

# VALLEY CHARETTE



*continuing the progress*  
**Winter 2018**



# Charette Participants

Community Design Solutions (CDS) facilitated a process of information gathering that culminated in a visioning charette for the Menomonee Valley. This process involved considering the various strategic action plans that investigate the exchange, creating infographics, researching site history, developing analytical maps, examining business diversity and needs, and conducting focus groups to gather input from various stakeholders including lenders, developers, City officials, agency leaders, and business owners. The information was disseminated to six teams of architects and each one was assigned to one of the opportunity sites.

The day long charette was held at UW-Milwaukee School of Architecture and Urban Planning in late January 2018. Through the day, teams generated ideas for the sites and then shared them with the larger stakeholder group to receive feedback. Following the initial input, the architectural teams refined their designs to reflect stakeholder input and provided illustrations for how the Menomonee Valley could be further developed.

The intent of the charette process is to explore and evaluate development ideas and possibilities. It is not intended to imply that the ideas are guaranteed by developers or the municipalities.

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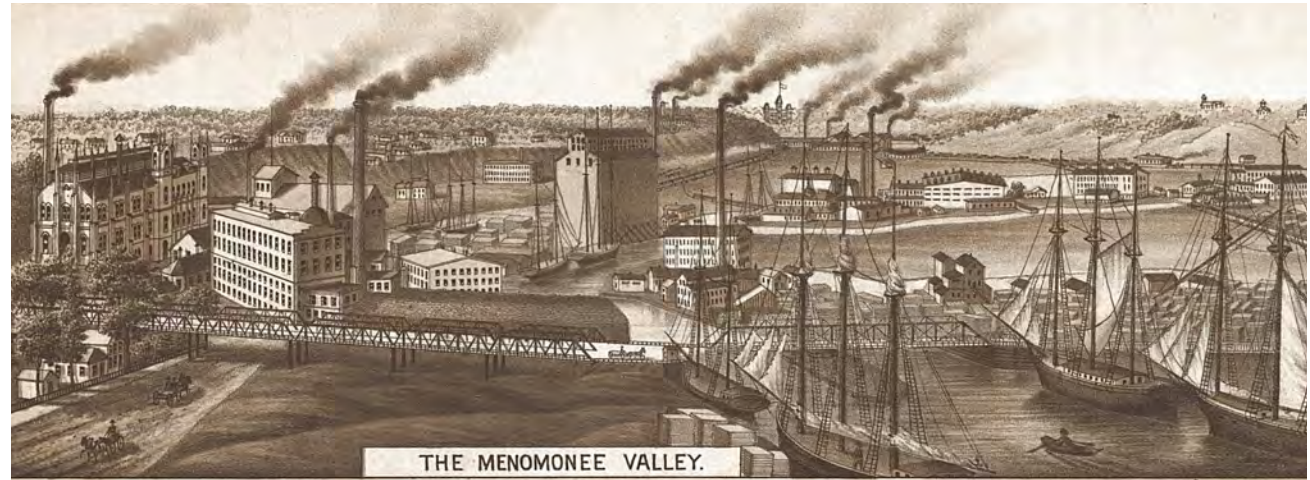
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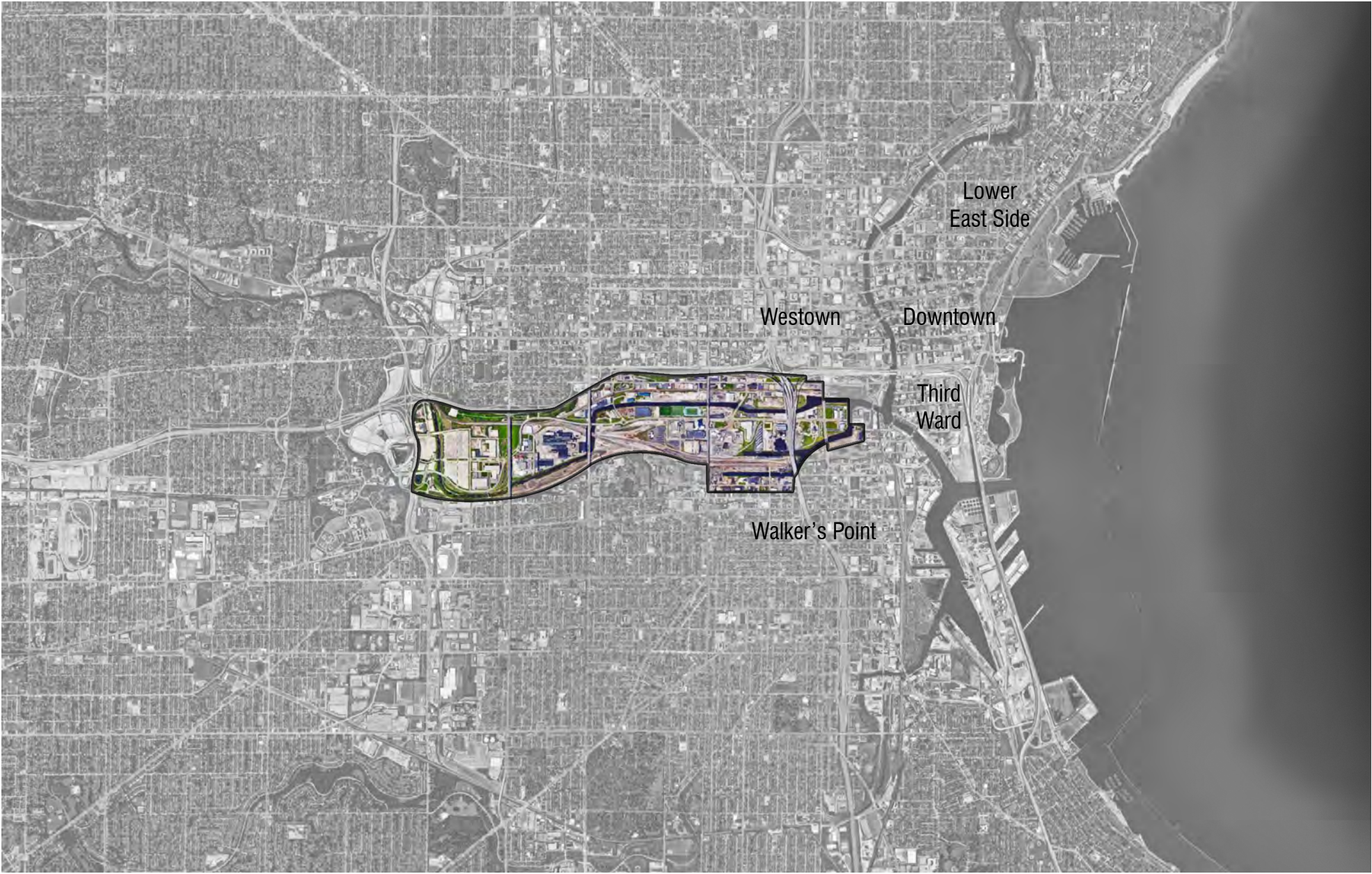


source: Milwaukee County Historical Society  
Historic aerial looking east across the valley



source: Library of Congress Geography and Map Division Washington, D.C.

# Regional Map



# Map of Sites



# Area History

## PRE-EUROPEAN SETTLEMENT

In 1875, the pioneer historian James Buck described the Valley as “a wild rice swamp, covered with water from two to six feet in depth; in fact an impassable marsh.” The Valley was far from impassable for Native American canoes. In fact, the Valley was a reliable storehouse of resources including various wetland plants used for making shelter and wild rice, fish and animals used for food. This incredible resource attracted Native American settlement to the area well before Europeans came to the area. The land adjoining the Valley was a favored location for the Potawatomi, Ojibwe, Odawa, Sauk, Fox and other tribes who settled in Milwaukee after 1600. French Canadians began to arrive in the 1600s, but Jacques Vieau is credited with being the first permanent European settler opening his trading post atop the bluff in today’s Mitchell Park in 1795.

## EARLY SETTLEMENT

The fur trade continued into the early 19th century under the leadership of Solomon Juneau. Overhunting, smallpox and alcohol drastically depleted both the supply of fur-bearing animals and the corps of hunters necessary to harvest them. Fortunately for Juneau, he began to trade land in place of fur capitalizing on western expansion. Most settlers arrived by boat and were welcomed by Milwaukee’s superb natural harbor, the best along Lake Michigan for miles. During this time, the Valley was seen as an in-town hunting and fishing preserve. These days were numbered since Byron Kilbourn in 1847 sought to lay railway through the Valley going out to the Mississippi. This connected Milwaukee to the growing agriculture outside of the city.



View looking west across the Valley source: [www.renewthevalley.org](http://www.renewthevalley.org)

# Area History



CMC Shop Site, circa 1990  
source: [www.renewthevalley.org](http://www.renewthevalley.org)

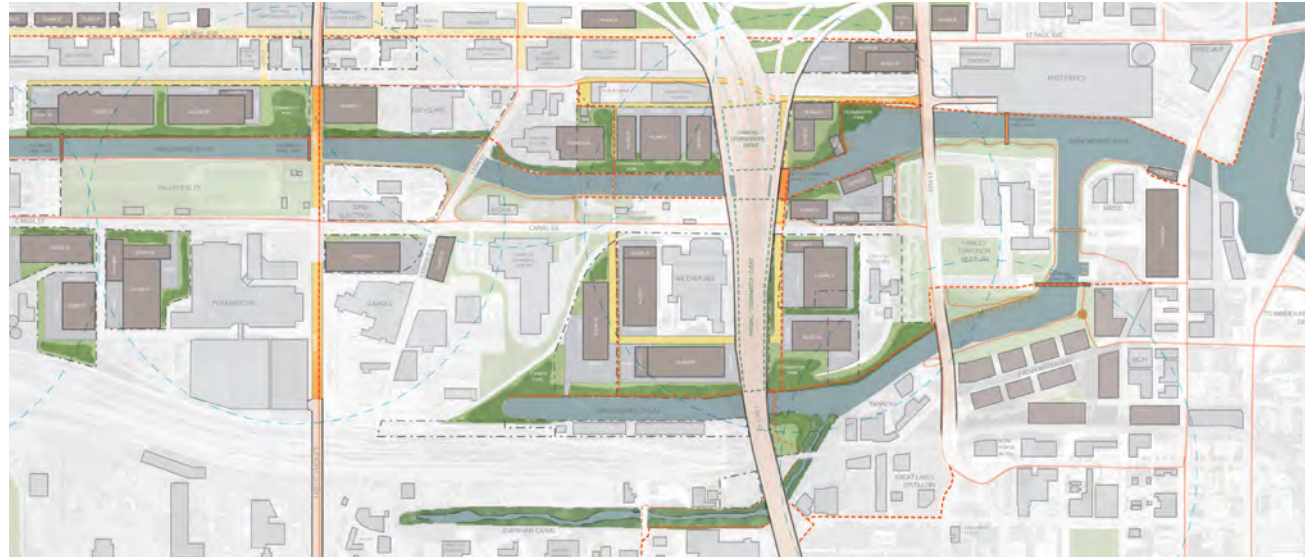
## LATE 19TH AND 20TH CENTURY

In 1848, Guido Pfister and Frederick Vogel opened a tannery on the south rim of the Valley that would eventually be the largest in America. Finally the decision was made to fill in the Valley completely. This spurred development of other processing industries such as flour mills, breweries, distilleries and packing plants in the Valley due to the access to rail connections and Lake Michigan. As industrialization hit Milwaukee, factories found a home in the Valley as well favoring the same rail connections and access to the lake. However, following WWII, the Valley lost its industrial momentum as ship and rail traffic lost ground to the motor vehicle. The opening of I-94 hastened factories' exits to the suburbs through the 60s and 70s. The Valley has slowly tried to regain its former stature ever since.



Marquette interchange circa 1968  
source: Milwaukee Public Library Digital Collection

# Menomonee Valley 2.0 Comprehensive Plan (2015)



source: Menomonee Valley 2.0 Comprehensive Plan

**SUMMARY:** “Elevate the Menomonee Valley into one of the most successful, innovative and recognized urban industrial centers in the U.S.”

According to the Menomonee Valley 2.0 Comprehensive Plan, the goal is to make the area more job dense, connected, accessible, sustainable, and visible. The means to make these things happen begin with 5 overall land use and design visions:

## Industry in the Valley

With an influx of manufacturing facilities, the Valley is a modern industrial district that becomes a hub for southeast Wisconsin. It is a labor force accessible, job dense region in the heart of Milwaukee that provides opportunities to nearby residents.

## Entertainment in the Valley

The Valley, which already brings in millions of annual visitors, is a destination for entertainment venues that are safe, walkable, attractive, and identifiable. New and existing businesses and neighborhoods unify to give an identity to the valley and make it an attraction.

## Greening the Valley

The Valley is one of the most environmentally conscious industrial districts in the country including innovative storm water run-off practices, riparian and water quality improvements, and finer grain layers of landscape design, integrated green spaces, and recreational trails connected with environmental education programs and activities available for Valley employees and local neighbors.

## Connecting the Valley

Completely integrated with its surrounding context, the Valley is easily accessible whether it be by train, truck, bus, car, bike, boat, or pedestrian traffic. Connections such as bridges are important in their form and function to maintain the Valley as a leader in cutting edge industrial redevelopment and design.

## Placemaking in the Valley

Based on the 4 prior visions, the Valley becomes a collection of successful uses that is a catalyst for further development to improve the quality of life in its surrounding neighborhoods and commercial districts.



To break these visions down even further, the Valley is separated into five smaller districts, each with their own land use recommendations.

### Valley West

Bounded by WI 175 / Miller Parkway on the west and the 27th Street Viaduct on the east, Valley West is the industrial anchor at the end of the Valley. Strategies and recommendations include:

- Improve pedestrian, bike, and car access to Canal Street
- Create bike and pedestrian connections along Canal Street
- Activate stormwater park with recreational programming

### Valley Center

The Valley Center is bounded by the 27th and 16th Street viaducts to the east and west, and the CP rail to the north and south. This area, while lacking in industrial uses, contains Potowatomi Hotel & Casino, Marquette Valley Fields, and several commercial uses. Strategies and recommendations include:

- Create recreational uses along the riverfront
- Improved multi-modal connections between the Valley and adjacent neighborhoods



source: Menomonee Valley 2.0 Comprehensive Plan

### East Gateway

The East Gateway is the peninsula between the 16th Street Viaduct and the split of the Menomonee River. It can become an urban food and beverage (FaB) manufacturing cluster that has waterfront access. Strategies and recommendations include:

- New pedestrian connection over the canal from the Harley-Davidson Museum to the Reed Street Yards
- FaB will combine industry with entertainment by offering front-of-factory product retail
- Parking and storm water management can occur underneath the Marquette interchange

### St. Paul Avenue Corridor

Filled with a mix of industrial and commercial uses, St. Paul is the most direct connection to downtown, the Third Ward, and the Intermodal station. Creating a designer showroom corridor will create a unique destination and attract visitors to the Valley. Strategies and recommendations include:

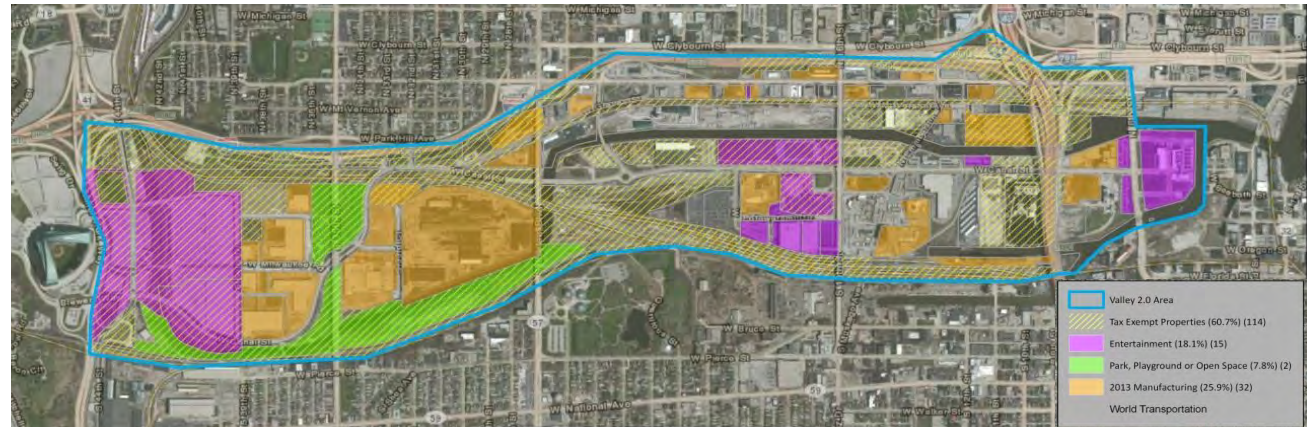
- Establish a showroom brand and identity
- Manufacturing and showroom space can compliment the Third Ward retail
- Parking and stormwater management can occur underneath the Marquette interchange

### Bruce & Pierce Industrial District

Located between the Clarke Square neighborhood and Walker's Point, this manufacturing district employs hundreds of local residents. Preserving this feel and building on it is vital to maintain the overall identity of the Valley. Strategies and recommendations include:

- New development should be industrial or FaB
- Create pedestrian and bike linkages to and from the district
- Maintain and grow local industrial employment

# Menomonee Valley 2.0 Market Study (2014)



source: Menomonee Valley 2.0 Market Study

## SUMMARY: Manufacturing in the Valley is key to the southeastern Wisconsin economy whether it be through foundries, food, machine, or chemical manufacturing.

- Since the 2008 recession, most driver sectors have recovered in terms of output and have shown sustained productivity growth
- Only food production has added employees since 2008, all other sectors shed employment
- Employment growth in entertainment has outpaced manufacturing, but this sector represents a smaller share of total employment in the region

## Industry and Labor Analysis

- 37 of 41 driver industry sectors in southeast Wisconsin are manufacturing
- Since 2010 manufacturing employment has seen slow but steady growth, but is still below pre-recession levels

- Entertainment jobs have recovered completely while manufacturing has recovered only 32% of the jobs lost between 2006 and 2010
- Valley workers employed in goods-producing industries tend to live in the area immediately south of the Valley

## Policy Implications of the Industry and Labor Analysis

- Manufacturing is likely to continue to provide well-paying jobs for the foreseeable future
- Entertainment jobs tend to be lower paying than manufacturing jobs
- Allow a mix of uses that activates the Valley for longer periods of the day and on weekends while supporting local businesses
- Food production is an industrial anchor in the Valley and should be maintained and grown to increase employment

## Land Use Analysis Policy Implications

- The center of the Valley, along Canal Street between 35th Street and the Marquette Interchange, appears to be the area most suitable for redevelopment with manufacturing uses
- Reduce the size of privately held tax-exempt properties
- Entertainment and manufacturing uses should be able to coexist, not fight one another in terms of goods movement, clean operations, and traffic congestion
- Space should be preserved for an additional stormwater management facility in the center of the Valley
- New housing is NOT supported along St. Paul Avenue near Marquette
- Pierce and Bruce Street should be maintained as an industrial district

# Sustainable Design Guidelines for the Menomonee River Valley

## SITE DESIGN

**PURPOSE:** Promote adaptive reuse of Valley lands that recognizes the ecological context, river influence, existing landmarks, building stock and industrial heritage, and improve existing infrastructure.

Sustainable site design should address water quality, quantity, and floodplain issues, native species, open space that provides recreation, wildlife habitat, cultural and neighborhood connections; and alternative transportation, lighting and parking design.

### Site Analysis & Planning

- Maintain a ratio of total gross floor area to the total lot area of no less than 33% for initial site build-out
- Along the primary street, build to street-fronting property lines. If not feasible the setback should not be more than 10 feet

### Stormwater Management

- Connect to the regional stormwater area or coordinate with neighboring parcels to create a regional stormwater management system across property lines
- If the above is not feasible, available stormwater shall be captured on-site and use alternate forms of on-site stormwater management (e.g. bioswales, cisterns, green roofs, pervious pavement)

### Natural Landscape

- Select native plants and trees tolerant of extended dry periods and heavy summer rains
- Use captured rainwater as a first source for



source: Milwaukee comprehensive plan menomonee valley 2.0

irrigation to reduce the amount of potable water for irrigation

### Parking and Transportation

- Encourage transportation alternatives for employees and visitors
- Parking should be located on the side and/or rear of the building with visual screening

### Site Lighting

- Use high efficiency LED lighting

## BUILDING DESIGN AND ENERGY USE

**PURPOSE:** Generate operating cost savings by designing for energy efficiency

Building design should address energy efficiency, daylighting techniques, building commissioning, improved systems controllability and improved aesthetics.

### Building Design

- Use canopies and landscaping at pedestrian areas of the building

- Design principal facades and obvious entrances parallel to the street edge
- Screen or locate roof-top mechanical equipment so it is not visible from the street and trails

## MATERIALS AND RESOURCES

**PURPOSE:** Reduce impact on natural resources as well as reduce costs, increase performance and improve aesthetics and the working environment.

Selection of building materials and resources should involve consideration of available and renewable natural resources in addition to more traditional criteria such as cost, durability, performance, and aesthetics.

### Exterior and Interior Materials

- Use materials with low life cycle costs, high-recycled content and low toxicity to reduce environmental impact

### Water Conservation

- Off-the-shelf technologies can significantly reduce water consumption and associated costs

# Valley Facts



Total  
Investment

10  
Million

Visitors Annually



Acres of Native  
Landscape



Companies Moved to  
the Valley

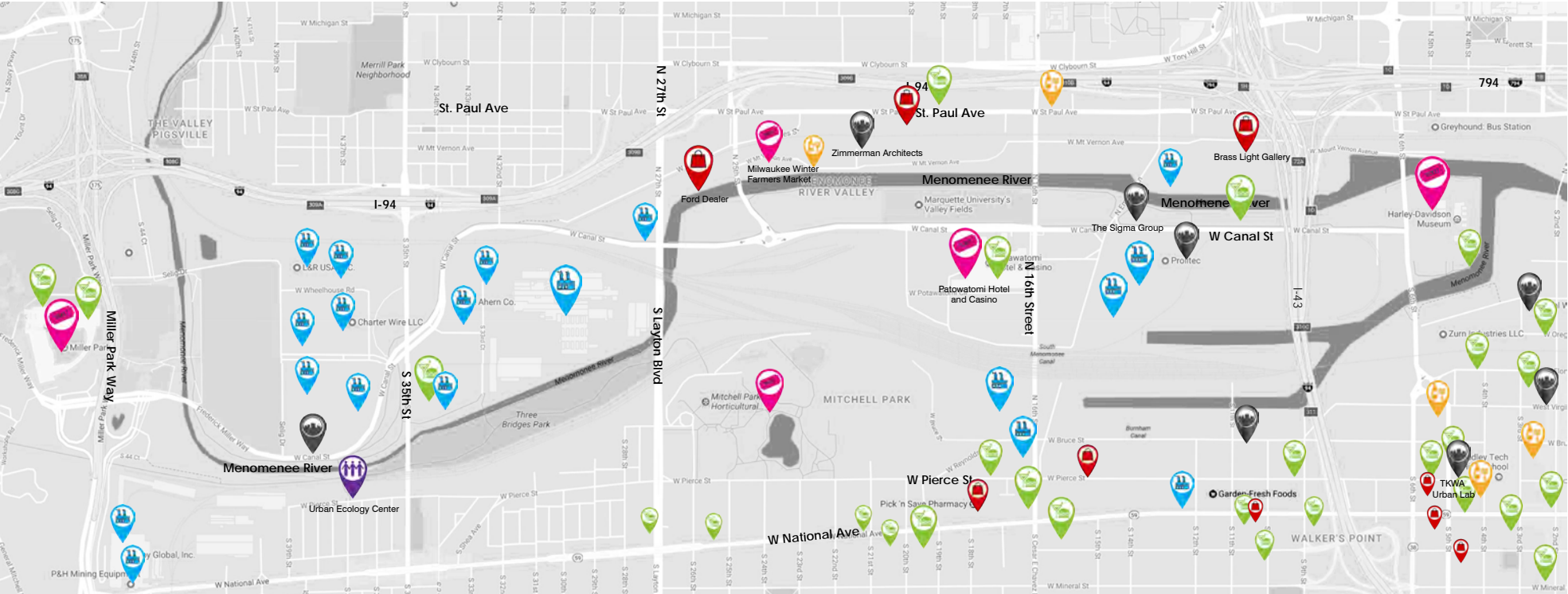


Miles of Trails



Jobs Created

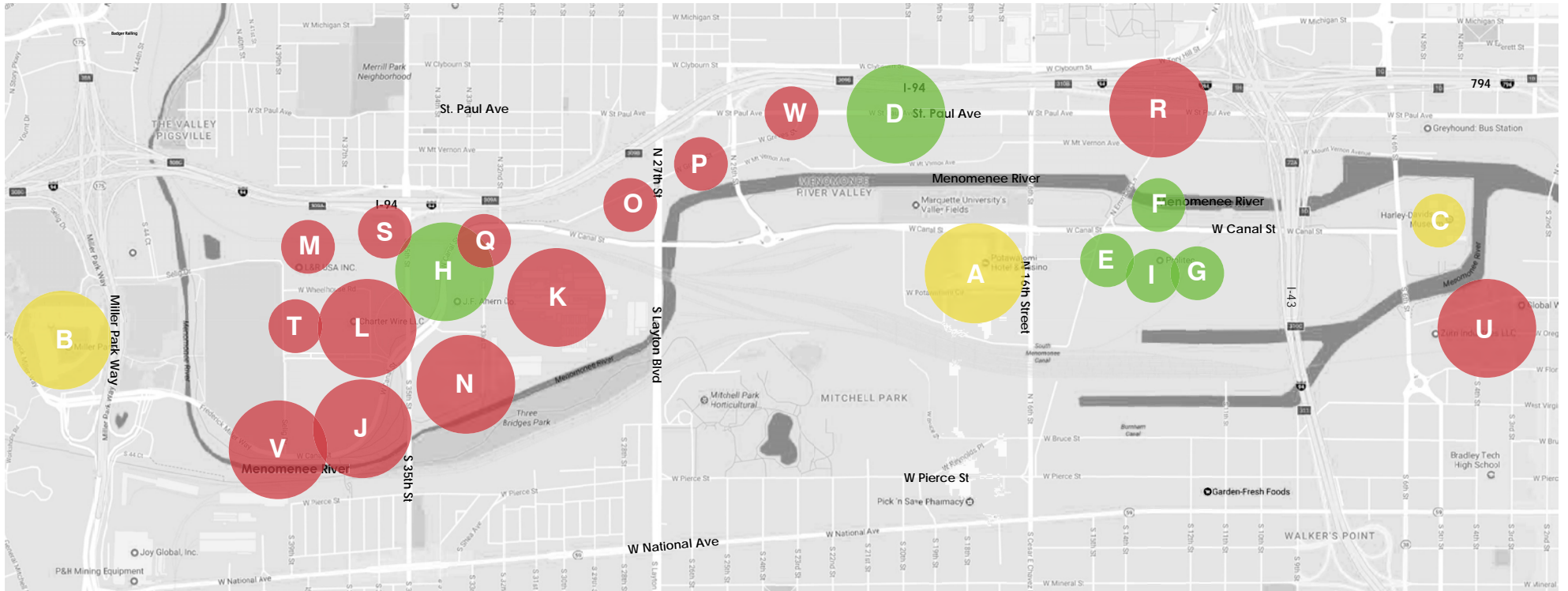
# Business Diversity



-  Food and Bar
-  Brewery
-  Entertainment
-  Office/ Services
-  Retail
-  Industry/ Manufacturing
-  Community Center

source: Google.com

# Major Employers



## Entertainment

- A** Potawatomi Hotel & Casino
- B** Miller Park
- C** Harley-Davidson Museum

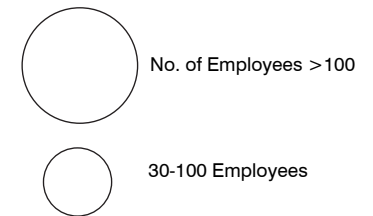
## Commercial and Professional Services

- D** Zimmerman Architectural Studio
- E** Splat
- F** The Sigma Group
- G** Proven Direct
- H** JF Ahern
- I** Stamm Technologies and Milsco

## Industrial and Manufacturer

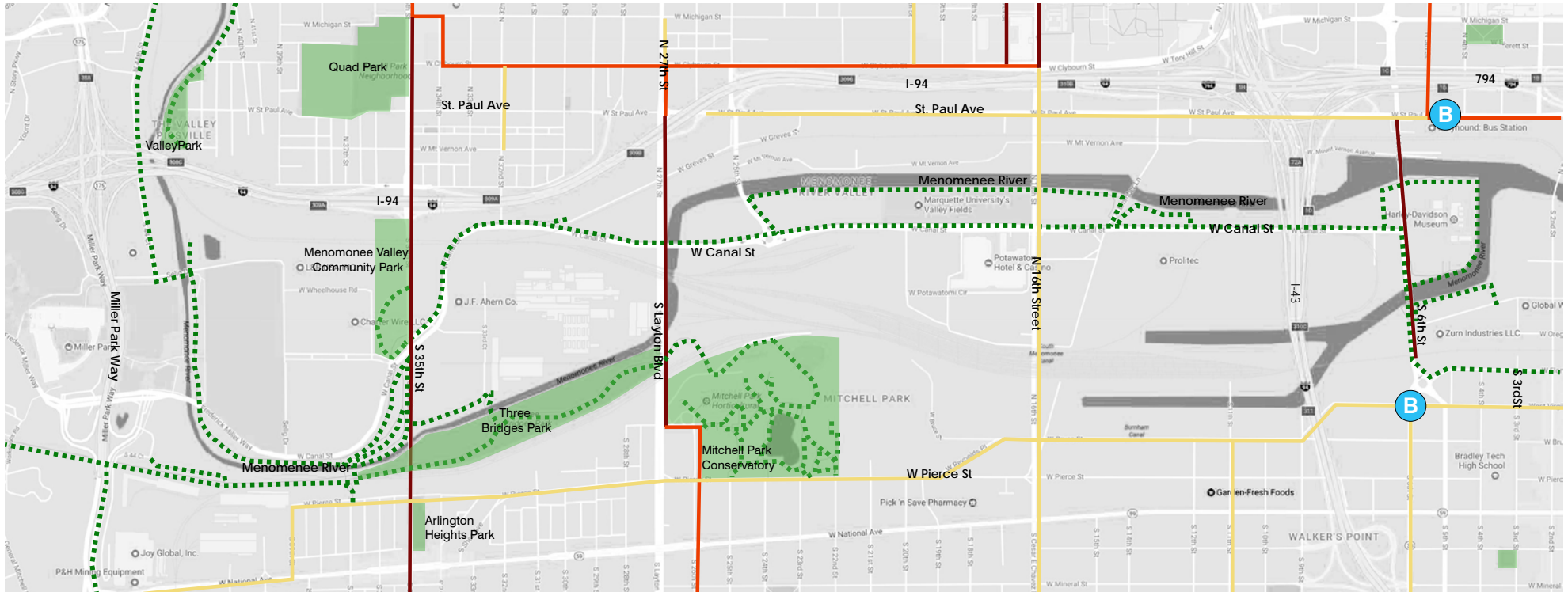
- J** Ingeteam Inc.
- K** Rexnord Gear
- L** Charter Wire LLC
- M** Lohmann & Rauscher, Inc.
- N** Palermo's Pizza Food Manufacturer
- O** Thiele Tanning Co
- P** D. R. Diedrich & Co., Ltd.
- Q** Rishi Tea
- R** Materion Advanced Chemicals
- S** Taylor Dynamometer

- T** Badger Railing
- U** Zurn
- V** Derse
- W** J M Brennan, Inc.



source: Employer's websites, Menomonee Valley Partners, Google.com

# Trails and Parks

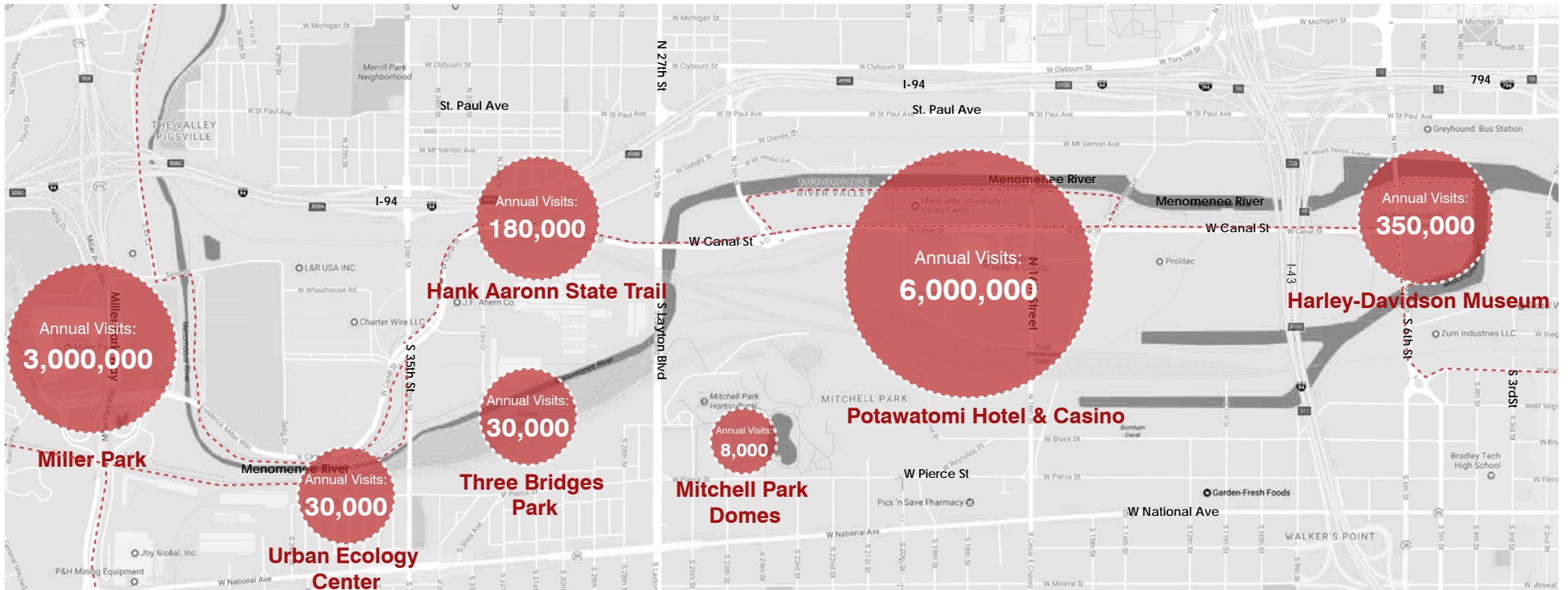


## Bikeways and Trails

- ⋯ Trail Systems
- Bike Lane
- Bike Routes
- Preferred Streets for Biking
- Parks
- B Bubl Bike Station

source: City of Milwaukee

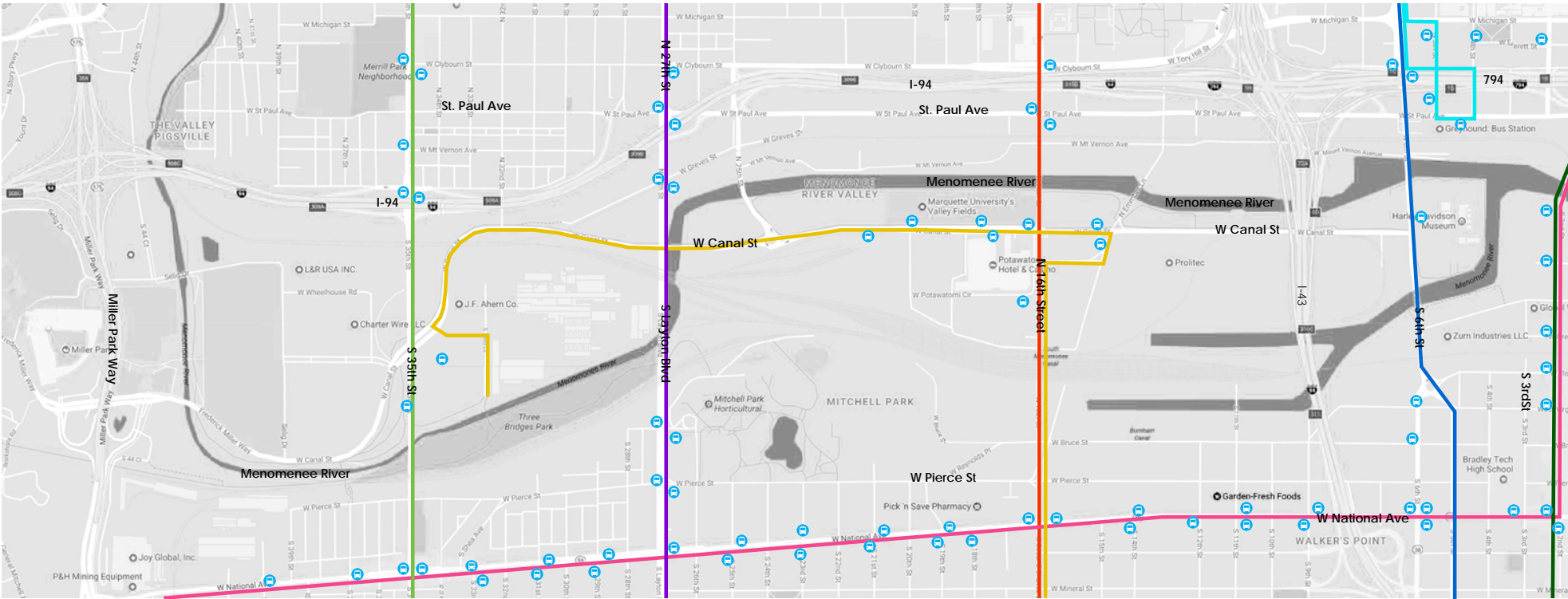
# Visitor Destinations



source: Milwaukee DCD, Menomonee Valley 2.0 Comprehensive Plan



# Public Transportation



## Bus Routes

- #19 MLK - S. 13th & S. 20th
- #17 Canal Street
- #14 Humboldt - Forest Home
- #35 35th Street
- #12 Teutonia - Hampton
- #27 27th Street
- #23 Fond du Lac - National
- #80 6th Street

source: Wisconsin Department of Transportation

# Traffic Count



source: Wisconsin Department of Transportation

# Area Investment



## \$ 400K - 5 MILLION

- 1 Prolitec
- 2 JM Brennan
- 3 Badger Railing
- 4 Caleffi Hydronic Solutions
- 5 Marquette fields dome
- 6 Taylor Dynamometer

## \$ 5 - 15 MILLION

- 1 Solaris/L&R
- 2 Rishi Tea
- 3 Sigma Group
- 4 JF Ahern
- 5 Derse

## \$ 15 - 25 MILLION

- 1 Ingeteam
- 2 Proven Direct
- 3 Falk Corp.
- 4 Charter Wire

## \$ 25 - 100 MILLION

- 1 Palermo
- 2 Harley-Davidson Museum

## \$ 100+ MILLION

- 3 Potawatomi Hotel and Casino

# Precedent: Retail/Service

San Francisco, California



Exterior view

## BOUDIN BAKERY

Design/BuildLAB

- Neighborhood destination and local amenity
- Views of production from the street
- Interaction with the storefront is a free experience
- Boudin produces at this facility and transports to smaller bakeries
- Larger bread factory replacing original building



watching Sourdough getting made



prepping the dough



showcasing a crab shaped loaf of bread

# Precedent: Adaptive Re-use Gallery

Sydney, Australia



exterior view



exterior view of the building



standing in entrance looking into the exhibition space

## ANNA SCHWARTZ GALLERY

Tonkin Zulaikha Greer architects

- Utilizes existing building frame
- Skylights provide ample lighting for exhibition space
- Celebrates post-industrial aesthetics
- Program divided in three components; entrance space, exhibition space, and storage



exterior signage

# Precedent: Food Industry

Milwaukee, Wisconsin



exterior view with signage



dominant Facade addressing the community



throwing dough during tour

## PALERMO'S PIZZA

Excel Architects-Engineers-Surveyors

- Major employer
- Engaging facade masks industrial shed
- Tours occur simultaneously with production, allowing community engagement
- Incorporates multiple levels of the food making process



public patio looking over valley

# Precedent: Food Industry

Abbotsford, WI



Exterior view of dominant facade

## ABBYLAND DISTRIBUTION CENTER Excel Architects-Engineers-Surveyors

- Prominent entry feature
- 80,000 sq. ft. distribution center
- Loading dock acts as an architectural element
- Includes employee welfare areas, office space, conference room, dryer storage, freezer, cooler processing and shipping docks.



interior view of storage space



interior view of conference room



exterior view of the loading dock

# Precedent: Iconic Object

Allen, Texas



exterior view

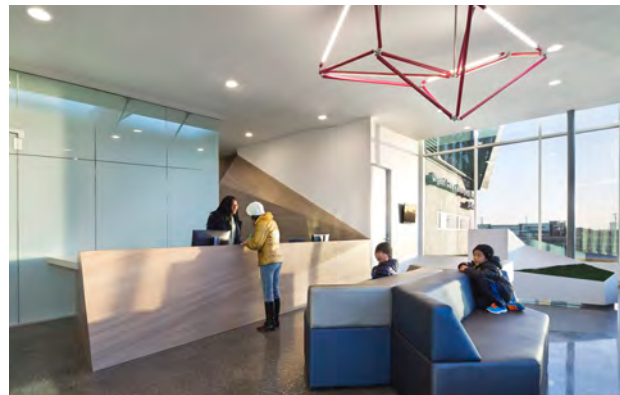
## LEGACY ER

Design/BuildLAB

- Designed to be perceived as a distinct object
- Gradient perforated panels were mapped onto the exterior surfaces to allow for diffusive lighting and passive solar shading
- Utilizes skylights



showcasing the unique form



view of the Lobby



showcasing the unique form



# Precedent: Product Development

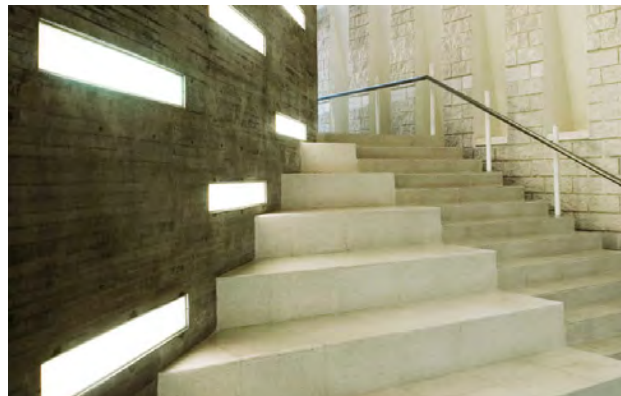
Monterrey, Mexico



exterior view of laboratory entrance



view of exterior patio



lighted stairway and seating area

## WHIRLPOOL PRODUCT DEVELOPMENT LABORATORY

Flad Architects

- Visual connections from exterior
- Lighting is an important architectural feature
- Capitalizes on natural light
- Situated for high solar impact
- Work spaces promote staff interaction, collaboration, and innovation



exterior glazed facade

# Precedent: Food Production

Chicago, IL



aerial rendering of future facility

## THE HATCHERY CHICAGO

- Expected completion in 2018
- Space for 75-100 food industry entrepreneurs in a 67,000 sq ft facility
- 56 food-grade production spaces
- Cold and dry storage with loading docks
- Training, coaching, and industry-specific support for entrepreneurs



view of a cooking demonstration



view of multi-tenant kitchen workspace



view of outdoor plaza

# Precedent: Destination Restaurant

Chicago, IL



exterior view of unique paint pattern

## FULTON MARKET KITCHEN

- Weekly exhibition by local artist
- Interior is full of murals and art installations
- Memorable destination
- Eye-catching building
- Community events
- Furniture and decor are unique elements



view of seating area and wall murals



art gallery hosted by the fulton market kitchen



view of lounge

# Precedent: Covered Street Scape

Toronto, Canada



showcasing programmatic versatility of underpass park

## UNDERPASS PARK

Ken Greenberg, Marc Ryan, and Adam Nicklin

- Covered streetscape
- Connects varying uses
- Noise and air pollution levels are lower below raised roads



conceptual rendering



accessible recreational areas



variety of interactive elements

# Precedent: Underpass Installations

San Jose, CA / San Antonio, TX



## LED HALOS

Niantic Labs

- Interactive artwork utilizing light and paint to define a major gateway
- Patterns are activated by pedestrians and bicyclists moving through the space - setting off pre-programmed sequences.
- Creates a safe and inviting night time environment



## F.I.S.H

Donald Lipski

- Glowing fish are a beacon from blocks away
- Adds color to a once neglected downtown area
- Strengthens the identity of the San Antonio river walk



## TECHNICOLOR INSTALLATION

Bill Fitzgibbon

- Illuminates the connection between San Antonio's Convention Center and shopping
- Encourages visitors to cross under the highway
- Creates a safer night environment

# Precedent: Applicable Parks

Milwaukee, WI / Hopkins, MN



## BOOTH ST STAIR

Vetter Denk

- Simple architectural elements as art
- Unconventional solution pedestrian stairs
- Creates an icon for the area



## SWING PARK

La Dallman

- Overhead coverage allows the park to be utilized no matter the weather
- Gives new life to a disregarded portion of Brady Street
- Furthers experiential quality of the new pedestrian circulation created by the marsupial bridge



## OVERPASS SKATE PARK

City of Hopkins

- Unique skating experience
- Overpass allows the skate park to be used regardless of weather

# Precedent: Menomonee Valley

Milwaukee, WI



## DERSE INC.

- Prominent entry feature
- Large amount of warehouse space
- No windowless facades
- Modern architecture
- Nice inviting landscape features
- Linear surface parking
- Service hidden in the back

## J. F. AHERN CO.

- Prominent entry feature
- Large amount of warehouse space
- No windowless facades
- Building and land signage
- Great lighting (interior + exterior)
- Landscape features and spaces for employees
- Ample surface parking
- Service hidden/blocked off in the back

## INGETEAM INC.

- Modern building
- Large amount of warehouse space
- No windowless facades
- Landscape features
- Surface parking
- Service hidden in the back

# Focus Group Feedback

Menomonee Valley Partners(MVP), Developers, Food and Beverage (FaB), Property Owners

## MVP: KEY TAKE-AWAYS

- New development should be eye-catching from the interstate
- St. Paul businesses should showcase what they make
- Intersection of St. Paul and 25th - 27th needs to be addressed
- Office or manufacturing use on site 2
- Boat slips with a retail and FaB component on site 3
- Riverwalk throughout
- New development should capitalize on steam energy
- Opportunity to make products in back of house and sell it in front

## DEVELOPERS: KEY TAKE-AWAYS

- Bus service is needed along St. Paul
- Ability to see what is being made is key
- St. Paul wants to be a walkable street that is retail and showroom focused
- Better lighting at night along St. Paul
- Office market is limited for the region
- Entertainment uses desired
- Silos could be used for advertising on site 4
- Some industrial uses are appropriate on sites 5 and 6
- Large footprint buildings with the ability to subdivide

## FOOD AND BEVERAGE: KEY TAKE-AWAYS

- St. Paul as a showroom district
- Activate DOT facility -- dog park or food trucks to bring people
- Feed kitchens could be considered with a production facility
- Commercial kitchens alone are difficult to sustain
- Entertainment paired with a make/sell use would benefit one another
- New development should capitalize on steam energy
- Steam power is convenient, but will not offset other costs
- Limited night traffic on Canal can limit retail uses
- Concern of pigeons, snow, and salt if parking is located under the interstate
- All sites should be new construction

## PROPERTY OWNERS: KEY TAKE-AWAYS

- Currently no pedestrian connection from St. Paul to north of the interstate
- St. Paul should be walkable and bikeable
- Streetscape enhancements are desired
- Projecting signage on buildings
- Top Golf or recreation facility to attract visitors
- Restaurants desired
- Pedestrian bridge connection over the river to the Valley Fields
- Contemporary art museum could create a destination
- Possibility for a Harley dealership or museum expansion on site 4
- Outdoor recreation focus along riverfront







# Opportunity Sites



Site assignments and suggested program



## SITE ASSIGNMENTS & SUGGESTED PROGRAM

SITE	ARCHITECT	PROGRAM
1	Quorum Architects 	<ul style="list-style-type: none"> <li>Streetscaping, narrowing</li> <li>Lighting along the street</li> <li>Gallery/Showroom identity</li> <li>Placemaking at 25th St. and 16th St. stairs</li> <li>Temporary uses on DOT lot</li> </ul>
2	Zimmerman 	<ul style="list-style-type: none"> <li>Riverwalk</li> <li>Street access from Mt. Vernon</li> <li>Office or light manufacturing</li> <li>Furniture gallery in addition to light mfg.</li> </ul>

SITE	ARCHITECT	PROGRAM
3	HGA 	<ul style="list-style-type: none"> <li>Riverwalk and slips</li> <li>Destination retail or entertainment Eastern Portion</li> <li>Mixed use office, light mfg., entertainment Western Portion</li> <li>FaB with retail</li> </ul>
4	Engberg Anderson 	<ul style="list-style-type: none"> <li>Catalytic gateway use</li> <li>FaB with retail</li> <li>Harley Davidson relationship</li> <li>Light mfg. and/or office</li> <li>Riverwalk and slips</li> </ul>

SITE	ARCHITECT	PROGRAM
5	Korb and Associates 	<ul style="list-style-type: none"> <li>Steam use for facilities Eastern Portion</li> <li>FaB with retail</li> <li>Manufacturing Western Portion</li> <li>River overlook</li> </ul>
6	Uihlein Wilson Ramlow Stein 	<ul style="list-style-type: none"> <li>Adaptive reuse or new construction</li> <li>Riverwalk and outlook</li> <li>FaB with retail</li> <li>Bar/restaurant</li> <li>Office</li> </ul>

# Charette

Architects, Business Leaders, Developers, Property Owners, City Staff



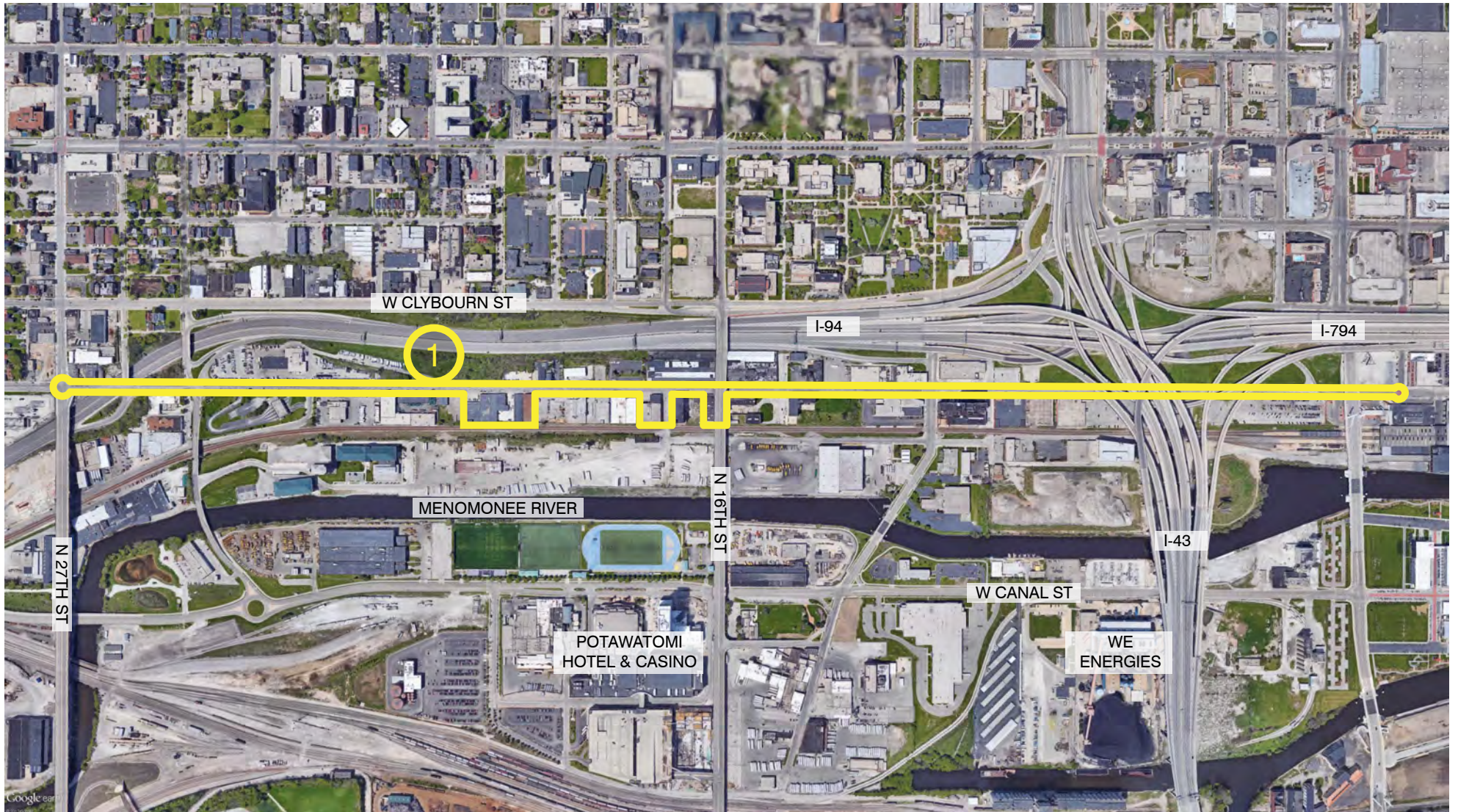
# Charette

Architects, Business Leaders, Developers, Property Owners, City Staff



# Site 1: St. Paul Avenue Corridor

Satellite view



**129,243 SF**  
**(2.96 acres)**

# Site 1: St. Paul Avenue Corridor

Birds eye view



Looking east - gateway



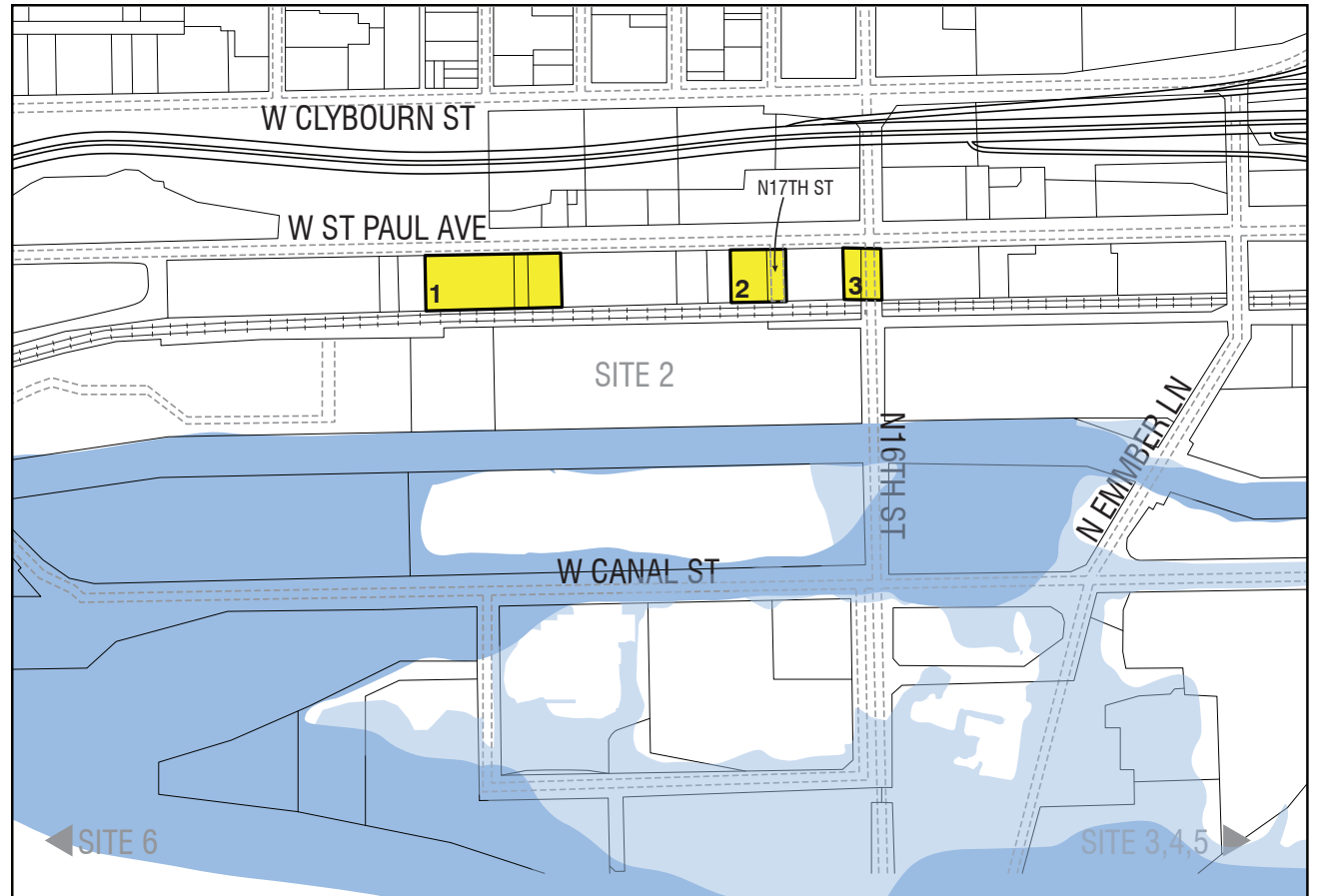
Aerial of the dead end 17th Street



Aerial of BBC buildings along St. Paul

# Site 1: St. Paul Avenue Corridor

Site details



LOT	OWNER	ZONING	ADDRESS	LOT SQUARE FEET
1	BBC	IC	2015-1907 W ST PAUL AVE	92,068
2	STONE PROPERTIES LLC	IC	1701 W ST PAUL AVE	24,370
3	CREAM CITY YARDS LLC	IC	1601-1539 W ST PAUL AVE	12,805
				<b>129,243 (2.96 acres)</b>

# Site 1: St. Paul Avenue Corridor

## Site summary



Connection from St. Paul to 16th Street, 1601-1539 W St. Paul Ave.



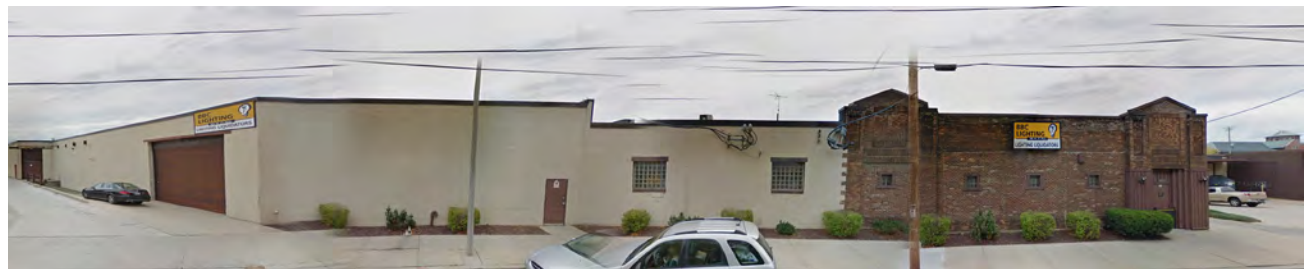
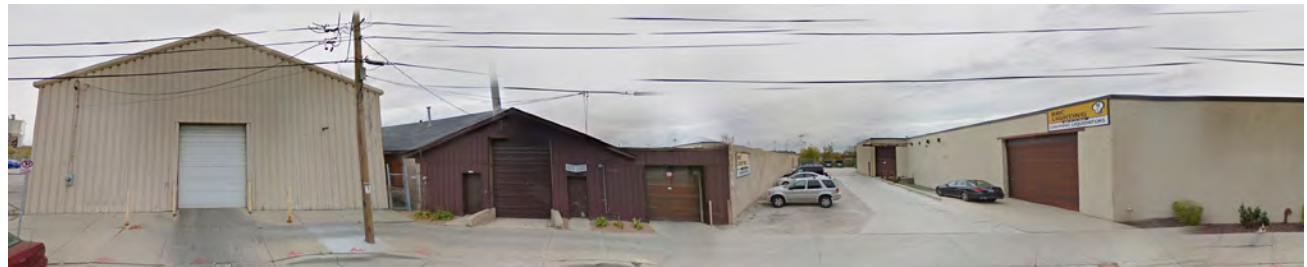
View looking at the dead end of 17th Street, 1701 W St. Paul Ave.

### SITE SUMMARY

St. Paul Avenue and Canal Street are the only two roads that pass through the entire valley. Traveling down St. Paul today there is a disconnect between businesses due to vacant buildings and open lots scattered throughout the corridor. Most buildings are either brick or metal clad with little fenestrations or street appeal. Improving these facades and connecting St. Paul vertically to 16th Street are areas to focus on.

### DEVELOPMENT IDEAS: STREETSCAPE, PLACEMAKING, + FACADE ENHANCEMENTS

- Streetscaping, narrowing
- Lighting along the street
- Gallery/Showroom identity
- Placemaking at 25th St. and 16th St. stairs
- Temporary uses on DOT lot



Elevation of 1907 - 2015 W St. Paul Ave.

# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects

## PROPOSAL: STREETSAPING, SHOWROOMS, AND GREENING

Connecting the Valley is one of the goals laid out in the Menomonee Valley 2.0 Comprehensive Plan. The western gateway to the Valley occurs at the top of the hill at St. Paul Avenue and 25th Street. This location provides an ideal location to mark the entry to the Valley with a monument sign. This location could also be the beginning of an enhanced streetscape that includes bike lanes and pedestrian streetscaping features. The introduction of a designated bike path and street lighting can help better define the existing pedestrian sidewalk from the street. Another opportunity exists at the open space at the former DOT Emissions testing site. This space can be redeveloped as an outdoor recreation destination as an extension of two existing businesses: Central Bark and Milwaukee Four Seasons Skate Park. Any development here will need to be considered temporary as the DOT will use this as a staging area for future highway projects.

A showroom, gallery and food destination is proposed between Sobleman's Restaurant and the 16th Street viaduct. Between these two landmarks the combination of pedestrian focused streetscaping and facade improvements will change the character of the zone to allow the existing restaurant, brewery, art and lighting showrooms to become catalytic, instead of isolated exceptions to the existing street. This design proposes to remove and rebuild the existing stairs between St. Paul Avenue and 16th Street. As part of this reconstruction a ramp is also added to accommodate all forms of pedestrian "wheels" - whether they be wheelchairs, strollers, bicycles, or skateboards. This

will link to the system already established further south at 6th Street to the Hank Aaron Trail. Along this area of St. Paul, the proposal includes narrowing the road by inserting landscape islands to formalize the on-street parallel parking and create pedestrian crosswalks with greater visibility. This will produce a traffic calming effect and improve safety for motorists, pedestrians, and cyclists.

The third catalytic node for development is the area below the Marquette Interchange along St. Paul Avenue. The location below the soaring highway above presents an exciting design opportunity. Proposed as public parking, this parking should be seen as an opportunity to rethink surface parking lots and stormwater management with forward thinking sustainable methods. The space below the highway to the north of St. Paul Avenue can be redeveloped as a park space. A suspended pedestrian path, that winds and meanders through the forest of new park trees and the existing "tree" support legs of the highway, creates an exciting landmark for the area. Along the ground below a ribbon of sidewalk and winter ice-skating pathways can mirror the path on the marsupial path above. The spaces below the interstate can also be designed into pockets of playground space and a skateboard park.

## GREENING THE INFRASTRUCTURE

St. Paul Avenue is rich with industrial heritage. The first Green Street Strategy is to green the existing infrastructure, highlighting the industrial nature of the street. Overhead structures and freeway girders could be planted with urban tolerant native species to soften the space while honoring the structures.

## GREENING THE PARKING

As St. Paul Avenue will remain an active light industrial street, the desire to couple it with pedestrian uses requires a thoughtful look at the parking. Existing parking could be porously paved and greened for optimum space utilization and minimum environmental impact. Street parking zones can be clearly delineated and book-ended with green.

## GREENING THE STREETSAPPE

Green terrace zones, which are currently turf, will be transitioned into bio-swale terraces to highlight the environmental mission of the Menomonee Valley.

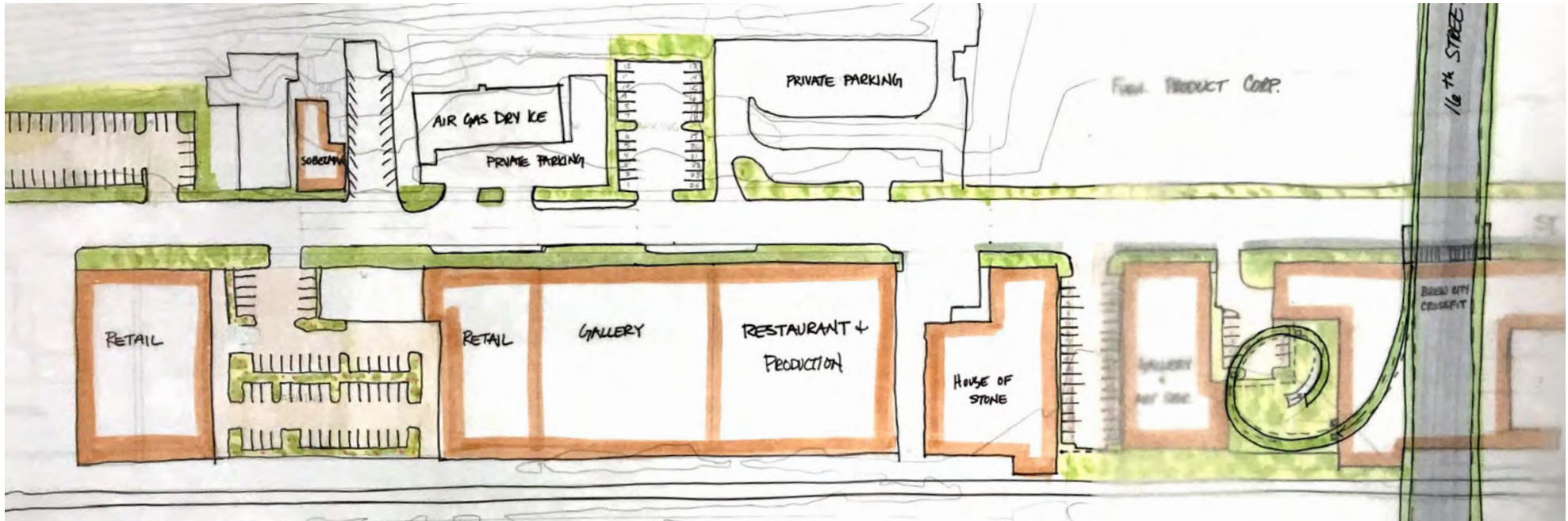
## COMMUNITY FEEDBACK SUMMARY

Some common feedback from the charette participants included new street lighting, a fusion of sustainability with industry, and a more walkable street. Some suggestions for achieving these items were curb bump-outs and more transparent facades. The architects also suggested creating an identity to the street with signage, pedestrian connections, and a possible dog park or food truck docking hub.



# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects

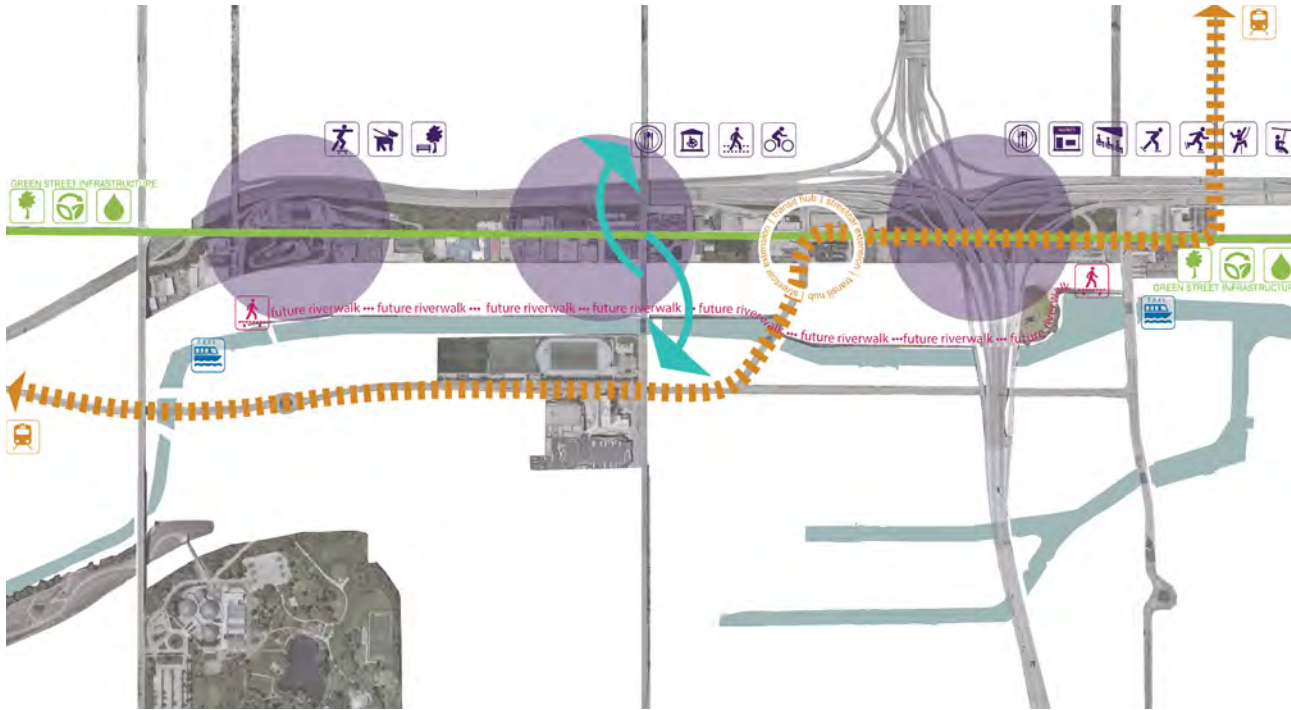


Site plan concept sketch



# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects



Analysis and strategy diagram



Concept of a Valley sign

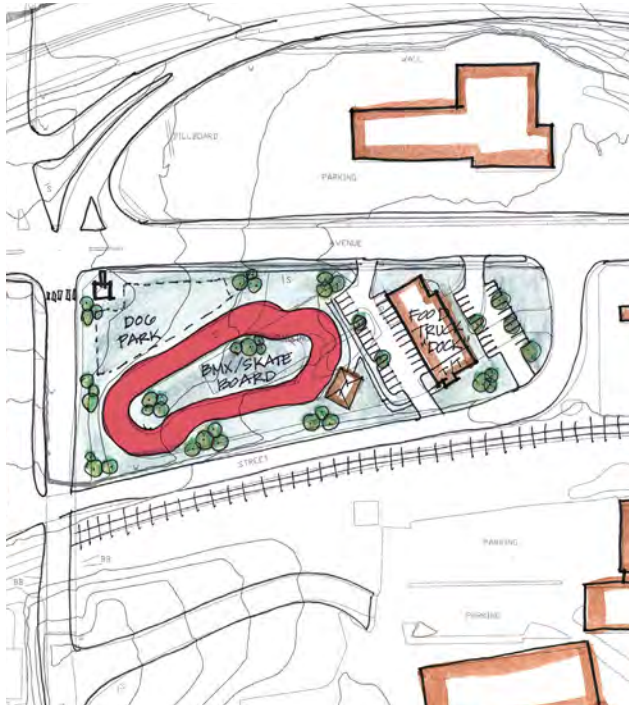


Precedents of a dog park and outdoor recreation



# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects



Site plan of former DOT site

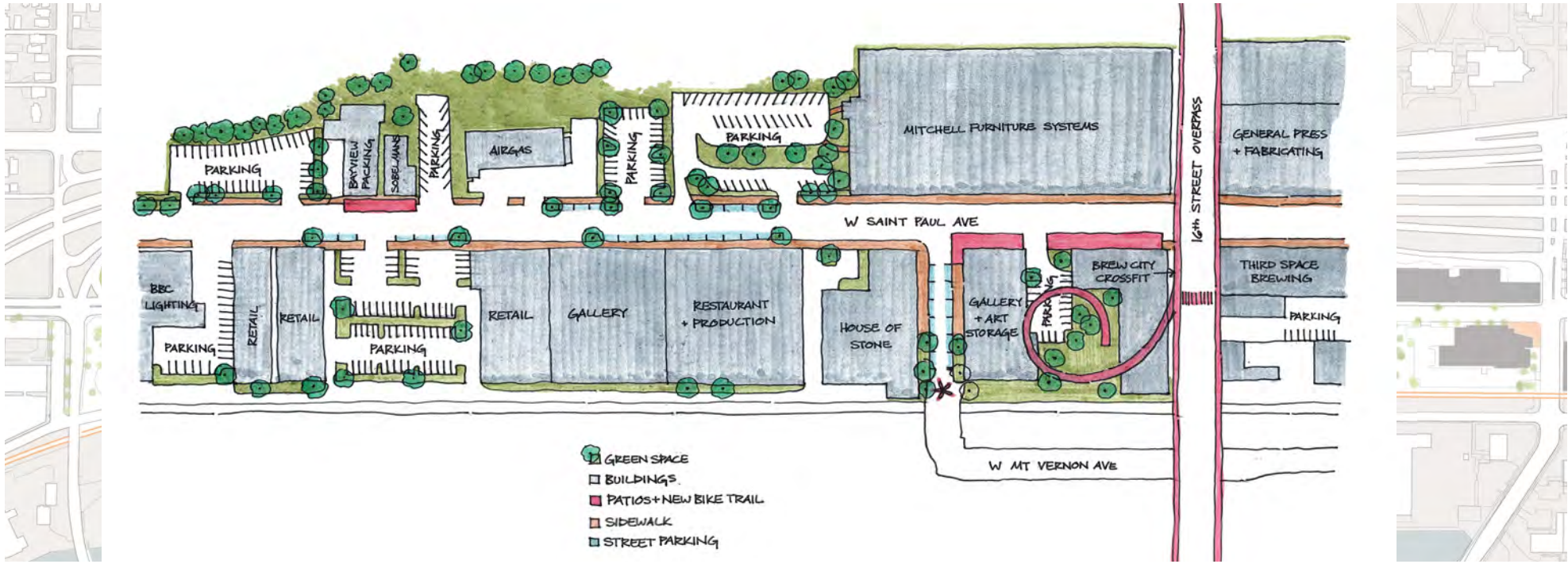


Rendering of dog park and skate park on former DOT site



# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects



Site plan between Sobleman's and the 16th Street viaduct – showrooms, galleries, and food district



Precedents of pedestrian linkages between different elevations



# Site 1: Streetscaping + Showrooms + Greening

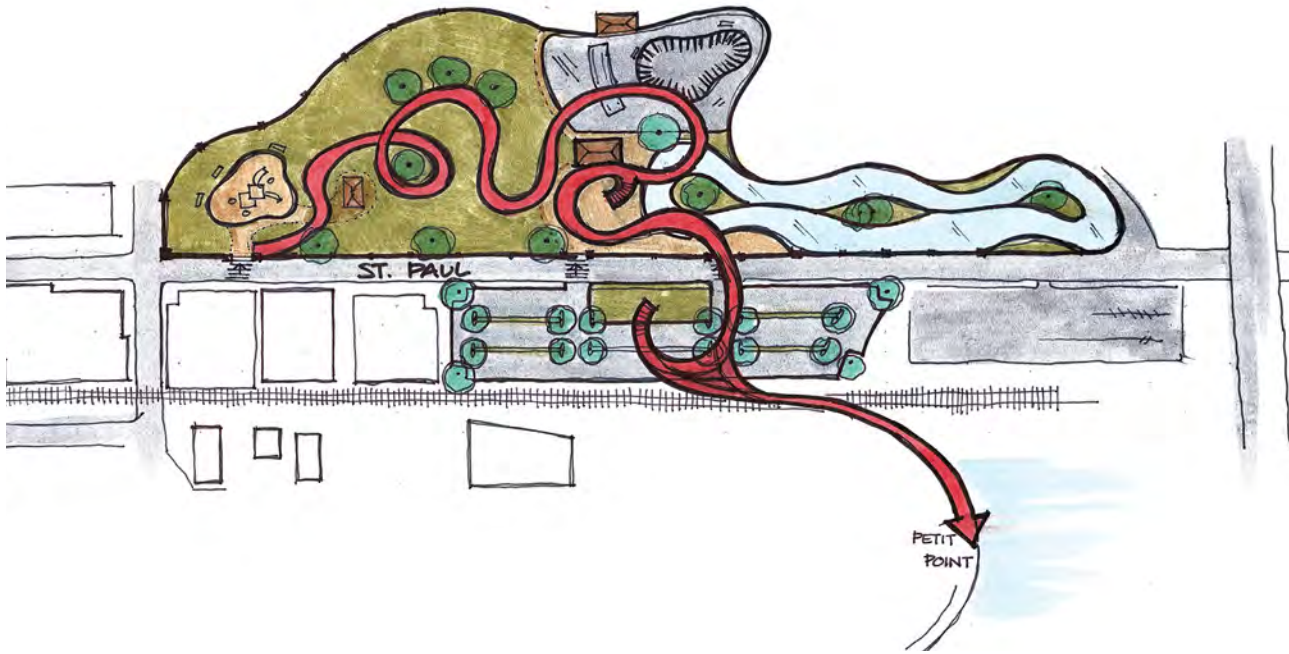
Site proposal: Quorum Architects



Rendering of winding pedestrian path from the viaduct to St. Paul

# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects



Site plan beneath the Marquette Interchange



Concept sketch of pathways beneath the interstate



Precedents of activating space beneath an interstate



# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects

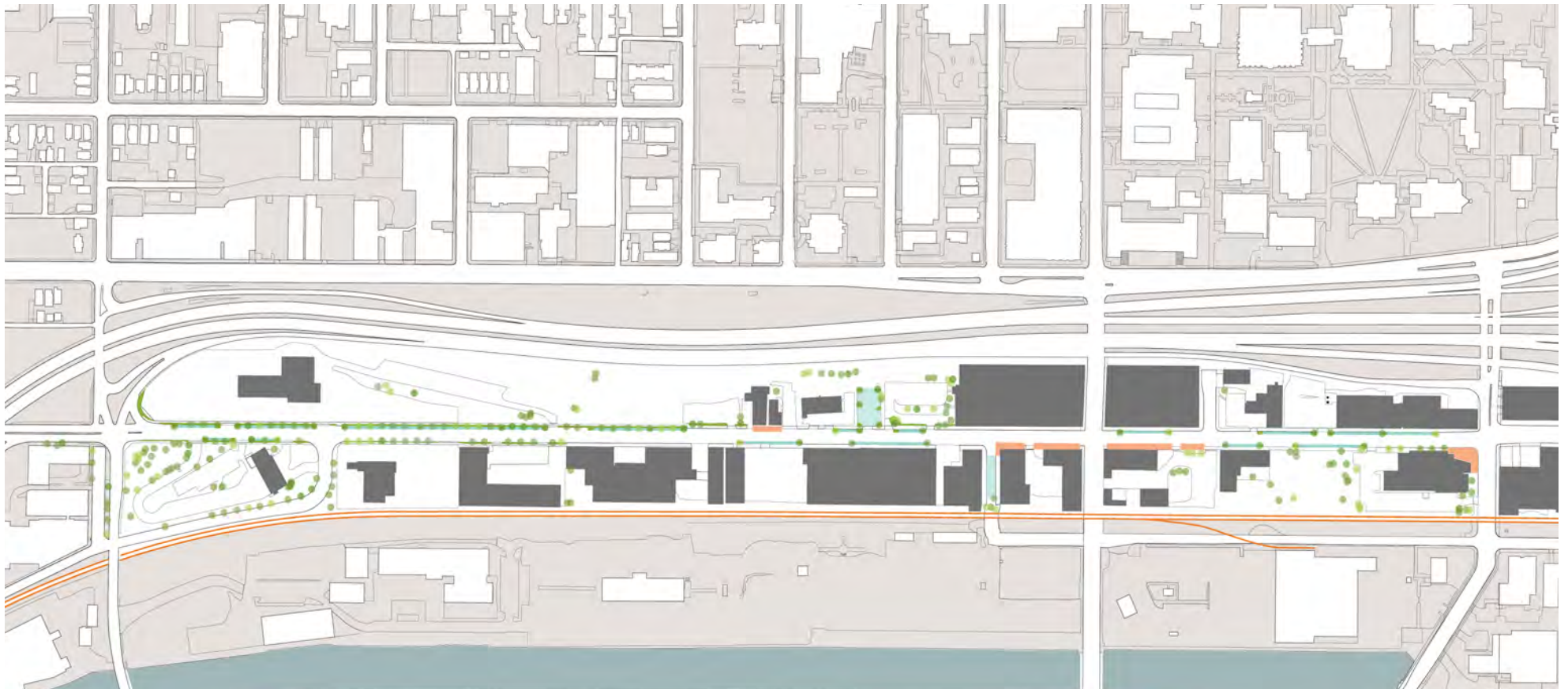
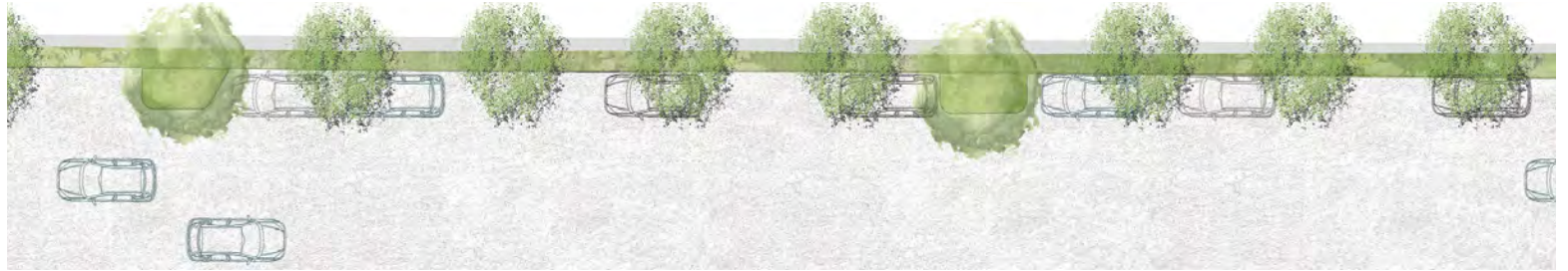


Rendering of winding pedestrian paths through the interstate supports

# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects

- parallel parking zones
- cafe | gallery space
- green infrastructure



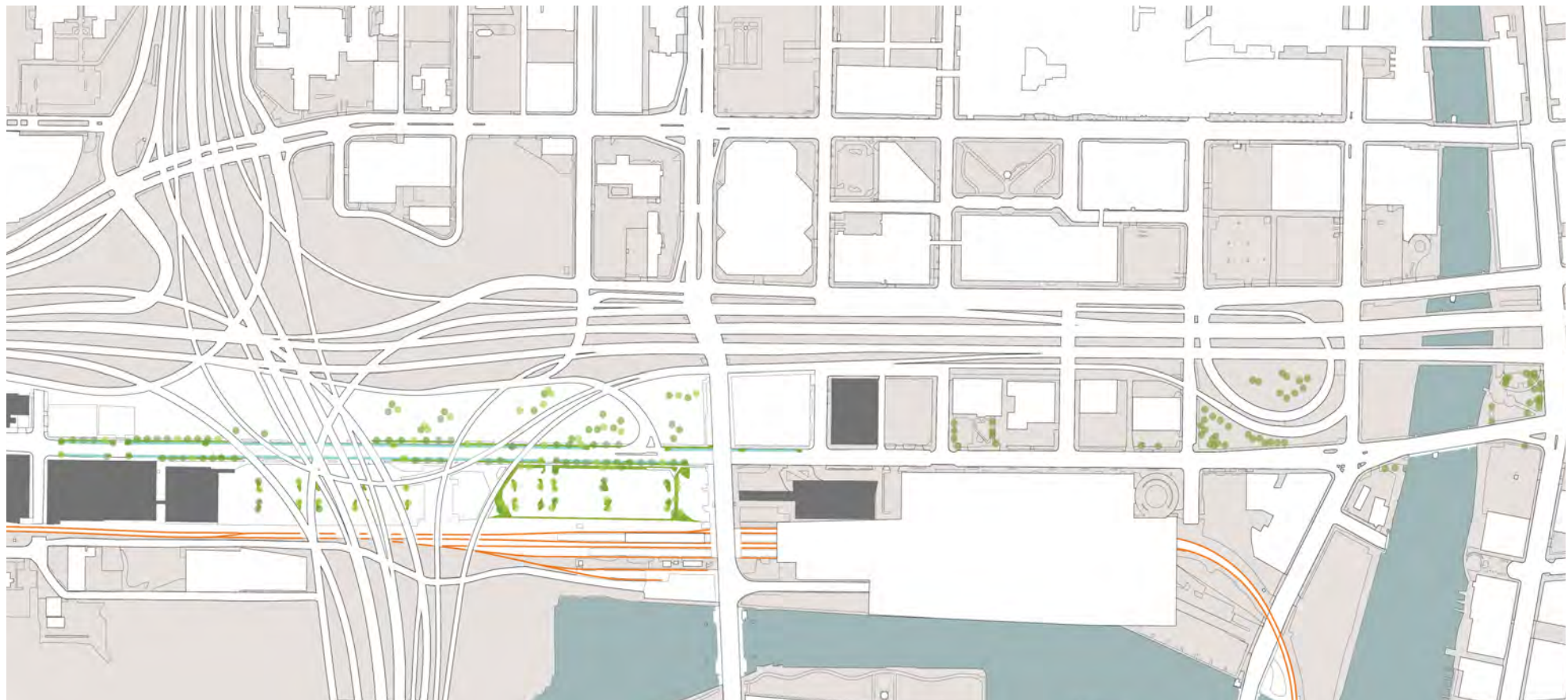
Streetscaping plan - west half



# Site 1: Streetscaping + Showrooms + Greening

Site proposal: Quorum Architects

- parallel parking zones
- cafe | gallery space
- green infrastructure



Streetscaping plan - east half

# Site 2: 1601-2001 W MT. VERNON AVENUE

Satellite view



**545,502 SF**  
**(12.52 acres)**

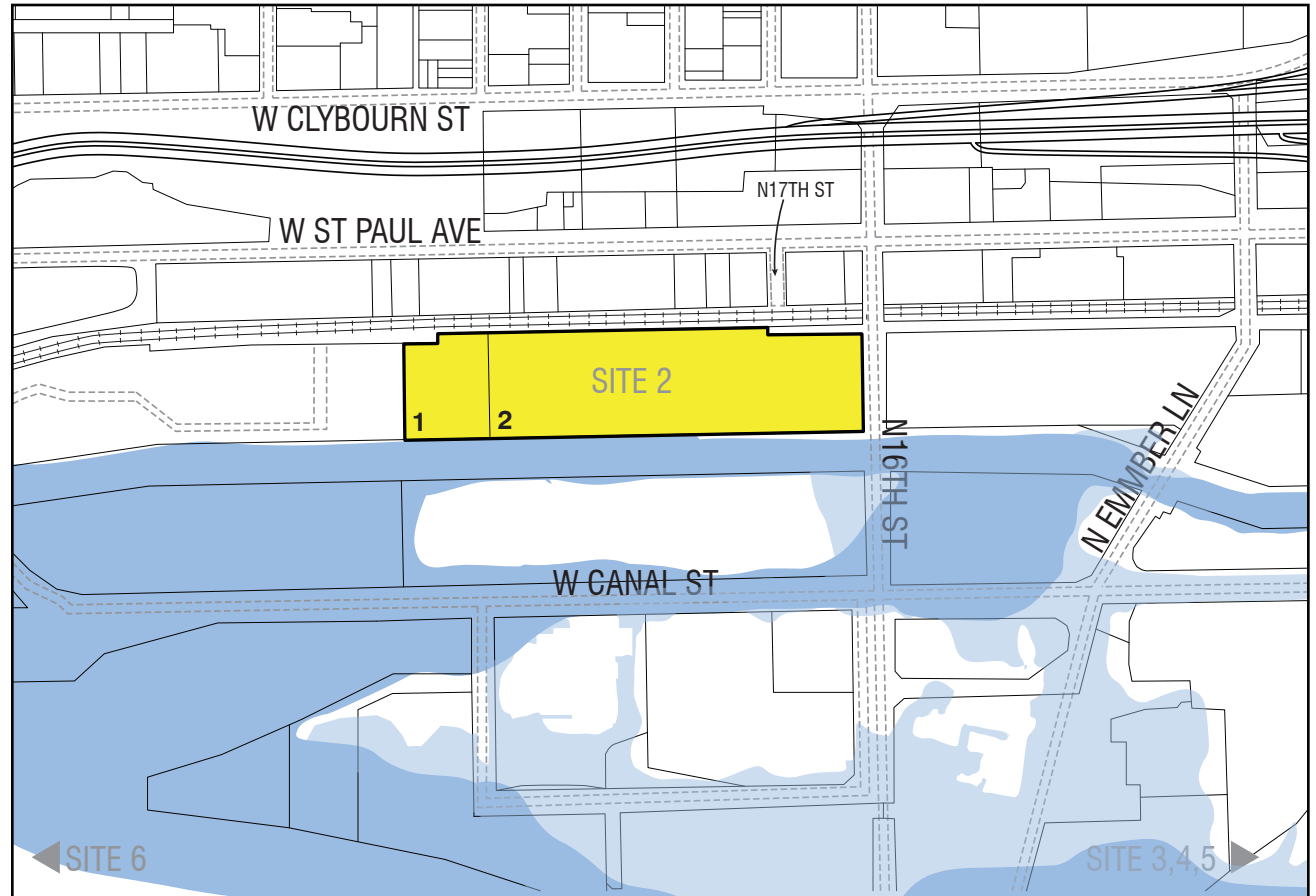
# Site 2: 1601-2001 W MT. VERNON AVENUE

Birds eye view



# Site 2: 1601-2001 W MT. VERNON AVENUE

Site details



LOT	OWNER	ZONING	ADDRESS	LOT SQUARE FEET
1	GIUFFRE I LLC	PD	2001 W MT VERNON AVE.	99,012
2	GIUFFRE I LLC	PD	1601 W MT VERNON AVE.	446,490
				<b>545,502</b> <b>(12.52 acres)</b>

# Site 2: 1601-2001 W MT. VERNON AVENUE

## 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 Marquette's Valley Fields. Located just east of Zimmerman Architectural Studios Inc. and City Lights Brewing Co., access to this site is only possible from W Mt. Vernon Avenue.

### DEVELOPMENT IDEAS: NEW CONSTRUCTION + RIVERWALK

- Riverwalk
- Street access from Mt. Vernon
- Office or light manufacturing
- Furniture gallery in addition to light mfg.



View of northern edge of site



View looking across the river at Potawatomi and Valley Fields

# Site 2: Mixed Use Commercial Development

Site proposal: Zimmerman Architectural Studios

## PROPOSAL: MIXED USE COMMERCIAL

Zimmerman Architectural Studios' created a flexible site master plan and then explored three distinct building types within that structure. To the west, a smaller scaled experimental building combines retail and other uses with a glazed roof system for growing food; to the east, linking the 16th Street viaduct and river level, a mid-rise school building in dialogue with the Potowatomi Hotel sits atop a parking podium and plaza that engages the riverfront. In between, two large buildings explore multi-story industrial space with integrated parking at the 16th Street bridge level and lively occupied facades along the river.

Four main development parcels are created by a system of roads and parks, with more-public spaces along the river to the south, and more-utilitarian service access along the north. In addition to the existing 21st Street, three new north-south connections between the service road and public street define the four development parcels. Two parcels, each approximately the size of a small, square city block, anchor the west end (21st Street) and east end (16th-17th Street). The long stretch between is divided into two parcels by a central park zone.

## WEST BUILDING: FOOD PRODUCTION AND SALE

The west building explores the idea of creating a food-producing roof zone. A sloped and stepped greenhouse creates places to grow food while filtering light to more traditional occupancies below. Retail and terrace spaces at grade provide the opportunity to sell what is made within. A more solid mass at the north houses more conventional support spaces. In uses and in scale, this

building responds to the adjacent 1902 Eschweiler-designed gas light buildings of the repurposed City Lights development.

## CENTER BUILDINGS: LIGHT INDUSTRY WITH SUPPORTING MIXED USES

These buildings explore the idea of reintroducing and adapting the once-common concept of multi-level industrial buildings, such as at the Allen-Bradley Rockwell complex or the Kenilworth buildings between Prospect and Farwell (or contemporary Foxconn plants in Taiwan). A century ago, such buildings were premised on workers arriving by transit or on foot from nearby neighborhoods, and materials and goods moving primarily by rail. Current practice is based on large at-grade industrial footprints, easy lateral movement, and plentiful, cheap land and transport; it assumes that all or nearly all workers arrive in their own vehicles from more distant neighborhoods, and that all material and goods move by truck. Such buildings are in themselves relatively inexpensive, but incur capital costs for public infrastructure and ongoing private transportation expense.

The roofs of these industrial buildings integrate north-facing light monitors, south-facing photovoltaic arrays and green roofs to provide daylight, generate electricity, and manage rain water.

## EAST BUILDING

A dramatic building sits on a plaza and podium at the 16th Street level. That podium contains a parking ramp that leads to grade and support spaces. An actively

occupied retail and lobby space faces the Riverwalk extension at grade. The footprint of the tower itself could be developed for various uses, including an office, day-care, recreational or educational facility. As developed, it houses a multi-level school, with common spaces at the 16th Street plaza level, classrooms on intermediate floors, and large assembly / recreation space at the top level.

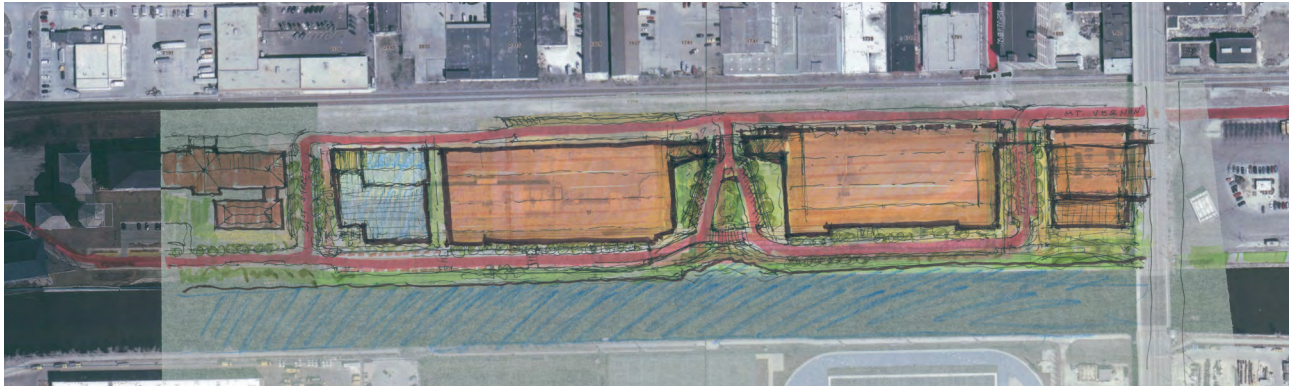
## COMMUNITY FEEDBACK SUMMARY

The charette participants liked the idea of a ramp coming down to the site from 16th Street. Allowing it to become part of the building with a parking garage helps to disguise it.

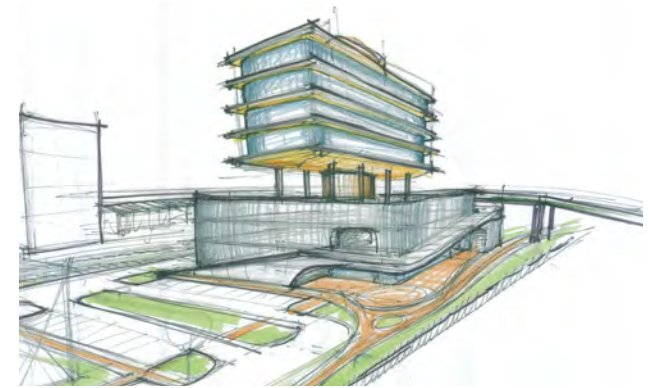
One main concern was the architects focus on office use for the proposed tower. The feedback received suggested to allow the building to be adaptable to multiple uses, not just office space.

# Site 2: Mixed Use Commercial Development

Site proposal: Zimmerman Architectural Studios



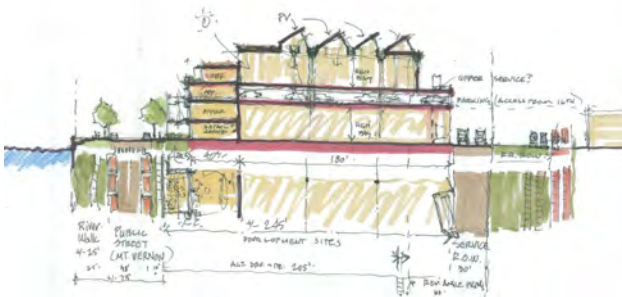
Site plan sketch



Concept sketch showing mixed use tower



Zimmerman working with attendees



Concept sketch showing cross section



Rendering of view from the 16th Street viaduct

# Site 2: Mixed Use Commercial Development

Site proposal: Zimmerman Architectural Studios



Rendering from Mt. Vernon Ave looking at new development and the riverwalk



# Site 2: Mixed Use Commercial Development

Site proposal: Zimmerman Architectural Studios



Rendering of eastern and middle buildings from across the river

# Site 2: Mixed Use Commercial Development

Site proposal: Zimmerman Architectural Studios



Aerial rendering showcasing new riverwalk and development

# Site 2: Mixed Use Commercial Development

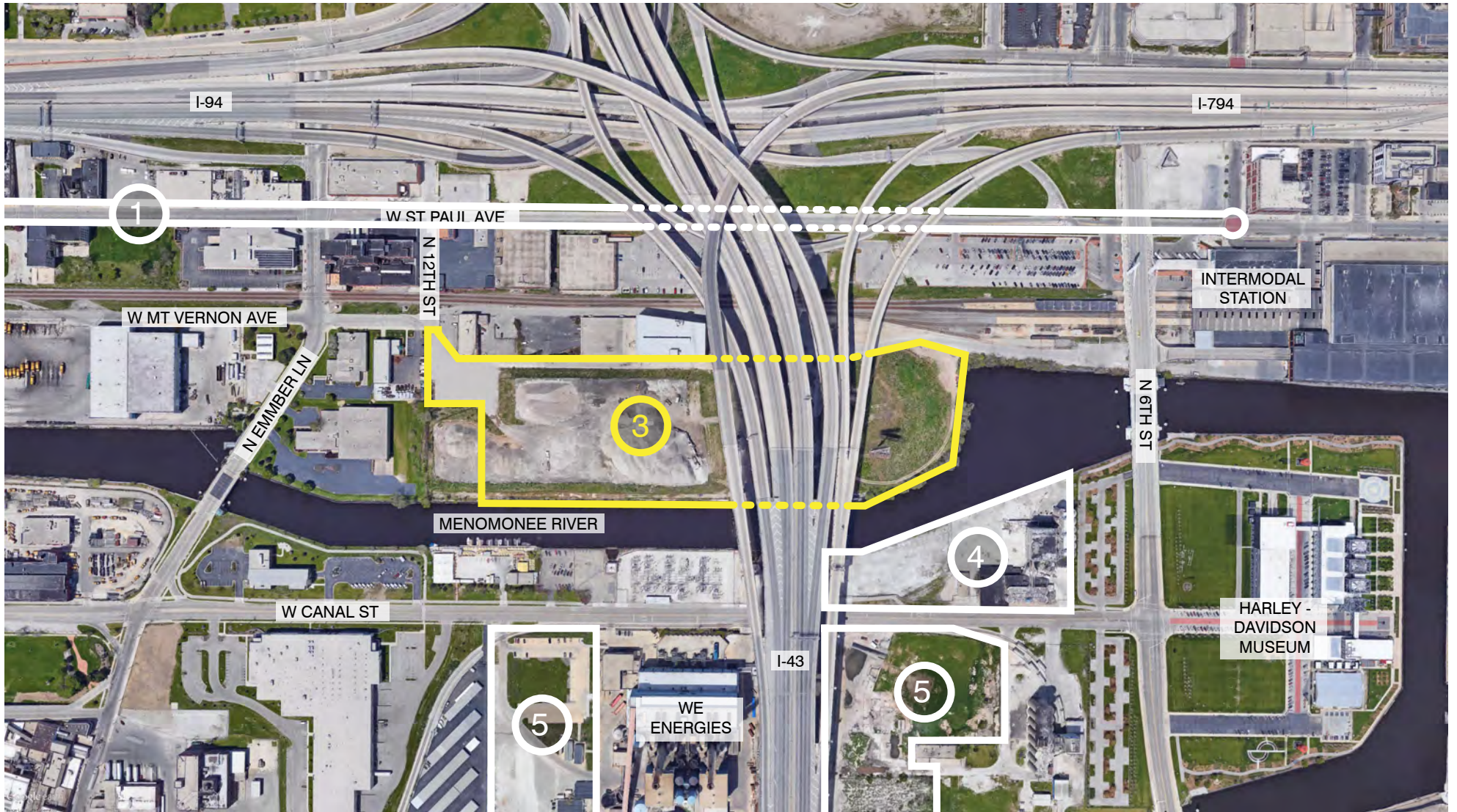
Site proposal: Zimmerman Architectural Studios



Aerial rendering showcasing new riverwalk and western buildings

# Site 3: KNEELAND PROPERTIES

Satellite view



**644,414 SF**  
**(14.79 acres)**

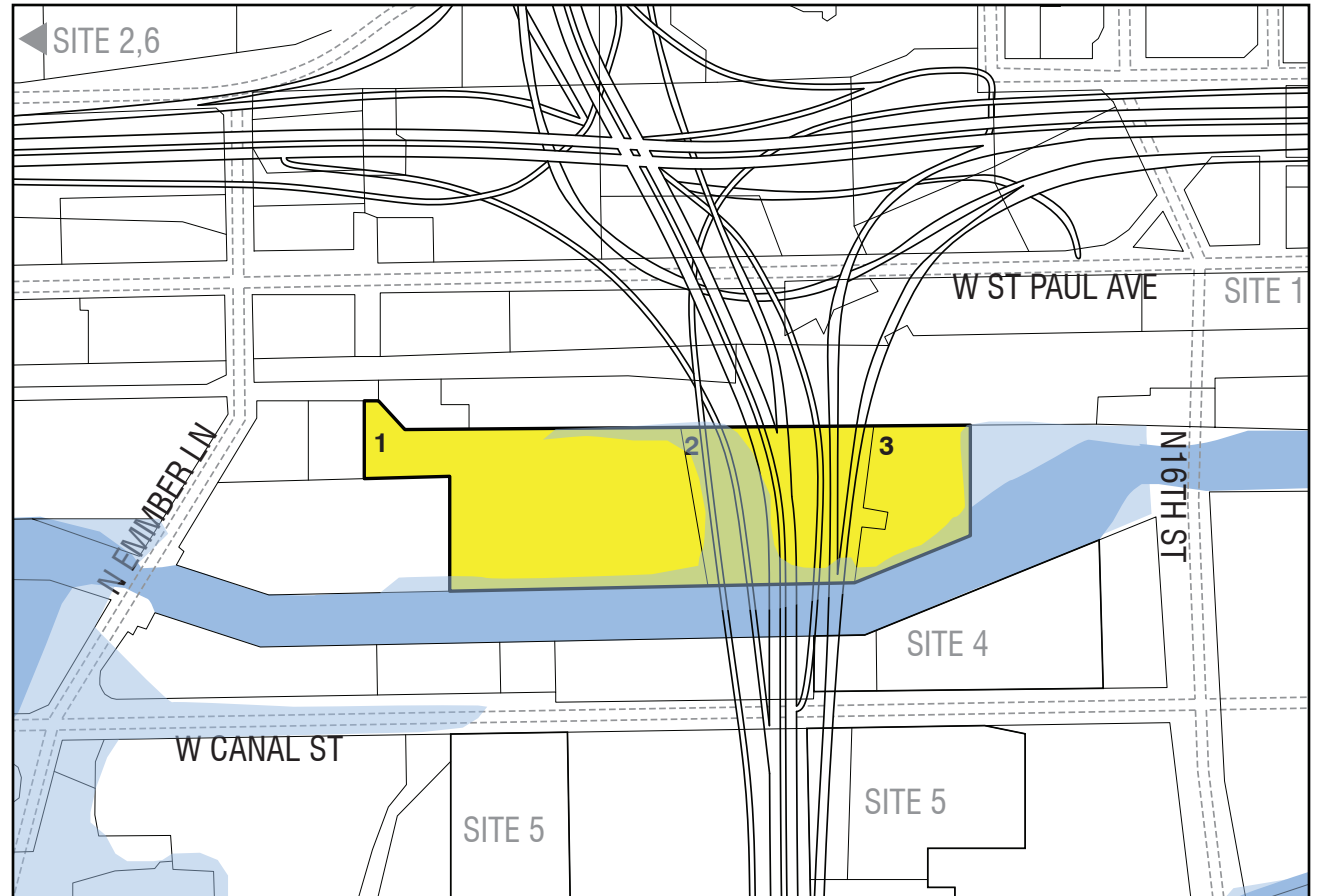
# Site 3: KNEELAND PROPERTIES

Birds eye view



# Site 3: KNEELAND PROPERTIES

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

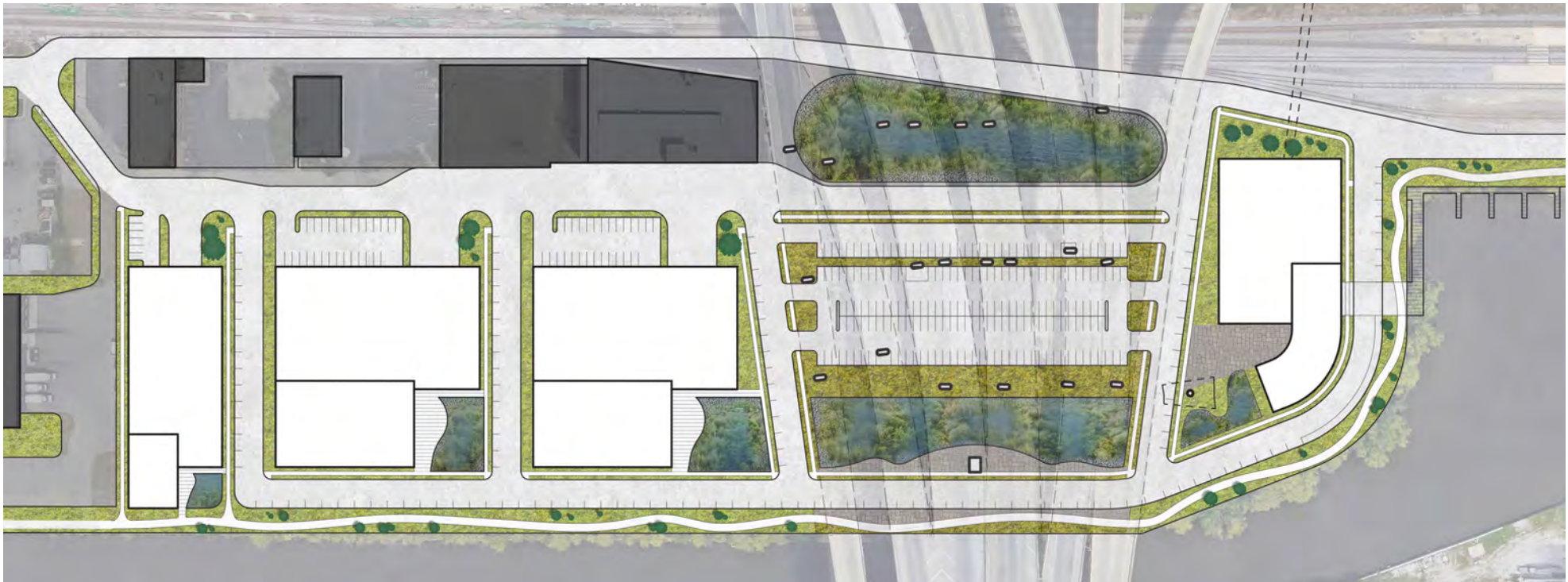
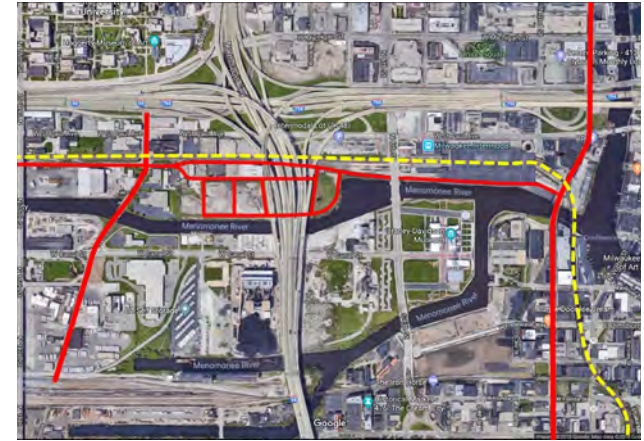
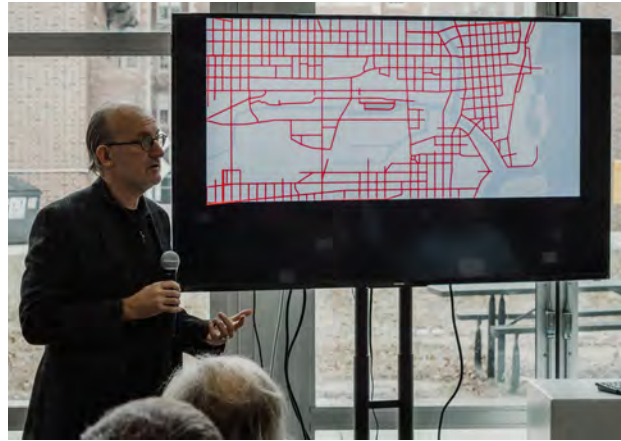
Extending Mt. Vernon Ave to Plankinton was a design move well-liked by the charette participants. It allows this site to be connected to downtown to solve the current access issue.

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.



# Site 3: Food and Beverage Industry

Site proposal: HGA



Site plan of the proposed FaB development

# Site 3: Food and Beverage Industry

Site proposal: HGA



Rendering of Petit Point from across the river



Aerial rendering of new FaB development

# Site 3: Food and Beverage Industry

Site proposal: HGA



Aerial rendering of new FaB development

# Site 3: Food and Beverage Industry

Site proposal: HGA



Rendering of active space beneath the interstate

# Site 3: Food and Beverage Industry

Site proposal: HGA



Rendering of food and beverage with green infrastructure

# Site 4: St. Mary's Cement

Satellite view



**205,473 SF  
(4.72 acres)**

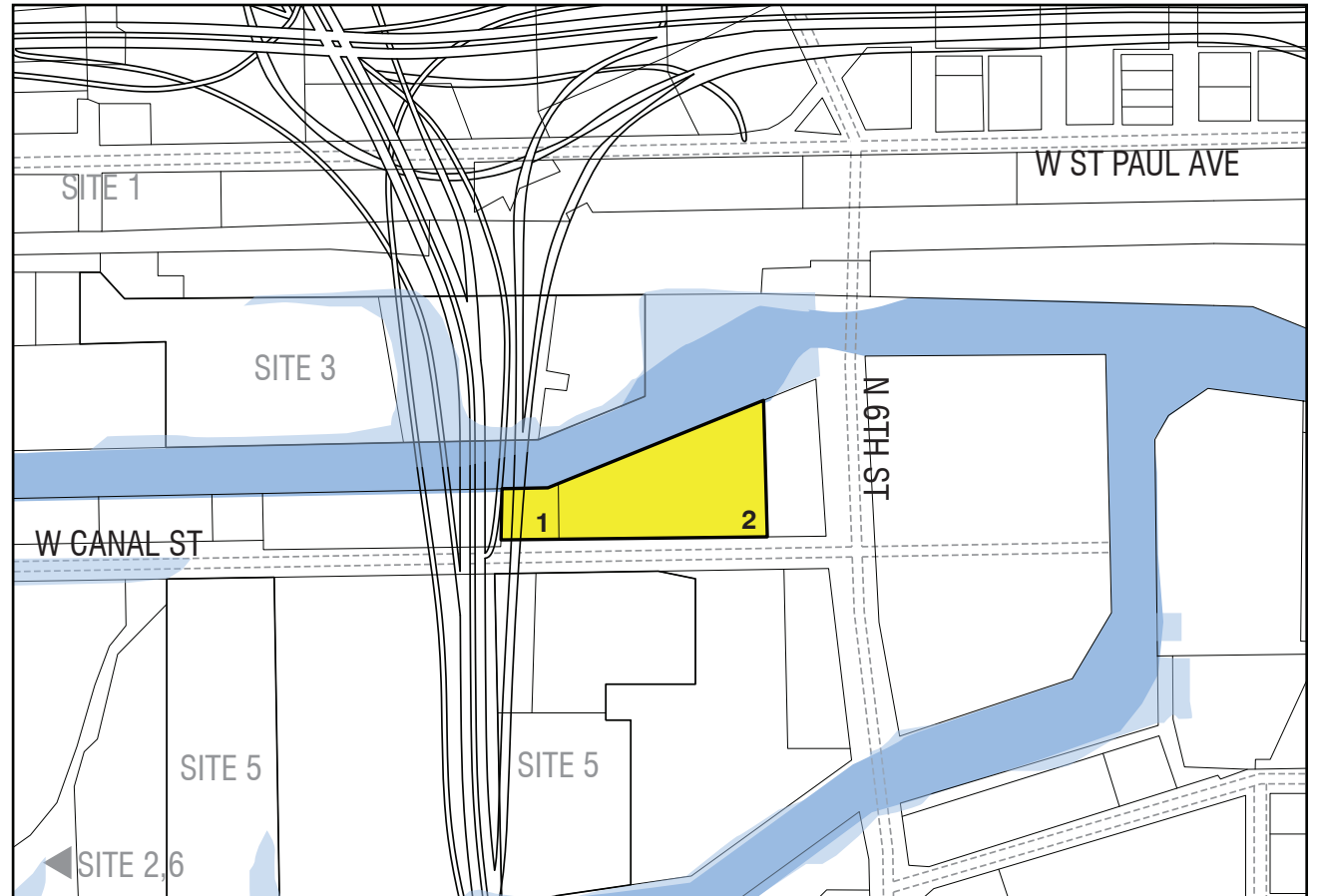
# Site 4: St. Mary's Cement

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

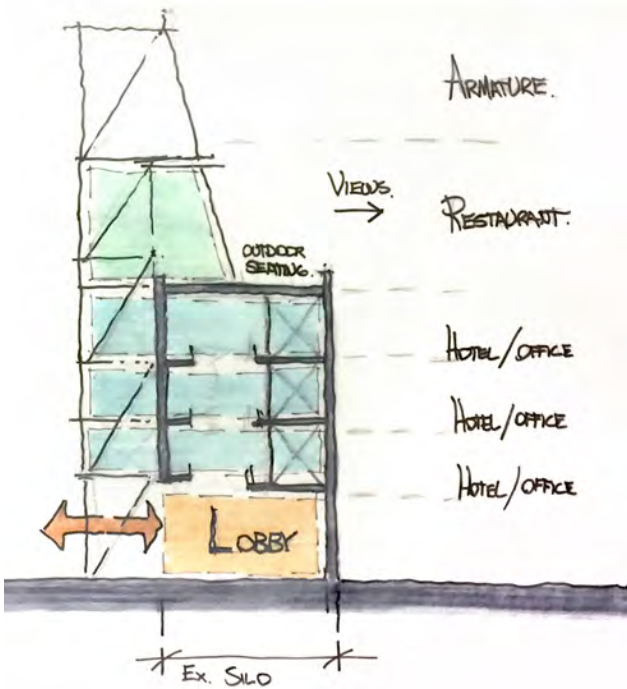
## COMMUNITY FEEDBACK SUMMARY

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.

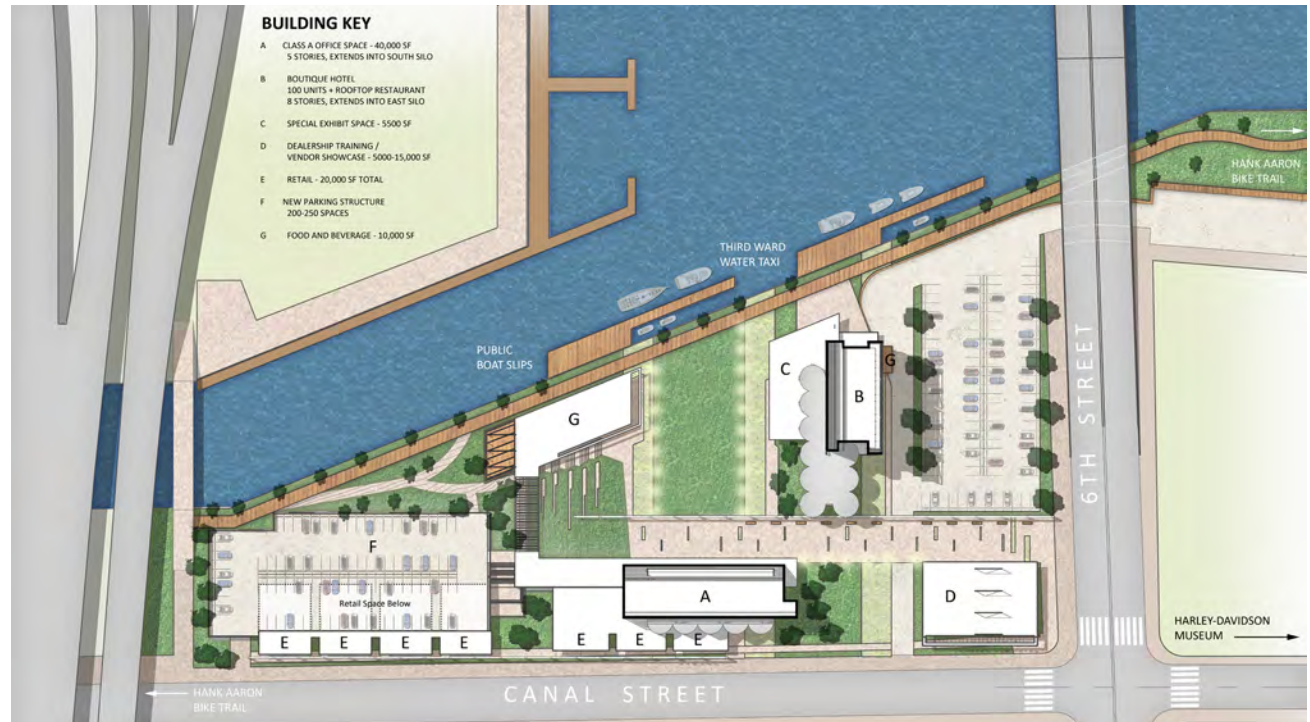
One concern was having enough parking to support the new development, support Harley-Davidson events, and impact on the site design. The parking is located at the west end, adjacent to the interstate, with retail wrapping the front to create an appealing street frontage on Canal.

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Concept section sketch

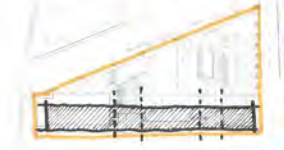


Site plan

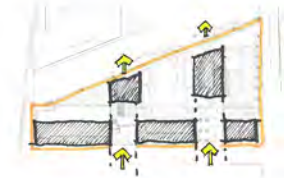
# Site 4: Entertainment Hub

Site proposal: Engberg Anderson

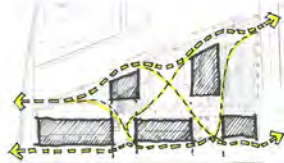
## SITE STRATEGIES



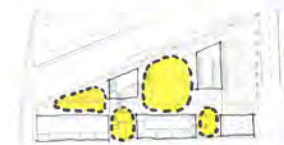
CREATE A STREET EDGE



ADDRESS THE RIVER



CONNECTING PATHWAYS

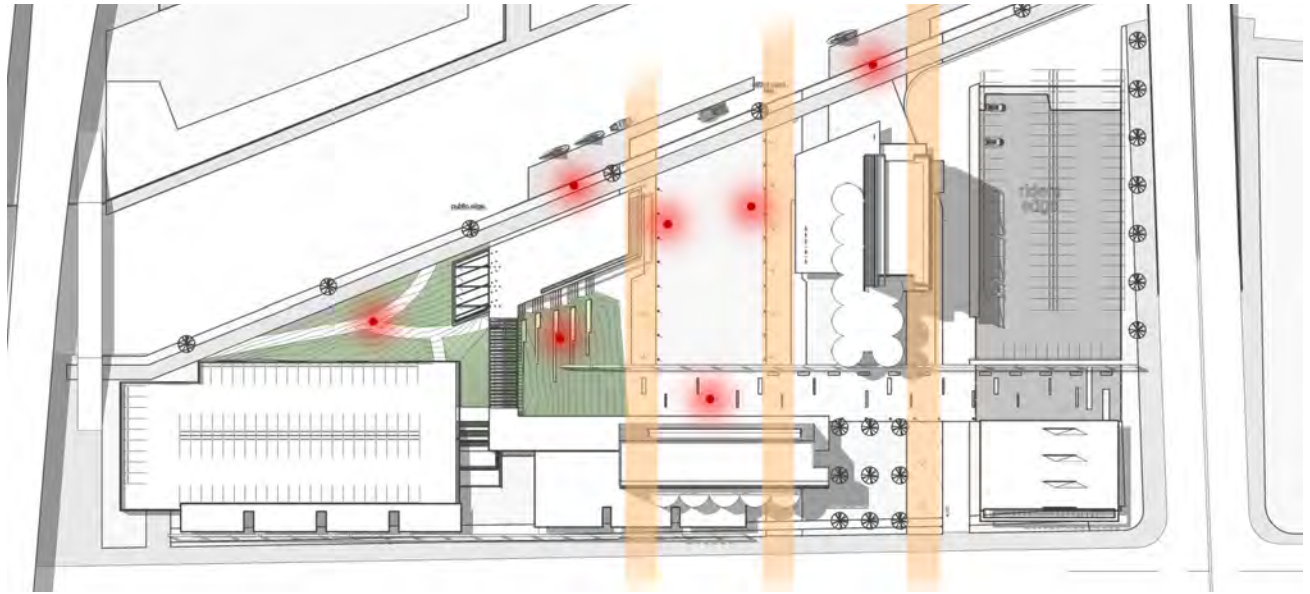


CREATE DESTINATION COURTYARDS

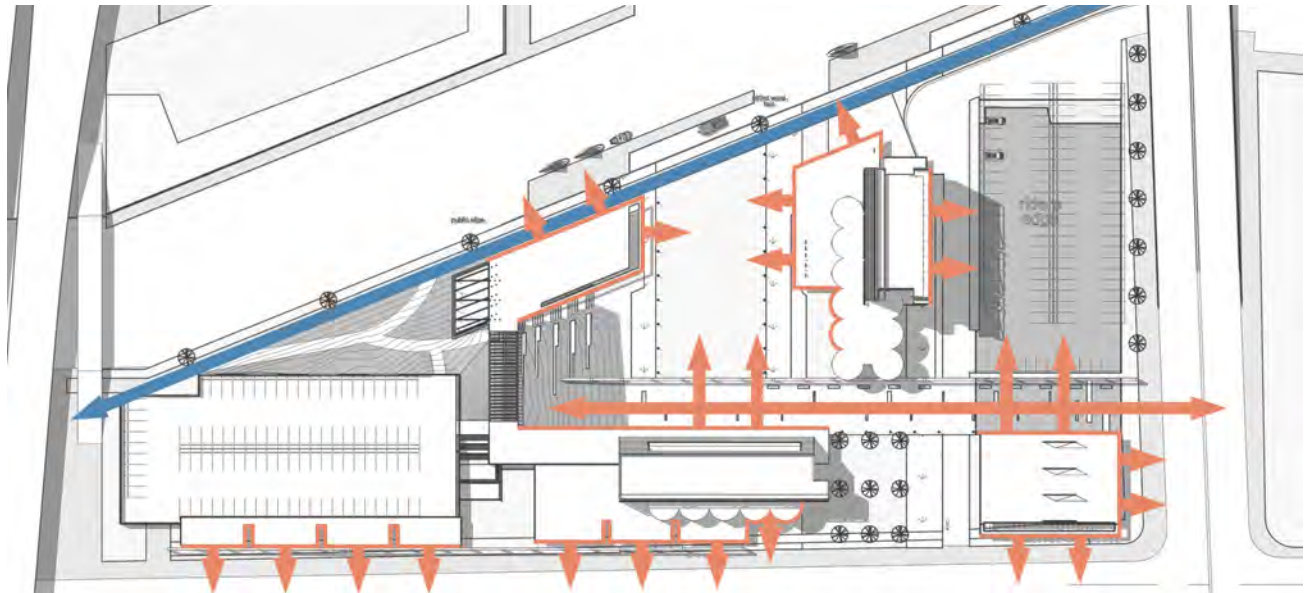


GREENWAY

Diagrams of site strategies



Diagrams of axes and destinations



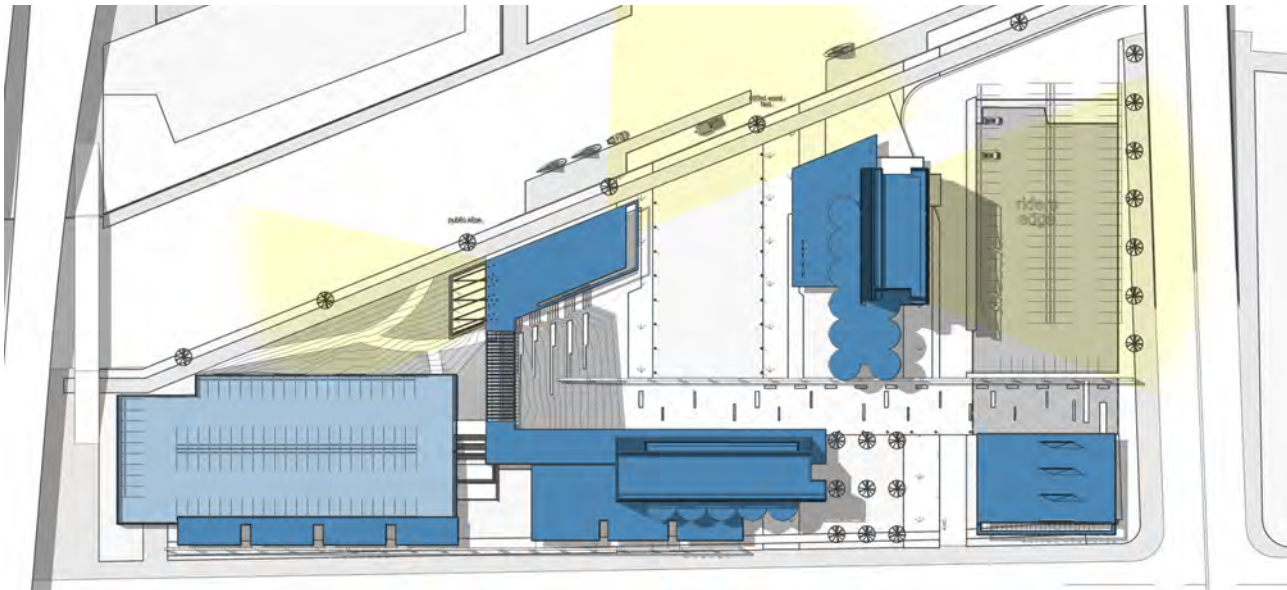
Diagrams of circulation

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson

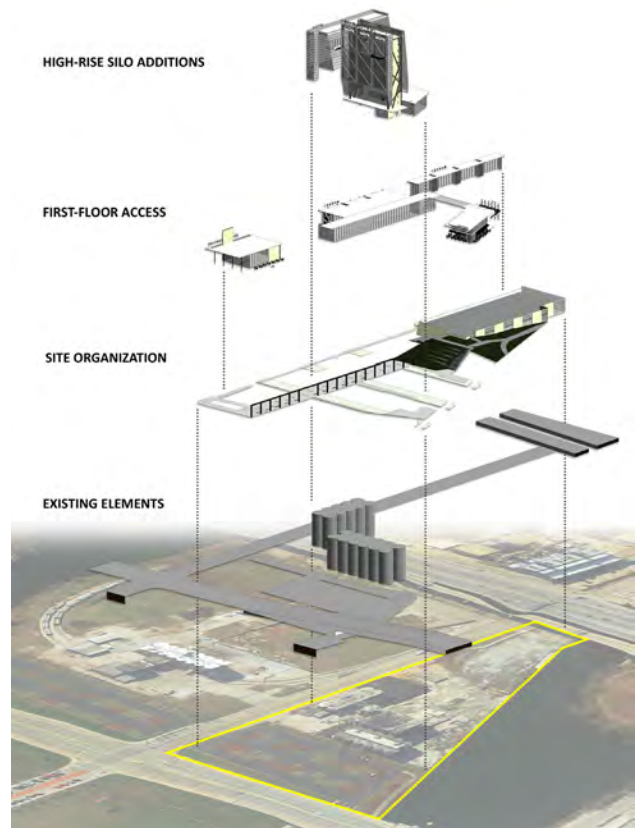


Diagrams of program elements



Diagrams of views

DIAGRAM: EXPLODED AXON



Exploded assembly diagram

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Aerial rendering of proposed riverwalk along new development

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Rendering of proposed riverwalk along new development

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Rendering from riverwalk of mixed use development



# Site 4: Entertainment Hub

Site proposal: Engberg Anderson



Rendering of public plaza and retained silos

# Site 4: Entertainment Hub

Site proposal: Engberg Anderson

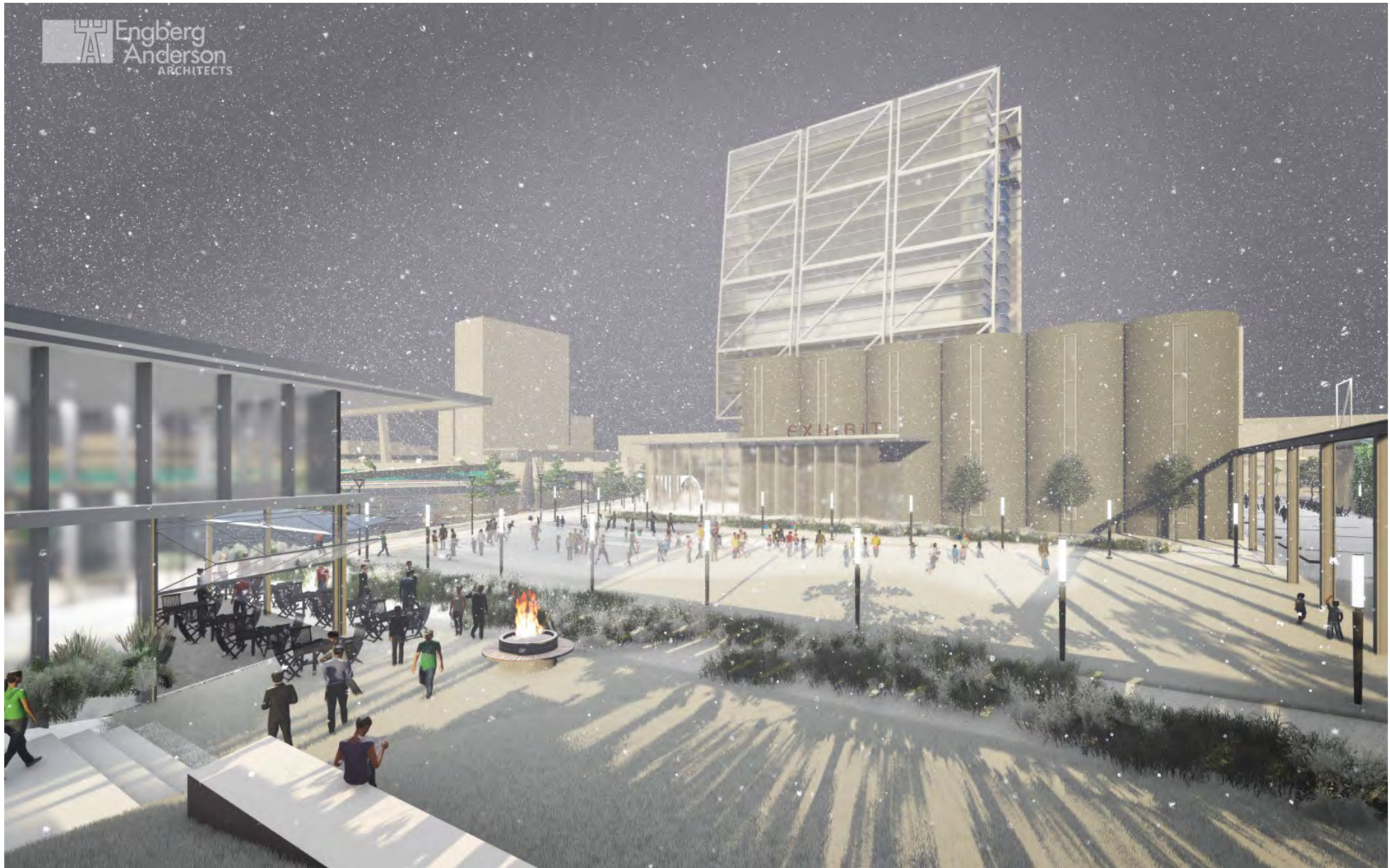


 Engberg  
Anderson  
ARCHITECTS

Night rendering of silo building addition

# Site 4: Entertainment Hub

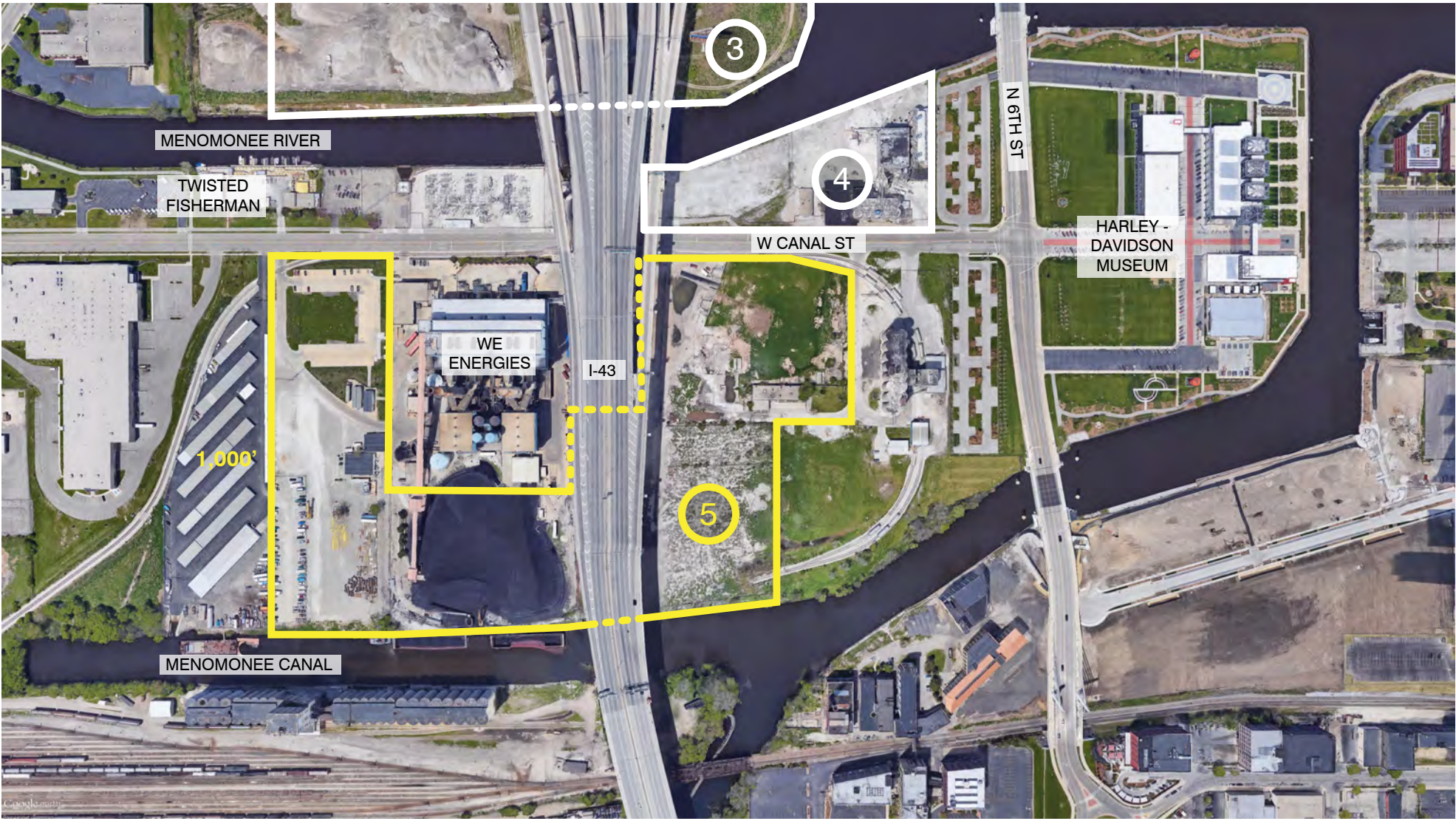
Site proposal: Engberg Anderson



Winter rendering of public plaza

# Site 5: WE Energies

Satellite view



**1,051,195 SF  
(24.13 acres)**

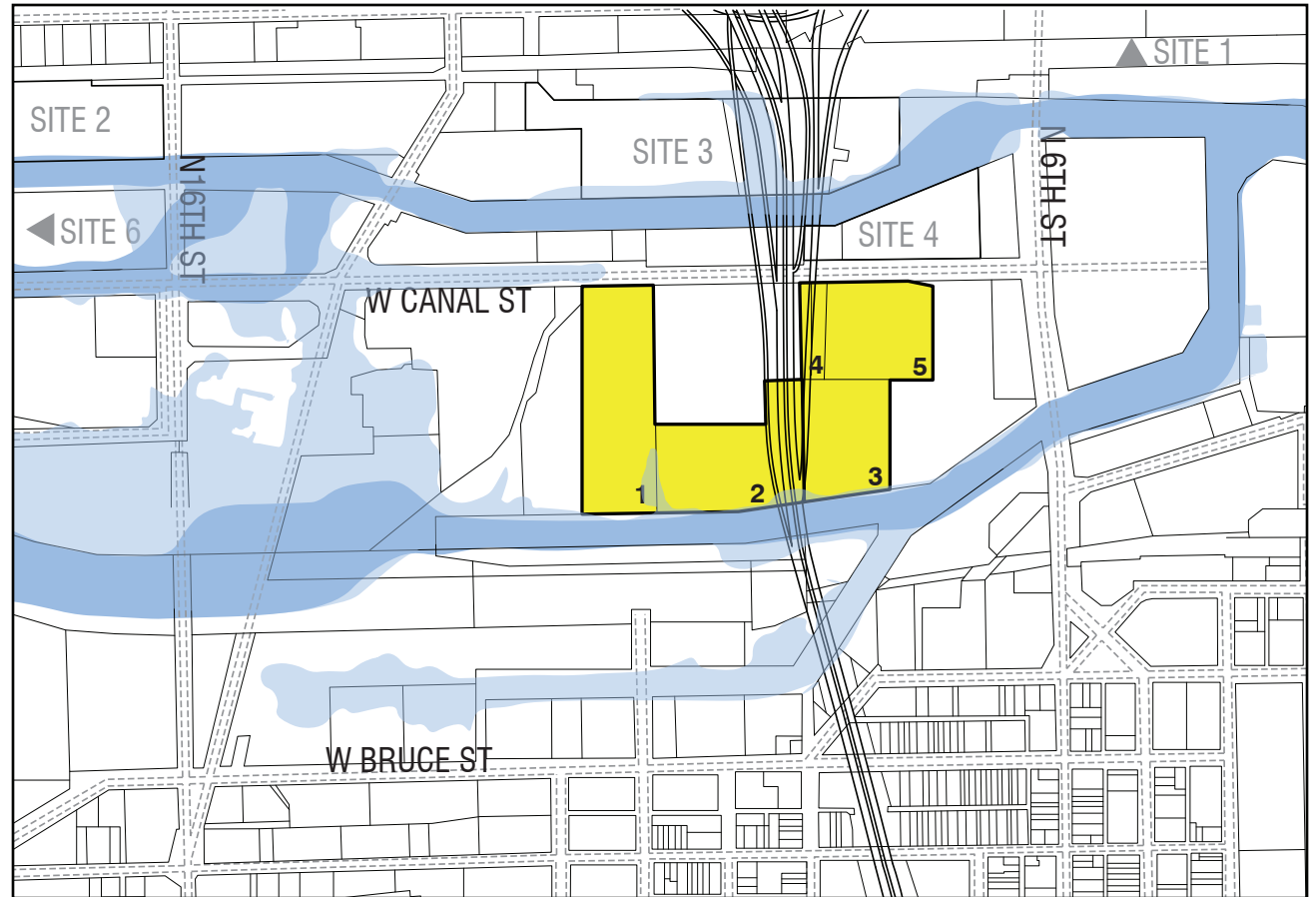
# Site 5: WE Energies

Birds eye view



# Site 5: WE Energies

Site details



LOT	OWNER	ZONING	ADDRESS	SQUARE FEET
1	WI Electric Power Co.	IH	1135 W CANAL ST.	331,492
2	WI Electric Power Co.	PD	841 W CANAL ST.	224,552
3	WI Electric Power Co.	PD	1019 W CANAL ST.	280,000
4	State of Wisconsin	IL2	833 W CANAL ST.	31,981
5	WI Electric Power Co.	IL2	131 S 7TH ST.	183,170
				<b>1,051,195 (24.13 acres)</b>

# Site 5: WE Energies

## Site summary



View looking south from Canal St. at the eastern portion of the site

### SITE SUMMARY

This site is split by the interstate and wraps around the WE Energies facility. The East end of the site is currently vacant, while the West end is owned by WE Energies and is mostly occupied by parking. Like site 3, there is a portion of the site underneath the interstate creating large shadows on the property.

### DEVELOPMENT IDEAS: NEW CONSTRUCTION

#### Eastern Portion

- Steam use for facilities
- FaB with retail
- River overlook

#### Western Portion

- Manufacturing



View looking south across the western portion of the site



View looking southeast across the western portion of the site

# Site 5: Food Production + Brewery

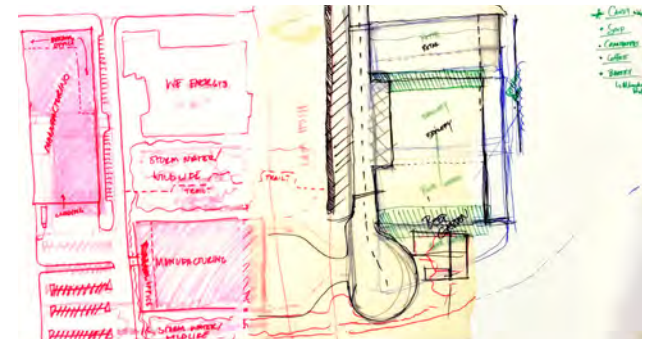
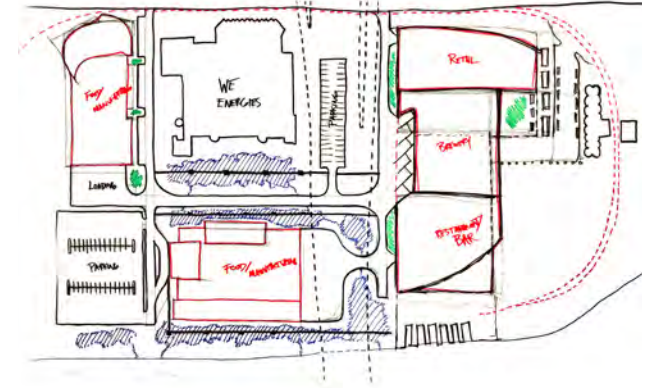
Site proposal: Korb and Associates

## PROPOSAL: FOOD PRODUCTION AND BREWERY

With this site being located adjacent to WE Energies, it has the availability of food-grade steam energy that can be used for several manufacturing uses. Capitalizing on this steam energy, a brewery and two food production/processing facilities are proposed. The brewery sits on the east half of the site with a food hall and events space facing Canal Street. This allows for great visibility and street presence along Canal, paired with a dynamic and transparent facade to see what is being produced inside. The brewery would take advantage of the steam energy to power the facility, something the community strongly supports. South of the brewery is a restaurant paired with a beer garden along the Menomonee Canal. This offers a secluded spot with great views to the south. On the west half of the site two food production/processing facilities are proposed, one along Canal Street and the other to the south of WE Energies. All of these buildings, from east to west, are connected by roads and pedestrian paths. Parking is located underneath the interstate and the pedestrian paths are paired with phytoremediation areas to green the pathways. Architecturally, both buildings that front Canal Street fit with the industrial character of the valley and are transparent to be able to see activity happening inside.

## COMMUNITY FEEDBACK SUMMARY

Strong support for food manufacturing was voiced during the feedback session as well as using the steam energy. This type of use could have boat slips and river access on the southern portion of the site. One thing to consider is a vehicular and pedestrian connection from east to west underneath the interstate.

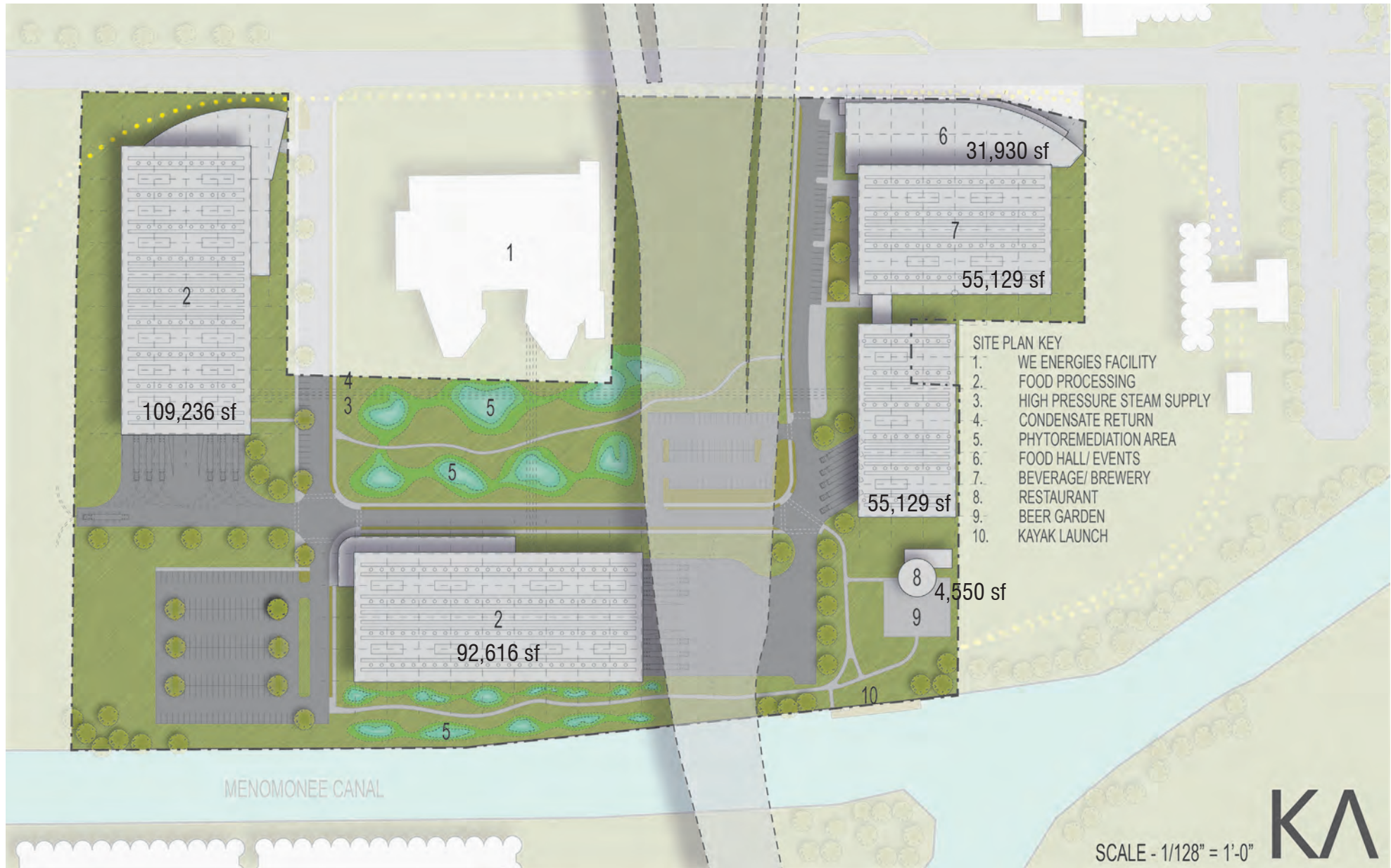


Site plan sketches



# Site 5: Food Production + Brewery

Site proposal: Korb and Associates



Site plan of proposed food manufacturing, brewery, and restaurant

# Site 5: Food Production + Brewery

Site proposal: Korb and Associates



Rendering of brewery along Canal Street



# Site 5: Food Production + Brewery

Site proposal: Korb and Associates



Rendering of food production facility along Canal Street



# Site 6: 123 N 25TH ST

Satellite view



**111,247 SF**  
**(2.55 acres)**

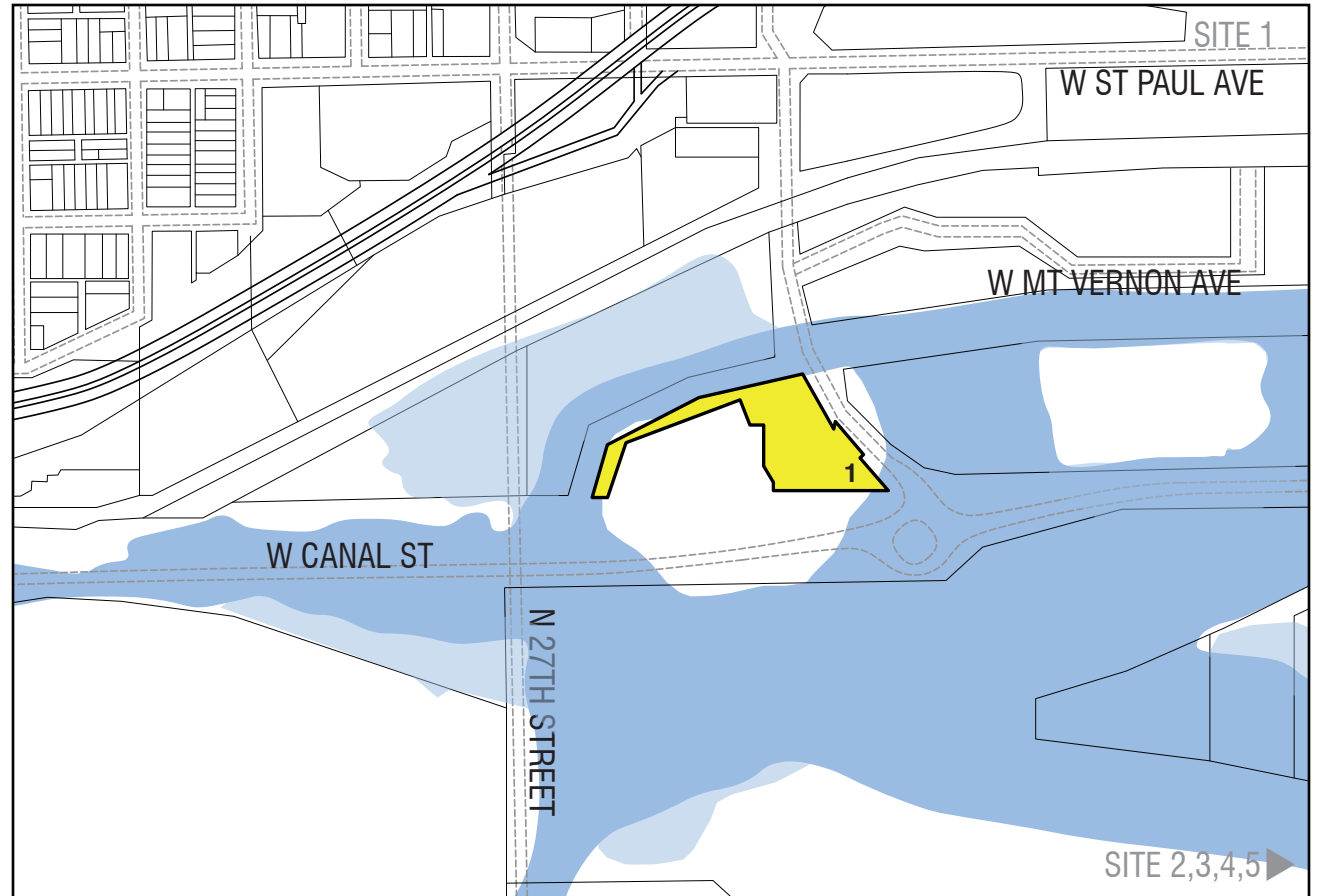
# Site 6: 123 N 25TH ST

Birds eye view



# Site 6: 123 N 25TH ST

Site details



LOT	OWNER	ZONING	ADDRESS	SQUARE FEET
1	GIUFFRE I LLC	IH	199 N 25TH ST.	111,247
				<b>111,247 (2.55 acres)</b>

# Site 6: 123 N 25TH ST

## Site summary



View of retention pond with building behind



View of building from Canal St.



View looking north of natural screening by the river

### SITE SUMMARY

MMSD occupies this property with a bio retention facility. At the intersection of 25th Street and Canal Street, the site has great visibility and a plentiful amount of river facing property. Also located on this site, but not within the boundary, are two retention ponds.

### DEVELOPMENT IDEAS: ADAPTIVE REUSE OR NEW CONSTRUCTION + RIVERWALK

- Adaptive reuse or new construction
- Riverwalk and outlook
- FaB with retail
- Bar/restaurant
- Office



View looking at building and right-of-way

# Site 6: Food Manufacturing

Site proposal: Uihlein Wilson Ramlow Stein

## PROPOSAL: FOOD MANUFACTURING, ACTIVITY NODE, LANDMARK ENTRANCE TO THE VALLEY

This project is proposed to be developed as the eastern landmark entrance to the Menomonee Valley and a major activity node for the Hank Aaron State Trail and Menomonee River. These connections may provide additional customer traffic and enhance the desirability of the existing building for commercial use.

The location on Canal Street, just west of the 25th Street roundabout, provides easy access from the highway, downtown, and access to the Menomonee River at points much further west than currently possible. MMSD stormwater ponds, vegetation, and trees create a natural environment.

Key features of the proposed site development include educational trails around the various MMSD utilities and a new connector for the Hank Aaron Trail along the river in the form of an elevated boardwalk as it reconnects with West Canal Street. An existing gravel path to the west will provide a small boat launch for kayaks and canoes, while an elevated dock to the north of the building will afford larger boats a place to dock. Although the southeast corner of the site cannot be used for large buildings an event pad is proposed to serve as the launch or finish for walk/ runs, river events or other activities tied to the Hank Aaron Trail, the Valley, or the Menomonee River.

The existing building has a simple steel structure that can survive complete removal of all interior and exterior walls. The column bays are uniform, which

can accommodate a single tenant or multiple smaller tenants. Some combination of food based light manufacturing and a visitor's center, retail outlet, or themed restaurant is envisioned. The existing floorplan includes 18,600 square feet on one level, with an existing 4,700 square foot mezzanine, and a proposed 5,300 square foot addition. The addition provides the opportunity for a vertical landmark and entrance point in to the Valley.

## COMMUNITY FEEDBACK SUMMARY

Given the prominent location and visibility of this site, it could have iconic signage as a gateway into the Valley. The signage could be visible from the interstate and glow like a beacon at night. Due to the existing right-of-way that must be maintained, an appealing pedestrian path could be developed and compliment the building.



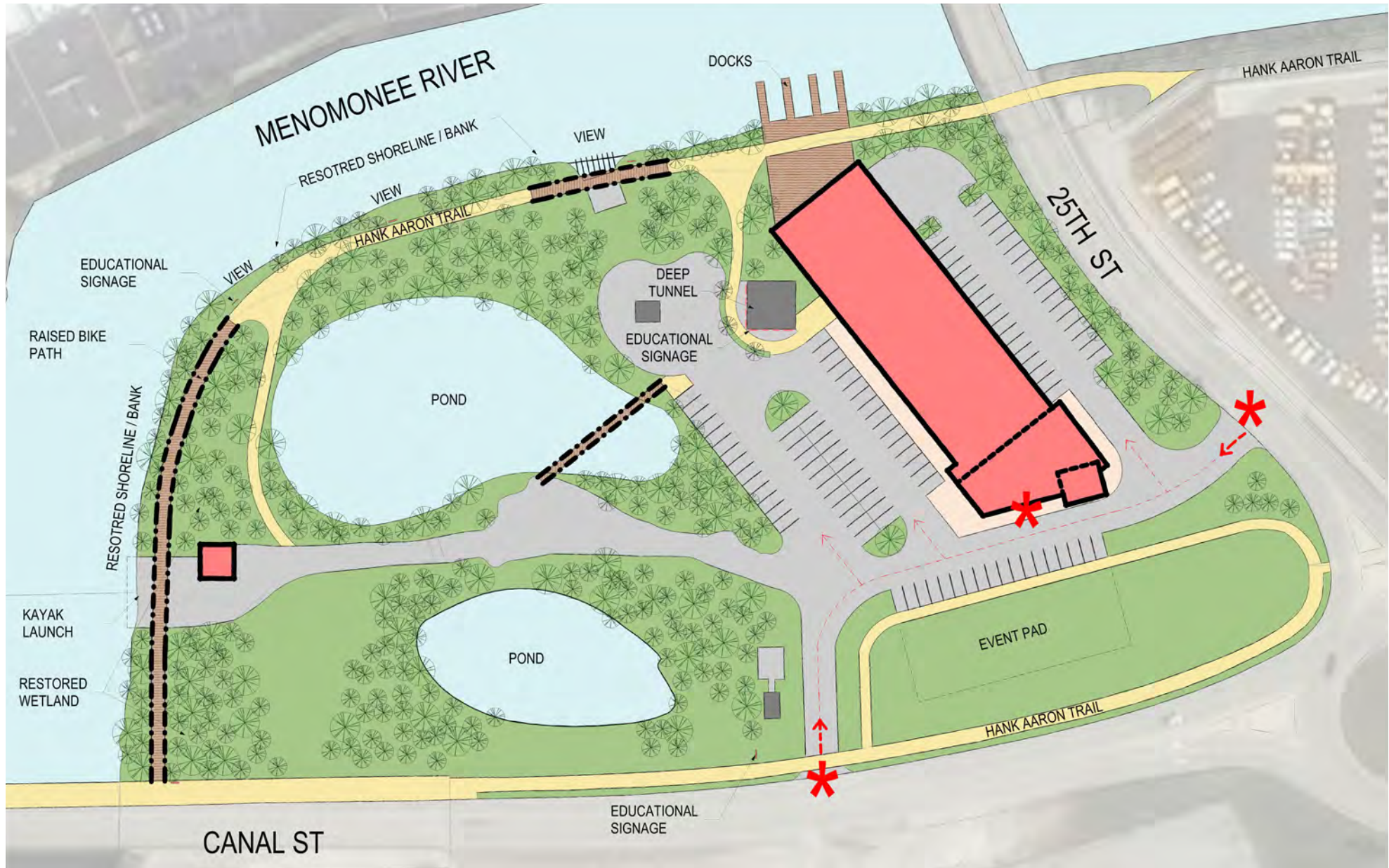
Site plan concept sketch





# Site 6: Food Manufacturing

Site proposal: Uihlein Wilson Ramlow Stein



Site plan

# Site 6: Food Manufacturing

Site proposal: Uihlein Wilson Ramlow Stein



Aerial rendering of adaptive reuse facility

# Site 6: Food Manufacturing

Site proposal: Uihlein Wilson Ramlow Stein



Rendering of signature feature of new facility

# Site 6: Food Manufacturing

Site proposal: Uihlein Wilson Ramlow Stein



Rendering of kayak launch and active pedestrian trail adjacent to the facility

# Site 6: Food Manufacturing

Site proposal: Uihlein Wilson Ramlow Stein



Tenant layout options

# continuing the progress



