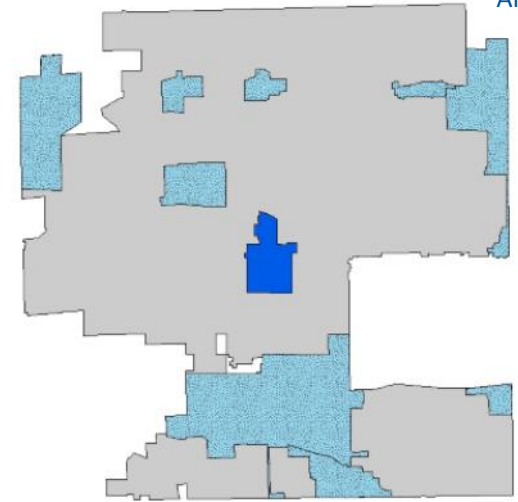


Civic Center

The City's 1959 Comprehensive Plan called for creation of the Civic Center as the heart and focal point of the emerging City of Brookfield. As the City grew, the construction of **City Hall**, the **Safety Building** (Police and Fire Department, Municipal Court), the **Public Library**, and the **Senior Community Center** gave definition to the area. The Civic Center is located at the geographic center of the City, near the intersection of North Avenue and Calhoun Road. The **United States Post Office**, **Brookfield Central High School**, and other schools and churches are clustered nearby. **The Civic Plaza**, adjacent to City Hall, is the site of lunch hour and evening concerts, movies, and other activities. A **Farmers' Market** is held on Saturday mornings during the summer season.



Ruby Isle Shopping Center offers **Pick'N Save**, **Walgreens**, and other convenient retail, along with **Panera Bread**, **Papa Murphy's Pizza**, and **Yo Mama! Frozen Yogurt**. Professional services and medical offices line North Avenue, one mile east of **Elmbrook Hospital**. The new **Calhoun Health Center** is currently under construction across the street from City Hall. **Froedtert & the Medical College of Wisconsin** will be the anchor tenants. The **Norhardt Crossing** apartments, developed by the Mandel Group, line the west end of the Civic Center area, convenient to Ruby Isle shopping and all of the civic buildings and activities.



Norhardt Crossing



Senior/Community Center



Brookfield Central High School



Civic Plaza

Civic Center

Demographics

| | 1 Mile | 3 Miles | 5 Miles |
|--------------------------|-----------|-----------|----------|
| Population | 5,720 | 38,973 | 95,671 |
| Households | 2,012 | 14,368 | 37,273 |
| % Owner Occupied Homes | 86% | 84% | 76% |
| Median Household Income | \$87,050 | \$81,953 | \$65,772 |
| Average Household Income | \$126,768 | \$111,303 | \$82,039 |

**From Intersection of Calhoun and North Source: Xceligent (2015)*

Local Rental Rates (Per Year NNN)

| | Rate |
|------------|---------|
| Retail Use | \$18 |
| Office Use | \$18.95 |

Source: Xceligent (2015)

Daily Traffic Counts

| Intersection | Average |
|------------------------------|---------|
| Calhoun Road at North Avenue | 17,300 |
| North Avenue at Calhoun Road | 13,400 |

Source: Wisconsin DOT (2015)



Calhoun Health Center



Panera Bread



Westbury Bank



NorCal Professional Building

Civic Buildings and Services

- Brookfield Central High School
- Public Library
- City Hall
- Civic Plaza
- Farmers' Market
- Fire Department
- Municipal Court
- Police Department
- Senior/Community Center
- United States Post Office

Civic Center Businesses

- Anytime Fitness
- Aspen Physical Therapy
- BMO Harris Bank
- Brookfield Cycle and Fitness
- Brookfield Dental Care
- Carriage Cleaners
- Chase Bank
- Edward Jones
- Elite Repeat
- Eye Care Vision Center
- Frederick's Hallmark Cards
- The Hearing Professionals
- Karate America
- Kumon Math and Reading Center
- Ming's Chinese Restaurant
- Panera Bread
- Papa Murphy's
- Performance Running
- Pick N' Save
- Pop'n Spot
- Rosati's Pizza
- Sport Clips
- Subway
- Sullivan Jewelers
- US Cleaners
- Walgreens
- Westbury Bank
- Yo Mama! Frozen Yogurt