



North 35th Street & West Capitol Drive (Century City) Redevelopment
City Plan Commission
May 19, 2025

What's included in Amendment No. 2 for the North 35th Street & West Capitol Drive (Century City) Redevelopment Plan?

- The amendment extends the duration of the Redevelopment Plan for a period of five years
- The amendment updates the use table to reflect the current zoning code

Redevelopment Project Area Boundaries



Updated Permitted Use Table

Exhibit D
Updated Permitted Use Table

Amendment No. 2
West Capitol Drive and North 35th Street "Century City" Redevelopment Plan

A.	B.	C.
Uses	Current IH Use Classification	Additional Use Restrictions
<i>Residential Uses</i>		
Single-family Dwelling	N	-
Two-family Dwelling	N	-

Land Use Provisions – Definitions

Y = Permitted use as a matter of right

L = Limited use – must meet the limited use standards

C = Conditional use – requires RACM Board approval

S = Special use - requires BOZA approval for a special use permit

N = Use not allowed

Outdoor Racing Facility	S	N
<i>Storage, Recycling, and Wholesale Trade Uses</i>		
Recycling Collection Facility	Y	N
Mixed-waste Processing Facility	L	N
Material Reclamation Facility	L	N
Salvage Operation, Indoor	L	N
Salvage Operation, Outdoor	S	N
Wholesale and Distribution Facility, Indoor	Y	-
Wholesale and Distribution Facility, Outdoor	Y	C
<i>Storage Facilities</i>		
Indoor	Y	-
Self-service	S	N
Outdoor	Y	N
Hazardous Materials	S	N

Small clip of full chart – see redevelopment plan for full chart

What is a Redevelopment Plan?

The State of Wisconsin authorizes local legislative bodies to create and modify comprehensive plans of redevelopment and to designate boundaries under State Statute 66.1333(6)

Redevelopment Plans allow for the following activities within a plan boundary:

- Create guidance and general framework for development
- Acquire, transfer, lease, or sell real property
- Assemble property for redevelopment
- Demolish existing structures and clear areas
- Borrow money, issue bonds and make loans
- Condemn property (eminent domain) in furtherance of redevelopment objectives
- Coordinate and confer with the local planning commission, public officials, boards, authorities, agencies and the public to enact improvements
- Limit construction and enact certain restriction on development

Century City Redevelopment Plan

Objective is industrial land preservation

RACM Actions

- 2005 – Created the original Redevelopment Plan and Project Area Boundary
- 2008 - Redevelopment Plan held up to litigation at Milwaukee County Circuit Court and before the Federal Surface Transportation Board
- 2009 – Acquired 84 acres of the former AO Smith/Tower Automotive Site from MITC
- 2010 – Created Amendment No. 1 to clarify permitted uses and establish development guidelines
- 2011 – Created the Century City Redevelopment Corp.
- 2019 – Acquired 13 acres at 35th & Capitol in cooperation with Business Improvement District #37
- 2025 – Created Amendment No. 2 to extend the plan’s life for 5 years and update the Permitted Use Table to reflect the current Industrial-Heavy zoning code

Development Activity

- 2003 – Tower Automotive filed for bankruptcy
- 2004 – Tower began to break up the site and look for asset recovery - DPW Field HQ Built & Pak Technologies acquired site
- 2009 – Century City Targeted Investment Neighborhood (TIN) created
- 2010 – Talgo, Inc. moved into the business park
- 2011 – Century City Lofts were built
- 2013 – Century City Tri-Angle Neighborhood Association (CCTNA) Neighborhood Plan created
- 2015 – Century City 1 Building was built
- 2015 – Benson Industries built the curtain walls for Northwestern Mutual Commons
- 2023 – Melvina Park expands with direction and support from CCTNA, Quad, & MKE City Parks

Century City Real Estate Development

Site Conditions when the Redevelopment Authority Purchased the Property



Site Improvements Since the Redevelopment Authority Purchased the Property



Century City Real Estate Development

Over 50 acres of land cleared and prepared for development



Site Assets

- Private companies located at Century City



- Approximately 500 people report to work at Century City each day
- Century City has job opportunities at all skill level – entry level to highly skilled
- Connected by seven bus routes
- Largest available industrial site in the City of Milwaukee with existing utilities and infrastructure
- More than 50 acres available for new industrial development



What's Happening at Century City?

- City, M7, & WEDC are marketing the sites
- Talgo is growing and hiring
- Craft Beverage Warehouse is growing and attracting more tenants to Century City 1
- Hundred Acre is expanding
- Pak Technologies is using the rail to expand their business
- Planning for the future of 35th & Capitol with BID #37, Sherman Park Community Association, and CCTNA
- Melvina Park expansion is moving forward



Century City Neighborhood Investment

Melvina Park Expansion & Flood Mitigation

Park Expansion Led by Century City
Triangle Neighborhood Association

Flood Mitigation & Education Projects



3940 North 35th Street (35th and Capitol)



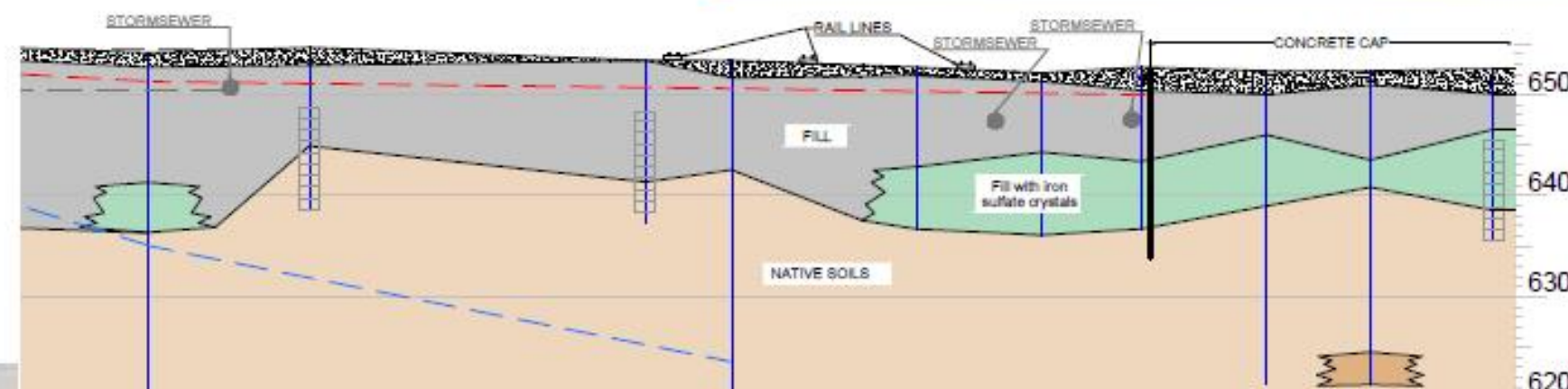
Storm Sewer Condition
Onsite storm sewer infrastructure dates from initial development. Groundwater inflow and infiltration is being evaluated.

Groundwater Conditions
Groundwater flow to the north-northwest. Shallow groundwater impacts include VOCs, PAHs, and metals above established NR 140 standards.



Site Cover
The site is largely paved in 10+ inches of concrete. The east side has vegetated fill graded up to the elevated railroad line.

Site Wide Soil Conditions
Soil impacts include VOCs, PAHs, and metals at concentrations above respective groundwater pathway residual contaminant levels in fill soils.

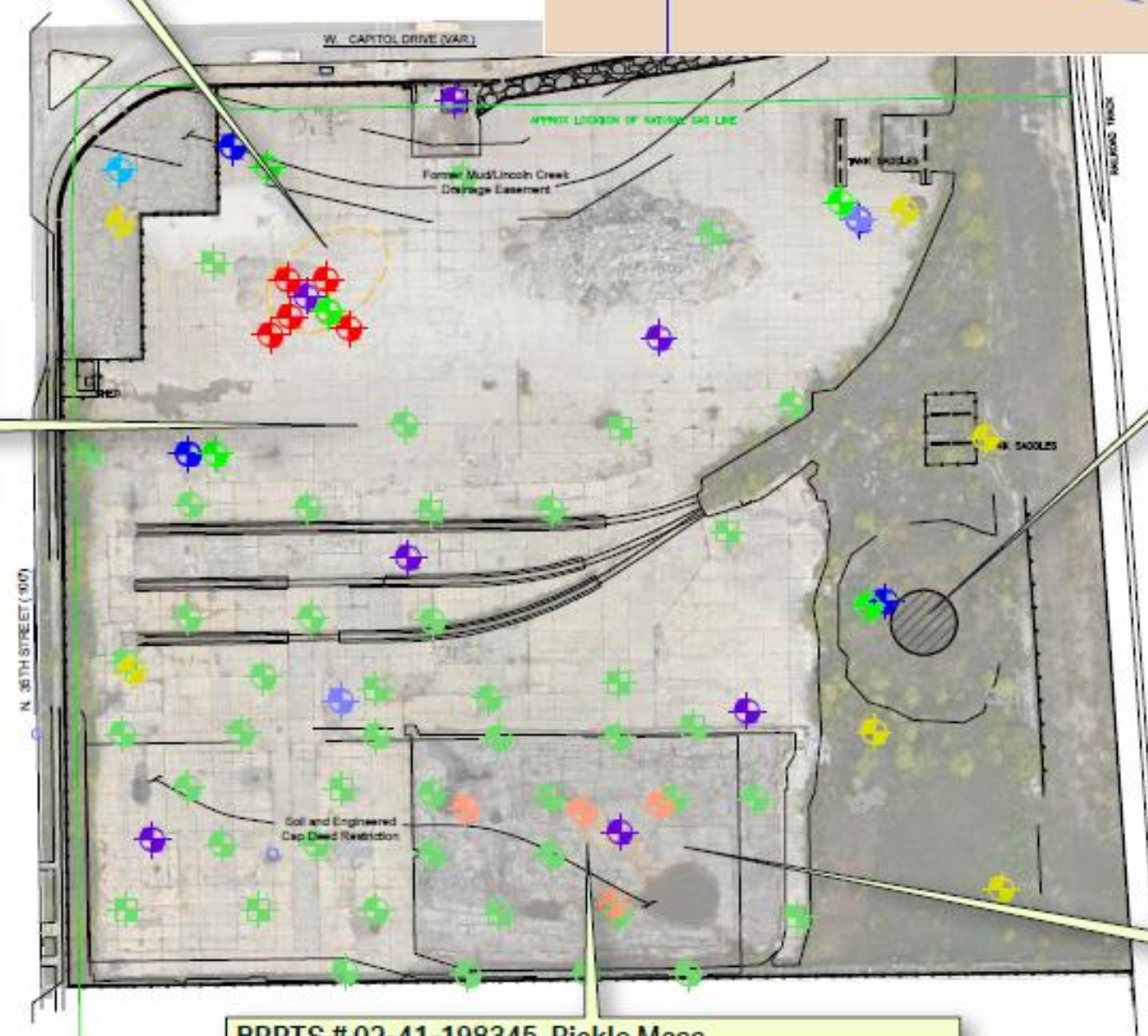


BRRTS # 02-41-591218, N 35th Street- Historical Fill
Mid-20th Century fill was imported for the backfill of Mud Creek and lowlands to raise the site for industrial use. Backfill introduced a diversity of VOCs, PAHs, and metals.

BRRTS # 09-41-535698, Former 500k Gal AST
Former 500,000-gallon fuel oil aboveground storage tank location.



Former Pickle Liquor Lagoons
Iron sulfate (FeSO_4) crystals from the former pickling operations where sulfuric acid solution (pickle liquor) was used to clean metal surfaces. Waste pickle liquor pumped to the lagoons where the sulfuric acid and iron combined to create iron sulfate.



BRRTS # 02-41-198345, Pickle Mass
Continuing obligations to maintain the existing cap over the former pickle liquor pond and comply with associated groundwater use and land deed restrictions.

The Menomonee Valley, Century City, Florida Yards, Solvay Coke, Northridge all represented significant dangers and risks to city residents. The private sector turned their backs and walked away. City & State agencies are the only entities who could turn these sites around and get them back into productive use. It takes time and patience.

“We could have sold the whole project out in a couple of years if we weren’t picky, but it took about more than 10 years to find the right mix of developments that we could feel good about. We needed the help of multiple groups to do the heavy lifting—the corporate sector to invest, the non-profits to help make the connection with the neighborhoods. It’s more than the city could do on its own.”

This quote describes the approach to the Menomonee Valley Industrial Center, but it applies to the Century City Business Park as well.

The work continues!

Comparable Site - Similar Scale and Investment

Menomonee Valley Industrial Center

Total Acreage:	120
Acreage Made Available:	60
Acreage Currently Available:	0
Current Number of Companies:	14
Investment in Pre-Development:	\$35M
Year Acquired/First Sites Available:	1999/2005
Timeline to Fill Park:	21yrs (1999-2020)

Century City Business Park

Total Acreage:	148
Acreage Made Available:	73
Acreage Currently Available:	50
Current Number of Companies:	9
Investment in Pre-Development:	\$40M
Year Acquired/First Sites Available:	2009/2014
Development Timeline to Fill Park:	Ongoing

Questions & Discussion

