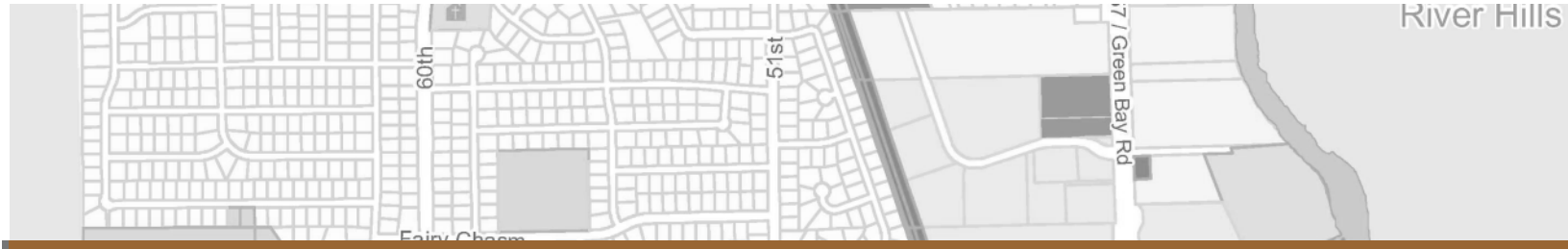

The Village of Brown Deer

Comprehensive Plan 2030

Appendices

VILLAGE OF BROWN DEER

Appendix

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Summary of Visual Preference Survey Results

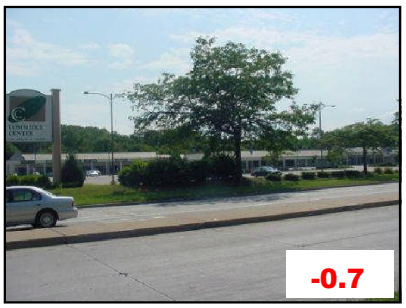
At the end of May 2008, the planning team launched an online visual preference survey and distributed hard-copy versions of the survey at Village Hall and the Brown Deer Public Library. The survey asked people to rate a wide range of images that showed a variety of options for the following categories: commercial development, commercial signage, residential development, parking options, park options, Farmer's Market options, and streetscaping. Over 125 people participated in the survey. Average scores for each image are displayed in red.

Places to Shop: Please rate each picture as a type of place to go shopping.

Corner Marketplace

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Strip Mall



- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Big Box

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Main Street-Style Commercial District

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

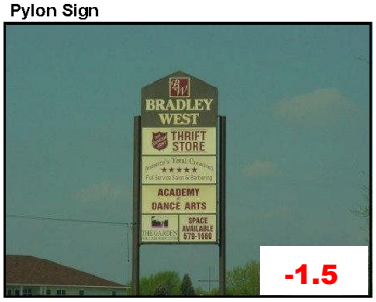
Places to Shop (continued)

Enclosed Shopping Mall

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Signage: Please rate each type of commercial signage.

Pylon Sign



- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Monument Sign

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

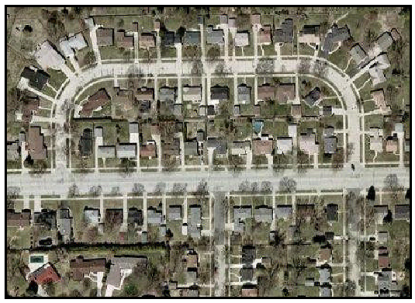
Bracket Sign

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Combination of Window Signage and Exterior Signage

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Single Family Residential Neighborhood: Please rate each single family housing type based on the following criteria.



Rate overall desirability: **+1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate how well the house uses its lot space **+0.8**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate the house's relation to the street. **-0.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+0.6**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate overall desirability: **+1.4**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate how well the house uses its lot space **+1.6**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate the house's relation to the street. **+1.4**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Single Family Residential Neighborhood (continued)

Rate overall desirability: **+1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate how well the house uses its lot space **+1.1**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate the house's relation to the street. **+1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Multi-Family Residential Neighborhood: Please rate each multi-family housing type based on the following criteria.

Rate overall desirability: **-1.5**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security: **-1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate overall desirability: **-0.5**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security: **-0.6**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate overall desirability: **+0.1**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security: **+0.1**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Multi-Family Residential Neighborhood (continued)

Rate overall desirability: **+0.8**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security: **+0.7**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Residential Street: Please rate each type of residential street based on the following criteria.

Rate overall attractiveness: **+2.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate ease of mobility **+1.5**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+1.7**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate overall attractiveness: **+0.6**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate ease of mobility **+1.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+0.5**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Residential Street (continued)

Rate overall attractiveness: **-0.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate ease of mobility **+0.6**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+0.7**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Commercial Street: Please rate each type of commercial streetscape based on the following criteria.

Rate overall attractiveness: **+0.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate ease of mobility **+0.8**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+0.2**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate overall attractiveness: **+0.3**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate ease of mobility **+0.8**

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Rate feeling of security **+0.4**

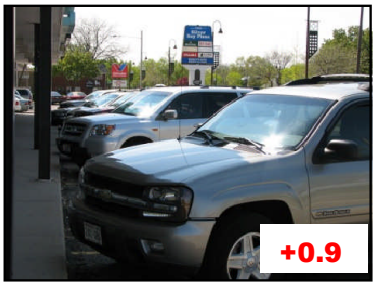
- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Parking Options: Please rate the following types of parking options.

Street Parking

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Angle Parking



- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Traditional Parking Lot

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Parking Structure

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Street Lighting: Please rate the following types of street light fixtures.

Current Street Light Fixtures on Bradley Road

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Typical Street Light

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Harp Light (Typical in Milwaukee)

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Street Lighting: Please rate the following types of street light fixtures.

Specialty Street Light (Brown Deer)

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Specialty Street Light (Third Ward)

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Parks: Please rate what types of parks you would like to have in Brown Deer.

Passive Park

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Playground or Children-Oriented Park

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Skateboard Park

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Public Plaza

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Farmer's Market: Please rate the following types of Farmer's Markets.

In a Parking Lot

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Permanent Structure

- ☐ -3 (least desirable)
- ☐ -2
- ☐ -1
- ☐ 0 (no preference)
- ☐ +1
- ☐ +2
- ☐ +3 (most desirable)

Public Participation Plan

Introduction

The Village of Brown Deer, Wisconsin, is undertaking a Comprehensive Planning process in accordance with Section 66.1001 of the Wisconsin Statutes. Wisconsin's Comprehensive Planning law requires the governing body of each governmental unit preparing a Comprehensive Plan to adopt written procedures for public participation, prior to adoption of the comprehensive plan.

Consciously and conscientiously involving citizens in decision making may be the most important hallmark of responsive planning. The best planning combines rigorous data analysis, a commitment to meaningful public participation, and creative thinking. It is well established that integrating continuous public involvement in planning eases implementation of plans, and experience has shown that meaningful public involvement also creates *better* plans by identifying, incorporating and systematically addressing issues of real concern to the people who will be affected by the plan's recommendations.

Consequently, stakeholder participation will be integrated into each step of the planning process – from early issues identification to final draft revisions – to ensure that the resulting plan is responsive to the people for whom it is developed. Planning constituencies are diverse, and a variety of tools must be used to meaningfully engage them in the planning process.

Stakeholder participation will be continuous throughout the comprehensive planning process, not a separate task addressed only at the beginning. This is accomplished with the use of a Steering Committee headed by the Village's Plan Commission, newsletter articles, a project website, focus groups and facilitated public workshops, along with structured technical input from Village staff. The process features two phases of particularly intensive public involvement activity. The first is the early Issues and Opportunities phase. Stakeholder interviews, "In-reach" interviews with Village staff and a major facilitated Community Issues and Opportunities Workshop will help Brown Deer stakeholders articulate a vision for the future. Community vision will be refined through a series of focus groups as plan elements are developed. The second set of public involvement milestones are focused on stakeholder review of plan details as they emerge, culminating in an Open House-style forum for the public to examine and help refine draft plan documents.

This document details the Public Participation Plan for the Comprehensive Planning process in the Village of Brown Deer, Wisconsin.

1. Comprehensive Plan Oversight

1.1 Plan Commission Steering Committee. The Village of Brown Deer Plan Commission will act as a Comprehensive Plan Steering Committee. This committee serves three primary roles. First, they will provide primary stakeholder input into the Issues and Opportunities identification phase of the plan. Second, they will review and provide early public commentary on deliverables and plan documents, in addition to finalizing all plan elements. Finally, the Plan Commission may aid in developing and hosting community events. By using community stakeholders to guide the plan process process, the Village of Brown Deer will leverage local knowledge and commitment to the future of their community to create a plan that is responsive to the real needs and perceptions of the citizens, business owners and employees of Brown Deer.

Implementation. The Plan Commission is comprised of the Village President, two Trustees and six citizen members. This group will meet on the fourth Monday of the month as needed throughout the planning process. Additional representatives from other Village committees and boards will be brought in as necessary (e.g. Architectural Review Committee, Finance and Public Works Committee). The Plan Commission will participate in facilitated meetings approximately seven times over the course of the planning process, every month in the early phases of the plan and less frequently in the plan's latter stages. The URS team will ensure that documents to be discussed at Plan Commission meetings are provided to Village staff at least four working days in advance of the meetings. All Plan Commission meetings will be noticed and open to the public.

1.2 Plan Commission Review of Public Participation Plan. In a facilitated meeting, the Plan Commission will review the Public Participation Plan developed by URS with the aid of Village staff. After refinements, the Plan Commission will recommend that the Village Board of Trustees adopt the Public Participation Plan used to develop the Brown Deer Comprehensive Plan. Wisconsin Statutes 66.1001(4) requires that the municipality adopt public involvement procedures as part of the Comprehensive Plan process.

2. Ongoing Public Information and Participation

2.1 Comprehensive Plan Website. URS will draft content, design, host and maintain a Brown Deer Comprehensive Plan website in collaboration with the Village. This website will be updated regularly with draft documents, calendars, invitations to public events, and links to information on Comprehensive Planning in Wisconsin. It will include mechanisms to solicit feedback from stakeholders. Email updates (see below), using lists compiled by the village or provided by stakeholders, will be used to drive traffic to the website and its current information. The website will host a Visual Preference Survey as detailed below.

2.2 Village Newsletter Articles and Water Bill Inserts. Articles included in the quarterly Village newsletter will alert stakeholders to plan milestones, such as the Community Issues and Opportunities Workshop and draft plan review open house. URS proposes to provide copy to the Village for its newsletter twice during the planning process: Newsletter 1: Overview of

planning objectives and the planning process, and invitation to Issues and Opportunities Workshop. Newsletter 2: Summary of draft plan recommendations preceding the community open house. Invitations to these key events will also be included in a mailing by the Village water utility. These mailings reach all owner-occupied residences, along with businesses, most condominium associations and landlords. Meeting notices will be placed at the library and senior center.

2.3 Email Updates. Using lists of email addresses provided by the village and developed through visits to the project website and public meetings, URS will send periodic email announcements updating stakeholders as to the status of the planning process, findings and upcoming events.

2.4 Media Releases. Local media will be updated and informed of upcoming meetings and other participation opportunities by this email news release, the preferred method for communication for most media outlets. URS will notify the regional newspaper and targeted area radio stations.

2.5 Written Comments. Written comments from the public may be submitted to the Village Board, Plan Commission or staff at any time during the planning process. Notices of this policy will be displayed on the plan website and included in newsletters, public displays, and press releases related to the comprehensive plan.

2.6 Plan Information Distribution. Draft chapter, notice and other documents will be available for review at the Brown Deer Public Library and Brown Deer Village Hall. In addition, notices of meetings, invitation to events and other public involvement materials will be distributed through the library. Notices or flyers will be available at polling places in the Spring and Fall 2008 elections, pending review by the Village Clerk and Attorney.

2.7 Automatic Telephone System. URS will establish a dedicated telephone number and message recording system to be used to collect comments and questions during the planning process.

3. Identification of Issues and Opportunities

Issues and opportunities identification is a key public participation component of the Comprehensive Planning process. In this phase – which occupies the first six months of the planning timeline – stakeholders, Village elected officials and staff outline the concerns, issues, opportunities and priorities important to the people for whom the planning is undertaken. Goals and objectives for each plan element are derived from this analysis. These will guide the development of plan recommendations.

3.1 Key Stakeholder Interviews. Early input into community visioning will be developed through a series of confidential interviews of key stakeholders. These structured interviews will elucidate attitudes toward future development and redevelopment of Brown Deer, in addition to perception of existing conditions in the Village's real estate market, population changes, social climate, quality of life and other issues.

Implementation. Using recommendations by Village staff and Plan Commission members, URS will spend two days interviewing 12-16 key stakeholders in confidentiality. Typical subjects for interviews include developers, representatives of employers or business associations, neighborhood or civic association members, social service providers, environmental and transportation alternatives advocates, students and senior citizens. A memo will document primary interview themes.

3.2 Village "In-Reach" Interviews. URS will interview Village elected officials, staff and other internal stakeholders (such as school district representatives) to gain insights about historical trends in Brown Deer, upcoming projects and the assumptions on which Village staff members base decisions. A memo will document primary interview themes and details.

3.3 Technical Questionnaire. URS will develop, distribute and compile the results from a questionnaire designed to elicit input from technical stakeholders such as: neighboring jurisdictions, Milwaukee County, the Wisconsin Departments of Transportation and Natural Resources, and regional organizations such as Southeastern Wisconsin Regional Planning Commission and Milwaukee Metropolitan Sewerage District. The questionnaire will gather information about these bodies' plans and programs that will affect the ability of Brown Deer to deliver services to its citizens and maintain the Village's quality of life. A memo will document the results of this analysis.

3.4 Community Issues and Opportunities Workshop. This Community Workshop represents the primary large public event at the early stages of the development of Brown Deer's Comprehensive Plan, and is the first major public participation milestone for the project. Working with Village staff and the Plan Commission, URS will organize, publicize and facilitate a Community Visioning Workshop to help stakeholders articulate items to be addressed in the Comprehensive Plan.

Implementation. The Workshop will feature a presentation outlining the Comprehensive Planning process, providing a summary of relevant demographic and market data, and a synopsis of themes emerging from early public involvement activities. Following the presentation, attendees will be guided through a facilitated small group visioning exercise on a number of topical plan elements, such as housing, transportation, economic development and open space. Using a PARK (Preserve, Attract, Remove, Keep Out) framework typical of local spatial and redevelopment planning, facilitators will place a special emphasis on issues identified by staff and stakeholders and in the Village's earlier visioning study (such as redevelopment opportunities or bicycle and pedestrian enhancements). Utilizing techniques such as the World Café (in which participants build on the work of others in small groups at tables focusing on discrete issues), stakeholders may begin to articulate a vision for the future of Brown Deer, as well as opportunity locations. URS team members will analyze and summarize the findings from the Community Visioning Workshop, and present them to the Plan Commission for discussion and refinement.

3.5 Focused Outreach. In order to broaden the issues and opportunities identification process to reach visitors and other users of facilities in Brown Deer, the Planning Team will staff information tables at the following locations, pending the securing of permission: Brown Deer Marketplace, Schroeder YMCA, the Deer Run, Fourth of July event. These facilities and events draw attendees from outside of the Village, as well as residents who may not otherwise become involved in the Comprehensive Planning process.

3.6 Plan Goals and Objectives Development. In a facilitated meeting, the Plan Commission will review data analysis and public participation findings, review and refine the Village's existing Vision Statement, and will provide input into the development of goals and objectives for each element of the Comprehensive Plan. Village staff will be provided an opportunity to review the work of the Plan Commission. The development of goals and objectives is a major milestone in the Brown Deer Comprehensive Plan process.

4. Plan Element Development

Once Brown Deer's stakeholders have identified the major issues to be addressed over the next two decades and articulated goals and objectives for the Village's future, URS will explore several aspects of that vision in greater detail as a means to develop the plan elements, explore areas in which data and perceptions are at odds, and refine details on key aspects of land use, transportation and economic development. Particular emphasis will be given to areas of the Village identified by stakeholders and Village staff as susceptible to change, including the development of detailed sub-area plans outlining a vision for near-term redevelopment opportunities.

4.1 Visual Preference Survey. Visual Preference Surveys are a powerful tool for eliciting public opinion on aesthetic and redevelopment issues. Such surveys present a series of images of various types and styles of development and land uses and ask participants to rank them. URS will develop, implement and publicize a Web-based (non-scientific) survey of attitudes of village stakeholders to refine particular elements of the land use, natural resources, housing, transportation and economic development elements of the plan. Hard copy versions of the survey will be made available at the library, senior center and other sites recommended by the Plan Commission and Village staff. URS will compile and analyze the results of the Visual Preference Survey and report them in a memo.

4.2 Focus Groups. URS will facilitate two focus group discussions to explore contentious or important issues in depth. These focus groups may be best used to develop details for the sub-area plans. Typical subjects for focus groups may include developers, commercial and industrial property owners, nearby neighbors, business association members, or greenspace advocates. Focus group results will be documented in a memo.

4.3 Plan Commission Review. URS will present the results of the plan element development process to the Plan Commission for review in a facilitated meeting. This meeting could also focus on details of the sub-area plans as they emerge, allowing the Plan Commission to guide the recommendations for this critical component of the Comprehensive Plan.

5. Public and Village Review and Refinements

5.1 Draft Plan Distribution. Once early drafts of the plan deliverables have been reviewed by the Plan Commission and Village staff and the URS team has made appropriate emendations, the team will make revised drafts available to the public for review through several outlets. Hard copies will be placed at the public library, village hall and other locations suggested by Village staff and the Plan Commission. In addition, stakeholders will be notified via email that the drafts are available for review and will receive electronic copies on request. At this time, draft plan review copies will be made available to all boards and commissions outlined in Wisconsin Statutes 66.1001(4)(b) for a 30 day review and comment period. The URS team and Village staff will compile all comments made in person or via email, postal mail and telephone. The disposition of each comment will be noted in an appendix to the plan document.

5.2 Open House. This public participation milestone takes the form of an open house meeting to present the draft plan to a large segment of the public. Equally important, the open house provides a last major opportunity for the general public to make substantive comments on the draft plan elements. This event can be held during the 30-day comment period noted above.

Implementation. The event will be publicized through email notification, news release, the Village newsletter and a water bill insert. Particular invitations will be extended to property owners, residents, employers and employees in areas identified as susceptible to change. Plan Commission members, Village staff and elected officials and the consultant team will be available for conversation and to record comments. The open house could be arranged in stations, one for each element of the draft plan, with boards explaining the goals and objectives for each element, along with highlights of plan language. A presentation will outline the planning process, reiterate major findings, detail the range and scope of public involvement and stakeholder contributions to the plan, and summarize the plan elements. Public comments could be taken in spoken form, and participants would be asked to complete an evaluation sheet on which they could make substantive comments on plan language. All comments will be compiled into an appendix, and analyzed for major themes that could be applied to refine the draft plan elements.

6. Adoption Procedure

6.1 Plan Commission Recommendation. Section 66.1001 (4)(b) of the *Wisconsin Statutes* requires that the Plan Commission recommend the plan through a resolution approved by a majority vote of the entire Commission. The URS team will assist Village staff in coordinating a Plan Commission meeting at which the commission will formally recommend that the plan be adopted by the Village Board. This meeting is open to the public.

6.2 Public Hearing. A public hearing regarding the Brown Deer Comprehensive Plan will be conducted by the Village Board upon approval of a recommended plan by the Plan Commission. As required by Section 66.1001 (4)(d) of the Statutes, a class one notice will be published in the official Village newspaper 30 days prior to the public hearing. The class one notice will specify the date, time, and location of the public hearing.

6.3 Plan Adoption and Distribution. Section 66.1001 (4)(c) of the Statutes requires that the Village Comprehensive Plan be adopted by an ordinance of the Village Board following the public hearing. The URS team will assist the Village staff in presenting the final draft Comprehensive Plan to the Brown Deer Village Board of Trustees. Following board adoption of the Comprehensive Plan, the URS team will make any appropriate revisions and the adopted plan will be published. Copies of the adopted Comprehensive Plan will be printed and distributed to all parties listed in Section 66.1001 (4)(b) of the Wisconsin Statutes, which include adjacent local governments, governmental bodies within the Village (such as the school district), the Wisconsin Department of Administration, Southeastern Wisconsin Regional Planning Commission, Milwaukee County and the local public library.

Village Resolution to Adopt Public Participation Plan

STATE OF WISCONSIN **MILWAUKEE COUNTY** **VILLAGE OF BROWN DEER**

In the Matter of Approving a Public Participation Plan for the Village of Brown Deer Comprehensive Plan

Resolution No. 08-13

WHEREAS, the Brown Deer Village Board has approved a 14 month timeline to generate the Village of Brown Deer Comprehensive Plan which conforms with Wisconsin Planning statutes § 66.1001; and,

WHEREAS, the Wisconsin Planning statute § 66.1001(4)(a) requires that a public participation plan be approved by the Village Board at the commencement of the comprehensive planning process; and,

WHEREAS, it is the desire of the Brown Deer Village Board that the public participation process for the Village of Brown Deer Comprehensive Plan provide reasonable opportunities for effective citizen input and involvement throughout the planning process; and,

WHEREAS, development and adoption of a comprehensive plan will assist with the guiding of coordinated and harmonious development of the Village which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development; and,

WHEREAS, the Village of Brown Deer Plan Commission collectively reviewed and recommended approval of the public participation plan at their April 14, 2008 meeting; and,

WHEREAS, the Village Board reviewed the public participation plan on April 21, 2008; and,

NOW, THEREFORE, BE IT RESOLVED by the Village Board of the Village of Brown Deer that the public participation plan for the Village of Brown Deer Comprehensive Plan is approved.

PASSED AND ADOPTED by the Village Board of the Village of Brown Deer this 21st day of April, 2008.

Carl Krueger, Village President

Russell Van Gompel, Village Manager

Key Stakeholder Interview Summary

Introduction

A dozen "key stakeholders" in Brown Deer took part in confidential interviews in the spring of 2008. The interviews explored issues and opportunities for the Village. These stakeholders represented institutions and community facilities, service providers, investors and developers, and businesses.

The Village's image in the Milwaukee metropolitan area is an issue of great significance for interviewees, as are issues surrounding the future of the school district. The key themes from the interviews are outlined in this document, with comments illustrating the themes.

Village Identity

Stakeholders expressed concerns about Brown Deer's identity being misunderstood in the metropolitan area. They felt the Village is perceived as a "low value" suburb compared to its North Shore neighbors, a "transitional area" between the City of Milwaukee and Mequon. The Village's diversity contributes to this misunderstanding, but many interviewees felt that this diversity could be projected as an asset for Brown Deer. "It's the real world," one stakeholder said. "Parents may have an issue with Brown Deer's diversity, but their kids do not." Another noted: "We should embrace our diversity to enhance our place in the North Shore."

Other assets relating to the Village's identity included the Village's small-town feeling, with owner-occupied housing, proximity to downtown Milwaukee, affordable, high-quality housing stock relative to neighboring communities, and good schools.

"Brown Deer is a good place to come and live. Move in when young, then move up. It's quiet, nice. Traffic isn't too bad. Life is a little bit better. It's close to downtown."

"We're just as good as any other community; we just offer a different choice."

"Brown Deer has an inferiority complex. There is nothing quaint about Brown Deer, and wide roads split up the Village. There is no unifying feature, and therefore the Village is viewed as a buffer between the City of Milwaukee and Mequon."

"We have to work at being a good neighbor to Milwaukee, rather than distancing ourselves from the City."

"Quality schools attract families. Families keep the core of a community together. Without schools, you run the risk of becoming a pass-through community."

"There is the perception that Brown Deer is a stepping-stone community. It is the lowest-priced suburb on the North Shore. It's the way to get into a suburb. Sometimes, we are perceived as a low-grade suburb. The slum of suburbs."

Economic Development

Stakeholders expressed strong support for the Village's redevelopment program in tax incremental financing (TIF) districts on Bradley Road and Brown Deer Road. Many see potential to redevelop the Original Village area into a local destination, providing the services – coffee shop, restaurant, some specialty services – that are perceived as wanting in Brown Deer. Several interviewees expressed concerns over means to brand the Village so that it becomes attractive to young professionals looking to establish homeownership.

"The Original Village should be an upscale, service-oriented business district with sidewalks, cafes, and landscaping. We need a couple more service providers, maybe a smoking ban. It has the potential to be a little gem, like Greendale."

"We could create a niche: 'Wired and Green.' Providing wireless access for the entire city would be a cost-effective way to attract new people and to get Brown Deer on the map. We could be the greenest community in town. Green roofs, rain gardens, the DPW hooks up rain barrels for you. The schools could be a leader, with a green curriculum to tie all the pieces together. Super High Tech, Super Eco."

"Image-branding is a quick, cheap way to improve a community's image and to attract young, smart people. It's a hundred times cheaper than TIF-funding everything to provide incentives to redevelopment. Put the planning effort into policy and economic development, into collaboration and innovative programming. Change the rules. Make Brown Deer attractive not through infrastructure investments, but through programs. How do we make this a place in which people want to live?"

Housing

Stakeholders were generally satisfied with their own experiences in Brown Deer's housing market, noting that the Village has a wide variety of options, from apartments to single family starter homes, and now some condos are coming into the market. The potential redevelopment of the former Algonquin School site is viewed as a key opportunity to add to the housing stock.

"We need some move-up housing. We need condo choices. People are moving to Menomonee Falls, Mequon because Brown Deer doesn't offer enough [at the higher levels of the housing market]."

"I want to see upper-class single family housing on the Algonquin School."

"They should build single family homes at the former Algonquin site in order to support tax base. These could even have an affordability component. We need to attract new families who value community and schools."

Village Operations

Most stakeholders expressed satisfaction with the competence and professionalism of municipal operations in Brown Deer. Stakeholders saw opportunities for the Village to build cooperative ventures with business, the schools, and neighboring communities, to raise the level of service provision and to build efficiencies into the delivery of those services.

"Brown Deer should pursue more sharing and consolidation of services; this might apply to schools. We can pursue some partnerships with the Village."

"The accessibility of our Village staff is a real asset that we don't necessarily use well enough. We can call Nate, Jesse, Russ and talk to them if there's an issue."

"The Village government is very frugal; they use the money well and are very responsive. The citizens don't necessarily value this aspect of the Village because they don't see where their tax dollars are going."

"We need more collaboration between Village and businesses and among businesses so that they can use resources as best as possible."

Parks and Natural Resources

As with housing, stakeholders generally expressed satisfaction with their experience with parks and natural resources in Brown Deer. They recognized that Village Park is an asset but wished it could be utilized more intensively, perhaps by offering more programming. Improving access to the Milwaukee River is also seen as desirable.

"Village Park is a great asset but it should be improved even more. The pond is a little better now."

"The River is a huge asset. We need to figure out how to make it both accessible and safe. Something needs to be done to beautify this stretch [of frontage, north of Brown Deer Road]. The YMCA has no money to manage the riverfront, but owns 30 acres along the stream. We could explore allowing and improving public access to the river. It has to be safe and pleasant, and maintain the YMCA's ability to have programs in the area."

"We need more little parks. Islands of greenspace wherever a street dead-ends. Put in a park bench and some plantings."

Transportation

The Village's well-maintained streets and roads were considered assets by stakeholders, as is the expanding trail system. Some interviewees considered the lack of sidewalks around the school campus a detriment to safety.

"We must lower speed limits [on Brown Deer Road]."

"Our lack of transportation choices is an impediment to attracting workers. As gas prices rise, this becomes even more of an issue."

"We need to improve our pedestrian friendliness of streets and buildings."

"Add more bike trails. Allow parallel parking on roads."

Community Facilities and Schools

Stakeholders involved with community facilities consistently discussed the challenges of meeting the needs of a changing clientele, whether for schools, the library or recreation. Part of the difficulty, they asserted, was helping the community at large understand the nature and magnitude of those changes, and making a case for altering the ways in which these services are provided. The future of the school system was an item of primary concern among interviewees.

"I am concerned about the school district. Taxes are an issue. We spend a lot of money, but the schools are still struggling, in terms of student achievement, in producing high-level participants in society. We may be too small to support our school district."

"Our small school district provides tangible opportunities to positively impact the lives of people."

"The schools' capital program is a burden to a small community constrained by tax base limitations. 'Do Nothing' isn't really an option. We have to raise our trust level with the community."

"Over the long term, the library could move to the Village municipal complex. It doesn't really need to be near the schools anymore – because school research relies less on books. In a central location, it could serve the community better."

"Fifty-eight percent of the Brown Deer Library's users are not Brown Deer residents. It causes funding issues: 'our people' aren't using the library, why should we pay for it?'"

"The school district has been improving over the past couple years. The School Board is really good right now. Brown Deer has let the school facilities deteriorate. It is embarrassing compared to other communities. Air quality is bad in the schools because of mold. All these little things give the impression that we're going downhill in Brown Deer."

Village Staff and Elected Official Interview Summary

Introduction

Key Village of Brown Deer staff members and all Village Trustees took part in confidential interviews in the spring of 2008. The interviews explored issues and opportunities for the Village.

"Transition" is an emerging theme for the Village in these interviews. Brown Deer is perceived as undergoing a transition economically, in terms of diversity, in terms of age and family lifecycle turnovers, and perhaps in terms of safety. Also, the Village represents physical transitions between River Hills and Mequon on the east and north and the City of Milwaukee on the south and west. Also, it is a place where people may transition from renter to first-time homeowner to "move up" homeowner.

The Village's image in the Milwaukee metropolitan area is a related issue of great significance for staff and elected officials. The key themes from the staff and elected official interviews are outlined in this document, with comments elaborating on the themes.

Residential Character and Relationship to Village

Interviewees expressed a general impression that citizens are less involved in community and civic life than in the past. This is attributed to the varied backgrounds of newer residents, an increased prevalence of two-working-parent households, with residents who simply don't have time to get involved, a general satisfaction with the status quo, and a change in recreational preferences from park and social activities to private activities, such as movie rentals and video games.

Whatever the causes, stakeholders perceived that this weakened relationship between citizens and the Village adversely affected the ability of the Village to provide services efficiently, to uphold norms in terms of home maintenance or public behavior, and to create a consistent image for Brown Deer in order to "preserve the Village feel."

"The Village's demographics are changing. The affluent, white middle class is being replaced by a diverse ethnic community. We need everyone to buy into the standards of the community."

"How do we welcome racial, ethnic and economic diversity and also create a community?"

"We really have to create a community. We have to work to make newcomers feel welcome and important to civic life."

Municipal Operations Issues and Opportunities

Interviewees were generally satisfied with the ability of the Village to provide services at a reasonable cost, and many proudly identified areas in which Brown Deer has taken a progressive, regional approach to service provision to ensure value to taxpayers and citizens. Stakeholders identified staffing levels sometimes verging on inadequacy and shoestring funding as limiting the Village's ability to be proactive in some areas of municipal operations. Maintaining community safety was considered the primary issue for residents.

Some interviewees saw Brown Deer as being at a watershed moment – making a transition from developing to a redeveloping community, on the verge of major turnover of housing stock as long-term residents seek housing options appropriate to their family lifecycle status, and in terms of infrastructure which will need major maintenance or replacement in the coming years. At the same time, these stakeholders perceived tax and safety issues to be of paramount concerns for residents.

The Village's frugality and cost-consciousness were seen as beneficial to Brown Deer's image and its ability to keep costs reasonable for residents who perceive themselves to be under financial strain. Insecurity regarding the levels of state aid for municipal operations was a major area of concern.

"The Village is approaching 'midlife' in terms of infrastructure. We may feel some pains. The Board understands that infrastructure needs constant maintenance; if the board loses sight of that, we become Milwaukee."

"Brown Deer has been strongly affected by a recent change in the state tax code that declared computer equipment no longer to be taxable property. The state's whittling away of taxable property is a major concern for our stability."

"We're a small community; our basic core costs to provide services are shared among relatively few people."

"The fringes of the Village could disintegrate if police protection is cut back. The police are very good here. We can't let basic services and infrastructure disintegrate."

"Brown Deer has been reactive to changes in the past. It's time to become pro-active."

Village Image and Character

Brown Deer's image in the metropolitan area was a major concern of interviewees. Stakeholders expressed a range of opinion about the nature of the Village's image, but generally agreed that Brown Deer's high quality of life and value for homeowners was underrated regionally. This was perceived to be the case for several reasons:

1. The Village boundaries are physically indistinct; a lack of consistent streetscaping creates confusion as to Brown Deer's limits.
2. The Village is associated with "troubled" areas of the City of Milwaukee along Brown Deer Road west of the Village limits. In particular, the perceived decline of Northridge Mall a

dozen blocks to the west is strongly associated with Brown Deer; the Village is seen as part of the Northwest Side of Milwaukee rather than the North Shore.

3. The Village's economic and demographic diversity is viewed with suspicion in some parts of the Milwaukee metropolitan area.

The Village's major assets are considered to be its location and proximity to metro Milwaukee's economic, business, cultural, entertainment and recreation destinations; its variety and affordability of housing stock combined with good services and schools; and its safe environment.

"Brown Deer doesn't have an image. People don't even know where the Village is, what the limits are."

"Our diversity can be a selling point. Respect differences, and learn to do that in a safe, friendly environment. People are looking for a comfort level. Community-oriented policing really helps, as do great services and amenities."

"Brown Deer is a diverse suburban community. There is no crime problem. Its diversity can be viewed as a positive characteristic. I've been told that it's the wealthiest minority population in the country. We need to position our diversity as an asset."

"Brown Deer is perceived as having Milwaukee's issues."

"Brown Deer is considered the weakest link in the North Shore. We're not on the lake. Our schools aren't as well known as some others."

"We need a better image for the Village. It has had a bad rap in the metro area for years. We're just 'a step above Milwaukee'."

"We offer a good quality of life. A variety of housing stock. Committed teachers. Honest, forthright leadership. Good public access. Conscientious school district. Don't have a lot of social ills."

Redevelopment Opportunity Areas

Stakeholders identified several areas in the Village that may provide opportunities for significant redevelopment. These areas were considered underutilized, in decline, or susceptible to change for a variety of economic and demographic reasons. Other factors included the ability to "piggyback" on upcoming infrastructure projects undertaken by the Village or other agencies, private developers and non-profit organizations. The areas most often mentioned include:

1. *The Original Village.* The Original Village is at the confluence of several major developments: the Village's streetscaping initiative, the upcoming Wisconsin Department of Transportation (WisDOT) reconstruction of the Brown Deer Road/Green Bay Road interchange, the installation of a paved bicycle trail on adjacent railroad right-of-way, and major private investment by a well-regarded interior design and architecture firm. Stakeholders envision the Original Village again becoming a center of community life in Brown Deer and a destination for the region. Access to the area and business development are considered to be primary issues in its redevelopment.

2. *Bradley Road and Teutonia Avenue.* Stakeholders envision redevelopment emanating from the intersection to the west (where it is already underway), south toward the Village limits and north toward the Original Village. Stakeholders are generally excited about the Bradley Village development (although worried that the recent downturn in the housing market will affect the pace of redevelopment) and about extending the process to the adjoining properties. Major ideas included highlighting proximity to Brown Deer Park, improving retail developments along Bradley Road, incorporating the redevelopment of the former Algonquin School property, and redesigning the Bradley-Teutonia intersection to reduce confusing traffic movements and improve pedestrian access. The area has some large parcels considered to be underutilized and can benefit from a nearby project on Southbranch Creek and a development by Jewish Family Services at Bradley Road and Sherman Boulevard.
3. *Streetscaping and Placemaking on Brown Deer Road.* Stakeholders expressed strong interest in working with WisDOT, private landowners and others to create a consistent look for the primary east-west thoroughfare in the Village. Potential conflicts between the state's objectives for the roadway and local exigencies are well understood.

Other opportunity areas mentioned include the municipal center around Village Hall and Village Park, the Marketplace area, the Hearthside Property and the YMCA/Wheaton Franciscan redevelopment areas.

"We should get a good development for a unique shopping district with historic character in the Original Village. Activity can coalesce around the central historic area. It's not the same scale as Cedarburg, but could have boardwalks, a little arts district, antiques, heritage storefronts. We can capture some bike trail traffic; make it a destination at the north end of the bike trail. Parking and accessibility are issues. Proper development could make it a regional attraction."

"The Jewish Family Services development will lead to density, which leads to restaurants, a grocery store. Beloit Beverage is an opportunity area – capitalize on proximity to Brown Deer Park. This area (Teutonia Avenue) should stay commercial."

"Use streetscaping to define the Village as on Silver Spring Drive in Glendale. We could explore a jurisdictional transfer of Brown Deer Road from Kildeer Court to 68th Street, take it over from the state, and then improve streetscaping."

Housing Issues and Opportunities

Stakeholders generally expressed an understanding of and appreciation for the variety of housing stock available in Brown Deer, from multi-family rental to "starter" homes in the southern part of the Village to larger, newer single family homes north of Brown Deer Road. Major concerns centered on the quantity and quality of multi-family housing in the Village, and the Village's ability to promote maintenance standards for single family housing.

"We are a community of three bedroom starter homes. Good values for families, good services, good schools. We should put in a few senior apartments."

"We could develop some programs to help people. Workshops on home maintenance. The County has a loan program for low- and moderate-income homeowners who need maintenance assistance. We help when we can identify this need."

"I don't necessarily want to see more rental housing in Brown Deer. We have enough."

"A few homes along Teutonia Avenue are in bad shape and the homes in the area around the bowling alley need a makeover.

Utilities and Community Facilities (including schools) Issues and Opportunities

Village staff and elected officials generally believed that Brown Deer's utilities and community facilities were well-managed and have adequate capacity to meet future needs. Staffing and uncertainty regarding future funding levels present ongoing issues, and the future of the school district was a major concern. Some stakeholders expressed a desire to develop a community center for the Village, but there seemed to be little early consensus regarding the real level of demand for such a facility and the range of programming it might offer.

"There is some desire for a community center. There is a definite space crunch for community activities. We depend on the schools to run our programs."

"The schools are still good. If the schools went downhill it would be devastating for the community. We put our time and money into the schools; they are a very important attraction."

"The school facilities need a spruce up; they've made a good start with new science labs and bumping out the auxiliary gym into a theater."

Natural and Cultural Resources Issues and Opportunities

Stakeholders expressed satisfaction with Brown Deer's parks and natural resources. Issues have arisen surrounding long-term County maintenance of local parks and improving access to the Milwaukee River . The Village Pond is considered a unique asset to Brown Deer.

"The Village owns 17 acres of parkland; Brown Deer could approach the County to turn over A.C. Hanson and Algonquin Parks to the Village. The County could focus on its large facilities – Brown Deer Park and Kohl Park."

"The Pond is an asset, but hidden, even to long-time residents."

"People don't go out to the parks as much as they used to. Recreation happens at home. Parks still add to community value, though."

Community Workshops Comment Summary

Introduction

Nearly 60 Brown Deer stakeholders attended two community workshops held in May and June 2008 to articulate their views on the primary issues and opportunities facing the Village. These stakeholders represented citizens, institutions, community facilities, and businesses.

The workshops included a series of small group discussions focused on general planning topics, an informational presentation outlining basic demographic and economic data about Brown Deer, and a questionnaire designed to prompt stakeholders to think about the Village's identity and character. The key themes from the workshops are described in this document, with comments illustrating the ways stakeholders expressed those themes. These themes will guide the development of goals and objectives to shape plan recommendations.

Village Identity

Brown Deer's identity and the way the Village is perceived in the Milwaukee Metropolitan area proved to be a recurrent theme for stakeholders. Participants largely felt that Brown Deer differs from the other North Shore communities in that it is more affordable and more diverse. Community members praised Brown Deer's affordability and diversity as a deciding factor in their decision to locate in the Village. A frequent comment was that Brown Deer was a great place to raise a family because it was safe, quiet, had good schools, and was conveniently located within the Milwaukee area.

However, stakeholders also expressed concern that the Village's affordability and diversity, along with the Village's indistinct boundaries, contributed to the image of Brown Deer as a "transitional" community, a step up from Milwaukee, but not truly a member of the North Shore. There existed a strong perception that the Village was undergoing dramatic demographic changes, becoming more diverse. Finally, stakeholders voiced an opinion that some physical distinction – such as consistent streetscaping orimproved signage – could bolster Brown Deer's sense of uniqueness.

"It's a fabulous, affordable place for families to live with a rich diversity of people."

"Brown Deer is a quiet suburban community that is located convenient to city attractions and has easy access to shopping, parks, and schools. Brown Deer has a peaceful and safe atmosphere."

"Brown Deer is a place that is convenient, safe, and comfortable. Our kids are educated to be able to work with all people. We love it!"

"Brown Deer has the potential to be a model of integration in a highly segregated Milwaukee and greater Milwaukee reality. We need to work at getting to know one another and accent the positive."

"People don't know what Brown Deer's boundaries are."

"The diverse population is scary to [others in the metro area] so they view Brown Deer as more dangerous."

"Some people lump it in with 'North Shore' communities; others consider it an extension of Milwaukee."

"Everything along Brown Deer Road is sometimes considered Brown Deer."

"How about building a running path circuit around Brown Deer in order to establish boundaries?"

"Brown Deer Road: need a better sign at eastern edge of Village, in the middle of Brown Deer Road."

Village Operations

Many residents regarded the competence of the Village staff and the efficient provision of public services as key to the quality of life in Brown Deer and the main factors that differentiated Brown Deer from neighboring Milwaukee. Overall, community members expressed satisfaction with their municipal government and the services provided, but a few questioned the staff's ability to fully understand local issues as they are not Brown Deer residents themselves. Residents also expressed concern about the Village's ability to continue to provide a high level of service while, at the same time, controlling costs.

Finally, a number of stakeholders expressed frustration with a "lack of community feeling," claiming to be disconnected from their neighbors and the Village administration; they would like to see more community events.

"We're happy to pay for schools and parks, but want to see quality."

"There should be a requirement to live in Brown Deer. If they don't live in the Village, they don't understand what's important to residents."

"The Village should be more vigilant in making sure people maintain their property. There are some people that leave their cars on their lawns and also people who leave their lawn clippings out more than 24 hours in advance. It makes the neighborhood look trashy."

"There needs to be a way to raise money in the community without raising taxes."

" We could a establish a summer block party at Village Park, movies at Village Park, student theater on the school campus or in Village Park [outdoors]. We need more events to create a sense of community."

"I don't know my neighbors."

"We always go to the 4th of July Celebration."

Community Facilities and Schools

Many participants expressed desire for a community center that serves the needs of the entire Village; this sentiment was particularly strong among senior citizens, who have recently been removed from their facility due to the razing of Algonquin School. Stakeholders listed many desirable features and potential locations for such a facility, including adding on to the bath-house at Village Park and converting Bradley's Jazz Club on Bradley Road.

Residents were also concerned about the quality of the schools, in terms educational attainment, student behavior and discipline, and the quality and upkeep of facilities. Some expressed concern that the School District has not been an effective steward of facilities and was not sensitive to concerns about the community's ability to fund improvements.

"Brown Deer needs a community center that could be used by all age groups in the Village."

"We need a dedicated senior center."

"A community center would be great—maybe by the municipal building or the Pond."

"The Senior Club needs a better location for meetings. St. Paul's Church basement is not easily accessible, as the elevator is not always functional and the stairs do not suffice. Though, usage of the church is appreciated. Other organizations would benefit from the center such as youth groups, Brown Deer Women's Club, Junior Women's Club, Y-55 Club, and the Historical Society."

"The school district spends money unwisely."

"There was a lack of foresight in tearing down Algonquin School."

"Need to improve the school campus infrastructure in order to compete with surrounding school districts."

"Others think that the education is not as good as surrounding areas such as Mequon because rougher kids are in the area."

Transportation

Brown Deer's well-maintained road network was considered an asset to the Village; however, many stakeholders expressed strong interest in identifying opportunities to improve bike and pedestrian facilities. Many noted the difficulty of getting around Brown Deer on foot. Also, the current transportation system does not address all population groups equally. In particular, the children and the elderly lack transportation options, particularly with the limited transit service in the Village.

Vehicular traffic speeds and volumes on Brown Deer Road and Green Bay Road are considered by many participants to be detrimental to the Village's quality of life. Many identified the intersections of Green Bay Road/Teutonia Avenue, Green Bay Road/Brown Deer Road, and Green Bay Road/Sherman Boulevard./Bradley Road as having design problems leading to dif-

ficulties for motorists, cyclists and pedestrians. Many stakeholders expressed a need to add sidewalks to the area surrounding the schools campus, and along Brown Deer Road. Finally, participants nearly universally agreed that access to the Original Village area must be improved.

"Brown Deer is easy to get around if you have a car."

"Speeds on 60th Street are too fast. They race down the street late at night."

"I bypass the schools to avoid traffic."

"55th Street is a race track—how about some speed bumps?"

"51st Street is dangerous because of the speed. Narrowing it a few years ago didn't decrease speed."

Brown Deer Road Traffic Issues and Opportunities

"Speeds on Brown Deer Road are out of control. 51st Street and Brown Deer Road is a problem intersection."

"It's the 'Wild Wild West' on Brown Deer Road. Traffic moves too fast."

"Could we change the design of the interchange at Green Bay Road? Let's put Brown Deer Road on top."

"Brown Deer Road is too over-developed. The Lowe's attracts too much traffic."

"The traffic volume on Brown Deer Road is too high."

Green Bay Road Traffic Issues and Opportunities

"Traffic flow and signal problems at Bradley Road and Teutonia Avenue."

"Accidents are a problem at Green Bay and Brown Deer Roads. Maybe a roundabout would help?"

"Consider signalization on Green Bay Road to calm traffic."

"Visibility is bad when exiting the Original Village onto Green Bay Road."

Bradley Road/Sherman Boulevard/Teutonia Avenue Issues and Opportunities

"Redesign intersection of Bradley Road, Sherman Boulevard, Teutonia Avenue with a roundabout. I drive a truck and a well-designed roundabout can work very well."

"Roads are in relatively good condition. Bradley Road, however, is in bad condition."

"A roundabout at Teutonia Avenue and Bradley Road might improve that intersection; just need to make sure that trucks can fit through."

"Green Bay Road and Teutonia Avenue intersection takes up a lot of land."

"Bradley Road is underutilized for its width."

"Intersection at Bradley Road and Teutonia Avenue is tricky; it's an accident waiting to happen."

Original Village Access Issues and Opportunities

"Access to the Original Village needs to be better."

"Original Village is nice, but it's haRoad to get to; haven't explored it much."

"It would be great to have access to Original Village by bike. It would also be great to have a traffic signal for bike path at Brown Deer Road."

"Improve access to the Original Village. We hardly every go there because it's difficult to access by car and impossible on foot or bike."

"Ensure access to the new bike trail and into the Original Village at Dean Road."

"It's difficult to access the Original Village, by car, but especially on foot."

"There's no pedestrian access to the Original Village from any direction."

Bicycle and Pedestrian Transportation Issues and Opportunities

"It's easy to get around, but would like more options to walk to school. There's heavy traffic on Dean Road."

"Currently, school bussing costs the school district $60-70K/ year. Need to reduce bussing needs. Would like to see a pedestrian plan for the area that develops corridors of sidewalks so that kids can walk to school safely."

"Install traffic calming on 51st Street near school campus; people sometimes speed through there; traffic humps would be good."

"Thank goodness for the sidewalk on Brown Deer Road."

"It's very hard to cross Brown Deer Road [on foot or by bike]; it doesn't feel safe."

"The bike path extension is exciting."

"There are bikes on the sidewalk on Bradley Road. I would feel comfortable with a bike lane in the street. That also helps calm traffic."

"We need pedestrian and bike access across railroad tracks near Village Park. I cross the tracks now to walk to the grocery store."

"It's hard to walk through the subdivisions to get to a location."

"I'm worried about pedestrians and bicyclists crossing Brown Deer Road along the new bike trail. How can that

be made safe? The traffic is very fast. I cross it at five in the morning when I'm taking a walk, and I'm afraid to do so even then."

"Pedestrian conditions at Green Bay and Brown Deer Roads are terrible."

"It's very dangerous crossing Brown Deer Road on foot at the site where the bike trail will be extended."

"We really need sidewalks around the school campus."

"[The transportation system in] The Village is openly hostile to pedestrians. Speeds are too fast, there are no sidewalks, there are no connections."

"We need a walkway from Bradley Village to the bus stop on Teutonia Avenue, across the northern end of the old Kohl's property on the southeast corner. Walkable communities need access to transit."

"Include sidewalks, a little park and pedestrian amenities in the Bradley Village development. We'd love to be able to walk to a little park."

"It would be suicidal to bike on the road on Green Bay Road."

Housing

Most residents who participated in the community workshops had lived in Brown Deer for over ten years and were very satisfied with their experiences in the Village. Newcomers also expressed satisfaction with the quality and affordability of the housing stock. Brown Deer has a diverse range of housing options, from rental apartments, to single-family homes, to condos. This diversity is seen as an asset to the community; however, residents stressed the need for diligent property maintenance and enforcement of building codes. Protecting the quality of the housing stock was seen as key to maintaining and improving the Village's image. Many residents also saw an opportunity for more housing options for seniors within the Village, and some expressed misgivings about the character of some of the multi-family housing in Brown Deer.

The pending redevelopment of the former Algonquin School property interested many participants; they generally felt that single family housing would be an appropriate use for the parcel.

"The Village could be tougher on building code violations."

"We need a mix of housing types, but also need to make sure it's quality."

"The former Algonquin School property should be either single-family residential or elderly housing."

"We need a good mix of housing types and price ranges."

"Brooklane Apartments are a problem. It's a transient population."

"There is crime at some rental properties."

"Brown Deer does not need more multi-family housing."

"A desirable housing type would be homey condos with underground parking."

"Side-by-side condos are a good aging-in-place solution."

Land Use and Aesthetics

Stakeholders were generally satisfied with the land use mix in Brown Deer. Some discontentment was expressed regarding the location of services and lack of connectivity between land uses. Numerous participants suggested aesthetic improvements for streetscaping and landscaping.

"There is a sense of 'disconnectness' between the pieces of the Village."

"Buffer zones needed between residential and industrial uses."

"Try to prevent land uses from being too disconnected. How do we connect people across the Village?"

"Would like a place to shop, eat, and a park. Just a place that you can do everything all at once and to bring family too, without having to drive so many directions to get to a place."

"Brown Deer Road is ugly. We could become a green community just by focusing our attention on greening intersections (establish a "green easement") along major roads. Particular focus at 51st Street and Brown Deer Road (this is a "defining point" for the Village), 60th Street and Bradley Road on school campus edge."

"Focus on gateway treatments to signify entry into the Village."

"Add sidewalks in Original Village, street lights, public spaces, and more pedestrian friendly attributes."

"I would like a community plaza like in Menomonee Falls."

Economic Development

While many residents enjoy Brown Deer's proximity to nearby shopping opportunities, stakeholders expressed a general consensus that the Village could use more shopping options. There was a preference for smaller scale retail developments. Residents were particularly interested in more grocery store and restaurant options. Potential commercial redevelopment sites identified included the Original Village, Bradley Road, Teutonia Avenue, and Brown Deer Road. Stakeholders generally approved of improving the farmer's market, and possibly finding a permanent location for it.

"I would like to see a Fresh Market across the street from the YMCA. There's not enough variety in terms of grocery stores."

"Better grocery store like Whole Foods that offers bakery, specialty meats."

"Brown Deer needs more grocery store options, like a Sendik's, Trader Joe's or a decent Sentry."

"Desirable commercial developments would be a credit union, optician, flower shop, and local restaurant."

"Would like to see a George Webb or a coffee shop."

"Undesirable stores would be cash loan, big box, dollar stores, liquor stores, jazz places, Walgreens, and hotels."

"A permanent Farmers' Market would need to be visible—maybe at the High School?"

"Should have a Farmers' Market in Village Park or at the High School?"

"Move Farmers' Market to more visible location; the Lowe's parking lot may be a possibility. Lowe's might be interested as a lead-in to their garden department in spring and summer."

"The Farmers' Market could be relocated to the Salvation Army or bowling alley parking lots in the future."

"Focus areas for redevelopment should include: Original Village, Teutonia Avenue, Bradley Road, between 51st - 43rd Street."

"The Original Village should be a focus area for future planning."

"Teutonia Avenue corridor should be a focus area for future planning."

Natural Resources

Residents expressed satisfaction with the number and quality of park spaces available to them. The Pond is seen as one of Brown Deer's most unique and valuable assets; residents showed interest in having more community-wide events at the Pond. Furthermore, many participants expressed interest in improving access to the Milwaukee River, if it can be done in a manner that ensures security of visitors.

"Build pocket parks at the ends of dead-end streets."

"The school campus is amazing. They have a lot of valuable green space: why don't they use some of it as a science learning center for the students or as a picnic area?"

"The Brown Deer Pond is the 'best kept secret' in town, but needs a good amount of rehab. The water is murky and the pond bed needs work. Too many chemicals are being used to keep vegetation under control."

"The bathhouse was a poor design. There is not enough privacy for changing."

"Possibly add a water slide at the pond and extend opening and closing dates. It could also be utilized as an ice skating location in the winter with concessions and/or a warming area in the bathhouse, but some believe that multi-use facilities will create a greater risk for public safety."

"Fairy Chasm Park is a great asset to the community, it is widely used for baseball and softball needs."

"Parks need to welcome people of all ages, not just families with small children."

"The parks are mostly for kids and not so much for other age groups."

"Family buys membership at the Pond. It's simple, clean, with great lifeguards. The big trees are great."

"How about movies at the Pond? Or plays (put on by high school students) at the Park? How about a block party at the Pond?"

"The river should be an asset, but it isn't. Would like to see a bike path or a trail, park, playground, etc. near the Milwaukee River."

"Creating river access is very important – a trail behind the YMCA and access at Brown Deer Road."

"In order to get better access to the river, tear down [multifamily housing] facilities when they reach the end of their lifespan. When it comes time for multifamily complexes in extreme northeast corner of the Village to be redeveloped, use some of the space to create new parkland near the Milwaukee River."

"Need more basketball courts, but there's a crime issue."

"How about a skateboarding park? It could be located close to the Police Department or the Fire Department."

"Add skateboard park near the Village Hall and Police Station, or on Fire Department property in Original Village."

"There needs to be more community gathering places, like a community center or outdoor plaza."

Final Draft Plan Comments

Summary of Final Community Workshop

Over 65 Brown Deer stakeholders attended the final community workshop on August 26th 2009. Draft copies of the Comprehensive Plan had been made available on the Village website and in hard-copy at Village Hall and the Brown Deer Public Library. Many of the attendees had also participated in one of the previous community workshops held last year and were eager to see the results of their input.

Nathan Guequierre from URS Corporation gave a brief presentation outlining the planning process, some of the major results from the data analysis, and some of the more significant recommendations. Village staff were present to answer and elaborate on questions. The presentation was followed by a question and answer period, which is summarized below. Additionally, details were added, where pertinent, about where to find more information about the topic in the Comprehensive Plan.

Question/ Comment	Response
Issues and Opportunities	
How will the declining population affect tax rates?	While these are just estimates, the Village does need to plan for demographic shifts. The projected decline is not dramatic, and many of Brown Deer's neighbors are facing a similar population decline.
Economic Development	
What kind of businesses are we attracting or trying to keep out? How can the Village have more control over that?	One recommendation is to have staff meet regularly with local businesses to create better lines of communication and to learn what the businesses need from the Village. The plan discusses business retention in Chapter 3 Recommendations # 1,2,4 and 5.
Are there any recommendations to get businesses to stay, especially small businesses? Tax rates are high, and small businesses are having trouble.	There is a recommendation to strengthen business attration and retention. Also, there is a recommendation to have regular meetings between Village staff and business owners as a way to open the lines of communication. The plan discusses business retention in Chapter 3 Recommendations # 1,2, and 4.
Land Use and Aesthetics	
What are the plans for the Bradley Road corridor?	The current economic climate is difficult, and the developer of Bradley Village is trying very hard to fill vacant storefronts. Also, the Bradley Road corridor is transitioning into more of a neighborhood business district, with more service-oriented businesses. Further west on Bradley Road, most of those buildings are leased and occupied, so it is unlikely that this area will undergo much change in the immediate future, although the Village would welcome the opportunity to discuss any opportunities for physical improvements with the property owners.

Is there a problem with multi-family housing in Brown Deer? Does the Plan recommend more multi-family housing?	The plan recommends that the proportion of land devoted to multi-family remain approximately the same as it is today. See the future land use map in Chapter 4 for details. However, the types of housing in the village may evolve. See Chapter 5.
Transportation	
What can citizens do to get better transit in Brown Deer?	Milwaukee County runs transit so it is best to contact Milwaukee County or your County Representative to show your support for transit.
How does the Village decide about which roads to repave?	The Village Engineer has an evaluation system. Whenever possible, the Village tries to coordinate sewer work, water main relays and road work.
What is a "road-diet"? I see that there is a recommendation for a road diet for Bradley Road.	A road diet essentially reduces the width of a road by taking out one lane of traffic in each direction and adding other amenities, such as a landscaped median and/or bike lanes. Studies have found that road diets can actually help vehicular traffic move more efficiently and safely. Bradley Road is designed for much more traffic than it currently carries.
Can Brown Deer Road have a right turn only lane to accommodate traffic to the businesses?	The Wisconsin Department of Transportation (WISDOT) will likely evaluate that possibility along with many other alternatives when it is time to rebuild the road.
Does the Village have any say in what type of landscaping goes in along Brown Deer Road?	It largely depends on what WisDOT builds in to their plan, but it is recommended that concerned residents contact WisDOT, attend any public involvement meetings that WisDOT holds, and contact the state senator.
Utilities and Community Facilities	
If the Village does build a new community center, it must be intergenerational. There's too much separation in our society between different age groups.	The Plan recommends that any community center cater to all age groups and populations within Chapter 7 Recommendation #4.
Why recommend moving the library when it is near the High School?	In speaking with library staff, we learned that most students are doing their research online, making it less important that the library be located on the school campus. Also, moving the library to the Original Village, may make the library more of a Brown Deer civic institution. The Plan discusses this possibility within Chapter 7 Recommendation #3.
What about joining the library with the community center?	Joining the library and a community center is not directly discussed in the Plan but the notion of incorporating the library into a mixed use development is identified within Chapter 7 Recommendation #3.

Miscellaneous	
Is there any way to screen residential areas from the bike trail? Is that the homeowner's expense?	Milwaukee County and the other funding agencies are the appropriate parties to contact.
The Village approved a three-storey building for Jewish Family Services. Was that legal?	Yes.
How can we get a "No Engine Braking" sign?	Village staff will look into that immediately.
What can Brown Deer do about developing the Northridge area? Are there any ways to differentiate Brown Deer from Milwaukee on the western boundary?	Northridge is in the City of Milwaukee, so the Village of Brown Deer really can't do anything to spur development there. The plan does recommend that the Village create better gateways on Brown Deer Road and other key entrances into the Village so that people know when they are entering and leaving the Village. There are, however, restrictions on what the Village can do since Brown Deer Road is a state highway controlled by WisDOT.

Comment forms and emails received following the Final Open House

Comments	Response
The Library and community center should be in one building in the Original Village.	Joining the library and a community center is not directly discussed in the Plan but the notion of incorporating the library into a mixed use development is identified within Chapter 7 Recommendation #3.
What's happening to the carwash building at Teutonia Avenue and Dean Road?	Not within the scope of the Plan; Village staff can address this concern.
Why was the focus on the increase of African– Americans moving into Brown Deer? Are there other races moving in also?	Focus was primarily on African-Americans rather than other races because African-Americans are the only group whose population is expected to increase significantly.
The employees who work at the Village—how many of them are living in the Brown Deer area?	Not within the scope of the Plan; Village staff can address this concern.
Enjoy walking here in Brown Deer. I don't like when dogs are running after me. What are the rules for dogs in the Village?	Not within the scope of the Plan; Village staff can address this concern.
Amend Chapter 6 Recommendation #12 and Chapter 3 Recommendation #7 to include the following: "Add bus routes to connect Western Milwaukee County through Brown Deer and on to Eastern suburbs and to Cardinal Stritch University; along both Good Hope and Brown Deer Road; and to provide transit to proposed library and community center, to education centers, and various shopping areas.	Although the Village does not have jurisdiction over the Milwaukee County bus system, the plan does recommend that the Village work with the County and its elected representatives to preserve and expand the current transit network. Specifically, the plan calls for supporting a SEWRPC plan to increase service. See Chapter 6.
Combine a community center (multigenerational) and the community library in one multi-use structure. Use green technology—Consult Urban Ecology Center folk to do it.	Joining the library and a community center is not directly discussed in the Plan but the notion of incorporating the library into a mixed use development is identified within Chapter 7 Recommendation #3.

Brown Deer Road should be three lanes with an outer-through lane for right turns only to reduce potential accidents.	WisDOT is best able to address this issue.
I still believe we're missing at least one big opportunity: that a "long term community wide emphasis" on "green and high tech" would serve Brown Deer well. I'm thinking about how to make Brown Deer more attractive to the younger demographic. How to make Brown Deer "hip"? If Manitowoc can claim to be a "green city," we can too.	The issue of sustainability and identity was addressed throughout the plan and in many of the recommendations. It should be reiterated that the Village needs to publicize all of its achievements so that residents and non-residents in the metropolitan area know that Brown Deer is being proactive in its redevelopment. See Chapter 2 Recommendation #6.
For the record, I would like to have sidewalks and streetlights in my neighborhood (I know I'm in the minority). I have a dog and we walk every day, year round. In the winter, after the snow gets deep (and it's been very deep these past two winters), we're forced to walk on the road. Some winters it's been a significant safety hazard. The snowplows don't always clear the roads completely (to the edges) in the neighborhoods, so by the end of winter, we're walking in the driving lanes. There are too many people that don't pay attention when they drive (cell phones, teenagers, late for something, etc.), they drive too fast for residential areas and road salt and texture is hard on my dog's paws.	While stakeholders consistently requested improvement to walking conditions in Brown Deer, most of the requests focused on major arterial streets. Chapter 6 Recommendations # 1, 6 and 7 detail sidewalk planning priorities. The Village's Public Works department may be able to address the issue of snowplowing.
There's no park access for pets. I don't have children, but I'd like to be able to walk my dog in the parks (on leash). Now, I have to walk my dog in Kletsch Park in Glendale.	In the Natural and Cultural Resources chapter, Recommendation #1 states that the Village should develop a comprehensive Parks and Open Space Plan to, in part, evaluate how the parks serve residents' needs.
I didn't notice anything in the natural resources section about eradicating invasive species within the Village, buckthorn, garlic mustard, etc., from the public areas, or about any intent to publicize the issues for the citizens to encourage removal from their properties.	The following sentence was added to Recommendation #12 in the Natural and Cultural Resources chapter: *The Village should also consider providing educational materials (posting on the Village website or informational fliers) about how to identify and eradicate invasive species on their properties. Buckthorn and garlic mustard, in particular, are present on many residential properties.*
Before there's any plan to reduce the size of Bradley Road, it would be wise to wait until the construction near Bradley Road and Sherman Boulevard is completed, to see how much it changes the traffic volume and patterns.	While there is a recommendation to reduce the size of Bradley Road, there are no immediate plans. Any reconstruction would likely take place after current redevelopment efforts.
In the past, there was talk of creating a Senior Center in the building that is currently the Bradley's Jazz Club. There are several senior apartment buildings (current and future) on that stretch of Bradley Road. With that building up for sale once again, it may be worth exploring.	Noted; the plan makes several recommendations for a community center.

Chapter 4 Recommendation #4 says "Monitor locations of …severely underutilized parcels." As long as a parcel is occupied, it is being utilized. If this statement is a prelude to Village action to condemn and take property, there needs to be a rethinking about diversity. A person's home is never "underutilized."	The Village has no plans to condemn and take property. The recommendation simply means to ensure that the Village is aware of vacant properties that could perhaps be combined to make them more attractive to potential buyers.
Chapter 4 Recommendations #12 and 17: Leave off-street parking alone—there is no need to refine design and landscape standards. Similarly, there is no need to revise current ordinances for storage of trash receptacles in residential areas—residents are perfectly capable of deciding the disposition of their trash receptacles without the Village's assistance.	Recommendation #12 reflects the comments of many stakeholders who mentioned that current parking lots were an eyesore, a "sea of asphalt" without landscaping to provide visual interest. Many residents felt better design and landscaping standards could bring more investment and show people who visit or pass through the Village that Brown Deer takes pride in being a desirable community. Comment noted about Recommendation #17.
Chapter 5 Recommendation #3: How can we proclaim to be a diverse community when we speak of aiming "specifically at middle income women working in healthcare?" Loosen up!	Noted. The recommendation is designed to address a specific market segment in a redeveloping area of Village.
Chapter 5 Recommendation #5: "Proactive steps to identify…maintenance issues"—leave people to take care of their properties, we do not need the Village meddling.	This recommendation reflects the comments of many stakeholders who were concerned with the lack of maintenance of a few isolated properties. People living near these properties do not want their property values to be negatively affected, nor do they want people to get the impression that their neighborhood is undesirable.
Chapter 6 Recommendation #8: A "road diet" for Bradley Road is a great euphemism for creating traffic congestion. As a daily user of Bradley Road, its current size is appropriate for high traffic times.	The recommendation is to study the possibility. Bradley Road's capacity is well above its current traffic volumes, and traffic counts have been trending downward. This leads to high maintenance costs. There are many examples where narrowing a road has actually improved safety.
Chapter 6 Recommendation #11: Streetscaping plan for 60th, 51st and Bradley Road—no actions are desired or required, particularly on 51st, which was not considered an arterial when the road was inappropriately narrowed when last repaved. If you are thinking sidewalks, forget it!	Noted.
The Village boasts diversity and quality of life, but its actions work to prevent individuality and seek to form another characterless suburb. There is much ado about appearances but great inaction to control nuisance/offensive odor and noise. The draconian anti-rummage sign ordinance is great example of killing a fly with a cannon. As a resident of this Village, the less government meddling the better. Mr. Van Gompel need not characterize this as CAVE (Citizens Against Virtually Everything) behavior—it is an opposing viewpoint. Why is it that the Village Manager, Assistant Village Manager, and Building Inspector choose to live in other communities? Brown Deer is its residents!	Noted.

Plan Commission Resolution to Adopt Comprehensive Plan

STATE OF WISCONSIN VILLAGE OF BROWN DEER MILWAUKEE COUNTY

Resolution to Approve the Village of Brown Deer Comprehensive Plan 2030 with Recommendation For Adoption to the Village Board of Brown Deer

Resolution No. 09-15

WHEREAS, the Wisconsin Legislature has established a "Comprehensive Planning Law" which requires a local governmental unit to develop a comprehensive plan in accordance with Wisconsin Statutes 66.1001; and,

WHEREAS, the Village of Brown Deer Plan Commission has been delegated with the responsibility by the Village Board of Brown Deer to develop a plan consistent with the requirements specified by the law; and,

WHEREAS, The Village of Brown Deer Plan Commission has prepared the attached document (named *Village of Brown Deer Comprehensive Plan 2030*), containing the nine elements required in Wisconsin Statutes 66.1001 along with the required maps and descriptive materials; and,

WHEREAS, the Plan Commission requested, allowed for, reviewed, and incorporated public comments into the Plan at twelve publicly-noticed meetings, including community workshops held May 17, 2008 and June 25, 2008; and a draft review workshop held August 26, 2009;in accordance with the Plan's Public Participation Plan (Village Resolution 08-13); and,

WHEREAS, A final public hearing is scheduled for November 16, 2009 before the Village Board of the Village of Brown Deer; and,

WHEREAS, Wisconsin Statutes 66.1001(4)(b) requires that the Plan Commission or other body of a local governmental unit recommend to the Village Board of Brown Deer, by majority vote, the adoption of the prepared comprehensive plan;

BE IT THEREFORE RESOLVED, that the Village of Brown Deer Plan Commission approves the *Village of Brown Deer Comprehensive Plan 2030* and recommends adoption, by ordinance, of the Plan and all maps, recommendations, policies, and related materials contained therein, to the Village Board of Brown Deer.

PASSED AND ADOPTED by the Plan Commission of the Village of Brown Deer, this 12th day of October, 2009.

Carl Krueger

Carl Krueger, Plan Commission President

Russell V. Gompel

Russell Van Gompel, Village Manager/Clerk

Village Resolution to Adopt Comprehensive Plan