



July 22, 2015

**RE: BRIEF DESCRIPTION of the PROPOSED ADAPTIVE REUSE DEVELOPMENT FOR
 STORAGE MASTER – BAY VIEW
 2039 South Lenox Street, Milwaukee WI 53207**

1. INTRODUCTION:

- a. The following notes briefly describe the proposed project development for this site and building which is being considered for approval within the Port of Milwaukee Development Incentive Zone.
- b. The developer, Storage Master has a successful record of developing a modern generation of self-storage facilities blending comfortably into the communities in which they are located. They have a strong record of being a well-managed business operation and maintain their facilities in an excellent fashion.
- c. This existing building and site is within the Port of Milwaukee Development Incentive Zone which calls for different standards than the standard industrial zoning requirements for this site. Since this project is tied to the building owner's development plans, a deviation from the DIZ standards is being sought
- d. Please advise if additional information is needed or if you have questions so we may address them to your satisfaction.

2. EXISTING BUILDING AND SITE:

- a. The existing building is two stories with a partial basement including several additions. The height above grade varies in different locations, but is approximately 38' to 39' tall along the south facade facing South Bay Street. The height is proposed to remain unchanged. Smoke stacks will be removed.
- c. The construction is primarily of reinforced concrete with a steel frame, and painted masonry exterior walls with small windows at various locations.
- d. The site area includes 1.715 acres or 74,719 SF with the building foot print at 52,486 SF.
- e. The primary view of the property is from East Bay Street even though the current address is on S South Lenox Street. A change of address may be entertained if allowed for East Bay Street which would be reasonable and more convenient for customers.

3. PROPOSED RE-DEVELOPMENT AND USE:

- a. This redevelopment will provide a much needed resource within the community; help to regenerate urban activity; contribute to additional employment for the area; return tax dollars to Milwaukee; and enhance the urban landscape, especially along East Bay Street.
- b. The sale of this building to Storage Master LLC will also help provide resources for the current property owner to invest in creating many more employment opportunities and investments in facilities for their business which helps to achieve the DIZ goals.
- c. This proposed redevelopment includes converting the existing facilities into a self-storage facility and improving the exterior and interior of the building and the site.
- d. Included within will be an office and sales area, all new storage units of various sizes accessible by well illuminated corridors, freight elevators, and truck docks. ADA storage units will also be readily available in all sizes on the main floor.

- e. No building expansion is planned. The bridge over the rail line right-of-way that connected the subject building with the building north of the rail line has been removed.
- f. The interior walls, floors and ceilings are all to be finished or refinished.
- g. The entire facility is to be provided with a fire protection sprinkler system.
- h. An all new sales office and showroom will be developed on the southwest corner of the main floor.
- i. The entry canopy is proposed to be a sunburst color to coordinate with the Storage Master corporate colors and signage.

4. SITE DEVELOPMENT:

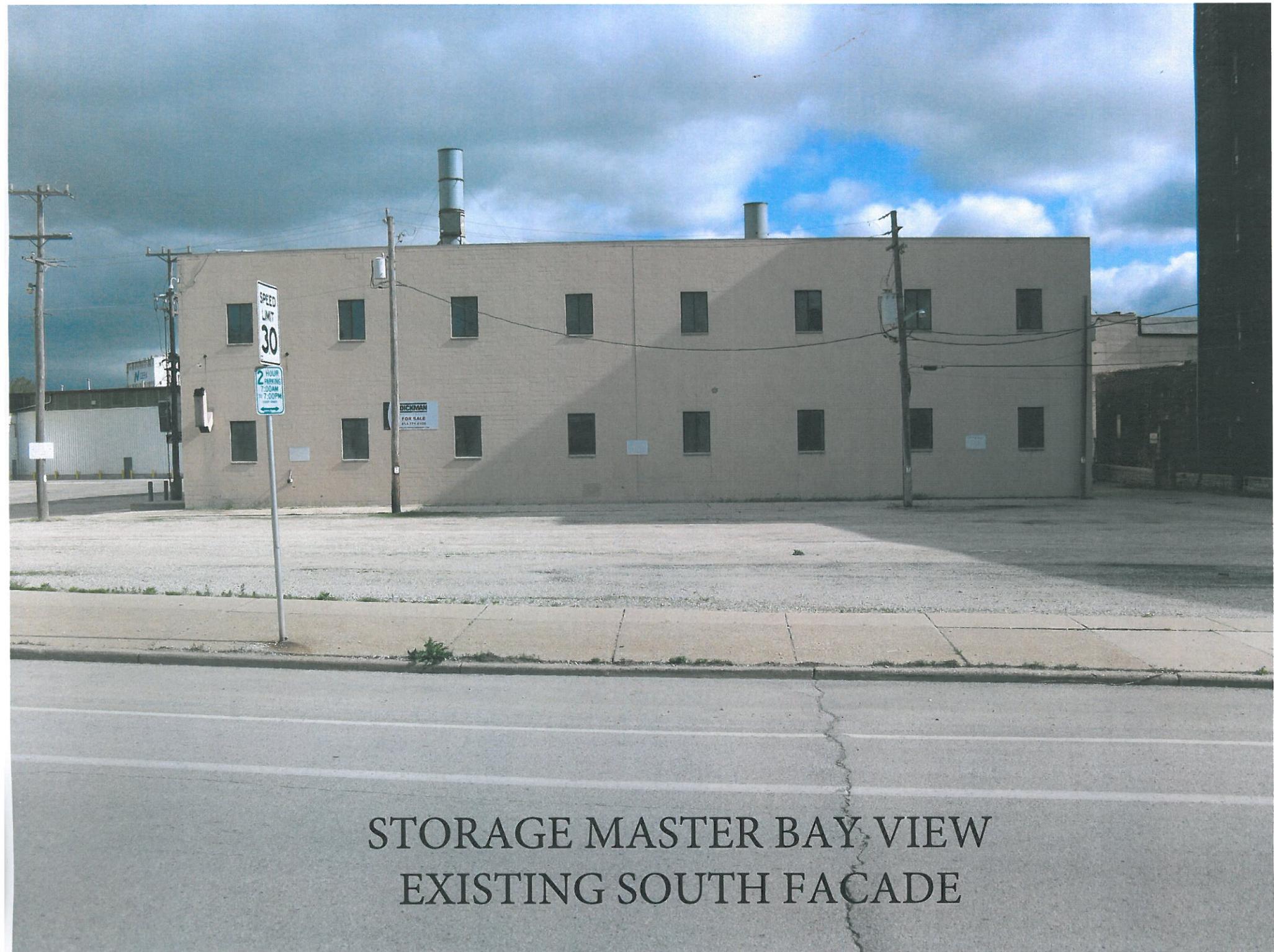
- a. See attached site plans for proposed site development, landscaping, sidewalks, parking layout on bituminous pavement, wrought iron fencing, and locations for the exit door and docks. The existing power poles are to remain and were taken into account when planning the new south facade and parking plans.
- b. Parking: 28 parking stalls are shown in the south lot including one ADA space. Some of the spaces are larger than required and aligned back to back to accommodate vehicles that might be towing trailers. The industrial zoning does not require a specific amount of parking. Parking requirements for a self-storage facility is very low. The south lot plus parking at other doors will be much greater than needed, but the street scape will be dramatically improved.
- c. Site drainage is understood to be sufficient and is proposed to be unchanged.
- d. The site is surrounded by East Bay Street on the south, Aldrich Street on the west, and Lennox Street on the east. The north end of the property butts up to a rail right-of-way which is also to remain. A public alley extends northward from East Bay Street to the proposed southeast dock and an existing multi-story masonry building flanks the public alley on the east.
- e. No dumpsters for garbage or recycling are required and will not be on the site. Customers are required to remove their own refuse.
- f. The DNR requires the site to be capped so very little disturbance to the existing site is planned and will limit the amount of landscaping and other development.
- g. Code compliant site lighting will be proposed for safety and convenience.
- h. Landscape planters are proposed to be 30" (above grade) and constructed of landscape timbers as indicated on the plan. The timbers can be stained to coordinate with the architectural colors.
- i. The proposed entry stairs and accessibility ramp along the south elevation are proposed as either concrete construction or possibly metal construction depending on further environmental investigations.

5. STREETSCAPE VIEW:

- a. See photos of existing and proposed new South facade, Southwest facade and Southeast facade.
- b. The brick and stone wall facade materials are proposed to be fiber cement panels. These panels have been successfully used at other locations and have been well received by other municipalities and customers.
- c. The stone panels are proposed for the lintels, sills, and base course. The brick and stone facade panels project outward from the existing wall surface providing dimensional modulation of the facade with greater visual interest.
- d. The proposed fresh new architectural character and design for the south facade organizes and

- balances the composition with a combination of new and existing windows and doors (of glass and aluminum frames), stone and brick panels, and painted existing masonry.
- e. The new entry stair and access ramp may either be of concrete or metal. Handrails are proposed in a bronze tone color.
 - f. A new sidewalk is proposed extending from the existing Bay Street sidewalk along the west property line leading to the proposed new southeast entrance.
 - g. The proposed new bituminous pavement will be black with white striping.
6. LANDSCAPE:
- a. The planters are proposed to include a variety of plants and shrubs consistent with DIZ recommendations. The rendering is only a preview of the plantings. A real landscape plan will be provided at a later time.
 - b. The fence between the planters is proposed to be the black prefinished metal wrought iron in appearance at 6' tall either in steel or aluminum.
 - c. Stone mulch (crushed granite) is proposed in several locations per the plan. It is an attractive natural earthy terra cotta color.
7. SIGNAGE:
- a. Proposed to be presented for approval at a future time, but the renderings preview the intended design.
8. COLORS / MATERIALS:
- a. Samples and colors will be provided in the future. The renderings preview the intended architectural treatment finishes and colors. Smoke stacks will be removed.
9. TRUCK DOCKS:
- a. Existing truck docks may be used.
10. NOISE & TRAFFIC:
- a. Minimal to negligible noise would be generated in this setting on the site or within the building.
11. ODORS:
- a. None.
12. FIRE PROTECTION:
- a. Fire protection measures and alarm systems are incorporated into this project in all areas.
13. SECURITY SYSTEM:
- a. Storage Master uses a sophisticated system of cameras, alarms and key pads to monitor and control activity on site and within the facilities. The fire department will be connected to the alarm system.

THANK YOU



STORAGE MASTER BAY VIEW
EXISTING SOUTH FACADE



STORGE MASTER BAY VIEW
SOUTH FACADE



STORAGE MASTER BAY VIEW
SOUTH FACADE



STORAGE MASTER BAY VIEW
SOUTH & PARTIAL WEST FACADE