

November 4, 2016
210 East Knapp Street
Detailed Planned Development (DPD)
File No. 160431

OWNERS STATEMENT OF INTENT

HFJV, LLC requests that 210 East Knapp Street, known as Block 16 in the Park East Redevelopment Plan, bounded by Water Street to the west and north, Market Street to the east, and Knapp Street to the south, be rezoned to a new DPD in accordance with this submittal. This site was previously rezoned to a DPD as File No. 101465 on February 28, 2012. This DPD will replace the previously approved zoning. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

DRAWING INDEX

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PROJECT DESCRIPTION

The development outlined in this plan is based on the vision of the ownership of HFJV, LLC to provide an economic catalyst for growth and revitalization in downtown Milwaukee.

There is a central focus to see the project become a local icon which enriches the Milwaukee Downtown Area, MSOE campus, and riverside development areas. The “Milwaukee Office Building” will help extend the unique character of the Water Street District by incorporating traditional architectural style on a site surrounded by a mix of traditional and modern building types. The master plan incorporates open office spaces and a future phase that would allow for a mixed-use tower.

The development will be located in an area known as Water Street District. The Water Street District follows Water Street from the Brady and Water Street intersection south to Kilbourn Avenue, encompassing the east side of the Milwaukee River up to the MSOE campus at Jefferson Street. On the Block 16 site, the “Milwaukee Office Building” will continue Milwaukee’s downtown character further north along Water Street. The office function will help merge the Downtown and Brady Street areas by encouraging further retail/restaurant development in the area.

Block 16 is bounded by Water Street to the west and north, Market Street to the east, and Knapp Street to the south. The majority of the existing site is currently covered by turf and asphalt pavement. Through the planned redevelopment, Water Street will be activated by a lobby and common areas for the office building. Market Street will serve as an entry for the parking garage and loading/shipping areas. This will allow the Water Street, Knapp Street and Market Street facades to be continuous and pedestrian friendly.

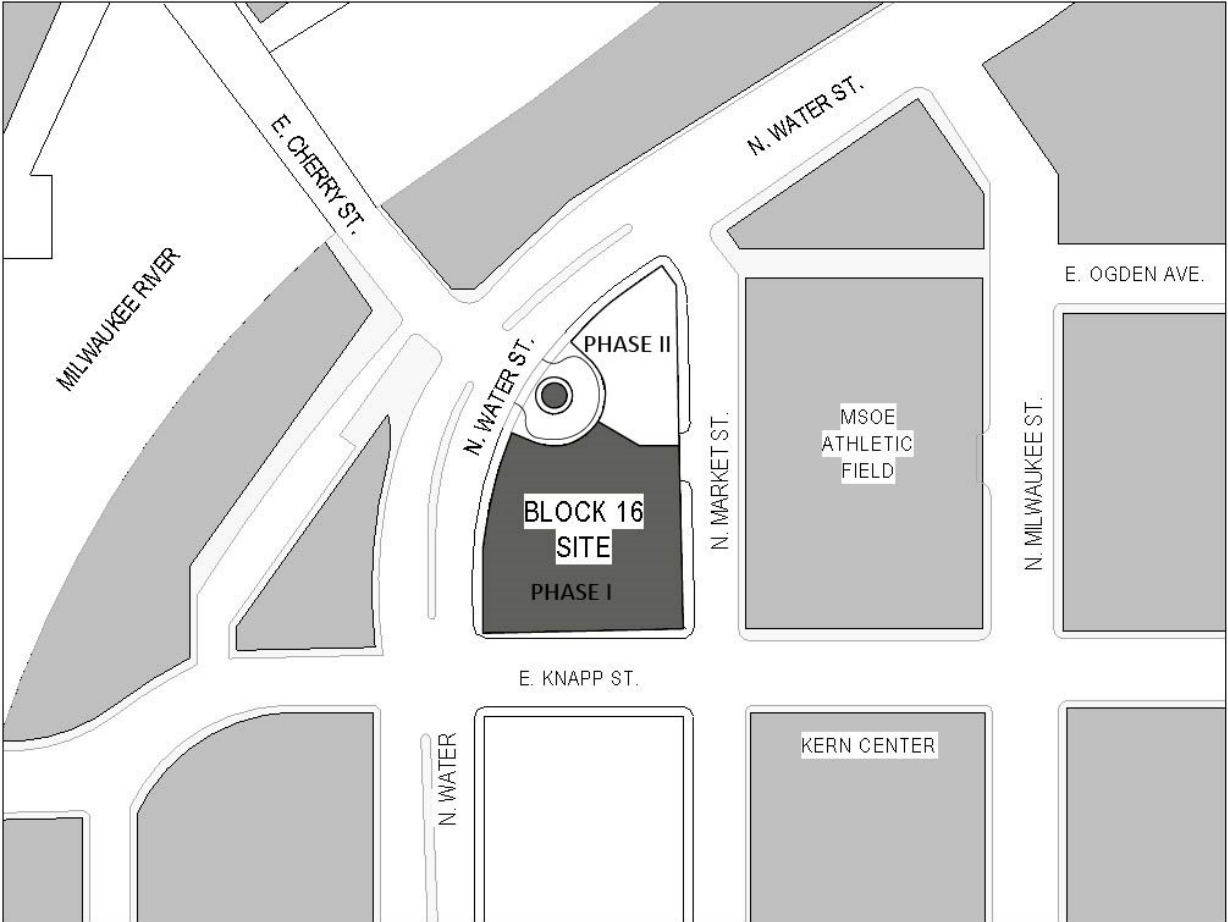
The overall development of this block is anticipated to be completed in two phases. This DPD submittal will address Phase I, which includes an office building and linked parking structure. The parking structure will be sized to accommodate additional users in Phase II. Details of the Phase II development will be submitted as an amendment to this DPD in the future. However, the general parameters of the Phase II development are noted in this file.

The first phase entails construction of a six story, 92,000 gross sq. ft. office building with accessory uses to be determined, that will front on Water Street, along with a six-tier parking structure accommodating 360 parking spaces. In preparation for construction of the proposed building, the site will be cleared and a construction fence will be installed at the perimeter of the site. A new office building and parking structure will occupy the majority of the site. The northeast portion of the site (future Phase II) will be improved as an open lawn with screen trees and shrubs along the north limit of the developed area, and trees planted every 25 feet around the perimeter of the open Phase II development area until it takes place.

Phase II is anticipated to be a mixed use development of commercial, retail, hospitality and residential, to be determined, between five to eight stories.

The proposed building will be designed to comply with the DPD Design Standards outlined in this document.

PHYSICAL DESCRIPTION OF PROPERTY



This Detailed Planned Development for Block 16 will encompass vacant land bound by Water Street on the north and west, Knapp Street on the south, and Market Street on the east.

DESIGN PRINCIPLES

These Design Principles have been established to demonstrate compliance with the City of Milwaukee Zoning, Urban Design Components, and Downtown Comprehensive Plan.

1. LAND USES

The following uses are desired for Block 16 as indicated in **APPENDIX A** use tables per 295-703-1.

2. DESIGN STANDARDS

Refer to **APPENDIX B** for material images and details as referenced on sheets H-1 thru H-9.

Office Building Façade Standards

The office building is designed as a traditional, stately building. The building uses brick (nominal 4" thick, self-supporting brick veneer) and architectural cast stone, bronze anodized aluminum storefront and decorative panels, and a steady rhythm of recessed openings. The windows are sized and placed to coordinate with masonry dimensions that turn corners to set the windows back.

Along the Motor Court and Southwest facades, architectural cast stone Doric order columns are freestanding in front of the vertical bronze anodized storefront curtain wall and horizontal decorative spandrel panel details. The Water Street façade weaves the same architectural language between the north and south ends of the building, substituting engaged brick pilasters for the freestanding stone columns.

The building facades of the office building are designed with varying degrees of depth in the materials in order to create an authentic architectural form. The depth of the brick, cast stone, and bronze anodized details are all different to avoid "flat" facades and to provide appropriate transitions between the material (See drawings H-6 thru H-9 for dimensions). The glazing systems are also set back from the exterior materials to provide shadows, the impression of thickness, and an active rhythm. The glazing system also has articulation with the use of muntins to accentuate traditional architectural details and pedestrian scale.

At the street level, the modular-sized brick is arranged in a Flemish bond, and is rusticated with evenly spaced recessed courses to add visual solidity to the base of the building, and provide additional detail and texture at the pedestrian level. Brick without rusticated courses and a traditional running bond extends from the second level to the cornice and entablature at the base of the dome. To add hierarchical distinction to the Motor Court, rusticated brick at the ground level is replaced with rusticated architectural cast stone.

This development will have a very high degree of street activation at the ground level per drawing D-4. Green areas indicate building lobbies and common areas. The yellow area indicates the parking structure. The blue area represents future tenant space that fronts on Water Street and wraps around approximately 40% of Knapp Street frontage. This space is designed for flexibility and the possibility of multiple tenant entrances. Although the grade level tenant is currently unknown, all glazing, as specified on sheet D-4 for high and moderate street activation, will be clear (transparent), including the street level and upper floors. High ceilings are also intended to be incorporated at the grade level,

which caters to tenants that desire a street presence. As future tenants are realized at the ground level, floor plans will be reviewed with the City of Milwaukee to ensure that activities and interior walls parallel to exterior glazing on the ground level conform to the Building Composition standards in the Park East Development Code (Chapter 1, Item 4 – Glazing and Street Activation).

The streetscape along all facades, including Knapp St. and Market St., is activated with a coordinated palette of street trees, landscape planting beds, architectural wall sconces and pole lights, and feature paving that conforms to City standards.

See the following drawings for additional detail: D-1, G-1 and H-1 thru H-15

Parking Structure Façade Standards

The parking structure façade along Knapp Street and Market St. will have materials and composition similar to the Water St. façade of the office building, maintaining the rhythm of openings and vertical elements. Metal screens will infill the street level openings and act as decorative panels at upper levels.

See the following drawings for additional detail: D-1, G-1 and H-1 thru H-15

Building Height

The Phase I office building will have 6 stories and be a maximum of 77'-0" above grade along Water Street and Knapp Street. The dome will be a maximum of 112'-0" above grade. The parking structure will be six tiers, and will not exceed a height of 65'-0" above grade along Knapp Street and Market Street.

See the following drawings for additional detail: D-1 and H1 thru H-15

3. DENSITY: DOES NOT APPLY

4. SPACES BETWEEN STRUCTURES

Spaces between structures shall not be less than required by the building code.

5. SETBACKS

Setbacks for the Phase I development are as follows:

<u>Elevation</u>	<u>Provided (at grade)</u>
North (Phase 2)	Approx 190'
East (Market Street)	Approx 1'-1"
South (Knapp Street)	Approx 7'-6"
West (Water Street)	Approx 2'-0"

Note: All cornice overhangs fall within minimum setbacks.
See the following drawings for additional detail: D-1

6. SCREENING/TEMPORARY FENCING

The rooftop mechanical equipment is placed behind a screen wall on all elevations as a continuation of the office building form. Likewise, the electrical equipment, along with dumpsters and metering equipment, are tucked behind walls at the north end of the parking structure.

Screening of dumpsters and utilities is provided via enclosed utility area, located at the northeast corner of the parking structure.

A temporary construction fence will be installed at the perimeter of the entire site with an opaque fabric wrap that covers the entire area of the fence to limit access to the construction area for safety and security purposes. No additional fencing is proposed on the site.

7. OPEN SPACES

Upon completion of Phase I, the northeast portion of the site will be an open lawn with a grove of trees and shrubs against the north wall and trees spaced every 25 feet around the perimeter of the Phase II portion of the site. Additionally, a row of trees in a planting bed, at grade, will be placed to complete the form of the semi-circle at the motor court. Sidewalk cutouts will be provided along the Water Street, Knapp Street and Market Street building facades.

Required landscaping and perimeter features shall be kept free of refuse and debris. All plant materials shall be maintained on an ongoing basis, including seasonal tree and plant replacement. Established trees shall not be removed and replaced with trees of smaller caliper than when they were planted, even if those trees meet the standards of this subsection.

Trees are shown to be planted within the right-of-way at 25 feet on center with the anticipation of a Phase II development in the future. Should the application to amend the DPD for approval of Phase II not be issued within 6 months of commencement of Phase I construction, trees will be planted around the perimeter of the Phase II area in lieu of in the right-of-way. An extension to this time frame may be granted on a staff level.

See the following drawings for additional detail: G-1

8. CIRCULATION, PARKING AND LOADING

Pedestrian access:

The main entrance is located through a motor court which increases the available street frontage and allows for vehicle drop-off without interrupting traffic along Water Street. The use behind this motor court façade is the lobby and building common areas. The main lobby and common areas are open to the public and will allow people in and out of the building to maximize the available street activation. In addition, four possible future entrances may be available to tenants along Water Street and Knapp Street.

The motor court consists of a single 60'-0" wide curb cut, a 30'-7" driving lane, and a 10'-6" sidewalk that connects to the public right of way. This motor court acts as a delivery point for visitors which will minimize the impact on street traffic. The main entry faces the motor court.

There are 2 fire exits that exist in addition to the main entrance. One is located along Knapp Street and is detailed to match the surrounding façade. A second is located on the east elevation near the service entry and is detailed to match the surrounding façade. This location may also serve as a secured staff entry from the adjacent parking structure.

Office staff will enter the facility through an above ground parking structure entrance along Market Street. This will be secured by vehicle barrier gates which allow ingress and egress. The sidewalk and street will have a curb cut at this location and will remain at an un-interrupted height. The curb cut for access to the structure will be a maximum of 27'-0" wide.

Vehicular access and parking:

The office building lobby will be accessed by a one way motor-court at the northwest corner of the building, along Water Street. A landscape feature north of the office building curves around the motor-court. A row of trees extends the vertical rhythm of the building until Phase II is constructed to complete the massing around the motor-court.

Access to the parking structure will be in the center of Market Street between Knapp Street and Water Street. The Parking Structure contains 360 total parking spaces, including 10 accessible car spaces and 2 accessible van spaces. Visitor parking is located in the garage. The motor court will accommodate short term pickup and drop off only.

See the following drawings for additional detail: D-1, E-1 and F-1

Bicycle parking:

Referencing the leasable area of 70,950 square feet of office space within the office building, the project follows the zoning requirement and provides 36 bicycle parking spaces. The bicycle parking will be located interior to the parking structure as indicated on sheet D-1.

Loading & refuse collection:

The service entry, utility connections, and refuse management area are located at the northeast corner of the building along Market Street, within the parking structure.

See the following drawings for additional detail: D-1 and H-1 thru H-15

9. LIGHTING

The color and materials of poles and other light components within the Planned Development district will be compatible with and relate to the architectural character of the buildings. Lighting treatments will be used to establish a sense of place and to create visual interest and design continuity within the site. Walkway lighting will be scaled to the pedestrian to emphasize pedestrian activity and provide for safe use of pathways and pedestrian areas. Lighting features will be designed to aid in the geographic

orientation of people. Lighting will also be used to accent landscaped areas, building entrances, special focal points, architectural details, signage or other special site features.

The proposed façade lighting concepts are intended to highlight the architecture in a discreet, complimentary fashion, providing visual enhancement to the building and generally contributing to the urban atmosphere of downtown Milwaukee. Instead of taking the traditional approach of floodlighting the building indiscriminately, select architectural features will be highlighted to create a pleasing and subtle composition. LED sources would be exclusively used to maximize fixture life and reduce energy use. The lighting design would limit light trespass and light pollution as much as possible. The façade lighting scheme is proposed with the following components:

- Wall-mounted decorative sconces at ground level with an up/down lighting effect
- Column uplights at level two for both the cylindrical plaster and flat brick columns. These uplights will also spill light onto the cornices and the overhangs above.
- Windowsill surface-mounted uplights to highlight the window arches on levels 2-6
- Continuous linear LED wash around the rim of the dome.

Consistent with s. 295-409 of the Milwaukee Code of Ordinances, the Planned Development district lighting will have cut-off fixtures to ensure lighting levels and glare are controlled so that no light source on the site is visible from an adjoining property or public right of way. Also, the maximum illumination at a property line shall be 5 foot-candles.

See the following drawings for additional detail: D-1 thru D-3

Portions of the building exterior will be lit with LED lights to create a glowing pillar effect on the concrete columns and vertical masonry elements. Care will be taken to create a gentle glowing effect and avoid glare.

Ceiling mounted light fixtures in the parking garage should be placed to ensure minimal glare from outside the structure, especially at ground level areas at the sidewalk and across the street from the structure. Any roof top mounted lights should be mounted on low areas or if on poles, should be located towards the center and no more than 12 feet in height.

All lighting will follow applicable standards noted in s. 295-409 of the Milwaukee zoning code.

See the following drawings for additional detail: D-1 thru D-3, and H-1 thru H-15

10. UTILITIES

All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.

11. SIGNAGE

Signage types include:

- Project Identification Signage: Building name in architectural cast stone entablature. See detail 1 on sheet J-1 and sheet J-2 for detailed description and location.

- Building/Tenant Identification Signage: Bronze signage placards at building entrances. See detail 2 on sheet J-1 and sheet J-2 for detailed description and location.
- Building/Tenant Identification Signage: Applied glazing film or glass frit or etched glass pattern. See sheet J-2 for detailed description and location.
- Entrance/Exit Signs at parking structure entrance/exit. See detail 3 on sheet J-1 and sheet J-2 for detailed description and location
- Identification Signage at loading/service areas. See sheet J-2 for detailed description and location.
- Parking wayfinding signage near parking garage entrance. See detail 3 on sheet J-1 and sheet J-2 for detailed description and location.
- Temporary Signage
 - A sign pertaining to the construction of a building or the sale or lease of vacant land, provided it does not exceed 48 square feet
 - A sign erected and maintained on a lot to advertise the leasing, rental or sale of a building or other improved real estate, provided it does not exceed 36 square feet.
 - Temporary signage may be added integral to the fabric wrap around the construction fence

Block 16 –DPD Design Standards and Site Statistics	
Site Statistics	
Gross Land Area (295-907,2,c-1-a)	67,735 sf; 1.55 Acres
Maximum amount of land covered by principal buildings. (295-907,2,c-1-b)	43,302 sf – Phase 1 64% Phase I: Office: 21,600; Parking Structure: 21,702 Phase II: TBD
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,c-1-c)	31,735 sf (Includes parking structure and motor court) 32% (Phase I)
Land devoted to landscaped open space and plazas. (295-907,2,c-1-d)	14,400 sf 21% (Phase I)
Open Space (295-907,3,g)	Plant material shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All planted material shall be maintained on a continuous basis, including tree and plant replacement.
Landscaping (295-907,3,i)	
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses.	N/A

(295-907,2,c-1-e) Maximum number of dwelling units per building. (295-907,2,c-1-g)	N/A
Proposed number of buildings. (295-907,2,c-1-f)	2 buildings are currently proposed as part of Phase I (Office Building and Parking Structure), option for a maximum of 1 more building for Phase II
Parking spaces provided, whether surface or in structures, per thousand square feet of building area if non-residential. (295-907,2,c-1-i)	The Parking Structure will contain 360 total parking spaces, including 10 accessible car spaces and 2 accessible van space. -Office building Area: 92,000 GSF (Phase I) -Space Ratio: 4 spaces/1,000GSF (Space ratio will change with the addition of Phase II gsf)
Bicycle Parking (295-403-2c)	1 per 2,000 square feet of floor area. (Phase I) -Leasable Area: 72,000 -Bicycle spaces: 36

Block 8 – SITE PHOTOGRAPHS



View from SW (Water & Knapp Streets)



View from West (Water Street)



View from East (Market Street)



View from SE (Market & Knapp Streets)



View from SE (Market & Knapp Streets)



View from NE (Water Street)

APPENDIX A

	USES, PER 295-703-1	Block 16, C9F
	EDUCATIONAL	
	School, Elementary or Secondary	Y
	Library	Y
	Cultural Institution	Y
	COMMERCIAL AND OFFICE	
	General Office	Y
	Government Office	Y
	Bank or Other Financial Institution	Y
	Retail Establishment, General	Y
	HEALTH CARE AND SOCIAL ASSISTANCE	
	Medical Office	Y
	Health Clinic	Y
	Medical Research Laboratory	Y
	Medical Service Facility	Y
	GENERAL SERVICE	
	Personal Service	Y
	Business Service	Y
	Building Maintenance Service	Y
	Dry Cleaning Establishment	Y
	MOTOR VEHICLE	
	PARKING	
	Parking Structure, Accessory Use	Y
	ACCOMODATION AND FOOD SERVICE	
	Hotel, Commercial	Y
	Hotel, Residential	Y
	Tavern	Y
	Brewpub	Y
	Assembly Hall	Y
	Restaurant, Sit-down	Y
	ENTERTAINMENT AND RECREATION	
	Park or Playground	Y
	Recreation Facility, Indoor	Y
	Health Club	Y
	Sports Facility	Y
	Theater	Y
	INDUSTRIAL USES	
	Research and Development	Y
	UTILITY AND PUBLIC SERVICE	
	Broadcasting or Recording Studio	Y
	Small Wind Energy System	Y

APPENDIX B

Keynote Material Reference (by keynote number):

- 01** Granite watertable – honed granite watertable.
<http://pic.stonecontact.com/picture/201510/102677/xili-red-granite-honed-tiles-slabs-nanhua-red-lihua-red-china-red-granites-pearl-flower-red-granite-wall-floor-tiles-wall-floor-tiles-skirting-p384294-1b.jpg>



- 02, 03, 05** Rusticated brick, first floor – machine molded, jumbo oversized (5 courses per 16”), nominal 4” thick, self-supporting veneer on cavity wall, dark color range.
<http://www.beldenbrick.com/onlinecatalog/brick-colors/red-bricks/90/queensport-blend>



06, 07

Architectural cast stone – nominal 2” thick, self-supporting veneer on cavity wall at first floor; full thickness (4” and greater) trim and detail components at all floors.

<http://www.stonecastproducts.com/our-capabilities/products/architectural-cast-stone/>



04, 08

Brick, second through fifth floors – machine molded, jumbo oversized (5 courses per 16”), nominal 4” thick, self-supporting veneer on cavity wall, medium color range.

<http://www.beldenbrick.com/onlinecatalog/brick-colors/red-bricks/89/kingsport>

<http://www.beldenbrick.com/onlinecatalog/brick-colors/pink-bricks/42/st-anne-clear>



09, 10

Zinc coated roofing - similar to image below, with shingle seams in lieu of diamond seams.

<http://www.reverecopper.com/freedomgray-and-tcsii-brochure>



11, 12, 13

Bronze anodized aluminum storefront and spandrel panel system – frame members range from 2” to 8” wide, as appropriate for scale of detail, with applied muntins and metal panning trim.

<http://www.efcocorp.com/default.aspx#/galleries/list/product/24>



14

Pre-finished metal railing – finish to match anodized aluminum storefront.

<http://www.ultrarailing.com/index.html>



15

Pre-finished screening – finish to match storefront.

<https://www.ametco.com/products/grilles-screens/architectural-security-grilles/>



STADIUM®
3 1/16" x 3 1/16" MESH

Applications
The Stadium model is suggested for economy in large areas and the internal sub-division of areas already fenced, for the three sides of outer fencing which are not seen, internal decoration, special applications and false ceilings.

