

South 27th Street CHARETTE

Summer 2016

Transforming the Auto-dominated Corridor into a Series of Walkable Destinations



Client

South 27th Street Business Association

Client Representatives

Rocky Marcoux, Department City of Development

Vanessa Koster, Department City of Development

Nolan Zaroff, Department City of Development

Chuck Erickson, City of Greenfield

Julio Maldonado, South 27th Street Business Assoc

CDS Director

Carolyn Esswein

CDS Project Assistant

Anna Doran

CDS Staff

Bill Noelck

Jeremiah Huth

Community Design Solutions (CDS) was hired to facilitate a process of information gathering leading up to a visioning charrette for the South 27th Street corridor in the cities of Milwaukee and Greenfield. This process involved revisiting past plans for the area, examining the business diversity of the neighborhood, and conducting a series of Focus Groups to gather input from various stakeholders including lenders, developers, residents, City officials, agency leaders, and business owners. This information was disseminated to six teams of architects, each assigned to one of the Opportunity Sites.

A day long charrette was held at the UW-Milwaukee School of Architecture and Urban Planning on September 8th,



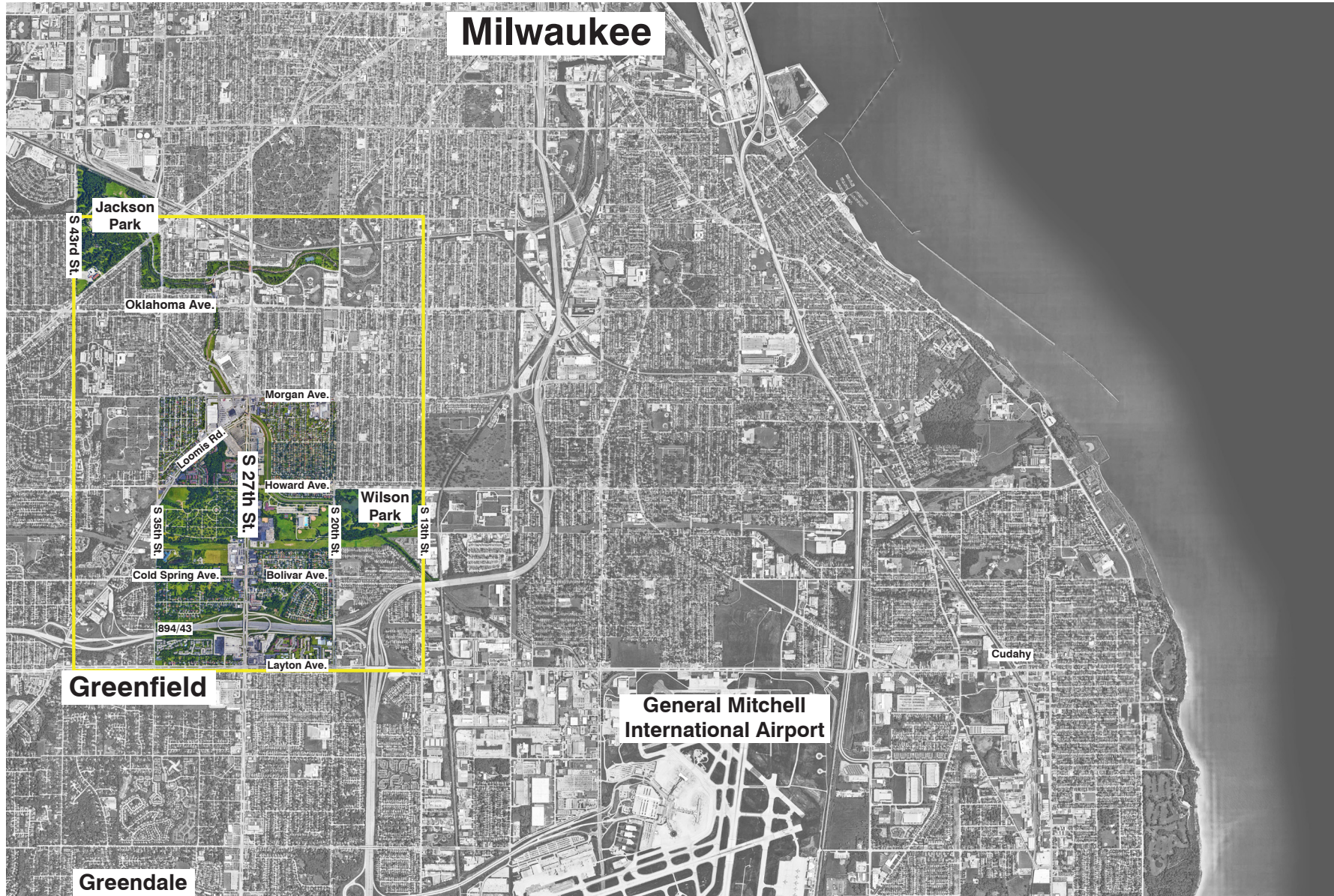
2016. Throughout the day, teams generated ideas for the sites and then shared them with the larger stakeholder group to receive feedback. Following the initial input, the architectural teams revised their designs to reflect stakeholder input and provide illustrations for how South 27th Street can be **transformed from a suburban auto-dominated corridor into a series of walkable destinations that will serve both the neighborhood and attract visitors and customers to the area.**

The intent of the charrette process is to explore and evaluate development ideas and possibilities. It is not intended to imply the ideas are guaranteed by developers or the municipalities.

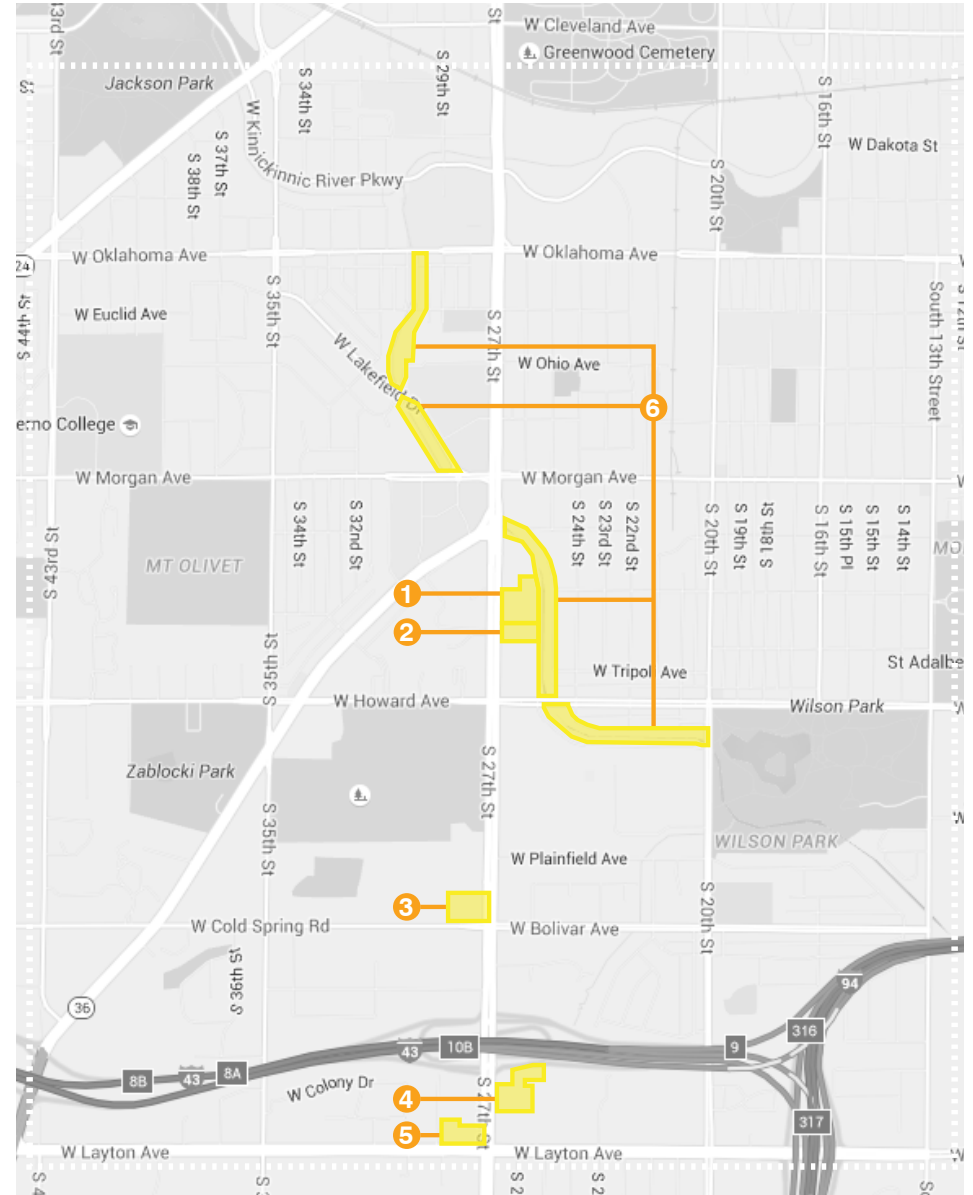
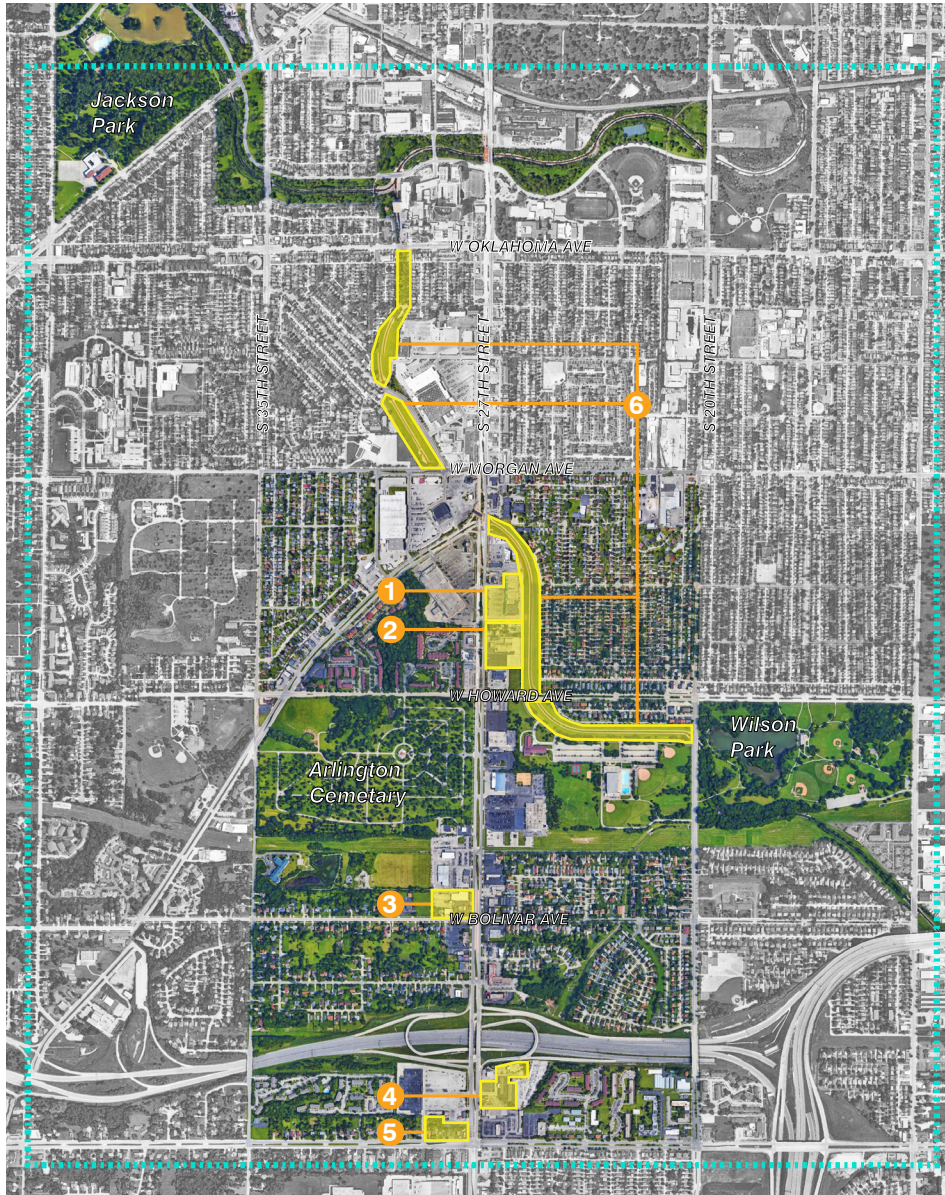
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Regional Map



Area of Focus and Opportunity Site Locations



History & Area Overview



Southgate Mall Shopping Center, ca. 1966



Aerial over Southgate Mall Shopping Center, ca. 1983

South 27th Street, also known as Historic US Highway 41, has a rich history as one of the main commercial corridors in metro Milwaukee's south side. It was home to Southgate Mall Shopping Center which opened in 1951 and was one of the first modern shopping centers in Milwaukee. Before the interstate system was built, South 27th Street was part of the main route between Chicago and Green Bay, and development along this corridor sprang up to serve this automobile traffic.

The charrette area of focus will be South 27th Street between Oklahoma and College Avenues, which, for a portion of the study corridor, forms the boundary between the City of Milwaukee and the City of Greenfield.

Commercial development is almost exclusively located along South 27th Street and on busy side streets. Big box and smaller retail stores in strip malls dominate the corridor. A Super Walmart occupies the former site of Southgate Mall. Local eateries, such as Leon's Custard and Mazo's Hamburgers have also enjoyed long tenure and popularity in the corridor. South 27th Street has also become a popular destination for a variety of ethnic restaurants and grocery stores.

History & Area Overview



Leon's Custard, ca. 2007

Most of the commercial areas and adjacent neighborhoods were developed in the early 1950s. Consistent with the era, different land uses are separate from one another. The neighborhoods are dominated by single-family Cape Cods and Ranch homes. There are no industrial uses in the study area, industrial uses are concentrated east of the corridor, near the airport.

Besides the variety of commercial land uses, the neighborhoods near 27th Street corridor have access to several parks that residents value and use, including Wilson Park, Pondview Park, Cooper Park, Copernicus Park, and Kilmer Park. Although not a designated park space, Wilson Creek is an important natural resource.

South 27th Street Corridor

In addition to being a major commercial corridor for Milwaukee and Greenfield, South 27th Street is WIS 241, part of the state highway system, under the jurisdiction of the Wisconsin Department of Transportation (WisDOT), and as such, serves an important role in the state transportation network.

DEMOGRAPHICS

The demographics on the following page provide a snapshot of the area to better understand who lives and works in the area. More detailed information can be found in the City's South 27th Street Strategic Action Plan. A quarter of the population for the immediate census tracts is between the ages of 45 and 64 years, with another 21% being under the age of 15 years, indicating the

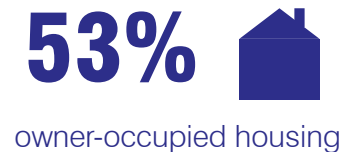
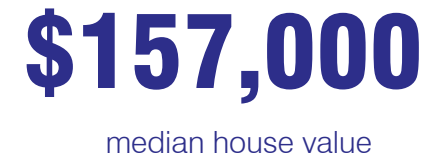
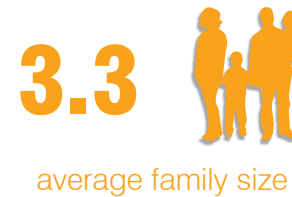
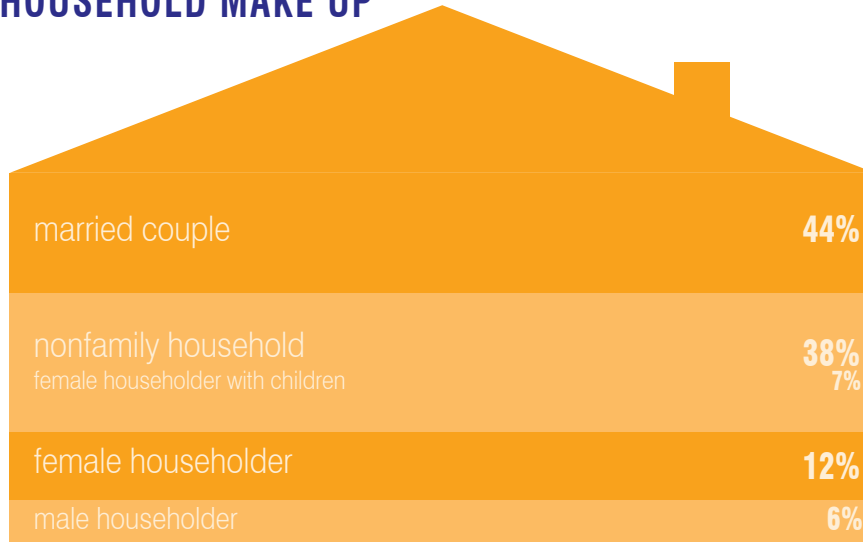
importance of youth activities in the neighborhood. More than half of the houses in the study area are owner-occupied, with a median value of \$157,000, illustrating a stable neighborhood.

RESIDENT SURVEY

The City of Milwaukee facilitated a Resident Survey as part of the South 27th Street Strategic Action Plan. Selected results are illustrated on page 9, showing what elements within the corridor residents were satisfied with, or unsatisfied with and should be part of the opportunities discussion and recommendations. Detailed survey results are part of the South 27th Street Strategic Action Plan.

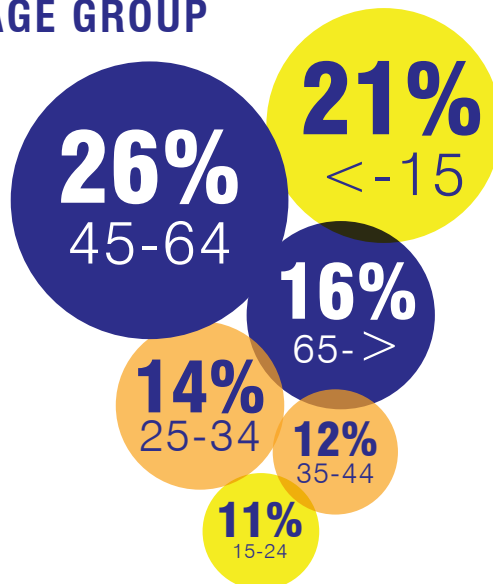
Area Demographics

HOUSEHOLD MAKE UP

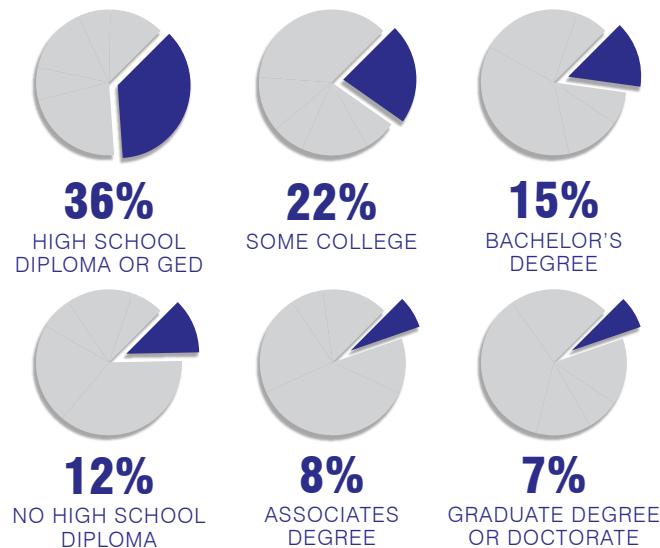


(Primary Trade Area, source: Streetsense)

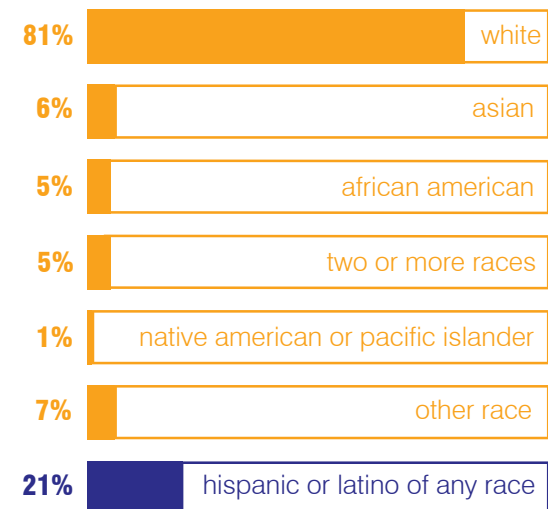
AGE GROUP



EDUCATION



ETHNICITY

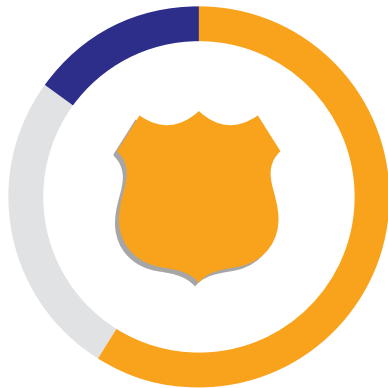


Resident Survey

UNSATISFIED

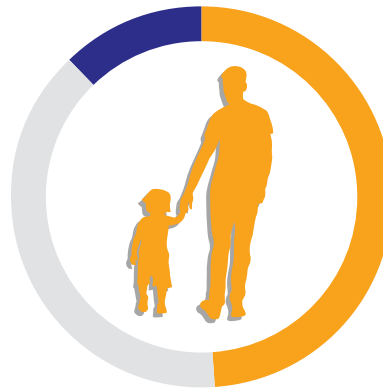
SATISFIED

NEITHER



59%

Perception of Crime



49%

Pedestrian Experience



46%

Quality and Selection of Retailers



43%

Bicycle Accommodations



42%

Appearance of Buildings



39%

Appearance of Business Signs



38%

Streetscaping



45%

Parking Availability

Report Summaries: City of Greenfield Comprehensive Plan (2008)

LAND USE PROGRAMS AND RECOMMENDATIONS

- Single Family Residential
- Two-Family/Townhouse Residential
- Mixed Residential

LAND SUPPLY – AVAILABLE LAND ALREADY PLANNED

- Supply of land available for future development mostly includes areas of the City that have been planned or approved, but are not yet built-out, as well as some vacant areas within the City that have not been planned. At the time of this analysis, the City has approximately 496 acres of vacant land.

DEVELOPMENT TRENDS ANALYSIS

- According to the City Building Inspector, for the period between 2001 and 2007, the City issued a total of 304 residential and commercial building permits. This includes permits issued for the construction of both new buildings and additions to existing buildings. An average of 43 building permits was issued each year between 2001 and 2007.
- Majority of residential development activity occurred on either the East or West side of the City. In all, these residential developments accounted for approximately 157 acres of land.

LAND USE CONFLICTS – INCOMPATIBLE ADJACENT LAND USES

- Because the City of Greenfield developed largely via infill development, different and sometimes incompatible land uses are adjacent to one another with little or no transition or buffer. Areas where land use conflicts are most significant include the residential neighborhoods surrounding the Layton Avenue and 76th Street intersection and the residential areas abutting the 27th Street corridor.



City of Greenfield City Hall



Prominent Destination Sign, Greenfield

Report Summaries: City of Greenfield Comprehensive Plan (2008)



Ranch Style Residence, 3517 Honey Tree Lane #26, Greenfield



American Colony Apartments, Greenfield

BUSINESS AND OFFICE DEVELOPMENT ALONG MAJOR CORRIDORS

- Approximately 276 acres in Greenfield used for general business and office development, accounting for approximately 3.7 percent of the City's land. These land uses are concentrated along the major roadways, including Highway 100, 76th Street, Loomis Road, Layton Avenue, Forest Home Avenue, and 27th Street. The majority of the City's commercial development is located in shopping centers or strip malls, surrounded by ample parking.

RESIDENTIAL DEVELOPMENT

- Single-family residential development is the City of Greenfield's predominate land use (comprising nearly 40 percent of development in the City).
- Two-Family/Townhouse Residential and Mixed Residential development accounts for just over seven-percent of land in the City.
- Two-Family/Townhouse Residential and Mixed Residential development generally clustered together at average densities of between eight and sixteen dwelling units per acre.

LAND USE RECOMMENDATIONS

- Jump-start implementation of this Plan by becoming actively involved in redevelopment projects.
- Pay careful attention to "place-making" features such as building scale, urban form, and land use transitions.
- Focus redevelopment efforts on key areas of the City, including 27th Street and specific sites along Layton Avenue.

NATURAL AND CULTURAL RESOURCE RECOMMENDATIONS: PUTTING THE "GREEN" BACK IN GREENFIELD

- Promote sustainable building design.
- Work with the Milwaukee Metropolitan Sewerage District to restore Honey Creek.
- Create and implement low-impact development standards.
- Promote the Root River Parkway as a "Living Classroom."
- Design and install community entryway and way-finding signage.

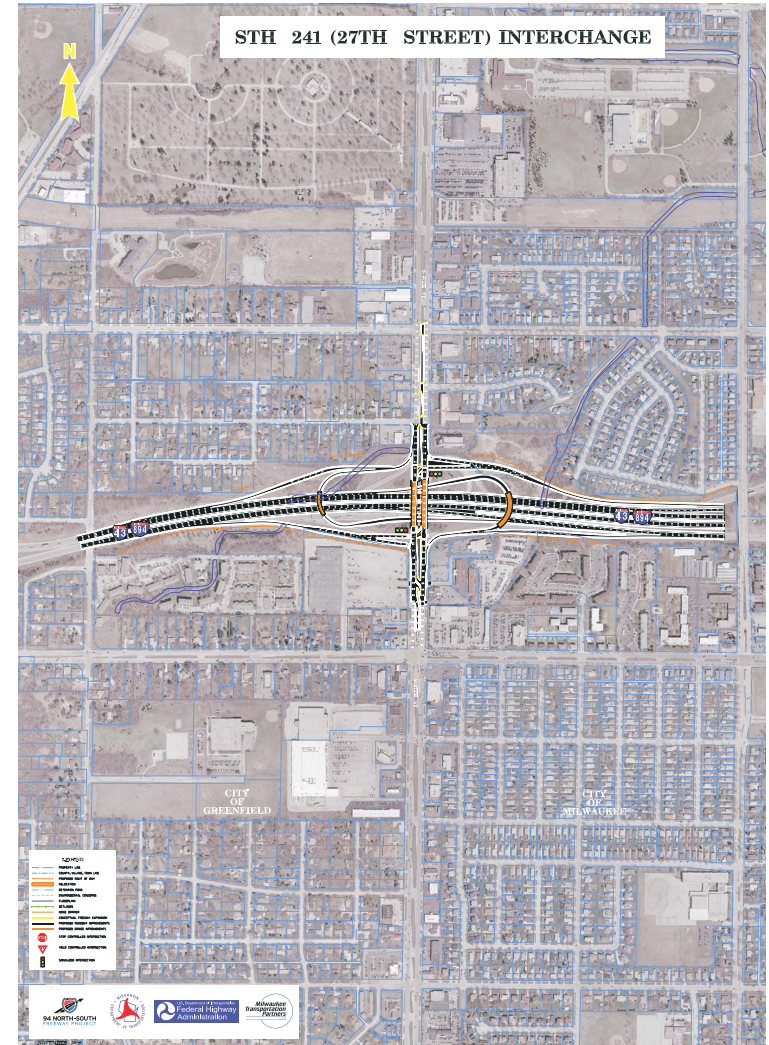
Report Summaries: 27th Street Corridor Concept Plan, City of Greenfield (2009)

TRAFFIC PATTERNS CHANGES

- North-bound traffic on Interstate 94 wanting to access 27th Street are routed to the Layton Avenue exit toward 27th Street where they can continue traveling north.
- Vehicles traveling south on 27th Street wishing to enter Interstate 894 and continue south on Interstate 94 are required to turn east on Layton Avenue from 27th Street and then enter southbound Interstate 94 from Layton Avenue.
- Layton Avenue includes dual left-turn lanes are onto 27th Street.

WIS 241 (SOUTH 27TH STREET) ACCESS MANAGEMENT PLAN

- Find opportunities to reduce the number of driveways for lots with multiple access points.
- Consolidate, relocate, or remove existing private driveways if multiple lots are consolidated or redeveloped, or the land use changes.
- Promote cross-access agreements, shared driveways, interconnected parking lots, and on-site circulation.
- Evaluate medians and median openings. A range of options for median openings include closing the median opening, right-in/right-out access, allowing left-in movements, or leaving the median as full access.
- Evaluate signalized intersections and traffic progression along the corridor to ensure that new signals meet the local needs for control and provide the best opportunity for traffic progression.



The 27th Street Interchange was reconstructed by WisDOT with U-ramps to significantly improve traffic flow and safety. All traffic is now entering the freeway via right-hand turns and eliminates vehicles turning left and crossing 27th Street to access the freeway. The interchange was completed in Fall 2012.

Report Summaries: 27th Street Corridor Concept Plan, City of Greenfield (2009)



27th St. and Layton Ave. intersection just below the 27th and HWY 43 interchange

POPULATION TRENDS

- Slow population growth since 1980, growing at a rate of approximately 6% every decade.
- In comparison, the populations of the two communities south of Greenfield along the 27th Street corridor (City of Oak Creek and the City of Franklin) have been growing at average rates of 30% and 32% per decade, respectively.
- Greenfield population is projected to continue growing at a rate of about 10% per decade to a total population of 45,316 by 2025.

LAYTON AVENUE INTERSECTION OPPORTUNITY FOR DEVELOPMENT

- Properties surrounding the western side of the intersection at Layton Avenue present the greatest potential for improvements and redevelopment within the planning area based on current land uses and traffic patterns.
- Almost 19,000 vehicles traveled Layton Avenue daily in 2005.
- More than 37,000 vehicles traveled 27th Street north of Layton Avenue, with roughly 33,700 vehicles per day south of Layton Avenue.
- Potential for redevelopment along Layton Avenue is extremely high with the large expanse of land and the possibility of creating a unified development utilizing Layton Avenue as the midpoint.

COLD SPRING ROAD INTERSECTION

- Cold Spring Road, intersects 27th Street north of Interstate 894, consists of many small commercial uses.
- Traffic between Cold Spring Road and Interstate 894 has approximately 31,000 vehicles, 32% higher than the same location along 75th Street.
- Parcels on Cold Spring have been converted from residential into a commercial use.
- Potential exists for redevelopment at Cold Spring Road, especially on the land formerly used as a golf driving range. However, along Cold Spring Road west of 27th Street there is a heavy business use immediately adjacent to residential uses.



US Bank building at 27th St and Cold Spring Rd.

Report Summaries: Milwaukee - Southeast Side Area Plan (2008)

OVERVIEW – CONNECTOR (SOUTH OF HOWARD)

- Corridor serves as a major arterial connecting several Milwaukee neighborhoods and suburban communities, including Greenfield and Oak Creek, to I-94.
- As a gateway at the fringe of these communities, this strip has attracted large site users like auto dealerships, big box retailers and strip commercial shopping centers.

MILWAUKEE SEGMENTS – VARIETY OF USES AND VACANCIES

- Generally smaller commercial parcels characterize the City of Milwaukee segments of the street in the planning area.
- Uses support surrounding neighborhoods with a broad mix of goods and services.
- Vacant properties include small strip commercial centers, auto service franchises, fast food and family restaurants, etc.
- Car dealerships with surface lots occupy some of the larger sites.

DEVELOPMENT – INDIVIDUAL FOCUS WITH LITTLE CONNECTION

- Each development generally has its own curb cut facilitating access by auto.
- Pedestrian amenities are limited with virtually no comfortable way to cross the street on foot.
- Few street trees exist, but there is grass in the broad median dividing the street.
- Lighting is high mast cobra heads designed to light the roadway.
- Signage is auto scaled and generally mounted on the building facades
- No unified identity exists to emphasize a "commercial district" along this widely varied collection of businesses.

WORKSHOP COMMENTS AND RECOMMENDATIONS

- Visually improve the corridor
- Concern about continued commercial vitality.



Big box retailers at 3700 S. 27th Street, Milwaukee



Typical 27th Street driveway and intersection

Report Summaries: Milwaukee - Southwest Side Area Plan (2009)



South Towne Shopping Center



Large parcels of shopping centers

SUBURBAN FORM

- Corridor includes small scale commercial development, big box retailers, strip centers, multifamily housing, and institutional uses.
- Character of the corridor is large parcels and structures with significant setbacks, underutilized surface parking, minimal landscaping, and inadequate pedestrian circulation.
- Recent vacancies of auto dealerships and other commercial establishments have contributed to a decline in the appearance of the corridor and threaten its vitality.

DEVELOPMENT LIMITATIONS

- Several areas within the corridor have limited potential for full-scale redevelopment due to a number of limiting factors such as:
 1. lot depth
 2. site acreage
 3. quality and age of buildings

DESIGN RECOMMENDATIONS

- Buildings and signs should be upgraded and attractive to both pedestrians and drivers.
- Where feasible, buildings should front 27th St. with parking located in the rear and accessed via local streets and internal access.
- Cross easement access between properties is encouraged to improve circulation and safety.
- Fencing and landscaping should enhance parking lots and establish appropriate screening between varying uses.
- Lighting should be used to promote safe and secure parking and pedestrian areas
- Unified signage should be encouraged to reduce visual clutter and create a sense of uniformity between commercial properties.
- Outlot commercial development should be established in underutilized parking areas at key intersections.

Report Summaries: Milwaukee - Southwest Side Area Plan (2009)

GREEN INFRASTRUCTURE A PRIORITY

- Address community goals regarding energy efficiency and stormwater management.
- Features such as rain gardens, bioswales, and green roofs serve the dual purpose of improving the aesthetic value of a space while enhancing the function of a site and maximizing the positive contributions of development with regard to the environment.
- Landscaped parkway and sidewalk should be provided adjacent 27th St. and internal local streets.
- Entry points should include monument signs and other site features such as seasonal flowers or colorful groundcover to add visual interest to these key areas, and identify main access points into a development.
- Components of open space should be integrated throughout new development and interconnected with the local pedestrian network.
- Wilson Park Creek should be enhanced and utilized as an asset throughout the corridor.
- New development should strive to be stormwater neutral and utilize various techniques such as green roofs, bioswales, permeable paving, and rain gardens.

CIRCULATION & ACCESS – OPPORTUNITY FOR IMPROVEMENTS

- Pedestrian and vehicular connections need to be improved through-out the 27th Street corridor to create an environment that fosters a positive shopping experience where patrons can easily travel between businesses throughout the corridor.
- Minimal number of curb cuts along the corridor to reduce traffic congestion and safety problems.
- Cross access between adjacent parcels.
- Off-street parking lots should be designed and located so that they are safe, attractive, and efficient.
- Landscaped walkways should be provided along all local streets.
- Internal pedestrian walkways should be established to provide safe, convenient connections between different residential and commercial areas.

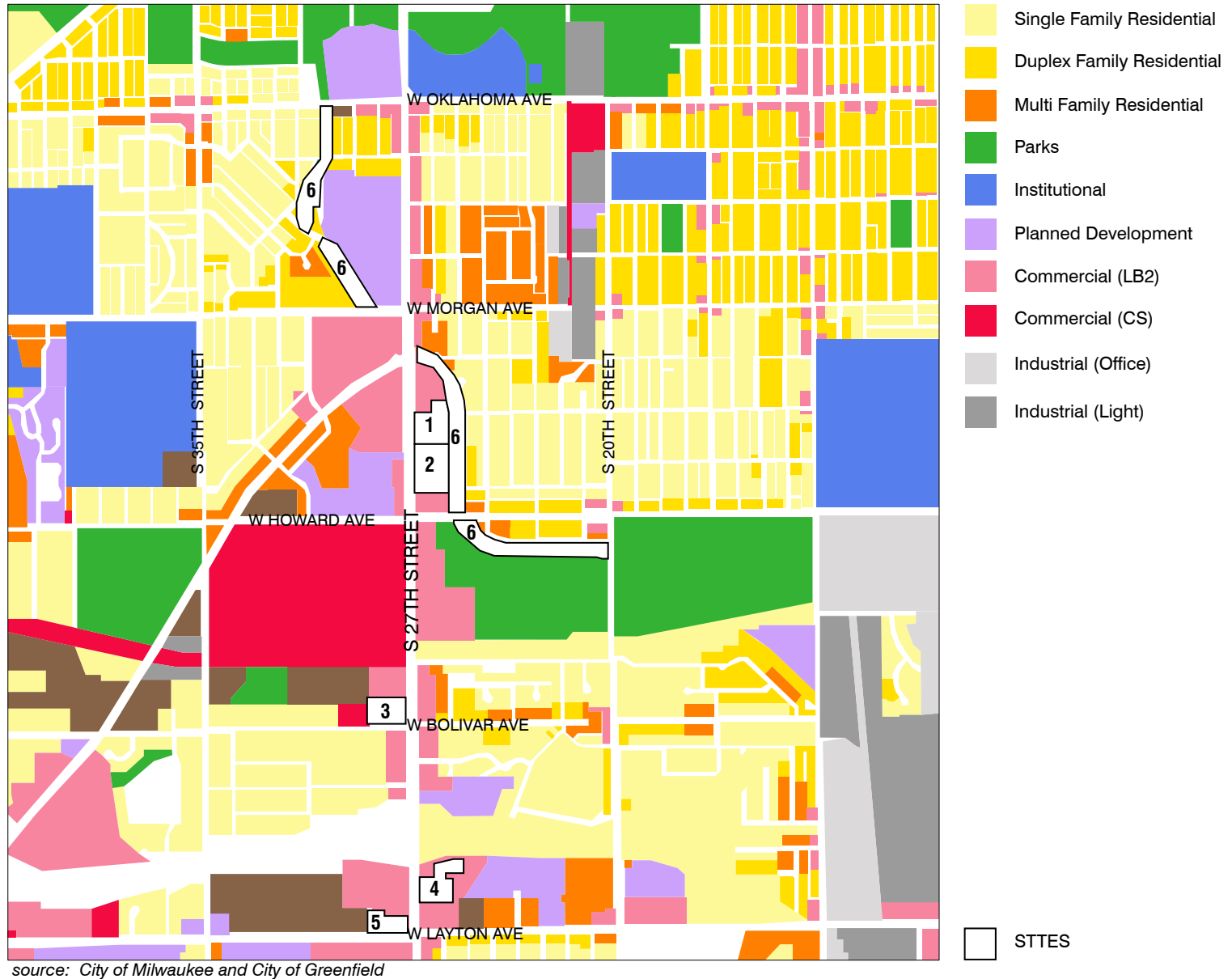


Ongoing 27th Street construction

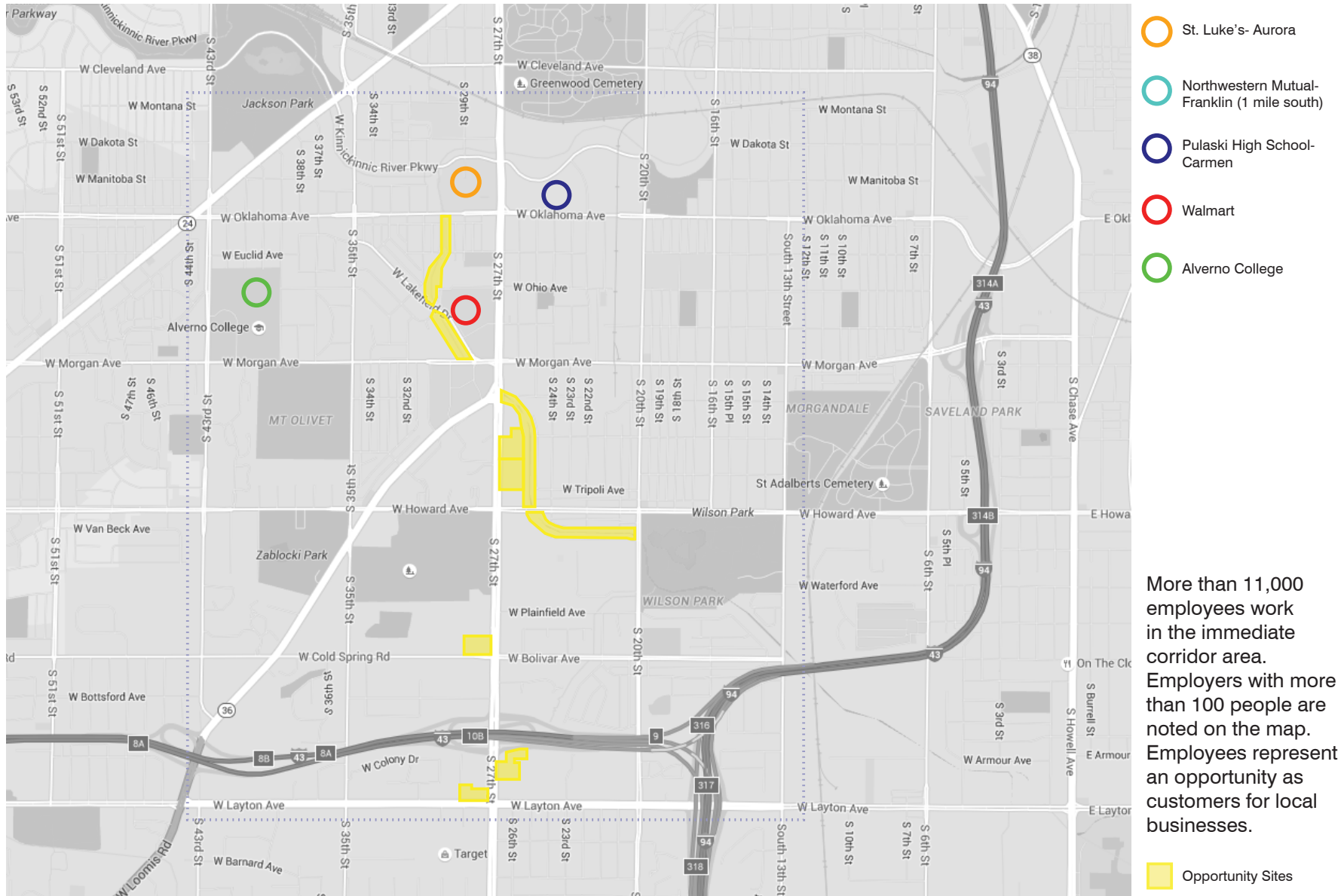


Large parking lot with minimal pedestrian walkways in Point Loomis Shopping Center

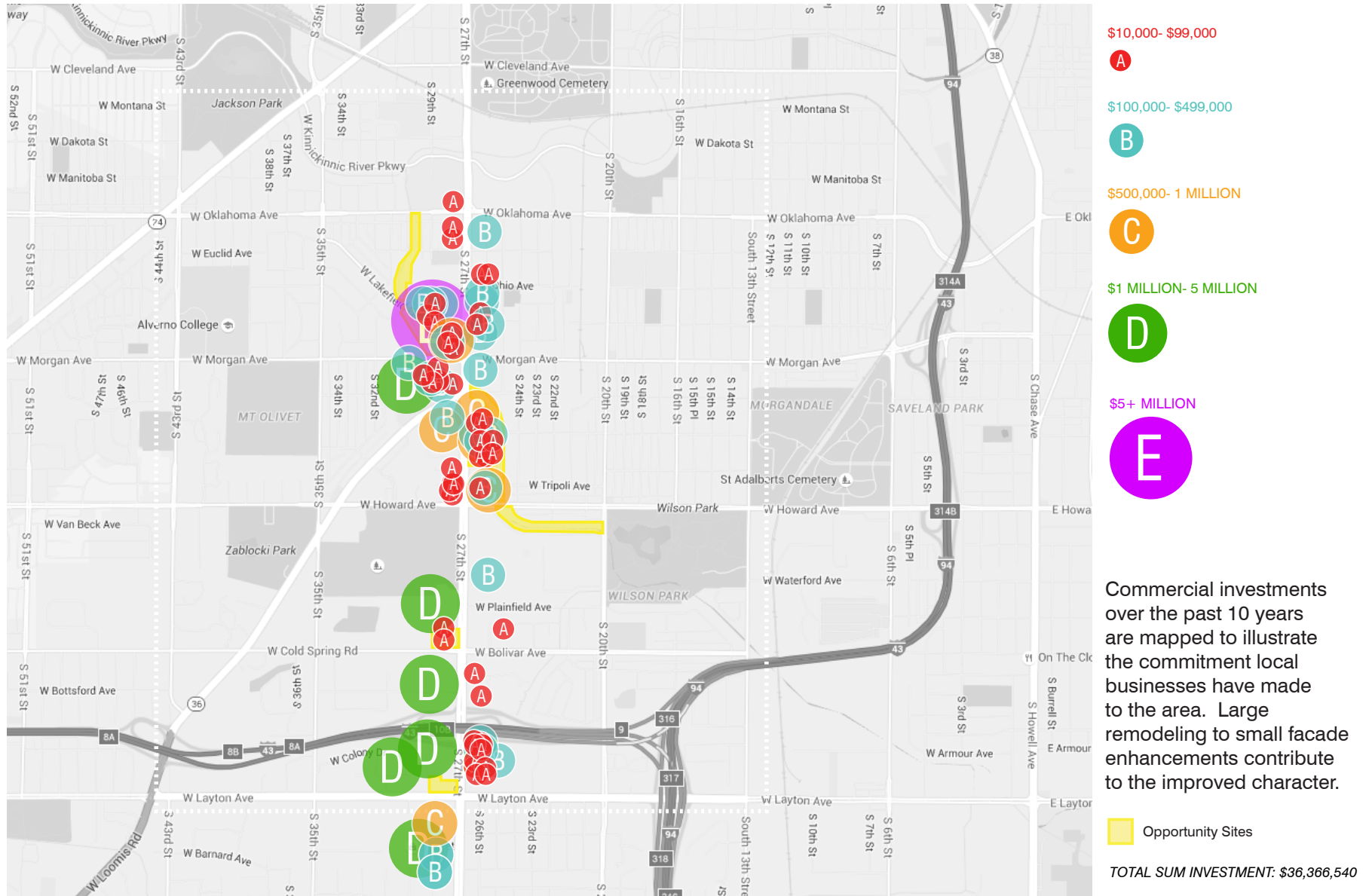
Land Use Map



Major Employers Map

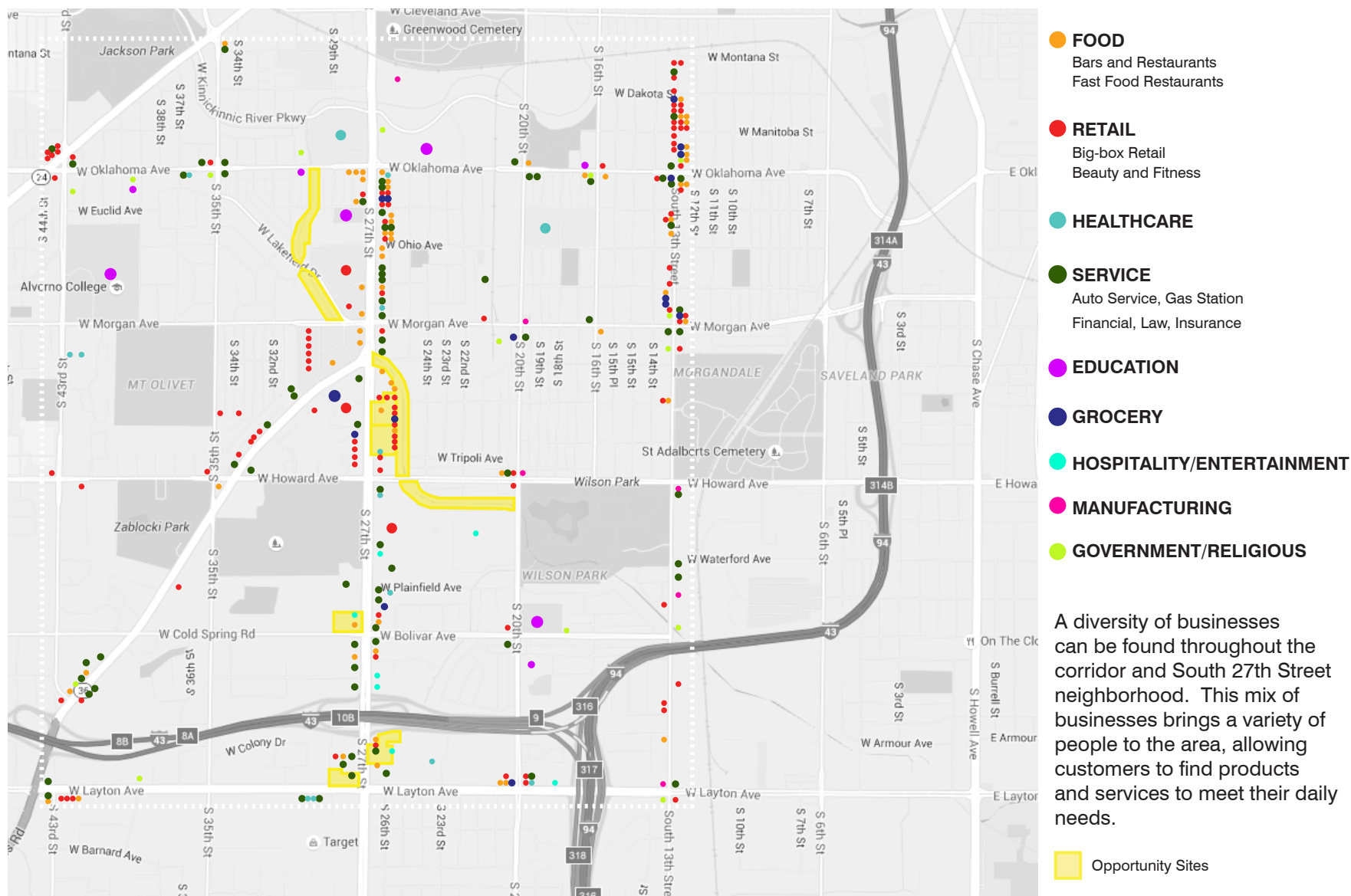


Area Investment Map



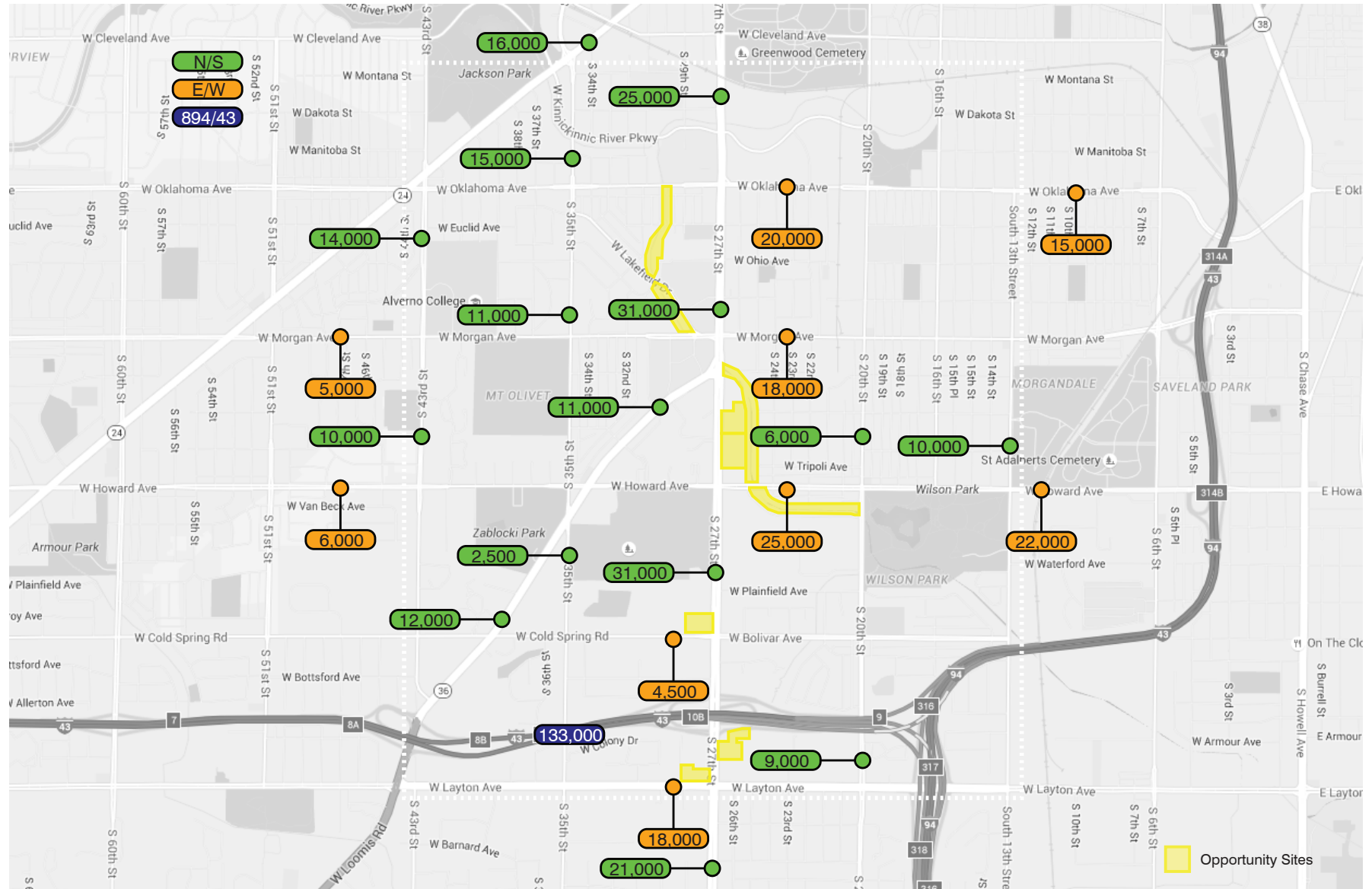
source: City of Milwaukee and City of Greenfield

Business Diversity Map



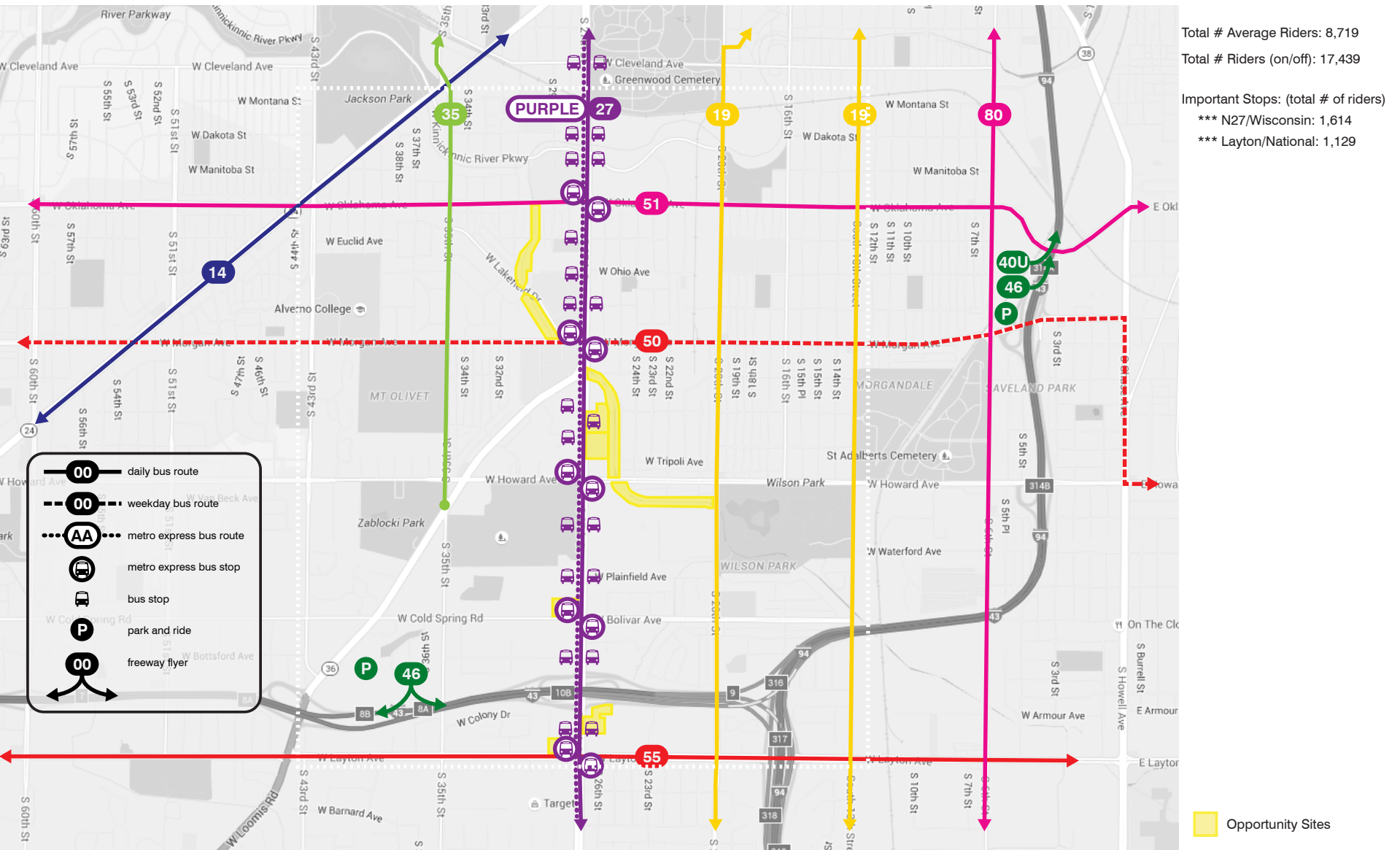
source: City of Milwaukee and City of Greenfield

Area Traffic Map (Average Vehicles per Day)



source: Wisconsin Department of Transportation

Public Transportation Map



'Green' Around South 27th Street Corridor



Farmer's Market in Jackson Park



Kinnickinnic Garden near St. Luke's Hospital



Jackson Park



Landscaping along business fronts

Precedent: Key Elements for Success (Urban Land Institute)



1) Embrace mixed use developments
shown above: Mashpee Commons in Mashpee, MA



2) Honor the human scale by creating a pedestrian friendly place
shown above: Westlake Promenade in Westlake Village, CA



3) Increase density and local interconnectivity
shown above: Belmar, retrofit of low rise shopping mall in Lakewood, CO



4) Share and manage parking shown above:
Plaza Escuela, with retail at first level of a parking structure in Walnut Creek, CA



5) Utilize public transportation
shown above: "off-the-grid Bus Stop" in Rochester, New York



6) Create public spaces
shown above: Belmar ice skating rink in Lakewood, CO

OTHER STRATEGIES TO ENHANCE THE CORRIDOR

- Understand your position in the market, what uses can be supported, and what changes are needed to attract new uses
- Build community support, ignite leadership and champions to implement the ideas
- Develop a vision and a plan
- Break up super-blocks and optimize connectivity for vehicles, bicyclists, and pedestrians
- Create public/private partnerships to implement projects with public and private elements
- Increase density when trying to create a hub of activity and support mixed-use
- Allow uses other than retail in order to create a vibrant mixed-use corridor that is active 24/7
- Calm the traffic to allow for different modes of transportation and allow pedestrians to safely cross South 27th Street

Precedent: Greening Surface Lots

- Opportunities for public art sculptures
- Landscaped street edge
- Generously sized islands for trees providing shade
- Designated bio-retention areas
- Permeable surface allows on-site water retention
- Protected bicycle parking creates unique and functional lot edge



Toronto's Design Guidelines "Between Heaven and Earth" John McEwen



Permeable parking, US Cellular Field, Chicago, IL



Designated bio-retention area



Sculptural bicycle parking

Precedents: Grandview Boulevard Retail Strip Center, Waukesha



Large sculpted entrance



Site Plan Aerial

- Majority of parking is located behind the street frontage
- Street intersection is engaged by landscaped feature
- Outdoor space for cafe or restaurant
- Parking lot includes green space and green islands



Bright colors organizing program

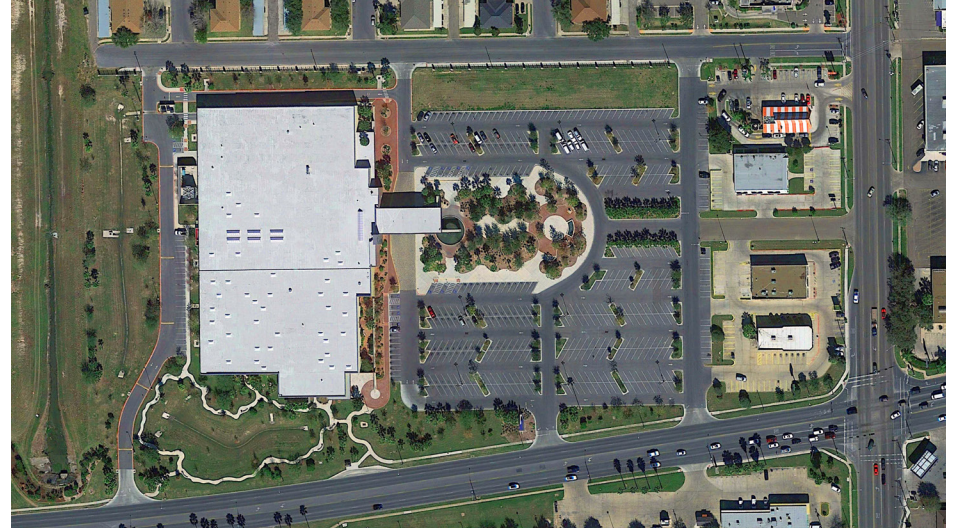


Main corridor from entrance (MSR Design)

Precedent: Adaptive Re-Use (McAllen Public Library)



Large sculpted entrance



Site Plan Aerial

- Formerly an abandoned Walmart
- “The greenest building is one that already exists”
- Bright color scheme opens up and organizes the large interior
- Patterned wood ceiling helps way-finding
- Largest single level library in the U.S.



Bright colors organizing program



Main corridor from entrance (MSR Design)

Precedent: Well-Designed Strip Mall



Outdoor seating and unique signage

- Strip center development in Madison, WI
- Simple, interesting brick pattern
- Unique signage and outdoor seating create a sense of place
- Distinctive entrance and architectural features



Aerial View



Distinctive entrance and varied elevation

Precedent: La Grande Orange Grocery (2002, Hays Inc.)

- Adaptive reuse in Phoenix, AZ
- Formerly a 3 store strip mall featuring a laundromat and convenience store
- Converted into a hip eatery and grocery
- Warm color exterior and the addition of seating
- Unique signage and landscaping to invigorate the basic strip



Unique signage



Outdoor seating area with generous natural shade



Bright open interior



Aerial View

Precedent: Mashpee Commons (2002, DPZ)



outdoor seating

- Retrofit of a strip shopping center in Mashpee, MA
- Mixed-use development accommodating residential and commercial uses
- Suburban setting
- Wide range of retailers, including small businesses
- Includes lofts and live-work units



parking hidden in back



apartments, lofts and liver-work options above retail

MAP OF 6 SITES



OPPORTUNITY SITES

Opportunity Sites were selected by representatives from the City of Milwaukee and the City of Greenfield, with input from the Historic 41 Business Improvement District, Greenfield Plan Commission, and Greenfield Common Council. Ownership, susceptibility to change, opportunity to attract investors, and ability to enhance further improvements in the area were key factors in selecting the sites. Four sites are located in the City of Milwaukee, two sites in the City of Greenfield.

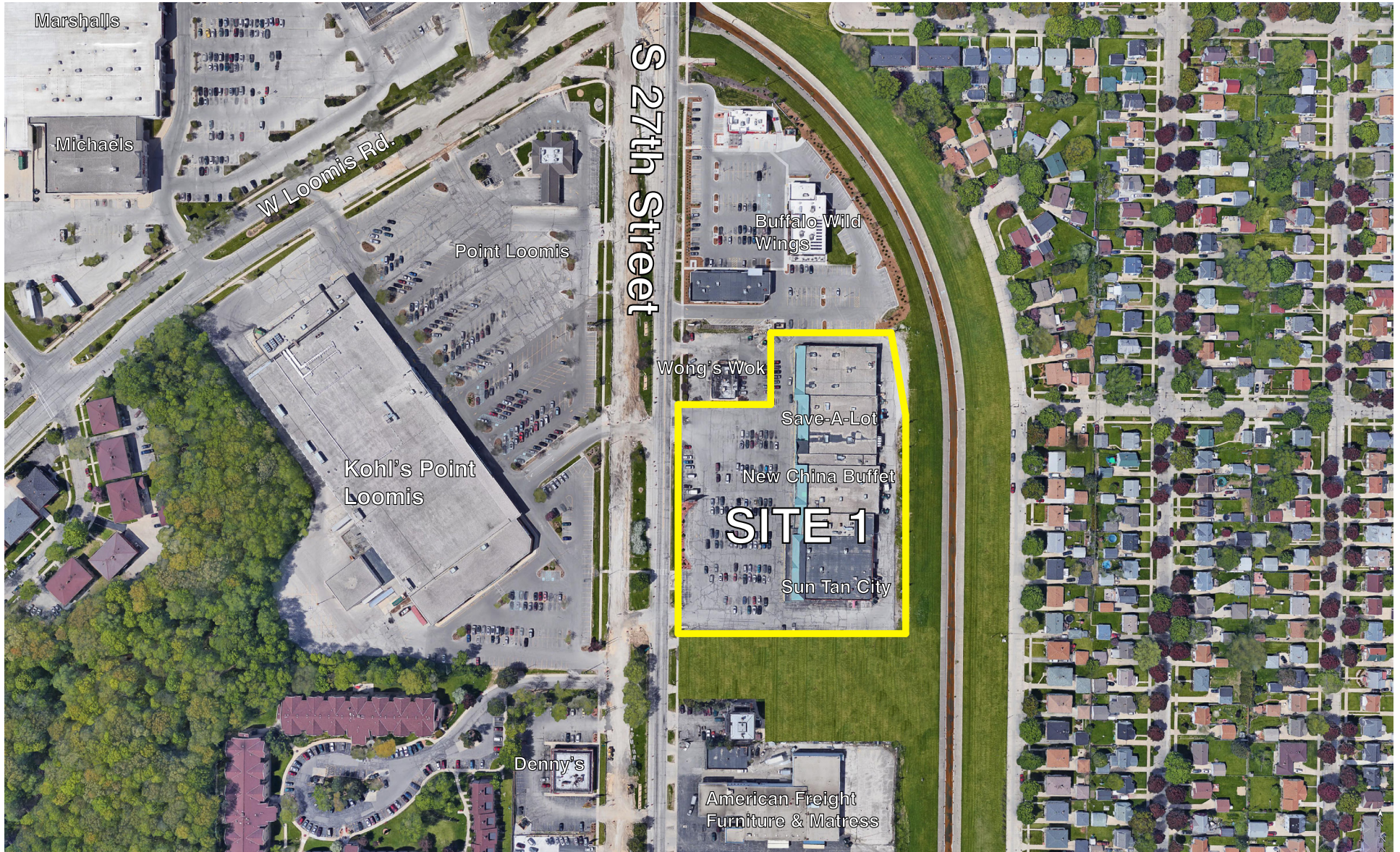
CHARETTE GOAL

The corridor is dominated by big box stores and smaller retail stores in strip malls, all with large parking lots and limited pedestrian emphasis. Transforming the corridor from an auto-dominated shopping street, into a series of walkable destination nodes is the goal of the charette process. Creating places that people can shop, dine, and live will provide amenities for the area residents, employees, and help to attract visitors and customers to the corridor.

INTENT

The intent of the charette process is to explore and evaluate development ideas and possibilities. It is not intended to imply the ideas are guaranteed by developers or the municipalities.

SITE 1: 3700-3736 S 27th Street (City of Milwaukee)

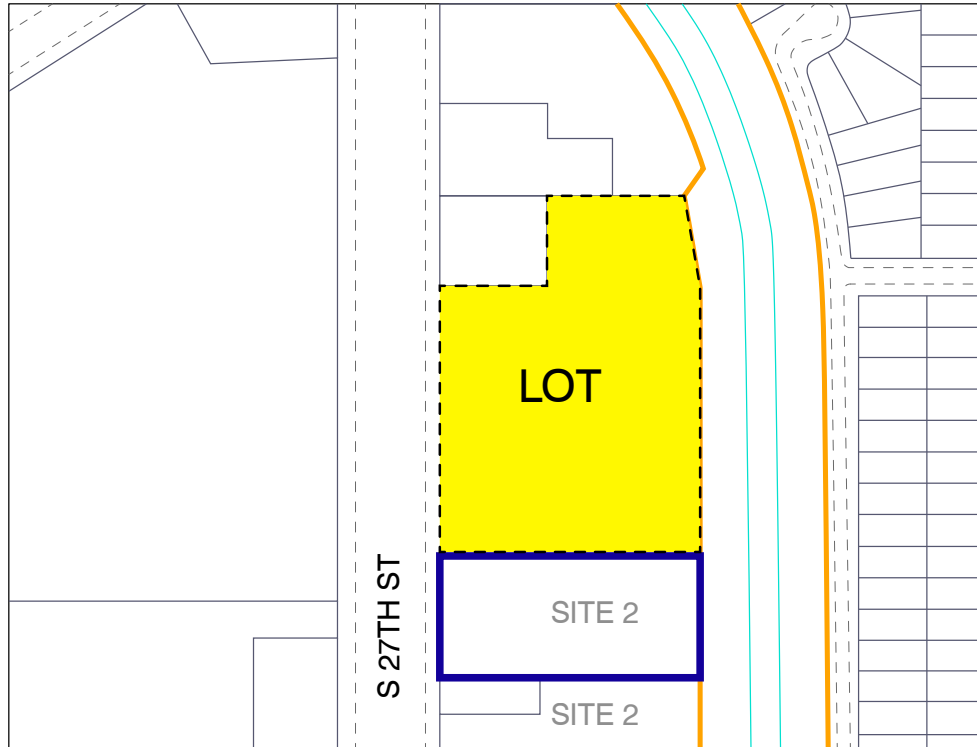


City: Milwaukee

SITE 1: 3700-3736 S 27th Street (City of Milwaukee)



SITE 1: 3700-3736 S 27th Street (City of Milwaukee)



- Privately Owned
- Site
- City of Milwaukee
- Roads
- Canal
- City of Milwaukee

Site Size: 4.74 acres

Traffic Count on 27th: 31,000

City: Milwaukee

Site Address: 3700-3736 S 27th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	NRF VIII SOUTH TOWNE LLC	LB1	73,301 SF	3700 S 27TH ST	N/A	206,257

SITE 1: 3700-3736 S 27th Street (City of Milwaukee)

CONTEXT & FOCUS GROUP INPUT

MODEL FOR FACADE AND SITE ENHANCEMENTS OF EXISTING STRIP CENTERS

OPTION 1:

- Facade Improvements that keep the current tenants
- Site improvements: green space, improved signage, shared parking, landscaping, and sustainable strategies

OPTION 2:

- Entire building is an adaptive reuse or new construction

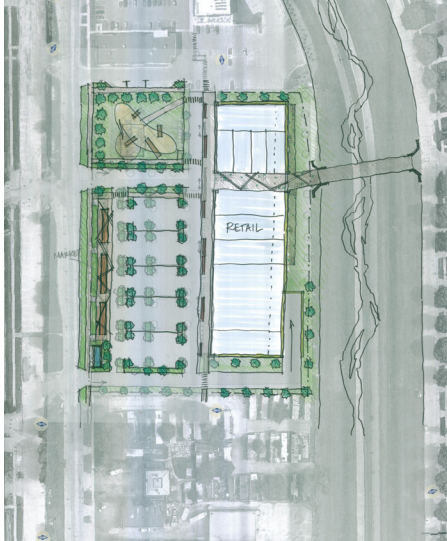
ADDITIONAL SUGGESTIONS:

- Potential connection over the creek to the neighborhood
- Potential connection to property to the south (Site 2)
- Outlot building if feasible



SITE 1: 3700-3736 S 27th Street

ENGBERG ANDERSON



SCHEME 1: Site Plan Sketch



SCHEME 2: Site Plan Sketch

SCHEME 1: Facade & Site Improvements

Providing a model for revitalizing strip retail centers, two schemes are proposed to allow for a phased approach. The first scheme re-skins the façade of the existing building with an adjustable panelized system while retaining the majority of the existing retail space. The permanent back layer of the façade is composed of a continuous storefront base and corrugated metal panel along the top portion.

The façade is a flexible and always changing mosaic composition. Adjustable steel-framed panels clad in wood slats and acrylic accent elements sit 10 feet from the permanent face of the building and can be customized or moved laterally to accommodate different sized vendors and/or change

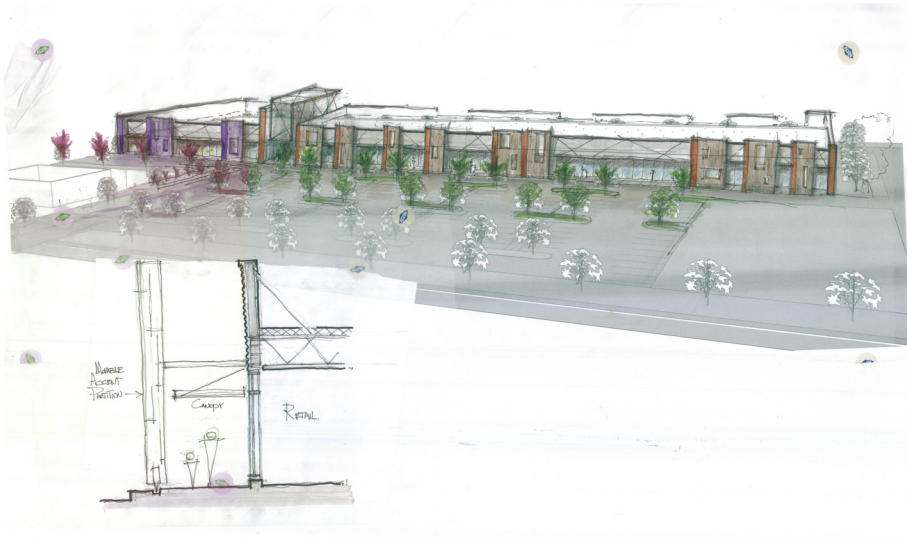
as retailers come and go. The system also creates a covered walkway for pedestrians directly adjacent to the retailers.

Site improvements to create a walkable experience include a tensile market structure and plaza along S 27th Street, landscaped parking islands, and a fountain plaza at the northwestern corner of the site if the existing business is moved or integrated into the strip center. The new plaza is a signature feature that connects the site with the retail to the north. Based on the planned improvements to Wilson Creek, a future pedestrian corridor could cut through the site, linking S 27th to the businesses and to the neighborhood across the creek.

SCHEME 2: Facade Improvements with Residential Component

The second scheme is a long-term vision that incorporates all the façade improvements to the retail of Option 1, but pushes the development further with the addition of two smaller retail buildings along the street edge and the introduction of a residential component. The proposed naturalization of Wilson Creek creates an opportunity for new development facing the existing neighborhood to the east. Many of

the proposed townhomes wrap the remaining portion of the existing retail building and face outward to a residential street that could potentially continue south to the adjacent site, facilitating a larger development over the two sites. As with the first scheme, a strong pedestrian corridor could run through the site toward a bridge that connects to the neighborhood across the creek.



SCHEME 1: Sketch

SITE 1: 3700-3736 S 27th Street

ENGBERG ANDERSON



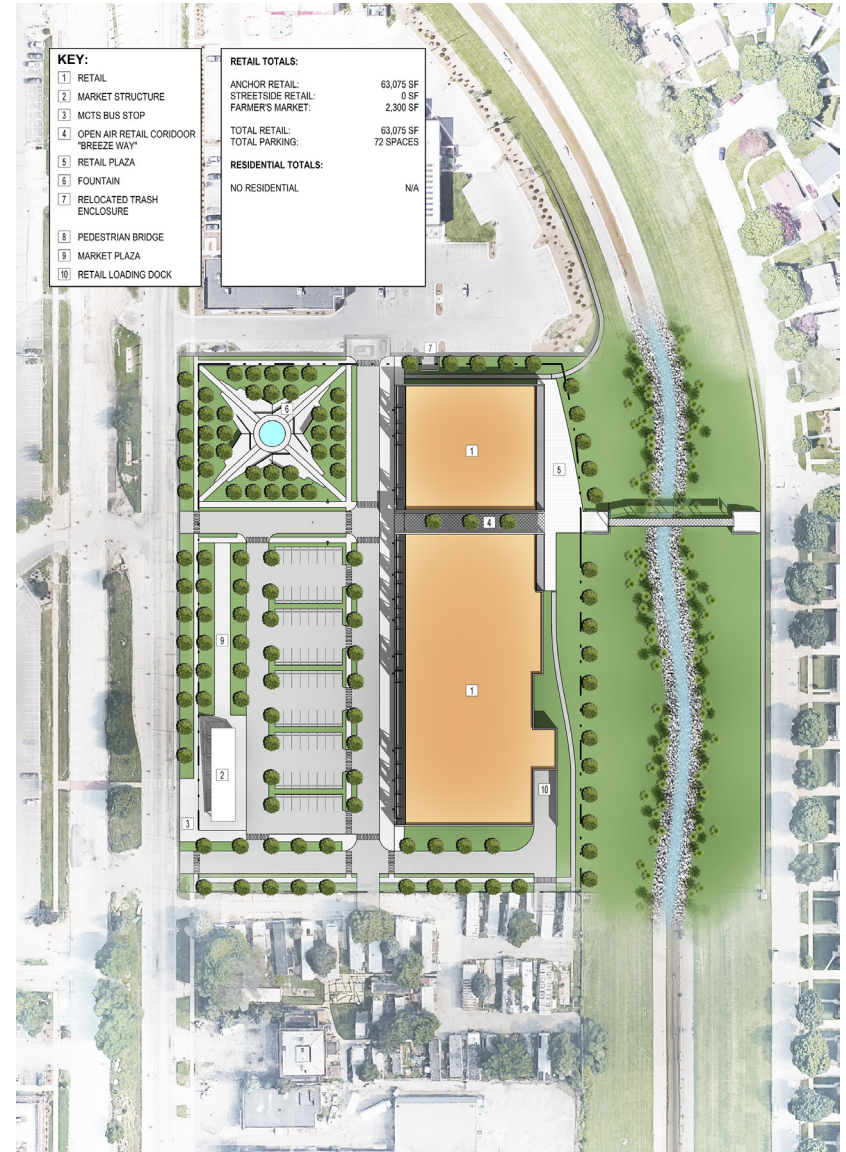
SCHEME 1: Public park and landscaped parking islands



SCHEME 1: Adjustable steel-framed paneled Facade



Charette Day: Engberg Anderson Architects



SCHEME 1: Rendered Site Plan

SITE 1: 3700-3736 S 27th Street

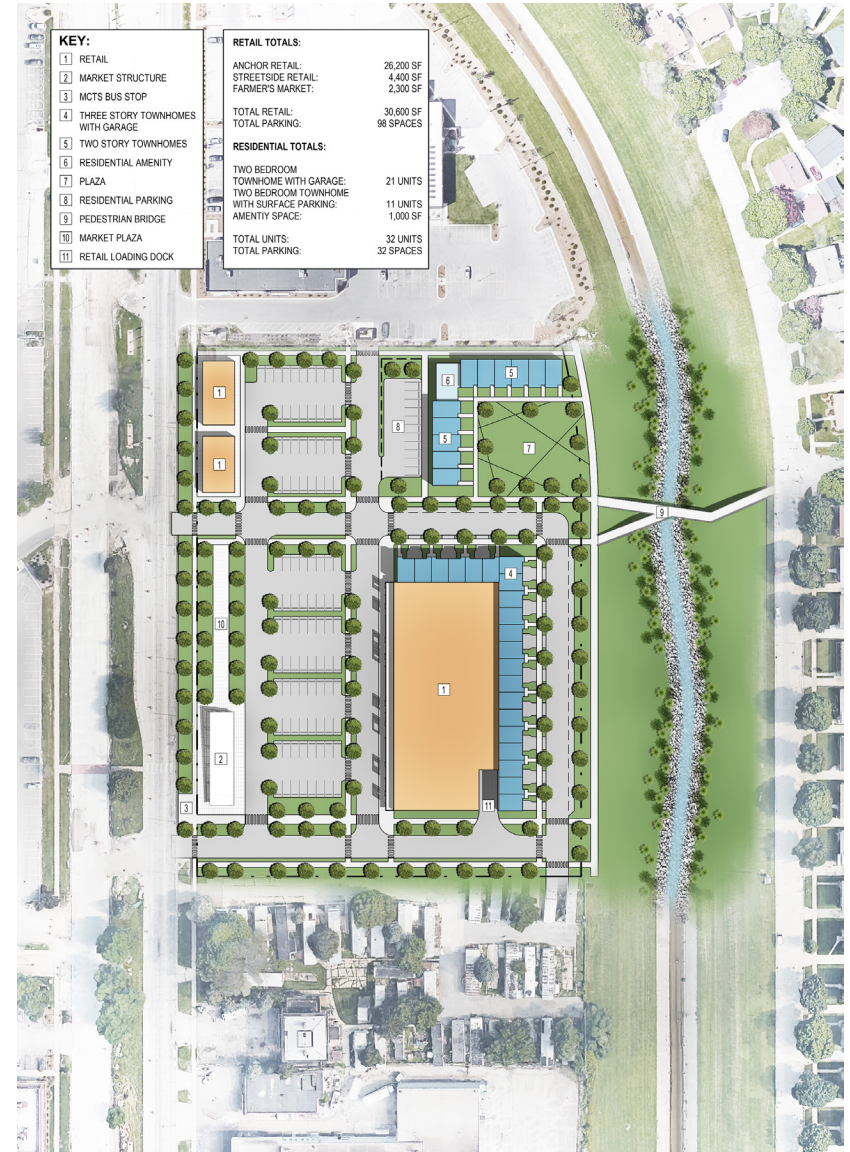
ENGBERG ANDERSON



Charette Day: Engberg Anderson Architect



SCHEME 2: Residential units facing the pedestrian walk-way over Wilson Creek



SCHEME 2: Rendered Site Plan illustrating new housing units (blue)

SITE 2- 3774 S 27th Street (City of Milwaukee)

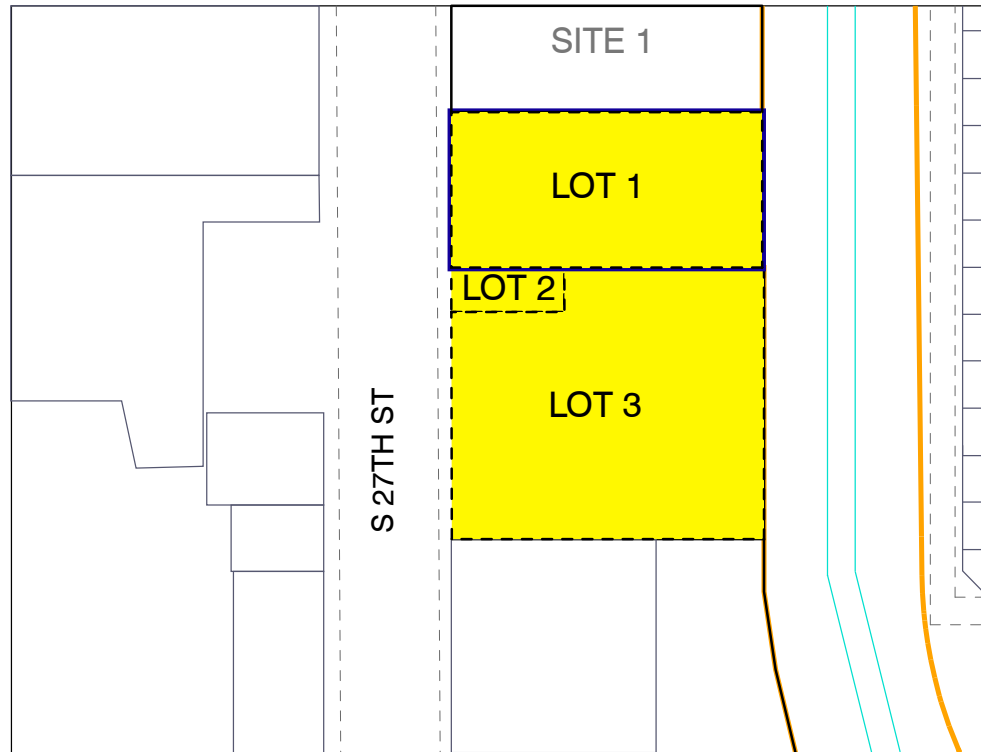








City: Milwaukee

SITE 2- 3774 S 27th Street (City of Milwaukee)



SITE 2- 3774 S 27th Street (City of Milwaukee)



-  Privately Owned
-  Site
-  City of Milwaukee
-  Roads
-  Canal
-  City of Milwaukee

Site Size: 5.27 acres

Traffic Count on 27th: 31,000

City: Milwaukee

Site Address: 3774 S 27th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	CITY OF MILWAUKEE	LB1	N/A	3774 S 27TH ST	N/A	81,382
LOT 2	DARWIN CHENTNIK	LB1	3,351	3800 S 27TH ST	N/A	9,000 SF
LOT 3	GUIFFRE IV LLC	LB1	30,446	3804 S 27TH ST	N/A	139,392

SITE 2- 3774 S 27th Street (City of Milwaukee)



CONTEXT & FOCUS GROUP INPUT:

Historic Hotel Adaptive Reuse and New Construction (CITY OF MILWAUKEE)

- Historic Wildenberg hotel remains but can be moved on the site
- Historic designation is only for the front and two sides
- Include sustainable strategies and public space

SUGGESTIONS:

- Housing along the east facing the improved creek
- Central public space with retail
- Retail along S 27th Street
- Cluster of restaurants around public space
- Move laser tag and go-kart use from Site 3 to this site and develop youth entertainment uses

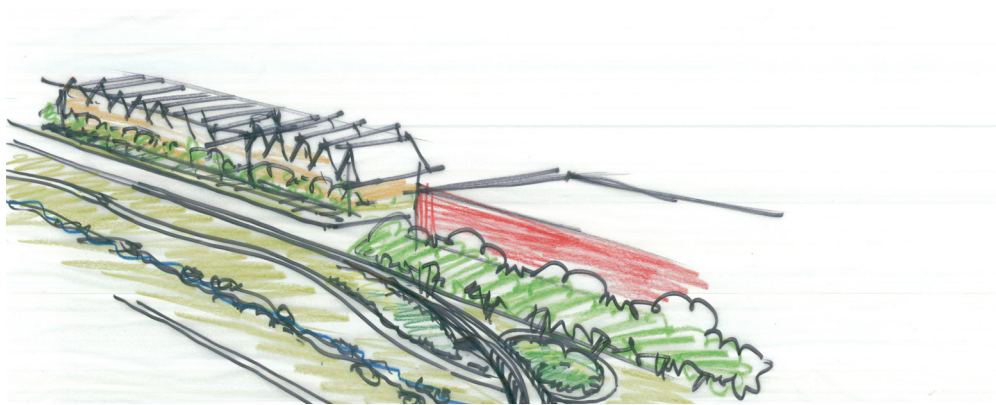


SCHEME: Wildenberg Hotel and vicinity

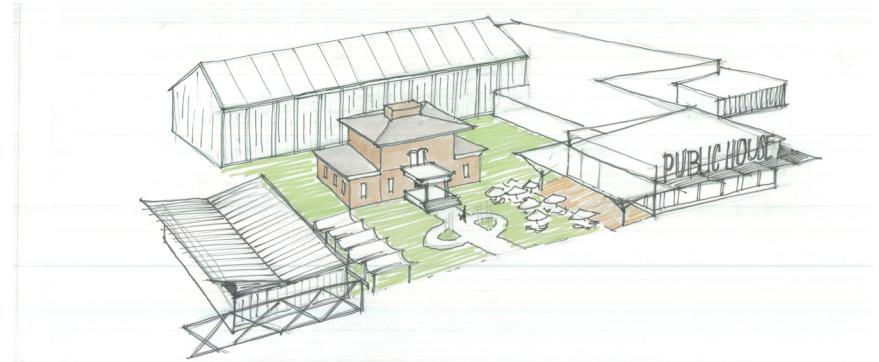
Design goals for this large site included creating a dynamic and pedestrian friendly multi-use development that takes advantage of the future assets of the site—a restored historic Wildenberg Hotel and a naturalized Wilson Creek. The design strategy consists of a flexible circulation network that is integrated with the adjacent parcels. Zimmerman proposes a variety of pedestrian-friendly spaces, including an active court centered on the Wildenberg building that can be programmed for a variety of events and activities.

Urban Design Framework: The 2,000 foot long block running north from Howard Avenue is divided into 1-1/2 blocks by adding two “complete” streets (public or quasi-public) that create new walkable public frontages. Service and parking would occur on street or mid-block.

Proposed Uses: The Wildenberg hotel is proposed to be adaptively re-used as a “Brew Pub” or restaurant. Additional retail and small shops would sit within the new public frontages. Townhouses and apartments would also be incorporated on this site. The proposed surface parking would total around 180 spaces. The framework could easily accommodate alternative uses in similar building masses.



Sketch along Wilson Creek



Sketch of adaptively re-used Wildenberg Hotel



S 27th Street Corridor Elevation



Zimmerman Architects working with local residents

SITE 2: 3774 S 27th Street

ZIMMERMAN ARCHITECTURAL STUDIOS



Zimmerman Architects sketching design concepts for the site



Rendered Aerial looking southeast



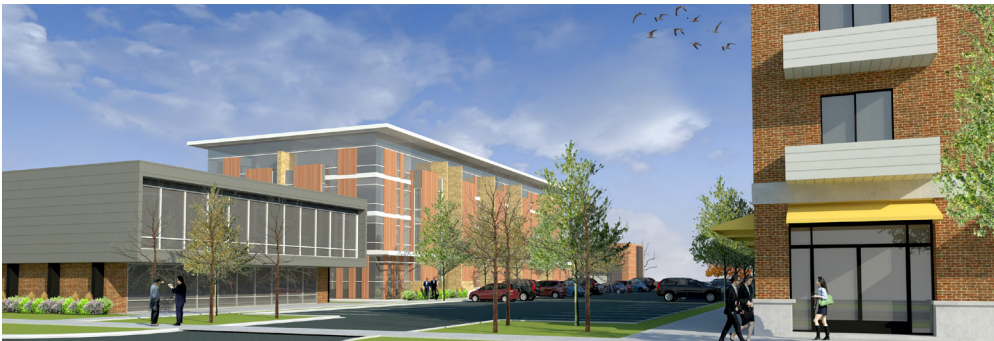
Rendered Site Plan

SITE 2: 3774 S 27th Street

ZIMMERMAN ARCHITECTURAL STUDIOS



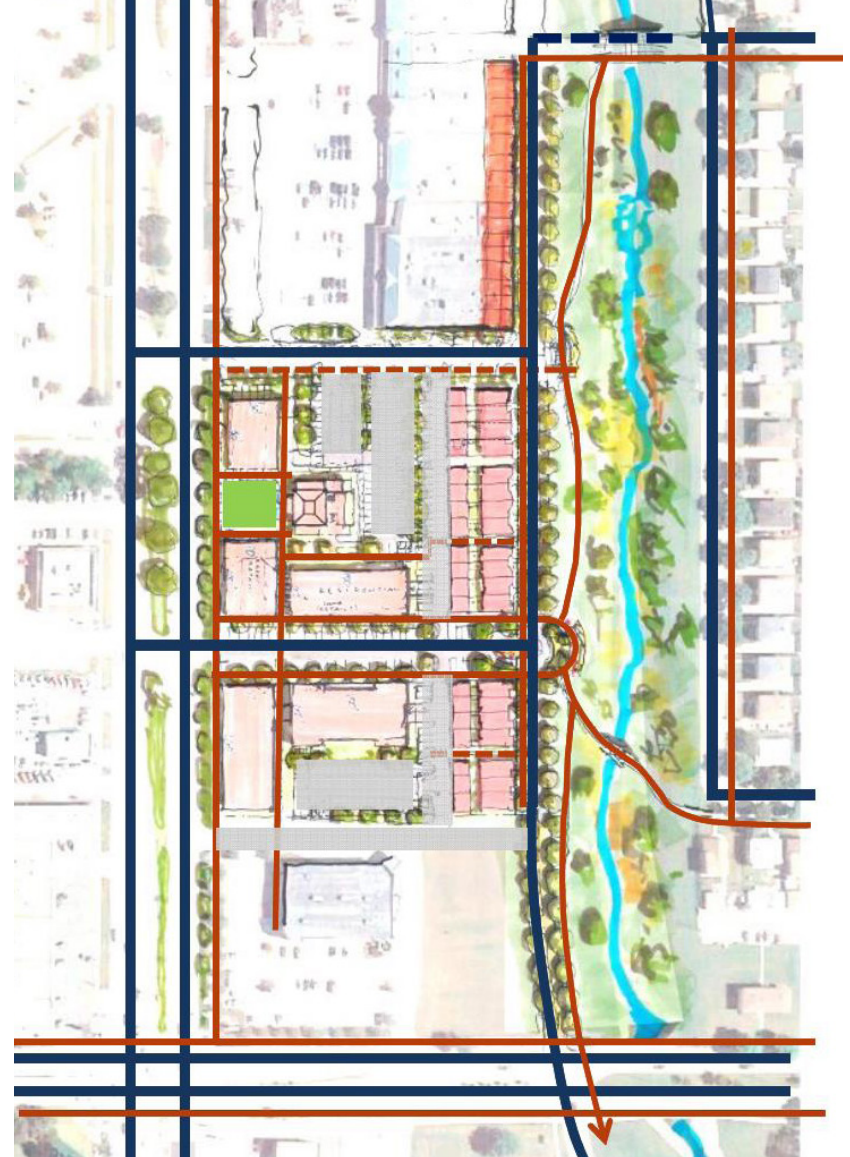
Rendering: View of the townhomes facing Wilson Creek to the east



Rendering: View of the new street that connects S 27th Street to Wilson Creek

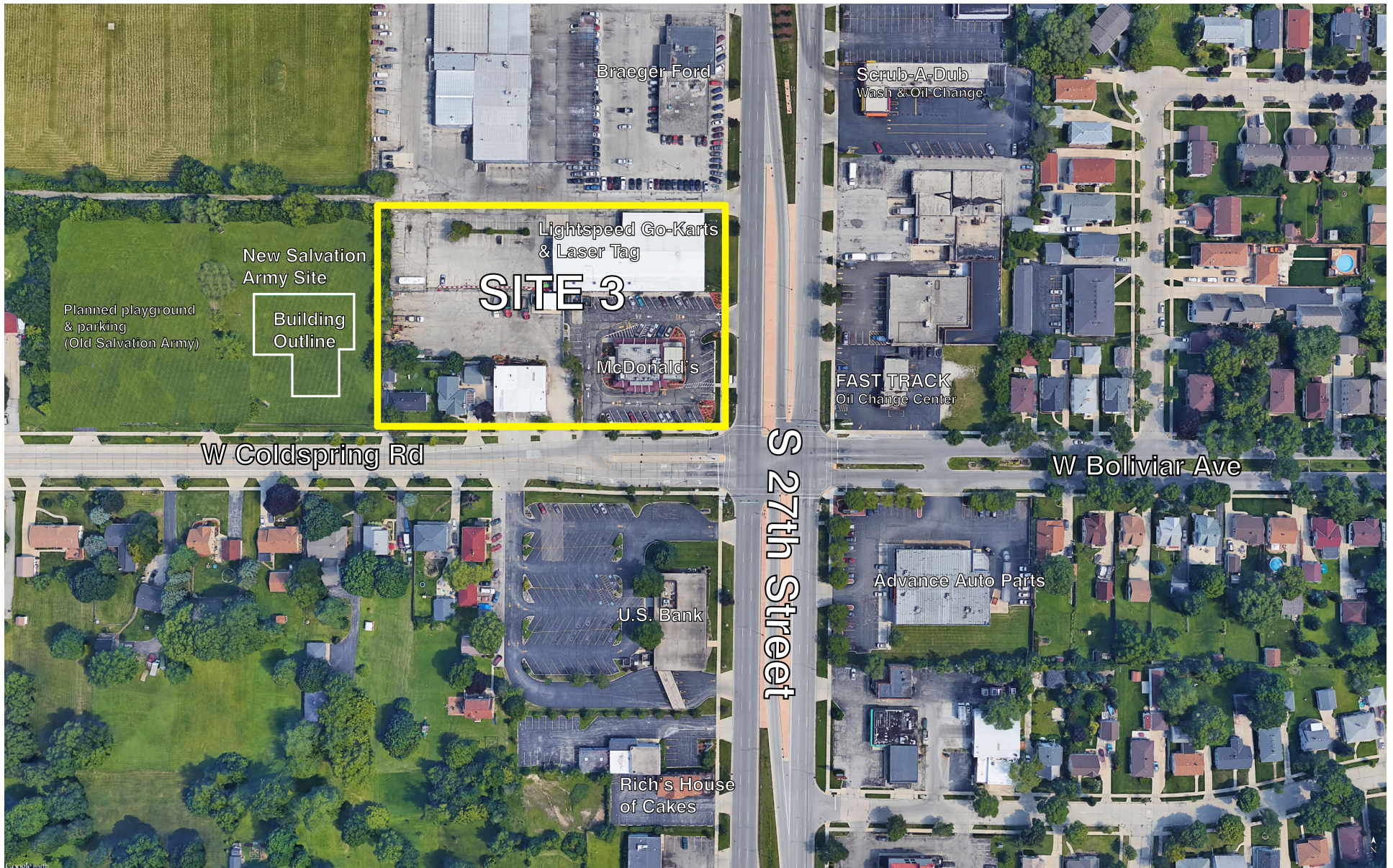


Rendering: View of the Wildenberg Hotel Courtyard



Site Diagram: Car and Pedestrian Traffic

SITE 3: 4521, 4275 S 27th Street; 2470, 2800 W Cold Spring Rd. (Greenfield)

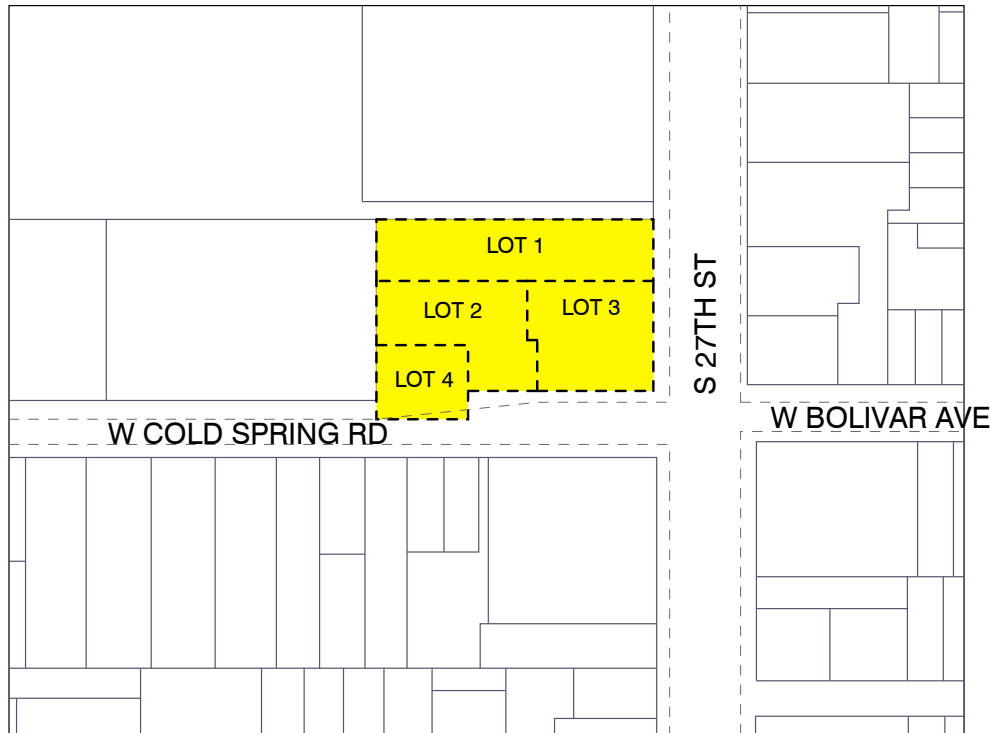


SITE 3: 4521, 4275 S 27th Street; 2470, 2800 W Cold Spring Rd. (Greenfield)



Aerial does not reflect recent development to the west which is a new Salvation Army building and to the north with a re-development of the Braeger Ford site.

SITE 3: 4521, 4275 S 27th Street; 2470, 2800 W Cold Spring Rd. (Greenfield)



 Privately Owned

 Site

 Roads

Site Size: 2.97 acres

Traffic Count on 27th: 31,000

Traffic Count on W. Cold Spring Rd: 4,500

City: Greenfield

Site Address: 4521, 4275 S 27th Street; 2470, 2800 W Cold Spring Rd.

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	MAJDOCH HOLDINGS LLC	C2	N/A	4251 S 27TH ST	N/A	47,045
LOT 2	POVLICK ENTERPRISES LLC	C2	N/A	2740 W COLD SPRING RD	N/A	33,265 SF
LOT 3	ROS NO 17 LLC	C2	N/A	4275 S 27TH ST	N/A	36,590
LOT 4	POVLICK ENTERPRISES LLC	C2	N/A	2800 W COLD SPRING RD	N/A	12,450

SITE 3: 4521, 4275 S 27th Street; 2470, 2800 W Cold Spring Rd. (Greenfield)

CONTEXT & FOCUS GROUP INPUT:

New Construction that builds on surrounding investment (CITY OF GREENFIELD)

CONSTRUCTION & DEVELOPMENT AROUND THE SITE:

- New Salvation Army developed to the west
- Re-development of the Braeger Ford dealership to the north
- 250 apartments proposed west of the car dealership (northwest of the site)

SUGGESTIONS:

- Mixed-use project that may or may not incorporate McDonald's
- Neighborhood grocery and gas station with signature architecture
- Uses to create a gateway to north and south



SITE 3: W Cold Spring Road and S 27th Street

EPPSTEIN UHEN

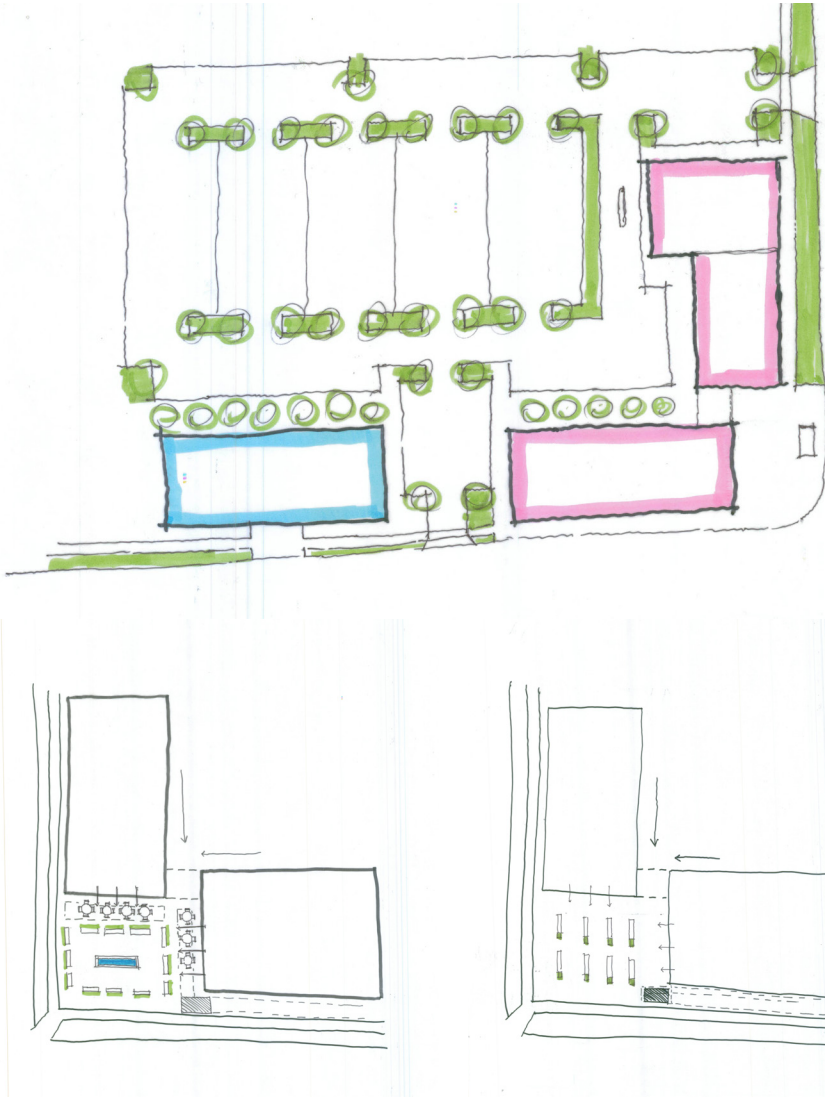
SCHEME: Mixed-Use Development

Located on the northwest corner of South 27th Street and W Cold Spring Road, the intersection serves as the northbound gateway to the Historic 41 district. Based on recent and proposed development, the City and property owners were open to moving current businesses to allow for a new identity at the corner. This proposal aspires to incubate synergies between proposed and recent investment, workforce development, history, and the immediacy of an automobile-centric retail presence.

The development concept recommends to supplement this successful neighborhood food service location by repositioning McDonald's to the north (maintaining drive-thru service), and inserting additional retail food service square footage on site (a 5,000SF Panera, as an example). Activating the street is a connected outdoor dining area composed of impervious pavers and softened with native plantings and bioswales.

To enhance the building's gateway presence on South 27th Street, a second floor provides space for a workforce development center. The modern design allows people to see the interior activity and can be a glowing beacon at night. Leveraging South 27th Street's strong automotive retail presence, this facility could provide much needed training opportunities in the emergent field of electric, hybrid, and fuel cell motor vehicles maintenance. The second floor's cantilevered mass is accentuated by a dramatic display window to expose and celebrate the technology and learning within.

Vaguely reminiscent of the Google architecture once prominent on historic highway 41, this development's fitting and optimistic combination of quick service dining and 21st century mobility is poised to help usher in a new paradigm: clean cruisers freely riding up and down the strip.



Site sketches depicting layout and program

SITE 3: W Cold Spring Road and S 27th Street

EPPSTEIN UHEN



Rendering: Aerial view looking northwest, multi-use retail and offices



EUA Architects speaking with one of the site property owners



Rendering: Public plaza at the corner of S 27th and Cold Spring Road



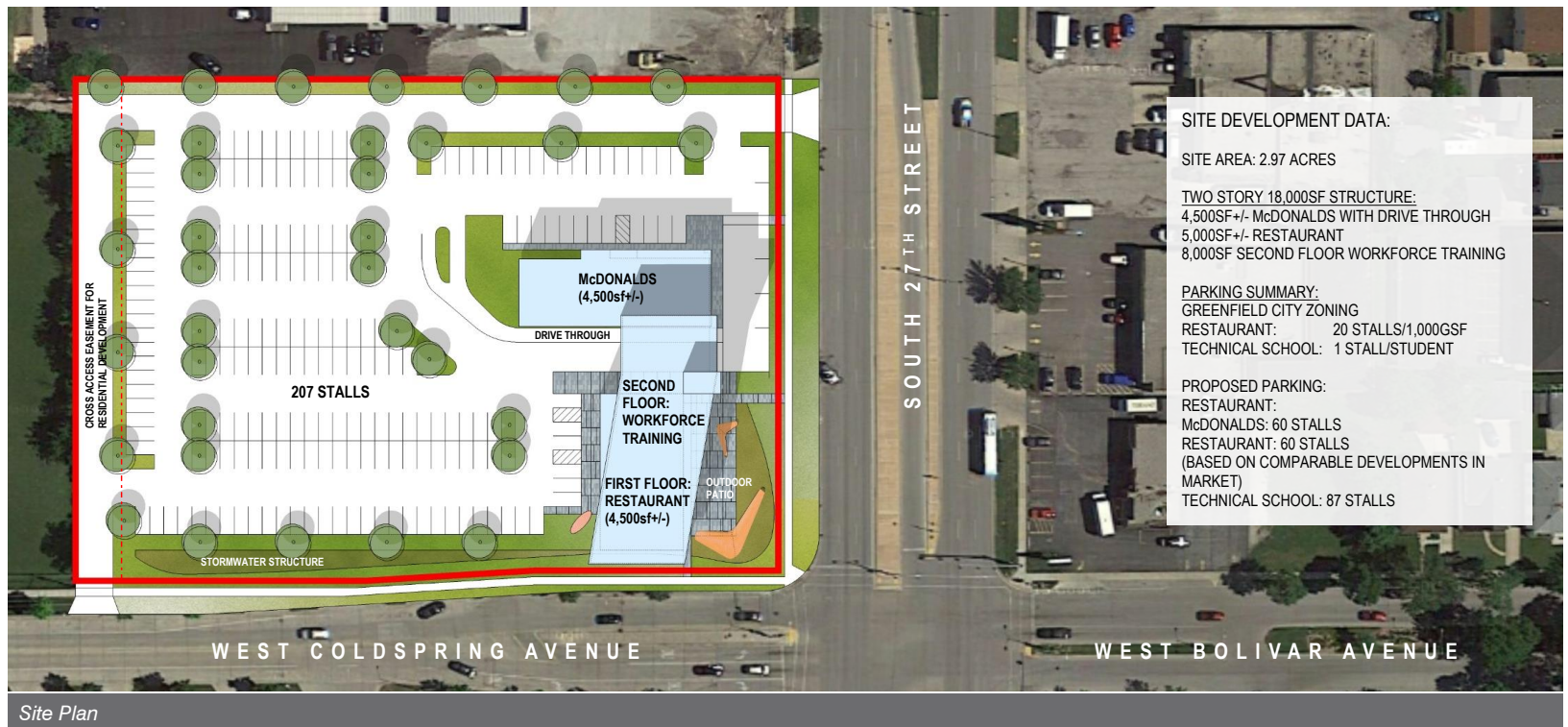
EUA Architects presenting concepts for charette feedback

SITE 3: W Cold Spring Road and S 27th Street

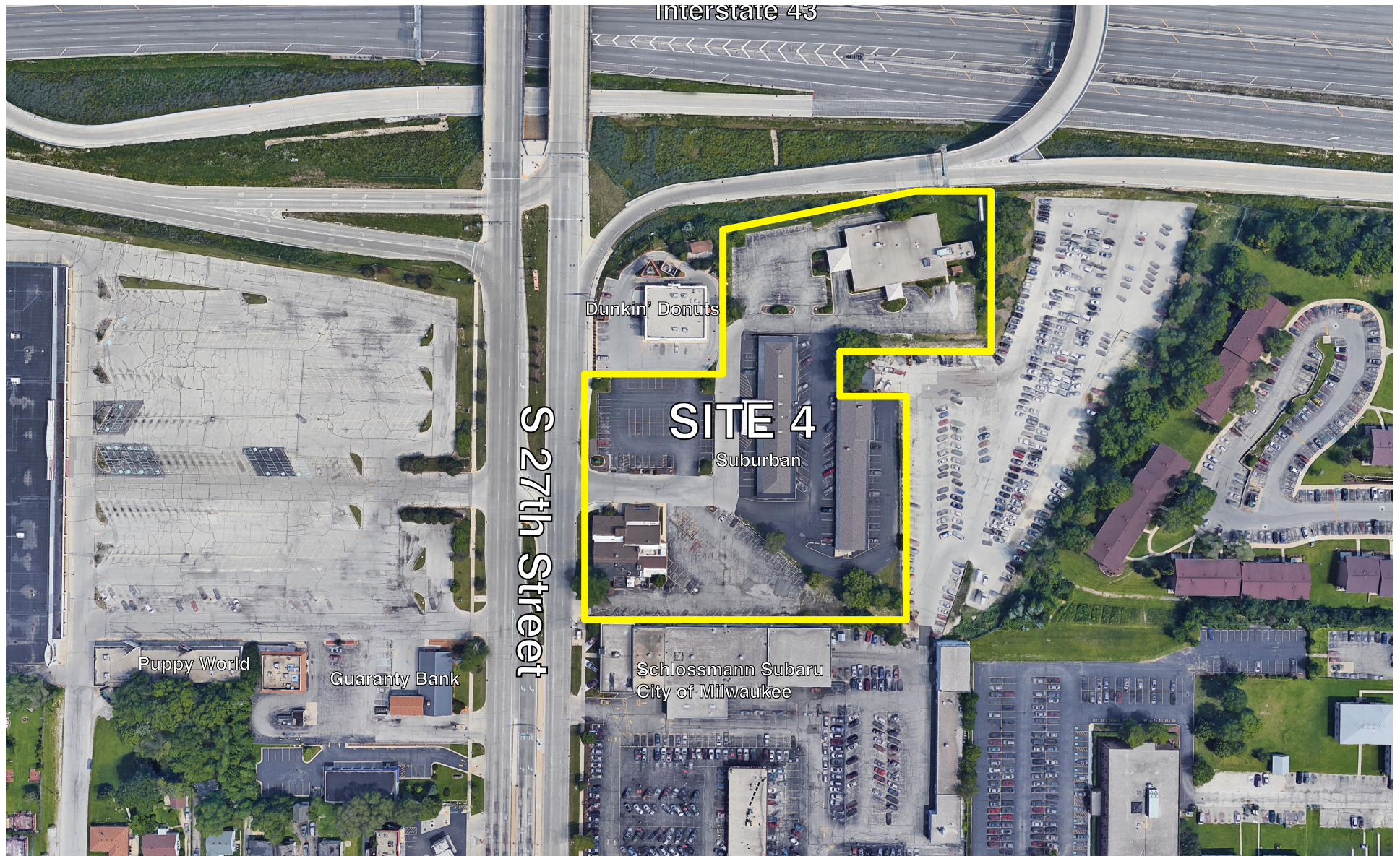
EPPSTEIN UHEN



Rendering: Drive-Thru McDonald's looking southwest from S 27th Street



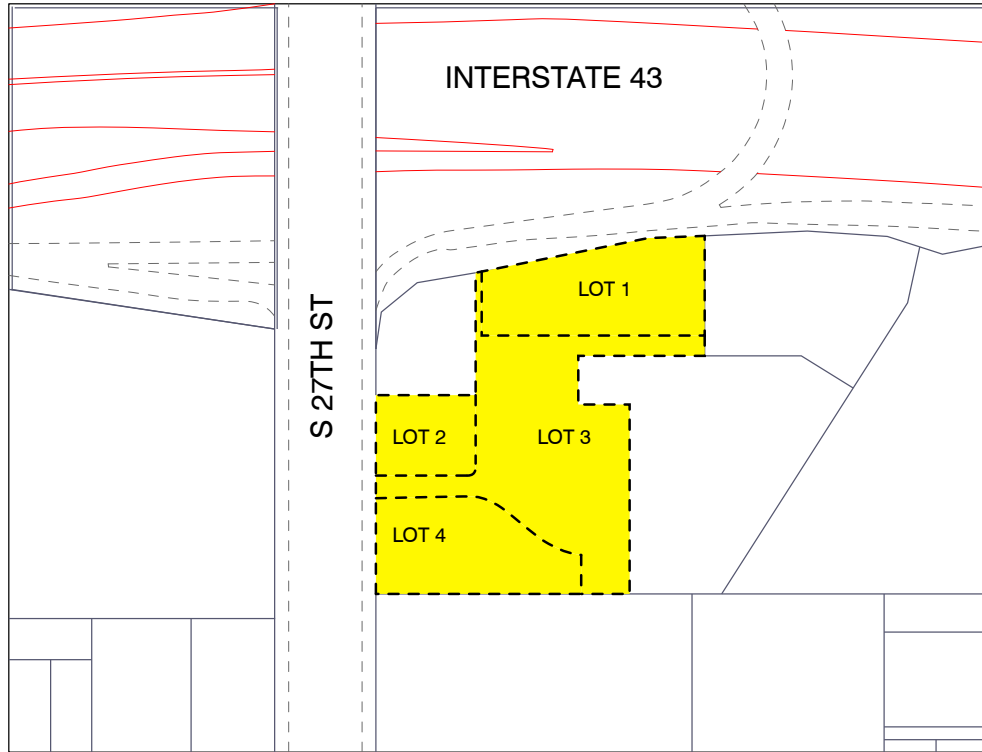
SITE 4: 4560-4624 S 27th Street (City of Milwaukee)



SITE 4: 4560-4624 S 27th Street (City of Milwaukee)



SITE 4: 4560-4624 S 27th Street (City of Milwaukee)



- Privately Owned
- Site
- Roads
- Highway

Site Size: 3.68 acres

Traffic Count on 27th: 25,000

City: Milwaukee

Site Address: 4560-4624 S 27th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	AURORA HEALTHCARE METRO LLC	LB1	10,679 SF	4570 S 27TH ST	N/A	47,306
LOT 2	THE DE ROSA CORPORATION	LB1	N/A	4560 S 27TH ST	N/A	20,352 SF
LOT 3	NAROTTAMBHAI V	LB1	21,705 SF	4600 S 27TH ST	N/A	88,209
LOT 4	CHANCERY OF MILWAUKEE INC	LB1	6,755	4624 S 27TH ST	N/A	42,092

SITE 4: 4560-4624 S 27th Street (City of Milwaukee)



CONTEXT & FOCUS GROUP INPUT:

ADAPTIVE REUSE AND NEW CONSTRUCTION (CITY OF MILWAUKEE)

- 16th Street Community Center moving into vacant Aurora building on site, option could include future expansion
- Suburban Motel and vacant Chancery buildings can be removed to allow for new development
- Integrate green space and sustainable strategies

SUGGESTIONS:

- Restaurant cluster around a public space, attract a new franchise that can serve as a regional draw
- Synergy health care uses with the community center
- Retail or office with signage and visibility from the highway
- Improve internal circulation



SITE 4-: 4560-4624 S 27th Street

UHLEIN WILSON ARCHITECTS

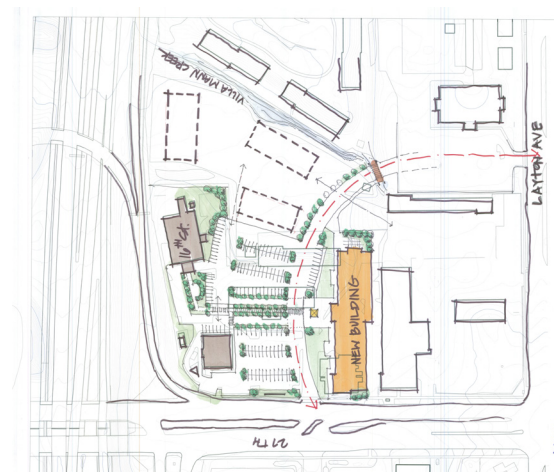
SCHEME: Mixed-Use Medical and Retail Center

Collaborating with the Sixteenth Street Community Health Center moving to the site, additional medical uses and retail are proposed to create a community medical-retail center.

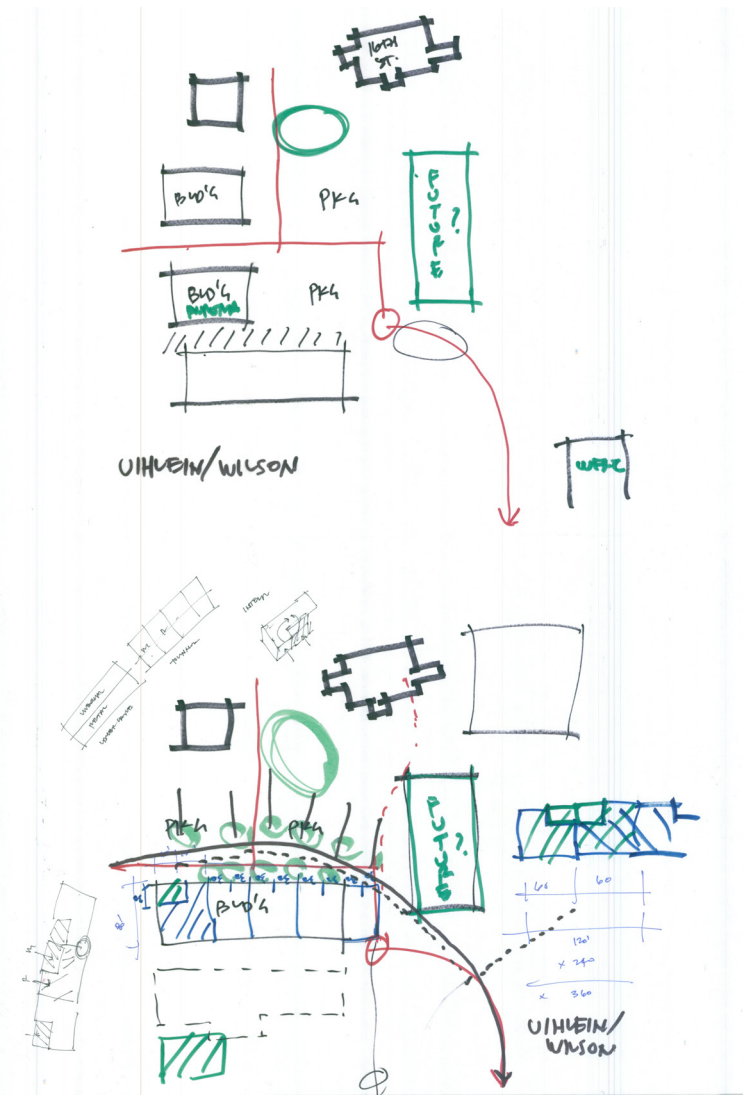
In order to improve site access, the architects propose to gain access to Layton Avenue (and southbound 27th Street) by acquiring land from the existing auto overflow lot and an easement from the existing Wheaton Franciscan Healthcare medical office building on Layton Avenue.

The Medical-Retail center consists of a two story building with all retail and all medical tenants having storefront access on the first floor of the building.

Other site features include; a greenbelt and quiet area for patients around the free standing Sixteenth Street Health clinic; a new walking path to connect existing apartments east of the subject site to this new development and to 27th Street; landscaping for reduced stormwater drainage; and landscaped walking paths and pedestrian plazas providing connections throughout the site.



Site sketch concept



Site traffic and parking ideas

SITE 4: 4560-4624 S 27th Street

UHILEIN WILSON ARCHITECTS



Uhlein Wilson Architects presenting and sketching design schemes

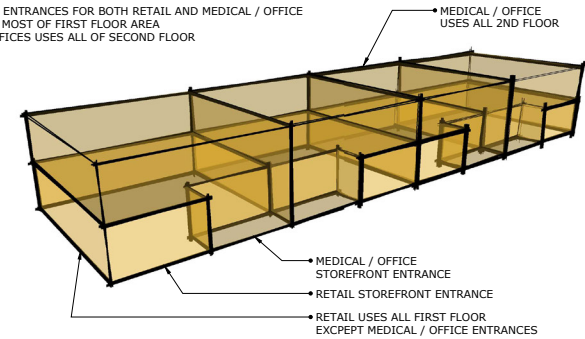


Aerial view looking southeast

South 27th Street Corridor

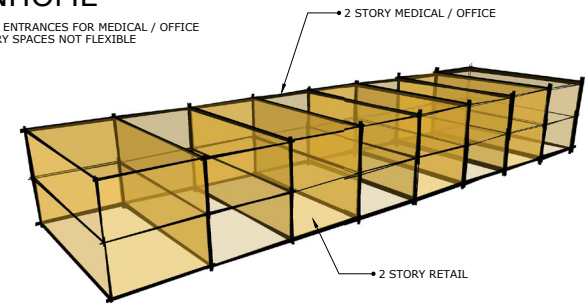
INTEGRATED

- + STOREFRONT ENTRANCES FOR BOTH RETAIL AND MEDICAL / OFFICE
- + RETAIL USES MOST OF FIRST FLOOR AREA
- + MEDICAL / OFFICES USES ALL OF SECOND FLOOR



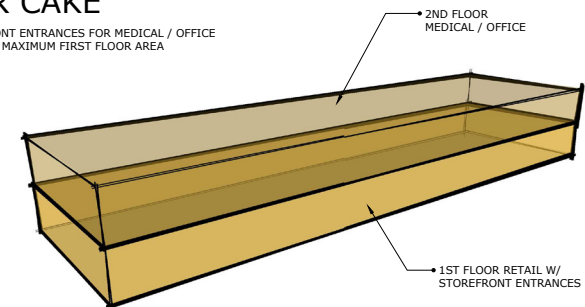
TOWNHOME

- + STOREFRONT ENTRANCES FOR MEDICAL / OFFICE
- SMALL 2 STORY SPACES NOT FLEXIBLE



LAYER CAKE

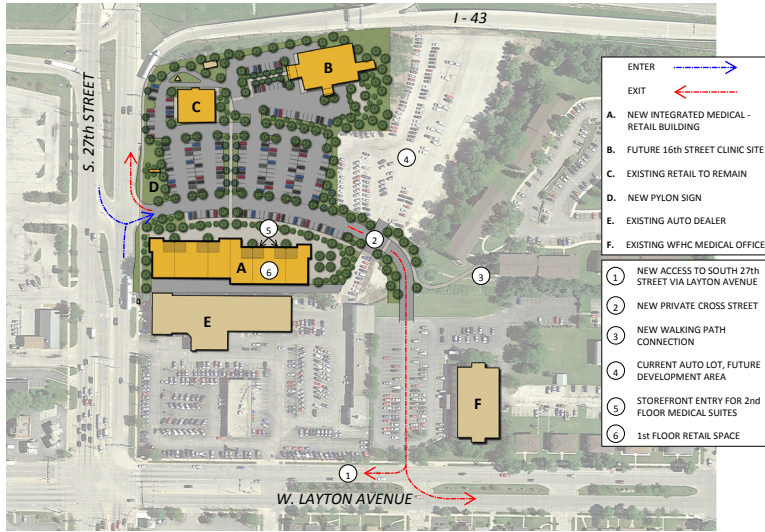
- NO STOREFRONT ENTRANCES FOR MEDICAL / OFFICE
- + RETAIL USES MAXIMUM FIRST FLOOR AREA



Blocking Diagram

SITE 4-: 4560-4624 S 27th Street

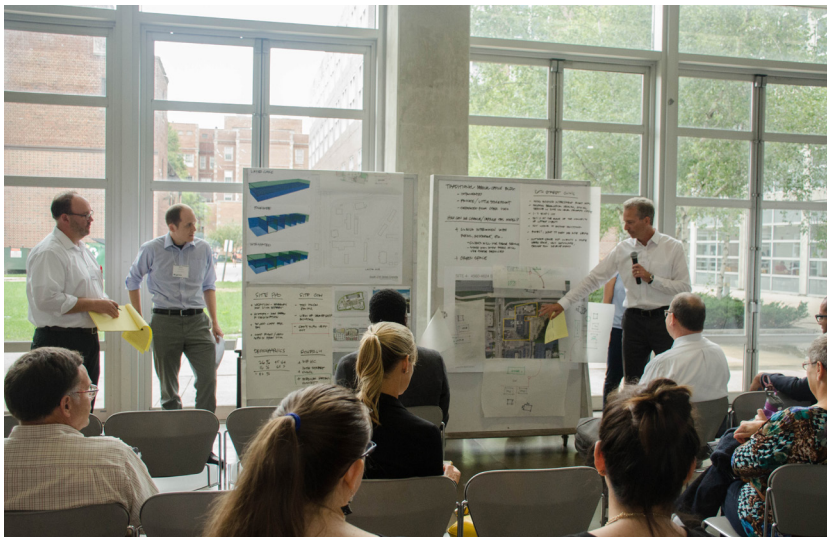
UHILEIN WILSON ARCHITECTS



Site Plan



Rendering: Integrated Medical-Retail Building viewed from S 27th Street



Uhlein Wilson Architects presenting the design for feedback



Rendering: Outdoor plaza at the east end of the Medical-Retail Building

SITE 5: 4671 & 4691 S 27th Street; 2720-2810 W Layton Ave (Greenfield)

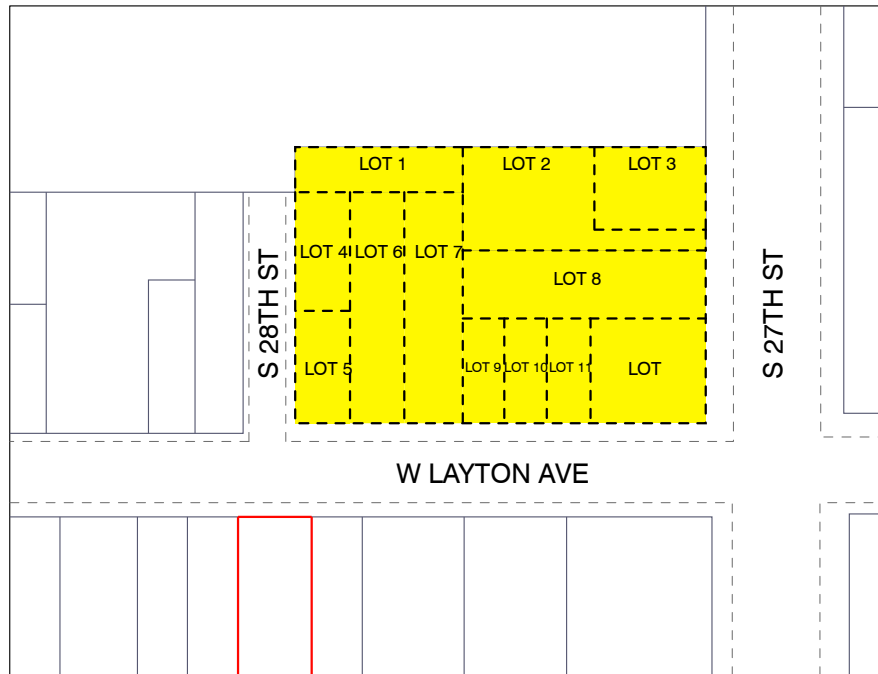


SITE 5: 4671 & 4691 S 27th Street; 2720-2810 W Layton Ave (Greenfield)



Aerial does not reflect the recent re-development of the entire vacant Kmart store and site to the northwest which is now occupied by the 'At-Home Decor Superstore'

SITE 5: 4671 & 4691 S 27th Street; 2720-2810 W Layton Ave (Greenfield)



- Privately Owned
- Site
- Roads
- City of Greenfield

Site Size: 3.71 acres

Traffic Count on 27th: 23,000

Traffic Count on W Layton Ave: 18,000

City: Greenfield

Site Address: 3700-3736 S 27th Street

LOT Numbers	Owner	Zoning Code	Building Area	Address	Year Built	Square Feet
LOT 1	ROS NO 11 LLC	PUD	N/A	4625 S 27th St	N/A	11761
LOT 2	Windom IV LLC	C2	N/A	4651 S 27th St	N/A	24961
LOT 3	Guaranty Savings &	C2	N/A	4661 S 27th St	N/A	14375
LOT 4	ROS NO 11 LLC	R2	N/A	S 28th St	N/A	8875
LOT 5	JAS A. TOMINSEK	R2	N/A	2810 W Layton Ave	N/A	8875
LOT 6	JOYCE NAUMANIS	R2	N/A	2800 W Layton Ave	N/A	17820
LOT 7	KELLY C. STAAT	R2	N/A	2744 W Layton Ave	N/A	17820
LOT 8	FRED W STORM, LLC	C2	N/A	4671 S 27th St	N/A	21780

SITE 5: 4671 & 4691 S 27th Street; 2720-2810 W Layton Ave (Greenfield)

CONTEXT & FOCUS GROUP INPUT:

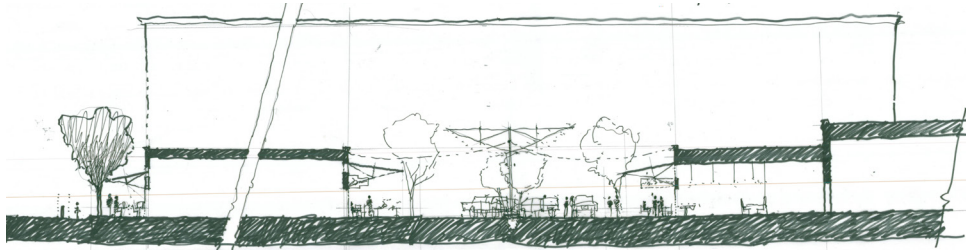
NEW CONSTRUCTION (CITY OF GREENFIELD)

- Include bank in new construction
- Integrate mixed-use, signature corner feature, public space, shared parking, and sustainable strategies

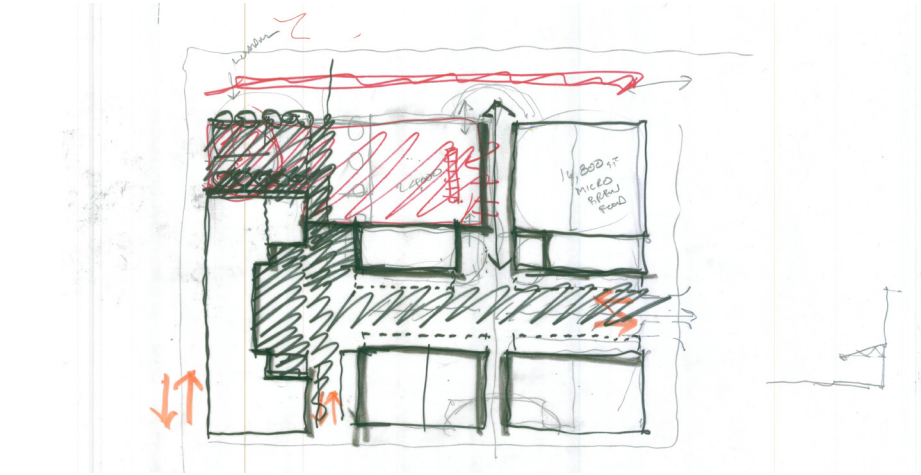
SUGGESTIONS:

- Apartment housing with retail
- Destination restaurant with central parking and plaza
- Retail uses to serve the neighborhood and be a destination for non-residents
- Consider shared parking with the new “At Home” business to the north of the site (future opportunities for outlet buildings)

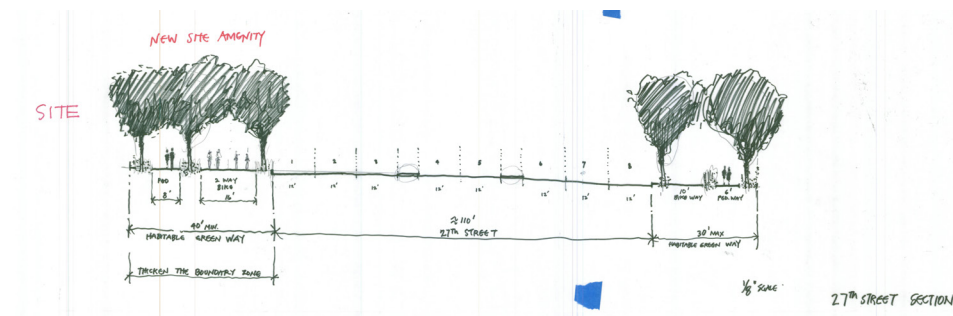




Elevation sketch



Site sketch



Corridor elevation sketch

SCHEME: Connectivity Beyond 27th Street & Layton Ave

TKWA UrbanLab proposes to bring new vitality to the South 27th Street corridor by creating a sense of place, supporting pedestrian activity and safety, attracting diverse commercial uses, addressing sustainability goals, helping to unify adjacent neighborhoods. This requires a new way of thinking that cannot be done in isolation. The City and property owners were open to moving current businesses and residents to allow for a new identity and character on the site.

Responding to suggestions prior to and during the charette, TKWA UrbanLab designed a “one-stop shop” Neighborhood Center with a variety of retail options, including a coffee shop, area for a farmer’s market, bank, apartments, other retail, conference center, and residential.

Outdoor spaces are given the same attention as indoor spaces, creating a series of niches and gathering places that can adapt to suit a variety of seasons and group configurations. The internal ‘parking court’ can convert to weekend or night markets. Restaurants and retailers occupy sidewalks and outdoor spaces to

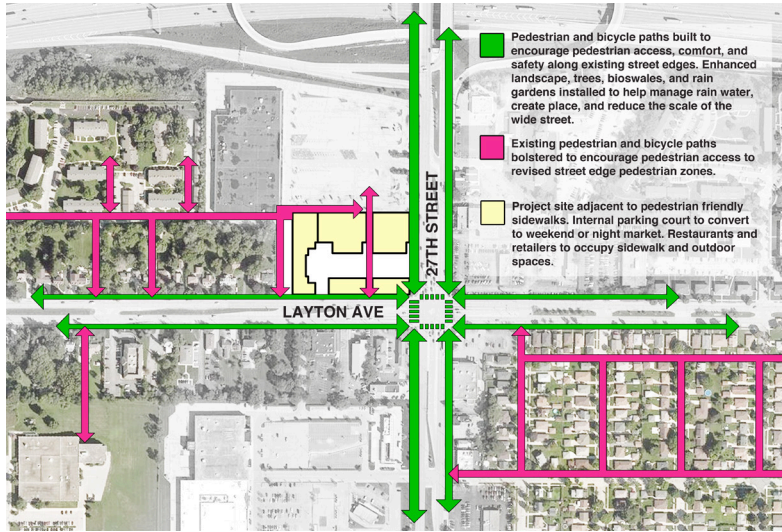
reinforce a sense of community and pedestrian activity.

Connections to the site are enhanced with a proposed ‘linear park’ featuring a tree-lined green parkway along South 27th Street. The parkway includes a two-lane bike path, separate walking path, and bioswales for stormwater management. Sidewalks are also located along Layton Avenue.

Vehicular traffic can enter the site via southbound South 27th Street or westbound Layton Avenue. Additional parking to the north of the site can be utilized with pedestrian passages into the core of the site and activity.

SITE 5: W Layton Avenue and S 27th Street

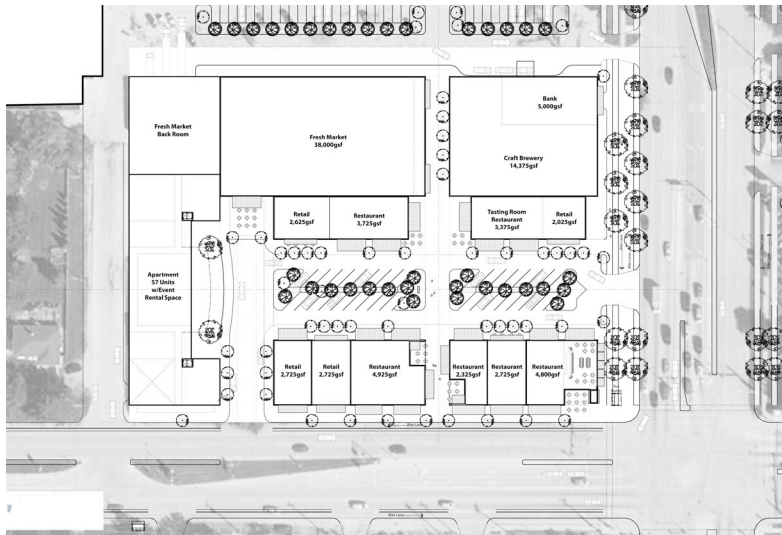
KUBALA WASHATKO



Proposed Pedestrian/Traffic Diagram



Kubala Washatko Architects collaborating



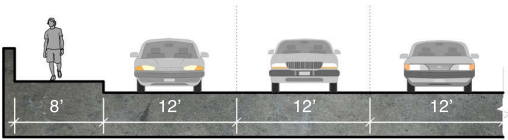
Site Plan



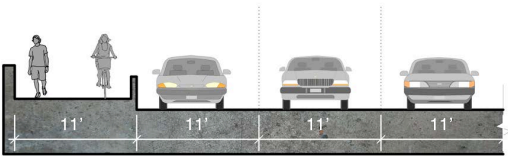
Kubala Washatko Architects presenting design concepts

SITE 5: W Layton Avenue and S 27th Street

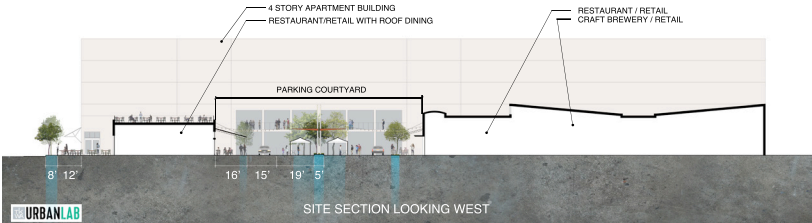
KUBALA WASHATKO



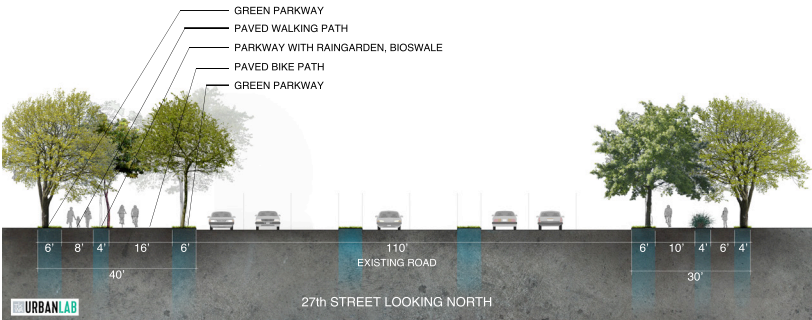
CURRENT 27th STREET BRIDGE



PROPOSED BIKE/PEDESTRIAN LANE

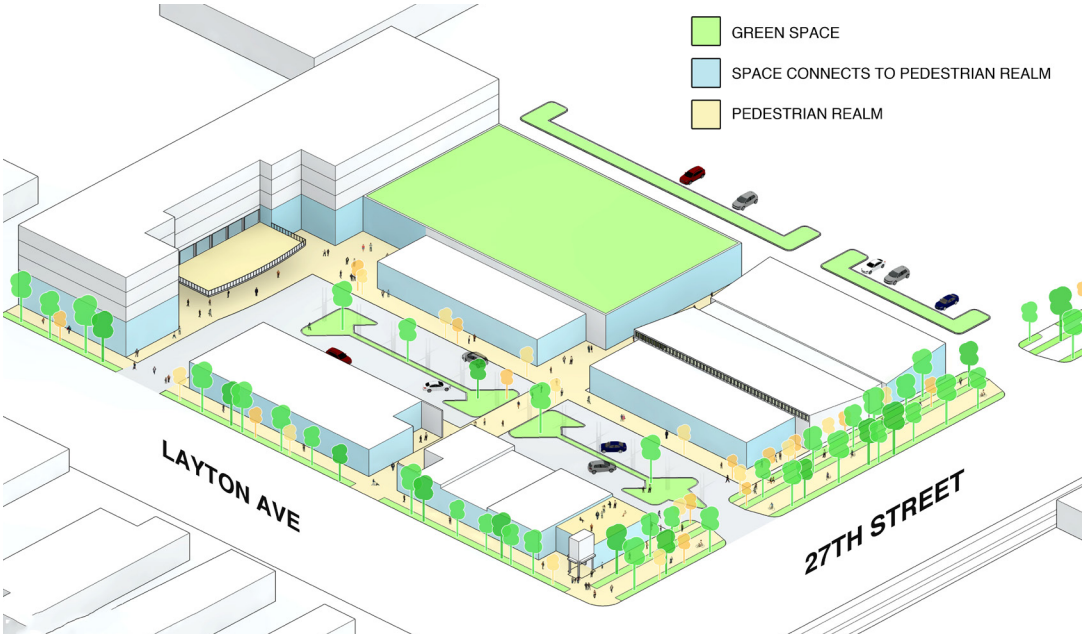


Site Section looking West



Proposed South 27th Street Section

South 27th Street Corridor



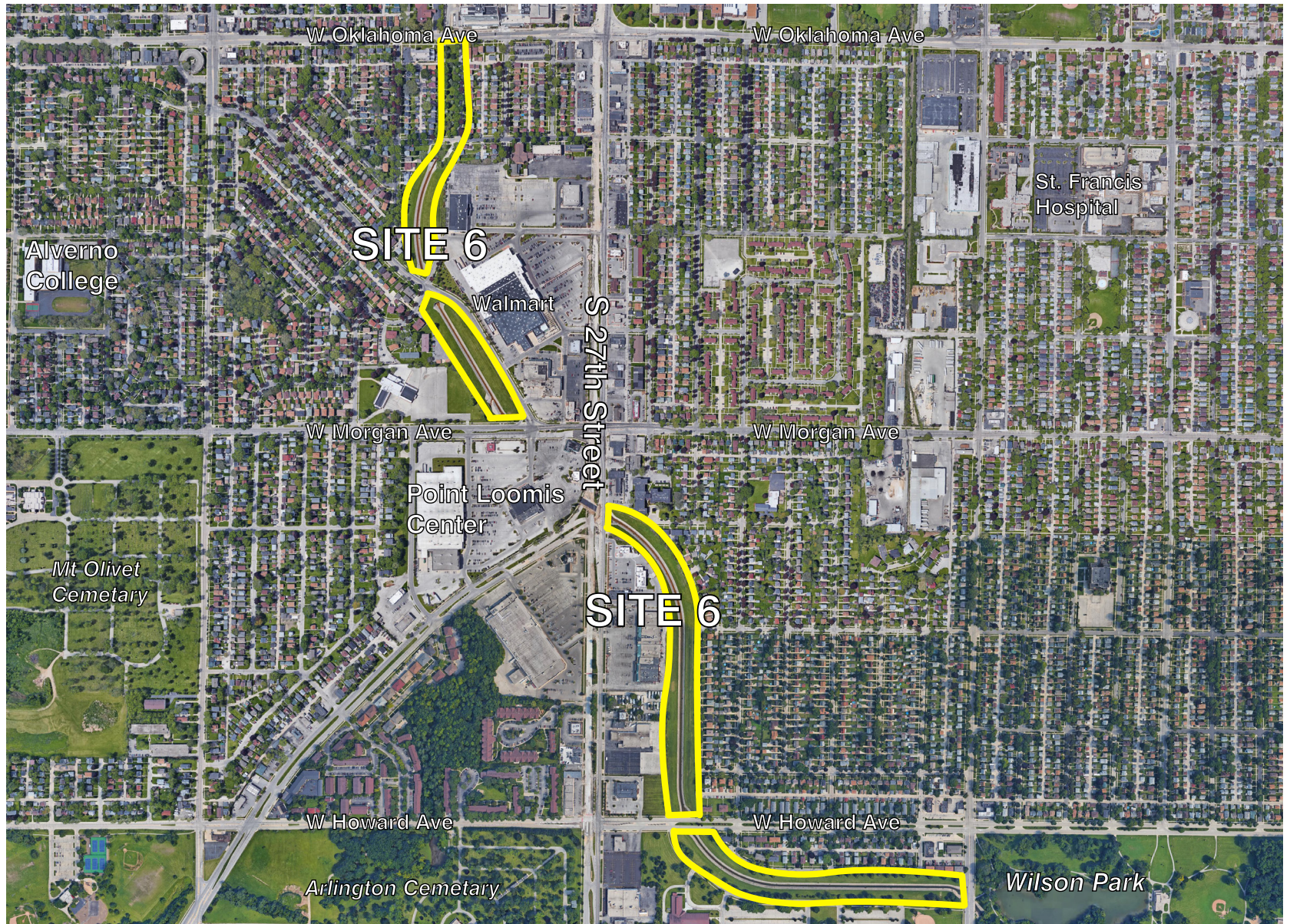
Massing Diagram



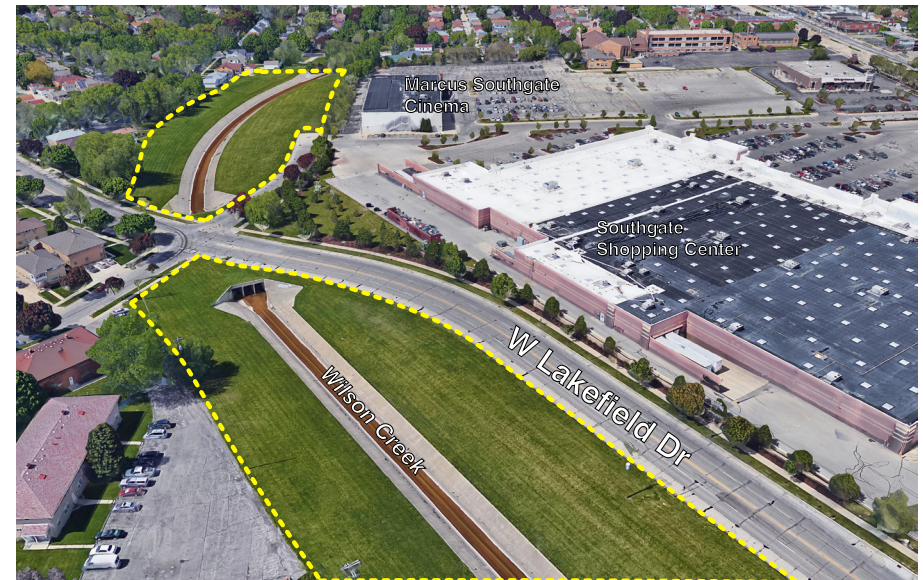


LOOKING NORTH THROUGH PEDESTRIAN CORRIDOR

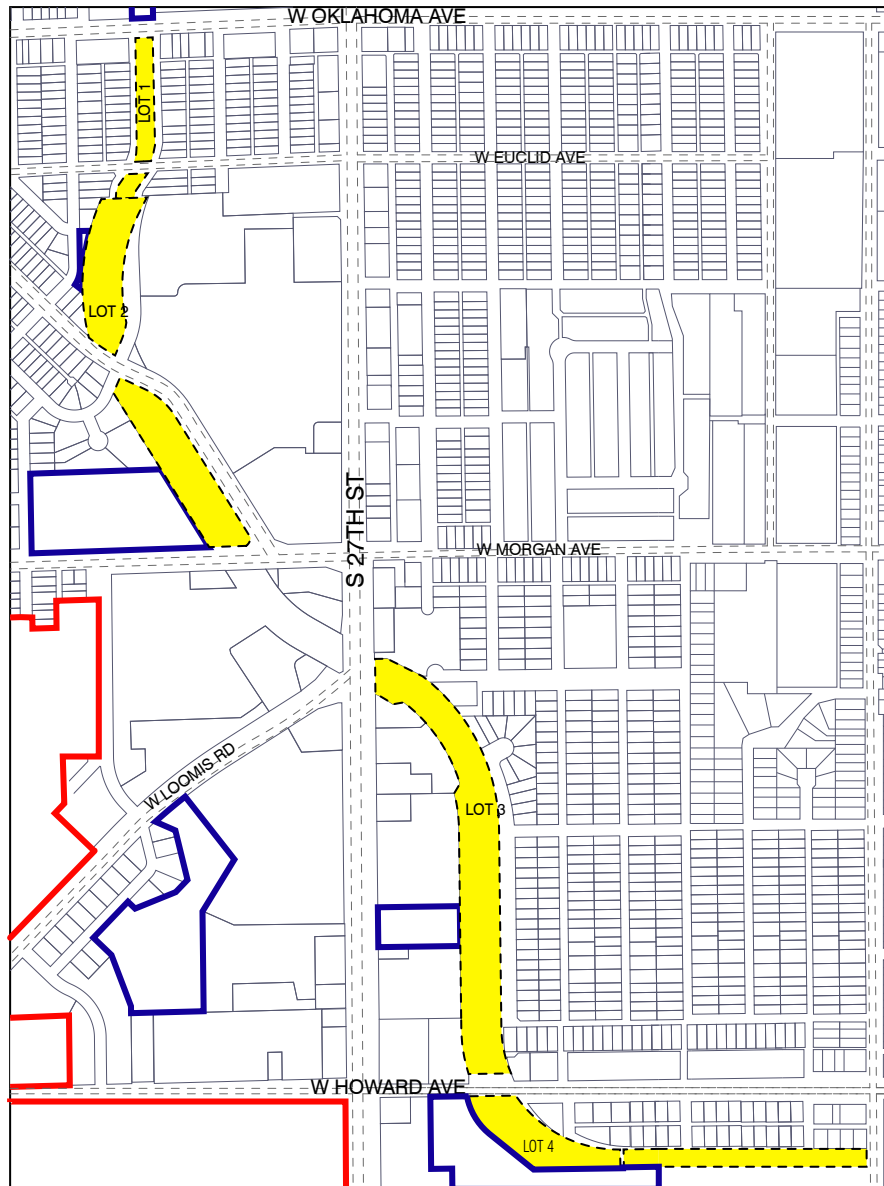
SITE 6: Wilson Creek Corridor (City of Milwaukee)



SITE 6: Wilson Creek Corridor (City of Milwaukee)



SITE 6: Wilson Creek Corridor (City of Milwaukee)



- Privately Owned
- Site
- City of Milwaukee
- Roads
- City of Greenfield

Site Size: 24.44

Traffic Count on 27th: 31,000

City: Milwaukee

Site Address: Wilson Creek

LOT Numbers	Owner	Zoning Code	Address	Square Feet
LOT 1	CITY OF MILWAUKEE	PK	3110 S 30TH ST	67,606
LOT 2	CITY OF MILWAUKEE	RT2	3102 W MORGAN	340,513
LOT 3	MMSD	LB1	3600 S 27TH ST	418,848
LOT 4	MILWAUKEE COUNTY	PK	2501 W HOWARD	130,110
LOT 5	MMSD	RT2	2201 W VAN BECK	107,362

SITE 6: Wilson Creek Corridor (City of Milwaukee)

CONTEXT & FOCUS GROUP INPUT:

WILSON CREEK -- JACKSON CREEK TO WILSON PARK (MMSD)

- Build on MMSD stormwater management planning
- Creek will become naturalized in the future

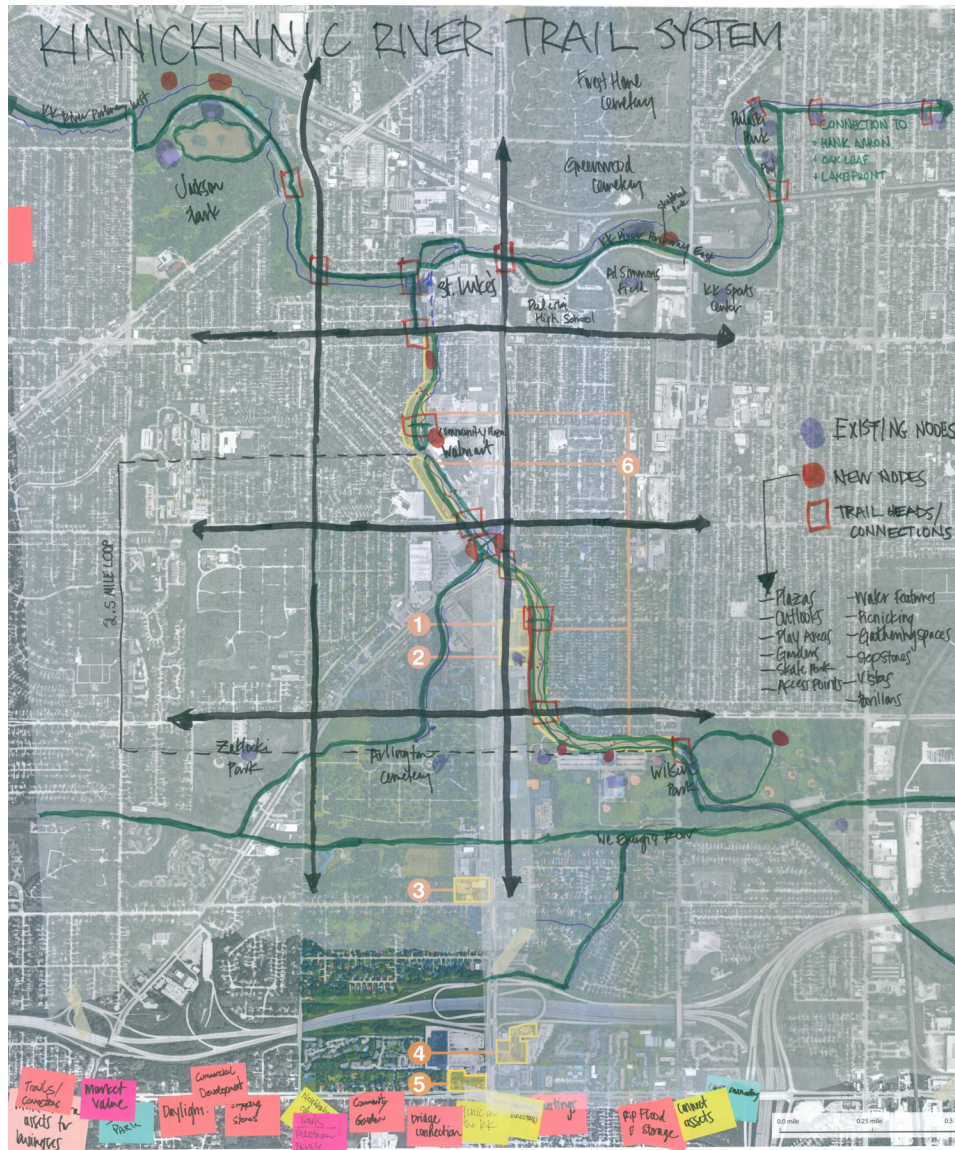
SUGGESTIONS:

- Create an amenity for the neighborhood and corridor
- Incorporate connections between the neighborhoods and the businesses
- Consider daylighting a portion of the parking lot at Loomis Center
- Trails along the edge that connect Jackson Park to Wilson Park and provide recreational opportunities



SITE 6: WILSON CREEK CORRIDOR

GRAEF



Wilson Creek site map and points of interest sketch

SCHEME: Naturalizing Wilson Creek

The long-term goal of MMSD is to naturalize Wilson Creek as part of an overall Stormwater Management Plan for the area. This provides an opportunity to create a neighborhood amenity that allows for recreation, public spaces, and enhanced views.

GRAEF suggests the naturalization contain more diverse vegetation and softer materials. While the need for a strong stormwater system remains, the concrete lined, channelized edge will become an undulating combination of rip-rap edges, terraced walls, and resilient vegetation. The once enclosed creek could be day lit

at Point Loomis Center, providing an environmental and visual amenity that has long been absent. The widened and naturalized waterway provides stormwater relief in this highly impervious area of the city.

Two different edge conditions are proposed for the creek; "Biofiltration" edges along the creek will aid in catching, storing, filtering, and returning stormwater to the water table in a safe and effective way; and "Interactive" edges allow for recreational opportunities, plazas, and connections to and across the water.



Wilson Creek integration into the corridor

SITE 6: WILSON CREEK CORRIDOR

GRAEF



Rendering: Creek view looking northwest in a residential area



Rendering: Hardscape plaza adjacent to major retail or developed parcels



Rendering: Day-lighting the creek and park at Loomis Point



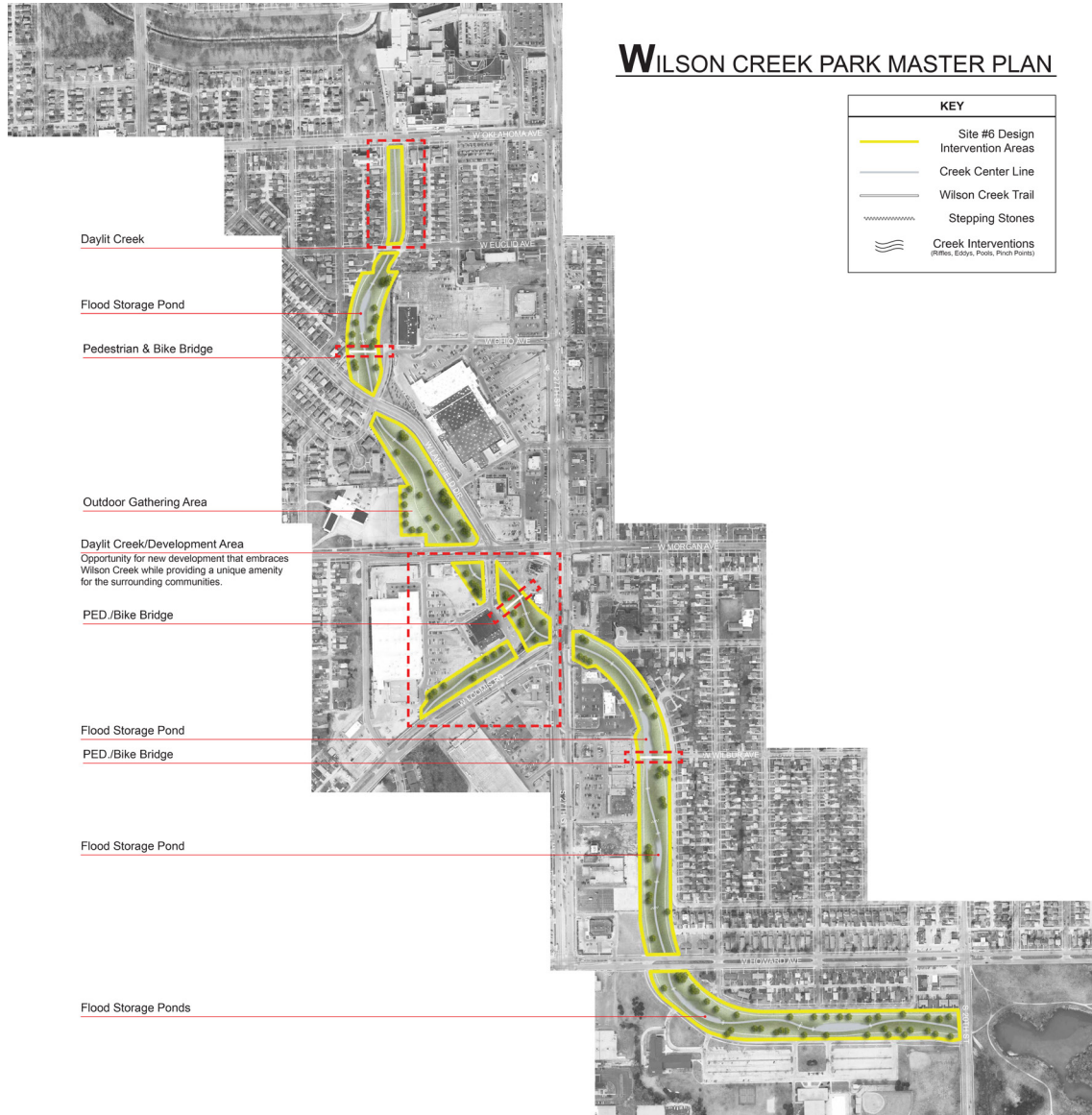
GRAEF planners discussing Wilson Creek potential



Rendering: Loomis Point/Pedestrian Bridge

SITE 6: WILSON CREEK CORRIDOR

GRAEF

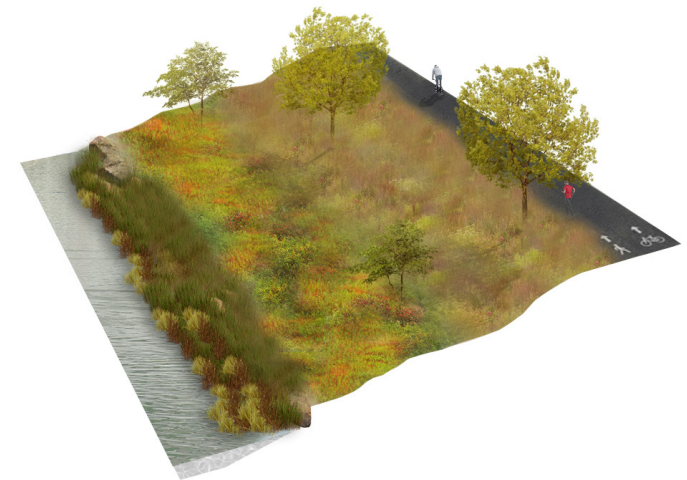


Site Plan

South 27th Street Corridor



Interactive Edge



Natural Filtering Edge

