

## Study suggests more housing

Report lays out uses for southern gateway



By Alan Hamari  
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The area of Moorland Road south of Interstate 94 could support additional multi-family housing, retail space and office uses in the coming years, according to a market analysis provided to a city task force this week.

The report also says the hotels in the area - including the Residence Inn, the Midway, the Brookfield Suites and the Country Inn and Suites - should update and improve their facilities to remain competitive with other hotels in Brookfield and New Berlin.

Gruen, Gruen and Associates on March 23 presented the market study to a joint meeting of the city's Plan Commission and the South Gateway Task Force.

The city's planning staff will use the study to help craft a long-term land-use plan for the area, which encompasses land on both sides of Moorland south of I-94, including the Brookfield Hills Golf Course and the soon-to-be-vacated Fire Station No. 3.

Mayor Jeff Speaker said he would like to see the land-use plan feature denser uses along Moorland Road and Greenfield Avenue, with multi-family or other uses protecting the residential neighbors to the east and west.

The study area also includes the former site of Fountain Brook Crossing, a proposed four-story office and medical building that was to be built at the northeast corner of Moorland Road and Greenfield Avenue.

The developer plans to move forward with a new plan for a one- to two-story office/retail building there instead, Director of Community Development Dan Ertl said.

The new project will likely come before the Plan Commission in May.

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