MILWAUKEE comprehensive Plan

DEPARTMENT OF CITY DEVELOPMENT • JUNE, 2015

Menomonee Valley 2.0

Executive Summary

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Comprehensive Plan

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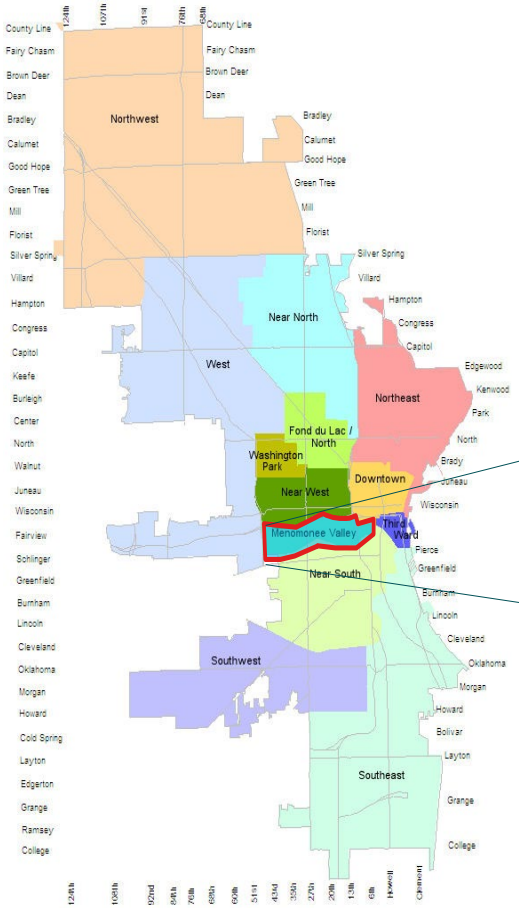
This plan is part of a citywide comprehensive planning process that began in 1999 in response to State of Wisconsin "Smart Growth" legislation. Together with community partners and residents, the City of Milwaukee developed a comprehensive plan for the entire city for the first time in its 169 year history. 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 recomendations and prioritized neighborhood and development issues.

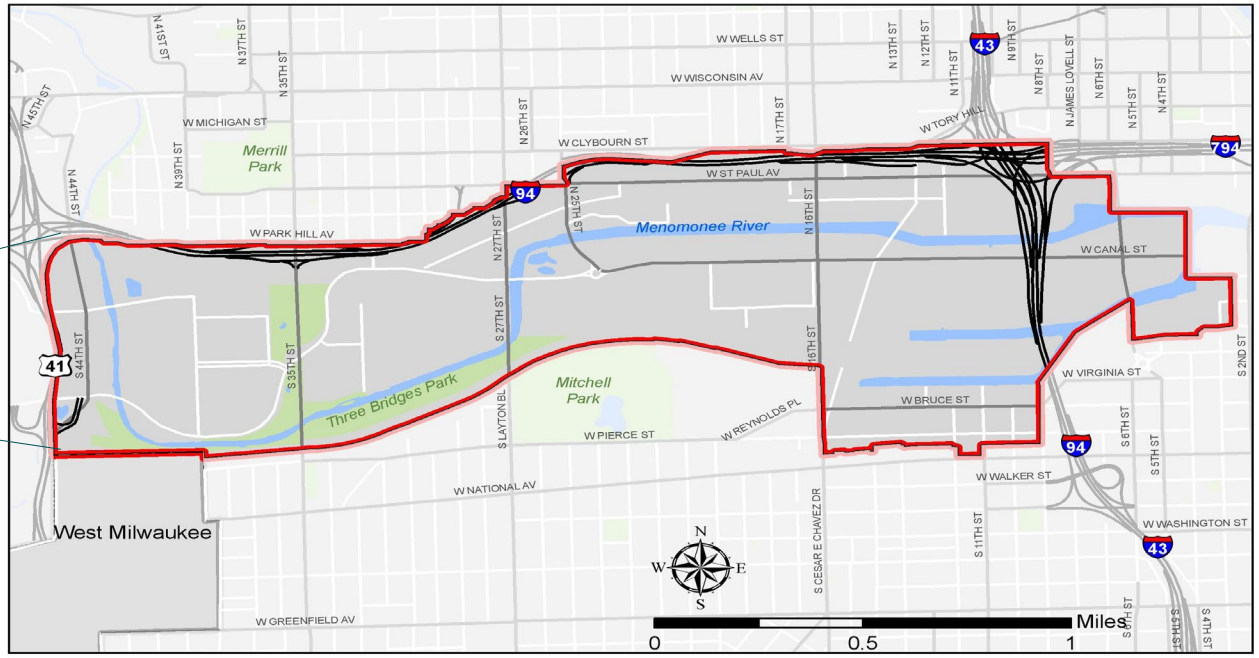
This plan is an update to the original Menomonee Valley Plan which was completed in 1998, just prior to the comprehensive area plan process. Each of the 13 area plans plus an overarching citywide policy plan now comprises the City's Comprehensive Plan. The legal significance of this area plan, as part 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.

The Menomonee Valley 2.0 Plan contains a series of recommendations that fall into five major initiative areas:

1. Creating an East Valley Gateway Food and Beverage Cluster
2. Establishing a St. Paul Avenue Design Showroom District
3. Preserving the Bruce and Pierce Industrial District
4. Improving the Gateway to the Menomonee Valley from I-94
5. Better Connecting the Valley

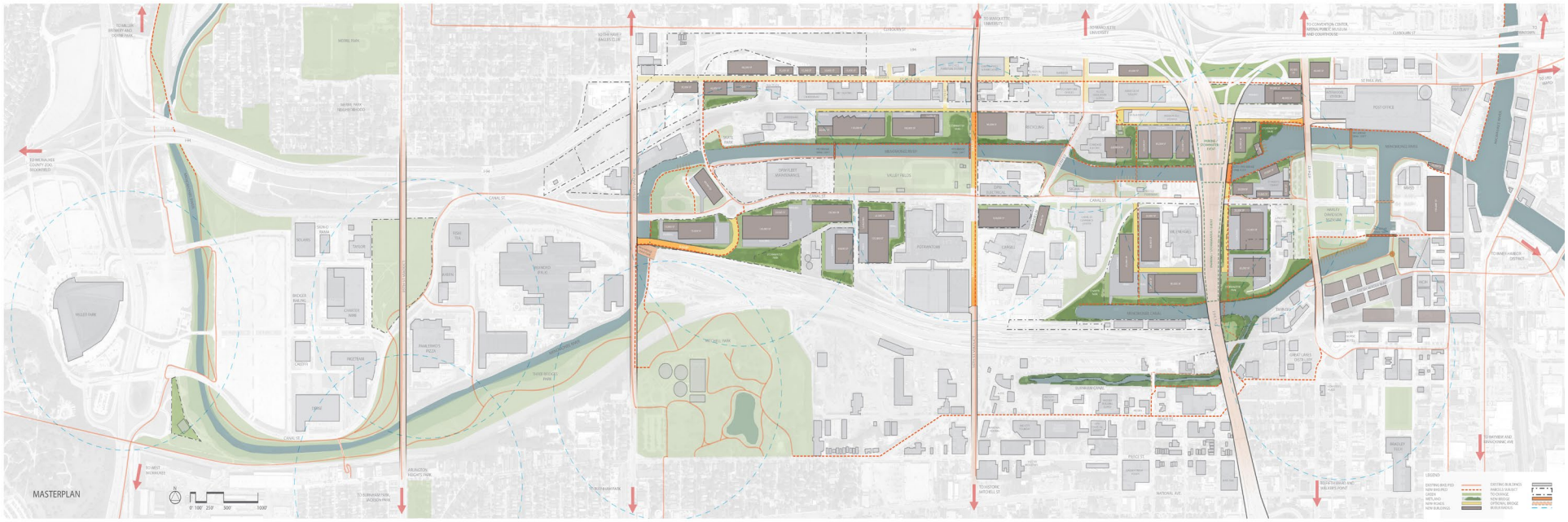


Menomonee Valley Planning Area



Prepared by the Department of City Development, 10 February 2015
Source: City of Milwaukee Information and Technology Management Division; Real Estate

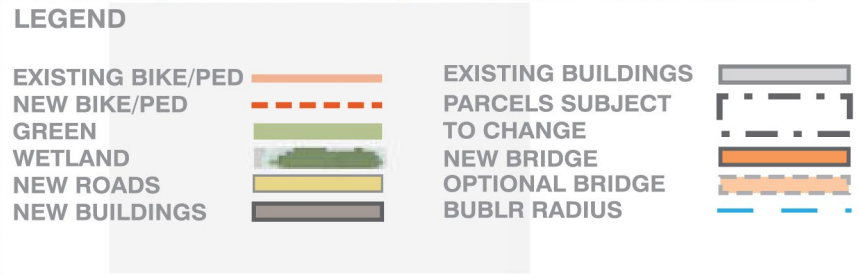
MENOMONEE VALLEY 2.0 MASTER PLAN



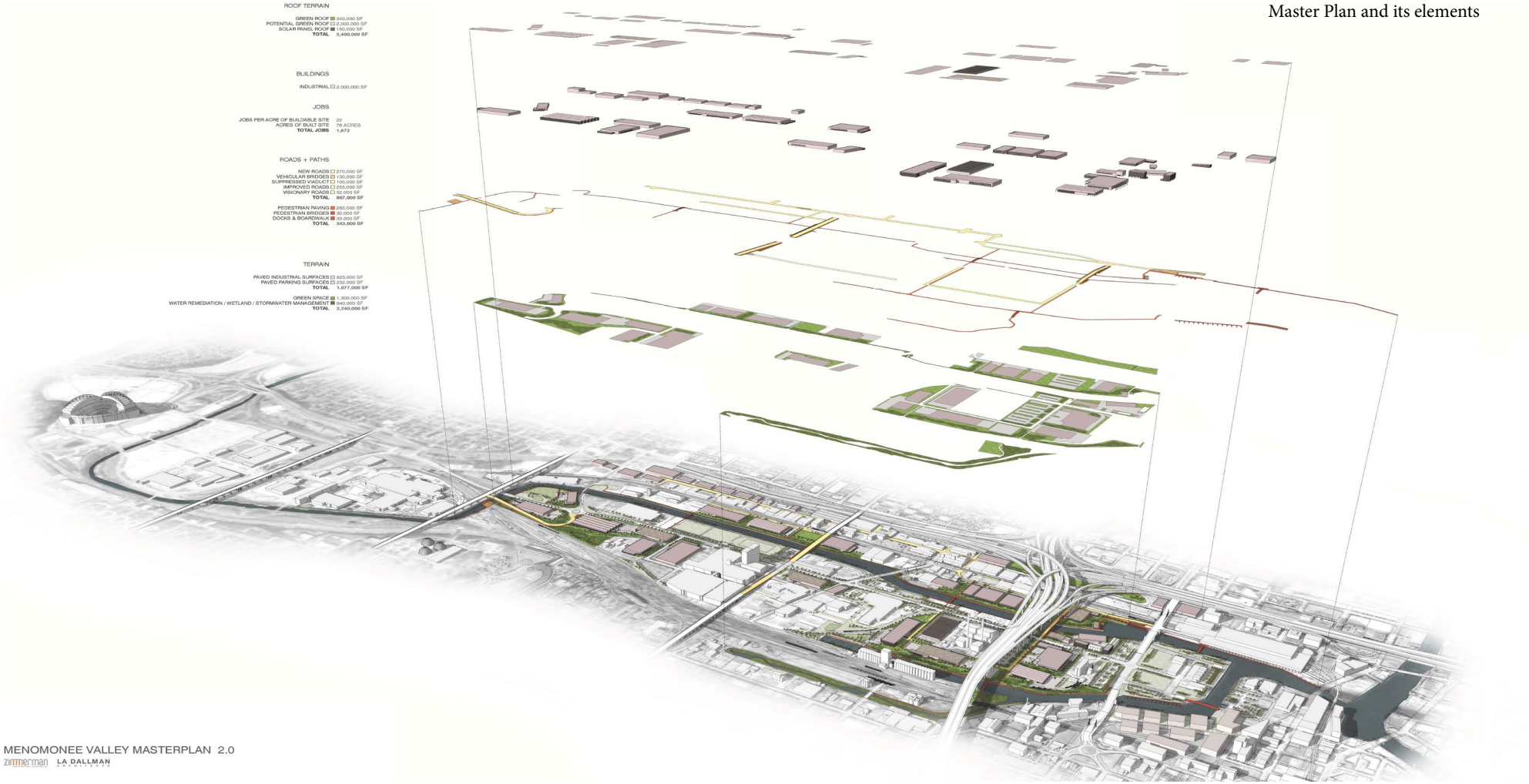
MENOMONEE VALLEY MASTERPLAN 2.0

zimmerman LA DALLMAN ARCHITECTS

The plan above depicts a fully built-out valley with new light industrial development, green spaces, and options for new roadway and other connections.



Exploded Axonometric View of the Menomonee Valley 2.0 Master Plan and its elements



BUILDINGS

INDUSTRIAL 2,000,000 SF

JOBS

JOBS PER ACRE OF BUILDABLE SITE	22
ACRES OF BUILT SITE	76 ACRES
TOTAL JOBS	**1,672**

ROADS + PATHS

NEW ROADS	270,000 SF
VEHICULAR BRIDGES	130,000 SF
SUPPRESSED VIADUCT	100,000 SF
IMPROVED ROADS	255,000 SF
VISIONARY ROADS	52,000 SF
TOTAL	**807,000 SF**

PEDESTRIAN PAVING	280,000 SF
PEDESTRIAN BRIDGES	30,000 SF
DOCKS & BOARDWALK	33,000 SF
TOTAL	**343,000 SF**

ROOF TERRAIN

GREEN ROOF	340,000 SF
POTENTIAL GREEN ROOF	2,000,000 SF
SOLAR PANEL ROOF	150,000 SF
TOTAL	**2,490,000 SF**

TERRAIN

PAVED INDUSTRIAL SURFACES	825,000 SF
PAVED PARKING SURFACES	252,000 SF
TOTAL	**1,077,000 SF**

GREEN SPACE	1,300,000 SF
REMEDIATION / WETLAND / STORMWATER MANAGEMENT	940,000 SF
TOTAL	**2.240.000 SF**

Major Recommendations East Valley Gateway FaB Cluster

Objective: Create an urban food and beverage (FaB) manufacturing cluster in the form of 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.

Looking northeast at a conceptual FaB development with canal side access.

Waterfront dining at Lakefront Brewery that could be replicated at a future Valley FaB business.

A built out and fully connected valley FaB District

Major Recommendations

St. Paul Avenue Design Showroom District

Objective: Establish 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.
- 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.

Examples of non-formulaic building facade and street-scaping that may be attempted along a St. Paul design showroom corridor.

Brass Light Gallery facade with distinctive window graphics

Major Recommendations Bruce & Pierce Industrial District

Objective: Maintain ad Grow the Pierce and Bruce Street manufacturing district which serves 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.

Concept of a decommisioned Burnham Canal

Example of an industrial entry arch

Major *Recommendations* 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.

Decorative LED lighting provides aesthetics & pedestrian comfort to highway overpass

Major *Recommendations* 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.

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.
- A new Mt. Vernon right-of-way will 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 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.
- 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.
- A riverwalk can be constructed along the northern and southern span of the Menomonee River from Petit Point west to the Canal Street roundabout to link up to the existing Hank Aaron State Trail.

Rendering of potential Menomonee Valley connections between the 6th and 16th Street viaducts

Rendering of potential Menomonee Valley connections between the 16th and 27th Street viaducts