

**THE
AGGERO
GROUP**

Background

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AGGERO
GROUP**

Grand Avenue acquisition

WESTOWN

A renaissance is underway

DOWNTOWN WEST DEVELOPMENT





Our vision for the property

WESTOWN



WRITING PATTERNS FOR WESTOWN

Typically, you would write 50+ patterns for an area of this size.

We wrote Six

1. Pedestrian Continuity

2. Short Blocks

3. Supporting Streets

4. Big Meets Small

5. Street as a Room

6. Experiential Delight

4th Street Cultural Promenade

A Walking Connection to the InterModal

Ubiquitous Urban Living

Milwaukee on Foot and Pedal

Moveable Feast

Portals out of Sows' Ears

Over the Valley on 6th...

2. SHORT BLOCKS

ISSUE:

Urban block size has a critical impact on the life of a city. Research shows that as block size grows past **200' x 200'**, the vitality of street life diminishes.

"...long blocks tend almost always to be physically self-isolating."

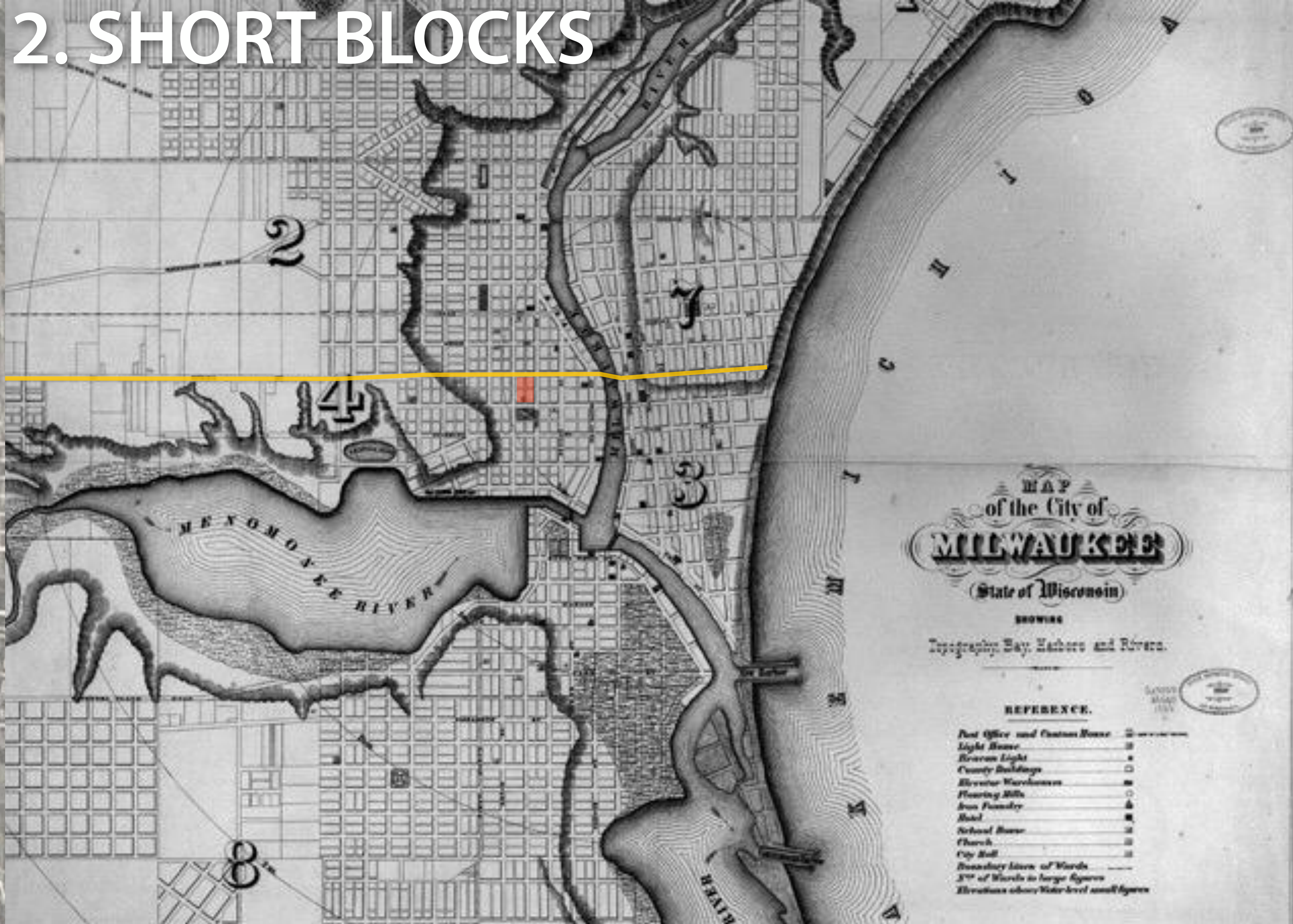
Jane Jacobs

The Death and Life of Great American Cities

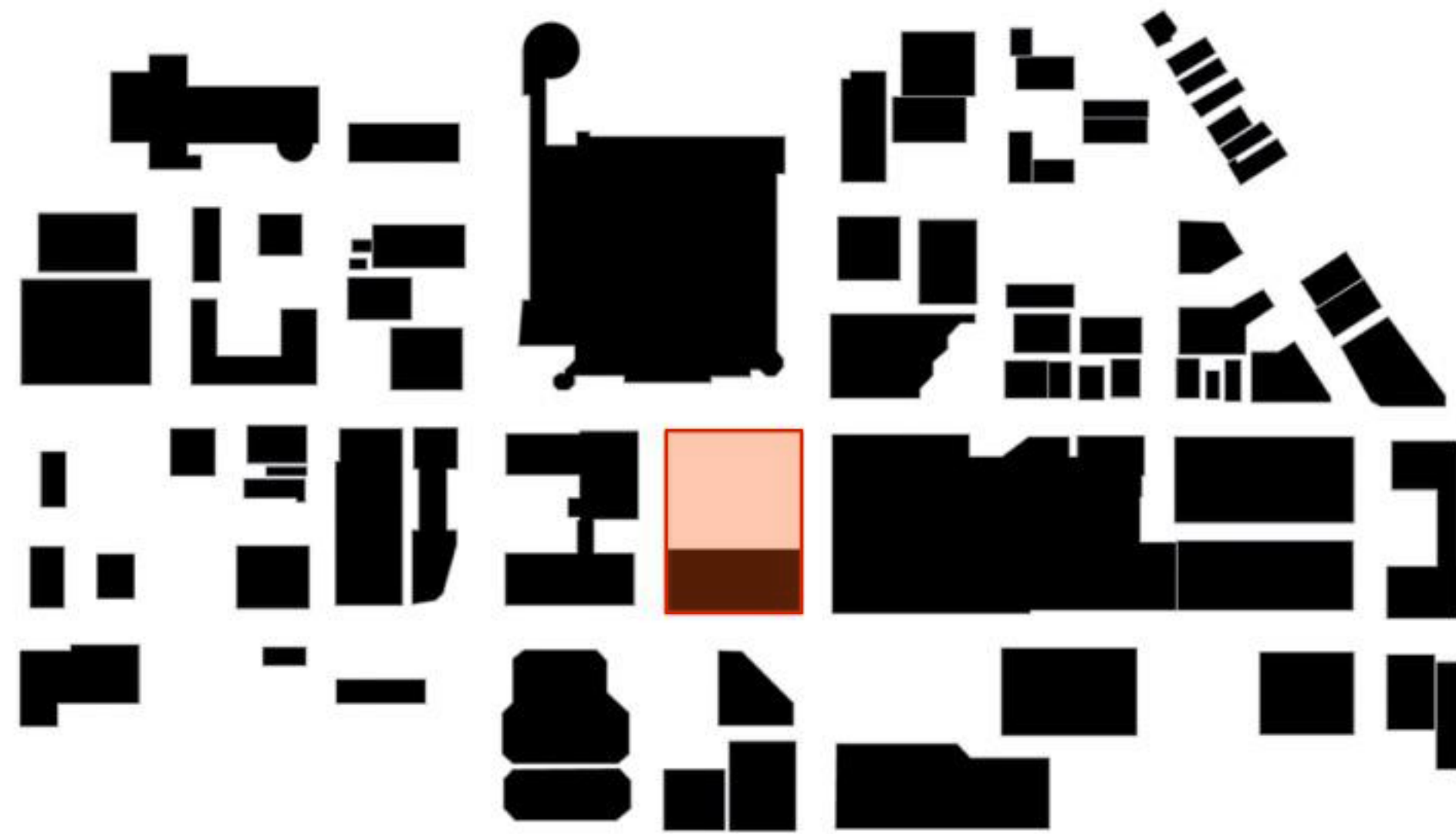
"No vitality, no reason to go there, traffic, racism, fear."

Community Voices

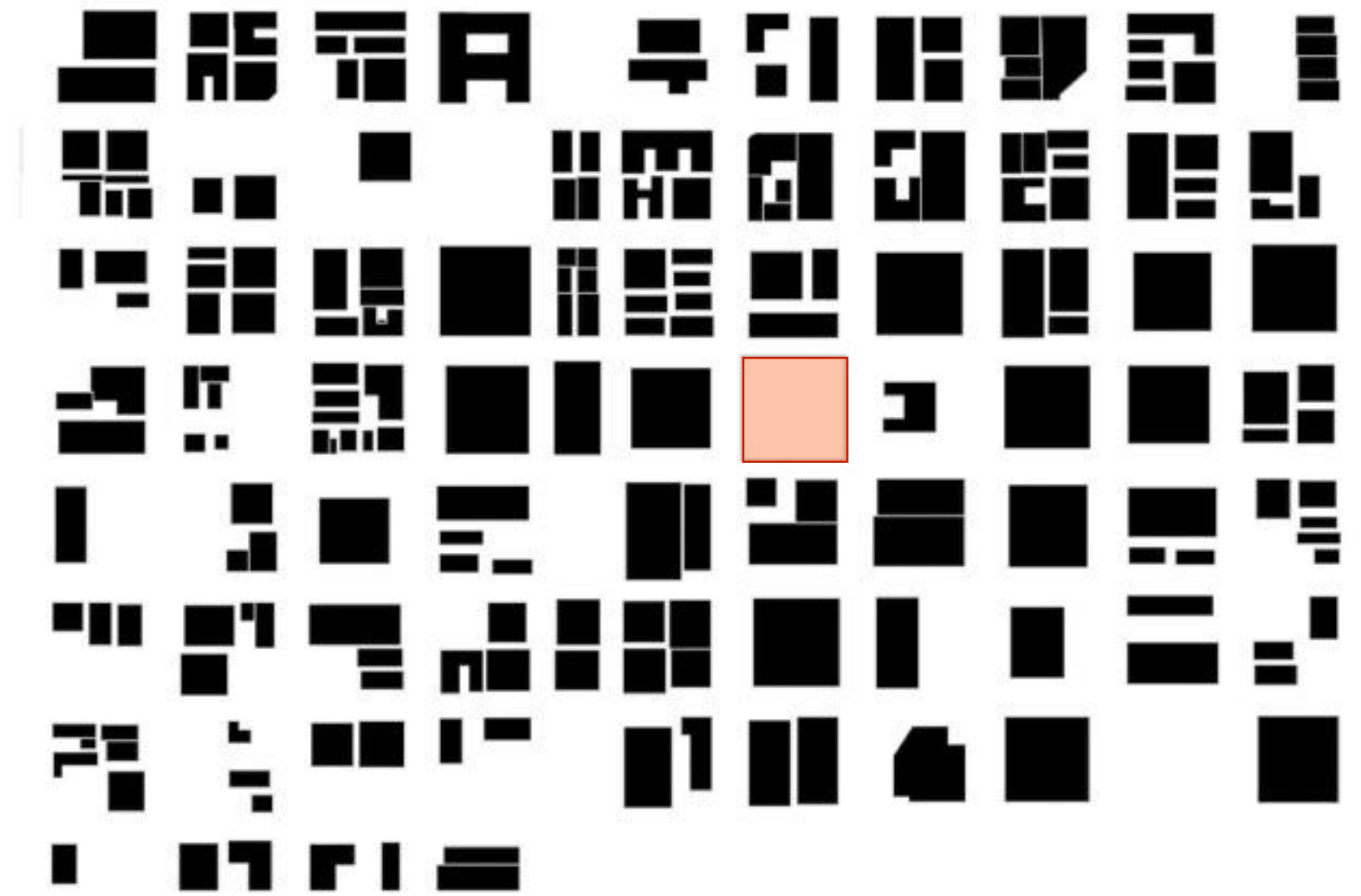
2. SHORT BLOCKS



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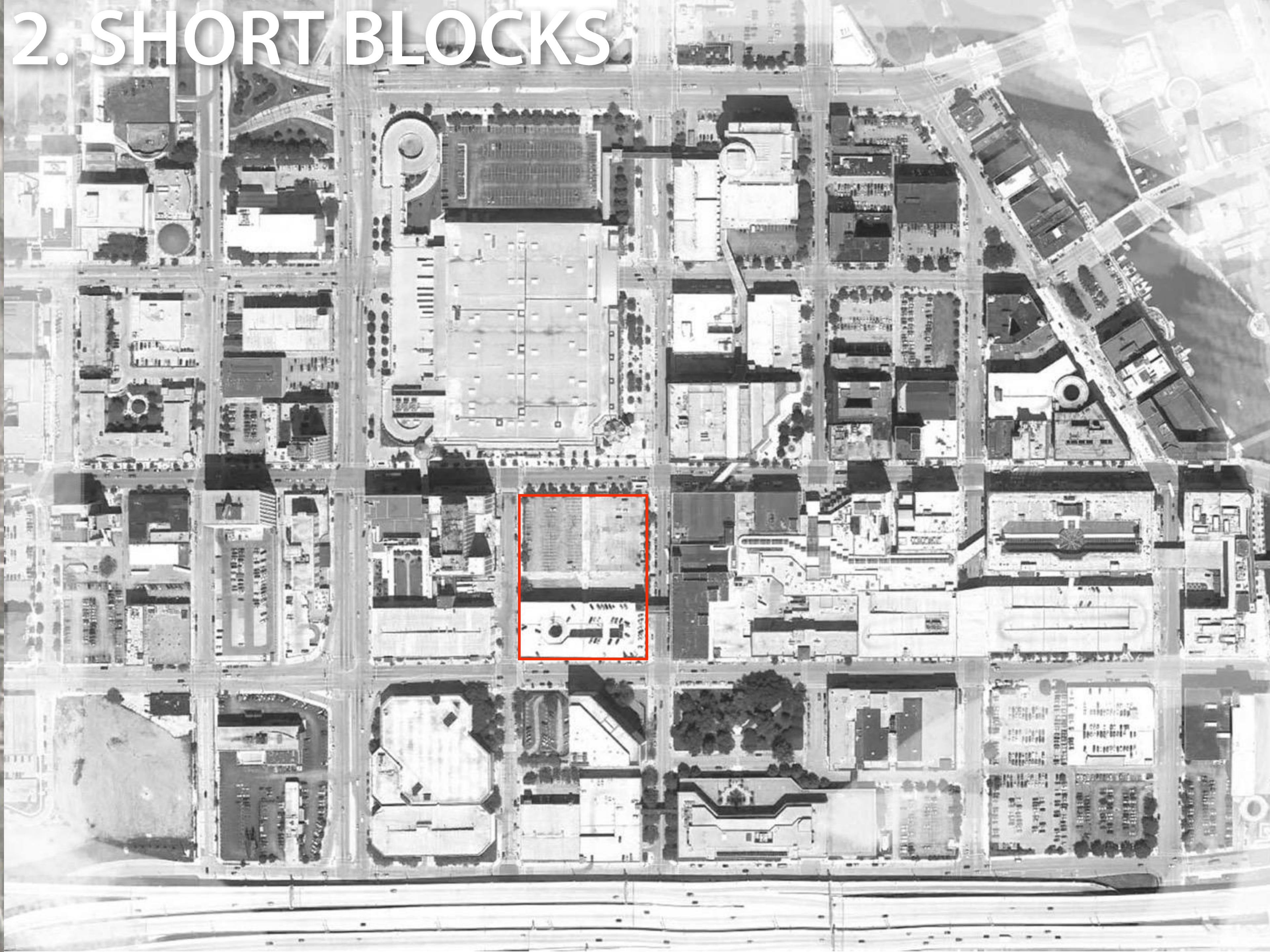


MILWAUKEE
KILBOURN TOWN

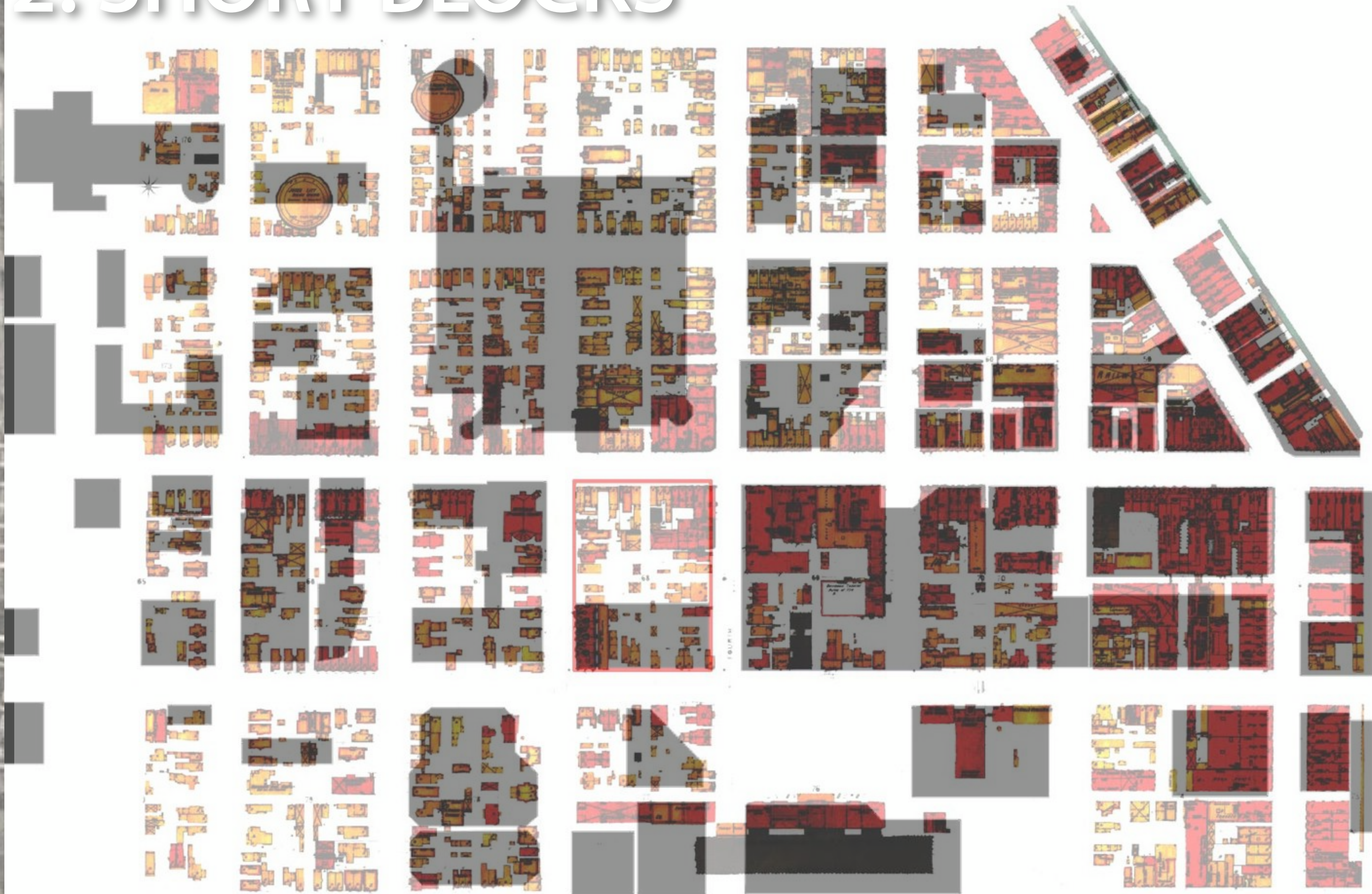


PORTLAND
PIONEER SQUARE

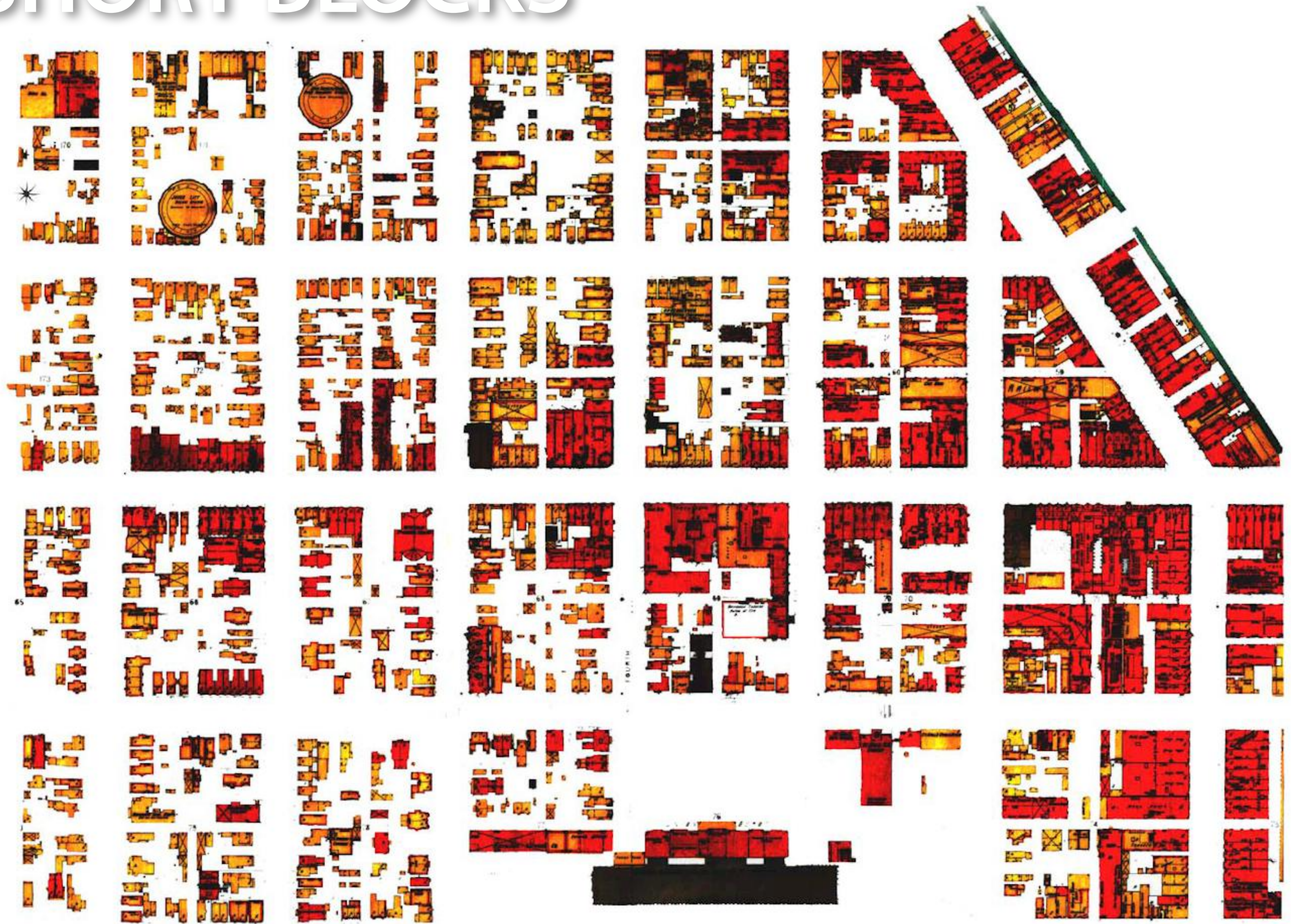
2. SHORT BLOCKS



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2. SHORT BLOCKS



Sanborn Map 1900

2. SHORT BLOCKS

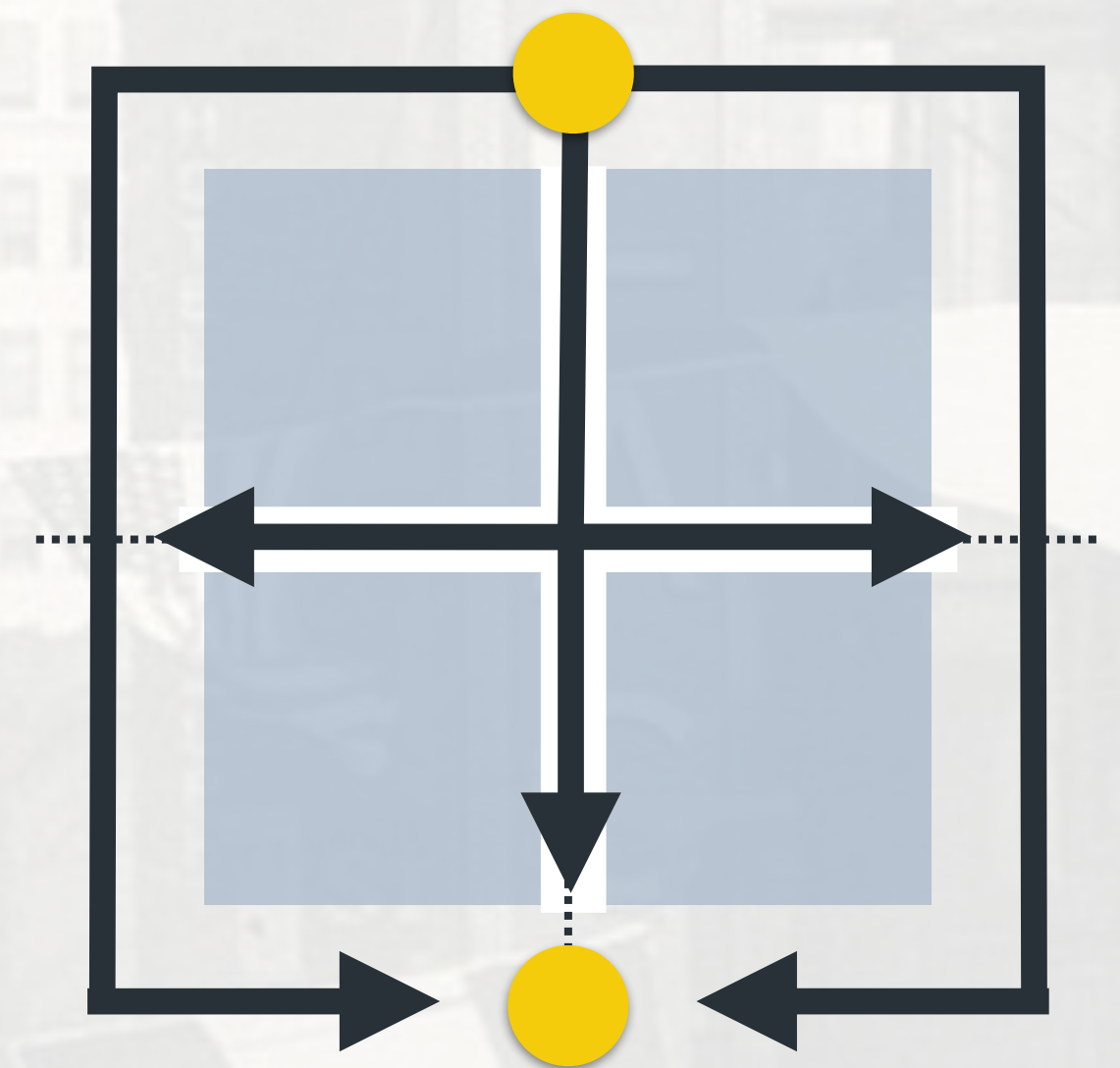
SOLUTION:

Small blocks are needed throughout Milwaukee. Large blocks need to be broken up into smaller, more human-scale parcels. Find ways to utilize existing alleys or nooks as public realm spaces. Recreate the historic street grid when redeveloping superblock building sites.

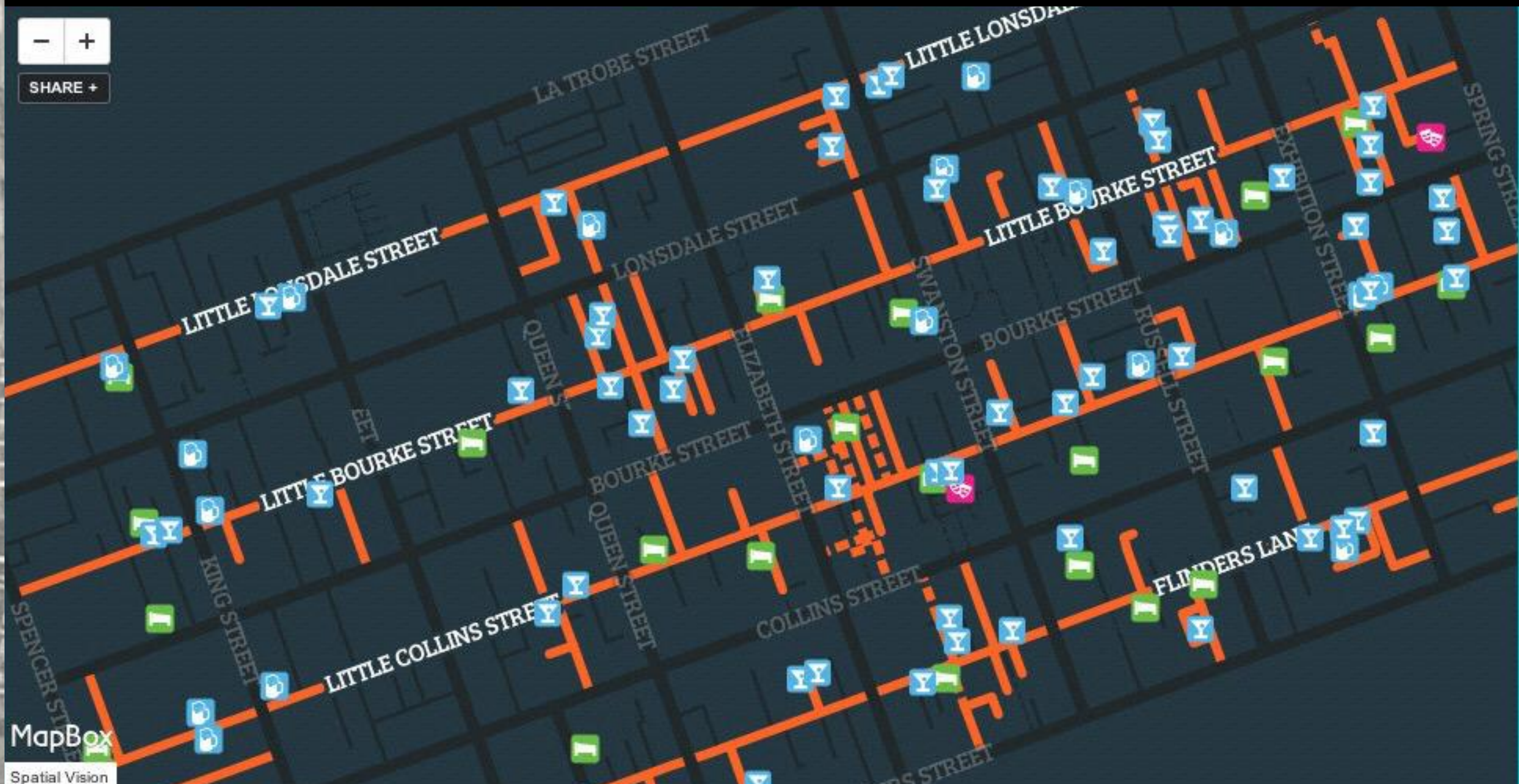
“Most blocks must be short; that is, streets and opportunities to turn corners must be frequent.”

Jane Jacobs

The Death and Life of Great American Cities



2. SHORT BLOCKS: MELBOURNE



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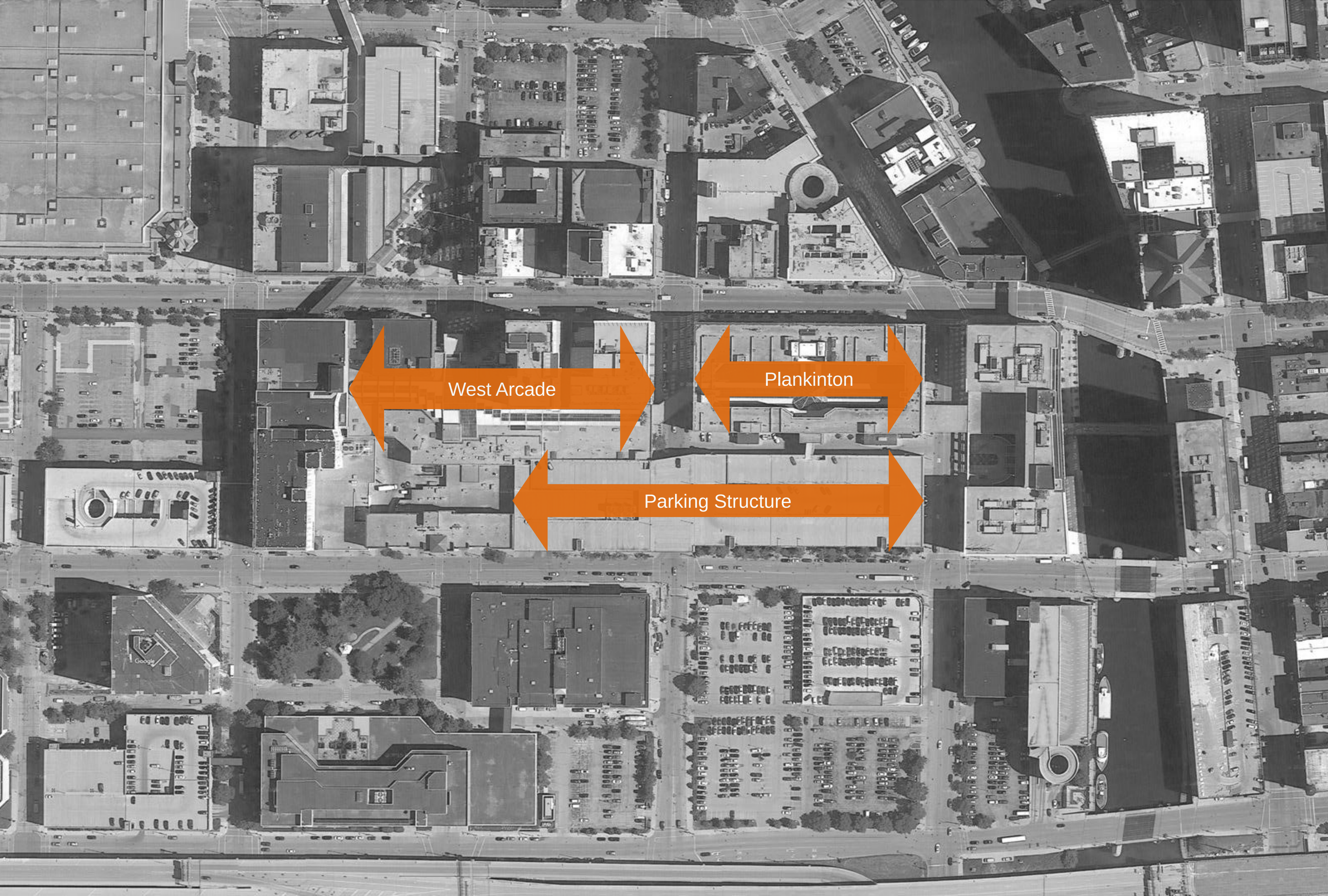
Moveable Feast

Portals out of Sows' Ears

Over the Valley on 6th...







West Arcade

Plankinton

Parking Structure



KEY TRANSFORMATIONS



KARGE OFFICER UNSETIONS



LARGE OFFICE USE



LARGE OFFICE USE

Who's done this well?

LARGE OFFICE USE

Oakland



Rendering by Steelblue

LARGE OFFICE USE

Oakland



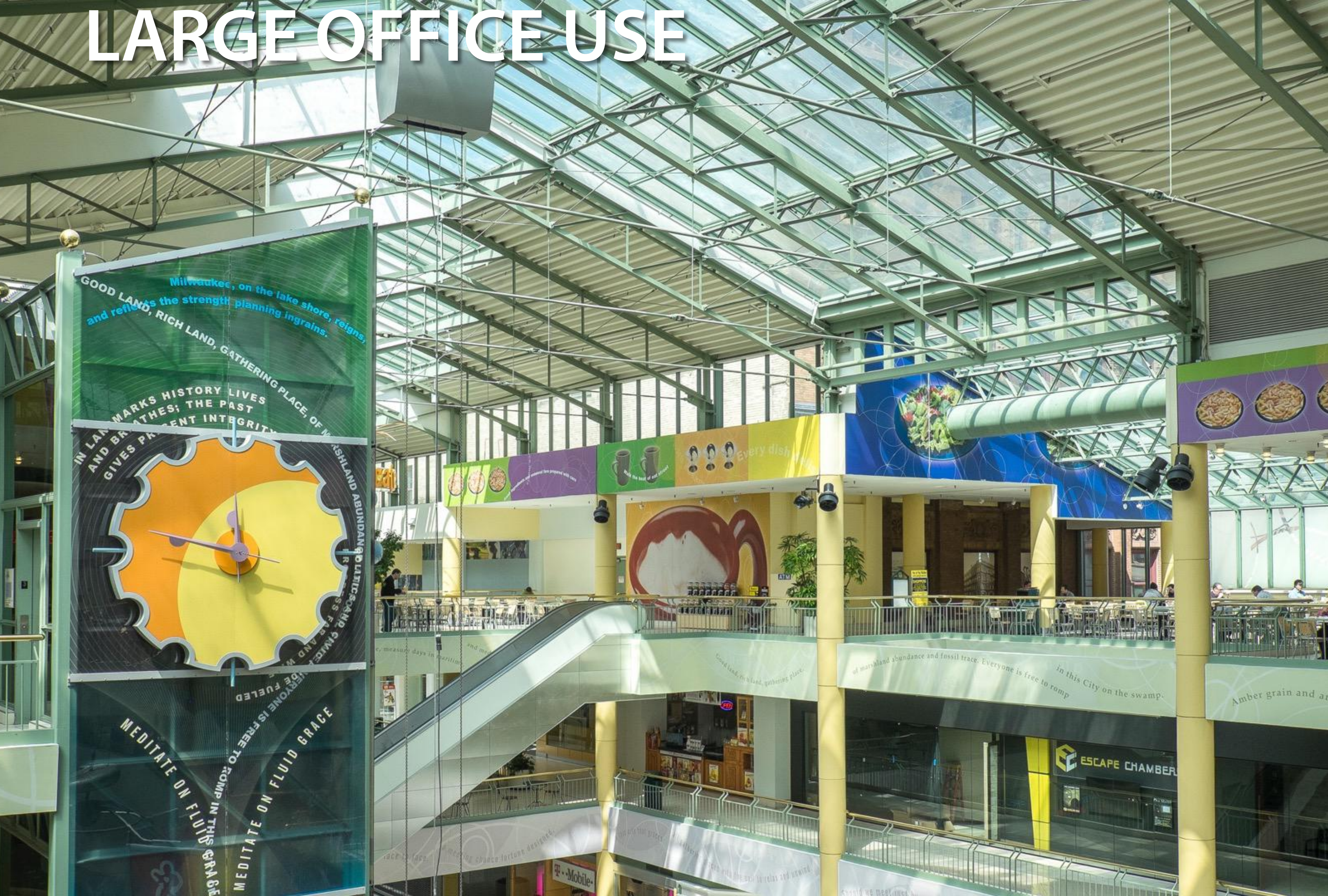
Rendering by Steelblue

LARGE OFFICE USE





LARGE OFFICE USE





URBAN MARKET PLACES



URBAN MARKETPLACE

Who's done this well?

URBAN MARKETPLACE

Portland



URBAN MARKETPLACE

San Francisco



URBAN MARKETPLACE

Denver



URBAN MARKETPLACE





URBAN MARKETPLACE



URBAN MARKETPLACE

Paris



URBAN MARKETPLACE

Brussels



URBAN MARKETPLACE





THIRD STREET RENAISSANCE COURT



THIRD STREET ENTRY COURT



THIRD STREET ENTRY COURT



THIRD STREET ENTRY COURT

Who's done this well?

THIRD STREET ENTRY COURT

Barcelona - La Boqueria



THIRD STREET ENTRY COURT

Barcelona - La Boqueria



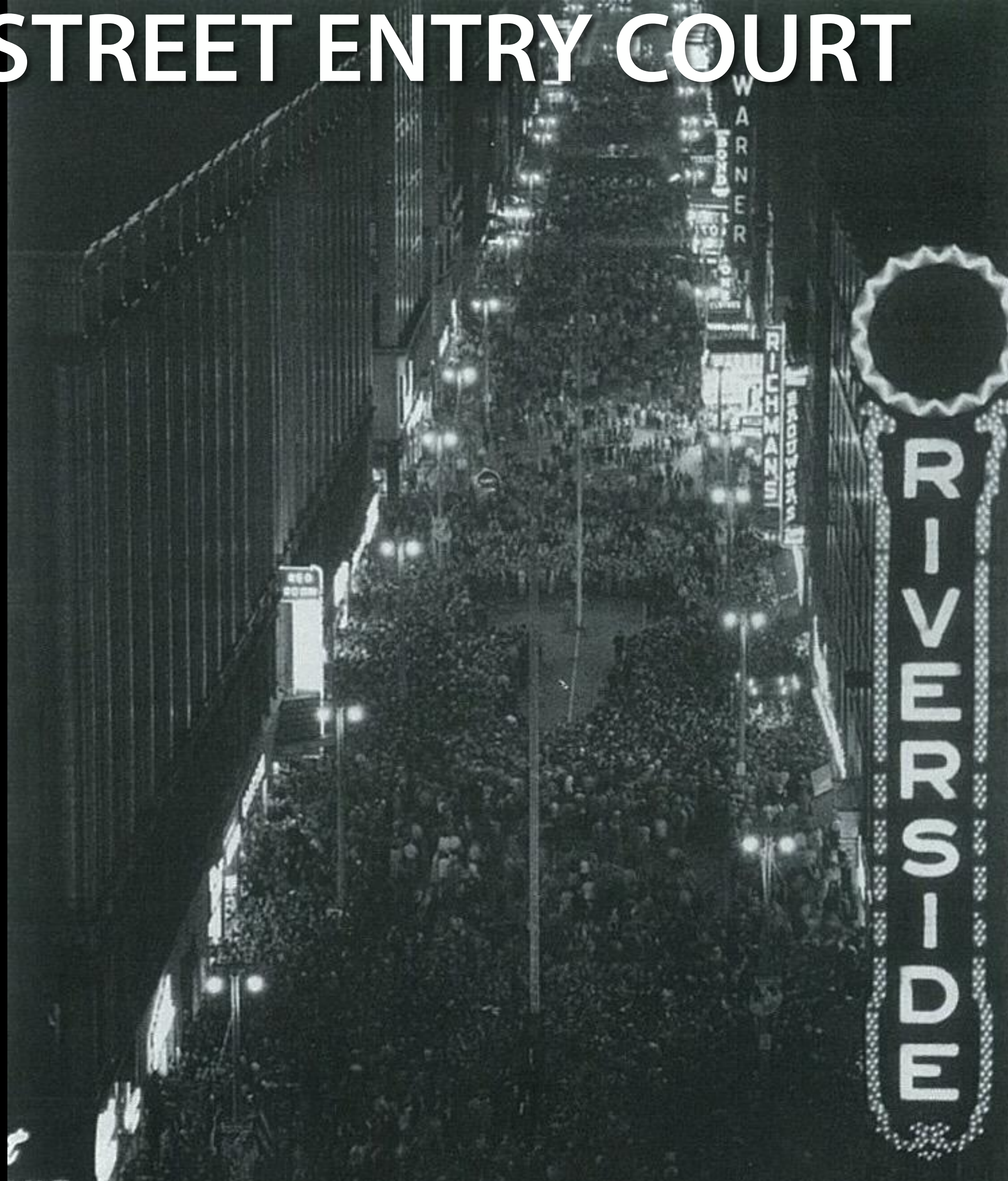
THIRD STREET ENTRY COURT

Boston - Faneuil Hall



THIRD STREET ENTRY COURT

Wisconsin Avenue,
1951



THIRD STREET ENTRY COURT







THIRD STREET ENTRY COURT





OUTDOOR ADREXATIONS



OUTDOOR ALLEY

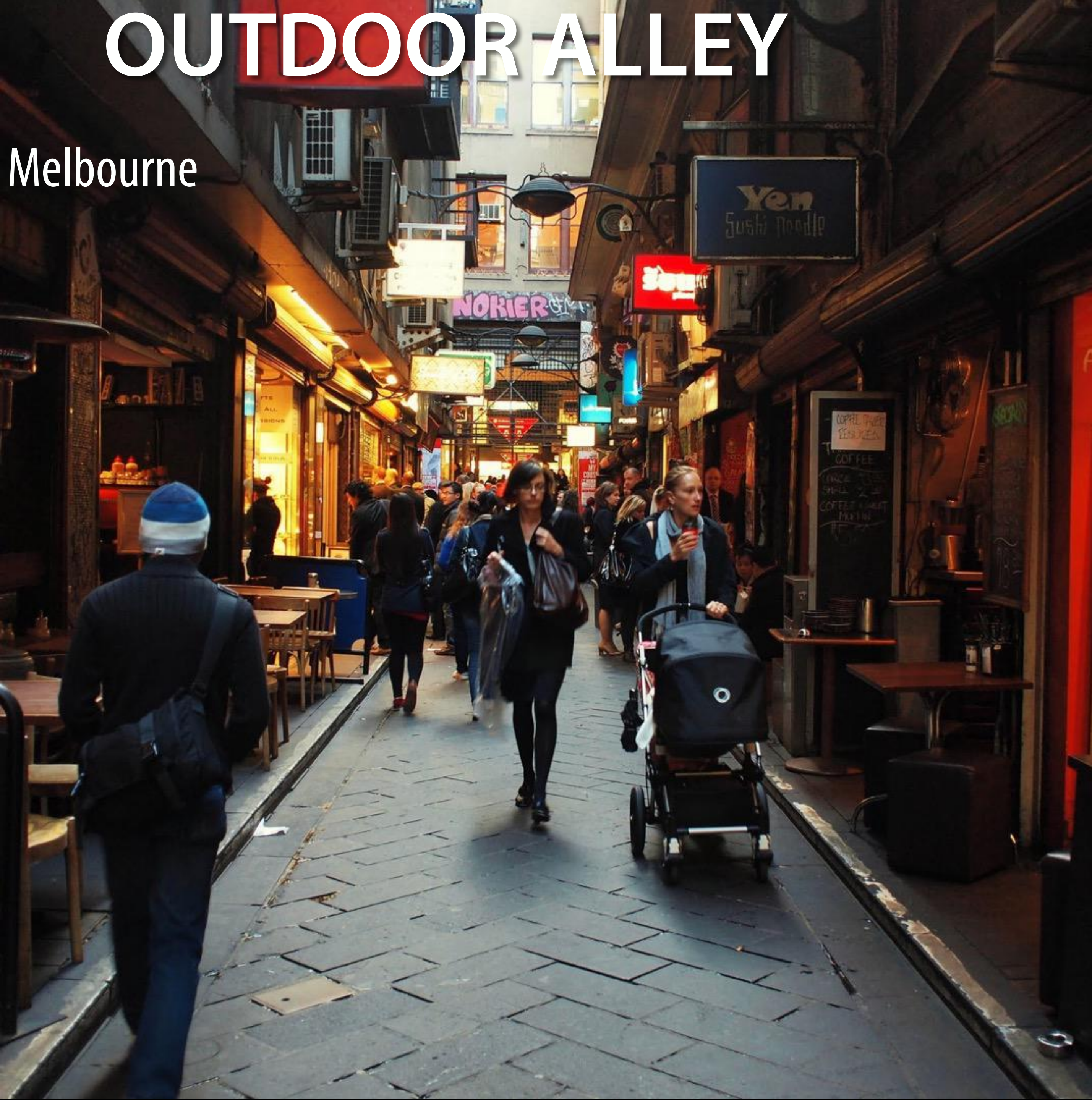


OUTDOOR ALLEY

Who's done this well?

OUTDOOR ALLEY

Melbourne



OUTDOOR ALLEY

Melbourne

A vibrant street scene in Melbourne's outdoor alley. On the left, a jazz band performs; a woman in a patterned dress plays the double bass, and a man in a black jacket plays the saxophone. A man in a grey shirt sits on a stool, listening. In the center, a cafe with a menu board displays various food items. A man in a green shirt sits at a small table, looking at a camera. To the right, a busy pedestrian walkway is filled with people, including a group of women in blue and purple dresses. The alley is lined with buildings featuring graffiti, posters, and signs like 'AIX', 'REPERIE', and 'kinki gerlinki'. The atmosphere is lively and artistic.

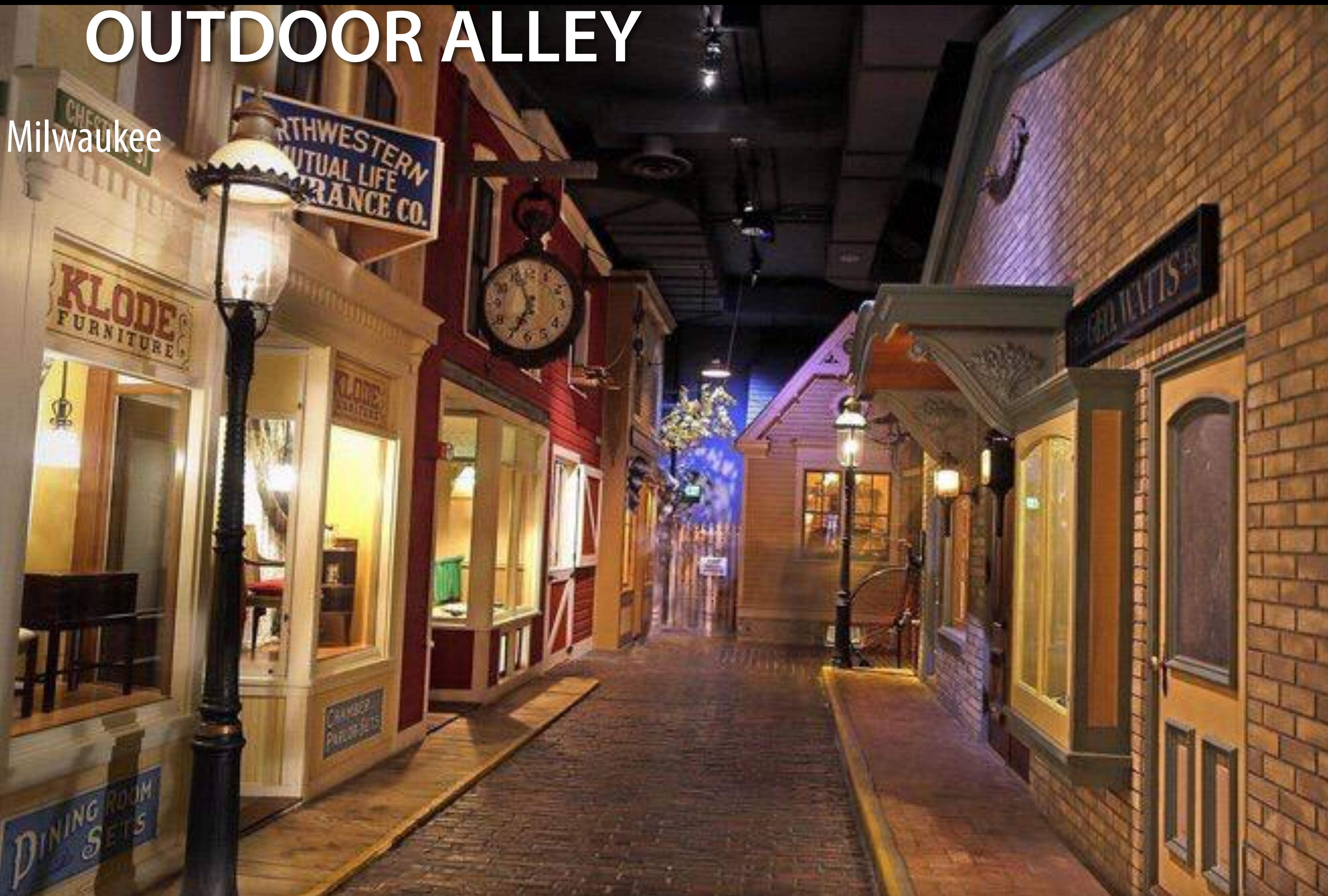
OUTDOOR ALLEY

Melbourne

A vibrant street scene in Melbourne's outdoor alley. In the foreground, a jazz band is performing; a woman in a patterned dress plays the double bass, and a man in a black jacket plays the saxophone. They are positioned in front of a wall covered in graffiti, posters, and a 'BREAKFAST MENU' sign. To the right, several people are sitting at small outdoor tables, enjoying the music. The alley is lined with shops and restaurants, including one with a sign that reads 'REPERIE'. The atmosphere is lively and artistic, with a mix of pedestrians and musicians.

OUTDOOR ALLEY

Milwaukee



OUTDOOR ALLEY





GROCERY STORE LOCATIONS



GROCERY STORE





[illegible]



Q & A