

November 11, 2016

**Bader Philanthropies Headquarters Building**

Property Address: 3300 N. Dr. MLK Drive

File No. 160607

**Detailed Plan Project Description and Owner's Statement of Intent:**

**1.0 Project Statement:**

A. Request & General Description

1. Bader Philanthropies, Inc. (BPI) respectfully requests approval of a Detailed Plan Development for the real property and improvements located at 3333 N. 4<sup>th</sup> Street, 3323-3325 N. 4<sup>th</sup> Street, 3317 N. 4<sup>th</sup> Street, 3300-3304 N. Dr. MLK Jr. Drive, 3306-3310 N. Dr. MLK Jr. Drive, 3314 N. Dr. MLK Jr. Drive and 3318-3326 N. Dr. MLK Jr. Drive.
2. The new development will be its global headquarters. BPI strives to be a philanthropic leader in improving the quality of life of the diverse communities in which it works. Through the Helen Daniels Bader Fund and the Isabel and Alfred Fund, BPI makes grants, convenes partners and shares knowledge to affect emerging issues in key areas.
3. By choosing Harambee as its new location, Bader Philanthropies is making another significant investment into a neighborhood where they have supplied nearly \$20 million in grants. Bader's commitment to improving the neighborhood will be catalytic.

B. Physical Description of the Property:

1. (7) existing parcels will be combined, with a total of 48,573 square feet, or 1.12 acres of land. Of these, 3333 N. 4<sup>th</sup> Street, 3323-3325 N. 4<sup>th</sup> Street, 3300-3304 N. Dr. MLK Jr. Drive and 3306-3310 N. Dr. MLK Jr. Drive will be purchased from the City of Milwaukee under a separate file (File No. 160718).
2. The existing 2- story brick and terra cotta building known as the "Green Bay Building" will be renovated and expanded.
3. An existing parking lot at 3333 N. 4<sup>th</sup> Street, currently owned by the City, will be repaved and landscaped/screened.
4. (1) small appended 1 story building and (1) vacant house will be demolished.

C. Detailed Description of Operation:

1. General: The site and building will be the world headquarters for Bader Philanthropies.
  - a. The existing historic brick and terracotta building will be repaired and restored. Windows will be replaced with new dark anodized aluminum. Two additions will be added to the north and the east, comprising in total, 2,700 square feet x 2 stories. Materials for the new additions will be cast stone, brick and dark anodized aluminum. All windows will be clear glazed.

- b. The existing city owned parking lot will be repaved and new landscaping and screening will be added along the perimeter of the site.
  - c. Additionally there will be substantial open space south of the building at the corner of Dr. MLK Jr. Drive and Concordia Avenue. It is anticipated that this open space will be used partly for the principal use and partly as open space for the community.
  - d. A +/- 2,700 square foot green roof will be included on the building additions.
2. Permitted uses shall be the following as defined by 295-201. All uses accessory and ancillary to the mission of Bader Philanthropies will also be permitted.
- a. Commercial and Office Uses:
    - 1) General Office
  - b. General Service Uses:
    - 1) Business Service
  - c. Motor Vehicle Uses:
    - 1) Parking, Surface Lot, Accessory
    - 2) Parking Structure, Accessory
3. Floor by Floor Building Use and Operation.

BASEMENT:

- a. Indoor parking for 15 cars. Access will be on the east side of the building addition, off the surface parking lot.

FIRST FLOOR

- a. Convening space for foundation and community partners. (1) large convening room for up to 175 people in auditorium seating or 130 people in banquet seating. (3) additional small convening rooms are included with seating for 12-20 people.
- b. Prefunction space, restrooms, storage and a commercial kitchen serve the convening spaces.

SECOND FLOOR:

- a. Administrative offices.

D. Adjacent Land Uses:

1. North- Residential & Commercial
2. South- Public Elementary School
3. East- Residential
4. West- Commercial

**2.0 Detailed Project Data:**

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- A. Area(s) Served by Operation:
  - 1. Milwaukee, Wisconsin, International
- B. Number of Full Time & Part Time Employees:
  - 1. (14) full time, (3) part time.
- C. Hours & Days of Operation:
  - 1. 8:30 AM- 5:00 PM – Monday through Friday (for information purposes only)
  - 2. Additional hours as needed to accommodate special events in the building and/ or on the site.
- D. Traffic Pattern/Density:
  - 1. (45) surface and (15) underground parking spaces are included.
  - 2. Traffic will primarily come from Dr. MLK Jr. Drive and the Keefe Avenue exit from I-43.
  - 3. The main entrance to the parking lot is in the same location as for the current municipal lot, from N. 5<sup>th</sup> Street.
  - 4. A second parking lot entrance/ exit is in the same location as for the current municipal lot, from N. 4<sup>th</sup> Street.

**3.0 Site statistics:**

- A. Gross land area: 48,573 square feet, or 1.12 acres.
- B. Maximum amount of land covered by principal buildings: 10,750 square feet (22%).
- C. Maximum amount of land devoted to parking, drives & sidewalks: 22,500 square feet (46.5%).
- D. Minimum amount of land dedicated to landscaped open space: 15,323 square feet (31.5%).
- E. Proposed number of buildings: 1
- F. Parking spaces provided: (45) outdoor + (15) indoor =  
60 / 20,900 square feet =  
1 space/ 348 square feet (excluding basement)
- G. Setbacks:
  - 1. N. Dr. MLK Jr. Dr.: 0' (existing)
  - 2. W. Concordia Ave. : 120'
  - 3. N. 4<sup>th</sup> St.: 112'
  - 4. North Property Line: 69'
- H. Screening:

1. Parking lot and other perimeter site areas will include Type B landscaping.
  2. Approval of all final landscape plants, type, number, quantity and size to be by staff.
  3. A 6'-0" open wrought iron style fence is included on street and residential property frontage. Neighbors have indicated a preference for open style, rather than opaque, fencing along adjacent residential properties.
  4. Dumpsters will be screened by a brick enclosure.
- I. Open Spaces:
1. A 14,000 square foot area south of the building is reserved to be divided between a private and public plaza with landscaping.
- J. Circulation, Parking and Loading:
1. Vehicular: The existing surface parking lot on 4<sup>th</sup> Street will be repaved and landscaped/screened. It will be accessed by both North 5<sup>th</sup> Street and North 4<sup>th</sup> Street. The surface parking lot will contain 45 spaces. Additionally, an entrance to interior parking within the building addition will be accessed via the parking lot. 15 parking spaces will be located within the building. The indoor parking is anticipated to serve Foundation employees and the exterior parking will accommodate visitors. Special events may require on- street or other parking accommodations.
  2. Pedestrian: Enter on north face of building, west end, near N. 5<sup>th</sup> Street. 2<sup>nd</sup> emergency exit located in east face of building.
  3. Other: Kitchen and other deliveries will be accepted at the east end of the building, via the parking lot
  4. Bicycle Parking: (4) spaces are provided near the main entrance.
  5. Refuse: Dumpsters will be located on the eastern portion of the surface parking lot. They will be screened by a brick enclosure. It is anticipated that refuse will be collected within the parking lot.
- K. Landscaping:
1. Parking lot and other perimeter site areas will include Type B landscaping. This includes a double row of shrubs around the perimeter of the lot, and trees spaced (at a minimum) one every 25 feet. Additionally, a 6'-0" tall open wrought iron style fence will be placed along the perimeter of the lot.
  2. (4) interior tree and shrub islands are included in the parking lot.
  3. The south plazas include Type B perimeter landscaping at a minimum, as shown on the landscape plan. The interior plaza landscaping is yet to be determined. A minor modification to the DPD may be necessary to approve final plans for this area.
  4. Approval of all final landscape plants, type, number, quantity and size to be by staff.
  5. A 6'-0" open wrought iron style fence is included on street and residential property frontage. Additionally, the parking lot entrances will be secured with a 6'-0" open wrought iron gate.

6. Cast stone planter boxes are included along the Dr. MLK Jr. Drive frontage. These will require Special Privilege approval.
7. All required vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis including seasonal tree and plant replacement.

L. Lighting:

1. Parking lot lights will be LED, cutoff fixtures with a maximum height of 15'.
2. LED shielded up & down scone lighting will be included on the building exterior.
3. Under canopy lights will be included.
4. General exit door lights will be included as required by building code.
5. All exterior lighting is intended to be on from dusk until dawn.

M. Utilities:

1. Natural gas is available in W. Concordia Ave. Availability from other streets is TBD.
2. Electric & communication utilities are located on utility poles, crossing the center of the north end of the site. Some relocations will be required.
3. Water is available in all streets. A new 6" connection is planned to either N. Dr. MLK Jr. Dr. or N. 4<sup>th</sup> St.
4. Sewers are combined. The existing building has an 8" connection to N. Dr. MLK Jr. Dr.
5. All utility lines shall be installed underground where possible. Transformers and substations shall be installed within buildings or otherwise screened from view. All adjacent properties are currently served by above ground utility lines.

N. Signs:

1. Permanent:

a. Building wall signs (as detailed on drawings A-2.1, A-2.2, A-2.3, A-2.4 & A-2.5):

- 1) Sign Type A: Individual mounted letters on entrance canopy, (X1)
- 2) Sign Type B: Translucent window film on north curtain wall, (X1)
- 3) Sign Type C: Colored planters along north sidewalk, (X3)
- 4) Sign Type D: Changeable graphic panels on north elevation, (X3)
- 5) Sign Type E: Painted metal box sign with push through illuminated letters @ northwest corner, (X1)
- 6) Sign Type F: Translucent window film on south curtain wall, (X1)
- 7) Sign Type G: Fabric banners, (X4)

b. Freestanding signs:

- 1) No monument sign is proposed at this time. A monument may be submitted in the future for review by staff for approval or referral as a minor amendment.
- 2) Future monument sign will be limited to a 50 square foot sign face and may be double sided. Maximum height of 10'. Internal letter or exterior sign face

illumination may be included. Changeable message graphics are not proposed. Materials to be painted metal box, illuminated acrylic letters and masonry base.

c. Directional signs:

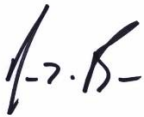
- 1) Standard accessible parking space signs.
- 2) (2) post mounted, non- illuminated, parking lot rule signs will be included at the east and west parking lot entrances. The face size of each will not exceed 18" x 24".

2. Temporary:

- a. 72 square foot temporary signs (x2) will be allowed for 60 days to advertise special events, in addition to Sign Type D.
- b. (2) 5' tall x 8' wide construction signs are contemplated to identify all project partners, indicate the project opening date and to display a rendering of the project.

3. Final signage may be reviewed by staff provided it is consistent with the above standards.

Respectfully Submitted,



**Daniel J. Bader**  
President/CEO  
Bader Philanthropies

Attachments: Light Fixture, Type O-A  
Fence, Type A

Enclosures: Drawing M-1, Location Map, dated 09/30/16  
Survey, dated 09/30/16  
Drawing C-1, General Site Plan, dated 09/30/16  
Drawing C-2, Grading, Utility & Lighting Plan, dated 09/30/16  
Drawing L-1, Landscape Plan, dated 09/30/16  
Drawing A-1, First Floor Plan, dated 09/30/16  
Drawing A-2.1, North Elevation, dated 09/30/16  
Drawing A-2.2, South Elevation, dated 09/30/16  
Drawing A-2.3, Elevations and Trash Enclosure, dated 09/30/16  
Drawing A-2.4, Sign Details, dated 09/30/16  
Drawing A-2.5, Sign Details, dated 09/30/16