



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

Rocky Marcoux
Commissioner
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Deputy Commissioner
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May 13, 2020

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 191898 relates to a 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.

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. This file amends the initial basic design standards adopted at the time of the creation of the SPROZ, replacing them with detailed design standards that were developed specially for the portion of the Milwaukee Riverwalk that will be developed within the Harbor District.

The standards include a proposed Riverwalk network routing 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.

At the virtual City Plan Commission meeting on May 11, 2020 multiple presenters walked the commissioners through the development of the standards, the vision for the Riverwalk, and specific dimensions and material choices. Sam Leichtling and Alyssa Remington of the Department of City Development first explained the request for proposal process and the consultation with property owners within the SPROZ. Dan Adams of Harbor District Inc. spoke about their involvement, partnership with the City, and excitement over the design standards which would reflect the Harbor District's "Gritty, Green, Real" identity.

Commissioners asked for more details on the public engagement aspect of the process. The team elaborated on the stakeholder engagement which included habitat focus groups, a presentation at the BID 51



August 2019 open house, a booth at Harbor Fest 2019, an identity and signage survey for BID 51 board members and the design standards selection committee, and a presentation of the proposed design standards at a meeting in February of 2020 that all SPROZ property owners received mail and email invitations to attend.

Since the standards reflect the unique context of the Harbor District and were developed with significant public engagement, the City Plan Commission at its regular meeting on May 11, 2020 recommended approval of the subject file.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rocky Marcoux', with a stylized flourish at the end.

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Perez
Ald. Dimitrijevic