

July 30, 2021

TO:  
Planning Department  
Department of City Development  
809 N. Broadway  
Milwaukee, WI 53202

RE:  
Narrative – Site Plan Review Overlay Zone Application

**PROJECT:**  
Edison Development  
1005 North Edison Street, Milwaukee, WI

AY PROJECT # 67720

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## ORGANIZATIONAL STRUCTURE:

### OWNER/ DEVELOPER:

Nate Helbach  
North Edison, LLC  
533 West Main St. #109  
Madison, Wisconsin  
608-577-6108  
Contact: Nate Helbach  
nate@theneutralproject.com

### CIVIL ENGINEER/ LANDSCAPE ARCHITECT:

Angus-Young  
16 North Carroll Street - Suite 610  
Madison, Wisconsin  
608-756-2326  
Contact: Katie Udell  
k.udell@angusyoung.com

### ARCHITECT:

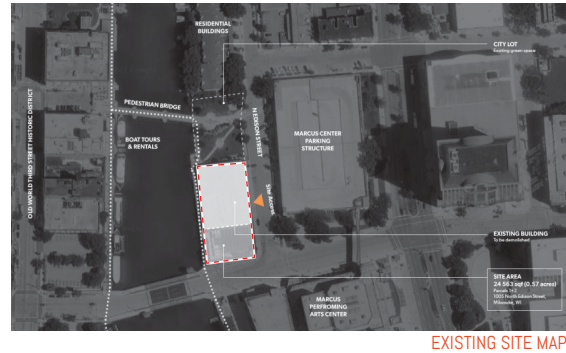
Angus-Young  
16 North Carroll Street - Suite 610  
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608-756-2326  
Contact: Jeff Davis  
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*in partnership with:*

Michael Green Architecture  
1535 West 3rd Avenue  
Vancouver, British Columbia  
Contact: Candice Nichol  
candice@mg-architecture.ca

## PROJECT LOCATION:

The subject site is 1005 North Edison Street. The property is bounded on the east by North Edison Street, to the south by East State Street, to the west by the Milwaukee River, and to the north by a public park. There is an existing single story commercial building located on the site, and the project parcel is located in the Juneau Town neighborhood.



## INTRODUCTION TO THE NEUTRAL PROJECT AND OUR DESIGN TEAM:

The Neutral Project is a sustainable real estate development company with a goal to challenge conventional real estate development methods and present a new sustainable development strategy. They believe that the accepted real estate development model that necessitates endless growth disregarding environmental impact, must be displaced.

Our Design Architect partner is Michael Green Architecture. MGA is a international leader in sustainability and innovative wood design. Together, we all feel this is an ambitious project that will thrive in Milwaukee and on the river waterfront; and ultimately showcase what responsible design and development can look like, benefiting the future of the City, revitalizing the Riverwalk, the neighborhood, and it's residents.

The forthcoming project proposal is different from a conventional development proposal. The project's primary motivation is to; reduce the built environments embodied and operational carbon emissions, respect the heritage of the Juneau Town neighborhood, and renew the adjacent Riverwalk to a lively city amenity.

## PROJECT DESCRIPTION:

The proposed development of 1005 N Edison Street includes a 13-15 story residential volume with enclosed parking and a 2-story commercial volume along the Riverwalk with 194 units and 212,723 GSF. The property is currently zoned C9B(A) - Downtown Residential and Specialty Use District within the Riverwalk Site Plan Review Overlay Zone, which encompasses the Riverwalk and a zone 50 feet landward from the river's edge. This exhibit focuses on Riverwalk details, portions of the site within the 50 foot overlay zone, and river-facing facades that are subject to the overlay standards. Given the size and scope of this development, other elevations and perspectives of the building have been included to provide context.

## DESIGN CONCEPT:

The project aims to create a respectful addition to the City-line as well as a new destination point in Downtown Milwaukee. There are two volumes which range in height and frame views to the river and to the city, creating a visual connection throughout the site. Commercial program on the ground floor enhances an activation of the Riverwalk and strengthens the connection to the park and pedestrian bridge. A landscaped staircase leads to the elevated public courtyard with a possible café. This connection creates a unique addition to the public realm and offers a variety of exciting programming.

## SUSTAINABILITY:

This project holds sustainability as one of its fundamental drivers. Composed of Mass Timber, the project's construction can reduce emissions from the manufacturing of materials by up to 70% compared to standard concrete construction. Alongside that, there are strong goals for Green Roofs, Photovoltaics, and a push for the reduction in single occupancy trips by residents through leveraging an Electric Vehicle Car share, Bus Rapid Transit, Bike Share, and a reduction in on-site Parking. The project is using Passive House Standards as a driver, which ultimately will allow us to reduce energy consumption up to 90%, and save our tenants on their cost of utilities.

## APPROACH TO ACTIVATING THE RIVERWALK:

Since its inception in the early 90s, and through its subsequent construction, the Riverwalk project has energized the surrounding community and brought people and vibrant activity down to the water's edge. This development is located at the northern most section of the Downtown Riverwalk east of the river, and while being within walking distance of other incredible public amenities, the project parcel feels disconnected and stale, due to the private residences to the north, limiting its continuity.

Our proposed improvements include raising the 14' wide Riverwalk approximately 32" to match the building first floor elevation allowing easy access to both the Riverwalk and the commercial spaces lining the Riverwalk. In raising the Riverwalk structure, we plan to provide a new fascia constructed of ultra high-performance concrete panels to cover the new structure and portions of the existing structure. At the Riverwalk edge, a new vertical fin dark metal railing will be used as a guardrail. Access to the Riverwalk is being upgraded to include a new 13' wide concrete stair, a new 8' wide concrete ADA accessible ramp to the south and a new 16.5' wide ADA accessible wood ramp to the north. The new Riverwalk surface is to be Accoya wood decking with staggered linear wood benches and preweathered steel planters along the Riverwalk. We'll light the Riverwalk with the standard Riverwalk Harp Lights along the river edge as well as bollard lights along the building edge.

The development team will be working with City staff on lease agreements for the adjacent City owned land to the north and south so these site improvements can be made to the entire block.

This project aims to create a valuable public amenity space that is seen as a destination, and offers the general public an exciting and lively block to experience and explore while strolling along the water. Commercial activity and various artistic and public amenities aspire to revitalize this northern terminal block of the Riverwalk.

Sincerely,

Jeff Davis, AIA, LEED AP  
Angus-Young