

Welford Sanders Historic Lofts and Enterprise Center  
2821 N 4<sup>th</sup> Street (commercial address), 2834 N. 5<sup>th</sup> Street (main residential address), and  
414 W. Hadley Street (boiler house)  
Detailed Planned Development  
File No. 170601  
September 26, 2017

**Statement of Intent**

The Welford Sanders Historic Lofts and Enterprise Center is a \$21 million historic renovation of an under-utilized and deteriorating 190,000 sq. ft. industrial historic building built in 1916 as a Nunn Bush shoe factory. The development plan was initiated during a 2013 Community Visioning Charrette by UWM's Community Design Solutions. Welford Sanders Historic Lofts (the apartment portion) is located at 2834 N 5<sup>th</sup> Street, (please note that the actual residential address has recently changed and now will be 2812 N 5<sup>th</sup> Street) while the Welford Sanders Enterprise Center (the office portion) is located at 2821 N 4th Street, and 414 W. Hadley Street in Milwaukee, WI. The development is named in memory of long-time Martin Luther King Economic Development Corporation ("MLKEDC") Executive Director, Welford Sanders who passed away unexpectedly in May 2015. The property was also once a Milwaukee Area Technical College small business incubator. The building has already secured Part I and Part II approvals for Historic Rehabilitation Tax Credits. The building's construction started in February 2017 and will be complete in March 2018. The project is a joint venture between MLKEDC and Wisconsin Redevelopment. The successful renovation of this historic building is critical to the ongoing stability and revitalization of this neighborhood, which has already benefited from the work of this team in the four previous development phases. The Welford Sanders Enterprise Center will renovate approximately 38,000 sq. ft. of office space, which will be leased to current and future tenants of the building who are community service organizations involved in eliminating barriers to employment with collaborative job training and other supportive services for unemployed and hard-to-employ Milwaukee residents. It is the intent and requirement of the project's lenders and tax credit providers to deliver community service organizations in this office space. The Welford Sanders Historic Lofts will also function as a "walk-to-work" environment by creating approximately 59 housing units with indoor parking and other exceptional amenities for the residents. In addition, a vacant and substantially deteriorating residential property located at 2834 N 5<sup>th</sup> Street, adjoining the development directly to the north has been donated to MLKEDC, after going through foreclosure. This property will be cleared, creating a more organized parking layout with additional green space and amenities for both the residential and commercial tenants as shown in the site plan exhibit. Finally, as part of this redevelopment effort, a life size statue of Welford Sanders will be commissioned commemorating his significant contributions to Milwaukee and this neighborhood, located in the outdoor residential community courtyard.

**Need for a Detailed Planned Development**

The development was rezoned to a LB2 category in 2016, which does allow the proposed mix of housing and office space. However, all community service organizations require a special use permit, which will require a Building of Zoning Appeals (BOZA) hearing and possible delays. This runs somewhat contrary to the developments' overall intent. Both the city TIF agreement and the WHEDA tax credit and bond financing agreements call for, or require, space to be leased to be community service organizations. In order to streamline the process and avoid this ongoing BOZA process, a Detailed Planned Development will allow the site to be utilized in a manner consistent with the intent of the project's financing and use. All of the commercial tenants have

been provided substantially upgraded office spaces and over 90% of the tenants been long time existing tenants in the building with spaces now designed specifically for their operations. Most tenants are like-minded agencies currently located within the building that want to expand their collaborative efforts to address barriers to employment, as well as, recidivism and to help area residents achieve self-sufficiency through sustainable employment, among many other worthwhile goals. Examples of these agencies located in the Welford Sanders Enterprise Center include Milwaukee Job Works, the Alma Center, and Project Return. The space has been substantially renovated with community service office rents priced at rent levels to further enhance needed services to area residents. The intent of the Detailed Planned Development is to still permit a mixed use development with approximately 59 housing units and community service organizations now as a permitted use as listed below. These would include, but are not limited to, non-profit groups, a daycare, religious organizations and office users that benefit the community as a whole.

**Uses:**

The Welford Sanders Historic Lofts is a mix-use development including approximately 59 multi-family residential units with accessory spaces ancillary to the residential operations including an onsite management office, community recreational spaces, below grade interior parking and an exterior courtyard patio. In addition, approximately 38,000 square feet of office space for community service organizations is provided with accessory surface parking lots provided as seen on the site plan along with an outdoor break and picnic space for office tenants. Permitted uses for the site shall include all uses permitted under the LB2 zoning district, as well as additional uses listed below, and are intended to specifically benefit the surrounding community and improve the approval process:

1. School
2. School Personal Instruction
3. Cultural Institution
4. Community Center
5. Religious Assembly
6. Retail
7. Health Clinic
8. Building Maintenance Service
9. Social Service Facility
10. Medical Service Facility
11. Medical Research Laboratory
12. Light Manufacturing
13. Indoor Recreation
14. Indoor Storage
15. Community Garden
16. A seasonal market (although not anticipated)

Day Care Center -The day care center will be located in the former boiler space that is a separate building but part of the former Nunn Bush campus. A drawing has been provided in the PowerPoint. The proposed design and layout will need to meet historic preservation guidelines. The 3870 square foot space has been designed to accommodate a maximum of 55 children and the development desires the flexibility of a 24/7 use. There are 6 car spaces and if needed 2 spaces for vans. In addition, a child drop off area has been created and over 1700 square feet of secure outdoor play area is provided.

### **Design Standards:**

The development team was successful in getting the existing buildings certified as “historic structures”. The team is utilizing Department of Interior Guidelines for historic structures in renovating the buildings. The development has received architectural and construction approvals for the renovation from both the federal Department of Interior and State of Wisconsin Historical Society. All existing buildings will remain and will be substantially renovated and restored.

### **Density:**

Although the project currently has approximately 59 residential units (1703 sq. ft. of lot area per dwelling unit), if there was an increase in the number of units to 65, there would be 1546 sq. ft. of lot area per dwelling unit

### **Space between Structures:**

Currently the distances between the two buildings on the site are denoted on the plat of survey included with the documents. These are existing buildings with no expected changes.

### **Setbacks:**

The buildings are existing on the site. The current building setback are denoted on the plat of survey and there are variations along the property lines.

North: 90’-0” at the west half of the property/148’-6” at the east half of the property

South (W. Hadley Street): 0’-0” west building wing and boiler house/194’-6” east building wing

East (N. 4<sup>th</sup> Street): 0’-0” east building wing/59’-10” boiler house

West (N. 5<sup>th</sup> Street): 0’-0”

### **Screening:**

The new plantings intended are noted (quantity and species) on the sheet A-SITE. The North border of new 5<sup>th</sup> street parking lot shall meet Type H landscaping: 20 barberry bushes in a 13’-4” deep mulched area West border of new 5<sup>th</sup> street parking lot: 2 alpine currants and 1 red spine pear tree on street side of ornamental fence on either side of lot entrance. All surface parking on the 4<sup>th</sup> and 5<sup>th</sup> Street lot will conform to the required parking lot screening found in 295-405 (Type A).

Most fencing will be replaced except for a small amount on the west side of the main commercial parking lot along the alley. A new 8-foot ornamental fencing along the north and east property line has been installed at the main office parking lot. The west surface parking lot will have ornamental fencing along the 5<sup>th</sup> street and chain link along the south elevation. These fences are 8 feet in height. The security gate along Hadley will be 8 feet in height. The previously described deteriorating residential property located at 2834 N 5<sup>th</sup> Street, will be removed which will allow more landscaping and green space. Type A landscaping will be provided on the street fronts of both the 4<sup>th</sup> street and 5<sup>th</sup> street parking lots and the 4<sup>th</sup> and Hadley Street intersection where the proposed daycare is located.

### **Open Spaces:**

Existing open spaces are noted on sheet A-SITE. They are either called out to be grass, mulch, patio or paving. All open space shall be landscaped and maintained to avoid and not create a nuisance or hazardous condition.

### **Landscaping:**

The new plantings intended are noted (quantity and species) on the sheet A-SITE at all perimeter locations. All required vegetation shall be of a quality consistent with the standards of the

American Association of Nurserymen (ANSI 260.1). All required vegetation will be maintained on an ongoing basis, including seasonal tree and plant replacement.

The existing site or interim condition will be maintained in an orderly fashion consistent with zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.

**Circulation, Parking and Loading:**

**Traffic Circulation**

Traffic circulation for the residential component of the development will occur off 4<sup>th</sup> street directly north of the boiler building and will include a new drive into the main building's lower level that will house off street heated parking.

Traffic circulation for the commercial space will occur at one curb cut for each of the three commercial off street parking lots in a well-laid manner as seen in the site plan.

**Pedestrian Entrances for Commercial and Residential**

Pedestrian entrances for the residential space/Welford Sanders Historic Lofts is at 2812 N 5<sup>th</sup> Street. This is mainly where guests enter the building. Most residents will enter their respective residential apartment units from the interior staircases or elevator from the lower level parking area.

Pedestrian entrances for the commercial space/Welford Sanders Historic Enterprise Center will occur at 2821 N 4<sup>th</sup> street. There would also be a limited pedestrian entrance at 414 W Hadley for the proposed daycare as seen in the site plan.

**Refuse Collection**

Refuse dumpsters and collection for the residential space will occur inside the building in the below grade parking area. The office dumpsters will occur in the vacated alley location within a concrete block enclosure as seen in the site plan.

**Bike Parking**

Specific bicycle parking spaces as required in table 295-404 of the Bike Space Parking Ordinance. Multi-family dwelling require long-term spaces of one for every 4 dwelling units and require short-term spaces of one for every 30 dwelling units; 17 long-term spaces and 3 short-term spaces for the residential use are provided. For general office, one spot is required for every 6000 square feet of office or a minimum of 7 long-term spaces is provided. For short-term one space is required for every 24,000 sq. ft. or a minimum of 2 short-term spaces is provided).

**Lighting:**

Lighting will conform to s. 295-409. In addition, the development will install 2 new harp lights on poles at the commercial entry and 4 wall mounted harp lights along the commercial handicap ramp.



**MH200 Milwaukee Harp light**  
Attach to 3" outer diameter poles

- Superior performance
- Ease of maintenance
- Aluminum reflector
- Polycarbonate globe

**Optimal mount height:**  
■ 8'-10' above ground

**Optimal spacing:**  
■ 25'-40' apart

MH200, 25w LED bulb, 120VAC, capital, door-mount photocell, black 203-200525122321

MH200, 50w High Pressure Sodium bulb, ballast, 120VAC, capital, door-mount photocell, black 203-200470122321

MH200, incandescent bulb, 120VAC, capital, door-mount photocell, black 203-200450122311

the Single Harp Light models in four sizes. ed on a variety of pole types, including d polycarbonate globe provide symmetric ver the globe helps reduce unwanted up- sturdy sand-cast aluminum. Custom colors

**Milwaukee Style 1/3 Scale  
MH300 Wall or Pole Mounted  
Residential Harp Light**

- 60% gloss black finish
- Mounting plate included
- Hardware sold separately
- Incandescent/LED bulb socket (bulb not included)

MH-300 Black Harp Light  
Fixture for 2-3/4" Pole for  
Incandescent or LED Bulb  
(bulb not included) 203-300100125301

MH-300 Harp Light  
Fixtures with Wall Mount  
Bracket, Black for Incan-  
descent or LED Bulb (bulb  
not included) 203-30021



MH300 1/3 Scale

TAPCO  
EXCLUSIVE

MH300

203-30021  
Milwaukee Style  
Harp light mounted  
on a brick garage

2 Harp light Poles office main entry

4-5 side mount Harp light along ADA ramp office entry and flanking residential entry

The existing lights on the northeast office parking lot have re-lamped with LED bulbs

**Utilities:**

All existing and new utilities are shown on the plat of survey provided as an exhibit.

**Signs:**

**Temporary signs**

There are temporary signs that list the project partners and financing on two faces of the building including the 4<sup>th</sup> street elevation and the Hadley Street elevation. There are two temporary contractor signs on the building. In addition, once lease up starts in February there will be a number of temporary “for lease” signs

**Directional signs**

None at this time. Future signage may be provided and will follow zoning code requirements per 295-407-3-e.

**Freestanding monument signs**

None

**Building wall signs**

There are two small projection signs on the 4<sup>th</sup> street elevation highlighting the office or enterprise part of the development. There is also 10” letters applied over the main commercial entry as Welford Sanders Enterprise Center.

There will be two small Type B projection signs flanking the residential entry directing visitors to the Welford Sanders Historic Lofts. All future signs will be Type A and will be approved by DCD staff. We anticipate no illuminated signs; however if approved in the future the source of illumination shall not be visible or intermittent.

**Statistical Information**

**1. Gross land Area**

100,470 sf = 2.31 acres

**2. Maximum amount of land covered by buildings**

Approx. 48,390 sf or 48% of the overall land area

**3. Maximum amount of land devoted to parking and drives**

Approx. 38,720 sf or 33% of the overall land area

**4. Maximum amount of land devoted to landscaping open space**

Approx. 13,360 sf or 13% of the overall land area

**5. Maximum proposed dwelling unit density and total square footage devoted to non-residential uses**

For 59 dwelling units: 2.31 acres or 25.54 dwelling units per 1 acre and 1703 sq. ft. of lot area per dwelling unit. If there was an increase in the number of units to 65 and 1546 sq. ft. of lot area per dwelling unit.

Area devoted to non-residential uses (approximate):

- 43,380 sf Underground Parking (supports residential)
  - 11,050 sf Commercial on Level 01
  - 10,850 sf Commercial on Level 02
  - 10,850 sf Commercial on Level 03
  - 2,800 sf Commercial on Level 06 (There are interior spaces for cell tower equipment that are not part of the project. These areas have been sold off as an easement by a previous owner prior to building purchase and the Welford Sanders Lofts, LLC has no control over buildout of these spaces)
  - 8,170 sf Commercial in Boiler House Building of which 3800 sf is projected as a daycare
  - 5,540 sf of Community Space on Level 06 – accessory to residential
- = 92,640 sf non-residential and 40,920 of actual commercial space

**6. Proposed number of buildings**

Two – Main Building & Boiler House Building

**7. Maximum number of dwelling units per building**

A maximum of 65 dwelling units although the existing building has approximately 59 units – Main Building

(Boiler House Building currently does not have any dwelling units)

**8. Bedrooms per unit (approximate)**

54 - two bedroom units

4 - four bedroom units

1 - three bedroom units

**9. Parking spaces provided whether surface or in structure. Ratio per residential units. Number of spaces for non-residential per 1000 square feet.** The following numbers reflect the 5<sup>th</sup> street lot and all the parking spaces are located onsite and part of the Welford Sanders Historic Lofts development footprint.

- 69 indoor parking spaces (mainly for residential)

69 parking spaces: 59 dwelling units

1.17 spaces per unit (some of the exterior surface lots can be used for residential in the evening hours if needed to enhance ratio)

- 80 exterior spaces (in three distinct lots on the site; mainly for non-residential)

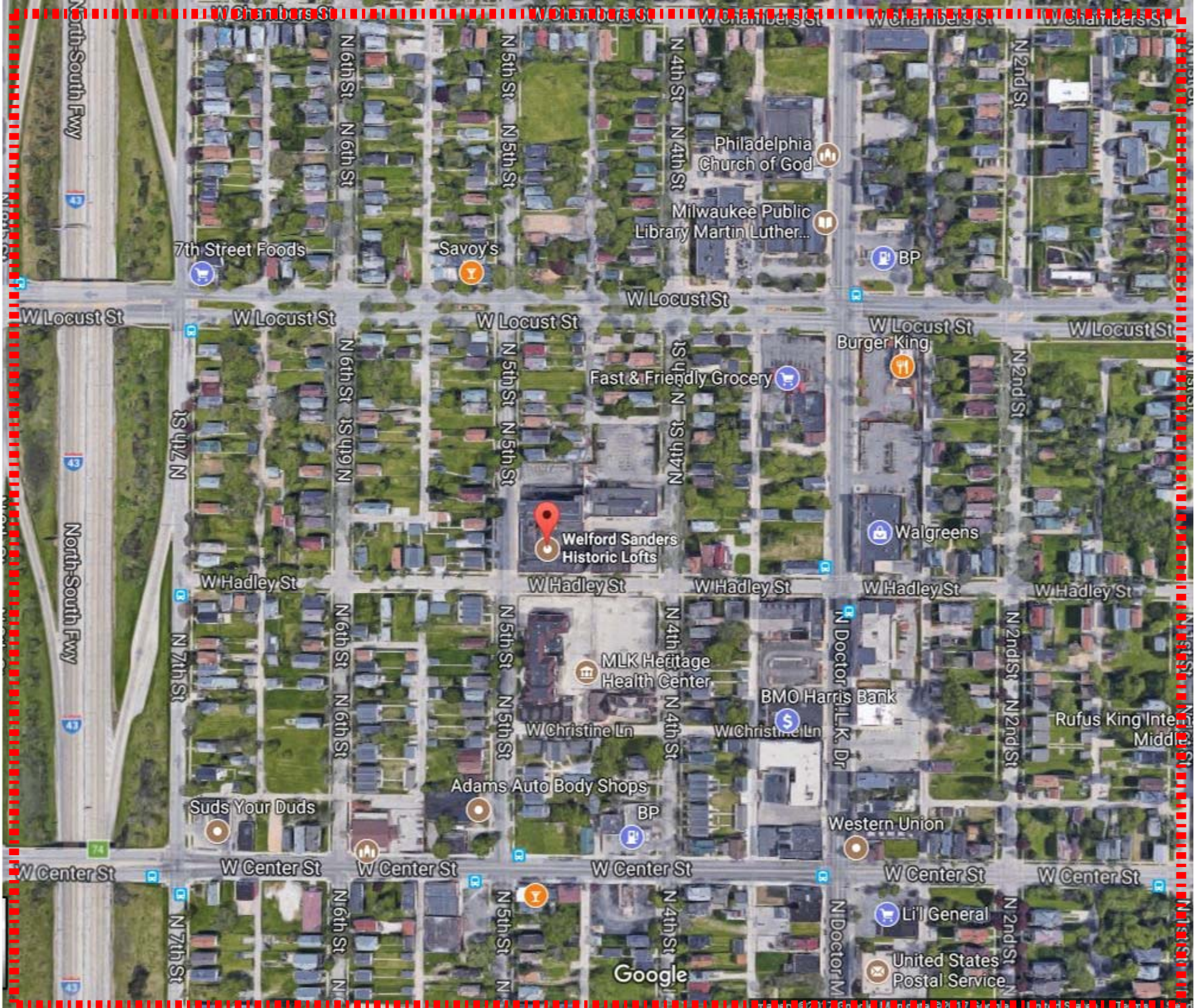
80 parking spaces per 40,920 sf commercial space or

1.96 spaces per 1,000 sf commercial space

## **Plans and Exhibits**

1. A vicinity map with within 1000 feet of the development tract, its access and significant community facilities.
2. A plat of survey showing exterior boundaries including a legal description of the area of the proposed detailed tract. Exterior conditions include existing conditions and whether they will be retained or altered. It should be noted that the plan includes a vacated alley that will be provided to the development by the City of Milwaukee and a pair of deteriorated homes on a single lot that are being donated to the development after a foreclosure.
3. A site plan showing the location of all structures, their intended uses and height, all open spaces, setback dimensions, buffers, pedestrian and vehicular circulation systems, parking lots, structures, number of parking spaces in each, refuse collection areas and exterior lighting locations.
4. A utility plan showing locations of storm and sanitary sewers, water mains, and storm inlets and elevations.
5. A landscaping plan showing the location, number, size and type of all landscaping and screening elements.
6. Elevations of the proposed rehabilitation with any existing and proposed elevations with exterior proposed modifications.
7. Plans showing the location, sizes and type of any existing and proposed signs.
8. Picture of the site and surrounding context.





North-South Fwy

W Chambers St

W Chambers St

W Chambers St

W Chambers St

W Chambers St

W Locust St

W Locust St

W Locust St

W Locust St

W Locust St

W Locust St

North-South Fwy

N 7th St

N 6th St

N 5th St

N 4th St

N 3rd St

N 2nd St

W Hadley St

W Hadley St

W Hadley St

W Hadley St

W Hadley St

Suds Your Duds

Adams Auto Body Shops

MLK Heritage Health Center

BMO Harris Bank

Rufus King Int'l Middle

W Center St

W Center St

W Center St

W Center St

W Center St

W Center St

N 7th St

N 6th St

N 5th St

N 4th St

N 3rd St

N 2nd St

Li'l General

United States Postal Service

Google





N 4th St - looking north towards the corner of 4th St and W Locust St  
Photo Taken: 08/22/17





N 4th St - looking northwest at Welford Sanders commercial parking lot  
Photo Taken: 08/22/17





Corner of W Hadley St and N 4th St - looking north down N 4th St  
Photo Taken: 08/22/17





N 4th St - looking southwest at the corner of W Hadley St and 4th St  
Photo Taken: 08/22/17





Corner of W Hadley and N 4th St - looking southeast  
Photo Taken: 08/22/17





Corner of W Hadley St and N 4th St - looking southwest.  
Photo Taken: 08/22/17



Corner of W Hadley St and N 4th St - looking west down W Hadley St  
Photo Taken: 08/22/17





Corner of W Hadley St and N 5th St - looking east down W Hadley St  
Photo Taken: 08/22/17





Corner of W Hadley St and N 5th St - looking southwest  
Photo Taken: 08/22/17



Corner of W Hadley St and N 5th St - looking northwest  
Photo Taken: 08/22/17





Corner of W Hadley and N 5th St - looking north down N 5th St  
Photo Taken: 08/22/17





Corner of W Hadley and N 5th St - looking north down N 5th St  
Photo Taken: 08/22/17





"Welford Sanders Enterprise Center" - Signage at Commercial entry  
Photo Taken: 08/22/17



"Welford Sanders Enterprise Center" - Signage at Commercial entry  
Photo Taken: 08/22/17



Existing plantings: West side of North parking lot – plantings at alley to remain. Contractor to prune the plants and weed the area and install new landscape mulch.  
Photo Taken: 08/30/17





Parking lights: New north parking lot lighting installed at north perimeter adjacent to alley.  
Photo Taken: 08/30/17





Fence: new 8' tall ornamental fence. All ornamental fencing installed on project site to match.

Photo Taken: 08/30/17