



ACS ARCHITECTURAL
CONSTRUCTION
SERVICES
INC

Midtown Center DIZ – Area A
Mercantile tenant building
5700 W Capitol Dr, Milwaukee WI 53209
File numbers 000708, 0040068 and 060622

August 2, 2024

Project Narrative

Statement of Intent:

The Midtown Center Development is a mercantile development that is located north of Capitol Drive along North 56th street. The site for this part of the project is Area A which is east of 56th street. Several buildings already exist at this site, with this being that last major developable area within the Midtown Center DIZ areas.

The proposed building is to be 15,000 sf which is slightly larger than what was originally proposed for the site at 14,000 sf. The building will be for a single mercantile tenant. The building will be utilizing existing parking areas that were part of the original site improvements. The entry to the building will be at the west side of the building along 56th street.

Design Standards – See attached matrix for a more detailed analysis alongside the DIZ standards

Building materials:

The building will be mostly masonry with accents in color and installation patterns. A base of precast concrete and a parapet with multiple raised areas and internal lighting for accent, including the southwest corner of the building to connect with the other tower elements in adjacent buildings. The storefront along 56th street will be 65% of the width of the building and will have 74% visible light transmittance. The windows will extend from grade to 10’. There will also be windows on the north and south ends of the building to carry the activity of the store to these sides of the building. All windows will have standing seam metal awnings over them and will be open to a minimum of 12’ within the store, so they will not be covered by fixtures such as clothing racks or wall displays.

Screening:

The building parapet will be high enough to screen all roof equipment from street visibility.

Circulation:

The building will have sidewalks along all sides of the building to provide access from adjacent parking to the entry. The front sidewalk connects to the adjacent handicapped parking stalls and provides clearances for sidewalks that connect to other buildings in the development.

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101 Shipyard Way
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CIN
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Bicycle parking, site amenities:

Bicycle racks that meet the City of Milwaukee Zoning requirements as well as a bench and trash receptacle that match what are provided in other areas around the development will be placed at the front of the building along 56th street as indicated on the civil drawings.

Trash collection:

An enclosure made of masonry with steel gates will be provided at the northeast corner adjacent to the building. A ramp at the side of it will provide access to the walkway to the rear loading doors for the tenant's use.

Landscaping:

Landscaping is proposed at the front and back of the building as outlined in the DIZ guidelines, to match what has been provided at adjacent buildings.

Lighting:

The site parking is existing and existing lighting will remain in this area. The building will have accent lighting at the parapet to wash the wall below.

Utilities:

The existing transformer is on the east side of the building and the gas meter will be mounted to that side of the building. All other utilities will be installed underground.

Building Signage:

The tenant signage is shown on the exterior elevations provided but will be confirmed by the tenant in coordination with the city staff as allowed by the DIZ guidelines.

Midtown Center Development Incentive Zone site standards:

Driveways, Pedestrian Accommodations and Parking areas were provided as part of the development originally and will not be impacted by this building as it will be located on the open area provided. Sidewalks, bicycle parking, seating and trash receptacles will be provided as originally designated.

The dumpster will be on the northeast side of the building and built to screen the dumpsters inside. No storage will occur outside of the building or trash enclosure and the loading will occur along the sidewalk adjacent to the trash enclosure and up to the swinging doors at the east side of the building.

The tenant will have a panel on the existing monument sign and will provide building signage for the staff to review and approve.

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Midtown Center Development Incentive Zone building design standards:

The building is designed to fit into the physical characteristics of the area and define street edges and corners with a hierarchy of building elements without exceeding 50 feet in height. Windows will be provided along the pedestrian areas at the front along 56th street and adjacent corners of the building façade. The windows are framed with an accent material and have metal awnings above them. The entry has a flat canopy and signage over it to clearly identify it as the entry. The corners and sides of the building have additional masonry piers with accented color and masonry installation pattern as well as extended parapet heights with internal lighting.

RB2 Building Design Standards (for reference purposes only)

Table 295-605-2 Principal Building Design Standards			
Zoning requirement:		RB2	Proposed
Front setback, minimum (ft.)	(see s. 295-505-2-b)	none	12' to be outside utility easement
Front setback, maximum (ft.)	(see s. 295-505-2-b)	70'	12' to be outside utility easement
Side street setback, minimum (ft.)		none	no side yards, part of development
Side street setback, maximum (ft.)		70'	no side yards, part of development
Rear street setback, minimum (ft.)		none	no rear street
Rear street setback, maximum (ft.)		none	no rear street
Side setback, minimum (ft.)		none	no side yards, part of development
Side setback, maximum (ft.)		none	no side yards, part of development
Rear setback, minimum (ft.)		none	103' per existing parking area
Rear setback, maximum (ft.)		none	103' per existing parking area
Height, minimum (ft.)		24'	24'
Height, maximum (ft.) (n/a – DIZ standard applies)		85'	30' tower element
Minimum glazed area, primary street frontage		30%	60%
Minimum glazed area, secondary street frontage		15%	no secondary streets
Minimum build-out, primary street frontage		30%	65%
Minimum build-out, secondary street frontage		none	no secondary streets
Multiple principal buildings permitted?		yes	trash enclosure separate from bldg

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