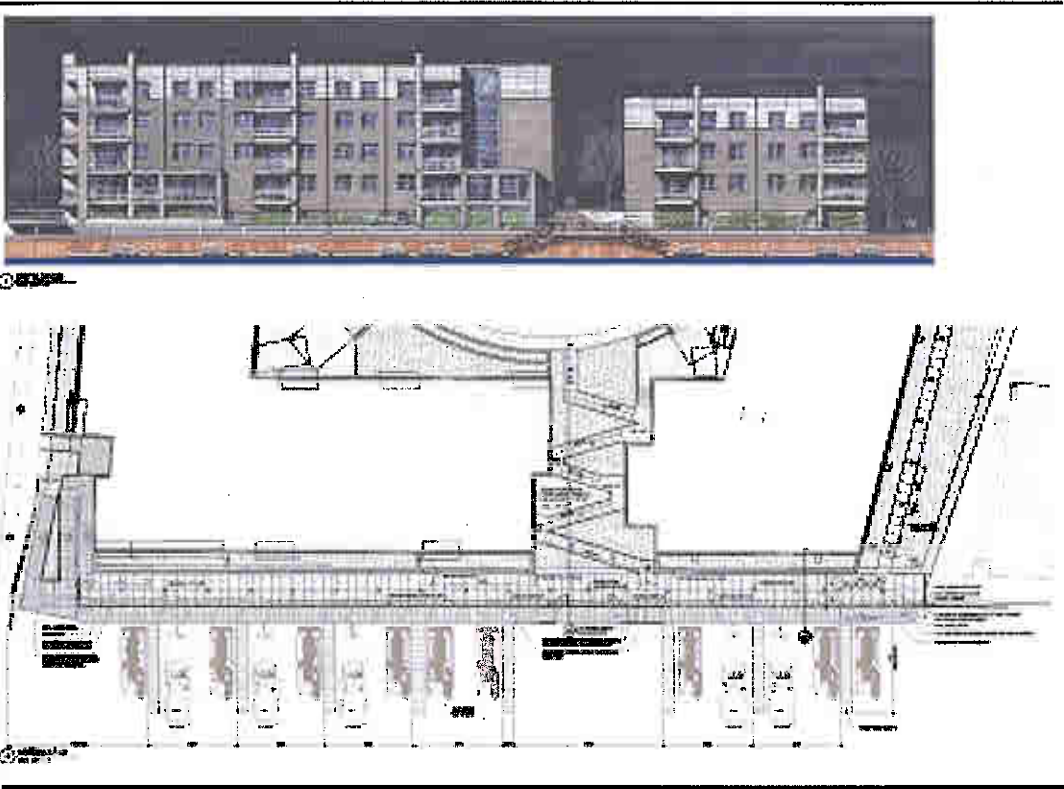




SPROD Submittal

## Beerline B Apartments

306 East Pleasant Street  
Milwaukee, WI



Submitted by:

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# Beerline B Riverwalk Connection

306 East Pleasant Street  
Milwaukee, WI

General Capital is partnering with The Brewery Works to develop a 140-unit riverfront apartment community on the northeast corner of Pleasant and Commerce Streets in the Beerline B Neighborhood. The site is zoned RED, Redevelopment District, and is subject to the Beerline B Master Plan and Neighborhood Code, to which the development fully complies.

The attached submittal describes the riverwalk component of the project. The Beerline B Apartments will connect the existing southern termination of the Beerline riverwalk at Trostel Square with Pleasant Street (and Schlitz Park). The site contains approximately 315 feet of direct Milwaukee River frontage. This frontage forms the eastern boundary of the parcel. The intent is to construct a seamless riverwalk connection along the property using identical technical and aesthetic specifications to the riverwalk fronting Trostel Square. In addition, three new fully accessible pedestrian connections will be added. Together, these features will offer a compelling pedestrian experience at the southern terminus of the Beerline B riverwalk.

In more detail:

- The riverwalk maintains the existing elevation of 6.6' along the entire frontage, then ramps up to elevation 14' to the Pleasant Street sidewalk at a slope of 1:12.
- The north end of the riverwalk is connected to Commerce Street with a five-foot wide sidewalk containing the same decorative medallions as found in the riverwalk. This, along with signage, will clearly demarcate this walkway as a public connection to the riverwalk.
- The development consists of two buildings forming a courtyard facing west. The buildings are split to accommodate an MMSD easement. This aperture allows the opportunity to create a highly landscaped handicap accessible ramp and plaza system connecting the residential courtyard to the riverwalk in the middle of the development. This feature will be fully public.
- In addition to the ramp and plaza system at the mid-point, a cantilevered "bump out" will allow access to future floating piers.
- At the south end, the ramp up to Pleasant Street is designed as a significant riverwalk feature, with an overlook platform at elevation 11.5'. The overlook platform cantilevers over the dockwall approximately five feet, offering a dynamic view of the river and Pleasant Street bridge. This southern ramp is fully handicap accessible, offering full access for the full length of the riverwalk experience.
- The riverwalk will contain the same pavement, railing, bollard and harp light details as the riverwalk directly to the south.

- The building elevations facing the river are attractive, highly articulated facades with special attention to the pedestrian experience at the base of the building. A seating ledge and planter demarcates the public/private zone along the entire frontage. The base of the building will be poured concrete with accent lines used to reinforce a sense of “base” at the river level. Punched-hole window openings will allow natural light into the underground parking contained on the lower level. Finally, a three-dimensional trellis structure will be used in all areas not containing windows. In the summer (when the riverwalk will have the most use), the entire base of the building will be green. In the winter, the trunk/branches of the vine will create interest. Low voltage landscape lighting will be used to highlight the native plantings in all landscaped areas visible from the riverwalk.
- As indicated previously, future floating piers will offer public and rental slips conveniently located to Downtown. The current application shows these piers, however, they will be permitted separately.

In conclusion, this project will create the connecting segment to complete the Beerline Neighborhood’s riverwalk. Special attention to public and handicap access makes this portion of the riverwalk particularly key to pedestrian connectivity and the overall riverwalk experience.