

AIA Milwaukee

PRESENTS

# WELLS STREET STATION

AN EMERGING PROFESSIONALS  
DESIGN COMPETITION





## INTRODUCTION

AIA Milwaukee is proud to announce its 2015 Design competition: **Wells Street Station**, a single stage local ideas competition dedicated to examining and finding solutions to some of the urban design challenges facing the City of Milwaukee.

This year's competition focuses upon a long vacant building and lot in the heart of downtown. The site is immediately adjacent to one of the city's main waterways and in the core of the city's theater district. Many proposals have surfaced over the years for the site, but none of them transpired so this prime site in downtown remains vacant. This year's competition seeks to provide viable options for the development of the site.

The results of the competition will be announced in April at a public event held by AIA Milwaukee. A jury of professionals and peers will critique all entries and select a First, Second and Third prize. Honorable mentions may be awarded by the judges at their discretion. All entries will be published on the AIA Milwaukee website, publicly displayed at local venues, as well as include the possibility of other press opportunities in local and regional media. AIA Milwaukee also intends on publishing all entries in a book, which will be available for purchase in summer of 2015.

All entries may be the work of an individual or of a team consisting of up to three (3) members.

AIA Milwaukee is proud to have partnered with the building's owner to present this year's competition. Entries submitted as part of the competition will be used in marketing efforts by the owner for the property. The intellectual property of the ideas submitted remains those of the entrants. Upon submission, copyright to the images becomes that of AIA Milwaukee. Please see the [Media Release](#) for more information on property rights.

Please utilize our 'Smart PDF' to ease your navigation through the document.

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## BACKGROUND

The building at 107-115 East Wells has been long vacant. The last proposal for the site was before the recession in 2008, and like many real estate developments, died during that time.

The building was originally built around the turn of the century and has included many uses over the years. Its position in the city makes it prime real estate. It is positioned on the Milwaukee River and contains direct access to the city's Riverwalk system, a popular destination especially in the warmer months, as well as to exclusive use of a patio space on the Riverwalk.

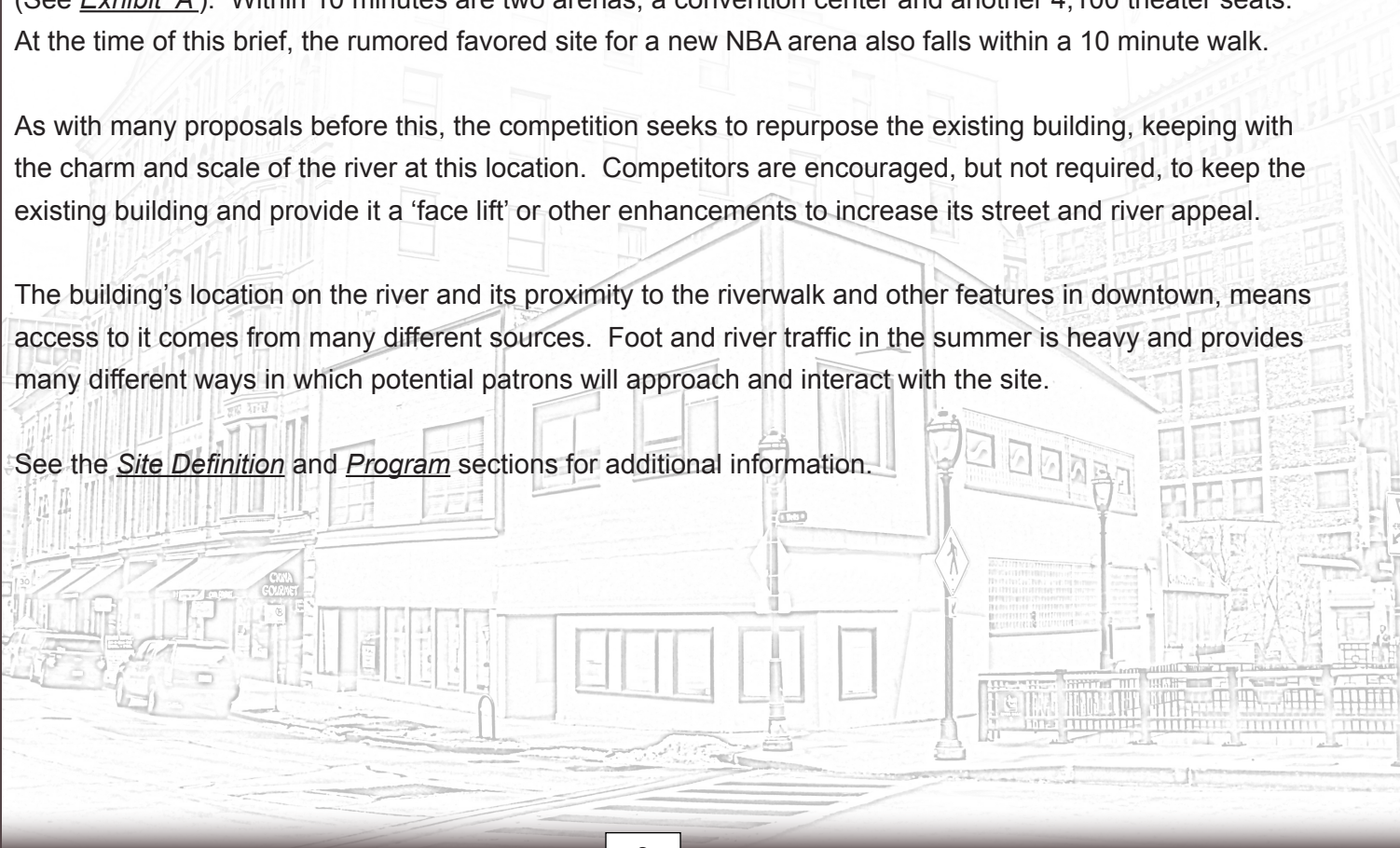
Due to the building's age, it faces many challenges for its next tenant. The stone foundation and heavy timber structure would need extensive care to extend their life. The Milwaukee River adjacent to the site actually extends under the existing building making new construction a challenge but not impossible. Despite the challenges, many of the proposals over the years sought to retain it.

The building is adjacent to the city's unofficial Theater District, within a five minute walk of the site there are four theater complexes with nine stages that provide over 8,500 seats and shows several days of the week (See *Exhibit 'A'*). Within 10 minutes are two arenas, a convention center and another 4,100 theater seats. At the time of this brief, the rumored favored site for a new NBA arena also falls within a 10 minute walk.

As with many proposals before this, the competition seeks to repurpose the existing building, keeping with the charm and scale of the river at this location. Competitors are encouraged, but not required, to keep the existing building and provide it a 'face lift' or other enhancements to increase its street and river appeal.

The building's location on the river and its proximity to the riverwalk and other features in downtown, means access to it comes from many different sources. Foot and river traffic in the summer is heavy and provides many different ways in which potential patrons will approach and interact with the site.

See the *Site Definition* and *Program* sections for additional information.





## SITE DEFINITION

Competitors are limited to the area bounded by Wells Street on the North, Milwaukee River on the West and existing buildings on the South and East. Please see 'Site Plan A' and 'Site Plan B' in the Supplemental Materials sections for details. The site includes a permanent easement to the South of the existing structure, which is currently green space used as a dog walk area for the adjacent apartment buildings. The west side of the site includes direct access and use of the city's Riverwalk. This must stay open for public use; however, the existing enlarged 'patio' area may be incorporated into an entrant's scheme.

Vertical expansion on the current building's footprint is not possible due to the structure of the existing building. Smaller modifications such as roof top decks shall be considered allowable. New structures are not limited in size or height.

Competitors may propose solutions that occupy any reasonable percentage of the total site area including the easement. Competitors are encouraged to stay within the given boundaries.

Please see the Supplementary Materials for further information about site boundaries.

### *IDP Hours*

As of October 1, 2010 NCARB allows interns to "earn up to 40 core hours in an IDP training area for the completion and submission of a design competition outside of a recognized work setting or academic requirement". This design competition is designed to align with the 'Site and Building Analysis' or 'Schematic Design' Training area and students and interns who complete this competition are encouraged to submit the Design Competition for credit to NCARB to receive their IDP credit. For more information, consult the IDP Guidelines from NCARB. Submissions must be done through the online reporting system.

## PROGRAM

A limited program is provided with the competition to give some direction to the development of the site. Teams are encouraged to develop their own program as part of their entry, meeting the provided competition objectives.

Parking: The site includes use of nine covered parking spaces in the alley to the south of the site. Additional parking is not required to be provided except if residential is included as part of a team's solution. If a solution contains residential, then parking shall be provided to the tune of one space per residential unit. The existing parking spaces may count towards the total parking count.

Riverwalk Access: Proposals shall continue to allow public access to and use of the Riverwalk along the site. The wide portion of the Riverwalk immediately adjacent to the building may contain a use exclusive to the site. A 10' wide path must be maintained through the length of the riverwalk for public use. 'Soft Features' (tables, chairs, etc.) may encroach onto this, but may not decrease the through path to less than 6'.

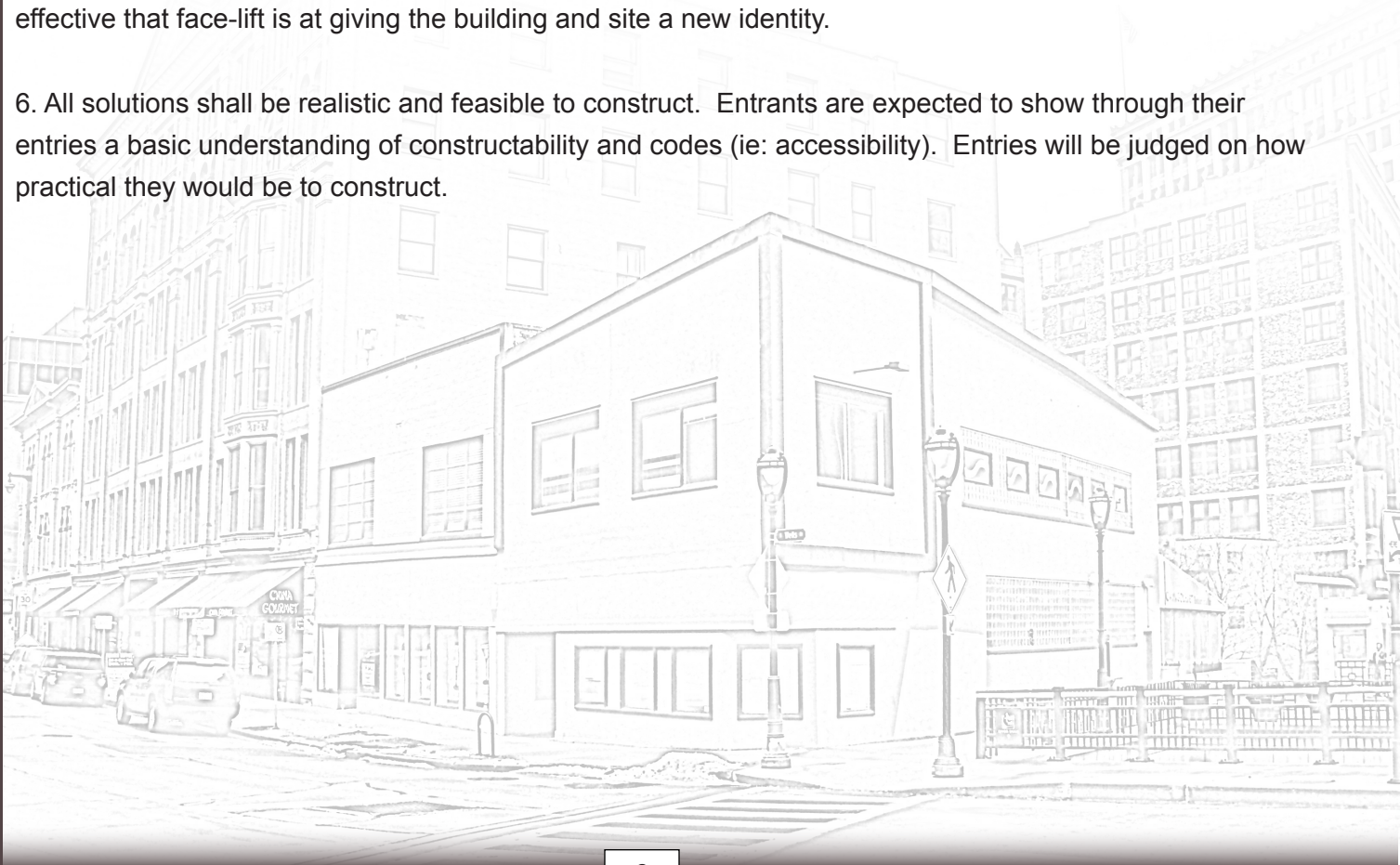
Mixed Use: The proposed facility shall provide a mixed use for the site. Project teams are left to determine what these uses will be. A fully developed program need not be developed; however, proposed space usage shall be indicated on the building plans.

Branding: Teams are encouraged to include a 'branding' of the spaces as part of the solution. 'Branding' shall be defined as a naming of the space as well as a definition of its type (ex: brewery, restaurant, martini bar, etc.). Branding is also extended to the interior environment of the spaces and competitors are encouraged to develop an identity for the interior of these spaces where images are shown as part of the final presentation. Teams are encouraged to come up with new tenants, but may also propose chains to occupy the spaces.

See the Criteria for Evaluation section for further discussion on competition objectives

## CRITERIA FOR EVALUATION

1. The site includes direct access to one of Milwaukee's prized features, the Riverwalk system and the Milwaukee River. The site shall include the Riverwalk and associated patio as part of the solution.
2. Competitors are encourage to reuse the existing building as much as possible and add on as appropriate. Competitors will be judged on how much they are able to reuse the existing building.
3. Competitors shall include branding as part of their overall solution for both the interior spaces. Teams will be judged on the efforts to provide individual identities to the interior spaces.
4. The site's proximity to the city's theater district, Riverwalk as well as the river provides several different types of potential patrons arriving by several methods. Entries will be judged based on their ability to handle these different methods in which potential patrons will arrive.
5. Competitor's branding efforts should extend to the exterior envelope of the building, but need not be related to the interior branding efforts. Teams will be judged on the face-lift given to the building and how effective that face-lift is at giving the building and site a new identity.
6. All solutions shall be realistic and feasible to construct. Entrants are expected to show through their entries a basic understanding of constructability and codes (ie: accessibility). Entries will be judged on how practical they would be to construct.





## COMPETITION STRUCTURE & ENTRY CATEGORIES

Wells Street Station is an anonymous, single stage ideas competition.

Interns and architects licensed up to 10 years are eligible to participate.

Members of the jury, their families, or those involved in any capacity with the preparation of this competition may not participate.

This competition is to be conducted solely via the website, no additional printed material is available.

## QUESTIONS AND ANSWERS

The deadline for competition queries is 12:00 noon, March 16, 2015.

All questions must be submitted via email to: [amalanowski.aiamdc@blogger.com](mailto:amalanowski.aiamdc@blogger.com). All answers will be presented on the competition website at [www.aiamilwaukee.org/designcompetition](http://www.aiamilwaukee.org/designcompetition) This is the only acceptable medium for submitting questions. No questions submitted via other sources will be responded to.

## SCHEDULE

### **February 2015**

Competition Announced.

### **February 16, 2015**

Competition open .

Entry packet available for download from the [competition website](#).

Question and Answer period opens.

Online Registration opens.

### **March 16, 2015**

Question and Answer period closes.

### **March 30, 2015**

Registration closes at 4pm.

Entries due by 5pm.

### **April 14th, 2015**

Reception (5:30pm) and announcement of winners (6pm).

John Haws Pub

100 E. Wisconsin Ave, Ste 1

Milwaukee, WI 53202

(lower level on Riverwalk)

## MATERIAL PROVIDED

1. Site plan
2. Site photographs
3. Building model in Revit 2015
4. Building plans in AutoCAD 2013 format
6. AIA Media Release Form

## PUBLIC DISPLAY

Winning entries, and those selected by the judges and organizers, will be printed and displayed in public. Dates and venues are subject to change. AIA Milwaukee accepts no responsibility for errors in the printing process.

Visit [aiamilwaukee.org](http://aiamilwaukee.org) for a complete listing of all public displays.

## ANONYMITY/OWNERSHIP

Anonymity will be maintained throughout the competition. No names of team members shall appear on graphic material or in file names.

Upon registration, all competitors will receive a registration number. This number must appear on each presentation board in 12-point horizontally-oriented type in the bottom right hand corner.

According to the included Media Release, all material received by the organizers (AIA Milwaukee) becomes their property, including reproduction rights and will not be returned. The intellectual property rights inherent in each project remain the exclusive property of the author(s) of the project.

## INTENT TO DISTRIBUTE

AIA Milwaukee is excited to partner with the property's owner to present this year's competition.

All images and boards submitted as part of the competition will be provided to the building's owner for marketing purposes on the property.

As stated above, the intellectual property of the ideas presented remain those of the team or individual submitting and upon submission the copyright to the materials becomes that of the organizers (AIA Milwaukee).

AIA Milwaukee is committed to protecting the intellectual property of its members and the profession and will ensure that appropriate credit will be given to the authors of the work.



## PRIZES/FEES

### **Entry Fees:**

AIA/AIAS Members: \$70

Non-Members: \$85

### **Prizes:**

*First Prize:* \$675

*Second Prize:* \$500

*Third Prize:* \$325

Up to three honorable mentions will be awarded at the discretion of the judges.

## JURY

We are excited to have a diverse judging panel for this year's competition. This year's judges represent a wide range of constituencies, including professional and community representatives.

### **Melissa Destree, AIA**

President, AIA Wisconsin

*Professional Representative*

### **Gary Taxman**

Taxman Investment Company

*Land Owner*

### **Eric Schoedel, AIA**

AIA Milwaukee President

*AIAM Representative*

### **Ashley Ryspicki Assoc. AIA**

Director, Emerging Professionals Engagement

The American Institute of Architects

*Emerging Professionals Representative*

## **SUBMISSION REQUIREMENTS**

Submissions for this competition shall solely be in electronic form. Entries shall be uploaded to the FTP site listed below prior to the deadline. *Any entries received after the deadline will not be accepted or judged.* A single zipped folder, containing the following, will be considered the individual's or team's entry. The zipped folder shall be named with the individual's or team's registration number. All drawings and architectural scales should be expressed in feet and inches, with the exception of a site plan.

The two provided boards are the sole means in which entries will be judged.

## **SUBMISSION PROCESS**

1. Teams must first register in the appropriate category via the Eventbrite website. A link to the registration page can be found on the [AIA Milwaukee website](#) or the [competition website](#).
2. A zipped folder named with the individual's or team's registration number, and containing all the materials listed in the Submission Materials section below, shall be uploaded to the FTP provided on the following page.

## **SUBMISSION MATERIALS**

The required submission materials are as follows:

1. Two (2) horizontally oriented boards @ 24" x 36" in PDF format  
Boards to include at minimum:
  - A: Plans, sections and elevations as appropriate to explain strategy
  - B: Perspectives of the finished design
  - C: Diagrams as needed to explain strategy
2. JPEG files of all boards @ 72 dpi
3. Individual PDF file of each board, flattened.
4. JPEG files of all individual images and drawings as included on the boards
5. A .doc file titled "teamid.doc": This file will list the following information:
  - A: Project Title
  - B: Registration Number
  - C: Names and Titles of all members of the competition team
  - D: Team Leader (person who registers), Telephone, Address and Email Contact Information
6. Media Release Form signed by all team participants, scanned and included as a PDF file. The Media Release Form must contain original signatures. No electronic signatures will be accepted.



## SUBMISSION LOCATION

Upload a single zipped folder containing all the above to:

<ftp://aiamep@aiamilwaukee.org>

Username: aiamep@aiamilwaukee.org

Password: AIAmEP12

A confirmation email will be sent to the Team Leader, using the provided contact information, after the due date.

Entries who do not follow the established submission requirements will be disqualified.



## SUPPLEMENTAL MATERIALS

The following materials are provided to all entrants.

Exhibit 'A'

Site Plan 'A'

Site Plan 'B'

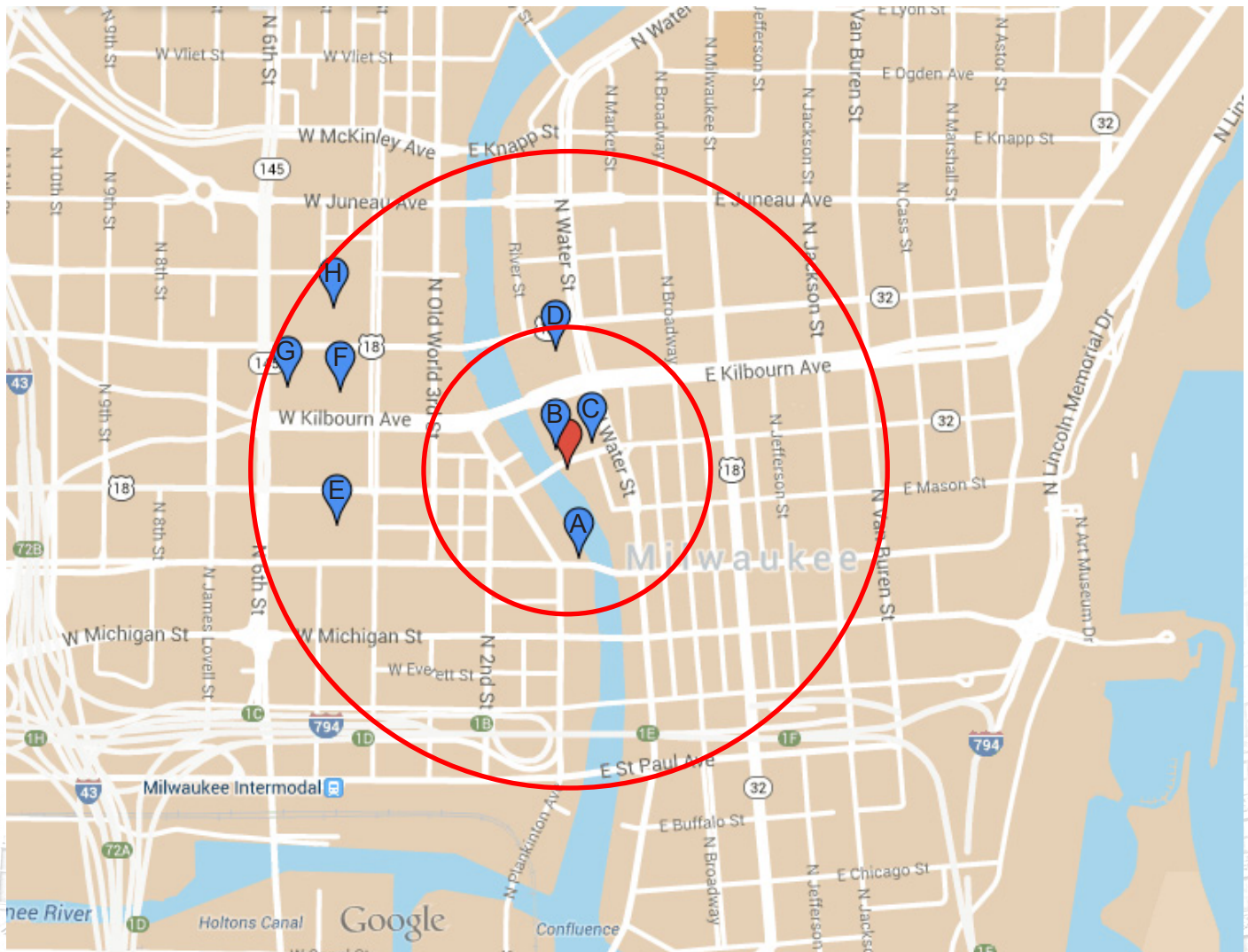
Additional information including AutoCAD and Revit base files and photos of the site are available for download from the competition website at: <http://www.aiamilwaukee.org/DesignCompetition/Documents.php>





## EXHIBIT A

The exhibit below illustrates the site in relation to theaters in the immediate vicinity.



Inner Ring: 5 minute walk  
Outer Ring: 10 minute walk

Key:

Red Pin: Site

A: Riverside Theater

B: Milwaukee Repertory Theater

C: Pabst Theater

D: Marcus Center for the Performing Arts

E: Wisconsin Center (Convention Center)

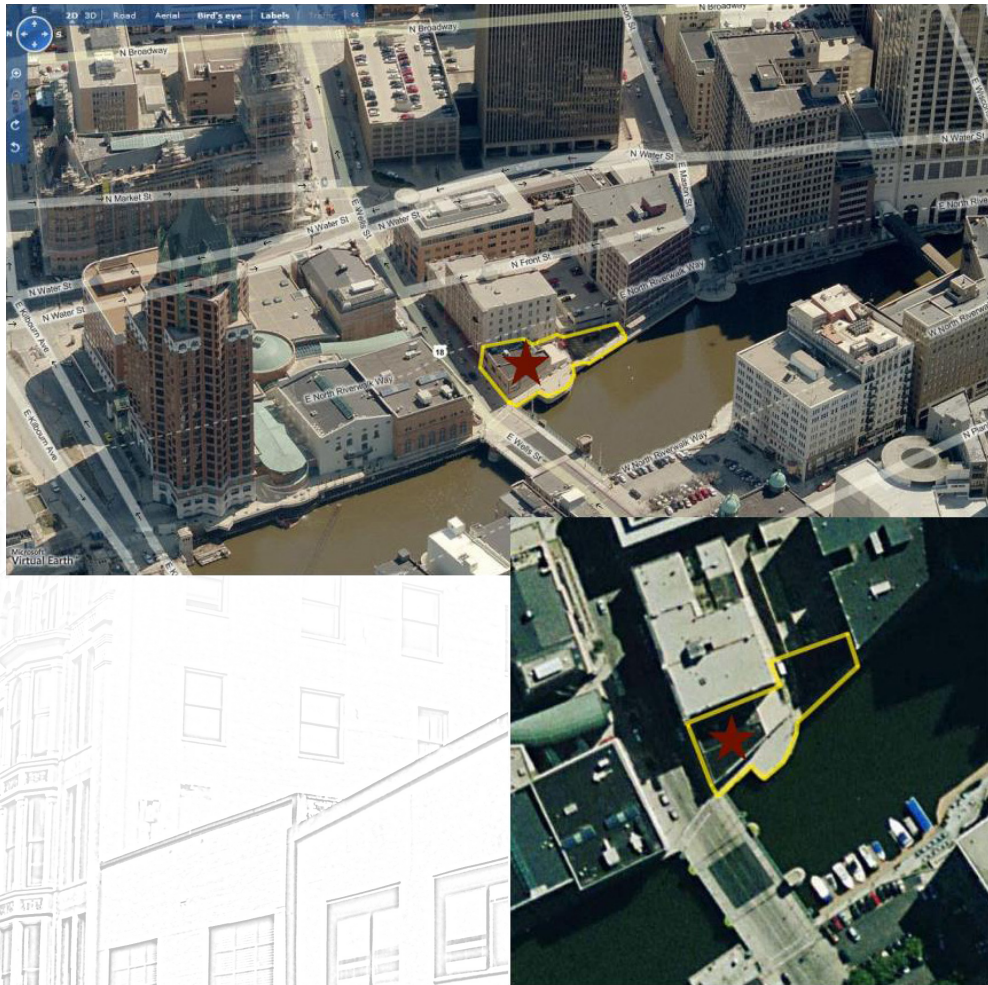
F: Panther Arena

G: Milwaukee Theater

H: BMO Harris Bradley Center

## SITE PLAN 'A'

AIA Milwaukee | 2015 Emerging Professionals Design Competition

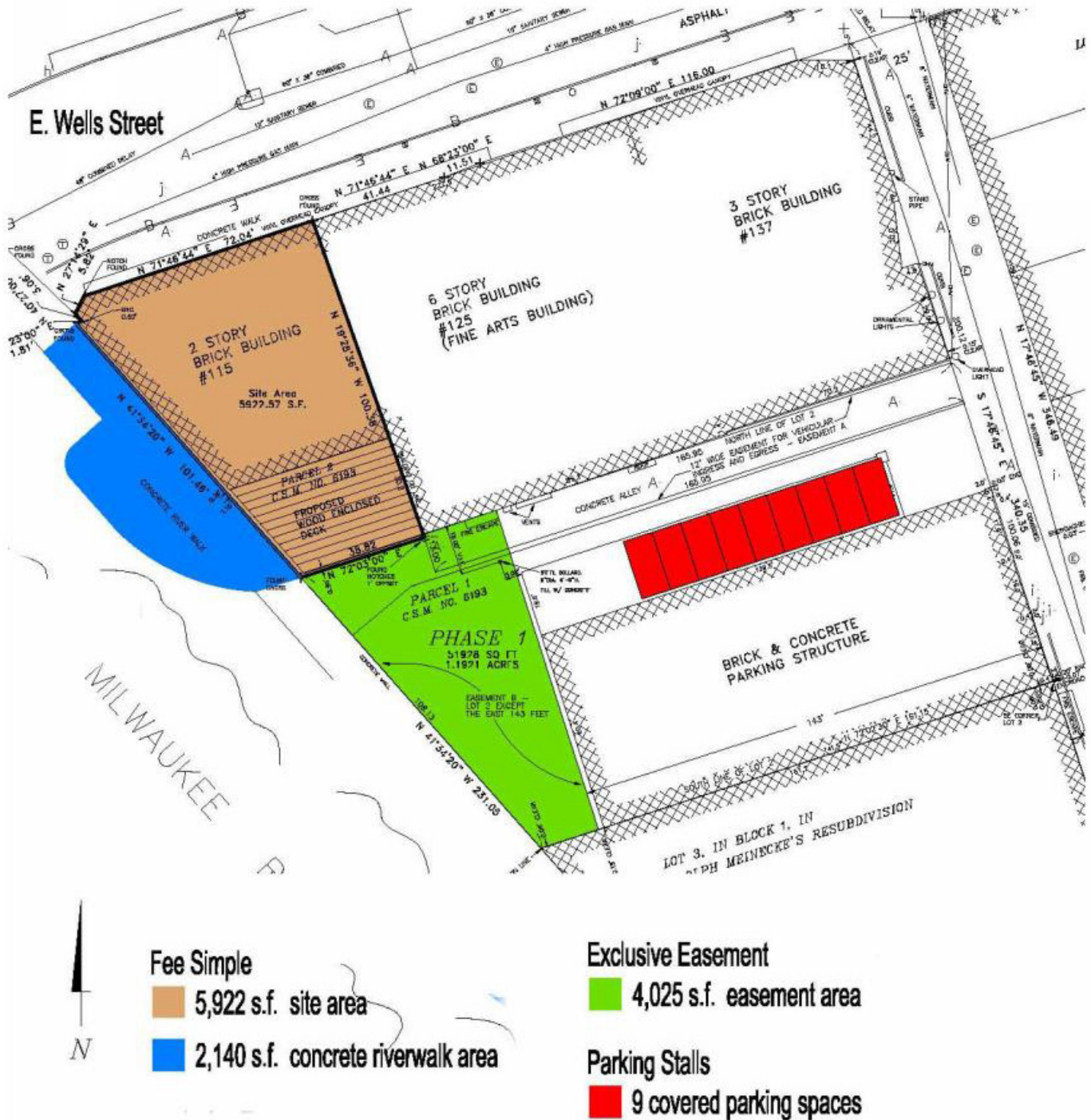


Site Plan A - Project Site Boundaries  
(Graphic provided courtesy of Siegel Gallagher)



## SITE PLAN 'B'

AIA Milwaukee | 2015 Emerging Professionals Design Competition



Site Plan B - Site Areas

(Graphic provided courtesy of Siegel Gallagher)

## SPONSORS

The 2015 AIA Milwaukee Emerging Professionals Design competition is made possible with the generous support of:

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The 2015 AIA Milwaukee Board of Directors

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Kahler Slater Architects

Taxman Investment Company



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experience design

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[www.aiamilwaukee.org/designcompetition](http://www.aiamilwaukee.org/designcompetition)

Contact:  
[emergingprofessionals@aiamilwaukee.org](mailto:emergingprofessionals@aiamilwaukee.org)



## MEDIA RELEASE

By entering materials in the AIA Milwaukee Design Competition, individuals grant the AIA permission and a non-exclusive license to use their materials and copyrighted Work, including any text, brochures, drawings, photographs, graphics, plans, slides, books, transparencies or other copyrightable material (collectively, the "Materials") identified on this form and submitted for inclusion in the AIA Milwaukee Design Competition (the "Program").

This permission and license shall include the right to use, modify, reproduce, publicly display, distribute and transmit worldwide the Materials during the full term of any applicable copyright in all media, now known or hereafter devised, including the Internet, without payment of any royalty or license fee in connection with the announcement or promotion of the Program, and the AIA's efforts to educate architects, other professionals, and the public about architecture through various mediums, including publications and the Internet.

By entering the competition, I represent that:

- I have obtained all permissions necessary to grant the rights granted by this Permission and Release Form (the "Form");
- The AIA's use or reproduction of the Materials, as permitted by this Form, shall not infringe or violate any copyright, trademarks, trade secrets, rights of privacy or any other statutory or common law property or other rights.
- I shall be responsible for payment of any royalties or license fee charged by any third party for use of the Materials.
- Inclusion of Materials in the Database, in whole or in part, is at that sole discretion of the AIA, and that my Materials may be removed at any time, for any reason, without notice.

I AGREE TO INDEMNIFY AND HOLD HARMLESS THE AIA FROM AND AGAINST ALL CLAIMS OR DAMAGES ARISING OUT OF ANY BREACH OF THESE REPRESENTATIONS OR ANY THIRD-PARTY CLAIMS RELATING THERETO.

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