

**Exhibit A**  
**File No. FN 211078**  
**Minor Modification to a Detailed Planned Development known as ‘First Place Condominiums’**  
**106 West Seeboth Street**  
**November 12, 2021**

**PREVIOUS FILE HISTORY**

The original DPD approved in 2004 as FN 040219 for the Development known as ‘First Place Condominiums’, consists of a project description up to 179- condominium unit with approximately 7,650 square feet of commercial space, and a Riverwalk. The DPD established, among other things, uses that were allowed in the commercial space of the building. Currently, the DPD allows uses that are retail-oriented and permitted in the Industrial Mixed (IM) zoning district, as well as general office, restaurant, dry-cleaning, health club and marina.

The 5 retail or commercial space units are owned as condominiums, and currently consist of the following uses:

- Dental Office
- Wellness Studio
- Restaurant (known as Screaming Tuna)
- Photography Studio (known as Northern Lights, owned by the Applicant of this Minor modification)
- Tavern, Suite Subject to this application, and formerly known as the “Love Shack”

**MINOR MODIFICATION SUMMARY**

The purpose of this minor modification is to add Business Service and Assembly Hall as permitted uses within the commercial spaces, which are located on the 1<sup>st</sup> and 2<sup>nd</sup> floors of the building. The Business Service definition includes uses such as, but not limited to, a photography studio, advertising services, employment agency, or mailing agency. This use is permitted in the IM zoning district but not necessarily considered retail in nature, as required currently by the DPD. An Assembly Hall use is defined as an establishment providing meeting space for social gatherings, including but not limited to wedding receptions, graduation parties, and business or retirement functions. An Assembly Hall use is a Limited Use in the IM zoning district and becomes a Special Use if the limited use criteria cannot be met. This minor modification will allow an Assembly Hall use with certain conditions and requirements, as outlined below.

Northern Lights will operate as a photo studio and an event space.

Previously this space was used as a wine bar and tiki bar. By removing two small walls during the demolition, we were able to open two areas in the existing space. This opened the space to make it more conducive for seminars and destination events. Valet parking will be included in the price of the events.

**PROPOSED CHANGES**

The proposed use of Assembly Hall is only allowed as a Limited Use with-in the current zoning of IM, per 295-803, and the existing DPD Retail Uses Section, does not specifically list the Assemble Hall as a permitted use. It does include general restaurant, general office, retail establishment, health club, dry-cleaning and marina.

The proposed change is to include Assembly Hall to the allowable uses within the commercial space of the building in the Approved Detailed Plan Development.

The impact to the existing DPD should be limited based upon the operations of the Assembly Hall for the following reasons, which shall be the case for any commercial space that is utilized as an Assembly Hall (event space):

- There are no changes to the principal structure, the floor area has not increased
- The occupant load for a Tavern is the same as Assembly Halls based upon International Building Code (IBC), Section 303 & Table 1004.1.2 Maximum Floor Area Per Occupant, for Assembly Occupancy
- Traffic and parking will be handled similarly as before with Valet Services and street parking
- There are no planned changes to the site plan or lot coverage

Construction changes to accommodate the new use in the specific commercial condo noted above include:

- The removing the existing mezzanine bar
- Additional audio-visual equipment in key locations for seminar presentations
- Replace existing damaged wood doors
- Modification to existing mezzanine guardrail
- Addition of interior mounted block out roller shades to support video presentations
- Modify the mezzanine stair wall to allow more natural light to the inside the unit stair
- Exterior signage will be changed, but the final design is not complete, but will be in the same location and size as the existing location.

## **OPERATIONAL AND SITE OVERVIEW**

Northern Lights will operate as a photo studio and an event space within the specific condo suite noted above. Previously this space was used as a wine bar and tiki bar. By removing two small walls during the demolition, we were able to open two areas in the existing space. This opened the space to make it more conducive for seminars and destination events. Valet parking will be included in the price of the events. The approximately 800 SF patio area is available to guests of the event space.

The occupancy of the subject event space shall not exceed 120 occupants based upon floor area calculations.

### **Events (this shall apply to any commercial space within the building that is utilized as an assembly hall):**

Events will include; weddings, seminars, art classes, theme parties, birthdays anniversaries, graduations, fashion shows, corporate headshot parties, photo shoots etc.

Hours of operation:

- Monday-Saturday. 7:00 am - 11:00 pm
- Sunday 7:00 am - 9:30 pm

### **Public Access**

There are three entrances to this specific commercial space. The primary first floor entrance is on the northeast corner of the space, which is accessed from the Riverwalk, the second is on the south end of the space. There is one additional entrance from the inside of the common hallway on the second floor.

### **Site statistics**

The Suite is organized with a main floor of approximately 1,500 SF, mezzanine level of approximately 800 SF and patio area of 800 SF

### **Lavatories (any commercial space within the building that is utilized as an assembly hall must comply with applicable rules relating to lavatories)**

Common ADA compliant lavatory facilities include a mens room with three urinals and two stalls and three hand wash sinks, and the women's room includes 5 stalls and three hand wash sinks.

### **Deliveries (this shall apply to any commercial space within the building that is utilized as an assembly hall):**

Deliveries will be made at the service entrance on the building on 1st Place.

### **Parking**

One parking space available inside the building, for site manager/employee of the condo.

Valet parking will be provided for booked events and will be included in the price of the event space rental. (this will be required for any commercial space within the building that is utilized as an assembly hall)

Street parking.

Public parking structure (Water Street and Chicago Street)

Milwaukee transit on Water Street.

Lyft and Uber Services, taxis, pick up for ride services will be located at the intersection of East Seeboth and South 1<sup>st</sup> Place.

**Licenses and Alcohol Policy (this shall apply to any commercial space within the building that is utilized as an assembly hall):**

Liquor, operating and special event licenses per the Milwaukee code of Ordinances will be obtained.

When alcohol is served it will be served through a properly licensed catering or bartending service. Bartenders will be properly licensed to serve alcohol with Northern Lights (or the subject operator if in another commercial space of the building) obtaining all event and alcohol licenses, as necessary.

All required licenses for special events and seminars per the standards set in section 108 of the Milwaukee Code of Ordinances be obtained. The petitioner can obtain a Public Entertainment Premises License from the City Clerk License Division.

The petitioner shall take adequate measures to ensure events end no later than the times described in the Plan of Operation including on site staffing if necessary.

**Signage**

The DPD requires Type A signage for commercial tenants. Signage subject to DCD Planning review and approval.

All other aspects of the DPD zoning remain unchanged.