

2005 DEVELOPMENT REPORT

ECONOMIC DEVELOPMENT COMMITTEE

City of Brookfield, Wisconsin

January, 2006

Prepared by:

**Department of Community Development
City of Brookfield**

DRAFT

CITY OF BROOKFIELD

2005

DEVELOPMENT REPORT

Prepared for:

City of Brookfield
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INTRODUCTION

In June of 1990, the City of Brookfield Economic Development Committee (EDC) initiated the preparation of an annual development report. The Annual Development Report is a valuable tool for use by the EDC, the City of Brookfield Common Council, and the public. It provides an accurate and detailed listing of development activity in the City.

The purpose of this report is to catalog non-residential and multi-family residential development on an annual basis. Information for this report was collected for the period 1996 through 2005. It provides ten years of development history and data, which can be utilized to evaluate growth levels and trends. This report also contains an estimate of jobs added to the City's employment base resulting from new developments.

The 2005 Development Report inventories all developments *built* in the City between 1996 and 2005. Non-residential developments are considered "built" when the Department of Inspection Services issues a building permit. Residential developments are considered "built" when either a building permit is issued (multi-family developments) or a final plat is recorded (subdivisions). Previous reports listed all *approved* developments in the City during a specific study period, regardless if the plans came to fruition or not. This report will only list those projects that are actually built (building permit issued).

The report is divided into two main sections: Non-Residential Development and Multi-Family Residential Development, with an estimate of jobs created and a discussion of development trends in the Conclusion. The report details the following:

- **Retail Development**
- **Office Development**
- **Institutional Development**
(churches, schools, day care centers, nursing homes, and any public or government buildings)
- **Industrial Development**
- **Parking Development**
(only additions to existing lots)
- **Multi-Family Development**
(apartments and condominiums)

NON-RESIDENTIAL DEVELOPMENT 1996-2005

Non-residential development includes four types of projects: Retail, Office, Institutional, and Industrial.

For the ten years that data was collected on non-residential development:	
Total number of projects:	164
Average number per year:	16.4
Total square feet:	4,163,903
Avg. square feet per year:	416,390
Avg. square feet per project:	25,390

For the 2005 survey period:	
Total number of projects:	20
Total square feet:	367,866
Avg. square feet per project:	18,393

The economic expansion of the 1990's contributed to the City of Brookfield's strong growth in non-residential development over the past decade. However, after experiencing steadily increasing growth between 1996 and 1999, the rate of growth for non-residential development in the City has slowed considerably, from a high of 720,880 square feet in 1999 to an average of approximately 239,800 for the past three years. Therefore, while growth and investment in Brookfield continues, the total square footage of new development activity has been on a downward trend over the past six years. On a positive note, in 2005 there was a slight increase from the previous two years. The declining rate of growth may be attributed to economic conditions, lack of available sites, growth management or moratoriums, and competition from other communities.

Figure 1: Annual Total Square Footage of Non-Residential Developments Built 1996-2005



The strongest sector of development between 1996 and 2005 was retail, which accounted for 30.9% of the total square footage developed, followed by industrial (24.0%), office (23.6%), and institutional (21.5%). Due to the recent strength of the retail sector (cumulative number of projects and total square footage of development), it has been the best performing development sector in Brookfield over the past ten years. Meanwhile, the strongest sectors in total square footage of development activity in 2005 were retail (80.4%), followed by industrial (12.8%), office (4.7%) and institutional (2.1%).

Figure 2A: Number of Non-Residential Developments Built, 1996-2005

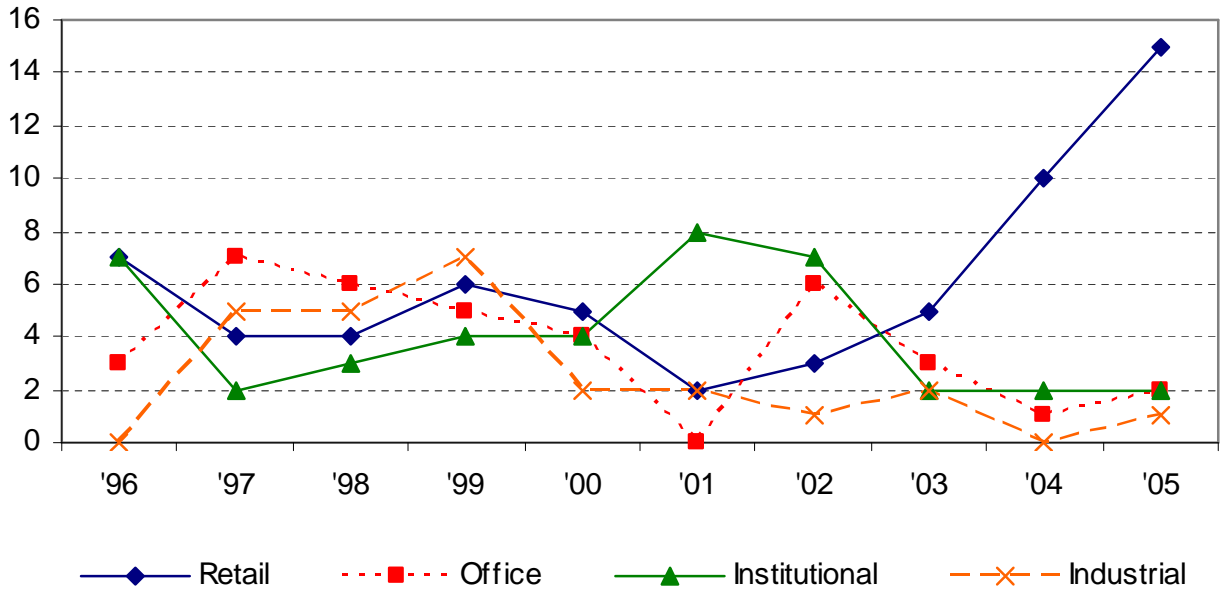
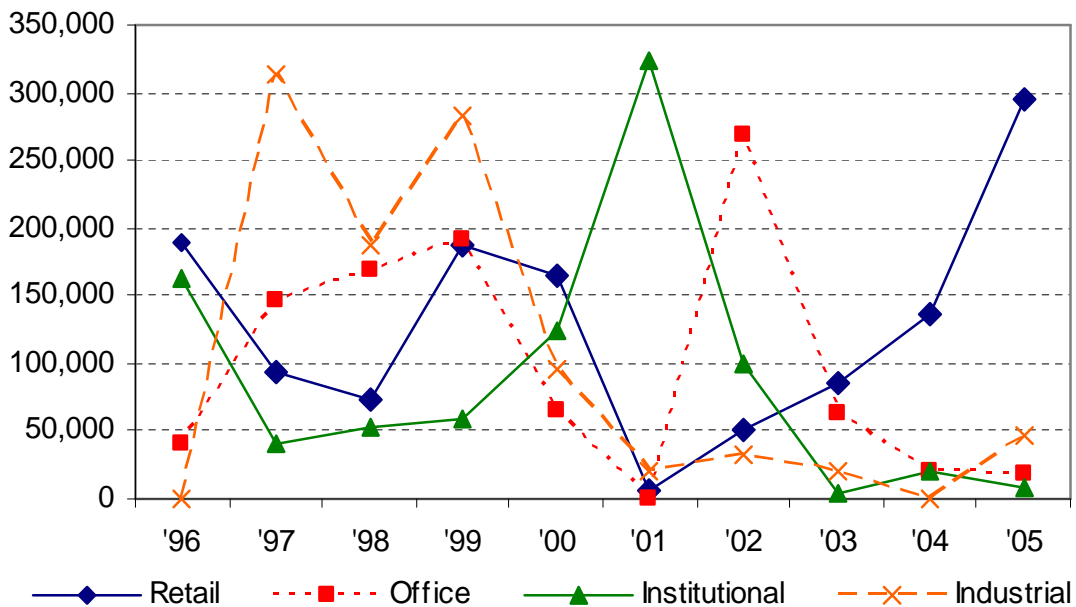


Figure 2B: Square Footage of Non-Residential Developments Built, 1996-2005



RETAIL DEVELOPMENT 1996-2005

The retail development sector accounted for 30.9% of non-residential development in Brookfield from 1996-2005, the most active development sector over the past ten years.

For the ten years that data was collected on retail development:

Total number of projects:	61
Average number per year:	6.1
Total square feet:	1,287,352
Avg. square feet per year:	128,735
Avg. square feet per project:	21,104

For the 2005 survey period:

Total number of projects:	15
Total square feet:	295,651
Avg. square feet per project:	19,710

Examples of major retail developments in Brookfield during the study period include Champps Restaurant, Country Inn & Suites, REI, Inc., Marriott Towne Place Suites, Boston Store Furniture Gallery, Ruby Isle Shopping Center, Sendik's Grocery at Towne Centre, the Shoppes at Brookfield Commons, and Century Centre.

The strong retail development sector in the mid- to late-1990's was a reflection of a national economic expansion. In 1997 and 1998, retail activity slowed as the area absorbed the development from the previous two years. Retail development expanded again in 1999 and 2000 as a result of the continued economic growth throughout the nation. In 2001, the level of retail expansion dropped significantly, reflecting the lowest number of total projects and new square footage since 1996. However, retail development in the past several years has rebounded from the 2001 recession, and has been the strongest performing sector the past four years. Recent developments leading this expansion include the highly-successful Towne Centre, Fountain Square, the new Century Centre development along Greenfield Avenue, and smaller scale retail projects including restaurants.

Figure 3: Number of Retail Developments Built, 1996-2005

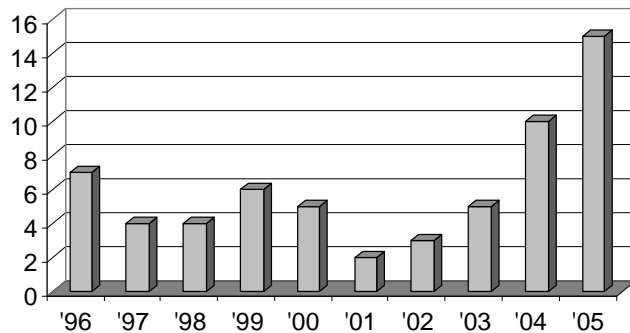


Figure 4: Square Footage of Retail Developments Built, 1996-2005

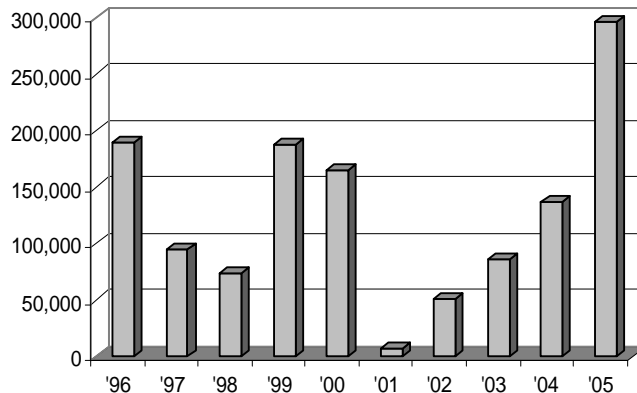


TABLE 1: RETAIL DEVELOPMENT 1996-2005

PERMIT DATE	PROJECT NAME	PROJECT ADDRESS	LOT SIZE (ACRES)	BLDG SIZE (SQ FT)	BLDG TYPE	UNITS	FLOORS	F.A.R.	L.S.R.	PRINCIPAL USE	DEVELOPER	PROJECT ENGINEER
11/2005	Breunig Market	15565 W. Bluemound Rd.	1.17	8,811	New	1	1	17.00	N/A	Retail	Breunig Market	Eppstein Uhen Architects
11/2005	Schlossmann's Auto Group	18900-19100 W. Capitol Dr.	6.80	43,044	New	1	1	14.00	N/A	Commercial	Schlossmann's Auto	Christopher Kidd & Associates
10/2005	Brookfield Junction - Phase I	2848 N. Brookfield Rd	1.60	10,506	New	1	2	N/A	N/A	Retail	Metropolitan Dev.	A.G. Architects
8/2005	Church & Chapel	1875 N. Calhoun Rd.	1.26	2,184	Add	1	1	20.00	N/A	Commercial	Church & Chapel	T.L. Finke & Associates
7/2005	Trieglaff Mobil	14035 W. Capitol Dr.	1.11	6,982	New	1	2	14.00	36.50	Retail	Trieglaff Mobil	TDI Associates, Inc.
7/2005	Fountain Square "Gold Creations"	16150 W. Bluemound Rd.	14.06	7,840	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
7/2005	Fountain Square "La-Z-Boy"	16130 W. Bluemound Rd.	14.06	43,030	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
7/2005	Klinke Cleaners	14335 W. Capitol Dr.	1.02	5,983	New	1	1	13.50	N/A	Commercial	Klinke Cleaners	TJK Design & Construction Co.
6/2005	Fountain Square "Maternity"	16070 W. Bluemound Rd.	14.06	4,237	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
6/2005	Fountain Square "Jareds"	16070 W. Bluemound Rd.	14.06	5,608	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
5/2005	Century Center - Phase II	15170 W. Greenfield Ave.	18.90	69,930	New	5	1	15.69	N/A	Commercial	Thomson Corp	Briohn Corporation
5/2005	Century Center - Phase I	15170 W. Greenfield Ave.	18.90	57,000	New	1	1	15.69	N/A	Retail	Thomson Corp	Briohn Corporation
5/2005	Bluemound Road Golf Range	16210 W. Wisconsin Ave.	41.50	4,248	New	2	1	N/A	N/A	Retail	Integrity Development	Anderson Ashton Inc
3/2005	Burghardt Sporting Goods	14660 W. Capitol Dr.	N/A	1,248	Add	1	1	N/A	N/A	Retail	Carl A & C Burghardt III	Anderson Ashton Inc
3/2005	Towne Center "NPQ"	W. Capitol Dr.	N/A	25,000	New	1	1	N/A	N/A	Restaurant	Thomson Corp	Briohn Corporation
12/2004	Fountain Square "Goodyear"	645 Bluemound Way	14.06	6,302	New	1	1	N/A	N/A	Auto Service	Continental Properties	Herschman Architects
11/2004	Fountain Square "Circuit City"	16130 W. Bluemound Rd.	14.06	33,064	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
11/2004	That Coffee Place	2205 N. Calhoun Rd.	N/A	175	Add	1	1	N/A	N/A	Retail	Ruby Realty, Inc.	N/A
10/2004	Fountain Square "World Market"	16010 W. Bluemound Rd.	14.06	18,350	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
10/2004	Fountain Square "Michaels"	16010 W. Bluemound Rd.	14.06	21,800	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
10/2004	Fountain Square "Bed, Bath"	16010 W. Bluemound Rd.	14.06	37,975	New	1	1	N/A	N/A	Retail	Continental Properties	Herschman Architects
*10/2004	Brookfield Square "BRAVO!"	95 N. Moorland Rd.	87.73		Remodel	1	1	30.91	N/A	Restaurant	CBL & Associates	Tri North Builders
10/2004	Landry's BP	2005 N. Calhoun Rd.	0.80	290	Add	1	1	7.41	N/A	Service/Car Wash	JML Acquisition LLC	MSI General Corporation
8/2004	Pick 'n Save	17295 W. Capitol Dr.	9.78	1,986	Add	1	1	16.90	N/A	Loading Dock	Netow Ltd Partnership	Central Contractors
7/2004	Open Pantry and Retail Center	3930/3960 N. Brookfield Rd.	1.780	12,370	New	2	1	15.60	26.10	Retail	Zabest Commercial	Zabest Commercial
*3/2004	Brookfield Square-Barnes & Noble	95 N. Moorland Rd	87.73		Remodel	1	2	30.91	N/A	Book Store	CBL & Associates	EMJ Corporation
3/2004	Schwalbach/From Hair On	13750 Greenfield Ave.	2.31	5,000	Add	1	1	17.40	40.00	Retail	Ceil Swalbach	Mohns Inc
12/2003	Shoppes at Brookfield Commons	15445 W. Bluemound Rd	3.86	43,300	New	2	1	25.70	25.10	Retail/Restaurant	Integrity Devt Partners	Epstein Uhen Architects
11/2003	Towne Centre "S"	18985 W. Capitol Dr	34.73	9,784	New	1	1	28.00	40.96	Retail	Thomson Corp	Briohn Building Corp
9/2003	Walgreens	15740 W. Capitol Dr	N/A	13,650	New	1	1	28.38	N/A	Retail	Century Investing Prop	Anderson Ashton Inc
5/2003	First Security Credit Union	13600 W. Greenfield Ave	2.29	5,000	New	1	1	5.00	63.50	Credit Union	First Security C U	LaMacchia Group
1/2003	Culver's Restaurant Building	3705 N. 124th Street	2.09	14,506	New	1	1	16.10	28.70	Restaurant/Retail	Shecterle Comm Prop	Christopher Kidd & Associates
12/2002	Towne Centre "E"	18985 W. Capitol Dr	34.73	33,550	New	1	2	10.91	54.58	Retail/Office	Thomson Corp	Briohn Building Corp
11/2002	Sendik's	18985 W. Capitol Dr	34.73	2,683	Add	1	1	10.91	54.58	Retail	Thomson Corp	Briohn Building Corp
3/2002	Lincoln Bank-Towne Centre "A"	19105 W. Capitol Dr	34.73	14,850	New	1	2	10.91	54.58	Bank	Thomson Corp	Briohn Building Corp
12/2001	Equitable Bank-Towne Centre "D"	18815 W. Capitol Dr	0.74	5,745	New	1	1	13.20	32.71	Bank	Thomson Corp	The Bentley Company—Contr.
4/2001	Sticks & Stones	2300 Pilgrim Square Dr	1.57	1,083	Add	1	2	N/A	N/A	Restaurant	DeRosa Corp	Clyscape Architecture
9/2000	Towne Centre "F"	3815 N. Brookfield Rd	34.73	33,540	New	1	2	10.91	54.58	Retail/Office	Thomson Corp	Cerretta Group
9/2000	Towne Centre "J"	19035 W. Capitol Dr	34.73	52,000	New	1	2	10.91	54.58	Retail/Office	Thomson Corp	Cerretta Group
6/2000	Towne Centre "G"	18895 W. Capitol Dr	34.73	11,149	New	1	1	10.91	54.58	Retail	Thomson Corp	Cerretta Group
6/2000	Sendik's Grocery "H"	18985 W. Capitol Dr	34.73	58,380	New	1	1	10.91	54.58	Retail	Thomson Corp	Cerretta Group
6/2000	Towne Centre "H1"	19045 W. Capitol Dr	34.73	10,000	New	1	2	10.91	54.58	Retail	Thomson Corp	Cerretta Group
11/1999	Azana Salon & Spa	200 N. Moorland Rd	0.89	8,200	New	1	2	20.30	41.19	Spa	T-3 Group Ltd	T-3 Group Ltd
9/1999	Netow Enterprises, Ltd.	17280 W. North Ave	3.30	43,131	New	1	2	29.96	34.70	Retail/Office	Netow Enterprises Ltd	Zimmerman Design Group
8/1999	Mraz Import Automotive	3240 Gateway Rd	2.00	19,647	New	1	1	22.30	61.90	Retail	Mraz Import Auto	Welman Architects
6/1999	Champps Restaurant	1250 S. Moorland Rd	N/A	11,250	New	1	1	N/A	N/A	Restaurant	Bluemound Rest Group	McCloud Construction
1/1999	Outback Steakhouse	1260 S. Moorland Rd	N/A	6,883	New	1	1	N/A	N/A	Restaurant	CSM Lodging LLC	McCloud Construction
1/1999	Country Inn & Suites	1250 S. Moorland Rd	11.00	97,890	New	1	2	24.00	42.00	Hotel	CSM Lodging LLC	McCloud Construction
9/1998	Walgreens	15650 W. Greenfield Ave	2.40	13,905	New	1	1	13.00	62.00	Retail	Mark Redmond	Albion Group
8/1998	Venice Club	1905 N. Calhoun Rd	2.62	1,332	Add	1	1	12.00	N/A	Retail	Welman Architects	Welman Architects
2/1998	REI, Inc.	13100 W. Capitol Dr	4.47	22,305	New	1	1	13.00	45.00	Retail	Mithune Partners	Mithune Partners
1/1998	Capitol Retail	14635 W. Capitol Dr	4.34	36,302	New	1	1	18.50	38.70	Retail	Big Bend Dvlpmnt	Jay Hendrichs
11/1997	Patio Casual Furniture	14700 W. Capitol Dr	1.40	9,900	New	1	1	16.00	36.00	Retail	MSI General	MSI General
9/1997	M&I Northern Bank	3470 Gateway Rd	2.74	10,167	New	1	1	0.09	0.55	Bank	M&I Bank	Architects III
8/1997	Marriott Towneplace Suites	600 N. Calhoun Rd	4.15	61,582	New	3	3	34.00	N/A	Hotel	Marriott	TownePlace Suites
7/1997	Ceil Schwalbach	13780 W. Greenfield Ave	1.70	12,500	New	1	1	17.00	38.00	Retail	Briohn Building	Briohn Building Corp
12/1996	SuperSaver Complex	17295 W. Capitol Dr	10.13	14,800	Add	1	1	15.90	32.30	Food Store	Verne Netow	P.F. Schmitter
12/1996	Ruby Isle Shopping Center	2205 N. Calhoun Rd	20.08	86,917	Add	1	2	18.94	31.00	Retail	Jacob Ruby	Hammel, Green, Abrahamson
10/1996	Gilbert's Hardware	17045 W. Capitol Dr	1.07	7,132	Add	1	1	63.00	37.00	Hardware Store	Kevin Walgren	Gohr, Schwenn
9/1996	Mobil Mart	14035 W. Capitol Dr	N/A	342	Add	1	1	N/A	N/A	Addition	Dennis Trieglaff	Illini Consulting
9/1996	Shoppers World	3855 N. 124th St	20.76	9,504	Add	1	1	20.77	N/A	Retail	Andrew Orenstein	Uihlein Architects Inc
6/1996	Oscod Drug	13980 W. Greenfield Ave	3.25	16,480	New	1	1	12.00	43.00	Drug Store	Chris Kidd	Epstein and Uhen
2/1996	Boston Store	18615 W. Bluemound Rd	3.17	55,000	New	1	2	40.00	N/A	Retail Furniture	Steve Wagner	Amcon

F.A.R. = Floor Area Ratio
 L.S.R. = Landscape Surface Ratio
 N/A = Not Available

*The Brookfield Square remodeling projects have been included in Table 1 as retail developments in 2004. However, the developments are neither new developments nor additions. Thus, they are not included in the data tabulations included in the ten-year study period.

OFFICE DEVELOPMENT 1996-2005

Office development contributed to approximately 23.6% of non-residential development from 1996-2005.

For the ten years that data was collected on office development:

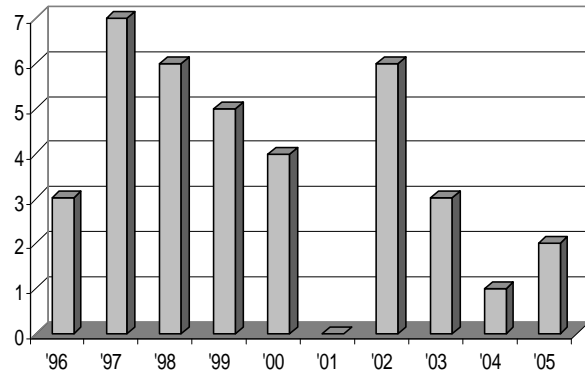
Total number of projects:	37
Average number per year:	3.7
Total square feet:	984,240
Avg. square feet per year:	98,424
Avg. square feet per project:	26,601

For the 2005 survey period:

Total number of projects:	2
Total square feet:	17,344
Avg. square feet per project:	8,672

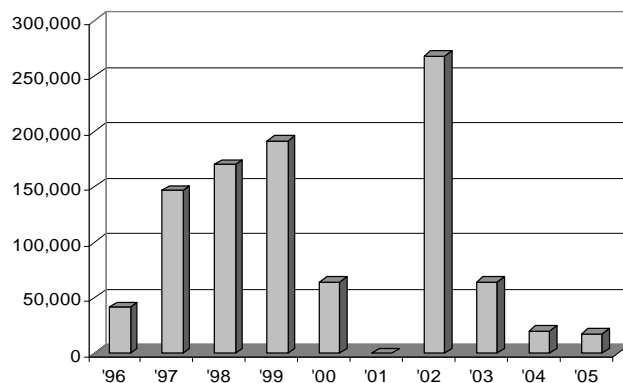
After a spike of new office developments during 1993 and 1994, the office market experienced a downturn in total new square footage developed in 1995 and 1996. Thereafter, Brookfield experienced a rise in total square footage of office construction that continued through 1999. In 2000, new office development continued to grow, but at a slower rate. Interestingly, while the total number of projects built between 1997 and 1999 decreased each year, the total square footage of those projects increased annually. While there were no new office development projects in 2001, office development rebounded in 2002 with the largest amount of total square footage over the ten-year period, almost

Figure 5: Number of Office Developments Built, 1996-2005



40% more square footage than the previous high in 1999. Activity has since slowed, averaging only two projects and 34,000 square feet for the past three years. Significant developments in the past three years included construction of new buildings in the Glenwood Executive Centre, the Pinnacle at Bishops Woods II and III, and a significant addition and remodeling of both the Brookfield Medical Arts Center and 245 Liberty Plaza.

Figure 6: Square Footage of Office Developments Built, 1996-2005



The pace of new development proposals within the office sector is expected to slow, until the marketplace absorbs the available rental space and equilibrium is achieved. Other major office developments built during the study period include Building 17 in Brookfield Lakes Corporate Center, Executive Center V, Pinnacle at Bishop's Woods, Glenwood Executive Center, and Vincent Park.

TABLE 2: OFFICE DEVELOPMENT 1996-2005

PERMIT DATE	PROJECT NAME	PROJECT ADDRESS	LOT SIZE (ACRES)	BLDG SIZE (SQ FT)	BLDG TYPE	UNITS	FLOORS	F.A.R.	L.S.R.	PRINCIPAL USE	DEVELOPER	PROJECT ENGINEER
1/1/2005	Fidelity - Fountain Square	15990 W. Bluemound Rd.	N/A	7,844	New	1	2	N/A	N/A	Office	Continental Properties, Inc.	Herschmann Architects
4/2005	245 Liberty Plaza	245 S. Executive Dr.	N/A	9,500	Add	1	1	34.80	37.00	Office	Liberty Property Trust	Steven Perry Smith Architects
2/2004	Glenwood Executive Centre 6	15460 W. Capitol Dr	7.22	20,288	New	1	2	14.70	51.00	Office	Glenwood Executive Centre	William Patch
8/2003	Brookfield Medical Arts Center	17000 W. North Ave	N/A	51,108	Add	1	3	N/A	N/A	Office	Jackson Netow Const	PDC Midwest Inc
7/2003	Cityscape Architecture & Devt	13730 W. Greenfield Ave	1.02	7,990	New	2	1	18.00	39.00	Office	Cityscape Architecture	Inland Construction
6/2003	Advanced Healthcare	13850 W. Capitol Dr	1.93	4,808	Add	1	1	30.00	40.30	Office	Physicians Development	Midwest Design & Devt
10/2002	Glenwood Executive Centre 5	15430 W. Capitol Drive	7.22	9,744	New	1	1	14.70	51.00	Office	Glenwood Executive Centre	William Patch
10/2002	Glenwood Executive Centre 4	15420 W. Capitol Drive	7.22	9,744	New	1	1	14.70	51.00	Office	Glenwood Executive Centre	William Patch
9/2002	Pinnacle at Bishops Woods II	13935 Bishops Drive	18.18	132,882	New	1	3	28.77	42.30	Office	Peter Schwabe, Inc	Big Bend Development
9/2002	Pinnacle at Bishops Woods III	13935 Bishops Drive	18.18	102,548	New	1	2	28.77	42.30	Office	Peter Schwabe, Inc	Big Bend Development
7/2002	Cities & Villages Insurance	1250 N. Sunnyslope Rd	0.76	1,872	Add	1	1	20.00	40.00	Office	Cities & Villages Insurance	The Redmond Company
1/2002	Barrock Office Building	13500 W. Capitol Dr	N/A	11,269	New	1	2	N/A	N/A	Office	Mitchell Barrock	Stone Creek Development
6/2000	V. Richards	21755 Gateway Road	2.47	15,007	New	1	1	13.98	59.00	Office/Catering	V. Richards	Plunkett Raysich Architects
4/2000	Miro Properties	13175 W. Bluemound Rd	0.82	7,644	New	1	1	21.44	34.07	Office/Retail	Midwest Design Group	Midwest Design Group
3/2000	James Office Building	3375 Intertech Dr	2.49	18,200	New	1	1	16.79	40.00	Office/Warehouse	Springdale Investments	Zimmerman Design Group
1/2000	Intertech Partners	3400 Intertech Dr	2.21	23,548	New	1	1	24.41	41.46	Office	Intertech Properties LLC	Eppstein-Uhen
12/1999	Pinnacle at Bishops Woods I	13890 Bishops Dr	8.70	73,923	New	1	4	30.00	70.00	Office	Big Bend Development	Smith-Oda Architects Inc
8/1999	Brookfield Lakes Bldg. 17	18500 Corporate Dr	3.60	32,700	New	1	3	37.76	27.10	Office	Hammes Company	Hammes Company
6/1999	Executive Center V	300 N. Executive Dr	4.57	59,742	New	1	3	N/A	N/A	Office	Nova II LLP	Inland Construction
5/1999	Goodman-Reichwald-Dodge	3125 Gateway Rd	2.50	12,681	New	1	1	12.00	60.00	Office	Goodman Properties LLC	Gerald Nell, Inc
5/1999	RKM Investments LLC	3360 Gateway Rd	2.00	12,772	New	1	1	14.50	57.00	Office	RKM Investments LLC	Smith-Oda Architects Inc
6/1998	Waukesha Medical Center	2085 N. Calhoun Rd	3.39	30,200	New	1	2	20.00	39.80	Office	Matthew Wade	Kevin J. Connolly Architects
4/1998	Controls for Motion Automation	14170 W. Greenfield Ave	N/A	1,200	Add	1	1	N/A	N/A	Office	Harry Aghijan	N/A
4/1998	Fiserv, Inc.	255 Fiserv Dr	16.00	66,936	Add	1	2	25.60	N/A	Office	Fiserv Inc	Kahler Slater
4/1998	Vogel Consulting/Pro Staff	3415 Gateway Rd	2.30	24,000	New	1	1	24.00	40.00	Office	Lynn Henck	Eppstein Uhen Architects
4/1998	Forester, Inc.	3190 Gateway Rd	2.00	16,950	New	1	2	19.50	45.00	Office/Industrial	James Forester	City Scape
1/1998	Glenwood Executive Centre	15400 W. Capitol Dr	21.98	12,000	Add	1	1	5.04	N/A	Office	Arthur & William Patch	Land Tech Engineering
11/1997	Skyline Displays & Graphics	3314 Gateway Rd	2.52	15,688	New	1	1	0.14	70.60	Office	Skyline Display	Zimmerman Design Group
*9/1997	Vincent Park	19275 W. Capitol Dr	10.53	130,500	New	5	3	28.50	61.70	Office	V.K. Development	Michael J. Losik & Associates
8/1997	Aegis Corporation	18550 W. Capitol Dr	1.68	4,875	Add	1	2	7.90	64.90	Office	Aegis Partners	Architect Designs Inc
8/1997	National Funeral Directors	13625 Bishops Dr	7.50	33,700	New	1	2	10.30	78.20	Office	National Funeral Dir Assoc	Plunkett Raysich Architects
7/1997	Grandview Corporate Center	16650 W. Wisconsin Ave	N/A	24,544	New	1	1	21.40	42.00	Office	T-3 Group	T-3 Group
5/1997	Dix Office Building	17585 W. North Ave	1.40	15,456	New	1	2	25.40	50.10	Office	Dix Enterprise LLC	R.A. Smith Associates
1/1997	Ideal Financial	17035 W. Wisconsin Ave	3.60	20,240	New	1	1	12.90	43.40	Office	T-3 Group	N/A
12/1996	Netow Office Building	17100 W. North Ave	1.10	13,300	New	1	3	26.80	31.00	Office	Verne Netow	P.F. Schmitter Architects
12/1996	Sawall Office Center	4100 N. Calhoun Rd	1.00	12,720	New	1	2	29.00	38.50	Office	Toldt Development	Sunarc Studios
6/1996	Glenwood Executive Center	N of Capitol; E of Pilgrim	7.48	15,692	New	2	2	7.89	33.60	Office	Bill Patch	Land Tech Engineering

L.S.R. = Landscape Surface Ratio

N/A = Not Available

*Only two buildings were constructed in 1997 (32,325 sq. ft.). One building was constructed in 1998 (18,600 sq. ft.). Another was constructed in 2000 (27,900 sq. ft.).

INSTITUTIONAL DEVELOPMENT 1996-2005

Institutional development includes places of worship, schools, nursing homes, day care centers, and government and public buildings. Institutional development constituted 21.5% of Brookfield’s non-residential construction from 1996-2005.

For the ten years that data was collected on institutional development:

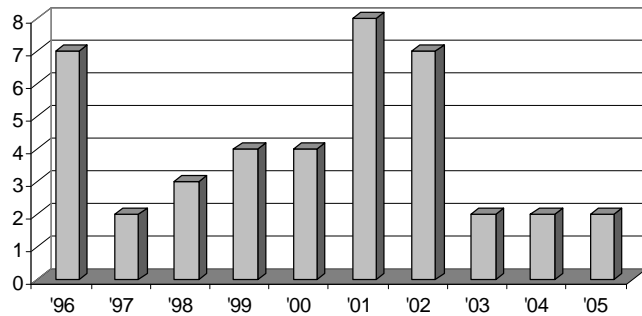
Total number of projects:	41
Average number per year:	4.1
Total square feet:	894,696
Avg. square feet per year:	89,470
Avg. square feet per project:	21,822

For the 2005 survey period:

Total number of projects:	2
Total square feet:	7,850
Avg. square feet per project:	3,925

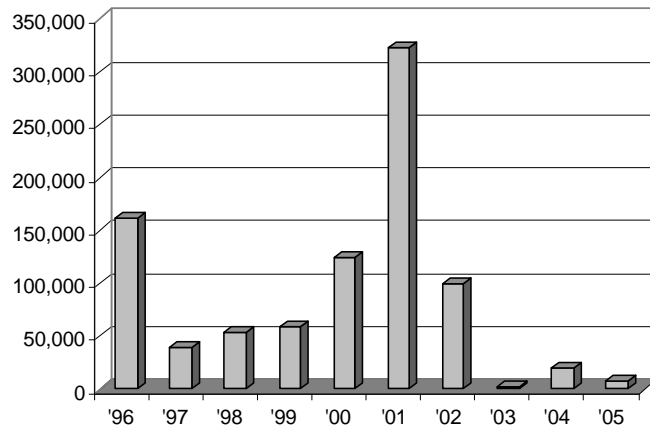
The amount of institutional development has varied over the past decade. Though economic factors are a consideration, the demographic makeup of the community, the effects of private donations, and the ability to fund public projects through taxation contribute to the amount of institutional square footage developed annually.

Figure 7: Number of Institutional Developments Built, 1996-2005



In 2001, the Brookfield institutional development sector grew dramatically. Over 320,000 square feet of enclosed building space was constructed during that year. Interestingly, while eight projects were built in 2001 and seven in 2002, the total amount of square footage built in 2002 was less than one-third of that built in 2001. This was due to the higher number of additions to existing buildings, rather than new developments, in 2002.

Figure 8: Square Footage of Institutional Developments Built, 1996-2005



Major projects in the ten-year study period include Dixon Elementary School, Brookfield Indoor Soccer facility, City of Brookfield Public Works Highway Garage, the expansion of Elmbrook Memorial Hospital, and the Sharon Lynne Wilson Center for the Arts. Only two projects were completed in 2006, consisting of additions to existing facilities.

TABLE 3: INSTITUTIONAL DEVELOPMENT 1996-2005

PERMIT DATE	PROJECT NAME	PROJECT ADDRESS	LOT SIZE (ACRES)	BLDG SIZE (SQ FT)	BLDG TYPE	UNITS	FLOORS	F.A.R.	L.S.R.	PRINCIPAL USE	DEVELOPER	PROJECT ENGINEER
10/2005	Trinity United Church of Christ	4435 N. Calhoun Rd.	N/A	753	Add	1	1	N/A	N/A	Church	Trinity United Church	Kubala Washatko Architects
5/2005	St. Luke Parish	18000 W. Greenfield Ave.	N/A	7,097	Add	1	1	N/A	N/A	Church	St. Luke Parish	Zimmerman Design Grp.
4/2004	Wisconsin Memorial Park	13235 W. Capitol Dr	N/A	19,038	Add	1	1	N/A	N/A	Mausoleum	Wisconsin Memorial Park	Jahr Construction Company
4/2004	Church of Jesus Christ/Latter Day	755 Woelfel Road	4.38	1,564	Add	1	1	8.50	N/A	Church	Church of Jesus Christ/Latter Day	Larson and Darby Group
10/2003	Congregational Home	3150 Lilly Road	N/A	2,880	Add	1	1	N/A	N/A	CBRF	Seizer-Ornst Co Inc	Plunkett Raysich Architects
5/2003	Brookfield Congregational Church	16350 Gebhardt Road	N/A	408	Add	1	1	N/A	N/A	Church	Brookfield Congreg Church	Voss Jorgensen Schueler
11/2002	Embrook Memorial Hospital	19333 W. North Ave	43.76	33,523	Add	1	N/A	32.19	44.55	Cancer Center	Embrook Memorial Hospital	C.G. Schmidt Inc.
8/2002	Brookfield East High School	3305 Lilly Rd	N/A	680	Add	1	1	N/A	N/A	School	Brookfield East High School	Voss Jorgensen Schueler
7/2002	Brookside Baptist Church	4470 Pilgrim Road	6.50	34,824	New	1	1	14.00	65.90	Church	Brookside Baptist Church	Productive Builders
6/2002	Swanson School	305 Calhoun Rd	25.27	9,076	Add	1	2	10.10	76.36	School	Embrook School District	Miron Construction Inc
6/2002	Hillside Elementary School	2250 Lynette Ln	8.55	3,900	Add	1	1	15.25	55.40	School	Embrook School District	Miron Construction Inc
6/2002	Cross of Life Lutheran Church	20700 W. North Ave	2.60	9,465	Add	1	1	22.00	41.50	Church	Cross of Life Luth Church	Voss Jorgensen Schueler
4/2002	Goddard School	3355 Interch Dr	2.20	8,350	New	1	1	9.06	73.50	Daycare/Preschl	Jeanel Investments LLC	Berghammer Construction
11/2001	Public Works Highway Garage	19600 Riverview Dr	23.01	72,360	New	1	1	28.70	42.00	Municipal Garage	City of Brookfield	Zimmerman Design Group
11/2001	SBC Ameritech	405 Fairway Dr	2.65	28,700	Add	1	2	38.00	39.00	Telecom. Storage	SBC Ameritech	Teng & Associates
10/2001	City of Brookfield Water Utility	3235 N. Brookfield Rd	1.00	2,263	New	1	1	22.10	70.60	Pumping Station	City of Brookfield	Reukert Mielke
8/2001	Brookfield Indoor Soccer	19485 W. Lisbon Rd	6.19	81,450	New	1	1	25.90	41.00	Soccer Complex	Franklynn Development	Briohn Design Group
6/2001	B/lfd. Academy Concession Stand	3235 N. Brookfield Rd	N/A	2,200	New	1	1	N/A	N/A	Concession Stand	Brookfield Academy	BHS Architects
5/2001	Pavilion-Mitchell Park	19605 W. Capitol Dr	N/A	4,923	New	1	1	N/A	N/A	Public Pavilion	City of Brookfield	Engberg Anderson
4/2001	Embrook Memorial Hospital	19333 W. North Ave	43.76	33,523	Add	1	2	32.19	44.55	Hospital	Embrook Memorial Hospital	Plunkett Raysich Architects
1/2001	Dixon Elementary School	15445 Fieldstone Dr	11.70	97,770	New	1	2	18.98	54.92	School	Embrook School District	Plunkett Raysich Architects
11/2000	Brookfield Elementary	2530 N. Brookfield Rd	11.45	96,000	New	1	2	19.44	64.26	School	Embrook School District	Plunkett Raysich Architects
8/2000	First Church of Christ Scientist	15605 Burling Place	N/A	287	Add	1	1	N/A	N/A	Church	Christ Scientist Church	Schaefer Architects
8/2000	Brookfield Academy	3460 N. Brookfield Rd	14.15	16,780	Add	1	2	18.50	70.60	School	Brookfield Academy	BHS Architects
4/2000	Milwaukee Christian School	14155 W. Burling Rd	19.00	11,877	Add	1	2	4.00	93.00	School	MSI General Corp	MSI General
9/1999	Christ the Lord Lutheran Church	1650 N. Brookfield Rd	2.00	14,385	Add	1	1	18.00	50.00	Church/School	Christ the Lord	Michael Seritch & Associates
8/1999	Westmoor Country Club	400 S. Moorland Rd	N/A	5,720	Add	1	1	N/A	N/A	Institutional	Westmoor Country Club	Professional Consultants
7/1999	Sharon Lynne Wilson Ctr for Arts	Mitchell Park	N/A	35,000	New	1	2	N/A	N/A	Institutional	S L Wilson Center for the Arts	Engberg Anderson
6/1999	Foxbrook Park Beach House	Foxbrook Park	177.00	4,500	New	1	1	N/A	N/A	Recreation	Waukesha County	Plunkett Raysich Architects
9/1998	Brookfield Lutheran Church	18500 W. Burling Rd	N/A	16,468	Add	1	1	9.30	28.70	Church	Brookfield Lutheran	HGA, Inc
7/1998	Immanuel Lutheran Church	13445 W. Hampton Rd	8.21	12,600	Add	1	1	N/A	N/A	Church	Immanuel Lutheran	Architects III
1/1998	Becker Ritter Funeral Home	14075 W. North Ave	3.37	24,000	Add	1	2	20.00	39.20	Institutional	Gerald Guarancio	Gerald Nell, Inc
8/1997	The Pond (Phase 1)	2810 N. Calhoun Rd	13.30	36,000	New	1	1	6.20	75.00	Ice Skating	Robert Perry	Zimmerman Design
5/1997	Mound Zion Cemetery	14510 W. North Ave	13.30	3,888	Add	1	1	1.00	96.60	Service Building	Mound Zion	National Survey & Eng
11/1996	PrimeCo	2100 N. Calhoun Rd	N/A	N/A	New	1	N/A	N/A	N/A	Telecom	Primeco	PrimeCo
11/1996	Calvary Lutheran Church	1750 N. Calhoun Rd	3.52	5,200	Add	1	1	14.50	36.00	Church	Ronald R. Pechauer	Kubala, Washatko
10/1996	Swanson School	305 N. Calhoun Rd	25.27	51,600	Add	1	1	0.10	0.23	School	Embrook School District	Zimmerman Design
10/1996	Wisconsin Hills School	18700 Wisconsin Ave	23.32	33,600	Add	1	1	0.16	N/A	School	Embrook School District	Zimmerman Design
8/1996	Covenant Health Care	17000 W. North Ave	1.15	671	Add	1	1	25.00	14.28	Health Care	Bruce Clement	Engberg Anderson
6/1996	Wee-Bee Kids	1350 E. Davidson Rd	8.65	9,589	New	1	1	3.00	N/A	Daycare	Bob McCloud	McCloud Construction
5/1996	Congregational Home	13900 W. Burling Rd	13.53	58,000	Add	1	2	25.70	65.81	CBRF	Dan Christianson	National Survey & Eng
3/1996	Brookfield City Hall	2000 N. Calhoun Rd	14.00	3,784	Add	1	1	6.30	79.40	Senior Center	City of Brookfield	N/A

F.A.R. = Floor Area Ratio
L.S.R. = Landscape Surface Ratio
N/A = Not Available

INDUSTRIAL & PARKING DEVELOPMENT 1996-2005

Industrial development contributed to approximately 24.0% of non-residential development in Brookfield during the past ten years.

For the ten years that data was collected on industrial development:

Total number of projects:	25
Average number per year:	2.5
Total square feet:	997,615
Avg. square feet per year:	99,762
Avg. square feet per project:	39,905

For the 2005 survey period:

Total number of projects:	1
Total square feet:	47,021
Avg. square feet per project:	47,021

Industrial development that occurred during the first half of the 10-year study period generally consisted of new construction, and was particularly robust from 1997-1999 with the initiation of the Gateway West Commerce Center development and other major projects. Recent projects include Triad Creative Group, Anderson Pump & Process, American Commercial Services, Wisconsin Lift Truck, Pillar Industries, Eastgate II, and Weather Tek Building Products.

Figure 9: Number of Industrial Developments Built, 1996-2005

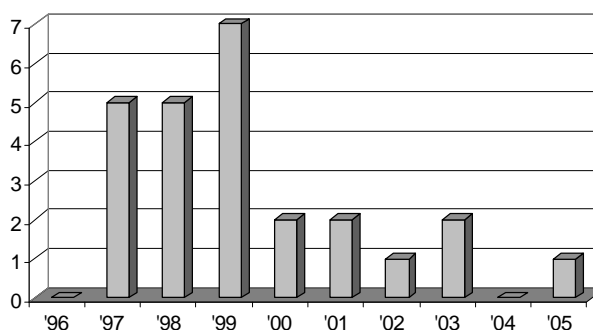
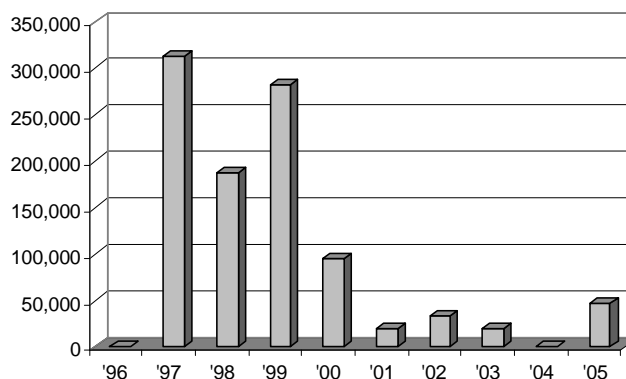


Figure 10: Square Footage of Industrial Developments Built, 1996-2005



Industrial Development in 2000 came close to matching the 10-year average of square footage built, but project square footage has tapered off since that year. New industrial development is expected to grow at a more moderate pace as the Gateway West Commerce Center is increasingly built out. While prevailing economic and market conditions for manufacturers have delayed or limited recent investments, an increase in development activity could be expected in the next several years.

There has been little parking lot construction related to economic development in Brookfield during the study period. As shown in Table 5, Capitol Plaza East was issued the only parking lot construction permit in the last two years.

TABLE 4: INDUSTRIAL DEVELOPMENT 1996-2005

PERMIT DATE	PROJECT NAME	PROJECT ADDRESS	LOT SIZE (ACRES)	BLDG SIZE (SQ FT)	BLDG TYPE	UNITS	FLOORS	F.A.R.	L.S.R.	PRINCIPAL USE	DEVELOPER	PROJECT ENGINEER
5/2005	Anderson Pump & Process	21365 Gateway Court	5.00	47,021	New	1	1	22.00	44.00	Industrial	Dabble Investments LLC	Briohn Design Group
6/2003	Trace-A-Matic	20965 Enterprise Ave	2.60	18,816	Add	1	1	N/A	N/A	Industrial	Trace-A-Matic	Campbell Corporation
5/2003	Wisconsin Web Offset	21045 Enterprise Ave	2.60	1,176	Add	1	1	N/A	N/A	Industrial	Wisconsin Web Offset	Biern Construction
8/2002	Triad Creative Group	3130 Intertech Dr	2.50	33,422	New	1	1	30.69	46.40	Warehouse/Office	G&N Investments	Gerald Nell, Inc.
12/2001	Hunzinger Construction Co.	21100 Enterprise Ave	2.37	3,653	Add	1	1	34.00	45.00	Warehouse	Hunzinger Construction Co.	Steven Perry Smith Architects
9/2001	Dryit Carpet Cleaning	3450 N. 127th St	1.50	15,862	New	2	1	28.00	37.00	Office	Greg DeWerrif	Gerald Nell, Inc.
8/2000	Eastgate Building II	12930 W. Lisbon Rd	17.00	69,058	New	1	1	9.57	40.00	Industrial	Eastgate LLC	Smith-Oda Architects Inc
5/2000	Weather Tek Building Products	21605 Gateway Ct	2.60	25,664	New	1	2	22.66	59.00	Warehouse/Office	MSI General	MSI General
11/1999	Investec, LLC	3185 Gateway Rd	2.56	21,700	New	2	1	19.46	47.66	Warehouse/Office	Investec LLC	Anderson Ashton Inc
11/1999	Peregrine, LLC/Phase I	12930 W. Lisbon Rd	17.00	51,519	New	3	1	17.00	40.00	Warehouse/Office	Eastgate LLC	Smith-Oda Architects Inc
6/1999	Lincoln Plumbing Company	3070 Gateway Rd	2.48	21,940	New	1	1	20.30	47.30	Warehouse/Office	DeBacco Development	T3 Design Group
6/1999	LPM Group, LLC	3280 Gateway Rd	3.08	25,969	New	1	1	19.00	58.00	Industrial	LPM Group LLC	Kwasek Architects Inc
5/1999	American Commercial Svcs, Inc.	21675 Gateway Rd	2.00	7,316	New	1	1	8.40	76.00	Warehouse/Office	Gateway Investments LLC	Gerald Nell Inc
4/1999	Wisconsin Lift Truck Corp.	3125 Intertech Dr	7.00	125,412	New	1	2	43.00	30.00	Warehouse/Office	Wisconsin Lift Truck	Zimmerman Design Group
1999	Guhning, Inc.	1445 Commerce Ave	N/A	28,600	Add	1	1	35.35	40.00	Manufacturing	Guhning Inc	Tork Wirth Pujara Ltd
10/1998	Neary, Inc.	3365 Gateway Rd	2.40	12,000	New	1	1	11.50	74.00	Industrial	Neary Inc	Weitlan Architects
10/1998	Pillar Industries	21905 Gateway Rd	9.24	98,000	New	1	2	24.00	49.00	Industrial	H. Michael Hein	Zimmerman Design Group
8/1998	ABC Box Company, Inc.	20625 Enterprise Ave	4.02	50,000	Add	1	1	34.00	85.00	Industrial	Harry and Tamara Frey	TDI Associates Inc
8/1998	Badger Controls	3315 Intertech Dr	2.05	11,984	New	1	1	13.40	63.50	Industrial	PSI Design	PSI Design
1/1998	Skyline Graphics	3325 Gateway Rd	2.52	15,688	New	1	1	14.00	71.00	Warehouse	Jansen	Jansen
9/1997	Fleck Controls	20580 Enterprise Ave	6.78	2,637	Add	1	1	37.80	26.00	Industrial	Fleck Controls	Sunarc Studio
9/1997	Engineering Specialists	21360 Gateway Ct	3.15	36,207	New	1	2	0.26	33.70	Industrial	Engineering Specialists	Zimmerman Design Group
9/1997	Sunset Investment Company	3265 Gateway Rd	11.90	183,264	New	2	1	35.30	26.30	Industrial	Sunset Investment Co	Gerald Nell
8/1997	Gateway West Commerce	3285 Intertech Dr	5.50	72,483	New	1	1	29.90	31.00	Industrial	Inland Management	Torke Wirth Pujara Ltd
8/1997	Components Company	3320 Intertech Dr	2.50	18,224	New	1	1	17.00	53.00	Industrial	Components Co	McCloud Construction

TABLE 5: PARKING DEVELOPMENT 1995-2005

PERMIT DATE	PROJECT NAME	PROJECT ADDRESS	BLDG SIZE (SQ FT)	PRKG SPACES	UNITS	FLOORS	F.A.R.	L.S.R.	PRINCIPAL USE	DEVELOPER	PROJECT ENGINEER
10/2004	Capitol Plaza East	13700 W. Capitol Dr	N/A	68 Addl	N/A	N/A	N/A	N/A	Parking	BRP Investment LLC	Pro Seal Asphalt
8/2003	Brookfield Academy	3460 N. Brookfield Rd	N/A	N/A	N/A	N/A	N/A	N/A	Parking	Brookfield Academy	N/A
6/2003	V.K. Development Corporation	19435 W. Capitol Dr	N/A	N/A	N/A	N/A	N/A	N/A	Parking	V.K. Development Corporation	N/A
12/2002	Brookfield Lutheran Church	18500 W. Burling Rd	N/A	N/A	N/A	N/A	N/A	N/A	Parking	Brookfield Lutheran Church	N/A
11/2002	Franke Kannenberg LLC	16825 W. Lisbon Rd	N/A	N/A	N/A	N/A	N/A	N/A	Parking	Franke Kannenberg LLC	Poblocki Paving
5/2002	R+J Associates	17525 W. North Ave	N/A	N/A	N/A	N/A	N/A	N/A	Parking	R & J Associates	R & J Associates
12/2001	Intl. Fnd. of Empl. Benefit Plans	18700 W. Bluemound Rd	N/A	N/A	N/A	N/A	N/A	N/A	Parking	Intl. Fnd. of Empl. Benefit Plans	National Survey & Eng
11/2001	Castle Inn	13170 W. Greenfield Ave	N/A	N/A	N/A	N/A	N/A	N/A	Parking	Audrey Lubahn	Merrit Asphalt—Contr.
7/2001	Shorewest Realtors	17450 W. North Ave	N/A	N/A	N/A	N/A	N/A	N/A	Parking	Shorewest	Gerald Nell, Inc.—Contr.
1998	Grasch Parking Lot	13950 W. North Ave	83,120	N/A	N/A	N/A	2.20	11.00	Parking	William Grasch	National Survey & Eng
1996	Fleck Controls	20580 Enterprise Ave	N/A	57 Addl	N/A	N/A	N/A	N/A	Parking	Fleck Controls	Beeler Construction
1996	Milwaukee Christian School	14155 W. Burling Rd	N/A	51 Addl	N/A	N/A	N/A	N/A	Parking	Milwaukee Christian School	Cullinane Design
1995	Mega Mart	12375 W. Capitol Dr	N/A	18 Addl	N/A	N/A	N/A	N/A	Parking	Gary Kaufman	Phillips Milewski and Assoc

F.A.R. = Floor Area Ratio
 L.S.R. = Landscape Surface Ratio
 N/A = Not Available

RESIDENTIAL DEVELOPMENT 1996-2005

MULTI-FAMILY RESIDENTIAL DEVELOPMENT, 1996-2005

This section of the annual development report differs from years prior to 2000. Previous reports tracked both approved projects and developments built. The data tabulated was inaccurate because some approved projects were not constructed over the years. To guarantee accuracy, beginning in 2000, research and calculations for this section were updated using the inspection office's annual report of permits issued.

For the ten years that data was collected on multi-family residential development:

Total units built:	1,105
Average number per year:	111

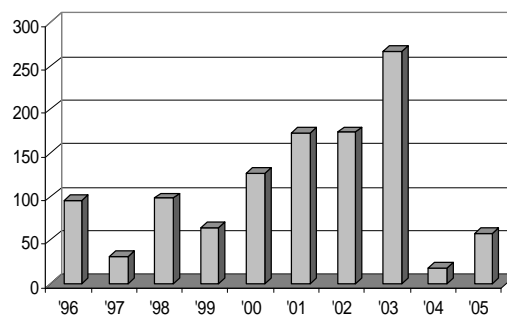
For the 2005 survey period, three projects were constructed, containing fifty-seven living units.

The City has experienced consistent growth in the number of multi-family residential developments through 2003; the majority of which has been condominium development.

In 2001 and 2002, Brookfield experienced above-average years in multi-family development, with 173 and 174 units developed, respectively. The majority of these developments can be attributed to the Norhardt Crossing condominiums and apartments, and the new apartment developments at the Club at Brookfield Hills.

The total number of units built in 2003 was approximately 53% higher than in 2002, the previous high total. In 2003, the 112-unit Brookfield Hills Lofts apartment building was initiated, as well as the 70-unit senior apartment and 20-unit condominium developments located at Capitol Heights. Other significant developments constructed in 2003 and 2004 include the [The Plaza at Towne Centre], Clearwater Lakes condominiums, and the final phase of Norhardt Crossing condominiums. Projects in 2005 include the new Brookfield Junction Apartments, and other smaller condominium developments.

Figure 11: Number of Multi-Family Units Built, 1996-2005



**Note that a multi-family project is considered built when permits are issued for construction of the actual building or living unit. Construction can continue on a given project for several years and additional units will be added to the report when permits are obtained.*

TABLE 6: MULTI-FAMILY DEVELOPMENT 1996-2005

YEAR BUILT	PROJECT NAME	PROJECT ADDRESS	LOT SIZE (ACRES)	BLDG SIZE (SQ FT)	UNITS	FLOORS	F.A.R.	L.S.R.	PRINCIPAL USE	DEVELOPER	PROJECT ENGINEER
12/2005	Plaza at Towne Centre Condo's	19045 Thomson Dr		N/A	24	N/A	N/A	N/A	Condos	Thomson Corp	Thomson Corp
10/2005	Brookfield Junction Apartments	2848 N. Brookfield Rd	1.60	N/A	16	N/A	N/A	N/A	N/A Apartments	Metropolitan Development	A.G. Architects
10/2005	Clearwater Lakes	765 Bay Ct	N/A	N/A	3	N/A	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
8/2005	Wexford Heights Condo's	17950 Ashlee Dr	N/A	N/A	3	N/A	N/A	N/A	Condos	J.B.J. Companies Inc.	J.B.J. Companies Inc.
6/2005	Clearwater Lakes	815 Lake Rd	N/A	N/A	4	N/A	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
4/2005	Clearwater Lakes	760 Bay Cr	N/A	N/A	4	N/A	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
2/2005	Clearwater Lakes	820 Lake Rd	N/A	N/A	3	N/A	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
11/2004	Clearwater Lakes	850-880 Lake Rd	N/A	N/A	4	2	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
9/2004	Norhardt Crossing Condo's	2241-2275 Norhardt Dr	N/A	N/A	12	2	N/A	N/A	Condos	Mandel Group	BSS Design
7/2004	Wooberry Village	17990-18000 Ashlee Dr	N/A	N/A	2	2	N/A	N/A	Condos	Wexford Heights Ltd Partnership	J.B.J. Companies
12/2003	Norhardt Crossing Condo's	2161-2215 Norhardt Dr	N/A	N/A	18	2	N/A	N/A	Condos	Mandel Group	BSS Design
11/2003	The Plaza at Towne Centre	Thomson Dr	N/A	N/A	24	2	N/A	N/A	Condos	Thomson Corp	Epstein Uhen Architects
12/2003	Clearwater Lakes	16600 A Lake Cr	N/A	N/A	2	2	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
10/2003	Clearwater Lakes	855-950 Lake Rd., 17090-17100 Lake Rd	N/A	N/A	14	2	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
6/2003	Brookfield Hills Lofts	1240 Club Cir	N/A	N/A	112	3	N/A	N/A	N/A Apartments	Wimmer Brothers	Epstein Uhen Architects
6/2003	Capitol Hill Senior Apartments	17390 W Capitol Dr	N/A	N/A	70	3	N/A	N/A	N/A Apartments	V.K. Development	Fouad Saab
6/2003	Capitol Heights Center	17390 W Capitol Dr	N/A	N/A	20	3	N/A	N/A	Condos	V.K. Development	Fouad Saab
6/2003	Redwood Homes	18920 W North Ave	N/A	N/A	1	1	N/A	N/A	Condos	Redwood Homes	N/A
4/2003	Clearwater Lakes	17150-17155 Lake Rd	N/A	N/A	6	2	N/A	N/A	Condos	Clearwater Lake Venture	JFK Builders
4/2002	Club at Brookfield Hills	1165 Club Cir	N/A	N/A	64	3	N/A	N/A	N/A Apartments	Wimmer Brothers	N/A
3/2002	Norhardt Crossing Condo's	1741-1815 Norhardt Dr	N/A	N/A	108	2	N/A	N/A	Condos	Mandel Group	BSS Design
1/2002	Stilbrock Hollow	18800 A-B W. North Ave	N/A	N/A	2	2	N/A	N/A	Condos	Redwood Homes	N/A
8/2001	Clearwater Lakes	17020 A-C Lake Rd, 16600 A-B Lake Cr	30.44	24,725	5	1,2	N/A	N/A	Condos	Clearwater Lake Venture	Epstein Uhen
5/2001	Heather Ridge	18430 A-D, 18450 A-C, Emerald Dr	N/A	12,440	8	2	N/A	N/A	Condos	Emerald Pointe LLC	Aldrian Guzkowski
5/2001	Chateau in the Wood	21010 A-B Black Walnut Ln	5.29	10,412	2	1	19.60	65.19	Condos	Chateau Development, Inc.	Tim Seidel
4/2001	Norhardt Clubhouse		21.10	3,600	1	1	N/A	N/A	Clubhouse	Mandel Group	BSS Design
4/2001	Norhardt Crossing Apartments	1870-1920, 1970, 1990, 2000, 2010 Norhardt Dr	21.10	256,814	133	2,3	N/A	N/A	N/A Apartments	Mandel Group	BSS Design
3/2001	Norhardt Crossing Condo's	1851-1955 Norhardt Dr	21.10	76,000	24	2	N/A	N/A	Condos	Mandel Group	BSS Design
2000	Teal Ridge	2865 AB Teal Ridge Ct	0.57	7,264	2	N/A	29.00	N/A	Condos	Redwood Homes	Doug Gallus
2000	Heather Ridge	18605 A-H, 18645 A-H, 18425 A-M, 18445 A-H Emerald Dr	N/A	55,700	36	N/A	N/A	N/A	Condos	Belinski Development	Aldrian Guzkowski Architects
2000	Emerald Ridge	19130 Hiview Dr	0.48	5,019	2	2	20.71	N/A	Res.2/Fam	Cade Homes	Dean M. Magner
2000	Clearwater Lakes #12, 19, 32	775 ABC Edgewater Dr, 16970 ABC Lake Rd, 16595 AB Lake Ct	30.44	21,647	8	1	1.63	N/A	Condos	Clearwater Lake Venture	Epstein Uhen
2000	Foxbrook Senior Community	18915 Thomson Dr	1.88	96,978	71	3	89.00	39.00	Apartments	V.K. Development	Losee & Associates
2000	Chateau in the Wood	20985 AB, 21070 AB, 21090 AB, 21050 AB Black Walnut Ln	5.29	43,658	8	1,2	19.60	65.19	Condos	Chateau Development, Inc.	Tim Seidel
1999	Pheasant Run	N/A	N/A	N/A	15	N/A	N/A	N/A	N/A	N/A	N/A
1999	Heather Ridge	N/A	N/A	N/A	40	N/A	N/A	N/A	N/A	N/A	N/A
1999	Clearwater Lakes	N/A	N/A	N/A	8	N/A	N/A	N/A	N/A	N/A	N/A
1999	The Groves	N/A	N/A	N/A	1	N/A	N/A	N/A	N/A	N/A	N/A
1998	Willowbrook	N/A	N/A	N/A	22	N/A	N/A	N/A	N/A	N/A	N/A
1998	Turtle Creek	SE Hampton Ave/Lilly Rd	4.15	N/A	4	N/A	N/A	N/A	N/A	Mierow Building Co	Land Tech Engineering
1998	Pheasant Run	N/A	N/A	N/A	20	N/A	N/A	N/A	N/A	N/A	N/A
1998	Heather Ridge	N/A	N/A	N/A	36	N/A	N/A	N/A	N/A	N/A	N/A
1998	Clearwater Lakes	N/A	N/A	N/A	4	N/A	N/A	N/A	N/A	N/A	N/A
1998	Regal Crest Apt.	13600 W. Burleigh Rd	N/A	N/A	12	N/A	N/A	N/A	N/A	Waiter and Ingrid Regal	N/A
1997	Clearwater Lakes	N/A	N/A	N/A	2	N/A	N/A	N/A	N/A	N/A	N/A
1997	Heather Ridge	N/A	N/A	N/A	8	N/A	N/A	N/A	N/A	N/A	N/A
1997	Pheasant Run	N/A	N/A	N/A	14	N/A	N/A	N/A	N/A	N/A	N/A
1997	Stonewood Court	N/A	N/A	N/A	1	N/A	N/A	N/A	N/A	N/A	N/A
1997	Turtle Creek II	SE Hampton Ave/Lilly Rd	4.15	N/A	6	N/A	N/A	N/A	N/A	Mierow Building Co	Land Tech Engineering
1996	Christensen Condos	N/A	N/A	N/A	2	N/A	N/A	N/A	N/A	N/A	N/A
1996	Clearwater Lakes	N/A	N/A	N/A	6	N/A	N/A	N/A	N/A	N/A	N/A
1996	Emerald Ridge	N/A	N/A	N/A	10	N/A	N/A	N/A	N/A	N/A	N/A
1996	Heather Ridge	N/A	N/A	N/A	18	N/A	N/A	N/A	N/A	N/A	N/A
1996	Pheasant Run	N/A	N/A	N/A	12	N/A	N/A	N/A	N/A	N/A	N/A
1996	Willowbrook	N/A	N/A	N/A	48	N/A	N/A	N/A	N/A	N/A	N/A

F.A.R. = Floor Area Ratio
L.S.R. = Landscape Surface Ratio
N/A = Not Available

CONCLUSION

ESTIMATE OF JOBS CREATED

Using job creation formulas supplied by the Southeastern Wisconsin Regional Planning Commission, the number of new jobs created by retail, industrial, and office development in the City of Brookfield has been estimated as follows:

For the years 1996-2005:			For the 2005 study period:		
	<u>Sq. Ft.</u>	<u>Jobs</u>		<u>Sq. Ft.</u>	<u>Jobs</u>
Retail	1,287,352	1,287	Retail	295,651	296
Office	984,240	3,937	Office	17,344	69
Industrial	997,615	998	Industrial	47,021	47
TOTAL	3,269,207	6,222	TOTAL	360,016	412

SUMMARIZING A DECADE OF DEVELOPMENT

In the past decade, the City of Brookfield has experienced unprecedented levels of growth which have transformed it from a bedroom suburb to the commercial center of Waukesha County. The City's growth has been a reflection of national economic trends. Retail developments began to slide downward in the early 1990s, following dramatic growth in the late 1980s and coupled with a recession in 1990 and 1991. Levels remained low until 1995 and 1996 when they rose again. The next two years experienced a saturation period as the market adjusted to recent growth as well as competition from increased development in existing and new commercial areas throughout the metro area. Retail development slowed in 2001 as the City absorbed the dramatic growth that occurred from 1995-2000. As the availability of developable parcels along major thoroughfares continues to decrease, developers will seek new areas for growth. In 1999, 60% of the new retail square footage occurred on Moorland Road, south of I-94, where large parcels were still available. Between 2000 and 2002, most of the new retail development occurred at the Towne Centre development, at the corner of Capitol Drive and Brookfield Road. The majority of retail development from 2003 to 2006 resulted from both redevelopment of existing properties and new construction related to the continued development of Sendik's, Towne Centre, and the Fountain Square development on the former Storm's Golf Driving Range. Overall, the retail sector has been the largest contributor to the economic development of Brookfield over the study period.

The office development sector has been the third largest contributor, both in number of projects and square footage constructed. After a downturn in 1992, office construction rebounded in 1993 and 1994, slid again in 1995, and again increased from 1997 through 1999 before falling in 2000 and experiencing no activity in 2001. However, the six office projects receiving building permits in 2002 contained over 250,000 square feet of new non-residential development, the fourth largest amount of gross square footage of any

development sector over the ten-year period. Since then, office developments have slowed as the marketplace absorbs the new products.

The dramatic growth of institutional development in 2001 allowed this development sector to keep pace with the other sectors. The construction of Brookfield Elementary School in 2000 and Dixon Elementary School in 2001, along with the continued investments in municipal, religious and recreational facilities have contributed to the stabilization of institutional development. However, a period of decreased activity over the past three years and rising interest rates may indicate a short-term reduction in the pace and number of institutional projects.

While the industrial development sector has experienced the lowest number of projects between 1996 and 2005, the sector has contributed the second largest amount of square footage constructed. Industrial development had been a minor player until 1997, when the Gateway West Commerce Center was developed. Prior to 1997, the City had not been very aggressive in recruiting industrial development. However, with the continued increase in “clean industries” and the need to diversify the tax base, the City has become more aggressive in encouraging and pursuing this avenue of development. Several new industrial projects commenced in 1997 and 1998, and in 1999, the City saw significant growth at Gateway. This development area is approaching its saturation point as land becomes scarcer for new industrial development, and more recent investments have been in the expansion of existing facilities. Additionally, recent market conditions have slowed the pace of industrial real estate investments.

Multi-family development in 2003 reached its highest point during the study period. New multifamily housing developments, such as Norhardt Crossing, the Club at Brookfield Hills, and the Plaza at Towne Centre will help make Brookfield a more attractive place to live, especially for young professionals and empty-nesters who would like to remain or move into the community. Based upon the number of projects recently approved and currently proposed, and recent inquiries and discussions with housing developers, market pressure to develop condominiums is expected to continue.

Activity in single-family residential development has continued to show significant declines. Aside from property annexations or one or two new residential neighborhood additions, single-family residential lots will mainly be created through single lot divisions. Therefore, this section has been removed from the report beginning in 2001.

THE FUTURE

In 2005, the City of Brookfield celebrated its 51st year of incorporation. As communities grow, they need to redefine their vision for the future in order to remain a healthy and viable place to live, work, and play. Brookfield is a community that prepares for its future. During 1998 and 1999, the City spent 18 months collaborating with residents, businesses, and planners to establish the goals that will guide its citizens and their community into the next

century. The 1999 adoption of the Brookfield 2020 Master Plan and the anticipated update of that Plan beginning in 2008 will assist the City in achieving its goals.

In addition, the creation of neighborhood plans in selected “targeted intervention areas,” as identified in the City’s 2020 Master Plan, will guide both public and private development and redevelopment efforts into the future. To date, neighborhood plans have been completed for 7 of the 10 areas. In particular, the completion of the Calhoun Road South Neighborhood Plan and the Brookfield Square/Executive Drive Area redevelopment strategy led to the adoption of the City’s first Tax Incremental District in approximately 25 years. The viability of the Brookfield Square Shopping Center/Executive Drive Office Park Area is expected to be strengthened and supported through private-sector developments and investments in public infrastructure. These efforts will encourage and induce public and private investment in the community, and shape the City through future development and redevelopment.

Due to the nature of commercial development and redevelopment into the future, other methodologies may be utilized in the preparation of the Annual Development Report, including an analysis of net new non-residential square footage, property valuation, and net fiscal impacts of new development.

There are many other issues that will confront the City as it matures, including the reduction of open land on which to build, traffic congestion, environmental regulations, maintaining the attractiveness of community schools, the aging of the population, and the needs and services they will require.

These areas of focus are not unique to our community, yet how they are dealt with will determine if Brookfield will remain the choice location for living and conducting business in the metropolitan area. The City is committed to the future growth and well being of our community. Through our efforts we will identify challenges and generate opportunities, and continue to position Brookfield as the municipality of choice for investors, businesses, and residents.