

## **The Sterling Condominiums**

The Sterling is a proposed mixed-use building on Milwaukee's East Side. The Building will reinforce the growing strengths of the neighborhood by providing retail space and housing units to the area, as well as a significant amount of parking.

Located one block from the key Brady St. and Farwell Avenue intersection, the Sterling will contain approximately ten thousand square feet of ground floor retail space on busy Farwell Avenue, the largest contiguous available retail space in the local community. This will allow a significant retail presence to serve this area, one of the highest density residential areas in the State, which is underserved in a number of retail categories. The on-street retail presence is enhanced by large glass storefronts allowing the flexibility and stimulation that energetic retailing can provide to the pedestrian. Awnings and retail signage provide a transition to the condominium residences above.

The housing will be exceptional. One hundred and twelve condominium residences on eight floors will be constructed in response to the anticipated demand in this location - a density consistent with the area. The entry and lobby for the condominiums will be located on quiet Royall Street. Almost all condominium units, located on the fourth through tenth floors, include large bays allowing panoramic views of Lake Michigan, downtown, or the city. Floor to ceiling glass curtain walls and substantial balconies emphasize the openness to the views and maximizes daylight in the unit. These units will be focused on the mid-market; almost half of the condominiums will be priced under \$200,000 for a large one-bedroom unit, which includes luxury features such as nine-foot high ceilings and cantilevered glass bays. The price range will begin from under \$170,000 to upper floor terrace residences priced over \$300,000.

A substantial amount of indoor parking, 213 spaces, is provided by the project for the public, condominium owners and the retail uses. 71 of these parking spaces replace the existing public parking as required by the RFP and the remaining parking spaces are 39 more than required by zoning. One-and-a-half levels of parking are located below grade and two-and-a-half levels above grade behind and above the street level retail uses.

The building, including below ground parking, is located on the lot line on all streets and the alley. On the north the building is located on the lot line for the first three stories and set back 1.0 feet 8 inches on the upper floors. A fourth floor terrace provides open space for the condominium.

The materials selected for this preliminary design include curtain walls for the cantilevered bays, responding to the project's steel frame and open views, contrasted by brick for the solid area of the elevations. A masonry material to complement the brick will be used for the base of the building at the entry and the above ground parking floors.