

**CITY OF MILWAUKEE  
APPLICATION FOR DEVELOPMENT INCENTIVE ZONE  
REED STREET YARDS – NARRATIVE**

The proposed development is located at the southeast corner of Block B. The site borders W Oregon Street to the north, S 2nd Street to the east, the active railway tracks to the south, and an adjacent parcel to the west. The proposed lot is +/-0.67 acres with 70 interior garage parking stalls. The 5-story building has a building height of 65' and +/- 103,670 Gross SF containing retail, amenity spaces, and garage parking at the first floor, and residential apartment units on floors 2-5.

1. Site Design

a. Relationship to the Surrounding Neighborhood

The proposed building fronts W Oregon Street and S 2nd Street, serving as a southeast gateway to the Reed Street Yards. The scale and materiality complement the historic urban fabric of Walkers Point, while adding a modern twist appropriate for residential tenant attraction. The first floor holds the edges of the property, with a retail space occupying the corner. A new sidewalk is proposed where there currently is not one, promoting pedestrian traffic into the new development area. The first floor is pulled off of the railroad to the south, providing a slight buffer and visual relief from the new massing.

b. Access, Circulation and Parking

All site parking is located within the building footprint, and is for retail and tenant use. Vehicular garage access is located at the west end of the façade along W Oregon Street, pulled away from the active retail and amenity spaces near the northeast corner of the building. Pedestrian access is provided along the north and east facades by urban tree-lined sidewalks. The garage layout provides efficient parking, direct internal access to the residential lobby, and proper placement of trash and utilities for convenient maintenance. Internal bicycle racks are provided for building tenants, and exterior bicycle racks are available for public use.

c. Site Improvements and Amenities

The pedestrian experience is celebrated with a glowing first-floor 'glass-box' concealing retail, residential lobby, fitness center, and parking. Accent lighting will

gently illuminate the sidewalk and promotes wayfinding and building identification. The second-floor roof terrace features landscaped areas, planters, and flexible seating areas for tenant use. Oversized balcony “front yards” are provided at residential units, with an especially large balcony terrace featured at the northeast corner. The private “front yards” feature linear planters, which serve as privacy screening elements for the exterior extension of the living spaces, and provide mini private gardens for tenant use.

## 2. Building and Parking Placement & Design

### a. Building Placement

The proposed building maximizes lot coverage by occupying the majority of the site. The first floor holds the edges and corners, while balcony “front yards” gesture slightly over the sidewalk on the upper floors, maximizing square footage and offering a playful façade articulation as seen from below. The building scale and massing responds to, and enhances the adjacent existing urban fabric.

### b. Parking Placement

The required on-site parking is provided within the building footprint. A portion of the parking area is concealed by the first-floor amenities and retail spaces. The remaining areas are screened with frosted glass and stained concrete.

### c. Landscape and Screening Standards

Low maintenance and native plantings will be incorporated into the roof terrace design. Vegetation will be drought tolerant to eliminate the need for permanent irrigation system. Trash storage, water service, fire protection, gas meters, electrical meters, and the transformer locations are integrated into the building design, and fully screened from the street view.

d. Building Design Standards

A robust material palette of weathered steel look panels, fiber cement panels, textured concrete, and dark anodized window frames compliment the industrial history of the neighborhood, while the stained cedar siding provided in the interior shell of the “front yards” offers a more warm and comfortable balcony experience. A playful rhythm of relief undulates along the two main facades, and helps breakdown the overall massing. The back of the building offers hung balconies with screened planters for a larger variety of exterior living options. The main building entrance is identified by a cedar-lined canopy, and celebrated with signage and lighting features.

3. Signage

a. Signage Design Standards

The proposed building will have large identifying signage integrated into the massing featured at the corner of 2<sup>nd</sup> Street and Oregon Street. The massing folds down to offer a cedar-lined canopy which celebrates the main residential entrance. Smaller support way-finding signage will be offered as full-height panels along the street-level storefront.

Enclosed is the Reed Street Yards Sustainable Design Standards Evaluation Form. The document provides requirements and sustainability guidelines to be applied to projects within the Reed Street Yards District. The evaluation form point totals are geared towards Commercial and Industrial building uses within the site. Per Staff review and comment, the Yards project is Exempt from the Sustainable Design Standards Evaluation. It is still the intent of the project to meet as many points as are feasibly possible.