

## OVERLAY ZONE PERFORMANCE DEVIATION REQUEST STATEMENT

1120 S Barclay St  
IO2 Zoning and Port of Milwaukee Development Incentive Zone (DIZ) Overlay

**PRESENT USE IS CONSISTENT WITH THE INTENT OF THE OVERLAY ZONE:** In 2016 this site became the home office and primary manufacturing facility for the Foamation Company, makers of the Cheesehead and other associated products. The applicant/owner is seek to add an additional use (assembly hall) to the site as well.

**The primary function** of the building is light manufacturing and associated mercantile operations. Product promotion operations include an opportunity for visitors to experience hands on creation of Cheesehead items that they can take with them. They also view the Cheeseheads being made in the factory area. As a result, a demand to use the space for group gathering, parties, and celebratory events has been created. Within a year of moving into the Barclay building, a liquor license was obtained for the limited occupancy tasting room. That represents still another enhancement that has been well received by visitors. The expanded functions described above are consistent with the intent of the overlay district to encourage entertainment, sales, and promotional displays specifically tied to the manufacturing of the primary business.

The mercantile element is specifically tied to the products manufactured on site and therefore is not "Retail Establishment, General".

1. The enhanced south wall entrance leads directly to the visitor information area with displays, viewing and Foamation specific retail sales area.
2. This is the area now being used for small group gatherings, parties, tours and other events.
3. Interactive instructional and historic displays are available for the public to enjoy during their visits.
4. Visitors are also able to view the manufacturing floor through a full height glass wall between the factory and the visitor area.
5. As part of the factory tours, visitors can enjoy a hands-on Cheesehead making experience.

Since moving to Barclay, the Cheesehead company product promotion area has become a very successful part of the overall company's business. **The extent of its attraction is such that there is now a need to provide additional space for larger groups to visit and gather.** To date, the building can only accommodate a group of 49 people specifically for an event. The building needs to be brought up to modern day code requirements (primarily the addition of a sprinkler system) in order to accommodate more occupants in a banquet like setting surrounded by the Cheesehead experience.

**A large financial investment is required** to enhance the building allowing it to accommodate gathering of 200 – 300 people. This use is considered an assembly hall per the zoning code, which the Port of Milwaukee DIZ prohibits. We are requesting a deviation to allow this use within our existing building.

- The building will become an Assembly Hall occupancy under the International Building Code. Our code study shows that this change is feasible without variance.
- The building will become fully protected by a sprinkler system at a projected cost of close to \$100,000.
- Additional toilet room facilities will be installed.
- A service kitchen for caterers to use will allow for full catered food service for events.
- A beverage service bar area will be installed.
- The Cheesehead factory experience will be continued and enhanced through the integration of new banquet gathering space, manufacturing and product promotion space.

**There will be some site and building enhancements completed in conjunction with the assembly hall. The proposed design elements are consistent with the design standards of the Port of Milwaukee DIZ as follows:**

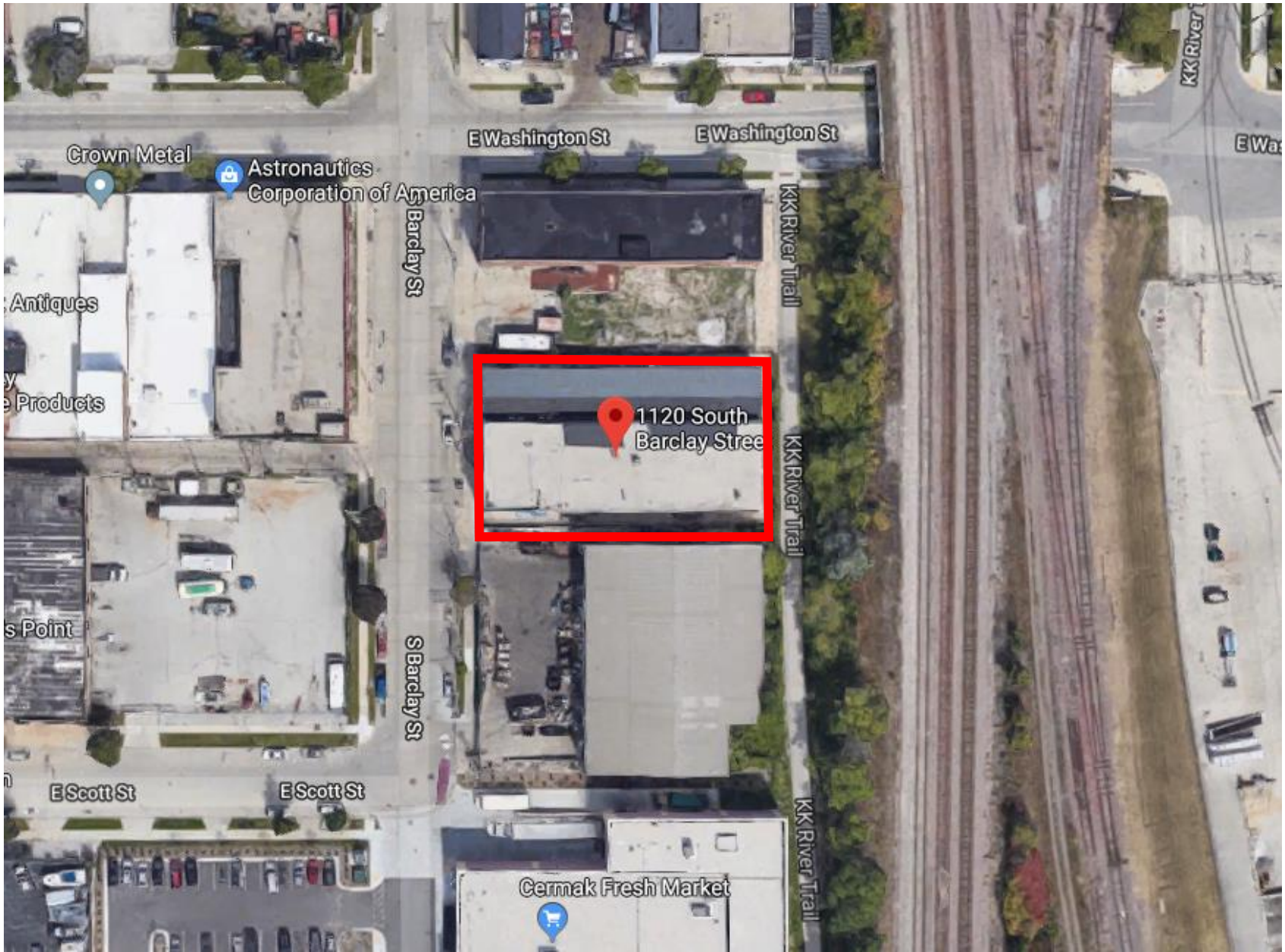
1. We will develop an enhanced entrance at the existing South side West end entry doors. As the primary accessible route to the enhanced experience spaces, this will feature artistic Cheesehead Public Art elements visible from the street and the bike path.
2. The enhanced entry area design will include outdoor seating areas for people to enjoy during events. Those outdoor areas are directly tied to the bike path system adjacent to the east side of the building.
3. The tie from the interior to the exterior space on the east end of the building will be enhanced to pull interior spaces out to connect to the bike path.
4. The building will primarily rely on existing street parking with additional off-street parking available through joint parking agreements using remote sites. Additionally, the facility will cater to extensive use of Uber type transit. We will comply with the parking requirements per the zoning code.
5. The existing historic brick building will be respected and maintained. The entrance area will be used to include a more eye-catching design consistent with the Design Guidelines and Foamation's product line.
6. Biking will be encouraged and there will be secure storage provided on site for employees and visitors. The site element design fronting the bike path will make a clear inviting statement to enter the site from the bike path.
7. The existing decorative metal fence will remain and be incorporated into all exterior design features.
8. Indirect high efficiency reflected lighting will be used on the exterior wherever possible to provide a soft unobtrusive safe level of lighting for evening and nighttime access.

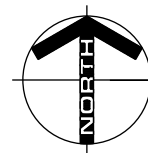
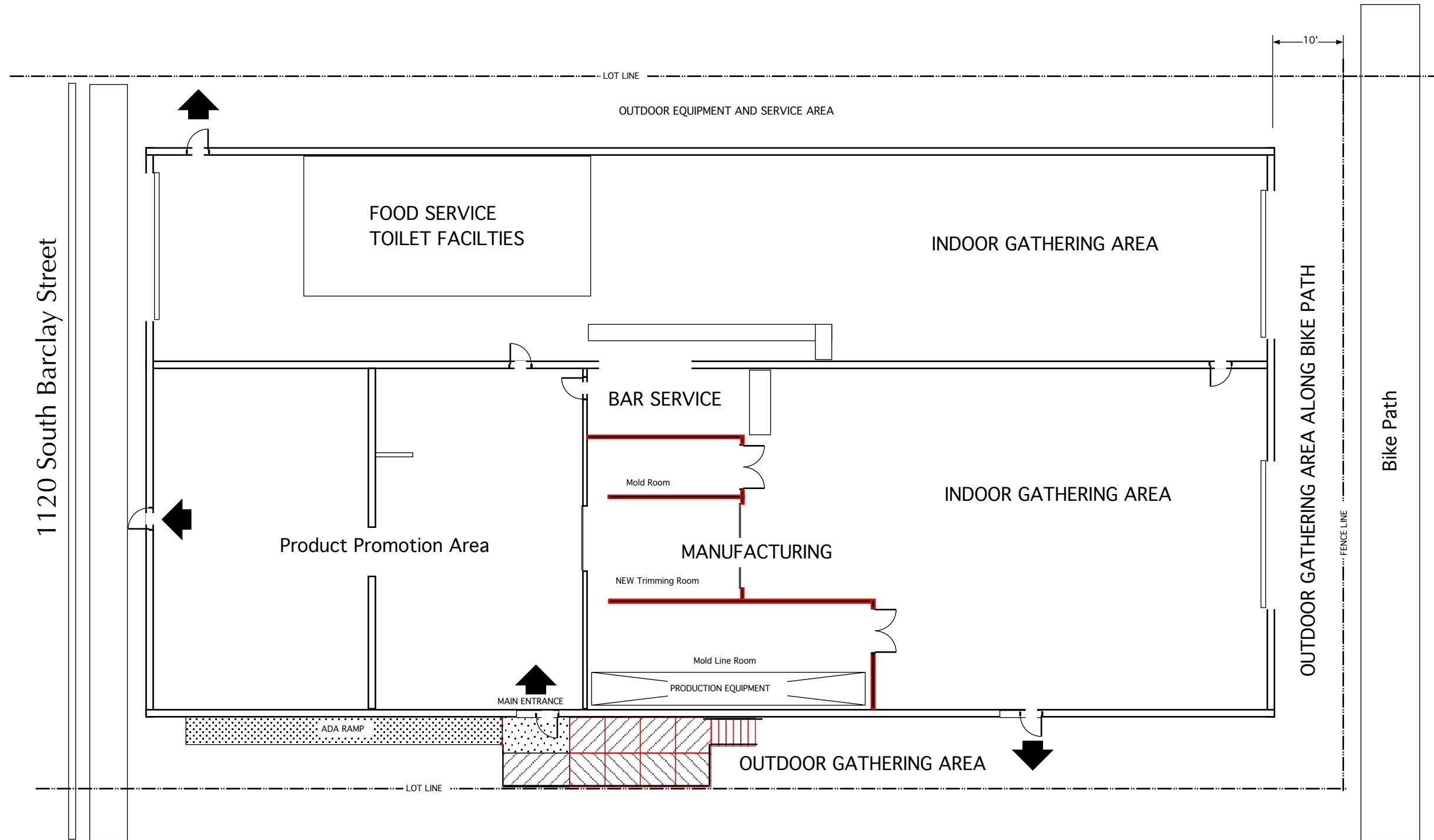
**This request to have an assembly hall as a permitted use within the building meets the four criteria set forth in the zoning code (295-311-9):**

1. The purpose of the overlay zone has been met: Ultimately, the proposed larger gathering space use requested for this property is consistent with those uses desired and anticipated by the overlay zone. Foamation is a job producing manufacturer with a modern approach to branding and product promotion. This includes ancillary product display and sales at the factory facility. It also includes inviting the public into the facility for events that allow for the viewing of the Cheesehead history and production process.

2. The deviation improves the aesthetics of the site: The work done to date has enhanced the interior and stabilized its long-term ownership by adapting the building for up to date manufacturing of a well know product. While doing this the historic brick exterior has been maintained per the design standards. Future anticipated improvements will continue to respect the original building.
3. If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical. NA
4. The deviation is consistent with the comprehensive plan: There is no housing planned for this facility. The proposed deviation is an ancillary use to the job creating manufacturing primary use consistent with the comprehensive plan. The deviation is meant to support and promote the primary manufacturing. This is done through unique product promotions. Larger group gatherings integrated into the manufacturing facility are essential to allow for:
  - a. education on the history of the Cheesehead,
  - b. viewing of the Cheesehead production process,
  - c. providing hands on Cheesehead making experiences to as many people as possible
  - d. and making Cheesehead purchases availability to more people in an effort to get the product out into the market place.

Additionally, this site is located within the Water and Land Use Plan, which contemplated and supported this type of non-industrial use tied directly to a manufacturer. The plan states as follows, *“With the exception of the Freshwater Plaza development between Greenfield Avenue and Scott Street, maintain Barclay Street from National Avenue to Lapham Boulevard as a light industrial and “maker” corridor, providing employment and innovation opportunities with flexible building forms that can adapt to a variety of businesses. Housing should be discouraged, except in a live/work arrangement, to preserve the employment and innovation focus of the corridor. Retail should also be discouraged, unless as part of a make/sell arrangement or other use complementary to the light industrial “maker corridor.”*





GENERAL FLOOR PLAN & SITE PLAN FOR NEW MIXED USE SPACE



<p>EXPANDED EVENT FACILITIES MIXED USE WITH EXISTING FACTORY AND PRODUCT PROMOTION AREAS</p>	
<p>CHEESEHEAD FACTORY LLC 1120 S Barclay St Milwaukee WI 53204 414 481-3337 <a href="mailto:ralph@cheesehead.com">ralph@cheesehead.com</a></p>	