

LOWER WATER STREET DISTRICT

The Development Code converts the planning concepts in the Master Plan into rules governing the buildings, streets, and public places in the redevelopment area.

Building Height Range, Landmarks, and Special Features

In order to facilitate the economies of scale needed by office buildings and, at the same time insure a minimum level of development on each Block, the building height has been set at a minimum of 4 stories and a maximum of 12. Along a portion of Water Street (from Knapp to Juneau), the building height minimum is lowered to 3 stories, and a facade setback after 3 stories is required in order to ensure continuity with the scale and character of the other buildings along Water Street south of the redevelopment area.

Two locations in this District have been designated with Landmark Buildings due to their unique location and potential for responding to the issues identified in the Master Plan. In both cases the building height requirements, both the minimum and the maximum, are substantially taller.

- The southwest corner of Block 12 requires a Landmark Building to emphasize the pivotal site location at the bend of the river. This Landmark Building will serve to close the vista looking west along Knapp Street.

- The southwest corner of Block 15 requires a Landmark Building to emphasize the pivotal site location at the bend of the river. This Landmark Building will serve to close the vista looking north along Water Street.
- The northeast corner of Block 16 requires a Special Feature to enliven Ogden Square as well as terminate the vista looking west along Ogden Street. The western edge of Block 16 should acknowledge the termination of Cherry Street at Water Street.

Street Activation - Social and Economic Activity

Within this District, several streets should have significantly higher levels of pedestrian street activity – these include Water Street, Edison Street, and portions of Knapp, Juneau, and Cherry (east of Water). Higher pedestrian activation is also required along this section of the Riverwalk. East of this area, as indicated in the Master Plan, the level of activity anticipated along street frontages is more moderate and, consequently, this is reflected in the regulations for these streets. Lower traffic and lower potential street activity along portions of Market Street and Highland suggest that limited pedestrian activity and service are more likely and more appropriate along these street frontages.

As development evolves, higher degrees of street activation should be considered along the street frontages opposite the public green space on Block 18. For now, only a moderate degree of street activation is required.

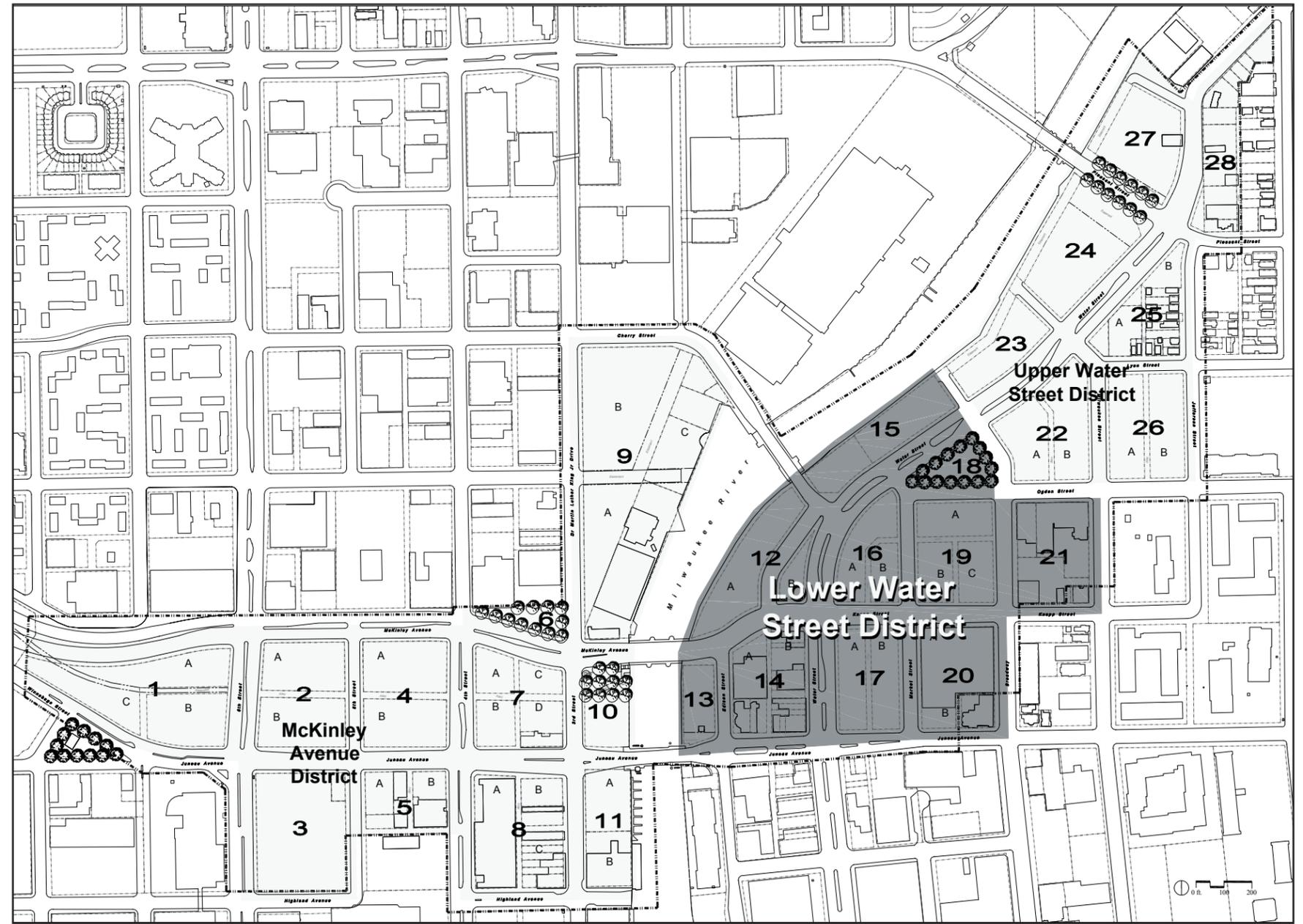
Block Development Standards / Lower Water Street District

Building Form and Build-To Lines

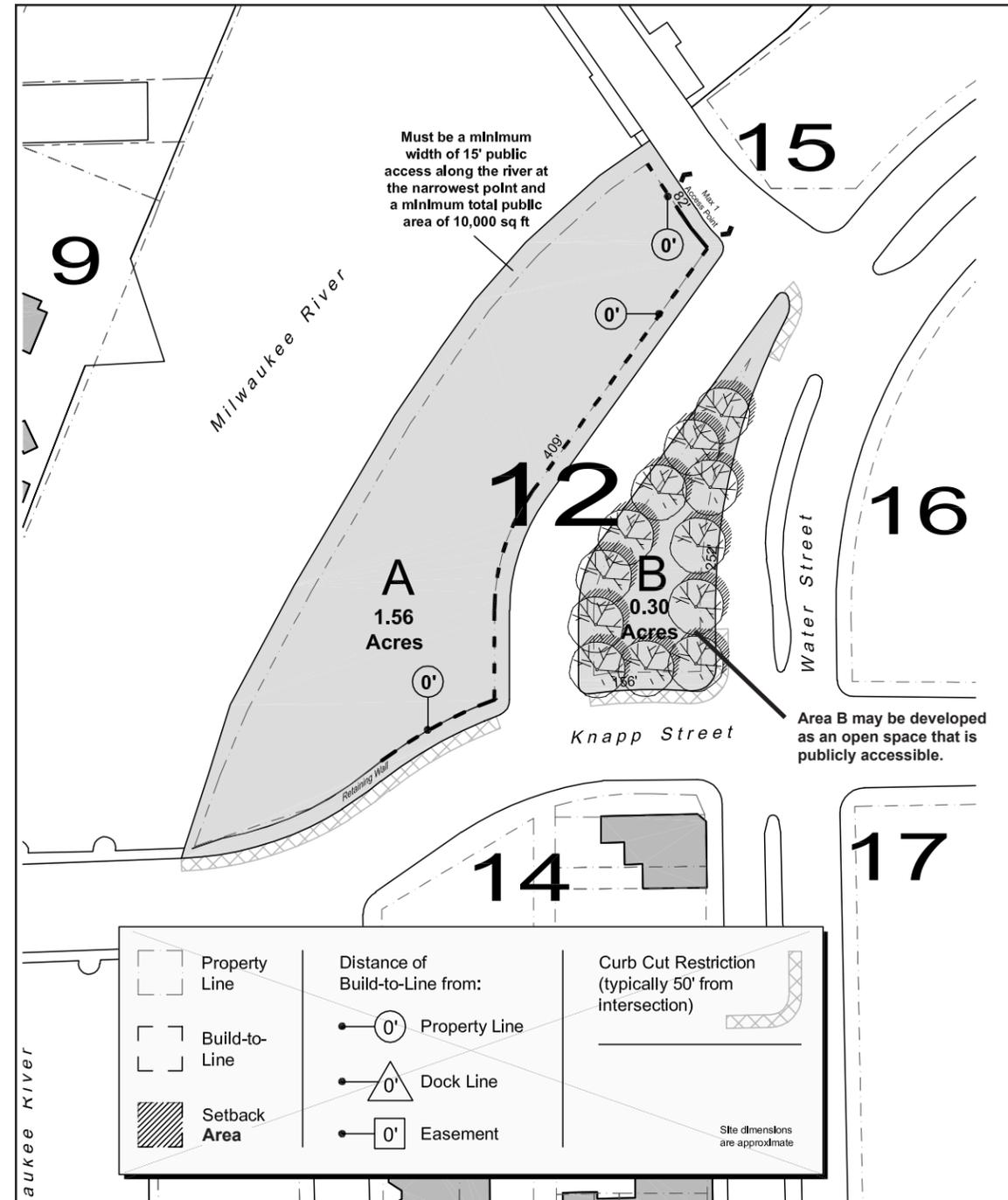
All Blocks in this area can use building forms consisting of Slab and/or Core Buildings. Rowhouses are not considered compatible with the character and function of the building intended for this District or the immediate context and therefore cannot be used.

Several Blocks allow Large Venue Buildings. Specifically this building type is allowed on portions of Block 12 and on Blocks 16, 17, and 20 to facilitate continuation of entertainment-related uses in this neighborhood. These buildings are expected to accommodate large places of public assembly on the interior of the block or above street level, with smaller scale uses activating the street frontages.

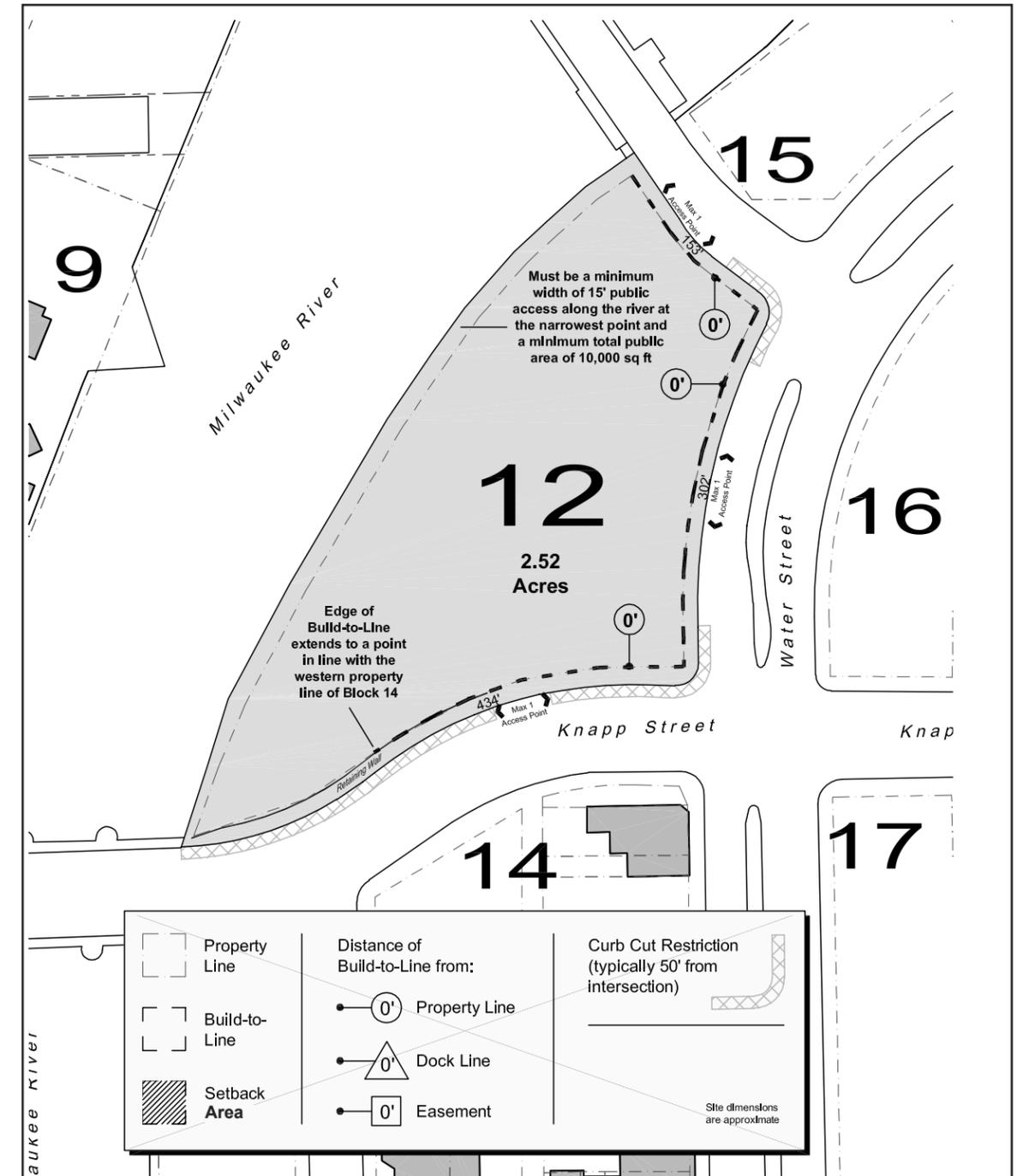
To maintain the character of the public places and streets, all Blocks have established Build-to Lines. In two cases (Blocks 12 and 16) there are some street frontages with unusual geometries that allow alternative Build-to Lines.



ALTERNATIVE 1B



ALTERNATIVE 2

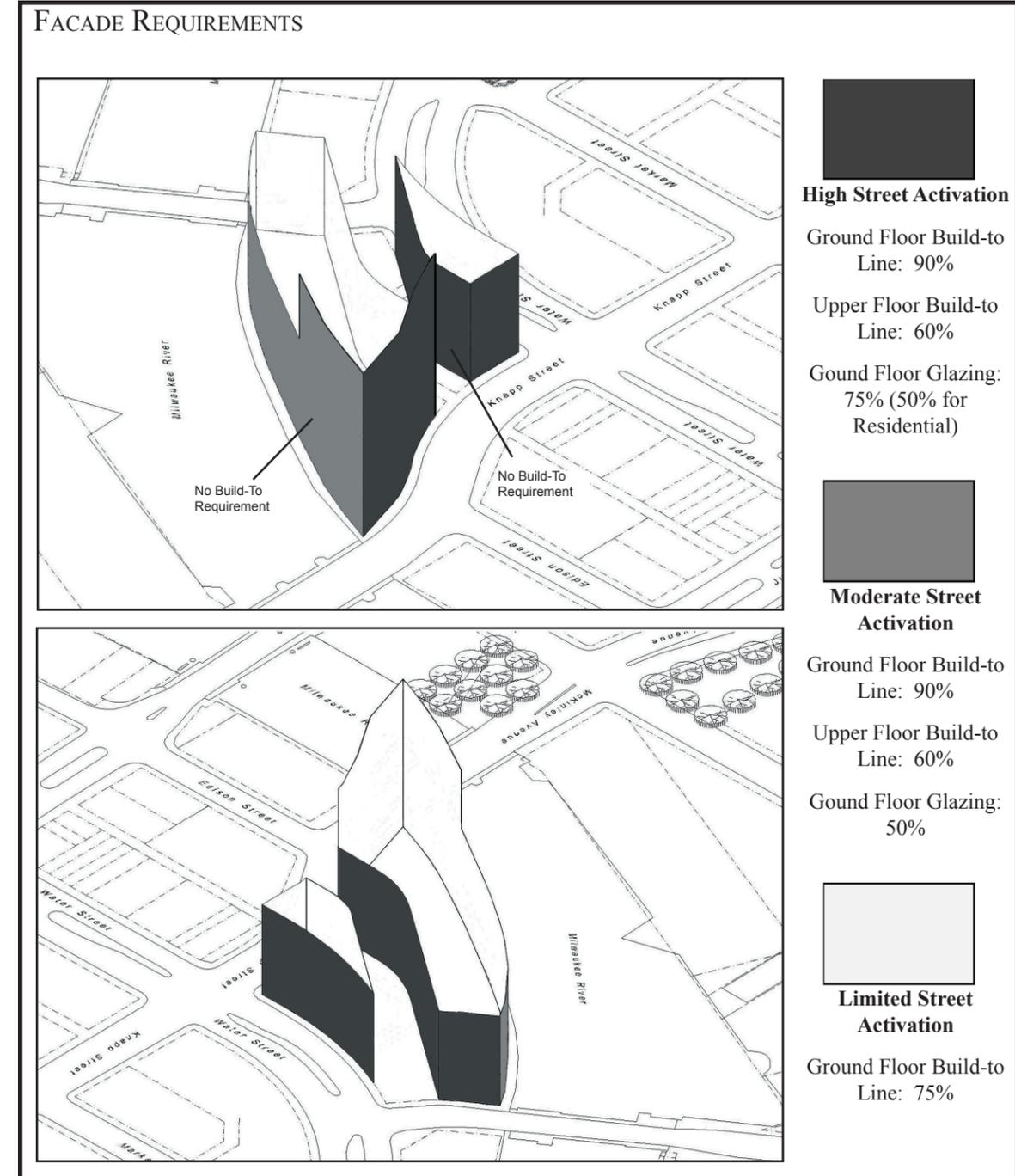
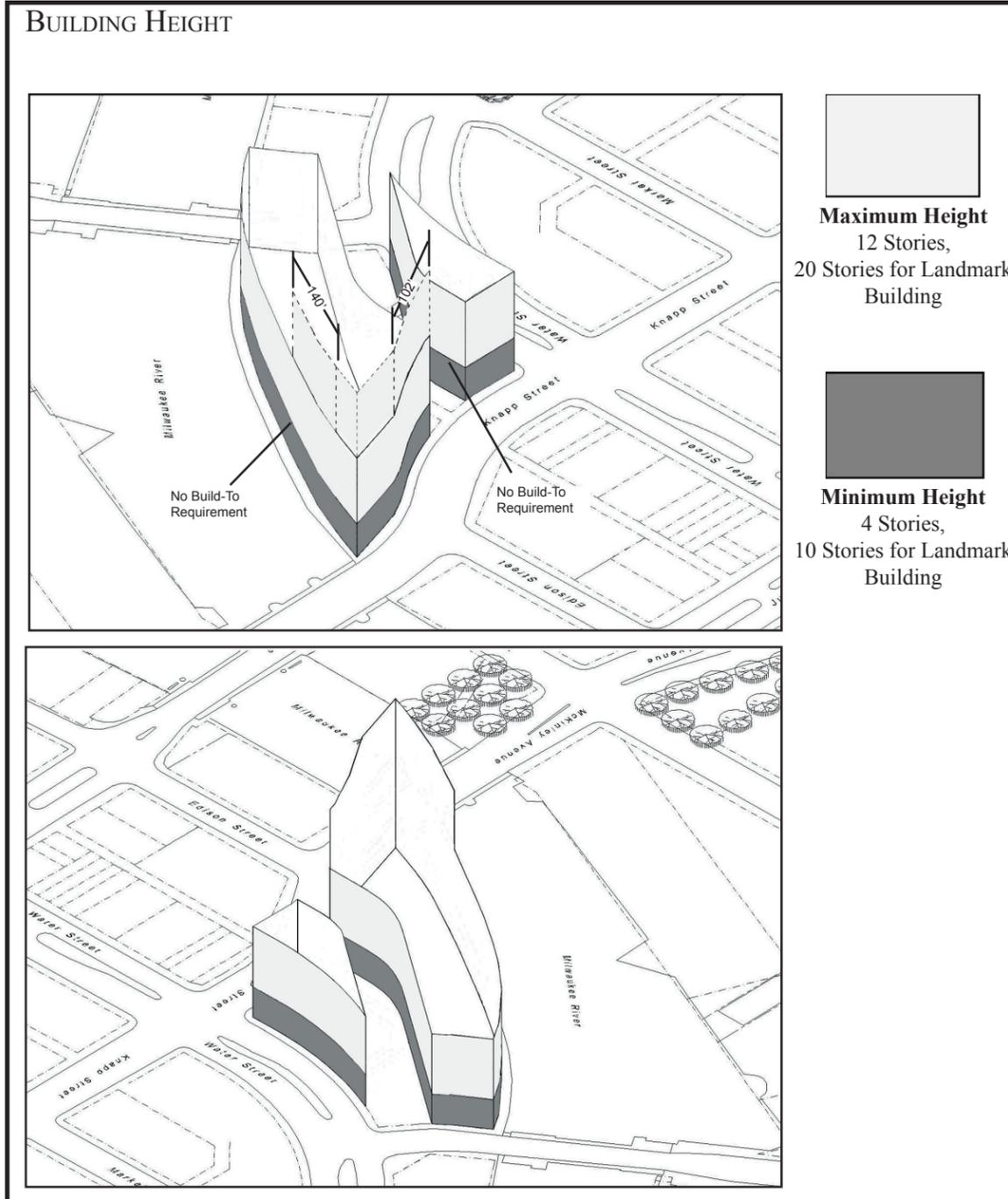


Block Development Standards / Block 12

ALTERNATIVE 1A

LANDMARK BUILDING

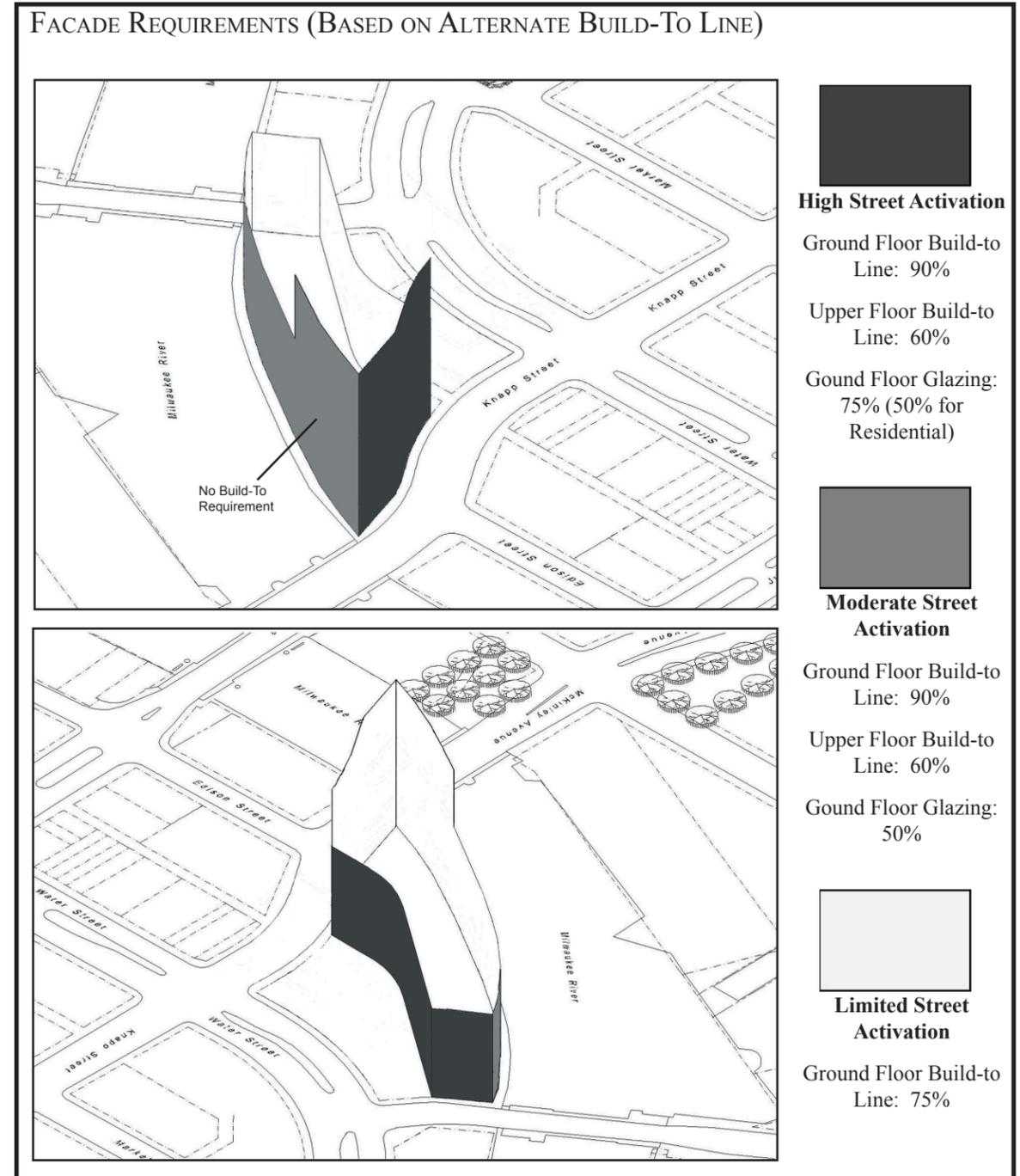
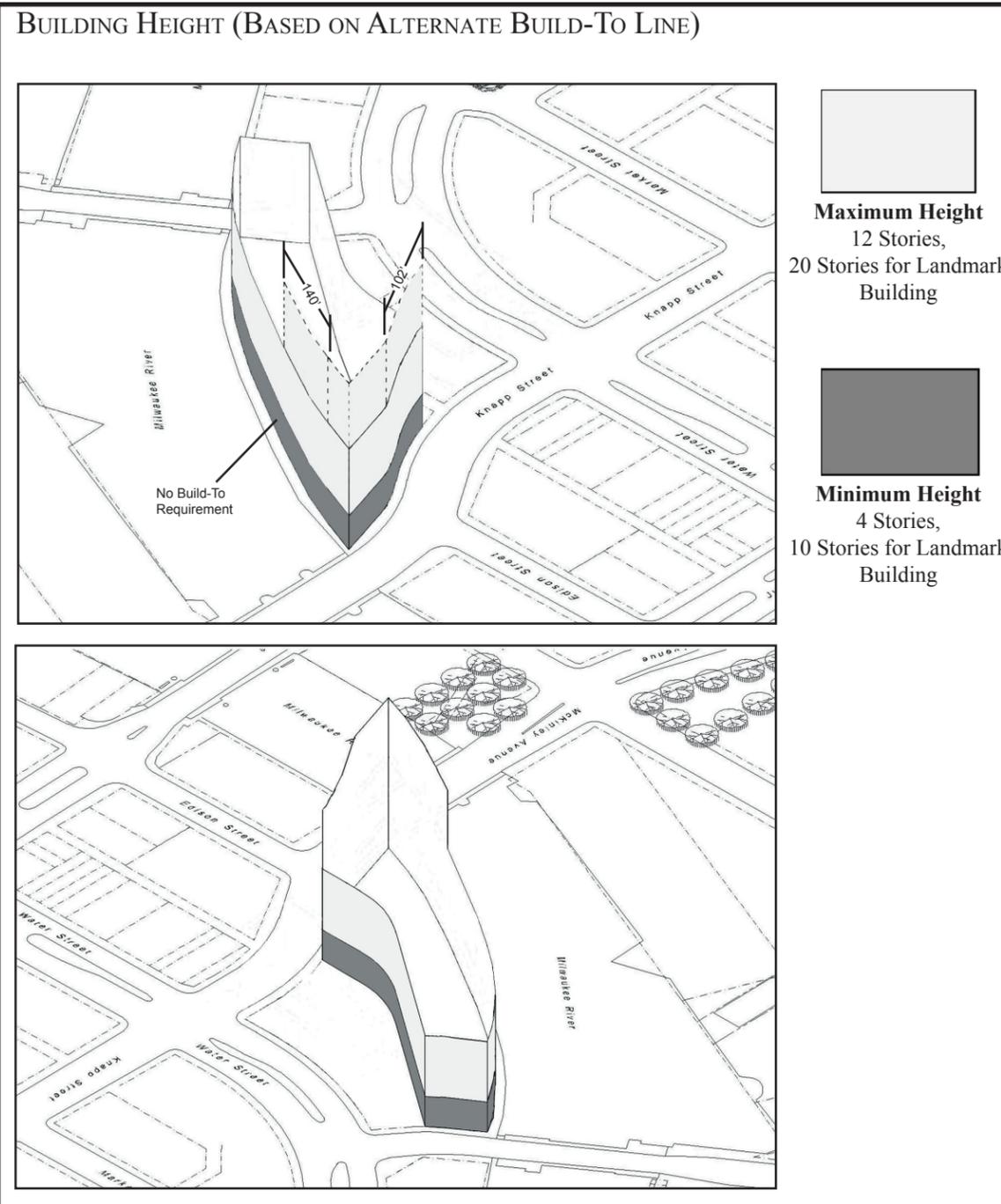
The southwest corner of Block 12 is an allowable Landmark Building to emphasize the pivotal site location at the bend of the river. This Landmark Building will serve to close the vista looking west along Knapp Street. The minimum dimension of the Landmark Building along Knapp Street is 102', there is no maximum dimension along Knapp Street. The maximum dimension along the Riverwalk and the southwestern Build-to Line is 140', there is no minimum dimension along the Riverwalk.



ALTERNATIVE 1B

LANDMARK BUILDING

The southwest corner of Block 12 is an allowable Landmark Building to emphasize the pivotal site location at the bend of the river. This Landmark Building will serve to close the vista looking west along Knapp Street. The minimum dimension of the Landmark Building along Knapp Street is 102', there is no maximum dimension along Knapp Street. The maximum dimension along the Riverwalk and the southwestern Build-to Line is 140', there is no minimum dimension along the Riverwalk.

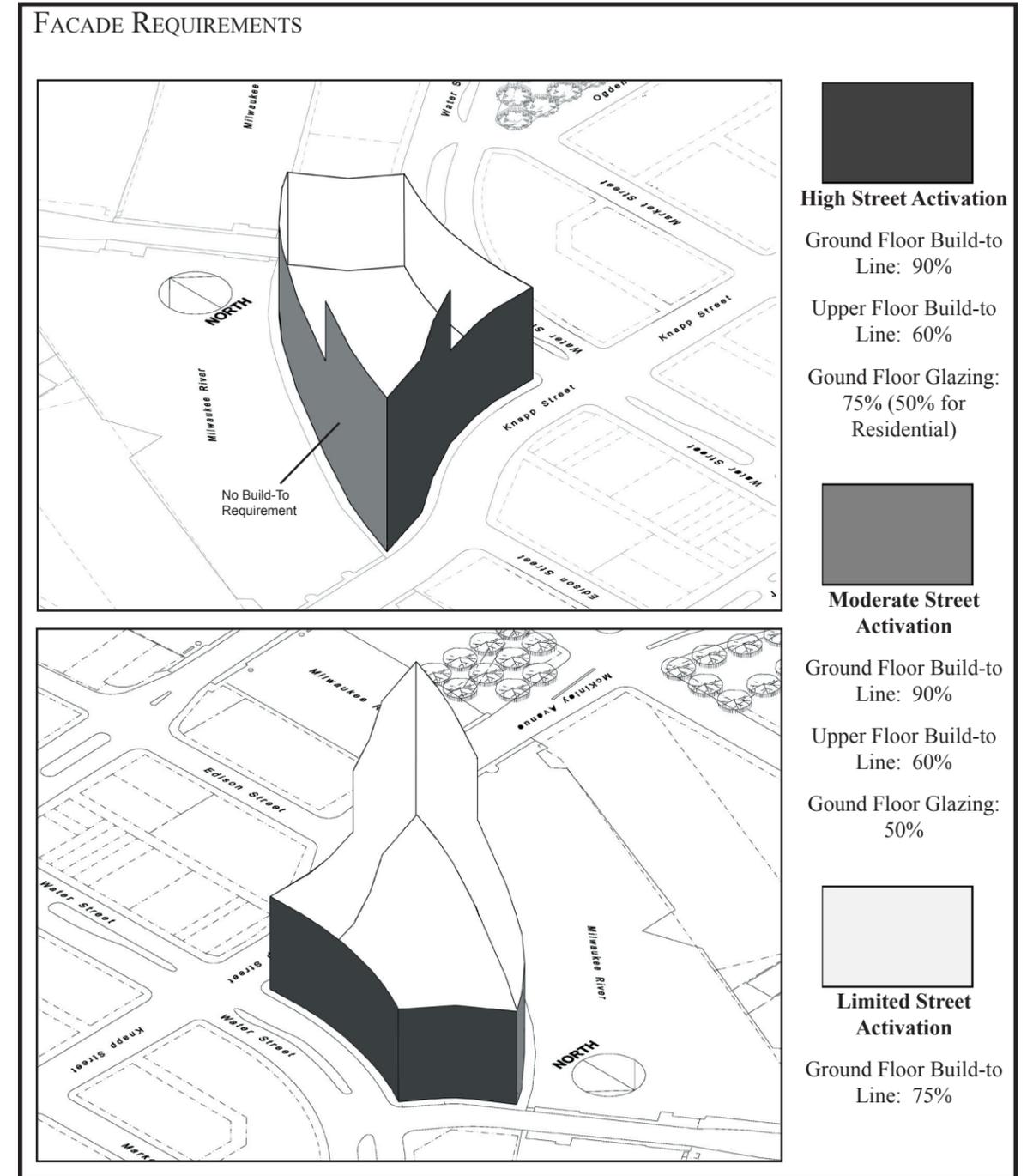
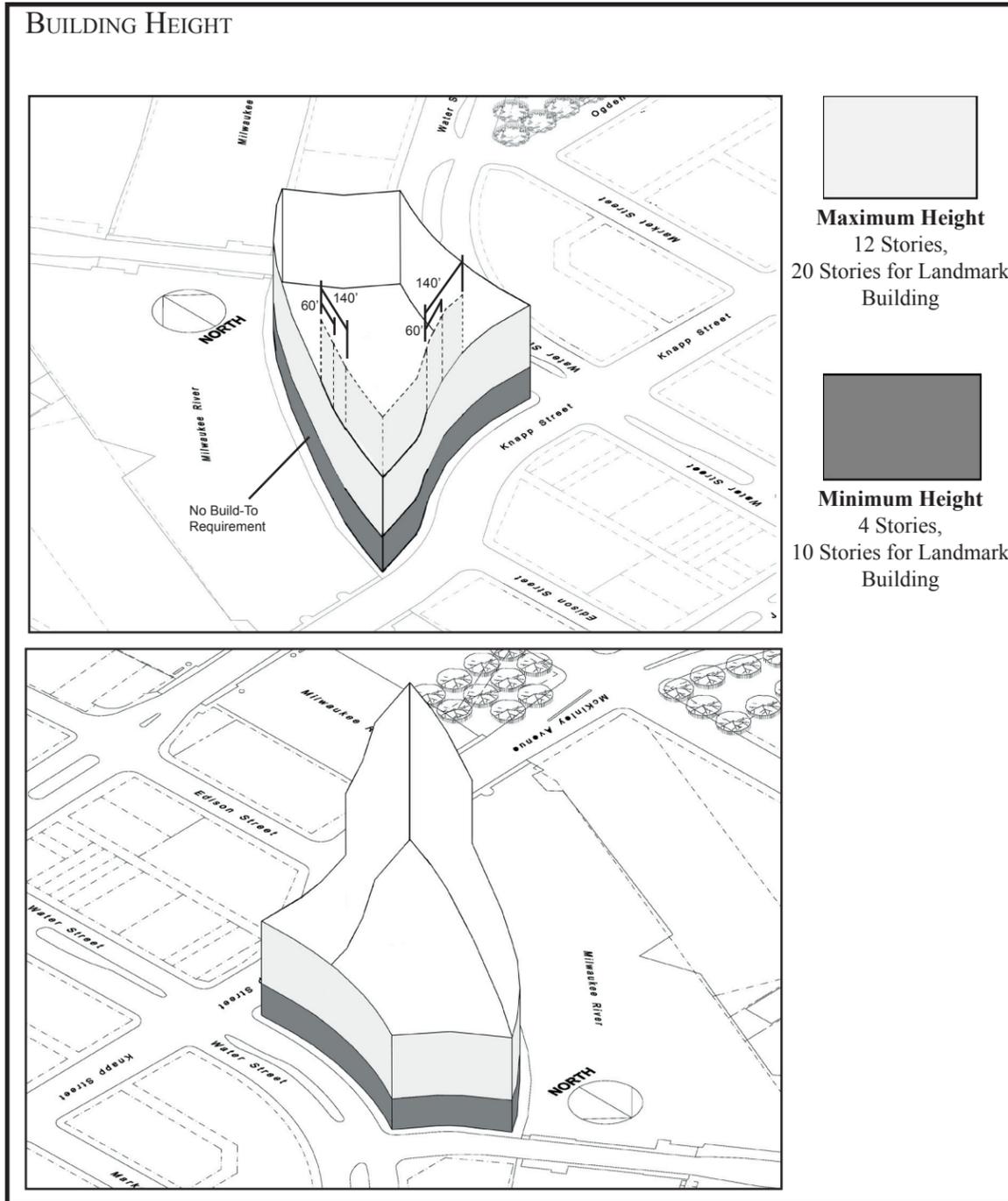


Block Development Standards / Block 12

ALTERNATIVE 2

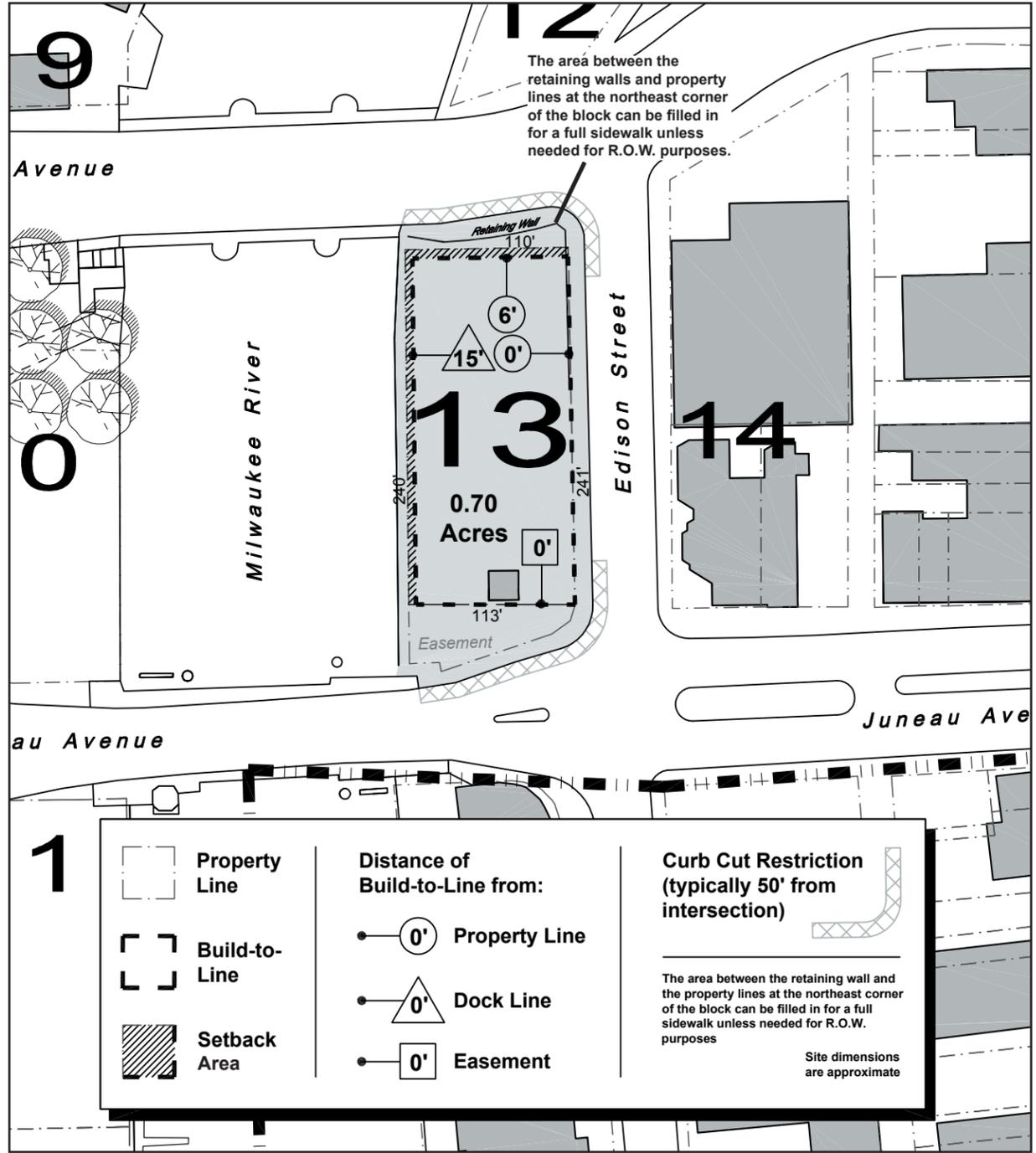
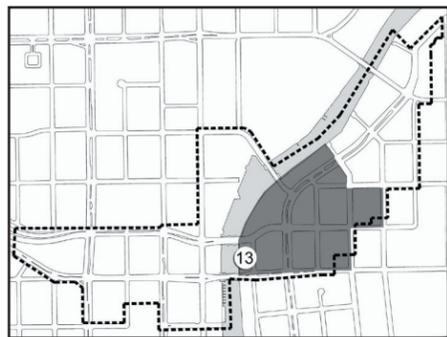
LANDMARK BUILDING

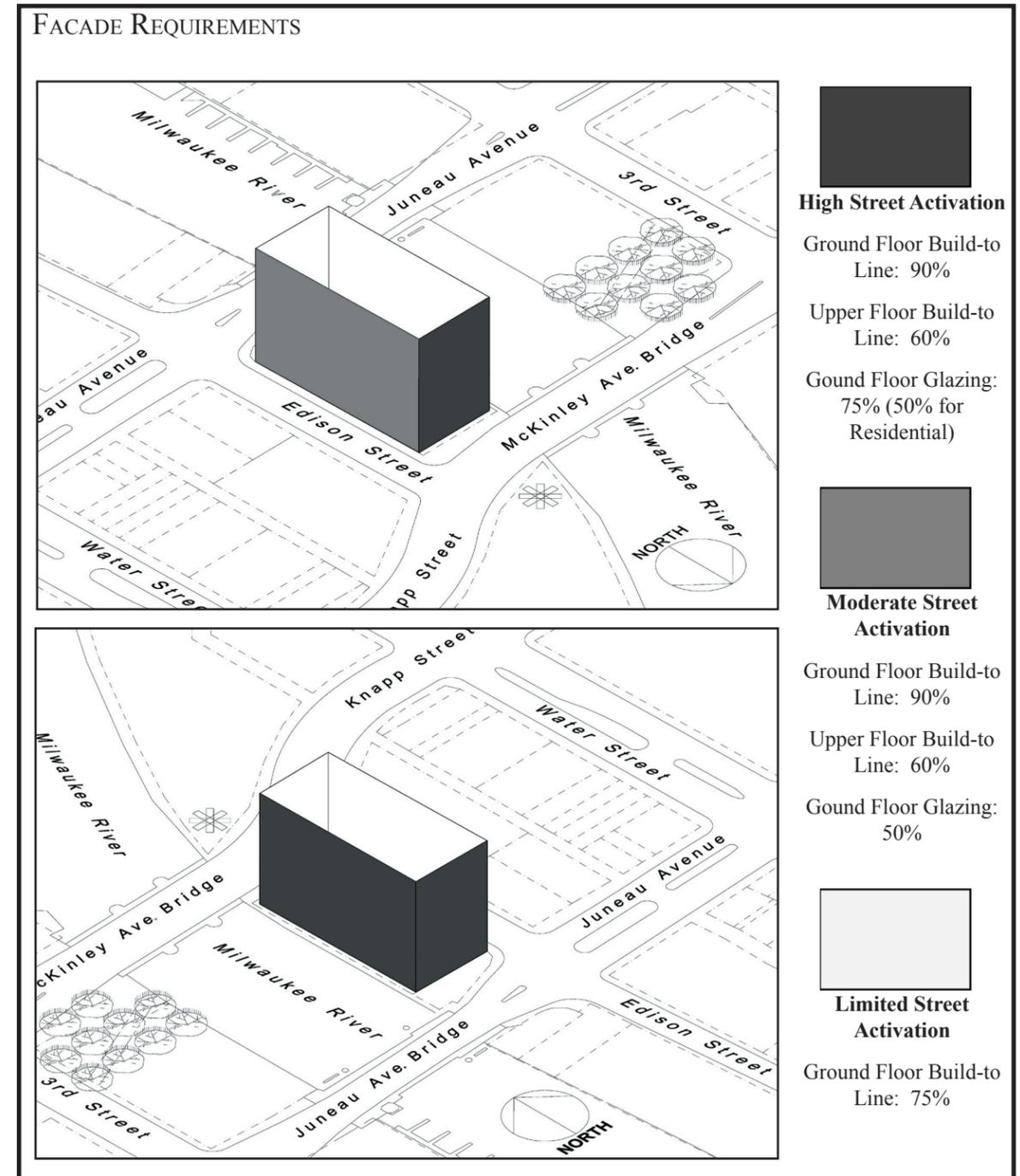
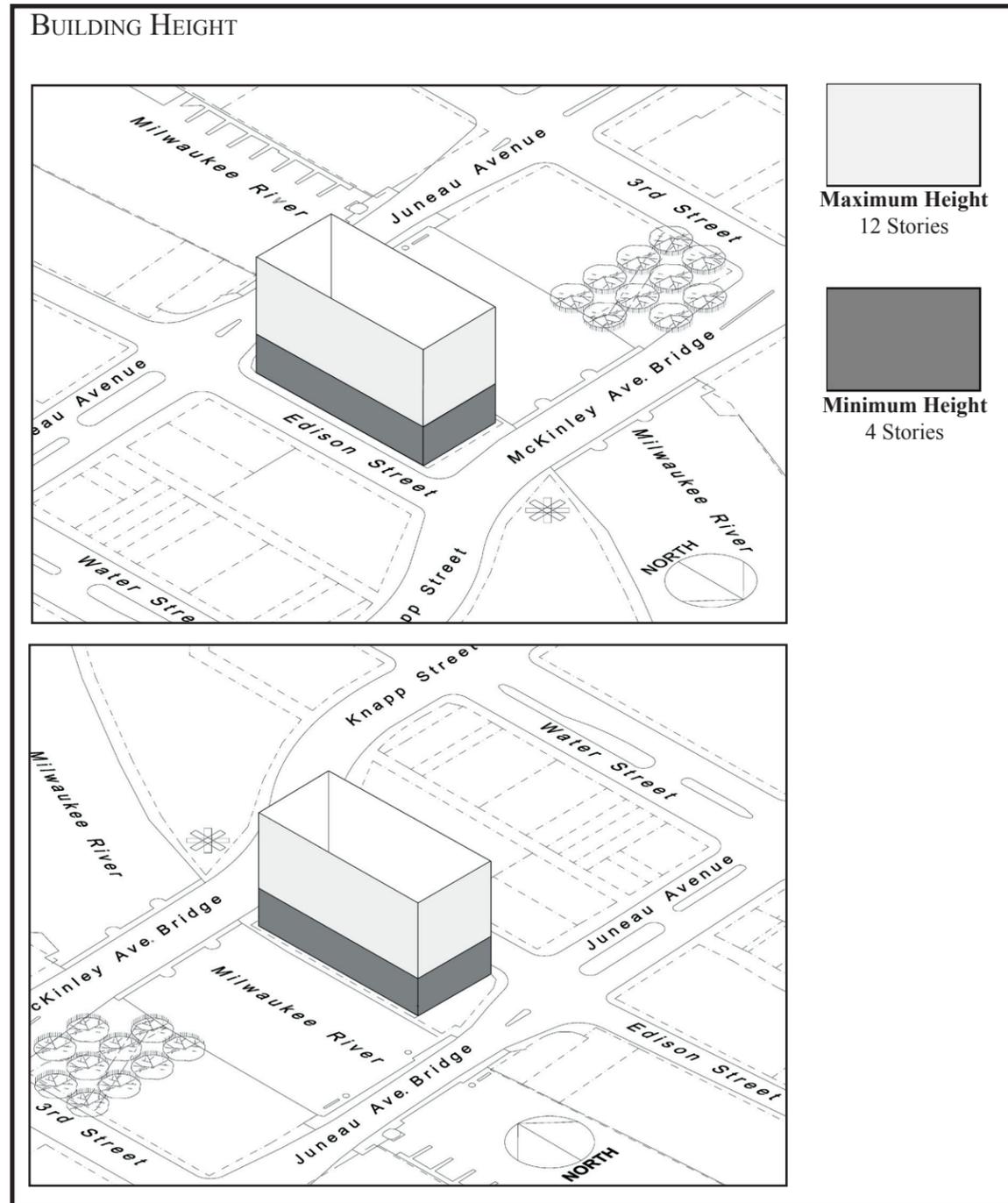
The southwest corner of Block 12 is an allowable Landmark Building to emphasize the pivotal site location at the bend of the river. This Landmark Building will serve to close the vista looking west along Knapp Street. The minimum dimension of the Landmark Building along Knapp Street is 60'. The maximum dimension along Knapp Street is 140'. The minimum dimension along the Riverwalk is 60'. The maximum dimension along the Riverwalk is 140'.



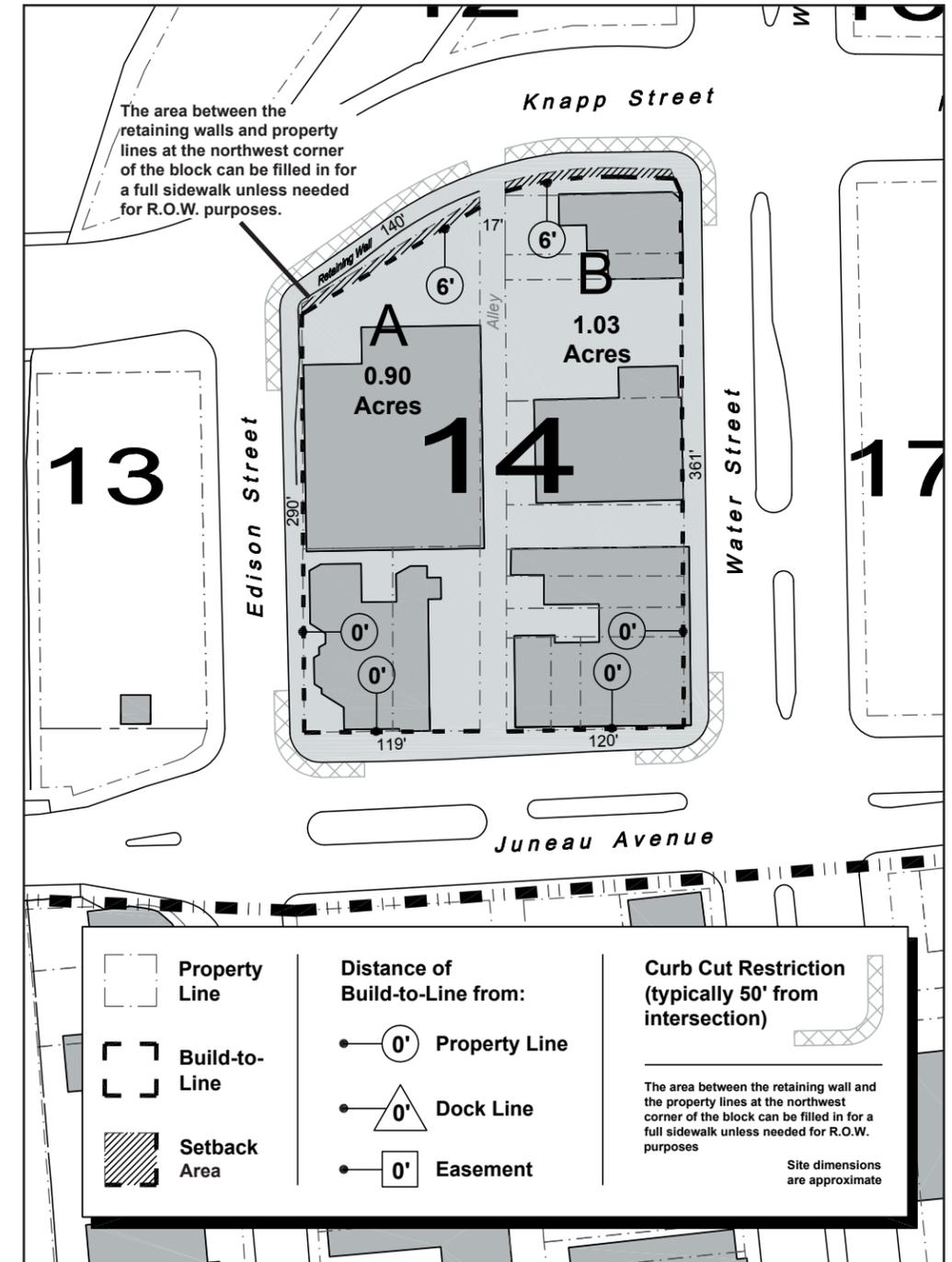
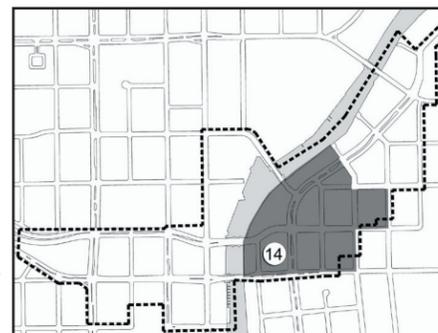
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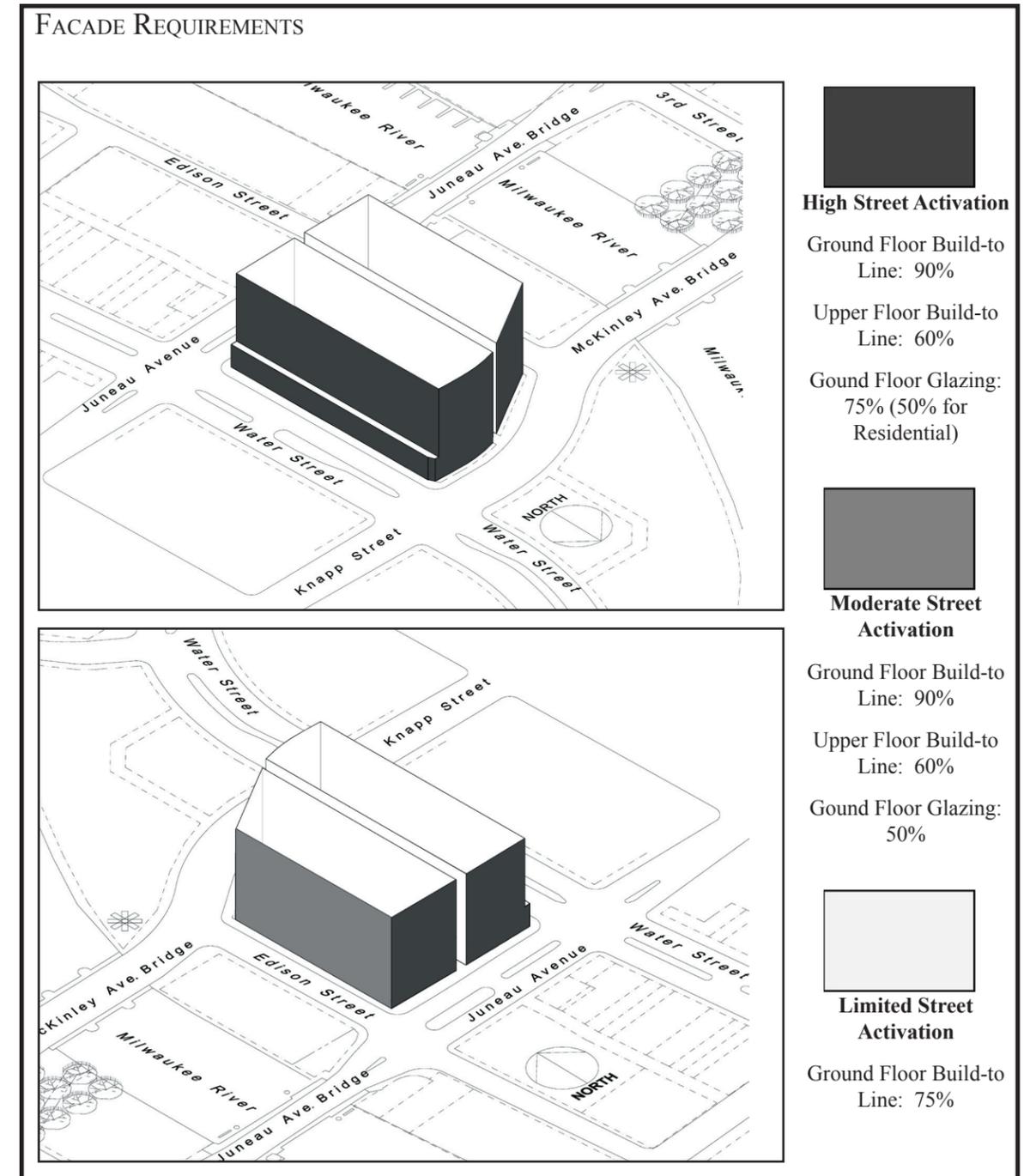
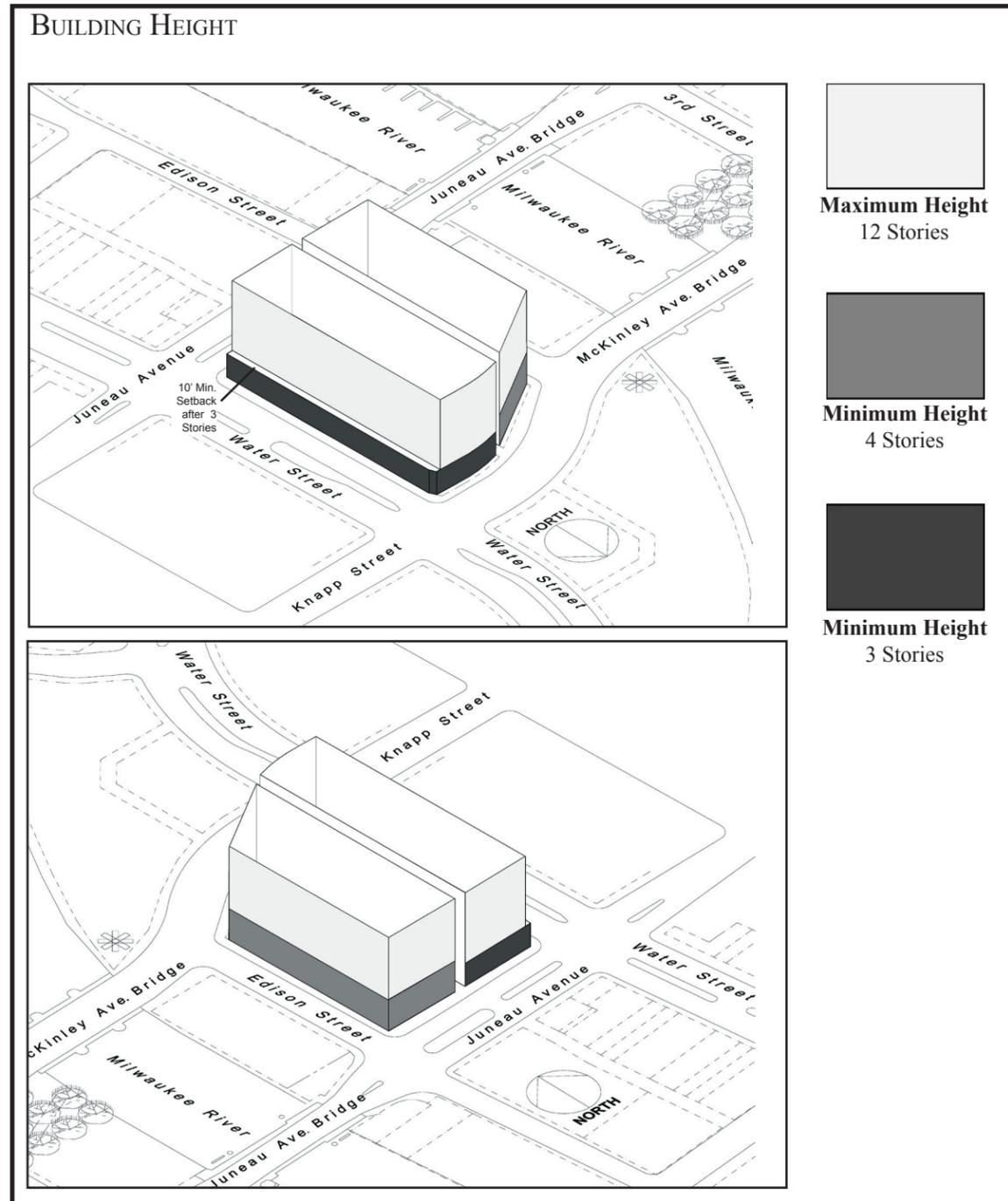
Block 13	
Parcel	I
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	I
Approximate Acreage	0.70 acres
Current Use	Surface parking
Allowed Use	See Use Table on page 82
Existing Zoning	C9B(A)
Recommended Zoning	C9B(A)
Known Utilities	There are new street retaining walls on the north edge of the parcel.
Known Environmental Conditions	Prior use of parcels within the block include fuel and coal business and gas station.



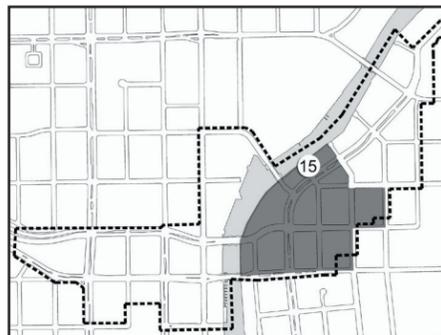
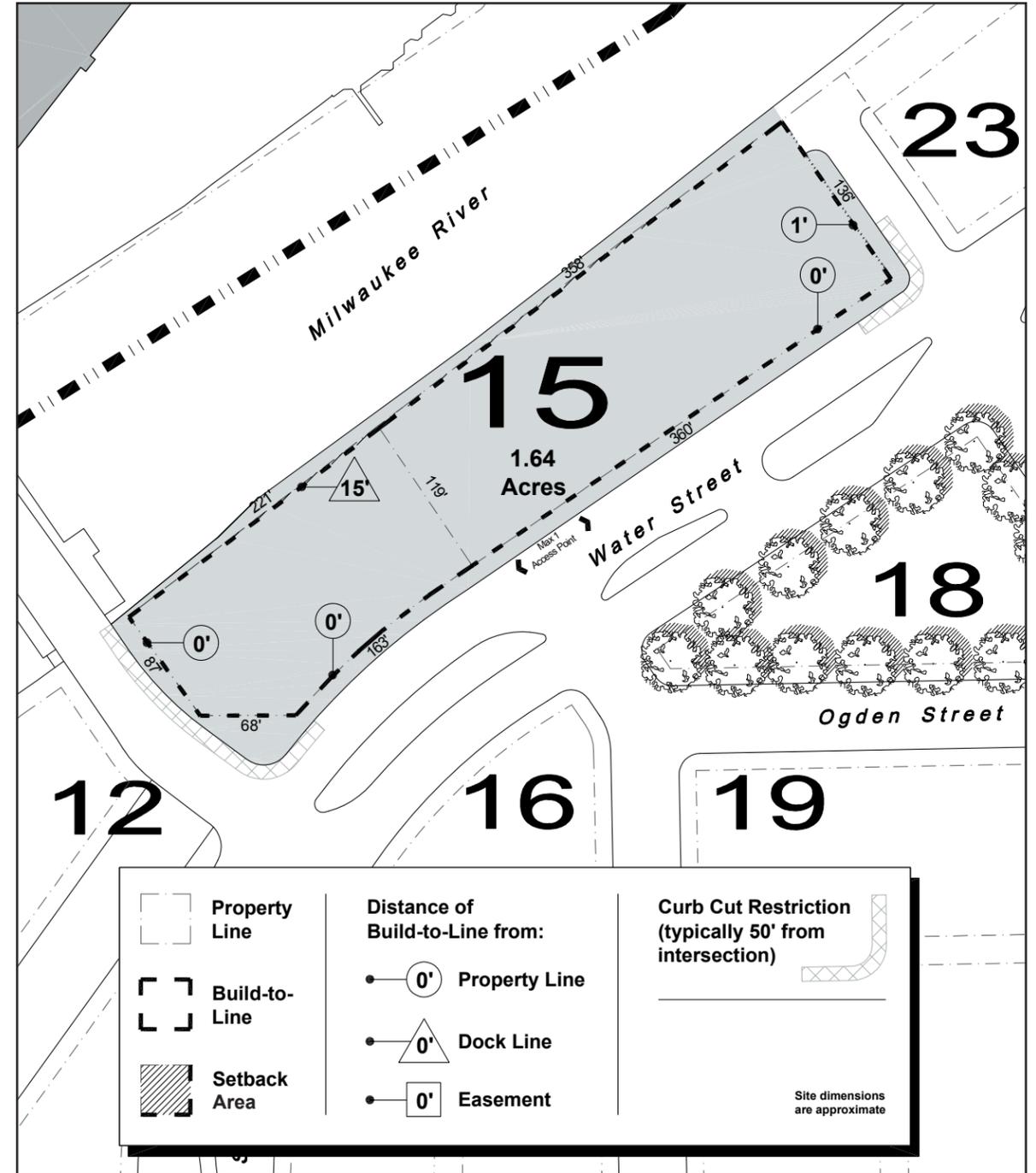


Block 14		
Parcel	A	B
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	I	I
Approximate Acreage	0.90 acres	1.03 acres
Current Use	Church, bar/restaurant, manufacturing	Bars/restaurants, surface parking
Allowed Use	See Use Table on page 82	See Use Table on page 82
Existing Zoning	C9B(A)	C9B(A)
Recommended Zoning	C9B(A)	C9B(A)
Known Utilities	There are new street retaining walls on the northwest edges of the block.	
Known Environmental Conditions	Prior use of the parcels within the block include oil company and automobile garage.	



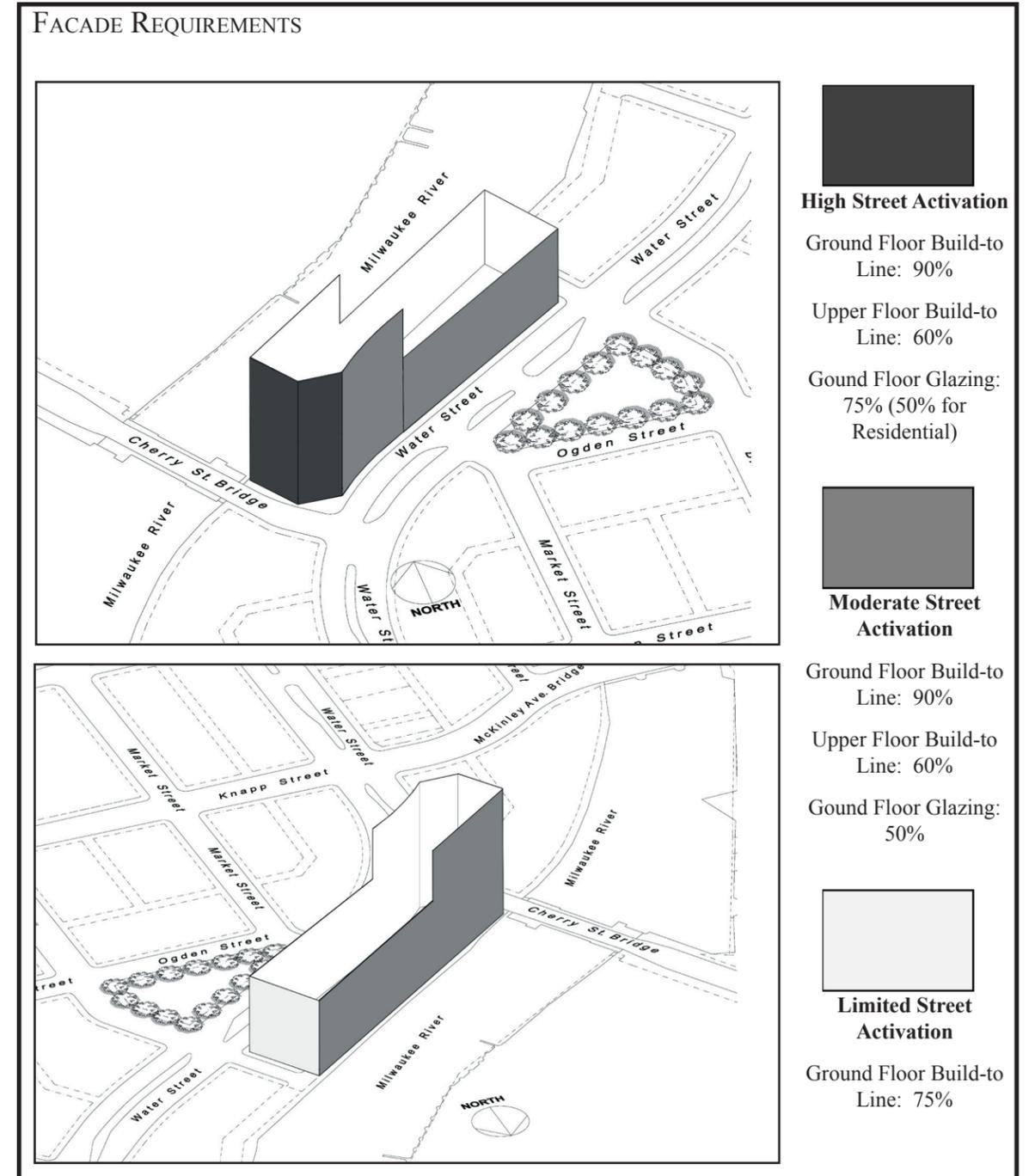
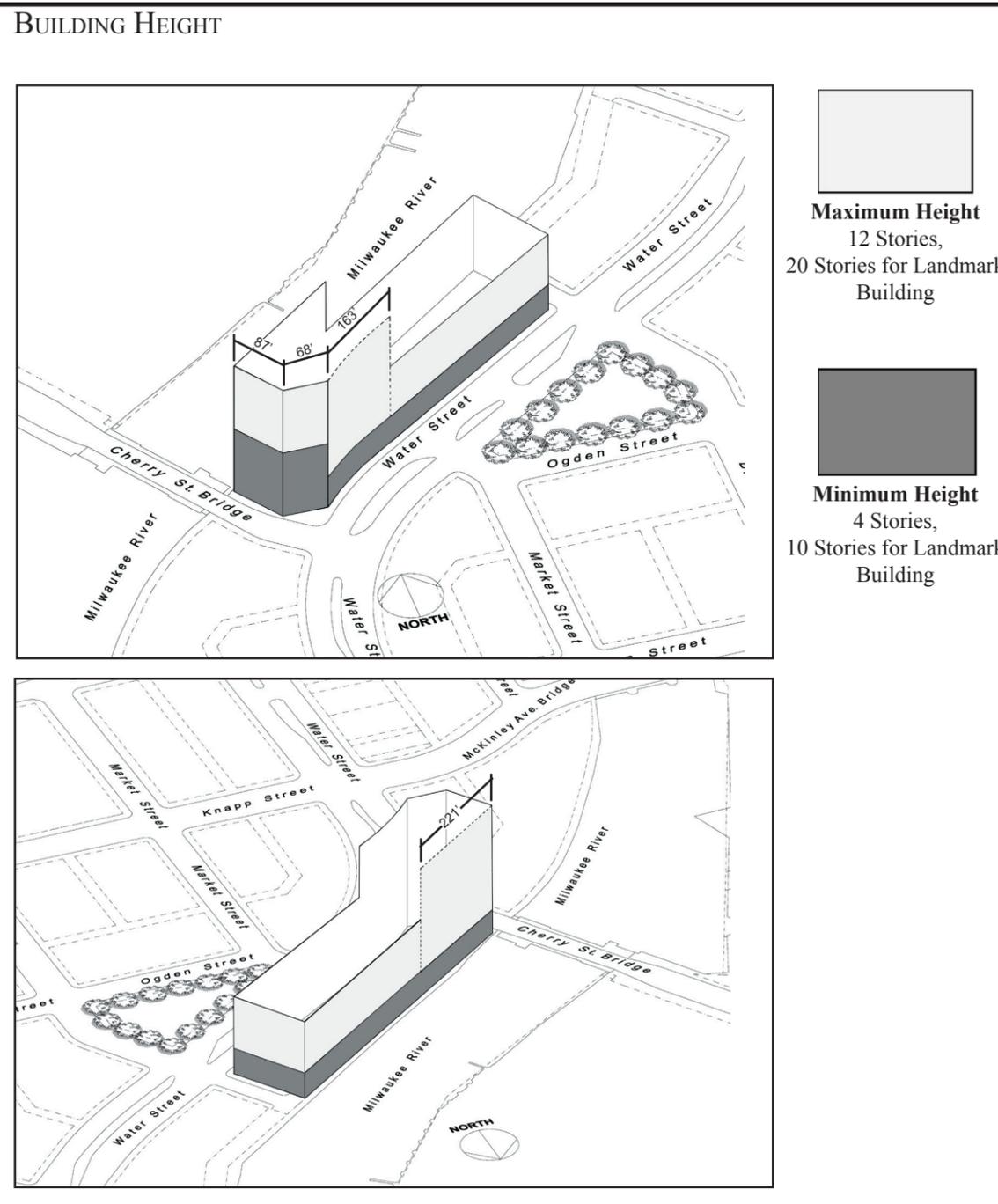


Block 15	
Parcel	I
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	I
Approximate Acreage	1.64 acres
Current Use	Surface parking, warehousing, wholesale and trade - Lacke & Joys, Inc.
Allowed Use	See Use Table on page 82
Existing Zoning	IL2
Recommended Zoning	C9B(A)
Known Utilities	No known utility issues.
Known Environmental Conditions	No known environmental issues.

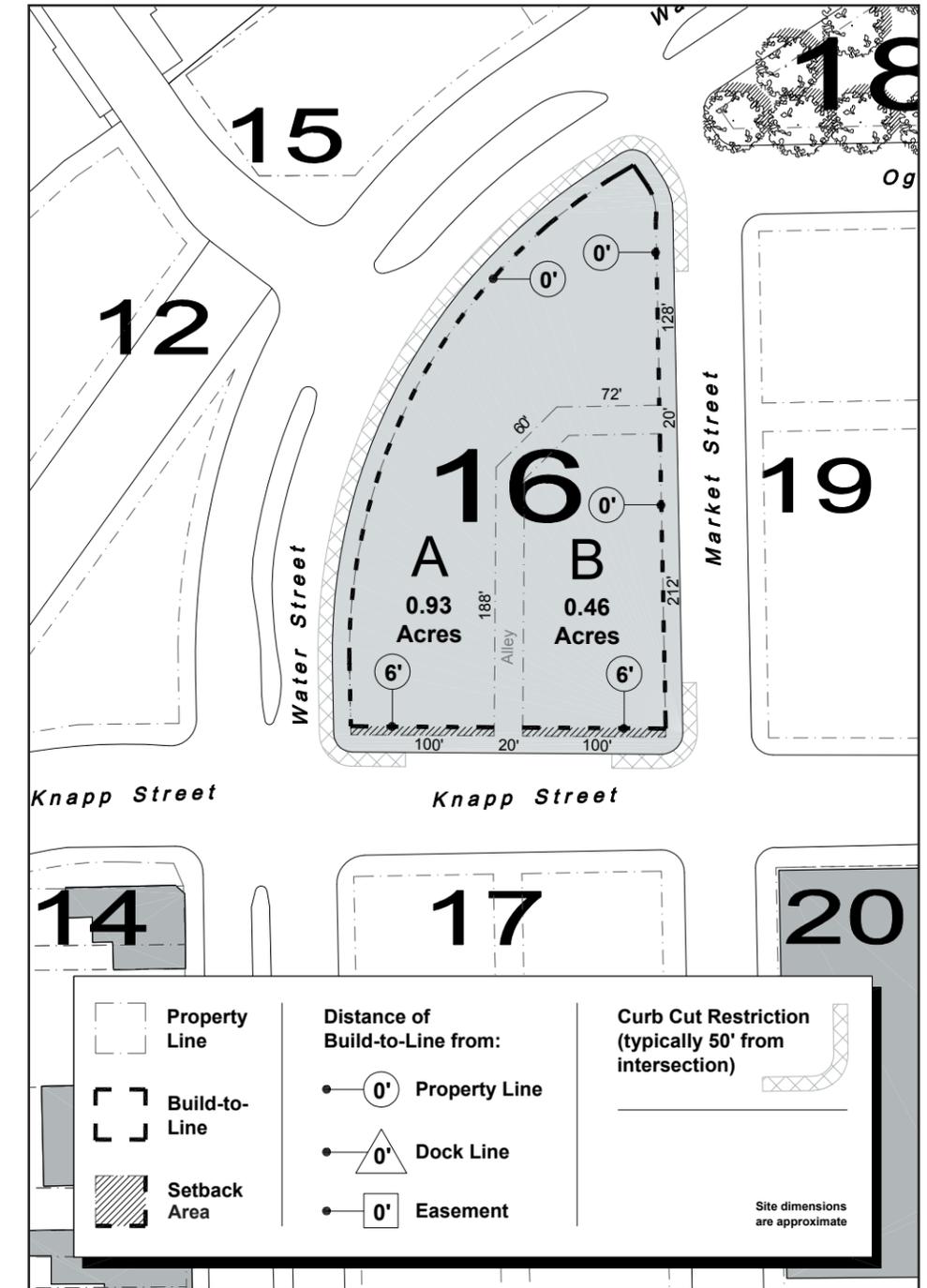
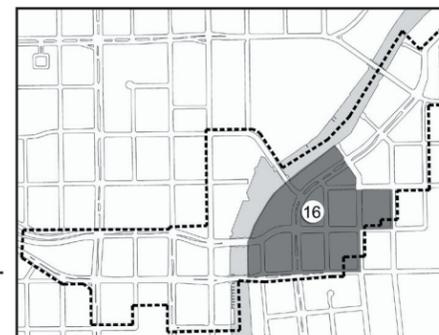


LANDMARK BUILDING

The southwest corner of Block 15 requires a Landmark Building to emphasize the pivotal site location at the bend of the river. This Landmark Building will serve to close the vista looking north along Water Street. The minimum dimensions of the Landmark Building along Cherry Street are 87' and 68'. The maximum dimension along the Riverwalk is 221' and along Water Street is 163'.



	Block 16	
	A	B
Parcel	II	II
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	II	II
Approximate Acreage	0.93 acres	0.46 acres
Current Use	Surface parking and public r.o.w.	Surface parking and public r.o.w.
Allowed Use	See Use Table on page 82	See Use Table on page 82
Existing Zoning	C9B(A)	C9B(A)
Recommended Zoning	C9B(A)	C9B(A)
Known Utilities	48" combination sewer and WE electric lines along north corner.	
Known Environmental Conditions	Prior uses of parcels within the block include motion picture producer, county morgue, electrical motor and transformer repair business, auto repair garage and steel manufacturing. Potential PECFA sites (VOCs/PAHs>NR 720 RCLs).	



BUILDING HEIGHT

Maximum Height
12 Stories

Minimum Height
4 Stories

FACADE REQUIREMENTS

Ogden St Centerline

Max Height: 1 Story above Max Building Height

Min Width: 25' on each side of Ogden St Centerline

Max Width: 37' from Ogden St Centerline

Min Height: 4 Stories

Max Width: 70' from Ogden Street Centerline (wrapped around building)

High Street Activation

Ground Floor Build-to-Line: 90%

Upper Floor Build-to-Line: 60%

Ground Floor Glazing: 75% (50% for Residential)

SF - SPECIAL FEATURE

The northeast corner of Block 16 requires a Special Feature to enliven Ogden Square as well as terminate the vista looking west along Ogden Street. The western edge of Block 16 should acknowledge the termination of Cherry Street at Water Street.

Cherry St Centerline

Max Height: 1 Story above Max Building Height

Min Width: 25' on each side of Cherry St Centerline

Max Width: 37' on each side of Cherry St Centerline

Min Height: 4 Stories

Moderate Street Activation

Ground Floor Build-to-Line: 90%

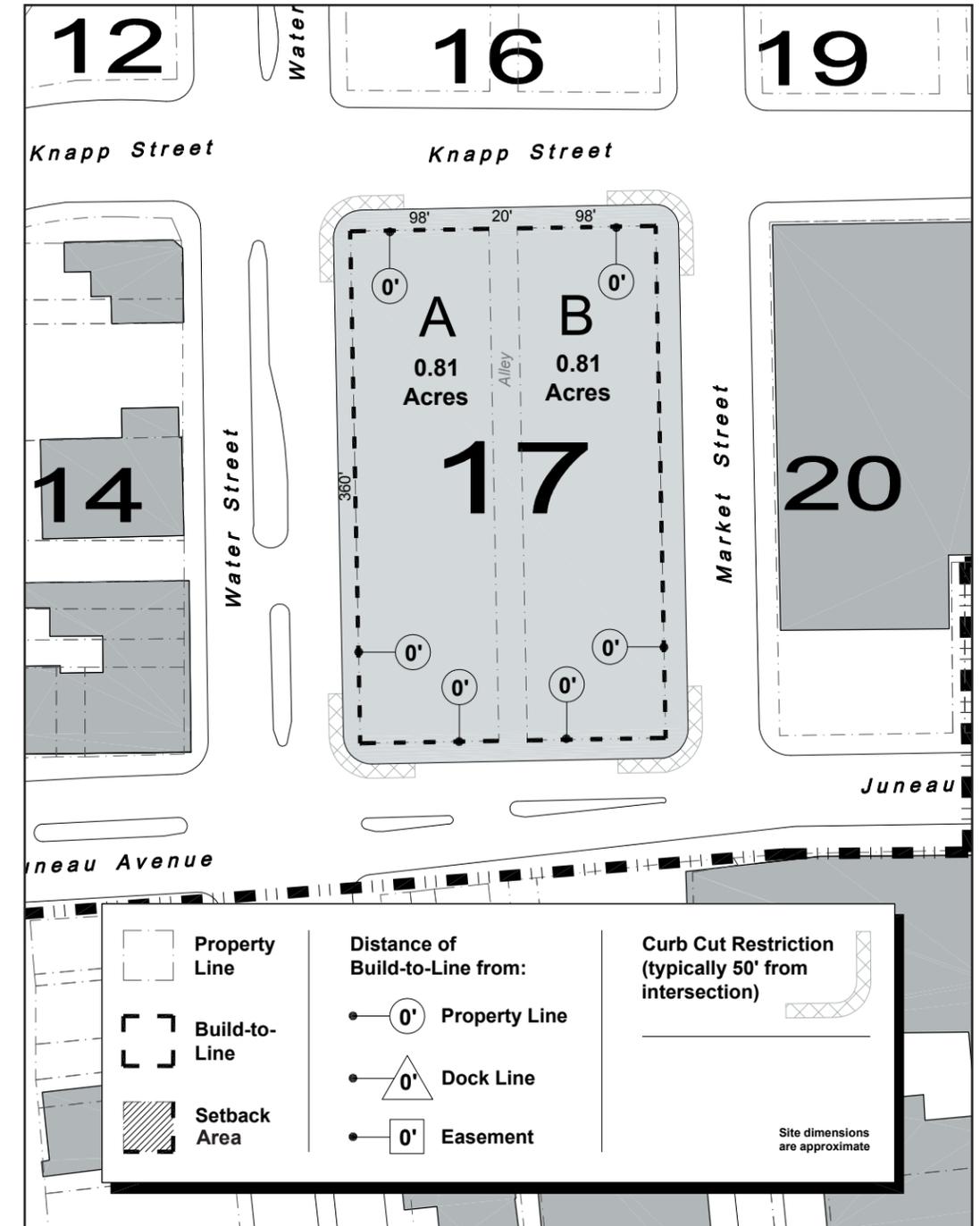
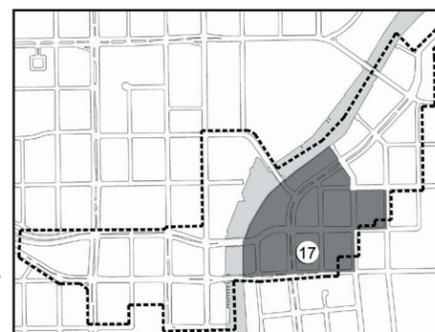
Upper Floor Build-to-Line: 60%

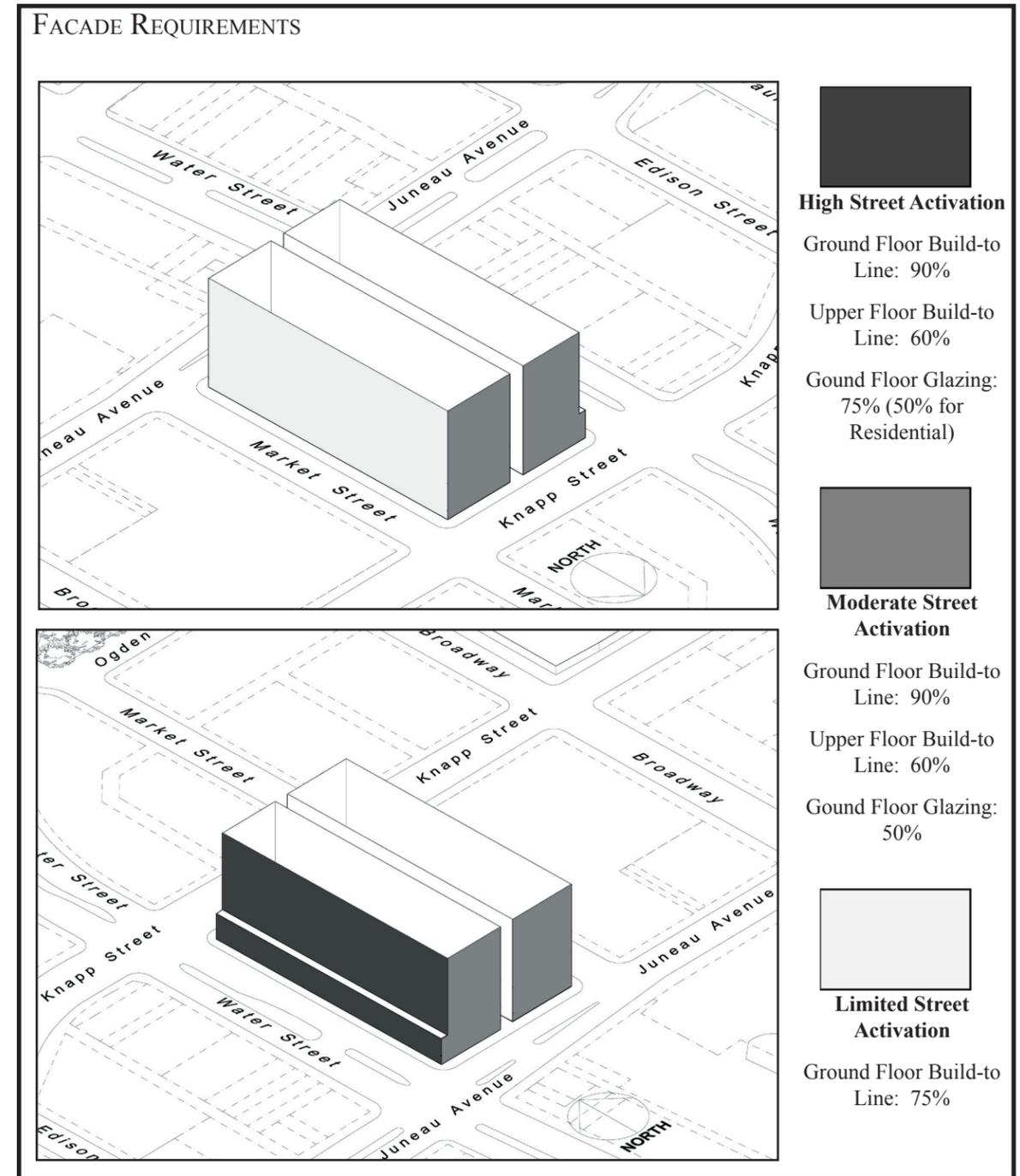
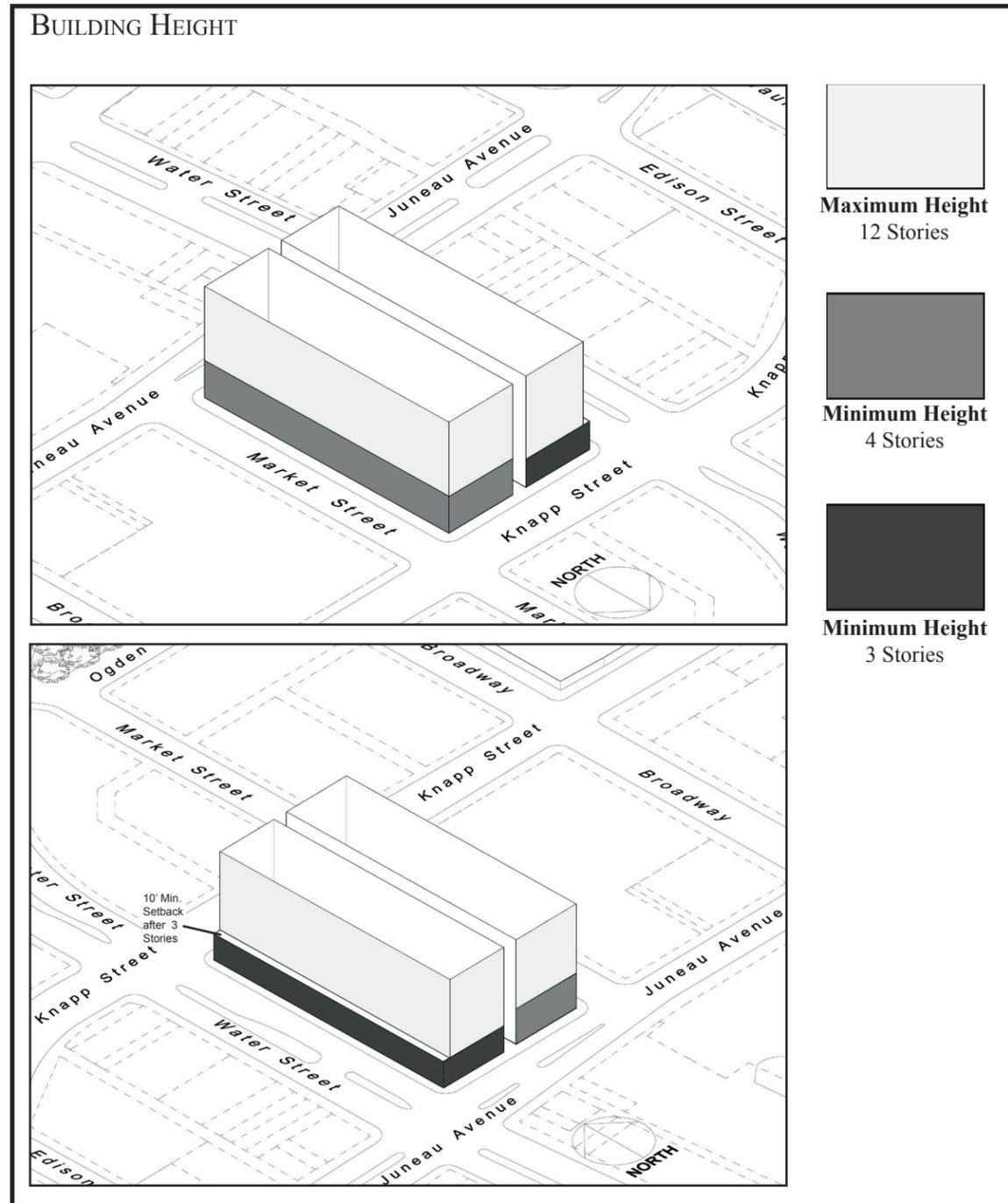
Ground Floor Glazing: 50%

Limited Street Activation

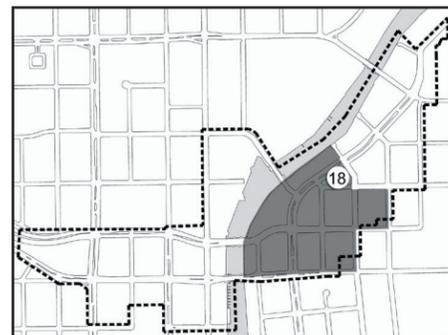
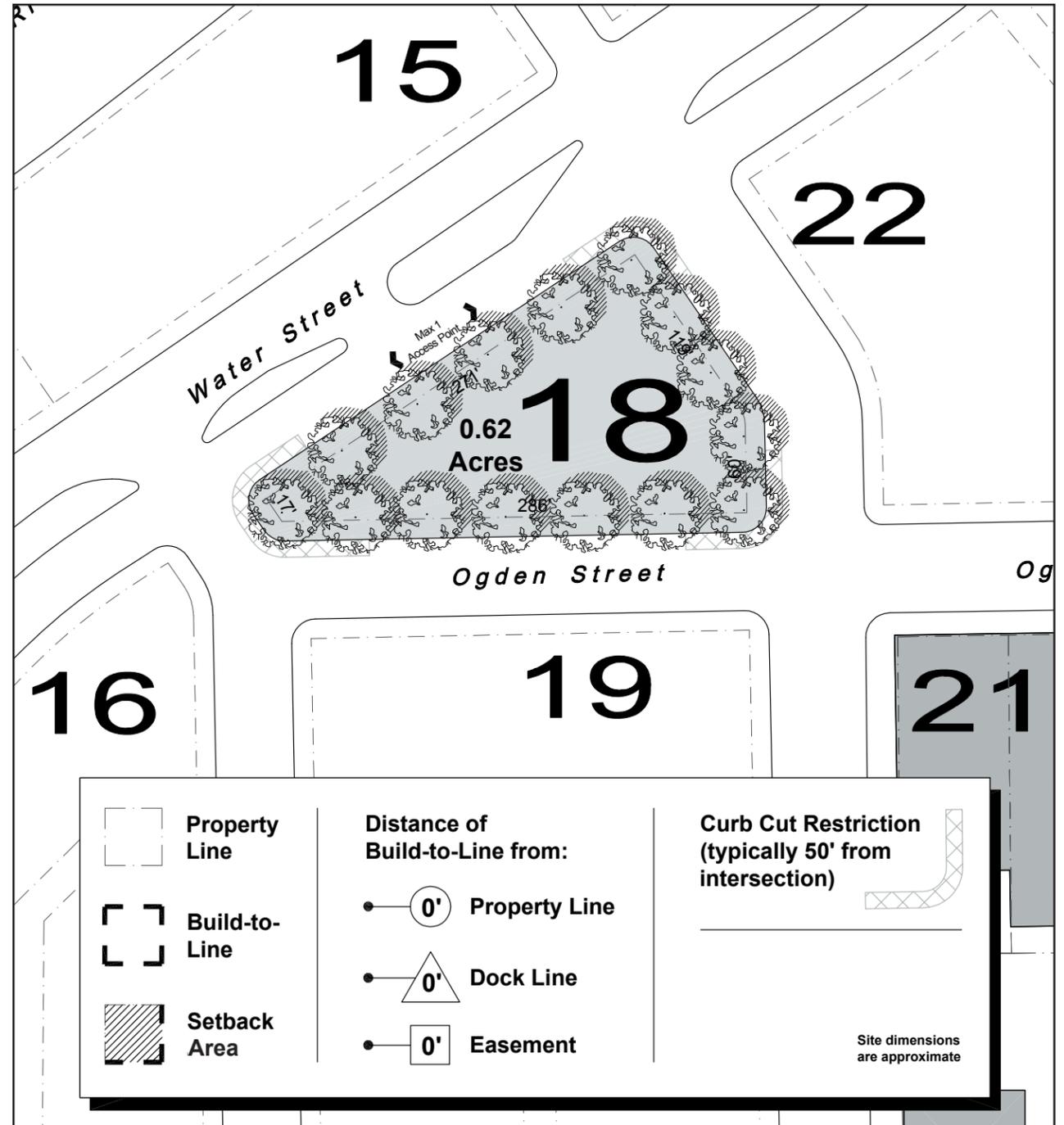
Ground Floor Build-to-Line: 75%

	Block 17	
	A	B
Parcel	II	II
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	II	II
Approximate Acreage	0.81 acres	0.81 acres
Current Use	Surface parking	Surface parking
Allowed Use	See Use Table on page 82	See Use Table on page 82
Existing Zoning	C9B(A)	C9B(A)
Recommended Zoning	C9B(A)	C9B(A)
Known Utilities	No known utility issues.	
Known Environmental Conditions	No known environmental issues.	



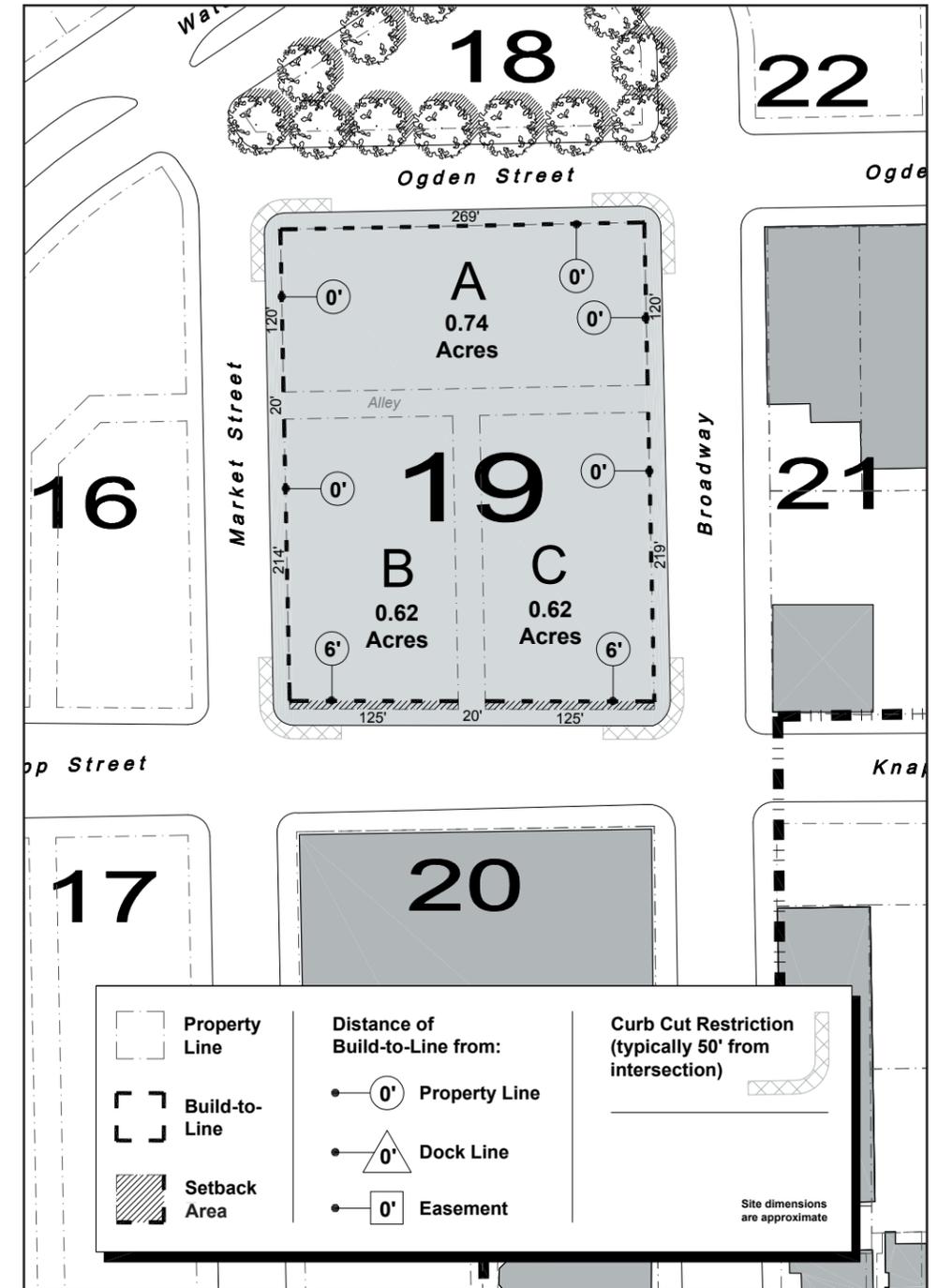
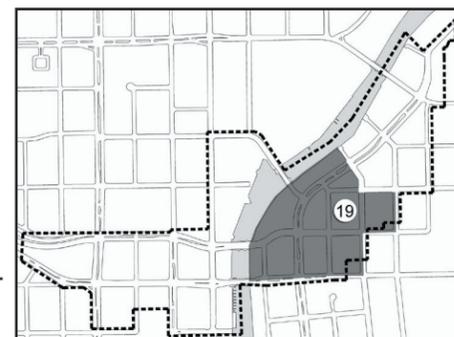


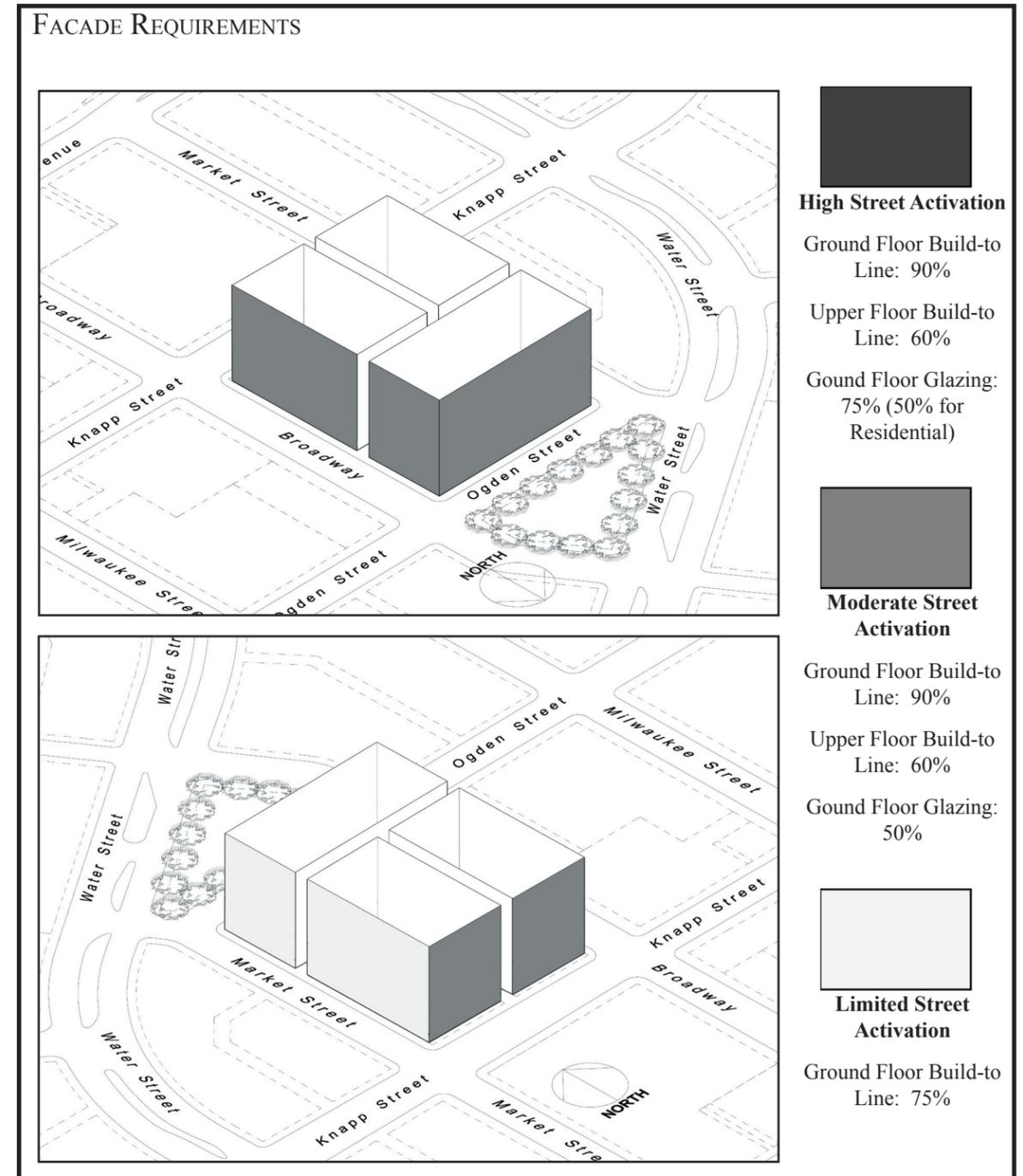
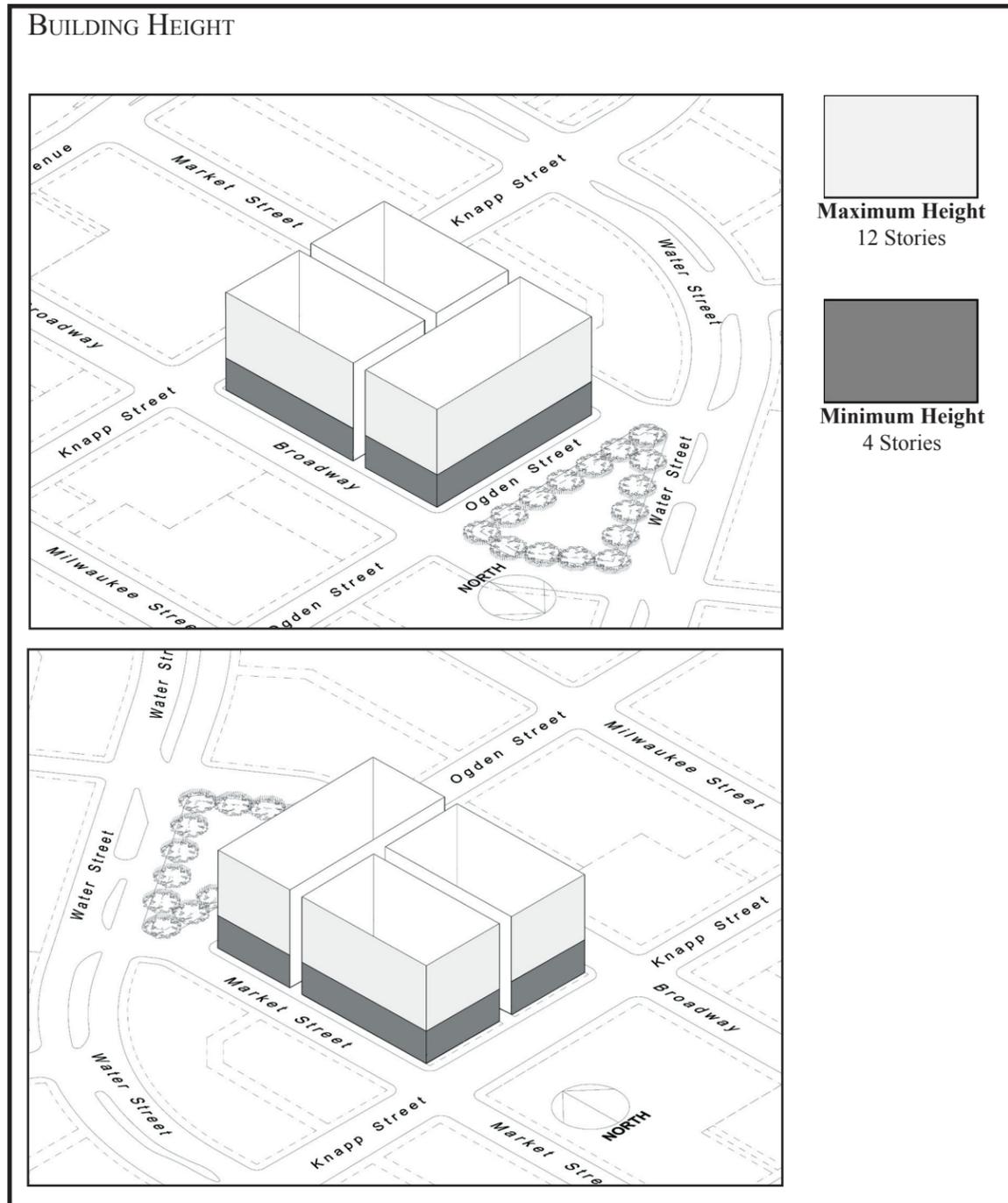
Block 18	
Parcel	
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	1. Public Space at Street Level 2. Buildings at Street Level limited to kiosks, small public facilities and/or small commercial establishments limited to 1000 square feet. 3. Structured parking allowed below grade.
Approximate Acreage	0.62 acres
Current Use	Surface parking and public r.o.w.
Allowed Use	See Use Table on page 82
Existing Zoning	C9B(A)
Recommended Zoning	C9B(A)
Known Utilities	No known utility issues.
Known Environmental Conditions	Prior uses of parcels within the block include sign manufacturing, lumber company and electric motor company. (Pb>800kg/mg; VOCs/PAHs>NR 720 RCLs).

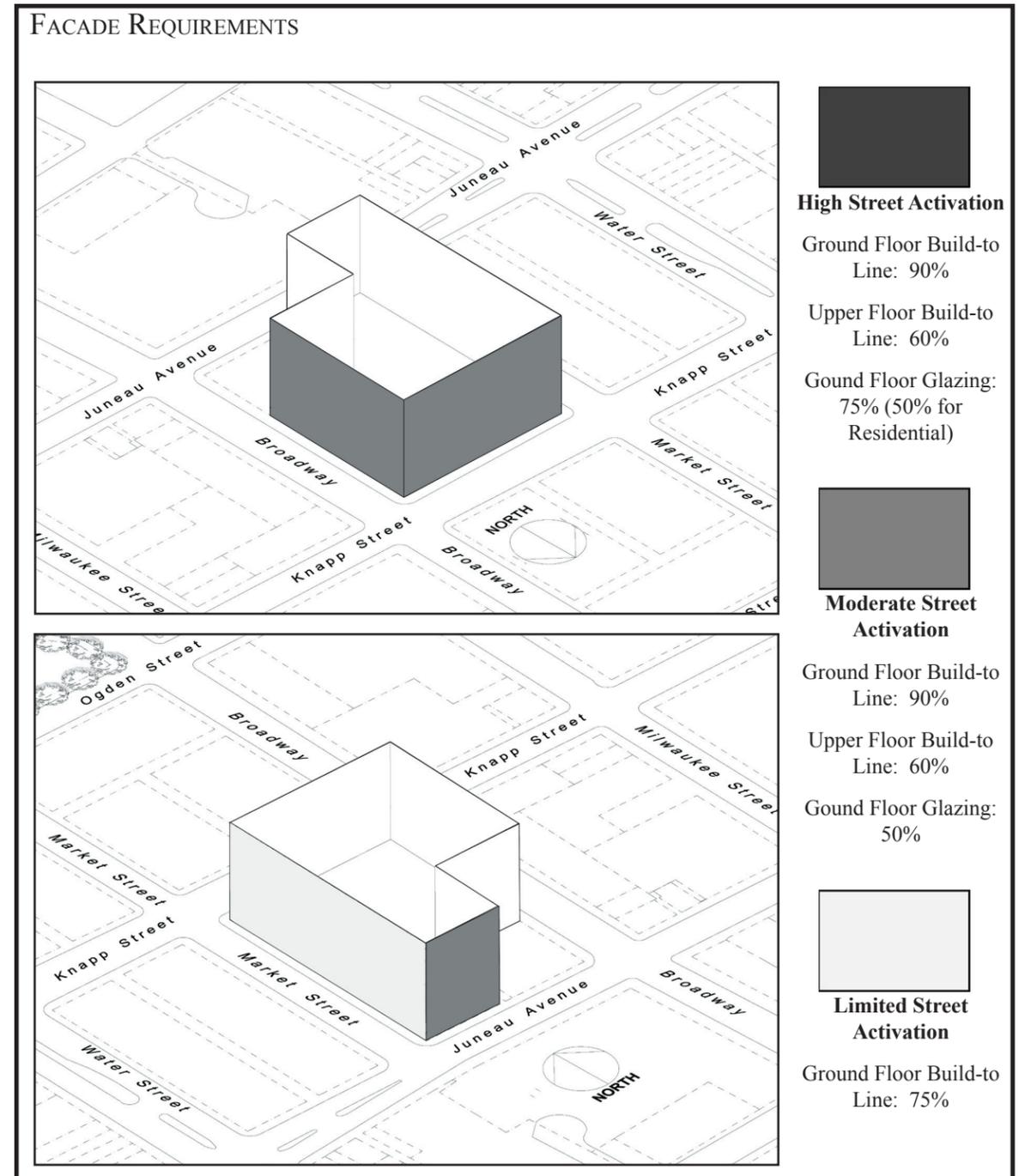
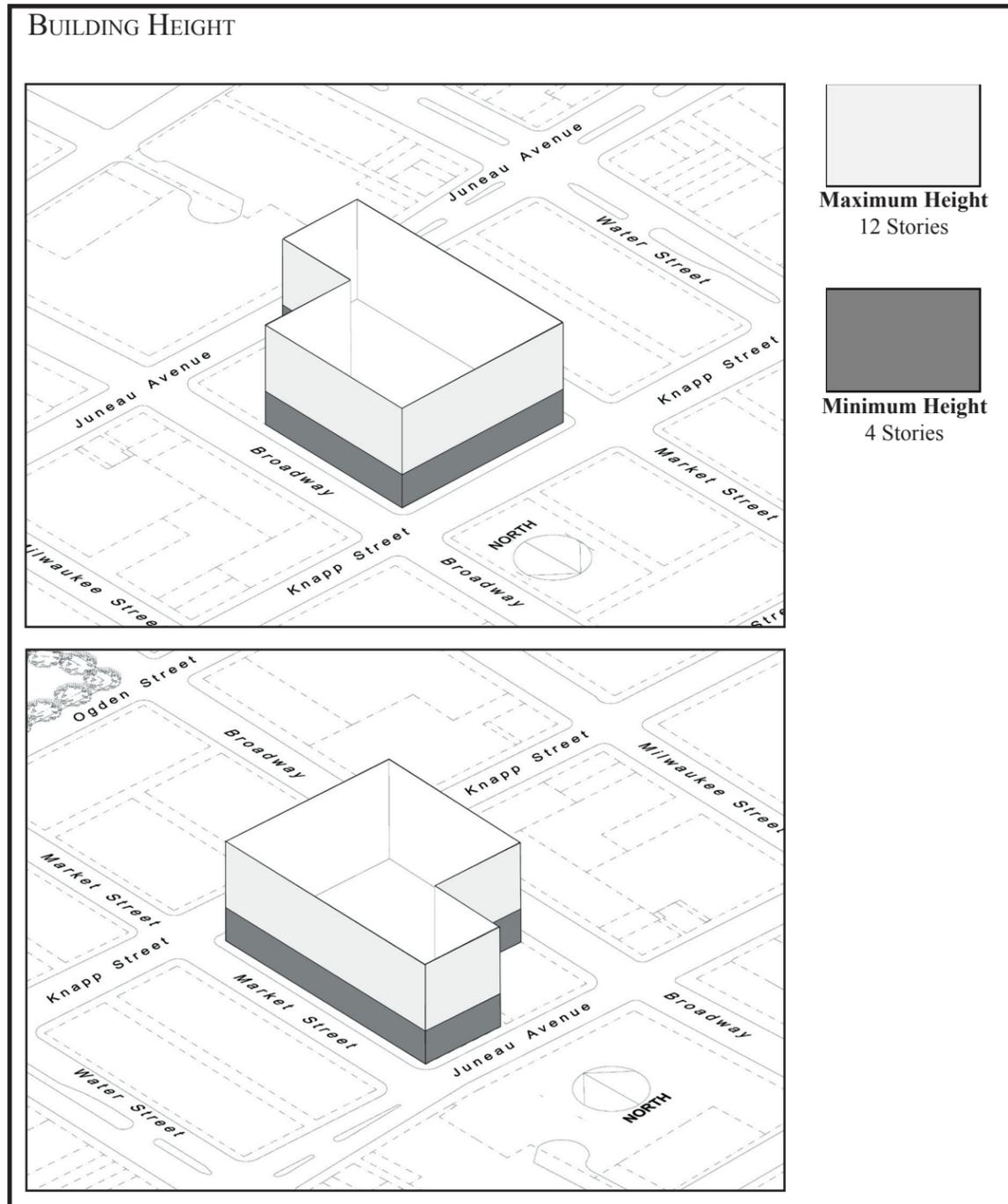


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	Block 19		
	A	B	C
Parcel	I	I	I
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	I	I	I
Approximate Acreage	0.74 acres	0.62 acres	0.62 acres
Current Use	Surface parking and public r.o.w.	Surface parking and public r.o.w.	Surface parking and public r.o.w.
Allowed Use	See Use Table on page 82	See Use Table on page 82	See Use Table on page 82
Existing Zoning	C9B(A)	C9B(A)	C9B(A)
Recommended Zoning	C9B(A)	C9B(A)	C9B(A)
Known Utilities	Adjacent to new public park.	Near new public park.	Near new public park.
Known Environmental Conditions	Prior uses of parcels within the block include transportation company and garage, machine shop and printing business. (Pb>800kg/mg; VOCs/PAHs>NR 720 RCLs).		







Parcel	Block 21
Allowable Building Form Combinations (I: Slab and Core; II: Types in I + Large Venue; III: Types in I + Rowhouse)	I
Approximate Acreage	1.99 acres
Current Use	Institutional - Milwaukee Center for Independence, Office - 1300 Broadway, LLC, Multi-family residential
Allowed Use	See Use Table on page 82
Existing Zoning	C9B(A)
Recommended Zoning	C9B(A)
Known Utilities	No known utility issues.
Known Environmental Conditions	No known environmental issues.

