

Exhibit A
File No. 191357
General Planned Development
Properties in the block bounded by West Wisconsin Avenue, North 27th Street,
West Michigan Street and North 28th Street
December 20, 2019

**GENERAL PLANNED DEVELOPMENT OF THE TRAVIS BLOCK
DESCRIPTION AND INTENT**

I. Components of General Plan and Supporting Materials

Near West Side Partners, Inc. (NWSP) requests that the zoning of the Travis Block property, consisting of the 17 parcels on the southwest corner of West Wisconsin Avenue and North 27th Street, be amended from Local Business District (LB2) and Residential District (RT-4) to a General Planned Development (GPD) in accordance with this submission. NWSP intends to sell the site to a development partner, ideally the State of Wisconsin, Department of Administration for the new Milwaukee State Office Building. However, NWSP reserves the right to pursue alternate suitable partners for redevelopment of the Site if the site is not selected for the State Office Building.

This GPD proposes that the existing structures and parking lots be demolished and replaced with a commercial office development consisting of government offices, general office space, parking structure and accessory parking, green space, and public art.

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

- Plan Sheets (sheet index)
 - GPD.1 Cover Sheet / Vicinity Map / Precinct Plan
 - GPD.2 ALTA / NSPS Land Title Survey
 - GPD.3 CSM and Proposed Boundary Legal Description
 - GPD.4 Existing Buildings and Site Plan (To Be Demolished)
 - GPD.5 Alley Vacation
 - GPD.6a Proposed Schematic Site Plan (Option A)
 - GPD.6b Proposed Schematic Site Plan (Option B)
 - GPD.6c Proposed Schematic Site Plan (Option C)

- Exhibit list
 - Exhibit A Statistical Sheet
 - Exhibit B Site Photographs
 - Exhibit C Current Zoning Map
 - Exhibit D Proposed Zoning Map
 - Exhibit E Location Relative to Historic Districts

II. Overall Development Concept

Existing Conditions

The Travis Block is located in the 4th Aldermanic District, on the southwest corner of West Wisconsin Avenue and North 27th Street in Milwaukee's Near West Side, between W Wisconsin Ave to the north and W Michigan St to the south, and between N 27th St to the east and N 28th St to the west. This block consists of 17 parcels and two public alleys, which will be vacated (File No. 171504). These parcels will be combined through a Certified Survey Map to create a single parcel (the 'Site') comprising approximately 2.5 acres of land. Eight vacant structures currently occupy the Site. Prior to vacancy, the block was a mix of commercial and residential uses. Collectively, these parcels are the lands proposed for rezoning.

The parcel and building to the east of the Site is occupied by State of Wisconsin, Department of Children and Families, the neighborhood to the south and west is a mixture of single-family, duplex, and multi-family residences, with some commercial properties along North 27th Street. North of the Site is a former school building slated for commercial redevelopment. The Site was acquired by NSWSP over the course of 3 years for the purposes of redevelopment.

As the current owner of the Site, NSWSP is working to ensure that the land is developed and used in a manner that supports the vision and serves the residents and stakeholders of the Near West Side and the City of Milwaukee, complies with standards of Milwaukee Code of Ordinances 295-207, and aligns with the vision outlined in the Near West Side Comprehensive Plan (2004) and the North 27th Street Corridor Strategy (2018), which highlight this site as an integral piece in the redevelopment of the SoHi (South of Highland Blvd) district.

Eight structures exist on the Site, of which five are commercial structures, two are duplexes, and one is a single-family residence. All structures are vacant, and all have fallen into an advanced state of disrepair. These structures do not fall within a local or national historic district and do not demonstrate any significant architectural character as it relates to National Park Service publication *'The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, & Reconstructing Historic Buildings'*, and will therefore be demolished or deconstructed to allow for complete redevelopment on the site.

The Site will be maintained in good order until the time such development commences.

General Intent

The General Planned Development approach for zoning of the Site allows for redevelopment plans that:

- Maximize economic development opportunities that strengthen and revitalize the neighborhood per the community developed ideas of the 2016 Design Charette; These ideas include clearing the site to allow for new construction, clearly identifying the site and intersection, and attracting a major employer.

- Provides immediate site-stability and encourages redevelopment of adjacent sites; and
- Prepares for future redevelopment of the Site in a manner which enhances its appearance and value to the neighborhood in the near term.

Detailed information regarding the redevelopment of the Site will be contained in a Detailed Planned Development District application to be filed at a future date.

Design Guidelines

The design goals for the redevelopment of the Site are to create a cohesive and inviting sense of place that is compatible with the character of the neighborhood, while providing pedestrian-friendly environments which support a diversity of transportation options.

All buildings and structures will present high quality (well detailed and articulated) principal facades and entrances. Entry points will be identifiable, engaging, and welcoming. Façade elements will be extended to define public spaces such as entry courts. Windows at the ground floor level shall cover a minimum of 60% of the principal façade to maintain a street-friendly appearance. Windows will be placed for surveillance of pathways and parking lots to enhance pedestrian safety. The City of Milwaukee Strong Neighborhoods Plan Commercial Design Guidelines should also be referenced. Parking structures will adhere to the City of Milwaukee Design Guidelines for Structured Parking.

Site Design and Building Placement Standards:

- The primary building facades will be well articulated, and the footprints should be located within a range from the property line to a maximum 20' setback. A varied approach to the street allows for public street-level activation at the important corner of West Wisconsin Avenue and North 27th Street.
- The building shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance of the building, which will be a minimum of 6 feet in width and paved with non-asphalt materials.
- The Site shall be designed in a manner that provides direct, continuous, safe and accessible pedestrian walkways between public sidewalks, public transportation, and building entrances.
- Best attempts will be made to keep street-activating uses along the street level area. These uses include, but are not limited to, reception areas, waiting rooms, lobbies, teller areas, frequently used meeting rooms, break rooms, cafeterias and other similar areas.

Building Design Standards:

- Minimum building height for main or primary building(s) is approximately 60 feet, measured to the top of the parapet. A parking structure is not considered a primary building and does not need to meet the minimum height requirements.
- The primary building shall face the public streets, having main entrances and windows along the front building facade. Blank walls and lack of doors are not permitted.
- Building facades adjacent to public streets shall be modulated with a combination of two or more of the following: articulated bays, windows, openings, depth in facade, awnings,

varying color, texture, coordinated landscaping, and/or architectural detailing. Facade elements shall be extended to define public spaces such as entry courts.

- The parking structure design will have balanced vertical and horizontal proportions. The façade will utilize smaller, layered and/or detailed elements to assist in creating a human scale quality. The parking structure façade proportions will be visually broken down into clear vertical bays to help create the vertical proportions. If possible, sloping floors will occur on the internal part of the site.

Facade Materials:

- High-quality building materials, such as masonry, metal, glass and stone should be utilized. The restricted building wall materials section of the commercial subchapter of the zoning code (295-605-2-i-6) will be followed. Additionally, exterior finish systems shall not exceed 20% of the exterior wall area and shall not be used on the base of the building (from the ground to the first 6 feet). Vinyl siding is prohibited.
- Façade materials for parking structures shall be of similar character. Parking structures should avoid the extremes of large solid wall areas or stretches of unscreened/open areas which lack a façade. Materials on the structure's exterior, including metal screening panels, will be articulated to provide interest and add depth to the façade. Stair and elevator towers shall be glazed to provide visual interest on all street facing facades but should not occupy prominent corners, namely North 27th Street & West Wisconsin Avenue and North 27th Street & West Michigan Street. Mechanical equipment will be screened from view.

Special Features at North 27th Street & West Wisconsin Avenue:

- The building shall be designed in a manner that activates and provides public space at the corner of North 27th Street and West Wisconsin Avenue.

Glazing along North 27th Street & West Wisconsin Avenue:

- Minimum glazed area, public street frontage: 60%
- Minimum glazing zone height: 6 feet
- Maximum height of glazing zone sill: 2' 6"
- Glazing quality visible transmittance: ≥ 0.65
- Glazing alternatives available, see 295-605 Design Standards in the Milwaukee Code of Ordinances.

Approved Uses

The following are potential uses acceptable for the redevelopment of the Site:

- Office uses: government office, general office
- Commercial-retail uses which support general office uses: general retail establishment, restaurant
- Community-serving uses: community center, health club, library, green space
- Accessory parking structure
- Surface parking
- Accessory uses to the principal use

Land Use Plan for the Near West Side

The proposed development sits at the intersection of two important commercial corridors, W Wisconsin Avenue and N 27th Street and also is the joining point for the Merrill Park, Concordia, and Avenues West neighborhoods in Milwaukee's Near West Side. The proposed redevelopment project aligns with the goals regarding this larger district as defined by the Near West Side Comprehensive Plan (the 'Plan') adopted by the Common Council in 2004 and the North 27th Street Corridor Strategy adopted as an amendment to the Plan in 2018. This 2018 amendment identifies the Site as a Priority Redevelopment Site.

The Plan recommends *“Revitaliz[ing] the mostly vacant and underutilized southwest block of North 27th and Wisconsin Avenue by acquiring and razing blighted and condemned properties and using land assemblage to attract new office or mixed use developments at this key and visible intersection.”*

This proposed GPD is consistent with the recommendations set forth for the redevelopment of the Site and will further advance the goals of the Near West Side Comprehensive Plan. Specifically, this General Planned Development proposal meets the Comprehensive Plan goals to *‘Strengthen and improve the existing neighborhood fabric’, ‘Enhance the marketability of commercial nodes to promote economic stability’, ‘Increase sense of security throughout the Near West Side’, and ‘Enhance public destinations and gathering places for residents and visitors’.*

III. Compliance with Standards

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

- Application Requirements
295-907.2.b-1-a through b-1-i : See Exhibit A
295-907.2.b-2 through b-11 : See Attachments
- Uses
295-907.3.a : See ‘Approved Uses’ above.
- Design Standards
295-907.3.b : See ‘Design Guidelines’ above.
- Density
295-907.3.c. : Not applicable.
- Space between structures
295-907.3.d. : The location of structures in the GPD shall comply with the applicable provisions of the most current adopted version of the International Building Code,

sections 602 and 702.1 as amended by SPS 362.0202(2)(e) and SPS362.0702, Wisconsin Administrative Code.

- Setbacks

295-907.3.e : Proposed standards for façade and landscaping treatments have been established for street edges within the development. The setbacks are defined below for each façade treatment.

Principal Façade is defined as the public façade designed in accordance with the City of Milwaukee Urban Design Guidelines. The Principal Façade areas will be associated with the main buildings.

The Principal Façade areas will have pedestrian entrances designed for the public. The Principal Façade areas will have landscaping and streetscape treatments designed to enhance the pedestrian experience. This could include decorative pavements, special lighting, street trees, planting beds, benches, directional signage, and cultural related features on the building façade and within the pavement.

Secondary Façade is defined as the area not generally exposed to significant public contact. Secondary Façade areas will be associated with the back of the building areas, utilities, and materials management facilities, facing the interiors of the project site. Pedestrian and vehicular access points may be used by the public as well as for deliveries.

- Screening

295-907.3.f : Screening of any adjacent residential uses shall consist of decorative walls, fences, berms, hedges, shrubs, tress, or combination thereof as appropriate to the surrounding neighborhood. All screening will be in accordance with Milwaukee Code of Ordinances 295.405. See 'Landscaping' below for more information.

- Open Spaces

295-907.3.g : Schematic open spaces are shown on Sheet GPD-6. Open spaces may include facilities for storm water management, 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.

- Circulation Facilities

295-907.3.h : The general intended location of circulation facilities, including pedestrian and vehicle access, as well as drop-off and loading facilities are identified on Sheet GPD-5. Adequate access for pedestrians and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and will be

adequately screened. Bicycle parking will be provided in accordance with 295-403 unless specifically altered by a future Detailed Plan Development.

- Landscaping
295-907.3.i : Urban Landscape Treatment will be used as a landscape buffer along all streets. New landscaping shall conform to City of Milwaukee Code of Ordinances 295.405 and will be of quality consistent with the American Association of Nurserymen (ANSI 206.1). Screening of surface parking and circulation facilities will be in accordance with The City of Milwaukee Landscape Design Guide for Parking Lots adopted March 2019, including regularly spaced trees and continuous base shrubs, and may include fencing that will create a barrier, but not be a visual screen. Plantings will create a continuous edge of plants, but the eye level zone will be open, to allow for surveillance between parking lots and streets.
- Lighting
295-907.3.j as referred to in 295-409 : New building and site 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, or light escape to nearby residences
- Utilities
295-907.3.k : All utility lines shall be installed underground as appropriate. New transformers and substations will be installed within buildings or will be otherwise screened from view.
- Signs
295-907.3.L through 3.n : Building signage should be integral to the design of the façade, placed in the sign band above the first floor windows or on blank wall areas specifically intended for signage. Signage can be internally illuminated individual letter signs or external illuminated. Signs shall comply with Section 295-407 of the Milwaukee Code of Ordinances. Temporary banner signs for construction and / or temporary signs identifying development should comply with 295-407-a-1.

IV. Minor Changes

The NWSP, in generating the plans for the GPD, has attempted to anticipate all factors required to complete the project successfully through the future rezoning to a Detailed Planned Development (DPD), and has invested a substantial amount of time and capital in doing so. However, neither the NWSP 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, the NWSP will retain the right to make minor changes to the GPD standards at the time that a DPD is reviewed and approved for this site.

V. Statistical Sheet Information

Section 295-907.2.c-1 of the Milwaukee Code of Ordinances provides that this Owner's GPD 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
 General Planned Development Statistical Sheet

2.b-1-a	Gross Land Area	108,900 sf	2.5 ac	
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings	43,560 sf	1.00 ac	40.0% of total
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives	43,560 sf	1.00 ac	40.0 % of total
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Green Space (including walks)	21,780 sf	0.5 ac	20.0 % of total
2.b-1-e	Total Area Devoted to Non-Residential Uses	108,900 sf	2.5 ac	100.0% of total
2.b-1-f	Proposed Number of Buildings	8 Current Existing -8 to be Demolished / Deconstructed 1 New (Minimum)		
2.b-1-g	Dwelling Units Per Building	Not Applicable		
2.b-1-h	Bedrooms Per Unit	Not Applicable		
2.b-1-i	Parking Spaces Provided	0 Surface 700 Structured maximum 700 Total maximum 3.5 # of Cars/1,000 GSF Building Area* *Assumes 200,000 GSF building		

EXHIBIT B
General Plan Development Site Photographs

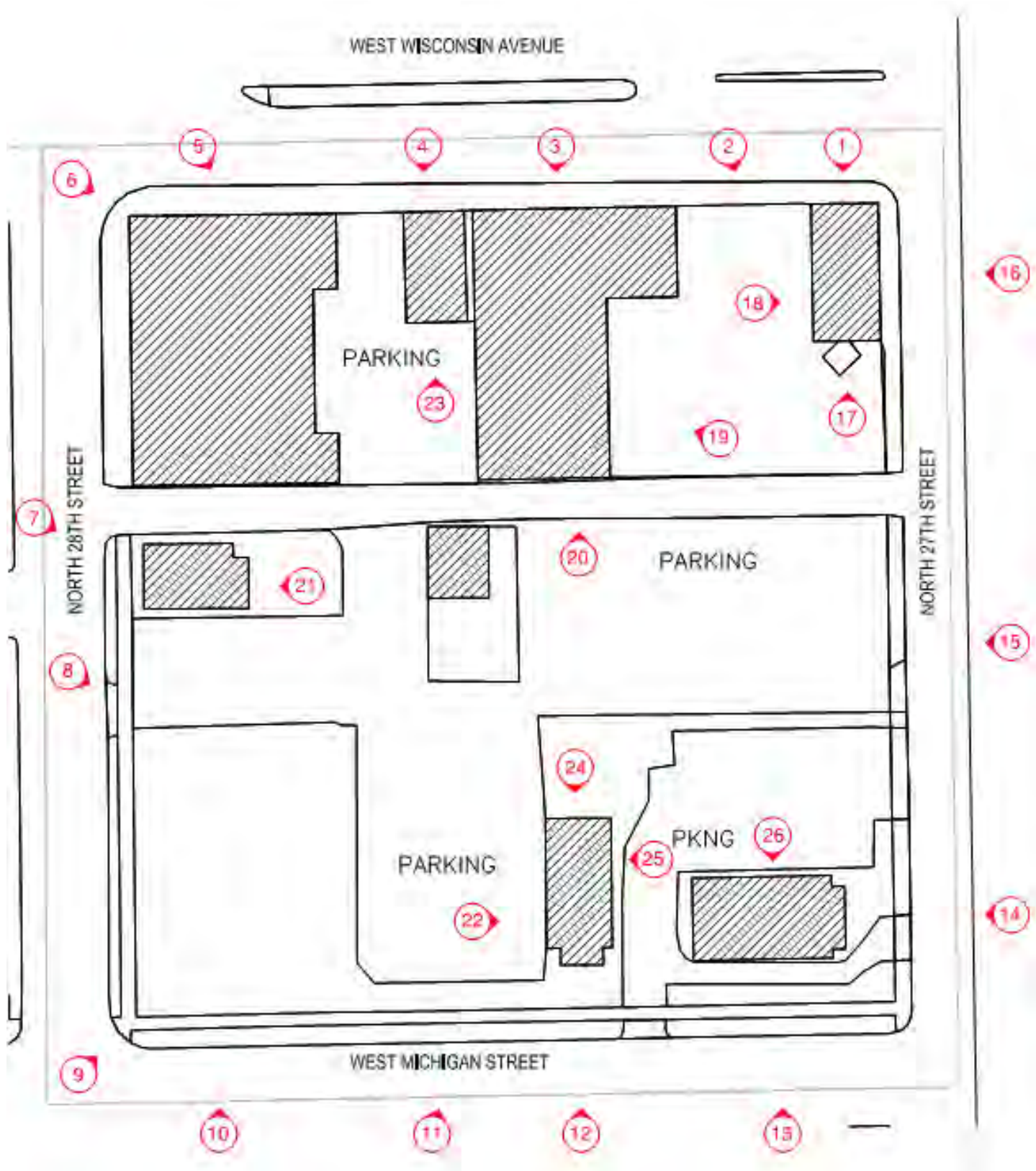


EXHIBIT B
General Plan Development Site Photographs



Photo 1



Photo 2

EXHIBIT B
General Plan Development Site Photographs



Photo 3



Photo 4

EXHIBIT B
General Plan Development Site Photographs



Photo 5



Photo 6

EXHIBIT B
General Plan Development Site Photographs



Photo 7



Photo 8

EXHIBIT B
General Plan Development Site Photographs



Photo 9



Photo 10

EXHIBIT B
General Plan Development Site Photographs



Photo 11



Photo 12

EXHIBIT B
General Plan Development Site Photographs



Photo 13



Photo 14

EXHIBIT B
General Plan Development Site Photographs



Photo 15



Photo 16

EXHIBIT B
General Plan Development Site Photographs



Photo 17



Photo 18

EXHIBIT B
General Plan Development Site Photographs



Photo 19



Photo 20

EXHIBIT B
General Plan Development Site Photographs



Photo 21



Photo 22

EXHIBIT B
General Plan Development Site Photographs



Photo 23



Photo 24



Photo 25

EXHIBIT B
General Plan Development Site Photographs



Photo 26

EXHIBIT C
 General Planned Development Current Zoning Map

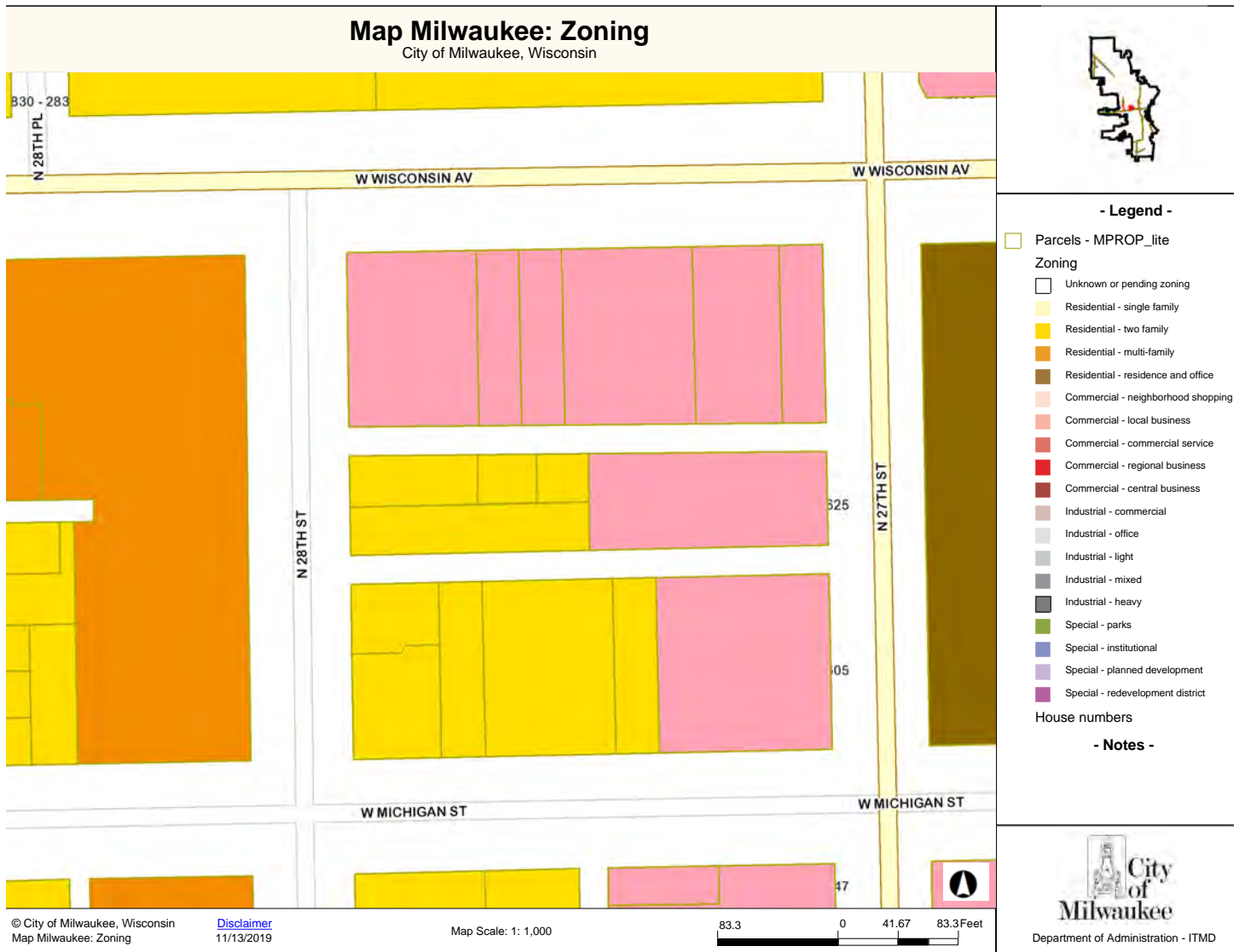
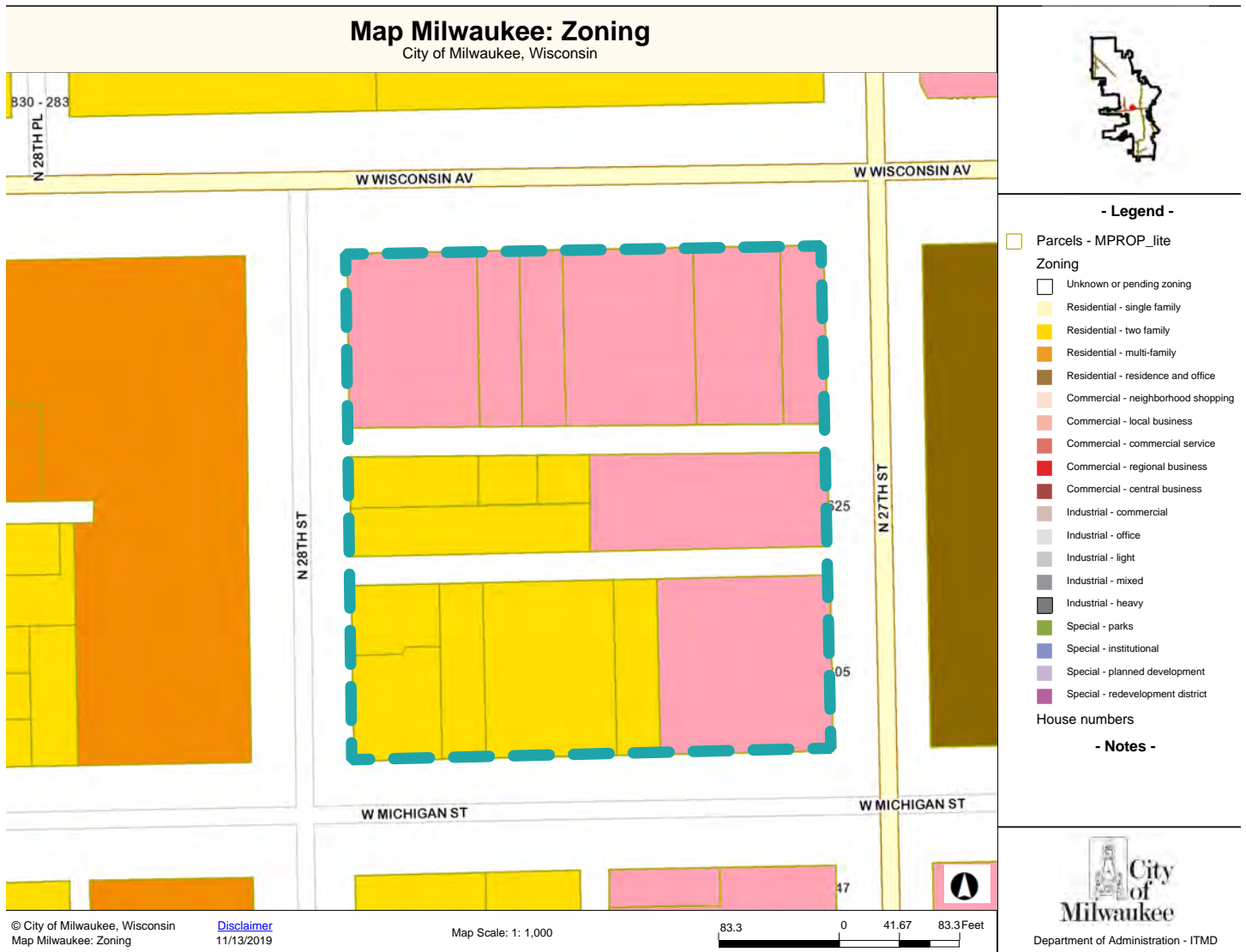


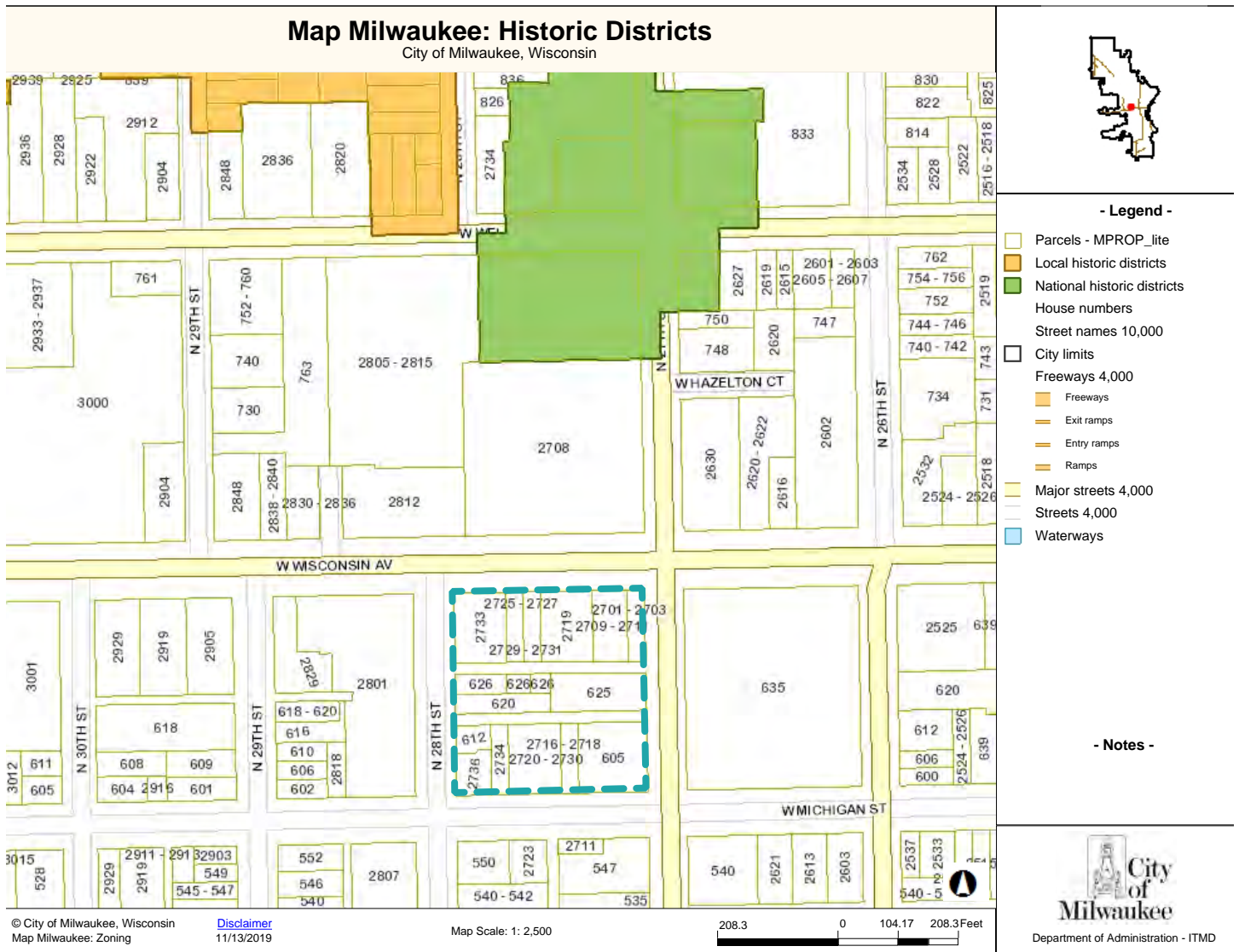
EXHIBIT D
 General Planned Development Proposed Zoning Map



 Site for Proposed PD
 (Planned Development)
 Zoning

EXHIBIT E

General Planned Development Location Relative to Historic Districts



Site Location