

DETAILED PLAN DEVELOPMENT SUBMITTAL

The Sterling Condominiums

The Sterling is a proposed eleven storey mixed-use building on Milwaukee's East Side. The Building will reinforce the growing strengths of the neighborhood by providing retail space and housing units to the area, as well as a significant amount of parking. The building will contain one-and-a-half floors of underground parking, ground level retail space facing Farwell Avenue, two-and-a-half levels of enclosed parking above the retail floor and 8 floors of condominiums above the parking, completing the building mass.

Located one block from the key Brady St. and Farwell Avenue intersection, the Sterling will contain approximately ten thousand square feet of ground floor retail space on busy Farwell Avenue, the largest contiguous available retail space in the local community.

This will allow a significant retail presence to serve this area, one of the highest density residential areas in the State, which is underserved in a number of retail categories. The on-street retail presence is enhanced by large glass storefronts allowing the flexibility and stimulation that energetic retailing can provide to the pedestrian. Awnings and retail signage provide a transition to the condominium residences above.

The housing will be exceptional. One hundred and twelve condominium residences on eight floors will be constructed in response to the anticipated demand in this location a density consistent with the area. The entry and lobby for the condominiums will be located on quiet Royal Street. Almost all condominium units, located on the fourth through eleventh floors, include large bays allowing panoramic views of Lake Michigan, downtown, or the city. Floor to ceiling glass curtain walls and substantial balconies, emphasize the openness to the views and maximizes daylight in the unit. These units will be focused on the mid-market; almost half of the condominiums will be priced under \$200,000 for a large one-bedroom unit, which includes luxury features such as nine-foot high ceilings and cantilevered glass bays. The price range will begin from under \$170,000 to upper floor terrace residences priced over \$300,000.

A substantial amount of indoor parking, 213 spaces, is provided by the project for the public, condominium owners and the retail uses. 71 of these parking spaces replace the existing public parking as required by the RFP and the remaining parking spaces are 39 more than required by zoning. One-and-a-half levels of parking are located below grade and two-and-a-half levels above grade behind and above the street level retail uses.

The building, including below ground parking, is located on the lot line on all streets and is set back 4 feet from the alley property line. On the north the building is located on the lot line for the first three stores and set back 10 feet 8 inches on the upper floors. A fourth floor terrace provides open space for the condominium.

The materials selected for the design include the base of the building consisting of a curtain wall contained within a robust, monolithic brick frame, which includes retail and parking functions. The curtain wall is again used on the condominium residences on the upper floors. Each condominium residence includes glass cantilevered bays and adjacent balconies, hallmarks of the residential portion of the project, resulting in excellent light and views from each unit as well as articulating the function of the building. The glass and steel curtain wall is used to respond to the project's steel frame at the upper levels, extensive areas of glass, and lightness of construction. The curtain wall at the base reinforces the upper floor's materials, providing a transparent pedestrian/ base for the retail activities. This uninterrupted glass storefront wraps the building on Farwell Avenue and 42 feet along Royal Place allowing flexibility in store planning and an active retail display at the pedestrian level. A metal sign band and or facade above the glazed storefronts provide identity and way finding for the retail tenants who may provide awnings below the sign band. The curtain wall vocabulary continues above the sign band to the underside of the brick frame.

The entry to the condominiums is on quiet Royal Place. It has its own cantilevered 5-foot canopy entry over the sidewalk including backlit signs on its sides highlighting an all glass entry into the residential lobby. The building face above the canopy is faced with the curtain wall material used in the residential portion of the Sterling and also has a lit sign with the building's name. The door to the parking garage is also located on Royal. It is set back 6 feet from the street, and has a horizontal metal band consistent with the storefronts. Brick patterning fronting the garage portion on Royal employs vertical and horizontal bands spaced similar to the curtain wall mullions providing continuity and scale to this portion of the building.

We have included the following information:

1. Vicinity Map
2. Survey Showing Adjacent Structures, Site Boundaries And The Building Footprint
3. Color Rendering Of The Building
4. Site Development Plan Showing Landscaping
5. Building Section East-West
6. First Floor Plan
7. Condominium Floor Plan (Floors 4-11)
8. Typical Unit Plans
9. Building Elevations (East, South, West And North). Colors And Sign Areas Shown On Rendering.
10. Parking Level Plans (Subbasement, Basement, 2nd And 3rd Floors)
11. Pictures Of The Site (On Included Disk)

GROSS LAND AREA

The gross land area of the site is 24,120 square feet (134' x 180').

RETAIL SPACE

9600 square feet of retail space is provided. The permitted uses shall include all non-residential uses permitted in s.295-603-1 of the City Code for LB2 zoning districts and all limited uses in LB2 zoning districts that meet the limited use standards of s.295-603-2.

BEDROOMS PER UNIT

50% of the units are 1 bedroom and 50% 2 bedroom.

PARKING SPACES PROVIDED; RATIO PER UNIT

There are 213 parking spaces provided. 142 are for the condominiums and retail space. 71 parking spaces are provided to replace the public parking

GLAZED AREA

The primary street frontage at the first floor will be approximately 85% glazed with transparent glass. The secondary street façade on the ground floor will be 85% glazed within 45 feet of the primary street. Both glazed areas will contain large storefront windows down to grade.

PLAT OF SURVEY

Included in the drawings

SITE PLAN

Included in the drawings

SIGNS

Wall signs will be used for both the retail and residential portions of the project and will conform to the standards of s.295-605 of the City Code.

A canopy will project 5 feet into the public domain at the condominium entry on E. Royal Pl. and contain a backlit sign with the building's street number. The letters will not be over 8 inches high.

LIGHTING

As per zoning code for LB2.

OVERHEAD GARAGE DOORS

The overhead garage doors are located in the alley and on the secondary street. The garage door will be 20 feet wide and be 8 feet in height. It will be set back 6 feet on the Royal Place side from the building mass and integrated into a bay consistent with the Storefront designs. The garage door will be one foot back of the building face on the alley side.

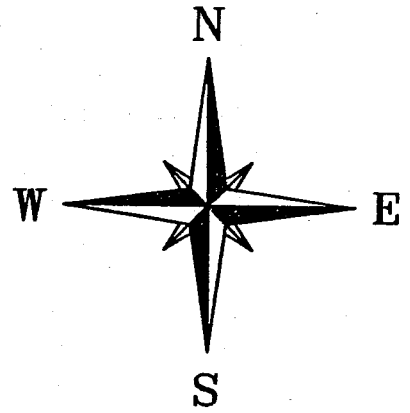
FOR: NEW LAND ENTERPRISES
 LEGAL DESCRIPTION: Lots 11, 12, 13, 14, 15 & 16 Block 236 of Continuation of A.L. Kanes
 Subdivision in the NE 1/4 of Section 21, T7N, R21E, City of Milwaukee, Milwaukee County, WI.
 (Containing 24,119 square feet of land)

REFERENCE BEARING: Bearings are referenced to the west line of North Farwell Avenue
 which has an assumed bearing of N 34°05' E

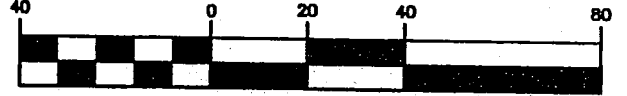
NOTE: Iron pipes were not placed as a part of this survey.

Bench Mark 76.08 (City Datum)
 North end of the south basement window sill located on the east side of No. 1614
 E. Royall Place.

NOTE:
 SANITARY SEWER & WATER MAINS SHOWN ARE
 TAKEN FROM CITY RECORD DRAWINGS.



GRAPHIC SCALE



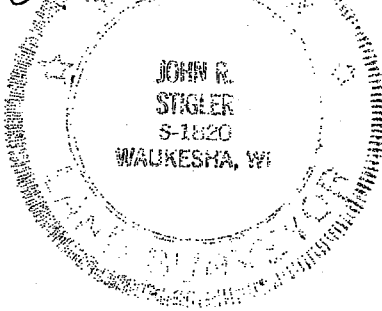
(IN FEET)
 1 inch = 40 ft.

STATE OF WISCONSIN }
 COUNTY OF WAUKESHA } ss.

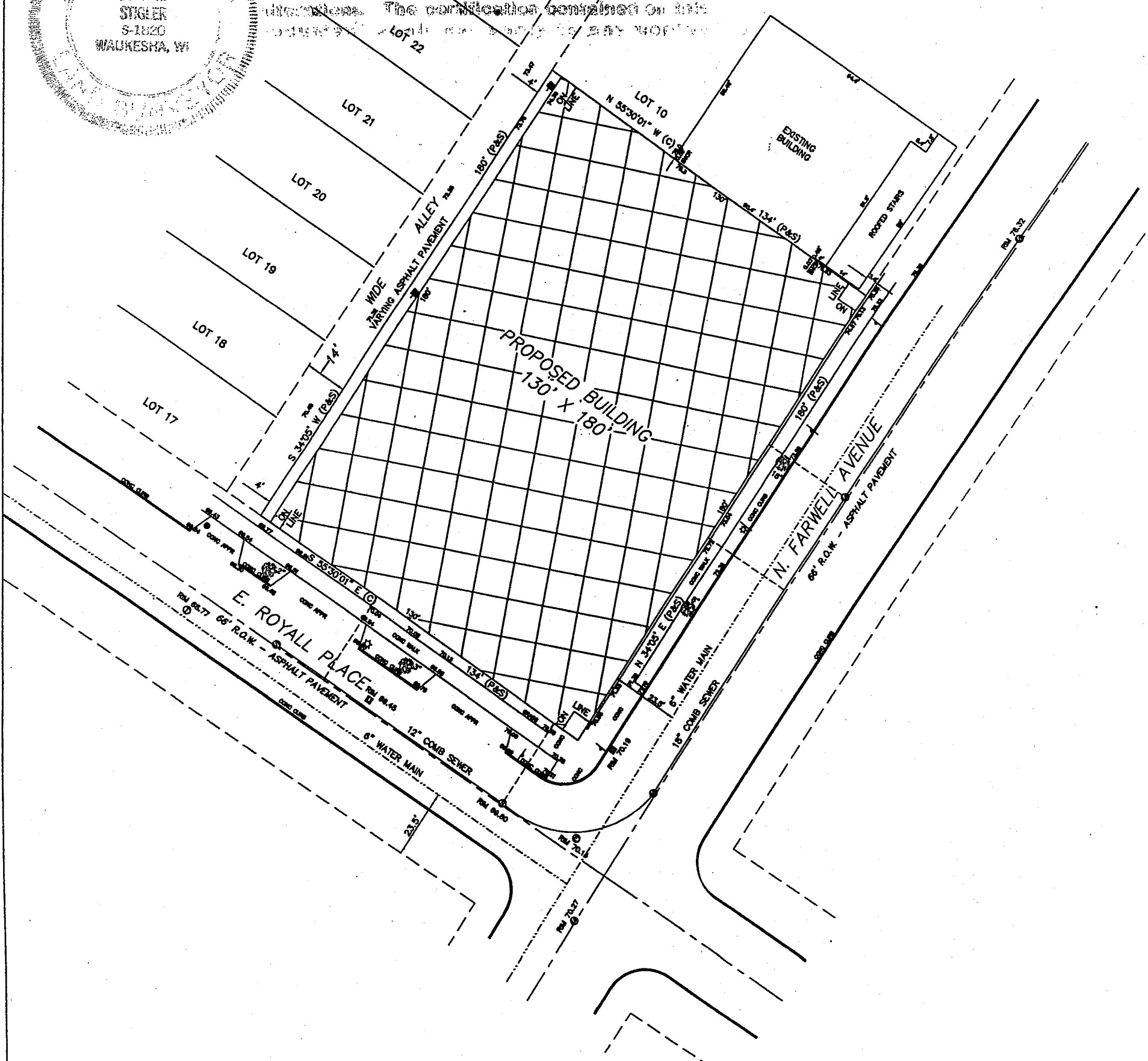
WE, JAHNKE & JAHNKE ASSOCIATES INC., DO HEREBY CERTIFY THAT WE HAVE MADE THIS SURVEY AND THAT
 THE INFORMATION AS SHOWN ON THE ABOVE PLAT OF SURVEY IS TRUE AND CORRECT REPRESENTATION THEREOF.

John R. Stigler
 JOHN R. STIGLER - Wis. Reg. No. S - 1820

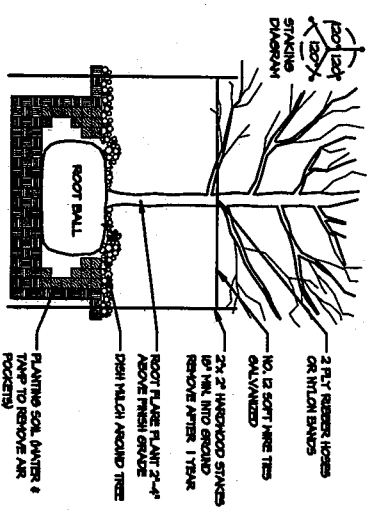
DATED THIS 10th DAY OF September 2003



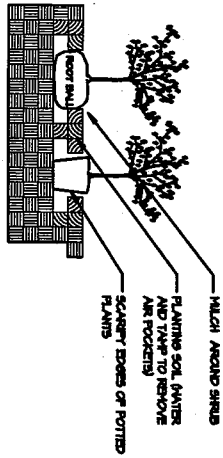
It is to be noted in connection with this plan that the same should be assumed to contain unauthorized alterations. The certification contained on this plan is not to be construed as any warranty.



PLAT OF SURVEY		
FOR: NEW LAND ENTERPRISES		
PART OF NE 1/4 SECTION 21, T7N, R21E		
CITY OF MILWAUKEE, MILWAUKEE COUNTY, WI.		
JAHNKE & JAHNKE ASSOCIATES INC.		
PLANNERS & PROFESSIONAL ENGINEERS		
711 W. MORELAND BLVD.-WAUKESHA, WI. 53188		
TEL.No.(262) 542-5797 FAX (262) 542-7698 (E-MAIL kthomas@jahnkeandjahnke.com)		
SCALE: 1" = 40'	DATE: SEPTEMBER 10, 2003	
DRAWN BY: K.L.T. CHECKED BY: J.R.S.	FILE NO.: MILWAUKEE 490-PROP(11x17)	
BOOK NO.:MIL.64,P.69-70 &DC JOB: S-5685	SHEET 1 OF 1	



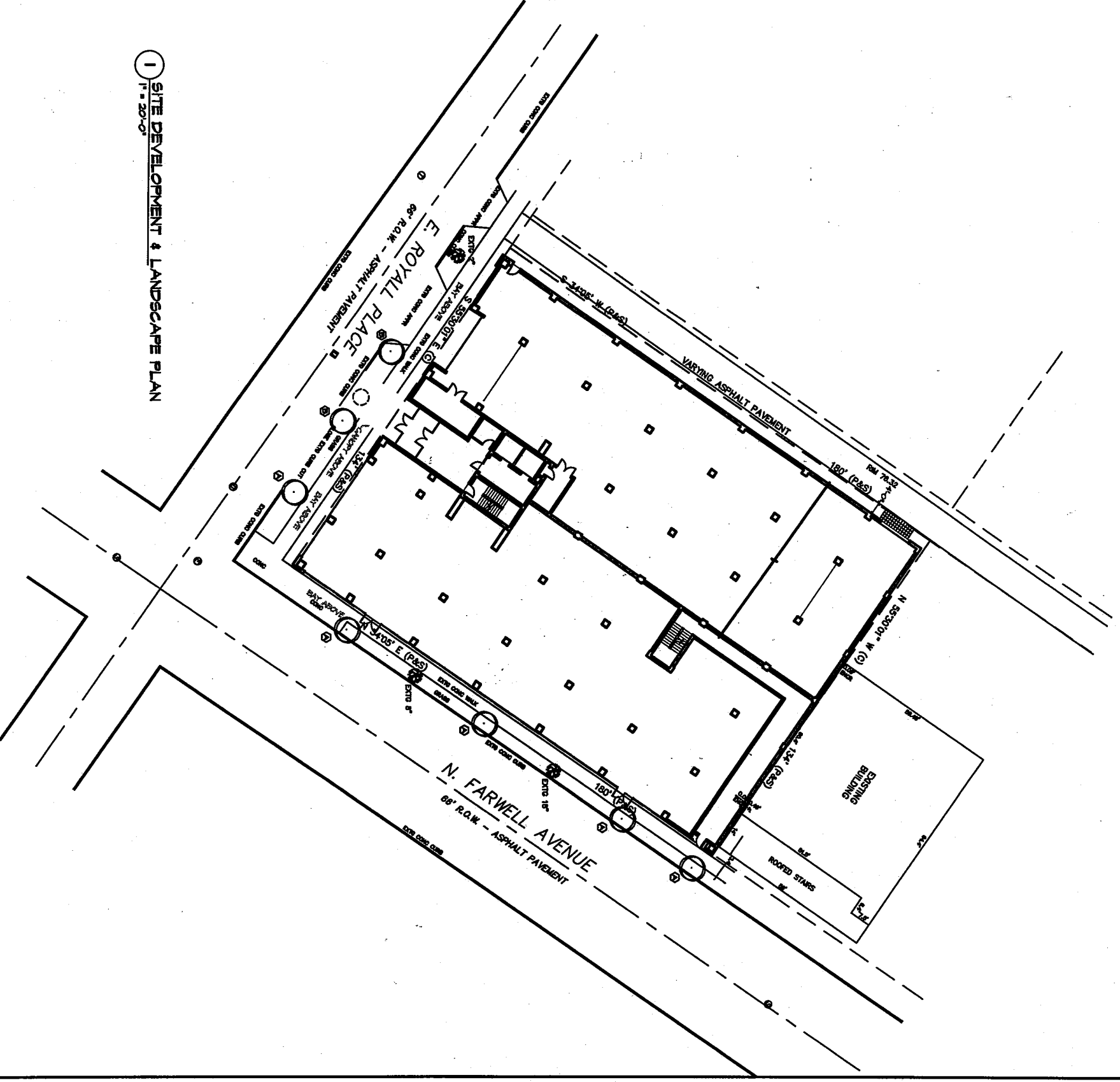
2 DECIDUOUS TREE N.T.S.



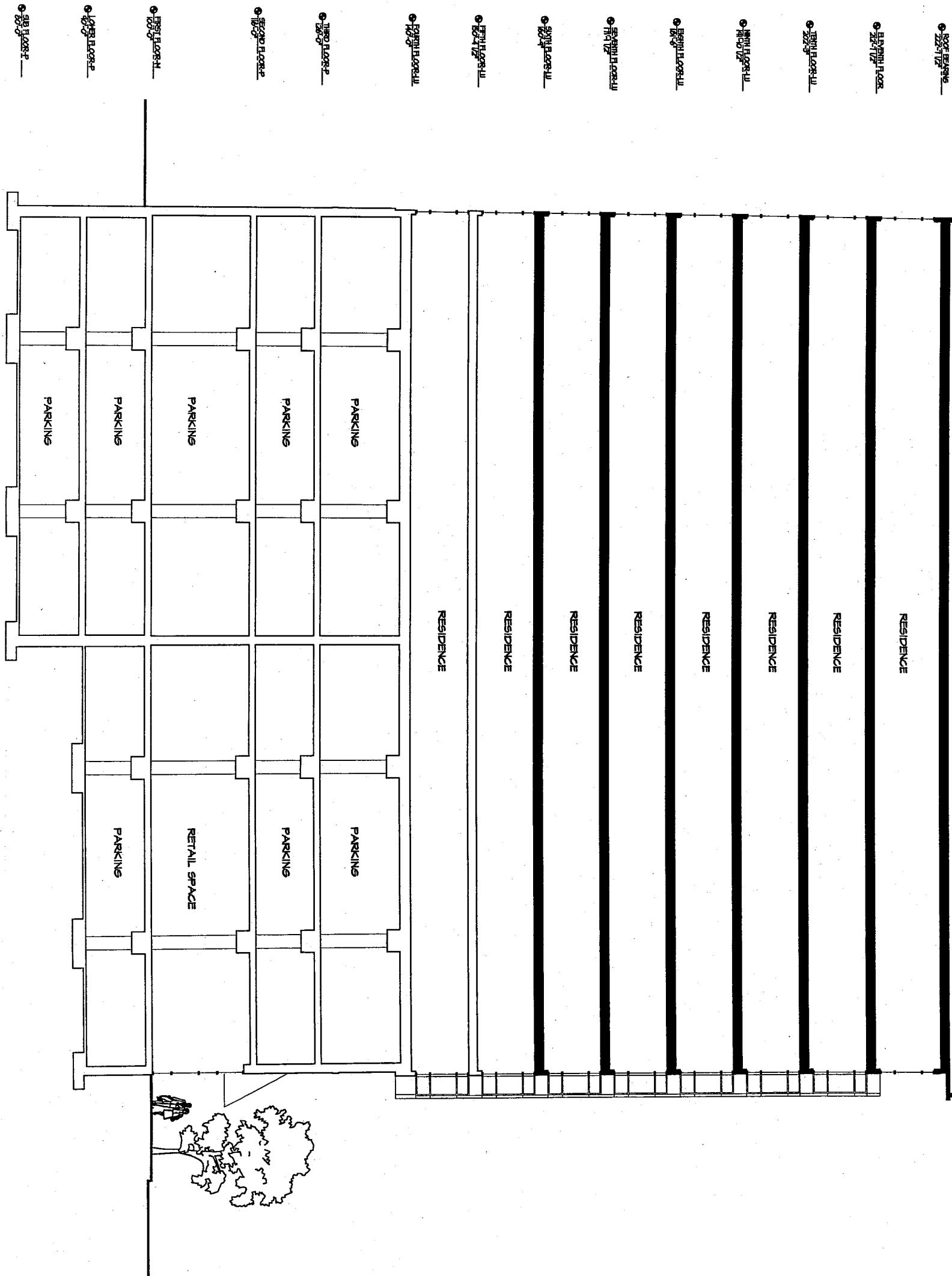
3 SHRUB PLANTING N.T.S.

PLANT KEY	TYPE	COMMON NAME	BOTANICAL NAME	PLANTING SIZE	PLANTING	SIZE	PLANTING DETAIL
1	A	ASH SHRUB	Fraxinus Pennsylvanica Summ.	50'-40'	B/B	2 1/2'	
2	B	LIRIODENDRON LITTLE	Liliodendron	40'	B/B	2 1/2'	
3	C	YEA JAPANESE STREPTOMIS	Torreya caroliniana	5'	B/B	2'	
4	D	BARKER, TREBBERG COLUMBERY	Berberis hibernica	4'	B/B	2'	
5	E	BARKER, JAPANESE RED LIME	Berberis hibernica	4'	B/B	2'	
6	F	BARKER, JAPANESE GREEN LIME	Berberis hibernica	4'	B/B	2'	
7	G	POTENTIALI BOLD DROOP	Potentilla canadensis	2'	B/B	2'	
8	H	SPYRAL SIBYRIAN	Spiraea japonica	3'	B/B	2'	
9	I	SPYRAL GOLD LIME	Spiraea japonica	3'	B/B	2'	
10	J	JAPANESE DWARF JAPANESE	Prunella japonica	4'	B/B	2'	
11	K	SHAKESPEARE ROYAL PURPLE	Cornus coccinea	B/B	2'		
12	L	ROSA RUBRA	Rosa rugosa	B/B	2'		
13	M	HYDRANGEA ANNIVERSALE	Hydrangea arborescens	4'	B/B	2'	

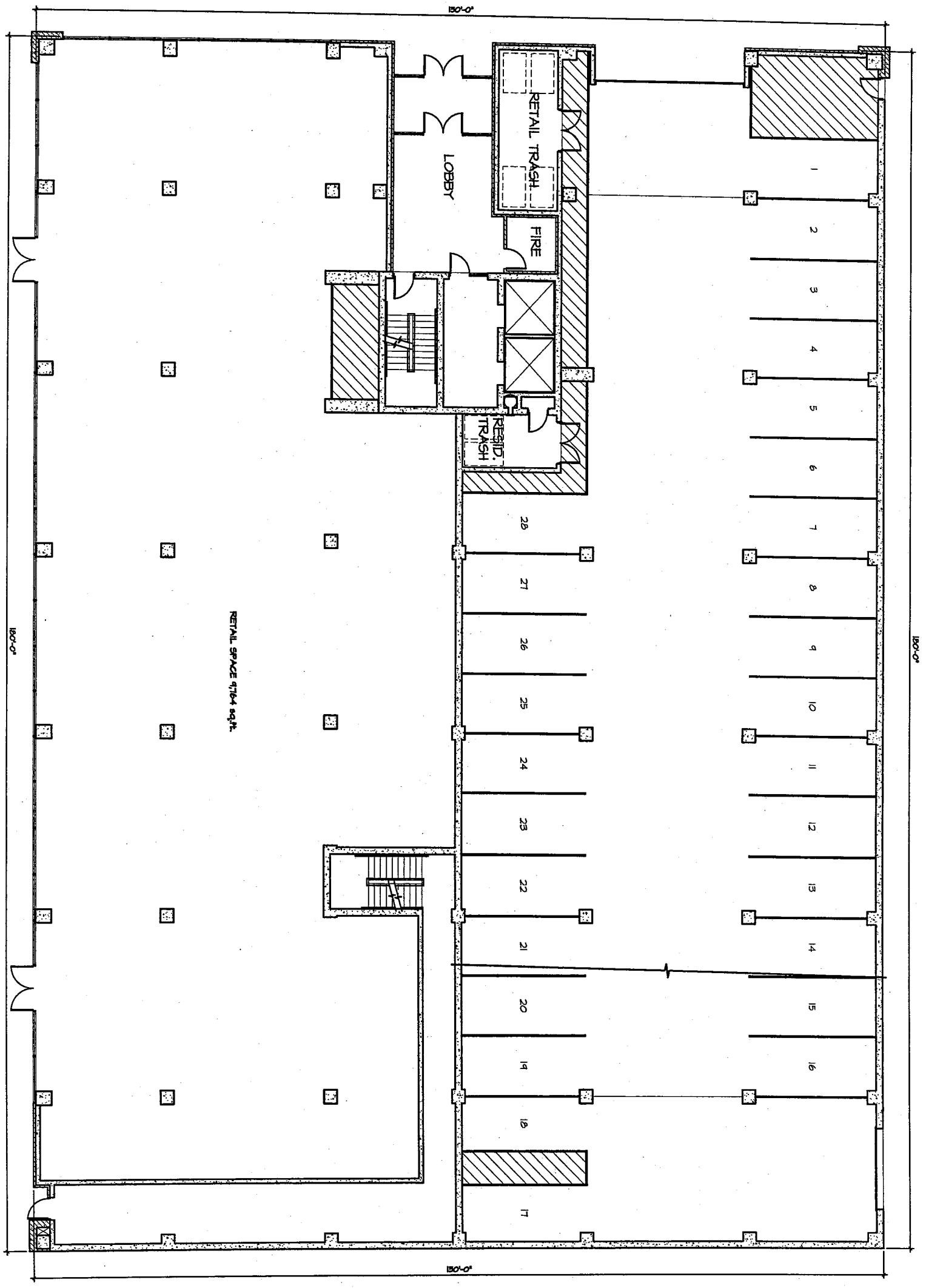
1 SITE DEVELOPMENT & LANDSCAPE PLAN 1" = 20'-0"



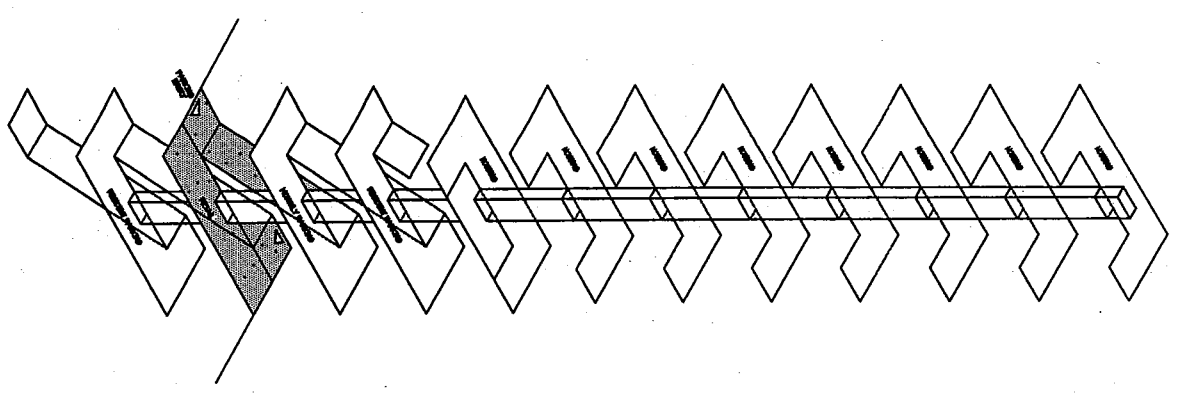
1 SOUTH ELEVATION



1 FIRST FLOOR PLAN
1/8" = 1'-0"



FLOOR KEY PLAN
NO SCALE



FLOOR CALCULATIONS:
PARKING SPACES = 28 SPACES
RETAIL SPACE = 9764 sq.ft.

SHEET
A-4
PROJECT NO.
340-40

DATE ISSUED
DATE DRAWN
03 DECEMBER 03
DRAWN BY
DEG

PROJECT
THE STERLING
FARNELL & ROYALL
MILWAUKEE WISCONSIN

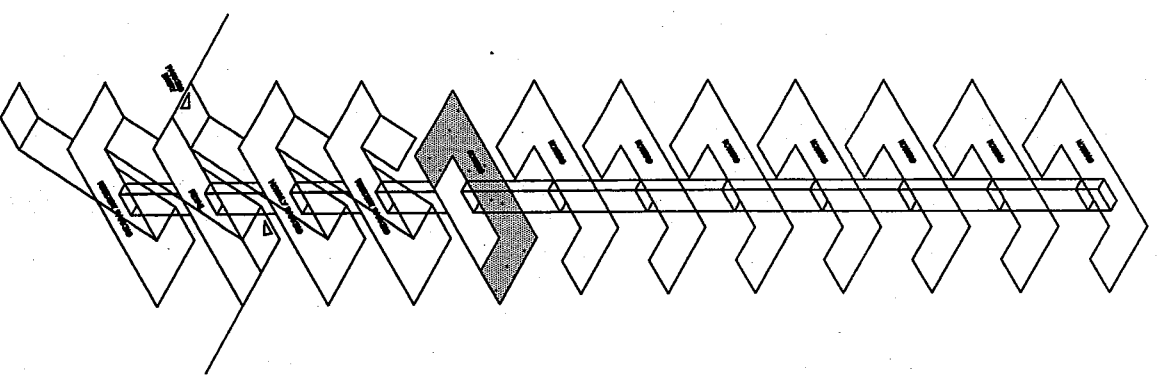
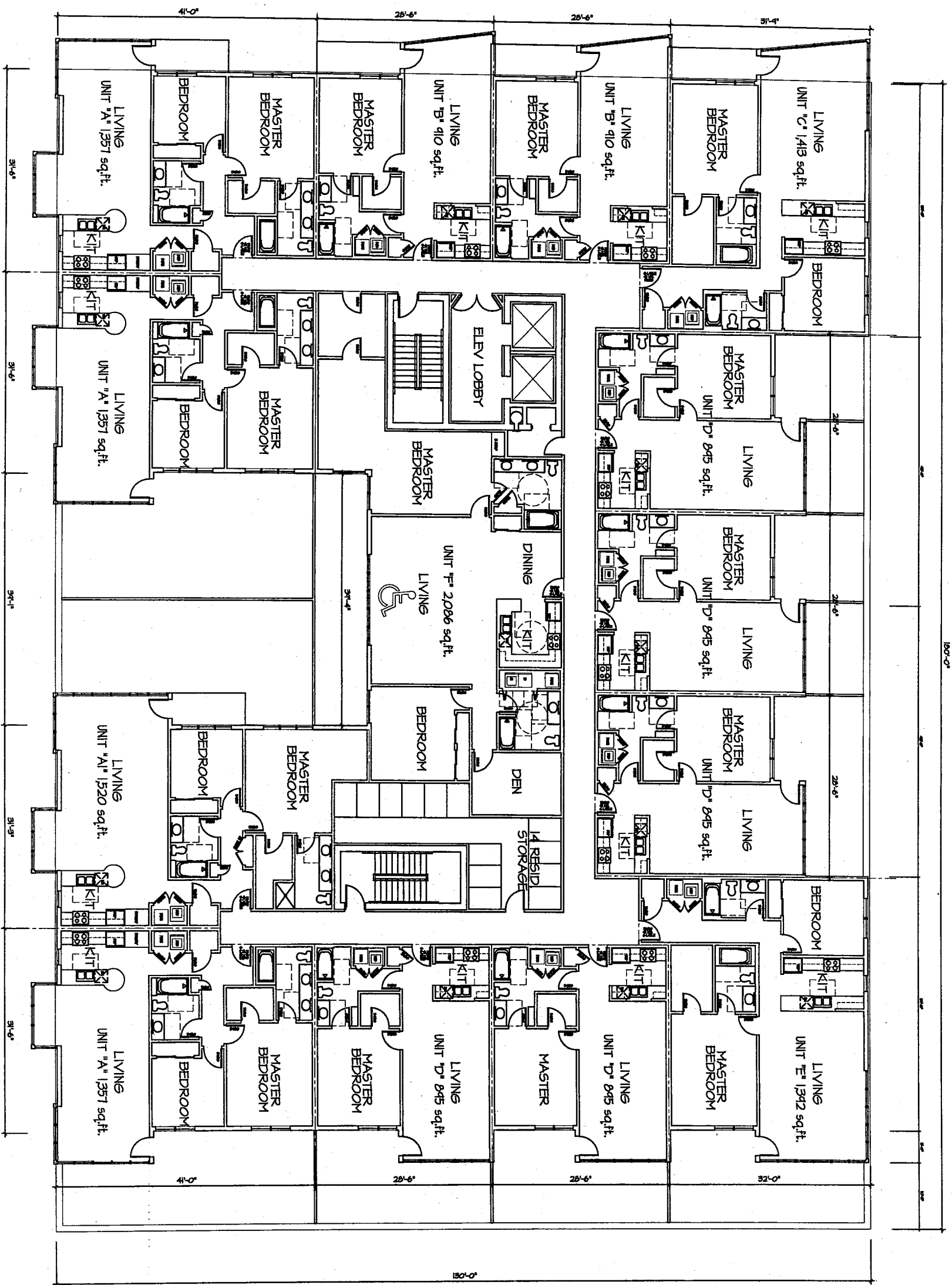
TITLE
FIRST FLOOR PLAN



TDI ASSOCIATES, INC.
ARCHITECTS, ENGINEERS, PLANNERS
1285 SUNNYRIDGE ROAD
PEWAUKEE, WI 53072 (414)691-3400

REVISIONS

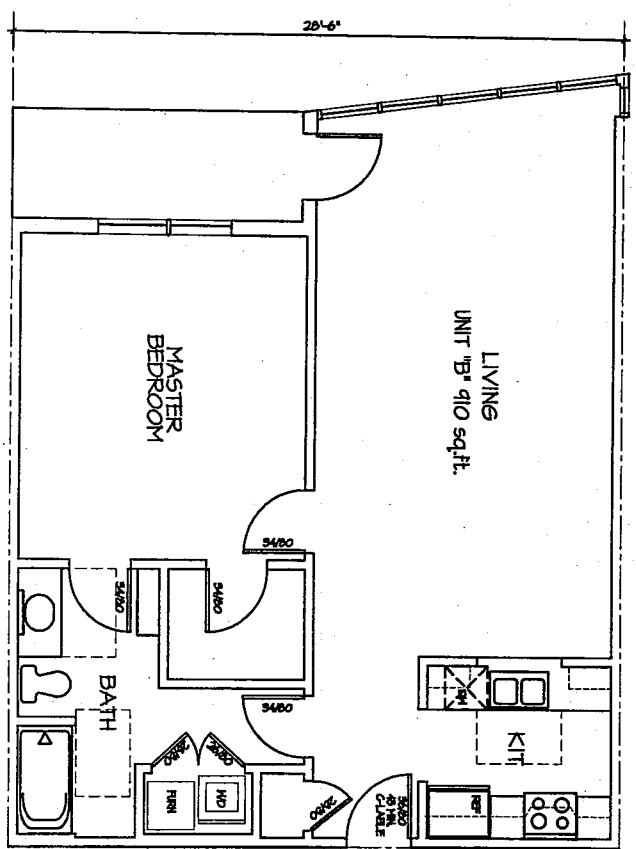
1 4th FLOOR PLAN
1/8" = 1'-0"



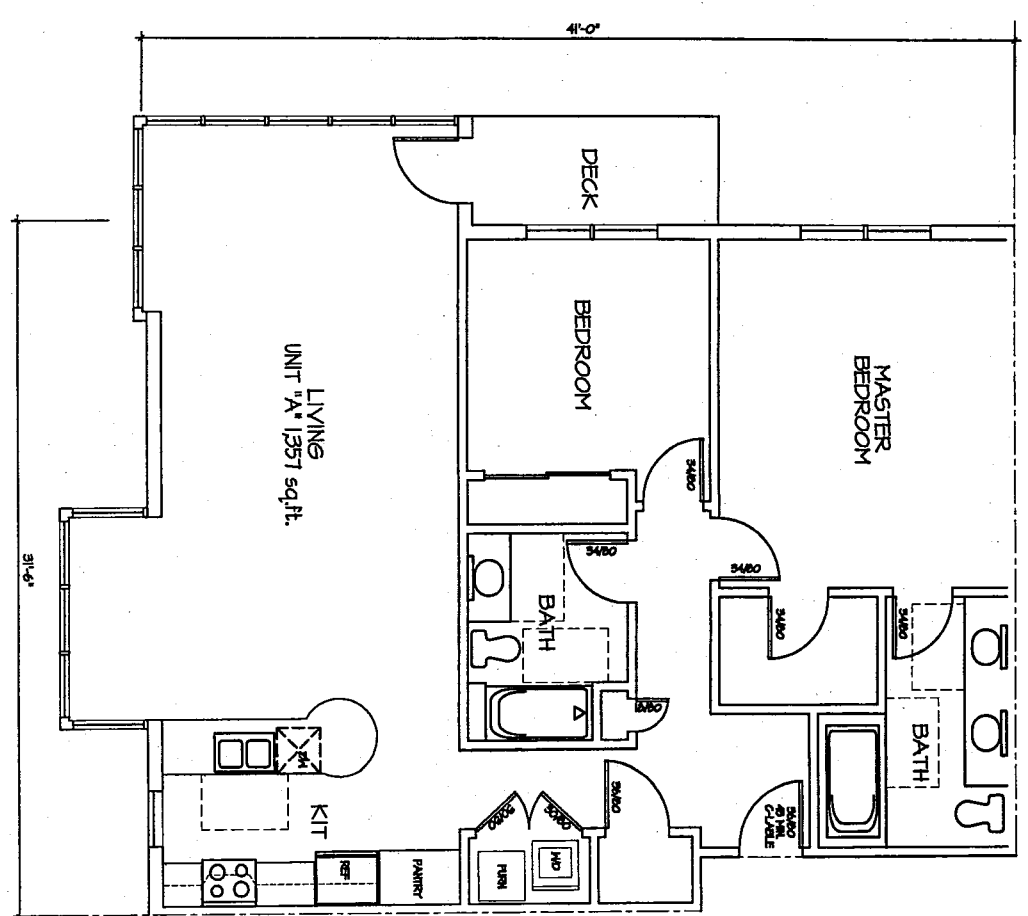
FLOOR KEY PLAN
NO SCALE

FLOOR CALCULATIONS:

7 (ONE-BEDROOM) PER FLOOR =	56 UNITS
7 (TWO-BEDROOM) PER FLOOR =	54 UNITS
LIVING UNITS / FLOOR =	14 UNITS
TOTAL UNITS =	110 UNITS



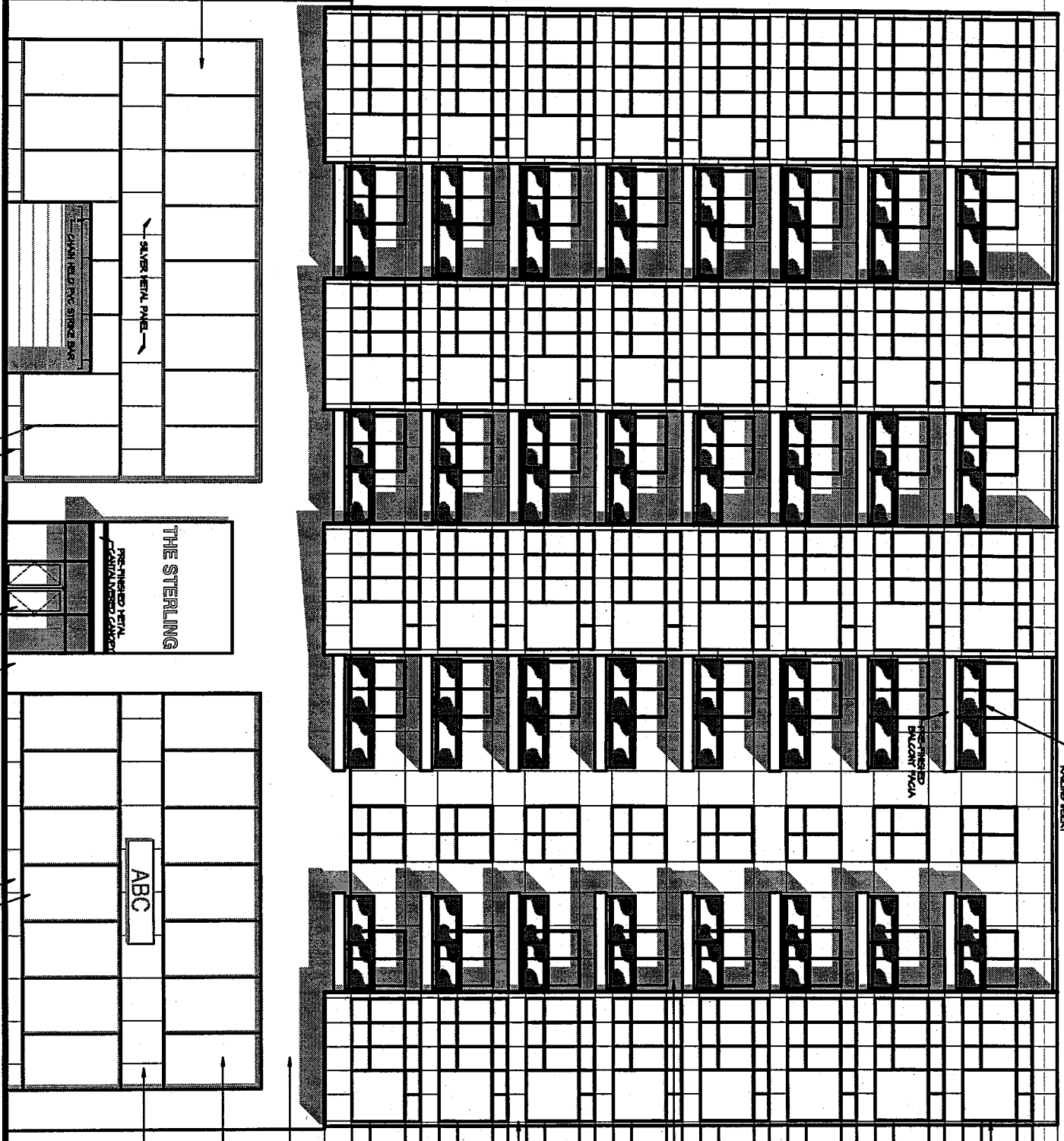
2 TYPICAL ONE BEDROOM UNIT
1/4" = 1'-0"



1 TYPICAL TWO BEDROOM UNIT
1/4" = 1'-0"

1 SOUTH ELEVATION
1/8" = 1'-0"

- ROOF BEARING
- FIFTH FLOOR
- FOURTH FLOOR
- THIRD FLOOR
- SECOND FLOOR
- FIRST FLOOR
- GROUND FLOOR



HONOLULU BRICK WITH MATCHING COLORED HORIZONTAL FLASH JOINT WITH BEVEL TO SIMULATE WINDOW MULLIONS

SILVER METAL PANEL

PRE-FINISHED METAL CURTAIN WALL

THE STERLING

HONOLULU BRICK WITH MATCHING COLORED HORIZONTAL FLASH JOINT WITH BEVEL TO SIMULATE WINDOW MULLIONS

ABC

CLEAR ALUMINUM CURTAIN WALL WITH CLEAR INSULATED GLASS

SILVER METAL PANEL

HONOLULU BRICK WITH MATCHING COLORED HORIZONTAL FLASH JOINT

SILVER METAL PANEL

PREFINISHED METAL CURTAIN WALL WITH CLEAR INSULATED GLASS

SILVER METAL PANEL

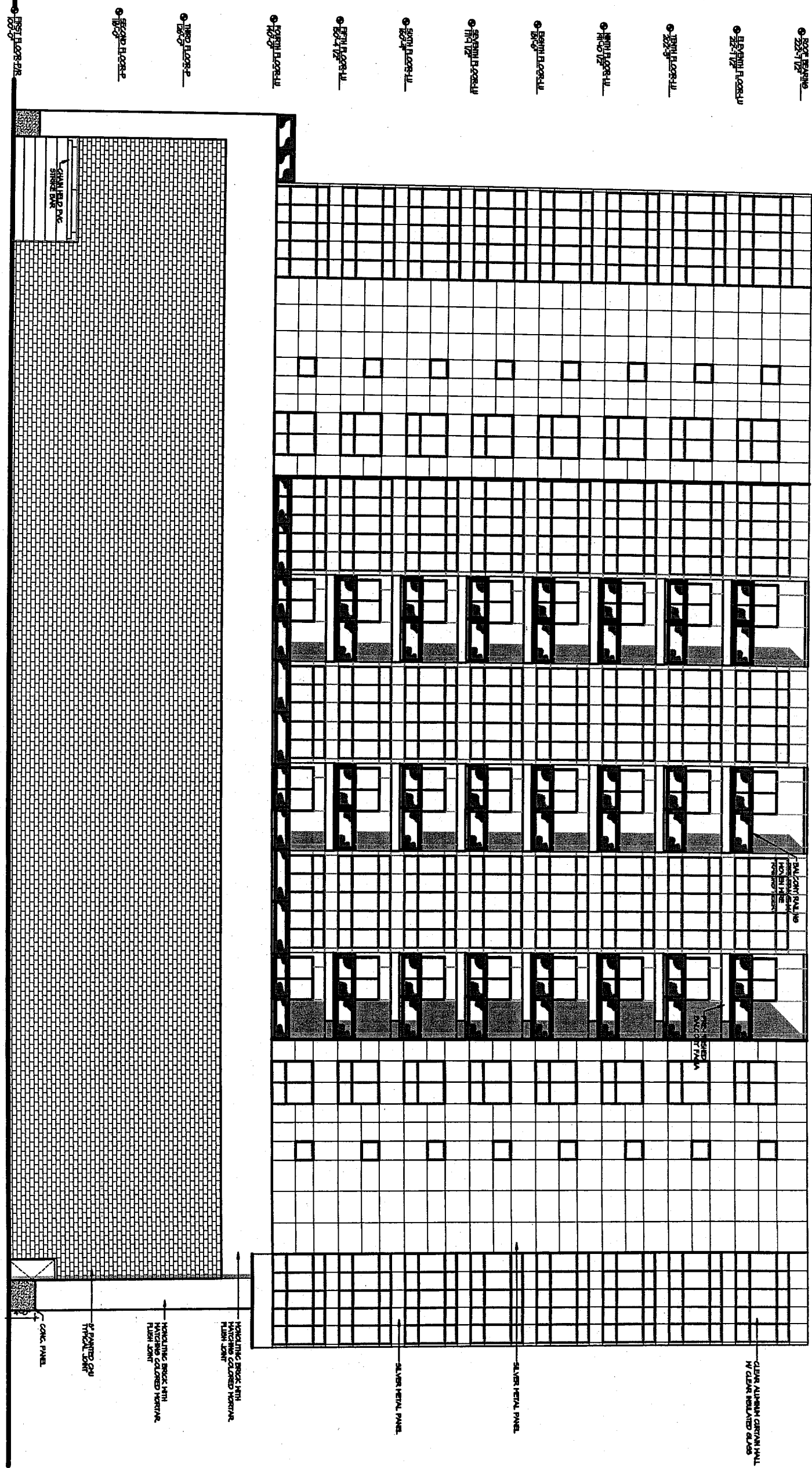
SILVER METAL PANEL

CLEAR ALUMINUM CURTAIN WALL WITH CLEAR INSULATED GLASS

BALCONY RAILING WITH FRAME IN POLYMER BESET



1 WEST ELEVATION
1/8" = 1'-0"



SHEET
A-11
PROJECT NO.
340-42

DATE ISSUED
C/S DECEMBER 03
DRAWN BY
DES

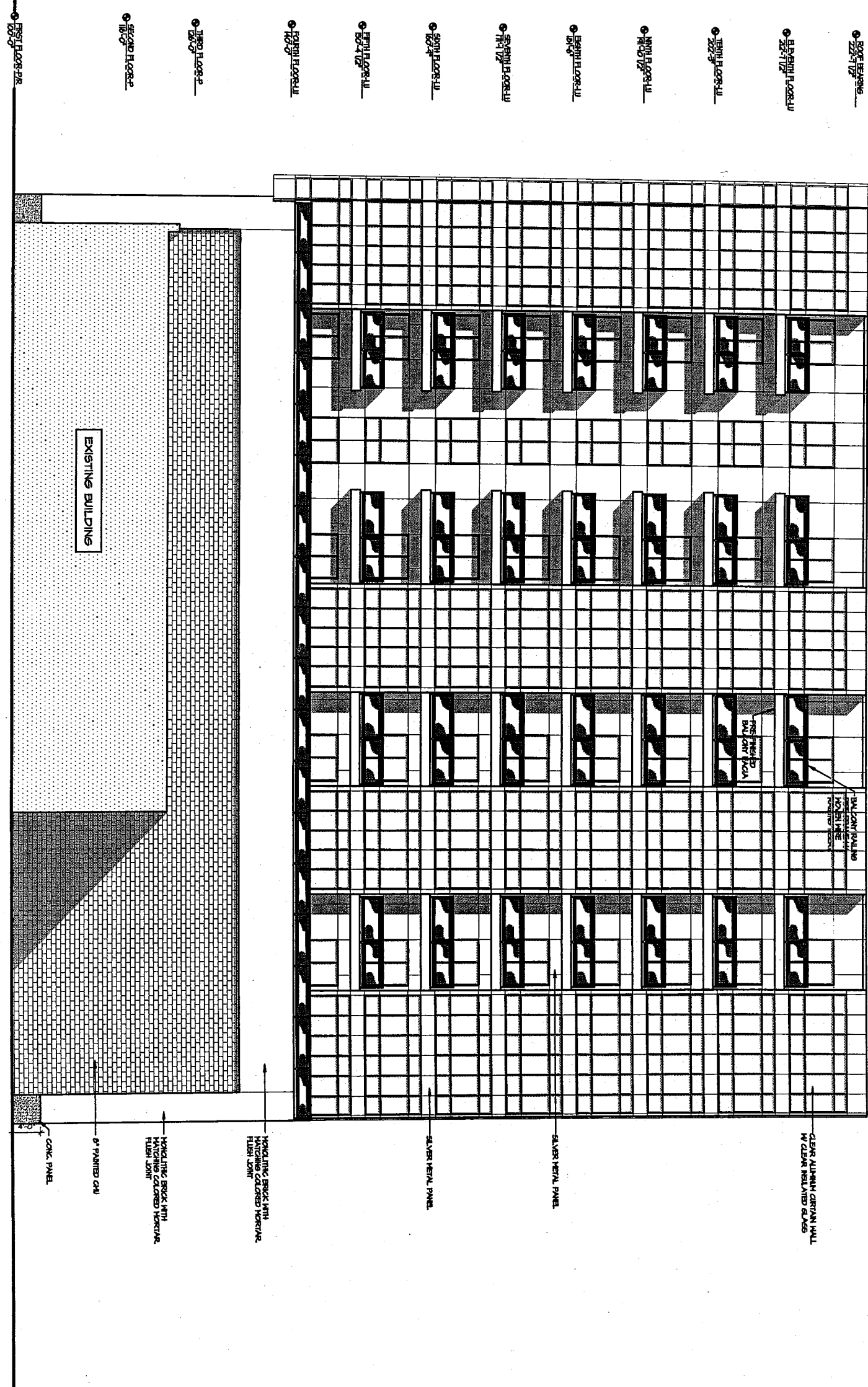
PROJECT
THE STERLING
PARWELL & ROYALL
MILWAUKEE WISCONSIN
TITLE
EAST ELEVATION



TDI ASSOCIATES, INC.
ARCHITECTS, ENGINEERS, PLANNERS
1285 SUNNYRIDGE ROAD
PEWAUKEE, WI 53072 (414) 691-3400

REVISIONS

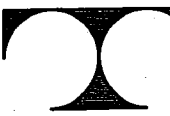
1 NORTH ELEVATION
1/8" = 1'-0"



SHEET
A-12
PROJECT NO.
340-4B

DATE ISSUED
DATE DRAWN
08 DECEMBER 03
DRAWN BY
DES

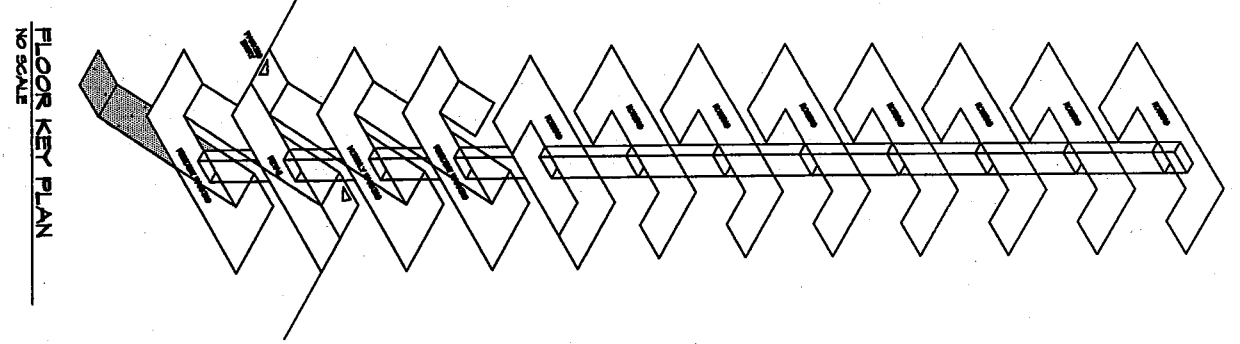
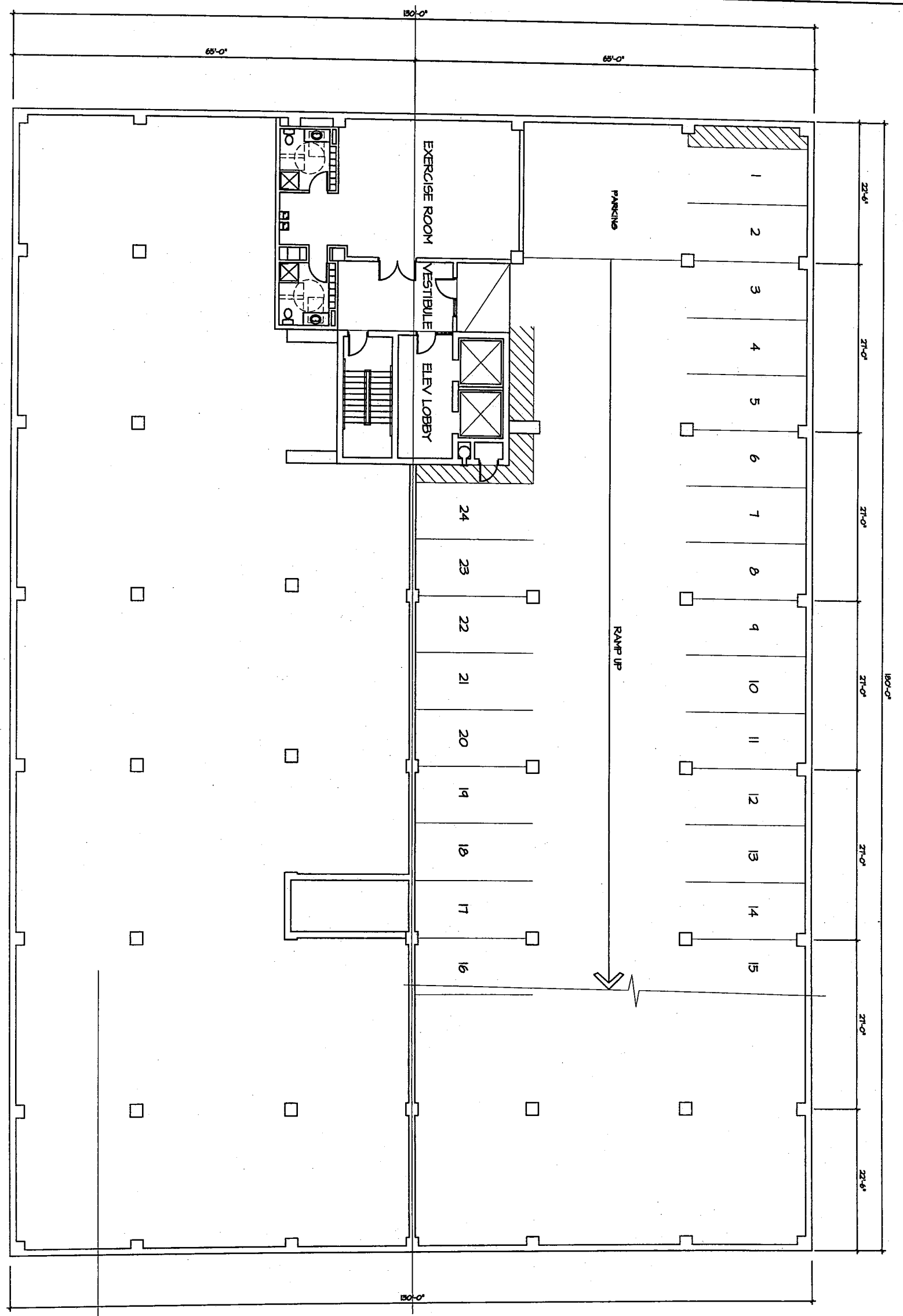
PROJECT
THE STERLING
FARWELL & ROYALL
MILWAUKEE WISCONSIN
TITLE
EAST ELEVATION



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ARCHITECTS, ENGINEERS, PLANNERS
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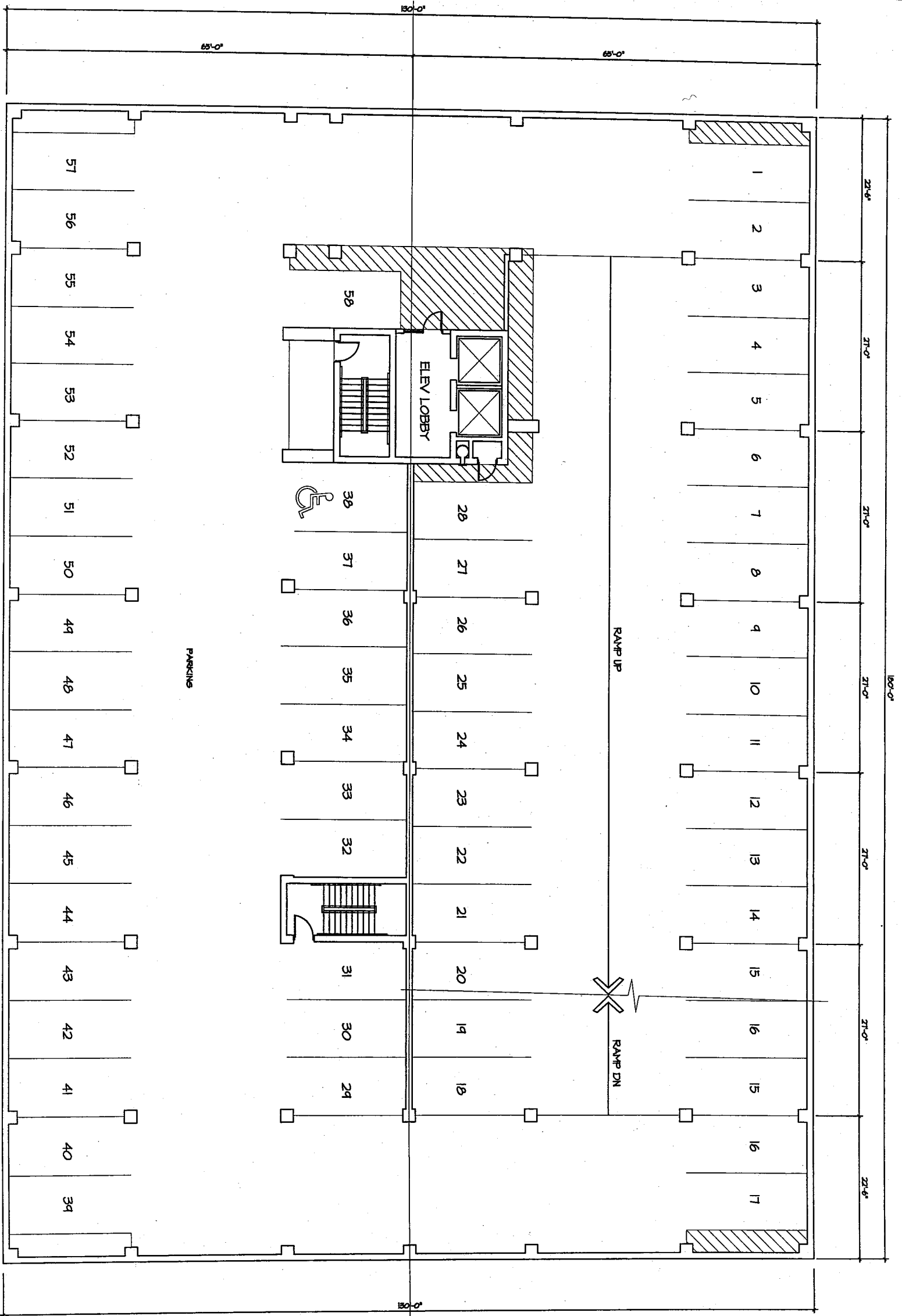
REVISIONS

1 SUB-BASEMENT FLOOR PLAN
1/8" = 1'-0"



FLOOR CALCULATIONS:
PARKING SPACES = 26 SPACES

1 BASEMENT FLOOR PLAN
1/8" = 1'-0"

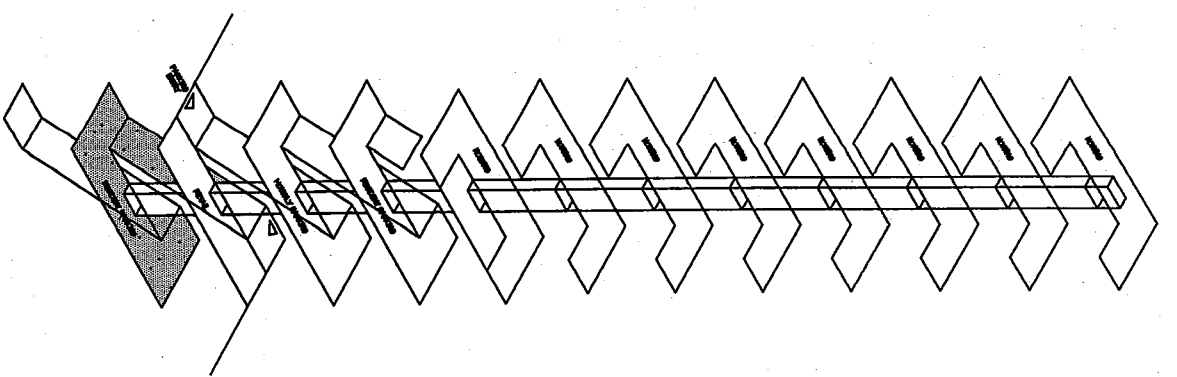


PARKING

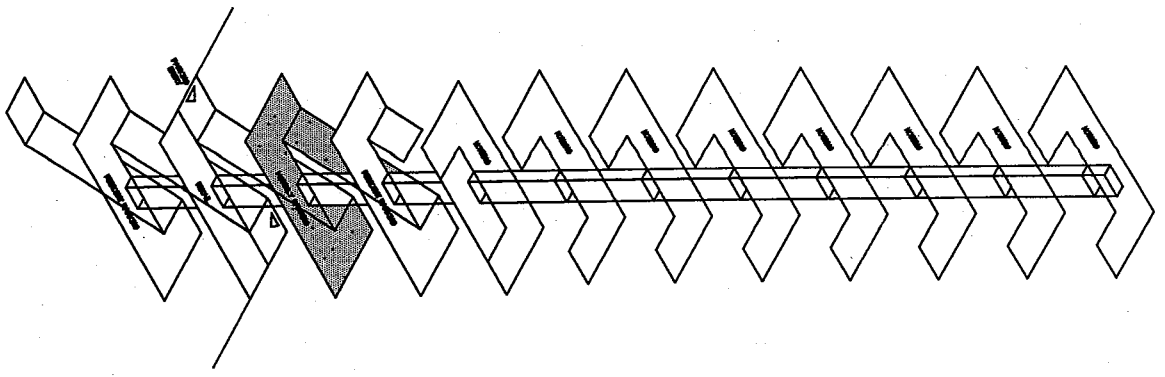
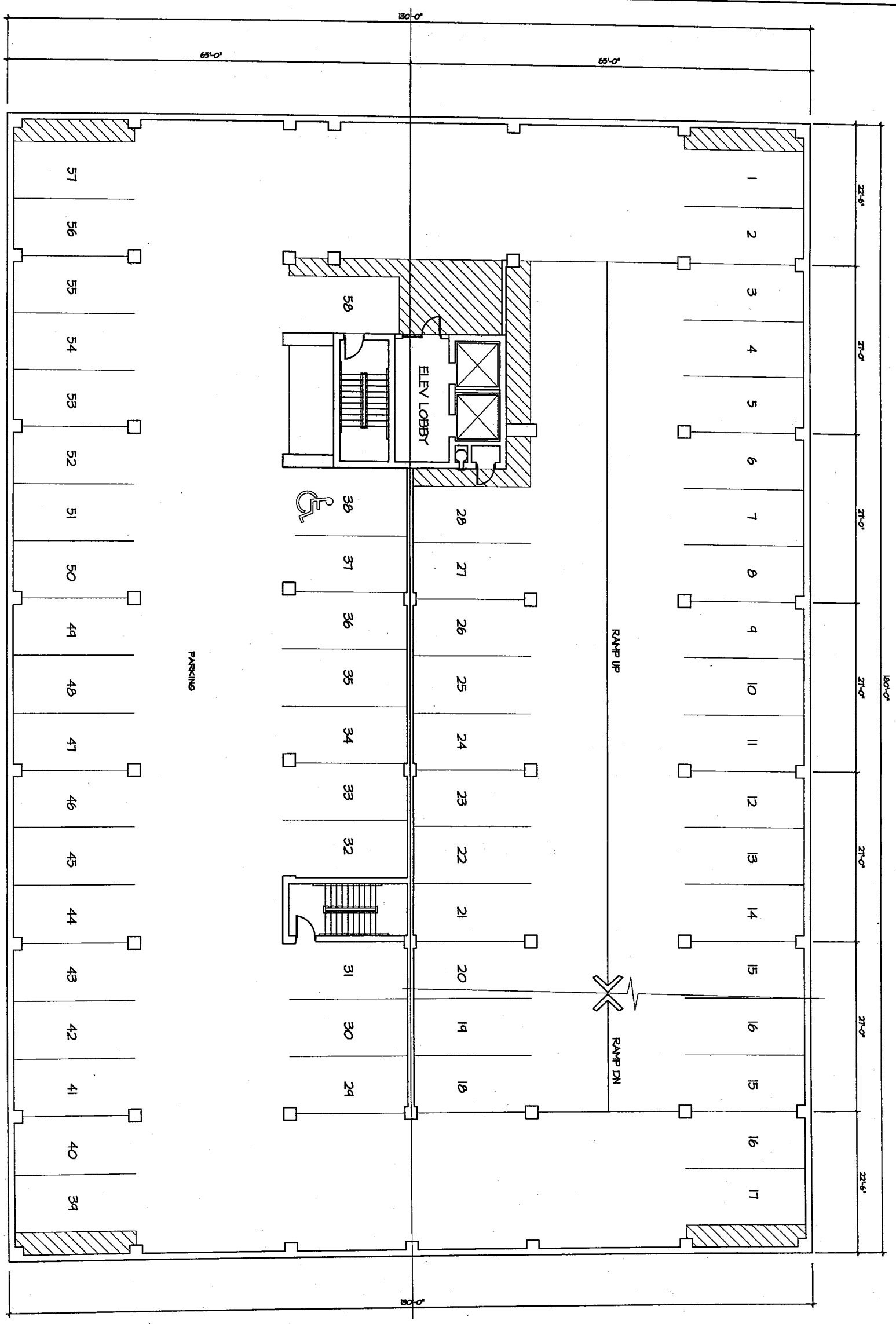
FLOOR CALCULATIONS:

PARKING SPACES = 51 SPACES

FLOOR KEY PLAN
NO SCALE



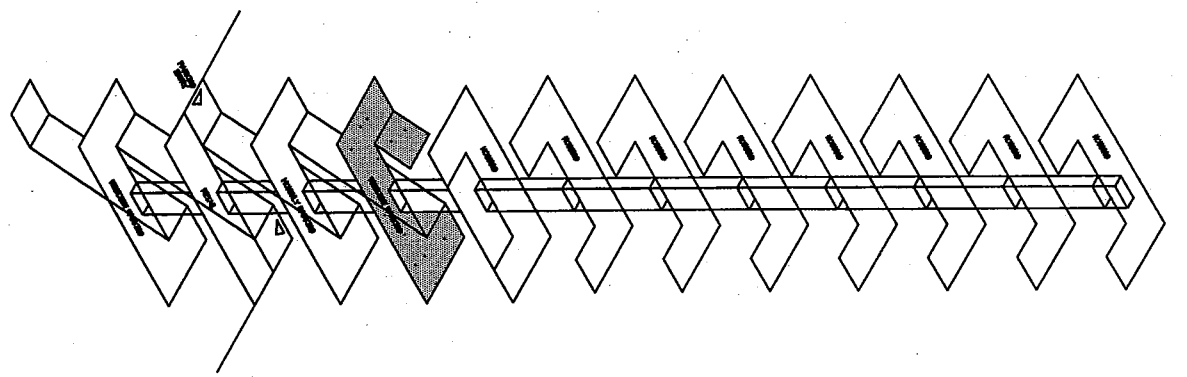
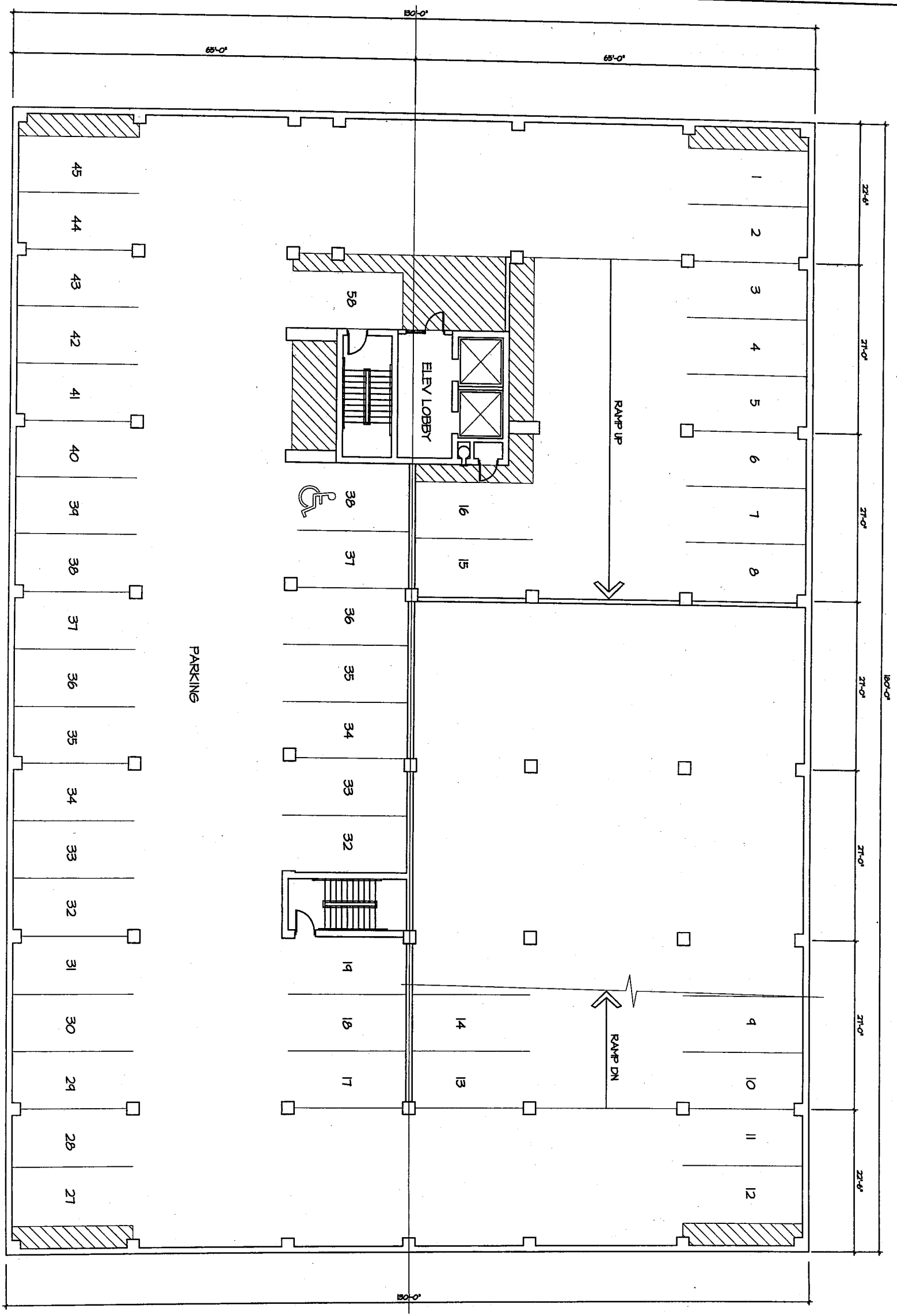
1 SECOND FLOOR PLAN
1/8" = 1'-0"



FLOOR KEY PLAN
NO SCALE

FLOOR CALCULATIONS:
PARKING SPACES = 57 SPACES

1 THIRD FLOOR PLAN
1/8" = 1'-0"



FLOOR KEY PLAN
NO SCALE

FLOOR CALCULATIONS:

PARKING SPACES = 45 SPACES