

# COMPARISON OF 2035 VISION WITH OTHER POSSIBLE FUTURES

## HOUSING



## SHOPPING



## ECONOMIC DEVELOPMENT



**A.** New housing is all single family at low densities in quality neighborhoods, recognizing that areas for additional single family housing are limited



**B.** New housing focused on owner-occupied choices in quality neighborhoods, including single family and condominiums at mixed densities, with some apartments



**C.** New housing is mainly multiple family, with a focus on owner-occupied (condominium) choices and quality neighborhoods



**D.** New housing built to dense urban form, focused on multi-story condominiums and rental apartments in vibrant urban neighborhoods



**A.** Shopping moves to neighboring communities as a result of their assertive efforts and Brookfield's inability to modernize its shopping districts



**B.** New shopping options encouraged in the same auto-oriented layouts of the past 30 or so years, and mainly located along Bluemound Road



**C.** New shopping options increase through redevelopment in "targeted investment areas," often mixed with housing and offices to create more "3rd Places"



**D.** New shopping opportunities both in "targeted investment areas," and sometimes through redevelopment of current housing areas



**A.** Decline in quality of economic activity associated with disinvestment on commercial, office, and industrial areas



**B.** Economic growth limited to modest investments and limited redevelopment in places already used for economic purposes



**C.** Economic growth focused on redeveloping aging non-residential areas and targeting new economic growth areas, with attention to density and "new economy" uses



**D.** Significant conversion of land that is currently in residential use for major expansion of commercial, office, and industrial uses



Legend:  Negative Fiscal Impact

 Neutral Fiscal Impact

 Positive Fiscal Impact