



BRIOHN BUILDING
CORPORATION

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Department of City Development
Planning Administration
809 N. Broadway, 2nd Floor
Milwaukee, WI 53202

RE: Development Incentive Zone Overlay District – East End Menomonee
Valley Amendment & Deviation Request (revised from 5/2/22 narrative)

To Whom It May Concern:

Westminster Capital (“Westminster”) is a real estate investment firm focusing on creating and executing investment strategies on behalf of private wealth capital. Westminster respectfully requests the consideration and approval from the Department of City Development for the proposed development. This narrative, together with the accompanying plan sheets and related materials constitutes and supports the development incentive zone compliance.

PROPOSED DEVELOPMENT SUMMARY

Westminster is proposing one (1) 180,470 square foot industrial speculative building on 464,172 square feet of land. Westminster is in the process of amending the existing Valley Power Plant Detailed Planned Development (“DPD”) and preparing a Certified Survey Map to reconfigure the associated lots (1019 W. Canal Street, 841 W. Canal Street, 131 S. 7th Street, and 643 W. Canal Street). The proposed development will have tenant/employee parking along the eastern building facade and loading docks along the western building facade. The loading docks will be sufficiently screened via landscaping such as a berm to the west and screen wall to the north. The proposed building could potentially serve multiple tenants and will bring additional employment opportunities to the greater community. Pedestrian access is and will remain an important design factor to the development as it is one block west of Milwaukee County Transit System Route 80 (6th Street) which is a high

DESIGN / BUILD
CONSTRUCTION

ARCHITECTURAL
DESIGN

DEVELOPMENT

PROPERTY
MANAGEMENT

frequency route. Careful consideration was given to the building design as it will comply with Development Incentive Zone Exhibit B: Sustainable Design Standards. Final design aspects will be determined as feedback is received and incorporated. In addition, the design incorporates an ample amount of glazing, vertical expression and building articulation. The massing was thoughtfully designed with an appreciation for the human scale and entry sequence as visitors approach the building. The proposed development will be completed in a single construction phase. The proposal is consistent with the City's Comprehensive Plan to embrace innovative light industrial developments within the eastern portion of the Menomonee Valley while enhancing the quality of life to the surrounding neighborhoods and commercial districts.

The proposed underlying zoning (IL2) is consistent with the Menomonee Valley Partners Land Use and Planning Committee Recommended Use Table for East End Valley Zoning (Exhibit A).

The proposed development incorporates required and optional design guidelines outlined in the East End Menomonee Valley DIZ – Sustainable Design Standards and Evaluation Forms (Exhibit B). Additional elements pertaining to site design, building design and energy use, materials and resources, construction and demolition, indoor environmental quality, and operations and maintenance will continue to be evaluated and incorporated to the proposed development therefore increasing the Project Value to ideally meet the Compliance Target. Final design aspects will be determined as feedback is received and applied to the proposed development.

CONSISTENCY WITH THE EAST END MENOMONEE VALLY DIZ STANDARDS:

Reference Exhibit B for a complete evaluation of the design standards. Below is an overview of how this development meets the design standards of the overlay. A Request to Deviate from Performance or Design Standards within an Overlay Zone was submitted, below, in connection with this amendment.

I. SITE DESIGN

1. Site Analysis and Planning:

- DIZ: Ratio of total gross floor area of not less than 33% for initial site build-out.
Proposal: 40% ratio (meets DIZ standard)
- DIZ: Primary street setback either at property line or not exceeding 10'.
Proposal: At minimum, 39.4 foot setback from Canal Street (deviation – see below)
- DIZ: Maintain a waterfront setback of at least 25' from the Menomonee River/Menomonee Canal.
Proposal: At minimum, 188.4 foot setback at minimum from all waterfronts (meets DIZ standard)

2. Stormwater Management

- DIZ: Design stormwater treatment to avoid direct, concentrated discharge into the Menomonee River/Menomonee Canal.

Proposal: Stormwater will be treated via onsite biofiltration basin prior to discharge into South Menomonee Canal (meets DIZ standard)

- DIZ: Design landscape plating materials, soils and sub-soils for infiltration and evapotranspiration of rainwater

Proposal: Reference proposed landscape plan to confirm design (meets DIZ standard)

3. Natural Landscape

- DIZ: Ensure all disturbed/exposed soil areas are fully stabilized throughout construction and until final plantings are stabilized.

Proposal: Contractor will be cognizant of this and ensure all disturbed/exposed area are fully stabilized throughout construction and until stabilized (meets DIZ standard)

- DIZ: Use deciduous shade trees, vegetation cover and exterior structures such as louvres, arbors, or trellises to provide 30% shade over over non-roof impervious areas within 5 years.

Proposal: Landscape plan and plant schedule submitted; shade cover provided and designed to avoid conflict with functionality of proposed used (meets DIZ standard)

- DIZ: Select native plants and trees tolerant of climate including extended dry periods and heavy rains in summer.

Proposal: Landscape plan and plant schedule submitted; majority of selected species are included in Menomonee Valley Species Palette (meets DIZ standard)

- DIZ: Prepare a site and landscape management plan that includes Integrated Pest Management practices to reduce the use of pesticides and herbicides.

Proposal: Site and Landscape Management will be coordinated with Westminster and future property manager as necessary (meets DIZ standard)

4. Parking and Transportation

- DIZ: Encourage transportation alternatives for employees and visitors

Proposal: Pedestrian connectivity via contiguous walkways linking parking areas, building entrance(s), and provide electric charging stations (meets DIZ standard)

- DIZ: Minimize curb cuts and driveways, preferably no more than two.

Proposal: Development will have two driveways – one for employees and guests, the second for truck access (meets DIZ standard)

- DIZ: Locate truck loading berths at the side or rear of building.

Proposal: Truck entrance and loading docks located at rear (west) of building (meets DIZ standard)

5. Site Lighting

- DIZ: Use high efficiency LED lighting.

Proposal: Exterior lighting plan submitted (meets DIZ standard)

- DIZ: Provide sight lighting appropriate for the security needs of the site while maintaining an overall “low-lighting profile” for the complex

Proposal: Photometric plan submitted; sight lighting maintains safety while adequately lighting property (meets DIZ standard)

II. BUILDING DESIGN & ENERGY USE

1. Building Design

- DIZ: At pedestrian areas, use awning, canopies, landscaping, windows and doors to lower the scale of building.

Proposal: Reference architectural elevations. Human-scale features provided at all proposed entrances (meets DIZ standard)

- DIZ: Design a principal façade and obvious main entrance parallel to public street edge.

Proposal: Site layout incorporates pronounced main entrance with glazing and appropriate signage (meets DIZ standard)

2. Energy Efficiency

- DIZ: Meet current ASHRAE 90.1 for energy efficiency.

Proposal: Proposed building designed to use Insulated Precast Wall Panel System (meets DIZ standard)

- DIZ: Install separate circuitry to isolate HVAC, lighting and plug loads, enabling operations and maintenance staff to monitor energy use on site.

Proposal: Separate circuits are planned to accurately monitor energy use onsite (meets DIZ standard)

- DIZ: Install meters for submetering

Proposal: Proposed building is speculative for industrial use and designed to accommodate multiple tenants (meets DIZ standard)

3. Daylight and Interior Lighting

- DIZ: A minimum of 75% of occupied interior space to be daylight.

Proposal: Interior design will be included in future tenant build outs (meets DIZ standard)

- DIZ: Perform a photometric analysis of the floor plate for lighting (1 pt) and daylighting (1 pt)

Proposal: Photometric analysis completed and submitted (meets DIZ standard)

- DIZ: Supplement daylighting with high efficient electric light distribution that improves visual quality while reducing electricity use including the use of high efficiency lamps, luminaires, or LEDs with electronic ballasts.

Proposal: LED fixtures with occupancy sensors will be incorporated as part of the base speculative building (meets DIZ standard)

4. Alternative Energy

- DIZ: New construction should be built ready for onsite renewable energy generation

Proposal: Structure can be prepped for photovoltaic (solar) energy (meets DIZ standard)

5. Building Commissioning (Quality Control)
 - DIZ: Contract with an independent commissioning authority from the beginning of the design process to review design options and expected operation of building.
Proposal: Westminster contracted with Briohn Design Group (meets DIZ standard)
 - DIZ: Use long-term continuous measurement of performance for building and site systems.
Proposal: Continuous measurement of performance for building and site systems will be coordinated with Westminster and future property manager as necessary (meets DIZ standard)

III. MATERIALS & RESOURCES

1. Exterior and Interior Materials

- DIZ: Achieve building goals use as 35% materials with post-consumer and post-industrial recycled content & use 20% materials and products that are manufactured within a 500-mile radius.
Proposal: Proposed building will be recycled concrete and steel & precast and steel will be sourced within 500 miles. (meets DIZ standard)
- DIZ: Specify mold- and moisture-inhibiting construction materials.
Proposal: Proposed building fire riser room will be finished out with moisture resistant drywall (meets DIZ standard)

2. Water Conservation

- DIZ: Employ whole-building design strategies and use high-efficiency plumbing fixtures to reduce aggregate water use.
Proposal: Tenant build out(s) will specify lavatory faucet aerators and low-flow electronic sensor faucets, or EPA WaterSense-certified fixture fittings in lavatories (meets DIZ standard)
- DIZ: Ensure leaking or lead laterals are replaced to ensure healthy and safe drinking water for building occupants.
Proposal: A new water main to Canal Street will be installed as part of the base speculative building (meets DIZ standard)

IV. CONSTRUCTION & DEMOLITION

1. Waste and Recycling

- DIZ: Implement a Construction and Demolition (if applicable) Waste Management Plan to recycle and/or salvage at least 75% of construction, demolition and land clearing waste.
Proposal: Proposed development will comply with the above standards (meets DIZ standard)
- DIZ: Salvage 80% of existing building materials for reuse or resale.
Proposal: There is the potential to achieve this by re-use of existing slabs/foundations, i.e. crushing concrete for use as fill material (meets DIZ standard)

2. Erosion and Dust Control

- DIZ: Follow Wisconsin Administrative Code NR216 and City of Milwaukee Chapter 290 to control erosion

Proposal: Proposed development will comply with the above standards (meets DIZ standard)

- DIZ: Create an erosion control plan that conforms to the best management practices in the EPA's Storm Water Management for Construction Activities.

Proposal: Proposed development will conform with the best management practices per the EPA's SWM plan (meets DIZ standard)

3. Pre-Occupancy Controls for Indoor Air Quality

- DIZ: Protect stored on-site or installed absorptive materials from moisture damage and mold and replace all filtration media immediately prior to occupancy.

Proposal: Prior to occupancy, all filtration media will be immediately replaced (meets DIZ standard)

- DIZ: Install wet materials before dry in construction sequence to reduce indoor air pollutants.

Proposal: Wet and dry materials will be coordinated with Contractor when necessary to minimize indoor air pollutants (meets DIZ standard)

V. INDOOR ENVIRONMENTAL QUALITY

1. Indoor Air Quality

- DIZ: Prohibit smoking within 25' of entrances and post signed stating this.

Proposal: Building owner will prohibit smoking within 25' of entrances (meets DIZ standard)

- DIZ: Conduct a two-week flush of systems at 100% outside air before occupancy.

Proposal: Two-week flush of system will be coordinated with Contractor when necessary (meets DIZ standard)

2. Acoustic Quality

- DIZ: Place vibrating equipment on isolation pads and enclose in sound-absorbing walls.

Proposal: Proposed building will incorporate Spring Curbs for vibrating equipment (meets DIZ standard)

- DIZ: In areas of high ambient noise, specify windows rated at an STC of 40 or better.

Proposal: Proposed building will utilize Saflex laminated insulating glass, 1-7/16" which achieves a STC rating of 42, less 2 for the frame giving a Net STC rating of 40 (meets DIZ standard)

VI. OPERATIONS & MAINTENANCE

1. Operations Manual and Monitoring

- DIZ: Prepare a Building Operating Plan, Systems Narrative, Sequence of Operations, and Preventive Maintenance Plan.

Proposal: Listed Operations and Maintenance will be coordinated with Westminster and future property manager as necessary (meets DIZ standard)

- DIZ: Schedule regular systems review and maintenance.

Proposal: Regular systems review and maintenance will be coordinated with Westminster and future property manager as necessary (meets DIZ standard)

2. Facility Maintenance
 - DIZ: Maintain healthy and efficient custodial operations using Green Seal or equivalent cleaning products.
Proposal: Will incorporate in building operations (meets DIZ standard)
 - DIZ: Do not store materials, products or equipment outdoors, except finished product in transit and company-owned vehicles.
Proposal: Will incorporate in building operations (meets DIZ standard)

3. Maintenance and Stewardship of Site and Landscape Elements
 - DIZ: Prepare and implement a landscape care and maintenance manual or plan to ensure long term viability of plantings.
Proposal: Listed Maintenance and Stewardship of Site and Landscape Elements will be coordinate with Westminster and future property manager as necessary Will incorporate in building operations (meets DIZ standard)

DEVIATION REQUEST

Westminster respectfully requests Plan Commission review and approve a variance for the following proposed Site Design – Site Analysis & Planning requirement:

- I(1)(B). Along the primary street, build up to the street fronting property line. If not feasible, the setback shall not be more than 10'.
 - o Criteria per 295-311-9-c of the zoning code:
 - **c-1: purpose of the overlay zone is met** – The proposed development meets the purpose of the overlay zone to continue sustainable development supporting industry, entertainment, community, and natural resources. The proposed development will contribute to and visually enhance the urban industrial center by creating a functional light-industrial building.
 - **c-2: deviation improves the aesthetics of the site** – The proposed increase in setback provides ample landscape installation to create a visually pleasing customer entrance.
 - **c-3: if applicable, deviation addresses one or more unique site factors that make the application of the standard impractical** – There are three existing, active, railroad spurs abutting the property line along W. Canal Street which are utilized by adjacent property owner/user, Lone Star Industries. The proposed increase in setback increases pedestrian safety.
 - **c-4: the deviation is consistent with the comprehensive plan** – Per the 2015 Menomonee Valley 2.0 Area Plan, *the East Gateway redevelopment parcels of St. Mary's Cement, Stollenwerks, and We Energies coal pile and parking site should be reserved for light industrial land uses*, which is consistent as the newly created parcel included a proposed rezoning to IL2.

We look forward to working closely with and receiving feedback from the City of Milwaukee. Please do not hesitate to contact me with additional questions.

Thank you,

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