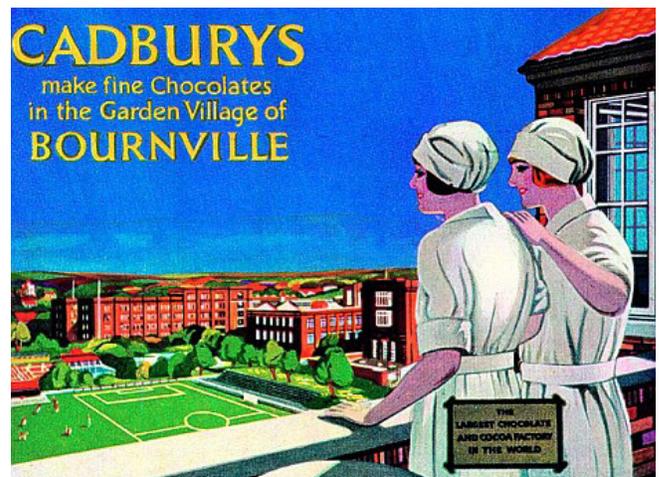


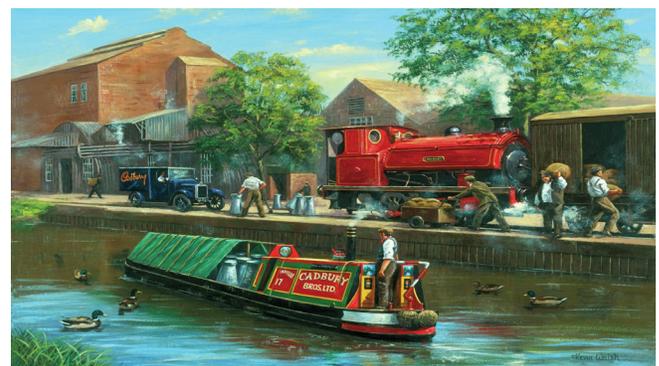
3 Land Use Strategies & Policies

In order to provide a vision for the Menomonee Valley, it is important to consider the desired overall feel or vibe for the Valley which in turn will shape its character. Is the Valley simply an industrial park that happens to have some major entertainment establishments nearby or is it a mixed use district of seemingly incompatible uses jelled together in a non-Euclidian urban landscape? In addition, major environmental and recreational improvements have become as big a part of the success of the Valley as its industrial redevelopment. With these various layers, is there a compatible theme or sense of place that can accommodate all the various elements that make up the Valley and weave that feeling from one end of the Valley to the other making it not just “that industrial area” or “where the casino is” but, rather, a complete place with a distinct feel found nowhere else?

Similar to the City Beautiful and the Garden City movement in Britain was the idea of the “Factory in a Garden.” A good example is the Cadbury Chocolate factory complex in Bourneville, UK. Established near the turn of the 19th Century, the Cadbury factory was essentially a move to the suburbs in order to procure cleaner and more expansive tracts of land to accommodate the Cadbury’s expansion plans. What is unique about this development is the concern the Cadburys had for the health and fitness of their employees and the setting in which they should work. The ultimate vision of the Cadburys was for a workplace surrounded by natural open spaces, recreational facilities, and entertainment venues for the well-being of their employees and their families.



Source: Frank Newbould, Cadbury Bros. Ltd 1925

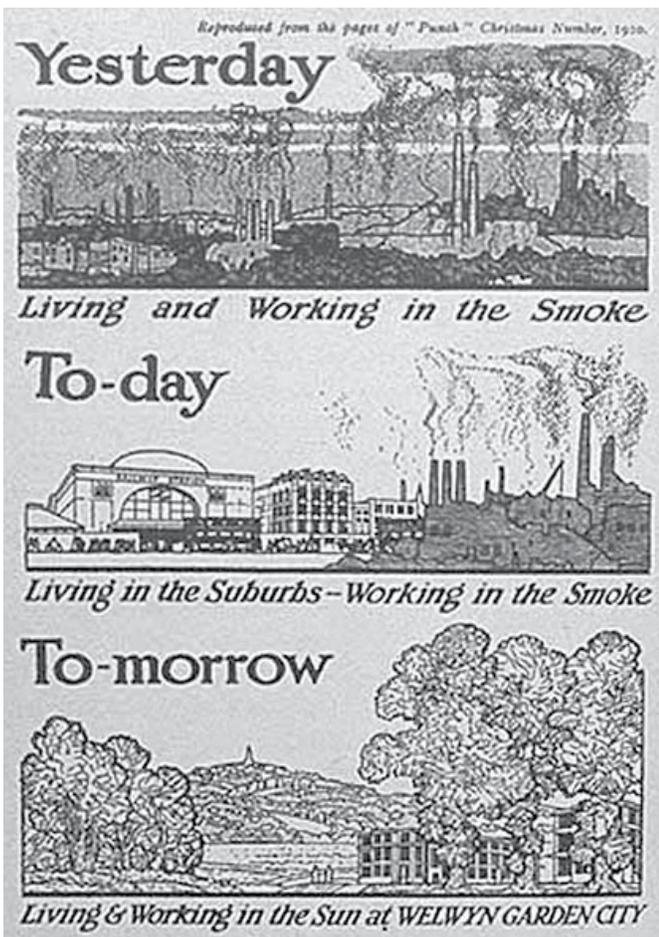


Source: Rothbury Collection, Kevin Walsh



Cadbury Vision of an Ideal Factory Setting

Source: Bournville Village Council



It was this idea and eventual reality that came to be known as The Factory in the Garden.

Fast forward to the present and a successful redevelopment of the Menomonee Valley has resulted in clean and usable tracts of land for industrial employers. Riparian banks and water quality have been improved, trails and open spaces have been created and easy access to recreational and entertainment amenities has been expanded. All of this in the heart of a major urban city that seeks those same qualities for its residents that Cadburys sought for their employees over a century ago. Adding layer upon layer of these qualities, the Menomonee Valley is Milwaukee's Factory in a Garden.

Land use and urban design strategies and policies for this plan revolve around major land use categories and broader topics mentioned by participants again and again during the planning process: the importance of industrial growth and employment; the role of entertainment; the river and overall Valley sustainability; connections in the Valley; and making the Valley a distinct place.

Focusing on these major topics and themes, overall land use and design strategies for this plan center upon:

1. Industry in the Valley
2. Entertainment in the Valley
3. Greening the Valley
4. Connecting the Valley
5. Placemaking in the Valley

Industry in the Valley

Vision: The Menomonee Valley is a thriving, modern industrial district located in the heart of Milwaukee. With a combination of legacy and new generation manufacturers, the Valley is a model urban manufacturing center providing accessible employment opportunities to surrounding neighborhood residents. With its mix of urban industrial design, prominent location, and labor force accessibility, the Menomonee Valley is a completely built out, job dense industrial hub for the southeast Wisconsin region.

Policies & Strategies:

- Reduce the amount of tax-exempt property in the Valley.
- Continue the core mission of the City of Milwaukee and Menomonee Valley Partners to prioritize industrial development and job creation in the Valley alongside the successful entertainment uses currently existing there.
- With the nearly complete build out of the Menomonee Valley Industrial Center (MVIC), shift the focus of industrial redevelopment to the center and eastern portions of the Valley.
- Prioritize redeveloping remaining vacant parcels for light industrial uses.
- Identify and prioritize remaining developable parcels to be made shovel ready for near-term industrial redevelopment.
- City controlled property should be prioritized for uses to meet, at minimum City job density requirements. The MVIC job density goal is currently 22 jobs per acre.
- Light manufacturing uses and identified Milwaukee-area industrial clusters are preferred uses in the Valley, with food and beverage manufactures a priority for central and eastern portions of the Valley. Determine the effects of rezoning Industrial Heavy (IH) areas to lighter industrial zoning classifications in the Valley in anticipation of eventually down zoning areas of the Valley from IH.
- Expand the current or create a revised East Valley Developmental Incentive Zone (DIZ) to encompass identified priority sites.
- Cross-market industrial developer interest to areas adjacent to the Valley when sites are not available or specific uses would be more appropriate elsewhere.

Form:

- Adhere to an urban form of industrial design and building placement similar to that of the MVIC.
- To the best extent possible, buildings should form a street edge with public entrances clearly visible
- Street facing building facades should, whenever possible, avoid blank walls and contain glazing, fenestration, and other forms of wall design and articulation.
- Signage should be integrated into the building façade rather than as a free-standing type. When free-standing is required, monument type placement is recommended.
- Off-street parking should be minimized along the street frontage.
- For prominent waterfront sites, blank facades should be avoided. The use of glazing and other means of façade articulation are recommended where feasible.
- Minimize off-street parking along river edges. When surface parking is unavoidable, run-off buffering along parking edges is strongly recommended.
- For building exterior materials, brick, architectural pre-cast concrete panels, decorative block, or cut stone is recommended. Vinyl, corrugated sheet metal, aluminum siding, imitation stone sidings, and spandrel / reflective glass is discouraged.
- At the pedestrian level, incorporate the use of windows, awnings, landscaping, lighting, and other decorative elements at public entrances and front facades.



Ahern Glazing
Source: Menomonee Valley Partners



A good example of a prominent entry feature
Source: Menomonee Valley Partners



Ingeteam provides an example of an urban industrial form avoiding long blank walls along a street front.
Source: Menomonee Valley Partners



Source: Menomonee Valley Partners



Source: Dept. of City Development



Source: Dept. of City Development

Entertainment in the Valley

Vision: The Menomonee Valley’s existing entertainment venues make the Valley one of the top visitors destinations in Wisconsin. Millions of annual visitors are able to easily and intuitively access and exit the Valley and be within a safe, attractive, identifiable, and walkable distance to other recreational or entertainment sites. This creates a uniquely Milwaukee destination incorporating Valley businesses and adjacent neighborhoods.

Policies & Strategies:

- Maintain the overall industrial mission for the Valley while recognizing the evolution of the Valley and equally supporting the existing entertainment entities currently located there.
- Use the existing entertainment draws to complement manufacturers with a work-play corridor using “front-of-factory” retail or commercial uses related to product manufacturing. Palermo’s Pizza and Lakefront Brewery are good examples.
- New entertainment uses should be accessory to manufacturing uses in identified priority development sites.
- Take advantage of the large number of annual visitors to Miller Park, the Potawatomi Hotel & Casino, Marquette Valley Fields, the Harley-Davidson Museum, and Hank Aaron State Trail to market adjacent neighborhood establishments and amenities, such as Silver City’s International Dining District.
- Identify smaller sites suitable for standalone commercial and food and drink uses.
- Improve and increase the number of and quality of connections between entertainment uses in the Valley and adjacent neighborhoods.

Form:

- Animate street facing building walls with high quality wall design and articulation, LED, and specialty lighting.
- Incorporate clear glazing into the entrance facing façade(s). Faux windows and spandrel are discouraged.
- Public entrances should be clearly visible from the street and sidewalk.
- Minimize parking between the public entrance side of the building and its facing street – in an urban context the establishment of a street wall is a primary design goal.
- Sidewalks or walkways, ample in width, should connect public entrances with the public right of way and off street parking areas.
- Off-street surface parking lots should have defined street edges and separation from the public right-of-way by means of hard elements such as appropriately scaled walls and non-chain link fences as well as an array of planting types.



Source: Brian Jacobson/Urban Milwaukee



Accent lighting to highlight Harley-Davidson Museum
Source: Menomonee Valley Partners



Menomonee Valley Partners event at Miller Park Source: Menomonee Valley Partners



Palermo Pizza cafe in front of the manufacturing facility.

Source: Menomonee Valley Partners



*2009
Valley Fields along the Menomonee River*

Source: Menomonee Valley Partners



Local example of adding retail food and beverage space to a proposed Lakefront Brewery expansion along the Milwaukee River.

Source: Lakefront Brewery Inc.

Greening the Valley

Vision: The Valley is one of the most environmentally conscious industrial districts in the country owing to 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 alike.

Policies & Strategies:

- Increase the overall tree canopy coverage in the Valley.
- Increase the amount of storm water run-off conveyed by green or passive infrastructure.
- Increase and improve the quality of storm water run-off buffering at waterfront surface parking sites.
- Align City and MVP strategies and actions with pertinent ReFresh Milwaukee goals and recommendations.
- Increase the number of green roofs in the Valley.
- Increase the square footage of pervious pavement in the Valley.
- Identify sites unsuitable for development for shared storm water runoff and parking facilities.
- Continue to maximize green spaces in the Valley that combines flood control, storm water run-off, and recreational space and connections to like open spaces and amenities.
- Identify priority run-off areas and apply storm water best management practices.



Stormwater Park

Source: Menomonee Valley Partners



Source: Menomonee Valley Partners



Photo illustration: MMSD

Conceptual Rendering of the Burnham Canal wetland project.



Source: Menomonee Valley Partners

Connecting the Valley

Vision: The Valley is completely integrated to the surrounding area, across nearly all modes of transit: truck, train, bus, car, bike, pedestrian, as well as water borne craft. When major opportunities arise, roadways, bridges, and viaducts are seriously considered for transformational change that dramatically improves access into the Valley. Valley connections are equally a matter of function and form, adding to the Valley's status as a cutting edge model of urban industrial redevelopment and design.

Policies & Strategies:

Roadway Connections

- Use the scheduled I-94 rebuild project as an opportunity to improve interstate and local street connections into and out of the Valley.
- Improve under-developed rights-of-ways and existing streets to access and activate under-utilized development sites.
- Should appropriate circumstances arise, examine reconfiguring one or possibly more of the Valley-spanning viaducts to improve access to the Valley floor.
- Establish new and improve existing north - south connections between the St. Paul and Clybourn corridors.
- Install new public streets to maximize land assemblage and development opportunities throughout the Valley.
- Develop a coordinated Context Sensitive Solutions (CSS) effort with the Wisconsin Department of Transportation (WisDOT) to not only mitigate, but improve upon the effects of a rebuilt I-94 freeway.
- Eliminate, to the greatest extent possible, existing right turn bypass lanes and work with MVP, DPW, and WisDOT to prevent adding them in relation to new interstate and associated roadwork.



Stormwater Park

Source: Menomonee Valley Partners

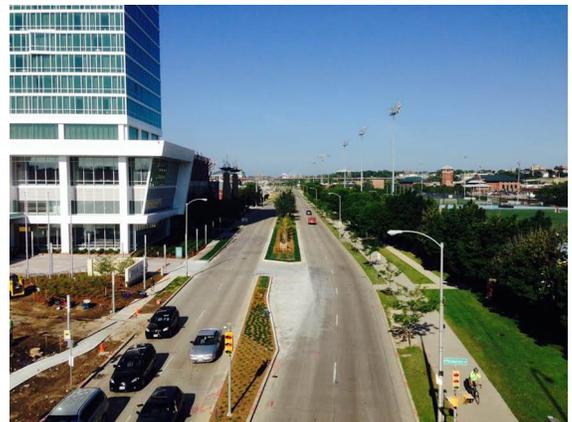


Rail and Viaduct Infrastructure



Jersey barriers at N 12th stub end.

Source: Dept. of City Development



Pedestrian & Bicycle Connections

- Improve and expand bike and pedestrian links to and within the Valley.
- Use new connections to link public parking, transit stops, and neighborhood residents and businesses to similar amenities in the Valley creating multi-purpose activity nodes.
- Establish bike lanes that avoid concentrated trucking routes and areas of heavy industry.
- Use the I-94 rebuild to improve bike and pedestrian access between Clybourn, Marquette, Avenues West, and the Valley.
- Identify potential sites for expansion of the Bubl bike rental system into the Valley.
- With increased development in the Valley and major economic development initiatives underway to the south, the 6th Street Viaduct is becoming an increasingly strategic connector from the Intermodal Station. Improve the pedestrian access for overnight visitors arriving from the Intermodal Station at the north end of the 6th Street Viaduct.
- Identify bike stops containing bathrooms, bike repair, and related facilities along the Hank Aaron State Trail (HAST). New commercial sites and food and beverage (FaB) front-of-factory spaces may also accommodate bicyclists in a similar manner.
- Traffic speeds along Canal, particularly in the MVIC, are increasing. Study and implement traffic calming measures without interfering with truck traffic.
- Incorporate river walk and river side paths with new river and canal fronting development.
- Use the de-commissioning and greening of the Burnham Canal to establish public trails for near south side residents to access east end of the Valley sites and amenities.
- Determine a bike and pedestrian route between Three Bridges Park, Mitchell Park, and the Burnham Canal without interfering with the major industrial users and related trucking operations.
- Use the I-94 CSS opportunities to create attractive, defined, safe, and well-lighted pedestrian and bike access to and from the Valley, Clybourn, and adjacent neighborhoods.
- Establish a Valley-wide way-finding signage system that incorporates a consistent and distinct to the Valley design.
- Attempt to add bike and pedestrian links to existing bridges, especially when bridges are identified for repair or improvement.



Segment of the Hank Aaron State Trail in the Menomonee Valley

Source: Menomonee Valley Partners



Ideal riverwalk conditions along the Menomonee River

Source: Dept. of City Development



Valley passage linking the Valley to near south side neighborhoods.

Source: Menomonee Valley Partners

Water

- Expand public access to the Menomonee River and canals.
- Use public and privately owned sites to establish recreational docks and slips within close proximity to the Hank Aaron State Trail, riverwalks, and commercial and entertainment uses.
- Increase the linear footage of public access along the Menomonee River and canals.
- The Menomonee River offers rare straightaway river segments. Use an increasingly accessible river and public linkages to it to make the Valley an integral and popular rowing destination.

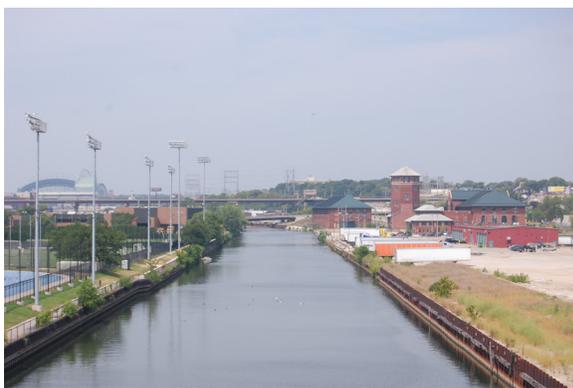


*Kayaking on the Menomonee River
Source: Menomonee Valley Partners*

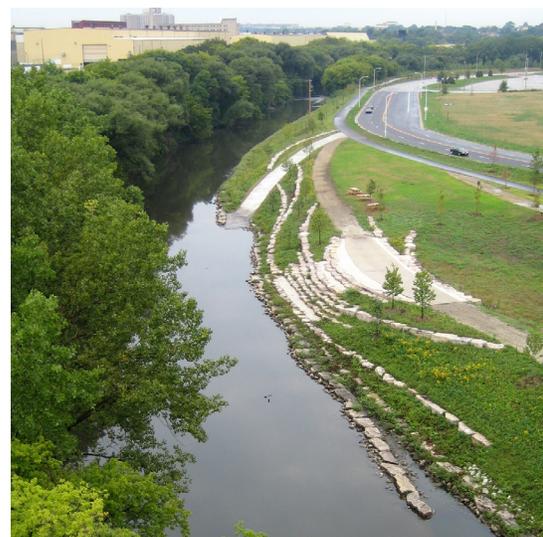


*Kayak launch on the Menomonee River near
Emmer Lane.*

Source: Menomonee Valley Partners



Source: Dept. of City Development

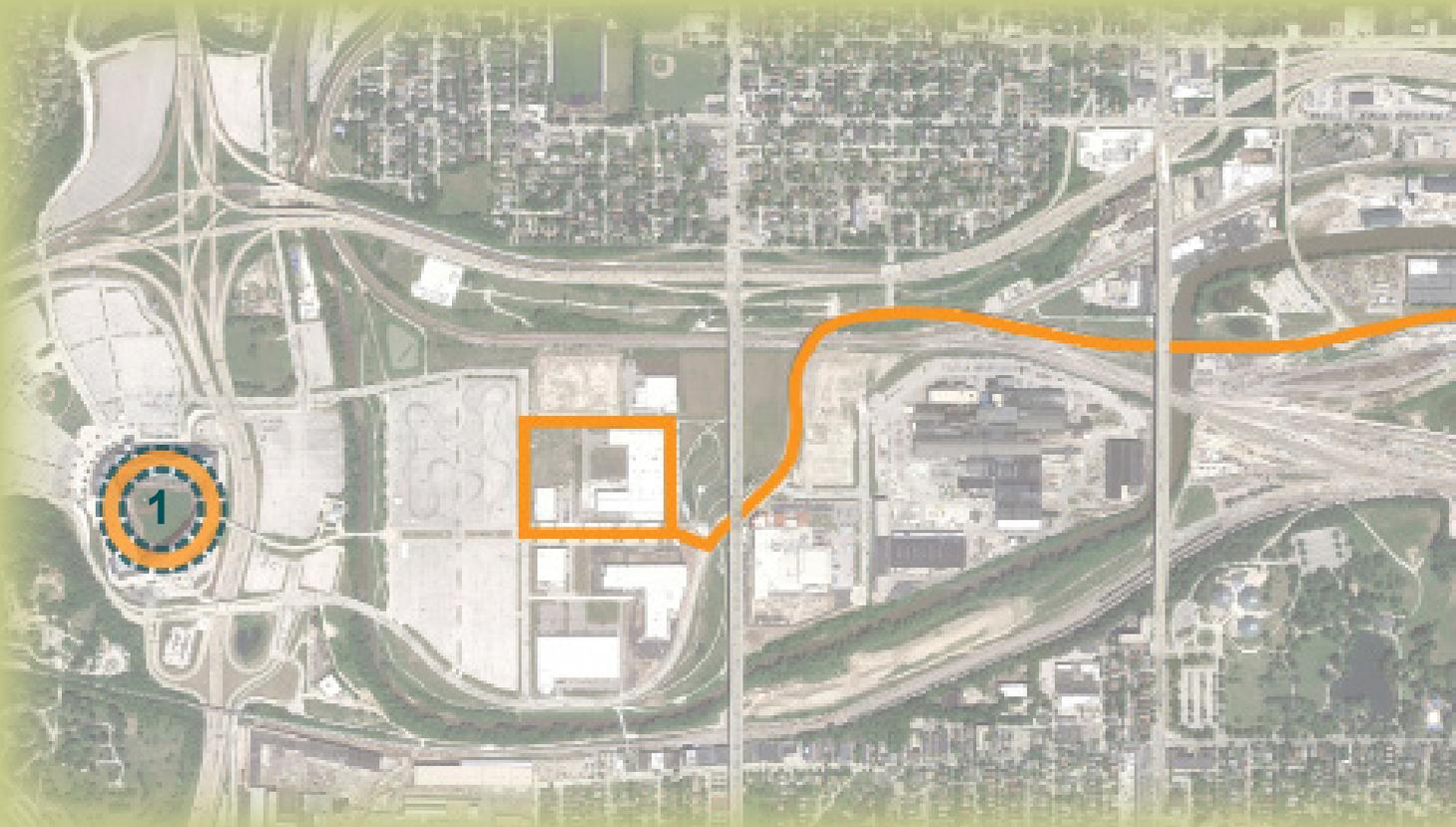


*Linkable space in the Menomonee Valley
Source: Menomonee Valley Partners*

Destination Connections

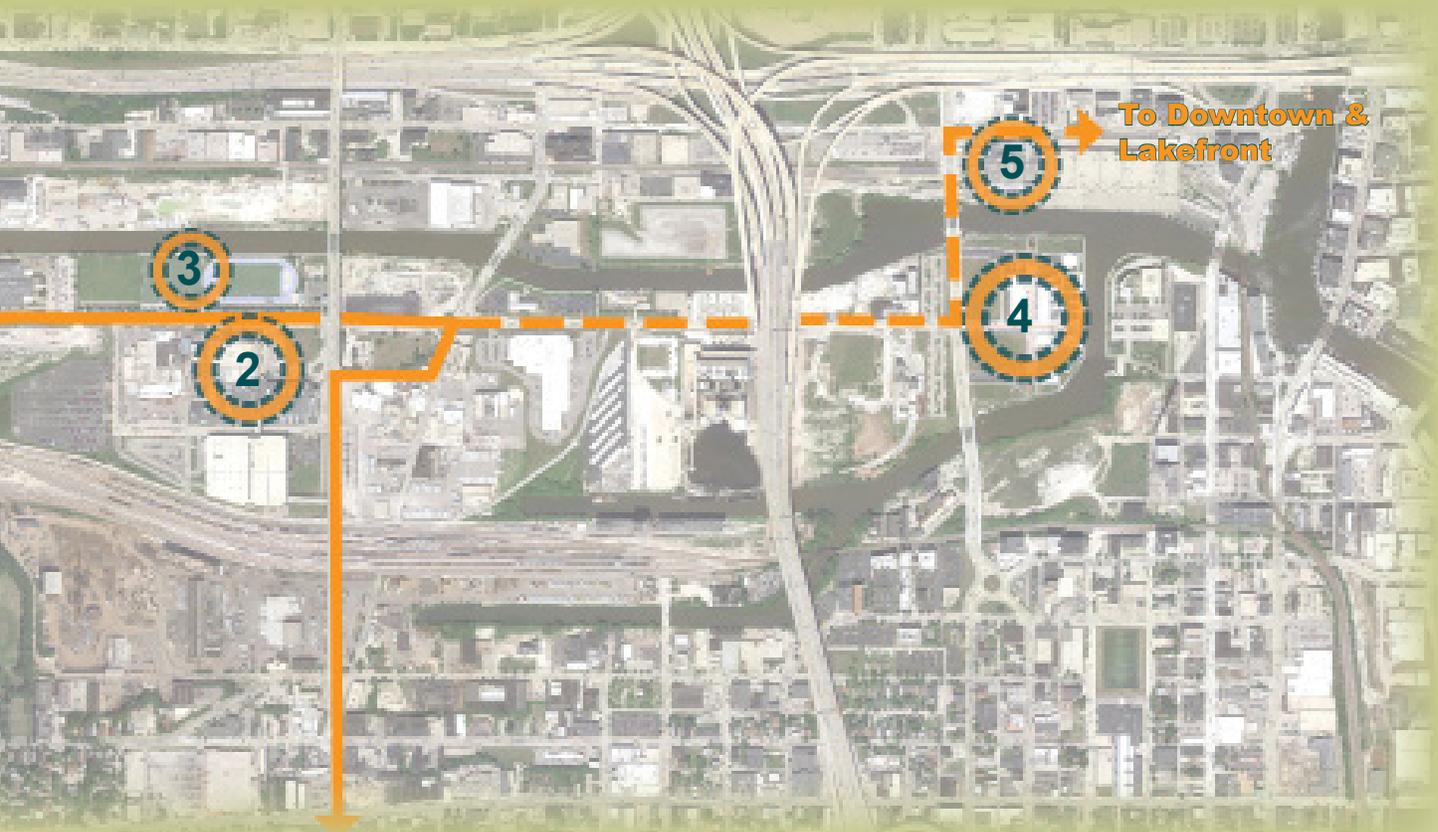
The three largest entertainment uses in the Menomonee Valley: Miller Park, the Potawatomi Hotel and Casino, and the Harley-Davidson Museum, together attract approximately 10 million visitors annually to the Valley and yet are linked together by a single public right-of-way, Canal Street. Surprisingly, there does not currently exist a single bus line serving the entirety of Canal Street and all three heavily used venues. The existing Milwaukee Transit System Route 17 presently serves Canal Street but does not extend east of the 16th Street viaduct. It runs between the Menomonee Valley Industrial Center and the Selig Drive surface lots for Miller Park to the 16th Street Viaduct and points south in order to provide a direct transit connection between south side residents and major Valley employers such as Cargill, Potawatomi Hotel and Casino, Rexnord, the MVIC, and Miller Park. All other bus lines traversing the Valley do so on North-South axes along the Valley viaducts.

It is anticipated that the total number of entertainment seeking visitors to the Valley will increase over time, particularly if a planned food and beverage cluster is successfully implemented in the center and east end of the Valley. When combined with increased residential density and entertainment offerings Downtown and in the Third Ward along with enhancements to the Downtown lakefront, the need to conveniently integrate these areas by a dedicated public transportation route becomes more apparent. In this light, a mass transit route mirroring the current 17 line at Selig Drive but continuing the length of Canal Street with stops at Potawatomi and Marquette's Valley Fields, the Harley-Davidson Museum and the East Valley Gateway and then continuing north along the 6th Street Viaduct to link with the Milwaukee Intermodal Station and the planned streetcar route would link all of downtown Milwaukee's major attractions, employers and lakefront with a unifying public transit route with no more than one transfer.



- ① Miller Park - 3 Million Annual Visitors
- ② Potawatomi Hotel & Casino - 6 Million Annual Visitors
- ③ Marquette Valley Fields
- ④ Harley-Davidson Museum - 1 Million Annual Visitors
- ⑤ Intermodal Station and connection to proposed streetcar

- Existing public transit route
- - - Proposed connection transit route



Placemaking in the Valley

Vision: Through innovative industrial development, existing entertainment uses, thoughtful recreational connections, and improved access wrapped in good urban design, the Valley is a unique district with a look and feel entirely its own. The Valley contains a large collection of successful uses and is a catalyzing asset adding to the quality of life of its surrounding neighborhoods and commercial districts.

Policies & Strategies:

- Establish a mix of uses along the Valley waterways when feasible. A mix of uses could include boat, canoe, and kayak docking points, and floating food and drink platforms connected to entertainment and front-of-factory retail.
- Preserve and enhance prominent vistas throughout the Valley by means of architectural and urban design features on existing or new buildings.
- Reduce the number and impact of blank walls and structures along frequently travelled public routes with the use of landscaping, lighting enhancements, architectural features, interesting wall signage, and public art. A good, practical example is Ahern's clear glazing showcasing the building's state-of-the-art internal HVAC system.
- Affix LED lighting and other visual improvements to existing infrastructure and structures in the Valley.
- Surface parking lots or parking lots awaiting future development should have well-defined edges comprised of hard elements such as proportionate masonry walls, decorative aluminum fencing, plantings or closely spaced canopy trees.
- Reduce the amount of chain link fencing along street fronting parking and storage lots.
- Create an original Valley design or logo that can be used on Valley streetscaping banners, way-finding, and gateway markers that will weave a distinct identity throughout the Valley.
- Canal Street is the Valley's Main Street. Undertake an effort to expand the amount of canopy trees along Canal. A priority area can begin along the right-of-way in front of the DPW facilities and along the southern side of the Canal Street roundabout along the Canadian Pacific's Adams' yard. For a more memorable Valley experience up-light this continuous row of canopy foliage between Harley Davidson and the 25th Street roundabout.

Commercial

Vision: Despite its industrial and entertainment dominated uses, the Valley contains a distinct commercial corridor organically grown from existing Valley product makers and provides a unique niche of products that creates a metro and regional draw of customers.

Residential

Vision: The Valley retains its historic and current manufacturing dominated uses attracted by the absence of residential uses that would otherwise clash with the day to day industrial operations of these businesses. Residential uses are welcomed and appropriate in many areas adjacent to the Valley planning area.



*Patio at Twisted Fisherman
Source: Menomonee Valley Partners*



*Former industrial water towers used as public art at the Harley Davidson Museum
Source: Menomonee Valley Partners*



Former streetcar shelter along the Hank Aaron State Trail.
Source: Menomonee Valley Partners



Stormwater Park offers clean, natural views in the Menomonee Valley
Source: Menomonee Valley Partners

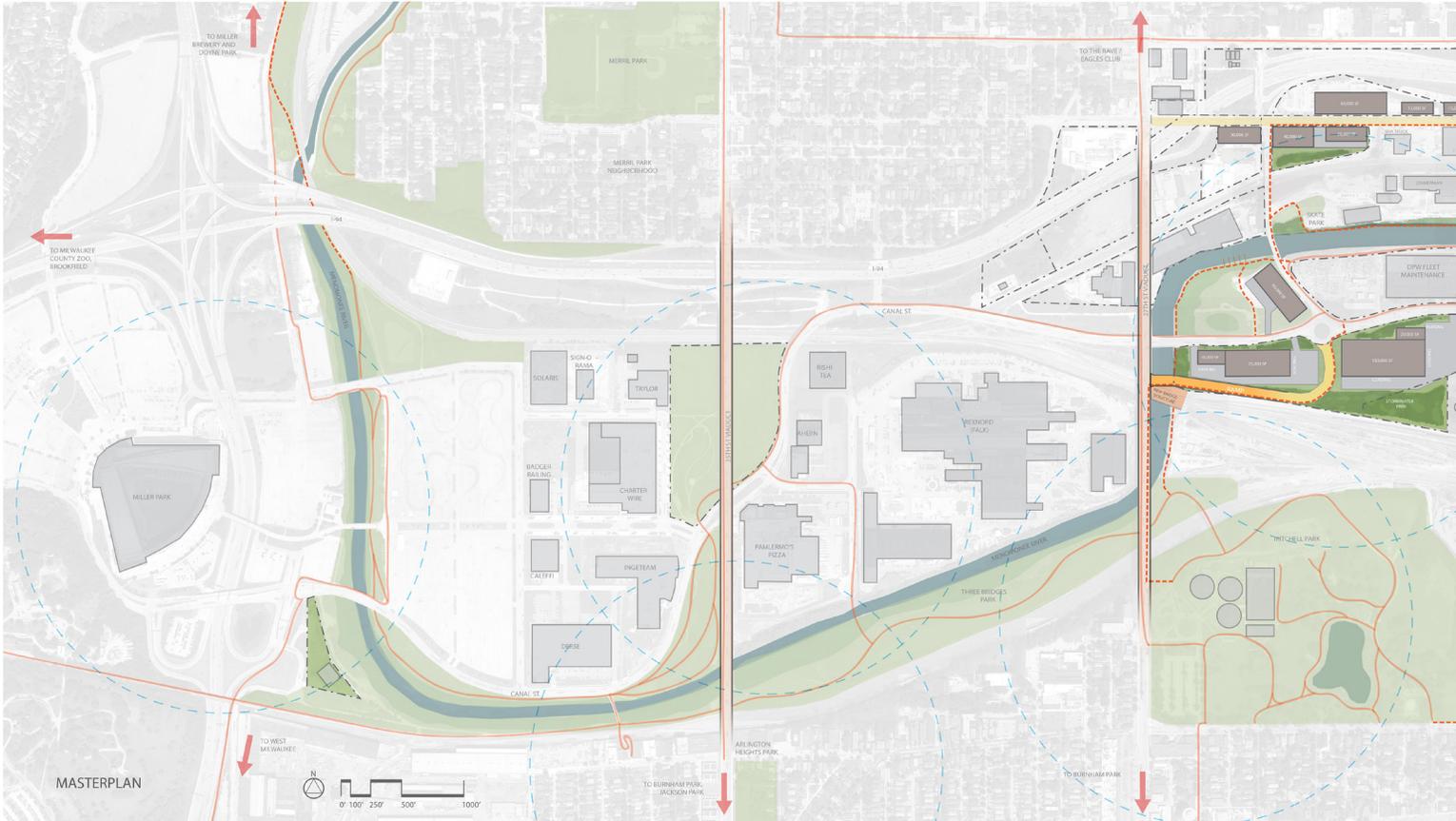


Riverfront walk along the Menomonee River.
Source: Menomonee Valley Partners



Example of an entrance arch in Dixon, IL
Source: Wikipedia Commons

11 X 17 PLAN FOLDOUT

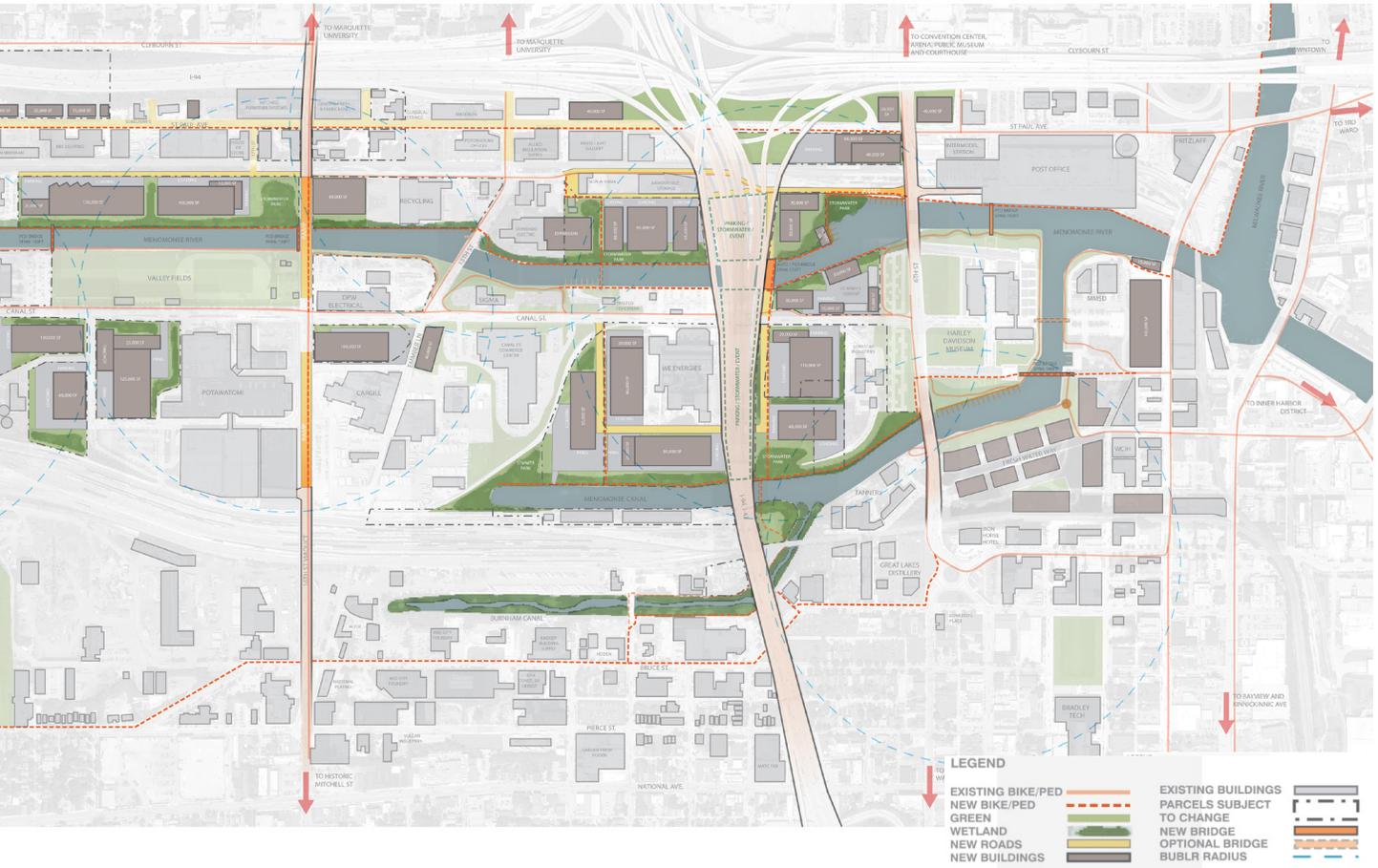


MASTERPLAN

MENOMONEE VALLEY MASTERPLAN 2.0

zimmerman LA DALLMAN
ARCHITECTS

11 X 17 PLAN FOLDOUT



11 X 17 PLAN FOLDOUT

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

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 290,000 SF
 PEDESTRIAN BRIDGES 30,000 SF
 DOCKS & BOARDWALK 33,000 SF
TOTAL 343,000 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
 WATER REMEDIATION / WETLAND / STORMWATER MANAGEMENT 940,000 SF
TOTAL 2,240,000 SF



MENOMONEE VALLEY MASTERPLAN 2.0

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11 X 17 PLAN FOLDOUT

