

# A VISION FOR SMART GROWTH

Sustainable Development Design Charrette  
Milwaukee's Menomonee River Valley

1999-2000



## PREFACE

### Co-Hosts:

#### Menomonee River Valley Design Charrette

*The Sixteenth Street Community Health Center is the primary health care provider for Milwaukee's near South Side families. Hosting the Design Charrette is an important part of our efforts to engage the community in restoring blighted lands in our neighborhood and bring good jobs and prosperity to our families; thereby, increasing their ability to afford quality health care.*



**Peter McAvoy, Director**  
Department of  
Environmental Health

*PDI is a private consulting group that provides urban planning and site design services to local governments and land owners in Wisconsin.*



**Larry Witzling, Principal**  
Planning and Design Institute

The Menomonee River Valley Design Charrette, held at the Milwaukee Institute of Art and Design and presented at the Wisconsin Club in Milwaukee, Wisconsin on October 19 -20, 1999, is regarded as a watershed event for sustainable redevelopment efforts in what once was one of America's leading industrial centers.

A deliberately ambitious 'sustainable development' challenge was presented to the talented professionals that assembled for the Design Charrette (or brainstorming workshop). They were charged with the task of raising the bar on redevelopment and restoration activities for Milwaukee's Menomonee River Valley; with the goal of attracting high quality investors and family-supporting jobs that could add long-term value and pride to the community while reducing environmental impacts.

The Design Charrette teams anticipated that the Menomonee River Valley would look very different 25 years from now. Major projects now underway, such as the Miller Park baseball stadium and a redesigned, street level Sixth Street Viaduct, are changing the landscape at both ends of the Valley. Other trends and current economic growth in Southeastern Wisconsin, hold promise for even greater change, with employers increasingly seeking business locations closer to where workers live.

The innovative and exciting 21<sup>st</sup> century Charrette designs for the Valley are evidence that the design teams understood, met and exceeded the challenge that was presented to them. This document illustrates their fine design work and provides a look at the strategic advantages that shaped the Valley's history. Capitalizing on these strategic advantages and addressing the Valley's environmental challenges served as the basis for the new sustainable development scenarios created by the Design Charrette.

To the extent that Charrette design solutions are incorporated into new development, Milwaukee's Menomonee River Valley can be transformed into a special place in urban America for present and future generations.

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# THE SUSTAINABLE DEVELOPMENT CHALLENGE

.....  
Integrating Economic Growth - Environment - Community

A 21<sup>st</sup> century vision for restoring and redeveloping Milwaukee's Menomonee River Valley that ensures long lasting prosperity that is "sustainable" for current and future generations, demands that economic growth be fully integrated with environmental enhancement and protection, and requires involvement and support of the surrounding community. Charrette participants were asked to use these integrating principles of sustainable development as they worked toward this vision of the Valley.

To achieve the revitalization of a place like the Menomonee River Valley that has experienced heavy use and abuse; however, requires more than mere application of general principles to guide development. With the goal of creating a vision that could become a reality, the Charrette teams were asked to apply more refined sustainable development practices and incorporate the Valley's unique features, assets and challenges. To their credit the design teams successfully responded to this ambitious challenge.

In their designs the teams placed a premium on the following concepts:

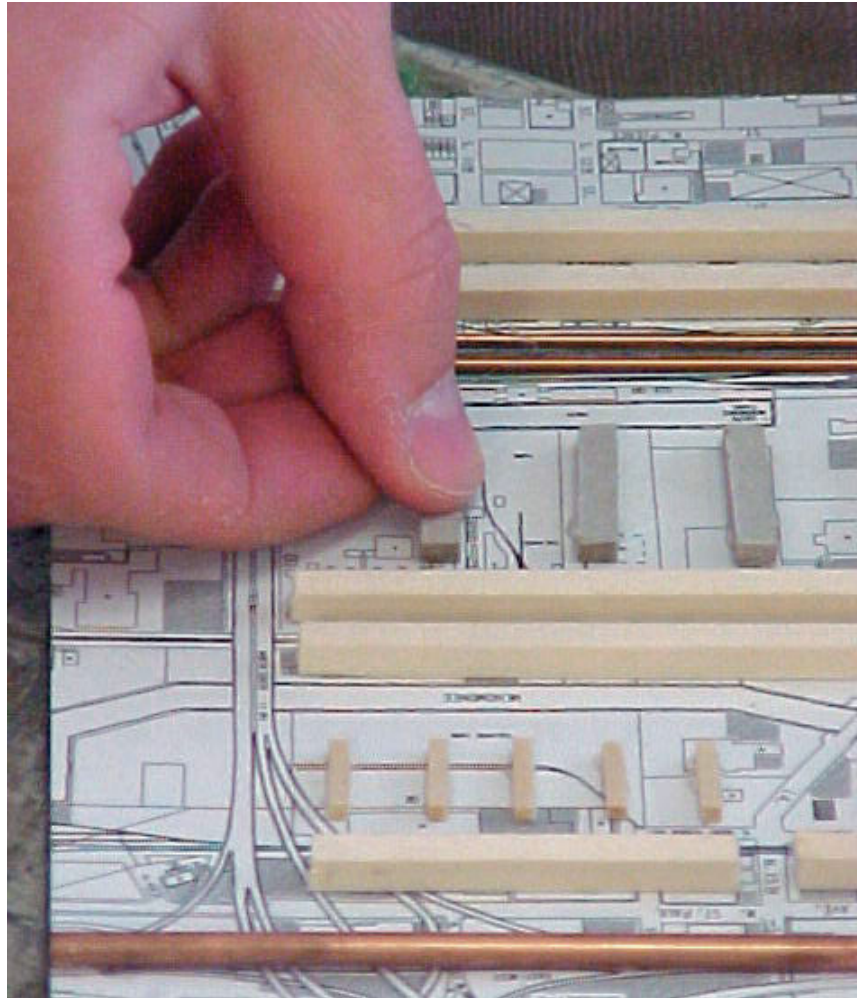


Illustration by Alice Struck, © 2000, Sixteenth Street Community Health Center

- *Adding value, productivity and efficiencies, along with civic beauty and durability*
- *Restoring and protecting the considerable natural features of this urban river valley*
- *Attracting significant numbers of new high quality, family supporting jobs easily accessible to community residents who live nearby.*



## SUSTAINABLE DEVELOPMENT: Connecting What is Important



Photograph courtesy of the Department of City Development, © 1999

The sections in this document that precede the actual design solutions for the Menomonee River Valley, showcase the project partners who were instrumental in staging the Charrette. These partners will undoubtedly play a pivotal role in moving the design scenarios forward and transforming the Menomonee River Valley into an attractive center for commerce and community.

A section devoted to the Valley's historic development as a major industrial center is also included along with a discussion of the "Keys for Sustainability" which helped set the specific outlines used by the Charrette teams in creating their designs.

Understanding the important factors that led to the Valley's historical transformation helps to illuminate some of the Menomonee Valley's most enduring attributes and these significantly influenced the Charrette designs. The Keys for Sustainability emerged during planning meetings preceding the Charrette itself. They served as important guides or unifying themes which focused the designs that emerged. The Keys for Sustainability address the realities of existing conditions in the Valley and create a link to the development priorities that have been established by the City of Milwaukee's Valley Land Use Plan. Following these sections is the presentation of the Design Charrette visions for the East, Central and Western areas of the Valley.



*Urban Design Team 2, considers natural resources, community and infrastructure in planning options for the Valley.*



The East Valley is represented by two priority development areas (B and D) identified in the City's Valley Land Use Plan; whereas, the Central Valley and West Valley each correspond to a single priority development area –C and A respectively.

The concluding section looks forward and identifies some actions that need to be taken in the near future to move the Charrette designs into the next phase for development.





## TRANSFORMATION OF THE VALLEY INTO A MAJOR INDUSTRIAL CENTER



from James Buck, Pioneer History of Milwaukee



Milwaukee Journal Sentinel

Early settlers and Native Americans recognized the Valley's strategic advantages: a prime location, abundant natural resources, fish & wildlife, wild rice fields, and water access for trading and commerce. Milwaukee's early economy was based on the fur trade and the Valley's vast wetlands supplied many of the beaver, muskrat, raccoon and deer pelts. In 1795 Jacques Vieau, commissioned by the North West Company, established a trading post near a sizable Native American village on a bluff overlooking the Menomonee River Valley. A plaque marks this trading post site, now part of Mitchell Park on the south side of the Valley.

Industry has long been the framework for a continually evolving Valley, and no industrial business represents this better than the Falk Corporation, located just west of the 27<sup>th</sup> Street viaduct on the floor of the Valley. Seen here during World War II, the Falk Corporation's plant remains at the same site today.



Milwaukee Public Library

*A schooner docks at Pfister and Vogel's Valley tannery plant. Although steamships were common by the 1830s, schooners continued to carry the bulk of cargoes well into the twentieth century.*



## THE VALLEY'S HISTORY:

### Linked to Its Unique Advantages

The Menomonee River Valley's importance has always centered on its location near Lake Michigan and its connections with the Milwaukee and Kinnickinnic Rivers. The Menomonee River provides the Valley with natural amenities and transportation routes. The proximity to Milwaukee's downtown and the most densely populated neighborhoods in the State of Wisconsin provides the Valley with easy access to a large workforce, and, conversely, workers with access to housing.



Milwaukee County Historical Society



Adapted from Charles E. Brown, Wisconsin Archeologist, July, 1916

## PRE-EUROPEAN SETTLEMENT

The Menomonee River Valley became the site of many of the first Native American settlements, including the Potawatomi, because of its natural resources and gateway to the interior of the state. A dense maple and basswood forest covered 100 feet high bluffs on both sides of the Menomonee River Valley. The forest floor was filled with native plants like trillium, bloodroot, and mayapple, in addition to numerous spring ephemerals. The defining natural feature of the Valley (as far as 43<sup>rd</sup> Street), however, was its vast wetland. The marsh provided numerous advantages: bountiful fish, waterfowl, and wild rice, reeds and rushes for making woven goods, and water access routes by way of the Menomonee River. Increase Lapham mapped the original watercourse of the Menomonee River, seen here in 1836 (map on opposite page).



State Historical Society of Wisconsin

*The Menomonee and Milwaukee Rivers' natural floodplains dominated the view of the Valley prior to European settlement. One of the Valley's strategic advantages that attracted many of the early Native Americans was the abundance of wild rice that provided a plentiful food source.*

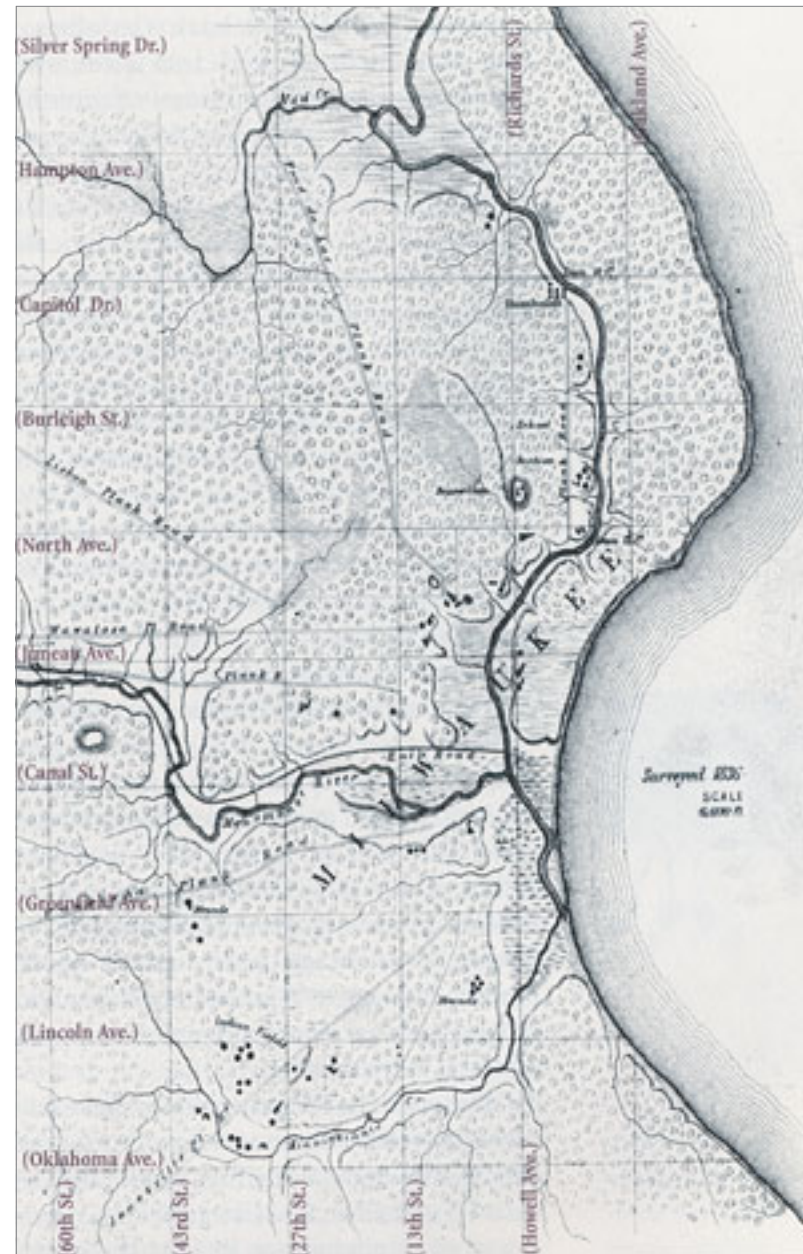
## AN ATTRACTIVE CENTER FOR PEOPLE AND COMMERCE

The Menomonee River Valley's location at the confluence of major water bodies, its natural resource base and easy accessibility has made it an attractive center for people and commerce. Native Americans recognized the strategic advantages of the Valley and utilizing its considerable assets created centers for trading and large settlements. Centuries later European settlers also saw the enormous potential of the Valley and invested in canals, roads and other infrastructure building upon earlier settlements to help establish one of America's major urban centers, Milwaukee.

Early in the twentieth century the Valley became the industrial center for the region and State of Wisconsin, employing over 50,000 people.

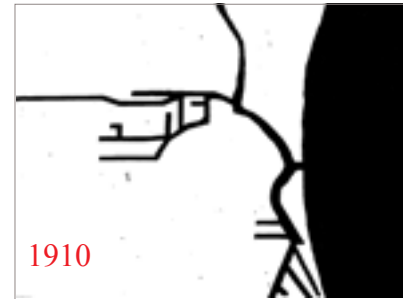
Throughout the Valley's rich history it has experienced booming growth and severe economic downturns. One of the most dramatic transitions of the twentieth century occurred during the 1970's and 1980's, when many of the Valley's manufacturing firms went out of business or shifted their operations elsewhere.

More recently, major new investments and infrastructure improvements are again leading the Valley's resurgence. These include Miller Park baseball stadium on the West End and the reconstruction of the Sixth Street Viaduct on the East End of the Valley. The ability of this renaissance to carry on, will again rely on the Menomonee River Valley's strategic assets, the economy, and whether the creative design solutions developed at the Charrette, and illustrated later in the document, influence appropriate sustainable development scenarios.



Most of the Valley east to Lake Michigan was underwater in 1835-6, but its direct connection to the potential harbor made it a natural site for development.

## CANAL SYSTEM



Maps by: UW-M School of Architecture & Urban Planning student, © 1999

The Valley's canal system has changed dramatically since European settlement in the area and has continued to evolve to serve the needs of businesses and the community. The US Army Corps of Engineers channelized the river for navigation purposes and continues to dredge the Menomonee River for this purpose today.

## BECOMING A MAJOR CENTER FOR SHIPPING

The Menomonee River runs the length of the Valley from east to west and was adapted for shipping and barging materials. Grain elevators dominated much of the Valley during the mid-1800s as Milwaukee became the largest shipper of wheat in the world.

During the 1880's the Valley's strategic location helped Milwaukee become a major center for shipping and commerce. Along the Menomonee River and nearby Lake Michigan harbor, both sailing vessels and steam ships were used for the transport of raw materials to the industries in the Valley and for shipping products to distant markets.



State Historical Society of Wisconsin

Industrial development and shipping became ever more apparent in the Menomonee River Valley during the late 1800s and early 1900s. Businesses were attracted by the Valley's unique combination of rail and water transport.



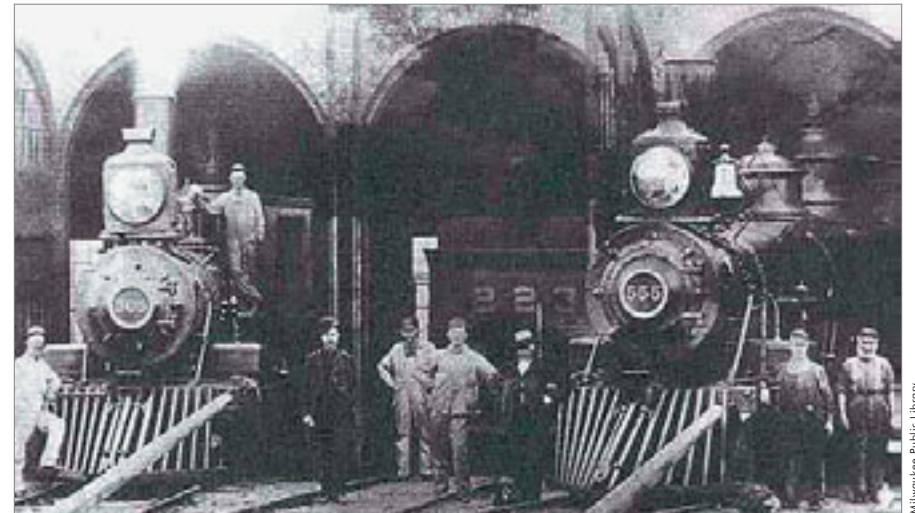
## EVOLVING INTO A RAIL CENTER

In the years following the Civil War, most of the Menomonee River Valley was filled-in for industrial development, such as the Milwaukee Road's train operations.

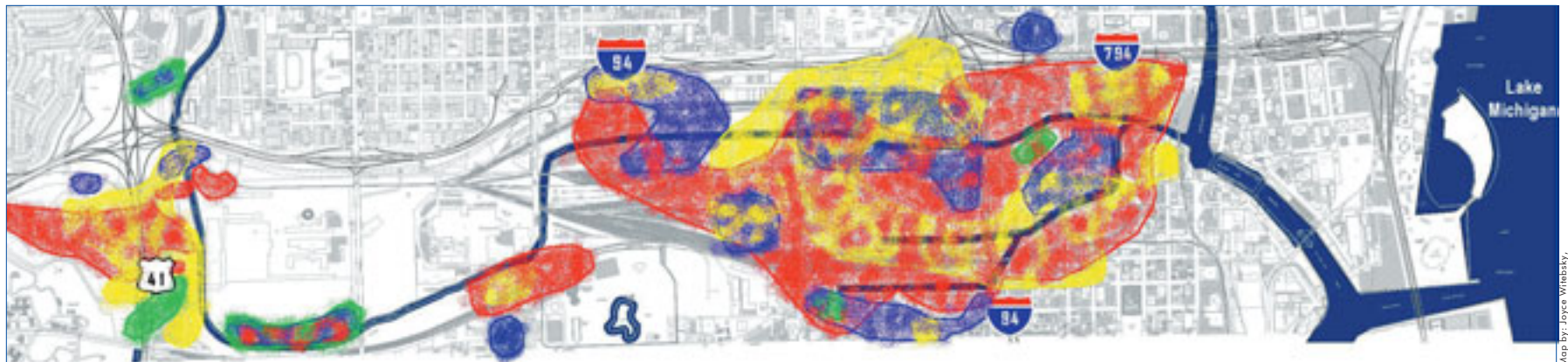
The Valley's prominence as a railroad stronghold had begun with the arrival of the first train engine by schooner in 1850.

The Milwaukee Road was the major industry in the Valley after 1880, employing thousands of people in the city and servicing train cars and engines for its rail lines to the West.

*Most of the workers employed by the Milwaukee Road and other Valley businesses lived in the culturally rich and densely populated surrounding neighborhoods, so that they were able to walk to work.*



Milwaukee Public Library



Map by: Joyce Witek, Sateenth Street Community Health Center, ©2000

- wood debris
- domestic refuse
- construction debris
- cinders, slag, coal and ash, foundry materials

*This map represents the composition and distribution of material used in filling the Valley's vast wetland as determined by a 1999 environmental and historical analysis of the Valley.*



## MASS TRANSIT REINFORCES THE CONNECTIONS BETWEEN THE VALLEY AND NEIGHBORHOODS

Milwaukee's public transportation network binds the city together. It has been an important aspect of the Valley's historic and current development.

Milwaukee County Transit System buses run on each of the main viaducts at 6<sup>th</sup>, 16<sup>th</sup>, 27<sup>th</sup>, and 35<sup>th</sup> Streets.

Pedestrian access is currently available to the Valley floor via the 6<sup>th</sup>, 16<sup>th</sup> and 27<sup>th</sup> Street viaducts. Historically, footbridges, tunnels, and stairwells from adjacent neighborhoods to the Valley provided additional access.

Vehicular access to the Valley floor is available at the 25<sup>th</sup> Street ramp, 16<sup>th</sup> Street

viaduct, Emmer Lane at 13<sup>th</sup> and Canal Street and the 6<sup>th</sup> Street viaduct. Planned access to the Valley on the west will be gained via the Miller Park east parking lot service road and Highway 41 Interchange.

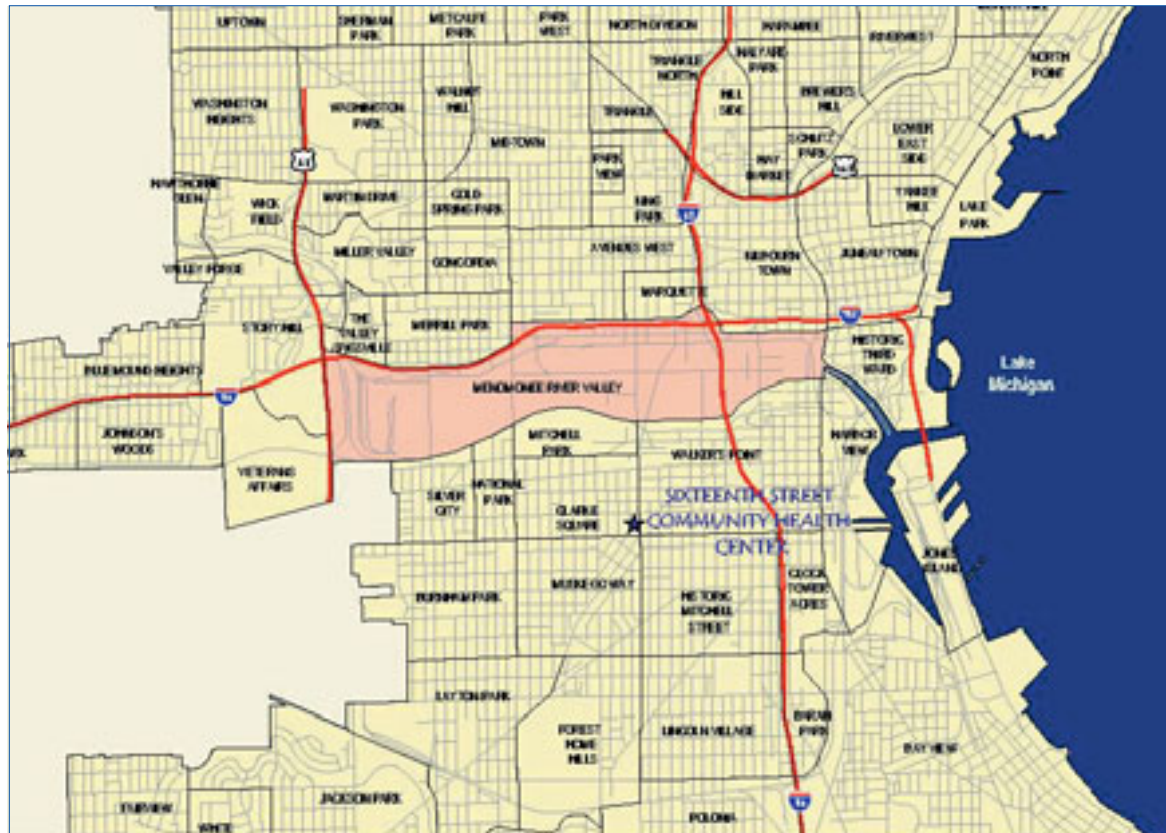


1897 Street Railway Map. In the late 1800s, electric trolleys and interurban rail began to serve the neighborhoods surrounding the Valley.



## EMPLOYMENT FUELS NEIGHBORHOOD DEVELOPMENT AND CULTURAL AMENITIES

The Near South Side and Near North Side neighborhoods of Milwaukee on either side of the Valley remain the most densely populated areas in the State of Wisconsin. They were developed in response to the employment opportunities in the Valley.



Map by: Joyce Vitabsky, Sixteenth Street Community Health Center, ©2000

The neighborhoods that surround the Valley on the north include: Kilbourn, Avenues West, Marquette, Merrill Park, Concordia, & Pigsville; on the south include: Walker's Point, Clarke Square, Mitchell Park, National Park, and Silver City; on the west it is bounded by Story Hill and the Veterans Affairs Center; on the east it is bounded by the Historic Third Ward, Juneautown (Downtown) and Harbor View.



Milwaukee Public Library

In the early to mid 1800s, the Valley was still a sprawling wetland better known for its natural resources than industrial development. This view is looking southeast over the Menomonee River Valley from the Merrill Park neighborhood.



Milwaukee Journal Sentinel

Milwaukee's public improvement efforts, including the nationally renowned county park system, did not leave the Valley behind. The horticultural conservatory in Mitchell Park (later the site of the "Domes" off 27<sup>th</sup> Street) was one of Milwaukee's most visited green spaces, as it is yet today.



## EVOLVING ECONOMIC FORCES CHANGE THE VALLEY'S INDUSTRIAL OPERATIONS

Early Milwaukee's economy was based on commerce and trade, particularly the shipping of wheat. The Menomonee River Valley prospered as both a storage place and a point of exchange between water and rail transportation.

Milwaukee's commerce-based economy and the grain elevators gave way to manufacturing and smokestacks in the late 1800's. With access to shipping by water and rail, the leather industry also took a prominent role in the development of Milwaukee's economy and the Valley's development with premier tanning facilities like Pfister and Vogel. The meat-packing industry also benefited from the constant supply of cattle and hogs, the majority of which were housed at facilities in the Menomonee River Valley.

With the continued prominence of the railroad nationally, the Milwaukee Road shops complex became the city's largest employer in the 1880s. The facilities became a driving force in the Valley's industrial development and continued serving the Milwaukee Road for more than a century.

World War I and II also encouraged the development of industry in the Valley. One of the largest remaining employers is the Falk Corporation, still located on the west end of the Valley near the 27<sup>th</sup> Street viaduct.



Milwaukee County Historical Society

*The Milwaukee Road's roundhouse was a fixture in the Valley for decades. It eased the switching of locomotives into and out of the shops. Empty today, some of the largest buildings in the Milwaukee Road complex still stand near the new Miller Park baseball stadium.*



from Milwaukee's Great Industries

*Leather-tanning and meat-packing began to replace wheat trade as the mainstay of Milwaukee's economy in the 1870s. Giants like Pfister and Vogel had their major operations in the Valley (Center of drawing - the Menomonee Valley Plant). The Valley's surrounding natural habitat provided the tamarack bark needed for early leather tanning operations and the cattle stockyards in the Valley supported both tanning and meat-packing.*



Photograph courtesy of: John Hawkinson, ©2000

*The Milwaukee Road Shops complex prior to demolition, 1999. With significant changes in transportation many of the older businesses in the Valley either moved out or closed down in the 1970's and 1980's.*

## THE AUTOMOBILE SHAPES THE VALLEY AND THE SURROUNDING COMMUNITY

The mid-1900s brought the explosive growth of the automobile, expressways and suburban development. During the 1950s, new initiatives to create a freeway system began to isolate the Valley from its surrounding neighborhoods. The reliance on expressways led to less demand for the railroad and mass transit locally and nationally. The most telling sign of change was the slow decline to bankruptcy of the Milwaukee Road. However, other large industries, like the Falk Corporation, have survived in the Valley for over a century.



*Milwaukee's expansion and increasing use of the automobile during mid-1900s led to traffic jams, like this 1950 backup on the 6<sup>th</sup> Street viaduct at the east end of the Valley. The increasing dependence on the automobile and outcry for new freeway systems greatly affected the Valley's boundaries and its connections to the surrounding neighborhoods.*



*The "clearing" that took place for Interstate 94's construction defined the Valley's northern border and impaired traditional pedestrian access from the northern neighborhoods.*





# PARTNERS FOR TRANSFORMING THE VALLEY



NEWS CENTER OF THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS



Photographs this page: Sixteenth Street Community Health Center, ©2000

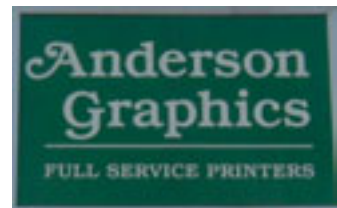


*Milwaukee*

HYDRAULIC PRODUCTS CORPORATION



Photographs this page - Sixteenth Street Community Health Center, ©2000



Epstein Uhen Architects

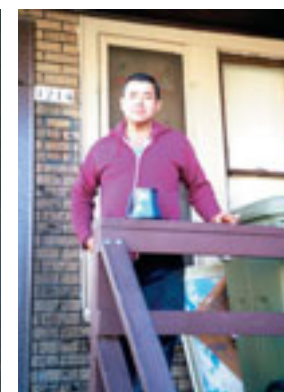




## THE NEIGHBORHOOD • INCLUSIVE AND DIVERSE

The Sixteenth Street Community Health Center, as one of the co-conveners of the Sustainable Development Design Charette, has long recognized the importance and value of involving all parts of Milwaukee's diverse community in successfully addressing significant issues that restoring and redeveloping the Menomonee Valley presents. The Center's inclusive approach has resulted in the building of a strong network and emerging consensus of community based organizations and public and private sector institutions and individuals who are committed to transformation of the Valley.

From the perspective of the Center and its network of partners, sustainable development in the Valley, promises the most benefit to the families from the surrounding neighborhoods. It seeks to link good jobs along with quality development, environmental enhancement and stronger communities.



Photographs this page: Sixteenth Street Community Health Center. ©1999



## THE BUSINESS COMMUNITY



*Milwaukee Mayor John O. Norquist signing the papers creating the MV Business Improvement District*



*John Stimac, MVBA chair, being congratulated*

Photographs courtesy of:  
the Department of City Development, ©1999

With renewed interest in the strategic advantages of the Valley and its potential for becoming, once again, a major employment center, the businesses of the Menomonee River Valley and Metropolitan Region have begun to marshal the capacity to move investments in the Valley forward. Several organizations are in place to assist and guide the redevelopment of the Menomonee River Valley. These organizations include:

- Menomonee Valley Business Association (MVBA)

An association dedicated to the ongoing sharing of information and support of improvement to the Menomonee Valley. Its membership comprises almost all of the leading small, medium, and large size firms in the Valley. The MVBA cosponsored the Valley's Land Use Plan and was instrumental in establishing the new Business Improvement District and Menomonee Valley Partners, Inc.

- Menomonee Valley Business Improvement District (BID)

In the spring of 1999, the Valley's businesses organized a Business Improvement District through which they voluntarily assess themselves to support ongoing improvements in the Valley.

- Menomonee Valley Partners, Inc. (MVP)

In the summer of 1999, The MVP, was established as a nonprofit economic development corporation. This public-private partnership has diverse board representation from the business, government and non-profit sectors. It is dedicated to the implementation of the Valley Plan and the revitalization of the Menomonee River Valley for the benefit of all Milwaukeeans.



*Donald Schuenke, President of the MVP, Inc., holding a press conference on the Valley*

Sixteenth Street Community Health Center, ©2000



## THE DESIGN COMMUNITY

In the fall of 1999, various design professionals from Milwaukee's corporate, university, and government sectors were asked to help the co-conveners of the Design Charette (SSCHC and PDI) develop the framework for a sustainable development endeavor. These professionals, referenced in the acknowledgments as the "Core Work Group", developed a set of realistic, but challenging guidelines for the Design Charette. In large part due to the Core Group's effort and their extensive networks, most of Milwaukee's leading designers volunteered to participate in the Charette. The results of their work, which forms the central features of this publication, are a testament to the high quality professionalism, talent and incredible enthusiasm they brought to helping shape an exciting new vision for the "heart of Milwaukee" that is the Menomonee River Valley.

*"Good process can build and strengthen community. The benefits of the Valley's redevelopment to the people of Milwaukee should not begin when construction ends."*

- Design Charrette Overview



Photographs this page courtesy of: the Department of City Development, © 1999





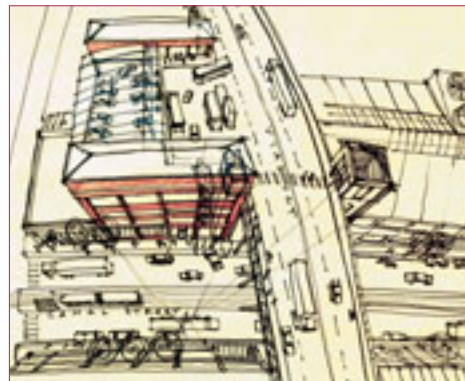
# THE KEYS FOR SUSTAINABILITY



Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.



UWM - School of Architecture & Urban Planning : Conlynn Goetsch, ©1999



Urban Design Team # 1, ©1999

- Transportation and Circulation, Access and Linkage.
- Mixed Use and Density
- Utility Corridor
- Environmental Remediation/Engineering Solutions
- "Green" Building
- Open Space and Habitat Restoration
- River as an Amenity



## THE KEYS FOR THE VALLEY

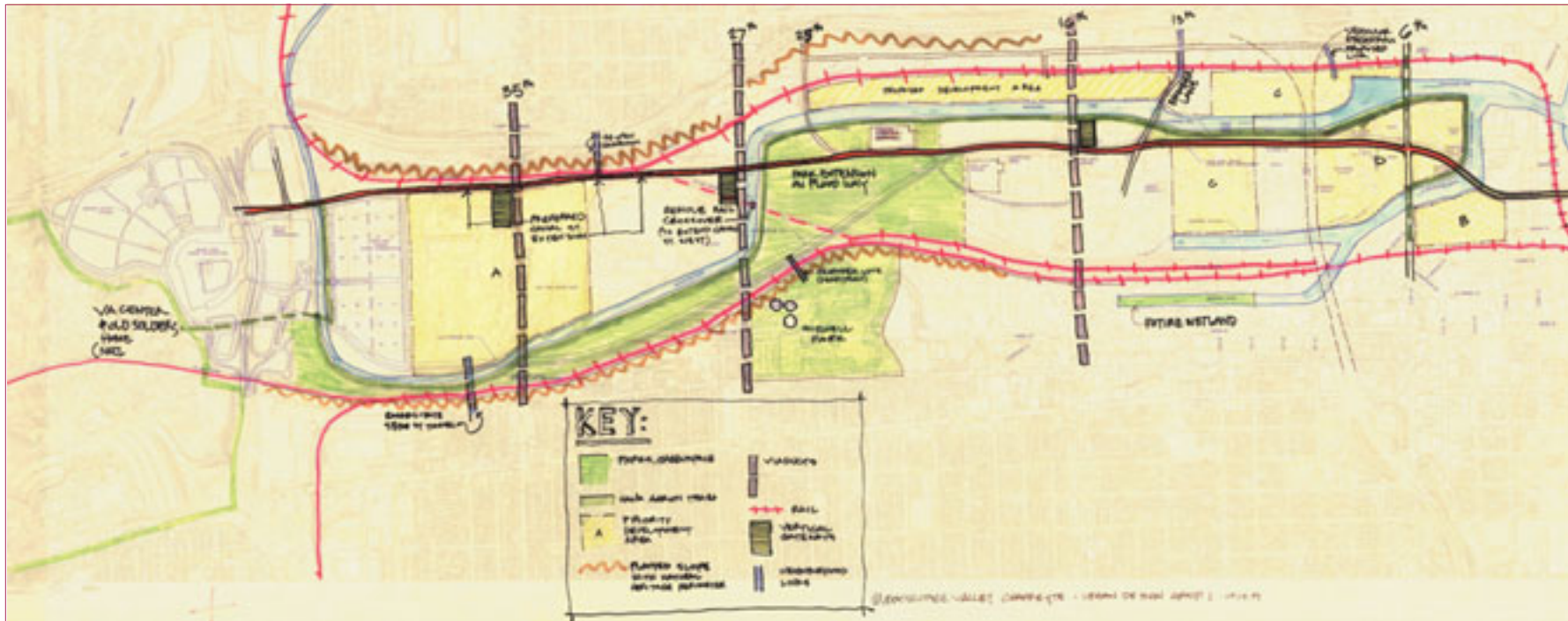
- Transportation and Circulation, Access and Linkage.
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- “Green” Building
- Open Space and Habitat Restoration
- River as an Amenity

## THE KEYS FOR SUSTAINABILITY

One of the Design Charette’s major objectives was the idea that new development in the Valley must be “sustainable”. The keys for sustainability emerged during the Charrette process as the decisive factors that must be addressed if the redevelopment and restoration of the Valley would last for generations and have a quality that would bring value and pride to the entire community.



Urban Design Team # 1, ©1999



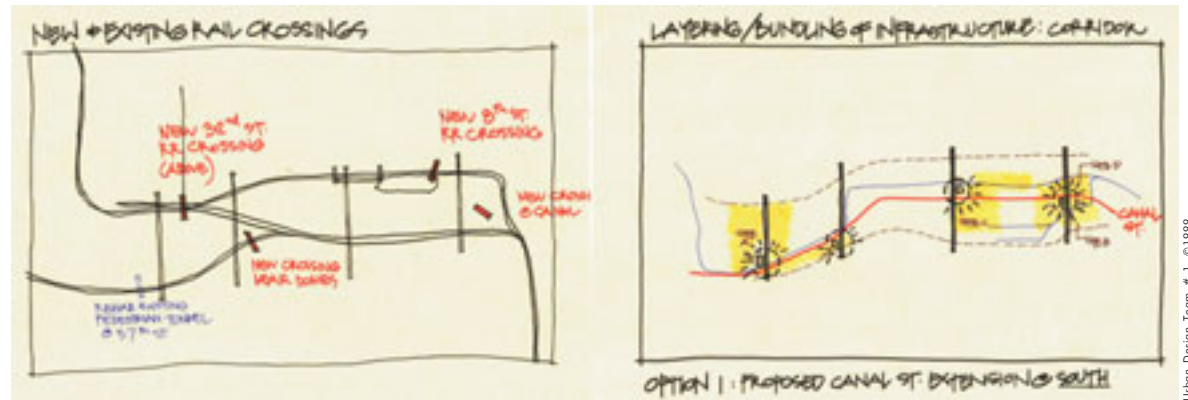
Urban Design Team # 1, ©1999

**KEY: TRANSPORTATION AND CIRCULATION, ACCESS AND LINKAGE**

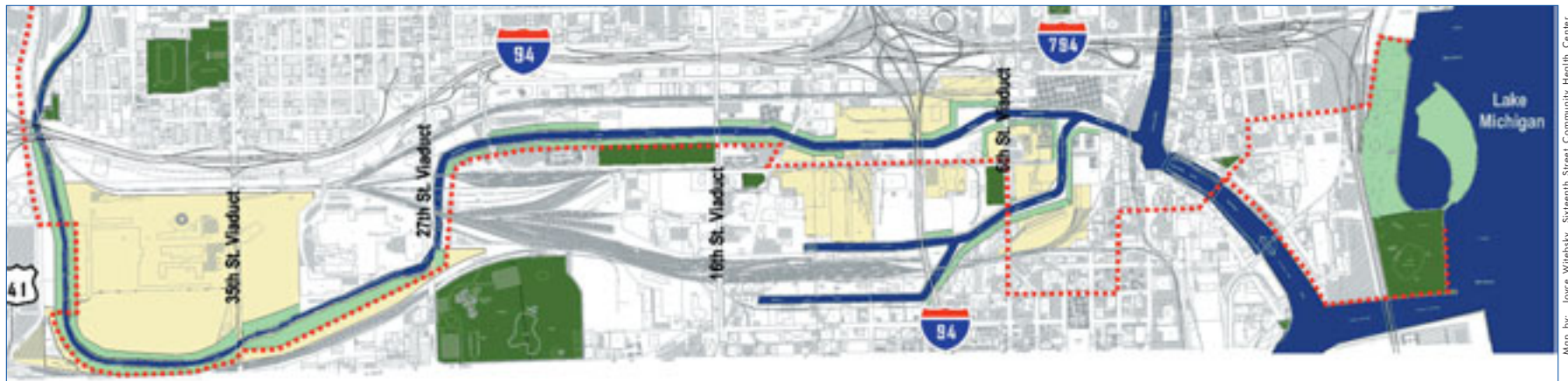
All of the Charette teams were asked to incorporate the major new transportation infrastructure networks planned for the Valley and place great emphasis on reconnecting the Valley to Milwaukee's neighborhoods and business districts. In providing for the new access points and circulation patterns, they were expected to accommodate auto and truck transportation while creating new opportunities for pedestrians, mass transit users, bikers and

the boating public. Transportation and access point opportunities involved improvements and extensions to Canal Street, the Ember Lane





Bridge in the central Valley, the Hank Aaron State Trail, consolidated parking facilities, and intermodal transport connectors.



Urban Design Team #1 suggests new rail crossings to promote access to the Valley



The Hank Aaron State Trail will provide new access and linkages to the adjoining neighborhoods as well as linking a network of trails statewide that will connect the Mississippi River to Lake Michigan.

|   |                            |   |                          |
|---|----------------------------|---|--------------------------|
|  | existing parks             |  | proposed parks/greenways |
|  | priority development areas |  |                          |

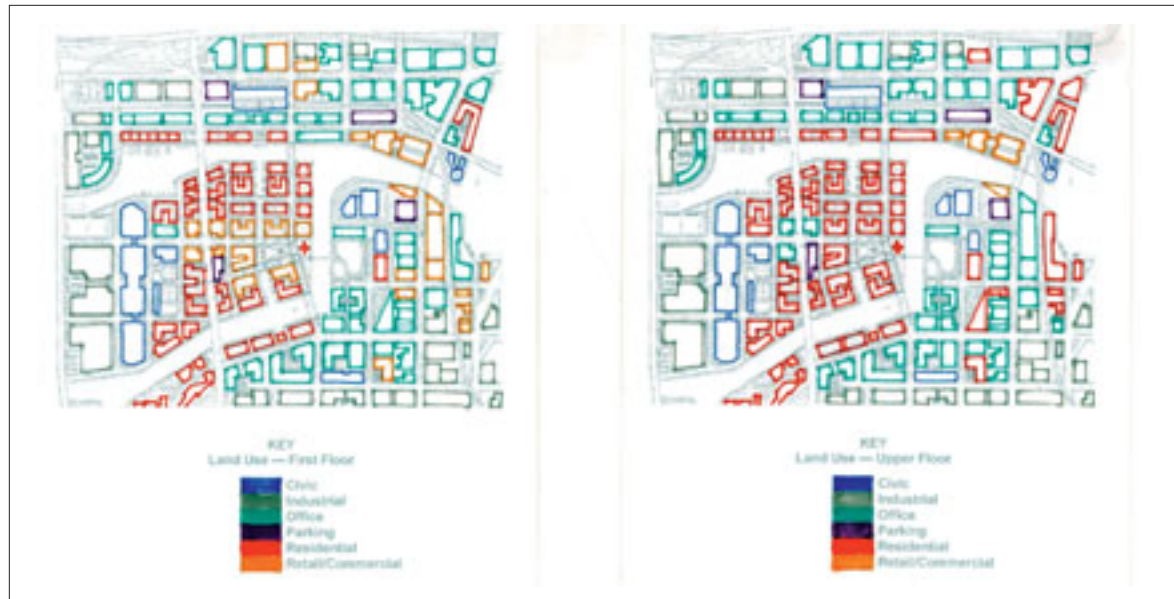
Urban Design Team # 1, © 1999

Map by: Joyce Wilebsky, Sixteenth Street Community Health Center, ©2000

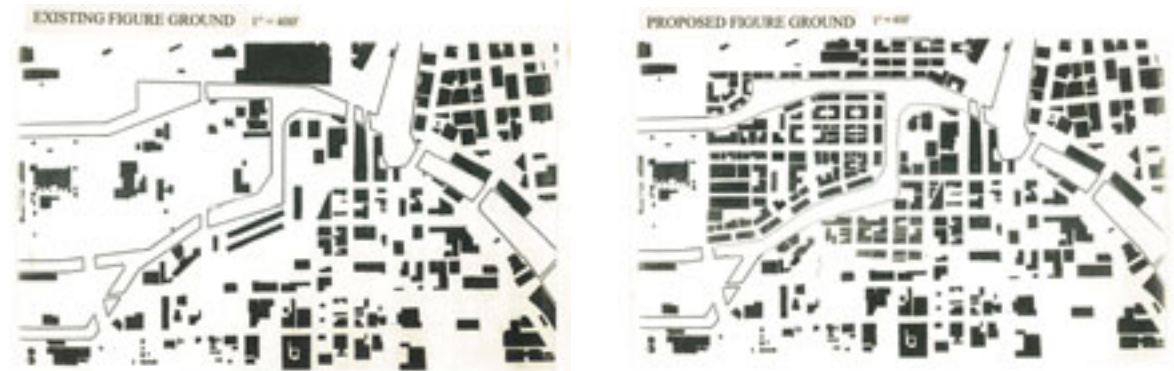


## KEY: MIXED USE AND DENSITY

In all of the designs the challenge was to achieve high development densities that would permit a variety of uses in each area consistent with the City's Menomonee Valley Land Use Plan. Addressing this challenge would represent a major departure from old zoning and development practices that often arbitrarily segregated various uses from one another. The higher densities or concentrated development patterns, including consolidated parking structures would also allow greater flexibility for dedicating substantial portions of the Valley to open space.



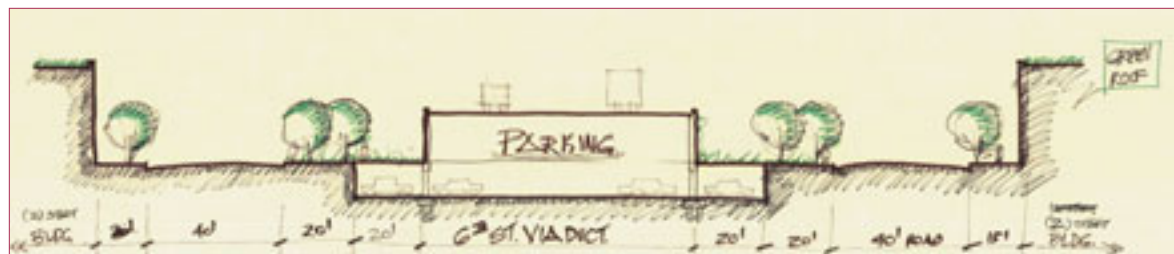
UWM - School of Architecture & Urban Planning - Conlynn Goetsch, ©1999



UWM - School of Architecture & Urban Planning: Tony Solberg, ©1999

To take advantage of the river and connections to the Historic Third Ward and Downtown, the proposed figure ground shows a much higher density of development than the existing figure ground for the East Valley.

This architectural team proposed a street section depicting parking under the 6th St. viaduct.

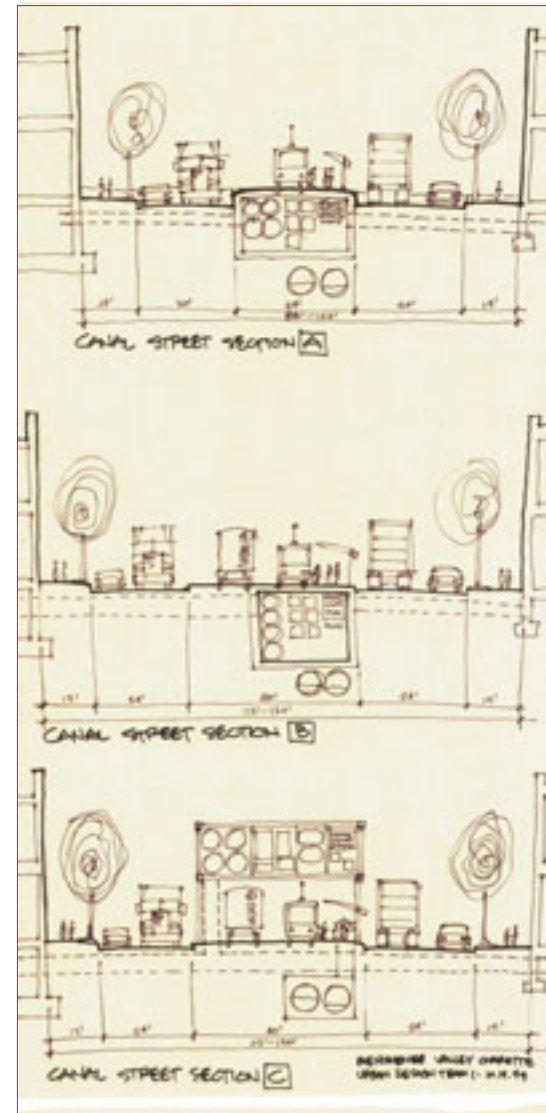


Kahler Slater Architects / The Kubala Washenko Architects, ©1999



## KEY: UTILITY CORRIDOR

The Menomonee River Valley's floodplain and high groundwater table present special challenges for the provision of utilities. The participants, especially the urban design teams, were asked to consider designing for the possibility of bundling or consolidating utilities into a dedicated corridor. Having a central alignment and distribution pattern for water, sewer, power and the other utilities would increase the development potential for the area and allow for some economies of scale. As part of the utility corridor concept, the design teams were also asked to incorporate the possibility that steam would be provided to new or expanding facilities thereby taking advantage of Wisconsin Electric's Valley co-generation power plant, the largest such plant in North America.



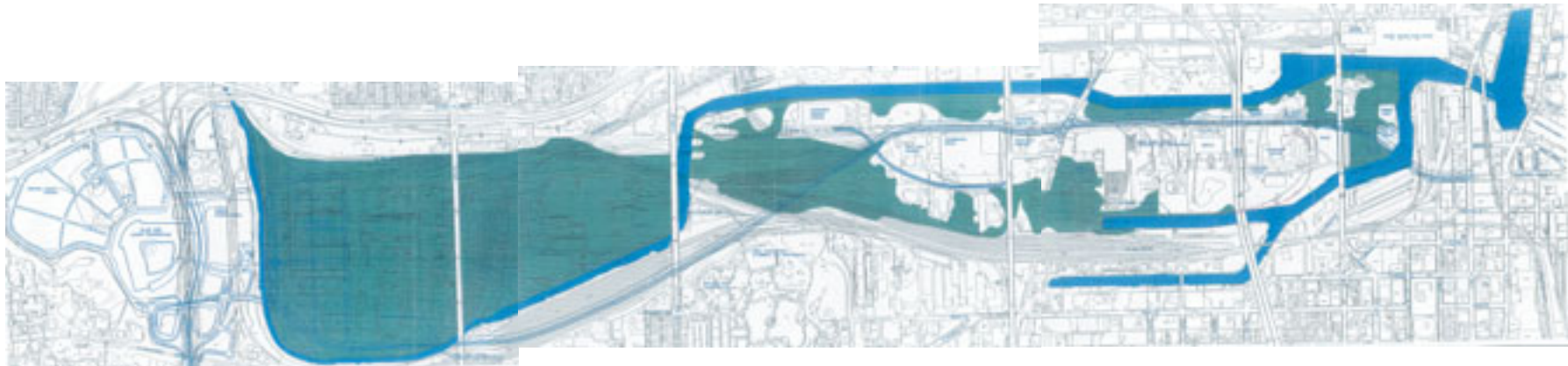
*A utility corridor that serves multiple purposes and has multiple advantages. Consolidation of utilities uses land efficiently and, as this design proposes, can be architecturally unique.*

### Utilities -

- Combined Utility Corridor
  - Steam / cold and hot water / cable
- Level or elevated
  - or combination
- Steam- 20% less costly than natural gas
  - fewer air permits required
  - chilled water scrubs for VOC's
  - takes 2 big users to make economical
- Use Utility levee as flood wall
- Sequential use of steam to heat water to clean water.

### Environmental Management -

- Consideration of Burnhan Canal as combined disposal facility/wetland.



Source: Market Study, Engineering and Land Use Plan for the Menomonee Valley, Edwards & Associates, Inc., ©1998

Map of the 100-year floodplain designation and proposed Canal Street extension for the Valley in 1998.



Photograph courtesy of: the Department of City Development, ©1999

Testing on City of Milwaukee's Valley properties reduced the uncertainty about environmental conditions. Many of the parcels are not as contaminated as originally thought.

## KEY: ENVIRONMENTAL REMEDICATION / ENGINEERING SOLUTIONS

The evolution of the Menomonee Valley over the last 150 years as a major industrial, rail and shipping center also created a number of environmental challenges fairly typical for older communities throughout the United States. It was anticipated that the various redevelopment design scenarios would be linked with environmental remediation and engineering solutions based on particular site conditions and planned uses. It is also expected that more cost effective redevelopment efforts will be possible by linking needed remediation activities and engineering solutions for specific site conditions, such as floodplain features or highwater tables, with development scenarios at the front end.

## KEY: GREEN BUILDINGS

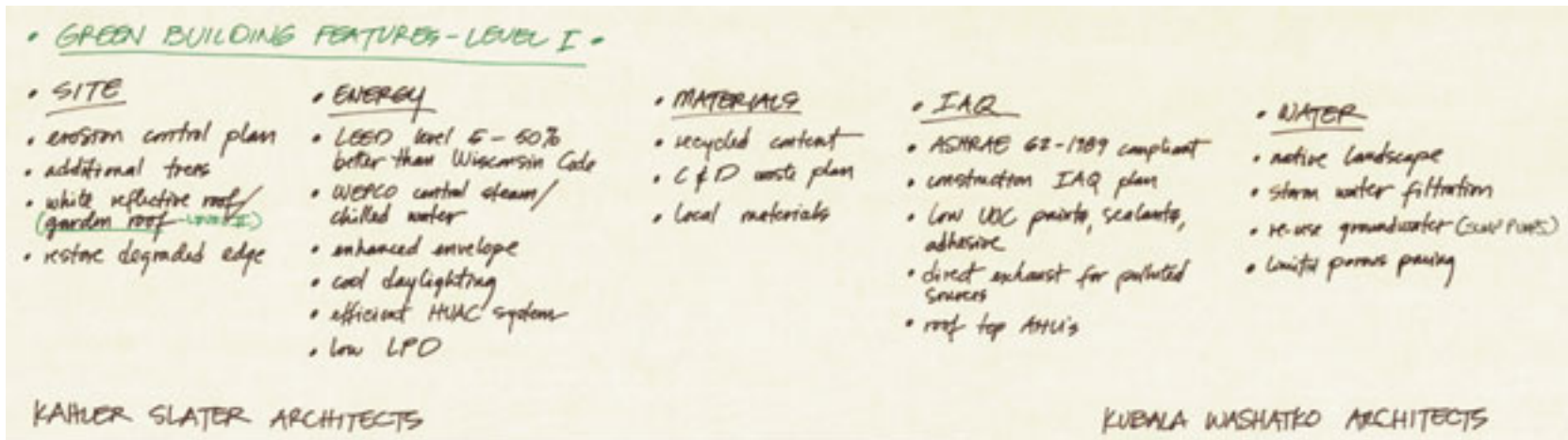
In preparing the challenge for the Charette participants, the built environment for redevelopment offered perhaps the greatest opportunity for Milwaukee's design community to distinguish the future from the past. Designers were expected to integrate "green features" into their development scenarios at the outset, and not as an add-on at the end. The Charette process also offered a convenient opportunity to illustrate the significant and recent advances in green design and new building materials. Energy efficiencies and advantageous siting of buildings could be incorporated at the same time buildings

are designed for durability and beauty. Raising the bar for quality design and development was expected to result in attracting employers who paid good wages and were interested in sustaining their operations for generations. These "green buildings" would be highly attractive places, conducive to high employee productivity and morale and, in the case of the eastern end of the Valley, would include residential components as well. In all instances the new built environment would be situated to take advantage of the considerable amenities of the Valley and be easily accessible by foot and transit connections.



Sixteenth Street Community Health Center, ©2000

CG Schmidt's Milwaukee corporate headquarters is an example of incorporating green building principles and technologies.



Kahner Slater Architects / The Kubala Washateo Architects, ©1999

This architectural team enumerate green building features that can be integrated into the design of buildings in the Valley.



## KEY: OPEN SPACE AND HABITAT RESTORATION

In the Valley's evolution to an industrial center, little thought had been given to the idea that people could work in a setting that afforded not only quality structures but a surrounding environment that provided open space amenities and recreational opportunities. The Charette design teams were asked to demonstrate that the mixing of uses and the density of the built environment with open space in the Valley was not only feasible, but desirable. The designers were to illustrate where natural habitats and native species that had been squeezed out of the Valley in the 19th and 20<sup>th</sup> centuries could be reintroduced as part of the redevelopment that would occur in the 21<sup>st</sup> century.



Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.

*Mitchell Park Domes continue to be a destination in the Valley.*



Photograph courtesy of: @Green Tree - Tree Care & Consulting

*Natural landscaping enhances the experience of walking trails.*

## KEY: RIVER AS AN AMENITY

Perhaps the single most important feature of the Menomonee River Valley -the river itself-has been overlooked for over a century. The design teams were challenged to give the river and adjoining lands a deserved prominence as an important natural resource and recreational asset. They were to highlight the new Hank Aaron State Trail, which parallels the river's course, as an important theme linking the Valley with trails to the western part of the state, the downtown riverwalk system, the Maier Festival (Summerfest) grounds and Lake Michigan.

By celebrating the Menomonee River as an important feature in the restoration of the valley, pressure will mount to continue to improve the River's water quality. The natural habitat along its banks can be restored and the river once again will become a treasured amenity adding value to the adjoining properties and community.



Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.

*The Menomonee River's natural river bottom.*

# MILWAUKEE'S LAND USE PLAN:

## Integrating the "Keys for Sustainability" to Specific Parcels

Potential development sites are widely scattered throughout the Menomonee Valley. The charrette teams were guided to focus their design solutions on integrating the 'keys for sustainability' for several clusters of properties that were identified in the City's Land Use Plan. These sites were targeted for priority improvement and development and are located on the East, Central and Western sections of the Valley.

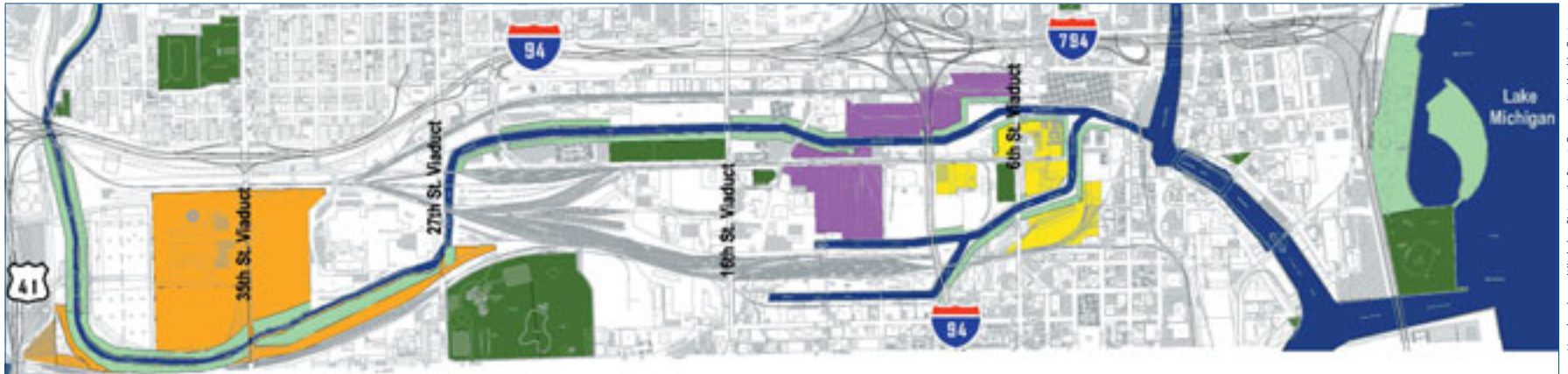
They are illustrated on the accompanying map as focus priority development areas:

A - the former railroad shops site, which is recommended for industrial/business park development

B - the Reed Street Rail Yard site, which offers exciting potential for waterfront-oriented and mixed-use development

C - the cluster of vacant and marginal properties along the north and south sides of Canal Street east of Emmer Lane, which is recommended for new industrial development

D - the cluster of properties near 6<sup>th</sup> and Canal Streets, which is recommended for office/ showroom or industrial development.



existing parks    proposed parks/greenways    priority development area A    priority development areas B & D    priority development area C

The Menomonee River Valley Land Use Plan identifies four priority development areas for initial redevelopment focus.

*"It should create a Valley that is more productive and beautiful, that combines a concern for the environment with economics and leading to more value added; more wealth for the community, more jobs, a better place to live."*

- Mayor, John O. Norquist





# VISIONS FOR THE EAST VALLEY • PRIORITY AREAS B AND D

## Small Scale Projects: A Mixed Use 'Canal Town'



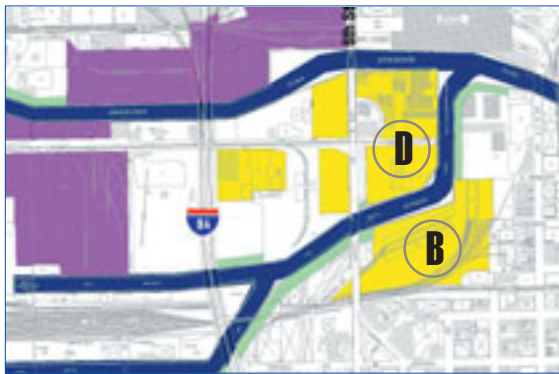
Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.

Priority development area D, River's End, looking northeast.



Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.

Priority development area B, Reed Street Yards, looking south.



Map by: Joyce Wilebsky, Sixteenth Street Community Health Center, ©2000

Priority areas B and D, as outlined in the Valley's Land Use Plan, are critical areas for redevelopment in the East Valley.

The City has identified Priority Development Areas in the East Valley (labeled "B" and "D" in the City's Land Use Plan). Mixed use development is the preferred land use, including commercial, office, light industrial, and residential activity. The unique location and waterfront amenities of the East Valley offer the potential to create a vibrant neighborhood based on the historic canal towns common in northern Europe. Many of the UWM designs (shown later) follow this theme. A critical component of this vision is weaving the development of the East Valley into the fabric of surrounding neighborhoods by extending the existing street grid.

## KEY: TRANSPORTATION AND CIRCULATION, ACCESS AND LINKAGE

The key to the East Valley development will be transportation linkage and traffic flow. In addition to the new entry that will be created by the street level intersection of Canal Street and the 6<sup>th</sup> street viaduct, there is a unique opportunity to further link the East Valley to Downtown and the Southside, using an extension of 4<sup>th</sup> Street. This option will become possible if and when the existing U.S. Post Office building is replaced. It also provides a natural way of linking pedestrian activity into and out of the downtown, as well as an obvious linkage to the train station and downtown transit. The East Valley also offers linkage options for bringing the riverwalk system to several waterfront areas as well as the Hank Aaron State Trail.

## KEY: MIXED USE AND DENSITY

The East Valley affords a unique opportunity to create an intensive mixed-use neighborhood modeled after historic and contemporary canal towns if planned creatively. The protected harbor that was originally the primary asset of this area can now provide opportunities for linking waterfront recreation to new housing, commercial, and recreational activities.



*Canal towns of northern Europe provide an excellent model for the East Valley vision*

## KEY: UTILITY CORRIDOR

Provision of utilities is a special challenge in the East Valley given high groundwater, topography and floodplain designation. The depth, alignment, and distribution pattern for sewer, water, and utilities, should be established to maximize the development opportunities and minimize land dedicated to utilities. Reconstruction of the Sixth Street viaduct and relocation of the rail lines, from the center of Canal Street, should allow for new connections and combined utility services in a

single corridor. Proximity to Wisconsin Electric's Valley power plant and cogeneration capabilities will provide opportunities for new developments to take advantage of steam energy.

## KEY: ENVIRONMENTAL REMEDIATION / ENGINEERING SOLUTIONS

The amount of environmental remediation required in the East Valley is less than anticipated and can be accomplished as part of redevelopment opportunities. More importantly, several areas which offer tremendous opportunities for growth are located within previously built up floodplain areas. Redeveloping these floodplain areas is feasible if properly planned and engineered.

## KEY: GREEN BUILDINGS

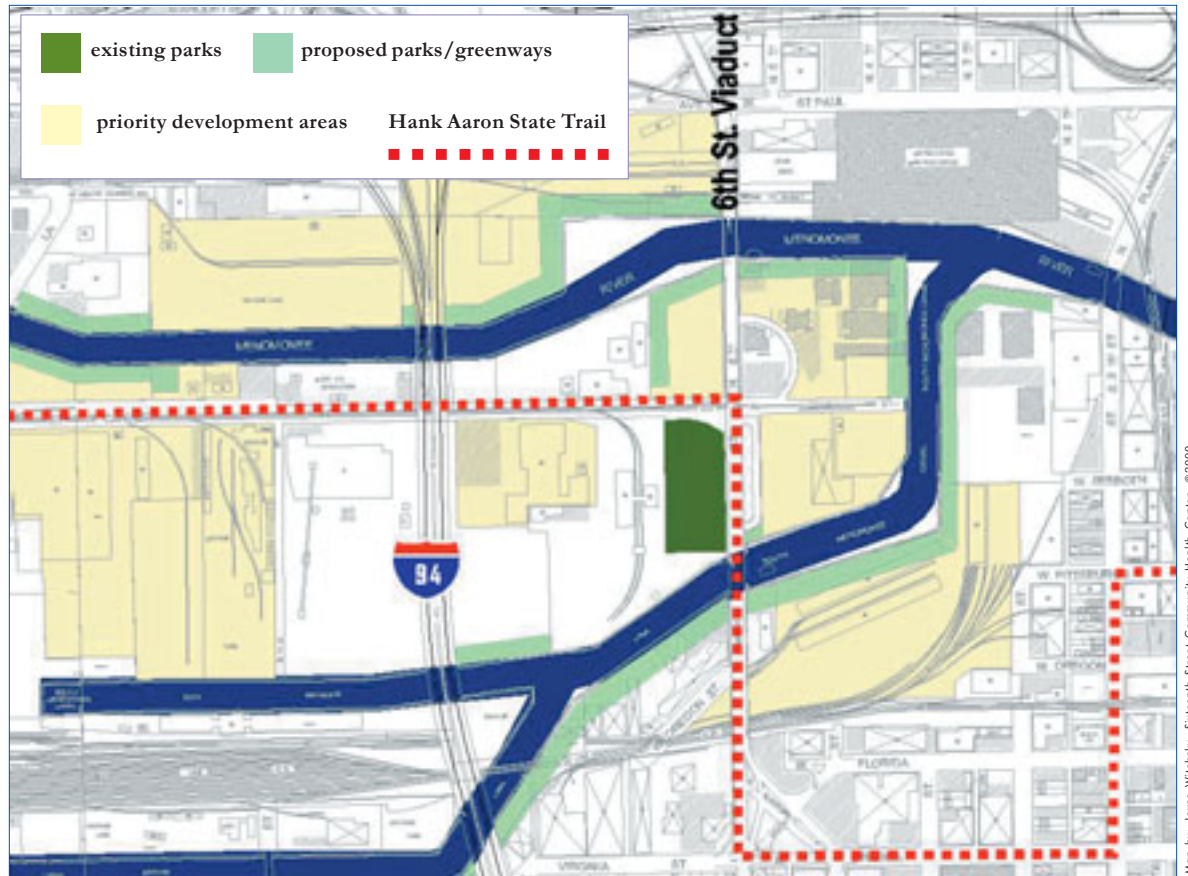
Sustainable architecture should be the mainstay of East Valley development. It affords the opportunity of multiple-story development, with advantageous siting, reductions in parking ratios associated with increased pedestrian access, availability of existing infrastructure and the ability to incorporate advances in light weight and recycled building materials and renewable energy efficiencies. It also affords people the opportunity to live near their work place, have ample transit connections and related benefits of their green building's central location.

**KEY: OPEN SPACE  
AND HABITAT RESTORATION**

The amount of waterfront perimeter makes the East Valley an ideal location for creating public places along the river’s edge. Small public plazas, squares, and landmark features are well suited to the type of mixed-use development that has been visualized for this area. In addition, native natural landscaping and natural wetland features could emphasize the geography, provide historic value, and enhance the river corridor.

**KEY: RIVER AS AN AMENITY**

The East Valley has the extraordinary quality of being the center of Milwaukee - it is the true “gathering place by the waters” where the three rivers meet and where the different functions of our riverfronts come together. To the north is the newly emerging riverwalk system with pedestrian connections throughout Downtown and new residential areas. To the east and south is the harbor with opportunities for recreational boating and commercial shipping. To the west are the historic wetlands and environmental corridors that shaped the natural history of the Valley. Several of the designs for the East Valley show ways in which this “split personality” of the river can, in fact, become a united, integrated riverfront.



*The current route for the Hank Aaron State Trail as it passes through the East Valley. The trail could eventually follow the river’s edge more closely to take advantage of the view and habitat.*

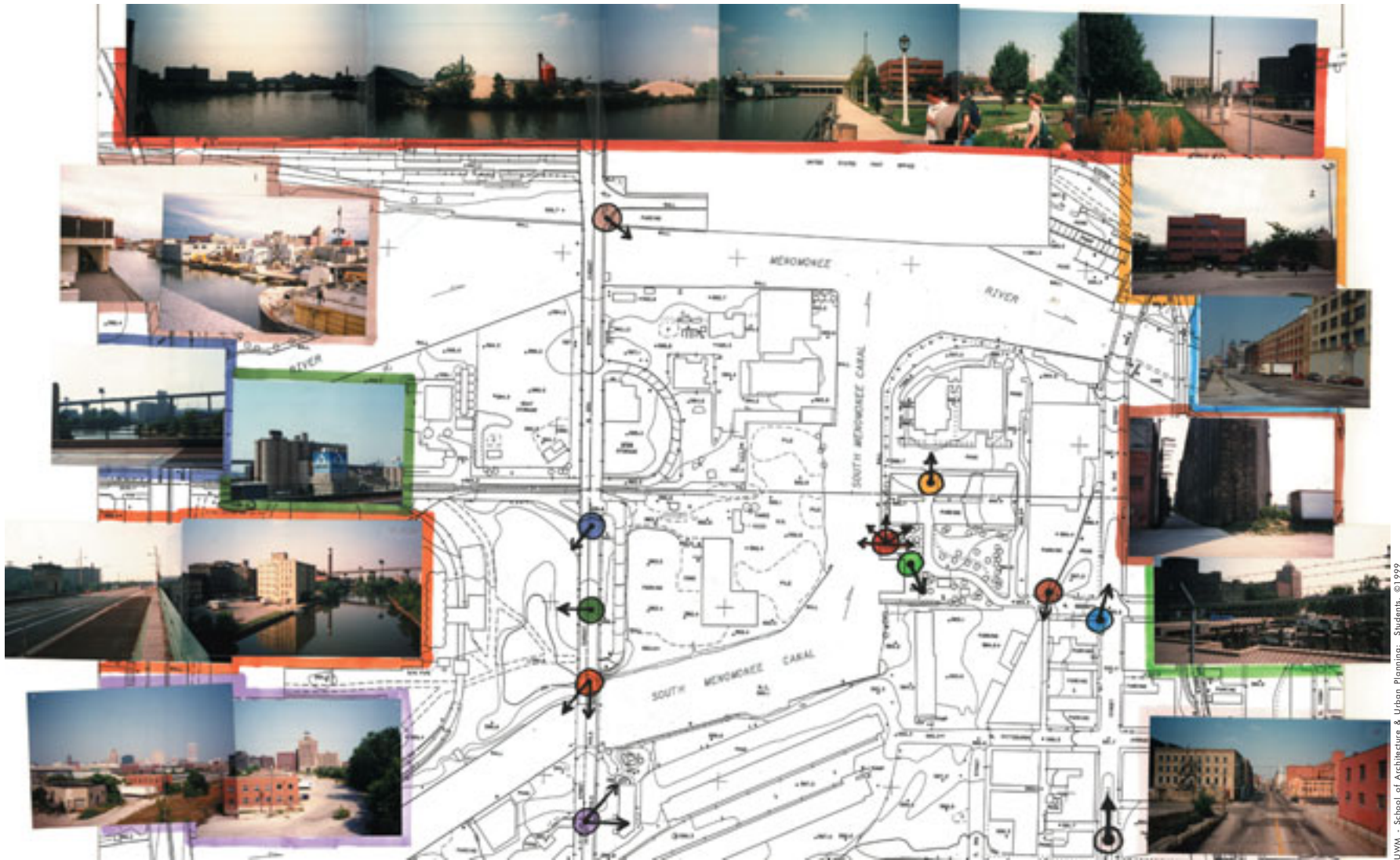


Map by: Joyce Wriebasky, Sixteenth Street Community Health Center, ©2000

Photograph courtesy of: ©John Hawkinson

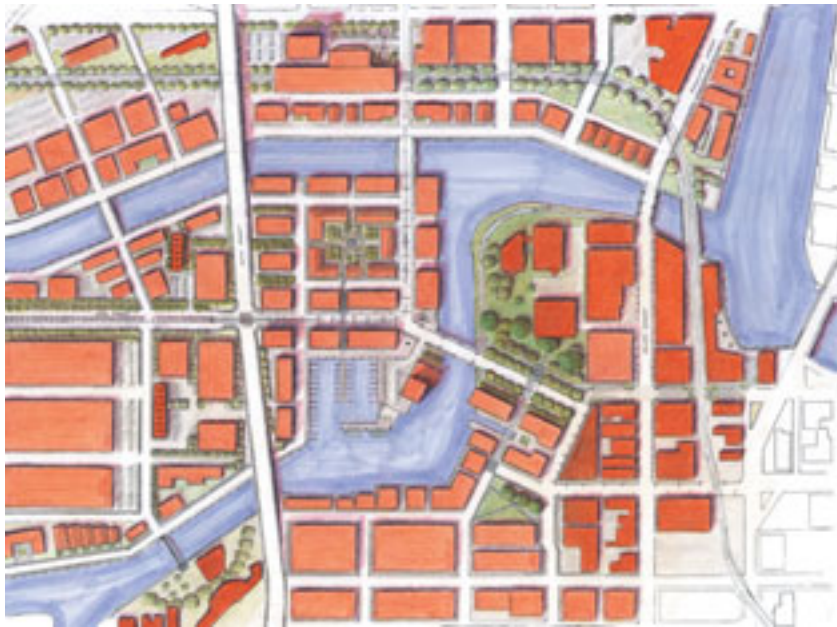
Photograph courtesy of: ©the Department of City Development





UWM - School of Architecture & Urban Planning: Students, ©1999

*UWM students compiled an inventory of existing views and landmarks in and around the East Valley*



UWM - School of Architecture & Urban Planning : Andrew Braman-Wanek, © 1999

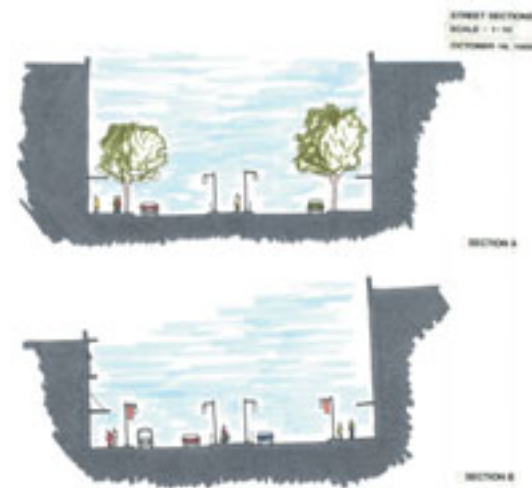
These plans create a new, grade level bridge on 4<sup>th</sup> Street which links, in turn, to the extension of Canal Street and additional city streets further south and/or east. The proposal on the left links Canal Street and 4<sup>th</sup> street eastward. The proposal on the lower left extends 4<sup>th</sup> Street directly south. More importantly, both proposals show a logical pattern of streets and blocks that allows for intense, mixed use development.

These proposals, create neighborhood-scale blocks that allow for pedestrian friendly circulation, local automobile traffic, and bike paths. Mass transit is prominently featured through the use of trolleys (on the way from the convention center to Miller Park), water taxis, regular bus traffic, and a revitalized Amtrak station. Collectively these transportation options establish the foundation for a lively, highly valued neighborhood.



UWM - School of Architecture & Urban Planning: Jennifer Davel, © 1999

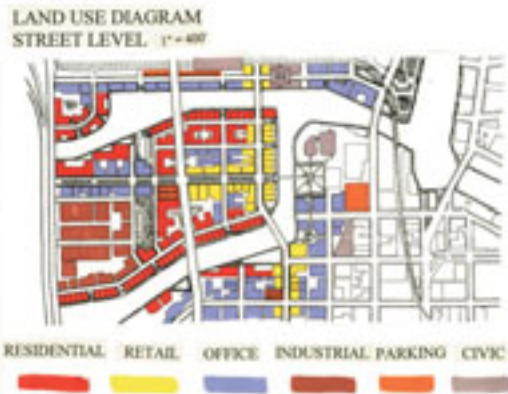
*These two diagrams show options for the design of Canal Street with comfortable sidewalks, building fronts that face the street, pedestrian scaled lighting, landscaping and similar features.*



UWM - School of Architecture & Urban Planning: Jennifer Davel, © 1999

**Transportation and Circulation**  
Is essential for effective redevelopment. New building designs should be planned around these urban streets





UWM - School of Architecture & Urban Planning: Tony Solberg, © 1999

River as an Amenity  
Housing along the river captures the unique character of an urban canal system

Mixed Use and Density  
Provides a range of housing options within a walkable neighborhood

This is one of several plan diagrams that show how each building contains different activities – a truly mixed use neighborhood juxtaposes different economic and social activities within buildings and blocks.



UWM - School of Architecture & Urban Planning: Tony Solberg, © 1999

Few places offer as much potential for riverfront amenity as the East Valley. In this proposal new town houses flank the Riverwalk. Streets and public squares also lie adjacent to the waterfront.



UWM - School of Architecture & Urban Planning: Jamie Rybarczyk, © 1999

This plan shows how land uses should be determined for buildings at street level independently of land uses on upper stories. This creates a truly mixed use pattern and integrates residential uses with commercial activity. It also shows how the East Valley can tie together the downtown, Third Ward, and southside neighborhoods.





This proposal shows several critical public places – plazas, squares, inlets, riverwalks, and promenades. All of these are integrated with surrounding business and housing. In addition to the public places – serving both local residents and visitors – there are other private green spaces in courtyards and block interiors.

**Mixed Use and Density**  
Provide a range of housing options within a walkable neighborhood

**Green Buildings**  
New developments should be planned integrating green building concepts and technologies within existing spaces

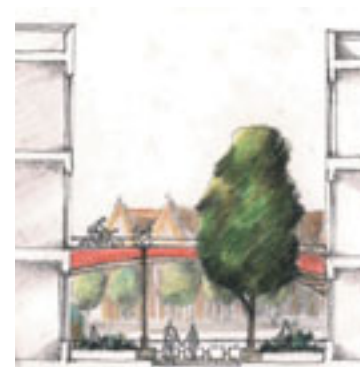
UWM - School of Architecture & Urban Planning; Conlynn Goetsch, ©1999



UWM - School of Architecture & Urban Planning; Conlynn Goetsch, ©1999



UWM - School of Architecture & Urban Planning; Conlynn Goetsch, ©1999



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**Access and Linkages**  
New infrastructure creates a web of streets and transit option that reconnect city neighborhoods

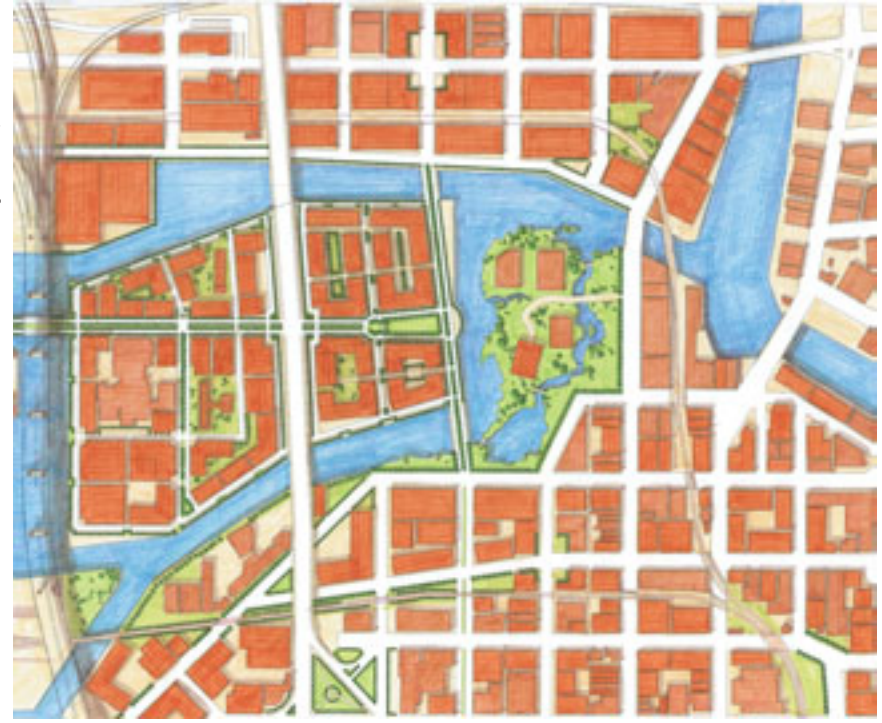
**Open Space and Habitat Restoration**  
Provides more options for a walkable neighborhood



UWM - School of Architecture & Urban Planning, Eric Grube, ©1999



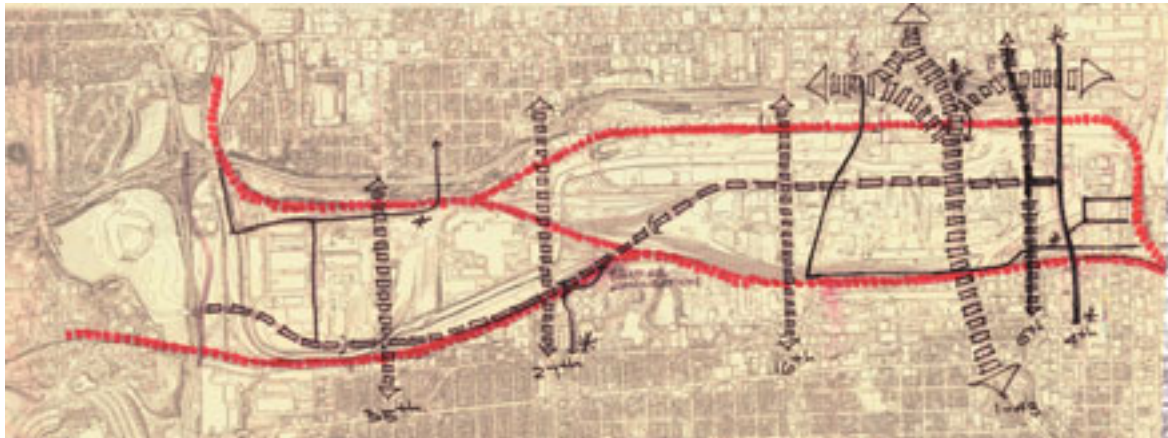
UWM - School of Architecture & Urban Planning, Eric Grube, ©1999



UWM - School of Architecture & Urban Planning, Andrew Wegner, ©1999

*The river's edge provides several opportunities, to create unique green areas for new habitat and wildlife areas.*

*This plan offers unique opportunities to integrate urban development with wetlands and habitat restoration on a new river "island" surrounding the MMSD facilities. It also creates a new, dramatic urban scene by digging a new channel below I-43.*



Urban Design Team # 2, ©1999



UWM - School of Architecture & Urban Planning, Eric Grube, ©1999

*These diagrams show plans for linking the Valley's northside and southside neighborhoods with traditional pedestrian and automobile movement as well as buses, trolleys, and water-based transit.*

River as an  
Amenity  
The river becomes  
an inseparable  
part of the  
neighborhood

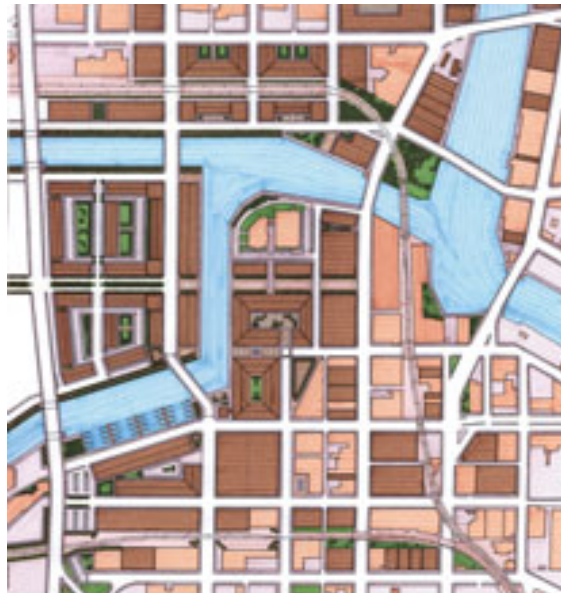


UWM - School of Architecture & Urban Planning; Conlynn Goetsch, ©1999

These plans dramatically extend the idea of a 'canal town' by showing new islands, inlets and other water features. While this is not a commonly used technique in the United States, many northern European countries continue to use such features as an effective, sustainable way of controlling floods, maintaining environmental quality, and creating satisfying public space.



UWM - School of Architecture & Urban Planning; Jamie Rybarczyk, ©1999



UWM - School of Architecture & Urban Planning; Andrew Braatz, ©1999



UWM - School of Architecture & Urban Planning; Tony Solberg, ©1999



**Mixed Use and Density**  
 Different landuses also integrate pedestrian, vehicular, and water related transportation

**River as an Amenity**  
 The river is an asset for both passive green spaces and active urban streetscapes



UWM - School of Architecture & Urban Planning: Mark Grolkiewicz, ©1999



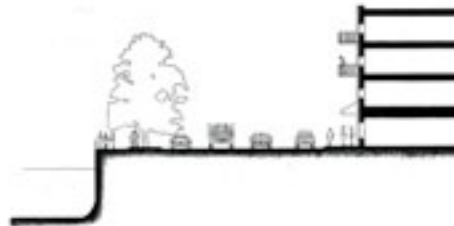
UWM - School of Architecture & Urban Planning: Tony Solberg, ©1999

*Small scale streets include shops with housing above.*

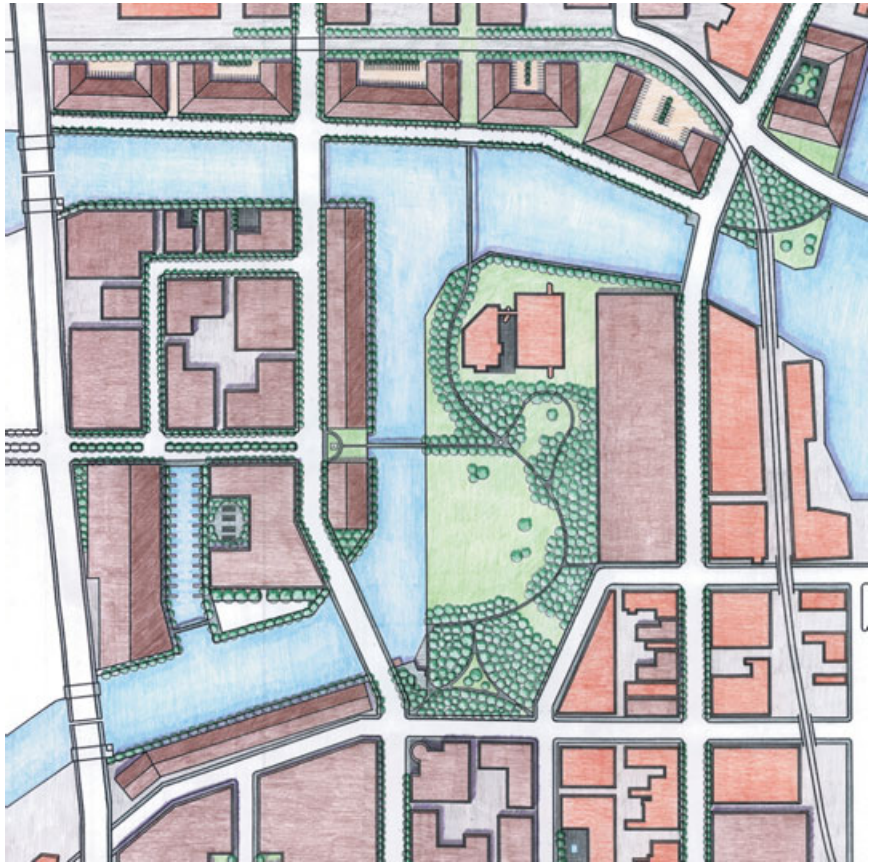


UWM - School of Architecture & Urban Planning: Tony Solberg, ©1999

*On traditional canal streets, housing is fronted with a small road, sidewalks, and river edge.*

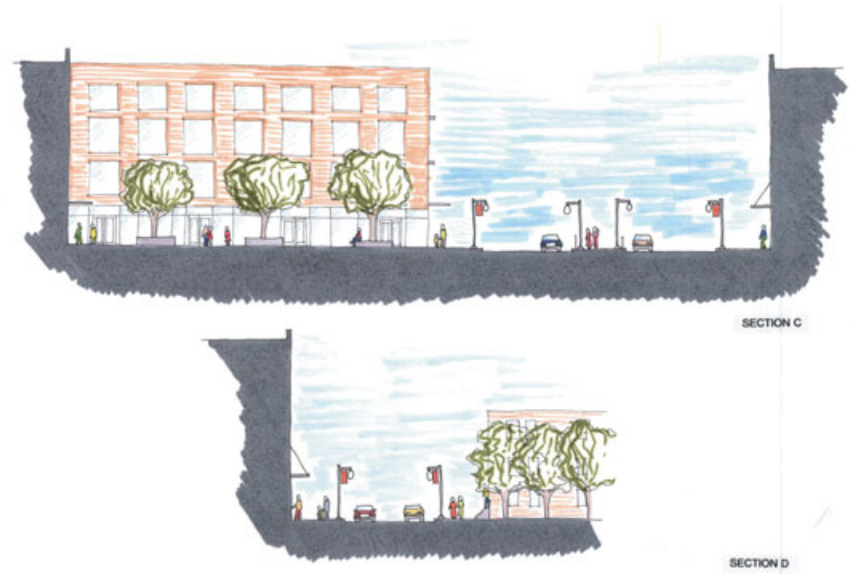


UWM - School of Architecture & Urban Planning: Jamie Bybarczyk, ©1999



UWM - School of Architecture & Urban Planning: Mark Mommaerts, ©1999

These plans and sections show how the local street system sets a pattern of blocks and open space that helps integrate housing, commercial, and recreational activities.

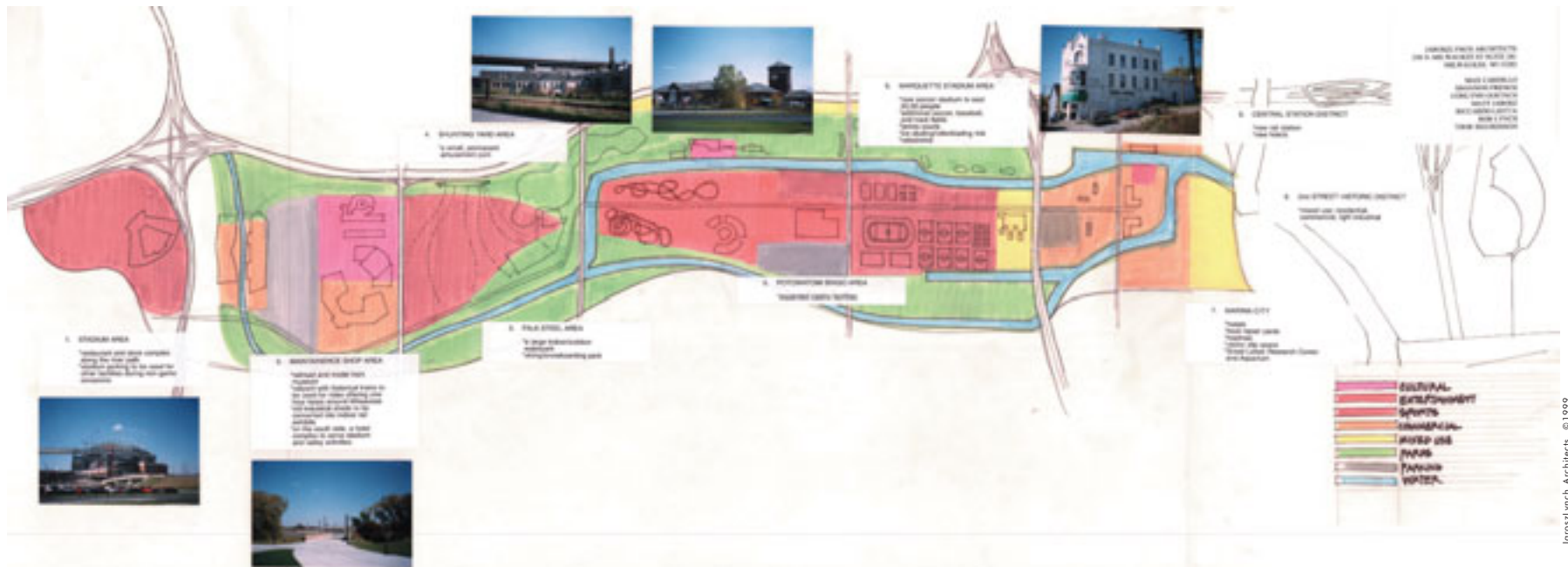


UWM - School of Architecture & Urban Planning: Jennifer Dovel, ©1999

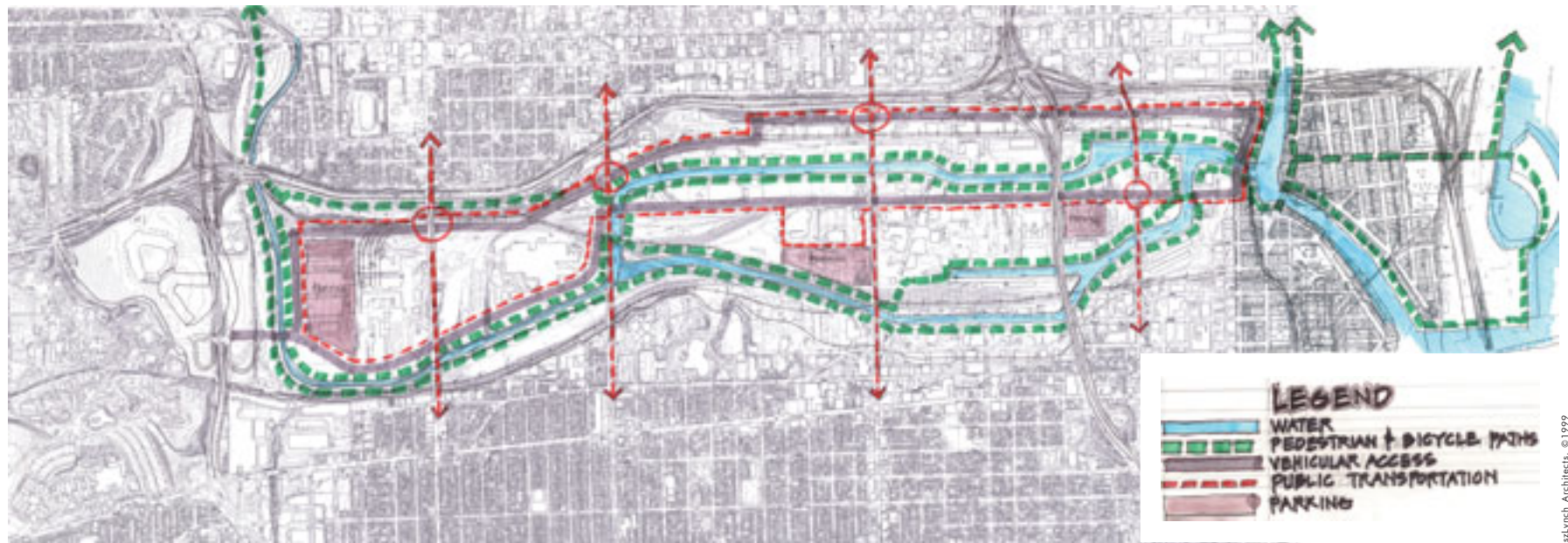


UWM - School of Architecture & Urban Planning: Conlynn Goetsch, ©1999





JarossLynch Architects, © 1999



JarossLynch Architects, © 1999

These diagrams show the opportunities for linking the valley to northside and southside neighborhoods using traditional pedestrian and automobile movement as well as buses, trolleys, and water-based transit.

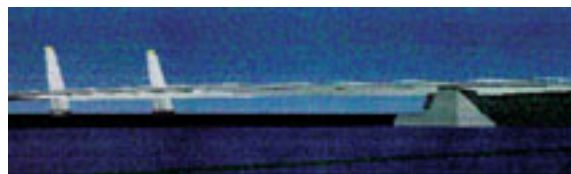


"With the implementation of a number of lakefront projects and the accelerating development in Milwaukee's Historic Third Ward to the east coupled with the completion of Miller Park to the west, the time to consider the future of the Menomonee River Valley is now. The development of a plan requires both a clear understanding of the design potential of the existing structures in the Valley as well as an understanding of the best way to develop the Valley as the connecting link between the new Miller Park and the lakefront. Milwaukee boasts one of the most unspoiled waterfronts of any major American City. And yet, the parkland that Milwaukeeans so love comes at a price for other higher use activities - like a full functioning marina, with hotels, restaurants and nightspots. Our proposal is to draw these activities inland, into the Menomonee River Valley, and then to extend this recreational development west to connect with Miller Park."

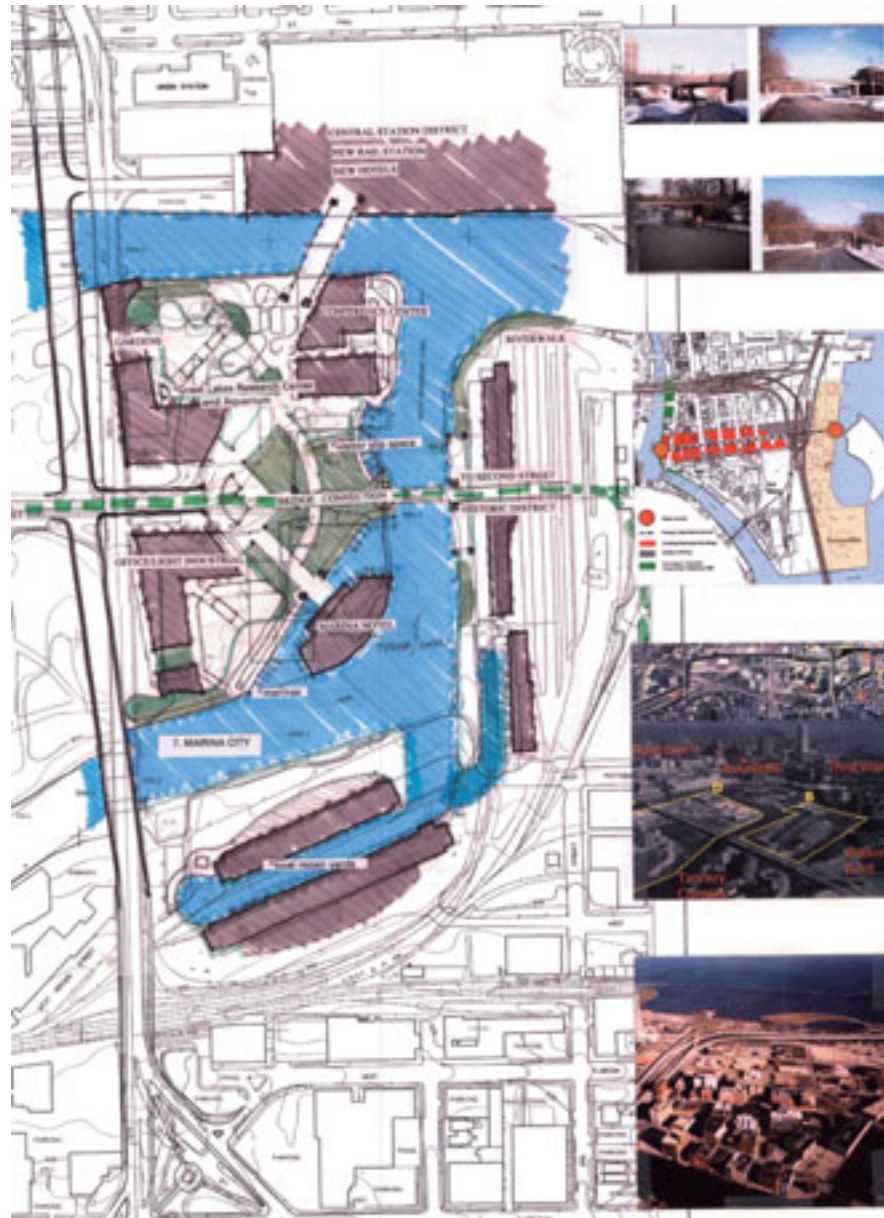
-JaroszLynch Architects



Current view (1999) of the 6th Street Viaduct spanning the East Valley.



The new 6th Street Viaduct will span the Menomonee River and canal while coming to grade at Canal Street in the heart of the East Valley, the River's End. A focal point for design and function...an artist's rendering of the new 6th Street Viaduct.



Photograph courtesy of Milwaukee's Rivers, Inc. Graphics by the Department of City Development

JaroszLynch Architects, ©1999

This plan, diagram, and illustrations emphasize the role of the East Valley as a linkage to surrounding areas and activities (like Summerfest). Complementary riverfront activities include a marina, conference center and hotel.



*This design, by Studio 1032 Architects, emphasizes mixed uses such as housing development and recreational facilities for the East Valley.*

This architectural team proposed a design that would:

1. Begin the return to a green Valley:

- Connect west to east with completion of the Hank Aaron State Trail through the Valley and the Historic Third Ward to Lake Michigan at the Summerfest grounds.
- Establish open greens east of the new 6th Street viaduct and Canal Street crossing as an inviting garden.
- Bring a new Milwaukee Technical High School as a progressive environmental educational and cultural center as a catalyst to secure community development.

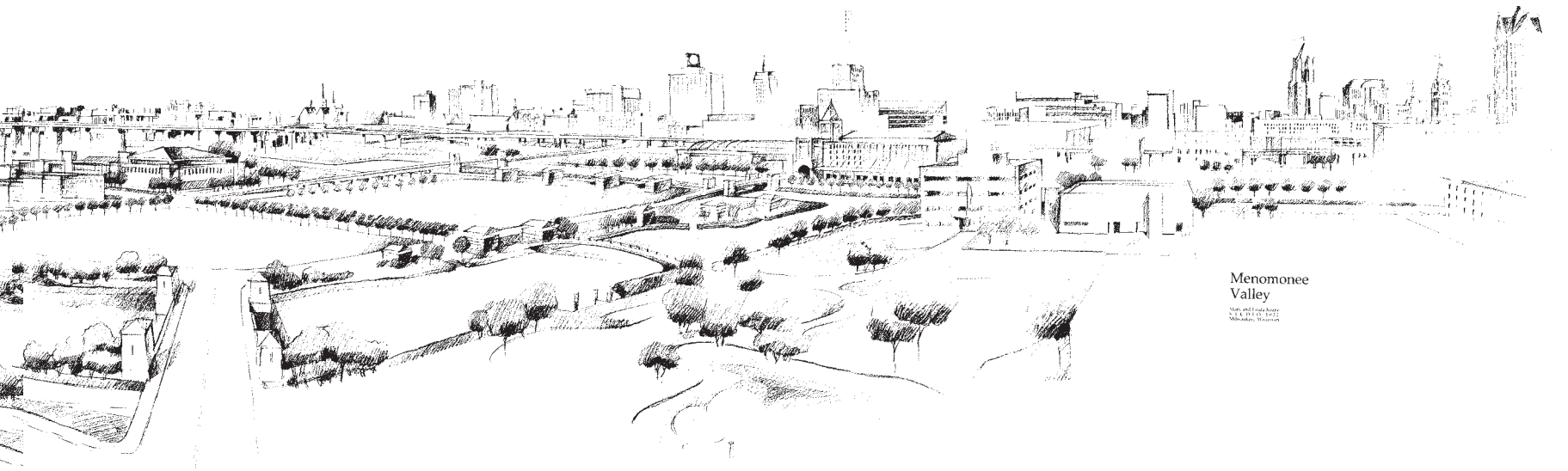
2. Connect North and South Milwaukee with the at grade completion of the 6th Street viaduct

and the essential connection of a 4th Street is symbolically important to tie the Convention Center with the new development in the Valley.

- Connect the city grid into Reed Street Yards.
- Continue the city grid west of 6th Street.
- Allow for natural absorption areas and swales for water.

3. The gateway to the Menomonee River Valley should be a new train and light rail terminal, complete with hotel and commercial space as a public entrance to the City of Milwaukee. The public should be able to arrive in the city at a central location tied to plane, train, bus and new transportation, allowing connections to many recreational, cultural, educational, and commercial activities.





Menomonee Valley  
Mark and Linda Kerne  
 1991, 1992, 1993  
 Milwaukee, Wisconsin

Mark and Linda Kerne: STUDIO 1032, ©1999

- Miller Park Baseball Stadium, Mitchell Park Conservatory: the Domes, Summerfest Grounds, Midwest Express Convention Center, Riverwalk, Grand Avenue Mall, Potawatomi Bingo Casino, Hank Aaron State Trail.

4. Begin development of commercial, office, and residential space building in the Milwaukee architectural tradition.

5. Establish an environmental center at the eastern end of the valley dedicated to public awareness of ecological and environmental futures.



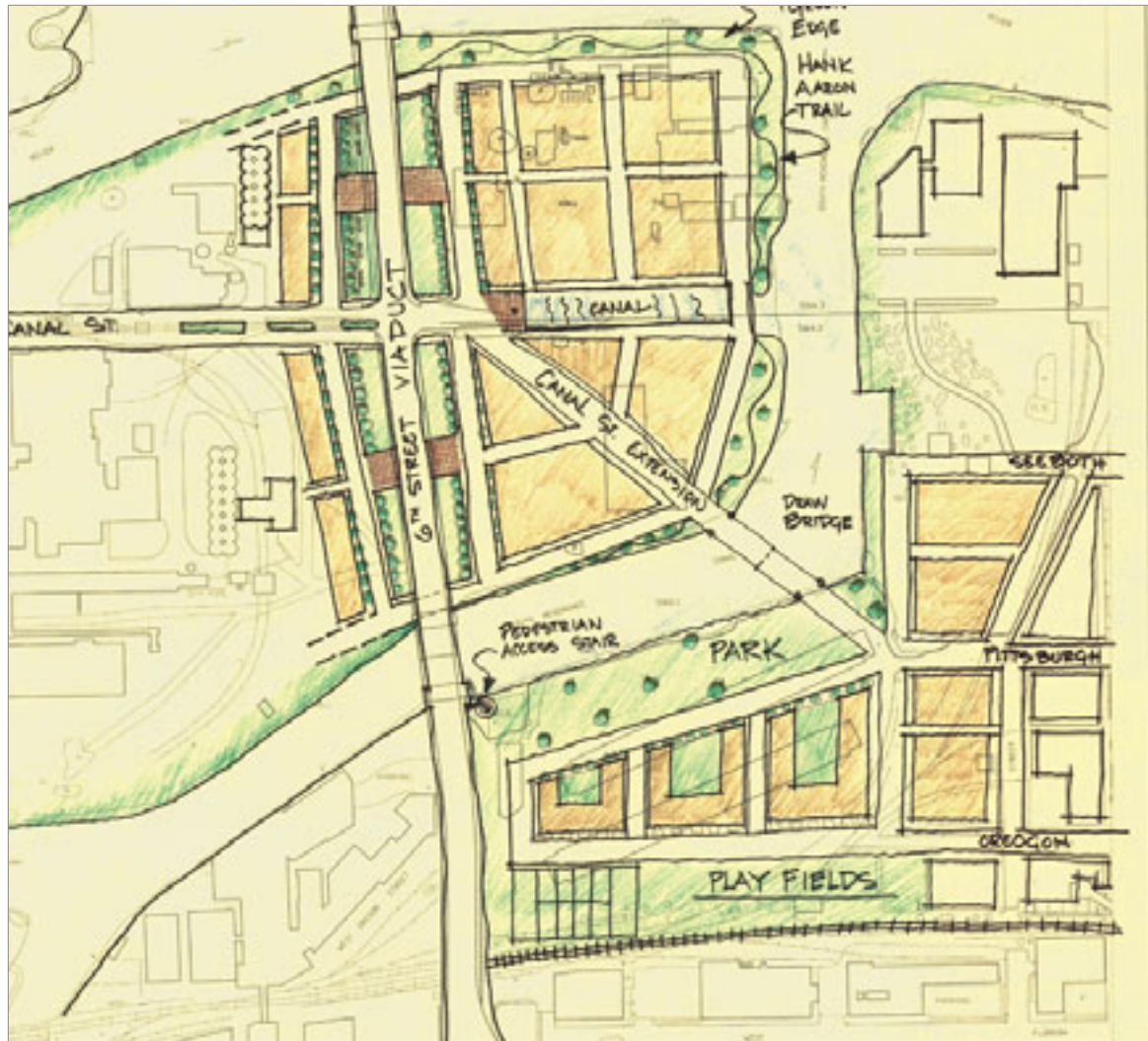
UWM School of Architecture & Urban Planning: Conlynn Goetsch, ©1999

*Refurbishing older warehouses is an integral part of the mixed use strategy.*

**Mixed Use and Density**  
 For mixed use neighborhoods, higher density housing brings added value

**Open Space and Habitat Restoration**  
 Green spaces are surrounded by walkways and streets that link people, activities, and views





• CONCEPTS •

- Maximize density
- Accommodate reconstructed 6th Street viaduct and Canal Street extension
- Parking under 6th Street viaduct ramps
- Pedestrian link from upper level of viaduct and valley floor
- Create urban scale pedestrian link along viaduct ramps
- Green edge w/roads along waterways creating opportunity for front doors along green edge, viaduct ramps and canal, increasing real estate value
- Meandering path at waters edge
- New canal at termination of Canal Street
- Draw bridge at Canal Street expansion
- Extend Oregon Street
- Create greenspace and playing fields at rail line

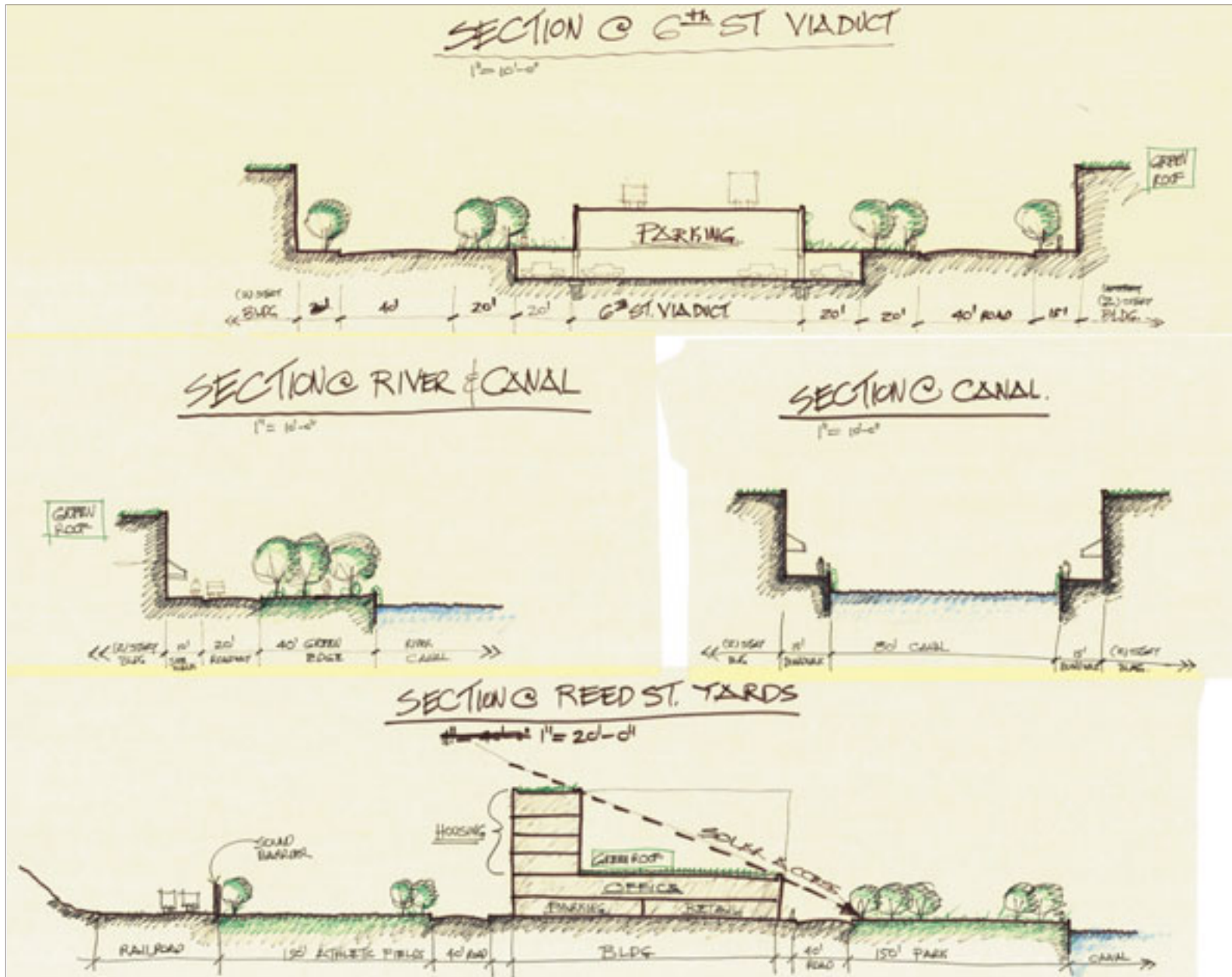
Kahler Slater Architects / The Kubala Washko Architects, © 1999

Kahler Slater Architects / The Kubala Washko Architects, © 1999



Kahler Slater Architects, © 1999

The City's decision to rebuild the 6th Street Viaduct into the Valley (rather than over it) is critical to the success of new development.



Kahler Slater Architects / The Kubota Washbako Architects, ©1999

The East Valley can become the showcase for environmentally responsible development. Green buildings which conserve energy and provide healthy environments complement an infrastructure that reclaims urban land and reduces the cost of transportation.





# VISIONS FOR THE CENTRAL VALLEY • PRIORITY AREA C

## ..... Medium Size Commercial and Industrial Opportunities



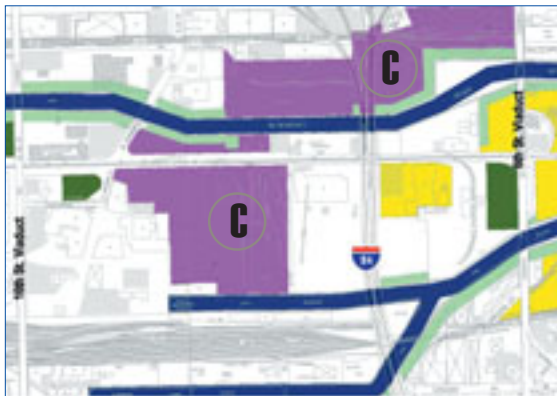
Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.

*Priority development area C, east of the 16th Street viaduct, Emmpak in center, looking south.*



Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.

*The Central Valley west of the 16th street viaduct. Marquette Fields in the center, looking to the north.*



Map by: Joyce Wilebsky, Sixteenth Street Community Health Center, ©2000

*Priority development area C, as outlined in the Valley's Land Use Plan, is a critical area for redevelopment in the Central Valley.*

Priority Development Area C was identified in the Charrette as the area of particular interest in the Central Valley. The aim of development in this area was to create a light industrial and office district. With industrial buildings serving as civic structures, the Central Valley has a potential to recreate the once great business neighborhood of Milwaukee. These new businesses could easily be accessed by workers and customers if the existing street grid were extended, and improvements were made to public transportation serving this area.

## KEY: TRANSPORTATION AND CIRCULATION, ACCESS AND LINKAGE

There are several opportunities to expand the connection of the Central Valley to both the North side and South side. Several ideas surfaced in the Charrette for internal linkages across the Valley floor. Pedestrian, transit, and vehicular connections can afford more access to jobs as well as recreational opportunities. The east-west movement of both the Hank Aaron State Trail as well as Canal Street can be used to foster new development opportunities.

## KEY: MIXED USE AND DENSITY

The Central Valley presents the greatest challenge as well as the opportunity for mixed-use development. As Milwaukee's economy increases in terms of both tourist related and "new economy" activities, the Central Valley offers the opportunity for innovative forms of small-size and mid-size businesses. In addition, this area has recreational opportunities along the riverfront with linkages to the Mitchell Park area on the south and Marquette University to the north.



Photograph courtesy of: Wisconsin Electric Power Company, ©1993

## KEY: UTILITY CORRIDOR

Provision of utilities is a special challenge in the Central Valley given the floodplain designations and high groundwater table. The depth, alignment, and distribution pattern for sewer, water, and utilities, should be established to maximize development opportunities and minimize or consolidate land used for infrastructure in the area. Proximity to Wisconsin Electric's Valley Power Plant and cogeneration energy production also make this an ideal location for new industry. Relocation of the rail lines from the center of Canal Street should allow for new connections and a combined utility service.

## KEY: ENVIRONMENTAL REMEDIATION / ENGINEERING SOLUTIONS

As in the East Valley, the amount of environmental remediation required on the Central Valley properties is less than anticipated and can be accomplished as part of redevelopment opportunities. More information has been compiled recently on the environmental conditions and remediation measures at specific parcels. Moreover, floodplain issues are less of a concern in the Central Valley. Consequently, future development should be able to proceed with a more definite knowledge of environmental remediation and geotechnical engineering that is necessary.



Photograph courtesy of: @Friends of Milwaukee's Rivers, Inc.

## KEY: GREEN BUILDINGS

The size and scale of proposed light manufacturing and commercial space development make the Central Valley an ideal place for showcasing new green building techniques. In addition, the

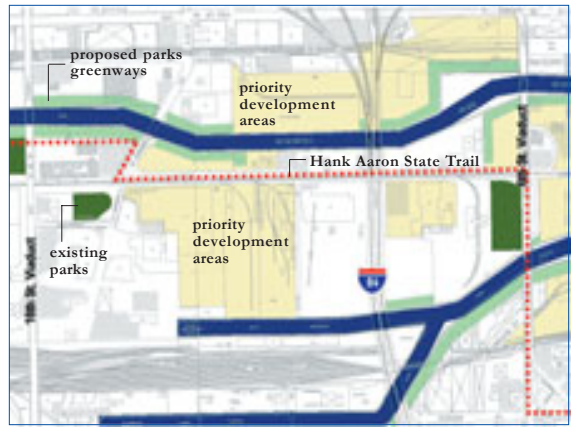
geography of the Valley lends itself to new trends in “green” rooftops, solar panels, and the use of light weight, recycled construction materials such as the fly-ash cement products being generated from the Valley Power Plant’s “waste” coal ash.

**KEY: OPEN SPACE AND HABITAT RESTORATION**

In the Central Valley there are options for linking the open space and recreational systems of Mitchell Park as well as Marquette University’s playing fields. The challenge is interweaving such activities with businesses, roads, and public areas in a mutually supportive manner and providing natural areas of respite for employees whose firms are located in the Valley as well as people using the area for recreation.

**KEY: RIVER AS AN AMENITY**

In the Central Valley the riverfront offers an opportunity for recreating segments of the natural features and vegetation that shaped its history as well as bringing added value to the adjoining properties. The long stretch of the river through the Central Valley is ideal for the Hank Aaron State Trail. It also offers many opportunities for linking waterfront recreational uses with surrounding neighborhoods and providing natural areas for the enjoyment of the businesses and community nearby.



*Hank Aaron State Trail in the eastern part of the Central Valley.*



*Hank Aaron State Trail near Marquette University's athletic fields.*



*Rendering of the newly expanded Potawatomi Bingo Casino facility on Canal Street west of the 16th Street Viaduct.*



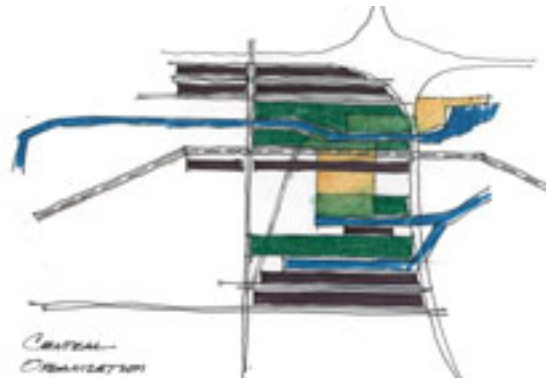
*The new Ember Lane bridge at 13th and Canal Streets.*



*Hank Aaron State Trail , near 25th Street, as it passes by the Valley's historic gas plant buildings.*



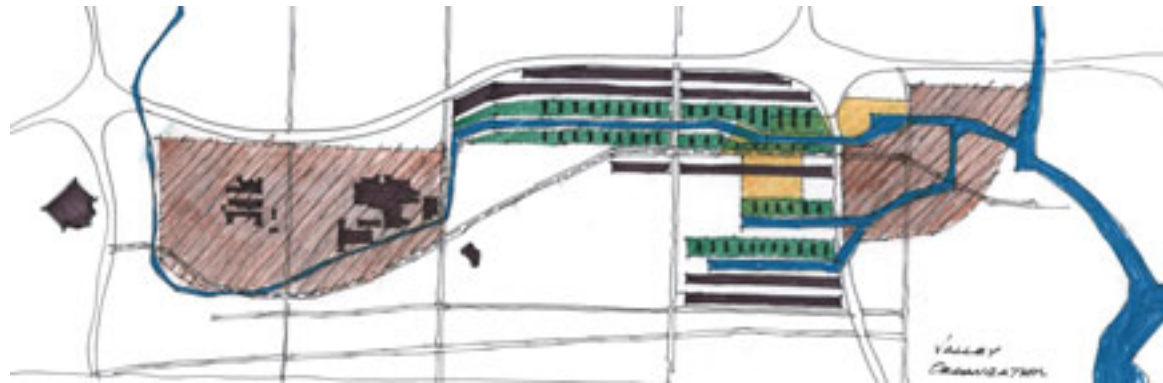
The Central Valley presents one of the most difficult design challenges because currently there are so few opportunities for linking to surrounding areas. The absence of a clear urban street system and a historical pattern of fragmented land development add to the difficulty. These plans and diagrams advocate the creation of a new development pattern in the Central Valley that parallels the surrounding grid system. Simple, straightforward designs like this, can grow outward to surrounding neighborhoods and the other parts of the valley.



Vetter Dank Architects, ©1999



Sixteenth Street Community Health Center, ©2000



Vetter Dank Architects, ©1999

#### River as an Amenity

The river provides the primary and most powerful option for creating a strong identify for the Central Valley

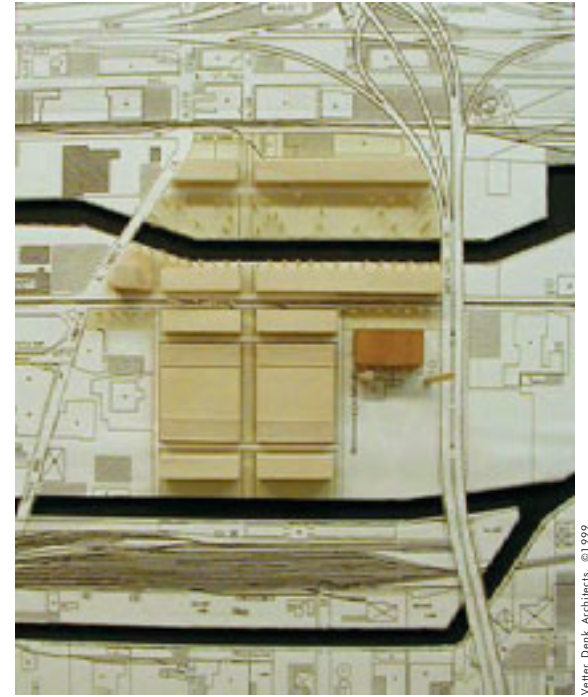
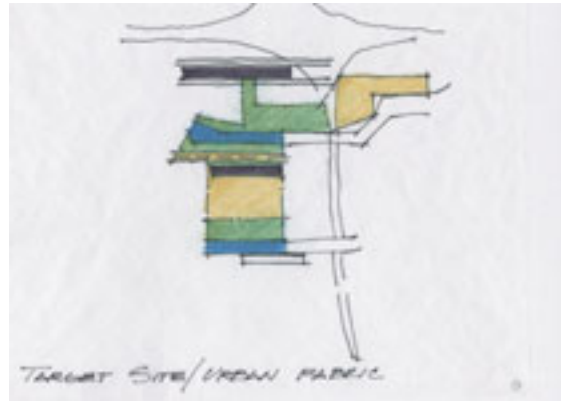
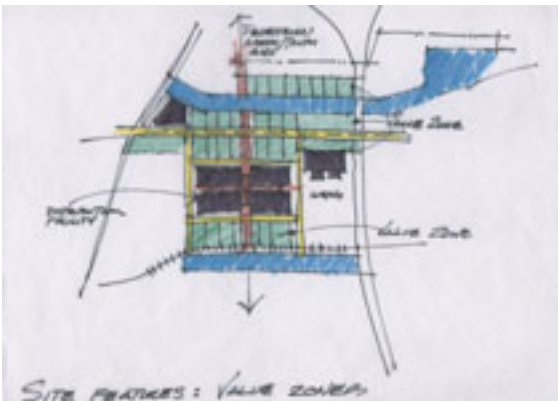
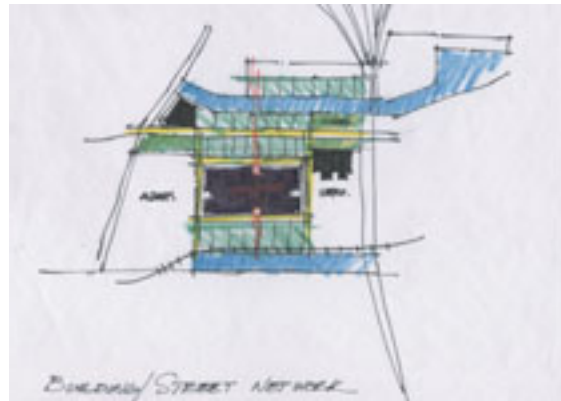
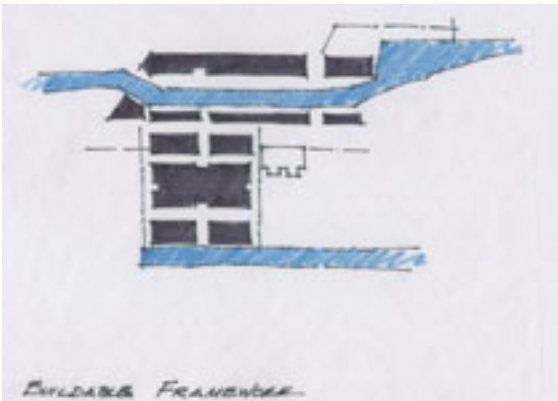
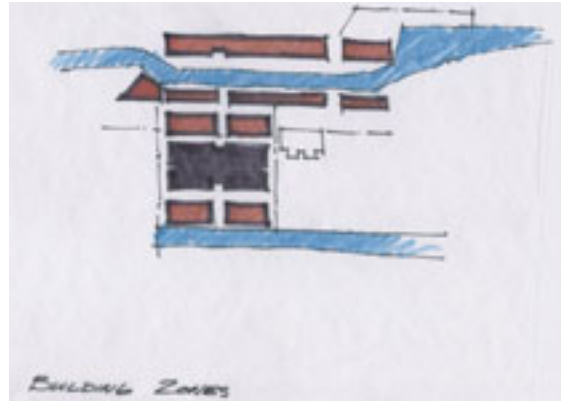
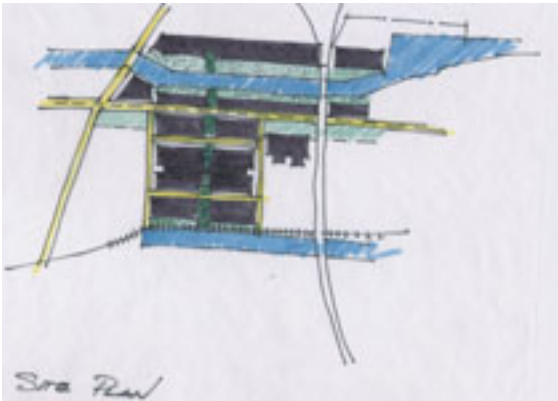
#### Transportation and Linkage

As the most isolated area, linkages to surrounding areas will have a dramatic impact on increasing development. A new street system will dramatically increase development opportunities and long-term land values



Sixteenth Street Community Health Center, ©2000

Native grasses and forbs such as: Canada wild rye, switchgrass, little bluestem, pale purple and purple coneflower, prairie blazingstar, bergamot, cupplant, compassplant, and ox-eye sunflower can enhance industrial settings.



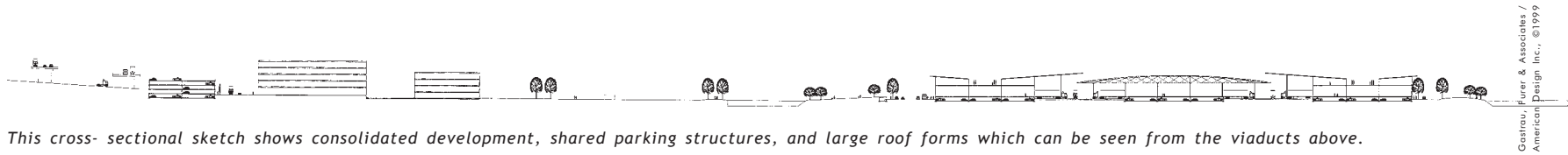
In establishing a building/street network, this team identified “Value Zones” along Canal Street as well as along the waterways. These value zones provide opportunities for public places, parks, or similar amenities.

**Mixed Use and Density**  
The Central Valley should interweave the industrial development to the west with the mixed uses to the east

**Circulation and Access**  
An internal street system is essential to establishing a reliable, flexible pattern of land development that responds effectively to changing market conditions

Veifer Dank Architects, ©1999





*This cross-sectional sketch shows consolidated development, shared parking structures, and large roof forms which can be seen from the viaducts above.*

Gastrou, Furer & Associates / American Design Inc., ©1999

Wisconsin has a substantial history of industrial buildings that embody civic architecture. Many of the buildings created for the so-called “new economy” have distinctive architectural imagery. In this case, the image of the Valley could be established with architectural imagery that was highly visible from the surrounding bridges and roadway systems. The new stadium and the casino are both taking advantage of their landmark visibility from surrounding areas. The same should be done for new business and industrial structures.

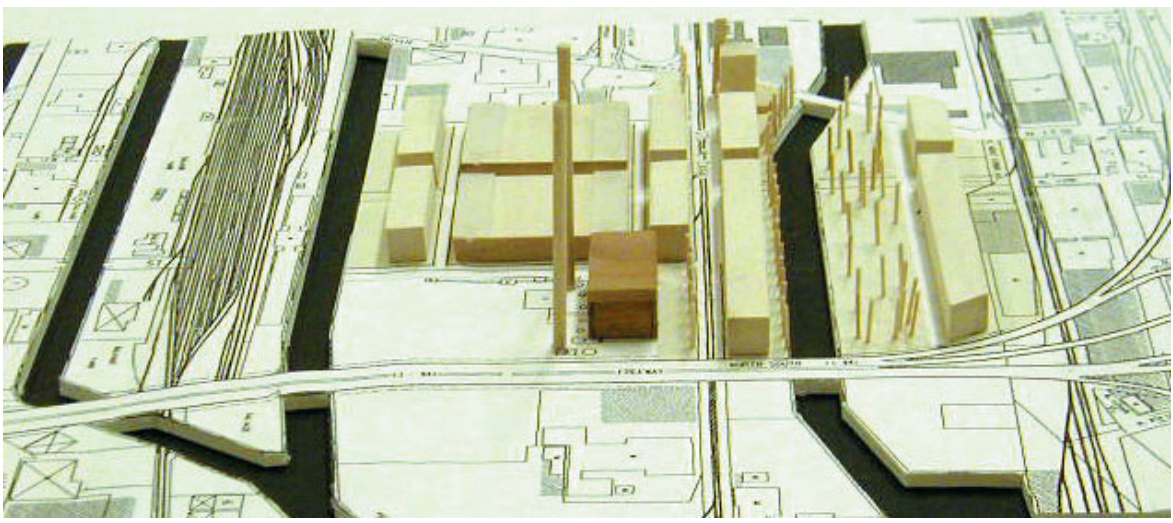


Sixteenth Street Community Health Center, ©2000



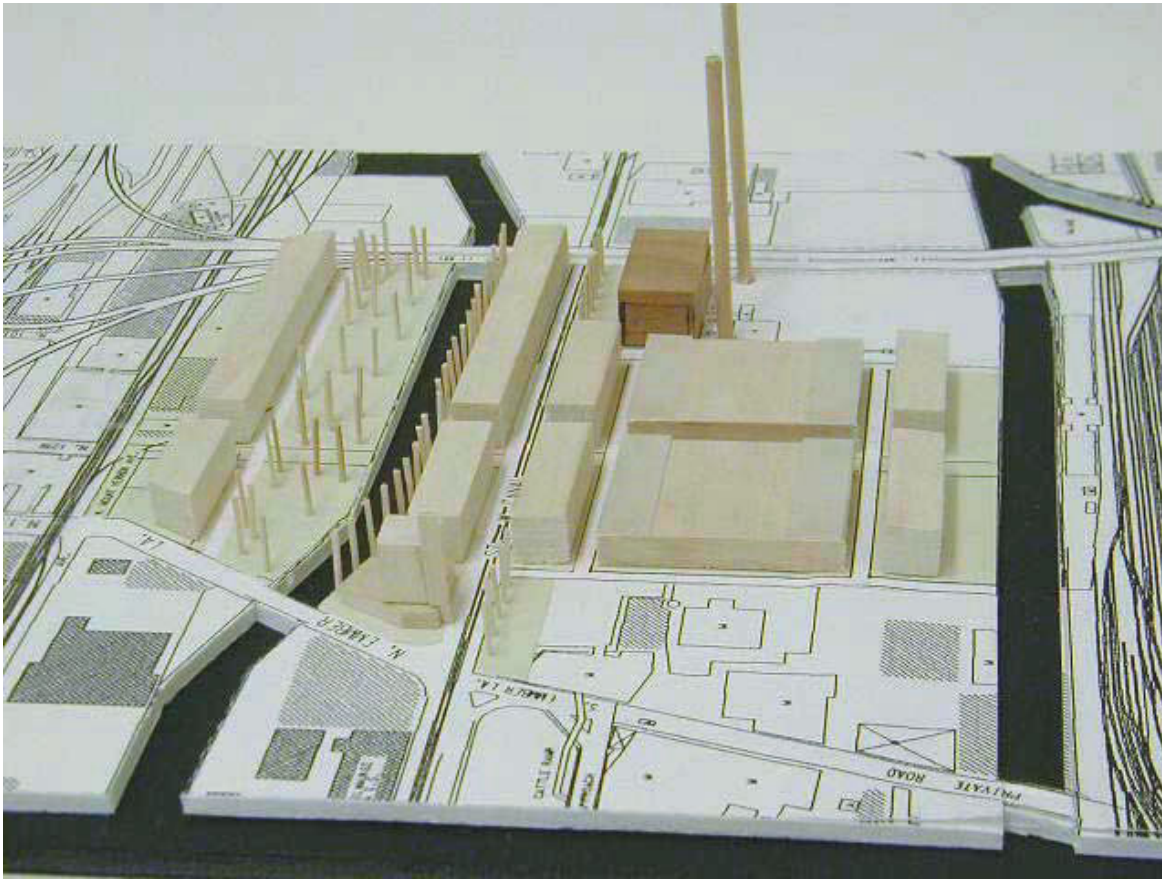
Sixteenth Street Community Health Center, ©2000

East-West linear buildings complement the Central Valley’s concept as a connecting point. Industrial density with strong building forms along Canal Street help define its East-West connection pattern. Allen Bradley and Masterson are industrial buildings with a great civic value and could be emulated in the valley.



Vetter, Dank Architects, ©1999





**Open Space and Habitat Restoration**

If the river is celebrated, rather than ignored, it becomes a major amenity for more valuable office locations and supporting businesses



Photograph courtesy of: ©Green Tree - Tree Care & Consulting

The photograph above shows a section of the pathway paralleling the roadway. Use of small trees, shrubs, bunch grasses, and feature stone create an old landscape travel corridor only a few feet from the roadway. Milwaukee native structural equivalents could include: treeform white cedar, serviceberry, and little bluestem.

Note the contrasts of formal linear boulevard plantings to the right of the roadway with a step down to naturalized pathway on the left. The stairway is formal and bracketed with stone to clearly define the entrance and yet not detract from the softer atmosphere of the pathway.



Sixteenth Street Community Health Center, ©2000



Photograph courtesy of: ©Green Tree - Tree Care & Consulting

This strategy has its roots in the strong geographic character that the Menomonee River Valley presents to the City of Milwaukee, both its intrinsic beauty and its historical imperfections. While its large tracts of undeveloped land offer the potential for urban renewal, they also present a range of structural and financial challenges that have prevented their redevelopment for generations. In considering the Valley's 100-year flood plain, high water table, existing dock walls and piles, soil structural conditions and methane analyses, this architectural site team suggested that traditional methods of land development have not been successfully applied to the Valley. Rather, the team suggested that environmental sustainability must go hand in hand with economic development.



Gastrau, Furer & Associates / American Design Inc., © 1999

*This proposal suggested that development be intensively focused along "Commercial Corridors" on the edges of the Valley floor.*

Therefore, this design strategy for the Central Valley emphasizes where and how to build. This strategy has two parts: 1) to connect the Valley with the surrounding city, and 2) to create a new and distinct image for the Valley.



Gastrau, Furer & Associates / American Design Inc., © 1999

*This proposal created connections to neighborhoods with pocket green spaces at neighborhood thresholds.*

The first part suggests that a majority of new development be pushed to the perimeter of the Valley where environmental challenges are lessened and the cost of building is minimized. High-density commercial corridors can be created by in-filling new facilities and parking structures between older buildings, which are already connected to the existing urban fabric including: roads, utilities and surrounding neighborhoods. The perimeter



corridors and their pocket parks would effectively create an extended gateway that would act as both an important edge to the city and a new threshold to the Valley.

The second part of the design strategy suggests that we create a new large-scale building type within the Valley that would mitigate a variety of environmental challenges without driving up building costs. This proposal suggests that new development in the Valley 'lowlands' be limited to four large scale complexes or "centers" that are built on or attached to structures already in use or appropriate for renovation. Such large-scale developments would allow for easy access by public transportation such as bus lines or rail, would eliminate the redundancy of parking, utilities and other infrastructure, and would allow for environmental controls like water retention and reuse. With amended zoning codes and new standards for sustainable building, such large-scale developments would also allow multiple-users to share the cost of environmentally friendly development without sacrificing design quality. Individual parcels could be acquired and packaged for larger-scale development in collaboration with local developers to minimize environmental and development expenditures associated with smaller parcels. Speaking in terms of urban design, the four large-scale developments would be evenly distributed across the valley floor giving each quadrant a significant point of interest and programmatic focus. The new centers would



*This proposal also suggested extending the Menomonee canal to meet the river providing extensive marina opportunities.*

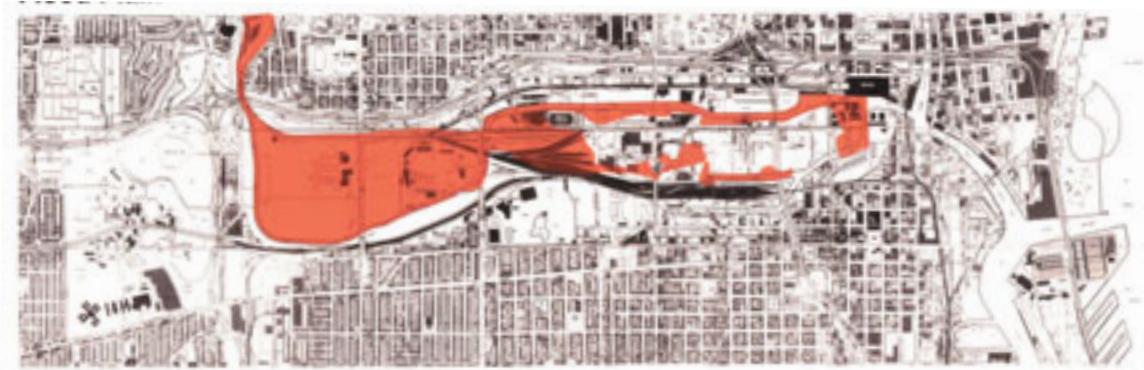


*This proposal suggested that numerous sites at the Valley floor be designated for open land and low density development due to the historical condition and nature of flooding.*

Gastrau, Furer & Associates / American Design Inc., © 1999

Gastrau, Furer & Associates / American Design Inc., © 1999





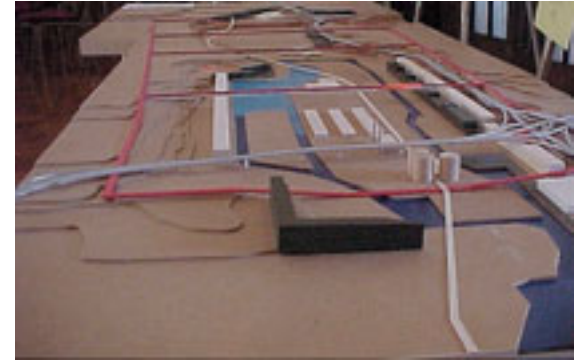
Gastrau, Furer & Associates / American Design Inc., ©1999

*The 1990 floodplain designation for the Menomonee River Valley includes a portion of the Central Valley.*



Gastrau, Furer & Associates / American Design Inc., ©1999

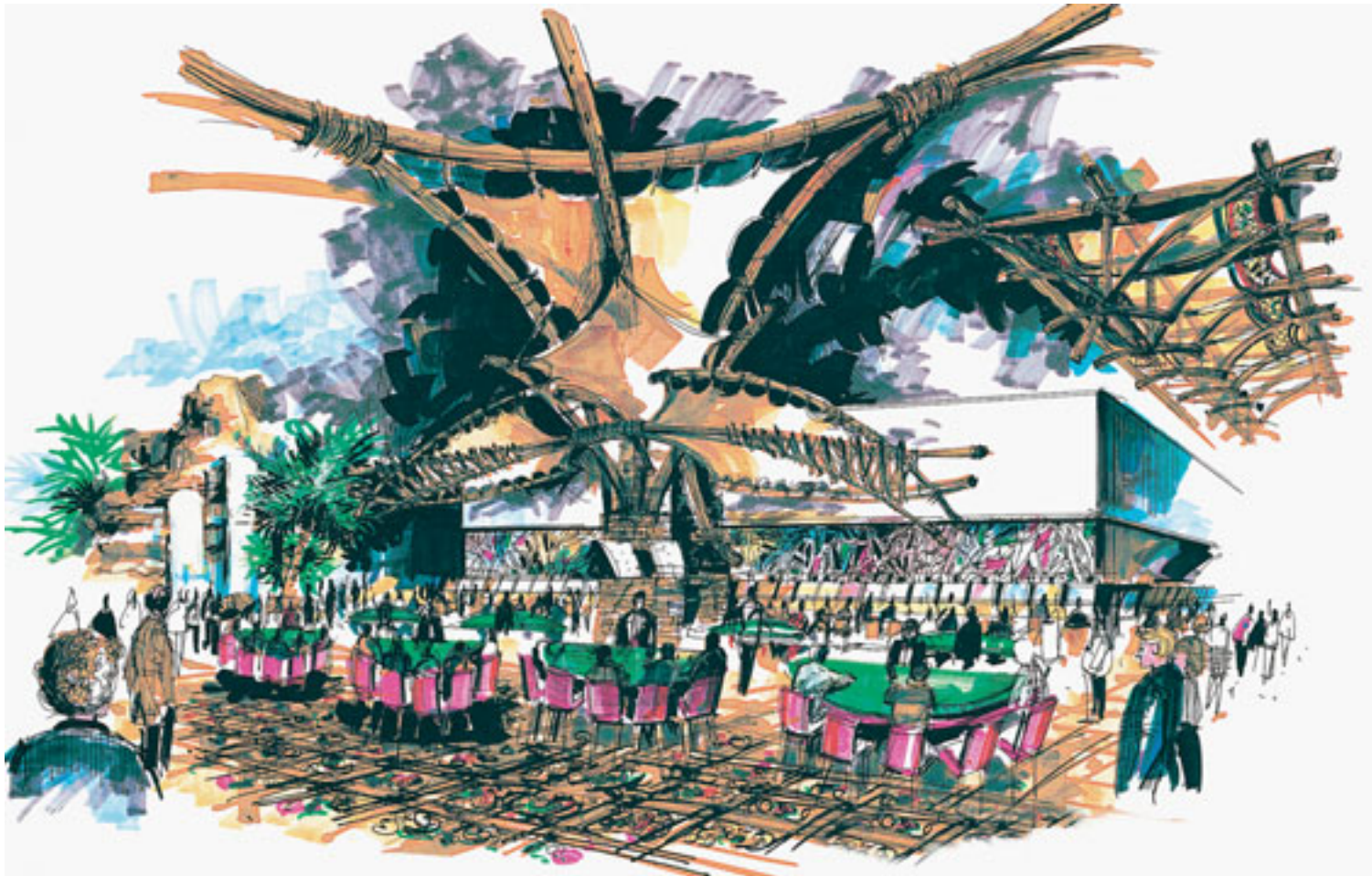
*This proposal suggested that a few "lowland" areas throughout the Valley would best be designated for sustainable project development sites or centers.*



Gastrau, Furer & Associates / American Design Inc., ©1999

continue the alternative pattern of urban development that has been the historical legacy of the Valley's large factories and train buildings; one characterized by objects within a landscape free of the urban grid. In architectural terms, the centers would be designed to recreate some of the spatial excitement and structural drama that was typical of the grand public and industrial buildings of the late 19th Century.

This architectural team's design strategy focuses on creating a spatially unique, long-term development that can become a nexus for the entire region.



*The newly expanded Potawatomi Bingo Casino west of the Sixteenth Street Viaduct, and south of Marquette University's playing fields, is expected to attract 3 million visitors each year to the Central Valley.*

Photographs and illustration this page courtesy of: Potawatomi Bingo Casino, ©2000





Sixteenth Street Community Health Center, ©2000

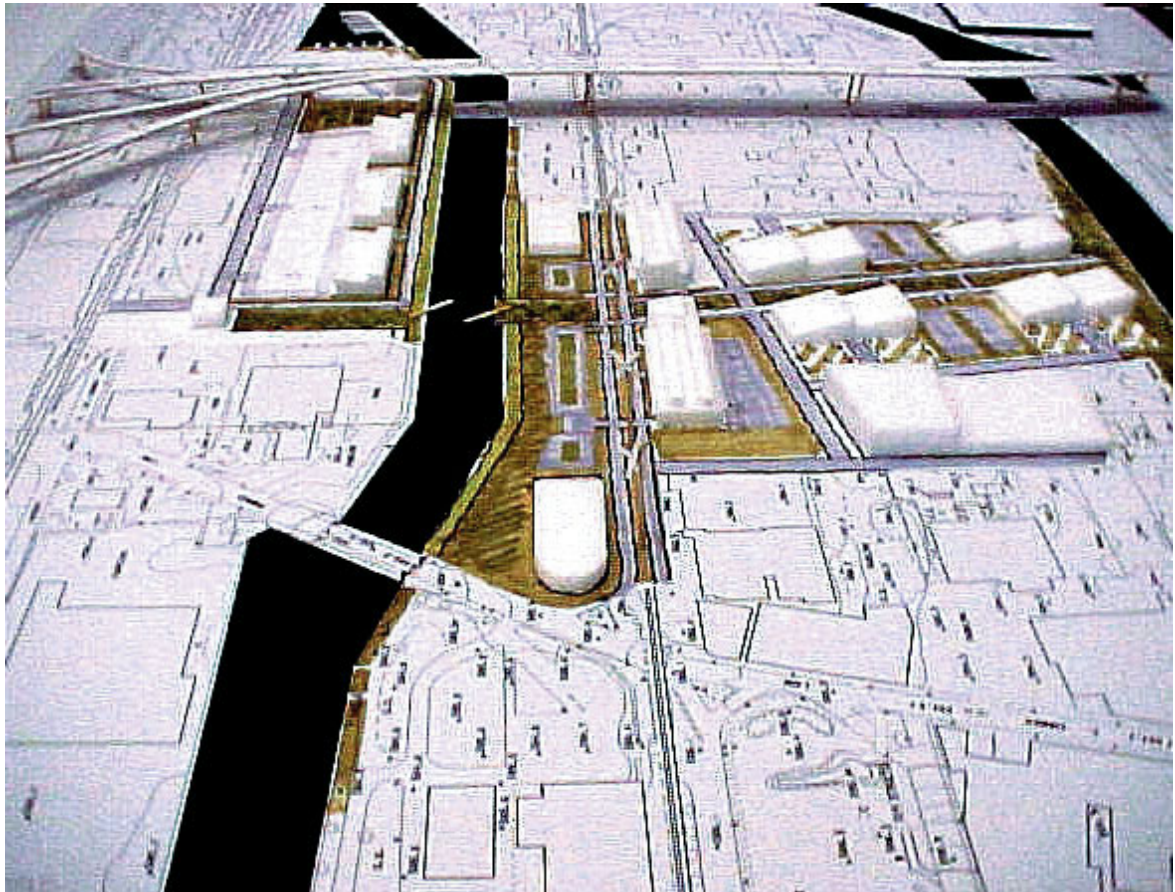


Photograph courtesy of: the Department of City Development, ©1999

The proposal to remove the rail in the middle of Canal Street would not only make the street safer and easier to access, but would provide opportunities to create green spaces such as a central boulevard with a combined utility corridor.

**Green Buildings**

The Valley provides an opportunity to create an entire district of 'green architecture' in the middle of a 19th century city



Engberg Anderson Design Partnership Inc., ©1999

Engberg Anderson Design Partnership's building placement would create a open expanse, allowing views into the Valley. Public art in the Valley would provide an icon and serve as a pathway to the site.

This architectural team proposed industrial uses with second floor riverfront facing offices along the north side of the site. This area would have service space to the north with connections to Mt. Vernon and 8th Streets. Phased development of light industrial buildings with heavily landscaped shared parking and room for expansion would be oriented to take advantage of passive solar energy. Office design and views would be focused on the river and open space to take advantage of these amenities, while providing a strong building line along Canal Street. This proposal also suggested enhancing the connection of Menomonee River and Menomonee Canal by creating a natural landscaped pedestrian walkway which would cross the river with a swing bridge and terminate with a public building for use by recreational users of local amenities.



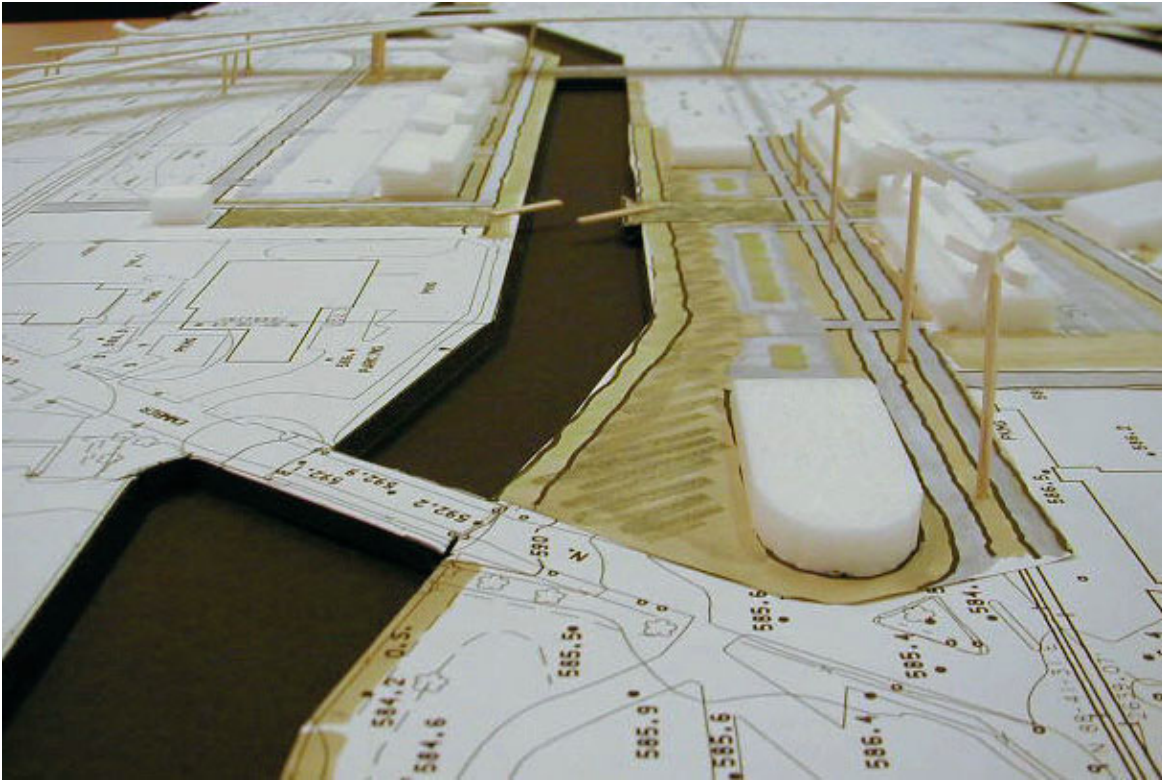


Sixteenth Street Community Health Center, ©2000



Sixteenth Street Community Health Center, ©2000

Public Spaces and Public Art  
Windmills stretching across the Valley become an artistic statement as well as an environmental strategy



Engberg Anderson Design Partnership, Inc., ©1999



Photograph courtesy of Wisconsin Electric Power Company, ©1998

*This team proposed a landscaped boulevard along Canal Street with a tall, elegant feature, such as wind turbines, as an icon to mark the Central Valley. They also proposed an expanded green corridor to accommodate the Hank Aaron State Trail and pedestrian walkway crossing the river as well as greenways connecting to Emmpek Foods' "art park" (see photo above).*



Sixteenth Street Community Health Center, ©2000



Sixteenth Street Community Health Center, ©2000



Sixteenth Street Community Health Center, ©2000

*Native Prairie grasses and flowers assist in slowing and 'cleaning' runoff from parking areas.*

*The Hank Aaron Trail lends itself to native prairie landscaping in parts of the Central Valley.*

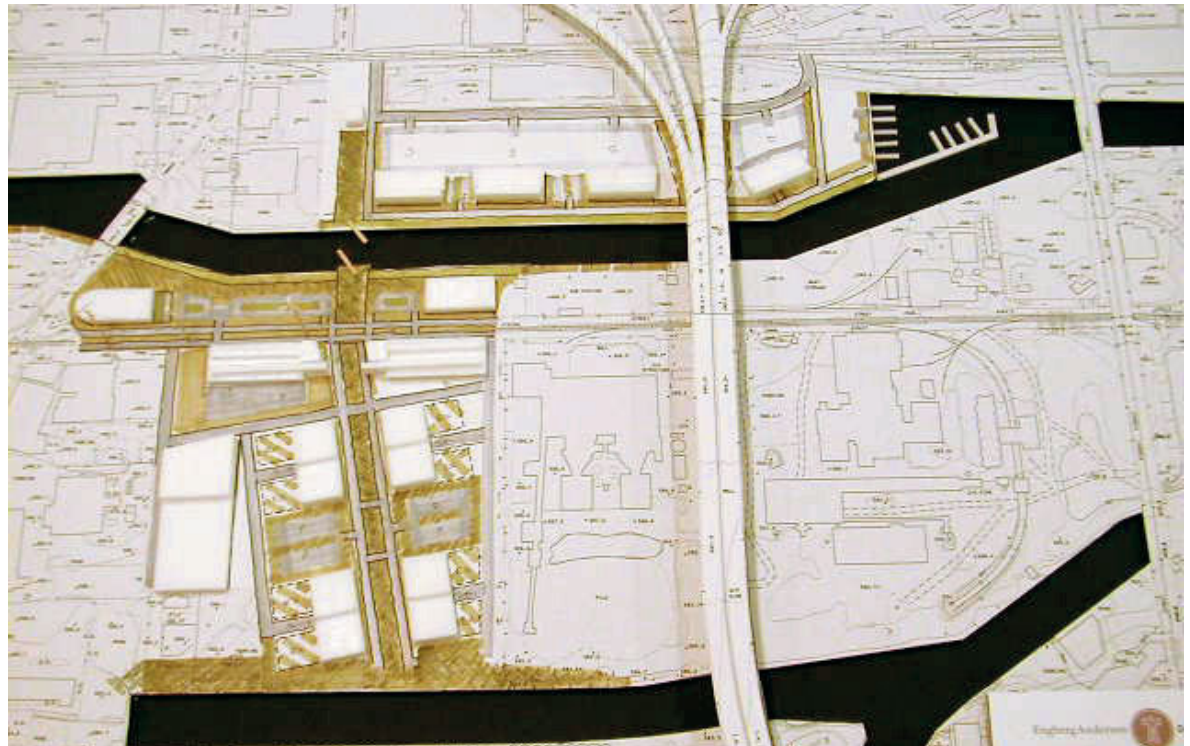
#### Access and Linkages

A cross Valley boulevard connects the two waterways and simultaneously creates a new identifiable public place

#### Landscaping & Habitat Restoration

The edges of the Central Valley should continue the pattern of habitat restoration along the water's edge

This architectural team suggested that heavily landscaped parking areas could be shared and serve as parking areas for recreational users during off hours. Shared parking lots between smaller developments can limit costs, minimize impermeable surface and reduce surface water runoff. They suggested taking advantage of the existing configuration of the river by adding year round boat docks on the northeast end



Engberg Anderson Design Partnership Inc., ©1999

*Density with mixed uses (industrial, commercial and office) was envisioned in the Central Valley.*



This architectural team's scheme organized smaller buildings around an environmental boulevard using marsh vegetation, biofilters, and French drains to naturally filter rainwater, collect it and then channel it to a holding area to reuse for watering vegetation during dry times. This greenway would serve multiple purposes by connecting the Menomonee River and Canal through a pedestrian green space and active stormwater management system.

**Linkages**

The new cross valley boulevard can extend to the surrounding residential neighborhoods and become a social and economic "central" place

**Transportation**

The integration of transportation, infrastructure, and habitat restoration will create a new benchmark in environmental engineering



Sixteenth Street Community Health Center, ©2000

*Boulevards should employ native vegetation in various forms such as grasses (big and little bluestem, Indiangrass, & switchgrass), forbs (purple and yellow coneflower, black-eyed susan & cardinal flower), shrubs (serviceberry, dogwood, & fragrant sumac), and trees (oaks, hickories, & yellow birch) to add interest and structure to the site.*



Engberg Anderson Design Partnership, Inc., ©1999

*Non-traditional, native vegetation such as: tamarack, ironwood, musclewood, white cedar, yellow and river birch, hemlock, swamp white oak, American beech and witchhazel, can be integrated into these greenways and corridors.*



Sixteenth Street Community Health Center, ©2000



Photograph courtesy of: Wisconsin Electric Power Company, ©1986

Historically, transportation linkages passed over the Valley, thereby diminishing its value and potential as a critical component of the City's economic foundation.



Photograph courtesy of: ©Wisconsin Electric Power Company

Historical aerial photograph of the Valley and showing the density of surrounding neighborhoods, 1950.

Linkages to adjacent neighborhoods is the key to the redevelopment of the Central Menomonee River Valley. Linkages to the existing residential neighborhoods to the north and south creates a direct connection between housing and employment opportunities. The Central Valley also acts as the connection between the mixed-use character of the East Valley and downtown and the urban industrial park of the west end.

**Transportation and Linkage**

When viewed at an overall city scale, linking the northside and southside into - rather than over - the Central Valley is a valuable strategy

New business in the Valley will be easily linked to Milwaukee's (and Wisconsin's) largest labor pool. It was proposed to realign the rail system to facilitate removal of the tracks from Canal Street.





## TRANSPORTATION & CIRCULATION ELEMENTS-

### Access Points-

- 27th Street behind Mitchell Park Domes
- Saint Paul & 17th Street to Mount Vernon
- 8th Street to Mount Vernon
- Oregon and 6th Street
- New road parallel to southern main line

### Infrastructure-

- Strong signage for way finding
- Extend Canal Street to connect to 4th and 6th Streets
- Consolidation of tracks at 27th Street and river

## SHARED FACILITIES

### Parking Guidelines / Linkages-

- Combined parking with Miller Park and Potowatomi as first priority for shared parking
- Locate parking (shared) underneath viaducts and adjacent to access roads
- Maximize on-street parking where possible
- Locate parking on capped contaminated areas
- On-site parking should be centralized / hidden in building development

### Hank Aaron State Trail-

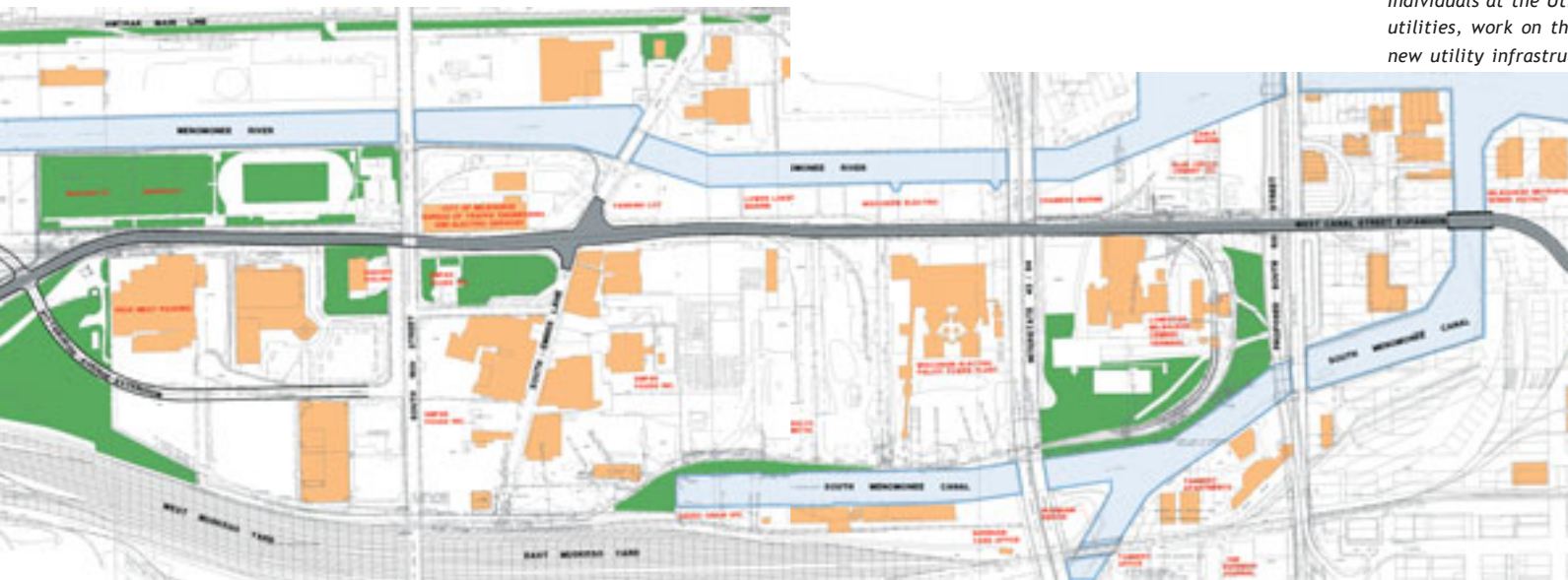
- Suspend from bottom of 27th Street Viaduct

Urban Design Team # 2, ©1999



Photograph courtesy of: the Department of City Development, ©2000

Individuals at the Utility Summit, representing all the major utilities, work on the consolidation and sharing of costs for new utility infrastructure in the Valley.



Map courtesy of: STS Consulting Ltd., ©2000

**Utility Corridor**  
Establishing a 21st century infrastructure within the framework of a 19th century development pattern offers a unique opportunity to place Milwaukee at the forefront of urban sustainability

Proposed realignment for the Canadian Pacific freight rail in the center of Canal Street and the consolidation of the Adams Yards' rails would greatly improve Canal Street and provide additional land for redevelopment in the Central Valley.

Reorganizing the Valley's rail system represents one of the greatest challenges to successful redevelopment. Continuation of rail traffic is critical. At the same time, there must be a new street system with numerous rail crossings, reuse of unneeded rail yards, and the installation of new infrastructure above and below existing rail systems. All of this must be accomplished in the context of a complex regulatory framework.





# VISIONS FOR THE WEST VALLEY • PRIORITY AREA A

## A Large Urban Industrial Park



Photograph courtesy of: @Friends of Milwaukee's Rivers, Inc.



Photograph courtesy of: @Friends of Milwaukee's Rivers, Inc.

Priority Development Area A was identified in the Charrette as an area of particular interest in the West Valley. The aim of development of this area was to create an industrial district. With industrial buildings serving as civic structures, the West Valley has a potential to recreate the once great industrial neighborhood of Milwaukee. These new industries could easily be accessed by workers and customers if the existing street grid were extended, and improvements were made to public transportation and infrastructure serving this area.



Map by: Joyce Wilebsky, Sixteenth Street Community Health Center, ©2000

## KEY: TRANSPORTATION AND CIRCULATION, ACCESS AND LINKAGE

The alignment and extension of Canal Street westward is a critical issue for the redevelopment of the West Valley properties. It should be planned in a way that is supportive of new development options for creating other pedestrian, vehicular, and transit linkages in this area. These include the 35<sup>th</sup> Street Viaduct, connections across the river, and linkages to the areas around Miller Park Baseball Stadium and the east-west movement of the Hank Aaron Trail.

## KEY: MIXED USE AND DENSITY

The West Valley affords a unique option for creating a national model of urban industrial

architecture. For many years, suburban business and industrial parks have been developed far from workers, utilities, transportation, and traditional neighborhoods. Yet the Valley was built historically on the principle of creating jobs near where workers live. Many old factory buildings had a civic architecture, more akin to great public buildings than industrial sheds. The Valley offers opportunities for these types of large industrial structures demanded by today's marketplace. Some of these can be mixed with smaller structures and commercial office opportunities. At the same time, the location of the West Valley provides unique recreational opportunities in and along a restored natural river corridor. Mixing industrial and recreational uses provides innovative opportunities and challenges.



Sixteenth Street Community Health Center, ©2000

Miller Park Baseball Stadium under construction in the West Valley.

## KEY: UTILITY CORRIDOR

As in other parts of the Valley, the provision of utilities is a special challenge in the West Valley given the extensive floodplain designation and high groundwater table. The depth, alignment, and distribution pattern for sewer, water, and utilities, should be established to maximize the development opportunities and minimize land dedicated to utility rights-of-way.



Photograph courtesy of: ©John Hawkinson

Hank Aaron State Trail follows the river's course through the West Valley. This section offers a more natural setting.



Map by: Joyce Wilebsky, Sixteenth Street Community Health Center, ©2000



## KEY: ENVIRONMENTAL REMEDIATION / ENGINEERING SOLUTIONS

The primary environmental challenges will probably be floodplain management and “soft” soils. While there will be some soil remediation and possibly groundwater issues to be addressed, the benefits of the economic development for this area should outweigh such costs.

## KEY: GREEN BUILDINGS

Large industrial buildings are not typically conceived as part of new practices in green building. Yet there is a unique opportunity to create such structures in the West Valley. Proximity to the utilities, parking, freeways, and workers are but a few of the advantages in terms of sustainable industrial development. The size of such structures also provides opportunities to create and use new green building technologies at a larger scale. For example, new industrial buildings could employ “living roofs”, a technique that is becoming increasingly common in contemporary building practice.

## KEY: OPEN SPACE AND HABITAT RESTORATION

Miller Park Baseball Stadium, along with its large parking areas for tailgating and related outdoor public space provides a clear anchor for

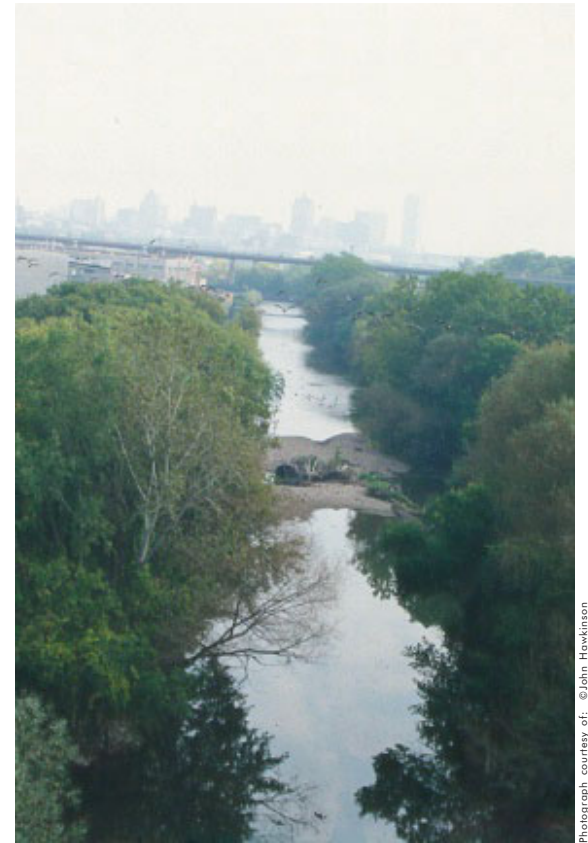
recreational activities. Also, shared parking at Miller Park’s east lot can provide businesses with parking space while preserving open areas. There are several ways to expand and enhance such recreational and open space uses eastward into the industrial area, especially along the river corridor. It may, in fact, be possible to link water recreation and boating to the activities of Miller Park. In addition, native landscaping and vegetation could provide a historic link to the past as well as a strong sustainable feature in the Valley’s restoration.



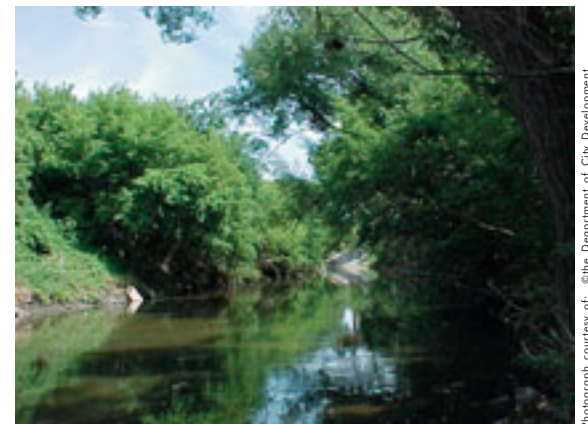
Photograph courtesy of:  
©Friends of Milwaukee's Rivers, Inc.

## KEY: RIVER AS AN AMENITY

As the Menomonee River enters the Valley it becomes part of the Miller Park Baseball Stadium grounds. At this point the river is not channelized and maintains some of its natural heritage. Millions of Milwaukeeans and visitors will experience the river at this location. Habitat restoration, natural landscaping, and recreational features can enhance both the Miller Park experience as well as increase public awareness of the river corridor and its historic links to the Valley’s environment and ecology.



Photograph courtesy of: ©John Hawkinson



Photograph courtesy of: ©the Department of City Development

# SITE A DESIGN BRIEF!

... INCLUDE THE FOLLOWING TWO BUILDINGS IN THE DESIGN FOR THE PARK:

1. A LARGE PRINTING PLANT: 1,000,000 SF. 1400 EMPLOYEES (EST)  
\$40/SF. \*  
50' CLEARANCE HGT.
2. A LARGE MAIL ORDER FACILITY WITH HEADQUARTERS OFFICES: 1,000,000 SF. 2500 EMPLOYEES - POSSIBLE GROWTH TO 5,000 EMPLOYEES  
\$25-30/SF. \*  
50' CLEARANCE HGT.  
AS MANY AS 100 DOCKS.

\* THE BUILDING COST ESTIMATE DOES NOT INCLUDE ANY ADDITIONAL COSTS FOR GEO-TECHNICAL WORK ...

EPSTEIN UHEN ARCHITECTS

# APPROACH:

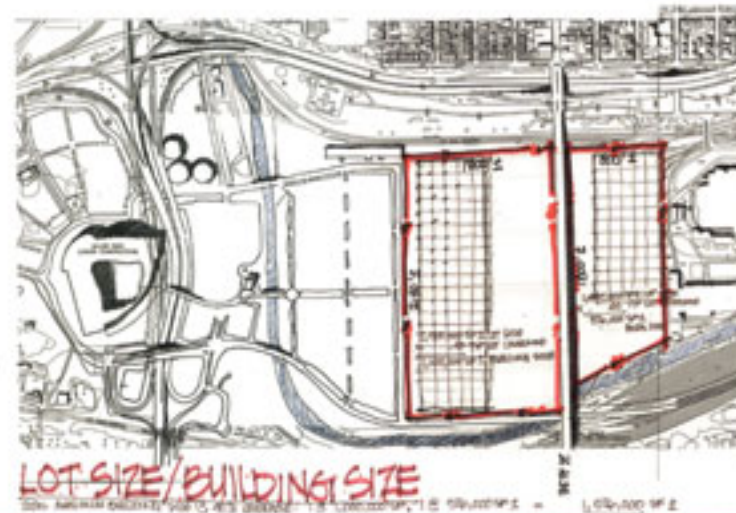
## 1. TEST SITE FOR MAXIMUM ESTIMATED BUILDING CAPACITY

- RECOGNIZE THAT THERE ARE MAJOR GEOLOGICAL PROBLEMS AND RELATED COSTS (SEE DESIGN BRIEF #). IN THESE AREAS NEW MAJOR BUILDINGS OR AND ADJACENT TO THE SITE, ASSUME THAT THESE GEOLOGICAL AND COST PROBLEMS CAN BE SOLVED.
- DO NOT OVERLY VAPORIZE EXISTING MAJOR PRESSURE DRAINAGE SYSTEMS:
  - EXIST. SITE: 500' x 1800' = 1,440,000 SF ±
  - ① 40% COVERAGE = 576,000 SF ± APPROX. BLDG. SITE
  - WATER SITE: 1500' x 1500' = 2,250,000 SF ±
  - ② 40% COVERAGE = 1,000,000 SF APPROX. BLDG. SITE
- RECOGNIZE THAT IT MAY NOT BE POSSIBLE TO FIND THE (OR ONE) LARGE LOTS — ALLOW LOTS TO BE "SUBDIVIDED" TO SMALLER PLOTS TO ALLOW 100,000 SF MINIMUM DEVELOPMENTS (SCHEMES B, ...)
- ANALYZE "INDIVIDUAL PLOT" SCHEMES WITH MINIMUM (100,000 SF ±) BUILDINGS TO FACILITATE AGREEMENT AND ACCELERATE DEVELOPMENT. MAKE FURTHER CONNECTION TO ALLOW PLOT SITE DEVELOPMENT.

EPSTEIN UHEN ARCHITECTS

# DESIGN ISSUES

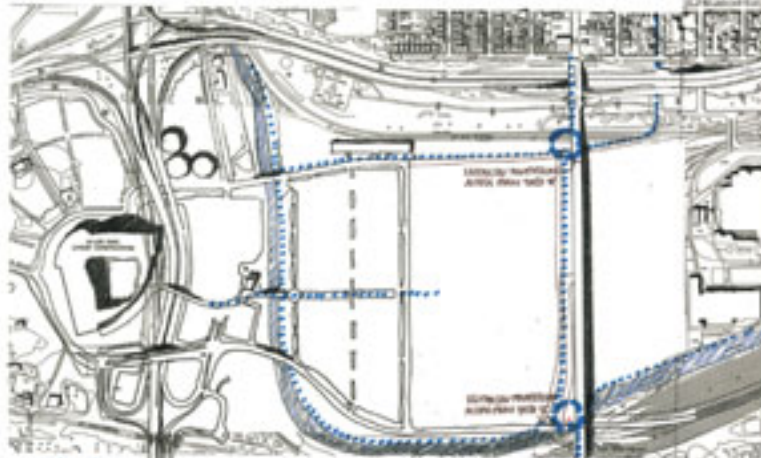
- DESIGN CONDITIONS — FLOOD PLAIN, GEO-TECHNICAL, ADJACENT DEVELOPMENT.
- ACCESS, APPROACH, PARKING, CONCERNS, LOGISTICS
  - PROVISIONAL: LAUNCH PAVILION ACCESS TO NORTH & SOUTH HIGHWAY
  - IMPROVED TRANSPORTATION - BUS, LIGHT RAIL, RAIL
  - TRUCKS
  - WALKERS - TRUCK, BICYCLE, WALKER
- SERVICES
- SITE AVAILABILITY, LOCATION, TRUCK ACCESS, OPEN SPACES, OPEN AREA TRAIL, ...
- PARKING + SUPPORT FUNCTIONS — WAREHOUSES, FOOD SERVICE, ...
- SAFETY
- BUILDING SIZE - (1,000,000 SF = 22 ACRES BLDG)
- FLOOR CIRCULATION, CIRCULATION (POSSIBLE 3000 - 5000 EMPLOYEES)
- LANDSCAPE (GEO-TECHNICAL PROBLEMS, SWR, ...)



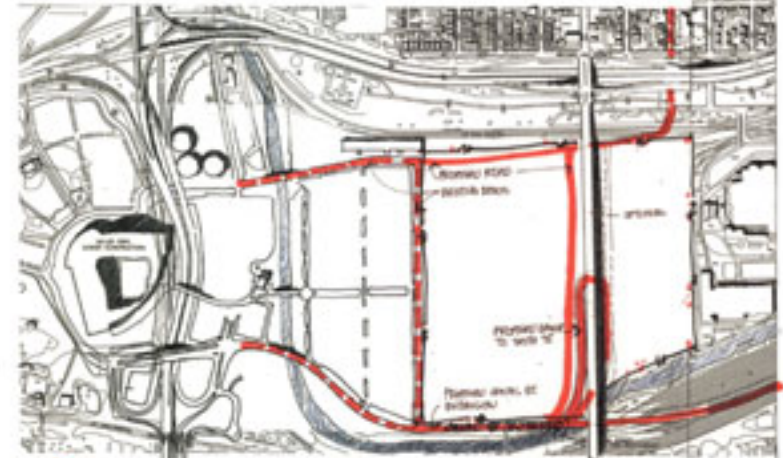
Epstein Uhen Architects, Inc., © 1999

This team's series of diagrams shows the process whereby industrial development of the West Valley has to be integrated with street systems, logical patterns of building construction, and public amenities.

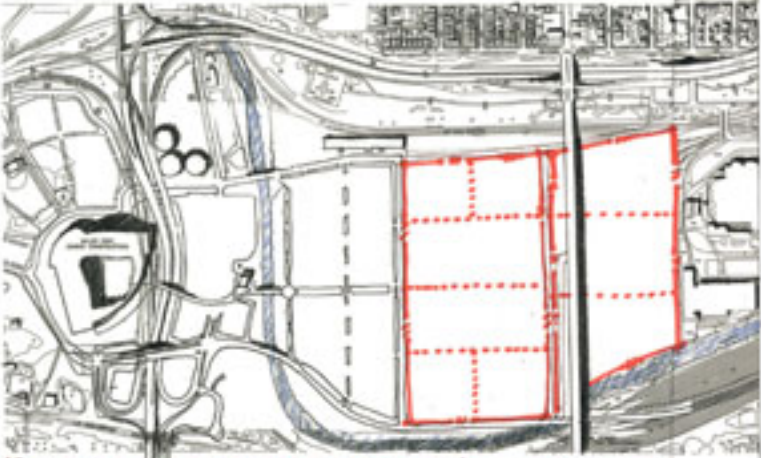




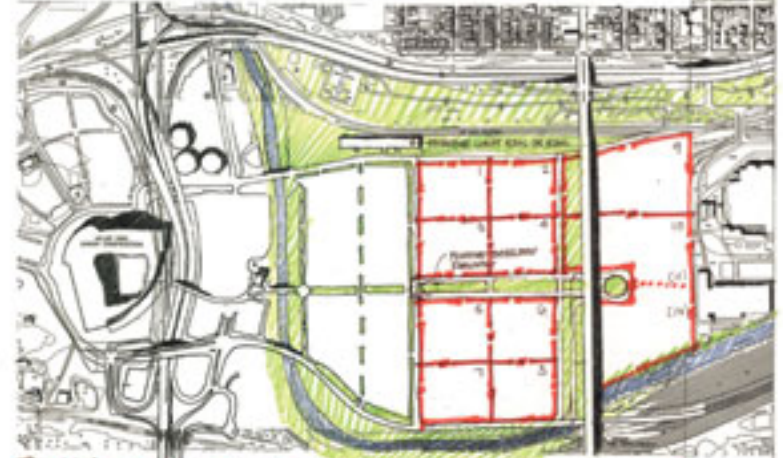
**ENHANCED PEDESTRIAN ACCESS**  
EPSTEIN UHEN ARCHITECTS



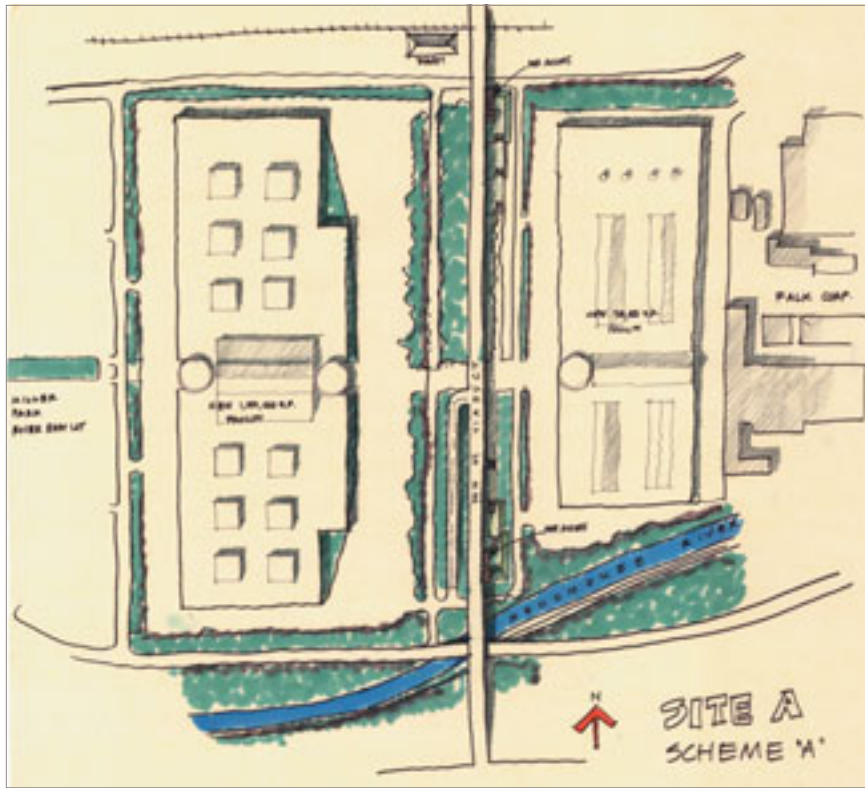
**ENHANCED VEHICULAR ACCESS**  
EPSTEIN UHEN ARCHITECTS



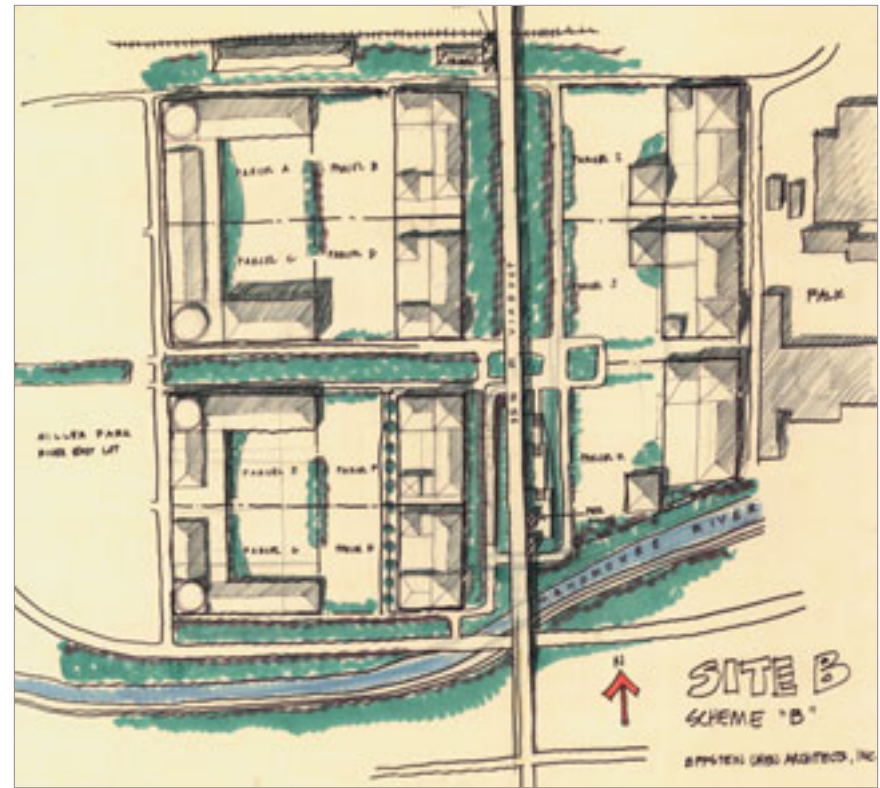
**POSSIBLE LOT CONFIGURATION(S) - SCHEME A**  
EPSTEIN UHEN ARCHITECTS



**POSSIBLE LOT CONFIGURATIONS - SCHEME B**  
EPSTEIN UHEN ARCHITECTS



Epstein Uhen Architects Inc., ©1999



Epstein Uhen Architects, Inc., ©1999

*This concept shows how a large industrial structure can be developed with green space and public areas.*

*This plan shows how building footprints can be developed in phases to accommodate multiple sizes and expansion opportunities.*

A unique challenge for the West Valley is creating a contemporary industrial park that allows for multiple building sizes and expansion, while making efficient use of the land. Suburban industrial parks typically create huge lots with small footprints, thereby, wasting enormous amounts of land. In this urban context it is essential to make efficient use of the land, while still allowing for industrial expansion and adaptation, particularly for Milwaukee's Industrial market.



Photograph courtesy of: the Department of City Development

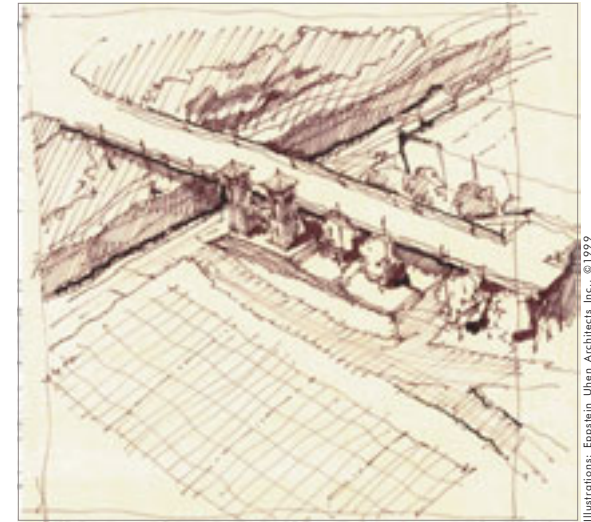
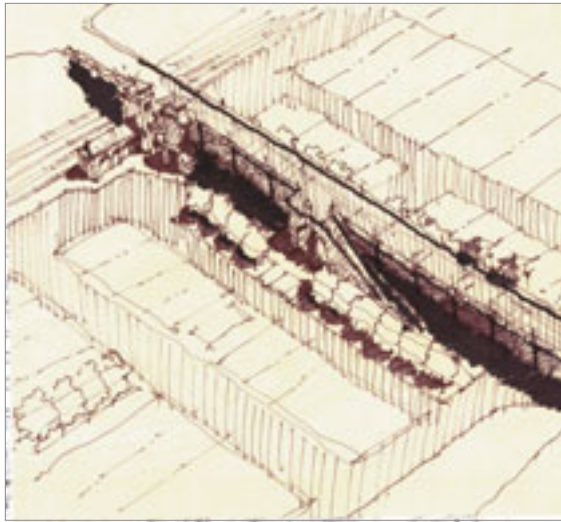
*Hwy 41 provides transportation access to potential industry in the West Valley.*



Sixteenth Street Community Health Center, ©2000

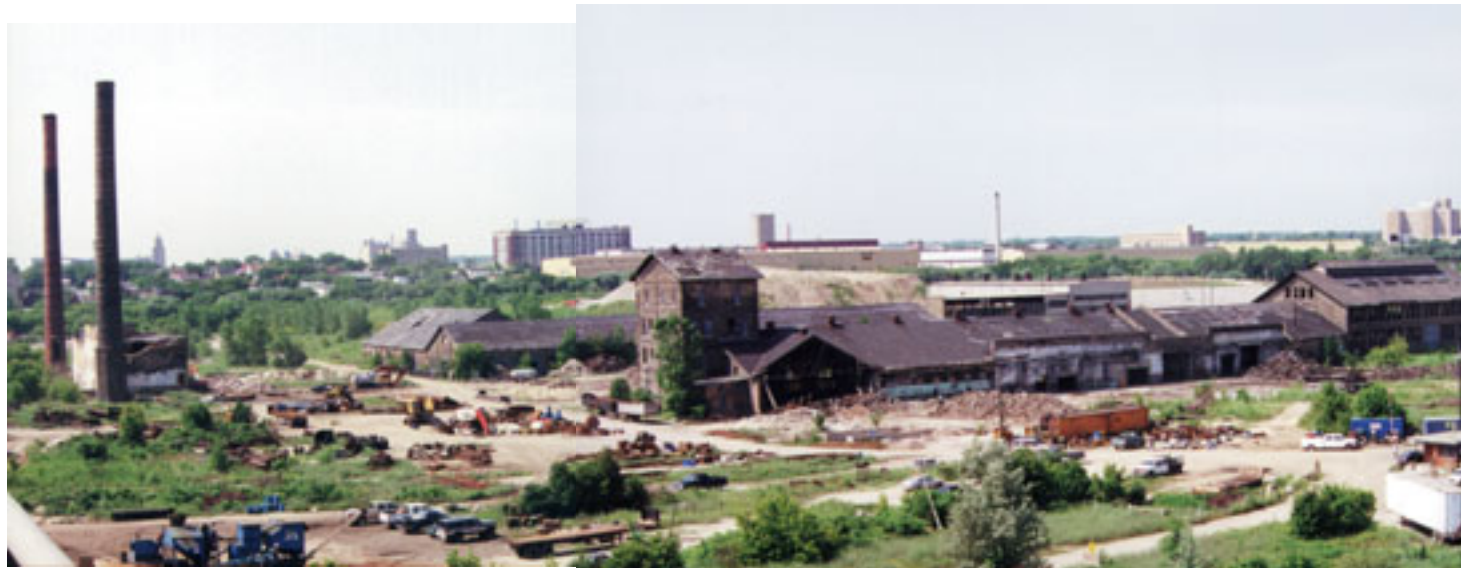
*Modifying the existing access to the Valley's West End would facilitate the shipping and receiving of goods.*





Illustrations: Epstein Uhen Architects Inc., ©1999

*The close proximity of the West Valley to older residential areas actually allows for the recreation of pedestrian linkages between factories and jobs. These illustrations show how such pedestrian linkages might occur using a terraced green landscape with stairways and vehicular ramps at the north and south ends of the 35th Street Viaduct - recapturing one of the more successful features of older 19th century neighborhoods.*



Sixteenth Street Community Health Center, ©2000

*The abandoned railroad yards are a dramatic reminder of the lost value and unclaimed opportunities.*



The area dedicated for the Hank Aaron State Trail on the West End of the Valley in 1997.

The Hank Aaron State Trail on the West End of the Valley in 1999 following the removal of the retaining wall and restoration of the river bank.



Photographs courtesy of: Wisconsin Department of Natural Resources

Concept for including a "buffer" along the Menomonee River with dense vegetation and wetlands to retain and filter surface water runoff.



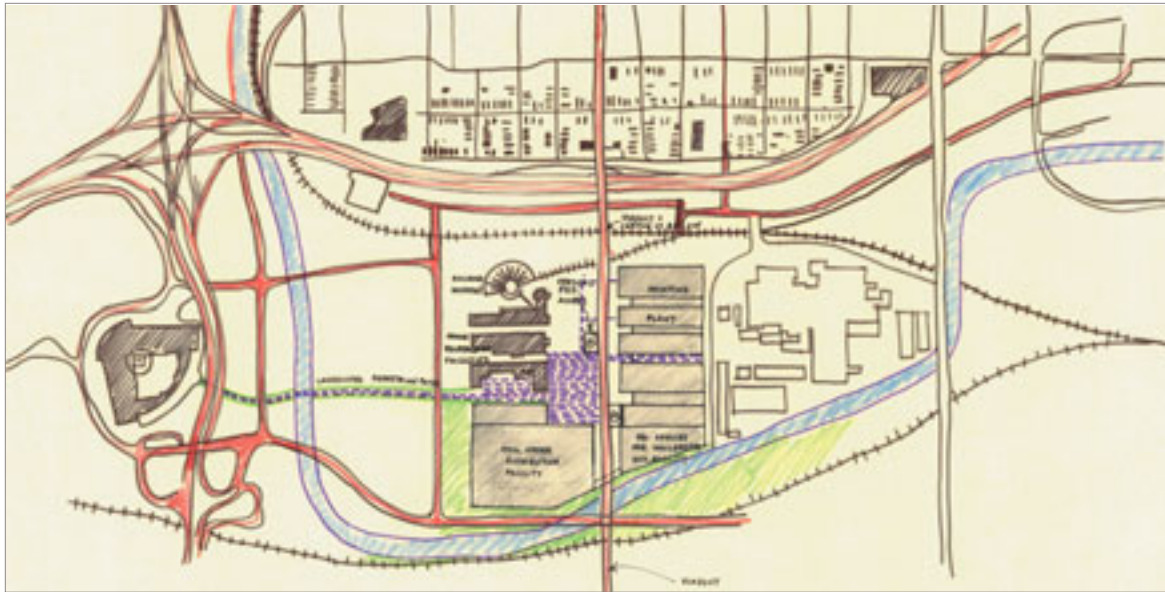
Illustration courtesy of: ©Friends of Milwaukee's Rivers, Inc.



Map by: Joyce Wriehsky, Sixteenth Street Community Health Center, ©2000

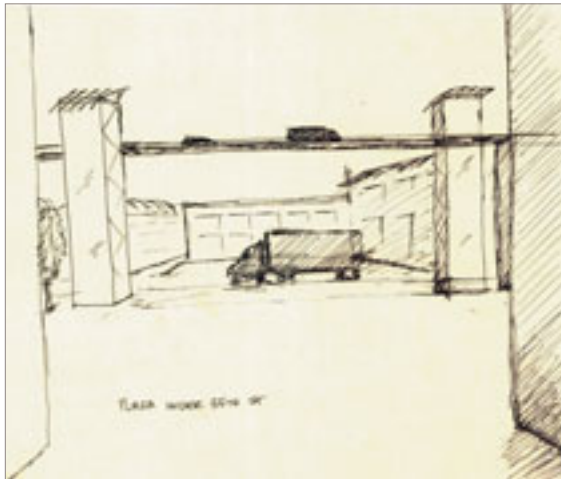
Although the portion of the Menomonee River that is within the Valley is a very small part of the overall watershed, restoration efforts such as those associated with the Hank Aaron State Trail can assist in improving water quality, slowing flood water, and enhancing the natural areas associated with the watershed. Natural landscaping and ecological restoration can not only improve soil and water quality, but it can provide a historical link to the natural resources once an integral part of the Valley.





UWM - School of Architecture & Urban Planning: West Site Student Team, ©1999

*Historic preservation and building material reuse may provide historic links to industrial development in the Valley.*



UWM - School of Architecture & Urban Planning: West Site Student Team, ©1999

*Shared delivery points and access will be crucial to efficient use of industrial land.*



UWM - School of Architecture & Urban Planning: West Site Student Team, ©1999



*Well-lit pedestrian access points off of the 35th Street viaduct link communities and recreational users to the Valley.*

### Concepts-

- To reuse the historically significant Milwaukee Road shops buildings.  
Compatible uses:  
railway museum  
indoor courts  
(sports/recreation)

- To take advantage of access created for the stadium and the fact that stadium visitors would come to visit the museum too.

- Have vertical pedestrian access from 35th Street viaduct and a central landscaped pedestrian spine that could potentially run through the Valley.

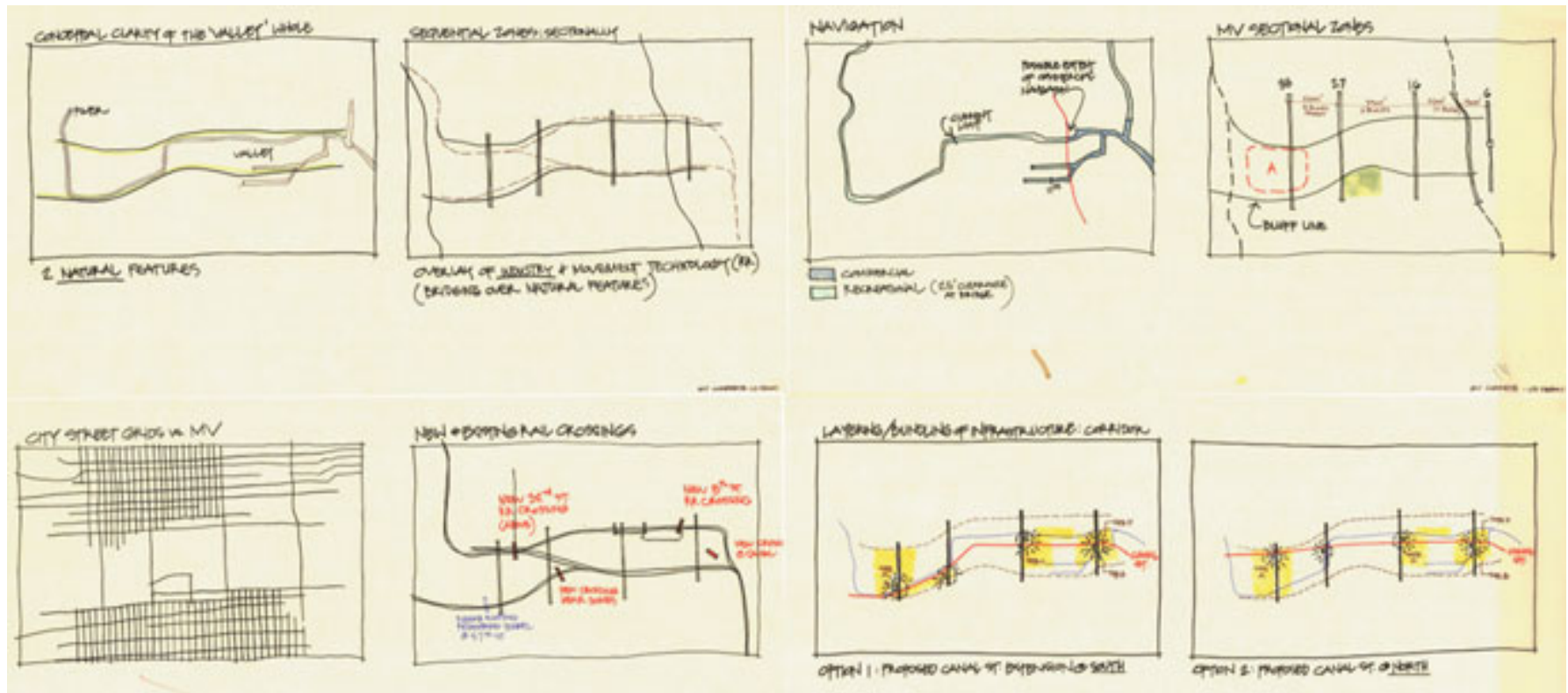
- To scale the massing of the new industrial units to match the parallel bar forms of the shops buildings.

- The vertical pedestrian elevators/stairs descend into a central pedestrian plaza that unifies the site.

- An internal service road runs at grade level directly below the viaduct.

UWM - School of Architecture & Urban Planning: West Site Student Team, ©1999

**Transportation and Linkage**  
For industrial growth, good access means linkage to employees and delivery routes with multiple modes of transportation



Urban Design Team #1 proposed two options for the extension of Canal Street and its connection to the Historic Third Ward and Downtown on the eastern end, in addition to new access points throughout the Valley.



This cross section through the valley diagrams the relationship of transportation, green space, and development potential.

The old tunnel (right) underneath the rail lines and the remains of the bridge over the Menomonee River provided pedestrian access at 37th Street to the West Valley.



Urban Design Team # 1, ©1999

Photographs this page courtesy of: the Department of City Development, ©1999



**1 CONCEPTUAL CLARITY OF MV: RESTORANCE**

- URBAN RESTORANCE FOR RESTORANCE - UTILIZED (RESTORANCE BUILDING & ALLOW THE SUCCESSION)
- VADUOT'S & VERTICAL GATEWAYS - SEEING THE VALLEY FROM ABOVE (VALLEY VADUOT FROM IN THE VALLEY)
- BUILDING HEIGHT "RESTORANCE" ONLY IN NATURAL FORMERS IN LATER & TEMPORARY - HORIZONTAL WITH GREEN CORRECTS

**2 PROGRESSION THROUGH VALLEY SPACES**

- MOVING INDIVIDUAL MANUFACTURING SPACES & SPECIAL DISTRICTS - SERIES OF PLACES & BUILDINGS
- DEVELOPMENT PHASING - EAST TO WEST (X AXIS) - WOODS BRIDGES & PARK

**3 Juxtaposition of GREEN & GRAY (WORLD & INDUSTRY)**

- AVOID MIDDLE LANDSCAPE (CURRENT QUALITY) BY CONCENTRATING BUILT & GREEN SPACES
- HEIGHTS EXPLORE QUALITY FROM COMPACT REFERENCE LAYERS OF TIME (CURRENT QUALITY)

**4 BUNDLING & LAYERING OF INFRASTRUCTURE**

- COMBINING POWER, TRANSPORTATION, UTILITIES & PLUMBING INTO COMPACT - REDUCES RESISTANCE BUTTER SPACES, INCREASES GREENWAY & MANAGES DEVELOPMENT
- THIS IS POSSIBLE BY MOVING CANAL OF NORTH OF THE PLAZA SPACES (TO ALLOW VISUAL CONNECTION WITH NATURE)

**5 CANAL STREET ALIGNMENT**

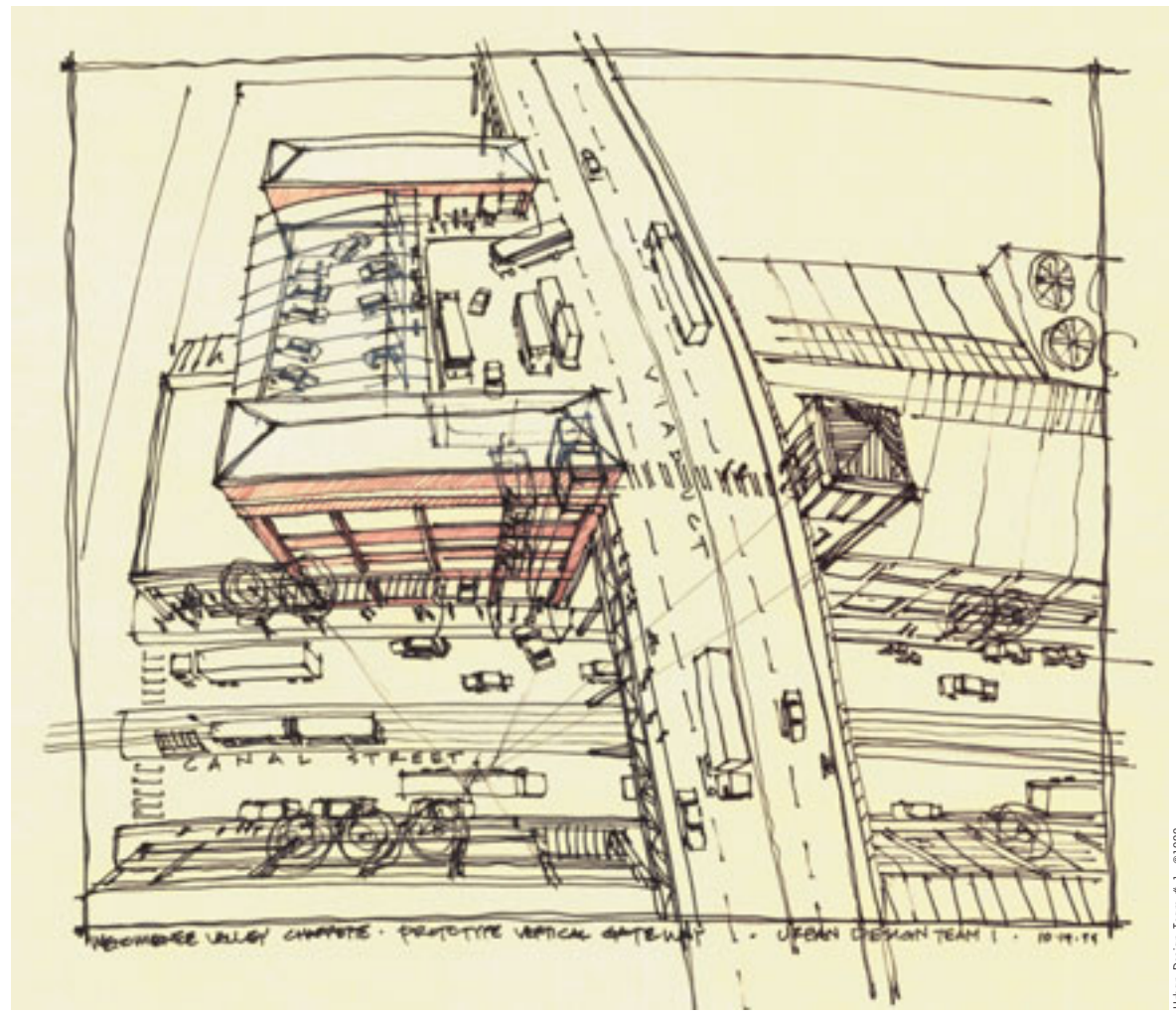
- ADJUSTMENTS - BRIDGES FOR CROSS-OVER BETWEEN 27' & 30' OF (PARKING LANE FROM SUPPORT ALIGNED) COMPACT WITH PARK - BRIDGES WITH STEEPED
- HWY: IMPROVE VALLEY LOOKOUT & RESTORANCE URBAN CHARACTER - WITH ORTHOGONAL STREET
- MAXIMIZE RIVER CORRIDOR FOR GREENWAY (WATERWAY)
- PROVIDE BETTER SERVICE TO 'AREA A' FROM NORTH
- CREATE WETLAND / PLAZA STORAGE AREA FOR 'AREA A' (ALLOWING LARGER AREA FOR DEVELOPMENT - 100' PERMANENT & RR CROSS OVER FROM LANE TO MITCHELL PARK VALLEY PARK IN 100' PLAZAWAY (BANK & 57' W)

**6 CONNECTIONS TO NEIGHBORHOODS**

- CREATE & NEW LINKAGES, INCLUDING RESTORANCE FROM PARK - MITCHELL PARK
- PROVIDE BRIDGING TUNNEL @ SW END OF MV
- USE NEW WETLAND FOR NEIGHBORHOOD RECREATION & LINKAGE

**7 VERTICAL GATEWAYS: VADUOT TO VALLEY**

- PROVIDE VERTICAL CONNECTIONS BEACH VADUOT TO - CONNECT URBAN HWY BUS LINES WITH VALLEY VADUOT PARKS
- SPECIAL PLACEMENTS FOR RESTORANCE
- PARKING DECK ACCESSED FROM VADUOT OR VALLEY - USE PARKS TO CONNECT LEVELS
- HEIGHTS FROM 75' (10' W) 60' (27' W) & 50' (10' W)
- RESTORANCE TRUCK BUILDINGS PROVIDE CHARACTER FOR MV (SECTIONAL GATEWAYS POSSIBLE NATURE & INDUSTRY)



This sketch illustrates how new buildings and structures (including parking garages) can provide a link between the street system on the Valley floor and the historic bridges that cross the Valley.

Urban Design Team # 1, ©1999

This team integrated several 'common ground' concepts with the keys for sustainability as part of their design scenarios.

**"Common Ground" Core Programs:**

- Greenhouses for starting plants and growing hot house produce
- Controlled microbial composting system
- Aquaculture (fish farming) and vermiculture (worm farming) facilities
- Food security education program (to insure that food sources are in tact with an ever changing climate)
- Green Market (sell locally grown food and demonstrate sustainable food production)

**"Common Ground" Educational Initiatives**

- Traveling Farmer's Market (solar powered pontoon boat to take produce throughout the city)
- Courses in gardening, aquaculture, sustainable lifestyles and menu planning
- Job skills training in horticulture and food processing
- Soil development programs
- Marketing courses for small farmers
- Partnering with Oneida and Potowatomi tribes to demonstrate sustainable farming, fish farming and solar energy.

**"Common Ground" Green Enterprise**

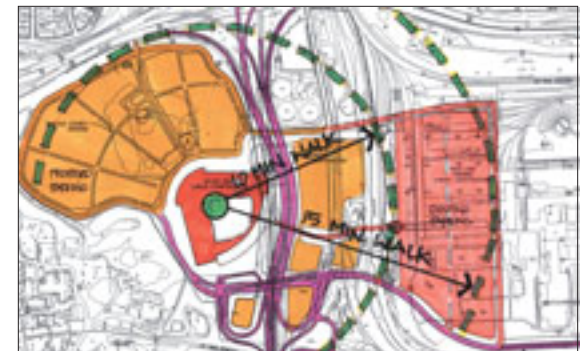
- Market (sell produce to tailgaters at Miller Park - meet the people who grew the onions on their bratwurst)
- Production kitchen in conjunction with the year-round green market (supply local restaurant and develop new food service talent)
- Fish market (perpetuate the Friday fish fry, sell to local restaurants)



The diagram above identifies some of the physical barriers that should be overcome to link the Valley to the surrounding areas.

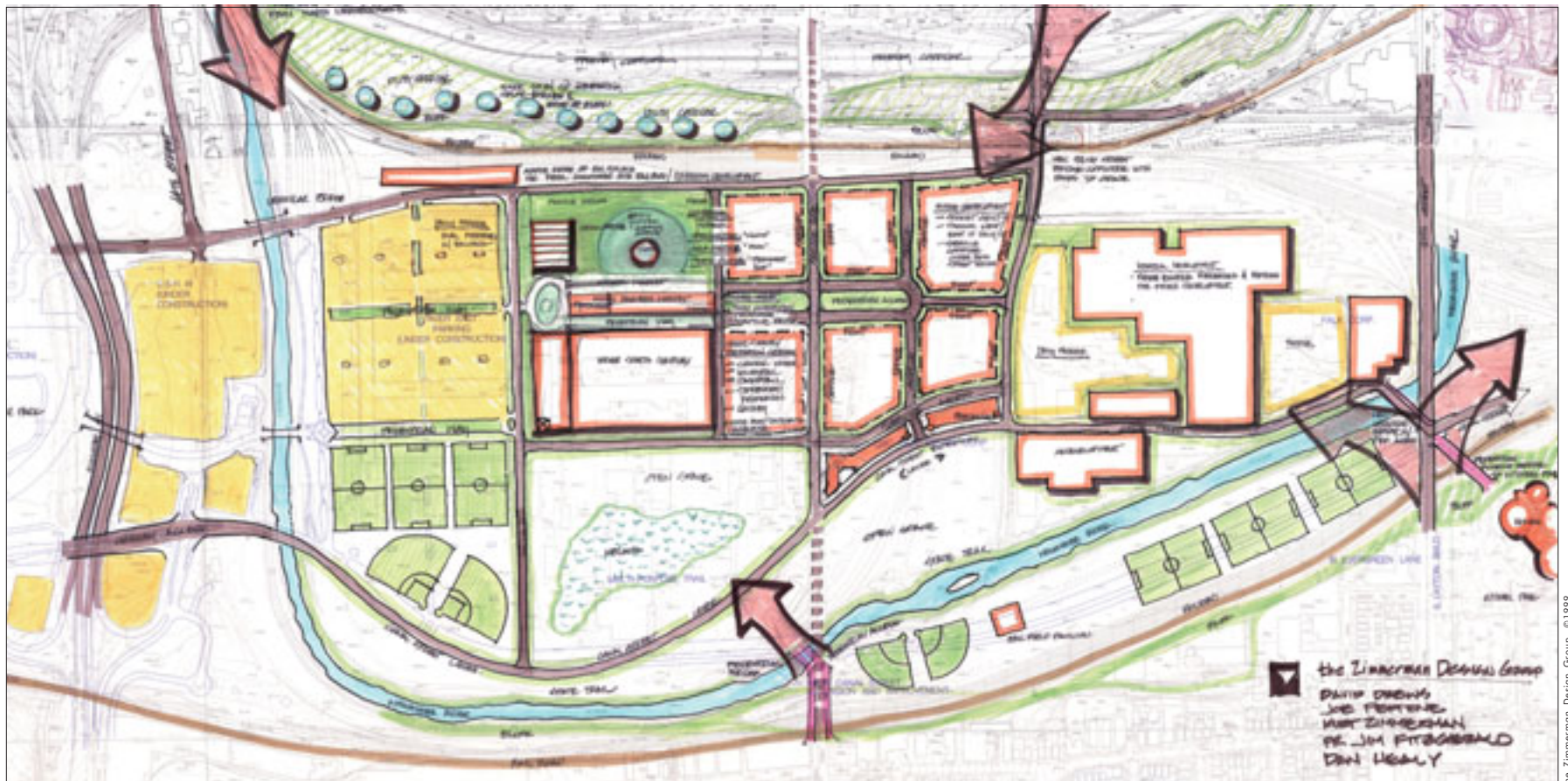


The short walking time from Miller Park Baseball Stadium to the Hank Aaron State Trail, new development and proposed access points implies that over 2 million visitors and employees a year could access the Valley's amenities.



the Zimmerman Design Group, © 1999





### Park Development

Frederick Law Olmstead sparked the concept of an “Emerald Necklace” of parkways ringing the city. This concept was realized in subsequent years through the efforts of Charles Whitnall and the County Parks Department. In the 1940’s Whitnall predicted that the declining industrial Menomonee Valley could become wonderful parkland. “The Jewel in the center of the Emerald Necklace.” Adding park land indiscriminately, however, does not add value. It has to be interwoven with the pedestrian and street linkages to the surrounding areas (like the Mitchell Park domes). Like New York’s Central Park, the green space creates urban value only when new development is created along the edge. In this case, it needs to be integrated primarily with places of employment.

### Access

The Zimmerman Design Group proposal outlines a number of potential development opportunities, starting with parkland development and safe access to the site from areas north and south of the valley. Some obvious access points include; the Hank Aaron State Park Trail and 32nd Street link the Piggsville and Merrill Park Neighborhoods from the north. The south access is less obvious, but could be developed along 35th Street with a pedestrian bridge link from Mitchell Park that spans the river and railroad tracks in the Airline Yards.

### State Park Trail

Within the proposed parkland, the Hank Aaron State Park Trail is allowed room to grow. There are opportunities for wetland restoration along the banks of the Menomonee River and flood control with levees around the Canal Street extension.

### Green Space

Once access to the valley is established, there will be opportunities for creating new recreational and open space amenities. These might include greenhouses, trails, community gardens and similar features.

### Built Zone

The Zimmerman Design Group team proposes that the northern edge of the CMC site be developed as an urban office and light industrial zone. By taking advantage of proposed traffic links from the north

at 32nd Street, from the east and west with the Canal Street extension to the freeway. A grid of streets is suggested to take advantage of the proximity to daily parking opportunities at the east end of Miller Park's lot.

The grid arrangement centers on a boulevard that aligns east-west with the proposed green market. A strong pedestrian corridor along the boulevard will draw people from the parking through the farmer's market. By creating service corridors under the 35th Street Viaduct and its north-south counterpart, the built zone is afforded fronts facing the parkway, north to the freeway and along the pedestrian boulevard.



Sixteenth Street Community Health Center, ©2000

The south edge of the development may be developed as residential or retail space serving the parkway corridor. This would create a destination fronting the Canal Street extension with reasonable proximity to Miller Park. This same grid can be considered as a possible planning guide as development throughout the valley continues east.

### Renewable Energy and Sustainable Design

This proposal outlines the north bluff edge as a site for parabolic, solar tracking collectors or "Solar Engines" as a demonstration project in renewable energy and as a working co-generation source for the west end of the valley.

Other sustainable issues addressed are:

- Densely planned development zones along the street grid with optimal loading facilities and communal parking within a five-minute walk.
- Opportunities for additional storm water retention .
- Promotion of energy efficiency by providing parking clusters and development zones proximate to Canal Street as the primary access corridor.
- Restorative landscaping and plant selection along the Menomonee River.
- Potential for reuse of existing footings at the current Falk site and former rail yard buildings to support the proposed indoor recreation facility.



## AN ECO-INDUSTRIAL PARK

As one of the next steps flowing from the Charrette, the City of Milwaukee is pushing forward with the concept of an industrial park consistent with the Menomonee Valley's Land Use Plan for the western parcels. Such an industrial park might emulate initiatives started in other urban centers such as Baltimore's or Chattanooga's industrial "smart" parks.

Milwaukee's goal is to create a high quality industrial setting that integrates the Charrette's sustainable development principles with long term benefits for the community and businesses.

Some corporations in the Milwaukee area are already embracing sustainable development principles, where efficiencies in productivity and resource use are guiding how their workplace looks and operates. Johnson Controls for example, incorporated climate control and energy efficiency components in its new downtown Milwaukee building. The corporation qualified for Wisconsin's first certification through the U.S. Green Building Council's LEED program which measures building performances. Quad Graphics, another local firm, is also achieving superior environmental performance in its operations and is using its higher performance levels to successfully market to a widening customer base.

The goal on the West Valley parcels is to build an industrial smart park that is framed at the front



Illustration courtesy of: ©Center for the Environment, Cornell University

end by quality design that integrates the Charrette's 'Key's for Sustainability'. This will enable efficiencies to occur not only in the built environment and operational processes of individual businesses but offer the opportunity of sharing a commitment to higher performance by multiple firms operating on contiguous parcels. This sharing of common interests can involve not only commitments to superior design, infrastructure and transportation, recreational and landscaping elements but possibly one firm's product line feeding another. Or, one firm's waste effectively being incorporated into another firm's production cycle.

Ultimately, a well designed industrial smart park can generate economic, environmental and social

returns that benefit individual firms, adjacent neighborhood residents and the greater Milwaukee community for generations.



Photograph courtesy of: ©Friends of Milwaukee's Rivers, Inc.





## LOOKING FORWARD



The Menomonee River Valley Design Charrette teams have created exciting 21<sup>st</sup> Century visions for the Valley that have sparked a new enthusiasm for revitalizing what is the center point for the City of Milwaukee and the Metropolitan Region. The high quality of the work produced by the talented professionals at the Charrette and illustrated in this publication accentuate the Valley's strategic advantages and integrates the sustainable development principles that will bring value to the community and residents for generations. To the extent that the features of the Charrette designs influence actual development at the eastern, central and western Valley sites they will help transform Milwaukee's Menomonee River Valley into a rarified place in urban America.

Some recent activities such as: the Atlas Development Corporations purchase of the Reed Street Yards on the eastern end of the Valley, important segments of the Hank Aaron State Trail going into place and work beginning on the 6<sup>th</sup> Street Viaduct, are strong indicators that the long awaited restoration of the Valley is about to begin. The Charrette's ability to attract additional attention to the Valley's assets has significantly fueled this momentum. To sustain this new investment interest and ensure that it does not go off track with less than desirable development requires actions now on a number of fronts.

development facilities and resolving environmental and soft soil conditions that may be present at certain sites.



1. Participants in the Design Charrette and other interested parties should be reconvened to follow-up on the groundbreaking efforts of the Charrette. Their focus should be on:

a. More fully developing the "Keys for Sustainability" and applying them to specific parcels of land to give added definition and clarity to developers and government officials on exemplary but practical design guidelines.

b. In applying the more detailed keys for sustainability to specific parcels of land, formal renderings and specific site plans also need to be developed to aid in the marketing of the Valley's strategic assets to potential investors. Included as part of this important next step would be to develop cost figures for proposed new sustainable

2. The City of Milwaukee, with its private sector technical advisers and federal and state assistance, has begun the process of gathering information and characterizing groundwater contamination conditions in the Menomonee River Valley. This process will determine the feasibility of addressing groundwater contamination in the Valley with area-wide versus parcel by parcel approaches. The City of Milwaukee with its partners should attempt to resolve this issue by the beginning of 2001 in order to provide added certainty to potential investors. In this context, carving out a potential role for third parties or, groups of current landowners (e.g., Menomonee Valley BID) to assume with the City some responsibility for clean-up activities also needs to be actively pursued. Other actions that would potentially streamline governmental decisions on common environmental problems in the Valley such as the presence of methane or foundry sands and floodplain delineation should be resolved in the near term as well.

3. Within the Design Charrette new or improved infrastructure to the Valley received prominent attention by all the teams in their designs. Three of the more significant infrastructure issues require immediate attention by the governments, utilities and private sector parties given the impact they will have on designs for redevelopment throughout the Valley, they are:



a. Site design and location plans have been developed for extending Canal Street on the East and West ends of the Valley. The actual alignments of the extensions of the street need to be finalized, costs for implementing these improvements updated and funding commitments by the governments nailed down.

b. Removal of the railroad tracks from the center of the existing Canal Street has been discussed for years. More recently a feasibility study, sponsored by the Forest County Potawatomi, has been undertaken to analyze the impacts and costs for relocating railroad freight traffic to the southern edge of the Valley from its current central Valley location, thereby freeing up the “Adams Yards” for redevelopment. The City, railroad and Valley businesses need to come to a decision and timeline for action on rail traffic patterns within the year of 2000.

c. The governments, utilities and private sector businesses need to strongly push for coordinating and where possible consolidating their operations in the Valley to maximize efficiencies for new and expanding businesses and achieve where possible economies of scale in cost and the size of the corridor dedicated to utilities. This is especially important for the priority development area on the West end of the Valley.

4. With the demolition of the 6<sup>th</sup> Street Viaduct and preparation for the new viaduct the City of Milwaukee needs to complete negotiations with two private landowners on the Rivers End priority development area (Lake Shore Sand and Morton Salt) over alternative and more desirable locations for their operations. Their relocation along with the Department of Public works moving from its current location at the Rivers End would free up the entire 6<sup>th</sup> Street peninsula for redevelopment.

5. The City of Milwaukee should budget for and complete a transfer of operations for all three Department of Public Works facilities currently in the Valley. These prime Valley parcels could then be moved back onto the tax roles and add significant land for economic expansion and jobs in the community.

6. A number of Design Charrette participants suggested developing specific guidelines to maximize the effectiveness of activities for restoring the Menomonee River Valley’s habitat. A group of professionals experienced in landscape architecture and ecological restoration should be convened to develop a blueprint that would directly link habitat restoration with redevelopment actions. The blueprint should also include identifying where native vegetative species can be reintroduced to the Valley.







# APPENDIX

## PARTICIPANTS INVOLVED WITH THE DESIGN CHARRETTE

### EAST SITE:

#### Site Team 1

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- Applied Ecological Services, Inc.
- ARCADIS Geraghty & Miller
- Atlas Development Corporation
- CenterPoint Properties
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- City of Milwaukee - Department of Public Works
- City of Milwaukee
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- City of Milwaukee
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- City of Milwaukee - Mayor's Office
- City of West Allis
- Chicago and Milwaukee Corporation Heartland Partners
- Congressman Jerry Kleczka
- County Executive Thomas Ament
- Education Design Link
- Engberg Anderson Design Partnership, Inc.
- Eppstein Uhen Architects, Inc.
- Farm City Link / Growing Power
- Friends of Milwaukee Rivers, Inc.

- Gastrau - Fuerer & Associates
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- Graef, Anhalt, Schloemer & Associates
- Green Tree - Tree Care and Consulting
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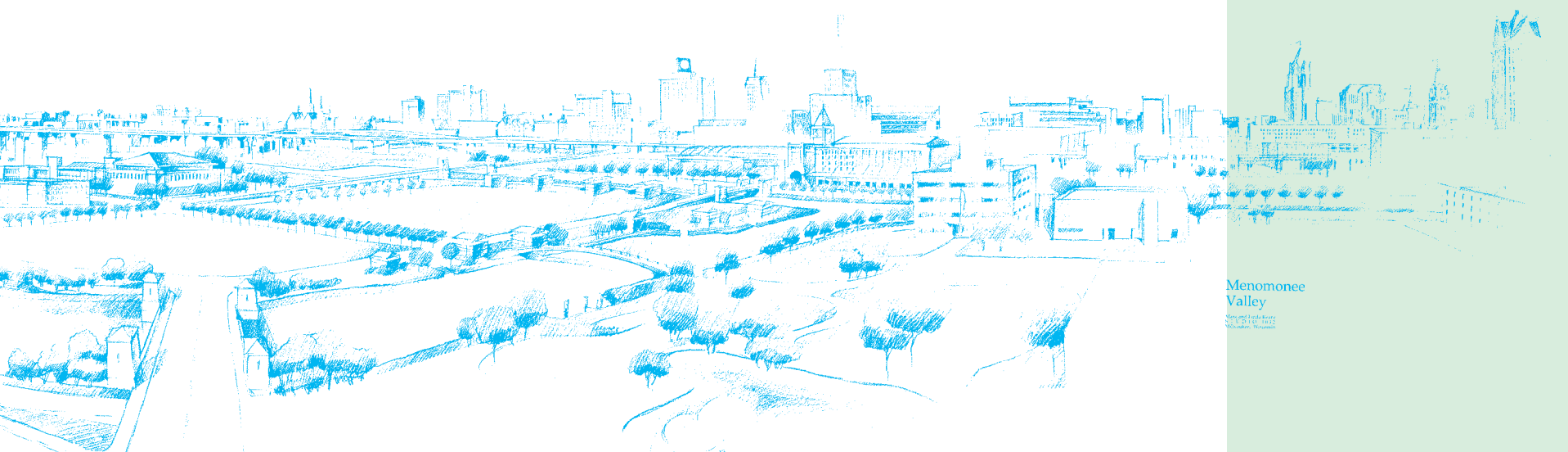
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