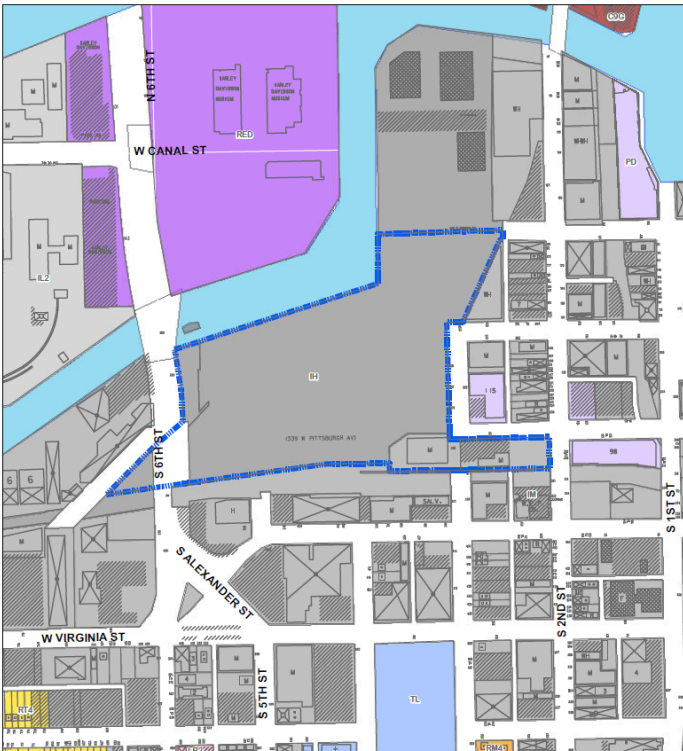


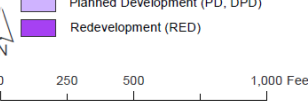
# Reed Street Yards



FN 090353 and 090354  
 IH to IM and Establish  
 December 2011

Proposed Zoning

- Residential Districts**
- Single Family (RS1-6)
  - Two-Family (RT1-4)
  - Multi-Family (RM1-7)
  - Residential and Office (RO1-2)
- Commercial Districts**
- Neighborhood Shopping (NS1-2)
  - Local Business (LB1-2)
  - Commercial Service (CS)
  - Regional Business (RB1-2)
  - Central Business (C9A-C9H)
- Industrial Districts**
- Industrial - Office (IO)
  - Industrial - Light (IL1-2)
  - Industrial - Mixed (IM)
  - Industrial - Heavy (IH)
- Special Districts**
- Parks (PK)
  - Institutional (TL)
  - Planned Development (PD, DPD)
  - Redevelopment (RED)



Data source: Department of City Development 2011



# Larger Context of Reed Street Yards

The 15 acre property is one of the largest properties, both mostly vacant and under one ownership, anywhere near downtown.

Note: The ICC Coach Yards are approx. 9.4 acres.





# Immediate Context of Reed Street Yards



Harley  
Davidson  
Museum

Recently re-built  
S 2nd St

South Menomonee Canal

Water Council  
Site

Teweless Seed  
Bldg  
Apartments

"The Tannery"

Iron Horse Hotel

234 Florida  
Building

Walkers Point Neighborhood



# IM, Industrial Mixed Zoning District

4 Types of Industrial Zoning – IH, IL, IO, and IM

## Proposed Zoning Change from IH to IM.

### What is IM Zoning?

- Former heavy Industrial areas that are in transition to modern uses.
- Industrial uses continue to be welcomed.
- Uses permitted adds office, commercial, and residential uses.
- Buildings should have an urban character.
- New buildings should have minimal setbacks and fill out sites.
- Permanent parking should not dominate fronts of sites.
- Much of the Walker's Point neighborhood and Fifth Ward area has this designation.



# Development Incentive Zone Overlay District

## **What is a DIZ?**

- A DIZ is an overlay to the underlying zoning.
- Promotes development that is more compatible with context.
- Is reflective of more specific development goals for an area.
- Includes a list of permitted uses which while tailored to the site, is derived from the underlying zoning.
- Includes design standards that relate to the site, building and other elements such as signage.
- The standards are the basis for review of a project proposal.

## **What a DIZ Controls / How a DIZ works:**

- Elements on private property.
- Modifies underlying IM zoning as addition to or substitute as specifically noted.

## **What a DIZ does not control, but is controlled elsewhere:**

- Final design of the Canal Easement Zone.
- Design of the future public street that divides the site.
- Specific phasing.

# Project Goals for Development Incentive Zone

## Good Planning Goals:

### **Focus on Important Connections**

*This includes the street grid, the river, bike trail and riverwalk.*

### **Prioritize Design Emphasis**

*This includes façade articulation, building special features at key locations, and integrating sustainable elements into standards.*

## Development Friendly Goals:

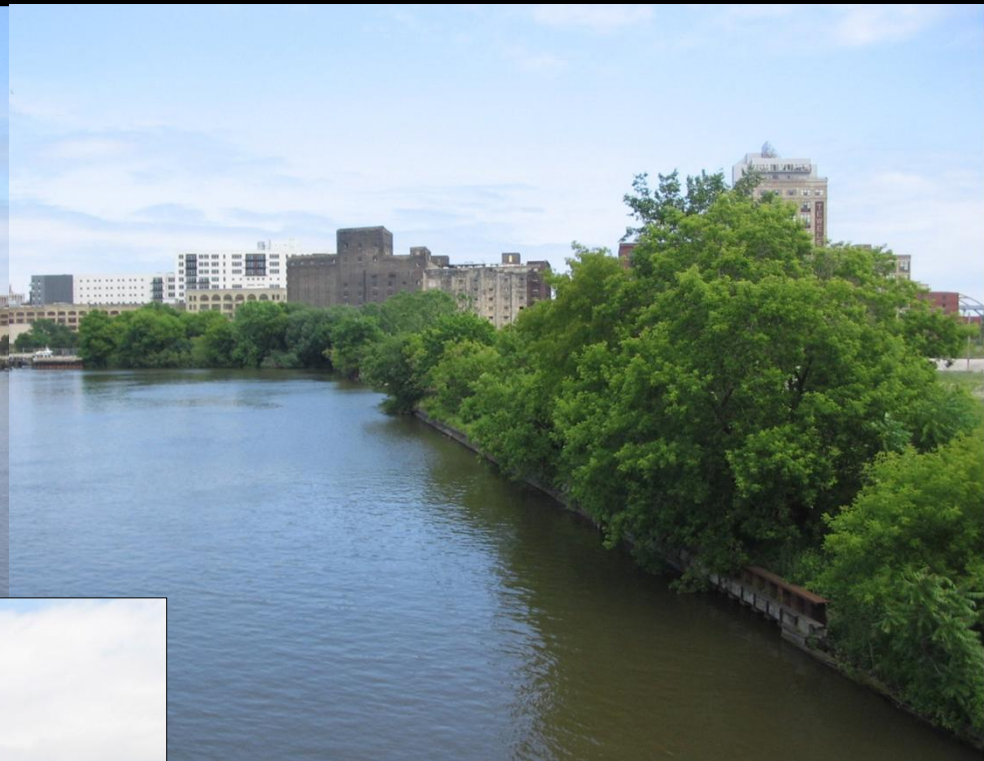
### **Added Flexibility**

*This includes standards that work for different uses and scales of proposal.*

### **Accommodating Phasing**

*This includes interim parking options as development grows.*

# Site Images



Top: Looking Northeast up the canal from the 6<sup>th</sup> Street Bridge.

Bottom: View of Water Council Building and Teweles Seed Apartments at 3<sup>rd</sup> and Pittsburgh, Southeast across the canal from the Harley Museum.



# Site Images



Looking Northwest up the canal from the 6<sup>th</sup> Street Bridge



Bottom: Looking West from W Oregon St in the Reed Street Yards



# Consistency with the Area Plan

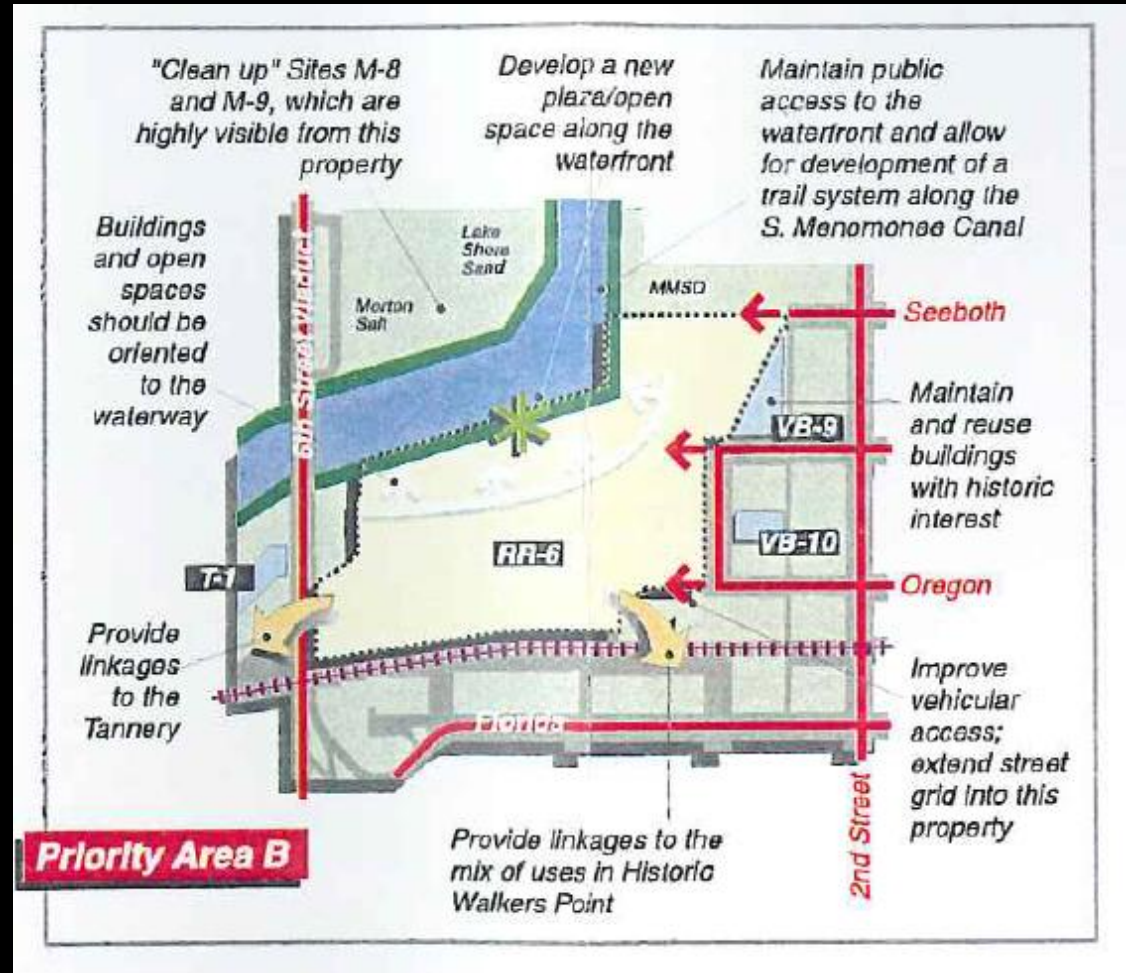
This proposal is located within the boundaries of the Menomonee Valley Comprehensive Area Plan. The plan consists of four high-priority redevelopment areas, one of which, Priority Area B, consist of the Reed Street Yards. The plan recommends mixed-use and water-oriented development for this site. Excerpts from the plan include:

- The property should be redeveloped according to an overall development plan in order to ensure the coordination of building sites, traffic circulation, parking and pedestrian and open space facilities.

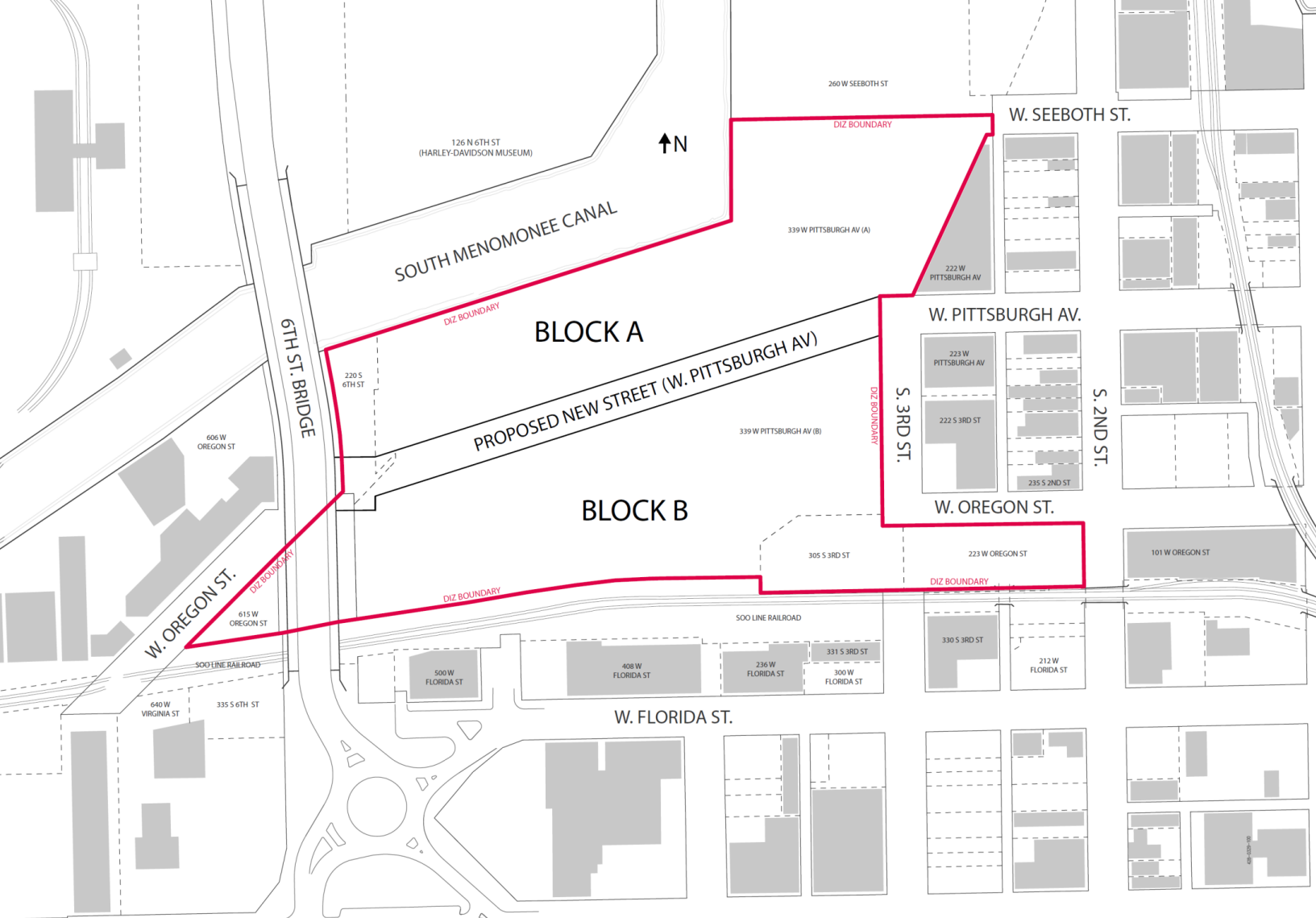
- To the extent possible, the surrounding street grid should be extended into this property to enhance access and better link the site to the surrounding community.

- Buildings and open spaces should be designed and oriented to take advantage of the site's waterfront location. Public access should be provided to the waterfront.

- An easement should be maintained to allow for the development of a trail system along the waterway. A new public plaza along the water should also be encouraged.



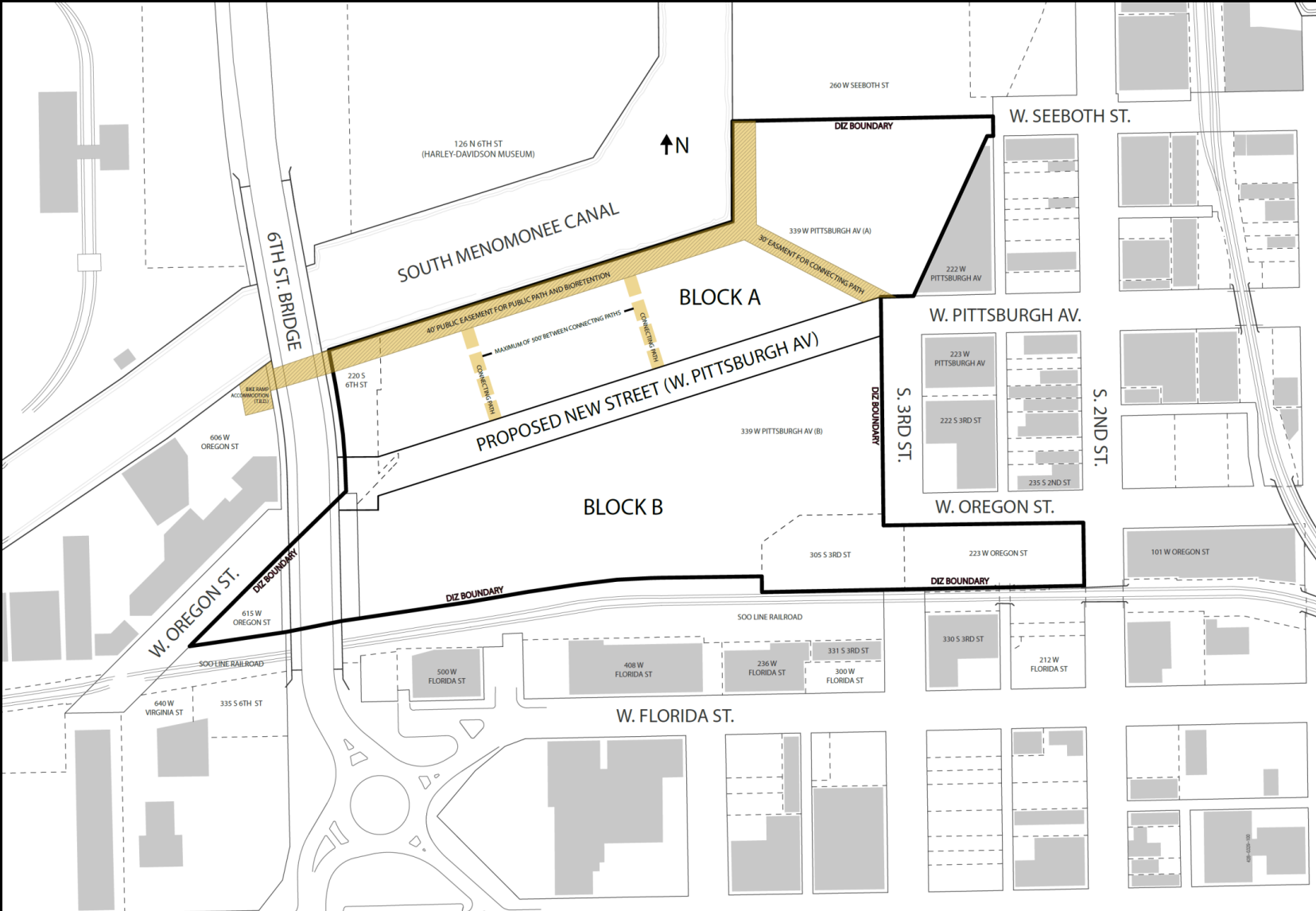
# Overall Conceptual Images of Site Utilizing Standards



Overall site is divided into two blocks

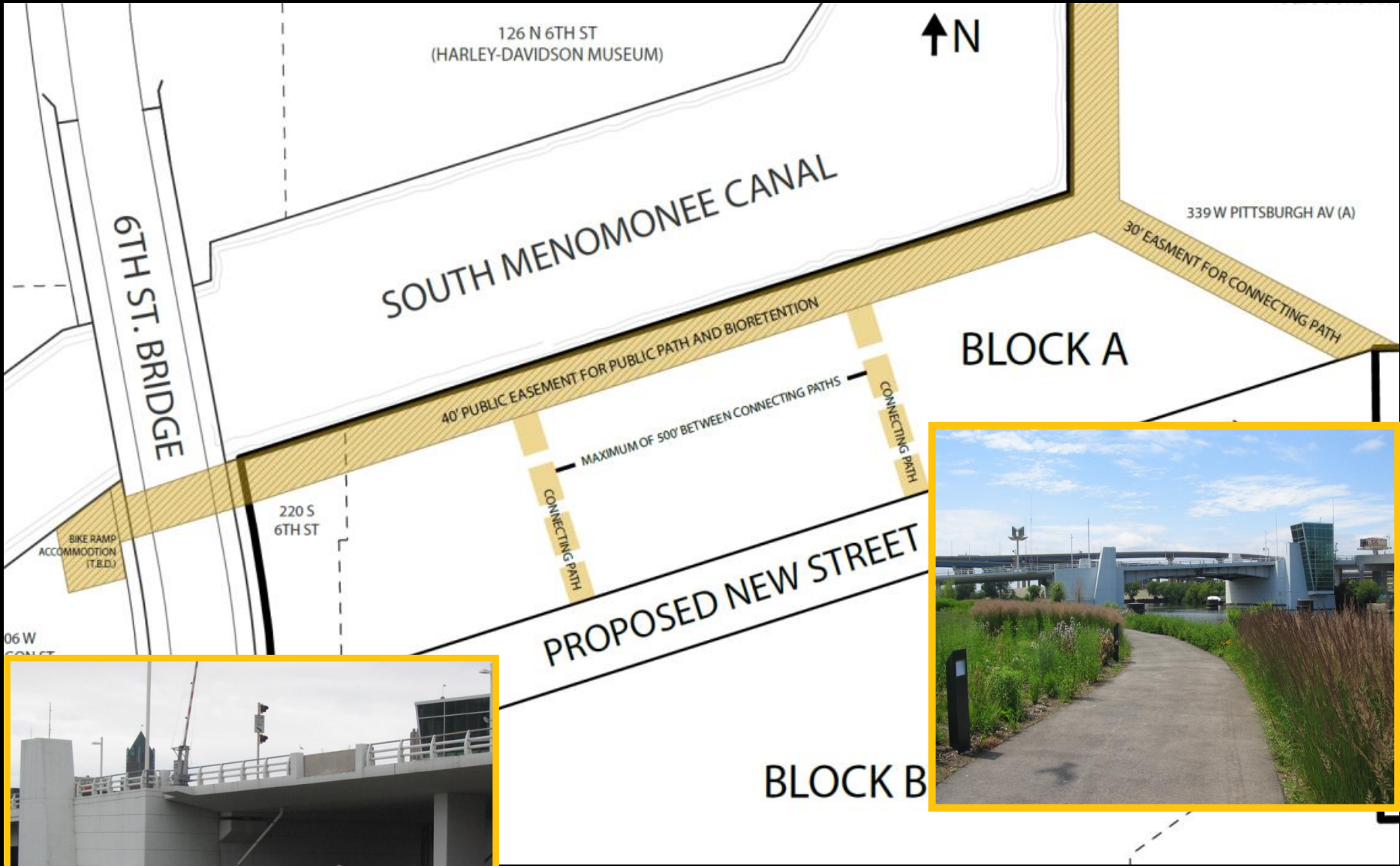


# Overall Conceptual Images of Site Utilizing Standards



Connections to the canal

# Overall Conceptual Images of Site Utilizing Standards



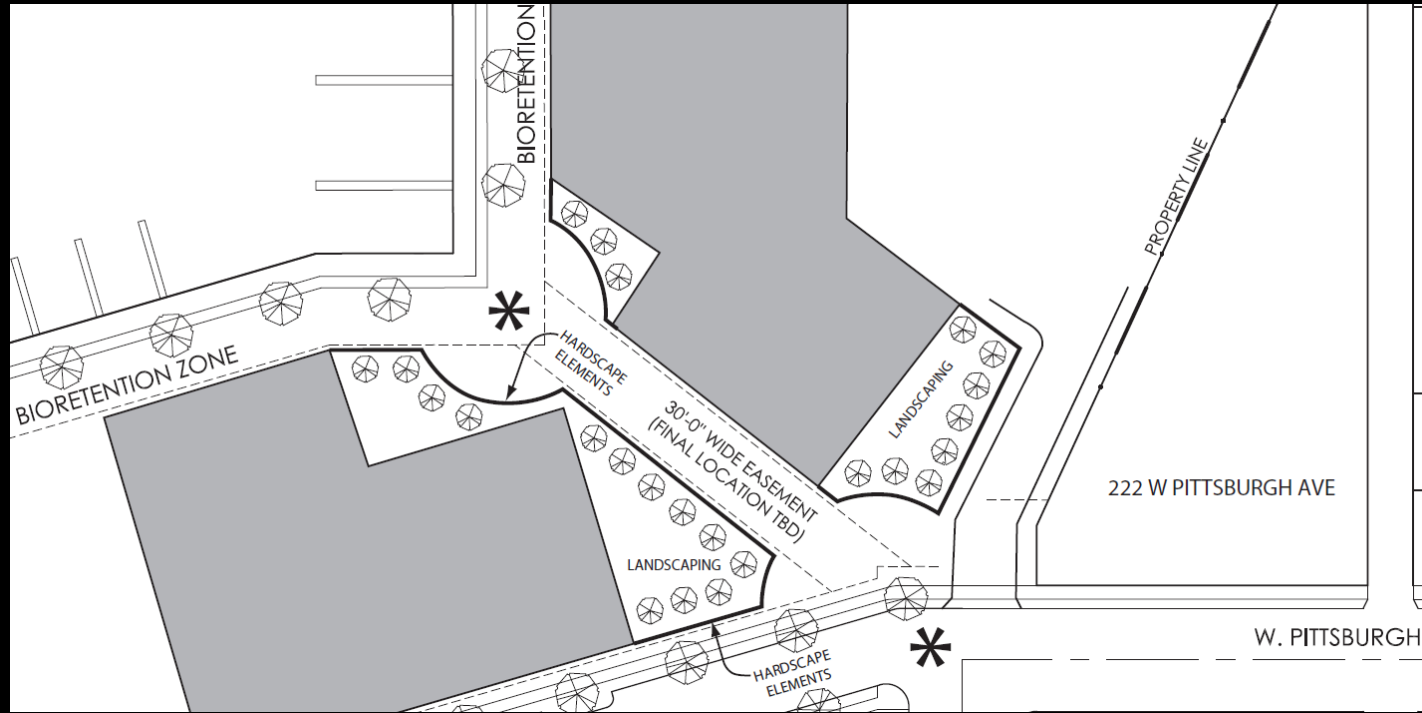
Accommodation for bike path connection to 6<sup>th</sup> Street Bridge and public bike path along canal



# Overall Conceptual Images of Site Utilizing Standards

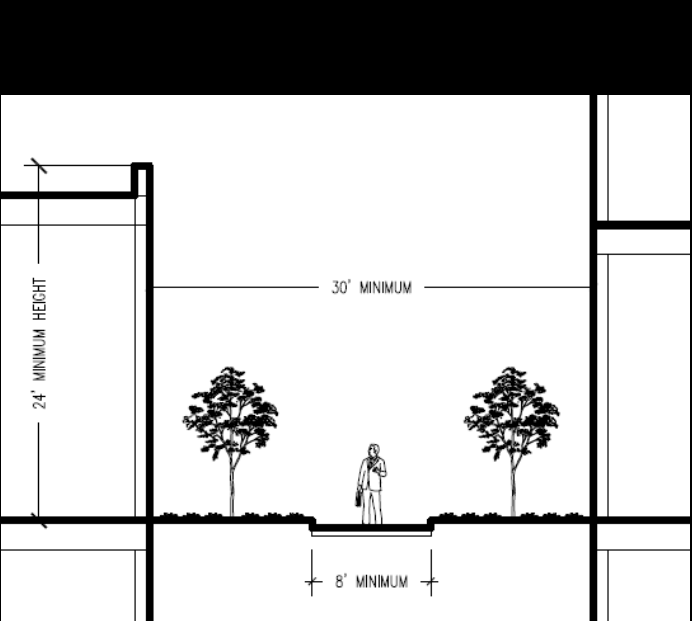
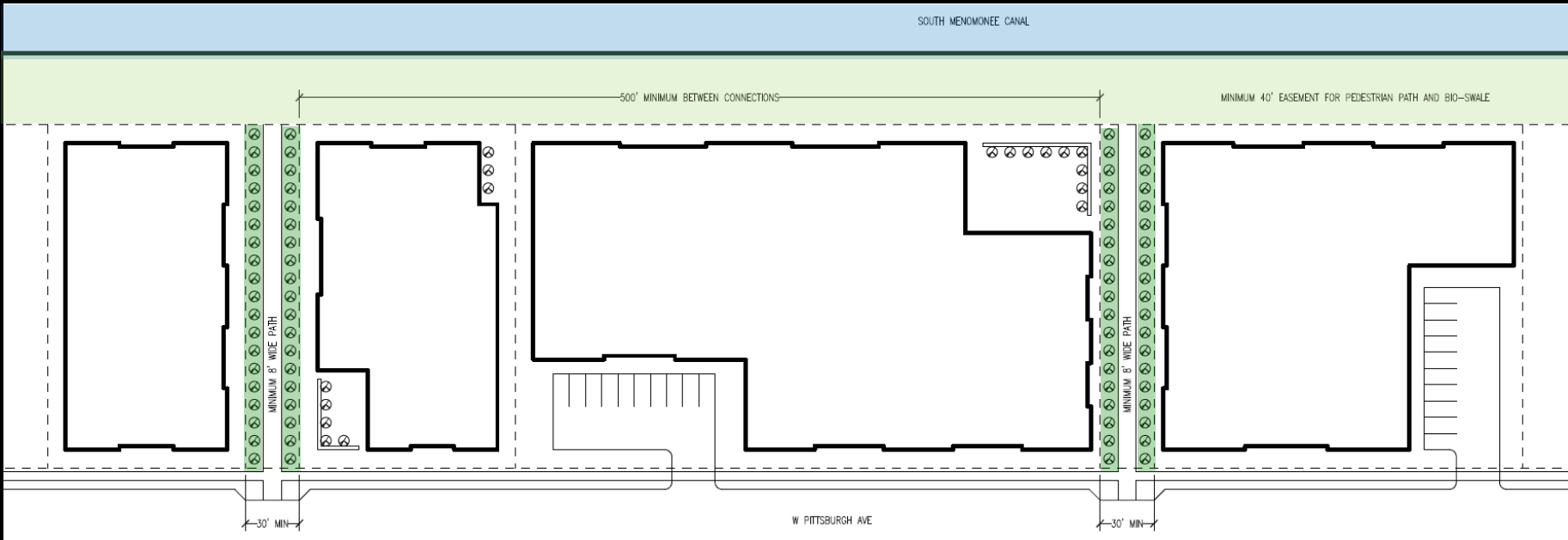


# DIZ Standards include "Main Connector" to Canal





# DIZ Standards for "Secondary Connectors" to Canal



# DIZ Site Design Standards

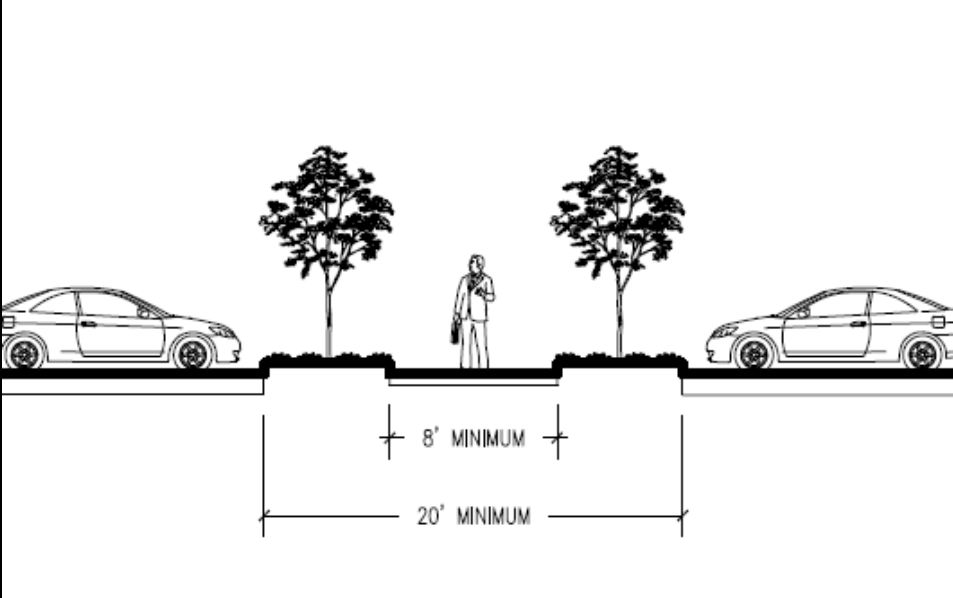
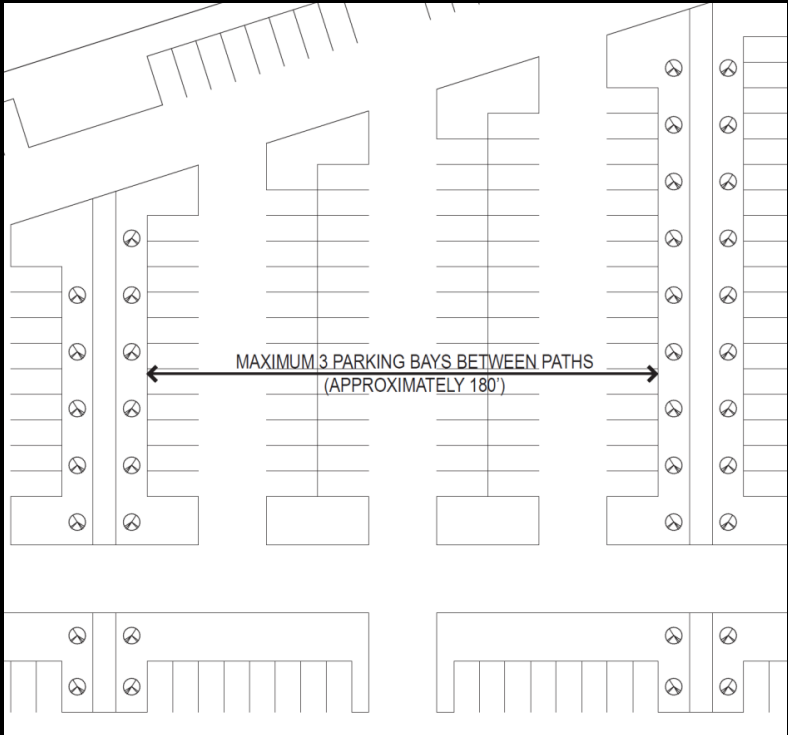
Standards Include:

- Pedestrian connections
- Path standards
- Bioswales as integral design
- Development of "service courts"
- Appropriate screening from canal





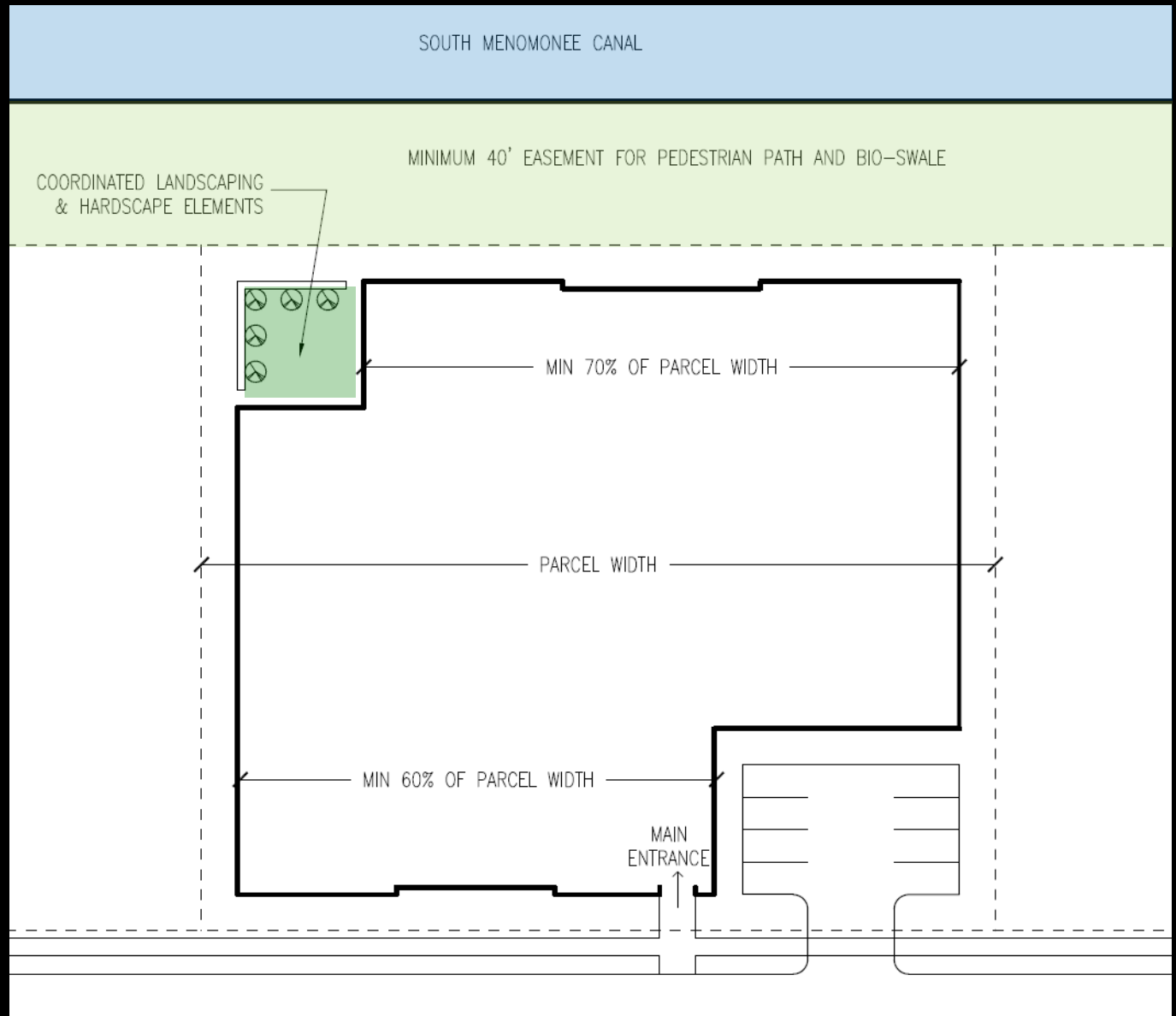
# Parking Lot Pedestrian Connectors Combined with Bioswales



# DIZ Standards include Building Placement

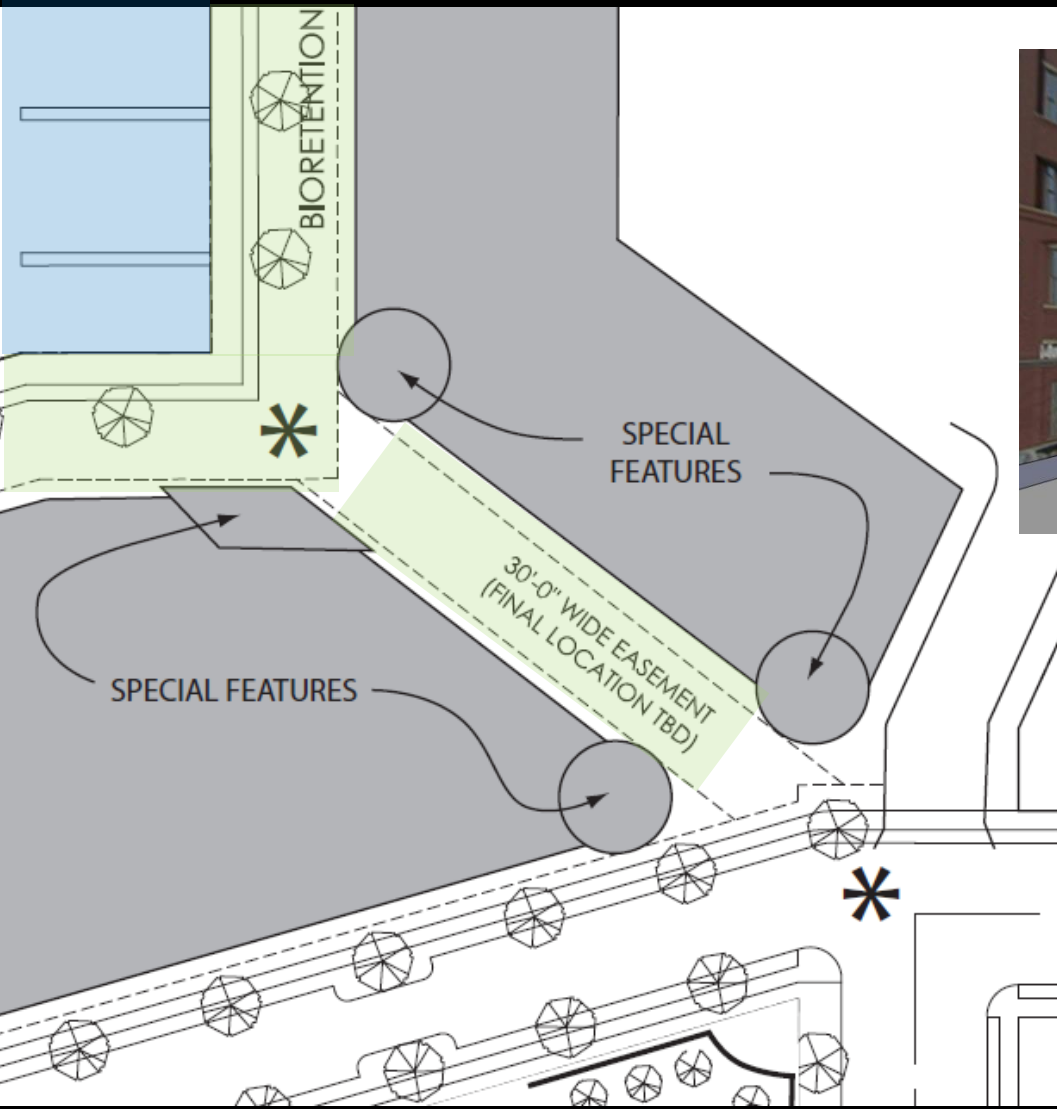
Standards Include:

- Entrance location
- Façade modulation and articulation
- Minimal height requirements
- Require “filling” out the sites along the canal edge and street edge to minimum standards



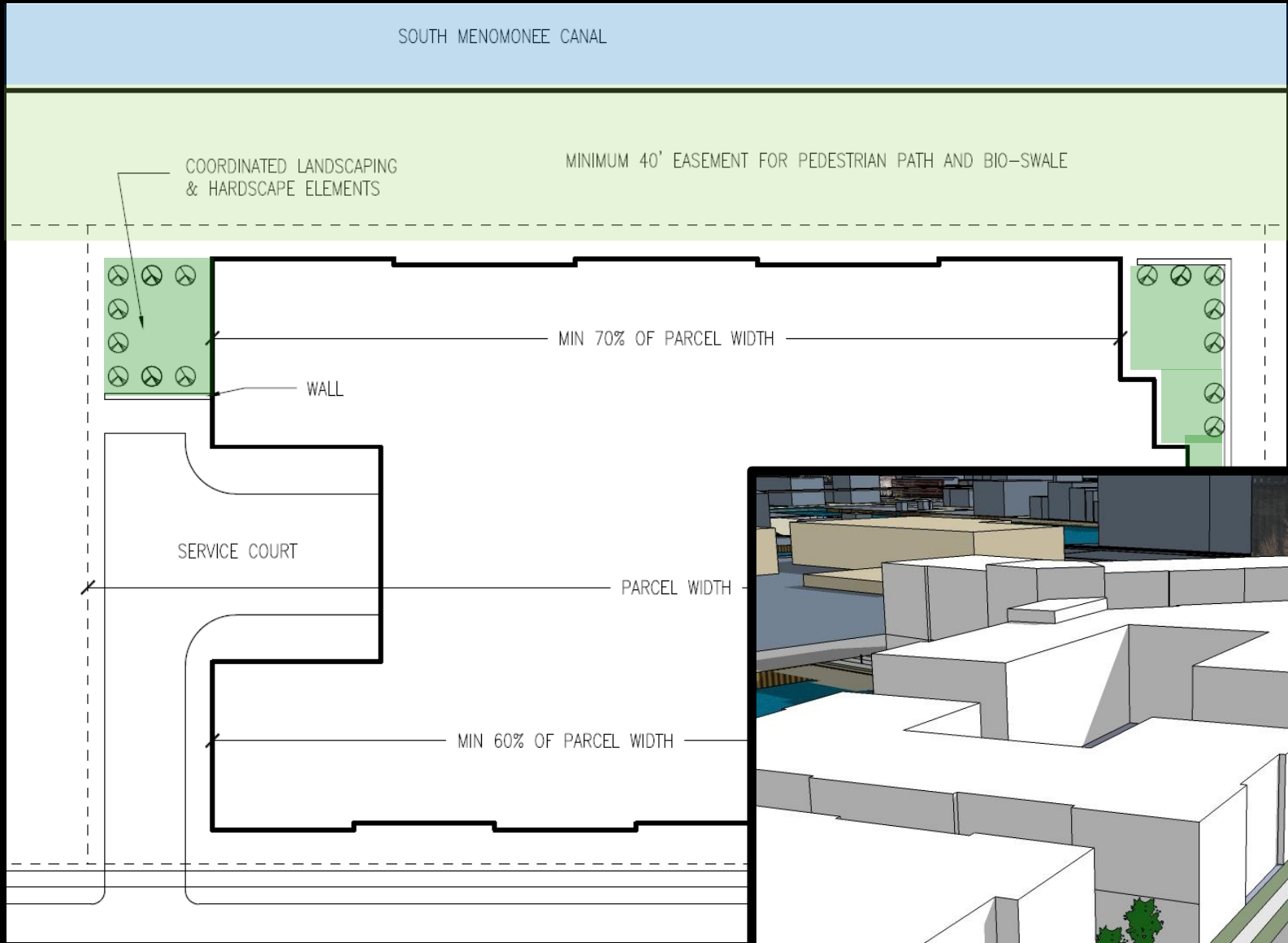


# DIZ Standards address Special Feature Locations



Special Features at strategic location at gateway entry areas and waterfront areas.

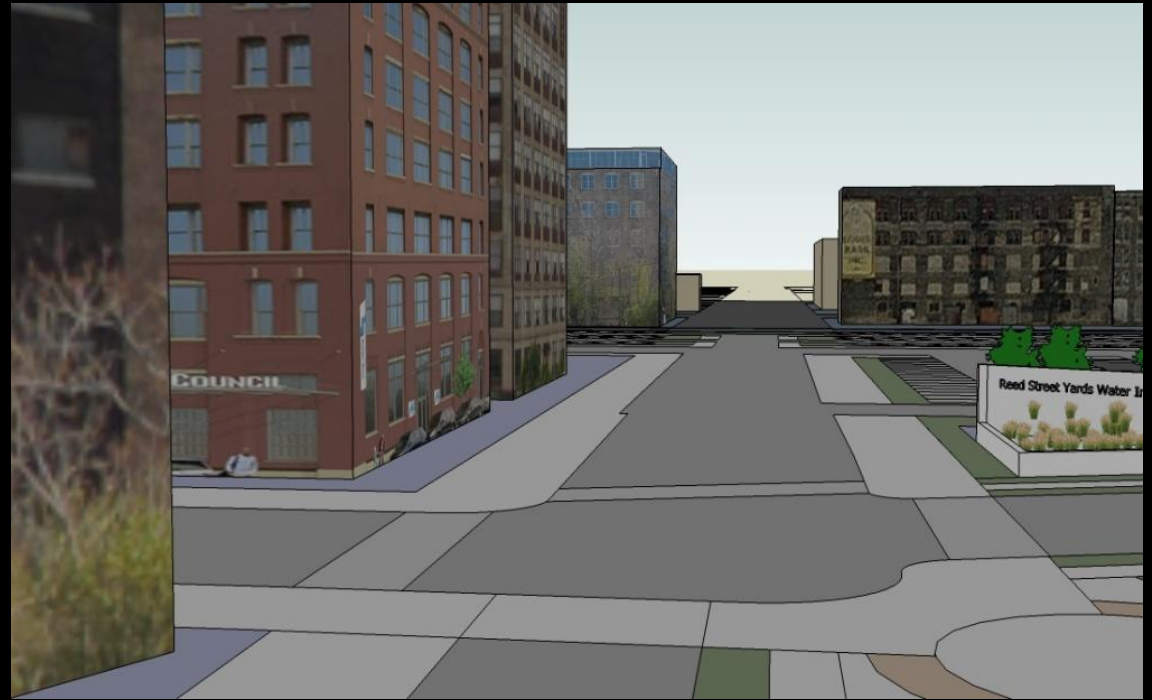
# DIZ Standards Address Screening and Site Issues



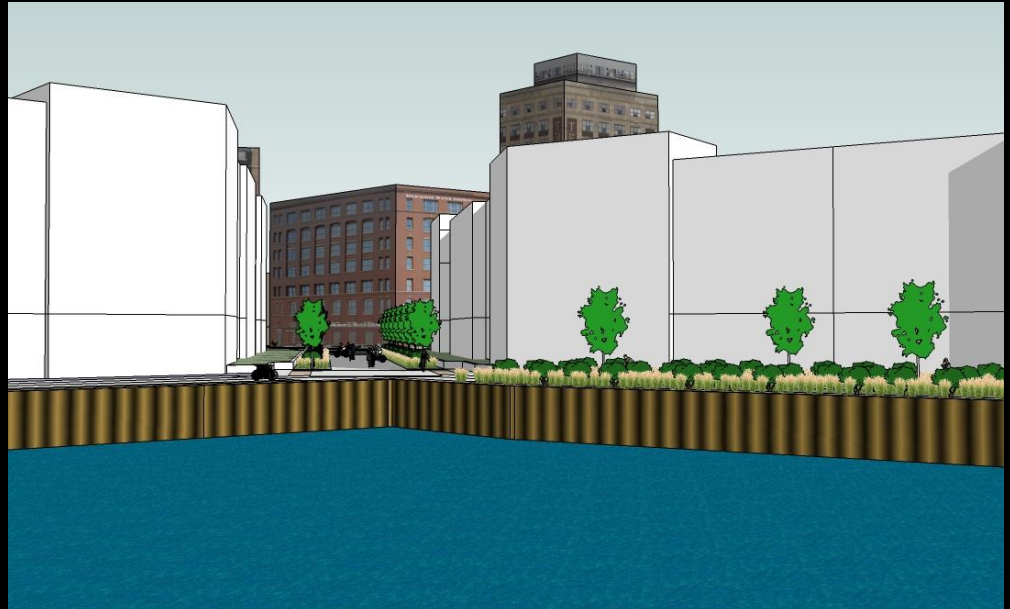


# Overall Conceptual Images of Site Utilizing Standards

Interim parking lot locations and standards are included in the DIZ



# Overall Conceptual Images of Site Utilizing Standards





# Overall Conceptual Images of Site Utilizing Standards

