

Garfield Campus
Detailed Planned Development

File Number 160390

November 11, 2016

**411 West North Avenue (former Grants Soul Food Restaurant)
2235 North 4th Street (former America's Black Holocaust Museum)
2215 North 4th Street (former Garfield School)
2226-34 North 5th Street (vacant land)**

Owner's Statement of Intent

PURPOSE/BACKGROUND

In 2014, Milwaukee Public Schools (MPS) issued a Request for Proposals (RFP) in conjunction with the City of Milwaukee's Redevelopment Authority to convert the Garfield Elementary School property at 2215 North 4th Street, the adjacent Grants restaurant building at 411 W North Avenue, former America's Black Holocaust Museum at 2235 N 4th Street, and the adjacent vacant parcels at 2226-34 N. 5th Street into a residential mixed-use development that provides affordable housing and becomes a focal point for Bronzeville Cultural and Entertainment district. Maures Development Group, LLC (Maures) was subsequently selected as the awardee of the RFP and developer for the project.

The former MPS School is on the national historic registry designation of Romanesque Revival design by H.S. Koch. The school was originally built in 1887 and has a 1960's addition with a large fenced I playground west of the building to 5th street.

PROJECT OVERVIEW

Maures Development Group, LLC (Maures) is partnering with J. Jeffers & Co. to implement the community plan for the site as envisioned by the University of Wisconsin Milwaukee's Community Design Solutions (CDS) - led Bronzeville Design Charrette, which was held in 2013. This site was one of the few that were considered for catalytic redevelopment. Additionally, in response to the City of Milwaukee's RFP for the Bronzeville Redevelopment Opportunity at the Historic Garfield School and 4th/North Site and the outcome of the charrette, the team is recommending the development of a campus to include: mixed income housing, a museum, cultural programming, commercial/retail space, outdoor open space, and parking. These elements make up the Garfield Campus, which will include redevelopment of the former Garfield School into housing and construction of a new, 4-story mixed-use building on the corner of North and 4th. Surface parking for the project will be situated on the west side of the development site.

The Garfield Campus is the redevelopment of nearly one square block that will deliver to Bronzeville – the new Walnut Street – four concrete outcomes:

1. The new home for America's Black Holocaust Museum
2. Mixed income apartments
3. Commercial and open space to activate North Avenue
4. Programming for cultural and entertainment activities year-round

The team's approach to the Garfield Campus redevelopment is intended to honor the community efforts put into planning the Bronzeville Cultural and Entertainment District. Those efforts culminated with the approval of Amendment No. 2 to the Redevelopment Plan for the North 7th Street-West Garfield Avenue Project Area ("Bronzeville Redevelopment Plan"). The team expects to break ground on the Garfield Campus redevelopment in January, 2017."

As an active participant in various Bronzeville planning sessions that occurred December 2013, including the Bronzeville Visioning Charrette, the team is intimately aware of the Bronzeville vision. The development plan for the Garfield Campus satisfies many of the ideas generated through the process, which was overseen and directed by CDS. Specifically, the plans include, but not limited to:

- use commercial buildings to define street edges, corners, walkways, open space and focal points;
- promote pedestrian oriented street frontage;
- incorporate public open spaces;
- eliminate signs of blight;
- encourage rehabilitation and historic restoration;
- provide year-round entertainment venues;
- offer mixed use apartments;
- bring back the America's Black Holocaust Museum to a physical space;
- provide space for a cultural arts center;
- seek to identify a sit down coffee shop;
- emphasize artists through shops, galleries, indoor/outdoor venue space, unique apartment features, seeking funding for public art installation;
- include the names of key Wisconsin African-Americans through the campus and promote art in every way possible such as on benches and signage;
- set aside land for parking to serve the entire Residence and Commercial spaces;
- include the community before and during the planned development process

This 21st Century Bronzeville strives to restore the spirit in an area of Milwaukee where African-American culture has been a mainstay. Maures and J. Jeffers & Co. are looking to develop the first mixed income apartment building in Bronzeville to be a catalyst for more to come. The talent of the development team aligned to support the rebirth of the America's Black Holocaust Museum creates a synergy for longevity in every component of the redevelopment: museum, residential and commercial.

PARTNERSHIPS AND DEVELOPMENT TEAM

The Griot LLC (for the new construction) and Historic Garfield Apartments LLC (for the school) will be made up of three partners, J. Jeffers & Co., Maures Development Group, LLC and CUPED Corporation. Maures and J. Jeffers & Co. have joined together to carry out the request from the Milwaukee Public Schools and the City of Milwaukee to realize a shared vision to create a community that focuses on artists and urban professionals that offers a mix of housing options and amenities to promote the long-term sustainability of the housing for its surrounding Bronzeville neighbors. To that end, the development team brings a wealth of experience and the capabilities to pull together all the necessary resources, including financing, to realize the Garfield Campus redevelopment.

Maures Development Group, LLC.

Maures is a local, Milwaukee based, real estate development firm that remains committed to the strength and prosperity of the City of Milwaukee. In that effort, Maures has earned the reputation as an innovative, creative, and resourceful company whose projects reflect value and social consciousness. The firm is known for being one of the premier real estate developers in Milwaukee with a mission to contribute to the betterment of communities through socially conscious developments that go beyond bricks and mortar.

Maures has enjoyed great success in realizing its mission and continues to expand its scope and reach. The firm was founded in 2006 by its President, Melissa Goins, after completing Marquette University's Associates in Commercial Real Estate (ACRE) program, which sought to create diversity in the industry through networking, training and placement. After receiving her certification in ACRE, she used her passion for real estate development to undertake her first project in one of Milwaukee's central city neighborhoods. In its inaugural year, Maures became the first for profit, woman and minority owned firm to receive an allocation of Low Income Housing Tax Credits (LIHTC) in the history of the program being administered by WHEDA.

Maures has developed and owns over 225 units of apartment residences with an aggregate development total of nearly \$45 million.

J. Jeffers & Co.

J. Jeffers & Co. is a real estate development and investment firm that is dedicated to economic development and revitalization in southeastern Wisconsin. They have broad experience with multiple asset types and actively seek development opportunities that fulfill the company mission. Our current pipeline includes projects in the office, multifamily (affordable and market-rate), retail, and assisted living sectors. The firm has experience with new construction, historic and non-historic rehabilitation, and adaptive re-use.

The firm's portfolio is operated internally through its fully integrated subsidiary, Alta Vista Management, LLC. Alta Vista Management delivers high quality property management, maintenance, leasing, construction management, and accounting services for the portfolio.

J. Jeffers & Co has built its reputation by demonstrating the effectiveness and deep and diverse real estate development capabilities

Horizon Management Services, Inc.

Horizon Management Services will be the property manager for the Garfield Campus.

CUPED Corporation

CUPED is a Milwaukee-based 501(c)(3) charitable organization focused on providing decent housing that's affordable to low-income and moderate-income persons.

CUPED is organized to:

- 1) to promote and protect traditional urban neighborhoods by working to eliminate physical, economic and social deterioration;
- 2) educate the public concerning the role of traditional urban centers; and
- 3) partner with other individuals and organizations, both public and private, to foster and enhance public awareness of the role of traditional urban centers.

CUPED was formed by individuals with vision and experience in real estate and a passion for urban Milwaukee.

Development Project Description

THE PROPERTY

The redevelopment consists of six parcels (totaling 2.29 acres), 2215 N. 4th St. (Historical Garfield elementary school); 411 W. North Avenue (former Grants Soul Food Restaurant) 2235 N.4th St (former America's Black Holocaust Museum). & 2226-34 N. 5th St (vacant parcels). which will be combined into two parcels via a Certified Survey Map for the new mixed use development. The school property and part of the surface parking will sit on one parcel, and the new, mixed-use building and balance of the surface parking will sit on the other parcel. Maures Development Group, LLC has approval from the MPS Board of Directors to purchase the school properties. A land sale file for the site is going through the approval process in conjunction with this rezoning file. The properties are currently zoned LB-2.

USES

Generally; Multi-family residential and uses ancillary to that use are expressly permitted. In addition all uses which are permitted under the Bronzeville Redevelopment Plan shall be permitted upon the terms in the Garfield Campus Detailed plan development. The principal use table from the Bronzeville Redevelopment Plan is attached as Attachment 1.

Garfield School building: Uses include multi-family residential and uses ancillary to that use (including community spaces). The third floor of the building, the former gym, will also be utilized as a cultural center for the programed arts and limited special events.

Mixed-use building: Uses include multi-family residential and uses ancillary to that use (including amenity spaces). Anticipated uses within the commercial space for [a period of 15 years following completion of the Mixed-use building will be limited by the terms of a Development Agreement to be entered into between Developer and the City to the "Preferred Uses" listed on Attachment 2.](#) In addition all uses [listed on Attachment 1,](#) which are permitted under the Bronzeville Redevelopment Plan, shall be permitted [in the commercial space after that 15 year period provided they are consistent with any zoning overlay that may exist at that time.](#)

Accessory surface parking lot.

Playground and temporary special events in the green space to the east and south of the site.

DESIGN STANDARDS

There are two components to this development: redevelopment of the former Garfield Elementary school and construction of a new, mixed-use building. The school redevelopment includes adaptive reuse of the 3-story Garfield Elementary School into 30 residential apartments. The lower level through third floor will contain residential units. The Lower Level will also include storage space for the tenants as well as the leasing office and mechanical spaces. The former gym on the third floor will be a large community space to serve for programmed arts and cultural events. The exterior façade is in very good condition and the existing windows are relatively new. Exterior changes on the existing building will be minimal. A new elevator will be added to connect all the levels of the building. Internally, the large scale windows and the hardwood floors will define unique and attractive apartments.

The new, mixed-use building will be constructed to engage the corner of North Avenue and 4th Street. The building will be four stories with 41 apartments, including 6 units that will also have walk-up access from the outside. All walk-up units will have porch lights and landscaping to define the entrances as private. The first floor level will contain housing as well as commercial space, including the new location of the American Black Holocaust Museum, a community space and café or other commercial use.

BUILDING MATERIALS

The existing building will remain largely unchanged. The base plan is to repaint the building. The alternate plan is to strip and tuck point the masonry

Primary building materials on the new building will include cement board siding (Hardie panel and clapboard), Cement board panel (Nichiha on the upper levels) masonry and recycled wood at the base of the building. “Wood” nichiha accent panels are recessed approximately 12 inches back from the primary façade while the recycled wood base projects out at the base approximately one foot. The commercial space will have clear storefront glazing & garage doors opening to the southern courtyard..

A court yard area will be located south of the commercial spaces in the new building. This open space will have connectivity to the open space to the east of the historic school creating a large open space for community-involved activities as well as the residents.

SUSTAINABLE DESIGN

This development contains many elements that are sustainable. The project will achieve the Wisconsin Green Build Home Standard. These sustainable features will include:

Location and Neighborhood Fabric

- Infill development with proximity to public transportation
- Walkable pedestrian neighborhood/reduced automobile dependence
- Tree-lined streets and neighborhood schools
- Compact development at 31 units per acre
- Resident bicycle storage

Site Improvements

- The Stormwater Management for the campus will not require water quality since the site is in a combined sewer area. The site is required to reduce its flows by 10%. This will be done through rooftop detention on the new building.
- Construction activity pollution reduction
- Construction waste reduction
- Water efficient landscaping/irrigation reduction
- Existing building reuse, historic resource preservation and adaptive reuse

Water Conservation

- Water conserving appliances and fixtures including toilets, showerheads, kitchen faucets and bath faucets

Energy Efficiency

- Energy Star rated washers, dryers, dishwashers and refrigerators
- Daylighting in residences and common rooms
- The development project will be partnering with Focus on Energy and be using Wisconsin Green Built Home program for the new construction.

Beneficial Materials

- Low VOC paints, adhesives, caulks and sealants
- Energy star bathroom exhaust fans
- Passive radon system if required
- Smoking prohibited
- Restored Building elements
- Recycled building construction materials
- Sourcing building construction materials from local or regional sources

Operations and Maintenance

- Building maintenance manual
- Occupant recycling program
- Handbook for residents about building, neighborhood and green tips
- Demonstration of mechanical equipment, recycling, etc...
- Green cleaning products program

DENSITY

71 residential units total between the existing school building and the new mixed use development, or 1,404 s.f. of lot area per dwelling unit.

SETBACKS

Garfield School

	Setback
East elevation (4 th Street)	64 feet
Annex portion (4 th Street)	24 feet
South Elevation (Garfield)	1 foot
North Elevation	23 feet
West elevation (5 th Street)	8 foot

New Building

East Elevation (4 th Street)	1 foot primary façade with projecting wood at property line at the first floor. Wood textured elements at floors 2-4 are recessed 1 foot
North Façade (North Ave)	1 foot primary façade with projecting wood at property line. Wood textured elements at floors 2-4 are recessed 1 foot

South Elevation	5 foot primary façade. Wood textured elements at floors 2-4 are recessed 1 foot
West Elevation	15 feet at ground level with floors 2-4 projecting 1 foot at the Nichiha and Lap siding materials. Wood inset elements are recessed 1 foot deep

Parking lot landscape buffers to the West will be 5 feet in width, consisting of both fencing and plantings. Parking lot landscape buffers to the South will be 6 feet in width, consisting of both fencing and plantings.

OPEN SPACES

A 7,800 square foot green space will be located at the Southwest corner of the site, south of the surface parking lot, for residents to use and for potential community events. Additionally, a 6,000 square foot open space along 4th street will serve as an open courtyard spanning both properties for community events that will also engage the proposed café and museum. This space is currently mostly paved and will be returned to grass and greenspace through landscaping. Pedestrian paths will also go through this open space. Additional green space will be on all sides of the buildings, including a green space buffer and pedestrian path that will be located between the new building and the former school building.

PARKING, LOADING AND CIRCULATION

There will be a surface parking lot that will include a total of 84 spaces for the 71 residential units and new commercial space. An additional 13 stalls for the existing building on the northwest corner of the site. The parking lot will be located on the former playground of the school, and will be shared between the two buildings with access drives from both 5th street and Garfield Avenue. The placement of the parking lot along 5th Street will minimize the visual impact of the parking from North Avenue and have a lower impact on traffic patterns, keeping parking inlets away from North Avenue. The 84 parking spaces will provide a 1:1 ratio (71 stalls for 71 units) with 13 additional stalls for the new commercial space. The overall amount of pervious surface will be reduced and additional green space and vegetation will be added with the new parking design.

Trash and recycling will be external to the existing school and new building, located on the northeast corner of the parking lot. This trash area will be appropriately screened with a six foot high masonry enclosure. conveniently located near the parking access point of the building. Trash collection will be conducted through the parking area. An additional trash enclosure, similar in construction, will be located at the south end of the middle isle of parking for residents of the historic building.

Bicycle parking will be conveniently located near the building entries for guests and residents. Bicycle parking will be provided interior to each building for the residents, with a minimum of 8 spaces in the former school building and 12 spaces in the new building. Additionally, 6 spaces will be provided outdoors, on site for visitors and patrons of the commercial spaces.

The primary pedestrian entrance for the new building will be off of 4th Street with a secondary entrance on the west side to the parking area. . Additionally, walk-up units will have individual entrances to their units on the south and west sides of the building while also having interior access off the building lobby.

The historic Garfield school will have an accessible entry from the parking at the southwest corner. The building will also have an entry from 4thstreet to the leasing office and access to the community room on the top level.

Pedestrian connections from the streets to the buildings, from the parking lot and through the open space are provided via a dedicated pedestrian path off the 4TH Street.. The pedestrian paths will be a minimum of 5 feet wide, and will be paved with concrete material. The existing city sidewalk is continuous around the entire block and connects these pedestrian access points together.

LIGHTING

The new lighting will meet “Dark Sky” standards and the design will be developed at a future time. The “Dark Sky” standard minimizes light pollution to the neighboring properties. All lighting will conform to Ch. 295-409 of the zoning code.

Lighting along the pedestrian paths will be 14’ high building mounted directional lights, two will be on the south side of the new building and the other will be on the east side.

Lighting in the parking lot will be two 20’ tall directional light in between lot one and lot two.

SIGNAGE

a. Temp signs during construction: up to two temporary signs may be in place during construction or redevelopment of the residential buildings. The maximum size would be 4’x8’. The signs would be screen printed on Plywood or a similar material. The signs would include a rendering of the project along with text identifying project partners and financial contributors

b. Periodic leasing sign: the residential development may include one rental sign located at building entry. The sign will not exceed 48 sf. Materials will be screen printed vinyl or similar material. The sign will be displayed until units are leased but no longer than 12 months after occupancy permit. After initial lease up, the sign may be displayed no more than two consecutive months and no more than four months in any calendar year.

c. Building signage: Existing building and future building. A proposed blade sign is located at the corner of North Avenue and 4th Street. The two existing signs on the Garfield Elementary school, “18 Public School 87” and “Garfield Avenue School” will be retained. Another sign will be added to the existing building that will state “Leasing Office” and will be mounted to the exterior of the school with each letter being 12” tall. On the new building there will be four additional signs with all “type A”. .Two of the commercial signs will be on the northeast side of the building one with 18” tall raised aluminum letters above storefront and the other raised above the first floor glazing. The third commercial sign will also be on the northeast side with (4) 6’ signage letters at the front door. The last sign would be a type B 2’-6”x 0’-6” x18’ blade sign attached to the wall of the 3rd/4th story. It will incorporate extruded aluminum letters

It is anticipated that banner signs will promote special events at the new building. A maximum of 4 temporary banner signs shall be placed on the commercial portion of the new building to promote special events or exhibits. Temporary banner signs shall not exceed 6 feet in height and 10 feet in length. Banner signs shall be on the building for 90 days or less.

LANDSCAPING

The proposed Landscape Plan will follow the City of Milwaukee Landscape Standards for screening and quality at all parking, mechanical and service areas.

The former playground located in front of existing school on the site will transform into a green gathering space available to the residents and for various public festivals, and activities. The space is enhanced by the preservation of some existing trees and supplementing with new trees and shrubs.

The remainder of the site utilizes the landscape to reinforce circulation patterns, highlighting building entrances and complimenting the architectural while being mindful of security of maintenance needs.

Base plantings will go around the base of the buildings, and adjacent to walk-up units. The parking lot will be screened with Type B landscape treatment including trees, shrubs, and fencing (see landscape plan L100).

UTILITIES

All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened with landscaping. This requirement may be waived by the common council upon findings that utilities on adjacent properties are located above-ground.

STATISTICAL INFORMATION

1. Gross Land Area: 2.29 acres/99,712
2. Maximum amount of land covered by principle buildings: 30,760 sf. 31%
3. Maximum land devoted to parking, drives and parking structures: 32,548 sf. 33%
4. Maximum amount of land devoted to open space: 34,367 sf. 36%
5. Maximum proposed dwelling unit density: 31 units per acre, or 1,400 sq. ft. of lot area per dwelling unit.
6. Proposed number of buildings: 2; one existing building and one new building
7. Maximum number of dwelling units per building: 30 in the existing building and 41 in the new Building
8. Bedrooms per unit:
 Garfield School: (4) 1-bedroom, (16) 2-bedroom units, and (10) 3-bedroom units.
 New Mixed Use Building: (5) 1-bedroom, (1) 2 Bedroom, (35) 3-bedroom.
9. Parking spaces provided: 84 surface spaces not including the 13 spaces for the Urban League
 30 residential/existing building
 41 residential/new building
 13 new commercial spaces

	Garfield School Parcel A		New building Parcel B	
Total:				
Gross Land Area (sf)	50,620		49,092	
Building Coverage (sf)	16,035	32%	14,725	30%
Parking area (sf)	9,803	19%	18,374	37%
Surface Parking #	28		56	
Enclosed Parking #	0		0	
Open Space (sf)	24,333	48%	12,757	26%
Apartment Units	30		41	
Total SF	49,363sf		59,984 sf	
Sq. ft. non-residential	3,644sf		7,918sf	

Attachment 1

PERMITTED USES:

EDUCATIONAL USES:

- Day care center
- School, elementary or secondary college

COMMUNITY-SERVING USES:

- Library
- Cultural institution
- Community center

COMMERCIAL AND OFFICE USES:

- General office
- Bank or other financial institution
- Retail establishment, general
- Artist studio

HEALTH CARE AND SOCIAL ASSISTANCE USES:

- Medical office
- Health clinic
- Social service facility

GENERAL SERVICE USES:

- Business service
- Catering service

ACCOMMODATION AND FOOD SERVICE USES:

- Tavern
- Assembly hall
- Restaurant, sit-down
- Restaurant, fast-food/carry-out

ENTERTAINMENT AND RECREATION USES:

- Theater

UTILITY AND PUBLIC SERVICE USES

- Broadcasting or recording studio

Attachment 2

PREFERRED USES:

- a) Sit-down restaurants
- b) Theaters – preferably smaller entertainment venues (5,000 SF or less) for music, film, dance, or other live artist performances
- c) Taverns – preferably establishments that support the historic and cultural focus of the district
- d) Cultural institutions, such as museums and cultural centers
- e) Broadcasting or recording studios
- f) Artist studios
- g) Accessory uses, including outdoor dining areas, patios, courtyards, and other related accessory development customarily incident to the above permitted principal uses.