



PURSUE • WIN • EXECUTE

Diversifying Contracts in Design & Construction

The Couture Development

Matthew Rinka

Rinka Chung Architects



the
couture

MILWAUKEE

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.



- \$122 Million Total Project Cost
- 44 Stories / 700,000/sf
- **Public Plazas, Park
& Pedestrian Bridges**
- 302 Market Rate Apartments
- 54,893/sf Restaurant & Retail Space
- 570 Parking Spaces
(147 public spaces)
- 26% of the total space is for public use

The Couture



- **2,074 Jobs:** 25% Disadvantaged Business Entities, and 40% Resident Preference Program, Milwaukee County-Wide
- **150 Permanent Jobs**
- **Current Annual Tax Revenue: \$0 |** (current transit center is a cost to tax payers to maintain)
- **\$68,158,864 New Tax Revenue** over 30 years for public infrastructure and other public investments
- **600 New Downtown Residents**
- **1 Million Annual Visitors**









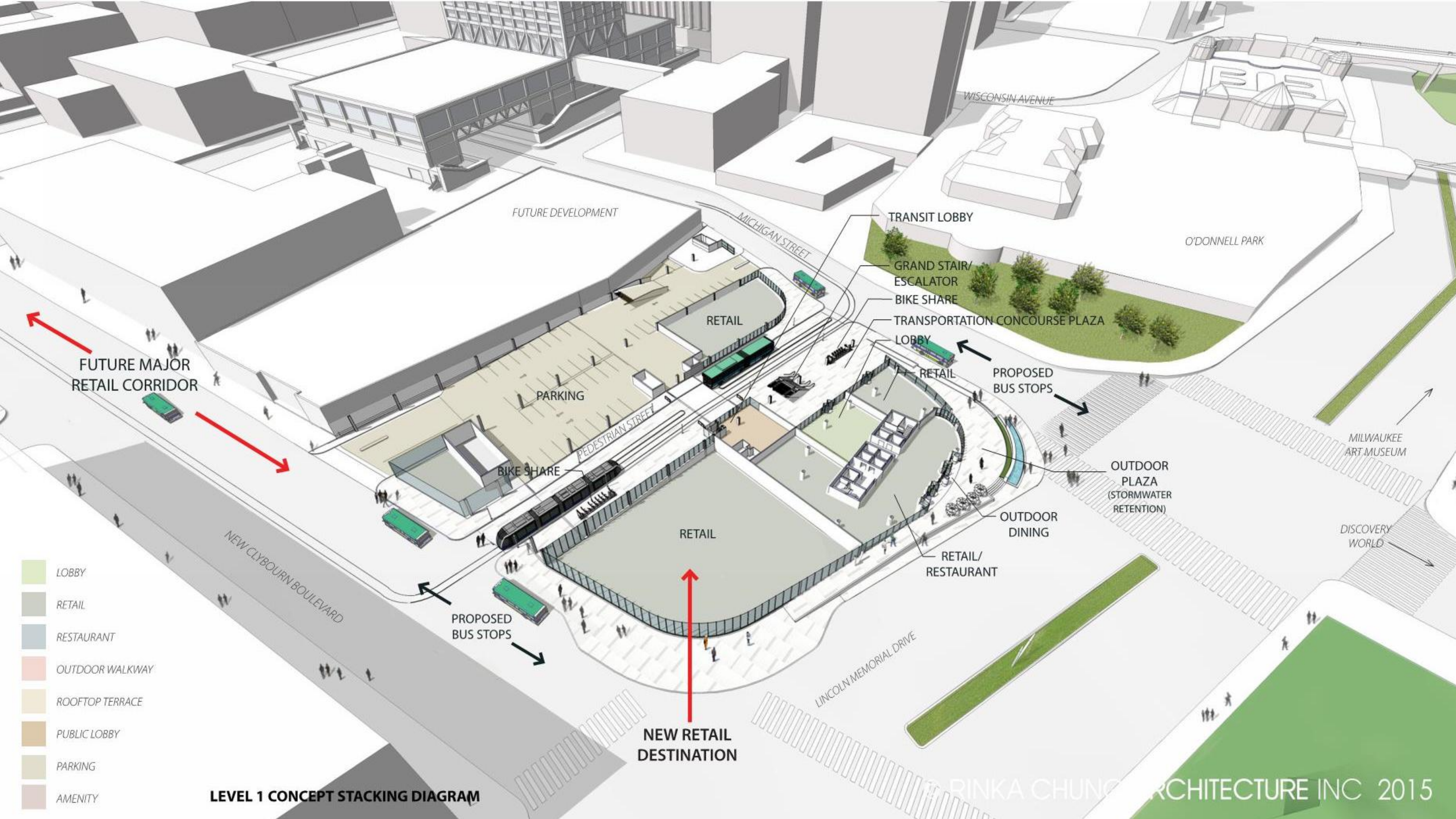
The Couture



The Couture



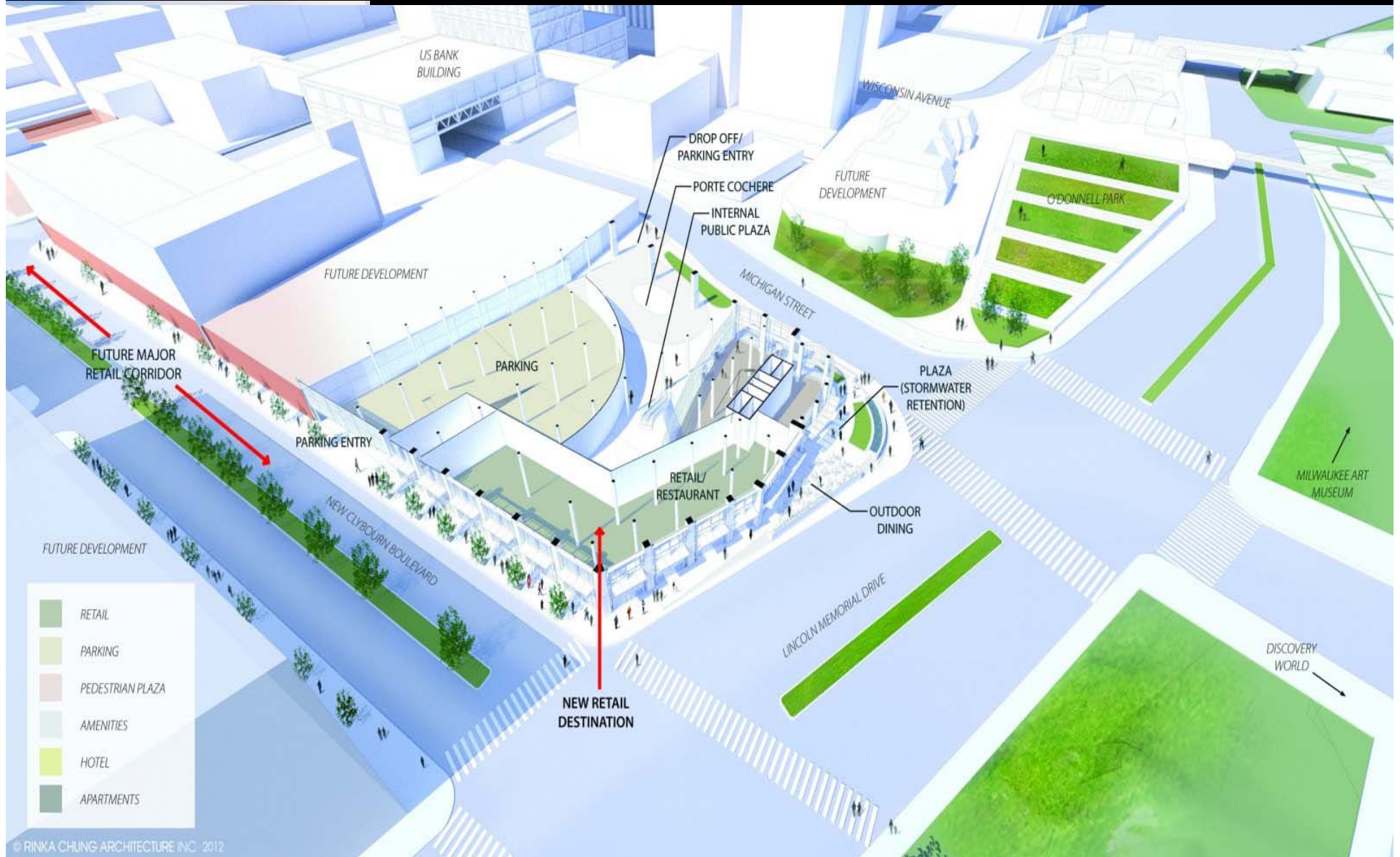


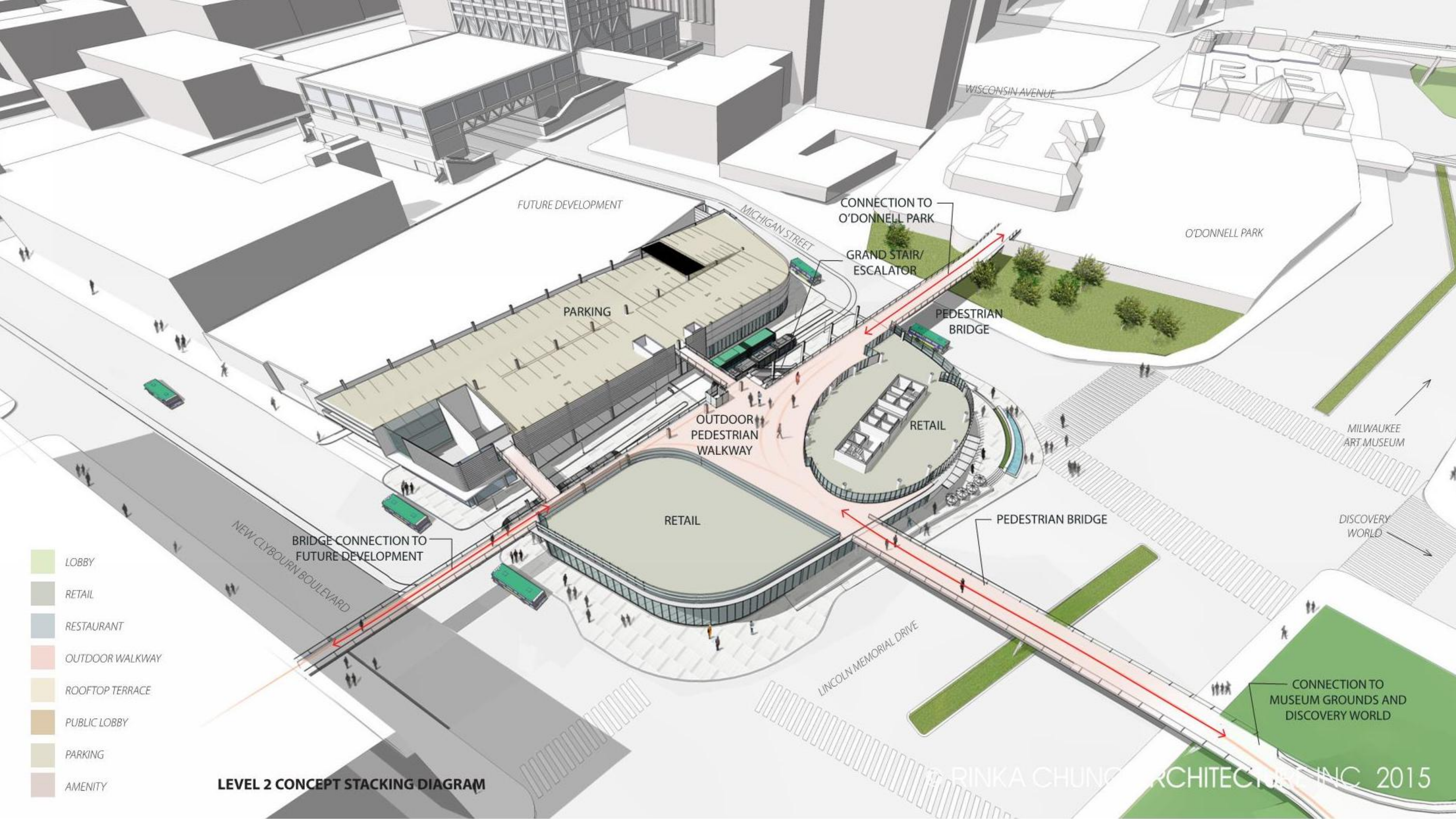


- LOBBY
- RETAIL
- RESTAURANT
- OUTDOOR WALKWAY
- ROOFTOP TERRACE
- PUBLIC LOBBY
- PARKING
- AMENITY

LEVEL 1 CONCEPT STACKING DIAGRAM

The Couture





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

LEVEL 2 CONCEPT STACKING DIAGRAM







DOWNTOWN TRANSIT CENTER
WILSON COUNTY TRANSIT SYSTEM

