

ASSOCIATED BANK RIVER CENTER Riverwalk

Site Plan Review Overlay Zone Application
July 27, 2020

Narrative

VISION AND PROJECT SCOPE

This project is based on the vision of the owners of the Associated Bank River Center to provide improvements to the Riverwalk adjacent to the existing buildings at 107 E. Kilbourn Ave. and 131 E. Kilbourn Ave., as well as improvements to the existing building façade at 131 E. Kilbourn, with the goal of elevating the pedestrian experience for the general public as well as for occupants of and visitors to the Associated Bank River Center.

RIVERWALK IMPROVEMENTS

The proposed improvements to the Riverwalk include new surfacing of the ground plane with decorative concrete pavers, both standard and pigmented, with patterning that complements the adjacent buildings and provides aesthetic interest for pedestrians. The new surfacing will encompass the entire Riverwalk within the project scope boundary, including the current locations of six tree grates, to be removed, whose trees have been unable to thrive in this location. Existing City lighting features along the river's edge will remain and will be augmented by new exterior lighting to be integrated into the adjacent building façade.

The site design provides aesthetically pleasing and pedestrian friendly amenities including permanent raised planters with integrated bench seating. These have been designed to create a cohesive relationship with the surrounding architecture and Riverwalk. To provide a variety of pedestrian experiences, planters and benches are located both along the building edges, as well as along the river side of the pedestrian corridor.

- **RIVERWALK ACCESSIBILITY**

The proposed layout has also been designed to create a widened, continuous pedestrian corridor along the center of the Riverwalk. The width of the Riverwalk exceeds 12 feet

throughout the majority of the project scope area, and unobstructed corridors have been designed to exceed 8 feet. This provides greater accessibility than the existing layout of tree grates, with their locations in the center of the corridor creating obstructions to ease of pedestrian travel.

BUILDING IMPROVEMENTS

In concert with the Riverwalk level improvements, a key part of this plan is the renovation of the existing building façade adjacent to the Riverwalk at 131 E. Kilbourn and the addition of a new second floor balcony and roof structure. These enhancements will provide a high-quality, outdoor food and beverage environment that celebrates views of the Milwaukee River while providing increased activation and engagement along the Riverwalk.

A portion of the building façade at Level 2 (balcony level) will be replaced with a folding glass wall, and a new balcony structure will be added, to enable future food and beverage operators to create a continuous indoor-outdoor experience. The building will have an increased sense of openness and connection to the Riverwalk and surrounding urban context. A partially glazed roof with exposed metal framing provides coverage and flexibility for a variety of environmental conditions.

Careful material choices and design elements will not only enhance the user experience at the balcony level (Level 2), but will also enhance the pedestrian experience at the Riverwalk level. The design calls for the use of high-quality materials on the underside of the balcony and the adjacent wall that extends down to the Riverwalk level. Integrated lighting along the underside of the balcony and the adjacent wall establish a sense of place and create visual interest and design continuity between site and building, emphasizing the architectural features and site amenities, such as planters and bench seating.

Modern building and site design elements will work cohesively to provide a strong new presence along the Riverwalk, while complimenting the existing architecture, creating a destination that encourages increased pedestrian activity and engagement of the space.

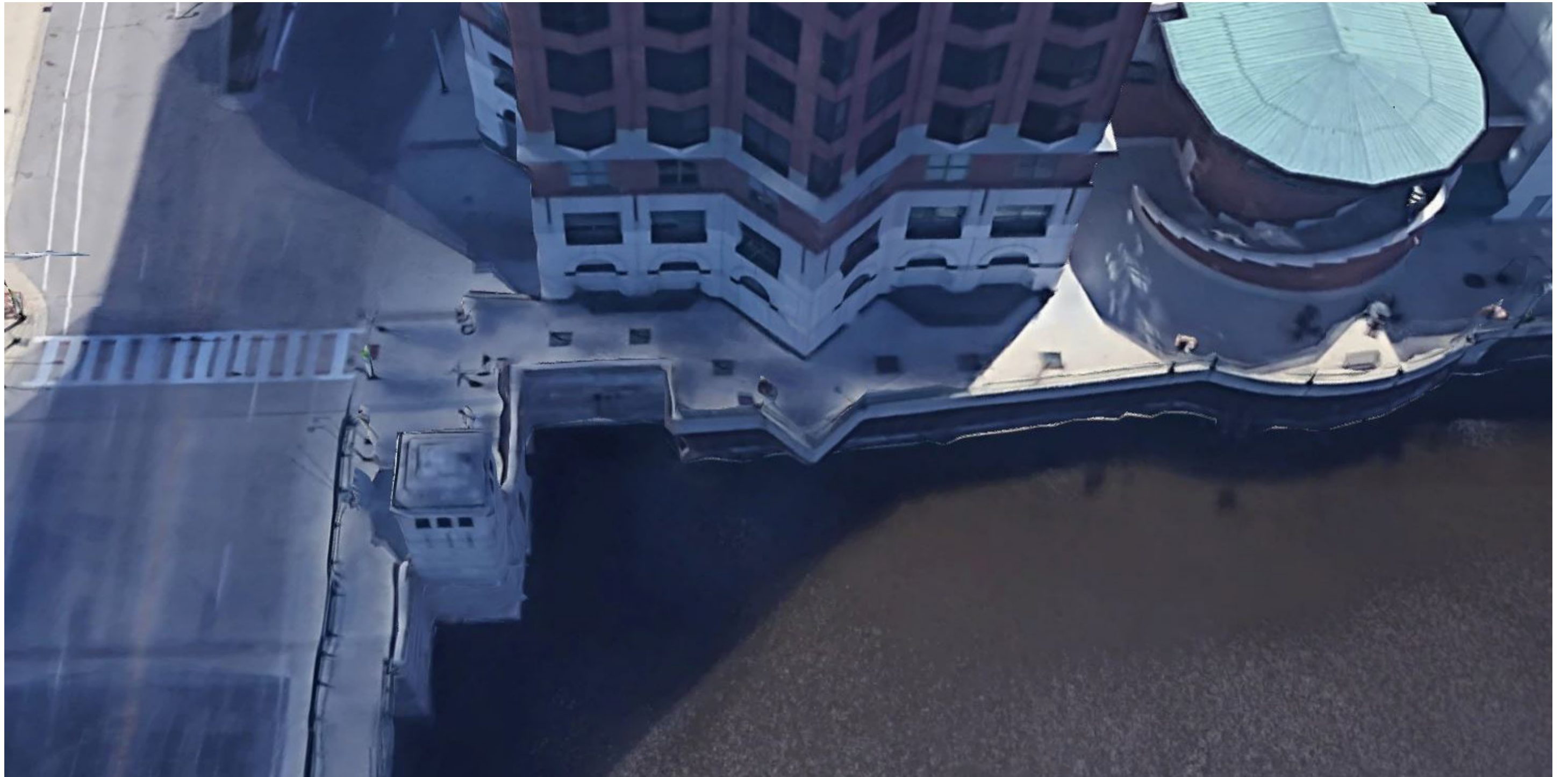
- **BUILDING ACCESSIBILITY**

As part the scope of a separate project currently underway within the Associated Bank River Center, accessibility is being increased to Level 2 (balcony level) with the addition of a new elevator stop on Level 2. The elevator lobby will be accessible via the 111 E. Kilbourn lobby. The existing stair that connects from Level 2 (balcony level) to Ground Level (Riverwalk level) is designed mainly as an egress stair and not intended to be an access point to the building.

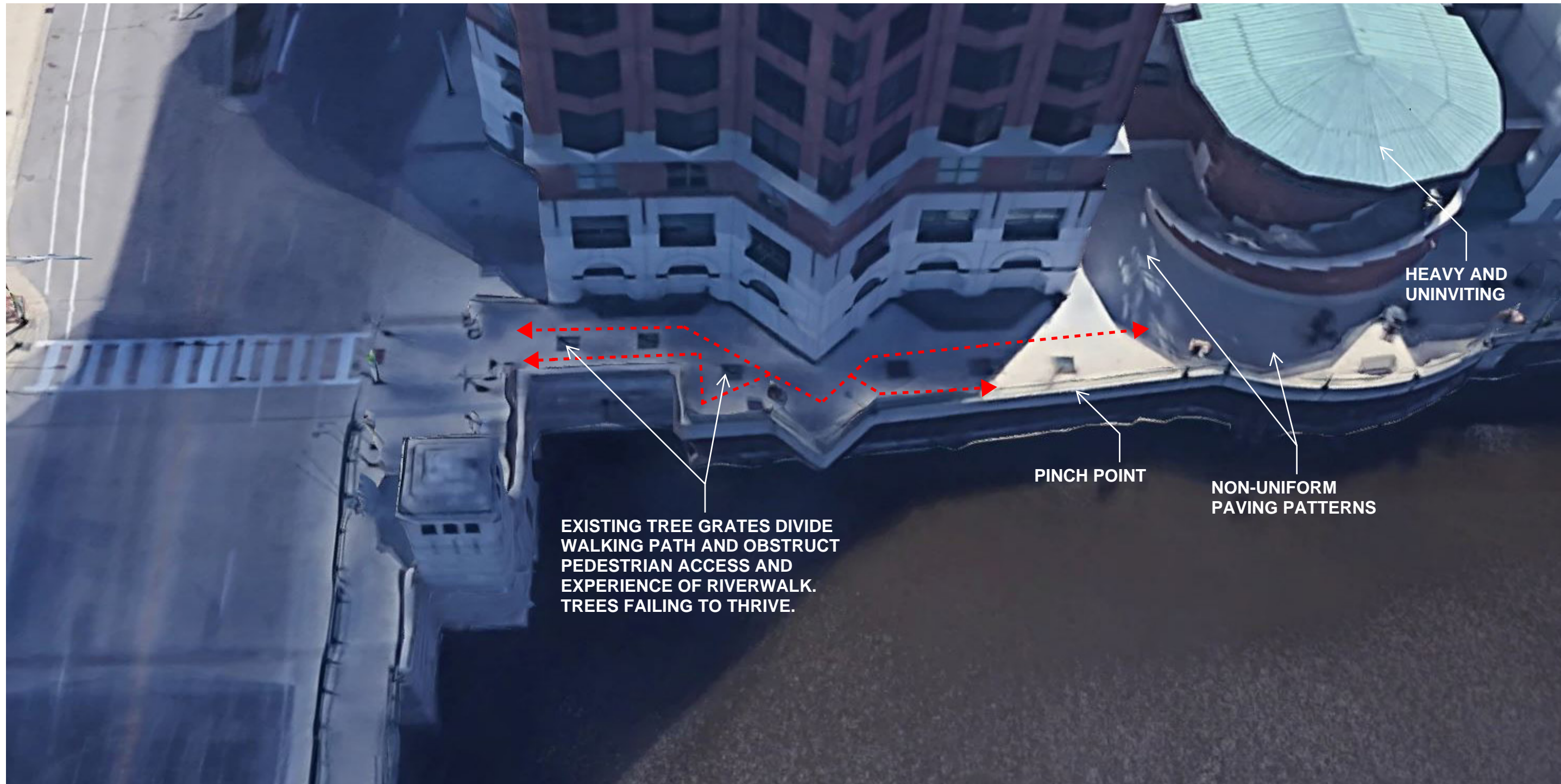
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EXISTING RIVERWALK & ADJACENT BUILDING



EXISTING TREE GRATES DIVIDE WALKING PATH AND OBSTRUCT PEDESTRIAN ACCESS AND EXPERIENCE OF RIVERWALK. TREES FAILING TO THRIVE.

PINCH POINT

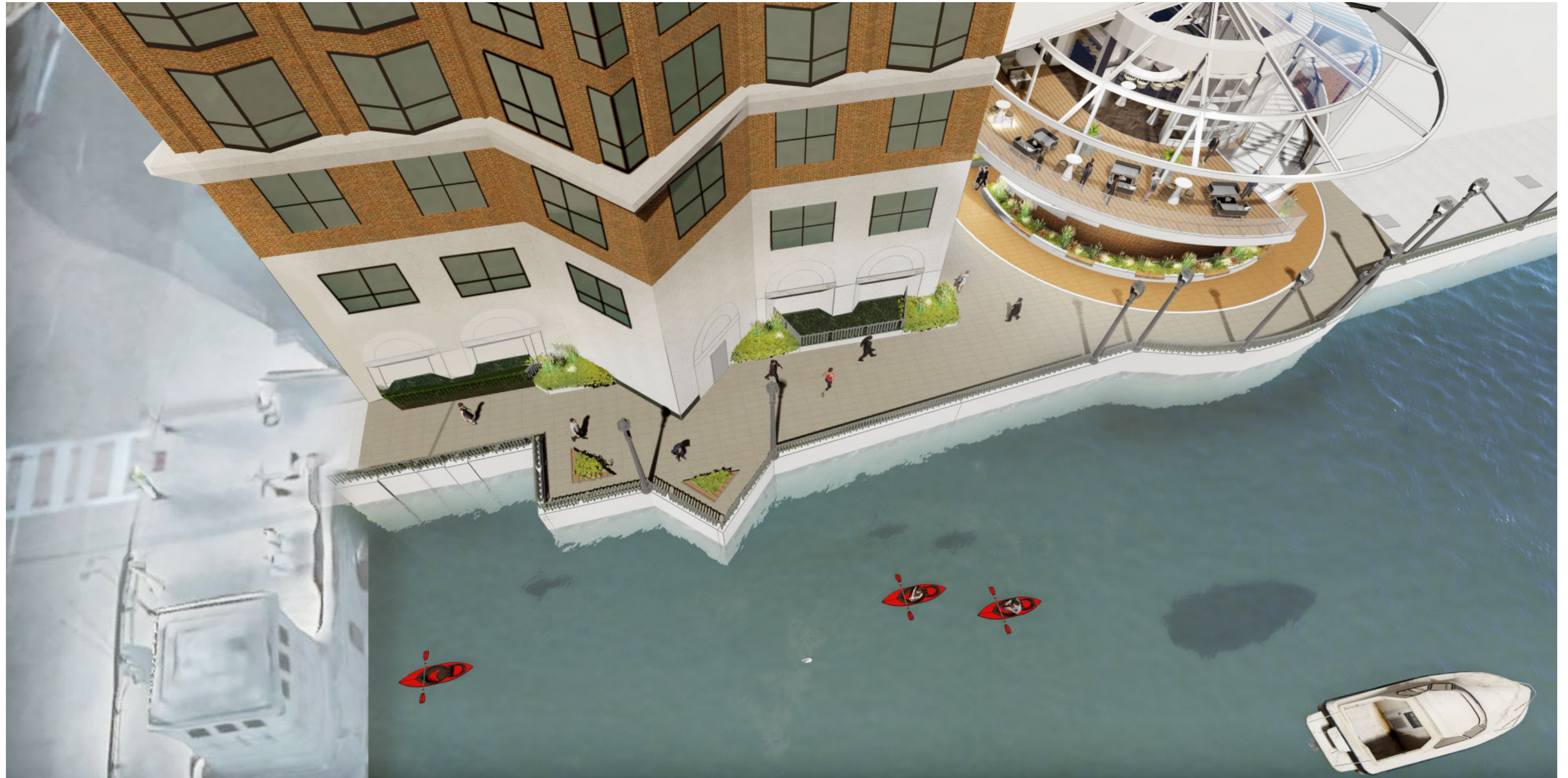
NON-UNIFORM PAVING PATTERNS

HEAVY AND UNINVITING

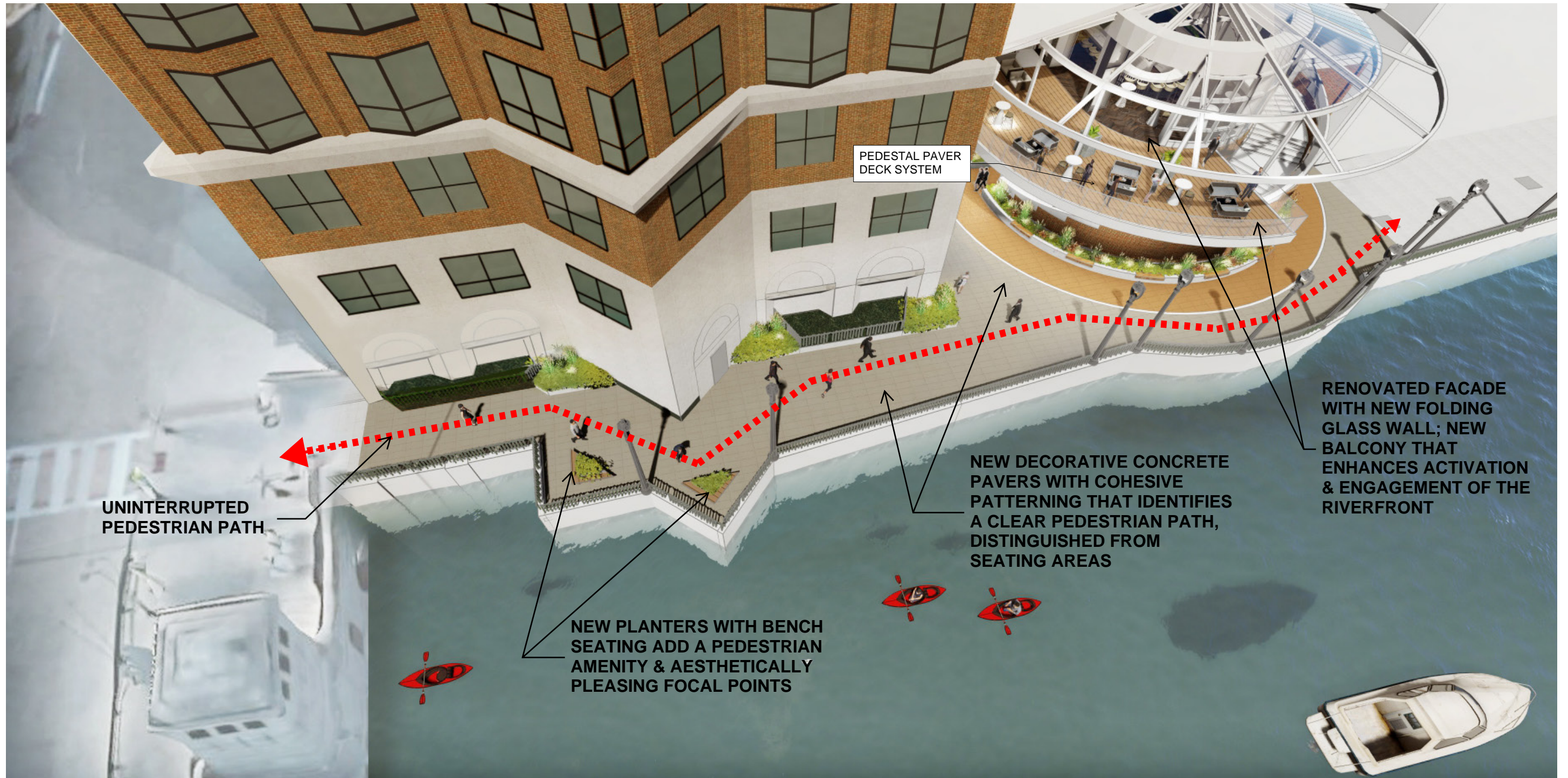
EXISTING RIVERWALK & ADJACENT BUILDING



EXISTING RIVERWALK & ADJACENT BUILDING



PROPOSED RIVERWALK & BUILDING IMPROVEMENTS



**UNINTERRUPTED
PEDESTRIAN PATH**

**PEDESTAL PAVER
DECK SYSTEM**

**NEW DECORATIVE CONCRETE
PAVERS WITH COHESIVE
PATTERNING THAT IDENTIFIES
A CLEAR PEDESTRIAN PATH,
DISTINGUISHED FROM
SEATING AREAS**

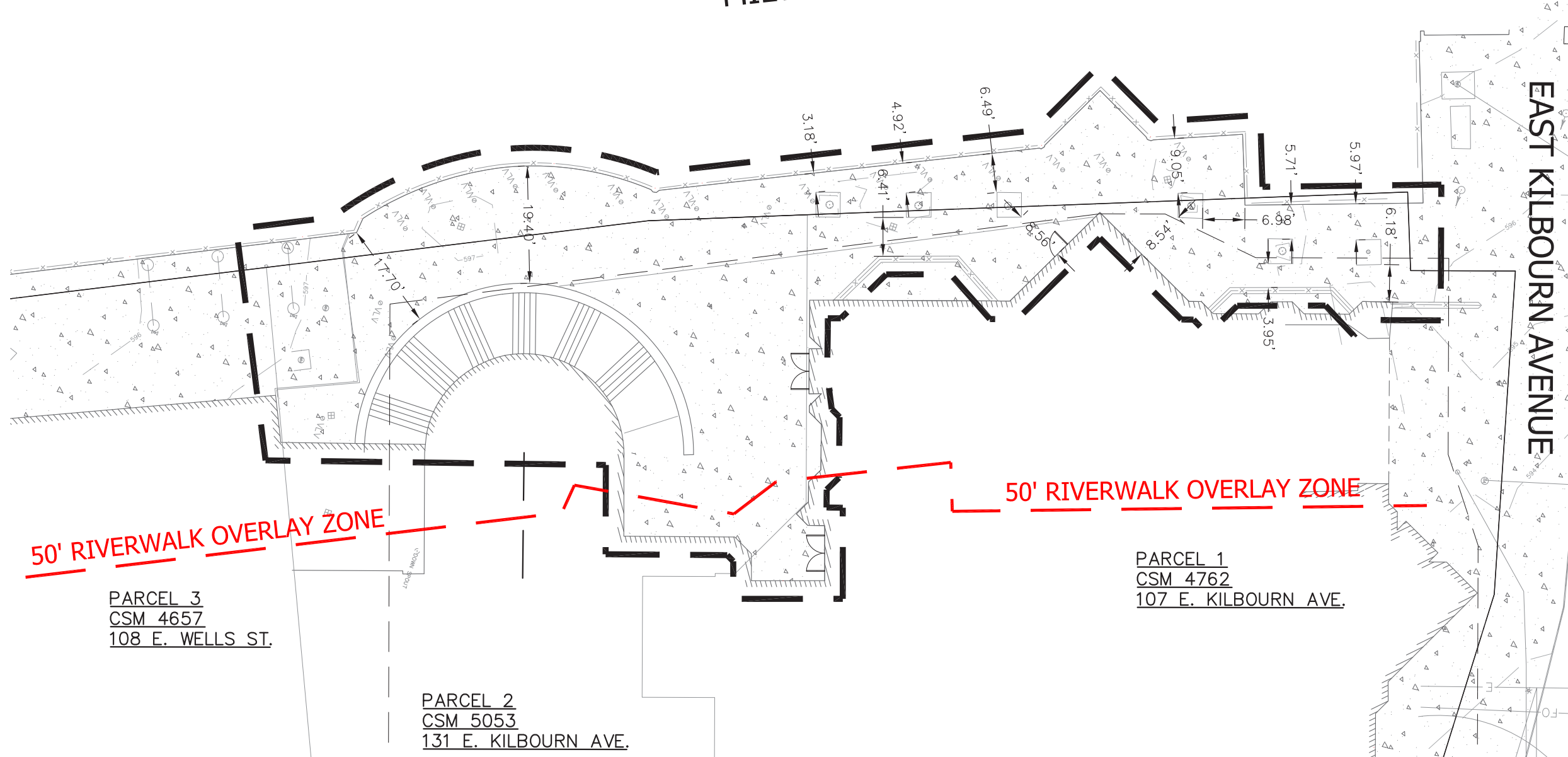
**RENOVATED FACADE
WITH NEW FOLDING
GLASS WALL; NEW
BALCONY THAT
ENHANCES ACTIVATION
& ENGAGEMENT OF THE
RIVERFRONT**

**NEW PLANTERS WITH BENCH
SEATING ADD A PEDESTRIAN
AMENITY & AESTHETICALLY
PLEASING FOCAL POINTS**

PROPOSED RIVERWALK & BUILDING IMPROVEMENTS

MILWAUKEE RIVER

EAST KILBOURN AVENUE



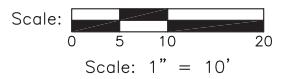
50' RIVERWALK OVERLAY ZONE

50' RIVERWALK OVERLAY ZONE

PARCEL 3
CSM 4657
108 E. WELLS ST.

PARCEL 2
CSM 5053
131 E. KILBOURN AVE.

PARCEL 1
CSM 4762
107 E. KILBOURN AVE.



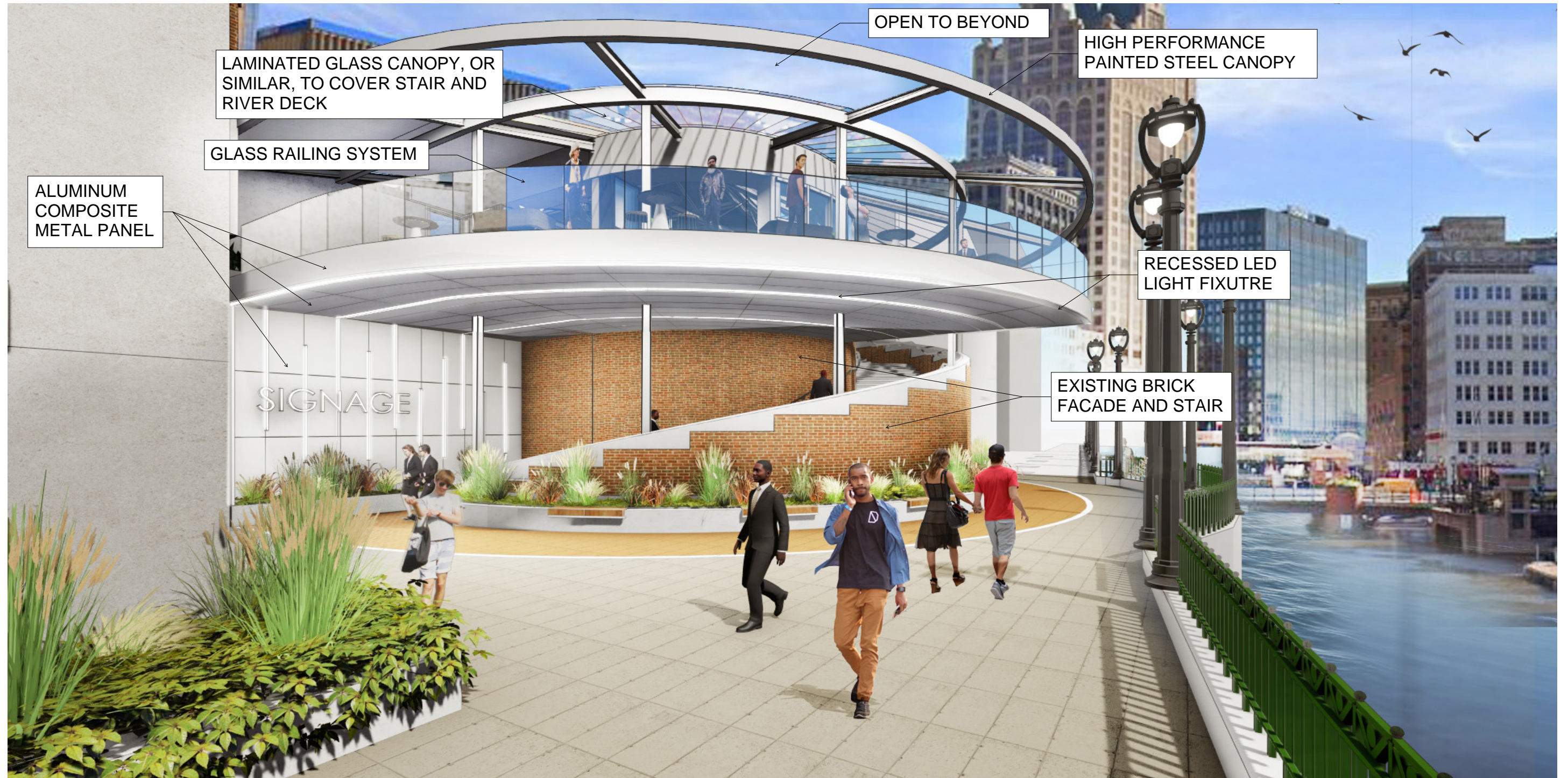
EXISTING CONDITIONS PLAN



PROPOSED RIVERWALK & BUILDING IMPROVEMENTS



PROPOSED RIVERWALK & BUILDING IMPROVEMENTS



LAMINATED GLASS CANOPY, OR SIMILAR, TO COVER STAIR AND RIVER DECK

OPEN TO BEYOND

HIGH PERFORMANCE PAINTED STEEL CANOPY

GLASS RAILING SYSTEM

ALUMINUM COMPOSITE METAL PANEL

RECESSED LED LIGHT FIXTURE

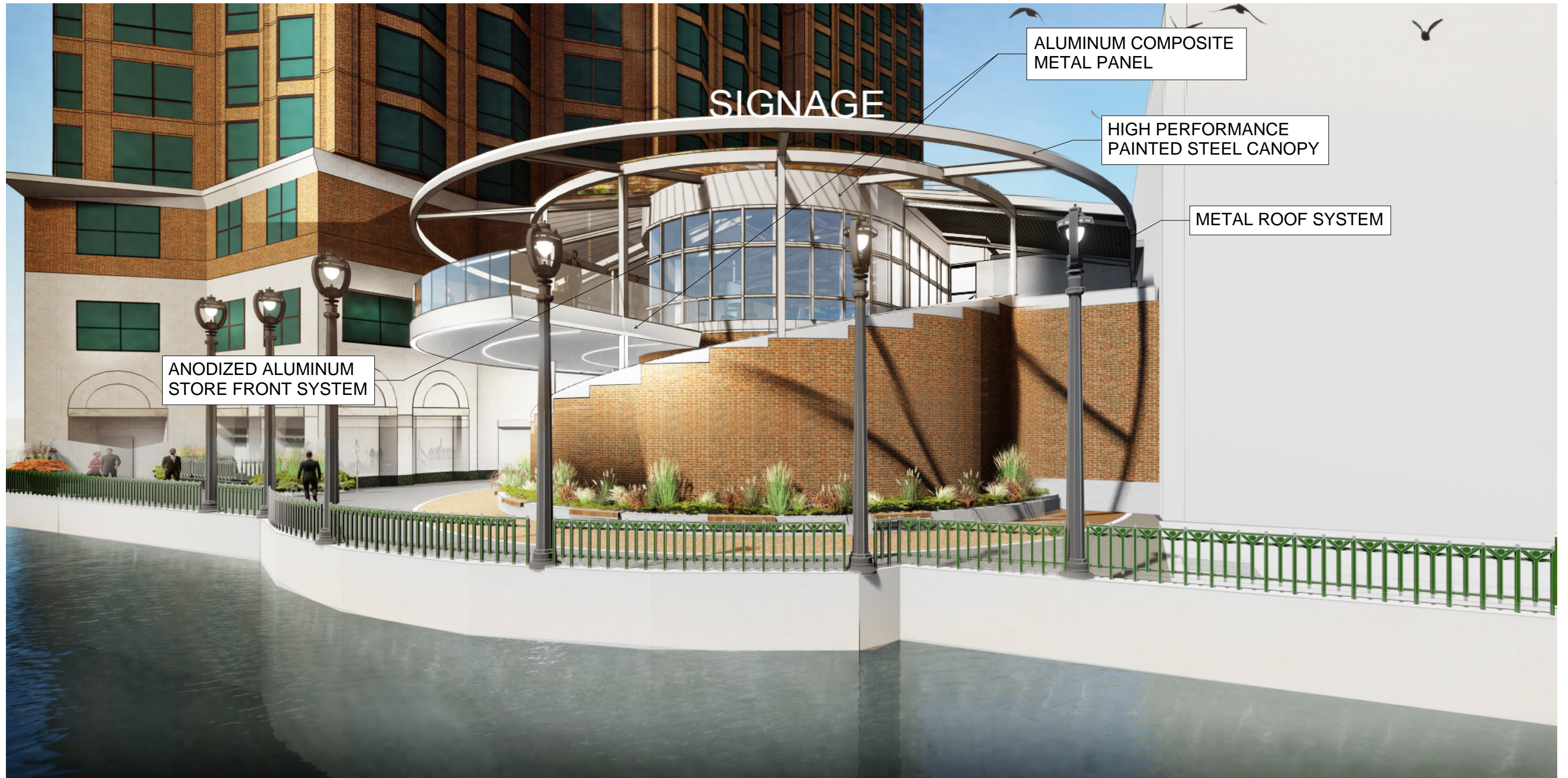
SIGNAGE

EXISTING BRICK FACADE AND STAIR

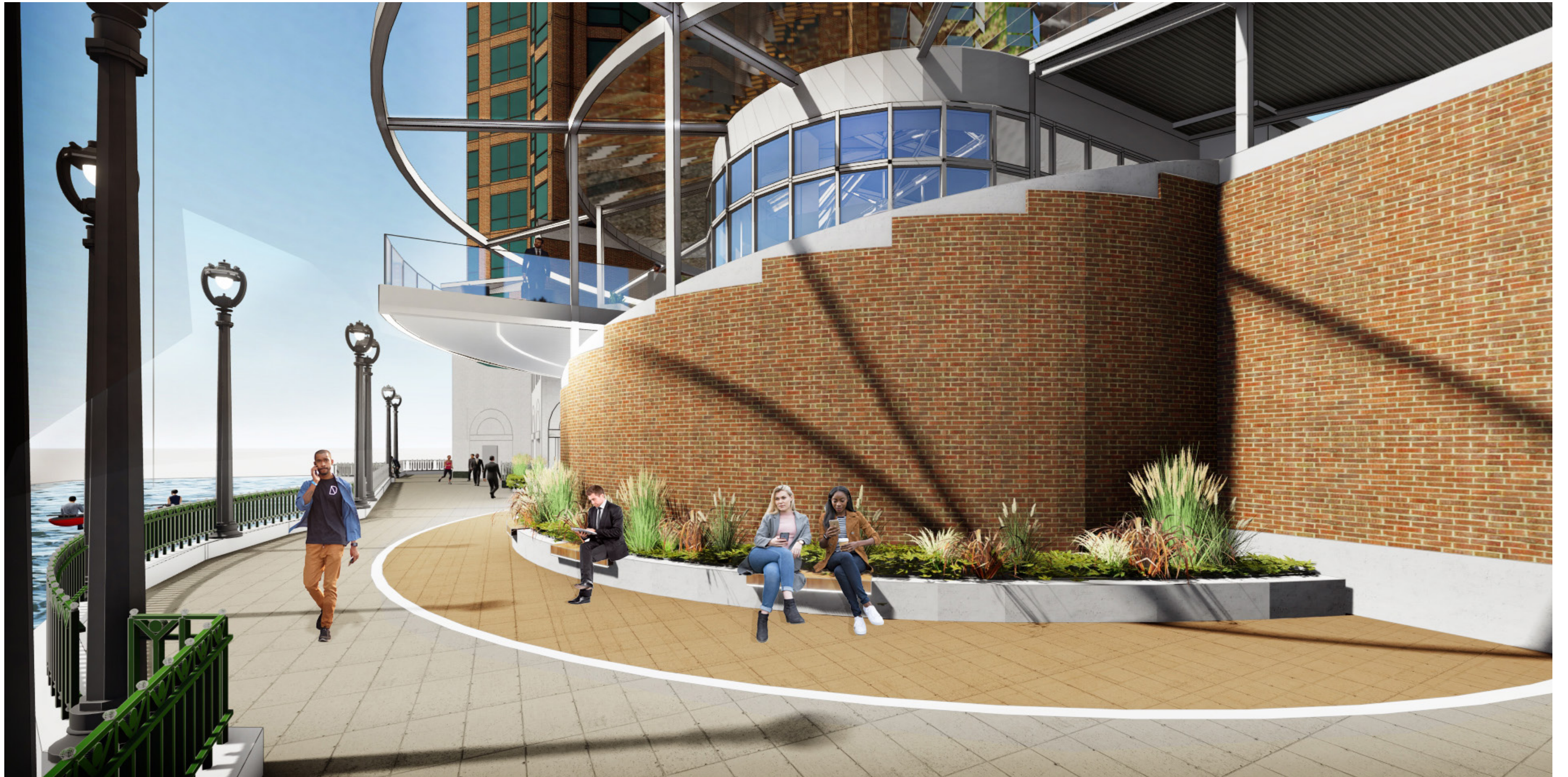
PROPOSED RIVERWALK & BUILDING IMPROVEMENTS



PROPOSED RIVERWALK & BUILDING IMPROVEMENTS



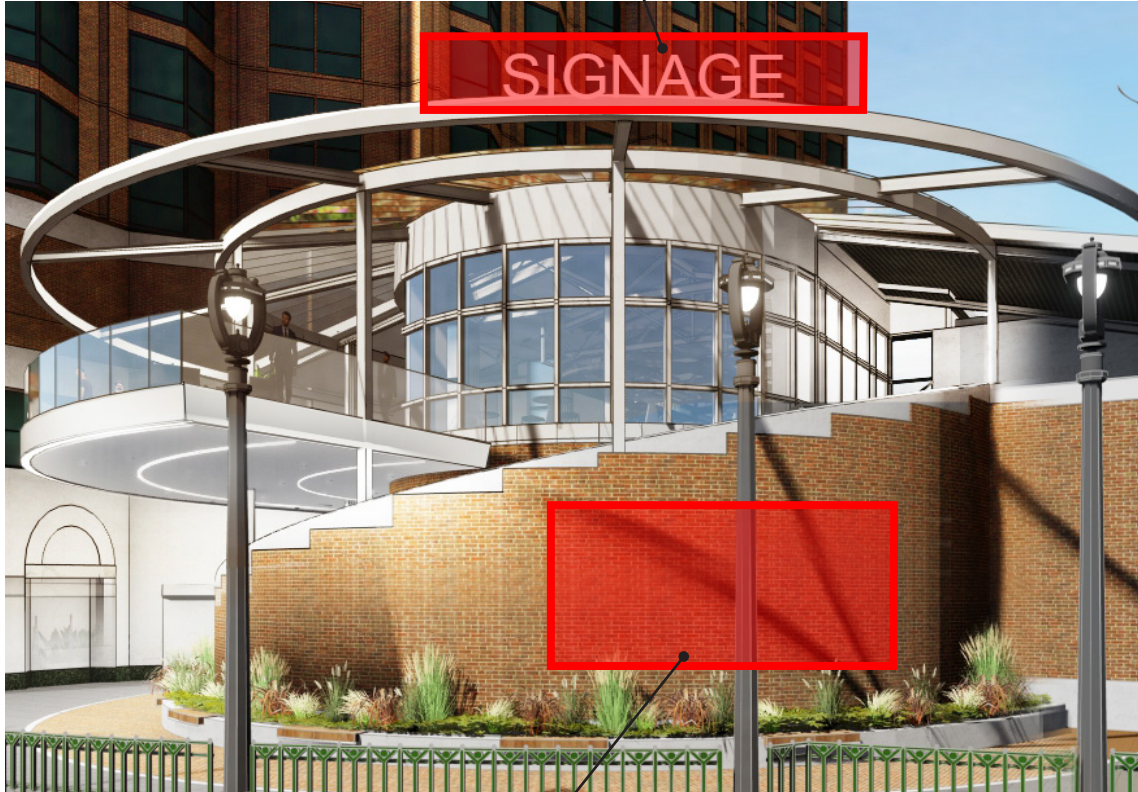
PROPOSED RIVERWALK & BUILDING IMPROVEMENTS



PROPOSED RIVERWALK & BUILDING IMPROVEMENTS

SIGNAGE LOCATION #1

Potential signage area to have overall dimensions no greater than 5'-0" in height and 20'-0" in width and will consist of Type A signage, designed per requirements of the Milwaukee Zoning Code.

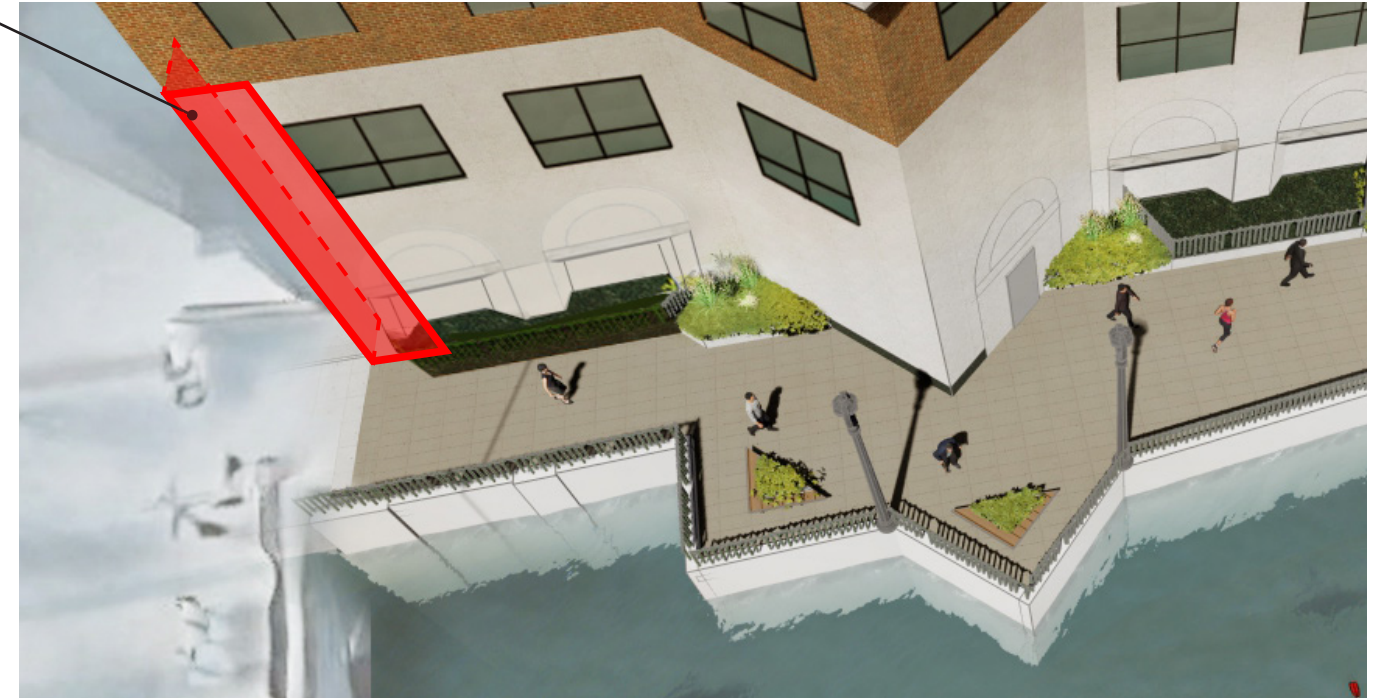


SIGNAGE LOCATION #2

Potential signage area to have overall dimensions no greater than 8'-0" in height and 16'-0" in width and will consist of Type A signage, designed per requirements of the Milwaukee Zoning Code.

SIGNAGE LOCATION #3

Potential signage area to have overall dimensions no greater than 35'-0" in height and 14'-0" in width and will consist of Type A signage, designed per requirements of the Milwaukee Zoning Code.



SIGNAGE LOCATION #4

Potential signage area to have overall dimensions no greater than 8'-0" in height and 16'-0" in width and will consist of Type A signage, designed per requirements of the Milwaukee Zoning Code.



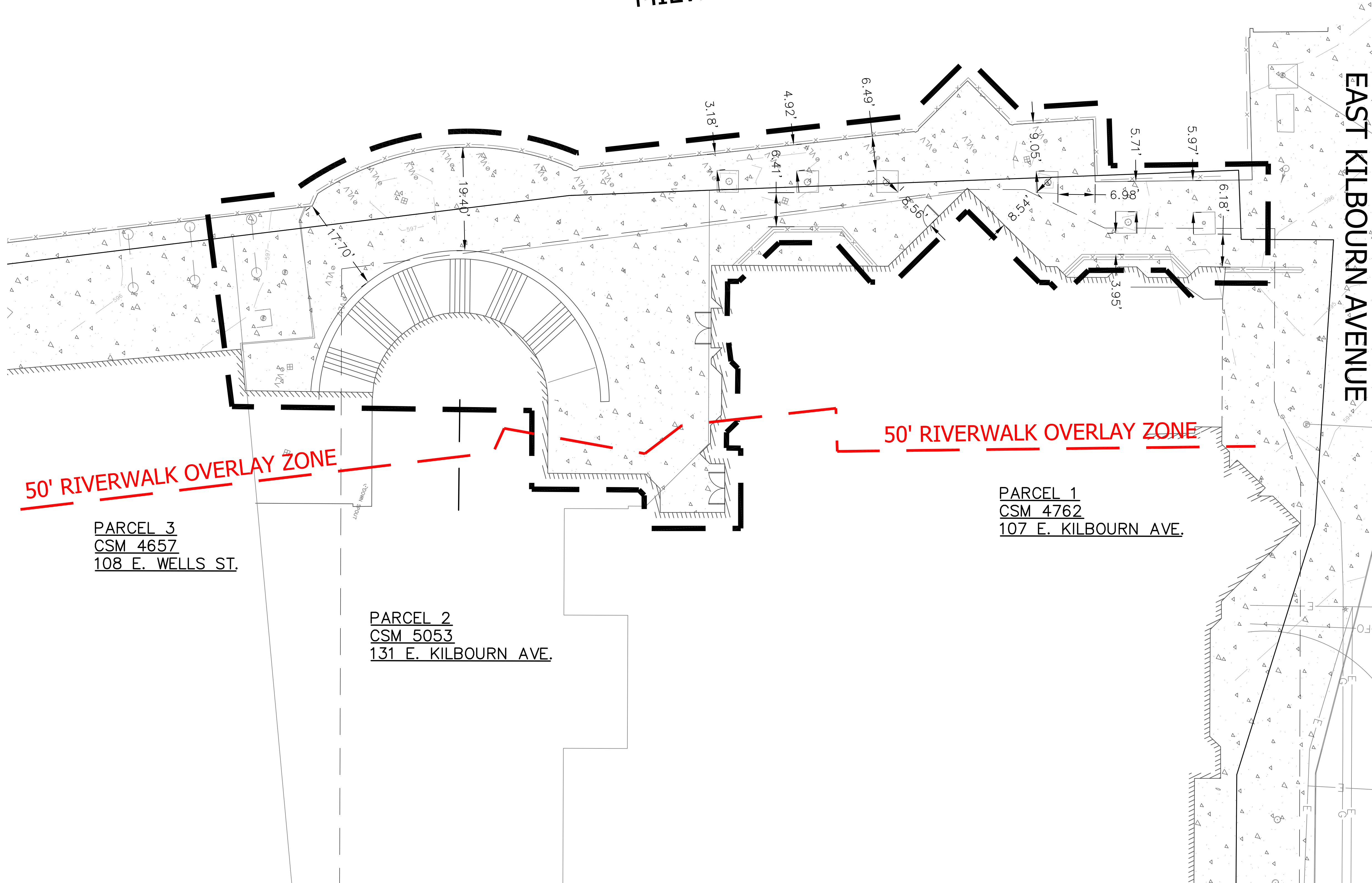
POTENTIAL SIGNAGE LOCATIONS



THANK YOU

MILWAUKEE RIVER

EAST KILBOURN AVENUE



50' RIVERWALK OVERLAY ZONE

50' RIVERWALK OVERLAY ZONE

PARCEL 3
CSM 4657
108 E. WELLS ST.

PARCEL 2
CSM 5053
131 E. KILBOURN AVE.

PARCEL 1
CSM 4762
107 E. KILBOURN AVE.

Revisions

100% SCHEMATIC
DESIGN SET

MILWAUKEE
CENTER: PHASE 2

111 E KILBOURN AVENUE
MILWAUKEE, WI 53202

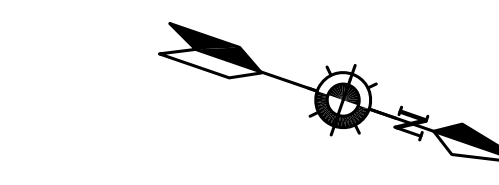
Date Issued: 6/26/20

RINKA project #: RINKA PROJECT #:
170831.10
Sheet Title

EXISTING
CONDITIONS PLAN

Sheet #

C100



Scale: 0 5 10 20
Scale: 1" = 10'



Dial 811 or (800)242-8511
www.DiggersHotline.com

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EXISTING SITE & BUILDING PHOTOGRAPHS