

**DETAILED PLAN DEVELOPMENT**  
**File No. 080321**  
**PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT**  
**June 25, 2009**

**I. COMPONENTS OF DETAIL PLAN AND SUPPORTING MATERIALS**

This Owner's Statement of Intent, with the accompanying plan sheets and related materials identified below, constitutes and supports the general development plan:

Exhibit A Statistical Sheet

Exhibit B Site Photographs

Exhibit C Plan Sheets

**Title Sheet**

	Plat of Survey
C1.0	Site Plan
C2.0	Grading Plan
C3.0	Utility Plan
C4.0	Site Details
C5.0	Erosion Control Plan
L1.0	Landscape/ Roof Garden Plan
A1.0	Parking Sub-Level 1&1.5 Floor Plan
A1.1	Riverwalk & Lobby Level Floor Plan
A1.6	Residential Level One/Green Roof Plan
A2.0	South Elevation
A3.0	North Elevation
A4.0	East Elevation
A5.0	West Elevation
A6.0	Center Tower East Elevation East Tower West Elevation
A7.0	Center Tower East Elevation West Tower East Elevation
A8.0	Perspective View from River
A9.0	Perspective View from Pittsburg Avenue
A10.0	Context Views
A11.0	Building & Site Sections
G1.0	Commercial Signage
G2.0	Awning Signage
G3.0	Development Signage
G4.0	Legibility Signage

## **II. OVERALL DEVELOPMENT CONCEPT**

### **Existing Conditions**

The parcel is 32,398 square feet (0.74 Acres). There are no existing building structures.

### **Proposed Building**

The proposed mixed-use project is approximately 520,000 square feet. It is comprised of three (3) fifteen (15) story towers; two consist of fifteen (15) residential floors; one consists of ten (10) hotel floors and five (5) residential floors. The Three-story base links to the Pittsburgh/ Young Street Bridge. As grade drops toward the east and south a four-story base is exposed and includes two (2) parking levels above the riverwalk; one (1) level of commercial at the riverwalk; and two (2) levels of parking below the riverwalk where the boat slip level is located. There are three (3) sub-grade parking levels and two and one-half (2 1/2) above-grade parking levels located over the retail and hotel lobby spaces. In summary, there are eighteen (18) stories from the Pittsburgh and Water Street sides and nineteen (19) stories from the Rivianna Court and Milwaukee River sides. Per established zoning elevation, the proposed building reaches 185'-3", 7'-3" over the previously approved Zoning Height.

The upper level river walk will be similar in nature to River Renaissance located at 100 East Erie Street where the river walk is elevated above the slips and access to the bridge street level is ADA compliant. The westerly third is fully inset below the building and the easterly third is partially inset below the building. An at-grade level riverwalk crosses Rivianna Court that connects to the boat slip level and will link with future riverwalk development to the southeast. A dedicated riverwalk elevator and a winding stair similar to River Renaissance serve vertical circulation between these two levels.

All slips are intended to be transient except for those allocated for rental to the penthouses. No boat slips will be sold. An on-going effort is being made to seek out a relationship with a dry stack operation to provide more slips for transient users. It is our intent to encourage public use and develop a constituency for the river through these services and educational programs offered by Rivianna, Hotel Rivianna or selected vendors. Twenty-three (23) slips are proposed and are pending WDNR approval. Nineteen (19-83%) are market lease and four (4-17%) are public; of which one (1) is reserved for a water taxi with an unloading dock conveniently located at the end of Rivianna Court for easy public access.

The Residences @ Rivianna will include a maximum of 186 residential units configured as rental units to be converted to for-sale units in the future as market demands. The penthouse units include an option for work-live. In addition, we wish to provide services nurturing this group's growth such as a professional artists' co-op that will nurture the professional development of aspiring artists and others in the neighborhood and beyond such as students who wish to develop their artistic skills.

There are two (2) green roofs located at the base between the three (3) towers. They will provide 10,000 square feet of landscaped park area visible to almost every unit in The Residences @ Rivianna.

The Middle Tower will include the Hotel Rivianna and will typically have thirteen (13) keys per floor, except the first floor will have eleven (11) keys for access to the green roof. The hotel will occupy ten (10) floors totally approximately 75,600 gross square feet. The Hotel Rivianna may be expanded and include possibly more floors pending final determination by the developer and hotel operator. In this event, the maximum number of keys would be 236 for a total area of 110,500 gross square feet. Therefore, the Residences of Rivianna would decrease from a maximum of 186 residential units to 152.

All three (3) towers will share a parking garage with 411 parking spaces. Thirteen (13) additional

street parking spaces are allocated along S. Water Street and proposed Rivianna Court. In addition, six (6) spaces are reserved for valet parking, totaling 430 spaces (411+13+6.) Of the total, 34 spaces are stackable space-saving stalls located where the sectional height reaches 12' at the top level of parking. See the parking schedule on the following page and in Exhibit A at the end of this document.

The project will include dwelling units ranging from open studio concepts at approximately 500 square feet, to three (3) bedroom/2.5 bath units at 1,850 square feet. The penthouses range in size from 1,950 square feet to 2,900 square feet.

The exact unit-mix and unit sizes may change as further market studies and designs are completed. All units will have a balcony, private terrace, or garden. Building amenities beyond the proposed may include the following: The Rivianna Yacht Club, health club and/or spa, The Shops @ Rivianna and The Hotel Rivianna will include concierge services, exercise area, community room, secure tenant storage, and a common landscaped roof deck.

### **Proposed Services**

Although still in the planning stages Rivianna is comprised of five (5) main elements: The Residences @ Rivianna, The Hotel Rivianna, The Shops @ Rivianna, The Offices @ Rivianna, and The Rivianna Yacht Club.

The Residences @ Rivianna embraces mixing of socio-economic groups into a single community that has a river and art focus consisting of residential units starting at less than \$180,000.<sup>00</sup> and rental units that are designed to appeal to a broader range (not just empty nesters and young professionals) to include younger audience, artists, managers, or service class people who are finding it increasingly difficult to live in the city *and* on the river.

The Hotel Rivianna is targeting business travelers wanting alternatives to traditional hotels who may extend their visit with a few vacation days on the Milwaukee River. Other target audiences may include Lake Michigan recreational boaters needing accommodations; people wanting to stay on the Milwaukee River and possibly take fuller advantage of Rivianna's additional facilities.

The Shops at Rivianna will be located on the river walk. These may include: work-live studios, galleries, restaurants, or other uses consistent with typical work-live businesses. There is a developing plan for a proposed gallery space that would serve as the gateway into the interior retail spaces. This area will showcase the work of the artist cooperative members and those they are mentoring.

The Rivianna Yacht Club located at the end of the contiguous Rivianna Court will include a dock for a public water taxi and other areas where future vendors could rents boats or small watercrafts. Public art perhaps will be displayed near this area as well as on the public riverwalk.

### **Exterior**

The three (3) structures have similar skin but differing floor plates. The collective configuration boasts 134 residential corner units out of the 186 maximum proposed. Although the towers are perpendicular to the Milwaukee River due to site configuration, the three (3) towers are aligned in a northeast to southwest direction and askew to the traditional north-south street grid. This allows for six (6) faces of the building to have views of downtown or the lake. The towers are spaced approximately 52' apart, each consisting of thirteen (13) floors topped by two (2) penthouse levels. On the 3<sup>rd</sup> floor there are two (2) separate green roof decks on the shared space between the towers. One is intended to be a 'passive' or contemplative area and the other green roof is intended to be 'active' with a solarium space proposed as an add-alternate. Passive uses may include a contemplative garden area, sitting areas, potential ice rink in winter, weddings, etc. Active uses may include a children's play area, rock climbing wall, exercise area, running track, etc.

Materials will be precast concrete, green tinted glass and clear anodized aluminum. Balcony railings will be galvanized steel structure with stainless steel cables. No swimming pool is planned but may be included if determined by the hotel operator to be a necessity.

Mechanical equipment including garage exhaust will be roof-top mounted and screened from view and/or located in enclosed building space with associated sidewalk areaways.

The rooftop equipment screens will incorporate an illuminated logo as indicated on the drawings. This signage may change in the center tower for a hotel identifier and may require a minor modification. The detail of revised signage will be similar to that of the proposed "R".

**Proposed Uses:**

Sheet C1.0 shows the proposed building within the site, as well as circulation facilities and open space. Following are the potential uses, square footages, as applicable:

**A. Parking Facilities – 128 key hotel option**

<u>AREA</u>	<u>QUANTITY</u>	<u>PARKING SPACES</u>	<u>RATIO</u>
Hotel	128 keys	64*	0.5/U
Residential	186 max.	276 max. 34 stackable	1.43/U
Retail	11, 000 SF	33*	
Office	1, 950 SF	4	
Total Structure		411 spaces	
Public (site)	Surplus	13	
Valet		6	
Total Site		19 spaces	
		<b>430 Total Spaces</b>	

\*Parking identified as 'Retail' and 'Hotel' will be available for public including hotel use.

**B. Parking Facilities – 236 key hotel option**

<u>AREA</u>	<u>QUANTITY</u>	<u>PARKING SPACES</u>	<u>RATIO</u>
Hotel	236 keys	118*	0.5/U
Residential	152 max.	252 max. 34 stackable	1.46/U
Retail	11, 000 SF	33*	
Office	1, 950 SF	4	
Total Structure		411 spaces	
Public (site)	Surplus	13	
Valet		6	
Total Site		19 spaces	
		<b>430 Total Spaces</b>	

\*Parking identified as 'Retail' and 'Hotel' will be available for public including hotel use.

**B. Circulation Facilities** – Uses include driveways, valet services and pedestrian facilities such as handicap accessible river walk, public resting areas and shared community spaces.

**C. Open Space** – Uses include landscaped areas, such as shared courtyards, custom designed river walk tree planters and perennial/grass planters surrounded by patios for relaxing, eating and visiting

**Possible Uses per Commercial Use Table** - (It is noted that the subject property is currently zoned a Planned Development)

---

**Residential**

Multi-family  
Work-Live Unit

**Group Residential**

NA

**Educational**

Day care Center  
School, Specialty or Personal Instruction  
(Art Co-op)

**Community-Serving**

Cultural Institution  
Community Center

**Commercial & Office**

General Office  
Government Office  
Bank or other Financial Institution  
*Retail Establishment, General*  
Artist Studio

**General Service**

Personal Service  
Business Service

**Animal Services**

NA

**Motor Vehicle**

NA

**Heavy Motor Vehicle**

NA

**General Motor Vehicle**

NA

**Parking**

Parking Structure, Accessory Uses

**Accommodation & Food Service**

Hotel, Commercial  
Tavern  
Assembly Hall  
Restaurant, Sit-down

**Entertainment & Recreational**

Recreation Facility, Indoor  
Health club

**Storage, Recycling & Wholesale Trades**

NA

**Transportation**

NA

**Industrial**

NA

**Agricultural**

NA

**Utility & Public Service**

NA

**Temporary**

Seasonal Market  
Temporary Real Estate Sales office  
Concrete Batch Plant, Temporary  
Live Entertainment Special Event

**Other Uses**

Water Taxi\*\*

\*\* Not found in headings or definitions

## Additional Project Objectives

### Community Benefit Goals:

The following are proposed community benefit goals for the project:

- A. **Public Parking** – In addition to providing ample parking for the residents of the project 20 spaces will be allocated for public and overflow parking to assist in alleviating parking congestion in the 5<sup>th</sup> Ward. In addition, 39 stalls reserved for hotel use will also be open to the public on a first come first serve basis totaling 59 stalls for hotel and public use collectively.
- B. **Home Ownership** – Increased home ownership will directly impact overall quality of life issues in the area and reduce crime as the area becomes more densely populated. Property owners typically invest in their neighborhoods to create a sense of community.
- C. **Affordable Housing** – In an effort to draw and respond to the needs of young people, service and managerial class, a number of units within Rivianna will be affordable.
- D. **Union Labor** - All on-site companies providing construction services will be signatory to the local labor union bargaining agreements entitling all workers to a family living wage which translates to economically stronger neighborhoods.
- E. **Minority/ Women** – Goal of twenty five percent (25%) of the on-site workforce will be minority or women workers. The Rivianna Group, LLC is committed to providing opportunities for those traditionally left out of good paying construction jobs.
- F. **Workforce Training** – All construction companies working on the site will be encouraged to collaborate with agencies such as Big Step, to provide workforce training by dovetailing into the local area's union apprenticeship job training programs.
- G. **Sustainable Design** – The Rivianna Group, LLC is committed to sustainable design and green construction practices. The design of the building is 50% more energy efficient than a baseline building and that in turn reduces our dependency upon fossil fuel and foreign oils.
- H. **LEED** – Our sustainable design approach will translate into a LEED rating. Our design approach will be measured against quantifiable methods.
- I. **Public River Access** – Encourage public use of the Milwaukee River and develop a constituency for the river through the services and potential educational programs offered by The Residences @ Rivianna, Hotel Rivianna or selected service vendors, such as scuba diving and others that may be providing services to the transient travelers.

**III. COMPLIANCE WITH STANDARDS**

**A. Gross Land Area**

The area subject to the DPD is approximately 32,398 square feet (0.744 acres).

**B. Density**

186 total dwelling units are proposed with 128 hotel keys.

**C. Space between Structures**

Not applicable.

**D. Setbacks**

None.

**E. Screening**

See Landscape Plan.

**F. Open Spaces**

See Landscape Plan.

**G. Circulation Facilities**

A valet service will be provided off S. Water St. Vehicular access and egress, as well as loading facilities, will be from Rivianna Court and an internal dock off S. Water St.

**H. Landscaping**

See Landscape Plan.

**I. Lighting**

New building lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. All exterior lighting shall be shielded so as not to cause glare on adjoining streets and residences. Subdued decorative lighting will be used to highlight the architecture and safety lighting will provide security and ease of legibility during the evening hours.

**J. Utilities**

All new utility lines will be installed underground. New transformers and substations will be installed within buildings or otherwise screened from view.

**K. Signs**

Signage will be developed in accordance with the specific requirements of Section 295-407, Subchapter Four, General Provisions. Type 'B' signage is prohibited. **Only** Type 'A' signage is permitted and as described below:

***Temporary Development Signage***

Signage shall be limited to 32 sf and be located within site boundaries at the northeast corner of the project site. See sheet G3.0.

***Legibility Signage***

This signage shall be pin supported or cutout letters illuminated from behind. Font is Trajen Pro. Examples of legibility signage and font can be found on sheet G4.0.

***Commercial Signage***

There are two types of commercial signage proposed. See sheet G1.0 1.Entry signage is

to be vinyl cutout letters and adhered to door or sidelight glazing. 2.Awning signage is reserved for Riverwalk businesses and where feasible to support legible signage from glass awnings (as shown in the renderings and elevations, sheet G2.0) The size is limited to 24”w x 18”h or 36”w x 24”h depending on location and height of awning. It is intended to have one sign size of this type to keep the underside of awnings clear and distinct. Acrylic etched panels are proposed with edge lighting to minimize nuisance light. Metal frame shall match building metal details in color, light to dark gray.

### ***Hotel Signage***

Signage for the hotel component is reserved at the corner of Water and Pittsburgh streets, the northwest corner of the building, see sheet A.50 for target location on building. It is intended that the sign replace the large expanse piece of glazing as a metal panel with cut-out letters or a sign box concealed behind the plane of glass and illuminated through the glass. The limited area is 12’w x 8’h and shall not be an exterior sign box.

### ***Insignia***

The Rivianna “R” logo is to be cutout letters and illuminated from behind and through perforated metal. The reserved area is 10’x 10’. One option is to reserve the ”R” location for a hotel logo, which would follow the same guidelines. See renderings for image of the Rivianna “R”.

### **L. Survey**

The Boundary/Site Survey shows topography at one (1) foot intervals.

## **IV MINOR MODIFICATIONS**

The Rivianna Group LLC, in generating the plans for the DPD, has attempted to anticipate all factors required to complete the project successfully, and has invested a substantial amount of time and capital in doing so. However, neither The Rivianna Group LLC, nor the City of Milwaukee can predict how the plans set forth herein may unfold in their implementation. In recognition of this fact, and acknowledging the need to maintain flexibility of plans to be modified for particular circumstances, The Rivianna Group LLC may apply for a minor modification as set forth in Section 295-907-2.i-1 through 7

## **V. STATISTICAL SHEET INFORMATION**

The Milwaukee Code of Ordinances provides that this Owner's GPD Project Description contain a statistical sheet setting forth specific information on the project. The pertinent information required under this section is set forth on the Statistical Sheet attached hereto as Exhibit A.

## **VI. STATISTICAL SHEET INFORMATION**

Attached Exhibit B contains maps and site context photos.



**EXHIBIT A**  
**DETAILED PLAN DEVELOPMENT STATISTICAL SHEET**  
 The Rivianna Group, LLC  
 Rivianna

<b>Code</b>	<b>Description</b>	<b>Quantity</b>	<b>Square Feet</b>	<b>Acre</b>	<b>Total Project Percentage</b>
2.b-1-a	Gross Land Area		32,398	0.74	
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings		32,371	0.74	99%
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Open Space (roof gardens)		10,328	0.24	32%
2.b-1-e	Total Area Devoted to Non-Residential Units		9,700	0.24	32%
2.b-1-f	Proposed Number of Buildings	<b>One</b>			
2.b-1-g	Max Number of Dwelling Units per Building with 128 hotel keys	East Tower: 83 Center Tower: 34 <u>West Tower: 69</u> 186			
2.b-1-g(b)	Max Number of Dwelling Units per Building with 236 hotel keys	East Tower: 74 Center Tower: 0 <u>West Tower: 66</u> 152			
2.b-1-h	Bedrooms per Unit $351/186 = 1.88$	1.88 avg.			
2.b-1-i(a)	Parking Spaces Provided with 128 key hotel				
	Surface	13			
	Structured (34 are stackable spaces in vertical lifts)	411			
	Valet	6			
	<b>Total</b>	<b>430</b>			
	<i>Parking Calculation Notes</i>				
	Residential = 1.43/unit for 186 units	276			
	stack spaces	34			
	Hotel = 0.5/Key (128 keys)	64*			
	Office 4/first 2000 s.f.(4)	4			
	<u>11,000 s.f. Commercial = 3/1000 s.f.</u>	<u>33</u>			
	Total spaces per ratios	377			
	Site (surface spaces)	13			
	Valet (surface spaces)	6			
	<b>Total</b>	<b>430</b>			

\*Parking identified as 'Retail' and 'Hotel' will be available for public, including hotel use.

**DETAILED PLAN DEVELOPMENT STATISTICAL SHEET**  
 The Rivianna Group, LLC  
 Rivianna

2.b- 1-i (b)	Parking Spaces Provided with 236 key hotel	
	Surface	13
	Structured (34 are stackable spaces in vertical lifts)	411
	Valet	6
	<b>Total</b>	<b>430</b>
<i>Parking Calculation Notes</i>		
	Residential = 1.46/unit for 152 units stack spaces	222 34
	Hotel = 0.5/Key (236 keys)	118*
	Office 4/first 2000 s.f.(4)	4
	<u>11,000 s.f. Commercial = 3/1000 s.f.</u>	33*
	Total spaces per ratios	377
	Site (surface spaces)	13
	Valet (surface spaces)	6
	<b>Total</b>	<b>430</b>

\*Parking identified as 'Retail' and 'Hotel' will be available for public, including hotel use.