

GREENFIELD NEWS

Cobalt will partner with the Milwaukee Power ownership group to build a community ice center in Greenfield

Bob Dohr Milwaukee Journal Sentinel

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In a move intended to complement the revitalization of The Turf skatepark, Cobalt Partners is joining forces with a local hockey ownership group to build a regional, state-of-the-art community ice center in Greenfield.

So a place to skate would be next to, well, a place to skate.

Milwaukee-based Cobalt Partners Tuesday received unanimous approval from the Greenfield Common Council to rezone approximately 38 acres north and south of Interstate 894 east of Loomis Road to pave the way for a mixed-use redevelopment plan emphasizing recreational and entertainment uses, according to a news release from Cobalt.

As part of the development, Cobalt announced that it has reached an agreement with an affiliate of Local Hockey Partners LLC, the ownership group of the Milwaukee Power of the North American 3 Hockey League, to build the Greenfield Community Ice Center, a regional, state-of-the-art, multi-sheet facility.

“We are excited to again work in public/private partnership with the city of Greenfield to transform this highly visible and accessible but underutilized site into a vibrant and productive mix of uses consistent with the city’s long-standing vision for this area,” said Scott Yauck, president and chief executive officer of Cobalt Partners in the release.

The Milwaukee Power is a USA Hockey-sanctioned Tier III Junior organization playing NA3HL, according to the Power's website. The team plays its home games at Ozaukee Ice Center in Mequon.

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Local Hockey Partners LLC, the ownership group behind the Milwaukee Power, have partnered with Mia Rose Holdings LLC out of Chesterfield, Missouri to form LHP-MRH JV LLC, according to a news release from the joint venture entity.

LHP-MRH JV LLC will design and build the ice center, according to the release.

St. Louis, Missouri-based ARCO Construction will be the general contractor. Construction on the center is scheduled to begin in summer 2021 and open in fall 2022.

“Our vision from day one was to create a state-of-the-art, multi-sheet, community ice center that would become the epicenter for the collective Milwaukee and southeastern Wisconsin ice community,” Chase Ernst, CEO of Local Hockey Partners and LHP-MRH JV, said in a phone interview.

"The Greenfield Community Ice Center brings that ‘local’ vision one step closer to reality," he said. "Because of what this facility will attract and accommodate we will immediately make this facility a local, regional and national destination."

Ernst said as they continue to grow the Milwaukee Power of the NA3HL and build their "ladder of development" inside USA Junior hockey, the facility better positions them for bringing a future North American Hockey League (NAHL) organization to Greenfield.

“The Greenfield, Wisconsin, area fits within the footprint the NAHL has created and maintained in the upper Midwest," said Mark Frankenfeld, president & commissioner of the NAHL in the release. "Adding another team in the region would continue to reduce travel costs for several teams, establish additional regional rivalries and further enhance the existing travel corridor."

Ernst stressed that as excited as they are about the news, the ice center is more than just for the Milwaukee Power or the hockey community.

"This is bringing all of hopefully, the youth hockey, high schools, collegiate, the figure skating, the synchro, the curling — all of those communities are people that we are currently engaging, anxiously awaiting for this thing to come on board so that it can truly be a place for all, not just the Power," Ernst said.

Cobalt's proposed development, including the ice center, is adjacent to the former Turf skatepark, which is in the early stages of being redeveloped into a high-profile skating destination.

Cobalt plans to conduct neighborhood informational meetings over the next few months as its plans for the development become more refined.

"As we did at 84South, we intend to develop a highly-architected, best-in-class development that fits within and is sensitive to the surrounding community, while recognizing the site's regional potential," Yauck said.

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From the Milwaukee Business Journal:

<https://www.bizjournals.com/milwaukee/news/2020/12/16/greenfield-approves-rezoning-of-38-acres.html>

Greenfield approves development at I-894 and Loomis that will include community ice center

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The city of Greenfield Common Council voted Tuesday to approve the rezoning of 38 acres east of Loomis Road, ultimately giving the green light to Cobalt Partners Inc. for a development project that will bring recreational entertainment, offices and multi-family housing on both sides of Interstate 894 in Greenfield.

The site will include a multilevel community ice center that will be constructed through a partnership between Local Hockey Partners, the ownership of Milwaukee Power, and Mia Rose Holdings in Missouri. Milwaukee Power is a member of the North American 3 Hockey League, one of two USA Hockey-sanctioned Tier III junior leagues.



CURTIS WALTZ

The redevelopment would span both sides of Interstate 894 at Loomis Road.

The Greenfield Community Ice Center is scheduled to break ground next summer and open in the fall of 2022.

The Greenfield Community Ice Center is projected to draw roughly 750,000 visitors and generate upwards of \$50 million in economic impact in its first 10 years. Chase Ernst, CEO of Local Hockey Partners and the joint venture, said the facility positions the Milwaukee area to have a junior hockey organization under the North American Hockey League umbrella.

The site will also include up to 560,000 square feet of retail, office, medical or commercial buildings, a hotel with up to 130 rooms, and 600 apartments in buildings standing up to four stories tall, along with a skatepark.

"We are excited again to work in public-private partnership with the City of Greenfield to transform this highly visible and accessible but underutilized site into a vibrant productive mix of uses consistent with the city's long-standing vision for this area," said Scott Yauck, president and CEO of Cobalt Partners, in a statement.

Greenfield officials have been planning for a redevelopment of the Loomis Crossing property for more than a decade. The Wisconsin Department of Transportation acquired the land with the intention of building an interchange to run a stretch of highway north to connect with the Stadium Interchange. That was never built, and the land has remained off-market since.

Cobalt and Greenfield in 2015 partnered on the 84South redevelopment to the west at 84th Street and West Layton Avenue. Cobalt Partners assembled 48 acres in 43 different properties for that development. It now has a retail center that includes Kohl's,

Total Wine & More, Portillo's and other users, apartments and an Aurora Health Care center that Cobalt recent sold for \$74 million.

The 84South redevelopment increased the 48 acres' value from about \$8 million in 2015 to \$182 million.

"As we did at 84South, we intend to develop a highly architected, best-in-class development that fits within and is sensitive to the surrounding community, while recognizing the site's regional potential," Yauck said.

Greenfield will support Cobalt's project with a city tax incremental financing district as it did with 84South.

"This makes Greenfield a better place that showcases the city in a very positive way,' said Greenfield Mayor [Michael Neitzke](#) in a statement.

Nick Williams

Reporter

Milwaukee Business Journal



Milwaukee Power hockey team plans ice arena in Greenfield

Will be part of Cobalt Partners' mixed-use project at Loomis and I-894

By Alex Zank - Dec 16, 2020 1:13 pm



Photo of the interchange at I-894 and Loomis Road, facing west. Aerial photo courtesy of Cobalt Partners LLC

Greenfield could get a new community ice arena, to be used by junior league hockey team Milwaukee Power, which would be built at Milwaukee-based developer Cobalt Partners LLC's **planned mixed-use project** where I-894 meets Loomis Road.

Local Hockey Partners LLC, the ownership group behind the Milwaukee Power of the **North American 3 Hockey League**, announced it is forming a joint venture with Chesterfield, Missouri-based Mia Rose Holdings LLC to design and build a multi-sheet community ice center at Cobalt's master-planned development.

Construction of the Greenfield Community Ice Center is slated to begin in the summer, with a fall 2022 opening. In addition to hosting the Milwaukee Power, the facility could also host numerous youth hockey games and tournaments. It

is expected to bring in around 750,000 visitors and generate more than \$50 million in economic impact for the community in its first 10 years of operation, according to a news release.

It also better positions the ownership group to bring a future North American Hockey League team to the Milwaukee community, said Chase Ernst, chief executive officer of Local Hockey Partners.

“Our vision from day one was to create a state-of-the-art, multi-sheet, community ice center that would become the epicenter for the collective Milwaukee and southeastern Wisconsin ice community,” Ernst said in a statement. “The Greenfield Community Ice Center brings that ‘local’ vision one step closer to reality. Because of what this facility will attract and accommodate we will immediately make this facility a local, regional and national destination.”

The ice center will be built along I-894, east of **The Turf** skatepark site, said Scott Yauck, president and CEO of Cobalt.

The arena and skatepark will make up just one part of the 38-acre project site. Other project components could include retail, office, medical, multi-family, a hotel, a gas station and a billboard.

Greenfield Common Council members on Tuesday approved a rezoning of the project site to support the mixed-use redevelopment project. Cobalt said it intends to conduct neighborhood meetings in the coming months as plans become more refined.

“We are excited to again work in public/private partnership with the city of Greenfield to transform this highly visible and accessible but underutilized site into a vibrant and productive mix of uses consistent with the city’s long-standing vision for this area,” Yauck said in a statement.

The Turf project is being led by the city of Greenfield and the **South 27th Street Business District Association**, a non-profit group that represents three business improvement districts. It is being built where the old skatepark by the same name once stood. The Milwaukee-area skateboard community is also involved with the skatepark’s design and raising money for its development.

The joint venture overseeing the ice arena project is LHP-MRH JV LLC. The ice arena general contractor will be St. Louis, Missouri-based ARCO Construction.

“This (project) makes Greenfield a better place that showcases the city in a very positive way,” Mayor Michael Neitzke said in a statement. “While some other places struggle looking for the right kinds of economic impact, we’re blessed with what promises to be another great overall development.”

Alex Zank

Alex Zank covers commercial and residential real estate for BizTimes. Alex previously worked for Farm Equipment magazine and also covered statewide construction news at The Daily Reporter. He graduated from the University of Wisconsin-Eau Claire, where he studied journalism, political science and economics. Having grown up in rural western Wisconsin, Alex loves all things outdoors, including camping, hiking, four-wheeling and hunting.

