



350 S. Water Street

Application for Approval of a Project Within a Zoning Overlay

Project Overview

Submission Date: 12/16/2025

Revised Date: 1/9/2026

Existing Conditions

Pontis, LLC owns the 14,547-square-foot property at 350 S. Water Street, located along the Milwaukee River within the Milwaukee Riverwalk Site Plan Review Overlay Zone (SPROZ). The parcel is currently vacant and intermittently used for boat storage. No Riverwalk currently exists on this site or on the immediately adjacent parcels.

The site is between a decommissioned approximately 150-foot-tall silo to the north and a railroad-owned parcel to the south. A portion of the eastern edge of the site extends into the river.

Proposed Development

The project proposes a five-story office building with parking and building support spaces at grade and office uses on the upper floors. The project represents the first Riverwalk segment along this portion of the west bank of the Milwaukee River.

Building and Site Design

The building design draws from the site's industrial and transportation context, including the adjacent railroad corridor and swing bridge. Materials and massing respond to these elements while maintaining a contemporary architectural character, appropriate for the riverfront.

Site geometry and building form are shaped by existing easements and recorded property constraints, including:

- A municipal utility easement along S. Water Street requiring 20' of vertical clearance
- A railroad reservation of rights affecting the southeast corner of the site, reducing the buildable Riverwalk length to approximately 29 feet

These constraints are pre-existing and outside the control of the applicant.

Site Improvements

The project will include new landscaping at the street frontage and construction of a new riverwalk segment along the river's edge. A new dock wall will be installed along the east property line and will turn back north of the trestle bridge. The area will be backfilled to match



the elevation at the building façade, relate to the railroad elevation, and gently slope toward the river for drainage.

Riverwalk Design

The project includes construction of a new Riverwalk segment along the river's edge, built to SPROZ design standards and intended to integrate into the future Riverwalk system as adjacent parcels are developed.

Riverwalk features include:

- Decorative concrete walking surface
- Integrated seating elements
- Landscaping designed for year-round interest
- River-oriented lighting
- A permanent 42-inch safety railing along the dock wall

Temporary railings will be installed at the north and south limits of the site to provide fall protection until future Riverwalk connections are constructed on adjacent parcels.

The Riverwalk is designed and graded to allow future connections to the north and south when adjacent properties are redeveloped.

Public Access Context

The Riverwalk design meets SPROZ Standard 13, which requires that all segments be designed to connect to future or existing portions of the Riverwalk system. The proposed Riverwalk segment is constructed to Riverwalk standards and is capable of direct connection to future adjacent segments when such segments are constructed.

Pontis, LLC will meet SPROZ Standard 7, requiring an unobstructed corridor open to the general public 24 hours a day, once a safe and functional public access connection exists. During coordination with DCD, it was confirmed that while public access is required, the limits of that access are not defined, as conditions for public access are site-specific and vary based on adjacent context.

The site contains a short, approximately 29-foot Riverwalk segment that is presently bounded by undeveloped or inaccessible parcels. Public access to the Riverwalk system in this area is planned by the City via existing public alleys located approximately 100 feet and 575 feet north of the site, as identified in City materials and prior DCD communications. These public alleys are intended to serve as the public connectors for this portion of the Riverwalk system.



Temporary Safety Measures and Access Deviation

Pontis LLC is submitting a separate request for a limited, temporary deviation from the 24-hour public access requirement until the Riverwalk system is extended on adjacent parcels and connected via the City alleys identified by DCD as future public connectors.

This request is based on the following conditions:

- The Riverwalk segment is short and currently isolated, with no continuous Riverwalk system in place on adjacent parcels
- Public access in this area is planned to occur via City-owned alleys identified by DCD, which are not yet connected to the Riverwalk system
- Public safety considerations associated with opening a stand-alone Riverwalk segment that lacks system connectivity and passive surveillance

The Riverwalk is constructed to standard, ready for future connection, and intended to open fully to the public once the planned Riverwalk network in this area is functional.

This narrow deviation preserves the intent of the Riverwalk SPROZ, maximizes public safety considerations, and recognizing current site constraints and the City's phased approach to Riverwalk expansion.

Limitation of Approval

The approval of this project, as it relates to the Riverwalk SPROZ, is specific to the building plans and design included in this file. If the building is not constructed as approved, this approval relating to the Riverwalk SPROZ is null and void.