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Sent: Sunday, August 22, 2021 8:40 AM
To: planadmin <planadmin@milwaukee.gov>
Subject: Comment for the City Planning Commission Aug. 23rd Meeting

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PARTICIPATING IN THE MEETING:

We encourage your participation in the meeting via the following methods:

1. Submit comments via email no later than 24 hours prior to the meeting: PlanAdmin@milwaukee.gov

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Regarding the Proposed Building for the Intersection of The St. Paul Bridge and Water Street.

This proposed project deserves to be the best example of a new building in Milwaukee and in the Third Ward Business District.

This proposed building could stand as a positive educational example in the eyes and experiences of Milwaukee citizens and visitors alike.

However,

There are two critical items for this committee to deliberate:

1. On the east and west facade: the metal curtain wall that clads the parking structure.
2. At the pedestrian level, The narrow passage along St. Paul Avenue and bridge.

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The accuracy of the depictions of these two major architectural features is insufficient, if not misleading, and require particular discussion and special attention. The material and physical presence of these two features has direct experiential response beyond that of a two dimensional representation of color which composes a general picture.

1. Indeed, this opaque steel curtain is as large in scale as recent wall painted public murals. This proposed presumptuous curtain design has no visual coherence to the adjacent buildings or perhaps even its glass curtain counter-part, the residential tower.

The proposed clad parking lot exterior, in the contemporary outlook that may foreshadow future buildings, if left unconsidered and unimproved, will likely be a sited as an example which is an accepted, objective standard and viewpoint of public opinion. This proposed design is insufficient; it represents an idea which, in its current proposed state, has more consequences than conscientious benefits.

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2. The St. Paul pedestrian walkway represents the intersection of cars and trucks, the HOP streetcar, boat way and Milwaukee's signature Riverwalk. As what information may be presented by these architectural renderings, this Review Board should expect, if not require, this new and complex project to present and prove no misunderstanding of their proposed design relation and composition to the importance of this key intersection to the Historic Third Ward, it's symbolic entranceway from the West.

The increasing relevance of the pedestrian experience which links urban qualities to forms and structures signals a demonstrable factor to real estate developments which occupy such a critical position as this proposed building does. The oversight of not integrating accommodating inviting and well portioned pedestrian walks will result in a narrow, if not a hazardous, oppressive or unsafe passageway, needs to be more clearly considered and vividly expressed by the architects for review by the CPC and other committees.

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This is not a cause for the "beautification" of urban buildings, instead this criticism is part of the natural progression of contemporary architecture and the evolving perceptions and value of revitalized public space into highly livable cities.

This project will play a major role in encouraging the growth of an economically flourishing Third Ward business and cultural district whose residents and visitors are mobile and individualized citizens who measurably search for and select such urban destinations and finely designed experiences.

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We, this City Plan Commission, should ask for revisions to these two important public features before approvals may be assigned, generally or specifically.

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August 22th, 2021

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