

NOTES

- 1 Work with WISDOT to determine access potential
- 2 Potential single office user site
- 3 Incorporate planned office building site plan into redevelopment plan
- 4 Explore relocating park & ride lot to the south and redeveloping the existing park & ride lot and surrounding area into a mix of retail, residential and office uses
- 5 Pedestrian connection links the surrounding neighborhood into the redevelopment area

POTENTIAL LAND USES

- Office
- Retail
- Mixed Use

Office

- Office or service uses
- 2 - 5 stories
- Immediate access to I-894
- High visual marketability from I-894
- Quality architecture & materials
- Potentially one site for a large office user



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

Vandewalle & Associates
Madison & Milwaukee, Wisconsin
Planning, Creating, Rebuilding

Potential Long-Term Redevelopment

- Retail and office uses with residential potentially above
- 2 - 3 stories
- Buildings oriented along Loomis Road with reduced setbacks
- Urban architecture - brick facades, flat roofs, 1st floor transparency, entrances oriented toward the street & parking in the rear



MAP 11
LOOMIS ROAD
Special Interest Area
CONCEPT PLAN
Greenfield, Wisconsin

Mixed Use

- Vertical and horizontal mix of retail, office & residential uses
- Retail along Loomis Road with residential and office behind
- 2 - 5 stories
- Pedestrian-scaled streetscape & urban open spaces
- Adjacent to mass transit
- View of downtown Milwaukee
- Urban architecture - brick facades, flat roofs, 1st floor transparency, entrances oriented toward the street & parking in the rear



200

Feet