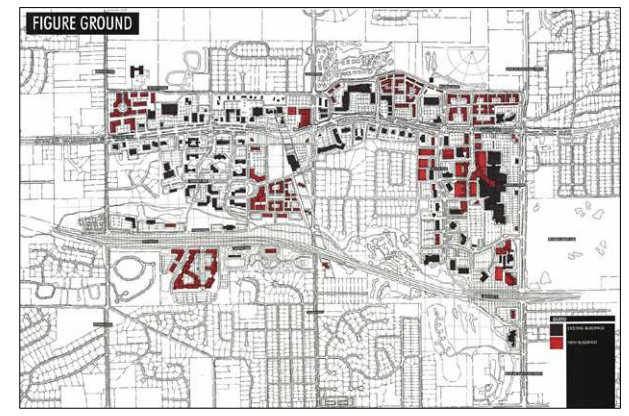
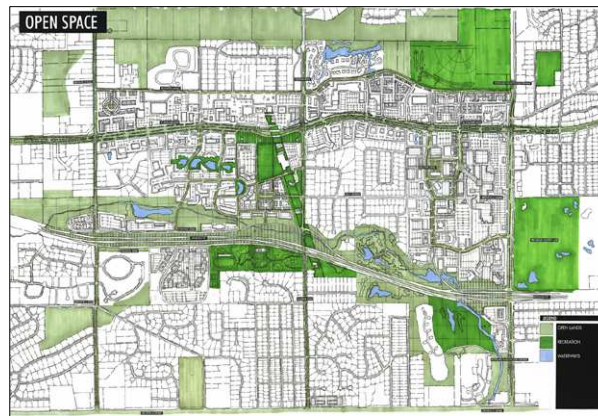
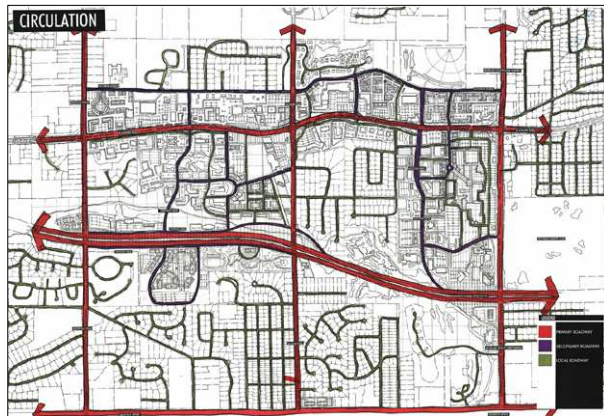


APPENDIX J – PLAN 4.0

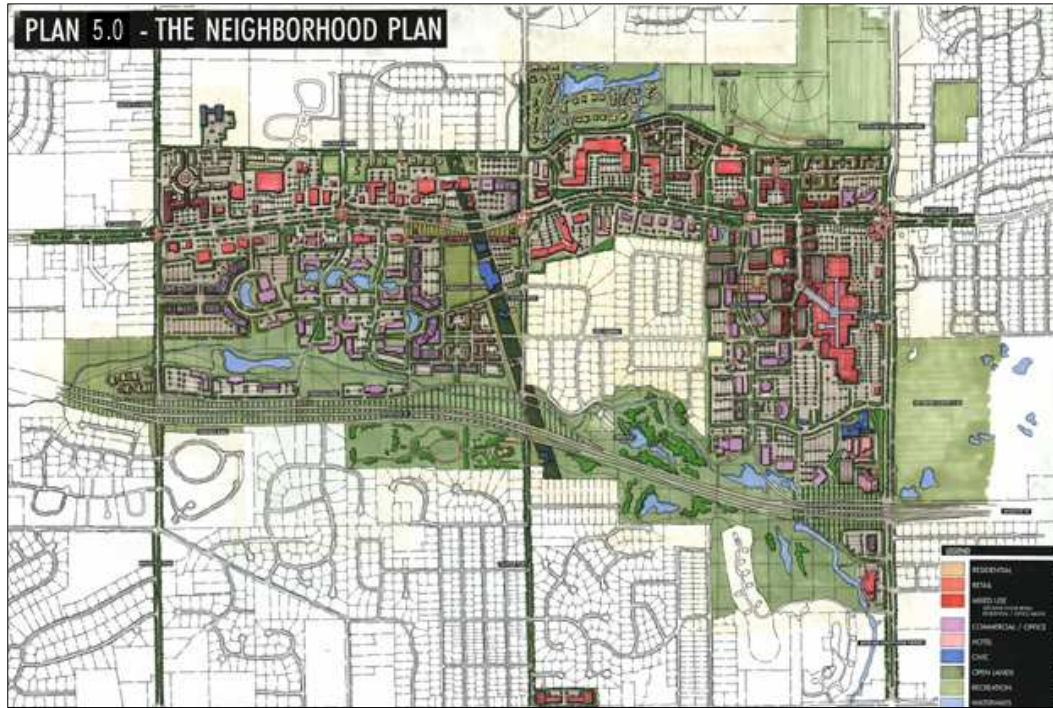


The plan reflects key infill buildings, open spaces, and roadways within the neighborhood, with the Ruby Farm/WTMJ site as a centerpiece for the community and the positive market repositioning of the Brookfield Square/Executive Drive area in the region. Key elements of the plan include:

- Compressed Diamond at Moorland Road and Interstate 94;
- Split Diamond Interchange with connector roads between Calhoun Road and Brookfield Road;
- Wisconsin Avenue Connection to Pilgrim Parkway;
- Brookfield Square Expansion -- Mall redevelopment occurs within existing footprint. “Lifestyle Retail Center” on the northern portion of the property. Infill office development along Executive Drive with direct connection to Executive Drive from Moorland Interchange;
- Hotel expansion and conference center adjacent to Mall/ I-94;
- Mixed-use development of the Ruby Farms/WTMJ Property with the preservation of the Swanson Elementary School and the relocation of the existing playfield;
- Infill residential development opportunities;
- Mixed-use development of the “Fountain Square” property with ground floor retail uses in front with residential behind and recreation across Wisconsin Avenue.



APPENDIX K – PLAN 5.0



Plan 5.0 reflects additional potential development opportunities that need further study. These areas include:

- Western gateway to Corporate Lakes
- Extension of tree lawn to Wisconsin Avenue
- Additional office and parking garage on Ruby Farms/ WTMJJ site
- Residential Development for remaining piece of Endicott neighborhood

Key elements of the plan reflect the areas addressed in Plan 4.0 (see Appendix J)

