

BROWN DEER PLAN COMMISSION
MAY 8, 2023 MEETING MINUTES
HELD VIRTUALLY AT 1-312-626-6799 Meeting ID: 816 8531 3361
<https://us02web.zoom.us/j/81685313361>

The meeting was called to order by President Montgomery at 6:32 P.M.

I. ROLL CALL

Present: President Wanda Montgomery; Trustees Darryl Johnson, Renee Booker; Commissioners: Jalin Phelps, Ryan Schmitz, Al Walters, Bill Hoffmann

Also Present: Nate Piotrowski, Community Development Director; Nathan Guequierre; AECOM

Excused: Commissioner April Harris, Michael Emem

II. PERSONS DESIRING TO BE HEARD

None

III. CONSIDERATION OF MINUTES: Monday April 10, 2023 – Regular Meeting

It was moved by Commissioner Schmitz and seconded by Commissioner Walters to approve the regular meeting minutes of April 10, 2023. The motion carried unanimously.

IV. REPORT OF STAFF/COMMISSION MEMBERS

Mr. Piotrowski informed the Commission that Staff received no update on the proposed car wash at 6598 W. Brown Deer Road.

V. UNFINISHED BUSINESS

None

VI. NEW BUSINESS

A) Review and Recommendation of the Brown Deer Comprehensive Plan Update

Mr. Piotrowski updated the Commission on the plan update today and provided perspective on the approving resolution and ordinance recommendation to the Village Board.

Nathan Guequierre of AECOM, the consultant on the project, provided a summary of the data, key findings and recommendations from the plan and then opened the discussion to questions and comments from the Commission.

President Montgomery asked how the percentage of institutional land dropped in the Village. Mr. Guequierre responded that the change came from the transitioning of the Algonquin School property and the former school site in the Original Village.

Commissioner Schmitz asked how the Village intended to utilize the document. Mr. Piotrowski replied that staff would reference the document throughout daily activities related to planning and economic development. He added that the document would help to inform capital improvement planning for major infrastructure efforts and serve as a tool to promote development or to inform outside entities as to the priorities of the Village.

Trustee Johnson asked about the cause of traffic volume declines. Mr. Guequierre stated that some of this was likely due to decreased retail activity on the Green Bay and Brown Deer Road corridors, but he also noted that this is somewhat of a national trend as workforce changes occur in the population.

Trustee Johnson also asked for clarification on the pedestrian and bike crashes. Mr. Guequierre explained that the

diagram in the plan referenced either bike or pedestrian crashes and noted the concentration on 60th near the school campus and at Sherman Blvd. and Good Hope Road. President Montgomery noted that this location is largely in Milwaukee and asked if this could be clarified. Mr. Guequierre replied that they would add a note on the map.

Mr. Phelps asked about the cause for two spikes in leased office space in Brown Deer over the last 5-6 years. Mr. Guequierre replied that he was not exactly sure but that the Village does not have a lot of space so a relatively small change in leasing could have an outsized impact. He suggested that this is the reason why the graphic on page 7 shows more volatility for Brown Deer compared to the metro area.

Commissioner Hoffmann asked about the vision for the Marketplace site. Mr. Piotrowski described the vision which would include replacing retail on the southern half of the property with residential that is focused on the Milwaukee River frontage. He added that Kildeer Court could be extended through the site, Beaver Creek daylighted and remaining retail clustered to the west towards Green Bay Road. He indicated that the market is receptive to this idea but that current ownership has a very high asking price which has deterred potential buyers.

President Montgomery asked if a dog park was one of the new recommendations. Mr. Guequierre replied that it was.

Trustee Johnson asked if there would be an opportunity for new hotel development. Mr. Piotrowski replied that Brown Deer's current hotels rely on business travelers and that more entertainment or destination venues be created in order to support new construction.

President Montgomery asked each commissioner for their opinions and comments on the plan. The consensus was that the plan update is a good document which highlighted the positive changes in the community since 2009 and suggested exciting opportunities for the future.

President Montgomery asked if a one-page handout highlighting the plan could be created for marketing purposes. Mr. Piotrowski replied that he would work with AECOM and Village staff to produce such a document.

It was moved by Commissioner Hoffmann and seconded by Commissioner Walters to approve the 2023 Brown Deer Comprehensive Plan Update Resolution. The motion carried unanimously.

VII. ADJOURNMENT

It was moved by President Montgomery and seconded by Commissioner Schmitz to adjourn at 7:58 P.M. The motion carried unanimously.



Nate Piotrowski, Community Development Director