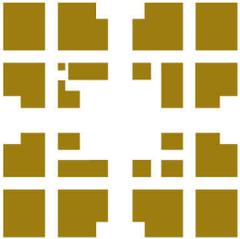




WESTLAWN REDEVELOPMENT



General Planned Development

TORTI GALLAS AND PARTNERS



Project Description and Owner's Statement of Intent

File Number: 100352



October 1, 2010 Rev 10/19



General Planned Development
October 1, 2010

**Project Description and Owner's Statement of Intent
Components of General Plan and Supporting Materials**

Westlawn Subdivision in NE ¼ Section 38-8-21 Blocks 1 - 11
Torti Gallas Project #: 08265.01
File Number: 100532

Purpose:

The Housing Authority of the City of Milwaukee requests that the zoning for the parcel of land known as the Westlawn Revitalization Development, bounded by Silver Spring to the north, 68th Street to the west, 60th Street to the east and Lincoln Creek to the south, be amended to a General Planned Development (GPD) in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the General Planned Development.

ENUMERATION OF DOCUMENTS:

STATEMENT:

General Planned Development Description and Owner's Statement of Intent

Exhibit A	Statistical Sheet
Exhibit B	Existing Site Context Photos
Exhibit C	Illustrative Site Plan

DRAWING LIST:

PLAT OF SURVEY, WEST
PLAT OF SURVEY, EAST
G101 SITE PLAN
L100 LANDSCAPE PLAN

GENERAL PLANNED DEVELOPMENT DESCRIPTION

1. USES:

The Development includes several buildings intended for mixed use retail, multifamily and single family residential buildings with parking for residents. The allowable uses are listed below:

Residential Uses

Single-family dwelling
Two-family dwelling
Multi-family dwelling
Family Daycare*

Educational Uses

School, Elementary or Secondary
School, Specialty or Personal Instruction
Day Care Center*

Community Uses

Library
Community Center
Public Safety
Community Garden

Commercial/Office Uses

General office
Government Office
Retail Establishment, General
Artist Studio
Grocery Store
Landscape Center

Entertainment Uses

Park or playground
Health club

Temporary Uses:

Seasonal Market*
Live entertainment, special event*

Interim Uses:

Construction staging areas and storage of construction materials in secured and/or fenced in areas
Construction vehicle parking and construction worker parking in non-parking designated areas
Concrete crushing

Healthcare Uses

Medical Office
Health Clinic
Social Service Facility

General Service Uses

Personal Service
Bank
Business Service
Building Maintenance Service
Laundromat
Drycleaning (*pick-up and drop-off only*)
Accessory use: Drive-thru

Accommodation Uses

Restaurant, sit-down
Restaurant, Fast-food/carry out
Accessory use: Drive-thru

Accommodation uses to be located at retail corridor along Silver Spring Drive at northern edge of site. See Exhibit C.

Other Allowable Uses:

Parking lot, principal use
Parking Lot, accessory use
Plant nursery or greenhouse

*Special use standards apply.

Special Use Standards

1. Family Day Care Home.
 - a. The operator of the family day care home shall reside in the dwelling unit in which the day care home is located. If this standard is not met, the facility is classified as a day care center and subject to the limited use standards for day care centers.
 - b. For a facility licensed by the state of Wisconsin, there shall be no other family day care home in the building as of April 6, 2001.
 - c. For a facility certified by Milwaukee County, there shall be no other family day care home in the building as of May 30, 2003.
 - d. The family day care home shall not operate between the hours of 12 a.m. and 6 a.m.
 - e. Signage shall not be permitted.
2. Day Care Center.
 - a. The day care center shall be located in a building containing an elementary or secondary school, religious assembly, community center, cultural institution or library, shall meet the minimum outdoor play space requirement of DCF 251.06 (11), Wis Adm. Code, and shall meet the off-street parking requirement for the existing principal use. If any of these standards are not met, a day care center is prohibited.
 - b. Day care centers, including family day care homes classified as day care centers because they do not meet the standard of par. 2a, shall be prohibited.
 - c. For any day care center other than an adult day care center, the facility shall not be located within 500 feet of an adult retail establishment or an adult entertainment establishment.
 - d. For any day care center other than an adult day care center, if the day care center is located in a building containing an elementary or secondary school, religious assembly, community center, cultural institution or library as a principal use, the facility shall not be located within 300 feet of a premises for which the common council has granted any of the alcohol beverage licenses identified in s. 90-4-1, 2 and 5 and such license is currently valid.
3. Seasonal Market.
 - a. The activity shall be located on property owned or leased by the operator of the seasonal market. Alternatively, the market operator may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a seasonal market.
 - b. If flowers, plants, Wisconsin-grown farm products or Christmas trees constitute at least 75% of the merchandise offered for sale, the activity shall be limited to not more than 90 days in one calendar year. Otherwise, the duration of the seasonal market shall be limited to not more than 14 days in one calendar year.
 - c. The activity shall not produce glare, spill light or noise in violation of the provisions of ch. 80.
 - d. Signage shall be limited to not more than 2 signs and a total display area of 16 square feet for all signs combined.
 - e. Sales shall not occur between the hours of 9 p.m. and 7 a.m.
 - f. The site shall be restored to its previous condition following termination of the market operation.

2. DESIGN STANDARDS:

Project Overview:

The existing Westlawn Neighborhood includes 726 units on a 75 acre parcel bound by W. Silver Spring Drive to the North, Lincoln Creek to the South, N. 60th St. to the East and N. 68th St. to the West. At the center of the neighborhood, along N. 64th St., sits the combined Silver Spring Neighborhood Center and Browning Elementary School, both of which serve as anchors for the community.

The redevelopment plan for the Westlawn Neighborhood is intended to not only revitalize the neighborhood, but to serve as a catalytic project that will help spur further redevelopment in the larger Silver Spring community. By incorporating affordable housing, a mix of uses, access to public transit, communal open space and best practices of sustainability, particularly as it relates to stormwater management, the redeveloped Westlawn will serve as a model for revitalization while furthering the goals of the Comprehensive Plan.

The proposed site plan seeks to build on the existing street framework within the site, introducing new connections to the north and south, and breaking down the blocks into a more pedestrian scaled network in keeping with the typical contextual fabric of Milwaukee. The current scheme for this redevelopment includes as many as 950 units for the overall site, 390 of which are situated east of 64th Street and 560 of which may be built in future phase(s) west of 64th Street. These units will include a range of types, intended for a range of income levels and household types. The neighborhood will also include a network of open spaces and innovative stormwater strategies that will serve as an amenity to the neighborhood while also addressing the sustainable goals of the project.

3. DENSITY:

- Up to 20 units per acre.

4. SPACE BETWEEN STRUCTURES

- The distance between structures is 10'-0" between primary structures. Porches, entrances, patios and balconies may encroach.

5. SETBACKS:

- Setbacks required per the GPD.
 - Front, Street Setback: 15'-0" minimum to street right of way. Porches and bays may encroach into front setback, with no porches or bays closer than 5'-0" to right of way.
 - Side Setback, Street: 15'-0" minimum to street right of way. Porches and bays may encroach into side street setback, with no porches or bays closer than 5'-0" to right of way.
 - Side Setback, Alley: 3'-0" minimum to alley right of way. Porches and bays may encroach into side street setback, with no porches or bays closer than 1'-0" to right of way.
 - Side, Setback, Interior: 10'-0" minimum between buildings.
 - Rear Setback: 10'-0" minimum to alley right of way.
- Setbacks may vary in specific conditions to accommodate tree saves in existing, viable conditions, provided that the requirements of the building code are met.

- At the commercial corridor, where possible, the minimum front street setback can be 0'-0." Front setback along Silver Spring Drive is dictated by an existing gas main easement.

6. SCREENING:

Perimeter Landscape and Edge Treatment requirements are based on current zoning district requirements, RM1, in the creation of the Westlawn Planned Development District.

Standard Parking Lot Landscaping & Residential Buffering

- There are no industrial uses proposed or existing within, or immediately adjacent to the development. There is limited commercial development in the site which is clustered along Silver Spring Drive and the proposed Housing Authority maintenance facility located between Birch Avenue and Sheridan Avenue. Parking lots for these uses are tucked behind buildings off of a public right of way (R/W) internal alley circulation system.
- There is no direct visibility of the parking lots from either the Silver Spring Drive arterial or the internal local streets. Due to the nature of these internal areas, commercial users and designated residential parking occur directly adjacent to each other. The residential parking spaces will be located off of public alleys for ease of access to corresponding building units. In an effort to create visual linkages into these internal areas, allow access to the backs of residential units from their assigned parking space and provide an inviting alley character; screening between the parking and residential units will be limited to a low hedge and 3' tall residential transparent fence with an open mid-level landscape (See C-4 City Standard where alleys abut parking areas). Internal islands with parking lots will utilize taller shrub species to visually separate large expanses of parking.

Landscape Object Screening

- This screening element will be required to separate utilitarian objects such as mechanical equipment. Screening elements will take the form of an opaque wooden fence (1' min. ht. above tallest point of object, 9' max. ht.), or through low and mid-level plantings. Gabion rock filled baskets may, at times, be utilized as elements to screen objects.

7. OPEN SPACES:

- Open spaces shall be provided throughout the development to provide consistency and to relate to the existing context.
- Two main park areas are proposed; one along Lincoln Creek on the east portion of the site and the other along Birch Avenue and 66th Street on the west portion.
- Each family housing building shall have a front and rear yard.
- The frontage road along Silver Spring Drive will provide additional open space where the frontage street is proposed to be closed.
- A gateway space will be provided as an entrance feature to the site at 64th and West Silver Spring Drive.
- An extension to the Browning Elementary school yard is proposed at the south end to create a linkage to the linear park near Lincoln Creek.
- Community gardens are proposed as part of the linear park near Lincoln Creek.

- Greenways will be located on portions North 61st Street, West Birch Street, and North 67th Street right-of-ways.
- Bioswales will be introduced as part of the stormwater management strategies. The swales will be located on the south and east side of most residential streets.

8. CIRCULATION, PARKING AND LOADING:

- Traffic and pedestrian circulation patterns within the Westlawn development are intended to seamlessly interface with surrounding infrastructure and ensure adequate internal movement.
- A rectilinear pattern of streets is introduced in keeping with the larger Milwaukee fabric.
 - Significant portions of Sheridan, Birch and Custer Avenues will be retained.
 - New north/south alignments are proposed at 66th and 62nd Streets.
- Parallel parking stalls will be placed along a majority of the roads. 90-degree parking stalls will be located along both sides of the alleys throughout the project.
- A pedestrian network will also be provided throughout the development. Sidewalks for pedestrian access will be located along both sides of all public roads, but not public alleys.

All improvements will be constructed per City of Milwaukee Standards and are subject to the review and approval of the City of Milwaukee Department of Public Works.

9. LANDSCAPING:

- The general goal for the landscaping in the Westlawn Development is to provide low maintenance vegetation, a sustainable-focus, and visually cohesive neighborhood aesthetic. Native plantings are to be balanced with manicured lawn areas while providing resident opportunity for additional softscape enhancements. Bioswales are located in long-linear ribbons so as to not appear unintended or as weed patches. All proposed vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen. All proposed vegetation shall be maintained on an on-going basis.

10. LIGHTING:

- Proposed outdoor lighting complies with current lighting regulations for planned development districts.
 - The lighting shall have cut-off fixtures that ensure that lighting levels and glare are controlled such that no light source will be visible from an adjoining property. In all other circumstances, the maximum illumination at a property line or public right of way shall be 5 foot-candles; and where adjoining properties are zoned residential, the maximum illumination at the property line shall be one foot-candle.
- Proposed lighting:
 - Site Lighting
 - Within the right-of-way
 - Lighting will be designed by the City of Milwaukee Department of Public Works with input from the design team. The street will be illuminated with a combination of the city's standard roadway light and pedestrian scale light.
 - Outside the right-of-way

- The parking lots lights will match those used in the right-of-way.
- Multi-Family and/or Mixed Use Multi-Family
 - Uplighting of building, building name and address at canopies; Downlighting from signage band for parking entrances, service entrances, retail entrances.
 - Lighting for egress and safety, where required by building code.
 - Wall or railing mounted lighting with cut-off fixture to be provided at balconies at units on each façade.
- Family Architecture (Single Family, Duplex and up to 6-unit strings)
 - Lighting for egress and safety and where required by building code.
 - Downlighting at entry.

11. UTILITIES:

- Electrical service will be located within building or on east side of property with appropriate landscape screening.
- Each single family unit will have its own water meter, so each unit will also have its own sewer laterals.
- New sanitary sewers, storm sewers, and water mains will be installed to serve the proposed buildings and to replace existing utilities in streets to be abandoned. Existing sewers in streets to remain will be inspected and evaluated for structural condition, infiltration, root intrusion, and their estimated ability to withstand new lateral connections that may be as close as 15 ft apart. Those in poor condition will be replaced.
- Nearly all of the water mains within the Westlawn development have been replaced since the original 1951 construction. Because of the maintenance history experienced with the 1951 mains, Milwaukee Water Works will require that any 1951 mains remaining also be replaced.

12. SIGNS:

- Site Signage
 - The project has three types of signs;
 - Primary neighborhood entrance sign (two-sided)
 - Quantity: 1
 - Maximum Size: 36 SF (not including base structure)
 - Maximum Height: 6'-0"
 - Secondary neighborhood entrance sign (two-sided)
 - Quantity: 4
 - Maximum Size: 36 SF (not including base structure)
 - Maximum Height: 6'-0"
 - Multi-purpose sign (single-sided)
 - Quantity: 6
 - Maximum Size: 25 SF (not including base structure)
 - Maximum height: 6'-0"
 - All sign types will be entablature style, freestanding monument signs.
 - The primary neighborhood entrance sign will be placed at the southeast corner of Silver Spring Drive and 64th Street and contain a connected iconic tower element.

- The secondary neighborhood sign will be placed at the northeast corner of Custer Street and 64th Street, the northwest corner of Custer Avenue and 60th Street and the northeast corner of West Birch Avenue and 68th Street. An additional sign may be considered on the west portion of site at North 68th and Sheridan or North 66th & Silver Spring.
 - The signs locations are also indicated on L100
- The multi-purpose sign will be used where appropriate throughout the project. One such example could include the designation of the linear park south of Custer Avenue or the neighborhood park at south of West Birch Avenue.
- Building Signage
 - Multi-Family and Mixed Use Multi-Family
 - The building name and address will be incorporated near entrances and/or incorporated within the canopies. The reverse/halo aluminum metal channel lettering at address sign. Sign size is 6'-0" H X 15'-0" W, maximum. The letters will be back lit to provide a glow to the lettering.
 - Retail Signage. One sign will be provided per tenant space. Signs to be wall mounted or projecting with a maximum size of 36 square feet. Projecting signs may not project more than 4'-0."
 - Sign construction to meet Chapter 244 of the Milwaukee Zoning Ordinance.
 - Family Architecture (Single Family, Duplex and up to 6-unit strings)
 - Address signs will be provided for each unit for the family buildings. These signs are not illuminated, have a size of 5" X 16" and wall mounted.
 - Address signs for single family houses shall comply with the family style architecture signs. Signs that do not fit within size requirements may be reviewed and approved at Department of City Development (DCD) staff level. Sign permits required.
- Temporary signs will be installed. Construction signs will be removed within 30 days receipt of certificate of occupancy.
 - Up to 25 signs pertaining to the construction of the buildings will be provided and not exceed 72 square feet. Signs will be equally spaced throughout project site, based on phase size and number of buildings.
 - One sign per building, not exceeding 36 square feet, will be provided for advertising the rental of the residential apartment units.

13. SIGN ILLUMINATION

- Site Signage
 - Only the neighborhood entrance signs will be illuminated using ground mounted, shielded, floodlights. The lights will be located in planting beds that will screen the lights from the street.
 - Multi-purpose signs will not be lighted.
- Building Signage
 - Retail tenant signage will be reverse channel backlit individual lettering. The permanent address sign will be illuminated from behind.

**EXHIBIT A
 STATISTICAL SHEET**

295-907. Planned Development District (GPD)

Proposed Mixed-use Development
 Westlawn Revitalization
 Proposed Zoning: GPD

- 2b-1a: Gross Project Land Area – includes The entire Westlawn development, The Browning School Property, 64th street’s R/W and areas in adjacent R/W’s proposing to be modified
 Site: 76.2 acres
- 2b-1b: Maximum amount of land covered by principle building
 Building footprint: 17.2 acres
- 2b-1c: Maximum amount of land devoted to parking, drives and walks.
 Count includes the pavement within the Gross Project land Area Boundary: 27.4 acres
- 2b-1d: Minimum amount of land devoted to landscaped open space, within Gross Project Land Area: 31.6 acres

	Acres	Percentages of total
Overall Site	76.2	
Buildings	17.2	22.6%
Parking, drives & Walks	27.4	36.0%
Open Space	31.6	41.5%

- 2b-1e: Maximum proposed dwelling unit density: Gross density will not exceed 20 units/acre
- 2b-1f: Proposed number of buildings: Up to 300
- 2b-1g: Maximum number of dwelling units per building: Up to 75
- 2b-1h: Bedrooms per unit (# Bedrooms/# Units):
 The overall site will include as many as 950 units. Bedroom mix is to be determined but will include a mix of 1BR, 2BR, 3BR, 4BR and 5BR units.
- 2b-1i: Parking spaces provided and ratio per unit:
 950 Parking Spaces (Includes on and off street parking)
 Combined Ratio: 1:1
 Note: Total parking counts depends on unit mix and type.

**EXHIBIT B
EXISTING CONTEXT PHOTOS**



Context – Typical Neighborhood Street



Context – Typical Housing



Context – Typical Alley



Typical Housing and Layout



Typical Housing



Typical Street with Retail across W. Silver Spring Dr.



Frontage Road along W. Silver Spring Dr.



Typical Surface Lot



Silver Spring Neighborhood Center / Browning Elementary



Lincoln Creek

EXHIBIT C
MASTER PLAN SITE ILLUSTRATION

