



2022-2042 Comprehensive Plan

Town of Brookfield Comprehensive Plan

Town of Brookfield, Wisconsin

BRKFI 163025 | January 24, 2023



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2022-2042 Comprehensive Plan

Town of Brookfield Comprehensive Plan
Town of Brookfield, Wisconsin

Prepared for:
Town of Brookfield
Brookfield, Wisconsin

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The individuals above, along with many other Town staff, committee members, community leaders, and Town residents and business owners were instrumental in the creation of this Plan.

Short Elliott Hendrickson Inc. (SEH) was retained by the Town of Brookfield to assist in developing this Comprehensive Plan. SEH is a multi-disciplined, professional services firm comprised of 800 engineers, architects, planners and scientists in a full range of transportation, civil, environmental and structural engineering services; urban design, community planning and architectural design; and technology and GIS services.



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2022-2042 Comprehensive Plan

Town of Brookfield Comprehensive Plan

Prepared for Town of Brookfield

1 Introduction

1.1 Background

The Town of Brookfield (also described as the “Town” throughout the document) was established in 1843 and was originally located in Milwaukee County until Waukesha County was created in 1846. The Town started to transform into a Milwaukee suburb in the 1920’s and the first platted subdivision was approved in 1928. In the mid 1950’s, the City of Brookfield and Village of Elm Grove incorporated as individual municipalities which greatly reduced the size and population of the Town. The Town of Brookfield is unique due to the quality and depth of services provided as a town and has long functioned similarly to a village or city. The Town of Brookfield has attempted to incorporate into a village three times over the last 25 years.

The primary reason for creating this comprehensive plan is to identify a shared vision among the community’s residents, elected officials, and municipal staff. A comprehensive plan identifies a community’s priorities and provides a comprehensive and integrated set of recommendations to guide the development and redevelopment of the Town. Recommendations were developed from ideas and feedback provided by community residents and leaders through a public survey and workshop.

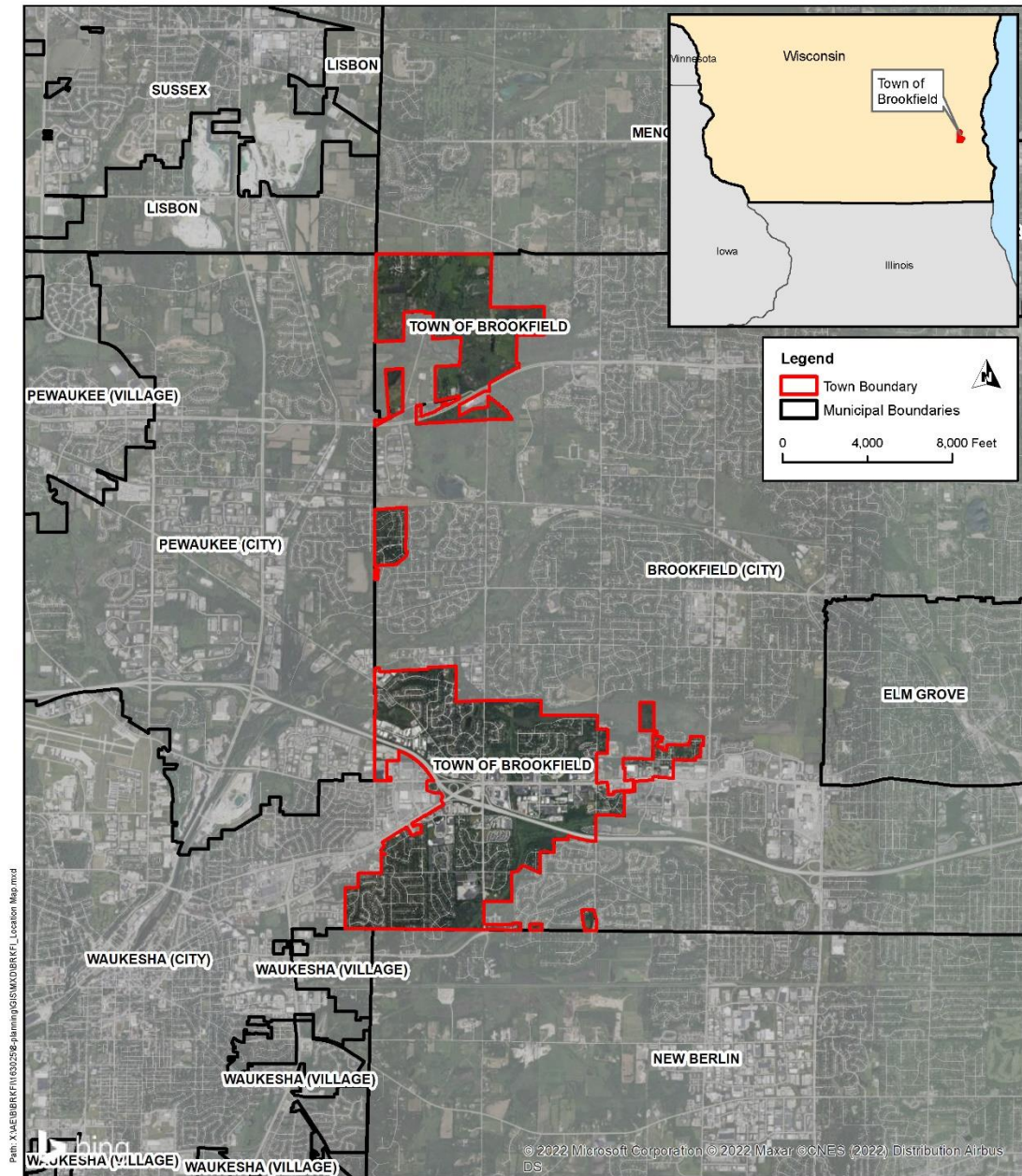
1.2 Regional Context

The Town of Brookfield is located in east central Waukesha County and is bordered by the City of Brookfield to the north and east, Village of Menomonee Falls to the north, City of New Berlin and Village of Waukesha to the south, and the City of Waukesha and City of Pewaukee to the west. The Town of Lisbon (soon to be Village of Lisbon in 2023) is also diagonally adjacent to the Town of Brookfield to the northwest. There are two “town islands” on the north side that are separated from the core of the township. The Town’s primary road network includes a number of county, state, US, and interstate highways. Most notably, Interstate 94 runs through the center of the township and provides access to the interstate from the Town along Moreland Boulevard, Barker Road, Swenson Drive, and Bluemound Road.

Interstate 94 is a major transportation route with regional significance. It serves as an important link between larger nearby cities including Madison, Milwaukee, and Chicago, and connects to major cities in neighboring regions including Detroit, Fargo, and Minneapolis-Saint Paul. Interstate 94 also connects these major cities to many smaller and mid-sized places that lie in between. In many cases, Interstate 94 serves as a major economic driver, and several locations along the corridor have experienced significant growth and development in recent years, including Waukesha County. The Town has taken advantage of the growth along the interstate by allowing large commercial developments near the interstate and US Highway 18, but also

recognized the importance of having a recommended land use plan to help guide sustainable growth. The Town of Brookfield's goal is to maintain its character and charm, while taking advantage of their location in the Milwaukee metro area.

Figure 1 – Town of Brookfield Location Map



1.3 Past Planning Efforts

The Town adopted the “Bluemound Road – Interstate 94 Redevelopment Area Study” in 2006. This plan was prepared by Vierbicher Associates and examined redevelopment opportunities for several parcels abutting Interstate 94 and Bluemound Road. This study focused on the feasibility of paying for a new roadway and redeveloping parcels abutting Interstate 94 in the Town of Brookfield.

The Town adopted the “Redevelopment Plan for the Bluemound Road Corridor” in 2008. The redevelopment plan identified opportunities to transform underutilized properties, located between two major transportation corridors, into a cohesive mixed-use development. This plan provided the framework for the redevelopment of The Corners and the project boundaries extend further to the east across Poplar Creek.

In 2009, the Waukesha County Department of Parks and Land Use, Waukesha County University of Wisconsin-Extension, and Waukesha County Municipalities released a report titled *A Comprehensive Development Plan for Waukesha County*. Twenty-nine of the 37 local government units in Waukesha County signed cooperative agreements to work together on this county comprehensive plan. The plan was intended to serve as a guide for use by municipal officials in Waukesha County in order to make better development decisions and to promote public health, safety, and general welfare. This included a recommended land use plan for Waukesha County for 2035. This plan was adopted by the Town because the Town did not adopt their own comprehensive plan.

Wisconsin Statute 66.1001 requires that local government comprehensive plans be updated at least once every ten years. In light of its recent incorporation attempts to become a village, the Town of Brookfield has decided to create its own Comprehensive Plan in order to have greater control on their desired goals to strive for as a community. This Comprehensive Plan update will expand upon past planning efforts and include land use recommendations that will be used to guide growth and redevelopment during the course of the next 20 years.

1.4 Scope of the 2022-2042 Comprehensive Plan Update

A comprehensive plan is a local government's guide to its community's physical, social, and economic development. A comprehensive plan provides a rational basis for local land use decisions with a future vision in mind for planning and community decisions.

According to Wisconsin Statutes, comprehensive plans shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community. In accordance with existing and future needs, comprehensive plans will promote public health, safety, and general welfare of the entire community. Wisconsin Statutes require that zoning, official mapping, and subdivision regulations be consistent with a municipal comprehensive plan.

Wisconsin Statutes also identify the nine elements of a comprehensive plan that must be addressed within the document which are as follows:

- A. Issues and Opportunities
- B. Housing
- C. Transportation

- D. Utilities and Community Facilities
- E. Agricultural, Natural and Cultural Resources
- F. Economic Development
- G. Intergovernmental Cooperation
- H. Land Use
- I. Implementation

The Town of Brookfield partnered with Short Elliott Hendrickson, Inc. (SEH) for the Town of Brookfield 2022-2042 Comprehensive Plan (referred to in this document as the Comprehensive Plan). This is the first comprehensive plan that focuses solely on the Town of Brookfield.

The Comprehensive Plan is being prepared through the guidance of the Plan Commission and from public input received from the community survey, public workshop, and public hearings. Through this process, the Town of Brookfield has reviewed and evaluated the existing Recommended Future Land Use Map. The existing land use categories have been reviewed and revised. Zoning ordinance updates have been recommended as steps towards implementation of this Comprehensive Plan. The purpose of this Plan is to establish a framework for the Town to help guide its growth and development through the 2042 planning horizon.

1.5 Planning Process and Public Input

The Town of Brookfield is committed to an open public involvement and outreach program that invites participation in the decision-making process from all Town residents. The Town engaged the community at all phases in the development of land use planning related items that are discussed in the Comprehensive Plan.

The Town conducted a community-wide survey and hosted one workshop to gather public input. Community members identified strengths, weaknesses, opportunities and threats (SWOT) for the Town. Additionally, all Town of Brookfield meetings, related to the comprehensive plan, were open to the public and meeting notices were advertised in advance. As a result of this participation, the Town has developed a vision for the Town of Brookfield for the next 20 years or so, as well as goals and objectives which identify incremental steps towards achieving that vision. Additional information about the community survey and public workshops is found in Section 2: Issues and Opportunities Element.

2 Issues and Opportunities Element

2.1 Introduction

The Issues and Opportunities Element section is designed to be the primary source of background information for the Comprehensive Plan. This element will be referred to throughout the document and much of the information contained in the Issues and Opportunities Element section will be utilized when considering goals, objectives, and policies for the Plan.

2.2 Town of Brookfield's Values and Vision

Based on the public input received throughout this planning process and the guidance provided by the Town's Plan Commission, a vision statement has been created for the Town of Brookfield to be used as a guide for the community for the next 20 years.

"The Town of Brookfield is a community where a family can enjoy large community benefits at a small town price."

The Town of Brookfield's core community values explain the basis for the community's vision:

- ❖ We value our unique identity
- ❖ We value our strong sense of community
- ❖ We value our community where we can work, play, and gather
- ❖ We value our businesses
- ❖ We value our suburban feel
- ❖ We value our high quality of living with low taxes

2.3 Public Involvement

Early in this process, the Town of Brookfield identified public participation as a critical component of this Comprehensive Plan update. The Town outlined its public engagement strategy in a Public Participation Plan which was adopted by the Town Plan Commission and Town Board in 2021. The adopted Public Participation Plan and associated Resolution is found in Appendix B.

To inform the update of the Comprehensive Plan, the Town:

- Conducted a community-wide survey
- Hosted a public workshop and public open house
- Dedicated a webpage on the town's website to provide information on the progress of the project, shared information on the project process using social media platforms, and promoted press releases and meeting notices
- Held a public hearing and received approval from the Plan Commission

Each of these public involvement efforts provided unique insights which was instrumental in guiding the development of this Comprehensive Plan.

2.3.1 Community Survey

In late 2021 and early 2022, the Town of Brookfield requested community participation through a Town-wide survey to help inform citizens and visitors regarding the Comprehensive Plan efforts. The survey was advertised in the Town's Newsletter, *Town Tidings*, with instructions on how to access the survey and information on the purpose of the project. The survey was also advertised on several social media posts and at the January 26, 2022, Public Information Meeting. In total, 298 surveys were completed. The survey was available between November 17, 2021 and February 15, 2022. Community members were encouraged to complete the online version of the survey; however, paper copies were available at Brookfield Town Hall and were mailed to those who requested one.

One of the questions in the survey inquired about community preference for the type of development that the Town of Brookfield should encourage in the next 20 years. The respondents were asked to divide the development types into three categories described as "needs more of," "keep at existing level," and "needs fewer of." The results are presented below as percentage of responses.

"Needs more of" include:

- Restaurants (55%, 39% indicated keep at existing level);
- Neighborhood Services/Businesses (47%, 47% indicated keep at existing level);

"Keep at existing level" include:

- Offices/Business Parks (65%, 17% indicated more needed);
- Retail/Shopping (65%, 28% indicated more needed);
- Entertainment/Attractions (50%, 42% indicated more needed);
- Hotels/Motels (61%, 24% indicated need fewer of); and
- Industry/Manufacturing (54%, 19% indicated need fewer of).

Looking at the Town's parks and trails:

- Almost 50 percent of respondents agreed or strongly agreed that parks within the Town meet their or their family's routine recreational needs, while 22.6 percent disagreed or strongly disagreed.

What Do Town of Brookfield Residents Want?

- Maintain a friendly, small, safe community atmosphere;
- Maintain a good school system;
- Promote public health, an active community, and youth activities;
- Support existing businesses, especially small, locally owned businesses;
- Maintain and improve local roads;
- Maintain the quality of community services;
- More restaurants and neighborhood businesses;
- Better pedestrian and bicycle trails and connections;
- More community gathering spaces

- Only 16.2 percent of respondents feel that existing bicycle facilities are adequate and 42.2 percent believed the bicycle facilities are inadequate. 16.8 percent of respondents feel safe using existing bicycle facilities.
- 71.6 percent of respondents agree or strongly agree that the parks are well maintained and clean.
- 50 percent of respondents disagree or strongly disagree that the existing sidewalk system/pedestrian infrastructure is adequate. Additionally, 26.4 percent do not feel safe using pedestrian/walking facilities.

Survey participants were also asked several open-ended questions and the following is a summary of common themes that were highlighted.

- What types of developments should the Town encourage in the next 20 years?
 - Developing community spaces and youth recreation opportunities (community pool, splash pad, playgrounds, youth center etc.)
 - Small and locally-owned stores and restaurants (non-chains)
 - Condos instead of apartments
 - Better parks
- If you could change one thing in the Town of Brookfield, what would it be and why?
 - More boutiques and non-chain restaurants and stores
 - Incorporating into a village
 - Combining some services and departments with neighboring communities
 - Improved pedestrian and bicycle safety, access, and connectivity
 - Change school district boundaries to allow all residents to attend Elmbrook schools
 - Improved streetscapes and street maintenance
 - Community pool
 - Fill vacant stores and offices
- What is one thing about the Town that should not change and why?
 - Low taxes while still providing adequate services
 - Small town feel
 - Sense of community and number of community events
 - Maintain identity as a town or incorporate as a village. No more annexing into other communities
 - Emergency services including fire and police departments

The full results from the community survey are included in Appendix C.

2.3.2 Public Workshop – January 2022

The Public Involvement Meeting took place early in the process on January 26, 2022. The goal of the meeting was to introduce the study, lay out the project schedule and scope of the study, and gather initial input from community members and Town stakeholders. The meeting included two input exercises. General comment forms were also provided for additional questions and comments.



The first input exercise was a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. For this exercise, meeting attendees were encouraged to identify existing strengths, weaknesses, opportunities, and threats for the Town, and write their ideas on boards provided at the meeting. This was an important exercise for identifying the community's likes and dislikes, values the community would like to preserve, and areas to improve while planning for the future.

The second input exercise was a dot mapping exercise focused on the existing land use map and an aerial of the town. Maps and dot stickers were used to allow meeting attendees to point out areas where they thought new development should take place as well as areas where they would not like to see new development. General themes identified from the dot mapping exercise results include:

- New medium to high density development should be concentrated near commercial areas and should not connect with existing single-family subdivisions.
- Road, trail, and sidewalk connectivity is necessary to provide both north/south and east/west connections and to improve safety for pedestrians.
- New or improved trails intended for recreational purposes is important to the community.
- The full results from the public involvement meeting, including the SWOT Analysis and dot map exercise, are documented in Appendix D.



Major take-aways from SWOT analysis include:

- **Strengths:**
 - Effective local government
 - Low taxes
 - Proximity to Milwaukee and Madison
 - The Corners
 - Quality of housing.
- **Weaknesses:**
 - Pedestrian accommodations
 - Lack of true town center/destination
 - School district boundaries
 - Failed incorporation efforts.
- **Opportunities:**
 - Improve parks, trails, and pedestrian accommodations
 - Incorporate to a village
 - Add community gathering places
 - Improve social interaction between residents.
- **Threats:**
 - Annexation
 - City of Brookfield and City of Waukesha
 - Airbnb's
 - Crime and safety
 - Traffic from new developments.

2.3.3 Open House and Plan Commission Public Hearing – November 2022

The project team held an open house to present the proposed comprehensive plan in front of the Plan Commission. Following the open house, the Town's Plan Commission held a Public Hearing to seek formal comments on the draft Comprehensive Plan on November 29, 2022. There were no comments from the public. A 30-day public notice was published in advance of the Public Hearing.

2.4 Population and Demographics

This section will review data and other available information about the Town of Brookfield's residents and businesses to help us understand existing conditions and projections for the future.

2.4.1 Population

The Town of Brookfield has a population of 6,477, according to the 2020 census. This is an increase of 5.9 percent from the 2010 census. The Wisconsin Department of Administration (DOA) estimated that the 2021 population estimate of the Town of Brookfield is 6,789. The Town's population is expected to grow until 2030 and then, slowly decline over time.

Table 1 – Town of Brookfield Population (1970 - 2020)

Town of Brookfield						
	1970 Census	1980 Census	1990 Census	2000 Census	2010 Census	2020 Census
Population	4,303	4,364	4,232	6,390	6,116	6,477
Source: Demographic Services Center, Wisconsin Department of Administration						

Figure 2 – Town of Brookfield Population (1970 – 2020)

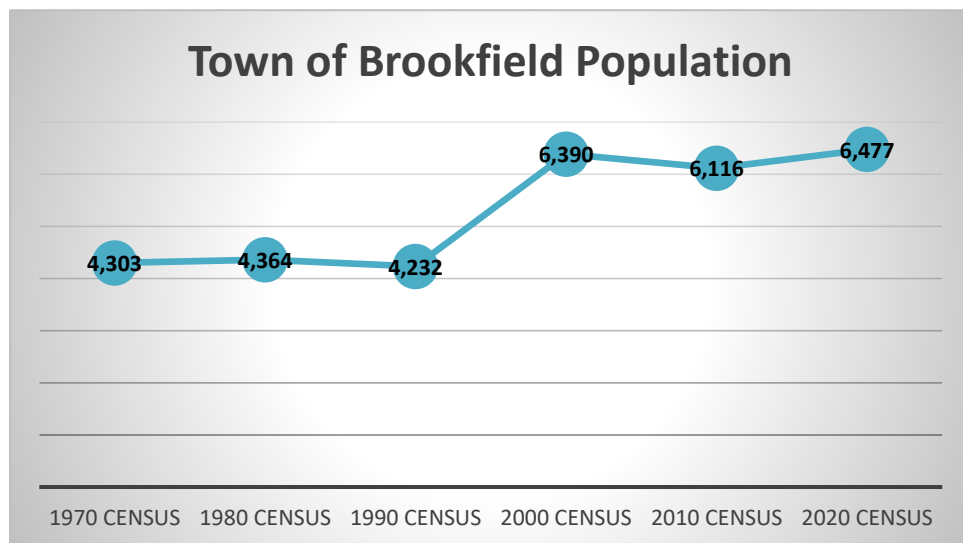
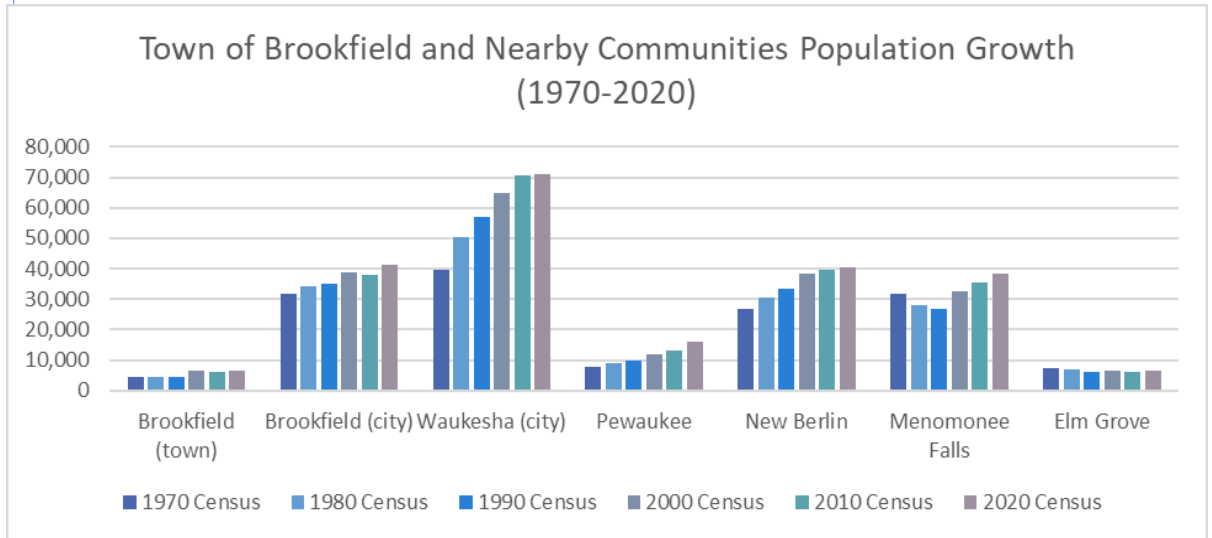


Figure 3 – Town of Brookfield and Nearby Communities – Population Growth (1970 - 2020)

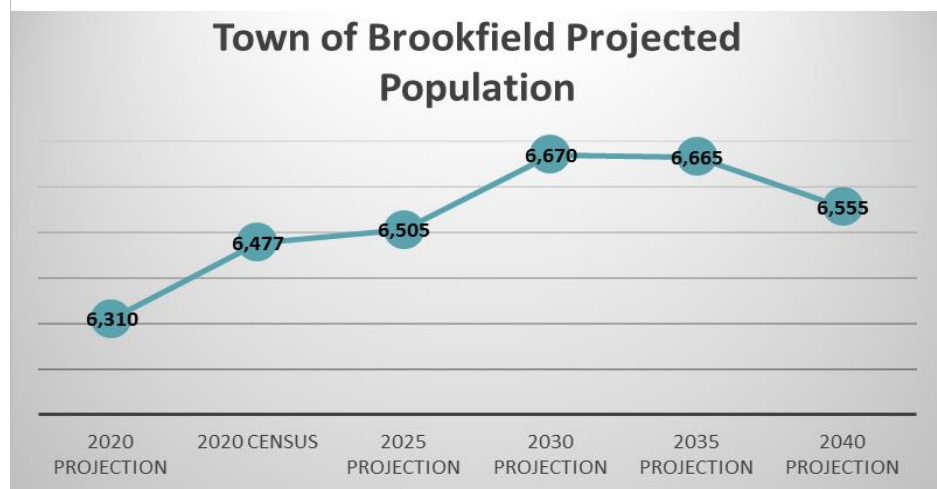


The Town of Brookfield and nearby communities are all experiencing gradual increases to population from the 2010 census to the 2020 census. However, the Town has not experienced the overall sustained population growth which Waukesha (city), Pewaukee, New Berlin, and Menomonee Falls have experienced since the 1990's.

2.4.2 Population Projections

Population projections are used to assess development prospects and community facility needs created by population growth. Population forecasts can be used to evaluate potential residential development, economic conditions, and the level of demand for public facilities and services. This estimate of future growth is also valuable information for establishing management techniques in order to provide for orderly growth and development.

Figure 1 - Town of Brookfield Population Projection (2020 - 2040)



The DOA population projections are, by State Statutes, the official population projections for Wisconsin. The DOA's projections predict that the Town's population will be 6,555 by 2040, which is an increase of 78 residents from the 2020 census, approximately a 1.1 percent increase. The Town is expected to grow at a significantly slower pace than Waukesha County, as shown in Table 3. Please note that these population projections are from 2013 and do not reflect the latest increases from the Corners development.

Table 2 – Town of Brookfield Population Projection (2020 - 2040)

Town of Brookfield						
	2020 Projection	2020 Census	2025 Projection	2030 Projection	3035 Projection	2040 Projection
Population	6,310	6,477	6,505	6,670	6,665	6,555
Source: Demographic Services Center, Wisconsin Department of Administration						

Table 3 – Town of Brookfield and Waukesha County Projected Increase in Population (2020 – 2040)

	2020 Census	2030 Projection	Percentage Change (2020- 2030)	2030 Projection	2040 Projection	Percentage Change (2030- 2040)	Percentage Change (2020- 2030)
Town of Brookfield	6,477	6,670	2.9%	6,670	6,555	-1.7%	1.2%
Waukesha County	406,978	451,470	10.9%	451,470	455,720	0.9%	12.0%
Source: Demographic Services Center, Wisconsin Department of Administration							

2.4.3 Age & Sex

The age of residents in a community is important in identifying current and future needs of a community. Table 4 show the Town of Brookfield and Waukesha County age distributions. The median age in the Town of Brookfield (51.6) is significantly older than Waukesha County's (43.2) as well as Wisconsin's median age (39.5). The Town has less residents under the age of 18 (14.5%) than Waukesha County (21.7%), but significantly more residents over the age of 65 (30.8%) than Waukesha County (18.1%). Approximately 54.6 percent of Town residents are female while 45.4 percent are male.

Table 4 – Town of Brookfield and Waukesha County Age Distribution (2010 - 2019)

	Town of Brookfield				Waukesha County			
	2010		2019 Estimate		2010		2019 Estimate	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under 5	280	4.5%	222	3.6%	20,851	5.4%	20,420	5.1%
5 to 9	261	4.2%	226	3.6%	23,940	6.2%	21,975	5.4%
10 to 14	516	8.3%	309	4.9%	30,890	8.0%	26,962	6.7%
15 to 19	417	6.7%	313	5.0%	25,871	6.7%	25,596	6.3%
20 to 24	199	3.2%	284	4.5%	18,920	4.9%	22,153	5.5%
25 to 29	298	4.8%	268	4.3%	18,920	4.9%	20,542	5.1%
30 to 34	243	3.9%	293	4.7%	20,851	5.4%	21,973	5.4%
35 to 39	286	4.6%	405	6.5%	22,009	5.7%	25,857	6.4%
40 to 44	323	5.2%	362	5.8%	28,574	7.4%	24,261	6.0%
45 to 49	529	8.5%	350	5.6%	33,207	8.6%	25,550	6.3%
50 to 54	454	7.3%	324	5.2%	34,366	8.9%	28,589	7.1%
55 to 59	354	5.7%	442	7.1%	29,346	7.6%	32,797	8.1%
60 to 64	429	6.9%	526	8.4%	23,940	6.2%	29,678	7.3%
65 to 69	336	5.4%	472	7.6%	14,287	3.7%	24,591	6.1%
70 to 74	249	4.0%	297	4.8%	13,901	3.6%	19,614	4.9%
75 to 79	317	5.1%	354	5.7%	9,267	2.4%	13,548	3.4%
80 to 84	373	6.0%	268	4.3%	8,495	2.2%	9,039	2.2%
85 and over	354	5.7%	533	8.5%	8,881	2.3%	11,053	2.7%
Under 18	1,294	21.8%	906	14.5%	92,671	24.0%	86,890	21.7%
Over 65	1,555	26.2%	1,924	30.8%	54,444	14.1%	72,414	18.1%
Total	5,938		6,248		386,130		404,198	
Median Age	48.4		51.6		41.3		43.2	

2.4.4 Household Size

The average household size in the Town of Brookfield is approximately 2.08 persons per housing unit. For Waukesha County, the estimate is about 2.5 persons per housing unit. The average household size by housing tenure is located in Table 5.

Table 5 – Town of Brookfield and Waukesha County Average Household Size by Tenure (2015 - 2019)

Average Household Size by Tenure				
	2015		2019	
	Owner-Occupied Unit	Renter-Occupied Unit	Owner-Occupied Unit	Renter-Occupied Unit
Town of Brookfield	2.52	1.84	2.45	1.49
Waukesha County	2.67	1.98	2.66	1.95
Source: U.S. Census Bureau, 2011-2015 and 2015-2019 American Community Survey 5-Year Estimates				

2.4.5 Household and Housing Unit Projections

The Town of Brookfield had 3,386 total housing units according to the 2020 census. This was approximately a 19.5 percent increase from the 2010 U.S. Census count. During that same time period, Waukesha County experienced a slower rate of only 7 percent growth in the total number of housing units. However, between 2000-2019, Waukesha County experienced an increase of approximately 22.7 percent total housing units.

Table 6 – Town of Brookfield and Waukesha County Number of Housing Units (2000 – 2019)

	2000	2010	2020	2010-2019 Percent Change
Town of Brookfield	2,829	2,834	3,386	19.48%
Waukesha County	140,309	160,949	172,177	6.98%
Source: U.S. Census Bureau, 2000, 2010, and 2020 Census				

By 2040, the Town is projected to have an average household size of 1.99 compared to 2.33 for Waukesha County, as shown in Table 7. Both are anticipated to decrease by at least 7.5 percent from the 2010 average household size.

Housing projections are helpful to estimate how much land will be consumed by future development. As housing units and households increase, there is an increased demand for public facilities and services. The DOA provides household projections. The Town of Brookfield is projected to see an increase of 234 households or 7.6 percent from the 2020 projections to the 2040 projections as shown in Table 8. Waukesha County is expected to see a 13.4 percent increase.

Table 7 – Town of Brookfield and Waukesha County Persons Per Household (2010 – 2040)

	2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
Town of Brookfield	2.15	2.09	2.06	2.04	2.02	2.00	1.99
Waukesha County	2.52	2.45	2.41	2.38	2.36	2.34	2.33
Source: Demographic Services Center, Wisconsin Department of Administration, 2013							

Table 8 – Town of Brookfield and Waukesha County Household Projections (2010 – 2040)

	2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
Town of Brookfield	2,834	2,892	3,053	3,187	3,298	3,320	3,287
Waukesha County	152,663	157,942	169,355	179,460	188,251	191,990	192,110
Source: Demographic Services Center, Wisconsin Department of Administration, 2013							

Household and housing unit projections are intended to provide an estimate of the number of housing units that will be developed in future years. The Town will continue to experience growth in residential development to meet market needs and to accommodate the projected increase in 234 households between 2020 and 2040.

2.4.6 Labor Force

The labor force participation rate in the Town of Brookfield has been stable since 2010 and slightly better than that in Waukesha County. Additionally, as identified in Table 9, the Town of Brookfield has half of the unemployment rate than the state average.

Table 9 – Town of Brookfield and Waukesha County Labor Force Employment Status (2010 – 2019)

Town of Brookfield	2010	2010 Percentage	2019	2019 Percentage
Persons Age 16 and Over	5,075	-	5,439	-
In Labor Force	3,041	59.9	3,055	56.2
Employed	2,898	57.1	2,986	54.9
Unemployed	143	2.8	49	0.9
Unemployment Rate	-	4.7	-	1.6
Waukesha County	2010	2010 Percentage	2019	2019 Percentage
Persons Age 16 and Over	304,218	-	325,101	-
In Labor Force	216,283	71.1	221,519	68.1
Employed	205,653	67.6	214,839	66.1
Unemployed	10,376	3.4	6,480	2
Unemployment Rate	-	4.8	-	2.9
Wisconsin	2010	2010 Percentage	2019	2019 Percentage
Percent Unemployed	-	6.7	-	3.2
Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates				

2.4.7 Employment

Employment is primarily provided by two industries within the Town of Brookfield. The educational, health and social services industry provides 19.0 percentage of all jobs in the town and the manufacturing industry provides 18.3 percentage. Table 10 identifies industries in the Town and the percentage of employment by each.

Table 10 – Town of Brookfield Employment by Industry (2010 – 2019)

Industry	2010		2019	
	Number	Percentage	Number	Percentage
Agriculture, forestry, fishing, hunting, and mining	0	0.0%	21	0.7%
Construction	126	4.3%	179	6.0%
Manufacturing	484	16.7%	469	15.7%
Wholesale trade	146	5.0%	85	2.8%
Retail trade	339	11.7%	426	14.3%
Transportation and warehousing, and utilities	78	2.7%	76	2.5%
Information	97	3.3%	44	1.5%
Finance, insurance, real estate, and rental and leasing	296	10.2%	275	9.2%
Professional, scientific, management, administrative, and waste management services	339	11.7%	436	14.6%
Educational, health and social services	629	21.7%	617	20.7%
Arts, entertainment, recreation, accommodation and food services	246	8.5%	184	6.2%
Other services, except public administration	67	2.3%	97	3.2%
Public administration	51	1.8%	77	2.6%
Total	2898		2986	
Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates				

The top two occupation categories in which Town of Brookfield residents are employed are management, business, science, and arts occupations (53.4%) and sales and office occupations (21.4%). All occupational categories are identified in Table 11.

Table 11 – Town of Brookfield Employment by Occupation (2010 – 2019)

Occupation	2010		2019	
	Number	Percentage	Number	Percentage
Management, business, science, and arts occupations	1,483	51.2%	1,595	53.4%
Service occupations	304	10.5%	292	9.8%
Sales and office occupations	840	29.0%	638	21.4%
Natural resources, construction, and maintenance occupations	108	3.7%	166	5.6%
Production, transportation, and material moving occupations	163	5.6%	295	9.9%
Total	2,898	-	2,986	-
Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates				

The majority of Town residents work within Waukesha County (69%), as compared with outside county of residence, and only 1 percent who work outside the state of Wisconsin.

Table 12 – Town of Brookfield Place of Work (2010 – 2019)

Place of Work	2010	2019
Worked in state of residence	99.1%	99.0%
Worked in county of residence	56.3%	69.0%
Worked outside county of residence	42.8%	29.9%
Worked outside state of residence	0.9%	1.0%
Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates		

The majority of Town residents (76.7%) travel less than 30 minutes to work. Of that, 30.7 percent travel less than 15 minutes to work. The mean travel time to work by Town residents is 20.5 minutes, as compared to the 24.0 minutes mean travel time for Waukesha County residents, as determined by the 2019 American Community Survey. Detailed travel times to work are identified in Table 13.

Table 13 – Town of Brookfield Travel Time to Work (2010 – 2019)

Travel Time to Work	2010	2019
Less than 10 minutes	15.9%	13.7%
10 to 14 minutes	15.1%	17.0%
15 to 19 minutes	18.2%	19.5%
20 to 24 minutes	15.2%	19.3%
25 to 29 minutes	7.8%	7.2%
30 to 34 minutes	12.7%	12.6%
35 to 44 minutes	5.8%	3.8%
45 to 59 minutes	4.5%	4.1%
60 or more minutes	4.9%	2.9%
Mean travel time to work	22.3%	20.5%
Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates		

The vast majority of Town residents travel to work by car, truck, or van (89.6%) and most of these workers are driving alone (82.7%). Since 2010, more workers are carpooling to work and more than double the amount of residents are working from home. These statistics were released prior to the Covid-19 pandemic, and the percentage of residents working from home is expected to be higher due to an increase in companies allowing employees to work from home. Table 14 identifies the means by which residents travel to work.

Table 14 – Town of Brookfield Means of Transportation to Work (2010 – 2019)

Means of Transportation to Work	2010	2019
Car, truck, or van	93.5%	89.6%
Drove alone	87.1%	82.7%
Carpooled	6.4%	6.9%
In 2-person carpool	5.5%	5.6%
In 3-person carpool	0.9%	0.7%
In 4-person carpool	0.0%	0.7%
Public transportation (excluding taxicab)	1.5%	0.3%
Walked	1.0%	0.4%
Bicycle	0.3%	0.0%
Taxicab, motorcycle, or other means	0.0%	1.0%
Worked at home	3.8%	8.7%
Source: U.S. Census Bureau, 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates		

2.4.8 Household and Per Capita Income

According to the 2019 American Community Survey, median household income in the Town of Brookfield is \$63,941, compared to \$87,277 for Waukesha County, and \$61,747 for Wisconsin. The mean household income in the Town of Brookfield is \$93,756, compared to \$114,713 for Waukesha County and \$80,674 for Wisconsin. Per capita income in the Town of Brookfield is \$46,073, compared to \$44,892 for Waukesha County and \$33,375 for Wisconsin. Household income for Town of Brookfield residents is detailed in Table 15.

Table 15 – Town of Brookfield Household Income (2019)

2019 Income & Benefits	Town of Brookfield		Waukesha County	
	Number	Percentage	Number	Percentage
Less than \$10,000	112	3.8%	3,973	2.5%
\$10,000 to \$14,999	45	1.5%	3,554	2.2%
\$15,000 to \$24,999	265	8.9%	9,715	6.1%
\$25,000 to \$34,999	232	7.8%	9,678	6.1%
\$35,000 to \$49,999	457	15.4%	15,309	9.6%
\$50,000 to \$74,999	553	18.6%	25,645	16.1%
\$75,000 to \$99,999	292	9.8%	22,146	13.9%
\$100,000 to \$149,999	572	19.2%	33,200	20.9%
\$150,000 or more	447	15.0%	35,588	22.4%
Total	2,975	-	158,808	-
Median Household Income	\$63,941		\$87,277	
Mean Household Income	\$93,756		\$114,713	
Per Capita Income	\$46,073		\$44,892	
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

2.4.9 Educational Attainment

The U.S. Census Bureau provides information on educational attainment levels, which are summarized in Table 16. Town of Brookfield residents, on average, have a slightly higher level of education compared to residents of Waukesha County. According to the 2019 American Community Survey 5-Year Estimates, Wisconsin has 92.2 percent of its residents 25 years and over with a high school diploma or higher. Comparatively, the Town of Brookfield (96.5%) is higher than the state average and about the same as the Waukesha County average (96.4%).

The Town of Brookfield and Waukesha County are both significantly ahead of the state average in terms of bachelor's degree or other higher educations. Wisconsin has approximately 30.1 percent of residents having earned at least a bachelor's degree, while Town of Brookfield has 48.8 percent and Waukesha County has 46.1 percent of residents with at least a bachelor's degree

Table 16 – Town of Brookfield and Waukesha County Educational levels (2010 – 2019)

Highest Education	Town of Brookfield				Waukesha County			
	2015		2019		2015		2019	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less than 9th grade	80	1.7%	15	0.3%	3,951	1.4%	3,664	1.3%
9th to 12th grade, no diploma	196	4.3%	159	3.2%	7,838	2.9%	6,516	2.3%
High school graduate (includes equivalency)	1,141	24.8%	1,157	23.6%	66,675	24.3%	61,336	21.4%
Some college, no degree	855	18.5%	728	14.9%	56,701	20.6%	55,981	19.5%
Associate degree	339	7.4%	448	9.2%	26,251	9.6%	27,514	9.6%
Bachelor degree	1,357	29.4%	1,611	32.9%	75,447	27.5%	86,569	30.2%
Graduate or professional degree	642	13.9%	776	15.9%	37,761	13.8%	45,512	15.9%
Note: Population 25 years and over. Source: 2011-2015 and 2015-2019 American Community Survey 5-Year Estimates								

2.4.10 Schools

Town of Brookfield residents are served by the Waukesha and Elmbrook School Districts. The majority of residents live in the Waukesha School District. Waukesha School District has a total enrollment of 12,080 students as of 2022, whereas Elmbrook School District has a total enrollment of 7,727 students. The Elmbrook School District has a higher average ACT score than Waukesha School District and a higher high school completion rate.

Table 17 – School District Information

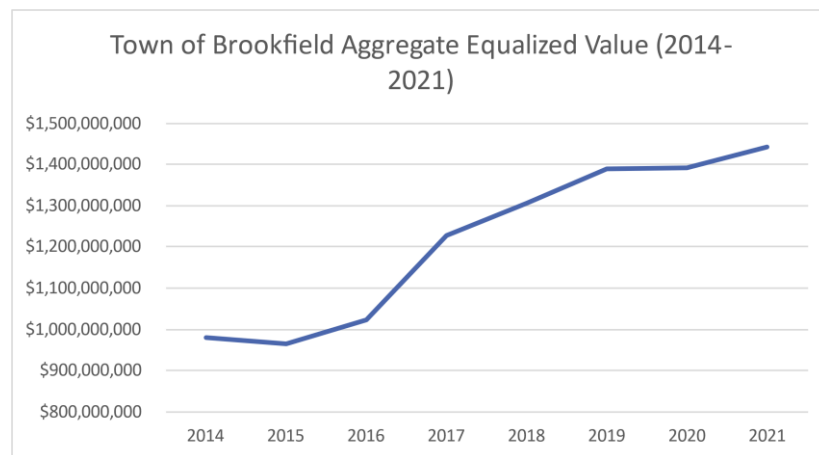
District Information	Waukesha	Elmbrook
Total Enrollment	12,080	7,727
High School Completion Rate	89.2%	99.2%
Average ACT Score	20.3	23.5
ACT Participant Rate	83.4%	98.6%
Home School Enrollment	465	200
Source: Wisconsin Department of Public Instruction (Data from 2020-2022)		

The Town of Brookfield is located within the Waukesha County Technical College (WCTC) service area. The College has campuses in Pewaukee and Waukesha and offer more than 150 emareas of study, including associate degree, technical diploma, apprenticeship, and short-term certificate programs. Additionally, WCTC has classrooms in several high schools throughout the region. WCTC has a total enrollment of 16,045 students.

2.4.11 Municipal Growth in Net New Construction and Equalized Value

The Town of Brookfield has experienced significant growth in its total equalized value in the past 8 years. Between 2014 and 2021, real estate and personal property within the Town increased \$463,039,600, approximately a 47.3 percent increase, according to WI Department of Revenue data.

Figure 5 – Town of Brookfield Aggregate Equalized Value (2014 – 2021)



Source: WI Department of Revenue

Looking at this growth in value by land use category/real estate classification, the largest percent of change occurred in the commercial real estate class with a \$293.2 million gain (70.3%). Residential real estate grew by \$172 million (35.6%) while manufacturing decreased by \$1.2 million (-3.8%).

Table 18 – Town of Brookfield Equalized Value by Real Estate Class (2014 – 2021)

Real Estate Classes	2014	2015	2016	2017	2018	2019	2020	2021	Change between 2014-2021	
Residential	\$483,159,900	\$487,101,400	\$508,306,200	\$524,758,700	\$555,805,300	\$597,012,400	\$610,225,300	\$655,117,400	35.6%	\$171,957,500
Commercial	\$416,960,200	\$408,603,100	\$445,781,000	\$627,599,100	\$669,833,900	\$709,155,500	\$698,931,700	\$710,197,400	70.3%	\$293,237,200
Manufacturing	\$32,696,700	\$32,804,900	\$31,859,400	\$27,337,500	\$29,877,800	\$30,462,100	\$31,137,700	\$31,449,200	-3.8%	-\$1,247,500
Agricultural	\$36,900	\$26,800	\$27,000	\$27,200	\$27,900	\$19,400	\$25,100	\$18,800	-49.1%	-\$18,100
Undeveloped	\$1,579,100	\$1,633,200	\$1,641,900	\$1,616,700	\$1,579,400	\$861,000	\$861,000	\$958,900	-39.3%	-\$620,200
Forest/Ag Forest	\$1,073,100	\$1,182,600	1,182,600	\$1,036,600	\$1,146,100	\$1,146,100	\$1,146,100	\$1,255,600	17.0%	\$182,500
Other	-	-	-	-	-	-	-	-	-	-
Real Estate Total	\$935,505,900	\$931,352,000	\$988,798,100	\$1,182,375,800	\$1,258,270,400	\$1,338,656,500	\$1,342,326,900	\$1,398,997,300	\$0	\$463,491,400
Real Estate Percent Change	-	-0.4%	6.2%	19.6%	6.4%	6.4%	0.3%	4.2%	-	-
Personal Property Total	\$43,644,400	\$33,104,300	\$33,229,100	\$44,193,000	\$47,438,400	\$51,699,900	\$50,400,000	\$43,192,600	-1.0%	-\$451,800
Personal Property Percent Change	-	-24.1%	0.4%	33.0%	7.3%	9.0%	-2.5%	-14.3%	-	-
Aggregate Equalized Value	\$979,150,300	\$964,456,300	\$1,022,027,200	\$1,226,568,800	\$1,305,708,800	\$1,390,356,400	\$1,392,726,900	\$1,442,189,900	47.3%	\$463,039,600
Aggregate Equalized Value Percent Change	-	-1.5%	6.0%	20.0%	6.5%	6.5%	0.2%	3.6%	-	-
Source: WI Department of Revenue, Statement of Merged Equalized Values										

The real estate portion of the Town of Brookfield's total equalized value is composed of several different land use types. The commercial class provides approximately 51 percent of the total equalized value in the Town and the residential class provides approximately 47 percent. The manufacturing class continues to decrease and comprises only 2.2 percent of total equalized value in the Town. The real estate value for the commercial class has increased approximately 62.5 percent since 2011.

Table 19 – Town of Brookfield Real Estate Value by Real Estate Class (2011 -2021)

Real Estate Classes	2011	Percent of Total Real Estate	2016	Percent of Total Real Estate	2021	Percent of Total Real Estate
Residential	\$500,889,900	51.0%	\$508,306,200	51.4%	\$655,117,400	46.8%
Commercial	\$436,843,900	44.5%	\$445,781,000	45.1%	\$710,197,400	50.8%
Manufacturing	\$41,730,700	4.2%	\$31,859,400	3.2%	\$31,449,200	2.2%
Agricultural	\$29,500	0.003%	\$27,000	0.003%	\$18,800	0.001%
Undeveloped	\$1,855,100	0.2%	\$1,641,900	0.2%	\$958,900	0.1%
Forest	\$1,401,600	0.1%	1,182,600	0.1%	\$1,255,600	0.1%
Real Estate Totals	\$982,750,700	-	\$988,798,100	-	\$1,398,999,321	-
Personal Property Total	\$33,087,700	-	\$33,229,100	-	\$43,192,600	-
Aggregate Equalized Value	\$1,015,838,400	-	\$1,022,027,200	-	\$1,442,189,900	-
Source: WI Department of Revenue, Statement of Changes in Equalized Values by Class & Item						

One of the factors in the growth of the Town's equalized value is new construction, especially commercial construction. Over each of the last seven years, the Town of Brookfield has experienced growth in new construction. Three of the past seven years, net new construction was greater than 3 percent annually, and there was a 15.75 percent increase in 2017 alone.

Comparing net new construction to neighboring municipalities, the Town of Brookfield experienced higher than average growth in 2016, 2017, 2018, and 2019. The Town's average net new construction rate over the last seven years was nearly double the rate as the next closest community (Menomonee Falls).

Table 20 – Net New Construction Growth for Town of Brookfield and Neighboring Communities

Net New Construction	2015	2016	2017	2018	2019	2020	2021	Average (2015-2021)
Brookfield (town)	0.01%	3.47%	15.75%	3.53%	2.93%	1.29%	0.38%	3.9%
Brookfield (city)	0.47%	1.94%	1.46%	1.23%	1.46%	2.39%	2.05%	1.6%
Pewaukee	2.17%	2.61%	2.38%	2.22%	1.66%	1.40%	0.86%	1.9%
Waukesha (city)	1.01%	1.24%	1.40%	0.86%	1.01%	1.18%	0.81%	1.1%
Waukesha (village)	0.61%	0.89%	0.87%	1.01%	1.15%	0.96%	0.81%	0.9%
Elm Grove	0.25%	1.01%	0.91%	1.16%	0.37%	1.18%	2.00%	1.0%
New Berlin	1.16%	1.10%	0.83%	1.10%	1.28%	1.12%	1.23%	1.1%
Menomonee Falls	1.35%	2.47%	2.41%	2.39%	1.76%	2.08%	2.53%	2.1%

Source: WI Department of Revenue

3 Housing Element

Housing is an essential component to a healthy and vibrant community. Providing safe and affordable housing is a common community goal. An analysis of housing conditions will help the Town gain a better understanding of the changes which have occurred over the past decade. It will also provide insight into future change that can be anticipated. This information will create a foundation from which decisions regarding future housing development can be based. Demographic information presented in Section 2: Issues and Opportunities Element is not repeated here. Below is a summary of the existing housing conditions in the Town of Brookfield and Waukesha County.

3.1 Existing Conditions

When change and development take place, it will be important for the Town to manage this growth and maintain the character of the community. Many individuals and families who choose to live in the Town of Brookfield do so because of its community character, location, quality of life and proximity to jobs.

According to the 2020 census, the Town has 3,386 housing units with 3,169 of those units occupied. The majority of the tables in this chapter will not reflect this 2020 census data and the data will primarily be based on the 2015-2019 American Community Survey data. Since 2010, the Town has experienced a 19.48 percent increase in housing units. The 2020 DOA projection for households was 3,053 and for 2030 it is 3,298. The actual number of households exceeds the 2020 projection and is on pace to exceed the 2030 projection. In 2019, 62.6 percent of all housing units were owner-occupied, and 37.4 percent were renter-occupied. The average household size was 2.45 for owner-occupied units and 1.49 for renter-occupied units. The median value of owner-occupied homes was \$286,900.

Details for the number of households and housing unit projections are located in Section 2.4.5: Households and Housing Unit Projections.

3.1.1 Housing Stock Age Characteristics

The age of the local housing stock is an important component to be considered when preparing for the future. If there is a significant amount of older housing units among the housing supply, they will most likely need to be replaced, rehabilitated, or abandoned for new development within the planning period. Allowing for a new housing supply also requires planning regarding infrastructure, land availability, community utilities, transportation routes, and a variety of other public services to address community needs that are affected by new development. The majority of housing units in the Town of Brookfield are less than 40 years old. Information gathered from the U.S. Census Bureau in 2019 identified that 47.5 percent of homes were built before 1980 (and are at least 40 years old). Approximately 45.5 percent of all housing units were constructed between 1980 and 1999. Under 8% of Town of Brookfield's homes were built since 2000 and only 2 percent of homes were constructed in the last 7 years. Table 21 categorizes the amount of housing by year built.

**Table 21 – Town of Brookfield and Waukesha County -
Year Structure Built (2019)**

Year Structure Built	Town of Brookfield		Waukesha County	
	2019		2019	
	Total Housing Units	Percent	Total Housing Units	Percent
Built 2014 or later	59	2%	3,715	2%
Built 2010 to 2013	22	1%	3,460	2%
Built 2000 to 2009	199	6%	22,048	13%
Built 1990 to 1999	919	28%	32,928	20%
Built 1980 to 1989	551	17%	19,937	12%
Built 1970 to 1979	397	12%	27,295	16%
Built 1960 to 1969	649	20%	19,528	12%
Built 1950 to 1959	403	12%	18,397	11%
Built 1940 to 1949	14	0%	5,169	3%
Built 1939 or earlier	61	2%	13,187	8%
Total	3,274	-	165,664	-
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

3.1.2 Occupancy and Structural Characteristics

Housing occupancy is a measure to determine whether the housing supply is adequate to meet demand. A stable housing market is one where the availability of new and existing housing units roughly matches the needs of the population. According to the U.S. Department of Housing and Urban Development (HUD), an overall vacancy rate of 3 percent is considered to be optimal. Vacancy rates under the 3 percent standard may imply a tight housing market where demand exceeds supply, causing housing prices to rise. Conversely, a vacancy rate greater than 3 percent may indicate an over-supply of housing units, causing stagnation in housing prices. According to the 2020 Census, the vacancy rate in the Town has slightly increased over the last decade. The current estimates show vacancy at approximately 6.4 percent, while Waukesha County is at about 4.4 percent.

Table 22 – Town of Brookfield and Waukesha County Housing Occupancy/Vacancy (2010 – 2020)

2010					
	Occupied Housing Units	Percentage	Vacant Housing Units	Percentage	Total Number of Housing Units
Town of Brookfield	2,834	93.9%	183	6.1%	3,017
Waukesha County	152,663	94.9%	8,201	5.1%	160,864
2020					
	Occupied Housing Units	Percentage	Vacant Housing Units	Percentage	Total Number of Housing Units
Town of Brookfield	3,169	93.6%	217	6.4%	3,386
Waukesha County	164,537	95.6%	7,640	4.4%	172,177
Source: US Census Data 2010 & 2020					

Table 23 shows that between 2010 and 2019 the percentage of owner-occupied homes in the Town of Brookfield has decreased from 66.5 percent (2010) to 62.6% (2019). Overall, the number of occupied housing units has increased by 342 and the number of renter-occupied units has increased by 231 units. Please note that the numbers in Tables 22 & 23 will not match because different data sources were used.

Table 23 – Town of Brookfield and Waukesha County Housing Units by Tenure (2010 – 2019)

2010					
	Owner Occupied	Percentage	Renter Occupied	Percentage	Total Number of Occupied Housing Units
Town of Brookfield	1,752	66.5%	881	33.5%	2,633
Waukesha County	117,491	77.7%	33,670	22.3%	151,161
2019					
	Owner Occupied	Percentage	Renter Occupied	Percentage	Total Number of Occupied Housing Units
Town of Brookfield	1,863	62.6%	1,112	37.4%	2,975
Waukesha County	121,146	76.3%	37,662	23.7%	158,808
Source: 2006-2010 and 2015-2019 American Community Survey 5-Year Estimates					

Table 24 displays the number of units per structure in the Town of Brookfield and Waukesha County in 2019. The majority of housing units in the Town of Brookfield (48.9%) are one-unit detached structures, commonly referred to as single-family homes. Detached housing units are one-unit structures that are detached from any other house, with open space on all four sides.

Table 24 – Town of Brookfield and Waukesha County – Units in Structure (2019)

	Town of Brookfield		Waukesha County	
	Number	Percent	Number	Percent
1-unit, detached	1,601	48.9%	116,837	69.6%
1-unit, attached	310	9.5%	10,492	6.2%
2 units	119	3.6%	3,626	2.2%
3 or 4 units	82	2.5%	4,460	2.7%
5 to 9 units	238	7.3%	9,024	5.4%
10 to 19 units	53	1.6%	6,111	3.6%
20 or more units	871	26.6%	16,147	9.6%
Mobile home	0	0.0%	1,258	0.7%
Total	3,274		167,955	
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

Structures are considered detached even if they have an attached garage or contain a business unit. Attached housing units are structures with one or more walls extending from ground to roof,

separating them from adjoining structures. Waukesha County also has a majority of single-family structures.

3.1.3 Housing Value Characteristics

Providing affordable housing which meets the needs of current and future Town residents is an important element in planning for the future. A lack of quality affordable housing has impacts on population migration patterns, economic development, and the tax base.

An owner-occupied housing unit is a unit where the owner or co-owner lives, even if it is mortgaged or not fully paid for. The U.S. Bureau of the Census determines value by the respondent's estimates of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. The figures presented may differ from assessed housing values as calculated by an assessor.

The median value of owner-occupied homes in the Town of Brookfield was \$286,900, while it was \$282,300 in Waukesha County. The breakout of housing values follows in Table 25.

Table 25 – Town of Brookfield and Waukesha County Housing Value of Owner-Occupied Units (2019)

	Town of Brookfield		Waukesha County	
	Number	Percent	Number	Percent
Less than \$50,000	36	1.9%	1,879	1.6%
\$50,000 to \$99,999	12	0.6%	1,530	1.3%
\$100,000 to \$149,999	55	3.0%	5,402	4.5%
\$150,000 to \$199,999	217	11.6%	15,836	13.1%
\$200,000 to \$299,999	693	37.2%	43,398	35.8%
\$300,000 to \$499,999	773	41.5%	39,505	32.6%
\$500,000 to \$999,999	70	3.8%	11,610	9.6%
\$1,000,000 or more	7	0.4%	1,986	1.6%
Median (dollars)	\$ 286,900	-	\$ 282,300	-
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

3.1.4 Housing Affordability

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing which does not cost a household more than 30 percent of its monthly or annual income. This affordability benchmark is not an underwriting standard and it does not address the ability to pay for housing. Households may choose to pay more to get the housing it needs or wants. However, according to HUD standards, people should have the choice of having decent and safe housing for not more than 30 percent of their household income. Almost three quarters of Town residents in owner-occupied housing with a mortgage (73.2%) pay less than 30 percent of their monthly household income on housing costs. Thus, more than a quarter of Town residents are paying more than 30 percent on owner-occupied housing costs (with a mortgage), which is almost 6 percent more than Waukesha County. A breakout detailing monthly housing costs is listed in Table 26.

**Table 26 – Town of Brookfield and Waukesha County
Owner-Occupied Housing units with a Mortgage -
Owner Costs as a Percentage of Household Income (2019)**

	Town of Brookfield		Waukesha County	
	Number	Percent	Number	Percent
Less than 10.0%	332	43.0%	16,858	43.7%
10.0 to 14.9%	146	18.9%	7,806	20.2%
15.0 to 19.9%	96	12.4%	4,300	11.2%
20.0 to 24.9%	53	6.9%	2,793	7.2%
25.0 to 29.9%	27	3.5%	1,624	4.2%
30.0 to 34.9 %	0	0.0%	1,049	2.7%
35.0% or more	118	15.3%	4,130	10.7%
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

The majority of Town residents in owner-occupied housing without a mortgage (74.4%) pay less than 20 percent of their monthly household income on housing costs. In fact, 84.7 percent of Town residents in owner-occupied homes without a mortgage pay less than 30 percent of their monthly household income on housing costs. However, approximately 15 percent of Town residents are paying more than 30 percent on housing costs (without a mortgage). Table 27 includes a breakout detailing monthly housing costs.

**Table 27 – Town of Brookfield and Waukesha County -
Owner-Occupied Housing Units without a Mortgage -
Owner Costs as a Percentage of Household Income (2019)**

	Town of Brookfield		Waukesha County	
	Number	Percent	Number	Percent
Less than 20.0%	517	47.8%	41,787	50.8%
20.0 to 24.9%	175	16.2%	14,693	17.9%
25.0 to 29.9%	99	9.2%	8,352	10.2%
30.0 to 34.9 %	102	9.4%	5,010	6.1%
35.0% or more	188	17.4%	12,339	15.0%
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

The majority of Town residents in rental occupied housing (56.5%) spend more than 30 percent of their monthly household income on rent and approximately 47.7 percent pay 35 percent or more. Table 28 includes a breakout detailing monthly housing costs.

**Table 28 – Town of Brookfield and Waukesha County
Renter-Occupied Housing – Gross Rent as a Percentage of
Household Income (2019)**

	Town of Brookfield		Waukesha County	
	Number	Percent	Number	Percent
Less than 15.0%	92	8.4%	5,877	16.1%
15.0 to 19.9%	153	13.9%	5,998	16.4%
20.0 to 24.9%	97	8.8%	5,235	14.3%
25.0 to 29.9%	137	12.5%	4,234	11.6%
30.0 to 34.9 %	96	8.7%	2,531	6.9%
35.0% or more	525	47.7%	12,633	34.6%
Source: U.S. Census Bureau, 2015-2019 American Community Survey 5-Year Estimates				

3.1.5 Assisted and Senior Living

The Aging and Disability Resource Center (ADRC) of Waukesha County at 514 Riverview Avenue, Waukesha, Wisconsin, is a central source of reliable and objective information about programs and services available to older adults and people with physical or intellectual/developmental disabilities. They help people find resources in their communities and evaluate the various long-term care options available to them.

Senior apartments are multifamily residential properties for persons age 55 years or older. Senior apartments do not have central dining facilities and generally do not provide meals to residents, but many offer community rooms, social activities, and other amenities. Most offer both Conventional or “Market Rate” apartments and apartments subsidized by Wisconsin Housing and Economic Development Authority (WHEDA), Rural Development, or HUD.

Independent living communities are age-restricted multifamily properties with central dining facilities that provide residents as part of their monthly fee with access to meals and other services such as housekeeping, linen service, transportation, and social and recreational activities.

Residential Care Apartment Complexes (RCAC) are places where five or more adults reside that consists of independent apartments (each of which has an individual lockable entrance and exit, a kitchen including a stove, an individual bathroom, sleeping and living areas) and provides, to a person who resides in the place, not more than 28 hours per week of services that are supportive, personal, and nursing services.

Adult Family Homes (AFH) are places where three or four adults, who are not related to the licensee, reside and receive care, treatment, or services that are above the level of room and board, but include no more than seven hours of nursing care per week per resident.

Community Based Residential Care Facilities (CBRF) are places where five or more adults, who are not related to the operator or administrator, and do not require care above intermediate level nursing care, reside and receive care, treatment, or services that are above the level of room and board, but include no more than three hours of nursing care per week per resident. The demand for independent senior living and assisted living will likely continue to grow as the population ages

in the Town of Brookfield. The median age in the Town is over 51 years and over 30 percent of the population is over the age of 65.

Table 29 – Assisted Living Facilities in the Town of Brookfield

Facility Name	Location	Type	Capacity	Advanced Age
Brookfield Adorable Homes LLC	21850 Davidson Road, Waukesha, WI 53186	AFH	4	Y
Housing Matters	21450 Lees Court	AFH	4	Y
Brookdale Brookfield Assisted Living	660 Woelfel Rd	CBRF	95	Y
Brookdale Brookfield Memory Care	685 Woelfel Rd	CBRF	20	Y
Regency Brookfield Memory Care	777 N Brookfield Rd, Brookfield WI 53045	CBRF	11	Y
Creative Living Environments Clarion Manor	21325 Clarion Ln Waukesha WI 53186	CBRF	8	Y
ProHealth Care Regency Senior Communities Brookfield	777 N Brookfield Rd, Brookfield WI 53045	RCAC	84	
Source: Wisconsin Department of Health Services, 2022				

3.2 Assessment of Future Conditions

Age and family status are closely related to housing, and people follow a typical pattern in their housing selection. People live with their parents as children and then tend to move out to rental housing as they enter adulthood. A first-time home purchase will typically occur as they begin to form households. According to Zillow, the average age of a first-time home buyer in the United States is 34 years and the median age for the typical American home buyer is 41-year-old, college-educated couple with a solid middle-class income. The first home purchase is often followed by a move to "upgrade" during the prime earning years. Retirement brings yet another move. This may be to a final home, or for some older retirees, to retirement housing or nursing care.

This cycle is important in that it creates turnover in the housing stock, freeing up properties for other buyers. Most of the homes purchased are existing homes, especially in this township. However, it is also important to understand how generational preferences for housing vary. The future desirability of neighborhoods and communities is going to be influenced by the degree to which the existing housing stock meets the desires of future home buyers. According to Zillow, the single most important characteristic for home buyers is safety, followed by living in a walkable neighborhood. As Millennials and Gen Z buyers continue to enter the housing market, housing and neighborhood preferences will continue to shift.

The projection for households in the Town of Brookfield is an increase of 234 households between 2020-2040. Reviewing Table 4, Town of Brookfield's age distribution, much of this future growth will be by households headed by someone over the age of 65 looking to downsize and by mid-aged buyers wanting newer homes on larger suburban lots. New rental housing will likely include various types of assisted living for the Town's aging population.

3.3 Housing Programs

Wisconsin Comprehensive Planning legislation requires municipalities completing plans to compile a list of programs available to help provide an adequate supply of housing that meets existing and forecasted housing demand in their jurisdiction. Below is a partial listing of programs that are available.

Community Development Block Grant (CDBG) Small Cities Housing Program

The Wisconsin CDBG program, administered by the Wisconsin Department of Administration, provides grants of federal funds to local governments (with a population under 50,000) for housing programs which principally benefit low to moderate income (LMI) households. These funds are primarily used for rehabilitation of housing units, homebuyer assistance, and small neighborhood public facility projects. CDBG dollars are flexible and responsive to local needs.

Housing Choice Voucher Program (Section 8)

The Section 8 federal housing choice voucher program provides rent assistance to eligible low-income households so that family payment does not exceed 20 percent of annual income. Housing can include single-family homes, townhouses and apartments and is not limited to units located in subsidized housing projects. Housing choice vouchers are administered locally by Public Housing Agencies (PHA). A family that is issued a housing voucher is responsible for finding a suitable housing unit of the family's choice where the owner agrees to rent under the program. A housing subsidy is paid to the landlord directly by the PHA on behalf of the participating family. The family then pays the difference between the actual rent charged by the landlord and the amount subsidized by the program.

Low Income Housing Tax Credit (LIHTC)

The LIHTC Program is the most important resource for creating affordable housing in the United States. This program was created in 1986 by the Tax Reform Act. Federal housing tax credits are awarded to developers of qualified projects. Developers then sell these credits to investors to raise capital for their projects, which reduces the debt the developer would otherwise have to borrow. A tax credit property can then offer more affordable units because the debt is lower.

Wisconsin Housing and Economic Development Authority (WHEDA)

WHEDA serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business, and agribusiness.

Wisconsin Property Tax Deferral Loan Program (PTDL)

This state program offers loans to Low-to-Moderate Income (LMI) elderly homeowners (65 years old with a spouse at least 60 years old, unless one is disabled) to help pay local property taxes so the elderly can afford to stay in their homes. The program is administered through WHEDA.

Housing Cost Reduction Initiative

Funds through this program provide a one-time forgivable grant of up to \$8,500 to assist with upfront entry cost for the purchase of a primary residence in Racine, Waukesha, Kenosha, Milwaukee, Walworth, Washington, and Ozaukee Counties. The program is administered through Housing Resources, Inc. in Racine.

Family Care Partnership (Partnership)

The Family Care Partnership (Partnership) program is administered by the Wisconsin Department of Health Services. The Partnership is a comprehensive program of services for frail elders and adults with developmental or physical disabilities in Wisconsin. The program integrates health and long-term support services and includes home and community-based services, physician services, and all medical care. Services are delivered in the member's home or a setting of his or her choice.

Program of All-Inclusive Care for the Elderly (PACE)

The Program of All-Inclusive Care for the Elderly (PACE) program is administered by the Wisconsin Department of Health Services. PACE provides a full range of long-term care, health care, and prescription drugs services to older people with chronic needs who live in Kenosha, Milwaukee, Racine or Waukesha County.

Waukesha Housing Authority

The Housing Authority is located in Waukesha and is a non-profit organization that provides housing to low-income residents. The organization operates an apartment and provides housing throughout the city of Waukesha, provides Section 8 rental assistance, and has other programs designed to help low-income families and disabled individuals.

3.4 Goals, Objectives, Policies

The Town has identified a number of goals, objectives, and policies that when implemented together will help achieve the Town of Brookfield's community vision for 2042. These goals, objectives, and policies will help guide accomplishments and priorities for future investment both for publicly maintained local systems and for property owners who will invest in and change the Town's landscape over time. These goals, objectives, and policies provide the Town with a means to measure the performance of implementation of this Comprehensive Plan, and as necessary, an opportunity to reassess, revise, and/or supplement the desires of the community.

Goals are general statements of desired outcomes of the community or what is to be achieved. Objectives are more specific and are a subset of goals, providing measurable strategies towards achieving a goal. Policies are operational actions that a community will undertake to meet the goals and objectives. The following goals, objectives, and policies are not ranked or presented in order of importance or need.

Housing Goal: Strengthen and support existing Town of Brookfield neighborhoods.

Objectives:

1. New developments shall be compatible with and/or enhance the character of existing adjacent residential neighborhoods.
2. Protect neighborhoods from incompatible land uses through effective land use and design controls.
3. Encourage and support the maintenance and rehabilitation of existing housing stock.
4. Improve transportation connections where warranted, including bicycle and pedestrian facilities.

Policies:

1. Enforce site design controls (i.e., buffering, landscaping standards) through the Town's development review process.
2. Ensure development review process considers long-range transportation infrastructure needs and implements incremental solutions as sites are built out.

Housing Goal: Promote the construction of condominium units in addition to rental units throughout the Town to meet the changing needs of Town residents.

Objectives:

1. Support new residential development that is compatible with existing land uses.

Policies:

1. Work with property owners and developers to identify locations for redevelopment opportunities for multi-family development in appropriate locations.

4 Transportation Element

4.1 Introduction

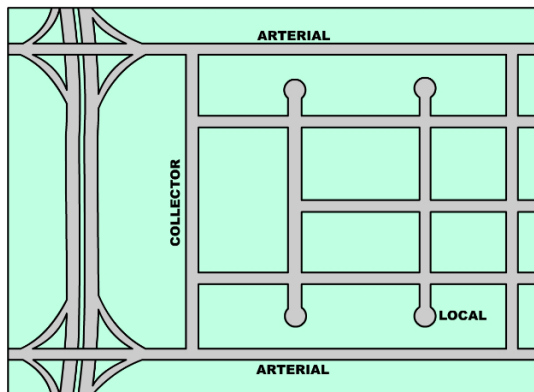
Transportation planning can be used as a tool to help guide and accommodate the growth a community envisions. Like the other elements in this Plan, transportation is interconnected, especially with land use. Transportation decisions, such as construction of new roadways or upgrading existing roads, can impact accessibility, land values, and land use development. The Town of Brookfield's transportation system is largely focused on vehicular travel; however, feedback from the survey and the public workshop indicated that residents desire an improved pedestrian and bicycle network.

4.2 Background Data/Existing Conditions

4.2.1 Roads

Roads can be generally classified into three categories – arterials, collectors, and local roads. Road classification is determined by the type of service it provides. Typically, arterials provide the least amount of access and highest level of mobility, while local streets provide the most access and lowest level of mobility. Collector roads provide a combination of access and mobility. A demonstration of the function of these roadways is shown in Figure 6.

Figure 6 – Roadway Functions



Major highway facilities serve the Town, including Interstate Highway 94, United States Highway 18, 59, and 190, and County Highways Y & JJ. Figure 7 illustrates I-94, US-18, and County Hwy Y classified as principal arterial routes, designed to provide interstate and interregional traffic mobility. Watertown Road, Swenson Drive, and Brookfield Road each serve as a minor arterial for moderate to large-sized places and other traffic generators providing intraregional and inter-area traffic movements. Major collectors, which provide service to smaller-to-moderate sized places by connecting to arterials include Davidson Road, Kossow Road, and Springdale Road.

Figure 7 – Town of Brookfield Area Road Functional Classification

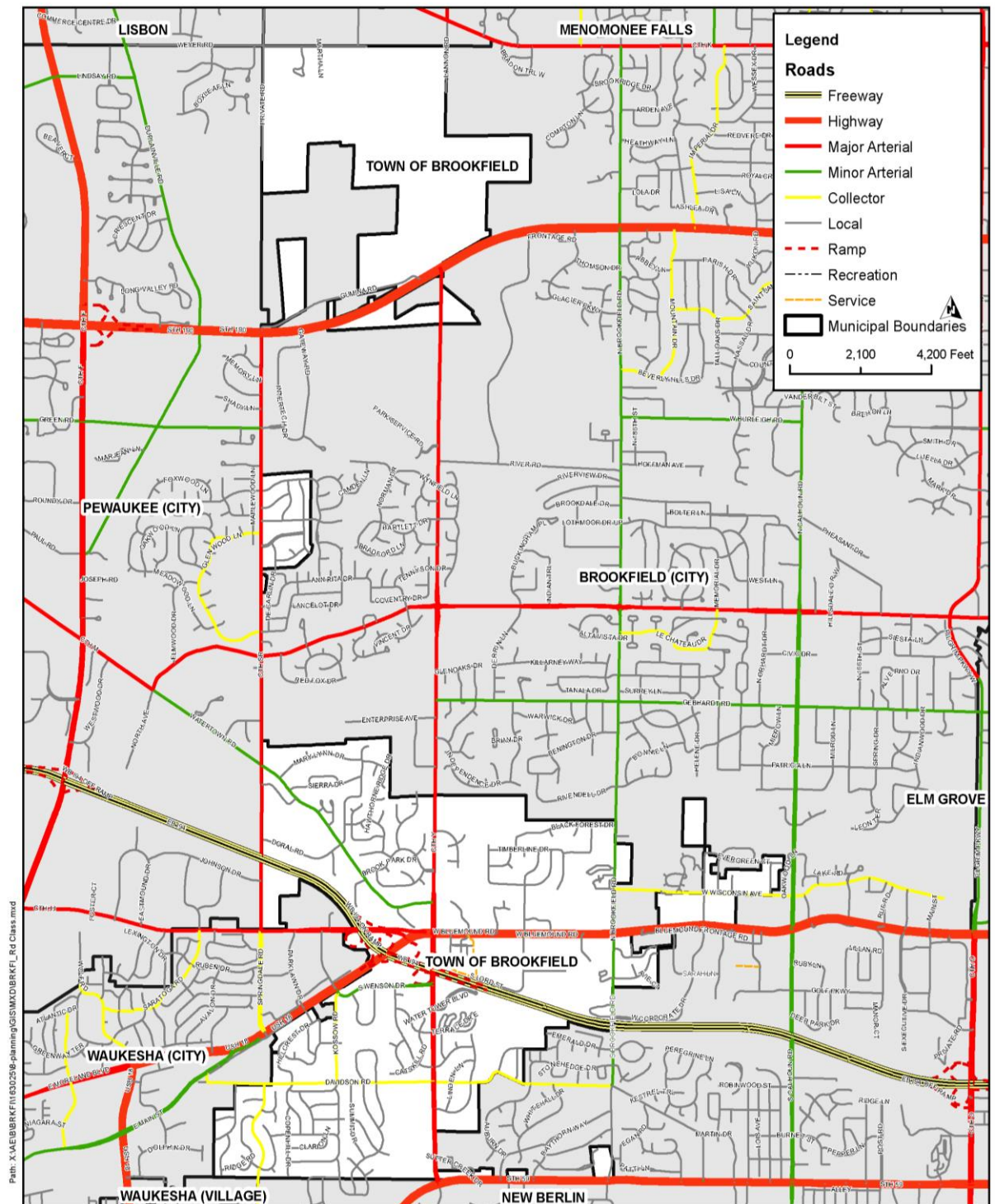
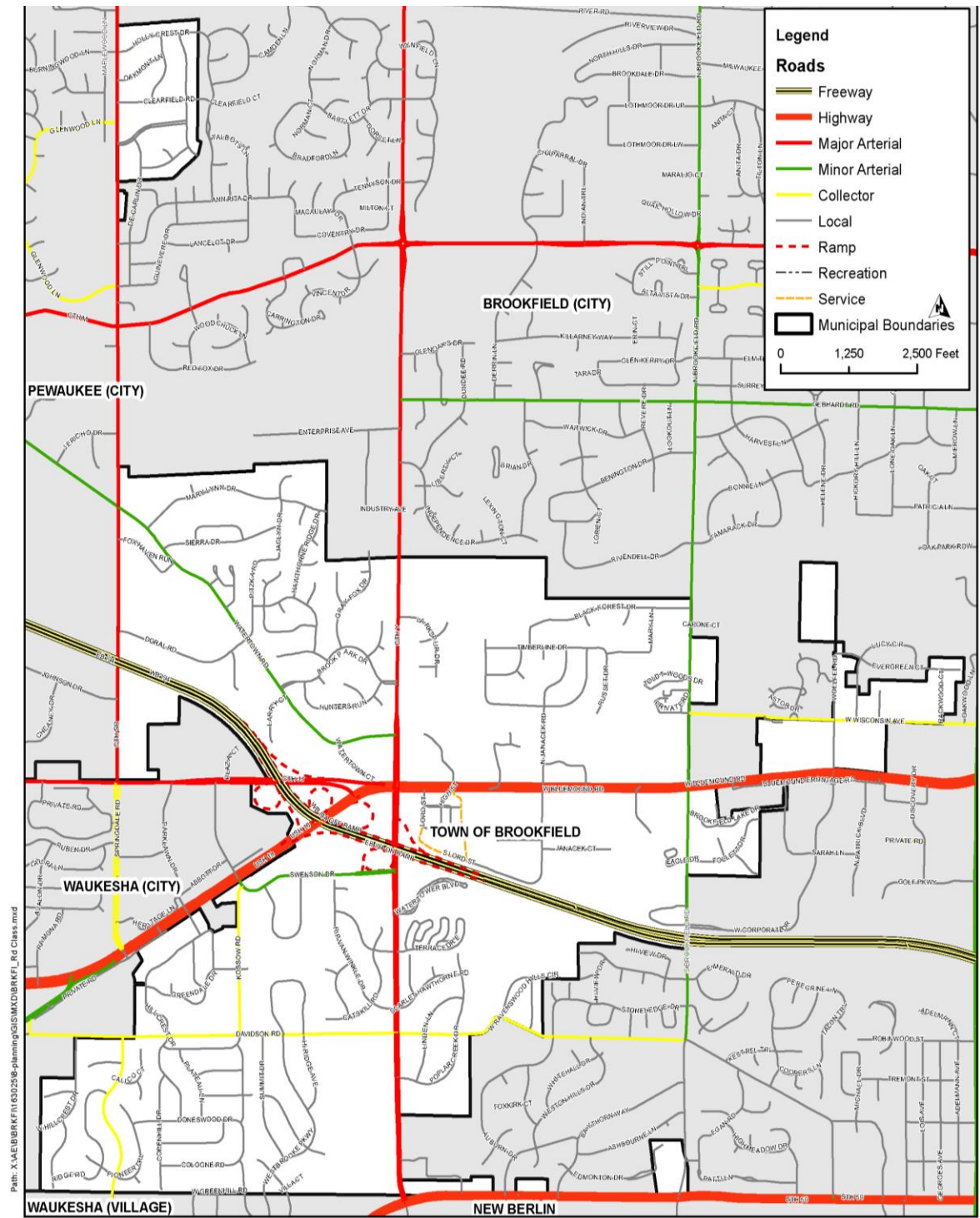


Figure 8 – Town of Brookfield Street Network (Town Core)



4.2.3 Traffic Counts

Annual average daily traffic (AADT) counts have been gathered from several locations throughout the Town. This value is based on short duration traffic count, usually 48 hours, taken at the location. The count is then adjusted for the variation in traffic volume throughout the year and the average number of axles per vehicle. The Town experiences high traffic volumes which is typically uncommon for a township. Interstate 94 is a major element in the Town's transportation system and is an origin or destination for many trips. Additionally, US Highway 18 serves as one of the busiest road corridors in the state and serves as a commercial hub in the region. These high levels of traffic volume have the potential to place an additional strain on road maintenance budgets. Table 30 shows the annual average daily traffic counts for locations throughout the Town.

Table 30 – Town of Brookfield Annual Average Daily Traffic (AADT) Counts

Location	2008	2012	2015	2018	2019	2020
Interstate 94 beneath Barker Rd Bridge		104,000	91,100		102,000	
USH 18 east of CTH Y	40,800		35,200	36,400	35,300	28,300
USH 18 west of CTH Y	37,700		35,400	37,700		
USH 18 and STH 164 east of Kossow Rd		36,100	36,200	37,200	37,800	
CTH Y between US 18 and I-94		21,100	20,800		24,800	
CTH Y north of US 18	22,600		13,400	21,600	23,100	
CTH Y between Bowling Green Rd and Scarlet Hawthorne Rd		14,900	14,100	16,100	16,800	
Springdale Rd north of North Ave		9,000	9,400	9,100		
Watertown Rd west of CTH Y		6,900	6,100	8,500		
Brookfield Rd between Wisconsin Ave and US 18		8,100	8,100	7,200		
Brookfield Rd south of USH 18		5,900	6,900	6,800		
Davidson Rd west of CTH Y	2,600					
Source: WisDOT Traffic Counts TCMAP						

4.2.4 Traffic Safety

The high traffic volumes mixed with high speeds on Interstate 94, US Highway 18 (Bluemound Road), and County Road Y (Barker Road) have also led to many vehicular crashes in the Town of Brookfield. From 2017-2021, there were a total of 1,673 crashes and 339 injury crashes, including 1 fatal crash in the Town of Brookfield, according to WisDOT. The majority of crashes occurred on Interstate 94 near the intersection of Barker Road and Bluemound Road. In fact, since July 2018, there have been almost 100 crashes at the intersection of US Highway 18 and County Road Y alone. Of those 100 crashes, there were 7 instances of suspected minor or serious injuries. Fortunately, there has been a decrease in the total number of crashes and crashes involving injury in 2020 and 2021. Improving traffic safety along Bluemound Road, Barker Road, and Interstate 94 should be a main priority that will involve cooperation with WisDOT and Waukesha County. Figures 9 and 10 show the location of each reported crash in the Town of Brookfield and near the Bluemound and Barker intersection.

Figure 9 – Total Crashes Near Bluemound and Barker Intersection (2017 – 2021)

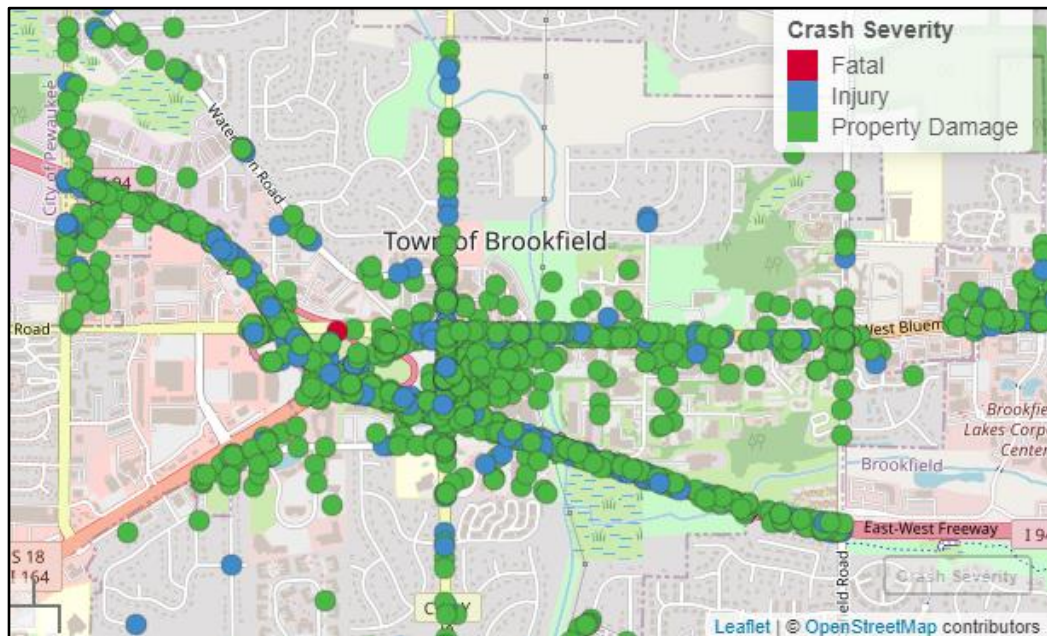
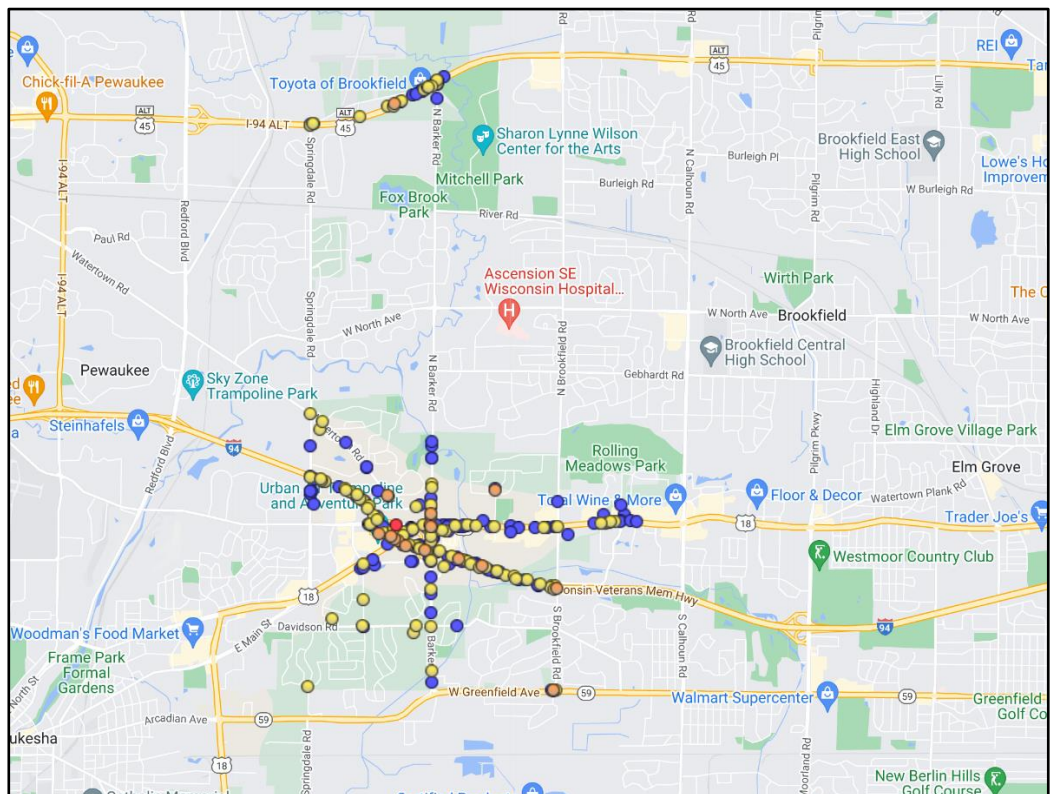


Figure 10 – Total Crashes in Town of Brookfield (2017 – 2021)



4.2.5 Transit

Transit options that exist in the Town include:

- Elmbrook Senior Taxi provides safe, reliable, and affordable transportation to seniors and adults with disabilities in the Waukesha County Area. The organization's mission is to encourage and enable independence and a productive quality of life for seniors and adults with disabilities in the area.
- Waukesha Metro Route 1 Waukesha/Brookfield runs from transit center in downtown Waukesha and extends to Brookfield Square. Town residents can access this bus along Bluemound Road and Swenson Road. Riders have the option to pre-purchase 31-day passes and ride cards, or fares can be paid with exact cash payments.
- American Transit Team provides rides for planned trips and medical appointments. American Transit Team is a professional Medicaid and Medicare approved transportation company. American Transit Team offers the following services: ambulatory transportation, paratransit transportation, corporate transportation, shipping and delivery services, and bus charters.
- Shared-ride services such as Uber and Lyft are available in the Town and users can generally find a ride to locations within the Milwaukee metro area.

4.2.6 Bridges

There are a total of 17 bridges in the Town that appear in the WisDOT bridge structures database. Three of these bridges are owned by the Town of Brookfield, two are owned by Waukesha County, and twelve are owned by WisDOT. All the state-owned bridges were constructed in 1965 or earlier.

State and local bridges are inspected at least once every two years. WisDOT is responsible for all inspections of bridges along the state highway system. Municipalities complete the inspections for bridges along the local roadway. Bridges are rated and categorized in terms of their functional and structural condition. A functionally obsolete bridge is typically older and no longer meets geometric standards, such as having narrow lanes or shoulders. However, this classification does not mean the bridge is unsafe. A structurally deficient bridge generally has an element that needs attention, such as potholes or rust. There are two bridges located in the Town that are considered to be functionally obsolete according to WisDOT. The Davidson Road bridge over Poplar Creek and the eastbound Bluemound Road bridge over Interstate 94 are both considered to be functionally obsolete. This designation identifies bridges that no longer meet the current design standards of bridges.

4.2.7 Pedestrian Facilities

The Town has sidewalks and trails provided in some commercial areas and a few residential pockets, but the overall pedestrian network is fragmented. The Town's commercial corridor along Highway 18 has sidewalks provided, but they rarely connect to the residential neighborhoods to the north or south. Many residential subdivisions are not designed to add future sidewalks, but residents still use the local roads to walk on and they are generally safe. Some walking and biking paths are provided throughout the Town and can be found on Figure 13 later in this chapter. When local, county and state roads are upgraded or reconstructed, they should be analyzed for existing and potential pedestrian traffic, and consideration should be given to creating a wider shoulder, lane or trail alongside the roadway.

Improving pedestrian facilities was frequently mentioned during public input sessions. In fact, 63 percent of survey respondents believed that promoting bike and pedestrian connectivity was very or extremely important and over 75 percent believed promoting parks and trails network was equally important. Public workshop attendees mentioned that pedestrian safety was a concern and a main reason they choose to drive rather than walk.

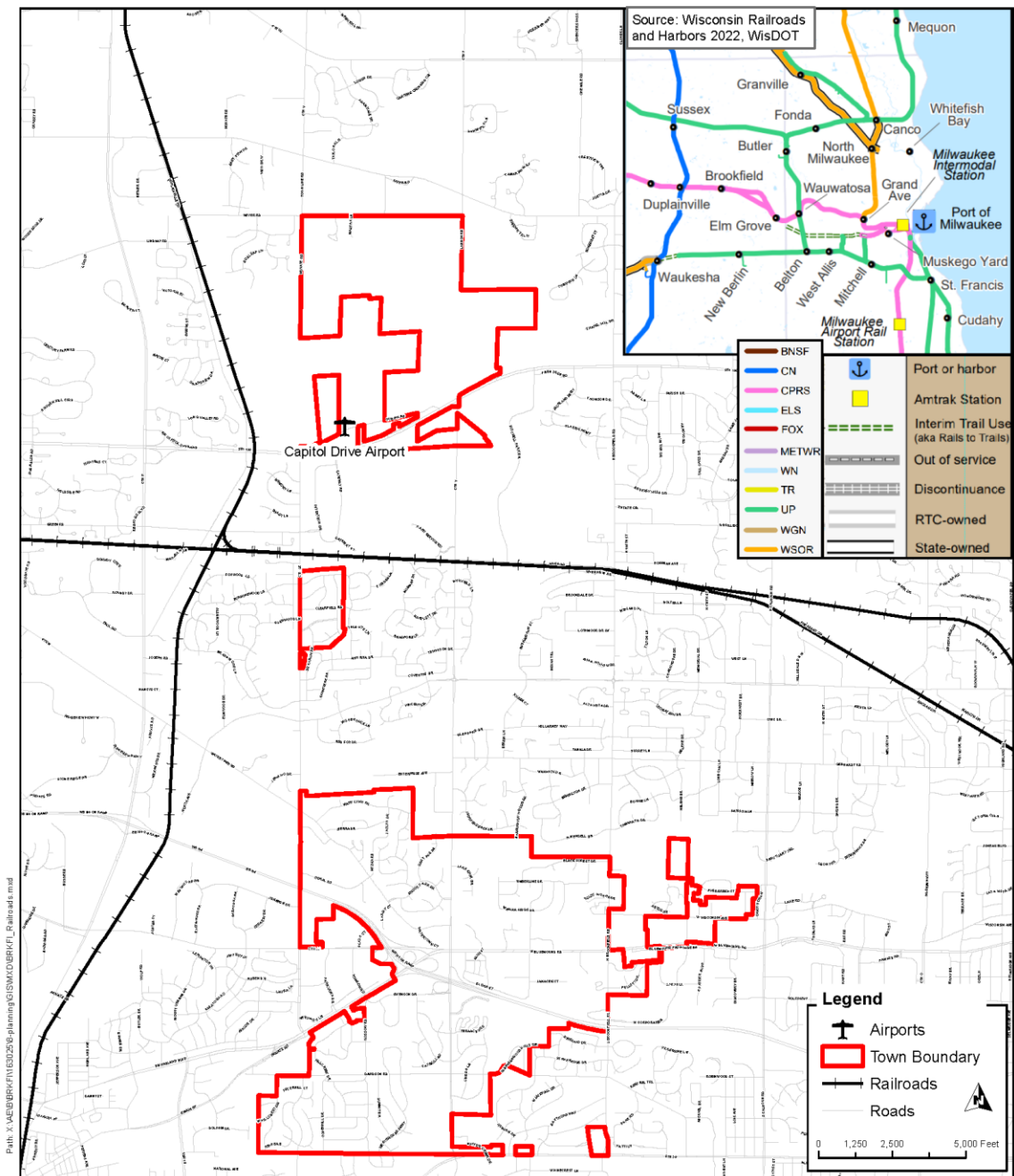
4.2.8 Railroads

Figure 11 shows railroads and harbors near Brookfield town limits. There are no rail lines located in town limits; however, there are several rail lines within a few miles of the Town's borders. Canadian Pacific runs east/west to the north of the Town of Brookfield for freight traffic traveling between Chicago, Illinois and La Crosse, Wisconsin. The Union Pacific line also runs east/west to the south of the Town of Brookfield for freight traffic traveling between Chicago, Illinois and Waukesha, Wisconsin. The Canadian National line runs north/south, to the west of the Town of Brookfield, and allows freight traffic traveling between cities such as Chicago, Green Bay, Oshkosh, and Stevens Point. Passenger rail service via Amtrak is available in Milwaukee, Wisconsin and via Metra in Kenosha, Wisconsin.

4.2.9 Air Transportation

Airports, aviation, and aviation-related industries play a significant role in the economic success of Wisconsin communities. Commercial air passenger service and light freight service is available at the General Mitchell International Airport located approximately 20 miles from the Town in Milwaukee (MKE) and a full-service airport at Waukesha County Airport located approximately 5 miles from the Town. The Capitol Drive Airport is partially located within the Town of Brookfield and is open to the public.

Figure 11 – Railroads and Harbors Near Town of Brookfield (2022)



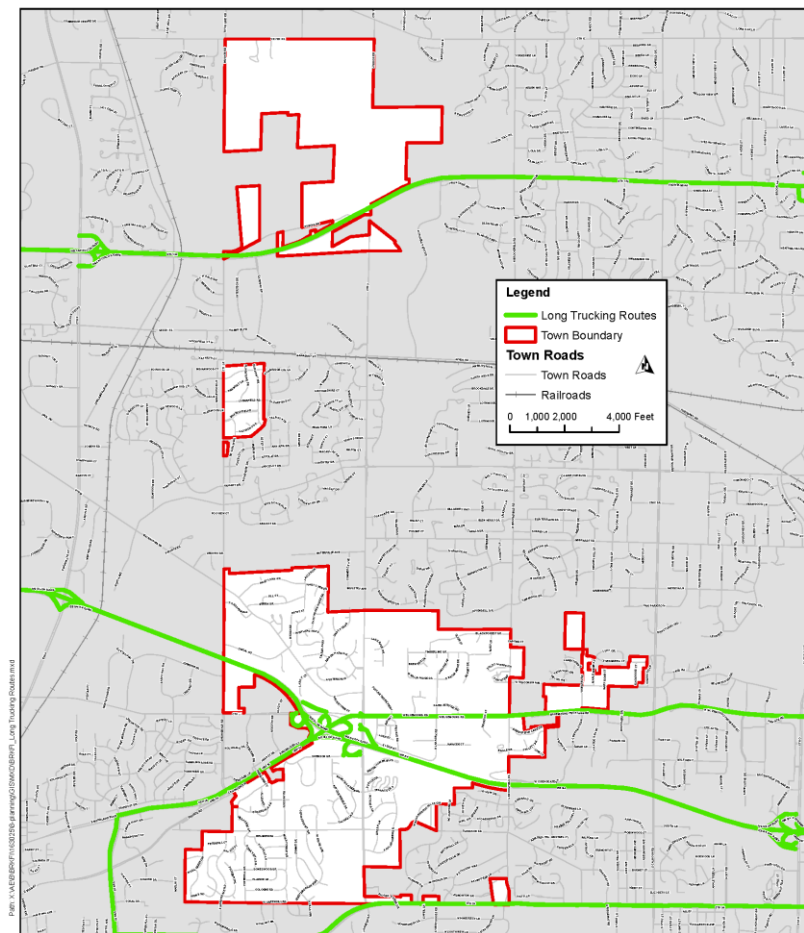
4.2.10 Trucking

According to the WisDOT Wisconsin Long Truck Operator's Map, updated in August 2017, I-94, STH-190, and portions of USH 18 are designated long truck routes. These are routes that are safe to operate vehicles and combinations of vehicles with overall lengths that cannot be limited. Figure 12 visually represents Town of Brookfield's long truck routes.

4.2.11 Water Transportation

The Town of Brookfield is not located on a commercial waterway. The nearest port is located in Milwaukee, Wisconsin, 17 miles east of the Town. Port Milwaukee serves as a regional transportation and distribution center with a primary market including the State of Wisconsin, northern and western Illinois (including the city of Chicago) and eastern Minnesota, including the Twin Cities. The Port maintains a robust network of transportation professions within the region, including vessel and barge owners, rail operators, truckers, freight forwarders, and other beneficial owners of cargo, working together to design high-quality, cost-effective transportation and distribution programs for both domestic and international supply chains.

Figure 12 – Town of Brookfield's Long Truck Operator's Map



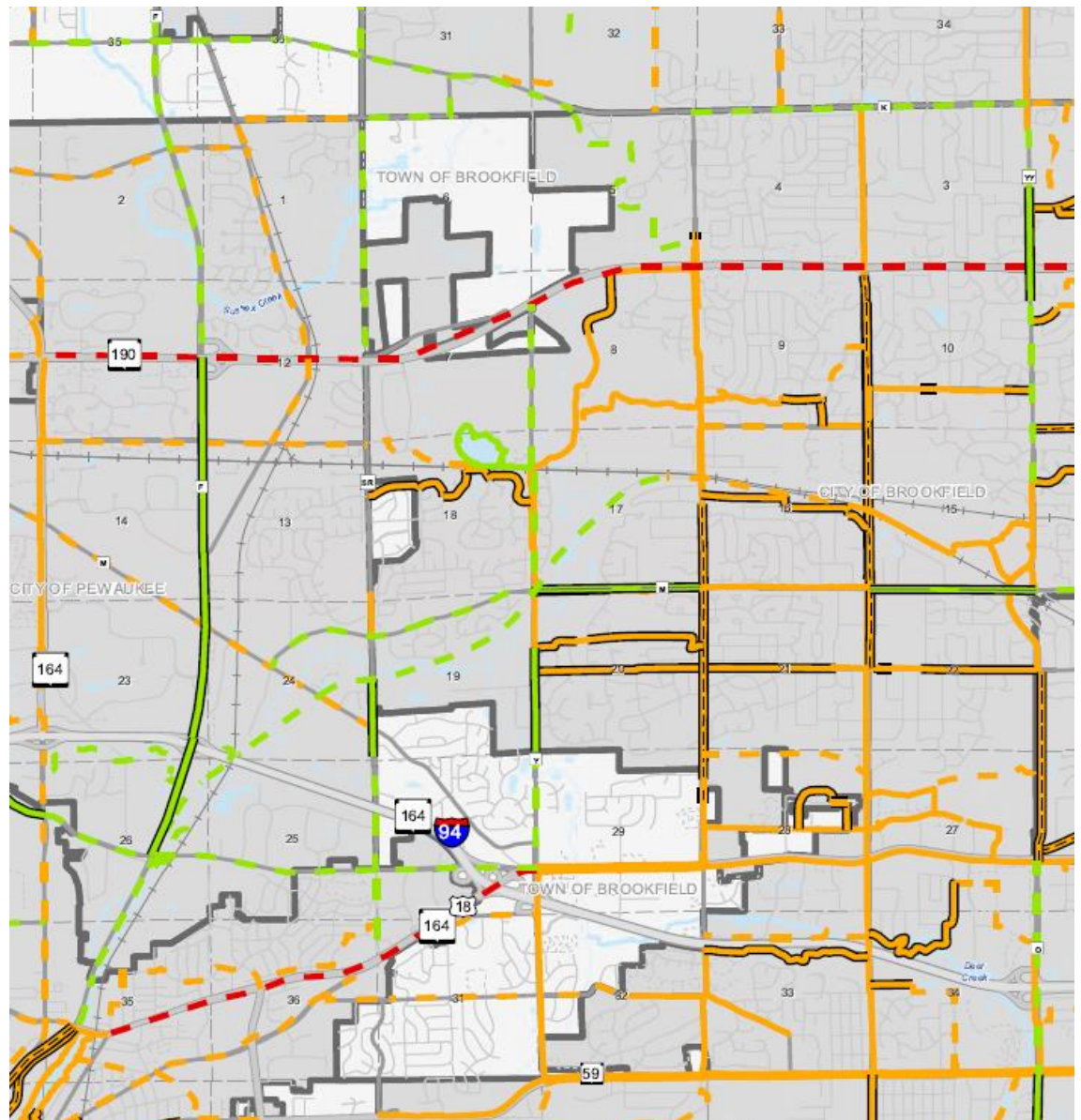
4.2.12 Bicycle Accommodations

Table 31 and Figure 13 shows the Town of Brookfield portion of the Waukesha County Bicycle Plan map of existing and proposed bicycle facilities in and near Town of Brookfield. There are existing off-road bicycle accommodations provided along portions of Bluemound Road, Brookfield Road, Barker Road (south of Bluemound), Greenfield Avenue, Wisconsin Avenue and on-road bicycle accommodations on Holly Crest Drive, Maple Ridge Rd, Evergreen Ct, and Rackwood Ct. The Waukesha County Bicycle Plan identified the following routes as potential bicycle accommodations:

Table 31 – Waukesha County Bicycle Plan – Proposed Bicycle Facilities

Location	Proposed Jurisdiction
Barker Rd (north of Bluemound Rd to town limits)	County
Bluemound Rd (west of Barker Rd)	County
Moreland Blvd (southwest of Barker Rd)	State
Swenson Dr (east of Moreland Blvd, west of Barker Rd)	Town
Davidson Rd (west town limit to east town limit)	Town
Springdale Rd (north of Bluemound Rd to existing bike lane)	County
South of Townline Rd and Weyer Rd	County
Weyer Rd (east of Townline Rd to Weyer Rd)	County
Capitol Dr (west town limit to east town limit)	State
Barker Rd (south of Capitol to town limit)	County
Source: Waukesha County Bicycle Plan	

Figure 13 – Waukesha County Bicycle Map – Town of Brookfield



EXISTING BICYCLE FACILITIES

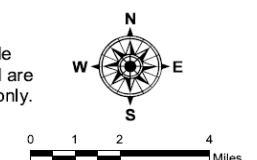
- Local Municipality Off-Road Bike Accommodations
- Local Municipality On-Road Bike Accommodations
- Municipal On-Road w/ Bike Lane Accommodations
- County Off-Road Bike Accommodations
- County On-Road Bike Accommodations
- County On-Road w/ Bike Lane Accommodations
- State Off-Road Bike Accommodations
- State On-Road Bike Accommodations
- State On-Road w/ Bike Lane Accommodations

Note: Color indicates authority of existing facility.

PROPOSED BICYCLE FACILITIES

- Local Municipality
- County
- State

Note: Proposed facilities do not include a specific type of accommodation and are identified for consideration purposes only.



Updated By Waukesha County Parks and Land Use 2018

Prior to the Waukesha County Bicycle Plan, the Town adopted the Town of Brookfield Bikeway Master Plan in 1997. This master plan outlined 3 goals for developing an orderly bikeway system:

- Connect residents to high use destinations in the Town of Brookfield
- Connect neighborhood to neighborhood
- Connect to existing and proposed surrounding bikeways.

The plan identified 12 potential bikeway segments and provided a development schedule for each bikeway segment. Five of the twelve recommendations have either been completed or partially completed. The following recommendations have not been implemented:

- Barker Road – North of Bluemound Road
- Davidson Road
- Springdale Road – Portions of Springdale Road
- Poplar Creek – Water Tower Road to Bluemound and Marx Park to Water Tower Road
- Watertown Road – Janacek Road Connector
- Water Tower Boulevard
- Watertown Road
- Neighborhood Route Signing
 - Brook Park Drive for access to Brook Park and through to the Fox River Bikeway
 - Springdale Road (residential street) for access to Hillcrest School and the New Berlin Regional Bikeway
 - Black Forest Drive, Timberline Drive, and Briar Ridge Drive for access to Brookfield Drive and Janacek Road.

The Town of Brookfield should consider updating the Town of Brookfield Bikeway Master Plan and determine if these proposed bikeways are still feasible and include any new proposed routes.

4.3 Relationship to State and Regional Transportation Plans

Several state, regional and county organizations and agencies have developed plans and programs for the management and systematic update of transportation facilities in the area. Based on a review of these plans and programs, no land use conflicts or policy differences were identified.

4.3.1 Connections 2030

WisDOT developed a long-range transportation plan for the state called Connections 2030. This plan addresses all forms of transportation such as highways, local roads, air, water, rail, bicycle, pedestrian and transit. The overall goal of the planning process is to identify a series of policies to aid transportation decision makers when evaluating programs and projects.

As part of the Connections 2030 planning process, WisDOT identified 37 system-level priority corridors, each with its own recommendations for how the plan can be implemented over its 20-year horizon. The Capitol corridor (Madison to Milwaukee) runs through the Town and several other corridors are located nearby.

Plans in these corridors generally include maintaining adequate airport and highway service, increasing intercity bus and rail connections, and improving bicycle and pedestrian accommodations.

4.3.2 Wisconsin State Airport System Plan 2030

The Wisconsin State Airport System Plan 2030 establishes a vision, develops and evaluates system goals for the Wisconsin Airport System, and provides a framework to meet current and future needs for the preservation and enhancement of the airport system. According to the plan, General Mitchell, Milwaukee County's Timmerman Airport, Waukesha County Airport, and Dane County Regional Airport are expected to see slight increases in total operations, based aircraft, and enplanements between 2010 and 2030. In the five-year Wisconsin Airport Program (2020-2025), General Mitchell International Airport was slated for \$11 million of improvements in 2020 and \$108 million in 2025.

4.3.3 Wisconsin Statewide Pedestrian Policy Plan 2020

WisDOT developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs.

The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

4.3.4 Wisconsin Bicycle Transportation Plan 2020

WisDOT encourages planning for bicyclists at the local level and is responsible for developing long-range, statewide bicycle plans. Guidelines for accommodating travel by bicycles when roadways are reconstructed, or new roads are built, are available and their use is encouraged.

The development of WisDOT's statewide long-range bicycle plan, Wisconsin Bicycle Transportation Plan 2020, involved many people, including an advisory committee. This bicycle planning document is intended to help communities and individuals in developing bicycle-friendly facilities throughout Wisconsin.

4.3.5 Wisconsin Rail Plan 2030

Wisconsin Rail Plan 2030 identifies rail issues statewide and is meant to serve as a guide for decision makers through 2030, with updates occurring every five-years. The Plan identifies the Local Transportation Alternatives Program (TAP) has a potential funding source for the conversion of abandoned railway corridors to non-motorized use. This program allows the state's transportation history to be preserved but also facilitates increases to tourism and economic opportunities for Wisconsin's communities.

There are no passenger rail stations in the Town of Brookfield, but there is a station in Downtown Milwaukee and General Mitchell International Airport. The Amtrak Hiawatha Route is the only passenger rail service travels between Chicago and Milwaukee. The Empire Builder travels between Chicago, Illinois, and Seattle, Washington, but does not stop in Waukesha County. This is Amtrak's most popular long-distance train. It provides one daily round-trip between Chicago, Milwaukee, Minneapolis/St. Paul, and Seattle/Portland. Since 2002, the Empire Builder has experienced growing ridership. In 2010, Empire Builder ridership to and from Wisconsin stations

was more than 95,000. This represents a 16 percent increase during the five-year period from 2005 to 2010.

Specific projects noted in the 2030 plan include infrastructure improvements, adding additional round trips on the Empire Builder corridor between Chicago and Minneapolis/St. Paul and improvements to accommodate six to eight daily intercity passenger trains between Minneapolis/St. Paul and Milwaukee using the existing Empire Builder Amtrak route.

The State of Wisconsin is currently in the process of replacing the Wisconsin Rail Plan 2030 with the Wisconsin Plan 2050. This planning process was originally scheduled to be completed in early 2022 but has not been completed as of January 1, 2023. The Wisconsin Rail Plan 2050 will focus on freight rail, rail crossing safety, and passenger rail, through the year 2050.

4.3.6 Wisconsin DOT: Six Year Highway Improvement Program

The Wisconsin DOT: Six Year Highway Improvement Program plan identifies all construction projects scheduled for Wisconsin roads for the next six years. The projects change frequently and updates are made monthly. The 2021 – 2026 program listing indicates:

- Construction and bridge replacement along I-94 scheduled for 2022.
- Various bridge replacements throughout Waukesha County in 2023.
- Resurfacing of Bluemound Road (US 18) and I-94 planned for 2025-2026.

Source: <https://wisconsindot.gov/Pages/projects/6yr-hwy-impr/proj-info/default.aspx#se>

4.4 Assessment of Future Needs

As we look at future needs, reinvestment is needed to maintain and improve existing transportation systems. Future infrastructure needs identified by the Town include:

- Developing and implementing a new roads program to assess and prioritize investment in maintaining local roads. This can be addressed as a component in the Capital Improvement Planning process.
- Consider potential options for a pedestrian bridge or underpass across Bluemound Road to connect residents and visitors to the Corners and the Poplar Creek Town Center.
- Expanding pedestrian and bicycle segments and networks. Update the bikeway master plan, including a pedestrian element, and implement the recommendations suggested in the plan.

Key Trends in Transportation Planning

Recent trends suggest a growing shift in the way people and goods move around cities and regions, with an evolution away from single occupancy vehicular travel toward a more multimodal future, where biking, walking, and public transportation systems play a greater role. These trends are linked to shifts in consumer preferences, as well as advances in technology, both of which are described below.

Biking, Walking, and Public Transportation

Increased accommodations have been made for bikes and pedestrians in recent years. Good design and a commitment from the municipalities are essential ingredients to creating a robust network. Studies show that the younger generations are content not owning a personal vehicle

and prefer to live in a location where they are able to walk, bike, and utilize public transportation for many of their daily needs. Increased use in multimodal transportation provides many community-wide benefits. Walking and biking play a large role in improving overall public health. Increased use among alternative modes of transportation decreases use of vehicular infrastructure, improving its lifespan and reducing potential need for expanded facilities in the future.

During the public engagement sessions, improving pedestrian and bicycle network connectivity and safety was a common topic. Residents mentioned that they enjoy walking or bicycling to destinations such as the Corners and to restaurants but find it challenging to find a suitable connection or do not feel safe crossing Bluemound Road. Residents also mentioned that they felt uncomfortable with allowing their children to walk or bike due to the lack of trails and sidewalks and narrow roads. One of the main issues the Town faces is the street design and layout of its residential neighborhoods. The majority of the residential subdivisions were designed without sidewalks or with easy access to commercial areas. Also, most of the commercial developments are located along Bluemound Road which has been designed to accommodate large volumes of motor vehicular traffic at higher speeds and has limited pedestrian accommodations provided. To improve biking and walking opportunities for residents and visitors, the Town must provide better connectivity to Bluemound Road and must consider options for improving pedestrian and bicycle safety along Bluemound.

New developments or redevelopment projects should consider the Congress for the New Urbanism Sustainable Street Network principles when designing new street networks to create a safe, sustainable transportation system for all users. The principles reflect the belief that the street network provides the setting for commerce and social interaction, and that construction, operation, and maintenance of the street network is primarily to serve people and society. Those principles include:

1. **Create a street network that supports communities and places.** Street networks are not just about transportation and infrastructure, but also about the movement of people, goods, ideas, and wealth.
2. **Create a street network that attracts and sustains economic activity.** They support a robust mix of culture and commerce. Sustainable street networks are magnets for business, light industry, jobs, and economic opportunities.
3. **Maximize transportation choice.** All people should be able to travel within their community in a safe, dignified, and efficient manner.
4. **Integrate the street network with natural systems at all scales.** A sustainable street network respects, protects and enhances the natural features and ecological systems of its urban environment.
5. **Respect the existing natural and built environment.** The scale and orientation of streets in the network celebrate the unique local and regional characteristics of the natural and built environment.
6. **Emphasize walking as the fundamental unit of the street network.** Our most valued urban places are principally designed for the use and enjoyment of people on foot.

- 7. Create harmony with other transportation networks.** The street network is a foundation for the design and evolution of other transportation systems, including highways, rail, freight, and air travel.

New redevelopment projects such as the Corners and the Poplar Creek Town Center are great examples of creating a street network designed for all users. It should be noted that these examples are private streets and the Town should consider reviewing their codes to ensure that public roads can be designed in similar fashion.

Autonomous Vehicles

Going forward regionally within the planning horizon, we are going to continue to see development and increased use of electric vehicles. Nationally, we are seeing a trend to increase the availability of charging stations. This is likely something the Town can accommodate if the need arises with relatively minimal efforts. We are also seeing private businesses and industries supplying these as a means to increase foot traffic.

Autonomous vehicles are a “futuristic” approach to driving that is actually already being implemented in specific locations throughout the United States. Estimates vary greatly as to when this technology will be widespread and available, ranging from five to 20 years. Companies like Google, Tesla, and Uber are actively creating their versions of autonomous vehicles. Some of the pros and cons to this technology include:

- Pros: fewer serious accidents, better traffic flow
- Cons: increase in vehicles, privacy, and convenience; people may commute longer distances

While widespread use is not anticipated within the planning horizon, it is important to consider the future impacts of this technology and to stay tuned-in to the infrastructure needs that these transportation improvements will require. The Milwaukee metropolitan area will likely be one of the first regions in Wisconsin to adopt this technology and the Town should be prepared to accommodate these autonomous vehicles.

Bus Priority Signalization and Bus Rapid Transit

This technology, which is being utilized in urbanized areas, allows buses priority movement through signalized intersections. As the bus approaches the intersection, the signals change to green. The queue jump provides a green signal to the bus 2-4 seconds before the cars.

Bus rapid transit (BRT) is a bus-based public transport system designed to have increased capacity and reliability than a conventional bus system. Typically, a BRT includes dedicated bus lanes, gives priority to buses at intersections, and decreased waiting times for on-boarding and payment. The Milwaukee County Transit System (MCTS) is currently in the process of adding a BRT route that connects the west side of Milwaukee at the Milwaukee Regional Medical Center to downtown Milwaukee.

Transportation Demand Management (TDM) and Shared Ride Services

Many companies are now offering flexible work hours to their employees. This not only helps the employee with their work/life balance but also greatly reduces the traffic volume during peak hour drive times. Companies are also providing incentives for utilizing transportation modes other than the single occupant vehicle. Some of these incentives include: free or reduced bus passes,

preferred indoor bike parking, bike fix-it stations, carpooling parking, etc. Numerous options are now available for vehicles-on-demand or shared ride services.

Few planning elements will impact how connected a community is more than transportation. Having a designed, accessible, and maintained transportation network – both motorized and non-motorized – is an important component to maintain economic vibrancy, attractive neighborhoods, and creating steady market-demand throughout the community. Particularly in higher density areas or reasonably confined geographic areas, having non-motorized options, including pedestrian/on-street trails, sidewalks and/or bicycle options available will help to increase the social cohesion and integration, and will lead to a more engaging quality of life as neighbors interact with one another more.

4.5 Potential Funding Sources for Transportation

Several loan and grant funding programs may be available to help the Town of Brookfield fund municipal infrastructure projects including the following:

Federal or State Programs

- Congestion Mitigation and Air Quality Improvement Program (CMAQ) – Program to enhance public transit, bicycle/pedestrian facilities, ridesharing programs and facilities, and technologies that improve traffic flow and vehicle emissions.
- County Highway Improvement Program (CHIP) & Discretionary Improvement Program (CHIP-D) – Funding program for county highway projects.
- Highway Safety Improvement Program (HSIP) – Program to fund low-cost safety improvements that can be implemented quickly.
- Local Bridge Improvement Assistance Program – Program to assist with funding bridges not on state trunk highways or connecting highways with sufficiency ratings of 80 or less.
- Local Roads Improvement Program (LRIP) – Program for deteriorating highways, town roads, and city/town streets.
- Municipal Street Improvement Program (MSIP) and Municipal Street Discretionary Improvement Program (MSIP-D) – Funding program for road improvements for cities and towns.
- Surface Transportation Program – Rural (STPR) – Funding program for road functionally classified as principal arterial, minor arterial, or major collector, and highways outside of urban areas (usually for county highways).
- Transportation Alternatives Program (TAP) – Program to develop non-motorized improvements.
- Transportation Economic Assistance (TEA) – Funding assistance for road and storm sewer related to business creation and expansion.
- Recreational Trails Aids Program (RTP) – Funding program for:
 - Maintenance and restoration of existing trails;
 - Development and rehabilitation of trailside and trailhead facilities and trail linkages;
 - Construction of new trails (with certain restrictions on federal lands); and
 - Acquisition of easements and fee simple title to property for recreational trails or recreational trail corridors (must comply with the provisions of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended).

- Safe Streets and Roads for All (SS4A) – Grant funding with the primary goal of preventing roadway deaths and serious injuries on roadways. The following activities are eligible for the SS4A program:
 - Develop or update a comprehensive safety action plan.
 - Conduct planning, design, and development activities in support of an Action Plan.
 - Carry out projects and strategies identified in an Action Plan.
- Below are examples of activities that could be conducted as part of an implementation grant:
 - Applying low-cost roadway safety treatments such as left- and right-turn lanes at intersections, centerline and shoulder rumble strips, road diets, and better signage along high-crash urban corridors.
 - Identifying and correcting common risks such as improving pedestrian crosswalks with high-visibility pavement markings, lighting, and signage at transit stops.
 - Transforming a roadway corridor into a complete street with safety improvements to control speed, separate users, and improve visibility.
 - Installing pedestrian safety enhancements and closing network gaps.
 - Various other examples listed here: <https://www.transportation.gov/grants/SS4A>
 - Safe Streets and Roads for All (SS4A) – Grant funding with the primary goal of preventing roadway deaths and serious injuries on roadways. The following activities are eligible for the SS4A program:
- Reconnecting Communities – Grant funding program to help reconnect communities cut off from opportunities by transportation infrastructure, such as highways and rail lines, through solutions like high-quality public transportation, infrastructure removal, and community and main street revitalization. The program provides funding for public engagement, planning activities, capital construction projects, and technical assistance to reconnect communities.

Local Funding

- Capital Improvement Plan – Grant funding is an option only when grants are available. These funds are not guaranteed and often require a match (80-20 or 50-50) so it's important that the Town prioritize transportation projects in the Capital Improvement Plan each year. This helps to ensure a more sustainable funding method.

4.6 Goals, Objectives, and Policies

Transportation goals, objectives, and policies reflect a vision of what the Town of Brookfield's transportation system should provide. They will also help guide priorities for future investment either as a publicly-maintained local system or in partnership with regional or state transportation agencies.

These transportation goals, objectives and policies provide the Town with a means to measure the performance of the transportation system over time, and as necessary, an opportunity to reassess, revise and/or supplement the desires of the community.

Goals are general statements of desired outcomes of the community or what is to be achieved. Objectives are more specific and are a subset of goals, providing measurable strategies towards

achieving a goal. Policies are operational actions that a community will undertake to meet the goals and objectives. The following goals, objectives, and policies are not ranked or presented in order of importance or need.

Transportation Goal: Provide a complete, multi-modal transportation system that provides a range of transportation alternatives and options.

Objectives:

1. Work cooperatively with neighboring communities (i.e., City of Brookfield, City of Waukesha, City of Pewaukee etc.) on shared roadway and infrastructure maintenance.
2. Work with the WisDOT to ensure future transportation decisions include consideration of land use impacts and work to improve safety on Bluemound Road.
3. Review new development and encourage compliance with WisDOT guidelines for future roadway network and access road objectives during development review process.
4. Incorporate additional recreational considerations within the transportation network where appropriate.
5. Fill in missing gaps in the non-motorized transportation network.
6. Encourage pedestrian connections from residential neighborhoods to Bluemound Road.

Policies:

1. Ensure that development incorporates bicycle and pedestrian transportation alternatives where appropriate.
2. Update the Bikeway Plan and incorporate suggestions for pedestrian accommodations.
3. Work with Waukesha County to identify potential road improvements on Barker Road from Bluemound Road to Capitol Drive.
4. Discuss a potential alternative for new Interstate 94 off-ramp with WisDOT.

Transportation Goal: Ensure transportation networks are safe and accessible.

Objectives:

1. Coordinate with regional and state agencies to facilitate efficient and cooperative planning, design, operation and maintenance of transportation facilities and programs.

Policies:

1. Ensure safety features are incorporated into the design of all transportation facilities.
2. Encourage interconnected streets and patterns of development to create more convenient multi-modal travel options for residents that will also foster a sense of neighborhood.

Transportation Goal: Maintain the Town's infrastructure in a cost-effective manner to adequately serve as access and a platform for the creation of community wealth and wellness.

Objectives:

1. Annually update a capital improvement plan (CIP) for the Town.

2. Establish sustainable funding program for infrastructure maintenance and reconstruction.
3. Right-size street pavement widths to meet the needs of the users without providing unnecessary construction and maintenance costs.
4. Use maintenance projects to improve safety and traffic flow for all users for maximum cost-effectiveness.

Policies:

1. Identify short- and long-range transportation projects for the annual Town capital improvement plan.
2. Align funding programs to the Town capital improvement plan and update annually.

Transportation Goal: Improve and enhance the Town's pedestrian and bicycling network as a safe and convenient method of community connectivity and recreation.

Objectives:

1. Guide future expansion and infill development to minimize auto-dependance.
2. Develop pedestrian and bicycle transportation system to remove gaps and barriers to use and mobility.
3. Expand non-motorized connections to neighboring communities.
4. Use the transportation system to promote a healthy and active lifestyle amongst all ages and abilities in the community.

Policies:

1. Promote mixed-use redevelopment projects and reduce segregation of land uses as appropriate to reduce trip lengths and promote non-motorized trips.
2. Provide grade-separation of non-motorized traffic from motorized traffic where space is available, and the route is efficient for the non-motorized traffic.
3. Install wayfinding features to promote use of the major non-motorized thoroughfares.
4. Proactively repair aging sidewalks, trails, and painted bike/pedestrian lanes. Identify these projects during the capital improvement plan (CIP) process.

5 Utilities and Community Facilities Element

5.1 Introduction

Wisconsin comprehensive plans are required to describe current utilities and public facilities and provide guidance concerning the future need for new services or the rehabilitation of existing ones. Residents and businesses in the Town of Brookfield are served by a diverse set of utilities and services, both privately and publicly owned. The Town's quality of life is enhanced by reliable utilities and services. These help to make the Town of Brookfield a good place for residents and businesses alike. The Town will continue to maintain a high standard of service for those utilities, services, and facilities under its direct management, and will work with other providers to ensure that they are supported in continuing to deliver quality service to their customers.

5.2 Existing Conditions

Utilities

Water Supply and Distribution

The Town of Brookfield's water system consists of two water towers, two ground storage reservoirs, and three pump stations. Each pump station contains a pressurized sand, gravel, and anthracite iron filter. The water comes from a shallow dolomite aquifer and there are six wells which all flow through filters to remove the iron that is predominant in the shallow aquifer. Due to the water quality, the Town is required to add a small amount of chlorine for disinfection and afterwards, the water is ready for the distribution system. On an average day, the Sanitary District provides the Town of Brookfield with 750,000 gallons of water. This number has gradually decreased over the years due to the increased use of low flow fixtures. Additionally, there are 2,065 water meters and 570 fire hydrants located in the Town.

Wastewater Collection and Treatment Facilities

Sanitary District No.4, the water and sewer utility in the Town of Brookfield, was created in 1988. As of January 1, 2015, the customer base for this district was over 2,300. The majority of the town properties are served by sanitary sewer. The northernmost properties, north of Highway 190, are not served by any Town utilities. The Fox River Water Pollution Control Center (FRWPCC), operated by the City of Brookfield, treats the sewage flows from the Town of Brookfield Sanitary District #4.

The Sanitary District No.4 has one bookkeeper with an office located in Town Hall and field operations are manned at the Barker Road water tower by the Superintendent and two operators. The department provides information on the Town's website to inform customers about water and sanitary sewer rates, regulations, and educational materials.

Sanitary Sewer Service Area

The majority of the Town of Brookfield is located within the Brookfield-Elm Grove Sanitary Sewer Service Area. Sanitary sewer service area plans identify the outer boundary of the area within which sanitary sewers service may be extended. These service area plans take into consideration avoiding environmental sensitive lands, maintaining and improving regional water quality, and providing municipal sanitary sewerage service in an efficient and effective manner. The original sewer service area map was adopted in November 1991 and there have been 3 minor amendments to the sewer service area since adoption.

In 2008, the Regional Water Quality Management Plan for the Brookfield-Elm Grove Sanitary Sewer Service Area was amended. The plan was amended by the Southeastern Wisconsin Regional Planning Commission and the main purpose of the amendment was to transfer certain lands that were in the City of Waukesha sewer service area to the Brookfield-Elm Grove sewer service area.

Figure 14 – Town of Brookfield – Sanitary District #4 Water Service Area

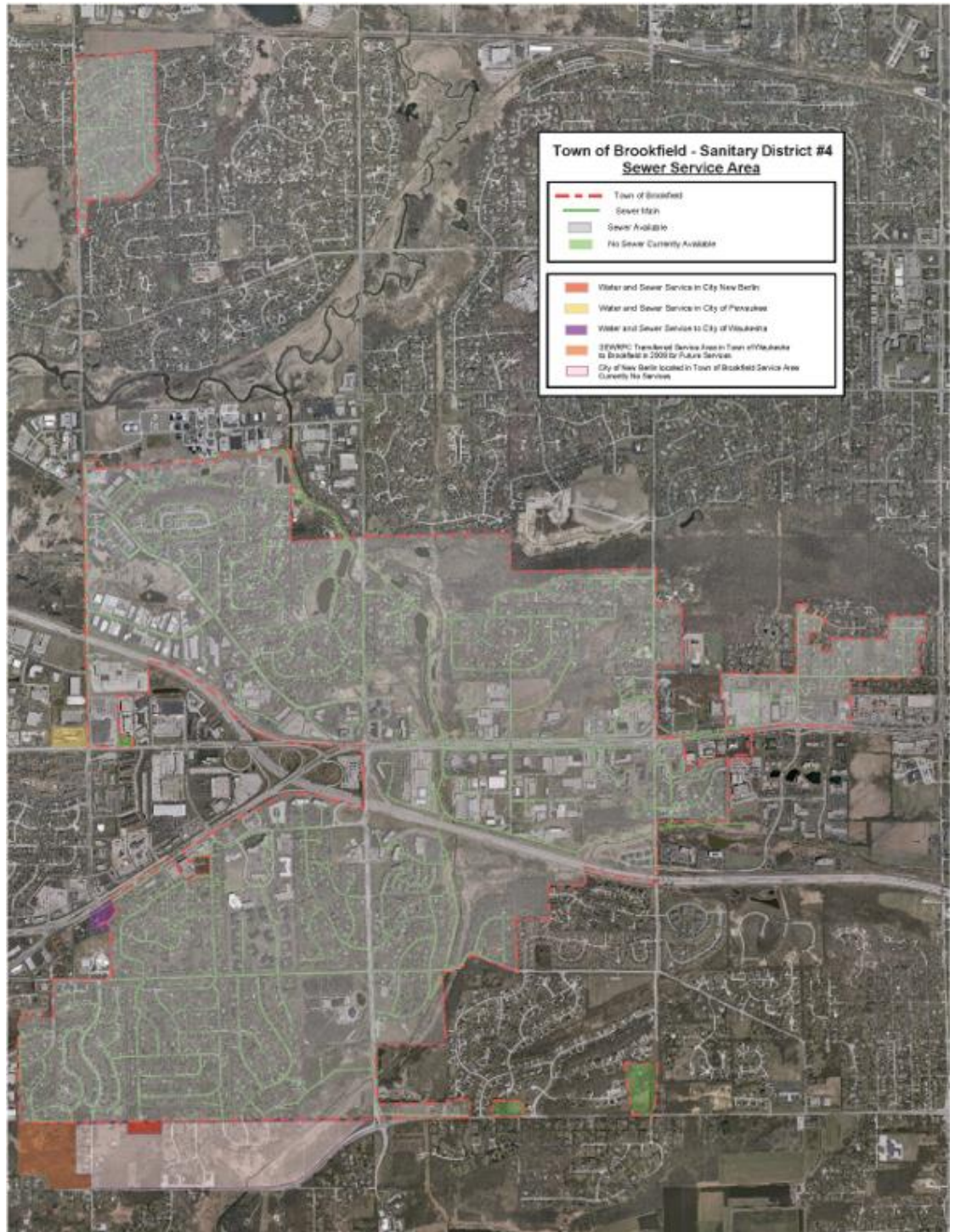
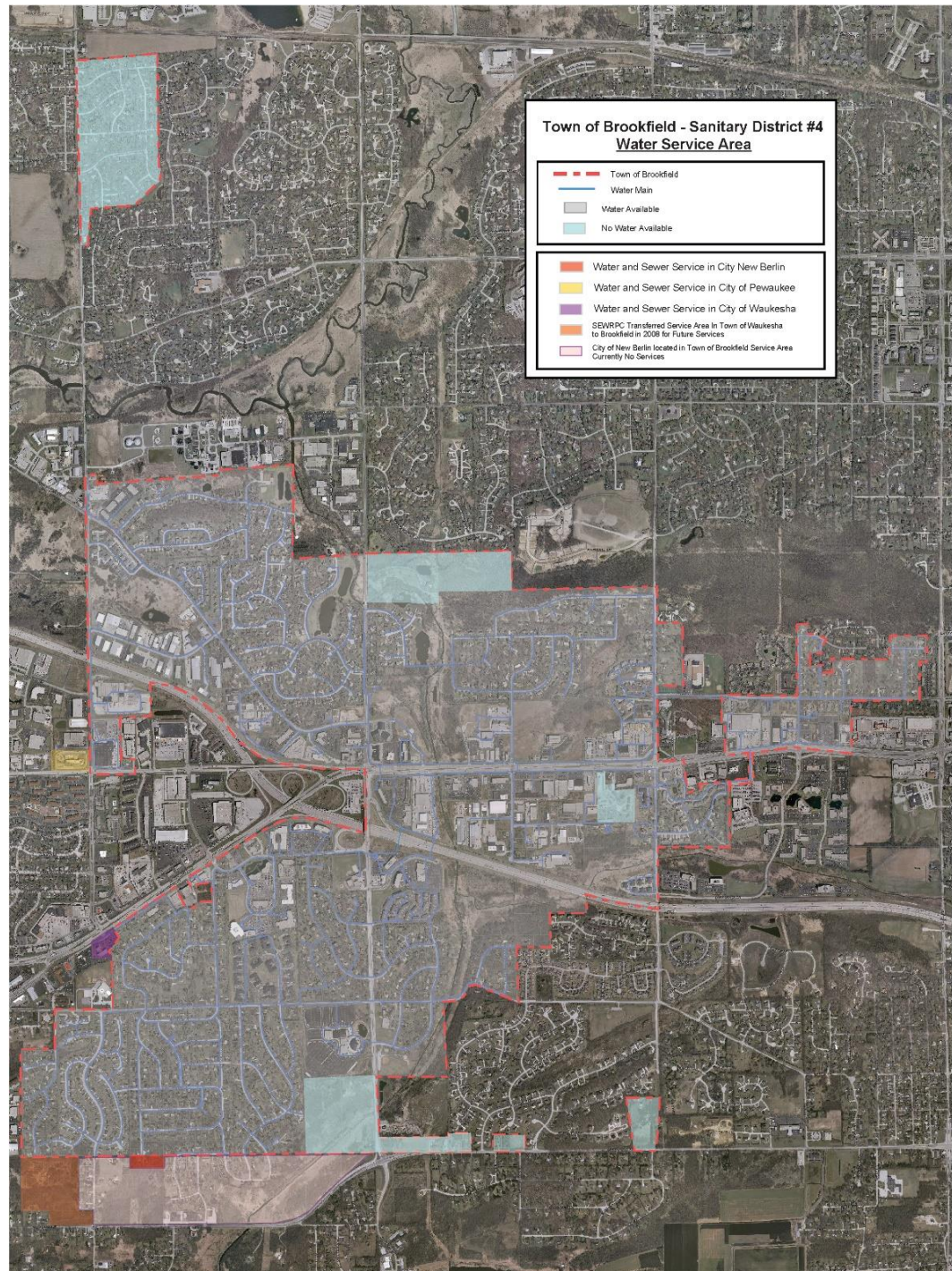


Figure 15 – Town of Brookfield – Sanitary District #4 Sewer Service Area



Stormwater Management

Stormwater drainage in the Town of Brookfield occurs through roadside ditches and natural watercourses as well as formal stormwater management facilities including curb and gutter storm sewer systems with catch basins, inlets, and detention, retention, and infiltration basins. In addition to these systems, new development is encouraged, and sometimes required, to capture stormwater on-site and then slowly release it downstream.

Electrical Power and Natural Gas Utilities

We Energies provides electricity and natural gas service to customers in the Town. Electricity is provided by We Energies by way of several substations located throughout Waukesha County.

Telecommunications

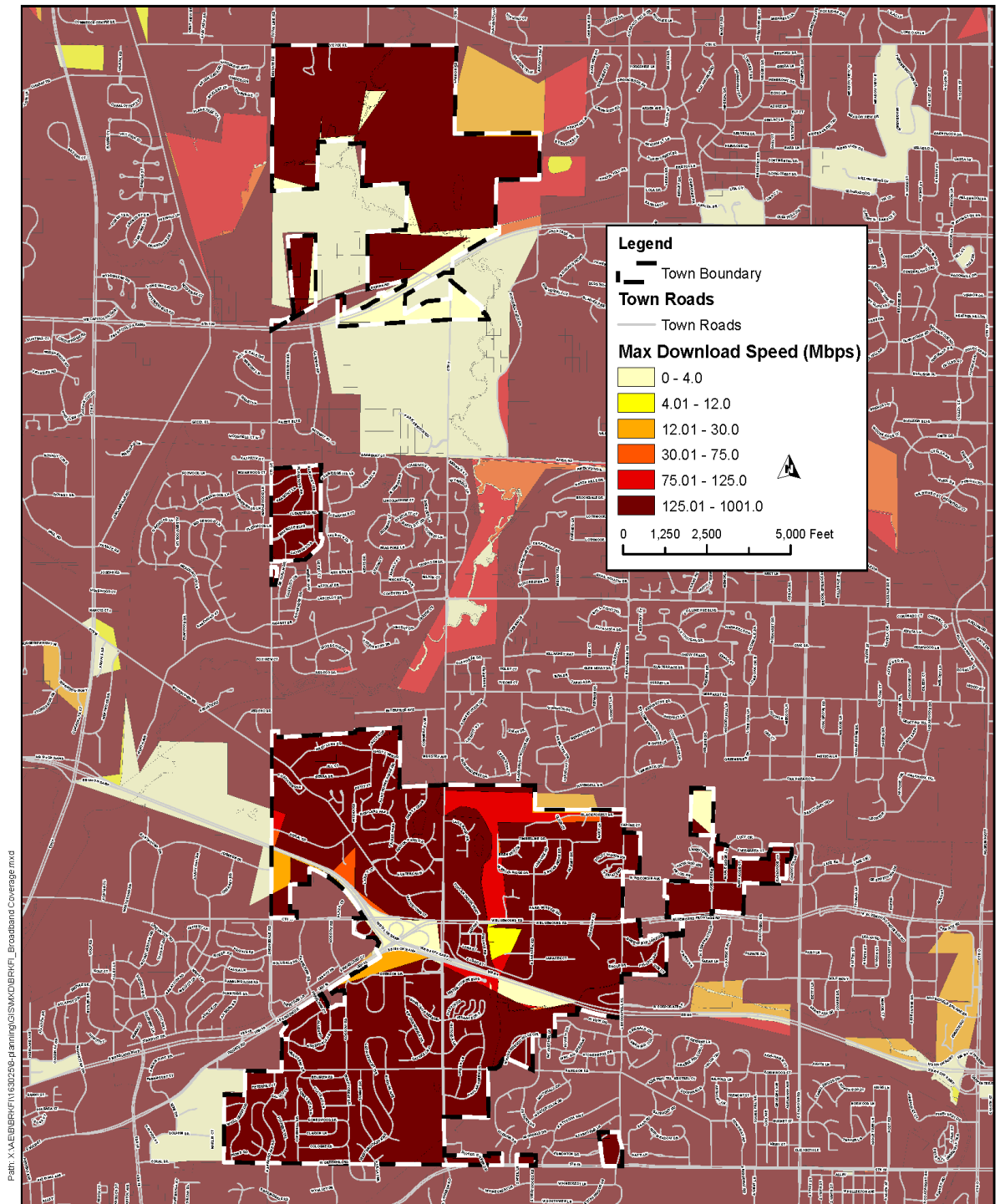
Private companies provide numerous options for conventional, cellular, and VoIP telephone services within the Town of Brookfield. Internet services are provided to most customers by companies offering DSL, cable, or Wi-Fi services. The Town does not currently own or operate any communication facilities. However, the Sanitary District No. 4 leases space on their water towers to communication companies for the purposes of mounting antennas. Figure 16, a map from the Wisconsin Public Service Commission (PSC), identifies where broadband services are available in the Town along with the level of speed available. Generally, the Town of Brookfield has excellent internet coverage.

Major advances in the telecommunications industry has led to the expansion of 5G technology throughout the nation. The transition from 4G to 5G will require new and updated infrastructure and coordination between municipalities and service providers. The benefits that 5G can provide to municipalities if 5G is rolled out in a coordinated manner include:

- Arrival of smart city infrastructure, such as heated sidewalks and bike lanes, solar powered streetlamps monitored by 5G wireless networks for outages, and 5G security cameras.
- Opportunities for long-term economic development, attracting more innovative communications and businesses.
- Elimination of aboveground cable and TV service wiring by underground fiber networks.

Cell phones were born in the 1980's with what amounted to 1G (first generation) capabilities, which only allowed phone calls. More than 40 years later, 5G networks are expected to provide greater coverage, bandwidth, speed and reliability. 5G operates in the "high-frequency" spectrum. Unlike 4G, which functions through dozens of large cellular antennas on towers and building places across great distances, 5G's high frequency phones use millimeter wave technology. These short waves requires thousands of small cell antennas co-located on telephone poles, light posts, and standalone structures. It is important that municipalities understand their current infrastructure and have a plan to help prepare for what need to be adjusted, updated, replaced or expanded. By proactively partnering with carriers, future projects can be aligned with carriers' plans for transitioning to 5G.

Figure 16 – Town of Brookfield's Broadband Map



Municipal Services and Facilities

The Town of Brookfield only has a few municipal buildings and all, except the Sanitary District No. 4 office building, are located on the same property on North Janacek Road. The site consists of two separate administrative buildings and the Town Garage. The town hall was constructed in the 1980's, and renovated in the early 2000's, and provide a convenient "one stop shop" for Town residents. The Police Department building was constructed in the early 2000's as well. As the buildings continue to age, the Town may need to consider modernizing the buildings or explore alternatives to ensure that the buildings meet the needs of each department. During conversations with various department heads, the need for additional storage space was a priority for each department.

Police Protection

The Town of Brookfield Police Department provides police services in the Town of Brookfield and the station is located next to Town Hall. The Town of Brookfield Police Department consists of 18 sworn police personnel, one full-time civilian police clerk, and one part-time police clerk. The department provides police services 24-hours a day, 365 days a year. Department leadership consists of the Police Chief, Captain, Sergeant-Detective, and a Patrol Sergeant. The department also offers programs such as: neighborhood watch programs, security surveys for homes and businesses, vacation home checks, bicycle safety courses, fingerprinting services, and stranger danger education.

Fire Protection and Emergency Services

The Town of Brookfield Fire Department serves the Town of Brookfield for all fire protection, emergency, and ambulance care. The department also provides non-emergency services through public education, fire prevention, and generalized customer service efforts. The Department is served by two full-time employees and 38 part-time employees, all of which are EMT trained. Their station is located below the Town Hall. The Department has one engine, one ladder truck, two command vehicles, 2 ambulances, and a pick-up truck.

Road Maintenance and Snowplowing

The Town of Brookfield Department of Public Works (DPW) is responsible for all road repairs, street signs, road markings, weed control, grass cutting, tree removals, snow plowing, building maintenance, mosquito spraying, and equipment repairs. The DPW is also responsible for all storm water related issues like street sweeping, culvert replacements, storm sewers, ditch cleaning, erosion problems, waterways monitoring, pond inspections, and any flooding problems. For normal winter operations, the town is divided into five plow and sanding routes. The town is divided into six plow routes when heavy snow occurs. As of November 2021, the department has seven full time and one part time employees.

Town Hall

The Town's administrative services are located at the Brookfield Town Hall Office located at 645 North Janacek Road. The Town Hall houses the administrative functions of the Town and includes the offices for the Town Administrator, Town Clerk, Parks and Recreation, and Municipal Court. Town Hall is generally in fair condition but could benefit from renovations and updates to technology services.

Brookfield Public Library

The Brookfield Public Library is located in the City of Brookfield; however, Town of Brookfield citizens have access to the Brookfield library, which is located at 1900 N Calhoun Rd, Brookfield, WI. Town residents also have access to 24 libraries in Waukesha County and Jefferson County through the Bridges Library System.

K-12 Schools

The Town of Brookfield is split into two separate school districts: Waukesha School District and Elmbrook School District. The majority of Town residents reside in the Waukesha School District; however, residents that live on the far east and far north side are located within the Elmbrook School District. There are no public schools located within the Town limits. The Richardson School is the only K-12 school located within town limits and is a therapeutic day school that specialized in supporting children, adolescents, and young adults who have diagnoses of developmental, neurological disabilities, and behavioral and emotional concerns.

Home School

According to the Wisconsin Department of Public Instruction, as found on the department's website, enrollment for Home Based Educational Programs for Elmbrook School District totaled 200 students (2.75% of public district enrollment) and Waukesha School District totaled 465 students (3.77% of public district enrollment). This data does not further breakdown whether or not the students live in the Town of Brookfield, so it is difficult to determine the number of homeschool students that are town residents.

Higher Education Facilities

The Town of Brookfield is in close proximity to a diverse offering of higher education institutions in Wisconsin. The Town is located within an hour drive from UW-Milwaukee, Marquette University, UW-Parkside, UW-Madison, and UW-Whitewater campuses, including many smaller colleges and universities. Some of the local institutions the Town is served by include:

- University of Wisconsin-Milwaukee at Waukesha
- Waukesha County Technical College
- Carroll University
- Herzing University-Brookfield
- Cardinal Stritch University
- Ottawa University-Milwaukee

Solid Waste and Recycling

The Town contracts with a third-party vendor to pick up waste and recyclables for Town residents.

Parks and Recreation

The Town of Brookfield is fortunate to be located in a metro area while still maintaining its natural beauty and natural resources. Outdoor recreation is very important to the community and should be viewed as a more important factor in future planning. In fact, when asked what the community should promote in the next 20 years in the community survey, 75 percent of respondents thought parks and trails were extremely or very important to promote. A common theme that reoccurred in the open-ended survey questions was that the Town should provide better parks, develop more community spaces and youth recreation, and should consider constructing a community pool.

The Town of Brookfield adopted a comprehensive outdoor recreation plan in 1999 but should consider updating the plan in order to re-assess future needs and create a plan to fill those needs. Typically, comprehensive outdoor recreation plans are updated once every 5 years to help with capital improvement planning in the parks.

Parks offer people a sense of place and the opportunity to enjoy the outdoors while allowing them to find solitude or spend time interacting with the natural environment, their families, and other members of the community. Recreation is an essential part of life and is often neglected due to busy lifestyles. It is important that residents are given adequate recreational opportunities and programs that take into account a wide range of needs and wants. These needs cover the spectrum of active recreation like softball, pickleball, and biking and passive recreation such as photography and picnicking.

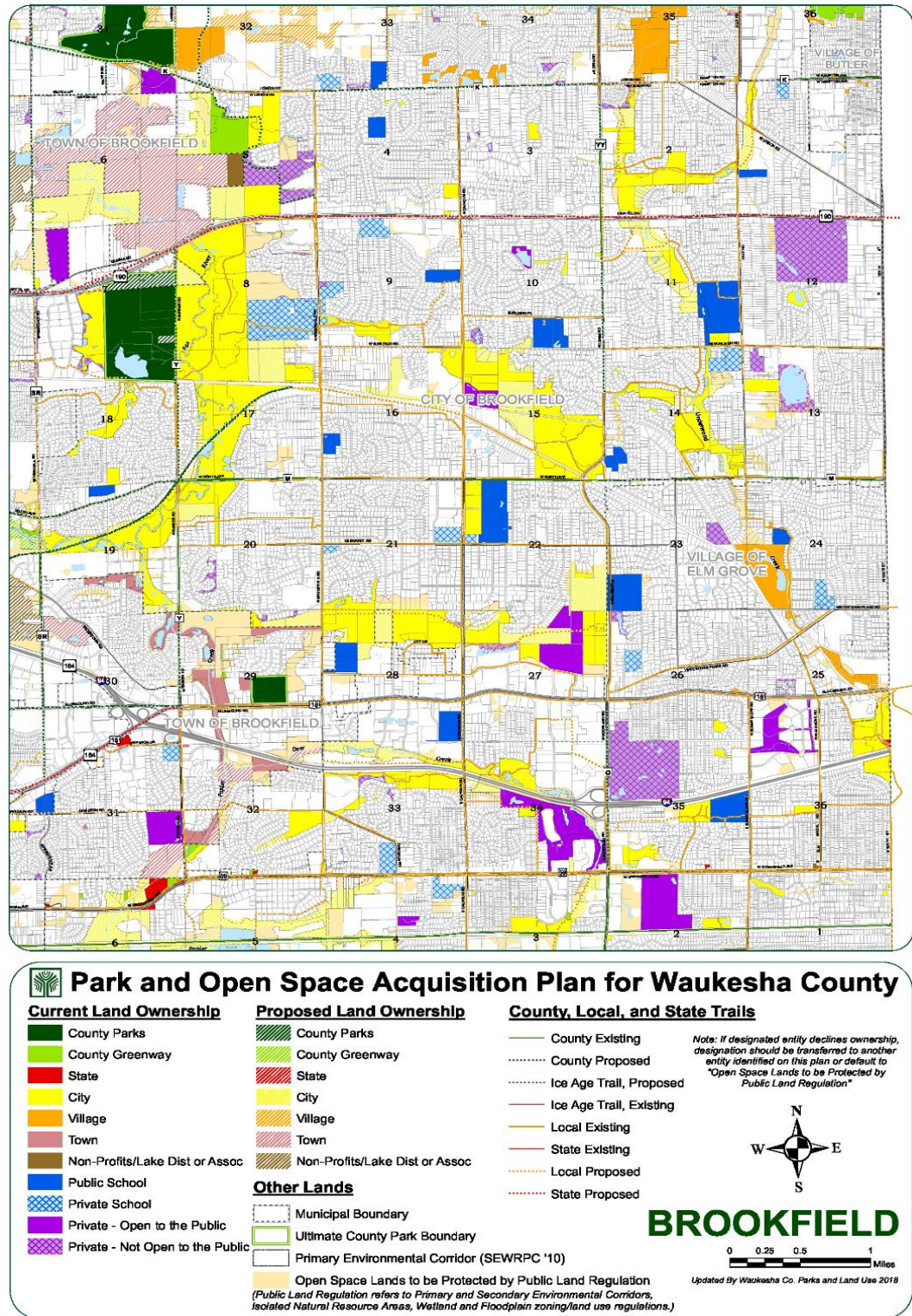
There are three parks located in the Town of Brookfield. Marx Park, located across the street from Elmbrook Church, is the town's most popular park and is used heavily for wedding receptions, graduations, and family reunions. Wray Park, located at the Corner of Mary Lynn and Jaclyn Drive, includes amenities such as a baseball field, basketball and tennis courts, nature walkway, and two playground structures. The Town is in the process of potentially removing one tennis court in order to add four pickleball courts at Wray Park. Brook Park, located in the Brook Park Estates, offers two fishing ponds, picnic tables, and greenspace. Dogs are only allowed in Brook Park and must be on a leash. There are a number of parks located outside of town limits that are easily accessible for Town residents.

The Town of Brookfield offers recreational programming throughout the year, including youth sports, cooking classes, adult recreational programs, arts and crafts programs, trips, and other special events throughout the year. The Town does partner with nearby communities to offer additional programs to residents. The Town also allows reservations for parks and picnic areas.

The existing and proposed parkland in the Town of Brookfield area from the Parks and Open Space Acquisition Plan for Waukesha County is shown as Figure 17. This map breaks down the ownership for existing parkland and proposed ownership for future parklands within the Town of Brookfield area.



Figure 17 – Waukesha County Park and Open Space Acquisition Plan



Eble Ice Arena

The Eble Ice Arena is owned and managed by Waukesha County and provides a skating rink for hockey players, figure skaters, and the general public. The ice arena is easily accessible from Bluemound Road.

Health Care Facilities

There are several large acute care hospitals located in close proximity to the Town of Brookfield. Residents can receive quality health care at the following locations:

- Ascension SE Wisconsin Hospital – Elmbrook Campus, 19333 W North Ave, Brookfield.
- ProHealth Waukesha Memorial Hospital, 725 American Ave, Waukesha.
- Froedtert Hospital, 9200 W Wisconsin Ave, Milwaukee.

In addition, Physicians Urgent Care, located at 19165 W Bluemound Rd, provides walk-in urgent care services with extended hours seven days a week.

Child Care Facilities

Wisconsin began to require licensing of childcare centers in 1949. The Wisconsin Department of Children and Families currently licenses:

- Family Child Care Centers – Provide care for 4-8 children and the care is typically performed in the provider's home.
- Group Child Care Centers – Provide care for 9 or more children. These centers are usually located somewhere other than a residence and may be small or large in size.
- Day Camps – Seasonal programs that provide experiences for 4 or more children 3 years of age and older. These programs usually operate in an outdoor setting.

The State provides certification to family childcare providers who are not required to be licensed but who wish to care for fewer than 3 children under 7 years of age. Families who receive a childcare subsidy may select either certified or licensed childcare programs. In the Town of Brookfield, the childcare facilities listed in Table 32, are certified by the State of Wisconsin.

Table 32 – Town of Brookfield Child Care Centers (2022)

Facility Name	Location	Full Time	Capacity	Age Range
Elmbrook Church Child Enrichment	777 S Barker Rd, Brookfield, WI	Yes	99	6 weeks - 13 years
St. John's Lutheran Church Preschool	20275 Davidson Rd, Brookfield, WI	-	33	4 years - 12 years
The Children's Center LLC	17800 W Bluemound Rd STE U, Brookfield, WI	Yes	50	6 weeks - 12 years
Busy BJ's Playhouse	245 Parklawn Ct, Waukesha, WI	Yes	8	6 weeks - 13 years
La Petite Academy - Watertown Rd	20550 W Watertown Rd, Waukesha, WI	Yes	84	6 weeks - 12 years
Source: Wisconsin Child Care Regulatory System, 2022				

Senior Care Facilities

Assisted and Senior Living Facilities are identified in Section 3.1.5.

Churches

Churches within the Town of Brookfield include:

- Elmbrook Church, 777 South Barker Road. Elmbrook is the largest church in Wisconsin and in the top 100 largest churches in the nation.
- St. John's Lutheran Church, 20275 Davidson Rd.
- LifeSpring Church of Brookfield, 20711 Watertown Road #K, Waukesha, WI.

Cemeteries/Columbariums

There are no cemeteries located within the Town of Brookfield limits, but nearby cemeteries include:

- St. Joesph Cemetery, East Broadway, Waukesha
- Pilgrim's Rest Cemetery, Busse Road, Waukesha
- St. Mary's Visitation Cemetery, Watertown Plank Road, Elm Grove

There is one columbarium located on the St. John's Lutheran Church property located at 20725 Davidson Road. A columbarium is a structure for the reverential and usually public storage of funerary urns, holding cremated remains of the deceased.

(Please note the lists of services in this section may not be all-inclusive.)

5.3 Assessment of Future Needs

Properly assessing future needs of community facilities and services requires not only an understanding of existing conditions and critical issues, but also an appreciation of broader utility and community facility trends. With advancements in technologies over time and population growth, services and facilities may need to be reviewed to ensure they are adequately providing the services to the populations needing them. It will be important to continue to monitor developments and their impact to the facilities and services that residents and businesses depend on.

Over time, local reinvestment is needed to maintain existing community facilities and services with the objective of maintaining the delivery of cost-effective services. Future infrastructure needs identified by the Town include:

- Storm water management for new developments and maintenance of stormwater facilities after construction.
- Space needs analysis conducted on the Town's municipal facilities.
- Update to the Comprehensive Outdoor Recreation Plan to determine if future parkland should be acquired or if existing parkland can be enhanced.

When considering future community facilities, the Town should take into consideration the upcoming generations and how their preferences for services and recreational opportunities provided may vary. For example, the Millennial and Gen Z generations are having a large impact on outdoor recreation and how they live and where they work. According to the Wisconsin Statewide Comprehensive Outdoor Recreation Plan, Millennials are now the largest age group in

the country and spend more time and money on outdoor recreation than the average outdoor consumer. Millennials generally spend more time exercising, seek experiences over material goods, participate in more active forms of recreations, have pets and need safe and accessible places to walk their pets, and use social media to share their experiences. When planning for providing future recreational facilities and community spaces, these factors should be considered.

5.4 Potential Funding Sources for Utilities/Facilities

Several loan and grant funding programs may be available to help the Town of Brookfield fund municipal infrastructure projects including the following:

Wisconsin Department of Natural Resources (WDNR) Programs

- Clean Water Fund (CWF) – Program provides financial assistance to municipalities for sanitary sewer collection systems, wastewater treatment, and stormwater infrastructure projects. The CWF program is a revolving loan program that combines federal grants and state funding to provide financial assistance to municipalities in the form of subsidized loans. The program funds are intended for reasonable and necessary costs directly related to the planning, design, and construction of eligible projects. Funds may be used to construct, improve, modify, purchase, replace, restore, and upgrade wastewater systems and infrastructure, such as collection, transmission, storage, treatment, and disposal.
- Safe Drinking Water Loan Program (SDWLP) - Program provides financial assistance to municipalities for drinking water infrastructure projects, including transmission and distribution, storage, source supply, and treatment facilities. The SDWLP is a revolving loan program that combines federal grants and state funding to provide financial assistance to municipalities in the form of subsidized loans. The program funds are for reasonable and necessary costs directly related to the planning, design, & construction of eligible projects. Funds may be used to construct, improve, modify, purchase, replace, restore, and upgrade drinking water systems and infrastructure, such as sourcing, treatment, storage, and distribution. Some common eligible projects include constructing new wells, wellhouse rehabilitation, constructing storage facilities, and watermain replacements.

Wisconsin Economic Development Corporation (WEDC) Programs

- Community Development Investment Grant (CDIG) – This program's primary goal is to incentivize development primarily in a community's downtown. The Town has key commercial corridors, which are different than many traditional downtowns, that could potentially be eligible. Eligible activities include building renovation, historic preservation, demolition, new construction, infrastructure investment, and project or site development planning. Eligible projects include development of significant destination attractions, rehabilitation and reuse of underutilized or landmark buildings, infill development, historic preservation, infrastructure efforts including disaster prevention measures providing substantial benefit to downtown residents/property owners, and mixed-use developments. Focus is on shovel-ready projects. Program funding should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners. The maximum grant amount is up to \$250,000. Grant recipients must provide a minimum of 3:1 match investment in project costs, except if projects are located in an opportunity zone. No more than 50 percent of the match investment may consist of other state and/or federal grant sources.

Wisconsin Department of Transportation (WisDOT) Programs

- WisDOT Transportation Alternatives Program (TAP) - Program allocates federal funds to transportation improvement projects that "expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment." Program provides funding to local governments for construction and planning and design of on-road and off-road trail facilities for pedestrians, bicyclists and other non-motorized forms of transportation. Also, it may provide funding for inventory, control or removal of outdoor advertising, historic preservation and rehabilitation of historic transportation facilities (including access improvements to historic sites and buildings), vegetative management practices in transportation right-of-ways (ROW's), and archaeological activities pertaining to a transportation project. Projects that meet eligibility criteria for the Safe Routes to School Program, Transportation Enhancements, or the Bicycle & Pedestrian Facilities Program are eligible TAP projects. Projects must meet WisDOT policy for bicycle and pedestrian facilities that it serves at least some utilitarian trips, such as commuting to work or school that might otherwise be made by automobile. Trails that do not meet this criteria are encouraged to consider WDNR Recreational Trails Program funding. Non-infrastructure projects are required to have a minimum project cost of \$50,000. Infrastructure projects are not required to have a minimum or maximum project amount; however, ideal project costs are between \$300,000 and \$1 million. Match of 20 percent of approved costs is required.
- WisDOT Transportation Economic Assistance Program (TEA) - Program provides state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin or encourage business and industry to remain and expand in the state. Goal of program is to attract and retain business firms in Wisconsin and thus create or retain jobs. Businesses cannot be speculative and local communities must assure that the number of jobs anticipated from the proposed project will materialize within 3 years from the date of the project agreement and remain after another 4 years. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. Project must begin within 3 years, have the local government's endorsement, and benefit the public. Program is designed to implement an improvement more quickly than normal state programming processes allow. Local match of 50 percent required and can come from any combination of local, federal, or private funds or in-kind services.

Wisconsin Department of Administration (DOA) Programs

- Community Development Block Grant - Public Facilities (CDBG-PF) program utilizes funds to help support infrastructure and facility projects for communities. Examples of eligible projects include improvements, repairs, or expansions of streets, drainage systems, water and sewer systems, sidewalks, and community centers. CDBG-PF funds are awarded through an annual competitive process. Grants are limited to projects that, if implemented, meet a CDBG National Objective.

Projects eligible for funding must meet the standards for one of the following three objectives:

- an activity that benefits low- and moderate-income (LMI) persons;
 - an activity designed to meet community development needs having a particular urgency. The activity must be designed to alleviate existing conditions which pose a serious and immediate threat to the health or welfare of the community which are of recent origin or which recently became urgent, and the recipient must demonstrate inability to finance the activity on its own and that other sources of funding are not available; and
 - an activity that aids in the prevention or elimination of slums or blight.
- Community Development Block Grant - Public Facilities Economic Development (CDBG-PFED) grant funds are awarded to local governments for public infrastructure projects that support business expansion or retention. Examples of eligible applications include: new or improved water & sewer services and streets that result in business expansion and job opportunities for low- and moderate-income individuals. Grants are limited to projects that, if implemented, meet a CDBG National Objective (listed above).
 - Community Development Block Grant – Planning (CDBG-PLNG) grant funds support community efforts to address improving community opportunities and vitality. Examples of eligible projects include the development of comprehensive plans, community development plans, and small area and neighborhood plans. Grants are limited to projects that, if implemented, meet a CDBG National Objective (listed above).
 - Community Development Block Grant – Economic Development (CDBG-ED) grant funds are awarded to local governments to assist businesses to create or retain jobs for individuals with low and moderate incomes. Examples of eligible projects include business loans to expand facilities or purchase equipment, specialized employee training, or business infrastructure projects.

Land and Water Conservation Fund

- The Land and Water Conservation Fund (LWCF) was established by Congress in 1964 to fulfill a bipartisan commitment to safeguard natural areas, water resources and cultural heritage, and to provide recreation opportunities to all Americans. The fund invests earnings from offshore oil and gas leasing to help strengthen communities, preserve history and protect the national endowment of lands and waters. The Great American Outdoors Act (GAOA) was signed into law in 2020 and authorized \$900 million annually in permanent funding for the LWCF. A portion of the funding is distributed to States and local communities through grant programs. These grants can be used for a range of projects from establishing baseball fields and community green spaces; to providing public access to rivers, lakes, and other water resources; to protecting historic and cultural sites; and conserving natural landscapes. Funds received by the DNR for this program are split between DNR projects and grants to local governments for outdoor recreation activities. The grant covers up to 50 percent of eligible project costs. Generally, the project that is requesting a grant should be recommended in the Town's comprehensive outdoor recreation plan, which supports the need to create one. Since 1965, 532 Wisconsin entities (municipalities, tribes, and school districts) have received grants from the LWCF to help fund recreation projects.
- Some of the eligible projects include:

- Land acquisition or development projects that will provide opportunities for public outdoor recreation.
 - Property with water frontage that will provide water-based outdoor recreation.
 - Property that provides special recreation opportunities, such as floodplains, wetlands, and areas adjacent to scenic highways.
 - Natural areas where the objective is to preserve the scenic or natural values, including wildlife areas and areas of physical or biological importance.
 - Land or development within urban areas for day-use picnic areas.
 - Land or development of nature-based outdoor recreation trails.
 - Development of basic outdoor recreation facilities.
 - Renovation of existing outdoor recreation facilities that are in danger of being lost for public use.
- Ineligible Project examples include:
- A project that is not supported by a local comprehensive outdoor recreational plan.
 - Acquisition and development of golf courses.
 - A project where storm water management is the primary purpose.
 - Lands that include cell towers.
 - Land that will be used for non-outdoor public recreation purposes.

Tax Incremental Financing (TIF)

- Tax Incremental Financing (TIF) is one of the few economic development tools that municipalities can use in Wisconsin to attract private investment. TIF allows local governments to invest in infrastructure and other improvements and pay for them by capturing the increase in property taxes generated by the development. Under current State Statutes, Wisconsin Towns are only allowed to have one active TIF district. The Town of Brookfield created a Tax Incremental Financing District (TID) with a base year of 2014. The TID was created for the Corners commercial development and included land to the north and east of the development. The TID balance at the end of 2020 was reported to be \$3,659,084, while future costs are estimated to be approximately \$55,895,184. This TID has been recently amended to accommodate the new Poplar Creek Town Center development that is proposed to be located to the northeast of the Barker and Bluemound intersection. The TID is expected to close on February 18, 2041.

5.5 Goals, Objectives, and Policies

Utilities and community facility goals, objectives, and policies reflect a vision of what the Town of Brookfield's public and private infrastructure systems should provide. They will also help guide priorities for future investment as publicly-maintained local systems, in partnership with regional or state agencies, or in partnership with private entities.

These utility and facility goals, objectives, and policies provide the Town with a means to measure the performance of the infrastructure system over time, and as necessary, an opportunity to reassess, revise, and/or supplement the desires of the community.

Goals are general statements of desired outcomes of the community or what is to be achieved. Objectives are more specific and are a subset of goals, providing measurable strategies towards achieving a goal. Policies are operational actions that a community will undertake to meet the

goals and objectives. The following goals, objectives, and policies are not ranked or presented in order of importance or need.

Goal: Maintain Town of Brookfield's community-oriented suburban environment with a high quality of life.

Objectives:

1. Maintain the Town as a safe community where neighbors know each other.
2. Continue to provide an adequate and efficient level of governmental services and facilities to Town residents.
3. Provide adequate police and fire protection and emergency services to all areas of the Town.
4. Promote opportunities for active recreation.

Policies:

1. Continue to work with the Wisconsin Department of Natural Resources (WDNR) on improvements to the Fox River Pollution Control Center (FRWPCC) wastewater treatment system.
2. Evaluate and prioritize upcoming Town needs and necessary infrastructure improvements.
3. Annually update and follow a Capital Improvement Plan to ensure long range financial planning for anticipated public improvements.
4. Review and consider water and sewer connections requests from neighboring communities.

Goal: Continue to provide the necessary community facilities to support the Town of Brookfield community.

Objectives:

1. Continue to serve the Town's population and promote a high quality of life, maintain, support, and promote accessible community facilities.
2. Create and maintain well-designed public places to reinforce Town of Brookfield's sense of place and to provide valuable community gathering places.
3. Work with surrounding municipalities to link major parks and greenway corridors between jurisdictions for regional benefit.

Policies:

1. Apply for a grant through the Land and Water Conservation Fund (LWCF) through the Wisconsin DNR, which can be used for a range of projects including establishing baseball fields, pickleball courts, community greenspaces, and preserving natural landscapes.
2. Work cooperatively with Waukesha County on hazard mitigation planning and efforts.
3. Update the comprehensive outdoor recreation plan to identify and prioritize the needs of the Town's existing parks and to identify potential locations for a new community park and other recreational amenities. Provide specific examples of potential projects in order to increase the likelihood of a project receiving grant funding.

4. Consider installing pickleball courts in Marx Park and/or Wray Park.
5. Create community focal points within parks and community facilities to help enhance the Town's sense of place.
6. Consider adding language to the zoning code requiring public parks and/or plazas, or fee in lieu, to be added in mixed-use developments that are larger than five acres.
7. Consider additional funding sources for the Town's parks and trails including state grant funding and developer's fees.

6 Agricultural, Natural, and Cultural Resources Element

6.1 Introduction

This element of the Comprehensive Plan is meant to document and discuss conditions and trends, and to formulate goals, objectives, and policies with regard to several attributes of the community, including:

- Agriculture and agricultural lands;
- Natural resources;
- Historic resources; and
- Cultural resources.

These features are important to their own right but are often interrelated with other elements of the Comprehensive Plan. Agriculture plays a key role in the regional economy. Floodplains and wetlands may impact land use patterns or lead to related infrastructure needs (i.e. storm water conveyance). This chapter will attempt to define these relationships through its analysis of existing conditions.

6.2 Background Data/Existing Conditions

Agriculture remains an important element of the regional economy but is not prevalent in the Town due to its location in the Greater Milwaukee Area. The Town of Brookfield has only six parcels that are used for agricultural purposes and five that are considered to be agricultural forests, according to the Wisconsin Department of Revenue (2021). Those 11 properties consist of approximately 107 acres. However, as of 2017, there were 574 farms and 97,460 acres in farms in Waukesha County. About 73 percent of this total (approximately 71,150 acres) is cropland. Soybeans, corn, forage, and wheat are the primary crops. Cattle and calves are the most common livestock farmed in Waukesha County, followed by chickens and sheep/lambs. In December 2017, reported inventories of livestock included 7,765 cattle and calves, 2,566 layers, 2,747 broilers, 1,640 horses and ponies, and 1,041 sheep and lambs.

Waukesha County farmers own and manage 97,460 acres, or 26.2 percent, of the county's land. This includes cropland, rangeland, pasture, tree farms and farm forests. As stewards of the land, farmers use conservation practices, such as crop rotation, nutrient management, and integrated pest management, to protect environmental resources and provide habitat for wildlife. The majority of farms are considered family farms in Waukesha County (96%).

Topography

The topography throughout the majority of the Town is relatively flat. However, the topography fluctuates to a greater extent in the southwest part of town and near Poplar Creek. There are some residential subdivisions and areas near the interstate that experience gradual changes in topography.

Ecological Landscapes

The ecological landscape of the Town is shown in Figure 18 & 19. The Town of Brookfield is predominantly located in the Southeast Glacial Plains landscape region, while a small portion is in the Southern Lake Michigan Coastal region.

Figure 18 – Ecological Landscapes of Wisconsin

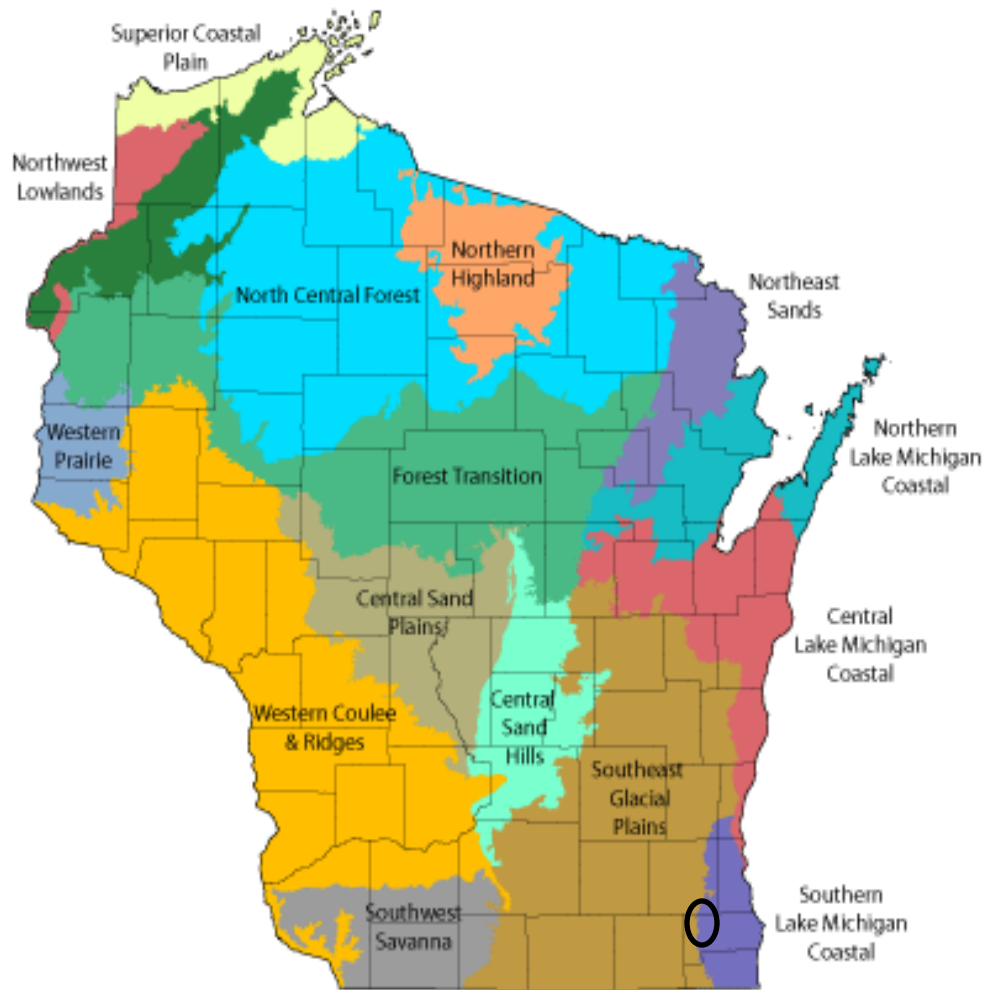


Figure 19 – Town of Brookfield’s Ecological Landscapes Map

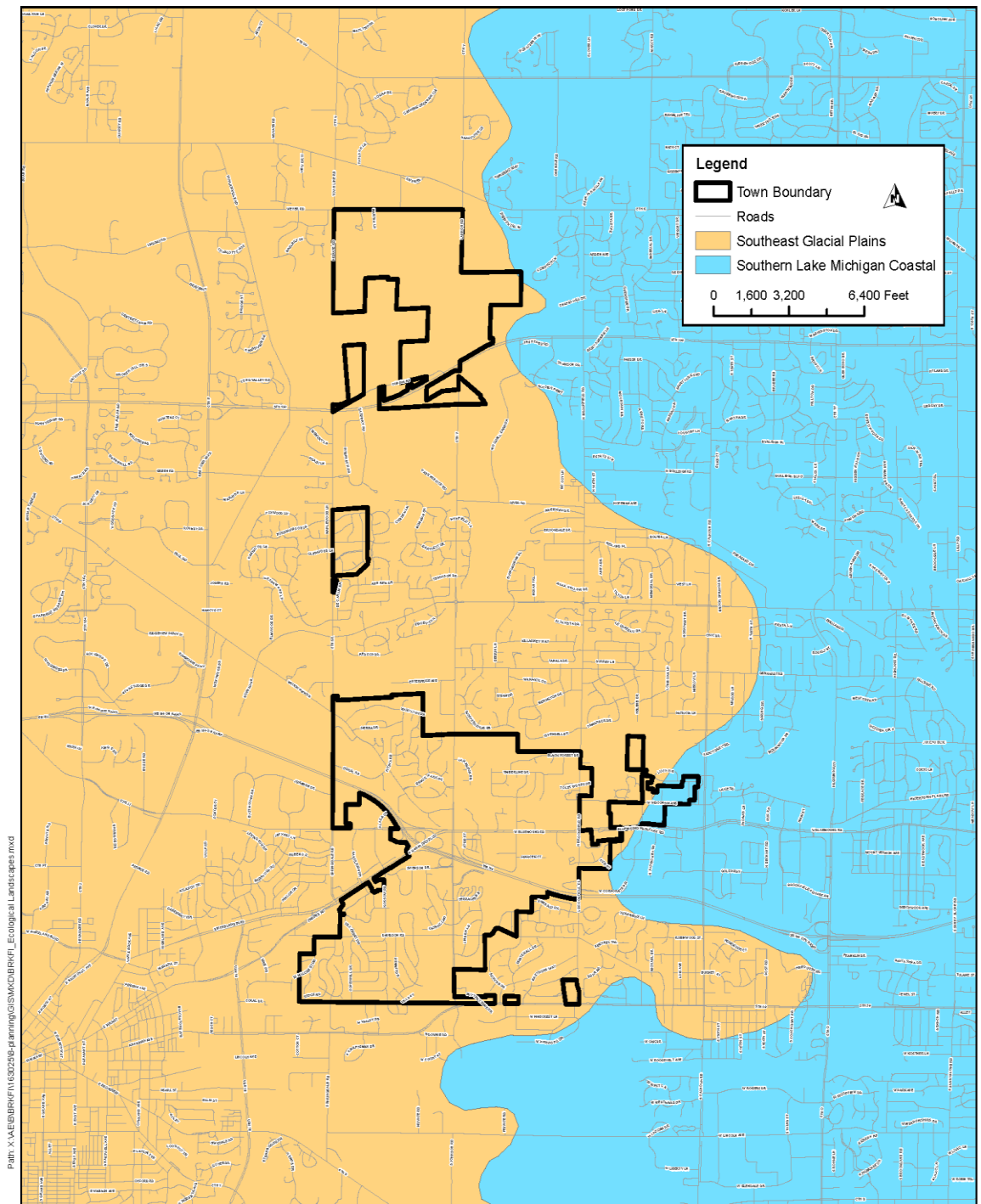
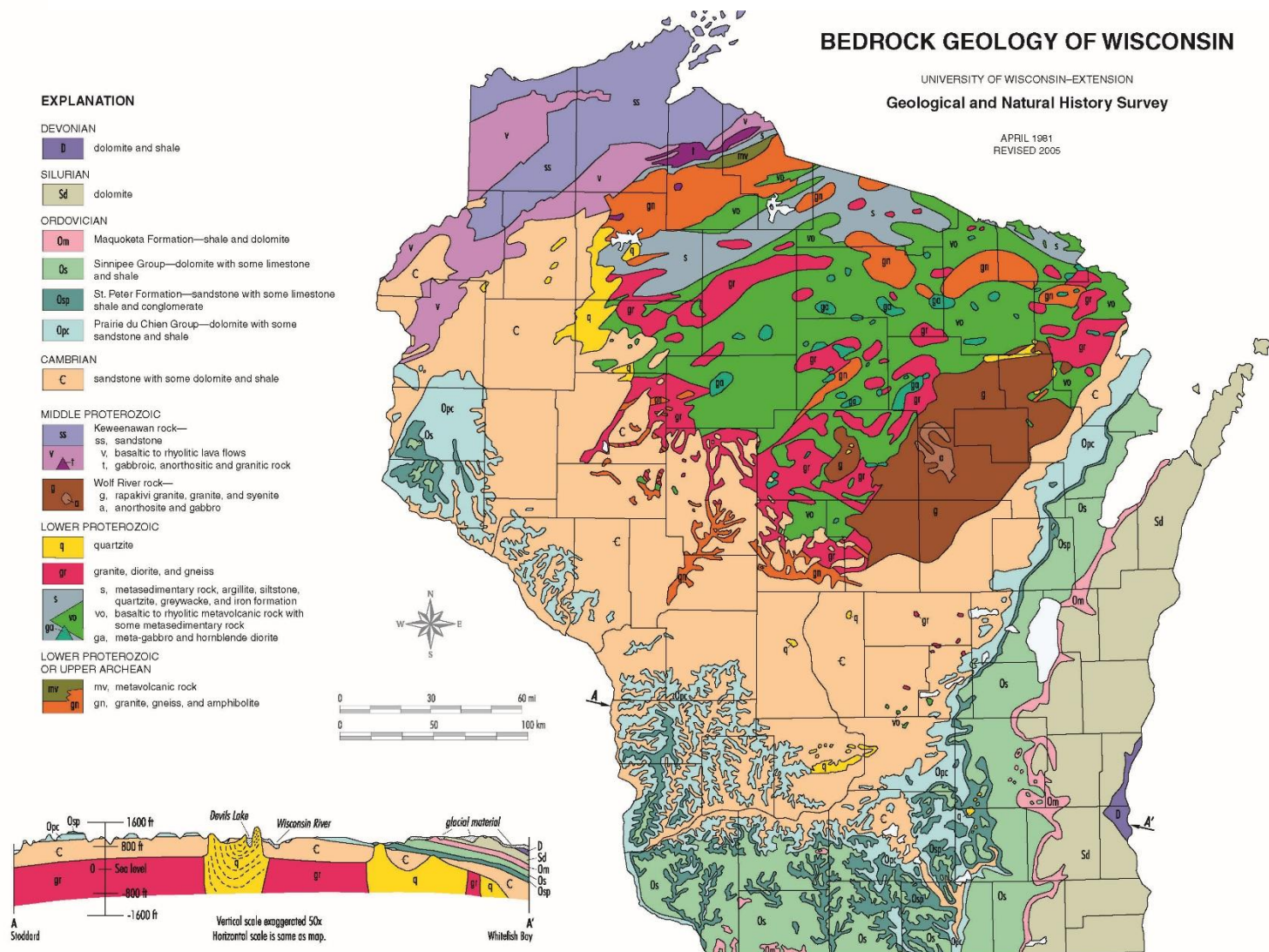


Figure 20 – Wisconsin Geological Provinces



Bedrock Geology & Soils

The Town has primarily silt loam soils but there are a number of different types of soils throughout the town. Soil types in the Town contain a mix of well-drained and poorly-drained soils. The bedrock geology of Waukesha County is dolomite. Figure 20 shows bedrock geology of Wisconsin Geological Provinces.

Watersheds and Surface Water

Lakes, ponds, rivers, streams, intermittent waterways, and natural drainage ways make up the surface waters of the Town and Waukesha County. These resources are all water bodies, standing still or flowing, navigable and intermittent, including natural drainage ways that collect and channel overland rainwater or snowmelt runoff. Natural drainage ways are characterized by intermittent streams, threads, rills, gullies, and dry washes that periodically contribute water to first-order streams. There are also many artificial drainage ways where the natural drainage ways have been altered by human activity. All of these features have the ability to transport sediment and pollutants and are affected by their watersheds and the land that surrounds them.

The majority of the Town is located in the Upper Fox River (IL) watershed and small portions of the town are located in the Menomonee River watershed. The Town is situated on the Subcontinental Divide, and therefore has area in both the Great Lakes Drainage Basin and the Upper Mississippi River Drainage Basin. The Fox River watershed originates in Waukesha County and flows through Illinois into the Illinois River at Ottawa, Illinois. The entire Fox River watershed encompasses 938 square miles in Wisconsin and 1,720 square miles in Illinois. The watershed is home to nearly 1 million people in the Greater Chicagoland area alone. The majority of the Town of Brookfield is located within the Poplar Creek sub-watershed. The Friends of the Fox River is an organization that was created to “preserve, restore, and protect the Fox River watershed’s resources by connecting people with nature through education, research, restoration, and advocacy.” The organization’s website, www.friendsofthefoxriver.org, provides resources and opportunities for individuals and other organizations to learn how they can contribute in preserving the watershed.

Impaired Waters

Poplar Creek is included on the Wisconsin Department of Natural Resources (WDNR) 303d and NR104 impaired waters list due to one or more pollutants and associated quality impacts. The Fox River is also included on the impaired waters list and this segment of the Fox River is impaired by PCB's (Polychlorinated Biphenyls). The water in the Fox River was assessed during the 2016 listing cycle and the total phosphorus sample data exceeded 2016 WisCALM listing criteria for the Fish and Aquatic Life use; however, available biological data did not indicate impairment. These determinations indicate when water bodies are not meeting state or federal water quality standards and are used to establish a method to protect and restore the quality of Wisconsin’s surface waters.

Improving groundwater is a critical component of long-term sustainability and resiliency. Efforts which are often largely enforcement and/or educational in nature can result in the common use of best management practices to protect our waterways. Having infrastructure designed to collect and treat stormwater before it enters waterways helps, as does public education to encourage reduced use of pollutants and better vegetation maintenance to help capture pollution before it finds its way into our waterways which will help mitigate possible groundwater contamination.

Point Sources Discharges

The WDNR regulates the discharge of pollutants to waters of the state through the Wisconsin Pollutant Discharge Elimination System (WPDES) program. This limits and sets forth a process to monitor discharges for pollutants. The Town of Brookfield Sewer Utility District No. 4 has two WPDES permits for satellite sewage collection system and for operation and maintenance of municipal water systems.

Nonpoint source pollution, or polluted runoff, is a primary cause of water quality issues throughout Wisconsin. Educational efforts and promotion of best management practices can help to reduce runoff impacts to our waterways by limiting fertilizers, oil, grease, sediment and bacteria in agricultural, urban and residential areas. Major urban contributors include roads, parking lots, construction sites, industrial storage areas, and residential manicured lawns.

Stormwater Utility

The Town of Brookfield has an established Sanitary District and associated rates for stormwater management services. The Town's intent for establishing the stormwater utility is to reduce surface water runoff that may cause erosion of lands, threaten residences and businesses with water damage, and to avoid the environmental damage to the rivers, streams and other bodies of water within the Town. The Town of Brookfield is responsible for providing flood protection for its residents and protecting the environment from non-point source pollution. Stormwater management and water quality regulations are mandated by the State of Wisconsin under a number of state statutes. The Town has received a Wisconsin Pollutant Discharge Elimination System (WPDES) permit under NR 216 regulations. The Town completed a Storm Water Management Plan in 1998 to address storm water quantity and quality for the area of the town that drains to the Fox River Watershed.

The primary goals that were listed in the Storm Water Management Plan included:

- Protect the water quality of local streams, lakes, wetlands, and groundwater.
- Protect environmentally sensitive areas such as wetlands, fish and wildlife habitat, and environmental corridors.
- Protect public and private property from the potential dangers caused by storm and water runoff.

Area High-Capacity Wells

Many of Wisconsin municipalities utilize deeper aquifers for obtaining water supply. A high capacity well is a well that has the capacity to withdraw more than 100,000 gallons per day, or a well that, together with all other wells on the same property, has a capacity of more than 100,000 gallons per day. Residential wells and fire protection wells are excluded from this definition. There are six high-capacity wells in the Town's Sanitary District. Two wells were constructed in 1960, and the other wells were constructed in 1977, 1978, 1989, and 1991. There are several high-capacity wells located in adjacent communities.

Groundwater

Groundwater is the primary source of potable water and the Town's water comes from a shallow dolomite aquifer. Sanitary District No. 4 is the water and sewer utility in the Town of Brookfield and the utility services over 2,300 customers. The utility's distribution system consists of two water towers and two ground storage reservoirs. There are six wells which contain filters to remove the iron that is predominant in the shallow aquifer. Due to the water quality, only a small amount of chlorine is added for disinfection and the water is ready for the distribution system. On an average day, the Sanitary District provides the Town of Brookfield with 750,000 gallons of water.

Shorelands

Shorelands provide valuable habitat for both aquatic and terrestrial animals and vegetation, and also act as buffers and thus serve to protect water quality. Recognizing this conflict, and in order to maintain the environmental, recreational, and economical quality of our water resources, the State of Wisconsin requires counties to adopt and enforce a shoreland ordinance. Waukesha County oversees administering and enforcing shorelands within the Town of Brookfield.

As required by the State, shorelands are defined as:

- All land within 1,000 feet of the ordinary high-water mark of a lake, pond, or flowage; or
- All land within 300 feet of the ordinary high-water mark of a river or stream or to the landward side of the floodplain, whichever is greater.

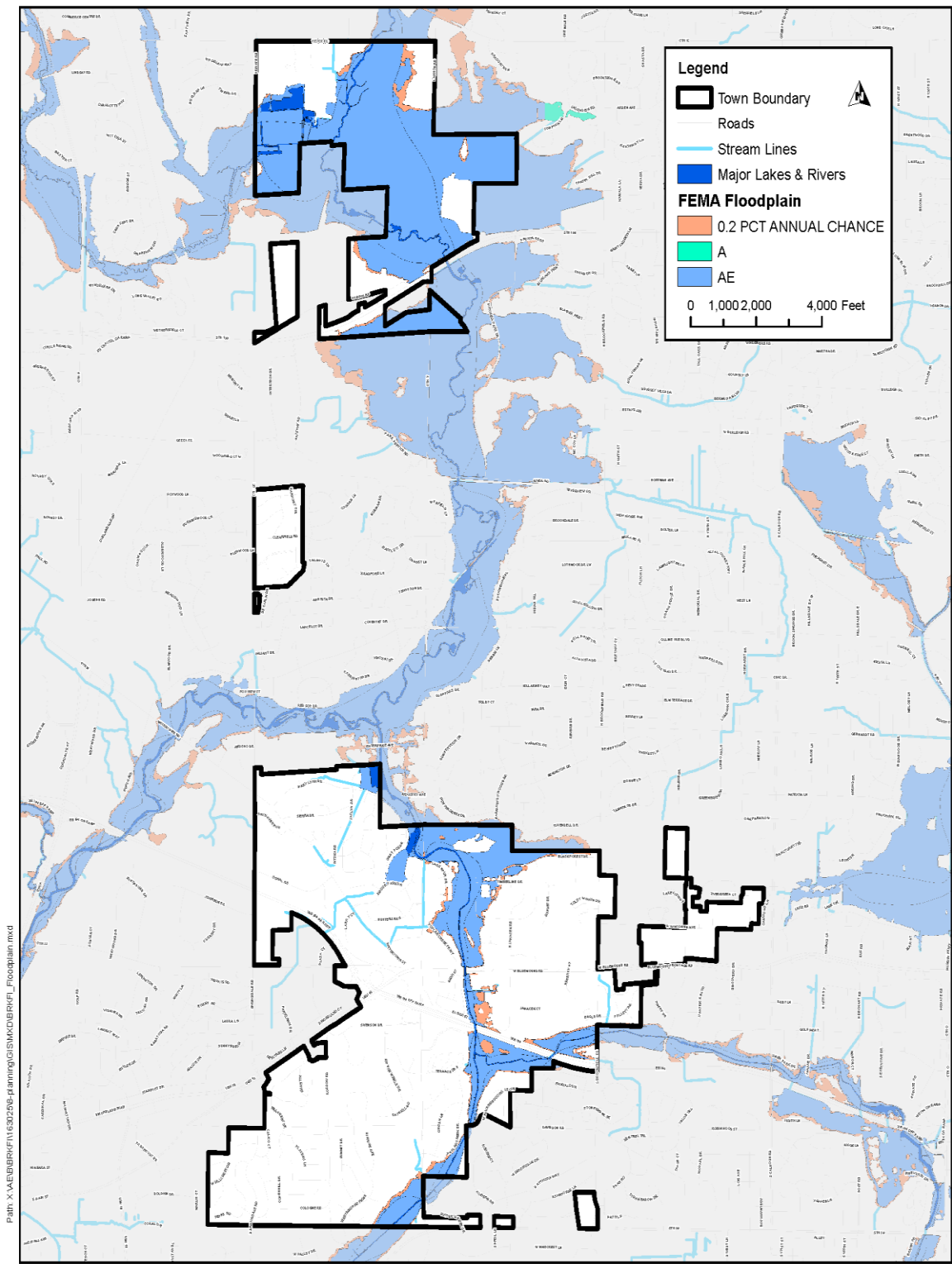
Incorporated municipalities are allowed to create and enforce their own shoreland zoning ordinances that differ from the State's regulations. If the Town of Brookfield decides to incorporate, they will likely maintain the State's regulations since there are not many properties affected by shoreland. Waukesha County will likely continue to have jurisdiction over shoreland zoning in the town.

Floodplains

Floodplains are the flood-prone lands adjacent to water bodies. Floodplains can be desirable development areas due to the proximity to lakes, rivers, and streams, but pose additional problems by possibly putting residents and property at risk. Development in floodplains can also affect the environmental quality of the waterway.

According to the Federal Emergency Management Agency (FEMA), floodplains exist along Poplar Creek, Deer Creek, and Fox River (see Figure 21). Development within the floodplain is usually assessed through the use of the Flood Insurance Rate Maps (FIRM) developed by FEMA. It is important to remember that these maps are not a substitute for site specific analysis. Natural and man-made changes in the landscape and the age and accuracy of flood insurance maps have in some cases limited their reliability for the identification and designation of floodplains. The Town's floodplain areas are regulated by Waukesha County's Shoreland and Floodplain Ordinance for any land located within 1,000 feet of a lake, 300 feet of a river or stream, and within the 100-year floodplain. This ordinance seeks to minimize the threat and loss of developments located in the floodplain, as well as to prevent water pollution and protect or improve the quality of lakes and streams.

Figure 21 – Floodplains in Town of Brookfield



Wetlands

There are several wetland areas within the Town of Brookfield. Wetlands are defined by State Statute as “an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.” Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, or bogs. Wetland plants and soils have the capacity to store and filter pollutants, replenish groundwater supplies, store floodwaters, and maintain stream flows, making them a valuable community resource. Wetland areas are concentrated along rivers and creeks within the Town, but also exist in pockets spread throughout the entire Town, as identified on Figure 22. It is important to remember that these maps are not a substitute for site specific analysis.

Forest and Woodlands

Wooded areas comprise a small amount of land within the Town since much of the Town is already developed or undevelopable due to wetlands. Most of the forested area is in environmental corridors and wetlands.

Wildlife, Wildlife Habitat and Open Space

Scattered throughout Waukesha County are various state and local wildlife, fisheries, and natural and scientific areas, including private conservancy areas. These often encompass one or more sensitive land areas (e.g., wetlands, forests, shorelands, and prairies). These areas are managed as open space to provide important feeding, breeding, nesting, cover, and other habitat values to a wide variety of plant and animal species. The main types of fish and wildlife habitat in the Town are comprised of rivers and streams, ponds, and wetlands as well as wooded and grassy areas.

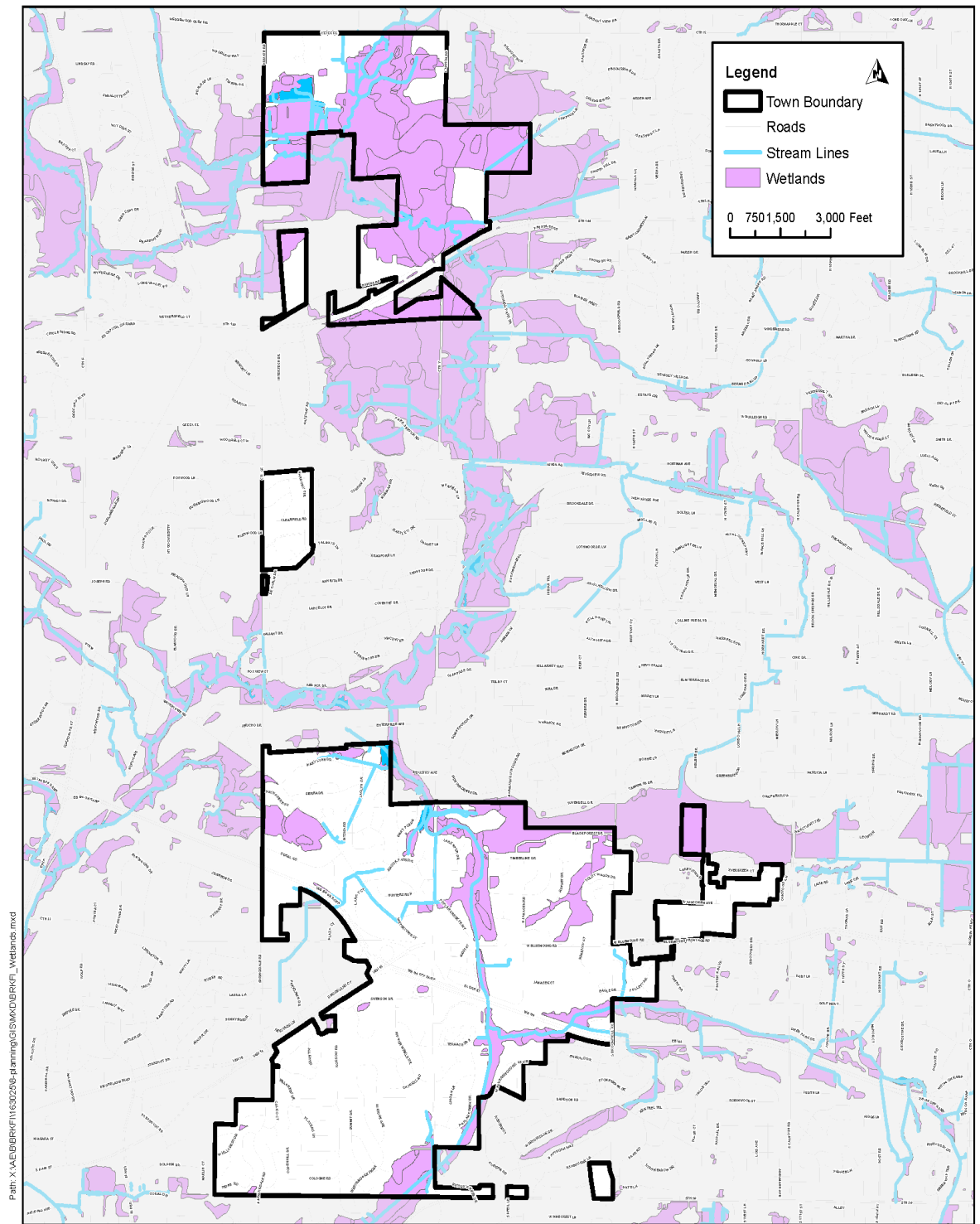
Rare and Endangered Species and Natural Communities

According to the WDNR Natural Heritage Inventory (NHI), Waukesha County is home to many animal and plant species as well as natural communities that can be considered rare or endangered. Although the Town of Brookfield lies within a greater metro area, there are over 160 endangered species identified by the WDNR's NHI (<http://dnr.wi.gov/topic/NHI/data.asp>) in Waukesha County. References to the web link above should be made when exploring areas for the potential for rare and endangered species presence. These species are protected, and as such are preserved to the extent possible.

Cultural Resources

The Town of Brookfield was originally inhabited by Sac and Potawatomi Native Americans but displaced by white settlers in the early nineteenth century. The Town of Brookfield was organized by the Wisconsin legislature in 1839 and was originally a part of Milwaukee County, until Waukesha County was formed in 1846. The Town of Brookfield used to be home to several historic properties that are listed on Wisconsin Historical Society's website, but over the years, these properties either annexed into nearby municipalities or were removed for new construction. A majority of the town has been developed in the past 50 years and thus, there are limited examples of properties or structures with historical significance. The only remaining historical house identified on the Wisconsin Historical Society's Register is 745 Janacek Drive, which was home to Erich and Betty Gnant. Erich Gnant was a local builder and developer in the Town of Brookfield area and served as the building inspector for several years.

Figure 22 – Wetlands in Town of Brookfield



Path: X:\AEB\BRKF\1630209-Planning\GIS\MOD\BRKF\Wetlands.mxd

6.3 Existing Agricultural, Natural and Cultural Programs

Numerous Federal, State, regional, local, and private plans and programs exist which contribute to the preservation, conservation, or management of agricultural, natural, and cultural resources in Waukesha County. Although no list can be exhaustive, a partial list is shown below.

Waukesha County Farmland Preservation Plan

This plan identifies land in productive agriculture, and that that has the potential to be in productive agriculture, and recommends policies to preserve those lands for agricultural purposes to the extent feasible, while still balancing additional development and growth.

Forest Land Tax Program

These programs are run by the WDNR and encourage sustainable forestry on private lands by offering tax incentives to landowners.

Wisconsin Pollutant Discharge Elimination System Permits (WPDES)

This WDNR operated program regulates municipal and industrial operations discharging wastewater to surface or groundwater.

Wisconsin Historical Society & Wisconsin's Historical Preservation Plan

The Historical Society was founded in 1846 and helps people connect with the past by maintaining and collecting stories and items. This organization also has grant funding available to help local communities identify and preserve historical features. Wisconsin's State Historical Preservation Plan outlines specific goals and objectives to protect and enhance the state's cultural resources.

Town of Brookfield Ordinances

Ordinances have been adopted to aid in the effort of conserving resources and protecting landowner rights, land values, and the public health and safety.

Healthy Watersheds, High-Quality Waters Action Plan (Wisconsin)

The *Healthy Watersheds, High-Quality Waters Action Plan* provides a road map for how to strike an improved balance between restoration and protection, all while emphasizing and celebrating the wonderful waters of Wisconsin. This comprehensive statewide plan and program requires partnerships between federal, state, regional, and local entities to successfully protect Wisconsin's water resources.

6.4 Assessment of Future Needs

The Town of Brookfield is a suburb surrounded by other suburbs which provides limited opportunity for agricultural use in the region. Only a few properties in the town limits were assessed as agricultural properties and these properties are encouraged to remain agricultural for as long as possible. This may be difficult because these properties face challenges such changing weather patterns, increased land values, succession planning, and market force challenges, including development pressures.

The Town's natural resources contribute to the Town's unique sense of place but also proves difficult for land use development, including the Town's abundant wetlands and floodplains along

the Fox River and Poplar Creek. The Town's woods and wetlands can also become a recreational asset for the Town.

6.5 Goals, Objectives, and Policies

The goals, objectives, and policies in this section reflect on how the Town's natural and cultural environments will be developed and utilized to further influence the growth and development of the Town. These provide the Town with a guide for future investments as well as methods to develop and grow that not only protect these valuable resources, but also find unique and creative ways to utilize them in creating inviting atmospheres.

Natural Resources Goal: Protect the Town's important natural resources.

Objectives:

1. Prioritize Poplar Creek, Deer Creek, and Fox River as a resource to protect and connect residents to.
2. Work with new developments to adequately plan stormwater infrastructure to capture, temporarily store, infiltrate, and slowly release rainwater from more frequently occurring larger rain events.
3. Encourage environmentally sensitive development to minimize negative impacts on the environment, including water quality and soil integrity.

Policies:

1. Identify, prioritize, and address local soil erosion and nonpoint pollution problems.
2. Encourage stormwater management elements such as grassed swales, infiltration basins, bioretention facilities, native landscaping, porous pavement, and vacuum sweeping of large parking lots.
3. Cooperate with Waukesha County on updates to and implementation of the Land Water Resource Management Plan.
4. Consider adopting a wellhead protection ordinance and create a wellhead protection overlay zoning district.
5. Continue to enforce construction site erosion control requirements to reduce sedimentation from entering local waterways.
6. Educate and enforce local floodplain controls to mitigate adverse impacts from future flood events.

7 Economic Development Element

7.1 Introduction

Economic development is a critically important function for the Town of Brookfield. Without a strong tax base, there is insufficient revenue to make the types of investments successful communities require, including investments in education, transportation, safety, clean water, and compatible neighborhoods. This is especially important because the Town serves as a commercial destination and has a daytime population, approximately 40,000, that far exceeds their permanent population of 6,477 and adds additional stress for funding roads, police protection, infrastructure, and other municipal services. Increasing sustainable tax base is necessary in order to maintain adequate services and provide the residents and visitors with the amenities and services they expect. The Economic Development Element section provides a framework for public investment in economic development activities consistent with the overall goal of pursuing economic development that brings good, living wage jobs to the Town and supports the long-term growth and vitality of the town's neighborhoods, commercial areas and industrial parks.

7.2 Background Data/Existing Conditions

The labor force is that portion of the population that is 16 years or older who are employed, or unemployed but actively seeking employment opportunities. As a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

The Town of Brookfield's population has grown steadily over the past several decades. Over the next 20 years, the Wisconsin Department of Administration (DOA) projections predict a 1.1 percent increase in the Town of Brookfield's population, which amounts to 78 additional residents. This projected percentage increase is less than the expected increases in Waukesha County (12.0%). The 2015-2019 American Community Survey (ACS) shows the Town had a labor force participation rate of 56.2 percent, which is significantly less than Waukesha County's rate (68.1%).

Educational Attainment

A good indicator of the economic potential of an area is the educational attainment of its residents. Generally speaking, a population with a higher level of education reflects a more skilled workforce with higher earning potential. A more skilled population can be seen as an attractive quality for businesses relocating as well. Approximately 96.4 percent of Town of Brookfield residents aged 25 and over had at least a high school diploma in the 2015-2019 ACS. Almost 50 percent of Town residents that are 25 years or older have attained a bachelor's degree or higher. This number is comparable with Waukesha County (44.5%), but much higher than the state average (30.1%).

Income

In the Issues and Opportunities Element, the income for the Town of Brookfield and Waukesha County residents is identified. The median household income in the Town is \$63,941, while Waukesha County's is \$87,277. The Town of Brookfield's per capita income is higher than Wisconsin's but lower than Waukesha County's.

Economic Base

The Issues and Opportunities Element indicates prominent industries and occupations in the Town. Approximately 53.4 percent of Town residents are employed in the Management, Business, Science, and Arts Occupations, while 21.4 percent are employed in Sales and Office Occupations.

Economic Strengths and Weaknesses

The Town of Brookfield's economy has both strengths and weaknesses which can continue to be improved to benefit the community's businesses and labor force.

Strengths

- Quality educational system.
- Excellent access to the I-94 transportation corridor and close proximity to Milwaukee and General Mitchell International Airport.
- Commercial destination for shoppers and visitors.
- Supply chain and distribution benefiting area businesses.
- Proximity to shopping, amenities for families, healthcare, and senior living.
- Centralized geographic location between the Chicago, Milwaukee, and Madison markets.

Weaknesses

- Relatively few properties available and ready for development.
- Land-locked and development pressure from surrounding municipalities.
- Limited greenfield available development space.
- Limited land for industrial purposes.
- Limited financial resources for development assistance.
- State-wide budget and funding sources for growing infrastructure needs.
- Aging population and decline in 18 & under population.

Opportunities

- Housing development for elderly and mid-market quality.
- New businesses offering unique products or services.
- Recent redevelopment project success may spark interest in future redevelopment.
- The transformation of retail and office space presents an opportunity to reconsider how buildings are used.
- Encourage low intensity production uses to occupy former retail or office spaces. Some low intensity production use examples include: 3-D printing studios, medical manufacturing, microbreweries, small scale food production etc.

Threats

- Big box retail landscape is changing and could potentially lead to large vacant buildings.
- Companies are reconsidering their office space needs and this could lead to office space vacancies.
- Growing infrastructure improvement needs and costs.

7.3 Assessment of Future Needs

Key Trends

Emerging trends will shape the Town of Brookfield's future economy and appropriate economic development programs and policies of the Town. The following are some of those emerging trends.

Workforce of the Future - Aligning Education and Work

Technological innovation will result in new jobs as well as changes to existing jobs. In turn, workers must develop the technical and nontechnical skills necessitated by these changes. It is difficult to predict which skills workers will require in the future, but many high growth jobs share a need for workers who have both specialized technical expertise and the ability to adapt to change. The Town should consider policies that target three main areas:

1. Supporting skills training that meets industry needs;
2. Communicating the skills businesses need; and
3. Engaging in state and regional efforts to close the skills gap.

Source: The Center for Best Practices, National Governors Association (NGA Solutions)

Globalization

An increasing number of products and services are free-flowing across international borders due to low-shipping costs, improved telecommunication, and global demand. This has expanded markets for some products, but also made certain industries with prevalence in the Town vulnerable.

Manufacturers seeking to be competitive while still retaining local production seem to generally focus on niche markets or substitute technology for labor to increase productivity and decrease labor costs. Many incentives offered by state and federal programs do so to generate job creation or retention. This mismatch can leave some economic development organizations with few tools to assist companies looking to remain competitive without investing in manual labor production.

Businesses throughout Wisconsin have been engaged in efforts to combat globalization while focusing on "buy local" campaigns. This concept, whether business-to-business or business-to-consumer, looks to retain as much money in the local economy as possible.

Entrepreneurship

Economic development is increasingly focused on promoting entrepreneurship. The 2018 Kauffman Growth Entrepreneurship Index, an indicator of how much entrepreneurial businesses are growing, identified the following for trends in Wisconsin in 2018:

- Rate of New Entrepreneurs (percentage of population that starts a new business) – 0.25 percent. Nationally, the rate of new entrepreneurs in 2018 was 0.32 percent, meaning that an average of 320 out of every 100,000 adults became new entrepreneurs in a given month.
- Opportunity Share of New Entrepreneurs (percentage of new entrepreneurs who created a business by choice instead of necessity) – 68.43 percent. Wisconsin was the lowest in the Nation, with South Dakota the highest at 94.05 percent and a median of 85.68 percent.

- Startup Early Job Creation (average number of jobs created by startup in their first year, normalized by population) – 3.88. This indicator ranged from 3.06 jobs per 1,000 people in West Virginia to 11.32 in the District of Columbia, with a median of 4.68. The national startup early job creation in 2018 was 5.20 jobs per 1,000 people.
- Startup Early Survival Rate (percentage of startups that are still active after one year) – 79.62 percent. This indicator ranged from 70.94 percent in Missouri to 81.97 percent in Mississippi with a median of 79.4 percent.

National trends in early-stage entrepreneurship include:

- Overall, men are substantially more likely to start businesses each month than women.
- The rate of new entrepreneurs in 2018 was the highest among Latinos and lowest among African Americans. The share of new entrepreneurs who are from minority groups is now 45.6 percent, close to twice that in 1996 (22.9%).
- The 2018 rate of new entrepreneurs among immigrants is close to double that for the native-born.
- The rate of new entrepreneurs was highest among Americans aged 45–54 and 55–64, and lowest among Americans aged 20–34.
- An aging population has led to a rising share of new entrepreneurs in the group aged 55-64. This group represented 14.8 percent of new entrepreneurs in 1996, and it represented 25.8 percent of new entrepreneurs in 2018.

Common practices adopted to encourage entrepreneurship include facilitating networking and collaboration, improving access to financing, providing training and education, offering supportive services such as incubators and technical assistance, and adopting favorable public policies.

Most of the entrepreneurial programs that have been created are focused on a set of targeted industry sectors, such as high technology, manufacturing, or in some cases retail businesses. The most common entrepreneur; however, is a solo individual often starting a business within their own home. This includes a group of people recently termed “pajama entrepreneurs” or “third bedroom entrepreneurs”, who leverage their expertise to provide design, business and technical consulting, business management, and other services.

Remote Work

Working from home was gaining popularity prior to the Covid-19 pandemic; however, the pandemic forced many employees and employers to adopt the work from home model, at least for a period of time. This has transformed the way businesses and their employees handle their operations and many new employees seek out jobs that allow some flexibility to work remotely.

Designated Economic Development Sites

Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the Town’s vision and plan and infrastructure capabilities.

Tax Increment Financing

The Town has one Tax Increment Financing District (TID) that has been successfully used to assist with economic development. The use of TIF dollars in a sensible manner to promote and encourage private sector economic investments is important.

Legend

- Municipal Boundary
- TID No. 1 Parcels
- TID No. 1 Boundary

TID NO. 1 OVERVIEW MAP

TID NO. 1 DEVELOPMENT
WAUKESHA COUNTY, WISCONSIN

FIGURE 1
1127.001

7.4 Local Plans, Programs, and Organizations

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and expansion. At the state level, economic development takes on the form of creating a strategic framework that refines the state's priorities, renews commitment to existing programs, and presents new programs.

Economic development tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding.

Numerous other economic development plans, programs, and organizations exist including:

Wisconsin Housing and Economic Development Administration (WHEDA)

WHEDA offers many financial assistance programs to assist small businesses and homeowners with low-interest loans and grants. WHEDA's mission is to "stimulate the state's economy and improve the quality of life for Wisconsin residents by providing affordable housing and business financing products."

Wisconsin Department of Administration (DOA)

The DOA offers some financial assistance programs to assist small businesses with low-interest loans and grants, and communities with grants to build infrastructure necessary to accommodate business development.

Wisconsin Economic Development Corporation (WEDC)

The WEDC offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, economic development tax credits, and expansion programs.

Wisconsin Department of Transportation (WisDOT)

WisDOT has many programs that provide grants and loans to businesses and local communities for transportation related needs. The Transportation Economic Assistance and Development (TEA-Grant) Program, operated by WisDOT, offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the state of Wisconsin.

Wisconsin Public Service Corporation

Wisconsin Public Service Corporation offers programs to companies that are looking to expand, relocate, or start-up in its service area. It also maintains lists of available land and marketing resources for communities in which it provides service.

Wisconsin Small Business Development Center

The Wisconsin Small Business Development Center (SBDC) offers consulting, education, referrals, and additional tools and resources to assist new and existing businesses. The SBDC has over a dozen center locations throughout Wisconsin, including one in Waukesha and Milwaukee. The goal is to assist Wisconsin entrepreneurs build a thriving business and grow sustainably.

Competitive Wisconsin, Inc.

Competitive Wisconsin is a nonpartisan coalition that engages business, higher education, agriculture, and labor and provides analysis and recommendations for action on issues affecting Wisconsin's economy and quality of life.

Waukesha County Business Alliance

The Waukesha County Business Alliance is a private, member-driven organization that serves as the countywide chamber of commerce for Waukesha County. There are 1,200 member organizations that represent more than 75,000 employees. The Waukesha County Business Alliance's goal is to strengthen the economy in the county by advocating on behalf of the business community, developing organizations and their employees, facilitating networking opportunities to build strong business relationships, and promoting their member businesses. The Alliance works to strengthen the county economy through four pillars: advocate, develop, engage, and grow.

Waukesha County Center for Growth

The Waukesha County Center for Growth was created in 2016 with the intent to generate capital investment, create jobs, and grow Waukesha County's economic base. The Waukesha County Center for Growth is Waukesha County's economic development organization and offer services such as: business consulting, business attraction and expansion, site selection, financing, and workforce development. This organization was created in partnership with the City of Waukesha, Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities with the mission for the Center for Growth to serve as the central point of contact for businesses looking to grow in Waukesha County.

The Center for Growth offers a \$2 million economic development fund which supports business expansion and innovative housing solutions in Waukesha County. The Generating Resources and Opportunity in Waukesha County (GROW) Fund has been created to give businesses access to financial resources, while allowing contributing banks to meet federal lending guidelines. The Fund offers gap financing during construction or business expansion, competitive interest rates, and a customized financial loan plan for business projects/developments.

Extension Waukesha County – Community Development

Extension Waukesha County provides educational support for communities and organizations. This organization utilizes university specialists and partner with community stakeholders, funding agencies, and other organizations to develop and deliver educational outreach. The main services the Extension provides include community engagement assistance, strategic planning, downtown market analysis, and education for small businesses.

Discover Brookfield

Discover Brookfield is the tourism department for the Town of Brookfield. Discover Brookfield's role is to help attract visitors to the town by promoting all the places to eat, stay, shop, and play in the Town.. The organization provides a monthly newsletter to inform the public about upcoming events and information on new or existing businesses. Discover Brookfield currently hosts several events throughout the year such as:

- Arts, Crafts, and Drafts – Art festival that includes live music and food and beverage vendors.
- Town Food Truck Festival – The third Wednesday of each month, May through September, this event provides residents and visitors with a night of live music and great food.
- Dog Dash Discover – Annual 5k race/walk benefitting the Elmbrook Humane Society where participants can run or walk with their dogs.
- Brooktoberfest – This traditional Oktoberfest is the kickoff to Autumn in the Town of Brookfield.

Discover Brookfield also works closely with the Greater Brookfield Chamber of Commerce which assists member businesses with resources to assist them in developing and growing their business.

Greater Brookfield Chamber of Commerce

The Greater Brookfield Chamber of Commerce is the leading business organization representing the interests of business in and around the Brookfield area. The Chamber works with its members and organizations to help promote business creation and growth, increase employment, retain existing businesses and jobs, stimulate overall economic growth, and improve the quality of life in the Town of Brookfield and the surrounding region. The Chamber provides the following resources:

- Networking opportunities
- Business education programming
- Local and State government connections
- Connections to additional resources and other businesses

LAUNCH (Elmbrook School District)

LAUNCH is a program available for juniors and seniors attending Elmbrook School District and Wauwatosa School District. LAUNCH students spend a portion of their day in school and the other portion at LAUNCH. Students work with their instructors and business and industry partners to solve real-world problems, using industry standard tools and resources while being mentored by educators and actual employers. LAUNCH offers 10 strands, and the Elmbrook School District offers the following strands: Global Business, Future Teachers, Business Analytics, Media Solutions, IT Foundations, Engineering Foundations, Biomedical Solutions and Medicine and Healthcare.

T-Mobile Hometown Grant

T-Mobile is committing up to \$25 million over the next five years to support small towns across the country by funding community projects. According to the grant criteria, the Town is eligible to receive a grant up to \$50,000. This grant helps fund projects such as building, rebuilding, or refreshing community spaces such as improving parks, ballfields, libraries etc.

7.5 Goals, Objectives, and Policies

The economic development goals, objectives, and policies for the Town of Brookfield are shown below.

Economic Goal: Continue to diversify the Town's economic base to improve resiliency to economic shocks and transformations that are outside the Town's control.

Objectives:

1. Support skills training that meets industry needs.
2. Foster an atmosphere that encourages and supports entrepreneurial activity.
3. Encourage commercial and industrial manufacturing development that will provide a benefit to the community, such as long-term employment, services to the community, supply chain benefits, or other methods businesses can contribute to the Town of Brookfield's quality of life.

Policies:

1. Communicate with local businesses to identify skills gaps and training opportunities or other methods to close the skills gaps.
2. Work with local Town organizations, including churches and non-profits, to organize events and make available otherwise underutilized facilities to small businesses for entrepreneurship.
3. Encourage the creation of a community makerspace and/or business incubator to promote and support local entrepreneurs.

Economic Goal: Work to ensure current local employers remain viable and competitive in the Town.

Objectives:

1. Work with local businesses to proactively address street and utility improvements and their impacts to business operations.

Policies:

1. Foster key relationships with organizations seeking to improve the business climate in the Town of Brookfield.
2. Continue promoting regularly timed events to draw people to the Town of Brookfield and nearby communities.

Economic Goal: *Strategically target development and redevelopment to increase the Town of Brookfield's regional economic competitiveness.*

Objectives:

1. Promote public-private partnerships with private developers to incentivize developments that retain and attract new businesses and employees.
2. Actively apply for grant funding that will improve the Town's infrastructure.
3. Continue to utilize tax incremental financing (TIF) to facilitate redevelopment projects in the Town.

Policies:

1. Advertise incentives provided by the Town's tax increment financing districts to attract private developers to key redevelopment areas of the Town.
2. Advocate for the creation and production of mixed-use developments that can support start-up businesses whether proposed in the Town or a neighboring community. Identify areas where lacking or deteriorating infrastructure is impeding development and seek out grant funding that can improve these infrastructure gaps.

8 Intergovernmental Cooperation Element

8.1 Introduction

Intergovernmental cooperation is an important tool needed to operate municipalities in an efficient and cost-effective manner, as well as to control and promote growth in an orderly fashion for Town of Brookfield residents and businesses along with the adjacent units of government.

8.2 Existing Intergovernmental Agreements and Partnerships

Intergovernmental Plans, Agreements, and Relationships

The Town of Brookfield currently has cooperative boundary agreements with the Village of Waukesha (formerly the Town of Waukesha) and the City of New Berlin. The Town of Brookfield – Town of Waukesha Intergovernmental Cooperative Plan was adopted for the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development and redevelopment of certain lands in Waukesha in the “Joint Utility Service Area” where development and redevelopment with sanitary sewer and water service is consistent with the Waukesha and Waukesha County comprehensive plans.

Adjacent Jurisdictions

The Town of Brookfield is located in Waukesha County and borders Waukesha (village and city), Brookfield (city), Pewaukee (city), New Berlin (city), and Menomonee Falls (village). The Town of Lisbon (soon to be Village of Lisbon in 2023) is diagonally adjacent to the Town to the northwest.

City of Brookfield

The Town cooperates with the City of Brookfield for shared maintenance and snow removal of various roadways. The Town of Brookfield Fire Department has a good working relationship with the City of Brookfield and have an agreement for shared services, including mutual aid, auto aid, and/or Mutual Aid Box Alarm System (MABAS). The City of Brookfield’s Fox River Water Pollution Control Center (FRWPCC) treats sewage flows from the Town’s Sanitary District No.4. The Town also has an emergency water interconnect agreement and multiple water and sewer service agreements with the City of Brookfield. The Town and the City of Brookfield’s police departments work together to provide law enforcement assistance when needed.

Village of Waukesha

The Town cooperates with the Village of Waukesha for shared maintenance and snow removal of various roadways. The Town of Brookfield Fire Department has a good working relationship with the Village of Waukesha and have an agreement for shared services, including mutual aid, auto aid, and/or Mutual Aid Box Alarm System (MABAS). The Town and the Village of Waukesha’s police departments work together to provide law enforcement assistance when needed.

City of Waukesha

The Town cooperates with the City of Waukesha for shared maintenance and snow removal of various roadways. The Town of Brookfield Fire Department has a good working relationship with the City of Waukesha and have an agreement for shared services, including mutual aid, auto aid, and/or Mutual Aid Box Alarm System (MABAS). The Town and the City of Waukesha’s police departments work together to provide law enforcement assistance when needed.

City of New Berlin

The Town cooperates with the City of New Berlin for shared maintenance and snow removal of various roadways. The Town of Brookfield Fire Department has a good working relationship with the City of New Berlin and have an agreement for shared services, including mutual aid, auto aid, and/or Mutual Aid Box Alarm System (MABAS). The Town and the City of New Berlin's police departments work together to provide law enforcement assistance when needed. The Town has a water and sewer intermunicipal agreement with the City of New Berlin.

Village of Menomonee Falls

The Town cooperates with the Village of Menomonee Falls for shared maintenance and snow removal of various roadways. The Town of Brookfield Fire Department has a good working relationship with the Village of Menomonee Falls and have an agreement for shared services, including mutual aid, auto aid, and/or Mutual Aid Box Alarm System (MABAS). The Town and the Village of Menomonee Falls' police departments work together to provide law enforcement assistance when needed.

City of Pewaukee

The Town cooperates with the City of Pewaukee's Parks and Recreation by providing joint programs and classes for residents of both municipalities. The Town of Brookfield Fire Department has a good working relationship with the City of Pewaukee and have an agreement for shared services, including mutual aid, auto aid, and/or Mutual Aid Box Alarm System (MABAS). The Town and the City of Pewaukee's police departments work together to provide law enforcement assistance when needed. The Town also has an emergency water interconnect agreement and water and sewer service agreements with the City of Pewaukee.

Schools

The Town's relationship with both Elmbrook and Waukesha School Districts is cooperative. The Town has been supportive of the school districts needs when they have arisen and will continue to work with the school districts on future needs as they arise.

Waukesha County

The Town of Brookfield is located in Waukesha County. Since townships in Wisconsin do not have home rule, the County has considerable jurisdiction within the Town. The relationship between the Town of Brookfield and Waukesha County can be characterized as one of cooperation. The Town cooperates with Waukesha County on special events and youth recreation programming throughout the year. The Town also relies on the Waukesha County Communications Center (WCC) for emergency dispatch services.

Regional Agencies

The Southeastern Wisconsin Regional Plan Commission (SEWRPC) represents seven counties in southern Wisconsin including Waukesha County. SEWRPC was established in 1960 as the official area-wide planning agency for the southern region of the State. Public works projects that the organization assists with planning and design include: highways, transit, sewerage, water supply, and parks/open space facilities. Other regional projects include: flooding, air and water pollution, natural resource base deterioration, and changing land use. The Town's Sewer Service area map was created by SEWRPC.

State Agencies

The WDNR and WisDOT are the primary state agencies the Town of Brookfield must coordinate with to achieve the goals and objectives of this Plan.

WDNR has a lead role in wildlife protection and the protection and sustained management of woodlands, wetlands, and other natural wildlife habitat areas. WDNR-monitors surface waters located in the Town including Poplar Creek, Deer Creek, and Spring Creek. The activities of the WDNR are discussed further in the Agricultural, Natural, and Cultural Resources Element of this Plan.

WisDOT is a key player in the planning and development of transportation facilities in the Town of Brookfield. WisDOT is responsible for the maintenance of I-94, USH 18, and STH 59 and 190. The Town will continue to coordinate with WisDOT with respect to decisions regarding all roadways under WisDOT jurisdiction. Maintaining open communication and participation in land use and transportation decisions, which may impact the Town, is an important priority for intergovernmental cooperation in the future.

8.3 Opportunities for Collaboration

Moving forward, an open and continuous dialogue between the Town of Brookfield, Waukesha County, and other governmental jurisdictions will result in cooperative and mutually beneficial efforts. These efforts are critical to the future planning and development of public and shared services. Without the coordination and cooperation of local governmental jurisdictions, decisions critical to preserving and enhancing local and regional characteristics, activities, and natural resources will be compromised.

As growth and land use changes continue in the area, development in the Town of Brookfield may be a contentious topic to neighboring property owners and surrounding communities due to limited growth opportunities. Collaboration with communities in the region to attract new development and retain existing businesses is vital. Continued work with adjacent jurisdictions towards cooperative boundary agreements would also reduce contention and potential conflict.

The Town of Brookfield will seek to cooperate with all neighboring municipalities, the County, State agencies, and the school districts for mutual benefit. To ensure compatibility with the planning goals and objectives identified in the Town of Brookfield's Comprehensive Plan, the Town will share their plan with adjacent communities and agencies and would like to participate in future planning efforts with these entities.

The City of Brookfield's 2050 Comprehensive Plan (adopted in 2020) recommends to encourage the Town of Brookfield in enhancing development design standards in its portion of the Bluemound Road corridor. The Town could consider working with the City of Brookfield to adopt the same, or similar, standards to ensure design consistency. Conversely, the Town could also consider adopting design guidelines that encourage new development to appear different than neighboring communities to provide a sense of identity.

Incorporation Efforts

The Town of Brookfield has attempted to incorporate to a village in recent years and the State recommended that the Town of Brookfield should re-file their petitions with changes. The State recommended to cooperate with municipal neighbors, specifically City of Brookfield and City of Waukesha, to resolve the various intergovernmental issues in the region. The State mentioned

that the Village of Summit, Village of Somers, and City of Pewaukee are all examples of communities that have successfully resolved the intergovernmental issues in their region in order to receive incorporation approval. The Town of Brookfield should work together with its neighbors to comprised on an incorporation petition that benefits all municipalities involved.

Conflict Resolution Procedures

The Town of Brookfield recognizes the importance of coordinating with neighboring communities. If conflicts arise, initial attempts to resolve such conflicts could involve written or face-to-face communication between elected or appointed community officials. If these efforts do not result in a mutually satisfactory agreement, more formal conflict resolution methods could be explored, such as mediation or arbitration. When there's potential for intergovernmental conflict, it may benefit the local governments and interested parties to review countywide and SEWERPC planning objectives and policies to determine whether local interests are consistent with regional goals. Alternative dispute resolution techniques are available as described in Wisconsin State Statutes 802.12. While this section considers intergovernmental conflict resolutions specifically, similar conflict resolution methods may be leveraged to handle disputes with elected officials, residents, business owners, and village employees as applicable.

Potential Subjects of Dispute:

- Annexations/boundary disputes
- Land use compatibility/rezoning proposals
- Sharing staff, facilities, or equipment
- Renting equipment
- Joint purchasing
- Revenue sharing
- Municipal service/maintenance agreements

Methods for Conflict Mitigation:

- Open discussion prior to decision making
- Sharing planning documents (ex. comprehensive plans)
- Participating in regional planning (ex. regional housing studies, regional transportation plans, county future land use mapping etc.)
- When adopting/amending local policies, compare the policies of adjacent municipalities
- Meet with adjoining jurisdictions
- Extraterritorial review agreements
- Cooperative boundary agreements
- Revenue sharing agreements
- Public outreach and education
- Adopting special use districts

Methods for Resolving

- Open discussion
- Negotiation

- Facilitated or mediated negotiation
- Litigation

8.4 Goals, Objectives, and Policies

The goals, objectives, and policies in this Section reflect on how intergovernmental cooperation can be used to help the Town achieve its vision.

Intergovernmental Cooperation Goal: Communicate and collaborate with adjacent municipalities.

Objectives:

1. Seek ways to improve quality of life in the Town of Brookfield, including coordinated economic development strategies and cost-effective services and facilities.
2. Work cooperatively with Waukesha County on Hazard Mitigation planning efforts.
3. Discuss opportunities with municipal neighbors to resolve the concerns raised during the last attempt to incorporate as a village.

Policies:

1. Work with adjacent jurisdictions to protect groundwater quality.
2. Adopt a policy for notifying adjacent municipalities of projects or developments when adjacent.
3. Consider creating boundary agreements with adjacent municipalities regarding growth and land uses.
4. Coordinate with adjacent municipalities on the extension and connection of regional trails and bike paths.

9 Land Use Element

9.1 Introduction

The Land Use Element is intended to provide important background data, analyze trends, and define future needs related to land use. This information will serve as the foundation for the development of goals, objectives, policies, and actions. This element must be defined and utilized in conjunction with the other eight comprehensive planning elements and will serve as a guide to future growth and development in the Town of Brookfield.

Defining appropriate land uses involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character, as identified by the citizens and visitors through the survey and public workshop. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny.

Many Wisconsin communities are facing problems due to unplanned growth such as pollution, a loss of community character, traffic congestion, and sprawling development. Infrastructure and maintenance costs continue to burden local units of government and negatively impact taxpayers. By giving communities the opportunity to define the way they wish to grow and by developing a vision to reach that target, the extent of these problems can be reduced.

This section contains a listing of the amount and type of existing uses of land and discusses opportunities for development within the Town of Brookfield. This section analyzes existing trends with land uses and contains a future Recommended Land Use Map that identifies the Town of Brookfield's vision for the future land uses.

9.2 Land Use Summary

Overall, the intensity and density of all land use activities is somewhat mixed in the Town. The I-94 and Bluemound Road corridor through the center of the Town is envisioned to continue to be the commercial and office hub for the Town of Brookfield. Areas located outside of this corridor are generally developed as single-family and will likely remain as low-density residential. Over the next 20 years, it is anticipated that overall density will remain fairly constant, with a focus on encouraging planned commercial, office, and multi-family residential growth near the I-94 corridor. The existing zoning map, as of August 2022, is attached in Appendix A.

9.3 Existing Land Uses and 2035 Recommended Land Use Plan for Waukesha County

Currently, land use within the Town of Brookfield is predominantly residential by area (1,080 acres). The Town of Brookfield also has 490 acres of commercial land and over 637 acres of undeveloped land. Urban development, including commercial and industrial uses, are concentrated along, or near, Bluemound Road (USH 18). There are several small pockets of industrial areas with little available land left for sale. Much of the commercial businesses within the Town are located along USH 18 (Bluemound and Moorland Rd). The Town also includes numerous areas with protected environmental and recreational resources, which are officially

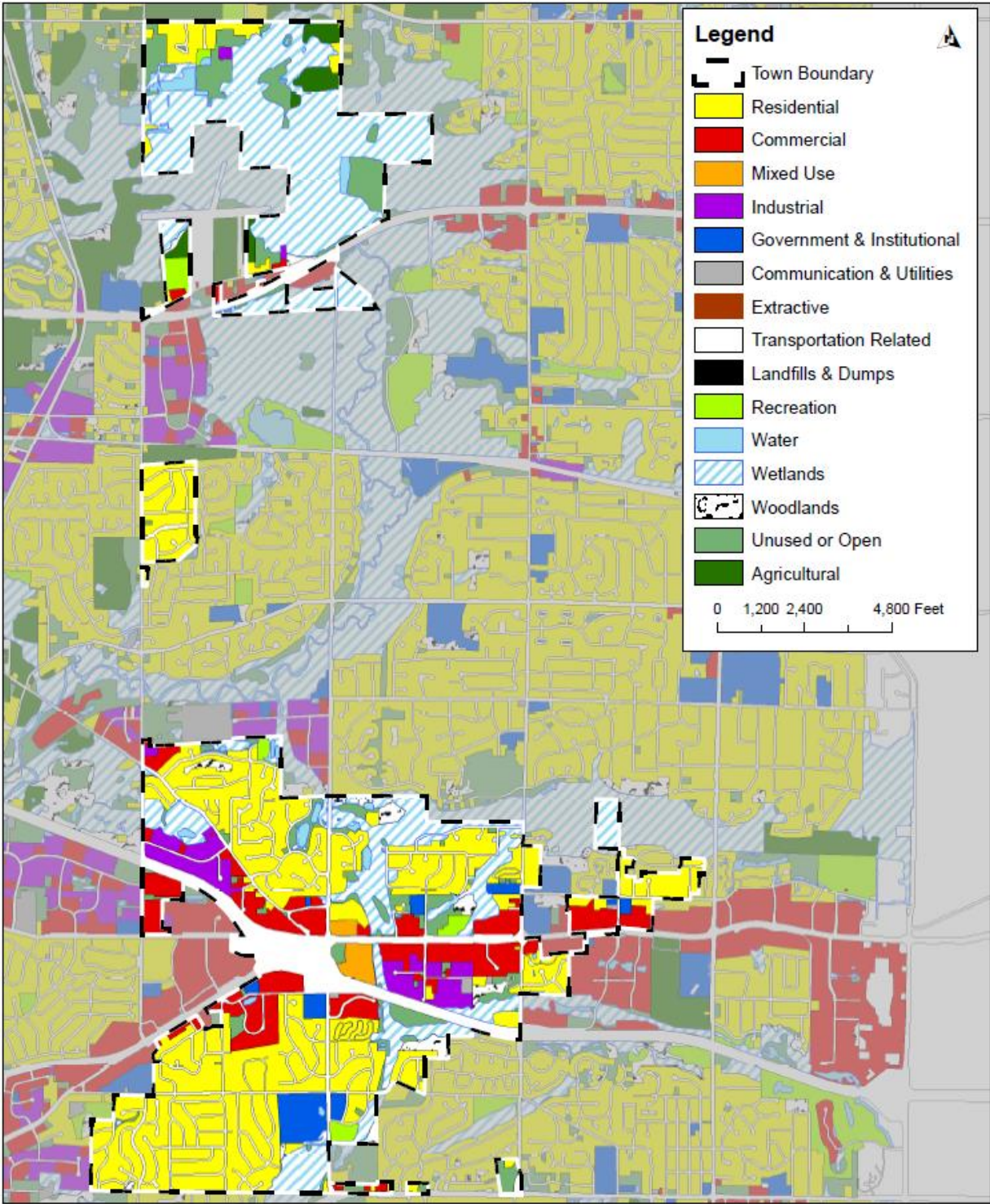
designated on the Land Use Plan as Primary Environmental Corridors, Isolated Natural Resource Areas, and Recreational Areas.

According to 2021 assessment records shown in Table 33, 45 percent of the Town's acres are residential and 20 percent are commercial. Approximately 26 percent of the Town of Brookfield's assessed acreage is undeveloped.

Table 33 – Town of Brookfield Land Uses

Real Estate	2021		
	Parcel Count (Total Land)	No. of Acres	Percentage of Total Acres
Residential	2,044	1,080	45%
Commercial	227	490	20%
Manufacturing	14	49	2%
Agricultural	6	61	3%
Undeveloped	38	637	26%
Agricultural Forest	5	46	2%
Forest	11	63	3%
Other	0	0	0%
Total - All Classifications	2,345	2,426	100.00%
Source: WI Department of Revenue, Final-Equated Statement of Assessments for 2021			

Figure 24 – Existing Land Use Map



9.4 Land Demand and Prices

Land sales and prices can indicate changes in an economy and land use patterns. Particularly when agricultural and forested lands are sold and converted to alternative land uses, it is important to see if there is a desire to shift some of these lands to more intense uses, such as residential, commercial, or industrial.

The table below compares equalized values by real estate class from 2011 to 2021. The biggest change during this ten-year period was in the growth of commercial land uses, the value of which increased by over 62 percent. The value of residential land uses grew by almost 31 percent during this time period while all other land uses decreased significantly.

Table 34 – Town of Brookfield Total Equalized Value: 2011-2021

Real Estate Classes	2011	2021	Percent Change Since 2011
Residential	\$500,889,900	\$655,117,400	30.8%
Commercial	\$436,843,900	\$710,197,400	62.6%
Manufacturing	\$41,730,700	\$31,449,200	-24.6%
Agricultural	\$29,500	\$18,800	-36.3%
Undeveloped	\$1,855,100	\$958,900	-48.3%
Forest	\$1,401,600	\$1,255,600	-10.4%
Real Estate Totals	\$982,750,700	\$1,398,997,300	42.4%
Personal Property Total	\$33,087,700	\$43,192,600	30.5%
Aggregate Equalized Value	\$1,015,838,400	\$1,442,189,900	42.0%
Source: WI Department of Revenue, Statement of Changes in Equalized Values by Class & Item			

Looking at the equalized value of land per acre, the table below identifies value by land use category. By acreage, the Town is composed primarily of residential land uses, which has an equalized value per acre at \$606,590. However, the Town's commercial land uses are valued the highest, at about \$1,449,382 per acre.

Table 35 – Land Value Per Acre

Real Estate Class	Total Number of Acres	2021 Total Valuation	Value Per Acre
Residential	1,080	\$655,117,400	\$606,590.19
Commercial	490	\$710,197,400	\$1,449,382.45
Manufacturing	49	\$31,449,200	\$641,820.41
Agricultural	61	\$18,800	\$308.20
Undeveloped	637	\$958,900	\$1,505.34
Forest	109	\$1,255,600	\$11,519.27
Total/Average	2,426	\$1,398,997,300	\$576,668.30
Source: WI Department of Revenue, Final - Equated Statement of Assessment for 2021			

9.5 Land Use Analysis

Growth in the Town of Brookfield continues to occur near the I-94 corridor as a result of regional commercial and manufacturing growth. Available land and buildings on or near Bluemound Road will continue to be attractive locations for new business including commercial developments.

Areas outside of the I-94 and Bluemound Road corridor, including the majority of lands in the Town, are envisioned to continue with existing low density residential uses and environmental corridors. Over the next 20 years, it is anticipated that overall density will remain fairly constant. According to WI DOA projections, the Town of Brookfield is projected to see an increase of 245 households (8%) from the 2020 projections to the 2030 projections as detailed in Section 2.4.5. New residential development will need to be occur in a manner that is compatible with existing environmental corridors.

9.6 Community Feedback – Survey Results

Community residents and visitors participated in a community survey for this comprehensive plan and provided valuable insight into the types of development they would like to see occur or have less of. Approximately 145 responses to the two questions were received and approximately 80 percent of those responses were from Town of Brookfield residents. Below are some of the results.

Figure 25 – Community Survey Results on Preferred Commercial Development

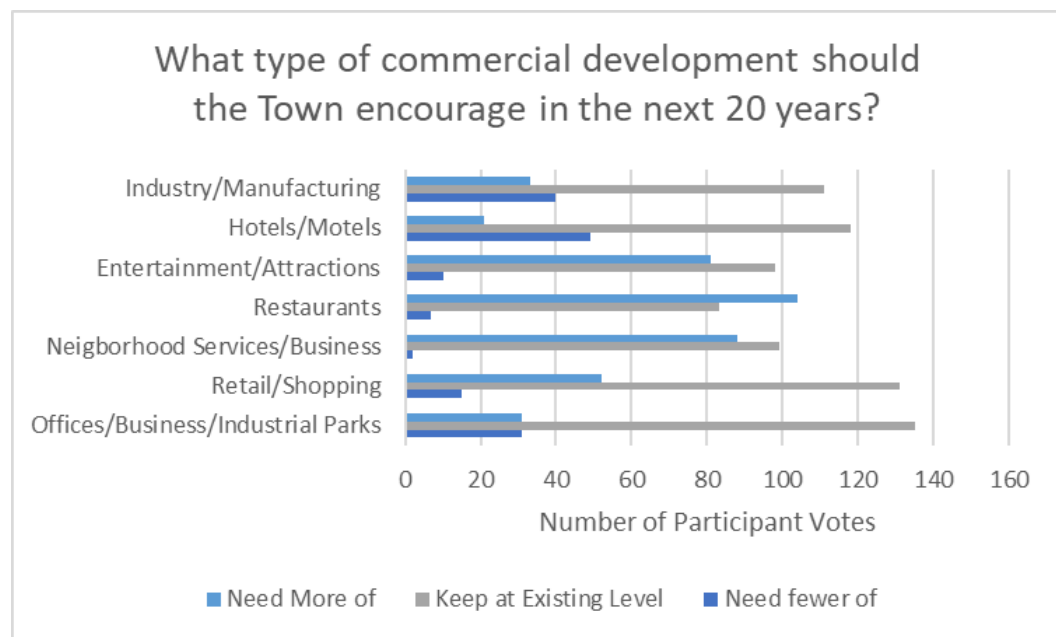
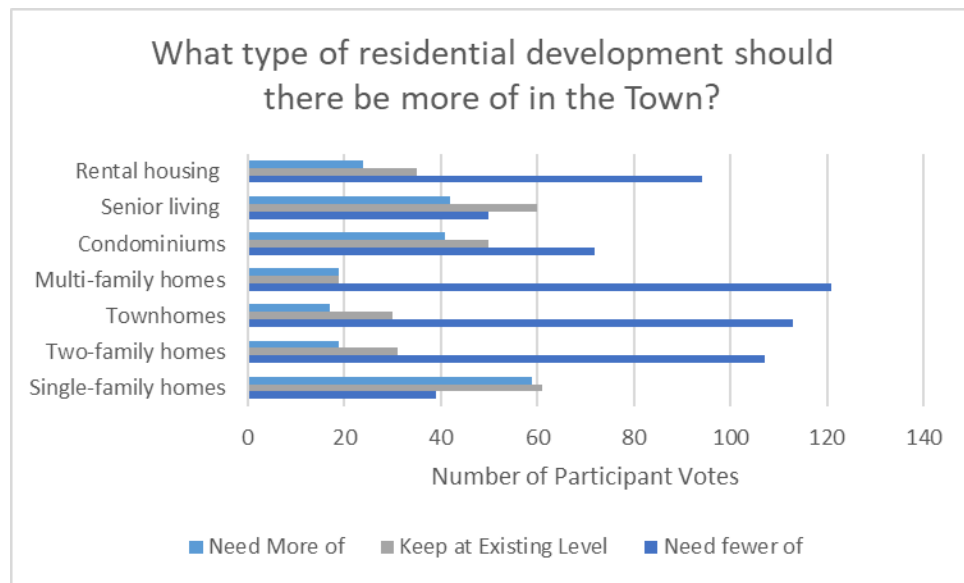
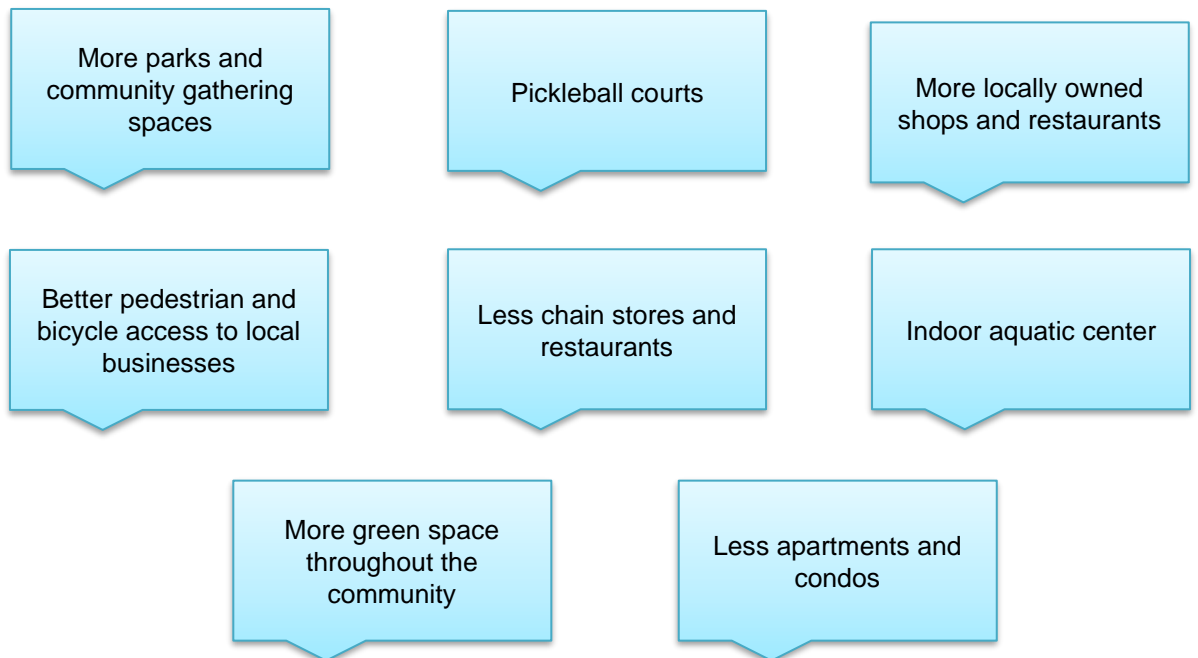


Figure 26 – Community Survey Results on Preferred Residential Development



Overall, survey respondents want to see more restaurants and neighborhood services/businesses and are generally content with the other land uses listed. Respondents also indicated that they prefer the development of single-family housing over other types of residential development. Additional examples of common responses can be found below. Another key theme is the desire for more parkland and community gathering spaces.

What We Heard: Common Comments Received



9.7 Opportunities for Redevelopment/Revitalization

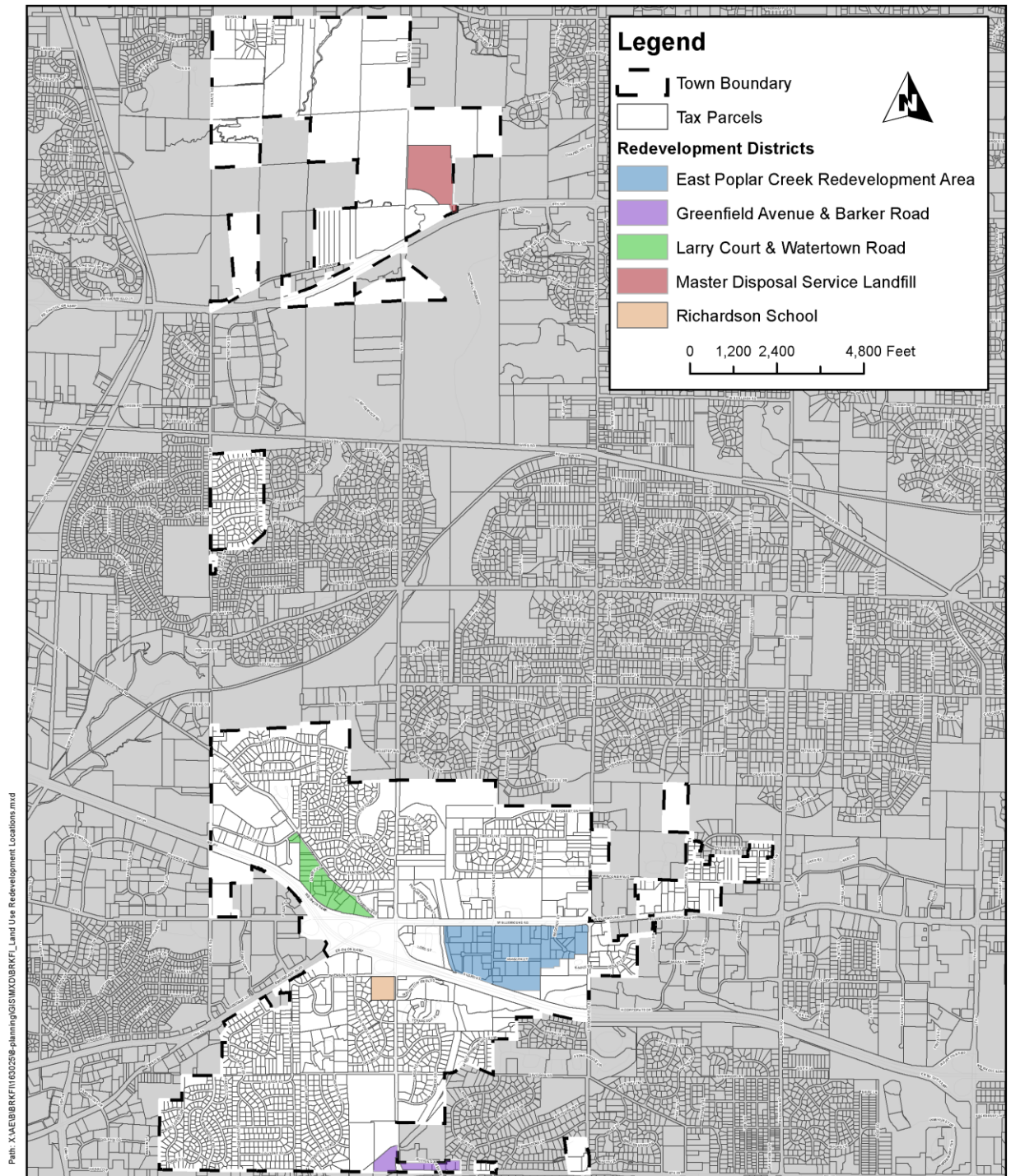
The majority of the town is already developed and there are limited options for growth due to being landlocked by several surrounding communities. This presents an opportunity to consider redeveloping underutilized sites into productive, tax producing properties while providing the Town residents with new places to live, shop, or recreate. The Town has experienced two major redevelopment projects in the last decade, including the Corners mixed-used development and the Poplar Creek Town Center mixed-use development. The Town should take advantage of the latest momentum and identify new locations for potential redevelopment opportunities.

One component of this plan is to promote redevelopment in parts of the Town to provide jobs, tax base growth, housing opportunities, and to improve the overall community aesthetic. Redevelopment projects can often be time intensive and require additional planning, coordination, and may have other expenses relating to site assembly or environmental cleanup. Considering these factors, this plan recommends the Town consider partaking in utilizing tax incremental financing, grant writing, and other planning activities to promote private reinvestment in these areas.

The Town should consider adopting redevelopment plans or studies for each of the five areas described below. The following areas have been identified as potential redevelopment/revitalization areas for future analysis and/or investment:

1. **East Poplar Creek Redevelopment Area** – Located to the east of Poplar Creek, south of the properties located on Bluemound, north of Lord Street and Interstate 94, and extends along the properties on Janacek Road and Janacek Court. This area was included the Bluemound Road – Interstate 94 Redevelopment Area Study and was identified as a potential location for office and multi-family uses in both conceptual plans. This plan was adopted in 2006, prior to the development of The Corners and the recently approved Poplar Creek Town Center development, and thus the recommendations may not be as relevant today. These two new developments have greatly increased the number of housing units in the town and created additional retail and office spaces. Additionally, office space needs have changed in recent years with a new shift towards working from home and hybrid work environments.
2. **Richardson School** – The property is just under 10 acres in size and is currently occupied by a tax-exempt school. The property is directly south of the I-94 entrance ramp towards Milwaukee and is located in between residential properties to the west and south and office uses to the north and east.
3. **Larry Court & Watertown Road** – This area consists of a mix of industrial, office, and hotel land uses. This is a highly visible location near I-94 and other major arterials and this area currently serves as a valuable employment center for smaller, local businesses.
4. **Master Disposal Service Landfill Site** – This 40-acre site contains an inactive industrial landfill and is located on West Capitol Drive (STH 190). This site is a Superfund site and cleanup of the inoperative landfill and groundwater was completed by 1997. Former landfill sites have become Superfund sites and have redeveloped into productive, tax generating properties or have become recreational assets for nearby residents and visitors.
5. **Greenfield Avenue & Barker Road** – This area is located on the south side of town and generally consists of a mix of residential, offices, and vacant land. This area serves as the gateway into the township for individuals traveling north.

Figure 27 – Redevelopment/Revitalization Opportunity Areas



9.8 2042 Future Land Use Map

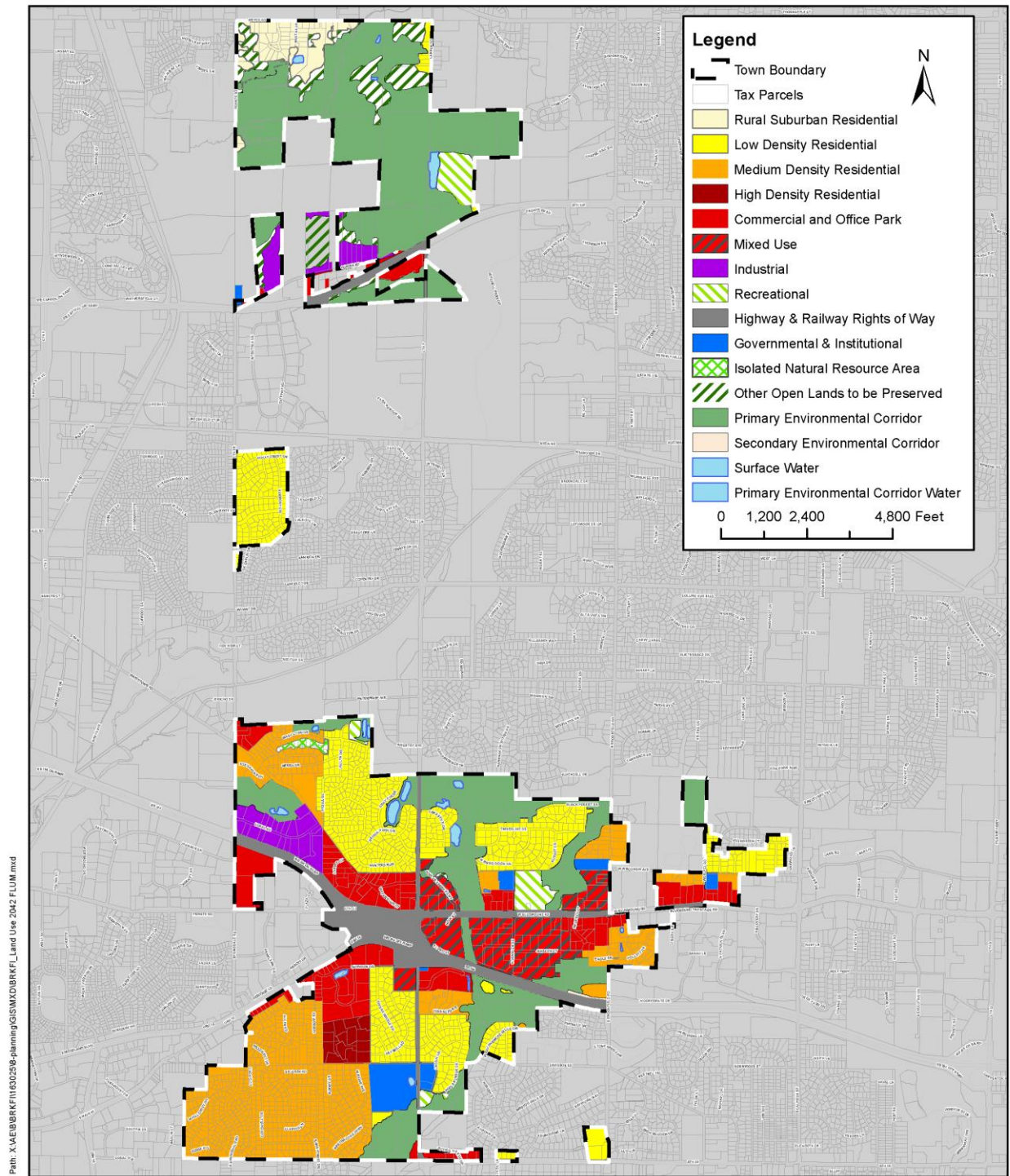
9.8.1 Future Land Use Map Update

Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny. The Town's 2042 Recommended Land Use Map includes recommendations for future land uses in the Town. Land-use related decisions, such as zoning, land division, and annexations should be consistent with this Plan.

9.8.2 Summary of 2042 Future Land Use Map

The 2042 Recommended Land Use Map categorizes lands in the Town into 16 land use categories. The majority of the Town is built out, resulting in minimal changes to the Recommended Land Use Map. The main focus of this map is to update the map with changes made over the last few years and remove land uses that were included in the County's map. Any future changes to this map will likely occur after a study or redevelopment plan has been completed for any of the five revitalization areas.

Figure 28 – 2042 Town of Brookfield Future Land Use Map



9.9 2042 Future Land Use Map Categories

The following land use categories were utilized for the 2042 Recommended Future Land Use Map. Most of these land use categories are also those used in the Town's 2035 Recommended Land Use Plan and were incorporated into this Comprehensive Plan to maintain consistency.

Future land use areas and zoning districts are different. Zoning districts contain specific requirements and standards for the development of land, such as height limitations, setbacks, and types of uses. The land use classifications are meant to be more general, allowing for greater flexibility in making land use and zoning decisions.

9.9.1 Residential Land Uses

Residential land uses include the following:

- **Rural Suburban Residential** – Rural suburban residential is defined as 1.5 to 3.0 acres of area per dwelling unit. Lands with this designation are not truly urban or rural in character and typically do not have access to municipal water and sewer.
- **Low Density Single-Family Residential** – Low density residential is defined as 20,000 square feet to 1.49 acres per dwelling unit. Lands with this designation are generally occupied and any new development within this designation will occur from infill development or by replacing the existing structures.
- **Medium Density Single-Family Residential** – Medium density residential is defined as 6,000 to 19,999 square feet per dwelling unit. Lands with this designation are generally occupied and any new development within this designation will occur from infill development or by replacing the existing structures.
- **High Density Residential** – High density residential is defined as less than 6,000 square feet per dwelling unit. There is only a small portion of Town land with this designation and any new development within this designation will occur by replacing the existing structures.

9.9.2 Commercial & Office

This land use category includes commercial, limited commercial, a limited amount of mixed-use development, and office uses. The type and size of commercial and mixed-use developments will need to be reviewed on a case-by-case basis by the Town of Brookfield to determine if the projects proposed are in the best interest of the community and consistent with the Town's long-term plan objectives and policies. It is anticipated that new commercial developments should be created to be complementary with existing adjacent land uses, and may include office, commercial services, and neighborhood shopping.

9.9.3 Mixed-Use

This district promotes a mix of uses, usually of higher density, and oftentimes contains a combination of residential, institutional, office, retail, service, research and development, and other commercial uses. This land use category is predominantly located near major and minor arterials.

9.9.4 Industrial

The industrial land use category is general in that it includes light and heavy industrial uses. Industrial uses may include manufacturing, wholesaling, storage, and offices. The type and size of industrial developments will need to be reviewed on a case-by-case basis by the Town of Brookfield to determine if the projects proposed are in the best interest of the community and consistent with long term Plan objectives and policies.

9.9.5 Transportation, Communication, and Utilities

Land uses in this category include airports, railroad corridors, utility facilities such as a water and sanitary sewer system facilities, and electric and telecommunications facilities.

9.9.6 Highways

This land use category is composed of rights-of-way for federal, state, and county highways, including park and ride lots.

9.9.7 Governmental and Institutional

The governmental and institutional land use category includes government and public and private buildings, facilities, and grounds for uses such as schools, churches, police and fire stations, libraries, community centers, non-profit organizations, hospitals, and other related uses.

9.9.8 Recreational

Land uses in this category include areas devoted to public and private recreational use including, but not limited to golf, baseball and softball, swimming, soccer, tennis and pickleball, and ice skating. Additionally, recreational lands may provide passive outdoor recreation opportunities such as hiking, picnicking, and walking paths.

9.9.9 Primary Environmental Corridor

This category was included in the County's Land Use Plan and this category was developed by SEWRPC. According to Waukesha County's 2035 County Development Plan/Land Use Plan, primary environmental corridors are linear areas that contain concentrations of high-value elements of the natural resource base, which includes almost all of the best remaining floodplains, woodlands, wetlands, and wildlife habitat areas. The County Plan proposed the preservation of all remaining primary environmental corridors in essentially natural, open areas. Under the County Plan, development within the corridors is limited to that needed to accommodate required transportation and utility facilities, compatible outdoor recreation facilities, and on a limited basis, carefully sited rural-density residential use. The Primary Environmental Corridor will remain as originally proposed in the County's Plan.

9.9.10 Isolated Natural Resource Area

Isolated natural resource areas consist of smaller pockets of wetlands, woodlands, or surface water that are isolated from environmental corridors. They are areas at least five acres in size. Isolated natural resource areas should be preserved with natural, open uses to the extent practicable, recognizing that such areas are often well suited for use as public or private parks and open space reservation. Lowland portions, areas that are floodplains and wetlands, are recommended to not be filled and be kept free from future development.

9.9.11 Other Open Lands to Be Preserved

Other open lands to be preserved under the recommended land use plan are lands usually adjacent to, but outside, identified primary and secondary environmental corridors and isolated natural resource areas, including lands within the 100-year recurrence interval floodplain, open lands within existing County or State park and open space sites, small wetlands less than five acres in size, and other lands covered by soils with a high water table, poorly drained soils, or organic soils. Land within this district should be considered unsuitable for development of any kind. However, soils testing can be relied upon to adjust an area with that designation to the surrounding category provided that the soils are found to not be hydric. The definition of the category and the language on Page 7-40 of the *Comprehensive Development Plan for Waukesha County* allow for development subject to testing results. Please refer to Page 7-40 of the County plan for more information on the process of determining if a particular area is developable.

9.9.12 Surface Water

This land use category includes surface water resources such as streams and lakes and their associated wetlands and floodplains.

9.10 Land Use Agencies and Programs

There are a number of available agencies and programs to assist communities with land use projects. Below are brief descriptions of a couple agencies and programs.

[University of Wisconsin – Extension](#)

The UW-Extension can provide research and outreach planning services to Wisconsin communities. The Community, Natural Resources and Economic Development (CNRED) program brings skills and expertise to address local issues including: community development, economic development, local leadership training, public policy issues, natural resource education, land-use planning, shared decision-making and consensus building, and access to information technologies.

[Southeastern Wisconsin Regional Planning Commission \(SEWRPC\)](#)

Regional Plan Commissions can provide planning assistance, assist local interests in responding to state and federal programs, serve as a coordinating agency for programs, and provide other technical and advisory assistance to local governments. (SEWRPC) was established in 1960 as the official area-wide planning agency for the southeastern region of the State. SEWRPC serves the seven counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha. SEWRPC was created to provide objective information and professional planning initiatives to help solve problems and to focus regional attention on key issues of regional consequence.

9.11 Goals, Objectives, and Policies

Land Use goals, objectives, and policies will guide future land development in the Town of Brookfield. They will also help guide priorities for future investment in local systems and infrastructure, in partnership with regional or state agencies, or in partnership with private entities.

These land use goals, objectives, and policies provide the Town with a means to measure the development of land use over time, and as necessary, an opportunity to reassess, revise, and/or supplement the desires of the community.

Goals are general statements of desired outcomes of the community or what is to be achieved. Objectives are more specific and are a subset of goals, providing measurable strategies towards achieving a goal. Policies are operational actions that a community will undertake to meet the goals and objectives. The following goals, objectives, and policies are not ranked or presented in order of importance or need.

Land Use Goal: Maintain a land use plan and map that reflects the current values of the community and identifies appropriate areas for growth and redevelopment.

Objectives:

1. Guide future growth in a manner that preserves and enhances the quality of life and character of the Town.
2. Encourage land development in locations where existing infrastructure is available.
3. Future developments to be designed and constructed in a manner that is compatible with adjacent land uses (i.e., buffering, landscaping architectural design, site aesthetics, access, traffic circulation, setbacks, noise controls).

Policies:

1. Utilize the plan and future Land Use Map to make sound land use decisions.
2. Review and update the Land Use Plan annually including any zoning changes or text amendments.
3. Periodically complete major updates, at least every ten years and maintain the Land Use Plan so that it identifies existing areas for growth and redevelopment.
4. Continue to work cooperatively with WisDOT to ensure future transportation decisions include consideration of land use impacts and community vision.
5. Continue to encourage public participation that provides fairness to landowners and other stakeholders, balanced with responsible land use.
6. Continue to strengthen connections to regional neighbors and economy.
7. Consider adopting a redevelopment plan or study for each of the 5 revitalization areas in order to identify best uses, gather public input, and identify infrastructure improvements prior to amending the future land use plan or approving a planned unit development in said areas.

Land Use Goal: *Encourage mixed-use redevelopment projects along arterials and ensure new developments do not hinder traffic flow.*

Objectives:

1. Provide walkable mixed-use developments that provide options for residents and visitors to work, engage in commerce, and participate in recreational activities..
2. Provide sidewalks and trails for pedestrian and bicycle use.

Policies:

1. Promote locally owned businesses that are not considered chains.
2. Utilize this plan and Future Land Use Map to make sound land use decisions.
3. Promote the benefits of compact, mixed-use development for Town residents and businesses.
4. Update the Bluemound Road Redevelopment Plan to establish a plan for redeveloping the area to the east of the Corners Development and to the termination of Janacek Court. The plan should examine how this redevelopment area can connect to the Corners and Poplar Creek Town Center developments.

Land Use Goal: *Protect future road, pedestrian, and bicycle corridors from development that could result in dead ends.*

Objectives:

1. Encourage multimodal forms of transportation throughout the Town.

Policies:

1. Consider creating a bicycle and pedestrian plan.
2. Create and adopt an official map that identifies all existing streets and trails and identify potential corridors to be used when planning for future acquisition of right-of-way.

Land Use Goal: The Town will work to improve key corridors and major entranceways to provide for better community/image and improved multi-modal accessibility.

Objectives:

1. Determine key corridors to prioritize for improvements.
2. Identify improvements needed, including visual characteristics and identity, accessibility, and welcoming image of the Town of Brookfield.
3. Prioritize, budget, and implement identified improvements.

Policies:

1. Update Capital Improvement Projects (CIP) with new corridor improvements as development projects are completed.
2. Encourage a traffic study to be completed for Bluemound Road.

9.12 Land Use Implementation Recommendations

Following the adoption of this Land Use Plan, it is recommended that the Town of Brookfield review its ordinances and zoning map for consistency with this planning document and implement changes to achieve consistency between these documents. As a general policy, as specific developments are proposed, the existing zoning designation for the underlying property will need to be rezoned to be made consistent with the 2042 Recommended Land Use Map.

10 Implementation Element

10.1 Introduction

This section serves as a “priority” list for implementing and realizing the vision of this Comprehensive Plan. It prescribes those actions necessary to realize the goals and objectives highlighted in previous sections of the Plan. The Plan addresses many important components critical to sustaining a healthy community while preserving the community character and resources residents enjoy. As change is inevitable, the Plan may need to be amended to appropriately reflect land use changes.

If there is a question regarding a decision that is not clearly conveyed in the details of this Comprehensive Plan, then the decision should be based on community desires identified during the Community workshops and the results presented in the Issues and Opportunities Element Section of the Plan. All nine comprehensive planning elements included in this Plan work to achieve the desired future for the Town of Brookfield.

10.2 Action Plan

The Town of Brookfield Comprehensive Plan is intended to help guide the decisions within the Town. The Plan is an expression of the Town of Brookfield’s preferences and provides a series of policies for assisting the community in attaining its goals and objectives. The Plan is not an attempt to predict the future, but rather an attempt to document the Town’s values and philosophies that Town citizens share. The Plan guides a variety of community issues including housing, transportation, utilities and community facilities, economic development, intergovernmental cooperation, and land use.

The Town of Brookfield’s Plan Commission, Town Board, Town staff, and citizens should utilize the Comprehensive Plan in reviewing all proposals pertaining to development in the Town. Development proposals should be examined to determine whether they are consistent with Town preferences as expressed in the Plan. As part of the development review, a thorough review of the Plan is necessary with particular attention given to the goals and objectives. Where the impact of a proposed development is minimal, the evaluation may simply be a determination of whether or not the Plan provides relevant direction and whether the requested action is in conformance with the Plan. Development proposals with significant potential impacts will require a more detailed analysis in order to determine consistency.

10.3 Plan Integration and Consistency

Within this Implementation Element, Wisconsin Comprehensive Planning legislation requires a description of “how each of the elements of the Comprehensive Plan will be integrated and made consistent with the other elements of the Comprehensive Plan.” As a result of the Comprehensive Plan being developed in a coordinated and simultaneous effort, the planning process has ensured that the development and review of each element is consistent with the others; and based on that analysis, there are no known inconsistencies between the planning elements. In the future, as plan amendments occur, it is important that the Town of Brookfield Plan Commission and Town Board conduct consistency reviews. Those reviews will ensure the document continues to represent an integrated approach to planning.

To ensure consistency across jurisdictional boundaries, the Town of Brookfield encourages early dialogue between adjoining and overlapping jurisdictions as they develop or revise their Comprehensive Plans and ordinances. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

10.4 Plan Monitoring and Evaluation

As a part of the comprehensive planning process, a number of goals, objectives, and policy items were developed that, when implemented, are intended to build stronger relationships and give direction to the Town Board as well as other Town committees and residents. The goals are the “purpose or end” that provides direction for the Town and other governmental organizations. Objectives are statements that are measurable benchmarks the community works to achieve, and the policies are more specific statements that set preferred courses of action to carry out the objectives in the future. While many of the objectives and actions can be accomplished in the short term, several others will be continuous or ongoing and do not have specific implementation target date. A Comprehensive Plan must be updated at least once every ten years. However, in order to ensure that the Town’s Plan is an effective management tool, review may be needed before a ten-year update. This mid-term review may help identify areas where additional resources or actions are needed to help realize the Town’s vision. Part of this effort will also include addressing conflicts which may arise between the elements of the Plan.

10.5 Plan Amendments and Updates

Evaluating the Comprehensive Plan is an ongoing process and will, at some time, lead to the realization that the Plan requires updating and amendments. The time that elapses between the completion of the Plan and the need to amend the Plan will depend greatly on evolving issues, trends, and land use conditions. Periodic updates will allow for updates to statistical data, and to ensure the Plan’s goals, objectives, and actions reflect the current conditions, needs, and concerns. The Comprehensive Planning legislation requires plan updated at least every ten years. The Town of Brookfield will remain flexible in determining when and how often the Plan should be updated. Generally, a Comprehensive Plan update should not be expected more often than once every five years. A tremendous amount of change can occur in a community over just a couple of years and the Town will be prepared to address changing conditions with timely plan updates. Amendments to the plan will follow the requirements of State law and will be evaluated for consistency with the existing plan, including all elements.

To ensure residents are involved in plan amendments, the following process and protocol should be followed to allow public involvement and comment. The Town of Brookfield Plan Commission shall undertake a review of the Plan and shall consider the necessary amendment(s) to the Plan resulting from property owner requests and changes to social and economic conditions. Upon Plan Commission review, recommended changes to the Plan shall be forwarded to the Town Board. The Plan Commission shall call a public hearing to afford the public time to review and comment on recommended Plan changes. A public hearing shall be advertised in accordance with the Town’s public meeting notice procedures and Wisconsin’s Comprehensive Planning legislation. Based on public input, Plan Commission recommendations, and other facts, the Town Board will then formally act on the recommended amendment(s).

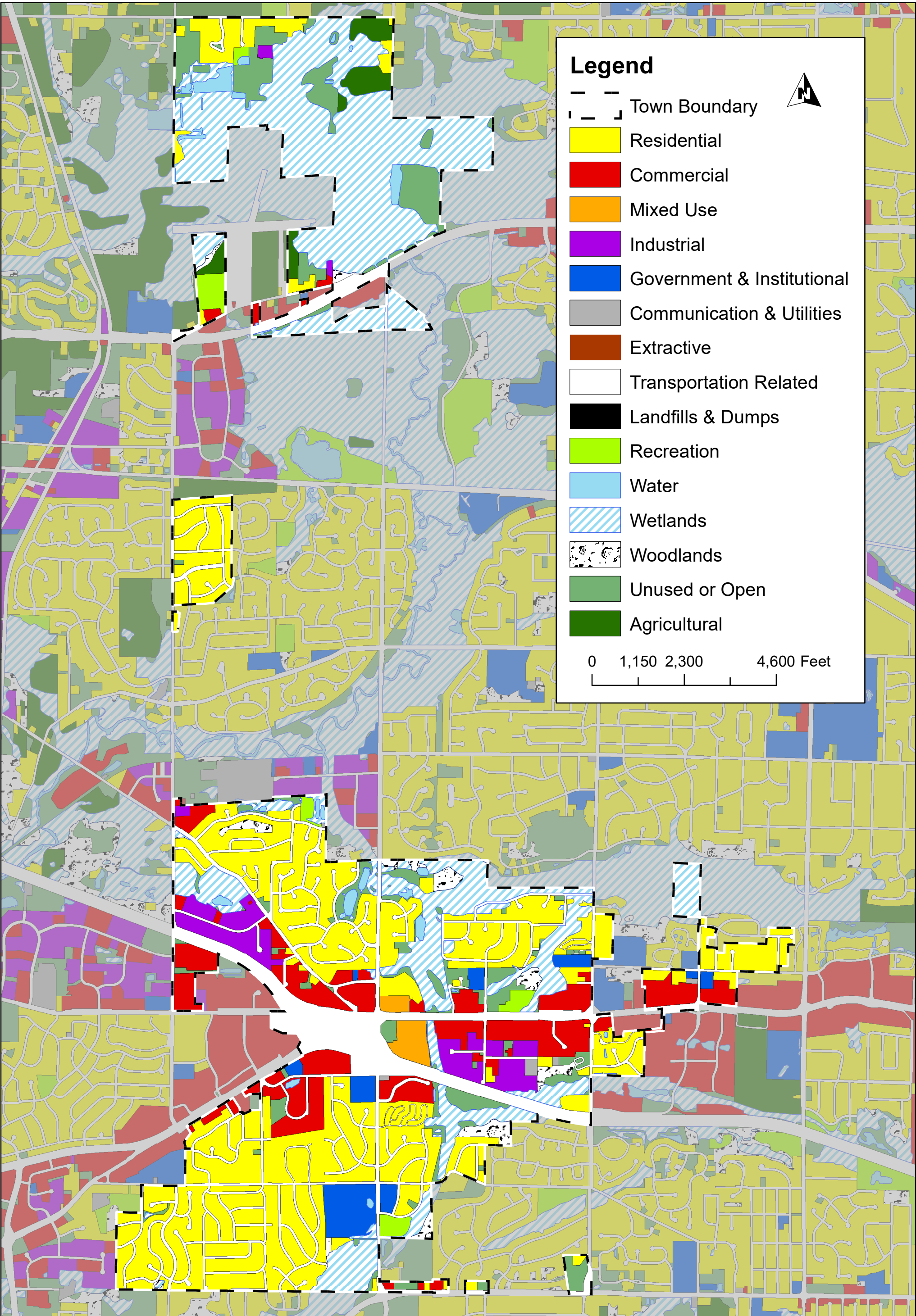
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Appendix A

Town of Brookfield Maps

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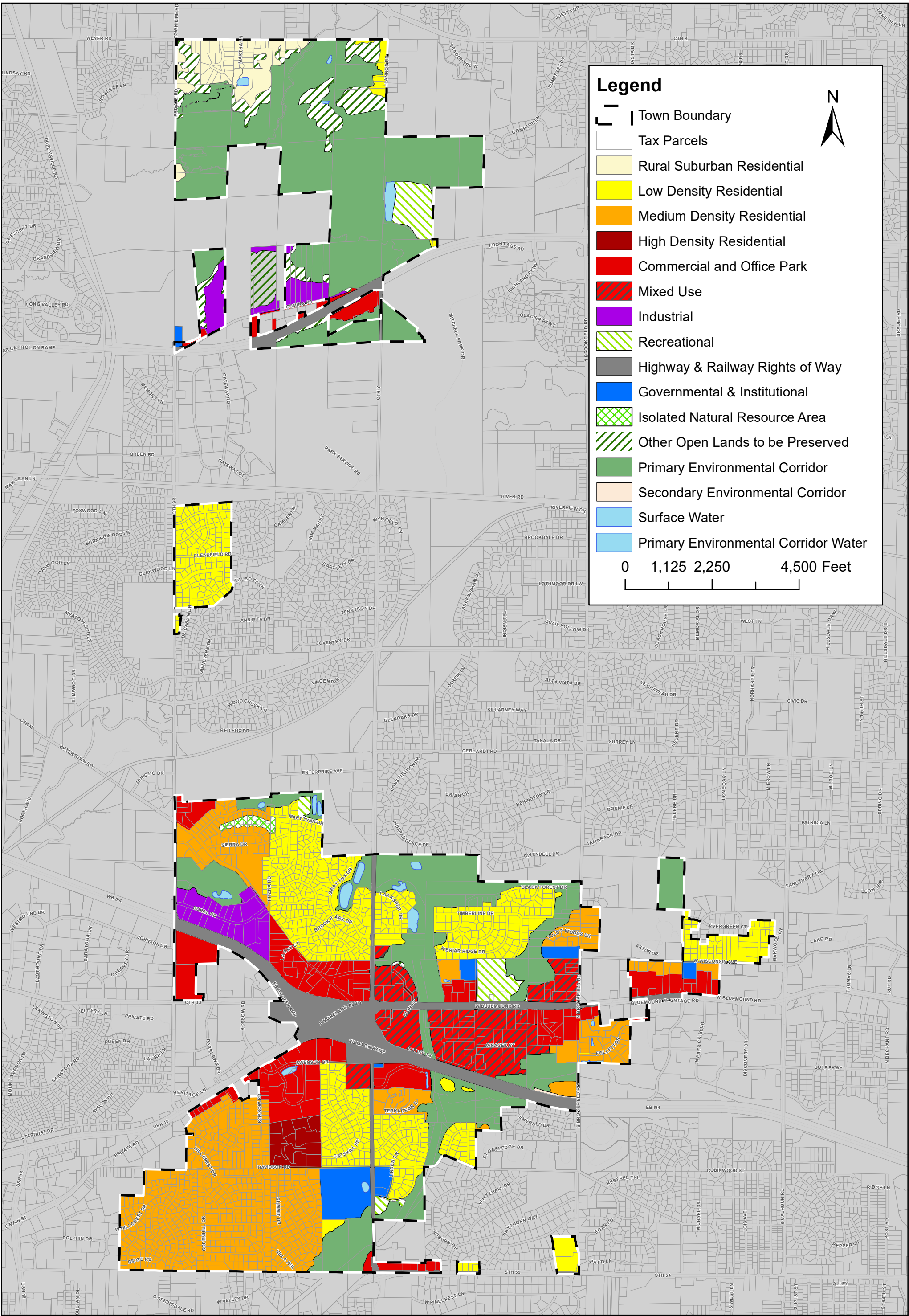
501 Maple Ave
Delafield, WI 53018-9351
PHONE: (262) 646.6855
FAX: (888) 908-8166
TF: (800) 325-2055
www.sehinc.com

Project: BRKFI 163025
Print Date: 12/15/2022
Map by: bhembrook
Projection:
NAD_1983_HARN_WISCRS
_Waukesha_County_Feet
Source: Waukesha County

2022 Land Use

Town of Brookfield, Waukesha County, Wisconsin

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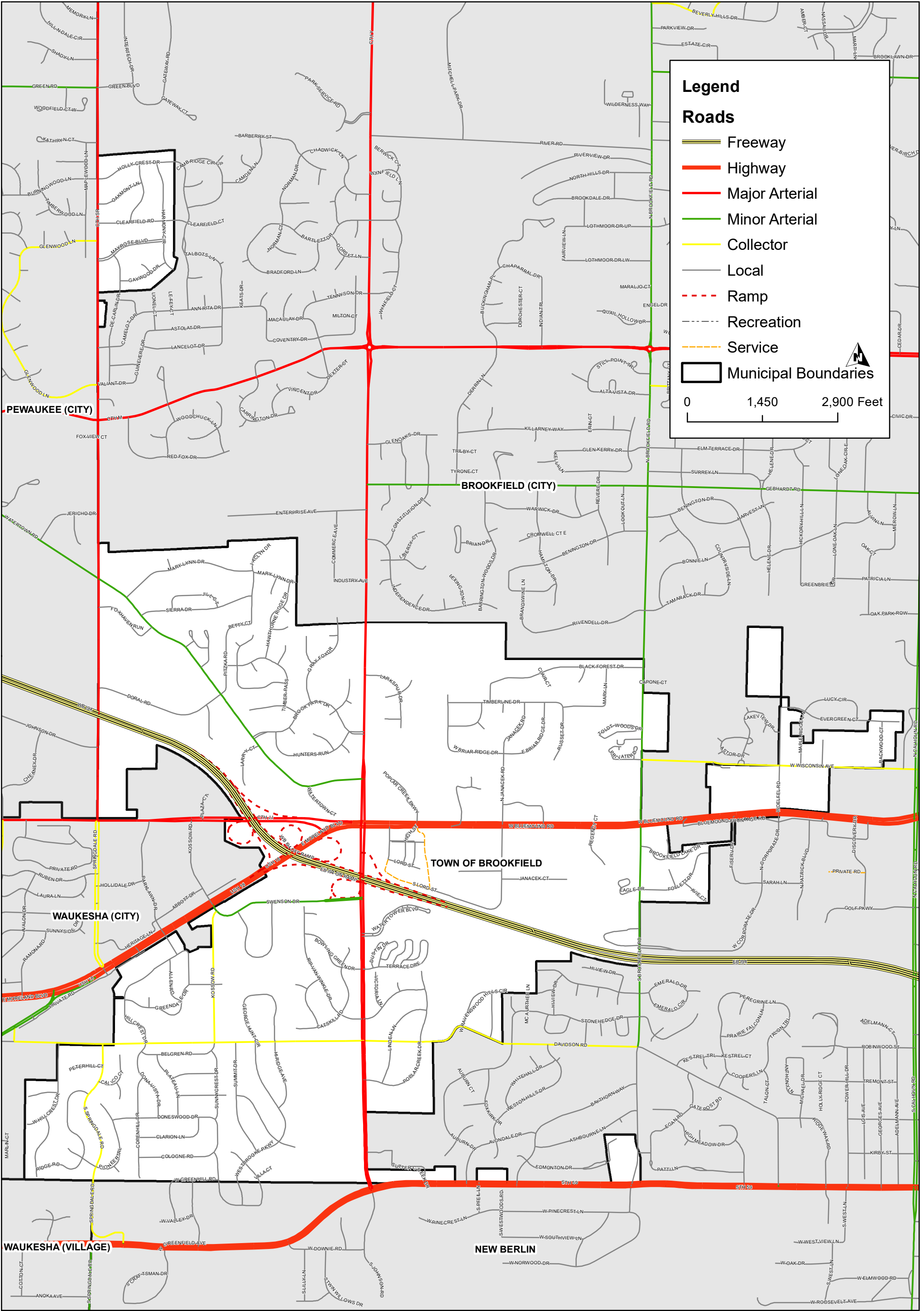
501 Maple Ave
Delafield, WI 53018-9351
PHONE: (262) 646.6855
FAX: (888) 908-8166
TF: (800) 325-2055
www.sehinc.com

Project: BRKFI 163025
Print Date: 12/15/2022
Map by: bhembrook
Projection:
NAD_1983_HARN_WISCRS
Waukesha County Feet
Source: Waukesha County

2042 Future Land Use Map

Town of Brookfield, Waukesha County, Wisconsin

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	<p>501 Maple Ave Delafield, WI 53018-9351 PHONE: (262) 646.6855 FAX: (888) 908-8166 TF: (800) 325-2055 www.sehinc.com</p>	<p>Project: BRKFI 163025 Print Date: 12/15/2022 Map by: bhembrook Projection: NAD_1983_HARN_WISCRS _Waukesha_County_Feet Source: Waukesha County</p>	<h1>Road Function Classifications</h1> <h2>Town of Brookfield, Waukesha County, Wisconsin</h2>
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This map is neither a legally recorded map nor a survey map and is not intended to be used as one. This map is a compilation of records, information, and data gathered from various sources listed on this map and is to be used for reference purposes only. SEH does not warrant that the Geographic Information System (GIS) Data used to prepare this map are error free, and SEH does not represent that the GIS Data can be used for navigational, tracking, or any other purpose requiring exacting measurement of distance or direction or precision in the depiction of geographic features. The user of this map acknowledges that SEH shall not be liable for any damages which arise out of the user's access or use of data provided.

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TOWN OF BROOKFIELD ZONING MAP

TOWN 7 NORTH RANGE 20 EAST
WAUKESHA COUNTY, WISCONSIN

LEGEND

Zoning Categories

	A-1 Agricultural District		M-1 Limited Manufacturing District
	Rs-1 Single Family Residential District		M-2 General Manufacturing District
	Rs-2 Single Family Residential District		M-3 Quarrying District
	Rs-3 Single Family Residential District		I-1 Institutional District
	Rs-4 Single Family Residential District		C-1 Conservancy District
	Rd-1 Two-Family Residential District		P-1 Park District
	Rm-1 Multi-Family Residential District		T-1 Transitional District
	Rm-2 Multi-Family Residential District		Planned Unit Development Overlay District
	B-1 Neighborhood Business District		Waukesha County Shoreland Zoning Jurisdictional Limits
	B-2 Limited General Business District		Incorporated Areas
	B-3 Office and Professional Business District		Surface Water
	MU Mixed Use District		

Summary of District Regulations								
District	Building Location		Height Regulations		Area Regulations			
	Minimum Setback (Ft.)	Minimum Offset (Ft.)	Principal Bldg. Max (Ft.)	Access Bldg. Max (Ft.)	Floor Area First Floor Minimum (Sq. Ft.)	Floor Area Total Minimum One Family (Sq. Ft.)	Floor Area Ratio Maximum	Lot Size Minimum Area (Sq. Ft.) Minimum Width (Ft.)
Conservancy "C-1"								
Agricultural "A-1"	50	30	35	15	1000	1200	5%	5 Ac. 300
Single Family Residential "Rs-1"	50	20	35	15	1000	1300	20%	40,000 150
Single Family Residential "Rs-2"	50	20	35	15	1000	1200	18%	30,000 120
Single Family Residential "Rs-3"	50	20	35	15	1000	1100	18%	20,000 110
Single Family Residential "Rs-4"	35	15	35	15	1000	1100	15%	15,000 90
Two Family Residential "Rd-1"	35	15	35	15	1000	1000	20%	20,000 120
Multi-Family Residential "Rm-1"	35	20	40	15	(1)	(1)	30%	20,000 120
Multi-Family Residential "Rm-2"	35	20	40	15	(2)	(2)	25%	20,000 120
Neighborhood Business "B-1"	50	15	35	15	-	-	30%	2 Ac. 200
Limited General Business "B-2"	50	15	45	15	-	-	50%	20,000 120
Office and Professional Business "B-3"	50	15	60	15	-	-	30%	20,000 120
Limited Manufacturing "M-1"	50	10	45	15	-	-	50%	20,000 120
General Manufacturing "M-2"	50	10	45	15	-	-	70%	20,000 120
Quarrying "M-3"	100	(3)	45	15	-	-	-	-
Institutional "I-1"	50	20	35	15	(4)	(4)	(4)	20,000 120
Park "P-1"	45	20	15	15	-	-	-	-

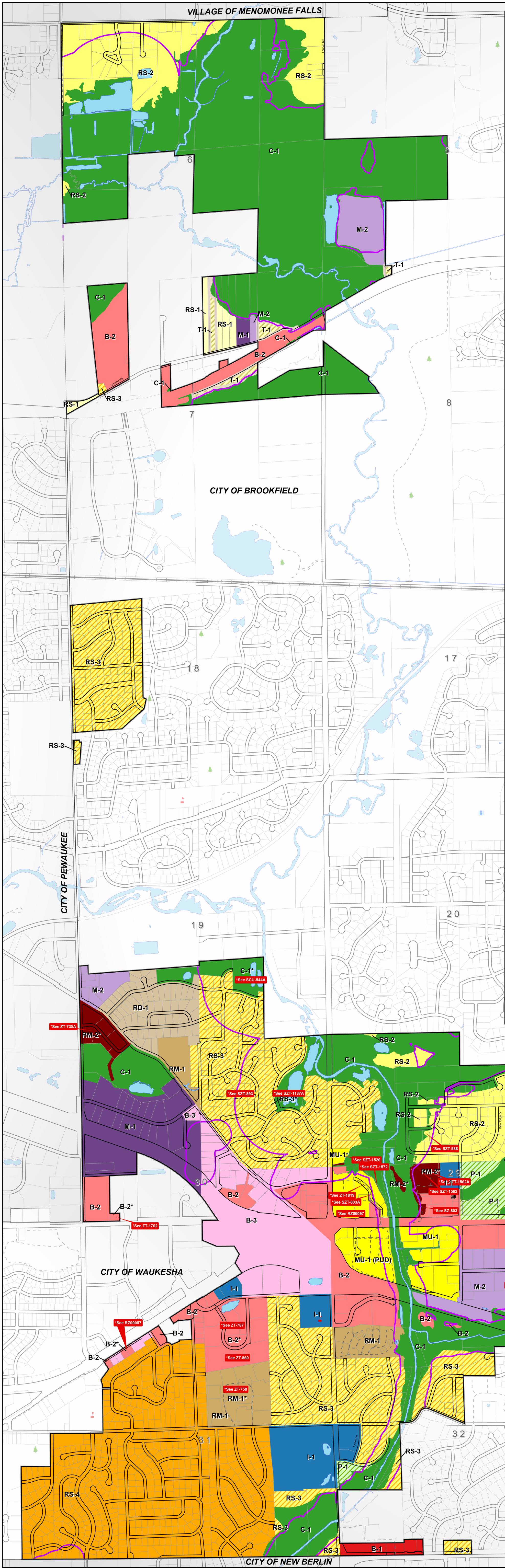
(1) The minimum floor area of a principal building shall be: 750 sq. ft./1-bedroom unit; 950 sq. ft./2-bedroom unit; 1100 sq. ft./3-bedroom unit.
(2) The minimum floor area of a principal building shall be: 750 sq. ft./1-bedroom unit; 950 sq. ft./2-bedroom unit;
(3) Buildings accessory to the quarrying operation shall be 50 ft. minimum from the ROW and 25 ft. from all other lot lines.
(4) Residential uses permitted in I-1 shall comply with building area requirements of the Rs-3 district.

RECENT ZONING AMENDMENTS

File Number	Section	Zoning Change	Adopted	File Number	Section	Zoning Change	Adopted
ZT-1099	29	B-3 to Rm-2,C-1	3/8/1994	ZT-1591	7	T-1 to M-1	1/27/2006
ZT-1102	28	B-2 to Rm-2	3/8/1994	SZT-1562A	29	Changed Conditions	9/26/2006*
SZT-1126	32	Rs-2 to Rm-2	11/9/1994	ZT-1653	28	Rm-2 to Rm-2 w/PUD	7/24/2007
ZT-942A	30	B-3 to M-1	6/10/1997	SZT-1572A	29	RM-2/PUD to B-2	10/9/2007
ZT-1341	30	B-3 to I-1	4/27/1999	ZT-1730	28	Rm-2 to Rm-2 w/PUD	5/22/2012
ZT-1390	5,7, & 8	Multiple Changes	10/24/2000	ZT-1737	29/32	B-2, M-2 to MU	7/24/2012
SZT-1137A	19 & 30	C-1 to Rs-3	11/14/2000 *	ZT-1762	30	M-1 to B-2	10/22/13*
SZT-1377	32	Rs-2 to Rd-1	1/23/2001 *	ZT-1777	28	Rm-2 to Rm-2 w/PUD	4/8/2014
ZT-1443	29	B-3 to Rm-2	10/14/2003	ZT-1781	29	MU-1 TO MU-1 w/PUD	5/27/2014
ZT-1517	31	RS-3 to RS-4	4/13/2004	ZT-1789	30	B-3 to B-2	8/26/2014
ZT-1443A	29	Rm-2 to Rm-2 w/PUD	5/18/2004	ZT-1796	31	B-3 to B-2	10/28/2014
ZT-1532	29	Rs-2 to RM-2 w/PUD	7/12/2004	ZT-1819	29	B-2 to MU-1	10/27/2015*
SZT-1526	29	Rs-3 to RM-2 w/PUD	12/14/2004*	ZT-1835	29	B-3 to MU-1	7/26/2016
SZT-1562	29	C-1, B-3, B-2 to Rm-2	9/27/05*	ZT-1860	30	B-3 to B-2	11/28/2017
SZT-1572	29	B-2 to Rm-2 w/PUD	9/27/05*	RZ97	29	C-1, B-2, Rm-2 to MU-1	5/24/22*

* Conditional zoning amendments are denoted on the map with an asterisk and a note referring to the rezoning file number which is on file on the Waukesha County Department of Parks and Land Use.

0 500 1,000 2,000 3,000 4,000 5,000 Feet
Adopted by the Brookfield Town Board: December 20, 1988
Adopted by the Waukesha County Board of Supervisors: March 21, 1989
Prepared by the Waukesha Co. Dept. of Parks and Land Use: November 2007
Updated by the Waukesha Co. Dept. of Parks and Land Use: August 2022



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Appendix B

Public Participation Results

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TOWN OF BROOKFIELD – COMPREHENSIVE PLAN

PUBLIC PARTICIPATION PLAN

Adopted by Planning Commission, October 26, 2021

The Town of Brookfield has begun the process of creating a Comprehensive Plan and creating a community vision for 2042 with actionable steps to implement that vision. Input gathered from the community will guide the development of this Plan.

The Comprehensive Plan will be updated to comply with Wisconsin Statutes 66.1001 for Comprehensive Plans. This will include the requirement that the governing body of the local governmental unit adopt written procedures designed to foster public participation including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage in the preparation of the Comprehensive Plan. The written procedures contained within this Public Participation Plan satisfy these requirements. This Public Participation Plan will guide public engagement throughout the Town of Brookfield's comprehensive planning process.

This Public Participation Plan offers all citizen, businesses, interest groups and other participants a range of opportunities to participate throughout the planning process in a meaningful way to shape the future of the Town. Effective public input is critical for the success of this planning process because it is the Town's citizens, businesses and community organizations that will experience the Plan's costs and benefits daily for years to come. This Plan will in part determine where and how the Town's residents live, work, and recreate, and how they travel from one place to another. Members of the public will also be primary implementers and enforcers of principles of the Plan.

This Public Participation Plan is creative, inclusive, and persistent. It employs the use of innovative, unique, and thoughtful ways to encourage people to participate in the process and maximize the effectiveness of their contributions. The opportunities are open to everyone with a stake in the outcome of the Comprehensive Plan. Several participation opportunities are available to a wide range of citizens – people with different incomes, races, ages, and occupations – in all stages of the planning process.

This public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all Town decision-making processes;
- Provide opportunities to disseminate information about the Plan and process to all segments of the Town;
- Strengthen the relationships between the Town of Brookfield's decision-makers and citizens; and
- Develop a shared vision for the future of the Town of Brookfield.

Public Participation Opportunities

The Town of Brookfield establishes the following list of public participation activities. These techniques are designed to maximize public participation throughout the planning process that will satisfy Wisconsin's Comprehensive Planning Legislation. Short Elliott Hendrickson Inc. (SEH), a multi-disciplined consulting firm has been hired by the Town to facilitate development of an updated Comprehensive Plan for the Town. Most activities described herein will be facilitated by SEH.

1. Community Survey

A survey will be utilized at the beginning of the planning process to measure public sentiment about various aspects of life in the Town. The Town will issue a press release to inform the public and the media about the survey and to start to engage community members. A link to the online survey will be made available on the Town's webpage. Paper copies of the survey will be available at Town Hall and other key locations around the Town.

2. Public Involvement Meetings

These meetings will serve a dual purpose of creating public awareness and educating about the planning process, answering questions from the community, and facilitating public participation exercises.

2a. Public Workshop. SEH will lead exercises to engage community participants in discussions about issues and opportunities that should be addressed during the planning process. Town committee members and Plan Commission members are encouraged to participate and to invite neighbors, friends and community members to engage in this process.

2b. Public Open House. SEH will facilitate an Open House to provide the public with an opportunity to comment on the draft Comprehensive Plan including goals and policies for implementation of the Plan.

3. Website

The Town's website will be the main source of information about this planning process. This site will help keep community members and interested persons informed on the Plan's development. This information will include public engagement methods, meeting dates, draft Plan elements, reports, and maps.

4. Social Media

Information about the planning process, public involvement meetings and workshops will be shared by the Town on their and/or Town partner's social media accounts as a means of informing a wider audience.

5. Press Releases

The Town and SEH will work together to produce press releases and other public information pieces at key points to facilitate widespread awareness about events and overall progress on the Plan development.

6. Meeting Notices

The Town will post meeting notices for each meeting and event at accessible locations including Town Hall, and the Town of Brookfield's online meeting calendar. Public hearings will be posted and published in the Waukesha Freeman.

7. Intergovernmental Consultation on Review of Plan

During the Planning Process, SEH and Town staff will engage with Waukesha County and other adjacent municipalities to ensure they are invited to participate in the Town of Brookfield's long-range planning.

8. Plan Commission Meetings

The components of the Comprehensive Plan will be reviewed and refined at a Plan Commission meeting. The meeting will focus on the development of plans, policies, and programs to implement the community's vision. The meeting will be open to the public and the public will generally be given an opportunity to comment at this meeting.

9. Plan Review, Public Hearing and Adoption Process

Following the completion of a draft of the Comprehensive Plan, the Plan Commission will review and consider approval of the planning document. The Plan Commission will review the Plan and schedule a formal Public Hearing. Wisconsin Comprehensive Planning Legislation requires municipalities to hold at least one formal public hearing with a published public notice 10 days prior to adoption of the Final Comprehensive Plan. Following the Public Hearing, the Plan Commission will consider approval of the Plan. The Plan Commission's approval will occur by Resolution and a recommendation will be made to the Town Board for adoption of the Plan.

The Comprehensive Plan will be forwarded to the Town Board for final consideration. The Town Board will consider any comments received on the Plan prior to adopting the document. The final Plan will be approved by adoption of a Town ordinance, in compliance with Wisconsin Statutes.

Appendix C

Town of Brookfield Community Survey

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TOWN OF BROOKFIELD – COMPREHENSIVE PLAN



COMMUNITY SURVEY RESULTS REPORT MARCH 2022



Building a Better World for All of Us[®]



Community Survey Results Overview

In late 2021 and early 2022, the Town of Brookfield requested community participation through a Town-wide survey to help inform citizens and visitors regarding the Comprehensive Plan efforts. The survey was advertised in the Town's Newsletter, Town Tidings, with instructions on how to access the survey and information on the purpose of the project. The survey was also advertised on several social media posts and at the January 26, 2022, Public Information Meeting. In total, 298 surveys were completed. Considering the town's estimated population of 6,477 residents in 2020, almost 5% completed the community survey. The survey was available between November 17, 2021 and February 15, 2022. Community members were encouraged to complete the online version of the survey; however, paper copies were available at Brookfield Town Hall and were mailed to those who requested one. The survey was posted on the Town's website and a link was provided through the Town's Facebook page. Additionally, information was provided in the Town's newsletter (Town Tidings) that encouraged readers to complete the survey.

In total, 298 surveys were completed to varying degrees. 175 surveys were entirely completed (58% of all surveys). Many of the partially complete surveys were deemed incomplete by the online survey platform due to respondents choosing not to provide information about their identity (including name and contact information). Respondents were not required to provide such information, but the online survey platform still deemed such responses as incomplete. Personal identifying information provided by respondents was collected to be used to invite interested participants to further public engagement opportunities. Individual responses were aggregated, and personal information provided by respondents will remain confidential.

Survey results indicate that:

- 87% of online survey respondents are Town of Brookfield residents
- Of those respondents, 27% have lived in Town of Brookfield for more than 20 years
- 43% have resided in Town of Brookfield between 1 and 10 years
- 89% of respondents reside in detached single-family homes
- 8% live in either a duplex or apartment complex.
- 75% of respondents have a household income over \$100,000, 15.6% earn over \$250,000 a year.
- Survey respondents were divided between age groups. 13% of respondents are between 25 and 34 years of age, almost 50% are aged between 34 and 54 years of age, and 36% are 55 years of age or older.

When asked to describe the one thing about the Town of Brookfield that should not change, the most common responses included: low taxes with adequate services, small town feel with nearby urban centers, and sense of community. Conversely, when asked to describe the one thing about the Town that should change, the most common responses include: incorporating into a village, combining some services or departments with neighboring communities, improved pedestrian and bicycle safety and access, and changing school district boundaries to allow all residents to attend Elmbrook schools.

When asked what the community should promote in the next 20 years, the following were identified as being the most "extremely important" or "very important":

- Safe community/security (63.4%, 27.7%).
- Quality school system (58.7%, 26.9%)
- Support of existing businesses (40.5%, 42.6%)
- Parks and trail network (34.5%, 40.6%)
- Bike & pedestrian connectivity (32.1%, 30.1%)
- Public health and an active community (31.2%, 40.1%)
- Youth activities (29.0%, 39.4%)



One of the questions in the survey inquired about community preference for the type of development that the Town of Brookfield should encourage in the next 30 years. The respondents were asked to divide the development types into three categories described as “needs more of,” “keep at existing level,” and “needs fewer of.” The results are presented below as percentage of responses.

“Needs more of” include:

- Restaurants (55%, 39% indicated keep at existing level);
- Neighborhood Services / Businesses (47%, 47% indicated keep at existing level);

“Keep at existing level” include:

- Offices / Business Parks (65%, 17% indicated more needed);
- Retail / Shopping (65%, 28% indicated more needed);
- Entertainment / Attractions (50%, 42% indicated more needed);
- Hotels / Motels (61%, 24% indicated need fewer of); and
- Industry / Manufacturing (54%, 19% indicated need fewer of).

Survey respondents were also asked to indicate if they agree or disagree with the following statements about housing development in the Town of Brookfield:

- There is an adequate supply of well-built and well-maintained quality housing (59% agreed, 17% were neutral).
- More single-family homes are needed (37% were neutral and 30% agreed).
- More two-family homes are needed (34% disagreed and 30% strongly disagreed).
- More townhomes are needed (34% disagreed and 33% strongly disagreed).
- There is an adequate supply of affordable / work force housing (36% were neutral and 29% agreed).
- More multi-family homes are needed (39% strongly disagreed and 34% disagreed).
- More condominiums are needed (30% were neutral, 21 % agreed, and 21% strongly disagreed).
- More senior living options are needed (34% were neutral and 22% agreed).
- More rental housing in general is needed (34% strongly disagreed and 22% were neutral).

Looking at Town of Brookfield's parks and trails:

- Almost 50% of respondents agreed or strongly agreed that parks within the town meet their/ their family's routine recreational needs, while 22.6% disagreed or strongly disagreed.
- Only 16.2% of respondents feel that existing bicycle facilities are adequate and 42.2% believed the bicycle facilities are inadequate. 16.8% of respondents feel safe using existing bicycle facilities.
- 71.6% of respondents agree or strongly agree that the parks are well maintained and clean.
- 50% of respondents disagree or strongly disagree that the existing sidewalk system/pedestrian infrastructure is adequate. Additionally, 26.4% do not feel safe using pedestrian/walking facilities.

Full survey results follow in this report. This document highlights the themes and findings identified in the open response portions of the online surveys. Each time topics were mentioned in a response, they were tallied by SEH staff to identify common themes and community sentiments that should inform the Town of Brookfield's priorities for the future.

Themes for Open Ended Survey Questions

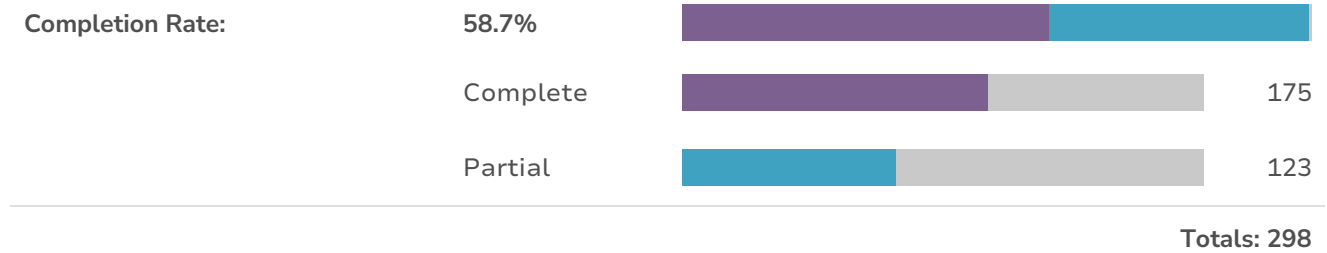
Other types of development the Town should encourage in the next 20 years.
<ul style="list-style-type: none"> Developing community spaces and youth recreation (community pool, splash pad, playgrounds, youth center, etc.)
<ul style="list-style-type: none"> Small and locally owned stores and restaurants (non-chains)
<ul style="list-style-type: none"> Condos instead of apartments
<ul style="list-style-type: none"> Better parks

If you could change one thing in the Town of Brookfield, what would it be and why?
<ul style="list-style-type: none"> More boutiques and non-chain restaurants and stores
<ul style="list-style-type: none"> Incorporating into a village
<ul style="list-style-type: none"> Combining some services or departments with neighboring communities
<ul style="list-style-type: none"> Improved pedestrian & bicycle safety, access, and connectivity
<ul style="list-style-type: none"> Change school district boundaries to allow all residents to attend Elmbrook schools.
<ul style="list-style-type: none"> Improved streetscapes and street maintenance.
<ul style="list-style-type: none"> Community pool.
<ul style="list-style-type: none"> Fill vacant stores and offices.

What is the one thing about the Town that should not change and why?
<ul style="list-style-type: none"> Low taxes while still providing adequate services
<ul style="list-style-type: none"> Small town feel
<ul style="list-style-type: none"> Sense of community and number of community events
<ul style="list-style-type: none"> Maintain identity as a town or incorporate as a village. No more annexing into other communities.
<ul style="list-style-type: none"> Emergency services including fire and police departments

Report for Town of Brookfield Community Survey

Response Counts



1. How important is it for the Town Brookfield to promote the following in the next 20 years?

	Unsure	1 = Not At All Important	2 = Low Importance	3 = Somewhat Important	4 = Very Important	5 = Extremely Important	Responses
Community Atmosphere Count Row %	5 2.3%	2 0.9%	6 2.8%	58 26.7%	86 39.6%	60 27.6%	217
Community Events Count Row %	2 1.0%	3 1.5%	7 3.4%	58 28.6%	83 40.9%	50 24.6%	203
Safe Community / Security Count Row %	1 0.5%	1 0.5%	2 1.0%	14 6.9%	56 27.7%	128 63.4%	202
Public Health & an Active Community Count Row %	3 1.5%	2 1.0%	9 4.5%	44 21.8%	81 40.1%	63 31.2%	202
Totals Total Responses							217

2. How important is it for the Town Brookfield to promote the following in the next 20 years?

		1 = Not At All Unsure	2 = Low Importance	3 = Somewhat Important	4 = Very Important	5 = Extremely Important	Responses
Quality School System Count Row %	4 1.9%	4 1.9%	6 2.9%	16 7.7%	56 26.9%	122 58.7%	208
Child Care Facilities Count Row %	9 4.5%	7 3.5%	24 12.1%	57 28.8%	62 31.3%	39 19.7%	198
Youth Activities Count Row %	2 1.0%	5 2.6%	8 4.1%	46 23.8%	76 39.4%	56 29.0%	193
Medical Facilities Count Row %	3 1.5%	1 0.5%	19 9.7%	64 32.7%	67 34.2%	42 21.4%	196
Senior Citizen Services Count Row %	6 3.1%	5 2.6%	18 9.2%	65 33.3%	68 34.9%	33 16.9%	195
Totals Total Responses							208

3. How important is it for the Town Brookfield to promote the following in the next 20 years?

		1 = Not At All Unsure	2 = Low Importance	3 = Somewhat Important	4 = Very Important	5 = Extremely Important	Responses
Bike & Pedestrian Connectivity Count Row %	1 0.5%	5 2.4%	27 12.9%	46 22.0%	63 30.1%	67 32.1%	209
Parks & Trail Network Count Row %	0 0.0%	4 2.0%	11 5.6%	34 17.3%	80 40.6%	68 34.5%	197
Variety of Businesses / Industries Count Row %	0 0.0%	2 1.0%	14 7.3%	47 24.4%	78 40.4%	52 26.9%	193
New Businesses Count Row %	0 0.0%	3 1.5%	19 9.7%	54 27.6%	65 33.2%	55 28.1%	196
Support of Existing Businesses Count Row %	0 0.0%	1 0.5%	3 1.5%	29 14.9%	83 42.6%	79 40.5%	195
New Employment Opportunities Count Row %	1 0.5%	5 2.6%	16 8.2%	53 27.3%	73 37.6%	46 23.7%	194
Totals Total Responses							209

4. What type of commercial development should the Town encourage in the next 20 years?

	Unsure	Need Fewer Of	Keep at Existing Level	Need More Of	Responses
Offices / Business / Industrial Parks Count Row %	5 2.5%	31 15.3%	135 66.8%	31 15.3%	202
Retail / Shopping Count Row %	1 0.5%	15 7.5%	131 65.8%	52 26.1%	199
Neighborhood Services / Businesses Count Row %	9 4.5%	2 1.0%	99 50.0%	88 44.4%	198
Restaurants Count Row %	3 1.5%	7 3.6%	83 42.1%	104 52.8%	197
Entertainment / Attractions Count Row %	5 2.6%	10 5.2%	98 50.5%	81 41.8%	194
Hotels / Motels Count Row %	10 5.1%	49 24.7%	118 59.6%	21 10.6%	198
Industry / Manufacturing Count Row %	15 7.5%	40 20.1%	111 55.8%	33 16.6%	199
Totals Total Responses					202

5. Are there other types of development the Town should encourage in the next 20 years? If so please describe the type and identify where it should be located.



ResponseID	Response
18	Communal space with a playground and a space we can hold concerts
19	We think it's a huge missed opportunity that there's nowhere to get gas around the corner of Barker and Bluemound with everything new that's gone in and with the increase in residential living in that area. Having to drive in either direction to find a place to refuel is incredibly inconvenient, especially with how heavy the traffic is in both directions.
20	You have covered what most communities have to offer. Develop a trail system along Poplar Creek and connect to The Corners and the pending development North of The Corners. Increase opportunities at local parks, adding tennis/pickleball courts, basketball, playground, baseball, soccer and maybe a Beer Garden in one park to draw more families to the park. Build a network of trails through the town an connection to neighboring cities trail system. Bike lanes and beautification of arterial roads ie Bluemound & Barker Roads
26	Community center at Ebele park for all ages. More park and rec classes at Ebele park for all ages. Expand the gardens at Ebele Park and offer concerts.
34	HomeGoods store off Bluemound road Macys or department store at Brookfied square
35	More condo development
46	Kwik Trip Bluemound & Janacek
47	More parks instead of com eecial business
49	Improved internet infrastructure to all homes and businesses.

ResponseID	Response
54	Street improvement, promote a better flow of traffic within the Town. Including sidewalks, bike paths, limited access turning lanes.
67	Whatever keeps taxes low! The only thing the town needs is a dump. Would love access to City of Brookfields.
72	Coffee and bakery
73	Maintenance and safety of existing parks
75	Community parka
78	Better parks! Marx park is falling apart with outdated and inaccessible ADA equipment for children. Woodchips are thing of the past and the amount padding under the equipment is negligable if there was a fall. Updated bathrooms at parks (no port o potties) with a nice pavilions to rent for events!
85	Environment/green energy
86	The ability for pedestrian access up and down Barker Rd to The Corners.
94	No large businesses/restaurants. Small privately owned businesses and restaurants. It will give the town a more small town/homely feel. The chain restaurants get to be repetitive and boring.
98	So many great restaurants and retail but only accessible by car. Would LOVE increased focus on pedestrian and bike access. Not safe currently, especially with small children.
99	More Bars.
110	Park district offerings need to be upgraded and updated
113	More dog parks/runs.
122	Multi-Family
124	The Town of Brookfield needs to either allow residents to enter Brookfield, New Berlin Schools or invest in their schools. Due to the poor school ratings of Waukesha my family and I will be moving out of Town of Brookfield before my daughter reaches school age. This Town hasn't invested in being family friendly. It has great shops and location, but not geared towards families with children.
130	Parks, community spaces
132	Renee eagle energy like solar panels
154	More local owned restaurants
160	Community pool would be nice.

ResponseID	Response
161	Please keep a balance of future growth
169	Faith based churches/communities and resources
174	I don't have enough information on our neighboring cities and towns to really call for more or less of most businesses. That said, long vacant commercial properties are eyesores.
183	Small businesses
191	improve local parks, schools
192	Marx Park needs a serious update! The equipment is really old and it does not offer enough activities for all the young families moving to the area. New equipment that is also ADA compliant. Miniwauken park in Mukwonago is an excellent example of what needs to be done.
193	Develop a plan to reduce the carbon footprint of both the town and city to zero in the next ten years. All new buildings must use renewable energy sources, be as energy efficient as possible. We need to be more concerned about our water use and the quality of it. How do we educate and reward residents for taking measurable steps towards conservation, and carbon reduction?
194	Extend the Corners across Bluemound into the vacant hotel and motel. Build more mixed use residential/retail and connect the two areas with a large pedestrian bridge or tunnel
201	Non chain stores
204	Walkways and bike trails for pedestrians, as there are many people walking on the side of busy roads.
210	Swimming pool
211	More Sidewalks - especially on Barker Rd. Pedestrian crossover to THE CORNERS.
216	Development that includes more green space and business that does NOT POLLUTE !! Our water and ground quality is already sub par. Our cancer rates are high here in Brookfield. Let's clean this up and make it a "healthy" place to live. Nothing else matters when you are not healthy,
219	Community Center for entertainment, eating, and bringing citizens together
222	Please update playgrounds. Other towns have been upgraded. Add a splash pad that is fenced in for younger children. Offer more activities for middle schoolers in the summer.
223	Single family homes. Stop building apartments and condo's. Our beautiful quiet community is getting overrun by people, traffic congestion and noise.
228	Multi use and stay business friendly

ResponseID	Response
234	Independent park and rec system
239	Less apartments and condos and more green spaces.
242	indoor pool and fitness center in Wirth Park or off Capital Drive. Something like the Rec Plex in Pleasant Prairie would be amazing. We need more ways to stay active in winter, and one of the big healthcare companies in the area could be a major sponsor and use it for aquatic therapy and other physical therapy.
243	Renovating or building new business on existing land/buildings that are currently empty ie. north east corner of barker and blue mound
249	Make the Town of Brookfield a village.
258	Capital drive needs more accessible services and home design services for the residential areas near by. Also Sendiks mall is a disappointment. There are not enough dining establishments to provide variety. No quick bite places or even ice cream and bakery. Starbucks was a great addition. There are no quality national stores that are more on trend in clothing. It lost the UPS store just as many people started to work from home. It would be great if some of that empty space at the Sendiks mall could be converted to drop in office space. A vibrant mall would increase the appeal of the area for both families and retirees and ideally complement the expanded walking paths and planned expanded trails.
265	Combine with the City. FOCUS extremely on NON chain anything. The chains are not what town or city residents want. Focus on getting rid of Waukesha north school district and making Brookfield just Elmbrook. Most younger people who are replacing all the older generation do not care weather it is town or city. What they want is more NON chain, non starbucks, and cool DOWNTOWN replacement in the village area.
276	Small business, locally owned
281	Preserving natural space, and nature
286	Sidewalks along busy roads including Davidson rd
289	A community pool for TOB residents would be extremely beneficial. There are very few options to cool off in the summer. Waukesha city pools fill up so fast, and it would be great to utilize a lot to become some type of summer water attraction for residents only.
292	Bluemound Road should be comprised of boutique hotels, restaurants and upscale shopping. No strip stores!
294	We need a community indoor aquatic center. Our high school pools are an embarrassment compared to those around us. If we had an indoor aquatic center, we could use it for water aerobics, water sports, swim teams, swim meets, and more!
306	Small business

ResponseID Response

307	Need more entertainment/attractions for children, especially at The Corners where adults can drop off their kids and shop, dine, etc... and their kids are entertained.
309	Small business. Cultivate an atmosphere of affordable leased space for small business to thrive

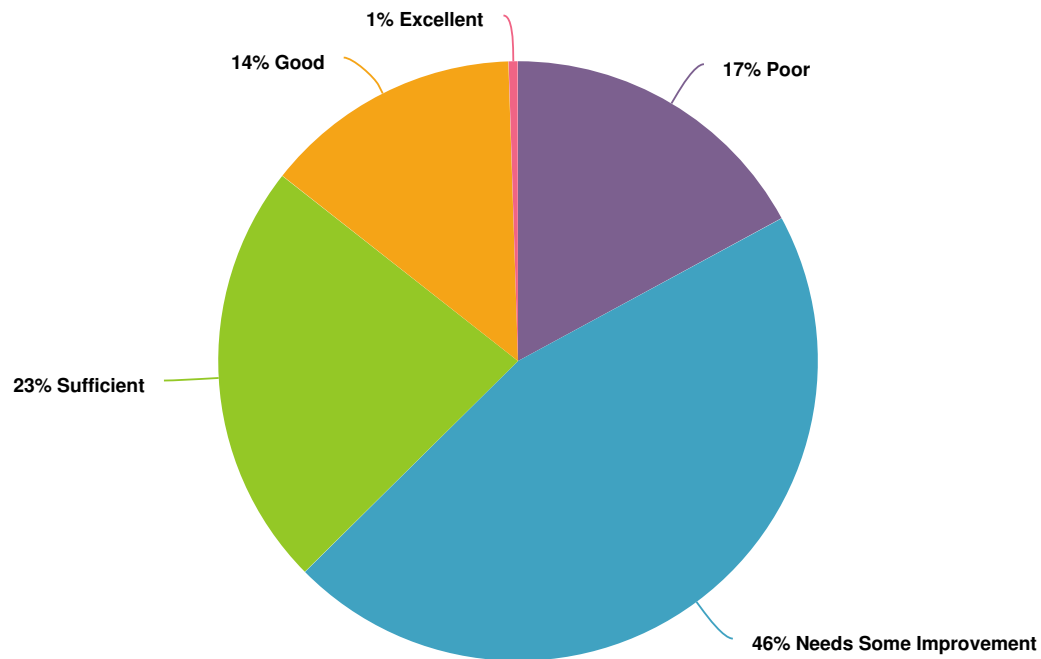
6. Please indicate to what extent you agree or disagree with each of the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
There is an adequate supply of living wage jobs Count Row %	4 2.0%	21 10.7%	91 46.4%	71 36.2%	9 4.6%	196
There is an adequate support system in place for entrepreneurs and new businesses Count Row %	3 1.5%	22 11.3%	120 61.9%	43 22.2%	6 3.1%	194
The Town is a welcoming and attractive place for visitors Count Row %	4 2.0%	14 7.1%	44 22.4%	96 49.0%	38 19.4%	196
Totals Total Responses						196

7. Please indicate to what extent you agree or disagree with each of the following statements related to transportation:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
Streets in the Town are adequately maintained Count Row %	5 2.6%	20 10.3%	23 11.8%	121 62.1%	26 13.3%	195
Town services are effectively provided (i.e. water, sewer, streets/sidewalks, parks/trails, community events, trash/recycling collection, snow plowing, municipal court, police, fire, ambulance) Count Row %	4 2.1%	20 10.4%	16 8.3%	109 56.8%	43 22.4%	192
Do you believe traffic congestion and/or traffic safety are adequately provided for in the Town of Brookfield? Count Row %	5 2.6%	24 12.6%	37 19.4%	101 52.9%	24 12.6%	191
Totals Total Responses						195

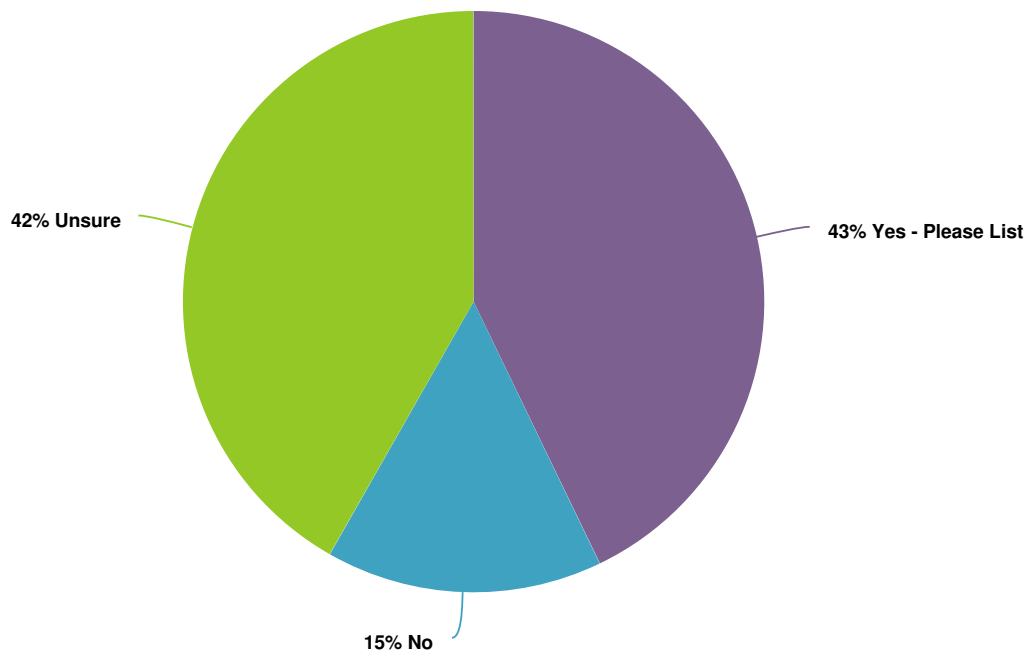
8. Please rate current bicycle and pedestrian accommodations in the Town of Brookfield.



Value		Percent	Responses
Poor	<div><div></div></div>	17.1%	32
Needs Some Improvement	<div><div></div></div>	45.5%	85
Sufficient	<div><div></div></div>	23.0%	43
Good	<div><div></div></div>	13.9%	26
Excellent	<div><div></div></div>	0.5%	1

Totals: 187

9. Are there specific areas within Town of Brookfield where traffic flow and/or traffic safety needs to be addressed?



Value		Percent	Responses
Yes - Please List	<div><div></div></div>	42.9%	78
No	<div><div></div></div>	15.4%	28
Unsure	<div><div></div></div>	41.8%	76

Totals: 182

Yes - Please List	Count
Barker & Bluemound	2
Bluemound	2
Bluemound	2
Near train crossings	1
All major north south roads need improvements. Help push County to Widening Pilgrim and take over Elm Groves portion. That will help major town roads	1
At the intersection of Barker and Brook Park	1
Back ups on Brookfield road, especially on days when the yard waste site is open.	1
Totals	78

Yes - Please List	Count
Baker Road	1
Barker Rd	1
Barker Rd & Brookfield Rd	1
Barker Rd from Bluemound Rd to Capitol	1
Barker Rd just north of Watertown Rd.	1
Barker Rd north of Bluemound	1
Barker Road	1
Barker Road and Watertown can be a bottleneck at times	1
Barker and Bluemound	1
Barker between greenfield and Swenson	1
Barker north of Bluemound	1
Barker road	1
Barker, north of Bluemound. Bluemound westbound from Poplar Creek to Barker	1
Blue mound and barker	1
Blue mound road	1
Bluemound & Barker Rds	1
Bluemound Rd pedestrian	1
Bluemound Rd/Barker Rd Intersection, especially the freeway exit	1
Bluemound Road	1
Bluemound and Barker	1
Bluemound and Janacek - a walking/biking bridge would be nice.	1
Bluemound starting from the last light before barker to barker.	1
Bluemound/barker	1
Brookfield Rd near yard waste dump is ridiculous	1
Totals	78

Yes - Please List	Count
By Chic fil A	1
Calhoun Road expansion project left the entire Cherry Hill/Martha Drive neighborhood with no choice but to make U-turns on what is now a 4-lane road in order to get home when traveling from west to east. It's either U-turns or long trips through residential streets where kids and pets play. Poorly thought out at best, and no opportunity for public input based on meeting archives posted on the project's home page. Don't do that to any other neighborhoods in the future.	1
Copenhill Drive needs a stop sign by Clarion. That intersection is where two hills meet and it's very straight and cars zoom/speed through that area.	1
Corner of Bluemound and Barker	1
Corners Intersection	1
Davidson Rd and Kossow Rd both have no shoulders or bike / pedestrian accommodations and have a lot of bike / ped users	1
Davidson is horrendous for pedestrians + bikers.	1
Davidson road	1
Goerke's corner	1
Goerkes Corners going NB on Barker can get congested and can be confusing for people.	1
I really wish there was a bike path/sidewalk from Hillcrest to Marx Park along Davidson	1
In front of The Corners	1
Janacek and Bluemound. All Bluemound lights	1
Kossow and Moreland (not sure if that's the town or not!)	1
Kossow road	1
More bike lanes that connect the parks. The current bike lanes start and stop randomly	1
More sidewalks on Davidson and Kossow with heavy street traffic	1
N Barker Rd	1
Near the corners	1
Neighborhoods without sidewalks need proper safety information on how to correctly walk/run in the street. Always against the flow of auto traffic, but many people are still on the wrong side of the road.	1
Totals	78

Yes - Please List	Count
No safe bike or pedestrian paths along Barker Rd from Bluemound Rd to North Ave.	1
North of Barker and Bluemound Road	1
North road between barker and elmbrook hospital. Need a divider for bike safety.	1
North/South roads, such as barker and Springdale. Sometimes the roundabouts cause backups because of the traffic lights not in sync with the traffic using barker road	1
Northbound Barker rd by Watertown rd intersection	1
Pedestrian access along Davidson Rd	1
Pedestrian path along Brookfield Rd.	1
Springdale Rd	1
Springdale from Bluemound to Watertown - Road in terrible shape south of Freeway,	1
Springdale road abd Watertown road intersection by kwiktrip	1
The major through way roads. Bluemound, Capitol, Calhoun, Barker, Brookfield Road	1
Too many speeders!	1
Train on northave during rush hours	1
Turning south on Thomas and Bluemound,	1
Watertown and Springdale (Kwik Trip lot)	1
Watertown road - needs bike lane	1
Weyer Road is unsafe	1
When Elmbrook Church let's out. We live close and it is very inconvenient to leave our neighborhood on Sunday mornings.	1
barker & bluemound along with congestion to enter freeway west lane causes backs ip & to leave the corners and head west hou have to make a u turn at the previous intersection	1
coming out of the corners of brookfield, many cars want to go west so have to make u-turn, so have to race across 4 lanes to make a wide u-turn, seems like this is what a majority of the cars a doing	1
downtown	1
not bike friendly	1
Totals	78

Yes - Please List	Count
sidewalk/bike lane on Barker / pedestrian / bike access across bluemound to corners	1
stretch of Lilly Road between North and Burleigh needs a sidewalk	1
Totals	78

10. Which two roads and/or intersections would you consider to be positive assets in the Town of Brookfield?



ResponseID	Response
18	Barker/blue mound
19	For all of us north of the Barker/Bluemound intersection, we're grateful for Poplar Creek Parkway to minimize the amount of time on Barker as we access the Corners. The intersection of Poplar Creek Parkway & Bluemound is also a nice gateway into what the town should aim for after the vacant areas west of the intersection are developed.
20	Bluemound & Janacek / Barker & Bluemound Rd - Just need to add trees and plants in the medians & rights a ways. nicer sidewalks.
23	Davidsons sidewalks are very nice, easy to use and bike/jog on
26	Bluemound and Janacek Davidson and Barker
30	Bluemound and Capitol provide a lot of options as well as I love the small town feel of Village on Brookfield Rd.
32	Goerke's Corners Davidson and barker
34	Bluemound Road and barker road
35	Bluemound/Barker
41	Barker & Bluemound and Barker & Capitol
46	Barker & Bluemound
49	Bluemound Rd & Barker Rd Bluemound Rd & Brookfield Rd

ResponseID	Response
50	Bluemound and Barker Road Intersection
51	Corners of Brookfield
54	Blue mound road.
58	Barker & Bluemound
64	Davidson and Barker.
71	Baker/Bluemound
73	The corners and near aldi
78	Corners kassow and moreland
82	Bluemound Barker
84	Barker/Bluemound
85	Barker and bluemound
86	Bluemound Rd
94	Calhoun and Bluemound
95	Bluemound and Brookfield Rd
99	Brookfield Road as it passes through the village is an absolute gem. However more off-block parking would be appreciated to accommodate more businesses and/or events in the actual town center.
107	Goerkes Corners I 94& Moorland
109	Barker and Bluemound.
115	Bluemound and Barker Bluemound and Janacek
116	Barker and bluemound
122	Barker and Bluemound are assets based on traffic generation for businesses in the Town.
123	Bluemound and Barker
124	Greenfield to Barker to the Corners at Bluemound is great. A sidewalk on Davidson would be a huge help however.
125	Bluemound Rd and Barker Rd

ResponseID	Response
126	Bluemound Barker
140	Barker & bluemound
142	Springdale and North
146	Bluemound and Barker
151	All intersections with light timing tied to vehicle sensing.
153	Bluemound Rd and Brookfield Rd
154	Bluemound and Barker (corners). Even more so after the Hotel and Perkins are gone
155	Bluemound road, Brookfield Road
160	?
161	Moreland
167	Janacek/ Bluemound
169	bluemound road is full of great business but left turns r only possible at intersections making everyone make u turns at intersections to enter business locations
179	the corners
180	Cologne, Davidson.
183	Bluemound and barker and Bluemound and brookfield
191	BLUEMOUND
192	Bluemound and Moreland Blvd
194	Springdale
195	?
196	Watertown/Barker Barker/Davidson
201	Brookfield road and bluemound.
208	Barker Bluemound
210	Bluemound/barker
211	North and Barker, Brookfield and North

ResponseID	Response
215	barker / bluemound
218	Barker and blue mound
219	?
220	Bluemound and Barker
221	I94 & Barker Road I 94 & Moorland
222	Calhoun and Bluemound work pretty well.
224	Main St/Hwy 18 Greenfield
225	Pilgrim Calhoun Bluemound
228	Barker and bluemound
230	Don't know
231	North avenue and Calhoun road
233	Brookfield Road and Calhoun
237	Mayfair & Bluemound
242	North Avenue, when done, will be great. Also Bluemound Road is great for convenient access to stores and businesses of all types
243	Blue mound/barker although busy has a lot of good businesses and a variety of restaurants now with the Corners having been built.
247	bluemonnd barker
249	Bluemound, Barker
251	around Brookfield Sq Mall
256	Georkies corners and ruby isle
257	Bluemound High st
262	Barker and mooreland
263	Bluemound Rd Brookfield Rd
265	Bluemound except for all the chains Corners is huge, but has major potential to fail. Wahlburgers is the worst burger in America. Keep chains out
269	Brookfield Road/Barker to Brookfield Rd.

ResponseID	Response
273	Brookfield and Bluemound
274	Bluemound & Barker
276	Bluemound and Calhoun
279	Barker & Bluemound
285	??
286	Unsure
292	Bluemound and Barker
293	Goerkes corners Kossow & Moreland blvd
294	Calhoun Rd repairs have been nice! Took a long time, but the sidewalk addition is wonderful.
306	Brookfield road's downtown atmosphere is very welcoming.
307	Intersection at The Corners to get in and out is nicely done.
309	Unsure

11. Which two roads and/or intersections do you feel are in most need of improvement in the Town of Brookfield?



ResponseID	Response
18	Barker/blue mound
19	Barker/Bluemound needs some work—we're excited to hear that plans are in the works to eliminate the many eyesores as people get their first glimpse of the town exiting the freeway there.
20	Blumound & Brookfield Rd / Springdale & Movie theater entrance
21	Barker and Kossow
23	Copenhill Drive and Clarion Road. This area needs a stop sign to slow down speeding cars driving down Copenhill Drive.
26	same as above
27	Bluemound Road
32	Unsure
34	Barker needs help. A lot of our roads have weeds growing and looks very unattractive. Even down bluemound road. Needs to look better. With flowers or plants.
35	Barker/Watertown
37	Springdale Rd., lack of oversized vehical traffic management!
40	Intersection of Bluemound and Barker
41	Davidson west of barker and Springdale between Bluemound and Doral Rd.

ResponseID	Response
46	Barker & Bluemound
49	I think that all of the development at the Corners is a huge asset to the Town. Traffic flow at this intersection is adequate at the moment. However, I am concerned that it will become a bottleneck as we continue to develop near this intersection unless the layout of business is carefully planned and the intersections are adjusted to accommodate this growth.
50	Weyer Road and Townline Road
51	Barker and Bluemound (out of business hotels)
54	Barker and Bluemound
60	Train on north ave comes during rush hours.
64	Davidson and Kossow. Kossow and Moreland.
72	Kossow road has lots of speeders and unsafe to pedestrians and families.
73	The corners off the freeway and near Aldi
74	Barker Ave. and Watertown road
78	NA
80	Blue mound and baker By the metro mart and the dick's sporting goods just past Calhoun
82	Davidson - add a sidewalk/bike path/shoulder S Springdale Rd and Pioneer/Stonefield Ct - People blow through the stop sign all the time
84	Barker/Watertown
85	Barker and greenfield
86	Barker Rd from Bluemound to Capitol Rd Watertown Rd
88	Elite and old motel 8 area of Bluemound and Barker
94	Calhoun and capitol
95	Janacek and Bluemound Off Calhoun going into Fresh Thyme
105	The barker road Bluemound intersection on the N side where Perkins and the motel need redevelopment
109	It would be really nice if the lights at janacek and Bluemound could be adjusted- the left turn signal is a real dread (when turning into janacek).
114	Weyer Road

ResponseID	Response
115	Unsure at this moment
116	Barker and bluemound
119	Bluemound Road and Barker Road intersection is often a hot mess. Vehicles do not obey the stop signs and stoplights, especially exiting the freeway. There's inadequate signage for people who are looking to enter the on ramps for the freeway either.
123	none
124	Davidson and Springdale
125	Brookfield Rd north & south of Bluemound and Davidson Rd at Barker Rd
126	None I can think of
140	Ours were just redone
142	Bluemound and Kossow by Home Depot and Walgreens need turn arrow clarity. Left turn arrows too confusing! At each intersection I've had drivers in wrong lanes turn incorrectly.
151	Kossow/Swenson/Moreland Intersection, specifically trying to go FROM Kossow TO Moreland. Need clearer signage on the 94W off-ramp at Barker. Every day I see someone choose the wrong lane or get confused at the decision between northbound Barker and southbound Barker.
153	No opinion
154	Springdale and Watertown. Kwik trip lot has a lot going in and out. Nothing against kwik trip, just dangerous. Also, many semi's and construction trucks on springdale. Perhaps best to be routed to F or 164.
155	Barker road north of Bluemound
160	Brookfield and river Rd
161	Large intersections must be safe with traffic control
164	Kossow Rd from Walgreens to Davidson Davidson Rd from Main St to Barker Rd
167	Woelfel and Wisconsin Ave. Extremely busy 4-way; no streetlights (blind spots turning east at night); seniors, church families and students often walking ... but sidewalk only on Wisc Ave, not Woelfel; lots of people "cut through" the neighborhood to avoid Bluemound stoplights; busy Starbucks and U-turners; lots of people speed and don't stop going through intersection
169	barker & bluemound with freeway ramp entrance and The Conrners exit to head west

ResponseID	Response
179	the corners
180	Goerkes and Kossow. They are what they are, leave them alone, the solution will probably be worse.
183	Blue mound and barker
191	BLUEMOUND
192	N/A
194	Brookfield and Bluemound
195	?
196	Bluemound/Janacek Georkes Corners
208	Barker road traffic light timing Lack of pedestrian cross signals near all cross streets at the 5 corners and I94 ramps. People are walking more and more and it's dangerous
211	Brook Park Rd and Barker. Gebhart and Barker.
215	barker / bluemound to corners
218	Barker and blue mound
219	Burleigh
220	Not sure.
221	Not aware of any
222	Intersection of barker and Bluemound.
224	Goerke's corner Barker Rd north of Bluemound
230	Don't know
233	N/a
237	Bluemound and Sunnyslope
242	Pilgrim Road is narrow and a bit dangerous near Wirth Park. They could cut into the grass near the entrance to Wirth Park to widen the road there. There's also a small stretch of Barker south of Fox Brook Park where it's hard to see pedestrians, who often use the west side of the road to get to the park entrance.
243	Barker and Watertown Rd I Intersection is terrible. The light for cross traffic on Watertown is too long. The left turn arrow on eastbound Watertown should still be there. And too many people run the light on Barker

ResponseID	Response
248	Barker and Blue Mound
249	Davidson, Calhoun
251	Capitol & 124th
252	Bluemound and Baker, Calahoun and Gebhart
257	Barker north of Bluemound
262	Springdale and watertown
263	Davidson Rd Elizabeth Court
265	The entire goerkes corner. It is crap. It needs multiple level interchanges to relieve congestion Bluemound. Too many chains. Lack of good downtown feel which can only happen in teh city village area.
266	North & Barker
269	Bluemound/Barker Rd
270	By Griffin Ford/ Main Street and Davidson rd.
273	Barker, Bluemound, I95 exit turn right on red going North on Barker
274	N Barker Rd
276	Capitol and Brookfield road intersection Brookfield road school traffic/train
279	Barker & Bluemound
285	??
286	Unsure
289	Davidson Kossow
292	Barker and Watertown
294	Pilgrim Rd, especially by Pilgrim Park gets backed up very easily.
307	Need a roundabout at Springdale/Doral Rd (not sure if this is the Town). Barker/Brook Park Dr/Watertown needs to be readdressed. The Southbound traffic on Barker needs two lanes starting at Brook Park Dr and Northbound on Barker at Watertown is confusing and lots of cars jam up as they come up to Brook Park Dr.
309	Besides the one listed in prior question, I don't have an opinion

ResponseID Response

311	Bluemond and Barker turn lanes heading West. They get very congested when in the turn lane getting onto westbound 94.
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12. Please indicate if you agree or disagree with the following statements about the Town of Brookfield's parks and trails:

	Unsure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
Parks within the Town meet my and or my family's routine recreational needs Count Row %	3 1.7%	16 8.8%	25 13.8%	48 26.5%	76 42.0%	13 7.2%	181
Our parks are well maintained and clean Count Row %	6 3.4%	3 1.7%	1 0.6%	40 22.7%	101 57.4%	25 14.2%	176
The existing trail system is adequate Count Row %	20 11.5%	25 14.4%	32 18.4%	56 32.2%	38 21.8%	3 1.7%	174
The trail system should be improved / extended Count Row %	18 10.4%	3 1.7%	6 3.5%	38 22.0%	65 37.6%	43 24.9%	173
The existing sidewalk system/general pedestrian infrastructure is adequate Count Row %	10 5.7%	28 16.1%	59 33.9%	40 23.0%	33 19.0%	4 2.3%	174
There is an adequate amount of bicycle facilities (bike parking, bike lanes, etc.) in the Town Count Row %	25 14.5%	37 21.4%	36 20.8%	47 27.2%	22 12.7%	6 3.5%	173

	Unsure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
Feel safe using pedestrian/walking facilities (sidewalks and trails) in the Town Count Row %	10 5.8%	16 9.4%	29 17.0%	53 31.0%	55 32.2%	8 4.7%	171
Feel safe using bicycle facilities (bike parking, bike lanes, on-street, etc.) in the Town Count Row %	26 15.1%	22 12.8%	32 18.6%	63 36.6%	26 15.1%	3 1.7%	172
Totals Total Responses							181

13. Please indicate whether you agree or disagree with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
My neighborhood reflects pride of ownership and investment Count Row %	2 1.1%	10 5.7%	21 12.0%	98 56.0%	44 25.1%	175
My neighborhood is spatially and aesthetically attractive Count Row %	1 0.6%	8 4.7%	23 13.4%	102 59.3%	38 22.1%	172
Transportation to/from and around my neighborhood is adequate Count Row %	4 2.3%	18 10.5%	51 29.8%	77 45.0%	21 12.3%	171
I know many of my neighbors Count Row %	5 2.9%	23 13.5%	27 15.8%	86 50.3%	30 17.5%	171
Totals Total Responses						175

14. To what extent do you agree or disagree with each of the following statements about housing development in the Town?

	Unsure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
There is an adequate supply of well-built and well maintained quality housing Count Row %	7 4.0%	2 1.2%	12 6.9%	29 16.8%	101 58.4%	22 12.7%	173
More single family homes are needed Count Row %	12 7.0%	8 4.7%	31 18.1%	61 35.7%	48 28.1%	11 6.4%	171
More two family homes are needed (i.e. duplexes, twin homes) Count Row %	12 7.1%	46 27.2%	61 36.1%	31 18.3%	11 6.5%	8 4.7%	169
More townhomes (i.e. three-plexes and four-plexes) are needed Count Row %	9 5.3%	52 30.8%	61 36.1%	30 17.8%	13 7.7%	4 2.4%	169
There is an adequate supply of affordable / work force housing Count Row %	25 14.7%	6 3.5%	24 14.1%	63 37.1%	46 27.1%	6 3.5%	170
More multi-family homes are needed (i.e. four or more units per structure) Count Row %	9 5.4%	64 38.1%	57 33.9%	19 11.3%	15 8.9%	4 2.4%	168
More condominiums are needed (i.e. residents own their units) Count Row %	7 4.1%	35 20.6%	37 21.8%	50 29.4%	33 19.4%	8 4.7%	170

	Unsure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Responses
More senior living options (independent and/or assisted living) are needed Count Row %	17 10.1%	19 11.2%	31 18.3%	60 35.5%	36 21.3%	6 3.6%	169
More rental housing in general is needed (i.e. various types listed above) Count Row %	14 8.4%	54 32.3%	40 24.0%	35 21.0%	20 12.0%	4 2.4%	167
Totals Total Responses							173

15. If you could change one thing in the Town of Brookfield, what would it be and why?



ResponseID	Response
16	Consider favorable merger with City of Brookfield - more/better services, more efficiencies/less duplication of administrative overlap, less confusion of boundaries, hopeful shift of schools to Elmbrook system.
18	We all look the same. We have no diversity. Look at the town board. Everyone is white. To make better decisions on the future we should have different perspectives, but unfortunately I don't feel we welcome anyone other than white people with money.
19	Pedestrian safety. We'd love if more Town residents could safely access The Corners on foot. It's so close, yet incredibly unsafe for us to walk there.
20	Combining resources for the Parks & Recreation with the City of Brookfield and also combining service to maintain those Parks & trails. The city & Town is a twisted knot of shared borders.
22	Expectations for maintenance/appearance of personal property (homes and businesses).
23	Encourage more ethnic and racial diversity, try to work with Waukesha NAACP to develop strategies to get more Black families to consider moving to the Town of Brookfield
26	Traffic speed on Bluemound
30	Adding the Corners has filled a void we felt the town had. It has provided a location for entertainment which the town didn't have.
34	Condominiums that have a pool and clubhouse.

ResponseID	Response
35	More sidewalks for improved walkability and safety.
37	Traffic
40	Try to make the view along Bluemound road more astheticaly pleaseing l/e trees, lower signs etc.
41	The entire town should have the same zip code and not be divided between Waukesha & Brookfield mailing addresses. Very confusing.
46	Getting up to speed. It seems like it takes forever for the town to make certain improvements. Whether it be village status, improvement around the town hall and community.
47	I would turn Elbe Park into a park where families could play and hangout. Walking trail, playgrounds, etc. it's near a lot of businesses and would be a great cornerstone of the Town of Brookfield.
49	Improved bike / pedestrian access between the neighborhoods in the Town. The bike / pedestrian facilities within each neighborhood are good. However, I find it challenging to safely walk or bike between neighborhoods, to the Corners or to community bike trails in the area such as those near Fox Brook Park.
50	Reconstruct Weyer Road. It has a road rating of 2 out of 10 and it is long overdue for permanent repair. There is also a significant increase in pedestrian and bike traffic on Weyer Road due to adjacent new subdivisions being build and there are no shoulders or sidewalks for pedestrians.
54	Higher standards for quality buildings through out the town. More brick vs cheaper building materials
55	Secure existing Town borders by possibly becoming a Village, or whatever it requires to secure the town's borders.
58	Easier / more frequent yard waste pick up or readily available dump.
59	Get Lake Michigan water.
64	More sidewalks to safely get around with kids. Especially around the elementary school and parks.
67	We need a dump. Many of the houses have lots of mature trees and a dump would be much more convenient than waiting for Town Hall days. We need our power to stay on too. It goes out a lot due to weather.
72	Sidewalks and bike paths for the safety of everyone including young families
73	Too many churches
74	Less cars parked in driveways

ResponseID	Response
78	The parks!
80	Better water
82	It would be amazing if we were part of the Elmbrook School district.
84	Added pedestrian and bike connectivity. Adds to healthy living and community atmosphere
85	Sidewalks within neighborhoods. So many people walk daily past our home and it's unsafe to be walking in the street near a busy intersection. We also need more trees!
86	Adequate pedestrian access to The Corners and widening of Barker Rd
88	The uncertainty of zip codes and town name. Our mail is continually rerouted from the post office if we use Brookfield as a town name. If we use Pewaukee, it causes confusion with UPS and FedEx. Since it is impossible to predict which shipping service will be used in advance, we find ourselves at a loss.
94	Less major apartments
99	Invest in the Town Area along Brookfield and make it more of a town center with an large seating/park area in the center that drives common area for people to gather. There is no central gathering area in any of the Brookfield areas outside of the malls or shopping centers. It has so much potential to be a great little town center that is fun to visit with great restaurants, a seating area and coffee shop... instead we have a bunch of service bureaus and closed door business along that stretch. The shining beacon being Biloba and Vino Cappucino.
109	It would be wonderful if the town of Brookfield could look at the option for families to attend the school district of Elmbrook Public Schools. It is extremely difficult as a young family to feel like you do not really fit anywhere- your children go to Waukesha schools but you live in Brookfield.
110	Bring in Top Golf
113	Better alternative for pick up and drop off for burleigh elementary. More dog park options. More community events. More community kids camps or sports.
115	The number of vacant businesses in the Goerkes Corner area. Probably developers are eyeing these sites for multifamily apartment complexes or even better condominiums so that residents who no longer wish to maintain their homes could stay in the town but move to more manageable living arrangements.
116	Full time fire department
119	There needs to be more affordable single-family homes, especially in the \$225,000-\$300,000 price range

ResponseID Response

122	The amount of TIF given to the Corners and the debt that will be owed by the town for a commercial development that would have struggled without the pandemic.
123	nothing.
124	I would create better schools or allow residents to combine with Brookfield Schools not Waukesha. I would also add sidewalks on Davidson and Greenfield to connect to the New Berlin Bike trail off Springdale.
125	Village status or something to secure our borders and perpetuate the community. I don't wish to live in the City of Brookfield or Pewaukee or Waukesha.
126	Expressway noise
140	Semis allowed on Springdale road....make them use Barker or 164. Too much traffic exits neighborhood...in the town...onto Springdale....trucks fly down Springdale
142	The Town needs to weekly maintain and beautify Mayrose Blvd. Many homeowners have been cutting their share of the boulevard and planting flowers, however some do not cut so it results in poorly manicured look. Many homeowners are getting older and cannot do it anymore.
146	Would love safe ways to navigate town on bike... Crossing Barker and Bluemound is tricky as well as Swenson to Barker to get to Bluemound.
151	Neighborhoods broken by school district boundaries Westbrooke subdivision (Westbrooke Pkwy area south of Davidson Rd) is split into three school districts that all have bus stops on the same corner.
153	Leaf pickup in the fall. I am very satisfied with the services we have but would like to see leaf pickup added.
154	The rebuild of Mayrose Blvd was done very poorly. The grading of my yard at the street is not level and my ditch is still very steep and dangerous to cut.
161	The community information supporting these survey questions may be available to me as a resident but I'm not aware of some of the topics. Least amount of information regarding housing in TOB
162	I would love to see Old Downtown Brookfield more developed and expanded. Keep the school board focused on education and not medical policy.
166	Improvement in trash collection services. I have had multiple instances in the past year where trash collection was missed. If the cost is similar I would prefer the town contracted for truck collection of a large trash and recycle can instead of the manned crews. Collecting multiple small trash cans means having to keep smelly trash cans in the garage instead of outside because they would blow over. Do it like the rest of towns and cities around here do and get truck pickup of trash and recycling.

ResponseID Response

169	School systems! (should be able to attend school close by in Brookfield) pushing families into the waukesha school systems makes for a huge disconnect with the community and churches in the town of Brookfield i.e families will register in the city of waukesha for community youth sports & other programs to get more connected to the community their children attend school in, so the kids can basically be with their classmates And a ton of families opt to enroll their children in private schools and especially high schools because the town of Brookfield is a nice quality neighborhood but unfortunately waukesha north and other schools in waukesha that the town of Brookfield is required to attend is NOT up to par in comparison.
179	not sure
180	Stop trying to be something we're not. Discover the Town of Brookfield?
183	Less condos more single family homes
185	I wish that residents couldn't park boats rvs ect in their driveway.
191	school zoning, i live near elmbrook, school district is waukesha south, we're closer to other waukesha high schools and brookfield high schools, should be able to choose and have priority
192	Marx Park
194	Add some protected bike lanes
195	Support the capitalist system reject the opposing views
196	Better Town of Brookfield signage at Janacek and Bluemound. The current sign is very faded.
201	The town should be in the Elmbrook school district and better park and rec opportunities.
204	I would improve the quality of our roads.
208	I want it to be village and as mentioned before safer bicycle and pedestrian walkways and traffic signals
210	More sidewalks
211	Most of the roads are well-maintained. But some side roads are not, such as Betty Ct. It's not so hard to drive on, but it is sure hard to walk on due to all the holes/fills, etc.
215	bike / walking safely / easily from Brook Park Estates to Corners
216	Too much growth - it is losing or has lost its suburban feel and now becoming more of a bigger city.

ResponseID	Response
220	Not sure
221	I'm very happy with the Town.
224	Better internet connectivity options. Very few options today.
225	Need more restaurants, coffee shops and things to do. Too many salons and banks.
228	Connect with The city and make Elmbrook part of the towns school system. The city and town should work together .
230	Need sidewalks for dog walking and commuting without a car
231	Distribution of school system We live in Brookfield and pay it's taxes but we are in the Waukesha school district.
234	Offer more of the opportunities city of Brookfield does
237	Fill the empty stores
241	More sidewalks
242	add more choice in elementary education - magnet schools for specific interests, schools with different schedules (possibly online) to allow kids to pursue activities during the day instead of at night and a gifted/high performance school
243	Many of the busiest roads lack safe biking/hiking paths. Policing could be better in north south roads although I realize the difficulty due to the traffic
249	More and varied classes to take.
252	Water supply from Michigan, as Brookfield suffers from hard water.
256	Merge with the city of brookfield
257	More sidewalks. While some roads are county roads, it would be nice to be able to walk to the corners without walking on Barker
263	Reduce traffic on Bluemound Road
265	Combine with the City AND make all of brookfield Elmbrook, not waukesha schools
269	Nothing comes to mind.
270	Safer walking options.
273	More landscaping beautification along the main travel routes. Bluemound, Barker, Brookfield Rd
274	Move the town into the Elmbrook School District.

ResponseID	Response
275	Need a yard waste - town dump.
276	Update the downtown area on Brookfield road. More shops for more of a community feel. Bluemound and Capitol are great but very busy and do not at all give off community, neighborly vibes.
279	become a village
280	Creat more natural area with trails for recreation. More sidewalks and bike trails for transportation and recreation
281	More boutiques and non chain restaurants, no more big box stores
285	Would like the parks to be dog friendly... dogs are more part of families these days and if leashed should not pose problems..It is often people who are breaking the rules anyways that would continue to break "pick up after your dog" rules if allowed.
286	Amount of sidewalks and paths
289	More sense of community/togetherness. And perks to being a TOB resident. I feel like we don't really have any.
292	Become a village!
294	As stated previously, adding in an indoor aquatic center. Our high school pools are embarrassing compared to surrounding districts. We have high performing swim teams and interest. This would provide public swimming year round, as well. In addition, we could host swim team events, and more!
299	I would like to be in the Elmbrook school system
300	More multi-family housing and/or more affordable single-family homes. There is a lack of affordable housing in the area, which drives away younger families and, in my opinion, stunts the growth of small businesses.
306	More frequent social events downtown
307	Put ALL of the Town into the Elmbrook School District. I do not understand why half of the town is in Elmbrook and half is in Waukesha. We have a son about to go into High School and the Waukesha high schools are all far away from our home. We could bus to North HS, but the statistics there are appalling and we would rather choice into South, but that means we need to provide our own transportation. If we were in Elmbrook, this wouldn't be an issue since their schools are one of the highest rated in the state. Our other option would be to move to a different school district, but we love our neighborhood.
309	It would be nice to expand the dump so that residents have better access to expose of debris /waste that our garbage people won't take
310	Congestion on Bluemound

ResponseID	Response
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312	More developed outdoor recreational areas, community pool, bike trails that allow community members to access shopping and restaurants easily and safely, ice skating/sledding
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16. What is the one thing about the Town that should not change and why?



ResponseID	Response
18	I love that we are adding upscale spaces and I love that sendiks has a bar and sells hot food:). I hope we are conscious of keeping things upscale that will benefit different backgrounds.
19	We love the community events at The Corners.
20	The continued development of The Corners and surround area and the area around Bluemound & Janecek
22	Small community feel, small community events
23	Mr Gary Lake being back in charge of Building Inspection is GREAT. The previous Inspector was extremely difficult to work with. I would love to see Mr Lake mentor whoever is to replace him eventually because Mr Lake is awesome.
26	Village feeling to government
34	Stay a town don't join with city of Brookfied
35	Quality upscale development, to keep the town growth in a positive direction and maintain a good quality of life.
40	Fire and Police coverage is outstanding
41	Low taxes. I'm perfectly fine with fewer government run amenities and services compared to some surrounding municipalities as long as the taxes remain low.
46	The town itself. We would like to keep our own identity.
49	I love the personalized, small community feel with easy access to big community amenities.

ResponseID	Response
50	No increase in taxes. We already have to have our own well and septic mound system, yet have to pay for the sanitary district.
54	A good frontage road on bluemound to easy traffic and improve accessibility
58	Low taxes
59	Taxes
64	The community events.
67	The ratio of commercial business to residential. I grew up here and ultimately stayed here because of the low taxes.
72	Continue with the small town atmosphere
73	The small town vibe & low taxes
74	No street lights in neighborhoods. Love the quietness it brings
78	The small town feel in our neighborhood
80	I think the roads are well maintained in the winter! Also like the fact the police drive through neighborhoods often.
82	Low taxes are great.
84	Small town feeling.
85	Don't cut down any trees.
86	The fire and police and public works are fantastic!
94	Maintaining landscaping.
99	One artery (Calhoun Road) is enough. Don't expand any more roads into highways.
110	The Corners
113	The variety of businesses.
115	The homey atmosphere. It is hard to maintain that with the massive commercial developments which developers want to bring in, but I realize that change is inevitable, but needs to be properly guided to be an asset for the long term.
116	Town status to village
122	Gary Lake
123	No more multifamily construction/rentals.

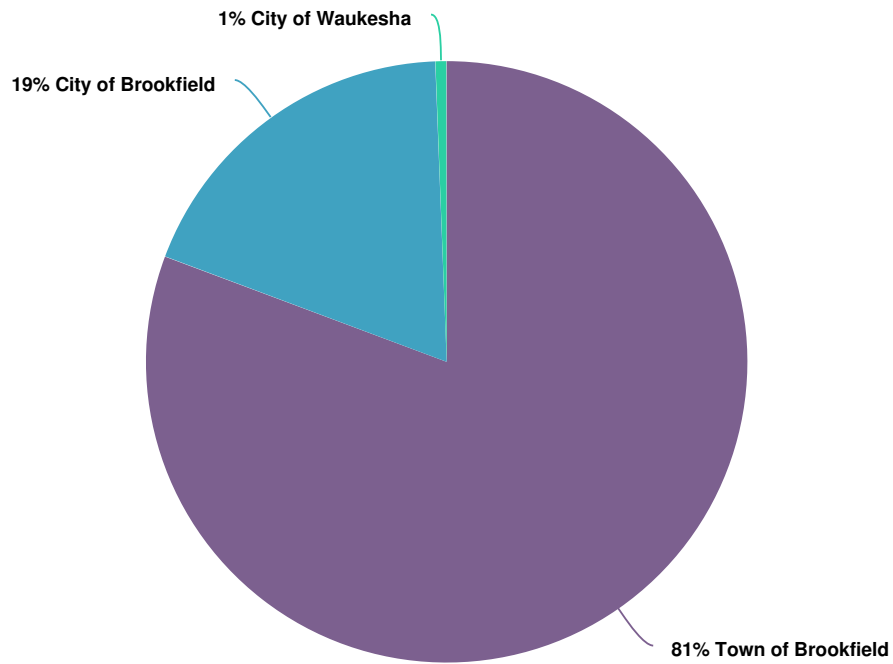
ResponseID	Response
124	It's location.
125	quality of services and management.
126	Small community feel
129	Low taxes
136	Small town atmosphere.
140	Recruitment of higher end stores and restaurants....keep rif raf from 94 away!
142	The Town needs to fill vacant business space and restaurants as soon as possible, particularly Perkins and the Motel 6 corner. The Corners was a great addition! Continue to offer community events there and other places! The Town does a very good job of snow removal but could add flowers during summer months. Keep garbage system as curb pickup.
146	Good plow and mosquito services. Love deployment at corners of Brookfield
151	Low property taxes without a significant loss of amenities compared to neighboring municipalities.
153	The balance between taxes and services is perfect right now.
154	The services like snow plowing are great.
162	Health policies. No masks, no jabs - let people make their own decisions.
164	Keep taxes low.
169	i like the few to almost no side walk and no public transportation to the town this make our ho.e neighborhood and community have less foot traffic and ferl safer ontop of making it a very comfortable and quiet atmosphere
179	Taxes are great. Still low
180	Largely a bedroom community that should concentrate on families.
183	The police are great
185	Love the small friendly personal feel of the town.
191	taxes
192	Property Taxes
194	Active community
195	N/A

ResponseID	Response
196	Taxes are reasonable.
201	The natural areas and the wildlife they support.
204	The atmosphere of the Town.
208	The affordability and ease of contacting town officials because it does make you feel like you're living in small town but you have all municipal services
210	Size
211	Great service from the TOB. We would miss the great and friendly service if it stopped.
212	Village
215	Access to everything necessary nearby
216	At least keep the parks you have and not destroy anymore.
218	Keep the city at bay. I think we have excellent services, good governance and adequate resources
220	Low taxes. Best kept secret.
221	Even though we are so close to Milwaukee, hopefully we'll never lose the cozy small town feel
224	Small town feel.
228	Keep being business friendly
230	No more apartments. Try to keep is more quaint.
233	Do not annex any more to City of Brookfield
237	Parks, but expand programs for seniors
238	Low taxes
241	There are more than enough shopping centers, office buildings banks and apartments!
242	continuous improvement of infrastructure
243	It would be nice to be able to incorporate as a village to prevent being annexed by the city centers
249	Being a small community and not part of any city.

ResponseID	Response
252	Its good schooling
255	Continue developing /re-developing, the old village (around Brookfield road), with cafes, restaurants, bistros, bakeries. Great idea to have old train depot saved as a coffee shop. There is not reason why it, in some years, cannot look like Wauwatosa village center.
257	Small town feel
262	I like that the corners has become a downtown area that has been holding events
263	Township status unless made a village. Low taxes
264	the ability to maintain it's current balance of residential and commercial at affordable costs to homeowners
265	nothing. It lacks money to do anything worthwhile. Corners will never be a downtown
269	The small town feel. I love the 4th of July event and have been going to it for 20 years. I also like how there are no street lights and sidewalks.
270	I really enjoy living here. I think the community is fairly well-run. I live the 4th of July event. Park Rec programs are well done also.
273	Small town feel and attitude.
274	Low taxes because it promotes investment into residential and commercial properties.
275	Takes good care of roads in winter
276	The parks are wonderful, so many to choose from and they are maintained very well
279	the sense of community
281	No more condos motels hotels....
285	Like the small-town atmosphere in a bigger city community... easy to talk to people at "City Hall"
286	Police and fire departments
289	It's quiet and safe.
290	It's boundaries
292	No street lights! I prefer the non urban feel of the town.
294	We love living here!

ResponseID	Response
306	The lovely small town atmosphere downtown
307	We love our neighborhood due to the large lots, plentiful trees, walkable streets, no sidewalks to have to clear, etc...
309	Diverse business accommodations
310	Small town feel
311	No street lights and sidewalks. No street lights because of light pollution and I don't think sidewalks for our small neighborhoods is necessary.
312	The 4th of July parade and picnic is an amazing community activity.

17. In what municipality do you reside?

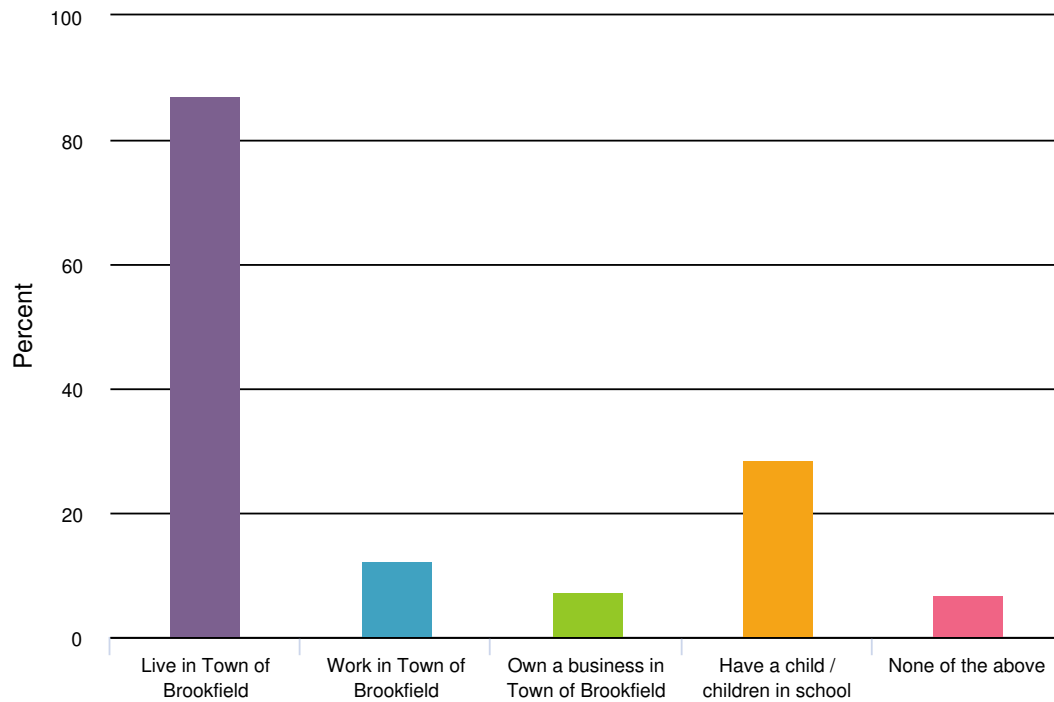







Value		Percent	Responses
Town of Brookfield	<div><div></div><div></div></div>	80.7%	138
City of Brookfield	<div><div></div><div></div></div>	18.7%	32
City of Waukesha	<div><div></div><div></div></div>	0.6%	1

Totals: 171

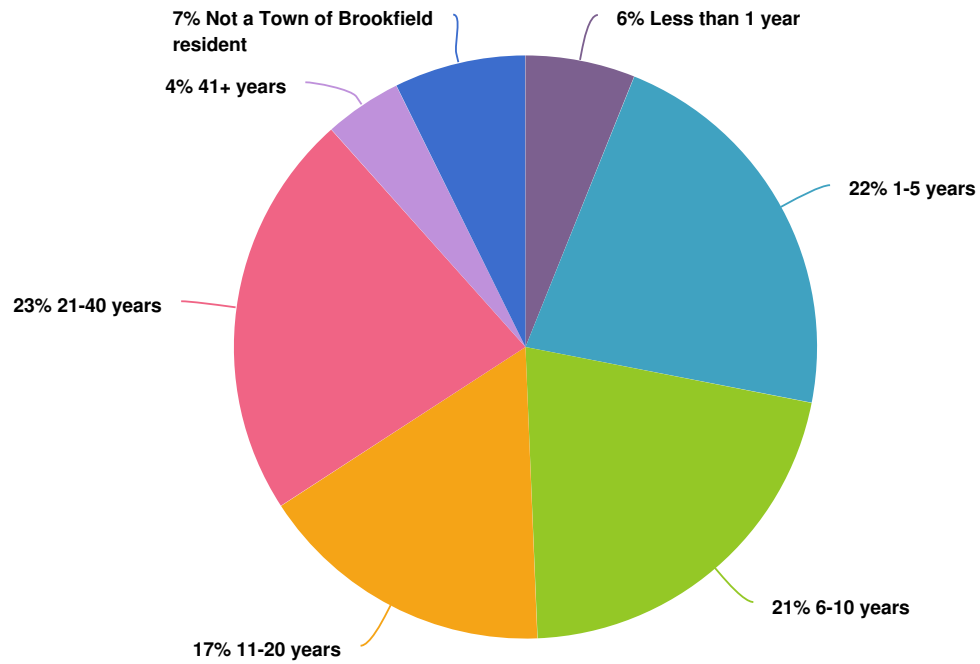
Other - Write In	Count
Totals	0

18. Please check all that apply:



Value		Percent	Responses
Live in Town of Brookfield		87.0%	141
Work in Town of Brookfield		12.3%	20
Own a business in Town of Brookfield		7.4%	12
Have a child / children in school		28.4%	46
None of the above		6.8%	11

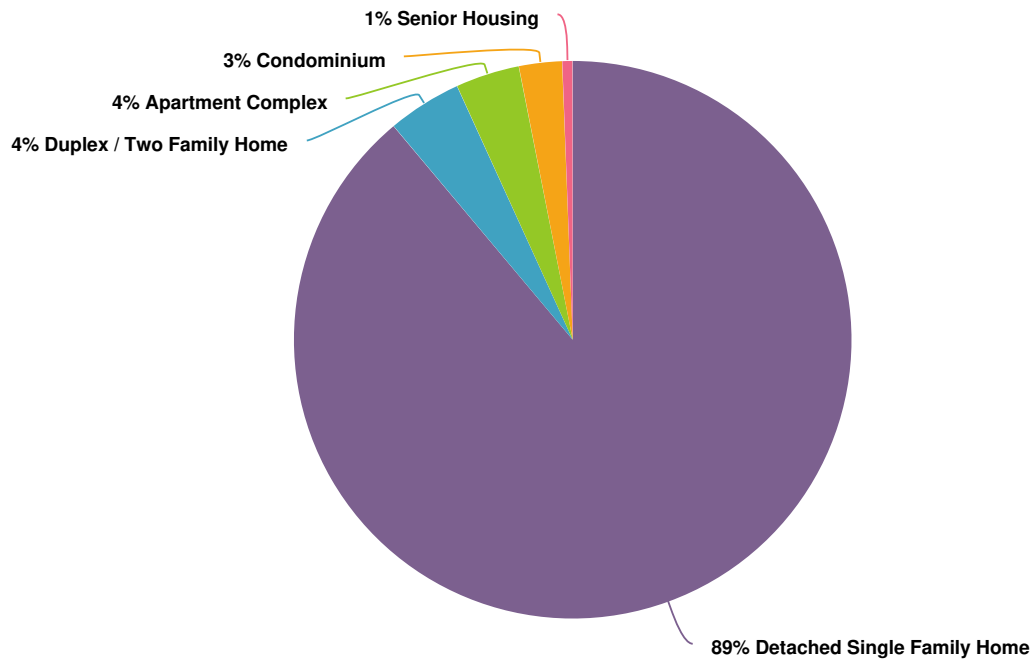
19. How long have you lived in Town of Brookfield?



Value		Percent	Responses
Less than 1 year		6.1%	10
1-5 years		22.0%	36
6-10 years		21.3%	35
11-20 years		16.5%	27
21-40 years		22.6%	37
41+ years		4.3%	7
Not a Town of Brookfield resident		7.3%	12

Totals: 164

20. Housing: Which type best applies to you?

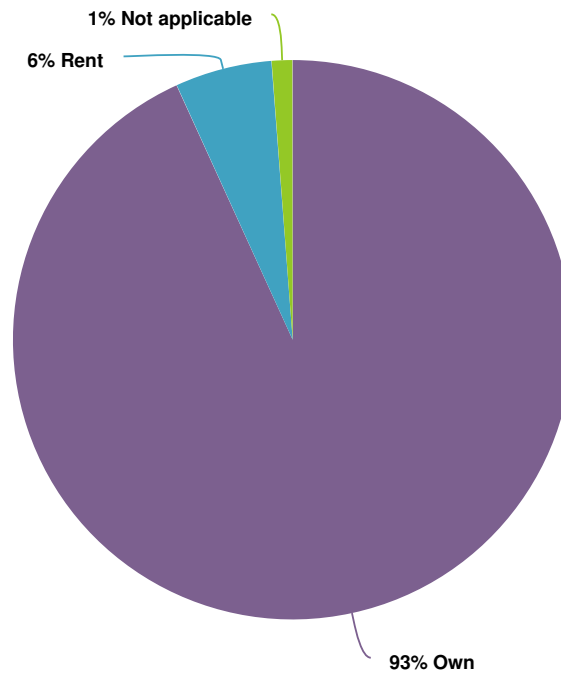


Value		Percent	Responses
Detached Single Family Home	<div><div></div></div>	88.9%	144
Duplex / Two Family Home	<div><div></div></div>	4.3%	7
Apartment Complex	<div><div></div></div>	3.7%	6
Condominium	<div><div></div></div>	2.5%	4
Senior Housing	<div><div></div></div>	0.6%	1

Totals: 162

Other - Write In	Count
Totals	0

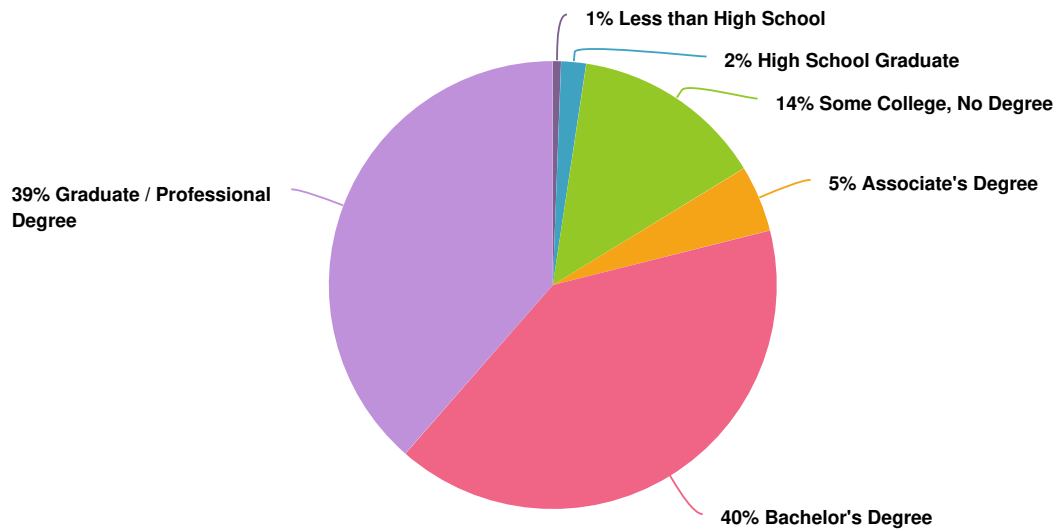
21. Your home: Do you?



Value		Percent	Responses
Own	<div><div style="width: 93.2%;"></div></div>	93.2%	151
Rent	<div><div style="width: 5.6%;"></div></div>	5.6%	9
Not applicable	<div><div style="width: 1.2%;"></div></div>	1.2%	2

Totals: 162

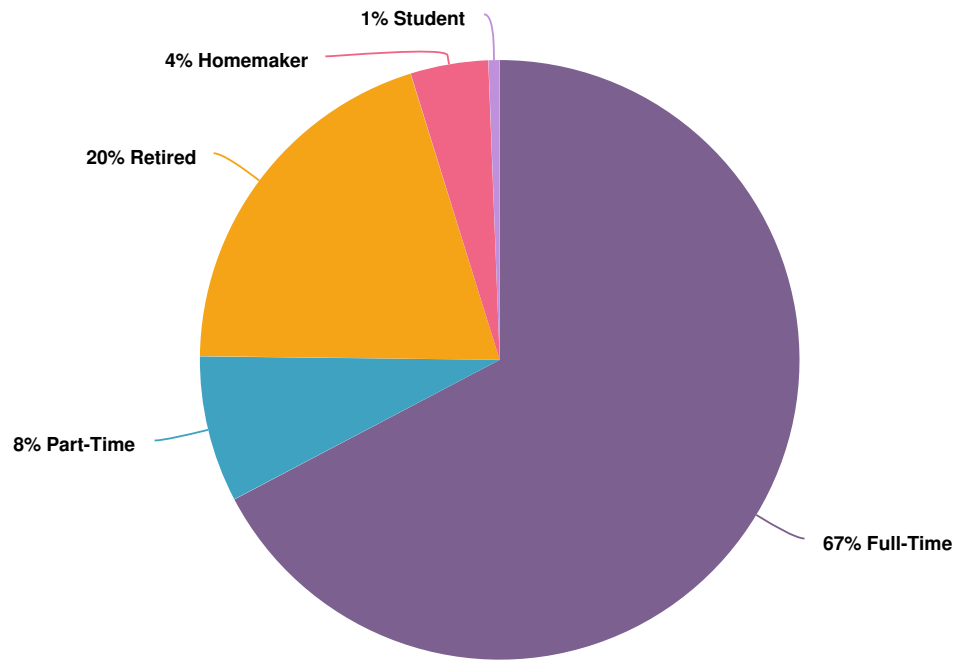
22. Level of Education: Which best applies to you?



Value		Percent	Responses
Less than High School	<div><div></div></div>	0.6%	1
High School Graduate	<div><div></div></div>	1.8%	3
Some College, No Degree	<div><div></div></div>	13.9%	23
Associate's Degree	<div><div></div></div>	4.8%	8
Bachelor's Degree	<div><div></div></div>	40.4%	67
Graduate / Professional Degree	<div><div></div></div>	38.6%	64

Totals: 166

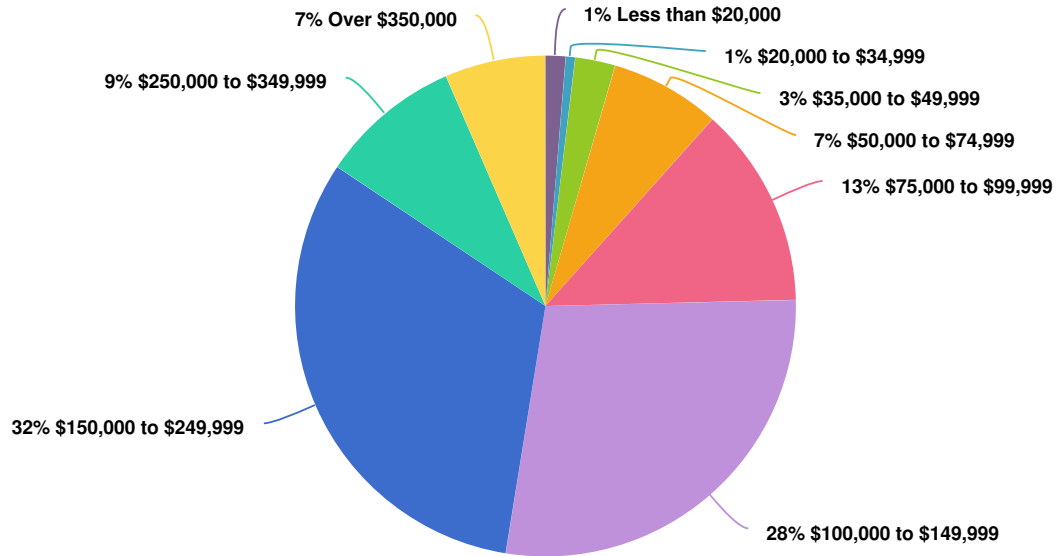
23. Employment Situation: Which best applies to you?



Value		Percent	Responses
Full-Time	<div><div style="width: 67.3%;"></div></div>	67.3%	111
Part-Time	<div><div style="width: 7.9%;"></div></div>	7.9%	13
Retired	<div><div style="width: 20.0%;"></div></div>	20.0%	33
Homemaker	<div><div style="width: 4.2%;"></div></div>	4.2%	7
Student	<div><div style="width: 0.6%;"></div></div>	0.6%	1

Totals: 165

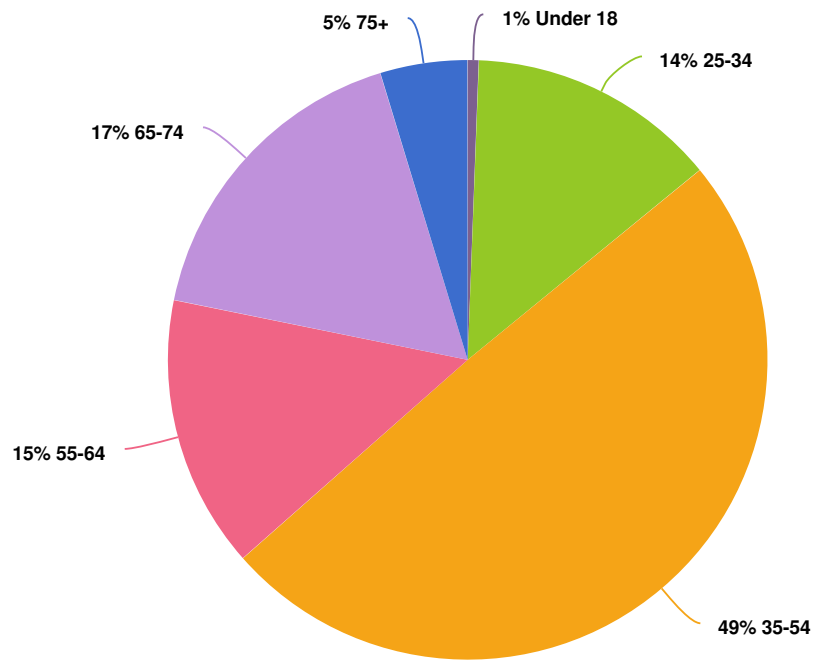
24. What is your household income range?



Value		Percent	Responses
Less than \$20,000	<div><div></div></div>	1.3%	2
\$20,000 to \$34,999	<div><div></div></div>	0.6%	1
\$35,000 to \$49,999	<div><div></div></div>	2.6%	4
\$50,000 to \$74,999	<div><div></div></div>	7.1%	11
\$75,000 to \$99,999	<div><div></div></div>	13.0%	20
\$100,000 to \$149,999	<div><div></div></div>	27.9%	43
\$150,000 to \$249,999	<div><div></div></div>	31.8%	49
\$250,000 to \$349,999	<div><div></div></div>	9.1%	14
Over \$350,000	<div><div></div></div>	6.5%	10

Totals: 154

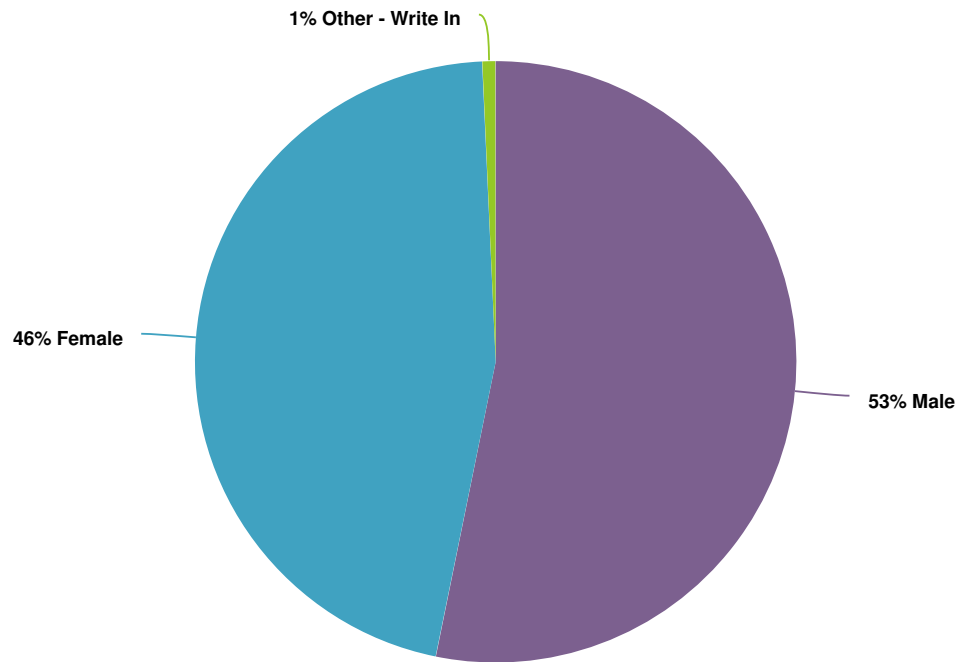
25. What age range are you in?



Value		Percent	Responses
Under 18	<div><div></div></div>	0.6%	1
25-34	<div><div></div></div>	13.5%	23
35-54	<div><div></div></div>	49.4%	84
55-64	<div><div></div></div>	14.7%	25
65-74	<div><div></div></div>	17.1%	29
75+	<div><div></div></div>	4.7%	8

Totals: 170

26. What is your gender?

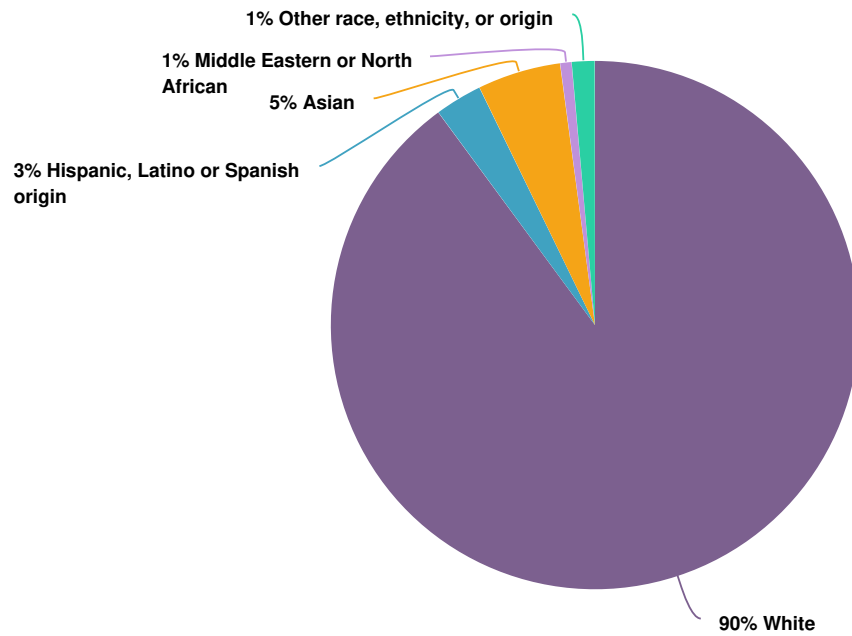


Value		Percent	Responses
Male	<div><div></div><div></div></div>	53.2%	75
Female	<div><div></div><div></div></div>	46.1%	65
Other - Write In	<div><div></div><div></div></div>	0.7%	1

Totals: 141

Other - Write In	Count
Totals	0

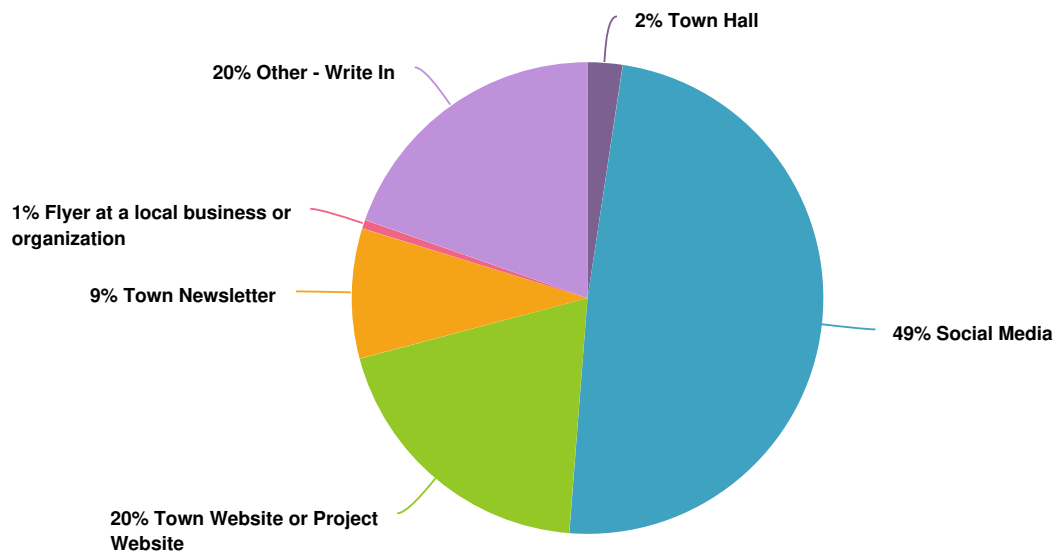
27. What category best describes you?



Value		Percent	Responses
White	<div></div>	89.9%	124
Hispanic, Latino or Spanish origin	<div></div>	2.9%	4
Asian	<div></div>	5.1%	7
Middle Eastern or North African	<div></div>	0.7%	1
Other race, ethnicity, or origin	<div></div>	1.4%	2

Totals: 138

28. How did you receive this survey?

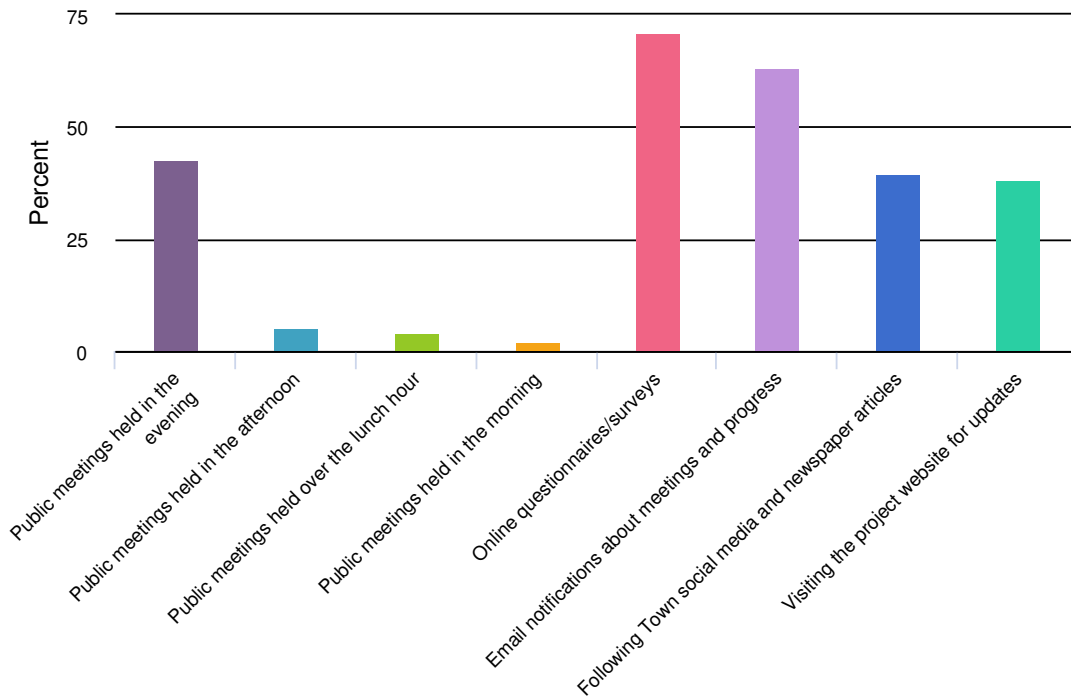










Value		Percent	Responses
Town Hall	<div><div></div></div>	2.4%	4
Social Media	<div><div></div></div>	48.8%	82
Town Website or Project Website	<div><div></div></div>	19.6%	33
Town Newsletter	<div><div></div></div>	8.9%	15
Flyer at a local business or organization	<div><div></div></div>	0.6%	1
Other - Write In	<div><div></div></div>	19.6%	33

Totals: 168

Other - Write In	Count
Brookfield Patch	4
email	4
Email	3
Patch	3
Email	2
Another TOB resident asked me to fill it out after attending the meeting.	1
Brookfield now newsletter	1
E mail	1
Email request	1
Emailed to me by husband	1
John Schatzman	1
Neighbor	1
Neighbor emailed it	1
Patch article	1
Push notification from patch	1
Wife	1
Wife	1
another concerned citizen	1
email	1
google news	1
google, your local news	1
neighbor	1
Totals	33

29. How would you like to participate in the process of developing the Town's Comprehensive Plan?



Value		Percent	Responses
Public meetings held in the evening		42.8%	65
Public meetings held in the afternoon		5.3%	8
Public meetings held over the lunch hour		3.9%	6
Public meetings held in the morning		2.0%	3
Online questionnaires/surveys		71.1%	108
Email notifications about meetings and progress		63.2%	96
Following Town social media and newspaper articles		39.5%	60
Visiting the project website for updates		38.2%	58

33. Is there anything else you would like to share with us?



ResponseID	Response
16	No
18	I would love to have leaf collection and a place to drop off bigger waste items. Not sure if that's possible.
20	Even though I live in the City of Brookfield, I am interested in the future of the Town Of Brookfield. As I stated before our boarders are a twisted Knot and to all outside residents, we appear as ONE Brookfield. Also, my wife grew up in the the Town of Brookfield and her parents still live in the same house they purchase in the early 70's
22	I appreciate the efforts of our Town leadership and our other Town employees.
23	Tom Hagie seems to be doing a great job! Keep it up Tom!
26	Good job so far. Keep it up and engage residents.
27	No
32	It seems the plan to make the town a village seems very implausible, due to the two geographically separate areas of the town and so many jagged edges for each. How can the town annex enough land to achieve Village status and prevent more erosion of our borders?
34	Everyone is getting older in our neighborhood. I would like more yard waste pick ups at curb. I am willing to pay more for it. Or if we could have the option to get it. Thanks
40	I understand the need for future planning but in reality the Town is one of the few locl municipalities that isnt broken

ResponseID	Response
47	Create a fantastic Elbe Park
49	Thank you for asking for inputs from our community!
50	Reconstruct Weyer Road. Do not extend Springdale Road from Capitol Drive to Weyer / Townline Road.
59	Get Lake Michigan water
67	I wish we had our own zip code and post office. Definitely just nice to have though!
80	Thanks for all of the hard work that goes into keeping a good community to live in!
85	We recently moved to Brookfield and are really enjoying the proximity to all the businesses. The town feels very disjointed on each side of Bluemound and it's difficult to tell whether you're in the town or city or Brookfield or in Waukesha. More needs to be done with the water quality when considering the longevity of the town.
86	No but thank you for providing this opportunity to express my opinions.
94	Please bring more small businesses and less chains.
110	Clean and safe community is a top priority.
114	Fix Weyer Road
123	no
140	Keep up the great work maintaining our town!!!
142	Our Mayrose Blvd. reconstruction project was a disaster! Too many subcontracted pieces resulted in residents having to write countless letters to numerous people. One project manager had his office in Madison and hadn't even supervised the work site until complaints came in! Projects need local subcontractors to supervise and maintain a coordinated effort. The end result left us residents exhausted and having to contend with culverts much deeper than ever before, making them hard to cut, and a boulevard looking at its worst.
153	I think the town supervisors are doing an excellent job and should keep things running as they have. Public safety is going to become more expensive going forward, however, so they should plan ahead for that.
169	yes on a positive note our roads are usually cleared well on snow days and in a timely manner

ResponseID Response

171	yes, the smell in look out hill neighborhood by wray park is horrible due to the sanitation plant for the city of Brookfield. Home owners and renters cannot open their windows on a lot of days due to the the sewage smell that permeates the air. it so bad over recent years, a film builds on vehicles parked outside and air cabin filter need to b changed in vehicles 3 times as often as routine or when ac or heat us turned on the unsude if the car smells like sewage. lived here 23 plus years, so ik smell is bad and i reported it several times.
180	Garbage service has declined recently, hopefully just a Holiday glitch. Addition of unnecessary traffic signs. Inform pedestrians which side of the street to walk on.
193	Thanks for asking for input. More of that is better than less!
195	N/A
201	More bike/pedestrian paths, park and rec opportunities, and move us to the Elmbrook school district.
208	Becoming a village is important so we don't lose more of town through annexation
210	I love the Town of Brookfield!
211	Thank you for including the TOB residents in your survey and future plans.
220	Hard to answer questions. I don't think most people know the boundaries of the Town and bike paths etc.
221	Nope
228	The town has done a good job supporting businesses. And keeping the area safe.
230	No
231	Strongly urge you to change school system division line. I am considering strongly to relocate because we are in the Waukesha school district but live on Rivendell which is Brookfield. I want my children to attend Brookfield schools.
233	I work part time with a lot of people who rely on the Milwaukee County bus system. It's a long walk to Brookfield Square. I wonder if they would ever be open to expanding their service futher West on Blue mound Road.
237	Improve services and communication with senior community.
241	I appreciate that you made this survey available!
252	Reduce power outages
255	Thank you for the opportunity to voice our opinion.
257	NA

ResponseID	Response
263	Thank you for asking.
265	I never want to see what happened to Pewaukee. There should not be two, but one Brookfield.
270	Thanks for the survey! Appreciate the opportunity to give input.
286	There should be sidewalks built for Davidson rd
292	Just keep the property taxes low with upscale businesses.
307	A dog park would be a nice addition. Maybe at the north end of Brook Park? Thank you for letting us voice our opinions. I hope the planning goes well.

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Appendix D

Public Workshop Summary

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Building a Better World
for All of Us®

TO: Town of Brookfield

FROM: Darren Fortney, Brea Grace, and Bryce Hembrook

DATE: January 27, 2022

RE: Comprehensive Plan – 11/26/2022 Public Workshop Recap

Background:

On Wednesday, January 26, 2022, between 4:30 and 7:00 PM, the Town of Brookfield and SEH held a Public Workshop regarding the Town's Comprehensive Plan Project. Public notice for the meeting was provided.

SEH is the consultant hired on the project to perform public engagement and write the comprehensive plan. On the evening of the meeting, the project team presented background information on the project, presented survey results, conducted a SWOT analysis, and led a dot mapping exercise. Comment sheets were also provided for general comments from attendees.

Attendees:

25 members of the public and elected officials
Tom Hagie, Town Administrator, Town of Brookfield
Darren Fortney, Senior Principal, SEH
Brea Grace Senior Planner, SEH
Bryce Hembrook, Planner, SEH

***Dot Mapping Exercise**

*See attached PDFs of dot map comments and corresponding locations.

SWOT Analysis Responses

Strength

- Effective local government (8)
 - Leadership, adequate services, great town staff, listening to residents etc.
- Low taxes (4)
- Location and proximity to Milwaukee and Madison (4)
- The Corners, including movies at the Corners (3)
- Housing and residential neighborhoods (3)
- Bluemound
- Full service community
- Restrictive zoning

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 329 Jay Street Ste 301, La Crosse, WI 54601

608.782.3161 | 800.472.5881 | 888.908.8166 fax | sehinc.com

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Weakness

- Pedestrian accommodations (4)
 - Sidewalks for busy roads (Davidson), clearing sidewalks on Bluemound, pedestrian access, and hard to walk/bike between neighborhoods.
- Better communication on incorporation effort
- Loss of becoming a village
- Lack of true center/destination
- School district boundaries
- Transportation congestion
- Non-contiguous borders (impact to incorporation)
- Limited land for new development

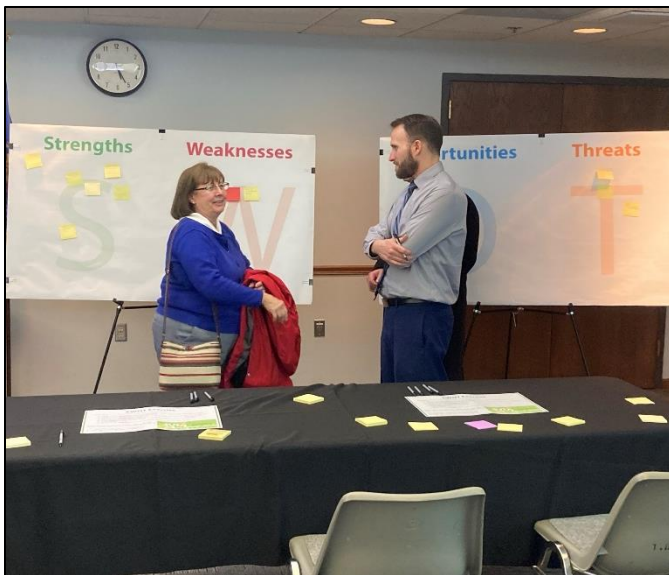
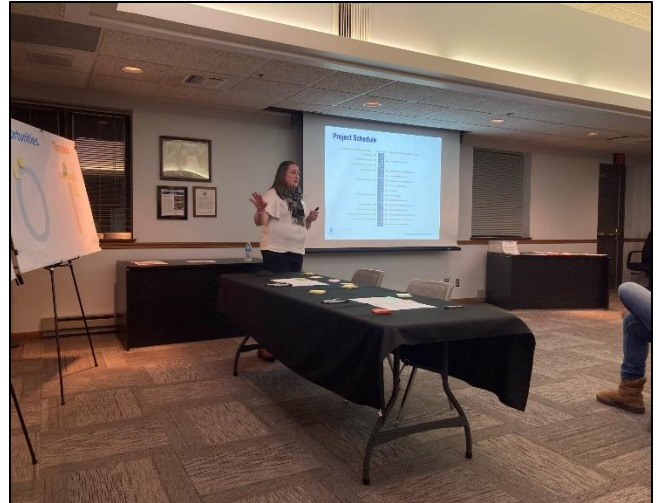
Opportunities

- Improve parks, trails, and pedestrian accommodations (3)
- Incorporation/become a village/prevent future annexation (2)
- Community gathering place and indoor winter gathering place (2)
- Redevelopment
- Getting opinions from community
- More high-end apartments or condos for empty nesters
- Improved and interactive website
- Finding ways for neighbors to connect

Threats

- Annexation and not incorporating (4)
- City of Brookfield (3)
- City of Waukesha (2)
- No Airbnb uses
- Crime/safety
- Traffic vs. development
- High density commercial development encroaching on low density neighborhoods. Changes character and traffic

Meeting Photos:



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Appendix E

Plan Commission Resolution

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STATE OF WISCONSIN:

TOWN OF BROOKFIELD:

WAUKESHA COUNTY:

RESOLUTION #2022-007

**RESOLUTION APPROVING THE TOWN OF BROOKFIELD 2022–2042
COMPREHENSIVE PLAN AND RECOMMENDING APPROVAL OF THE TOWN OF
BROOKFIELD 2022–2042 COMPREHENSIVE PLAN TO THE TOWN BOARD, TOWN OF
BROOKFIELD, WISCONSIN**

WHEREAS, the Town of Brookfield, pursuant to Wis. Stat. §§ 62.23, 61.35, 60.22(3), and 60.62(4)(d), has adopted Village powers and created a Town Plan Commission;

WHEREAS, the Town Board adopted a *Comprehensive Development Plan for the Town of Brookfield–2035* on July 21, 2009, following extensive public participation;

WHEREAS, the Town of Brookfield created a document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” which takes into consideration current demographics, economic trends, and Town infrastructure conditions;

WHEREAS, the Plan Commission finds that the document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” contains all of the requirements specified in Wis. Stat. § 66.1001(4)(d);

WHEREAS, the Town has duly noticed and held a public hearing on the document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” following procedures in Wis. Stat. § 66.1001(4)(d), and the public participation procedures adopted by the Town Board;

NOW, THEREFORE, BE IT RESOLVED, that pursuant to Wis. Stat. § 66.1001(4)(b), the Town of Brookfield Plan Commission hereby approves the Town of Brookfield’s Comprehensive Plan entitled “Town of Brookfield 2022–2042 Comprehensive Plan”.

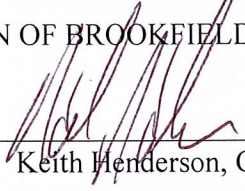
BE IT FURTHER RESOLVED that the Plan Commission hereby recommends that the Town Board enact an Ordinance adopting the “Town of Brookfield 2022–2042 Comprehensive Plan”.

BE IT FURTHER RESOLVED that the Town Clerk shall file a certified copy of this Resolution with the Town Board.

Adopted this 27th day of December, 2022.

TOWN OF BROOKFIELD PLAN COMMISSION

ATTEST:

BY: 
Keith Henderson, Chairman


Tom Hagie, Administrator

Ayes 5 Noes 0 Absent 2

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Appendix F

Town Board Ordinance

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Ord. No.: 2023-03

**ORDINANCE TO ADOPT THE TOWN OF BROOKFIELD 2022–2042
COMPREHENSIVE PLAN AND LAND USE MAP**

The Town Board of the Town of Brookfield, Waukesha County, Wisconsin does ordain as follows:

SECTION 1: Pursuant to Sections 62.23, 61.35, and 60.22(3) of the Wisconsin Statutes, the Town of Brookfield is authorized to prepare and adopt a comprehensive plan as defined in Sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes;

SECTION 2: The Town Board, by the enactment of an ordinance, formally adopted its *Comprehensive Development Plan for the Town of Brookfield–2035* on July 21, 2009.

SECTION 3: The Town Board of the has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes.

SECTION 4: The Plan Commission of the Town of Brookfield, by a majority vote of the entire Commission as recorded in its official minutes, has recommended adoption of the document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” containing all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes;

SECTION 5: The Town has held at least one public hearing on the document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” and this Ordinance in accordance with Section 66.1001(4)(d) of the Wisconsin Statutes;

SECTION 6: The Town Board of the Town of Brookfield, Wisconsin, does, by enactment of this Ordinance, formally adopts the document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” pursuant to Section 66.1001(4)(c) of the Wisconsin Statutes.

SECTION 7: The Town Clerk is directed to send a copy of this Ordinance and the document entitled “Town of Brookfield 2022–2042 Comprehensive Plan” to the parties listed in Section 66.1001(4)(b) of the Wisconsin Statutes.

SECTION 8: All ordinances or parts of this Ordinance conflicting or contravening the provisions of this Ordinance are hereby repealed.

SECTION 9: This Ordinance shall take effect upon passage and posting or publication as provided by law.

PASSED AND ADOPTED by the Town Board of the Town of Brookfield, Waukesha County, Wisconsin this _____, day of _____, 2023.

BY: _____
KEITH HENDERSON, Chairman

BY: _____
STEVE KOHLMANN, Supervisor

BY: _____
MICHAEL SCHMITT, Supervisor

BY: _____
JOHN R. SCHATZMAN, Supervisor

BY: _____
RYAN STANELLE, Supervisor

ATTEST: _____

Name: _____

Title: _____

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