

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

The proposed development is located at the west end of Block B. The site borders the elevated 6th street bridge to the west, active railway tracks to the south and an adjacent parcel to the east. The proposed lot is +/-1.59 acres with 75 parking stalls.

The proposed three story building has a building height of 44' and +/- 52,000 Gross SF of office space. A rooftop penthouse enclosure situated in the middle of the roof extends to 60 feet above the first floor. The building has two architectural expressions a more expressive street façade that highlights the building structure and transparency. And a more traditional masonry façade that faces the internal property lines. From a planning standpoint the street façade will house the more public functions of the office building, building entry, lobby, and showcase space. While the masonry expression will house the more traditional office related functions.

1. Site Design

A. Relationship to Canal and Surrounding Neighborhood

The proposed building fronts the street edge of Freshwater Way with a direct pedestrian connection and access to bicycling parking. From a planning perspective we've also placed the public functions of the office building along the street edge.

B. Access, Circulation and Parking

The proposed development provides a clear delineation between vehicular and pedestrian areas. All vehicular traffic happens on the west side of the site leaving the remaining area for pedestrian functions.

C. Site Improvements / Amenities

The east and west façade of the building have free standing solar screening elements that span the height of the façade. This element also contains building signage and accent lighting.

The bio-swale is incorporated into the design of the north façade; we've intentional highlighted the discharge of roof water thru overflow roof drain scuppers prominently placed on the building façade.

2. Building and Parking Design

A. Building Placement

The proposed building occupies 60% of the street frontage along Freshwater Way, executed thru the expression of building façade, freestanding columns, and roof overhang.

B. Parking Placement

Due to the irregular shaped site we're able to minimize the parking lot exposure from the street edge. The width of the parking lot is minimized along the street edge and widens as you move away from the street.

The proposed parking count exceeds the minimum number of spaces required onsite by zoning (see Table 295-405-2a). This deviation is due to the unique site constraints found on this parcel. The parcel in question is located at the dead end of a street; bounded by the elevated 6th street bridge to the west, active railway tracks to the south, and an adjacent parcel to the east. Early site studies with our client deemed the land adjacent to the elevated 6th street bridge as undesirable from a building placement standpoint. Therefore we used this area as a parking zone leaving the remainder of the site for the building. This arrangement as yielded a site density that falls well with-in the guidelines and maintains the overarching design objectives intended to create high quality urban design.

C. Landscape and Screening Standards.

The parking lot configuration places only circulation and entry drive functions along the street edge, buffered by a 10 foot landscape feature. The parking stalls are internal to the site and run perpendicular to the street edge therefore no additional screening is provided i.e. fences and masonry piers.

The landscaping design incorporates low maintenance, 100% native plantings in accordance with LEED design guidelines. Vegetation will incorporate year round interest and be drought tolerant to eliminate the need for a permanent irrigation system. No invasive species are utilized in the design, and compatible vegetation will be incorporated into the bioretention cell to provide functional yet clean aesthetics.

The service area and dumpster enclosure are located at the rear of the site.

D. Building Design Standards

The proposed three story office building has a building height of 44'

The proposed building has two architectural expressions a more expressive street façade that highlights the building structure and transparency. And a more traditional masonry façade that faces the internal property lines. From a planning standpoint the street façade will house the more public functions of the office building, building entry, lobby, and showcase space. While the masonry expression will house the more traditional office related functions.

Material samples will be provided at the plan commission meeting.

3. Signage

A. Signage Design Standards

The east and west façade of the building have free standing solar screening elements that span the height of the façade. This element also contains building signage and accent lighting. The west face of the rooftop mechanical screen will have a roof top sign - Type A.