

CITY OF MILWAUKEE

REQUEST TO DEVIATE FROM DESIGN STANDARDS FOR THE REED STREET YARDS DEVELOPMENT INCENTIVE ZONE

This Request for Deviation is for approval of 75 on site parking stalls for a proposed development site within the Reed Street Yards which exceeds what is allowed by the Development Incentive Zone Design Standards for this property.

The Reed Street Yards Project proposed by Klein Development consists of a new 52,000 square foot, 3 story office building. The proposed building has been designed to comply with the overlay districts design standards. The building's street façade will be comprised of aluminum and glass curtain-wall, making it very transparent. Roof overhangs, exposed structure and 3 story architectural screen-walls for the support of building signage will be provided along the northern portion of the building. The west, south and east facades of the building will be more traditional consisting of masonry veneer, metal paneling and aluminum framed storefront openings. Areas of the building clad with the transparent street façade will house public functions like the entrance lobby and product showcase display space. More traditional office functions like work areas and conference rooms will be housed in the areas of the building clad with the more traditional façade expression. The project includes a surface parking lot with 75 stalls. Per Table 295-405-2a of the Zoning Ordinance, the allowable on-site parking for this development is 54 spaces

This Request for Deviation is due to the unique site constraints associated with this parcel. The parcel is located adjacent to the south side of the cul de sac at the end of Freshwater Way. The site is bounded by the elevated 6th Street Bridge to the west, active railway tracks to the south, and an undeveloped parcel to the east. This request for a deviation from the overlay design standard meets the criteria set forth in the appeals ordinance (Ch. 295-311-9.c) as follows:

1. The purpose of the overlay zone is met:

- a. The building placement is adjacent to the street edge which is consistent with the design standards
- b. A high quality urban building design is proposed that complies with the aesthetic and sustainable elements of the design standards.
- c. The site density exceeds the minimum requirements of the design standards
- d. The site stormwater design will utilize bioswales which is consistent with the design standards.
- e. The surface parking lot has been located on the west side of the site adjacent to existing parking below the 6th street bridge and along the cul de sac at the terminus of Freshwater Way. By placing the building on the east side of the parcel, close to the street edge, visibility of the parking lot is minimized as you approach the project site from the east which is consistent with the design standards.

2. The deviation improves the aesthetics of the site: As you enter this revitalized area the proposed development will serve as an anchor at the west end of the Reed Street Yards overlay district. The site design, which places the building on the east side of the site close to the street

edge, minimizes visibility of the parking lot as you approach the site from the east along Freshwater Way. Landscape screening on the south side of the parking lot will obscure visibility of the parking lot from the cul de sac.

3. **If applicable, the deviation addresses one or more unique site factors that make application of the standard impractical:** Early site studies deemed the portion of the site directly adjacent to the elevated 6th Street bridge as undesirable for building placement due to the bridge's height, traffic volume and the surface parking located below the bridge. The building will be placed on the east side of the site with the long axis perpendicular to Freshwater Way and parallel with the 6th Street Bridge. This maximizes the building's visibility from the 6th Street Bridge and from vantage points east of the site on Freshwater Way. The building tenants have indicated that maximizing building visibility in this way is a prerequisite for them to locate to this site and make the project economically viable. Consequently the remaining portion of the site is a wedge shape that abuts the railroad tracks and the existing surface lot below the 6th Street bridge. The narrowest portion of this wedge abuts the cul de sac. The 75 proposed on site surface parking stalls, located on this wedge shape, will serve visitors and employees of the proposed office building. This meets the requirements of the project's tenants. Although future parking structures are being proposed at the east end of the Reed Street Yards development the distance from these proposed structures to this site is too great without the proposed on site stalls. Therefore the 75 stalls are necessary to make the project economically viable. The Design Standards "Parking Placement" as described in bullet point 7 states that surface lots that are larger than the minimum number required by Table 295-405-2a must be separate parcels. While this is technically possible it is functionally unsustainable. Creating a separate parcel to accommodate the 75 stall parking lot would result in a parcel that offers little street frontage, the width of the parcel is minimal along the street edge and widens as you move away from the street. The western edge of the parcel fronts the elevated 6th street bridge which has parking below. The parcel would yield very little buildable area, and would be located almost entirely in the shadow of the adjacent 6th Street viaduct.
4. **The deviation is consistent with the comprehensive plan:** The City of Milwaukee's Comprehensive Plan promotes quality urban design, transportation options, and employment opportunities.
 - The proposed parking lot design only accounts for half of the total occupant load of the building. The remained of the occupants will use alternative means of transportation, street parking or utilize the city provided parking structures.
 - The site configuration visual shields the parking lot from view.
 - The proposed office building has the opportunity to bring up to 150 good paying jobs to the city.