

# Site 4: St. Mary's Cement

Satellite view



205,473 SF  
(4.72 acres)

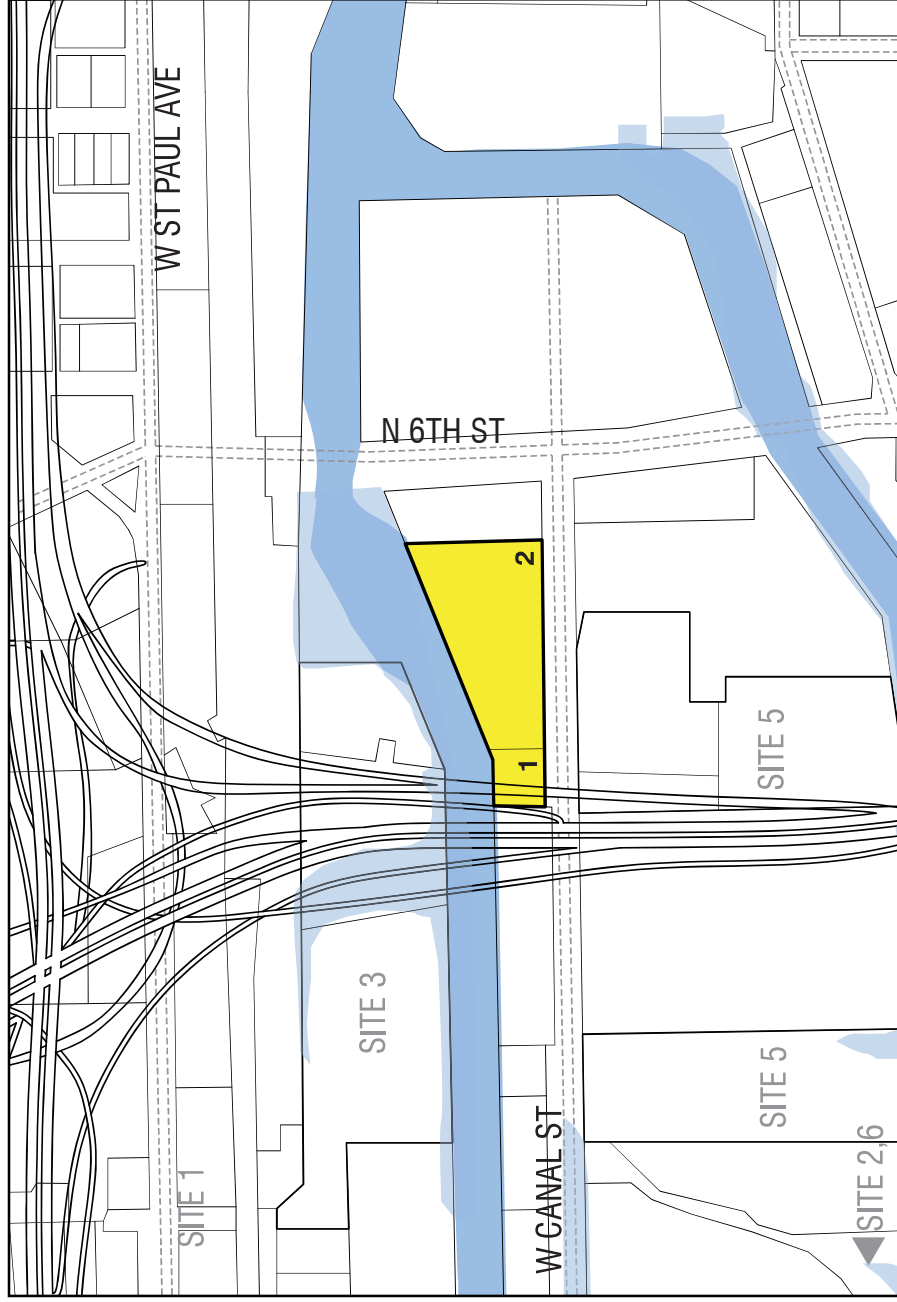
# Site 4: St. Mary's Cement

Birds eye view



# Site 4: St. Mary's Cement

Site details



LOT	OWNER	ZONING	ADDRESS	LOT SQUARE FEET
1	St. Mary's Cement	IL2	880 W CANAL ST.	27,269
2	St. Mary's Cement	IL2	712 W CANAL ST.	178,204
				<b>205,473</b> <b>(4.72 acres)</b>

# Site 4: St. Mary's Cement

## Site summary



View looking northwest at riverfront edge and interstate



View of site from across the river

### SITE SUMMARY

St. Mary's Cement currently occupies this property with prominent river frontage. Located at the intersection of Canal Street and 6th Street, this site has great visibility and is across the street from Harley-Davidson. There are a series of silos that need to remain on the site, as well as extensive underground support for these silos.

### DEVELOPMENT IDEAS: NEW CONSTRUCTION + RIVERWALK

- Catalytic gateway use
- FaB with retail
- Harley-Davidson relationship
- Light mfg. and/or office
- Riverwalk and slips



View of the silos from Canal Street

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson

## PROPOSAL: HOTEL, OFFICE, RETAIL, RESTAURANT

Central to downtown Milwaukee and on the fringes of an ever progressing/budding 3rd and 5th Wards, the St. Mary's Cement site is optimally situated to be a significant complement and catalyst to the area. Given the high visibility of the site, the potential redevelopment of this site can also serve as a landmark gateway and transition to the Menomonee Valley. The site has a direct connection to the Harley-Davidson Museum Campus via a landscaped riverwalk that passes under 6th Street and the site itself is located along the popular Hank Aaron State Trail. Ultimately, the location of the site, being one of the easternmost points of the Valley, presents a unique opportunity to set a pattern of development that can extend Westward along the canal trail.

Due to construction challenges the existing silos will remain, and therefore be part of any proposed redevelopment. The character and rustic nature of the silos is an opportunity to capitalize on built-in theming and signage for the development. Utilizing the silos, the team created an iconic entry to the Valley that would complement the Harley-Davidson museum campus. The goal is for the site to function as an attraction or destination where events can take place, framed by the silos, silo additions, and a sloped sitting green that hides that garage to the west. Landscape, hardscape, and ornamental structural elements, similar to those on the Harley Campus, frame pedestrian axis and view corridors to Harley and the city.

The team's primary objectives were to achieve a central space that attracted patrons to visit and stay. The central space is connected to the existing and continued

Riverwalk, provides pedestrian connectivity to the adjacent context, and provides an opportunity to host small music events, seasonal events like holiday fairs or ice skating, and summer splash pads for the kids. A mix of retail, office, hotel, and restaurant(s) surround and feed off the central space including the reuse of the silos. Architecturally, given the high visibility of the site, the additions are massed to create an appealing form and an aesthetic that is sympathetic to the silos and the context.

## DESTINATION:

- Central/Feature Courtyard Space: Open area for programs and flexible to accommodate year-round activities
- Class A Office Space: 40,000 sf
- 100 unit Boutique Hotel with Rooftop restaurant overlooking the Harley Museum Campus and the Downtown skyline.
- Special Exhibit Space: 5,500 sf
- Dealership Training / Dealership / Vendor Showcase: flexible 5,000 sf - 15,000 sf
- Retail: 20,000 sf
- New Parking Structure: 200-250 new spots.
- Extended RiverWalk
- Water Taxi to 3rd Ward and Summerfest

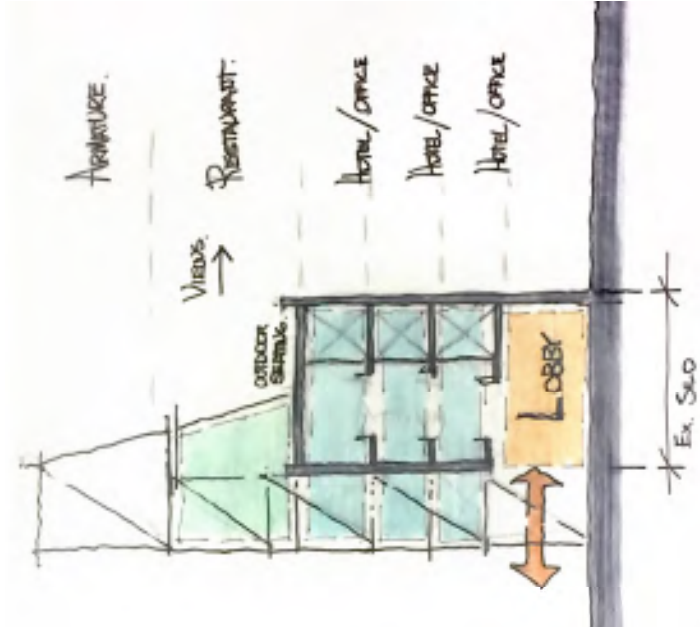
## COMMUNITY FEEDBACK SUMMARY

The charette participants were in favor of retaining the silos so they were glad the architects had the same preservation mindset. Several schemes were presented to the community, but they favored the courtyard scheme which allows for a variety of uses and a central public space facing the river.

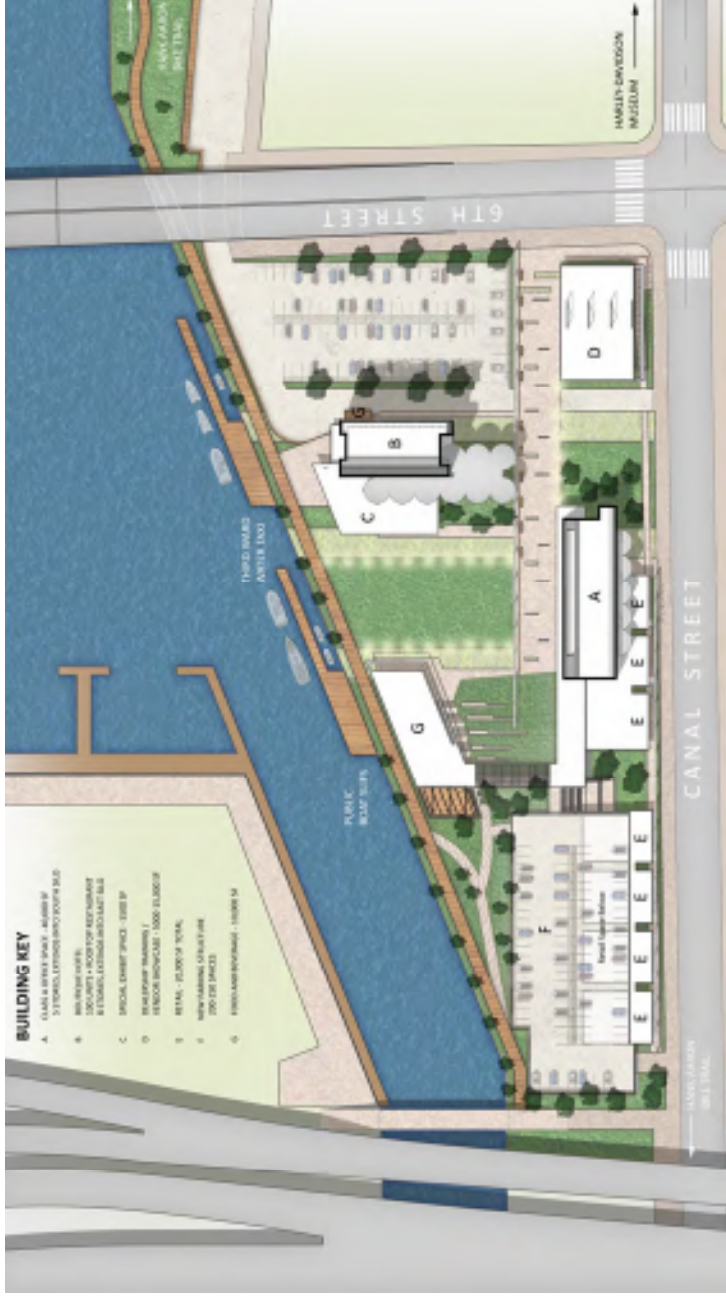
One concern was having enough parking to support the new development, support Harley-Davidson events, and impact on the site design. The parking is located at the west end, adjacent to the interstate, with retail wrapping the front to create an appealing street frontage on Canal.

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Concept section sketch



Site plan

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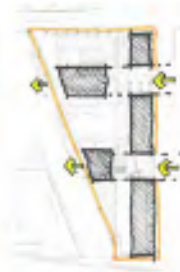
Site proposal: Engberg Anderson



## SITE STRATEGIES



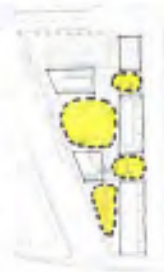
CREATE A STREET EDGE



ADDRESS THE RIVER



CONNECTING PATHWAYS



CREATE DESTINATION COURTYARDS

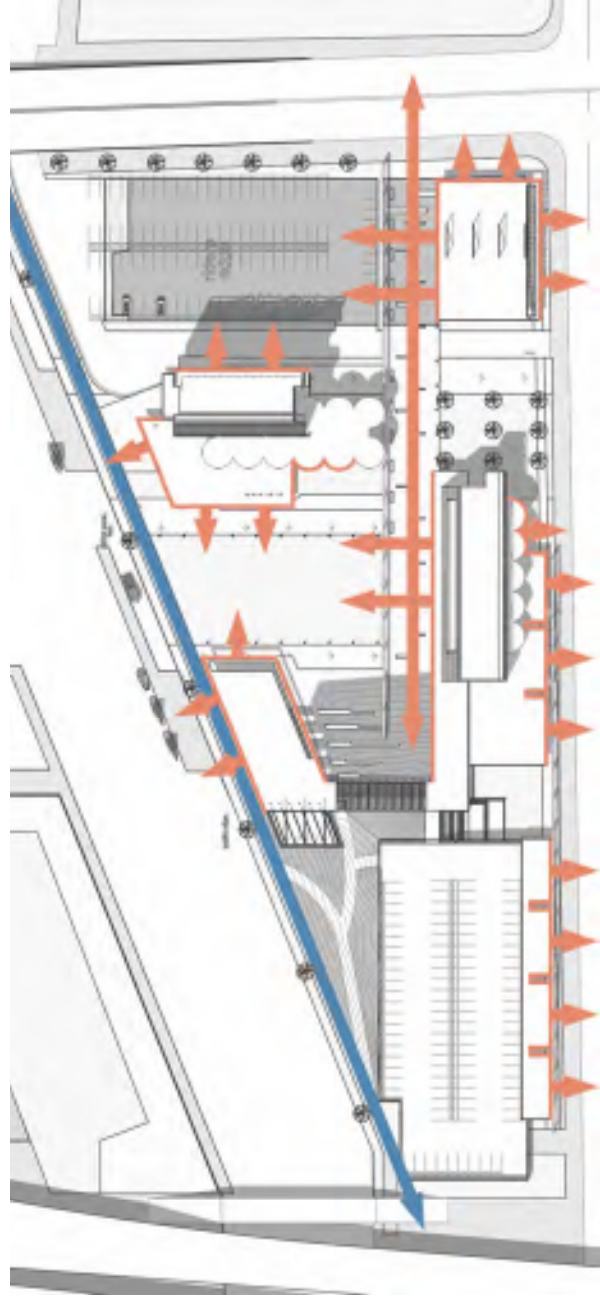


GREENWAY

Diagrams of site strategies



Diagrams of axes and destinations

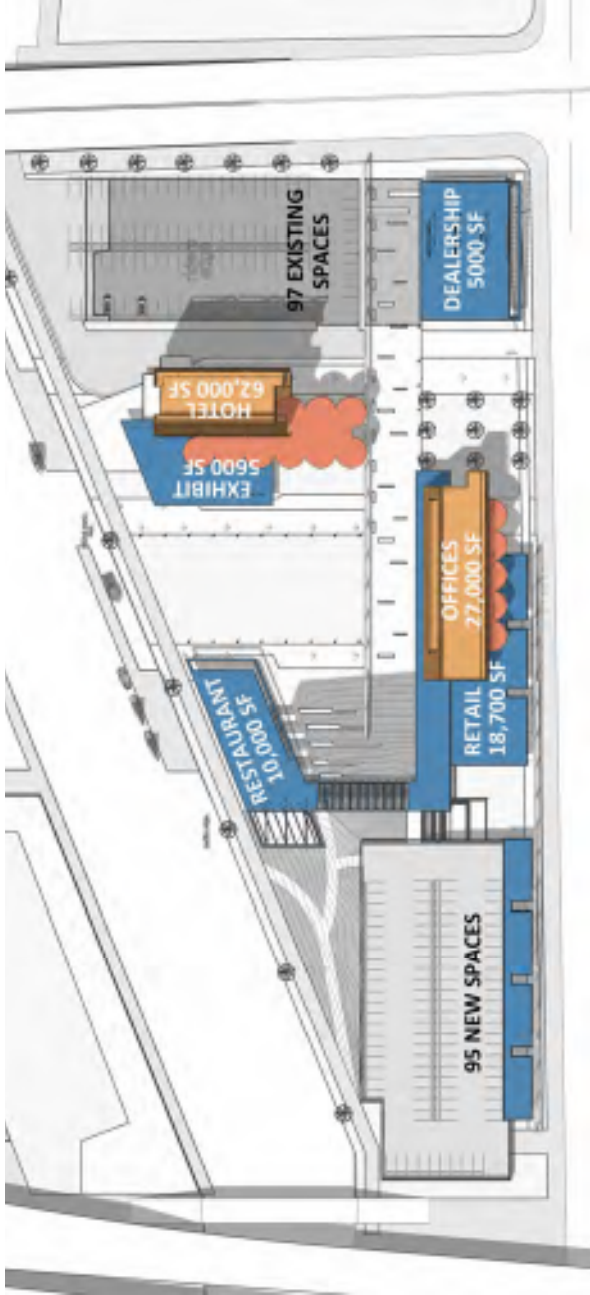
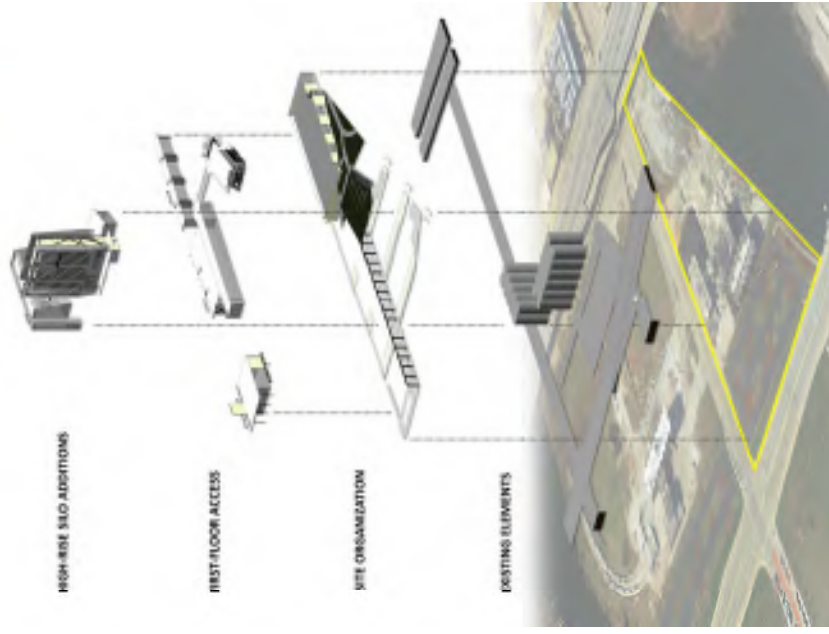


Diagrams of circulation

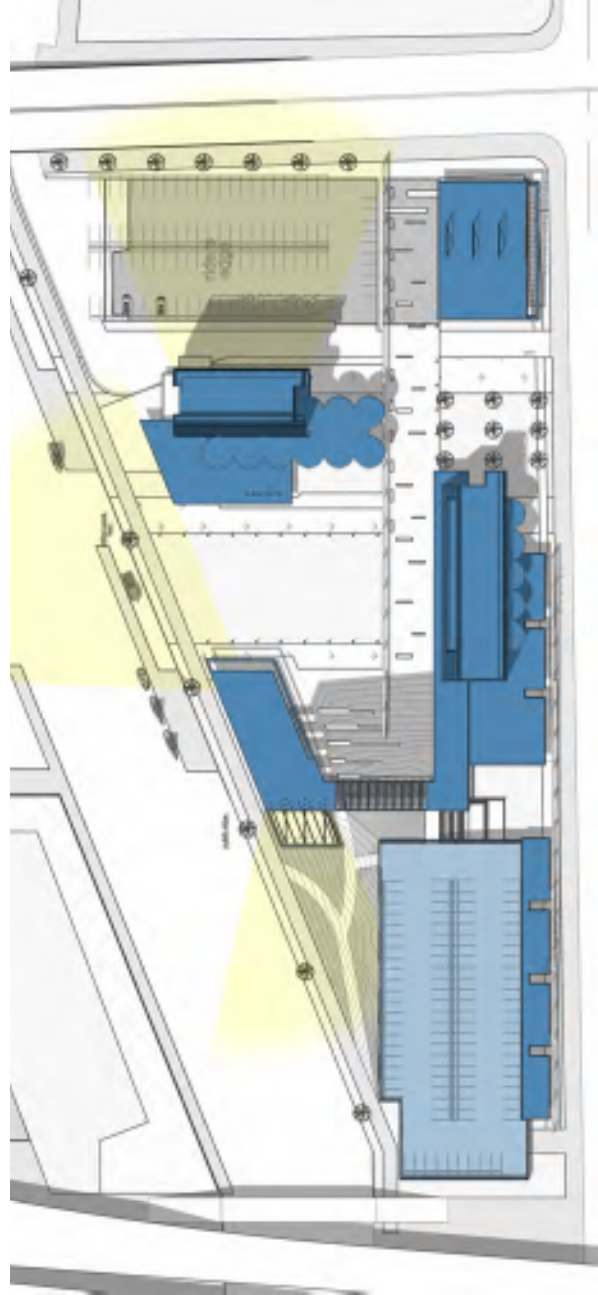
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DIAGRAM: EXPLODED AXON



Diagrams of program elements



Diagrams of views

Exploded assembly diagram



# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Aerial rendering of proposed riverwalk along new development

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Rendering of proposed riverwalk along new development

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Rendering from riverwalk of mixed use development

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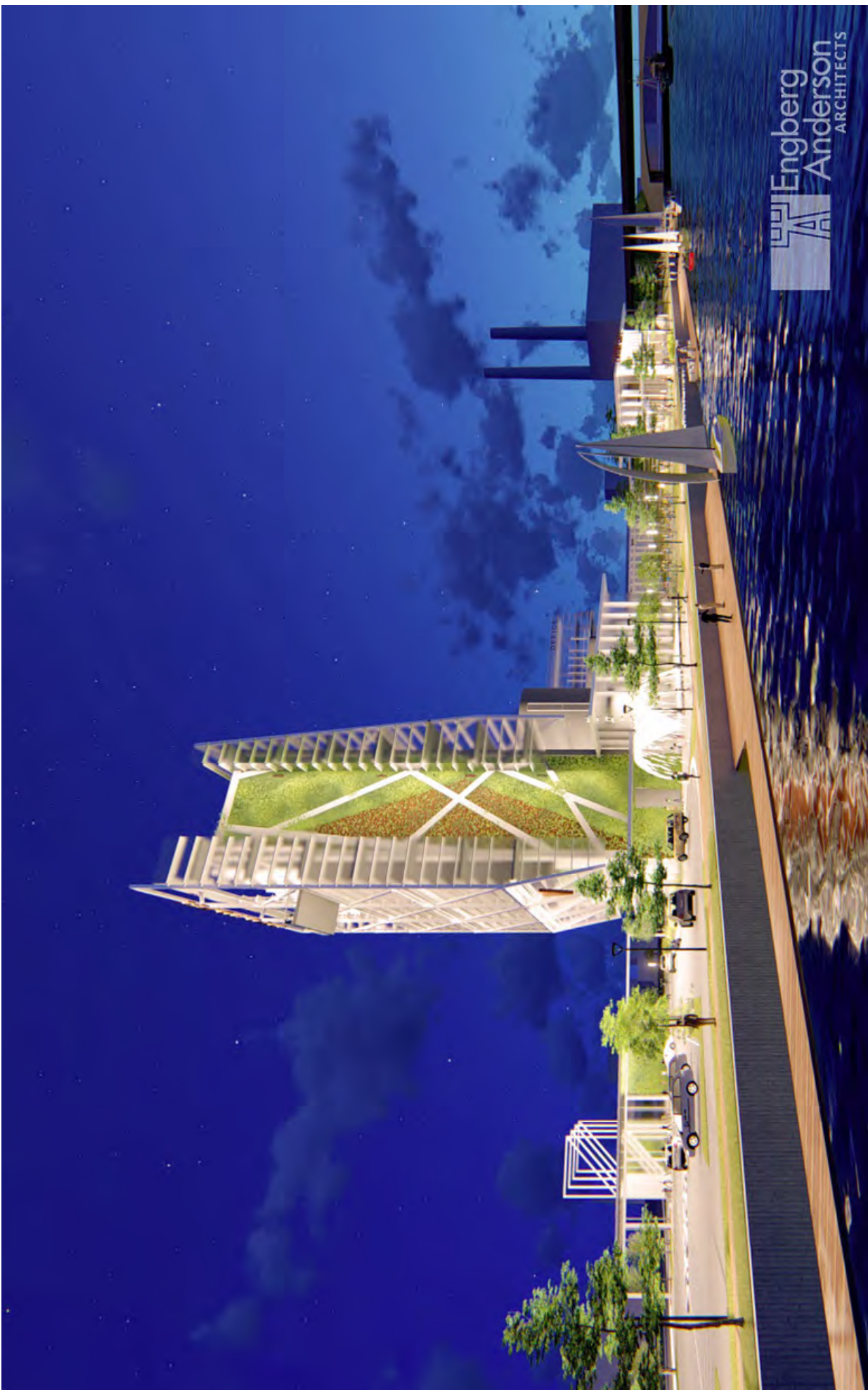


Engberg  
Anderson  
ARCHITECTS

Rendering of public plaza and retained silos

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Site proposal: Engberg Anderson



Night rendering of silo building addition

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Winter rendering of public plaza