

Lee, Chris

From: Tory Schulz <tory.schulz@gmail.com>
Sent: Tuesday, July 7, 2026 8:32 AM
To: Lee, Chris
Subject: Regarding application 252190

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Dear Plan Commission Members

My name is Tory Schulz. I am a resident at 212 S. Barclay St and am providing written objection to the proposed Detailed Planned Development at 234 S. Water Street, otherwise known as 'the Everertt.'

The City has for many years maintained a strong zoning code that promotes responsible development. These efforts began during the tenure of Peter Park and were further advanced and supported by Robert Greenstreet. They resulted in the numerous development districts and guidelines that supported the efforts to improve and modernize them.

The proposed building unfortunately, does not follow the established guidelines and ordinances. It fails both on the test of context and compatibility. Both the Zoning code as well as the recently completed Harbor District Guidelines, adopted as part of the City's Comprehensive Plan, make reference either directly or indirectly to these concepts.

Per Zoning Code 295-907.1.c, the purpose of the Detailed Development is to "Encourage Development compatible with it' surroundings."

Sections 295-907.2.b-7 as well as 2.c-11, require the submission of photographs of the site and surrounding context. This is to ensure that the proposed building is in fact compatible with its surroundings.

Context and compatibility continue to be common themes found throughout the Harbor District Water and Land Use Plan.

Pages 37, 38 and 39 of the guide all provide language that stresses the importance of context and compatibility. They note that "The land use mix and design strategies will encourage development while preserving the historic character of the area." Item #3 in the Land Use and Built Form Recommendations section requires that "Design infill development and new construction to respect existing context while contributing to the architectural quality of the neighborhood." Item #4 discourages blank and other non-pedestrian friendly facades whereas Item #12 notes that mid-rise development is best.

Providing even more direction is Item #7 in the Building Forms section. It notes that "New developments should complement the existing physical form of the urban environment..."

With this in mind, the proposed building fails the context and compatibility test. The most immediately adjacent buildings are 5 and 6 stories. Both MIAD and Marine Terminal Lofts, immediately across the Milwaukee River are 4 stories. The proposed building is more than double the height and stories of its tallest adjacent neighbor. This would be evident in the required photo submission previously noted.

Additionally, with the exception of the corner of the building on S. Water St. and Pittsburgh, a blank facade. The first four levels of the building are parking and while there is an attempt to hide this feature behind

windows with black glass, the overall result is an overwhelmingly unfriendly pedestrian experience. No other building on S. Water Street or even the developments along Erie St. have a facade like the one proposed.

Finally, approval of this project will be precedent setting. All future projects in this area that come before this commission along will reference this project as part of their proposal. I doubt anyone wants a canyon wall of 12 story-plus buildings defining the river's edge.

As was commented during the development of the Harbor District Guidelines: **"This is a great opportunity, don't mess it up!"** (p. 32.)

Thank you for your time and consideration,

Tory Schulz