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

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 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

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

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

LOOMIS ROAD
Special Interest Area
CONCEPT PLAN
Greenfield, Wisconsin

Map 11