

**RETAIL CENTER  
AT  
SILVER SPRING DRIVE AND 27<sup>TH</sup> 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
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 = (5.1 parking spaces per 1,000 SF of building area)

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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 27<sup>th</sup> Street and Silver Spring Drive.

The General Development Plan ("The Plan") consists of 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 27<sup>th</sup> Street. All the buildings primary facades (Silver Spring and 27<sup>th</sup>) 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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**S. 295-907 DISTRICT STANDARDS COMPLIANCE**

1. **USES.** The retail center at Silver Spring Drive and 27<sup>th</sup> 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.

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.

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. 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 27<sup>th</sup> Street.

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 display cases not only on the internal walls facing access drives and parking areas but also the Silver Spring Drive and 27<sup>th</sup> 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 area. This building which will be anchored by a Grocery Store 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 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.

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.  
We indicated the required 25 foot setback around the entire perimeter of the site. None of the buildings encroach on this setback while maintaining the street edge on both street sides.
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 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 27<sup>th</sup> 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 27<sup>th</sup> Street. This will also serve the attached 21,000 S.F. 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 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.
9. **LANDSCAPING.** The landscape design will follow City of Milwaukee requirements.
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.
11. **UTILITIES.** All utilities to be installed underground and transformers shall be screened from view by using of location relative to building and or landscape elements.

12. SIGNS. We propose a monument sign at the intersection of Silver Spring Drive and 27<sup>th</sup> Street approximately 180 square feet. 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.
13. SIGN ILLUMINATION. Signs to be illuminated and source of illumination will not be visible or intermittent.