MAP 17
OPPORTUNITIES ANALYSIS
Greenfield, Wisconsin

WEST ALLIS
MILWAUKEE
HALES CORNERS
GREENDALE
FRANKLIN
MILWAUKEE

National Avenue
Beloit Road
76th Street
68th Street
60th Street
43rd Street
Forest Home Avenue
27th Street
35th Street
Oklahoma Avenue
Morgan Avenue
Howard Avenue
Cold Spring Road
Layton Avenue
Grange Avenue
Loomis Road
27th Street

St. Lukes Medical Center

Recreational opportunity along Honey Creek

Recreational opportunity along utility corridor

Honey Creek
Root River

894
43
45
100
36
94
41

Civic Campus
Southridge Mall
T.O.D. Opportunity

Downtown 10 mins.

Connection to Chicago and beyond via Amtrak, Airport, and Metra

Amtrak Station
General Mitchell International Airport

To Chicago

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

"Layton Corners"
- Dense development oriented around the park and ride
- 'Landmark' development
- Communter-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

Main Street
- 'Main' section
  - Heaviest concentration of streetscape features

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

Mid-Town "Points"
- 76th St "Magic Mile"
- Flatiron developments
- Mayfair south
- Retail/entertainment
- Office over retail
- Mid-rise scale

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

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Vandewalle & Associates
Madison & Milwaukee, Wisconsin
Planning, Creating, Rebuilding