



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Lafayette L. Crump**  
Commissioner

**Vanessa L. Koster**  
Deputy Commissioner

**Ald. Perez**  
**12<sup>th</sup> Ald. District**

**CITY PLAN COMMISSION**  
**ZONING REPORT**

**Ordinance File No.**      [220034](#)

**Location:**                      748 – 820 S Water Street

**Applicant/  
Owner:**                          Johnny Revord, Boone & Crockett (owner)

**Current  
Zoning:**                          Industrial Mixed (IM), Harbor District Riverwalk Site Plan Review Overlay Zone (SPROZ)

**Proposed  
Zoning:**                          Approval of a Riverwalk segment, pedestrian connection, and site changes within the SPROZ boundary.

**Proposal:**                          This file relates to a proposed Riverwalk, pedestrian connection, and other site elements within the Riverwalk zone at 748-820 S. Water Street, within the Harbor District Riverwalk Site Plan Review Overlay Zone (SPROZ), in the 12<sup>th</sup> Aldermanic District.

On December 18, 2018, the Common Council adopted a resolution approving and creating the Harbor District Riverwalk SPROZ as well as a resolution establishing preliminary design standards for the SPROZ. The design standards were subsequently amended in 2019 and replaced with detailed design standards that were developed specially for the portion of the Milwaukee Riverwalk that will be developed within the Harbor District.

The overlay design standards include a proposed Riverwalk network that is designed to connect with existing and planned bicycle routes. The standards provide multiple potential typologies that sites within the SPROZ may follow when developing their Riverwalk segments. The standards call for a Riverwalk Zone with a minimum dimension of 15' or 25', depending on whether the Riverwalk is adjacent to an active first-floor use, or a passive one requiring additional screening. Within the Riverwalk Zone, the standards provide required path widths and materials, and detail what elements can and cannot be placed within the Riverwalk Zone. The standards include product specifications for

lighting, benches, signage, and other site furnishings that were designed to provide a unique identity for the Harbor District Riverwalk and to reflect the aesthetic of the area. The standards require signage to be placed at primary access points to the Riverwalk and make recommendations for signage in a number of additional areas.

To advance the environmental and ecological goals of the Harbor District, the standards include landscaping and habitat elements that differ from the existing downtown Riverwalk. As with other sections of Riverwalk, the design standards also include design requirements for buildings, uses, or site elements outside of the Riverwalk Zone but within the 50-foot SPROZ. These requirements include glazing, massing, and articulation requirements, as well as additional requirements to ensure that the Riverwalk is a safe and attractive space for pedestrians to access the waterfront.

Below is a summary of the proposal for this site, as well as an overview of how it meets the overlay standards. See the official exhibits for additional details.

The project includes the creation of a new Riverwalk section within the Harbor District along the property owned and operated by Boone & Crockett and the Cooperage. The applicant has elected to proactively install this Riverwalk segment and pedestrian connector. The bar, restaurant, and event spaces are housed in existing buildings along the river and adjacent to a large surface parking lot. Over the last two years, the business operators have converted a portion of the parking lot along the waterfront to temporary customer area. Uses include a shipping container bar, two in-residence food trucks, a kayak rental company, and customer seating areas.

Boone & Crockett proposes making the temporary outdoor space permanent, serving as a pedestrian amenity to the new Riverwalk. New permanent bathrooms will be added adjacent to the existing brick building, while a new outdoor bar will serve the beer garden and create an edge along the public Riverwalk. The space will include new landscape elements, seating walls, and benches. The Riverwalk and elements within the overlay will meet applicable accessibility requirements. The kayak rental company has been in contact with the City’s ADA Coordinator regarding changes that will be necessary in order to be compliant.

Overlay Standard	Project Proposal
<b><i>Site Specific Considerations</i></b>	
<i>Public Access Points:</i> Identity and/or Directional Signage shall be provided where the multiuse path intersects with streets or other public access points.	The site includes a public access point at East National Avenue. Riverwalk identity signage and Pedestrian Only signage are provided at the public access point.
<i>Public Right-of-Way Connection:</i> Minimum of 12’ wide, connects directly to the Riverwalk and sidewalk.	The proposed public right-of-way access connects directly to the Riverwalk path and the sidewalk on South Water St., with a pedestrian

	crossing to East National Ave. This connection meets the width requirement and includes wayfinding signage.
<b>River Typology &amp; Width</b>	
<i>River Typology:</i> Width of Riverwalk Zone depends on the type of path and the adjacent land use.	Riverwalk typology for the site is urban with a pedestrian activated first-floor; as standard for this typology, the Riverwalk zone is 15 feet wide.
<b>Pavement Materials</b>	
<i>Primary Materials</i> listed in the design standards shall be used for the primary Riverwalk Path.	The primary Riverwalk material is wood decking, which is included in the table of acceptable Primary Materials.
<i>Supplementary / Accent Materials</i> are permitted for plazas and gathering spaces along the Riverwalk. These materials shall not be used for the primary route of travel. ADA accessibility should be considered when designing gathering spaces.	Existing asphalt surface to remain at north end of the site near the kayak launch. Painted markings will be used to create a separate outdoor seating area.
The Riverwalk Trail has no more than a zero (0) to five (5) percent longitudinal slope and no more than a 1.5% cross-slope to comply with all relevant and current codes, standards, and regulations.	The proposed walkways will not exceed a maximum of 1:20 slope.
<b>Furnishings</b>	
Benches, tables, and trash receptacles should meet required standards for quantity, placement and product specifications.	As outlined in exhibits, the proposal meets furnishing standards for quantity, placement and product specifications.
Along hard or River-Dependent use edge conditions, railings or guardrails are required where pathways are located within three feet of the water's edge, except where the Riverwalk is adjacent to boat docking or a marine operation area.	204 feet of guardrails are proposed at the water's edge and raised deck area in addition to the existing 83 feet. 5% of new guardrails will have a bar-rail at ADA height. All proposed guardrails meet material specifications.
If applicable, the standard for fencing is not limited to a single design type, however quality and durable materials are required.	38 linear feet of fencing is proposed for the south side of the site between the future Riverwalk connection path and the existing event yard. Fencing will be painted steel frame with wood-plank infill.
<b>Lighting</b>	

Lighting should meet required standards for placement, height, fixture specifications and color temperature.	Proposed lighting meets height, fixture and color temperature requirements.
<b>Landscaping</b>	
Design standards require 10% of total square footage to include landscaping elements and 1 shade tree to be provided for every 40 linear feet of frontage.	13.2% of the total square footage of the Riverwalk Zone consists of landscape elements. 12 trees are proposed, meeting standards.
<b>Stormwater Management</b>	
Stormwater management requirements relate to the area of impervious area and specific green infrastructure strategies.	The proposal includes limited impervious surface materials and vegetation that controls stormwater runoff.
<b>Upland and Aquatic Habitat</b>	
Riverwalk design must incorporate at least one upland habitat opportunity.	Proposal includes fish habitat hotels, meeting the aquatic habitat criteria.
<b>50' Overlay, Building and Sites</b>	
Buildings and structures are prohibited within the Riverwalk Zone section, except for structures provided for public use.	Structures within the 50' overlay zone include a new bar-building for the beer garden space, and the relocation of the existing kayak rental structure (converted shipping container).
Riverwalk level of the building is required to have 60% glazing.	Proposed building in the overlay will have 70% glazing.
At least one pedestrian entrance from the pedestrian activated use shall connect to the Riverwalk.	The land-side Riverwalk edge provides an open path to walk in/out from the adjacent beer garden seating area just South of the new bar structure. Secondary access/openings are also provided North of the new bar, and onto the National Ave connector path.
High quality façade materials are encouraged, and certain façade materials such as metal building walls, concrete masonry units and simulated stucco products are restricted for façade walls, both parallel and perpendicular to the river, that occur in the 50-foot Riverwalk Overlay Zone.	Proposed facade materials for new bar will include a palette of materials including painted metal siding, painted steel structure, and wood built-in seating. The relocated kayak rental structure is existing and will be repainted.
In the case of site features such as parking lots, storage yards, and trash collection areas being located in the 50' Riverwalk Overlay, they shall follow the same landscaping requirements as	Proposed connector path from National Ave is +/-23' in width, containing new trees, plantings, and the Riverwalk connector path. Proposed shade trees & plantings

would be required by ordinance if the condition were along the primary street frontage of a property.	cover landscape screening requirements. Additional trees, planters, and vegetation to be provided as part of Boone & Crockett's beer garden space.
The landward edge of the Riverwalk Path shall be treated in the same manner as a primary street property line when determining landscaping and screening requirements. Any fencing required to comply with the requirements of 295-405 shall be placed outside of the minimum required Riverwalk Zone.	New wood-plank fencing on painted steel framing proposed at existing event-yard East of the Cooperage to secure the event yard from the public river-walk. The fencing will be 5'-0" overall height (3'-0" Wood/Steel fence on top of existing 2'-0" tall stone knee-wall).
Lighting in the overlay zone shall follow requirements and standards of those set forth in the 50' Riverwalk Zone area for permitted fixtures.	Boone & Crockett's beer garden, adjacent to the Riverwalk, will have its own mix of lighting, including general "low-glow" site lighting for outdoor seating areas along with overhead string lights.
Type A signage is required for all signs located in the Riverwalk Overlay Zone. These requirements include individual letter wall signs, monument style free-standing signs, and other features associated with higher quality signage as found in Section 295-407 of the Zoning Code of Ordinances.	New Riverwalk Identity signage is proposed at the entrance to the National Ave. connector path and will follow Harbor District's Signage Guidelines. A new directional sign, following the Harbor District's Signage Guidelines will be located at the intersection of the Riverwalk connector path and water-side Riverwalk. Directional signage will direct to future segments of the Riverwalk to the North and South, as well as highlight Boone and Crockett's & The Cooperage's bar/beer garden/food truck/venue operations.
Applicable building and site design standards relating to massing, scale, site elements, lighting, etc. are met.	Proposal includes elements that create an active pedestrian realm, meeting the standards of each category.

**Adjacent Land Use:**

The site is located on the Kinnickinnic River in the Harbor District. It is surrounded by industrial land uses, including Industrial Mixed (IM), Industrial Office (IO2), and Industrial Heavy (IH).

**Consistency with**

**Area Plan:**

The proposed project is within the boundaries of the Harbor District Area Plan, adopted by the Common Council in 2017. The Plan identifies an improved waterfront experience as one of four catalytic projects in the Plan. The Plan specifies that a new Riverwalk system should be created to reconnect the city to the waters of the Harbor District, creating a continuous urban pedestrian route. The vision for the Riverwalk includes amenities and destinations that would allow users to experience the Riverwalk and waterfront in different ways, including water access points and spaces for recreation and exploration. The proposed improvements are consistent with the recommendations of the Harbor District Area Plan.

**Previous City**

**Plan Action:**

12/3/2018 – A substitute ordinance establishing the Harbor District Riverwalk Site Plan Review Overlay Zone for certain properties adjacent to the Kinnickinnic River, in the 12th and 14th Aldermanic Districts. **(FN 180945)**

12/3/2018 – Substitute resolution establishing design standards for the Harbor District Riverwalk Site Plan Review Overlay Zone as established by Section 295-1009(2)(b) of the Milwaukee Code of Ordinances. **(FN 180946)**

7/15/2019 – Resolution approving the site work and elements for the limited portions of property that are within the Harbor District Riverwalk Site Plan Review Overlay Zone (SPROZ) at 311 and 401 East Greenfield Avenue, on the west side of the Kinnickinnic River and south of East Greenfield Avenue, in the 12th Aldermanic District. *Conditionally approved the proposed development of a new headquarters facility for Komatsu Mining Corporation.* **(FN190505)**

5/11/2020 – Resolution amending the design standards for the Harbor District Riverwalk Site Plan Review Overlay Zone as established by Section 295-1009(2)(b) of the Milwaukee Code of Ordinances. **(FN 191898)**

**Previous Common**

**Council Action:**

12/18/2018 – A substitute ordinance establishing the Harbor District Riverwalk Site Plan Review Overlay Zone for certain properties adjacent to the Kinnickinnic River, in the 12th and 14th Aldermanic Districts. **(FN 180945)**

12/18/2018 – Substitute resolution establishing design standards for the Harbor District Riverwalk Site Plan Review Overlay Zone as established by Section 295-1009(2)(b) of the Milwaukee Code of Ordinances. **(FN 180946)**

5/27/2020 – Resolution amending the design standards for the Harbor District Riverwalk Site Plan Review Overlay Zone as established by Section 295-1009(2)(b) of the Milwaukee Code of Ordinances. **(FN 191898)**

**Recommendation:**

Since the proposed Riverwalk, pedestrian connector, and site elements within the overlay zone are consistent with the Harbor District Riverwalk SPROZ design standards, staff suggests that the City Plan Commission approves the file conditioned on the applicant continuing to work with the City's ADA Coordinator on the final details of the kayak launch improvements to ensure compliance with

applicable accessibility standards.