



19 February 2024

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

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## ORGANIZATIONAL STRUCTURE:

**OWNER/ DEVELOPER:**  
North Edison, LLC  
25 West Main Suite 500  
Madison, Wisconsin 53703  
608-577-6108  
Contact: Nate Helbach  
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**CIVIL ENGINEER:**  
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Rosemont, IL 60018  
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pbator@spacecoinc.com

**ARCHITECT:**  
Hartshorne Plunkard Architecture, LLC  
315 W, Walton Street  
Chicago, IL 60610  
312-226-4488  
Contact: Paul Alessandro  
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**LANDSCAPE ARCHITECT:**  
HDLA  
507 Main Street  
Nashville, TN. 37206  
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Contact: Gabrielle Holle  
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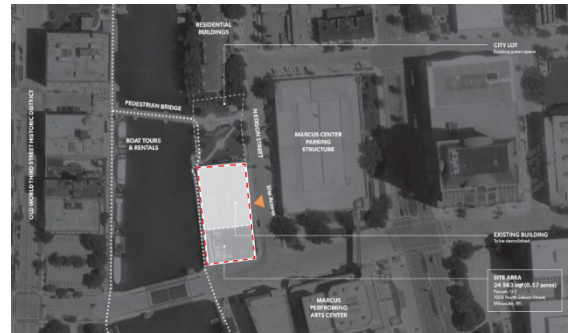


## PROJECT LOCATION:

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 that has been leased to the developer. The existing single story commercial building located on the site has been demolished, and the project parcel is located in the Juneau Town neighborhood.



CONTEXT MAP



EXISTING SITE MAP

## 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.

Hartshorne Plunkard Architecture (HPA) is the architect for the project and is a national leader in sustainability and innovative Mass Timber design with projects in Atlanta, Chicago, Portland, Cleveland, Salt Lake City, Nashville, and Washington DC. We, along with the Neutral Project, are looking to make this ambitious project the proof of concept for Mass Timber construction in the US. Its location along the Milwaukee River and River Walk will showcase what responsible design and development can look like, benefiting the future of the city, revitalizing the Riverwalk, the neighborhood, and its residents.

This 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 32-story residential volume with enclosed parking and a walk out commercial tenancy along the Riverwalk for public use. The project as envisioned contains 381 units and 523,018 GSF.

## DESIGN CONCEPT:

The site's original occupant, per early Sanborne Maps, was a timber yard which seems an appropriate genesis for the buildings design. Looking to imagery of historic timber yards and mill buildings, we have abstracted the regularity of old timber framing and storage to create the form of the new tower. The project looks to create a respectful addition to the City Skyline that is at home both with the newer tall buildings of the City Center as well as the more industrial vintage buildings along the river. As part of the lease agreement for the park land, we will maintain and program the adjacent park space as well as re-imagine its design and uses. We envision the building and adjacent park as a new destination point in Downtown Milwaukee. Stepping our lobby down to meet the current level of the riverwalk and extending the paved surface on to our property, the building and its public lobby open to the park and river while its retail tenant occupies the important State Street/Edison intersection. The riverwalk is enhanced with new wood paving with a direct connection to the building's retail tenant and protected walkway. The north end of the riverwalk terminates with a "dock" area to sit and watch activity on the river while the enhanced landscape leads to the pedestrian bridge connecting the west bank of the river. The enhancement of this connection creates a unique addition to the public realm and offers opportunity for 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, alternative energy sources, and a push for the reduction in single occupancy trips by residents through leveraging of communal Electric Vehicle Car Sharing, 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 by up to 50% 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 stepping the lobby down to match the contour of the site and expanding the riverwalk to cover the gap currently between the river wall and the



riverwalk to create a seamless flow from our building to the riverwalk along its length. Retail access will be possible directly from the riverwalk in its proposed configuration. We will be maintaining the lighting, guardrail and fascia and improving them with additional lighting and cleaning.

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' wide ADA accessible wood ramp to the north. The new Riverwalk surface is to be Accoya wood decking with linear wood benches providing separation from the retail deck and pre-weathered steel edging along the Riverwalk as well as new bollard lights and park lighting throughout.

The work we are proposing is also consistent with the previous SPROZ review and approval which we have included with our exhibits. We are intersecting the bridge abutment at the same location previously approved and lowering the wall similarly to previous to allow it to connect to the bridge and adjacent land. We are also providing multiple paths to the riverwalk from the south end of our site.

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. Programming of the park along with the active building uses fronting the park will revitalize this northern terminal block of the Riverwalk.

Sincerely,

Paul Alessandro,  
Partner, LEEDAP | HPA

