

**WORKSHOPARCHITECTS**

December 21, 2006

City Hall  
200 E. Wells Street  
Milwaukee, WI 53202  
Attn.: City of Milwaukee Planning Commission and Common Council

Re: Webster & Stowell Condominium - Detailed Planned Development

Dear City of Milwaukee Planning Commission and Common Council:

On behalf of our clients, New Land Enterprises, Workshop Architects is pleased to submit the project description and documentation for the Detailed Planned Development Proposal for the Webster & Stowell Condominium in support of the GDP for Downer Avenue Business District.

Should there be any questions, please contact us.

Sincerely

Grant Reginato, AIA  
Project Manager  
Workshop Architects



**EXHIBIT A**  
**CITY OF MILWAUKEE FILE NUMBER: 060705**

**WEBSTER & STOWELL CONDOMINIUM DEVELOPMENT**  
**DETAILED PLANNED DEVELOPMENT**

**PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT**

December 21, 2006

**Purpose**

New Land Enterprises requests that the zoning adjacent to and along Downer Avenue be amended to a Detailed Planned Development in accordance with this document. This statement, together with the accompanying drawings constitutes and supports the Detailed Planned Development (DPD).

**Introduction**

As described in the GPD for the Downer Avenue Master Plan, this Detailed Planned Development for the residential component supports the GPD with its commercial parking component. NLE proposes to demolish four existing duplexes on the NE corner of Webster and Stowell to build a 76 unit residential condominium building. This building will provide all the parking needs for the residents (nearly 1 space per bedroom) and also an additional 90 parking spaces dedicated to the Downer Avenue Business District office space for use during the day and evening and for limited overnight off street parking. Vehicular access is from the alley west of Schwartz Books for the residents and from Webster adjacent to the alley for additional residents and the Downer Avenue Business District parking needs.

**Project Design Components**

**Residential Component**

NLE proposes an 11 story building, not to exceed 121 feet in height to the main roof and an additional 9'-6" to the elevator penthouse roof, comprised of 8-stories for 76 (7 three-bedroom, 49 two-bedroom, and 20 one-bedroom) condominium units, 1 grade level entry lobby, 2 levels of parking above grade and 2 levels below grade, totaling 134 dedicated residential parking spaces (nearly 1 parking space per bedroom), and 90 spaces dedicated for commercial use to serve the proposed medical offices on the second and third floors above Schwartz Books and potentially be rented to other residents in the neighborhood for limited overnight use to alleviate parking congestion experienced in the neighborhood. The parking levels below grade will extend under the sidewalk along the



west side of the building providing tandem parking spaces to maximize the available parking spaces. (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. The primary goal of the exterior design was to reduce the mass of the building, respecting the scale of the neighboring buildings. Though the building is 11 stories above grade, the use of strong horizontal elements, significant stepping back of the upper levels and change of materials each contribute to reducing the mass of the building. Specifically, the design uses horizontal balconies along with a change in material color on the west and south elevations to establish a datum at the 6<sup>th</sup> floor, the southwest corner is stepped back from the 7<sup>th</sup> floor and up, almost the entire plan is fully recessed at the 10<sup>th</sup> floor, and again further recessed the 11<sup>th</sup> floor.

In response to the public meetings, the design has been modified to decrease the density of the condominium building, from the original 91 units to the proposed 76, which is almost a 20% reduction. Additional design modifications, such as the recess of the ground level, were made to incorporate comments made during the public meetings.

High quality architectural materials will be utilized. A combination of aluminum framed windows and curtain wall accent the wood façade and contribute to reducing its visual mass. The 10<sup>th</sup> and 11<sup>th</sup> floor façades are predominantly glass to give the building a more transparent image. Materials strategically camouflage the elevated parking levels and call attention to pedestrian friendly features at grade level. Entrances are defined by recesses and the west and south elevations have significant landscaped "front porches".



## COMPLIANCE WITH 295-907 STANDARDS

### **Proposed Condominium Building, 2502–2570 N. Stowell Ave. & 2512 E. Webster Pl.**

2. c-1a: **Gross land area** – 19,781 square feet.
2. c-1b: **Maximum amount of land covered by principle building** – 18,111 square feet.
2. c-1c: **Maximum amount of land devoted to parking, drives, and parking structures** – included in building footprint.
2. c-1d: **Minimum amount of land devoted to landscaped open space** – 1110 square feet to property line at ground plans (plus 1388 square feet from property line to sidewalk) and 1269 square feet at the 3rd level terrace. Additional 1843 square feet of open space is located at the 10th level terraces and 2059 square feet on the 11th level terraces. Total open space is 6,281 square feet within property line and 7,669 square feet if right of way in considered.
2. c-1e: **Maximum proposed dwelling unit density** – 76 dwelling units (7 three-bedroom, 49 two-bedroom, 20 one-bedroom) 260 square feet of land per dwelling unit.
2. c-1f: **Proposed number of buildings** – one.
2. c-1g: **Maximum number of dwelling units per building** – 76 dwelling units.
2. c-1h: **Bedrooms per unit** – average of 1.83 bedrooms per unit.
2. c-1i: **Parking spaces provided (structure) and ratio per unit** – 134 spaces; ratio is 1.76 parking spaces per dwelling unit. Not included in the above are an additional 90 parking spaces at the lower level are allocated for offices located along Downer Avenue. Tandem spaces extending under the sidewalk along the west side will maximize the parking.
- 3.a. **Use:** Multifamily Residential – Owner Occupied – with accessory enclosed parking garage
- 3.b. **Design Standards:** Reduce the mass of the building with several step backs at the upper levels. Maximum height above grade proposed is 121 feet to the main roof and an additional 9'-6" at the elevator penthouse roof. Establish strong horizontal elements that relate to the existing low rise buildings. Use high quality materials – combination of masonry, storefront, Prodema (wood veneer product), metal panel and curtain wall, with horizontal metal balconies. Replace existing sidewalks along street frontage.
- 3.c. **Density Proposed:** 76 residential units on 19,781 square feet of land, or a ratio of 260 square feet of land per dwelling unit.
- 3.d. **Space Between Structures:** The building is located 10 feet from the north neighboring building and 18 feet from the east neighboring building. Two hour fire rated wall proposed for the north wall of parking structure. Above the parking levels the unit levels are set back an additional 2'-6" to 8'-0" from the north face of the parking structure wall.
- 3.e. **Setbacks Proposed:** North property line setback is 3'-0". South property line setback is 0'-0". East property line setback at alley is 1'-0". And west property line setback is 1'-0".



- 3.f. **Screening:** Use of decorative masonry for the north wall will provide the required screening to the adjacent residential property to the north.
- 3.g. **Open Spaces:** The proposed building provides grade level open porch spaces on the south and the west that will be landscaped. There is an additional open space at the 4th level, corresponding to the first unit level, on the east façade dedicated to the residential units on that level.
- 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 address (2'-2" x 6'-0") sign mounted to a pylon 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 two garage entrances and a 2'-6" wide x 8'-0" high projection sign for the elevator lobby entrance for the office parking.

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.





**THE SITE - CORNER OF WEBSTER & STOWELL**

2502 E. WEBSTER PL.  
 2512 E. WEBSTER PL.  
 2566 N. STOWELL AVE.  
 2560-62 N. STOWELL AVE.  
 2570 N. STOWELL AVE.

1. VIEW EAST ON WEBSTER AVE.



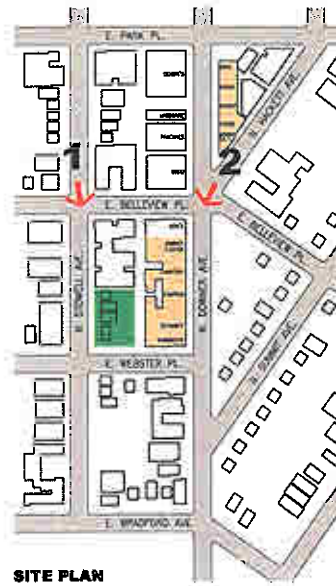
**SITE PLAN**



2. VIEW NORTHWEST ON DOWNER AVE.



1. VIEW SOUTH ON STOWELL AVE.



2. VIEW SOUTHWEST ON DOWNER AVE.

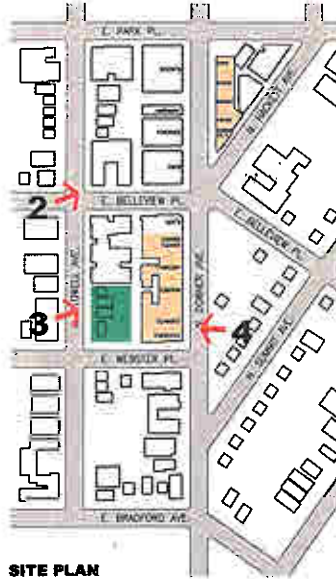




1. 9 STORY BUILDING. ON CORNER OF BRADFORD & PROSPECT



2. 7 STORY BUILDING. ON CORNER OF STOWELL & BELLEVUE



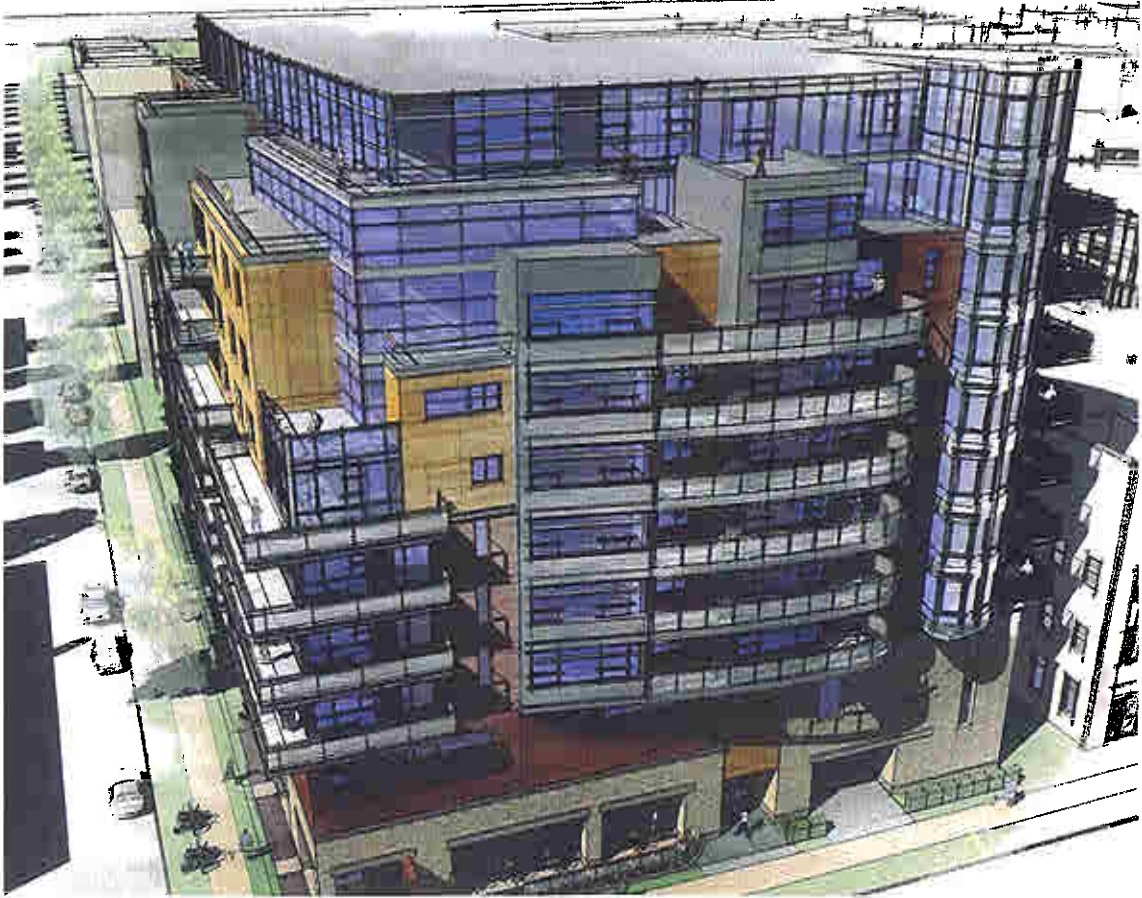
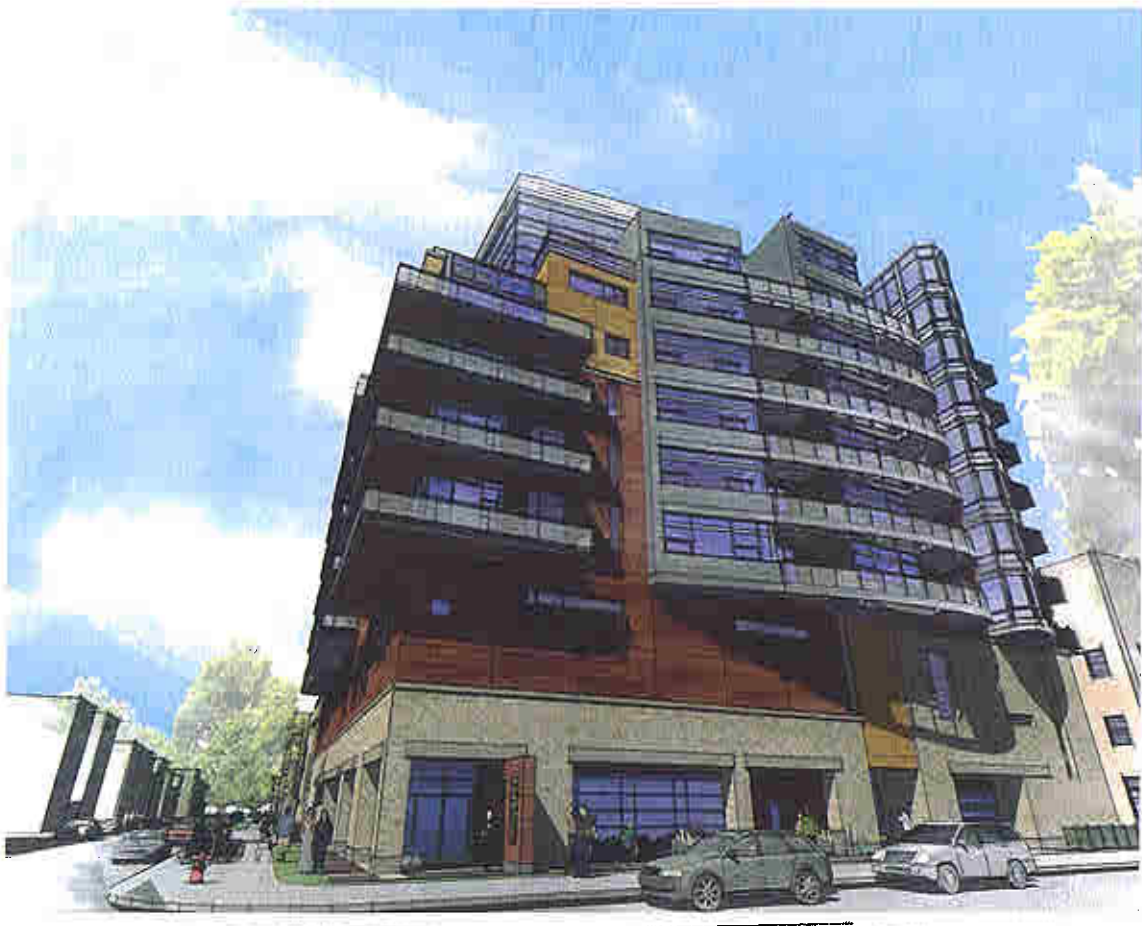
3. 4 STORY BUILDING DIRECTLY NORTH OF SITE



4. 3 STORY BUILDING ON DOWNER DIRECTLY EAST OF SITE  
HOUSES STARBUCKS & SCHWARTZ BOOKSTORE  
TWO LEVELS ABOVE RETAIL TO BE RENOVATED







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