

# MENOMONEE VALLEY 2.0

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# MENOMONEE VALLEY 2.0

# Planning Team

## Community Partners



# MENOMONEE VALLEY 2.0

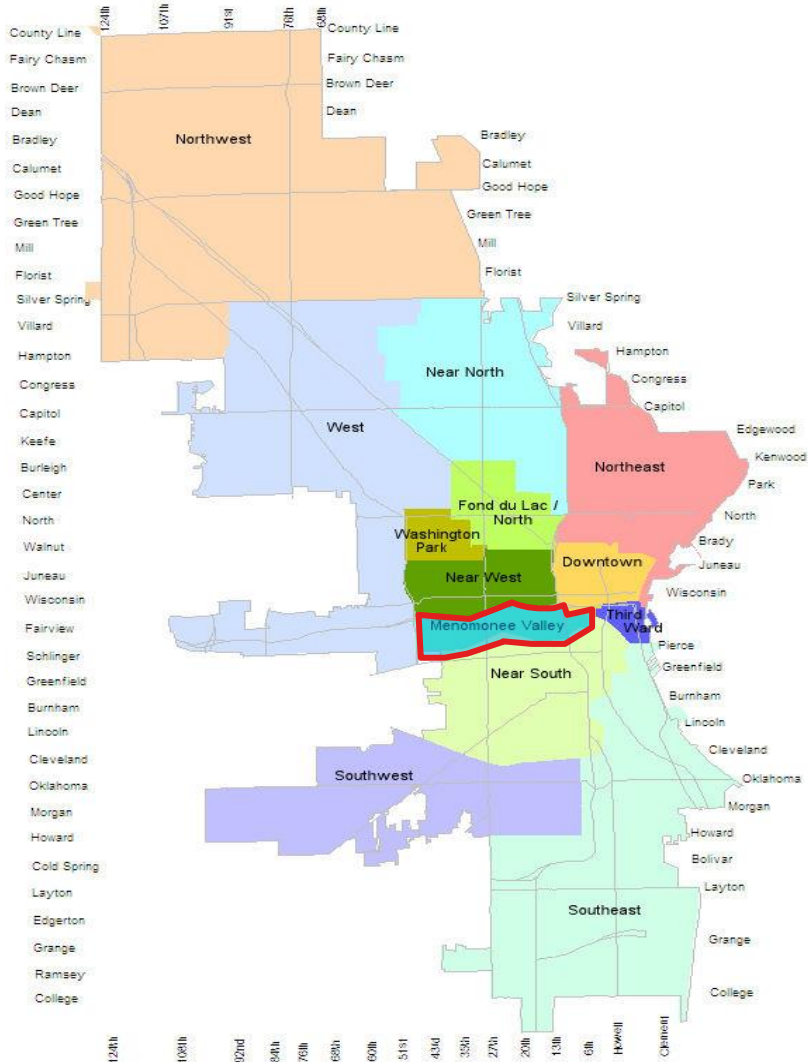
## Planning Team

## Consultant Team

- URS
- Bay Ridge Consulting
- Milwaukee Stat
- Urban Rubrics
  
- La Dallman Architects
- Zimmerman Architectural Studios
- Sigma Environmental
- EMCS

# MENOMONEE VALLEY 2.0

# Planning Process



## Market Study, Engineering, and Land Use Plan for the Menomonee Valley

Final Report  
Prepared for the Department of City Development  
City of Milwaukee



Co-Sponsors:  
Milwaukee Metropolitan Sewerage District  
Menomonee Valley Business Association

Lockwood Greene Consulting  
Fluor Daniel Consulting  
Trkla, Pettigrew, Allen & Payne, Inc.  
Edwards & Associates, Inc.

October 1998

# MENOMONEE VALLEY 2.0 Schedule

Fall '13   Winter '13/14   Spring '14   Summer '14   Fall '14   Winter '14/15   Spring '15

Launch

Information Gathering

Public Workshops

Draft Plan Development

Public Reviews

Plan Revisions

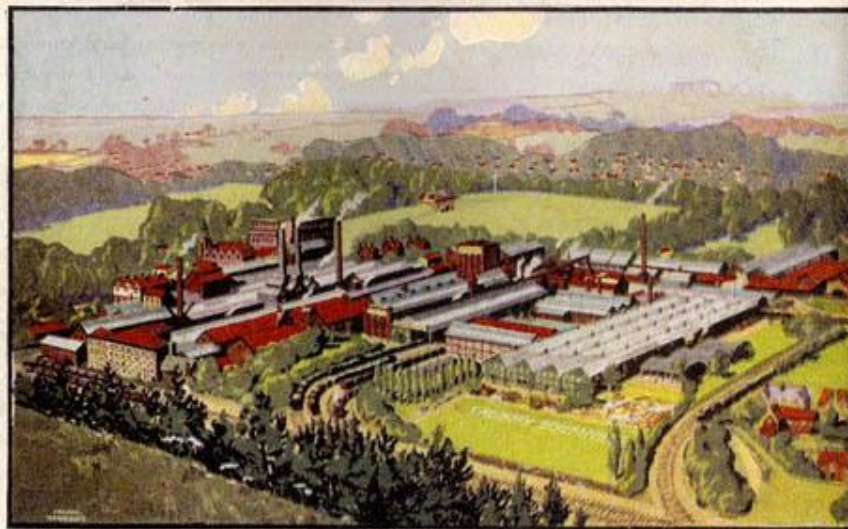
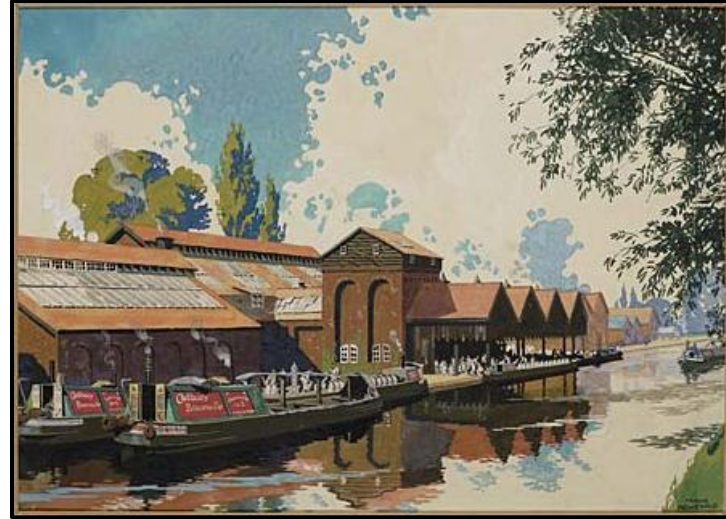
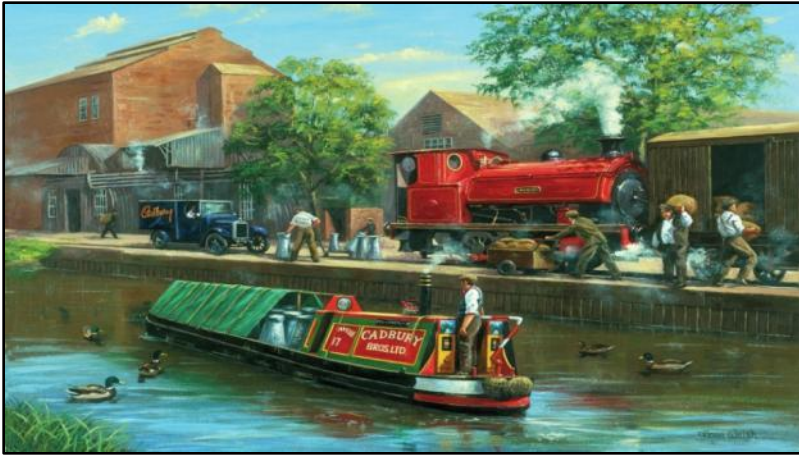


Adoption

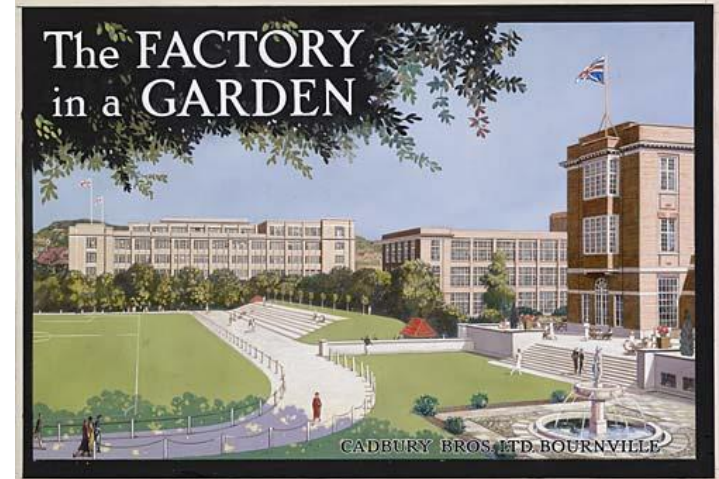


# Factory in the Garden

A multi-use industrial district in an attractive, sustainable setting



BOURNVILLE WORKS



# Overall Recommendations

- 1. Industry in the Valley**
- 2. Entertainment in the Valley**
- 3. Greening the Valley**
- 4. Connecting the Valley**
- 5. Place making in the Valley**



# Overall Recommendations

## 1. Industry in the Valley

- Prioritize redeveloping remaining vacant parcels for light industrial uses.

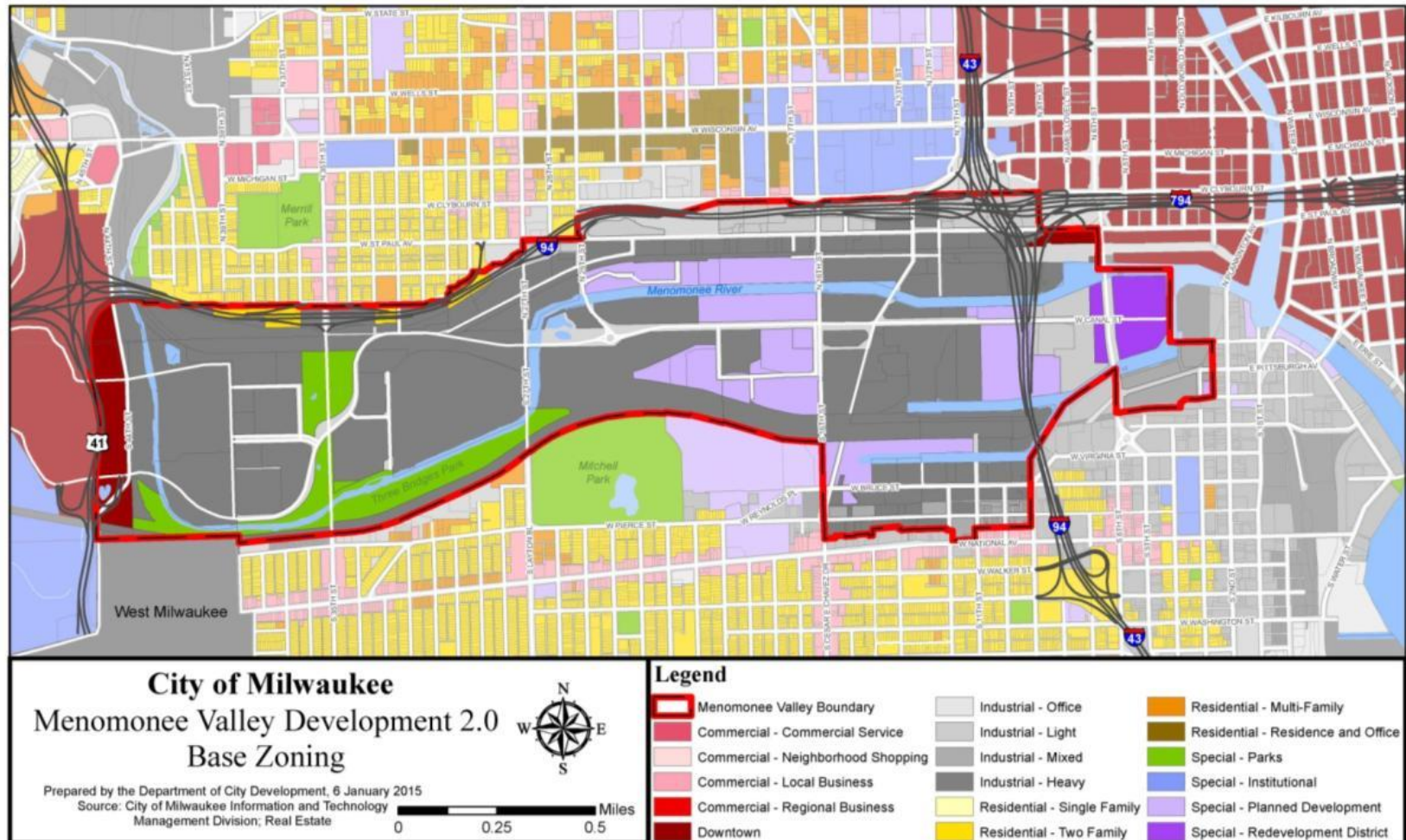




# Overall Recommendations

## 1. Industry in the Valley

- Determine the effects of rezoning IH areas to lighter industrial zoning classifications in the Valley in anticipation of down zoning areas of the Valley from IH.



# Overall Recommendations

## 2. Entertainment in the Valley

- Support the existing Valley entertainment businesses.





# Overall Recommendations

## 2. Entertainment in the Valley

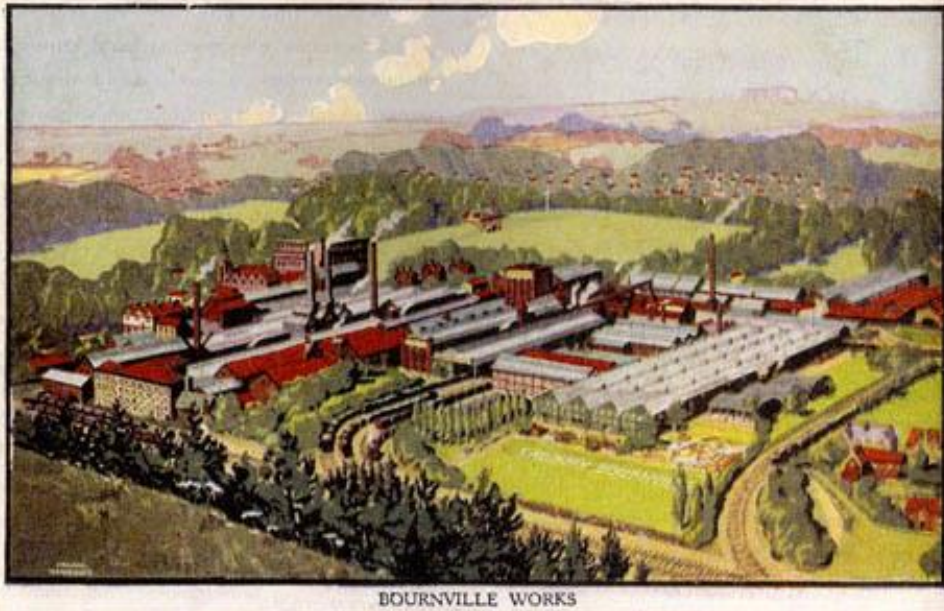
- Use the existing entertainment draws to complement manufacturers with a work-play corridor using “front-of-factory” retail or commercial uses related to product manufacturing



# Overall Recommendations

## 3. Greening the Valley

- Increase the amount of storm water run-off conveyed by green or passive infrastructure.
- Identify sites unsuitable for development for shared storm water runoff and parking facilities.



*Photo: Landscapes of Place*





# Overall Recommendations

## 3. Greening the Valley

- Increase the overall tree canopy coverage in the Valley.



# Overall Recommendations

## 4. Connecting the Valley

- Expand riverwalks, and create new connections



# Overall Recommendations

## 4. Connecting the Valley

- Should exceptional circumstances arise, examine reconfiguring one or possibly more of the Valley-spanning viaducts to improve greater access to the Valley floor.





# Overall Recommendations

## 5. Place making in the Valley





# Catalytic Projects

- East Valley Gateway FaB
- St. Paul Design Showroom Corridor
- Pierce & Bruce Industrial District
- I-94 Gateway
- Valley Connections

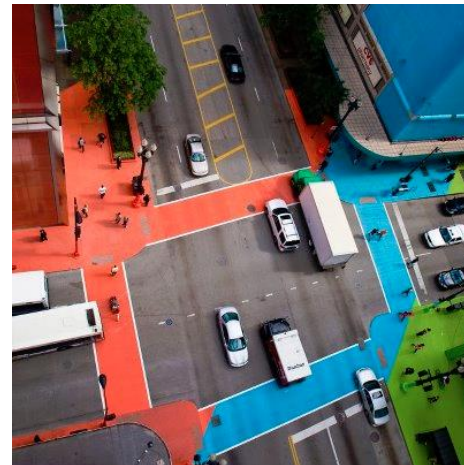
# Catalytic Projects

## FaB District



# Catalytic Projects

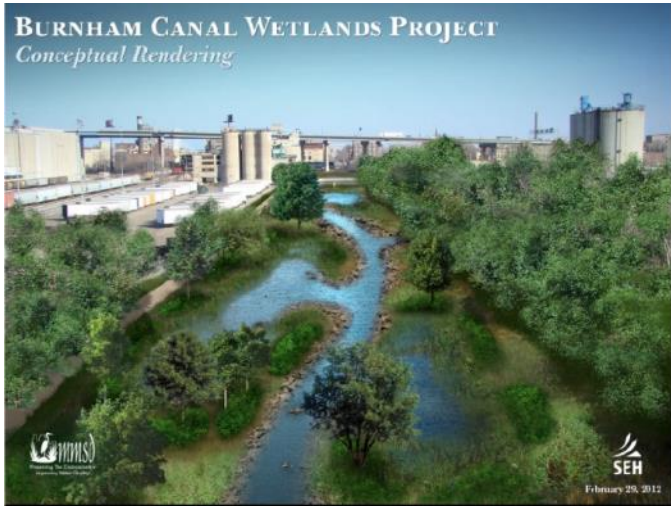
## St. Paul Design Showroom District





# Catalytic Projects

## Pierce & Bruce Industrial District





# Catalytic Projects

## I-94 Gateway



# Catalytic Projects

## Valley Connections





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 BUILD SITE 79 ACRES  
TOTAL JOBS 1,872

ROADS + PATHS

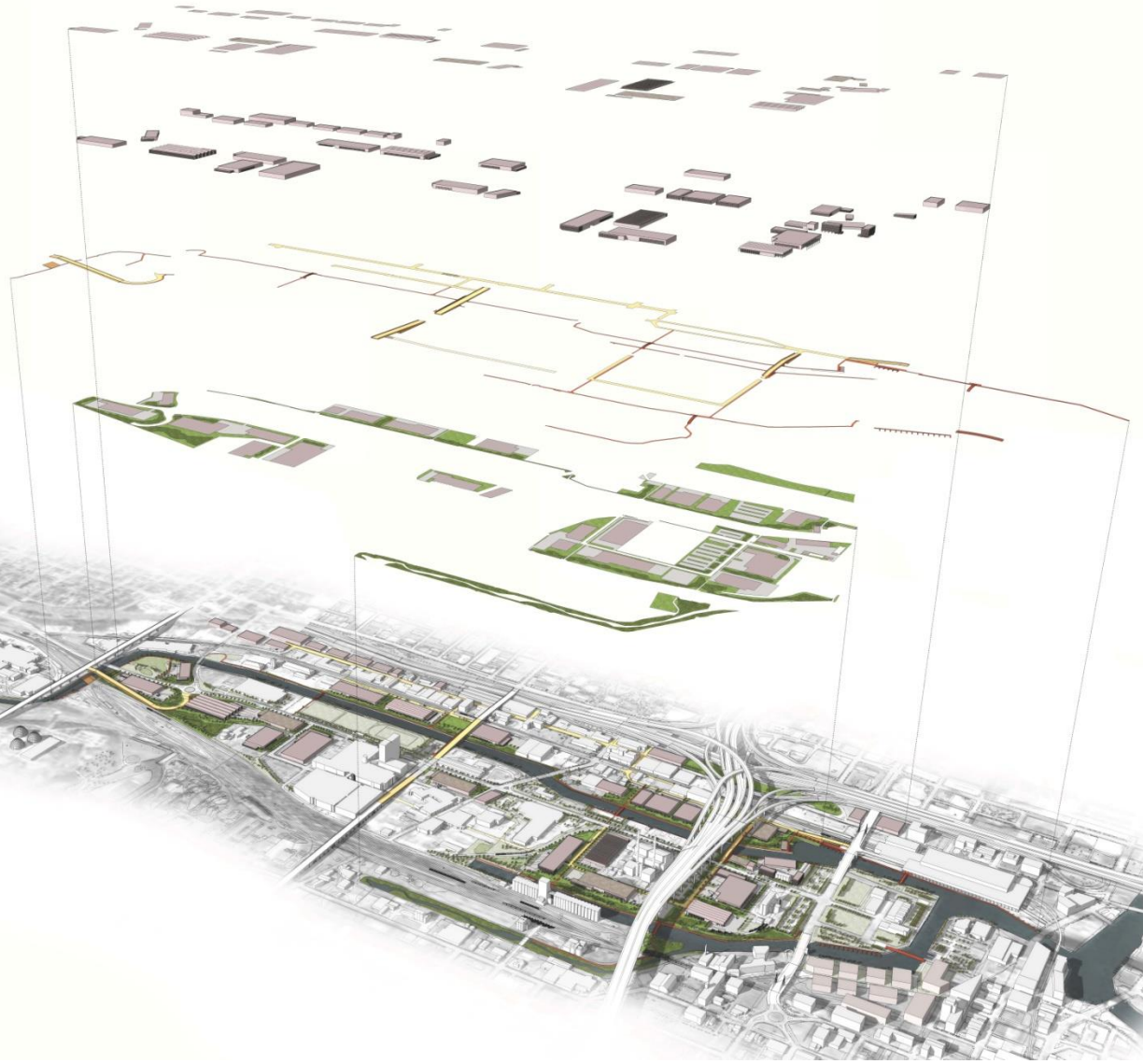
NEW ROADS □ 270,000 SF  
VEHICULAR BRIDGES □ 130,000 SF  
SUPPRESSED VULCIT □ 130,000 SF  
IMPROVED ROADS □ 255,000 SF  
VISIONARY ROADS □ 15,000 SF  
TOTAL 690,000 SF

PEDESTRIAN PARKING ■ 200,000 SF  
PEDESTRIAN BRIDGES ■ 50,000 SF  
DOCKS & BOARDWALK ■ 50,000 SF  
TOTAL 300,000 SF

TERRAIN

PAVED INDUSTRIAL SURFACES □ 625,000 SF  
PAVED PARKING SURFACES □ 252,000 SF  
TOTAL 877,000 SF

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



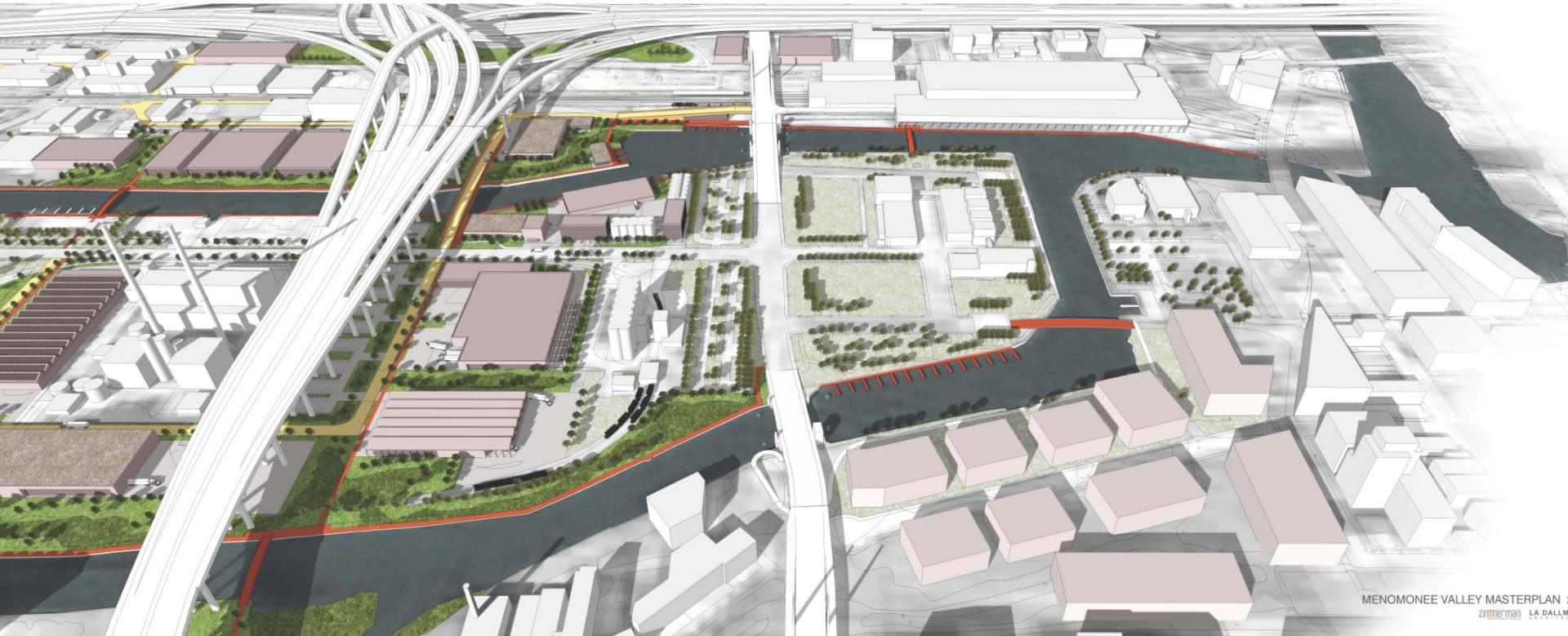
# Valley 2.0 Birdseye



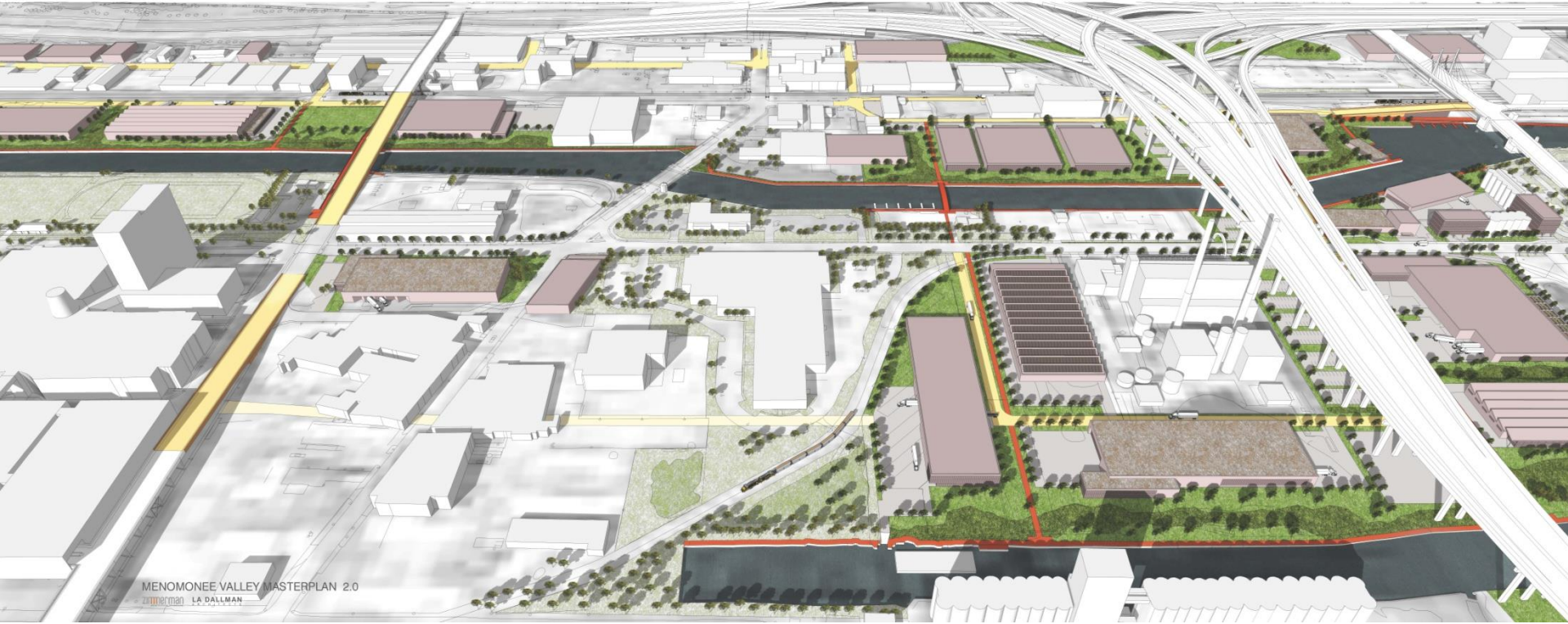
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# Valley FaB



# Valley Center





# Valley Center









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# Valley Riverwalk

