**MAP 8**

**LAYTON AVENUE**

Greenfield’s Main Street

**REDEVELOPMENT CONCEPT**

Greenfield, Wisconsin

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**ROOT RIVER PARKWAY BUSINESS CENTER**

- Long Term Transitions to Corporate Offices
- Activate Root River Parkway, West Main
- Take Advantage of Interstate Visibility
- Mixed Use Intersections
- Major Infill & Redevelopment Opportunity
- Mixed Use Intersections
- Individuals

**HONEY CREEK BUSINESS CENTER**

- Service-Oriented Retail
- Mixed Use
- Landscaping
- Public Art
- Mixed Use Intersections
- Major Infill & Redevelopment

**HIGH SCHOOL**

- Integrate Improvements with Town Center
- Mixed Use
- Mixed Use Intersections

**MIXED USE INFILL & REDEVELOPMENT**

- Selective Infill and Redevelopment
- Mixed Use Intersections
- Public Art
- Mixed Use

**76TH & LAYTON COMMERCIAL HUB**

- Future Epicenter for Regional Destination Retail
- Low Intensity Office East of Parkway & Higher Intensity Office West of Parkway
- Mixed Use
- Mixed Use Intersections

**MODERATE STREETSCAPE IMPROVEMENTS**

- Increased Pedestrian Lighting
- Improved Landscape

**MIXED RESIDENTIAL**

- Pedestrian Scale Lighting with Banners
- Amenity Districts, Trash Receptacles, etc.

**MEDICAL CORRIDOR**

- Create "Main Street" Feel
- Public Art
- Pedestrian Scale Lighting with Banners

**27TH STREET ENTERTAINMENT & HOSPITALITY DISTRICT**

- Redevelopment with a Mix of Uses (Hotel, Entertainment & Office)
- Multidisciplinary

**GREENFIELD TOWN CENTER DISTRICT**

- Mixed Use
- Mixed Use Intersections
- School Focused Retail

**MID TOWN POINTS DESIGN DISTRICT**

- Mixed Use
- Mixed Use Intersections
- Mixed Use

**HEALTH SERVICES DISTRICT**

- Mixed Use
- Mixed Use Intersections
- Mixed Use

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**LEGEND**

- Major Infill & Redevelopment
- Public Art
- Regional Transit
- Proposed Bus Shelters
- Hybrid Street Improvements
- Major Streetscape Improvements

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Vandewalle & Associates

Planning, Creating, Rebuilding

Adopted: 11/18/08, Ord. #2629

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MAP 8 Diagram Description:

- **Honey Creek Business Center**: Service-oriented retail, mixed-use, landscaping, public art. Mixed-use intersections.
- **High School**: Integrate improvements with town center. Mixed-use, mixed-use intersections.
- **Mixed Use Infill & Redevelopment**: Selective infill and redevelopment, mixed-use intersections, public art, mixed-use.
- **76th & Layton Commercial Hub**: Future epicenter for regional destination retail, low-intensity office east of Parkway and higher-intensity office west of Parkway. Mixed-use.
- **Moderate Streetscape Improvements**: Increased pedestrian lighting, improved landscape.
- **Mixed Residential**: Pedestrian scale lighting with banners, amenity districts, trash receptacles, etc.
- **Medical Corridor**: Create "Main Street" feel, public art, pedestrian scale lighting with banners.
- **27th Street Entertainment & Hospitality District**: Redevelopment with a mix of uses (hotel, entertainment, office).
- **Greenfield Town Center District**: Mixed-use, mixed-use intersections, school-focused retail.
- **Mid Town Points Design District**: Mixed-use, mixed-use intersections, mixed-use.
- **Health Services District**: Mixed-use, mixed-use intersections, mixed-use.

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**MAP 8 Diagram Details**:

- **Major Infill & Redevelopment Opportunity**: Major infill and redevelopment opportunity.
- **Public Art Opportunity**: Public art.
- **Regional Transit Opportunity**: Regional transit.
- **Proposed Bus Shelters/Steps**: Proposed bus shelters/steps.
- **Hybrid Street Improvements**: Hybrid street improvements.
- **Major Streetscape Improvements**: Major streetscape improvements.

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**Greenfield's Main Street**

- **2006**
- **Adopted: 11/18/08, Ord. #2629**

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**Connect Transit to Development**

- Long-term Redevelopment
- Special Marketing District
- Urban-style retail, mixed-use, additional furniture, health service businesses, restaurants, mixed-use with office above.

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**Major Streetscape Improvements**

- Pedestrian scale lighting with banners
- Amenity districts, trash receptacles, etc.

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**MID TOWN POINTS**

- **Mixed Use**
- **Intersections**

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**GREENFIELD TOWN CENTER DISTRICT**

- Mixed-use town center development
- Neighborhood & retail
- Low to mid-rise development
- Commercial intersections
- Public improvements and public art
- Other beautified park enhancements

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**HIGH SCHOOL**

- Integrate improvements with Town Center
- Mixed-use
- Mixed-use intersections

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**27TH STREET**

- Entertainment & Hospitality District
- Redevelopment with a mix of uses (hotel, entertainment, office)
- Multi-story buildings
- Land assembly required

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**MAJOR STREETSCAPE IMPROVEMENTS**

- Pedestrian scale lighting with banners
- Amenity districts, trash receptacles, etc.
- Signage

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**LAYTON AVENUE**

- Greenfield, Wisconsin

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**MAJOR STREETSCAPE IMPROVEMENTS**

- Create "Main Street" feel
- Public Art
- Pedestrian scale lighting with banners
- Amenity districts, trash receptacles, etc.
- Signage

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**LAYTON AVENUE**

- Greenfield, Wisconsin

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**MIXED RESIDENTIAL**

- Pedestrian scale lighting with banners
- Amenity districts, trash receptacles, etc.

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**CIVIC CAMPUS**

- Community center
- Konkel Park enhancements

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**MID TOWN POINTS**

- **Mixed Use Intersections**
- Mixed-use intersections
- Mixed-use

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**LAYTON AVENUE**

- Greenfield, Wisconsin

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**MIXED RESIDENTIAL**

- Pedestrian scale lighting with banners
- Amenity districts, trash receptacles, etc.

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**COMMUNITY ENTRANCE**

- Community entrance
- Opportunity for campground

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**LEGEND**

- Primary commercial intersections
- Mixed-use intersections
- Neighborhood-commercial intersections
- Redevelopment corridor
- Residential transition corridor
- Major streetscape improvements
- Mixed-use improvements
- Moderate streetscape improvements