

# 1st and Greenfield



Rockwell  
Automation

S. 1st Street

E. Greenfield Ave.

-UWM School of  
Freshwater Sciences

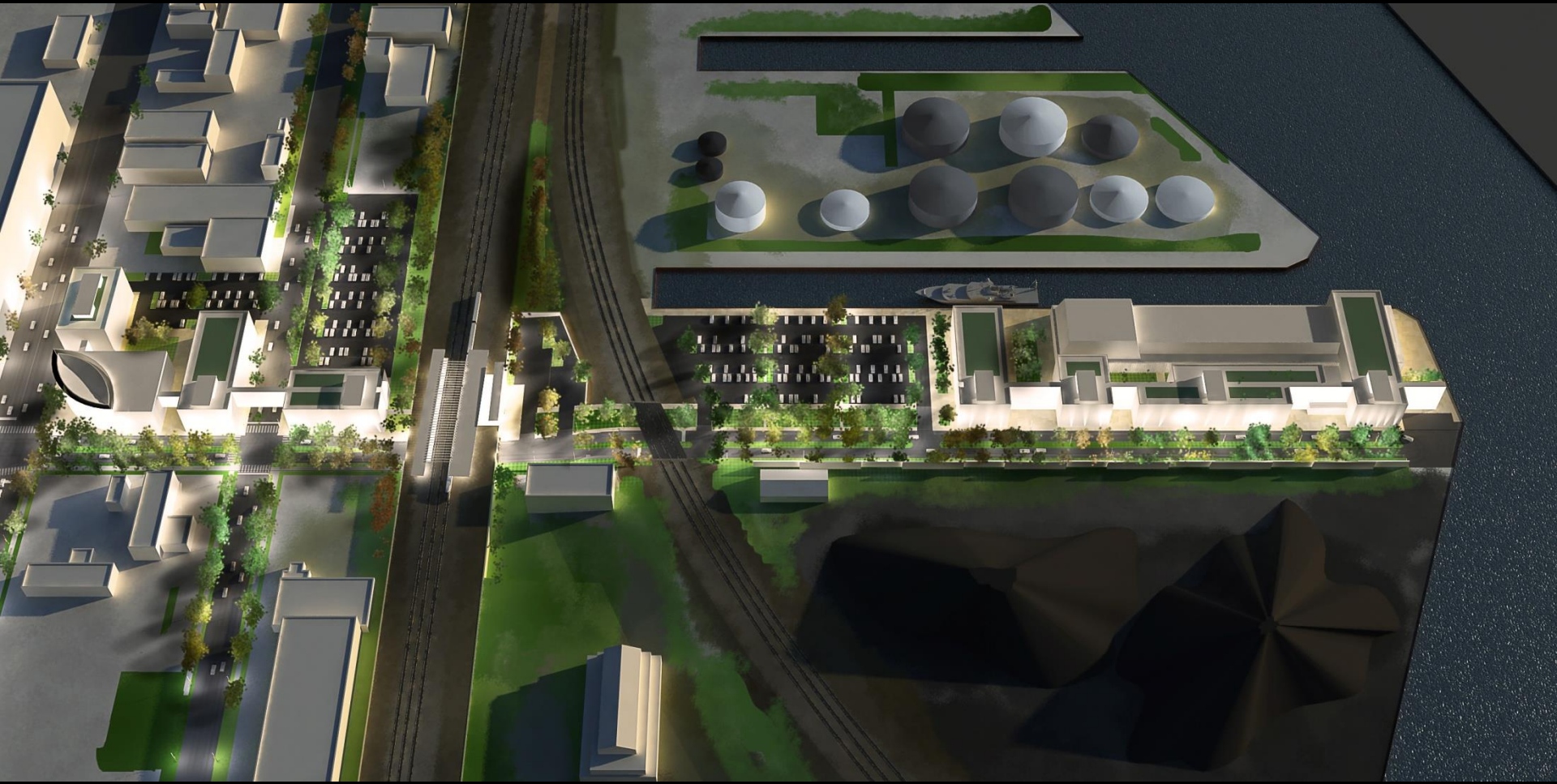
# School of Freshwater Sciences/Harbor Campus

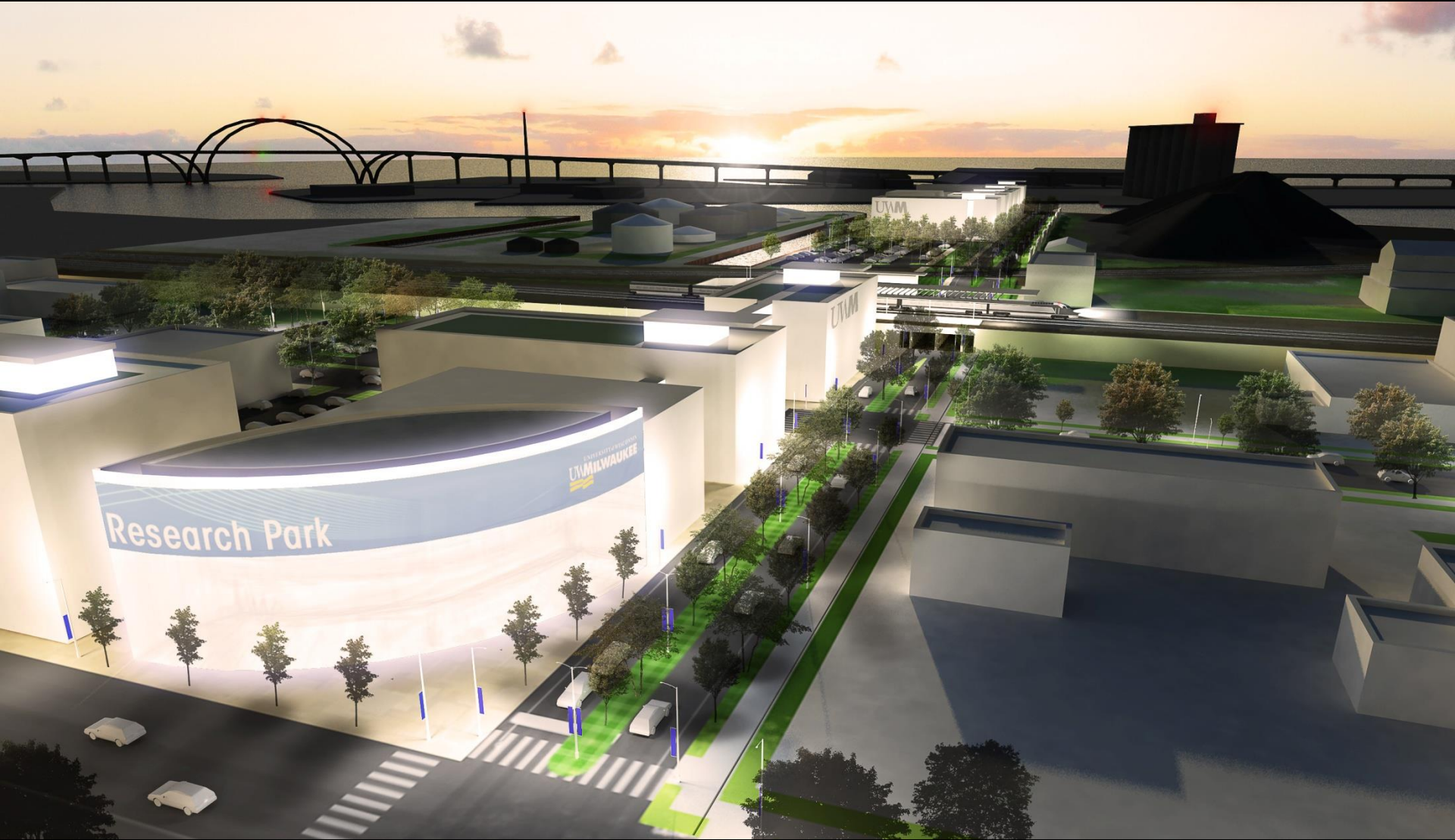


- 1) **Existing UWM Water Institute** – 8 Acres (60% open)  
Owner: University of Wisconsin Board of Regents
- 2) **Busalacchi (1st and Greenfield)** - 8 ACRES, Owner: Square B Corp.
- 3) **Solvay Coke** – 44 Acres  
Owner: Golden Marina Causeway
- 4) **Grand Trunk** - 28+ Acres  
Owner: City of Milwaukee
- 5) **Lake Express** - 5 Acres  
Owner: City of Milwaukee
- 6) **Port Authority** - 3 Acres  
Owner: City of Milwaukee
- 7) **Contained Disposal Facility** – 50 Acres  
Owner: City of Milwaukee
- 8) **Army Reserve Base** – 5.4 Acres  
Owner: City of Milwaukee
- 9) **Reed Street Yards** – 17 Acres and 300,000 SF of former tannery space  
Owner: Building 41 LLC
- 10) **Post Office** – 9.3 Acres  
Owner: Menomonee RP, LLC









Research Park

UNIVERSITY OF WISCONSIN  
MILWAUKEE

UWM

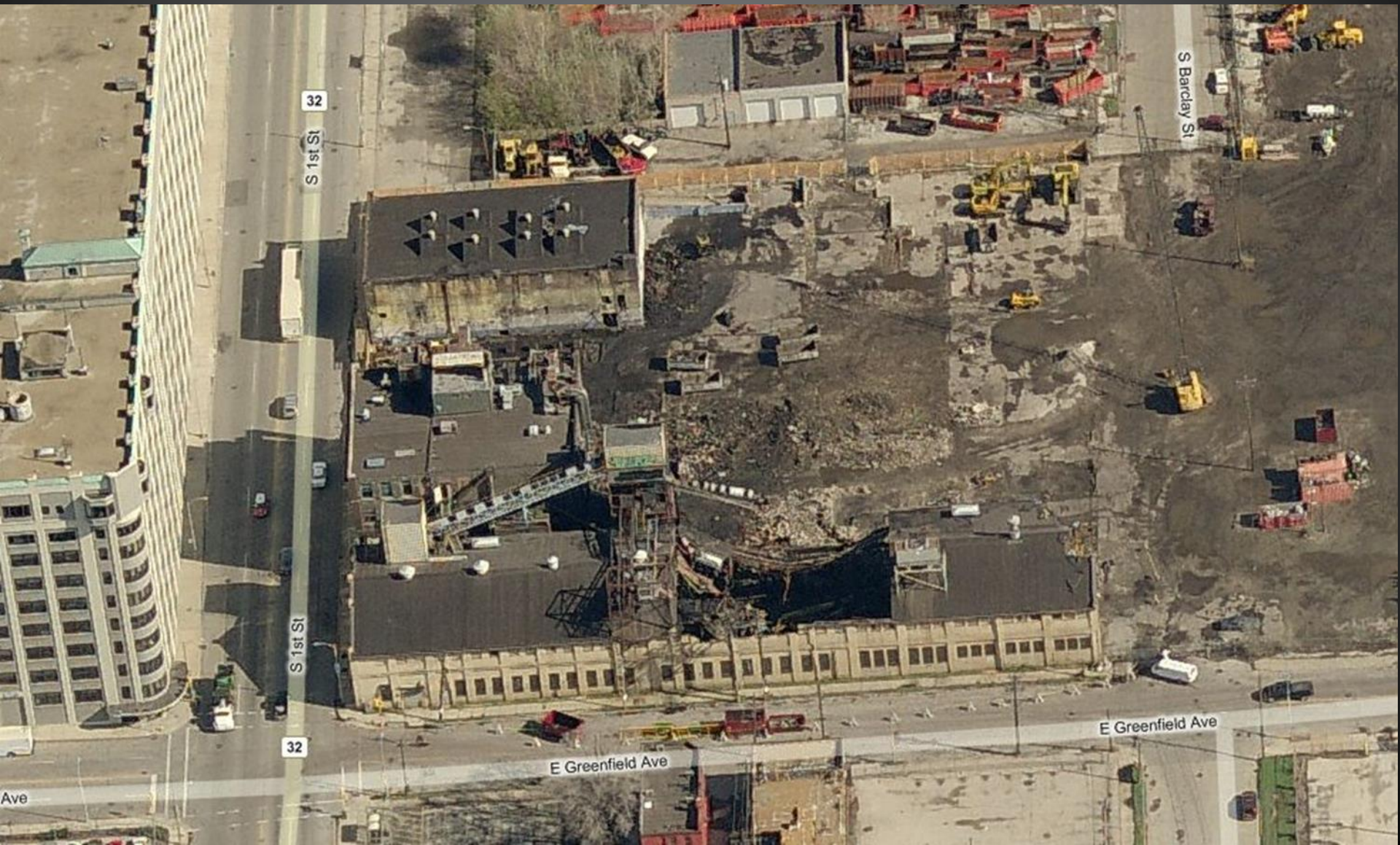
UWM







# 1st and Greenfield



# 1st and Greenfield



# View Looking SE



# View Looking NE





# 1st and Greenfield



# Project Info

- 42,000 SF Cermak Fresh Market grocery store
- Two retail outlots of 3,100 SF and 3,600 SF
- Mixed-use building consisting of 76 units of mixed-income apartments over approximately 16,500 SF of ground level retail space
- Sale of City right-of-way to Wangard
- Sale of 2-acre office site to RACM
- Water Feature along Greenfield Avenue
- Advanced stormwater management

# Site Plan





# TID Budget

\$2,883,000 (+ \$340,000)	Environmental Remediation/Infrastructure
\$640,000	Stormwater Management Improvements
\$450,000	Water Feature
\$800,000	Purchase of 2-acre Development Site by RACM
<u>\$200,000</u>	<u>Administration</u>
\$4,973,000 (+ \$340,000)	TOTAL
<b>\$5,313,000</b>	<b>NEW TOTAL (extends payback to 2037, Year 22)</b>

# Renderings



Looking Northeast

# Renderings



Looking Northeast







[https://www.youtube.com/watch?v=\\_iTWJbGZiil](https://www.youtube.com/watch?v=_iTWJbGZiil)

# 1st and Greenfield



# RACM Land Purchase





Harbor District Water and Land Use Plan (WaLUP)- Plan has been drafted and completed public input and review process; Council approval pending:

*“The South First Street Corridor will serve as a welcoming entryway to the Harbor District with clear entry points to access new development and the waterfront to the east. The area will continue to develop as a mixed-use urban neighborhood that provides spaces for people to live, work, and play.”*

- *“Complete the planned Freshwater Plaza development at First Street and Greenfield Avenue as called for in General Planned Development zoning to serve as a gateway into the East Greenfield Avenue sub-district to the east.”*
- *“Due to the density of existing transit service and the potential for expanded transit in the future, First Street north of Greenfield Avenue should be redeveloped into a pedestrian and transit friendly street. Pedestrian activity and comfort should be the highest priority when considering future development.”*
  - *Future developments should have their main facades and entrances facing the street to create an active street front.*
  - *Vehicular parking should be minimized and, when necessary, accommodated in the rear or hidden from view.*
  - *Other transit-oriented development policies such as increased density, resident serving businesses, and affordable housing should be pursued.”*

# Freshwater Plaza

1320 S. 1st Street

## Legend

 90' Truck Turn-around





EXTERIOR VIEW 1  
SCALE: N.T.S.



EXTERIOR VIEW 2  
SCALE: N.T.S.



EXTERIOR VIEW 3  
SCALE: N.T.S.



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New Development For:  
**Freshwater Plaza**  
Milwaukee, Wisconsin

**WANGARD**  
INVESTMENT REAL ESTATE. SIMPLIFIED.

Issue Date:	1/22/2014
Revisión:	
CS:	10-10-0000