



Community Planning Program



Chicago Metropolitan Agency for Planning

Local Technical Assistance Program

Application form: Community Planning program and Local Technical Assistance program

DEADLINE: Noon on Thursday, June 26, 2014

This application form is online at www.rtachicago.com/applications. You may submit the form by email to applications@rtachicago.com.

Upon receipt of application, you will receive an e-mail verifying that your application has been received.

1. Name of Applicant: Village of Brookfield, 8820 Brookfield Avenue, Brookfield, IL 60513

2. Main Contact for Application (please include name, phone number and email):

Keith R. Sbiral, AICP
Assistant Village Manager
p. 708-485-1115
e. ksbiral@brookfieldil.gov

3. Type of Applicant (please check any that apply):

Local government

Multijurisdictional group* \longrightarrow Please list the members of the group (including government and nongovernmental organizations):

Nongovernmental organization* \longrightarrow Name of local government partner(s):

*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.

4. Project Type (please check any that apply):

Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP or RTA.)

- My project involves preparation of a plan.
- My project helps to implement a past plan.
- My project links land use, transportation, and housing.
- My project has direct relevance to public transit and supports the use of the existing transit system.
- My project is not directly related to transportation or land use, but implements GO TO 2040 in other ways.

5. Project Location:

Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

The Village of Brookfield ("The Village" or "Brookfield") is a predominately residential, commuter suburb located 13 miles west of downtown Chicago, with a historically stable population of approximately 19,000 residents. The Village has a land area of 3 square miles and is completely developed. Light to medium industry and retail establishments are located on the Village's major thoroughfares, while a combined freight and commuter rail line bisects the community. In addition to 64 acres of Village parks, Brookfield is also home of the internationally famous Chicago Zoological Society (Brookfield Zoo).

The Village was incorporated in 1893 as Grossdale, and was renamed Brookfield in 1905. The Village is organized as a non-home rule municipality with authority and power as established via the Illinois Municipal Code under Chapter 65 of the Illinois Compiled Statutes.

Ten years ago, Village of Brookfield completed a planning process that resulted in the adoption of the 2020 Master Plan in November of 2004. This document (available in paper format) set forth a long-range set of recommendations for future growth and development as well as the maintenance and enhancement of the existing image and character of the community. While the plan focused heavily on the built environment and the design aspect of a plan focused primarily on commercial corridors, the plan does not take a truly comprehensive approach to planning for the Village.

6. Project Description:

Please tell us what you would like to do in your community, and what assistance is needed. If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. CMAP and RTA staff will follow-up with you if we need any additional information to fully understand

your proposed project.

(Please include any additional information that is relevant, preferably by providing links to online documents.)

Village of Brookfield

Comprehensive Plan Development 2014-2015

The Village of Brookfield is located 13 miles west of downtown Chicago in Cook County, Illinois. Brookfield is a well-known community, particularly because it is home to the world famous Brookfield Zoo. Brookfield is an established inner-ring suburb of Chicago, a “bedroom community”, of approximately 3.1 square miles. Brookfield residents enjoy access to award winning schools with a strong housing stock accessible to first time homebuyers. The Village of Brookfield is a desirable place to live and work, aspects that can be leveraged to contribute to the community’s economic growth.

Ten years ago, the Village of Brookfield utilized a team of consultants with funding help from Illinois Department of Transportation and technical assistance from Regional Transportation Authority, to develop the Brookfield 2020 Master Plan, which was adopted in 2004.

The Village of Brookfield didn’t let this plan sit on a shelf for the past 10 years. In fact many of the goals envisioned by those drafting the plan a decade ago have been implemented. Great strides have been made to utilize 2020 Master Plan document as a basis for sound policy and decision making. In the last 9 years the Village:

- Developed the 2006 2020 Master Plan Implementation Strategy at a staff level.
- Adopted 2 separate Tax Increment Finance Districts to help fund economic development efforts and a TIF Governing policy to ensure decisions were made based on policy and not politics.
- Implemented several zoning and policy improvements recommended by the plan.
- Aggressively acquired properties in the TIF district for key site developments according to plan recommendations.
- Worked to create significant improvements at Congress Park Station to help improve the pedestrian experience.
- Made significant improvements to the Prairie Avenue Metra Station to improve rider experience.
- Approved several multi-family residential developments consistent with planning goals outlined in the Master Plan.

While these efforts do accomplish some of the goals established in the 2020 Master Plan, the document itself fails to reflect the current realities of the planning environment, including the need for long range planning.

In nearly a decade since the 2020 Master Plan was approved, significant changes have affected the Village of Brookfield; primarily the 2007-2008 economic downturn, which greatly affected several development project that never returned to the Village. The reduction in planned

development as well as the great reduction in the municipal budget had a derailing effect on the implementation of the Master Plan goals. Another significant change has been the adoption of the GO TO 2040 Comprehensive Regional Plan, which reflects many of the same goals and strategies that the Village wishes to implement locally.

Ultimately, the 2020 Master Plan was not comprehensive in nature, and therefore serves as more of a business corridor plan than a true comprehensive plan. The silence of this plan on key areas of transportation and land use planning is difficult. Other areas are not considered at all such as public health, public art, environmental impacts, flood mitigation, neighborhood character, sustainability, and water resources. All of these issues have been a topic of public dialog in the past decade while the planning documents of the Village remain silent on the topics. In keeping with the goals advocated in GO TO 2040, Brookfield aims to incorporate that public dialogue into a comprehensive planning process which leverages the community's strengths and assets in keeping with our resident's desires.

Recently, the Village has enjoyed a surge in online engagement from residents who participated in an Open Space Plan survey utilizing internet survey technology and data analysis tools. Response rates indicate not only a high level of civic engagement, but the community's willingness to utilize modern technology to engage in a collaborative effort to improve the Village. This environment is ideal for embarking on the task of a comprehensive planning effort.

Management's top priority for the next several years will continue to center on the rehabilitation of the Village's aging infrastructure through the development of a Long Term Capital Improvement Program and to encourage economic development in the commercial corridors of our Village. Both of these primary goals should take into consideration the overall planning goals of the Village as well as the regional goals of the GO TO 2040 Comprehensive Plan.

The best way to ensure that long term capital investment and redevelopment trends in the Village are consistent with both the overall community preferences and goals as well as the regional needs is to embark on a Comprehensive Plan update now, prior to significant public and private investment in the community.

The Project: The Village of Brookfield is requesting staffing assistance and overall planning assistance to complete a comprehensive planning process for the Village of Brookfield so that it is fundamentally consistent with the planning goals of the Village. We believe with the foundation of the 2020 Master Plan as well as a zoning ordinance that is sought to be overhauled shortly, a joint process can be launched involving residents, community groups, elected and appointed officials, and staff, resulting in a true comprehensive process that yields a long-term planning document to be consistent with both local goals derived from community involvement and regional goals set forth in GO TO 2040.



Village of Brookfield

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HOME OF THE CHICAGO
ZOOLOGICAL SOCIETY

June 18, 2014

Ms. Erin Aleman
Chicago Metropolitan Agency for Planning
Principal Outreach Planner

Re: 2014 CMAP Local Technical Assistance Program Grant Support

Dear Ms. Aleman and Grant Board:


I am writing to wholeheartedly endorse the Village of Brookfield's application for the 2014 CMAP Local Technical Assistance Grant application from the Village of Brookfield. This grant application has been well thought out and will be an incredible benefit to the overall Village experience as we work in the next 10 years to improve our infrastructure and focus on the economic development and redevelopment of our Village.

This project, creating a comprehensive plan, is designed to bring clarity to the planning preferences of the residents of our Village as well as educate and ensure consistency with the goals outlined in the GOTO 2040 plan. Particularly, given budgetary difficulties our village faces, planning often isn't funded to the levels it needs to be to create the best long term results for the Village. This grant will help the Village of Brookfield make every dollar we spend in the coming years efficient and effective.

I hope this letter of support is helpful in your review of this grant application. The Village Board of Trustees has discussed this project at a Committee of the Whole meeting and wholeheartedly endorses the application. Should we be fortunate to have a successful grant application, I look forward to the participation of the elected officials, appointed official and the entire Village community. Again, I want to emphasize my support for this application and thank you for the opportunity to improve the Village of Brookfield.

If I can be of any further assistance, please don't hesitate to call me directly at 708-485-1400.

Sincerely,



Kit P. Ketchmark
Village President
Village of Brookfield, IL

Cc: Riccardo Ginex, Village Manager
Keith R. Sbiral, AICP, Assistant Village Manager