



**The Village's Comprehensive Plan was adopted in November of 2009 and is the Village's first master plan since 1965.**



## **Current Planning Efforts Help to Implement Plan Vision**

As a result of the Comprehensive Plan, several planning actions are now underway to further help the Village achieve its vision for the future. The following efforts build on or fulfill recommendations from the Plan:

1. Sub-area plans are being prepared by URS Corporation for the Bradley/Teutonia Corridor and the North Green Bay Road/River corridor.
2. A Comprehensive Park and Open Space Plan is being prepared by Village Staff in conjunction with the Village's Park and Recreation Committee.
3. A streetscaping plan for the Original Village area of Brown Deer is being prepared by Staff with assistance from the engineering firms of Graef and Ayres & Associates.



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## **The Village of Brown Deer Comprehensive Plan Summary**

*Review of Findings and Recommendations*





# Comprehensive Plan Findings and Recommendations

## Background Data

- Brown Deer is a largely built out community of 12,170 people with only 3% vacant land available for new development.
- Brown Deer's population is projected to decrease and age slightly in the coming decade while becoming more ethnically diverse.



Larry's Market in the Original Village

## Issues and Opportunities

The Comprehensive Plan includes significant public input. Key leaders, business representatives and citizens participated in open houses, public meetings and surveys. Feedback gained help identify issues and opportunities for Brown Deer including:

- The Village's "Identity"— how can Brown Deer distinguish itself from neighboring communities?
- Quality of life issues ranging from park access to property maintenance and community facility improvements.
- Continued encouragement of sustainable policies and practices throughout the Village.

## Goals/Recommendations for Each Element

The Comprehensive Plan was divided into nine key elements. The first element was "Issues and Opportunities" described on the previous page. Below is a sampling of highlights from each of the other eight elements. For a full list of recommendations please refer to the implementation chapter of the plan.

### *Natural Resources*

**GOAL:** Improve access to parks and natural resources.

**RECOMMEND:** Explore the creation of recreation space along the Milwaukee River.

### *Economic Development*

**GOAL:** Focus redevelopment efforts at key nodes.

**RECOMMEND:** Develop sub-area plans for Bradley Road and North Green Bay Road.

### *Land Use*

**GOAL:** Guide land use changes to enhance Village identity and improve quality of life.

**RECOMMEND:** Consider allowing manufacturing uses on Teutonia Avenue to transition to mixed use.

### *Housing*

**GOAL:** Preserve existing housing stock.



Brown Deer Water Tower

**RECOMMEND:** Improve resources for identifying properties with maintenance issues.

### *Transportation*

**GOAL:** Make it easier to travel on foot and by bike.

**RECOMMEND:** Work closely with the Wisconsin Department of Transportation to redesign the Green Bay Road/Brown Deer Road interchange.

### *Utilities and Community Facilities*

**GOAL:** Explore opportunities for community gathering places.

**RECOMMEND:** Secure a permanent location for the Farmers' Market.

### *Intergovernmental Cooperation*

**GOAL:** Continue working with governmental partners to find innovative solutions for the provision of services.

**RECOMMEND:** Pursue further demonstration projects with the Milwaukee Metropolitan Sewerage District.

### *Implementation*

This element lists and prioritizes all recommendations from each element.

To view or download  
the entire plan visit  
[www.browndeerwi.org](http://www.browndeerwi.org)