NWSCDC Eco Tech

Redevelopment Visioning

NWSCDC 27th Street

Milwaukee

UWM
UNIVERSITY of WISCONSIN
MILWAUKEE

Project Details

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Design Goal

Create visioning concepts that have a clean energy and jobs focus for several vacant or underutilized parcels on Milwaukee's northwest side between 27th Street and the 30th Street Industrial Corridor.

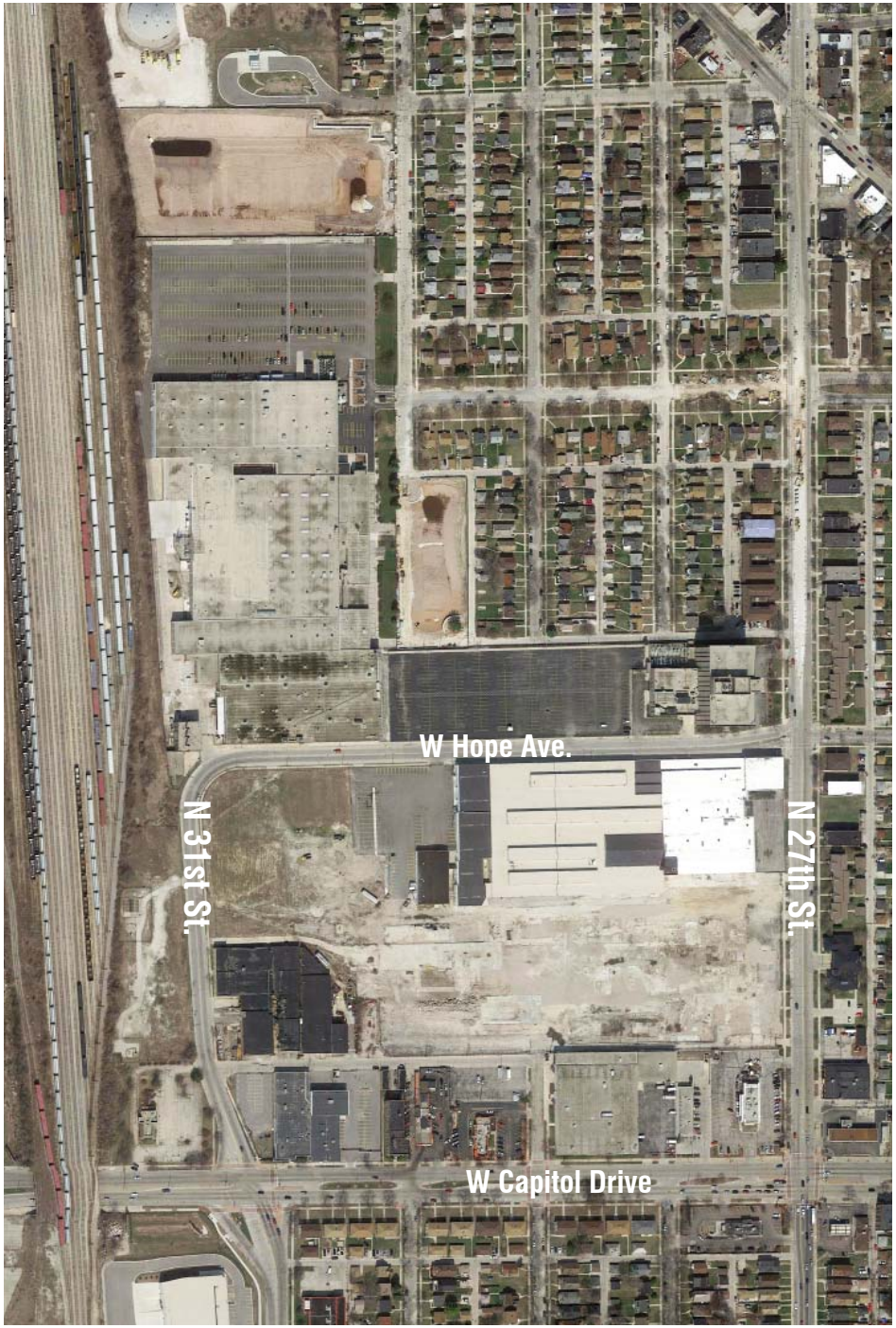
Scope of Work

Community Design Solutions (CDS) worked with the Northwest Community Development Corporation (NWSCDC) to develop visioning concepts for an Eco Tech zone bounded by Capitol Drive to the south, 27th Street to the east, Hope Avenue (including the Century City Tower and DRS buildings just north of Hope) to the north, and the railroad to the west.

A series of precedent studies were developed in order to better understand what an eco tech campus looks like and what types of infrastructure are included in this vision.

Following the precedents, several input meeting were held that included area stakeholders & business owners, MMSD, and a local architect. These meetings helped foster design ideas for the large site and overall feelings on what is feasible for this area of Milwaukee.

Ultimately, two design schemes were developed that sought to preserve IH (industrial heavy) in order to create and maintain jobs for local residents. Both schemes have a heavy focus on stormwater management elements, clean energy supplies, and a pedestrian focused scale to enhance Capitol Drive.



existing site plan

Eco Tech Vision

Eco technology is a way to help preserve the environment by using renewable energy, stormwater management systems, and waste management. Some design elements include:

- Recycled materials
- Solar powered energy
- Green roofs
- Energy-efficient lighting
- Permeable surfaces
- Low-impact manufacturing
- Water retention

Precedent

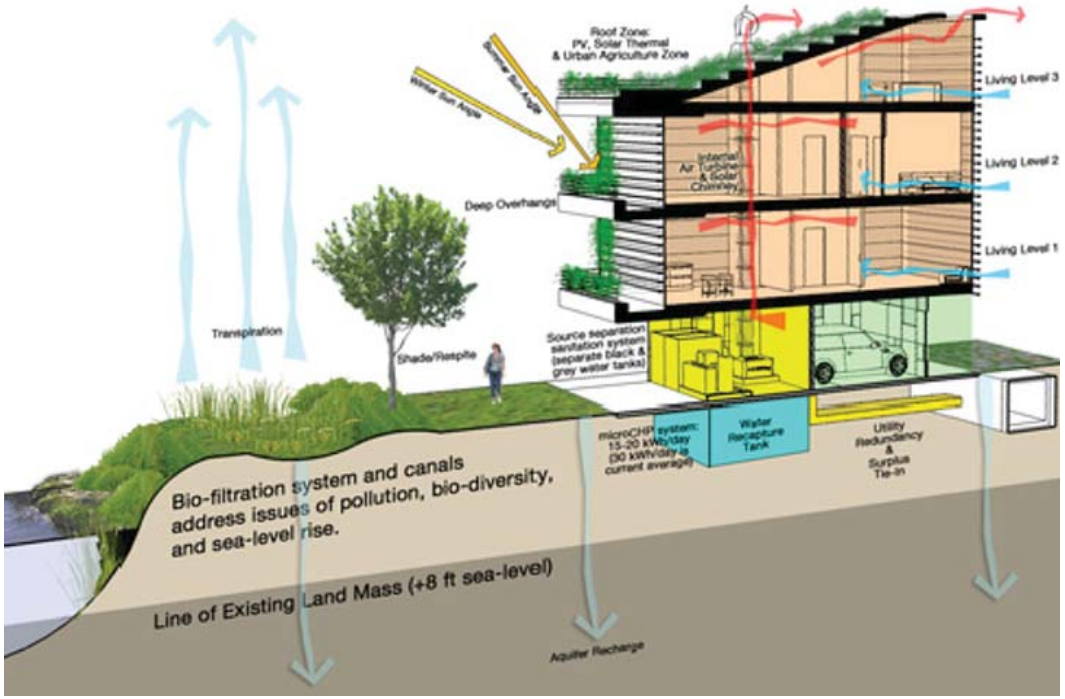
Prospect Park | Innovation District Planning
Minneapolis, MN

- Public transportation
- Jobs, entertainment, residential
- Pedestrian focused
- Sustainable planning
- Water retention
- Public green space
- Commercial use on ground floor, office or residential above

Precedent

ResilienCity | Boston Innovation District Contest
Boston, MA

- Green infrastructure
- Buildings with diverse uses
- Micro CHP (combined heat/power)
- Adaptive reuse/new construction
- Sustainable light industrial & residential
- Water retention
- Jobs focus
- Slim buildings for solar gain
- Bio-filtration system

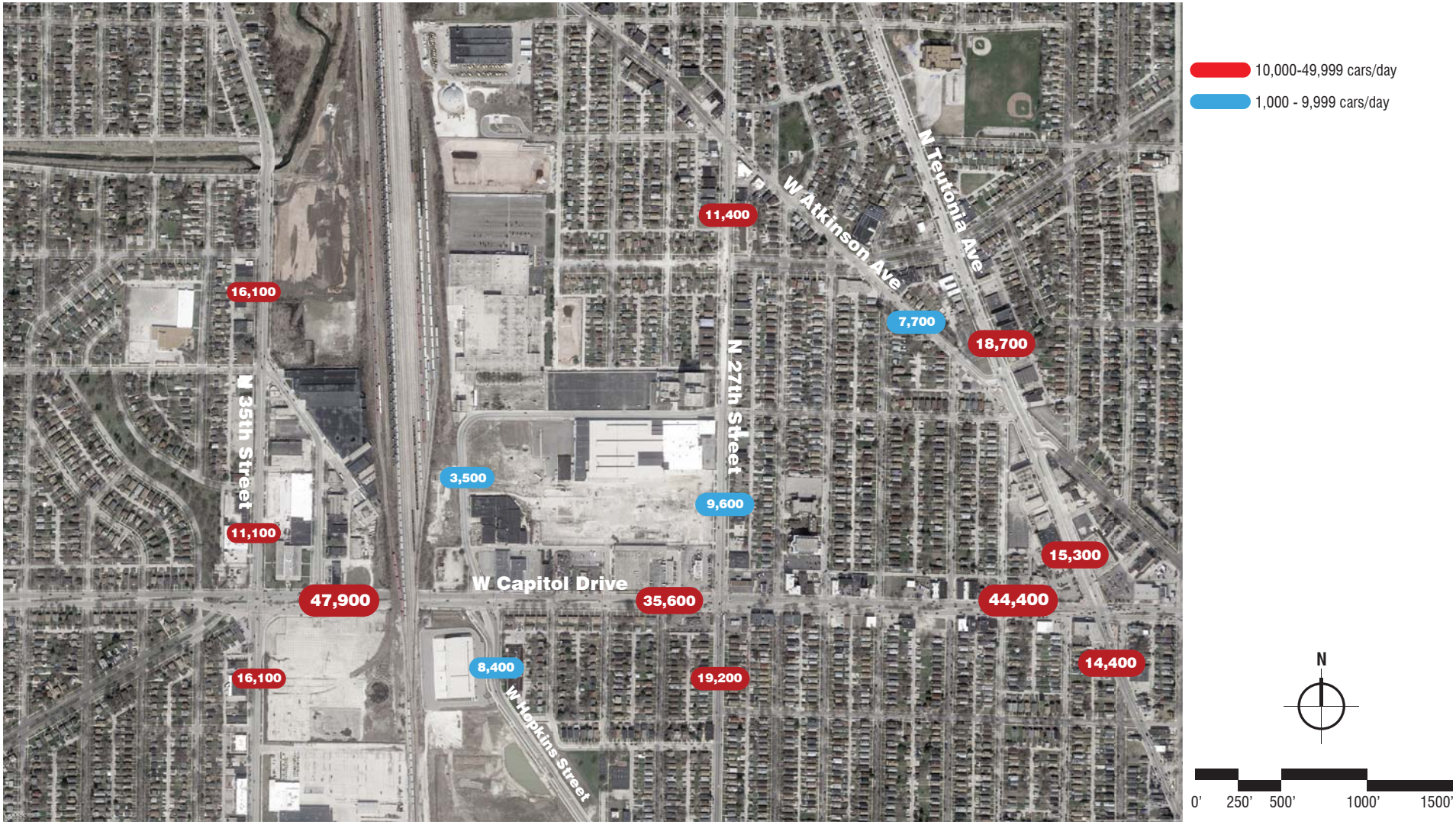


Precedent

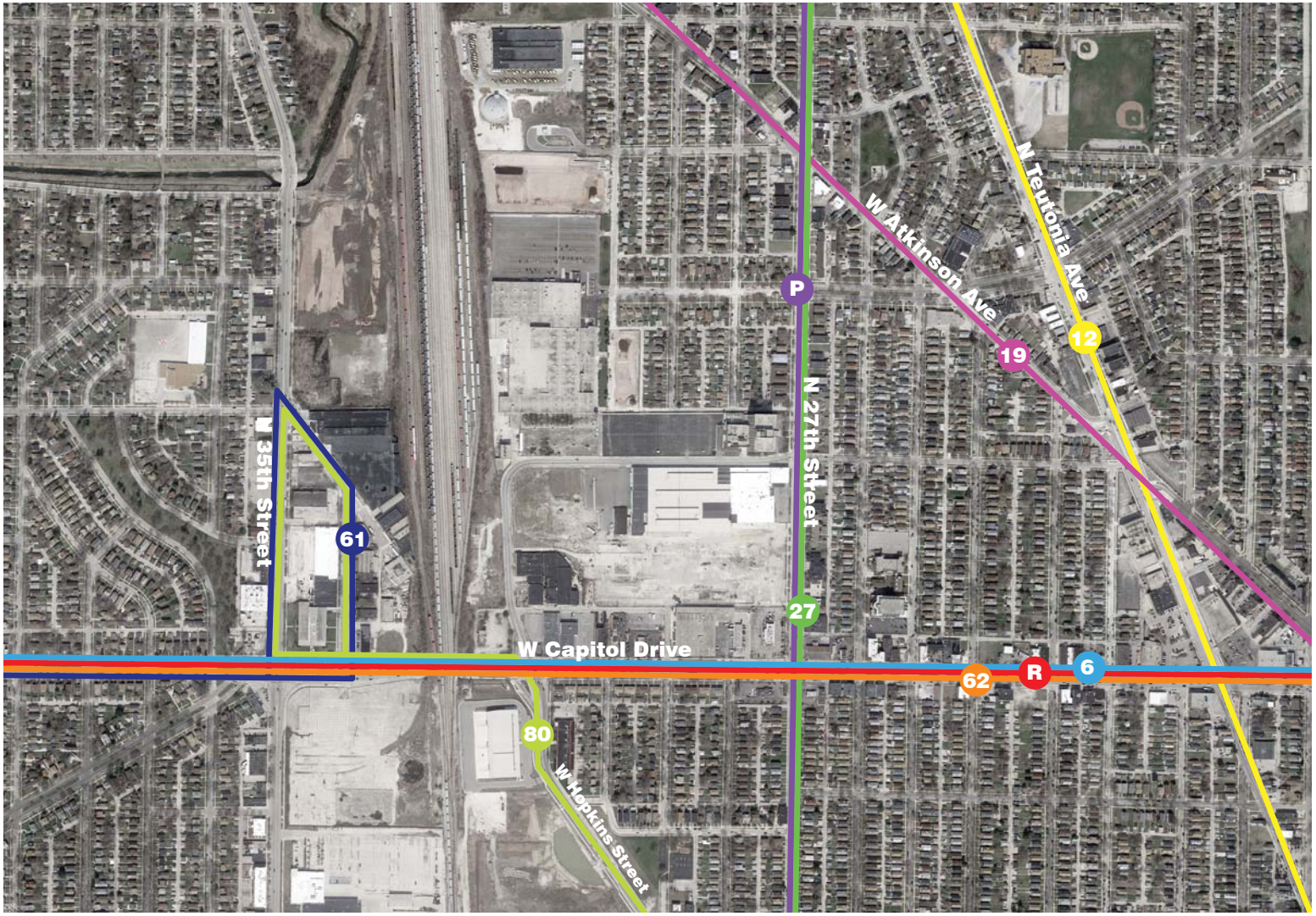
College Station | Mixed Use Redevelopment
Los Angeles, CA

- Strong pedestrian network
- Ground floor retail, residential above
- Sustainable green space
- Pedestrian plaza above parking
- Gateway/key intersection plaza
- Water retention
- Green infrastructure

Maps | Traffic Count



Maps | Bus Routes

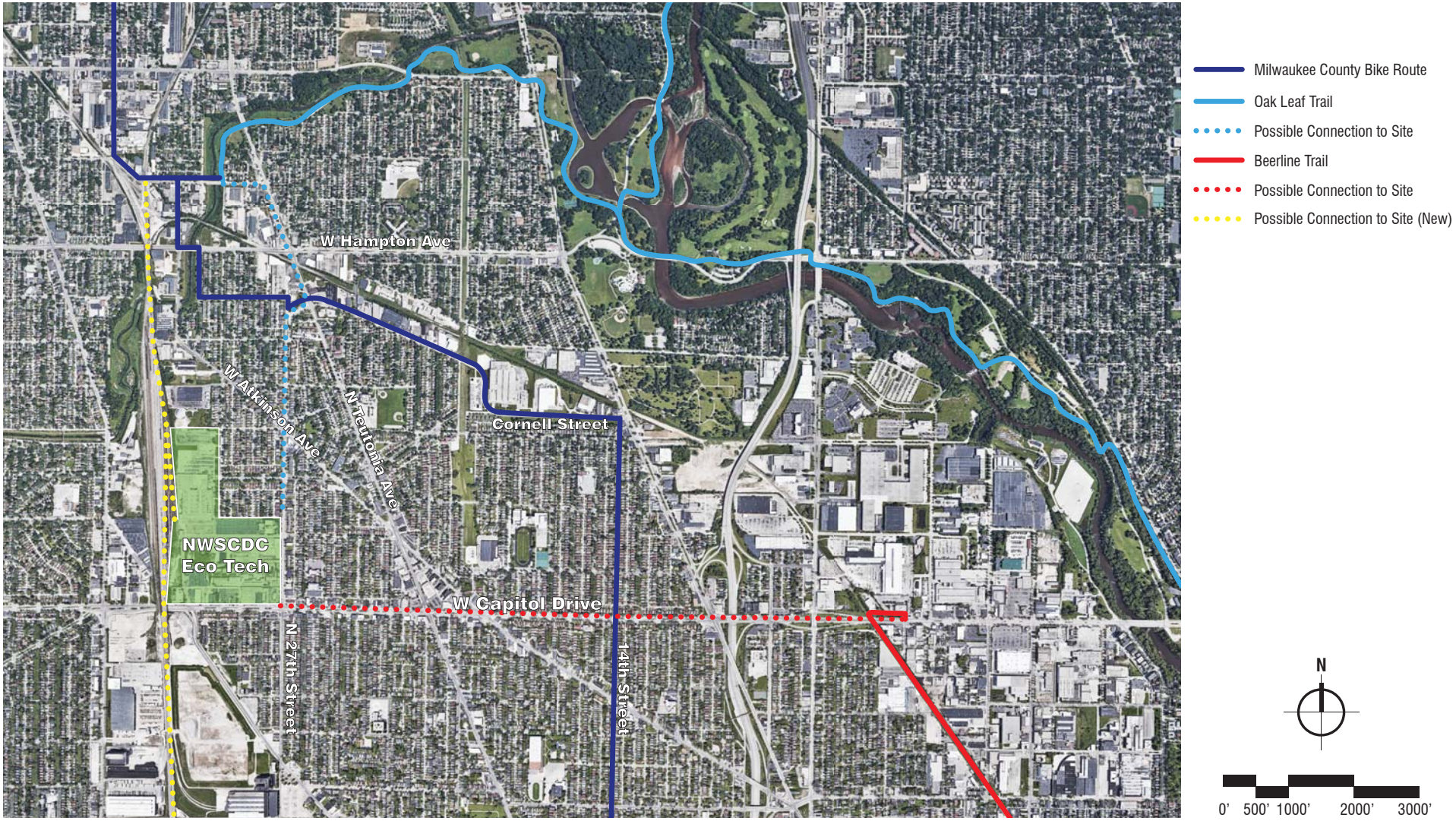


Red Line (Capitol Drive)
6 - New Berlin Industrial Park
62 - Capitol Drive
80 - 6th Street
61 - Appleton-Keefe
27 - 27th Street
Purple Line (27th Street)
12 - Teutonia - Hampton
19 - MLK - S. 13th & S. 20th

N

0’ 250’ 500’ 1000’ 1500’

Maps | Bike & Pedestrian Connections

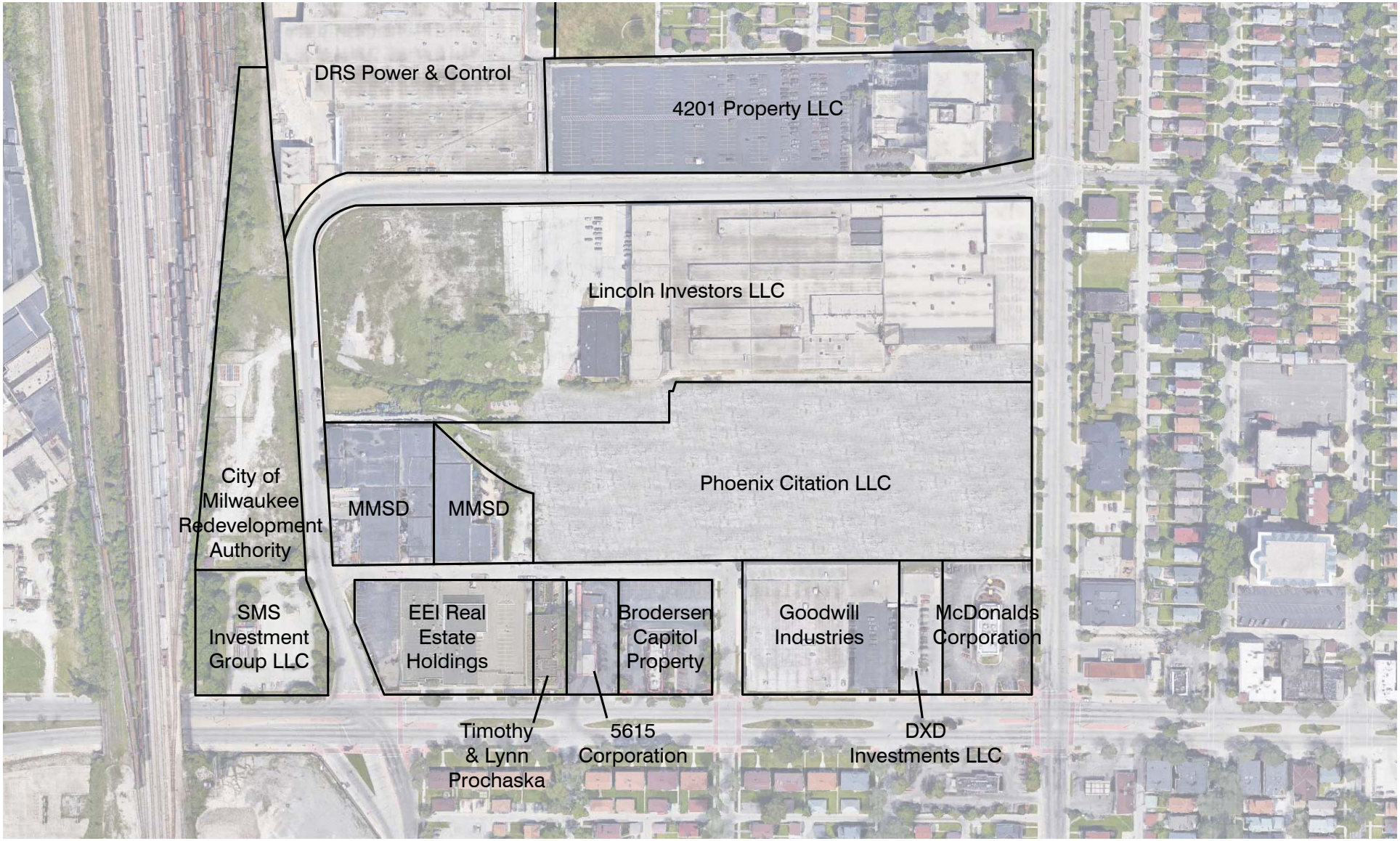


With the site located at the intersection of Capitol Drive and N 27th Street, pedestrian and bike access to the site is difficult. The Oak Leaf Trail, Milwaukee County Bike Route, and Beerline Trail are all several miles from the site. A cyclist using the Beerline trail would only be able to connect to the site via Capitol Drive. The Oak Leaf Trail has a possible connection by taking Teutonia and then hopping over to N 27th Street which leads directly to the site. The preferred connection is the yellow dotted line which uses the railroad if it were to be converted from rails to trails in the future.

Maps | MMSD Future Underground Piping

Due to stormwater issues underneath the railway overpass, MMSD plans to dig a trench for piping that will bring excess rainwater from the underpass to the properties that they own on the Eco Tech site. While this will not be visible once in place, reuse of the site will have construction limitations.

Maps | Parcel Ownership



Input Meetings | Key Takeaways

Several input meetings were held that included area stakeholders, property owners, business owners, Alderman Hamilton, MMSD, and a local architect.

Feedback from the stakeholders:

- Green roofs and PV's (photovoltaics) are needed
- Traffic is a big concern with the safety of crosswalks and lights
- University labs on site to research and collaborate with businesses would be great
- Most people drive to work
- Biking to the site through trails would be desired
- Too much existing paving, stormwater management strategies should be integrated into the site and building development
- Stormwater management could provide educational opportunities and be linked to the proposed green space along the railroad
- Education, research, bike/bus access are things to consider
- Perceived negativity in the area, but business owners have faith it would get better with development of land
- Uses should include both schools and employers on the site (Milwaukee Collegiate Academy is a good asset and can link students with jobs, research opportunities, etc.)
- Need for green space/public space
- Integrate uses that benefit the neighborhood residents
- Include sustainable strategies such as cisterns/bioswales/permeable paving
- Consider mixed-use to provide an active front to Capitol Drive
- Program and building uses should focus on job creation and retention
- Preserve IH - Industrial heavy
- Proposing housing would be difficult in this area
- Green connection between the basins and new development would be beneficial
- Parking structure would free up land for connection and green infrastructure between DRS and Century City Tower
- Major gateway connection off of Capitol could create a unique entrance
- New development likely to be job focused - light industrial and commercial

Industrial & Education Scheme | Site Plan

Design Elements

The industrial and education scheme relies on a large scale industrial footprint and the intention that the Milwaukee Collegiate Academy (MCA) would like a larger facility to expand their school physically, academically, and recreationally. Key elements of the design include:

A. 10,000 sq ft office or educational use

B. Green Tech Park

C. Existing Hope school to remain

D. MMSD owned property becomes a water retention site and outdoor space for the students of MCA

E. 100,000 sq ft building for MCA with 90 space parking lot

F. North south pedestrian thoroughfare

G. Four story office building with retail below facing the plaza

H. Open plaza with water retention

I. 200,000 sq ft industrial building for light manufacturing with a 225-250 space parking lot

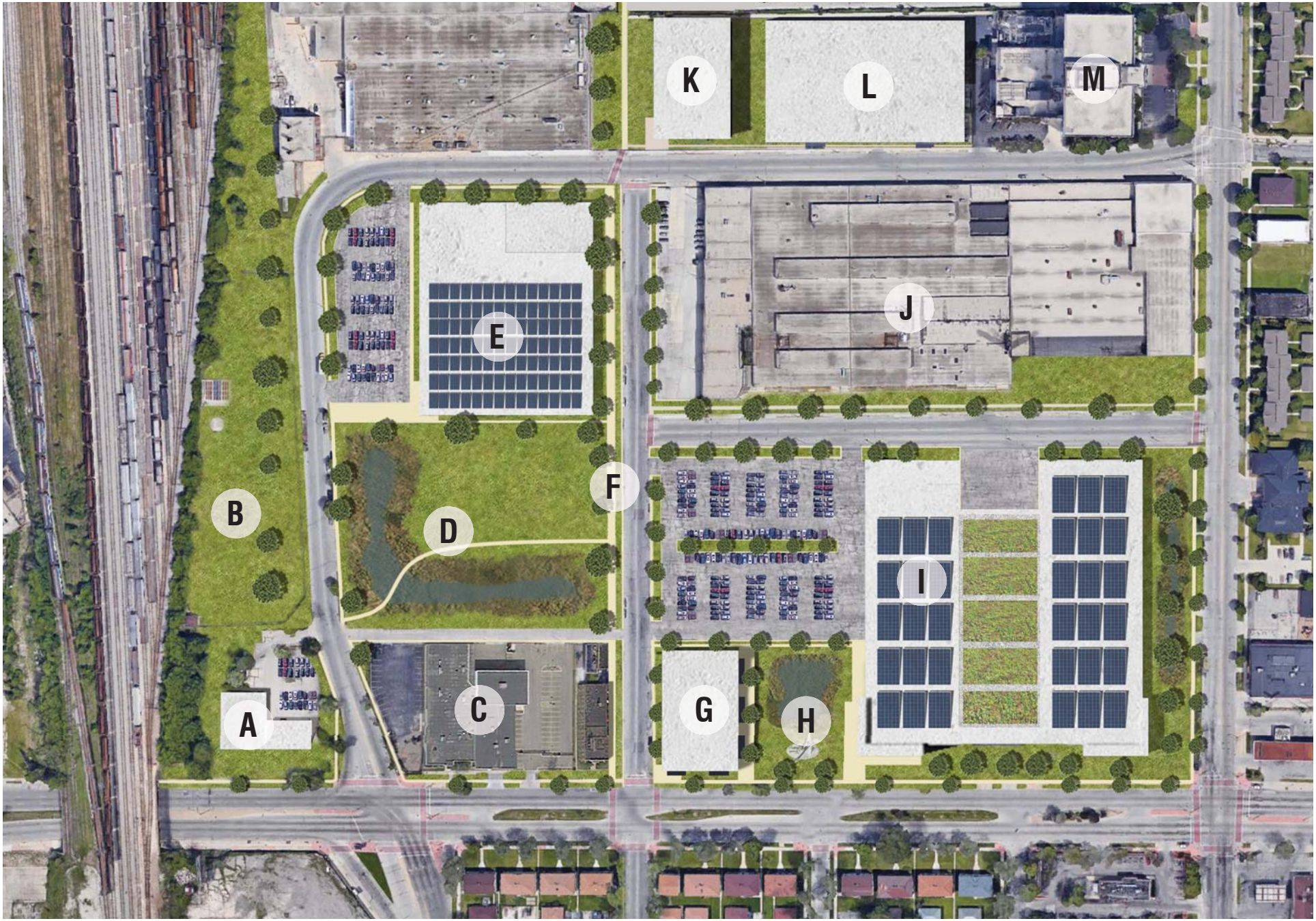
J. Existing warehouse to remain

K. Four story office building with retail below

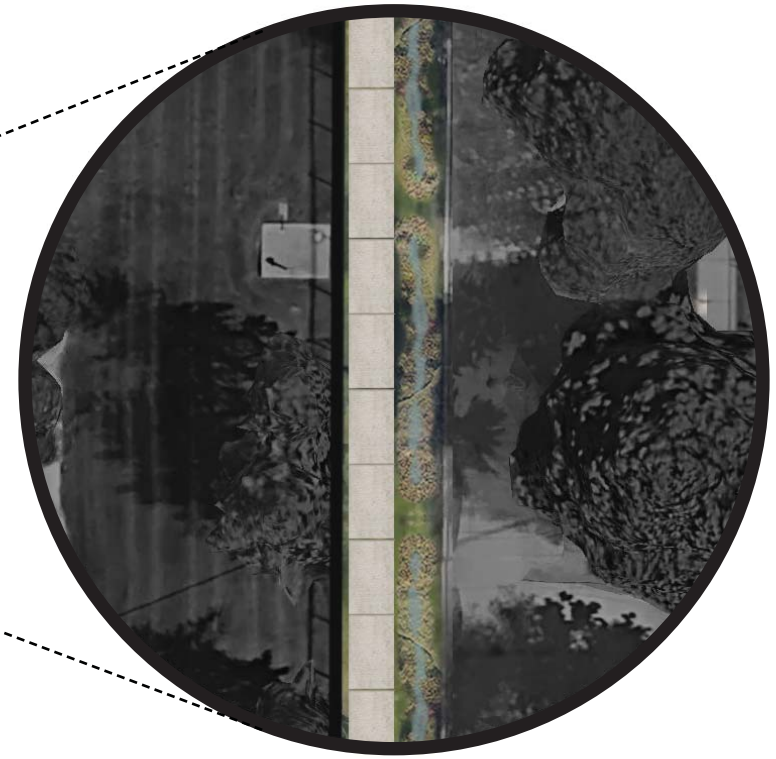
L. Multi-level parking garage

M. Existing Century City Tower

Industrial & Education Scheme | Site Plan



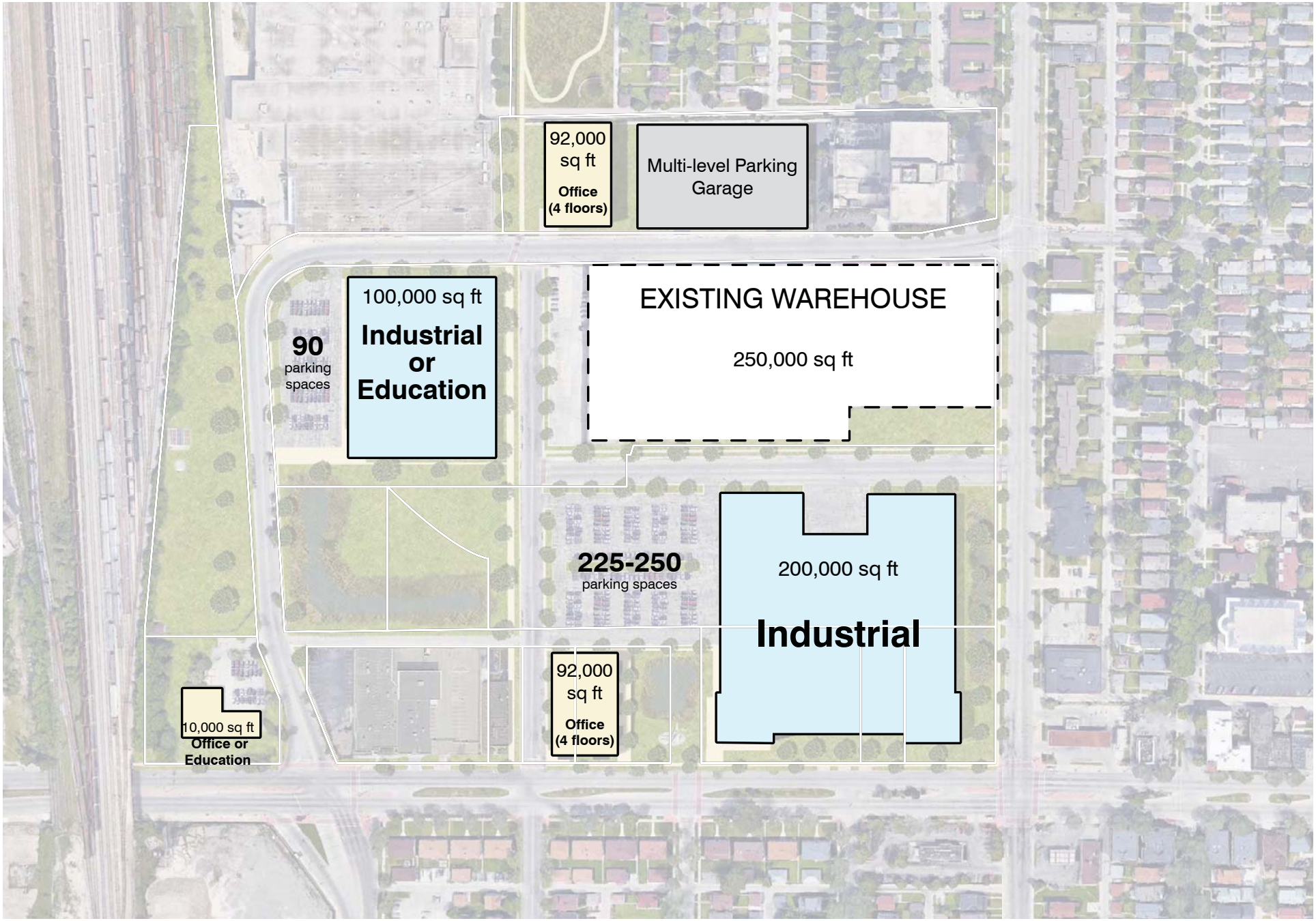
Industrial & Education Scheme | Site Plan Detail



A proposed north south pedestrian path connects the two basins to the eco tech site. Seen above is a zoom on the sidewalk condition along the DRS fence line. The existing DRS fence would remain untouched and a sidewalk is proposed alongside it. To accommodate for the bioswales the existing curb on 30th Street would be extended, but would still allow for two lanes of traffic and street parking on the east side of the street. This provides a visually appealing path that is safe for pedestrians and retains stormwater.

This element is also present in the industrial and research scheme.

Industrial & Education Scheme | Diagram Plan



Industrial & Education Scheme | Aerial Rendering

aerial looking northwest at Eco Tech proposal

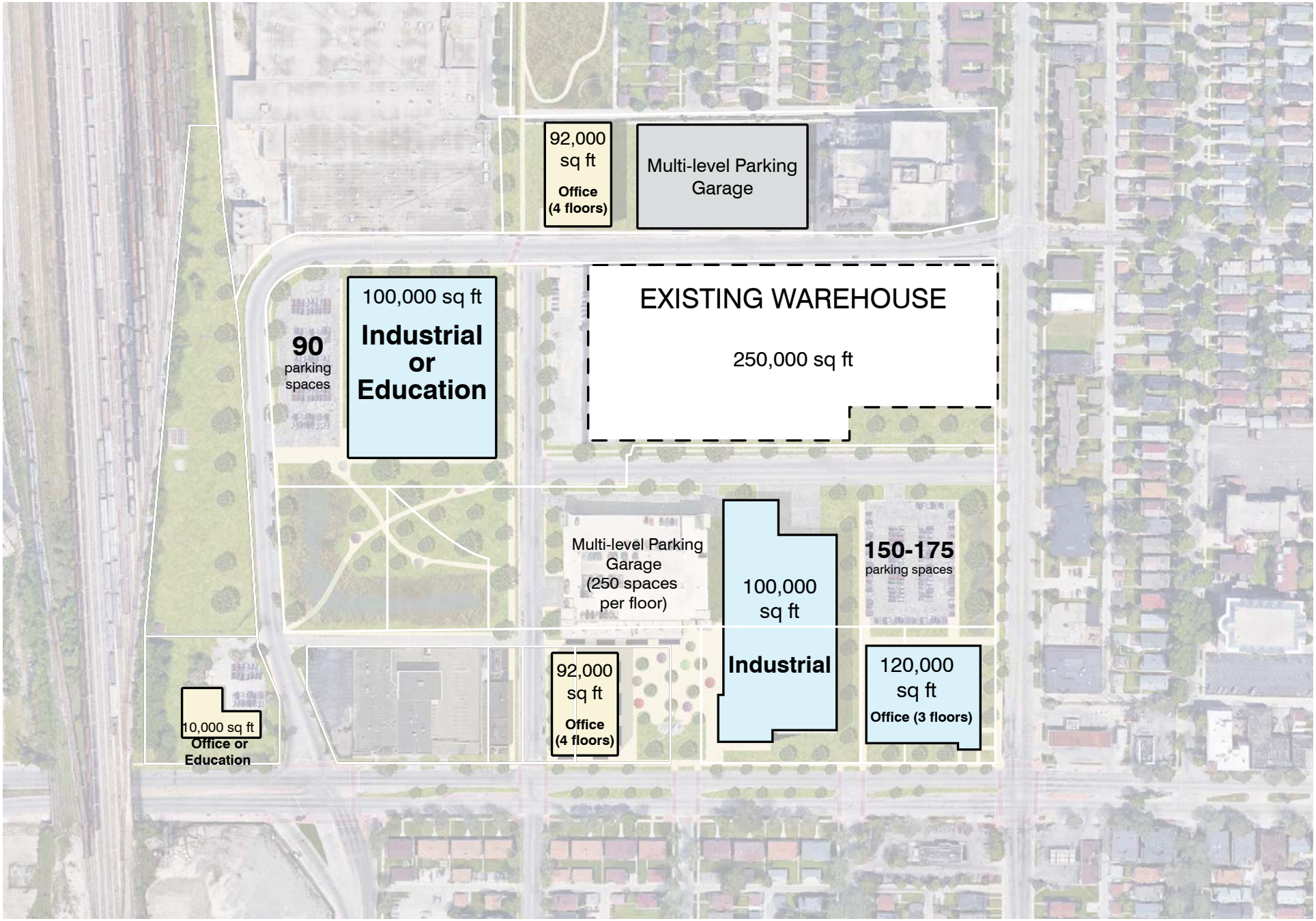
Industrial & Education Scheme | Rendering

view from Capitol Drive looking at gateway plaza

Industrial & Education Scheme | Rendering

view from bioswale looking at school recreation area

Industrial & Research Scheme | Diagram Plan



Industrial & Research Scheme | Site Plan

Design Elements

The industrial and research scheme eliminates the massive scale industrial footprint of the first scheme and replaces that block with two smaller building footprints. This allows for more versatility and phasing to take place in the future. Key elements of the design include:

A. 10,000 sq ft office or educational use

B. Green Tech Park

C. Existing Hope school to remain

D. MMSD owned property becomes a water retention site and outdoor plaza especially for local employees

E. 100,000 sq ft building for light manufacturing & research

F. North south pedestrian thoroughfare

G. Four story office building with retail below facing the plaza

H. Open plaza with water retention and ample seating

I. Multi-level parking garage with retail below facing the plaza

J. 100,000 sq ft industrial building for light manufacturing

K. Three story office building with a 150-175 space parking lot

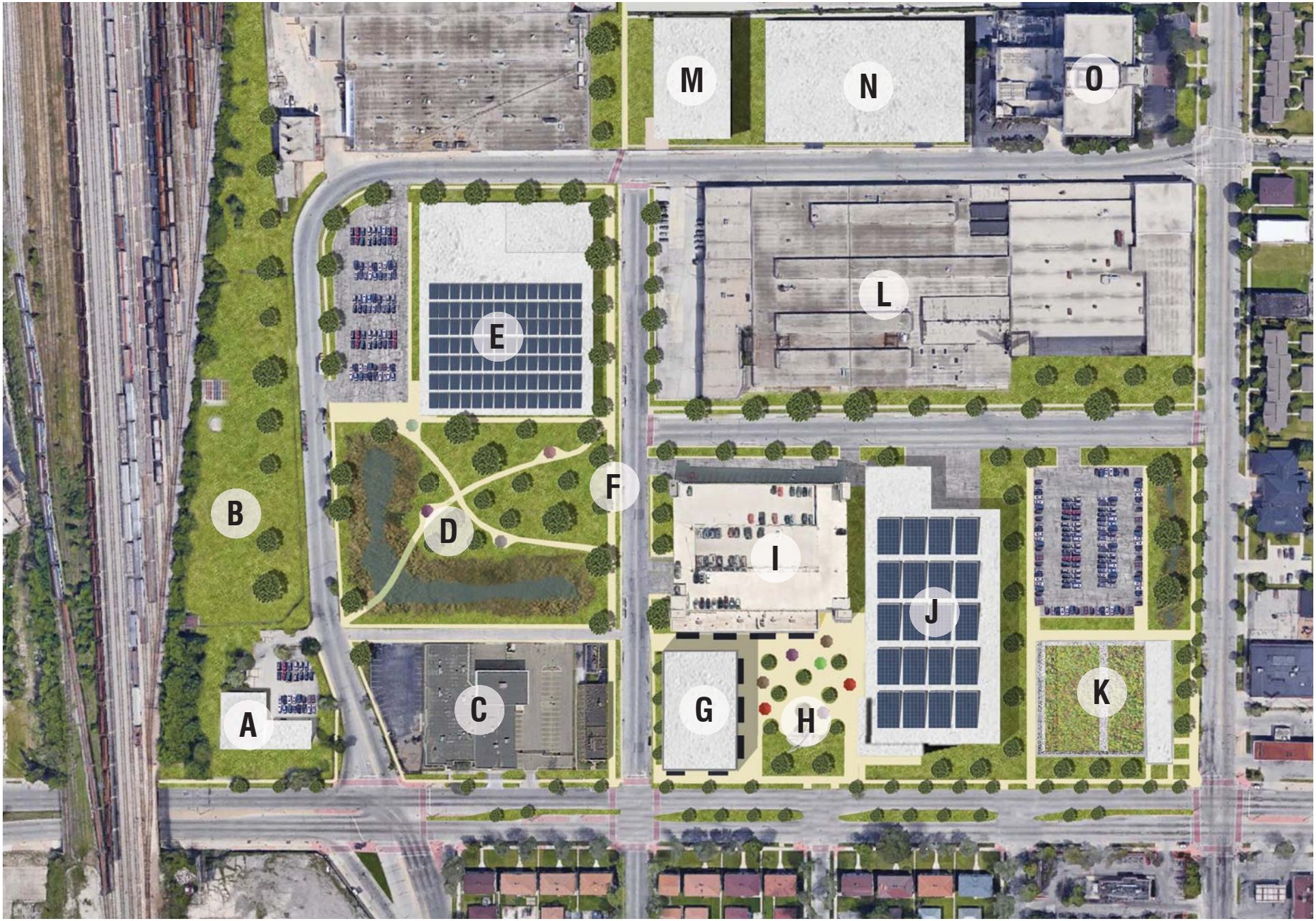
L. Existing warehouse to remain

M. Four story office building with retail below

N. Multi-level parking garage

O. Existing Century City Tower

Industrial & Research Scheme | Site Plan



Industrial & Research Scheme | Aerial Rendering

aerial looking northwest at Eco Tech proposal

Industrial & Research Scheme | Rendering

view from Capitol Drive and 27th Street of new construction

Industrial & Research Scheme | Rendering

view from Capitol Drive looking at gateway plaza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