

Bronzeville Cultural & Entertainment District  
Development Incentive Overlay Zone (DIZ) Submittal  
Bronzeville Creative Arts & Technology Hub  
616-618 W. North Avenue, Milwaukee, WI 53212  
File No. 240358

## **Project Narrative**

### **Statement of Intent:**

The Bronzeville Creative Arts & Technology Hub is a mixed-use development located at the northwest corner of West North Avenue and North 6th Street, which falls within the Bronzeville Cultural and Entertainment District Development Incentive Zone. Several parcels were combined to form the project site and zoned LB2 in the process.

The proposed development includes one primary structure at approximately 124,000 SF. The commercial portion of the building is four stories tall, with a footprint of approximately 8,000 SF per floor located at the southeast corner of the site. The first floor contains a café, a 150-200 seat flexible performance space, and a common lobby shared by the tenants that will inhabit the second, third, and fourth floors. Several tenant groups with arts, music, and technology-based missions are planned for these floors, though the specific square footage delineations and tenant build-out plans are still being determined.

The residential portion of the building is primarily four stories tall, with a one-story entry lobby and two-story live-work units along North Ave. Sixty (60) residential units are divided across a mix of unit types, including one-, two-, three-, and four-bedroom units. First-floor units are two stories, with direct entries along W. North Ave, N. 6<sup>th</sup>, and N. 7<sup>th</sup> streets, as well as entries internal to the building. Three (3) of the first-floor units are live-work style units with a 15' deep commercially oriented space along W North Ave. Several amenity spaces are located within the building, including an onsite leasing office, fitness center, and community room with adjacent roof terrace.

Parking will be a mix of (17) surface parking spaces located behind the building and (30) covered parking spaces at the first floor. Short-term bicycle parking is distributed along the southern edge of the building, near the various commercial and residential entries. Long-term bicycle parking is provided within each portion of the building.

## **Design Standards**

### **Building Materials:**

Building materials will include fiber cement siding in several colors and textures, aluminum-framed storefront at the commercial first floor, and reinforced vinyl windows at the remainder of the building. At grade, concrete foundation walls will be exposed where adjacent to sidewalks and parking areas. Walk-up units, including live-work units, will have concrete terraces with landscaping at grade, as shown on the site and first floor plans. Along North Ave, planters will be at grade and include wood benches with steel supports where indicated by the plans.

**Planned Uses:**

- Multi-family residential (60 units) – permitted use (proposal meets limited use standards)
- Live-work units on North Ave – permitted use (proposal meets limited use standards)
- General office at upper floors (permitted use except on ground floor)
  - Office space for Community Theater Organization (approx. 1600 SF)
  - Creative co-working spaces (including open workstations, private offices, conference rooms, podcasting studios, recording studios, music rehearsal/practice rooms)
- School – specialty or personal instruction - permitted use provided the instruction is primarily in music, art, theater arts, or dance
  - Wisconsin Conservatory of Music (offices, rehearsal/lesson spaces, ensemble rooms)
- Community Center – conditional Use (requires public hearing)
  - STEM Programming Group (2-3 staff member offices, located in lobby of residential building)
- Restaurant (café) – permitted use provided it is not a formula business with more than 5 locations (which is a conditional use that requires a public hearing)
- Theater – permitted use
- Parking lot (accessory use) – permitted use (proposal meets limited use standards)

**Density:**

60 Units, or approximately 805 SF of lot area per dwelling unit. Lot area = 48,327 SF

**Setbacks:**

Setbacks to the lot line, at the closest point. All measurements are approximate.

- East (6<sup>th</sup> Street)
  - 2'-3" from lot line at commercial
  - 7'-0" from lot line at residential walk-up units
- North (Adjacent Properties)
  - 27'-6" at northeast corner
  - 8'-2" at mid-site jog
  - 5'-11" at northwest corner
- South (North Ave and Adjacent Property)
  - 1'-9" at southeast column
  - 9'-6" at southeast corner of café storefront
  - 5'-5" at southwest corner of commercial
  - 13'-6" at live-work units
  - 5'-2" at walk-up unit to adjacent property line
- West (7<sup>th</sup> Street and Adjacent Property)
  - 5'-0" at live-work units to adjacent property line
  - 7'-4" from walk-ups to 7<sup>th</sup> street lot line

**Screening:**

No required screening of utility or HVAC anticipated. Equipment to be located internal to the building or positioned on the roof such that it is not visible from the street. Should future design requirements include equipment visible from the street, screening will be provided as required by Zoning Code Ch. 295-405-6.

**Open Spaces:**

Outdoor spaces are provided in the form of individual terraces at walk-up units, a public plaza along North Avenue that includes the commercial, residential, and live-work entrances, and a residential roof terrace at the second floor level.

**Circulation, Parking, and Loading:**

Vehicular access is provided via the existing curb cut on N 6<sup>th</sup> Street, at the northeast corner of the site. Pedestrian access points are located primarily along North Ave, with additional secondary access at various points around the site where indicated on the architectural site plan.

**Bicycle Parking:**

The development meets City of Milwaukee zoning requirements (Ch. 295-404) for bicycle parking, with short-term spaces located near the residential and commercial entries on North Ave, as indicated by the site plans. Long-term bicycle parking spaces for the residential use are located within the covered parking garage. Long-term bicycle parking spaces for the commercial uses will be included in future tenant buildouts.

**Trash Collection:**

Internal trash rooms are located within the commercial and residential portions of the building. Residential trash will be rolled out of the garage door opening on the north elevation for collection. Commercial trash will be rolled out of the double doors on the east elevation.

**Landscaping:**

Landscape planters are distributed across the site, with large planters along the south elevation and smaller, individual plantings at grade in front of each walk-up unit on the east and west elevations. See attached landscape plan for specifics.

**Lighting:**

Adequate lighting shall be provided for all areas of the site. The lighting shall comply with requirements outlined in section 295-409.2 of the City of Milwaukee Code of Ordinances.

**Utilities:**

All utility lines shall be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.

**Building Signage:**

Proposed signage is located at the main building entries as indicated on the architectural plans and elevations. Additionally, building identification signage is proposed at the 4<sup>th</sup> floor on the south elevation of the commercial building.

#### **Other Site Features:**

A solid fence will be placed along the northern edge of the property to screen the parking lot from adjacent properties. A similar solid fence will be placed along the internal south and west property boundaries to provide privacy and security. See plans for specifics.

The proposed canopy at the commercial building extends the length of the building and is constructed of noncombustible materials. The underside of the canopy is approximately 13'-8" above the adjacent grade at the lowest point, exceeding the clearance requirement of 7 ½ feet (Ch. 245-7.5). The maximum projection into the right-of-way is approximately 4'-8" at the southeast corner and the minimum distance between the edge of the canopy and the curb line is 6'-9", as indicated by dimensions on sheets A-001 and A-102. This complies with the maximum allowable projection per Ch. 245-7.4.

#### **Bronzeville DIZ Overlay Standards:**

The proposed project meets design standards set forth by the Bronzeville Overlay District except for the following:

- Minimum first floor height: Live-work unit first floor finished ceiling height is approximately 11'-4 7/8". Residential first floor finished ceiling height is approximately 9'-0 7/8".
  - The DIZ requires a minimum ceiling height of 12' for nonresidential and live-work units, resulting in a discrepancy of approximately 7 1/8" at these locations.
  - The DIZ requires a minimum ceiling height of 10' for residential, resulting in a discrepancy of approximately 11 1/8" at the walk-up units on 6<sup>th</sup> and 7<sup>th</sup> streets.
  - Live-work units:
    - The proposed height significantly exceeds typical multifamily construction and is the maximum possible height given the current site and project constraints.
    - The first floor elevation of the residential building was established to balance the cut and fill, minimizing haul off of potentially contaminated soils from the site.
    - From there, typical multifamily construction standards led to the 11'-4" floor-to-floor height of the primary building. Due to the overlapping building volumes, the total height of the live-work units is limited by the height of the upper levels.
    - The portion of the building containing the live-work units and the residential lobby was lowered by 1'-0" and the structural framing was reduced in depth to increase the ceiling height to the maximum amount possible.
  - Walk-up units on 6<sup>th</sup> and 7<sup>th</sup> Streets:
    - The ceiling height in these units is highly typical of multifamily construction throughout the city of Milwaukee and comparable markets.
    - A combination of elevated terraces, 8' tall windows, and individual entry canopies at each of these units provide the look and feel of a much taller first floor due to the underside of the canopy height ranging from approximately 13' to 13'-6" above the adjacent sidewalk grade.

**Site Statistics (numbers are approximate):**

Gross land area: 48,327 SF

Existing impervious area: 1,088 SF

Proposed impervious area: 42,716 SF (88.4% of total land area)

Maximum proposed dwelling unit density: 60 units, or approximately 805 SF of lot area per dwelling unit

Proposed number of buildings: 1

Bedrooms per unit: 1-4

Parking spaces provided: 30 garage spaces, 17 surface spaces, total of 47 spaces, or 0.78 spaces per unit

**DIZ Building Design Standards Table**

		<b>DIZ</b>	<b>Proposal</b>	<b>DIZ – Supplementary Standards</b>
Primary Street Frontage	Front setback, minimum (meets standards)	None	1'-9"	
	Front setback, maximum (meets standards)	10*	<ul style="list-style-type: none"> <li>• 9'-6" at café and performance area</li> <li>• 5'-5" at commercial lobby</li> <li>• 16'-7" at residential lobby (this space includes public bench, landscaping, stairs and a ramp to provide accessible entry)</li> <li>• 13'-6" at live-work units (connected to residential entry plaza, includes landscaping, public benches, and bicycle parking)</li> </ul>	<ol style="list-style-type: none"> <li>a. A setback shall include active spaces such as a sidewalk or plaza.</li> <li>b. In addition to the setback exceptions in Ch. 295-505-2, additional exceptions to the setback may be allowed for public and commercial outdoor uses that are shown to support the goals of an active pedestrian-oriented district. Examples include, but are not limited to, public plazas, restaurant/café seating, landscaping, public art, stormwater management, short-term bicycle parking, and a widened sidewalk.</li> <li>c. Unless demonstrated to be integral to the site design or unique to the site, a plaza should be no deeper than 25 feet and no wider than 25 feet. The applicant must demonstrate that the plaza supports the goals of the Bronzeville Cultural and Entertainment District.</li> </ol>

	Minimum build-out, primary street frontage (meets standards)	75%*	<p>82.9% (191'-1")</p> <p>The 1-story residential lobby is not included in the percentages above, as it does not meet the DIZ height requirements.</p> <p>Total street frontage on North Ave = 230'-6";</p> <p>All portions of the setback areas are used for public plaza and/or dining areas associated with the adjacent uses.</p>	<p>a. A public plaza or patio for a restaurant or similar use may count for up to 25% of the minimum 75% build-out requirement. The applicant must demonstrate that the plaza or patio supports the goals of the Bronzeville Cultural and Entertainment District.</p> <p>b. Portions of building facades that meet the minimum height requirement but exceed the maximum setback allowed may be counted towards the build-out requirement if the area between the front façade and the street is used for public plaza or outdoor dining purposes associated with an adjacent active use.</p>
Secondary Street Frontage	Side street setback, min. (meets standards)	None	<ul style="list-style-type: none"> <li>2'-3" from lot line at commercial (east)</li> <li>7'-0" from lot line at residential walk-up units (east)</li> <li>7'-4" from lot line at residential walk-up units (west)</li> </ul>	
	Side street setback, max. (meets standards)	10*	<ul style="list-style-type: none"> <li>2'-3" from lot line at commercial (east)</li> <li>7'-0" from lot line at residential walk-up units (east)</li> <li>7'-4" from lot line at residential walk-up units (west)</li> </ul>	a. Same setback exceptions as front setback for the primary street frontage apply.
	Minimum build-out, secondary street frontage (meets standards)	None*	<p>82.8% (6<sup>th</sup> street)</p> <p>82.4% (7<sup>th</sup> street)</p>	a. For developments with secondary street of N. Dr. Martin Luther King Jr. Drive, primary street frontage minimum build-out applies.
Rear	Rear street setback, min.	None	n/a	

	(meets standards)			
	Rear street setback, max. (meets standards)	None	n/a	
Side Setback	Side setback, min. (meets standards)	None	<ul style="list-style-type: none"> <li>5'-0" at live-work units</li> <li>5'-2" at walk-up unit adjacent to 642 W. North Ave</li> </ul>	
	Side setback, max. (meets standards)	None	<ul style="list-style-type: none"> <li>5'-0" at live-work units</li> <li>5'-2" at walk-up unit adjacent to 642 W. North Ave</li> </ul>	
Rear Setback	Rear setback, min. (meets standards)	None	<ul style="list-style-type: none"> <li>2'-5" to fence; 27'-6" to building at north-east corner of site</li> <li>5'-11" min. at north-west corner of site</li> </ul>	
	Rear setback, max. (meets standards)	None	<ul style="list-style-type: none"> <li>2'-5" to fence; 27'-6" to building at north-east corner of site</li> <li>5'-11" min. at north-west corner of site</li> </ul>	
Lot Area per Dwelling Unit	Lot area per dwelling unit, min. (meets standards)	300	805	
	Lot area per dwelling unit, permanent supportive housing, min. (meets standards)	150; 300 for a unit with 2 or more bedrooms	n/a	
	Lot area per transitional housing client, min. (meets standards)	150	n/a	
Height	Height, minimum	27*	27'-8" at live-work units (29.4% of frontage), 55'-	a. The height minimum must be met for at least 70% of the

	(meets standards)		<p>6" at commercial building (56% of frontage).</p> <p>Height minimum is met for 85.4% of the Building Façade on W North Ave.</p>	<p>building façade on W. North Avenue and, when located on a corner lot, at least 70% of the sidewall of the side street façade.</p> <ul style="list-style-type: none"> <li>b. For a lot measuring 24 feet or less in width along the primary street frontage, the minimum height requirement of the base zoning LB2 district shall apply.</li> <li>c. Roof decks with a roofed area may count toward the minimum building height if the roof deck is visible (approximately 0-8 feet) from the street corridor in front of the building</li> <li>d. See 295-605-2-g for measuring height.</li> <li>e. Additions to Conforming Buildings. An addition not meeting the minimum height requirement may be constructed along a street frontage provided it does not exceed 24 feet in width and meets the base minimum height requirement of the base zoning LB2 district. In all districts, an addition to the rear or other non-street wall area of a building shall not be required to meet a minimum height requirement.</li> </ul>
	Height, maximum (meets standards)	60*	<p>55'-6" at commercial, 50'-3" at residential</p>	<ul style="list-style-type: none"> <li>a. Exceptions for Maximum Building Height: <ul style="list-style-type: none"> <li>1) A development meets the Outdoor Amenity/Height Bonus standards of the overlay qualifies structures to have a maximum height of 75 feet. For structures utilizing this height bonus to exceed 60</li> </ul> </li> </ul>



				<p>feet in height, the upper floor of the structure shall be set back at least 15 feet from the any primary and secondary street.</p> <p>2) Roof decks with covered roofs are permitted above the height maximum as long as the covered roofs occupy less than 25% of the roof deck and are set back 15 feet from primary and secondary street façades.</p> <p>3) Any corner property at the gateway nodes of the Bronzeville Overlay Corridor may have a maximum height of 75' given their locations on prominent gateway entrances to the district. This includes any property that may be buffered from the intersection by state/county owned right-of-way. The gateway nodes are the intersections at W. North Avenue and N. 7th Street and at W. North Avenue and Dr. Martin Luther King Jr. Drive.</p> <p>4) Additional exceptions to height can be found in 295-605-2-f</p> <p>b. For new construction on a parcel that is located within 100 feet of a single-family or two-family residentially zoned parcel, the building side facing</p>
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				the residentially zoned parcel(s) shall have a setback of no less than 20' for any height above 60 feet.
	Front street ground floor height, minimum (does not meet standards, minor relief requested)	12	Finished Ceiling height: 14'-6" at commercial building, 11'-4 7/8" at live-work units and res lobby  56% of the first floor meets the standards, 44% does not.	
	Side street ground floor height, minimum (does not meet standards, minor relief requested)	12 (non-residential) 10 (residential – except for live-work)*	14'-6" at commercial areas on N 6 <sup>th</sup> Street, 9'-0 7/8" at all residential areas. Floor to floor height of all residential areas is 11'-4", typical of multifamily construction.	a. Live-work shall follow the height standards for nonresidential uses
	Ground floor elevation (min/max) (meets standards)	0/2*	0 at commercial spaces; range of 1'-6" to 1'-9" (depending on adjacent grades) at live-work. Approximately 4'-0" at residential areas on 6 <sup>th</sup> and 7 <sup>th</sup> streets	a. Applies to nonresidential and live-work uses
Windows and Glazing	Minimum glazed areas, primary street frontage (meets standards)	60%	67.6% 150'-2" of 222'-1"  (frosted glazing areas are not included in percentage calculations)	
	Minimum glazed areas, secondary street frontage (meets standards)	15%	48.5% on N 6 <sup>th</sup> Street 70'-6" of 145'-3"  57.7% on N 7 <sup>th</sup> Street 38'-0" of 65'-9"  (frosted glazing areas are not included in percentage calculations)	
	Ground floor sill height, maximum	2.5	0	

	(meets standards)			
	Ground floor window height, minimum (meets standards)	6*	8' at residential; 12' at commercial	a. Additional 2 foot transom windows are recommended for storefronts but not required.
	Multiple principal buildings permitted? (meets standards)	yes	n/a, one building proposed	