Whole Foods/Columbia St. Mary’s Hospital

2303 North Prospect Avenue
Milwaukee, WI
Milwaukee County

1 Acre

Location: Adjacent to Columbia St. Mary’s Hospital and Lake Michigan

In the bustling North Avenue area of Milwaukee, few properties can afford to stay vacant. After clean up of soil contamination from decades of industrial use, this empty auto dealership gave rise to a healthy alternative for Milwaukee shoppers.

History
At this prime location near Lake Michigan, the former Heiser Ford Dealership sold and serviced automobiles for many years. In addition, four multi-unit residential properties historically housed commercial storefronts with associated residential space.

Investigation & Cleanup
After becoming a brownfield, the site was investigated and 18 underground storage tanks (USTs) were removed. In order to address additional public health concerns from soil contaminated with benzene, toluene, ethylbenzene, xylene (BTEX), polycyclic aromatic hydrocarbons (PAHs) and chlorinated volatile compounds (CVOCs), soil was removed to a depth of 16 feet. Soil samples before redevelopment confirmed all contaminated soil was removed from the site.

Redevelopment
With the assistance of the DNR’s Remediation and Redevelopment (RR) Program, the site was closed in February, 2006. Construction of a multiple story parking lot servicing nearby Columbia St. Mary’s Hospital was completed in November 2006. The first floor of this structure holds the 50,000 square-foot organic Whole Foods grocer. It is no mistake that Whole Foods is next door to Columbia St. Mary’s – the

Construction at the former Heiser Ford brownfield site (DNR photo).
hospital’s vision is to have patients discover healthier lifestyles all in one stop.

Financial, Liability, Technical Assistance
In addition to RR Program oversight, Columbia St. Mary’s covered the entire cost of the site investigation, cleanup and redevelopment.

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