

## Chapter Nine

# Implementation



### 1. INTRODUCTION

Throughout the development of the Brown Deer Comprehensive Plan, staff, elected officials, residents, and other stakeholders expressed their commitment to ensuring that Brown Deer maintain its high quality of life, and remain an attractive and high-value community on Milwaukee's North Shore. To that end, the recommendations found in this Plan aim to preserve and enhance the quality of services and redevelopment in the Village. These recommended actions, however, will not happen on their own. This final chapter elaborates on the mechanisms for implementing the recommendations found in the previous chapters of the Plan, so that the goals of the community can be realized.

The first step in implementing this Plan was its adoption by the Board of Trustees. In accordance with State Statute 66.1001(4), the Village Plan Commission reviewed the final draft on

October 12, 2009, after which the Plan was recommended for adoption. The Village Board then conducted a public hearing and adopted the Plan on November 16, 2009. Following adoption, the Plan was registered with the Wisconsin Department of Administration.

## 2. IMPLEMENTATION

Tables 9.1 to 9.7 consolidate the recommendations found in each chapter of this plan. Each recommendation is accompanied by the party responsible for its implementation and potential implementation partners. Additionally, plan chapters with related recommendations are identified, as many of the Village's goals and objectives fall across several chapters of the plan. For example, innovative stormwater control recommendations may be best implemented when redesigning roadways. Finally, those recommendations that were considered to be of higher priority are also identified; these recommendations should be considered for implementation over the near term, within five years of plan adoption.

During the planning process, the issue of the Village's identity in metropolitan Milwaukee emerged as a consistent theme. Therefore, recommendations that particularly relate to bolstering the Village's image are highlighted in blue with a flag symbol . Sustainable redevelopment also emerged as an important theme. As a result, recommendations that deal specifically with best management of natural resources are highlighted in green with a globe symbol .

**Table 9.1: Implementation Guide for Natural and Cultural Resources Recommendations**

<b>Chapter 2 Natural and Cultural Resources</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b> Develop a comprehensive Parks and Open Space Plan.	Village Staff Parks & Recreation Committee		
<b>2</b> Explore collaborations with Milwaukee County to better utilize park space and facilities for Village programs.	Village Staff Milwaukee County	Intergovernmental Cooperation	
<b>3</b>  Initiate planning to improve access to major natural resources, particularly the Milwaukee River and Brown Deer Park.	Village Staff Wisconsin DNR Milwaukee County Village of River Hills	Intergovernmental Cooperation	
<b>4</b>  Plan to link park and recreation facilities in an “Emerald Bracelet.”	Village Staff Parks & Recreation Committee	Utilities and Community Facilities	
<b>5</b>  Explore options for incentivizing green infrastructure on redevelopment projects.	Village Staff Board of Trustees	Economic Development	✓
<b>6</b>  Consider initiating a sustainability planning process for the Village.	Village Staff Board of Trustees		
<b>7</b>  Evaluate the municipal code periodically to ensure that it accommodates best practices in sustainability.	Village Staff Board of Trustees	Economic Development	✓
<b>8</b>  Continue to focus on innovative stormwater control initiatives.	Village Staff Board of Trustees	Utilities and Community Facilities	
<b>9</b>  Consider organizing an energy audit program for businesses and homeowners.	Village Staff Board of Trustees		✓
<b>10</b>  Continue ongoing efforts to increase the tree canopy along streets and on municipal property.	Village Staff Board of Trustees		
<b>11</b>  Develop partnerships with the school district and private organizations to provide cultural events at Village Park.	Village Staff Board of Trustees School District	Intergovernmental Cooperation	
<b>12</b>  Identify and Preserve Natural Resource Areas.	Village Staff Board of Trustees Beautification Committee Parks & Recreation Committee	Intergovernmental Cooperation	

**Table 9.2: Implementation Guide for Economic Development Recommendations**

<b>Chapter 3 Economic Development</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b> Strengthen Village business retention, attraction and economic development efforts.	Board of Trustees		
<b>2</b>  Initiate a regular roundtable discussion among the Village elected officials and top employers, focused on the Village's role in employee retention and attraction.	Village Staff Local Businesses		✓
<b>3</b> Explore focusing business attraction efforts on "wet-basin" industries.	Village Staff		
<b>4</b>  Initiate a regular roundtable discussion with the businesses in the manufacturing district located west of Village Hall.	Village Staff Local Businesses		✓
<b>5</b> Explore supporting the creation of a Chamber of Commerce that is specific to the Village of Brown Deer.	Village Staff Board of Trustees Neighboring Communities Granville-Brown Deer Chamber of Commerce	Intergovernmental Cooperation	
<b>6</b> Base planning for the Green Bay Road corridor on the Wheaton Franciscan Healthcare and YMCA's Healthy Lifestyle Village investment.	Village Staff Board of Trustees	Transportation Land Use	
<b>7</b>  Prioritize area planning efforts for high profile redevelopment areas.	Village Staff Board of Trustees	Land Use	✓
<b>8</b> Continue the active management of Tax Incremental Financing Districts.	Village Staff		
<b>9</b>  Explore the creation of a job shadowing program with the School District of Brown Deer and major employers.	Village Staff Local Businesses Brown Deer School District	Intergovernmental Cooperation	

**Table 9.3: Implementation Guide for Land Use Recommendations**

<b>Chapter 4 Land Use</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b> Explore the reduced reliance on Planned Development Districts.	Village Staff		
	Plan Commission		√
	Board of Trustees		
<b>2</b> Explore the establishment of a Mixed Use District designation.	Village Staff		
	Plan Commission		
	Board of Trustees		
<b>3</b>  Consider establishing a separate zoning designation for parks and open space.	Village Staff		
	Plan Commission		
	Board of Trustees		
<b>4</b> Monitor locations of vacant and severely underutilized parcels.	Village Staff		√
<b>5</b> Evaluate zoning code every five years.	Village Staff		
<b>6</b> Consider allowing single-family residential parcels on the south side of Brown Deer Road west of 60th Street to transition to multi-family use over time.	Village Staff		
	Plan Commission		
	Board of Trustees		
<b>7</b> Consider zoning the former Algonquin School site to encourage a greater variety of home sizes and configurations.	Village Staff		
	Plan Commission	Housing	√
	Board of Trustees		
<b>8</b>  Transition small parcels on Teutonia Avenue south of Bradley Road to open space.	Village Staff		
	Plan Commission	Natural Resources	
	Board of Trustees		
<b>9</b> Consider allowing manufacturing uses on Teutonia Avenue to transition to mixed use.	Village Staff		
	Plan Commission		
	Board of Trustees		
<b>10</b> Consider mixed use or a specialized multi-family housing use at the former Hearthside site.	Village Staff		
	Plan Commission		
	Board of Trustees		
<b>11</b> Consider transitioning the Department of Public Works yard to a mixed use zone.	Village Staff		
	Plan Commission		
	Board of Trustees		
<b>12</b>  Refine landscaping and design standards for off-street parking.	Village Staff		
	Beautification Committee	Transportation	√
	Board of Trustees		

Table 9.3 continues on following page.

**Table 9.3 Continued: Implementation Guide for Land Use Recommendations**

<b>Chapter 4 Land Use</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>13</b>  Consider design guideline overlays for Bradley Road and Teutonia Avenue corridors and Original Village redevelopment areas.	Village Staff Plan Commission Board of Trustees		
<b>14</b>  Maintain regular contact with the owners of the Marketplace Shopping Center.	Village Staff		✓
<b>15</b> Pursue an easement on the Milwaukee River.	Village Staff Board of Trustees Wisconsin DNR		
<b>16</b> Consider relaxing yard setbacks in single family residential districts.	Village Staff Plan Commission Board of Trustees		
<b>17</b>  Consider an ordinance revision pertaining to the storage of trash receptacles in residential areas.	Village Staff Board of Trustees		
<b>18</b> Develop sub-area plans for key redevelopment sites, including the Marketplace Shopping Center and the Bradley Road and Teutonia corridors.	Village Staff Plan Commission Consulting Team		✓

**Table 9.4: Implementation Guide for Housing Recommendations**

<b>Chapter 5 Housing</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b> Establish an ongoing program to update housing forecasts as new data become available.	Village Staff		
<b>2</b> Encourage the provision of an expanded variety of housing products in Brown Deer.	Village Staff Developers		
<b>3</b> Explore development of rental housing aimed specifically at middle-income women working in health care.	Village Staff Developers		
<b>4</b>  Initiate a regular roundtable discussion with the owners or managers of the Village's major multifamily housing developments.	Village Staff Property Managers		✓
<b>5</b>  Take proactive steps to identify potential properties with maintenance issues.	Village Staff		✓
<b>6</b>  Use creative means to build a sense of neighborhood identity.	Village Staff Local Businesses Residents		✓

**Table 9.5: Implementation Guide for Transportation Recommendations**

<b>Chapter 6 Transportation</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b>  Develop a bicycle and pedestrian plan for the Village.	Village Staff Residents Wisconsin DOT Local Businesses		✓
<b>2</b>  Develop a consistent policy for incorporating bicycle lanes into village street maintenance.	Village Staff		✓
<b>3</b>  Develop bicycle parking standards for redevelopments.	Village Staff Plan Commission Board of Trustees	Land Use	
<b>4</b>  Enhance and develop key connections into the Original Village.	Village Staff Milwaukee County Wisconsin DOT	Land Use	
<b>5</b> Work closely with the Wisconsin Department of Transportation (WisDOT) on the redesign of the Green Bay Road/Brown Deer Road interchange.	Village Staff Wisconsin DOT		✓
<b>6</b>  Enhance connectivity throughout the Village.	Village Staff Canadian National Railway Milwaukee County Wisconsin DOT		✓
<b>7</b>  Prioritize sidewalk improvements around the school campus and in the northeastern corner of the Village.	Village Staff Brown Deer School District		✓
<b>8</b> Consider a "road diet" for Bradley Road.	Village Staff City of Milwaukee DPW		
<b>9</b> Evaluate parking requirements for redeveloping areas.	Village Staff Plan Commission Board of Trustees		
<b>10</b> Explore with Milwaukee County redesigning the complex intersections on Teutonia Avenue.	Village Staff Milwaukee County	Land Use Intergovernmental Cooperation	✓
<b>11</b>  Develop a streetscaping plan for 60th Street, 51st Street and Bradley Road.	Village Staff Beautification Committee		✓
<b>12</b> Work with the Southeastern Wisconsin Regional Planning Commission (SEWRPC) and Milwaukee County to implement one of the alternatives in SEWRPC's Transit Development Plan that recommends increasing transit in Brown Deer.	Village Staff SEWRPC Milwaukee County Transit System	Intergovernmental Cooperation	
<b>13</b> Work with the Milwaukee County Transit System (MCTS) to address bus locations.	Village Staff Milwaukee County Transit System	Intergovernmental Cooperation	
<b>14</b> Work with the Milwaukee County Transit System to evaluate the site design of bus stops.	Village Staff Milwaukee County Transit System	Intergovernmental Cooperation	✓

**Table 9.6: Implementation Guide for Utilities and Community Facilities Recommendations**

<b>Chapter 7 Utilities and Community Facilities</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b>  Explore ways to incentivize the implementation of stormwater best management practices in redevelopment projects.	Village Staff CDA	Economic Development Natural Resources	
<b>2</b> Consider relocating the Department of Public Works yard out of the Original Village.	Village Staff Board of Trustees	Land Use	
<b>3</b> Relocate the Brown Deer Public Library to the Original Village when the building needs to be rebuilt.	Village Staff Brown Deer Library	Land Use	
<b>4</b>  Explore the possibility of locating a community center either along Bradley Road or in the Original Village.	Village Staff Residents Local Businesses	Land Use	
<b>5</b>  Explore a permanent location for the Farmers' Market.	Village Staff Farmers Owners of Potential Sites	Land Use	
<b>6</b> Coordinate sidewalk planning with the Brown Deer School District's transportation needs.	Village Staff Brown Deer School District	Transportation	✓
<b>7</b> Consider working with other North Shore communities to develop a single dispatch center for all emergency services.	Village Staff Village Police North Shore Communities		

**Table 9.7: Implementation Guide for Intergovernmental Cooperation Recommendations**

<b>Chapter 8 Intergovernmental Cooperation</b>			
<b>Policy Recommendation</b>	<b>Responsible Party and Potential Partners</b>	<b>Other Pertinent Chapters</b>	<b>High Priority</b>
<b>1</b> The Village of Brown Deer and the Brown Deer School District should pursue grant opportunities jointly.	Village Staff Brown Deer School District		✓
<b>2</b>  The Village should continue to pursue demonstration projects with the Milwaukee Metropolitan Sewerage District (MMSD).	Village Staff MMSD		
<b>3</b>  Pursue joint planning efforts with the Wisconsin Department of Natural Resources (WisDNR) and the Village of River Hills to protect the ecological well-being of the Milwaukee River.	Village Staff Village of River Hills Wisconsin DNR	Natural Resources	
<b>4</b> Coordinate trail planning with Milwaukee County, Wisconsin Department of Transportation, and the Wisconsin Department of Natural Resources.	Village Staff Milwaukee County Wisconsin DNR Wisconsin DOT	Transportation	
<b>5</b> Work closely with the Wisconsin Department of Transportation (WisDOT) on the redesign of the Green Bay Road/Brown Deer Road interchange. ( <i>see the Transportation chapter</i> )	Village Staff Wisconsin DOT	Transportation	✓
<b>6</b> Explore with Milwaukee County redesigning the complex intersections on Teutonia Avenue. ( <i>see the Transportation chapter</i> )	Village Staff Milwaukee County	Transportation	
<b>7</b> Work with Southeastern Wisconsin Regional Planning Commission (SEWRPC) and Milwaukee County to implement one of the alternatives in SEWRPC's Transit Development Plan that recommends increasing transit in Brown Deer. ( <i>see the Transportation chapter</i> )	Village Staff Milwaukee County SEWRPC	Transportation	
<b>8</b> Coordinate sidewalk planning with the Brown Deer School District's transportation needs. ( <i>see the Community Facilities and Utilities chapter</i> )	Village Staff Brown Deer School District	Community Facilities and Utilities Transportation	✓
<b>9</b> Consider working with other North Shore communities to develop a single dispatch center for all emergency services. ( <i>see the Community Facilities and Utilities chapter</i> )	Village Staff Village Police North Shore Communities	Community Facilities and Utilities	
<b>10</b> Explore collaborations with Milwaukee County to better utilize park space and facilities for Village Programs. ( <i>See Natural and Cultural Resources chapter</i> )	Village Staff Milwaukee County	Natural Resources	

### **3. RECOMMENDATIONS FOR VILLAGE POLICY, PROGRAMS AND INITIATIVES FOR IMPLEMENTATION**

The recommendations below provide a guide for incorporating into the Village's decision making process the recommendations found in the preceding chapters of this Plan. The following recommendations outline several mechanisms for ensuring that this Plan is used not only in the day-to-day operations of the Village, but also in the Village's future long-range planning.

***1. Revise the zoning code, subdivision ordinance, and official zoning map to be consistent with this Plan.***

The state requires that, beginning January 1, 2010, all zoning actions be consistent with the comprehensive plan. The land use chapter and other chapters make several recommendations for zoning code changes that should be incorporated as soon as possible to ensure compliance with state law. The Village should review the zoning code to ensure its compliance with all recommendations.

***2. Reference this Plan when developing the Village's annual budget.***

Many of the recommendations found in this Plan can be implemented through administrative action or policy changes and do not represent large expenditures. Other recommendations, however, may require financial commitment on the part of the Village. Therefore, when drafting the annual Village budget, Village staff should review the Plan to determine which initiatives can begin during that fiscal year.

***3. Reference this Plan when updating the Capital Improvement Plan.***

Within this Plan, there are a few recommendations that may warrant inclusion in the Capital Improvement Plan. The Village's financial resources are limited, and the judicious use of public money depends on careful planning to provide high quality services at a manageable cost. Village staff should review this Plan as a way to prioritize funding.

***4. Explore grants and outside funding sources for implementation.***

The Village should continue to explore the wide array of local, state, and federal grant programs to help cover the cost of implementation.

***5. Update the Plan as needed and as required by state statute.***

This document is not intended to be a static document. It is expected that amendments will need to be made as conditions within the Village and as more up-to-date data become available. Wisconsin Statute 66.1001(4) states that the Plan can be amended following the same procedure as the adoption process, that is, with a public hearing and the recommendation of the Plan Commission to the Village Board. It is recommended that Village staff present a biannual "State of the Plan" memo to the Plan Commission to highlight accomplishments in implementing recommendations. State statutes require that the Plan be updated after ten years; however, it

is recommended that the Village take a more proactive approach and consider updating the Plan starting at the five year mark.

#### ***6. Reference the Land Use and Development Checklist.***

To ensure that recommendations found in this plan are considered when evaluating all development requests, the planning team has provided a “Development Checklist” for the Plan Commission, Village Board and other committees to consider in making land use and redevelopment decisions. This list, below, enumerates points of consideration that may advance the goals and objectives of this plan in day-to-day decision-making.

#### ***7. Educate residents about planning efforts and actively solicit their input.***

The Village should continue to advertise planning efforts and involve its citizens in ongoing planning processes.

### **4. LAND USE AND DEVELOPMENT CHECKLIST**

The checklist shown in Figure 9.1 or a version of it, may be provided to committees and boards making decisions about land use and redevelopment in the Village of Brown Deer. It is intended as a tool for day-to-day decision-making. The checklist can remind commissioners, Trustees and Village staff of the many areas where land use decisions can help advance the goals, objectives and recommendations of this Plan.

*Figure 9.1: Sample Land Use and Development Checklist*

#### ***Village of Brown Deer Land Use and Development Checklist***

Does the proposal or project offer opportunities to:

- Provide an expanded variety of housing products?
- Creatively enhance neighborhood or Village identity?
- Incorporate green infrastructure, including stormwater best management practices?
- Improve public access to any natural features, through means such as easements?
- Improve connectivity in the Village for non-motorized transportation? This might include adding sidewalk connections, easements through cul-de-sacs, or connections to parks and other community facilities?
- Include bike parking facilities?
- Improve landscaping, particularly along street fronts and for off-street parking?
- Combine off-street parking facilities with neighboring uses?
- Provide enhanced transit stops, through quality design and landscaping or through designing sidewalk and other connections to transit stops?