



CITY OF BROOKFIELD VISION 2035

Located in the heart of southeastern Wisconsin, the City of Brookfield is a community of choice for families and businesses and a premier sustainable place to live, work, shop, and play.



These nine principles guide the City in achieving its vision:

HOUSING AND NEIGHBORHOODS: Brookfield is a housing location of choice and preserves the character, vitality, and safety of its neighborhoods.

JOB AND SHOPPING: Brookfield is a premier commercial and job center that supplies valuable products and services; embraces "new economy" solutions; cultivates family-supporting careers; and offers the ideal home base for experiencing the Milwaukee area.

NATURAL RESOURCES AND RECREATION: Brookfield enjoys vibrant parks, trails, and restorative natural landscapes; is a careful steward of water and other resources; and is a center for culture, recreation, hospitality, and entertainment.

EDUCATION: Brookfield is known for outstanding schools and lifetime learning to advance personal success, meet modern workforce demands, and support entrepreneurship.

SUSTAINABILITY: Brookfield is a sustainable community in all aspects—from the environment to the economy—and leads in responsible community growth and redevelopment.

SPECIAL PLACES: Brookfield celebrates its vibrant civic district; memorable gathering places such as the Wilson Center; and its unique heritage and places such as the Ruby Farms homestead.

TRANSPORTATION: Brookfield supports several transportation options for connections within and outside of the City.

COMMUNITY VALUE: Brookfield enjoys exceptional services at reasonable costs, a competitive cost of living, and an attractive business environment.

REGIONALISM: Brookfield embraces collaboration with neighboring and overlapping communities and education providers.

