

Detailed Planned Development Proposal

Villard Square
Grand Family Housing/Library
Mixed Use Housing Community
3401-3440 West Villard Avenue
Milwaukee, WI

Applicant
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Oregon, WI 53575

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Project Overview:

Gorman & Company, Inc. has partnered with the Northwest Side Community Development Corporation to propose a redevelopment of the south side of Villard Avenue between 34th and 35th Streets. Our project will contain 47 units of senior housing as well as approximately 12,000 SF of ground floor space dedicated for the relocation of the nearby Villard Avenue Library. The intent of our development is to create a new focal point and anchor for the neighborhood that will offer high-quality affordable housing for the local senior population as well as new library space to contribute to the viability of Villard Avenue as the neighborhood's primary shopping street.

Our project has a particularly urban theme; a primary entrance on the street for the apartments, ground floor library/community space that orients residents to the street and an enclosed garage to minimize surface parking. Together, these elements create a harmonious development that represents a strong step in the right direction for the revitalization of Villard Avenue.

In summary, our project will include the following:

- 47 Independent Living apartments with a mix of 1, 2 and 3 bedroom units. The dwelling units will be designed for and marketed to older area residents who are primary or secondary caregivers for younger members of their families. The dwelling units will be funded through WHEDA's low income tax credit program and will serve residents of low and moderate incomes.
- Approximately 36 covered parking stalls for residents and library employees accessed from 34th Street and approximately 32 surface parking stalls dedicated for use by library patrons accessed from 35th Street.
- Approximately 12,000 SF of commercial space dedicated for relocation of the nearby Villard Avenue Library on the main floor of the 4 story building.
- A primary entrance and leasing/management office on the first floor for dwelling unit residents and visitors.
- A south-facing outdoor roof deck and play area for resident use on the 3rd floor roof.

The project will be a state-of-the-art housing facility with all the amenities associated with our "Gorman & Company, Inc." projects including an on-site management structure, computer room, media center, beauty salon/barber shop, exercise facility, community room for resident gatherings and laundry room.

DETAILED PLAN PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT

Pursuant to Section 295-907 of the Milwaukee Zoning Code, the following project description addresses the requirements of the detailed Planned Development District. The attached plans illustrate our concept for the project including a site plan, conceptual landscaping plan, building floor plans and building elevations.

It should be noted that the survey included with this submission was completed in 2003 for a previous DPD submission in early 2004. Since the original survey was completed, a dwelling unit and its associated garage, outbuilding and sidewalks for the dwelling unit have been demolished and the area occupied by the residence has been filled.

The overall concept of the project is to create a mixed-use building with commercial space for relocation of the Villard Avenue Library on the ground floor along with leasing/management offices for the residential portion of the project. The main entrance to the apartment building and underground parking will be from 34th Street and a separate and distinct entrance to the library will be on 35th Street. This will provide separation and privacy for the differing uses. An important element of our concept is to provide secure covered parking for our residents. This will be accomplished by underground parking under the building footprint. Our design also creates an opportunity for south facing outdoor space that is placed on lower roof areas elevated from the alley for security purposes, but directly connected to the community room.

The building is designed to adapt to the elevation change along Villard Avenue from west to east by stepping the base of the building as well as pedestrian entrances to the library and the dwelling units. The design centers on a modern urban theme. Large expanses of glazing along the street elevations will add the visual interest of the library interior and inside library activity at the pedestrian level.

The major exterior materials will consist of brick, cut stone or modular stone veneer and plaster or EIFS with wood and metal accent elements. The intent is to create a building with high quality materials on all four sides of the building.

The library will contract for the interior design of the library space and contract for construction of the interior of their space that is beyond the scope of the "White Box" finish provided by the developer. It is the project's intent that the library will purchase their portion of the building through a condominium ownership arrangement.

COMPLIANCE WITH DPD STANDARDS

The following section describes our project in compliance with the standards contained in Section 295-901(3) the Code. For ease of review, this section is organized in the same order as it appears in the Code:

Uses: The project will contain approximately 12,000 SF of non-residential space for use as a public library on the ground floor and residential uses on upper floors. This is consistent with the existing fabric of the neighborhood and compliant with the City's position encouraging mixed use development in urban shopping districts.

Design Standards: The attached plans and previous narrative describes our design intent. The project has been designed in the spirit of the neighborhood, using well conceived urban design concepts.

Density: The proposed density for this project is 620 SF per dwelling unit. We feel that the proposed density is appropriate for this neighborhood and this development.

Space between structures: We propose one building on the site with approximately a 12'-0" setback to the south alley right of way to accommodate clearance required for existing power poles and overhead utilities. The closest structure will be across the south alley (approximately 35 feet).

Setbacks: Proposed setbacks are zero lot line on the 3 street sides to reinforce the pedestrian orientation of the building. The rear, alley side setback will be approximately 12 feet.

Screening: Appropriate fence/wall screening will be installed along the rear of the building and at the east and west property lines abutting the parking lot.

Open Space: Open space is not required for LB2 zoning districts, which is the zoning of most nearby parcels in this neighborhood. New street trees will be planted after building construction is complete and seasonal landscaping is proposed as part of the project design.

Circulation, Parking and Loading: Vehicular access to the building will be limited to one curb cut for the garage entrance on 34th Street and two curb cuts, one on 35th Street and one on 34th Street, for entrance to and exiting from the surface parking area, including access for refuse pickup.

Landscaping: All landscaping will meet AAN/ANSI 260.1 standards. A conceptual landscape plan is provided on the site plan. Detailed landscaping plans will be provided at the time of permitting.

Lighting: Exterior building lighting is an important element of our design. We intend to provide HID "wall wash" lighting on major architectural elements and pedestrian features. Security lighting will be provided at the garage and trash doors and pole mount HID lighting will provide security for the surface parking area. All lighting will meet City of Milwaukee lighting regulations for, intensity, glare and other requirements.

Utilities: A detailed utility plan will be provided at the time of permitting. All utilities are contained in Villard Avenue and/or the rear alley. Any overhead utilities will be placed underground between any primary feeds and transformers and the proposed structure.

Site Grading: A detailed site grading plan will be provided at the time of permitting. This urban infill site requires that new access points for pedestrian and vehicular traffic use existing street and sidewalk elevations.

Sign Standards:

Building Address signage:

Two signs, with a maximum of 4 numerals, not more than 24" in height. The signs shall be individual metal numerals mounted on metal stand offs to the building façade. The area dedicated to these signs shall not exceed 16 SF each.

Building Use Identification Signage:

Two signs identifying the building uses located near the entries of each building use. The signs shall be individual metal characters mounted on the building façade or above the building use entrance canopy. Sign characters shall be 16" maximum in height. The area dedicated to these signs shall not exceed 15 SF each.

One additional sign identifying the Library use shall be permitted on the Villard Avenue Façade. This sign may be either characters etched into the first floor window glass (fretted glass sign) or individual metal characters mounted on the building façade. Sign characters for a fretted glass sign shall not exceed 48" in height and the signage area shall not exceed 200 SF. Sign characters for a sign incorporating individual metal characters shall not exceed 25 SF in area and characters shall not exceed 18" in height.

All signage will meet City guidelines and will be appropriately designed and installed so as to complement the project's overall design theme. A sign or signs for dwelling unit portion of the building will be incorporated into the Villard Avenue and 34th Street building facades. No monument or pylon signage is requested for this project.

Statistical Documentation:

Gross Land Area:	29,142 SF (.67 acres)
Land Coverage First Floor	15,250 SF
Surface Parking and Drives	13,000 SF
Landscaped Open Space	0 SF
Maximum Proposed Dwelling Unit Density	29,142 SF/47 Units 620 SF/Unit
Proposed Number of Buildings	1
Maximum Number of Dwelling Units per Building	47
Nonresidential Uses – Library	Approx. 12,000 SF
Bedrooms per Unit	
One Bedroom Units	9
Two Bedroom Units	24
Three Bedroom Units	14
Total Bedrooms	99
Parking Spaces	
Surface Parking – Library Use	32 Cars
Underground - Library Use	8 Cars
Library Use	40 Cars 1 Car/300 SF
Underground – Residential Use	28 Cars .6 Cars/Unit