

**CITY LIGHT**  
**GENERAL PLANNED DEVELOPMENT (GPD)**  
Project Description and Owner's Statement of Intent  
Updated February 5<sup>th</sup>, 2007

I. Components of General Plan and Supporting Materials

Mallory Properties requests that the zoning be amended to a General Plan Development (GPD) in accordance with this document. Mallory Properties will be redeveloping their property over the next five years. This statement together with the accompanying plan sheets and related materials, outlined below, constitutes and supports the general development plan:

**Supporting Material**

**Exhibit A – Statistical Overview.** Gross land area; land covered by principal buildings; land devoted to parking, drives and roads; and land devoted to landscaped open space.

**Exhibit B – Vicinity Map.** Depicts the boundaries of the property included in the general plan and the area within 1,000 feet of the property.

**Exhibit C – Plat Survey.**

**Exhibit D – Site Plan.** Depicts the general location of both the existing and proposed future structures, description of their intended use, open space, buffers adjacent to the property, pedestrian and vehicular circulation systems and parking layouts.

**Exhibit E – Pictures of the Site and Surrounding Context.**

II. Introduction

*Overview*

The purpose of this planned development is to establish a framework for future light industrial and office development that are consistent with the goals and objectives of the Menomonee Valley comprehensive plan. This zoning designation allows flexibility in permitted uses for this unique development opportunity. The conceptual plan integrates a street and river walk system with existing historical buildings and parking areas, and shows general building placement for new construction on the east end of the site. Detailed planned development/s will be submitted in the future to approve exact building placement, footprint and design

### *Historical*

The western half of the site (approximately 12.3 acres) was originally developed in 1895 as the production plant for Milwaukee Gas Light Company. The gas company supplied gas for the public street lamps from the turn of the century until 1949, when manufactured gas from coal and coke was replaced by natural gas.

The signature group of red brick buildings has become a Milwaukee landmark and was designed by Milwaukee's renowned architect Alexander Eschweiler. There are five original existing buildings still located on the site. The most unusual structure is the Power Building an octagonal six story structure overlooking I94.

### *Existing Buildings*

Retort House	25,400 square feet
Machine Shop	7,600 square feet
Power Building (tower)	17,400 square feet
Condenser House	5,000 square feet
Purifier House	50,100 square feet

The buildings have been in continuous use since the turn of the century and have generally remained in good repair and condition. Except for some window and door openings the exterior of the buildings have been virtually unchanged and are restorable.

The eastern half of the site consists primarily of land and two small light industrial buildings totaling approximately 35,000 square feet.

### *Current Ownership*

The property is currently owned by Frank and Dominic Giuffre. Frank and Dominic Giuffre own over 2,000,000 square feet of commercial real estate in the greater Milwaukee area and have a successful track record of redeveloping and repositioning older industrial properties. The property was acquired in two separate transactions. The western half of the site was acquired in 1985 from Schwerman Trucking and the eastern half of the site (approximately 12.5 acres) was acquired in 2001 from LaFarge Corporation a producer of concrete. The combined site area is 24.8 acres.

### *Current Use*

The property is currently occupied by a variety of smaller tenants with uses ranging from a skate board park, truck terminal, pallet manufacturing, limousine service, design studio, and staging area for the freeway reconstruction project.

### III. Overall Development Concept

#### *Project Overview*

The site offers a very unique redevelopment opportunity due to its location and the historical significance of some of the existing structures. The property offers excellent highway and rail access, is bounded on the south by the Menomonee River and is less than 2 minutes from downtown Milwaukee via I-94.

The overall conceptual development plan is segmented into two separate development concepts: 1) the western half of the site and 2) the eastern half of the site.

#### *Western Half of Site*

The concept behind the redevelopment is to utilize the existing historical buildings for a research and office park with supporting ancillary services and amenities in an urban park like setting. This redevelopment effort would occur in phases and over several years. The overall redevelopment concept is to create a unique one-of-kind environment that would provide the best attributes of a suburban location (freeway access, parking, green space, etc.) with the locational attributes and amenities of an, hence the development concept name of “City Light”.

The redevelopment concept includes creating a campus like environment with open green spaces with a park like feel and utilizing the Menomonee River as a back drop for the overall campus. In addition a buffer space between the development and Menomonee River would be provided for the future construction of a river walk and potentially a canoe launch.

#### *Eastern Half of Site*

It is anticipated that the eastern half of the site will be developed for industrial and manufacturing uses and would have corresponding building types for these types of uses. The overall development plan incorporates both the western and eastern half's of the site into a cohesive development.

Currently there are two (2) buildings on this portion of the site. The first building is of masonry and steel construction and is approximately 27,000 square feet in size. The second building is constructed out of brick and is approximately 5,000 square feet. Currently both buildings are occupied by small tenants. There is no historical significance to either building.

Similar to the western half of the site this portion will be developed in phases and uses will ultimately be determined by market demand.

Primary ingress and egress to the eastern half of the site will occur from 17<sup>th</sup> Street from the north, the extension of W. Mt. Vernon Avenue from the east, the Menomonee River from the south and from 25<sup>th</sup> Street from the west.

Concept drawings show the extension of 17<sup>th</sup> Street south through the site to the Menomonee River. The public right of way then would proceed west across the site to approximately to 20<sup>th</sup> – 21<sup>st</sup> Street and would proceed north at this point to the northern border of the property and then west to 25<sup>th</sup> Street..

Similar to the western half of the site a river walk or trail would be provided and would be built in phases as the site is developed.

The conceptual site plan depicts two (2) industrial/manufacturing style buildings with associated parking and landscaping. As this is conceptual in nature the number and sizes of the buildings are subject to change.

#### *New Construction on the Site*

**Building Locations.** Building locations for new construction on the site will be along street frontages with the office components of those buildings to be orientated towards the river when possible.

**Building Heights:** Minimum building heights will be 14 feet. Maximum building heights will be 90 feet.

**Building Materials:** High quality materials such as masonry, precast panels, and architectural metal panels will be used.

**Building Glazing:** Building entrances for office tenants will be orientated towards the river or street frontages. In the office component or uses of the buildings, a minimum of 35% clear glazing in the pedestrian realm will be used for the office components facing the river.

**Loading Docks and Dumpster Areas:** These areas will oriented away from the river and through the use of wing walls, fencing, and landscaping will screened from view from the river.

As part of the design process of new buildings we will be taking into consideration the Menomonee Valley Partners sustainable design guidelines and will incorporate into the project/buildings provided they are economically feasible.

## IV. Boundaries

The boundaries of the development are described and outlined on the site map (Exhibit D). The area of the General Planned Development is located approximately two miles west of Milwaukee's CBD. The site is bordered on the south by the Menomonee River, bordered on the east by 16<sup>th</sup> Street, bordered on the west by 25<sup>th</sup> street and bordered on the north by the railroad.

## V. Site Access

Access to the site includes the existing western connection at 25<sup>th</sup> Street which will be retained as it was recently constructed and would be too costly to relocate. An existing northern access point at the intersection of 17<sup>th</sup> Street and Mt. Vernon Avenue. An eastern access provided that Mt. Vernon Avenue is extended, and a southern access from the Menomonee River.

We will be exploring adding an additional northern access point on the west end of the site (shown on site plan). This will be subject to acquiring the necessary right of way easements from the railroad.

The vehicular circulation system will be laid out in such a way that the traffic circulation facilities within the site will provide for safe and convenient movement of pedestrians and vehicles, including accessibility by emergency, municipal and delivery vehicles.

Primary vehicle circulation will be provided by a road located along the northern property line and through general parking lot circulation throughout the entire site.

## VI. Signage

### *Construction Signs*

Construction Signs – Signage pertaining to the redevelopment or construction of any individual building on the site will not exceed 36 square feet and will be removed at the completion of the project

### *Project Signs/Development Signs*

Signage pertaining to the overall development or major component, will be located on the site near the entrances to the parcel or component, with design, scale, material and location in harmony and complementary to the overall development and character of the surrounding area. This sign(s) will be illuminated with the source of light not visible. The sign(s) will not exceed 10 feet in height and letter or number character will not exceed 18 inches. Display faces of the signs will not exceed 120 square feet per face.

For the western half of the site overall development/park signage will be developed using either a series of arches, monuments, or other architectural features to create a distinct and cohesive identity.

Maximum number of signs will be seven (7).

### *Building Identification Signs*

Building Identification Signs - A monument sign may be provided for each building indicating the building's name, ownership or major tenant. The

design, scale, material and location will be complementary to the building. Monument signs will not exceed 8 feet in height or an area of 64 square feet.

Corporate identity or other “urban signage” will be utilized and attached to each building indicating the buildings name, ownership or major tenants. Their design, scale, material and location shall be complementary to the building and the development. No more than one wall sign per tenant, per street exposure, mounted parallel to the buildings façade or other building surface.

Maximum number of signs will be one (1) monument sign per building and one (1) corporate identity sign per tenant.

#### *Direction Signs*

Signs providing information to pedestrian or vehicular movement and street addresses will be provided that is complementary to the building. These types of signs will not be illuminated and will not exceed 16 square feet.