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2590 North Downer Avenue
File Number: 070034
Architect's Number: 06-123

Detailed Planned Development
Project Description and Owner's Statement of Intent
September 17, 2007

Components of Detailed Plan and Supporting Materials

Purpose:

Van Buren Management Inc. and New Land Enterprise LLP (VB & NLE) request that the zoning be amended to a Detailed Planned Development (DPD) in accordance with this document. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

Enumeration of Documents:

Overall Development Concept
Introduction
Exhibit A Statistical Sheet
Exhibit B Existing Site Photos and Context

Plan Sheets

T100 Title Sheet
A002 Architectural Site Plan
A200 Lower Level Parking Plan
A201 Level 2-4 Parking Plan
A202 Roof Parking Plan
A400 Building Elevations
A401 Building Elevations

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September 17, 2007

City of Milwaukee Common Council

Regarding: The introduction of the ordinance to change the zoning for the property at 2590 North Downer Avenue from GPD to DPD.

295-907 2.c-1

DETAILED PLANNED DEVELOPMENT PROJECT DESCRIPTION and OWNER'S STATEMENT OF INTENT for properties located at the northeast corner of the intersection of DOWNER and BELLEVIEW known as 2590 North Downer Avenue

DESCRIPTION OF THE OVERALL DEVELOPMENT CONCEPT

Van Buren Management, Inc. and New Land Enterprise LLC (VB & NLE) has engaged Workshop Architects to analyze, to create a vision for a mixed-use project with retail on the ground level and parking and to assist VB & NLE in obtaining municipal approval for this project. This project is one component of a larger development known as the Downer Master Plan. The master plan received general planned development approval on February 27 from the Common Council.

Each new construction project component will be submitted under separate cover. The remaining projects are listed below for reference, in no particular order:

1. Improve the streetscape along Downer to create a consistent image and a more defined sense of place along the two block commercial district.
2. A new 11 story hotel and condominium development at the NE corner of Webster and Stowell.
3. Repair and improve the upper two floors of the existing building at the NW corner of Webster and Downer, above Schwartz Books, for additional office space. *COMPLETE*
4. Repair facade of the Downer Theater.
5. Remove the existing drive though and ramp to the parking garage for a building addition and remodeling of the 2nd floor of the existing building on the SE corner of Downer and Park, adjacent to Associated Bank, for a surgery center and offices. Repair the existing façade at the 2600 block N. Downer.

The proposed building is a multi-use building composed of street level retail space and an open parking garage. The levels 2 -4 and roof consist of parking. The parking count totals up to 117 spaces of which 29 will be dedicated to the City.

The subject parcel is unique in that it is a corner lot; thus giving the building two street fronts and entrances, one public on Downer for the retail and one less public on Belleview. The main entrances are on Downer Avenue. One of the proposed tenants is a bank. The drive thru is accessed from Belleview; the drive thru exits onto Downer Avenue. Parking levels 2 -5 (roof level) are accessed from Downer.

This project also requires the relocation of the popcorn wagon, which has been purchased by Urban Playground. The new location is to be determined.

The purchase of the land by the development team from the City is completed. Construction is underway.

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1. USES:

Development is for retail and parking. The proposed retail uses include a boutique, sale of goods and financial services. The development team is soliciting retail tenants that will be compatible to the services and shopping needs of the Downer Avenue district and appropriate for a corner location.

2. DESIGN STANDARDS:

The proposed building includes grade level pedestrian, vehicular and retail entrances. There are 1 story of retail at the ground floor, 3 stories of parking and roof level parking, totaling 5 stories above grade. The design would comply with the existing LB2 zoning with a maximum height of 60'-0". Building proposed is 47'-0" to the top of the parapet at the roof parking level and 58 feet to the roof of the elevator and stair towers. Majority of lighting will be wall mounted.

The main design feature for the parking structure is its skin. The open parking structure will be clad on the north and west façades with a pattern of concrete, clear glass and metal grills to screen the cars. The parking floors are emphasized in the horizontal and then are interrupted with architectural precast hung off of the structure. The architectural precast are to be stained. Aluminum storefront is located at the grade level. At the parking levels, a composition of aluminum screens and railings create a delightful sculptural interplay of light and materials while maintaining a sense of passive surveillance while meeting the requirements of automobile impact. The façade will be illuminated from within, serving as a gateway to the business district from the south. The open voids at the parking levels maintain the requirements of an "Open" parking structure. The sidewalks will be replaced with stained and stamped concrete.

3. DENSITY:

7,000 square feet of retail space with up to 117 space parking structure on 16,059 square feet of land.

4. SPACE BETWEEN STRUCTURES

The building is located 3'-0" from the east property and approximately 6'-0" from the south neighboring property line. The property is located on a corner lot which is fronted by streets on the remaining two sides. The design response will be sensitive to those neighbors by chamfering the northeast corner and stepping the building footprint at the south. See attached site plan.

5. SETBACKS:

South (side) property line setback: Allowed – 0'-0"; Actual – Varies, 6'-0"

North (side, street) property line setback: Allowed – 5'-0"; Actual – 0'-0"

West property line (front) setback: Allowed – Average; Actual – 0'-0"

East (rear) property line setback: Allowed – 0'-0"; Actual – 3'-0"

Note: The Allowed setbacks are per the LB2 zoning.

6. SCREENING:

Use of decorative precast walls for the east and south walls will provide the required screening of the parking areas to the adjacent residential properties. The wall is 10" thick of solid concrete and will be articulated with reveals in areas. The areas with the reveals will be stained to match the architectural precast panels on the north and west facades. The opaqueness of the wall conceals light and sounds and maintains privacy for the neighbors. The cars on Downer and Bellevue will be screened with metal panels that have been punched with thin slots.

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7. OPEN SPACES:

The proposed building provides grade level paved recesses to the retail spaces on the west. Landscaped space of 6'-0" along the south property line and 3'-0" at the east property line will be provided. The entire roof level parking is open.

8. CIRCULATION, PARKING AND LOADING:

Vehicular access from Downer for the upper parking levels is located on the south corner of the property. Two proposed drive-up teller stations are also accessed from Belleview and exit to Downer Avenue. All trash will be picked up from the Belleview access with small dumpsters that are stored within the building in a dedicated trash room.

9. LANDSCAPING:

The design provides opportunities for annual planting or permanent landscaping along the south and east of the project site. The streetscape landscaping will be submitted separately and will include areas of Downer Avenue that are listed in the above projects as well as the streetscape by the parking structure.

10. LIGHTING:

Outdoor lighting will comply with current lighting regulations for planned development districts. At the upper parking level, lighting will be mounted to the wall of the stair and elevator shafts. Signs will also be lighted.

11. UTILITIES:

All new utilities located on the property will be underground. The new service transformer for the building will be located within the building. The existing electrical transformers on the site must be relocated - NLE and the city to coordinate a mutually agreed location.

12. SIGNS

The building design integrates retail signs on the west facade classified as a Type A wall sign with a maximum area of 36 square feet each at a minimum of 25'-0" on center. Signs will be needed for the two to three retail entrances and the elevator lobby entrance. The signage will be channel lettering illuminated behind the letters.

- There will be 2'-6" wide x 13'-0" high Type A projection signs above the two parking entrances and the drive through teller/ATM entrance,
- A future 6'-9" x 12'-0" Type B projecting sign (16:9 digital flat screen) will be located at the northwest corner at the second level.
- A temporary construction sign and leasing sign will be erected.

13. SIGN ILLUMINATION

The permanent signs will be illuminated in compliance with the current regulations.

**EXHIBIT A
STATISTICAL SHEET**

295-907. Planned Development District (PD/DPD)

- 2. c-1a: Gross land area – 16,059 square feet.
- 2. c-1b: Maximum amount of land covered by principle building – 13,894 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 – 2,680 square feet to property line at ground plain
- 2. c-1e: Maximum proposed dwelling unit density – N/A; 6,529 square feet of retail space and 134-space parking structure proposed.
- 2. c-1f: Proposed number of buildings – one.
- 2. c-1g: Maximum number of dwelling units per building – N/A Commercial development proposed.
- 2. c-1h: Bedrooms per unit – N/A Commercial development proposed.
- 2. c-1i: Parking spaces provided (structure) and ratio per unit – Approximately 117 spaces; 29 of which remain dedicated as the municipal parking lot it replaces.