

DETAILED PLAN DEVELOPMENT

File No. 050580

PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT

October 24, 2005

(Revised November 18, 2005)

I. COMPONENTS OF DETAILED PLAN AND SUPPORTING MATERIALS

Renaissant Development Group, LLC requests that the zoning be amended from a Multi-Family Residential (RM7) district to a Detailed Plan Development (DPD), on land located on the Northeast Corner of North Prospect Avenue and East Lafayette Place, in the 3rd Aldermanic District, in accordance with this submission.

This Owner's Statement of Intent, together with the accompanying plan sheets and related materials, identified below, constitute and supports the detailed development plan:

Plan Sheets

Sheet Index

- DPD-1 Cover Sheet, Vicinity Map, Project Team and Sheet Index
- DPD-2 Boundary/Site Survey (Existing)
- DPD-3 Proposed Project Boundary Description
- DPD-4 Proposed Building and Parking Site Plan
- DPD-5 Proposed Site Façade Standards
- DPD-6 Proposed Site Plan
- DPD-7 Proposed Utility Plan
- DPD-8 Proposed Grading Plan
- DPD-9 Proposed Landscape Plan
- DPD-10 Proposed Prospect Avenue Elevation
- DPD-11 Proposed Lafayette Place Elevation
- DPD-12 Proposed Northeast Elevation
- DPD-13 Proposed East Elevation
- DPD-14 3D Perspective from Prospect and Lafayette
- DPD-15 3D Perspective from Lafayette and Summit
- DPD-16 Proposed Commercial Signage
- DPD-17 Proposed Temporary Marketing Signage

Exhibit A Statistical Sheet

Exhibit B Site Photographs

II. OVERALL DEVELOPMENT CONCEPT

1. Existing Conditions

The parcel is 46,810 sq. ft. (1.07 Acres) and incorporates 2000, 2026 and 2038 North Prospect Avenue. Currently, it is devoid of building structures.

2. Proposed Buildings

The proposed project will be two 20-story towers in two phases. Tower One (phase one), located in the southern portion of the site, with a lobby entrance on Lafayette, has 162 dwelling units (including 9 ground floor 2 story townhouse style units). Tower Two (phase two) located in the Northern portion of the site, with a lobby entrance on Prospect, has 151 dwelling units with one 1,400 square foot commercial space with street frontage on Prospect. The two towers will share a parking garage, with an entrance/exit on Prospect Avenue, of 446 parking spaces located four levels below ground and two above—parking ratio shall be 1.43 spaces/dwelling unit. The project will include dwelling units ranging from approximately 650sf. to 1570sf. Units will range from 1 bedroom 1 bath units to 3 bedroom 2.5 bath units. The 1 bedroom units to the small 2 bedroom units would represent approximately 60% of the units with the remaining 40% being the 2 bedroom and 3 bedroom units. The exact unit mix and unit sizes may change as further market studies and design is completed. All units will have a balcony, private terrace or garden. Building amenities will include an exercise room, association community room, secure bike storage and a common landscaped roof deck.

3. Exterior

The two towers are identical except for their base, which addresses the street on different sides. The towers are aligned against the Milwaukee County Parkland and are spaced sixty feet apart. At the third floor there is a landscape roof deck on the shared space between the towers. At this level on Tower One, an extension of units along Lafayette Place above the lofts below look out onto the landscape deck. A brick and metal trellis along Prospect Avenue opens up a view corridor while providing a physical connection to surrounding buildings as well as landscaping from the street.

Materials will be brick, glass and aluminum.

4. Approved Uses:

Sheet DPD-4 shows the proposed building within the site, as well as circulation facilities and open space. Following are the potential uses, square footages, and maximum heights for each of the zones, as applicable:

A. Residential and Parking Facilities -- Uses within this area may include residential condominium units, general retail establishment, at ground level, and Parking

Structure, as an accessory use. Maximum gross square footage will be 600,700 square feet, with a maximum height of 20 stories and a mechanical penthouse.

B. Circulation Facilities -- Uses may include driveways and pedestrian facilities, as further defined in III.G.

C. Open Space -- Uses may include landscape areas, and pedestrian facilities, as further defined in III.F.

III. COMPLIANCE WITH STANDARDS

The proposed DPD development rezoning complies with, or varies from, the standards prescribed by Section 295-907 of the Milwaukee Code of Ordinances in the following respects:

A. Size (295-907.2.c-1-a.)

The area subject to the DPD is approximately 70,718 square feet (1.623 acres).

B. Density (295-907.3.c.)

313 total dwelling units are proposed.

C. Space Between Structures (295-907.3.d.)

Not applicable.

D. Setbacks (295-907.3.e.)

Proposed standards for façade and landscaping treatments for street edges within the site are defined below for each façade treatment. Refer to Sheet DPD-5 for the location of the treatments.

Principal Façade is defined as the public façade designed in accordance with the City of Milwaukee Urban Design Guidelines. The Principal Façade area will have setbacks from the property line of a minimum of zero feet to a maximum of 15 feet. The Principal Façade areas will have pedestrian and vehicular entrances designed for the public, as well as for deliveries. Principal façades will have a range of glazing from 30% to 90%. The Principal Façade will have landscaping and streetscape treatments designed to enhance the pedestrian experience.

Secondary Façade is defined as the area screened from significant public contact at ground level, but exposed at upper levels. The Secondary Façade area will have setbacks from the property line of a minimum of zero feet to a maximum of 30 feet. The Secondary Façade area will face the adjacent parkway area.

E. Screening (295-907.3.f.)

Urban Landscape Treatment will be used as a landscape buffer along all streets. New landscaping shall conform to City of Milwaukee requirements. Screening of circulation facilities will be Type "B" landscaping (standard hard urban edge landscaping), and Type "C" Landscaping (modified hard urban edge landscaping) conforming to Section 295-405.1, b-I through -3. Facilities such as mechanical equipment or enclosures, will be screened per Section 295.405.1.b-7, Type "G" Landscaping (object screening), wherever these facilities are visible to the public. Fencing and walls shall be in accordance with Table 295-405.1-c, Fence/Wall and Landscaping Requirements for Landscape Types, and Section 295-405.1.c-5.

F. Open Spaces (295-907.3.g.)

Open spaces are shown on Sheet DPD-4. Open spaces may include facilities for pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing; information features such as signs or kiosks; lighting, shielded so as to not cause glare on adjoining streets and residences; and decorative enhancements, such as flagpoles, artwork, or water features. Landscaping and screening in open spaces will be maintained so as not to create a nuisance or hazardous condition.

G. Circulation Facilities (295-907.3.h.)

Vehicular access and egress, as well as loading facilities, will be from Prospect Avenue and is identified on Sheet DPD-4. Adequate access for pedestrians and private vehicles shall be provided.

H. Landscaping (295-907.3.i.)

Site landscaping standards will conform to Section 295-405, Milwaukee Code of Ordinances; and will be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). Circulation facilities will be landscaped and screened in conformance with III.E above. Open spaces will include the uses and related landscape standards as specified in III.F, above. Landscaping shall meet or exceed the requirements of Section 295-405.1.c, for planting materials, fencing and walls, and berms. Landscape features may encroach into the public right-of-way, with City approval, in accordance with Section 295-405.1.C-8.

I. Lighting (295-907.3.j.)

New building lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. All exterior lighting shall be shielded so as not to cause glare on adjoining streets and residences.

J. Utilities (295-907.3.k.)

All new utility lines will be installed underground. New transformers and substations will be installed within buildings or otherwise screened from view.

K. Signs (295-907.3.l.)

Signage will be developed in accordance with the specific requirements of Section 295-605-5, Milwaukee Code or Ordinances, and other requirements of the City of Milwaukee Ordinances.

Signs will be designed and installed per the signage program shown on Sheet DPD-16. The signage program includes temporary marketing signage prior to (shown on sheet DPD-17) and during construction, directional signs, identification signs, informational signs, and canopy-mounted signs.

L. Survey (295-907)

The Boundary/Site Survey, Sheet DPD-2 shows topography at 1-foot intervals.

IV. MINOR MODIFICATIONS

Section 295-907.2.i. of the Milwaukee Code of Ordinances provides that minor modifications to the general and detailed plans may be allowed, provided that such minor modifications do not result in certain changes to the plan relating to its general character, or such things as land coverage of buildings and parking areas. Renaissance Development Group LLC, in generating the plans for the DPD, has attempted to anticipate all factors required to complete the project successfully, and has invested a substantial amount of time and capital in doing so. However, neither Renaissance Development Group LLC, nor the City of Milwaukee can predict how the plans set forth herein may unfold in their implementation. In recognition of this fact, and acknowledging the need to maintain flexibility of plans to be modified for particular circumstances, Renaissance Development Group LLC will retain the right to make minor modifications to the DPD at any time. However, in no event, will any modifications undertaken by Renaissance Development Group LLC cause any of those effects sets forth in Section 295-907.2.i-1 through 7, without submittal of a revised DPD plan.

Minor improvements of the site may be allowed without submittal and approval of a general plan if sufficient detail is shown on the approved DPD.

V. "Statistical Sheet" Information

Section 295-907.2.c-1 of the Milwaukee Code of Ordinances provides that this Owner's DPD Project Description contain a statistical sheet setting forth specific

information on the project. The pertinent information required under this Section is set forth on the Statistical Sheet attached hereto as Exhibit A.

EXHIBIT A
DETAILED PLAN DEVELOPMENT STATISTICAL SHEET
RENAISSANT DEVELOPMENT GROUP, LLC
PARK LAFAYETTE

2.b-1-a	Gross Land Area	<u>46,810</u> sf <u>1.07</u> ac	ac
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings	<u>38,000</u> sf <u>0.87</u> ac <u>82</u> Percent of total	
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures	<u>1,750</u> sf <u>0.04</u> ac <u>4</u> Percent of total	
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Green Space	<u>6,000</u> sf <u>0.14</u> ac <u>13</u> Percent of total	
2.b-1-e	Total Area Devoted to Non-Residential Uses	<u>6,000</u> sf <u>0.14</u> ac <u>13</u> Percent of total	
2.b-1-f	Proposed Number of Buildings	<u>One</u>	
2.b-1-i	Parking Spaces Provided	0 Surface 446 Structured 446 Total 1.4 Number of cars per 1,000 condominium saleable square ft.	

Park Lafayette

Corner of Lafayette place and Prospect Avenue

Meeting the principles of urban design of the city of Milwaukee

The project Park Lafayette attempts to enrich the architectural heritage and people friendly environment of the city of Milwaukee on all the key principles.

Neighborhood compatibility:

From a lakefront viewpoint Park Lafayette forms a northern anchor to the existing high-rise skyline along the lakefront. The project does not scream its presence but modestly completes the skyline with an appropriate height.

From a pedestrian point of view the project is made of multiple pieces, textures and scales. These devices create a human scale to the project avoiding a large hulk. For example, the project is divided into two towers plus a townhouse component. The use of glass, brick and stone again divides these components and adds to the textural quality. Balconies that are inserted into the volume and not applied to surface of the towers further add to the human scale of the project. The variety of building types (court-yard, block, and single family) and building heights of the surrounding neighborhood is thus reflected in the design. A neighborhood and project with a human scale rather than a monumental scale.

The project also links to the surrounding uses. Other than the obvious residential character of the project a gesture is made to the existing small scale commercial on Windsor and Prospect by proposing also a small-scale commercial component at the project's northern edge. A pedestrian and bike access to the County park will be provided to the residents of the project making the lakefront and bike path more accessible.

Pedestrian friendly design:

The project defines street edges with only active uses and for the entire height of the building. Commercial, residential units, private gardens and Tower lobbies form the street perimeter. The garage is found behind these active uses or buried underground. The towers touch the ground rather than being set on top of a box for the garage, thus establishing their identity at ground level. The towers are separated by a significant distance and offset from each other allowing for not only light and air but allowing the townhouses to establish their presence. Even the roof top garden adds to pedestrian friendly nature of the project. Providing a trellis along Prospect connecting the 3rd story Lafayette & Prospect corner unit to the northern tower creating a loggia maintains a 3rd story cornice line but opens the landscaped deck to the street. This is a gesture which is similar in nature to the courtyard buildings across the street.

Land use diversity:

With the addition of the local scale commercial as mentioned above and locating it in an appropriate place on the site the project matches the neighborhoods diversity and enriches it.

Transportation Diversity:

The project provides garage access only along Prospect at the Windsor intersection, thus avoiding any congestion along Lafayette and creating a minimal impact on the neighborhoods vehicle circulation. Secure bicycle storage will be provided for residents and guests of each tower in addition to the access to the County bike path as mentioned above. By its own nature the project's density near the city center encourages the use of public transportation and provides the best solution to avoiding urban sprawl.