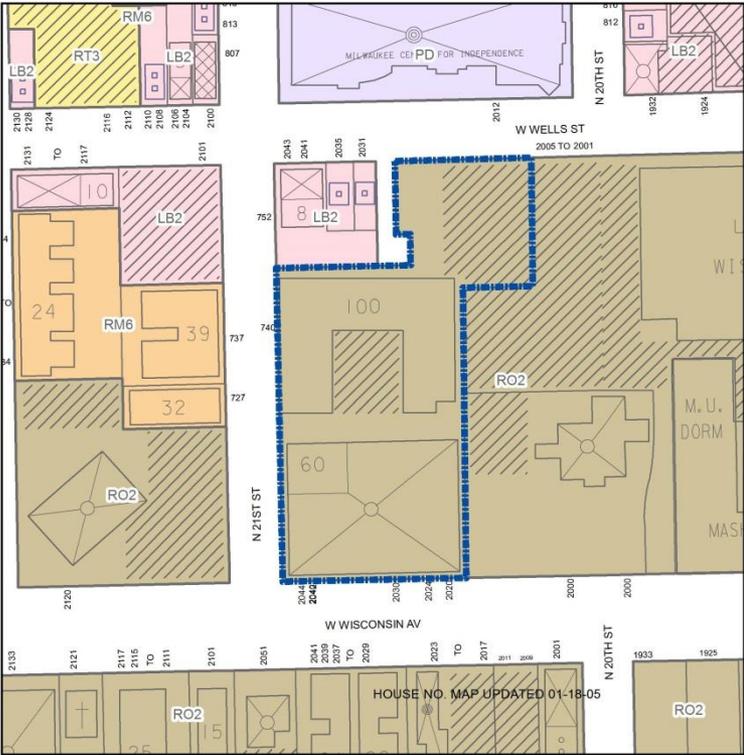
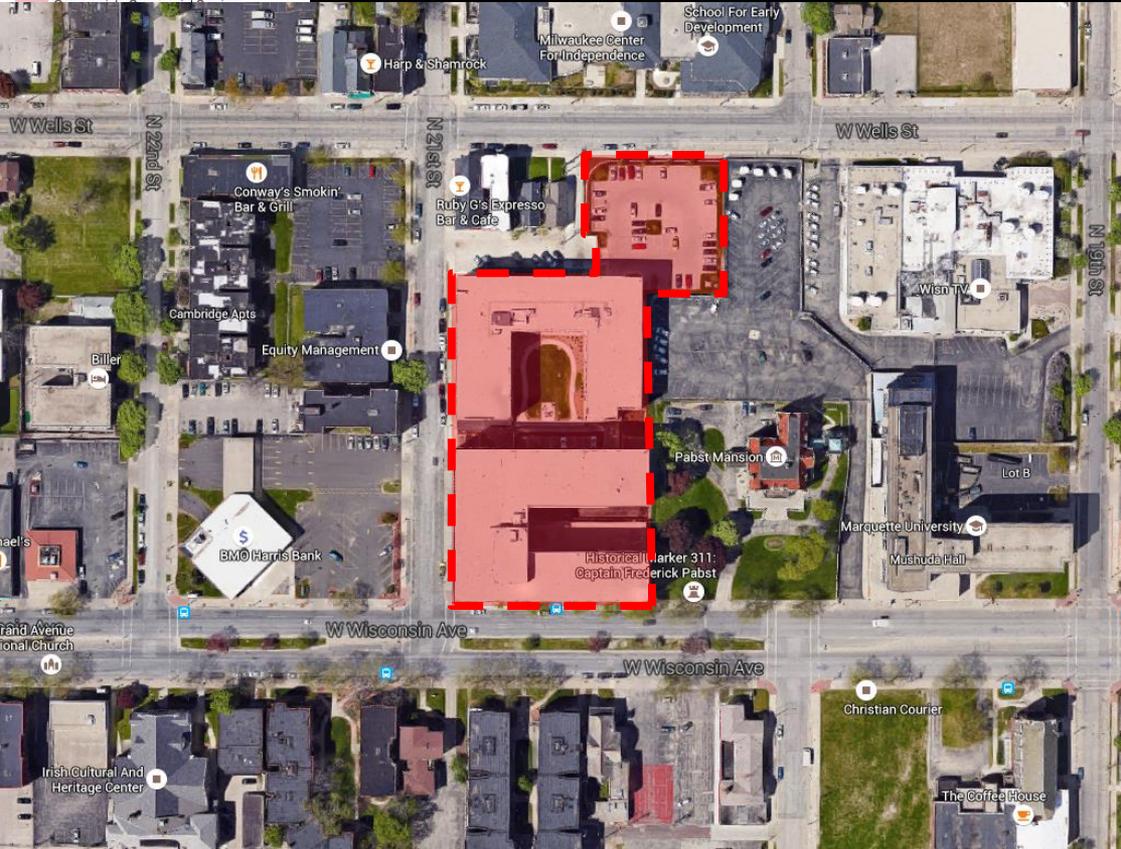


File No. 150375. An ordinance relating to the change in zoning from Residential-Office to a Detailed Planned Development known as 2040 West Wisconsin Avenue, located on the north side of West Wisconsin Avenue, east of North 21st Street, in the 4th Aldermanic District.



FN 150375  
RO2 to DPD  
August 2015

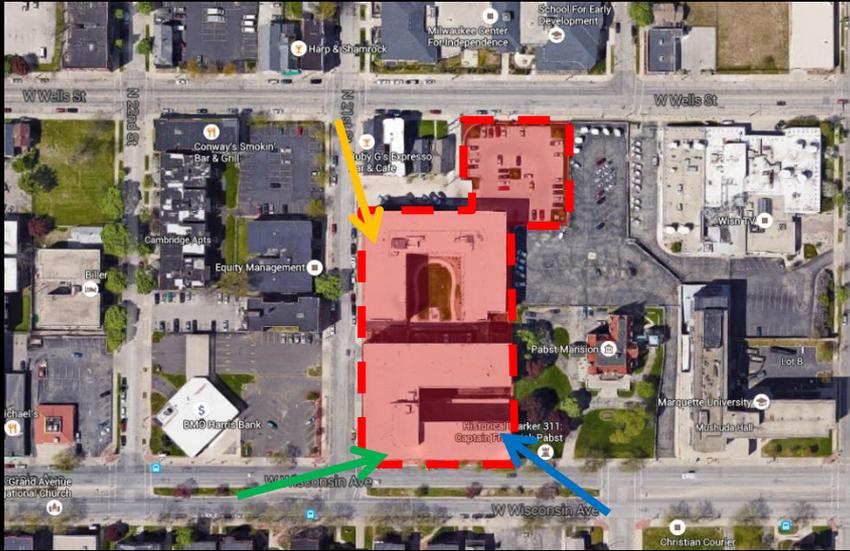
**Legend**  
Zoning Change Boundary  
Zoning



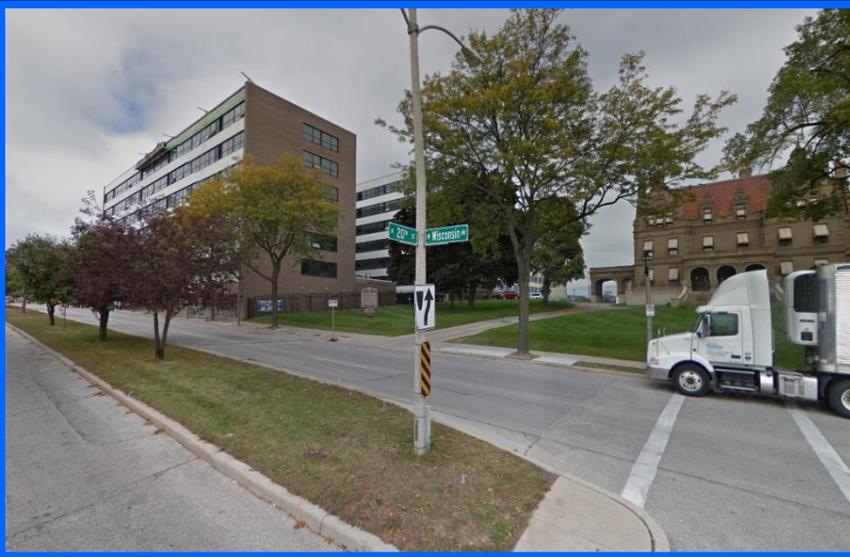
# File No. 150375. Site Context Photos



View from North 21<sup>st</sup> Street, looking south



View from West Wisconsin Avenue, looking east



View from West Wisconsin Avenue and North 20<sup>th</sup> Street



## The Marq – A Detailed Planned Development

### **Owner's Statement of Intent**

C150 2040 West Wisconsin Avenue LLC, a Delaware limited liability company, acquired the property at 2040 West Wisconsin Avenue in March of 2014. Now known and marketed as "The Marq," it is a 231 unit apartment community within close proximity of Marquette University's main campus and within five blocks of the academic core. The project sits on 2.05 acres. It was constructed in two phases: Phase One was built in 1956 as a seven story mid-rise medical office building and was converted to a 131-unit, 372-bed apartment building in 2006. Phase Two, which consists of 100 units and 240 beds, was built in 2009 as a five story-midrise apartment building. In total, The Marq consists of 231 units with an average unit size of 908 square feet, providing 235,266 square feet of total residential space. In addition to the apartments, there are 175 residential parking spaces, as well as 2,453 square feet of retail space that is currently 100% occupied. Since acquisition in March of 2014, the property owners have spent over \$1,300,000 in capital improvements to the common area amenities and security of the property. Additions include controlled access entry, a new leasing area, improved social gathering areas, fitness on demand, a game room, lounge areas, a clerk-less convenience store, computer labs and tanning beds, all intended to make the property more attractive to students seeking a high-quality living experience. Although the property is marketed to students of Marquette and UW-Milwaukee, Fair Housing laws require that the property not exclude anyone that wants to lease at the property who meets rental guidelines.

C150 2040 West Wisconsin Avenue LLC is a subsidiary of Campus Advantage, a corporation with its principal offices in Austin, Texas. Campus Advantage was founded in March 2003 and is the 10th largest manager and 13th largest owner of student housing with 43 student housing assets located in 18 states and 32 markets.

The proposed Detailed Planned Development is consistent with the purposes of section 295-907, Milwaukee Ordinances, in that the property demonstrates flexibility in land development and is compatible with its surroundings and consistent with the City's Near West Side Area Comprehensive Plan, adopted March 19, 2004, and amended on March 3, 2009. The Comprehensive Plan is met in the following specific respects:

- Land Use Policy in the Plan encourages “residential above retail on commercial corridors and between intensively developed commercial nodes.” The subject property accomplishes that objective.
- Further, the Plan states as policy for Commercial Uses that “street level, pedestrian-oriented commercial uses” and “residential apartments and condominiums above retail” uses are encouraged and that “residential uses along commercial corridors should be multi-story, densely developed, with minimal curb cuts along the commercial corridor.” The Marq fully satisfies these policy objectives.
- The Plan directs that “building should be built-out to the street so that, collectively, the buildings on a block work together to define the pedestrian area and the street itself,” “face the front façade of the principal building onto a public street” and “provide a clear entrance facing the primary street frontage” with the main entrance shall having a direct connection to the public sidewalk. The subject property satisfies these objectives, as well, with the main entrance directly adjoining the sidewalk along West Wisconsin Avenue.

Because a number of units in the property have four beds and may be occupied by persons not constituting a family, those units fall into the definition of a “rooming house” for purposes of the City of Milwaukee Zoning Ordinance. The current zoning of the property is RO2 (Residential and Office), and rooming houses are permitted as a special use in that zoning district. The property currently has an approved special use permit, but the property owner is seeking Detailed Plan Development approval to eliminate the potential risk that the special use approval would not be available in the future. The uncertainty of approval of the property's continued use can adversely affect the owner's ability to finance or sell the property. All other ancillary elements of the project now or in the future will conform to the requirements of the RO2 Zoning District.

The Marq is a substantial, high-quality asset serving Marquette University well and it is of substantial benefit to the Avenues West Neighborhood in which it is located. The certainty of its continued use as university student housing will encourage its ownership to continue making significant investments in its improvements and maintenance.

# Detailed Plan Project Description

1. Gross Land Area (GLA): 97,445sf (per survey dated 5/10/2011)
2. Maximum Area of Land Covered by Principal Buildings: 71,160sf (73% of GLA)
3. Maximum Area of Land for Parking, Drives and Parking Structures: 56,915sf (58% of GLA)
4. Minimum Area of Land for Landscaped Open Space: 17,604sf (18% of GLA)
5. Maximum Dwelling Unit Density and Total Area for Non-residential Users:
  - a. Building Density: Not Restricted per Section 295-505-2
    - i. Maximum Dwelling Unit density:  $97,445\text{sf} / 231 \text{ Dwelling Units} = 422\text{sf} / \text{ Dwelling Unit}$
    - ii. 505-2 Dimensional Variance - Granted per BOZA Record 28856 on 4/17/2008
  - b. Area for Non-residential users: 2,500sf
6. Number of Buildings: 2
7. Maximum Dwelling Units per Building:
  - a. South Building: 131 Units
  - b. North Building: 100 Units
8. Bedrooms per Unit:

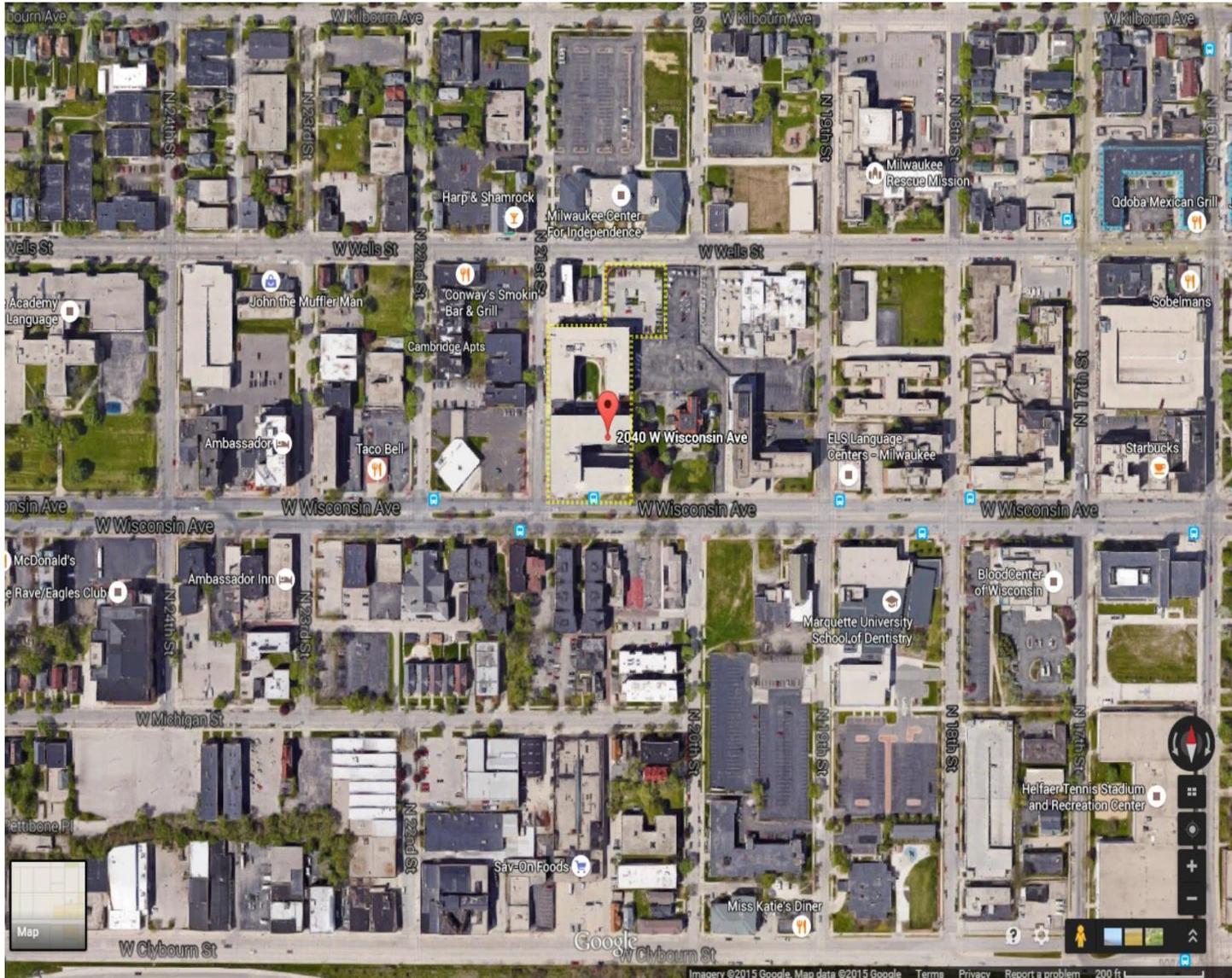
There are one, two, three and four bedroom units. The units are arranged with one occupant per bedroom.

  - a. The south building has the following occupancy/unit breakdown:  
17 occupants in (17)-1 bedroom units; 82 occupants in (41)-2 bedroom units; 39 occupants in (13)-3 bedroom units; 240 occupants in (60)-4 bedroom units. A total of 378 occupants in the south building.
  - b. The north building has the following occupancy/unit breakdown:  
120 occupants in (60)-2 bedroom units; 120 occupants in (40)-3 bedroom units. A total of 240 occupants in the north building.
  - c. Combined total of 618 occupants in 618 bedrooms within 231 units for both buildings. Included are 60 rooming house (4 bedroom) units with a total of 240 occupants.

# Detailed Plan Project Description

9. Occupancy:
  - a. Current Occupancy
    - i. RO2 – Residential Office
    - ii. 603-1 Special Use – Rooming House - Granted per BOZA Record 27234 on 1/26/2006.
    - iii. 503-1 Special Use – Rooming House - Granted per BOZA Record 26439 on 3/31/2005.
  - b. Proposed Occupancy
    - i. Planned Development
10. Parking Spaces:
  - a. Parking Spaces Provided in Compliance with Milwaukee Zoning Ordinance (Table 295-403-2-a):
    - i. Total On-Site Parking Provided: 188 spaces
    - ii. Required parking is calculated on the basis of a ratio of 2 stalls for every 3 apartments, including the apartments falling under the “rooming house” designation. This method was approved as part of the Dimensional Variance granted by the Board of Zoning Appeals on April 17, 2008 (BOZA Record 28856). Under this approach, the on-site parking exceeds the requirement of 155 stalls.
11. Circulation, Parking, Loading and Trash Collection:
  - a. 137 resident parking spaces are provided under the North and South buildings on the ground level. An additional 51 spaces are provided at the North open parking lot. Access and exit from the parking areas is off of North 21th Street. The open parking lot is fenced and the entire parking area is accessed through the control gate on North 21th Street.
  - b. Residential trash and recycling is delivered down through trash chutes and is collected in trash rooms located within the parking areas under the buildings.
  - c. Retail delivery and access is off of West Wisconsin Avenue.
12. Uses:
  - a. The facility consists of 171 multi-family housing units, 60 rooming house units and with two restaurants. The rooming house component is an approved special use with permit number 15153. The permit expires 4/4/2020. All future commercial uses shall be uses permitted in the RO2 Zoning District.
  - b. The project received dimensional variances for site density and the use of metal panels on the façade. Site density based on the requirements for apartments (400 square feet per unit) was approved by the Board of Zoning Appeals on April 17, 2008 (BOZA Record 28856). The use of metal panels totaling 21% of the façade area on the West façade was also approved by the Board of Zoning Appeals on April 17, 2008 (BOZA Record 28856).
13. Signage:
  - a. The wall mounted permanent signage for the building, including the two restaurants are located along West Wisconsin Avenue and are compliant with the RO2 zoning designation, under Section 295-505-5 and with requirements under table 295-605-5 for NS2. All future signage will be consistent with the signage permitted in the RO2 zoning district.

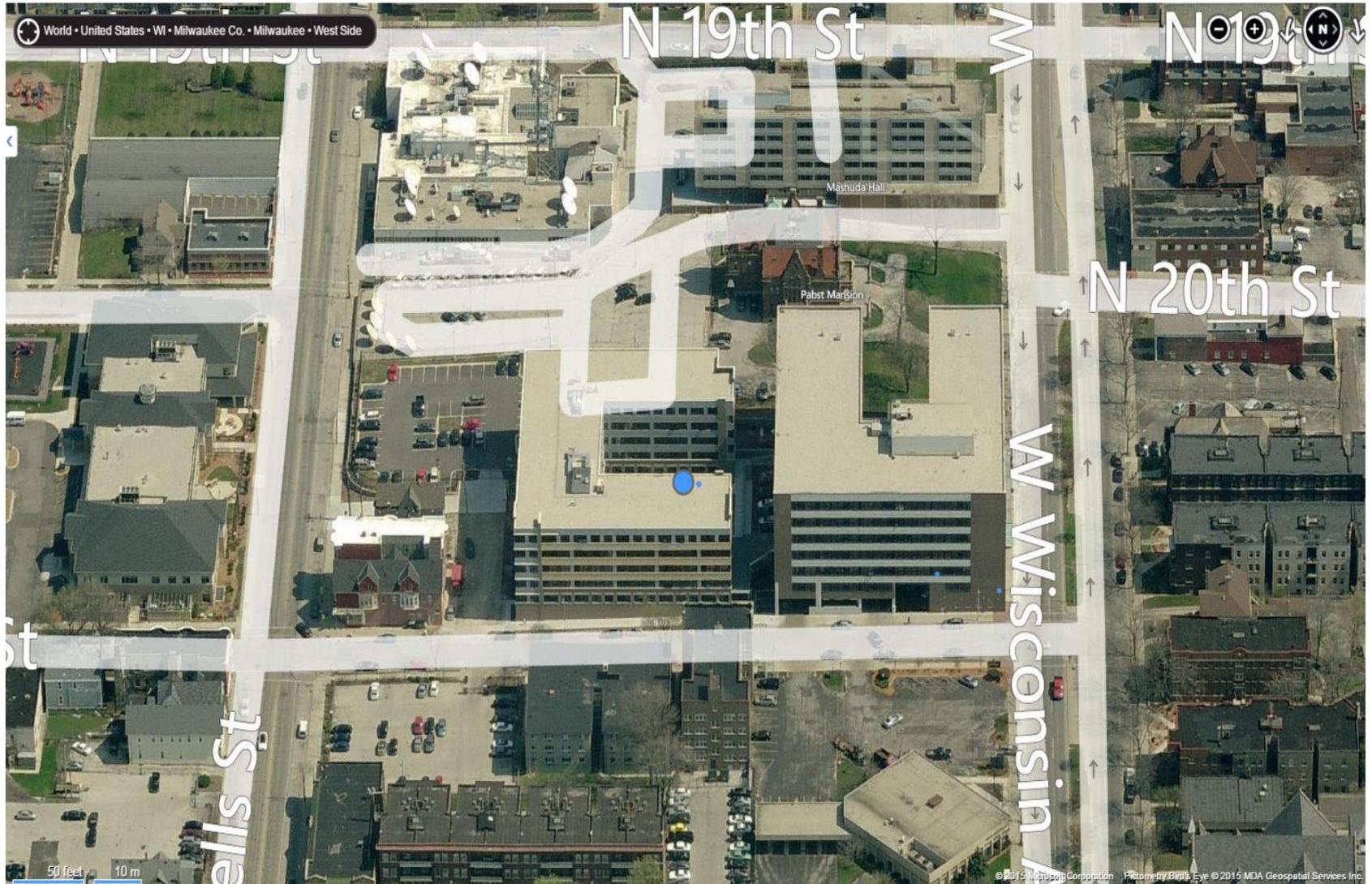
# Vicinity Map



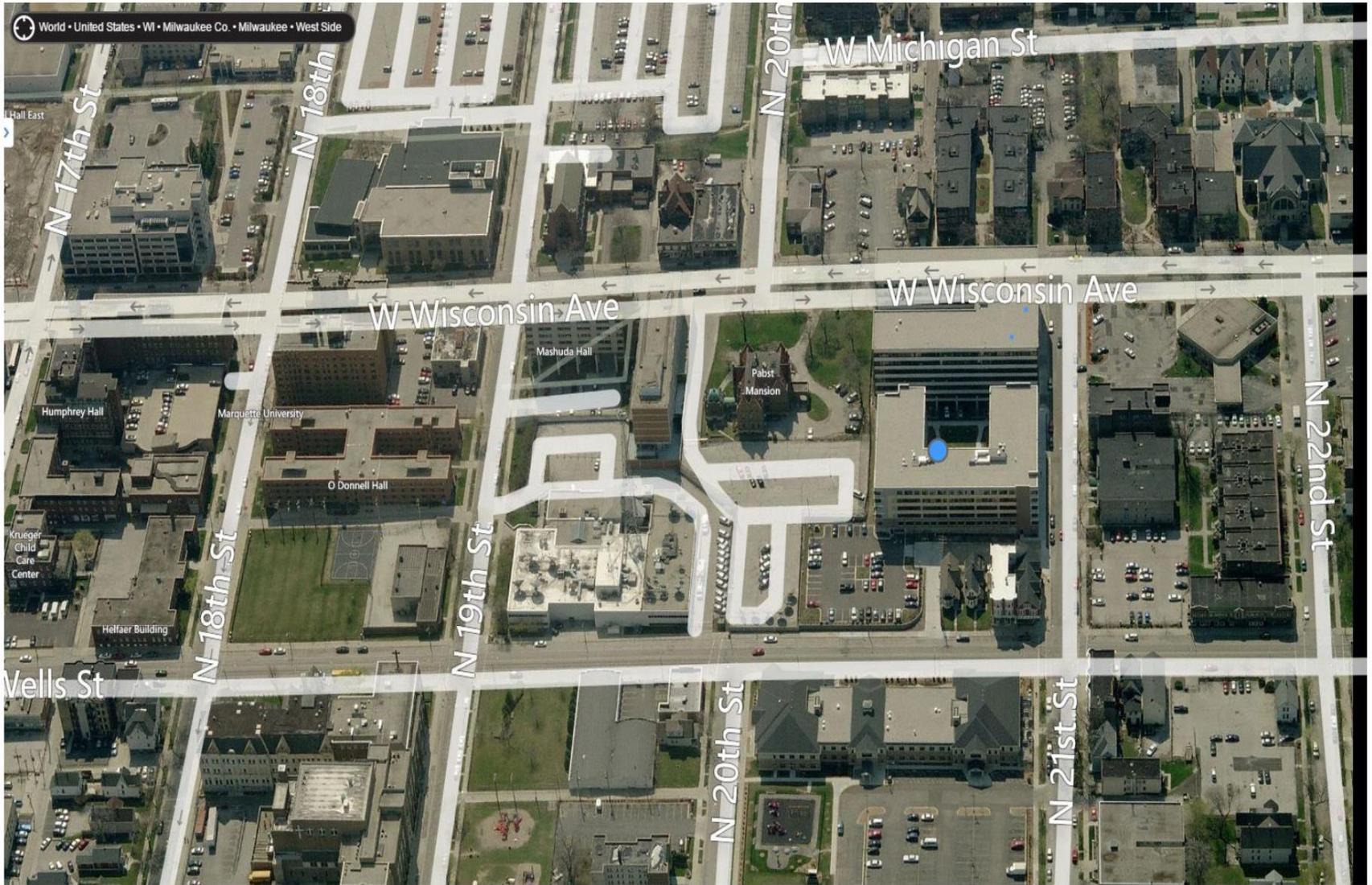
# Aerial – Looking North



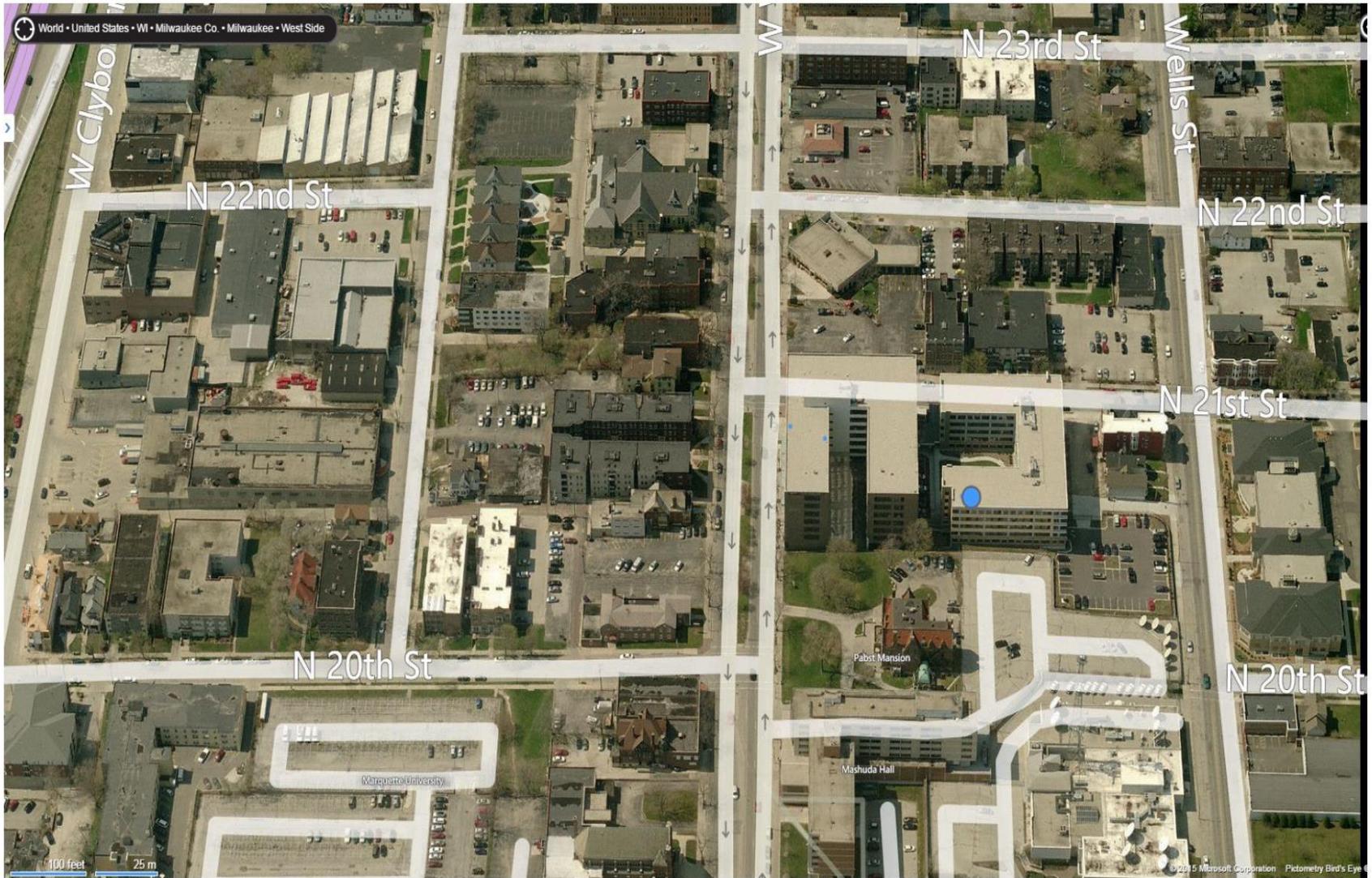
# Aerial – Looking East



# Aerial – Looking South



# Aerial – Looking West



# Building Signage



Westward on Wisconsin Avenue



Eastward on Wisconsin Avenue



South Building - Main Entrance from W. Wisconsin Avenue.

# Site Images



North & South Building - West Elevation on 21st Street



South Building - West Elevation on N. 21st Street

# Site Images



North Building - West Elevation on 21st Street



North Building - North Elevation

# Site Images



North Building & North Parking Lot - North Elevation from W. Wells St.



North & South Building - East Elevations from W. Wisconsin Avenue.

# Site Images



South Building - East Elevation on W. Wisconsin Avenue



South Building - South Elevation on W. Wisconsin Avenue.

# Site Images



South Building - East Elevation on W. Wisconsin Avenue



South Building - South Elevation on W. Wisconsin Avenue.

# Site Images



North Courtyard- Looking North



North Courtyard - Looking Southwest

# Site Images



North Courtyard- Looking Southeast



North Courtyard - Looking East