

DIZ Submittal

## Water Tech One

350 West Freshwater Way  
Milwaukee, WI



Submitted by:

**Building 41, LLC**

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Building 41, LLC, a partnership between Peter Moede and General Capital, proposes to develop a four-story, 79,806 square foot Class A office building on Freshwater Way at Reed Street Yards. Reed Street Yards is envisioned as a high tech, water-oriented urban business park at the center of Milwaukee's water cluster in the Fifth Ward. Water Tech One will be a multi-tenant office building with approximately 20,000 SF floor plates. We envision several large water-oriented anchor tenants and the potential for a floor of smaller water-oriented incubator style suites.

In December 2011, the City of Milwaukee approved Development Incentive Zone (DIZ) standards for Reed Street Yards that are intended to guide individual developments to ensure a cohesive business park atmosphere. The DIZ guidelines give specific direction for site and building design, landscape treatments, storm water management, vehicular and pedestrian access, lighting design and signage. The following documentation demonstrates how the project complies with the Reed Street Yards DIZ Standards. In addition, the Reed Street Yards Sustainable Design Standards Evaluation Form will be submitted with final drawings at plan review once final CDs are complete. Water Tech One has been pre-certified to achieve LEED-Platinum certification to send a strong message of sustainability as the first significant building at Reed Street Yards.

The Reed Street Yards DIZ Standards are organized in three sections: Site Design, Building and Parking Placement and Design and Signage.

### **1. Site Design**

#### ***a. Relationship to the Canal and Surrounding Neighborhood.***

These guidelines promote connectivity to the Menomonee Canal by creating a "Canal Easement Zone" with a bio-infiltration area, bike path and pedestrian amenities. The larger Reed Street Yards infrastructure plan has addressed the main objectives of these guidelines. Site specifically, the guidelines require a 5-foot wide pedestrian connection to the "Canal Easement Zone." Our plan provides this connection between Water Tech One and the future Water Tech Two.

#### ***b. Access, Circulation and Parking***

Water Tech One is located on "Block A" of Reed Street Yards. Block A is along the Canal. Block B is the interior block south of Freshwater Way. The guidelines require at least two significant pedestrian connections between Freshwater Way and the Canal. The first pedestrian connection is the plaza with the water feature. The second pedestrian connection has been established mid-block. Both of these connections were installed as part of the initial RSY improvements and already exist. The current configuration of Water Tech One is set up to allow for two buildings with similar footprints on either side

of the mid-block pedestrian connection with shared interior “service courts” for loading, parking and trash. This allows the buildings to have strong pedestrian frontages on the plaza as well as the mid-block pedestrian connection.

The guidelines also address permanent parking lot layout and pedestrian connections. We intend to build a temporary, interim parking lot on Block B to accommodate parking until the parking deck is constructed, thus the parking lot does not need to comply with the specific guidelines in this section. We will comply with the “interim parking” guidelines contained in 2-B-5.

***c. Site Improvements/Amenities***

This section contains guidelines to promote a unified water-oriented theme and high quality pedestrian amenities. Water Tech One will contain a small pedestrian plaza, pedestrian connections to the water feature plaza and Canal and public and employee bike parking. Specific to the guidelines:

- The site will include benches with similar massing and appearance as the concrete benches in the water feature plaza, but with the addition of a wood top for more comfortable seating.
- The site will include the stainless steel trash containers specified for Reed Street Yards. The same trash container is used in the water feature plaza and will be required for all future buildings.
- Thematically, the project will establish the style and design of bike racks used throughout the development.

**2. Building and Parking Design**

***a. Building Placement***

The guidelines require certain setback and build out percentages on all streets at RSY:

1. The guidelines require a setback/build to line of 0’ – 10’. Our setback complies with a setback of 0’-6” off Freshwater Way.
2. Buildings must comply with certain frontage “build out”:
  - a. On the Canal side, buildings must occupy 70% of lot frontage. Our building complies with 73.5% building frontage on the Canal.
  - b. On Freshwater Way, buildings must occupy 60% of lot frontage. Our building complies with 73.5% building frontage on the street side.

3. Building must define site edges and corners at intersection. Our building defines the edge of the street and plaza frontage with a strong orientation to the southeast corner of the building.
4. Buildings must provide “special features” at the corners of sites adjacent to the 3<sup>rd</sup> and Freshwater Way intersection. Our building contains a strong architectural element of light and glass at this corner.

***b. Parking Placement***

The guidelines limit the number of parking space in front of the building to ten. We are not including any parking in front of the building. We are including 11 parking stalls in a single bay configuration in the service court. The configuration of this parking complies with B-1-iii.

Per B-6 and 7, parking for Water Tech One will be located in an interim parking lot on an adjacent parcel to the south. This interim parking lot will be redeveloped as a building pad as demand dictates. At that time, parking will be relocated to a shared parking deck.

***c. Landscape and Screening Standards***

The guidelines contain specific standards for landscaping and screening of mechanicals, trash, etc.:

1. Permanent parking lots require landscaping per Table 295-405-1, including “Standard Hard Urban Edge” landscaping that includes rows of shrubs and hard architectural walls or fencing and maintain 10-foot setback from the street. Our landscaping plan complies with these requirements with dense landscape screening against a hard screening wall constructed of similar materials as the building.
2. Interim parking lots must maintain a 5-foot setback from the ROW. Our interim parking lot is submitted under separate cover and complies with this requirement.
3. The guidelines require native plant and tree species when possible. The landscape plan includes native species contained in the UW Arboretum list as well as some non-native ornamental trees in special locations.
4. This guideline does not apply.
5. Use drought resistant planting where possible. Strive to use collected storm water and other sources (e.g canal water) for irrigation. Water Tech One will use water from the water feature, which cleans canal

water to make it available for gray water and irrigation use. In addition, the building will be connected to the “purple pipe” in Freshwater Way for future use of district-wide reclaimed water.

6. The guidelines require plantings to maximize infiltration. All pervious areas, including a limited area of turf on the east side of the building, are designed for maximum infiltration and evapotranspiration of storm water.
7. Screen all ground mounted utility and mechanical equipment with dense vegetation. We have created a densely planted area that is screened from the Canal as well as the street to contain transformers for both Water Tech One and Two. This area complies with the landscape screening requirements contained in the guidelines.
8. Install native planting along the water’s edge. Our initial infrastructure included a native planting scheme along the entire length of the Canal. We are maintaining a native, less manicured landscaping motif along the Canal as suggested by the guidelines.
9. Our parking lot complies with the required 10’ setback from the Canal Easement Zone and 5’ setback from the street.
10. Our service drive complies with the 25’ minimum setback from the Canal Easement Zone (31’ +)
11. We have included a service court between Water Tech One and Two to comply with the requirements of the DIZ. The service must screen views from both the Canal and the street. We have included architectural screening walls to provide additional screening of our shared dumpster enclosure.
12. The guidelines require that screening walls be constructed of similar materials as the building. Our plans comply with this requirement.

***d. Building Design Standards***

The guidelines contain specific standards for building design and orientation:

1. Buildings must be a minimum of 24’ in height. Our building complies with a maximum height of 56’ to the roof and 61’-6” to the parapet.
2. Establish a hierarchy between building elements and articulate corners. Our building contains a primary masonry building mass and a corner

glass element that terminates the view down Freshwater Way and highlights the building's entry.

- 3.** The guidelines require articulation of the façade facing any street and the Canal. Our building contains articulation every 12 to 15 feet with a repeating bay structure around the entire building. The building includes “four sided architecture” with no blank walls.
- 4.** The guidelines specifically require special treatment at the intersection of 3<sup>rd</sup> and Freshwater to articulate the corner and terminate the view into RSY. The corner element was described in a previous section.
- 5.** Building entrances must face the street. A pedestrian walkway is required to connect the building entrance to the street. The proposed design complies with this requirement.
- 6.** All façades must contain “architecturally significant” building materials, such as brick, stone, glass or architectural metal. The proposed design includes brick, glass and architectural metal panels as the primary building materials on all sides of the building. Material samples will be submitted prior to final plan review and approval.
- 7.** Incorporate pedestrian-level details at the entry and ground level. The proposed design includes a pedestrian plaza, seating areas and bike parking at the main entrance on Freshwater. In addition, a screened seating terrace provides seating on the southeast corner of the building facing the water feature plaza. Special sustainable building features such as the purple pipe, special energy systems and similar features will be highlighted.
- 8.** Parking structures require certain articulation and pedestrian features. Does not currently apply.
- 9.** Roof top mechanicals must be screened. All mechanicals, with the exception of the transformer, will be on the roof behind a 9-foot architectural metal roof screen.
- 10.** Maximize the use of daylight in all buildings. The proposed design complies with this guideline with extensive glazing on all sides of the building.

- 11.** All projects must meet minimum thresholds on the Reed Street Yards Sustainable Standards Checklist. LEED certification is encouraged. Water Tech One is pre-certified at LEED-Platinum. We have engaged Transwestern as our sustainability and LEED consultant.

### **3. Signage**

The Reed Street DIZ includes specific guidelines for signage. Water Tech One contemplates two types of signage:

- Primary monument sign on Freshwater. This sign will be integrated into an architecturally consistent landscape wall and will contain “Water Tech One” and the street address. The sign will comply with the DIZ standards.
- Tenant wall signs. Key anchor tenants will have the opportunity for individual wall signs on key façades, pursuant to the DIZ standards. These signs will be individual letters mounted directly to the building façade. All wall signs will comply with the DIZ standards.

These signs are conceptually shown in the attached renderings. Final sign designs will be submitted to DCD for final approval.

## Site and Surrounding Context

