

PURPOSE OF DEVIATION REQUEST
1120 S BARCLAY ST.
MILWAUKEE WI 53202

Introduction

The purpose of this application is to request a new deviation request for 1120 South Barclay, zoned Industrial Office (IO2). This site is within the Port of Milwaukee Development Incentive Zone (DIZ) overlay and Harbor District's Water and Use Plan (WaLUP) boundary. The DIZ and IO2 zoning regulates allowable uses on the site.

This deviation will serve as an interim approval. The owner will apply for another deviation to serve as a longer-term approval for the assembly hall's use once the building is fully occupied and plans are finalized for how the building will continue to operate moving forward, with the goal of aligning with the WaLUP's vision.

Previously, a deviation from the DIZ use list was approved for this site by the City Plan Commission in 2019 to allow an assembly hall as an accessory use to a light manufacturing company. That company subsequently ceased production at the 1120 S. Barclay location in March 2022, moved the retail operations off-site and to online only sales shortly thereafter and went out of business in the in the Spring of 2023. The assembly hall use continued to operate as the principle use and the assembly hall and one tenant are currently operating out of this location.

Deviation Request

An interim approval of a deviation from the DIZ overlay use list to allow the assembly hall to continue to operate as a principal use while work continues to fill the non-assembly areas of the building. See the end of this document for responses to the 4 deviation criteria.

The WaLUP is focused on encouraging a mix of uses throughout the district, while focusing on retaining manufacturing uses and providing a home for modern manufacturing firms that provide opportunities for the public to view manufacturing processes. This parcel is located within the South 1st Street sub-district within the larger plan area.

A deviation is required because the primary use will no longer be industrial or manufacturing. The intent is to move the uses within the building back towards an emphasis on makers and creatives. Office spaces have been created that comply with the permitted uses within the zoning to complement the current event space The Factory on Barclay. The office tenants are expected to have more full-time employees than the event business. The physical layout creates office spaces, shared spaces, and event spaces. The event space also will be utilized for public events that will be ticketed and free, driven by tenant users of the offices at 1130 and 1132 South Barclay. Make/sell, maker businesses (studios), creative sector businesses, and ones that support them will be sought out for tenants of the offices.

A collection of businesses versus a single light manufacturer has the potential to be a more sustainable long-term solution to supporting this balance. It opens up a broader scope of products and services to be created and more opportunities for community enjoyment.

This deviation is consistent with the Harbor District Water and Land Use comprehensive plan because we are advancing a “makers corridor” where entrepreneurs and artists are driving innovation in their respective fields. The corridor will also provide a venue for their products to be sold on-site through display in the event space and organized events.

Deviation Timeline

An interim deviation is being requested for twenty-four (24) months. During this time, tenants will continue to be pursued in a way that conforms with the DIZ and WaLUP. A long-term deviation, 5-10 years, will then be sought consistent with other, similar deviation or Board of Zoning Appeals requests.

WaLUP relevant sections of the First Street Corridor Sub-district

- *Barclay Street between National Avenue and Scott Street will serve as an employment and innovation corridor.*
- *With the exception of the Freshwater Plaza development between Greenfield Avenue and Scott Street, maintain Barclay Street from National Avenue to Lapham Boulevard as a light industrial and “maker” corridor, providing employment and innovation opportunities with flexible building forms that can adapt to a variety of businesses. Housing should be discouraged, except in a live/work arrangement, to preserve the employment and innovation focus of the corridor. Retail should also be discouraged, unless as part of a make/sell arrangement or other use complementary to the light industrial “maker corridor.”*

Proposed Usage

1120 South Barclay is a two-story building with a long industrial past. It is 15,920 square feet. The industrial tenant (full history below) that previously occupied the space from 2016- 2022 and was sold in 2023. The existing event company, The Factory on Barclay has and will continue to hold events in the space. A proposed new use of 1120 S Barclay is to provide eight office spaces consistent with the IO2 zoning, DIZ overlay, and goals of the WaLUP. One office is leased (to an existing and long-term tenant), and two offices are in the final stages of negotiations for two year leases. There are five office spaces remaining to rent.

The two new tenants are “creatives” who will help advance the uses of this building and the one next door into a vision for an arts innovation hub in the district. It is the hope this model will continue to support both businesses that need small offices in this area of the city while also advancing the innovation corridor for arts and entertainment on the southern end of the Barclay Corridor. By working with established art

businesses, we hope to create a sustainable model quickly that will be in place for years to come. This will meet the criteria of the overlay.

Assuming one tenant per office, there will be 8 jobs/businesses. Tenants are expected to activate the building Monday through Friday during business hours 365 days per year. Presently, the event space has three full-time employees and 10 part-time employees on staff.

One of the new tenants in 1120 S Barclay is a Product Design, Multidisciplinary Artist and Studio Manager. This tenant will be managing the studio of five artists who will be opening a shared studio space at 1132 South Barclay called Nunya Art and Design. Nunya has signed a 3 year lease effective 8/1/24 to utilize the space as described. In addition, we hope to utilize the event space for more public events cross-pollinating the two buildings' tenants and networks when not privately rented. Possible options for shared events are:

- Doors Open Milwaukee
- Gallery night with the resident artists in conjunction with the 3rd Ward Gallery Night
- Makers events such as Destash, Cream City Creatives, Spooky Book Fair and others which would include local artists and vendors selling their creations
- Feed Your Soul. Fundraiser supporting Milwaukee Food Pantry with art being sold for charity with a gala featuring DJ's and art performance

The goal is to rent the remaining office spaces to individuals in the creative sector who would continue to enhance the synergies. Types of businesses that are targeted include acceptable uses for IO2 and/or the DIZ overlay, whichever is applicable: Architects, Artist Studios, Engineers, Interior Designers, Graphic Artists, Real Estate, Insurance Services, Investment Services, and Legal Services. Preference will be given to those in or supporting the creative class to grow this ecosystem.

The site's aesthetics will be improved by having businesses active again during business hours, bringing foot traffic and activity to the location. We are also planning murals and art installations to create a greater sense of place for this section of the street. Significant aesthetic improvements have been made to both the interior and exterior over the last five years.

ASSEMBLY HALL PLAN OF OPERATION

The Factory on Barclay
1120 S Barclay St
Milwaukee WI 53204
Owner : Mei-Lyn Nelson

Type of business: Event venue

- Capacity: Up to 400 people
- Hours of Operation: Events are booked and scheduled as requested. Typical hours are:
 - o Sunday - Thursday : 10am - 11:00pm
 - o Friday and Saturday : 10am - 1:00 am

Detailed description of operation:

The Factory hosts corporate events, non-profit functions, weddings and other events with rentals of 75-350 guests.

Land use North is a vacant building and parking lot (1100 S Barclay)

Land to the south is a warehouse and parking lot (1132 S Barclay) owned by Factory on Barclay property.

Further south is Cermak grocery store.

Land to the west is a vacant commercial/industrial building.

Land to the east is a bike/walking path and railroad tracks

Number of employees (12) - 2 full-time and 12 part- time

Area operations will serve: Individuals and business looking to host events. Guests come from southern Wisconsin as well as northern to central Illinois.

Deliveries are received at the northern end of the building at a large overhead door at an interior loading dock. Deliveries are 5-6 per week.

Guests enter at the south end of the building at the main door at via an ADA ramp.

Parking plan

Loading Zone

A Loading Zone permit will be applied for the front of the 1120 S Barclay St. property to allow for better traffic flow for guest drop/off pick up and ride-share services. Ride-share and shuttle services provide a great deal of the flow of guests into and out of the events.

Off-street parking

Off street parking is available at the following locations:

- 1) 1132 S Barclay St. - 24 spots in exterior lot
- 2) 1132 S Barclay St - 12 spots inside at north side of building (Exhibit C)
- 3) 1100 S Barclay St - 20 spots at lot adjacent to 1120 S. Barclay building (Exhibit D)
Parking lot agreement
- 4) There are 3 other small lots that are available for rent/purchase that would provide additional parking.
 - a) Doggie Day Care 125 E. Greenfield Ave. - 8-10 spots
 - b) Parking Lot 1010 S. 1st St. 20-25 cars
 - c) Parking Lot 1435 S. 1st St. 20-25 car

5) We are in discussion with management at Cermak grocery store (1236 S Barclay Street) to coordinate additional parking for large events (greater than 300).

The current tenant located at 1132 S Barclay street, Nunya Studios, has agreed to work off-site during The Factory on Barclay event days to allow for full access to the parking for the spaces available at the 1132 S Barclay building as well as street parking.

- Loading Plan:
 - Queueing for pick-up and drop-off for ride share services, including taxis, Uber, and Lyft is managed by staff at the end of the event. Park benches are provided at the front of the building that are located at the proposed loading zone area.
 - Vendors utilize the existing loading dock along Barclay Street. Those who remain on site during events park:
 - Inside the building in the loading dock (large trucks)
 - Other vendors park on the street
 - Owner will apply for a loading zone along the Barclay frontage of the building

Building Floor Plan (Uses within the space) - see attached floor plans

1st Floor

- (1) Office 1
- (2) Office 2
- (A) Foyer/kitchenette and gathering space. This area is accessed by the ADA ramp at the south of the building.
- (B) Event space
- (C) Bar
- (D) Catering Kitchen
- (E) Loading dock

The first floor has two single-stall bathrooms and (2) 3-stall bathrooms. One single-stall is tenant only, included with rental of Office 2.

2nd Floor

- (3), (4), (5), (6), (7), (8) Tenant offices for rent
- (F) Business center available for tenants
- (G) Conference room/presentation room

KEY COLORS OF EXHIBIT D-1 and D-2

ORANGE - TENANT ONLY

YELLOW- SHARED SPACE

PINK - EVENT SPACE

Plan for separation of spaces

Doors will be installed on the 1st floor between spaces 1/2 and A to effectively separate the non-event space from the event space.

A key card system will differentiate access to each of the respective areas to provide privacy and security between the non-event and event spaces. Common areas and areas requiring egress will be made available to both non-event and event spaces, with exterior locks accessible with a key card system as well.

Both event and non-event tenants will have access to the exterior patio.

Goals and benefits of proposed deviation request

The makers corridor proposed by the Harbor District seeks to activate Barclay during traditional business hours but also on evenings and weekends. The current operating plan for the events venue is to hold weddings, corporate events, and private parties primarily on weekends from June to November. The eight small businesses leasing the office space will be active during regular business hours Monday - Friday. There will also be additional events for the public throughout the year. The applicant is committed to finding and maintaining non-event tenants to fill the non-event spaces within the building with uses that align with the WaLUP, IO2 zoning, and DIZ overlay in perpetuity, as the goal is to not have a standalone event space solely occupy this building.

While this deviation request stands alone, it is in synergy with a broader plan for both 1130 and 1132 S Barclay:

- Studio manager, tenants of 1132, and hopefully additional tenants of 1130 will bring a talented pool of artists and design professionals together to create and sell their work on-site consistent with the goals of the WaLUP
- Create art-forward events that will activate the two addresses in collaboration during weeknights and between November and June, such as artist presentations and fairs, fundraising events, makers market events, as well as other community events
- Creation of murals and sculptures for the 1132 building, brightening artistically the 1132 S Barclay East and North sides of the building
- Create an artist community that could be a destination point for local residents as well as visitors

Moreover, the light manufacturers, artist/design studios, office tenants, and the event space will be a synergistic group of businesses that will provide their owners with the connections necessary for a successful enterprise. The large gathering space will offer a venue for artists with the ability to showcase their services and products as well as a place for the public to enjoy the space and connect with the local vendors via art shows or fundraisers to give back to the community. Collaboration on utilizing the event space has already begun.

Timeline and History of Property

Foamation, Inc., owned by Ralph Bruno, a manufacturer of novelty foam products, was the prior tenant and operated from 2016 to 2022 and closed in 2023. In 2019, Foamation had severe financial challenges due to underestimating the start-up time to transition production from their prior location and the cost of build-out and carrying costs.

After a financial analysis, a proposal was made to supplement the manufacturing revenue by starting on-site tours and creating space to offer larger-scale events. In May of 2019 Mei-Lyn Nelson joined Ralph Bruno as an equal partner in Foamation and as owner of 1120 S Barclay Street. Architectural, renovation, and business plans were developed to request an assembly hall zoning to accommodate groups greater than 49 to solidify the business.

After plans were approved, \$750,000 of improvements were invested in 1120 S Barclay Street, including:

- Sprinkling and fire protection
- Building and installation of an ADA accessible deck on the south side of the building
- Construction of 2 bathrooms with 3 stalls each, including 2 ADA toilets
- Construction of catering kitchen with glass washer, hot water heater, and ice machine
- Construction of a full-service bar
- Installation of 2 - 40 ton HVAC rooftop units and new ventilation
- Opening up of brick walls for doorways and openings
- Installation of extensive electrical throughout all spaces as well as new lighting
- Finishing of floors in bar area, main factory space, warehouse, and upstairs offices
- Extensive addition of exterior lighting
- Replacement and repair of 2/3 of the existing roof

Small tours started, and bookings for larger future tours and events began with a target start date of October 2020. Unfortunately, because of Covid, larger tours and events were canceled or postponed from January 2020 onward. On the production side, most orders for foam products were canceled. The two biggest customers, the Packers and Paradies (operators of airport stores) suspended orders. It wasn't until the spring of 2021 that orders started to come in, but at a very slow pace. The company did qualify for PPP funds and SBA loans to provide a source to pay ongoing bills. The company ended 2021 with a large loss and needed to refinance two loans that encumbered the building. After months of negotiations, it was decided to move the office operations back to Foamation's former location in St. Francis. In late spring of 2022, the tour and production stations were disassembled and moved to St. Francis. In mid-2022, the production area closed, and the inventory was liquidated in early 2023.

Presently the venue space, *The Factory on Barclay*, continues to operate and is actively negotiating with some tenants and still seeking tenants to round out the space that have uses consistent with the WaLUP and zoning.

SUMMARY- DEVIATION CRITERIA

1. ***The purpose of the overlay zone will be met*** - The light manufacturers, artist/design studios and event space will be a synergistic group of businesses that will produce a consistently high level of jobs. The large gathering space will offer a venue for artists with the ability to showcase their services and products as well as a place for the public to enjoy the space and connect with the local vendors via art shows or fund raisers to give back to the community. Organizations/community events that have expressed interest in collaborating on utilizing the space are Feed Your Soul, Milwaukee Food Pantry , Susan Komen, Milwaukee Christian Center and Easter Seals. Other maker oriented events include Destash, Cream City Creatives and Doors Open.

2. ***The deviation improves the aesthetics of the site:*** The improvements to the interior and exterior of the building and grounds have enhanced the property and stabilized the long-term ownership by adapting the property to a modern post-COVID business model that will energize a portion of Barclay Street that is still for the most part blighted. All improvements that have been made have been done with utmost respect of the original building. The creation and installation of artist murals and various art sculptures and streetscapes will provide further modernization and beautification of the buildings.

3. ***If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical.*** The intent of the deviation request is to put back into place the emphasis on a light manufacturing and makers mark businesses that were previously in place with the prior business. Due to COVID the connecting businesses were forced to disengage and the intent is to put that relationship back in place. This new collection of businesses have the potential to offer a much more sustainable long term solution since to is not based on a single light manufacturing type of business but
“””a wide range of light manufacturing businesses and artists. This opens up a broader scope of products and art to be created and more opportunities for community enjoyment. Allowance of the deviation will allow not only the maintenance of a viable business but provide potential for further enhancement of adjacent vacant properties.

4. ***The deviation is consistent with the comprehensive plan*** - There is no housing planned for this facility. The proposed deviation is an ancillary use to the job creating artist studios and light manufacturing use consistent with the comprehensive plan. The space will provide space for artists and designers a venue to promote their goods and services as well as a customer base to sell products to for scheduled events. The intent of the owner of the property is to

“ This site is located within the Water and Land Use Plan, which contemplated and supported this type of non-industrial use tied to a manufacturer. The plan state as follows:

“With the exception of the Freshwater Plaza development between Greenfield Avenue and Scott Street, *maintain Barclay Street from National Avenue to Lapham Boulevard as a light industrial and “maker” corridor, providing employment and innovation opportunities with flexible building forms that can adapt to a variety of businesses. Housing should be discouraged , except as a live-work arrangement, to preserve the employment and innovation focus of the corridor. Retail should also be discouraged, unless as part of a make/sell arrangement or other use complementary to the light industrial “maker corridor”.*”

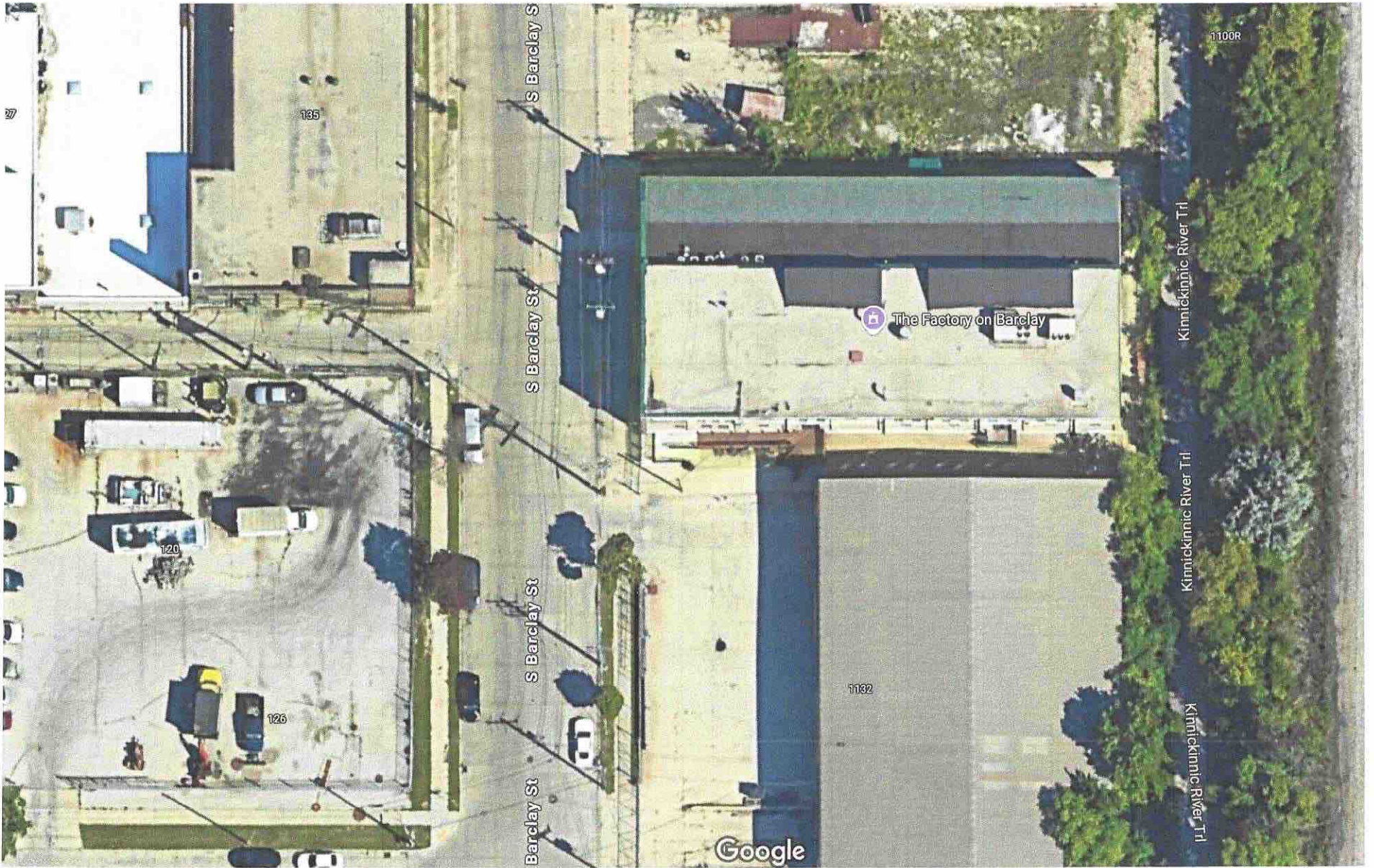


EXHIBIT C-1

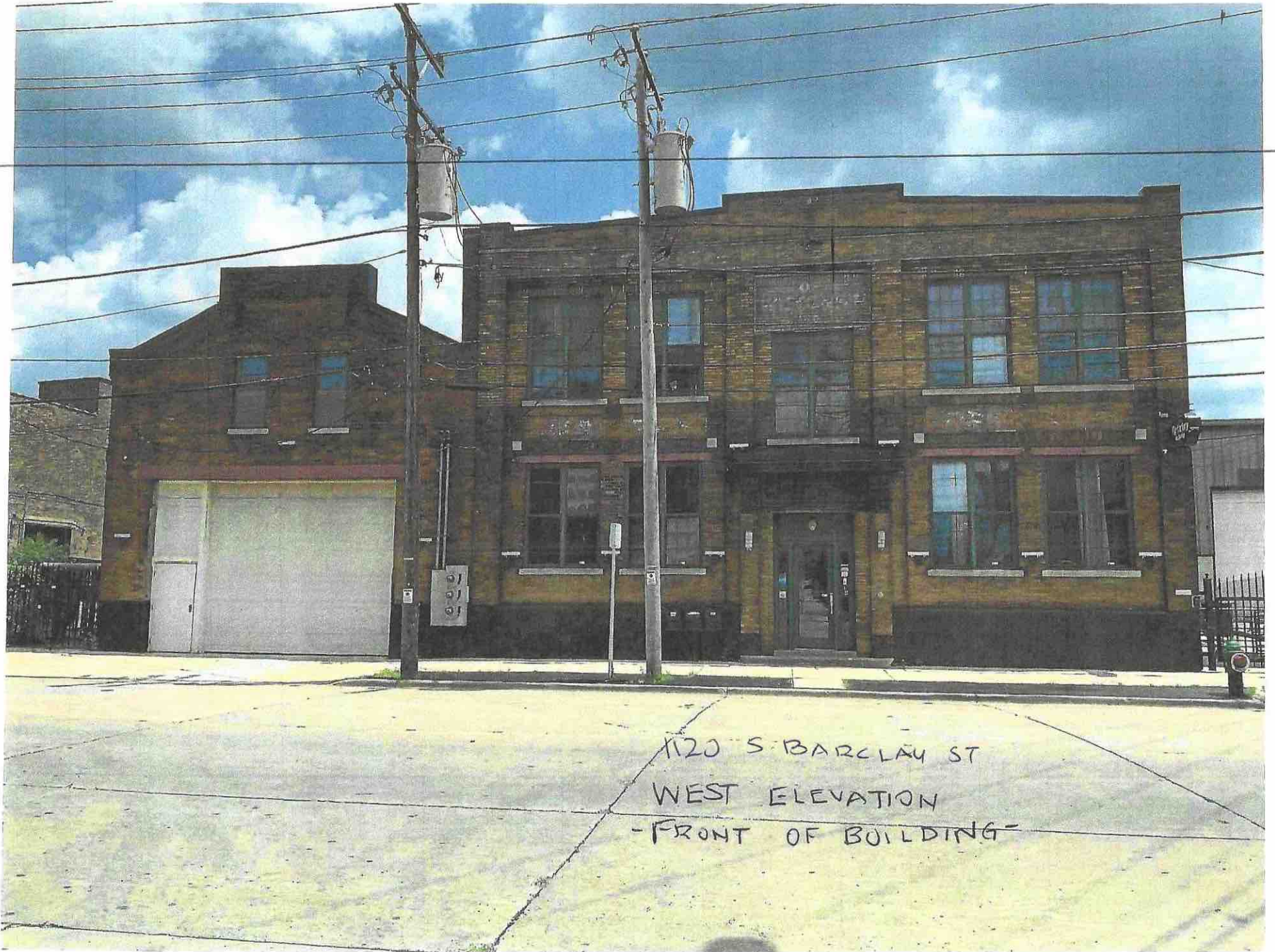


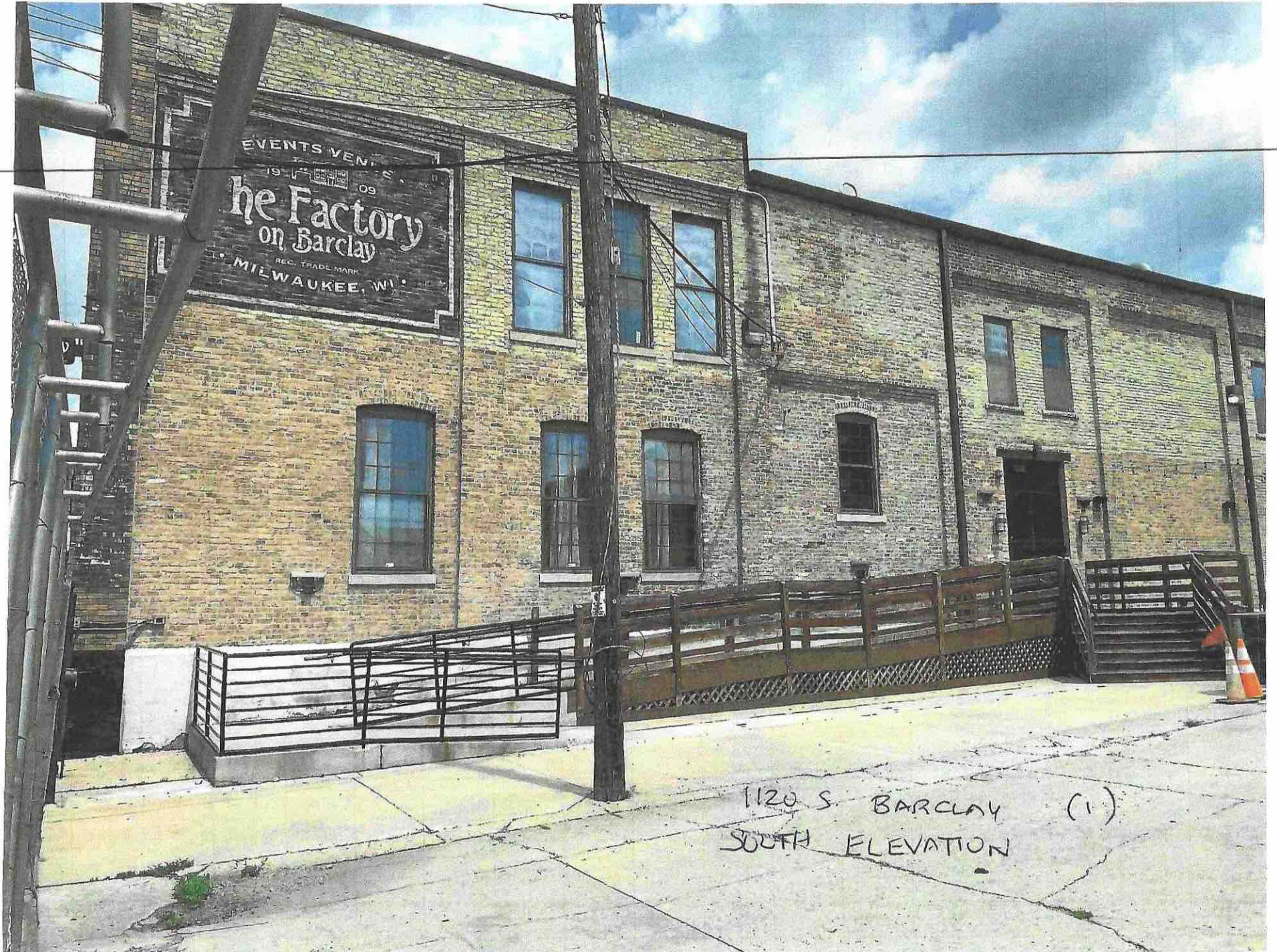
EXHIBIT C-2



1120 S. BARCLAY

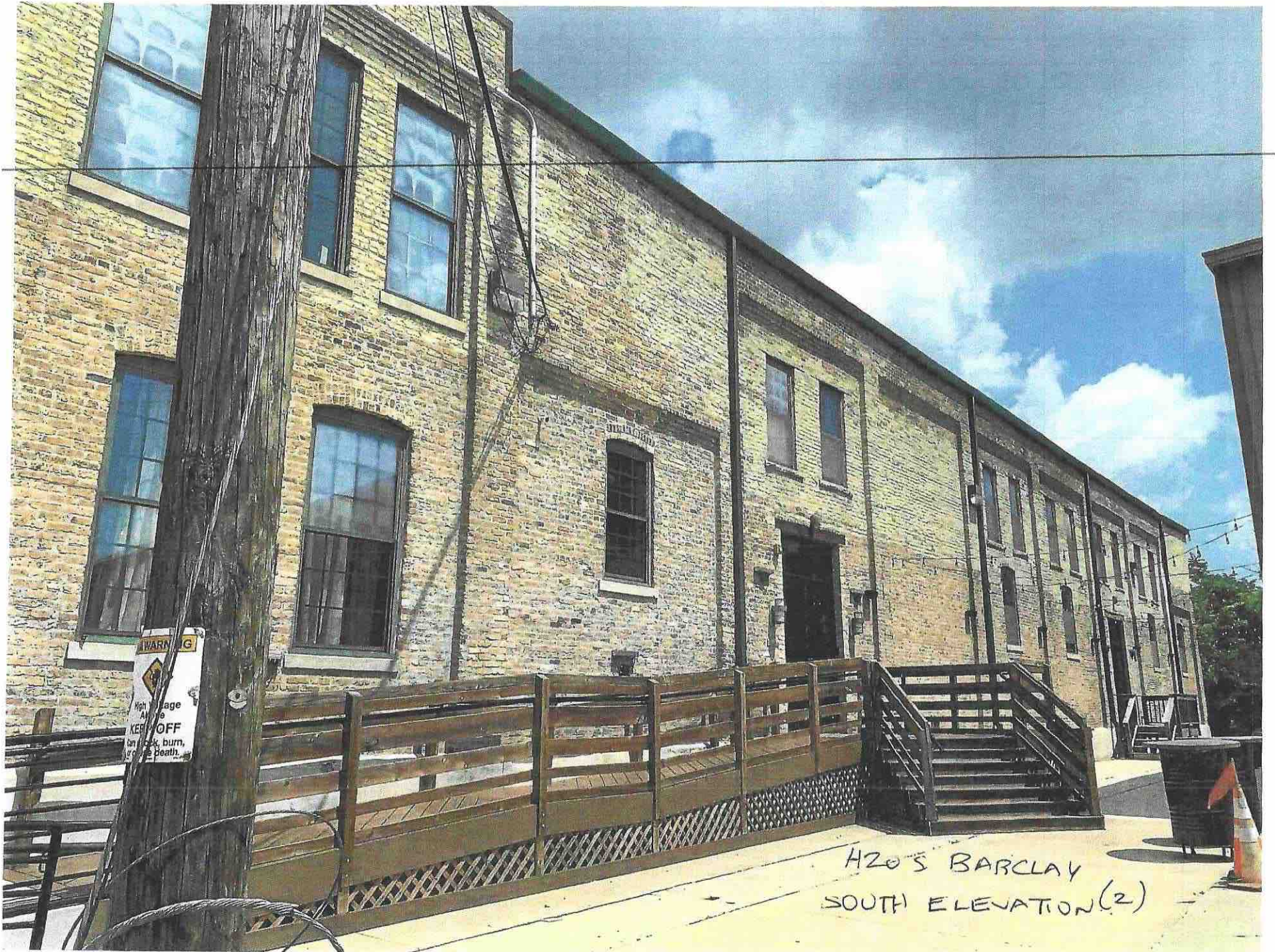
NORTH ELEVATION

EXHIBIT C-3



1120 S. BARCLAY (1)
SOUTH ELEVATION

EXHIBIT C. 4



WARNING
High Voltage
KEEP OFF
Can Shock, burn,
or cause Death.

H20'S BARCLAY
SOUTH ELEVATION (2)

EXHIBIT C-5

1120 S. BARCLAY

EAST ELEVATION

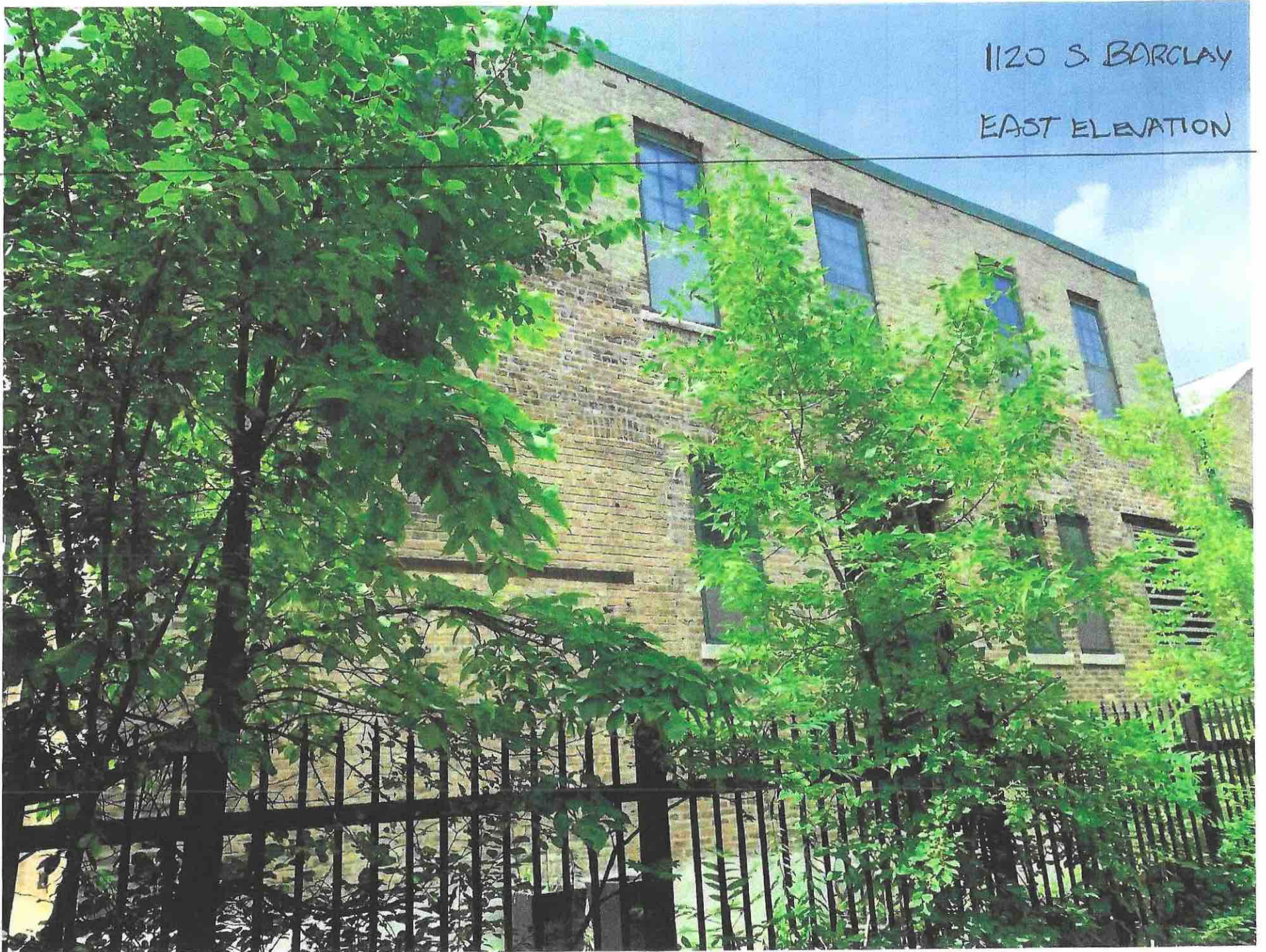


EXHIBIT. C-6

1120 S BARCLAY

~~NORTH ELEVATION~~



1120 S BARCLAY

NORTH ELEVATION

EXHIBIT 0-1

1120 S. BARCLAY

1st floor

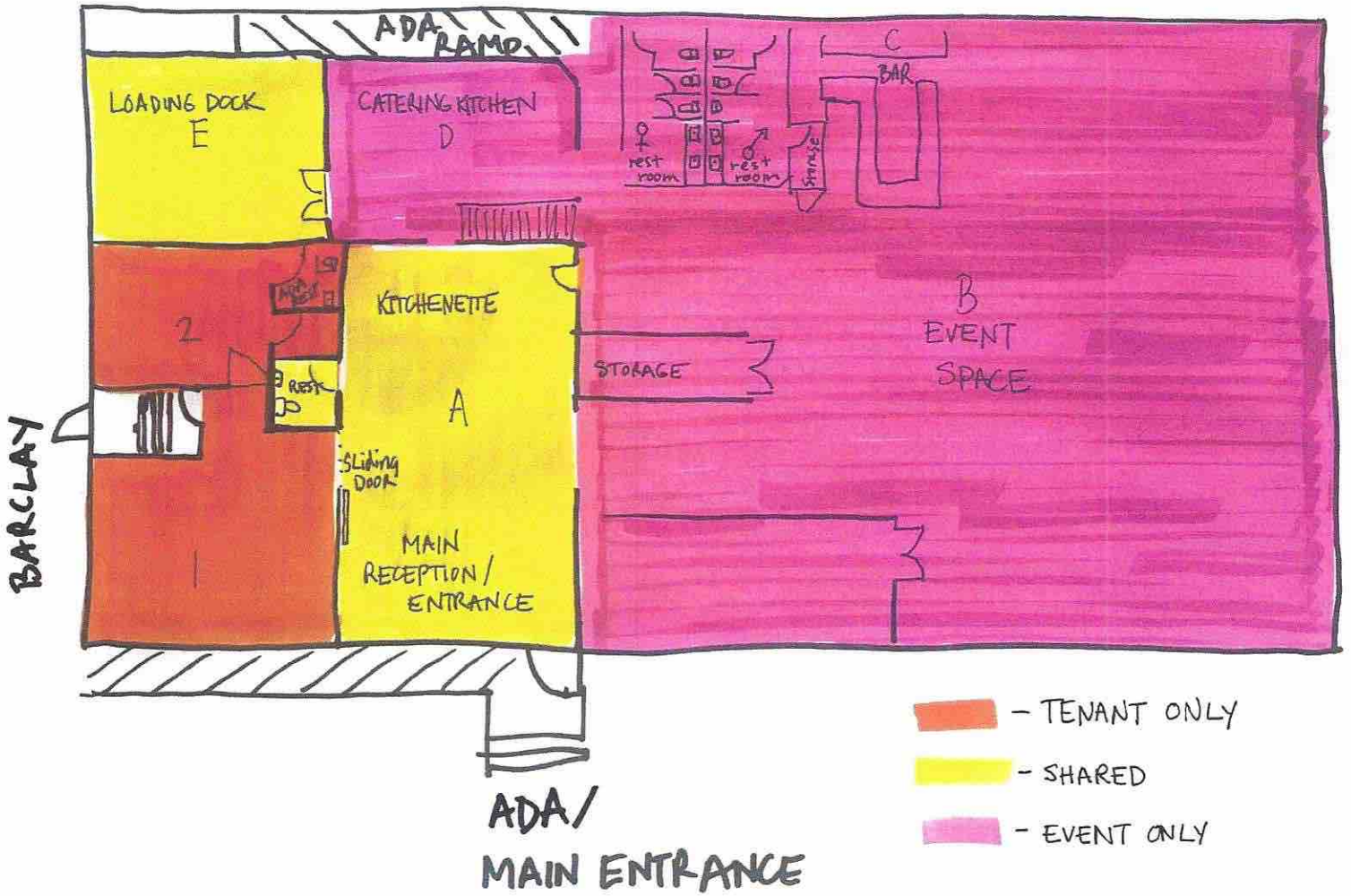
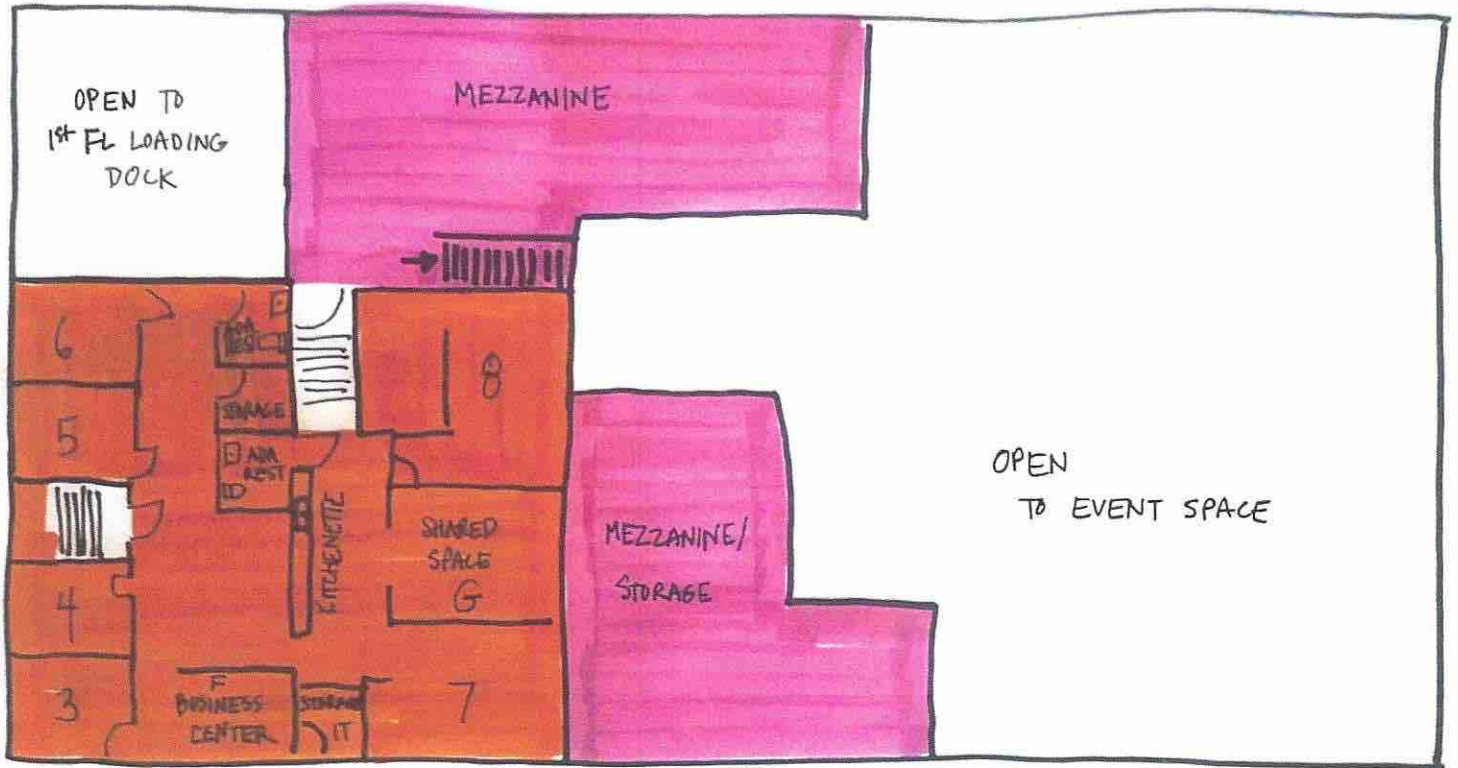


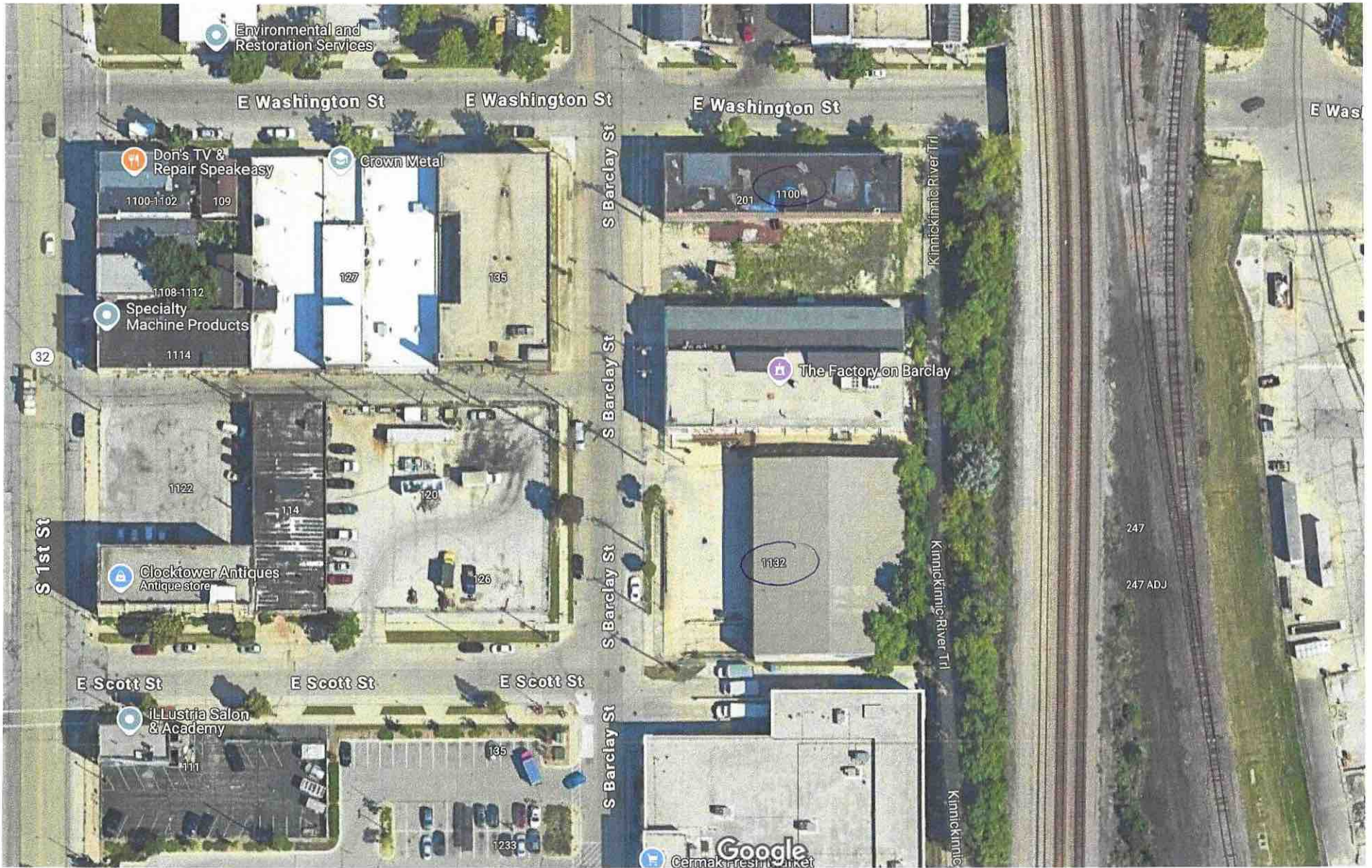
EXHIBIT D-2

1120 S. BARCLAY
2nd floor



- TENANT ONLY
- EVENT ONLY

//

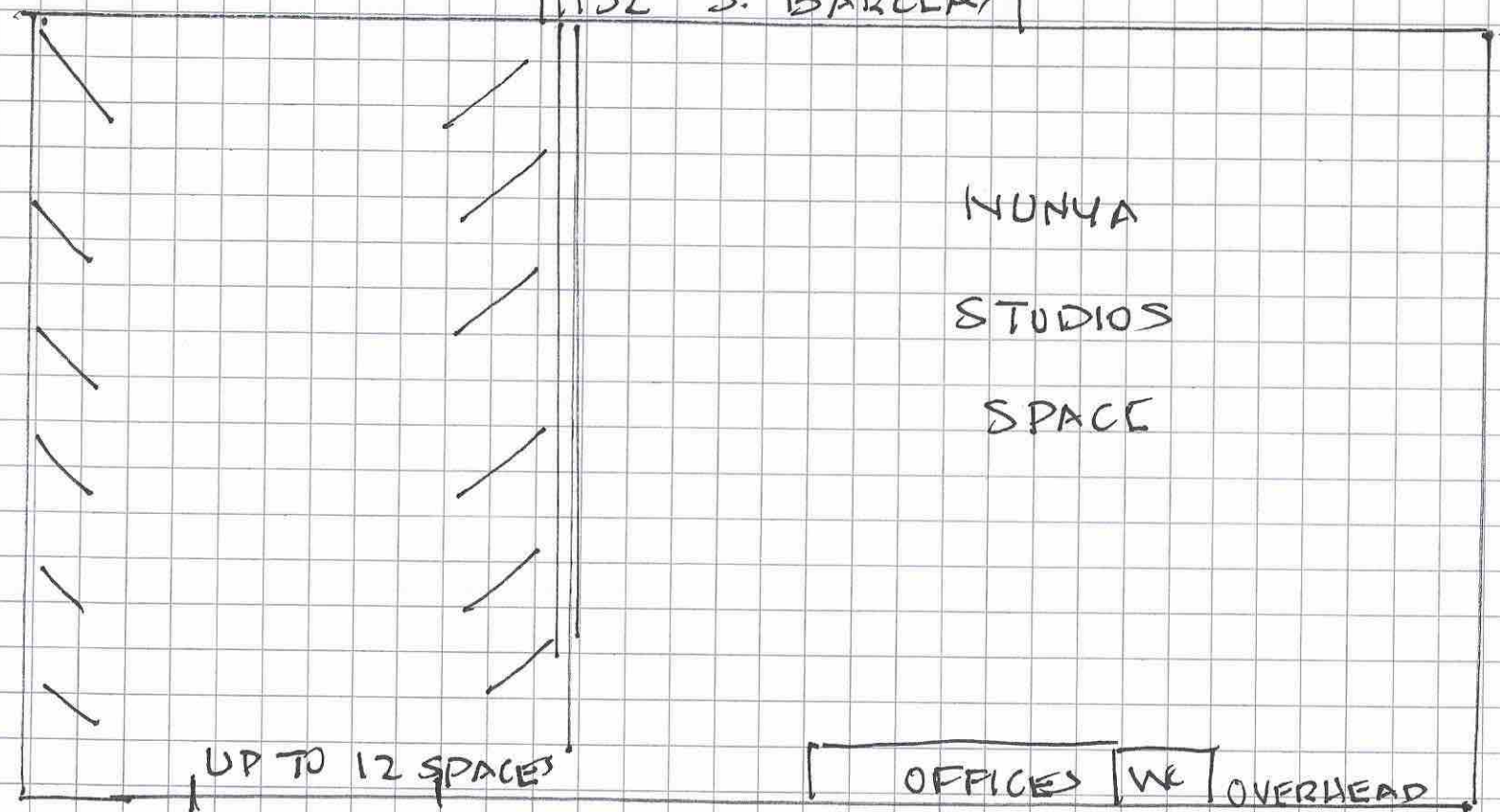


1100 S. BARCLAY
1132 S. BARCLAY

FACTORY PARKING

NUNYA STUDIOS

132 S. BARCLAY



UP TO 12 SPACES

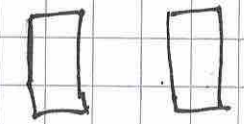
OVERHEAD DOOR

OFFICES W/

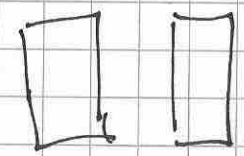
OVERHEAD DOORS

PARKING LOT

20 PARKING SPOTS



* LOADING DOCK NOT ACTIVELY USED



UP TO 6 ADDITIONAL SPOTS



COULD BE USED