

## **WORKSHOP**ARCHITECTS

2590 North Downer Avenue  
File Number: 070034  
Architect's Number: 06-123

Detailed Planned Development  
Project Description and Owner's Statement of Intent

Components of Detailed Plan and Supporting Materials

### Purpose:

Van Buren Management Inc. and New Land Enterprise LLP (VB & NLE) request that the zoning be amended to a Detailed Planned Development (DPD) in accordance with this document. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

### Enumeration of Documents:

Overall Development Concept  
Introduction  
Exhibit A        Statistical Sheet  
Exhibit B        Existing Site Photos and Context

### Plan Sheets

T100    Title Sheet  
-        Survey  
C1.0    Utility Plan  
C1.1    Grading Plan  
LS1     Landscape Plan, provided under separate cover  
A.01    Architectural Site Plan  
A1.0    Lower Level Parking Plan  
A1.1    Level 2 Parking Plan  
A1.2    Level 2 Parking Plan  
A1.3    Level 3 & 4 Parking Plan  
A1.4    Roof Parking Plan  
A4.0    Building Elevations  
A4.1    Building Elevations

City of Milwaukee Common Council

Regarding: The introduction of the ordinance to change the zoning for the property at 2590 North Downer Avenue from GPD to DPD.

**295-907 2.c-1**

**DETAILED PLANNED DEVELOPMENT PROJECT DESCRIPTION and OWNER'S STATEMENT OF INTENT for properties located at the northeast corner of the intersection of DOWNER and BELLEVIEW known as 2590 North Downer Avenue**

DESCRIPTION OF THE OVERALL DEVELOPMENT CONCEPT

Van Buren Management, Inc. and New Land Enterprise LLC (VB & NLE) has engaged Workshop Architects to analyze, to create a vision for a mixed-use project with retail on the ground level and parking and to assist VB & NLE in obtaining municipal approval for this project. This project is one component of a larger development known as the Downer Master Plan. The master plan received general planned development approval on February 27 from the Common Council.

Each new construction project component will be submitted under separate cover. The remaining projects are listed below for reference, in no particular order:

1. Improve the streetscape along Downer to create a consistent image and a more defined sense of place along the two block commercial district.
2. A new 3 story and 11 story hotel and condominium development at the NE corner of Webster and Stowell.
3. Repair and improve the upper two floors of the existing building at the NW corner of Webster and Downer, above Schwartz Books, for additional office space.
4. Repair facade of the Downer Theater.
5. Remove the existing drive though and ramp to the parking garage for a building addition and remodeling of the 2nd floor of the existing building on the SE corner of Downer and Park, adjacent to Associated Bank, for a surgery center and offices.
6. Repair the existing façade at the 2600 block N. Downer.

The proposed building is a multi-use building composed of street level retail space and an open parking garage. The lower level, levels 2 -4 and roof (level 5) consist of parking. The parking count totals 134 spaces of which 29 will be dedicated to the City.

The subject parcel is unique in that it is a corner lot; thus giving the building two street fronts and entrances, one public on Downer for the retail and one less public on Bellevue. The main entrances are on Downer Avenue. One of the proposed tenants is a bank. The drive thru and lower level parking are accessed from Bellevue; the drive thru exits onto Downer Avenue. Parking levels 2 -5 (roof level) are accessed from Downer.

This project also requires the relocation of the popcorn wagon. A proposed location at CVS Pharmacy is indicated on architectural site plan. The City and owner of the popcorn wagon need to confirm the location. Location 2 is the desired location.

The purchase of the land by the development team from the City is in progress. The intent is to obtain approval of the sale prior to any construction. Construction is scheduled to begin as early as June 2007.

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### 1. USES:

Development is for retail and parking. The proposed retail uses include a boutique, sale of goods and financial services. The development team is soliciting retail tenants that will be compatible to the services and shopping needs of the Downer Avenue district and appropriate for a corner location.

### 2. DESIGN STANDARDS:

The proposed building includes grade level pedestrian, vehicular and retail entrances. There are 1 story of retail at the ground floor, 3 stories of parking and roof level parking, totaling 5 stories above grade. The design would comply with the existing LB2 zoning with a maximum height of 60'-0". Building proposed is 47'-0" to the top of the parapet at the roof parking level and 58 feet to the roof of the elevator and stair towers. Light poles at the top parking level will be 15'-0" high max. Majority of lighting will be wall mounted.

The main design feature for the parking structure is its skin. The open parking structure will be clad on the north and west façades with a pattern of concrete, clear glass and transparent ribbed acrylic panels. The parking floors are emphasized in the horizontal and then are interrupted with vertical entrances. Aluminum storefront is located at the grade level. At the parking levels, a composition of aluminum barstock screens and railings create a delightful sculptural interplay of light and materials while maintaining a sense of passive surveillance while meeting the requirements of automobile impact. The façade will be illuminated from within, serving as a gateway to the business district from the south. The open voids at the parking levels maintain the requirements of an "Open" parking structure. The sidewalks will be replaced with stained and stamped concrete.

### 3. DENSITY:

7,000 square feet of retail space with an approximate 134 space parking structure on 16,059 square feet of land.

### 4. SPACE BETWEEN STRUCTURES

The building is located 3'-0" from the east property and approximately 6'-0" from the south neighboring building. The property is located on a corner lot which is fronted by streets on the remaining two sides. The design response will be sensitive to those neighbors by chamfering the northeast corner and stepping the building footprint at the south. See attached site plan.

### 5. SETBACKS:

South (side) property line setback: Allowed – 0'-0"; Actual – Varies, 6'-0"

North (side, street) property line setback: Allowed – 5'-0"; Actual – 0'-0"

West property line (front) setback: Allowed – Average; Actual – 0'-0"

East (rear) property line setback: Allowed – 0'-0"; Actual – 3'-0"

Note: The Allowed setbacks are per the LB2 zoning.

### 6. SCREENING:

Use of decorative precast walls for the east and south walls will provide the required screening of the parking areas to the adjacent residential properties. The wall is 10" thick of solid concrete and will be articulated with brick and stone impressions. The brick will be stained in a similar color to match the surrounding neighborhood houses. The opaqueness of the wall conceals light and sounds and maintains privacy for the neighbors.

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### 7. OPEN SPACES:

The proposed building provides grade level paved recesses to the retail spaces on the west. Landscaped space of 6'-0" along the south property line and 3'-0" at the east property line will be provided. The entire roof level parking is open.

### 8. CIRCULATION, PARKING AND LOADING:

Vehicular access from Downer for the upper parking levels is located on the south corner of the property. Additional parking below grade is accessed from Belleview towards the east corner of the site. Two proposed drive-up teller stations are also accessed from Belleview and exit to Downer Avenue. All trash will be picked up from the Belleview access with small dumpsters that are stored within the building in a dedicated trash room.

### 9. LANDSCAPING:

The design provides opportunities for annual planting or permanent landscaping along the south and east of the project site. The streetscape landscaping will be submitted separately and will include areas of Downer Avenue that are listed in the above projects as well as the streetscape by the parking structure.

### 10. LIGHTING:

Outdoor lighting will comply with current lighting regulations for planned development districts. At the upper parking level, lighting will be mounted to the wall of the stair and elevator shafts and supplemental light poles will be a maximum of 15'-0" above the roof level parking deck. The pole fixtures will be the cut off type and directed toward Downer Avenue. Signs will also be lighted.

### 11. UTILITIES:

All new utilities located on the property will be underground. The new service transformer for the building will be located within the building. The existing electrical transformers on the site must be relocated - NLE and the city to coordinate a mutually agreed location.

### 12. SIGNS

The building design integrates retail signs on the west facade classified as a Type A wall sign with a maximum area of 36 square feet each at a minimum of 25'-0" on center. Signs will be needed for the two to three retail entrances and the elevator lobby entrance. The signage will be channel lettering illuminated behind the letters.

- There will be 2'-6" wide x 13'-0" high Type A projection signs above the two parking entrances and the drive through teller/ATM entrance,
- A future 6'-9" x 12'-0" Type B projecting sign (16:9 digital flat screen) will be located at the northwest corner at the second level.
- A temporary construction sign and leasing sign will be erected.

In addition to the building signage, the street improvements include adding 2'-6" wide x 8'-0" high banners mounted to the existing light poles.

### 13. SIGN ILLUMINATION

The permanent signs will be illuminated in compliance with the current regulations.

**EXHIBIT A  
STATISTICAL SHEET**

**295-907. Planned Development District (PD/DPD)**

- 2. b-1a: Gross land area – 16,059 square feet.
- 2. b-1b: Maximum amount of land covered by principle building – 13,380 square feet.
- 2. b-1c: Maximum amount of land devoted to parking, drives, and parking structures – included in building footprint.
- 2. b-1d: Minimum amount of land devoted to landscaped open space – 2,680 square feet to property line at ground plain
- 2. b-1e: Maximum proposed dwelling unit density – N/A; 7500 square feet of retail space and 134-space parking structure proposed.
- 2. b-1f: Proposed number of buildings – one.
- 2. b-1g: Maximum number of dwelling units per building – N/A Commercial development proposed.
- 2. b-1h: Bedrooms per unit – N/A Commercial development proposed.
- 2. b-1i: Parking spaces provided (structure) and ratio per unit – Approximately 134 spaces; 29 of which remain dedicated as the municipal parking lot it replaces.