

Alterra Coffee Headquarters

PUB-RR-853

February 2010

Alterra Coffee Headquarters

2999 N Humboldt Blvd.
Milwaukee, WI 53212
Milwaukee County

1 acre

Location: A mixed-use area of Milwaukee's Riverwest neighborhood, close to homes, baseball fields and the Milwaukee River.



Milwaukee city planners saw potential in this string of three brownfield properties (photo courtesy DNR).

Alterra Coffee extended their commitment to environmentally responsible business practices by incorporating their new, green corporate headquarters into a brownfield redevelopment.

History

Alterra Coffee was founded by Milwaukee entrepreneurs in 1993 and quickly took off. During the time when the company was expanding across the city, Milwaukee's Redevelopment Authority was busy expanding its cleanup of brownfield properties.

Among the targeted sites was a group of three adjacent properties in the Riverwest neighborhood. The various properties were once several businesses, including a dry cleaner and laundry, a car dealer and a car painting business, among other uses.

Investigation and Cleanup

The variety of contamination issues required an extensive site investigation of the three properties. Contamination at the site included petroleum and chlorinated solvents.

Seven underground storage tanks were removed in 1996. Then in 2001, two hydraulic lifts were also taken out.

During the remediation work, some contaminated soil was removed, and other sections capped to prevent the exposure to humans.

Chlorinated solvents were also addressed, and a vapor barrier was installed at buildings on the site, and groundwater monitoring is in place.



Wisconsin Department of Natural Resources
Remediation and Redevelopment Program

PO Box 7921, Madison, WI 53707
<http://dnr.wi.gov/org/aw/rr>





The new Alterra Coffee Headquarters combines offices, a roasting facility and a cafe, plus adjoining retail space (photo courtesy DNR).

Redevelopment

In 1998, the Redevelopment Authority of the city of Milwaukee (RACM) acquired the properties through tax foreclosure. By 2003, Alterra had chosen the site to build their new company headquarters. The final result of the redeveloped property was an unequivocal success, ultimately winning several awards.

Alterra hired an architecture firm with a history of green designs. Recycled materials made up a large portion of \$3.7 million project, including beams from a Kohl's Food store, tables from Milwaukee Tech High School, and windows from an old warehouse. When completed, the new building housed the company's main offices, the headquarters for the Alterra Baking Company, a coffee shop, retail space and a roasting facility.

The new building quickly won acclaim for its green design and community integration. The honors included:

2008 Mayor's Urban Design Award
City of Milwaukee

2008 "Best Environmentally Friendly Project"
Business Journal Real Estate Awards

2008 Heart of the Community Award
Wisconsin Commercial Real Estate Women

2008 Building Blocks Award
State Farm Insurance MANDI Awards

Financial, Liability, Technical Assistance
Support for this redevelopment came from many sources. The DNR's Remediation and Redevelopment Program (RR Program) provided technical assistance during the cleanup, and awarded a Brownfields Site Assessment Grant (SAG) to each of the three contiguous properties.

In addition, RACM added \$200,000 in EPA cleanup funds towards the redevelopment, while the Wisconsin Department of Commerce provided \$55,000 in Petroleum Environmental Cleanup Fund (PECFA) awards to the project.

Contacts

Pam Mylotta
Project Manager
WDNR Remediation and Redevelopment Program
(414) 263-8758
Pamela.Mylotta@wisconsin.gov

Dave Misky
Assistant Executive Director
Redevelopment Authority of the City of Milwaukee
(414) 286-8682
David.Misky@milwaukee.gov



Wisconsin Department of Natural Resources
Remediation and Redevelopment Program

PO Box 7921, Madison, WI 53707
<http://dnr.wi.gov/org/aw/rr>

