

OWNERS STATEMENT OF INTENT

HFJV, LLC requests that the existing Detailed Planned Development (DPD) for the parcel of land known as Block 16 in the Park East Redevelopment Plan, originally approved by the Common Council on June 15, 2004, bounded by Water Street to the west and north, Market Street to the east, and Knapp Street to the south, be either amended or replaced with a new DPD in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

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PROJECT DESCRIPTION

The development outlined in this plan is based on the vision of the ownership of HFJV, LLC to provide an economic catalyst for growth and revitalization in downtown Milwaukee.

There is a central focus to see the project become a local icon which enriches the Milwaukee Downtown Area, MSOE campus, and riverside development areas. The “Milwaukee Office Building” will help extend the unique character of the Water Street District by incorporating traditional architectural style on a site surrounded by a mix of traditional and modern building types. The master plan incorporates open office spaces and a future phase that would allow for a mixed-use tower.

The development will be located in an area known as Water Street District. The Water Street District follows Water Street from the Brady and Water Street intersection south to Kilbourn Avenue, encompassing the east side of the Milwaukee River up to the MSOE campus at Jefferson Street. On the Block 16 site, the “Milwaukee Office Building” will continue Milwaukee’s downtown character further north along Water Street. The office function will help merge the Downtown and Brady Street areas by encouraging further retail/restaurant development in the area.

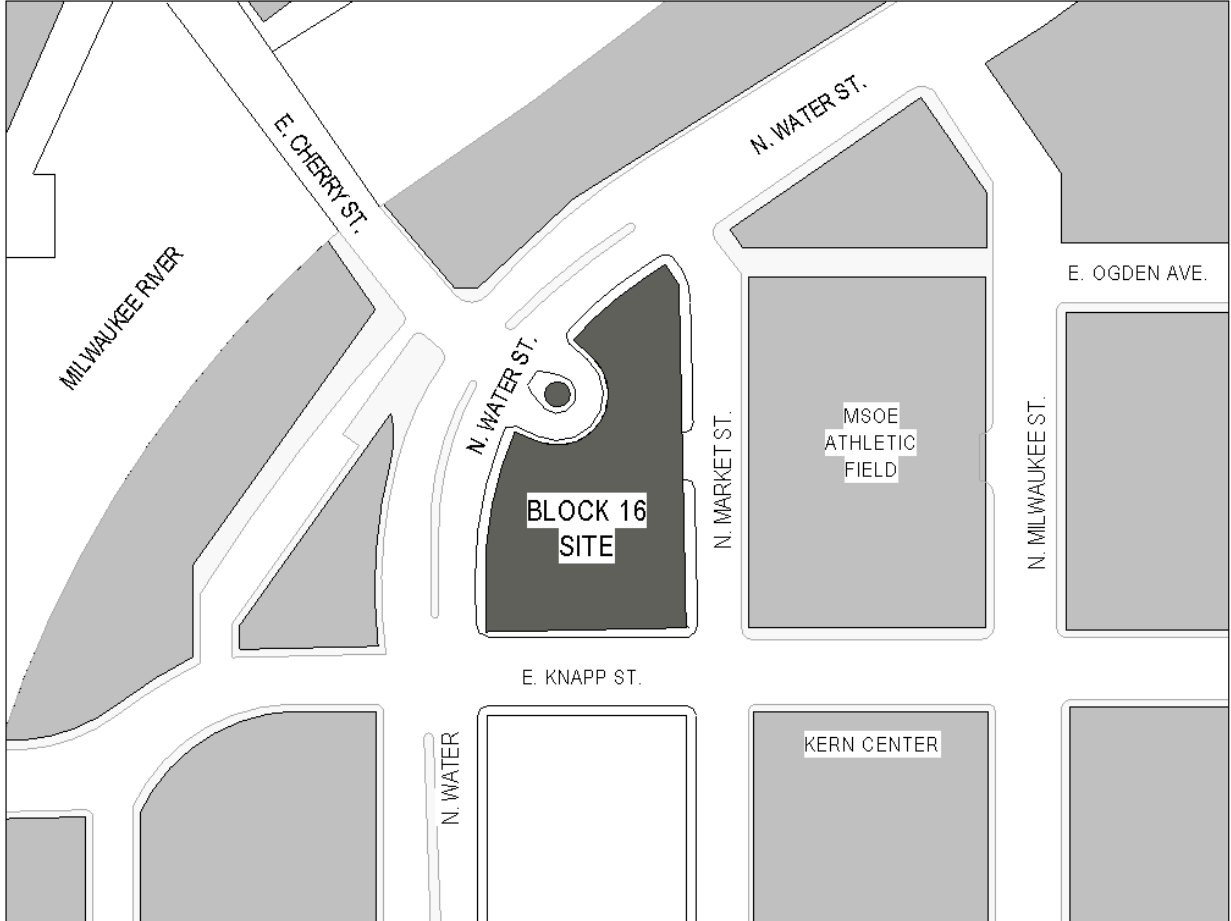
Block 16 is bounded by Water Street to the west and north, Market Street to the east, and Knapp Street to the south. The majority of the existing site is currently covered by turf and asphalt pavement. Through the planned redevelopment, Water Street will be activated by a lobby and common areas for the office building. Market Street will serve as an entry for the parking garage and loading/shipping areas. This will allow the Water Street, Knapp Street and Market Street facades to be continuous and pedestrian friendly.

In preparation for construction of the proposed building, the site will be cleared and a construction fence will be installed at the perimeter of the site. A new office building and parking structure will occupy the majority of the site. The northeast portion of the site will be improved as a lawn with screen trees along the north limit of the developed area, and otherwise left open until future development takes place.

The overall development of this block is anticipated to be completed in two phases. This DPD submittal will address Phase I, which includes an office building and linked parking structure. The parking structure will be sized to accommodate additional users in Phase II. DPD submittals will be provided for future phases and will be approved under a separate process.

The proposed building will be designed to comply with the DPD Design Standards outlined in this document.

PHYSICAL DESCRIPTION OF PROPERTY



This Detailed Planned Development for Block 16 will encompass vacant land bound by Water Street on the north and west, Knapp Street on the south, and Market Street on the east.

DESIGN PRINCIPLES

These Design Principles have been established to demonstrate compliance with the City of Milwaukee Zoning, Urban Design Components, and Downtown Comprehensive Plan.

1. LAND USES

The following uses will be allowed for Block 16 as indicated in **APPENDIX A** use tables per 295-703-1.

2. BUILDING HEIGHT

The office building will have 6 stories and be a maximum of 125'-0" above grade along Water Street and 85'-0" along Market Street. The building heights fall within the range of the allowable height for Type I and Type II construction.

See the following drawings for additional detail:

E-1 and H-1 thru H-15

3. SETBACKS

The building facades fall within the setback ranges per Table 295-705-1.

Build out requirements: The facades of the building will be built out to the full height of the building as stated in the site statistics.

See the following drawings for additional detail:

C-1, D-1 and H-11 thru H-15

4. BUILDING COMPOSITION – DESIGN STANDARDS

4.1 Street Activation Requirements

4.1.1 Street Activation Uses

The main entrance is located through a motor court which increases the available street frontage and allows for vehicle drop-off without interrupting traffic along Water Street. The use behind this motor court façade is the lobby and building common areas. The main lobby and café are open to the public and will allow people in and out of the building to maximize the available street activation. In addition, four possible future entrances may be available to tenants along Water Street and Knapp Street.

See the following drawings for additional detail:

D-1 and H-1 thru H-15

4.1.2 Entries

The main pedestrian entrance is at the motor court located along Water Street. The motor court consists of two curb cuts, a 24'-0" driving lane, and a 10'-0" sidewalk that connects to the public right of way. This motor court acts as a delivery point for visitors which will minimize the impact on street traffic. The main entry faces the motor court.

The service entry, utility connections, and refuse management area are located at the northeast corner of the building along Market Street.

There are 2 fire exits that exist in addition to the main entrance. One is located along Knapp Street and is detailed to match the surrounding façade. A second is located on the east elevation near the service

entry and is detailed to match the surrounding façade. This location may also serve as a secured staff entry from the adjacent parking structure.

Office staff will enter the facility through an above ground parking structure entrance along Market Street. This will be secured by vehicle barrier gates which allow ingress and egress. The sidewalk and street will have a curb cut at this location and will remain at an un-interrupted height. The driveway will be a maximum of 27'-0" wide.

See the following drawings for additional detail:

D-1 and H-1 thru H-15

4.2 Building Façade Requirements

4.2.1 Office Building Façade Standards

The office building is designed as a traditional, stately building. The building uses brick and architectural cast stone, bronze anodized aluminum storefront and decorative panels, and a steady rhythm of recessed openings. The windows are sized and placed to coordinate with masonry dimensions that turn corners to set the windows back.

Along the Motor Court and Southwest facades, architectural cast stone Doric order columns are freestanding in front of the vertical bronze anodized storefront curtain wall and horizontal decorative spandrel panel details. The Water Street façade weaves the same architectural language between the north and south ends of the building, substituting engaged brick pilasters for the freestanding stone columns.

The building facades of the office building are designed with varying degrees of depth in the materials in order to create an authentic architectural form. The depth of the brick, cast stone, and bronze anodized details are all different to avoid "flat" facades and to provide appropriate transitions between the materials. The glazing systems are also set back from the exterior materials to provide shadows, the impression of thickness, and an active rhythm. The glazing system also has articulation with the use of muntins to accentuate traditional architectural details and pedestrian scale.

The modular-sized brick is arranged in a traditional running bond, and at street level is rusticated with evenly spaced recessed courses to add visual solidity to the base of the building, and additional detail and texture at the pedestrian level. Brick without rusticated courses extends from the second level to the cornice and entablature at the base of the dome. To add hierarchical distinction to the Motor Court, rusticated brick at the ground level is replaced with rusticated architectural cast stone.

The streetscape along all facades, including Knapp St. and Market St., is activated with a coordinated palette of street trees, landscape planting beds, architectural wall sconces and pole lights, and feature paving that conforms to City standards.

See the following drawings for additional detail:

D-1, G-1 and H-1 thru H-15

4.2.5 Parking Structure Façade Standards

The parking structure façade along Knapp Street and Market St. will have materials and composition similar to the Water St. façade of the office building, maintaining the rhythm of openings and vertical elements. Metal screens with matching finish will infill the street level openings and decorative spandrel panels at upper levels.

See the following drawings for additional detail:

D-1, G-1 and H-1 thru H-15

4.2.6. Detailing, Visibility and Lighting

The office building provides additional façade details in many forms. Architectural cast stone window pediments, column bases, entablature, and cornices will accent the steady palette of brick and bronze anodized decorative panels.

The rooftop mechanical equipment is hidden behind a screen wall on all as a continuation of the office building form. Likewise, the electrical equipment, along with dumpsters and metering equipment, are tucked behind walls at the north end of the parking structure.

Portions of the building exterior will be lit with LED lights to create a glowing pillar effect on the concrete columns and vertical masonry elements. Care will be taken to create a gentle glowing effect and avoid glare.

See the following drawings for additional detail:

D-1 thru D-3, and H-1 thru H-15

5. Circulation, Parking and Loading

The office building lobby will be accessed by a motor-court at the northwest corner of the building, along Water Street. A landscape feature north of the office building curves around the motor-court. A row of trees extends the vertical rhythm of the building.

Access to the parking structure will be in the center of Market Street between Knapp Street and Water Street. The Parking Structure contains 360 total parking spaces, including 10 accessible car spaces and 2 accessible van spaces.

See the following drawings for additional detail:

D-1, E-1 and F-1

5.1 Bicycle Parking Minimum Requirements

Referencing the leasable area of 70,950 square feet of office space within the office building, the project follows the zoning requirement and provides 36 bicycle parking spaces.

5.2 Fencing

A temporary construction fence will be installed at the perimeter of the site with an opaque fabric wrap that covers the entire area of the fence to limit access to the construction area for safety and security purposes.

6. DPD Exterior Site Lighting Standards

The color and materials of poles and other light components within the Planned Development district will be compatible and relate to the architectural character of the buildings. Lighting treatments will be used to establish a sense of place and to create visual interest and design continuity within the site. Walkway lighting will be scaled to the pedestrian to emphasize pedestrian activity and provide for safe use of pathways and pedestrian areas. Lighting features will be designed to aid in the geographic orientation of people. Lighting will also be used to accent landscaped areas, building entrances, special focal points, architectural details, signage or other special site features.

The proposed façade lighting concepts are intended to highlight the architecture in a discreet, complimentary fashion, providing visual enhancement to the building and generally contributing to the urban atmosphere of downtown Milwaukee. Instead of taking the traditional approach of floodlighting the building indiscriminately, select architectural features will be highlighted to create a pleasing and subtle composition. LED sources would be exclusively used to maximize fixture life and reduce energy use. The lighting design would limit light trespass and light pollution as much as possible. The façade lighting scheme is proposed with the following components:

- Wall-mounted decorative sconces at ground level with an up/down lighting effect
- Column uplights at level to for both the cylindrical plaster and flat brick columns. These uplights will also spill light onto the cornices and the overhangs above.
- Windowsill surface-mounted uplights to highlight the window arches on levels 2-6
- Continuous linear LED wash around the rim of the dome.

Finally, the existing city-standard street poles will be relocated and supplemented to compliment the new site design, avoid driveways, and adequately light the sidewalks and roadways, per city guidelines. It is understood that lighting of the sidewalk itself will come from the city-provided fixtures and not building mounted fixtures.

Consistent with s. 295-409 of the Milwaukee Code of Ordinances, the Planned Development district lighting will have cut-off fixtures to ensure lighting levels and glare are controlled so that no light source is visible from an adjoining property or public right of way. Also, the maximum illumination at a property line shall be 5 foot-candles.

See the following drawings for additional detail:

D-1 thru D-3

7. Landscaping Standards

Required landscaping and perimeter features shall be kept free of refuse and debris. All plant materials shall be maintained on an ongoing basis, including seasonal tree and plant replacement. Established trees shall not be removed and replaced with trees of smaller caliper than when they were planted, even if those trees meet the standards of this subsection.

See the following drawings for additional detail:

G-1

Block 16 –DPD Design Standards and Site Statistics	
Design Standard	DPD Design Standards
Building Height	6 stories, maximum of 125' in height from the lowest grade level – Current Design -Type IIA Construction: 85', 6 floors, S. -Type IB Construction: 180', 12 floors, S.
Façade Requirements	-25% glazing provided by traditional window systems and storefront. -Modular Masonry. -Precast concrete pediments.
Precast Columns	Column proportions to range from 1:7 - 1:10
Site Statistics	
Gross Land Area (295-907,2,c-1-a)	67,735 sf; 1.55 Acres
Maximum amount of land covered by principal buildings. (295-907,2,c-1-b)	43,302 sf – Phase 1 64% -Office: 21,600; Parking Structure: 21,702
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,c-1-c)	31,735 sf (Includes parking structure and motor court) 32%
Land devoted to landscaped open space and plazas. (295-907,2,c-1-d)	14,400 sf 21%
Open Space (295-907,3,g)	Open spaces will be landscaped in accordance with Zoning 295-907-3.
Landscaping (295-907,3,i)	
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses. (295-907,2,c-1-e)	N/A
Maximum number of dwelling units per building. (295-907,2,c-1-g)	N/A

Proposed number of buildings. (295-907,2,c-1-f)	2 buildings currently proposed, option for a maximum of 1 more building
Parking spaces provided, whether surface or in structures, per thousand square feet of building area if non-residential. (295-907,2,c-1-i)	The Parking Structure will contain 360 total parking spaces, including 10 accessible car spaces and 2 accessible van space. -Office building Area: 92,000 GSF -Space Ratio: 4 spaces/1,000GSF
Bicycle Parking (295-403-2c)	1 per 2,000 square feet of floor area. -Leasable Area: 72,000 -Bicycle spaces: 36
Uses (295-907,3,a)	Uses as allowed for Block 16 per Design Principle 1 – Land Uses (Pages 4-8)
Design standards (295-907,3,b)	See Design Principles 1 through 7 (pages 4-13) for Design Principles that apply to this block.
Space between structures (295-907,3,d)	-0'-0"; Fire separation between Garage and Office Occupancy to comply with applicable Building Code; Including 406.4 Public Parking Garages and 508.4, Fire Separation for Mixed-Use Occupancy.
Setbacks (Table 295-705-1)	No Setback requirements.
Screening (295-907,3,f)	Screening of dumpsters and utilities is provided via enclosed utility area, located at the northeast corner of the parking structure.
Circulation, Parking and Loading (295-907,3,h)	Pedestrian sidewalks and access is maintained around the site. Public parking is provided above ground for staff and customers.
Lighting (295-907,3,j)	Exterior Site Lighting Standards (Page 15)
Utilities (295-907,3,k)	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.

<p>Signage (295-907,3,L)</p>	<p>All signage will be design per requirements of Milwaukee Zoning Code, section 295-407. All signs listed below may be allowed to have changeable messaging.</p> <p>Signage types include:</p> <ul style="list-style-type: none">• Temporary construction signage.• Bronze signage placards at building entrances• Building name in architectural cast stone entablature <p><u>See the following drawings</u></p> <p>J-1 Signage Elevations J-2 Signage Plan and Elevations</p>
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Block 8 – SITE PHOTOGRAPHS



View from SW



View from West



View from East



View from SE



View from SE



View from NE

APPENDIX A – LAND USE TABLES

	USES, PER 295-703-1	Block 16, C9F
	Installment Loan Agency	S
	Cash for Gold Business	S
	Pawn Shop	S
	Retail Establishment, General	Y
	Garden Supply or Landscaping Center	N
	Home Improvement Center	N
	Secondhand Store	S
	Outdoor Merchandise Sales	S
	Artist Studio	L
	Adult Retail Establishment	N
	HEALTH CARE AND SOCIAL ASSISTANCE	
	Medical Office	Y
	Health Clinic	Y
	Hospital	S
	Medical Research Laboratory	Y
	Medical Service Facility	Y
	Social Service Facility	S
	Emergency Residential Shelter	N
	Nursing Home	N
	GENERAL SERVICE	
	Personal Service	Y
	Business Service	Y
	Building Maintenance Service	Y
	Catering Service	N
	Funeral Home	N
	Laundromat	Y
	Dry Cleaning Establishment	Y
	Furniture and Appliance Rental and Leasing	S
	Household Maintenance and Repair Service	N
	Tool/Equipment Rental Facility	N
ANIMAL SERVICES		
	Animal Hospital/Clinic	S
	Animal Boarding Facility	N
	Animal Grooming or Training Facility	S
	MOTOR VEHICLE	
LIGHT MOTOR VEHICLE USES		
	Sales Facility	N
	Rental Facility	L
	Repair Facility	S
	Body Shop	N
	Outdoor Storage	N
	Wholesale Facility	L
HEAVY MOTOR VEHICLE USES		
	Sales Facility	N

	USES, PER 295-703-1	Block 16, C9F	
GENERAL MOTOR VEHICLE USES	Rental Facility	N	
	Repair Facility	N	
	Body Shop	N	
	Outdoor Storage	N	
	Filling Station	S	
	Car Wash	S	
	Drive-through Facility	S	
	PARKING	Parking Lot, Principal Use	S
		Parking Lot, Accessory Use	S
		Parking Structure, Principal Use	L
		Parking Structure, Accessory Use	L
		Heavy Motor Vehicle Parking Lot, Principal Use	S
		Heavy Motor Vehicle Parking Lot, Accessory Use	S
		Temporary Parking Lot	N
		Interim Parking Lot	N
Not in ZC, in Park East Only			
Not in ZC, in Park East Only			
	ACCOMODATION AND FOOD SERVICE		
	Bed and Breakfast	L	
	Hotel, Commercial	Y	
	Hotel, Residential	Y	
	Tavern	Y	
	Brewpub	Y	
	Assembly Hall	Y	
	Restaurant, Sit-down	Y	
	Restaurant, Fast-food / Carry-out	L	
	ENTERTAINMENT AND RECREATION		
	Park or Playground	Y	
	Festival Grounds	N	
	Recreation Facility, Indoor	Y	
	Recreation Facility, Outdoor	N	
	Health Club	Y	
	Sports Facility	Y	
	Gaming Facility	S	
	Theater	Y	
	Convention and Exposition Center	Y	
	Marina	Y	
	Outdoor Racing Facility	N	
	STORAGE, RECYCLING AND WHOLESALE TRADE		
	Recycling Collection Facility	N	
	Mixed-waste Processing Facility	N	
	Material Reclamation Facility	N	
	Salvage Operation, Indoor	N	

	USES, PER 295-703-1	Block 16, C9F
STORAGE FACILITY	Salvage Operation, Outdoor	N
	Wholesale and Distribution Facility, Indoor	S
	Wholesale and Distribution Facility, Outdoor	N
	Indoor Storage Facility	S
	Outdoor Storage Facility	N
	Hazardous Materials	N
	TRANSPORTATION USES	
	Ambulance Service	N
	Ground Transportation Service	N
	Passenger Terminal	S
	Helicopter Landing Facility	S
	Airport	N
	Ship Terminal or Docking Facility	N
	Truck Freight Terminal	N
	Railroad Switching, Classification Yard, or Freight Terminal	N
	INDUSTRIAL USES	
	Alcoholic beverage facility, micro	L
	Alcoholic beverage facility, large	N
	Food processing	L
	Manufacturing, Light	L
	Manufacturing, Heavy	N
	Manufacturing, Intense	N
	Research and Development	Y
	Processing or Recycling of Mined Materials	N
	Contractor's Shop	N
	Contractor's Yard	N
	AGRICULTURAL USES	
	Plant Nursery or Greenhouse	N
	Raising of Crops or Livestock	N
	Community Garden	S
	Commercial Farming Enterprise	N
	UTILITY AND PUBLIC SERVICE	
	Broadcasting or Recording Studio	Y
	Transmission Tower	L
	Water Treatment Plant	S
	Sewage Treatment Plant	S
	Power Generation Plant	N
	Small Wind Energy System	Y
	Solar Farm	S
	Substation/Distribution Equipment, Indoor	S
	Substation/Distribution Equipment, Outdoor	L

	USES, PER 295-703-1	Block 16, C9F
	TEMPORARY USES	
	Seasonal Market	L
	Temporary Real Estate Sales Office	L
	Concrete Batch Plant, Temporary	L
	Live Entertainment Special Event	L