

Elmer, Linda

From: dawnhmcc@aol.com
Sent: Monday, February 18, 2008 5:24 AM
To: Elmer, Linda; planadmin
Subject: 070963 - objection letter and document

Please include the attached documents to file #070963.

The first document is a page from the City of Milwaukee's Northeast Plan. This section deals specifically with the Downer Avenue portion of the plan. This document is in preparation for the City's Comprehensive Plan.

The second document is from the approved GPD #060705. The description of the condo/hotel shows that **the height is 60 feet west of Downer Avenue** (scroll down to Project Design Components). It also states that the existing Chancery building remains.

The third document verifies that one building was approved, not two. It also shows the east ground level set-back is at the alley.

The second and third documents support the fact that the DPD before the ZND is significantly different from the approved GPD. There has not been full public review, at neighborhood association meetings, as there should be. Indeed, both Murray Hill and WTLT have requested that action on DPD 070963 be postponed to allow for neighborhood review. Commissioner Marcoux did not include those requests in his letter to ZND.

I believe that one of the commissioners at the Feb 11 CPC hearing asked DCD about set-backs on Downer Avenue. I believe she was told that there were no set-backs in the GPD. These documents do not support that answer.

Thank you,
Dawn McCarthy

2/18/2008



COMPLIANCE WITH 295-907 STANDARDS

Proposed Hotel Condominium Building, 2502–2570 N. Stowell Ave. & 2512 E. Webster Pl. and midblock building currently Chancery and vacant Einstein’s Bagels (Refer to Item # 2 on the attached site plan.)
Current Zoning – RM4 (LB2 along Downer Ave.)
Proposed New Zoning – GPD

- 2. b-1a: **Gross land area** – 19,781 square feet.
- 2. b-1b: **Maximum amount of land covered by principle building** – Approximately 15,300 square feet.
- 2. b-1c: **Maximum amount of land devoted to parking, drives, and parking structures** – Approximately 2,500 square feet.
- 2. b-1d: **Minimum amount of land devoted to landscaped open space**
Total open space is 5,100 square feet within property line and 6,500 square feet if right of way in considered.
- 2. b-1e: **Maximum proposed dwelling unit density** – 78 hotel rooms.
52 dwelling units; 380 square feet of land per dwelling unit.
- 2. b-1f: **Proposed number of buildings** – one.
- 2. b-1g: **Maximum number of dwelling units per building** – 52 dwelling units.
- 2. b-1h: **Bedrooms per unit** – average of 1.46 bedrooms per unit.
- 2. b-1i: **Parking spaces provided (structure) and ratio per unit** – 188 spaces; 76 dedicated for the Condominium (1.76 ratio) and the remainder for the Hotel and commercial use.
- 3.a. **Use:** Hotel & Multifamily Residential Owner Occupied – with accessory enclosed parking garage
- 3.b. **Design Standards:** Complement the mass of the building with that of the adjacent buildings by providing a masonry base similar in height to the neighboring buildings and a material change at the upper levels. Maximum height above grade proposed is 128 feet to the main roof and an additional 9’-6” at the elevator penthouse roof. Use high quality materials – combination of masonry, storefront, prodema (wood veneer product), metal panel and curtain wall, with metal balconies. Replace existing sidewalks along street frontage. Along Downer Avenue, extend roof level over banquet facility for taller ceilings.
- 3.c. **Density Proposed:** 52 residential units on 19,781 square feet of land, or a ratio of 380 square feet of land per dwelling unit. 78 hotel room suites.
- 3.d. **Space Between Structures:** The building is located 10 feet from the north property line & approximately 18 feet from the north neighboring building and 18 feet from the east neighboring building.
- 3.e. **Setbacks Proposed:** North property line setback is 10’-0”. South property line setback is 0’-0”. East property line setback at alley is 0’-0”. And west property line setback is 0’-0”. South setback above third floor is 50 feet
- 3.f. **Screening:** Not required.



- 3.g. **Open Spaces:** The proposed building provides grade level landscaped space at the main entrance on the south with outdoor terraces on the south and east.
- 3.h. **Circulation, Parking and Loading:** Vehicular access for the residents and the commercial parking is located on the southeast corner of the property near the alley accessed from Webster. Additional parking for the residents is accessed from the existing alley. All trash will be picked up from the alley with dumpsters that are stored within the building in a dedicated trash room.
- 3.i. **Landscaping:** The design provides opportunities for annual planting or permanent landscaping along the south, west and north perimeter of the building.
- 3.j. **Lighting:** Outdoor lighting will comply with current lighting regulations for planned development districts. Signs will be lighted.
- 3.k. **Utilities:** All new utilities located on the property will be underground. The new service transformer for the building will be located within the building out of sight.
- L. **Signs:** The building design integrates one freestanding, illuminated pylon sign 10'-0" high x 6'-0" deep on the south facade that would be classified as a Type A sign. The freestanding sign will not exceed 60 square feet.

There will be Type A projection signs mounted to the building 2'-0" wide x 6'-0" high above the one garage entrances and a Type A wall sign 2'-0" high x 6'-0" wide above the other garage entrance. A Type A wall sign 10'-0" wide x 2'-0" high will be located above the east pedestrian entrance canopy along Downer Ave. entrance. There will be a Type A projection sign mounted to the building 2'-0" wide x 4'-0" high on each side of the new canopy.

A temporary sign during construction will be erected to serve as the project identification and advertise sale of condominiums. Each of these signs will not exceed 48 square feet.

In addition to the building signage, the street improvements include adding 2'-6" wide x 8'-0" high banners mounted to the existing light poles - Refer to site plan item #1.



lane drive through that Associated Bank can occupy along with another retail/restaurant tenant with one level of enclosed parking below grade and 4 levels of open parking above the retail space totaling approximately 125 parking spaces. Vehicular access to upper parking levels is from Downer at the far south end of the site while access to the lower level parking and the drive through teller is from Bellevue at the far east end of the site.

NLE plans to make repairs to the currently vacant 28,000 square feet of space on the two floors above Schwartz Books for medical office professionals. A new dedicated entrance and elevator lobby for the offices will be located on Webster Street at the SW corner of the building.

NLE proposes a 3 story & 11 story hotel and condominium development to replace the existing four duplexes at the northeast corner of Webster and Stowell. This building will provide all the parking needs for the residents and hotel guests and provide additional parking for the Downer Avenue Business District for use during the day and evening and for limited overnight off street parking. Vehicular access is from Webster at the alley west of Schwartz Books.

To create a sense of place and community NLE proposes to replace sidewalks and add banners and street landscaping along the properties owned by NLE and its partners to further reinforce the new Downer Avenue Business District identity. Other property owners within the Downer Avenue Business District will be encouraged to participate in the streetscape improvements for a consistent appearance.

It's NLE's conclusion that the Downer Avenue Business District is in need of restoration and development. Being close to the Columbia St. Mary's campus enhances the viability of medical offices and medical related functions. Additional off street parking reduces the street parking pressure and satisfies the need for parking generated by the additional 60,000 square feet of commercial space. The improved Downer Avenue Business District will serve the needs generated from the owner-occupied residential development, existing commercial and new office development, rejuvenating the entire neighborhood.

Project Design Components

Residential Component – Hotel and Condominium

NLE proposes a 3 story and 11 story building for a hotel and condominium, not to exceed 128 feet in height to the main roof and an additional 9'-6" to the elevator penthouse roof. (Refer to Item # 2 on the attached site plan.)

Considerable effort has been spent communicating the proposal to the public resulting in a design that responds to their feedback. Emphasizing the 3 story base of the building creates a direct relationship with adjacent buildings. Above the 3rd floor, the 11 story portion of the project is set back approximately 60 feet from Webster property line. It



will appear as a separate building with its primary orientation in an east – west direction extending over the alley to approximately 60 feet from Downer Avenue.

The following is a program summary of functions at the Webster and Stowell property.

Basement Parking Levels, Accessed from Webster:

- 72 parking spaces first level below grade
- 76 parking spaces second level below grade dedicated for the condominiums

Ground Floor

- Port Corchere for hotel and residents entered from Webster at the existing alley
- Entrance to below grade parking
- Hotel lobby (with entrances from port corchere and Downer)
- Condominium lobby entered from Stowell
- Hotel Lounge
- Hotel support services

Second Floor

- Meeting Rooms
- Toilets
- Pool
- Fitness Center for Hotel
- Connection over alley to pre-function and Banquet facility to east and to Downer Ave.

Third Floor

- Specialty Meeting Rooms
- Condominium community room
- Fitness center for Condominium

Fourth – Sixth Floors Hotel Room Suites – approx. 78 suites total

Seventh – Eleventh Floors Condominium Units – Approx. 52 - 1 & 2 bedroom units total

The following is a program summary of functions that will be located east of the alley:

Basement Parking Levels,

- 20 parking spaces first level below grade, accessed from the alley behind the Chancery building and will connect to the basement of the Schwartz's Bookstore

Ground Floor

- Pedestrian Entrance to replace current Einstein Bagels for
 - Banquet facility
 - Restaurant
 - Hotel
 - Condominiums
- Existing Chancery to remain
- Entrance to below grade parking - east side of alley

Second Floor

- Pre-Function