



## COMMUNITY SERVICES DEPARTMENT

4800 West Green Brook Drive  
Brown Deer, Wisconsin 53223

### Tax Increment District #3 & #4 - Comprehensive Plan of Redevelopment #2 & #3 Frequently Asked Questions

#### What is a Tax Increment District and a Comprehensive Plan of Redevelopment?

Tax increment financing is an economic development and redevelopment tool aimed at rehabilitating declining areas, promoting industry and mixed-use development, and eliminating blight. TIF works because it provides its own financing resource. It is basically a financing tool that cities and villages can use to promote tax base expansion.

When most people hear the word “plan”, they think about a document that describes what the future will hold, what new buildings will be placed where, who may or may not be displaced, and overall, feel that a document has been created which has determined the future use and is awaiting comment and implementation.

With regard to a comprehensive plan of redevelopment, nothing could be farther from the truth. A comprehensive plan of redevelopment is required by Wisconsin State Statute as part of a redevelopment process. This “plan” has several components which are required by Statute and is a necessary **first** step towards beginning any redevelopment process. Primary objectives of a comprehensive plan of redevelopment include:

- Designating boundaries of the project area;
- Identifying goals and objectives for future redevelopment;
- Serving as a general framework or guide for redevelopment;
- Allowing projects to be more precisely planned and calculated.

#### What to expect in the “Plan”?

The two most significant aspects of the “plan” include identifying the Project Area Boundaries and developing Goals and Objectives for any redevelopment that might occur. The project area boundaries are as follows:

#### Tax Increment District #3 - Comprehensive Plan of Redevelopment #2 Boundaries

TID #3 and Redevelopment District #2 are served by State Highway 100 (Brown Deer Road), and also include Village streets, including portions of Park Plaza Court, 55<sup>th</sup> Street and 60<sup>th</sup> Street. The project area includes lands located within the Village of Brown Deer along the West Brown Deer Road corridor, bounded by 55<sup>th</sup> Street to the east, Brown Deer Road to the south, properties abutting West Brown Deer Road to the north, and Park Plaza Court to the west

#### Tax Increment District #4 - Comprehensive Plan of Redevelopment #3 Boundaries

TID #4 and Redevelopment District #3 are served by North Teutonia Avenue, Green Bay Road, and numerous local Village streets. The project area includes lands located within the Village of Brown Deer within the Original Village Planned Development District as well as the North Teutonia Avenue corridor, bounded by the Village limits, Green Bay Road and American Transmission Company’s Power Lines to the east, West Bradley Road to the south, West Brown Deer Road to the north, and North Teutonia Avenue and American Transmission Company’s Power Lines to the west

Goals and Objectives are also required as part of the plan. While included in the plan, they are vague and flexible in nature to provide a foundation for which future discussions can occur to ultimately determine what uses may or may not be desired for any redevelopment project. Overall goals within the “plan” include:

1. To eliminate blight by providing appropriate financial incentives to encourage private redevelopment efforts.
2. To eliminate blight by the acquisition of dilapidated structures and the relocation of non-compatible business uses.
3. To enhance the viability of businesses and uses in the area.
4. To improve the overall appearance of public and private spaces through streetscape, community identity, and traffic and accessibility improvements.
5. To increase the retention of existing businesses and the attraction of compatible new businesses.
6. To reduce the risk to the taxpayer by timing the implementation of the Project Plan with the creation of additional property value.

### **What not to expect in the “Plan”?**

As mentioned above, when most think of the “plan”, they think of seeing construction plans, illustrations of future uses, and so on. You will not see any of the sort in this redevelopment plan. This “plan”, as explained above, is a necessary first step so that the Community Development Authority (CDA) can begin the redevelopment process and then, at some point in the future, begin to discuss what may occur on a particular site in the future.

### **What happens if my house or business is in the plan or determined to be blighted?**

The term “blighted” is an uncomfortable word, one that has negative connotations. State statutes require properties within the district be given a blight determination. In the literal sense, a blight determination can mean many things, but essentially a blight determination indicates a property is underutilized.

Essentially, the Community Development Authority (CDA) has three options if your house or business is included in the “plan”. The first two options range from simply doing nothing with a property, but including it in the “plan” and reserving the option to pursue redevelopment should the need arise in the future to acquiring a site and redeveloping it. The third option, used primarily for commercial/retail type establishments is to work cooperatively and encourage aesthetic improvements (i.e. Façade, Landscaping, etc.). To date, specific parcels and which option to pursue for each have not been discussed.

### **What is the process from here?**

The Plan Commission and CDA will hold a public hearings on Monday, January 24, 2005, at 6:30 p.m. and 7:00 p.m. at the Brown Deer Village Hall, 4800 West green Brook Drive. At that time, the general public will be able to provide comment on the “plan”. Should you not be able to attend or wish to provide comment in a written form, a 15 day written comment period, through February 13, 2005, is also available. After February 13, 2005, the Plan Commission and CDA will meet again to discuss and consider the comments and formulate a recommendation, and if deemed appropriate, approve a comprehensive plan of redevelopment. All meetings of the Plan Commission, CDA and Village Board are open to the public and citizens are encouraged to attend and participate.

### **Additional questions and need more information..**

The “plan” is available for public inspection during normal business hours in the office of the Community Services Director, Brown Deer Village Hall, 4800 West Green Brook Drive, Brown Deer, Wisconsin; Brown Deer Public Library, 5600 West Dean Road, Brown Deer, Wisconsin; and is also available on the Village website ([www.vil.brown-deer.wi.us](http://www.vil.brown-deer.wi.us)).

Please contact Andy Pederson, Assistant Village Manager/Community Services Director at (414) 371-3052 with additional questions.