



200 N. Main Street • Oregon, WI 53575

P: (608) 835-3900

F: (608) 835-3922

www.GormanUSA.com

REAL ESTATE DEVELOPMENT

MADISON MILWAUKEE MIAMI PHOENIX

ZONING NARRATIVE
840 WEST JUNEAU
PROPOSED 100 UNIT RESIDENTIAL DEVELOPMENT

The proposed project entails the construction of a new 100 unit residential building at the corner of 9th and Juneau in the Brewery DIZ. The project will target young professionals and units will be leased at market rate rents.

The building is 4 stories of residential units and common area over underground parking. There is also a surface parking lot behind the building in the interior of the lot. The building steps at the corner of 9th and Juneau due to the large grade change along Juneau. Exterior materials include brick and metal panel.

The submitted project is designed to comply fully with the requirements of the Brewery DIZ without variance or special use. The L shape of the footprint provides full frontage on both 9th and Juneau that is consistent with the Brewery campus. The massing and scale of the building is appropriate for the former industrial site while being respectful to the scale of the surrounding historic buildings. Public use spaces such as community gathering spaces, exercise room and leasing offices align the Juneau Avenue façade to activate the street. In addition, there are three live/work units on the Juneau side to allow these tenants to operate a small commercial business from their home.

There is access to these live/work commercial spaces as well as the main building entrance directly from Juneau Avenue. Off street parking is provided thru a combination of covered underground parking and surface at grade parking. There are 74 underground stalls and 46 at grade stalls. The at grade parking is placed behind the building to minimize visibility from the street. Access to the lot is from Winnebago Street. The design of the at grade parking area is consistent with lot on block 6 north. All trash and recycling is contained within the building.

At the eastern edge of Juneau Avenue façade there is a pocket park intended for both public and resident use. The design of the hardscape and landscape of the park is consistent with the urban feel of other parks on the campus.

The project contains three areas of building signage. There is a blade sign proposed for the western end of the Juneau Avenue elevation. There is also designated signage area for each of the three live/work units on Juneau Avenue. In addition, there is a proposed project sign on the east end of the building. The sign will consist of individual channel letters that will be back-lit with colored lighting at night. It is proposed that final sign designs be submitted to staff for approval at a later date.