WEST ALLIS
MILWAUKEE
HALES CORNERS
GREENDALE
FRANKLIN

Recreational opportunity along Honey Creek
Recreational opportunity along utility corridor

Greenfield Town Center
- Walkable neighborhoods
- Civic campus/public features
- Neighborhood retail services
- Konkel Park

Root River Business Center
- Corporate offices - financial/medical
- Tall buildings create a focal point/civic identity
- Interstate visibility
- Market greenway as an amenity
- Put green back in Greenfield
- Connected to biomedical/office uses to the north
- Integrate retail and housing
- South-suburban business address
- Park and ride
- Westside trailhead
- 10 minutes to downtown Milwaukee
- 5 minutes to airport

“Layton Corners”
- Dense development oriented around the park and ride
- Landmark development
- Commuter-oriented retail/services
- Airport-related hospitality/office
- Satellite medical offices
- Views of downtown Milwaukee
- Quality urban architecture
- Immediate access to I-894
- Eastside trailhead

27th Street Corridor
- Work with Milwaukee to improve the 27th Street image
- Opportunity for quality mixed-use infill
- Themed retail and signage

27th Street Corridor
- “Magic Mile”
- Flatiron developments
- Mayfair south
- Retail/entertainment
- Office over retail
- Mid-rise scale

Connection to Chicago and beyond via Amtrak, Airport, and Metra
- Recreational opportunity along Honey Creek
- Recreational opportunity along utility corridor

Root River Business Center
- Southridge Mall
- Mid-Town “Points”
- 76th St “Magic Mile”
- Fashion developments
- Mayfair south
- Retail/entertainment
- Office over retail
- Mid-rise scale

Main Street
- Heavy concentration of streetscape features

OPPORTUNITIES ANALYSIS

LEGEND

- Major node (mostly commercial)
- Minor node (mixed-use)
- Landmark/Community Gateway

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

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