

MAP 13

TWO-SEVEN Corridor

REDEVELOPMENT CONCEPT

Greenfield, Wisconsin

I-43 INTERCHANGE REDEVELOPMENT

- Opportunity for Mixed Use Development
- Lot Depths allow for Large Scale Development Projects
- Located at Important Intersections with High Visibility and Traffic Counts
- Office, Entertainment, Retail, Hospitality
- Limited Residential
- Community Gateway from I-43



(A)

W. Howard Ave.

CENTRAL CORRIDOR REDEVELOPMENT

- Mid-Block Redevelopment/Infill
- Commercial Development along 27th St
- Retail and Residential at Corner of 27th and Grange Ave.
- Residential along west Edge of Corner Property
- Existing Parcels could be Combined to form Larger Developments



(B)

COMMUNITY GATEWAY

- Enhance Entrance Experience into Greenfield
- Provide a Community Identity
- Potentially Incorporate Wayfinding
- Landmark Quality Building



(F)

KEY INTERSECTION DEVELOPMENT

- Higher Density Development
- Mix of Uses
- Commercial Uses along 27th St
- Residential Uses Behind Commercial
- Two + Story Buildings at Corners



(D)

MID BLOCK DEVELOPMENT

- Commercial
- One to Two Story Buildings
- Parking on the Side and Rear
- Limited Residential
- Professional Site Design
- Animated 'strip' architecture is acceptable



(E)

COMMUNITY GATEWAY MIXED-USE PROJECT

- Greenfield CommunityGateway/Image
- Access to to I-94
- Commercial along 27th Street



(C)

KEY REDEVELOPMENT SITE

- Infill Mixed-Use
- Two Story Landmark Building with High Quality Architecture at Corner
- Commercial along 27th Street
- Townhome Residential on the Western Half of Site



KEY REDEVELOPMENT SITE

27TH CORRIDOR STREETSCAPE

- Design Guidelines
- Vertical Elements at Major Intersections
- Consistent Landscape Treatment
- Median Plantings



(G)

LEGEND

- Key Redevelopment Opportunities
- Community Gateway
- Key Intersection Development
- Mid Block Development
- Opportunity to Connect Residential Neighborhood to Commercial Corridor
- Likely Meets Blight Criteria
- Major New Investments Made

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