

EXHIBIT “F”

**Figure 11: A SUMMARY OF TARGETED INVESTMENT AREAS**

	Northwest Gateway Node	Village Area	Civic Center Node	124 <sup>th</sup> - Capitol Node	Bishop’s Woods	Brookfield - Capitol Node Calhoun - Capitol Node Lilly - Capitol Node 124th - Bluemound Node	Calhoun Road South	South Gateway
<b>Overall Character</b>	<ul style="list-style-type: none"> <li>Modern office and industrial park</li> </ul>	<ul style="list-style-type: none"> <li>Historic downtown</li> </ul>	<ul style="list-style-type: none"> <li>Suburban civic center</li> </ul>	<ul style="list-style-type: none"> <li>“Post war industrial” flavor</li> </ul>	<ul style="list-style-type: none"> <li>Suburban mixed-use job center</li> </ul>	<ul style="list-style-type: none"> <li>Suburban mixed-use</li> </ul>	<ul style="list-style-type: none"> <li>Regional commercial and job center</li> </ul>	<ul style="list-style-type: none"> <li>Visitor-oriented hospitality</li> </ul>
<b>Predominant Land Uses</b>	<ul style="list-style-type: none"> <li>Office</li> <li>Research &amp; development</li> <li>Light assembly</li> <li>Support services</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Dining</li> <li>Entertainment</li> <li>Residential</li> <li>Education</li> </ul>	<ul style="list-style-type: none"> <li>Civic</li> <li>Retail</li> <li>Residential</li> <li>Health Care</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing, incubators</li> <li>Big box retail</li> <li>“Home gallery” businesses</li> </ul>	<ul style="list-style-type: none"> <li>Office</li> <li>Research &amp; development</li> <li>Support services, neighborhood retail</li> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Neighborhood to community scale retail</li> <li>Residential</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Regional scale retail</li> <li>Office</li> <li>Dining</li> <li>Residential</li> </ul>	<ul style="list-style-type: none"> <li>Hotels</li> <li>Dining</li> <li>Ancillary retail and services</li> <li>Golf course</li> </ul>
<b>Design Direction</b>	<ul style="list-style-type: none"> <li>Low density, single story</li> <li>Unified design standards</li> </ul>	<ul style="list-style-type: none"> <li>Historic</li> <li>Multi-story</li> <li>Rural crossroad architecture</li> <li>Emphasis on wood siding</li> </ul>	<ul style="list-style-type: none"> <li>Low density</li> <li>Heavily landscaped</li> <li>Community gathering space</li> <li>Public art opportunity</li> </ul>	<ul style="list-style-type: none"> <li>Reorganized street networks creates form</li> <li>Build on art deco and other mid 20th century styles</li> </ul>	<ul style="list-style-type: none"> <li>Class A research &amp; office architecture</li> <li>Ecological building &amp; neighborhood form</li> <li>Multi-story buildings</li> <li>Outdoor amenities, greenspace, and tree preservation</li> </ul>	<ul style="list-style-type: none"> <li>Residential form architecture</li> <li>Pitched roofs and window repetition</li> </ul>	<ul style="list-style-type: none"> <li>High end franchise and Class A office architecture</li> <li>“New Suburban” form</li> <li>Multi-story buildings</li> <li>Structured parking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Gateway multi-story quality architecture</li> <li>Traditional brick materials</li> </ul>
<b>Connections</b>	<ul style="list-style-type: none"> <li>Pedestrian link to Mitchell Park</li> <li>Improved local roads (e.g. curb &amp; gutter)</li> </ul>	<ul style="list-style-type: none"> <li>Potential intercity and commuter rail</li> <li>Greenway Corridor trail system</li> <li>New neighborhood streets</li> <li>Mitchell Park connection</li> </ul>	<ul style="list-style-type: none"> <li>Transportation connections already established</li> <li>Transit connections to Bluemound Road</li> </ul>	<ul style="list-style-type: none"> <li>Improved road and path crossing connections with neighboring communities</li> <li>Improved local roads (e.g. curb &amp; gutter)</li> </ul>	<ul style="list-style-type: none"> <li>Improved road and path connections in node &amp; surrounding neighborhoods</li> <li>Pedestrian/bike access through Nature Preserve</li> </ul>	<ul style="list-style-type: none"> <li>Neighborhood road and path connections to surrounding neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>Potential interchange in Calhoun/Brookfield Road area</li> <li>Completion of Wisconsin Avenue</li> <li>New Executive Drive interstate ramp</li> <li>Paths along major streets</li> </ul>	<ul style="list-style-type: none"> <li>Improved pedestrian crossings</li> <li>Interconnected parking and driveways</li> <li>North/south path</li> </ul>
<b>Degree of Change</b>	<ul style="list-style-type: none"> <li>High degree of change north of Capitol Drive</li> <li>Low degree of change south of Capitol Drive</li> </ul>	<ul style="list-style-type: none"> <li>Moderate degree of change</li> <li>Limited development due to lack of available land</li> <li>High speed rail may bring more investment</li> </ul>	<ul style="list-style-type: none"> <li>Low degree of change</li> </ul>	<ul style="list-style-type: none"> <li>Moderate degree of change</li> <li>May depend on City’s level of investment</li> </ul>	<ul style="list-style-type: none"> <li>Moderate degree of change</li> <li>-Highest for mixed-use development</li> <li>-Incremental private redevelopment</li> </ul>	<ul style="list-style-type: none"> <li>Variable degree of change</li> <li>-Highest at 124th-Blumound</li> <li>-Lowest at Lilly-Capitol</li> </ul>	<ul style="list-style-type: none"> <li>High degree of change</li> <li>-Mall infill &amp; redevelopment</li> <li>-Ruby Farms development</li> <li>-Retail strip mall redevelopment</li> <li>-Repositioning Executive Drive Offices</li> </ul>	<ul style="list-style-type: none"> <li>Moderate degree of change</li> <li>-Highest potential in New Berlin</li> <li>-Environmental constraints</li> <li>-Soil limitations</li> </ul>

NOTE: The City has adopted neighborhood/node plans for all of these TIAs.