

Approved Conditionally by CPC on 7/11/2016

"work with staff on materials; landscaping"



**JOSEPH LEE + ASSOCIATES**  
ARCHITECTS + PLANNERS

2418 CROSSROADS DRIVE – SUITE 2300  
MADISON, WISCONSIN 53718  
jlee@jla-ap.com

June 16, 2016

City of Milwaukee Plan Commission  
c/o The Department of City Development  
Planning Administration  
809 North Broadway – 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

RE: 'The Brewery: Blocks 4 & 5' – Development Incentive Zone Plan Review

Milwaukee Plan Commission Members -

On behalf of Milhaus Development, we are submitting the necessary information to the City of Milwaukee for Development Incentive Zone Plan Review for 'The Brewery: Block 4' and 'The Brewery: Block 5' projects (working names) located within 'The Brewery' mixed-use neighborhood.

**Project Overview - 'The Brewery: Block 4'**

'The Brewery: Block 4' is located at the northeast corner of 10<sup>th</sup> Street & Juneau Avenue – it is a five (5) story mixed-use building with approximately 7,000 square feet of ground floor retail and 110 residential apartment units. Off-street parking for this building will be provided in the parking structure immediately to the east of the project site. This parking will be provided & ensured by an agreement between the project Owner(s) and the Owner(s) of the parking structure. Additional information & detail is provided below and contained in the 'Block 4' drawing package that was submitted along with this letter and Plan Review Application.

**Project Overview - 'The Brewery: Block 5'**

'The Brewery: Block 5' is located at the northwest corner of 10<sup>th</sup> Street & McKinley Avenue – it is a five (5) story apartment building with 164 residential apartment units, with a ground floor leasing office, and ground floor common amenity spaces. Off-street parking for this building will be provided by covered at-grade parking as well as by a surface parking area at the side & behind the building. Additional information & detail is provided below and contained in the 'Block 5' drawing package that was submitted along with this letter and Plan Review Application.

**Compliance with Design Guidelines**

The development proposals for both 'Block 4' and 'Block 5' comply with 'Development Incentive Zone Guidelines' for 'The Brewery Project' that have been approved by the Milwaukee Common Council. The following is a brief narrative on how these guidelines are addressed.

**I. Building Placement**

These development proposals meet the 'Development Incentive Zone Guidelines' for Building Placement in the following ways:

- A. The buildings are located to create walkable streets and enhance the pedestrian realm along primary public streets;
  - 1. At 'Block 4', the facades along 10<sup>th</sup> Street & Juneau Avenue designed to address & engage the pedestrian realm – with retail uses along Juneau Avenue (within 5' of the

property line) an inviting quasi-public courtyard space along 10<sup>th</sup> Street. The principal entry of the building faces 10<sup>th</sup> Street through the courtyard – which is also available for retail & restaurant uses.

2. ‘Block 5’ has some interesting geometric & topographical challenges. However, the building has been placed & designed to reinforce the main pedestrian public street (10<sup>th</sup> Street) as well as the site’s major corner - McKinley Avenue & 10<sup>th</sup> Street. First of all, the building’s primary entry is located at McKinley & 10<sup>th</sup> – reinforcing its importance. In addition to this, the ground floor uses along 10<sup>th</sup> street contains the common space amenities, resulting in real visual interest & activation along the façade. Along McKinley Avenue, the building holds this important corner and addresses the street edge (with the ground-level leasing office) before angling back. As this happens, landscape amenities address the street edge.

B. The buildings relate to the physical character & scale of the existing buildings in the neighborhood;

1. At both ‘Block 4’ and ‘Block 5’, the building facades reinforce the existing urban street edge and are at a height appropriate to the surrounding buildings to create a cohesive sense of place, scale, and ‘enclosure’ of the public streets.

## II. Building Design & Historical Compatibility

These development proposals meet the ‘Development Incentive Zone Guidelines’ for Building Design & Historical Compatibility in the following ways:

A. The building uses are compatible with, and enhance, the existing surrounding uses;

1. At ‘Block 4’, the ground floor retail/commercial uses re-enforce the existing non-residential uses in that immediate area (around 10<sup>th</sup> & Juneau) while the residential uses add to the vitality of the area.
2. At ‘Block 5’, the residential uses are appropriate for the project’s ‘edge’ location. The density enhances the ‘around-the-clock’ vitality of the neighborhood and increases the viability of the surrounding ‘non-residential’ uses.

B. The massing, fenestration, and materials are appropriate with the physical character & scale of the existing buildings in the neighborhood;

1. At both ‘Block 4’ and ‘Block 5’, the building placement & massing reinforce the existing urban street edge & important urban corners. The building heights are appropriate to the surrounding buildings to create a cohesive sense of place, scale, and ‘enclosure’ of the public streets.
2. The buildings’ massing & design establishes a hierarchy between building elements. Each of the buildings’ ground floors are emphasized because of their importance & interaction at the pedestrian realm. In addition to this, building entries and other important elements such as main corners and primary facades are emphasized more than other areas such as top stories or the rear of the buildings.
3. The primary street frontages are activated with retail uses, building entrances, ground floor active uses (common amenity spaces), and thoughtfully designed open spaces (courtyard).

4. The fenestration patterns of the buildings are consistent with the surrounding buildings with an ordered pattern of windows – including a variety of window types & sizes appropriate to the use of the interior spaces that they serve. There are no blank, unarticulated exterior walls that front primary public street.
5. The building materials are appropriate & compatible with the existing surrounding buildings. With a large percentage of masonry & glass used on the building areas that are most visible to the public realm (primary facades) and at areas that get the most pedestrian interaction (the ground floor). All other materials are high-quality, long lasting, materials such as fiber-cement siding and fiber-cement panels that will be detailed in a way to enhance the building's architecture. In addition to this, other building elements such as retail canopies, entry canopies, and landscape amenities further enhance the 'sense of place' and the compatibility with the existing context.
6. All ground floor glazing will be clear, transparent glass to increase the vitality and visual interest of the pedestrian realm and allow for visual access both into and out of the interior non-residential spaces.

### III. Access, Circulation, and Parking

These development proposals meet the 'Development Incentive Zone Guidelines' for Access, Circulation, and Parking in the following ways:

- A. Both 'Block 4' and Block 5' provide adequate & appropriate pedestrian accommodations:
  1. Both 'Block 4' and 'Block 5' provide accessible routes from the public sidewalk and parking areas to all parts of the buildings.
  2. Both 'Block 4' and 'Block 5' provide clear pedestrian routes from vehicular areas to the buildings.
  3. Both 'Block 4' and 'Block 5' provide bike racks along the public realm.
  4. 'Block 4' contains a 'quasi-public' courtyard with seating areas and enhanced landscape elements.
- B. Both 'Block 4' and Block 5' provide adequate & appropriate Vehicular Circulation and Parking Areas:
  1. Off-street parking for 'Block 4' is provided in the parking structure immediately to the east of the project site. A clear pedestrian route will be provided from the structure to the interior of the building.
  2. For 'Block 4', refuse collection shall be accommodated from the existing alley, and retail/commercial services will be scheduled and will occur off the alley or through 'front door deliveries' - which is typical for smaller, urban infill retail/commercial uses.
  3. Off-street parking for 'Block 5' is provided by covered at-grade parking as well as by a surface parking area. Both of these options will be accessed from McKinley Avenue where there is currently an existing curb cut. A clear pedestrian route will be provided from the parking areas to the interior of the building.
  4. The surface parking area at 'Block 5' is located at the rear and side of the building. It shall be appropriately screened from the public realm & at the street edges. It will

contain landscaped ‘peninsulas’ to help break up the parking area, visually, and reduce the amount of contiguous pavement.

5. For ‘Block 5’, refuse collection shall be accommodated through the surface parking areas – with the refuse collection room contained within the building.

#### IV. Site Improvements

These development proposals meet the ‘Development Incentive Zone Guidelines’ for Site Improvements in the following ways:

- A. Both ‘Block 4’ and Block 5’ provide adequate & appropriate Site Amenities to enhance the pedestrian realm;
  1. ‘Block 4’ provides a ‘quasi-public’ courtyard that can be used by residents, as well as retail tenants & their customers. This courtyard will contain seating area, planters, bike racks, and enhanced landscape features.
  2. ‘Block 5’ provides bike racks adjacent to the public realm for use by residents, their guests, or the general public.
  3. A ‘Bublr Bike Dock’ will be provided adjacent to ‘Block 4’. Preliminarily – it is to be located adjacent to, or within, the alley to the east of the ‘Block 5’ building. The exact location shall be determined with further discussions with the ‘Bublr Bike’ operators.
- B. Both ‘Block 4’ and Block 5’ provide adequate & appropriate Screening for Service & Parking Areas:
  1. Both ‘Block 4’ and ‘Block 5’ are designed with interior refuse rooms. They will not be visible from the public street. ‘Block 4’ refuse will be accessed from the existing alley and ‘Block 5’ refuse will be accessed from the rear of the building via the surface parking area.
  2. The surface parking area at ‘Block 5’ is located at the rear and side of the building. It shall be appropriately screened from the public realm & at the street edges. It will contain landscaped ‘peninsulas’ to help break up the parking area, visually, and reduce the amount of contiguous pavement.
  3. All ground electrical/mechanical units shall be appropriately screened with landscape elements.
- C. Both ‘Block 4’ and Block 5’ will provide adequate & appropriate Exterior Lighting:
  1. All exterior lighting will be ‘dark-sky compliant’ and serve the projects’ for circulation, security, and architectural highlighting only.
  2. All exterior light fixtures will be compatible with the architectural style of the buildings.
- D. Both ‘Block 4’ and Block 5’ will provide adequate & appropriate Landscaping:
  1. The ‘Block 4’ courtyard contains a mix of both hardscape & greenspace areas.
  2. All trees & plantings are thoughtfully located as to not create potentially unsafe areas or conflict with light poles, service poles, etc.

3. The landscape plans for both 'Block 4' and 'Block 5' contain an appropriate variety of species – with the vast majority being native species. All tree and planting selections are non-evasive species.
- E. Both 'Block 4' and Block 5' will provide adequate & appropriate Paving;
1. All paved pedestrian routes shall meet all applicable accessibility requirements.
  2. At 'Block 4', the courtyard has paving patterns (scoring) and colors that reinforce & enhance the courtyard design.
  3. At 'Block 5', the corner entry has paving patterns (scoring) and colors that reinforce & enhance the significance of the corner.

#### V. Signage

These development proposals meet the 'Development Incentive Zone Guidelines' for Signage in the following ways:

- A. All signage for both 'Block 4' and Block 5' shall meet the requirements contained in the 'Development Incentive Zone Guidelines' for 'The Brewery Project'.
- B. Details for all signage for both 'Block 4' and Block 5' shall be submitted separately for separate review and approval.

Thank you, in advance, for your consideration of these two development projects. We feel that these will be great additions to 'The Brewery' Neighborhood and Milwaukee as a whole.

Please contact me if you have any questions or need anything else at this time. We look forward to working with you.



Joseph M. Lee, AIA

Cc: Greg McHenry – Milhaus Development