

VILLAGE OF BROOKFIELD, IL

# COMPREHENSIVE PLAN





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# Acknowledgment

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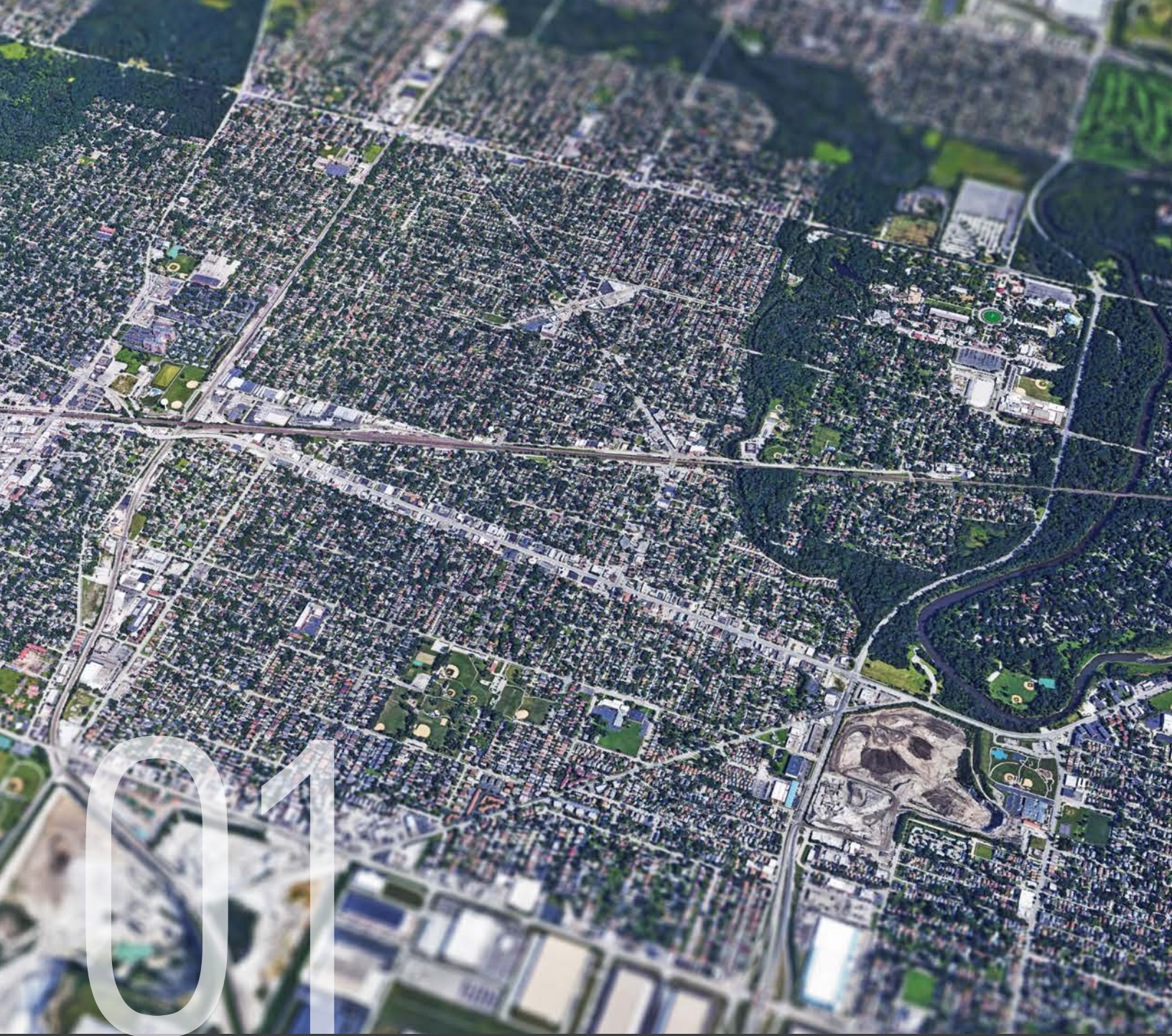
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# INTRODUCTION



The Village of Brookfield desires to grow and develop in a sustainable way. In November 2016, the Village kicked-off its 12-month process to update its 2004 Comprehensive Plan. The Comprehensive Plan included significant community outreach as part of a multi-phase planning process. The Plan will serve as the Village's official policy guide. The Plan will assist the Village in making informed decisions that best serve resident needs in the community over the next 15 to 20 years.

## **WHY PLAN? PURPOSE OF THE COMPREHENSIVE PLAN**

The Comprehensive Plan for the Village of Brookfield serves as the Village's official land use and development guide. It is a planning framework for the next 10 to 20 years. The Comprehensive Plan is the Village's roadmap, which details a long-term vision and a policy agenda for critical issues including: land use, redevelopment, housing, economic development, infrastructure, transportation, parks and recreation, natural resources, and more. The Plan also represents a unified vision developed through the input of Village residents, businesses, staff, officials, and the consultant team. Ultimately, the Plan answers the question, "What should Brookfield look like in 10-20 years and how do we get there?"

## **Building on Past Planning**

The Village's master plan was adopted in 2004. This established the Village's long-range planning efforts and identified opportunities for redevelopment and maintenance of Village services and infrastructure. The Village has successfully completed a number of recommendations from the 2004 Master Plan.

## **Compliance with Chicago Metropolitan Agency for Planning GO TO 2040**

The Chicago Metropolitan Agency for Planning (CMAP) is the official regional planning organization for the northeastern Illinois counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. CMAP, through its Local Technical Assistance Program, funded the Village of Brookfield Comprehensive Plan Update.

## **Local Technical Assistance Program**

CMAP's Local Technical Assistance (LTA) program, in conjunction with the Regional Transportation Authority's Community Planning program, directs resources to communities pursuing planning work to advance the principles from CMAP's GO TO 2040 Regional Plan. The LTA program is funded by the Federal Highway Administration, Federal Transit Administration, U.S. Department of Housing and Urban Development, Illinois Department of Transportation, Illinois Attorney General, Illinois Environmental Protection Agency, Illinois Department of Natural Resources, the Chicago Community Trust, and the Cook County Community Development Block Grant Disaster Recovery Program (CDBG-DR).



## HOW TO USE THE PLAN AS A TOOL

The Comprehensive Plan establishes policies that will guide physical development in the Village. These policies are vital in supporting the Village's staff, officials, and the Planning and Zoning Commission in their ability to review and evaluate future projects and developments. The Comprehensive Plan can serve as a marketing tool to highlight Brookfield's unique assets and economic advantages within the Chicagoland region. It can also be used to support applications for grants and to demonstrate that future projects are within the Village's larger, holistic strategy rather than stand-alone efforts.

## Interpreting the Plan

Comprehensive plans are, by nature, primarily concerned with a community's physical development and the day-to-day decisions that influence future growth and development. Though it is important for the community to identify and assess current issues, the community must also consider the Comprehensive Plan's intent and goals in an effort to identify a desirable outcome for the community.

The policies in the Comprehensive Plan are intended to provide a framework for implementation of the community's collective vision for the future. The goals, objectives, and strategies are deliberately meant to be future-focused. The action steps are intended to be incrementally implemented and guide the day-to-day decisions concerning specific and task-oriented activities. Interpreting the Comprehensive Plan in this way will enable the members of the Planning and Zoning Commission to justify their approval, or denial, of any proposed development or redevelopment in or immediately surrounding the Village of Brookfield. It will also empower the residents of Brookfield to shape the future of their community and contribute to its continued growth and prosperity.

## Administering the Plan

### Use the Plan Daily

Once adopted, the Comprehensive Plan serves as the Village's official guide to land use and development. It should be used on a daily-basis to inform everyday decision-making. The Village's Department of Community and Economic Development could meet and brief all of the Village's staff, officials, and the Planning Commission in their ability to review and evaluate future projects and developments. The Comprehensive Plan should be made available and easily accessible to all Village staff, elected officials, boards, commissions, and members of the Brookfield community.

### Update the Plan Regularly

It is essential for the Comprehensive Plan to serve as a living document and be regularly updated to reflect the community's changing needs. The Village could undertake an annual review to update the Plan, in addition to performing more comprehensive reviews and updates to the Plan every three to five years. This would require coordination between Village departments and stakeholders. If changes or revisions are necessary during the review, the Village can adopt them as amendments to the Comprehensive Plan. If the Village does not have the capacity to update the Plan, then the Village may consider releasing a Request for Proposal to solicit services from planning consultants.

## Goals & Objectives

The Comprehensive Plan's policy recommendations are in the form of goals, objectives, and strategies. Performance measures and supporting partners are listed to guide implementation of the policy recommendations. Below are the definitions of each of these components:

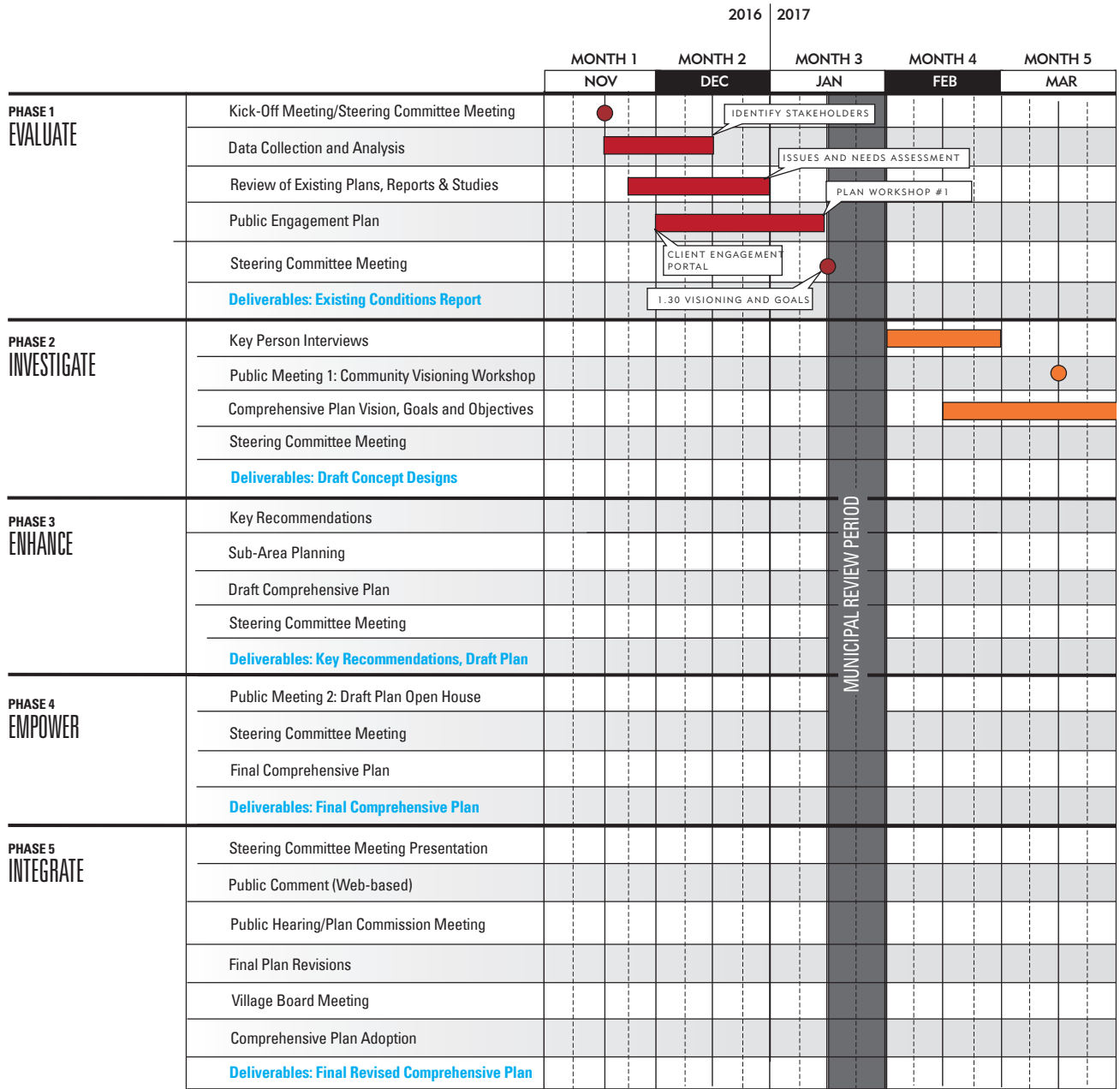
- **Goal:** A goal directly supports the collective efforts and ideals of the community.
- **Objectives:** A desired end-state that reflects the policy recommendation being successfully implemented.
- **Strategy:** Tangible action steps the Village can undertake to implement the objectives.
- **Performance Measure:** Metrics to gauge success of implementing the policy recommendations.
- **Supporting Partners:** Agencies, organizations and stakeholders that can assist with implementing the policy recommendations.

## THE PLANNING PROCESS

The Comprehensive Plan was structured over five phases and completed in 13 months. Each phase built on the previous to create the Comprehensive Plan.

- **Phase 1 – Evaluate:** The first phase of the planning process included a kick-off meeting with Village leadership, staff and the Steering Committee to discuss and review the Comprehensive Plan’s overall direction. It also included definition of the public engagement process. This phase also included data collection, analysis, and research.
- **Phase 2 – Investigate:** In this phase, input and information was gathered from community residents through in-person meetings, workshops, and an online survey. This phase also involved gathering data from the Village, community, service providers, local agencies, and organizations. The data was analyzed to draft the Plan’s Vision, Goals, and Objectives.
- **Phase 3 – Enhance:** In this phase, input gathered from the community outreach process was reviewed and synthesized with other available data to formulate planning recommendations. Key recommendations and a Draft Plan were created for review.
- **Phase 4 – Empower:** This phase included the preparation of plans, recommendations, and policies that addressed future land use, housing and neighborhoods, transportation, natural resources, economic development and infrastructure. This phase made up the core of the Comprehensive Plan, reflecting the Village’s collective vision.
- **Phase 5 – Integrate:** A final Comprehensive Plan was prepared for public review and comment. The draft was revised and presented to various Village departments and Planning and Zoning Commission for additional revisions. The draft plan was then finalized and presented to the Village Board for adoption.

# PROJECT SCHEDULE



■ Tasks ● Review Meeting







# BROOKFIELD TODAY

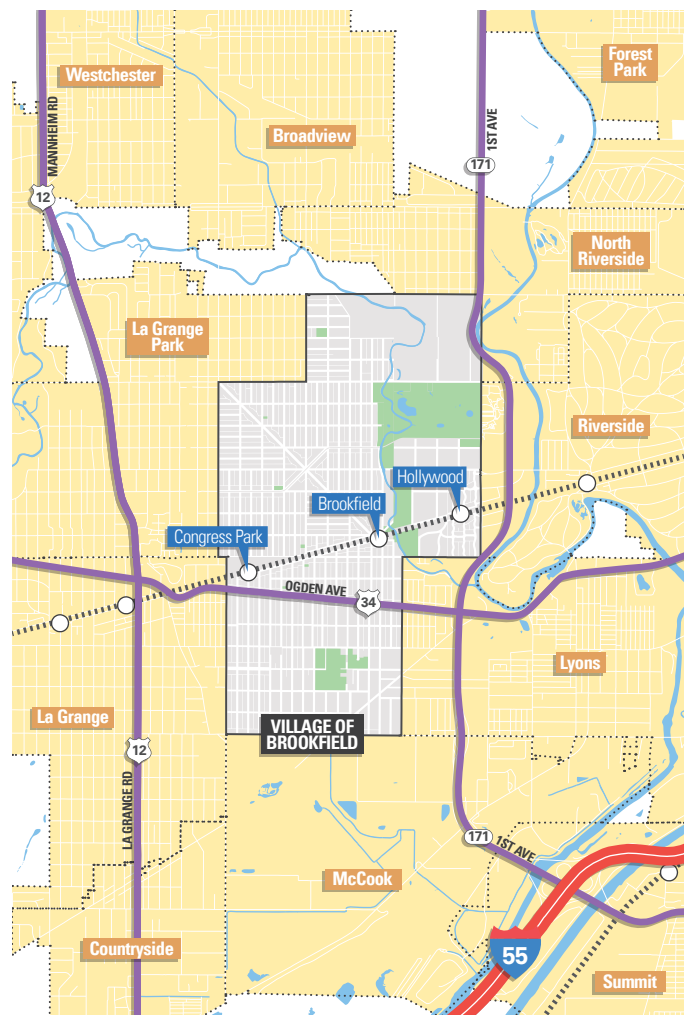
Defining and celebrating the character and identity of Brookfield is a theme that runs through every element of the Comprehensive Plan. A key goal of creating the Plan is to enhance Brookfield's image through a community-centered plan that reveals its aspirations and future-focused vision. This includes not only illustrating the self-image of Brookfield residents but also the image that the Village projects outward, particularly regarding how quality of life amenities affects Brookfield's reputation as a place to live, visit, and do business.

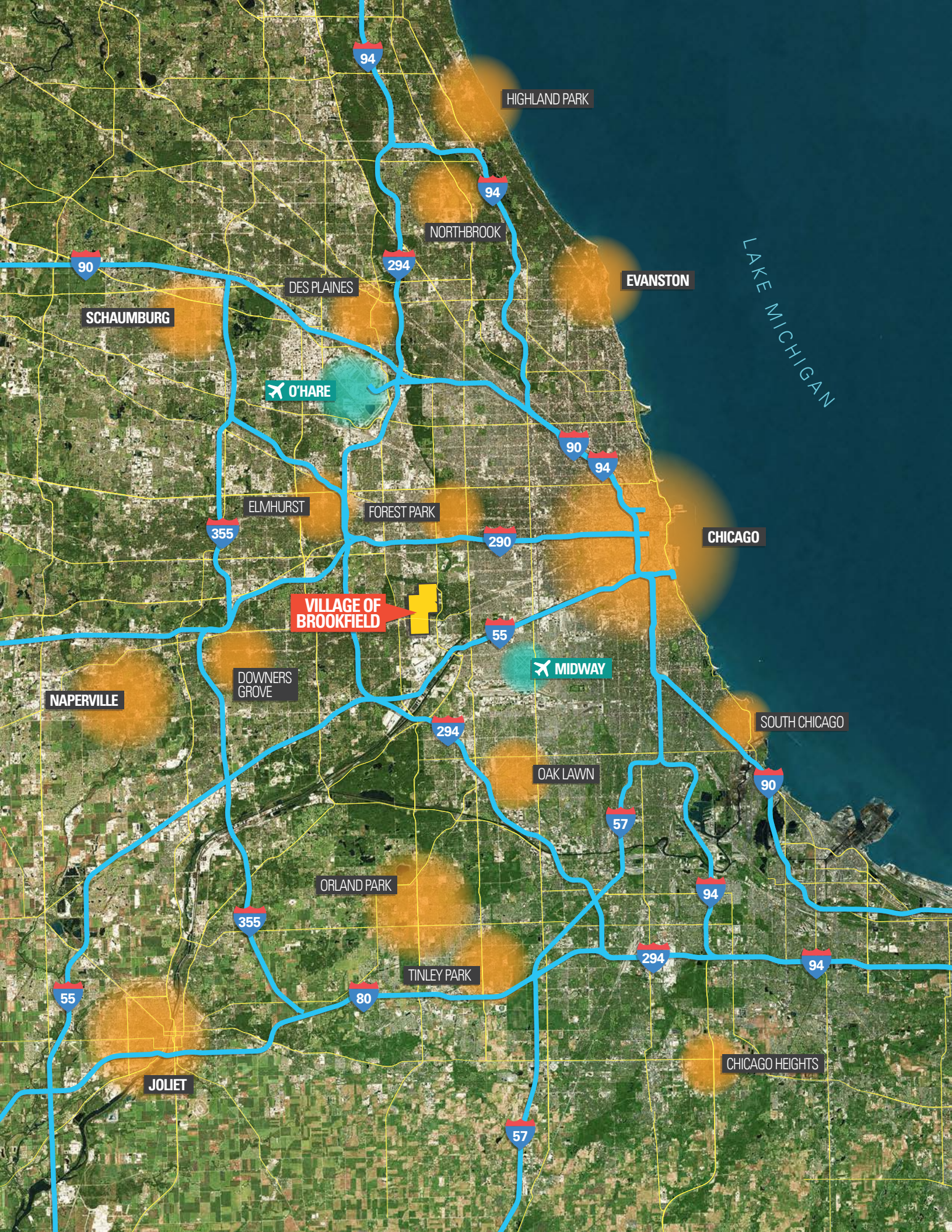
Brookfield's character is defined by its diverse population, cohesiveness, and variety of land uses. Historically, the predominant land use has been residential, in particular, single-family homes for those residents attracted by the Village's central location proximate to employment centers and the City of Chicago. Homeowners have been attracted to Brookfield not only by its convenient location but by key assets such as: high performing schools, and network of community groups such as Little League, Boy Scouts, and AYSO Soccer to name a few. Brookfield's homeownership rate (75%) is higher than the CMAP region (64%) and Cook County (57%) averages, which illustrates the residential stability of the community. From its inception, Brookfield has made housing a priority to attract new resident.

These same assets, the stability of homeownership, a safe environment, and a desirable community to raise a family have contributed to a strong sense of connectedness among Brookfield residents. Brookfield has ample opportunities to improve its residents' quality of life. This includes: active recreation along the Salt Creek, Forest Preserve and parks, commuter train, restaurants, nightlife, and proximity to Chicago.

## REGIONAL SETTINGS

The Village of Brookfield is located 13 miles west of downtown Chicago in Cook County, Illinois. It is an established inner ring suburb of Chicago that has an area of approximately 3.1 square miles. The Village of Brookfield is well positioned with convenient access to the City of Chicago and connection to the Chicago region. Ogden Avenue (U.S. Route 34) passes through the Village. I-290 and I-55 are located nearby the Village as well. There are three Metra stations along the Burlington Northern and Santa Fe railway within Brookfield. These are: Congress Park, Brookfield, Hollywood Stations. Metra service reaches the City of Chicago to the east and Aurora to the west.





HIGHLAND PARK

NORTHBROOK

EVANSTON

LAKE MICHIGAN

SCHAUMBURG

DES PLAINES

O'HARE

ELMHURST

FOREST PARK

CHICAGO

VILLAGE OF BROOKFIELD

MIDWAY

NAPERVILLE

DOWNERS GROVE

SOUTH CHICAGO

OAK LAWN

ORLAND PARK

TINLEY PARK

CHICAGO HEIGHTS

JOLIET



An aerial imagery of Brookfield in 1999. Source: Google Earth

## COMMUNITY HISTORY

Before 1803, the area now called Brookfield was mostly covered by prairie grasses, forests, and farms. Substantial portions of the area were inhabited by the Native Americans who long ago developed agriculture, corn cultivation, built villages and burial mounds, invented the bow and arrow, and made beautiful pottery. Settlement of the Village dates to 1889 when Samuel Eberly Gross, a Chicago lawyer turned real estate investor, began selling building lots platted from farms and woodlands he had acquired along both sides of the Chicago, Burlington and Quincy Railroad line. The rail provided passenger and freight service between Chicago and Aurora, Illinois. "Grossdale", as his development was originally called, offered suburban living at prices affordable to working-class families.

The first two buildings Gross erected were a train station south of the tracks at what is now Prairie Avenue, and a pavilion across the tracks. The original train station was moved across the tracks and is now the home of the Village's historical society and museum, which is listed on the National Register of Historic Places.

Gross offered free train outings from Chicago to Grossdale where the prospects were met at the station by a band and treated to a picnic lunch complete with a sales pitch from Gross. In addition to parcels of land, he offered several house designs at "cheap" prices. Gross later added the subdivisions of Hollywood (1893) and West Grossdale (1895), each with its own train station. Residents voted to incorporate as the Village of Grossdale in 1893. The name was changed in 1905 after residents became displeased with Gross, whose personal life and fortune had floundered. A contest to choose a new name yielded "Brookfield" in respect for Salt Creek, which runs through the area. Gross also has a school named after him called S.E. Gross.

In 1920, the old Plank Toll Road, now called Ogden Avenue (US Hwy 34), was paved, providing easy automobile access to and from Chicago. The Chicago Zoological Society, commonly called the Brookfield Zoo, opened in 1934. The zoo is located on land given to the Forest Preserve District by Edith Rockefeller McCormick in 1919. In the 1940's, Brookfield pioneered the concept of using a full-time Village Manager to oversee the Village's affairs. It was so successful that the state begins recommending it to other villages. In 1952, the National Municipal League and Look Magazine gave Brookfield and 10 other municipalities the title "All American City." The Village's Public Works Department installed a traffic circle at the treacherous intersection known as "eight corners" in 1958, transforming it from harrowing to merely hair raising. In 1976, Brookfield was named a "Bicentennial Community" and gets one of 111 replicas of the Liberty Bell cast from the same mold as the original in Philadelphia. Brookfield is named a "Tree City USA" in 1981. The new water tower sporting the now famous logo of two porpoises from the Brookfield Zoo is erected.

The Irish Times opens for business in 1991, and becomes an "anchor" for the downtown business district. In 2008, subsequently expands the restaurant space and menu offerings. It is now recognized as one of the preeminent Irish pubs in greater Chicago. In 2010, The Galloping Ghost Arcade opens. The video arcade (notable for its amazing collection of retro and futuristic video games), is estimated to be the largest video arcade in the United States with over 400 video and pinball games.

The Village of Brookfield celebrates the 125th anniversary of the original "Grossdale" train station in 2014. The train station is now on the National Register of Historic Places, one block from current Brookfield train station and the downtown.



# MARKET & DEMOGRAPHIC ANALYSIS

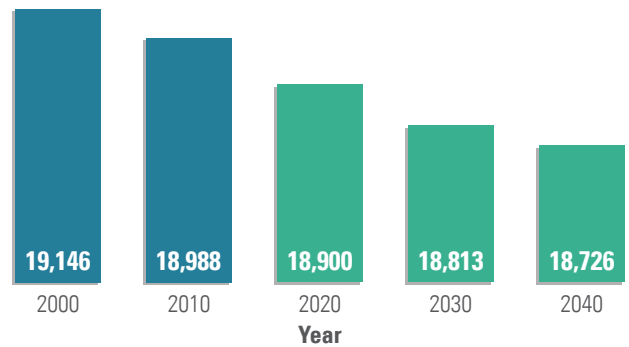
## Population

The Village of Brookfield is population has been relatively steady over the past several decades averaging just under 20,000 persons. Since 2000, the Village’s population has decreased by 100 persons (.6%), see Figure 1. As indicated in Figure 2, the Village is the only community of nearby “peer communities” of La Grange, La Grange Park, and Lyons that has lost population since 2000.

While these growth rates may change over time, the Village should consider now how it may increase its population or manage a small population decline over time. **Generally, household sizes are shrinking slightly and the population of the Village is aging.** This indicates that the Village will have to examine how effective its infrastructure, housing stock, and amenities attract prospective homeowners and renters into the Village.

*Note: Riverside community was not used a “peer” community for several reasons. First, it’s much smaller than Brookfield. Riverside’s estimated population is approximately 8,748, but Brookfield’s estimated population is about 18,753. This is more than twice as large as Riverside is. Second, Riverside is an attractive but mostly residential community with limited commercial development around the E. Burlington Street area. Riverside’s citizens are likely to frequent other nearby communities for their shopping. Brookfield has a more diverse set of commercial districts with 31<sup>st</sup> Street, 8 Corners, Downtown, and Ogden Avenue. The level of socio-economic complexity is generally greater in Brookfield, and the peer communities were selected for these reasons.*

Figure 1  
Brookfield Actual & Projected Population (2000-2040)



Source: US Census - American Community Survey 2010-2015 and RATIO

Figure 2  
Population Percent Change (2010-2015)

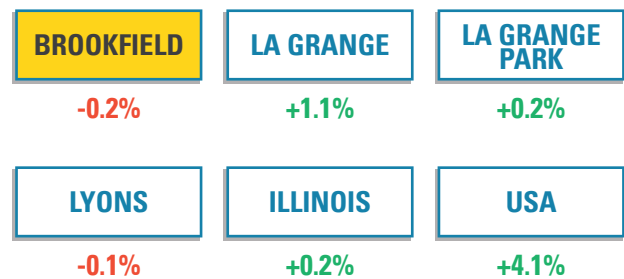
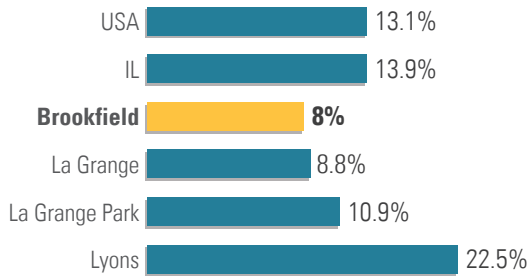


Figure 3  
**Population Foreign Born**

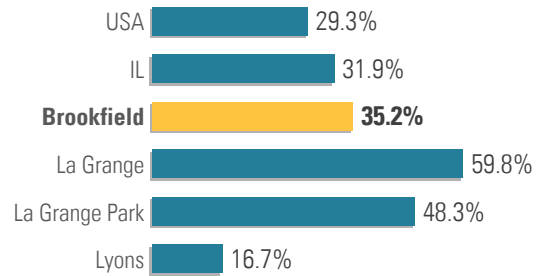


Source: US Census - American Community Survey 2010-2015 and RATIO

### Foreign-Born Population

**Brookfield has a slightly lower percentage of foreign born residents than its peer communities**, see Figure 3. Foreign born residents may revitalize the business environment, becoming new entrepreneurs as well as bring new cultural vitality. Additionally, many incoming residents bring technical skills that may be in short supply currently and thereby enhance community competitiveness. As the United States continues to welcome foreign born immigrants, the Village may consider how to attract a portion of these new immigrants to their community to enrich and expand its population.

Figure 4  
**Educational Attainment - % With Bachelor's Degree**

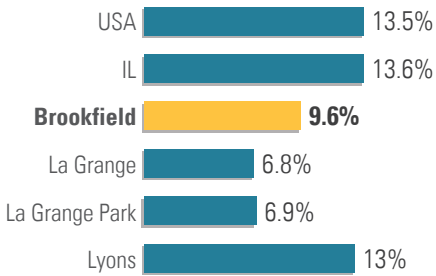


Source: US Census - American Community Survey 2010-2015 and RATIO

### Education Attainment

**Brookfield's adult population is well educated and has a higher percentage of adults with a high school diploma (94.2%) than Cook County (85.3%), region (87%), and state averages**, see Figure 4. However, Brookfield has fewer adults that have attained a Bachelor's degree than La Grange and La Grange Park. **College educated adults tend to have higher incomes and more varied professional job choices than adults without a college degree.**

Figure 5  
**Poverty Rate**



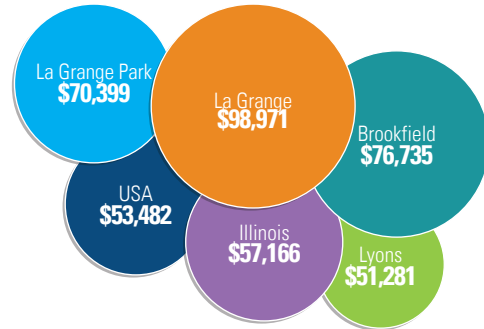
Source: US Census - American Community Survey 2010-2015 and RATIO

### Poverty

**The poverty rate for Brookfield is below the nation, state, and the community of Lyons to its southeast,** see Figure 5.

Generally, communities with larger populations of higher educated adults tend to have lower poverty rates. The poverty rate is slightly higher than La Grange and La Grange Park who had higher percentages of college educated adults than Brookfield.

Figure 6  
**Median Household Income**



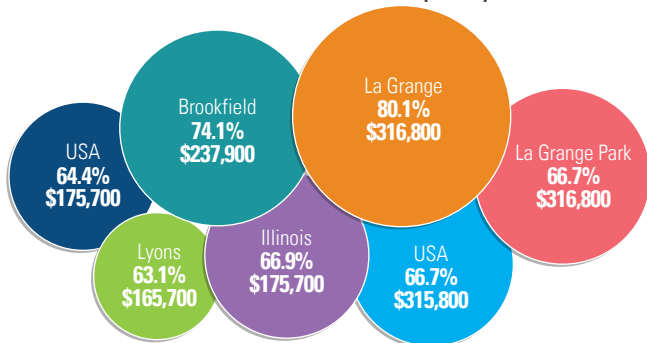
Source: US Census - American Community Survey 2010-2015 and RATIO

### Median Household Income

In comparing median household incomes (MHI), see Figure 6.

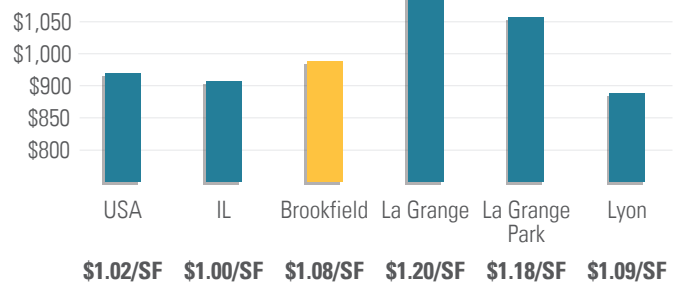
**Brookfield has a higher median household income than Cook County (\$55,251), the nation, and the state.** Additionally, Brookfield’s MHI exceeds that of La Grange Park, despite the fact that La Grange Park has a higher percentage of college-educated adults, as noted.

Figure 7  
**% Owner-Occupied Housing Units & Median Home Value (2014)**



Source: US Census - American Community Survey 2010-2015 and RATIO

Figure 8  
**Median Gross Rents & Rent Per Square Feet (2010-2014)**



Source: US Census - American Community Survey 2010-2015 and RATIO

## Housing

**Brookfield has a strong housing market relative to its peer communities and the Chicago metro area for both homebuyers and renter markets.** Brookfield has been identified as an active home market in suburban Chicago. In comparison to its peer communities, the Village has the second highest rate of home ownership percentage, see Figure 7. It even has higher homeownership rates than the nation and the state. Similarly, the Median Home Value is \$237,900 which again significantly exceeds the nation and the state averages.

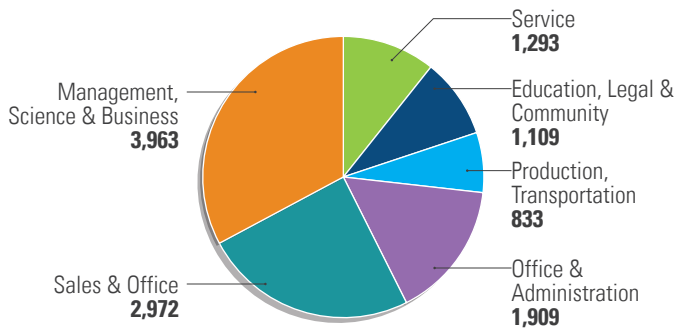
While its homeownership rate and home values are relatively high, the housing affordability ratio for Brookfield, which is the median home value divided by the median household income level, is 3.1. If the ratio is 3.0 or less, then it is considered affordable. Cook County has an affordability ratio of 4.1, which is well above what is considered affordable for most households. **Brookfield's housing stock is considered relatively more affordable than larger Cook County region. This may explain the increased homebuyer interest over the past year as observed by the MLS.**

**With monthly median rents at about \$971 per month, Brookfield has lower rents than its peer communities.**

The median rent to secure a 900 SF apartment in Brookfield is approximately \$1.08/SF. Market rate apartments are normally developed when rents exceed \$1.00/SF.\* This makes Brookfield a good location for market rate apartment development. The current healthy rent market would allow developers and the Village to increase density in targeted areas of the community. This could also help increase the Village's property tax base and attract additional retailers to locations within walkable proximity of new renters. A note of caution, as gross rents appear to be rising, many renter's affordability level is threatened and exceed the 30% benchmark of renter household income, see Figure 8. This indicates a fairly robust rental market for developers and investor returns. Brookfield has many other amenities for renters willing to pay a higher percentage of their household income for housing.

*\* This is based on financial pro forma that is generated from anticipated construction costs and rent price points per SF for the market. Chicago construction costs are about 25% higher than Indianapolis and other Midwest markets. The development financial scenario is based on building 200 market rate apartments as new construction in the Chicago metro area.*

Figure 9  
**Employment of Brookfield Adults by Occupation (2008)**



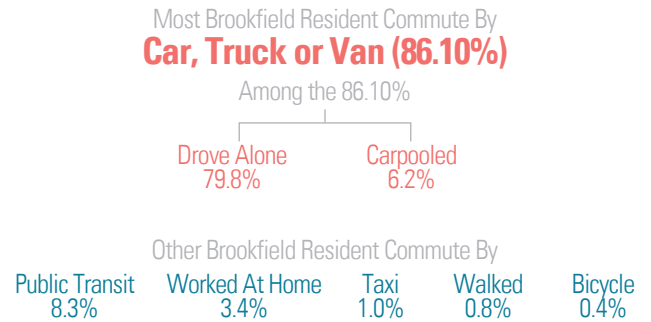
Source: US Census - American Fact Finder and RATIO

## Employment

While the Village of Brookfield’s employment profile makes up a small portion of a very large and complex Chicago regional economy, the businesses within the Village represent a healthy and diverse mix of industries as indicated in Figure 9.

Brookfield residents are employed across a very diverse range of occupational groups. Most residents are employed in management, sales and office, and service occupations. These professional occupations represent a strong “white collar” presence within Brookfield while the “blue collar” jobs are a fairly small proportion of the total jobs compared to the white-collar occupations.

Figure 10  
**Means of Transportation to Work (2015)**



Source: US Census - American Fact Finder and RATIO

Most Brookfield residents commute by car (86.1%). Of those, 79.8% commute alone and 6.2% carpool, and 8.3% of commuters use public transit. Brookfield has three METRA rail stations within its community boundaries. While Figure 10 represents only Brookfield residents, it should be noted that many other commuters from outside of Brookfield rely on public transit at the Village’s METRA stations. Most of the Metra train boarding are in-bound trips, indicating a strong connection between Village residents and the City of Chicago economy.

Most Brookfield residents commute between 6:00 AM and 9:00 AM in the morning with peak “rush hour” between 7:00 AM – 7:30 AM. This period of time is the likely time when there is most daily stress on Brookfield streets and air conditioning and electric usage is higher in later afternoon.

## Retail Analysis

Because most retail shopping is completed using vehicles to come and go from stores, the retail gap analysis uses drive time markets of 5, 10, and 15 minutes from the center of downtown Brookfield, see map on the right. When reviewing retail gaps in a complex urban economy such as Brookfield's, it is very important to consider resident options with nearby major shopping centers. These major shopping centers may restrict or limit the amount of retail development within Brookfield, because residents have many alternatives to conveniently choose from at these major retail centers. These major retail centers tend to have large "big box" retailers who may not find Brookfield able to accommodate their retail needs. Therefore, it is very important for Brookfield to focus on retail that will not directly compete against big box stores, but provide a shopping experience that is unique and different from the big box store experience. Additionally, it should be noted that all Chicago sub-regions Figure 'clustering' of retail. For example, automobile clusters are apparent in nearby Countryside. This pattern alters the 'opportunity set' available to Brookfield and feasible development strategies.

Figure 11, identifies the retail gap for the number of businesses within the 10-minute drive time market. A retail gap is defined as a lack of retail in an area. The analysis shows that there are negative retail gaps where there is currently an oversupply of retail. Arguably, this is the case for restaurants and drinking establishments, specialty food stores and grocery. There appears to be a deficit of furniture, clothing, and electronics stores. Although these retail sectors may be underrepresented, the prospects for gaining these types of uses are mixed since they are very exposed to Internet competitors. Brookfield is competitively located and has a desirable framework to attract a variety of business types by leveraging the Village's walkability, bike ability and unique character. While there are retail clusters located just outside of the 10-minute drive, Brookfield can focus on small businesses that serve its residential, employment, and visitor base which would potentially include the two million annual visitors to the Brookfield Zoo.

Figure 11  
**Retail Business Gap - 10-minute Drive Time**

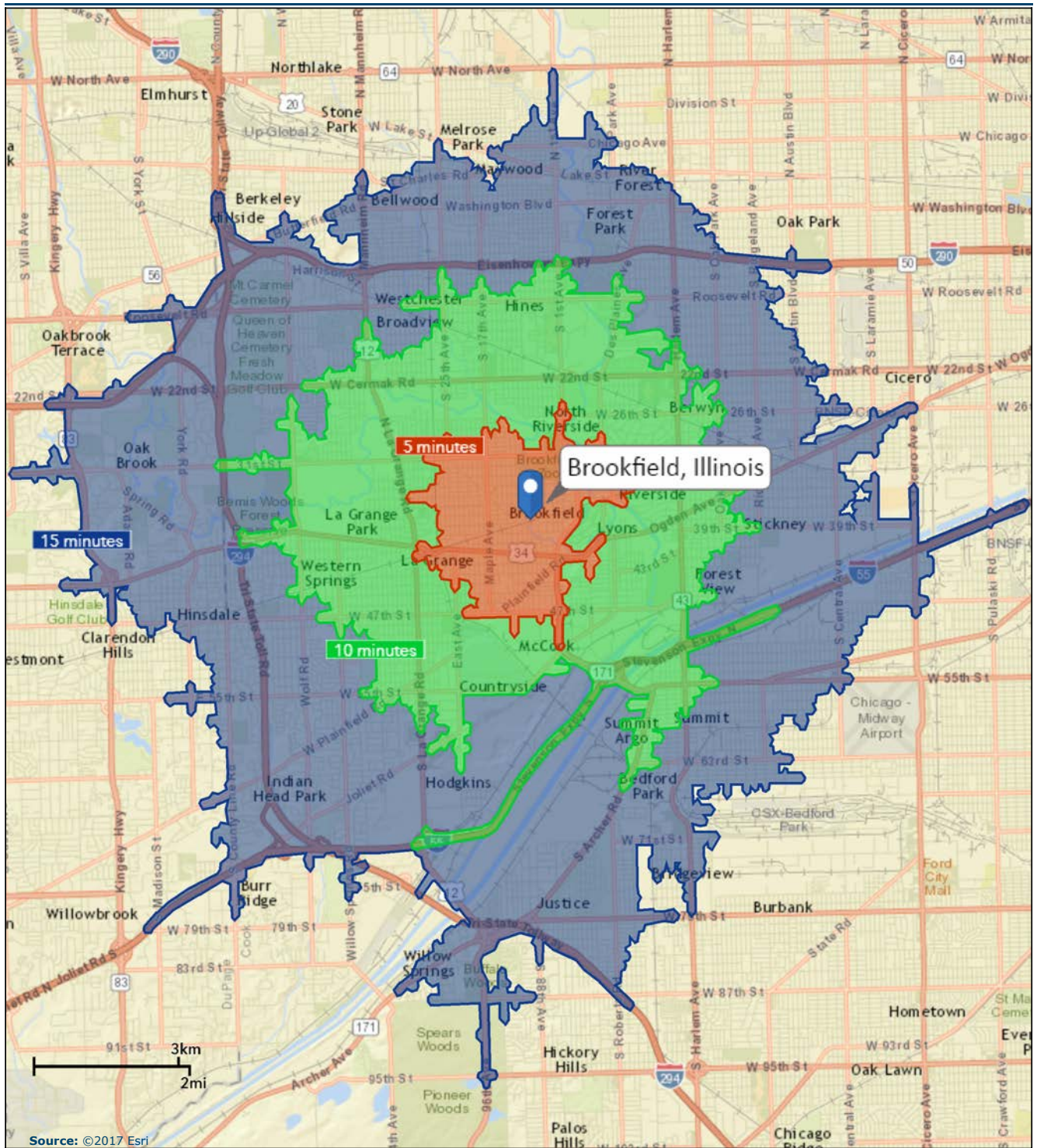


Source: ESRI Business Analyst and RATIO



# 5-, 10-, and 15-minute Drive Time Map

Brookfield, IL



August 01, 2017

## Neighborhood Area Market Reviews

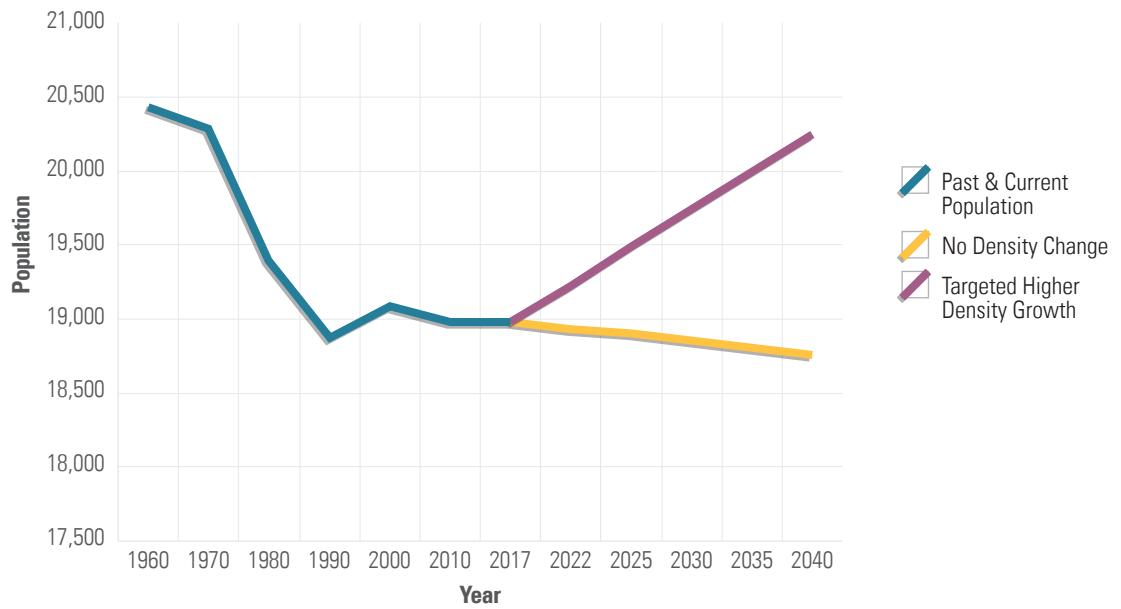
A small area market review identifies population, housing, income, and retail trends for Brookfield's neighborhood serving shopping areas. For these small neighborhood areas, walk time markets of 5-, 10-, and 15-minutes were used. A 10-minute walk time (1/2 mile) was used to identify neighborhood retail opportunities. Broader demographics of the trade area were also analyzed in the same market area. The neighborhood areas reviewed are:

- 31st and Maple corridor
- 8 Corners
- Downtown Brookfield (Prairie, Brookfield, Grand)
- Ogden Avenue corridor

Each neighborhood area has a summary of that follows the population projection scenarios.



Figure 12  
**Population and Projection Population (1960-2040)**  
 Brookfield, IL



Source: U.S. Census, ESRI, and RATIO

## Population Projection Scenarios

Brookfield projected population change 2017 through 2040 is evaluated by two different scenarios:

- No Change in Density approach
- Targeted Higher Density Growth areas (especially in Downtown and 8-Corners)

The multi-family residential (MFR) development in 8 Corners allows 64 units on 1 acre four floors. In Downtown Brookfield, a new MFR development would allow a 128-unit, 8 story building on one-acre. The population projection is based on adding one building in each neighborhood area about every five years through 2040. This seems to be the only method to grow the population as household sizes are anticipated to continue to decrease over the next generation. This targeted higher-density and infill MFR development would add about 288 persons every 5 years to the Village’s population, which would off-set the population losses from single-family residential (SFR) developments. The SFR households will continue to lose population only because of the slow decline in SFR household size.

It is projected that Brookfield will increase the number of overall households through new MFR development and permitting innovative land uses, such as in-law units. This will make a modest change in the ratio of owner-occupied SFR to rental, renter-occupied MFR housing units with a slightly higher share of MFR units in the Village. Again, all MFR is proposed to be a market-rate product for either rent or for-sale as multi-family condos. It is not anticipated that there would be significant MFR residential development for population growth in either the 31st & Maple node or along the Ogden Ave Corridor, due to the former’s predominant SFR character and the latter’s commercial corridor character.

## 31st & Maple

### Population

Near the 31st and Maple intersection, the population has been steady, but has lost some population in the 15-minute market. The neighborhood's ethnicity has been relatively steady overtime. **Increasing 5-minute drive time population is a positive trend.** Conversely, the 15-minute drive time population is decreasing and signals a negative trend.

### Income

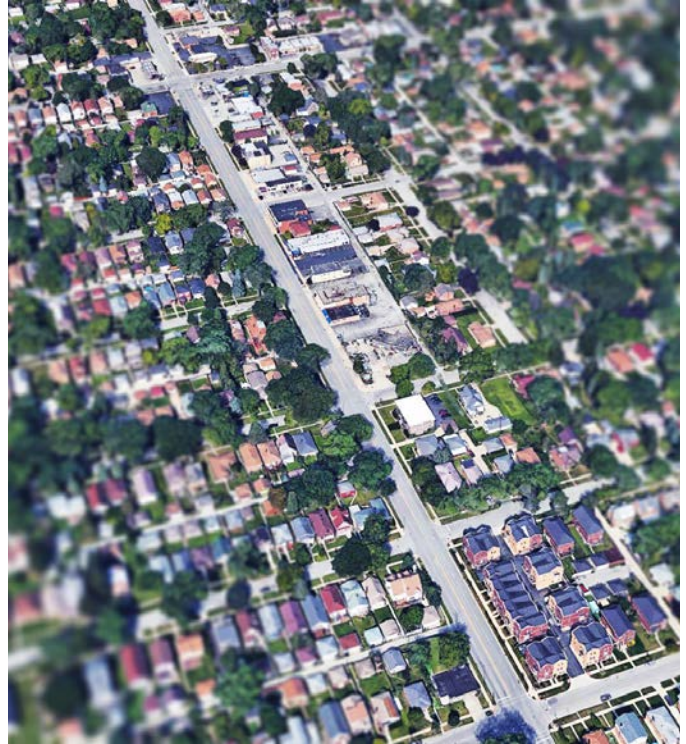
Median household incomes are projected to increase between 2016 and 2021 based on current trends. **The median household income trend is increasing, signaling a positive trend.**

### Housing

Similarly, the housing market has rebounded near the intersection in the 5-minute market, but has had a steady higher vacancy rate. **The housing trend is negative in 10- and 15-minute drive times due to reduction in available units.**

### Retail

Although this area is envisioned to be primarily residential, there are opportunities may include restaurants and clothing related retail businesses that would need about a total of 12,000SF. Based on a 12,000SF assumption, this would generate around \$1.2M in building investments, and create about 37 jobs. Small office uses may be viable in this area too.



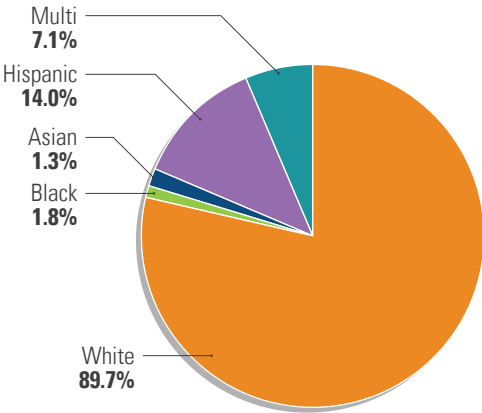
## Retail Gap Analysis - 10-minute Walk Time Brookfield, IL - 31st & Maple

Retail Type	\$ Leakage	# of Firms	Square Footage	Building Investment	Estimated Jobs
Restaurants	\$3.2M	4	+/- 8,000 SF	+/- 800,000 SF	25
Drinking Establishments	-\$0.6M	0	0	0	0
Clothing & Accessories	\$2.4M	4	+/- 6,000 SF	+/- 450,000 SF	12
Sporting Good, Hobby, Books	\$1.9M	0	0	0	0
Grocery / Specialty Foods	-\$0.6M	0	0	0	0
<b>Total Potential Demand</b>	<b>\$5.6M</b>	<b>8</b>	<b>+/- 12,000 SF</b>	<b>+/- 1,250,000 SF</b>	<b>37</b>

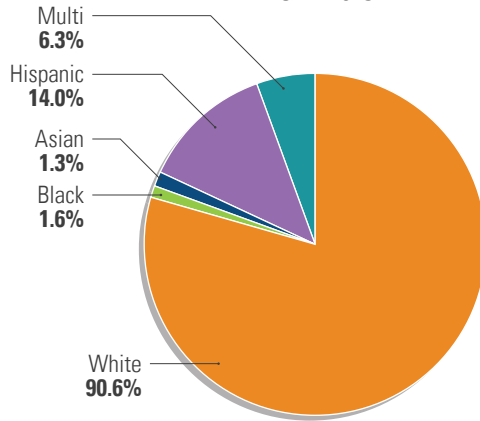
Source: ESRI Business Analyst and RATIO

**Percent Ethnicity (2016)**

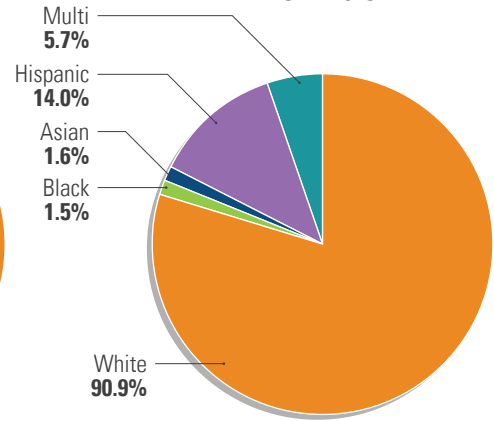
5-minute



10-minute



15-minute



White Asian Black Hispanic Multi

**Median Household Income (2016)**

5-minute  
**\$72,846**

10-minute  
**\$76,775**

15-minute  
**\$76,711**

**Population (2000-2020)**

5-minute

2000	<b>1,237</b>
2010	<b>1,259</b>
2016	<b>1,261</b>
2020	<b>1,263</b>

10-minute

2000	<b>4,321</b>
2010	<b>4,340</b>
2016	<b>4,328</b>
2020	<b>4,326</b>

15-minute

2000	<b>7,867</b>
2010	<b>7,793</b>
2016	<b>7,740</b>
2020	<b>7,715</b>

Note: ESRI Business Analyst can only create population projections in 5 years forward.  
Source: ESRI Business Analyst and RATIO

## 8 Corners

### Population

In 8 Corners, the population has been falling steadily overtime. The neighborhood's ethnicity has been very steady overtime. **However, the 5- and 10-minute drive time populations are declining, signaling a negative trend.**

### Income

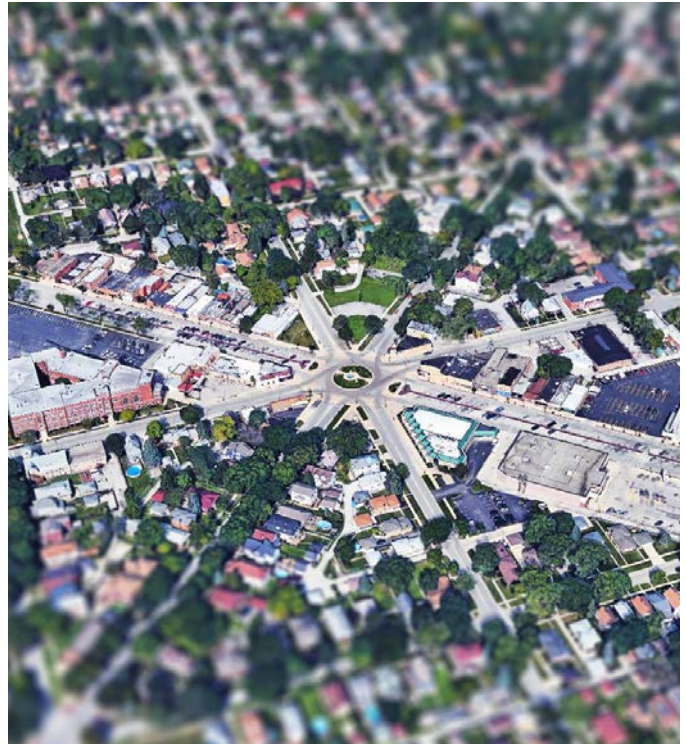
Median household incomes are projected to increase between 2016 and 2021. **Median household incomes are rising, signaling a positive trend.**

### Housing

The housing market has rebounded near the intersection in the 5-minute market, but has had a steady higher vacancy rate in the 15-minute market. **The number of housing units is declining in the 10- and 15-minute drive times, signaling a negative trend.**

### Retail

Opportunities may include restaurants and clothing stores, sporting goods, and specialty food store businesses that would need about a total of 25,000SF which using the SF assumption would generate around \$2.1M in building investments, and create about 56 jobs. Expanding 8 Corners as a walkable neighborhood district is a way to promote 8 Corner's commercial viability and coping with big-box and online retailers.

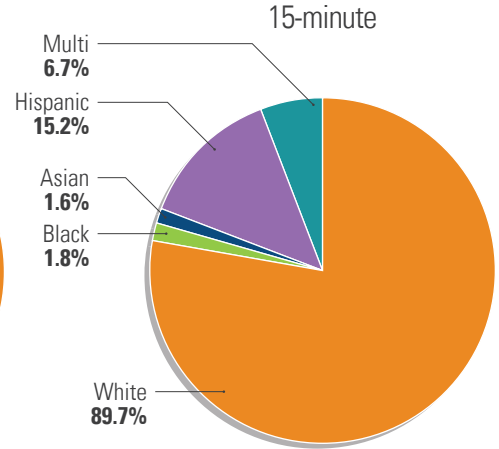
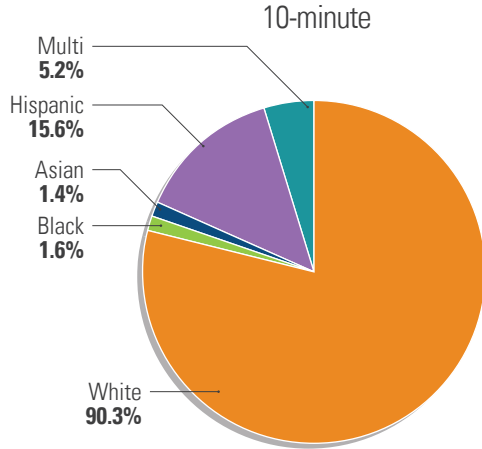
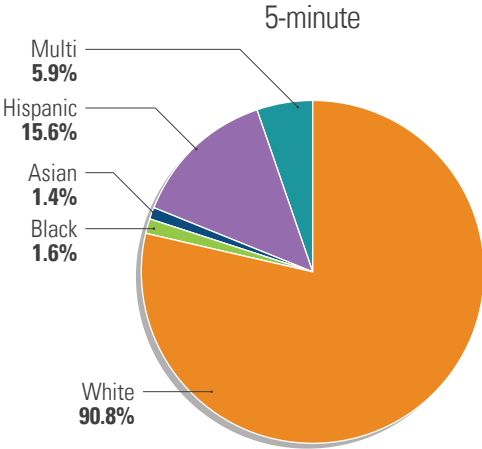


## Retail Gap Analysis - 10-minute Walk Time Brookfield, IL - 8 Corners

Retail Type	\$ Leakage	# of Firms	Square Footage	Building Investment	Estimated Jobs
Restaurants	\$3.6M	5	+/- 8,000 SF	+/- 800,000	30
Drinking Establishments	-\$0.9M	0	0	0	0
Clothing & Accessories	\$3.5M	6	+/- 9,000 SF	+/- 675,000	18
Sporting Good, Hobby, Books	\$2.8M	1	+/- 5,000 SF	+/- 375,000	5
Grocery / Specialty Foods	\$1.0M	1	+/- 3,000 SF	+/- 225,000	3
<b>Total Potential Demand</b>	<b>\$9.9M</b>	<b>13</b>	<b>+/- 25,000 SF</b>	<b>+/- \$2.1M</b>	<b>56</b>

Source: ESRI Business Analyst and RATIO

**Percent Ethnicity (2016)**



White Black Asian Hispanic Multi

**Median Household Income (2016)**

5-minute  
**\$68,933**

10-minute  
**\$73,186**

15-minute  
**\$72,657**

**Population (2000-2020)**

5-minute

2000	<b>1,486</b>
2010	<b>1,455</b>
2016	<b>1,439</b>
2020	<b>1,430</b>

10-minute

2000	<b>4,354</b>
2010	<b>6,292</b>
2016	<b>6,252</b>
2020	<b>6,230</b>

15-minute

2000	<b>10,980</b>
2010	<b>10,332</b>
2016	<b>10,808</b>
2020	<b>10,801</b>

Note: ESRI Business Analyst can only create population projections in 5 years forward.  
Source: ESRI Business Analyst and RATIO

## Downtown Brookfield

### Population

In Downtown Brookfield, the population remained steady with moderate growth. The neighborhood's ethnicity has been very steady over time. **Downtown's population is expected to grow in the 5-minute drive time and decline slightly in the 10- and 15-minute drive time area.**

### Income

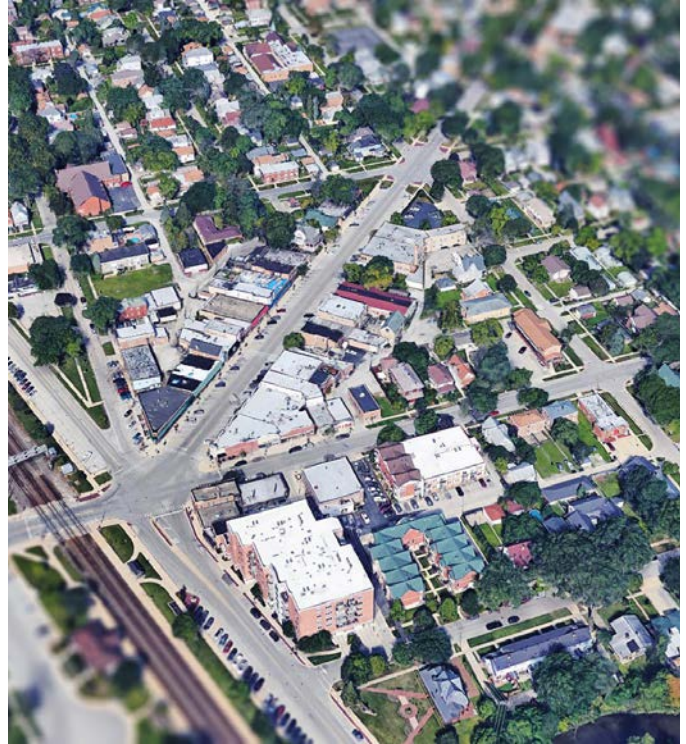
Median household incomes are projected to increase between 2016 and 2021. **There is a positive trend towards higher median household incomes.**

### Housing

The housing market has rebounded near the intersection in the 5 through 15-minute market, but has projected increase in vacancies in the 15-minute market from 2016-2021. **There is a positive trend toward increasing housing units in the 5- and 10-minute drive time areas.**

### Retail

Opportunities may include two restaurants and five clothing stores, grocery, and specialty food store businesses that would need about a total of 33,500SF which would generate around \$2.4M in building investments, and create about 57 jobs. In coping the impacts of big-box and online retailers, Downtown Brookfield should continue to grow local food and restaurant scene with small boutique retail store that cannot be replicated by big-box or online retailers. The commercial uses in Downtown Brookfield should also serve the commuter and residential base in this area.



## Retail Gap Analysis - 10-minute Walk Time Brookfield, IL - Downtown Brookfield

Retail Type	\$ Leakage	# of Firms	Square Footage	Building Investment	Estimated Jobs
Restaurants	\$1.6M	2	+/- 6,000 SF	+/- 510,000	12
Drinking Establishments	-\$0.5M	0	0	0	0
Clothing & Accessories	\$3.1M	5	+/- 7,500 SF	+/- 525,000	15
Sporting Good, Hobby, Books	\$1.8M	0	0	--	0
Grocery / Specialty Foods	\$4.3M / \$1.1M	1 / 1	+/- 15,000 SF / +/- 5,000 SF	+/- 965,000 / +/- 375,000	25 / 5
<b>Total Potential Demand</b>	<b>\$11.8M</b>	<b>9</b>	<b>+/- 33,500 SF</b>	<b>+/- \$2.4M</b>	<b>57</b>

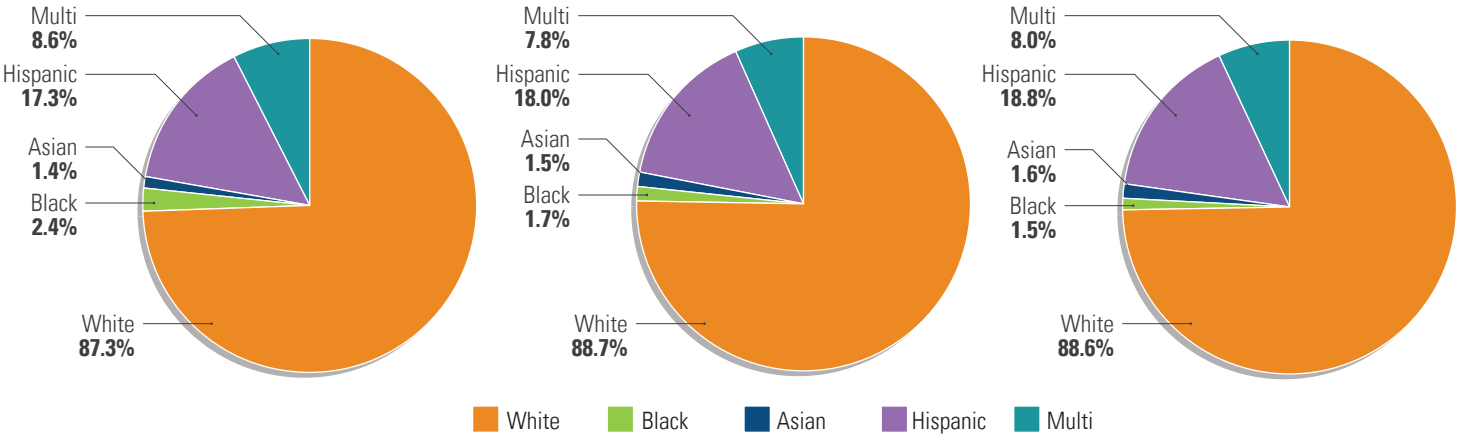
Source: ESRI Business Analyst and RATIO

**Percent Ethnicity (2016)**

5-minute

10-minute

15-minute



**Median Household Income (2016)**

5-minute  
**\$67,384**

10-minute  
**\$70,748**

15-minute  
**\$72,609**

**Population (2000-2020)**

5-minute

2000	<b>1,329</b>
2010	<b>1,343</b>
2016	<b>1,309</b>
2020	<b>1,417</b>

10-minute

2000	<b>4,355</b>
2010	<b>4,292</b>
2016	<b>4,309</b>
2020	<b>4,322</b>

15-minute

2000	<b>10,012</b>
2010	<b>9,906</b>
2016	<b>9,865</b>
2020	<b>9,846</b>

Note: ESRI Business Analyst can only create population projections in 5 years forward.  
Source: ESRI Business Analyst and RATIO

## Ogden Avenue Corridor

### Population

In the Ogden corridor, the population has been steady, but it has steadily declined in the 10- and 15-minute markets. The neighborhood's ethnicity has also remained stable. **There is a projected population decrease in the 10- and 15-minute drive times.**

### Income

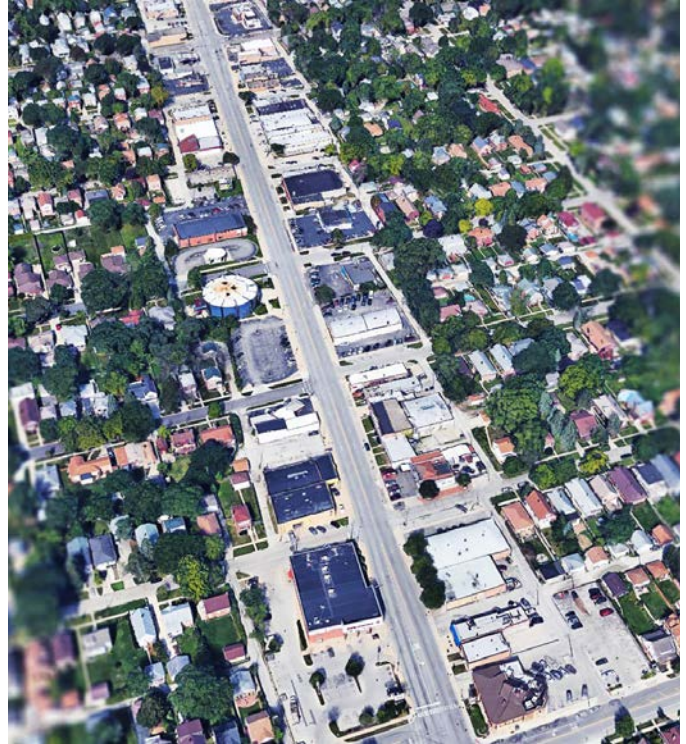
Median household incomes are projected to increase between 2016 and 2021. **This increase signals a positive trend in incomes.**

### Housing

The housing market has rebounded from declines during the Great Recession, and it has clearly stabilized. It may be one of the neighborhoods where families may find the most affordable housing in Brookfield.

### Retail

Opportunities may include three restaurants and five clothing stores, and three grocery businesses that would need about a total of 59,000SF which would generate around \$3.8M in building investments, and create about 108 jobs. This seems over optimistic, because many in this neighborhood are very close to the retail corridor in La Grange just ½ mile or so west of East Avenue. In coping the impacts of big-box and online retailers, Ogden Avenue should look to expand its strength as a commercial corridor serving the manufacturing base to the west suburbs.



## Retail Gap Analysis - 10-minute Walk Time Brookfield, IL - Ogden Avenue

Retail Type	\$ Leakage	# of Firms	Square Footage	Building Investment	Estimated Jobs
Restaurants	\$1.8M	3	+/- 9,000 SF	\$765,000	18
Drinking Establishments	\$0.02M	0	0	0	0
Clothing & Accessories	\$3.3M	5	+/- 4,500 SF	\$338,000	15
Sporting Good, Hobby, Books	\$0.7M	0	0	0	0
Grocery / Specialty Foods	\$8.7M / \$0.04M	3 / 0	+/- 45,000 SF / 0	\$2,700,000	75
<b>Total Potential Demand</b>	<b>\$14.6M</b>	<b>11</b>	<b>+/- 59,500 SF</b>	<b>\$3.8M</b>	<b>108</b>

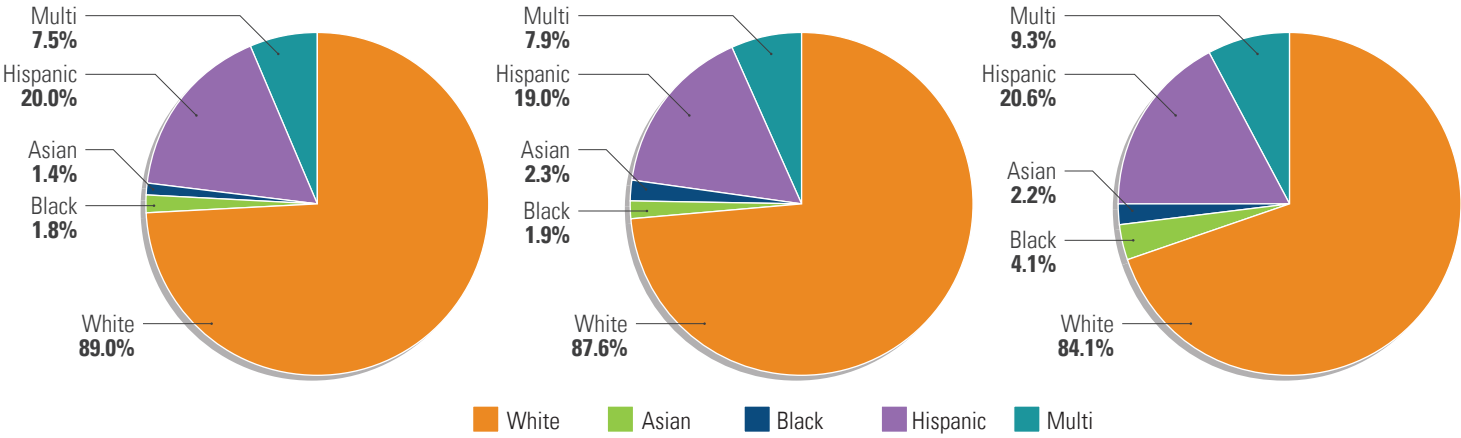
Source: ESRI Business Analyst and RATIO

**Percent Ethnicity (2016)**

5-minute

10-minute

15-minute



**Median Household Income (2016)**

5-minute  
**\$69,504**

10-minute  
**\$75,189**

15-minute  
**\$72,255**

**Population (2000-2020)**

5-minute

2000	<b>1,405</b>
2010	<b>1,366</b>
2016	<b>1,399</b>
2020	<b>1,403</b>

10-minute

2000	<b>4,377</b>
2010	<b>4,289</b>
2016	<b>4,263</b>
2020	<b>4,255</b>

15-minute

2000	<b>9,882</b>
2010	<b>9,755</b>
2016	<b>9,752</b>
2020	<b>9,759</b>

*Note: ESRI Business Analyst can only create population projections in 5 years forward.  
Source: ESRI Business Analyst and RATIO*



## COMMUNITY OUTREACH OVERVIEW

The Comprehensive Plan resulted from an outreach process that actively sought input from a variety of stakeholders including: residents, business owners, brokers/developers, social service providers, elected and appointed officials, and Village staff. A variety of outreach methods, both in-person and online, were utilized to gather the concerns, ideas, and aspirations of the stakeholders. The feedback and input provided a foundation for the Comprehensive Plan, guiding the recommendations and strategies to address the Village's key issues and opportunities. The following summarizes the community outreach efforts that took place during the planning process.

### Outreach Events

- November 21, 2016 – Kick-Off Meeting
- January 30, 2017 – Key Person Interview
- January 30, 2017 – Steering Committee Meeting
- April 26, 2017 – Community Workshop
- April 27, 2017 – Steering Committee Meeting
- July 4, 2017 – July 4th Independence Day Parade and Survey
- June – August 2017 – Online Survey
- September 14, 2017 – Steering Committee Meeting and Chamber of Commerce Presentation
- October 24, 2017 – Public Open House
- November 30, 2017 – Planning and Zoning Commission Meeting
- December 11, 2017 – Village Board Meeting
- January 8, 2018 - Adoption



## In-Person Outreach Events

### Project Kick-Off / Steering Committee Meeting #1

A kick-off meeting was held on November 21, 2016 with Village staff and the project Steering Committee. The kick-off meeting's purpose was to introduce the planning process, schedule, previous planning efforts, and the community outreach strategy for the Comprehensive Plan. The meeting also involved a mapping exercise that provided an opportunity for the elected and appointed Village officials, including Village staff, and the Steering Committee members to voice their initial issues and aspirations for the Village of Brookfield Comprehensive Plan.

#### Summary of Input

While a variety of issues and opportunities were identified, discussion focused on the key topics of redevelopment, transportation safety, need for economic growth, and quality of community facilities.

## Key Person Interviews

On January 30, 2017, members of the consultant team conducted key person interviews with stakeholders in the community. The purpose of the focus group interviews was to gain insight into priority issues that faced the Village. In addition, the conversations helped identify and assess the "on-the-ground" conditions and potential. The invited key stakeholders represent a diverse range of backgrounds, groups, and organizations. These groups included:

- Business Owners
- Transportation Service Providers
- Neighborhood Organizations
- Realtors / Developers
- Municipal Officials and Departments



## Steering Committee Meeting #2

The second Steering Committee Meeting was held on January 30, 2017. The consultant team briefed the Steering Committee members and the Village staff about the results gathered from the key persons interviews. The meeting also involved a discussion about the Existing Conditions Report that the consultant team prepared for the Village. Together, the group began to create a vision statement for the Comprehensive Plan.

### Summary of Input

The discussion primarily focused on what components of the vision statement resonated with the community the most. The themes of: accessibility, affordability, sense of welcome, connectivity, and sustainability resonated the most among the participants. The discussion also focused on other, aspirational topics, including the Village being more family-oriented, capitalizing on its transit infrastructure and historical roots, and identifying as a community where families have a high quality of life.

## Community Workshop

On April 26, 2017, a community workshop was held at Village Hall. The workshop allowed community residents to communicate their issues, aspirations, and priorities for the future of Brookfield. About 60 participants including residents, Steering Committee members, stakeholders, and business owners, attended the workshop. The workshop included five stations that the public interacted with during the workshop. These stations were designed to informally gather input from community members to gain insight pertaining to community priorities for the Village of Brookfield. Specifically, the participants were oriented to the planning process, asked to create a vision for the Village of Brookfield, evaluated the relevancy of past plan goals, participated in a visual preference survey, and spatially mapped their concerns and aspirations for 8 Corners and Downtown Brookfield.



### **Summary of Input**

Overall, participants felt strongly that Brookfield should preserve and enhance its tree canopy and social spaces. They also believed that Brookfield should be a welcoming community to families and children. Additionally, participants believed most goals from the previous master plan should remain in the Comprehensive Plan but provided additional comments that the goals should incorporate. Furthermore, participants strongly preferred Brookfield's physical environment be oriented towards pedestrians and bicyclists. In the workshop's visual preference survey, the most popular choices included: complete streets, vibrant streetscaping, mixed-use buildings, and dense residential detached and attached buildings. Finally, participants believed that 8 Corners and Downtown possess plenty of redevelopment opportunities. Both areas should have streetscaping projects to improve pedestrian and bicyclists safety, greater connections through the Metra tracks, and implementation of a trail along Salt Creek. Refer to the appendices to view maps of 8 Corners and Downtown that summarize residents' input.

### **Steering Committee Meeting #3**

The third Steering Committee Meeting was held on April 27, 2017. The agenda included a discussion of the feedback gathered from the Community Workshop, a review of potential vision statements, in addition to the goals and objectives from the previous comprehensive plan.

### **Summary of Input**

The discussion involved reviewing the input received from the public workshop. The meeting's discussion also included development of questions to be included in an online survey. The meeting participants stated that the goals from the previous comprehensive plan need to be more specific. Utilizing the SMART (Specific, Measurable, Agreeable, Realistic, Timely) goals development guidelines would be a good starting point to revise the goals.



### July 4th Independence Day Parade & Survey Booth

Members of the consultant team, in conjunction with Village staff, participated in the Village of Brookfield's Independence Day Parade on July 4th, 2017. A float carried the group along the parade route. The float's design promoted the Comprehensive Plan's drafting process. During the parade, members of the consultant team and Village staff passed out hundreds of postcards to residents, which they can mail to their friends. Post-parade festivities took place at Kiwanis Park. Visitors were asked to complete surveys that included questions about general demographics and impressions of Brookfield. Additionally, participants were asked about what programming the Village needed and how the commercial areas could be improved. About 42 people completed the survey.





### Summary of Input

Most survey respondents were Village residents between the ages of 35 and 44 years old. Most respondents have lived in Brookfield 1-5 years or longer than 15 years. Few respondents own a business in Brookfield, and if they do, they have owned their businesses longer than 15 years. Respondents mostly live near either 8 Corners and Downtown. "Amazing," "beautiful," "family," and "friendly" were the most prevalent one-word description of Brookfield respondents used. Respondents overwhelmingly loved Brookfield for its sense of community and people. Economic development and parks/open space were topics more respondents found interesting. Family events, food, and drinks were the most popular programming respondents would participate in, followed by arts and culture. Respondents stated that new uses for vacant lots and paved alleys would be ways to improve Brookfield's commercial districts. Finally, most respondents indicated that they typically meet their friends at their own or a friend's home, followed by parks, and Downtown.

### Public Open House

On October 24, 2017, the consultant team with the Village of Brookfield hosted an open house to solicit public input on the Comprehensive Plan. The open house was held at the Brookfield Village Hall. Approximately 22 participants, consisting of residents, stakeholders, business leaders, steering committee members, Village staff, and elected and appointed Village officials, attended this event. The open house consisted of three activities during the 2-hour open house. The activities were designed to orient the public about the planning process, structure and contents of the draft Comprehensive Plan and the subarea design manual, and optimize input from the public in an informal fashion regarding the goals from the comprehensive plan. Participants signed-up to be involved with the Village in implementing the goals from the Plan.

### Summary of Input

The majority of the comments received at the Open House were specific actions participants wanted to see the Village undertake. They included: greater business diversity and green infrastructure, additional bike facilities, and redevelopment opportunities. However, these ideas were generally consistent with the Plan's Village-wide and subarea policy recommendations. Additionally, there was a diverse set of participants who signed up to be involved with the implementation of the Plan's chapter goals.

## Online Outreach Tools

### Project Website

A project website was created to establish a single location for information regarding the Comprehensive Plan. The website contains project updates and links to outreach materials and planning documents.

### Online Questionnaire

The project website also hosts an online questionnaire where Village residents, who either were unable to participate in the face-to-face outreach events or would like to provide more input, can fill out the questionnaire online.

### Social Media

The Village has utilized its Facebook page (Village of Brookfield Events, @BrookfieldEvents), as a social media platform, to advertise upcoming outreach events pertaining to the Comprehensive Plan.



IRATIO Kimley-Horn WSP

## VILLAGE OF BROOKFIELD COMPREHENSIVE PLAN



August 08, 2016 - PREPARED FOR THE BROOKFIELD VILLAGE BOARD AND PLAN COMMISSION

### Project Introduction

Over the course of the next 13 months, we will be collaborating with you all to prepare a new Comprehensive Plan for the Village of Brookfield, IL. Welcome to the web portal for the Brookfield Comprehensive Plan. This site will be updated throughout the planning process to include information such as: meeting agendas and summaries, an up-to-date project schedule, surveys, draft reports and maps and links to pertinent information for your use during this planning process. As the process continues Steering Committee members will also access password protected draft documents through this site.

### Client Contact Information

Village Planner:

Emily Egan, Village of Brookfield

Contact Information: E:XXXX | P:XXXX

### Project Team:

Lesley Roth, AIAAICP | Senior Urban Planner and Project Director



Contact Information: E:lrth@ratiodesign.com | P:312.465.2359

## PAST PLANS & STUDIES

The Village of Brookfield has several adopted policies and plans that provide the framework and strategic guidance for the development of the Comprehensive Plan. Brookfield's policies and plans have been reviewed and assessed to understand important objectives, recommendations and regulations that should be considered in the development of the Plan. Our team has reviewed several previous studies undertaken by the Village including:

### 2020 Master Plan (2004)

The 2020 Master Plan has been the guiding document used by the Village for land use, regulatory and policy decisions since its adoption in 2004. However, much of the content has been accomplished and is no longer relevant or has been superseded by other policy. It is somewhat narrower in scope to the 2018 Comprehensive Plan. Even so, the 2020 Master Plan serves as a guide for the new Comprehensive Plan, and each section has been analyzed for relevancy and applicability to modern comprehensive planning.

### Watershed Plan and Green Infrastructure Studies for the Lower Des Plaines River (2011)

In 2011, the Metropolitan Water Reclamation District of Greater Chicago embarked on a plan to:

- Document stormwater problem areas;
- Evaluate existing watershed conditions;
- Produce flow, stage, frequency and duration information about flood events;
- Estimate damage associated with regional stormwater problems; and
- Evaluate potential solutions to regional stormwater problems.

Included in this study were the Salt Creek and Des Plaines River as it runs through Brookfield. The recommendations included in the study identified resolutions for basement and street flooding throughout the Village. A variety of solutions were proposed including improvement of levees, a proposed storage facility, channel and diversion improvements and construction of a flood reservoir.

## Brookfield Open Space Plan (2014)

The 2014 Open Space Plan was an update of the 1998 Plan and provided recommendations and a policy framework for open space needs, strategies for implementation, and a 5-year action plan. The goals for the open space plan were to: (a) assess the needs of the current population, determine what improvements, changes or additions should be made to existing parks and open space, (b) plan for new park and open space, (c) enhance and establish local and regional trail linkages, and (d) develop a prioritized list of goals, targeting an initial five-year assimilation period.

## Active Transportation Plan (2017)

The process of creating a Village-wide transportation plan began last year and finished in 2017. This plan provides policy recommendations to the Village as well as a strategy for a more functional and comfortable multi-modal transportation system. The comprehensive planning process will coordinate with key recommendations in the Active Transportation Plan and will further develop best practices for the Village.

## Complete Streets Policy (2016)

The Village of Brookfield Board of Trustees adopted a Complete Streets Policy that will encourage active transportation, improve safety and expand accessibility for all roadway users. Additionally, the policy will help lay the foundation for the Village as the most bike-friendly community in the western suburbs. This policy gives Village leaders the tools to analyze where roadway improvements make sense, and to integrate street improvements into the capital improvements planning process to ensure efficient and effective use of resources. The main idea behind Complete Streets is that more people walking and bicycling is beneficial for the Village's economy, environment and residents, and the Village must provide the infrastructure to make it easier for people to walk, bike and take transit. Complete Streets help create safer, more vibrant retail corridors as well.

## Zoning Modernization Ordinance (2017)

The Village has adopted six types of zoning districts or "Station Areas" surrounding the three Metra stations that will guide the types of permissible buildings and design requirements. At the heart of the zoning modernization are the new requirements guiding the long-term look and feel of the districts. As an example, the classic Storefront Buildings in the downtown core is designed to:

- Allow more density (in relation to the other building and other districts and in relation to current zoning);
- Require maximum transparency (large windows that appeal to shoppers and pedestrians); and
- Designate a "tight" location of the building to the front lot line (to create a street wall effect like popular shopping areas such as Michigan Avenue in Chicago and downtown Naperville).

In combination, this helps create a street wall that promotes pedestrian activity and a vibrant street "scene" for residents and visitors.

## Various Economic Development Reports & Summaries

The Village has issued a variety of economic development reports that document the Village's fiscal goals and achievement of identified benchmarks. This includes a formal economic development strategy to further the Village's economic development program. This also includes identification of key strategies, tactical measures, projects, and performance indicators oriented towards sustainable fiscal outcomes.

- APA PAS MEMO, "Advancing the Economic Development Element in Comprehensive Plans", Jan/Feb 2017
- CMAP, 2040 Chicago Regional Plan
- CMAP, "Metro Pulse Community Data Snapshot/Brookfield", June 2017
- Illinois Municipal League, "Illinois Municipal Review", June 2016
- LoopNet: 2016 Real Estate Summaries for Brookfield, Cook County, and Chicago Region
- Moody's Investors Service Credit Opinion, "Brookfield, IL: GO to A2, Assigns A2 to Ser:2016", 15 July 2016
- Village of Brookfield: Economic Development Plan, 2016
- Village of Brookfield, "Integrated Economic Development Strategy", June 8, 2015
- Village of Brookfield, "TIF Redevelopment Plan: Congress Park Area TIF District", December 2011
- Village of Brookfield, "Redevelopment Plan, Ogden TIF District", September 2008
- Village of Brookfield, "Tax Increment Policy", 2007
- Village of Brookfield, "Towards an Integrated Economic Development Strategy", presented by Department of Community Economic Development, June 8, 2015
- Village of Brookfield, "Brookfield Connected: 2016 Year-end Review, presented by Department of Community Economic Development", December 2016
- Village of Brookfield, "Economic Development Strategy, 2017 presented by Department of Community Economic Development", January 2017
- Village of Brookfield, "Master Plan 2020", 2004





# VISION, IMAGE & IDENTITY



## VISION STATEMENT

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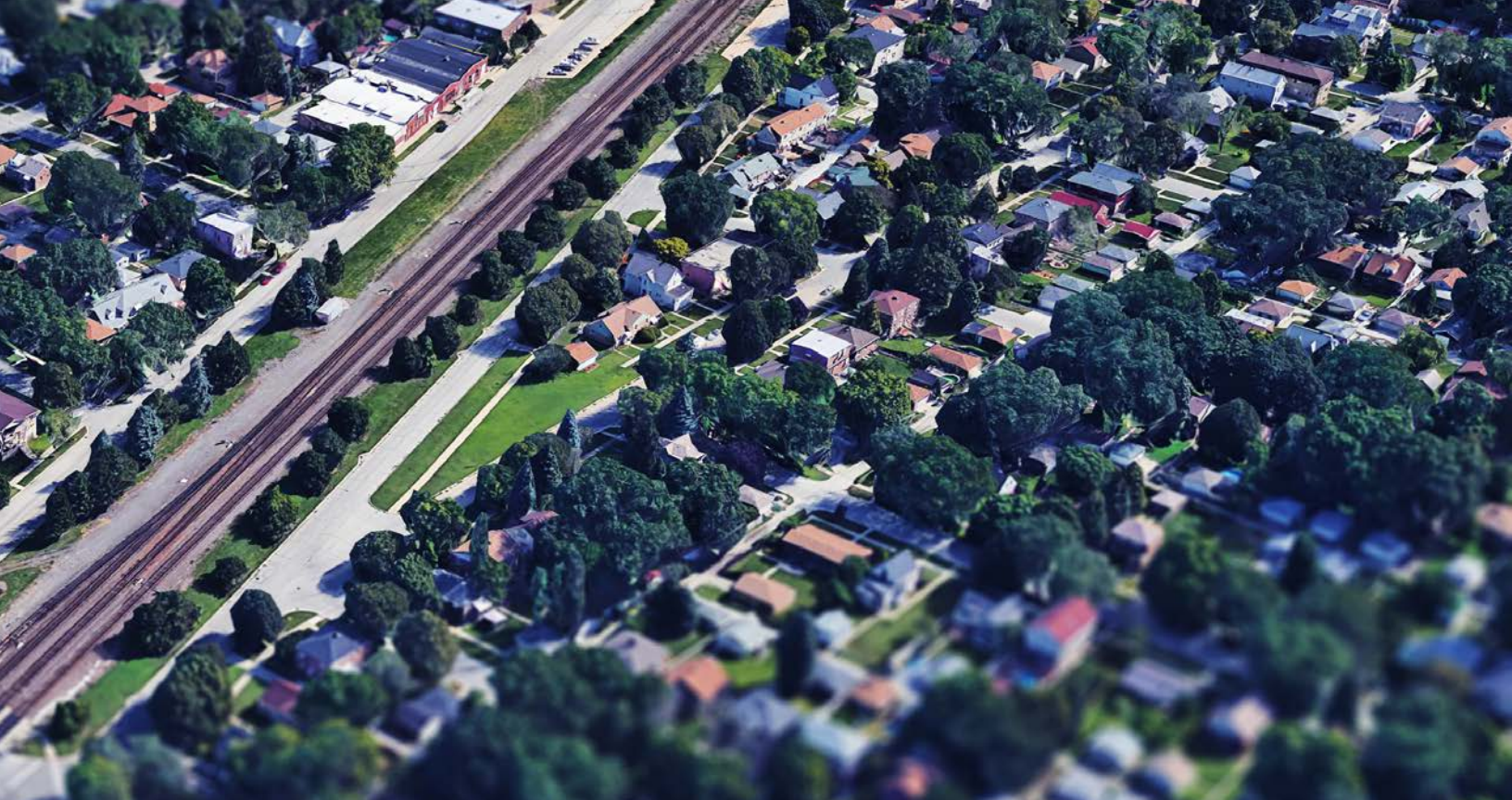
The Brookfield community is accessible to all generations, offers affordable and quality housing, supports small business, values economic vitality, and is welcoming and inclusive. Our community celebrates its rich history that contributes to pride of place. We are connected to the region through road, train, and trail; value our natural resources; and prioritize a more sustainable quality of life.

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## VILLAGE IMAGE, DESIGN, AND IDENTITY

Throughout the course of the community engagement program for the Comprehensive Plan, members of the Brookfield community communicated their perceptions of the Village's identity and image. The following represents the recurrent themes heard during the public workshop, focus groups, Steering Committee meetings, and conversations with residents.

- **Family oriented:** spaces for kids and family, multi-generational community, attracts young homebuyers
- **Affordable:** close to Chicago, connected to other communities, housing types for all
- **Maintenance of community:** provision of municipal services, pride of place
- **Transit access:** connected to the region, multiple train stations, multi-modal access
- **Stable community:** high quality schools, safe and friendly neighbors, sustainable and environmentally conscious



## Identified Issues and Needs

The community has identified several issues and needs that address improvement of the Village and creation of strategies to maintain its assets. The issues and needs reflect the community's commitment to continue to strengthen its identity and create a cohesive physical environment.

- Capitalize on transportation options and local attendance drivers by encouraging new destinations, entertainment, and short-term lodging for visitors.
- Build on existing bike paths and natural resource amenities in coordination with the Conservation Commission and other groups to raise awareness and preserve greenway access.
- Maintain the Village's inclusivity by celebrating its character as a future-focused small town and leader for community-based partnerships.
- Continue to preserve the strong housing stock and encouragement of a dynamic and entrepreneurial resident base.
- Embrace and integrate public arts as part of the Village's identity. Refer to the Village's **2011 Community Art Project** report, written by the Brookfield Beautification Committee, for additional recommendations about the importance of public arts, how it contributes to a community voice, criteria for a "successful" public art installation, and recommended public art projects in the Village's commercial and residential areas. This document can be used as a framework for future conversations regarding public art.
- Engage with residents on public arts' design, scale, and installation is critical to instill a unique community identity.



## GATEWAYS, SIGNAGE, AND WAYFINDING

The points where residents and visitors enter the Village are considered gateway areas. The appearance and character of these areas are important in shaping the overall perception of the Village. Gateways can be placed near specific destinations, such as Downtown Brookfield or 8 Corners to identify arrival at the heart of the Village. They can also be placed along corridors such as 31st Street and Ogden Avenue to mark arrival in Brookfield.

The Village's current gateway signage can be improved to reflect its unique identity and brand within the region. The design of gateway elements varies with consideration for mode choice, available space and vehicular speed, while enhancing community identity. They will be pedestrian scaled, but auto-oriented. Gateway signage at the borders of the Village's municipal boundaries and along major roadways should be prioritized for implementation. The Village can construct secondary gateways around important destinations to further distinguish these areas from others in the Village. Gateways should have a consistent design that communicates a positive experience in the Village.

A coordinated palate of wayfinding and interpretive signage can also be created. The goals of the signage and wayfinding strategy can communicate pertinent information on parking locations, local institutions, and the Metra stations to pedestrians, bicyclist and autos. For example, the signage can help navigate visitors and residents to Downtown, 8 Corners, Brookfield Zoo, and other attractions in the Village. Additionally, connectivity to regional trail systems, Salt Creek, and Village parks would be included in directional signs. For cyclists, signage directing them to trail heads and bike routes throughout the Village would increase bicycle safety and reduce the amount of bike traffic in areas where traffic conflicts are possible. Parking signage directing residents and visitors to available lots would help alleviate congestion on streets and would enhance the shopper experience by moving people more quickly from their cars to their destinations. Wayfinding signage would communicate parking entry locations to reduce driver confusion with moving from the street into a lot. Locations of signage should be spaced appropriately along major arterials and secondary streets to ensure travelers are able pinpoint their location and destinations.



Example photos of gateway and wayfinding signage design.

## Profile: Gateway & Wayfinding

A gateway and wayfinding system should take into account pedestrian, bicycle, and vehicular traffic from the perspective of both visitors and residents. The scale of these elements should relate to the scale and speed of traffic and to the character of the surrounding area or community. The design and location of gateway and wayfinding elements should reflect the unique aspects of Brookfield and concisely inform and guide motorists and pedestrians to attractions within the community.

### Gateways

Gateway features can delineate and announce one's arrival into a region, town, neighborhood, or unique public place. They may be the first determinant of a community's image - the first impression. Gateway features may vary in scale or function, and can take the form of signage, public art, a signature building, or decorative streetscape enhancements such as lighting and landscaping along the roadside, at intersections, in medians, or in roundabouts. Gateway features may be a singular element, an element repeated at every gateway, or elements that reflect the character of each individual gateway. The Village has installed a gateway on the western Village limits on Ogden Avenue. Other potential locations for gateways could be the western and eastern Village limits on 31st Street and the eastern Village limits on Ogden Avenue where they currently lack gateway markers.

### Wayfinding & Signage

Many communities recognize the importance of creating a "user-friendly" environment that directs both residents and visitors to prominent places once they are within the community. A well designed wayfinding system has the potential for economic benefit by providing directional assistance to commercial shopping areas, historic areas of interest, or major employment destinations. A comprehensive wayfinding system should:

- Increase the sense of place by expanding the community's brand and expressing the local character.
- Increase commercial awareness by providing opportunities to represent each significant business node.
- Encourage exploration of a community by including special destinations that can pique a visitor's or resident's interest.

# GOALS AND OBJECTIVES

## Goal 1

Create building and streetscape design standards and guidelines that can provide a framework for enhancing buildings, public realm, and roadways to improve Brookfield's sense of place and position in the region.

### Objectives

1. Encourage compatible and high-quality design and construction for all developments, with an emphasis on sustainable site design, quality architecture, and building materials.
2. Create an inventory of historically significant buildings, notable landscapes and key destinations in the community to raise awareness of important destinations within the Village.
3. Create building and streetscape design standards to encourage a unified appearance in commercial corridors such as Ogden Avenue and in commercial nodes such as 8 Corners.
4. Continue to support and enforce the Village's pilot Signage Modernization program and explore the possibility of making the pilot program permanent and available to eligible businesses throughout the Village.

### Supporting Partners

- Chamber of Commerce
- Realtors
- Area homebuilders
- Beautify Brookfield
- Local businesses

## Goal 2

Establish an investment program that results in the development of physical attributes, structures, and features which distinguish Brookfield from surrounding communities.

### Objectives

1. Preserve and promote the Village's historic character and diverse architecture with the Historical Society.
2. Prioritize maintenance and appearance of buildings, uniform signage, site landscaping, and branded streetscape amenities such as trash receptacles and lightpoles.
3. Maintain consistent and high quality improvement of all local streets, parkways, sidewalks, and alleys.
4. Develop and implement landscaping and tree planting programs that beautify the residential and commercial areas.

### Supporting Partners

- Village of Brookfield
- Industrial businesses
- Beautify Brookfield
- Local businesses

## Goal 3

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Create a Village-wide community branding program that embodies distinguishing characteristics of the Village and can be integrated into the Village's identity.

### Objectives

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1. Improve communication to residents in an effort to increase awareness of, and participation in, programs, services and events within the Village.
2. Expand and integrate the Village's multi-platform campaign for establishing the Village's regional position/brand (social media, traditional media, printed brochures, street banners, etc.) Improve and maintain relationships with the press and other media.
3. Establish gateway and entry features at key locations to announce arrival into Brookfield and distinguish the Village from neighboring communities.
4. Promote the advantages and benefits of living, working, or doing business in the Village.
5. Update and seek formal review and adoption of the Village's Community Art Project document.
6. Work with residents to create a panel that would brainstorm, discuss, and evaluate possible design, location, scale, and installation of public art installations in the Village.
7. Proactively discuss with residents the benefits and costs associated with smaller and temporary public art installations versus larger and permanent ones.

### Supporting Partners

- Village of Brookfield
- Industrial and commercial businesses
- Brookfield Zoo
- Western Cook County Tourism Bureau
- Brookfield Chamber of Commerce
- Area realtors
- Brookfield Beautification Commission
- Beautify Brookfield
- Local businesses





# LAND USE



The Village’s development has been guided by policy documents, such as the Comprehensive Plan and Zoning Ordinance, while enforcement and interpretation has been by the Planning and Zoning Commission and the Village Board. As growth and redevelopment continue, new and revised goals and objectives have been established to achieve the Village’s vision to protect the existing land use patterns, define the image of Brookfield, increase the quality of development, and preserve the Village’s historic and cultural character.

## LAND USE PLAN

The Land Use Plan is to intended assist Village staff, residents, business owners, appointed and elected officials in making decisions related to land use and development. This chapter is intended to be a general guide to land use planning and development within Brookfield and not a rigid development plan.

## KEY CONSIDERATIONS

### Future Land Use

The future land use designation assists the Village in understanding opportunities for future redevelopment. The Land Use Plan assigns a desired future use for each parcel within the Village of Brookfield. Desired development is illustrated where the future land use differs from the existing. Development and redevelopment is intended to be incremental and implementation of land use recommendations may not occur during the life of the Comprehensive Plan.



## Flexibility

The Land Use Plan is a general guide for the growth and development of Brookfield that informs decision-making. It is not a fixed set of requirements. As such, the Land Use Plan remains flexible enough to allow creative approaches to land use development that are consistent with the vision for the Village and included in the Comprehensive Plan.

## Environmental Protection

The structure and function of a community's natural resources, and the species they support, can often be recreational opportunities and economic drivers. When healthy, they provide ecological services that help maintain water quality, abate flood water, support pollinators, improve air quality, and control outbreaks of pests.

Understanding the location, quality, and function of these resources is important to protecting them from direct and indirect impacts, which are often very difficult or costly to correct after they have occurred. Supportive planning, coupled with appropriate land development standards and regulations, can significantly reduce the impact of development and other activities on natural resources. These approaches can help guide future land development patterns and inform preservation strategies and priorities for the most vulnerable and valuable resources. All of the Village's natural resources can be incorporated into development concepts based on recommendations in **Chapter 8 Parks, Open Space & Environmental Features.**

## Cooperation & Coordination

Land use planning and development occurring adjacent to and outside of Brookfield should be coordinated with the jurisdictions of neighboring communities as appropriate. To ensure a smooth transition of different land uses and to preserve the character of existing neighborhoods, it is essential for the Village to coordinate its land use planning and development with that of adjacent communities. The Village should identify key planning efforts that can work with other communities to achieve larger regional goals, including those of regional and subregional bodies (e.g. WCMC, CMAP, Mayors Caucus, FPDCC).



## LAND USE DESIGNATION

### Single-Family Detached (SFD)

This land use designation consists of single-family detached homes. This is the predominant land use within Brookfield. The character of single-family detached neighborhoods includes a variety of architectural styles on a traditional street grid. The Hollywood neighborhood varies slightly from this pattern in its block structure. Within the single-family detached areas of the Village, institutional or commercial areas may be integrated into the neighborhood. The Housing and Neighborhoods chapter provides a more detailed analysis on the distinct types of single-family detached homes.

### Single-Family Attached (SFA)

Single-family attached residential typology typically consists of townhomes, rowhomes, or duplexes. The units are horizontally connected, but they have separate entries from the public street or sidewalk. Although this land use is scattered throughout the Village, Single-Family Attached should generally be located close to the Village's commercial areas, such as 8 Corners, Downtown, and 31st and 47th Street.



## Multi-Family Residential (MFR)

Multi-family residential areas include apartment buildings where units are accessed through a shared entrance or hallway. This land use varies from a single-family detached home being split into several rental units to a complex of multiple two- to three-story multi-family buildings. Like Single-Family Attached, Multi-Family Residential is scattered throughout the community but should generally be located near the Village's commercial areas and corridors.



## Residential Flex

Residential Flex involves transitioning single-family detached uses to denser land uses, such as Mixed-Use, and generally concentrated along the Metra rail line. This land use occurs at areas zoned SA-6 (Residential Multi-Unit District) according to the Village's Zoning Modernization. Under the SA-6 zoning district, residential flex allows both SFD and SFA development with a maximum height of three stories. Additionally, it is recommended that SA-6 zoning district and residential flex be expanded to blocks fronting Grand Boulevard between Downtown and 8 Corners. This would enable a stronger connection between the two areas through physical development.



## Mixed-Use

Commercial areas in the Village are concentrated at the two nodes of 8 Corners and Downtown Brookfield. In addition, Ogden, 31st Street and 47th Street are major commercial/industrial corridors in the Village that have unique identities. It is intended for these areas to become pedestrian-oriented and mixed-use environments. They include both privately owned buildings and public buildings, such as the U.S. Post Office in Downtown Brookfield and Public Library along Grand Boulevard near 8 Corners. Desired ground-floor land uses include: retail, restaurants, personal services, and offices. Upper-floor uses can consist of apartments and offices. It is recognized that not all buildings would be mixed-use, but they should contribute to a vibrant, mixed-use environment. Buildings should be built to the front property line, utilize on-street parking, and ideally, provide off-street parking at the rear of the building.



## Corridor Commercial

Corridor Commercial includes general retail, commercial services, such as restaurants, retail, dining, and offices tailored primarily to the local consumer. These areas can be concentrated along commercial corridors, such as Ogden Avenue and 31st Street. They may also include individual tenants on small lots, shopping centers or strip malls that contain multiple tenants. Ogden Avenue is able to accommodate a variety of future uses that focus on innovation, technology, and maker's spaces. Creative light industrial spaces such as microbreweries, could be accommodated along this important corridor as well. The Ogden commercial district may consider a branding strategy that is inclusive of modern uses and celebrates its transition.



## Light Industrial

Light Industrial includes manufacturing, warehouse, and other less-intensive industrial land uses. These businesses typically operate indoors, do not generate much noise, and do not have a negative impact on the surrounding neighborhoods. Light industrial uses should consist of smaller service- and consumer-oriented establishments rather than large manufacturers. Although light industrial uses can positively contribute to the Village's economic health, they may adversely impact the quality of life of residents living adjacent to the light industrial areas. With no new Light Industrial land use designations, the Village should work to improve the existing light industrial areas and prioritize retaining businesses located in those areas. Greater screening is needed at light industrial areas adjacent to residential neighborhoods to minimize land use conflicts. These areas may transition to less labor intensive uses similar to those described in the Corridor Commercial character district.



## Institutional

The institutional land use includes public and semi-public facilities. These facilities are community institutions and facilities that define and contribute to Brookfield's quality of life. Public facilities could include: public schools, healthcare facilities, and government institutions. Semi-private facilities that serve specific service populations include religious institutions, non-profits and social service agencies. Semi-private facilities can be integrated into other land use designations as they are generally small in scale and serve their surrounding neighborhoods.

It is important to note that the location of future Institutional land uses are not restricted to the parcels identified as such on the Land Use Plan. New facilities, depending on their function, are encouraged to be located in the areas of the Village to best serve its population. If a public/semi-private facility closes or relocates, that subject parcel's land use designation would not change. Re-use or redevelopment should contribute to enhancing the existing fabric of the area.



## Forest Preserve District of Cook County

The Forest Preserve District of Cook County is the largest forest preserve district in the United States and is the biggest open space land owner in Brookfield. Offering numerous educational opportunities, access to nature and trails, and multiple recreational venues, thousands of visitors passing through Brookfield on a regular basis could be the impetus to additional trail connections to downtown Brookfield.

## Parks / Open Space

This land use designation consists of the Village owned parks and open space, which accommodate both active and passive recreation. These spaces include pedestrian trails, athletic fields, and playgrounds as well as natural areas and features such as woodlands, prairies, and floodplains, most of which are located along Salt Creek. Where possible, connections to parks and open space should be strengthened through the development of trails that provide safe passage into surrounding neighborhoods and business corridors.

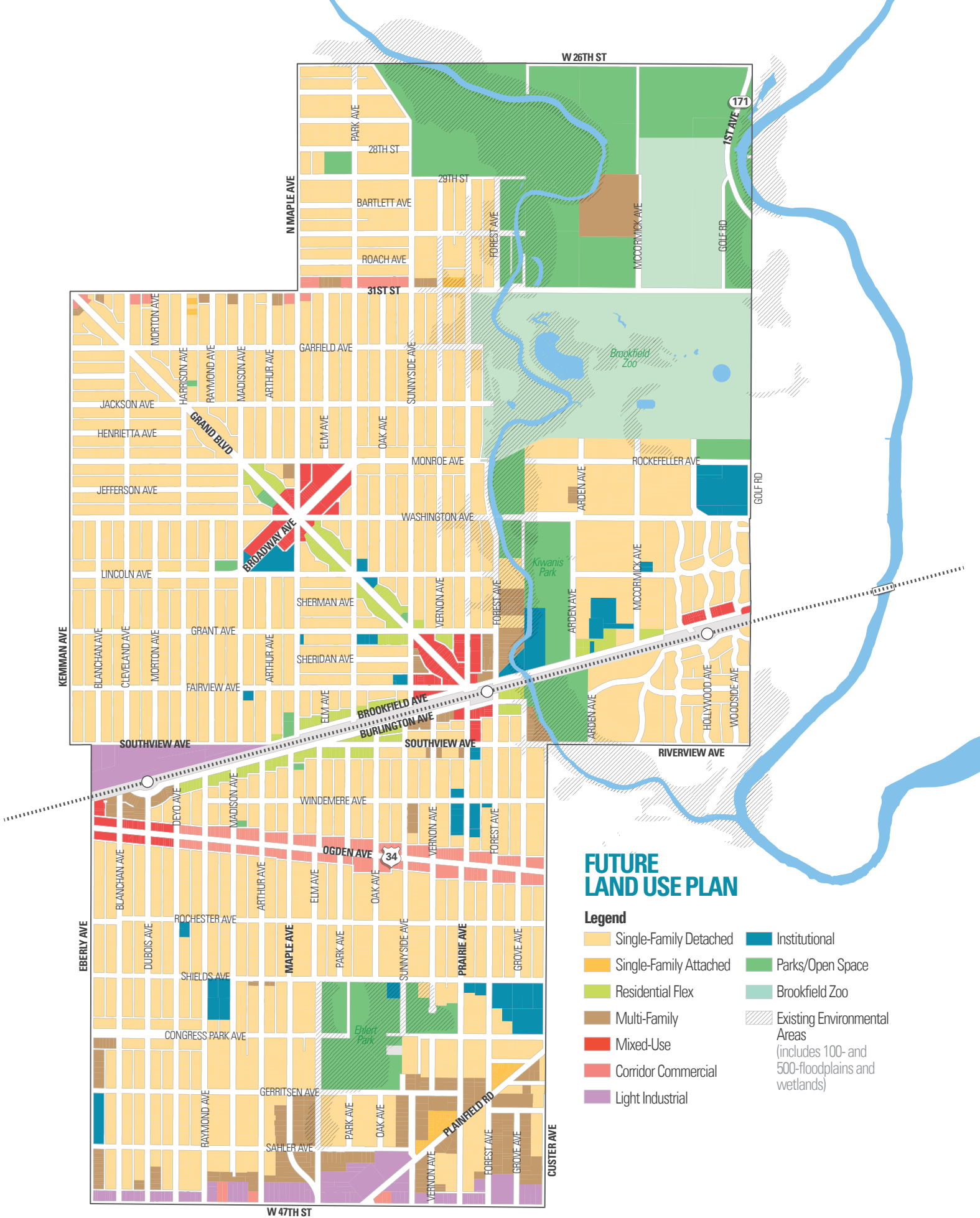
## Brookfield Zoo

This represents properties maintained and owned by the Chicago Zoological Society. As one of the most popular tourist attractions in the state, it is a regional destination that poses traffic and land use implications to surrounding neighborhoods.

## REGULATORY UPDATE RECOMMENDATIONS

The Comprehensive Plan is a statement of policy; it is not a regulatory document. The zoning ordinance is Brookfield's means for enforcing the recommendations and policies identified in the Comprehensive Plan and regulating the Land Use Plan. In addition to restricting uses, zoning ordinances also regulate the bulk of development (typically through height requirements, floor-area ratios, etc.) and siting of buildings, typically using building lot setbacks. The zoning ordinance gives municipalities the authority to regulate the subdivision and development of land.

In early 2017, the Village adopted the Zoning Modernization policy document. It established six types of zoning districts called "Station Areas" surrounding the three Metra stations (Congress Park, Brookfield, and Hollywood). The document guides and regulates permissible buildings types and their design. Additionally, the new requirements under the Zoning Modernization contribute to a uniform sense of place for the districts. The Village should continue to monitor new development activity and enforce the regulations from its Zoning Ordinance to ensure future development conforms to the Village's vision. In the future, the Village can consider implementing a parcel assembly program. This program would assist developers to consolidate multiple narrow lots within the same block to create a more comprehensive redevelopment. The Ogden Avenue corridor would particularly benefit from this program.



## FUTURE LAND USE PLAN

- Legend**
- Single-Family Detached
  - Single-Family Attached
  - Residential Flex
  - Multi-Family
  - Mixed-Use
  - Corridor Commercial
  - Light Industrial
  - Institutional
  - Parks/Open Space
  - Brookfield Zoo
  - Existing Environmental Areas (includes 100- and 500-floodplains and wetlands)

# GOALS AND OBJECTIVES

## Goal 1

Improve the appearance and competitiveness of retail and commercial shopping areas in existing commercial nodes in the Village.

### Objectives

1. Encourage high-quality site development and amenities in commercial areas by enforcing existing zoning and developing form-based code for the whole Village to support the desired character.
2. Create a connected system of pedestrian and bicycle access and circulation that integrates with the existing urban fabric and ensures safe and convenient travel between commercial corridors.
3. Identify, inventory and assemble underutilized parcels for redevelopment within the commercial corridors and nodes.

### Strategies

1. Identify potential locations where additional private off-street parking and loading improvements may be appropriate and desirable along the commercial corridors.
2. Uniformly regulate signage while providing for the identification of Village businesses.
3. Ensure that all new, improved and existing commercial development is effectively screened and buffered from adjacent residential uses, particularly single-family detached.
4. Engage in a marketing campaign to attract businesses and establishments to locate in Brookfield.
5. Evaluate, and adjust if needed, the effectiveness of the financial incentives the Village offers to businesses every four to six years.

### Supporting Partners

- Chambers of Commerce
- Realtors
- Bureaus of Tourism
- Developers

## Goal 2

Maintain and improve the existing light industrial areas in the Village, along 47th Street and between Southview Avenue and the railroad tracks, as quality locations for small-scale light industrial and commercial service uses while integrating convenience commercial in these areas.

### Objectives

1. Improve the appearance of the existing light industrial areas to be more reflective of the Village's overall character and appearance.
2. Encourage the rehabilitation and reuse of functionally obsolete buildings to accommodate more appropriate and market viable uses including consideration for land uses compatibility or future land use designations.
3. Utilize existing zoning ordinances to ensure that new or expanded industrial development is concentrated in areas of similar or compatible use.
4. Develop parking strategies that encourage off-street parking in the rear of businesses.
5. Encourage new commercial developments that can serve residential residences within the industrial areas to improve the Village's housing diversity.

### Strategies

1. Establish specific development standards to ensure that new light industrial and commercial service development complements the overall character of the Village.
2. Implement a streetscape improvement program along 47th Street to upgrade the appearance, character, and function of the corridor.
3. Minimize the impact of industrial activities on neighboring residential areas through the effective use of screening and buffering with landscaping, fencing, or a combination of the two to transition these areas gracefully.
4. Evaluate traffic patterns and controls, including lighting and signage, to ensure safe and efficient multi-modal access and roadway systems along 31<sup>st</sup>, 47<sup>th</sup> and Ogden.
5. Encourage the rehabilitation of obsolete and/or vacant industrial buildings to accommodate more appropriate and market-viable land uses. Live-work units, "maker space," or contemporary residential apartment lofts are possible uses to better diversify the Village's housing stock.

### Supporting Partners

- Village of Brookfield
- Industrial businesses
- Developers

## Goal 3

Prioritize the 8 Corners area and the Downtown Brookfield Metra Station area as the Village's primary mixed-use pedestrian-oriented environments.

### Objectives

1. Promote a healthy and mutually reinforcing mix of commercial, retail, restaurant, entertainment and multi-family uses within the 8 Corners area and Downtown.
2. Identify and prioritize economic strategies in conjunction with commercial property owners and managers to ensure economic vitality and stability in the pedestrian-oriented commercial shopping areas of the Village.
3. Prioritize appropriate redevelopment that enhances the pedestrian scale and "small town" charm of the commercial areas.
4. Utilize community programming that highlights area businesses and that encourages more people to engage with the two commercial districts.
5. Consider developing and explore distinct identities for each commercial area and promoting each destination and its offerings separately to encourage more discovery in the Village by residents and tourists.
6. Establish stronger connection between 8 Corners and Downtown.

### Strategies

1. Establish a consistent approach to providing attractive and functionally well placed pedestrian amenities throughout the Village's commercial areas.
2. Establish and implement consistent code enforcement standards for business areas including signage enforcement.
3. Attract innovative businesses that respond to the changing demographics of the Village including aging in place and young families with children.
4. Create more pedestrian amenities such as benches, bike racks, and open space within the Downtown and 8 Corners.
5. Continue to host networking events with developers and realtors to cultivate relationships with the real estate industry.
6. Assess the potential for a downtown business improvement district to enhance municipal and business-oriented programming.
7. Expand SA-4 zoning district along Grand Boulevard to permit the development of rowhomes and townhomes to better connect 8 Corners and Downtown.

### Supporting Partners

- Middle School
- Brookfield Library
- Chamber of Commerce
- Developers

## Goal 4

Provide opportunities for (re)development in Brookfield’s residential neighborhoods and commercial nodes.

### Objectives

1. Identify land for (re)development at key locations to concentrate new (re)development along the commercial areas.
2. Implement streetscape improvement projects along the commercial areas’ major roadways to accommodate different modes of transportation.
3. Reduce vacant buildings and lots within Brookfield’s commercial areas through active marketing.
4. Examine the possibility of creative uses on vacant lots. They may include, but are not limited to stormwater management pilot projects or community gardens.
5. Continue to actively enforce the Village Building Code as a means to mitigate the negative impacts of vacant buildings and lots.

### Strategies

1. Utilize the Future Land Use Plan to prioritize redevelopment areas in conjunction with development projects.
2. Implement the streetscape project along Grand Boulevard in Downtown, along Grand Boulevard and Broadway Avenue in 8 Corners, and 31st Street.
3. Coordinate and work with local neighborhood groups, neighborhood anchors, businesses, and organizations to install temporary public art projects on the facades of vacant buildings.
4. Enact and enforce a vacant property registration ordinance to encourage property owners to return their vacant properties into productive uses. Consider expanding the scope of the ordinance to address how and when “board-ups” occur.
5. Expand signage ordinance to address obsolete signs of closed businesses.

### Supporting Partners

- Village of Brookfield
- Developers





05

# HOUSING & NEIGHBORHOODS



Residential land uses occupy most of the land within the Village of Brookfield. The Village's housing stock is primarily comprised of single-family detached homes (64.3%) followed by a much lower number of single-family attached (6.8%) and apartments with 2 or more units (28.9%). Future residential development should expand local housing options to include: additional single-family detached housing, market-rate multi-family apartments and condominiums, and live-work studio space to respond to Brookfield's existing residents and to attract additional residents.

## CHARACTER AREAS

There is great diversity in the neighborhood character and density in the residential areas in the Village. The Future Land Use Plan classifies the Village's residential neighborhoods into four framework areas:

- Traditional Neighborhood
- Transitional Residential
- Multi-Family Residential
- Station Area Mixed-Use

These areas are intended to suggest a general framework character rather than implying that every property must be identical. They are geographically shown in the Housing & Neighborhoods Plan on page 73. Refer to **Chapter 4 Land Use** for definitions pertaining to specific future land uses. The following is an overview of the residential framework areas, followed by applicable policy recommendations.



## Traditional Neighborhood

Traditional neighborhoods consist of older, but not necessarily historic, homes on a traditional grid. The homes are typically located on narrow, deep lots. Garages are mostly detached from the primary residences and are identified as accessory structures in the zoning and building codes. In addition, there is a growing senior population in Brookfield who desires to remain in the Village and oftentimes, close to family. These two significant trends may encourage homeowners to add additional space to their homes by expanding vertically or horizontally the footprint of their accessory buildings, which includes the garage. The increased space can enable homeowners to accommodate in-law units (see page 78). Flexibility and fluidity of living space could increase diversification in Brookfield's housing stock. This also may enable Brookfield's elderly population to better age in place.

Additionally, sidewalks are present throughout the neighborhoods and are generally well-maintained. Most blocks within the Traditional Neighborhood have rear alley access, but the alleys are typically unpaved. The Village should continue to investigate opportunities for the creation of "green" alleys or partially paved alleys that are able to manage stormwater as well as improve rear yard aesthetics.

## Residential Transition

The Residential Transition framework acts as a transition residential area between the Traditional Neighborhood, METRA rail lines, and the Mixed-Use Nodes. This area is also located within the Station Area 6 zoning district. The dominate building type is single-family detached, rowhomes, and townhomes. Recent trends in employment indicated increased mobility of employees and desire to have flexibility in where they work. As a response, employers are increasingly able to accommodate flexibility of workplace location which has led to more employees working from home. This had led to the creation of live/work units, which this area could accommodate (refer to page 77 for a definition of live/work units). Currently, parking in this area is primarily on-street. Where appropriate, off-street parking should be considered for location at the rear of the buildings. Sidewalks are present throughout the area.

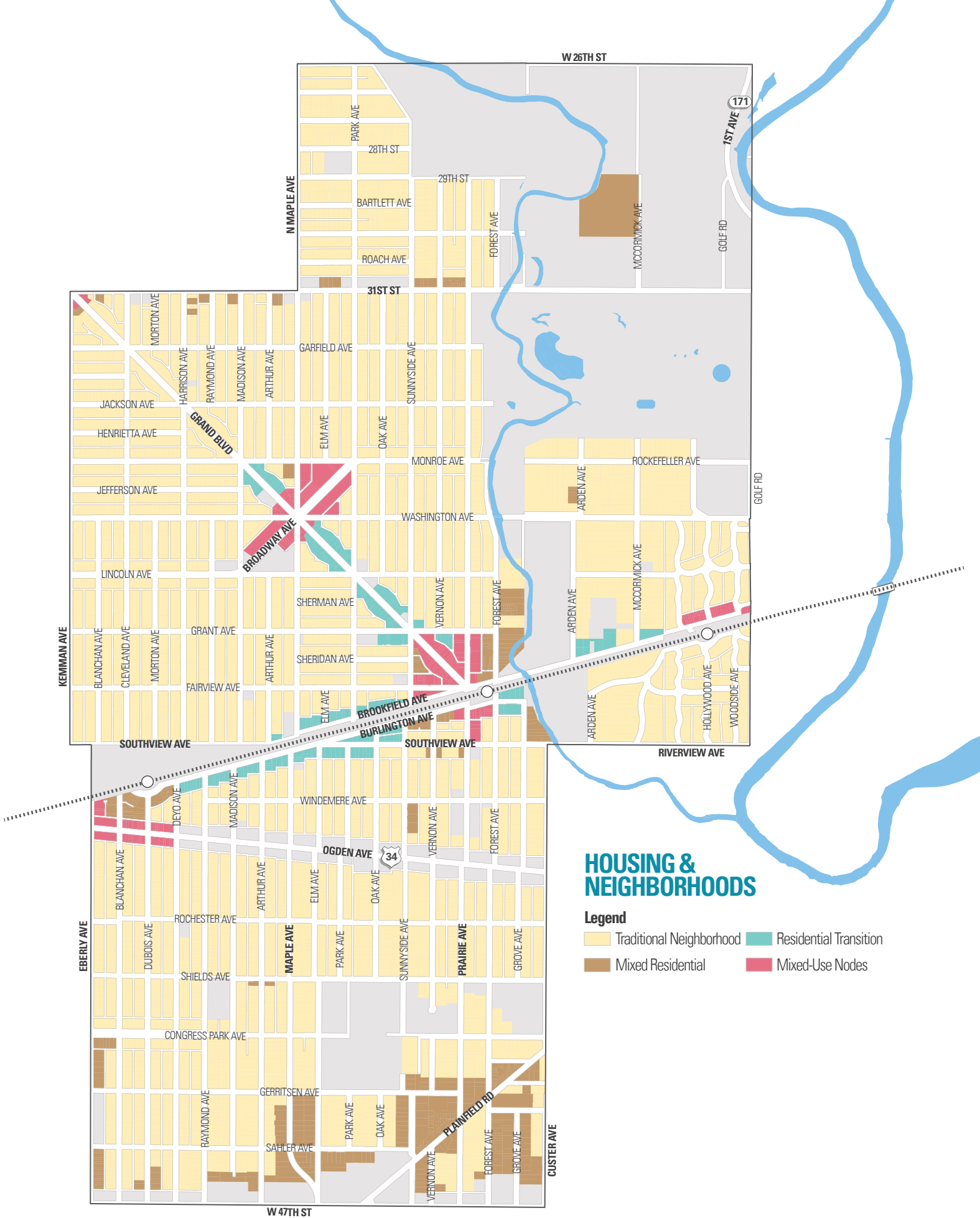
## Mixed Residential

This area includes multi-family apartment buildings and single-family attached homes. Both standalone and multi-building apartment complexes are present in this area. The building scale is generally larger than adjacent residential neighborhoods. Multi-family buildings near Downtown Brookfield are likely to be denser than those in neighborhoods to the south. Downtown Brookfield is included in the Station Area zoning district under the Village's Zoning Modernization, which permits denser developments than non-Station Area zoning districts. Additionally, this area could accommodate quality market-rate rental housing (see page 76) and live/work units (see page 77). Most available parking is currently on-street, adjacent to area buildings. Consideration for off-street parking at the rear of the buildings would improve the aesthetics of the area. Well-maintained sidewalks are present throughout the area.

## Mixed-Use Nodes

Mixed-Use Nodes include Downtown Brookfield, 8 Corners, the area near Congress Park Station, and the existing commercial blocks by the Hollywood Station. Although they may vary in size and level of activity, these nodes are intended to be pedestrian-oriented and encourage mixed-use development. Some multi-family and single-family attached housing are included as part of the Mixed-Use Nodes because of their proximity and consistency with the character and intent of the Mixed-Use Nodes.

In this character area, existing residential uses are either located on the upper floors of mixed-use buildings, in multi-family apartments or in single-family attached housing. This area could accommodate quality market-rate rental housing (see page 76) and live-work units (see page 77). Mixed-use buildings can have a reduced front setback with healthy amount of ground-floor transparency to make the public realm more inviting to pedestrians and shoppers. Multi-family buildings and single-family attached housing can have similar requirements with the exception of transparency at the ground level. Both are intended to strengthen the relationship between building and the people on public street. Buildings in Mixed-Use Nodes conform to the requirements of Zoning Modernization and may include increased building heights or additional parking requirements.



## HOUSING & NEIGHBORHOODS

### Legend

- Traditional Neighborhood
- Residential Transition
- Mixed Residential
- Mixed-Use Nodes

## NEIGHBORHOOD DESIGN & PUBLIC REALM IMPROVEMENTS

Neighborhood design not only significantly impacts property values but also influences resident and visitor perception and community pride. It is vital for the Village to encourage quality construction that balances cost with sound design.

### Design Guidelines

Design guidelines are legally non-binding recommendations that address the quality of design and the construction of new residential developments. The Village, architects, developers, neighborhood groups, and residents can utilize this document in a cooperative fashion, to promote high-quality construction. Further the Planning and Zoning Commission (PZC) can utilize design guidelines as a ready reference when considering future PZC cases. Design guidelines encourage specific types of development and provides guidance on preferred standards. Design guidelines have several benefits:

- Conformity with the design guidelines can streamline the approvals process by the Village during developer review.
- Utilizing this process also reduces the costs to the developer or builder in the form of a condensed schedule.
- They can be cost-neutral and promote quality design.
- Guidelines can safeguard the development's longevity and resale value of structures in the future.

To help communicate the design guidelines to residents, developers and staff, the Village may choose to create a flyer or policy guide showcasing preferred designs and construction elements. These elements could include massing, materials, building and garage orientation, and bulk standards. The Village could use the preferred building architecture and massing from its Zoning Modernization Plan, in addition to the visual preference survey results from the outreach process of the Comprehensive Plan to gain preliminary understanding of residents' preference for design.

### Landscaping

Landscaping helps soften the appearance of residential blocks and contributes to a more welcoming experience. Landscaping also provides environmental benefits. The Village currently has landscaping requirements for its Station Area zoning districts but not for residential zoning districts outside of the Station Areas. Some developers and homeowners have chosen to install landscaping. The Village may consider requiring a minimum level of appropriate landscaping in the front and back yards of all new residential construction. Where there is sufficient right-of-way, the Village should continue to plant street trees on the parkway. Street tree selection should factor in sustainability as climate change continues.

### Unpaved Alleys

Alleys are useful in providing rear garage parking access, in addition to accommodating utility lines and facilities that would otherwise be unsightly if they were to be located in front of the subject residence. Throughout the Village, a substantial number of alleys are unpaved. This may pose issues with safety and ease of use, during storm events. Should the Village choose to pave the alleys, consideration for the incorporation of stormwater management features such as utilizing permeable pavers, can improve its function and appeal.

## Screening & Buffering

Screening involves shielding land uses with unattractive views away from the public view. This is typically achieved through landscaping and fencing or both. Buffering is the practice of establishing a setback, berm, or other planning device between conflicting land uses. An example would be screening an industrial area from an existing adjacent residential neighborhood. The industrial developments are encouraged to plant trees and shrubs in its side yard to minimize visual impact. The Village's Zoning Ordinance has minimal regulations pertaining to screening and buffering. In residential neighborhoods located on the southside of the Village, additional screening would benefit the residents and create a separation from adjacent industrial land uses. It is important for the Village to work with property owners to implement appropriate screening and buffering where necessary, to improve resident's quality of life.

## HOUSING DIVERSITY

Possessing a healthy diversity of housing products is critical for Brookfield to remain competitive in attracting and retaining residents, including a younger professional workforce. Housing variety ensures that units are available at various income levels and is responsive to resident's different stages in life. Residents with changing housing needs should be able to stay in the community if they desire to do so. Brookfield can incentivize development and encourage the creation of a diversity of housing stock to retain its current population as well as attract new residents.

Based on the existing conditions analysis and public input from the outreach process, housing types currently in demand in the Village of Brookfield are:

- Mid-Density Housing
- Live-Work Units
- Active Senior Units

The following profiles describe these housing types and provide recommendations for implementation.



Example photos of mid-density housing.

## Profile: Mid-Density Housing

Housing can generally be divided into single-family, two-family (duplex), and multi-family (three or more attached units). Multi-family housing may be part of a stand-alone complex or incorporated into mixed-use development above commercial businesses. Each of these housing types can be owner-occupied or rented. Rental housing may be market-rate or subsidized.

### Rental Housing

Within Brookfield there is a growing demand for quality market-rate rentals such as apartments, townhouses, and duplexes. Such developments could be beneficial in increasing density and level of activity within targeted areas, such as 8 Corners and Downtown. It is critical for the Village to have proper channels of communications with rental landlords to ensure landlords do not neglect their rental properties.

The Chamber, Board of Realtors, or similar organizations could develop an online clearinghouse of available rentals for those seeking to relocate to the Village. Developers across the country are building high-quality, innovative rental housing with amenities that are visually appealing and context-sensitive. The use of durable building materials, well-landscaped grounds, garages or screened parking, courtyards, and walking trails are just a few of the ways to create community-compatible developments, whether located in suburban neighborhoods or downtown.

The community has expressed a desire to have productive and innovative land uses in its residential areas. These land uses should serve the needs of current and future residents. Brookfield's housing stock should include both rental and owner-occupied units reflecting the range of lifestyles and incomes within the community.



Example photos of buildings types that can accommodate live/work units.

## Profile: Live/Work Units

The concept of live-work unit has been modernized to meet the needs of entrepreneurs, small businesses and professionals. A live-work unit is a space that combines workspace with living quarters. Modern live-work units range from minimalist to luxurious, have advantages and disadvantages, and present challenges for some municipal regulators. In Brookfield, live-work units would be appropriate in Grand Boulevard and are currently permitted within rowhouses in SA-4 zoning district, which is located in south side of Downtown.

## Types of Live-Work Units

In Live-Work housing units, the business is typically on ground level and faces the street. The most traditional arrangement places the living quarters above the business, but living space may also be incorporated into the commercial space either above or behind it. A live-work unit might be a three- or four-story townhouse, with commercial space on the first floor and the family residing in a spacious home on the remaining floors or a one-bedroom studio apartment with access to the adjacent workspace. Local municipal codes often control the types and arrangement of live-work units available. Brookfield should review the zoning ordinance for applicability of regulation and make the necessary changes during a separate process to update the Zoning Ordinance.

Consideration should be given to the mix of residents that would potentially utilize a live-work unit. Building code and zoning ordinances should be coordinated regarding shared space and rental agreements outside of the primary leaseholder. In addition, loading, employees and vendors or customers arriving by vehicle should be considered.

A live-work unit eliminates commute times thereby reducing the cost for traveling to work. Because transportation is the second highest living cost after rent or mortgage for most households, reducing the transportation burden allows more flexibility for households to consider or invest in business opportunities. A live-work unit offers similar advantages to a home office, and can potentially have a tax benefit.

In the 19th and early 20th century, zoning restrictions were unknown in many American cities. As the 1900s progressed, however, municipalities began restricting where people could live and conduct their business. Areas zoned for residential use could not be used for commerce, and areas zoned for commercial use could not be residential. Such arrangements helped to ensure that citizens did not have their lives disrupted by the noises or traffic often associated with commercial endeavors.

However, zoning laws also made life easier for municipal officials. Commercial property was normally taxed at a higher rate than residential, and grouping similar properties together made it easier to monitor the tax rolls. Safety regulations vary by whether a property is commercial or residential, and the restrictions made it easier to conduct inspections and ensure compliance. The zoning laws are typically the biggest challenges faced by those building or purchasing live-work units. Brookfield should consult with the necessary administrative offices to understand the taxation implications on such mixed-use properties and which safety codes apply.



Example of an in-law unit that is above a detached garage.  
 Credit: <https://www.theplancollection.com/garage-apartments-house-plans>



In-law units can be designed to conform to existing development's character.  
 Credit: <http://www.verseksmsek.com/>

## Profile: Aging In Place

The US Census estimates that between 2005 and 2020:

- Population aged between 50 and 64 will increase by **21 percent**.
- Population aged 65 or older will increase by **33 percent**.
- Population aged under 50 will increase by only **4 percent**.

This can be attributed to the 72 million baby boomers in conjunction with profound increase in life expectancies. In Brookfield, about 23 percent of the Village's population is between the ages of 50 and 64 years old in 2015. This indicates that there would be significant increase of population aged 65 and above in the coming years. These trends demonstrate that aging in place is becoming a more critical issue for the Village to address as its population ages. It is important for the Village to allow innovative land uses to allow its elderly population to independently live in their homes and community safely and comfortably, regardless of their socio-economic background.

## In-Law Units

Also known as granny flats, in-law units are apartments that is an accessory to a primary residence. They have their own entrance, kitchen, bedroom, and living area. In-law units are typically situated above the garage of the primary residence or as a separate structure in the primary residence's rear lawn. The unit is not rented out. Rather, it is occupied by the primary residence's guest or relative.

In-Law units could provide benefits to the community, homeowners, families, and elderly alike. Having in-law units increases the number of persons per households in existing residential neighborhoods. This reduces the need for municipalities to extend utilities and services. Additionally, municipalities can gain additional tax revenues from in-law units due to improvements to the existing housing stock that increases the properties' **market and assessed value**. Furthermore, this option helps municipalities increase their diversity of housing options at moderate pricing points without requiring local funding. Having in-law units enables the elderly population to independently remain in the community and to have continued access to nearby community amenities.

Currently, municipalities may have regulations pertaining to where certain relatives and guests can live and whether rents may be charged. The Village of Brookfield should evaluate its regulations and permitting process to see how its neighborhoods can accommodate in-law units in a fashion that they would contribute to the neighborhood's sense of place. Some in-law units are already established within basement of garages. They should be coordinated with the Village's fire and building codes.

# GOALS AND OBJECTIVES

## Goal 1

Protect the quality and character of residential neighborhoods to continue to attract homeowners and encourage them to maintain or improve existing properties.

### Objectives

1. Continue to enforce the Village's Property Maintenance and Resale Inspections for 4+ units to ensure residential developments are maintained to the Village's desired standards.
2. Improve residential neighborhood's non-motorized accessibility to nearby Village's assets, such as schools and commercial areas.
3. Strengthen landlord relationships with the Village to ensure property upkeep and code compliance.
4. Consider the creation of additional housing types that conform to Zoning Modernization standards to respond to the changing needs of Brookfield residents.

### Strategies

1. Enact a green alley program to repave the Village's unpaved alleys with permeable pavement to generate additional stormwater management facilities while promoting improved traffic flow along the alleys.
2. Implement a Rental Registration Program to enable the Village to better communicate with rental landlords about their obligations under the Village's ordinance.
3. Advertise and embrace affordable housing stock as an asset and encourage additional development of responsive building types.
4. Promote the improvement and rehabilitation of deteriorating housing properties.
5. Continue to enforce code provisions to reduce blighted, dilapidated homes (utilizing administrative adjudication and pursuing Village litigation)
6. Encourage residents to beautify their homes in coordination with the Beautification Commission (BBC). The Plan's goals should be referred to the Village President and the BBC's chair. This along with BBC's enabling ordinance should be reviewed to determine or update annual work plan, which includes BBC Project Guidelines.

### Supporting Partners

- Village of Brookfield
- Neighborhood associations
- Realtors
- Developers
- Beautification Commission

## Goal 2

Encourage and support the development of diverse housing products at various price points and sizes, including senior and multi-family housing.

### Objectives

1. Facilitate the consolidation of small lots along 31st Street, 47st Street, Ogden Avenue, Plainfield Road, 47st Street, Prairie Avenue, Grand Boulevard, and Broadway Avenue to encourage infill (re)development that can meet the rising demand for a diverse residential development. They may include: townhomes, mixed-use multi-family apartments, and senior housing.
2. Initiate a targeted marketing strategy to raise awareness within the real estate and development industry about the Village's financial incentives and amended regulations because of the Village's Zoning Modernization.
3. Amend the Village's development code to permit single-family detached housing to have in-law units and home office uses on accessory structures.
4. Promote appropriate new townhome and condominium development in select locations within the Village's commercial/mixed-use areas in compliance with Zoning Modernization standards.

### Strategies

1. Express the economic importance of the diversity of the Village's housing stock and work to ensure neighborhood stability in all areas of the Village.
2. Preserve sound existing housing through regular and active code enforcement and preventative maintenance. Encourage older adults to utilize not-for-profit services for home maintenance.
3. Seek to provide a variety of housing types that meet the lifestyles and needs of the community by working with property owners and developers.
4. Encourage new development and infill development which is complementary to the scale and character of surrounding residential uses.
5. Adopt code enforcement to ensure life safety standards are met for in-law units, especially those situated above garages (i.e. garages storing combustible materials and cars).

### Supporting Partners

- Village of Brookfield
- Neighborhood associations
- Realtors
- Developers

## Goal 3

Support neighborhoods for all ages and abilities that are compact, walkable and connected to major commercial nodes and available transportation.

### Objectives

1. Coordinate with Metra and PACE to ensure potential riders are served and understand ridership options.
2. Conduct a sidewalk gap study to ensure safe passage throughout all neighborhoods.
3. Evaluate the quality of homes and connectivity throughout the Village to better understand how each area can leverage its assets while maintaining high quality housing standards. This should be coordinated with the Fair Housing Plan for Brookfield.

### Strategies

1. Ensure senior residents are able to stay in their homes by partnering with financial institutions, volunteers and senior-focused care centers in the community.
2. Engage the developer community to identify opportunities for infill and additional neighborhood serving commercial.
3. Encourage housing values by focusing on high-quality building materials and energy saving strategies.
4. Regularly convene meetings of Complete Streets Committee and fund Complete Streets projects.
5. Expand population in the Downtown and other walkable areas by promoting a greater density.

### Supporting Partners

- Village of Brookfield
- Neighborhood associations
- Realtors
- Developers
- Active Transportation Alliance





# TRANSPORTATION



As opportunities for (re)development are identified, new and revised goals have been identified to encourage strategic investment in the Village's multimodal network in order to encourage economic development, preserve the character of the community, create a sustainable network, and enhance resident's quality of life. The Village will pursue regional strategies to further the goals established in this chapter.

## PRODUCTIVE STREET NETWORK

Roadways are assigned a functional classification according to their design, traffic volume, and role in the overall roadway network. The Village of Brookfield currently classifies roadways as follows:

### Major Arterial

These roadways provide for efficient traffic flow and restricted access to fronting properties. The primary function of these roadways is to carry a high volume of traffic; therefore, access management is prioritized in order to minimize impediments to the movement of traffic. Where appropriate, access is generally limited to right-in/right-out driveways. Ogden Avenue is the only major arterial roadway in Brookfield. If a roadway were to be reclassified as a major arterial, the Village would require further study in partnership with WCMC Planning Liasion to examine the feasibility, desirability, and impact.

### Minor Arterials

A secondary roadway within the network hierarchy, a primary function of the minor arterial is efficient traffic flow; however, site access may be provided at key locations. 31st Street and 47th Street are classified as minor arterials in the Village of Brookfield.

### Collector Streets

Collector streets are the intermediaries between local streets and arterial roadways—they collect traffic from the local streets and convey it to the major and minor arterials. Collector streets in Brookfield include: Grand Boulevard, Washington Avenue, Maple Avenue, Prairie Avenue, Eberly Avenue, Brookfield Avenue, Burlington Avenue, Shields Avenue, and Plainfield Road.

### Local Streets

All other streets within the Village are considered local or residential streets. These streets provide access between a property and a collector street or arterial roadway. Local streets are designed to carry a low volume of traffic, and traffic

Moving forward, through strategically planned capital improvements and (re)development opportunities, the existing roadways should be enhanced to create a network of "productive streets". Productive streets support multimodal transportation and stormwater management. A productive street network is designed for improved connectivity for all modes—pedestrians, bicycles, transit, and vehicles. In order to create a sustainable approach to the transportation network, and to contribute to the Village's economic development and quality of life for its residents, green infrastructure—bioswales and green alleys—is recommended for key locations in the Village.



## TRANSPORTATION & MOBILITY

- Legend**
- ▬ Principal Arterial
  - ▬ Minor Arterial
  - ▬ Major Collector
  - ▬ Minor Collector
  - ▬ Local Streets
  - XXXX Annual Average Daily Traffic
  - State Route Jurisdiction
  - County Road Jurisdiction



## ALLEYS & STORMWATER MANAGEMENT

Bioswales are vegetated, shallow, landscaped areas designed to capture, treat and infiltrate stormwater runoff. Similar to the Village's Rain Barrel Program, bioswales channel water into a defined area to reduce runoff. Bioswales also increase infiltration and remove pollutants. In order to be effective, the Village should consider flexible siting requirements, allowing green infrastructure to be incorporated into the sidewalk, roadway, and parking lots. In some locations, the green infrastructure may be combined with multimodal transportation enhancements such as medians, parkways, bump outs, and other traffic calming measures. Additionally, green infrastructure may be incorporated into public spaces at key locations in the Village.

Throughout the public planning process, residents raised concerns with the condition of existing alleys. These alleys currently provide access to residential and commercial properties, and serve as loading areas for deliveries and refuse pick-up. In the future, the Village should consider opportunities to enhance these concrete and gravel corridors into green community assets. Alley improvements may include permeable pavers, native plantings, and innovative techniques to capture and allow for the infiltration of stormwater from nearby alleys and streets. Where appropriate, crosswalks, lighting, and wayfinding signage could be incorporated into the green alley design in order to encourage pedestrian and bicycle use.

The recommended green infrastructure can be used in combination with the Village's other stormwater best management practices to manage high stormwater flows. Regular maintenance is required to ensure effectiveness and sustainability of a productive street network. Regular inspections for erosion, weed control, and trash removal should be planned and incorporated into the Village's annual capital improvement program. Further, proper snow removal is necessary to ensure that bioswales and green alleys continue functioning after winter.



# TRANSIT

## Metra

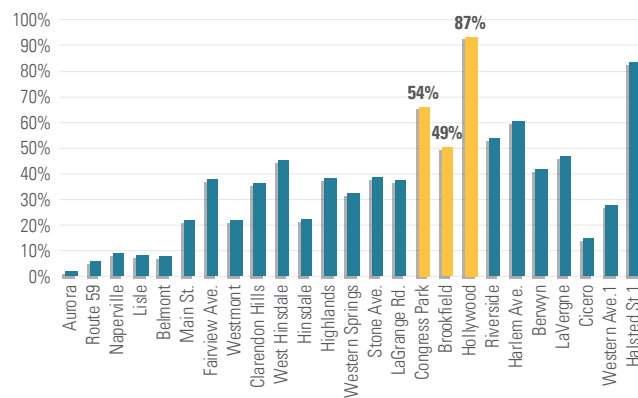
For a community of its size, the Village is uniquely positioned with three Metra stations at Hollywood, Brookfield, and Congress Park. Based on Metra’s 2016 Origin-Destination Survey, they are considered to be accessible to Village residents by walking. To further improve the share of riders walking to the Metra Station, the Village recognizes the potential for (re)development at the station areas and in 2017 approved the Zoning Modernization Ordinance (2017), which provides the necessary framework as future opportunities are considered. As part of any station area (re) development plan, multimodal accessibility and connectivity should be incorporated into the site design.

When feasible, as part of any station area (re)development plan, the Village should examine the area comprehensively in order to:

- Review opportunities for linkages between land use and transportation;
- Consider options to integrate transit into the site design and adjacent multimodal network;
- Minimize conflicts and strengthen connections between modes; and
- Integrate active transportation infrastructure improvements as defined in the Brookfield Active Transportation Plan.

The Village should continue to partner with Metra and BNSF to monitor ridership and prioritize maintenance and capital improvements at the station areas in the Village.

**% of Riders Walk to Metra Stations (2016)**



Source: Metra 2016 Origin-Destination Survey

## Hollywood Metra Station

One of the transportation recommendations in the Comprehensive Plan is to coordinate improvements to the Hollywood Metra Station with Metra’s system-wide Station Optimization Study, expected to conclude in late 2018. 89% of commuters walk to the Hollywood station and it is in close proximity to Brookfield Zoo. Within the past 12 months, over 500 Metra riders utilized Metra’s fare group options to make trips to this station. These fare group options are available to groups of 20 or more and is likely that many more groups of smaller size have used the Hollywood station to access the Zoo.

## Pace Suburban Bus

Based on a review of the existing Pace Suburban Bus routes and the public input received throughout the public planning process, opportunities to provide transit connections between the subareas and key destinations such as Downtown, 8 Corners, the Zoo and Brookfield Metra Stations, should be further explored. As an initial step, it is recommended the Village coordinate with Pace Suburban Bus to identify key destinations along existing transit corridors (e.g., Ogden Avenue, Washington Avenue, Prairie Avenue, Maple Avenue) which may benefit from transit service. A targeted marketing campaign is also recommended in order to increase transit awareness in the Village. The existing intercity routes, rideshare, and vanpool programs may also benefit from partnerships with adjacent communities.

In addition, as (re)development activity occurs within the Village, there may be new opportunities for increased transit ridership. The Village should continue to work with Pace Suburban Bus to identify target markets, complete outreach campaigns, identify barriers to transit, and incorporate transit-supportive design elements into (re) development opportunities. Further, transit supportive land use, pedestrian-scale development, and pedestrian infrastructure are key to achieving quality transit service. Transit elements should be reviewed as part of the Village's capital programming efforts for future projects along transit corridors. In addition, as (re) development occurs along the existing transit corridors, the Village should consider integrating the Pace Suburban Bus Design Review Assistance for Transit (DRAFT) program, which would allow Pace to review site development plans as part of the Village's development review process. Through this program, Pace identifies opportunities to incorporate public transportation features in the development plan. The provision of transit service may also be considered during the plan review process.

## Pedestrian and Bicycle

Key multimodal improvements are outlined for each subarea (Chapter 9). These improvements focus on enhancing the safety and comfort of the multimodal network in order to expand transportation choices and options for residents of all ages and abilities. Furthermore, **Brookfield Active Transportation Plan** identifies priority destinations, infrastructure improvements, policies, and programs aimed towards creating a network accessible via active transportation.



# GOALS AND OBJECTIVES

The following goals, objectives, and strategies have been developed to guide future (re)investment in the multimodal transportation network. One of the Village's most important assets, the multimodal network plays a critical role in the community's future economic development, environmental sustainability, and resident quality of life.

## Goal 1

Promote a multi-modal transportation system that maximizes mobility options.

### Objectives

1. Create an integrated network of safe and efficient roadways, sidewalks, and trails which allow residents to make informed transportation choices based on personal needs and preferences
2. Employ a proactive approach to multi-modal transportation infrastructure maintenance and development.

### Supporting Partners

- Village of Brookfield
- IDOT
- Metra
- PACE
- ATA
- Complete Streets Committee
- Brookfield Zoo

### Strategies

1. Emphasize multimodal connections between commercial areas, train stations, community facilities, schools, and adjacent neighborhoods.
2. Partner with regional organizations, such as Pace Suburban Bus and Metra, to support existing transit service and prioritize future transit investments on the basis of ridership demand and partnership opportunities.
3. Develop programs and facilities, such as increased convenient bike parking, linking sidewalk/trail gaps, bike share, and bike parking audits, that support non-auto mobility options and encourage short trips to be made by walking or biking at all Metra stations.
4. Pursue opportunities to collaborate across Village departments and projects in order to facilitate efficient and cost effective infrastructure investments.
5. Require (re)development to integrate sidewalk and pedestrian-scale design features with connections to existing and future adjacent destinations.
6. Design transportation improvements to support an accessible and walkable community for all ages and abilities.
7. Conduct a parking study since parking needs to be comprehensively examined in a separate study.

## Goal 2

Use transportation as a tool to enhance the character of the Village and the quality of life for its residents.

### Objectives

1. Encourage a more vibrant community through streets, sidewalks, and trails that generates economic and social activity, and contributes to increasing the Village's economic development.
2. Promote community health and wellness through transportation.

### Supporting Partners

- Village of Brookfield
- IDOT
- Metra
- PACE
- ATA

### Strategies

1. Develop educational programs for schools and community groups to increase awareness of health and wellness and the benefits of active transportation.
2. Require universal design and accessibility as part of the design review and maintenance of public and private transportation infrastructure.
3. Facilitate active transportation as a viable option for both recreational and purpose-oriented trips.
4. Create inviting public spaces within the right-of-way through application of a consistent streetscape, people, places, and parklets, along commercial corridors and implementation of a green alley program.
5. Install convenient bike parking, pedestrian-scaled streets and sidewalks, and intersection treatments that encourage pedestrian and cyclist comfort and safety for people of all ages and abilities.
6. Consider bike share stations at all Metra Stations.

## Goal 3

Support economic development with transportation strategies that increase access and connectivity to destinations in the Village and prioritize multi-modal improvements.

### Objectives

1. Utilize best practices and consider alternate site design guidelines to address site access, parking, and circulation for properties that present unique (re)development opportunities.
2. Prioritize resources and identify alternate and strategically combined funding sources/opportunities to support the Street Improvement Program and repair other multimodal transportation facilities before replacement is necessary.
3. Create a platform for public input on the development of Capital Improvement Program (CIP) priorities.
5. Improve the following intersections with curb extensions, crosswalk improvements, modify/realign intersection approaches, and leading pedestrian intervals and other traffic signal phasing adjustments in order to minimize vehicle conflicts and improve visibility and safety for pedestrians, cyclists, and motorists:
  - Lincoln Avenue/Broadway Avenue/Madison Avenue;
  - Lincoln Avenue/Grand Boulevard/Park Avenue; and
  - Brookfield Avenue/Grand Boulevard/Fairview Avenue/Prairie Avenue.
6. Develop a policies and procedures manual for multimodal transportation infrastructure in order to facilitate consistent application throughout the Village, identify priority projects for the CIP in coordination with the Active Transportation Plan.

### Strategies

1. Apply access management strategies that limit the number of curb cuts or driveways, align their placement opposite one another, and encourage cross-access between adjacent properties along 31st Street and Ogden Avenue in order to minimize turning conflicts.
2. Implement a parking management strategy for 8 Corners and Grand Boulevard to right-size parking infrastructure, encourage more efficient use of the existing right-of-way, and facilitate (re)development.
3. Consider opportunities to utilize existing alleys for commercial access and circulation as a mean to reduce curb cut on major roadways (refer to the diagram on page 147 for an example).
4. Develop a vision and strategy to facilitate transit-oriented development and multi-modal connections and mobility at the Congress Park Metra Station.

### Supporting Partners

- Village of Brookfield
- Chamber of Commerce
- Business Owners







# COMMUNITY FACILITIES & SERVICES



The Village of Brookfield is served by community facilities that provide efficient delivery of public services and enhance the community as a desirable place to live and do business. High quality schools, parks, recreation, open space, and municipal services. In addition, charities and civic-minded businesses contribute to the quality of life and “social capital” as well. Community facilities within the Village are mapped at the end of this section.

The Village can improve its working relationships with service providers by identifying and understanding the needs of each community facility. These partnerships will improve the overall level of service provided to Brookfield residents.

Many municipalities have created benchmarks to track energy efficiency and energy usage in non-residential buildings. The Metropolitan Mayor’s Caucus complied over 30 municipal sustainability plans to create the Greenest Region Compact. This document was adopted by the Caucus in 2016 and since then, over 100 municipalities have adopted its principles. In addition to service provision, Brookfield may choose to adopt benchmarks and strategies for energy efficiency in their non-residential buildings and prioritize the achievement and implementation of environmental and sustainable goals.

## SCHOOLS & EDUCATIONAL FACILITIES

Education in Brookfield is provided by both public and private educational institutions. The school districts serving Brookfield add to the overall quality of life in the Village and are major contributors to the Village’s desirability as a place to live and raise a family.

The Village should support the continued operation and improvement of these facilities, balancing their impact on adjacent residential neighborhoods, and fostering cooperation with the multiple school districts to maintain high-quality school sites and facilities.

### S.E. Gross Middle School, School District 95

School District 95 is one of several school districts that serve residents in the Village of Brookfield. District 95 serves La Grange Park and Brookfield with 2 schools: Brook Park (Grades K through 4), located in La Grange Park; and, S.E. Gross Middle School (Grades 5-8) located in Brookfield. S.E. Gross Middle School is within the 8 Corners area and is about to undertake a major construction project that would enhance the 8 Corners district



## Hollywood School, Riverside Public Schools, School District 96

Hollywood School is a K-5 elementary school located in Brookfield, adjacent to Riverside-Brookfield High School. Hollywood School serves the Hollywood neighborhood, which is comprised of parts of the Villages of Brookfield, Riverside, and Lyons. Students who attend Hollywood School move on to Hauser Junior High School (Grades 6 through 8), located in Riverside.

Hollywood School's facilities are sufficient for the current population size and service area. Ongoing maintenance is planned, however there are no plans for major improvements or new construction.

## Congress Park School, School District 102

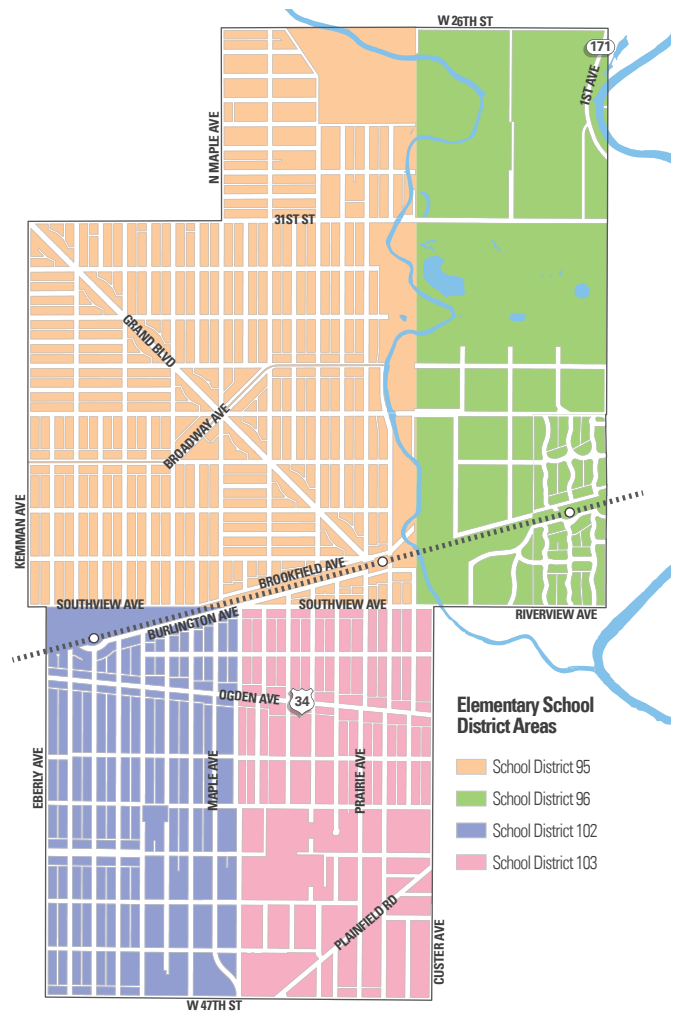
Elementary School District 102 services parts of Brookfield, La Grange, and La Grange Park. Congress Park School, located on Shields Avenue is District 102's only school within the Brookfield Community. Once attendees of Congress Park School reach junior high school, they attend Park Junior High School, located in La Grange Park. High school students within School District #102 attend Lyons Township High School.

Congress Park School is not near its capacity (500-550 students). Although this year's enrollment increased 8.8%, the 400 students are well below the Congress Park School's capacity. The school anticipates primarily a stable enrollment. They do not foresee the need for any new school sites.

Narrow streets and lack of parking have been identified as issues affecting the operation of Congress Park School. Implementation of temporary peak-time one-way streets at Madison and Raymond could alleviate some of the operational issues.

## Lincoln Elementary School, District 103

Elementary School District 103 serves residents of Brookfield and Lyons Township with five elementary schools and one middle school. Lincoln Elementary School is the only District 103 school located in Brookfield. The school is home to over 500 students from Kindergarten to 5th grade.



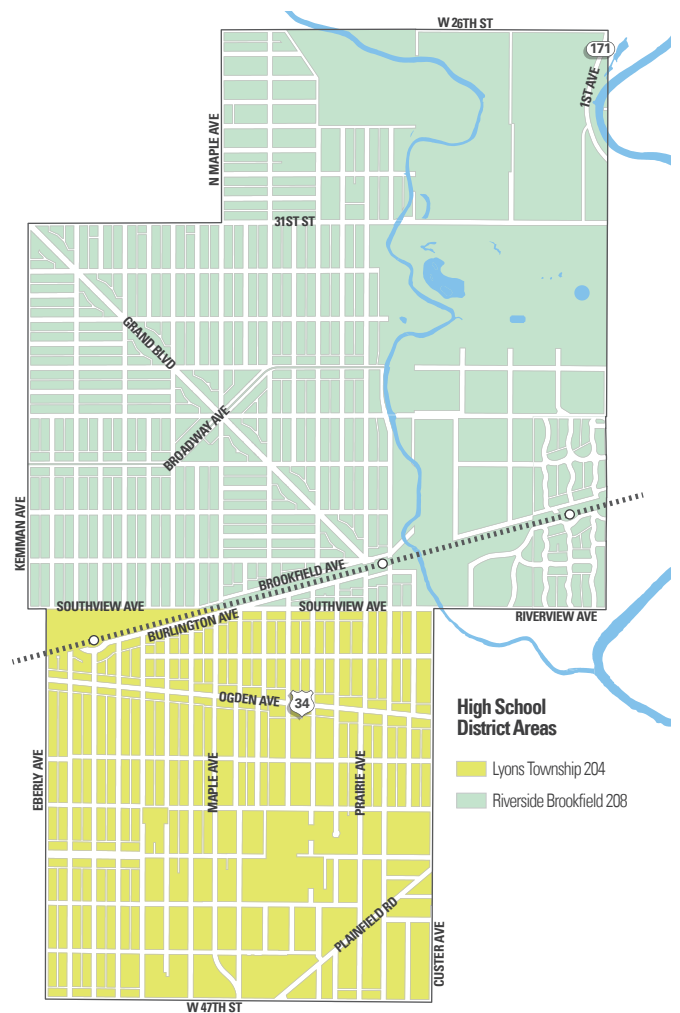
## Riverside Brookfield High School & Lyons Township High School

Public high school students attend either Riverside Brookfield High School, located at 160 Ridgewood Road in Riverside or Lyons Township High School. Lyons Township High School has two campuses about a mile apart. Juniors and seniors attend the North Campus in La Grange at 100 S. Brainard. Freshman and sophomores attend the South Campus in Willow Springs at 4900 S. Willow Springs Road.

## Private / Parochial Schools

In addition to the number of public schools in the area, Brookfield students may attend one of several local private schools:

- **Nazareth Catholic Academy** serves grades K-12 and is located at 1209 West Ogden Avenue in La Grange Park.
- **St. Joseph Catholic Academy** is located at 10900 Cermak Road in Westchester and serves grades 9-12.
- **St. Louise DeMarillac School** is located at 1125 Harrison Avenue in La Grange Park, and serves pre-kindergarten through 8th grade.



## CIVIC FACILITIES

In addition to schools, parks and open space, civic facilities provide important services to the residents of Brookfield and add to the overall quality of life. These facilities include: the Brookfield Public Library, Village Hall, Brookfield Police Department, the Brookfield Fire Department, and various religious institutions. The Village should maintain and improve their municipal facilities, balanced with their impact on residential neighborhoods, and encourage the same for the religious institutions and service organizations. In addition, youth sports leagues are in important means of bringing together children from all parts of Brookfield and different socio-economic groups. The youth soccer and baseball programs are especially well-organized, well-funded, and well-attended at all age levels, thereby promotes “connectedness” among Brookfield parents and their children.

### Brookfield Public Library

The Brookfield Public Library opened its doors in 1914 on its present site at the intersection of Grand Boulevard and Lincoln Avenue with funding from Andrew Carnegie. The building was razed in 1986 and replaced with the current structure, which has been remodeled.

With an average of 140,000 visits and over 300,000 print and digital materials checked out annually, the library includes a mix of the traditional and modern services. These include: classes and events for all ages, print collections, digital collections for streaming and downloading, desktop computers, laptops and tablets for in-library and home use, free WiFi access including WiFi hotspots for home check out, home delivery service for seniors, interlibrary loan and a museum pass program.

At 13,500 square feet, the largest meeting spaces holds 31 people. The library lacks standard spaces such as study rooms, a quiet reading room, and a dedicated and enclosed children’s section. Additional space would accommodate new and expanded library functions. The library has reached its storage and programming capacity and is no longer able to meet the needs of the community.

The library has acquired a large parcel of land to the north and has plans to expand or create a new facility. The site is on the opposite side of Lincoln Avenue. In 2016, a referendum was voted on that would have allowed the Village to collect public funds for a new library facility. While the referendum did not pass, the Village is working with the library to accommodate its needs for a future expansion of existing or new facilities in coordination with adjacent uses.

## Village Hall

The Brookfield Village Hall is located on Brookfield Avenue, east of Prairie Avenue. The facility houses offices of the Village Administration, Recreation, Building, and Police Departments. The Fire and Public Works departments are housed in satellite buildings. Many of the departments within Village Hall have expressed a need for larger office space, however, there are no expansion plans. The Village should continue to explore redevelopment opportunities to provide additional space/offices for effective administration of the Village's critical services. Any space requirements would need to take into account at least three factors: (a) service demands, (b) regionalization, (c) outsourcing. As an example, the Village has entered into inter-governmental agreements for police dispatch and may do so for GIS which would lessen future space needs. Other alternatives may include the Village working with adjacent municipalities to pool their resources to implement services together. The Village may also consider outsourcing some of its services, such as GIS, to consultants.

## Brookfield Police Department

The Brookfield Police Department is the sole law enforcement agency within the Village limits. At times, they request assistance from surrounding municipalities for extraordinary circumstances. The Police Department currently has adequate staff to serve the community. There are however, staffing shortfalls within specialized units, such as TAC-Unit, K-9 unit, and gang crimes unit.

The Police Department operates nine marked squad cars and four unmarked cars, all between one to five years old, and all are in good working condition. All police operations are handled out of their main facility, which is centrally located within the Village Hall.

In terms of building size, the Police Department has expressed a need for renovation and additional space, however there are no plans to expand the police facilities.

## Brookfield Historical Society

The first Brookfield Historical Society began in 1939, followed by a group formed for Brookfield's Diamond Jubilee in 1968. The present Society was formed in response to the Burlington Railroad's announced plans to demolish the 1889 train station which had been allowed to deteriorate. The station was built by Samuel Eberly Gross, the founder of the Village of Grossdale, renamed Brookfield in 1905. The station was saved from demolition in 1981 through efforts of the Society and was moved from its original site to its current location across the street. Over the years the Brookfield Historical Society has continued to make renovations and operate the station as a museum as well as hold meetings and events. The station serves as a community gathering place and depository of artifacts about the history of Brookfield.

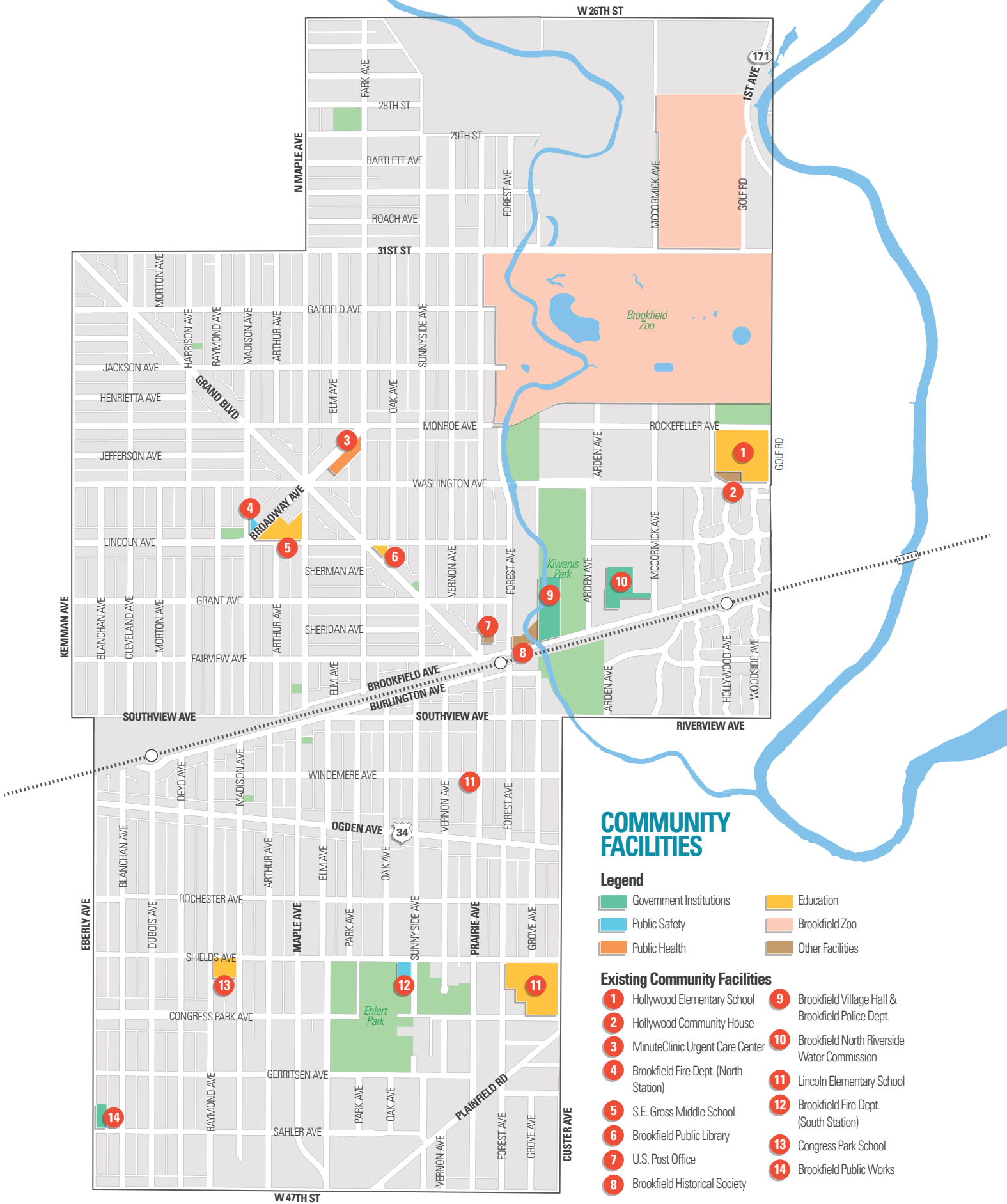
## Brookfield Fire Department

The Brookfield Fire Department recently added new employees. The department owns and operates two front line pumpers, one aerial, two ALS ambulances, one reserve engine, two utility vehicles and one administration car. Current levels of equipment are adequate and future plans involve replacement of equipment due to age.

There are two fire stations in Brookfield. One is on the south side at 9001 Shields Avenue; the other is north at 9248 Broadway Avenue. The size of both stations is satisfactory. The station on Shields Avenue is in excellent condition. The Broadway Avenue station was successful in completing a recent project to increase storage space, install new windows, repave the parking lot, and paint the apparatus room and floor. There are no areas in the Village that would be difficult for the fire department to serve, if development or redevelopment took place. The water supply and distribution systems are adequate. The current fire insurance rating is Class 4, which is comparable to surrounding communities.

## Religious and Other Institutions

There are numerous religious institutions within the Village of Brookfield. These institutions add to the overall sense of community and are often considered an important component of any community. The Village should accommodate the improvement and expansion of these facilities, provided they do not negatively impact residential or commercial neighborhoods.



Note: This map doesn't identify the two Village-operated preschools or the various privately-owned preschools.

# GOALS AND OBJECTIVES

## Goal 1a

Ensure the provision of high-quality public services, including municipal, health care, transit and library facilities, for all residents of the Village of Brookfield.

### Objectives

1. Ensure an adequate level of fire and police protection throughout the Village by understanding changes in population and coordinating resources.
2. Improve and expand specialized facilities and services for senior citizens and youth.
3. Examine current and future needs to update and improve existing public facilities to respond to changing resident need.
4. Develop programming at the library and other community gathering spaces that is responsive to the needs of residents and has offerings unique to Brookfield.

### Supporting Partners

- Fire Department
- Police Department
- Library District
- Metra
- School District 95
- Village of Brookfield
- Cantata
- Youth sports groups (AYSO, Little Leagues)
- Area religious institutions

### Strategies

1. Coordinate planned projects for the Congress Park Metra Station to better understand how to leverage its usefulness.
2. Work with senior and youth focused agencies, organizations and institutions to identify programs and services that would fill current gaps and offerings not available.
3. Conduct a survey to better understand resident needs and attitudes towards availability and use of community facilities.
4. Cooperate with and facilitate communication between the Village and School District representatives.

## Goal 1b

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Ensure the provision of high-quality education for all residents of the Village of Brookfield.

### Objectives

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1. Generate interest in, and communicate the value of, improving the school districts in the Village with youth and family engagement opportunities.
2. Coordinate with each School District's *2016-21 Strategic Coherence Plan* to align Village goals with school district goals.

### Supporting Partners

- Fire Department
- Police Department
- Library District
- Metra
- School District 95
- Village of Brookfield
- Cantata

### Strategies

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1. Identify common goals in School District's Strategic Plan for pursuit and implementation.
2. Encourage greater levels of involvement of youth by creating a joint Village-school Youth Advisory Committee.
3. Partner on joint projects benefiting the community, such as bike-to-school safety programs, school/Village volunteer clean-up (Adopt the Spot), etc.
4. Pursue projects to expand Science, Technology, Engineering, and Math (STEM) and liberal arts competencies among RBHS and LTHS students.
5. Incentivize RBHS and LTHS alumni with STEM- and liberal arts-related college or associates degrees to return to Brookfield.

## Goal 2

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Identify properties for reuse, rehabilitation and renovation that could add to the inventory of community facilities.

### Objectives

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1. Maintain adequate sites for the library, public works, and other Village facilities including the relocation of facilities when necessary.
2. Conduct a needs assessment of existing public facilities and identify recommendations for their improvement, replacement, renovation or building new.

### Supporting Partners

- Village of Brookfield
- Developers
- Conservation Commission
- Brookfield Public Library
- Schools

### Strategies

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1. Utilize the Future Land Use map and TIF maps to identify priority sites for redevelopment.
2. Become familiar with the Greenest Region Compact and adopt its principles to achieve greater levels of energy efficiency and in non-residential buildings throughout the Village.
3. Work with the Conservation Commission to implement regional sustainability goals by partnering with organizations such as the Metropolitan Mayor's Caucus for resources and support.
4. Create an inventory of properties that can be reused, rehabilitated, or renovated for civic purposes.

## Goal 3

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Support efforts to expand services and amenities to continue to attract visitors and tourists to Brookfield.

### Objectives

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1. Improve coordination and communication between the Village, Brookfield Zoo, and the Forest Preserve to maximize the mutually beneficial assets these institutions can provide each other and the residents of Brookfield.
2. Work with the Brookfield Chamber of Commerce and Cook County Visitor and Tourism organizations and adjacent municipalities to market Brookfield as a regional destination.
3. Support existing and new businesses that are regional draws and encourage their participation in regional tourism efforts.

### Supporting Partners

- Cook County Tourism Bureau
- Village of Brookfield
- Brookfield Chamber of Commerce
- Brookfield Zoo
- Cook County Forest Preserve
- Small business owners
- Brookfield Historical Society

### Strategies

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1. Continue active participation in regional tourism bureau
2. Utilize regional branding and advertising to reach visitors (e.g., targeted advertising).
3. Utilize events and local assets, such as Bike Brookfield and Salt Creek boat landing, to reach non-residents to utilize Brookfield's recreational assets.





# **PARKS, OPEN SPACE & ENVIRONMENTAL FEATURES**



## INTRODUCTION

Throughout the planning process, discussions with Village officials and staff, stakeholders, local conservation organizations, and residents have continuously identified the importance and value of parks, open space, and natural resources within the Village of Brookfield. During these discussions, two key issues rose to the surface: 1) protection and enhancement of the Village's natural resources; 2) increase economic vitality of the Village. These two issues, often seen as opposed to one another, can co-exist when a municipality plans in concert with their existing businesses, residents, and new development opportunities. When the proper planning tools are in place, issues such as flooding, loss of open space, and ecosystem degradation are accounted for and can be reduced significantly. Looking back at the April 2013 floods that impacted Salt Creek and numerous Villages, businesses and residents can use this collective memory as a call to action to support on-going and future sustainable improvements.

Often called Conservation Planning, the basic principles involve an understanding of the available important ecological resources and how they can be incorporated into a place where people live, work, and play. The Existing Conditions Assessment provided a significant amount of information regarding individual natural resources, their locations, and importance to the Village of Brookfield.

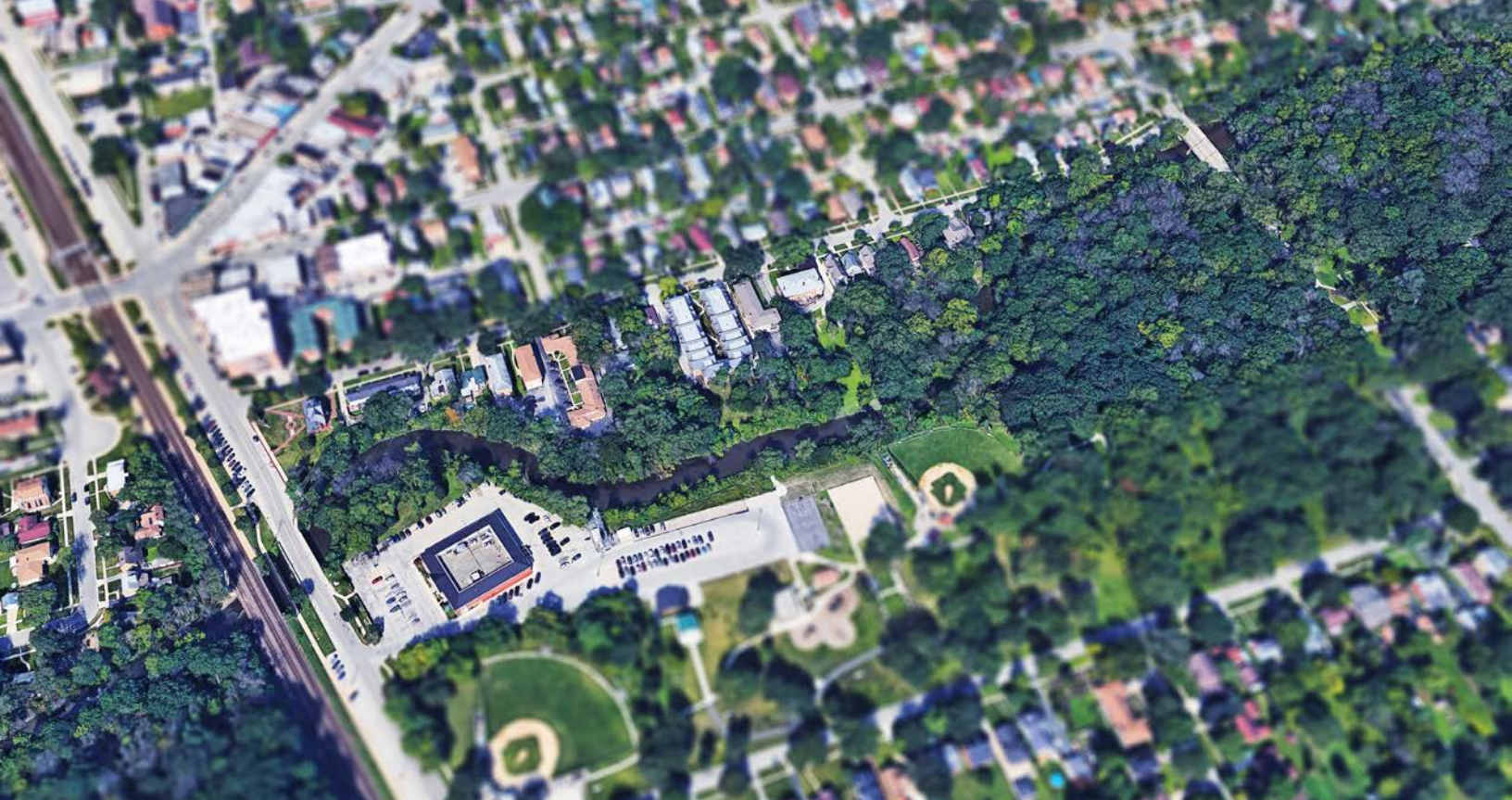
To help provide clarity on how the Village's resources could be integrated into future land use plans, recommendations have been created for the preservation, protection, and enhancement of the Village's natural resources, open spaces, and environmentally-sensitive landscapes. These elements connect people to nature, support a high quality of life for residents, provide green infrastructure and ecosystem services, and support sustainability goals and objectives.



## PARKS AND OPEN SPACE

The Village's open space is comprised of publicly owned land that is characterized by unbuilt and landscaped areas. Open space includes passive and active Village parks, Forest Preserve property, open lands on school properties, and the Brookfield Zoo property within Village limits. The Village maintains almost 70 acres of public parks, which vary in the facilities and amenities that are provided. The majority of the parks include recreational facilities such as baseball fields, tennis courts, and playgrounds. Play lots, often called tot lots or pocket parks, are the smallest parks, typically serving residents of smaller adjacent neighborhood areas. Neighborhood parks draw residents from a larger geographic area and are a little bigger than play lots. Community parks, such as Jaycee-Ehlert and Kiwanis park (North), draw residents from the community at large who are seeking larger open spaces or other amenities. Some parks contain natural areas, such as the oak savannah and could be repeated in other areas of the Village to support natural area development and preservation.

A critical step to help realize natural area development within the Village is to look beyond the individual sites and see the ecological network, or system of these individual parts organized to function as an interconnected whole. Potential growth and redevelopment pose certain impacts to the natural features that define the Village's character. When this occurs without proper planning, natural habitats can be lost, view sheds can be impacted, waterways can be damaged, and sites with potential for connecting and expanding the ecological network can be lost or degraded. The goal is to incorporate development activities with productive ecological systems so that biological diversity is protected and associated ecological processes are maintained. The protective process is further supported by a diverse array of policy and management approaches that engages a wide range of disciplinary perspectives. When thoroughly engaged - municipalities, developers, and even homeowners - can incorporate and protect the ecological network so vital to the Village of Brookfield.



## SUSTAINABILITY AND THE ENVIRONMENT

Human activities often create different types of stressors for natural resources and the species that live within them. These stressors can be physical, such as erosion or habitat destruction; chemical, such as toxic chemicals or excessive nutrients; or biological, such as the impact of an exotic species. Human activities can also create protections for natural resources by taking into consideration the complexity of a natural system and the nature of human relationships within them. Another complication can be that natural resources' physical boundaries don't coincide with a community's political boundaries or the natural range for species, such as migratory birds or fish in Salt Creek. Additionally, human activities that harm a natural resource may be located some distance away, or may be difficult to identify.

Enacting ordinances that support natural resource protection and sustainability principles could be one way to preserve open space, encourage green infrastructure development, and enhance existing natural areas to reduce future risks of flooding. An example that could help the Village understand where and how to improve their ordinances is a Code Framework developed by The Rocky Mountain Institute (RMI) that shows municipalities how to embed the best sustainability ideas in to actual land use laws. The Code Framework is an informative and evaluative framework that aligns means with ends. Unlike most one-size-fits-all approaches, the Code Framework is contextual and place-based, enabling a community to customize their land use and development rules according to their own particular political, economic, and environmental circumstances.

Advocating for regenerative design strategies in new and re-developed properties may also be an opportunity to protect the environment while also showcasing new technologies that support the needs of a generational overlap in Brookfield's population. Strategies such as rain water harvesting, solar carports, car charging stations, and green infrastructure that tells the story of a Sustainable Brookfield could play a large role in reshaping how residents use the business district and may help draw visitors to retail establishments.

With a bit of dedication to fostering a transformation in land design and development practices, the Village of Brookfield could bring the importance of ecosystem services and regenerative design to the forefront of decision-making and development implementation. Current growth predictions and economic analyses should not impede environmental stability; it should and can support it.

## Addendum to the Existing Conditions Report: April 2013 Floods & the Village of Brookfield

In May 2013, President Obama declared that a major disaster (DR-4116) occurred from the severe storms, straight-line winds, and flooding experienced from April 16 to May 5, 2013 in Illinois, including Cook County. The most significant aspect of the storm was the heavy rainfall that fell on April 17 and 18, resulting in urban and riverine flooding. The weather gauge at the Cicero station recorded a total of 4.86 inches over a two-day period.<sup>1</sup> This level of rainfall is what one would expect to see fall only once every 40 years.<sup>2</sup> Intense storms like this can result in more flooding as the soils and sewers quickly reach capacity. In addition, this storm hit the region after a fairly wet April, which means the region was at a higher risk of flooding due to already saturated soils, full detention ponds, and higher water levels of rivers and streams.

After the storm, Cook County engaged the Village of Brookfield in a needs assessment to understand the damages experienced by the community. The Village reported 700 homes and several roadways were flooded and impassable for at least four days.<sup>3</sup> Such road closures likely impeded transportation access of commercial, personal, and emergency trips. The Village estimated at least \$1 million is needed for property buyouts as well as matching funds for a MWRD proposal for a pump station in the area of the Salt Creek levee.

Table 1 summarizes the payments made to residents in the Village as a result of the April 2013 storm from three federal programs – National Flood Insurance Program, Individual Assistance grants, and Small Business Administration disaster loans. In 2015, IDNR conducted a study of the cost and prevalence of urban flooding and found that 90 percent of damage claims were for locations outside of the mapped 100-year floodplain, highlighting the prevalence of urban flooding that occurs.<sup>4</sup> Given that private insurance claims are not accounted for and some residents and businesses may not have filed a claim or been aware of assistance programs, Brookfield likely experienced additional damages beyond the \$2.3 million documented in Table 1.

**Table 1. Documented damages in Brookfield from NFIP, Individual Assistance, and SBA Disaster Loans for the April 2013 floods (DR-4116).**

	Number of Paid Claims	Payments
NFIP	27	\$682,814
Individual Assistance Grants	339	\$1,253,269
SBA Disaster Loans	n/a	\$345,400

Source: FEMA, 2016

Salt Creek flows through the Village of Brookfield and the Des Plaines River forms a portion of the eastern border of the community. MWRD documented combined sewer overflow events in Salt Creek and the Des Plaines River on April 17 through April 21, 2013.<sup>5</sup> Combined sewer overflows occur when rainwater overwhelms the combined sewer system and causes untreated sewage to be released into area waterways. In addition to untreated sewage, floodwaters can include an array of pollutants and results in water quality impairments of the river from both combined and separate sewers.

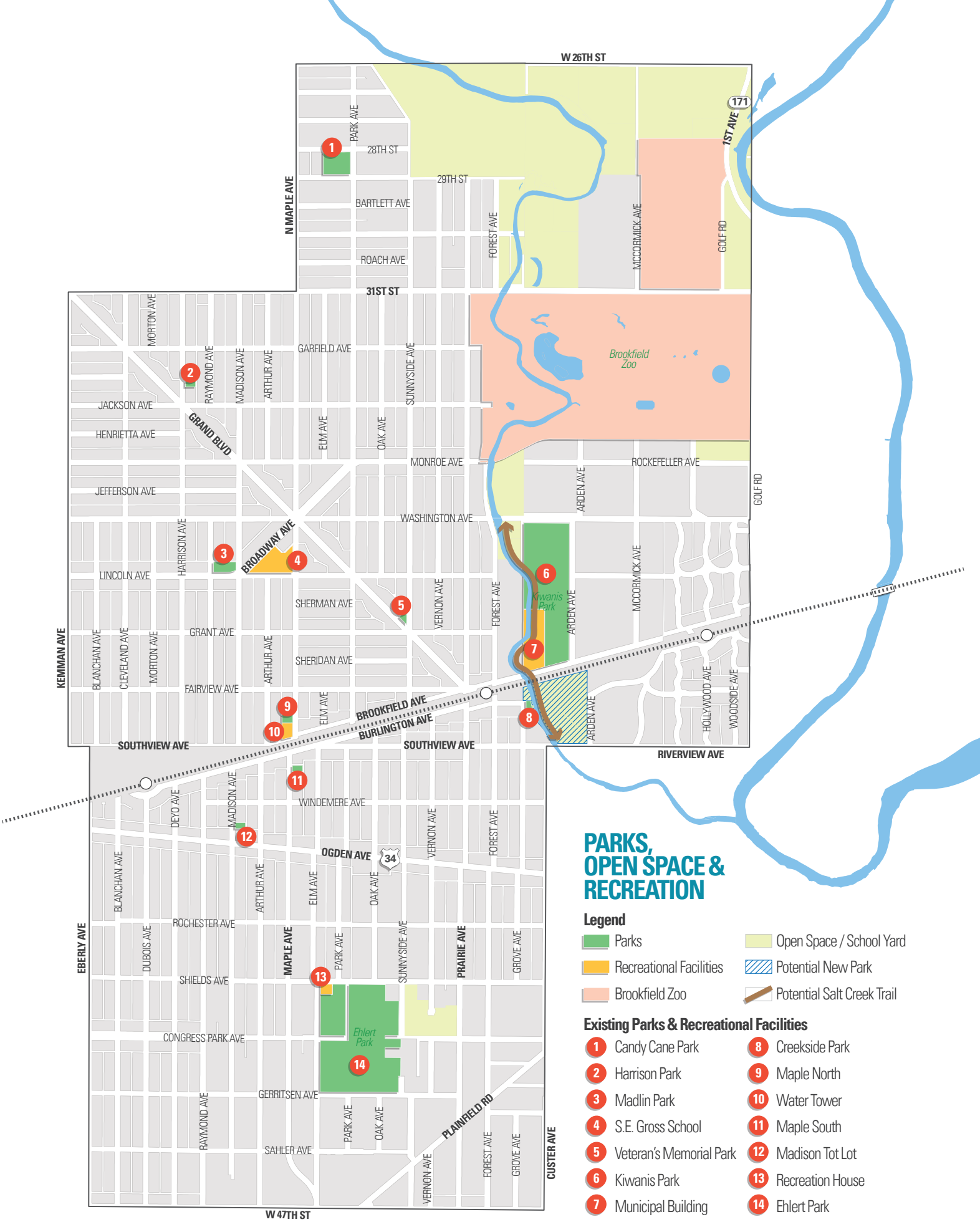
<sup>1</sup> The Cicero Cook County Precipitation Network station was chosen based on proximity to Brookfield. See Illinois State Water Survey. Cook County Precipitation Network. <http://www.isws.illinois.edu/data/ccprecipnet/livedata.asp>

<sup>2</sup> Masters, Jeff. Extreme Drought to Extreme Flood: Weather Whiplash Hits the Midwest. April 19, 2013. See [www.wunderground.com/blog/JeffMasters/comment.html?entrynum=2389](http://www.wunderground.com/blog/JeffMasters/comment.html?entrynum=2389)

<sup>3</sup> Cook County Department of Planning and Development. 2014. CDBG Disaster Recovery Grant Action Plan. See [https://www.cookcountyil.gov/sites/default/files/action\\_plan\\_cdbg-dr.pdf](https://www.cookcountyil.gov/sites/default/files/action_plan_cdbg-dr.pdf)

<sup>4</sup> State of Illinois Department of Natural Resources. 2015. Report for the Urban Flooding Awareness Act. Prevalence and Cost, p.8. See [www.dnr.illinois.gov/WaterResources/Documents/Final\\_UFAA\\_Report.pdf](http://www.dnr.illinois.gov/WaterResources/Documents/Final_UFAA_Report.pdf)

<sup>5</sup> Beslow, Scott et al. Is there sewage in the Chicago River? Open City App using data from MWRD's Combined Sewer Overflow portal. See <http://istheresewageinthechicagoriver.com>



# GOALS AND OBJECTIVES

This chapter outlines recommendations for the preservation, protection, and enhancement of the Village’s natural resources, open spaces, and environmentally-sensitive landscapes that connect people to nature, support a high quality of life for residents, provide green infrastructure and ecosystem services, and support sustainability goals and objectives.

## Goal 1

Celebrate the natural resources within and adjacent to the Village of Brookfield through education, experiential learning, and connections to nature so that residents and visitors are part of healthy ecosystems that support economic and social transformation.

### Objectives

1. Provide opportunities to connect residents to nature at parks, schools, and other public spaces.
2. Treat rain as a resource – identify opportunities to celebrate, harvest, and recycle up to 50% of the rain that falls within Village limits.
3. Pursue educational opportunities with Brookfield schools that could create learning landscapes, pollinator habitats, and nature connections on school properties.
4. Develop programming at the library and other community gathering spaces that is responsive to the needs of residents and has offerings unique to Brookfield.



1  
*Connect people to nature at their business.*



1  
*Connect kids to nature at their school.*



1  
*Walking trail through prairie.*



2  
*Naper Settlement Conservation @ Work award*

### Strategies

1. Establish various types of native landscapes – prairie, wetland, and savanna within public parks, at schools, and other public spaces.
2. Encourage habitat, pollinator, and rain gardens on residential and business properties with Conservation at Home and Conservation at Work awards.
3. Create educational pamphlets that identify strategies for rain water management that can be used by residents and businesses at different landscape scales.
4. Minimize impermeable surfaces throughout the Village, especially at public places and schools. Implement permeable paver projects at a public or highly visible place within the Village.
5. Revise Stormwater Ordinances to give credit for reductions in impermeable surfaces at new and renovated developments. Encourage and incentivize the use of bioswales, rain gardens, green roofs, and other green infrastructure strategies on new development and renovated developments.



2  
*Pollinator habitat at schools.*



3  
*Educational signage.*

*Note: Numbers on picture refer to a corresponding strategy.*

6. Develop a village-wide program to work with homeowners to implement rain gardens at every possible downspout.
7. Conduct 'Water Budgets' for various buildings/sites and determine if harvested and recycled rain water could offset some of the potable water use.
8. Develop in-school, after school and mentorship curricula that are supported by hands-on experiential learning, outdoor education, and nature-based learning.
9. Continue to pursue the Tree City U.S.A. award.

### Supporting Partners

- The Conservation Foundation
- Riverside/Brookfield High School
- Forest Preserve District of Cook County
- Brookfield Zoo
- Congress for the New Urbanism
- Conservation Commission
- Go Green Brookfield
- Sustainable Sites Initiative
- USGBC
- Eagle Scouts
- Salt Creek Watershed Network
- Brookfield Public Library



**5**  
*Cisterns to collect rainwater at Naper Settlement.*



**7**  
*Water harvesting education.*



**8**  
*Learning about water at school.*



**8**  
*Water pump for hands-on learning.*



**8**  
*Nature-based learning program.*

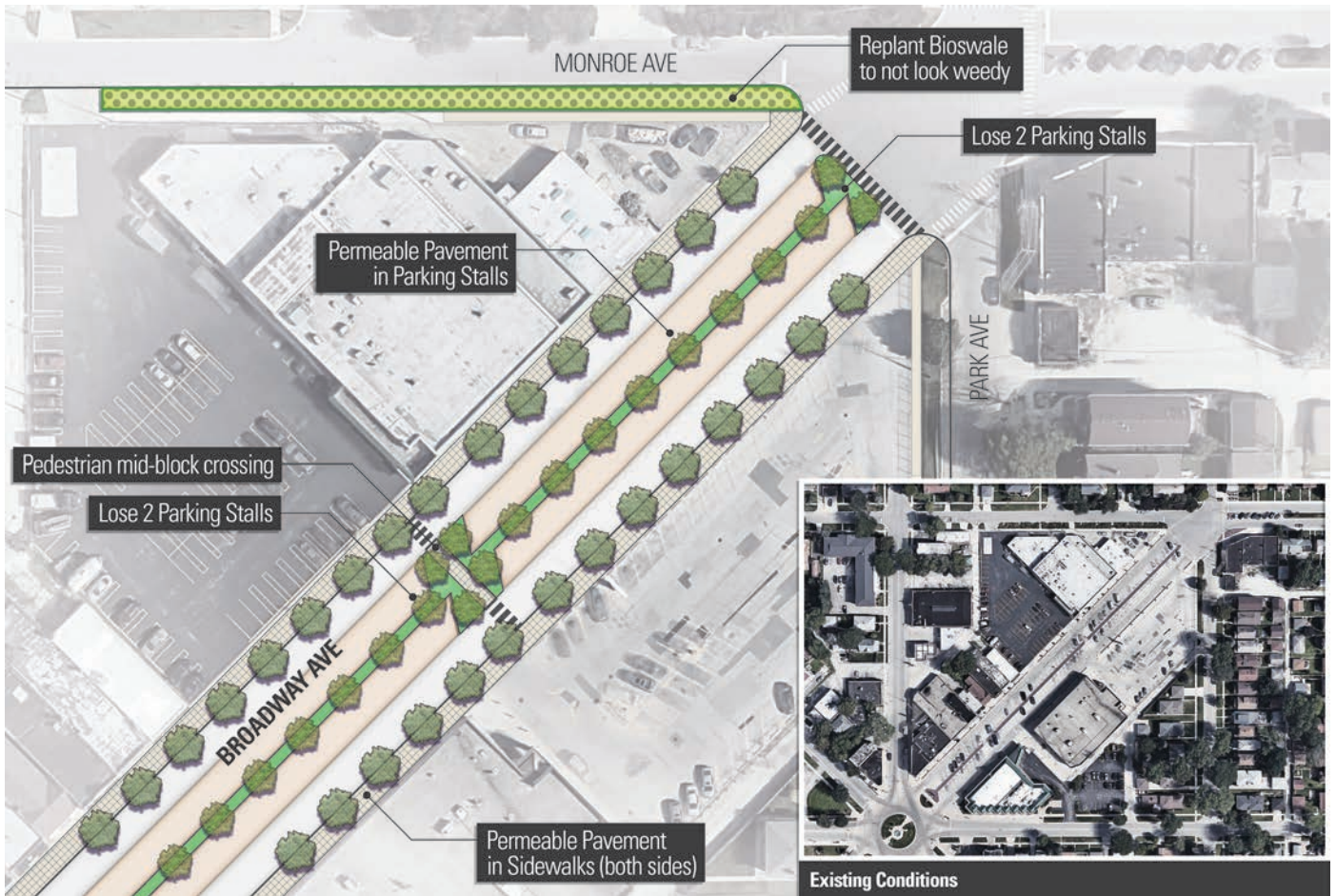


**8**  
*Nature-based learning program.*



**8**  
*At-risk youth programs.*

*Note: Numbers on picture refer to a corresponding strategy.*



A diagram for the proposed Broadway Avenue's opportunities for sustainable features.

## Goal 2

Identify locations for new parks and open space opportunities within existing open space that can be designed to maximize their utility to residents by meeting the demand for recreation space, incorporation of athletic facilities, and programs which respond to Brookfield's diverse population.

### Objectives

1. Develop Village wide standards for amenities and design for parks that coordinate with the Village's Open Space Master Plan. The plans would include maintenance plans and replacement schedules coordinated with the Village's Capital Improvement Plan.
2. Work with the Conservation Commission and Recreation Department to develop long-term maintenance programs that integrate sustainable park management.

### Strategies

1. Identify potential locations for additional smaller (mini) parks in underserved residential areas and commercial nodes within the Village, especially in the central portion of the Village, in Planning Area 1, and the western 1/3 of Planning Area 6, per the adopted 2014 Brookfield Open Space Plan.
2. Identify potential locations for additional smaller parks in underserved residential areas and commercial nodes within the Village.
3. Identify parks and open space that could be good candidates for nature-based play and/or updated equipment and facilities.
4. Establish a task force to help develop programs and enhanced services within the existing parks.
5. Follow-up the dog park exploratory study with a financial feasibility review for consideration with the 2018 or 2019 fiscal year.
6. Target grants and foundations to leverage funds for park development.
7. Identify parks and open space with areas of turf that could be transformed to native landscapes.
8. Teach staff how to be stewards of native landscapes.



2  
*Log structure for nature-based play.*



5  
*Long-term maintenance through the Conservation Commission.*

*Note: Numbers on picture refer to a corresponding strategy.*

### Supporting Partners

- The Conservation Foundation
- Riverside/Brookfield High School
- Forest Preserve District of Cook County
- Brookfield Zoo
- Congress for the New Urbanism
- Conservation Commission
- Go Green Brookfield
- Sustainable Sites Initiative
- USGBC
- Eagle Scouts
- Salt Creek Watershed Network

## Goal 3

Prioritize conservation of Salt Creek and adjacent land as an important natural resource in the Village by coordinating with MWRD and national Best Management Practices (BMP's) for urban waterways and sustainable stormwater mitigation strategies.

### Objectives

1. Reduce point and non-point source discharge, which includes existing outlets, into Salt Creek.
2. Where possible, create public access, both physically and visually to Salt Creek through walks, overlooks, and education nodes.
3. Identify and locate the edge of the floodplain to Salt Creek since it varies considerably within Village limits and create erosion control strategies to prevent property damage.
4. Create a consortium of upstream and downstream municipalities to prioritize the protection and enhancement of Salt Creek so that the entire length of the creek is a unified effort of protection strategies.

### Strategies

1. Walk along the Salt Creek to note pipes/flared end sections of pipes that directly discharge into Salt Creek.
2. Identify all sub-watersheds inside and with an impact on Brookfield, point-discharge locations, drainage patterns and erosion into Salt Creek. Map locations for future use.
3. Develop a series of green infrastructure strategies that are best suited for implementation based on point and non-point discharge into Salt Creek.
4. Work with private properties along Salt Creek to eliminate point-discharge from sump pumps and driveway/parking runoff.
5. Develop an education program aimed at reducing fertilizer and pesticide applications to Village landscapes and properties.
6. Continue to provide rain barrels to Village residents through Public Works and the Metropolitan Water Reclamation District (MWRD). Develop a program to help citizens install them if they are uncomfortable doing this.
7. Build on the partnership with MWRD in distributing rain gardens. The partnership has already distributed 2,800 rain gardens.



3  
*Sump pump rain gardens.*



5  
*Residential use of rain barrels.*



6  
*Rain garden*



8  
*Example of a canoe access.*



8  
*Example of a kayak access.*



8  
*Example of a protected kayak access.*

*Note: Numbers on picture refer to a corresponding strategy.*

8. Adopt a Salt Reduction Program that would target the reduction of residential use de-icing agents.
9. Identify specific points along Salt Creek that would be good access points for people and boats.

10. Remove trees and invasive species from the banks of Salt Creek. Plant native trees and herbaceous plants to stabilize edges and create view sheds into the creek.
11. Create educational pamphlets that describe the floodplains importance for flood mitigation by allowing floodwater to slow down, sediments to settle out, and helping to maintain water quality.
12. Work with private properties along the Creek to remove/relocate structures that are in the floodplain limits since they may impede water flow.
13. Create a monthly meeting, in a different city each month, to discuss goals, objectives, and projects that protect and enhance the entirety of Salt Creek.
14. Develop a Salt Creek Clean Up Day that happens simultaneously for the entire creek with participation from every municipality on Salt Creek.

**Performance Measure**

- Increased water quality for the entirety of Salt Creek.
- Increased access

**Supporting Partners**

- Salt Creek Watershed Network
- Forest Preserve District of Cook County
- The Conservation Foundation
- Riverside Brookfield High School
- Brookfield Zoo
- Dr. Scholl Foundation
- Kresge Foundation
- Grand Victoria Foundation
- Donnelly Foundation
- Metropolitan Water Reclamation District (MWRD)



10

*Memorialize Salt Creek floodplain with markers.*

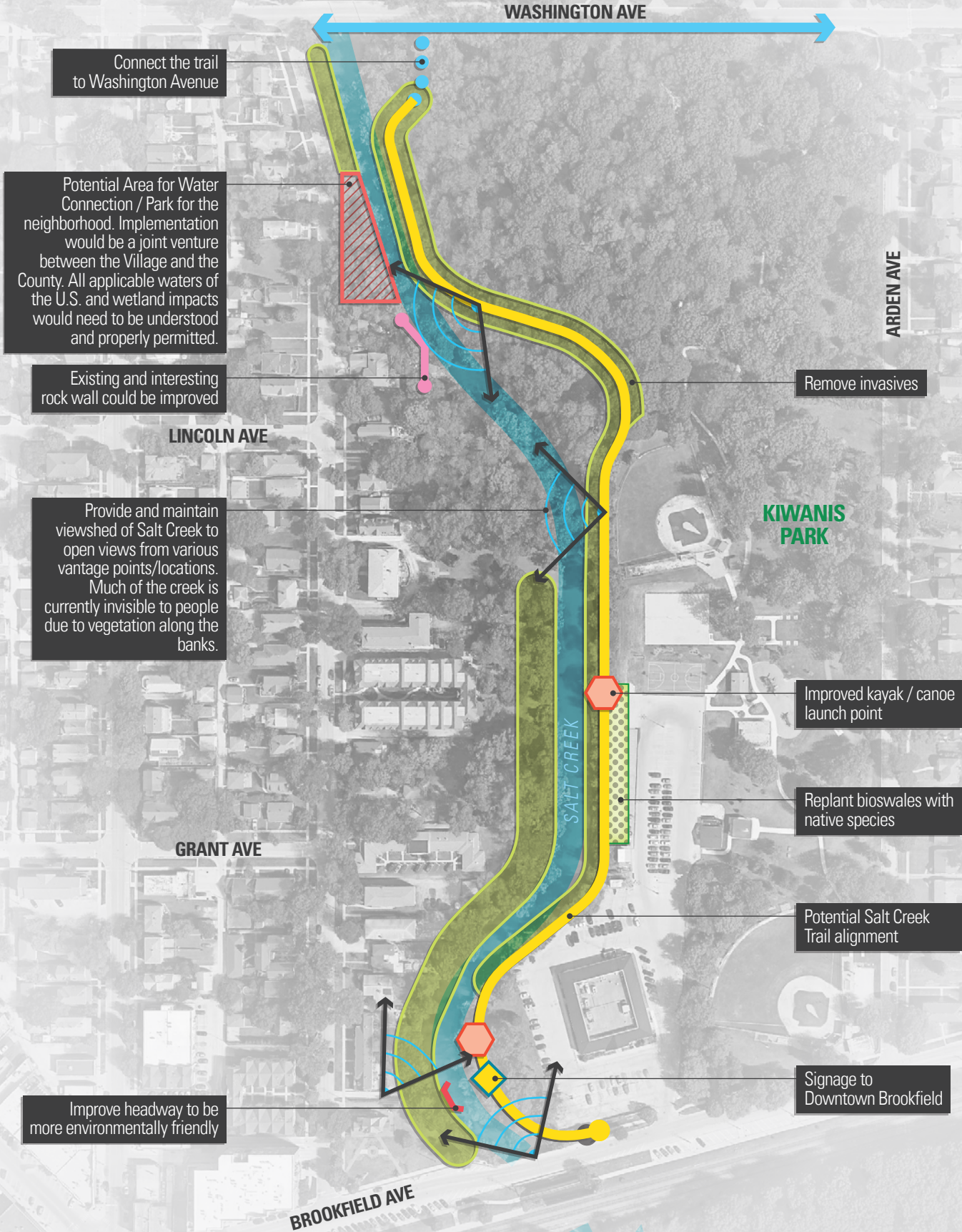


10

*Public awareness for Salt Creek.*

*Note: Numbers on picture refer to a corresponding strategy.*

# SALT CREEK TRAIL OPPORTUNITY MAP



## Goal 4

Prioritize the restoration of the Village's naturalized landscapes to minimize maintenance, encourage pollinators, reduce rainwater runoff, and foster urban stewardship.

### Objectives

1. Protect and replace discontinuous portions of the urban canopy within Village limits.
2. Work toward a 100% buckthorn and honeysuckle free Brookfield.
3. Identify natural areas, significant oak trees, and Heritage Trees on private property; work with private landowners to preserve and protect these valuable natural resources.

### Strategies

1. Create a tree inventory of all trees within Village limits, including their size, health, and risk assessment to help vegetation managers identify current and potential problems in order to plan for budgets, removals, pruning, planting, and other maintenance requirements.
2. Create an estimated asset value for each tree and a cumulative total for all trees inventoried in the Village.
3. Place plant identification tags – especially on street trees, throughout the Village.
4. Establish programs, in partnership with local nurseries, to get citizens involved in removing buckthorn and honeysuckle and collecting acorn on public and private property. Create enthusiasm with Invasive Plant Removal Parties.
5. Establish programs and education sessions that inform private property owners about the importance of native plants and the negative impacts that can be caused by invasive plants such as buckthorn and honeysuckle.
6. Recognize large trees on private property, especially oaks, as Heritage Trees; develop ordinance language to provide special protection for these trees.
7. Encourage residents to replace turf with native plants, especially around oaks, to create a healthy environment for tree survival.



1 Supporting the urban canopy at schools.



3 Example of a tree tag.



1 Supporting the urban canopy at parkways.



5 Education for residents.



6 Heritage tree protection.

Note: Numbers on picture refer to a corresponding strategy.

### Supporting Partners

- Salt Creek Watershed Network
- Forest Preserve District of Cook County
- The Conservation Foundation
- Riverside Brookfield High School
- Brookfield Zoo
- Dr. Scholl Foundation
- Kresge Foundation
- Grand Victoria Foundation
- Donnelly Foundation
- Metropolitan Water Reclamation District (MWRD)
- The Morton Arboretum
- Local nurseries

## Goal 5

Create Renewable Energy and Green Infrastructure goals for new and existing residential and commercial development as well as sustainable approaches that encourage the use of alternative energy sources.

### Objectives

1. Incentivize reductions in lawn areas for new and existing development.
2. Incentivize green stormwater infrastructure for new and retrofitted development.
3. Incentivize the use of renewable energy and energy conservation strategies to reduce energy consumption throughout the Village.

### Strategies

1. Revise the Landscape Ordinance to incentivize lawn replacement with native plants on new and retrofit development.
2. The Village can provide guidance and support for projects that meet or exceed national benchmarks and best practices for preservation of natural resources and conservation of sensitive landscapes.
3. Review Cook County's Stormwater Ordinance regarding requirements of percentage of rainfall be held on a property using green infrastructure.
4. Identify public landscapes that use potable water for irrigation or some other use and offset that use with harvested and recycled rain water.
5. Work with each public building and school to install energy conservation strategies such as LED light fixtures, occupancy sensors, energy efficient appliances and equipment.
6. Expand the existing efforts to update all streetlights to utilize the latest smart light technology.
7. Reduce energy use by expanding existing efforts to encourage compact development that affords more opportunity for walking and biking.
8. Utilize grants and other incentives to manage peak-load demand for electricity.

### Performance Measure

1. Capture and recycle 50% of the rain that falls within the Village.
1. Reduce Village energy consumption by 25% in 5 years.
2. Increase Village population within a 10-minute walk within Brookfield and Congress Park Metra Stations and or Pace Bus Stops.
3. Increase Metra and/or Pace ridership to reduce energy consumption.

### Supporting Partners

- Illinois Clean Energy Foundation
- United States Green Building Council
- Metropolitan Mayors Caucus





# SUBAREA PLANS

This chapter presents more specific recommendations to improve the land use, transportation, and urban design of the four subareas within the Village of Brookfield. The subareas are:

- Ogden Avenue corridor
- 31st Street corridor
- 8 Corners
- Downtown Brookfield

47th Street and the Hollywood Corridor, which were included as subareas in the 2004 Master Plan, are not included in this Plan. This is because their land use and transportation patterns are anticipated to generally remain the same in the future.

The recommendations within this chapter are coordinated with Village-wide policy recommendations in other locations of the Comprehensive Plan. They also integrate the recommendations from other municipal plans and policies.

Ogden Avenue corridor and the 31st Street corridor represent the primary auto-oriented commercial/mixed-use corridors within the Village. These areas contain a diverse range of land-uses and are among the most intensely developed portions of the community. They are also highly visible to passing motorists and are primary determinants in how Brookfield is perceived by residents and visitors. Although they contain a variety of commercial and mixed-use activity, there are opportunities for redevelopment to ensure consistent aesthetics.

8 Corners and Downtown Brookfield are the Village’s pedestrian-oriented nodes. They have wide sidewalks, buildings oriented towards the street, large-display windows, traditional façade features, few curb cuts, and easy access to public transit. The recommendations for 8 Corners and Downtown Brookfield are focused on strengthening the subarea’s business diversity and their physical environment to promote the subareas as vibrant and pedestrian-oriented commercial districts.



## SUBAREA PLAN IMPROVEMENT TOOLKIT

There are several improvements that can be implemented throughout the four subareas. The subarea improvement maps indicate where these improvements are best suited and where efforts should be focused. Village-wide policies are omitted from area-specific maps.



### Access Management

Most commercial developments located in the subareas have unique access points. This results in curb cuts, reduces connections between businesses, and creates challenging parking patterns. Curb cuts contributes to greater number of potential traffic-conflict points. Ogden Avenue, in particular, combines high-speed travel and excessive curb cuts, resulting in dangerous ingress and egress conditions. To remedy this, the Village should encourage property owners of abutting commercial developments to provide cross-access between parking lots, access through either the side streets or rear alleys, align driveways opposite one another, and consolidate curb cuts along the major roadways.



### Sidewalk Connection

Sidewalks are a critical component in maintaining pedestrian safety and mobility throughout the community. Although the Village has a continuous network of sidewalks, several gaps remain in the community including 31st Street. Additionally, several segments of existing sidewalks are in rather poor condition, characterized by being cracked and bumpy. These factors may compromise pedestrian connections and create trip hazards. The Village should prioritize sidewalk connections in its subareas, working with property owners to identify and fill in sidewalk gaps in the pedestrian network. Where there is adequate right-of-way, sidewalks should be separated from the roadway with a landscaped parkway.



## Site Screening & Buffering

Most of the Village's commercial areas lack sufficient screening or buffering. This is a useful urban design tool to mitigate land use conflicts between residential neighborhoods and non-residential uses, as well as improving the area's overall appearance. The Village should consider expanding its buffering and screening standards, including screening of dumpsters and utility boxes.



## Utility / Dumpster Screening

Dumpsters and utilities are unsightly but important components in a development. Though most of them are located at the rear of lots, they should be screened and enclosed, so as not to be visible to adjacent residential homes. The Village should consider implementing a screening requirement for dumpsters and utilities. Enclosed dumpsters would assist in preventing litter and the spread of garbage, which could adversely impact the surrounding area.



## Parking Lot Landscaping

Most existing parking lots along the major roadways in Brookfield do not have landscaping. The subareas could be improved with additional screening around parking lots. Screening should be applied facing towards the major roadways. Parking islands with trees should be added to their interior. Shrubs, canopy trees, and decorative fences or walls can be added at the parking lot's perimeter as well. The surface parking lot at Grand Boulevard and Grant Avenue is an example of an adequately screened parking lot.

The current parking requirement for retail use within the Station Area zoning districts is 1 space per 333 square feet of gross floor area open to the public and 1 space for each 200 square feet of retail space, in addition to 0.5 space per employee, for all other zoning districts. The Village could evaluate the possibility of lowering its parking requirement for retail use outside of the Zoning Modernization footprint to 1 space per 250 square feet of retail space. This could help reduce the amount of parking and create additional space for landscaping.



## Gateway Opportunity

The four subareas are considered prominent destinations within the Village. They are hubs of activity that accommodate opportunities for shopping, dining, entertainment, and employment for the community and the larger region. They play a critical role in shaping perceptions of the Village by visitors and reflect pride among the residents. Working with IDOT, where necessary, and property owners, the Village should enhance the subareas, including other important commercial areas, with gateway features. Gateways assist in distinguishing the subareas from the other parts of the community and welcome visitors into the Village of Brookfield. Existing efforts to combine gateway signage with landscaping should be expanded as well.



## Wayfinding & Directional Signage

31st Street and Ogden Avenue are major roadways that the Village utilizes to link itself with the larger region. However, both corridors lack wayfinding and directional signage that would direct motorists, cyclists, and pedestrians to 8 Corners and Downtown Brookfield. The Village should implement a wayfinding program on both corridors to provide direction to 8 Corners and Downtown, as well as other unique destinations in the Village. This would include expanding existing projects to create wayfinding signs in the vicinity of the Downtown Metra station.



## Façade Improvement

Ensuring businesses have attractive façades is an important component in beautifying the subareas. However, many business façades are either deteriorating or have been altered. Façade improvements would significantly strengthen the businesses' overall appearance, creating an attractive destination for both residents and visitors. The Village's Zoning Modernization demonstrates what form constitutes an attractive façade in the Station Area zoning districts. The Village could consider encouraging future (re)developments outside of the Station Area zoning districts to follow the Zoning Modernization's façade guidelines.



## Parkway Restoration

The 31st Street corridor and 8 Corners have many opportunities for street trees and plants. Street trees and planters, including potted plants, on the parkways would enhance the subarea's overall appearance and would contribute to the subarea's character. They also support local stormwater management and reduce runoff. Street trees can absorb a degree of precipitation through their leaves and roots. However, many sections of the parkway are currently paved. Although this may increase sidewalk width, there is a lack of physical buffer between the sidewalk and the roadway. The Village should work with property owners to restore natural landscaping on the parkways.



## Signage

In 2017, Brookfield began a pilot program to encourage commercial property owners to modernize their signs. At the same time, code enforcement was empowered to address dilapidated and obsolete signs. These efforts should be expanded and accelerated, particularly along Ogden Avenue which has high visibility and generally outdated signage. This would complement the facade improvements.

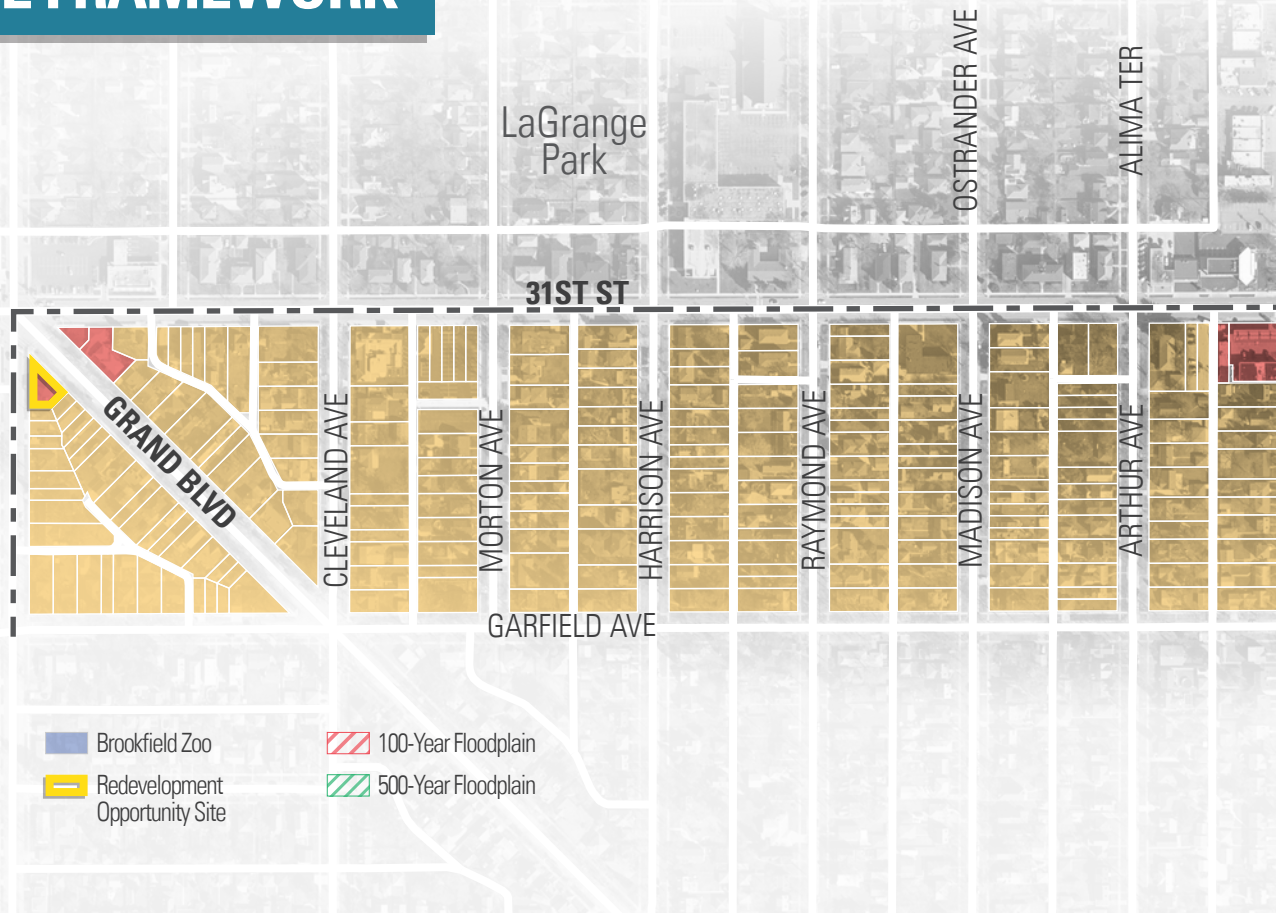




## 31ST STREET CORRIDOR

The 31st Street corridor extends from Grand Boulevard to Forest Avenue, and incorporates all the parcels fronting 31st Street within the Village of Brookfield. The 31st Street corridor plan accommodates the existing residential character of the area and allows for commercial redevelopment at select locations along 31st Street.

# 31ST STREET SUBAREA PLAN LAND USE FRAMEWORK



## Legend

- Residential
- Corridor Commercial
- Brookfield Zoo
- Redevelopment Opportunity Site
- 100-Year Floodplain
- 500-Year Floodplain

## Land Use Framework Plan

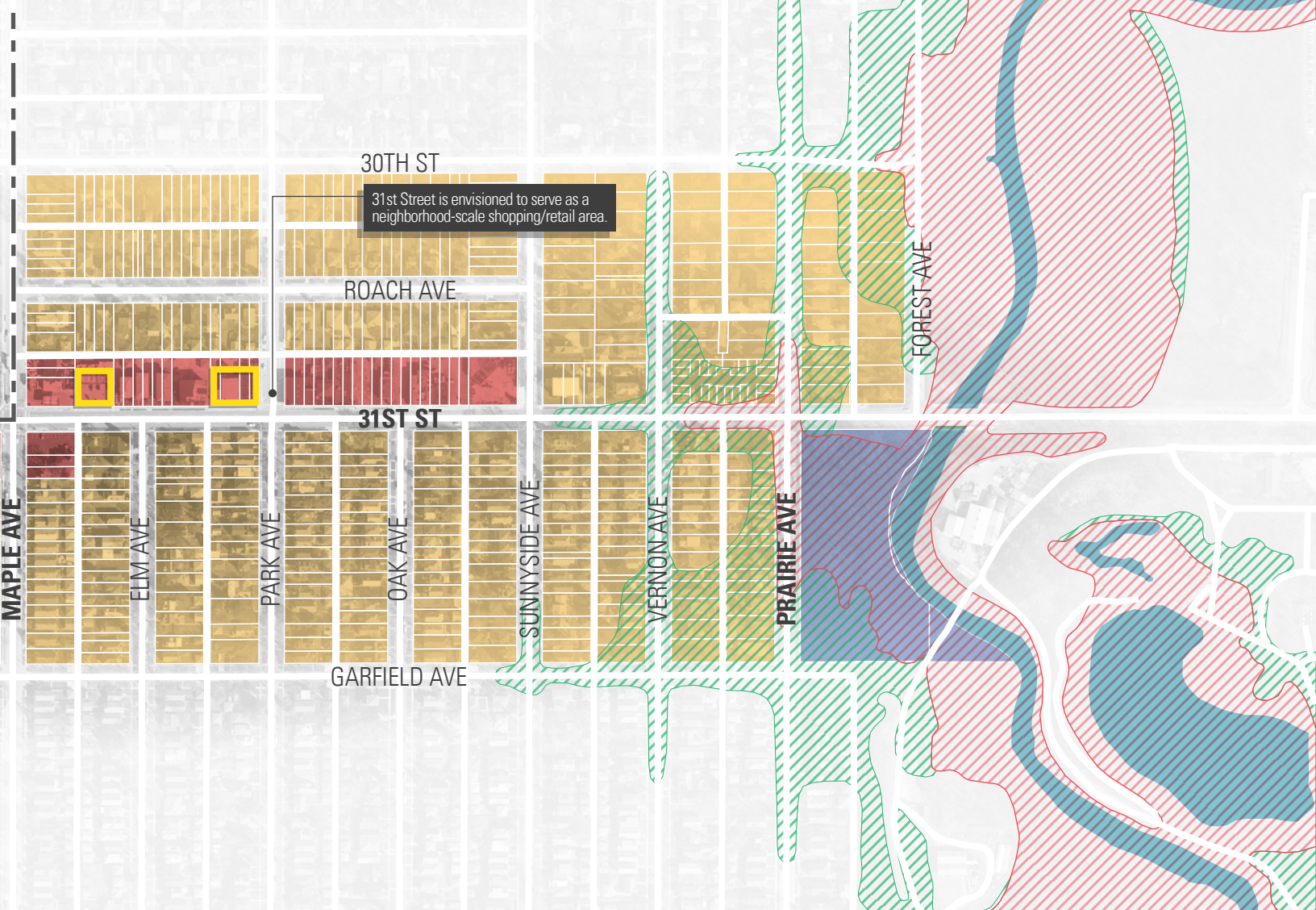
The 31st Street corridor Land Use Plan closely reflects the existing development patterns. This corridor is mostly residential with commercial uses at select locations.

### Residential

The 31st Street corridor has a strong residential character that should be maintained and protected. The neighborhoods are generally well protected from noise and traffic from the corridor. The residential neighborhoods are mature and considered by many to be one of Brookfield’s greatest assets. The residential areas should be protected from negative impacts associated with commercial activity through effective use of screening, buffering, and setbacks.

### Corridor Commercial

Commercial areas are located at select locations along the corridor. These areas should remain as low-intensity/neighborhood-scale retail and service commercial uses. No new commercial use areas are designated for the 31st Street corridor due to the corridor’s residential character. All commercial areas should be improved with appropriate façade improvements, on-site landscaping, parking lot screening, and attractive signage. Residential areas should be screened from adjacent commercial development and activities with landscaping.



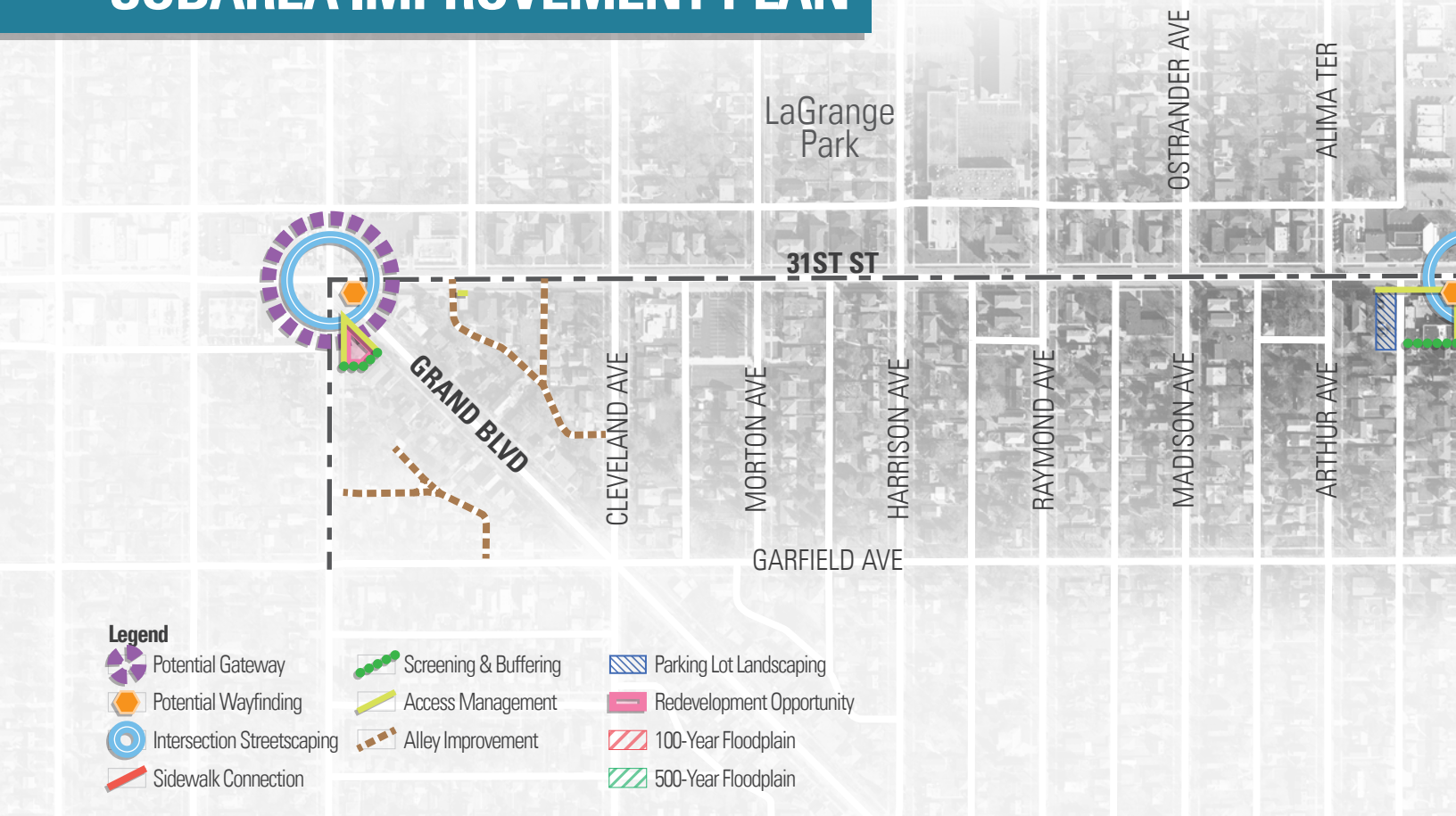
### Brookfield Zoo

The Brookfield Zoo property is located on the east end of the corridor. This Plan supports the continued operation of the Brookfield Zoo, and recommends that a healthy partnership between the Village of Brookfield and the Brookfield Zoo be maintained. In particular, transportation recommendations would strengthen the Village-Brookfield Zoo partnership.

### Redevelopment Opportunity Sites

Redevelopment sites are located within subareas and can be evaluated for their long-term utility. Significant improvements to specific properties may extend the existing building's useful life as well as maintain consistency of character in defined areas. Site and building improvements may include façade, signage, and landscaping improvements. The Village should conduct a detailed market analysis for future development in the subarea as interest develops.

# SUBAREA IMPROVEMENT PLAN

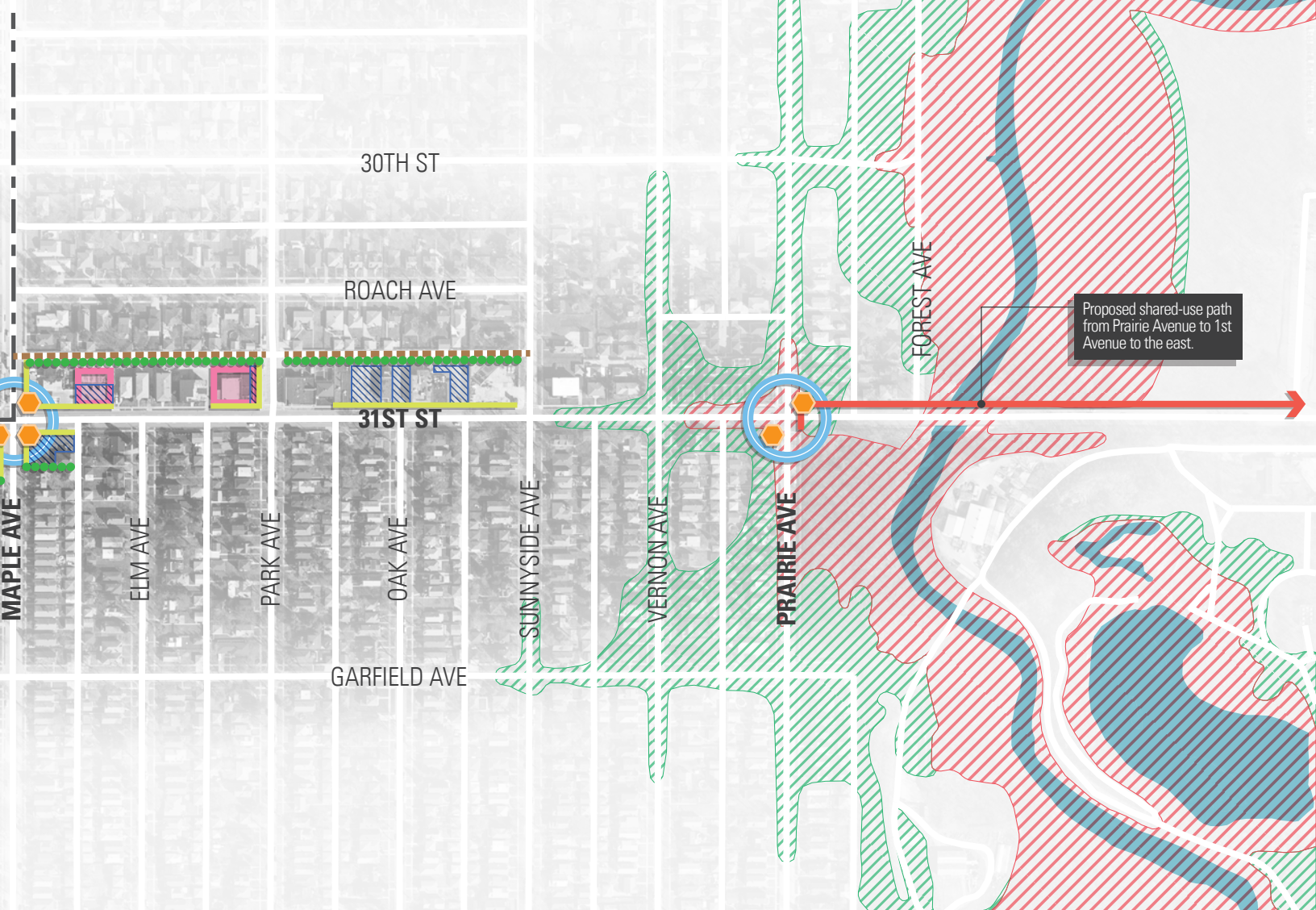


## Transportation and Circulation

The safe and efficient movement of vehicles is an important consideration within the 31st Street corridor as it is an approach route to Brookfield Zoo and a major collector street connecting residents to regional arteries. Opportunities to improve multimodal safety and efficiency along 31st Street should be evaluated as (re) development occurs along the corridor. As the Village considers (re) development proposals for property along the corridor, technical review of the proposed site design should consider the following multi-modal access and amenities:

- Site design should aim to protect, preserve and stabilize adjacent residential neighborhoods. Opportunities to minimize potential cut-through traffic or neighborhood parking impacts should be identified through site design.
- To the extent possible through alley access, driveway consolidation, and cross-access with adjacent properties, full-access driveways to 31st Street should be limited and utilize appropriate spacing.

- Site layout should be of a pedestrian scale and aim to separate vehicular and pedestrian/bicycle traffic to the extent possible. Often, this can be done by offsetting the building to one side of the parcel, allowing the sidewalk connections to be made from the public sidewalk directly to the front door without crossing a vehicular drive aisle. Alternatively, crosswalks on private property should be considered to facilitate on-site pedestrian circulation.
- Where viable, shared parking should be considered for commercial and multi-family (re)developments in order to minimize large parking lots which inhibit pedestrian and bicycle connectivity between the sidewalk or shared-use path and the site. Shared parking works best when each land use sharing a parking lot have different time periods of peak parking demand. For example, an office may share a parking lot with a multi-family apartment. The peak parking demand for the former is daytime and that for the latter is nighttime.

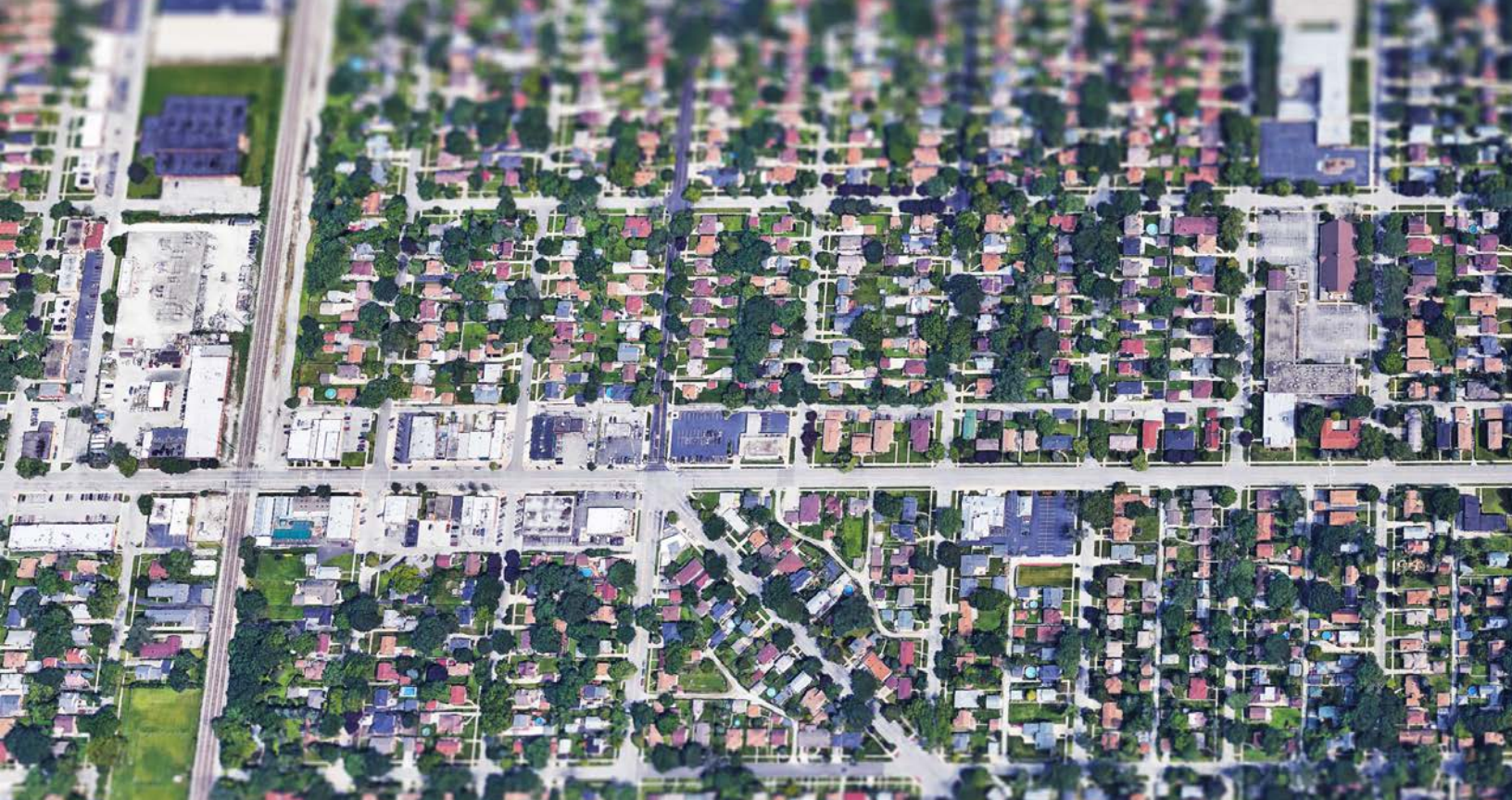


- Identify opportunities to enhance the existing sidewalk along 31st Street from Prairie Avenue to Golfview Road as identified by the Brookfield Active Transportation Plan. A preferred sidewalk width of 8-10 feet is recommended for areas with high pedestrian activity. Furthermore, opportunities to enhance pedestrian comfort and safety should be identified, including buffers such as trees, planters, or street furniture (e.g., bench, trash receptacle, informational kiosk).
- Right-of-Way should be preserved or dedicated to accommodate a shared-use path and sidewalk with an appropriate parkway along the following segments as identified in the Brookfield Active Transportation Plan from 31st Street from Golfview Road to Prairie Avenue; and 31st Street from Golfview Road to 1st Avenue.
- Right-of-Way should be preserved or dedicated in order to facilitate installation of bus shelters for Pace Suburban Bus Route 331. Per the Brookfield Active Transportation Plan, potential shelter locations have been identified for the north and south sides of 31st Street at Golfview Road.

In addition to private (re)investment opportunities, the Village should prioritize the public improvements identified in the Brookfield Active Transportation Plan. Where appropriate, these improvements should be coordinated with other Village projects such as the Street Replacement Program or other capital projects identified in the Capital Improvements Plan.

### Evaluating Parking Requirements

The existing commercial lots are characterized by narrow lots with shallow depths. Lot depths are approximately 125 feet. Businesses would most likely have to acquire adjacent lots in to fit a parking bay at the rear of the building. Although redevelopment opportunities exist for the 31st Street corridor, the Village should evaluate its existing parking requirements. This is necessary to understand whether the parking ratio is flexible enough to accommodate businesses subject to the existing lot-size constraints.



## Corridor Appearance and Design

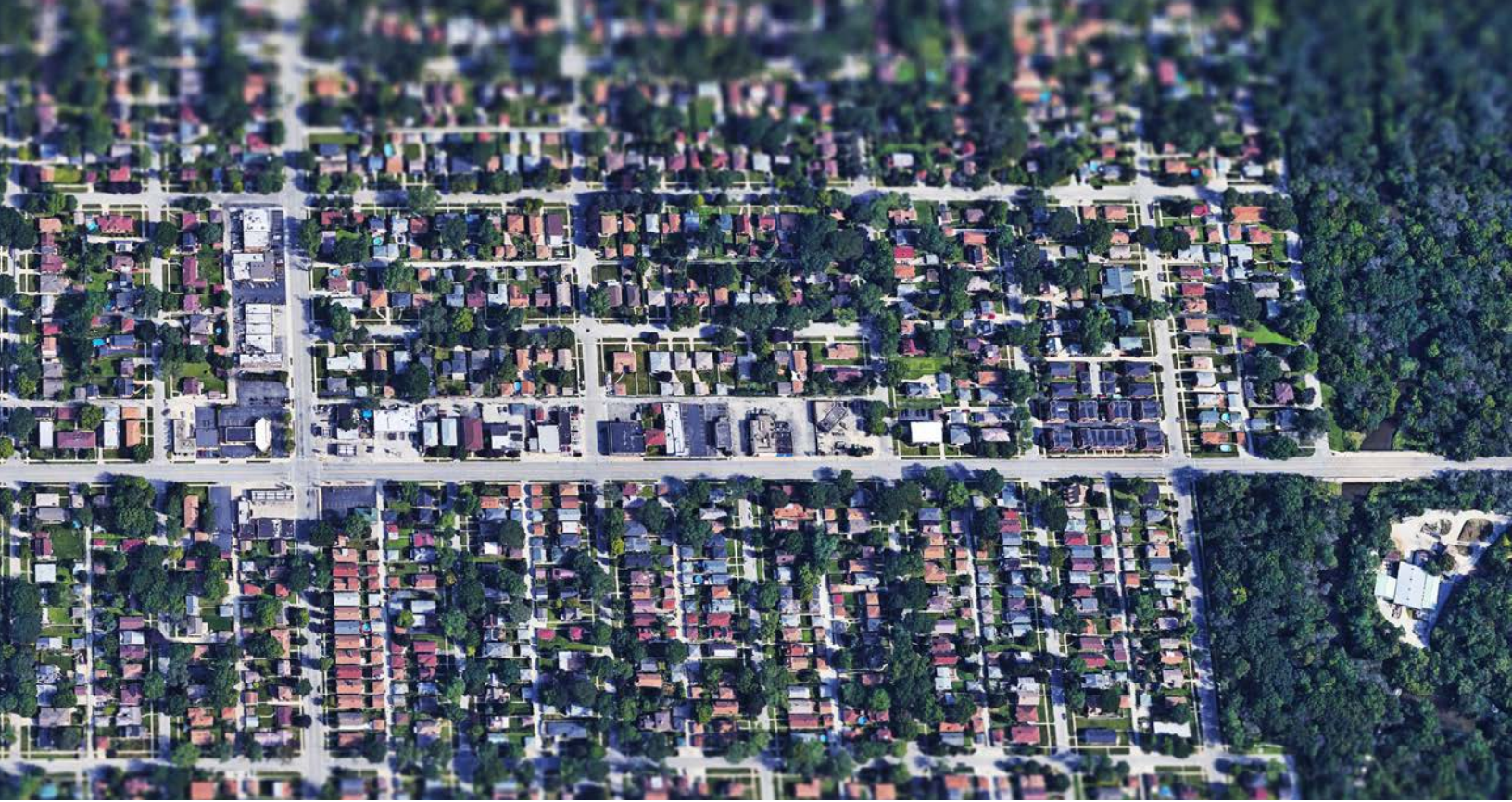
31st Street is differentiated from other major corridors in the Village because of its mix of land uses. Efforts should be taken to create a more inviting and attractive corridor for both automobiles and the pedestrians. Improvements could include street trees, planters, landscaping, vehicular scale and pedestrian scale light fixtures, sidewalks, crosswalks, and other pedestrian improvements such as street furniture and trash receptacles.

## Key Intersections

Although the configuration of the 31st Street roadway is likely to remain the same, there are opportunities to improve the overall streetscape design and beautify the corridor. The Village should coordinate its annual budget to prioritize and implement a streetscape strategy at major cross-street intersections to improve the corridor's appearance and emphasize its unique identity.

## Overhead Utility Lines

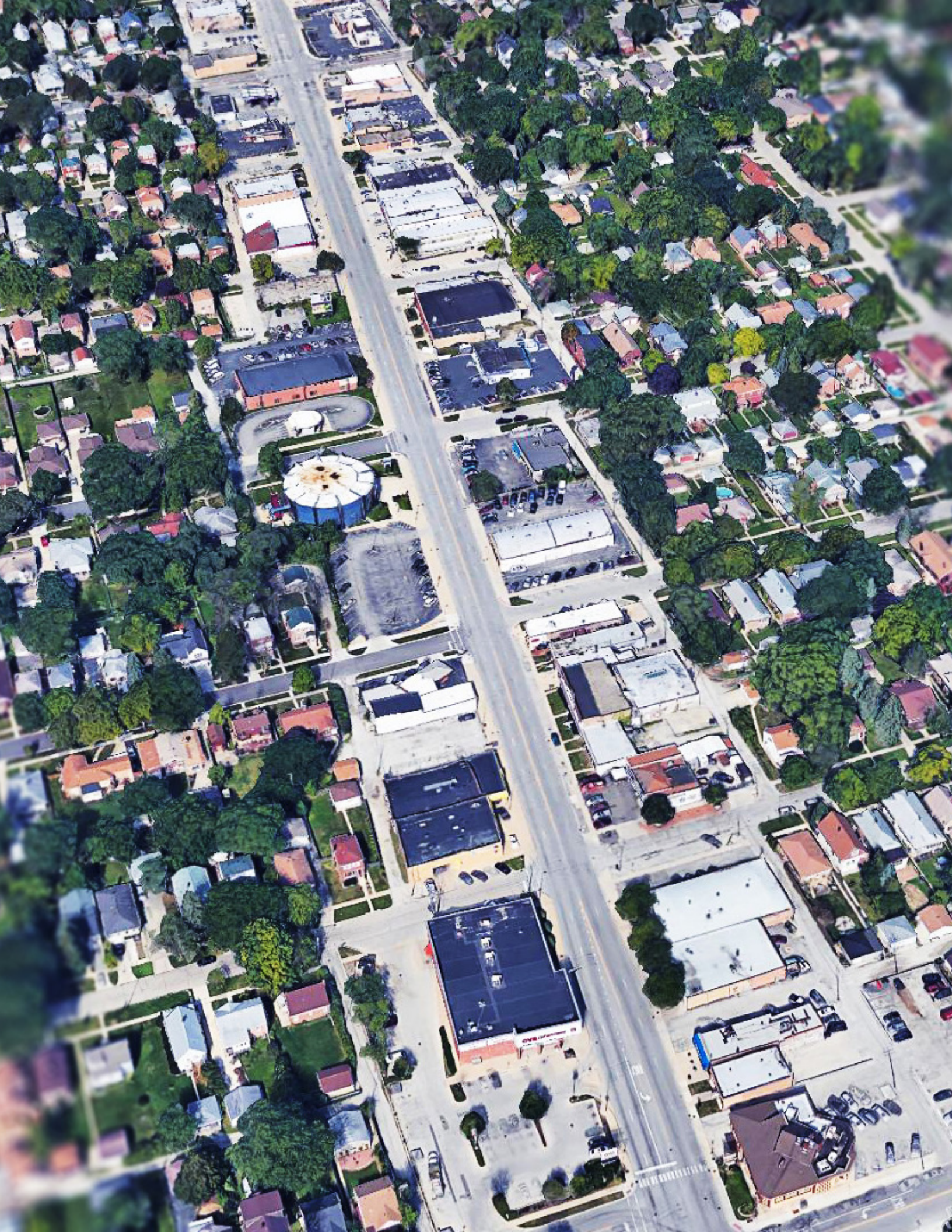
Overhead utility lines are present in some prominent and visible locations within the 31st Street corridor. Although some are out of view, located at rear of properties, some are located along the front yard, parking lot, or right-of-way. It is recognized that overhead utility lines are a necessary component of development, but they do detract from the character and appearance of the corridor. In some instances, they can be constraints for redevelopment. The Village should work with utility companies and property owners/developers to bury or relocate overhead utility lines as site redevelopment and roadway improvements occur.



### Gateway Opportunity

31st Street is a regional collector and connects major destinations including the Brookfield Zoo and Salt Creek trailhead. The corridor also connects Brookfield with La Grange Park to the west, providing an opportunity for the Village to welcome visitors and tourists into the community. A gateway area should be established at the intersection of 31st Street, Grand Boulevard, and Kenman Avenue. Another second gateway can be created further east of the corridor at the intersection of 31st Street and 1st Avenue. The design of the gateway could incorporate signage, landscaping, lighting, public art, and other vertical design feature. The following are reference images for gateway designs.





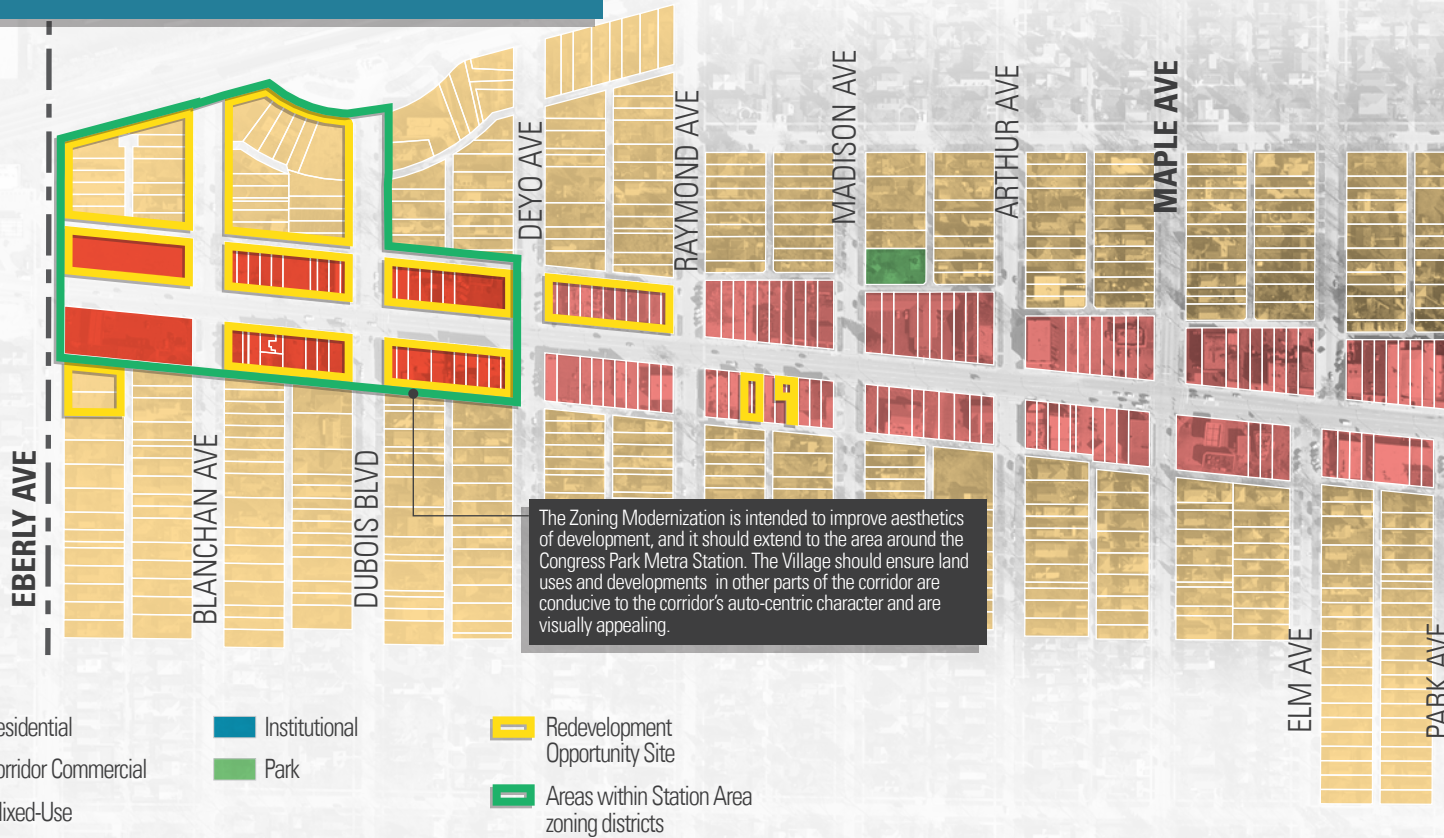


## OGDEN AVENUE

The Ogden Avenue corridor extends from Custer Avenue to East Avenue and incorporates all parcels fronting Ogden Avenue. In the 2020 Master Plan, some residential areas adjacent to commercial uses along Ogden Avenue were identified for potential commercial and parking area expansion or transition areas.

Consideration should be given to coordinating a balance of land uses. Long-term redevelopment opportunities along Ogden Avenue should be considered where conversion of existing land uses would enhance the corridor's identity and character. Parcels along Ogden Avenue should be analyzed for their highest and best use and to ensure adjacent neighborhoods are preserved.

# OGDEN AVENUE SUBAREA PLAN LAND USE FRAMEWORK



## Land Use Framework Plan

The Ogden Avenue corridor's Land Use Framework Plan closely reflects the existing development patterns. This corridor is predominately commercial, oriented towards the regional traffic with a mixed-use node near the Congress Park Metra Station.

### Residential

The Ogden Avenue corridor is bordered by residential neighborhoods on both the north and south sides. The residential neighborhoods are among the community's best assets and should be protected from negative impacts associated with the busy auto-oriented commercial corridor.

### Parks

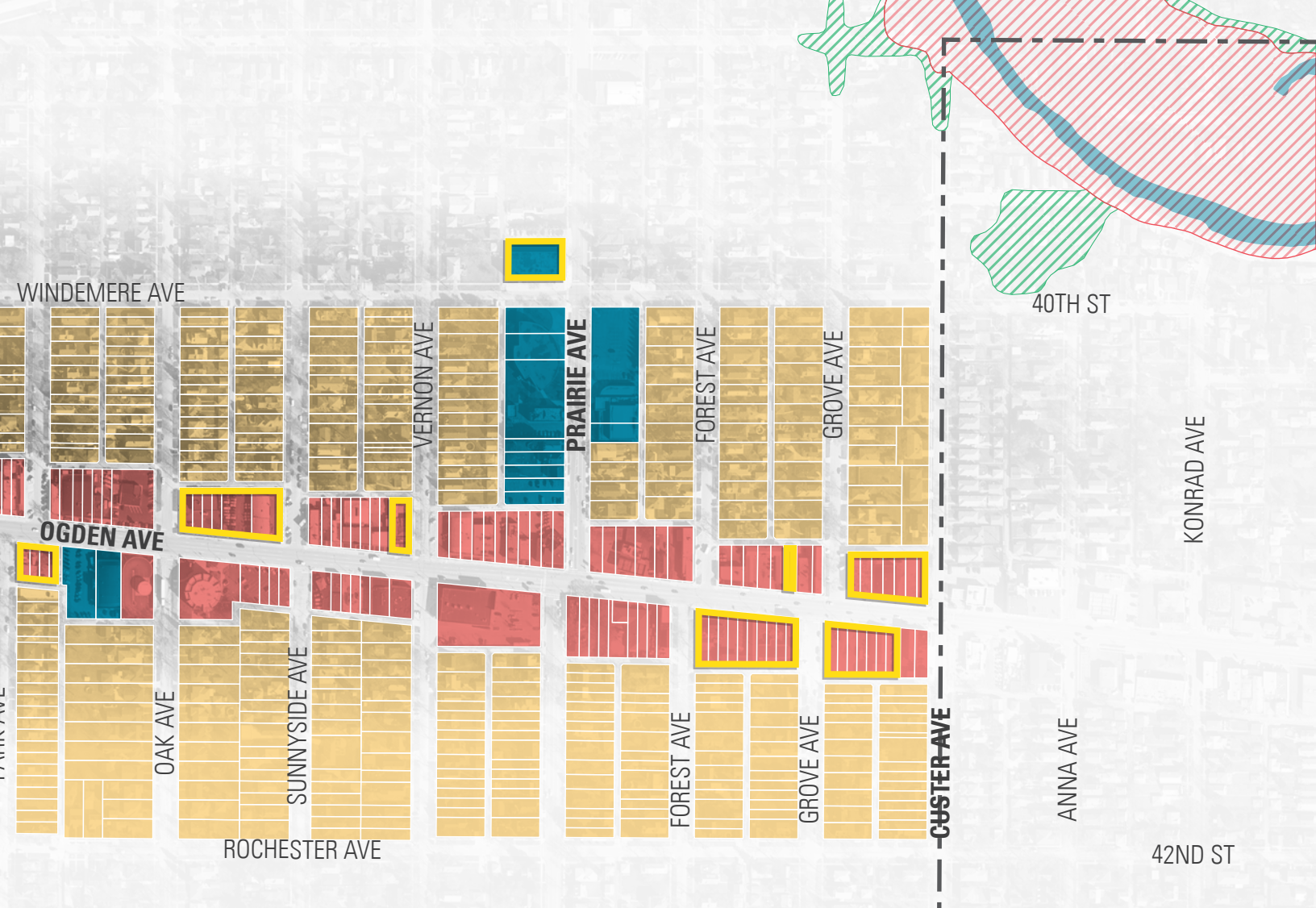
Madison Avenue Tot Lot is a small park on the northern edge of the corridor. Parks are an important component of a healthy neighborhood. Like the adjacent residential neighborhoods, Madison Avenue Tot Lot should be protected from commercial impacts.

### Institutional

Institutional uses include churches, schools, and all Village owned property. Existing community facilities may remain in the corridor, but if the use changes, the site should be redeveloped as corridor commercial. As a primary commercial corridor within the community, future tax-exempt uses should be strongly discouraged.

### Corridor Commercial

Corridor commercial consists of a broad range of retail, commercial, personal service and office uses that accommodate local and regional customers. Restaurants, banks, grocery stores, dry cleaners, service stations, and medical offices are examples of the uses that should continue to be developed on properties fronting Ogden Avenue. Light industrial uses, auto-body and repair garages, and vehicle storage, are considered incompatible with the corridor's commercial character. Amending the Village's zoning ordinance could discourage such uses along Ogden Avenue. If such uses remain along the corridor, the Village should work with the property owners to find ways to enhance their developments' aesthetics through landscaping, screening, signage upgrades, and other means.



### Redevelopment Opportunity Sites

Several redevelopment opportunities exist within the corridor. Sites that should be targeted for redevelopment are generally characterized by functional obsolescence, incompatible uses, vacant buildings, deterioration of structures, deferred maintenance, and under-utilization. The Village should also encourage parcel assembly within the opportunity sites to facilitate comprehensive redevelopment. New development should be attractively landscaped and constructed from high-quality materials such as brick or stone. The Village’s Zoning Modernization provides useful references on desired building architecture and massing for areas within the Station Area zoning districts.

Parking areas should be screened from view from adjacent residential homes using appropriate buffering and screening. Business signage should be attractive and subtle, with the purpose of identifying the business, not attracting customers from miles away. Building signage should be internally illuminated individual letters and free-standing signs should be monument, not pylon.

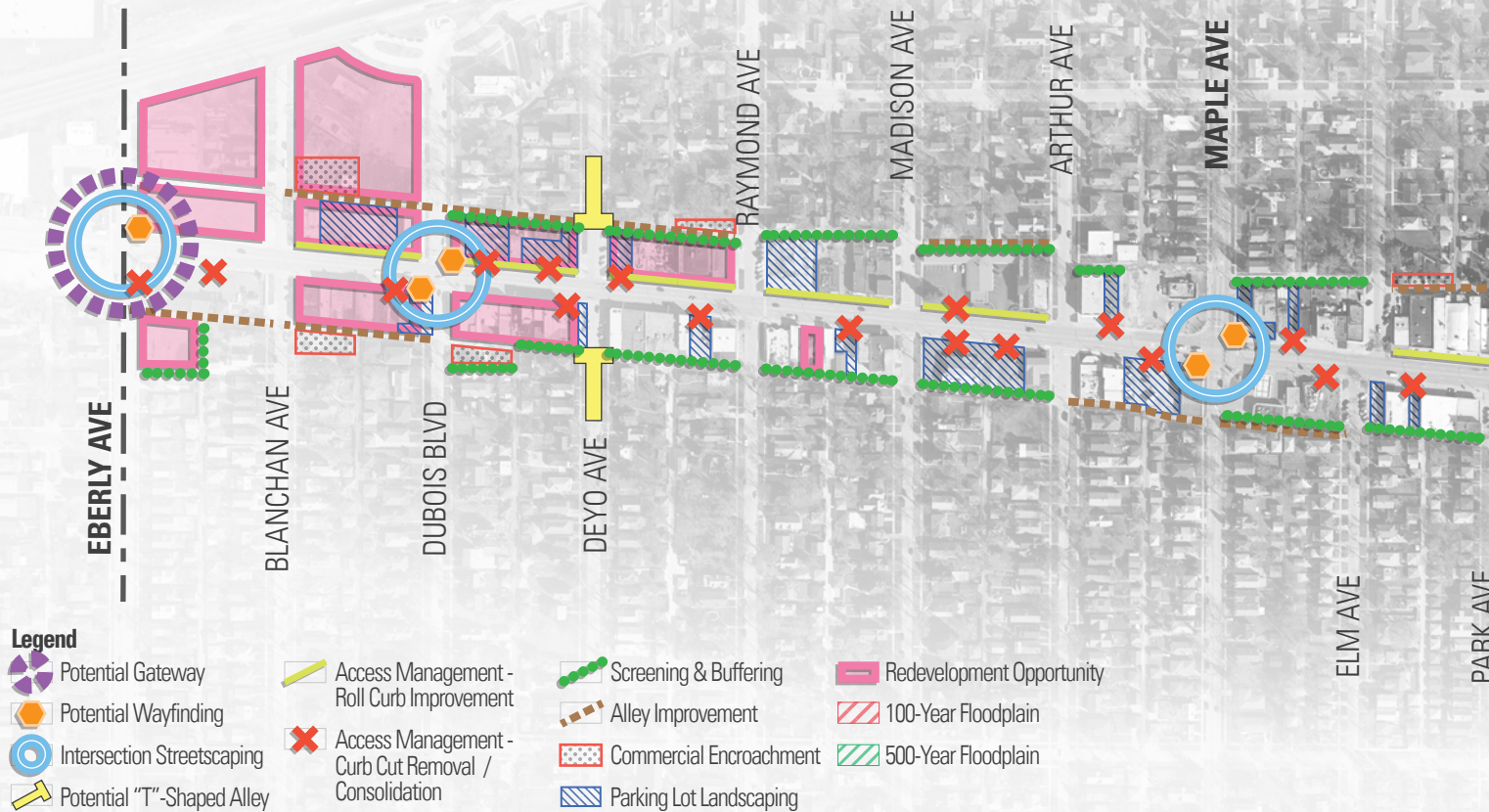
### Congress Park Metra Station

Brookfield is one of only a few communities with three Metra Stations. Congress Park, the westernmost station in the community, is less than a mile away from both the La Grange Station (0.7 miles) in the Village of La Grange and the Brookfield Station (0.8 miles) located at Prairie Avenue. The Congress Park Station is in the middle of a BNSF Freight Yard. To access the station’s platform, transit riders access a pedestrian and a staircase to reach the platform. Based on residents’ input from the outreach efforts, beautifying the Congress Park Metra Station should be priority.

Metra and the BNSF will need to evaluate potential improvements to the station and their associated costs. It should be recognized that given the station’s location, future improvements will be complicated by BNSF track and signals as well as the lack of convenient access to the station. Renovations would likely require that the station be brought into compliance with the American Disabilities Act, which would significantly increase the cost of the improvements. An alternative would be to ensure the tunnel and staircases have sufficient lighting and drainage, in addition to installing security equipment on-site to enhance the user safety. The station’s entrance can be beautified through landscaping, lighting and public art, which should be coordinated with Metra’s Community Enhancement Program.

# OGDEN AVENUE SUBAREA PLAN SUBAREA IMPROVEMENT PLAN

BURLINGTON BLVD



## Transportation and Circulation

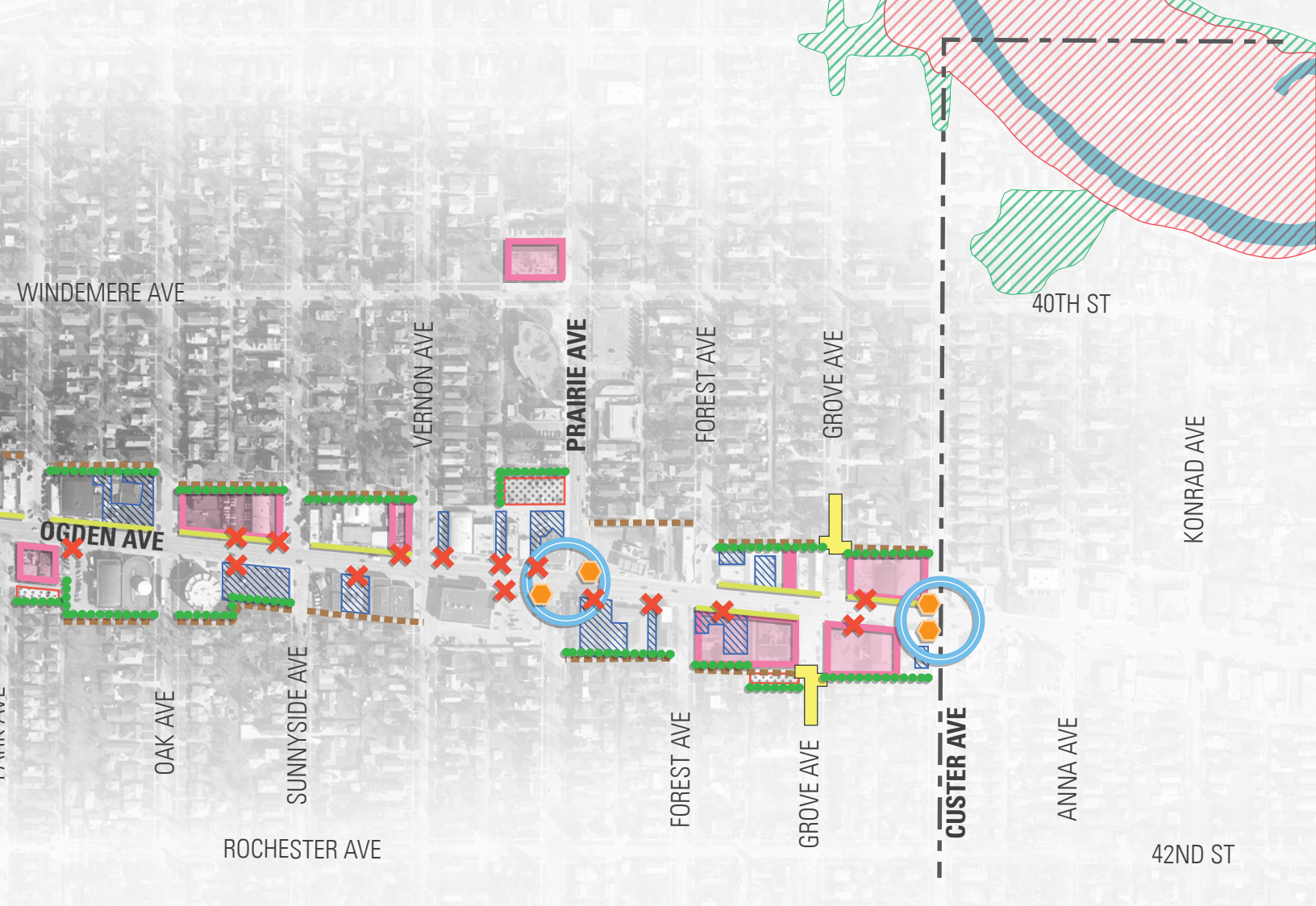
Given that Ogden Avenue is designated as a U.S. Highway, many of the following recommendations will require the Village to coordinate with IDOT for implementation.

### Street Closure / "T" Shaped Alleys

This Plan recommends limiting the number of streets that cross Ogden Avenue. Currently, every street that intersects with Ogden Avenue provides an opportunity for traffic to cross from north to south. While this provides some convenience, this may generate additional and potential points of traffic conflict. Furthermore, some of these streets occupy valuable development space for comprehensive developments along Ogden Avenue.

As a primary arterial, Ogden Avenue should have limited access to side streets to maintain efficient traffic mobility and reduce traffic spillover into adjacent residential neighborhoods. Controlled access across Ogden should be limited to East, Maple, Prairie and Custer streets. "T"-shaped alleys should be considered at Grove Avenue (both sides), Deyo Avenue (both sides), and Blanchan (north side). This configuration is preferred over cul-de-sacs, because cul-de-sacs may pose logistical constraints to Village services to residents, such as trash pick-up. In contrast, "T"-shaped alleys still provide a means for convenient access for residents near Ogden Avenue to access the corridor. As the "T"-shaped alleys are being implemented, the vacated right-of-way can be developed for off-street parking to serve commercial uses, or leased or sold for commercial redevelopment. Refer to the typical block and street cross-section diagrams on page 153. Consideration for reduced access to Ogden from adjacent side streets should be considered to:

- Reduce turning movements onto and off of Ogden
- Increase efficient flow of traffic along the corridor
- Improve controlled access points along the corridor
- Reduce traffic and circulation issues



### Curb and Gutters

Curb and gutters serve multiple functions in street design and construction. They act as a channel, leading stormwater to inlets and drains and they restrict access to areas with depressed curbs (i.e. curb cuts). Currently the curbing within the corridor consists of both roll curb and gutter, and more traditional six-inch vertical “hard” curb and gutter. A roll curb is a low, rounded curb that allows access at any point. This exists along sections of the corridor and should be eliminated along Ogden Avenue to further control access and parking and improve overall circulation and safety. All existing roll curbs within the corridor should be replaced with six-inch vertical “hard” curbing. The vertical curbing will limit access points and prevent vehicles from parking on the sidewalk. Parking on the sidewalk within the right-of-way was observed throughout some sections of the corridor.

### Existing Access and Curb Cuts

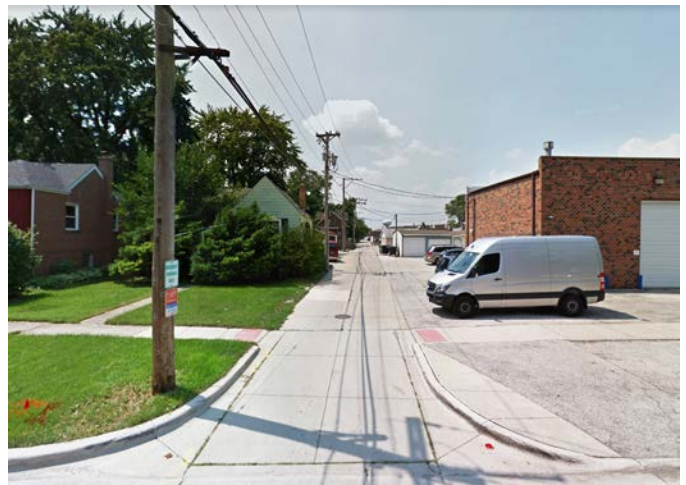
Access on the south side of Ogden Avenue was observed to be better controlled than that on the north. Access is particularly problematic where roll curbs exist coupled with parking spaces. The north side of Ogden, between Elm Avenue and Park Avenue and between Sunnyside and Vernon are the most challenging access points. All curbs should consist of six-inch vertical curbing and curb cuts should be limited to 1 or 2 points per block. Additionally, access from identified side streets should be encouraged wherever possible.

## Alleys

The rear alleys play an essential role in the operation of businesses and the overall function of the Ogden Avenue corridor. Rear alleys provide a means for service and delivery vehicles to access properties without disrupting the flow of traffic along Ogden Avenue. Alleys can accommodate unsightly but necessary business components, such as garages, dumpsters, load docks, utility boxes, and keep them out of sight from Ogden Avenue. Alleys within the Ogden Avenue corridor vary in their level of development and condition. Few alleys are fully paved. A paving program for alleys within the corridor should be developed. This program should prioritize the most important locations for alleys as well as consideration for sustainable design and materials.

## Commercial Development and Residential Neighborhoods

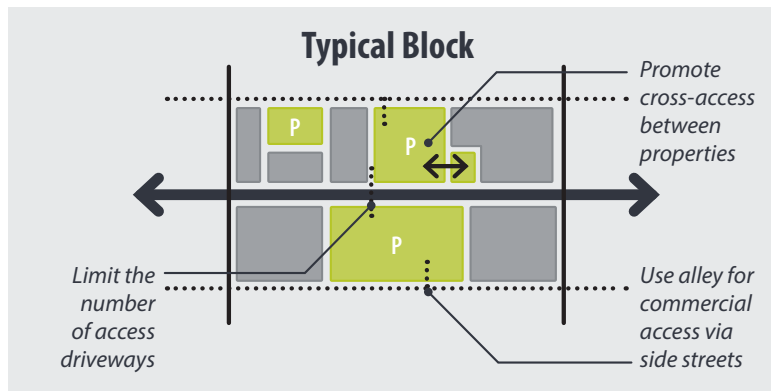
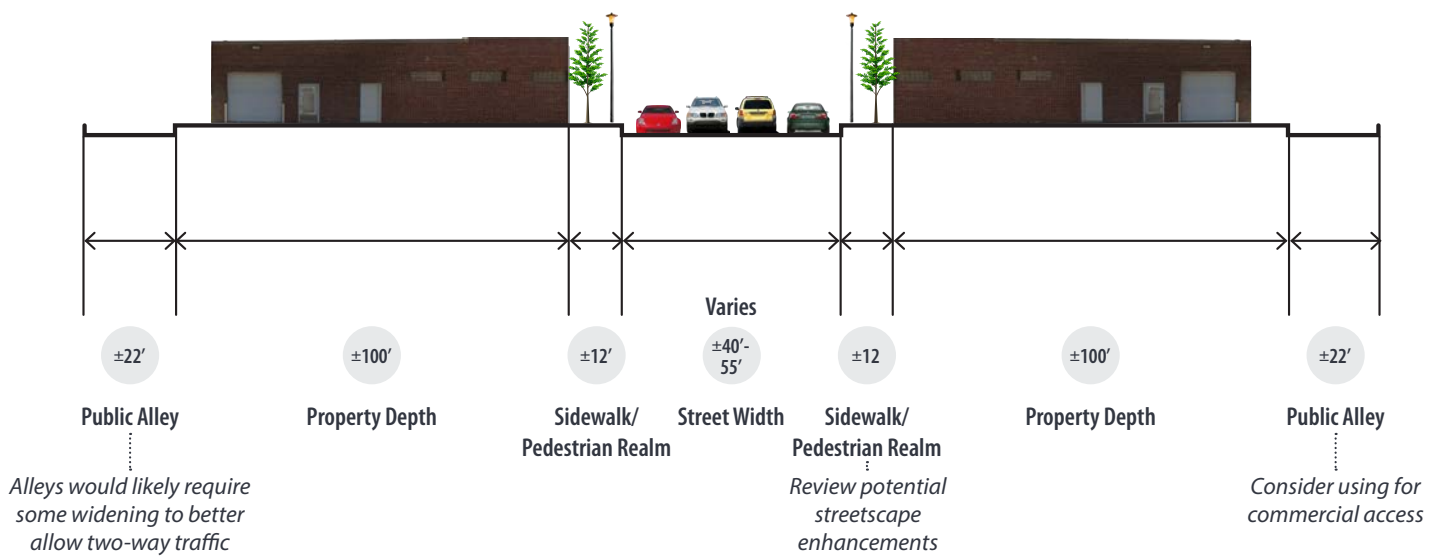
In discussions with residents, a desire for an improved Ogden corridor was expressed. Residents would like to see a revitalized area that includes modernization of facilities and infrastructure. Consideration for redevelopment of commercial parcels should consider coordination with adjacent residential neighborhoods. Should there be an opportunity for redevelopment of residential parcels to a commercial use, screening and buffering should be utilized. This type of redevelopment has occurred along Ogden with some success. As residential sites are acquired for redevelopment as a commercial use, protection of neighborhoods should be included in the developer requirements. This type of expansion may be a viable means of developing additional parking along the corridor.

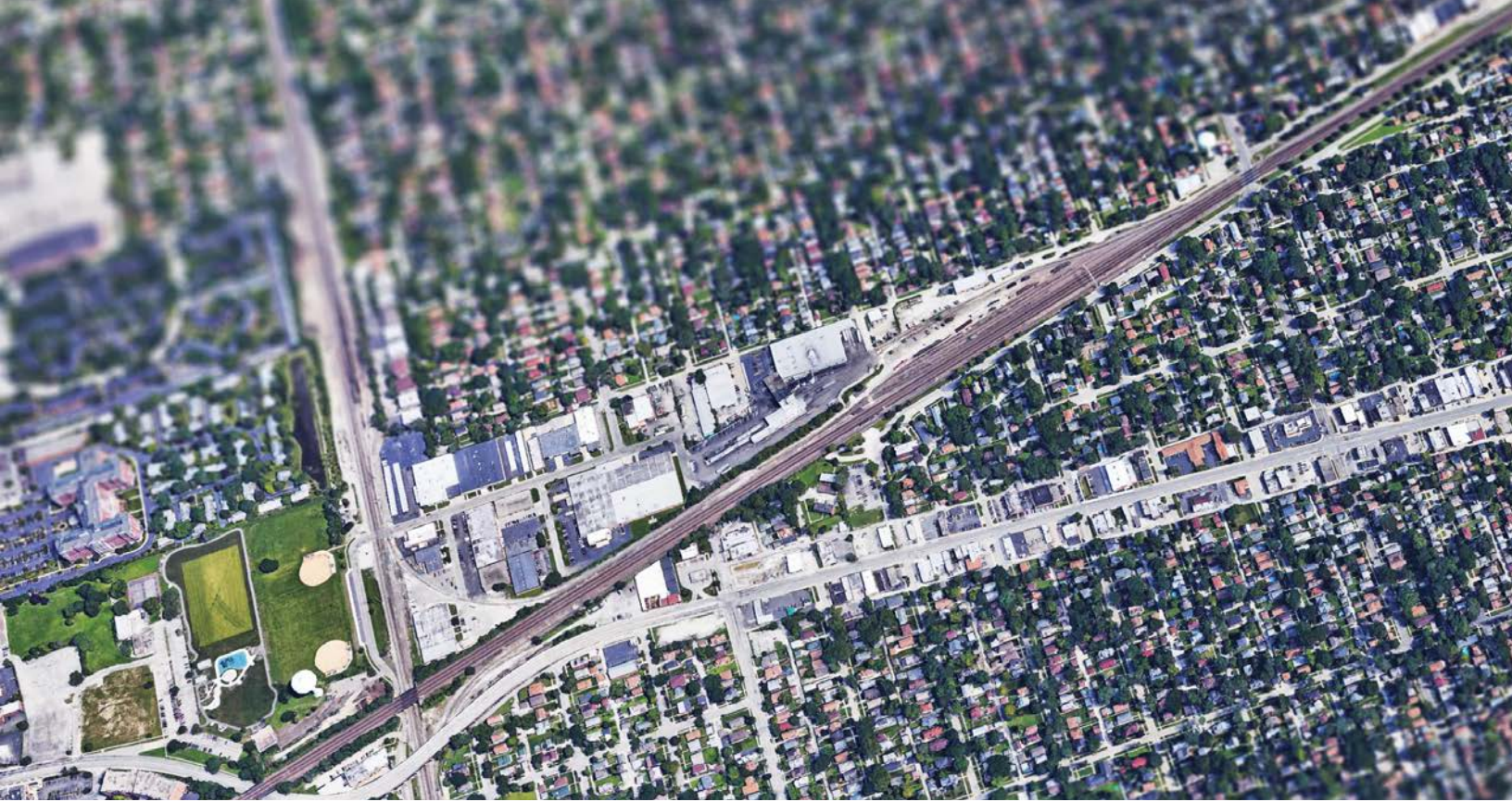


*A paved alley on the south side of Ogden Ave, between Raymond Ave and Madison Ave. Source: Google Maps*



*The parking bay is well-screened from the adjacent home despite encroaching into the residential neighborhoods. Source: Google Maps.*





## Corridor Appearance and Design

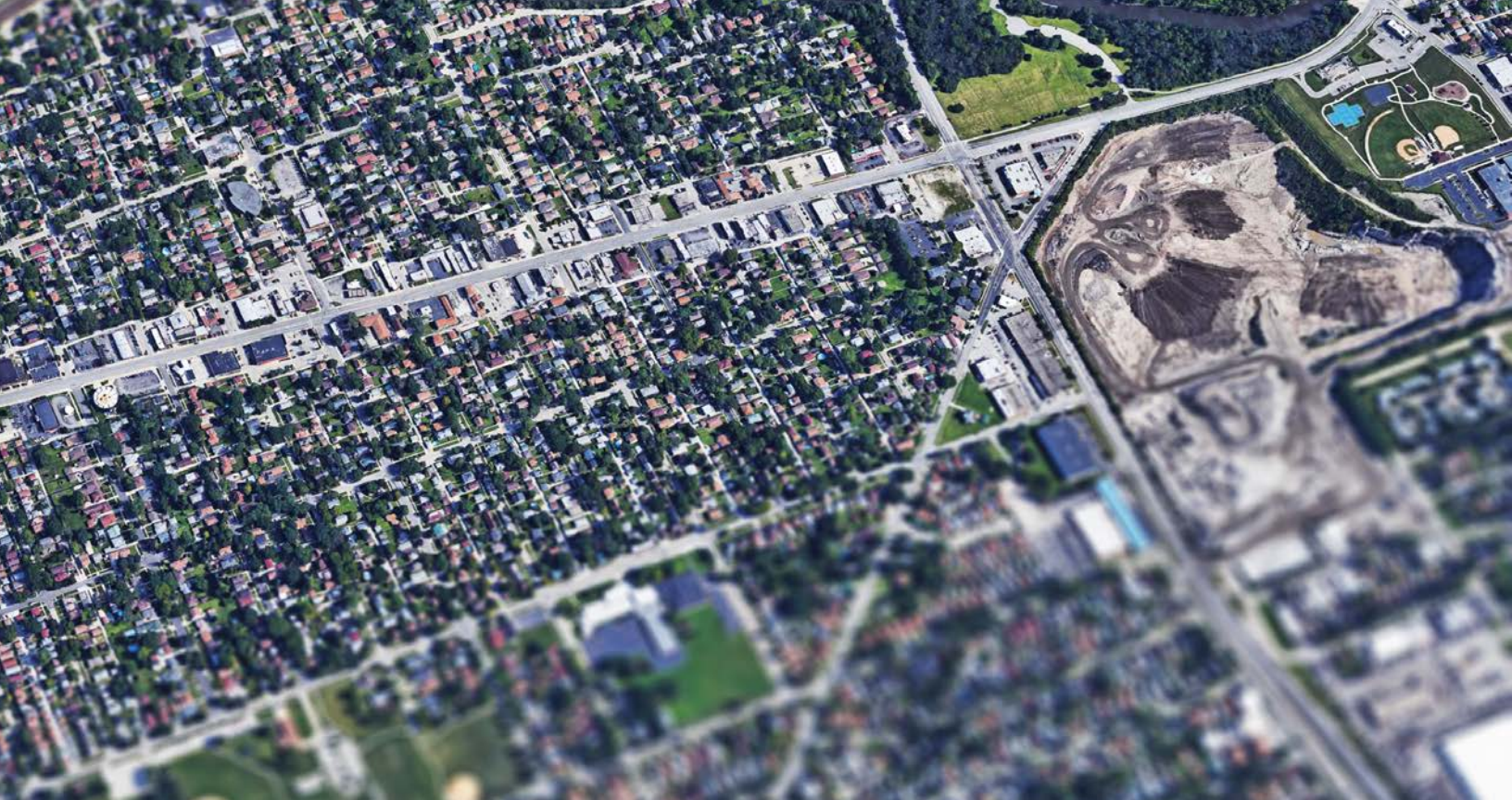
Improvements to its overall character could strengthen its market position and desirability for development. There are several strategies that could be implemented to improve the appearance of Ogden Avenue as it passes through the Brookfield community.

- Regulated business signage
- Rear utilities
- Alley improvements
- Parkway landscaping
- New/enhanced facades
- Parking lot landscaping
- Street banners
- Street lights

There is an opportunity for Ogden Avenue to accommodate new and innovative business types within the future land use and zoning framework. Increases in entrepreneurship and small business ownership provide opportunities for Ogden Avenue to become a hub of activity and vitality for new business types. Land use and zoning recommendations should be coordinated to encourage development of an 'Innovation District' within Brookfield. This new district can be responsive to resident's desire for additional non-traditional flexible work spaces.

## Integrated Program of Streetscape and Signage Upgrades

Utilizing TIF, general fund, and grant moneys, the Village should expand current efforts into an integrated program to revamp the physical appearance of the corridor. Central to this is a major overhaul of the signage ordinance to implement best practices (e.g. using Zoning Modernization's criteria) while expanding current incentives for new signage. Secondly, it should establish new banners (preferably on both sides of Ogden Avenue) to create a positive "tunnel" effect for east and west bound travelers, along with parkway landscaping or planters. These measures could involve 50/50 matching programs with the Chamber of Commerce or individual businesses.



### **Carriage Walk Reconfiguration**

Carriage walks are sidewalks that are immediately adjacent to the back of curb along a roadway. They offer no protection and are intimidating for pedestrians. Carriage walks are particularly dangerous along some segments of the corridor where rolled curbs are installed. Carriage walks are representative of past planning and development practices. This Plan recommends reconfiguring all sidewalks that are close to Ogden Avenue to align further from the road, where permitted, to separate pedestrians from vehicular traffic and to provide for the installation of appropriate landscaping within the parkway.

### **Community Gateway**

Ogden Avenue plays a key role in the regional transportation network. Consequently, it is by far the busiest street in Brookfield. On average, nearly 18,100 vehicles travel along Ogden to destinations within and beyond Brookfield daily. Thus, the Ogden Avenue corridor is critical in shaping users' perception towards Brookfield. This presents an opportunity to install visible and aesthetically pleasing gateways at the intersections of Ogden Avenue at Eberly and Custer. These gateways should announce "entry" into the corridor and welcome visitors to the Village of Brookfield. Gateways could include distinctive landscaping, signage, lighting, a small sculpture or other vertical design features.

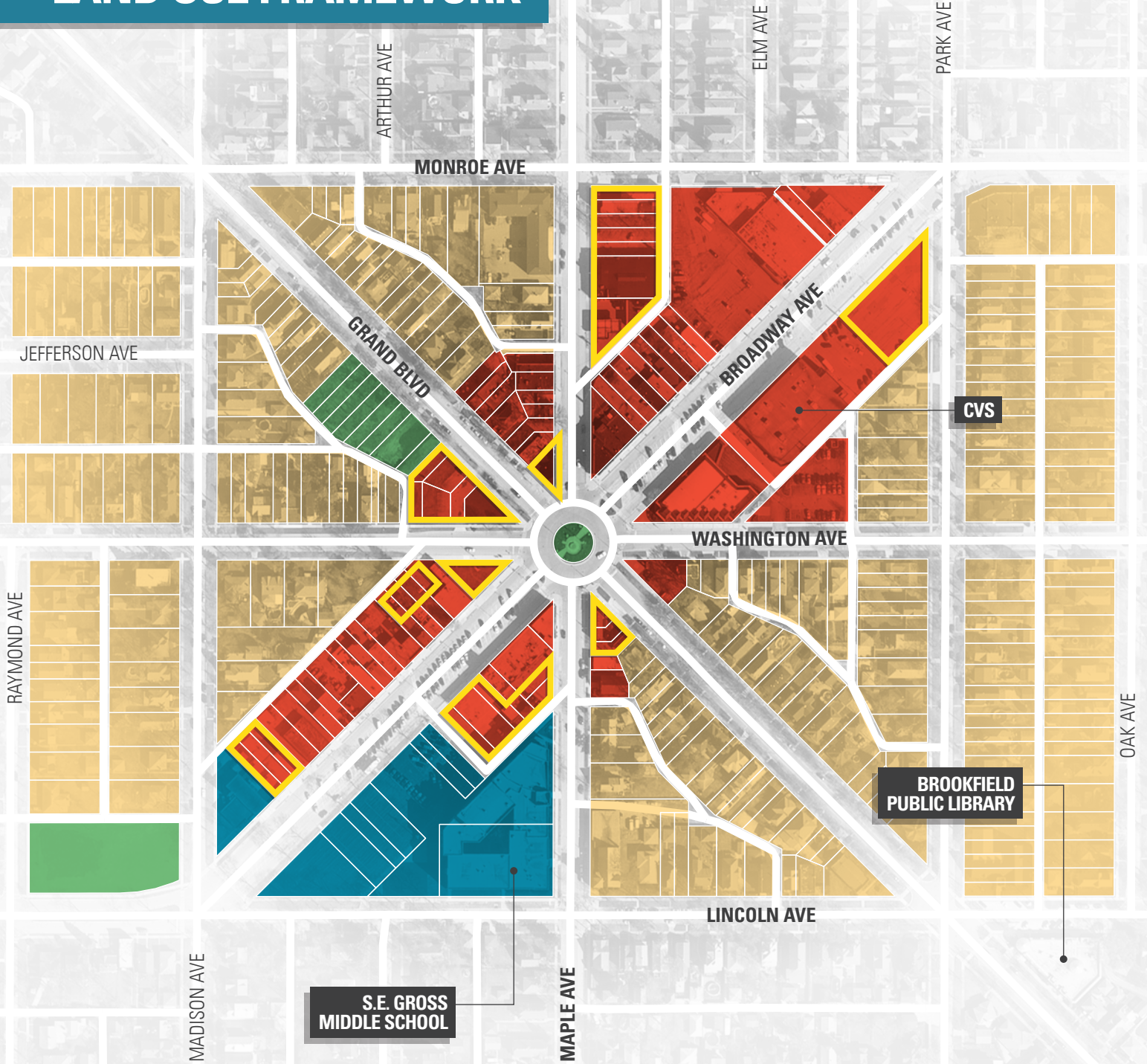




## 8 CORNERS

The 8 Corners intersection includes Grand Boulevard, Maple Avenue, Broadway Avenue, and Washington Avenue, which meet at a unique intersection dominated by a landscaped traffic circle. Each street segment houses a variety of land-uses ranging from single-family residences to commercial uses. 8 Corners is an active and popular shopping area surrounded by stable neighborhoods and anchored by the S.E. Gross Middle School.

# 8 CORNERS SUBAREA PLAN LAND USE FRAMEWORK



## Legend

- Residential
- Mixed-Use
- Parks
- Institutional
- Redevelopment Opportunity Site

## Land Use Framework Plan

8 Corners is envisioned as a neighborhood mixed-use activity center. This subarea is surrounded by single-family detached neighborhoods with a few standalone multi-family buildings nearby. The existing commercial land uses are appropriate for the neighborhood. Commercial uses include, but are not limited to: grocery store, pharmacy, salon, bank, dry cleaner, office, restaurant, and gas station. The Land Use Framework Plan discusses the most appropriate type of development in 8 Corners.

### Residential

8 Corners is surrounded by residential neighborhoods. The residential neighborhoods are primarily comprised of single-family detached housing with a few standalone multi-family apartments. They are among the community's best assets and should be screened from non-residential land uses' activities to minimize land use conflicts.

### Mixed-Use

Although it is envisioned that the commercial land uses would be open to mixed-use developments, 8 Corner's land use composition would remain similar to its current condition.

### Parks

Madlin Park is a small park located at the southwest side of 8 Corners (Madison, Broadway, and Lincoln). Like other parks, Madlin Park is important in improving residents' quality of life and should be protected from activities derived from commercial developments. Additionally, there is a community garden by the traffic circle between Grand Boulevard and Washington Avenue. This amenity is cherished by residents and should remain in 8 Corners to provide greater opportunities for people to gather.

### Institutional

Institutional use consists of the S.E. Gross Middle School, a prominent public school within the heart of Brookfield, a fire station, library, and several churches. These land uses are to remain in 8 Corners. If smaller institutional land uses, such as the churches, were to close or be relocated, these areas should be redeveloped/reused for commercial uses.

### Redevelopment Opportunity Sites

8 Corners possesses several redevelopment opportunities, including the former bowling alley (now owned by the Village). The Village can encourage parcel assembly within the opportunity sites to facilitate comprehensive redevelopment. New development should be attractively landscaped and constructed from high-quality materials. The Village's Zoning Modernization provides useful references on desired building architecture and massing for areas within the Station Area zoning districts.

Parking areas should be screened from view from adjacent residential homes using appropriate buffering and screening. Business signage should be attractive and subtle, with the purpose of identifying the business for approaching customers nearby.



## Existing Transportation Network

Despite the existing traffic control devices in the study area, many residents commented during the public meetings that the area is difficult to traverse as a pedestrian or bicyclist due to the diagonal alignments of streets such as Grand Boulevard and Broadway Avenue. The resulting large intersection has more than four legs which is difficult to navigate for pedestrians. A summary of the key transportation features of 8 Corners is provided below.

### Street Character

Broadway Avenue is a boulevard street with a concrete center median and diagonal parking spaces in the middle of the street. This parked median creates a refuge for pedestrians crossing the approximately 80-foot street pavement width. While the sidewalks are over 10 feet in width, the presence of driveways for off-street parking or delivery lanes results in interrupted pedestrian mobility and an uncomfortable pedestrian environment. The existing mid-block crossings on Broadway Avenue are useful to break up the long block, and provide dedicated crossing locations near S.E. Gross Middle School. Streetscape elements, including street trees and benches, are located sporadically along the street.

Washington Avenue, Grand Boulevard, and Maple Avenue are streets that culminate in 8 Corners. Washington Avenue and Grand Boulevard are predominately alley-loaded residential streets, despite the commercial uses in the area immediately surrounding the intersection. There are few curb cuts to interrupt the flow of pedestrians along these sidewalks. Parallel and angled parking is provided along Grand Boulevard, serving as a buffer between pedestrians on the sidewalk and vehicle travel lanes. Similarly, the parallel parking provided along Maple Avenue provides a buffer for pedestrians along the sidewalk.



### **Traffic Circle**

The traffic circle formed by the intersection of eight streets adds an interesting aesthetic feature to this area and serves as a traffic calming device. The traffic circle encourages reduced travel speeds, which is an important function as 8 Corners experiences a high volume of traffic. This is largely attributable to Maple Avenue which connects Brookfield to both its northern neighbors and the Eisenhower Expressway (I-290). While the traffic circle plays a key role in the mobility of residents and visitors, it also presents a challenge. The lack of directional signage and clear pedestrian paths make the area confusing to traverse, especially for first-time visitors. Regulatory signage and striped crosswalks are currently provided for each leg of the intersection, however opportunities to enhance this key multi-modal node were identified through the Brookfield Active Transportation Plan.

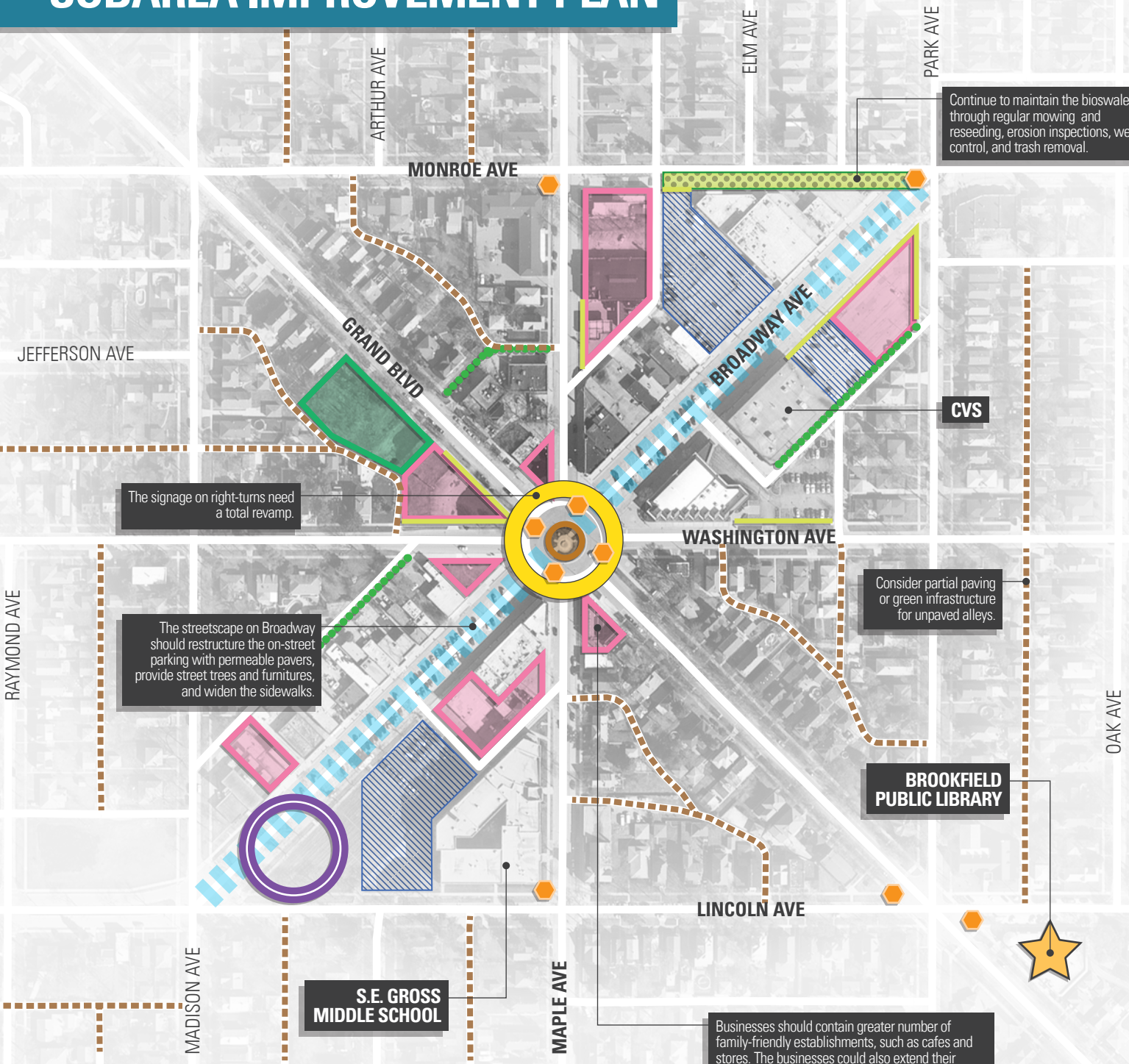
### **Broadway Avenue**

To further enhance the pedestrian experience, sidewalks should be screened from adjacent parking lots through perimeter landscaping and parkway trees. The Village should also consider transparency levels for ground-level facades of commercial buildings in order to allow visual access to active interior uses that create interest for pedestrians and strengthen the relationship between the public and private space. Such transparency standards would mirror the requirements along Grand Boulevard per the Zoning Modernization Ordinance.

### **Parking**

There are approximately 500 on-street parking spaces in 8 Corners. On-street parking along the adjacent residential streets is limited to permit only between 7 and 9 AM, or to residents only. The largest concentration of on-street parking is along Broadway Avenue, where approximately 270 diagonal parking spaces line the concrete center median. Alleys lead to off-street parking for many businesses and most of the residences in the area.

# 8 CORNERS SUBAREA PLAN SUBAREA IMPROVEMENT PLAN



The signage on right-turns need a total revamp.

The streetscape on Broadway should restructure the on-street parking with permeable pavers, provide street trees and furnitures, and widen the sidewalks.

Continue to maintain the bioswale through regular mowing and reseeding, erosion inspections, weed control, and trash removal.

Consider partial paving or green infrastructure for unpaved alleys.

Businesses should contain greater number of family-friendly establishments, such as cafes and stores. The businesses could also extend their hours to generate greater activity in the district throughout the day.

## Legend

- Intersection Improvement & Streetscape Enhancement
- Screening & Buffering
- Potential Fountain Improvement
- Southern Gateway Reconfiguration
- Alley Improvement
- Access Management
- Parking Lot Landscaping
- Bioswale Maintenance
- Potential Wayfinding
- Redevelopment Opportunity
- Potential Park / Open Space
- Brookfield Public Library Facility Improvement

## Transportation and Circulation

8 Corners is a key multi-modal node for the Village of Brookfield. This subarea provides direct access to residential neighborhoods and the commercial uses along Broadway Avenue and Grand Boulevard. Based on a review of existing conditions, and with input from the community, the following recommendations were identified to enhance the functionality, safety, and comfort of multi-modal travel in this subarea.

### Install Streetscape Enhancements Around the Traffic Circle

The circle is enhanced in the redevelopment plans with additional landscaping to make the unique traffic control device more obvious to approaching drivers. Bump-outs are used around the perimeter of the circle to reduce the crossing distance for pedestrians and therefore the number of pathways that are shared by both pedestrians and vehicles. Raised crosswalks would further define the pedestrian crossing area and alert drivers that they are in a pedestrian zone and should keep speeds low. Landscaping improves the aesthetic appearance of the area and provides shade. These elements will help reduce unsafe pedestrian pathways and create a quality pedestrian environment.

### Use Signage to Direct Approaching Motorists Through the Traffic Circle

Clear signage should be installed on the approaches to the traffic circle. Similar to the signage proposed in the downtown, this signage should provide directions to handle the traffic control device and provide information such as street names.

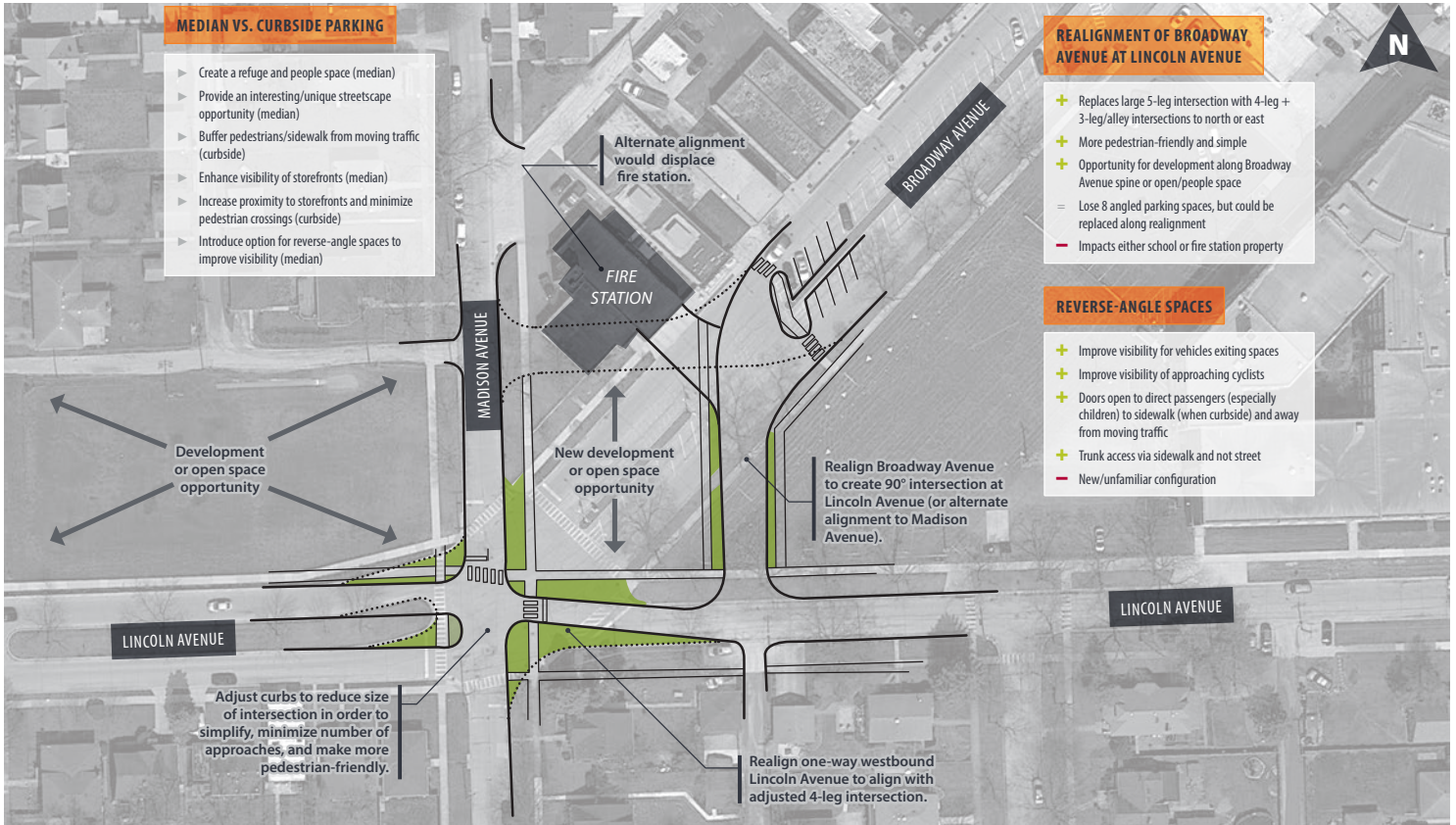
### Use Streetscape Enhancements to Improve the Pedestrian Pathways on Broadway Avenue

As previously stated, Broadway Avenue is the primary retail corridor within the 8 Corners Subarea. Enhancing the pedestrian experience along the corridor can be accomplished in a variety of ways, including installation of streetscape enhancements. The Village should consider streetscape enhancements as part of their review of future (re)development proposals for 8 Corners. These enhancements can be completed through private (re)investment, as well as capital programming.

The streetscape enhancements recommended for Broadway Avenue include use of permeable pavers for the sidewalks and installation of additional pedestrian-scaled lights. Street trees and/or planters would provide shade and improve the aesthetic appearance of the area. Street furniture, including benches and trash receptacles, are also recommended and should be placed throughout the corridor leaving ample room for pedestrians to pass in either direction.

The existing concrete center median presents an opportunity for streetscape enhancements. Opportunities to convert the concrete median to a functional landscaped area should be explored along with installation of permeable pavers in the parking areas. In addition, updated roadway lighting should be explored. Similar to the pedestrian-scaled lighting, the design of the roadway lighting should be integrated into the design and identity of the corridor.

In the near-term, existing parking lots adjacent to the right-of-way should be screened with landscaping and decorative fencing in order to enhance pedestrian safety and comfort along the corridor.



### Install Wayfinding Signs Oriented to Both Motorists and Pedestrians

Wayfinding signs should be installed for those traveling by both vehicle and on foot. These signs can provide directions to important locations in the Subarea, such as S.E. Gross Middle School, the train station; and retailers. Pedestrian-oriented signs, such as the one shown to the right, should be located where Broadway Avenue intersects with the circle.

### Limit Curb Cuts on Broadway Avenue

With redevelopment, the existing driveways to parking lots and loading zones would be shifted to adjacent alleys and side streets to minimize conflicts between pedestrians and vehicles along the primary commercial corridor.

### Shift On-Street Parking to Serve as Buffer to Pedestrians

The on-street parking that was along the Broadway Avenue median is shown along the sidewalk. In this new location, the on-street parking serves to buffer pedestrians from the street and the faster moving vehicles. The mid-block crossings are preserved and enhanced through bulb outs and raised crosswalks.

### Reconfigure Southern Gateway to Broadway Avenue

The intersection of Broadway Avenue/Lincoln Avenue/Madison Avenue serves as the southern gateway to the Broadway commercial corridor. The alignment of this five-leg intersection is currently challenging to traverse for pedestrians, bicyclists, and motorists. The Village should explore realignment opportunities to create a simplified four-leg intersection in order to reduce pedestrian crossings, and minimize conflict points, and establish a more pedestrian-scale intersection. It is anticipated the realignment would also result in a new parcel which could be utilized as a key development site or open space opportunity. As part of the realignment and as a separate near-term solution, curb extensions should be considered to simplify the intersection, reduce the number of approaches, shorten crosswalks, enhance pedestrian visibility, thereby creating a more pedestrian-friendly environment at this key commercial gateway.

## Building Character and Aesthetics

The buildings in 8 Corners can be enhanced to contribute to a more welcoming environment both day and night. Upgrading and the accompanying design guidelines can provide a framework for these improvements.

### Encourage the Construction of Multiple-Story, Mixed-Use Buildings

To better define the traffic circle, two- and three-story buildings would be desirable. These new buildings would add needed density and character to the area. The former bowling alley owned by the Village provides an important opportunity to pursue a multi-story building using high-quality finishes.

Traditional design features, such as transparency, pedestrian-oriented signage, and durable, natural materials should be utilized in their building design and construction. The upper floors of these new buildings provide opportunities for housing and live/work units, increasing the number of people in 8 Corners at various times of the day and night. Although 8 Corners is not within the Zoning Modernization's Station Area zoning districts, the ordinance does provide developers insights into desirable building design and massing in the Village.

## Regulatory Recommendations

This section provides regulation recommendations for the Village to consider and undertake to strengthen 8 Corners as an attractive shopping district and a social gathering spot for the Village's residents.

### Revise the Permitted and Prohibited Uses in the C-3 District

The first step to redeveloping the area is to ensure that the Village regulations foster and promote desired development. As with the other subareas, when creating redevelopment plans it is important to first examine the codes that shape them. Broadway and Maple Avenues north of the circle are designated C-3 Centralized Commercial District. If C-3 were to remain the designated district for pedestrian-oriented commercial areas, then it should be evaluated to ensure that appropriate uses are permitted and undesirable uses prohibited.

### Encourage New Residential Development along Broadway and Maple Avenues

Increasing the number of residential units through the addition of mixed-use buildings and new residential buildings will make the area more active both during the day and at night. New residential buildings should be appropriately located along these streets so as not to create large gaps in the flow of commercial and retail businesses.

### Create a Set of Parking Standards that are Appropriate for a Mixed-Use Pedestrian District

Parking requirements should also be examined. In a mixed-use, pedestrian-oriented area, parking standards should take into consideration on-street parking, the proximity of 8 Corners, and adjacent residential neighborhoods. Parking lots should be alley-loaded or have entrances to side streets. This is especially critical on the primary retail street, Broadway Avenue. Currently there are several parking lots adjacent to the right-of-way with curb cuts on Broadway. Until redevelopment can occur, these lots should be screened with landscaping and decorative fencing to buffer pedestrians. Existing curb cuts should be consolidated through (re) development and enactment of cross-access agreements.

### Extension of the Station Area Zoning Districts into 8 Corners

An alternative to amending the provisions in the C-3 zoning district (described in previous sections) is to introduce the Station Area zoning district from the Village's Zoning Modernization into 8 Corners. The Station Area zoning districts intend to foster mixed-use and pedestrian- and transit-friendly development. There are different "tiers" of zoning district, each varying in terms of development scale and intensity. The Village should evaluate which approach would best enable 8 Corners to build its critical mass and become a vibrant neighborhood shopping district.

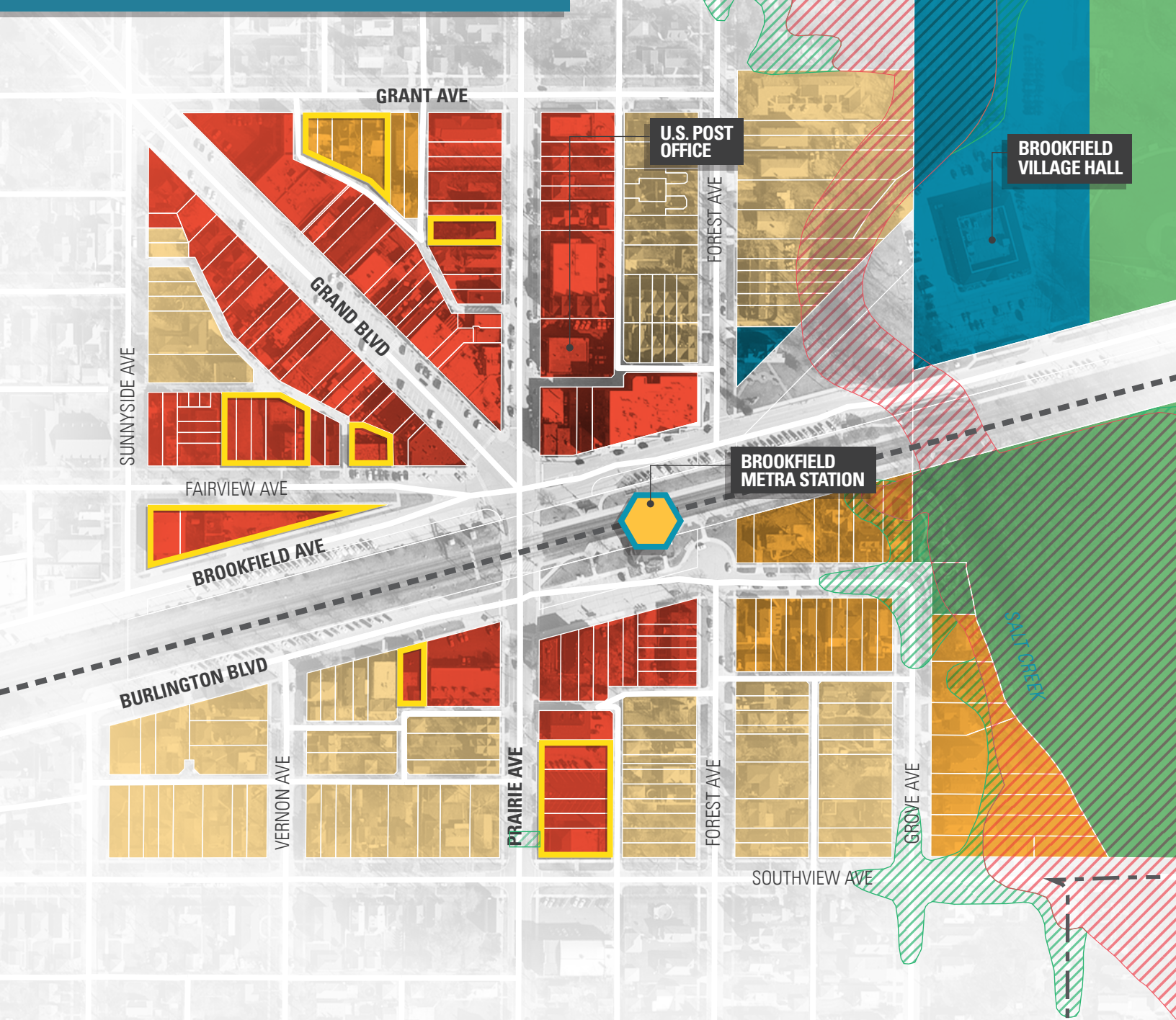




## DOWNTOWN BROOKFIELD

The Brookfield Metra Station is the primary train station for Brookfield along the Burlington Northern Santa-Fe (BNSF) railroad line. The station and platforms are in the center of the study area, which extends as far north as Grant Avenue, south to Southview Avenue, with east-west boundaries of Arden and Sunnyside Avenues.

# DOWNTOWN BROOKFIELD SUBAREA PLAN LAND USE FRAMEWORK



## Legend

- Residential
- Residential Flex
- Mixed-Use
- Parks
- Institutional
- Redevelopment Opportunity Site
- 100-Year Floodplain
- 500-Year Floodplain

## Land Use Framework Plan

### Residential

Residential land uses within Downtown Brookfield's core area would be composed of mostly multi-family buildings and upper-floor apartments within mixed-use buildings. Live/work units could be integral to Downtown Brookfield's residential land uses and provide contemporary spaces, attracting young professionals. Towards the south of this subarea, the residential buildings transition to single-family attached housing, such as rowhomes and townhomes, and single-family detached housing. In these areas, in-law units would function to better the Village's elderly population to age in place.

### Mixed-Use

Mixed-use buildings are prominent in Downtown Brookfield. Based on the Village's Zoning Modernization, the mixed-use buildings in Downtown Brookfield could yield the highest density compared to the other subareas. These buildings would be built to the front of the property line, provide ground-floor transparency for active uses, and have a varied yet attractive façade design. They also can accommodate live/work units (see page 77). Such characteristics would strengthen Downtown Brookfield's position as the community's core district. They also help build a strong and positive impression among Metra riders using the Brookfield Metra Station.

### Parks

Kiwanis Park, the community's largest park, is located just east of Downtown Brookfield by Salt Creek. Visitors in Downtown Brookfield can access Kiwanis Park via Brookfield Avenue, traveling by foot, bike, and vehicle. The presence of Kiwanis Park and its associated multi-modal trips underscores the need to improve traffic safety and user comfort along Brookfield Avenue.

### Institutional

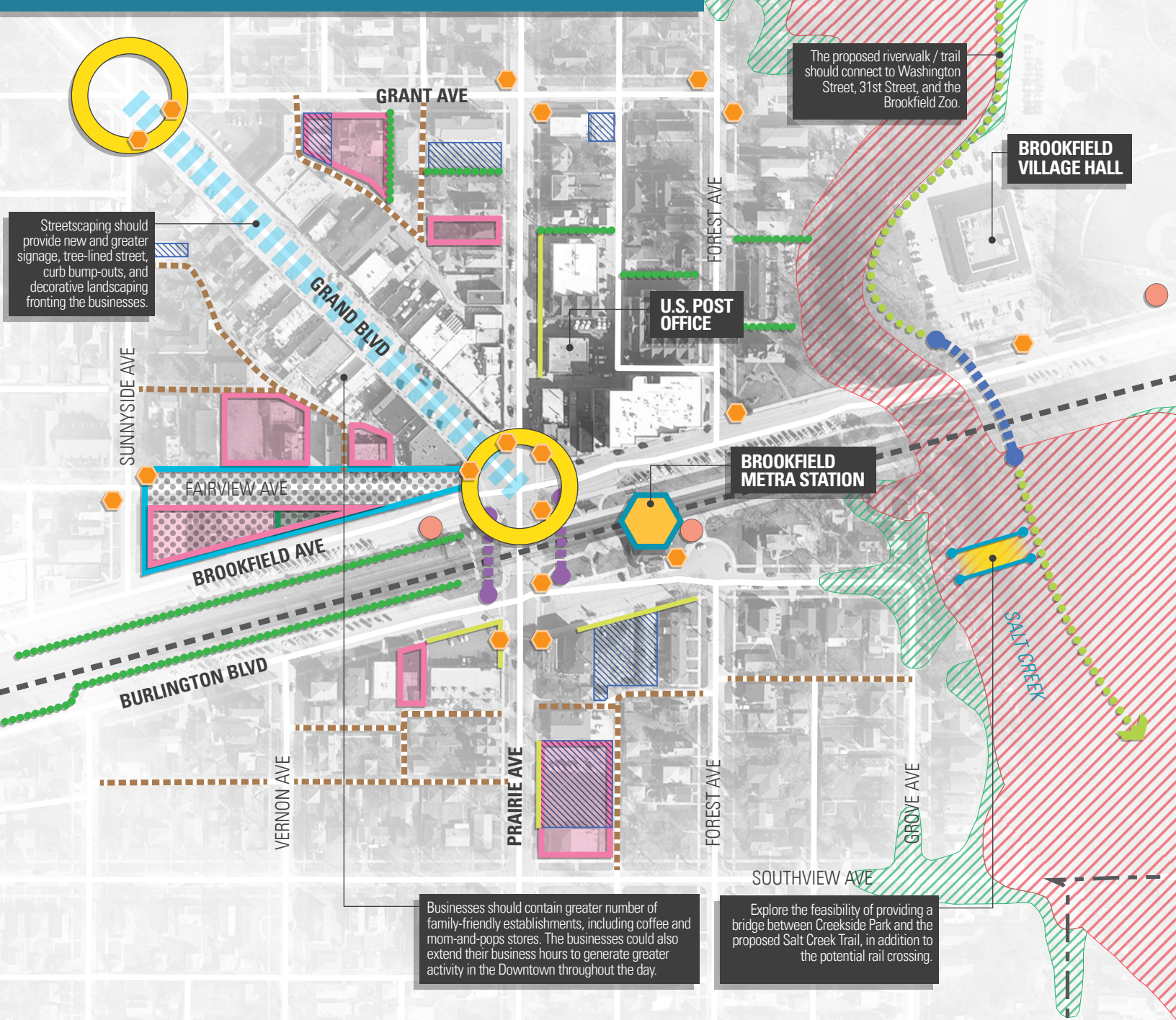
Several institutional uses are located in Downtown Brookfield, including Village Hall, U.S. Post Office, Brookfield Historical Society, and the Metra Station. Ensuring safe connections between these places within Downtown Brookfield is vital.

### Redevelopment Opportunity Sites

In addition to attractive destinations, Downtown Brookfield possesses several redevelopment opportunities to strengthen its urban fabric. During the outreach efforts, residents identified these sites for redevelopment. As new development occurs on these sites, it is crucial that the buildings follow the provisions established by the Village's Zoning Modernization Ordinance.

# DOWNTOWN BROOKFIELD SUBAREA PLAN

## SUBAREA IMPROVEMENT PLAN



Streetscaping should provide new and greater signage, tree-lined street, curb bump-outs, and decorative landscaping fronting the businesses.

The proposed riverwalk / trail should connect to Washington Street, 31st Street, and the Brookfield Zoo.

**BROOKFIELD VILLAGE HALL**

**U.S. POST OFFICE**

**BROOKFIELD METRA STATION**

Businesses should contain greater number of family-friendly establishments, including coffee and mom-and-pops stores. The businesses could also extend their business hours to generate greater activity in the Downtown throughout the day.

Explore the feasibility of providing a bridge between Creekside Park and the proposed Salt Creek Trail, in addition to the potential rail crossing.

### Legend

- Brookfield Municipal Boundary
- Metra Line
- Brookfield Metra Station
- Intersection Improvement
- Potential Wayfinding
- Potential Bike Facilities
- Access Management
- Screening & Buffering
- Alley Improvement
- Proposed Streetscape
- Potential Salt Creek Trail
- Potential River Crossing
- At-Grade Rail Crossing Improvement
- Above-Grade Rail Crossing Improvement
- Parking Lot Landscaping
- Fairview Avenue ROW Vacation & Block Reconfiguration
- Redevelopment Opportunity
- 100-Year Floodplain
- 500-Year Floodplain

## Building Design

Downtown Brookfield, as the core of the community, plays a critical role in shaping perceptions of visitors who travel to Brookfield using Metra. Building design also plays a strong role in the character of Downtown Brookfield. The following are recommendations related to building design that the Village can undertake to strengthen Downtown Brookfield's aesthetics and sense of place.

### Redevelopment Opportunities

Downtown Brookfield has a solid stock of commercial and residential buildings. Several redevelopment sites exist in this area, providing opportunities to strengthen Downtown Brookfield's urban fabric. The largest redevelopment opportunity is located at the triangular block that is bounded by Fairview Avenue, Brookfield Avenue, and Sunnyside Avenue. The block is mostly vacant. During the public outreach efforts, a number of residents expressed a preference for redevelopment of this block with preservation of open space at the block's eastern side for a park. An additional redevelopment site identified through the public planning process was the strip-mall development at the southwest corner of Burlington Boulevard and Prairie Avenue, as well as the adjacent parcel (8911 Burlington Boulevard). While the development is currently functioning, its design no longer conforms to the pedestrian-oriented and more urban fabric of Downtown Brookfield. Other redevelopment opportunities include the blocks surrounding the intersection of Grand Boulevard, Grant Avenue, and Sunnyside Avenue, and some under-utilized land uses in the block northeast of Grand Boulevard.

### Actively Enforce the Village's Zoning Modernization

The Village's Zoning Modernization designates six Station Area zoning districts for areas within proximity to the Village's three Metra Stations. One of them is Downtown Brookfield, and it is home to the most dense Station Area zoning districts (SA-1, SA-4a, SA-4b, SA-5, and SA-3). Under the Zoning Modernization, new developments would vary between pedestrian-oriented mixed-use buildings with no or minimal setbacks and single-family attached housing. Furthermore, the Zoning Modernization contains references to desired building massing, architecture, and materials. The Village should continue to actively enforce the Zoning Modernization to ensure future (re)developments conform to the Village's vision for Downtown Brookfield, in addition to extending the Ordinance into 8 Corners.

### Greater Landscaping Along the Metra Rail Line

There is considerable space between the Metra rail line and Brookfield Avenue and Burlington Avenue. This area presents an opportunity to implement additional landscaping in order to provide a buffer between the Metra rail line and adjacent residential uses. The landscaping should consist of a mix of shrubs and canopy and ornamental trees, including cherry blossoms, if possible.

### Activate the Brookfield Historical Society (BHS) Building

Additional fundraising, archival reorganization, and use for convening community events, such as Bike Brookfield, will make the BHS a more prominent space and strengthen the overall Downtown experience.



## Transportation and Circulation

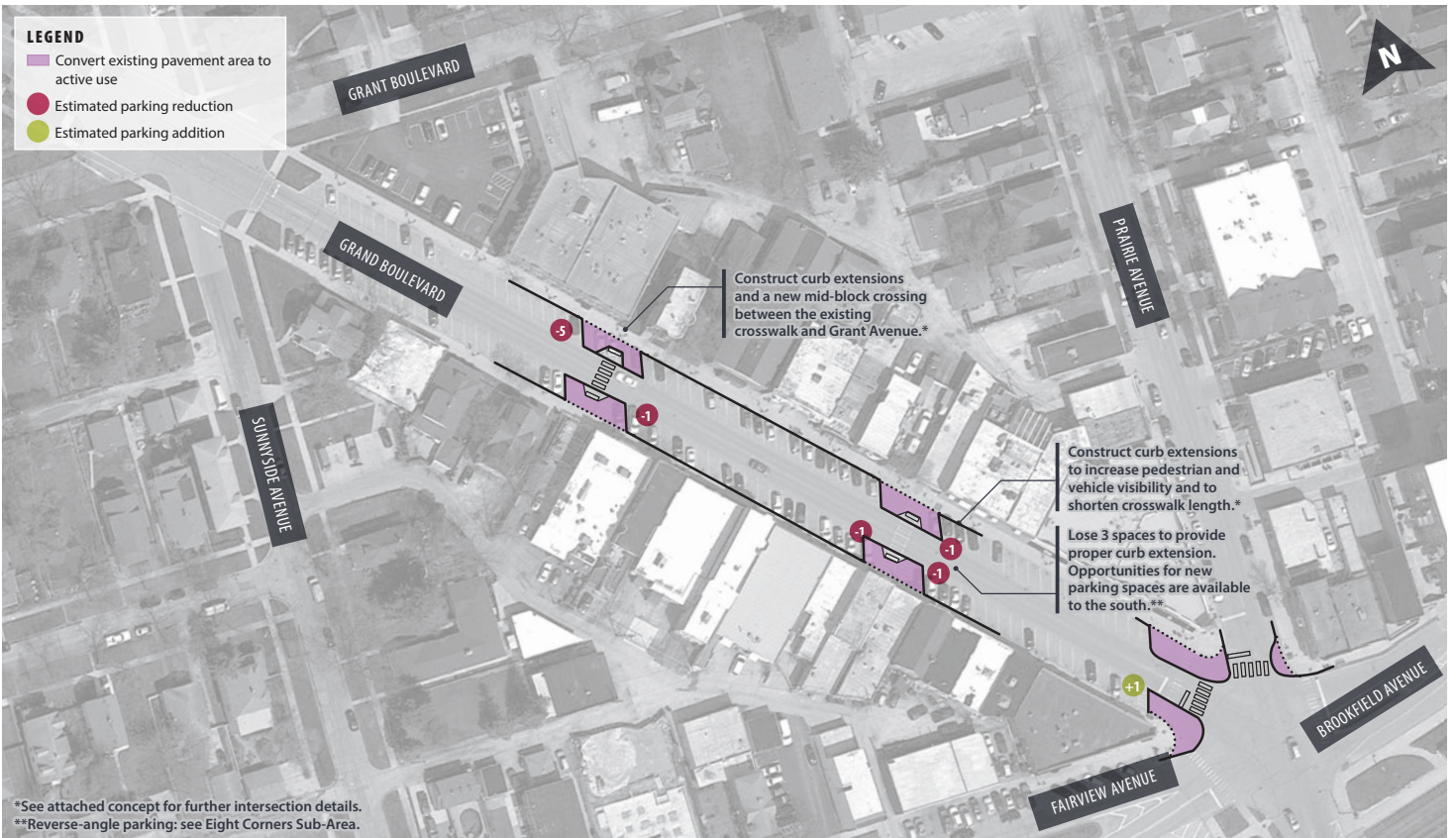
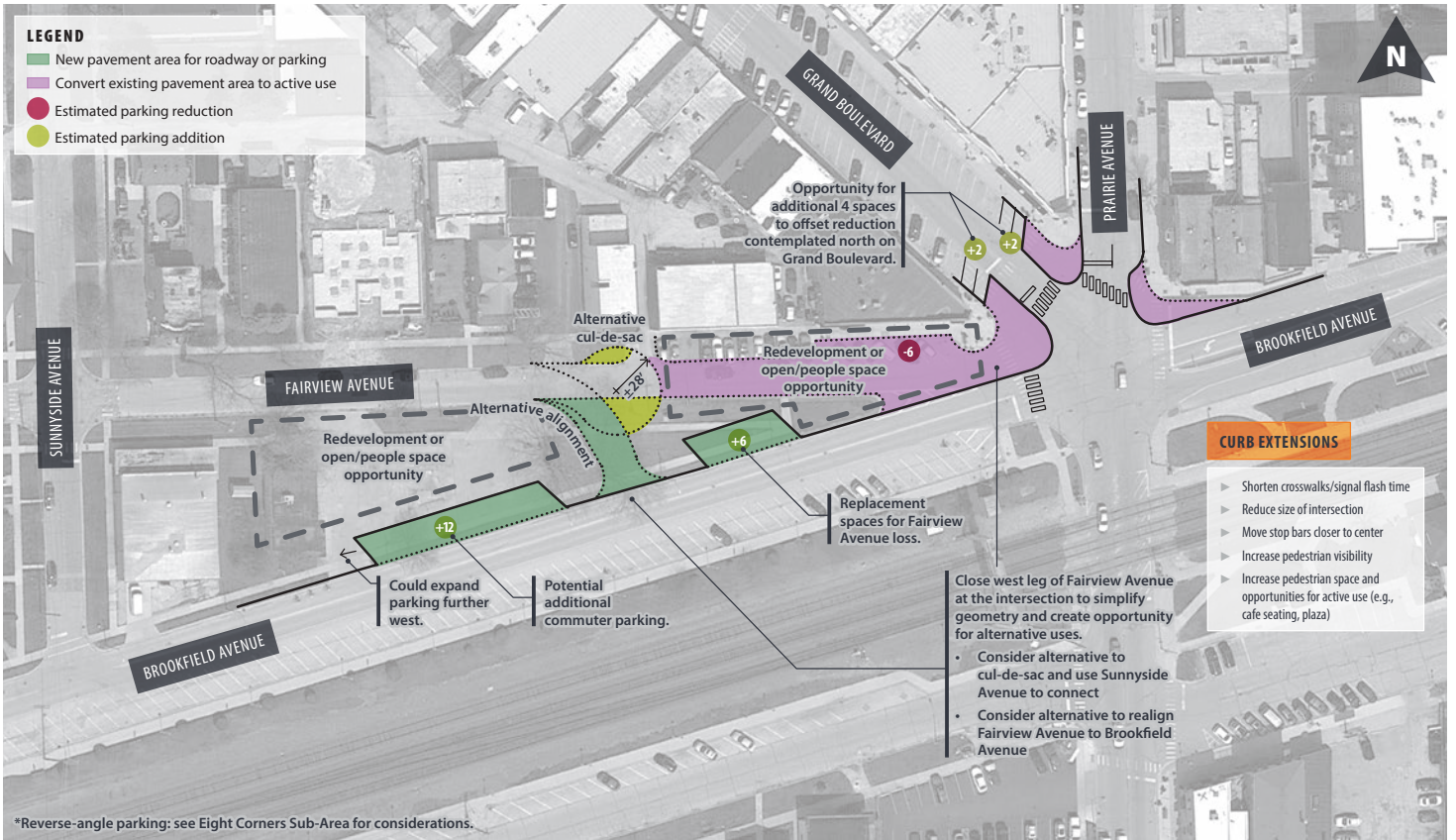
Downtown Brookfield aims to be a pedestrian-oriented community area that is safety for all modes of transportation. Below are recommendations on improving multi-modal safety and comfort in Downtown Brookfield.

The six-leg intersection of Brookfield Avenue/Grand Boulevard/Fairview Avenue is centrally located within Downtown Brookfield and serves as a gateway to Grand Boulevard, the primary commercial corridor in the downtown, and a link to the 8 Corners Subarea. The intersection provides wide travel lanes and a large effective intersection area, multiple conflict points, and challenging sight lines resulting from the above-grade BNSF railroad crossing.

### Reconfigure Southern Gateway to Grand Boulevard

The Village should explore the potential closure of the west leg of Fairview Avenue in order to simplify the intersection. An alternate Fairview Avenue alignment should be explored along Brookfield Avenue west of Grand Boulevard. The roadway closure and recommended alternate alignment would create opportunities for redevelopment or open space. As part of this recommendation, opportunities for additional on-street parking along the north side of Brookfield Avenue should be explored.

In order to enhance pedestrian access, comfort, and safety, curb extensions are recommended. These curb extensions would reduce the size of the intersection and shift the stop bars closer to the center of the intersection, thereby improving both motorist and pedestrian visibility. It is anticipated the curb extensions would also provide an opportunity for active pedestrian space and amenities. Opportunities for outdoor cafes or plazas should be explored in order to create an active pedestrian environment and enhance the southern gateway to Grand Boulevard.





*Example of a bicycle pavement marking on a bike lane.*



*Curb bump-outs with landscaping can shorten crosswalk distance and improve the area's visual appeal.*

### **Enhance Bicycle and Pedestrian Access**

The Brookfield Active Transportation Plan identifies Grand Boulevard as one of the recommended locations for a bike boulevard. The bike boulevard would enhance bicycle access along the corridor through the use of pavement markings and signage. Traffic calming measures such as curb bump-outs are also recommended along Grand Boulevard to reduce vehicle speeds, shorten crosswalk distances, and improve sightlines for both pedestrians and motorists.



*Example of a sheltered bike parking with secured bike storage facilities.*

### **Create Sufficient and Convenient Bicycle Facilities**

A new bicycle parking facility is proposed west of the Brookfield Metra Station. Bicycle parking currently exists, but it is not sufficient. On several occasions, it was observed that bicycles were parked in other non-designated locations along the tracks. Based on input received throughout the public planning process, additional bicycle parking may remove a barrier for many potential cyclists. Additionally, under the Zoning Modernization ordinance parking regulatory relief via bike parking would add to the quantity of bike racks.



Examples of streetscape improvements to roadways, ranging from curb bump-outs, planters, street furniture and trees, and lighting.

### Design and Install Streetscape Improvements

Aesthetic improvements are also important when creating a pedestrian-friendly environment as they make an area more interesting and provide functional benefits such as shade and appropriate lighting. Streetscape enhancements, such as wider sidewalks, bump-outs at key locations, and the maintenance of on-street parking, help to define the pedestrian realm and create a buffer between vehicular traffic and pedestrians. Street furniture, such as benches, trash receptacles, and bike racks, and pedestrian scaled lighting should also be included in the streetscape design. These elements should contribute to the streetscape design without limiting access for users of all ages and abilities.

### Limit New Curb Cuts on Key Pedestrian Streets

Where feasible, existing curb cuts should be shifted to alleys and side streets to reduce the gaps in the streetwall, thereby minimizing conflicts between pedestrians and vehicles and creating a more pleasant pedestrian environment. Existing parking lots adjacent to the right-of-way should be screened using landscape and decorative fencing. New curb cuts, especially on Grand and Burlington Boulevards and Prairie and Brookfield Avenues, should be avoided.



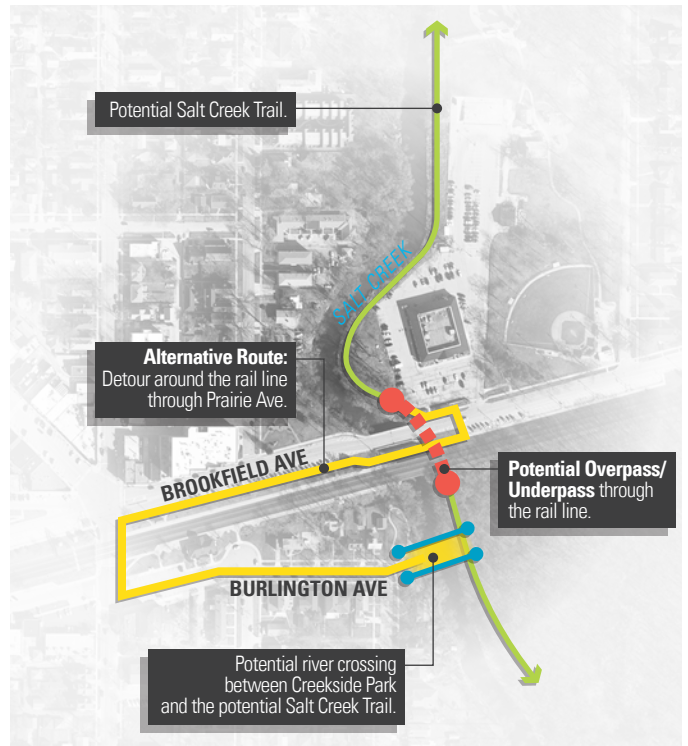
Examples of wayfinding signs.

### Use Wayfinding Signs to Direct Visitors to Downtown Brookfield

Wayfinding signs are also important features in a pedestrian-oriented downtown; they should be both attractive and useful. Signage should direct visitors, regardless of mode of travel, to Downtown Brookfield.

### Adjustment of PACE Bus Routes

Pace currently serves Downtown Brookfield with Route 331 (Cumberland – 5th Avenue). There is a desire on the part of the Village of Brookfield to have shuttle service between the Metra stations, downtown, and Brookfield Zoo. The Village should work with Pace to review the routes through the community and the pedestrian-oriented subareas. Adjusting existing Pace routes to serve these destinations could be a viable solution.



### Connection with Potential Salt Creek Trail

There is a potential to implement a shared-use trail along the east side of Salt Creek. This would introduce a significant recreational amenity that connects to different neighborhoods within the community, and enhances access to Salt Creek. The Village of Brookfield should identify opportunities to create new trail connections from Brookfield Ave and Grove Avenue. The future trail would ideally cross through Brookfield Avenue, Burlington Boulevard, and the Metra rail line through either an overpass or an underpass by the existing bridges on Salt Creek. Alternatively, the trail can detour through Brookfield Avenue and Burlington Boulevard. This would require a safe and continuous pathways for pedestrians and bicyclists. Although the Active Transportation Alliance’s **Brookfield Active Transportation Plan** does not discuss this concept, it does address connections to the Salt Creek from 31st Street.



Examples of pedestrian rail crossing improvements.  
 Source: railtec.illinois.edu & http://www.rosehillrail.com



## Rail Crossing Improvement

Although there is sufficient width for pedestrians to cross the rail lines on Prairie Avenue on both sides of the road, there is an opportunity to better differentiate the pedestrian and the vehicle zone. The Village can paint the pedestrian zone a different color, such as red, green, or blue, with pedestrian markings. The Village can also consider creating a buffer between the sidewalk and the roadways by the rail line to encourage a better separation of pedestrians and vehicles. From the public workshop, residents favored an underpass through the rail line. The Village should study the feasibility of such installment.

## Create a Continuous Pathway for Pedestrians Along the Rail Lines

Based on the feedback received from the outreach process, residents were in favor of establishing a pathway along the north side of the rail lines. This would also connect to a potential trail along Salt Creek. The pathway would link Downtown to the Hollywood Station and the Zoo Walk. The creation of this pathway will require the assistance of the BNSF, as a portion of the pathway is in their right-of-way. Landscape screening and decorative fencing will be required as a safety buffer.

Additionally, residents favored a pedestrian overpass/underpass to create a continual path for commuters and shoppers to access the platform, parking, and shops on both sides of the tracks should this option be selected. The overpass should be designed with ramps to serve users of all ages and abilities, as well as wheelchairs and strollers.





# CREATING SUCCESS



The Village desires to grow and develop in a sustainable way. For the Comprehensive Plan, a 20-year planning period is assumed. This period of time allows adequate time to implement new development projects, revise regulatory documents and policies as necessary, change land use patterns, improve transportation networks, and complete facility and infrastructure plans. It allows the Village time to formulate capital improvement funding plans and identify sources to implement the key planning projects that are important to long-term economic success and quality of life in the Village.

Previous chapters of the Comprehensive Plan focused on policy directives and recommendations. In this chapter, the Plan identifies a timeframe and project partners for the successful implementation of the Plan. By identifying the project, location, partners and performance metrics, the Plan provides the Village with a sound action plan and can help turn the vision of the community's future into a reality.

Implementation of this plan requires that the Village prioritize the goals, policies, and actions steps. The Village will also need to develop policy-specific implementation methods, including the consideration of alternatives for achieving a desired result. The Village of Brookfield may need to develop more detailed plans or studies to properly implement the goals and objectives of this comprehensive planning effort.

## COMMUNITY AND ECONOMIC DEVELOPMENT

Brookfield has established itself as a stable community within the larger Chicago metropolitan market. In the past few years, local housing pricing have risen faster in than most suburbs, which indicates that the Village has become a "choice community" for families throughout the region. The Brookfield Zoo draws visitor traffic throughout the year, and increasingly from Memorial Day through Labor Day. With three METRA commuter railroad stops within the Village, downtown Chicago is an easy commute for residents. Brookfield has a well-educated adult population, resulting in lower unemployment rates than the regional economy during downturns, and increasing the Village's resiliency compared with other suburban communities within Cook County.

The community is built out, and so the Village's economic goals should focus on increasing property values and sustaining business growth, diversity, and entrepreneurship. Several commercial corridors and nodes are reviewed in this Plan. The Village can consider denser development within targeted areas in two of these commercial nodes, Downtown and 8 Corners, while focusing on attraction of desirable development along 31st Street and Ogden Avenue corridors.



## Local Economy

The socio-economic conditions in Brookfield have weathered the downturn of the Great Recession. This is due to Brookfield's diverse local economy. While the employment and business mix reflect similar Chicago regional conditions, there are industries that differ significantly from the region. Being home to the world-class Brookfield Zoo means about one out of every four workers in the community is employed in the Arts, Entertainment, and Recreation industry which is nearly ten times higher than the Chicago Region at 2.7%. Another difference is there are less manufacturing employees in Brookfield and more construction related employment than the region as a whole.

The employment within Brookfield is relatively diverse with most service, public-sector, and professional employment north of the METRA railroad, except for Ogden Avenue which has a blend across all employment categories. North Brookfield employment is concentrated in the public-sector and local government services. The employment in the 8-Corners area represents one of the most diverse employment nodes within the Village.

South Brookfield has diverse employment along the Ogden Avenue corridor. This area provides many business-to-business vendors as well as several retail service nodes at major intersections. Most manufacturing within the Village is south of Ogden Avenue along the 47th Street corridor which connects to a larger manufacturing cluster south and east of Brookfield, extending to the I-55 corridor. There is one other small manufacturing node along Southview Ave. on the Village's southwest side along the north side of rail tracks.



The following is a summary of the development opportunities and character of these subareas:

### **31st Street**

This corridor is auto-oriented and could act as a strong vehicular connector between the Brookfield Zoo and Village businesses. Improvement of the roadway could also create a more bike and/or pedestrian friendly environment with stronger connections to the Brookfield Zoo. Neighborhood serving commercial centered on Maple Avenue provides adjacent residents with convenient access to focused retail and commercial businesses.

### **Ogden Avenue**

This commercial corridor is a long, auto-intensive, regional connector serving the entire west/southwest side of Cook County. Property depths along the corridor tend to be shallower than in more recently developed suburbs. Shallow lot depths present several opportunities to create longer contiguous properties with reduced number of curb cuts. Reduction of curb cuts increases pedestrian and bike safety. Parking of existing businesses on Ogden should be evaluated for location and access as it relates to an overall beautification strategy for the corridor.



## 8 Corners

This commercial area is walkable and has strong connections to adjacent residential neighborhoods. This node can absorb denser multi-floor residential developments, which would in turn strengthen the area's retail and restaurant potential. This type of growth would increase the desirability of the area and increase the Village's property tax base. Connectivity to Downtown and the Brookfield Metra Station is an asset to 8 Corners. In addition, 8 Corners can leverage its unique form to create a special experience for residents and visitors to Brookfield.

## Downtown

The transit-oriented node located at the intersection of Brookfield Avenue, Prairie Avenue and Grand Boulevard is centrally located within the Village. One multi-story building is currently located in this node. However, the area could support additional development in coordination with site assembly. Larger multi-story residential developments would increase the local market's ability to sustain retail and restaurants around this transit-oriented area. This area is very pedestrian friendly because of its plentiful sidewalks.

The goals identified in this chapter on Creating Success focus on increasing commercial and residential property values while assisting small businesses that fit the character of each corridor and provide recommendations for improving the value and economy of the Village as a whole.

# GOALS AND OBJECTIVES

This chapter will provide recommendations, goals, objectives and action steps to promote robust economic development activity in Brookfield. Strategies will include recommendations for improvements to education and workforce readiness as well.

## Goal 1

Achieve economic prosperity by maintaining and enhancing the diversity of new retail, personal service, commercial service, office, and light industrial uses.

### Objectives

1. Coordinate planning and economic development activities in a manner which provides regular opportunities for contact between business and development interests within the Village.
2. Seek opportunities for new employment growth through the retention and expansion of existing Brookfield employers.
3. Ensure that new development pays its fair share of public facilities and service costs which are attributable to the demand for additional facilities or services as a result of new development.

### Strategies

1. Create locally based marketing programs to boost local investment and awareness between the residential and business community.
2. Establish marketing strategies to retain and attract businesses and developers along the commercial corridors and Village center commercial areas to enhance the Village's business image.
3. Institute budgeting processes and procedures that provide necessary revenues for the near term, while allowing financial reserves for the future. Update the building permit fee structure to help offset the cost impact of new development.
4. Continue to provide resources for maintenance of the Village's physical facilities, coordinated with the Village budget, that are adjusted for inflation and additional needs as programming increases.

### Supporting Partners

- Recreation Department
- Village of Brookfield
- Chamber of Commerce
- Local Merchants

## Goal 2

Focus economic activity in the four commercial nodes within the Village to ensure a critical mass of customers, and promote synergies in targeted locations to create identifiable destinations.

### Objectives

1. Increase density around the Downtown Brookfield Metra station to create a great walkable restaurant and retail destination.
2. Focus on commercial development at retail nodes at major cross streets along Ogden Avenue, such as Dunkin Donuts at Maple Ave. This corridor primarily functions as a Business to Business corridor and is likely to remain this way.
3. Improve the visual feel and streetscape of the Ogden Avenue, 31<sup>st</sup> Street and Downtown corridors and nodes in coordination with Village wide streetscape improvement initiatives.
4. Focus efforts around major cross street intersections for mixed use development that may include both retail and residential redevelopment opportunities along 31<sup>st</sup> Avenue.
5. Enhance 31<sup>st</sup> Street's Business identity by focusing on attracting additional retail.
6. Increased residential / retail development would improve local business customer base and contribute to a more vibrant walkable "Village Neighborhood."
7. Encourage developers to consider 8 Corners for buildings utilizing Zoning Modernization to increase height and density of buildings.

### Strategies

1. Create a new gateway along 31<sup>st</sup> Street to welcome visitors to Brookfield Zoo and the Village of Brookfield.
2. Create a walkable residential and retail district at 8 Corners.
3. Downtown focus on locally-owned entrepreneurs who may need assistance with building improvements or other business related loans. TIF funds could be used for increased business revolving loan funds if Downtown Brookfield were to become a TIF area.
4. Leverage TIF funds by financing the redevelopment gap between costs to renovate and the market rents available.
5. Create a robust wayfinding system that identifies commercial destinations and nodes.
6. Revamp signage code and enforcement program to combat obsolete signage, signage in disrepair, and outdated signage (e.g., pole signs), especially along Ogden Avenue. Expand pilot signage incentive program.
7. Conduct an exploratory study to gauge readiness of the business community for a Downtown Development Authority.

### Supporting Partners

- Recreation Department
- Village of Brookfield
- Chamber of Commerce
- Local Merchants
- IDOT
- Cook County

## Goal 3

Leverage existing site assets to create developable parcels that are conducive to a variety of businesses along Ogden Avenue.

### Objectives

1. Inventory commercial lot depths along the corridor to determine need for additional space that would promote additional reinvestment in the corridor.
2. Encourage investors to consider innovative options in areas where lots depths are less than standard. Explore the vacation of alleys to add to lot depth.
3. Consider creative parking strategies such as alley access, reverse angle parking and reduced parking ratios in areas where parking is limited.

### Strategies

1. Evaluate existing parking requirements to determine flexibility and modification of ratios to accommodate businesses in areas where lot depth is challenging.
2. Consider parcel assemblage for areas where lot depth is less than minimum. Continue use of Cook County's "No Cash Bid" Program.
3. Create design guidelines along Ogden Avenue and in industrial areas to ensure high quality development is maintained.
4. Interview potential developers and existing business owners interested in expanding or building new to better understand property area needs.

### Supporting Partners

- Village of Brookfield
- Chamber of Commerce
- Local Merchants
- Developers

## Goal 4

Expand and diversify the Village tax base through public realm improvements that increase community property values.

### Objectives

1. Increase Equalized Assessed Valuation (E.A.V) throughout Village.
2. Assist with the creation of denser development within each commercial corridor.
3. Provide assistance to homeowners who rehabilitate and/or upgrade their single-family residential properties.

### Strategies

1. Inventory properties along Ogden Avenue and 31st Street corridors to determine which properties may benefit from additional area and / or lot depth from the street to accommodate current traffic, delivery patterns and parking.
2. Support the formation of Commercial Corridor Design Guidelines and Overlay Districts that reflect desired development patterns and character for the existing commercial corridors: **Ogden Ave** - Auto-oriented commercial (between East and Prairie Streets); **31<sup>st</sup> Street** - Neighborhood-serving commercial (between Arthur and Sunnyside); **8 Corners** - Neighborhood serving commercial (primarily Broadway); and **Downtown** - Neighborhood serving commercial(primarily around Grand Blvd. /Prairie Ave. and RR crossing).
3. Create a facade renovation program for each corridor that is consistent with each corridor's design guidelines.
4. Convert hotel uses to modern uses by pursuing public/private partnerships (e.g., redevelopment agreements).

5. Along Ogden Ave. and 31st Street utilize the Village's staff resources and Zoning Modernization regulatory documents to support assemblage of parcels that were inventoried and determined to be insufficient to support current traffic and delivery patterns.
6. Actively work with the development community and property owners to secure infill redevelopment opportunities for under-performing properties. There are potentially three opportunities existing in the 8-Corners corridor and one major parcel exists in the Downtown.
7. When real estate financial gap exists, use site specific TIF projections to create internal project cash flow to subsidize and cover financing gap for developer and related improvements within the project "footprint".
8. Provide efficient and timely review of building permits.
9. Assist property owners and their contractors with logistical assistance as may be necessary regarding debris management and construction deliver logistics.
10. Study housing rehabilitation and homeownership needs in southern Brookfield between Ogden Avenue and 47th Street to assure a balance of homeownership and rental properties.
11. Create homeowner incentive program.

### Supporting Partners

- Village of Brookfield
- Chamber of Commerce
- Local Merchants
- Developers

## Goal 5

Increase Small Business and Entrepreneurial success within the Village of Brookfield.

### Objectives

1. Continually update the Village's marketing brochure to update potential small business owner-operator and entrepreneurs the business advantages of the Village of Brookfield.
2. Create entrepreneurial gap financing loan that will close the development gap that prevents small business expansions and investments in specific property.
3. Work closely with small business / entrepreneurs who are local Brookfield owner-operators of their own businesses, as these businesses normally will spend more money with local Brookfield businesses and hire more local Brookfield residents than franchise businesses.
5. Consider partnering with local financial institutions to underwrite low-cost loans (i.e, expand current signage loans)
6. Create a network of local businesses who will mentor new and/or expanding owner-operator business entrepreneurs.
7. Coordinate mentoring and expert speaker program with the Brookfield Chamber of Commerce.
8. Work with the Brookfield Zoo on business purchases that could be made with local Village of Brookfield small businesses.
9. Prioritize local owner-operator small business / entrepreneurs for local loan and other local incentive programs.

### Strategies

1. Delineate the business development and marketing opportunities across the Village and within each commercial corridor.
2. Provide a list of available development or location incentives and how small business can benefit from those incentives to make their ventures more profitable. Work with commercial brokers to update said list.
3. Coordinated with local developers, commercial realtors, and existing local businesses to inform content with business location or expansion decisions.
4. Loan should be used to leverage traditional commercial lending to assist small business / entrepreneurs access traditional commercial financing.

### Supporting Partners

- Village of Brookfield
- Chamber of Commerce
- Local Merchants
- Financial institutions
- Brookfield Public Library

## Goal 6

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Work with developers to offer cost and time savings such as reducing permit and petition fees, expediting development review and subsidizing utility hook ups in exchange for desired development commitments.

### Objectives

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1. Update the existing inventory of existing properties and potential redevelopment sites to determine right fit for development.
2. Update marketing documents for developers, real estate brokers and investors that can be used to generate interest in redevelopment opportunities in the Village that focus on supplementing the existing inventory of community facilities.

### Supporting Partners

- Real estate professionals
- Developers
- Chamber of Commerce

### Strategies

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1. Publish the Subarea Design Manual to inform developers about desired developments within the subareas.
2. Examine ways to streamline the Village's development approval process to be more predictable and not lengthy.
3. Consider creating a separating process for expedited review that is based on pre-approval and requiring extra fee from developers.





# IMPLEMENTATION

# IMPLEMENTATION MATRIX

The Comprehensive Plan was prepared with input from residents, property owners, workers, Village staff, Steering Committee members, and elected and appointed Village officials. Though it is anticipated that the Village’s Planning and Zoning Commission would be the primary user of this planning document, parties that are considering land use and development, housing and neighborhoods, transportation, community facilities, parks and recreation, and environmental areas should utilize this planning document too.

## Timeframe & Funding

Within the matrix, every objective is assessed with an estimated timeframe and required funding levels required for successful implementation. The following indicates the approximate range of estimated funding levels:

- \$: Less than \$100,000
- \$\$: \$100,000 - \$500,000
- \$\$\$: Greater than \$500,000

### CHAPTER 3: VISION, IMAGE & IDENTITY

Goal 3-1	% Complete			
	25%	50%	75%	100%
Create building and streetscape design standards and guidelines that can provide a framework for enhancing buildings, public realm, and roadways to improve Brookfield’s sense of place and position in the region.				
<b>Objective 1</b> <span style="float: right;">Medium Term (3-5 Years) Funding: \$\$</span>				
Encourage compatible and high-quality design and construction for all developments, with an emphasis on sustainable site design, quality architecture, and building materials.				
<b>Objective 2</b> <span style="float: right;">Medium Term (3-5 Years) Funding: \$</span>				
Create an inventory of historically significant buildings, notable landscapes and key destinations in the community to raise awareness of important destinations within the Village.				
<b>Objective 3</b> <span style="float: right;">Short Term (0-3 Years) Funding: \$\$\$</span>				
Create building and streetscape design standards to encourage a unified appearance in commercial corridors such as Ogden Avenue and in commercial nodes such as 8 Corners.				
<b>Objective 4</b> <span style="float: right;">Short Term (0-3 Years) Funding: \$</span>				
Continue to support and enforce the Village’s pilot Signage Modernization program and explore the possibility of making the pilot program permanent and available to eligible businesses throughout the Village.				

Supporting Partners	Funding Sources
Chamber of Commerce	Village - general planning funds, possibly TIF in 8-corners and Ogden.
Realtors	
Chamber of Commerce	Village Street Department for street design guidelines within Right-Of-Way.
Local businesses	

Goal 3-2	% Complete			
	25%	50%	75%	100%

Establish an investment program that results in the development of physical attributes, structures, and features which distinguish Brookfield from surrounding communities.				
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Objective 1	Medium Term (3-5 Years)	Funding: \$\$
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Preserve and promote the Village’s historic character and diverse architecture with the expansion of the Historical Society.				
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Objective 2	Short Term (0-3 Years)	Funding: \$\$
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Prioritize maintenance and appearance of buildings, uniform signage, site landscaping, and branded streetscape amenities such as trash receptacles and lightpoles.				
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Objective 3	Short Term (0-3 Years)	Funding: \$\$
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Maintain consistent and high quality improvement of all local streets, parkways, sidewalks, and alleys.				
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Objective 4	Short Term (0-3 Years)	Funding: \$\$
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Develop and implement landscaping and tree planting programs that beautify the residential and commercial areas.				
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Supporting Partners	Funding Sources
Village of Brookfield	Local street, park, and possibly TIF funds within TIF Districts, Historical Society Fundraising
Industrial businesses	
Local businesses	

Goal 3-3	% Complete			
	25%	50%	75%	100%
Create a Village-wide community branding program that embodies distinguishing characteristics of the Village and can be integrated into the Village's identity.				
<b>Objective 1</b>	<b>Long Term (5-7 Years)</b>		Funding: \$	
Improve communication to residents in an effort to increase awareness of, and participation in, programs, services and events within the Village.				
<b>Objective 2</b>	<b>Short Term (0-3 Years)</b>		Funding: \$	
Expand and integrate the Village's multi-platform campaign for establishing the Village's regional position/brand (social media, traditional media, printed brochures, street banners, etc.) Improve and maintain relationships with the press and other media.				
<b>Objective 3</b>	<b>Short Term (0-3 Years)</b>		Funding: \$	
Establish gateway/entry features at key locations to announce arrival into Brookfield and distinguish the Village from neighboring communities.				
<b>Objective 4</b>	<b>Short Term (0-3 Years)</b>		Funding: \$	
Promote the advantages and benefits of living, working, or doing business in the Village.				
<b>Objective 5</b>	<b>Short Term (0-3 Years)</b>		Funding: \$	
Work with residents to create a panel that would brainstorm, discuss, and evaluate possible design, location, scale, and installation of public art installations in the Village.				
<b>Objective 6</b>	<b>Short Term (0-3 Years)</b>		Funding: \$	
Proactively discuss with residents the benefits and costs associated with smaller and temporary public art installations versus larger and permanent ones.				

Supporting Partners	Funding Sources
Village of Brookfield	Village general fund, also TIF funds within TIF Districts.
Industrial and commercial businesses	
Brookfield Zoo	
Western Cook County Tourism Bureau	
Brookfield Chamber of Commerce	
Area realtors	
Local businesses	

## CHAPTER 4: LAND USE

Goal 4-1	% Complete			
	25%	50%	75%	100%

Improve the appearance of retail and commercial shopping areas in existing commercial nodes in the Village.				
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<b>Objective 1</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$
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Encourage high-quality site development and amenities in commercial areas by enforcing existing zoning and developing codified design standards to support the desired character.				
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<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$
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Create a connected system of pedestrian and bicycle access and circulation that integrates with the existing urban fabric and ensures safe and convenient travel between commercial corridors.				
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<b>Objective 3</b>	<b>Short Term (0-3 Years)</b>	Funding: \$\$\$
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Identify, inventory and assemble underutilized parcels for redevelopment within the commercial corridors and nodes.				
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Strategies	25%	50%	75%	100%
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<b>Strategy 1:</b> Identify potential locations where additional private off-street parking and loading improvements may be appropriate and desirable along the commercial corridors.				
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<b>Strategy 2:</b> Uniformly regulate signage while providing for the identification of Village businesses				
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<b>Strategy 3:</b> Ensure that all new, improved, and existing commercial development is effectively screened and buffered from adjacent residential uses.				
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<b>Strategy 4:</b> Engage in a marketing campaign to attract businesses and establishments to locate in Brookfield.				
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<b>Strategy 5:</b> Evaluate, and adjust if needed, the effectiveness of the financial incentives the Village offers to businesses every six years.				
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Supporting Partners	Funding Sources
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Chamber of Commerce	IDOT - ISTEAs funds from USDOT, Village TIF funds within TIF Districts, Park funds for private greenways and preserve/park trails. Private foundation / individuals.
Realtors	

Goal 4-2	% Complete			
	25%	50%	75%	100%
Maintain and improve the existing light industrial areas in the Village, along 47th Street and between Southview Avenue and the railroad tracks, as quality locations for small-scale light industrial and commercial service uses while integrating convenience commercial in these areas.				

Objective 1	Medium Term (3-5 Years)	Funding: \$\$		
Improve the appearance of the existing light industrial areas to be more reflective of the Village’s overall character and appearance.				

Objective 2	Medium Term (3-5 Years)	Funding: \$		
Encourage the rehabilitation and reuse of functionally obsolete buildings to accommodate more appropriate and market viable uses including consideration for land uses compatibility or future land use designations.				

Objective 3	Short Term (0-3 Years)	Funding: \$\$\$		
Utilize existing zoning ordinances to ensure that new or expanded industrial development is concentrated in areas of similar or compatible use.				

Objective 4	Short Term (0-3 Years)	Funding: \$\$\$		
Develop parking strategies that encourage off-street parking in the rear of businesses.				

Objective 5	Short Term (0-3 Years)	Funding: \$\$\$		
Encourage new commercial developments within the industrial areas that can serve the areas' residents and improve the Village’s housing diversity.				

Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Establish specific development standards to ensure that new light industrial and commercial service development complements the overall character of the Village.				
<b>Strategy 2:</b> Implement a streetscape improvement program along 47th Street to upgrade the appearance, character, and function of the corridor.				
<b>Strategy 3:</b> Minimize the impact of industrial activities on neighboring residential areas through the effective use of screening and buffering with landscaping, fencing, or a combination of the two to transition these areas gracefully.				
<b>Strategy 4:</b> Evaluate traffic patterns and controls, including lighting and signage, to ensure safe and efficient multi-modal access and roadway systems along 31st, 47th and Ogden.				
<b>Strategy 5:</b> Encourage the rehabilitation of obsolete and/or vacant industrial buildings to accommodate more appropriate and market-viable land uses. Live-work units, “maker space,” or contemporary residential apartment lofts are possible uses to better diversify the Village’s housing stock.				

Supporting Partners	Funding Sources
Village of Brookfield	Funds from Illinois Department of Community and Economic Opportunity, Cook County Bureau of Economic Development. Village TIF funds where applicable.
Industrial businesses	
Developers	

Goal 4-3	Leader/Champion	Funding Sources	% Complete			
			25%	50%	75%	100%
Promote 8 Corners area and the Downtown Brookfield Metra Station area as the Village's primary mixed-use pedestrian-oriented environments.						
<b>Objective 1</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$				
Promote a healthy and mutually reinforcing mix of commercial, retail, restaurant, entertainment, and multifamily uses within the 8 Corners area and Downtown.						
<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$				
Identify and prioritize economic strategies in conjunction with commercial property owners and managers to ensure economic vitality and stability in the pedestrian-oriented commercial shopping areas of the Village.						
<b>Objective 3</b>	<b>Short Term (0-3 Years)</b>	Funding: \$\$\$				
Prioritize appropriate redevelopment that enhances the pedestrian scale and "small town" charm of the Village's pedestrian-oriented commercial areas.						
<b>Objective 4</b>	<b>Short Term (0-3 Years)</b>	Funding: \$\$\$				
Pursue additional community programming that highlights area businesses in order to encourage more people to engage with these two commercial districts.						
<b>Objective 5</b>	<b>Short Term (0-3 Years)</b>	Funding: \$\$\$				
Consider developing distinct identities for each commercial area and promoting each destination and its offerings separately to encourage more discovery in the Village by residents and tourists.						
<b>Objective 6</b>	<b>Short Term (0-3 Years)</b>	Funding: \$\$\$				
Establish stronger connections between 8 Corners and Downtown.						
Strategies			25%	50%	75%	100%
<b>Strategy 1:</b> Establish a consistent approach to providing attractive and functionally well placed pedestrian amenities throughout the Village's commercial areas.						
<b>Strategy 2:</b> Establish and implement consistent code enforcement standards for business areas including signage enforcement.						
<b>Strategy 3:</b> Attract innovative retailers that respond to the changing demographics of the Village including aging in place and young families with children.						
<b>Strategy 4:</b> Create more pedestrian amenities such as benches, bike racks, and open space within the Downtown and 8 Corners.						
<b>Strategy 5:</b> Continue to host networking events with developers and realtors to cultivate relationships with the real estate industry.						
<b>Strategy 6:</b> Assess the potential for a downtown business district to enhance municipal and business-oriented programming.						
<b>Strategy 7:</b> Expand SA-4 zoning district along Grand Boulevard to permit the development of rowhomes and townhomes to better connect 8 Corners and Downtown.						
Supporting Partners		Funding Sources				
Middle School		Village should use TIF funds within each of these TIF Districts for streetscape, façade, and related business / redevelopment projects. Use funds to leverage private banks' commercial lending on private commercial property. Study funding options for Downtown business district				
Brookfield Library						
Chamber of Commerce						
Developers						

Goal 4-4	% Complete			
	25%	50%	75%	100%
Provide opportunities for (re)development in Brookfield's residential neighborhoods and commercial nodes.				

Objective 1	Medium Term (3-5 Years)	Funding: \$\$		
Identify land for (re)development at key locations to concentrate new (re)development along the commercial areas.				

Objective 2	Medium Term (3-5 Years)	Funding: \$		
Implement streetscape improvement projects along the commercial areas' major roadways to accommodate different modes of transportation.				

Objective 3	Short Term (0-3 Years)	Funding: \$\$		
Reduce vacant buildings and lots within Brookfield's commercial areas through active marketing.				

Objective 4	Short Term (0-3 Years)	Funding: \$\$\$		
Examine the possibility of creative uses on vacant lots. They may include, but are not limited to, stormwater management pilot projects or community gardens.				

Objective 5	Short Term (0-3 Years)	Funding: \$\$\$		
Continue to actively enforce the Village Building Code as a means to mitigate the negative impacts of vacant and blighted buildings and lots.				

Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Utilize the Future Land Use Plan to prioritize redevelopment areas in conjunction with development projects.				
<b>Strategy 2:</b> Implement the streetscape project along Grand Boulevard in Downtown, along Grand Avenue and Broadway Avenue in 8 Corners, and 31st Street.				
<b>Strategy 3:</b> Coordinate and work with local neighborhood groups, neighborhood anchors, businesses, and organizations to install interactive and temporary public art projects on the facades of vacant buildings.				
<b>Strategy 4:</b> Enact and enforce a vacant property registration ordinance to encourage property owners to return their vacant properties into productive uses. Consider expanding the scope of the ordinance to address how and when "board-ups" occur.				
<b>Strategy 5:</b> Expand signage ordinance to address obsolete signs of closed businesses.				

Supporting Partners	Funding Sources
Village of Brookfield	Use TIF funds within TIF Districts, work with banks to leverage private commercial lending on private property. Code Enforcement fine revenue. Cook County No-Cash Bid program.
Developers	

## CHAPTER 5: HOUSING & NEIGHBORHOODS

Goal 5-1	% Complete			
	25%	50%	75%	100%
Protect the quality and character of residential neighborhoods to continue to attract homeowners and encourage them to maintain or improve existing properties.				
<b>Objective 1</b>	<b>Long Term (5-7 Years)</b>		<b>Funding: \$</b>	
Continue to enforce the Village's Property Maintenance and Resale Inspections to ensure residential developments are maintained to the Village's desired standards.				
<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>		<b>Funding: \$\$\$</b>	
Improve residential neighborhood's non-motorized accessibility to nearby Village's assets, such as schools and commercial areas.				
<b>Objective 3</b>	<b>Short Term (0-3 Years)</b>		<b>Funding: \$</b>	
Strengthen landlord relationships with the Village to ensure property upkeep and code compliance.				
<b>Objective 4</b>	<b>Medium Term (3-5 Years)</b>		<b>Funding: \$</b>	
Consider the creation of additional housing types that conform to Zoning Modernization standards to respond to the changing needs of Brookfield residents.				
<b>Strategies</b>	<b>25%</b>	<b>50%</b>	<b>75%</b>	<b>100%</b>
<b>Strategy 1:</b> Enact a green alley program to repave the Village's unpaved alleys with permeable pavement to generate additional stormwater management facilities while promoting improved traffic flow along the alleys.				
<b>Strategy 2:</b> Implement a Rental Registration Program to enable the Village to better communicate with rental landlords about their obligations under the Village's ordinance.				
<b>Strategy 3:</b> Advertise and embrace affordable housing stock as an asset and encourage additional development of responsive building types.				
<b>Strategy 4:</b> Promote the improvement and rehabilitation of deteriorating housing properties.				
<b>Strategy 5:</b> Continue to enforce code provisions to reduce blighted, dilapidated homes (utilizing administrative adjudication and pursuing Village litigation)				
<b>Strategy 6:</b> Encourage residents to beautify their homes in coordination with the Beautification Commission (BBC). The Plan's goals should be referred to the Village President and the BBC's chair. This along with BBC's enabling ordinance should be reviewed to determine or update annual work plan, which includes BBC Project Guidelines.				

Supporting Partners	Funding Sources
Village of Brookfield	Village general funds to continue enforcement of Village housing ordinances to preserve SFR neighborhoods quality, and review home upgrades with timely permit reviews. Grants for sustainable residential development. Free or reduced cost technical assistance for certain construction methods, including those using Zoning Modernization principles.
Neighborhood associations	
Realtors	
Developers	

Goal 5-2	Leader/Champion	Funding Sources	% Complete			
			25%	50%	75%	100%
Encourage and support the development of diverse housing products at various price points and sizes, including senior and multi-family housing.						
<b>Objective 1</b>	<b>Long Term (5-7 Years)</b>	Funding: \$\$\$				
Facilitate the consolidation of small lots along 31st Street, 47th Street, Ogden Avenue, Plainfield Road, 47th Street, Prairie Avenue, Grand Avenue, and Broadway Avenue to encourage infill (re)development that can meet the rising demand for a diverse residential development. They may include: townhomes, mixed-use multi-family apartments, and senior housing.						
<b>Objective 2</b>	<b>Short Term (0-3 Years)</b>	Funding: \$				
Initiate a targeted marketing strategy to raise awareness within the real estate and development industry about the Village's financial incentives and amended regulations because of the Village's Zoning Modernization.						
<b>Objective 3</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$				
Amend the Village's development code to permit single-family detached housing to have in-law units and home office uses on accessory structures.						
<b>Objective 4</b>	<b>Short Term (0-3 Years)</b>	Funding: \$				
Promote appropriate new townhome and condominium development in select locations within the Village's commercial/mixed-use areas in compliance with Zoning Modernization standards.						
<b>Strategy</b>			<b>25%</b>	<b>50%</b>	<b>75%</b>	<b>100%</b>
<b>Strategy 1:</b> Express the economic importance of the diversity of the Village's housing stock and work to ensure neighborhood stability in all areas of the Village.						
<b>Strategy 2:</b> Preserve sound existing housing through regular and active code enforcement and preventative maintenance.						
<b>Strategy 3:</b> Seek to provide a variety of housing types that meet the lifestyles and needs of the community by working with property owners and developers.						
<b>Strategy 4:</b> Encourage new development and infill development which is complementary to the scale and character of surrounding residential uses.						
<b>Strategy 5:</b> Adopt code enforcement to ensure life safety standards are met for in-law units, especially those situated above garages (i.e. garages storing combustible materials and cars).						
<b>Supporting Partners</b>		<b>Funding Sources</b>				
Village of Brookfield		While the Village is experiencing rising home prices, it should review how it will maintain affordable housing options for long-term residents such as seniors. LIHTC may help leverage investor equity to assist with building senior or workforce multifamily housing that will begin to off-set the rising prices of SFR. The local TIF program may assist both market rate and affordable multifamily housing developments on infill redevelopment sites that will help diversify housing options and strengthen the Village's tax base. Promote use of Cook County senior housing incentives.				
Neighborhood associations						
Realtors						
Developers						

Goal 5-3	Leader/Champion	Funding Sources	% Complete			
			25%	50%	75%	100%
Create neighborhoods for all ages and abilities that are compact, walkable and connected to major commercial nodes and available transportation.						
<b>Objective 1</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$				
Coordinate with Metra and PACE to ensure potential riders are served and understand ridership options.						
<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$				
Conduct a sidewalk gap study to ensure safe passage throughout all neighborhoods.						
<b>Objective 3</b>	<b>Long Term (5-7 Years)</b>	Funding: \$\$				
Evaluate the quality of homes and connectivity throughout the Village to better understand how each area can leverage its assets while maintaining high quality housing standards..						
Strategy			25%	50%	75%	100%
<b>Strategy 1:</b> Ensure senior residents are able to stay in their homes by partnering with financial institutions, volunteers and senior-focused care centers in the community.						
<b>Strategy 2:</b> Engage the developer community to identify opportunities for infill and additional neighborhood serving commercial.						
<b>Strategy 3:</b> Encourage housing values by focusing on high-quality building materials and energy saving strategies.						
<b>Strategy 4:</b> Regularly convene meetings of Complete Streets Committee and fund Complete Streets projects.						
<b>Strategy 5:</b> Expand population in the Downtown and other walkable areas by promoting greater density.						
Supporting Partners		Funding Sources				
Village of Brookfield		Use local TIF funds within TIF Districts, street and park department funds to match state and/or federal trail grants. Private foundations and individuals may contribute as well through crowd sources options for certain elements of the trail network such as bike racks at trailheads. Pursue grants for energy efficiency upgrades. Pursue transportation grants to improve ridership amenities.				
Neighborhood associations						
Realtors						
Developers						
Active Transportation Alliance						

## CHAPTER 6: TRANSPORTATION

Goal 6-1	% Complete			
	25%	50%	75%	100%

Promote a multi-modal transportation system that maximizes mobility options.

**Objective 1** **Long Term (5-7 Years)** Funding: \$\$\$

Create an integrated network of safe and efficient roadways, sidewalks, and trails which allow residents to make informed transportation choices based on personal needs and preferences.

**Objective 2** **Long Term (5-7 Years)** Funding: \$\$\$

Improve residential neighborhood's non-motorized accessibility to nearby Village's assets, such as schools and commercial areas.

Strategies	25%	50%	75%	100%
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**Strategy 1:** Emphasize multimodal connections between commercial areas, train stations, community facilities, schools, and adjacent neighborhoods.

**Strategy 2:** Coordinate with Pace Suburban Bus and Metra to support existing transit service and prioritize future transit investments on the basis of ridership demand and partnership opportunities.

**Strategy 3:** Develop programs and facilities, such as increased convenient bike parking, linking sidewalk/trail gaps, bike share, and bike parking audits, that support non-auto mobility options and encourage short trips to be made by walking or biking.

**Strategy 4:** Pursue opportunities to collaborate across Village departments and projects in order to facilitate efficient and cost effective infrastructure investments.

**Strategy 5:** Require (re)development to integrate sidewalk and pedestrian-scale design features with connections to existing and future adjacent destinations.

**Strategy 6:** Design transportation improvements to support an accessible and walkable community for all ages and abilities.

**Strategy 7:** Conduct a parking study.

Supporting Partners	Funding Sources
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Village of Brookfield	USE IDOT federal and/or state multi-modal grant funds to create complete streets that link or connect commercial nodes and parks for residents within the Village's neighborhoods. Local TIF funds may assist leveraging the development of complete streets within TIF District areas. Private foundations / individuals may assist as well with high-profile elements of these public right-of-ways such as public art sculptures, etc.
IDOT	
Metra	
PACE	
ATA	

Goal 6-2	% Complete			
	25%	50%	75%	100%
Use transportation as a tool to enhance the character of the Village and the quality of life for its residents.				

Objective 1	Short Term (0-3 Years)	Funding: \$		
Encourage a more vibrant community through streets, sidewalks, and trails that generates economic and social activity, and contributes to the Village's economic development.				

Objective 2	Medium Term (3-5 Years)	Funding: \$\$		
Promote community health and wellness through active transportation options.				

Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Develop educational programs for schools and community groups to increase awareness of health and wellness and the benefits of active transportation.				
<b>Strategy 2:</b> Require universal design and accessibility as part of the design review and maintenance of public and private transportation infrastructure.				
<b>Strategy 3:</b> Create inviting public spaces within the right-of-way through application of a consistent streetscape, people, places, and parklets, along commercial corridors and implementation of a green alley program.				
<b>Strategy 4:</b> Install convenient bike parking, pedestrian-scaled streets and sidewalks, and intersection treatments that encourage pedestrian and cyclist comfort and safety for people of all ages and abilities.				
<b>Strategy 5:</b> Identify an adaptive reuse for the Hollywood Station which incorporates community space, public art, or a neighborhood park.				

Supporting Partners	Funding Sources
Village of Brookfield	The Village and Chamber could fund and establish Village-wide guidance for public right of way development and establish Village brand and local commercial and neighborhood branding that is consistently used and authentic to Brookfield and its neighborhoods. Pursue train station area grant from the West Suburban Mass Transit District and other transportation funds.
IDOT	
Public Works	
Metra	
PACE	
ATA	

Goal 6-3	% Complete			
	25%	50%	75%	100%
Support economic development with transportation strategies that increase access and connectivity to destinations in the Village and prioritize multi-modal improvements.				
<b>Objective 1</b>	<b>Short Term (3-5 Years)</b>		Funding: \$	
Utilize best practices and consider alternate site design guidelines to address site access, parking, and circulation for properties that present unique (re)development opportunities.				
<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>		Funding: \$\$	
Prioritize resources and identify alternate and strategically combined funding sources/opportunities to support the Street Improvement Program and repair other multimodal transportation facilities before replacement is necessary.				
<b>Objective 3</b>	<b>Medium Term (3-5 Years)</b>		Funding: \$	
Create a platform for public input on the development of Capital Improvement Program (CIP) priorities.				
Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Develop a vision and strategy to facilitate transit-oriented development and multi-modal connections utilizing the Active Transportation Plan (e.g. for improving Congress Park multi-modal connections).				
<b>Strategy 2:</b> Apply access management strategies that limit the number of curb cuts or driveways, align their placement opposite one another, and encourage cross-access between adjacent properties along 31st Street and Ogden Avenue in order to minimize turning conflicts.				
<b>Strategy 3:</b> Implement a parking management strategy for 8 Corners and Grand Avenue to right-size parking infrastructure, encourage more efficient use of the existing right-of-way, and facilitate (re)development.				
<b>Strategy 4:</b> Consider opportunities to utilize existing alleys for commercial access and circulation as a mean to reduce curb cut on major roadways (refer to the diagram on page 147 for an example).				
<b>Strategy 5:</b> Improve the following intersections with curb extensions, crosswalk improvements, modify/realign intersection approaches, and leading pedestrian intervals and other traffic signal phasing adjustments in order to minimize vehicle conflicts and improve visibility and safety for pedestrians, cyclists, and motorists: Lincoln Avenue/Broadway Avenue/Madison Avenue; Lincoln Avenue/Grand Boulevard/Park Avenue; and Brookfield Avenue/Grand Boulevard/Fairview Avenue/Prairie Avenue.				
<b>Strategy 6:</b> Develop a policies and procedures manual for multimodal transportation infrastructure in order to facilitate consistent application throughout the Village. Identify priority projects for the CIP utilizing the Active Transportation Plan recommendations.				
Supporting Partners	Funding Sources			
Village of Brookfield	Assure access for all types of transportation within commercial nodes of the Village. Use local funds and possibly TIF funds within TIF Districts to make necessary improvements for local businesses.			
Chamber of Commerce				
Business Owners				

## CHAPTER 7: COMMUNITY FACILITIES & SERVICES

Goal 7-1a	% Complete			
	25%	50%	75%	100%
Ensure the provision of high-quality public services, including municipal, health care, transit and library facilities, for all residents of the Village of Brookfield.				
<b>Objective 1</b>	<b>Medium Term (3-5 Years)</b>		<b>Funding: \$\$\$</b>	
Ensure an adequate level of fire and police protection throughout the Village by understanding changes in population and coordinating resources.				
<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>		<b>Funding: \$\$</b>	
Improve and expand specialized facilities and services for senior citizens and youth.				
<b>Objective 3</b>	<b>Long Term (5-7Years)</b>		<b>Funding: \$\$\$</b>	
Examine current and future needs to update and improve existing public facilities to respond to changing resident need.				
<b>Objective 4</b>	<b>Medium Term (3-5 Years)</b>		<b>Funding: \$\$</b>	
Develop programming at the library and other community gathering spaces that is responsive to the needs of residents and has offerings unique to Brookfield.				

Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Conduct a feasibility study for the Congress Park Metra Station to better understand how to leverage its usefulness.				
<b>Strategy 2:</b> Work with senior and youth focused agencies, organizations and institutions to identify programs and services that would fill current gaps and offerings not available.				
<b>Strategy 3:</b> Conduct a survey to better understand resident needs and attitudes towards availability and use of community facilities.				
<b>Strategy 4:</b> Cooperate with and facilitate communication between the Village and School District representatives.				

Supporting Partners	Funding Sources
Police Department	Work across local governmental entities to assure local taxes are managed and maintained adequately with reasonable tax rates. Use private foundations and individuals for special project funding or to match local or other governmental grants as appropriate for the uses. Pursue intergovernmental agreements for shared service delivery.
Library District	
Metra	
School District 95	
Village of Brookfield	
Cantata	
Youth sports groups (AYSO, Little Leagues)	
Area religious institutions	

Goal 7-1b	% Complete			
	25%	50%	75%	100%

Ensure the provision of high-quality education for all residents of the Village of Brookfield.				
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Objective 1	Short Term (0-3 Years)	Funding: \$
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Generate interest in, and communicate the value of, improving the school districts in the Village with youth and family engagement opportunities.				
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Objective 2	Medium Term (3-5 Years)	Funding: \$\$
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Coordinate with each School District’s 2016-21 Strategic Coherence Plan to align Village goals with school district goals.				
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Strategies	25%	50%	75%	100%
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<b>Strategy 1:</b> Identify common goals in School District’s Strategic Plan for pursuit and implementation.				
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<b>Strategy 2:</b> Encourage greater levels of involvement of youth by creating a joint Village-school Youth Advisory Committee.				
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<b>Strategy 3:</b> Partner on joint projects benefitting the community, such as bike-to-school safety programs, school/Village volunteer clean-up (Adopt the Spot), etc.				
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<b>Strategy 4:</b> Pursue projects to expand Science, Technology, Engineering, and Math (STEM) and liberal arts competencies among RBHS and LTHS students.				
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<b>Strategy 5:</b> Incentivize RBHS and LTHS alumni with STEM- and liberal arts-related college or associates degrees to return to Brookfield.				
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Supporting Partners	Funding Sources
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Fire Department	Work with local school districts and library to enhance education programs through use of private foundations and individuals for financial support. Seek state legislation to fund the above strategies.
Police Department	
Library District	
Metra	
School District 95	
Village of Brookfield	
Cantata	

Goal 7-2	% Complete			
	25%	50%	75%	100%

Identify properties for reuse, rehabilitation and renovation that could add to the inventory of community facilities.

Objective 1	Long Term (5-7 Years)	Funding: \$\$\$				
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Maintain adequate sites for the library, public works, and other Village facilities including the relocation of facilities when necessary.

Objective 2	Medium Term (3-5 Years)	Funding: \$\$				
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Conduct a needs assessment of existing public facilities and identify recommendations for their improvement, replacement, or renovation.

Strategies	25%	50%	75%	100%
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**Strategy 1:** Utilize the Future Land Use map and TIF maps to identify priority sites for redevelopment.

**Strategy 2:** Become familiar with the Greenest Region Compact and adopt its principles to achieve greater levels of energy efficiency in non-residential buildings throughout the village.

**Strategy 3:** Work with the Conservation Commission to implement regional sustainability goals by partnering with organizations such as the Metropolitan Mayor's Caucus for resources and support.

**Strategy 4:** Create an inventory of properties that can be reused, rehabilitated, or renovated for civic purposes.

Supporting Partners	Funding Sources
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- Village of Brookfield
- Developers
- Conservation Commission
- Brookfield Public Library
- Schools

Village identify key redevelopment properties and use targeted TIF funds as necessary to assist private reinvestment and reuse of these properties to increase commercial, housing and business uses in the Village.

Goal 7-3	% Complete			
	25%	50%	75%	100%
Support efforts to expand services and amenities to continue to attract visitors and tourists to Brookfield.				

Objective 1	Medium Term (3-5 Years)	Funding: \$\$		
Improve coordination and communication between the Village, Brookfield Zoo, and the Forest Preserve to maximize the mutually beneficial assets these institutions can provide each other and the residents of Brookfield				

Objective 2	Medium Term (3-5 Years)	Funding: \$\$		
Work with the Brookfield Chamber of Commerce and Cook County Visitor and Tourism organizations and adjacent municipalities to market Brookfield as a regional destination.				

Objective 3	Short Term (0-3 Years)	Funding: \$		
Support existing and new businesses that are regional draws and encourage their participation in regional tourism efforts.				

Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Continue active participation in regional tourism bureau				
<b>Strategy 2:</b> Utilize regional branding and advertising to reach visitors (e.g., targeted advertising).				
<b>Strategy 3:</b> Utilize events and local assets, such as Bike Brookfield and Salt Creek boat landing, to reach non-residents to utilize Brookfield’s recreational assets.				

Supporting Partners	Funding Sources
Cook County Tourism Bureau	Develop a local community fund with the Zoo for expanding Zoo attendance and Zoo activities and programs to support local businesses and events within the Village.
Village of Brookfield	
Brookfield Chamber of Commerce	
Brookfield Zoo	
Cook County Forest Preserve	

## CHAPTER 8: PARKS, OPEN SPACE & ENVIRONMENTAL FEATURES

Goal 8-1	% Complete			
	25%	50%	75%	100%

Celebrate the natural resources within and adjacent to the Village of Brookfield through education, experiential learning, and connections to nature so that residents and visitors are part of healthy ecosystems that support economic and social transformation.

Objective 1	Short Term (0-3 Years)	Funding: \$				
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Provide opportunities to connect residents to nature at parks, schools, and other public spaces.

Objective 2	Long Term (5-7 Years)	Funding: \$\$				
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Treat rain as a resource – identify opportunities to celebrate, harvest, and recycle up to 50% of the rain that falls within Village limits.

Objective 3	Medium Term (5-7 Years)	Funding: \$\$				
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Pursue educational opportunities with Brookfield schools that could create learning landscapes, pollinator habitats, and nature connections on school properties.

Objective 4	Short Term (0-3 Years)	Funding: \$\$				
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Develop programming at the library and other community gathering spaces that is responsive to the needs of residents and has offerings unique to Brookfield.

Strategies	25%	50%	75%	100%
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**Strategy 1:** Establish various types of native landscapes – prairie, wetland, and savanna within public parks, at schools, and other public spaces.

**Strategy 2:** Encourage habitat, pollinator, and rain gardens on residential and business properties with Conservation at Home and Conservation at Work awards.

**Strategy 3:** Create educational pamphlets that identify strategies for rain water management that can be used by residents and businesses at different landscape scales.

**Strategy 4:** Minimize impermeable surfaces throughout the Village, especially at public places and school or as a replacement for on-street parking stalls. Implement a Permeable Paver Pilot Project at a public or highly visible place within the Village.

**Strategy 5:** Revise Stormwater Ordinances to give credit for reductions in impermeable surfaces at new and renovated developments. Encourage and incentivize the use of bioswales, rain gardens, green roofs, and other green infrastructure strategies on new development and renovated developments.

**Strategy 6:** Develop a village-wide program to work with homeowners to implement rain gardens at every possible downspout.

**Strategy 7:** Conduct ‘Water Budgets’ for various buildings/sites and determine if harvested and recycled rain water could offset some of the potable water use.

**Strategy 8:** Develop in-school, after school and mentorship curricula that are supported by hands-on experiential learning, outdoor education, and nature-based learning.

**Strategy 9:** Continue to pursue the Tree City U.S.A. award.

Supporting Partners	Funding Sources
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The Conservation Foundation	Use private foundations and individual funding to support environmental education and recreational opportunities within the Village’s park system. Work with Zoo and Forest Preserve to coordinate these educational programs.
Riverside/Brookfield High School	
Forest Preserve District of Cook County	
Brookfield Zoo	
Congress for the New Urbanism	
Conservation Commission	
Go Green Brookfield	
Sustainable Sites Initiative	
USGBC	
Eagle Scouts	
Salt Creek Watershed Network	

Goal 8-2	% Complete			
	25%	50%	75%	100%
Identify locations for new parks and open space opportunities within existing open space that can be designed to maximize their utility to residents by meeting the demand for recreation space, incorporation of athletic facilities, and programs which respond to Brookfield's diverse population.				
<b>Objective 1</b>	<b>Medium Term (0-3 Years)</b>		Funding: \$\$	
Develop Village wide standards for amenities and design for parks that coordinate with the Village's Open Space Master Plan. The plans would include maintenance plans and replacement schedules coordinated with the Village's Capital Improvement Plan.				
<b>Objective 2</b>	<b>Long Term (5-7 Years)</b>		Funding: \$\$	
Work with the Conservation Commission and Recreation Department to develop long-term maintenance programs that integrate sustainable park management.				
Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Identify potential locations for additional smaller (mini) parks in underserved residential areas and commercial nodes within the Village, especially in the central portion of the Village, in Planning Area 1, and the western 1/3 of Planning Area 6, per the adopted 2014 Brookfield Open Space Plan.				
<b>Strategy 2:</b> Identify potential locations for additional smaller parks in underserved residential areas and commercial nodes within the Village.				
<b>Strategy 3:</b> Identify parks and open space that could be good candidates for nature-based play and/or updated equipment and facilities that are coordinated with the annual budget (e.g. Candy Cane Park).				
<b>Strategy 4:</b> Establish a task force to help develop programs and enhanced services within the existing parks.				
<b>Strategy 5:</b> Follow-up the dog park exploratory study with a financial feasibility review for consideration with the 2018 or 2019 fiscal year.				
<b>Strategy 6:</b> Target grants and foundations to leverage funds for park development.				
<b>Strategy 7:</b> Identify parks and open space with areas of turf that could be transformed to native landscapes.				
<b>Strategy 8:</b> Teach staff how to be stewards of native landscapes.				

Supporting Partners	Funding Sources
The Conservation Foundation	Use state and federal open space and park enhancement grants while using local private donations, private foundations, and individual funding to match. Seek in-kind grants, technical assistance and funding from entities such as the Chicago Botanical Garden, Morton Arboretum, etc.
Riverside/Brookfield High School	
Forest Preserve District of Cook County	
Brookfield Zoo	
Congress for the New Urbanism	
Conservation Commission	
Go Green Brookfield	
Sustainable Sites Initiative	
USGBC	
Eagle Scouts	
Salt Creek Watershed Network	

Goal 8-3	% Complete			
	25%	50%	75%	100%
Prioritize conservation of Salt Creek and adjacent land as an important natural resource in the Village by coordinating with MWRD and national Best Management Practices (BMP's) for urban waterways and sustainable stormwater mitigation strategies.				
<b>Objective 1</b>	<b>Long Term (5-7 Years)</b>		Funding: \$\$\$	
Reduce point and non-point source discharge into Salt Creek.				
<b>Objective 2</b>	<b>Long Term (5-7 Years)</b>		Funding: \$\$\$	
Where possible, create public access, both physically and visually to Salt Creek through walks, overlooks, and education nodes.				
<b>Objective 3</b>	<b>Medium Term (3-5 Years)</b>		Funding: \$\$	
Identify and locate the edge of the floodplain to Salt Creek since it varies considerably within Village limits.				
<b>Objective 4</b>	<b>Long Term (5-7 Years)</b>		Funding: \$\$	
Create a consortium of upstream and downstream municipalities to prioritize the protection and enhancement of Salt Creek so that the entire length of the creek is a unified effort of protection strategies.				
Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Walk along the Salt Creek to note pipes/flared end sections of pipes that directly discharge into Salt Creek.				
<b>Strategy 2:</b> Identify all sub-watersheds inside and with an impact on Brookfield, point-discharge locations, drainage patterns and erosion into Salt Creek. Map locations for future use.				
<b>Strategy 3:</b> Develop a series of green infrastructure strategies that are best suited for implementation based on point and non-point discharge into Salt Creek.				
<b>Strategy 4:</b> Work with private properties along Salt Creek to eliminate point-discharge from sump pumps and driveway/parking runoff.				
<b>Strategy 5:</b> Develop an education program aimed at reducing fertilizer and pesticide applications to Village landscapes and properties.				
<b>Strategy 6:</b> Continue to provide rain barrels to Village residents through Public Works and the Metropolitan Water Reclamation District (MWRD).				
<b>Strategy 7:</b> Build on the partnership with MWRD in distributing additional rain gardens. Create a program called 10,000 Rain Gardens. Set a goal of creating all of them by 2030.				
<b>Strategy 8:</b> Adopt a Salt Reduction Program that would target the reduction of residential use de-icing agents.				
<b>Strategy 9:</b> Identify specific points along Salt Creek for access points for people and boats.				
<b>Strategy 10:</b> Remove trees and invasive species from the banks of Salt Creek. Plant native trees and herbaceous plants to stabilize edges and create view sheds into the creek.				
<b>Strategy 11:</b> Create educational pamphlets that describe the floodplains importance for flood mitigation by allowing floodwater to slow down, sediments to settle out, and helping to maintain water quality.				
<b>Strategy 12:</b> Work with private properties along the Creek to remove/relocate structures that are in the floodplain limits since they may impede water flow.				
<b>Strategy 13:</b> Create a monthly meeting, in a different city each month, to discuss goals, objectives, and projects that protect and enhance the entirety of Salt Creek including responsibility for monitoring stations.				
<b>Strategy 14:</b> Develop a Salt Creek Clean Up Day that happens simultaneously for the entire creek with participation from every municipality on Salt Creek.				
Supporting Partners	Funding Sources			
Salt Creek Watershed Network	Create "Friends of Salt Creek Watershed" not-for-profit that could complete separate projects in coordination with the village park department and MWRD using private foundation and individual funds to match grant programs.			
Forest Preserve District of Cook County				
The Conservation Foundation				
Riverside Brookfield High School				
Brookfield Zoo				
Dr. Scholl Foundation				
Kresge Foundation				
Grand Victoria Foundation				
Donnelly Foundation				
Metropolitan Water Reclamation District (MWRD)				

Goal 8-4	% Complete			
	25%	50%	75%	100%
Prioritize the restoration of the Village's naturalized landscapes to minimize maintenance, encourage pollinators, reduce rainwater runoff, and foster urban stewardship.				
<b>Objective 1</b>	<b>Long Term (5-7 Years)</b>		Funding: \$\$\$	
Protect and replace discontinuous portions of the urban canopy within Village limits.				
<b>Objective 2</b>	<b>Long Term (5-7 Years)</b>		Funding: \$\$\$	
Work toward a 100% buckthorn and honeysuckle free Brookfield.				
<b>Objective 3</b>	<b>Short Term (0-3 Years)</b>		Funding: \$	
Identify natural areas, significant oak trees, and Heritage Trees on private property; work with private landowners to preserve and protect these valuable natural resources.				
Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Create an inventory of all trees within Village limits, including their size, health, and risk assessment to help arborists identify current and potential problems in order to plan for budgets, removals, pruning, planting, and other maintenance requirements.				
<b>Strategy 2:</b> Create an estimated asset value for each tree and a cumulative total for all trees inventoried in the Village.				
<b>Strategy 3:</b> Place plant identification tags – especially on street trees, throughout the Village, to increase awareness of tree diversity.				
<b>Strategy 4:</b> Establish programs, in partnership with local nurseries, to get citizens involved in removing buckthorn and honeysuckle and collecting acorn on public and private property. Create enthusiasm with Invasive Plant Removal Parties and encourage residents to 'adopt' a property.				
<b>Strategy 5:</b> Establish programs and education sessions that inform private property owners about the importance of native plants and the negative impacts that can be caused by invasive plants such as buckthorn and honeysuckle.				
<b>Strategy 6:</b> Recognize large trees on private property, especially oaks, as Heritage Trees; develop ordinance language to provide special protection for these trees.				
<b>Strategy 7:</b> Encourage residents to replace turf with native plants, especially around oaks, to create a healthy environment for tree survival.				

Supporting Partners	Funding Sources
Salt Creek Watershed Network	Create "Friends of Salt Creek Watershed" not-for profit that could complete separate projects in coordination with the village park department and MWRD using private foundation and individual funds to match grant programs.
Forest Preserve District of Cook County	
The Conservation Foundation	
Riverside Brookfield High School	
Brookfield Zoo	
Dr. Scholl Foundation	
Kresge Foundation	
Grand Victoria Foundation	
Donnelly Foundation	
Metropolitan Water Reclamation District (MWRD)	
The Morton Arboretum	
Local nurseries	

Goal 8-5	% Complete			
	25%	50%	75%	100%
Create Renewable Energy and Green Infrastructure goals for new and existing residential and commercial development as well as sustainable approaches that encourage the use of alternative energy sources.				

Objective 1	Medium Term (5-7 Years)	Funding: \$\$		
Incentivize reductions in lawn areas for new and existing development.				

Objective 2	Medium Term (5-7 Years)	Funding: \$\$		
Incentivize green stormwater infrastructure for new and retrofitted development.				

Objective 3	Medium Term (5-7 Years)	Funding: \$\$		
Incentivize the use of renewable energy and energy conservation strategies to reduce energy consumption throughout the Village.				

Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Revise the Landscape Ordinance to incentivize lawn replacement with native plants on new and retrofit development. Include a ban on certain fertilizer and pesticide applications and/or reduce them to only newly planted lawns for initial establishment.				
<b>Strategy 2:</b> Provide guidance and support for projects that meet or exceed national benchmarks and best practices for preservation of natural resources and conservation of sensitive landscapes.				
<b>Strategy 3:</b> Review Cook County's Stormwater Ordinance regarding requirements of percentage of rainfall be held on a property using green infrastructure.				
<b>Strategy 4:</b> Identify public landscapes that use potable water for irrigation or some other use and offset that use with harvested and recycled rain water.				
<b>Strategy 5:</b> Revise Development Ordinances to incentivize renewable energy strategies including 'Dark Sky' criteria for new and retrofit development and streamlined permits for solar energy projects.				
<b>Strategy 6:</b> Work with each public building and school to create a pilot program to install energy conservation strategies such as LED light fixtures, occupancy sensors, energy efficient appliances and equipment.				
<b>Strategy 7:</b> Expand the existing efforts to update all streetlights to utilize the latest smart light technology.				
<b>Strategy 8:</b> Utilize grants and other incentives to manage peak-load demand for electricity.				

Supporting Partners	Funding Sources
Illinois Clean Energy Foundation	Establish an energy work group to study how renewable and sustainable energy sources may be used to save the Village and local businesses and residents money while incorporating long-term sustainable energy practices.
United States Green Building Council	
Metropolitan Mayor's Caucus	
Midwest Pesticide Action Center	

## CHAPTER 10: CREATING SUCCESS

		% Complete			
Goal 10-1		25%	50%	75%	100%
Achieve economic prosperity by maintaining and enhancing the diversity of new retail, personal service, commercial service, office, and light industrial uses.					
<b>Objective 1</b>	<b>Short Term (0-3 Years)</b> Funding: \$				
Coordinate planning and economic development activities in a manner which provides regular opportunities for contact between business and development interests within the Village.					
<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b> Funding: \$				
Seek opportunities for new employment growth through the retention and expansion of existing Brookfield employers.					
<b>Objective 3</b>	<b>Long Term (5-7 Years)</b> Funding: \$\$				
Ensure that new development pays its fair share of public facilities and service costs which are attributable to the demand for additional facilities or services as a result of new development.					
Strategies		25%	50%	75%	100%
<b>Strategy 1:</b> Create locally based marketing programs to boost local investment and awareness between the residential and business community.					
<b>Strategy 2:</b> Establish marketing strategies to retain and attract businesses and developers along the commercial corridors and Village center commercial areas to enhance the Village's business image.					
<b>Strategy 3:</b> Institute budgeting processes and procedures that provide necessary revenues for the near term, while allowing financial reserves for the future. Update the building permit fee structure to help offset the cost impact of new development.					
<b>Strategy 4:</b> Continue to provide resources for maintenance of the Village's physical facilities, coordinated with the Village budget, that are adjusted for inflation and additional needs as programming increases.					
Supporting Partners	Funding Sources				
Recreation Department	Create Village and chamber business visitation program for existing Brookfield businesses to understand business needs and how banks and other financial partners may assist local business expansions and upgrades. May use TIF funds within TIF Districts for gap financing to assist businesses.				
Village of Brookfield					
Chamber of Commerce					
Local Merchants					

Goal 10-2	% Complete			
	25%	50%	75%	100%
Focus economic activity in the four commercial nodes within the Village to ensure a critical mass of customers, and promote synergies in targeted locations to create attractive destinations.				
<b>Objective 1</b>	<b>Long Term (5-7 Years)</b>		<b>Funding: \$\$\$</b>	
Increase density around the Downtown Brookfield Metra station to create a great walkable restaurant and retail destination.				
<b>Objective 2</b>	<b>Medium Term (3-5Years)</b>		<b>Funding: \$\$</b>	
Focus on commercial development at retail nodes at major cross streets along Ogden Avenue, such as Dunkin Donuts at Maple Ave.				
<b>Objective 3</b>	<b>Short Term (0-3 Years)</b>		<b>Funding: \$\$</b>	
Improve the visual feel and streetscape of the Ogden Avenue, 31st Street and Downtown corridors and nodes in coordination with Village wide streetscape improvement initiatives.				
<b>Objective 4</b>	<b>Long Term (5-7Years)</b>		<b>Funding: \$\$\$</b>	
Focus efforts around major cross street intersections for mixed use development that may include both retail and residential redevelopment opportunities along 31st Street.				
<b>Objective 5</b>	<b>Medium Term (3-5 Years)</b>		<b>Funding: \$</b>	
Enhance 31st Street's Business identity by focusing on attracting additional retail.				
<b>Objective 6</b>	<b>Short Term (0-3 Years)</b>		<b>Funding: \$\$</b>	
Increase residential / retail development to improve local business customer base and contribute to a more vibrant walkable "Village Neighborhood."				
<b>Objective 7</b>	<b>Short Term (0-3 Years)</b>		<b>Funding: \$</b>	
Encourage developers to consider 8 Corners for buildings utilizing Zoning Modernization principles to increase height and density of buildings, and include quality building materials.				
Strategies	25%	50%	75%	100%
<b>Strategy 1:</b> Create a new gateway along 31st Street to welcome visitors to Brookfield Zoo and the Village of Brookfield.				
<b>Strategy 2:</b> Create a walkable residential and retail district at 8 Corners.				
<b>Strategy 3:</b> Maintain downtown focus on locally-owned entrepreneurs who may need assistance with building improvements or other business related loans. TIF funds could be used for increased business revolving loan funds if Downtown Brookfield were to become a TIF area.				
<b>Strategy 4:</b> Leverage TIF funds by financing the redevelopment gap between costs to renovate and the market rents available.				
<b>Strategy 5:</b> Create a robust wayfinding system that identifies commercial destinations and nodes.				
<b>Strategy 6:</b> Revamp signage code and enforcement program to combat obsolete signage, signage in disrepair, and outdated signage (e.g., pole signs), especially along Ogden Avenue. Expand pilot signage incentive program.				
<b>Strategy 7:</b> Conduct an exploratory study to gauge readiness of the business community for a Downtown Development Authority.				
Supporting Partners	Funding Sources			
Recreation Department	Use TIF funds to assist business expansion and redevelopment projects fill project financial gaps. Partner with private banks and other lenders to leverage them into projects that may otherwise not be funded without assistance from TIF to fill project gap. Study Downtown Development Authority funding options.			
Village of Brookfield				
Chamber of Commerce				
Local Merchants				

Goal 10-3	% Complete			
	25%	50%	75%	100%

Leverage existing site assets to create developable parcels that are conducive to a variety of businesses along Ogden Avenue.				
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Objective 1	Short Term (0-3 Years)	Funding: \$		
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Inventory commercial lot depths along the corridor to determine need for additional space that would promote additional reinvestment in the corridor.				
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Objective 2	Medium Term (3-5 Years)	Funding: \$\$		
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Encourage investors to consider innovative options in areas where lots depths are less than standard. Explore the vacation of alleys to add to lot depth.				
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Objective 3	Medium Term (3-5 Years)	Funding: \$\$		
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Consider creative parking strategies such as alley access, reverse angle parking and reduced parking ratios in areas where parking is limited.				
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Strategies	25%	50%	75%	100%
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<b>Strategy 1:</b> Evaluate existing parking requirements to determine flexibility and modification of ratios to accommodate businesses in areas where lot depth is challenging.				
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<b>Strategy 2:</b> Consider parcel assemblage for areas where lot depth is less than minimum. Continue use of Cook County's "No Cash Bid" Program.				
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<b>Strategy 3:</b> Create design guidelines along Ogden Avenue and in industrial areas to ensure high quality development is maintained.				
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<b>Strategy 4:</b> Interview potential developers and existing business owners interested in expanding or building new to better understand property area needs.				
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Supporting Partners	Funding Sources
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Village of Brookfield	Ogden Ave lots are often narrow and may not be conducive to current business property configurations. Use TIF funds and other local resources and regulatory authority to facilitate parcel assemblage. Consider vacating alleys to expand parking for Ogden retailers.
Chamber of Commerce	
Local Merchants	
Developers	

Goal 10-4	% Complete			
	25%	50%	75%	100%

Expand and diversify the Village tax base through public realm improvements that increase community property values.				
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<b>Objective 1</b>	<b>Short Term (0-3 Years)</b>	Funding: \$				
Increase Equalized Assessed Valuation (E.A.V) throughout Village.						

<b>Objective 2</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$				
Assist with the creation of denser development within each commercial corridor.						

<b>Objective 3</b>	<b>Medium Term (3-5 Years)</b>	Funding: \$\$\$				
Provide assistance to homeowners who rehabilitate and/or upgrade their single-family residential properties.						

Strategies	25%	50%	75%	100%
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<b>Strategy 1:</b> Inventory properties along Ogden Avenue and 31st Street corridors to determine which properties may benefit from additional area and/or lot depth from the street to accommodate current traffic, delivery patterns and parking.				
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<b>Strategy 2:</b> Support the formation of Commercial Corridor Design Guidelines and Overlay Districts that reflect desired development patterns and character for the existing commercial corridors: Ogden Ave - Auto-oriented commercial (between East and Prairie Streets); 31st Street - Neighborhood-serving commercial (between Arthur and Sunnyside); 8 Corners - Neighborhood serving commercial (primarily Broadway); and Downtown - Neighborhood serving commercial (primarily around Grand Blvd. /Prairie Ave. and RR crossing).				
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<b>Strategy 3:</b> Create a facade renovation program for each corridor that is consistent with each corridor’s design guidelines.				
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<b>Strategy 4:</b> Convert hotel uses to modern uses pursuing public/private partnerships (e.g., redevelopment agreements).				
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<b>Strategy 5:</b> Along Ogden Ave. and 31st Street utilize the Village’s staff resources and Zoning Modernization regulatory documents to support assemblage of parcels that were inventoried and determined to be insufficient to support current traffic and delivery patterns.				
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<b>Strategy 6:</b> Actively work with the development community and property owners to secure infill redevelopment opportunities for under-performing properties. There are potentially three opportunities existing in the 8-Corners corridor and one major parcel exists in the Downtown.				
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<b>Strategy 7:</b> When real estate financial gap exists, use site specific TIF projections to create internal project cash flow to subsidize and cover financing gap for developer and related improvements within the project “footprint”.				
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<b>Strategy 8:</b> Provide efficient and timely review of building permits.				
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<b>Strategy 9:</b> Assist property owners and their contractors with logistical assistance as may be necessary regarding debris management and construction delivery logistics.				
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<b>Strategy 10:</b> Study housing rehabilitation and homeownership needs in southern Brookfield between Ogden Avenue and 47th Street to assure a balance of homeownership and rental properties.				
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<b>Strategy 11:</b> Create homeowner incentive program.				
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Supporting Partners	Funding Sources
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Village of Brookfield	Use TIF funds within TIF Districts and use other planning and economic development funds to work with small business, local entrepreneurs, and developers who will reinvest in business corridors and infill projects within existing neighborhoods.
Chamber of Commerce	
Local Merchants	
Developers	

Goal 10-5	% Complete			
	25%	50%	75%	100%

Increase Small Business and Entrepreneurial success within the Village of Brookfield.

**Objective 1** **Short Term (0-3 Years)** Funding: \$

Update the Village's marketing brochure to update small business owner-operators and entrepreneurs regarding Brookfield's business advantages.

**Objective 2** **Medium Term (3-5 Years)** Funding: \$\$

Create entrepreneurial gap financing to close the development gap that prevents small business expansions and investments in specific properties

**Objective 3** **Medium Term (3-5 Years)** Funding: \$\$

Work closely with small business / entrepreneurs who are local Brookfield owner-operators of their own businesses, as these businesses normally will spend more money with local Brookfield businesses and hire more local Brookfield residents than franchise businesses.

Strategies	25%	50%	75%	100%
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**Strategy 1:** Delineate the business development and marketing opportunities across the Village and within each commercial corridor.

**Strategy 2:** Provide a list of available development or location incentives and how small business can benefit from those incentives to make their ventures more profitable. Work with commercial brokers to update said list.

**Strategy 3:** Coordinated with local developers, commercial realtors, and existing local businesses to inform content with business location or expansion decisions.

**Strategy 4:** Provide gap financing to leverage traditional commercial lending to assist small business / entrepreneurs.

**Strategy 5:** Consider partnering with local financial institutions to underwrite low-cost loans (i.e., expand current signage loans)

**Strategy 6:** Create a network of local businesses who will mentor new and/or expanding owner-operator business entrepreneurs.

**Strategy 7:** Coordinate mentoring and expert speaker program with the Brookfield Chamber of Commerce.

**Strategy 8:** Work with the Brookfield Zoo on business purchases that could be made with local Village of Brookfield small businesses.

**Strategy 9:** Prioritize local owner-operator small business / entrepreneurs for local loan and other local incentive programs.

Supporting Partners	Funding Sources
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Village of Brookfield	Create façade improvement funds within TIF Districts using TIF Funds, and work with local financial institutions to support small business and entrepreneurial investments within the targeted commercial corridors. Again use TIF funds as way means to leverage private capital and fill financial development gaps in specific development projects. Utilize Cook County incentive programs.
Chamber of Commerce	
Local Merchants	
Financial institutions	
Brookfield Public Library	

Goal 10-6	% Complete			
	25%	50%	75%	100%

Work with developers to offer cost and time savings such as reducing permit and petition fees, expediting development review and subsidizing utility hook ups in exchange for desired development commitments.

Objective 1	Short Term (0-3 Years)	Funding \$				
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Update the existing inventory of existing properties and potential redevelopment sites to determine right fit for development.

Objective 2	Short Term (0-3 Years)	Funding \$				
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Update marketing documents for developers, real estate brokers and investors that can be used to generate interest in redevelopment opportunities in the Village that focus on supplementing the existing inventory of community facilities.

Strategies	25%	50%	75%	100%
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**Strategy 1:** Publish the Subarea Design Manual to inform developers about desired developments within the subareas.

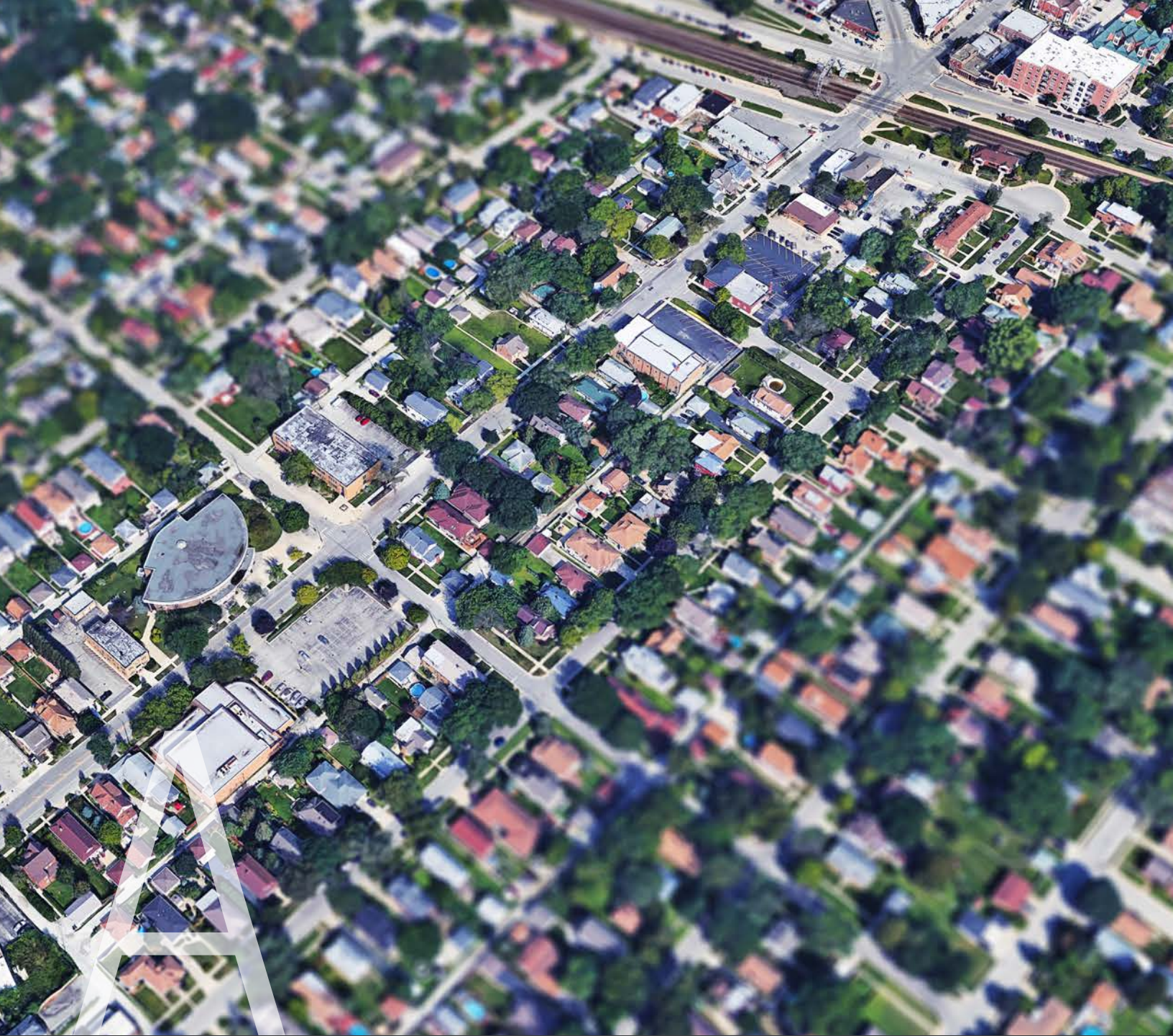
**Strategy 2:** Examine ways to streamline the Village's development approval process to be more predictable and not lengthy.

**Strategy 3:** Consider creating a stand-alone process for expedited review that is based on pre-approval and requiring extra fee from developers.

Supporting Partners	Funding Sources
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Real estate professionals	Streamline regulatory and permitting requirements for local redevelopment efforts especially for smaller single family residential renovations and small commercial business upgrades. Permit fees.
Developers	
Chamber of Commerce	
ICSC	





# APPENDIX

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# Project Kick-off Meeting Memo



# PROGRESS MEETING SUMMARY

## RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Village of Brookfield Comprehensive Plan  
RATIO Project No.: 16093  
Date/Time: August 18, 2016  
Purpose: Internal Coordination Meeting  
Held at: RATIO – 30 W. Monroe  
Participants: Emily Egan, Village of Brookfield; Keith Sbiral, Village of Brookfield; Nicholas Greifer, Village of Brookfield; Heidi Persaud, CMAP; Lesley Roth, RATIO; Ben Kutcheid, RATIO

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1. Project Scope
  - a. Subarea planning area identification. The team discussed the following subareas to be investigated during the comprehensive planning process
    - i. 31st St. Connect to zoo, transition from commercial to residential, underutilized land
    - ii. Ogden Avenue
    - iii. Downtown/eight corners. Make this area more walkable, align with TIF projects
    - iv. 47th St. (OPTIONAL)
2. Updates on current Plans and changes since the RFP
  - a. Village Planning History
    - i. 2002 master plan (2020 plan)
    - ii. 2005 change in administration. Previously it was not regionally focused
    - iii. 2007 1st planner and community development staff hired
    - iv. Planning/zoning commission embrace planning
    - v. Elected officials are supportive of planning
  - b. Zoning Modernization
  - c. Active Transportation Plan
  - d. Complete Streets Policy
3. Project Schedule
  - a. The project will commence the week of October 24
  - b. RATIO will update the schedule as necessary to reflect planning activities to date
4. Steering Committee selection (12 maximum total)
  - a. Application process for members
  - b. Consider representation from the following groups:
    - i. Metra
    - ii. Tom Robbins – pace
    - iii. 12 total
  - c. Consider the possibility of creating a citizen advisory committee
  - d. Consider creating topical and/or regional subcommittees. Citizens could identify topics (task force groups) of interest and volunteer to be on a committee for the duration of the planning process. the Village will consider how many committees is feasible based on the priority issue areas. \*Emily to provide feedback
5. Public Engagement
  - a. The team discussed identification of stakeholders. The group will confirm participants closer to the kick-off date. RATIO will send the Village a matrix to fill in participant's contact information for outreach and invitation.
  - b. Client Engagement Portal Demonstration. RATIO demonstrated the on-line face of the project and described its functionality to the group.
  - c. Historically, there has been disparity in the Village. The public outreach process should include all neighborhoods within the Village to the extent possible.

# Village of Brookfield Comprehensive Plan

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August 18, 2016

6. Priorities for the Comprehensive Plan
  - a. Implementation focus
    - i. Provide input on zoning recommendations, as applicable
    - ii. Update table of contents to reflect Village's priorities
  - b. Communication and education with the public is important
  - c. The Plan should be a living document that can be evaluated for efficacy over time using a performance measurement matrix. This matrix is coordinated with the Village's fiscal budget
  - d. Transit Oriented Development around the Metra stations has adopted a form based code.
  - e. Economic Development
    - i. EAV should be used as a metric to define the value and growth of the Village
    - ii. How can comprehensive plan put Village on growth trajectory based on EAV (positive outcome)?
    - iii. The comprehensive plan should support quantitative goals and communication the Village's financial health to the public
    - iv. The Village desires to reduce risk and create growth.
    - v. The Comprehensive Plan should identify realistic opportunities for growth and fiscal responsibility
7. Transportation
  - a. The Village has developed a complete streets policy – adopted 2016
  - b. ATA is in the process of starting (October 6) a Village-wide transportation study to be complete in May/June 2017.
    - i. RATIO would like to meet with ATA to align scope, coordinate outreach and understand their schedule
    - ii. The Comprehensive Plan should incorporate the findings and outcomes of the ATA report
  - c. Sidewalks and streetscape
    - i. Kimley Horn will focus on all aspects of transportation
  - d. Commercial corridor focus should include Ogden Avenue and 31<sup>st</sup> St.
  - e. Implementation strategies will be a focus of the transportation chapter.
  - f. Our team will consider innovative ways of adding value to the right of way including productive ROW and stormwater migration
  - g. KHA will review traffic controls at intersections and how to make a more pedestrian and bike friendly environment
  - h. The Village is in the process of repaving 36% roads in 10 years. There is an opportunity to make the roadway system more effective including investigation of ways to improve the function of the ROW>
  - i.
8. Zoning
  - a. Metra station zoning regulations include form based code.
    - i. The team will review the implementation chapter in the 2002 Master Plan
    - ii. Form Based Code
      - Multifamily buildings and commercial areas around stations
      - Transit Oriented Development
      - BNSF Line
      - Land use should be coordinated
9. Parks and open space
  - a. Improve and innovate
  - b. The team will review existing reports, studies and open space policy
    - i. Grey infrastructure has been studied by engineers
    - ii. The Plan will highlight the work the Village has completed to date
    - iii. Recreation is asset. The Village desires to improve this asset as well as enhance its identity and market this aspect
    - iv. The Plan will tie previous studies together

Village of Brookfield Comprehensive Plan

Page 3

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- v. RATIO will approach the open space and parks chapter using economic placemaking
    - o South getting new streets
- 10. Meeting Materials
  - a. The Team will translate meeting materials as necessary to outreach to non-native English speakers
- 11. Key person interviews
  - a. The Village suggested the Irish Times cottage for focus group interviews

Any additions or corrections to these Minutes should be submitted in writing to RATIO Architects, Inc., within ten (10) days of receipt. Otherwise, these Minutes stand as correct.

Respectfully submitted,

Lesley Roth, AIA, AICP  
Associate/Senior Planner

cc: John Jackson, RATIO  
Matt Rueff, RATIO  
Peter Lemmon, Kimley-Horn Associates  
Jay Womack, Huff and Huff

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# **Steering Committee #2 Meeting Memo**



RATIO

MEMORANDUM

To: Village of Brookfield Steering Committee  
RATIO Project No.: 16093  
Date: February 8, 2017  
Subject: Village of Brookfield Comprehensive Plan

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Participants at the January 30, 2016 Steering Committee created statements that represented their vision for Brookfield in the next 20 years. The participants were asked to create 3-5 vision statements. Each participant was given 4 stars to vote on the vision statements. The top vision statements are below:

**(8 stars)** Brookfield community is:

- Accessible
- Affordable
- Welcoming
- Connected
- Sustainable

**(4 stars)** Historical

- Family
- Quality of life
- Live and play
- The Village of Brookfield is a historical community with a great quality of life where families can live and play

**(4 stars)** Family oriented; a community for raising families

**(4 stars)** Capitalize on Brookfield's transit access, particularly its 3 train stations

**(3 stars)** A financially stable community that can endure external "shucks" over the long run to provide professional city services consistently

**(3 stars)** Maintain sense of "community"

**(3 stars)** Social and Economic Vitality

- Activity
- Multigenerational
- Continues to attract young home buyers

**(2stars)** Brookfield has a rich history and a wealth of natural resources that have defined its sense of place. The vision for the Village of Brookfield is to maintain those assets while striving to provide a more sustainable quality of life.

- Economic viability
- Multi modal access

**(2stars)** Forward thinking but well grounded

**(2stars)** Remain a friendly, caring, welcoming and close knit community that embraces visitors and newcomers

**(2 stars)** Create a destination (other than zoo)

**(2stars)** Premier community in western suburbs for young

- High quality schools
- Safe and friendly neighborhoods

**(2stars)** Great potential to revitalize its historic downtown

**(2stars)** Modernization

- Signage
- Store fronts
- Landscape
- Common areas
- Lighting

**(2stars)** Brookfield community creates:

- Sense of pride
- Youth engagement
- Innovative solutions
- Successful businesses
- Connection to nature

**(2stars)** Increase development but not at cost of local identity

**(1 star)** Increasing Brookfield's racial and class diversity

**(1 star)** Create an attractive, welcoming community that continues to have a closely integrated network of civic groups that tie the community together

**(1 star)** Places for visitors to stay in village (quality hotel)

**(1 star)** Inclusive

- Open minded
- Ambitious
- Pride of place
- Verdant
- Opportunities for growth

**(1 star)** Recreation – bike, walk, run on trails and paths.

- Dining options – local establishments
- Safety
- Good schools

The remainder of the vision statements were then grouped by theme below:

### **Transit and Transportation**

- Capitalize on transportation options and local attendance drivers to encourage new lodging for short term visitors
- Remove sense of separation to community by Metra tracks w/ comp. plan implementation
- Transit development
  - Commercialization
  - Improve housing/schools
  - Resources for stakeholder
  - Economic growth – bring in new residents
  - Safety

### **Natural Resources**

- Build on bike paths & natural resources not changing current conditions (no compromise)
- Enhance access to and awareness of greenways & forest preserves located in the community

### **Character and Community**

- Intergenerational
- A high-amenity community that offers multiple indoor & outdoor recreation & entertainment options – walkable, bikable, or drivable
- The VOB has a rich past, thriving present, and optimistic future
- Brookfield has the character and quality traditional small towns but is future focused and a leader for community based partnerships
- Improvements that make our community current and relevant
- The Village of Brookfield is an inclusive place of destination for innovators and dedicated community members

### **Business and Development**

- Strong rental and owned housing stock
- Dynamic and entrepreneurial businesses
  - Multiple business districts with distinct feel and primary draws
- A community that offers a mix of for sale and rental housing along multiple price points and a mix of densities (SFD, duplex, two-story, mid-rise)
- Energized, strong and growing network of businesses throughout town
- Embrace local arts scene as incubator for community identity
  - Parks, nature trails, and recreation
- Attracting zoo visitors into the heart of the village

After review of the input from the Steering Committee, the Consultant team proposes the following three vision statements for consideration:

- 1. The Brookfield community is accessible to all generations, offers affordable and quality housing, and is welcoming and inclusive. We are connected to the region through train and trail; value our natural resource amenities and prioritize sustainability.**
- 2. We are a community that values our history and maintains our high quality of life and family-centered character through celebration of our dynamic and diverse small businesses and being a destination for dedicated community members.**
- 3. Our community is an active and engaged citizenry that values social and economic vitality through cultivation of small business, dedication to arts and science, regional rail connectivity and maintenance of a high quality of life for all of our residents.**
- 4. We envision the creation of an attractive, welcoming community that continues to have a closely integrated network of civic groups that tie the community together. We value our friendly, caring, welcoming and close knit community that embraces visitors and newcomers, supports small business and whose rich history and wealth of natural resources define its sense of place. We maintain those assets while striving to provide a more sustainable quality of life.**

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# Key Persons Interview Summaries



# KEY PERSON INTERVIEW MEETING SUMMARY

## RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Village of Brookfield Comprehensive Plan  
RATIO Project No. 16093.000  
Date/Time: January 30, 2017  
Purpose: Key Person Interviews – Community Stakeholders  
Held at: Brookfield Village Hall  
Participants: Jason West, Artist, Community Art Organizer  
Dennis Gilhooley, Brookfield Little League  
Katie Naste, Brookfield Little League  
Linda Kampschroeder, Brookfield Library Trustee  
Kimberly Coughlin, Brookfield Library Director  
Adam Bergraft, Brookfield Library Trustee  
Emily Egan, Village of Brookfield  
Jennifer Bater, Government Affairs Brookfield Zoo  
Lesley Roth, RATIO Architects  
Ben Kutscheid, RATIO Architects

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The purpose of this meeting is to receive input on the Village of Brookfield Comprehensive Plan from key people related to Community Groups

### **Whats your vision for the community?**

1. Little league is important part of community. Recreational sports happen in other towns that are not offered in Brookfield ? A need for Rec Center within the community to provide more opportunities within Brookfield.
2. How can we accommodate growing student body in recreational activities, Town is becoming younger. Growth in families over the next 10 years, there will be tons of kids
3. Proximity to Chicago is important- lots of transplants. Lots of residents work in the city, 3 stations is critical the biggest strength is train.
4. Middle ground of affordability – there are more expensive suburbs but there are better opportunities in Brookfield
5. Brookfield zoo – strategic plan includes growth of membership and visitors – need more lodging opportunities – align goals with zoo and village.
6. Use proximity to zoo to bring in more people – this would help downtown businesses
7. Business association could learn from successful communities nearby and target desirable businesses and attract them to commercial districts.

### **What improvements can be made to the Quality of Life within Brookfield ?**

1. The Brookfield Theater needs to be remodeled..
2. Grow restaurants at Grand Ave/Grand Prairie. Use the artists to attract more businesses and young urban professionals to the corridor
3. Create an artist culture to showcase artists and local art
4. Downtown needs help (Ogden) will always be small, there is a need to attract destination businesses.
5. Local artist can do more public art, public sculptures
6. 'Family Boom' – library is feeling boom. 800 people turned away from schools/classes. The lost referendum for new facility. As part of the Grand Prairie business association the library can help businesses in town if they are in close proximity, small business classes? with lenders, etc?

### **What is the quality of life in Village?**

1. Can be improved – need more businesses that can improve foot traffic in area
2. Need more events to get people downtown
3. People leave Brookfield to shop
4. Ogden Avenue should be a priority for new businesses – existing businesses are not desirable. Ogden is not an attractive shopping street.
5. South of Ogden needs help – no vibrancy
6. A different school district south of Ogden and it impacts real estate values
7. Brookfield connections (FB) has the same sentiment about Ogden and needs redevelopment
8. Focus is on north side of village
9. Hollywood Park school district is one of the better School District and is part of – Riverside/Brookfield
10. Lots of improvement over past few years is notable and good.
11. Trails are important, families like trails. The natural resources are not pushed as much as a selling point – trails
12. Cook County Forest Preserve doesn't advertise as much as they could. There could advertise the opportunities to get to zoo better
13. Walkability of the Village could be marketed more
14. The closer to 47<sup>th</sup> street you are it seems far away for businesses corridors such as Ogden
15. What about 47<sup>th</sup> street redevelopment?

### **Challenges**

1. Ogden is a barrier to families and bikes to cross
2. Congress park train stop is the safest way to cross through Brookfield but not visually attractive. This is a tunnel beneath the tracks at a train station but it is accessed through an industrial corridor.
3. There is a need to better connect the north and south parts of town
4. Signage and way finding could be improved
5. Connectivity and walkability throughout the Village is a concern.
6. There are 3 elementary school districts plus 2 high schools, too many entities vying for same pot of resources
7. Library, restaurants can bring people together

### **Identify organizations that can bring people together**

1. Little league boundaries
2. Daycare centers can be a connector – could be more (alphabet learning Center on Grand Avenue)
3. Recreation Department

### **Character and identity elements**

1. Themed sculptures 'how do you feel about Brookfield?'
2. There are animal prints along Grand Ave
3. Bison at library – language of conservation
4. Incorporate zoo, children's community/schools – involve multiple organizations
5. How to mix up parts of town, people in town, make there be ONE Brookfield identity, not separated but more unified
6. Encourage connectivity in village
7. Capitalize on Salt Creek eg: Naperville Riverwalk, create a creekwalk, a destination for Brookfield and connections to the zoo
8. Community art center – with kids and adults programming
9. Expand recreation department to include arts and sports
10. There are no other private sports businesses – people go to other towns for many other sports
11. YMCA doesn't have pool, sports – only has workout spaces and is in LaGrange Park
12. The planned library expansion plans are a community room with 125 capacity, the current largest space holds 30 people. There is no where to meet in Brookfield for large groups, there is a need for a large community meeting room. An idea would be for the Library/community meeting centers (eg: east Peoria) the Town uses meeting space in a joint facility
13. Brookfield identity Enhance partnership with zoo

**Vision –**

Make Brookfield a destination, build a Brookfield with hotels, etc.,

**Zoo**

1. Community outreach on south and west sides of town- mostly underserved communities
2. Zoo partners with chamber of commerce and larger groups
3. Nonprofits can use zoo space as well
4. 25% of residents are members of the zoo
5. Open to classes with library
6. Animal ambassador program with school partnerships
7. Space available during the week (closes at 5-6pm)
8. Serve Brookfield and all communities around Brookfield in library
9. Being part of the solution

**Little League**

1. League has done a lot of work on fields – with plans for more field improvements
2. Budgeted to have fields done professionally
3. High school discussions to ‘skin’ fields and make softball for girls
4. Girls are leaving for tournaments in other communities – how to attract more little league girls
5. Professionals are hired to help with field maintenance
6. Currently 423 members 80% boys 20% girls with a goal of 450 in 2017
7. South side isn’t as engaged in little league as the North Side

**Library**

1. Library is progressive as far as programs quantity and quality
2. Innovative technology – 45 hotspots
3. 145k visitors in 2016
4. 3 printers
5. Laptops available for rent

**Arts community**

1. Open mic night, battle of the bands, concerts in the park
2. Arts community is growing, thriving
3. Find more synergies with little league, library

**Zoo**

1. Engaged with chambers
2. Attendance at events
3. Need more long term engagements

Any additions or corrections to these Minutes should be submitted in writing to RATIO Architects, Inc., within ten (10) days of receipt. Otherwise, these Minutes stand as correct.

Respectfully submitted,

Ben Kutscheid, ASLA  
Landscape Architect

cc: Attendees



# KEY PERSON INTERVIEW MEETING SUMMARY

## RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Village of Brookfield Comprehensive Plan  
RATIO Project No.: 16093  
Date/Time: January 30, 2017  
Purpose: Key Stakeholder Focus Group Interview, 2pm  
Held at: Brookfield Village Hall  
Participants: Dan Velcich, Burger Antics  
John Scaletta, Motion Source  
Tom Pelefas, Sweetner Supply  
William Klump, Brookfield Car Wash  
Dennis Tischler, Tischler Finer Foods

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### **What is the current business climate in Brookfield?**

- Things are getting better in Brookfield. For example, Grand Avenue is getting populated with more businesses and is a more exciting place to be because of additional business activity.
- Parking is a challenge for business owners. They would like more parking close to their businesses so that patrons don't have to walk far.
- Lagrange Park has improved Grand Avenue and has been successful in attracting businesses
- More families are moving to Brookfield and it appears that residential real estate has picked up. Many have notices that residential real estate prices are going up however, the community remains affordable for families and homes have many amenities
- The perception of Brookfield by business owners and residents is positive

### **What kind of real estate are residents and business owners looking for in Brookfield?**

- Residents are looking for move-in ready homes and those that have been either torn down and built new or rehabilitated
- There is a great inventory of homes available in the Village
- Homes are upgrades with brand new amenities. Most are gut rehabs.

### **What is the demographic of shoppers?**

- Customers are generally younger however, the same number of customers are shopping.
- Residents shop where it's convenient and are not as concerned about prices
- Brookfield residents are loyal to local businesses
- At the Brookfield Car Wash, the service motto is 'faster, better, cheaper'. Most customers are from Brookfield however, there is a growing number of customers from a larger geographic area. Credit card usage has gone up as the consumer's age is younger.

### **Property Ownership and Management**

- There are many older commercial properties that needs to be improved. Concurrently, taxes are out of line with the level of modernization of buildings.
- Ogden Avenue is particularly challenged and is in need of physical improvements, zoning modifications, land use inconsistencies and needs a TIF to support new business.

- Landlords are an issue because they are perceived to be uncommitted to improving their properties
- A few people own a lot of the commercial property in the Village
- Burger antics (2015)
  - Business is steady and consistent
  - Becoming destination
  - Trying to get more locals
- The Chamber of Commerce can help support small businesses with the following tools:
  - Small business luncheons
  - The Chamber is for whole Village and adjacent areas
  - Western Cook County Chamber also has resources for small business
  - Brookfield chamber is a member of West Cook County Chamber
  - New business welcome packet
  - Education is needed to understand what chamber does
- Grand Boulevard/Prairie Business District
  - Street trees are needed to soften the areas
  - Business owners would like the area to be cleaner and better maintained
  - There should be more physical improvements in the area so it projects a 'wow' factor
  - New light fixtures were proposed to help improve the areas
  - Business owners would like to add to the charm in area
  - Downtown Plainfield was given as a good example of an attractive business district

**What are the business districts in Brookfield?**

1. 47<sup>th</sup>
  2. Ogden
  3. 8 corners
  4. Grand + Prairie (Downtown)(very walkable)
  5. 31<sup>st</sup>
- There are opportunities for branding in each commercial district. For example, each district should have its own name or there could be one name for all of the districts. Alternatively, each of the smaller districts could be branded with a unique character.
  - Connect 8 Corners and Grand with development along adjacent streets such as hotel, bed and breakfast or library (Geneva was given as an example of a community with a good linked commercial district)
    - Residential areas an extension of business districts
    - The distance between commercial districts in Brookfield is 3/4mi (12 min walk)
    - It was discussed that the library needs a more prominent space
    - An idea was discussed to close streets in commercial areas to create a 'festival street' (walking campus around library and extension)

**Parking and Sidewalks**

- There was concern that walkability is terrible in 8 Corners area
- Parking in Grand Boulevard
  - Parking in Forest Park is like grand boulevard
  - An idea to create additional parking lots on every other block by utilizing existing vacants lots. These lots would be revenue generating. This idea wouldn't require a lot of money investment
  - The creation of municipal parking lots would support revenue generation for the Village

- Parking lots could be created for employees only so that they don't park in front of businesses. Spaces in front of businesses could be reserved for patrons.
- Separate parking lots generate foot traffic because people have to walk further to get to their business of choice
- Sidewalks from Grand Boulevard to 8 corners need to be rehabilitated
- Light boxes on light poles are a hazard. Loose electrical wires have been observed.
- The perception of area by business owners and residents is that it's not well-maintained
- Brookfield is compared to LaGrange in terms of attractiveness and business quality
- Encourage window shopping in Grand Boulevard district

#### **What is your Vision for the Brookfield Comprehensive Plan?**

- Consider the creation of a 'festival street'. The main street in downtown Plainfield is shut down for events.
- Work with Chamber to do events in commercial areas without closing streets.
- The Village would need to think about how to resolve parking conflicts if the streets are shut down for events
- A priority should be the improvement of storefronts along Ogden Avenues, similar to the improvements made in Berwyn
- Berwyn has similar challenges (eg: Roosevelt Road, area near train tracks)

#### **General Comments**

- **Sweetner Supply**
  - 30-60 trucks
  - 60 employees
  - On 47<sup>th</sup>/south side of Brookfield

#### **Zoo**

- Zoo is a destination but doesn't have an impact on the village businesses
- 4 Saturdays in summer, there is a trolley to downtown Brookfield businesses and Hollywood train station
- Resurrect trolley because of new business interest in the area
- Leadership at zoo is perceived to be an issue
- Partnerships with zoo could be great
- The Chamber would like to partner with the Zoo to host events for area businesses
- Creation of a map, businesses, things to do around town
- Zoo summer nights with information to hand out information

#### **Ogden**

- Identity is that it is a fast moving arterial
- Ogden needs to be branded



# KEY PERSON INTERVIEW MEETING SUMMARY

## RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Village of Brookfield Comprehensive Plan  
RATIO Project No. 16093.000  
Date/Time: January 30, 2017  
Purpose: Key Person Interviews - Municipal  
Held at: Brookfield Village Hall  
Participants: Kit Ketchmark, Village President, Brookfield  
Nichole Gilhooley, Village Trustee, Brookfield  
Keith Sbiral, Village Manager, Brookfield  
Theresa Mariana, Assistant Village Manager, Brookfield  
Joe Episcopo, Chief of Police, Brookfield  
Ken Blaauw, Public Works Director, Brookfield  
Nick Greifer, Economic Development, Brookfield  
Arlene Rovner, Special Event Coordinator, Brookfield  
Derek Treichel, Village Engineer, Hancock Engineers  
Emily Egan, Village of Brookfield  
Lesley Roth, RATIO Architects  
Ben Kutscheid, RATIO Architects

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The purpose of this meeting is to receive input on the Village of Brookfield Comprehensive Plan from key people related to Village of Brookfield elected officials and employees.

### **How do you envision the Village?**

1. Safe – The Village is already pretty safe.
2. Creation of unifying elements throughout the Village, through art or common amenities or street furniture. Something that says you are in Brookfield and that creates a sense of place.
3. As population grows do not lose sight of to best serve people that are part of the town. Brookfield has a great sense of community, and the residents are active in the town through volunteers (little league and library). As development happens can't lose sight of community.
4. General Accessibility to downtown and all of Brookfield through walkability, safe bike areas and welcoming to all ages.
5. A community where People are the core of the community – keep values, about family, communal/warm feel. Keep diversity – range of careers, demographics, richness to people and backgrounds and ages. Networks of families – family centric community, a community of neighbors that have familiarity with each other. Great to see people you know.
6. A community that is not the cookie cutter suburban space.
7. Positive peer pressure within the community .Accountability to the community and your neighbors
8. Remember the past and celebrate the legacy of Brookfield
9. Residents are proactive and take responsibility for the community on a personal level. Residents are encouraged to speak out and be involved and take action

### **How do people engage**

1. Events are well attended – residents return for events and feeling of 'coming home'. Want students to return to community and bring new talents.
2. Community is affordable and possible to return to come back to Brookfield. The community has a 'Mayberry' like feeling.

**How do you keep talent in community?**

1. Leadership cultivation sell the small town opportunity.
2. Include young people's voices. This would be to include High School students on committees and commissions, create family events with focus on young adults. Give opportunity to youth, create internships, leadership opportunities.
3. Youth need to see process to understand how to get involved – through school, mentorship
4. Progress Park – 6 corners, high school students had input in poetry on stones

**How do we attract people to Brookfield ?**

1. Keep community safe, current, provide opportunities on a variety of levels.
2. Stay future focused!
3. Maintenance of community assets – physical and infrastructure
4. Exceed expectations – safety, education
5. Need to visually see change to get buy in from residents
6. Challenges include financial
7. Keep pulse on community to understand where balance is – must appeal to masses
8. People generally feel safe in Brookfield – feedback is positive. Residents talk to cops when they aren't feeling safe
9. Police department is an asset – very approachable, good experiences interacting with police. Police are a good neighbor.

**How to bridge the North South divide in Brookfield**

1. North side – developer point of view, more developed.
2. South of shields, is more apartment buildings. South is more commercial.
3. Property maintenance is a bigger problem on the south side, with more transient residents. How to improve enforcement of property maintenance ?
4. Most events are on north side – need more events on south side (rail and Ogden is barrier).
5. Consider Elbert Park events – events cause some of the problems.
6. A successes includes the little league.
7. Street referendum helped south side infrastructure improvements.
8. Need more activities that unify south and north side of town.
9. Not many issues with implementation other than funding.

**Challenges**

1. Aging in place do have a hard time with property maintenance – need a program and resources.
2. Accountability is an issue with property maintenance – owners don't care. Do they live in Brookfield?
3. School districts - Area 103 has most multi-family and is lagging school, small portion of the Village.
4. Language is an issue – 8-9% Hispanic in town, policies aren't understood.
5. Brookfield is not “home rule” among other restrictions a sign ordinance can only be implemented in certain areas.

**Challenge – 3 business districts – different character and distinct**

1. 8 corners is at risk
2. Shopping trends have changed, 1950 retail structure doesn't work
3. Create an experience or unique theme
4. Grand Boulevard is a model for Brookfield, destination
5. A new bead store on Broadway is working well- good model, Store also includes events for all ages and families.
6. Need unique experience for all age groups and types of people
7. 47<sup>th</sup> is industrial
8. Find more competitive retail
9. How do you get people to venture to new places, go off their regular route to try something new
10. There are similar types of business in different business districts

**Final thoughts**

1. Staff has been consistent. This makes the knowledge and understanding resources consistent within the community
2. Need to introduce new things to make life easier and convenient to all aspects
3. Needs to be a connection to all departments

Any additions or corrections to these Minutes should be submitted in writing to RATIO Architects, Inc., within ten (10) days of receipt. Otherwise, these Minutes stand as correct.

Respectfully submitted,

Ben Kutscheid, ASLA  
Landscape Architect

cc: Attendees



# KEY PERSON INTERVIEW MEETING SUMMARY

## RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Village of Brookfield Comprehensive Plan  
RATIO Project No.: 16093  
Date/Time: January 30, 2017  
Purpose: Key Person Stakeholder Interviews – Realtors and Developers  
Held at: Brookfield Village Hall  
Participants: Tim Pomaville, Ambrosia Homes  
Rosi Gonzales, Coldwell Banker  
Dan Chopp, Chopp Commercial

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The key stakeholders assembled were asked to introduce themselves, their area of expertise and their observations in the Brookfield real estate and development environment

### **Rosie (Coldwell Banker)**

- Residential real estate broker
- Rosi believes that Brookfield is a very desirable area similar to Lincoln Park in Chicago or Oak Brook in the West suburbs
- She has observed that young professionals are buying high end homes
- Buyers don't like the condition of alleys which are not improved and have gravel paving
- Young professionals are moving from downtown Chicago and buying single family homes in Brookfield
- The price point for homes is around \$500k and above with the highest sold being \$549k which was a new construction single family home of 2800sf (including basement)
- The group wanted to know if there was room in the current residential real estate environment for homes above \$500k on a 30' wide lot
- Schools are a good feature/asset that attracts homebuyers. Lincoln School (District 103) was a less desirable school than others based on parent perception
- Lyons is a desirable community to live in and all high schools in Brookfield are desirable
- It is harder to sell homes in Lincoln school district

### **Tom (Developer)**

- Build in Oak Park and Chicago
- Tom's company focuses on new construction, infill, and single family development
- They build approximately 15 houses/year
- There is multi-family proposed in Brookfield on the south side of town
- Currently, the company has not developed any housing in Brookfield
- Land prices are variable in Brookfield and surrounding areas
- Neighborhoods in Chicago such as Logan Square and Avondale are no longer affordable and homebuyers are looking in other neighborhoods and suburbs
- Client budget is a consideration with development

### **The developers are interested to know where more homes are desired?**

- Per the Village ordinance, no new construction is allowed on lots smaller than 50' wide

- Areas closer to transit should have smaller lot allowances such as the Prairie Commercial District near the Brookfield train station. The newly adopted zoning modernization ordinance recommended regulations in TOD areas.
- There are many 25-30' lots in Brookfield and adjacent communities; 50' lots should be maintained for the character of the community
- Consider zoning code in neighborhoods
- TOD is of interest to develop and the Village is encouraging more housing units around train stations
- A question was raised regarding investigation of innovative housing types such as passive house or other energy efficient housing types.
- Rebuild/infill is desired by developers. These building types may be able to raise price point of existing housing
- The developer is interested in the Village changing the zoning ordinance to be more conducive to new development on a variable lot width
- Oak Park has new residential ordinance that requires sprinklers
- The group discussed regulatory and building codes that increase property values

#### **Dan (Industrial Real Estate Broker)**

- The participants agreed that unpaved alleys are an issue. In Brookfield, 80% of residents on a block have to agree to have an alley paved and the residents of that block have to pay for it
- Residents have to take on dealing with it themselves including petitioning the Village for permission to pave the alley
- Dan is involved with brokering of industrial properties more than commercial
- The Brookfield 2002 Plan identified industrial development on south side of the Village. This was a good idea and organized industrial development to maximize the overall benefit
- There are real estate economies on Ogden Avenue that include: foreclosures, ownership transitions, and property values. Investors are becoming more active in the area.
- On Ogden, it is hard to do something on 'spec' because of the older properties and lot configurations
- The storefronts in the 8 corner storefront space – retail in nature
- People are interested in more classrooms, fitness, training facilities
- Small businesses aren't a destination in this area and people go elsewhere for shopping
- Starbucks is a desired business in the area

#### **Ogden Avenue Corridor/47<sup>th</sup> Street Corridor**

- Many people drive through the area and don't stop at area businesses
- Ogden between DuBois and East Avenue by Metra is a good place for additional businesses
- The Chamber of Commerce represents small businesses
- 47<sup>th</sup> street is primarily automotive businesses
- Lots are approximately 1000-4000sf industrial (office plus shop) along 47<sup>th</sup> street
- 47<sup>th</sup> street tenants include: hearse, trucking, landscaping, general contractor, rental company

#### **Are there any equity issues with housing in Brookfield?**

- Brookfield is an affordable community
- The taxes are reasonable
- It is more affordable than surrounding cities
- The community attracts from everywhere and has homes at all price points
- LaGrange is unattainable for most people and Lyons is not as amenity rich. Brookfield is in between these communities in terms of amenity and affordability

**What are attractors to the community?**

- Zoo
- Metra

**How do you capitalize on millions of people that come to Zoo?**

- There is an opportunity to create welcome packet for new residents
- Additional signage is desired to communicate destinations and landmarks in the community to visitors and residents
- For groceries, there are several nearby options including Tischler's Finer Foods, and Trader Joe's (LaGrange)
- The Opus Development in LaGrange will be 250 units on 5 floors (Ogden and LaGrange Road)
- People are looking for SFH when they come to Brookfield
- Oak Park has many new large multi-family developments coming on-line in the coming years
- There should be consideration for aging in place accommodations
- There should be consideration for what amenities are available in the area that would attract additional residents
- People are moving to Brookfield because there is relatively low crime, many families are legacy, and good schools are available in the community
- LaGrange is becoming more expensive
- 1<sup>st</sup> time homebuyer in Brookfield is close to LaGrange
- People who have roots in Brookfield can't afford to stay
- The participants wondered how long Brookfield will remain an affordable community with perceived value
- Rental housing is approximately \$1.90/sf/month; Opus Development is higher, \$1.75/sf/Chicago
- Best area in town is near Irish Times
- Rents along Ogden are \$12-15/sf
- 125sf deep or deeper for retail is desirable
- Consider parking behind with street wall maintained along 47<sup>th</sup>

**Opportunities**

- Train stations could be beautified and improved with paint and landscape
- The Congress Park train station needs to be better maintained
- Upgrades to the Brookfield station are scheduled for this summer
- National retail for grocery eg: Mariano's is desired in the community
- Participants believe that the Village needs a destination to bring people in and anchor business to keep people in the area
- 1<sup>st</sup> avenue and Ogden development could help create a destination

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Respectfully submitted,

Lesley Roth  
Associate/Senior Urban Planner



# KEY PERSON INTERVIEW MEETING SUMMARY

## RATIO

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

Project: Village of Brookfield Comprehensive Plan  
RATIO Project No. 16093.000  
Date/Time: January 30, 2017  
Purpose: Key Person Interviews - Transportation  
Held at: Brookfield Village Hall  
Participants: Demetri Skoufis, METRA  
Erik Llewellyn, PACE  
Emily Egan, Village of Brookfield  
Lesley Roth, RATIO Architects  
Ben Kutscheid, RATIO Architects

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The purpose of this meeting is to receive input on the Village of Brookfield Comprehensive Plan from key people related to Transportation. Note BNSF will be meeting at a later date.

1. Background
  - a. METRA – BNSF owns the tracks and METRA uses their tracks. This line is METRA's busiest line and has maxed out on efficiency. No improvements are planned to the METRA facilities (train stations and related areas). Will be meeting with BNSF at a later date so track improvements may come at a later date. Metra operates three train stations in Brookfield. Ridership is about 440 riders in the three stations each day.
  - b. PACE – PACE operate three bus routes (302, 304 and 331) in the Village. PACE operates their people with disabilities ADA Service for areas  $\frac{3}{4}$  of a mile either side of a route. Route 302 is on Ogden and a connection to the City, 304 connects to Riverside Mall and 331 is a regional connection to several hospitals three rail line and the blue line.
2. Ridership
  - a. METRA – Trains are at maximum efficiency – they cannot add additional trains. Ridership in Brookfield and generally the entire train line is one way, no reverse commute. Ridership is very good.
  - b. PACE – Busses are not at capacity. And bus route 304 is the lowest and 331 is the highest
3. Bikes - Both METRA and PACE are bicycle friendly. METRA allows bicycles on non rush hour trains or reverse commute. PACE busses are outfitted with bicycle racks.
4. Changes and potential changes:
  - a. METRA is not making any significant changes, but confirm with BNSF. They are reviewing their fare zone structure. Right now Brookfield's western station is in a more expensive fee zone.
  - b. PACE is considering a shift from flagstop (Busses stop at any corner that is safe as flagged down by customers) to a signed bus stop system (1/4 mile apart)
5. Brookfield Zoo – METRA makes no special scheduling considerations for the Zoo. PACE bus route 302 and 331 stop very close to the zoo. PACE runs an express shuttle to the zoo with a rotating pickup point.
6. Economic Impacts – Ridership of both PACE and METRA go up as the cost of gas goes up. Reverse commute does not work due to free suburban parking and lesser traffic time impacts.
7. Facility Details
  - a. METRA – Track crossings ideally would be grade separations 1<sup>st</sup> and 2<sup>nd</sup> they would be improvements to existing crossings, new crossings are discouraged. Discourage having stations as part of a bike route. METRA has design guidelines for development of their facilities.
  - b. PACE – Busses are 10'6" wide mirror to mirror. Minimum lane width is 11' wide and 12' preferred.
8. Bus Stops
  - a. There are two bus shelter currently in the Village
  - b. In order to warrant a bus stop 10 riders a day need to use a stop.

- c. It is preferable for the bus to get right up to the curb but this needs to be worked out with bike lanes and parallel parking along the roadway. This is one of the biggest challenges with Bus Stops traffic and bike lanes, how to get the bus flush with the curb
  - d. There are options for advertising and no advertising in the bus shelters – PACE works with the community.
9. Although PACE and METRA cooperate where they can. PACE does not time their schedules to accommodate METRA.
  10. PACE busses are 35' to 40' in length.
  11. METRA and PACE both recommended the Village work on connections to train stations and PACE bus routes. These include pavement and sidewalk improvements to station and major arterials. Village should encourage van pools by adding preferred parking spaces.
  12. See RTAMS.org for data on ridership.

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Respectfully submitted,

Ben Kutscheid, ASLA  
Landscape Architect

cc: Attendees



# KEY PERSON INTERVIEW MEETING SUMMARY

## RATIO

Architecture  
 Preservation  
 Interior Design  
 Landscape Architecture  
 Urban Planning & Design  
 Graphic Design

Project: Village of Brookfield Comprehensive Plan  
 RATIO Project No.: 16093  
 Date/Time: February 3, 2017  
 Purpose: Key Stakeholder Interview - BNSF  
 Held at: RATIO – 30 W. Monroe  
 Participants: Clayton Johanson, BNSF  
 Patricia Casler, BNSF

### Service Summary

- There are approximately 60,000 weekday riders on the BNSF line with 50-60% utilizing the train east of Brookfield
- There are 106 commuter trains/day, 8 Amtrak and 30-50 freight trains on the BNSF lines that run through Brookfield
- The freight trains are headed to the West Coast, ending their journey in Seattle

### Ridership

- The lower 1/3 of ridership are from stations east of Downer's Grove
  - At Congress station, there is partial service and no weekend service
  - Hollywood is the least used of all stations on the BNSF line. It services the zoo
  - The Brookfield station is the busiest
- There are 4 total at-grade crossings
- Under/over passes are located at Austin, 1<sup>st</sup> Ave (under) and Odgen (under)

### CREATE Project Description

- The project was started 15 years ago for Class 1 service
- The project was created to alleviate network bottlenecks and would help smooth train movements
- There are 25 grade separations that were created to improve mobility – one of these is located at Maple Ave but the station needs ADA upgrades
- To improve regional mobility, grade separations were needed
  - The consultant should identify the footprint required and consider commuter station location to maximize ridership
  - There could be creative financing mechanisms for this idea including highway and rail sourcing
- Engineering of station relocation or any work on the BNSF line needs to be planned and gain public support
- Consideration for improvements on 'greenfield' sites – such as Maple – should be considered first. Alternatively, changes to the Congress station may be considered.
- Intercity service to Iowa is included in a 20 year plan. This plan also increases Amtrak service and freight

### Ownership

The train track right of way is owned by BNSF

BNSF leases parking lots and the commuter train station to the Village

Metra is responsible for capital replacement and funding

West Suburban Mass Transit is a transit improvement fund that may have capacity to improve station areas in Brookfield

### Train Timing

Wednesday (typ) every 20 min

Rush every 6 minutes

### Train Length (freight)

Most are 8,000' but can be 10-12,000'

### Train Speeds

Commuter/Amtrak 70-75mph

## Key Person Interview

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January 30, 2017

Freight                    40-45mph

### Grade Crossings

- It is desired to improve pedestrian access to crossings
- UP West in Elmhurst is a good example
- Regulation of crossings is by the Illinois Commerce Commission (Brian Veracruz)
  - There should be nothing built within 500' of a crossing for visibility of tracks
  - No landscaping (trees) is allowed in this area as well
- Traffic movements should be carefully considered in the vicinity of tracks. There is a roundabout at Prarie Ave in Western Springs but no signalization
- Grade separations are seen as a 'release valve'

### Transit Oriented Development

- Swift Rail Act: Emphasis on train whistles, safety improvements and a study that is required instead of sounding horns
- The horns increase the sense of danger around tracks and increase awareness of trains in areas that people live
- BNSF ROW design standards include landscape being setback 25' from rail.
- The Zoo station is leased to the Zoo by BNSF. There has been restoration work on the station in recent years.
- 'Quiet Zones' are where a train can blow its horn at its discretion – this impact should be considered for TOD. Public awareness and education should be included as a part of the development

### Other Programs and Policies

- Positive Train Control – GPS safety system on trains that allow them to sense potential track conflicts
- Schedule changes – possible changes in headtimes and frequency of service
- From Downer's Grove west, ridership is busiest. East of Downer's Grove, ridership is lower
- There is no longer a ticket agent at the Brookfield station
- Gate delayment – the gates at rail tracks are lowered 20 seconds before a train passes depending on the speed of the train. The amount of time the gates are down is as minimal as possible.
- Grade separations are desired to best serve the community and emergency vehicles

### Opportunities and Challenges

- More stations are needed where there is a higher share of walk ons
- There is an opportunity to tie the zoo to public transit from the Brookfield station, not Hollywood
- There is an opportunity to close the Hollywood station and bring people to the Brookfield station for the train as well as shopping in the 6 corners area. The Hollywood station could be a zoo shuttle or Pace transfer station.

### General

- BNSF train service started in 1864 with stations spaced 5-7 miles apart
- BNSF would like to maintain a high level of service along the entire line
- Consider pedestrian safety along crossings

### Public Benefit

- Operational costs at stations include snow removal, parking, landscaping
- There is an opportunity to improve the tax base at Prarie (Grand/6 Corners) area
- Run times could increase at Prarie/Brookfield stop (up to 3 minutes faster if Hollywood were closed or stations were spaced further apart)
- It is important to focus resources
- There is an opportunity to rebuild the Brookfield station
- Grossdale station was the original Brookfield station and currently houses the Historic Society
- Consider the 'Train station as a community's front door' and leverage the civic and community presence of a station
- At the end of its useful life, BNSF will require the footbridge at Salt Creek to be moved to the sidewalk on Brookfield Ave

Key Person Interview  
Page 3  
January 30, 2017

Any additions or corrections to these Minutes should be submitted in writing to RATIO Architects, Inc., within ten (10) days of receipt. Otherwise, these Minutes stand as correct.

Respectfully submitted,

Lesley Roth  
Associate/Senior Urban Planner

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# Public Workshop Summary



RATIO

M E M O R A N D U M

To: Project Team, CMAP

RATIO Project No.: 16093

Date: May 5, 2017

Subject: Village of Brookfield Comprehensive Plan - Public Workshop

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

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On April 26, 2017, the RATIO team with the Village of Brookfield hosted a public workshop to solicit public input on the comprehensive planning process. The workshop was held at the Brookfield Village Hall. Approximately 53 participants, consisting of residents, stakeholders, business leaders, steering committee members, Village staff, and elected and appointed Village officials, attended this workshop. The workshop consisted of five stations that residents would cycle through during the 2-hour workshop. These stations were designed to optimize input from the public in an informal fashion, and participants were welcomed to join at any time. The five stations included:

- Station 1 – Welcome
- Station 2 – Visioning
- Station 3 – Toss, Keep, Create
- Station 4 – Visual Preference Survey
- Station 5 – 8 Corners and Downtown Focus Areas

The results and input gathered from the public pertaining to each station are summarized in the following sections.

### **Station 1 – Welcome**

The first station included a staffed sign-in and welcome table. A brief presentation was given that explained the planning process and purpose of the Comprehensive Plan, including how the plan should be used. This station also included snacks and refreshments for participants to enjoy.

## Station 2 – Visioning

The second station was a topical visioning exercise that was designed to create a vision statement for the Comprehensive Plan. Participants were engaged in an activity where a series of cards with various images were available at the station for review. Participants picked a card that symbolizes their vision for the Village. After selecting the card, each participant spoke with the facilitator and other participants about their vision for the Village. The consultant staff facilitated this exercise and recorded the results on a flipchart. The bullet points below are the participant's vision for Brookfield that were recorded on the flipchart:

- 6 Trees / canopy
- 4 Social spaces (including festivals and block parties) / green spaces
- 4 Bring people together and make the community welcoming
- 3 Walking trail/riverwalk along the creek
- 3 Pedestrian-friendly
- 3 Kid- and family-friendly
- 3 Community gardens
- 3 Bike-friendly
- 2 Sidewalk-friendly
- 2 Restaurants / social life
- 2 Grow the town but keep the small-town feel
- 2 Artist-friendly
- 1 Unify north and south sides of town
- 1 Stores that attract Brookfield Zoo visitors
- 1 Re-envision underutilized space, such as Elhert Park
- 1 Reduce parking lot
- 1 Promote library role in the community
- 1 Preserve what is ours but with renewed interest
- 1 Paved alleys
- 1 Oak savanna
- 1 Non-motorized mobility for seniors
- 1 Movie and dinner place
- 1 Move theater / bowling alley
- 1 More permeability to reduce rain effects
- 1 More drainage
- 1 More condominiums
- 1 Mixed-Use
- 1 Look at developments at Ogden
- 1 Keep Brookfield safe
- 1 Incorporate Metra into town
- 1 Farmers market in Downtown
- 1 Enhance Congress Park Metra station
- 1 Dog park
- 1 Community-wide Wi-Fi service
- 1 Community walk – porches, backyards, and animals
- 1 Community Center
- 1 Community apartments
- 1 Better roads
- 1 Beatt!
- 1 Be a green city
- 1 Attract young people – stay for generational use
- 1 Attract people from Brookfield Zoo
- 1 Aging in place
- 1 Add a park district and community center
- 1 A wandering city

### Station 3 – Toss, Keep, Create

Goals from the 2020 Master Plan were organized by chapter using the proposed Table of Contents. Participants were given dots and asked to vote whether they would toss the goal, keep the goal, or create a new goal based on the information presented. Additionally, they were given sticky notes and encouraged to write a new goal for the plan and stick it on the appropriate board. Results were visible to be reviewed by other participants and are summarized below by goal in each chapter. Consultant staff facilitated this exercise.

#### Chapter 1 – Introduction

**2020 Goal:** Implement, monitor, and update the new Comprehensive Plan.

Keep	Toss	Create
25 votes	0 votes	0 votes

#### Chapter 3 – Community Vision

**2020 Goal:** Maintain a strong physical community image through public and private improvements which enhance various physical features of the community and contribute to Brookfield’s sense of place.

Keep	Toss	Create
20 votes	0 votes	4 votes

#### New Goals

- Embrace Village history while preparing the community for the future.
- Preserve, promote, and enhance the Village’s historic character and diverse architecture.
- Expand and coordinate awareness of senior services and resources to stay in, maintain their homes, and assess voids in response to meet their needs.
- Identify a standard appearance for business fronts on Ogden and in other areas.
- Hold landlords accountable for improvement and appearance.
- Maintain our unique character by avoiding national chains.
- Create or have identity to Brookfield’s unique and disconnected business districts.

#### Comments

- The goal needs to be more specific.
- What is our image? Having community sessions to help define it.
- Progress-oriented design and vision.
- Continue to solicit community input.
- I walk everywhere already but would encourage more people with more benches, businesses with outdoor cafes, crosswalks that cater to pedestrians. The more we walk/bike, drivers get used to moving with us.
- Having a bike path or a riverwalk along creek along the creek.
- Have sign ordinance to promote a more homogenous look in Ogden and 8 Corners.
- Consider multi-generations, ethnic diversity, aging infrastructure.
- Bring small businesses, not another auto-supply store, chain restaurants, that are widely used by the community to make the Village more special and unique.
- Rebuild 8 Corners, lower the rent in Downtown, and bring in “chairs” to promote eating in town.

#### Chapter 4 – Land Use (Commercial Development)

**2020 Goal 1:** Achieve a compatible and market supportable system of commercial development that is organized to provide various goods and services within the community and the greater region which Brookfield serves.

Keep	Toss	Create
18 votes	0 votes	2 votes

#### New Goals

- Need to protect and grow current businesses and recruit new and sustainable commercial developments.
- Identify gaps in goods and services available and try to target businesses, such as services for seniors, adults, and teenagers, to fill the gaps.

#### Comments

- Study what the demographic and market can support before building more storefronts.
- Having data metrics and examine whether what worked in other areas would work in Brookfield.
- Replace “various” with specific types of businesses we seek to draw.
- Do not imitate other suburbs.
- Find and incentivize businesses that would thrive in a revitalized Brookfield.

**2020 Goal 2:** Enhance the economic viability and productivity of the Village’s arterial street corridors as primary commercial activity areas.

Keep	Toss	Create
15 votes	1 votes	2 votes

#### New Goals

- Have standards for façade and business fronts.
- Rebuild Ogden Avenue and 8 Corners for parking, safety, signage, building appearance, and booming industries.

#### Comments

- Maintain focus on walkability.
- Ogden Avenue needs parking to be a business corridor.
- Parking is an issue for some areas.
- Place trees and pedestrian-friendly parkways / walkways along corridors.
- Enhance lighting and signage to create a clear sense of arrival.

**2020 Goal 3:** Revitalize the Eight Corners area and the Downtown/Brookfield Metra Station area as the Village's primary mixed-use pedestrian environments.

<b>Keep</b>	<b>Toss</b>	<b>Create</b>
16 votes	1 votes	4 votes

#### **New Goals**

- Attract innovative retailers that combine multiple land uses, such as coffee and bikes.
- Keep small-town commerce – the village is losing sanctuary because of high rents.
- Focus efforts in creating a great place to live and raise a family. Economic development will follow. Create events in Downtown, such as Ribfest, Jazz fest, 5k runs, art shops; close Grand Avenue on Saturdays.
- Redefine the purpose of 8 Corners and Downtown.

#### **Comments**

- 8 Corners need a complete overhaul.
- Need more restaurants, not bars.
- Redo Congress Park Metra Station and other train stations, which used to be gorgeous back in the old days.
- Many buildings need to be torn down and rebuilt.
- Work toward a vital recreational community center.
- Bring fun community gathering spaces to 8 Corners.
- Addition of green space, public arts, gathering space, and community center.
- Include bike racks.
- Have more trees, benches, and bike racks in all commercial areas.

**2020 Goal 4:** Develop aesthetically pleasing and functionally well-designed retail and commercial shopping areas.

<b>Keep</b>	<b>Toss</b>	<b>Create</b>
18 votes	0 votes	2 votes

#### **New Goals**

- Work with existing buildings and infrastructure where possible.
- Keep a focus on community activities instead of medical / auto / major chains and bring in land uses Village residents would use.

#### **Comments**

- Brookfield already has a lot of charm and interesting and pleasing design features.
- Don't tear down everything and put up all new stuff.
- New development should conform to the surrounding area's character.
- Too much concrete space in 8 Corners; should do something with the empty parking lots.
- Have more public art.
- Keep small town feel while restoring historic buildings.
- Remove signs of abandoned businesses.

#### Chapter 4 – Land Use (Industrial Development)

**2020 Goal:** Maintain and improve the existing light industrial areas in the Village, along 47th Street and between Southview Avenue and the railroad tracks, as quality locations for small-scale light industrial and commercial service uses.

Keep	Toss	Create
18 votes	2 votes	1 votes

#### New Goals

- Add live-work spaces to make the industrial properties more appealing to artists and artisans.

#### Comments

- Place tree-lined streets along Brookfield Avenue and Southview Avenue.
- Place visually appealing lampposts along the streets.

#### Chapter 5 – Housing & Neighborhoods

**2020 Goal:** Provide a housing inventory and living environment which supports the local population and maintains the overall quality and character of the Village.

Keep	Toss	Create
5 votes	0 votes	9 votes

#### New Goals

- Promote Brookfield as the town to move from the city.
- Create rules / regulations for landscaping / fences / additions / parking garages.
- Embrace and advertise the affordable and diverse single-family housing stock.
- Market Brookfield as a charming Village.
- Greater enforcement of building footprint / lot size proportion and aesthetics of new structures.
- Allow live-work spaces in commercial zones, such as along Grand, Burlington, Prairie, and Ogden.
- Increasing housing to attract homeowners and renters from Chicago.
- Ticket people who do not maintain their properties.
- Pave the alleys, plant greater number of trees, have parking on one side of the street, and use garage for parking.

#### Comments

- The bioswales assist residents with flood management.
- Place vehicles behind or under the houses and there shouldn't be parking lots next to residential homes.
- Remove RVs, campers, and broken vehicles in the alleys.
- Residential housing market is booming, which is both encouraging and need greater oversight.
- Prohibit on-street parking after 2AM, which is something other municipalities are doing.
- Capitalize the Village's assets, such as access to the Metra's BNSF line, affordable housing stock, and decent school system for future growth.

## Chapter 6 – Transportation

**2020 Goal:** Provide a balanced transportation system which ensures the safe and efficient movement of vehicles, trains, pedestrians, and cyclists.

Keep	Toss	Create
11 votes	0 votes	13 votes

### New Goals

- Add cycling path along 31<sup>st</sup> Street to link the trail at Brookfield Zoo and the forest preserve.
- Beautify the Congress Park Metra Station.
- Place consistent stop signs in residential areas.
- Need more pedestrian-friendly sidewalks with consistent width and wider width if the sidewalk is by a crosswalk.
- Provide adequate means for residents to leave cars in their homes.
- 8 Corners should have Yield signs, not Stop signs, to remind drivers to stop for pedestrians.
- Greater mileage and coordination of bicycle infrastructure between Brookfield and surrounding municipalities.
- Greater parking facilities along Ogden Avenue.
- Using taxes to repair and install sidewalks instead of the “50/50 Payment System,” which few people has signed up for.
- Tag and remove abandoned bikes on bike racks.
- Increase the number of bike racks on Congress Park Metra Station.
- Narrow streets should be one-way or allow only one side of the street to have on-street parking.
- Businesses should provide bike racks.

### Comments

- Define what constitutes a balanced transportation system.

## Chapter 7 – Community Facilities & Services

**2020 Goal:** Ensure the provision of high-quality public services, including municipal, educational and library facilities, for all residents of the Village of Brookfield.

Keep	Toss	Create
12 votes	0 votes	9 votes

### New Goals

- Create 2-3 feet of concrete parking aprons along parkways to widen traffic space.
- Examine current and future needs to better update existing public facilities.
- Greater landscaping / trees / fences / fixed streets to beautify the Village.
- The Village should support and ensure the library keep up with residents’ needs.
- Convert the bowling alley into a community center.
- Congress Park Metra Station needs better and greater green space, lighting, and bike racks.
- Build a new library and a park district.
- Provide stormwater management solutions, which can be both resident-DIY or publicly financed.
- Renovate the Village Hall to better welcome guests.

### Comments

- Focus on buildings where there are large parking lots.
- Congress Park Metra Station is the, “red headed stepchild of all Metra Stations.”

## Chapter 8 – Parks, Open Space & Environmental Areas

**2020 Goal:** Provide, maintain and enhance the quality of life for all citizens of Brookfield by providing park, recreation, and leisure, opportunities by developing, maintaining, preserving, and enhancing recreation areas and open space in the most cost efficient manner.

Keep	Toss	Create
18 votes	0 votes	9 votes

### New Goals

- Create a dog park.
- Increase the presence of tall-grass prairie to spur curiosity and appreciation of the environment.
- Signage is needed for the prairie at Shields and Sunnyside within Elhert Park.
- Have neighborhood garden walks.
- Greater open space with pathways along the creek, through Kiwanis Park, to make the area more inviting.
- Host events that teach people how to safely launch canoes.
- The fire station at Elhert Park needs greater landscaping.
- Maintain the grassy area adjacent to the library, which kids enjoy at any given warm days.
- Have more community activities, including clean-up days and night events, and trees along train tracks.
- Maintain existing open space

### Comments

- Elhert Park is a green-grass desert.
- Outdoor space is a huge treasure for a small town like Brookfield.
- Candy Cane need to better utilize its open land.

## Chapter 10 – Creating Success (Implementation)

**2020 Goal:** Achieve economic prosperity by maintaining and enhancing the diversity of new retail, personal service, commercial service, office, and light industrial uses.

Keep	Toss	Create
13 votes	6 votes	6 votes

### New Goals

- Change the Village's Image.
- Create regular meetings to accommodate day-time and night-time participants.
- Preserve historic buildings and truly local businesses and encourage them to be open to change.
- The Village needs to be forward thinking.
- Remove large hanging business signs that are prominent along Ogden Avenue.
- Encourage greater mix of business types.

### Comments

- The Village needs to promote new businesses.
- Businesses complain about high rent.
- The Village has a reputation for being difficult to work with.
- There are zoning issues that prevent people from making valuable improvements to their property.
- Staying quaint with destinations that people would wander around to.
- Sidewalks should be compliant to ADA standards.

#### **Station 4 – Visual Preference Survey**

The consultant staff facilitated a conversation about the community and asked participants to envision the future. This station has boards with images representing the following themes:

- Building Massing & Identity
- Streetscape
- Wayfinding & Gateways
- Bicycle & Pedestrian
- Street Typologies
- Commercial Nodes

Each participant was given 10 dots and were asked to vote the images based on their preferences. The results are graphically summarized in the following pages.

# PLACEMAKING BUILDING MASSING & IDENTITY

## Historic Examples



13 Votes



1 Votes



1 Votes



13 Votes

## Precedents



1 Votes



2 Votes



2 Votes



0 Votes



12 Votes



28 Votes



# PLACEMAKING STREETSCAPE

## Streetscape Character



2 Votes



1 Votes



8 Votes



7 Votes



3 Votes



24 Votes



16 Votes

## Lighting



3 Votes



4 Votes



0 Votes



0 Votes



2 Votes



12 Votes



5 Votes



0 Votes



1 Votes



7 Votes



5 Votes

Park sky lighting; Light pollution negatively impacts avian population; if were exploring new street lights, "LED" is not the only way to be eco-friendly.



# PLACEMAKING WAYFINDING & GATEWAYS

## Signage Types



10 Votes



4 Votes



10 Votes



9 Votes



32 Votes



3 Votes



4 Votes



# PLACEMAKING BICYCLE & PEDESTRIAN

## Amenity Types



7 Votes



23 Votes



1 Votes



3 Votes



4 Votes



5 Votes



13 Votes

At train stations.



6 Votes



19 Votes

Be handicap-friendly & accessible no matter what option is chosen.



# ROADWAYS

# STREET TYPOLOGIES

## Roadway Types



5 Votes



19 Votes



1 Votes



0 Votes



0 Votes



7 Votes



30 Votes



# SUBAREA PLANNING COMMERCIAL NODES

## Commercial Development Types



13 Votes



32 Votes



0 Votes



0 Votes



16 Votes



7 Votes



2 Votes



0 Votes



10 Votes



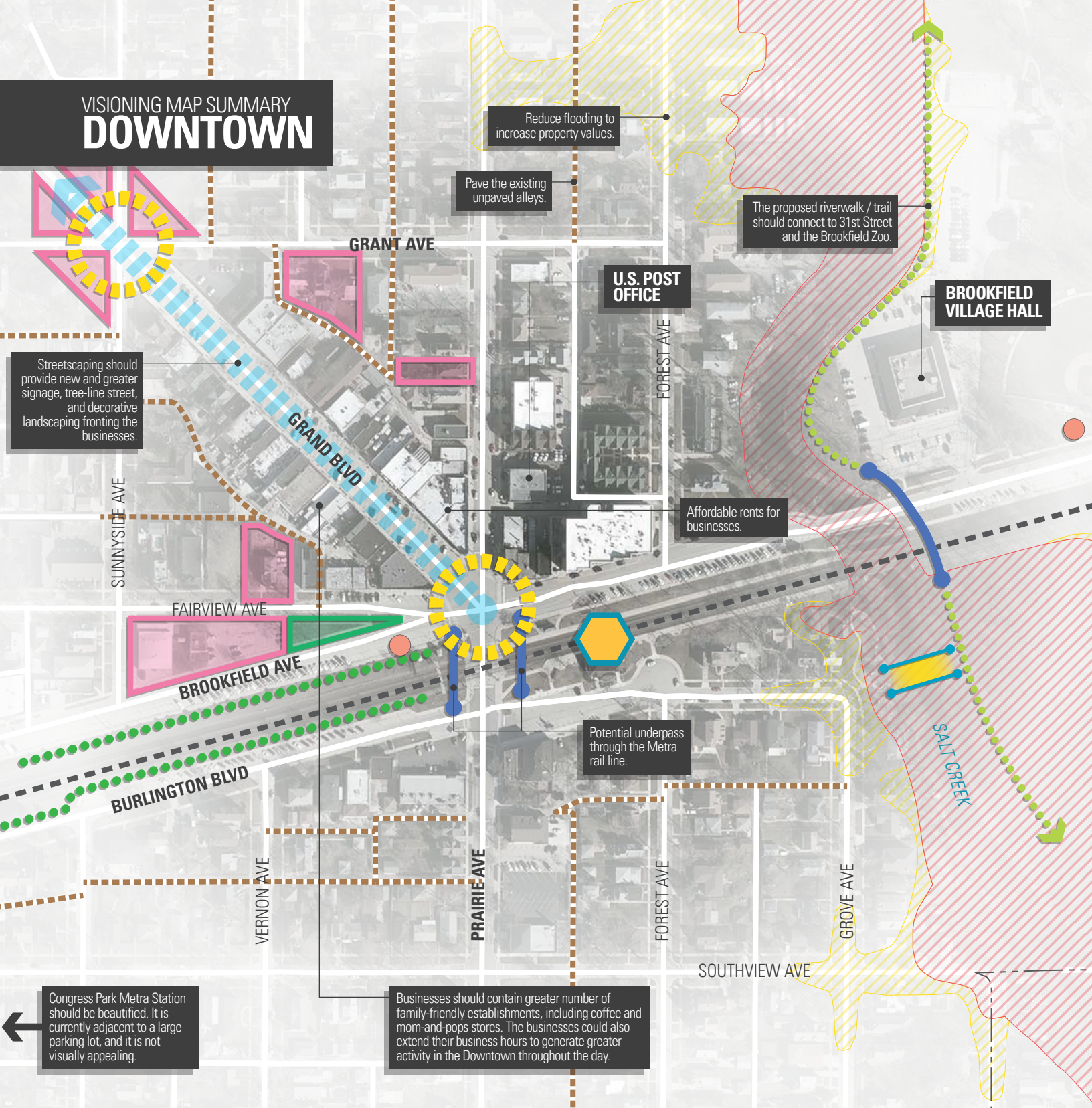
### **Station 5 – 8 Corners & Downtown Focus Area**

In the final station, the consultant staff facilitated a visioning map exercise. Participants were asked to place stickers on two maps – one of Downtown and the other of 8 Corners. The stickers represented specific issues or envisioned projects participants would like to see implemented. It should be noted that each sticker's color represented a theme. They are as follows:

- **Red:** Redevelopment Opportunity / Vacant Land
- **Blue:** Public Realm Improvement
- **Green:** Parks, Trail & Recreation
- **Yellow:** Transportation / Access
- **Gold Star:** Needs New Investment

The consultant staff also asked the participants to write on the maps any other ideas they had that may not be site-specific. The following visioning map summary exhibit the persistent issues that were identified for Downtown and 8 Corners.

# VISIONING MAP SUMMARY DOWNTOWN



## Legend

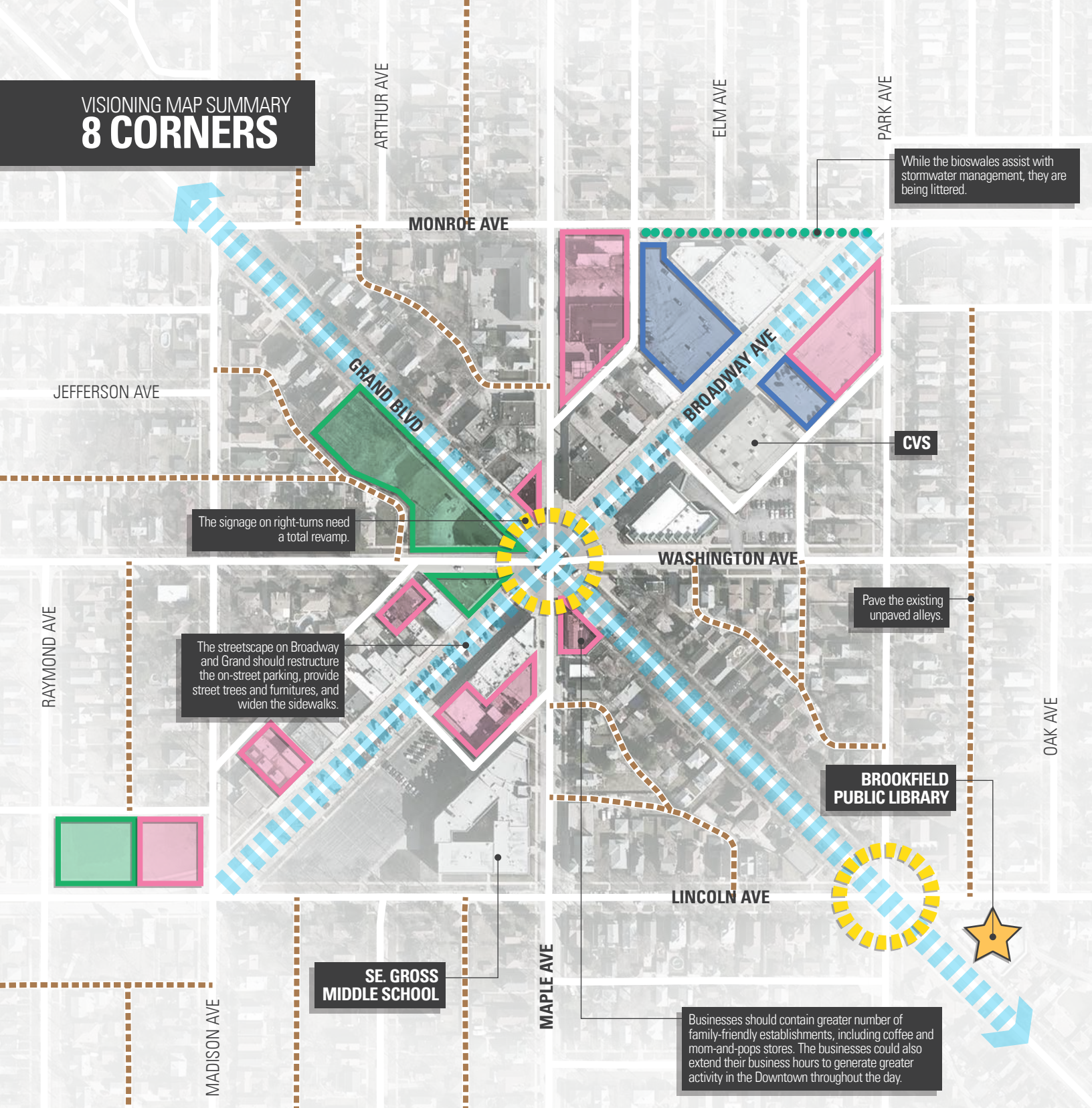
- Brookfield Municipal Boundary
- Metra Line
- Metra Station
- 100-Year Floodplain
- 500-Year Floodplain

- Redevelopment Opportunity
- Potential Park / Open Space
- Potential Riverwalk
- Potential River Crossing
- Potential Rail Crossing

- Potential Streetscape
- Potential Rail Landscaped Buffer
- Potential Bike Share Station
- Problematic Intersection
- Existing Unpaved Alley



# VISIONING MAP SUMMARY 8 CORNERS



The signage on right-turns need a total revamp.

The streetscape on Broadway and Grand should restructure the on-street parking, provide street trees and furnitures, and widen the sidewalks.

While the bioswales assist with stormwater management, they are being littered.

Pave the existing unpaved alleys.

**BROOKFIELD PUBLIC LIBRARY**

Businesses should contain greater number of family-friendly establishments, including coffee and mom-and-pops stores. The businesses could also extend their business hours to generate greater activity in the Downtown throughout the day.

## Legend

- Brookfield Municipal Boundary
- Metra Line
- Metra Station
- Redevelopment Opportunity

- Potential Park / Open Space
- Parking Lot Improvement
- Proposed Streetscape
- Existing Unpaved Alley

- Existing Bioswale
- Problematic Intersection
- Brookfield Public Library Facility Improvement

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# **Steering Committee #3 Meeting Summary**



To: Village of Brookfield Steering Committee

RATIO Project No.: 16093

Date: May 19, 2017

Architecture

Subject: Village of Brookfield Comprehensive Plan - 3<sup>rd</sup> Steering Committee Meeting Summary

Preservation

Interior Design

Landscape Architecture

As part of the Village of Brookfield Comprehensive Plan Update's planning process, members of the consultant team met with Steering Committee members on April 27<sup>th</sup>, 2017. This meeting discussed about the observations and pressing issues the Village faces, potential questions to be included in an online survey, strengths and caveats of the goals from the Village's previous comprehensive plan, and formulating a vision statement. Some materials from this meeting will be incorporated into the Comprehensive Plan Update.

## Issues & Observations from the Public Workshop

The first part of the discussion was about the identified issues and observations the Steering Committee members had from the public workshop on April 26<sup>th</sup>. The following bullet points summarizes the topics discussed from the meeting:

- Steering Committee members asked what recommendations the Comprehensive Plan Update can provide to address the Brookfield Public Library's state of decline. Additionally, they stated that it is crucial for the Village to leverage local educational institutions and proactively support community events and space as a mean to improve residents' quality-of-life.
- They also stated that the visioning map exercise from the public workshop, both the Downtown and 8 Corners, received substantial amount of feedback from Village residents. They acknowledged that the triangular block, bounded by Fairview Ave., Brookfield Ave., and Sunnyside Ave., received substantial amount of feedback from Village residents. Most the feedback was wanting to the see the block redeveloped.
- Steering Committee members seemed concerned about the aging residents' preferences. While valid, they wanted to ensure the Village and the Comprehensive Plan Update are forward-thinking, and the Village should better accommodate and be attractive to the younger cohorts.
- Multiple generations of Village residents and students attended the public workshop on April 26<sup>th</sup>, 2017. The Steering Committee members would like to solicit greater input pertaining to the residency tenure of the public workshop's participants and other demographics.
- Steering Committee members believed the visioning map exercise (Station 5) should have included Ogden Avenue to allow Village residents to comment on. Additionally, they observed that the visioning exercise (Station 2) generated the most open dialogue between the public workshop's participants, Village staff, and the consultant team. However, it seemed difficult for some to voice their visions for the Village right of the beginning, and they could utilize greater orientation prior to the visioning exercise. They also comment that the creative thinking process tended to become apparent during the middle and towards the end of the exercise.

## Online Survey Questions

After discussing the issues and observations from the public workshop on April 26<sup>th</sup>, 2017, the Steering Committee members and members of the consultant team discussed about the questions to include in the online survey. The online survey would be electronic and be sent out throughout the Village. The following are the topics the survey should ask participants:

- The questions should inquire about the participant's age, length of stay in the Village, when they moved into the Village, which area in the Village they live, if the participant is affiliated with any local organizations, and if the participants work within the Village, to better examine the demographics of participants.

- Whether the participant is a business owner. If so, how long the participant has owned his/her business in the Village of Brookfield.
- The survey should ask participants about their viewpoints on the current problems the Village face, including the current state of traffic and parking. Participants should also voice what they think are currently missing in the Village and why they may go elsewhere for activities.
- There should be questions to gauge participants' viewpoint and level of interest of a local farmer's market.
- Towards the end of the survey, it should ask participants about their "one-word-vision" to contribute the Comprehensive Plan Update's vision statement. Furthermore, participants should envision what constitutes a perfect community, and what community they aspire to be.

## Goal Setting

The Steering Committee members generally believed the goals derived from the previous comprehensive plan are boring and not specific enough. Goals should be rewritten to address their concerns and should contribute to the overarching vision statement in the Comprehensive Plan Update. The proposed solution would be to utilize the Federal Highway Administration's SMART Goal guidelines to evaluate and rewrite every goal. SMART represents the following:

- **S**pecific
- **M**easurable
- **A**greed
- **R**ealistic
- **T**ime-bound

## Vision Statement

The final part of the discussion in the Steering Committee meeting is generating greater directions on finalizing the Comprehensive Plan Update's vision statement. Below are the four vision statements the consultant team drafted after the Steering Committee Meeting on January 30<sup>th</sup>, 2016:

- **#1:** The Brookfield community is accessible to all generations, offers affordable and quality housing, and is welcoming and inclusive. We are connected to the region through train and trail; value our natural resource amenities and prioritize sustainability.
- **#2:** We are a community that values our history and maintains our high quality of life and family-centered character through celebration of our dynamic and diverse small businesses and being a destination for dedicated community members.
- **#3:** Our community is an active and engaged citizenry that values social and economic vitality through cultivation of small business, dedication to arts and science, regional rail connectivity and maintenance of a high quality of life for all of our residents.
- **#4:** We envision the creation of an attractive, welcoming community that continues to have a closely integrated network of civic groups that tie the community together. We value our friendly, caring, welcoming and close knit community that embraces visitors and newcomers, supports small business and whose rich history and wealth of natural resources define its sense of place. We maintain those assets while striving to provide a more sustainable quality of life.

After reviewing the draft vision statements, the Steering Committee members gave the following comments specific to each of the four draft vision statements:

- #1 is succinct and encompass a wide variety of issues and aspirations of the community. This one should incorporate wording about promoting economic vitality.
- #2, however, does not say enough of the community's aspirations.
- #3 is too technical. However, they believe #3 should keep the wording pertaining to active and engaged citizenry, in addition to valuing social and economic vitality and integration of people regardless of their background and demographics.
- #4 is too long. However, #4 should keep working about sense of place, and promoting a sustainable quality-of-life.
- Steering Committee members believed it is best to merge #1 and #4 into a single vision statement.

In addition to comments to specific vision statement, the Steering Committee members had comments to the vision statement in general. The final vision statement should address about promoting a diverse population and the Village being a welcoming and inclusive place to live, work, and play. They also wanted to see the vision statement talking about how the Village is willing to embrace the direction the Village is changing, in addition to planning for population decline and dealing with perceptions to the Village. Furthermore, they believed the vision statement should talk about how the Village should promote a sustainable transmission of wealth between generations. This could be achieved through leveraging the Village of Brookfield as an affordable community with a strong economic vitality and having a strong "middle-class ticket."

#### **Revised Draft Vision Statement**

Our Community, the Village of Brookfield, is a tight-knit community w of an engaging citizenry and a network of civic organizations. We value friendliness and compassion, and we embrace visitors and newcomers alike. The community is well-connected to its neighbors and the greater Chicago region. The roads are well-paved; the Metra Stations are renovated and serve as local landmarks; and the trails and sidewalks enable anyone to walk and bike around the Village and to other communities. Yet, the Village of Brookfield is not just another "pass-by" suburbs. We actively support our businesses and our natural resources, because we cherish the rich history and character they bring to our community. We have an affordable housing stock and a strong middle-class ticket, and we believe these ignite economic vitality and wealth generation for us and our next generations of citizens and leaders. Our community, the Village of Brookfield, is where we are proud to call our home.

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# **July 4th Independence Day Parade's Survey Results**

**1. Are you a resident of Brookfield?**

Yes: 45            No: 10

**2. If yes, how long have you lived in Brookfield?**

Less than 1 year: 8      1-5 years: 14      6-10 years: 2      11-15 years: 4      Longer than 15: 18

**3. Do you own a business in Brookfield?**

Yes: 3            No: 50

**4. If yes, how long have you owned your business?**

Less than 1 year: 0      1-5 years: 0      6-10 years: 0      11-15 years: 0      Longer than 15: 3

**5. Do you live/work near:**

Eight Corners: 12      Downtown: 12      47<sup>th</sup> Street: 6      Ogden Ave: 7

Live/work Outside Village: 11

**6. What is your age?**

17 & under: 2            18-24: 2            25-34: 5            35-44: 22            45-54: 9

55-64: 8            Over 65: 6

**7. What word (or words) would you use to describe Brookfield?**

- "homey" – you want to be here
- Amazing & friendly
- Amazing community
- Amazing, family oriented
- Awesome
- Bad sewers
- Beautiful
- Beautiful & environmentally friendly
- Beautiful, friendly
- Beauty, lots of trees
- Best kept secret in Chicago in real estate
- Community (2)
- Cute, "towny", quaint, clean
- Developing
- Engaged
- Family friendly
- Family oriented town
- Family town
- Family, community
- Friendly (2)
- Friendly & inviting
- Friendly, walkable
- Fun
- Good safe town
- Great (2)
- Great community
- Great community, need a better Ogden Avenue look
- Hidden gem
- Home (2)
- Home for years
- In need of a park district
- In tune with nature
- Lovely
- Needs street work
- Nice, clean
- Not friendly to businesses

- Piece of America
- Progressive, small town, friendly
- Quaint
- Quiet, cozy
- Small town comfort

- Small town feel, close to city
- Swell
- Underdeveloped, opportunity
- Very good
- Vibrant

**8. What do you love about Brookfield?**

- 4<sup>th</sup> of July
- Access to downtown
- Access to train to work, small town feel
- Almost everything
- Brookfield parks
- Businesses
- Can walk everywhere
- Closeness to nature & friendly people
- Community (4)
- Community feeling, parks
- Community, trees
- Downtown
- Everything (5)
- Family
- Family friendly
- Home town feel
- Neighbors (2)
- Originality, small businesses

- Parade
- Parks
- Parks, library. Zoo
- People (4)
- People and market
- People, Kiwanis Parks
- Quiet
- Real home town
- Relative obscurity & growing popularity
- Small town feel
- Small town feel big city access
- Strong sense of community
- The zoo
- Trees
- Trees, parks, people
- Walk to food, sports, baseball
- Walkable

**9. Which of the following topics is most interesting to you?**

Land Use: 20    Traffic/Transportation: 17    Parks & Open Spaces: 29    Housing: 11  
Natural Resources: 17    Economic Development: 26    Community Facilities: 17  
Public Art: 13

**10. Should there be additional programming in Downtown?**

Yes: 36    No: 14

**11. What kinds of programming would you participate in?**

Parking Day/Parklets: 16    Family Events: 35    Arts & Culture: 28  
Food & Drink: 34

Other: multi-cultural awareness, baseball, businesses & restaurants, biking, animals, bands.

**12. How could Brookfield commercial districts be improved?**

Paved Alleys: 26    New Uses for Vacant Lots: 29    Art Installations: 14  
Streetscape Design: 23

Other: Parks, green space, bicycle friendly, lure residents to bus districts, street fairs, sidewalks, more stores occupied.

**13. Where do you usually go to meet your friends?**

Friend's Home: 28    Own Home: 24    Downtown: 22    Eight Corners: 11  
Zoo: 15    Park: 23    Outside Brookfield: 12  
Others: 5 – baseball events, church

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# **Open House Summary**



RATIO

MEMORANDUM

To: Project Team, Village of Brookfield, CMAP

RATIO Project No.: 16093

Date: November 2, 2017

Subject: Village of Brookfield Comprehensive Plan – Open House Summary

Architecture  
Preservation  
Interior Design  
Landscape Architecture  
Urban Planning & Design  
Graphic Design

On October 24, 2017, the RATIO team with the Village of Brookfield hosted an open house to solicit public input on the draft comprehensive plan. The open house was held at the Brookfield Village Hall. Approximately 22 participants, consisting of residents, stakeholders, business leaders, steering committee members, Village staff, and elected and appointed Village officials, attended this open house. The open house consisted of three activities during the 2-hour open house. The activities are designed to orient the public about the planning process, structure and contents of the draft comprehensive plan and the subarea design manual, and optimize input from the public in an informal fashion regarding the goals from the draft comprehensive plan. Participants were welcomed to join at any time. The three activities included:

- Activity 1 – Welcome
- Activity 2 – Presentation
- Activity 3 – Goal and Subarea Commenting and Implementation Sign-Up

The results and input gathered from the public pertaining to each station are summarized in the following sections.

### Activity 1 – Welcome

The first activity included a staffed sign-in and welcome table. Printed copies of the draft comprehensive plan were placed by the sign-in sheets to allow the public to read through the draft plan. Snacks and refreshments were also included for participants to enjoy.

### Activity 2 – Presentation

The second activity in the Open House involved a presentation for the participants. The presentation oriented the participants what part of the planning process the consultant team and the Village is currently in. Additionally, the presentation highlighted the structure and contents in each chapter of the draft comprehensive plan. The presentation also discussed about the draft Subarea Design Manual, which is a non-binding document that is intended to foster attractive and neighborhood-scale developments in the four subareas (31<sup>st</sup> Street, Ogden Avenue, 8 Corners, and Downtown Brookfield).

### Station 3 – Draft Plan Goal Commenting and Implementation Sign-Up

The final part of the open house involved participants circulating around the room to review and comment the draft comprehensive plan's chapter goals. Each chapter has one or two boards exhibiting the its goals and a box where participants can write and paste their comments on a sticky-pad. Additionally, there is a sign-up sheet for each chapter. Participants can provide their contact information if they want to be involved with the Village in implementing the chapter's goals, objectives, and strategies. Below is a record of comments received from this activity:

- Chapter 3 – Vision, Image & Identity
  - Sticky Note 1
    - Is there still room for hisotric character?
    - The town has rich, diverse, and charming historic housing stock.
    - Please emphasize this asset in the identity statement.
  - Sticky Note 2
    - Use of hybrid landscaping with 75% native (low-profile) and 25% nursery stock)
    - "Natural But Organized"

- Sticky Note 3
  - Hollywood has trees!
  - Please add trees to block train noise/exhaust west of Brookfield Station
- Sticky Note 4
  - Quality of schools a significant contributor to the Brookfield image.
- Sticky Note 5
  - Pave alleys with grants
- Chapter 4 – Land Use (Goal 1 & 2)
  - Sticky Note 1
    - Goal 1: The many roads that go through town are our best advertisements to visit.
    - If 31st/Ogden look inviting, focus may go to 8 Corners or Downtown for dinner or shopping.
  - Sticky Note 2
    - Explore a way to remove the billboards from the south side of Ogden Avenue
  - Sticky Note 3
    - Pull in some anchor stores (i.e. Puluth, Trendy Co.)
    - Chain restaurant - Applebees for stability in tapa.
  - Sticky Note 4
    - Insist on permeable surfaces in all alleys and parkways.
  - Sticky Note 5
    - Sell for lower prices to get investors included on 47th or 31st.
- Chapter 4 – Land Use (Goal 3 & 4)
  - Sticky Note 1
    - Allow/encourage artists/new professionals by allowing live/work housing.
  - Sticky Note 2
    - Add Congress Park Metra area to Goal 3.
  - Sticky Note 3
    - Remove huge ugly antennae of Brookfield train station
  - Sticky Note 4
    - Write grants for Congress Park Station.
- Chapter 5 – Housing & Neighborhoods
  - Sticky Note 1
    - What is the possible to allow for a change in zoning to higher density residential housing on Arden across from S Kiwanis Woods? To capitalize view access to train and school.
  - Sticky Note 2
    - Ticket RVs.cars in alleys
  - Sticky Note 3
    - Give the allotments for permits - some are over 5 years old - homes are sitting.
  - Sticky Note 4
    - Ticket for long grass/poor landscaping/broken items on homes.
  - Sticky Note 5
    - In order to make goal 3 possible, for people with disabilities Brookfield needs to reeducate and make level improve/expand sidewalks. If a wheelchair can't easily navigate the sidewalks without going out of their way/making detours or being badly jostled, you have not remotely accomplished this goal.
- Chapter 6 – Transportation
  - Sticky Note 1
    - Provide enhanced bike accommodation with all road improvements.

- Sticky Note 2
    - Purchase triangle in front of Ale House for parking
    - Response to above comment: No, I live there! Make a brewery/restaurant
  - Sticky Note 3
    - Install some bike racks
- Chapter 7 - Community Facilities & Services (Goal 1a, 1b & 2)
  - Sticky Note 1
    - Purchase triangle in front of Ale House for parking
    - Response to above comment: No, make restaurant
- Chapter 7 - Community Facilities & Services (Goal 3 & 4)
  - Sticky Note 1
    - Strategically placed bike racks
- Chapter 8 – Parks, Open Space & Environmental Features (Goal 1 & 2)
  - Sticky Note 1
    - Install more bioswales to reduce flooding
  - Sticky Note 2
    - Use open land for parks/benches/landscaping
- Chapter 8 – Parks, Open Space & Environmental Features (Goal 3, 4 & 5)
  - Sticky Note 1
    - Goal 3 is a high priority
  - Sticky Note 2
    - More green infrastructure
  - Sticky Note 3
    - Instill more low-profile, native plants/species
    - Homeowners on how natives can fit into their landscaping.
  - Sticky Note 4
    - Chapter 8 - sponsor workshop/educational program on goals 4 or 5.
    - May be at library, Village Hall, Chamber, schools.
- Chapter 9 – Subarea Plan – 31<sup>st</sup> Street
  - Sticky Note 1
    - Signage on 31st Street directing traffic to Downtown
  - Sticky Note 2
    - More restaurants need to/from Zoo
  - Sticky Note 3
    - New signage, new lighting needed
- Chapter 9 – Subarea Plan – Ogden Avenue
  - Sticky Note 1
    - These sidewalks have stretches are often not navigable to people in wheelchairs or strollers. This needs to be corrected.
    - There's weird uneven surface and some spots are missing ramps where it gets to the curb.
  - Sticky Note 2
    - Please sell hostels; (less than \$800,000)
    - Brings unwanted guests
  - Sticky Note 3
    - Signage @ Prairie directing traffic to Downtown
  - Sticky Note 4
    - Sidewalk improvement planting/beautification; "protected" feeling from traffic.
- Chapter 9 – Subarea Plan – 8 Corners

- Sticky Note 1
  - Maintain trees on Broadway
- Sticky Note 2
  - 8 Corners need yield signs
- Sticky Note 3
  - Take down to start over
  - Signage - right turn only
  - Center is ugly; make it beautiful
  - Sell properties to developer; not individuals
- Chapter 9 – Subarea Plan – Downtown Brookfield
  - Sticky Note 1
    - Best to showcase character of Brookfield
  - Sticky Note 2
    - Plant trees on Grand Blvd.
    - Install bike racks
  - Sticky Note 3
    - Look at old photos of Downtown Brookfield - it used to be gorgeous
    - Trees/lamp posts/different parking
  - Sticky Note 4
    - Add sandwich/soup/salad shop
- Chapter 10 – Creating Success (Goal 1 & 2)
  - Sticky Note 1
    - Need active park district
  - Sticky Note 2
    - Need active historical society
  - Sticky Note 3
    - More family-activates on weekends
- Chapter 10 – Creating Success (Goal 3, 4 & 5)
  - Sticky Note 1
    - Goal 3 - is there any addresses of the parking situations along Ogden to help spur economic growth?
  - Sticky Note 2
    - New restaurants (don't mind "chains" - Lyons looks better)
  - Sticky Note 3
    - Remove parking along Ogden - so unsafe

Below is the list of participants who signed up to be involved with implementation of the chapter(s) in the draft comprehensive plan:

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