

7025 WEST MAIN STREET

DETAILED PLAN PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT (THE "STATEMENT")

Gatlin Development Co., Inc. ("Gatlin") has contracted to purchase the real property located at (i) 7025 West Main Street, (ii) 619 South 70th Street, (iii) 625 South 70th Street, and (iv) 655 South 70th Street, in the 10th Aldermanic District of the City of Milwaukee, Wisconsin (collectively, the "Property"). The Property is legally described on the attached Exhibit A. In the near term, Gatlin seeks to develop and rezone to detailed planned development ("DPD") that portion of the Property legally described on the attached Exhibit B (the "Site"). Gatlin has no plan to develop the remainder of the Property, which shall be retained as greenspace and access points. The entire Property shall be maintained consistent with the West Side Area Plan (the "Plan") and in pursuit of the following planning goals and objectives:

- Strengthen and support commercial districts to promote economic stability and growth.
- Encourage sustainable development practices.
- Encourage interaction of green space within the development area.
- Accommodate pedestrians and bicyclists as well as automobiles, including connecting the Site with the Hank Aaron State Trail.

Gatlin intends to (a) build an approximately 40,000 square foot (actually 39,994 square foot) grocery store with pharmacy (the "Market"), and (b) design, build and landscape parking areas. This Statement addresses the overall project that Gatlin intends to undertake and supplements the DPD application submitted by Gatlin for the Site. All future development not contemplated by this Statement will require an amendment to the DPD.

1. Uses. Permitted uses at the Site will remain consistent with the permitted uses under the Commercial Service District (CS) zoning in effect on the date of this Statement. Specifically, the following permitted uses are contemplated to be implemented:

- banks or other financial institutions;
- general retail establishments, including but not limited to grocery stores, liquor stores (subject to issuance of necessary alcohol beverage licenses), drug stores, butcher shop, delicatessens, portrait studios, video rental or sales businesses, and other ancillary and/or accessory uses such as various financial services, etc.;
- garden supply or landscaping centers;

- personal services;
- business services;
- dry cleaning establishments;
- sit down/fast food/carryout restaurants;
- indoor recreation facilities; and
- related ancillary and accessory uses, including but not limited to drive-through facilities.

Unless authorized by subsequent amendment or minor modification, hours of operation shall be restricted to between 6 a.m. to 11 p.m., except that the Market may remain open 24 hours only on the day after Thanksgiving (Black Friday). The Market will be open seven (7) days a week.

2. Design Standards. The proposed design elements and standards for the Site are reflected in the plans and elevations submitted with this Statement. Unarticulated walls in newly constructed buildings shall not be permitted. Building materials such as decorative masonry and block, brick, stone, glass, architecturally finished metal cladding and architectural pre-cast panels shall be encouraged. Mechanical units and loading areas shall be screened from public view.

In addition, the Market will incorporate sustainable features such as: occupancy sensors in non-sales areas, energy saving light emitting diodes (LEDs) in signs and refrigerated food cases, a centralized energy management system, a "white" membrane roof and recycling of metals, woods, concretes, asphalt and other materials generated during demolition and construction.

3. Density. The approximately 40,000 square foot Market is intended primarily to serve the neighborhood and is consistent with the Plan's goal of promoting neighborhood-supported businesses.

4. Space Between Structures. Spaces between structures are depicted on the Site Plan included with this Statement. In no event shall spaces between structures be less than that required by applicable provisions of the City's current building code.

5. Setbacks. Setbacks are depicted on the Site Plan, and setback areas will be landscaped consistent with the Landscape Plan included with this Statement.

6. Screening. As depicted on the Site Plan and Landscape Plan included with this Statement, additional fencing and landscaping shall be added to the Site to buffer the Site's commercial uses from its neighbors. Pallets are not permitted to be stacked higher than the bale & pallet screening wall.

7. Open Spaces. Open space areas other than drive aisles and parking areas will be landscaped consistent with the Landscape Plan included with this Statement. As depicted on the Site Plan, the Property's smaller parcels located along South 70th Street will be used for access to the Site and remain landscaped open space. Over 25% of the Property will consist of greenspace.

8. Circulation, Parking and Loading. Customer vehicular and pedestrian access will be provided to and from the Site primarily off of West Main Street. In response to neighborhood concern, truck traffic will be limited to access the Site from South 70th Street. In addition, the Site will be improved with direct access to and from the Hank Aaron State Trail on the Site's southwestern boundary. Bike racks will be located near the entrance of the Market building. A gazebo may be included at the Site at a location determined in consultation with City Staff. A cart containment system will be added appurtenant to the Market to cause shopping cart wheels to lock if patrons attempt to take the carts off-Site.

At least 3.0 parking spaces per 1,000 building square feet, but not more than 4.7 parking spaces per 1,000 building square feet, shall be maintained at the Site consistent with the Site Plan. All loading activities will occur on-Site outside of public rights of way. Walmart truck deliveries are restricted to store hours. Gatlin will reconstruct and maintain the alley east of South 70th Street as part of the Site's overall development, but the alley shall remain open for public access.

9. Landscaping. The Landscape Plan for the Property generally depicts the location, number, size and type of proposed plantings. All proposed vegetation will be of a quality consistent with the standards of the American Association of Nurserymen and will be maintained on an on-going basis. As described above, over 25% of the Property will consist of greenspace.

10. Lighting. Lighting on the Property will comply with applicable City codes and ordinances. All lighting shall minimize glare onto adjoining properties, producing 0 footcandle spillover at lot lines. Lighting shall not be intermittent. Light poles within parking areas may not exceed 30 feet in height (plus any base) and all light fixtures shall be downward directed. Lower height pedestrian lighting shall be encouraged along pedestrian walkways.

11. Utilities. All new utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view. Handling and treatment of stormwater runoff shall be improved relative to existing condition. A Site Utility Plan is included with this Statement.

12. Signs and Sign Illumination. All signage will be consistent with the Elevations included with this Statement. New freestanding monument signs (including the proposed monument sign included with this Statement) may be located at main vehicular entrances to the Property. Building Wall signs shall be Type "A" Wall Signs, consistent with Code Section 295-407-1(b-2). Up to 40 square feet of wall sign area shall be permitted for every 25 feet of lineal building foot. Additional directional and way-finding signage may be permitted as recommended by City staff.

Minor modifications may occur to the plans included with this Statement.

EXHIBIT A

Legal Description of Property

Being the South 12 feet of Lot 3, Lots 4, 5, 6, 10 thru 20, Block 1, all of Block 2, including the vacated Alley, vacated S. 71st Street lying between Blocks 1 and 2, all of W. Dickinson Street between the West line of the North-South Alley extended South and that part of Vacated W. Dickinson Street lying South of Lot 10, Block 1, all being in Golfside Gardens No. 3, being a part of the Southeast $\frac{1}{4}$ of the Northwest $\frac{1}{4}$ of Section 34, Town 7 North, Range 21 East, in the City of Milwaukee, Milwaukee County, Wisconsin, bounded and described as follows:

Commencing at the Southwest corner of the Northwest $\frac{1}{4}$ of said Section; thence N01°34'19"W along the West line of the Northwest $\frac{1}{4}$ of said Section 683.68 feet to a point on the South line of W. Main Street extended; thence N89°08'17"E along the South line of said Street 1297.94 feet; thence S87°40'37"E along the South line of W. Main Street extended 30.35 feet to the point of beginning; thence continuing S87°40'37"E along the South line of said Street 446.59 feet to the West line of a Public Alley; thence S01°07'07"E along the West line of said Alley 122.30 feet; thence N88°50'31"E 136.53 feet to a point on the West line of S. 70th Street; thence S01°07'07"E along the West line of said Street 138.00 feet; thence S88°50'31"W 118.53 feet to a point on the East line of a Public Alley; thence S01°07'07"E along the East line of said Alley 126.00 feet; thence N88°50'31"E 118.53 feet to a point on the West line of S. 70th Street; thence S01°07'07"E along the West line of said Street 80.90 feet to a point on the North line of W. Dickinson Street; thence N88°57'14"W along the North line of said Street 113.58 feet; thence N45°12'14"W along the Northeast line of said Street 7.23 feet; thence N01°07'07"W along the East line of said Street 23.02 feet; thence N88°57'14"W along the North line of said Street 18.01 feet; thence S01°07'07"E along the West line of said Street 60.07 feet; thence N88°57'14"W 288.00 feet to a point of curvature; thence West along an arc of a curve, whose center lies to the North, whose radius is 11459.00 feet, whose chord bears N88°39'02"W 121.33 feet, a distance of 121.33 feet to a point of tangency; thence N88°20'50"W 33.77 feet to the East line of S. 72nd Street; thence N01°27'55"W along the East line of said Street 503.08 feet to the point of beginning. Excepting therefrom that portion perversely dedicated for public alley purposes.

Containing 5.81 acres of land more or less.

EXHIBIT B

Legal Description of Site

Being Lots 11 thru 20, Block 1, all of Block 2, including vacated alley, vacated S. 71st Street lying between Blocks 1 and 2, all of West Dickinson Street between the West line of the North-South Alley extended South in Block 1, Golfside Gardens No. 3, being a part of the Southeast ¼ of the Northwest ¼ of Section 34, Town 7 North, Range 21 East, in the City of Milwaukee, Milwaukee County, Wisconsin, bounded and described as follows:

Commencing at the Southwest corner of the Northwest ¼ of said Section; thence N01°34'19"W along the West line of the Northwest ¼ of said Section 683.68 feet to the South line of W. Main Street Extended; thence N89°08'17"E along the South line of said Street 1297.94 feet; thence S87°40'37"E along the South line of said Street 30.35 feet to the point of beginning, said point being the Northwest corner of Block 2 of Golfside Gardens No. 3; thence continuing S87°40'37"E along the South line of said Street 446.59 feet to the Northeast corner of Lot 20, Block 1, Golfside Gardens No. 3; thence S01°07'07"E 494.03 feet to a point on the South line of vacated W. Dickinson Street; thence N88°58'09"W along the South line of said vacated Street 274.48 feet to a point of curvature; thence West along an arc of a curve and the South line of said vacated Street, whose center lies to the North, whose radius is 11459.00 feet, whose chord bears N88°39'29.5"W 124.41 feet, a distance of 124.41 feet to a point of tangency; thence N88°20'50"W along the South line of said vacated Street 44.22 feet to a point on the East line of S. 72nd Street; thence N01°27'55"W along the East line of said Street 503.08 feet to the point of beginning.

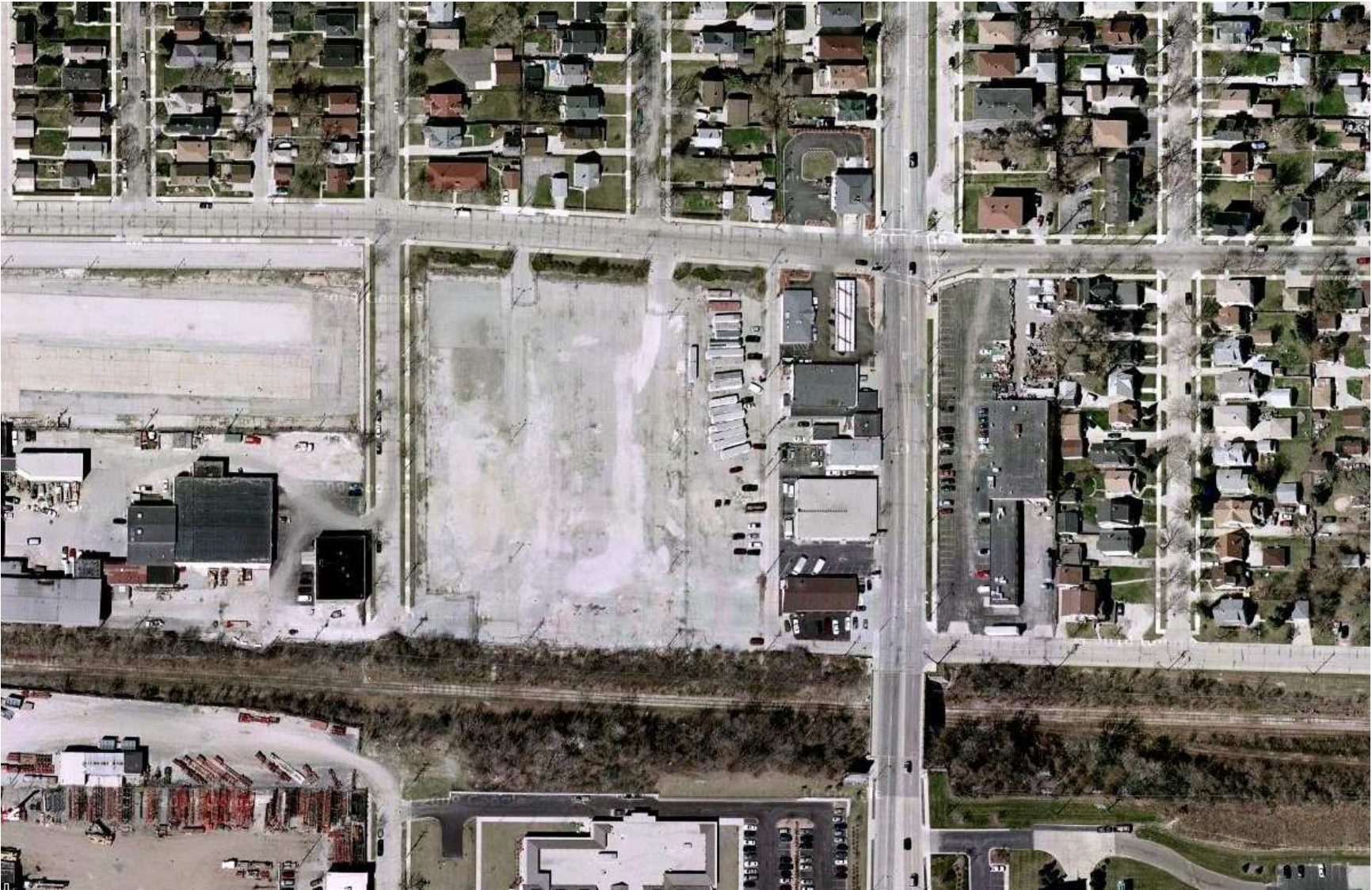
Containing 5.09 acres of land more or less.

**7025 WEST MAIN STREET
 DETAILED PLANNED DEVELOPMENT
 STATISTICAL SHEET FOR ENTIRE PROPERTY**

<u>STATISTICAL COMPARISONS</u>	<u>SQUARE FEET</u>	<u>ACRES</u>	<u>% OF TOTAL</u>
Gross Land Area	253,084	5.81	100.0%
Land Covered by Principal Buildings	39,994	0.92	15.8%
Land Devoted to Parking, Drives and Parking Structures	149,223	3.43	59.0%
Land Devoted to Landscaped Open Space	63,850	1.46	25.2%
Total Square Footage Devoted to Nonresidential Uses	253,084	5.81	100.0%

<u>SUMMARY INFORMATION</u>	<u>NUMBER</u>
Proposed Number of Buildings	1
Dwelling Units Per Building	0
Bedrooms Per Dwelling Unit	N/A
Parking Spaces Provided	171
Ratio Parking Space Per 1,000 Sq. Ft. of Building Area	Not less than 3.0 spaces and not more than 4.7 spaces per 1,000 square feet of building area

Aerial View of Current Site Conditions



Photos of Current Site Conditions

