

Exhibit A
File No. 201471
Park Place Technology Center
11601-11745 West Bradley Road
May 21, 2021

Previous File History

A General Planned Development (GPD) known as Park Place Technology Center (f/k/a Jacobus Company Development) was established in 1994 as File No. 931788 for phased development on the properties located at 1601-11725 West Bradley Road. 11815 West Bradley Road was also part of this GPD and was subsequently rezoned to a DPD (File No. 940163) known as Jacobus Company Office Building. The properties at 11601-11725 West Bradley Road were to be developed in three phases, and the first and second phases have been completed. The GPD was amended in 2000 as File No. 000674 to allow private drives to be constructed within the development instead of a public street with a cul-de-sac.

The 2nd Phase DPD was approved in 2002 as File No. 020635 to allow construction of a single-story, approx. 58,000 square foot service center building. This DPD was subsequently modified in 2006 as File No. 060739 to change the timing of constructing the Phase 2 building as well as reduce the size of the building from 58,000 square feet to 20,000 square feet. Note that phase II included a separate eastern drive aisle that was not constructed at the time. The drive aisle will be constructed at the time the phase III building is completed, and will be in the same location and size as was originally approved in the last phase II amendment. Thus, an amendment for the Phase II DPD is not being requested for this driveway.

Project Summary

This file does two things:

1. 2nd Amendment to the GPD to allow a parking encroachment into the setback area in the Phase 3 area. The rationale behind this request is that the original building size proposed years ago is no longer of a width that is sought after by industrial tenants. Buildings in the current market are much wider. Therefore, in order to attract the most tenants and keep the building occupied long term, a wider building is now proposed. In order to accommodate the larger building, the parking field is narrowed and pushed south into the setback. We feel this is justifiable in that this parking is not visible from any public right of way and is separate significantly already from the adjacent parking lots. Therefore, we are requesting the GPD amendment to reduce the parking setback from 25' to 10'. In order to offset the narrower setback, we are proposing an enhanced landscape plan which should maintain the same general level of buffering as a 25' setback. This also acknowledges that the footprint of the Phase 3 building is larger than what is shown in the previous GPD file.

The enhanced landscaping is summarized as follows. The quality of the existing trees along the property line is low mostly consisting of Cottonwoods, Buckthorn, Boxelder, some Black Cherry, and basswood. There are a few high-quality Oak trees ranging in size from 10" to 36". The locations of these Oak trees make development possible while leaving these trees undisturbed. The rest of the wooded areas would be removed and regraded as needed. The new landscape plan is to replace the wooded area with quality trees, shrubs, grasses, and perennials in conjunction with the remaining trees to screen the new parking areas for the neighboring properties. The plan is designed based on design criteria similar to the requirements of Milwaukee's screening code for parking lots along public streets.

The revised plan proposal does not violate or modify any of the other original GPD parameters in terms of coverage or open space. Refer to the table below.

- Establishes the DPD known as Park Place Technology Center, Phase 3 on land that is currently zoned GPD to allow construction of a speculative industrial building. The proposed 89,650 s.f. one story (28 foot clear height) building will be a precast modern Class A light industrial space, with parking and truck docks. The building is designed to be flexible to allow for one or multiple tenants with up to four entries possible. As described above, the building depth to length ratio is at the minimum depth possible to attract tenants in today’s market. The building will utilize sewer and watermain that are stubbed from the north that were intended for this building. The existing ponds on Phase I and II will not be sufficient for the phase III and thus a new stormwater pond will be constructed exclusively for Phase III. Access will be provided on three sides of the building with ample room for parking.

A Certified Survey Map (CSM) is underway to create individual parcels for each of the three phases of development. The site statistics noted below reflect the newly created parcel for phase 3.

District Standards (s. 295-907):

The District Standards table below relates to the Phase 3 DPD. Please reference the previously approved files for the Phase 2 DPD and GPD district standards, as this file does not change the items noted below for the Phase 2 DPD and GPD.

Uses:	Light Industrial / office as allowed per the GPD zoning. Site may be used in accordance with any of the uses permitted under the GDP as well.
Design standards:	The project will adhere to the landscape design standards as set forth in the GDP. Enhancements will be made to the south property line to offset a reduced parking setback.
Space between structures:	100’ between phase II and phase III
Setbacks (approximately):	North: n/a (650’) South: 63’ East: 113’ West: 129’
Screening:	Parking lot screening will be provided on two sides. The load dock is naturally screened by the other buildings and the wetland area.
Open space:	Per the new phase III lot being created by the CSM, the new lot will be 6.16 acres, the building will be 2.06 acres (33%) , pavement will be 2.61 acres (42%) and greenspace will be 1.49 acres (25%) While the open space is lower than 40% for this parcel, there is significant open space (wetlands) that is part of the overall GDP that is not included in the 25% as the wetland open space is not located on this parcel. Refer to the table in the next section which shows that eth 40% open space for the GDP as a whole is still met.

<p>Circulation, parking and loading:</p>	<p>Pedestrian access: Provided from the parking to the building entries. No walk exists to Bradley Road currently.</p> <p>Automobile access and parking: Exact requirements are unknown as each tenant will have differing needs. Assuming a 15% office (1 space per 250 s.f. of floor) and 85% light manufacturing use (1 space per 1,000 s.f. of floor) the minimum required parking would be 54 office spaces plus 76 manufacturing spaces for a total of 130. The site plan includes 132 spaces.</p> <p>Access to this site will be via an access drive on the east side of the Phase 2 parcel (Lot 1 of the CSM that is underway</p> <p>Bicycle parking: To be provided based on tenant needs, at a minimum will comply with s. 295-404 of the zoning code with respect to quantity, placement, etc. based on the uses within the building.</p> <p>Loading: 22 truck docks and 4 drive in doors on north side of building. Specific truck trip numbers will vary depending on tenant needs.</p> <p>Parking Setback: Proposed to be reduced from 25' to 10' for Phase 3.</p>
<p>Landscaping:</p>	<p>Proposed Landscaping:</p> <p>All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</p> <p>The existing site or interim condition must be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.</p>
<p>Lighting:</p>	<p>In compliance with City ordinance for parking lot.</p>
<p>Utilities:</p>	<p>Sewer and water to be provided per the original plan via private main stubbed from phase II. Stormwater to be provided independently of phase I and II. Gas/elec/comm to be provided by utility company.</p>
<p>Signs (type, square footage, quantity and placement):</p>	<p>Freestanding signs: One new sign proposed at the existing driveway on phase I for the benefit of Phase III. The sign will be of the same character as the existing sign on the west side of the entrance.</p> <ul style="list-style-type: none"> • Max. height: Approx 7' (matching existing sign height to west) • Dimensions: Approx 5' X 12" wide • Materials (sign face and base) masonry to match or complement existing sign

	<ul style="list-style-type: none"> Type A face with letters and logos routed or pushed through, only this part of the sign will be illuminated. <p>Building wall signs: Signs will be dependent on future tenant needs; however, the following signs are allowed:</p> <ul style="list-style-type: none"> Quantity: Up to 4 Type: All building wall signs will be Type A with individual letters and logos. Illumination: Internal Final signs will be reviewed and approved by DCD staff. <p>Temporary signs: Refer to general provisions of the zoning code.</p>
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Site Statistics:

Site statistics have been updated for the GPD and Phase 3 DPD.

GPD

	Originally Approved	As Amended
Gross land area:	25 acres	25 acres
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 5.0 – 6.5 acres % of site: 20-25%	Sq. ft.: 5.0 – 6.5 acres % of site: 20-25% Current proposal brings the area to 4.8 acres
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 7.5 – 8.75 acres % of site: 30-35%	Sq. ft.: 7.5 – 8.75 acres % of site: 30-35% Current proposal brings the area to 7.6 acres
Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 10 acres % of site: 40%	Sq. ft.: 10 acres % of site: 40% Current proposal brings the area to 12.6 acres > 10 acre minimum
Proposed number of buildings:	Up to 6	Up to 6 Current proposal bring the number to 4
Parking spaces provided (approx.):	Office and Service Uses: 1 stall per 250 s.f. of net floor area Trade and Light Mfg: 1 stall per 1,000 s.f.	Office and Service Uses: 1 stall per 250 s.f. of net floor area Trade and Light Mfg: 1 stall per 1,000 s.f.
Parking setback:	25'	10'

Phase III DPD

Per the proposed CSM parcel

Gross land area:	6.16 acres
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Maximum amount of land covered by principal buildings (approx.):	2.06 acres 33%
Maximum amount of land devoted to parking, drives and parking structures (approx.):	2.61 acres 42%
Minimum amount of land devoted to landscaped open space (approx.):	1.49 acres 25%
Proposed number of buildings:	1
Parking spaces provided (approx.):	Office and Service Uses: 1 stall per 250 s.f. of net floor area Trade and Light Mfg: 1 stall per 1,000 s.f. It is assumed that the tenant will have an average of 15% office space and 85% light manufacturing space which results in a required stall count of 130. 132 spaces are provided on the site plan. A 10' setback is proposed in lieu of the 25' originally approved in the GPD.
Bicycle parking	Since the tenant are unknown, it is difficult to determine where and how many bike stalls will be needed. Once a tenant is secured, the bike parking will be placed appropriately in accordance with City ordinance 295-404.

Time Limit on Zoning:

Per s. 295-907-2-c-11, the Phase 3 DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed to GPD at that time unless the criteria identified in 295-907-c-11-a and –b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.

Existing Monument sign on west side of driveway

