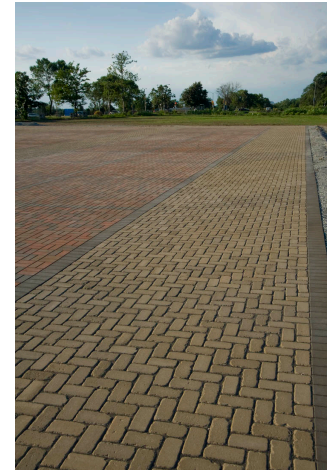
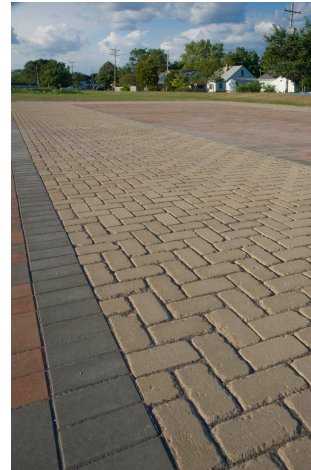
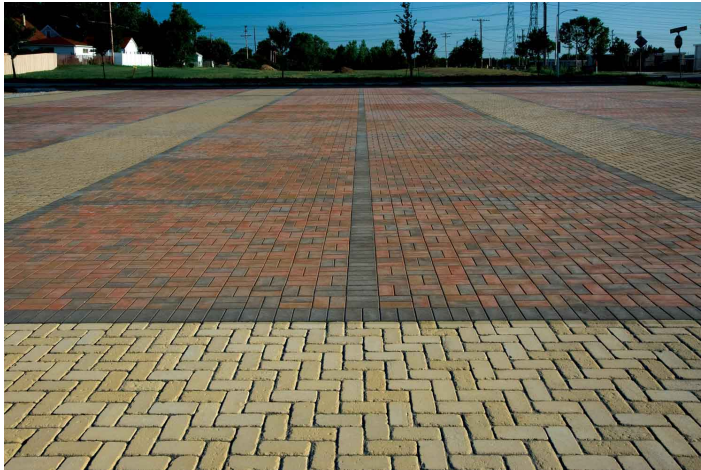


PROJECT PROFILE
Green Corridor Farmer’s Market
Milwaukee, Wisconsin



PROJECT DETAILS

Project Type: Public Plaza
 Size: 11,000 square feet

Developer: Simon Landscape Co. Inc.
 Completed: Plaza, Summer 2011; loading area, in progress

PROJECT SUMMARY

What began as one man’s mission to spread the word about rainwater management has grown into a community-wide green movement in Milwaukee’s Garden District. Three years ago, Bryan Simon, owner of Simon Landscape Co. Inc., started the nonprofit Energy Exchange to educate the public about rainwater management and other green topics. His vision included transforming a 1-mile stretch of vacant or decaying spaces into a showcase of better management techniques in a city prone to overflowing storm sewers.

An alderman championed Simon’s idea and expanded it with a resolution to create a 3.5-mile-long Green Corridor. Water-friendly upgrades, including bioswales and permeable paving, are popping up along the Corridor, which also will serve as a testing ground for green technologies such as solar-powered signage and LED lighting.

Simon’s on-the-ground efforts include a community garden with an adjacent farmer’s market. The farmer’s market plaza features 66 10x10 stalls created using CalStar Autumn blend pavers, each bordered by an 8-inch gray soldier course. CalStar pavers in tumbled natural, arranged in a 90-degree herringbone pattern, create the 8-foot-wide aisles. “I was looking for a way to make our farmer’s market unique and attract vendors and people,” says Simon of his decision to make the masonry units an integral part of the layout.

The plaza is designed to direct water flow in one direction, with it then captured and recycled into a future water feature as well as for use in the community garden. A loading area will be added to the east end, with a 4-foot strip of CalStar permeable pavers sandwiched between two 3-foot concrete bands.

In addition to aesthetic contributions, CalStar’s low-carbon, low-energy manufacturing process is in keeping with the project’s sustainability goals. The pavers incorporate 40% local recycled material as the binder, and avoid the energy-intensive kiln firing required for clay pavers and the use of Portland cement contained in concrete pavers.

Environmental Metrics (64,935 pavers)
 CO₂ Emissions Prevented: 24.7 tons
 Energy Saved: 32.5 million BTU
 Landfill Diverted: 69 tons

To arrange an interview on the Green Corridor project and/or CalStar Products, contact:
 Katy Tomasulo | 425.277.9956, katy@csquaredadvertising.com