

CREATING COMMUNITY

integrating urban design & development to create a vibrant district



03 spring 2018

Urban Design Community Redevelopment Studio
instructors | Carolyn Esswein & James Piwoni
University of Wisconsin-Milwaukee | School of Architecture and Urban Planning

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HAYMARKET DISTRICT

Milwaukee

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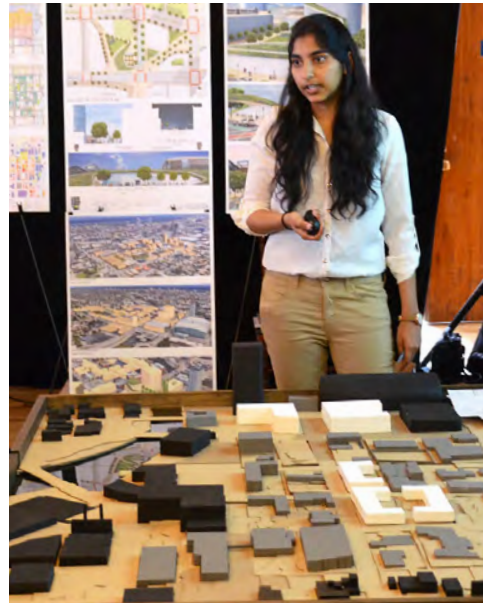


Vibrant cities and vibrant neighborhoods integrate a variety of uses, scales, cultures, and people. How do we redevelop a district to include a mix of uses and places that connects downtown with adjacent neighborhoods? Placemaking, alternative transportation, mixed-use buildings, and varying density can provide nodes of activity within the larger district, creating a series of experiences to form a neighborhood. The Urban Design Creating Community studio explored how to leverage adjacent investment to transform the Haymarket District into a vibrant neighborhood.

Carolyn Esswein, AICP, CNU-A

SITE AND CONTEXT

W Walnut Street to W Juneau Avenue, 6th Street to the river – the Haymarket District, MLK Drive area, and Park East Corridor provide a large scale redevelopment site that can be divided into sub areas. A significant typography drop from W Walnut Street to McKinley Avenue required the students to explore green infrastructure strategies and unique parking and building access on some blocks. Some sites had 'no building' restrictions due to the deep tunnel, underground caverns, and utilities. Buildings undergoing redevelopment, or in the planning phases, were retained. The surrounding blocks provide a wide variety of character and uses including: the proposed Live Block, Schlitz Park, MPS Golda Meir school, Hillside housing neighborhood, arena, and offices along MLK Drive.

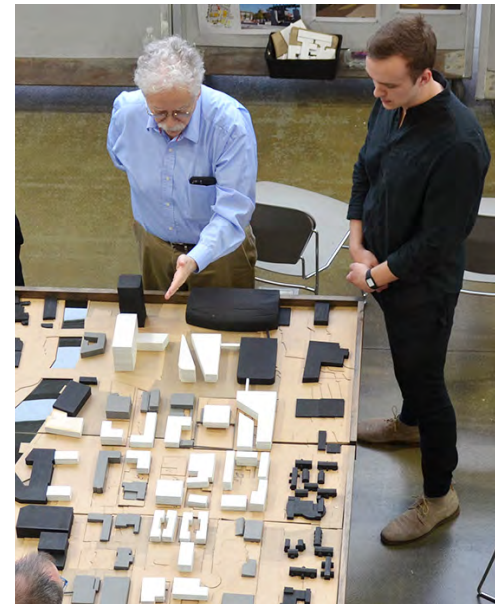


PROGRAM

Building on the recent investment of the arena district and Park East corridor to develop a vibrant mixed-use neighborhood was the main program requirement for the project. Students were encouraged to explore different uses that would attract investors and developers to the area, while connecting to the Hillside and Halyard Park neighborhoods. The proposed streetcar route along MLK was integrated and students were allowed to select between 4th and MLK for the streetcar extension.

A mix of uses was required at a density determined by the student. Streets could be narrowed but not removed, and a north extension of the streetcar needed to be incorporated. A variety of public plazas and spaces were to be integrated throughout, emphasizing the pedestrian realm with connections to ground-floor active uses.

Solutions vary widely, all providing a vision for how the Haymarket neighborhood can be redefined and bring more people to downtown as residents, employees, sports fans, and customers. Hotels, housing, theater, recreation center, restaurants, plazas and parks, urban agriculture, offices and research labs, neighborhood retail, and links to the riverwalk are some of the proposed redevelopment strategies. The flexible program allowed students to explore different building types and a variety of public spaces.



PROCESS

Students approached the transformation of the district in two phases. The first phase was a master plan identifying uses, building footprints and massing, public spaces, and street section changes. Rachel Momenee and other SOM staff, along with City planners, provided insight about the streetcar and transit-oriented planning impacting the area. Urban strategies for connecting Haymarket to the arena district, MLK Drive, and the river were explored as ways to redevelop the neighborhood. Following a review with professional architects, planners, and city staff, students moved into the second phase which focused on refining the master plan and designing a public space within their schemes.

The design process was iterative, with reviews held approximately every two weeks. Precedent studies were gathered and presented by urban planning student Cassandra Leopold. Students utilized the placemaking and urban redevelopment precedents to inform how they could create a unique identity for this area while connecting to the ongoing renaissance of downtown. A large site model allowed for an interactive design process.

Final presentations were held at Best Place at Historic Pabst Brewery on Tuesday, May 8, 2018. Several students presented their projects to local architects and planners. Following the presentations all students displayed their work at an Open House for design professionals, planners, local media, and development stakeholders.

BUILDING CONNECTIVITY

Bryant Kimball-Biersach

Big Vision: Two nodes of connectivity brought together by the streetcar.

Most vacant and underutilized parcels throughout the district are redeveloped in this proposal. A mix of housing, offices, and entertainment uses will create a lively neighborhood of activities day and night.

The main feature is integrating the streetcar into the block between McKinley and Juneau, with a stop located in a pedestrian plaza between the office and residential towers. A green ribbon of landscaping creates a beautiful feature that is both visual and functional in some areas, creating a memorable landmark adjacent to the vast arena.

right: travel node plaza at McKinley and 4th Street

opposite: 4th Street redeveloped as a complete street, looking south to the Arena District







top: massing of proposed buildings
opposite: Master Plan and New Construction diagrams



PROPOSED MASTER PLAN
HAYMARKET DISTRICT

- BUILDINGS
- PARKING GARAGE
- PARKING/HARD-SCAPE
- GREEN SPACE
- PUBLIC GREEN SPACE
- PUBLIC PLAZA
- BIKE LANES
- STREETCAR LINES



NEW CONSTRUCTION DIAGRAM
HAYMARKET DISTRICT

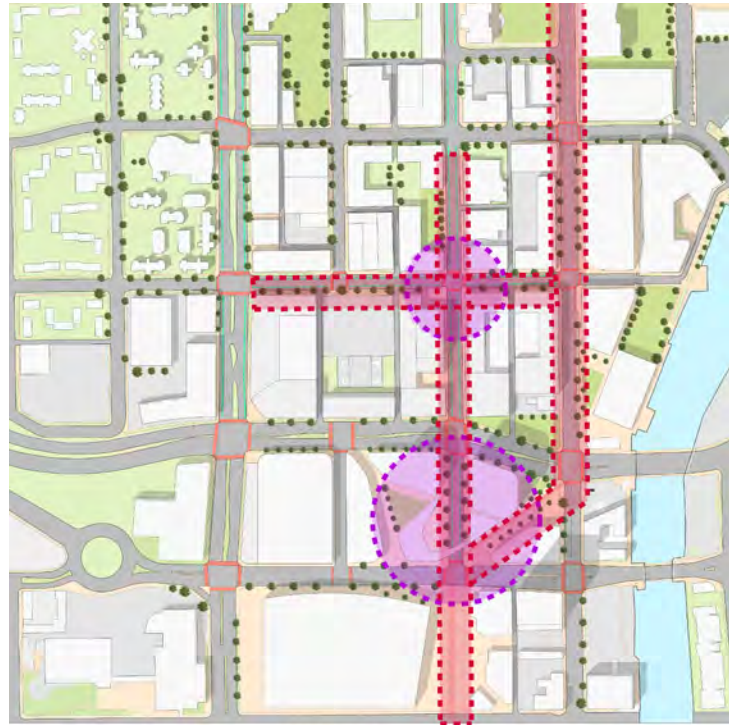
- NEW CONSTRUCTION
- EXISTING BUILDINGS



SIDEWALK 12'

STREETCAR 9'

PLAZA 45'



NODES AND CORRIDORS
HAYMARKET DISTRICT



NODES



CORRIDORS





top: proposed green ribbon of public spaces

opposite top: proposed mid block plaza and street car cross section

Nodes & Corridors Diagram

opposite bottom: 4th Street cross section looking south

M3: MILWAUKEE MADE MARKET

Kimberly Albrecht

Big Vision: Three defined districts - Work, Live, and Play transition from downtown to the adjacent neighborhoods.

Many of the existing buildings in Haymarket are retained and redeveloped, along with new housing at the northern section. Density increases as you move towards the southern portion of the study area.

A new office tower along the river and offices and maker labs above the recreation center provide 'Work' opportunities in the district.

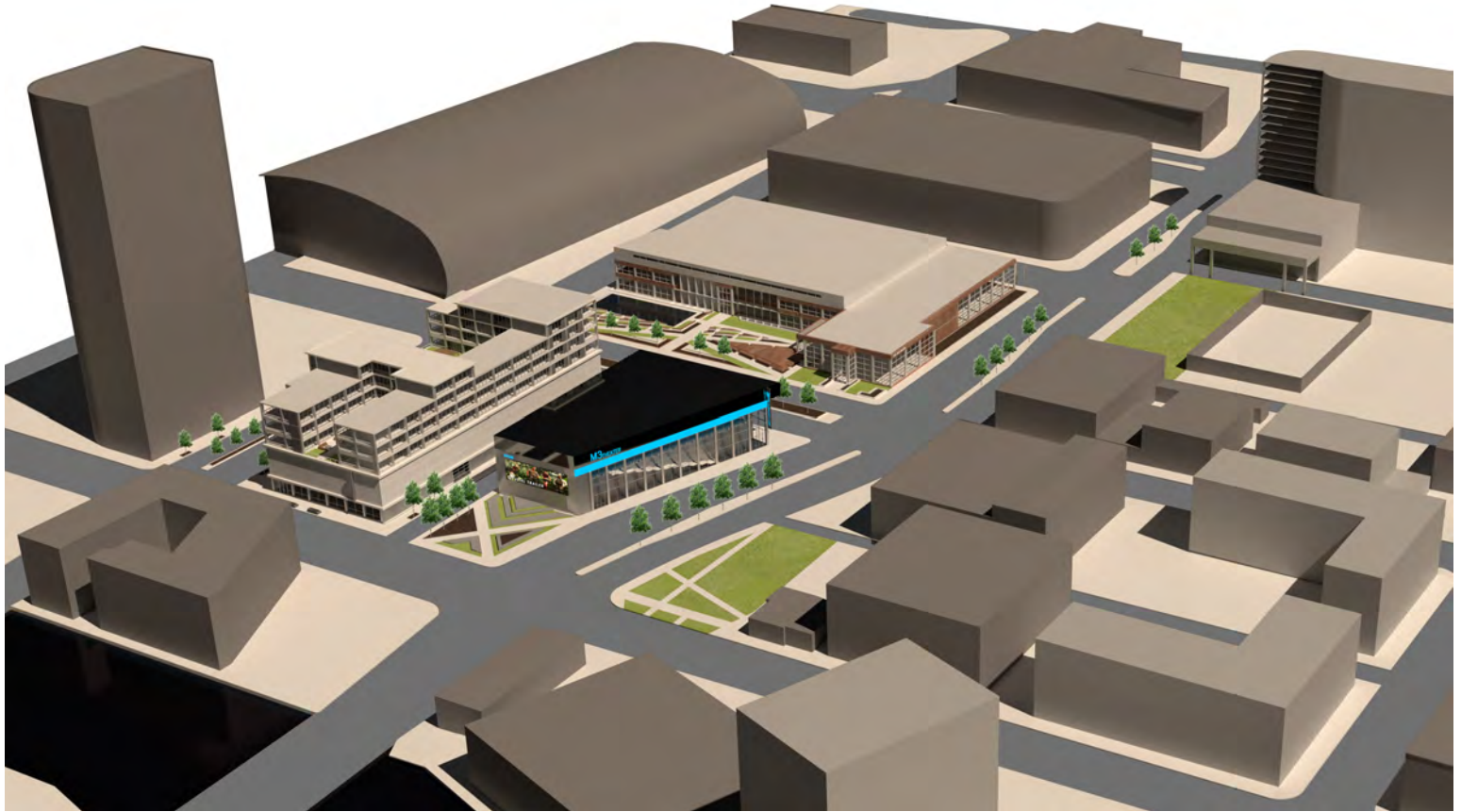
'Live' includes both residential and neighborhood retail and is located throughout the study area. Units range from apartment towers to townhomes.

'Play' is achieved with a theater, hotel, restaurants and bars along Juneau, a recreation center, and outdoor plazas. The development creates a walkable neighborhood with a variety of public spaces, bike lanes, and pedestrian experiences.



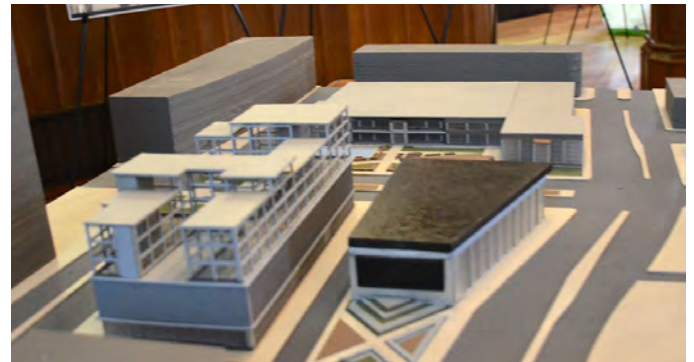
top: land use massing
opposite: residential root top patio





above: proposed theater, housing, and recreation center
right: site model

opposite: recreation center, theater, and housing along
4th Street





M3 REC CENTER

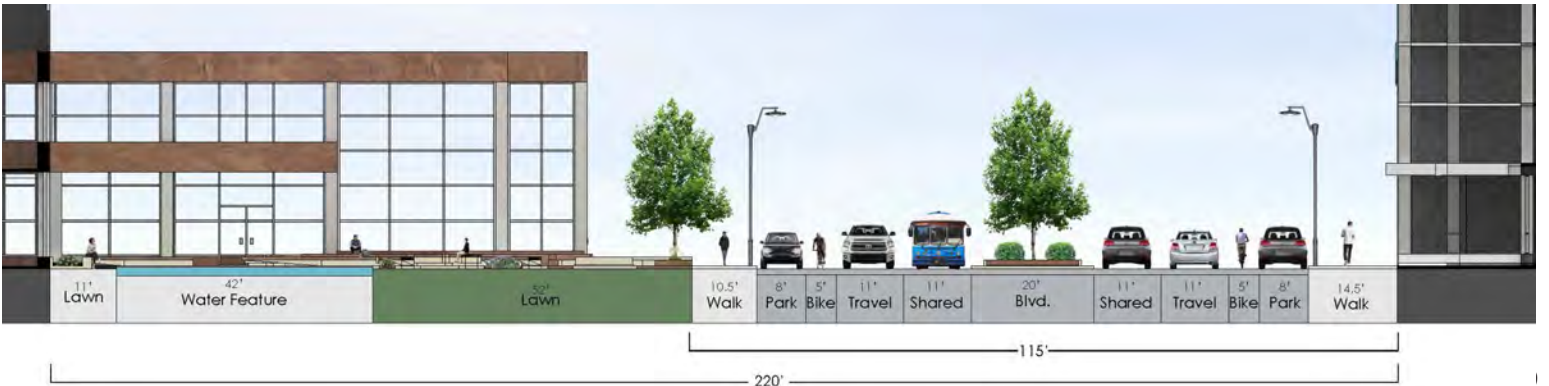
M3 THEATER



above: outdoor plaza along 4th Street

opposite top: retail and housing along W Juneau Avenue

opposite bottom: 4th Street cross section



GREENING THE HAYMARKET

Thavixay Senthavy

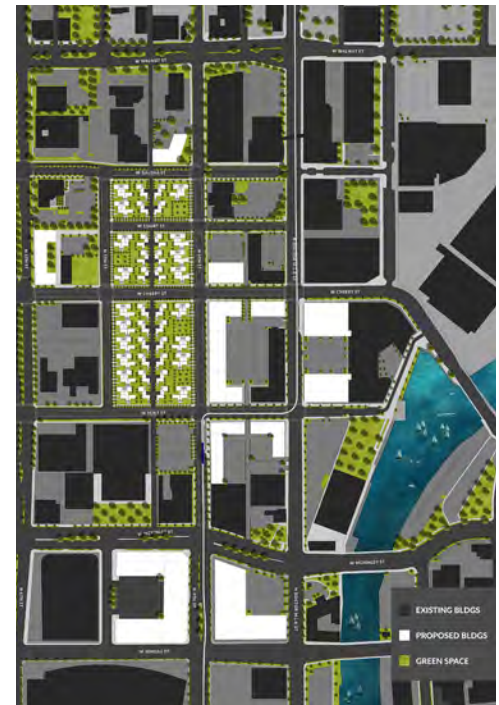
Big Vision: Greening the district with residential courtyards, while adding density.

Two full blocks are redeveloped into residential clusters that form shared courtyards, have views of downtown, and screen mid-block parking. Additional housing is added along 4th Street with ground floor retail to serve the neighborhood.

The new housing, offices along MLK, and large mixed-use building between Juneau and McKinley would be served by the streetcar. People could live and work in the redevelopment Haymarket District, while accessing the amenities of downtown.

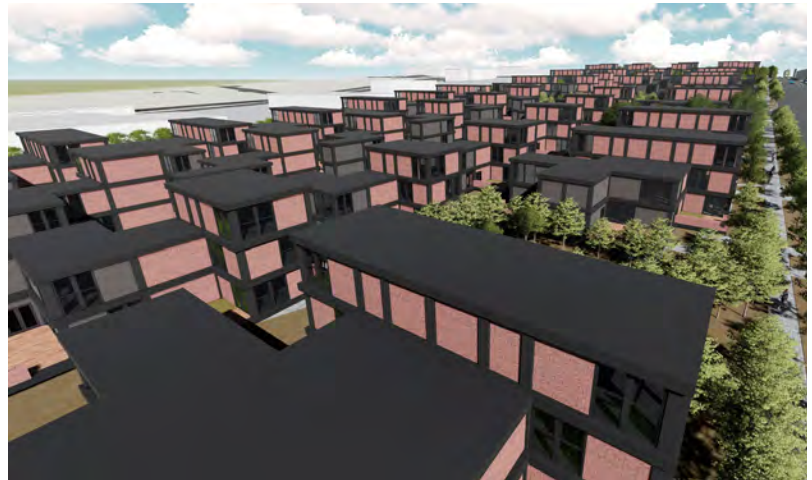
Biomimicry is a theme throughout the building design and neighborhood features. Research labs or educational facilities could be located in the commercial or office towers. A healthy neighborhood balances nature, development, and outdoor experiences.

right: proposed land uses and new development





residential along 4th Street between Cherry and Galena Streets



above top: residential cross section showing access to parking
 above bottom: view of clustered residential buildings
 left: proposed bike lanes along MLK Drive



4th Street looking north and interior residential court

HAYMARKET AGRICULTURE ALLIANCE

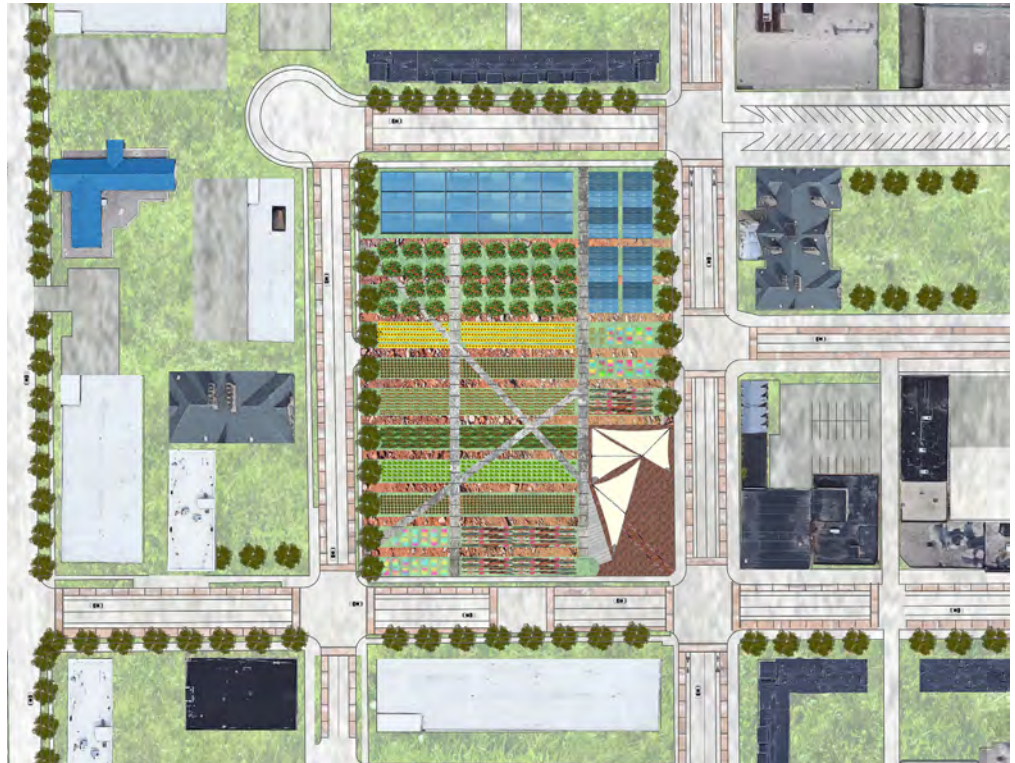
Jude Mariutto

Big Vision: Urban agriculture as educational and social opportunity.

Vibrant with color, nature, and fresh food the design concentrates on redeveloping several blocks into small agricultural plots, a vertical farm, greenhouses, and a gathering plaza. Utilizing the typography of the site, gardens are terraced with full sun exposure while creating great views of the city while working on your plot. The colors and patterns of the development would also be visible from new residential towers in the Park East.

Residents and visitors can walk through the gardens and experience the changing growing seasons while learning about urban agriculture. Educational plaques could be integrated throughout to highlight plant species, benefits of urban agriculture, and the impacts on the larger community.

Adjacent blocks would include adaptive reuse and new construction housing, offices, and neighborhood retail.



site plan
opposite: view from inside the gardens





West Galena Street

Greenhouse

Aquaponics
Water, Fish, Greens

Bee Hives



West Galena Street

Greenhouse

Aquaponics
Water, Fish, Greens

Bee Hives

Planter Boxes

Flower Garden

Public Market

West Cherry Street

site cross sections



Educational Greenhouse

Apple Tree

Pear Tree

Sunflowers

Ginseng

Bell Peppers

Tomato



West Galena Street

Educational Greenhouse

Apple Tree

Pear Tree

Sunflowers

Ginseng

Bell Peppers

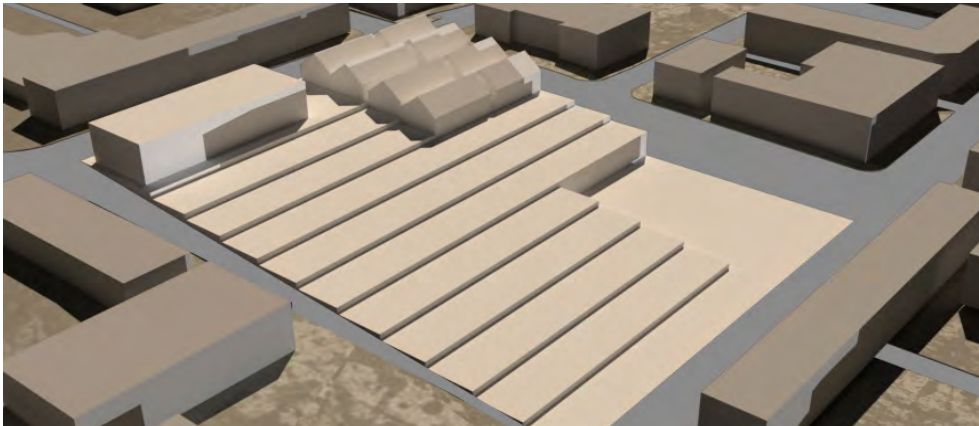
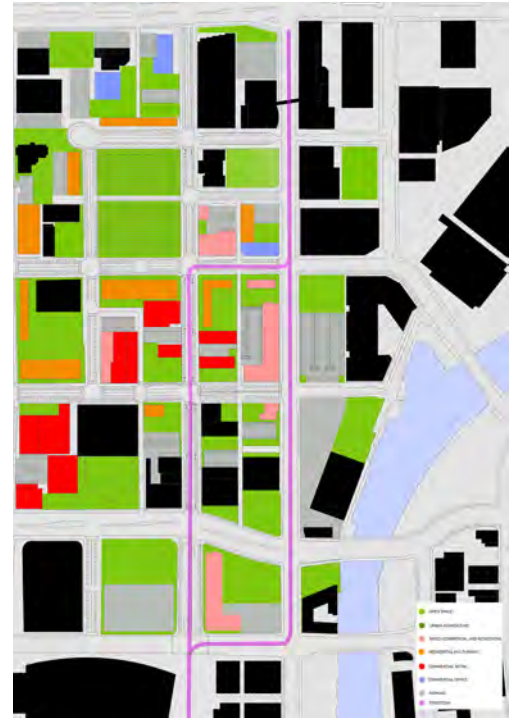
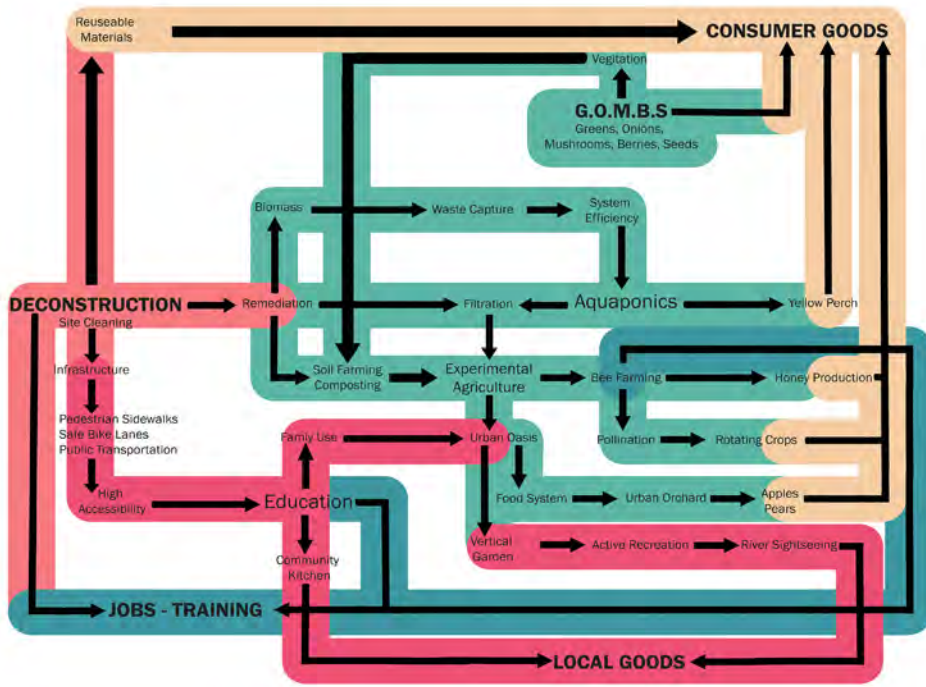
Tomatoes

Greens

Berries

Flower Garden

West Cherry Street



production and sustainability diagram, site diagram and massing

opposite: plaza area along 4th and Cherry Streets



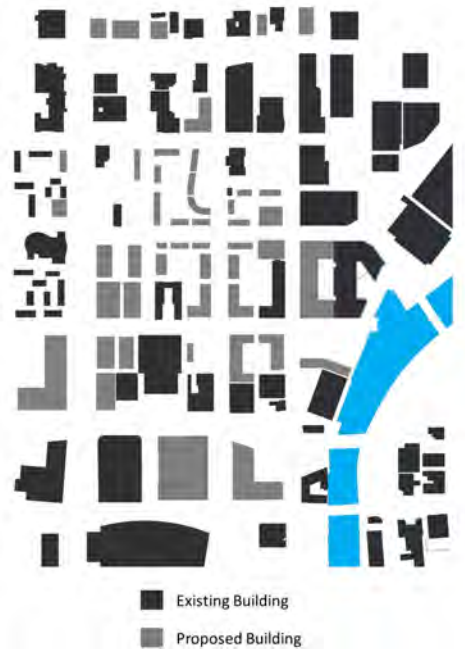
COMMUNITY OF RESIDENCES

Pooja Garla Reddy

Big Vision: Create a sense of community with multiple housing options.

Dense housing, integrated with public spaces, will significantly increase the population of the Haymarket District. Higher density mixed-use buildings along McKinley, including entertainment and retail uses, will establish this area as an extension of downtown. A theater and seasonal market will serve both residents and area employees.

Moving north into the neighborhood, the housing transitions to single use buildings surrounding private courtyards. The Golda Meir historic school is the backdrop to a large front garden space for housing along 4th Street. An oasis within the city, this park includes passive seating areas along with a stormwater management feature. The interior green space is terraced due to the topography, providing a casual gathering place for area residents.



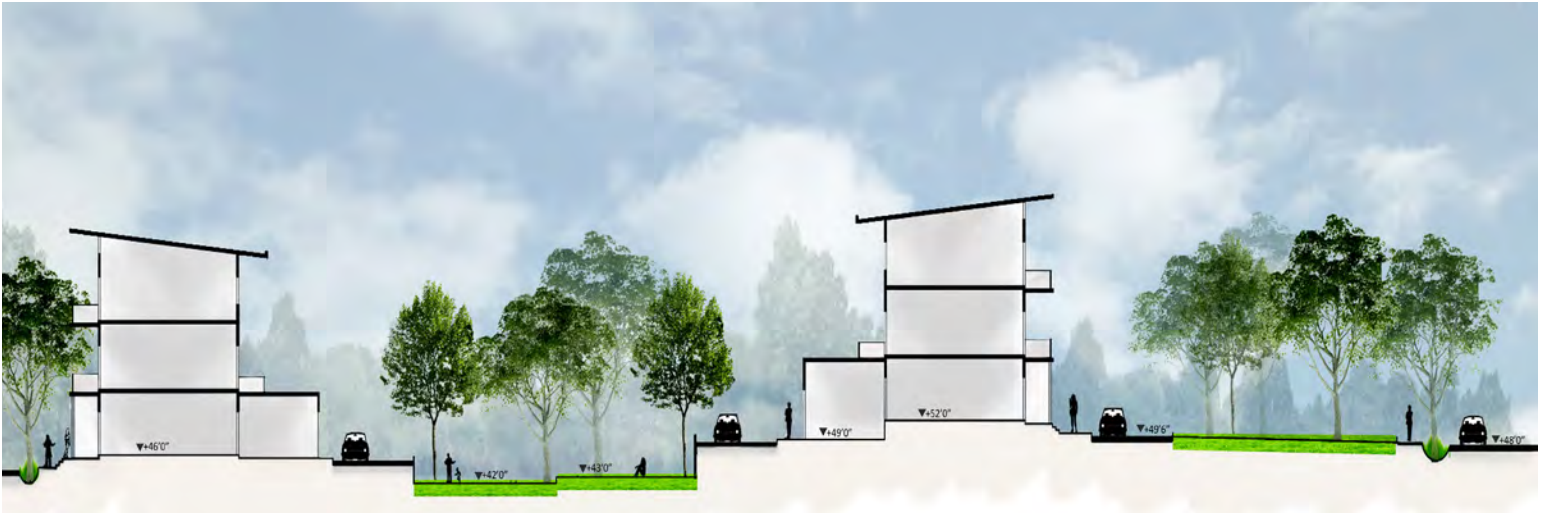
proposed figure ground and site plan
opposite: housing development



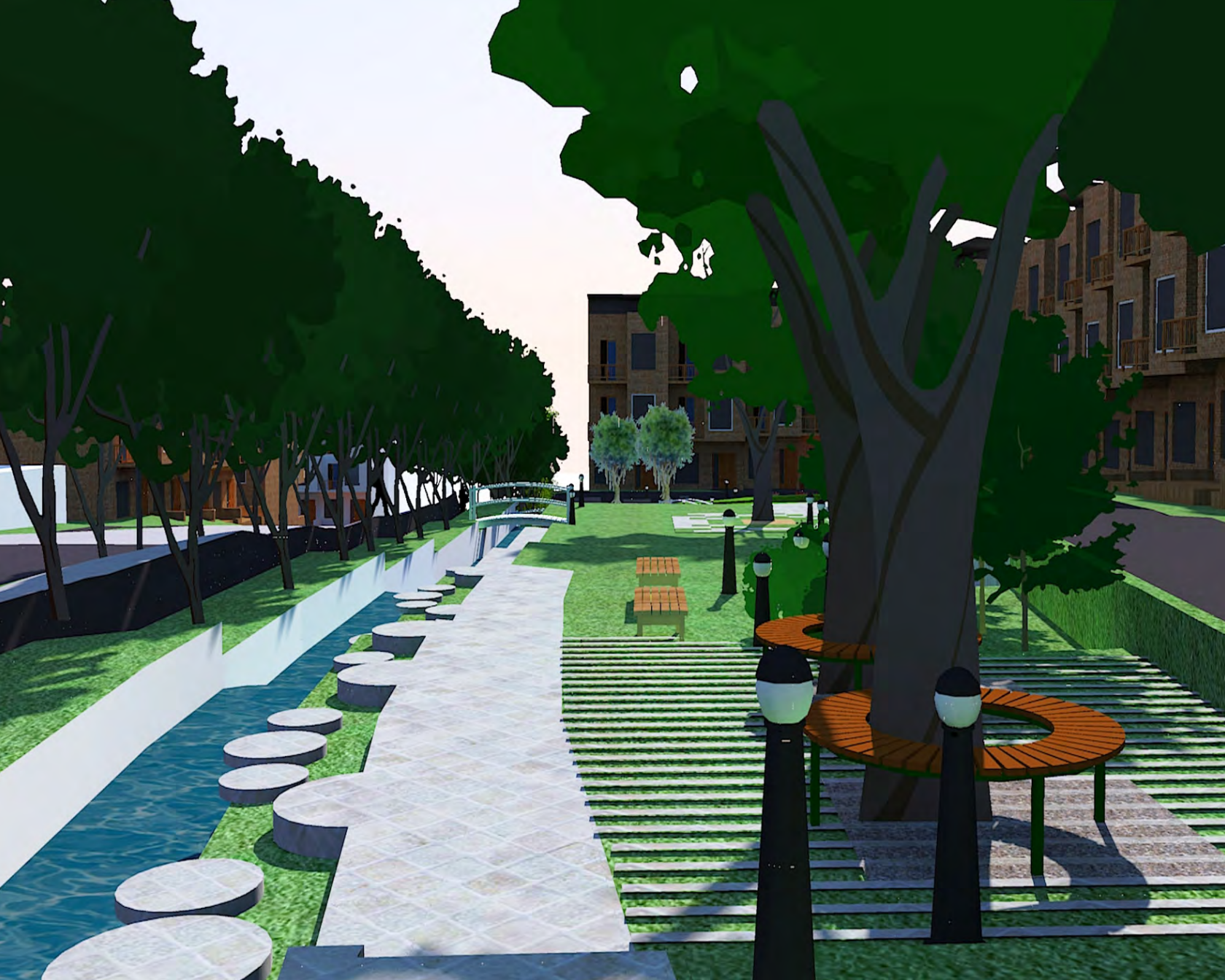




proposed site plan and land use diagram



above: view of the residential public space
bottom: site section





mid-block views of the interior public space and residential circulation

opposite: public space along 4th Street

HAYMARKET REVIVAL

Josef Pautsch

Big Vision: Haymarket Public Market as a gathering and celebration area.

The original Haymarket Square provides an historical perspective of how to generate a new identity for the neighborhood. Located at the center of the district, the new market is surrounded by a mix of uses and can be programmed with food vendors, concerts, or casual gatherings.

A shared pedestrian and vehicular alley connects McKinley to a new park at W Galena. The “woonerf” provides a secondary link between the density of the southern portion and the housing at the north, and also serves as a green infrastructure strategy for collecting stormwater.

Other uses include a hotel, offices, restaurants, and transportation hubs.



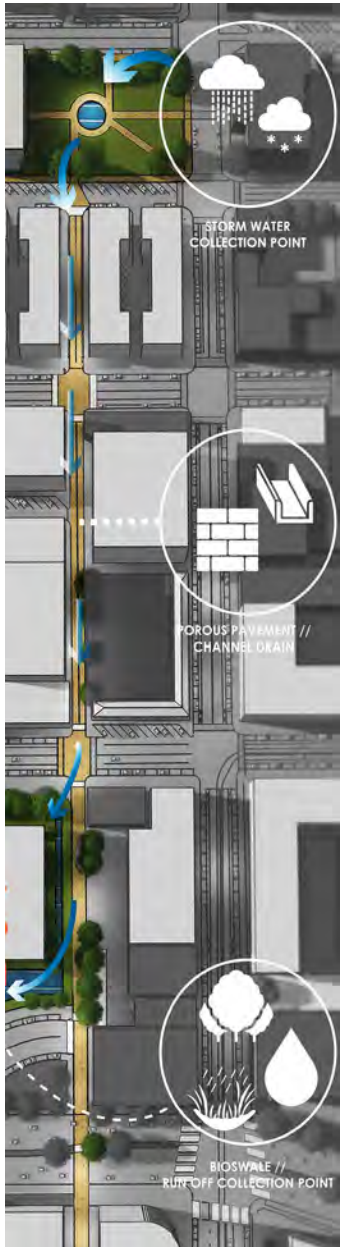
historical Haymarket Square photos
right: overall site plan

opposite: pedestrian and vehicular
“woonerf” connects McKinley to
Galena



- COMMERCIAL RETAIL
- COMMERCIAL OFFICE
- MIXED COMMERCIAL // RESIDENTIAL
- CIVIC
- MULTI-FAMILY RESIDENTIAL
- RESIDENTIAL TOWNHOMES





alley designed for pedestrians and autos
 opposite: many ways the square can be activated





Haymarket Square site plan
below: site section perspective

opposite: alley circulation path





RETAIL

HAYMARKET

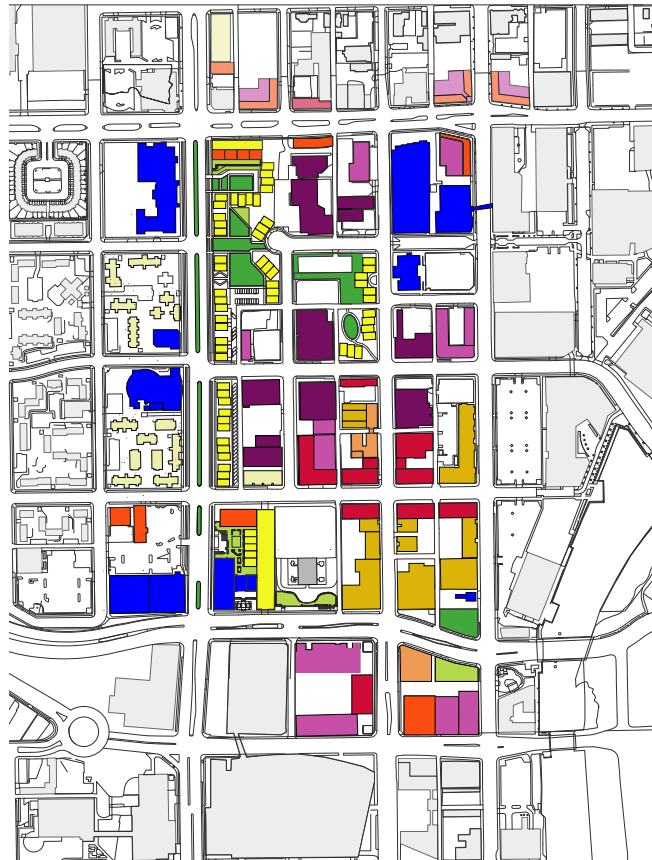
RECONNECT THE NEIGHBORHOOD

Evan Kind

Big Vision: Green street edges change the image and reconnect the neighborhood.

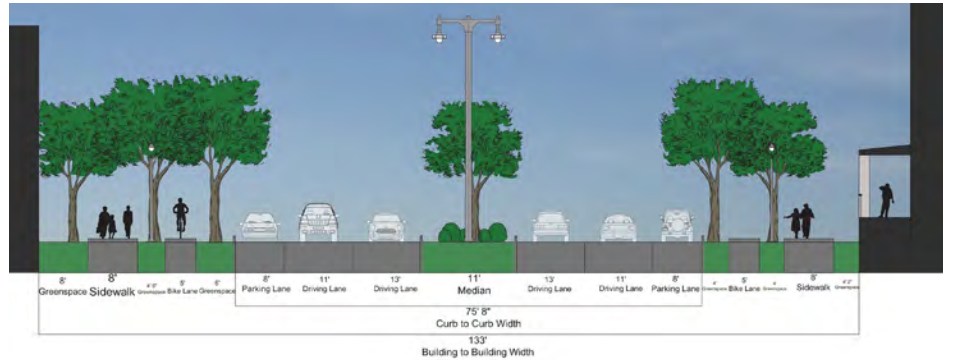
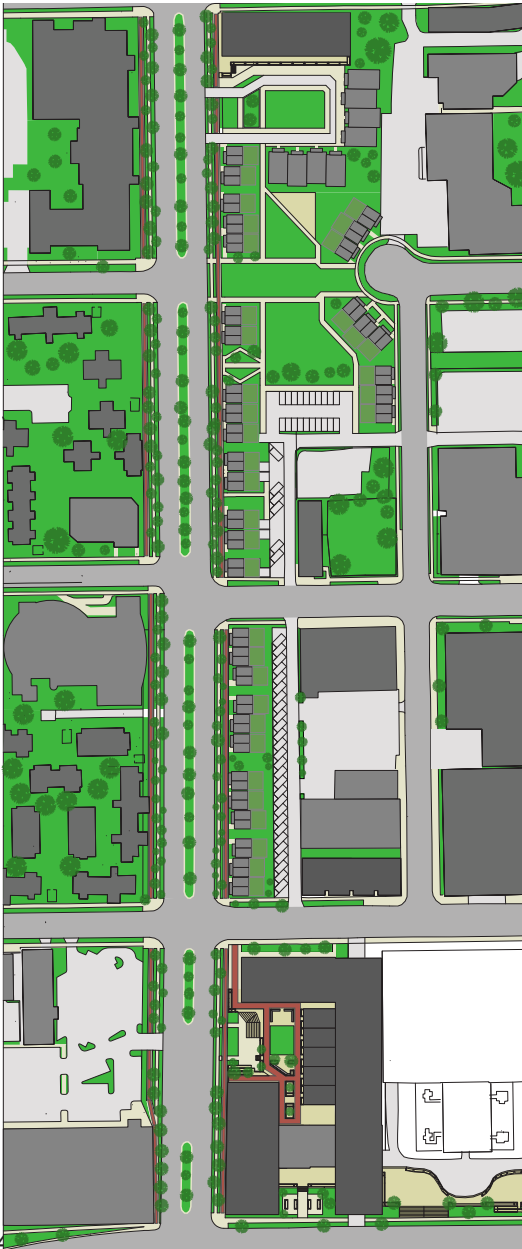
Increasing housing density along 6th Street is the focus of changing the character and function of the neighborhood. Townhomes on the east side, and an enhanced landscape boulevard will tie the Hillside and Haymarket areas together while slowing traffic.

Vliet Street is narrowed and new mixed-use buildings with ground floor retail are developed to create an active street that connects from Hillside to the river. Higher density mixed-use housing at 6th and McKinley Avenue will serve as a gateway from the west, and provide a variety of housing and office options.

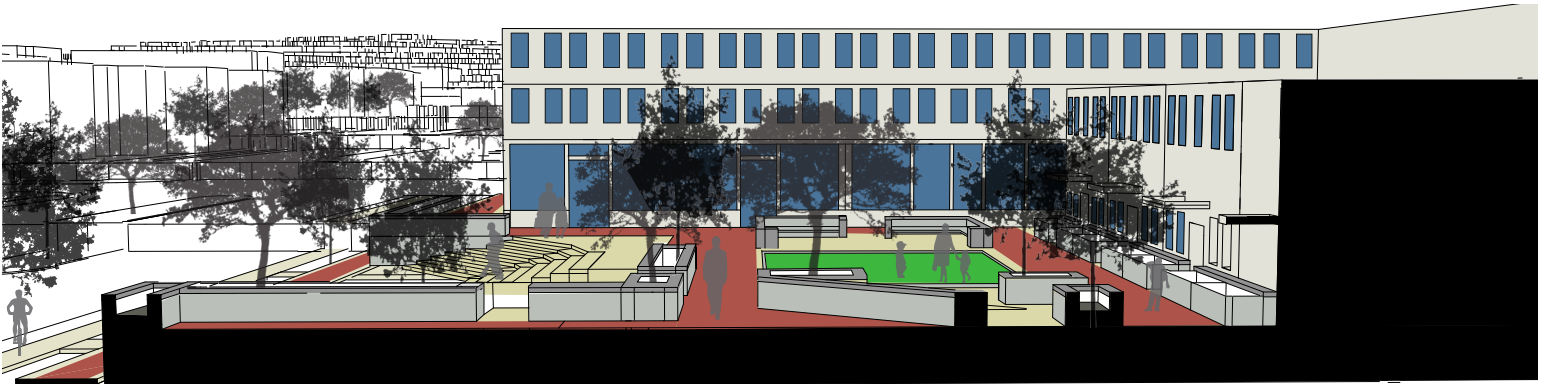


proposed land use
opposite: 6th Street boulevard





site plan and overall massing
bottom: 6th Street cross section



above: residential courtyard along 6th Street
bottom: raised residential plaza near McKinley Avenue

DEVELOPING DENSITY

Austin Schroeder

Big Vision: Iconic tower connects to the river with a linear pedestrian plaza.

A high rise residential tower at 4th and Vliet will be the new landmark of the Haymarket District. Extending the streetcar route north on 4th Street, this site would be a pivotal point on the route. Additional housing and mixed-use buildings create a node of activity along the route.

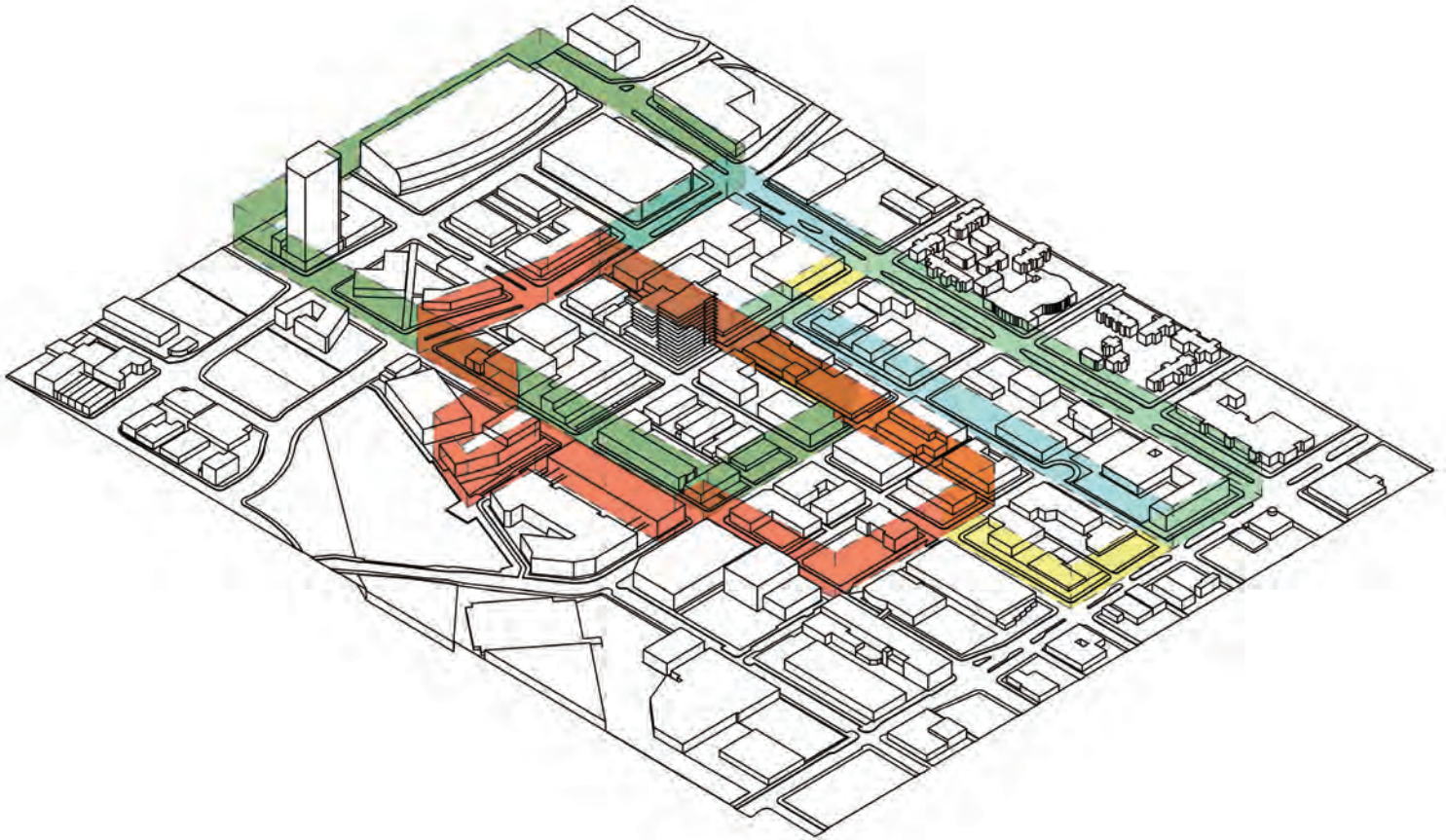
The tower is connected to the river along Vliet Street with a tree lined pedestrian promenade. The pedestrian link is buffered from the street with a landscaped planter and seating, crossing MLK and terminating into a plaza at the river. A waterfront office building is terraced to provide unique views down the river and outdoor patio area.

Closer to the arena district, entertainment and office uses are proposed to increase density and provide tenants for the new housing units.

figure ground
below: site plan focused around
Vliet Street
opposite: mixed use building
along 4th Street



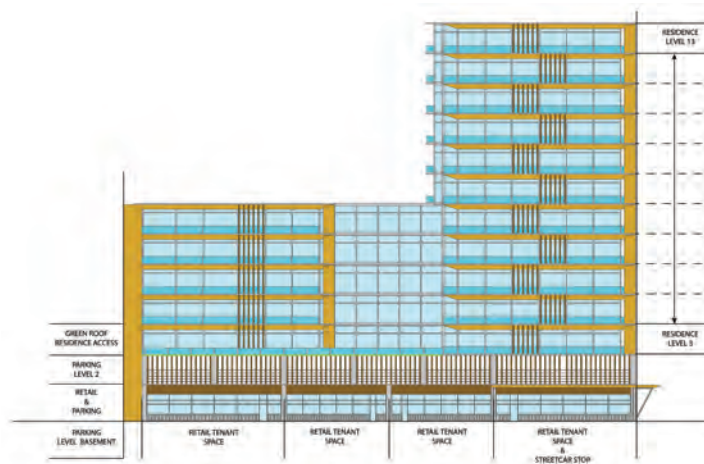


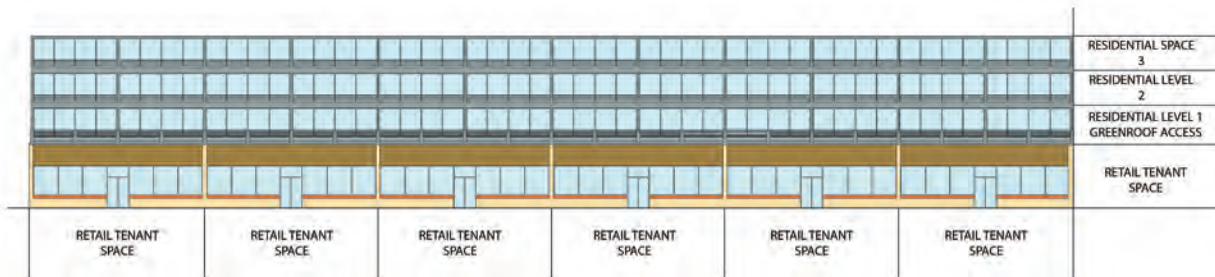


development zones: entertainment, dense
housing and offices, and low density
redevelopment along 6th Street



residential tower and building section





above: pedestrian plaza
along Vliet Street west of MLK
left: mixed-use building
section long Vliet Street

opposite: waterfront
redevelopment & diagram
on Vliet Street

WATERWAY CONNECTIONS

Ryan Bourland

Big Vision: Stormwater management as features throughout the district.

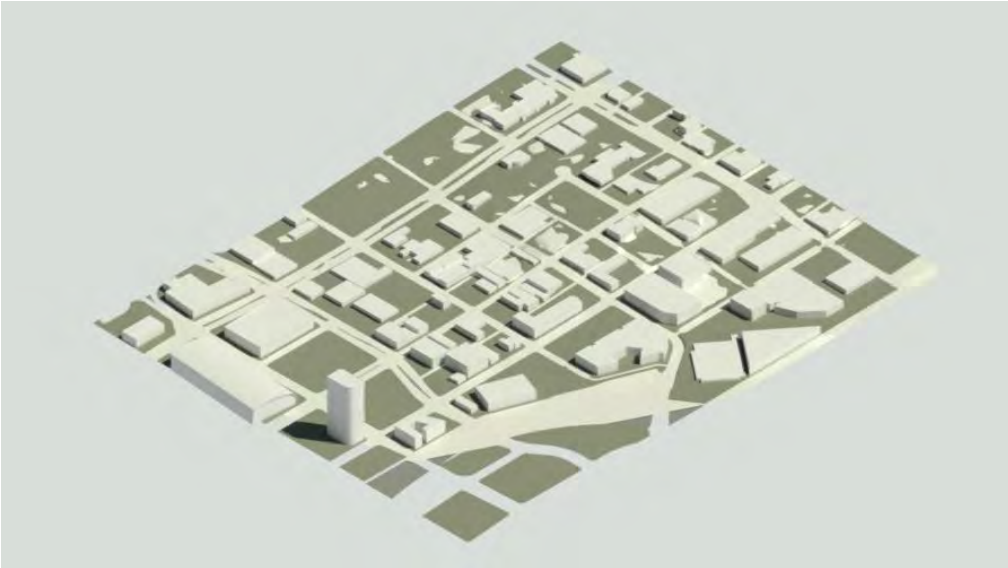
A variety of stormwater management techniques are incorporated into the housing, office, and commercial developments. Bioswales, landscape buffers, structured wetlands, green roofs, and more. A variety of scales, types, and locations take advantage of the topography.

Sustainable strategies can serve as demonstration and educational features. Residential courtyards integrate water features and native planting areas. Community rooms and neighborhood services are located on the ground floor looking out at the courtyard, with housing above.

stormwater management features
opposite: residential courtyard







existing and proposed massing diagrams



residential courtyard



site section

RESIDENTIAL ESCAPE

Dan Oliva

Big Vision: Parks and extensive green space integrated into new developments.

Maintaining the density of current investment, a hotel tower and additional entertainment uses are located between McKinley and Juneau. Increased building height along the river includes offices and mixed-use buildings taking advantage of the streetcar and views. The streetcar route is also enhanced with green medians.

The focus throughout the rest of the district is new housing units with mid block parks. Residents can escape to outdoor rooms, grilling patios, and seating areas are surrounded with trees, colorful planters, and flowing grasses.

The residential density is supported by a proposed Target, Walgreen's, and other neighborhood retail uses.

right: land use diagram

opposite: aerial of apartments and courtyard







residential courtyards





above: pedestrian seating and site section
left: site plan

LINK TO THE RIVER

Tucker Diethelm

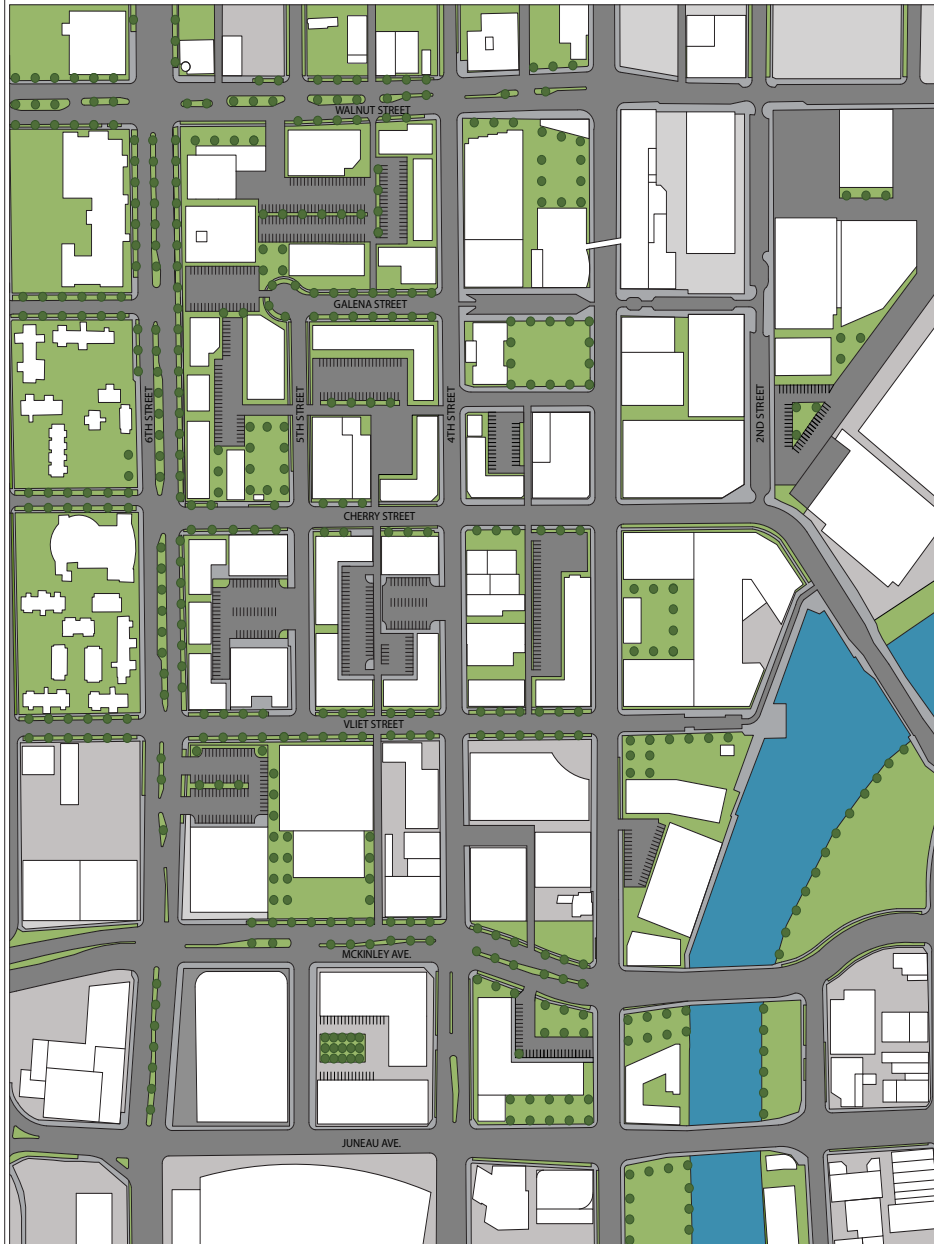
Big Vision: Embrace the proximity to the river with a public space connection.

A range of housing and commercial uses are proposed to increase the density of the area with the goal of providing a variety of experiences. Pockets of green spaces and urban plazas create different characters and connections to the building uses. Every block will have a destination use and outdoor activity.

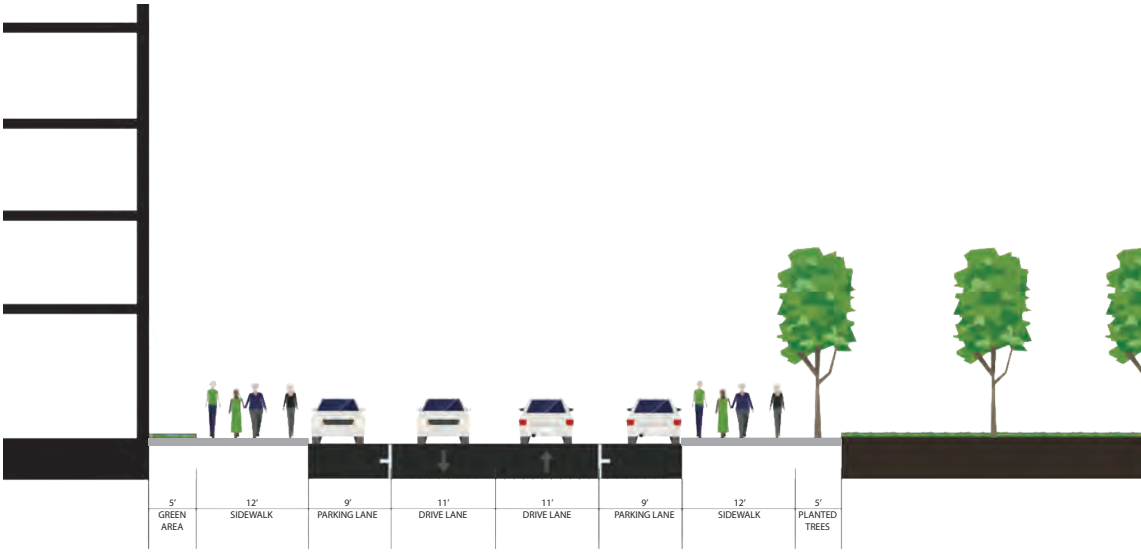
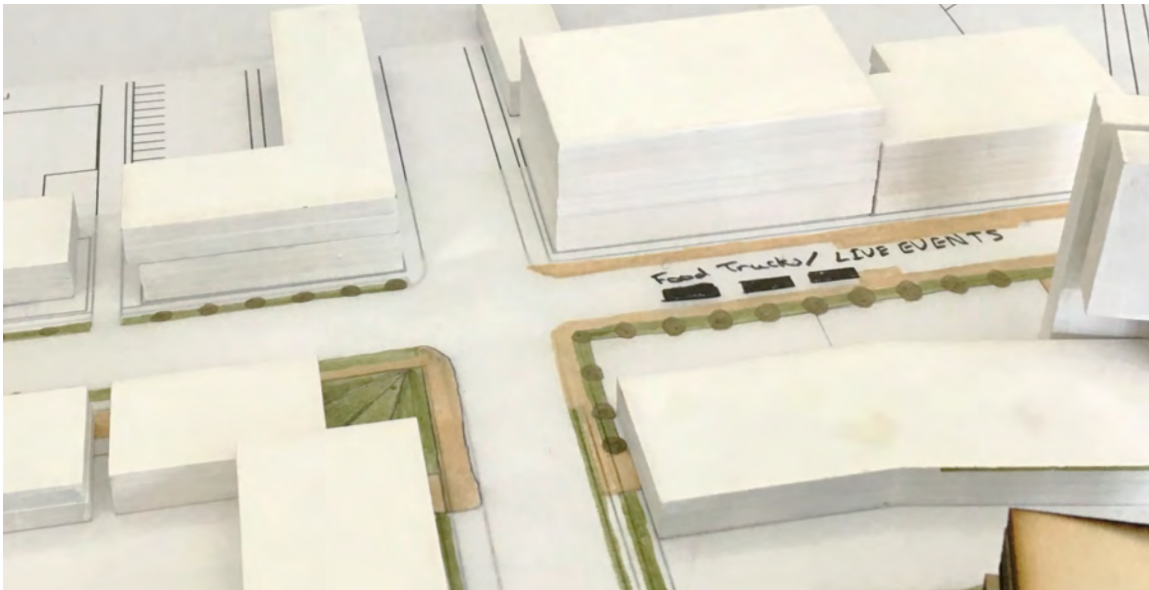
Vliet Street is redesigned to have a softer, interactive edge on the south side to provide a link to the river. A plaza at 4th and Vliet, expanded walkway between 4th and MLK, and a large green space that opens to the river can accommodate a variety of activities including markets, concerts, or food trucks. A party on the river could be a destination along the streetcar route or a pre-game party before a Buck's game.

right: site plan

opposite: land use massing







massing model, MLK and Vliet Street
bottom: MLK street section



waterfront development sketch model

NEIGHBORHOOD GATHERING

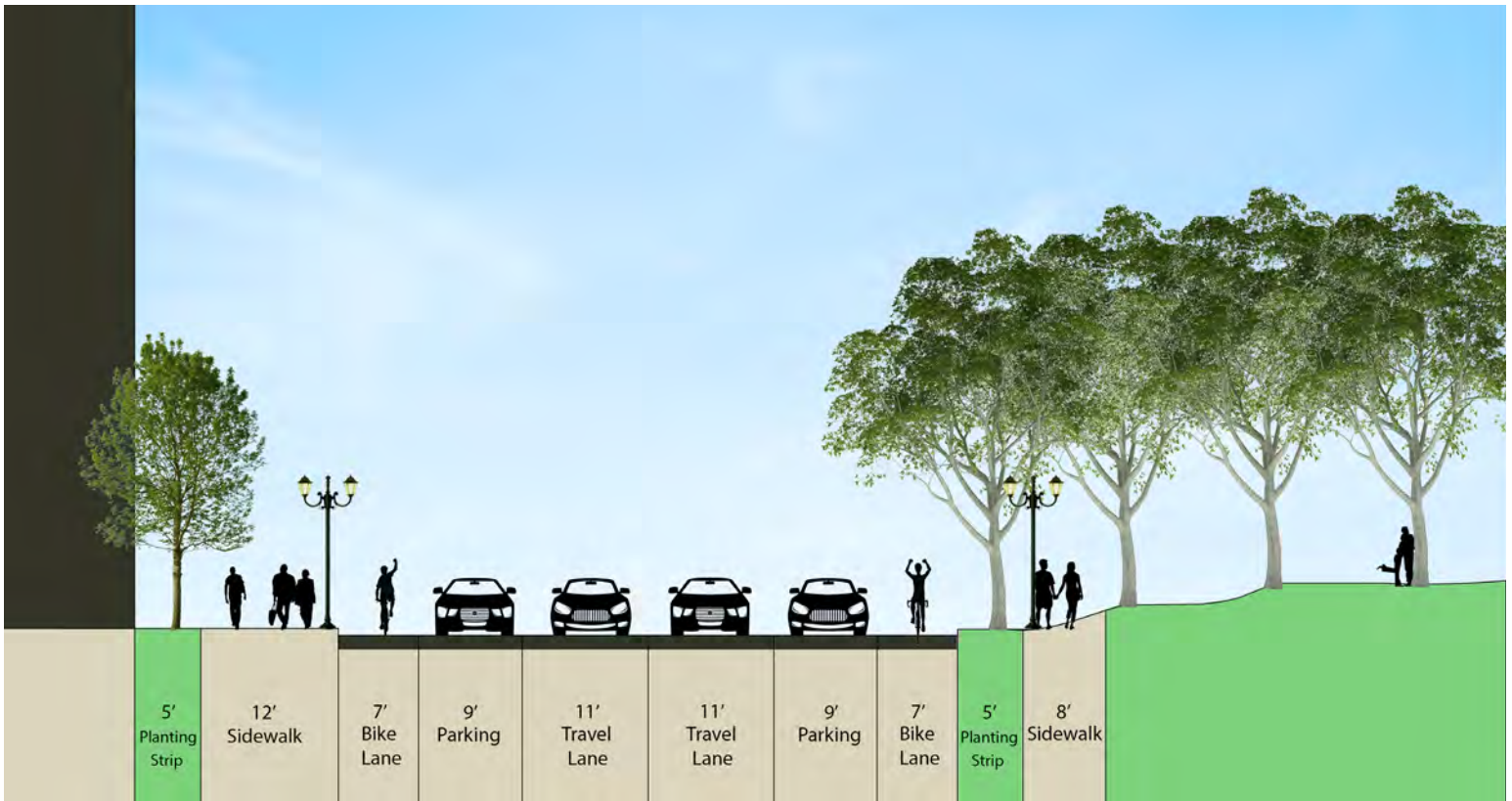
Ryan Pubentz

Big Vision: Create a large park as a gathering place and sense of community.

High density apartment buildings are proposed throughout the Haymarket District, with offices along McKinley and mixed-use buildings with retail along the streetcar route on MLK Drive. A large park for community gathering, relaxing, and playing is proposed along W Cherry Street.

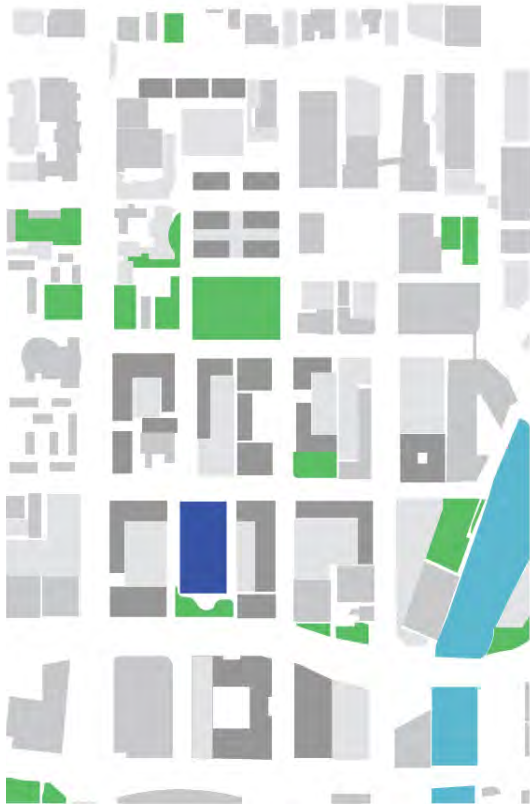
The park includes open space at the north side across from the proposed townhomes, and a double row of trees at the south edge to reinforce the street edge across from the apartment buildings. Paths divide the park into smaller gathering places – picnic seating, pavilion for neighborhood concerts, tot lot, and open recreational lawn. The park can be used year-round and provide an opportunity to socialize with your neighbors.





above: proposed W Cherry Street section
 below: site section, W Cherry to W Galena

opposite: park area site plan

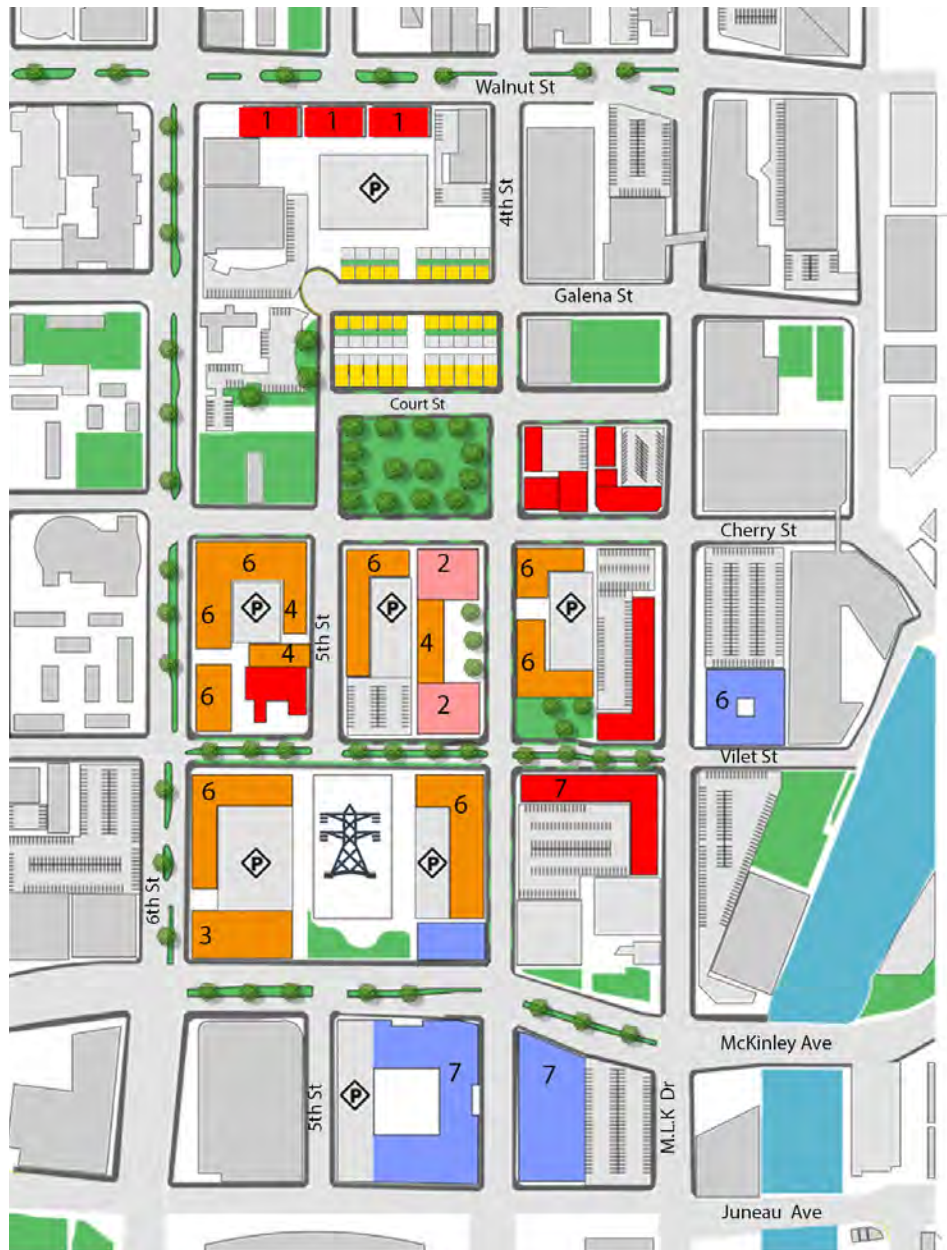


Buildings To Be Removed

- = New Buildings
- = Parking
- = Power Station
- = Green Space

public space diagram
right: land use plan

opposite: residential park





DESTINATION DENSITY

Peter Bonesho

Big Vision: Mixed-use neighborhood with new housing choices.

A neighborhood commercial node, mixed-use buildings with ground floor restaurants and cafes, is located at 4th and Vliet. Location of a streetcar stop, proposed uses will serve the new residents, visitors to the arena, and local employees. Two outdoor plazas will be activated by local residents and visitors wanting to explore the district and arena area.




New urban housing choices are located throughout the Haymarket District, including two blocks of townhomes at the north end. Higher density apartments are located along W Vliet Street, with offices and commercial uses located at 6th and McKinley Avenue. Additional offices and entertainment uses are located adjacent to the arena district on Juneau Avenue.

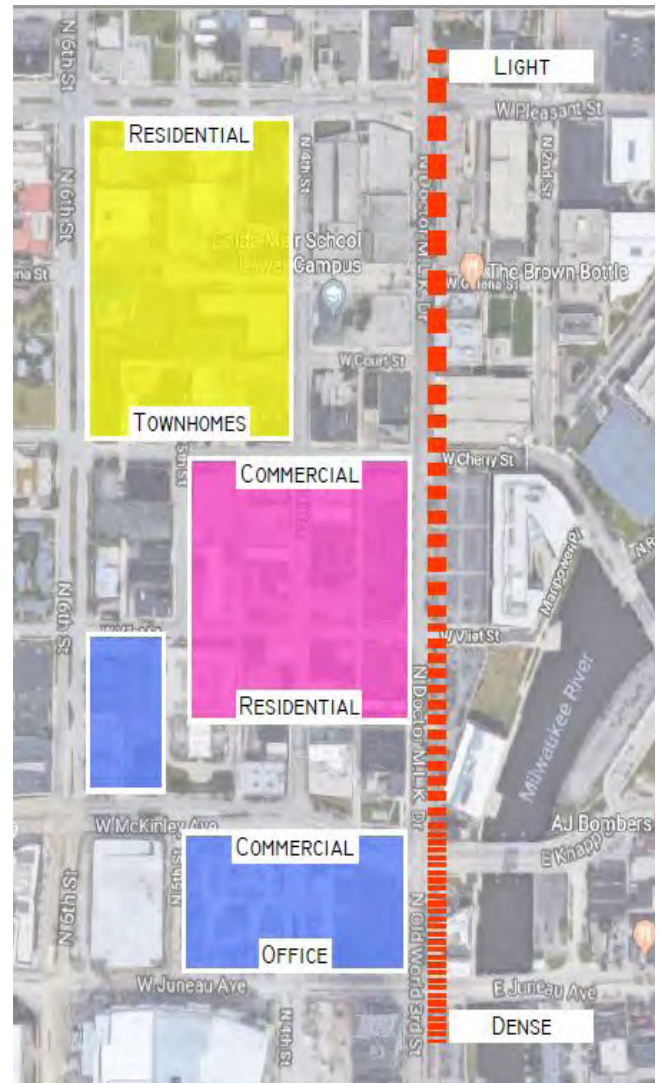
proposed land use massing model





HAYMARKET MASTER PLAN

	PROPOSED BUILDINGS		EXISTING BUILDINGS		GREEN SPACE
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development nodes



series of public plazas and green spaces
left: mixed-use residential



ECONOMIC, SOCIAL & ENVIRONMENTAL RESILIENCE

Tia Milkova

Big Vision: Establish a mix of resilient uses to spur excitement and economic vitality.

Enhance resiliency and respond to climate change through increased density, housing, and research facilities. Develop a few mixed-use towers that will serve as icons within the Haymarket District. A unique research facility, filling the block and surrounded by open space follies, can serve as a Center of Resiliency. Uses will include a learning center and research innovation lab.

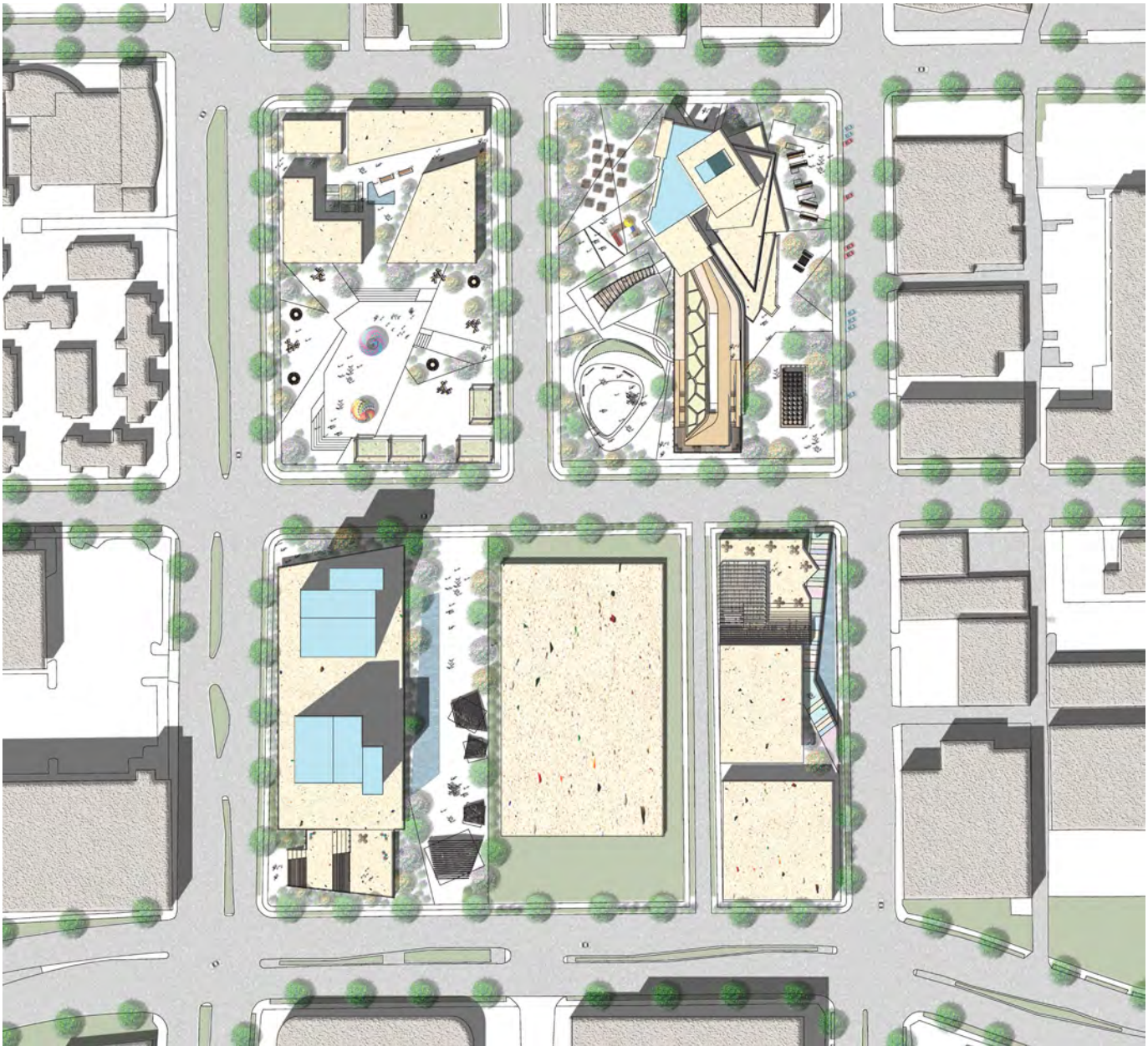
Other uses distributed throughout the district include: hotel, convention center, hydroponic production, and housing.

land use massing
opposite: site plan



- MIXED-USE
- INDUSTRIAL
- COMMERCIAL
- MULTI-FAMILY RESIDENTIAL
- SINGLE-FAMILY RESIDENTIAL
- GOVERNMENT AND INSTITUTIONAL
- TRANSIT, COMMUNICATION AND INSTITUTIONAL

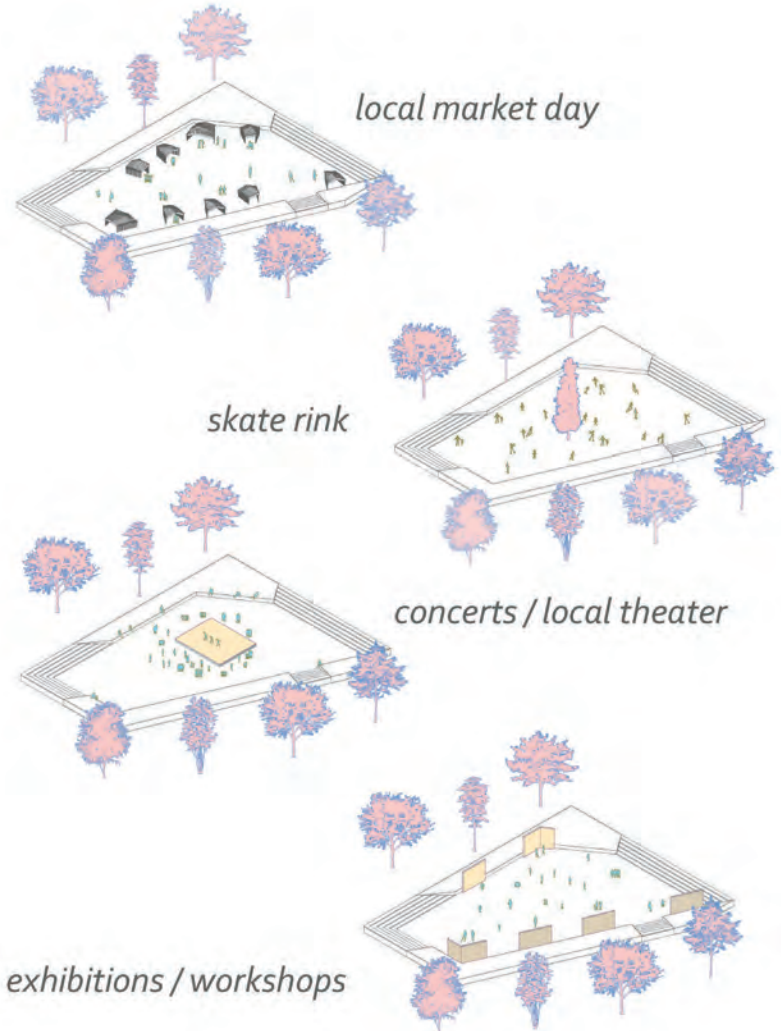






top: public space
bottom: research facility site section

CULTURAL RECREATION



PROPOSED FIGURE GROUND



top: site model
middle: figure ground
right: cultural recreation experiences



top: interactive water feature and public space
left: site section

opposite: site overview







ACKNOWLEDGMENTS

Funding for this studio and book was provided by Wisconsin Preservation Fund, Uihlein Foundation, and UWM School of Architecture & Urban Planning.

Special thanks to:

Bob Greenstreet, SARUP Dean, for support and interest in our studio

Rachel Momenee, SOM

Jim Haertel and the Best Place at Historic Pabst Brewery staff

The students appreciated feedback from guest critics at both stages of development, including: Studio Client Greg Patin, City of Milwaukee Department of City Development.

Guest Critics:

Buck Knitt, Rinka Chung

Vanessa Koster, Milwaukee DCD

Brian Peterson, SARUP Alum

Monica Wauck-Smith, Milwaukee DCD

Larry Witzling, GRAEF



The work included in this book was produced spring of 2018 by graduate and undergraduate architecture and urban planning students at the University of Wisconsin-Milwaukee enrolled in Urban Design Creating Community, an urban design and community redevelopment studio organized and instructed by Carolyn Esswein, AICP, CNU-A and Jim Piwoni, RA.

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Graphics: Carolyn Esswein, Cassandra Leopold
Front Cover Rendering: Josef Pautsch

Printed by UWM Print Services, Milwaukee, WI

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