**TWO-SEVEN Corridor Redevelopment Concept**

**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

**Community Gateway 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

**Community Gateway Mixed-Use Project**
- Greenfield Community Gateway/Image
- Access to I-94
- Commercial along 27th Street

**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

**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

**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

**Preferred Development Pattern**
- Highest Density at Major 'Gateway' Intersections
- Corner Commercial Nodes at Secondary Thru Intersections
- Redevelopment and Infill at Mid-Block Sites
- Internally Vehicular and Pedestrian Connections Between Sites (Cross-Easements)
- Pedestrian Connections to Adjacent Neighborhoods
- Major Streetscape Intersections
- Stylized Roadside Architecture and Signage
- Brand as a Unique Commercial District

**Map 13**
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To Downtown Milwaukee
To Airport

**27th Corridor Streetscape**
- Design Guidelines
- Vertical Elements at Major Intersections
- Consistent Landscape Treatment
- Median Plantings

**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

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

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

**Evolve Architecture & Planning**
Madison & Milwaukee, Wisconsin
Planning, Creating, Rebuilding
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