

# Sigurd Strautmanis

General Capital Group  
6938 N. Santa Monica Blvd  
Milwaukee, WI 53217  
[sig@generalcapitalgroup.com](mailto:sig@generalcapitalgroup.com)

General Capital is the co-developer of Reed Street Yards. Sig is responsible for coordinating General Capital's design, municipal entitlements, construction and marketing. In addition, Sig leads General Capital's environmental initiatives, including managing the firm's energy efficiency program and certifying new residential projects.

In 2004, Sig was named to the Business Journal's "40 Under 40" list for his contributions to the profession and local community. Sig joined General Capital after working for LDR International, a nationally recognized land use and urban design firm in Columbia, Maryland and for the Village of Germantown, a high growth Milwaukee suburb. In addition to his work at General Capital, Sig is currently an Adjunct Assistant Professor of Urban Planning at the University of Wisconsin – Milwaukee. He has Masters degrees in Architecture and Urban Planning.