

an amazing effort



MENOMONEE RIVER VALLEY

national design competition

MENOMONEE RIVER VALLEY



MILLER PARK

35TH STREET VIADUCT

27TH STREET VIADUCT

MITCHELL PARK DOMES

16TH STREET VIADUCT

MARQUETTE INTERCHANGE

6TH STREET BRIDGE

DOWNTOWN

LAKE MICHIGAN

MENOMONEE RIVER VALLEY DESIGN COMPETITION SITE

BUSINESSES LOCATED IN THE VALLEY VALUE ITS CENTRAL LOCATION BECAUSE OF ITS ACCESS TO FREEWAYS, LAKE MICHIGAN AND NEARBY LABOR.

VALLEY JOBS ARE PRIMARILY DIVIDED INTO FOUR SECTORS: 55% MANUFACTURING, 16% RETAIL AND ENTERTAINMENT, 13% SERVICE AND 10% CONSTRUCTION.

62% OF THE VALLEY IS COVERED WITH BUILDINGS, PARKING LOTS AND OTHER PAVEMENT. URBAN TREE CANOPY COVERS ONLY 3.7% OF THE VALLEY.

140 acres
 a six month process
 twenty five teams
 two community workshops
 national award-winning landscape architects

Photo Credits
 Cover: Wenk Associates
 Overleaf: Wisconsin DNR

THE WEST VALLEY
 (Miller Park to 27th Street)

MENOMONEE RIVER

THE CENTRAL VALLEY
 (27th Street to Marquette Interchange)

THE EAST VALLEY RIVER'S END
 (Marquette Interchange to the confluence of the Menomonee River & the Canal)

MENOMONEE RIVER VALLEY

Menomonee River Valley Map inside cover

Introduction 2

Orientation 4

a brief history
today's challenges
community involvement
changing a mindset
today's opportunities

Menomonee River Valley National Design Competition 9

crafting the challenges
competition process
the jurors

Finalists of the National Design Competition 13

D.I.R.T. Studio and Stephen Stimson Associates
Carol R. Johnson Associates Inc.
Jones & Jones, Architects and Landscape Architects, Ltd.
Wenk Associates

The Winning Team 19

Making It Happen 26

new ideas take root
sustainable design
future concepts for development

Opportunities and Acknowledgements 33

national design competition



MENOMONEE RIVER VALLEY

national design competition

The Sixteenth Street Community Health Center, along with its community partners, has been working for a number of years to restore and revitalize the Menomonee River Valley and its surrounding residential neighborhoods. This collaborative effort is meant to create profound and lasting change in the heart of Milwaukee, and it has resulted in a consensus to transform this long-neglected area of the City of Milwaukee, focusing on its natural attributes and economic potential. The journey has been very exciting for all of us, and we are pleased to share what we have learned with the hope of inspiring similar efforts elsewhere.

Our work has been guided by principles of sustainable development that envision a revitalized Menomonee River Valley successfully attracting high-quality investors and family-supporting jobs capable of adding long-term value and pride to the community in a restored environmental setting.

“Most people think of a health center as a place for sick people to be treated, but Sixteenth Street Community Health Center has long recognized that diseases are often caused by poverty and environmental factors.”

Dennis Grzezinski,
Milwaukee Metropolitan Sewerage District
Commissioner and Juror

economy • environment • community

national design competition

OUR GOALS

- *Emphasizing the creation of family-supporting jobs over lower-pay entertainment and service sector jobs,*
- *Fostering a commitment to sustainable design that offers attractive and more productive environmentally sensitive work settings,*
- *Revitalizing the River Valley's natural features so nearby neighbors have easy access to ample active and passive recreational amenities, and*
- *Generating enthusiasm for change, especially by creating linkages and building partnerships.*

This publication focuses on a significant initiative in our ongoing work to redevelop the Valley:

the 2002 national design competition

The competition process provided our large community of stakeholders with a huge opportunity to realize a new vision for a large site within the Valley, one we are now poised to implement together. In fact, some of those stakeholders, like the Menomonee Valley Partners, are leading implementation efforts.

We are grateful to everyone who has given their time, ideas, consideration and support to help improve the health and productivity of the Menomonee River Valley. We invite you to join us in this challenging and important work. Much remains to be done, but the benefits to the community are enormous.

Mary Beth Driscoll

Ben Gramling

Peter McAvoy

December, 2003

sixteenth street community health center



Photo: Moy Photography

Photo: SSCHC

Photo: Moy Photography

a brief history

Throughout recorded history, Milwaukee's Menomonee River Valley served as a gathering place, commercial hub and resource. Its geography offered strategic advantages that Native American communities and early European settlers were quick to utilize. The land was prized for its variety of game and agricultural fertility. Tribes cultivated wild rice and other crops, hunted, fished, gathered reeds for baskets and traveled the river for trade.

Native residents in the Valley brokered goods with French traders and Milwaukee's original European settlers.

Later, the Valley offered increasing employment opportunities for a growing workforce. Grain elevators dominated the Valley by the mid-1800s as Milwaukee became the world's largest shipper of wheat, preceding Chicago in industrial development. By the 1870s, leather tanning, meat packing and machine tooling became the backbone of Milwaukee's economy.

As industrial production grew in the Valley, workers continued to populate the surrounding neighborhoods. Ground transit arteries established patterns of movement between people and the landscape. Workers and the neighborhoods they lived in became more and more connected to activity in the Valley. More than 50,000 people worked in the Valley in 1920.



Photo: H.J. Bailey, Milwaukee Lithographing & Engraving Co.



Photo: Falk Corporation

"The windings of the Menomonee are a liquid maze. When you fancy yourself sailing up the stream, the chances are that you are only being lured into a cul de sac of wild rice, and when you fondly imagine you are miles away from the city, some sudden turn will bring you up before a great brewery or a ship yard, where several hundred employees stare at you."

Milwaukee Sentinel, 1861

MENOMONEE RIVER VALLEY

today's challenges

Interstate highway development of the 1950s, and the economic recession and accelerated deindustrialization of the 1970s and 1980s led to dramatic shifts in the Valley. Most businesses closed or left — until fewer than 7,000 people worked in the Valley. The storage of sand, salt, coal and junked vehicles contributed to the impairment of the Valley's natural resources.

In less than a century, the Valley went from being a highly productive setting with an intact natural environment to having large expanses of contamination, decay and abandoned industrial buildings. The neighborhoods surrounding the Menomonee River Valley have the highest concentration of contaminated properties, the highest population density, the most ethnic diversity and some of the lowest average incomes in the state.

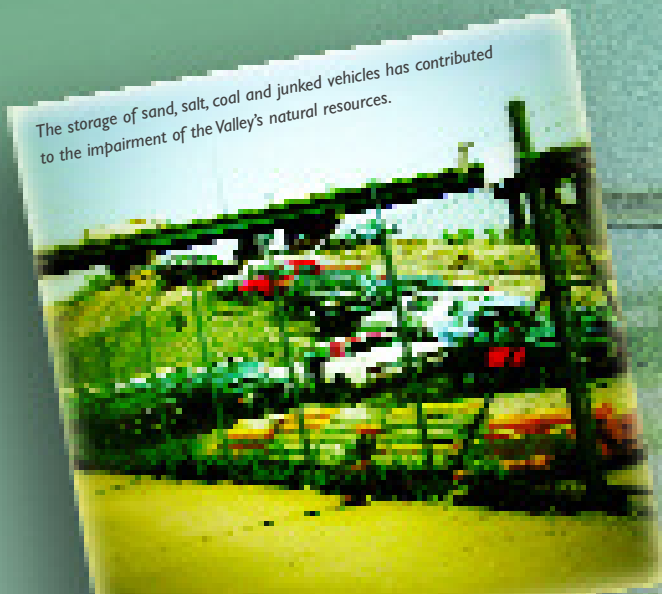


Photo: SSCHC

Like much of the Valley, soil contamination on the Competition Site remains from discrete sources that can be addressed and will not preclude redevelopment.



Photo: HNTB Corporation

While the perception of contamination has prevented new development in the Valley, the reality is that an increasing number of properties have successfully undergone redevelopment in the past few years, showing that environmental issues in the Valley can be managed in a cost-effective manner. A number of tools have been developed to assist a prospective Valley investor or developer in effectively managing environmental considerations.

Photo: Peter DiAntoni

community involvement

“Developers have realized that the Valley is going to be a good place to be, in part because of the surrounding labor force. It is just a matter of timing.”

Brian Reilly,
Department of
City Development

Diagram: JaroszLynch Architects

economy

Mixed uses (industrial, commercial and office) work well in density.

environment

The river becomes an inseparable part of the neighborhood.

community

Pedestrian & bicycle linkages, buses, trolleys, water-based transit and cars all provide connections.



Community Connections are addressed through the enhancement of the surrounding viaducts
Photo: UWM School of Architecture and Urban Planning



Illustration: Mark and Linda Keane Studio



CHANGING A MINDSET

If the strategic assets of the Valley were going to be fully utilized, then a 21st Century vision of its potential would need to be fashioned.

In the Fall of 1999, design professionals from Milwaukee's corporate, university and government sectors were asked to develop the framework for a sustainable development endeavor in the Menomonee River Valley. Extensive outreach and networking initiatives gathered over 140 of southeast Wisconsin's leading design professionals to participate in a Design Charrette. The group brainstormed and conducted listening sessions and then volunteered to work in 12 teams to create drawings and designs that would help provide a 21st Century vision of the valley.

economy

Attracting significant numbers of new, high-quality, family-supporting jobs that are easily accessible to community residents who live nearby.

environment

Restoring and protecting the considerable natural features of this urban river valley.

community

Adding value, productivity and efficiency, along with civic beauty and durability, while promoting connections among communities.

The design teams were challenged to envision a new Valley able to attract high-quality investors and family-supporting jobs capable of adding long-term value and pride to the community while reducing environmental degradation. The resulting designs were consolidated into the 2000 document *A Vision For Smart Growth*.

community involvement



Photo: City of Milwaukee Dept. of City Development

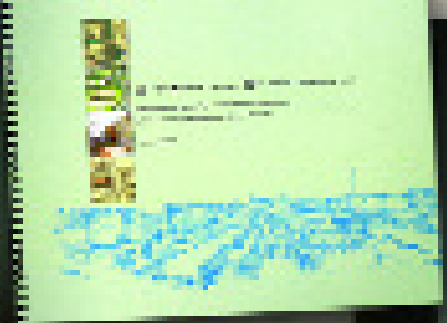


Photo: SSCHC



Photo: John Hawkinson

today's opportunities

Today, the Valley is a site of incredible opportunity for community revitalization, economic development and environmental restoration.

The task now is to change people's perceptions and revitalize the Valley — just as it was once the industrial heart of Milwaukee, the hope is that the Valley will again become the heart of the city's economic revival.

The foundation for the revival of the Menomonee River Valley is strengthened by a number of diverse, well-established and viable businesses.



New homes in the Silver City neighborhood.



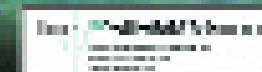
Merrill Park



The Sigma Group's New Valley Facility.

Milwaukeeans enjoy several recreational destinations in or near the Menomonee River Valley.

Photos: SSCHC



MENOMONEE RIVER VALLEY

national design competition



To sustain momentum for redeveloping the Valley, the next step was to refine the vision generated by the design charrette with help from leading landscape architecture firms.



The 2002 Menomonee River Valley National Design Competition: Natural Landscapes for Living Communities represented a critical step in the long-term process to reclaim, revitalize, redevelop and reintegrate the heart of Milwaukee's urban economy with the Valley's natural landscape. Over 140 award-winning firms from around the world were invited to share their expertise in landscape architecture, native ecology and restoration, hydrologic systems engineering and storm water management.



The Design Competition was hosted by a collection of public and nonprofit agencies, including the **Sixteenth Street Community Health Center, Menomonee Valley Partners, the City of Milwaukee, the Milwaukee Metropolitan Sewerage District, Wisconsin Department of Natural Resources and Milwaukee County. The National Endowment for the Arts (NEA) New Public Works Initiative** was the catalytic sponsor.



The 1999 Design Charrette and 2002 National Design Competition have created exciting opportunities for public engagement and new partnerships. A diverse group of community partners, including design professionals, government agencies, business leaders and nonprofit organizations, is now working together to create a new vision for the Valley.



The focus of the Design Competition was the former Milwaukee Road "Shops" property and the "Airline Yards." The site, just east of the Miller Park Stadium parking lots and just west of the Mitchell Park Domes, contains approximately 140 acres.



“We should think of the Valley the way Frederick Law Olmstead looked at Central Park ... The green amenities he created were the catalyst for major development. The same thing could happen here. It's the way some of our most celebrated public spaces were built.”

Larry Witzling

Competition Advisor

crafting the challenge

A group of technical advisors (see list on page 29) were enlisted to outline design elements to be included in the design challenge. They made efforts to ensure that perspectives from a wide range of constituencies were included. From their recommendations and knowledge of community and public health needs, a master list of design elements was created to which competitors were required to respond.

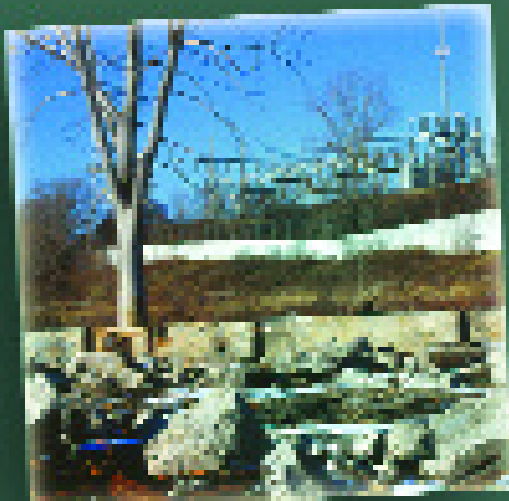


Photo: Eddee Daniel

The design challenge to competitors included the following elements:

economic impact

This feature required teams to provide for an industrial park that could furnish family-supporting jobs for residents of the surrounding neighborhoods. The teams were challenged to reflect a commitment to enhancing adjacent neighborhoods and commercial districts by planning for overall quality, long-term maintenance and interpretive elements. The redesigned Canal Street was required to connect the Valley floor from east to west, promoting commerce and improved public access to the Valley.

environmental improvement

In addition to addressing the environmental contamination in the area, teams were challenged to establish a natural area that would improve water quality by incorporating appropriate cutting-edge stormwater and flood management techniques. The teams also needed to implement cost-effective natural landscaping techniques that would restore habitat and create native species diversity in a unique setting that would be attractive to new industrial development.

community connections

In the past, the north and south sides of the city had been divided by the river, railroad lines and industry. The design challenge asked teams to reconnect surrounding neighborhoods with the Valley's new features, including employment opportunities in the planned industrial park and new recreational options. The challenge called for a system of public open spaces and trails, including the Hank Aaron State Trail, soccer fields and other recreational opportunities suitable for a diverse population. This linked system of public spaces would reposition the Valley as a destination point, thereby reconnecting the community.

The challenge required teams to address environmental challenges and bring employment and recreational opportunities for the surrounding community back to this site.

MENOMONEE RIVER VALLEY

national design competition

140 acres of industrial land has stood vacant for nearly two decades.

a six month process from start to finish, the competition required tremendous time and energy from local and national experts.

twenty five teams based in the United States, Germany, Canada and Great Britain responded to the call for entries. The field was narrowed to eight semi-finalists who interviewed with a committee of local resource and development professionals. Four finalists were then invited back to visit Milwaukee to meet with agency representatives, community-based organizations, Valley stakeholders and other interested parties.

two community workshops at Marquette University in May 2002 were held to gauge community reaction to the various design proposals and to offer design teams an opportunity to gather feedback from the public. Each of the finalists presented their designs, listened and responded as community members, local developers, real estate professionals and political leaders contributed their own ideas to the process. Press coverage further expanded the broader public's knowledge of new efforts in the Valley. Once the four finalists had completed their detailed design boards, they were on public display for one week at the Haggerty Art Museum and at a reception at the Mitchell Park Domes.

national award-winning landscape architects pursuing both the art and science of good urban design led the final four design teams. Each design team proposed a variety of amenities they felt would attract industry, good jobs and people to the Valley. All four proposals were highly creative, professionally presented and provided valuable insights and unique solutions. Understandably, selecting one winner for the competition was a difficult process. It is possible that innovations proposed by all of the finalists may be drawn upon in future development plans.



More than 400 people attended public events and responded to the designs prior to the final presentation to the competition jury.

(right) Competition finalists oriented themselves to the community and site conditions during multiple trips to Milwaukee.

Photos: SSCHC

the competition process



the jurors

LAURIE OLIN

Olin Partners

*Author, Landscape Architect and
Professor of Landscape Architecture
at the University of Pennsylvania*

MARY MEANS

Mary Means & Associates

Community Development Specialist

MARY MARGARET JONES

Hargreaves Associates

Landscape Architect

DAVID LEE

Stull & Lee

*Architect, Urban Designer and
Adjunct Professor of Urban Design
at the Harvard School of Design*

DENNIS GRZEZINSKI

Milwaukee Metropolitan
Sewerage District

*Commission Chair and
Environmental Attorney,
Law Office of Dennis Grzezinski*

PETER PARK

City of Milwaukee

*Former Planning Director and
Professor of Architecture at UWM's
School of Architecture and Urban Planning*

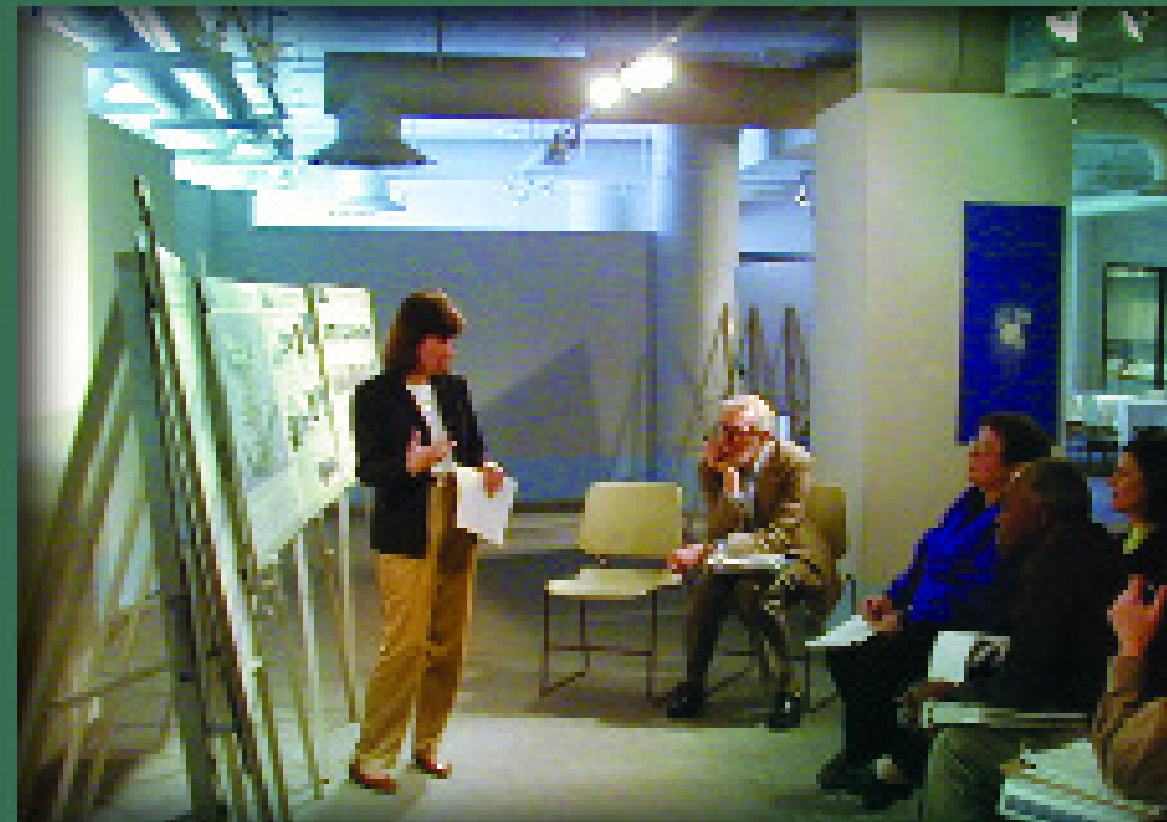
A panel of nationally recognized jurists reviewed the four final designs after they were evaluated by the Technical Advisory Committee. The Jury was both cognizant of community needs and well-versed in the technical, aesthetic and environmental requirements for successfully developing land such as the Menomonee River Valley. Jurors reviewed the designs alongside the public at an event at the Mitchell Park Domes and viewed presentations by the four finalists in sessions held at the Milwaukee Institute of Art & Design.

“Milwaukee has just stepped into the forefront of America’s cities in taking on brownfields in an adventurous and imaginative way. The project will be a showcase for industry, jobs, community development and bringing nature back into the city.”

Laurie Olin

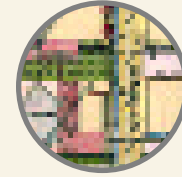
Olin Partnership, Juror

Photo: SSCHC



natural landscapes for living communities

D.I.R.T. Studio/Steven Stimson Associates
Roy F. Weston, Inc.
Dr. Susan Galatowitsch



Carol R. Johnson Associates Inc.
and V3 Consulting



Jones & Jones, Architects and Landscape Architects, Ltd.
and Applied Ecological Service, Inc.



Wenk Associates
HNTB & Applied Ecological Services, Inc.



F I N A L I S T S

MENOMONEE RIVER VALLEY

national design competition

FINALIST : D.I.R.T. STUDIO & STEPHEN STIMSON ASSOCIATES

D.I.R.T. STUDIO, Charlottesville, VA
with Stephen Stimson Associates, Falmouth, MA
ROY F. WESTON, Inc., Chicago, IL
DR. SUSAN GALATOWITSCH, Minneapolis, MN

industrial landscape

The team's design incorporated industrial remnants of the valley's past alongside the gradually restored natural systems. In addition to community gardens and water treatment plantings, the team proposed recreational areas for fishing, picnicking, informal playing, ice skating, strolling and bicycling. The design also created "Roundhouse Park," a facility for seasonal events, "Smokestack Row," a picnic area for baseball fans and "Smokestack Square," a commercial plaza for restaurants and shops. "Blue Mound Yards" offered artists a sculpture work yard, and a mounded earthwork allowed spiraling bicycle access to the 27th Street Viaduct and neighborhoods beyond.

new industry

The design team envisioned "a new landscape of production" in which workers would be employed cleaning the Valley's soil and water.

The design pursued alternatives to capping contaminated soils, offering suggestions including mixing soil, planting community gardens and creating a Valley nursery of native plants that could be commercially available to nearby residents. The design also invited new firms to explore emerging environmental technologies.

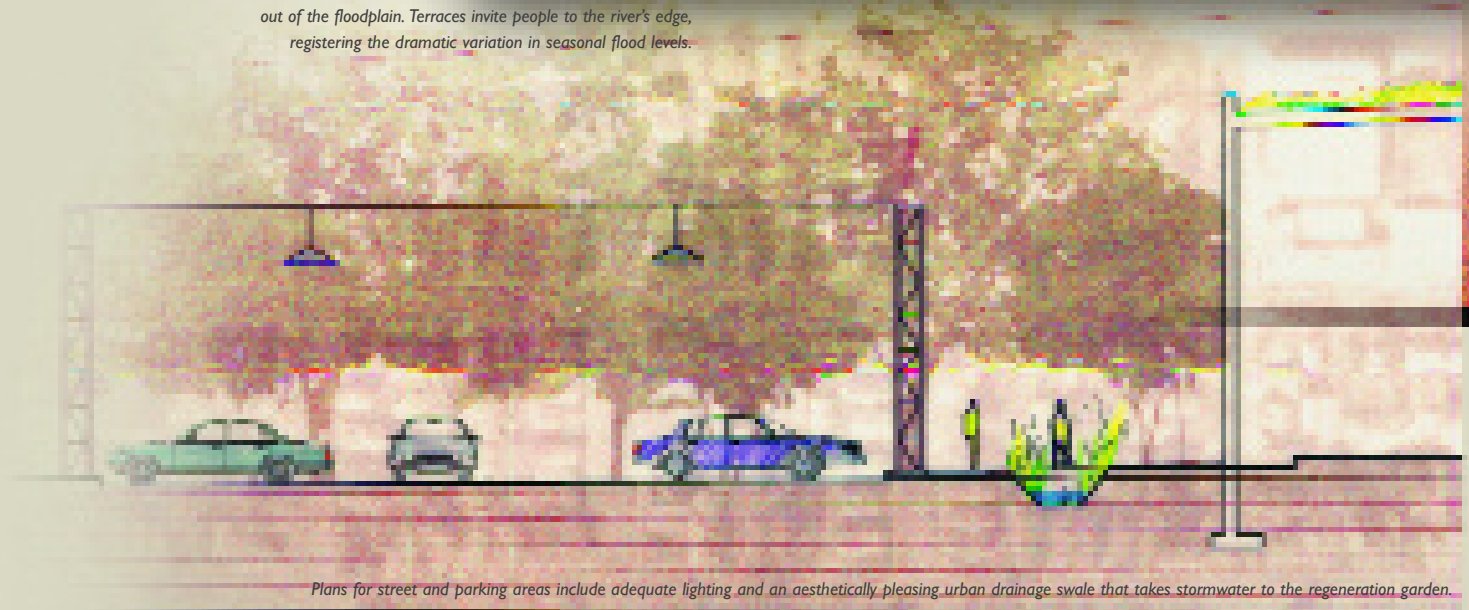
natural systems

Design elements included water treatment gardens, relocation of contaminated fill, shoreland and floodplain restoration.

In its proposal for "Menomonee Park West," the design team led by D.I.R.T. Studio and Stephen Stimson Associates sought to create an experience of "post-industrial wilderness," inviting viewers to imagine themselves in the Valley in twenty years. Their design combined landscape infrastructure with community areas, new industry and natural systems to provide economic development, recreational opportunities and environmental improvement.



A "bight" is a curve in a river or a bay. The bight in this design relocates fill from the river area to lift the new industrial park out of the floodplain. Terraces invite people to the river's edge, registering the dramatic variation in seasonal flood levels.



Plans for street and parking areas include adequate lighting and an aesthetically pleasing urban drainage swale that takes stormwater to the regeneration garden.



Remnant paving interspersed throughout the former railyards provides a site for bioremediation gardens. The gardens, tended by local workers and volunteers, provide plants for restoration projects throughout the Valley.

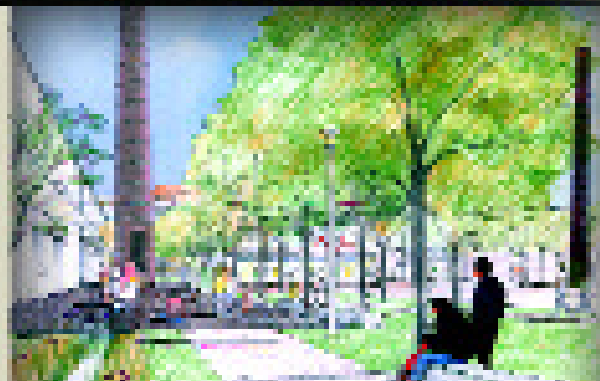
**Boston Society
of Landscape Architects
Merit Award for Unbuilt Works
presented to D.I.R.T.
Studio/Stephen
Stimson Associates**

**“IT WAS EXCITING
TO WORK ON A
PROJECT THAT
STRIVED
TO BE ARTFUL,
CULTURALLY AWARE
AND TECHNICALLY
SOUND.”**

Dr. Susan Galatowitsch,
D.I.R.T. Studio/Stephen Stimson
Associates Team

Imagine a new generation of Milwaukeeans knowing and cherishing the Menomonee River. Imagine individuals reacquainted with intimate and intricate surroundings, smelling yeast in the air while watching salmon run, tracing chimney sweeps swirling over silent smokestacks, crunching frozen grasses in the shadow of a single trail tree. Entire neighborhoods can find their place by the river, helping to restore a part of the watershed or dipping their toes into a revitalized shoreline.

**MENOMONEE RIVER VALLEY
national design competition**



Two brick smokestacks stand alone — important traces that hold memories of generations who worked at the railyards and that frame a contemporary performance and gathering space.

FINALIST : CAROL R. JOHNSON ASSOCIATES INC.

CAROL R. JOHNSON ASSOCIATES INC., Boston, MA
V3 CONSULTING, Chicago, IL

new landscape

The Carol R. Johnson Associates team offered landscape designs intended to bring the public into the Valley. The team suggested creating a Menomonee River Cultural Center, restaurant/café, recreational supply shop, arts and crafts market, concert series, farmer's market, formal garden and other area "activators" to attract the public to use the new development for recreation, education and entertainment.

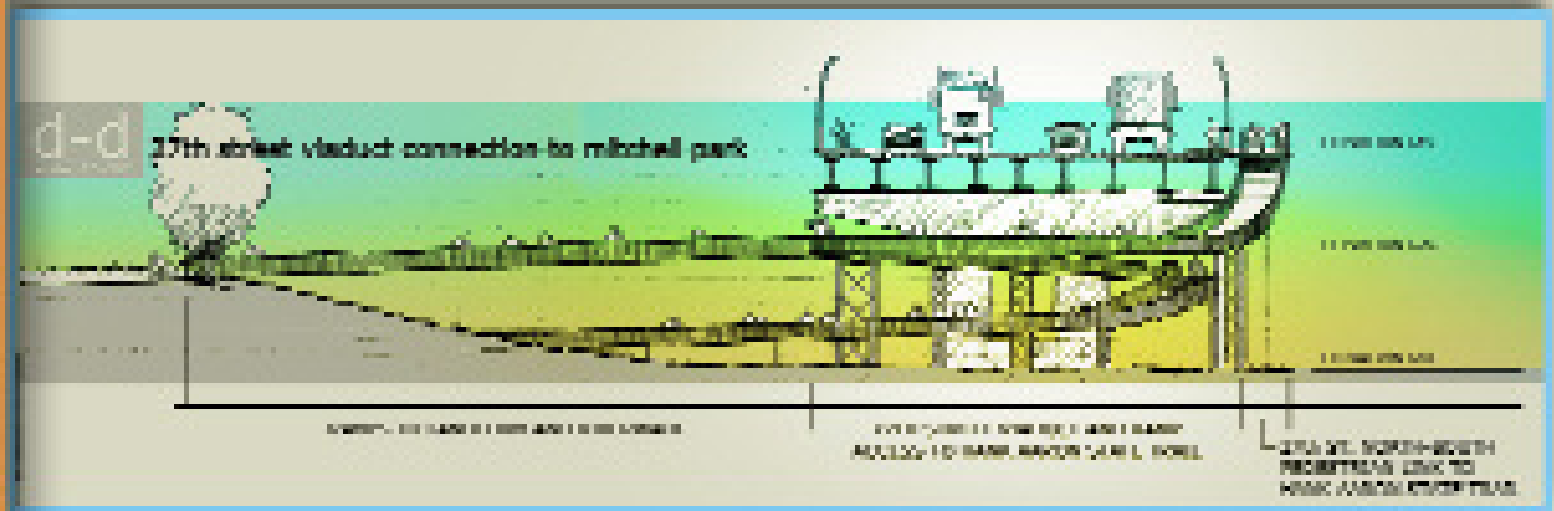
A major focal point for the design was the 35th Street Viaduct. The design sought to heighten the experience of the viaduct—a massive industrial sculpture offering spectacular views. The team proposed creating an overlook and a "pedestrian ribbon" winding from the south end of the viaduct toward the twin smoke stacks which are recognized as the "last significant vestige of industrial history" of the site. In addition, the team created connections between the Brewers' Miller Park and the Valley.

eco-industrial park

Serving as the economic heart of the project, the eco-industrial park was designed to provide jobs while maintaining a beautiful environment for workers and other Valley visitors. Buildings located on the north side of the site would be accessible via Canal Street and would enjoy natural solar exposure due to their east-west orientation. Asphalt areas would be minimized through common access points and shared drives.

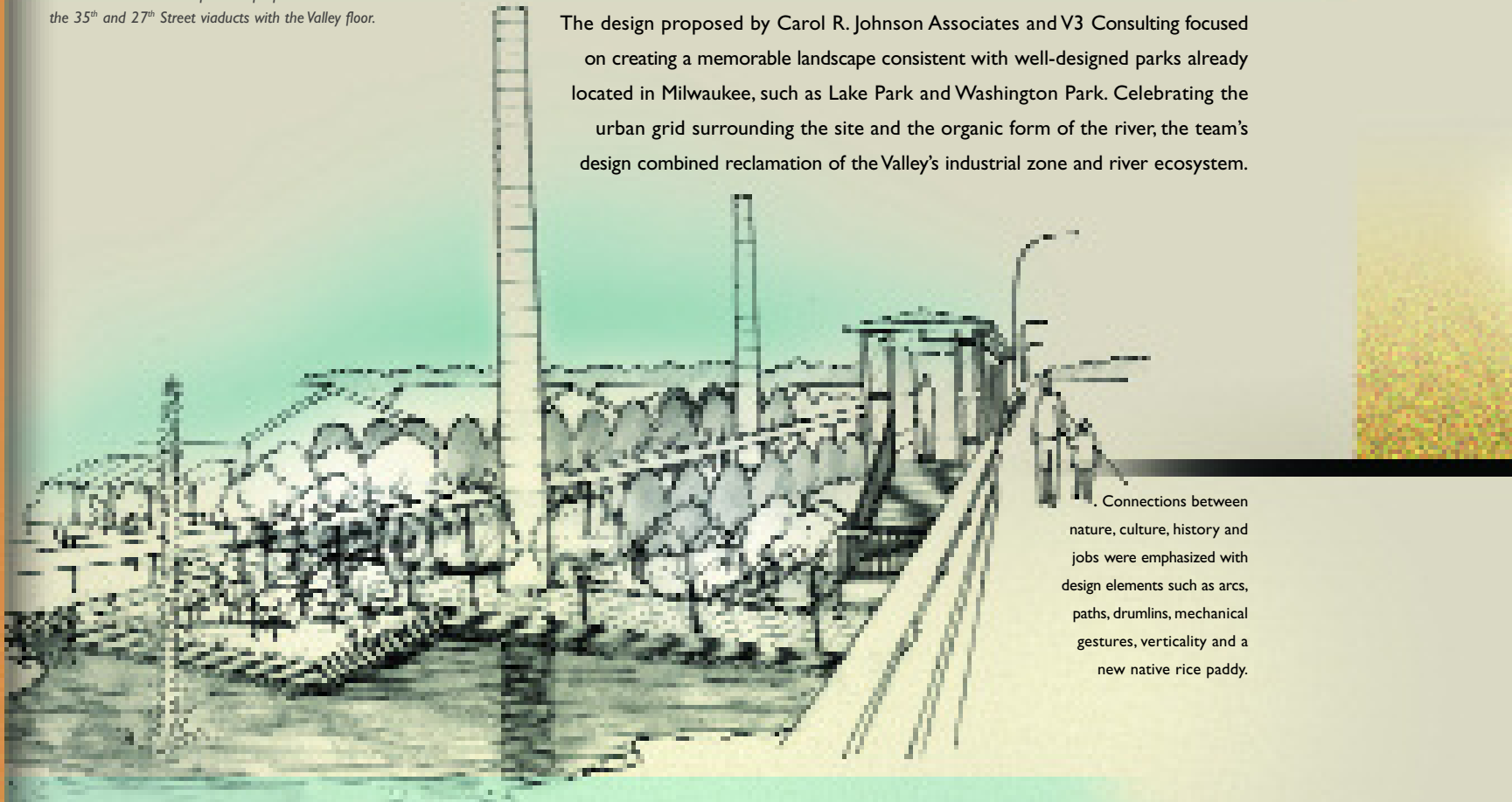
reclaimed river

The design team enhanced connections between land and water in its plan for the Menomonee River itself. Floodplain marshes, ponds, wet meadows and savanna islands were incorporated into the design to assist in water management and reintroduction of wildlife habitat. The design team also suggested excavating riverbanks and widening the river channel to promote sustainable ecological health.



Pedestrian and bike ramps were proposed to connect the 35th and 27th Street viaducts with the Valley floor.

The design proposed by Carol R. Johnson Associates and V3 Consulting focused on creating a memorable landscape consistent with well-designed parks already located in Milwaukee, such as Lake Park and Washington Park. Celebrating the urban grid surrounding the site and the organic form of the river, the team's design combined reclamation of the Valley's industrial zone and river ecosystem.



Connections between nature, culture, history and jobs were emphasized with design elements such as arcs, paths, drumlins, mechanical gestures, verticality and a new native rice paddy.



The design created three districts: a fabricated contemporary landscape with paths and gathering spaces, an urban-industrial park and the reclaimed river in a naturalistic landscape.

“THE VALLEY IS A PHOENIX-FROM-THE-ASHES KIND OF DEAL — TWO COMMUNITIES ON THE NORTH AND SOUTH ARE GOING TO BE TRANSFORMED. IT’S INSPIRING AND IMPRESSIVE.”

J.P. Shadley,
Carol R. Johnson
Associates Team



MENOMONEE RIVER VALLEY
national design competition

The design combines two types of development that are polar opposites: a tightly budgeted industrial park and a naturalistic river ecosystem reclamation. The strongest influences on the design are the urban grid surrounding the site and the organic form of the river in its natural state. The design does not hide or soften the character of either influence but instead addresses both in their purest forms, and it clearly delineates their meeting with a contemporary landscape that provides the opportunity to celebrate the two.

FINALIST: JONES & JONES

JONES & JONES, Seattle, WA

APPLIED ECOLOGICAL SERVICES, Brodhead, WI

culture grounds

The design offered the public a series of intimate experiences with the river — learning, discovery and peace. The team proposed the creation of a “Culture Grounds,” a public gathering place near the river. The nearby “Roundhouse Rain Gardens” offered sculpture, terraced gardens, bike path, fitness center and beer garden. Events in the Valley would be designed to reconnect the public with seasonal bloomings and animal migrations, “helping reweave the threads of attachment” to the natural environment.

green toolbox

The design team’s “industrial development with a green heart” was suggested to attract families of environmentally-friendly businesses housed in an industrial park of buildings with living roofs.

liquid maze — living machines

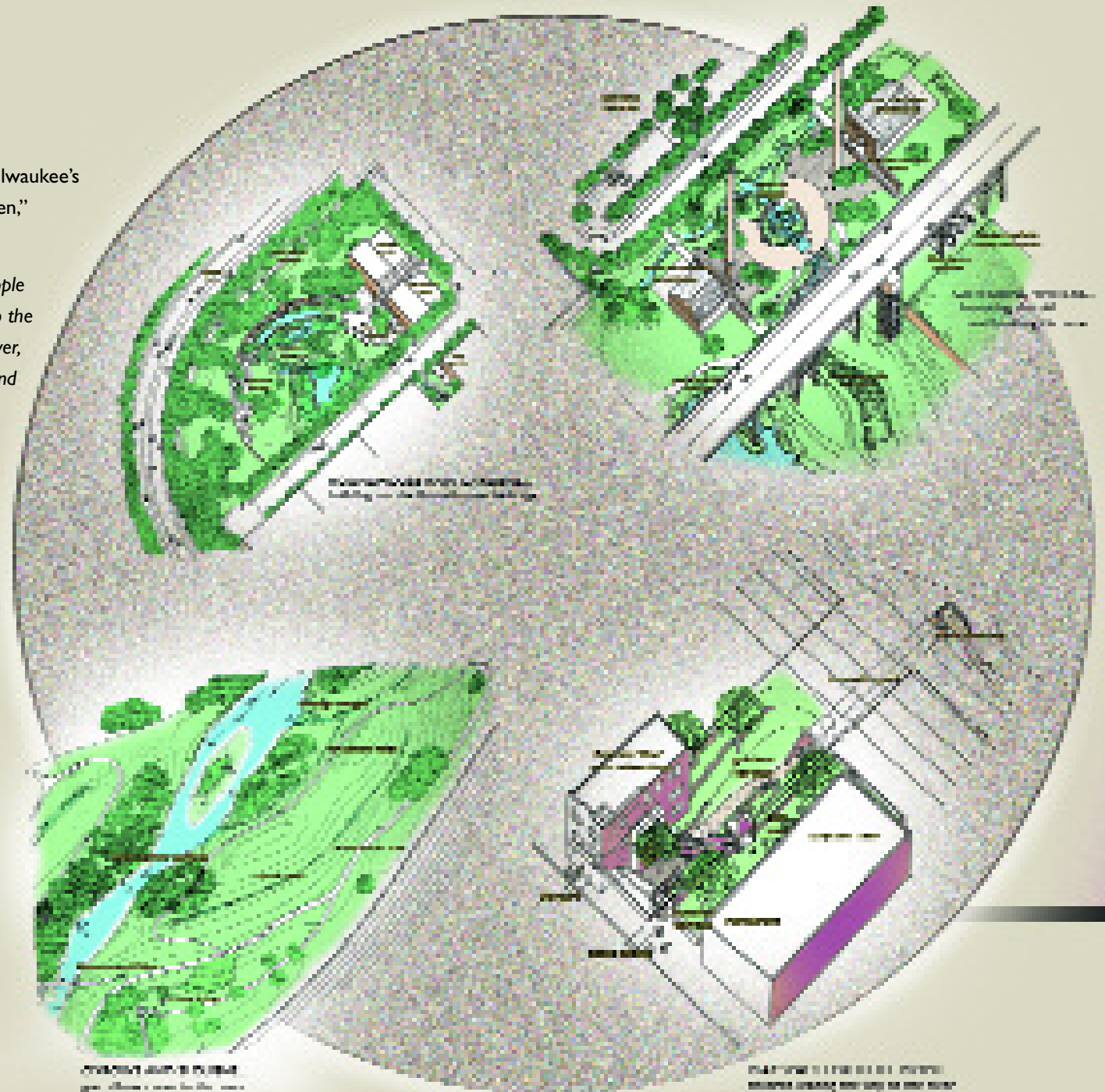
The design created a variety of adapted ecological communities to treat industrial wastewater and contaminated groundwater.

Introducing a levee system, the team suggested managing the floodplain by creating a raised land formation to encircle the site.

Savannas, prairies, dry ground thickets, forests, oxbows and flowage sloughs, living roofs, street trees, wild rice and ponds combined in the overall area to rebalance the environment and offer phytoremediation opportunities.

“Continuum: Milwaukee’s Shades of Green,” sought to

“connect the people of Milwaukee to the Menomonee River, to each other and to their future.”



The design is about creating connections, positioning the Menomonee River as the link between ancestors and descendants. In addition, the design reshapes damaged lands and cleanses poisoned waters to create opportunities for life.

The most important factor in the success of the design is the degree to which it is accessible, adored and stewarded by surrounding communities.



**“I ANTICIPATE
THE SAME
LEVEL OF
CHANGE IN THE
VALLEY AS HAS
HAPPENED IN
(MILWAUKEE’S)
THIRD WARD IN
THE LAST TEN
TO FIFTEEN
YEARS, BUT
WITH MORE
GREEN SPACE,
RECREATIONAL
AMENITIES AND
CONNECTIONS
TO NATURE.”**

Steven Affelbaum,
Jones & Jones Team

MENOMONEE RIVER VALLEY
national design competition

FINALIST: WENK ASSOCIATES

WENK ASSOCIATES, Denver, CO

HNTB, Milwaukee, WI

APPLIED ECOLOGICAL SERVICES, Brodhead, WI

The winning design, proposed by the team of Wenk Associates, Applied Ecological Services and HNTB, recognized the Valley's history as an industrial and transportation hub and sought to regenerate the landscape while reconnecting the community. The conceptual hub of the team's design involved the integration of natural processes with development.

building community

The design proposes a linked system of public spaces including trails, parkways, playing fields and natural areas. The design encourages the public to learn about the site's unique heritage by creating memorable places informed by Native American history, glacial processes and manufacturing structures.

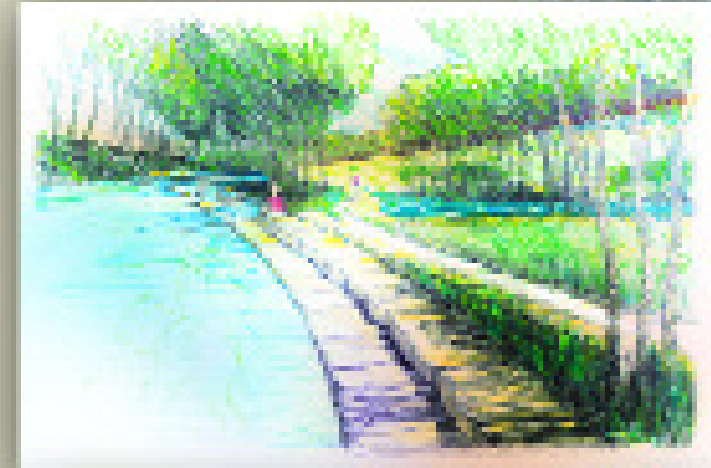
a working landscape

The design reinvents the Valley's landscape to "work" on cleansing pollutants while providing neighborhood jobs and recreation.

nature as experience

The design makes natural processes visible in workplaces and public areas, raising environmental sensitivity and awareness by allowing people to witness and learn about ordinary, often-repetitive environmental forces.

RIVER POINTS



BLUFF OVERLOOKS

Bluff overlooks, oriented to views of downtown, provide informal gathering space for picnics or small events. Neighborhood connections, made across the rail yard, link the Valley with the adjoining street grid.



COMMUNITY GREEN





American Society of Landscape Architects
 2003 Analysis and Planning Merit Award
American Society of Landscape Architects Colorado Chapter
 2002 Land Stewardship Award and Honor Award for Planning & Urban Design

“THERE ARE THOUSANDS OF ACRES ON THE GREAT LAKES THAT HAVE SIMILAR ISSUES, BUT WHAT IS UNIQUE AND VISIONARY IN THE CASE OF THE VALLEY IS MILWAUKEE’S SET OF VALUES: INTEGRATING THE CIVIC, OPEN SPACE AND REDEVELOPMENT BECAUSE IT IS IN THE BEST INTEREST OF THE ENTIRE CITY.”

Bill Wenk
 Wenk Associates Team

MENOMONEE RIVER VALLEY
 national design competition



- A** COMMUNITY GREEN
- B** STORMWATER PARK DETAIL
- C** MULTI-PURPOSE OUTDOOR EVENT SPACE
- D** ECO-INDUSTRIAL PARK
- E** STORMWATER PARK
- F** HANK AARON STATE TRAIL AND NATURAL AREA
- G** BLUFF OVERLOOK
- H** RIVER POINTS
- I** SOCCER FIELDS

WINNER: WENK ASSOCIATES

the winning team

The design team includes Bill Wenk and Billy Gregg of Wenk Associates, Paul Boersma of HNTB and Jim Ludwig of Applied Ecological Services, Inc.

Additional Wenk Associates staff members supporting the project include Nicole Horst, Grayson Baur and Jane Kulik.

Founded in 1982, Wenk Associates is an award-winning firm expert in urban water resource management, greenway and trail planning and design, and innovative storm water management practices.

Wenk Associates is nationally-recognized for urban waterway redevelopment and restoration, including projects in the upper Great Lakes region.



URBAN OPEN SPACE CONNECTIONS:

Wenk's design recognizes the historic centrality of the Valley and the importance of connections to and between adjacent communities. Open space will allow interplay between workers in the Business Park and neighbors seeking recreational experiences, while the reinforcement of the city grid will foster movement within the new system of development. A new Canal Street will provide views to the river, park land and the new industrial area.

“People will be encouraged, for the first time in a century, to move through the Valley itself as opposed to over and around it.”

Mary Means, *Mary Means & Associates*, Juror



“THE WENK ASSOCIATES TEAM PROVED THAT THEY UNDERSTOOD THE FULL RANGE OF ISSUES THAT FORMED THE CHALLENGE AND PRESENTED A GREAT VISION. THEIR SOLUTION WAS CONSIDERED FLEXIBLE, ECONOMICAL AND BEAUTIFUL, AND IT RESONATED AS BEING ACHIEVABLE.”

Jury Report

MENOMONEE RIVER VALLEY national design competition

INDUSTRIAL GROWTH, AMENITY AND RECREATION:

Building on the strengths of a nearby workforce and the potential of the site's natural environment, the Wenk design reimagines Milwaukee's industrial history. By developing a successful approach to cleaning up this brownfield site, the design provides employment opportunities close to home, in an easily accessible, high-quality environment. Green space is integrated with well designed and highly productive workplaces. An array of parcels and buildings offers flexibility to accommodate shifting industrial needs.

WINNER: WENK ASSOCIATES

the winning team

DESIGN FRAMEWORK:

Design features integrate natural and man-made systems throughout, using a new “valley grid” that echoes the scale of surrounding neighborhoods. The team’s process-oriented approach results in flexibly meeting the needs of diverse stakeholders. The smallest lot available for development in the team’s plan is 1.5 acres, and the larger lots can be assembled from this module.

STORM WATER AND FLOODPLAIN MANAGEMENT:

As the Valley area is susceptible to 100-year flood events, the design offers a welcome approach to protecting against this threat. Working with the natural flow of stormwater across the site and employing a system of “bioswales” to slow and cleanse the water, the design allows the land itself to determine how water moves among roads, buildings, plants and people. Grading and earthwork raise areas out of the floodplain, making them suitable for development and creating opportunities for active and passive recreation.

EDUCATION, ECOLOGY & NATURAL HISTORY:

The design’s proposed landscaping and landforms draw upon the history of the region and recent geologic events, creating a stage that can make natural and cultural history come alive. The site will become an outdoor classroom offering visitors new ways of understanding connections between healthy places and healthy lives. Native Wisconsin landscape features will be recreated, including wild rice river marshes, glacial drumlins, woodlands and upland prairie.





amazing effort



MAKING IT HAPPEN

MAKING IT HAPPEN

new ideas take root

Ten years ago, barriers to development in the Valley far out-weighed advantages.

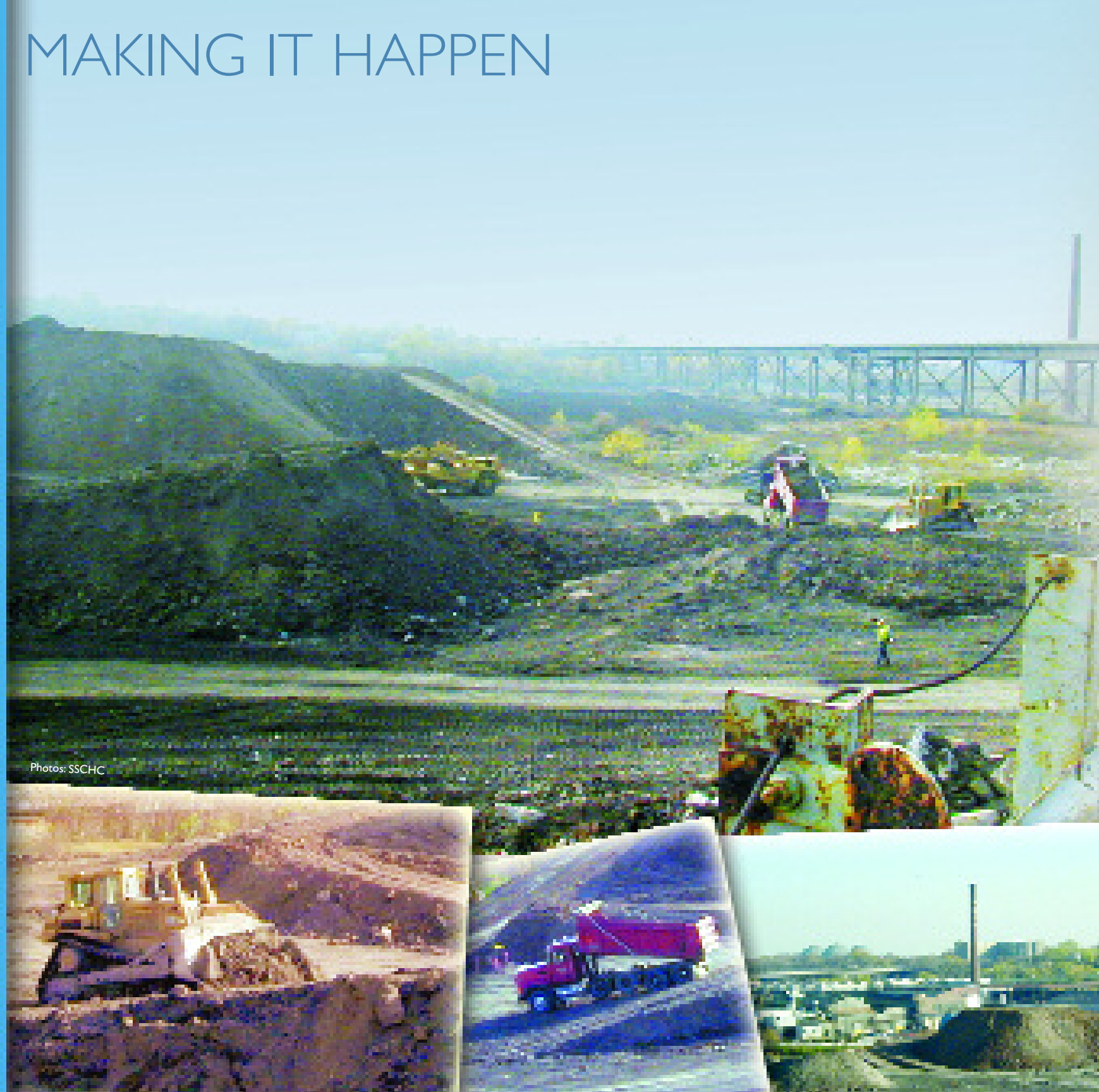
Now, after several years of systematic focus on the barriers — poor infrastructure, environmental concerns and the need for financial incentives — the balance has been tipped.

Architects, planners and community members agree: quality plans lead to quality developments. The Wenk Associates Team's national-award winning design lays the foundation for quality development that will create lasting, positive change in the community, economy and environment.

In mid-2003, the City of Milwaukee Common Council approved the Wenk Associates Team for developing detailed design and engineering specifications from their winning concept for the West End. Adopting and implementing the Wenk design by the City of Milwaukee represents a major commitment to a new way of thinking about the valley and has implications for development efforts through out the valley.

Creating the new Stormwater Park requires a complete regrading of the site. To prepare for road and other construction, some areas of the site will also be filled and graded, and soils capped.

Design and engineering are currently in progress to rebuild the existing portion of Canal Street and extend it to Miller Park, where it will connect with Interstate 94 and Highway 41.



Photos: SSCHC

hank aaron state trail

The design positions the Valley as a destination point and special place by diversifying the experiences available to visitors, especially through enhancements to the Hank Aaron State Trail and nearby recreational areas. The design will create a southern bluff area along the Trail to provide dramatic views of Miller Park, downtown and the restored Valley itself. The bluffs will also provide new points of access from southern neighborhoods, mirroring the enhanced access to the north.

canal street

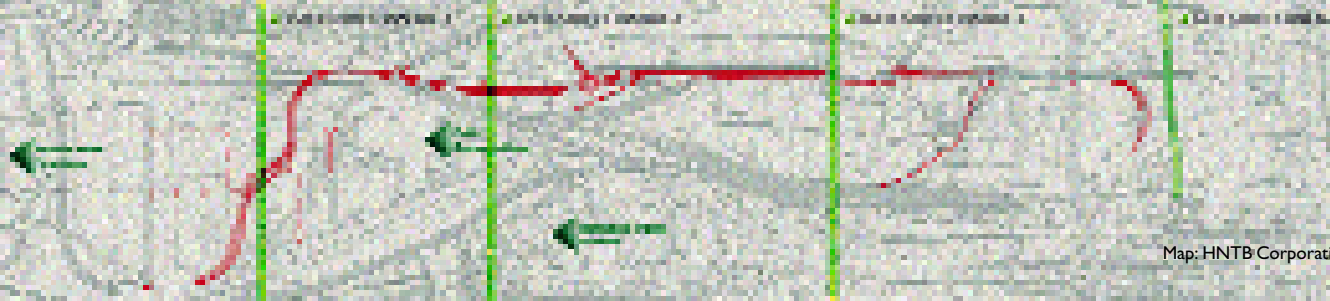
The Valley's main thoroughfare currently serves the Valley only from 6th Street to 25th Street.

Design and engineering are currently in progress to rebuild the existing section and extend the street to Miller Park, where it will connect with Interstate 94 and Highway 41. The Wenk Associates Team's design significantly influenced the plans for Canal Street, both in terms of its location and its cutting edge stormwater treatment. As a result, the Wenk Team is participating in the Canal Street design effort. Construction will begin in 2004 with completion slated for 2005.



Photos: SSCHC

CANAL STREET RESTORATION PROJECT



Map: HNTB Corporation

SUSTAINABLE, HIGH PERFORMANCE DESIGN IN THE VALLEY AND BEYOND

sustainable design

A sustainable approach integrates economic development with social and cultural objectives while ensuring the health and vitality of the environment within which the development occurs. Sustainable design includes linking land use and transportation policies with people, and making connections between the quality of urban life and the maintenance of the natural environment.

In order to promote the best possible development, now and in the future, the Menomonee Valley Partners, Inc., a business and civic nonprofit corporation devoted to redeveloping the Valley, has begun promoting the Sustainable Design Guidelines for the Menomonee Valley.

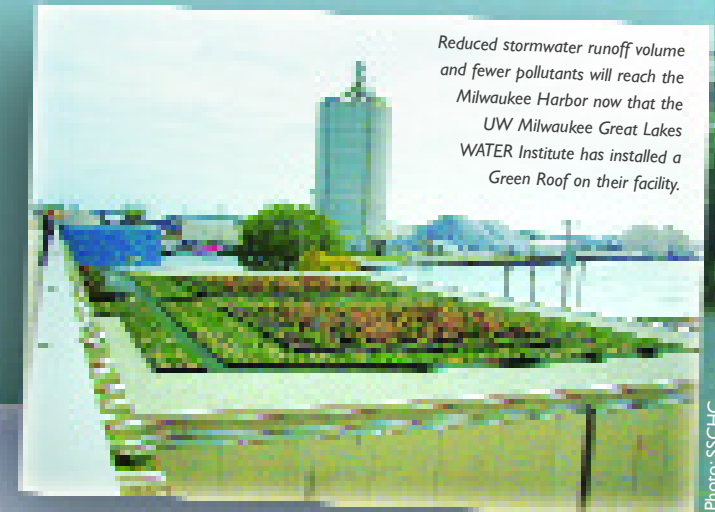
These guidelines offer a systematic framework for developers to include sustainability principles in their projects. It is anticipated that the guidelines will help add value to redevelopment projects and contribute to the new vision for the Valley.

A number of recent development projects in Southeastern Wisconsin demonstrate the practicality of the principles set forth in the Sustainable Design Guidelines.

The success of these projects will influence new investment in the Valley.



Left: Johnson Controls' Brengel Technology Center in Milwaukee received Wisconsin's first LEED certification. Decisions implemented throughout the design process were on par with the strongest examples of sustainable design practice in the country and had no additional fee or capital cost.



Reduced stormwater runoff volume and fewer pollutants will reach the Milwaukee Harbor now that the UW Milwaukee Great Lakes WATER Institute has installed a Green Roof on their facility.

Photo: SSCHC



Photo: Ed Purcell of Purcell Architectural Photography

Office and factory workers share common amenities in the Danfoss Fluid Power Factory and Headquarters (Racine). The manufacturing plant is filled with natural light from rooftop monitors, fresh air ducted to the factory floor and views to the exterior. The office portion was designed using a glue-laminated wood structure, natural ventilation and daylight throughout and low-emissivity interior finishes.

MAKING IT HAPPEN

current projects

Already, several recent development projects have embodied sustainable design principles. Many more developments embracing sustainable design are likely as awareness of its inherent value increases.

Sigma Group Headquarters

Sigma is demonstrating the firm's capacity in brownfields clean-up by building its new headquarters on a brownfield site at 13th and Canal Streets. The development includes a public riverwalk and incorporates many sustainable design strategies.

Potawatomi Administration Building

The administration building at 13th and St. Paul Streets demonstrates high-performance building features.

Sixth Street Bridges

The new bridges (completed in the Fall 2002) replaced a viaduct whose main purpose had been to cross over rather than provide access to the Valley. The bridges now connect the Valley to downtown and Walker's Point.



The new Sixth Street Bridge provides vital connections between the City and the Valley.

“The new bridge is not just a beautiful structure, it also does a magnificent job of tying the city together.

By sloping down to at-grade level at Canal Street, it opens up access to the Menomonee Valley and will be a cornerstone of the Valley’s renaissance.”

John O. Norquist
former Mayor of Milwaukee



Sigma Group Headquarters

Photos: SSCHC



Potawatomi Administration Building

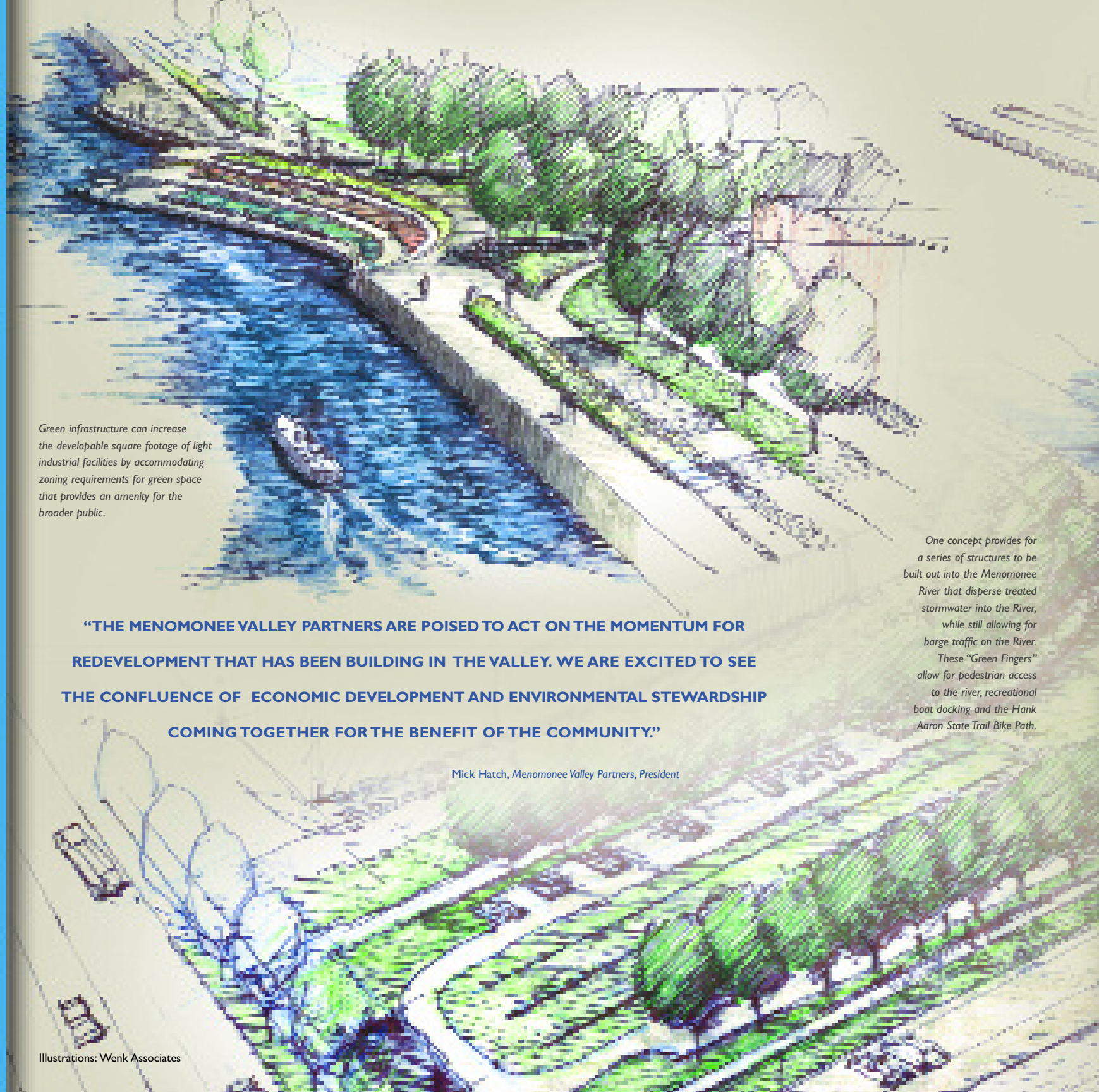
future concepts: the central valley

CENTRAL VALLEY REDEVELOPMENT FRAMEWORK

Conceptual plans have been developed for the Central and Eastern portions of the Valley that build on the Keys to Sustainability from the 1999 Design Charette, the Wenk team's West End design and Sustainable Design Guidelines. A concept of green infrastructure forms connections with new development to solve stormwater quality requirements for multiple properties while providing valuable public open space for an urban workplace.

“Long term, Bill Wenk and others are influencing redevelopment scenarios in the Central and Eastern Valley.”

Lilith Fowler
Executive Director,
Menomonee Valley Partners



Green infrastructure can increase the developable square footage of light industrial facilities by accommodating zoning requirements for green space that provides an amenity for the broader public.

“THE MENOMONEE VALLEY PARTNERS ARE POISED TO ACT ON THE MOMENTUM FOR REDEVELOPMENT THAT HAS BEEN BUILDING IN THE VALLEY. WE ARE EXCITED TO SEE THE CONFLUENCE OF ECONOMIC DEVELOPMENT AND ENVIRONMENTAL STEWARDSHIP COMING TOGETHER FOR THE BENEFIT OF THE COMMUNITY.”

Mick Hatch, Menomonee Valley Partners, President

One concept provides for a series of structures to be built out into the Menomonee River that disperse treated stormwater into the River, while still allowing for barge traffic on the River. These “Green Fingers” allow for pedestrian access to the river, recreational boat docking and the Hank Aaron State Trail Bike Path.

MAKING IT HAPPEN

“THIS POST-INDUSTRIAL LANDSCAPE HAS A FUTURE THAT IS BOTH INDUSTRIAL AND RECREATIONAL, A PLACE OF LIVING AND WORKING THAT KNITS NEIGHBORHOODS TOGETHER. THAT IS REVOLUTIONARY, AND THAT WILL DO SOMETHING GREAT FOR THE TEXTURE AND HEART AND LIFE OF MILWAUKEE.”

Mary Margaret Jones
Hargreaves Associates, Juror

future concepts:
the east end

Environmental restoration and predevelopment activities will soon be underway to prepare the east end of the Valley (properties surrounding the intersection of Sixth Street and Canal) for redevelopment. Valley stakeholders have envisioned mixed use development for this collection of properties, including office, commercial or other more intensive uses similar in character to downtown and the Historic Third Ward.

In advance of more detailed analysis and planning, the Wenk Central Valley team developed concepts in 2003 that are in line with these objectives by illustrating dense development that includes pedestrian-friendly streets while maintaining public access along the site's valuable waterfront.



OPPORTUNITIES

partnerships

Advocacy:

To support allocation of government funding for Valley infrastructure improvements and preservation of open space design elements, contact common council members, county supervisors and other elected representatives.

To locate local and state elected officials, visit <http://www.legis.state.wi.us/waml>.

Benchmarking:

To learn more about the Menomonee Valley Benchmarking Initiative, visit www.mbvi.org.

Hank Aaron State Trail:

To join the Friends of the Hank Aaron State Trail, contact the Wisconsin Department of Natural Resources Hank Aaron State Trail Manager at 414-263-8559.

Locations & Investments:

Developers and businesses can learn more about opportunities for locating and investing in the Valley by calling Menomonee Valley Partners at 414-274-4655. Or visit www.renewthevalley.org.

Menomonee Valley Redevelopment Roadmap:

Developers and investors interested in receiving a copy of the technical roadmap may call the Menomonee Valley Partners at 414-274-4654 and request a copy of the *Environmental Considerations for Site Redevelopment in Milwaukee's Menomonee River Valley*.

Spreading the Word:

Help share the many ideas outlined in this publication with your friends, neighbors and colleagues to raise the profile of the Valley and its redevelopment.

Sustainable Development:

To receive a copy of the *Sustainable Design Guidelines*, call the Sixteenth Street Community Health Center at 414-672-1315 ext. 374.

Visioning:

To receive a copy of *A Vision For Smart Growth* documenting the visioning workshop held in 1999 and described on page 4, call the Sixteenth Street Community Health Center at 414-672-1315 ext. 270.



Photo: SSCHC

“The National Design Competition was created to offer the community and architectural firms an opportunity to redefine the Valley as a living, breathing place that would hold significance for Milwaukee’s diverse ethnic communities for generations to come.”

Peter McAvoy

Sixteenth Street Community Health Center

SIXTEENTH STREET COMMUNITY HEALTH CENTER

Sixteenth Street Community Health Center has provided primary health care, health education and social services to low income residents of Milwaukee's culturally diverse south side since 1969. A community-based health center governed by a Board of Directors comprised of people who are themselves users of the Center, Sixteenth Street's services focus on health care needs of people living in neighborhoods immediately surrounding the Health Center.

In 1997, alarmed at the devastating prevalence of childhood lead poisoning in the neighborhood, Sixteenth Street began a comprehensive program to address health conditions that can be caused or made worse by hazards from the indoor and outdoor environment.

The Department of Environmental Health created to combat these problems continues today with community-based lead poisoning prevention, asthma management and targeted public outreach campaigns to spread the word about the dangers of toxic fish, ozone and air pollution and tobacco use.

Solving the long term public health needs of people living in poverty, however, relies in large part on the economic opportunities available in the community and on residents holding family supporting jobs. To this end, the Center's Department of Environmental Health has taken the lead in efforts to overcome barriers to redevelopment of abandoned, potentially contaminated industrial sites so common in Milwaukee's central city. The Department's efforts have focused on restoring the Menomonee River Valley which, because of its strategic location, offers great promise for the people who rely on Sixteenth Street for their health care.

“We work everyday to give children the best chance for a healthy future from a medical perspective. But health isn't medicine. The future success of our children also depends on economic opportunity and jobs for families.”

John Bartkowski, CEO

Sixteenth Street Community Health Center

Sixteenth Street has been a national leader in addressing health problems that are caused or made worse by conditions in the environment and launching major initiatives on: lead poisoning prevention, asthma management, tobacco cessation, consumption of locally caught contaminated fish, air pollution and restoration of contaminated lands.



Photo: SSCHC



ACKNOWLEDGEMENTS

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Claudia Looze, Videographer



Photo: SSCHC

“It was not the City that ran the Competition. SSCHC worked with its partners, including the City, to initiate and promote improvement in the Valley. That is indicative of the project’s future success.”

Peter Park

Former City of Milwaukee Planning Director and Juror

menomonee river valley national design competition funders

The Brico Fund, Inc.

The Forest County Potawatomi Community Foundation
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Julilly Kohler

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Marquette University

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Milwaukee County

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Layton Boulevard West Neighbors

Marquette University

Menomonee Valley Partners, Inc.

Merrill Park Neighborhood Association

Mitchell Park Horticultural Conservatory

Milwaukee Public Theater

National Oceanic and Atmospheric Administration

Public Allies Milwaukee

Southside Organizing Committee

Story Hill Neighborhood Association

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Menomonee Valley Partners, Inc.

The David and Julia Uihlein Foundation

MENOMONEE RIVER VALLEY

national design competition

finalist team members

“The design proposals recognize the need to creatively explore the frank heroic beauty of a post-industrial landscape.”

David Lee,
Stull & Lee, Juror

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