

MAP 13  
TWO-SEVEN  
*Corridor*  
REDEVELOPMENT CONCEPT  
*Greenfield, Wisconsin*

PREFERRED DEVELOPMENT PATTERN

- HIGHEST DENSITY AS MAJOR 'GATEWAY' INTERSECTIONS
- CORNER COMMERCIAL NODES AT SECONDARY THRU INTERSECTIONS
- REPARCELIZATION AND INFILL AT MID-BLOCK SITES
- INTERNALIZED VEHICLE 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

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



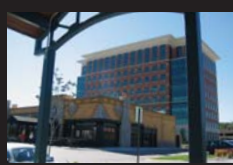
CENTRAL CORRIDOR REDEVELOPMENT

- 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

- 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



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 MIXED-USE PROJECT

- Greenfield CommunityGateway/Image
- Access to 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



27TH CORRIDOR STREETSCAPE

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



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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