

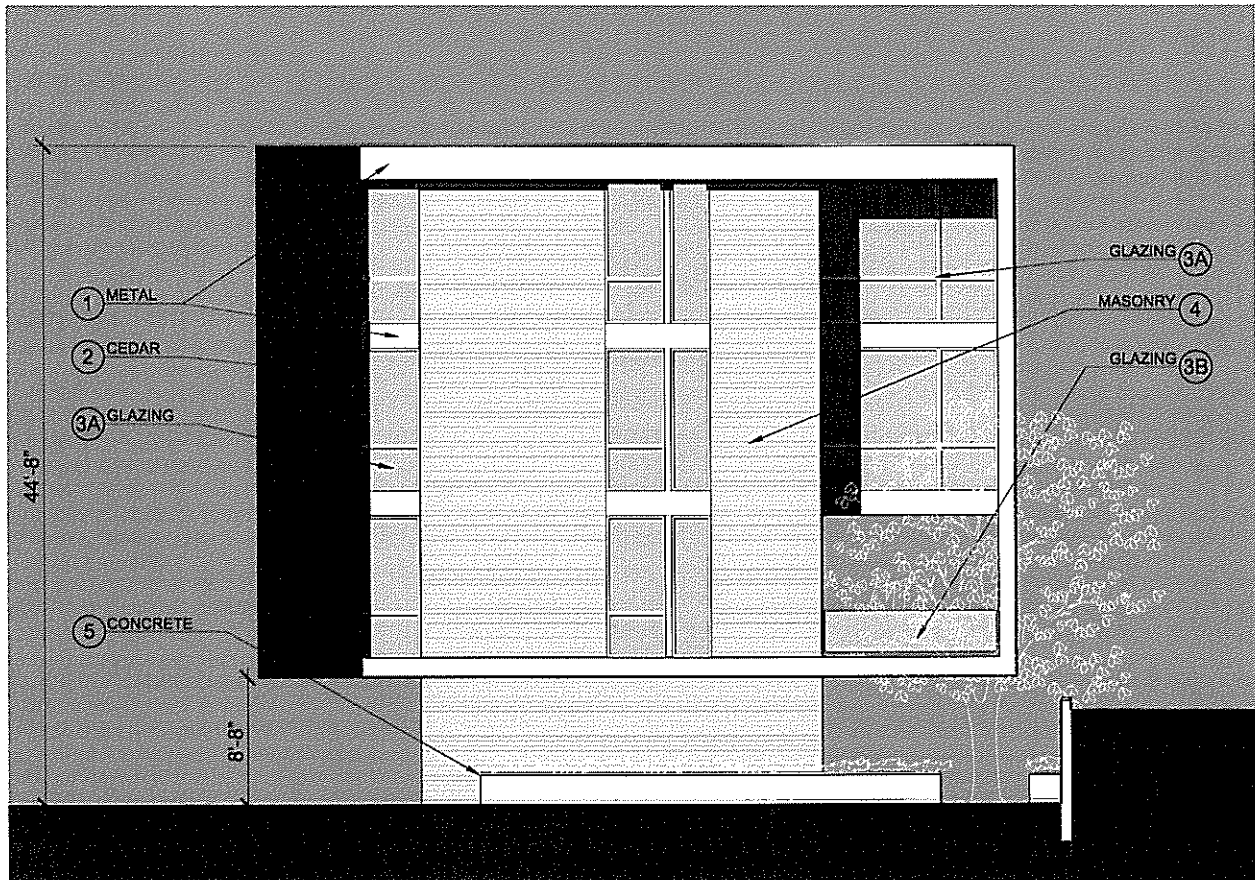
WIRED

VENTURES

Detailed Plan Development Submittal

1528 - 1532 N. Jackson St.

August 24, 2007



Detailed Plan Project Description and Owners' Statement of Intent

This submittal is for a 6-unit infill condominium development to be located on North Jackson St. As is typical of many of Milwaukee's older near-urban neighborhoods, North Jackson St. is marked by a combination of buildings with dynamic historical architectural character and buildings that lack both architectural integrity and functional value. The intent of this development is to cull a functionally obsolete duplex and unused lot and create a dynamic, high-quality, high-value condominium community.

WiRED Ventures is a boutique development firm and is a partnership between Blair Williams and Elan Peltz. Blair Williams has dynamic multifamily development experience, having spent over five years at Mandel Group (developing 450 units) and over two years as founder and president of WiRED Properties. Elan Peltz brings 10+ years of dynamic professional and business experience, and is co-founder of WiRED Ventures.

This development is a collaboration with Studio Dwell, a national award-winning architecture firm from Chicago, Illinois and was founded by Mark Peters, who is the architect of record for this development. Studio Dwell has developed profound expertise in designing small- to mid-scale residential and mixed-use buildings in infill locations. Their awards include a national AIA award along with numerous local and regional design awards.

The WiRED/Jackson project, located at 1528-1532 N. Jackson St., will be a four-story, 6-unit courtyard building; the first of what we intend to be a series of WiRED Ventures/Studio Dwell collaborations in Milwaukee. As Milwaukee's condominium market is increasingly marked by large-scale developments converging in style and amenity, we believe there is a dynamic market for smaller scale, warm, modern design in classic downtown neighborhoods, such as the East Side. We believe this development will set the bar for boutique Milwaukee Modernism.

Our development approach begins with site selection. We selected this location chiefly for its tree-lined natural street beauty, neighborhood character, and dynamic connectivity to

East Pointe, the restaurants and entertainment on Water Street, the emerging Park East Corridor, and historic Brady Street.

Our design approach is driven by several fundamental beliefs:

1. Exterior material selection is nearly as important as architectural form
2. Private outdoor space creates dynamic value
3. Common spaces contribute meaningfully to a sense of community
4. Dedicated parking is required
5. Unit design defines value to the consumer

Our design for this development successfully addresses each of those issues:

1. As shown on the Elevations, the exterior skin elements include extensive glazing, masonry, concrete and a substantial amount of cedar.
2. As shown on the floorplans, each of the six units features substantial outdoor space. The average terrace is nearly 250 square feet, and one of the unit features a private rear courtyard.
3. As indicated on the Landscape Plan, the design features a lush green landscaped courtyard and an inviting connection from the sidewalk to the interior courtyard. One high quality elevator lobby will serve two units per floor.
4. Each two bed-room unit features an attached two-car garage, and each one-bedroom unit enjoys a single stall in a three-car garage.
5. Studio Dwell's unit design is at the top of the market, and their experience in creating finely finished units is without peer in our market. Their kitchen and bathroom designs are particularly effective.

The following page presents a statistical overview of the development:

Developer: WiRED Jackson LLC

Principals: Blair Williams, Elan Peltz

Address: 1818 N. Hubbard Suite 100
Milwaukee, WI 53212

- | | |
|--|-------------------|
| 1) Gross Land Area | 8,561 SF |
| <ul style="list-style-type: none"> • 60 x 127.5 (lot) • ~30 x 34 (rear surface neighbor parking) | |
| 2) Maximum Land Devoted to Building | 3,220 SF |
| <ul style="list-style-type: none"> • Building footprint inclusive of all parking inside the footprint | |
| 3) Land Devoted to Parking, Drives, Parking Structure | 4,521 SF |
| <ul style="list-style-type: none"> • Includes parking inside building footprint, covered parking outside of building footprint, drive, and surface parking per easement for adjacent building | |
| 4) Land Devoted to Landscape Open Space | 2,444 SF |
| 5) Maximum proposed dwelling unit density | 8,990 SF |
| <ul style="list-style-type: none"> • 1,468 Terrace additional | |
| 6) Proposed Number of Buildings: | 1 |
| 7) Maximum Number of dwellings units per building: | 6 |
| 8) Bedrooms Per unit | 1.67 |
| <ul style="list-style-type: none"> • Three 1BR 963-1,311 square feet • Two 2BR plus Den each 1,680 square feet • One 3BR+Loft 2,313 square feet | |
| 9) Parking Spaces Provided: | 1.5 / Unit |
| <ul style="list-style-type: none"> • 9 Garage stalls (1.5 stalls per unit) • 4 surface stalls as required by easement for neighbor to the North | |

Statement of Compliance with 295-907. Planned Development District (PD/DPD).

The proposed development complies with each of the district standards enumerated in s. 295-907.

The DPD is intended to: allow flexibility in land development; promote creativity, variety and environmental sensitivity; and, encourage development compatible with its surroundings and consistent with the city's comprehensive plan. The existing RT4 zoning would not support this development. However, this high quality development is entirely consistent with the ongoing redevelopment of this neighborhood. In addition, this building reflects a dynamic architectural character which will be accretive to the value of its neighborhood while adding to the variety of homes present in the neighborhood.

This development also meets each standard presented in s. 295-907 (3).

Per the requirements of s.295-907, we have included with this submittal the items noted on the checklist, with the following exceptions:

c-3. A plat of survey showing the exterior boundaries, including a legal description of the area of the proposed detailed plan tract. Existing conditions, including buildings, trees of 5 inches in diameter at 4 feet in height, shrub groupings, wetlands and other site features are also to be shown with an indication of whether they are to be retained, removed or altered.

- *Per a conversation with Staff, we have included a copy of a survey for the parcels. However, as the site currently houses a duplex which will be razed in September, 2007, we do not have a survey which reflects the conditions as they will exist immediately prior to construction.*

c-5. A site grading plan indicating existing and proposed topography at 2-foot contour intervals and showing how positive runoff of surface waters will be achieved and the means by which ultimate disposal of the development's surface waters will be accomplished in conformance with ch. 120.

- *Per a conversation with Staff, we have not included this exhibit as the site currently houses a duplex which will be razed. We have included a Utility Plan that indicates storm sewer locations and how we propose to dispose of surface waters to the storm sewer system.*

c-9. Plans showing the location, size and type of any existing and proposed signs. Detailed information about all proposed freestanding and wall signs, including the materials, proposed message and exact dimensions of each sign face, shall be provided.

- *We have not included this exhibit as we have no proposed signs.*