

# Site 3: KNEELAND PROPERTIES

Satellite view



644,414 SF  
(14.79 acres)



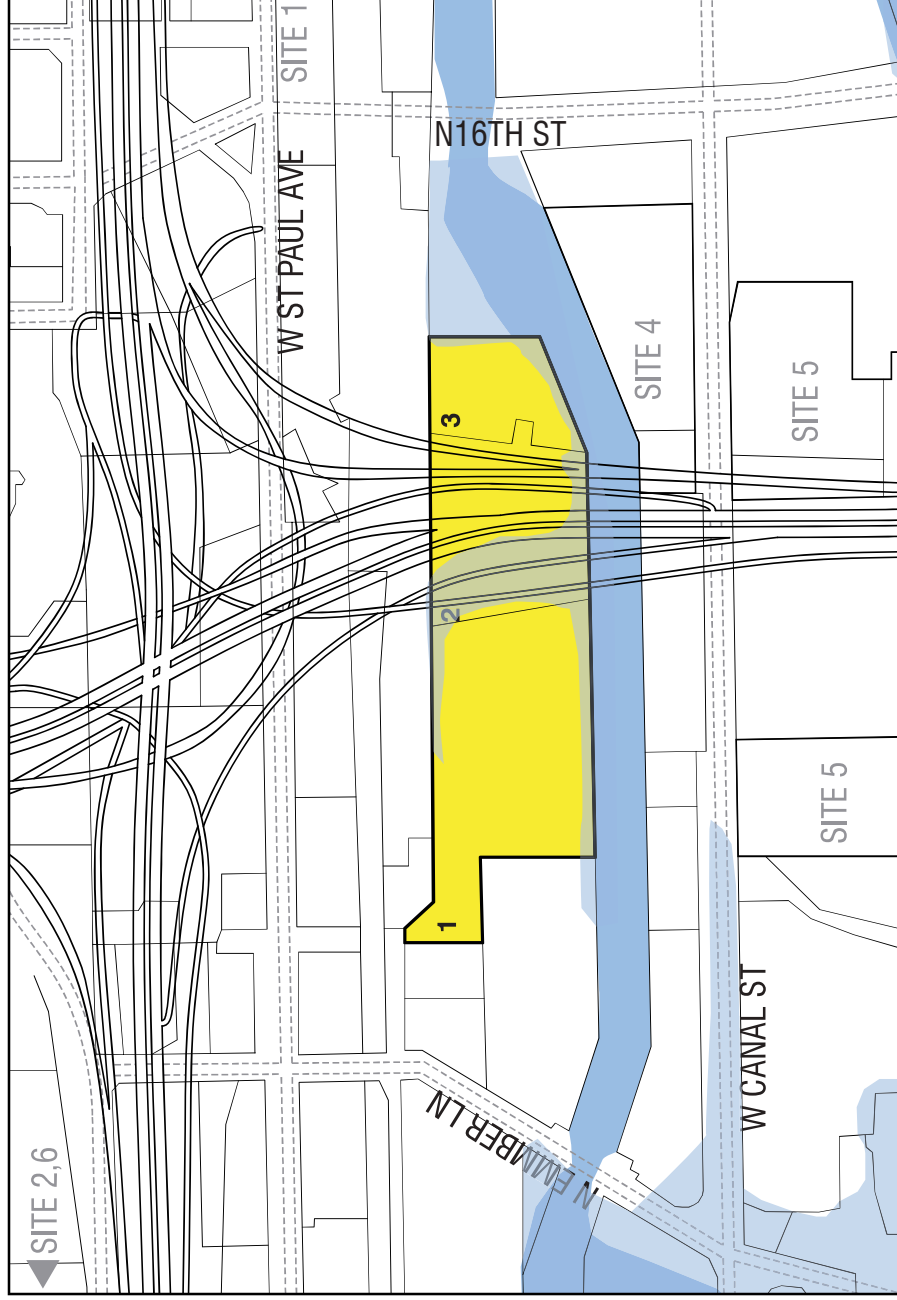
# Site 3: KNEELAND PROPERTIES

Birds eye view



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Site details



LOT	OWNER	ZONING	ADDRESS	LOT SQUARE FEET
1	City of Milwaukee	IH	260 N 12TH ST.	334,472
2	State of Wisconsin	IH	907 W HINMAN ST.	208,386
3	City of Milw. Redev. Auth.	IH	825 W HINMAN ST.	101,556
				<b>644,414</b> <b>(14.79 acres)</b>



# Site 3: KNEELAND PROPERTIES

Site summary



Panoramic view looking east across the site

## SITE SUMMARY

Currently a vacant lot, this site has an extensive riverfront presence directly across from WE Energies and the St. Mary's Cement site. The interstate spans over the middle section of the site, dividing it in two and casting large shadows across the property. Access is only possible from N 12th Street due to the rail lines at the northeast end of the site.

## DEVELOPMENT IDEAS: NEW CONSTRUCTION, RIVERWALK + PLACEMAKING

- Riverwalk and slips
- Destination retail or entertainment Eastern Portion
- Mixed use office, light mfg., entertainment Western Portion
- FaB with retail



View looking south underneath the interstate



View looking southwest at Petit Point and the interstate

# Site 3: Food and Beverage Industry

Site proposal: HGA

## PROPOSAL: FAB MANUFACTURING & RETAIL

The “Kneeland Properties” in Milwaukee’s Menomonee Valley is a narrow strip of largely undeveloped land underneath the I 94 freeway, just west of the Post Office and the Intermodal Transit Center. Located on the north bank of the Menomonee River and cut off from connections with the City to the north by an active rail line, this areas lack of connectivity explains its underutilized condition today. In order to allow the Kneeland Properties to be actively developed, the HGA team felt it was essential find better ways to connect the property to the rest of the City. This search led to a proposed new extension of Mt. Vernon Street to the east which passes under the 6th Street viaduct and travels on grade along the river edge through the existing vast open colonnade under the Post Office. This new street could make a direct connection to Plankinton in downtown, allowing the properties north of the river a new link to the city which would allow vital development to occur.

## STREET GRID AND BLOCKS

The HGA team also proposed a new grid of streets and blocks on the Kneeland Properties to create a series of developable parcels. The team understands that streets are the life blood of the city, and where they do not exist, the city dies or lies fallow. These new streets would be lined with parallel parking on one side to allow for significant parking resources throughout the development. The new grid of streets also includes a riverfront street, allowing all new buildings to face south towards the river, taking advantage of the primary amenity of the site.

## FAB AND RIVERWALK

Food and Beverage (FaB) related industries are proposed to compliment other FaB industries in the Valley, and take advantage of the existing food quality steam available at Kneeland. Four buildings are created, each with a tall bay factory floor wing to the north, and a front of house public wing facing the river to the south. Each front of house building would include office administration space for a FaB business, as well as public interface spaces like tasting rooms and presentation spaces. Some of these buildings might also be FaB condominiums, in which small companies share resources they need to grow. Each of the four buildings also has a stormwater retention area at its southeast corner, allowing stormwater to be cleaned by native vegetation before it is returned to the river. These green wetland areas also punctuate the street along the river, adding a rhythm that enriches the riverfront with activity decks out over the vegetated water to be used by the occupants and visitors of the new buildings. Under the freeway, the team proposes a surface parking resource to serve the industries and their employees, as well as an extensive stormwater wetland feature at the south end of the space facing the river. Along the river’s edge, a new pedestrian Riverwalk is proposed, becoming a food truck plaza under the freeway. On some designated night, food trucks could converge under the rain cover of the freeway high overhead, bringing life and vitality to a currently inaccessible part of the city. Artists would be commissioned to turn concrete freeway pylons into works of art, making the spaces inviting and a destination in itself.

## FOOD HALL

The east end of the Kneeland Properties is a highly visible site overlooking a widened section of the river. To take advantage of this visibility and proximity to downtown, the team proposes a mix of business and activities that will attract visitors to the Valley. Utilizing the curving riverbank, the team proposes a curving building and street overlooking the river. Uses include a Food Hall attached to an incubator and commercial kitchen for startup food businesses. The startups could sell their products to the public in the food hall, all with a spectacular view of glittering water to the southeast. Taking advantage of the wide river, the team proposes a floating dock, with rental docks for pleasure boaters, as well as a dock at the Food Hall for cruise boats like the Edelweiss.

## COMMUNITY FEEDBACK SUMMARY

Extending Mt. Vernon Ave to Plankinton was a design move well-liked by the charette participants. It allows this site to be connected to downtown to solve the current access issue.

By suggesting several roads and smaller footprint buildings, community members were concerned about having enough parking for these businesses. Taking this feedback the architects added parking underneath the interstate and provided on-street parking.



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Site proposal: HGA

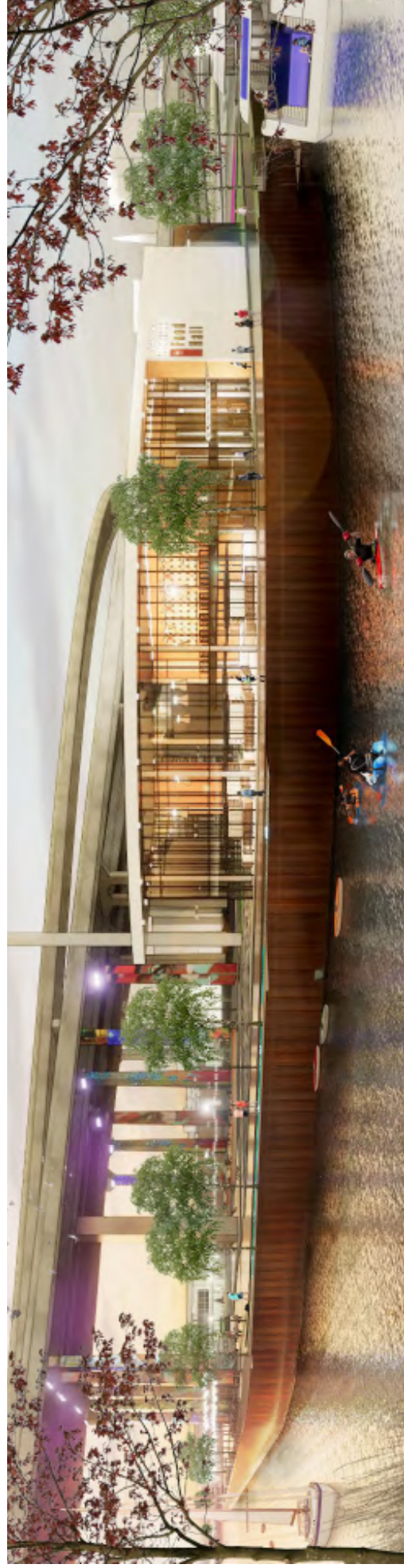


Site plan of the proposed FaB development



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Site proposal: HGA



Rendering of Pettit Point from across the river



Aerial rendering of new FaB development



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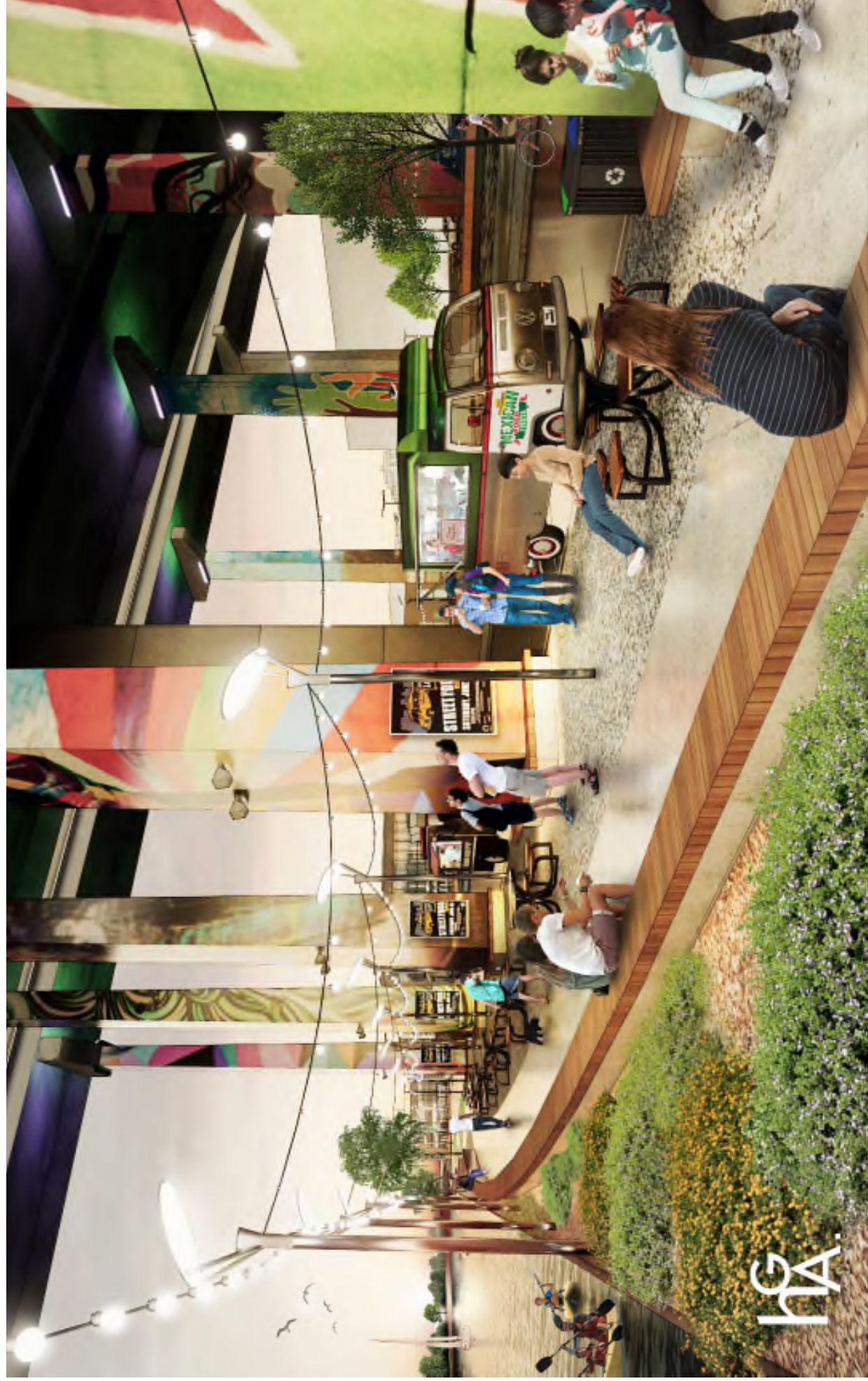


Aerial rendering of new FaB development



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Rendering of active space beneath the interstate



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Rendering of food and beverage with green infrastructure