

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



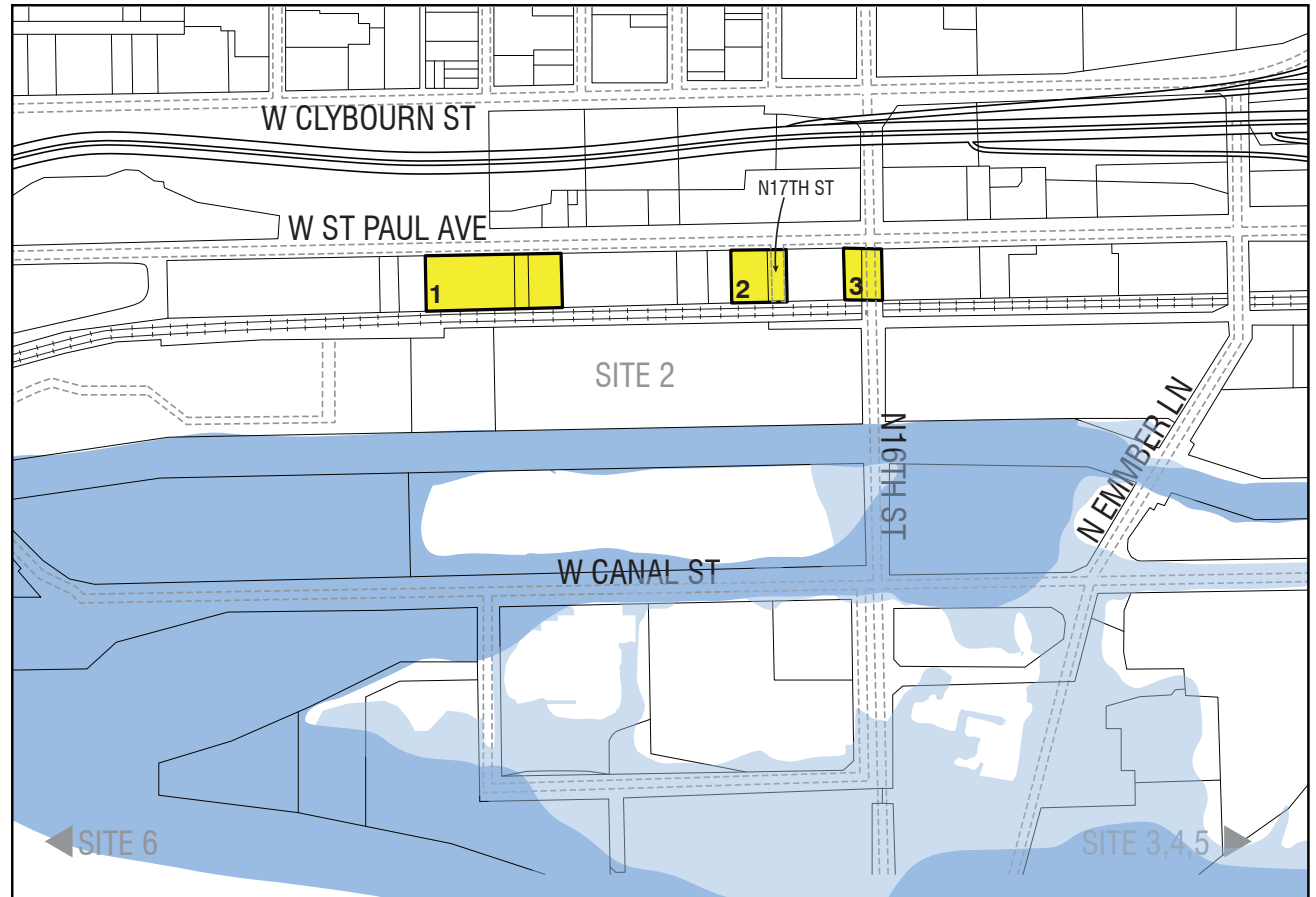
Aerial of the dead end 17th Street



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
				129,243 (2.96 acres)

Site 1: St. Paul Avenue Corridor

Site summary



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



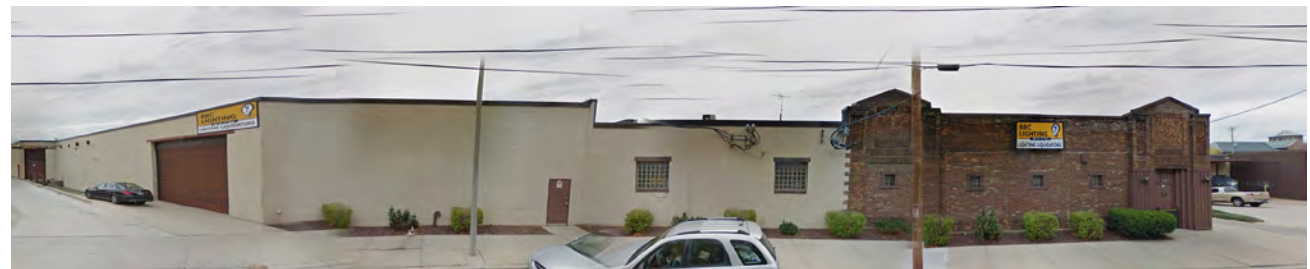
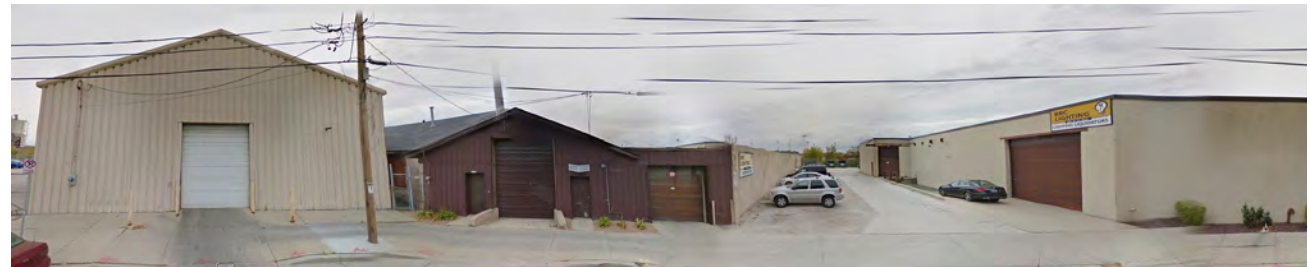
View looking at the dead end of 17th Street, 1701 W St. Paul Ave.

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

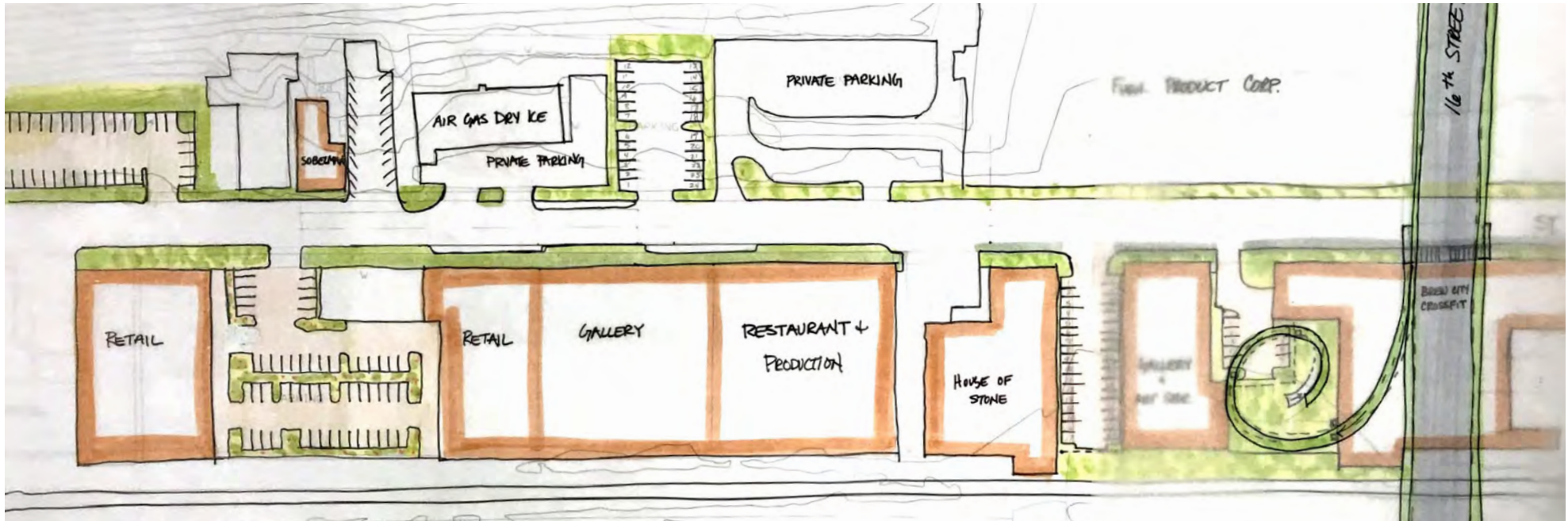
Green terrace zones, which are currently turf, will be transitioned into bio-swale terraces to highlight the environmental mission of the Menomonee Valley.

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

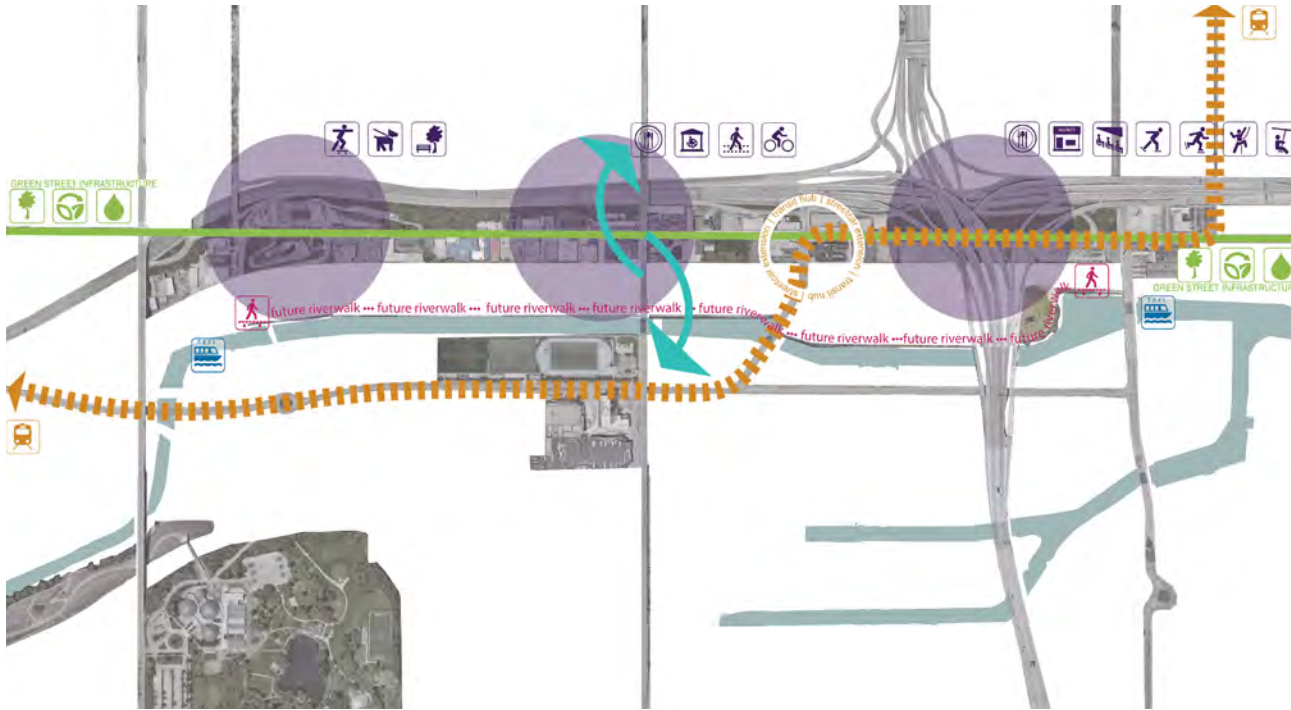


Site plan concept sketch



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Analysis and strategy diagram



Concept of a Valley sign

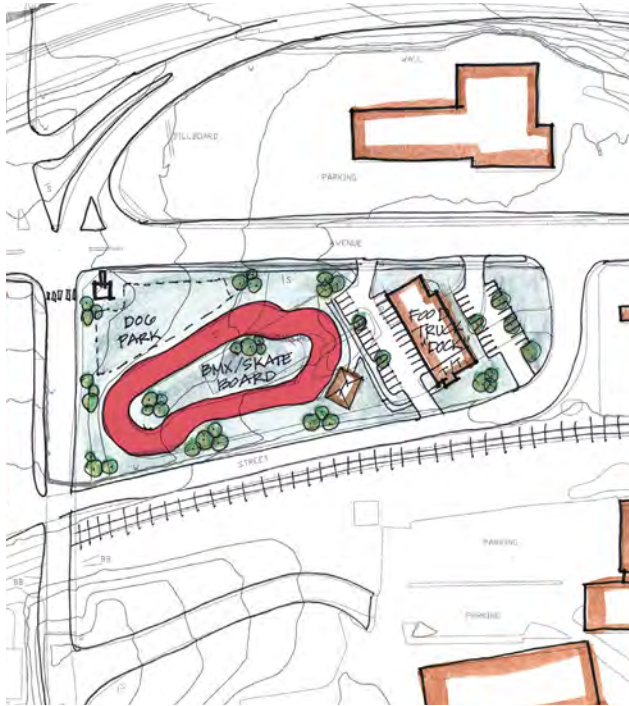


Precedents of a dog park and outdoor recreation



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Site plan of former DOT site

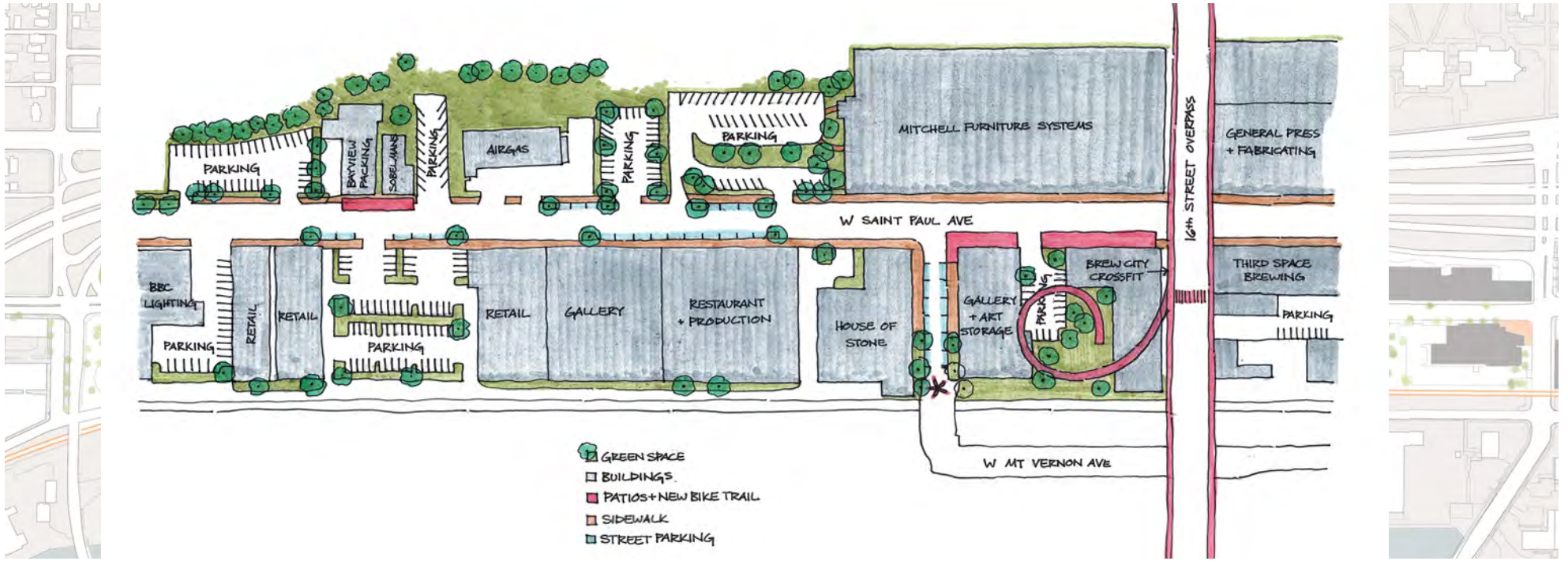


Rendering of dog park and skate park on former DOT site



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



Precedents of pedestrian linkages between different elevations



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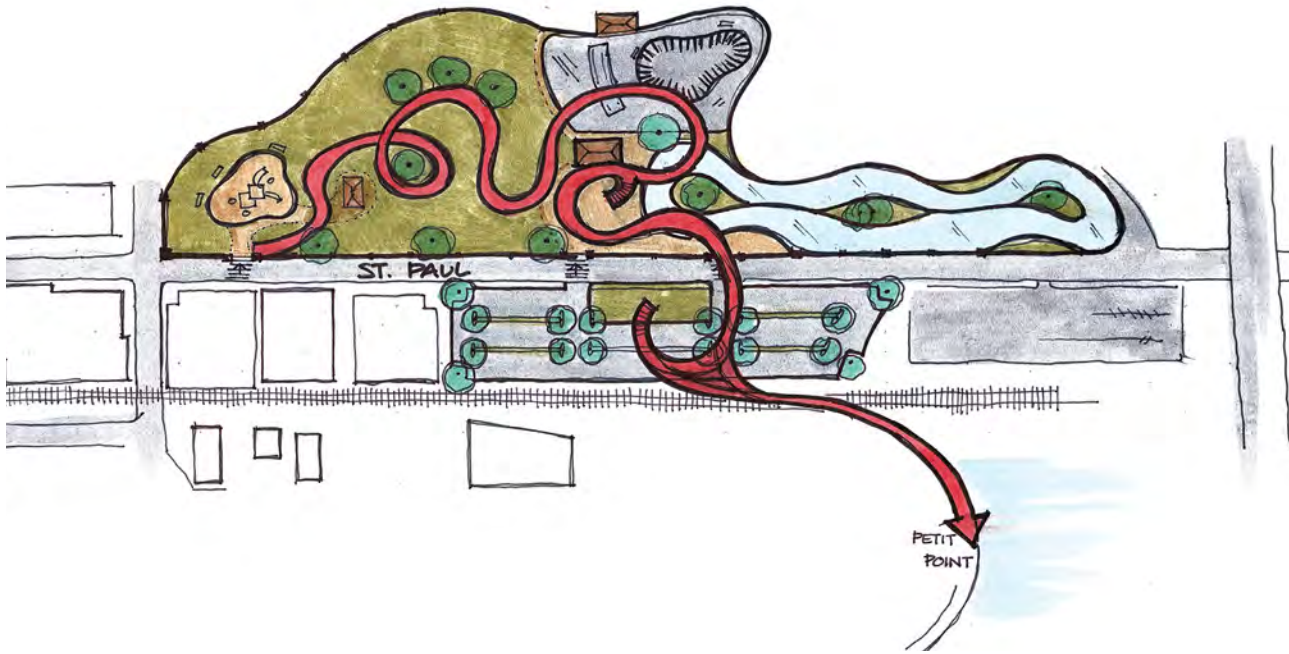
Site proposal: Quorum Architects



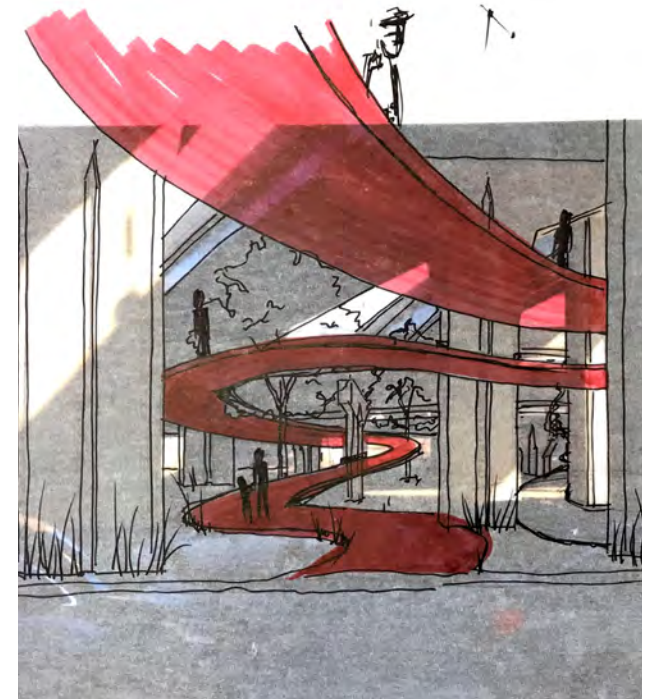
Rendering of winding pedestrian path from the viaduct to St. Paul

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Site plan beneath the Marquette Interchange



Concept sketch of pathways beneath the interstate



Precedents of activating space beneath an interstate



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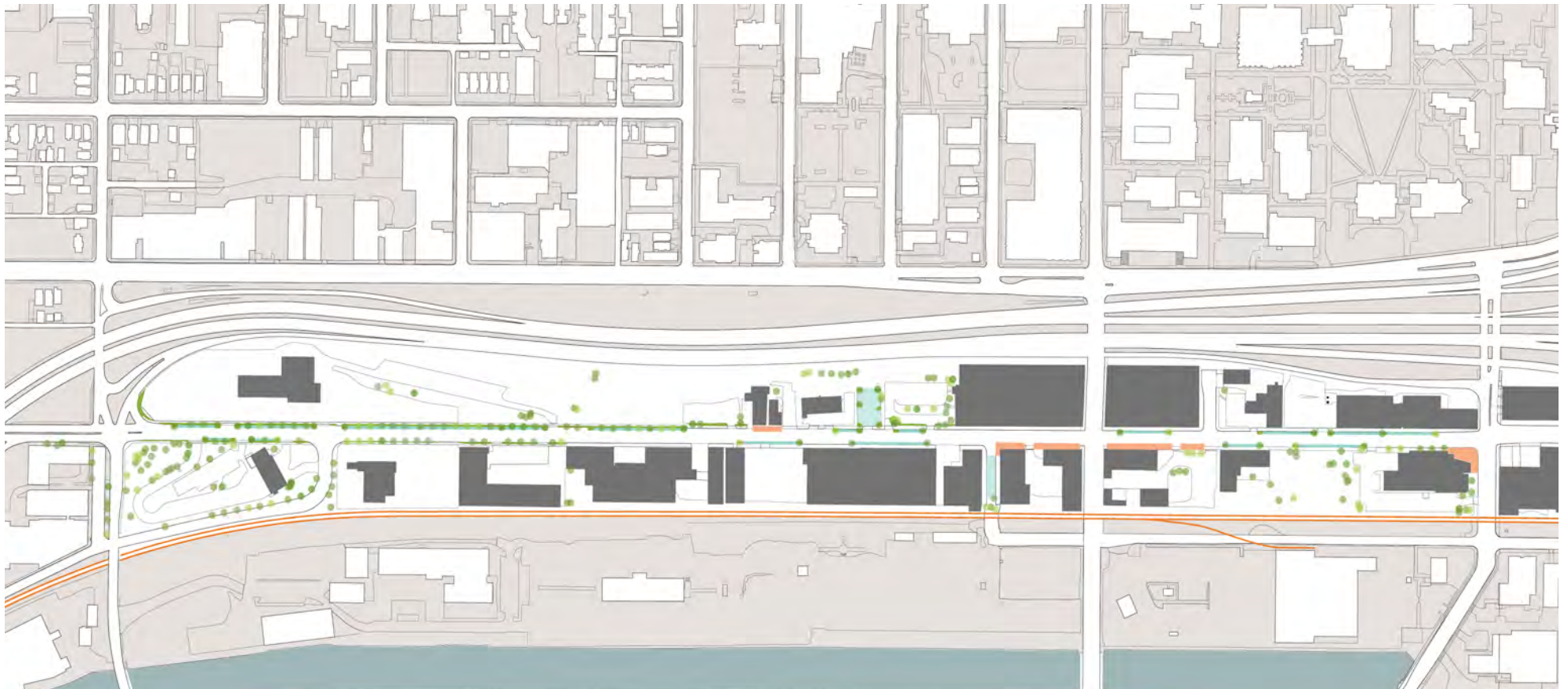
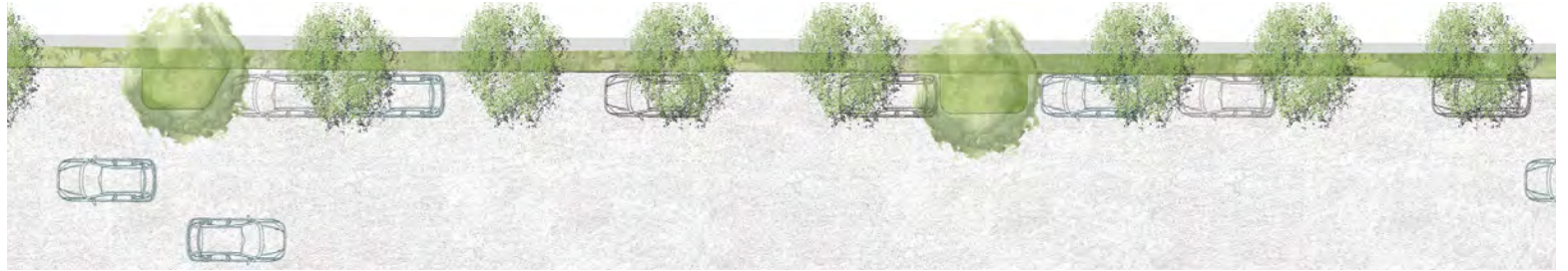


Rendering of winding pedestrian paths through the interstate supports

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

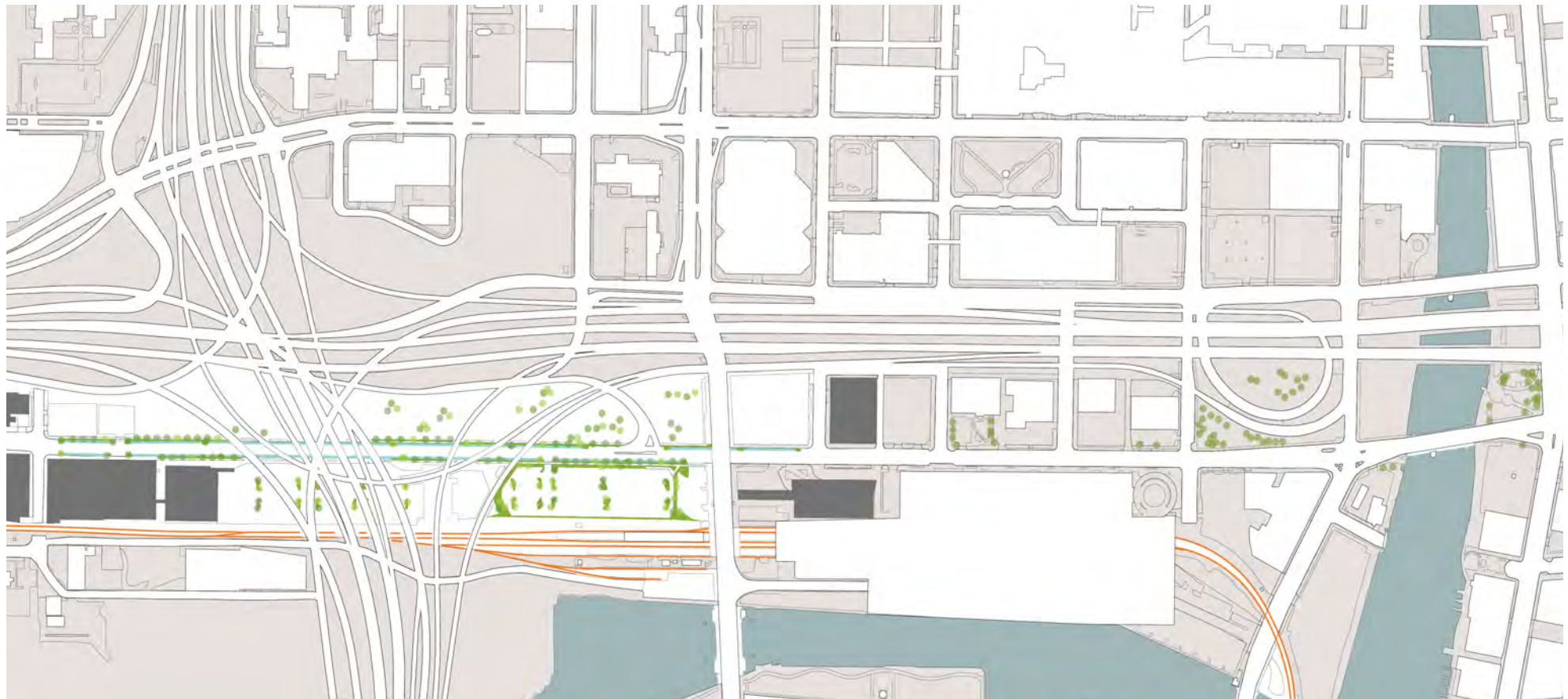


Streetscaping plan - west half

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



Streetscaping plan - east half