

May 30, 2017

1<sup>st</sup> Amendment to Detailed Planned Development (DPD)  
Block 7 (Arena Master Plan)  
File No. 161711

## **DPD Block 7 – Phase 2 Development (Mixed-Use Residential)**

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

#### **Block 7 Previous History**

The Arena Masterplan General Planned Development (GPD), which received approval from the City of Milwaukee Common Council in 2016 (File No. 150724) set the stage for development on 8 Blocks (parcels) generally bounded by West McKinley Avenue to the north, Old World Third Street to the East, West State Street to the South, and North 6<sup>th</sup> Street to the West. Royal Capital Group is submitting an amendment to the Block 7 Detailed Planned Development (DPD) to develop the first mixed-use residential housing project within the Arena District on the western portion of Block 7 (bound by West McKinley to the north, North 5<sup>th</sup> Street to the east, West Juneau Avenue to the south, and North 6<sup>th</sup> Street to the west). Phase I (file number 161654) of the overall Block 7 development features a new parking structure that includes first floor commercial space that is currently under construction. Phase 2 (Mixed-Use Residential Housing as proposed) will complete this Block by developing the vacant land on this parcel.

#### **Block 7: Phase 2 – Mixed-Use Residential Housing**

The development team is proposing an amendment to the Detailed Planned Development (DPD) for the western portion of Block 7. The DPD will include approximately 13,500 square feet of ground floor commercial space with approximately (107) residential units on the upper floors of the building with Studio, 1, and 2 bedroom unit types. Resident parking will be located in the parking structure directly east of the development, through an agreement that makes available one space per residence. The building will be 6 stories in height, and will abut the parking structure. Maximum height above grade will be approximately 88'-2". The main residential entrance will be located on West Juneau Avenue, with a highly activated ground floor on North 6th street. The development will include high end finishes, including stainless steel appliances, luxury wood style plank floors, quartz/granite counter tops, private balconies, a roof top terrace, a sky lounge, fitness center, and on site property management. The development will also encompass commercial space with uses identified as permitted for Block 7 in the GPD.

#### **Design Standards:**

Primary building materials will include dark grey masonry, white large format masonry, and white fiber cement board panel. Grey cement board panel appears at the back wall of the balcony insets; the white cement board panel wraps the corners at the side walls. The ground floor will have clear storefront glazing. Upper floors project approximately 1'-6" from the ground floor at the southern portion of the building. Balconies will be prefinished aluminum construction with aluminum plank flooring, underside painted to match the railings.

## Planned Development Project Description

### Permitted Uses:

Commercial uses identified in the GPD (file number 150724) will be permitted on the first floor of the building. This includes, but isn't limited to: general retail establishment (provided limited use standards are followed), personal service, sit down restaurant, health club, or other neighborhood-serving use. Multi-family dwelling, and uses ancillary to this (i.e. community space, etc) will occupy the upper floors of the building.

Density:

107 units, or approximately 259 square feet of lot area per dwelling unit.

### Setbacks:

Setbacks to the lot line along McKinley, Juneau, and North 6<sup>th</sup> Street are as follows. All measurements are approximate:

- North (McKinley)
  - 16'-2" from lot line
- South (Juneau)
  - 3'-8"– 5'-1" from lot line at entry
  - 2'-5" from lot line at retail corner
  - levels 2–6 project 2'-6" over entry
  - Balconies project a maximum of 1'-3" beyond lot line
- West (6<sup>th</sup> Street)
  - Setback varies, see site plan. Some balconies project beyond lot line, maximum projection is 2'-6"

### Screening:

Utility and HVAC equipment will not be visible from the street. They will be housed in the building or located on the roof.

### Open Spaces:

There is minimal open space on the site, with a small amount of green space on West McKinley Avenue between the building and the lot line.

## **Circulation, Parking and Loading:**

Residential parking will be made available to residents of this development at the neighboring parking structure (Block 7 Phase I). Street parking will also be available along 6<sup>th</sup> Street. Move ins/outs are expected to occur via a loading zoning (pending proper approvals) along 6<sup>th</sup> Street.

Entrance to the northernmost commercial tenant space will be along West McKinley Avenue. Entrance to the center commercial tenant space will be along North 6<sup>th</sup> Street. Entrance to the southernmost commercial tenant space will be along West Juneau Avenue.

The main entrance to the residences will be along West Juneau Avenue. There will also be a direct access from the parking garage to the east side of the building.

## **Bicycle parking:**

Bicycle parking will be located internal of the residential building, with a minimum of 7 exterior guest bicycle parking located near the residential entry. A minimum of one bicycle parking space will be provided for every 4 residential units, for a minimum of 27 interior spaces.

A minimum of 8 exterior bicycle parking spaces will be provided for patrons of the commercial tenant spaces. Long term internal bicycle parking spaces may be provided for employees of the commercial spaces at the discretion of individual tenants. No long term spaces are required based on current requirements.

## **Trash Collection:**

Refuse for the structure is handled via two internal trash rooms. Dumpsters will be rolled out for collection through service doors that open to North 6<sup>th</sup> Street.

## **Landscaping:**

The landscape theme developed for The Block 7 residential development includes street trees along North 6<sup>th</sup> street placed in 4'x10' at grade planters.

Currently, the site is turf with several existing trees. The existing site or interim condition must be maintained in an orderly fashion consistent with zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.

All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1).

**Lighting:**

Adequate building lighting shall be provided along the west elevation as well as along the north and south elevations. The lighting shall comply with requirements outlined in section 295-409.2 of the City of Milwaukee Code of Ordinances.

**Utilities:**

All utility lines shall be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.

**Building Signage:**

One approximately 3'-6" x 30'-0" blade sign with backlit raised aluminum letters reading "Park 7 Lofts" proposed at the south end of the building. One approximately 3'-6" x 31'-6" wall sign with backlit raised aluminum letters located at the north end of the building. Letters for both signs will have the following approximate heights:

PARK:	12"
7:	72"
LOFTS:	36"

One wall sign located on west elevation, near leasing office entry, to read "Park 7 Lofts." This sign will feature raised aluminum letters on metal backing with the following dimensions: "Park" + "Lofts" to be approximately 15" tall; "7" to be approximately 36" tall.

A commercial signage band located along the storefront on the first level. Signage location and message to be determined by future tenants. Not more than 25% of the glazed area of the windows may be covered by permanent window signage or opaquely painted for the purpose of creating a sign or sign background.

Large scale (approximately 10'-0" x 80'-0") building graphic reading "Milwaukee" on west elevation, spanning the height of the building.

Temporary signage during construction and leasing for the commercial and residential components of this development will consist of up to two 4 foot by 8 foot banners/signs with a printed graphic of the project and contact information attached to the construction fence.

**Site Statistics (numbers are approximate):**

Gross land area: 27,722 SF

Maximum amount of land covered by principal buildings: 17,827 sq. ft.; 64% of total land area

Maximum amount of land devoted to parking, drives, and parking structures: 0 sq. ft.; 0% of total land area

Maximum amount of land devoted to landscaped open space: 1,567 sq. ft.; 6% of total land area

Maximum proposed dwelling unit density and total square footage devoted to non-residential uses: 107 units, or 259 sq. ft. of lot area per dwelling unit, and 13,524 sq. ft. of commercial space

Proposed number of buildings: 1

Maximum number of dwelling units per building: 107

Bedrooms per unit: 1-2

Parking spaces provided, whether surface or in structure, and ratio per unit if residential, or per thousand square feet of building area if not residential: Residential parking will be made available to residents of this development at the neighboring parking structure (Block 7 Phase I).