

MILWAUKEE

comprehensive **Plan**

DEPARTMENT OF CITY DEVELOPMENT • JUNE, 2015

Menomonee Valley 2.0
Executive Summary

Menomonee Valley 2.0

Plan

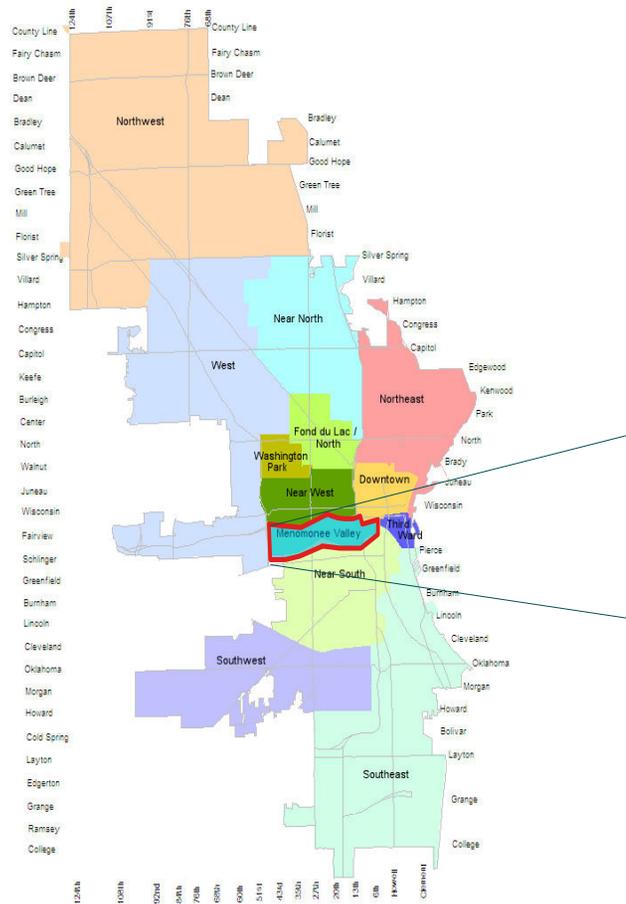
Comprehensive

The revitalization of the Menomonee Valley started with a vision. This plan is a continuation of that vision for the next generation of redevelopment in the Valley.

This plan is also part of a citywide comprehensive planning process that began in 1999 in response to State of Wisconsin “Smart Growth” legislation. Together with community partners and residents, the City of Milwaukee developed a comprehensive plan for the entire city for the first time in its 166 year history. The process began by dividing the city into 13 different planning areas. The thirteen area plans, informed by substantial public participation and analysis, identified key land use recommendations and prioritized neighborhood and development issues. This plan is an update to the original Menomonee Valley Plan which was completed in 1998, just prior to the comprehensive area plan process. Each of the 13 area plans plus an overarching citywide policy plan now comprises the City’s Comprehensive Plan.

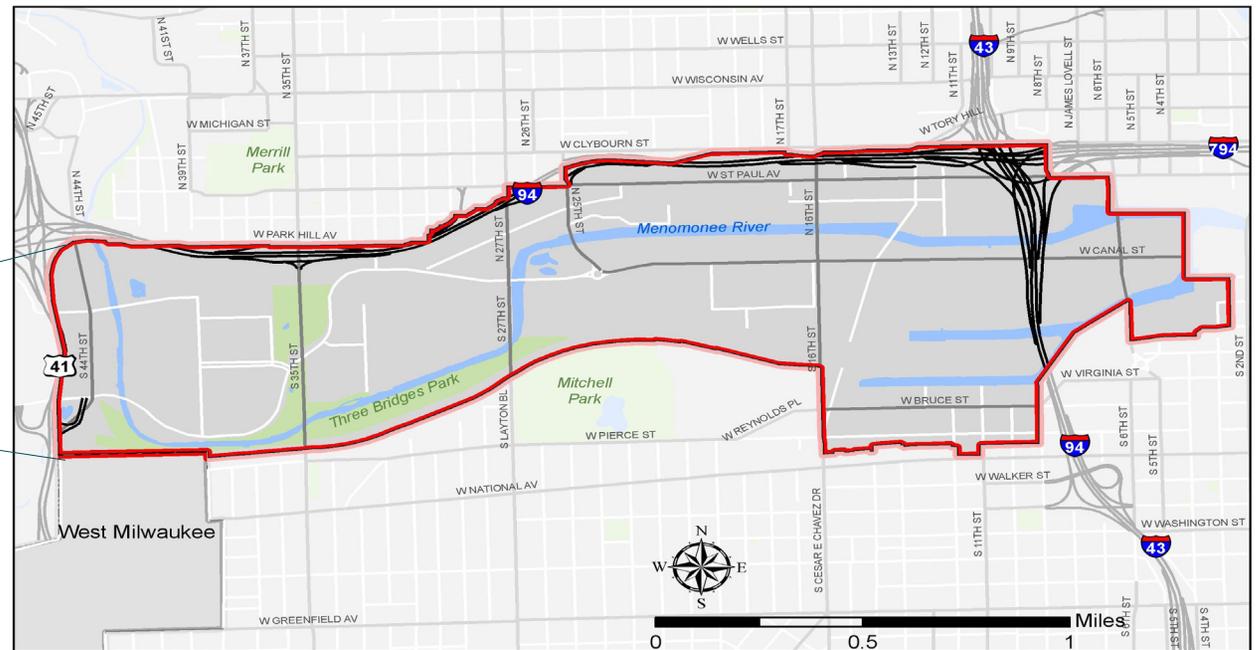
The legal significance of this area plan, as part of the citywide comprehensive plan, is that upon adoption all land use decisions within the boundaries of this plan must be consistent with the goals, objectives, and policies outlined in this document.

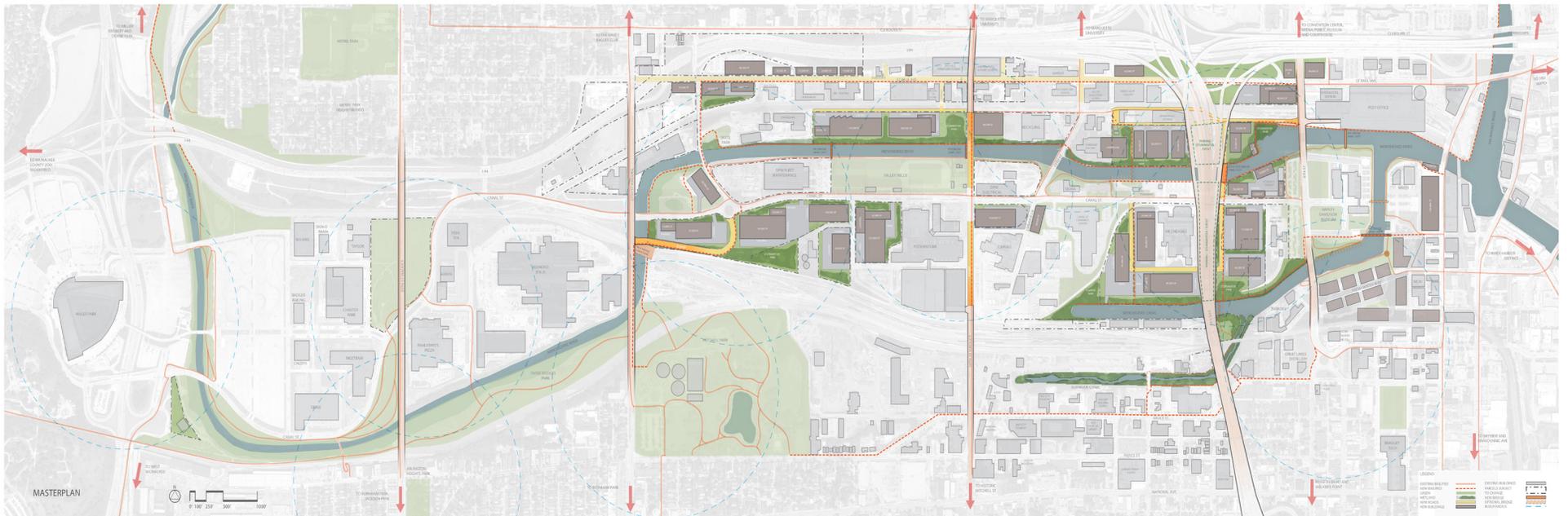
This Menomonee Valley plan update or Menomonee Valley 2.0 is an attempt to continue the vision and successful initiatives of the original Valley plan, “Market Study, Engineering, and Land Use Plan for the Menomonee Valley” (the 1998 plan) which was created as a response to the on-going blight and neglect of large industrial parcels in the Valley and the corresponding negative consequences on adjacent commercial and residential neighborhoods.



Menomonee Valley Planning Area Context

 Menomonee Valley Action Plan Boundary





MENOMONEE VALLEY MASTERPLAN 2.0

ZIMMERMANN LA DALLMAN

ROOF TERRAIN

GREEN ROOF	240,000 SF
POTENTIAL GREEN ROOF	12,000,000 SF
SOLAR PANEL ROOF	12,000,000 SF
TOTAL	24,240,000 SF

BUILDINGS

INDUSTRIAL	2,000,000 SF
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JOB

JOB PER ACRE OF BUILDABLE SITE	32
ACRES OF BUILT SITE	79 ACRES
TOTAL JOBS	1,272

ROADS + PATHS

NEW PAVES	170,000 SF
VEHICULAR BRIDGES	100,000 SF
SUPPRESSED WADWAYS	100,000 SF
IMPROVED ROADS	20,000 SF
VISIGNARY ROADS	20,000 SF
TOTAL	410,000 SF

PEDESTRIAN PAVING	200,000 SF
PEDESTRIAN BRIDGES	50,000 SF
DOCKS & BOARDWALK	20,000 SF
TOTAL	270,000 SF

TERRAIN

PAVED INDUSTRIAL SURFACES	100,000 SF
PAVED PARKING SURFACES	100,000 SF
TOTAL	200,000 SF

GREEN SPACE	1,300,000 SF
WATER REMEDIATION / WETLAND / STORMWATER MANAGEMENT	1,500,000 SF
TOTAL	2,800,000 SF



Menomonee Valley 2.0

Major

Reccomandations

East Valley Gateway

FaB Cluster

Objective: The East Valley Gateway FaB Cluster is an urban food and beverage manufacturing cluster in a new east end Menomonee Valley Industrial Center, similar in size and scope - if not in contiguous acreage and ownership -and integrated into a waterfront setting with complimentary uses and amenities.

Strategies & Recommendations:

- Construct new light industrial development on approximately 40 acres and up to approximately 700,000 square feet of buildable area.
- Invest in roadway improvements that will activate four major, job-producing redevelopment sites totaling approximately 22 acres, all with waterfront access: the We Energies coal pile site, the former Stollenwerk property east of We Energies, the RACM-owned 260 N. 12th property, and Petit Point.
- Maximize space with the utilization of the vacant land under the Marquette Interchange and I-94 for shared parking and storm water management.
- With the establishment of the Food Maker School and Center of Excellence by the Milwaukee Area Technical College and FaB Wisconsin at S. 8th and National Avenue in Walker Square, and adjacent to the Pierce and Bruce manufacturing district, focus recruiting efforts on attracting food and beverage manufacturers.
- Smaller, start-up space under 30,000 square feet exists near the MATC/FaB Wisconsin school creating a stepping stone of available space and manufacturing needs culminating with large floor plate, build-to-suit facilities from 30,000 to over 100,000 square feet in the East Valley Gateway for established and rapidly expanding businesses.
- A FaB cluster will effectively enjoin and enhance the two major uses in the Valley: industrial and entertainment, by offering front-of-factory product retail and café space similar to the nearby Palermo's Pizza café, Stone Creek Coffee, and Great Lakes Distillery. Similar Milwaukee models are also found at Lakefront Brewery and Miller-Coors.
- Creating a redevelopment plan to promote the FaB east end district will assist in implementing a strong cluster in this area of the Valley.
- Apply existing or revised Sustainable Development Design guidelines to establish uniform architectural design and forms similar to the Menomonee Valley Industrial Center and continue the high threshold of development excellence found in the Valley.
- Rezone Industrial Heavy (IH) districts in the East Valley Gateway area to allow for easier accommodation of desired light industrial manufacturing uses. An examination of Industrial Light and Industrial Office zoning districts should be the initial step in this process.
- Link riverwalk and bike systems. In keeping with the environmental mission of the Valley, waterfront edges of redeveloped parcels may be designed with passive storm water detention and filtering areas and integrated with riverfront walkways similar to those found in the MVIC, creating a linear greenway system with linkages to the Hank Aaron State Trail, Miller Park, Three Bridges Park, the Harley- Davidson Museum, Reed Street Yards, Walker's Point, Downtown, and the Historic Third Ward.
- Although FaB uses are emphasized in this area, manufacturers with high job per acre counts along with significant sustainable building operations and practices should be welcomed.



Source: Urban Milwaukee Dial

Menomonee Valley 2.0

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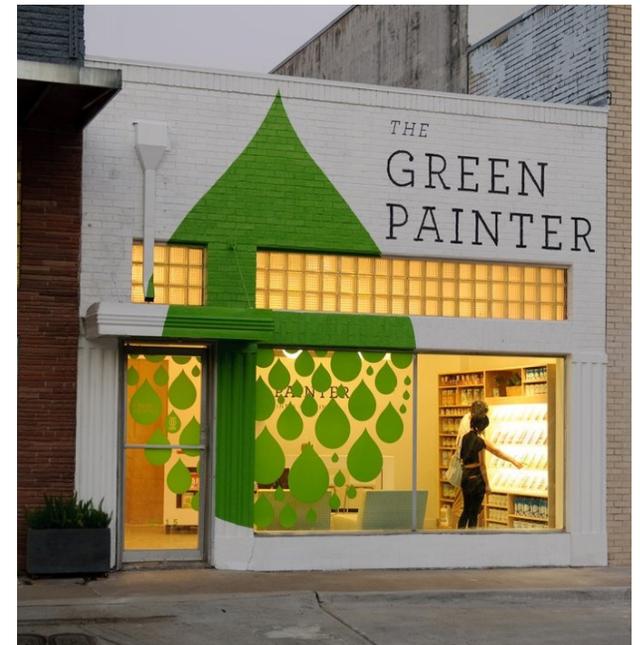
Reccomandations

St. Paul Avenue Design Showroom District

Objective: The St. Paul Avenue Design Showroom District is a new and unique design showroom corridor with a region-wide draw anchored by home and commercial decor manufacturing and designers featuring “front of facility” showroom space.

Strategies and Recommendations:

- Commit to and establish the St. Paul design showroom district as a brand and identity.
 - A redefined BID and commercial corridor strategy: implement facade and right-of-way improvements to reflect a unique showroom mission and character.
 - Rezone or establish a St. Paul overlay district to accommodate light industrial and related retail uses not otherwise permitted in the current IH classification along St. Paul Avenue.
 - Using the example of Brass Light Gallery, each participating business can use simple images, photos, or other exterior improvements to showcase products and to enliven both their building facade and the streetscape.
 - Designated crosswalks along St. Paul should have a significant design prominence and allow for specialty marketing and other forms of non-invasive design promoting the identity of St. Paul. Brady Street is an example of such intersection designs.
- Manufacturing and showroom space can act as a compliment to the upscale retail offerings located in the adjacent Third Ward.
 - Design, signage, and right of way improvements can follow an un-scripted or non-formulaic design ethos in keeping with the eclectic and varied uses along St. Paul Ave.
 - Its location in close proximity to the Milwaukee Intermodal Station and Streetcar line can attract regional visitors and lessen on-street parking pressures.
 - Designate the RACM owned property at N.17th & St. Paul for shared surface parking for new and existing uses.



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Reccomandations

Bruce & Pierce Industrial District

Objective: The Pierce and Bruce Industrial District is an identifiable and preserved urban manufacturing district serving as an employment anchor for Milwaukee's near south side Menomonee Valley.

Strategies & Recommendations:

- Retain the revised Industrial Mixed (IM) zoning classification in order to avoid future land-use conflicts that inhibit industrial growth. The recent zoning code text amendment changed the use classification for various residential land uses from permitted to a limited use, requiring that residential uses are not located within 150 feet of a parcel located in an Industrial Heavy (IH) zoning district that contains an intense or heavy manufacturing use.
- If necessary, add additional zoning protections to further protect and allow for industrial expansion and attraction.
- Added exposure from the creation of the FaB school will enhance the visibility of the area as a distinct area of manufacturing and light industrial uses in Milwaukee.
- Use the location of the FaB school to attract FaB manufacturers and FaB start-ups to this area.
- Gauge interest amongst businesses and property owners in order to examine the possibility of becoming a part of the Valley Business Improvement District, thereby gaining greater representation to achieve like interests.

- Clearly delineate bike and pedestrian routes to and from the decommissioned Burnham Canal wetland to ensure any new public access to this project does not interfere with the operations of the existing businesses abutting it or in the immediate vicinity.
- The Burnham Canal de-commissioning will result in a below grade wetlands feature and may be used as an amenity for abutting businesses and its employees. The feasibility of a public trail as part of a neighborhood recreational trail should be examined both for conflicts with trucking routes and for entrance and exit points. A conceptual trail is shown in this plan for visualization purposes but additional vetting is required.



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Reccomandations

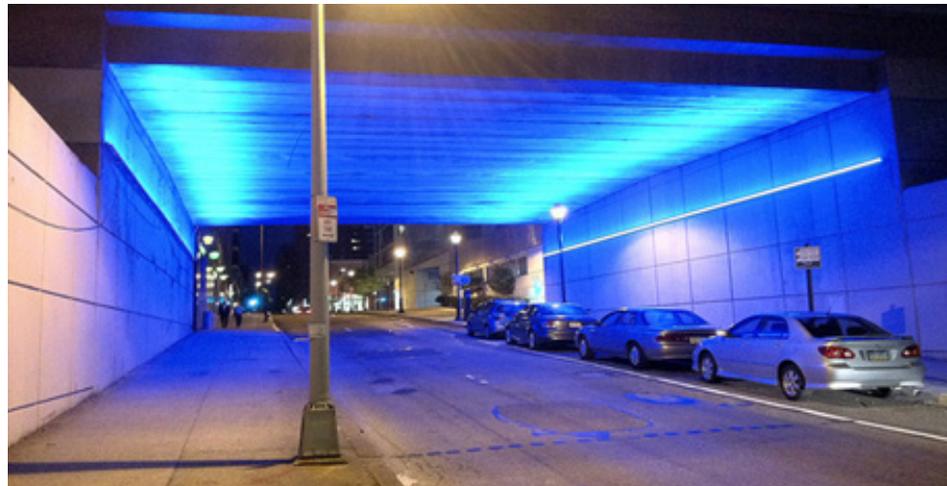
Catalytic Projects: I-94 Valley Gateway

Objective: The I-94 Valley Gateway is a new and visually engaging western gateway to the Valley with improved multi-modal connections for auto, bike, and pedestrians that provides direct and intuitive connections between the Valley and adjacent neighborhoods.

Strategies and Recommendations

- A reconstructed I-94 should maximize developable parcels to compensate for the resulting loss of existing parcels and businesses to freeway and connecting roadway rights of way.
- Right turn bypasses and other right of way remnants should be avoided where possible. These “elements” create negative pedestrian environments and become blighting influences due to haphazard maintenance.
- Organize a coordinated Context Sensitive Solutions (CSS) team to create a design plan for I-94 that connects north to Clybourn and the near west side and south to St. Paul Avenue and Canal Street.
- CSS elements should include LED lighting elements, creative landscaping, attractive fencing, and an overall comfortable walking experience. The CSS elements for the I-794 project can serve as a model.
- Improved and more intuitive connections to the north will extend or redirect spillover Valley industrial and residential demand to the Avenues West and Near West corridors.

- Improved and appropriately designed I-94 connections between Clybourn and the Valley will create a new north-south gateway on the west side of the Valley.



Menomonee Valley 2.0

Major

Recommandations

Catalytic Projects: Valley Connections

Objective: Create a new series of multi-modal connections that further weaves the Valley into the urban grid and its adjacent neighborhoods. New and improved connections activate previously under-utilized Valley areas and give greater prominence and further enhance already successful ones. In short, these new connections combine industry, entertainment, recreation, and urban integration like no other industrial district in the country.

Strategies & Recommendations:

- Construct a bike and pedestrian span linking the grounds of the Harley-Davidson Museum with the grounds south of the MMSD and effectively joining the Reed Street Yards and Walker's Point with the Harley-Davidson Museum campus and the Valley's proposed east end manufacturing and FaB cluster.
- As noted in previous sections, an extended and improved Mt. Vernon right-of-way would activate underserved acreage at 260 N. 12th and Petit Point and create a new market for desirable industrial space between St. Paul Avenue and the Menomonee River.
- A similar catalyzing street can be established around the We Energies Valley plant creating easy Canal Street access for three redevelopment areas west, south, and east of the Valley plant.
- While recently closed off by the Wisconsin Railroad Commissioner, the current stub end of N. 17th street south of St. Paul Avenue should in the future be reconsidered to extend south across the existing CP rail lines to Mt. Vernon Avenue.
- While considered a longer term vision, as the Valley viaducts are deemed to be in good condition, a radical redesign of the 16th Street viaduct would offer direct access to Canal Street by touching down onto the Valley floor similar to that of 6th Street.
- As redevelopment occurs east of the City Lights project, an improved Mt. Vernon street right-of-way will be created linking Mt. Vernon Street from N. 25th Street east to Petit Point, just west of 6th Street thereby creating a riverfront light manufacturing corridor over one mile in length.
- Use the future I-94 East-West reconstruction project to connect the 27th Street viaduct to Canal Street via an extension off of the viaduct down to the Canal and 25th Street roundabout.
- With the transition of the Valley We Energies plant from coal to gas, commercial barge traffic in the Valley will be eliminated. This policy change will open up Valley waterways for more recreational water craft to ply the river and Valley canals. An obvious location would be at the Harley-Davidson Museum, providing a natural resting stop and social gathering place for boaters and kayakers.
- Locating a new pedestrian/bike span south of the MMSD boat dock through the decommissioning of the Menomonee Canal as a navigable waterway would allow for more water based activities, including dining platforms, and increased public access.
- Designated as a desired landing spot for a FaB use, Petit Point offers a unique opportunity for boat slips in conjunction with an outdoor café or plaza related to a food and beverage operation.
- A riverwalk can be constructed along the northern length of the Menomonee River from Petit Point west to the Canal Street roundabout to link up to the existing Hank Aaron State Trail.
- Similarly, a riverwalk of nearly equal length could be extended to the MMSD property at 199 N. 25th Street. When combined with existing riverwalks along the Sigma and Marquette Valley Fields properties, a continuous mile long riverwalk can be established to Canal Street.
- With the decommissioning and wetland conversion of the Burnham Canal, a recreational trail can be established to serve near south side neighborhoods and provide a link from Three Bridges and Mitchell Parks to the Hank Aaron State Trail, the Harley-Davidson Museum, the Reed Street Yards, and east towards the Third Ward and the lakefront.

Menomonee Valley 2.0

Catalytic Projects

Valley Connections

