

1660-1668 N. Water Street & 1659-1685 N. Jackson Street
Detailed Planned Development
Project Description & Owner's Statement of Intent
File No. 190161

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Purpose:

Ogden Multifamily Partners, LLC requests that the zoning for the properties located at 1660-1668 N. Water Street and 1659-1685 N. Jackson Street be amended from Local Business (LB2) and Redevelopment Zoning (RED-Park East) to a Detailed Planned Development (DPD) in accordance with this submittal, allowing all uses currently permitted under LB2 for the existing building, until such time construction commences. This statement, together with the accompanying project description, drawings, and other related materials, constitutes the Detailed Planned Development.

I. Project Overview:

Ogden Multifamily Partners, LLC plans to develop the property into a mixed-use building consisting of 76 residential rental apartments, with 52 underground parking spaces and 24 at-grade interior parking spaces. The building will have a “triangular-shaped” footprint, closely matching the shape of the combined parcels’ buildable area, constructed along N. Jackson Street and N. Water Street.

A. Developers and Partners:

Ogden Multifamily Partners, LLC (“OMP”) will be the developer of the Project. OMP’s three Principals, Peter Ogden, Jon Ross, and Jason Pietsch, possess a combined 70+ years of real estate development, ownership, management, and related experience, recently completed Keystone on Brady (2017) and Nine10 at Land Place (2019) in the area, and are currently developing Element 84 which is a 203-unit Class A apartment project in West Allis, WI. Another project, Sutter Creek, is a 171-unit multi-phase apartment project located in Brookfield, WI and was completed in 2015. OMP’s goal is to develop high-quality apartment projects that enhance the communities in which they are located.

Ogden & Company, Inc. (“Ogden”) will professionally manage the property. Ogden is a full-service real estate company, with the largest property management operation in Wisconsin, residential and commercial brokerage services, and development expertise. Ogden currently manages in excess of 9,000 residential and commercial units.

B. The Property:

The project consists of five parcels: 1660, 1664, and 1668 N. Water and 1659 & 1673-85 N. Jackson. The site totals to approximately 0.64 acres and approximately 27,950SF. The 1659 N. Jackson parcel is currently zoned LB2, and consists of a two-story, mostly vacant commercial building with one occupied residential apartment on the second floor. The 1673-85 N. Jackson parcel and the three Water Street parcels (1660, 1664, & 1668) are currently zoned RED, and as of March 29, 2019 those parcels had multiple billboards in use and operated by the previous owner (Clear Channel). In mid-March of 2019, Clear Channel was given written notice to remove those billboards, per Ogden’s written agreement with them, and at that time Clear Channel acknowledged the notice and stated that they would make plans to have the signs removed within 30 days.

C. The Residents:

The Project will target “market rate” residents that are seeking an ideal, convenient urban location, in the heart of all that the North End corridor, the Lower East Side, and Brady St. has to offer, including coffee shops, restaurants, bars, specialty grocers, shopping, and just a short walk to the lakefront, river walk, and downtown’s major employers and its commercial and social activity. The Project will attract residents that seek a full-service apartment community with high-end finishes, on-site management, workout facility and community room, on-site bike storage, and other convenient amenities. The residents are expected to be a mix of young executives, service industry professionals, empty nesters, and retirees looking to enjoy an exciting urban lifestyle while at the same time being part of a unique and historic neighborhood.

II. Design Standards:

This project is comprised of a new six-story multi-family building with 76 market rate apartments and 76 interior parking spaces. The partially below grade level (first floor) consists of enclosed parking for residents and is accessed from Jackson Street. The at-grade level along Jackson Street (second floor) consists of residential apartment units, amenity space, and indoor parking. Floors three through six include residential apartment units and associated storage.

Permitted Uses – Residential: Multi-family dwelling, and uses accessory to this use, including but not limited to indoor parking. All permitted uses under LB2 zoning, including Limited Uses that qualify as permitted uses (by meeting the limited use standards) under the Limited Use Standards section of the commercial chapter of the zoning code are allowed within the existing building until such time that development in accordance with this DPD occurs.

A. Density:

The project will have up to 76 residential apartment units, equating to 368 SF of lot area per dwelling unit.

B. Open Spaces:

A landscaped open space will be located at the corner of Water Street and Jackson Street, approximately 700sf in size.

C. Parking, Loading and Circulation:

There will be 52 underground enclosed parking spaces for the residential apartment units. In addition, there will be 24 interior parking spaces adjacent to the street level lobby area, for a total of 76 interior spaces. Parking will be accessed from two separate curb cuts along N. Jackson, with the northern-most curb cut serving the lower level parking and the southern-most curb cut serving the upper level parking. This totals to a ratio of 1:1 parking spaces per residential unit. Additionally, it is contemplated that additional surface parking will be provided for the residents, located across the street at Ogden’s east office parking lot.

Trash and recycling for residents will be accessed from inside the building, and removed via the lower level garage door along Jackson, by the applicable trash removal servicer.

Vehicles entering the building can go to assigned spots in the upper or lower level via the applicable garage entry door. A lobby for residents is accessed off of Jackson. The secure lobby features intercom, mailboxes, and two elevators to circulate the building. Bicycle parking will be available for residents per the attached Exhibits. A minimum of 20 long-term, interior bicycle parking spaces will be provided on site. Also, a minimum of 3 short-term, exterior bicycle parking spaces will be provided on site at the building entry along Jackson Street. This equates to 1 bicycle parking space for every 4 residential units and 1 visitor bicycle parking space for every 30 residential units. Placement and type of the bicycle racks will follow provisions set forth in 295-404 of the zoning code.

D. Lighting:

All exterior lighting on the site will conform to regulations application in s. 295-409 of the Milwaukee Zoning Code, and Milwaukee Code of Ordinances with regard to lighting levels.

E. Signs & Signage:

Planned signage consists of the following:

- Construction and temp signage/marketing signage at the Jackson & Water intersection. This temporary construction and temporary marketing signage shall be in accordance with s. 295-407-3 of the Milwaukee Zoning Code. The construction fence may be wrapped in graphics.
- The project's address will be peg-mounted and back-lit on the exterior inset near the second story garage section door along Jackson Street, qualifying as Type "A" signage under LB2 zoning. Estimated square footage is approximately 40sf (8'0"x5'0"). Material to be determined.
- In addition, the project's name will be cast into the precast concrete base at the NW corner of the West elevation, qualifying as Type "B" signage under LB2 zoning. Estimated square footage is approximately 36sf (6'0"x6'0"). Lastly, the project's name will also be stenciled onto the storefront glazing system at the building entrance on Jackson Street, also qualifying as Type "B" signage under LB2 zoning. Estimated square footage is approximately 16sf (4'0"x4'0").

Final signage is to be approved by DCD staff, and may differ from what is described above.

F. Building Materials:

As noted on the Exhibits, the building will have a textured precast panel concrete base with storefront glazing system at building entry, and terra cotta body with metal panel clad bays (see Exterior Elevations and Materials page). Perforated, sheet metal panels will be located along the Water Street elevations at the base of the extruded "fingers" as noted on the West Elevation in the Exhibit. These perforated panels will be backlit with LED lights to illuminate the building base and landscape terraces. Balconies will be aluminum frames with either powder coated or stainless steel mesh in-fill as described in Exhibit detail. Overhead doors along Jackson Street will be translucent glass in metal frames.

G. Landscaping:

Landscaping will consist of planter beds along the building base on Water Street. In addition, ornamental shrubbery and shade trees will be located along Water and Jackson Streets. All landscape walls will be poured in place concrete. Dry-stack block or other types of wall will not be used. See landscaping Exhibit.

H. Garbage and Recycling:

Recycling and garbage for the building residents is located inside the entry level parking garage, at the center of the proposed building, and will be accessed from Jackson Street.

I. Setbacks and Space Between Structures:

There will be between a +/-1'-2" and 23'-2" setback from the Water Street property line. There also will be between a +/-3'2" and 4'2" setback along south interior property lines. Lastly, the building setback along Jackson Street will be between +/-4" and 16'.

III. Statistical Information:

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| Gross Land Area: | 27,950 SF, 0.64 acres |
| Maximum amount of land covered by principal buildings (approx.): | 19,865 SF, 71% of total site |
| Maximum amount of land devoted to parking, drives, and Parking structures (approx.) | 19,865 SF below grade (71% of total site), 7,133 SF interior at-grade (25.5% of total site) |
| Maximum amount of land devoted to landscaped open space (approx.) | +/-7,300 SF (26% of total site) |
| Density ratio: | 368 SF of lot area per residential unit |
| Number of Buildings: | 1 |
| Number of Floors: | Six stories; +/-63' average height along Jackson Street, and +/-78' average along Water Street, overall +/-65' above grade plane to parapet. |
| Maximum number of dwelling units per building: | 76 |
| Bedrooms per unit (approx.): | Studio units = 8 1-br units = 63 2-br units = 5 Total BR's = 81 BR's per unit = 1.065 |
| Parking: | 52 Underground 24 interior, at-grade 76 total spaces |

Parking ratio per unit:

1:1

Commercial Space:

None

Time limit on zoning:

Per s. 295-907-2-c-11 of the zoning code, for new and amended DPD's, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD. The zoning of the property shall be changed to General Planned Development (GPD) at that time, unless the criteria identified in 295-907-2-c-11-z and -b are met. The time period specified above may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.