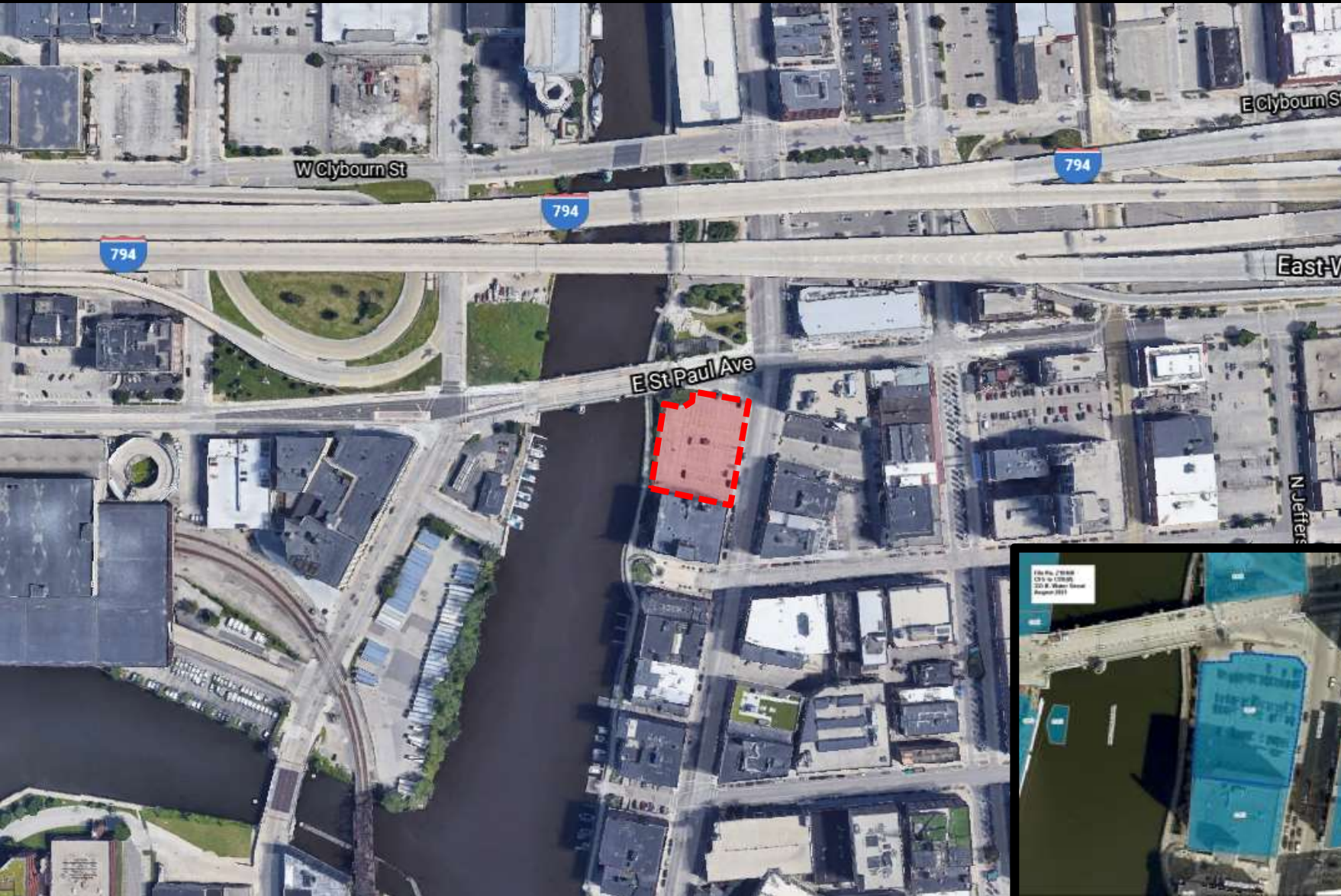


File No. 210468. A substitute ordinance relating to the change in zoning from Downtown-Mixed Activity, C9G, to Downtown-Residential and Specialty Use, C9B(B), to allow a mixed-use development at 333 North Water Street, on the southwest corner of North Water Street and East St. Paul Avenue, in the 4th Aldermanic District.



File Nos. 210468. Site Context Photos.



View from East St. Paul Ave looking south-east



Aerial view looking north-east



View from East St. Paul Ave looking east

File No. 210468. Consistency with Area Plan.

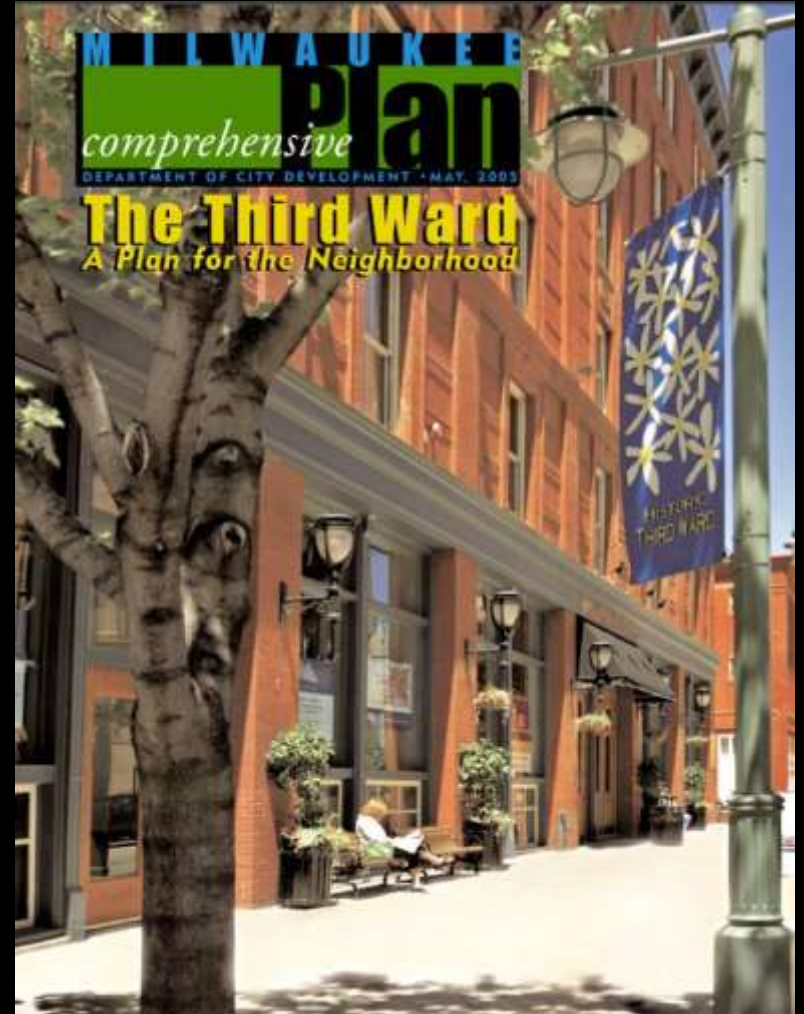
- Base Zoning Change from C9G to C9B(B) to align with Third Ward Area Plan recommendations.



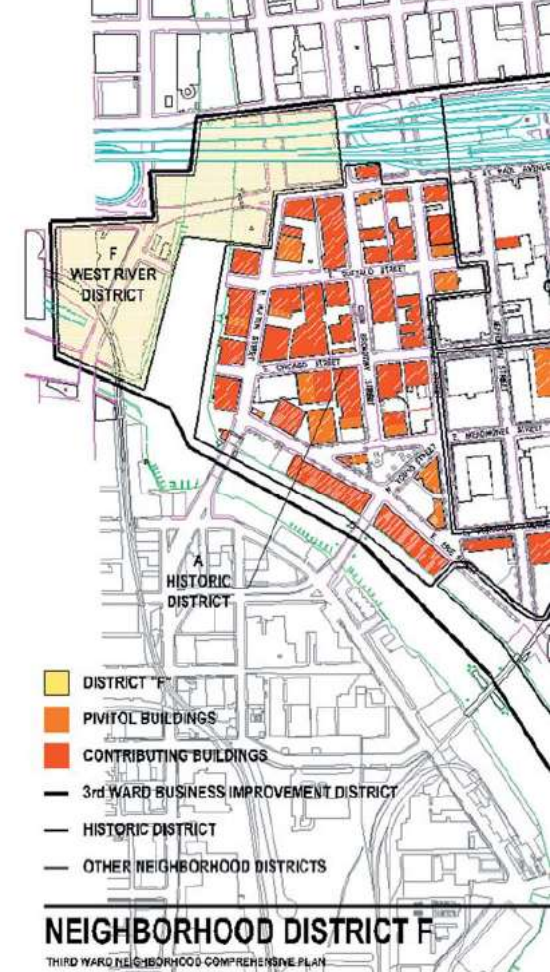
- The development proposal is created to respond to the Area Plan recommendations and Design Guidelines.
- A SPROZ Review to follow, presented by SCB Architects

File No. 210468. Consistency with Area Plan.

- In April 2005, the City approved the Third Ward Area Plan
- Like all area plans, has considerable community input in its development.
- This plan included guidance for new building development.



- The Plan on page 77, in “Form Policies” for District F, which composes the northwestern part of the Area Plan discusses this site.
- It calls this property “a golden opportunity to mark what is possibly the most prominent gateway to the neighborhood.”



E. Form Policy

The river front site at the southwest corner of Water Street and St. Paul Avenue offers a golden opportunity to mark this key gateway to the neighborhood. A landmark building on this corner could dramatize this threshold to the Third Ward neighborhood.



- Section 5.4, on page 123 of the plan, is titled Landmark Sites. It addresses locations where development offers opportunities for development of signature buildings and provides design guidance.



LANDMARK SITES

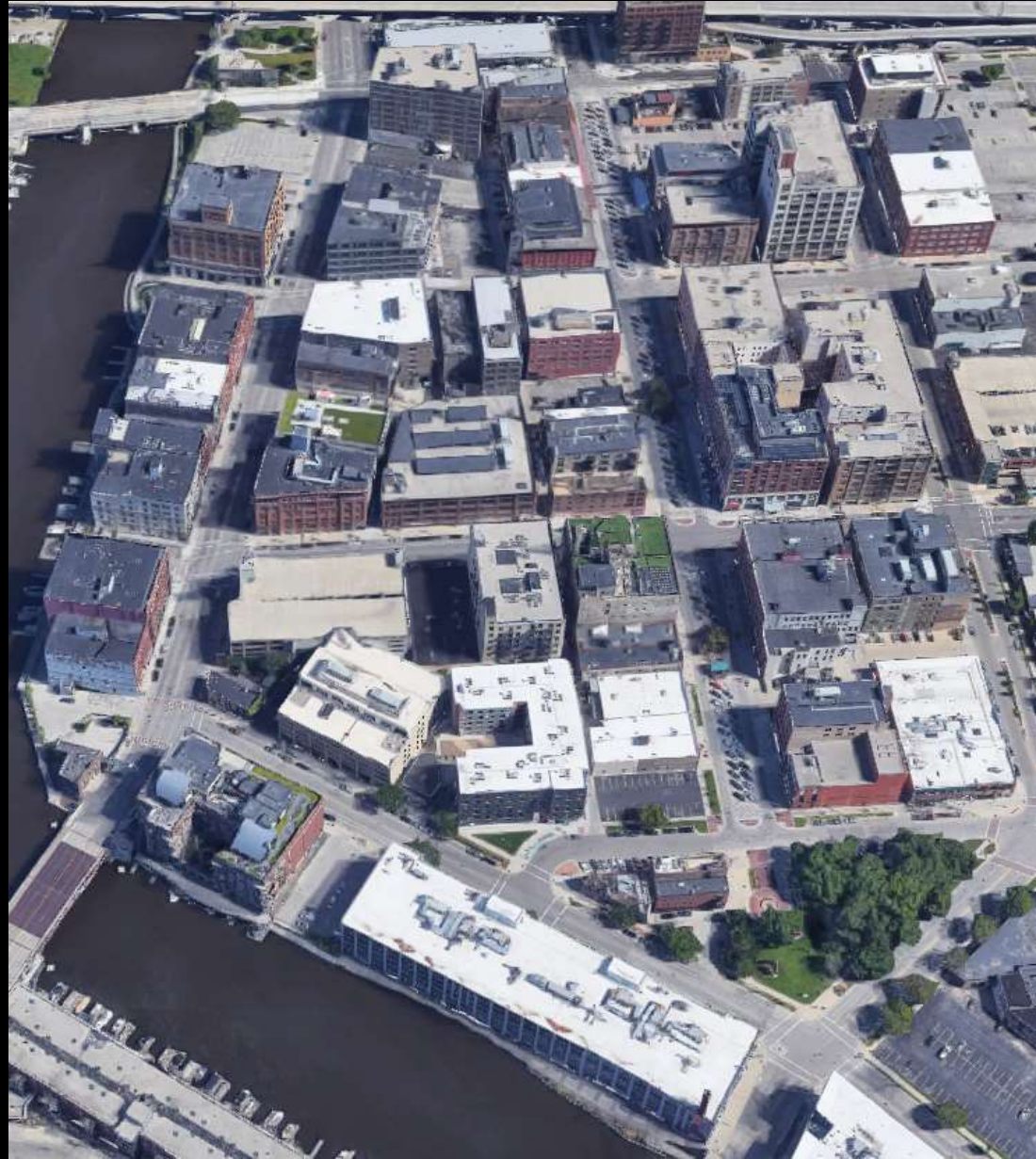
- 333 N Water Street is identified as one of these sites, with recommendations for a tall, landmark quality building.
- The plan references the Capella Tower in Minneapolis as an example.



*Landmark tower
with massing that
transitions to
neighborhood*

File No. 210468. Consistency with Area Plan.

- Much of the Third Ward is zoned C9G, which has Floor Area Ratio standards that are an appropriate fit for the majority of the neighborhood.
- However, a Downtown District that allows additional Floor Area Ratio, and thus height, is needed to accomplish the goals of the Area Plan for these signature sites.

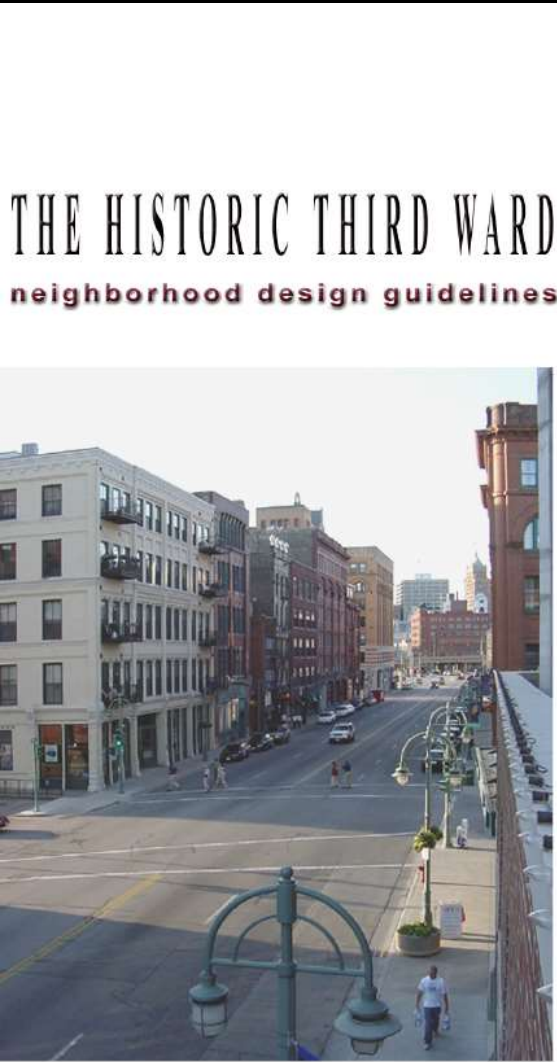


File No. 210468. Consistency with Area Plan.

- The proposed building was design to respond to both the 2005 Third Ward Area Plan recommendations and the 2006 Third Ward Design Guidelines.
- The specific design of the building is not a part of this zoning change



- The proposed building that would result with this change to C9B(B) has received a Certificate of Appropriateness from the Historic Third Ward Architectural Review Board.
- It was approved as being consistent with the Third Ward Architectural Design Guidelines.



Revised 2006 By:
James Piwoni, AIA

Graphics and Layout By:
Jennifer Fletcher

Area Maps By:
American Design, Inc.

From 1990 Original Edition By:
James Piwoni, AIA
David Reed
Doug Ryhn



- In Summary:
A change from the current C9G Downtown sub-district to the C9B(B) Downtown sub-district is **consistent** with the recommendation of the Area Plan.
- Following is a presentation for compliance with the Site Plan Overlay Zone for the Milwaukee River

333 N. WATER STREET

ZONING, NEIGHBORHOOD
AND DEVELOPMENT COMMITTEE
MEETING

09/14/2021

Hines

MILWAUKEE PUBLIC MARKET

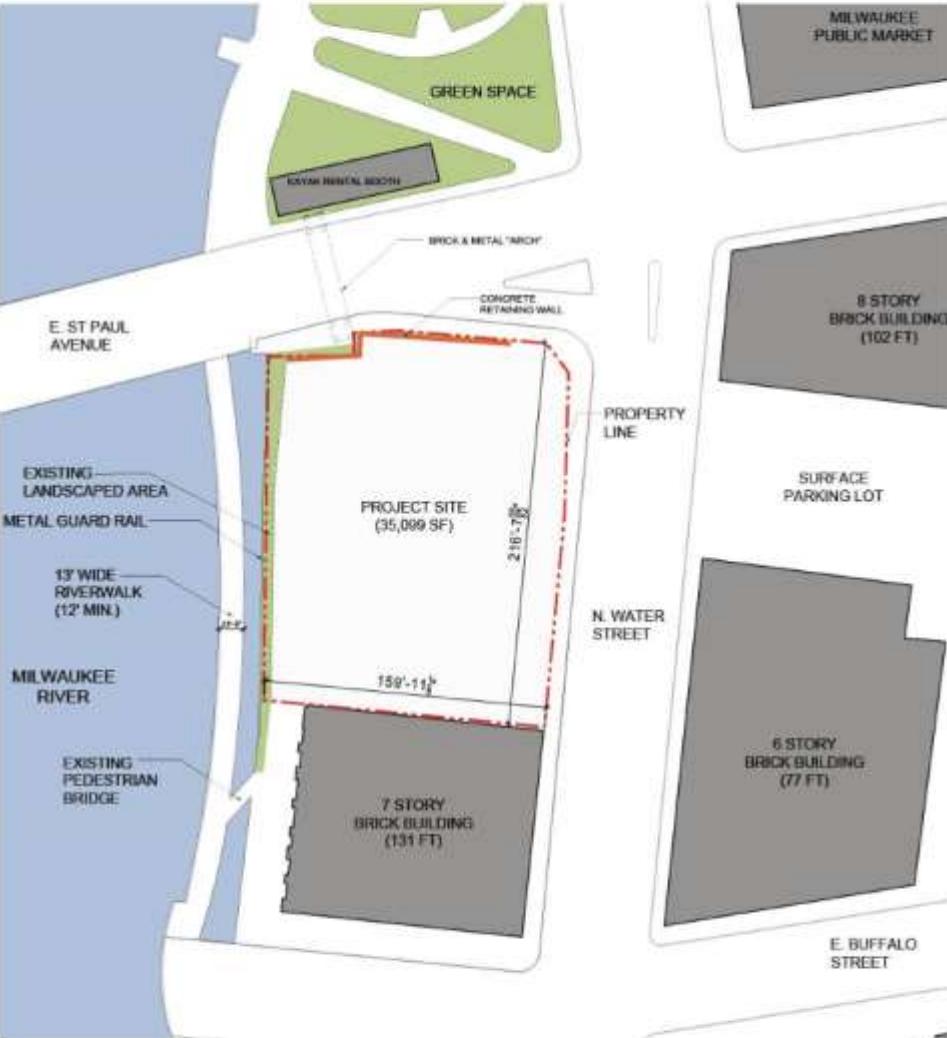
TORIC

THIRD WARD

Project Site Location



Lot Area & Site Photos



Milwaukee's High-Rise Residential Tower Height Diagram



* HEIGHT DATA FROM https://en.wikipedia.org/wiki/List_of_tallest_buildings_in_Milwaukee

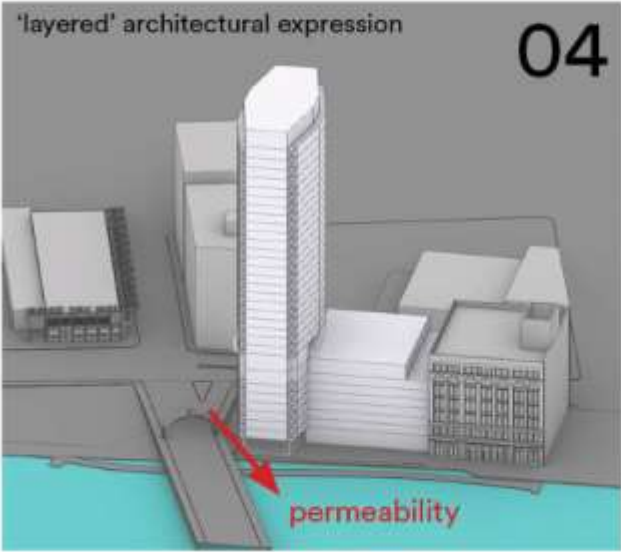
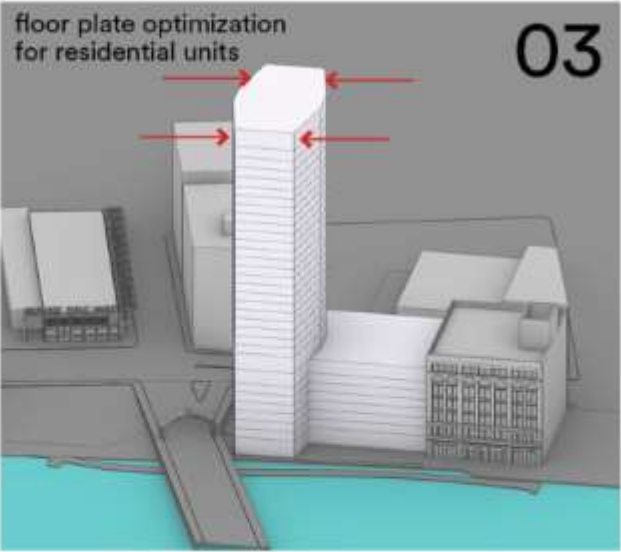
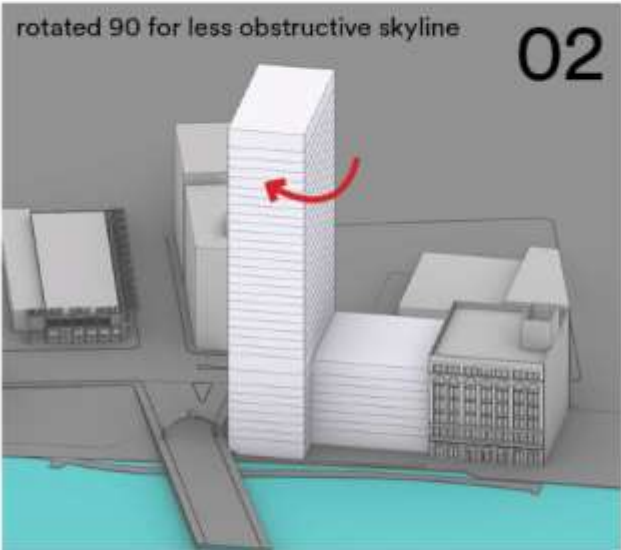
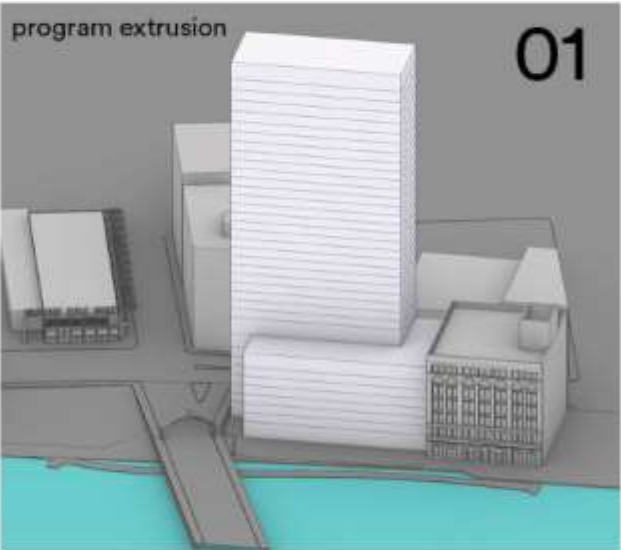


UNIVERSITY CLUB TOWER, MILWAUKEE

Design Influences



Massing Diagram



Gateway view to the Historic Third Ward



The view from East-West Freeway (I-794)



The View across the Milwaukee River



MILWAUKEE PUBLIC NA

The view from Milwaukee Public Market



Riverwalk Aerial View



Potential Mechanical Louvers, door and spandrel glass will be accommodated based on MEP requirements

N. Water Street Elevation



The location and materials of terracing walls are dependent upon retailer requirements.

N. WATER STREET | MILWAUKEE, WI

Street Elevations



N. Water Street Elevation



Riverwalk Elevation

N. Water Street Streetscape View



The Location and Materials of demising walls are dependent upon retailer requirements

N. Water Street & St. Paul Ave Streetscape View



The location and materials of outdoor seating are dependent upon retailer requirements



Riverwalk Connection View

RIVERWALK RESTAURANT

The Location and Materials of demising walls are dependent upon retailer requirements



Riverwalk Streetscape View



Potential Mechanical Louvers, door and spandrel glass will be accommodated based on MEP requirements

315 N. WATER STREET | MILWAUKEE, WI 53203-3022

Building Elevations



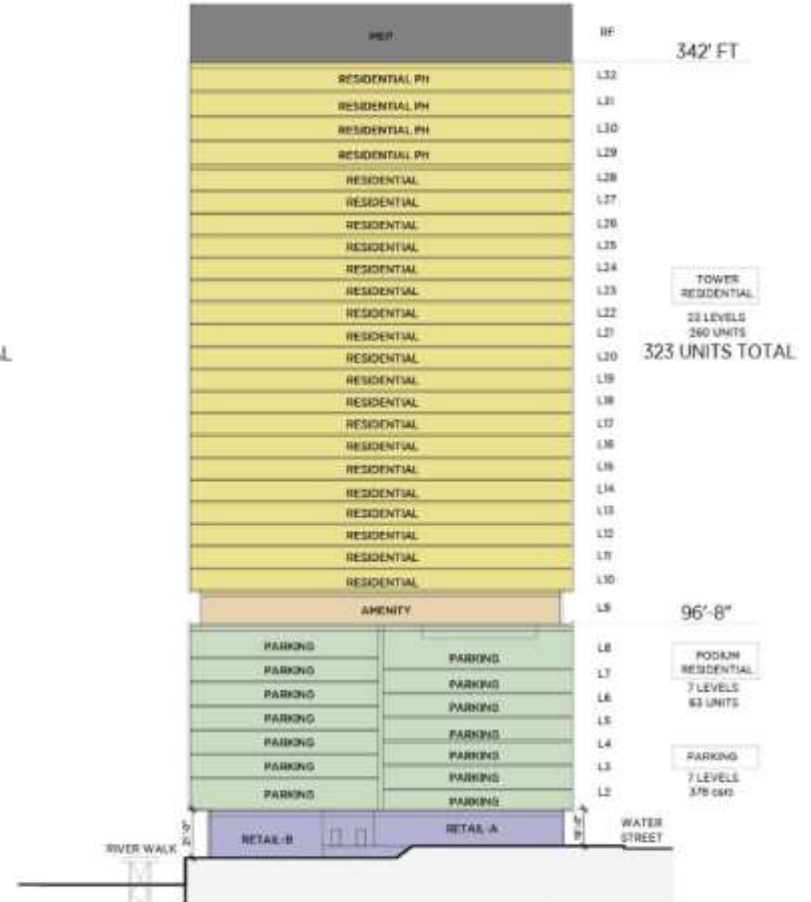
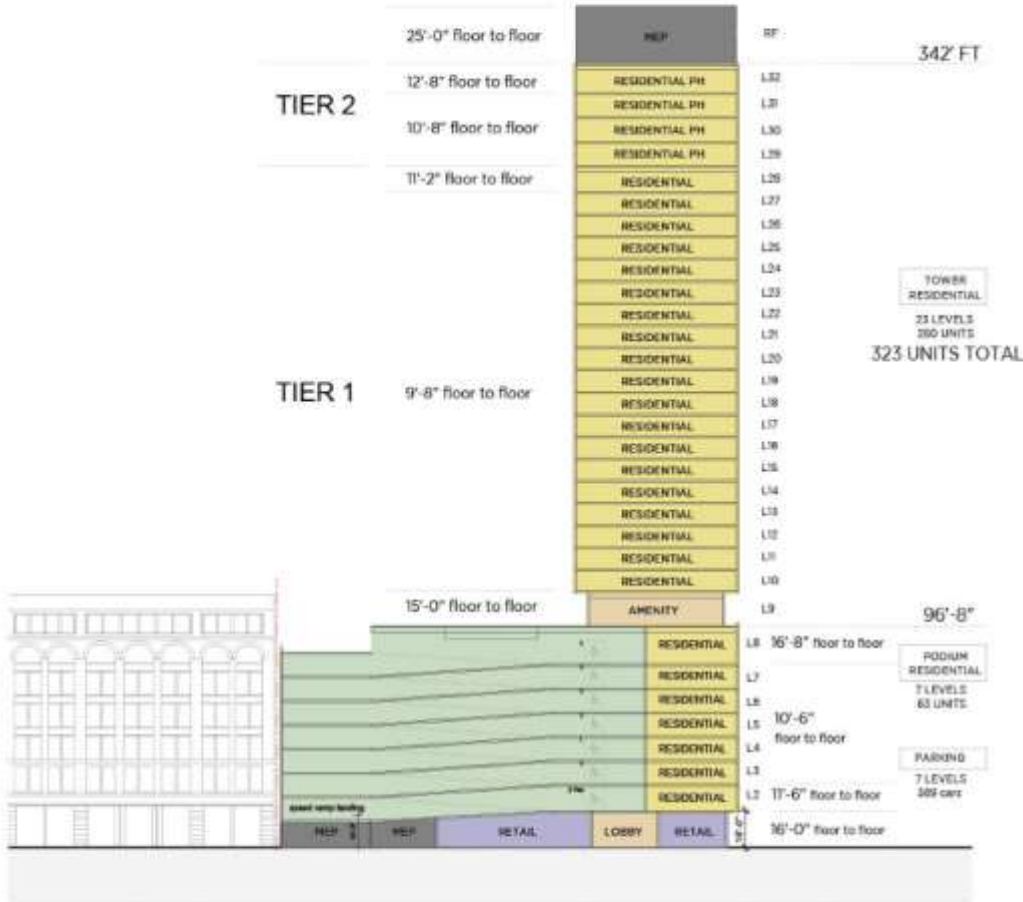
*Metal panel at Tower
 Option 1: Metal composite panel with insulation on metal stud backup
 Option 2: Aluminum plate metal cladding integrated into window wall system

Potential Mechanical Louvers, door and spandrel glass will be accommodated based on MEP requirements

Building Materials



Building Sections



MEP rooms height and location might change dependent upon MEP/code requirements



Ground Floor Plan



MEP rooms size and location might change dependent upon MEP/code requirements

Third Ward Neighborhood Comprehensive Plan

THE COMPREHENSIVE PLAN MAP - EXECUTIVE SUMMARY



Landmark Sites – Prominent or well-known locations are unique development opportunities that call for special designs. Landmark sites and their development offer opportunities for reconsideration of most form policies and design guidelines under prescribed conditions. They should be evaluated on a case-by-case basis. Higher density developments or taller buildings may be located at landmark sites only if the buildings merit special consideration due to the quality of their design and how well they fulfill the urban design opportunity provided by the site. One such design criterion is how well they enhance existing or incorporate new well-defined public spaces.

THIRD WARD NEIGHBORHOOD COMPREHENSIVE PLAN



Moving across the Milwaukee River, the riverfront site at the southwest corner of Water Street and St. Paul Avenue offers a golden opportunity to mark what is possibly the most prominent gateway to the neighborhood. A landmark building on this corner could dramatize this threshold to the neighborhood, complement the Third Ward River Park across St. Paul Avenue, and complete one of the Third Ward's most picturesque vistas.

FAR Calculation

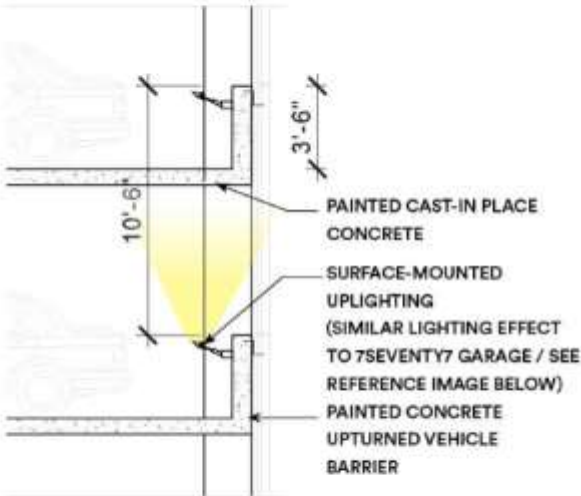
2021-0907

PROPOSED ZONING - C9B-SUB B		
PERMITTED	W	W(LOT AREA) :35,014 SF
	7W	7×W = 7×35,014 = 245,098
	X	X(SURFACE OPEN SPACE) : 7,065 SF
	10X	10×X = 10×7,065 = 70,650
	Y	Y(ROOF TOP OPEN SPACE) : 7,065 SF
	5Y	5×Y = 5×7,065 = 35,325
	AREA (SF)	7W +10X+5Y = 358,358
	FAR	10.23
ACTUAL	AREA (SF)	344,527
	FAR	9.84

Bike room Calculation

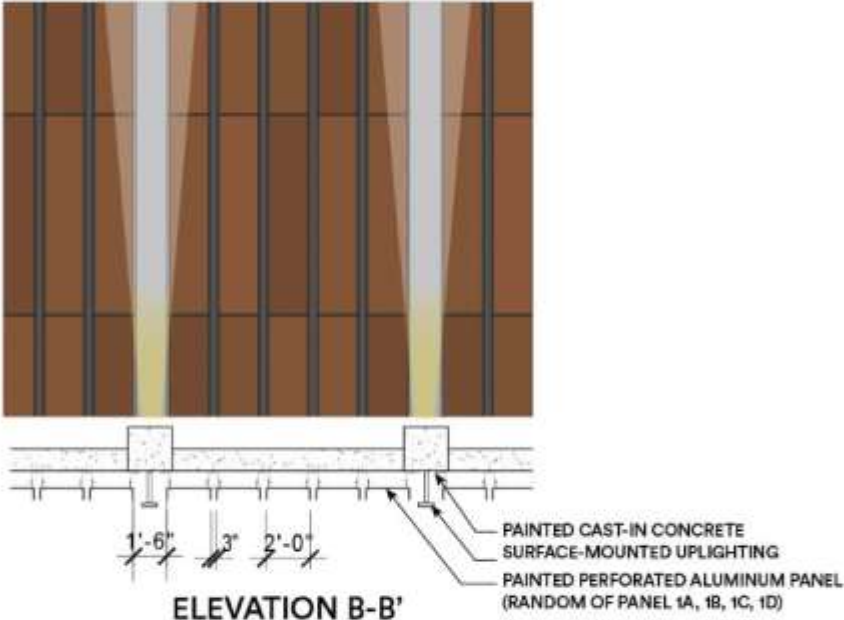
Number of Units		323 units	
Required Bikes for Long-Term Parking	1 / 4 units	81 bikes	
Required Bikes for Short-Term Parking	1/30 units	11 bikes	
	Retail (1/3000 sf)	4 bikes	
	total	15 bikes	
Provided Bikes for Long-Term Parking (Indoor)		83 bikes	
			GROUND 41
			LEVEL 2 7
			LEVEL 3 7
			LEVEL 4 7
			LEVEL 5 7
			LEVEL 6 7
			LEVEL 7 7
			83
Provided Bikes for ShortTerm Parking (Outdoor)		15 bikes	On Water Street Sidewalk Area

Parking Garage Exterior Material & Lighting Detail



SECTION A-A'

Lighting example for painted cast-in concrete (7SEVENTY 7 garage photos)



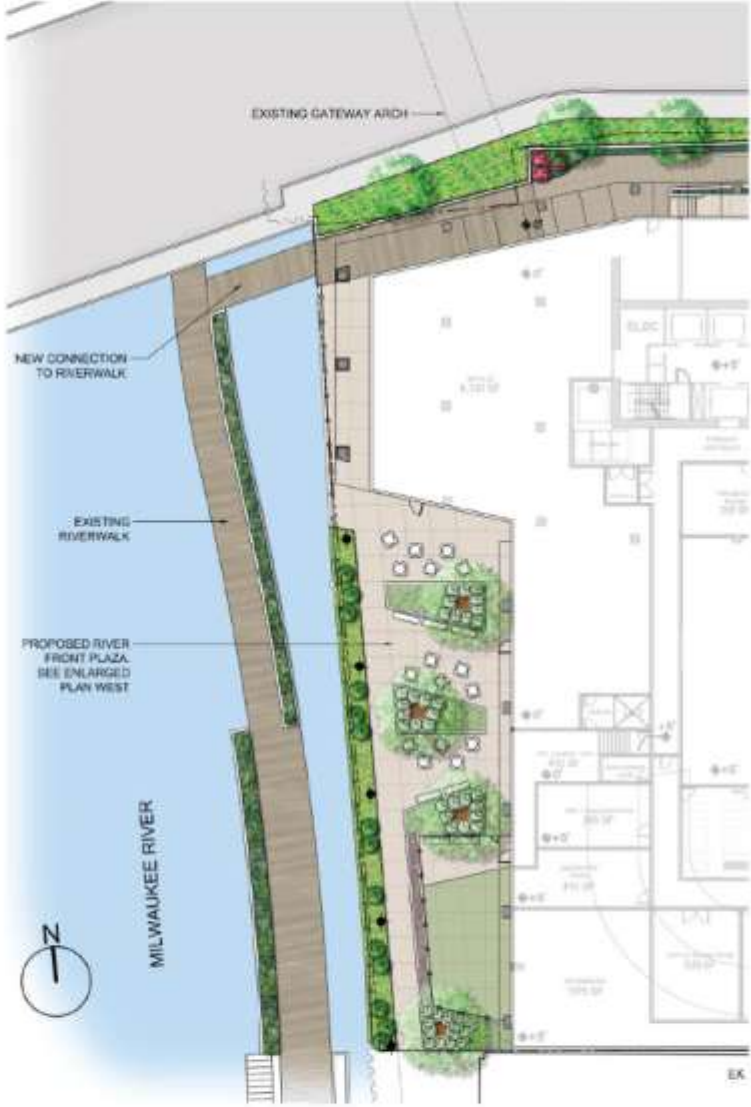
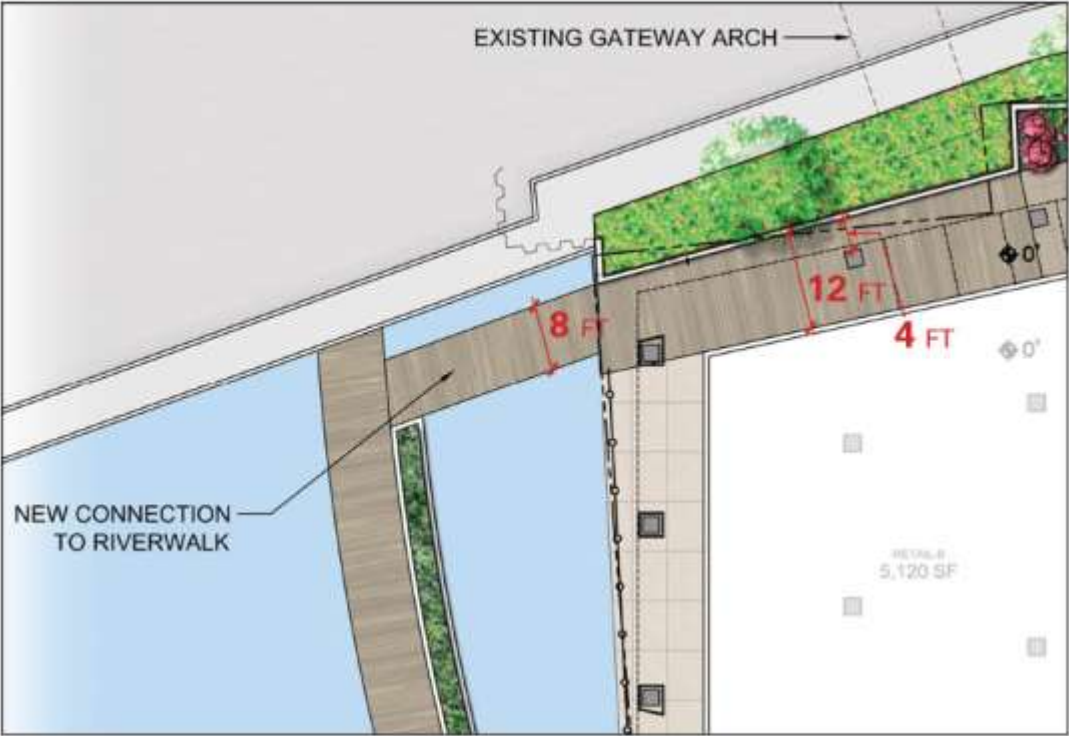
ELEVATION B-B'

Lighting example for vertical reveal



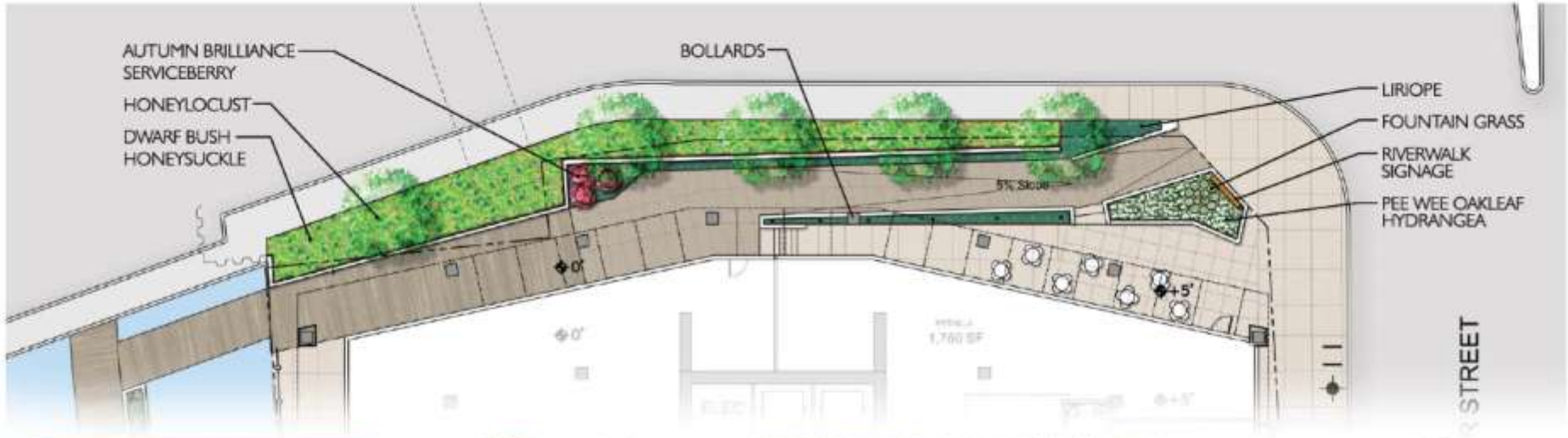
Riverwalk Connection

*Streetscape design is subject to revisions required by DPW



North Plaza Landscape Plan

*Streetscape design is subject to revisions required by DPW



HONEYLOCUST



AUTUMN BRILLIANCE SERVICEBERRY



PEE WEE OAKLEAF HYDRANGEA



DWARF BUSH HONEYSUCKLE



FOUNTAIN GRASS

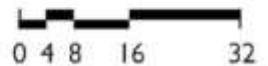


BOLLARDS



LIRIOPE

DANIEL WEINBACH & PARTNERS, LTD.
LANDSCAPE ARCHITECTS



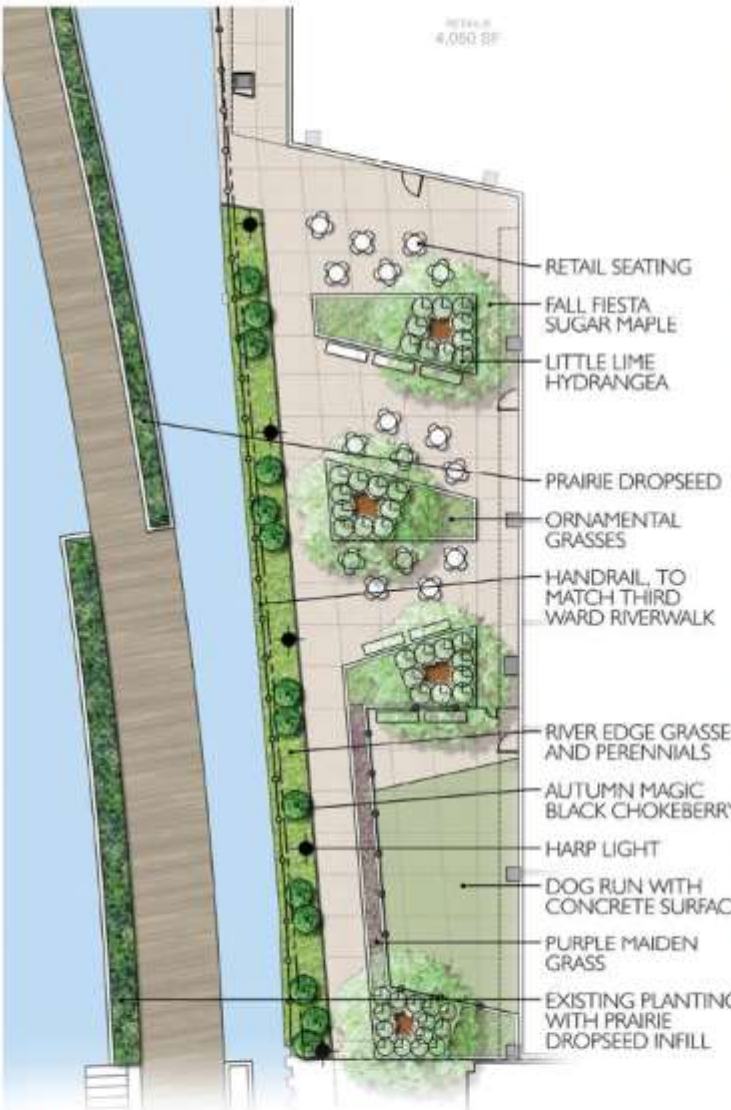
Overall Landscape Plan

*Streetscape design is subject to revisions required by DPW



West Plaza Landscape Plan

*Streetscape design is subject to revisions required by DPW



FALL FIESTA SUGAR MAPLE



LITTLE LIME HYDRANGEA



ALUTM MAGIC BLACK CHOKEBERRY



RIVER EDGE GRASSES & PERENNIALS



DWARF BUSH HONEYSUCKLE



PURPLE MAIDEN GRASS



PRAIRIE DROPSOED



ORNAMENTAL GRASSES



DOG RUN FENCE



HARP LIGHT



HANDRAIL

DANIEL WEINBACH & PARTNERS, LTD.
LANDSCAPE ARCHITECTS



333 N. WATER STREET

Hines

