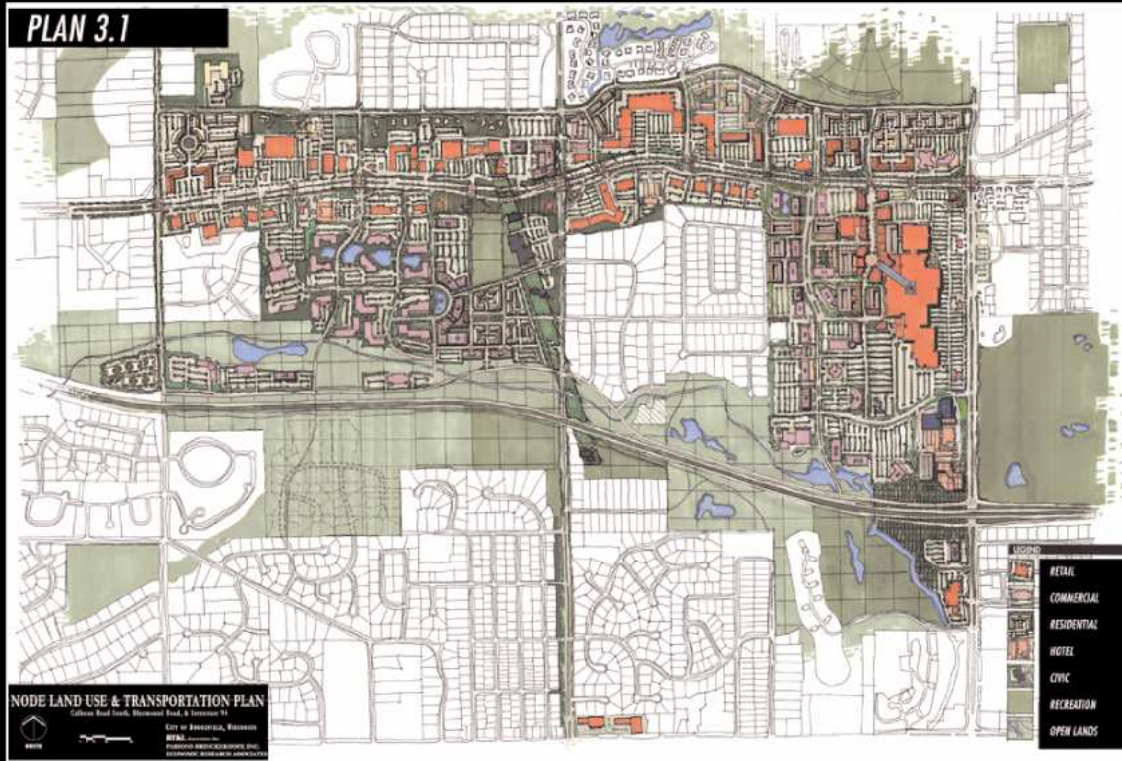


**APPENDIX I – PLANS 3.1 AND 3.2**  
**Plan 3.1**



**ELEMENTS OF THE PLAN**

- 1) Compressed Diamond @ Moorland Road/Pilgrim Parkway and I-94
- 2) Service Road Connecting Moorland Road/Pilgrim Parkway to Calhoun Road and Brookfield Road
- 3) Wisconsin Avenue Connection to Pilgrim Parkway
- 4) Brookfield Square Expansion --  
 Lifestyle Retail Center on the northern portion of the property  
 Redevelopment and expansion of existing mall building  
 Infill office development with direct connection to Executive Drive
- 5) Hotel expansion and conference center adjacent to Mall/ I-94
- 6) Mixed-use development of the Ruby Farms/WTMJ Property with the preservation of the Swanson Elementary School
- 7) Reorganization of play fields and removal of commercial uses at intersection of Bluemound and Calhoun to allow for community gateway and sculptural open space
- 8) Tree field incorporating Civic Buildings and trails to community open space system
- 9) Residential Developments Opportunities
- 10) Mixed-use development of the Fountain Square Property with ground floor retail uses in front with residential behind and recreation across Wisconsin Avenue



## Plan 3.2



### ELEMENTS OF THE PLAN

- 1) Compressed Diamond @ Moorland Road/Pilgrim Parkway and I-94
- 2) Service Road Connecting Moorland Road/Pilgrim Parkway to Calhoun Road and Brookfield Road
- 3) Wisconsin Avenue Connection to Pilgrim Parkway
- 4) Brookfield Square Expansion -- Lifestyle Retail Center on the northern portion of the property  
Redevelopment and expansion of existing mall building  
Infill office development with direct connection to Executive Drive
- 5) Hotel expansion and conference center adjacent to Mall/ I-94
- 6) Mixed-use development of the Ruby Farms/WTMJ Property with the preservation of the Swanson Elementary School and existing playfield configuration
- 7) Community College / Charter School opportunity
- 8) Residential Developments Opportunities
- 9) Mixed-use development of the Fountain Square Property with ground floor retail uses in front with residential behind and recreation across Wisconsin Avenue

**Plan 3 Series**

**PLAN 3 - BROOKFIELD SQUARE MALL AREA**

**BROOKFIELD SQUARE MALL — REDEVELOPMENT AND LIFESTYLE CENTER EXPANSION**

This block contains a large map on the left showing the Brookfield Square Mall area with various colored zones and building footprints. To the right of the map are three architectural renderings: a large street-level view of a modern mall with multi-story buildings and a parking lot; a smaller street-level view showing a pedestrian-friendly area with trees and storefronts; and a close-up view of a building entrance with a fountain and landscaping.

**OFFICE CAMPUS WITH SPLIT DIAMOND**

**CAMPUS WITH SPLIT DIAMOND**

**CAMPUS ALTERNATIVES**

This block features two maps of campus alternatives. The top map is labeled 'OFFICE CAMPUS WITH SPLIT DIAMOND' and shows a grid of streets with a central green area and a split-diamond intersection. The bottom map is labeled 'CAMPUS WITH SPLIT DIAMOND' and shows a similar layout but with a different central green area. To the right of these maps are two architectural renderings of a campus building with a prominent split-diamond intersection and surrounding greenery.

**PLAN 3 - RUBY FARM / WTMJ PROPERTY**

**RUBY FARM / WTMJ PROPERTY DEVELOPMENT — MIXED-USE (RESIDENTIAL / OFFICE / CIVIC)**

This block contains a large map on the left showing the Ruby Farm / WTMJ property with various colored zones and building footprints. To the right of the map are three architectural renderings: a wide aerial view of a large development with multiple buildings and green spaces; a street-level view of a modern residential or office building; and a street-level view of a public square or civic space with a fountain and people.

**SWANSON SCHOOL REDEVELOPMENT COLLEGE/HIGH SCHOOL CAMPUS**

**SWANSON SCHOOL REDEVELOPMENT RESIDENTIAL FOCUS**

**SWANSON SCHOOL REDEVELOPMENT MIXED-USE (RESIDENTIAL/OFFICE)**

**RUBY/WTMJ ALTERNATIVES**

This block features three maps of Swanson School redevelopment alternatives. The top map is labeled 'SWANSON SCHOOL REDEVELOPMENT COLLEGE/HIGH SCHOOL CAMPUS' and shows a grid of streets with a central green area. The middle map is labeled 'SWANSON SCHOOL REDEVELOPMENT RESIDENTIAL FOCUS' and shows a similar layout but with a different central green area. The bottom map is labeled 'SWANSON SCHOOL REDEVELOPMENT MIXED-USE (RESIDENTIAL/OFFICE)' and shows a similar layout but with a different central green area. To the right of these maps are two architectural renderings of a campus building with a prominent split-diamond intersection and surrounding greenery.