



the
couture
MILWAUKEE

THE COUTURE AT A GLANCE

\$122 MILLION TOTAL PROJECT COST

44 STORIES / 700,000 SQUARE FEET

PUBLIC PLAZAS, PARK & PEDESTRIAN BRIDGES

302 MARKET RATE APARTMENTS

54,893 SQUARE FEET OF DESTINATION
RESTAURANT & RETAIL SPACE

570 PARKING SPACES (147 PUBLIC SPACES)

26% OF THE TOTAL SPACE IS FOR PUBLIC USE

2,074 JOBS (1,120 IN CONSTRUCTION)

150 PERMANENT JOBS

CURRENT ANNUAL TAX REVENUE: **\$0**
(CURRENT TRANSIT CENTER IS A
COST TO TAXPAYERS TO MAINTAIN)

\$68,158,864 NEW TAX REVENUE
OVER 30 YEARS FOR PUBLIC INFRASTRUCTURE
AND OTHER PUBLIC INVESTMENTS

CREATE A NEW DEMAND BY OFFERING A
VITAL HOUSING OPTION FOR **600** NEW
DOWNTOWN RESIDENTS

1 MILLION ANNUAL VISITORS



A Catalytic Part of the Lakefront Gateway Project

A 44-story mixed-use skyscraper, The Couture, will play an essential and vital role in the transformation of Milwaukee's Lakefront Gateway. It has been designed, from the ground up, to serve as a key thoroughfare connecting our lakefront and cultural amenities with our downtown – through public plazas and parks, pedestrian bridges and a new lakefront stop for the proposed streetcar. The result: The Couture will replace an underused “bus barn,” with a true multimodal transit hub for our community.

In the process, it will bring new vibrancy to the lakefront through a new destination site, including 600 new downtown residents, high-end retail and restaurants and generating millions of dollars in new tax base and creating thousands of new jobs.

Milwaukee County's Return on Investment

26% OF THE SITE WILL BE USED FOR NEW PUBLIC AMENITIES
(More public space than at the current, underused “transit center.”)

SUBSTANTIAL INVESTMENT IN NEW PUBLIC INFRASTRUCTURE
ENHANCING PUBLIC TRANSIT, GREEN SPACE, PUBLIC ACCESS AND CONNECTIONS

\$3 MILLION IN DEVELOPER-FUNDED SITE DEMOLITION AND PREP COSTS

\$.5 MILLION IN DEVELOPER-FINANCED CONTINGENCY FUND FOR LEGAL COSTS

\$68,158,864 TOTAL NEW TAX REVENUE OVER 30 YEARS
FOR PUBLIC INFRASTRUCTURE AND OTHER PUBLIC INVESTMENTS

\$610,000 IN NEW ANNUAL MILWAUKEE COUNTY TAX REVENUE AT STABILIZATION

PUBLIC AREAS:

26%

OF TOTAL BUILDING AREA

(178,000 square feet)

TIF funding for the project would be solely used to support public benefits and amenities and will not be used for any parts of the site that are not open to the public or are income-producing for the developer.



PEDESTRIAN VISITOR PLAZA provides a welcoming public space as visitors move through to their destination.
9,150sf

PUBLIC TRANSIT CURB CUT
integrates existing mass transit

**THE ONLY
24/7/365
VITALITY DESTINATION.
A TRUE GATEWAY TO
MILWAUKEE**

ROOFTOP PARK
provides a natural surface
and aesthetic improvement
for downtown office
employees and residents.
29,385sf

VISITOR WALKWAYS will serve millions of public
visitors annually directing them to area retail,
downtown businesses, public transit, nearby
attractions and public lakefront pathways. **12,940sf**

PUBLIC AREA CORE contains public
handicap access points to elevators
public parking and public and
private transit. **7,394sf**

PUBLIC TRANSPORTATION CONCOURSE
space with inspiring architectural details,
connecting the public to bus and rail transit,
public walkways, parking, bike share, and
street side pickup. **20,855sf**

SUMMARY OF TIF FUNDING FOR PUBLIC AREAS

PUBLIC AREA CORE/Common Space
7,394sf

PUBLIC TRANSPORTATION CONCOURSE
20,855sf

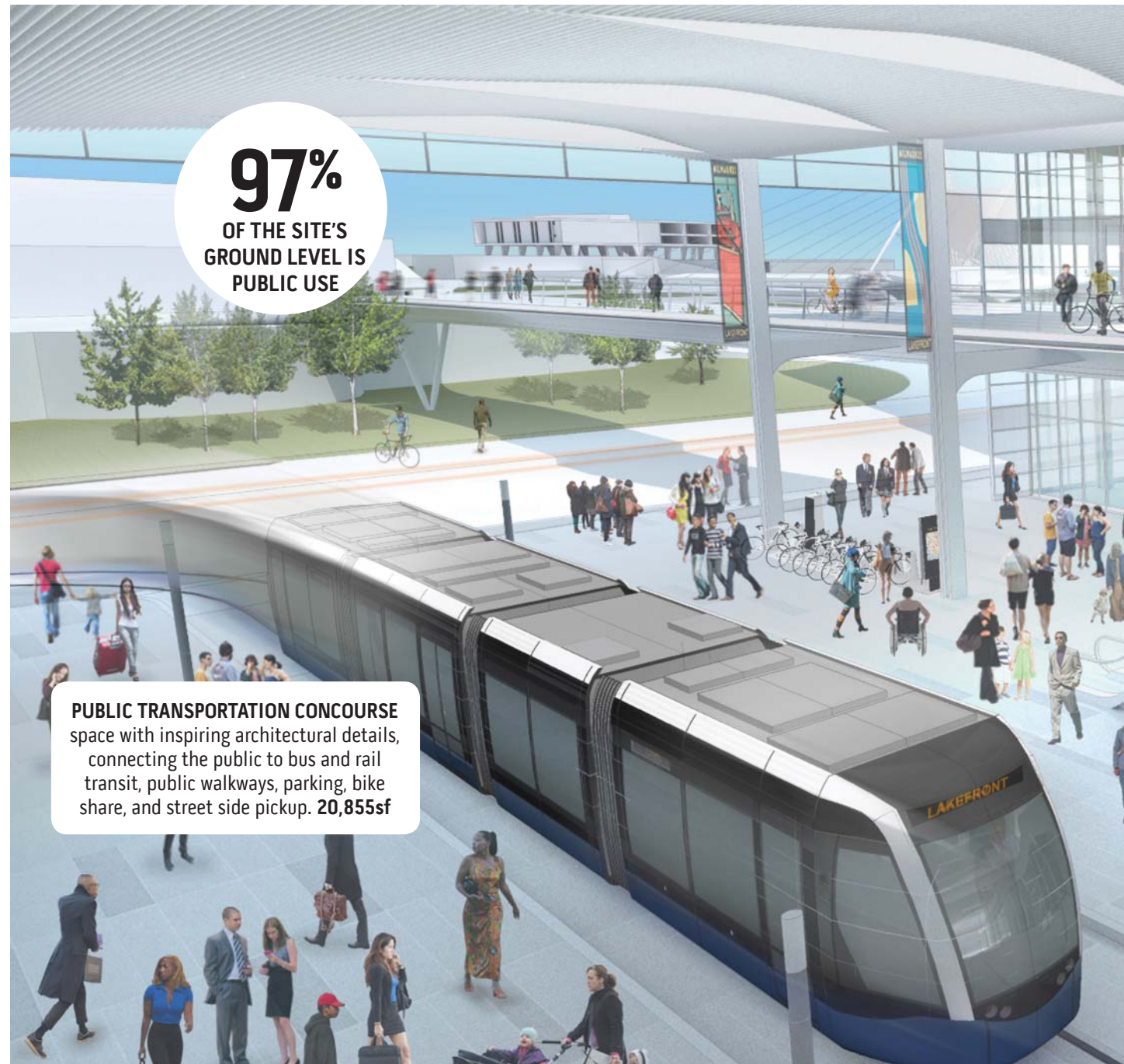
ROOFTOP PUBLIC PARK
29,385sf

PUBLIC ACCESS STAIRS TO WALKWAYS
1,715sf

PUBLIC PEDESTRIAN VISITOR PLAZA
9,150sf

VISITOR WALKWAYS
12,940sf

TOTAL PUBLIC AREA:
81,561sf



97%
OF THE SITE'S
GROUND LEVEL IS
PUBLIC USE

PUBLIC TRANSPORTATION CONCOURSE
space with inspiring architectural details,
connecting the public to bus and rail
transit, public walkways, parking, bike
share, and street side pickup. **20,855sf**



VISITOR WALKWAYS will serve millions of public visitors annually directing them to area retail, downtown businesses, public transit, nearby attractions and public lakefront pathways. **12,940sf**

PUBLIC ACCESS STAIRS AND WALKWAYS provide the necessary capacity for moving large crowds through this dynamic hub. **1,715sf**

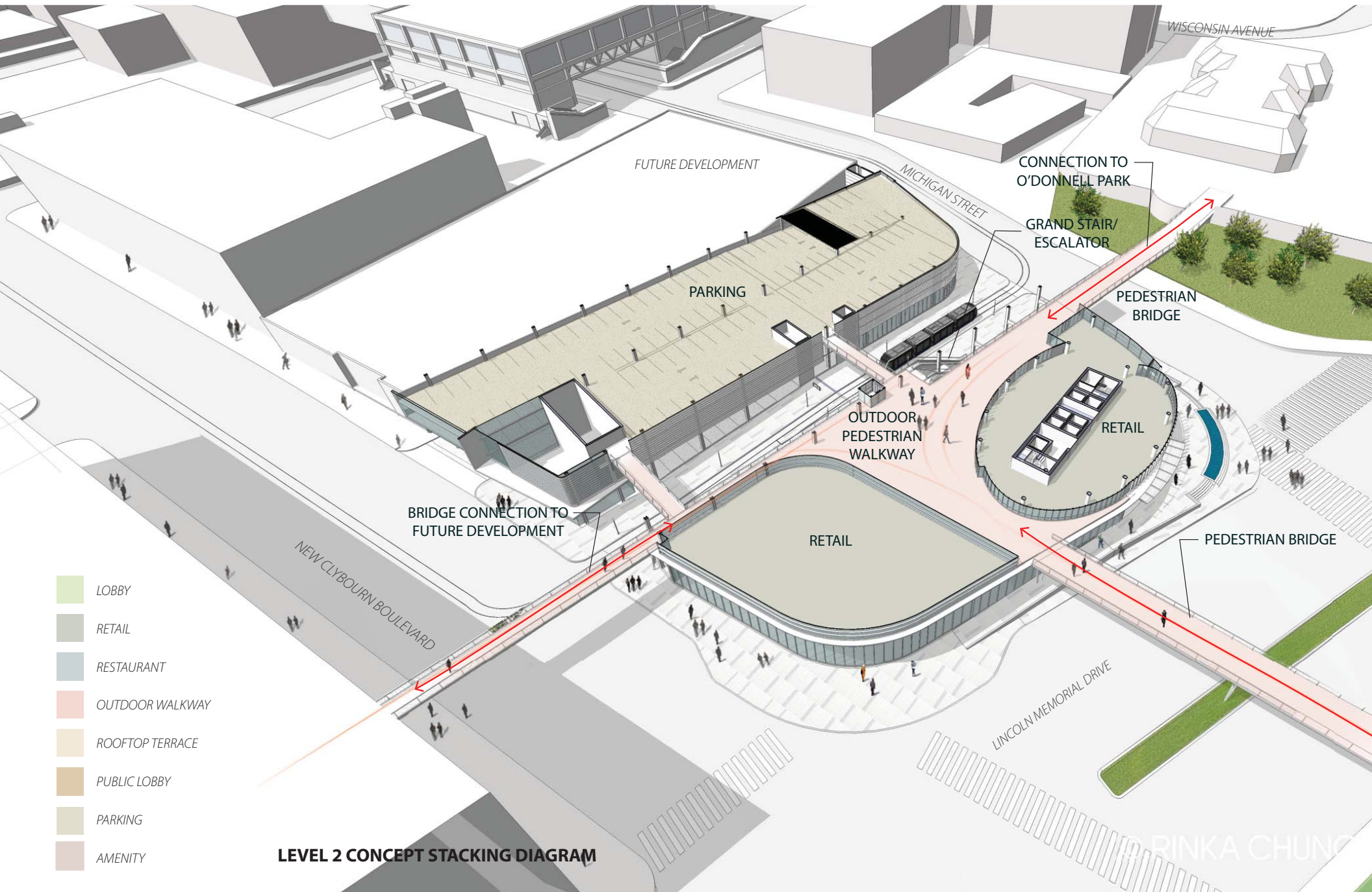
26%
OF THE BUILDING
AREAS ARE FOR
PUBLIC USE







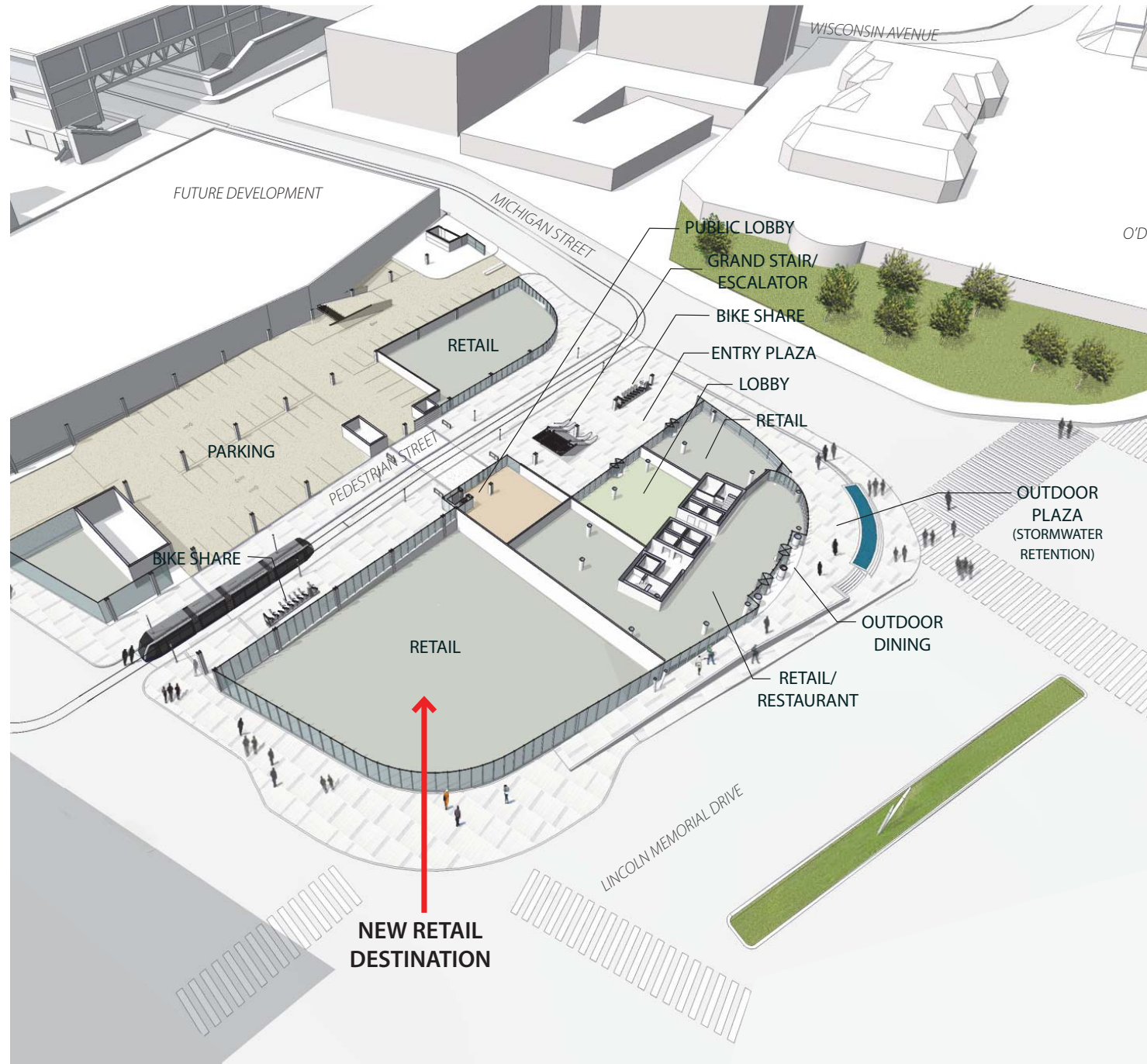
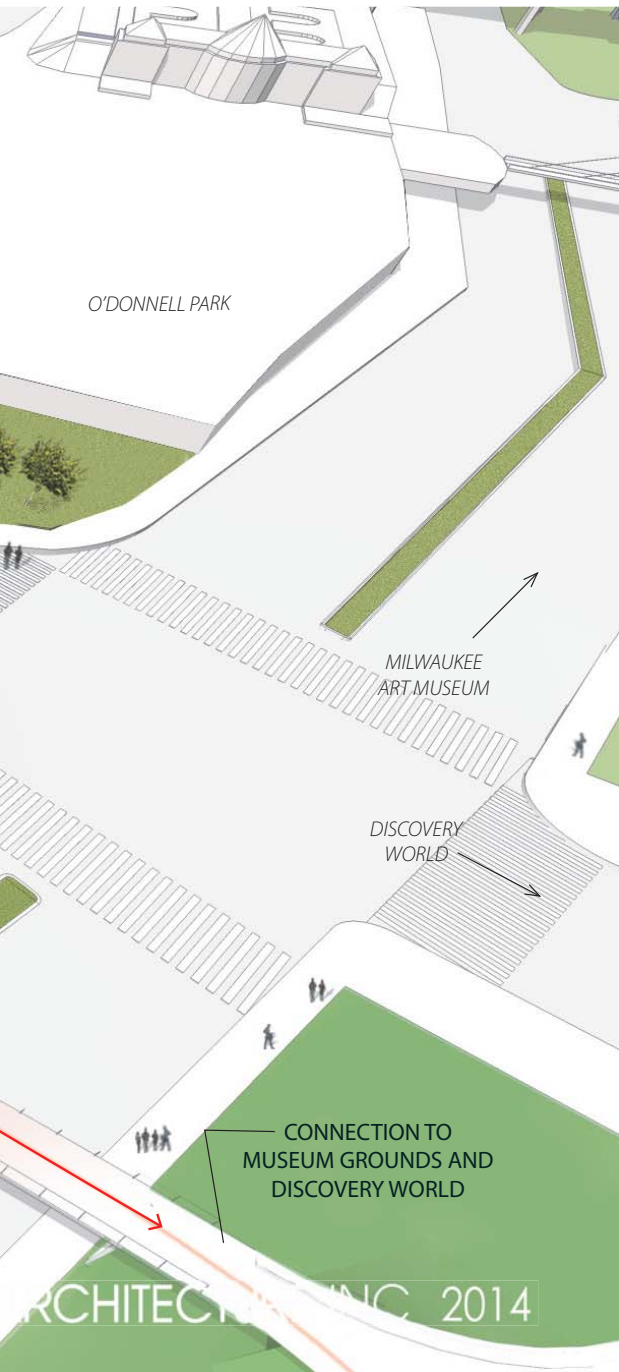




- LOBBY
- RETAIL
- RESTAURANT
- OUTDOOR WALKWAY
- ROOFTOP TERRACE
- PUBLIC LOBBY
- PARKING
- AMENITY

LEVEL 2 CONCEPT STACKING DIAGRAM

RINKA CHUNG





(29,385 sf)



Why The Couture Could Wow the Nation

Few cities have built towers this tall (44 stories) since 2000. This could be a coup for Milwaukee.

(Second of two-part series in Urban Milwaukee. online at urbanmilwaukee.com)

By David Holmes - Aug 27th, 2013 01:43 pm

As a long-time resident of the Milwaukee area, I was excited when the proposal for the 44-story The Couture tower was announced in 2012. As my earlier story found, Milwaukee has out-performed most other major U.S. cities since 2000 in the construction of high-rise (at least 18 stories) buildings. However, even within the context of this remarkable overall performance, the proposal for The Couture tower seems extraordinary.

That became clear as I did a comparison to other cities, again using data on U.S. high rises at skyscraperpage.com. I tallied all residential towers having 44 or more stories completed in the 67 largest U.S. cities since 2000 (i.e., the 50 largest U.S. cities by population plus 17 cities that are the principal cities in one of the 50 largest U.S. metropolitan areas). Table 1 presents a summary showing there are just 11 major U.S. cities in which at least one 44-story or higher residential tower has been completed since 2000, or is currently under construction.

As shown, the list of major U.S. cities building residential towers of at least 44 stories in this century is short. Furthermore, the vast majority of these towers were constructed during the real estate bubble. For

instance, of the 32 residential towers completed this century in Chicago, 16 began construction during the 3-year period from 2005-07, and only 1 during the subsequent 3-year period from 2008-10 coinciding with the housing bust.

To better appreciate the trends in high-rise residential construction occurring in the post-bubble or “new normal” economic environment, I separately tabulated totals for buildings completed during the past three years (2011-13) as well as buildings currently under construction. Only 4 major U.S. cities are currently in this “club” – Milwaukee would be the 5th if and when The Couture begins construction. It is probably worth noting some of the major U.S. cities that are absent from Table 1 – every other city in the Midwest except Chicago; every major city in Florida except Miami; every major city in Texas except Austin; and the cities of Boston, Portland, and Seattle.

I suspect three factors may play a role in Milwaukee being the locale for a high-rise residential development of this magnitude. The first is an exceptional site. The second is a talented developer, Rick Barrett, who has already managed to complete one significant high-rise building in the post-bubble economic environment (the 30-story The Moderne). The third is a surrounding environment in the nearby downtown and lakefront areas of Milwaukee that is arguably one of the top urban environments for any major city in the U.S. (even if this fact is not fully appreciated by many long-time residents or the many Americans who have not yet had the good fortune to visit Milwaukee).

U.S. Cities with 44-Story or Higher Residential Towers Built Since 2000

CITY	#Buildings Completed 2000-2013*	Max Floors	#Buildings Completed 2011-2013*	Max Floors	#Buildings Under Construction*	Max Floors
NY City	32	76	4	76	14	89
Chicago	32	98	2	45	4	59
Miami	28	65	0	0	4	46
Las Vegas	14	64	0	0	0	
Atlanta	4	52	0	0	0	
Philadelphia	2	45	0	0	0	
San Francisco	2	58	0	0	2	50
Austin	2	56	0	0	0	
Los Angeles	1	55	0	0	0	
Charlotte	1	50	0	0	0	
Denver	1	45	0	0	0	

*Totals are as of June 2013

Although the Milwaukee Art Museum addition has become a nationally-recognized symbol of Milwaukee's urban renaissance, the reality is that any city having enough wealthy and generous donors could build an architecturally notable museum, concert hall, or other civic monument. But a market-driven tower built to make money in the private sector – that's a different matter. The Couture could in some respects be even more important in changing national perceptions of Milwaukee: it would be a striking physical symbol of Milwaukee's desirability as a place to live, versus a place to give. You can't fake quality of life, or quality of environment – and Milwaukee's downtown and lakefront have both.



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