

Visuals for Green Bay Downtown Long Range Plan



The above pictures exemplify what mixed use; small business, retail, restaurant, etc.... has the potential of being On Broadway in Green Bay! They are businesses located in West De Pere on Reid Street just west of the St. Norbert College campus! This fits into the long range plan currently in place for both the Northwest & Northeast corridors adjacent to the Fox River.

With the current expansion project of the KI Convention Center and the new Schreiber Foods office complex under way, more people are going to be drawn to these areas and what better way to bring in more money into our community then by offering them a variety of shopping/dining alternatives.

Please allow the current long range plan to become a reality. The reality as we know it does not and should not include any "big box store" of any kind! Make the downtown areas a destination place that folks will travel miles to see and spend money! More importantly, a destination place to be PROUD Of!



## Oak Creek

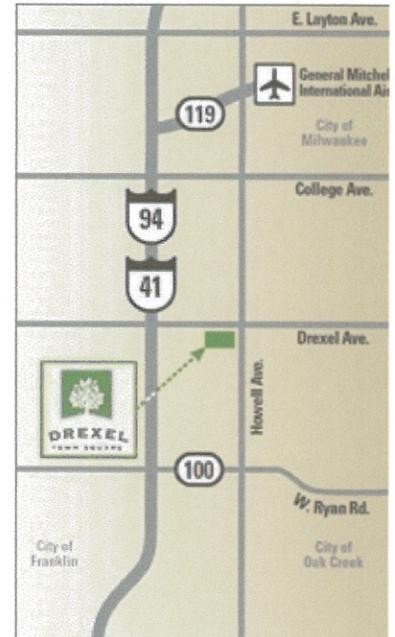
The City of Oak Creek is in the southeastern corner of Milwaukee County. Incorporated in 1955, it has seen a mix of manufacturing, service, agriculture and even an airport. Residential development has grown steadily, while the city still maintains a charming, rural feel with lots of open spaces and undeveloped land.

The new millennium brought a population surge. Its population was 34,451 in 2010, according to the U.S. Census – a 21% increase over 2000. With more residents came a flurry of retail, commercial and residential development. Scores of new homes were built, and with it, many new choices in dining and shopping.

Major employers in Oak Creek include Master Lock, Northwestern Mutual and Caterpillar Mining.

## Southeastern Wisconsin

The seven counties that comprise Southeastern Wisconsin are home to more than 2 million people. According to the Federal Reserve, we are the most productive region in the Midwest, and the ninth most productive region nationwide. In every conceivable way, Oak Creek and Southeastern Wisconsin are open for business.





Before it was Drexel Town Square, the site was a manufacturing and technology development center, built in 1957 by Delco Electronics, Oak Creek's largest employer. Through the years and a number of corporate changes, it became AC Spark Plug, the AC Electronics Division of General Motors and, finally, Delphi Electronics & Safety, before the plant was closed in 2008. Part of the plant was demolished to make room for the Woodman's grocery store in 2007. The rest was demolished and has been vacant for three years.

The property was acquired in August of 2011 by WISPARK LLC, the real estate development subsidiary of Wisconsin Energy Corporation. WISPARK is a leader in the development of innovative business settings. Drexel Town Square is poised to become a jewel on the Oak Creek landscape.

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Just like you would find in most "downtowns," Drexel Town Square will feature:

- **Retail**
  - General merchandise and food store
  - Retail & service businesses
  - Specialty shops
  - Restaurant and entertainment establishments
  
- **Commercial**
  - Medical office building
  - Post-secondary education facility
  - Recreation and fitness facilities
  
- **Residential**
  - High-end apartments
  - Assisted-living units
  
- **Civic**
  - City Hall
  - Public library
  - Town Square
  - Farmers' market

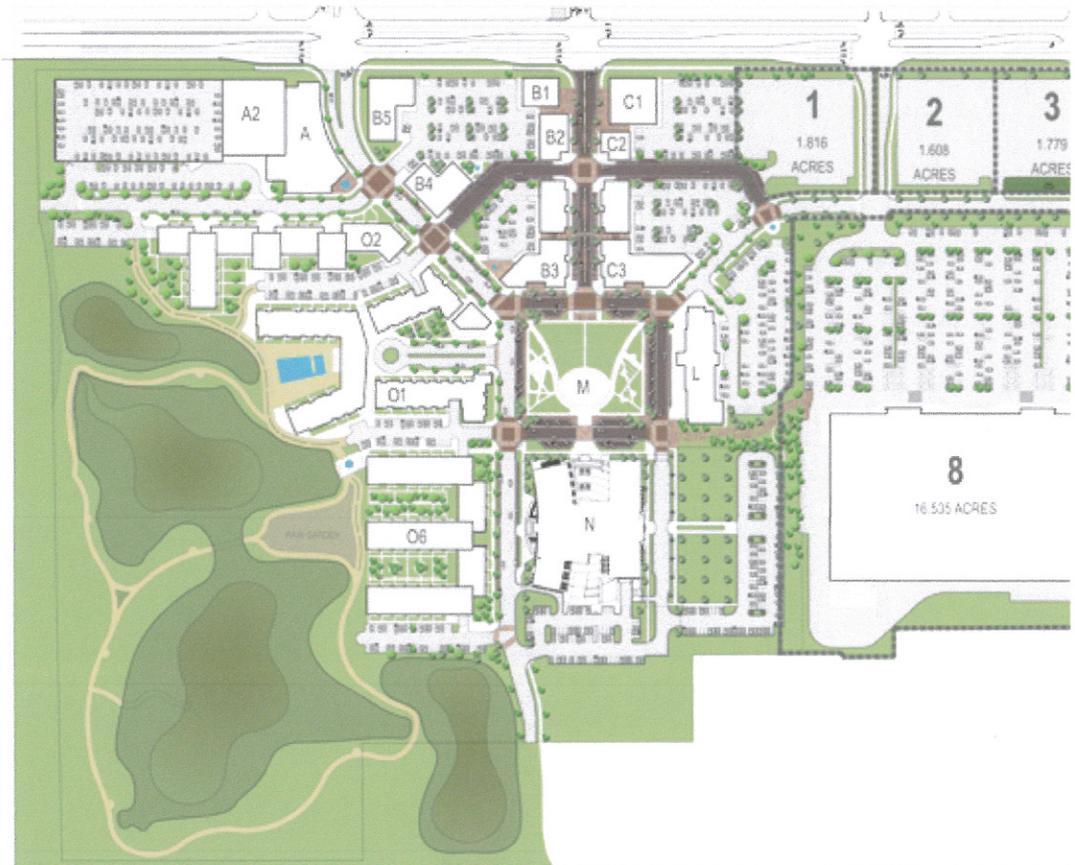
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Drexel Town Square may remind you of a small town square – and so much more. It includes:

- Retail and mixed use spaces (shaded in orange)
- Office space (shaded in blue)
- Green space, a plaza and courtyard (shaded in green)
- Public amenities including an ice skating rink, farmer’s market area and dog park (shaded in black)
- Bike and walking paths (shaded in light blue)
- Roads, streets and parking throughout (shaded in grey)



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**Aerial of Town Square**



**Main Street**



**Main Street Aerial**



**Main Street Enlarged Plan**

**Main Street Looking North**

**Main Street Looking North**



**Main Street Looking South**

**Residential Spaces**

**Residential Spaces**



**Restaurant**

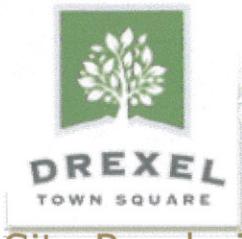
**Site Map**

**Town Square**



**Town Square**

**Town Square and City Hall**



## Site Renderings

Click through the images below to view our architect's renderings of Drexel Town Square and all it will have to offer.

Multi-level towers accommodate retail (at street level) with residential and office spaces (on upper floors). It's what you'd expect on Main Street.



**Aerial of Town Square**

**Main Street**

**Main Street Aerial**



**Main Street Enlarged Plan**

**Main Street Looking North**

**Main Street Looking North**



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**Residential Spaces**

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**Site Map**

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**Town Square**

**Town Square and City Hall**

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# Brookfield approves spending \$38 million on Corners development

By [Tom Daykin](#) of the Journal Sentinel  
Dec. 3, 2013

The Town of Brookfield will spend around \$38 million to help finance a \$176 million retail development anchored by a Von Maur department store, under a proposal approved Tuesday night.

The Town Board voted unanimously to provide public financing for [The Corners](#), which will have stores, restaurants and apartments north of I-94 and east of Barker Road.

With the vote, demolition of an empty theater and other vacant buildings at the site is to begin in early 2014, followed by construction of The Corners. Von Maur and the other retailers, which haven't yet been named publicly, are to open by November 2015.

The Corners is being developed by Milwaukee-based Marcus Corp., which owns the former cinema and other property at the site; CarVal Investors LLC, an independent subsidiary of Minneapolis-based food conglomerate Cargill Inc., and Chicago-based real estate investment company M&J Wilkow.

The town's money is being provided through a tax incremental financing district at the project site. New property taxes from The Corners will pay back those funds within an estimated 20 years. After the town's debt is paid, the property taxes go to the town, the Waukesha School District and other local governments.

The Town Board also will review the tax financing district's project plan, with a vote on its approval set for Feb. 18.

Town financing approval for The Corners required two bills passed on voice votes by the state Legislature, and signed into law by Gov. Scott Walker.

In 2011, when the project surfaced, Walker and the Legislature approved a bill allowing the Town of Brookfield to create a tax financing district for The Corners. Towns have less flexibility than cities and villages to create such districts.

The 2011 law says the Town of Brookfield's tax district debt must be repaid within 16 years — 11 fewer years than the limit for most city and village districts.

Concerns over whether The Corners would generate enough property taxes to pay back the debt within 16 years delayed the Town Board's vote on the financing plan, which the Plan Commission approved over a year ago.

So, in [October](#), the Legislature and Walker approved another bill giving the Town of Brookfield the power to create a tax financing district similar to such districts created by cities and villages. That law extends the debt payoff limit to 27 years.

The town funds will pay for The Corners' 1,900-space parking structure and public improvements. They include a bridge over Poplar Creek, connecting The Corners to future development sites east of the retail center.

Along with the 140,000-square-foot Von Maur department store, The Corners will include around 250,000 square feet of additional shops and restaurants, and 158 higher-end apartments.

Marcus and its partners, along with Von Maur, are guaranteeing that the taxable value of The Corners will be \$176 million. Another \$11 million in development is expected to occur on parcels near The Corners.

*Correction: An earlier version of this story gave an incorrect value for The Corners. The development is valued at \$176 million, not \$186 million.*

**Find this article at:**

<http://www.jsonline.com/business/brookfield-approves-spending-38-million-on-corners-development-b99156128z1-234340311.html>

Check the box to include the list of links referenced in the article.