

WEST GREENFIELD STREETScape

2011



Address W Greenfield Ave., West Allis, WI
 Client + Contact Bart Griepentrog, Planner I, City of West Allis; bgriepentrog@westalliswi.gov
 Start Date January 2011
 Finish Date June 2011
 Project Title West Greenfield Ave. streetscape revitalization, CDS, UW-Milwaukee, WI, 2011.

[Streetscape revisioning; street features and furniture; bike paths]

Online Access

Project Assistant Sara Khorshidifard

Project Team G. Bravo, S. Goswami

Proj. Description CDS has been commissioned to draw a vision for the Mis Suenos Mexican eatery on 7335 West Greenfield Avenue, West Allis, WI 53214. The vision should not be isolated and ought to expand as a streetscape revitalization catalyst for the historic Greenfield Avenue. A primary step for the project is to provide “outdoor seating” design ideas on the front and back side of the Mis Suenos’ building. However, the concept must go beyond an individual and detached image for this particular place to become an integrated concept that ties into a rather holistic and cohesive streetscape vision for the business strip of downtown West Allis.

The project’s larger area of intervention includes the three blocks of the Historic Greenfield Avenue’s Main Street from the 70th to the 76th Street. The vision is supported by the research into existing conditions and synthesis of similar precedent projects, previous planning studies such as the 2005 “Streetscape Recommendation Report” for Downtown West Allis, traffic studies, and strategies for making pedestrian/bike-friendly streets.

Raw Data

Site map data (dwg)
 Mis Suenos blueprints (jpg)
 Site photos (jpg)

Design Development

Street panoramas (psd)
 Mis Suenos intervention (jpg)
 Option with bump-outs (pdf)

Preliminary

Draft presentation and report (pdf, indd)

Design Deliverables Select all that apply

- Presentation to group
- Report submitted to client
- Exhibit Boards
- Handouts
- Model

Others

26 page report on 2 design options for streetscaping.



West Greenfield Avenue Streetscape Revitalization West Allis, WI



Community Design Solution

PROJECT DESCRIPTION

CDS was commissioned to draw a vision for the Mis Suenos Mexican eatery on 7335 West Greenfield Avenue, West Allis, WI. The City would like this vision to act as a catalyst and example for streetscape revitalization for all of Historic Greenfield Avenue. The design scheme presented here for Mis Suenos includes “outdoor seating” design ideas in both the front and rear of the building. However, the concept extends beyond this particular place to become an integrated concept that ties into a holistic and cohesive streetscape vision for the business strip of downtown West Allis.

The project’s larger area of intervention includes the three blocks of the Historic Greenfield Avenue’s Main Street from the 70th to the 76th Street. The vision is supported by the research into existing conditions and synthesis of similar precedent projects, previous planning studies such as the 2005 “Streetscape Recommendation Report” for Downtown West Allis, traffic studies, and strategies for making pedestrian/bike-friendly streets.



Panoramic Street View

Mis Suenos Mexican Restaurant



North View



South View

WEST ALLIS STREETScape



DESIGN SOLUTIONS

Design solutions applied to Mis Suenos are:

1) Visualizing a “sidewalk seating” place by removing a few parking stalls to create a mid-block bump-out and repaving it. 2) Based on the business owner’s desire for patio seating behind the building, developing designs for such seating that also integrate safety and security concepts and energy-efficient outdoor lighting, along with sustainable landscaping ideas such as porous paving for water run-off control and greenery to buffer the wind. 3) For future reference, proposing to install a green roof, which could potentially be used as a dining area.

In addition to the scheme for Mis Suenos, the project renders three streetscape alternatives for the entire three-block section. It also zooms in on the street section adjacent to Mis Suenos to provide a more in-detail streetscape pattern that can be carried through the Main Street. The main concepts advanced in the designs are:

1) Designing mid/end-block bump-out islands for sidewalk seating, pausing, and prompting walk-ability. 2) Encouraging biking by enhancing the quality and visibility of the bicycle path along Greenfield Avenue. 3) Advancing pedestrian accessibility and visual appeals of outdoor seating located behind Greenfield Avenue businesses. 4) Enhancing the sidewalks’ paving quality and generating a consistent look throughout the historic district.



Proposed Frontage for Mis Suenos Restaurant



Layout Plan of West Greenfield Avenue in West Allis

WEST ALLIS STREETScape



POTENTIAL AREAS OF REVITALIZATION



Incorporation of streetscaping



Interactive street facade of buildings



Redesign sidewalk for pedestrian activity



Mid-block bump-out



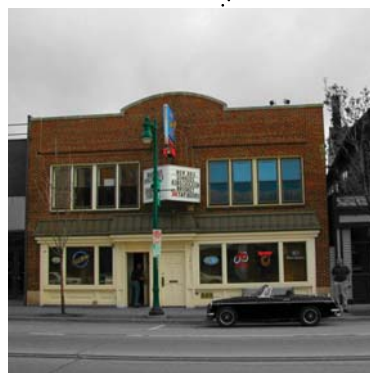
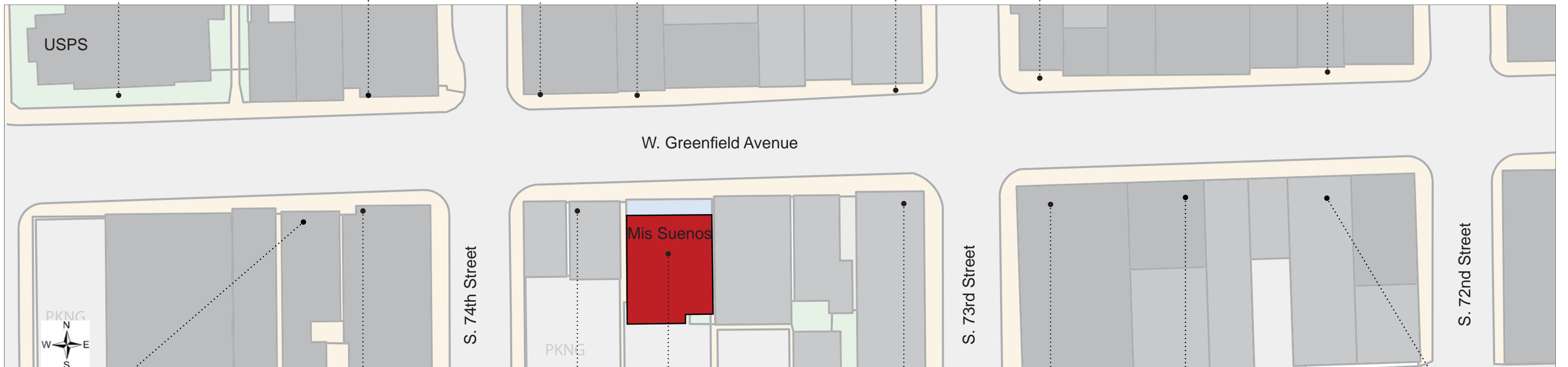
Corner bump-out



Corner bump-out intervention



Mid-block bump-out



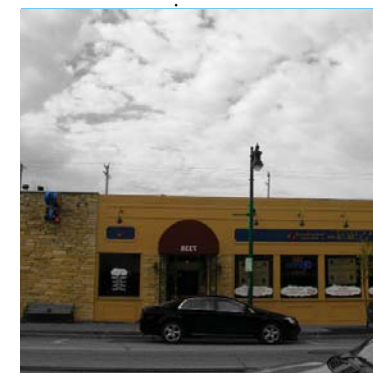
Sidewalk to initiate pedestrian activities



Corner bump-out intervention



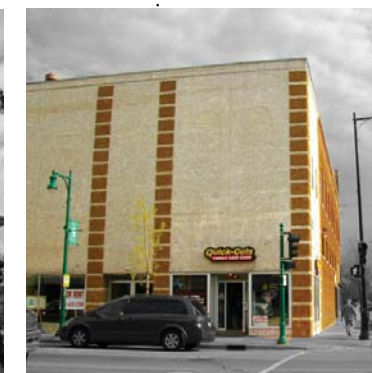
Redo elevation for consistency of design



Intervention at Mis Suenos



Corner bump-out intervention



Corner bump-out intervention



Mid-block bump-out



Mid-block bump-out

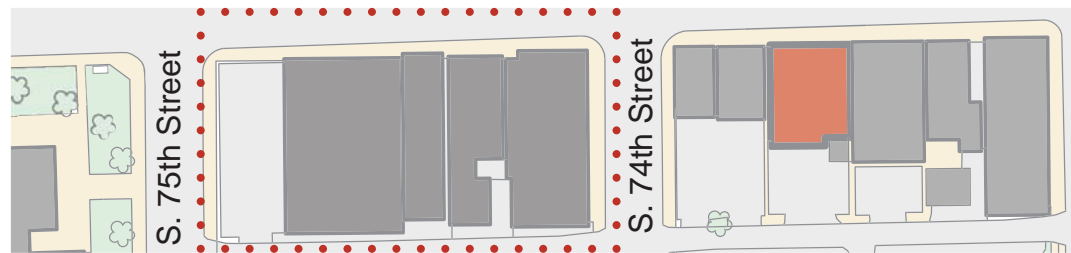
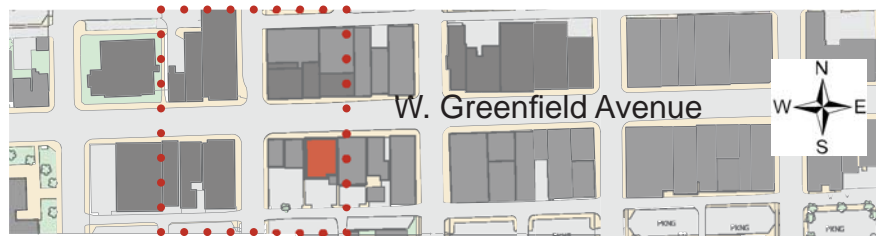
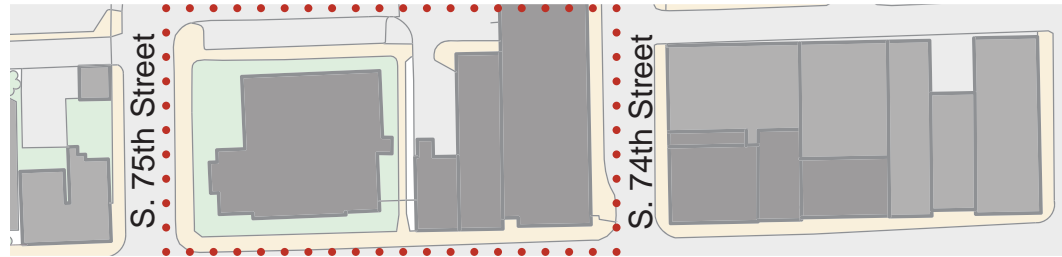
WEST ALLIS STREETScape



PANORAMIC STREETScape AND PRECEDENT IMAGES



South Facing Panoramic Streetscape View



North Facing Panoramic Streetscape View

Gateways to communities act as an identifier for the area.

Identifier for historic region in the city
Historic Third Ward, Milwaukee, Wisconsin



Vehicular and pedestrian paths are defined by the gateway
Harris-Stowe State University, St. Louis, Missouri



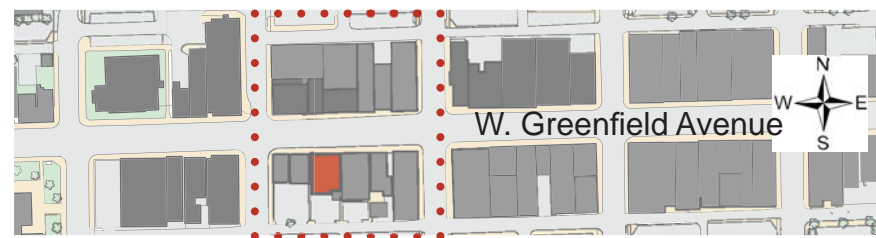
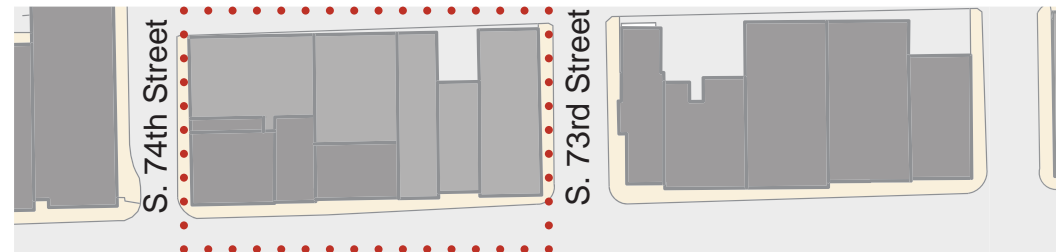
Gateway as art element on a public street
Wooster Street Arch, New Haven, Connecticut



PANORAMIC STREETScape AND PRECEDENT IMAGES



South Facing Panoramic Streetscape View



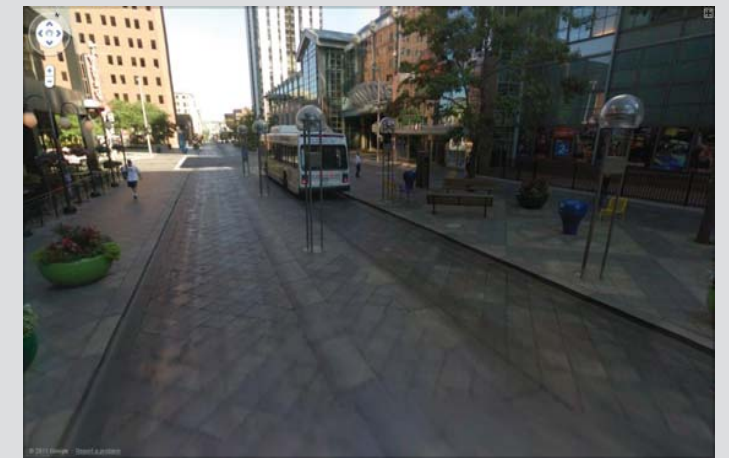
North Facing Panoramic Streetscape View

Various types of activities occur on streets, depending on the amenities the street provides.

Stalls with wares on the sidewalk . Large store windows offer interaction between store interior and pedestrians strolling on the street.
State Street, Madison, Wisconsin



Wide street with defined spaces for pedestrians and vehicles . Planters and light elements provide buffer for pedestrians from street. Seating elements and art installations provide focal points for people to gather.
16th St. Mall, Denver, Colorado



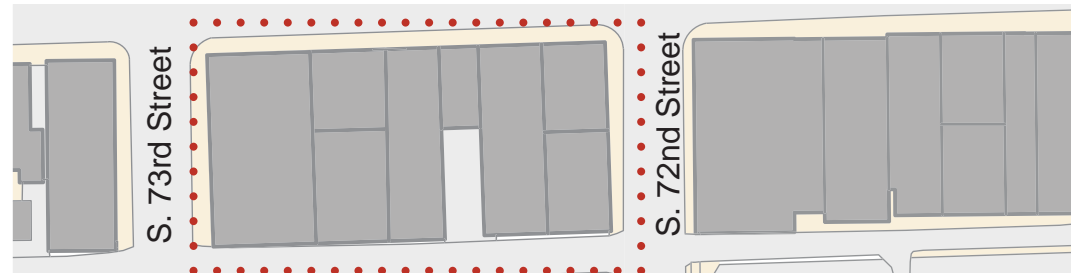
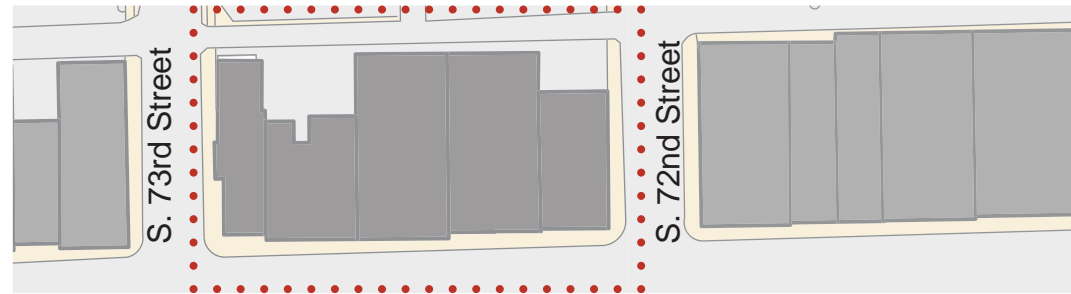
Planters provide physical separation from the vehicular street. Street parking is reconfigured to make space for a sidewalk cafe space.
Pop-Up Sidewalk Cafe, New York City



PANORAMIC STREETScape AND PRECEDENT IMAGES



South Facing Panoramic Streetscape View



North Facing Panoramic Streetscape View

Seating on sidewalks are sometimes designed and sometimes improvised.

Seating provided alongside a cafe extends the business premises and provides scope for interaction between cafe users and pedestrians.
Winter Park, Florida



Seating by improvisation is very common in public spaces; the ledge along planters is used for seating.
Nicollet Mall, Minneapolis, Minnesota



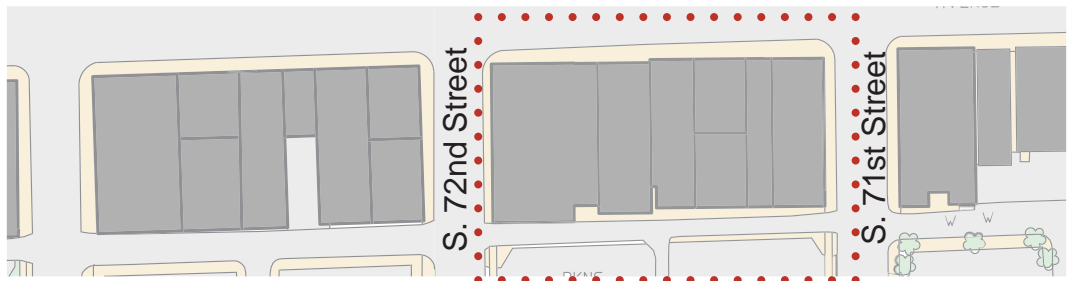
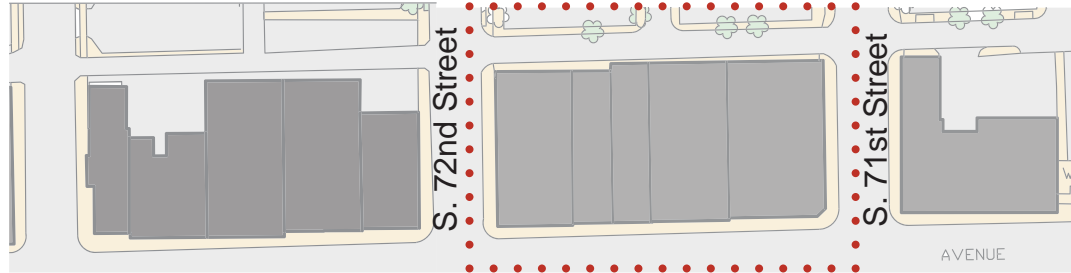
The adjoining businesses provide seating to define their area of influence on the sidewalk and to attract customers onto their premises.
Main Street, Southampton, New York



PANORAMIC STREETScape AND PRECEDENT IMAGES



South Facing Panoramic Streetscape View



North Facing Panoramic Streetscape View

WEST ALLIS STREETScape

Streetscaping defines the physical nature of the street as well as the elements and fixtures placed on it.

Physical separator between street and sidewalk incorporates planters as well as seating.
Downtown Wausau, Wisconsin



Street paving defines pedestrian sidewalks and movement paths. Vehicular paths paved in cobblestones can provide traffic calming and extend pedestrian activity onto the street.
Downtown Kenosha, Wisconsin



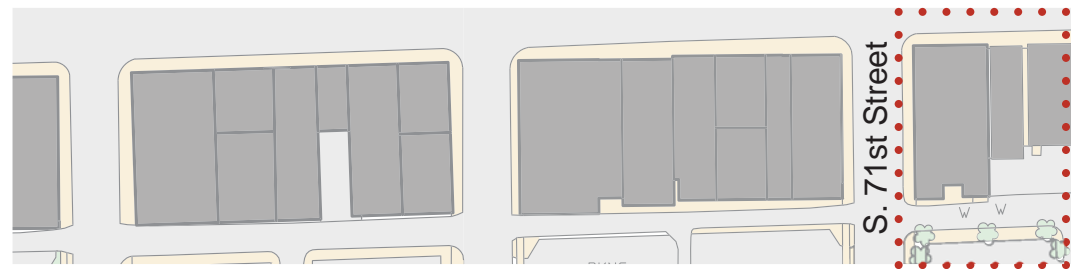
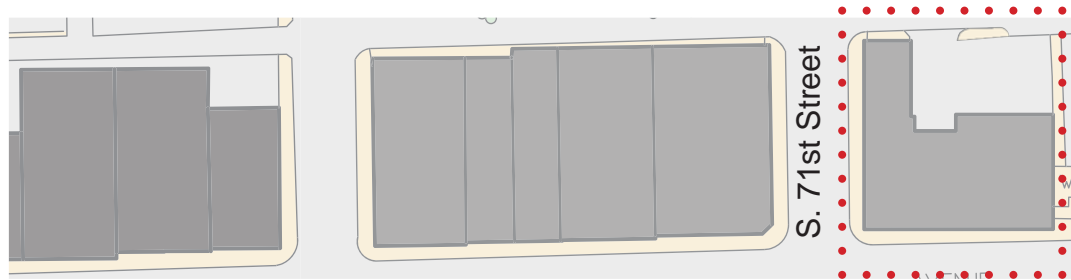
Public art elements on the street define character of a community and can be integrated with seating or lighting elements.
Historic Third Ward, Milwaukee, Wisconsin



PANORAMIC STREETScape AND PRECEDENT IMAGES



South Facing Panoramic Streetscape View



North Facing Panoramic Streetscape View

WEST ALLIS STREETScape

Urban areas are incorporating bike lanes into street designs to encourage cyclists. Various design strategies are used to create safe bike riding conditions.

Bike lane differentiated from vehicular street by separate color or surface treatment.

Spatial buffer provided between cyclists and vehicular street. Buffer demarcated by painted lanes.
Bike Lane, New York City

Spatial buffer and physical separators (bollards) are used to segregate bike lane from vehicle lane.
San Francisco, California



OPTION 1: INTEGRATED BUMP-OUT OPTION



CONCEPT

The first design intervention for the streetscape along West Greenfield Avenue is the “integrated bump-out” option. In this scenario the sidewalk is widened in front of strategic businesses. For example in front of food places (such as Mis Suenos).

The sidewalk is widened by the removal of a few car parking slots. The additional space created can be used by the adjacent businesses to extend their services and provide an outdoor dining experience for users.

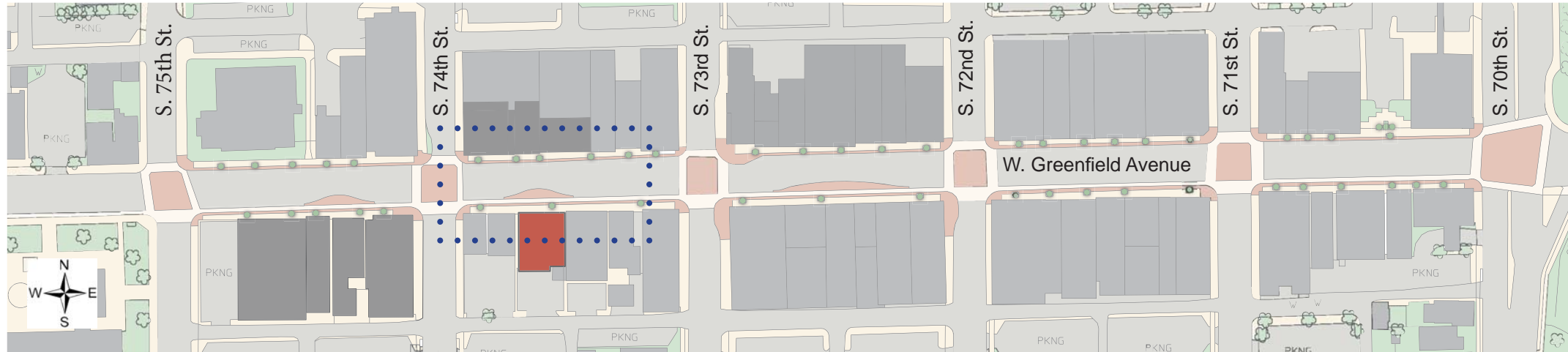
This design requires minimal intervention into the vehicular street and can be created in front of various businesses at varying times. Events such as Park(ing) Day and Parklet creation are possible in this street configuration. Pedestrian activity and sidewalk usage is encouraged. There is potential for smaller vendors and businesses to use the additional sidewalk space, increasing the economic activity of the area.



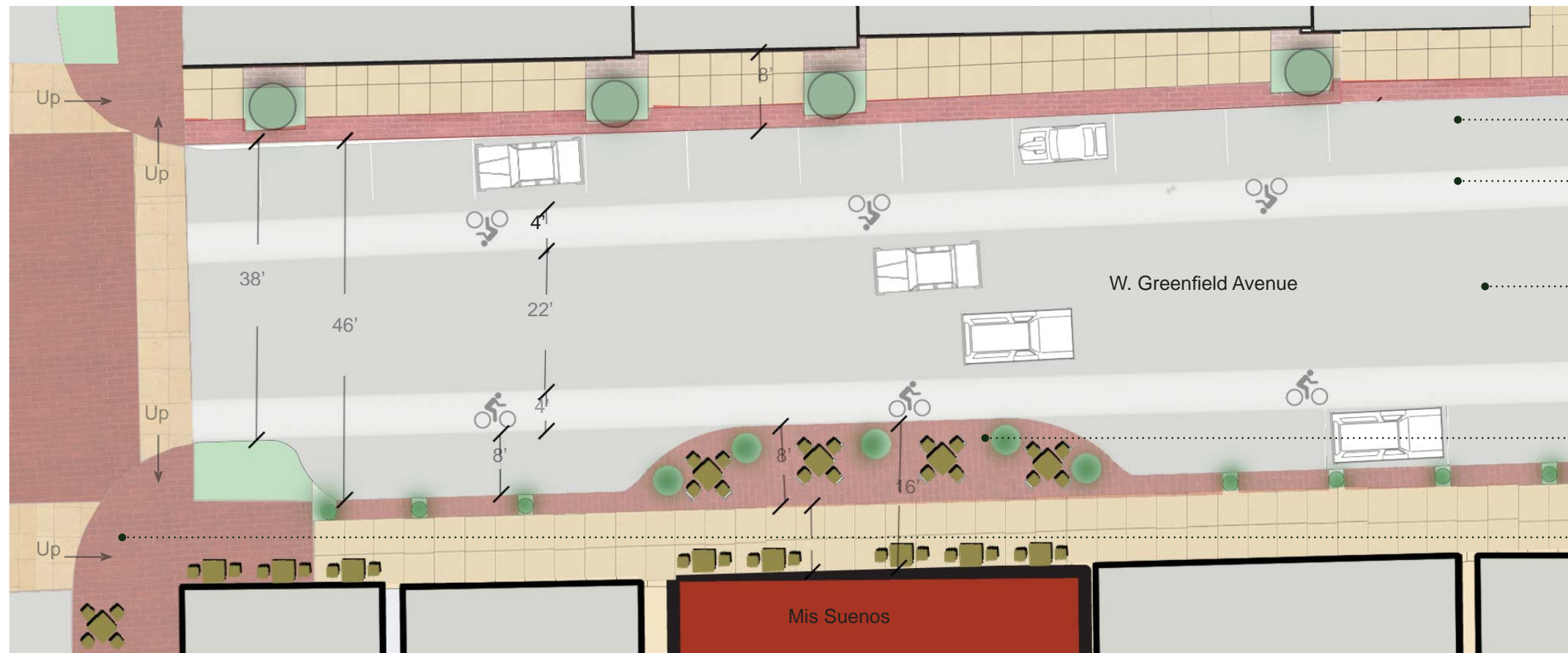
Designed Bump-Out Space in Front of Mis Suenos Restaurant

OPTION 1: INTEGRATED BUMP-OUT OPTION

PLAN AND LAYOUT



Key Plan



Detail of Block in Front of Mis Suenos

Integrated bump-out intervention

Bike path buffers bump-out space from the vehicular street. The bump-out is an extension of sidewalk space. Strategic corner kerbs are extended to encourage activity on the sidewalks.

Parking space for cars
(Retained as existing on north side of street)

Bike path to be paved or colored to differentiate it from vehicular path

West Greenfield Avenue re-modelled to 2 lane road
(1 lane in each direction)

Large planters define the edge between street and bump-out

Corner kerb is extended to provide corner businesses with spill-over space

OPTION 1: INTEGRATED BUMP-OUT OPTION



Key Plan

One of the design interventions suggested for the Mis Suenos restaurant is a facade modification. Increased interaction between interior space and sidewalk is generated by various means.

The height of existing building is preserved. Elements are added on the facade to make the off-centered main entrance a visual focus from the street.

The size of openings is increased as well as the transparency to allow interaction between diners inside and pedestrians, and also to attract potential customers.

RE-DEFINING WINDOW SHADING



Detail of Elevation - Mis Suenos

OPTION 1: INTEGRATED BUMP-OUT OPTION



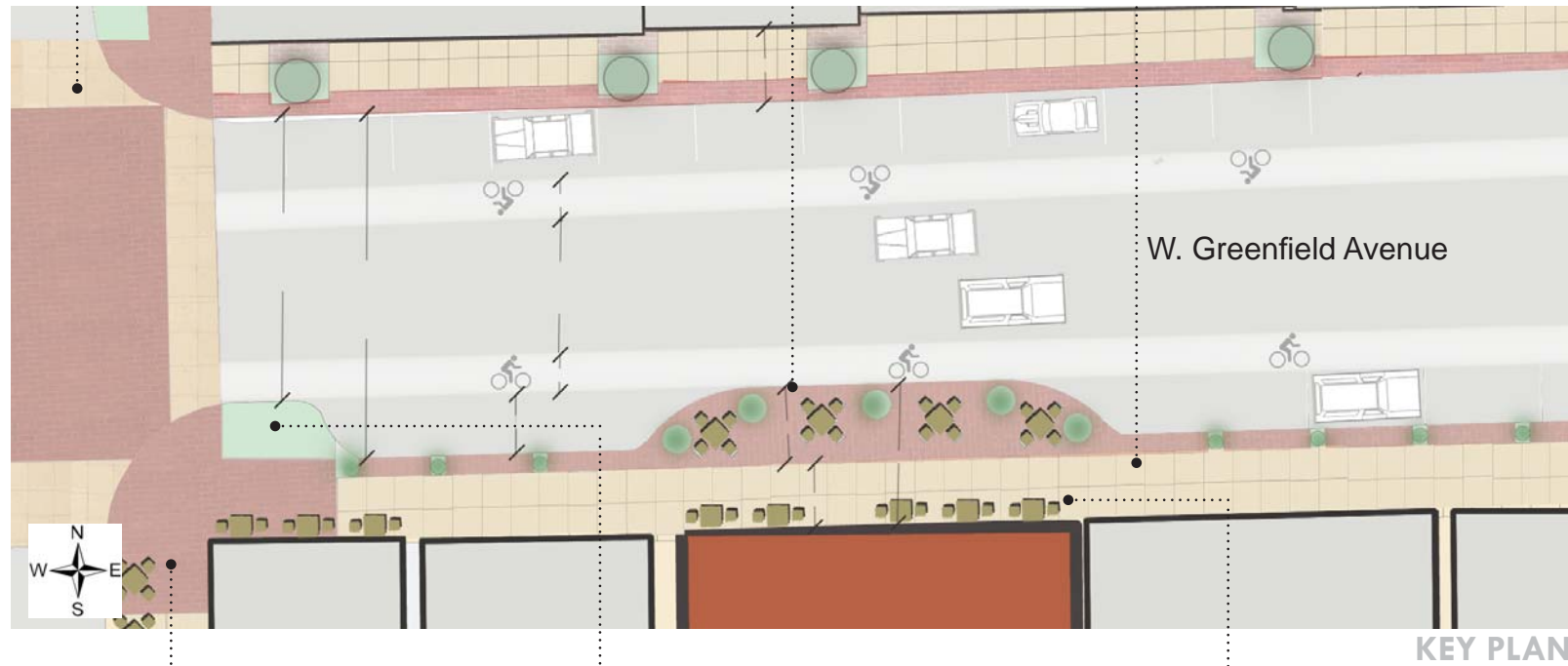
Variations in color and material to define intersection and cross-walk
Port Washington, Wisconsin



Possible fence design between bump-out and street (instead of planters)
State Street, Madison, Wisconsin



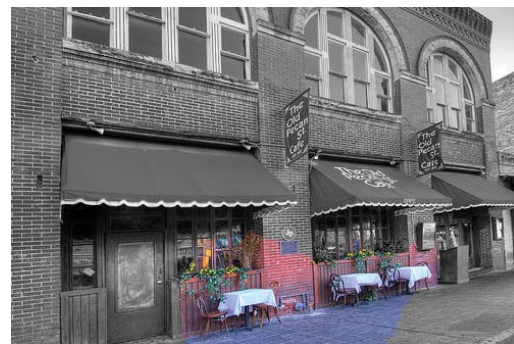
Regulation on awnings to achieve continuity in street facade
Main Street, Platteville, Wisconsin



Extended corner bump-out used for cafe seating
Union Square, New York City



Green portion in extended bump-out used for stormwater management
Seattle, Washington



Possible sidewalk usage in front of Mis Suenos; seen here sidewalk seating
Old Pecan Street, Austin, Texas

RELEVANT PRECEDENT IDEAS

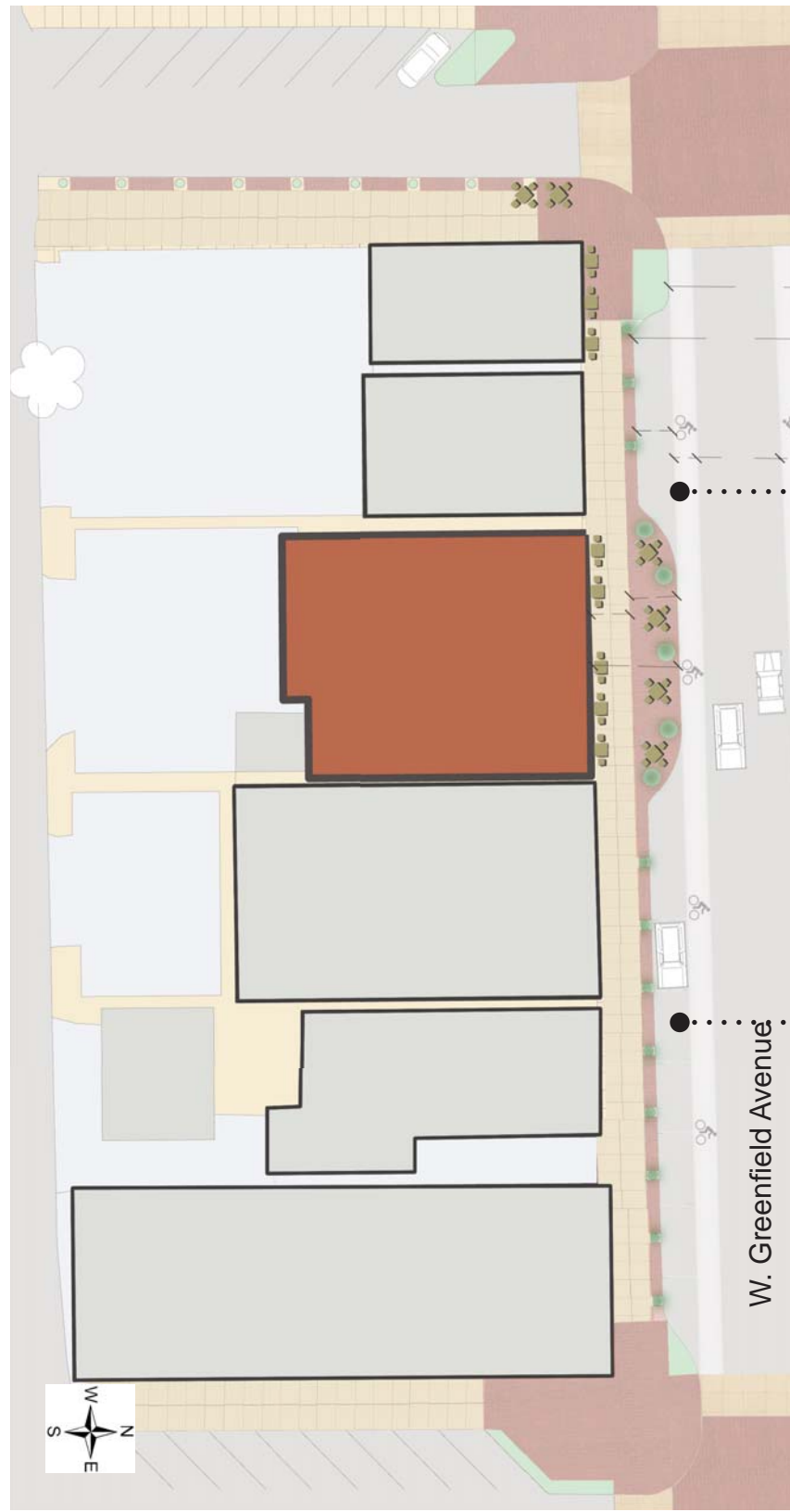


Street view showing final layout of street with mid-block and corner bump-outs.
New pedestrian mall, Old North, St. Louis, Missouri



Possible pedestrian activity on W. Greenfield Avenue, if traffic is diverted and street stalls are set-up in lieu of community events.
State Street, Madison, Wisconsin

INNOVATIVE INTERVENTIONS OF PARKING SPACES: PARK(ING)DAY APPROACH



To increase the “destination value” of West Greenfield Avenue, events such as street fairs and Park(ing) Day can be organized. Special parking needed for events, for example, parking day on September 17 (<http://parkingday.org/>) should be identified.

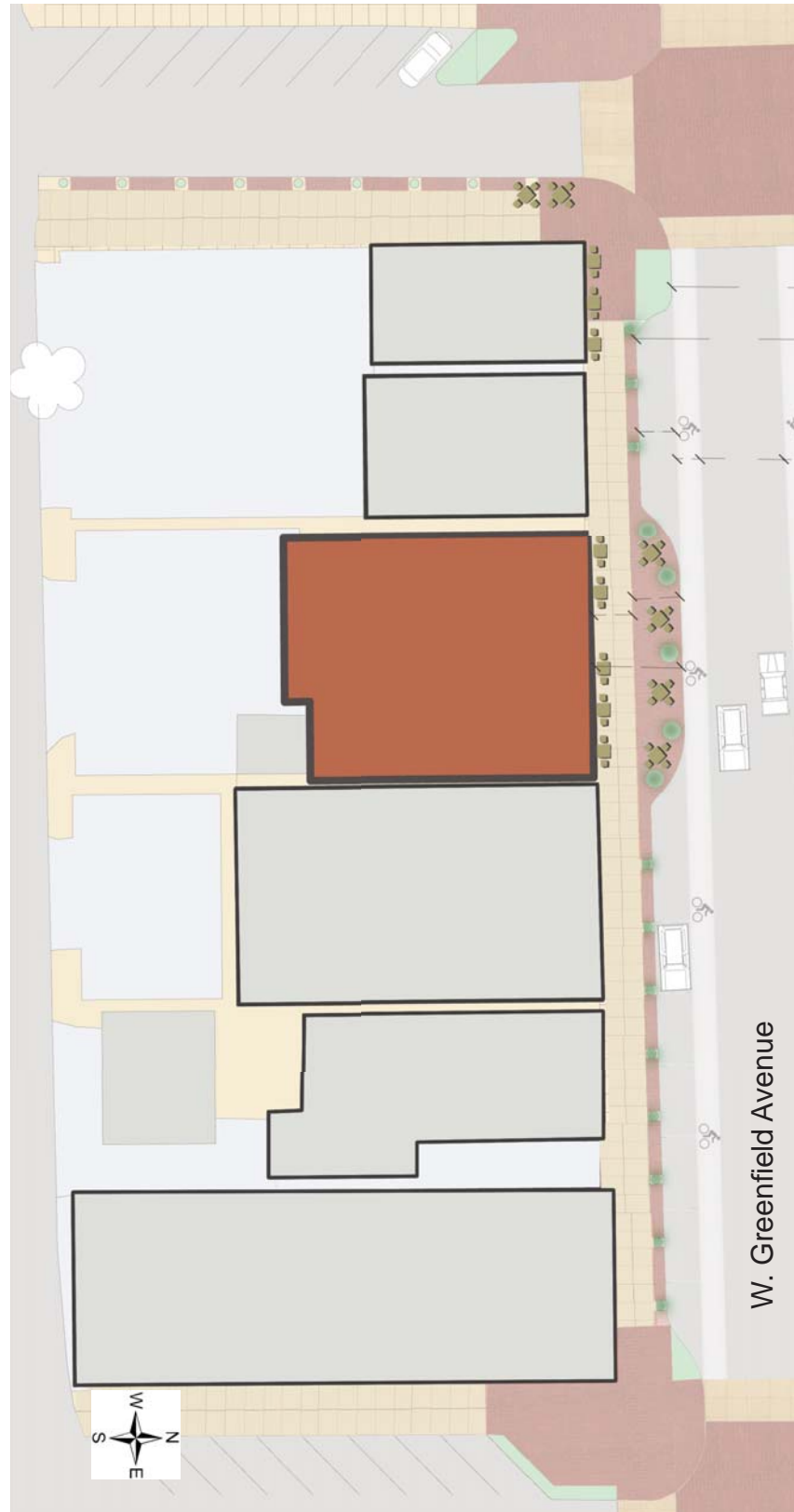
PARK(ing) Day is an annual, worldwide event that invites city dwellers everywhere to transform metered parking spots into temporary parks for the public good.

By applying innovative parking strategies the store-front spaces along West Greenfield Avenue can be freed up for pedestrian activities.



Key Plan

INNOVATIVE INTERVENTIONS OF PARKING SPACES : “PARKLETS” APPROACH



Key Plan

San Francisco's new "Pavement to Parks" projects seek to temporarily reclaim unused swaths of land and quickly and inexpensively turn them into new public plazas and parks.

Each Pavement to Parks project is intended to be a public laboratory where the City can work with the community to test the potential of the selected location to be permanently reclaimed as public open space. (Source: <http://sfpavementtoparks.sfplanning.org/>)



OPTION 2- SEPARATED BUMP-OUT INTERVENTION

CONCEPT



Perspective of Sidewalk Bump-Out of Mis Suenos

The second design intervention suggested for West Greenfield Avenue provides for an integrated pedestrian and bike friendly system. At places where the sidewalk is extended the bike path passes between the bump-out and the sidewalk and is buffered from the vehicular traffic.

Archways define the bike path and provide identity to the main street area. Variations in paving types are used to define and separate the bike path from vehicular street and pedestrian sidewalk.

The separate island bump-outs created in this alternative are flexible spaces as there is potential for small vendors to set up stalls. These intervention can be more than extension of cafes and restaurants. Farmers' markets, day-fairs and such events can be organized and the designed bump-out spaces can be rented out to vendors.



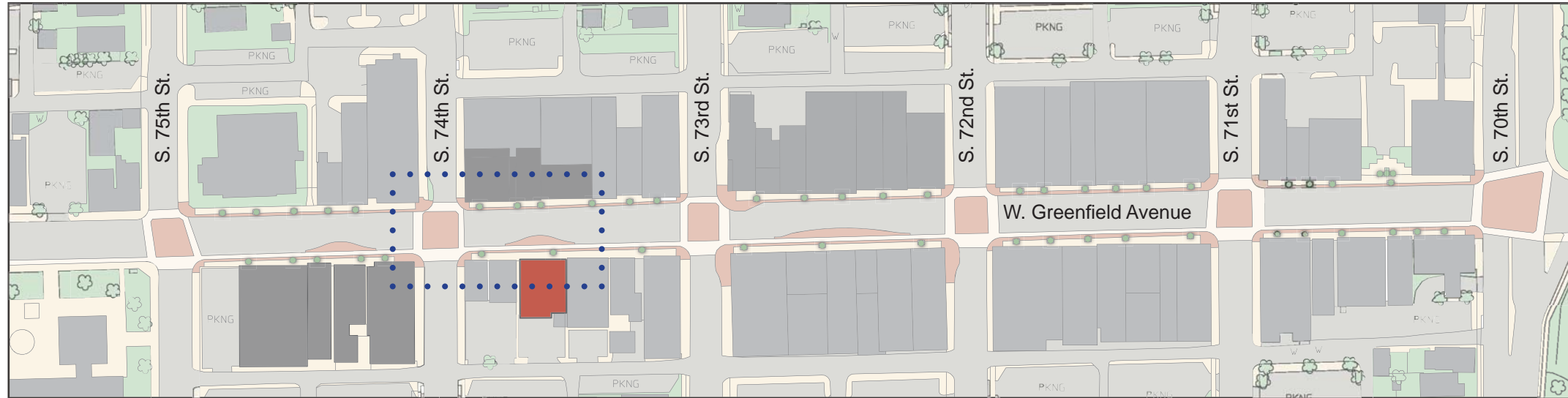
Pop-Up Cafe in New York City



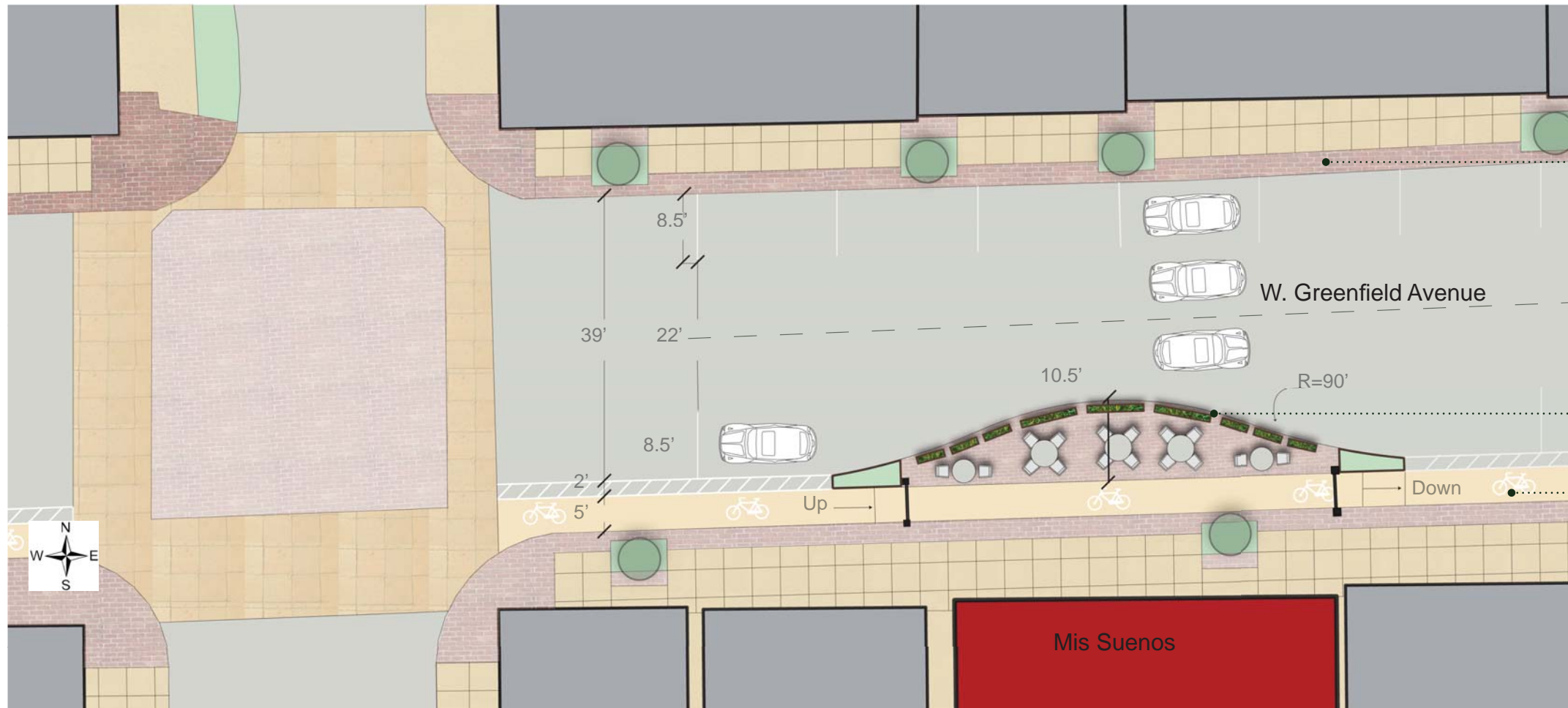
Parklet in San Francisco

OPTION 2- SEPARATED BUMP-OUT INTERVENTION

PLAN AND LAYOUT



Key Plan



Detail of Block in Front of Mis Suenos

Small bump-out intervention

- Four parking spaces removed.
- Allowable seating spaces:
 - 12 to 16 seating
 - Table of four people: 2- 3
 - Table of two people: 6-8 (tables)

This intervention is in front of a single business and allows the business to extend its spatial usage onto the sidewalk

Existing brick paving condition can also be extended to bump-out and street intersections.

Long planters serve as a stronger threshold between traffic and bump-out. Circular planters allow more flexibility

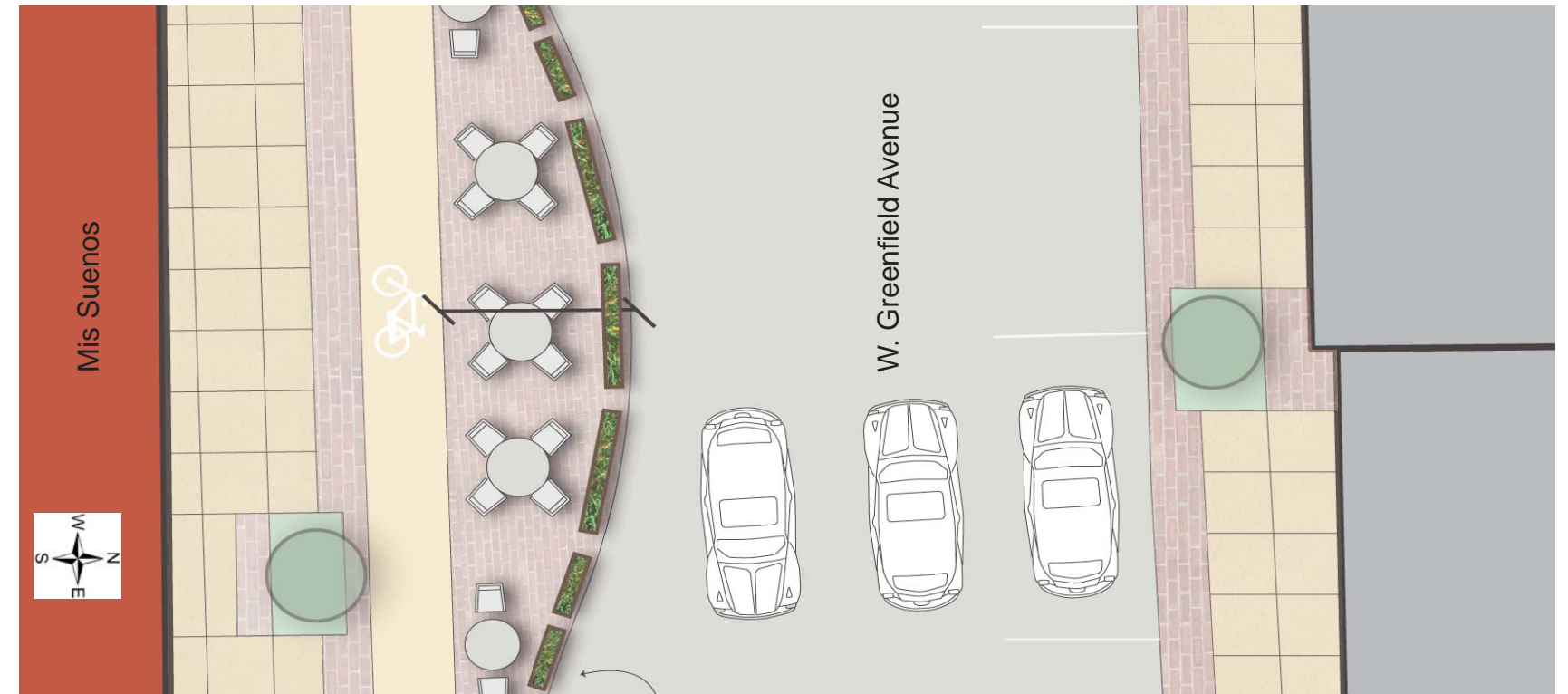
Bike path paved or colored according to pedestrian intersection. Two feet boundary between parking and bikers

OPTION 2- SEPARATED BUMP-OUT INTERVENTION

STREET SECTION



Gateway Detail At Shorewood, Wisconsin

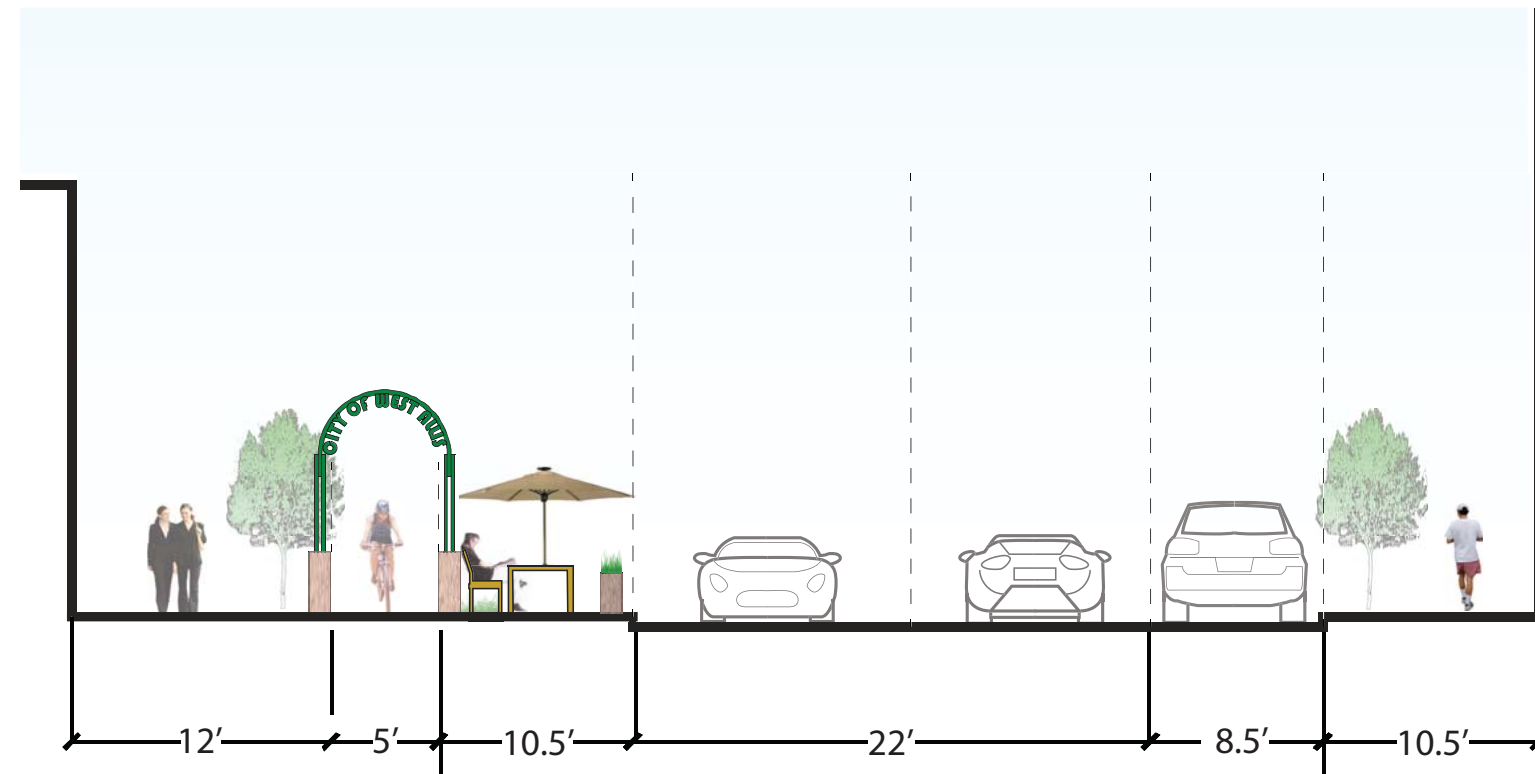


Detail Plan of Block in Front of Mis Suenos

This alternative proposes a mid-block intervention in front of Mis Suenos. Additional space on sidewalk can be taken over by Mis Suenos to extend their services.

Bike path seen in the drawings is defined by varying paving and by the incorporation of archways. Bicyclists are provided more safety from vehicular traffic due to 2' wide gap between bike path and vehicular street.

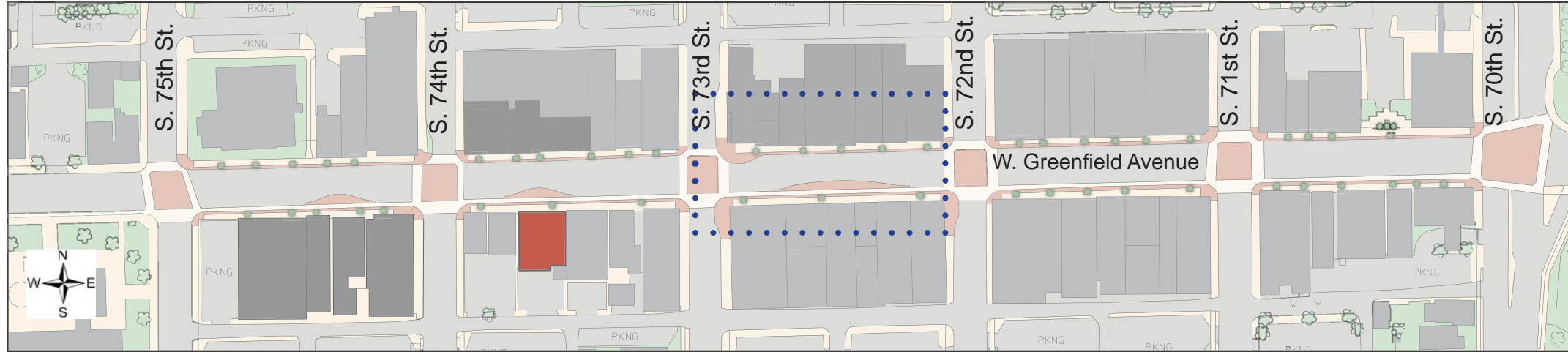
The bump-out in this case is a separate island, and can have multiple uses (not necessarily connected with the adjacent business). The sidewalk becomes a flexible space allowing for more economic activity as vendors can set up stalls to sell their wares.



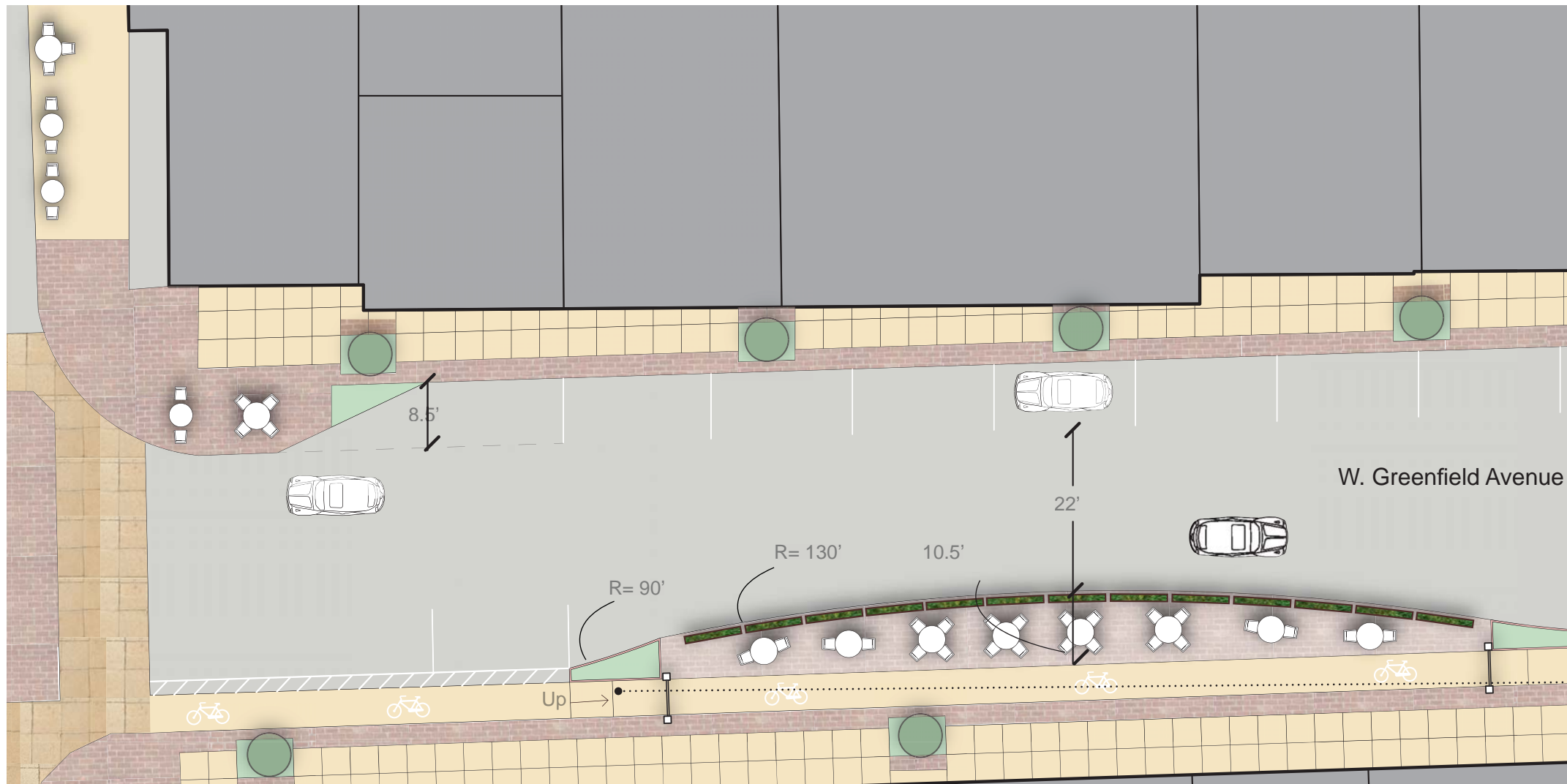
Street Section in front of Mis Suenos

OPTION 2- SEPARATED BUMP-OUT INTERVENTION

LARGE BUMP-OUT



Key Plan



Detail of Block Between S. 72nd And S. 73rd Street

Large Bump-Out Intervention

- Parking Spaces removed: 8
- Allowable seating spaces:
 - 16 to 20
 - Table for four people: 4-5
 - Table for two: 8-10 (tables)

This mid-block intervention provides extended sidewalk space for multiple businesses to use.

Corner Bump-Out

- Parking spaces removed: 2
- Allowable seating:
 - 7 to 9
 - Table for three people: 1-2
 - Table for two people: 2-3

The large Bump-out serves two to three restaurants as compared to the small Bump-out which serves one restaurant only.

- Widest dimension for all Bump-out are 10.5 feet
- Total side took out dimension, 15.5'
- Narrowing the street to 22; allowing 11' per length
- Radius of convex side of large Bump-out 130'
- Radius concave side of all Bump-out are 90'

In each bike intersection of Bump-out a ramp is place to provide accessibility of pedestrian and bikers

OPTION 3- INTERVENTION AT MIS SUENOS



Existing Parking Lot at Rear of Mis Suenos



Proposed renovation at Rear of Mis Suenos: Convert Parking to Outdoor Seating

CONCEPT

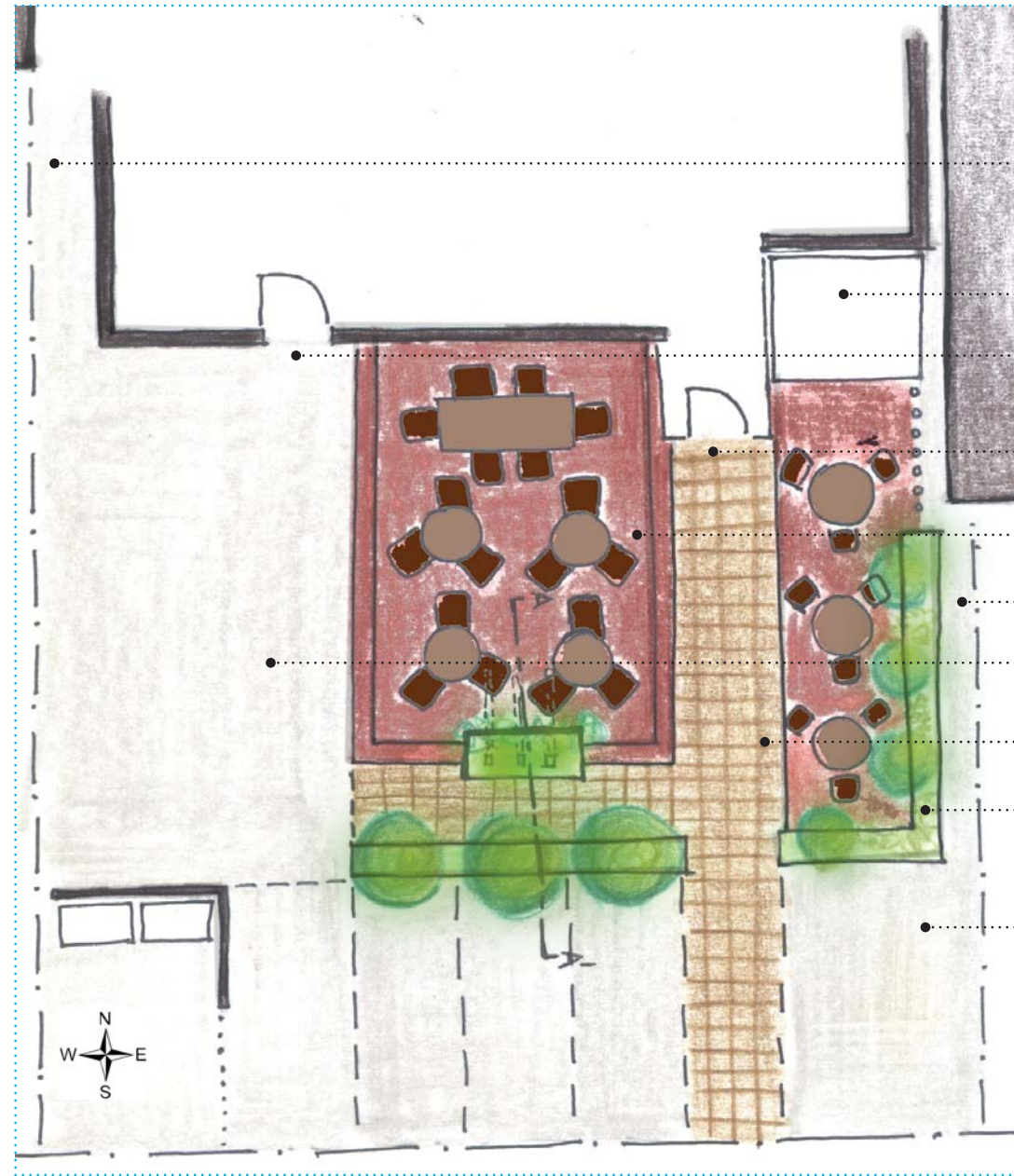
The design interventions at Mis Suenos are focussed on the rear of the business and on the terrace (roof) space. The intent is to identify spaces on the existing lot and building where additional dining areas can be created with minimal disruption. With this in mind, the first scheme converts the rear parking lot into a patio dining area. The number of parking places are reduced from 9 to 4, and service access is maintained to the service entry.

Using the rear entrance as the design axis, two low platforms or decks are created. Buffer between adjacent properties is provided by the use of stone clad walls and vegetation. This area is constructed as a semi-covered space by integrating pergolas into the design. For additional protection from the sun, deck umbrellas can be provided with the table settings.

A further iteration of this design concept makes use of potential terrace space on the roof of the Mis Suenos building. The patio dining area is retained, and a staircase leads up to the rooftop dining area. The design suggests the use of wooden decks to demarcate dining areas and walkways. The remaining spaces can be treated with gravel and planters. Planters can be strategically placed to provide visual privacy from adjacent properties and the road.

OPTION 3A- INTERVENTION AT MIS SUENOS

PATIO SEATING

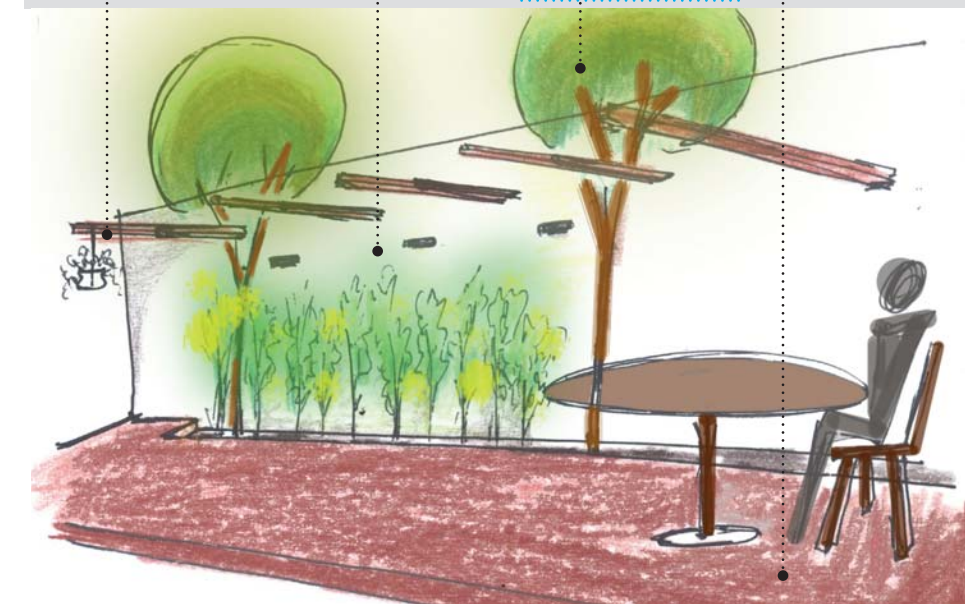


Rear Alleyway

Patio Design

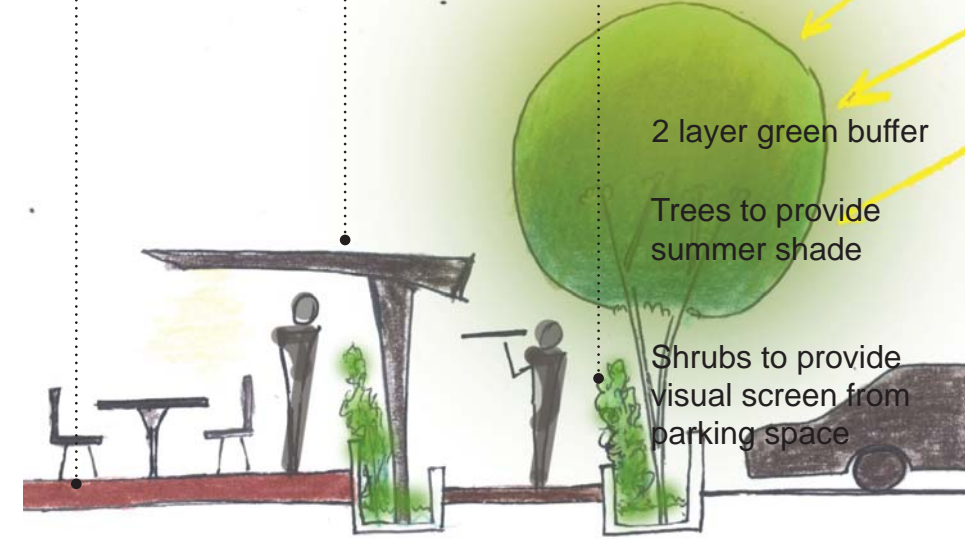
- Side alleyway
- Proposed storage unit
- Service entrance
- Rear entrance
- Patio seating and dining
- Wall - A
- Service Yard
- Flagstone paving on pathway
- Buffer wall between parking and seating
- Parking space (can be retained as existing or modified into permeable parking)

Wood beams projected from wall	White stucco walls	Trees with canopy for shading	Deck (of wood or brick)
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View of Wall A

Patio deck	Shading device	Planter space	Parking space
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Section AA'

OPTION 3B- INTERVENTION AT MIS SUENOS

TERRACE SEATING



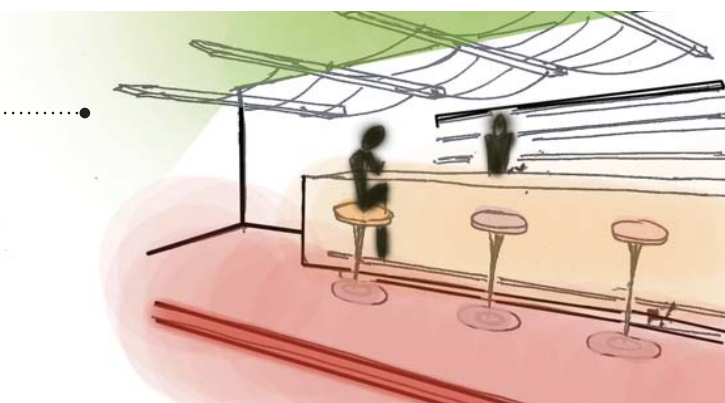
Sketch Detail of Deck Dining Area on Terrace

Detail of dining area on terrace shows raised wooden deck to create patio spaces; plants are used to create visual buffers from street and adjacent buildings and light elements create focal spaces.



Sketch Detail of Alleyway Between Buildings

The alleyway connecting the rear service street to West Greenfield Avenue is re-designed to create a safer environment. Light fixtures and elements connecting adjacent buildings scale the narrow space down to the human level.



Sketch Detail of Outdoor Bar Space, Ground Level

An outdoor bar area is defined in the patio dining spaces. The narrower strip of deck space obtained in the back-yard is converted to a bar area with counter and stool. The back wall of the bar area acts as a buffer from the parking lot on the adjacent property.

OPTION 3B- INTERVENTIONS AT MIS SUENOS

PRECEDENT IMAGES

Rooftop gardens and terrace dining areas incorporate features such as deck spaces for dining areas and walking paths, river gravel beds for incidental spaces, plants and vegetation for aesthetics as well as visual buffers from adjacent buildings and the street.



Roof Treatment with Wooden Pathways, Gravel Base Layer and Planters



Rooftop Restaurant, Milwaukee, Wisconsin

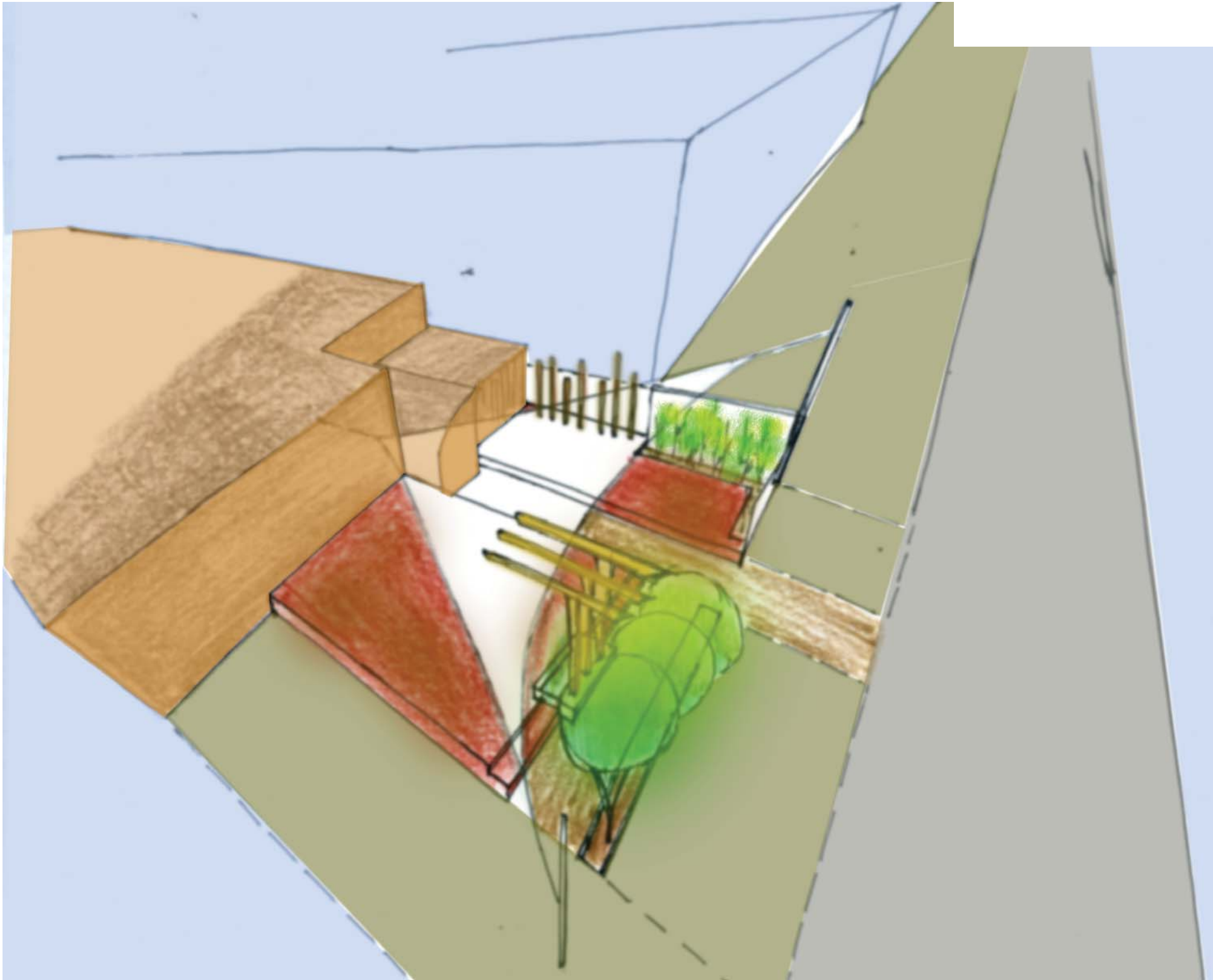
Terrace restaurants should provide semi-covered and open air seating; this is achieved by the creation of pavilion spaces. Lighting is an important feature and a space can be enhanced by discreet lighting which highlights focal elements and pathways. Another interesting element in terrace restaurants is the use of multi-levels which provide a varying experience for diners.



Cafe in Parking Lot, Fresno, California

Back yard spaces and large parking lots can be transformed into pocket dining areas. In the adjoining image a space in a parking lot is fenced off using hardscape and plants to create an intimate dining space. Deck umbrellas form a simple intervention to provide some shading from the elements.

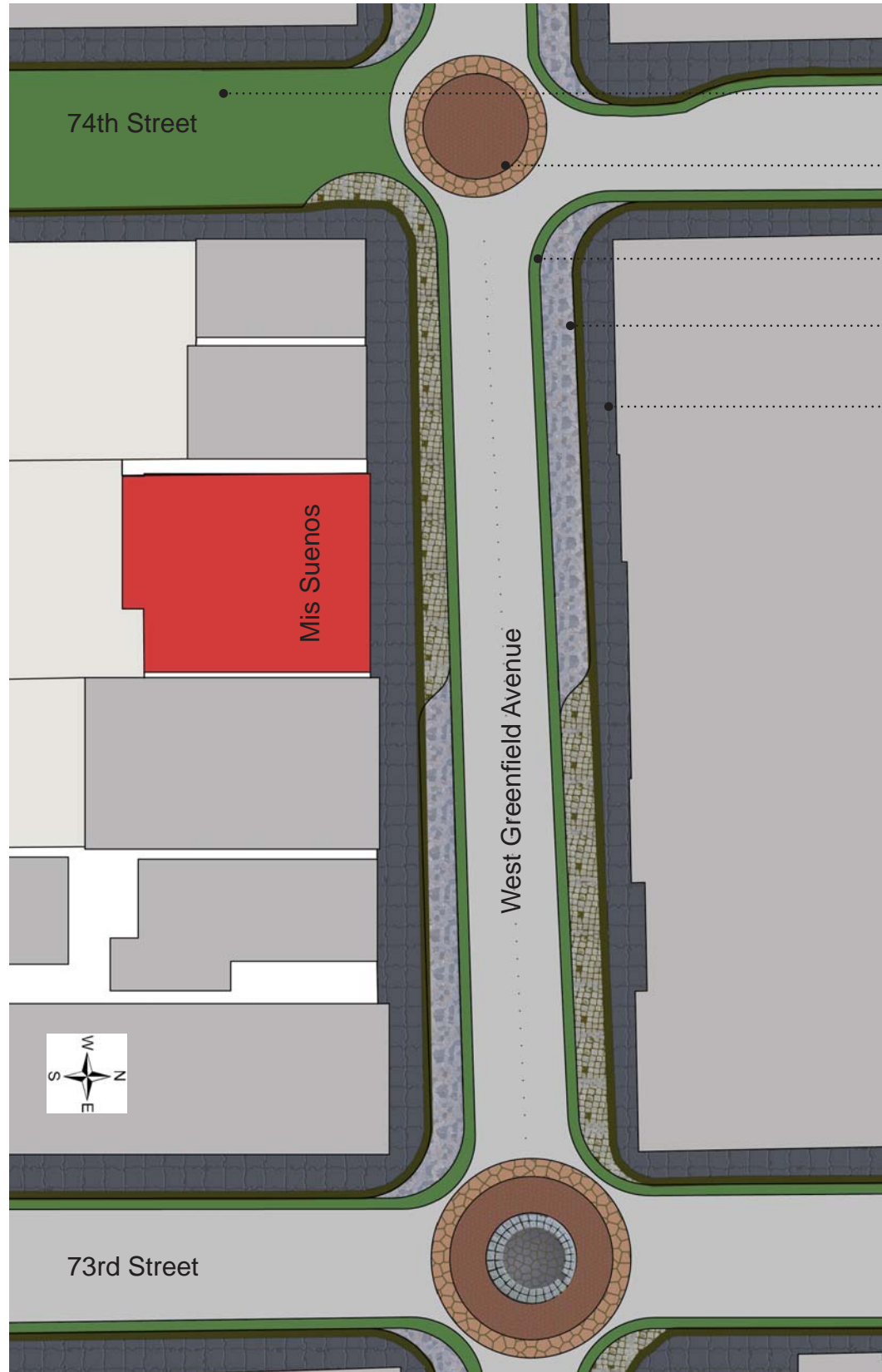
OPTION 3B- INTERVENTIONS AT MIS SUENOS



View of Patio Dining Area in Rear

OPTION 4- BLOCK LEVEL INTERVENTION

RESILIENT PAVING AND STORMWATER MANAGEMENT

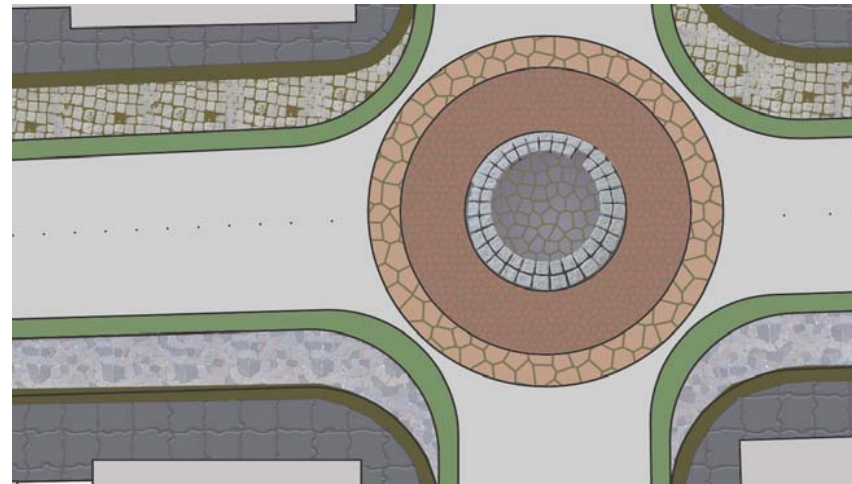


Layout Plan

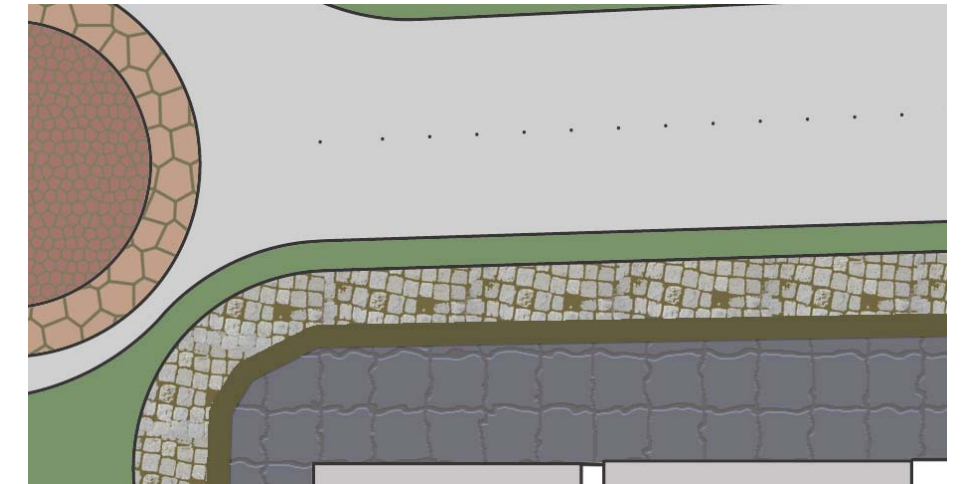
- Pedestrian street with cobblestone paving
- Paved intersection defining W. Greenfield Ave. as Main Street
- Continuous bike path along streets
- Repaved on-street parking
- Existing Pedestrian Sidewalk

The final option detailed in the streetscape re-design of West Greenfield Avenue at West Allis incorporates best management practices pertaining to stormwater management. In this scheme the sidewalk is widened (encroaching onto existing vehicular street) for 1/2 block. This extension occurs alternately on both sides of the street. Parking slots on the street are reduced by 50%, and customers in the area are encouraged to use the parking lots on streets parallel to West Greenfield Avenue.

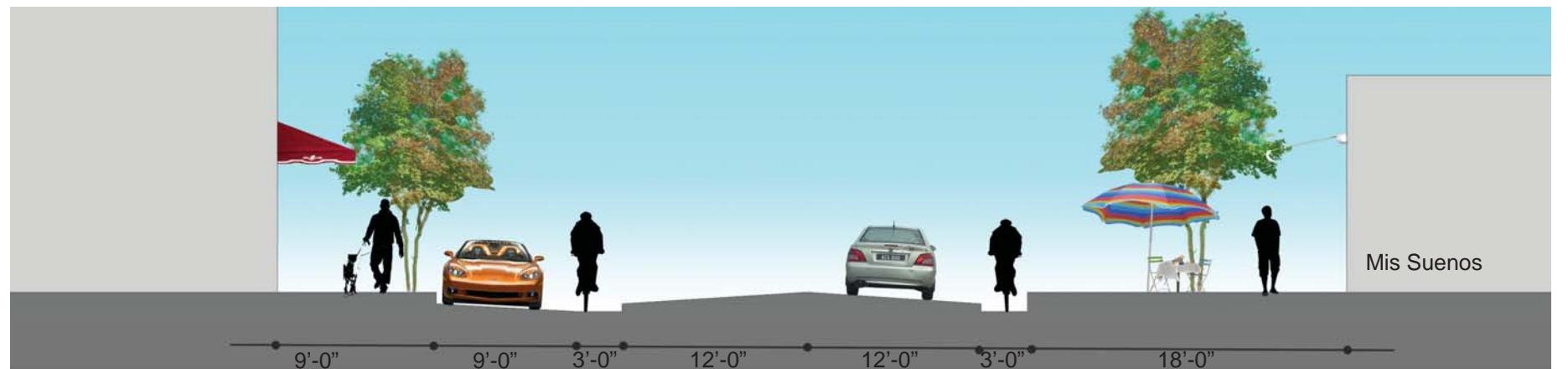
The remodeled street is re-paved along the new parking areas and bike routes using permeable pavers, to decrease stormwater run-off. Additionally S. 74th Street is reconfigured as a completely pedestrian street, encouraging foot traffic to penetrate into the neighborhood.



Central Intersection Detail



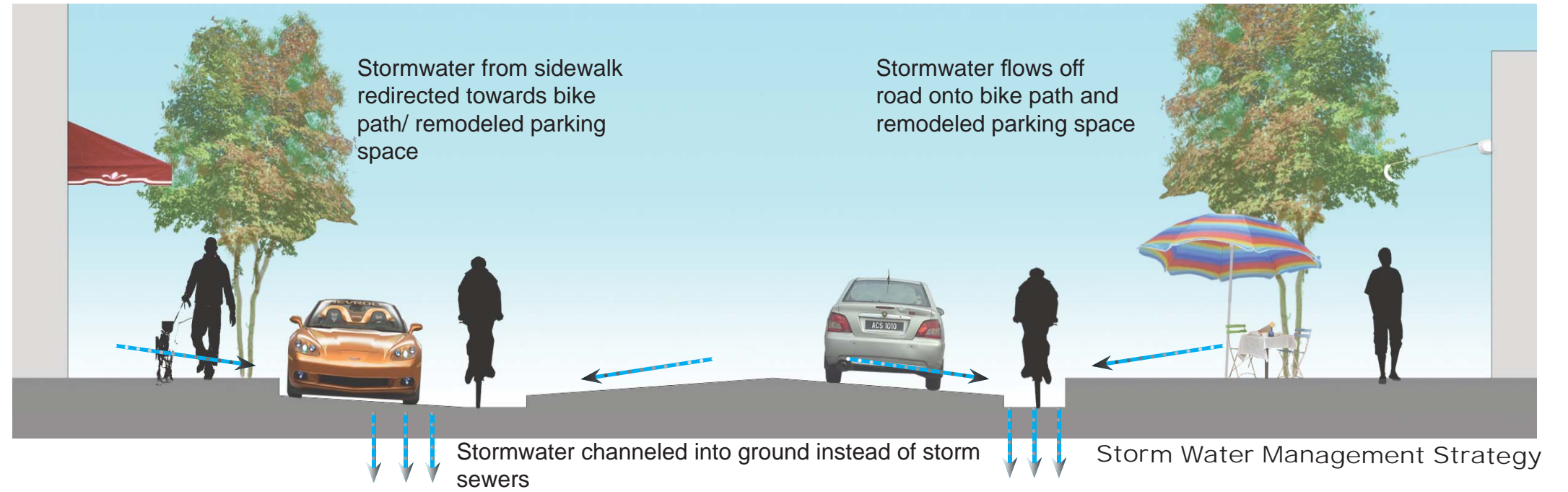
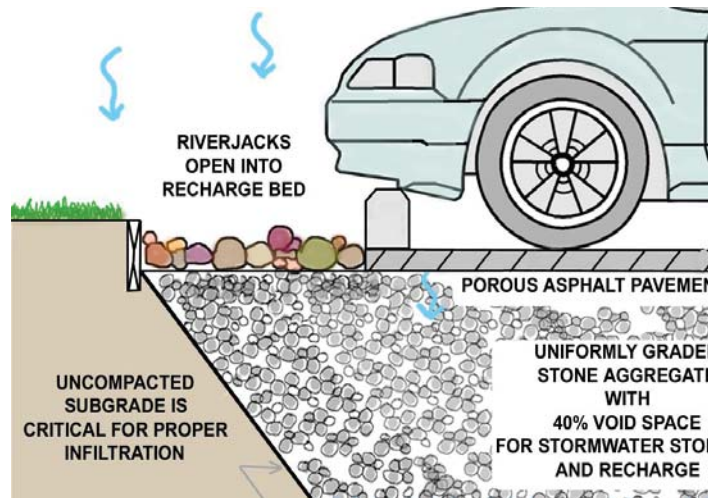
Modified Pavement Detail



Street Section

OPTION 4- BLOCK LEVEL INTERVENTION

RESILIENT PAVING AND STORMWATER MANAGEMENT

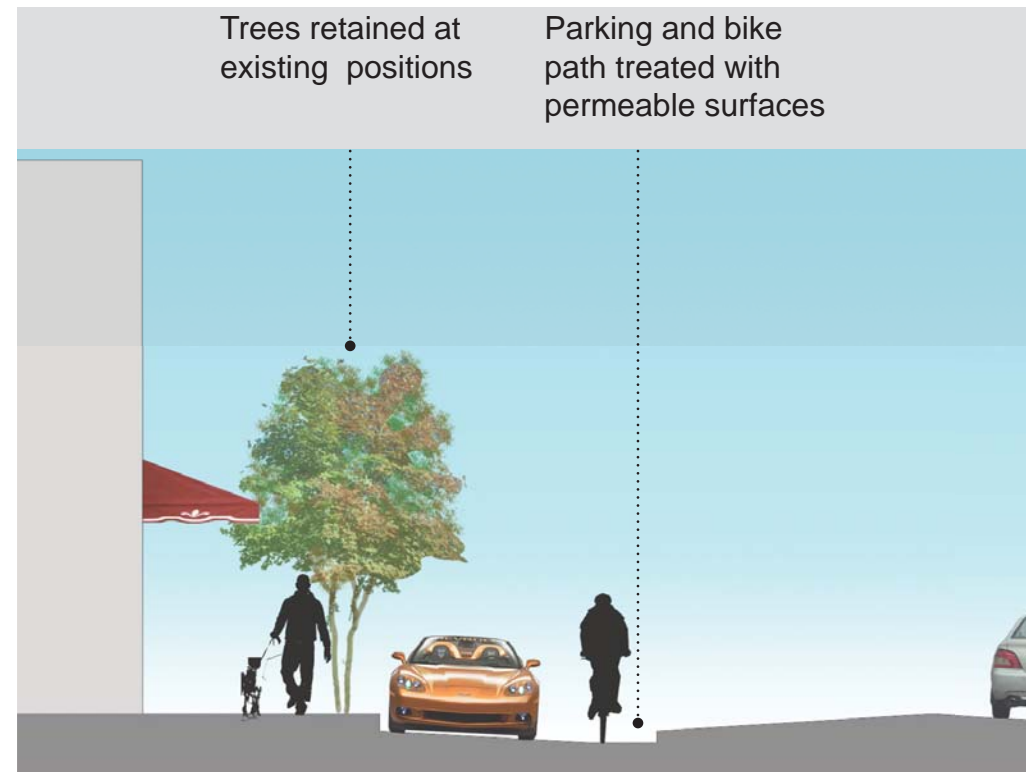


Existing Permeable Parking
St. Augustine's Church, Brighton, Colorado

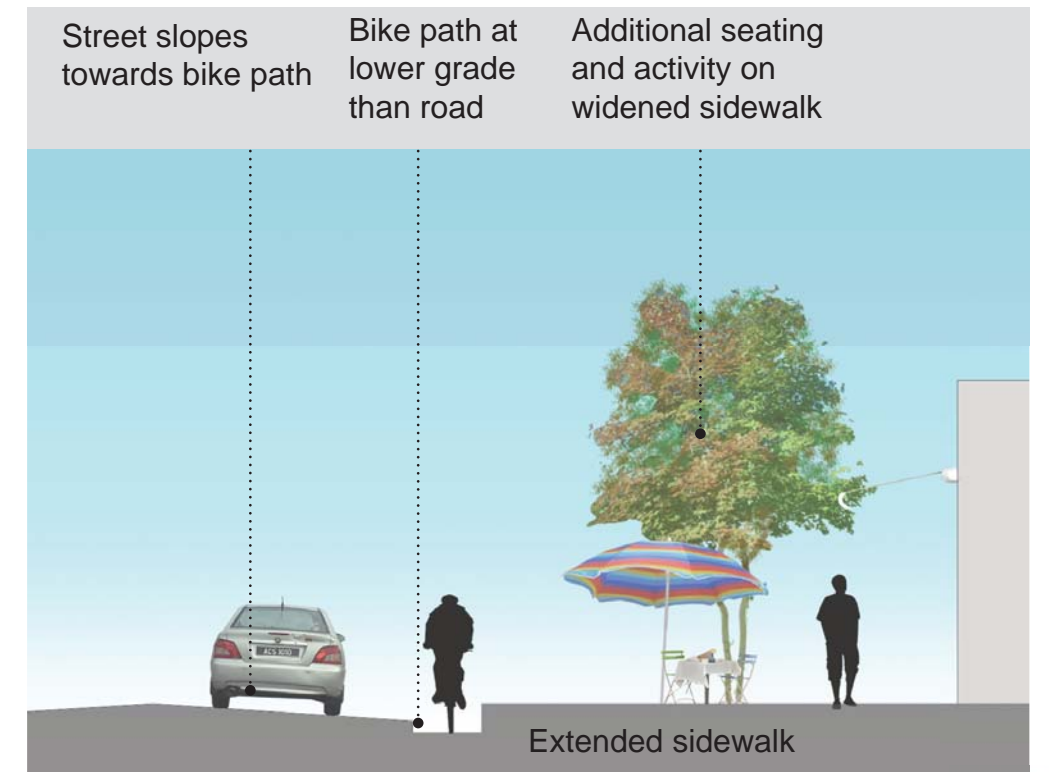
The design described here decreases stress on stormwater management facilities and replenishes ground water levels by the introduction of permeable surfaces for parking lots and bike paths, which incorporate stormwater BMP.



Permeable Parking



Detail Opposite Mis Suenos



Detail at Mis Suenos