CENTURY CITY: 35TH & CAPITOL PROJECT

What is this project about?

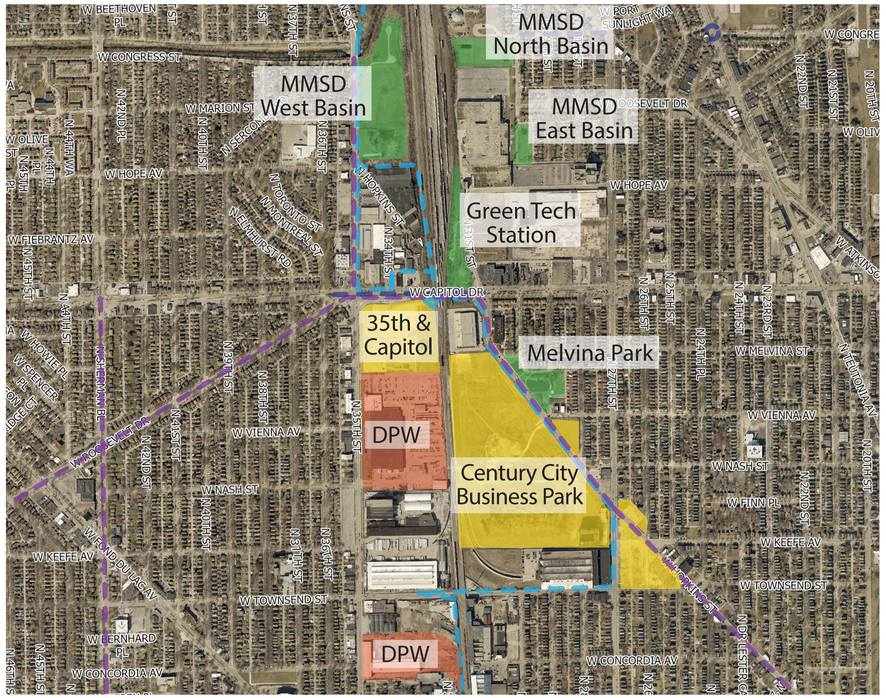
The City of Milwaukee is working with community partners to craft visions and guidelines for the future of the southeast corner of 35th & Capitol Drive (3940 N. 35th St.) to inform a Request For Proposal (RFP).

This project advances an EPA clean-up grant to prepare this large site for redevelopment. The City and partners will to use this community meeting and online survey to confirm community priorities for development on the site. Then, we will work on drafting an RFP.

Wait, what is an RFP?

RFP stands for Request for Proposal. It is an announcement that the City issues, inviting qualified developers to propose how they would complete a project. The RFP includes specific goals and requirements so that the process is transparent and competitive. This community meeting and online survey will help gather input to inform the 35th & Capitol RFP.

Site Context



- Future Redevelopment Opportunity
- Open Space / Stormwater Management
- Department of Public Works Facilities
- Future Protected Bikeway and Traffic Calming
- Future Traffic Calming
- Potential Future Corridor Rail-w-Trail Project Route







Images (left to right): Melvina Park Plan, Century City Business Park, and Green Tech Station

Who is working on this project?

Partners:

EPA United States Environmental Protection Agency

City of Milwaukee Department of City Development

RACM Redevelopment Authority of the City of Milwaukee

The Corridor — Industry • Community • Together — Business Improvement District #37

Sherman Park Community Association

Century City Tri-Angle Neighborhood Association

What are the partners' roles?

Funding for this project is provided by an ***Environmental Protection Agency (EPA)*** Brownfield Clean-up grant. Staff from the ***Department of City Development of the City of Milwaukee*** are working on this project on behalf of the ***Redevelopment Authority of the City of Milwaukee (RACM)***, which is the **Property Owner**. The ***30th Street Industrial Corridor (BID 37)*** is the **Co-Investment Partner** because it split the purchase price with RACM and shares in the responsibility for facilitating the property's redevelopment. ***BID 37*** also represents business interests throughout the Corridor. ***Sherman Park Community Association*** and ***Century City Tri-Angle Neighborhood Association*** are **Community Partners** and help represent the voices of nearby residents.

3940 North 35th Street (35th and Capitol)

RACM REDEVELOPMENT AUTHORITY OF THE CITY OF MILWAUKEE

THE CORRIDOR
INDUSTRY • COMMUNITY • TOGETHER
BUSINESS IMPROVEMENT DISTRICT #37

CENTURY CITY
30TH STREET CORRIDOR

AECOM

1876 — A.M. Cassell Property, farmland

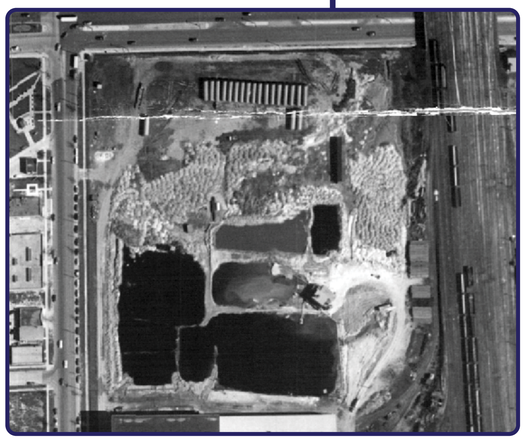
1910 — A.O. Smith Corporation Moves operations to West Hopkins Street and West Capitol Drive

1920's — Chicago, Milwaukee, and St. Paul Railway Company (Milwaukee Road) began creating elevated railroad crossings adjacent to the property

1937 — Six pickle liquor ponds that discharge to a lowland area and Mud Creek to the north



1951 — Backfilling operations of lowlands and pickle liquor lagoons



1969 — Pickle liquor operations reported to have ended

1975 — Site developed for auto frame storage, rail spurs, and 500,000 gallon aboveground fuel storage tank



1982 — Pickle liquor lagoon iron sulfate ($FeSO_4$) environmental site investigation and capping of lagoons

1997 — Tower Automotive acquires the site

2000 — WDNR regulatory closure of pickle liquor ponds

2005 — Tower files for bankruptcy, Tower Automotive Operations USA III, LLC retains ownership of 3940 parcel

2019 — RACM obtains ownership of 3940 parcel Redevelopment planning and site investigations begin



2022 — RACM submits EPA Cleanup Grant proposal

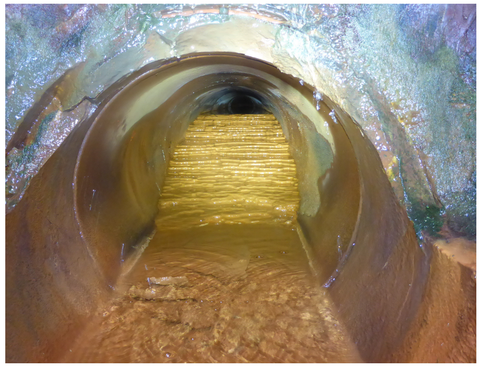
3940 North 35th Street (35th and Capitol)

RACM REDEVELOPMENT AUTHORITY OF THE CITY OF MILWAUKEE

THE CORRIDOR INDUSTRY • COMMUNITY • TOGETHER BUSINESS IMPROVEMENT DISTRICT #37

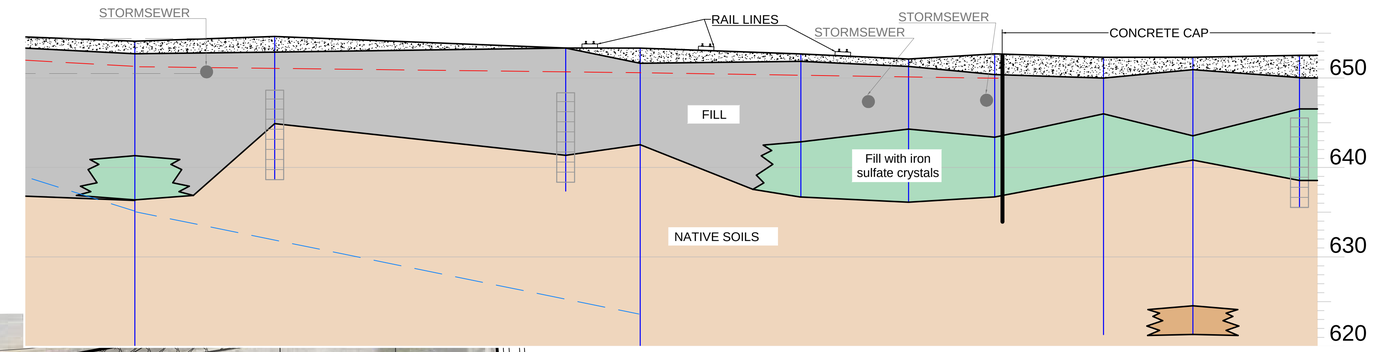
CENTURY CITY 30TH STREET CORRIDOR

AECOM

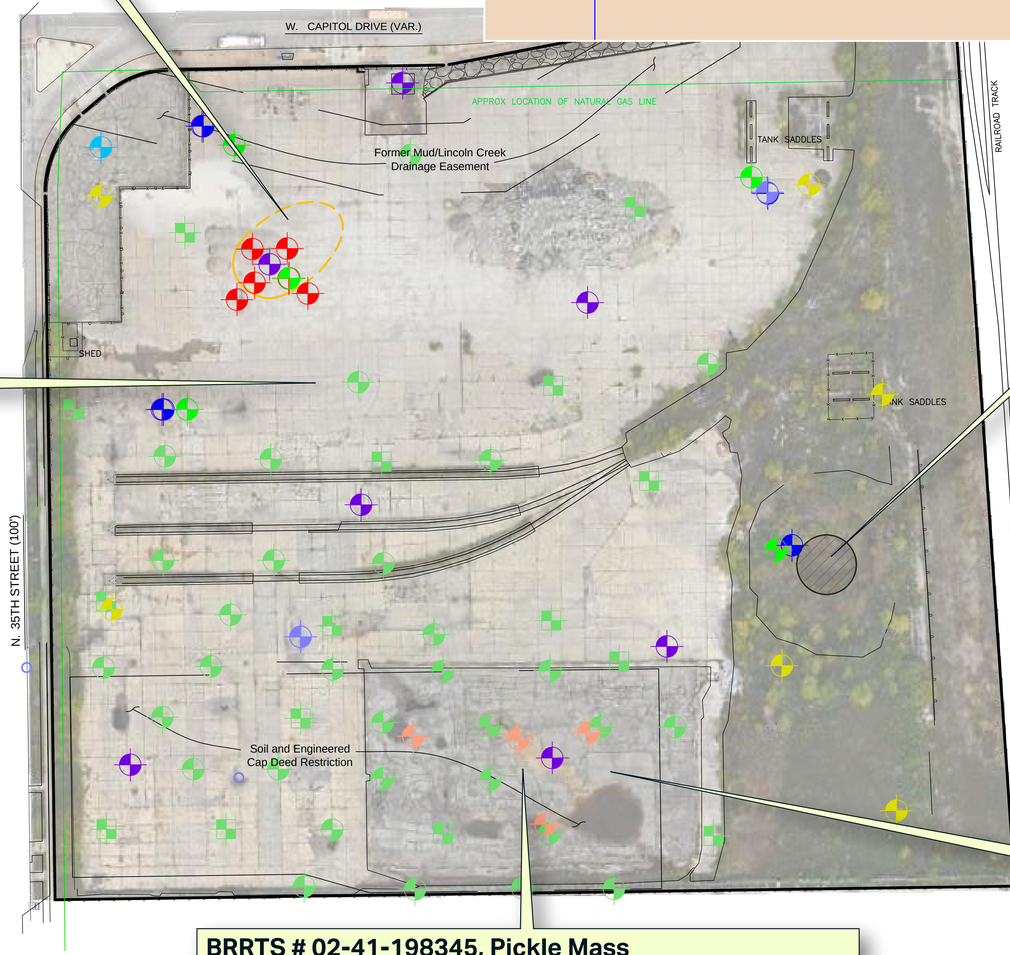


Storm Sewer Condition
Onsite storm sewer infrastructure dates from initial development. Groundwater inflow and infiltration is being evaluated.

Site Wide Soil Conditions
Soil impacts include VOCs, PAHs, and metals at concentrations above respective groundwater protection 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.



Groundwater Conditions
Groundwater flow to the north-northwest. Shallow groundwater impacts include VOCs, PAHs, and metals above established NR 141 standards.

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



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.

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.



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.

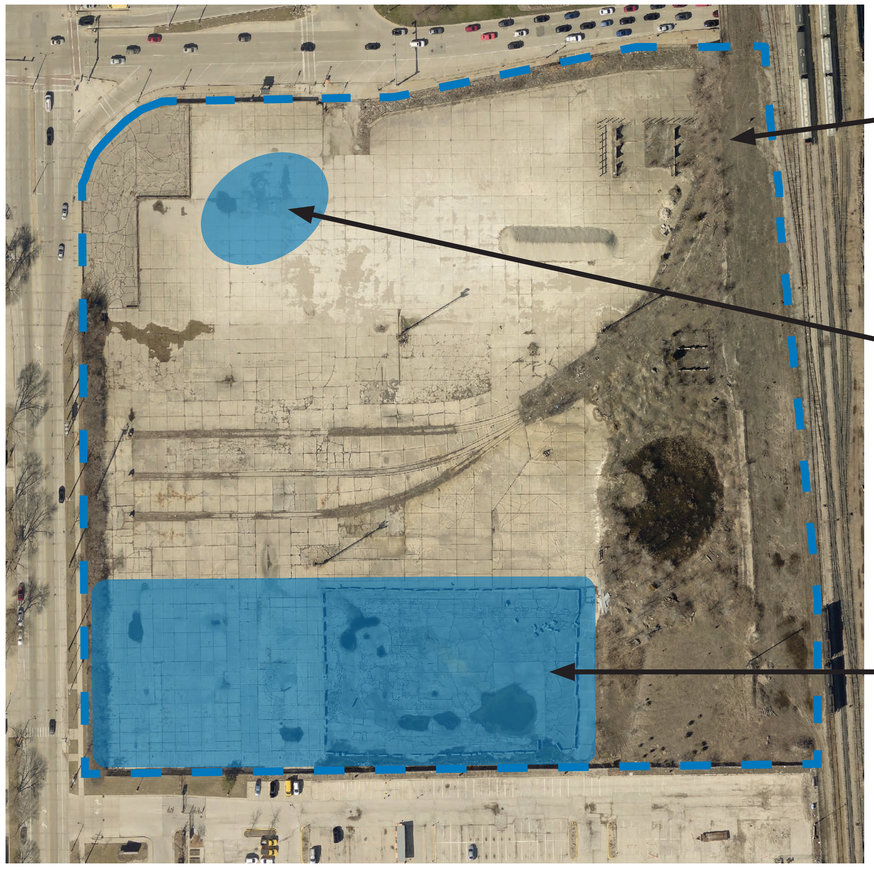
Current Context - Above Ground



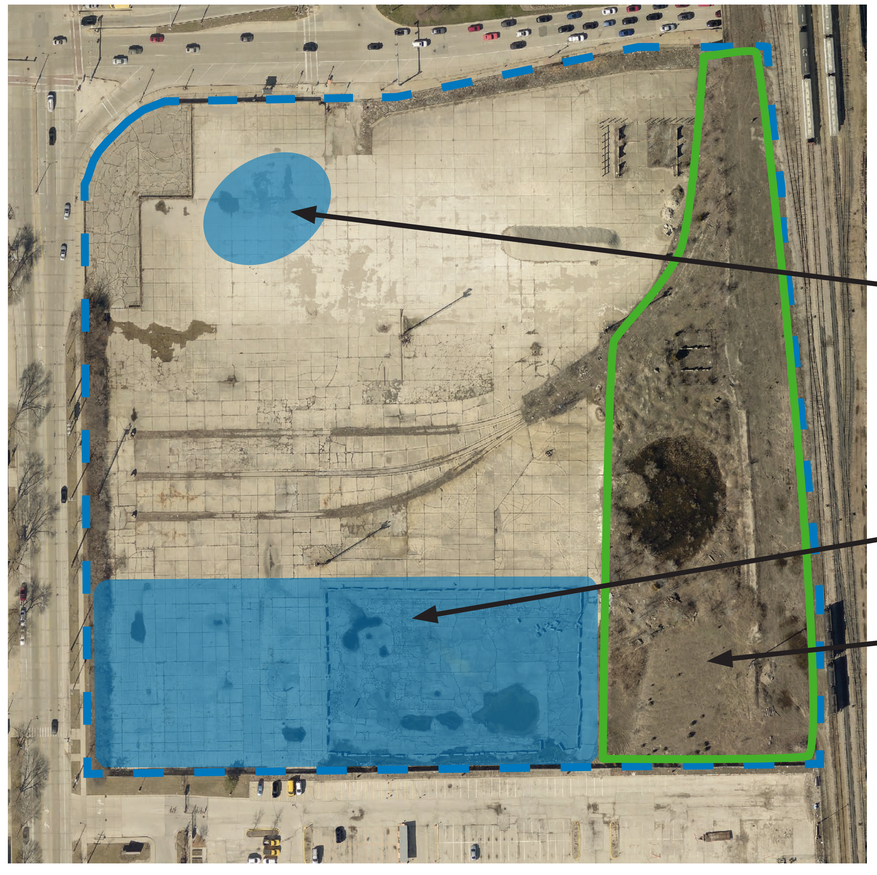
Current Context - Environmental Contamination & Cleanup

CENTURY CITY: 35TH & CAPITOL PROJECT

Site Status - Below Ground



Planned Cleanup Activities



- Site demolition of structures
- Pavement removal and concrete crushing
- Excavation and backfill of VOC Area
- Grade out 6” crushed concrete
- Repair asphalt and concrete caps
- Berm Area
  - Debris and vegetation removal
  - Minor grading
  - Stabilize and seed berm

Market Analysis

CENTURY CITY: 35TH & CAPITOL PROJECT

Summary

Earlier this year, the Environmental Protection Agency, with technical assistance from national consultant ICF, completed a **market analysis for the property** (available in full on the project's engage.milwaukee.org website).

Due to many contributing factors, including rising construction costs and tightening financial markets, new development is challenging throughout Milwaukee. So, **a market analysis is a key component for understanding viable redevelopment opportunities and determining anchor uses.**

Helpful definitions:

- **Market Analysis:** a study of what types of development are most likely to succeed at a certain location.
- **Anchor Use:** a major business or use that draws people to the site and supports nearby businesses.

Findings

Retail Market: The analyzed market information indicates the property is in an area with limited planned retail and where quality retail spaces could be competitive.

Office Market: Although the office market is not as strong as in other areas of the city, the location's proximity to downtown makes it well-suited for offices that require less space that could be combined with other anchoring uses.

Industrial Market: Although there is high vacancy of industrial properties in the market, the site is an attractive location for a flexible industrial use due its proximity to transportation routes and rail lines.

Residential Market: Being in an established neighborhood with access to public transit makes it an attractive location for a multi-family development. Due to the previously mentioned challenges facing the development market today, any multi-family projects would likely be subsidized.

More information about the **potential redevelopment approaches** is available on the feedback board.

Recommendations

- **It may be difficult to retain a single, large-format tenant** that could occupy and activate the entire site. So, most redevelopment proposals should **combine a mix of uses to bring activity to the site.**
- While the proposed reuse options outlined in the market analysis are expected to be successful, **many may need public financing** or support **to reduce barriers to development.**
- **Community engagement and feedback** should play a role in **further refining the redevelopment goals.**
- Based on the market conditions and physical site conditions, the market analysis suggests **four potential redevelopment approaches…**

Flexible Industrial & Office



Residential Mixed Use



Retail Anchor



Medical Office & Small Commercial



Help set the vision & guidelines for development...

CENTURY CITY: 35TH & CAPITOL PROJECT

What uses are missing from this area?

Please place dot stickers in the boxes.



Grocery Store



Family-Supporting Jobs

Please provide an example with a post-it



Pharmacy



Light Industrial
(i.e. light manufacturing, food processing, indoor commercial farming)



Small-scale Retail

Please provide an example with a post-it

Others

Please place comments here



Indoor Recreation

Outdoor Recreation



Animal services
(i.e. veterinarian, hospital, training, boarding)



New multi-family buildings



Healthcare facilities
(i.e. medical office or clinic)



Services (spa, salon/ barber shop, clothing store, cafe)

Help set the vision & guidelines for development...

CENTURY CITY: 35TH & CAPITOL PROJECT

Draft Goals for Redevelopment

These goals are based on focused stakeholder input and past planning efforts.

Please place dot stickers on the scale to help prioritize these goals.

Prioritize uses that generate employment

Not important at all	A little important	Somewhat important	Very important	Extremely important

Prioritize services & amenities missing in the area

Not important at all	A little important	Somewhat important	Very important	Extremely important

Include market-supported retail options if compatible

Not important at all	A little important	Somewhat important	Very important	Extremely important

Include a residential component if compatible

Not important at all	A little important	Somewhat important	Very important	Extremely important

Ensure thoughtful site design that enhances the surrounding urban environment

Not important at all	A little important	Somewhat important	Very important	Extremely important

Help set the vision & guidelines for development...

CENTURY CITY: 35TH & CAPITOL PROJECT

What do you NOT want to see here?

As described in the market analysis, development is challenging these days and usually requires subsidies. So, the City would like a better idea of the uses that would not meet the community's goals for the site.

Please place dot stickers on the uses that would not be supported by the community for this site.

Ambulance Service	**Assembly Hall**	**Cell Phone Store**	**College**	**Contractor's Yard**	**Cultural Institution**	**Daycare**	**Other**
Drive-Through Restaurant	**Fast Food**	**Funeral Home**	**Garden or Home Improvement Center**	**Gas Station**	**Ground Transportation**	**K-12 School**	
Large Distribution Center	**Motor Vehicle Outdoor Storage**	**Motor Vehicle Repair**	**Motor Vehicle Sales**	**Office**	**Outdoor Power Substation**	**Quick Cash Business**	
Recycle Material Processing	**Salvage Operations**	**Self-Storage**	**Single Family Homes**	**Sit Down Restaurant**	**Tavern**	**Warehousing**	

Redevelopment Approaches Feedback

CENTURY CITY: 35TH & CAPITOL PROJECT

What do you think about the following redevelopment approaches from the Market Analysis?

Please add a ✓ (checkmark) in the "Like", "Neutral", or "Don't Like" boxes and/or comments on a sticky note.

Flexible Industrial & Office



The Flex Industrial and Office Approach **envisions light manufacturing and prototyping uses**, which would complement existing Century City development. Activities at the site could include research and development, small batch food production, indoor hydroponics, food processing and production, packaging, and development space.







Like	Neutral	Don't Like

Residential Mixed Use



The Residential Mixed-use Approach envisions that **housing will occupy a portion of the site** and that **it will be supported by smaller retail uses** which address the daily needs of the local community, such as a coffee shop, barbershop, or clothing store.







Like	Neutral	Don't Like

Retail Anchor



The Retail Anchor Approach envisions **a large, service-based retail option** is to anchor the site financially. Ideally the anchor tenant would be one that **offers an activity or service that increases consumer time at the site**, such as indoor sports, an arcade, gym or spa. The anchor tenant will also help to attract accessory retail uses to the site.







Like	Neutral	Don't Like

Medical Office & Small Commercial



The Medical Office and Small Commercial Approach envisions a **single local healthcare provider or a combination** of providers will anchor the site. **Smaller commercial or retail tenants**, such as a restaurant or coffee shop, would help to attract foot traffic to the site and **serve as amenities** for the medical office tenants.







Like	Neutral	Don't Like

Site Constraints

Site constraints that impact site design

Along the northern property line (Capitol Drive):

- A 20' utility easement for high-pressure gas main provides an opportunity for signange, landscaping, ramps, stairs, and a multi-use trail connection to the potential rail-w-trail route.
- Current site access point at 34th Street.

Along the western property line (N. 35th Street):

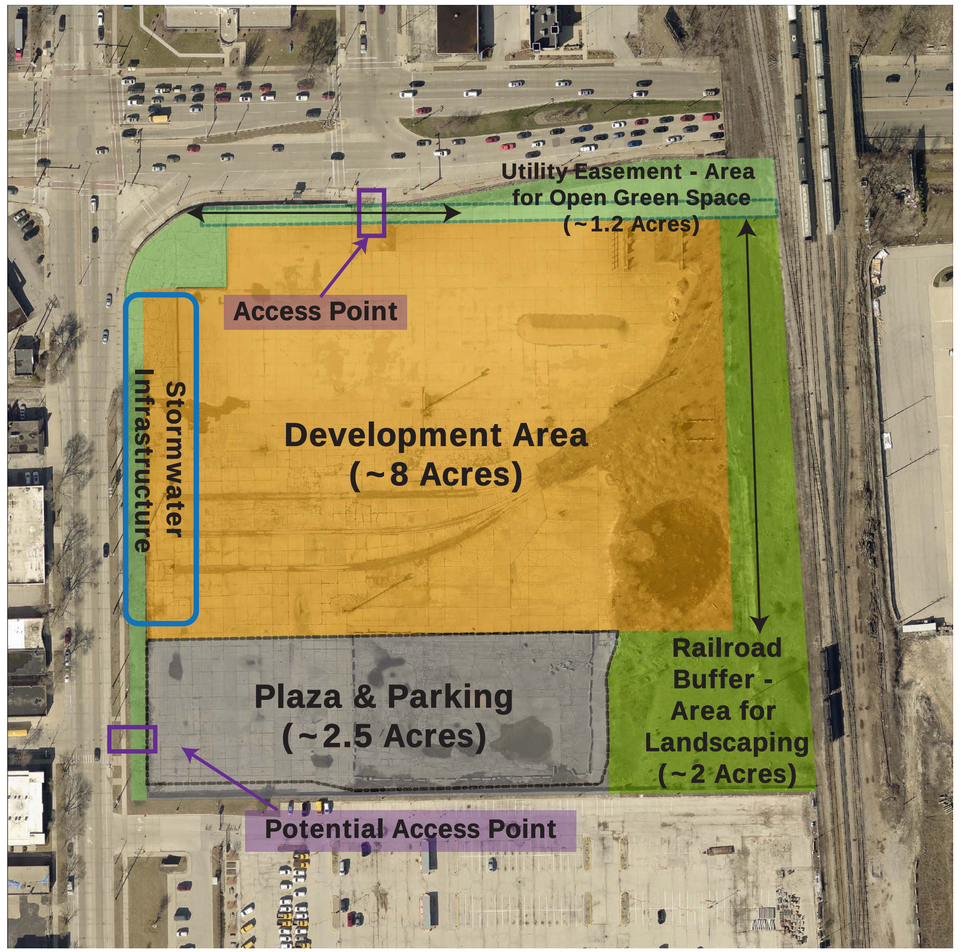
- Due to the slope of the site, it is anticipated that stormwater management infrastructure will be in this general area (not likely all of the area in blue).
- Possible location for a secondary site access point.

Along the eastern property line (Railroad):

- The railroad provides a buffer, with a berm sloping upward from site to height of the railroad.
- Anticipated to be nicely landscaped open area.

Southwestern portion of site

- Due to environmental cap and history, no buildings can be located in this area.
- With changes associated with redevelopment, this area can be used for parking and/or a plaza.



As you provide feedback on the following boards, please consider this information.

Prioritizing Views

CENTURY CITY: 35TH & CAPITOL PROJECT

Which view of the site should be prioritized?

Buildings tend to have fronts, backs, and sides with the most active and attractive features on the front and corners.

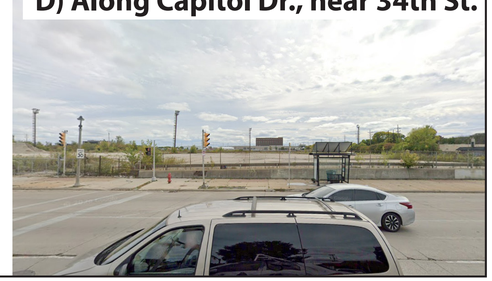
Building materials, window placement, signage, landscaping, and lighting all impact how a building (or group of buildings) is perceived.

When the building(s) are designed, which view of the property is most important?

Please rank 1-5 with the number stickers.

1 = most important
5 = least important

D) Along Capitol Dr., near 34th St.



E) Along Capitol Dr. near railroad



C) Intersection of 35th & Capitol

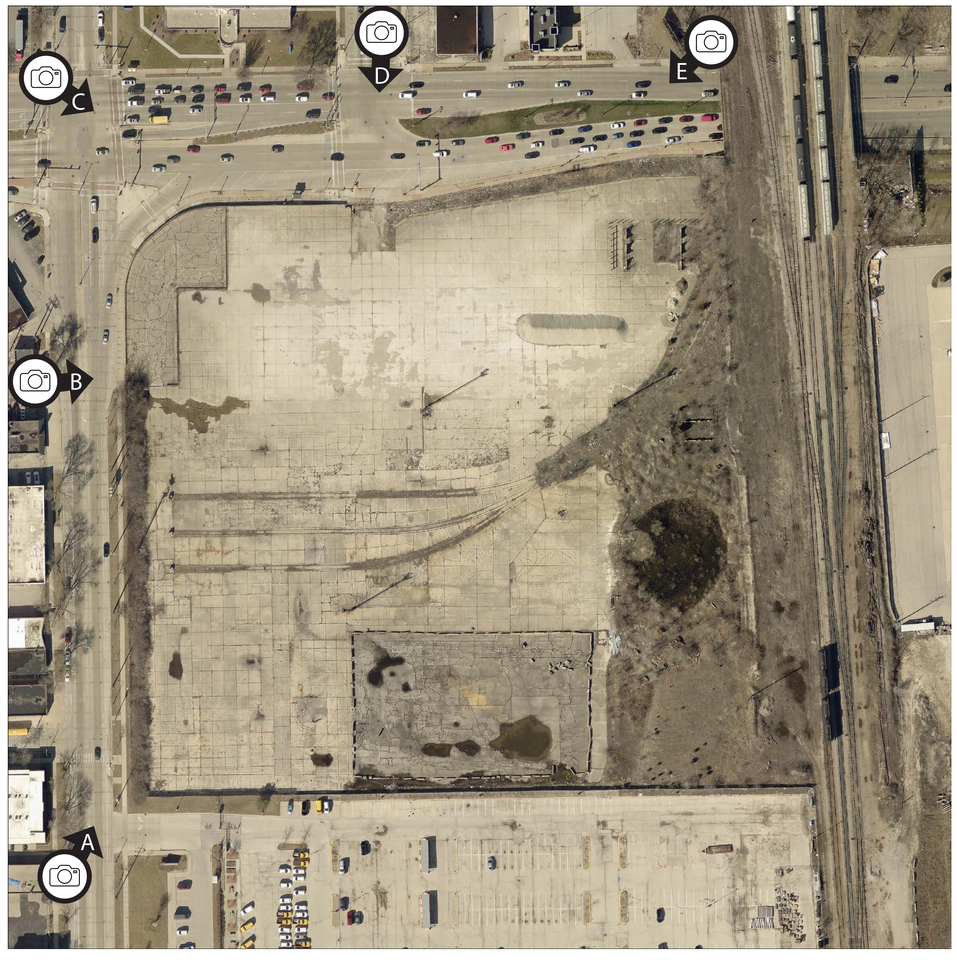


B) Along N. 35th Street



A) 35th Street looking North





Overall Site Design Elements

CENTURY CITY: 35TH & CAPITOL PROJECT

What should this development feel like in the future?

Choose up to three words and/or add your own on a sticky note.

Green

Walkable

Vibrant

Safe

Modern

Family-friendly

Other:

Which outdoor and/or sustainability features are most important to include?

Choose up to three with dot stickers and/or add your own on a sticky note.



Bike parking	
Native landscaping	
Outdoor seating	
Public art	
Small public gathering space (if not industrial)	
Solar lighting	
Stormwater management	
Street trees and shade	
Other:	

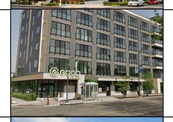
Building Design Elements

CENTURY CITY: 35TH & CAPITOL PROJECT

Three of the potential redevelopment approaches — Retail Anchor, Residential Mixed Use, and Medical Office & Small Commercial — will invite the public to the site.

What building features are most important for a development with public access?

Choose up to three with dot stickers and/or add your own feature on a sticky note.

Architectural features at the corner		
Entrances facing public streets		
High-quality, durable materials		
High quality signage		
Sustainable building features		
Varied façades rather than long blank walls		
High-quality fencing rather than chain-link		
Windows and active ground-floor spaces		
Other:		

The potential Flexible Industrial & Office redevelopment approach will mostly have employees on the site, with limited public access.

What building features are most important for a development focused on employees vs the public? (consider important views from the street)

Choose up to three with dot stickers and/or add your own on a sticky note.

Architectural features at the corner		
Entrances facing public streets		
High-quality, durable materials		
High quality signage		
Sustainable building features		
Varied façades rather than long blank walls		
High-quality fencing rather than chain-link		
Windows and active ground-floor spaces		
Other:		

Map Activity & Wrap-up Questions

CENTURY CITY: 35TH & CAPITOL PROJECT

Map Activity Questions

Please add your comments on sticky notes or with dot stickers on the map.

Safety & Sightlines:

What concerns do you have about vehicle visibility, pedestrian crossings, or traffic movement in this area when redevelopment occurs?

Examples:
Vehicle entry and exit locations
Traffic congestion or turning movements
Truck/loading access
Bicycle connections
Pedestrian crossings
Safe routes for children, older adults, and people with disabilities

Active vs. Quiet Edges:

Which areas of the property should feature active entrances and shopfronts, and which areas should be kept quieter or buffered?

Blue Dots = quieter areas
Yellow Dots = active areas

Where would landscaping be most important?
Green Dots = important landscaped area

What else should be considered for redevelopment?

Wrap-up Questions

Please add your comments on sticky notes.

What is one thing future development should definitely include?

What is one thing future development should avoid?

Next Steps

Please share this information with your family and friends!

The online survey will close on November 6, 2027.

Learn more & sign up for updates:

www.engage.milwaukee.gov/35th-and-Capitol

What will the City work on after receiving public input?

Remediation and Site Prep Work (2026 – 2027)

- Contractor Selection – Fall/Winter 2026
- Site Work – Spring/Summer 2027

Request for Development Proposal (RFP) Process (2026 – 2028)

1. Gather Feedback and Draft RFP
2. RFP Released
3. Proposals Received
4. Committee Scores & Selects Proposal to Advance

Approvals, Land Sale, Groundbreaking to Follow

Wait, what is an RFP?

RFP stands for Request for Proposal. It is an announcement that the City issues, inviting qualified developers to propose how they would complete a project. The RFP includes specific goals and requirements so that the process is transparent and competitive. This community meeting and online survey will help gather input to inform the 35th & Capitol RFP.