



Department of City Development
Housing Authority
Redevelopment Authority
City Plan Commission
Historic Preservation Commission

Julie A. Penman
Commissioner
Michal A. Dawson
Deputy Commissioner

May 15, 2001

To the Honorable Common Council
Zoning, Neighborhoods and
Development Committee
City of Milwaukee

Dear Committee Members:

Attached is File No. 001430, being an ordinance relating to the change in zoning from Multi-Family Residence (R/A/85) and Local Business (L/B/60) to a Detailed Planned Development (DPD) known as Lafayette Place, located on the northeast corner of North Prospect Avenue and East Lafayette Place, in the 3rd Aldermanic District.

The applicant proposes to construct a 32-story, 318,712 square foot residential condominium building. The development consists of a 135 unit residential tower, 4 townhomes, some office/retail space and integrated parking.

A variety of unit types are proposed including one bedroom plus den, two bedrooms, three bedrooms and some larger units. The sales price range is approximately \$200,000 to \$2,000,000. Amenities within the building include a fitness area, a meeting/party room, outdoor terrace room, a catering kitchen, business conference center, game room, billiards room and a card room. Outdoor amenities include a rooftop garden terrace above the parking structure and landscaped open space at each corner of the property. A new pedestrian access from North Prospect Avenue to the Oak Leaf Trail is proposed at the north end of the site.

The 2 main entrances to the tower are on East Lafayette Place and North Prospect Avenue. The townhomes will have shared stoops along North Prospect Avenue. The base of the building will be clad in kasota stone. Pre-cast panels will be used on the upper levels. An aluminum frame window system will comprise approximately 60% of the building enclosure. Office and/or retail uses are proposed along a portion of North Prospect Avenue.

The current zoning permits a high density, multi-family residential use and allows office uses as a special use in former one or two-family structures. The proposed retail/commercial space in the first floor lobby area of the building will be neighborhood serving uses consistent with those in other buildings along Prospect Avenue.

The northern portion of the site is zoned L/C/60. The southern portion and majority of the site is zoned R/A/85. The R/A/85 zoning district was established when the City created its zoning regulations in the 1920's. It was designed as a high density district allowing 290 dwelling units per acre and a maximum height of 85 feet. It was intended to provide a high density urban scale living environment. It also allows conversion of single-family homes to offices through the special use process.

In the 1960's, the Floor Area Ratio ("FAR") method was added to Milwaukee's high density zoning districts to allow flexibility in building design and encourage taller, narrower buildings with no height limits. Several definitions of FAR along with a graphic description are attached (See Attachment 1).

For the R/A/85 portion of the site, two options can be used to determine the size and intensity of new development. One method uses a lot area ratio to determine how many dwelling units are allowed. A height limit, setbacks and maximum lot coverage determine the building's size and location on the lot.

Using this method, 282 dwelling units are permitted (22 units on the northerly portion and 260 units on the southerly portion). The building could not exceed 85 feet in height and 2 off-street parking spaces for every 3 units are required. The building would also have to meet all setback and lot coverage requirements. **Attachment 2** provides a graphic presentation of a building permitted under this method.

Using the FAR method and the current FAR, a 32-story, 139 unit building could be built on this site under current zoning, but with smaller units than proposed. The building would also have to meet the same setback, lot coverage and parking requirements. **Attachment 3** illustrates various ways the site could be developed under the FAR of 4.0 and **Attachment 4** illustrates a 32-story tower on top of a 3 level parking deck.

Map A illustrates building heights in the district. 1 and 2 story buildings are in most cases, original single-family mansions that have been converted to other uses. The 3 to 8 story buildings represent either buildings that were built prior to 1920 or were built using the conventional zoning method for this district. Most buildings of 9 or more stories were built using the FAR method. **Map B** indicates generally which buildings meet conventional and FAR zoning standards and which buildings exceed the FAR standards.

The Prospect Avenue Statistics sheet provides comparative information on buildings in the R/A/85 zoning district. Because of difficulties in acquiring data information on FAR, average unit size and units per acre is not available for all buildings. The statistics indicate that 19 or 35% of the buildings in the district exceed the original 85 foot height limit and 32% of those 19 buildings exceed the 4.0 FAR standard, ranging from a FAR of 4.3 to 6.8. The last column indicates the intensity of many of the buildings as measured by the number of units per acre. The more intensive buildings range from 87 to 233 units per acre. Lafayette Place is proposing a density of 125 units per acre (290 units per acre are allowed under current zoning).

The building is stepped back at the 10th floor along North Prospect Avenue. This setback and the building's massing along the street help relate it to the taller buildings nearby.

Two hundred and eighty-nine enclosed parking spaces and 6 surface parking spaces for temporary/guest parking (2.1 spaces per unit) are proposed. Eleven enclosed spaces will also be dedicated to guest/day staff parking for a total of 17 guest/day staff parking. The parking structure is concealed by locating 3 levels of parking below ground and using the townhomes along Prospect Avenue to screen the upper parking levels. The side facing the bike trail will be composed of patterned stone and precast panels with four louvered vents. The roof of the parking structure will be developed as green space.

Due to the amount of on-site parking provided by the proposed development, the Department of Public Works does not expect significant negative impacts to on-street parking near Lafayette Place. Since neighbors expressed concerns regarding the loss of on-street parking and traffic congestion, the Department of Public Works requested a level of service (LOS) study from the developer as part of their final traffic study to address the traffic generation. The LOS study indicated that there would be a minimal impact on the intersection of Lafayette and Prospect. The Dept. of Public Works also indicated that the provision of off-street loading and guest parking

resolved the on-site parking issue (See Attachment 5).

The number of units proposed (139 units) and the density (125 units per acre) is less than the current zoning will allow (282 units) and (290 units per acre). The density of this building is low to moderate compared to other buildings along Prospect Avenue (see attached Prospect Ave. Stats). Almost two-thirds of all parking spaces are accessed from Prospect Avenue. The porte cochere's location off of Lafayette Pl. allows for better turning movements and provides the option of traveling east or west. It also allows loading and unloading of vehicles for residents, guests and service functions to occur on-site and not in the E. Lafayette Pl. public right of way.

Two building signs will be individual, bronze metal letters measuring 10" in height along the planter wall at the corner of Prospect and Lafayette. The two other signs with gold edge, black vinyl letters applied to the glass transom, will be at each entrance. Additionally an address number sign consisting of individual, bronze letters measuring 1'9" tall by 4' wide will be located above the entrance on Lafayette Place.

Two neighborhood meetings were held at the East Library on April 10 and 11, 2001. Both meetings were well attended and several people had questions regarding the proposal and raised several concerns to the proposed planned development. The main issues discussed were the proposed height of the building and traffic. Both the local Alderman and developer have made themselves available to address the concerns and comments of the local constituents. Numerous other meetings have been held with different organizations in the area.

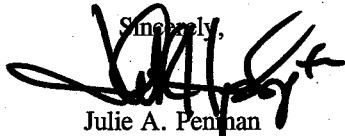
The initial proposal from the developer was for a 37-story condominium building with a tower structure that measured 601'3" in height and had 2 levels of exposed parking along N. Prospect Ave. That proposal evolved into a somewhat shorter building with the same number of stories, but revised the tower element to reduce the overall height to 509'10" and added townhomes along Prospect to screen the parking structure. The current proposal reduces the height to 32 stories (336'1" in height), reduces the floor to ceiling height and changes the tops on both the tower and townhomes to flat rooftops to better fit in the context of the neighborhood. Attachment 6 compares the height of Lafayette Place to other buildings on the east side and downtown.

After analyzing the history and characteristics of the R/A/85 zoning district, staff has concluded that the proposed Lafayette Place planned development is consistent with the intent of the district and falls within the size and density of other buildings constructed in the area. The only significant standard of the R/A/85 district that the proposal does not meet is the FAR requirement of 4.0. Although FAR method does not limit building height, it has been found that a building meeting the 4.0 FAR standard could be built in excess of 32 stories. The proposed number of units is considerably lower than many other buildings in the district as well as the district's density allowance. The primary characteristic of this proposal that will be permitted if the DPD is approved is that the building will have unusually large units. This results in a wider/bulkier building than permitted using the FAR method. Attachment 7 graphically illustrates the width of the proposed building with a width of a building meeting the 4.0 FAR.

On May 14, 2001, this ordinance was scheduled for a public hearing at City Plan Commission. Several residents appeared at the public hearing. About 2/3 of those people were against the proposed tower. Attached are copies of communications for and against the proposal received by the City Plan Commission. Also attached is a petition opposed to an earlier version of Lafayette Place. Staff's review of the proposal suggests that the project has evolved to a height and design that is reflective of the district, it will be built of quality materials, its design diminishes the view of a large parking structure particularly where it would be most visible along N. Prospect Ave., it provides a

rooftop garden terrace above the parking structure, it provides a new access point to the bike trail, it provides a very high ratio of on-site parking spaces per unit, the building design emphasizes the height of many nearby buildings, the number of units is relatively modest and will not cause excessive traffic generation and the proposal has responded to both citizen and staff comments during the review period. Since the proposed planned development is responsive to neighbor's concerns and the assets of the building and site design justify exceeding the FAR and is consistent with the approved general plan and City plans for the, the City Plan Commission at its regular meeting on May 14, 2001 recommended approval of the attached substitute ordinance.

Sincerely,



Julie A. Penman
Executive Secretary

City Plan Commission of Milwaukee

cc: Ald. D'Amato

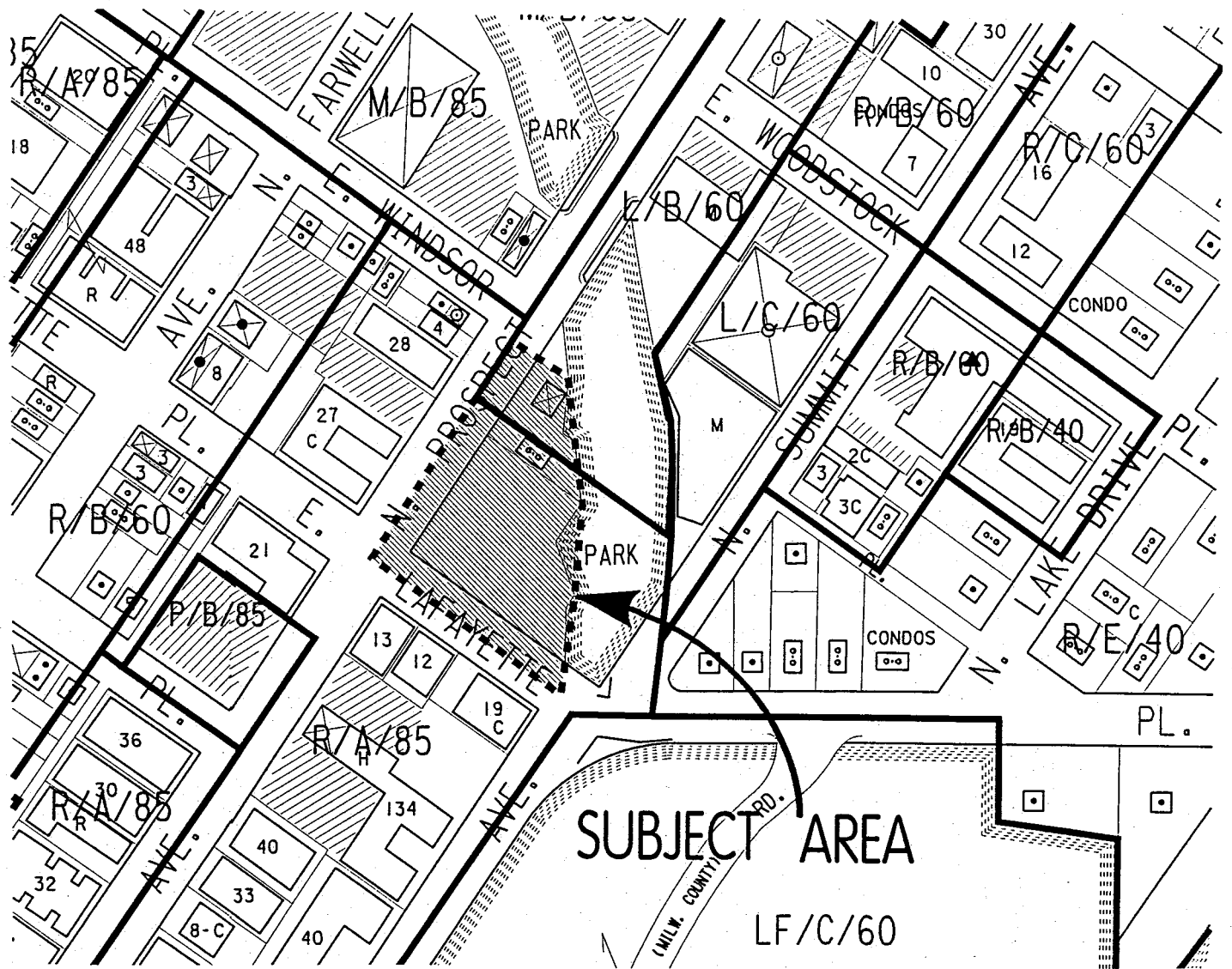
PUBLIC HEARING

MAY 14, 2001

1/4 SECTION NO. 356

C.C. FILE NO. 001430

SUBSTITUTE NO. 1



LEGEND

PROPOSED CHANGE:
MULTI-FAMILY RESIDENCE (R/A/85) AND LOCAL BUSINESS (L/B/60) TO
DETAILED PLANNED DEVELOPMENT (DPD)
PRESENT ZONING DISTRICT BOUNDARY

NET AREA OF CHANGE:



DEPARTMENT OF CITY DEVELOPMENT
LAND USE PLANNING

MILWAUKEE WISCONSIN

SCALE: GRAPHIC

DRAWN BY: R. EBERT

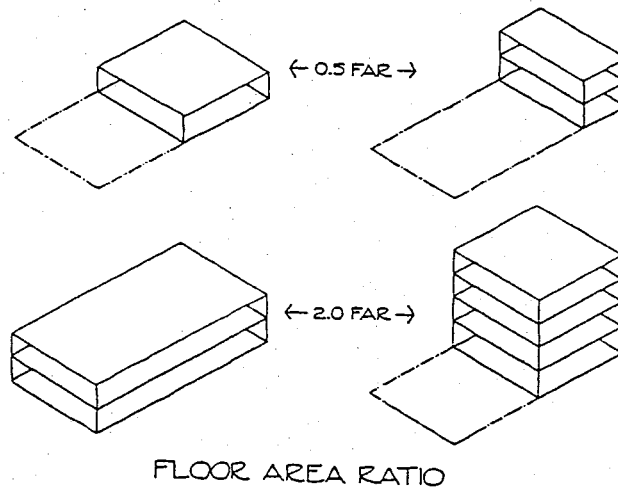
DATE: APRIL 19, 2001

■ **floor area ratio (FAR)** The total floor area of all buildings or structures on a zoning lot divided by the area of said lot. (*St. Paul, Minn.*)

The ratio of gross building floor area to the net lot area of the building site (*Scottsdale, Ariz.*)

The ratio of gross floor area of all structures on a lot to total lot area. (*Blacksburg, Va.*)

The floor area of a building or buildings on a lot divided by the lot area. (*Tulsa, Okla.*)

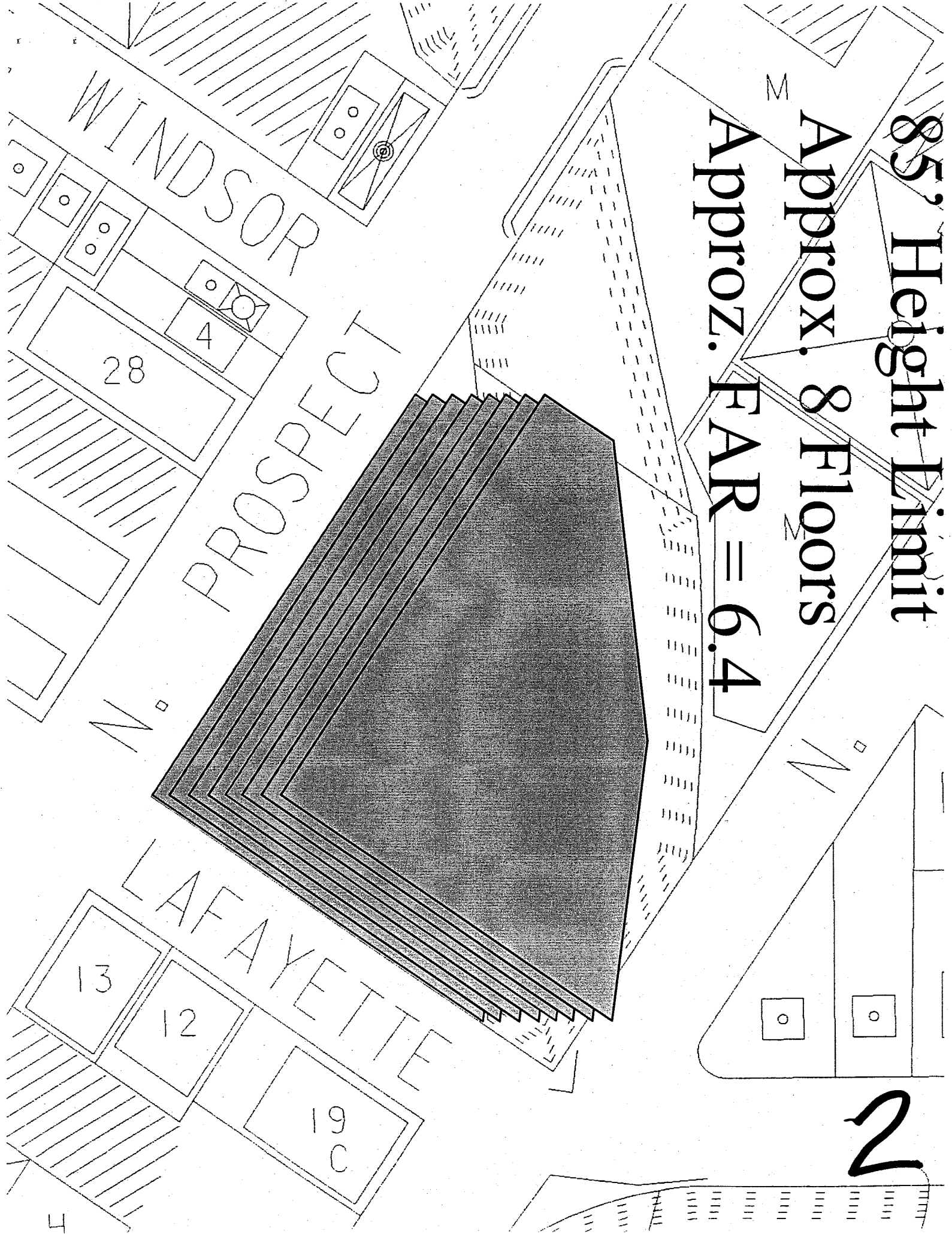


Commentary: The floor area ratio (FAR) was developed as a more refined and adaptable measure of intensity than building coverage. It expresses in one measure, instead of several, the mathematical relation between volume of building and unit of land. FAR, however, cannot replace more traditional bulk controls entirely. Often it is not a sufficient height control nor does it regulate the placement of the building on the site.

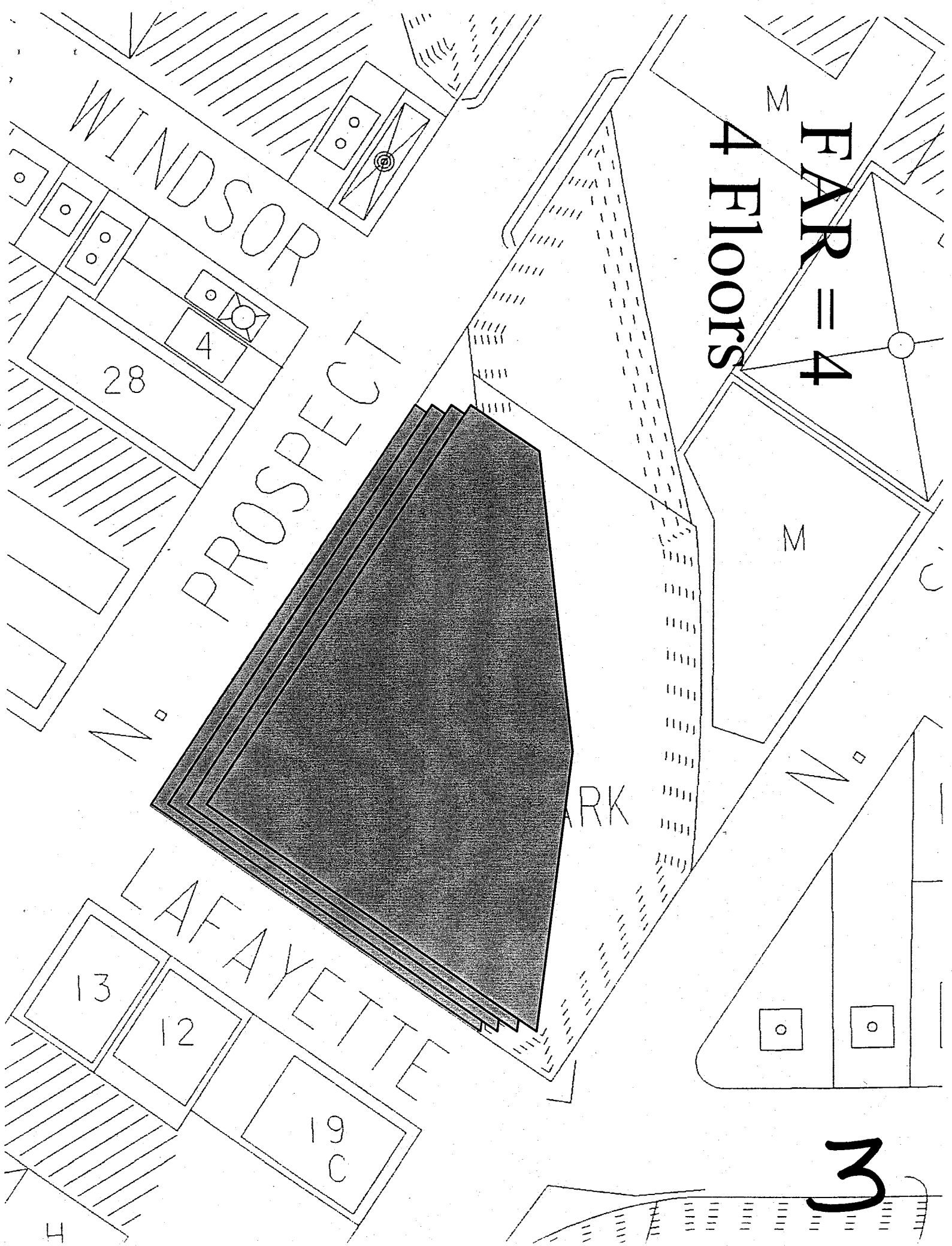
85' Height Limit

Approx. 8 Floors

Approx. FAR = 6.4



2



WINDSOR

N. PROSPECT

LAFAYETTE

FAR = 4
4 Floors

28

4

M

N

C

ARK

13

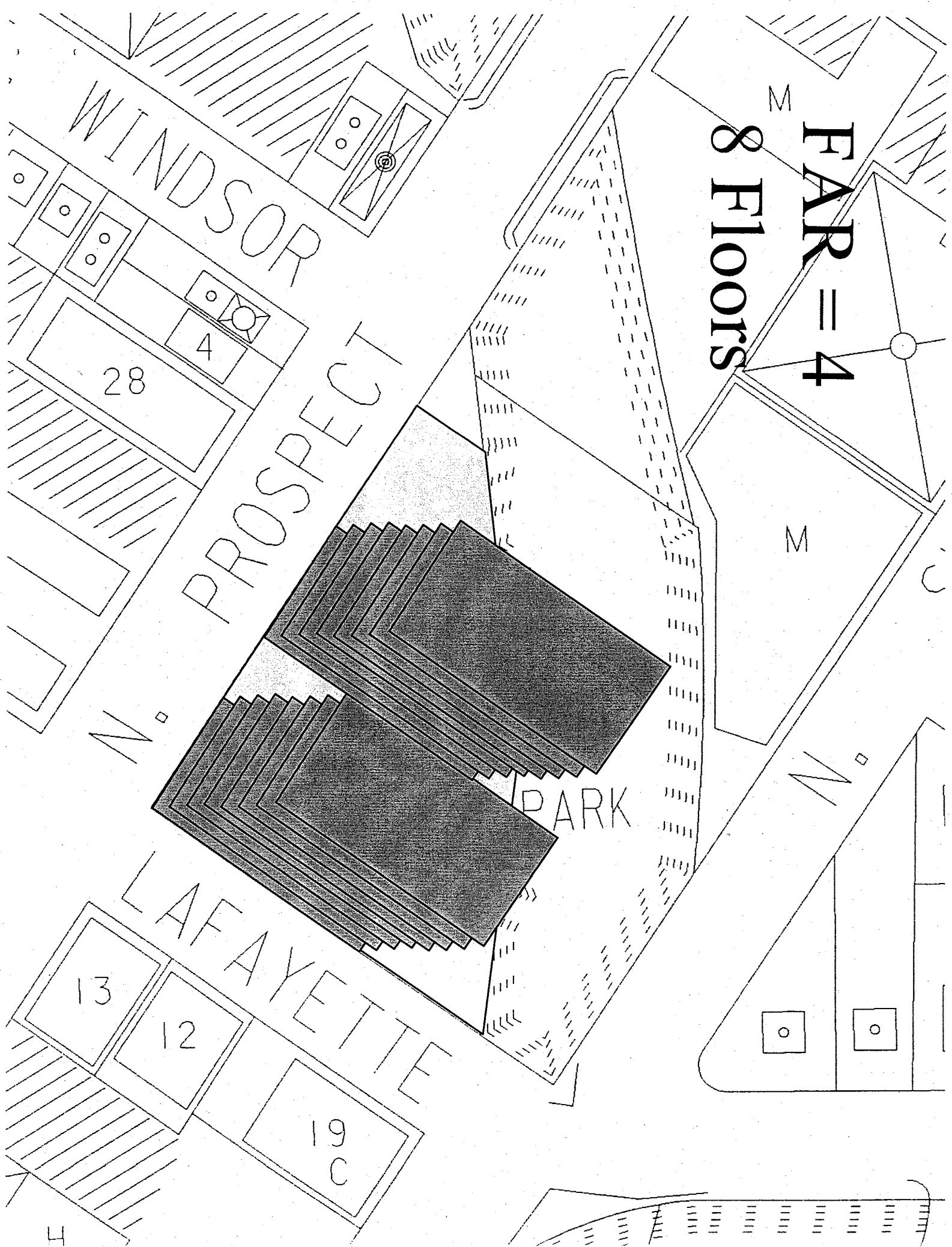
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19

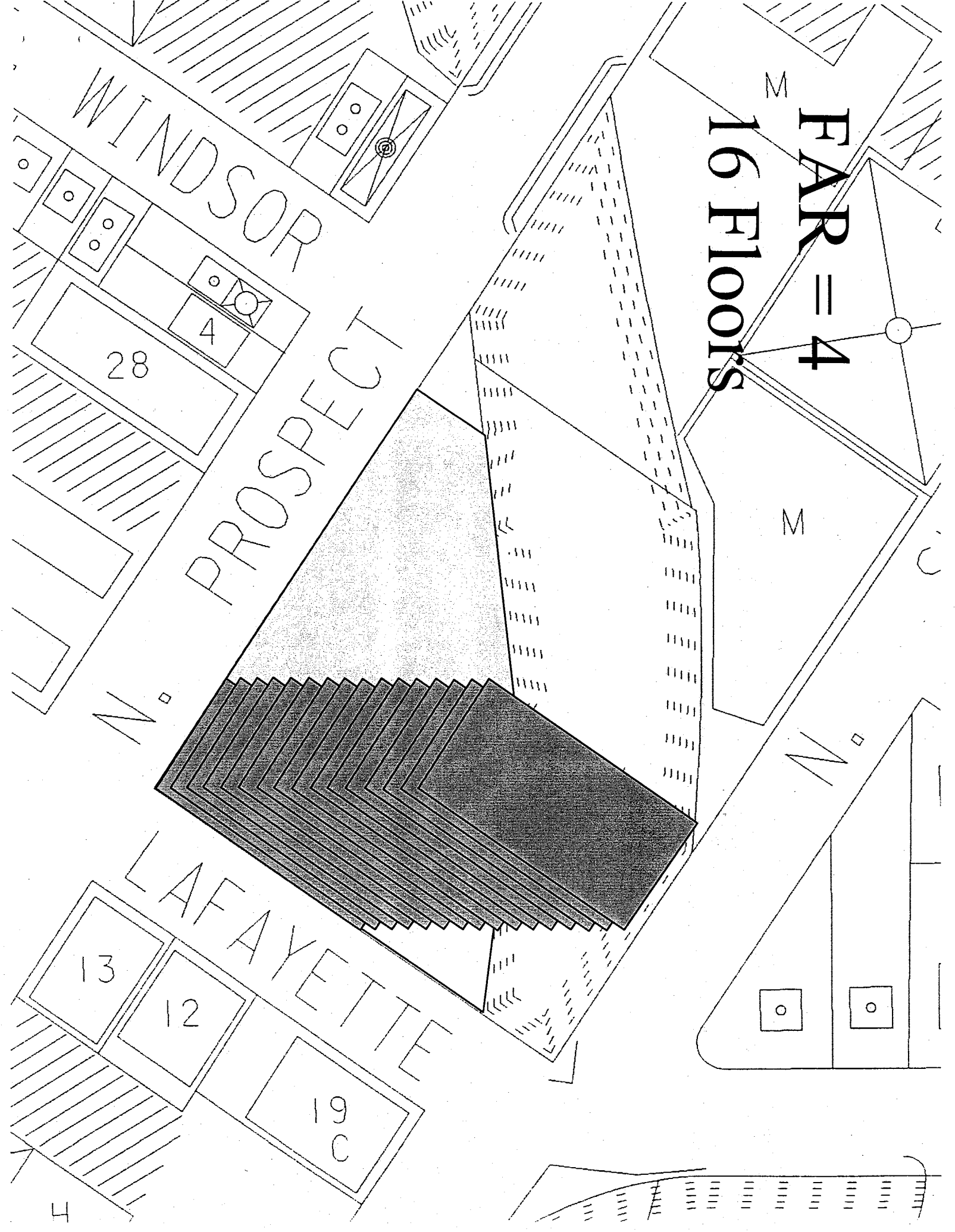
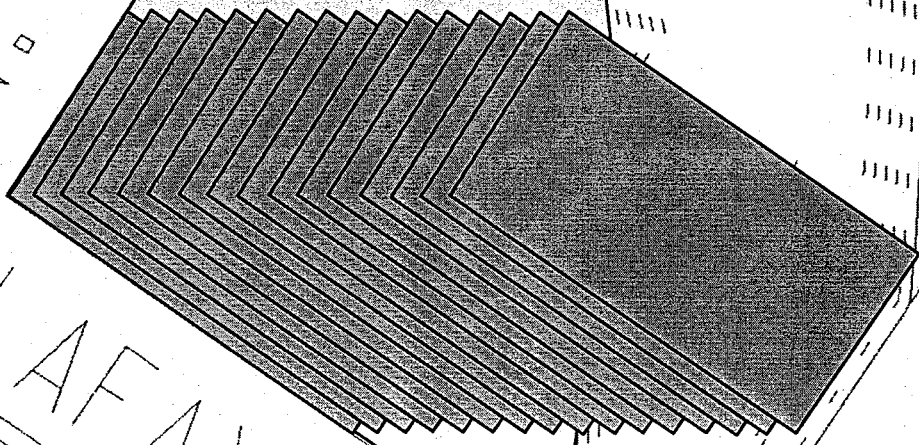
3

I

FAR = 4
8 Floors



FAR = 4
16 Floors



WINDSOR

N. PROSPECT

LAFAYETTE

28

4

13

12

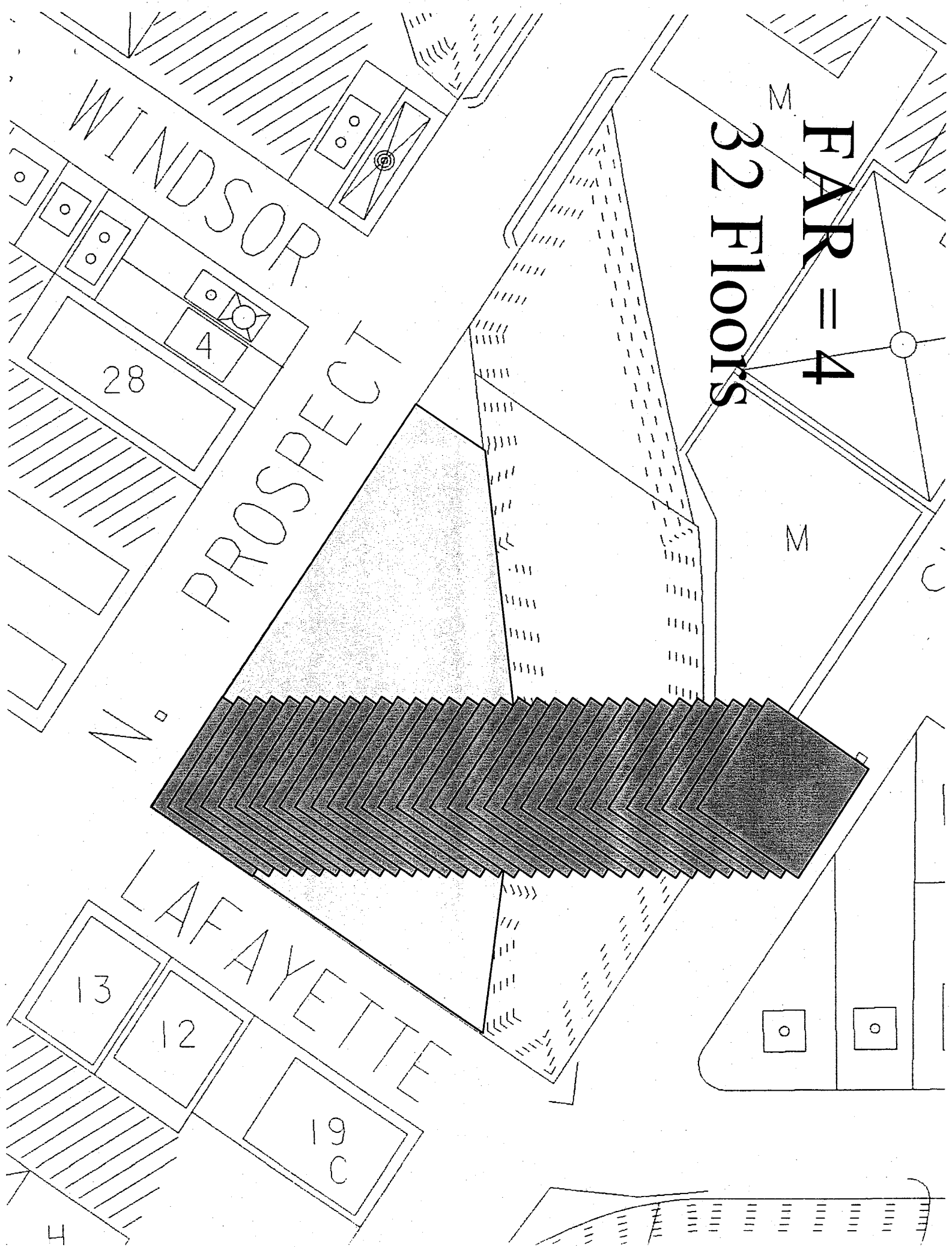
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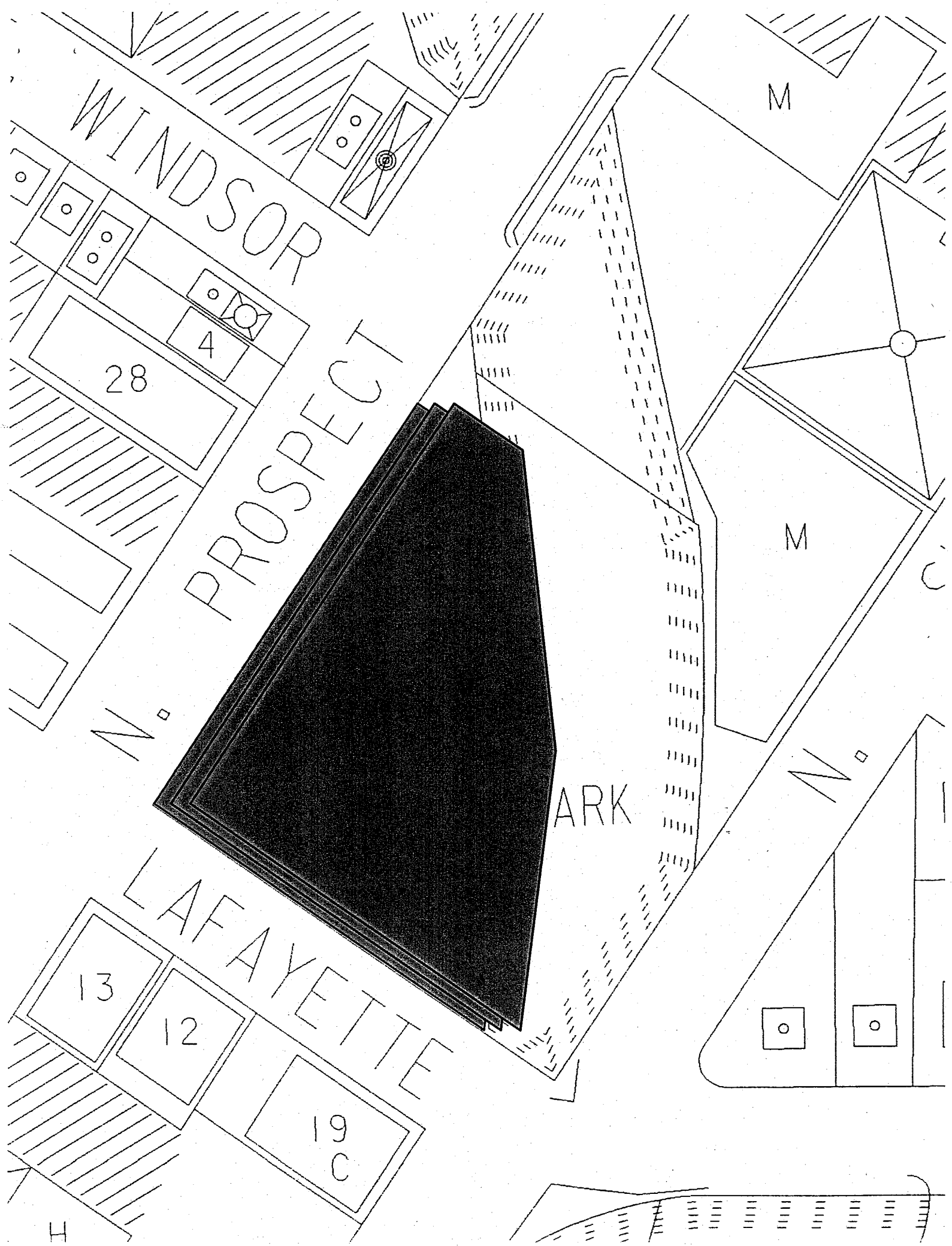
M

N

H

FAR = 4
32 Floors





WINDSOR

N. PROSPECT

LAFAYETTE

ARK

28

4

13

12

19

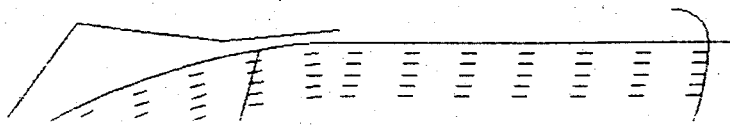
C

M

M

N

H

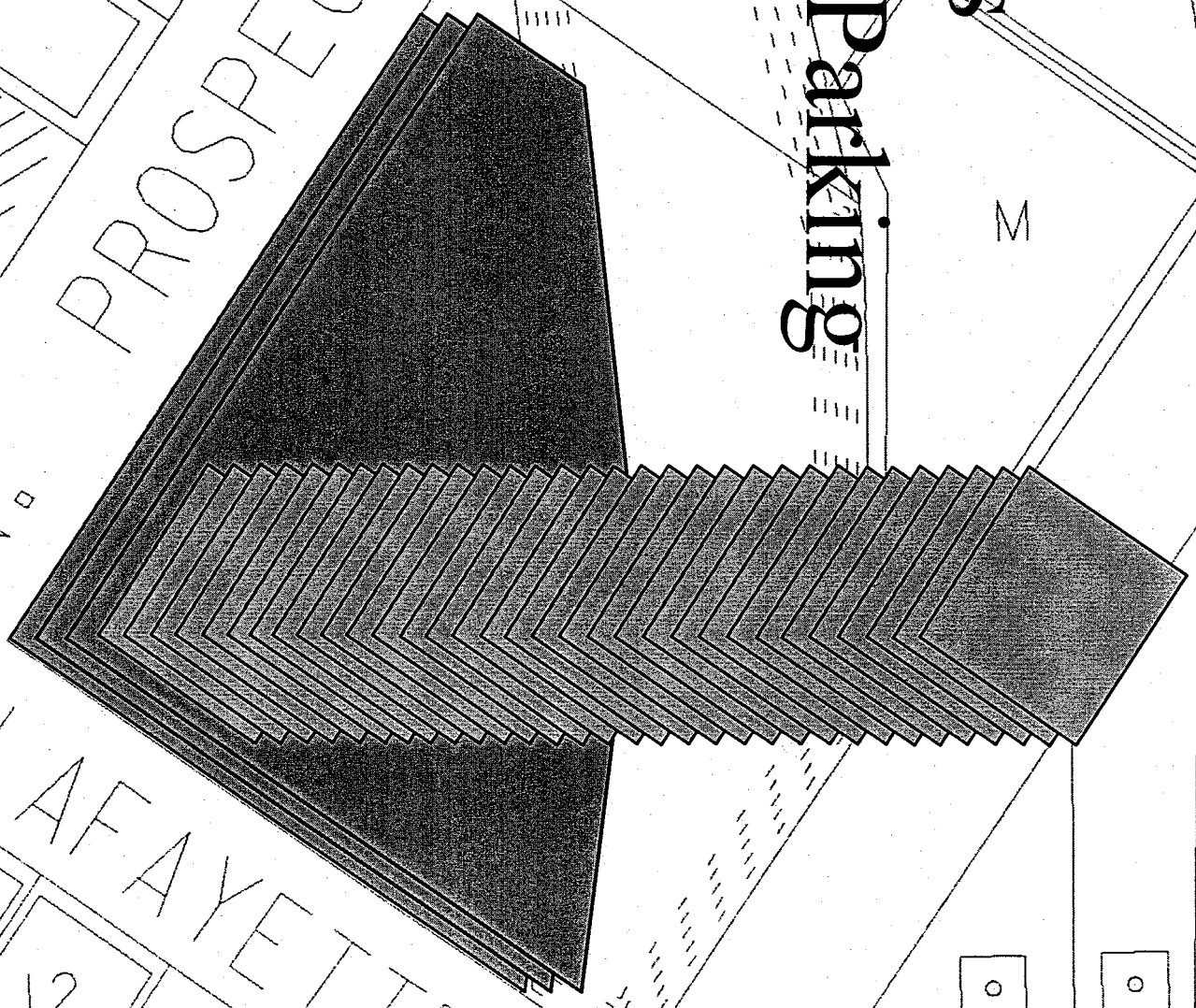


FAR = 4

≈ 32 Floors

3 Floors Parking

4



WINDSOR

N. PROSPECT

LAFAYETTE

28

4

13

12

19
C

H

5. Lafayette Place

R/A85 Zoning District



1 and 2 stories



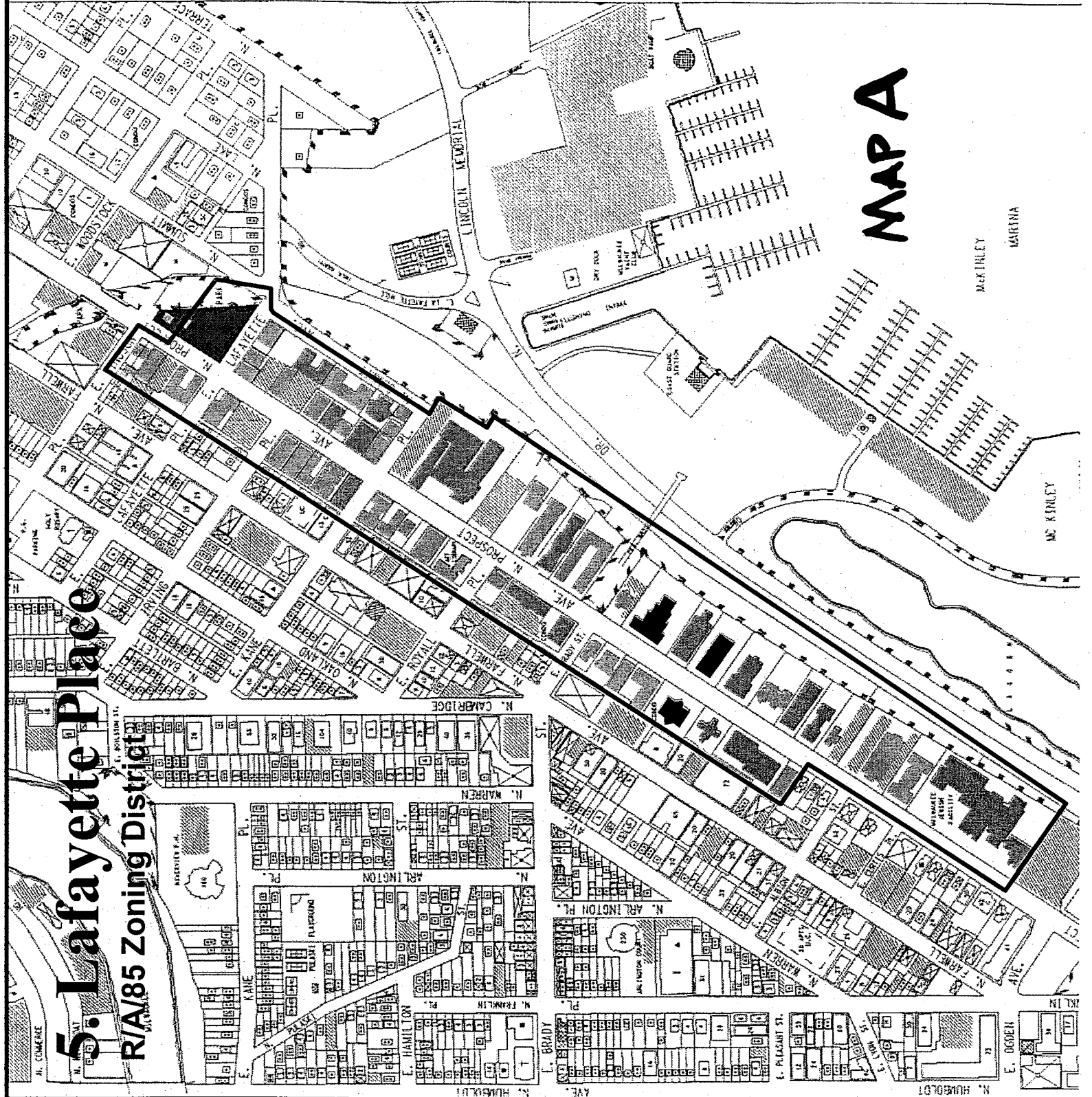
3 to 8 stories



9 to 18 stories

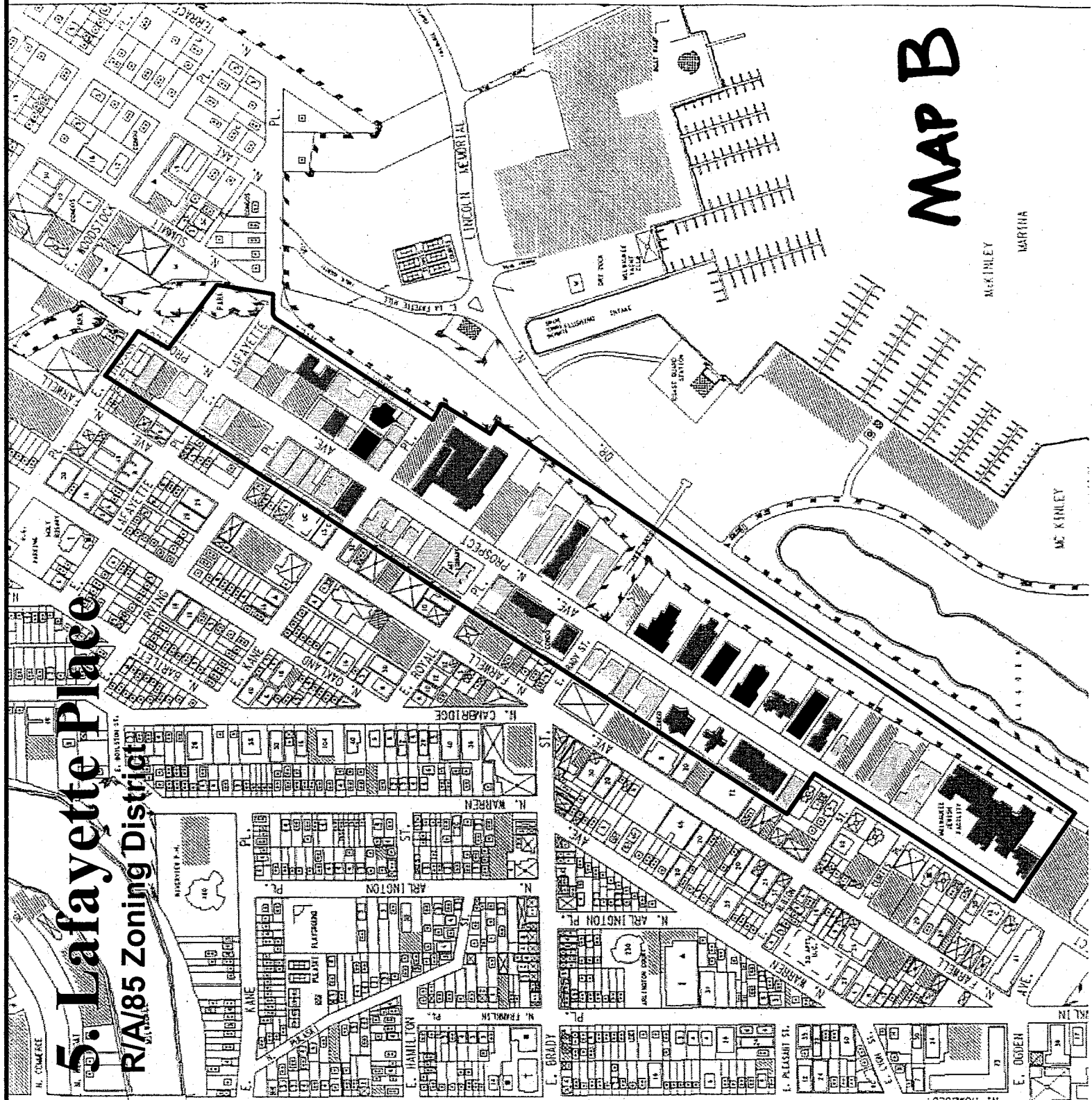
19 or more stories

MAP A




5. Lafayette Place


R/A/85 Zoning District




MAP B



Meet conventional zoning standards



Meet FAR zoning standards



Exceed FAR zoning standards

**PROSPECT AVENUE STATISTICS
R/A/85 ZONING DISTRICT**

PROSPECT	NAME	# UNITS	STORIES	LOT AREA	BLG. AREA	FAR	AVE UNIT SIZE	UNITS/ACRE
1400-14	Milw. Jewish Home	NH	11	154,365				
1522	Marina View	NH	5	60,548				
1550		na	2	28,000				
1559		36	4	9,780				
1560		107	10	24,818	69,966	2.8	654	188
1567		127	9	37,902	85,232	2.3	671	146
1570		126	13	26,080	119,318	4.6	946	210
1584		na	2	33,354				
1609		55	10	27,423	56,340	2.1	1,024	87
1610	The Newport	82	14	36,200	156,464	4.3	1,908	99
1626	Prospect Towers	205	22	38,200	233,640	6.1	1,140	233
1633	Diamond Tower	119	22	32,744	110,692	3.4	930	157
1646		105	9	28,000	73,232	2.6	697	164
1653		77	5	19,789				
1660	Landmark	275	27	59,027	371,932	6.3	1,352	202
1663		24	4	7,579	10,383	1.4		
1671		67	7	15,460				188
1681		R	2	8,580	6,206			
1684		na	2	24,506	11,808			
1707		76	16	17,979	64,911	3.6	854	185
1710-24		50	3	47,233				46
1725-29		144	10	26,502	91,566	3.5	635	236
1732		125	10	26,708				205
1742		43	4	33,983				55
1749		na	2	10,725	6,988			
1756		na	2	34,695				
1820-60	St. John's Home	NH	11	116,305	215,000	1.9		
1825		NH	3	18,184				
1841		na	2	8,497				
1847-9		12	2	10,010	7,336	0.7		52
1857		24	3	11,440	23,631	2.1		92
1901		28	9	8,580	31,892	3.7	1,139	140
1914-16	Embassy Apts.	49	9	11,491	62,348	5.4	1,272	188
1915		32	4	13,974				100
1924		8	4	7,592	8,000	0.95	1,000	47
1925		R	4	8,352				
1930-32		33	9	7,388				194
1933		30	4	9,295	15,888	1.7		143
1940		40	6	9,890				174
1947		36	4	10,725	23,946	2.2		144
1962	Shorecrest	H/134	9	55,259				
1981		21	4	12,870	27,216	2.1		70
1982		13	3	32,492				
2002	Lafayette Place	139	32	48,244	318,712	6.6	2,293	125
2007-11		27	5	31,511	25,181	1.25	933	38
2027		28	4	9,000	17,544	1.9		133
2033-35		4	2	3,600	2,825	0.8		
2039		1	2	3,458				
SUMMIT								
1919		54	14	13,300	90,580	6.81	1,677	174
1943		40	4	22,881				75
1983-85		19	4	8,578				95
KANE								
1806		23	3	7,200	16,722	2.3		135
1816		10	4	4,500	14,340	3.2		100
1830		9	7	3,010	11,505	3.8		
LAFAYETTE								
1913		12	3					



Department of Public Works

Mariano A. Schifalacqua
Commissioner of Public Works
James P. Purko
Deputy Commissioner of Public Works

May 11, 2001

Mr. John Hyslop, Manager
Planning Administration
Department of City Development
809 Building, 2nd Floor

Dear Mr. Hyslop:

The Department of Public Works (DPW) has completed its review of the proposed zone change for property located at the northeast corner of North Prospect Avenue and East Lafayette Place. The zone change would allow construction of a multi-story condominium building.

Combined sewer and water lines are available in surrounding streets to serve the project. We prefer that water service be obtained from the twelve-inch water main located in East Lafayette Place. Each building will require its own water and sewer service connection. The water lateral must be located to achieve the shortest possible distance between the water main and the water meter. The water meter and associated equipment must be located at the point where the water lateral enters the building. Exact requirements for water branches/services or fire branch hook-up for the proposed buildings will be provided by Jeff Novak of the Milwaukee Water Works Technical Services Section (286-2035.)

The City of Milwaukee will provide trash collection service to this condominium project. We would like the opportunity to meet with the developer to discuss various alternatives for trash collection. The developer should contact Rick Leonard of DPW's Sanitation Division (286-3326) to discuss these.

We have previously commented upon a preliminary traffic and parking analysis of this project prepared by the developer's consultant. Those earlier comments are attached. One of the points raised in those comments was that additional analysis of the project's likely impact on the level of service (LOS) of the Lafayette/Prospect intersection should be provided. On May 9, 2001, we received the additional analysis we had requested. The study was performed using generally accepted traffic analysis techniques. It found that the intersection of Lafayette and Prospect would still perform at a LOS of "C" after completion of the project. For an urban intersection, that level of

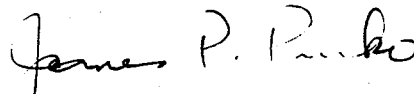
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Mr. John Hyslop
May 11, 2001
Page 2

service is perfectly acceptable. Many intersections in the city operate adequately at much lower rated levels. Therefore, we do not anticipate any significant negative traffic impacts from the proposed development.

If you have questions about any of the above, feel free to contact Tom Miller at 286-3304.

Very truly yours,



 Mariano A. Schifalacqua
Commissioner of Public Works

MAS:THM:cp

Attachment

INFRASTRUCTURE SERVICES DIVISION REVIEW
INITIAL TRAFFIC STUDY FOR LAFAYETTE PLACE

Upon review of the Initial traffic study by the Developer's consultant for the proposed Lafayette Place development, we find that we are in general agreement that the proposed development should not have any significant negative impacts to traffic operations at or near the subject location. We find that the consultant's analysis is based on established and accepted professional practice and relies upon the Institute of Transportation Engineers Trip Generation Manual. Trip rates predicted by the consultant as a result of this proposed development fall within the ranges predicted by the Trip Generation Manual for similar developments. The consultant's analysis was also based upon existing traffic volume data supplied by the City of Milwaukee. The consultant's study assumed two driveways serving Lafayette Place, one on N. Prospect Ave. and the other on E. Lafayette Pl. as well as one-way traffic operation on N. Prospect Ave. and N. Farwell Ave.

Residents at the night meetings were concerned about traffic and parking impacts on E. Lafayette Pl. in the vicinity of this development. Loading and unloading of vehicles for residents, guests and service functions from E. Lafayette Pl. will occur on-site and not in E. Lafayette Pl. public right of way. It should be noted that the approximately 300 surface and underground parking spaces provided on-site by this proposed development significantly exceeds the number of parking spaces required for a development of this size and type.

Although we are in general agreement with the consultant's predictions of no significant negative traffic impacts, the Initial traffic study does not explicitly address the current level of service experienced by traffic at or near the proposed development or the actual change in level of service (LOS) expected if the development was built. In addition, the Initial traffic study does not address the existing on-street parking demand and impacts created to this parking by the proposed development. Due to the amount of on-site parking provided by this proposed development, we do not expect significant negative impacts to on-street parking near Lafayette Place, but this was a major concern expressed by residents at the night meetings. Therefore, we requested that the LOS and on-street parking concerns be addressed in a Final traffic report by the consultant. It is our understanding that the Developer has authorized the consultant to perform this work.

Although we will withhold final comments on this proposed development until we receive the Final traffic study, we do not believe that our conclusions will change.

MEMORANDUM

TO: Arnis Putrenieks
FROM: Colleen M. Horan, P.E.
DATE: May 9, 2001
SUBJECT: Lafayette Place Condominiums
Level of Service at W. Lafayette Place and N. Prospect Avenue
And Parking Issues

This memo will briefly address the level of service (LOS) at the intersection of West Lafayette Place and North Prospect Avenue. A luxury condominium building is proposed for the northeast corner of this intersection.

The City of Milwaukee Infrastructures Division supplied all traffic volumes used in the LOS analysis. Turn movement counts were performed at the intersection of West Lafayette Place and North Prospect Avenue in 1992. A twenty-four hour count was performed at North Prospect Avenue south of East Kane Place in 2000. Comparing the growth in traffic between 1992 and 2000, there was a 2% increase in traffic in the a.m. peak and 3% in the p.m. peak. The turn movement count was adjusted to reflect this growth in background traffic and these volumes were used as the basis for existing traffic in the analysis. A schematic showing the adjusted existing volumes is included with this memo.

Traffic generated by the condominiums was estimated using the sixth edition of the Institute of Traffic Engineers *Trip Generation* manual, land use code 233, Luxury Condominium/Townhouse. The proposed size of the condominium building has been reduced since preliminary traffic generation was performed in February of 2001. The new size is 139 living units as opposed to the old size of 150 units. For 139 living units, the number of trips generated in the a.m. peak hour is 74 vehicles, and the number generated in the p.m. peak hour is 83 vehicles. A chart of the trip generation is included in this memo. The chart also shows the possible number of trips generated by a development that meets the current zoning of the parcel. Schematics showing the site-generated traffic volumes and the site-generated plus existing traffic volumes are also included.

The LOS analysis was performed with TEAPAC software, specifically SIGNAL97. An average delay in seconds per vehicle and a LOS was calculated for both the a.m. and the p.m. peak hour for existing traffic volumes and site-generated plus existing traffic volumes. The output from the software is included with this memo. The first chart shows the LOS in the p.m. peak hour for existing volumes. The second chart shows the LOS for the p.m. peak hour for site-generated plus existing volumes.

PM PEAK EXISTING	HCM Delay (seconds/vehicle)	LOS
South Approach	16.6	B
Right turn lane	12.1	B+
Left turn / Through	17.3	B
East Approach	23.2	C+
Through / Right Turn	23.2	C+
West Approach	22.9	C+
Left / Through	22.9	C+

PM PEAK SITE + EXISTING	HCM Delay (seconds/vehicle)	LOS
South Approach	17.1	B
Right turn lane	12.2	B+
Left turn / Through	17.9	B
East Approach	23.3	C+
Through / Right Turn	23.3	C+
West Approach	23.0	C+
Left / Through	23.0	C+

The proposed development is planned to have 139 living units and 295 on-site parking spaces. This averages to 2.1 on-site parking spaces for every living unit. Current zoning of the land calls for 1.5 on-site parking spaces for every living unit, with a maximum of 282 living units. As proposed, there are fewer living units and more parking spaces per living unit than the zoning calls for. There are no anticipated negative impacts to on-street parking due to the fact that there are more than two on-site parking spaces per living unit.

There will be two parking areas: one will be a 238 car parking structure with access to N. Prospect Avenue and the other will be a 57 car above-ground parking lot with access to W. Lafayette Place.

CMH:kab

g:/traffic/Lafayette & Prospect Condo/LOS memo.doc

Enclosures

cc: Jeff Mantes, City of Milwaukee Infrastructures Division
Chris Fornal, City of Milwaukee Infrastructures Division
file



Post-It® Fax Note	757	Date	2/7/01	# of pages	6
To	MIC DUNNICK	From	Bill Kissinger		
Co. Dept.		Co.	Welren		
Phone #	414-286-5352	Phone #	262-798-7400		
Fax #	414-286-5467	Fax #	262-798-7401		

TO: F.I.T. ✓
VK
G. PATLW

MEMORANDUM

TO: Arnis Putreniëks
FROM: Colleen M. Horan, P.E.
DATE: February 7, 2001
SUBJECT: Lafayette Place

This memo will briefly address preliminary traffic issues related to the proposed luxury condominium building on the northeast corner of W. Lafayette Place and N. Prospect Avenue in the City of Milwaukee. All existing traffic volume data is from the City of Milwaukee Infrastructures Division.

The attached drawings illustrate the existing traffic volumes near the proposed development. One sheet summarizes 24-hour counts from November 1998 and 2000 and the other summarizes the peak hour volumes calculated from the 24-hour counts.

To estimate the amount of traffic generated from the proposed development, the sixth edition of the Institute of Transportation Engineers *Trip Generation* manual was used. The manual is composed of the results of studies of specific land uses across the country and is the generally accepted method for estimating traffic. Using 150 dwelling units for a luxury condominium/townhouse, the a.m. peak hour traffic is estimated to be 84 vehicles: 19 vehicles entering the site and 65 vehicles exiting the site. In the p.m. peak hour, the traffic is estimated to be 83 vehicles: 52 vehicles entering the site and 31 vehicles exiting the site.

As a comparison, the trip generation for a high-rise apartment building with 327 units (the current zoning of the land that the development is proposed to be built on) is 111 vehicles in the a.m. peak hour and 124 vehicles in the p.m. peak hour. In other words, the current zoning would allow a development that would have 32% more vehicles in the a.m. peak hour and 49% more in the p.m. peak hour than the proposed development.

The proposed site plan currently has two driveways. A driveway leading to W. Lafayette Place will carry traffic for a drop-off circle, deliveries and a 57 car aboveground parking lot. A driveway leading to N. Prospect Avenue will lead to a 243 car parking structure. To distribute the site generated traffic between the driveways, it was assumed that during the a.m. peak hour and p.m. peak hour, 80% of traffic will use the driveway to N. Prospect Avenue and 20% will use the driveway to W. Lafayette Place. To distribute the site generated traffic through the intersection of N. Prospect Avenue and W. Lafayette Place, the existing traffic distribution was used.

The proposed development will generate 8% more traffic (50 vehicles) on N. Prospect Avenue north of W. Lafayette Place during the a.m. peak hour and 2% more (29 vehicles) during the p.m. peak hour. W. Lafayette Place east of N. Farwell Avenue will experience an increase of 2 vehicles in the a.m. peak hour and 3 vehicles in the p.m. peak hour. W. Lafayette Place east of



**GRAEF
ANHALT
SCHLOEMER**
and Associates, Inc.

N. Prospect Avenue will experience 6% more traffic (25 vehicles) in the a.m. peak hour and 6% more traffic (31 vehicles) in the p.m. peak hour.

The amount of traffic that the development will generate in summer will not increase during the peak hours. Peak hours are analyzed because they represent the maximum concentration of traffic and have the greatest impact on the surrounding street network and neighborhood. Generally, peak hours are when people are traveling to and from work, and work patterns seldom change for the seasons. The City of Milwaukee does not have recent summer counts. Discussions with senior traffic engineering staff indicate that during the weekday peak period the inherent error in tube count methods compensates for the differences in seasonal traffic volumes in that area.

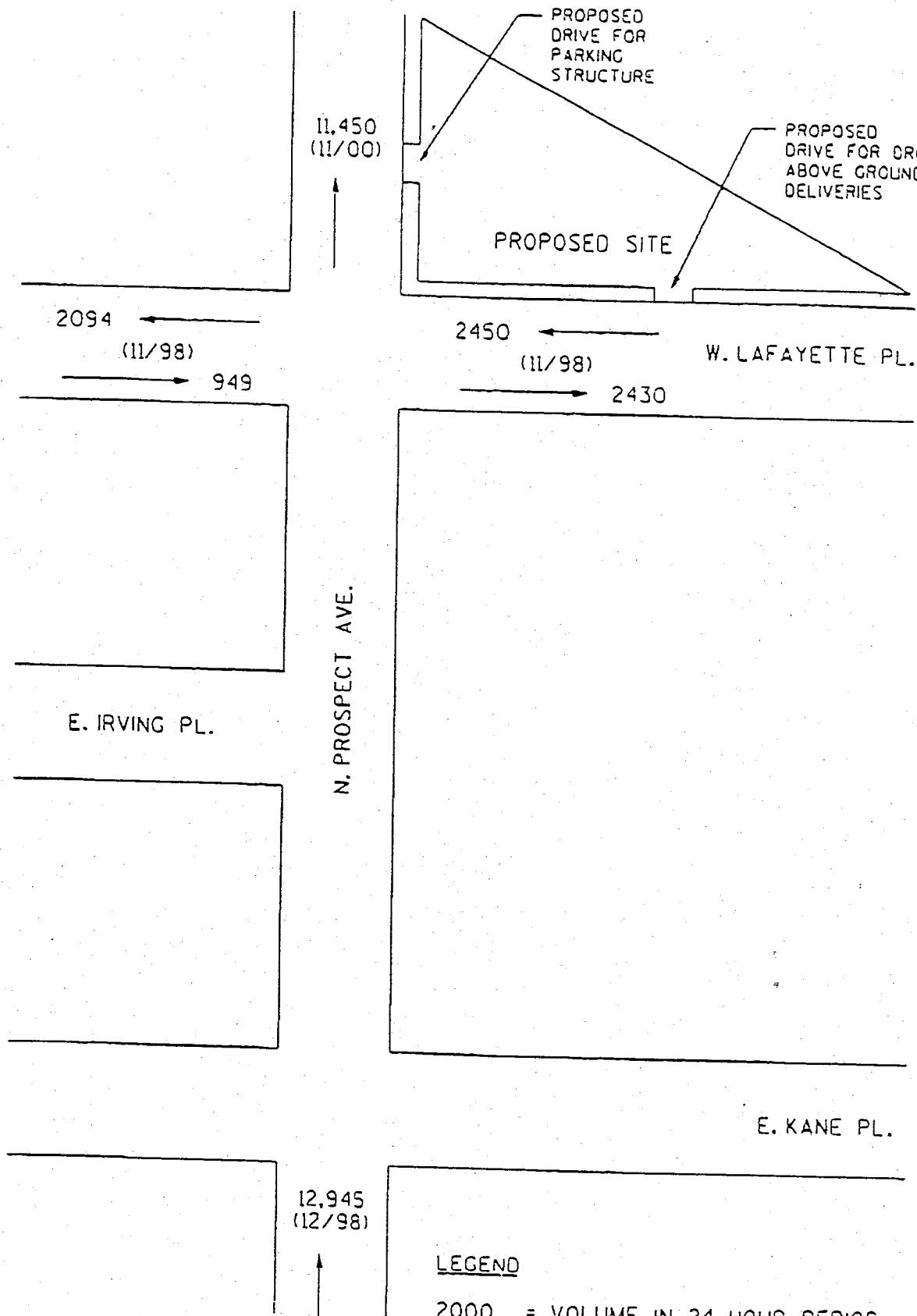
CMH:kab

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Enclosures

cc:

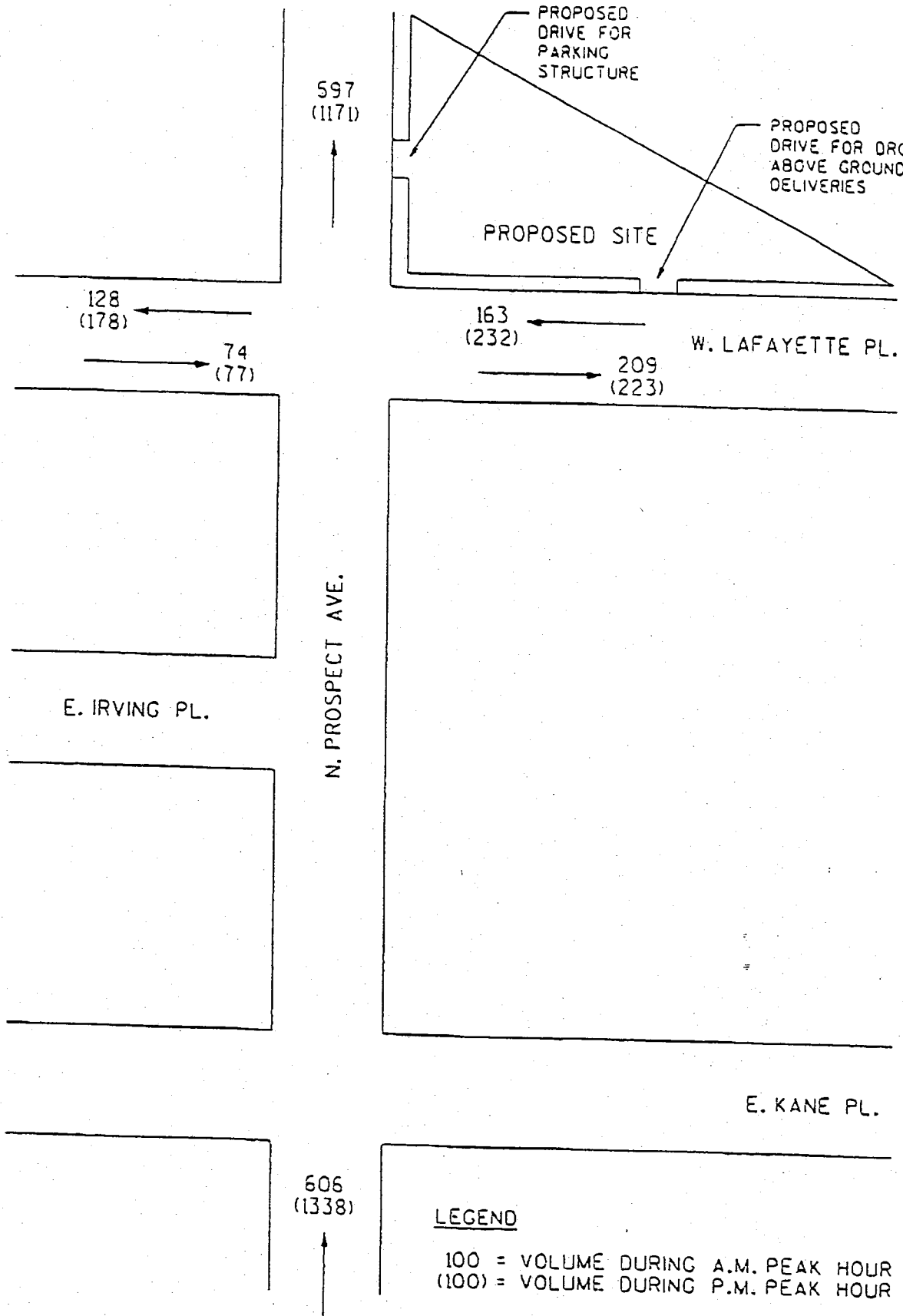
24-HOUR TRAFFIC COUNTS
EXISTING TRAFFIC



LEGEND

2000 = VOLUME IN 24 HOUR PERIOD
(12/00) = DATE COUNT WAS PERFORMED

PEAK HOUR FROM 24-HOUR TRAFFIC COUNTS
EXISTING TRAFFIC



LEGEND

- 100 = VOLUME DURING A.M. PEAK HOUR
- (100) = VOLUME DURING P.M. PEAK HOUR

PEAK HOUR TURN MOVEMENT TRAFFIC COUNTS
 SITE GENERATED TRAFFIC



49
(27)

14
(46)

PROPOSED
DRIVE FOR
PARKING
STRUCTURE

PROPOSED SITE

PROPOSED
DRIVE FOR DROP-OFF,
ABOVE GROUND PARKING,
DELIVERIES

3
(3)

4
(3)

6
(4)

2
(6)

2
(6)

6
(3)

W. LAFAYETTE PL.

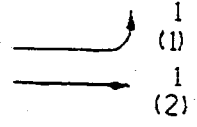
N. PROSPECT AVE.

12
(43)

1
(4)

LEGEND

100 = A.M. HOUR ADDITIONAL TRAFFIC
 (100) = P.M. HOUR ADDITIONAL TRAFFIC



Trip Generation for Condominium

Luxury Conforminium/Townhouse (ITE LU 233)

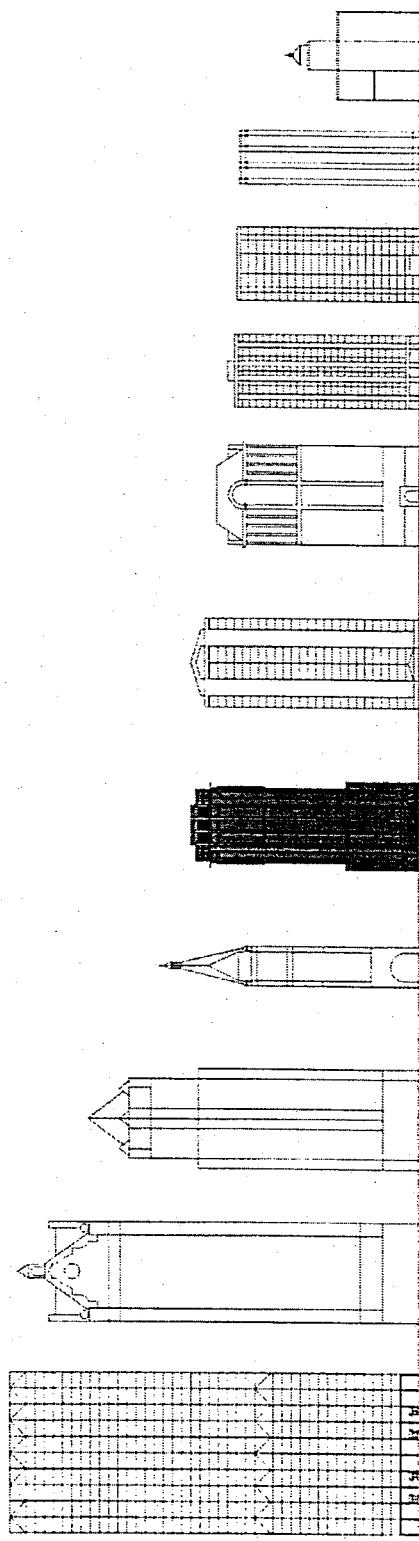
Peak Period	Units	Average Rate	Trips by ave. rate	Trips by fiited equation	Using Fitted Curve	
					Enter	Exit
AM	150	0.56	84	79	23% = 18	77% = 61
PM	150	0.55	83	92	63% = 58	37% = 34

High-Rise Residential Condominium/Townhouse

Peak Period	Units	Average Rate	Trips by ave. rate	Trips by fiited equation
AM	327	0.34	111	123
PM	327	0.38	124	127

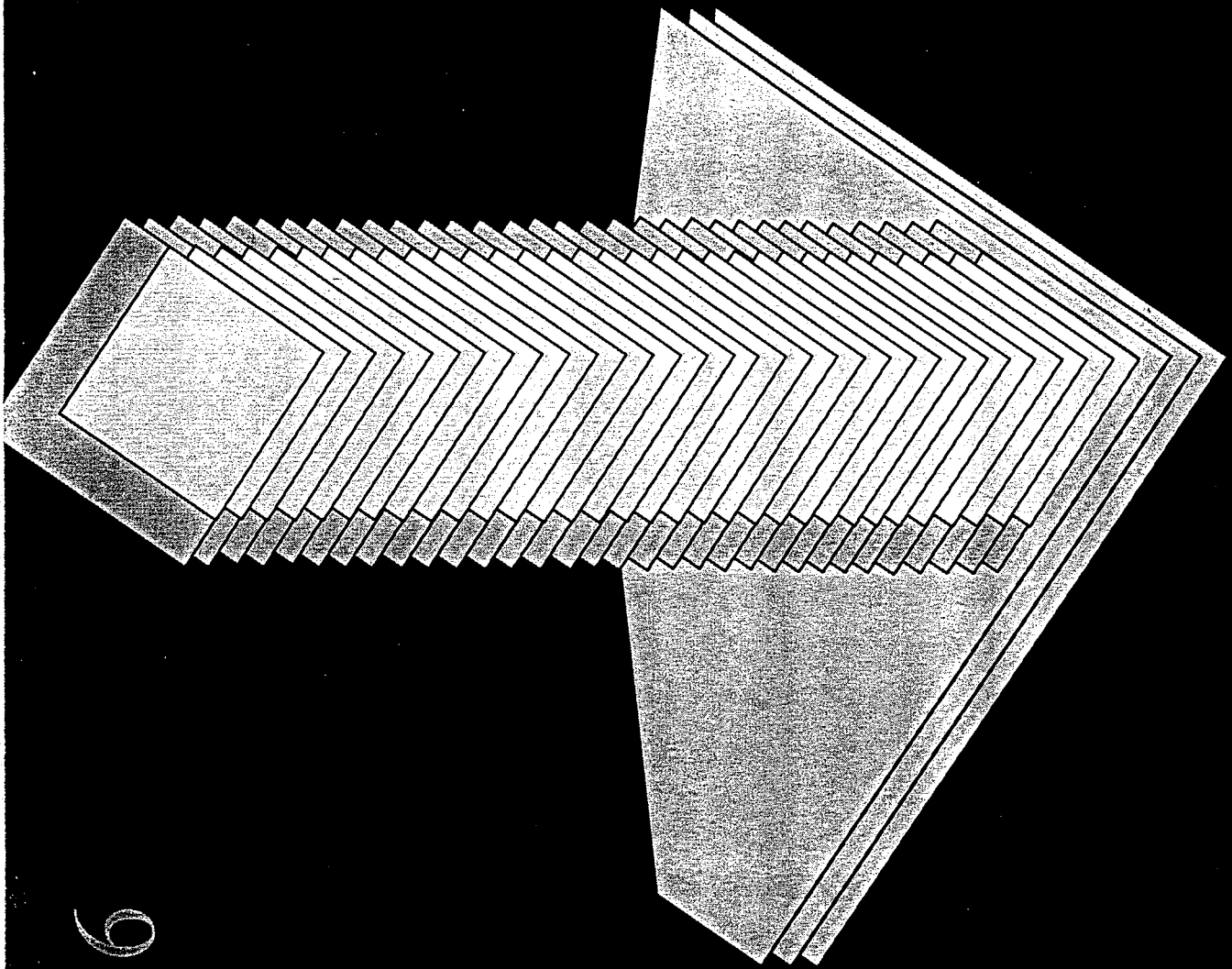
High-Rise Apartment

Peak Period	Units	Average Rate	Trips by ave. rate	Trips by fiited equation
AM	327	0.3	98	97
PM	327	0.35	114	115



FIRSTSTAR	100 E WI	MILWAUKEE CENTER	CITY HALL	LAFAYETTE PLACE	LANDMARK ON THE LAKE	1000 N WATER	REGENCY HOUSE	PROSPECT TOWER	JUNEAU VILLAGE	CUDAHY TOWERS
601'	549'	426'	350'	336'	340' (APPROX.)	299'	272'	268'	265'	165'

6



6.6

32

7



The East Side
Business Improvement District

The East Side B.I.D. and East Side Association represent Milwaukee's most exciting retail, entertainment, and residential district.

Located between Lake Michigan, the Milwaukee River, Downtown, and U.S.M., we are actively involved in the conscientious development of an enhanced business district designed for people looking for a dynamic place to live, work, shop, and relax.

The East Side Association
2431 North Murray Avenue
Milwaukee Wisconsin 53212

Phone: 414-906-8976
E-mail: info@theeastside.org
www.theeastside.org

City of Milwaukee
City Plan Commission
111 W. Wisconsin Ave.
Milwaukee

May 14, 2001

Chairman Robert Greenstreet
City Plan Commission
809 N. Broadway Ave.
Milwaukee, WI 53202

Dear Chairman Greenstreet,

Thank you for the opportunity to communicate with the City of Milwaukee Plan Commission regarding the proposed zoning change at the northwest corner of N. Prospect Ave. and E. Lafayette Place. We represent the East Side Business Improvement District (#20) and the East Side Association, two organizations that represent 70 property owners and over 130 businesses in the E. North Ave. area, just one block north of the proposed zoning change.

We first met with the development team in October of 2000 at a meeting of the East Side B.I.D. Board of Directors. We were initially disappointed with the treatment the building plan gave to N. Prospect Ave., which was presented as a parking ramp. We asked the developers to give this some consideration and invited them back when they were ready to move forward.

On April 19th, the East Side Association hosted its monthly meeting and included the proposed development on its agenda. Mr. Petreniks presented his proposal. At the April 26th meeting of the Board of Directors of East Side B.I.D. #20, the group discussed the development and moved to send this communication on to the Plan Commission. To date, no business or property owner has objected to the proposed development.

Many of us attended the public meetings hosted by Alderman D'Amato and have a good idea about what the pros and cons of the proposed development are. We have a great deal of respect for the viewpoints of the opposition, after all, many are our customers.

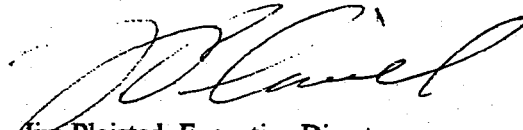
As we stated earlier, we were disappointed in October regarding how the development dealt with N. Prospect Ave. As you can see today, the N. Prospect Ave. side of the building treats the street with the respect and scale it deserves. The town homes, pedestrian entrance, small plaza, and small retail spaces will compliment the other buildings and uses currently located on N. Prospect Ave. Our compliments to the Department of City Development Planning staff and Water Tower Landmark Trust representatives who worked with the development team on these issues.

Also, we are very supportive of the developer's efforts to enter into agreement with Milwaukee County to provide another important link to the Oak Leaf Trail, the County bike path. We will be connecting to the bike path next year at N. Oakland Ave. and E. North Ave. With other east side ramps planned at Riverside Park and E. Brady St., the Oak Leaf trail will come alive with bike and pedestrian traffic over the next few years.

Despite the legitimate concerns about the proposed height of this project, we feel that this is a positive development for our commercial neighborhood and good for the City of Milwaukee. The East Side and Downtown are two of the most desirable residential development areas in southeastern Wisconsin. This is good news for the taxpayers of Milwaukee and good for the continued viability of our commercial neighborhoods.

Thank you for this opportunity to address the Commission. Please feel free to contact me with any questions or clarifications.

Sincerely,



Jim Plaisted, Executive Director
On behalf of the East Side B.I.D. #20 Board Of Directors

cc: Alderman Michael S. D'Amato
Alderman Paul Henningsen, Chair, ZND
Mayor John Norquist
Water Tower Landmark Trust



April 17, 2001

Dean Robert Greenstreet
Chair
City Plan Commission
809 N. Broadway
Milwaukee, WI 53202

Re: Lafayette Place

Dear Dean Greenstreet:

I would like to express my support for the development known as Lafayette Place, a 139 unit condominium residence at the intersection of N. Prospect and Lafayette Place. I understand a zoning change will be required to build the project. I have read the stories in the Journal, and attended one of the community meetings at the North Side Library. I understand there are "feelings" on both sides of the issue. As you ponder the question, here is what I see as a resident of the Landmark just down the street.

The developers have planned a first rate quality project that will be an asset to the entire neighborhood. They have had numerous meetings with local neighbors, city planners and others who have expressed interest in the project. As a result, they have accommodated many of the concerns.

My support is based on the following considerations:

Appropriateness: Lafayette Place will be an appropriate addition to the neighborhood, which includes a variety of housing options. With an average sales value of \$500,000., the condominiums in Lafayette Place will attract buyers who can afford the amenities which this area has to offer, but no longer wish to struggle with the maintenance of a single family home.

Design: The outstanding design of Lafayette Place will make it a source of pride to owners and neighbors alike. Bordering a landmark district as it does, Lafayette Place makes a strong design statement that respects its neighbors, reflects the quality and character of existing architecture, and will be an outstanding addition to the lakefront skyline.

Phone: (414) 231-1232
Fax: (414) 231-1233

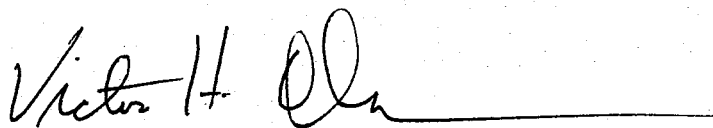
The Century Building
230 West Wells Street, Suite 630
Milwaukee, WI 53203-1866

Improved Zoning: As currently zoned, the property can be developed for up to 327 residences while providing on-site parking for only 213 cars. That could and would be disastrous. The proposed development of 139 units with on-site parking for 295 cars is a significant improvement over the permitted development and should be an important consideration in the approval process.

Positive Tax Impact: Lafayette Place will add nearly \$70 million of residential value to the city's tax base. The likely buyers of these condominiums will be "empty nesters" like my wife and I. As such, we will require less city services than usual making our presence more profitable to the city.

Today the property is a vacant lot, in reality an eyesore. The county "bike-path" looks like the perfect place for a mugging. I understand Lafayette Place will clean up and light its boundary to the bike-path and provide a public access ramp. A significant improvement for the neighborhood and public. It will add 139 quality residences to a high demand area, and is an example of good planning and cooperation between developers, neighbors and city planners. I strongly urge you to support the proposed zoning change and allow Lafayette Place become a reality, and demonstrate that Milwaukee is a healthy, and "growing" city.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor H. Olsen", followed by a long horizontal line extending to the right.

Victor H. Olsen
President

April 16, 2001

Michael S. D'Amato
Alderman, 3rd District
City of Milwaukee
200 E. Wells St., Room 205
Milwaukee, WI 53202-3570

Dear Alderman D'Amato:

Re: Lafayette Place

At your suggestion, we attended the input sessions at the East Library and were pleased that some progress has been made in lowering the elevation of this absurdly tall structure. But it is still way too tall.

Several dissenters at the East Library meetings had photo montages, and visualizations of the project showing the proposed building in the context of its neighborhood. They all made the same point: it is grotesquely out of scale with its immediate surroundings.

In an attempt to have you and the City Plan Commission see this project in that same neighborhood context, we created the attached photo montage of our east side lakefront. The photo(s) vantage point is the Milwaukee Sailing Center. With a computer, we scaled the proposed Lafayette tower to the existing Landmark Tower (on the left) and placed it on its site. I think "sore thumb" is the only appropriate appellation.

We also resent the developer (at the East Library Meetings) insisting we can either have it absurdly tall, or absurdly squat and massive. The piece of property could easily accommodate two 15-story towers and town houses.

We believe all parties are interested in expanding the tax base, redeveloping deteriorated properties and adding condominium ownership to our Water Tower area. But proceeding with this project will not enhance or encourage further residential development here, it will freeze it! Developers will wait to see if this elephant flies before starting another significant effort in our neighborhood. And that means it could stall other developments for four or five years, even longer if it doesn't immediately sell.

We urge you and the City Plan Commission to take the long view, take the neighborhood view -- and work with these developers to create a dramatic, desirable, and compatible mid-rise development.

Alderman Mike D'Amato
April 16, 2001
Page Two

Thank you for your time and your prompt response to our earlier message.

We appreciate your efforts.



Paul and Mary Counsell
3453 N. Lake Drive
Milwaukee, WI 53211

cc w/encl: City Plan Commission, 809 N. Broadway, P.O. Box 324, Milwaukee,
WI 53202

