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**THE CORRIDOR
PDD/GENERAL
PLAN**

Brookfield, WI

IRGENS | **THE CORRIDOR**
PDD/GENERAL PLAN
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DEVELOPMENT PLAN

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PROJECT SUMMARY

The Corridor is a proposed mixed-use development located on approximately 66.00 acres in the City of Brookfield's Calhoun Road South Neighborhood Node. The development is bounded by Bluemound Road to the north, Calhoun Road and Swanson Elementary School to the east, Brookfield Lakes Corporate Center to the west, and Interstate 94 to the south. The Corridor's name comes from the fact that it is bounded by two significant commercial corridors. Bluemound Road is Wisconsin's preeminent retail corridor. Interstate 94 is Wisconsin's major east-west interstate and features numerous corporate office and retail developments.

The site is currently zoned Office and Residential/Commercial District #1 (O&LR/C) pursuant to Ordinance No. 1823. The Ordinance states that certain design and construction features, including open space features, land uses, densities and floor area ratios, height regulations, and dimensional standards, may be modified through rezoning under a Mixed-Use Planned Development District (PDD). The Corridor is being designed as a PDD per the requirements of Chapter 17.41 of the City of Brookfield Zoning Ordinance and is seeking rezoning of the site to a PDD classification.

The Corridor is planned to include retail, office, and other mixed uses. Potential mixed uses include medical/wellness, hospitality/conference center, and technology/R&D components. The concept site plan contained in the Appendix shows the various mixed uses. These uses will be integrated in a unique, high quality development that is cohesive with the surrounding community of Brookfield. In addition to working within the framework of the PDD, The Corridor incorporates many of Brookfield's objectives as outlined in the *Calhoun Road South Neighborhood Plan* and *2035 Comprehensive Plan*. The Corridor provides public benefit through the aesthetic design of the site, protection of natural features, preservation of the Ruby House and Barn, enhanced transportation connectivity, and extension of the Greenway Recreational Trail.

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PROJECT OBJECTIVES

Promote High Quality, Achievable Development in the City of Brookfield

The Corridor seeks to create a high quality, mixed-use development in the City of Brookfield. The retail, office and mixed uses will generate a unique experience for the community while maintaining connectivity to the Calhoun neighborhood and Brookfield as a whole. The Corridor’s Design Guidelines document provides the framework for general design requirements in the development including architecture, building materials, landscaping, lighting, and signage. The Corridor will develop “Class A” buildings with quality architecture, site features and building materials. The Design Guidelines will ensure a high-quality, cohesive development and also allow for flexibility as the market evolves.

The Corridor is a highly achievable and well-designed development. The mid-box retail center and surrounding retail outlots along Bluemound Road are consistent with the greater Bluemound retail corridor. There is strong demand in the market for this type of retail product and The Corridor offers an opportunity to establish a presence in a premier location. The mixed-use area south of the retail will likely feature corporate office along Interstate 94 and a healthcare, wellness, hospitality and potentially a conference center component in the center of the site. The corporate office envisioned in the south of the site takes advantage of the visibility from Interstate 94. There is currently a lack of large, contiguous blocks of Class A office space in the Brookfield office market and much of the existing office product is outdated. The Corridor will deliver top-of-the-line office space with large, efficient floor plates, the latest building technology and signage opportunities along Interstate 94. Multi-level parking structures are proposed at each of the office buildings in order to maximize the density and efficiency of the sites and achieve suburban office market parking requirements. The parking decks will utilize the topography of the site to give the perception of at-grade parking and provide a distinct visual impact for the sites. Further, the overall site design allows flexibility and capacity for a large corporate headquarters such as Kohl’s or GE Healthcare. The Corridor provides a cohesive, flexible and logical development plan that allows the market to influence uses and phasing.

Provide Connectivity and Community Benefits

The Corridor emphasizes connectivity to the surrounding transportation network and ease of circulation within the development. Discovery Drive is the primary north/south

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promenade that will provide access to the development directly from Bluemound Road. A full signalized intersection aligned with the Brownstones Shopping Center entrance to the north is proposed and currently under review by Wisconsin Department of Transportation (WisDOT). Golf Parkway is the primary east/west promenade that will provide access to the development directly from Calhoun Road. A new signalized intersection at Golf Parkway and Calhoun Road is proposed and this infrastructure is already in place. Golf Parkway is ultimately planned to extend and connect to Patrick Boulevard at the eastern edge of Brookfield Lakes Corporate Center. The Patrick Drive connection will require coordination with Wisconsin Department of Natural Resources (WDNR) and the adjacent landowner as portions of the potential connection lie outside the boundaries of The Corridor and on protected wetlands. The Corridor and City of Brookfield will pursue this Patrick Boulevard connection in earnest. The existing Bluemound Frontage Road will be incorporated into the site design for access to retail sites and cross-easement connectivity to the properties east and west of The Corridor. Discovery Drive and Golf Parkway will be dedicated to the City of Brookfield as public right-of-way. The proposed connections to Bluemound Road, Calhoun Road and Patrick Boulevard enhance the overall traffic patterns of this transportation node.

Within the development, a network of pedestrian sidewalks run along Discovery Drive and Golf Parkway and an extension of the Greenway Recreational Trail will be constructed along the Deer Creek Wetlands. Additional pathways and sidewalks running through the development will provide an enjoyable pedestrian experience and access through the site. Cross-easements will be required among the various projects within the development to promote additional connectivity. Brookfield residents and The Corridor customers and tenants will enjoy the natural features of Greenway Recreational Trail and make use of the pedestrian sidewalks to move through the development.

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PROJECT DETAILS

The Corridor is divided into two general zones of development: a retail zone in the northern portion of the site that aligns with the Bluemound Road shopping corridor and a mixed-use zone to the south that allows for market flexibility through a variety of potential uses including retail, corporate office, medical/wellness, technology, research & development, hospitality, and conference center. The retail portions of the development will be branded as The Shoppes at the Corridor; the non-retail components of the development will be branded as The Corridor Corporate and Technology Park. The Deer Creek Wetlands at the southern boundary, the Ruby House and Barn at the eastern boundary and the detention pond at the western boundary provide buffers to retain existing natural features and transition between land uses. The concept Master Site Plan and Section 2.1 of the Design Guidelines highlight these zones of development.

Within the general zones of development, The Corridor's range of retail, office, and mixed uses have been planned to reflect a density gradient and organization that is competitive in the marketplace and contextually appropriate to the site. The concept Master Site Plan ("Site Plan") contained in the Appendix is structured as follows:

- Lot 1 of the Site Plan is anticipated to be developed as a retail outlet. The Site Plan anticipates single-story retail development with surface parking. Uses for Outlot 1 may include a restaurant, a retail branch bank with drive-through lanes or a single- or multi-tenant retail center. Additional uses could include retail-oriented medical/ dental use or a financial services use.
- Lot 2 of the Site Plan is anticipated to be developed as a retail outlet. The Site Plan anticipates single-story or two-story retail development with surface parking. Uses for Outlot 2 may include a restaurant, a retail branch bank with drive-through lanes or a small single- or multi-tenant retail center. Additional uses could include retail-oriented medical/dental use or a financial services use.
- Lot 3 of the Site Plan is anticipated to be developed as a retail outlet. The Site Plan anticipates single-story retail development with surface parking. Uses for Lot 3 may include a restaurant, a retail branch bank with drive-through lanes or a small single- or multi-tenant retail center. Additional uses could include retail-oriented medical/dental use or a financial services use.

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- Lot 4 of the Site Plan is anticipated to be developed as a mixed-use site. At the northern portion of Lot 4, the Site Plan anticipates a mid-box retail development with surface parking and service docks. The central portion of Lot 4 is anticipated to be a mixed-use site. The Site Plan anticipates a medical office building and wellness center project with surface parking. This would contain traditional outpatient medical offices as well as a fitness center to provide comprehensive and integrated health and wellness services. The medical/wellness use is anticipated to be a taxable parcel. Other potential uses for the central portion of Lot 4 could include a hotel, a conference center, a corporate office development, retail, or a technology/R&D use. At the southern portion of Lot 4, the Site Plan anticipates high-density, Class A corporate office to take advantage of the visibility from Interstate 94. The Site Plan shows three 5-story office projects with each project having its own stormwater detention pond and a combination of surface and structured parking. There is also potential for a large corporate headquarters to be developed on both the central and southern portions of Lot 4. The Ruby House and Barn and associated surface parking are shown on the east side of the Site Plan within Lot 4. The Ruby House and Barn will be preserved and developed as a non-intensive use. Potential uses for the Ruby House and Barn may include small retail, office, civic, community, or residential development. Lot 4 may be subdivided into additional lots as specific projects are developed and constructed.
 - Outlot 1 of the Site Plan is anticipated to be developed as a stormwater detention pond. This detention pond would serve the retail projects and medical/wellness project north of Golf Parkway.
 - Outlot 2 of the Site Plan contains the Deer Creek Wetlands. This wetlands area will be dedicated to the City of Brookfield in accordance with Ordinance No. 1372 and in lieu of a Wetland Preservation Fee.
 - Public right-of-way shown on the Site Plan includes Discovery Drive, Golf Parkway, and Bluemound Frontage Road. The public right-of-way will be dedicated to and maintained by the City of Brookfield with portions of the streetscaping and boulevard landscaping near the Bluemound Road and Calhoun Road entry points and the Discovery Drive/Frontage Road and Discovery Drive/Golf Parkway intersections to potentially be maintained by Deer Creek Development Partners. Specific maintenance responsibilities for the right of way within The Corridor will be memorialized in a subsequent

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development agreement between the City of Brookfield and Deer Creek Development Partners. The typical right-of-way section will include traffic lanes, curb and gutter, terraces containing landscaping and decorative street lighting, and pedestrian sidewalks.

- The Site Plan establishes a sixty-six (66) foot public utility easement and future road reservation running west from the intersection of Discovery Drive and Golf Parkway. It is contemplated that Golf Parkway will ultimately be extended over this easement and connect to Patrick Boulevard to the west. Approvals will be needed from the Wisconsin Department of Natural resources and private property owners to construct the offsite improvements necessary to extend Patrick Boulevard to The Corridor's western property line. The Corridor embraces the connection between Patrick Boulevard and Golf Parkway as an amenity to the development and to Brookfield's general transportation goals for the community. The Corridor will work with the City of Brookfield to procure all necessary permits and coordinate the construction process. The required development agreement for the general infrastructure, grading, and road work within the Corridor will establish a timeframe to complete this Patrick Boulevard connection.
- Structured Parking: In order to achieve an efficient density and site utilization for office developments in The Corridor, structured parking may be utilized. The parking structures will likely be multi-level structures that are integrated into the topography in order to have minimal visual impact. The parking structures provide for a more efficient site and integrating the design with the topography helps reduce construction costs of the structures.
- The Appendix provides a summary of the potential development as shown on the concept Master Site Plan and Development Summary.

The Corridor's Site Plan is designed to allow for flexibility and reaction to the commercial real estate market. The building sizes, orientations, and site configurations for Lots 1, 2, 3, 4 and Outlot 1 shown on the Site Plan are subject to change based on market demand and final site engineering. Each individual building/site development within The Corridor will be subject to a specific plan approval process and a development agreement with the City of Brookfield. The project details listed above are meant to provide and establish a general plan for the overall development.

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PROJECT OWNERSHIP, PHASING, AND MAINTENANCE

Project Ownership

Deer Creek Development Partners, LLC is the land owner and master developer of The Corridor and will oversee all aspects of its development. The rezoning process will initially establish The Corridor as a Certified Survey Map (“CSM”) containing four (4) lots and two (2) outlots. As individual projects are developed, the CSM will be further divided into additional lots. An Irgens-related entity will develop, own and manage all of the office projects, the mixed use site project, the mid-box retail project and the common areas of The Corridor. Irgens will establish special purpose limited liability companies (“LLC”) to own and operate each individual project. The common areas include the large detention pond at the west (Outlot 1) and certain landscaping and signage features throughout The Corridor. The Deer Creek Wetlands area at the south of the site (Outlot 2) will be dedicated to the City of Brookfield. The retail outlots shown along the northern section of the Site Plan may be ground lease projects and/or build-to-suit or lease building projects. Irgens may maintain ownership of the land and ground lease it to third-party owner/operators for subsequent development and/or build-to-suit and lease building projects. Projects within The Corridor will adhere to the Design Guidelines that are established in this document and approved by the City of Brookfield.

The specific uses of the Ruby House and Barn are to be determined, but will be low intensity. Deer Creek Development Partners will maintain ownership of the Ruby House and Barn until an appropriate use or user is identified. Deer Creek Development Partners will establish restrictions on the removal of the Ruby House and Barn to preserve the structure as a link to the past and as a buffer between residential uses east of Calhoun and commercial uses in The Corridor.

The roadways within The Corridor, including Discovery Drive and Golf Parkway, will be dedicated to the City of Brookfield as public right-of-way. The natural area running along the southern boundary of The Corridor and along Deer Creek will also be dedicated to the public. The Site Plan shows a to-be-constructed recreational trail running through this natural area for public use. The recreational trail will be built according to City specifications and constructed by Deer Creek Development Partners.

Project Phasing

The Corridor is anticipated to commence construction activities in the spring of 2015 and achieve full development buildout within a five (5) to ten (10) year time frame and as market conditions dictate. Phase I of construction includes site grading and utility and street infrastructure installation. Streetscaping and common area landscaping would be

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included in this initial Phase. Phase I is anticipated to commence in the spring of 2015. Phase II of construction includes the mid-box retail building, retail outlots and the east office building along Calhoun Road. Phase II development will likely overlap with Phase I activities. Phase III of construction includes the remaining office sites, mixed use site and remaining retail outlot sites.

<i>Project Phase</i>	<i>Description</i>	<i>Anticipated Timing</i>
Phase I	Master site grading; utility/street infrastructure.	April 2015 – October 2015
Phase II	Retail mid-box and retail outlot developments; mixed-use site development; east office building development.	May 2015 – February 2018
Phase III	Additional office developments; mixed-use site development; final retail developments.	March 2018 – February 2022

Based on current market conditions, the mid-box retail building and retail outlot buildings are likely the first individual project to commence. The introduction of a new mid-box project will enhance the value of the surrounding retail outlots and induce their subsequent development. Specific timing of the phases is yet to be determined, but will be dictated largely by market conditions. All phases will be constructed in accordance with specific development agreements between the City of Brookfield and Irgens.

It is contemplated that Golf Parkway will ultimately connect to Patrick Boulevard to the west. Approvals will be needed from the Wisconsin Department of Natural resources and private property owners to construct the offsite improvements necessary to extend Patrick Boulevard to The Corridor’s western property line. The Corridor embraces the connection between Patrick Boulevard and Golf Parkway as an amenity to the development and to Brookfield’s general transportation goals for the community. The Corridor will work with the City of Brookfield to procure all necessary permits and coordinate the construction process. The required development agreement for the

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general infrastructure, grading, and road work within the Corridor will establish a timeframe to complete this Patrick Boulevard connection.

Project Maintenance

Irgens will establish an Association or a comprehensive Reciprocal Easement Agreement (“REA”) to provide maintenance and management duties for the common areas of The Corridor. Common area maintenance includes snow removal, landscaping, detention ponds, and signage in the respective common areas. Management duties include annual budgeting for maintenance, contracting with maintenance vendors, and assessing common area expenses to individual projects within The Corridor. The Association or REA will assess common area expenses against each individual project based on a proportionate share calculation. Maintenance of the individual projects and the area within each individual project’s property lines, including parking lots, landscaping, private utilities, etc., shall be the responsibility of each individual project’s ownership entity. It is contemplated that the City of Brookfield will maintain and manage the publically dedicated right-of-ways. This includes snow removal, road repairs, utility repairs and landscaping in the right-of-ways. Maintenance of the plantings in the public right-of-way boulevards will be the responsibility of the Association or REA.

Irgens will prepare a comprehensive REA to define in detail the design guidelines and maintenance guidelines of The Corridor. The REA will be included as an exhibit to future development agreements between Irgens and the City of Brookfield for individual projects as they arise and guide the design of future buildings and site improvements. The REA for individual projects will also be recorded against each individual project with Waukesha County to run with the land perpetually. Specific responsibilities for Irgens and Brookfield, as they relate to the common areas and public right-of-ways, will be defined in detail in the development agreements with Brookfield.

PDD RATIONALE AND COMPARISON TO CURRENT ZONING

Chapter 17.41 of the City of Brookfield zoning code states “the planned development district or PDD provides regulatory framework to encourage improved community benefits as to matter such as environmental and aesthetic design, stormwater management, preservation of natural topography and the like, and allowing for greater flexibility in the development of land than that allowed in standard districts, while achieving substantial compliance with the intent of the zoning code and existing or future city plans. The district allows variation in the relationship of uses, structures and spaces in developments organized internally as cohesive projects, and carefully related to other nearby developments and land.”

In order to provide benefits to the community and ensure a cohesive, achievable development, The Corridor anticipates the following variations from the current Office and Limited Residential/Commercial District No. 1 (O&LR/C #1) and general Brookfield zoning code:

- Open Space Features – O&LR/C #1 references incorporation of the planned Sculptural Green and Hedge Row along Bluemound Road and Calhoun Road, as identified in the Calhoun Road South Neighborhood Plan (“CRSNP”). The Corridor will pursue attractive entry features at the Discovery Drive and Golf Parkway entrances into the development. Boulevards with robust, colorful, and textural plantings are envisioned at these areas. The Corridor is envisioning a curved motif around the outside of the intersections as shown on the Site Plan. At these intersections, site features such as masonry walls, sculptural elements, and landscaping will be incorporated. Preservation of the Ruby House and Barn and associated green buffer along the east frontage provides a transition from the residential neighborhoods across Calhoun Road to the commercial uses within The Corridor. It is the understanding of Irgens that the City of Brookfield has amended the CRSNP to modify the objectives for the Hedge Row and Sculptural Green. The Corridor plans to incorporate “lower element” screening along Bluemound Road, including evergreen and deciduous species recommended in the amended CRSNP, while still allowing visibility into the development. The Corridor will preserve the Ruby House and Barn and green buffer along Calhoun Road as a natural screen between the residential neighborhoods to the east and the commercial development. These proposed landscape features are consistent with the amended objectives of the CRSNP.

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- Play Fields – O&LR/C #1 references incorporation of the planned, relocated Swanson Elementary School play fields, as identified in the Calhoun South Neighborhood Plan. This land swap will not occur for various design and development reasons and is not desired by Swanson School, the City of Brookfield, or Deer Creek Development Partners at this time. The concept site plan maintains existing tree lines and landscape buffering along the Swanson School property line to provide a natural barrier during construction activities and when The Corridor is fully developed. Any retaining walls associated with the site infrastructure and grading design will be located within The Corridor’s property lines. The Corridor’s Site Plan positions the Discovery Drive and Golf Parkway right of ways adjacent to the Swanson School property.
 - Densities and Floor Area Ratios – O&LR/C #1 identifies a maximum FAR of 0.3 for the existing property and states that this allowance may be increased through rezoning to a PDD. The Corridor is planned for retail development along Bluemound Road, corporate office development along Interstate 94, and mixed-use development in the central portion of the site that could take on a variety of uses (retail, office, R&D, medical wellness, hospitality, residential). There is potential for areas within The Corridor to exceed an FAR of 0.3 when fully developed. The corporate office and mixed-use portions of the development, as shown on the concept site plan, will likely exceed an FAR of 0.3. The retail portions of the development, as shown on the concept site plan, will likely stay below an FAR of 0.3. The Development Summary in the Appendix provides a detailed overview of the potential land use and density makeup of The Corridor.
 - Height Regulations – O&LR/C #1 identifies a seventy (70) feet maximum height for building structures. The Corridor seeks to establish a maximum height of one hundred and fifty (150) feet for office buildings. This increased height threshold would allow for office buildings up to ten-stories and could be necessary for a potential corporate headquarters facility. The retail buildings will have a maximum height restriction of thirty five (35) feet. The Development Summary in the Appendix provides a detailed overview of the proposed height regulations within The Corridor.
 - Dimensional Standards – O&LR/C #1 identifies that setback, offset, and related dimensional standards shall be determined by the PDD. The Corridor

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seeks to establish the following general setback and offset standards for buildings and parking lot pavement:

- Twenty five feet (25') setback at Bluemound Road
- Fifty feet (50') setback at Calhoun Road
- Ten feet (10') setback at Discovery Drive, Golf Parkway and Bluemound Frontage Road
- Zero feet (0') offsets at interior property lines

The Development Summary in the Appendix provides a detailed overview of the proposed dimensional standards within The Corridor.

- Signage – The Corridor seeks to establish the following general signage plan:
 - Master Identification Signs: Monument signs are to be located at Bluemound Road, Calhoun Road and Interstate 94 frontages. These signs may be up to twenty-five feet (25') tall and include up to six (6) tenant sign panels in addition to master identification text.
 - Monument Signs: Each building may have its own monument sign(s). Buildings with multiple frontages may have a monument sign on each frontage, with a maximum of two (2) monument signs per building. Interstate 94, Bluemound Road, Calhoun Road, Discovery Drive, Golf Parkway, and Bluemound Frontage Road are considered “frontages.” In addition, mid-box retail on Lot 4 may have two (2) monument signs regardless of frontage on public streets.
 - Wall Signs: Each building may have its own wall sign(s). Buildings with multiple frontages may have a wall sign on each frontage, with wall signs on maximum of (3) building façades. At retail buildings, each tenant shall be permitted at least one (1) wall sign. Retail tenants with multiple frontages may have wall signs on a maximum of three (3) building façades. Interstate 94, Bluemound Road, Calhoun Road, Discovery Drive, Golf Parkway and Bluemound Frontage Road are considered “frontages.” In addition, buildings on the northern and central portion of Lot 4 (i.e., Mid-Box Retail, Medical/Wellness, Hotel,

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etc.) are also permitted to place wall signs on the north façade, regardless of frontage on public streets.

- Landscape Monument Walls: Low-height masonry architectural elements are planned at the intersections of The Corridor. This includes the Bluemound and Calhoun entry points and the Discovery Drive/ Bluemound Frontage Road and Discovery Drive/Golf Parkway intersections. These wall features may incorporate limited signage related to tenants, land use zones, and/or the overall development.
- Trade Dress: Each retail parcel is permitted to design a sign program to allow for corporate colors and trademarks and have its own identity. If multiple tenants are on a parcel, a master sign program shall promote consistency by utilizing a common architectural and aesthetic theme. The sign program may exceed three (3) colors. Trade dress elements are permitted if integrated into the building façade design.

Final signage regulations and design within The Corridor will be memorialized in a to-be-submitted Master Sign Program, which will be subject to an approval process established by the City of Brookfield Community Development and Planning department. The Development Summary in the Appendix provides an overview of the proposed signage standards within The Corridor.

- Lighting – The Corridor seeks to establish the following general lighting plan:
 - Street lighting in the right of ways is to be contemporary with up to thirty foot (30’) poles at a regular spacing. No banners are to be permitted.
 - Pedestrian or accent lighting fixtures in the right of ways are to be traditional acorn style.
 - Parking lot fixtures are to be shoe-box style and permitted to reach twenty five feet (25’) tall including any concrete base. This is a variation from the Brookfield code, which stipulates twenty feet (20’) maximum for parking lot fixtures. The increased parking lot fixture height reduces the quantity of fixtures in the parking lots for a more efficient lot layout and less cluttered aesthetic. The reduction in

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fixtures will also yield energy efficiencies in accordance with the 2035 Comprehensive Plan.

Each individual building/site development within The Corridor will be subject to a specific plan approval process and a development agreement with the City of Brookfield. The proposed zoning modifications listed above are meant to provide a general plan for the overall development.

2035 Comprehensive Plan and Calhoun Road South Neighborhood Plan

In addition to working within the framework of the PDD, The Corridor incorporates many of Brookfield's objectives as outlined in the 2035 Comprehensive Plan and Calhoun Road South Neighborhood Plan. Chapter 4 of the 2035 Plan addresses jobs and shopping goals as part of Brookfield's economic development. The Corridor will attract high-quality businesses that provide high-quality jobs. The office developments in The Corridor will target technology and innovation-driven businesses as potential tenants. The Corridor will also help build Brookfield's non-residential tax base. Natural resources and recreation (Chapter 5) and sustainability (Chapter 7) are emphasized in the 2035 Plan. The Corridor's dedication of the Deer Creek wetlands area to Brookfield and construction of a segment of the Greenway Recreational Trail will help protect Brookfield's natural resources and provide access to these natural areas to the community. The Corridor's mixed uses (office, retail, healthcare, etc.) and energy efficient design and construction practices will yield a sustainable asset to the Brookfield community for the long-term. Finally, Chapter 9 of the 2035 Plan addresses transportation. The Corridor will create new connections with Bluemound Road, Calhoun Road, and eventually with Patrick Boulevard. A network of sidewalks and the Greenway Recreational Trail segment within the development will expand options for walking and bicycling in Brookfield.

The Calhoun Road South Neighborhood Plan objectives for the site include a mixed-use development, preservation of the Ruby House and Barn, and attractive landscaping features at the Bluemound Road and Calhoun Road frontages. The Corridor is planned to include retail, office, and other mixed uses. Potential mixed uses include medical/wellness, hospitality, and technology/R&D components. These uses will be integrated in a unique, high quality development that is cohesive with the surrounding community of Brookfield. The Corridor concept site plan includes preservation of the Ruby House and Barn on Calhoun Road. The Ruby House and Barn has historical significance to the Brookfield community and provides an important link to the past for the development. Additionally, preservation of the Ruby House and Barn provides a

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buffer and transition from the residential neighborhoods across Calhoun Road to the commercial uses within The Corridor. The Corridor will utilize the Bluemound Road and Calhoun Road entry points and the Discovery Drive/Frontage Road and Discovery Drive/Golf Parkway intersections as focal points within the development. Boulevards with robust, colorful and textural plantings are envisioned at these areas. At the Bluemound Road and Calhoun Road entrance points, site features such as masonry walls, sculptural elements and landscaping will be incorporated.

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PUBLIC AND COMMUNITY BENEFITS

Economic Benefits

The Corridor land site is currently assessed at \$1,448,200 and generated approximately \$24,316 in real estate taxes in 2013. As a fully-developed project, The Corridor could potentially have a value of approximately \$194,446,500, as shown in the table below. The Corridor is projected to be fully developed in 2022 with fifty percent (50%) completion achieved in 2019. Unit values are based on current commercial real estate industry benchmarks in the greater Milwaukee area and have not been reviewed by the City of Brookfield assessor.

<u>Description</u>	<u>Building Square Feet</u>	<u>\$/Square Foot</u>	<u>Total Value</u>
Retail*	135,900 SF	\$235/SF	\$31,936,500
Corporate/Office/Technology	552,000 SF	\$185/SF	\$102,120,000
Mixed-Use Site**	183,000 SF	\$330/SF	\$60,390,000
Total	870,900 SF		\$194,446,500

*The outlot retail development values are projected at \$400/SF. The midbox retail development is projected at \$200/SF. The \$235/SF value is a blended rate.

**The non-residential development value of the mixed-use site is projected at \$330/SF (medical/wellness and hospitality). Multi-family or senior living residential development value is projected at \$150/SF.

At current City of Brookfield mill rates, this would generate an annual property tax of approximately \$3,305,600 versus the current \$18,894 annual property tax income. This is a significant benefit to the City of Brookfield and the Elmbrook School District.

Additional economic benefits include job creation and at full development, The Corridor is projected to support approximately 3,262 jobs. The retail and office components will bring new users who previously did not have a presence in Brookfield and draw customers and discretionary spending from the greater Milwaukee area. The following table provides a summary of the anticipated job creation. Unit values are based on current commercial real estate industry benchmarks in the greater Milwaukee area.

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<u>Description</u>	<u>Building Square Feet</u>	<u>Employees/ 1,000 Square Feet</u>	<u>Total Employees</u>
Retail	135,900 SF	1.0	136
Corporate/Office/Technology	552,000 SF	5.0	2,760
Mixed-Use Site	183,000 SF	2.0	366
Total	870,900 SF		3,262

The following table provides a summary of median hourly and yearly wages by occupation for the Milwaukee-Waukesha-West Allis metropolitan statistical area. The information was obtained from CareerOneStop, a website sponsored by the U.S. Department of Labor, Employment, and Training Administration. The occupations shown in the table are intended to be representative of potential occupations within The Corridor's developments.

<u>Description</u>	<u>Median Hourly Wage</u>	<u>Median Yearly Wage</u>
Retail		
Supervisors	\$18.50	\$38,500
Salespersons	\$10.14	\$21,100
Cashiers	\$9.01	\$18,700
Healthcare		
Family Practitioner	\$86.45	\$179,800
Physical Therapist	\$37.16	\$77,300
Registered Nurse	\$31.51	\$65,500
Nursing Assistant	\$12.46	\$25,900
Office		
Chief Executives	\$90.00	\$187,200
Sales Manager	\$51.21	\$106,500
Attorney	\$46.15	\$96,000
Paralegal	\$20.72	\$43,100
Accounting Clerk	\$17.41	\$36,200
Administrative Asst.	\$17.34	\$36,100

Source: CareerOneStop, a website sponsored by the U.S. Department of Labor, Employment, and Training Administration

Greenway Recreational Trail

The Corridor master plan includes construction of a 1,700 foot segment of the Greenway Recreational Trail by Irgens. The Greenway Trail will run along the southern edge of the development and will be extended to the east and west property lines of The Corridor. Proper transitions will be incorporated at the property lines for future connections that will be constructed by other property owners and the City of Brookfield. The Corridor’s extension of the Greenway Trail will allow residents and tenants to enjoy the natural features of Deer Creek and the surrounding wetlands as these lands shift from private to public ownership. It also provides a pedestrian linkage to Ruby Park to the east, Brookfield Lakes Corporate Center to the west and Brookfield’s overall Greenway Recreational Trail system. The projected cost for the design and construction of the Greenway Recreational pavement and landscaping is approximately \$125,000. This projected cost assumes the trail will stay north of the wetlands delineation line and not have to cross through or impact the Deer Creek Wetlands area at the western property line. The specific alignment of the trail at the western property line is to be determined.

Ruby House and Barn

The Corridor concept site plan includes preservation of the Ruby House and Barn on Calhoun Road. The Ruby House and Barn have historical significance to the Brookfield community and provide an important link to the past for the development. The exact use of the Ruby House and Barn is to be determined, but potential adaptive reuses could include a coffee shop, residential, civic center or other non-intensive use. Additionally, preservation of the Ruby House and Barn provides a buffer and transition from the residential neighborhoods across Calhoun Road to the commercial uses within The Corridor. Preservation of the Ruby House and Barn will require relocation of the Barn to the east and extensive repairs and upgrades to both the House and Barn. In addition, converting the House and or Barn to a commercial use will require additional funding. The City of Brookfield and Irgens will work together to prepare a budget and plan for preservation of these structures.

Infrastructure/Streetscape

The Corridor’s public infrastructure and streetscape minimizes the impacts of development and will provide an enjoyable pedestrian and vehicle experience along the public right of ways. The Corridor will utilize the Bluemound Road and Calhoun Road entry points and the Discovery Drive/Frontage Road and Discovery Drive/Golf Parkway intersections as focal points within the development. Boulevards with low, colorful and textural plantings are envisioned at these areas. The Corridor is envisioning

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a curved motif around the outside of the intersections as shown on the Site Plan. At the intersections, site features such as low masonry walls, sculptural elements and landscaping will be incorporated. The Discovery Drive and Golf Parkway public right-of-ways will feature street trees and shrubs of varying species. Stylized, decorative light poles will be featured along the streetscape. Each development zone will potentially use its own style of amenity as a unique identifier. The Corridor will work closely with the City of Brookfield on the final design and implementation of infrastructure and streetscaping along the public right-of-ways to ensure an attractive and pragmatic public right-of-way system.

Conference Center

The Site Plan shows the mixed-use site, or central portion of Lot 4, with a hotel and potential conference center development. Deer Creek Development Partners, LLC understands that a conference center is potentially desired by the City of Brookfield, and will agree to allocate land and facilitate discussions with hotel operators for this potential future public amenity. The political and financial considerations of a potential conference center will be addressed separately from this General PDD Plan approval and subsequent Specific PDD Plan approvals within The Corridor. The potential conference center is not tied to or related to this General PDD Plan approval or any subsequent Specific PDD Plan approvals for The Corridor, and such approvals are not contingent on a potential conference center. The design, financing, ownership, legal aspects, operations, marketing, and maintenance of the potential conference center are significant considerations for the City of Brookfield, and will take significant time and discussion to fully understand. Deer Creek Development Partners, LLC is supportive of the conference center use and will allocate land, but requires the ability to move forward independently with individual projects as these conference center discussions and analyses take place.

Traffic

The Corridor emphasizes connectivity to the surrounding transportation network and ease of circulation within the development. Discovery Drive is the primary north/south promenade that will provide access to the development directly from Bluemound Road. A full signalized intersection aligned with the Brownstones Shopping Center entrance to the north is proposed and currently under review by Wisconsin Department of Transportation (WisDOT). Golf Parkway is the primary east/west promenade that will provide access to the development directly from Calhoun Road. A new signalized intersection at Golf Parkway and Calhoun Road is proposed and this infrastructure is already in place. Golf Parkway is ultimately planned to extend and connect to Patrick

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Boulevard at the eastern edge of Brookfield Lakes Corporate Center. The existing Bluemound Frontage Road will be maintained for access to retail sites and cross-easement connectivity. Discovery Drive, Golf Parkway and Bluemound Frontage Road will be dedicated to the City of Brookfield as public right-of-way. The proposed connections to Bluemound Road, Calhoun Road and Patrick Boulevard enhance the overall traffic patterns of this transportation node and minimize congestion on Bluemound Road.

Elmbrook School District

The Corridor is planned for retail development along Bluemound Road, corporate office development along Interstate 94, and mixed-use development in the central portion of the site that could take on a variety of uses (retail, office, R&D, medical wellness, hospitality, residential). Because The Corridor's anticipated uses will be almost exclusively commercial in nature, there will not be additional school-age children added to the Elmbrook School District's classrooms as compared to a largely multi-family development. Elmbrook School District will benefit from the tax revenue created by The Corridor without the added costs of additional school-age children. The Corridor has met with Elmbrook School District to review preliminary plans and impacts on Swanson Elementary School to the east. The Corridor development plan does not impact the existing Swanson School property. The Corridor will also work in earnest with Swanson School to address any safety concerns during construction and operation of the development.



APPENDIX