

060781 Exhibit A as of 11-6-06

**RETAIL CENTER
AT
SILVER SPRING DRIVE AND 27TH STREET
STATISTICAL SHEET**

1. Gross land area: 551,125 SF or 12.6 acres
2. Maximum amount of land covered by principal buildings: 84,000 SF
3. Maximum amount of land devoted to parking, drives and parking structures: 284,914 SF
4. Minimum amount of land devoted to landscaped open space: 182,211 SF
5. Maximum proposed dwelling unit density if residential and/or total square footage devoted to non-residential uses: NA
6. Proposed number of buildings: THREE minimum.
7. Maximum number of dwelling units per building: NA
8. Bedrooms per unit: NA
9. Parking spaces provided, whether surface or in structures, per thousand square feet of building area if non-residential: 430 parking spaces provided = (not more than 5.1 parking spaces per 1,000 SF of building area)

**RETAIL CENTER
AT
SILVER SPRING DRIVE AND 27TH STREET
EXISTING SITE PHOTOGRAPHS**

**RETAIL CENTER
AT
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**OWNER'S STATEMENT OF INTENT
PROJECT DESCRIPTION**

The Owner, 2727 Partners LLC, is pleased to submit this proposal for a General Development Plan for the redevelopment of the property located at 2727 West Silver Spring Drive. The property is an existing, under-utilized warehouse building that is located on the southwest corner of 27th Street and Silver Spring Drive.

The General Development Plan ("The Plan") consists of razing the existing warehouse building and redeveloping the 12.6 acre site into a retail development that will be anchored by an approximately 53,000 square foot grocery store, along with additional in-line retail space consisting of 21,000 square feet and two stand-alone retail buildings directly on Silver Spring Drive. The Plan includes pedestrian connections to the buildings, as well as, to Silver Spring Drive and 27th Street. All the buildings primary facades (Silver Spring and 27th) will use concrete masonry brick as the primary material and all non-primary facades will be decorative concrete masonry block. The primary goal of the Plan is to revitalize and activate a property that has been under-utilized for many years.

The existing warehouse was built in the 1950's for food storage and distribution. Different occupants have continued to use it for general storage and distribution since its construction. Because of different and more efficient supply chain management practices and techniques, this warehouse has become functionally obsolete. The Plan provides new uses, amenities and green space for the surrounding neighborhoods and commercial district of Silver Spring Drive.

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OWNER'S STATEMENT OF INTENT

S. 295-907 DISTRICT STANDARDS COMPLIANCE

1. **USES.** The retail center at Silver Spring Drive and 27th Street will operate as a year round facility providing local commercial and retail services for the immediate and surrounding neighborhoods. The center piece and retail anchor for this facility will be a Grocery Store. The list of permitted uses per Table 295-603-1 for Commercial Districts include: (Note * Uses that require a public hearing at the City Plan Commission)
 - Day Care Center,*
 - College, School, Specialty or Personal Instruction,
 - General Office,
 - Government Office,
 - Bank or Other Financial Institution,
 - General Retail Establishment,
 - Outdoor Merchandise Sales, accessory to retail establishment
 - Health Clinic, *
 - Medical Office*,
 - Personal Service,
 - Business Service,
 - Drive-through Facility, *
 - Catering Service,
 - Dry Cleaning and Tailoring Services Establishment,
 - Furniture and Appliance Rental and Leasing*,
 - Household Maintenance and Repair Service,
 - Accessory Parking Lot,
 - Tavern and Restaurant (Sit Down),
 - Restaurant (Fast-food/Carry-out),
 - Health Club,
 - Transmission Tower, *
 - Accessory uses to principal use

2. **DESIGN STANDARDS.** The site plan submitted by Briohn Design Group on behalf of 2727 Partners LLC indicates a proposed neighborhood retail center. This retail center will be designed in accordance with the urban design standards as defined by the City of Milwaukee including where possible the proposed "Big Box" principles. Compliance with these standards are identified in the appropriate sections of these district standards narrative.

The general overall design concept maintains a cohesiveness with the surrounding neighborhood by providing retail development in an area that is adjacent to retail development both east and west of this site along Silver Spring Drive. This development relates well to the scale of the neighborhood while providing physical connections to adjacent commercial and residential neighborhoods by the use of pedestrian sidewalks which cross the site in both directions. The proposed on site sidewalks including landscaping and lighting will help define the street edge and provide a pedestrian friendly experience. This development by use of its access drives and sidewalks which tie into the city sidewalk system help create a balanced circulation system between pedestrians, automobiles, bicycles and transit.

The proposed buildings in general are sited in a manner that reinforces the definition of a street edge along Silver Spring Drive and 27th Street. The east out lot building will be sited approximately three feet south of the north property line and as close as possible to 27th Street property line with the appropriate use of landscaping and fencing to define and reinforce the urban edge. The west out lot building will be sited similarly from the north property line as the east building; however, we show three potential options for this site allowing for some flexibility to accommodate an unknown future user. The three options utilize the appropriate landscaping and fencing strategy for the specific building siting.

The two retail buildings located in the out lots along Silver Spring Drive will be constructed using a combination of concrete masonry brick and EIFS along with architectural metals for accents. The glazing will follow the City of Milwaukee requirements by providing a combination of transparent glass windows and transparent glass display cases not only on the internal walls facing access drives and parking areas but also the Silver Spring Drive and 27th Street sides. The combination of these materials will be designed to provide four sided architecture.

The main retail building is set back on the site and sited as such to screen the loading areas visually from residential and other retail and manufacturing areas. The façades and adjacent pedestrian friendly sidewalks of the grocery store and the attached proposed and/or future in line retail spaces will define the urban edge for this internal street.

The main retail building which will be anchored by a Grocery Store will be constructed using a combination of concrete masonry brick along with architectural metals for accents. The glazing will follow the City of Milwaukee requirements on both the north and east facades. The south and west facades will be constructed of decorative concrete masonry block to compliment the other facades.

The use of the materials noted above, along with building and landscaping placement that emphasizes the urban edge, will provide interest to the streetscape as intended by the proposed “Big Box” principles. EIFS will only be used as an infill material or in sign band areas. Buildings shall be placed at street frontages and corners.

3. DENSITY. NA

4. **SPACE BETWEEN STRUCTURES.** See below.
5. **SETBACKS.** The large retail building located on the south portion of the site meets the minimum required setbacks as determined by the City of Milwaukee.
The two retail buildings located on the north portion of the site meets the minimum required setbacks as determined by the City of Milwaukee. The distance between the two buildings is 125 feet and meets setback requirements. They are sited to also define the main entrance drive edge.
Outlot buildings shall be placed to define corners and street edges.
6. **SCREENING.** Residential buffering is not required.
7. **OPEN SPACE.** All open spaces as designated on the site plan shall be landscaped per the City of Milwaukee standards and as required to enhance the architectural and site features of the site.
8. **CIRCULATION, PARKING AND LOADING.** The site plan illustrates three main entrance and exit points for customer and employee vehicle use. One access point will be off of Silver Spring Drive which provides the main north south access to the site and incorporates a sidewalk for pedestrian access from Silver Spring Drive. There will be two vehicle and pedestrian access points from 27th Street: The north access drive will service the out lot retail buildings and the main Grocery Store building and the south access drive will service the main Grocery Store building.
The main Grocery Store building will have loading facilities serviced by an access drive located on 27th Street. This will also serve the attached 21,000 S.F. in line retail buildings.

The main Grocery Store and in line retail space parking area will have 375 stalls. This building will be serviced by the three access drives with these circulation aisles running north and south between the main access east and west access drives.

The northeast retail building will have its own parking area with 33 stalls and one access drive off of the north east west main access drive. The potential for a drive thru lane exists, and it is dependent on the requirements of the future tenant.

The northwest retail building will have its own parking area with 22 stalls and two access drives. Also a drive thru lane will be incorporated on the north side of the building.

The number of parking stalls proposed does not exceed the required minimum number needed by the grocery store and the anticipated users parking needs for both the proposed in line and out lot buildings.

The parking lot is divided by planting islands and sidewalks in combination with planting islands which are appropriately landscaped and lit to effectively subdivide the parking lot into smaller lots. This reduces the visual impact of the parking lot to the surrounding area.

9. **LANDSCAPING.** Where buildings do not occupy street frontage, there shall be a fence with masonry piers and or low masonry wall. Street frontages, interior parking, sidewalks along grocery store frontage, loading dock area along street and rear will also meet General Landscaping standards. Please see specifications in the attached General Landscaping Standards.
10. **LIGHTING.** The parking areas and access drives will be illuminated as required by the City of Milwaukee (S.295-409). We will use cut-off fixtures distributed as required to provide aesthetically pleasing lighting that ensures appropriate lighting levels while controlling glare. Light poles along pedestrian connections/walkways in surface parking areas will be a maximum of 14'. All other interior light poles will not exceed 30 feet in height. Light pole specs will be approved as part of the detailed plan development phases.
11. **UTILITIES.** All utilities to be installed underground and transformers shall be screened from view by use of location relative to the building and or landscape elements. Utilities shall be located to the rear of buildings or on rooftops, where feasible. This minimizes the visual impact to the surrounding area.
12. **SIGNS.** We propose several monument sign locations: at the intersection of Silver Spring Drive and 27th Street and possible locations at the main entrance off of Silver Spring Drive. The approximate maximum size of the signs is 180 square feet and not exceeding 14 feet in height. The exact square footage and height of this main monument sign will be determined in the detailed plan development submittal along with additional secondary sign requirements. All proposed signs will be designed in keeping with the proposed building's architecture using complimentary building materials.

The wall signs will follow the sign specifications that meet the spirit and the intent of the commercial zoning requirements Type A for LB1.

13. **SIGN ILLUMINATION.** Signs to be illuminated and source of illumination will not be visible or intermittent.

THE FOLLOWING ATTACHMENTS ARE STANDARDS REFERENCED ABOVE IN THE PROJECT DESCRIPTION:

Glazing standards –

- Silver Spring Drive Street frontage: glazing on all facades shall be clear insulated glass set in clear anodized framing set on low masonry knee walls. Entry units will use clear glass and clear anodized framing.
- Grocery Store and attached in line space: glazing on principle façade shall be clear insulated glass set in clear anodized framing set on low masonry knee walls. Entry units will use clear glass and clear anodized framing.

General Landscaping standards –

- Silver Spring Drive street frontage: provide Type B landscape which includes a 3 foot minimum height decorative aluminum fence with masonry piers at corners specifically at the main entrance and returns and which includes a six foot minimum planting bed between the fence and sidewalk. The planting bed will include regularly spaced deciduous trees and a mixed coniferous and deciduous continuous base of shrubs.
- 27th Street frontage: provide Type B landscape which includes a 3 foot minimum height decorative aluminum fence with masonry piers at corners specifically at the public vehicular entrances and returns and which includes a six foot minimum planting bed between the fence and sidewalk. The planting bed will include regularly spaced deciduous trees and a mixed coniferous and deciduous continuous base of shrubs.
- 27th Street frontage at Grocery store east facade: provide Type E landscape which includes a 6 foot minimum height decorative aluminum fence with masonry piers at corners specifically at the service vehicular entrance with additional landscaping for opacity and which includes a six foot minimum planting bed between the fence and sidewalk. The planting bed will include regularly spaced deciduous trees and a mixed coniferous and deciduous continuous base of shrubs. North of the 6 foot high fence will be a double row of staggered deciduous trees which continue north to the first vehicular drive entrance.
- Loading dock and service area at the rear of the main grocery store: provide a native storm water edge seed mix to aid in filtering storm water prior to entering the storm sewers.
- Interior parking lot: provide deciduous trees at planting islands as indicated on site plan and provide deciduous trees at regularly spaced intervals along the main north south sidewalk to help define the street edge and where possible along the secondary sidewalks.
- Grocery store and attached in line retail frontage sidewalk: provide deciduous trees at regularly spaced intervals along the edge of the sidewalk to help define the street edge.