

**File Number: 141111**  
**Freshwater Plaza (1<sup>st</sup> & Greenfield)**  
**General Planned Development Project Description**  
**and Owner's Statement of Intent**

I. Components of General Plan Development and Supporting Materials

Wangard Partners Inc. request that the property at 1212 S. 1<sup>st</sup> St., 1278 S. 1<sup>st</sup> St., 1320 S. 1st St., 111 E. Scott St., 125 E. Scott St., 1233 S. Barclay St., 1236 S. Barclay St., 1277 S. Barclay St., 1278 S. Barclay St., 200 E. Greenfield Ave, and 224 E. Greenfield Ave. be granted approval for a zoning change from I02 to General Planned Development (GPD) in accordance with this statement.

This GPD proposes that the existing industrial buildings and parking lots be demolished and replaced with a multi-phased mixed use development. The development will consist of a grocery store, a mixed-use building with dwelling units and commercial at the ground level, future outlots, office building, parking structure, and accessory parking. The elements to be included in each phase are as follows:

Phase I	Phase II	Phase III
Internal Drives	2 Outlot Buildings & Parking	Office Building
Grocery Store & Parking	Water Feature	Parking Structure
Mixed Use Building & Parking	Project ID Monument Signs	
Bike Path Connection		
Bike Share		

These statements, together with the accompanying plan sheets and related materials identified below constitute and support the General Planned Development:

	Cover Page
C001	Site Survey
C100	Site Plan
A001	Location Map
A002	Architectural Site Plan Phase I
A003	Architectural Site Plan Phase II
A004	Architectural Site Plan Phase III
A005	Phase I Parking Diagram

A006	Phase II Parking Diagram
A007	Phase III Parking Diagram
A400	Site Photos

## II. Overall site information

The proposed project is located at the Northeast corner of S. 1<sup>st</sup> St. and E. Greenfield Ave., east of Rockwell Automation. The land consists of 7 parcels, a public alley, which will be vacated, a portion of the right of way of S. Barclay Ave, which will be vacated and a portion of Government Lot 5 Right of Way (431-9989-100 224 E. Greenfield Ave. – 68,294sf) (a portion of this ROW (431-9987-000, 1100 (R) S. Barclay St. – 1,953sf) will be sold to the developer and the remaining portion will stay as existing). The land will be re-subdivided into 4 lots with a total area of 8.46 acres which is described in the attached Site Plan and Certified Survey Map.

The Site Plan of the project allows for ample vehicular and pedestrian access into the site. S. Barclay St., which will be vacated but aesthetically will read as a street, extends through the site with a major access drive with pedestrian access on both sides. Perpendicular to S. Barclay St., another major access drive allows for access into the site from S. 1<sup>st</sup> St., connecting S. Barclay St. with S. 1<sup>st</sup> St. These major access drives have been designed to be more like urban streets rather than driveways. They are wider than typical drives with sidewalks and street trees flanking each side. They will be constructed during Phase I. The KK River Trail is a bike path that runs adjacent to the site along the railroad tracks to the East. A path will be created in between the parking deck and grocery store to allow for a connection to this trail. It will be constructed during Phase I. Space for an approximately 40 foot wide water feature will be created along E. Greenfield Ave. The intent of this feature is to extend to the UWM Great Lakes Water Institute creating a gateway to the school to the East of the site. It will be constructed after Phase I. A bike share component may be located in a highly visible location along Greenfield Avenue. It is anticipated that it will be installed during Phase I.

The grocery store, constructed during Phase I, has been located in the Northeast corner of the site along the rail road tracks. Placing the grocery store deeper into the site allows for visual access from 1<sup>st</sup> Street to the parking, making for a more secure environment.

The two one story retail buildings, constructed during phase II, have been placed along 1<sup>st</sup> Street to help to define that street edge, but still allow for some visual connection to the grocery store from 1<sup>st</sup> Street. They have been designed to accommodate drive-throughs. Parking along 1<sup>st</sup> Street will be screened with raised planters. Trash for these retail building will be screened with enclosures made from masonry or concrete.

The office building and adjacent parking deck, constructed during Phase III, has been placed in the Southeast corner of the site. This placement allows us to move the parking deck away from a street edge. The 3 to 6 story office building helps to complete the street edge along Greenfield Avenue.

### III. Signage:

One monument sign identifying the entire projects will be located along S. 1st St., North of the one story retail building on Lot 2 and one monument sign identifying the entire project will be located at the corner of S. 1<sup>st</sup> St. along E. Greenfield Ave. Both signs will be a maximum of 8 feet tall. They will have maximum display area of 100 sf. The base of these signs will be constructed of masonry or concrete. The lettering or symbols for these signs will be individually cut and may be internally illuminated or back lit. All signs will comply with the Milwaukee Code of Ordinances (table 295-605-5 LB2 type A) which will also include building mounted signs. Up to 4 temporary signs may be placed during construction along S. 1<sup>st</sup> St. at the South, West and North sides of the site during construction. The maximum size would be 4'x8'. The signs would be screen printed on plywood or vinyl and mounted to the site fencing. The signs would include renderings of the various projects and include text identifying project partners and financial contributors. Periodic signs for leasing and sale would also be used on a temporary basis. The project may include one rental sign located along the construction fence along S. 1<sup>st</sup> St. which would not exceed 48sf and be made of screen printed vinyl or a similar material. When the mixed use building is complete a banner sign for leasing may be placed on the Northwest corner of the building which will be removed within 12 months of substantial completion of the mixed use building. This sign would be made of the same materials as the sale and leasing sign and not exceed 100sf.

### IV. Sustainability:

Sustainable concepts for the site include:

- The water quality treatment of the storm water system on site significantly exceeds the City and State requirements for the site.
- Almost 100% of the parking lot and paved areas on the site are being diverted to bioinfiltration planting islands to improve water quality and reduce water quantity runoff from the site.
- The landscape planting design for the site includes species that are native to the area, requiring minimal irrigation.
- The onsite storm sewer system has been designed to allow in the future that it could be disconnected from the City combined sewer system and flow directly to the Canal adjacent to the Freshwater Sciences Building.
- Although not specifically designed at this time, it is the goal of the project to allow for the future water feature along Greenfield Avenue to be partly fed water from onsite roof. This will have a dual purpose of not only minimizing water entering the combined sewer system but reducing water use from the domestic system.

- The site plan includes significant pedestrian connections throughout along with a connection to the existing bike trail on the east side of the site. All of these elements are meant to encourage users of the development to walk and bike to the site rather than driving

V. Uses:

Phase I Grocery Store	Phase I Mixed Use Building
Grocery Store	Multi-family Dwelling (upper floors only)
Parking Lot Accessory Parking	Secondary Educational
Outdoor Seasonal Sales	General Retail Establishments
Recreation Trail	Artist Studio
	Medical Office, Medical Research Laboratory
	Personal Service, Business Service, Catering Service
	Tavern, Restaurant Sit-Down, Fast Food/Carry-Out
	Health Club
	Research and Development
	Parking Lot Accessory Parking
	Parking Structure Accessory Parking

Phase II Outlot Buildings	Phase III Office Building & Parking Structure
Tavern, Restaurant Sit-Down, Fast Food/Carry-Out	General Office, Government Office, Bank or other Financial Institutions
General Retail Establishments	Parking Structure Accessory Parking
Parking Lot Accessory Parking	Research and Development
Drive-Through Facility	
Bank or other Financial Institutions	
Personal Service, Business Service, Catering Service	

VI. Design Standards: (except for Phase 1 grocery store and corner mixed use building)

Goal: Design the site and buildings to create a cohesive and inviting sense of place and fit within the larger context of the site and existing neighborhood.

Site Design and Building Placement Standards:

1. Buildings should be located within 5' of the street property line and located up to the corner formed by the public street and development access lanes.

2. Minimum amount of street edge build-out of each outlot and development site is 50%.

Portions of the street façade setback beyond 10' would not be counted for the build-out dimension. A building not meeting this standard shall have minimum 3' masonry wall at the parking area of the remaining street frontage (exclusive of walk and driveway area), constructed of finished quality masonry coordinated with the building design. In no case may the building be less than 30% of the street frontage.

#### Building Design Standards:

1. Minimum building height is 22 feet, measured to the top of parapet. This does not include taller limited special features.

2. Buildings shall face the public streets and access drives, having main entrances and windows along the front building facade. Blank walls and lack of, or locked doors, are not permitted.

3. Building facades adjacent to public streets shall be modulated with a combination of two or more of the following: articulated bays, windows, openings, depth in façade, awnings, varying color, texture, coordinated landscaping and/or other architectural detailing.

#### 4. Façade Materials:

High quality building materials, such as masonry, metal, glass and stone should be utilized. Exterior finish systems such as EIFS shall not exceed 30% of the exterior wall area and shall not be used on the base of building (from the ground to the first 6 ft). Vinyl siding is prohibited.

#### 5. Special Features at S. 1st Street and Access Drive:

Buildings located at the intersection to the development area shall have the most significant corner treatments. Articulate the corner or visual termination on a building at the identified special corner or street end visual termination through use of elements such as larger windows, extruded elements, or additional pre-cast stone lines

#### 6. Glazing along South 1st Street, Greenfield Avenue and vacated Barclay Street frontages:

Minimum glazed area, public street frontage 60%

Minimum glazed area, access drive frontage 15%

Minimum glazing zone height 6'  
Maximum height of glazing zone sill 2'-6"  
Glazing quality visible transmittance  $\geq .65$   
Glazing alternatives Available, see 295-605.2.i.3

7. Every new building shall have a primary entrance door on the front façade. A primary entrance door shall not be required on the front façade if there is a primary entrance door on a side façade and that door is within 20 feet of the front façade.

8. Where a lot is adjacent to a public sidewalk, each principal building on the lot shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance to the building. The presence of an access drive does not fulfill this requirement. All required pedestrian walkways shall be paved with non-asphalt materials. All required pedestrian access ways shall be at least 5 feet in width.

9. Provide direct, continuous, safe and accessible pedestrian walkways between public sidewalks, bike trails and public transportation stops and building entrances.

#### VII. Phases:

Phase I will include all of Lot 1 and a portion of Lot 3. Lot 1 includes a one story grocery store located in the Northeast corner of the site and the adjacent parking. It also includes the main entry drive off of 1<sup>st</sup> Street. The grocery store will be constructed of masonry, glass and steel. It will have a gross square footage of approximately 46,200 square feet. The grocery store will be designed with an urban character and has ample fenestration on the front Western edge. Loading for the grocery store will be accomplished with a 2 bay loading dock located on the North side of the building set back from the front façade approximately 85 feet. Cart corrals will be located within the accessory parking which is identified on the Site Plan (C100). Bike parking for employees will be provided inside the building. Public bike parking will be provided on the Southwest corner of the building.

The portion of Lot 3 included in Phase I will include the 4 story mixed use building and the adjacent parking. The portion not included is the one story retail building located on the Northwest corner of Lot 3 along S. 1<sup>st</sup> St. and the adjacent parking as indicated on the Architectural Site Plan (A002). The 4 story mixed use building has been designed to define the street edge of S. 1<sup>st</sup> St. and E. Greenfield Ave. It will have a gross square footage of approximately 104,415 square feet. It's set back from S. 1<sup>st</sup> St. approximately 10 feet to allow for a series of stairs to accommodate an approximate 1.48 foot grade change from water street to the finish floor. It's set back from E. Greenfield Ave. approximately 40.7 feet to accommodate the water feature. It is an approximate 52 foot tall structure. The intersection the building is carved out to create a node that terminates the water feature into a place rather than simply ending into 1<sup>st</sup> Street. A passage is cut through the building to connect the water feature to the

parking to the North. Access to the residential lobby will be place at this passage. Access to the parking below is from the East. For the residents bike parking will be provided in the basement at the end of each parking stall. Public bike parking will be provided at the Southwest corner. The building is designed with high quality materials of masonry, precast, metal panel, steel and glass. The composition relates to the industrial neighborhood without trying to copy its historic nature.

The remainder of the site during Phase I will be seeded with low-mow fescue. During Phase I the parking ratio of Lot 1 will be 3.21/1000. The parking ratio for Lot 3 will be 5.69/1000 for the retail and 1.00 cars per residential unit.

Phase II will include the remainder of Lot 3 and all of Lot 2. Lot 2 will include a 1 story retail building with a minimum height of 18 feet and the adjacent parking. It will have a 0 foot setback along S.1<sup>st</sup> St. to hold the street edge. It will be approximately 3,600 square feet. The building will be constructed of high quality materials. Allowable materials will include masonry, concrete, metal panel, glass and steel. Garbage will be screened with a structure constructed of masonry or concrete. One of the 2 Project Identification monument signs will be located along S. 1<sup>st</sup> St. North of the one story retail building on Lot 2. It will comply with section 295-605-5-e. The second Project Identification monument signs will be constructed at the Southwest corner of the site along Greenfield Avenue. It will comply with section 295-605-5-e.

The remainder of Lot 3 will include a 1 story retail building with a minimum height of 18 feet and the adjacent parking. It will have a 0 foot setback along S. 1<sup>st</sup> St. to hold the street edge. It will be approximately 3,700 square feet. Garbage will be screened with a structure constructed of masonry or concrete. The building will be constructed of high quality materials. Allowable materials will include masonry, concrete, metal panel, glass and steel.

The parking ratio for Lot 2 will be 8.05/1000. The parking ratio for the one story retail on Lot 3 will be 6.48/1000.

Phase III will include all of Lot 4 and the water feature. Lot 4 will include a 3 to 6 story office building with an adjacent 226 to 377 car 2 to 3 story parking structure. The office building will be approximately 45,750 -91,500 square feet with a height of 40 feet to 80 feet. The parking structure will be approximately 20 to 30 feet tall to top of structure. The office building is set back from Greenfield Avenue approximately 41.7 feet to accommodate the water feature. It's set back from the Eastern edge of Lot 4 approximately 4 feet. The parking structure is set back from the Eastern edge of Lot 4 by approximately 4 feet. The water feature will be designed in conjunction with UWM.

<b>Parking Data Phase I</b>					
Use	Gross SF	Max. Pkg. Ratio	Max. Pkg.	Actual Pkg.	Actual Pkg. Ratio
Grocer	46,280	3.50	162	169	3.65
Retail A	9,500	3.50	33	32	3.37
Retail B	6,500	3.50	23	20	3.08
<b>Total</b>	<b>62,280</b>		<b>218</b>	<b>221</b>	
<b>Parking Data Phase II (Including Phase I &amp; II)</b>					
Use	Gross SF	Max. Pkg. Ratio	Max. Pkg.	Actual Pkg.	Actual Pkg. Ratio
Grocer	46,280	3.50	162	182	3.93
Retail A	9,500	3.50	33	35	3.68
Retail B	6,500	3.50	23	23	3.54
Retail C (Bank)	3,700	None	20	20	5.41
Retail D	1,800	3.50	6	7	3.89
Retail E	1,800	3.50	6	7	3.89
<b>Total</b>	<b>69,580</b>		<b>251</b>	<b>274</b>	
<b>Parking Data Phase III (Total for all Phases)</b>					
Use	Gross SF	Max. Pkg. Ratio	Max. Pkg.	Actual Pkg.	Actual Pkg. Ratio
Grocer	46,280	3.50	162	182	3.93
Retail A	9,500	3.50	33	35	3.68
Retail B	6,500	3.50	23	23	3.54
Retail C (Bank)	3,700	None	20	20	5.41
Retail D	1,800	3.50	6	7	3.89
Retail E	1,800	3.50	6	7	3.89
Office	45,750	None	266	266	5.81
<b>Total</b>	<b>115,330</b>		<b>517</b>	<b>540</b>	

Note: see Phase I, II & III Parking Diagrams for boundaries of parking fields.



VIII. Site Statistics

**Phase I Lot 1 (Grocery Store & Parking)**

Gross Land Area	146,842 SF	100%
Area of Government Lot 5	19,975 SF	
Land Covered by Principal Building	42,310 SF	Up To 30%
Land for Drives and Walks	89,242 SF	Up To 62%
Open Space	15,290 SF	Approximately 10%
Density	Retail: 46,280 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Surface Parking Spaces	169	3.65/1000

**Phase I Lot 3 (Mixed Use Building & Parking)**

Gross Land Area	90,363 SF	100%
Land Covered by Principal Building	17,492 SF	Up To 20%
Land for Drives and Walks	57,033 SF	Up To 65%
Open Space	15,838 SF	Approximately 17%
Density	Residential: 8.52 d.u. /Acres Retail: 16,000 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	72	
Bedrooms per Unit	(3) Micro (14) Studios (46) 1BR (9) 2BR	1.2BR/Unit
Min. Covered Parking Spaces	72	1.00 Cars/Unit
Min. Surface Parking Spaces Retail A	32	3.37/1000
Min. Surface Parking Spaces Retail B	20	3.08/1000

**Phase II Lot 2 (North Outlot)**

Gross Land Area	22,327 SF	100%
Land Covered by Principal Building	3,700 SF	Up To 18%
Land for Drives and Walks	16,076 SF	Up To 73%
Open Space	2,551 SF	Approximately 11%
Density	Retail: 3,600 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Surface Parking Spaces	14	3.89/1000

**Phase II Lot 3 (South Outlot)**

Gross Land Area	19,839 SF	100%
Land Covered by Principal Building	3,700 SF	Up To 19%
Land for Drives and Walks	13,388 SF	Up To 68%
Open Space	2,851 SF	Approximately 15%
Density	Retail: 3,600 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Surface Parking Spaces	20	5.41/1000

**Phase III Lot 4 (Office Building & Parking Structure)**

Gross Land Area	88,758 SF	100%
Land Covered by Principal Building	55,426 SF	Up To 63%
Land for Drives and Walks	17,021 SF	Up To 20%
Open Space	16,311 SF	Approximately 19%
Density	Office: 45,750 SF	
Proposed Number of Buildings	2	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Parking Structure Spaces	266	5.81/1000

**Total**

Gross Land Area	368,130 SF	100%
Land Covered by Principal Building	88,106 SF	Up To 25%
Land for Drives and Walks	227,192 SF	Up To 63%
Open Space	52,831 SF	Approximately 14%
Density	Residential: 8.52 d.u. /Acres Retail & Office: 111,360 SF	
Proposed Number of Buildings	5	
Max. # of Units per Building	72	
Bedrooms per Unit	(3) Micro (14) Studios (46) 1BR (9) 2BR	1.11BR/Unit
Min. Covered Parking Spaces (Units)	72	1.00 Cars/Unit
Min. Surface Parking Spaces	274	4.18/1000
Min. Structure Spaces (Office)	266	5.81/1000