Century City: 35th & Capitol

Community Meetings

September 9, 2026 – Virtual via Zoom

September 14, 2026 – Open House



City of Milwaukee
DEPARTMENT OF CITY DEVELOPMENT

RACM
REDEVELOPMENT AUTHORITY OF THE CITY OF MILWAUKEE

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

Sherman Park Community Association

CENTURY CITY TRI-ANGLE NEIGHBORHOOD ASSOCIATION

Welcome and Why Are We Here?

- Site was privately owned and on the market since 2005
- Our Opportunity
  - In 2019, RACM and BID 37 co-invested to purchase the property
  - US EPA awarded a cleanup grant in 2023
  - City has been conducting environmental testing 2024-2026
  - EPA supported a market analysis in 2025-2026
- Now: We want your feedback to inform guidelines for development on the property

Partner Introductions

- City of Milwaukee (RACM): *Site Owner*
- The Corridor BID 37: *Co-Investment Partner*
- Sherman Park Community Association: *Community Partner*
- Century City Tri-Angle Neighborhood Association: *Community Partner*

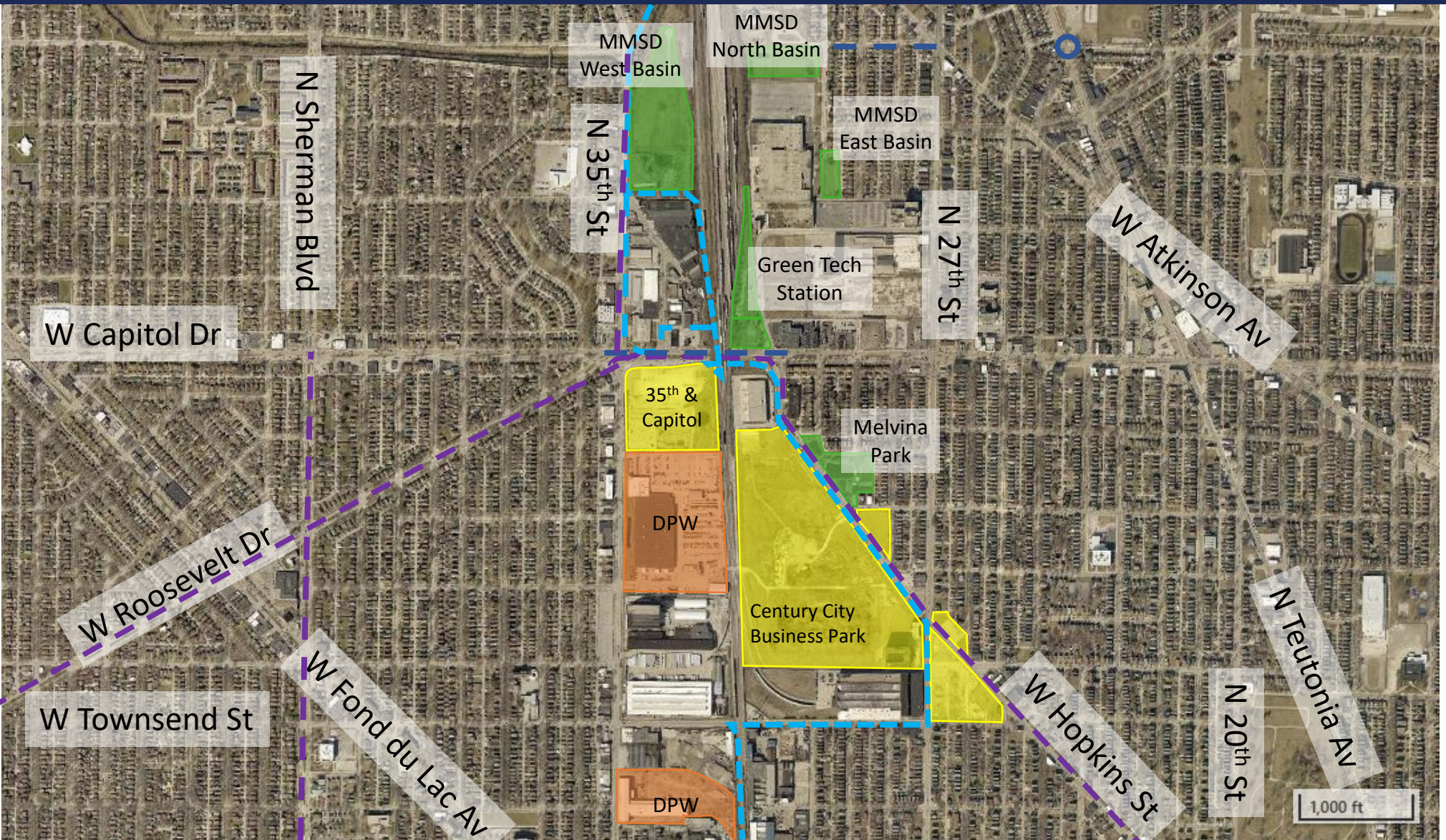
Agenda

CENTURY CITY
35TH & CAPITOL
PROJECT

- Site Context, History, and Background
- Current Site Status and Planned Cleanup Activities
- Market Analysis
- Engagement and Looking Forward

Site Context

CENTURY CITY
35TH & CAPITOL
PROJECT



- Open Space / Stormwater Management
- DPW Facilities
- Future Redevelopment Opportunities
- Future Protected Bikeway & Traffic Calming
- Future Traffic Calming
- Potential Future Corridor Rail Trail Project

Site History and Background

CENTURY CITY
35TH & CAPITOL
PROJECT



1937

Milwaukee County
Land Information Office

N

Site History and Background

CENTURY CITY
35TH & CAPITOL
PROJECT



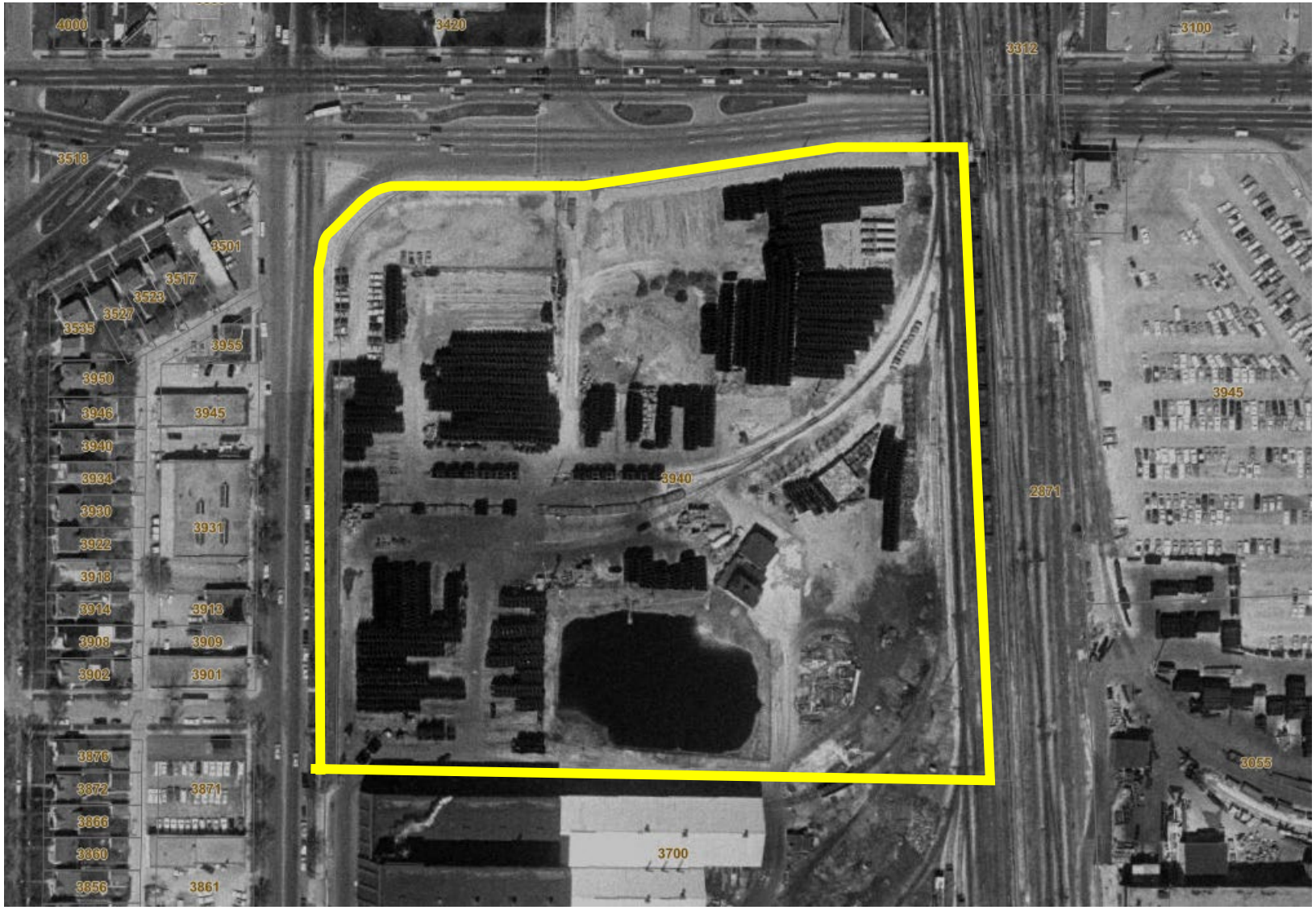
1951

Milwaukee County
Land Information Office



Site History and Background

CENTURY CITY
35TH & CAPITOL
PROJECT



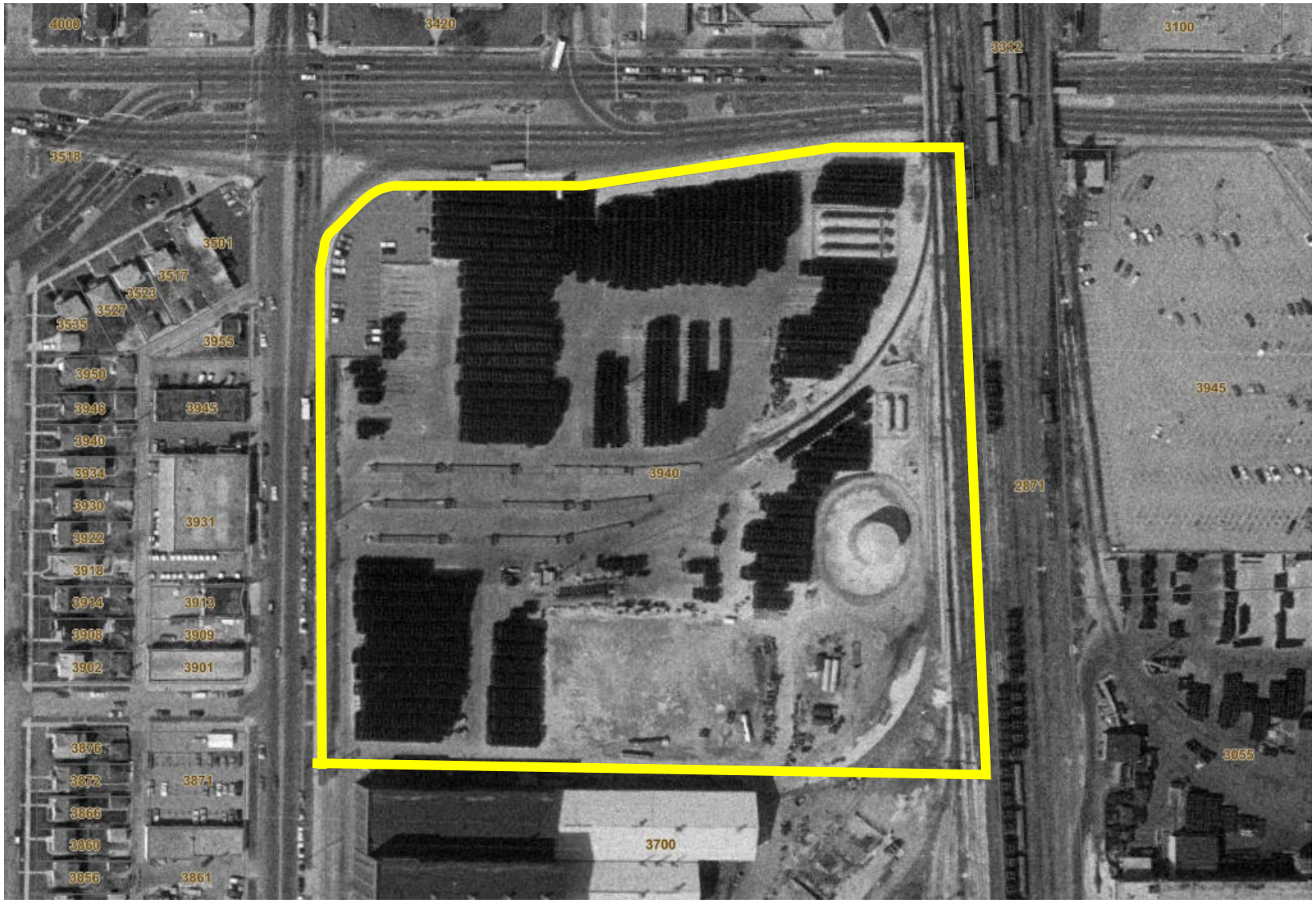
1967

Milwaukee County
Land Information Office

N

Site History and Background

CENTURY CITY
35TH & CAPITOL
PROJECT



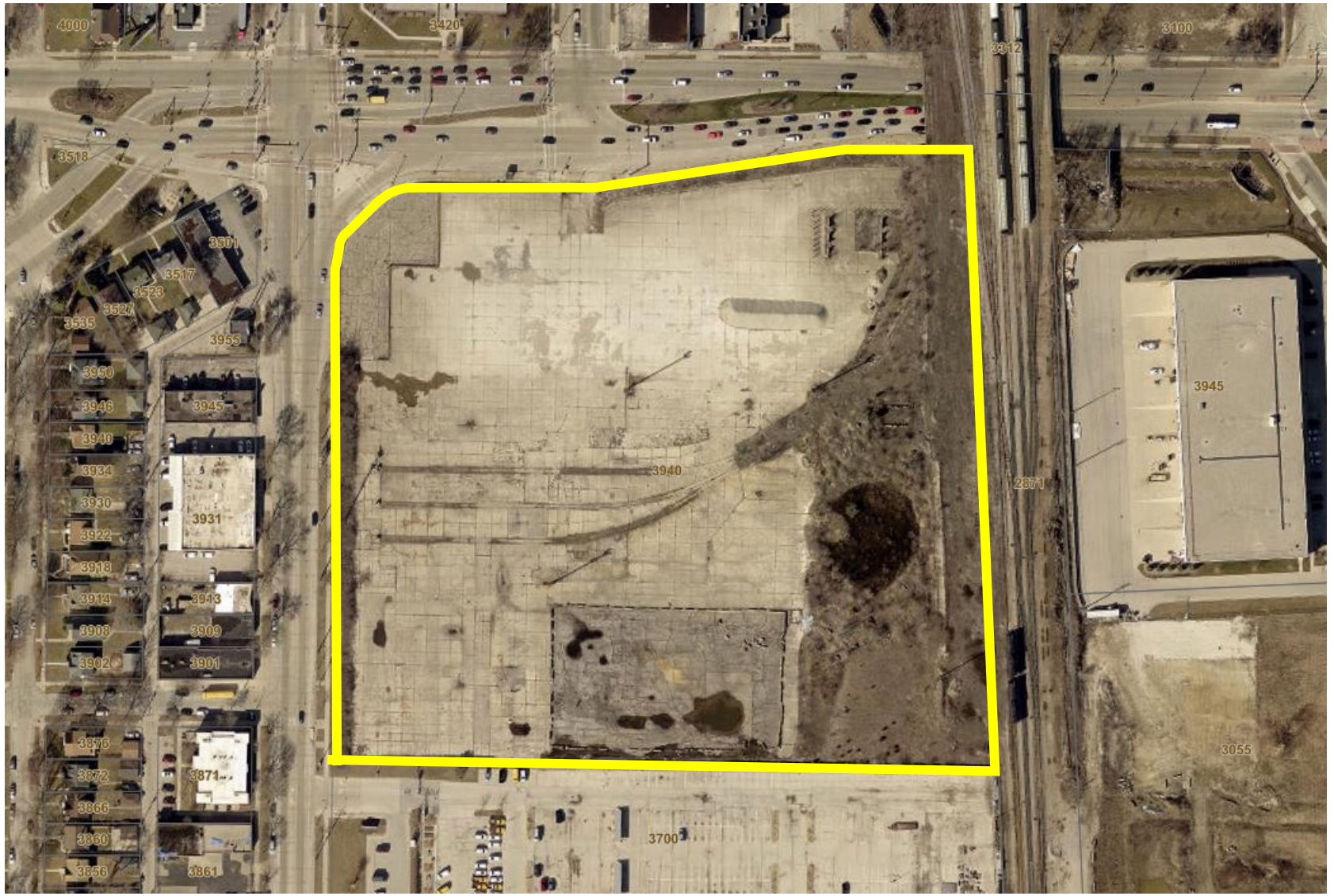
1980

Milwaukee County
Land Information Office

N

Site History and Background

CENTURY CITY
35TH & CAPITOL
PROJECT



2024

Milwaukee County
Land Information Office

N

Site History and Background

CENTURY CITY
35TH & CAPITOL
PROJECT

- **2023**
  - EPA Grant Announcement
- **2024**
  - Storm Sewer Repairs
- **2025**
  - Additional Environmental Investigation
- **2026**
  - Market Analysis



Photo Credit: DCD



Photo Credit: AECOM



Photo Credit: Gideon Webb



Current Site Status – Above Ground

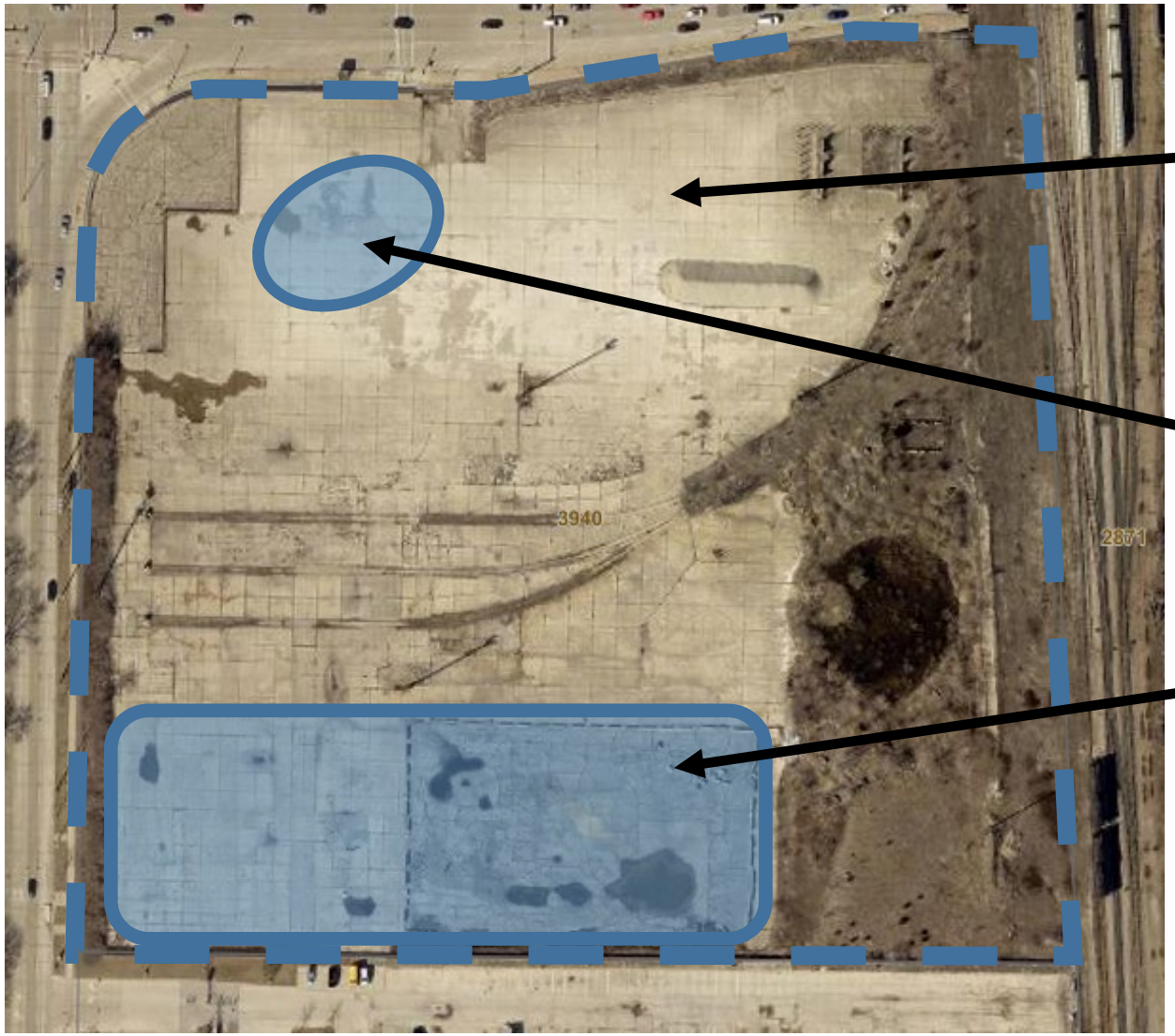
CENTURY CITY
35TH & CAPITOL
PROJECT



Video Credit:
Matthew Gwiazdowski,
Port of Milwaukee

Current Site Status – Below Ground

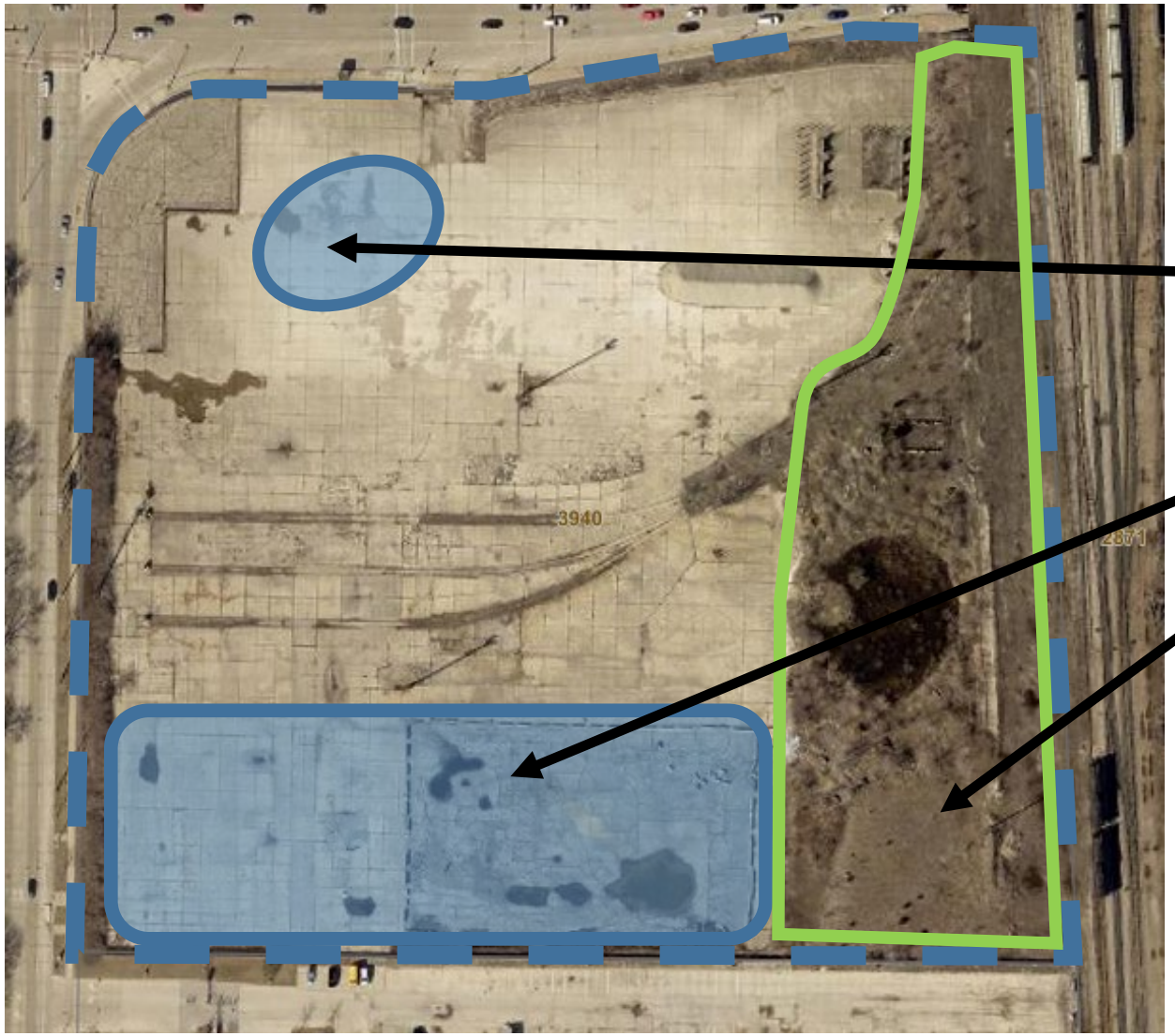
CENTURY CITY
35TH & CAPITOL
PROJECT



- Sitewide Fill
- Volatile Organic Compound (VOC) Area
- Former Pickle Liquor Area

Planned Cleanup Activities

CENTURY CITY
35TH & CAPITOL
PROJECT



- Site Demolition of Structures
- Pavement Removal & 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
Data & Conclusions

CENTURY CITY
35TH & CAPITOL
PROJECT

- **Retail Market**
  - Low vacancy and limited planned retail square footage for the surrounding areas
  - Movement away from big box retailers to smaller, hyper-geographic focused retailers
  - New quality retail spaces could compete with other locations across the city
- **Office Market**
  - Average asking rent in the surrounding area is lower than the overall Milwaukee market
  - The site's proximity to downtown and along transportation routes make it a competitive location for smaller offices, when combined with other anchoring uses

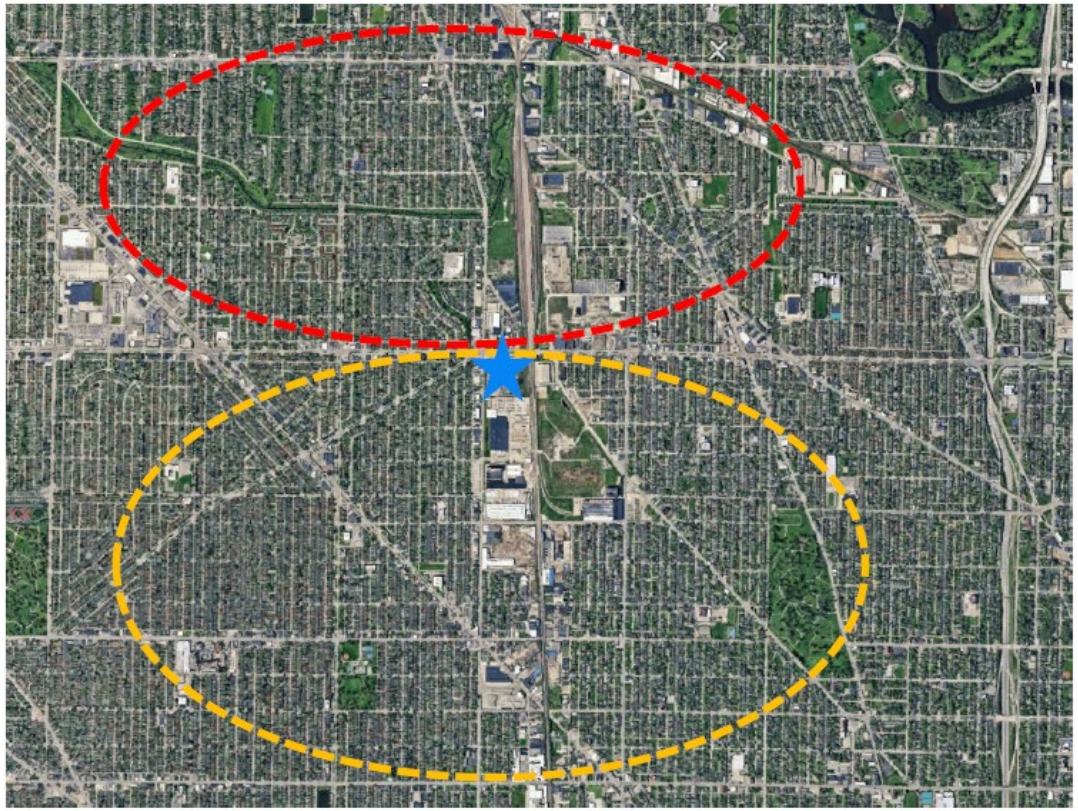


Figure 4: Commercial real estate submarkets "Northwest" in red, and "West" in yellow, defined by CoStar and interpreted by ICF. The site is denoted by the blue star.

Credit: ICF

Market Analysis
Data & Conclusions

CENTURY CITY
35TH & CAPITOL
PROJECT

- **Industrial Market**
  - Vacancy in the surrounding area is higher than the 5-year average in the city
  - The site's strong industrial legacy and proximity to transportation routes and rail lines make it an attractive location for flexible industrial space
- **Multi-Family Residential Market**
  - Access to downtown and other job hubs and being located in an established neighborhood along public transit makes the site a good location for housing

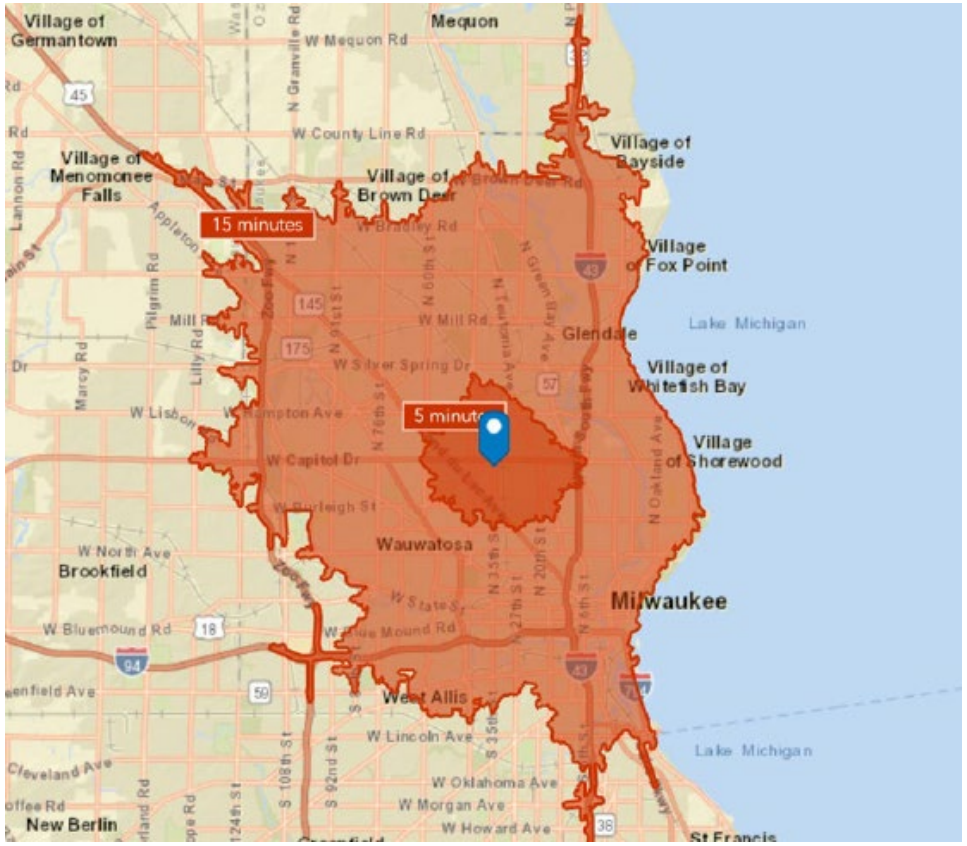


Figure 3: Map of drive-time radii used for the market assessment.

Credit: ICF

Market Analysis

Draft Goals for Redevelopment

CENTURY CITY
35TH & CAPITOL
PROJECT

- **Prioritize uses that generate employment**
- **Prioritize services & amenities missing in the area**
- **Include market-supported retail options if compatible**
- **Include a residential component if compatible**
- **Ensure thoughtful site design that enhances the surrounding urban environment**

Market Analysis

Recommendations

CENTURY CITY
35TH & CAPITOL
PROJECT

- ***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…***

Credit: ICF

Market Analysis

Recommendations - Redevelopment Approaches

CENTURY CITY
35TH & CAPITOL
PROJECT



Flex Industrial & Office

Flexible industrial space to complement the Century City Business Park. Uses could include light manufacturing, prototyping, and research design and development spaces.



Residential Mixed Use

Multi-family housing to occupy a portion of the site. The residential use could be supported by small footprint retail to support the daily needs of local residents (barbershop, clothing store, coffee shop, etc.)



Retail Anchor

A large, service-based retail option to anchor the site. The retail anchor could include an activity (indoor sports or an arcade) or service (gym or spa), which increases consumer time inside the business. The anchor would help attract foot traffic to support accessory retail uses on the site.

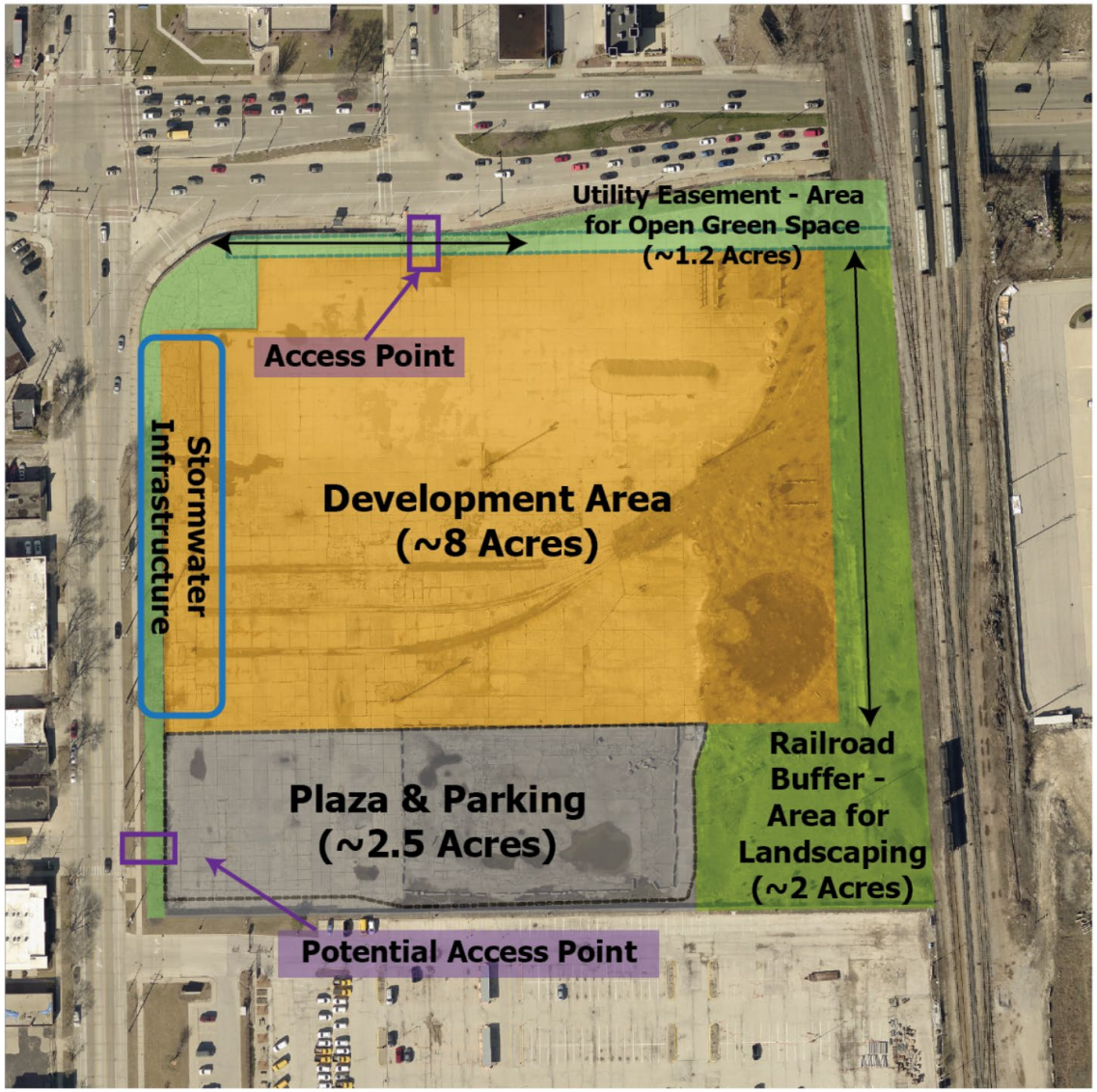


Medical Office & Small Commercial

A single local healthcare provider (dentist, adult day care, eye doctor, therapist, etc.) or combination of providers anchor the site. Small footprint commercial tenants, such as a restaurant or coffee shop, are supported by the office tenants and help to attract foot traffic.

Site Constraints

CENTURY CITY
35TH & CAPITOL
PROJECT



Engagement Opportunities

CENTURY CITY
35TH & CAPITOL
PROJECT

Know someone who would like to provide input but missed the meetings?

Please share...

The virtual presentation and survey are available at:
www.engage.milwaukee.gov/35th-and-Capitol

You can also visit the website to learn more and sign up for email updates.

Looking Forward

CENTURY CITY
35TH & CAPITOL
PROJECT

- **Remediation and Site Prep Work (2026 – 2027)**
  - Bid Documents and Contractor Selection – Fall/Winter 2026
  - Site Work – Spring/Summer 2027

- **Request for Development Proposal (RFP) Process (2026 – 2028)**
  1. Partners Gather Feedback and Draft RFP
  2. RFP Released and Site Tours
  3. Proposals Received
  4. Committee Scores & Selects Proposal to Advance

- **Approvals, Land Sale, Groundbreaking to Follow**

THANK YOU!

CENTURY CITY
35TH & CAPITOL
PROJECT

- **Learn more, sign up for updates, and complete the online survey!**
  - Visit: **www.engage.milwaukee.gov/35th-and-Capitol**