

PROJECT NARRATIVE
CSL PLASMA INC.
MIDTOWN CENTER, 4101 NORTH 56th STREET, MILWAUKEE, WI

Background. CSL Plasma Inc. (“CSL”) intends to enter into a long term lease agreement with Mid Milk Improvements, LLC for approximately 14,580 square feet of vacant space located within the Midtown Center at 4101 North 56th Street, on the northeast corner of North 60th Street and West Capitol Drive in the 2nd Aldermanic District of the City of Milwaukee, as depicted on the attached Exhibit A (the “Site”). The Site has been vacant since at least 2013 when Mid Milk Improvements, LLC purchased Midtown Center. CSL intends to invest approximately \$2,500,000.00 to renovate the vacant space for use as a CSL Plasma Donation Center. CSL Plasma Inc. and its affiliates own and operate more than 250 plasma donation centers across the country, including locations in Beloit, Racine and South Milwaukee.

1. Zoning and Proposed Use. The Site is located in a Regional Business District (RB2) with a Midtown Center Development Incentive Zone (DIZ) overlay. CSL’s proposed use as a plasma donation center is classified as a “medical services facility” under the City of Milwaukee Code of Ordinances (the “Code”). CSL is requesting a deviation from the DIZ performance standards to allow for the operation of a “medical service facility” at the Site. As defined under the Code, a “medical services facility” includes an expansive range of medical operations, including treatment services for alcohol and drug addiction, treatment services for sexually transmitted diseases, a prison parole or probation drug treatment distribution center, and “a facility where components of human blood are removed and purchased for use in research or the manufacture of consumer or industrial products...” While such operations are essential to the health and welfare of a community, some of the defined operations within the “medical services facility” definition are obviously not appropriate in a community shopping center. CSL’s proposed plasma donation center; however, is consistent with both (a) the spirit, purpose and intent of the DIZ standards, and (b) the activity along the adjacent streets and surrounding commercial uses. By bringing more consumer traffic to the area and providing a clean, safe and convenient commercial experience, the proposed development will enhance the neighborhood and promote other commercial and retail uses in the surrounding area.

2. Description of Proposed Operations. As described above, CSL intends to develop a plasma donation center at the Site. Plasma donors must be 18 years old, weigh at least 110 pounds, be in good health, and meet proper identification and residency requirements. The process is similar in many ways to donating blood, but takes a little longer, therefore plasma donors are compensated for their time by way of a Visa Debit Card. Donors are never compensated in cash. The donation process is safe and overseen by medical professionals under strict procedures regulated by the U.S. Food and Drug administration and other regulators. The collected plasma is used by CSL Behring (CSL’s parent company) to develop lifesaving treatments and therapies for a wide range of medical users, including emergency room patients, patients with rare diseases, and the United States Military. The majority of CSL’s donors and employees live within the local community. Many CSL plasma donors know someone personally who depends on plasma products for their health. Others simply enjoy the act of giving, knowing that their regular plasma donations are making a difference in the world. Once the plasma donation center matures (around three (3) years), CSL anticipates approximately twenty (20) donors per hour. CSL anticipates \$2,000,000 to \$3,000,000 in annual donor compensation. Analysis on where the Visa Debit Cards

are used provides empirical data that the compensation donors receive is spent in the local community.

3. Hours and Days of Operation. CSL estimates that the plasma donation center will remain open during hours consistent the hours of operation for nearby retail and business establishments – Monday through Sunday, 7 a.m. to 7 p.m.

4. Number of Employees. CSL anticipates that at full capacity the plasma donation center will employ approximately 60 employees in full-time or part-time positions, including physicians, nurses, phlebotomists, medical assistants, and other staff. A broad range of entry level positions with career advancement opportunities will be available. Comprehensive training is provided to ensure donor safety and compliance with regulatory and manufacturing requirements. CSL will provide employees with corresponding full-time or part-time health insurance and all positions pay over minimum wage. The majority of employees will come from the local community. CSL estimates spending \$2,000,000 to \$3,500,000 annually in payroll and local services/expenditures.

5. Building Design. The building's elevations will not be altered by the proposed development (with the exception of CSL's proposed wall signage as submitted with this application).

6. Access, Circulation and Parking. The pedestrian and vehicular access and circulation at the Midtown Center will not be changed by the proposed development. The Site is served by ample off-street parking within the Midtown Center parking lot. Bus stops at North 60th Street and West Capitol Drive and at North 60th Street and West Hope Avenue provide convenient public transportation to the Site.

7. Vehicles Making Deliveries; Loading. The vast majority of loading and unloading at the Site will be automobiles dropping off and picking up donors, consistent with the existing retail center traffic patterns. CSL does not provide transportation for its donors. Regular size trucks or vans will make deliveries and/or pick-ups approximately 2-3 times per week during regular business hours.

8. Impact on Neighboring Properties. The Site will be actively managed to guarantee clean, safe, and professional operations for employees, donors and neighbors. The proposed use will promote the neighboring commercial uses by bringing more consumer traffic to the area and will be more consistent with the letter and intent of the DIZ standards than the currently vacant space. On-site lighting and security (including CCTV camera surveillance) will enhance the safety of the Midtown Center.

9. Area Being Served by Use. CSL anticipates that the majority of its donors will come from within a three-mile radius of the Site.

EXHIBIT A



REQUEST TO DEVIATION FROM PERFORMANCE STANDARDS
MIDTOWN CENTER DEVELOPMENT INCENTIVE ZONE
4101 NORTH 56th STREET, MILWAUKEE, WI

CSL Plasma Inc. (“CSL”) is requesting a deviation from the Midtown Center Development Zone (DIZ) performance standards to occupy approximately 14,580 square feet of vacant space located within the Midtown Center at 4101 North 56th Street, on the northeast corner of North 60th Street and West Capitol Drive in the 2nd Aldermanic District of the City of Milwaukee (the “Site”) as a plasma donation center. Under the City of Milwaukee Code of Ordinances (the “Code”), a plasma donation center is classified as a “medical services facility”. As defined under the Code, a “medical services facility” includes an expansive range of medical operations, including treatment services for alcohol and drug addiction, treatment services for sexually transmitted diseases, a prison parole or probation drug treatment distribution center, and “a facility where components of human blood are removed and purchased for use in research or the manufacture of consumer or industrial products....” While such operations are essential to the health and welfare of a community, some of the defined operations within the “medical services facility” definition are obviously not appropriate in a community shopping center. CSL’s proposed plasma donation center; however, is consistent with both (i) the spirit, purpose and intent of the DIZ standards, and (ii) the activity along the adjacent streets and surrounding commercial uses. By bringing more consumer traffic to the area and providing a clean, safe and convenient experience, the proposed development will enhance the neighborhood and promote other commercial and retail uses in the surrounding area. CSL Plasma Inc. and its affiliates own and operate more than 250 plasma donation centers across the country, including locations in Beloit, Racine and South Milwaukee.

Pursuant to Section 295-311-9-c of the Code, CSL’s request for deviation from performance standards meets the following criteria:

1. The purpose of the overlay zone is met. The proposed use of the Site as a plasma donation center is consistent with the spirit, purpose and intent of the Midtown Center DIZ to ensure compatibility with existing development on adjacent sites and to create a pedestrian friendly environment in design and scale. The proposed development will not alter the Midtown Center’s building elevations (other than standard wall signage) and the current access, circulation and parking plan for the shopping center will remain unchanged. The requested deviation for a plasma donation center is consistent with the activity along the adjacent streets and surrounding commercial uses, will activate a long-vacant store front in the Midtown Center, and will enhance neighboring commercial uses by bringing more consumer traffic to the area. Once the plasma donation center matures (around three (3) years), CSL anticipates approximately twenty (20) donors per hour. The plasma donation center provides a source of income for residents in the neighborhood that empirical research proves will be reinvested in the local community. On-site lighting and security (including CCTV camera surveillance) will enhance the safety of the Midtown Center. The Site will be actively managed to guarantee clean, safe, and professional operations for employees, donors and neighbors.

2. The deviation improves the aesthetics of the site. The Site has been vacant since at least 2013 when Mid Milk Improvements, LLC purchased Midtown Center. CSL's proposed use of the Site as a plasma donation center will activate a long-vacant store front and will enhance neighboring commercial uses by bringing more consumer traffic to the area. The proposed development will not alter the Midtown Center's building elevations (other than standard wall signage) and the current access, circulation and parking plan will remain unchanged, thereby reinforcing the Midtown Center DIZ's design standards.

3. If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical. Under the Code, a "medical services facility" has a very broad definition that classifies a plasma donation center in the same category as treatment facilities for alcohol and drug addiction, a treatment facility for sexually transmitted diseases, and a prison parole or probation drug treatment distribution center. It is clear that treatment facilities are not appropriate for a community shopping center and would likely have an adverse impact on adjacent commercial uses. However, the proposed plasma donation center will enhance the neighborhood and promote other retail and commercial uses in the surrounding area. The majority of CSL's donors and employees live within the local community. CSL anticipates \$2,000,000 to \$3,000,000 in annual donor compensation. Donors are compensated with Visa Debit Cards, never cash. Analysis on where the Visa Debit Cards are used provides empirical data that the compensation donors receive is spent in the local community. CSL anticipates that at full capacity the plasma donation center will employ approximately 60 employees in full-time or part-time positions, including physicians, nurses, phlebotomists, medical assistants, and other staff. A broad range of entry level positions with career advancement opportunities will be available. Comprehensive training is provided to ensure donor safety and compliance with regulatory and manufacturing requirements. CSL will provide employees with corresponding full-time or part-time health insurance and all positions pay over minimum wage. The majority of employees will come from the local community. CSL estimates spending \$2,000,000 to \$3,500,000 annually in payroll and local services/expenditures.

4. The deviation is consistent with the comprehensive plan. CSL's proposed development of the long vacant Site as a plasma donation center is consistent with the goals of the West Side Area Plan to "promote the reuse of vacant buildings and lots in commercial areas with uses that contribute to the district" and eliminate "empty, vacant or blank wall storefronts" that have a detrimental effect on surrounding land uses. Annual donor compensation of \$2,000,000 to \$3,000,000 will act as a catalyst for current commercial uses in the neighborhood and help achieve the West Side Area Plan's goal to support and promote the Market Center business district and West Capitol Drive commercial corridor.

Photos of 4101 North 56th Street
Midtown Center

North (Front of Site)



East



Photos of 4101 North 56th Street
Midtown Center

West



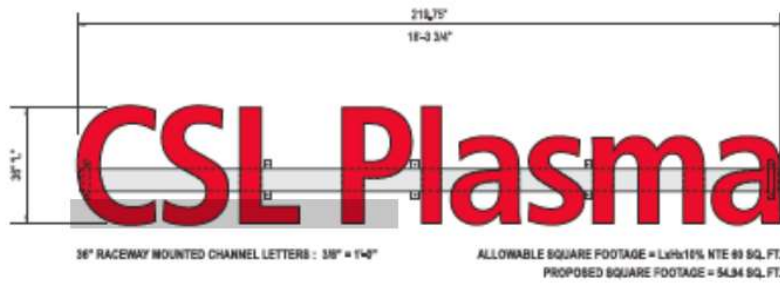
South



PROPOSED SIGNAGE FOR CSL PLASMA INC.
MIDTOWN CENTER, 4101 NORTH 56th STREET, MILWAUKEE, WI



CSL'S PROTOTYPE SIGNAGE PLAN



SCOPE OF WORK :
INSTALL (1) ONE SET OF 36" HIGH x 3 7/8" DEEP, LED ILLUMINATED CHANNEL LETTERS.

DESCRIPTION :
ALL LETTERS OF 3 7/8" DEEP FORMED ALUMINUM CONSTRUCTION WITH ACRYLIC FACES AND 1" TRIM CAP.
ALL LETTERS WILL BE INTERNALLY ILLUMINATED WITH LED MODULES AND MOUNT TO RACEWAY, ALL LED
POWER SUPPLIES WILL BE HOUSED INSIDE RACEWAY.

