

Planned Development District Proposal  
**Berkshire – Villard Avenue**  
Mixed Use Independent Senior Housing Community  
Milwaukee, Wisconsin

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Pursuant to Section 295-907 of the Milwaukee Zoning Code

Applicant  
**GCG Acquisitions, LLP**  
c/o Sigurd Strautmanis  
10532 North Port Washington Road  
Mequon, WI 53092  
(414) 240-4605

**EXHIBIT A**  
File No. 031240

*CP: 1/2/04 conditionally approved*

## **PROJECT OVERVIEW**

General Capital has partnered with the Northwest Side Community Development Corporation to propose a unique redevelopment of the south side of Villard Avenue between 34<sup>th</sup> and 35<sup>th</sup> Streets. Our project will contain 59 units of independent senior housing as well as approximately 5,150 SF of ground-floor, street-oriented retail. The intent of our development is to create a new focal point and anchor for the neighborhood that will offer high-quality, affordable housing for the local senior population as well as new commercial space to contribute to the viability of Villard Avenue as the neighborhood's primary shopping street.

Our project has a particularly urban theme: a primary entrance on the street for the apartments, ground floor community space that orients residents to the street, an enclosed garage to minimize surface parking and most importantly, high-quality commercial space at the "end caps" of the building to frame the block. Together, these elements create a harmonious development that represents a strong step in the right direction for the revitalization of Villard Avenue.

In summary, our project will include the following:

- 59 independent senior apartments with a mix of 1- and 2-bedroom units
- 52 covered parking stalls, accessed from 34<sup>th</sup> Street
- Two 2,575 SF commercial spaces at either end of the building with dedicated patio space for outdoor dining
- A primary entrance and community room on the first floor for the senior residents
- A south-facing roof deck for resident use
- A state-of-the-art senior housing facility with all the amenities associated with our "Berkshire" brand including an on-site management structure, organized events and activities, library, computer room, craft area, exercise facility, community kitchen and private dining room.

## **DETAILED PLAN PROJECT DESCRIPTION AND OWNERS STATEMENT OF INTENT**

Pursuant to Section 295-907 of the Milwaukee Zoning Code, the following project description addresses the requirements of the detailed Planned Development District. The attached plans illustrate our concept for the project including a site plan, building floor plans and primary elevations.

The general concept of the project is to create a mixed-use building with commercial space on the ground floor at the corners, the main entrance to the apartment building with associated community space in the middle and residential units on the upper floors. An important element of our concept is to provide secure covered parking for our residential tenants, but without the complexity of an underground parking garage. This set up also creates an opportunity for south facing outdoor space that is placed on top of the parking garage, elevated from the alley for security purposes, but directly connected to a community room (as opposed to a roof-top deck that would be four floors up).

The building is designed to adapt to the elevation change along Villard Avenue from west to east by stepping the base of the building as well as pedestrian entrances to storefronts and the apartments. Our intent was to maintain visual continuity along the cornice line at the top of the building. The front of the building has an "A-B-A" architectural rhythm with tower elements at the corners ("A") and a strong entrance element for the apartments in the middle ("B"). The building itself is not perfectly symmetrical, however, so as to avoid an overly simplistic design. Awnings over the storefronts and a hotel-style entrance canopy for the apartments will add both color and visual interest at the pedestrian level.

The front of the building will be primarily brick. The base of the building will be a combination of smooth, burnished and split-faced concrete block. The middle two floors will be all brick and the top floor will be EIFS or similar material that will reinforce the "base-middle-top" proportions of the building. The sides of the building will contain brick on the tower elements and a combination of concrete siding ("Hardi-plank" or similar material) and EIFS. The intent is to create a four-sided building with high quality materials on all sides, although brick will be concentrated on the primary front elevation and tower elements.

**Table 1. Project Statistical Data**

Gross Land Area	30,600 SF (0.70 acres)
Maximum Lot Coverage	26,576 SF (86%) FAR 2.82 (total bldg area/lot area)
Lot devoted to parking, drives, parking structures.	All parking is contained within the building footprint, thus is accommodated within the 86% impervious area.
Lot devoted to landscaped open space.	Approximately 14%, including pervious landscape beds, sidewalks, patios and impervious landscape features.
Maximum proposed dwelling unit density	59 units on .7 acres; 84.3 du/ac
Proposed number of buildings	One (1)
Maximum number of d.u. per building	All 59 units contained in the single building
Bedrooms per unit	38 1 BR Units 21 2 BR Units
Parking	<ul style="list-style-type: none"> <li>- 52 covered parking spaces in building</li> <li>- Approx. 14 on-street parking immediately adjacent to property</li> <li>- No surface parking</li> </ul>

## COMPLIANCE WITH PDD STANDARDS

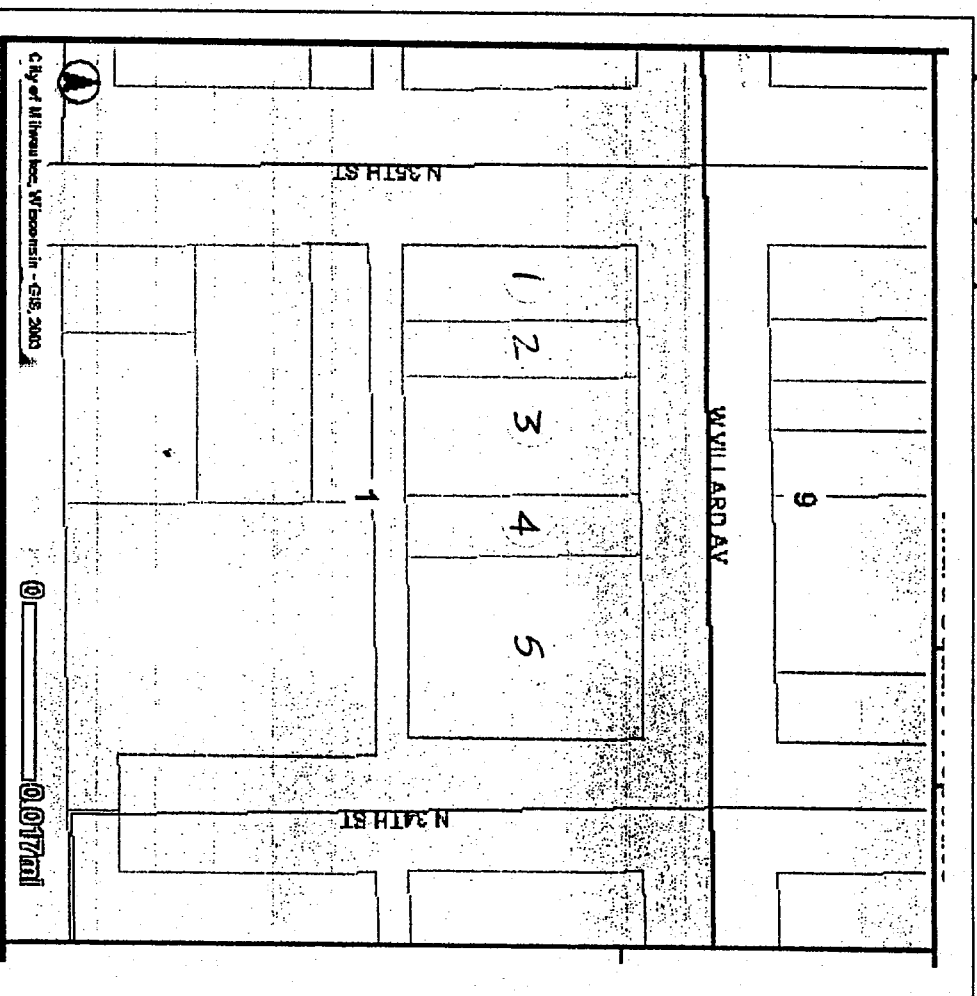
The following section describes our project in compliance with the standards contained in Section 295-907(3) the Code. For ease of review, this section is organized in the same order as it appears in the Code:

- a. **Uses.** The project will contain commercial uses on the ground floor and residential uses on upper floors, consistent with the existing fabric of the neighborhood and compliant with the City's position encouraging mixed use development in urban shopping districts.
- b. **Design Standards.** The attached plans and previous narrative describes our design intent. The project has been designed in the spirit of the neighborhood, using well conceived urban design concepts.
- c. **Density.** While the density exceeds what is currently allowed in the LB-2 District, we feel that the proposed density is appropriate for this neighborhood and this development. The primary purpose of this PDD request is to allow us the flexibility to increase the project's unit count to make this project viable. In addition, given the nature of senior housing, seniors have much less impact on City services and can comfortably be developed at higher densities than traditional "family" apartments.
- d. **Space between structures.** We propose one building on the site. The closest structure will be across the rear alley (approximately 35 feet).
- e. **Setbacks.** Proposed setbacks are minimal to reinforce the pedestrian orientation of the building. The front setback will be approximately 5 feet, side setbacks will be a maximum of 10 feet and the rear setback will be approximately 8 feet.
- f. **Screening.** Appropriate landscape screening will be installed along the rear of the building. Because there will be no surface parking, parking lot screening will not be required.
- g. **Open Spaces.** While minimal ground level open space will be included in the development, adequate open space will be provided for resident as well as commercial tenant use. All open space will be properly watered, mulched and otherwise maintained.
- h. **Circulation, Parking and Loading.** Vehicular access to the building will be limited to one curb cut for the garage entrance and possibly a second curb cut for garbage collection from a side door. As described

previously, all parking will be contained within the building and on the street.

- i. **Landscaping.** All landscaping will meet AAN/ANSI 260.1 standards. A conceptual landscape plan is provided on the site plan. Detailed landscaping plans will be provided at the time of permitting.
- j. **Lighting.** Exterior building lighting is an important element of our design. We intend to provide incandescent "wall wash" lighting on major architectural elements and pedestrian features. Security lighting will be provided at the garage and trash doors. All lighting will meet City of Milwaukee lighting regulations for intensity, glare and other requirements.
- k. **Utilities.** A detailed utility plan will be provided at the time of permitting. All utilities are contained in Villard Avenue and/or the rear alley. Any overhead utilities will be placed underground between any primary feeds and transformers and our building.
- l. **Signs.** Commercial signage will be contained in the sign bands shown on the front and side elevations. All signage will meet City guidelines and will be appropriately designed and installed so as to complement the project's overall design theme. A sign for the apartment building will be constructed into the entrance canopy on Villard Avenue. No monument or pylon signage is requested for this project.

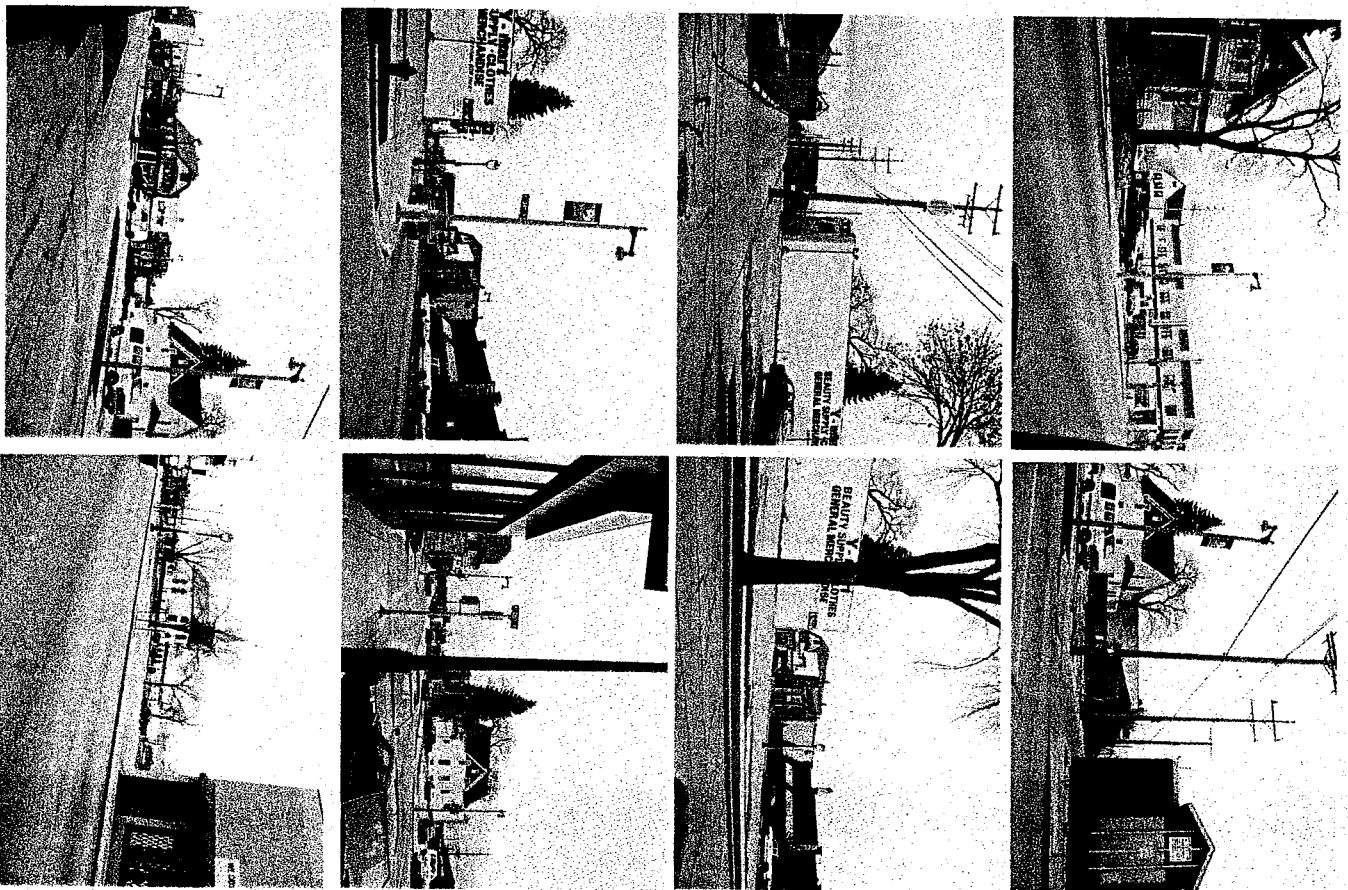
Map 1. Vicinity Map



Parcel #	Address	Owner
1	3431 W. Villard Ave.	NWSCDC/General Capital
2	3427 W. Villard Ave.	City of Milwaukee
3	3423 W. Villard Ave.	Phillips *
4	3415 W. Villard Ave.	Yoon *
5	3401 W. Villard Ave.	NWSCDC/General Capital

\* Under contract

**SITE CONTEXT PHOTOS**





January 8, 2004  
Detailed Plan Submittal  
for Plan Commission

Proposed Development for:

# Berkshire - Villard Senior Living & Retail

N. 35th Street & Villard Avenue  
Milwaukee, Wisconsin



2195 LONG VIEW DRIVE  
MILWAUKEE, WI 53222  
WALKESHA, WISCONSIN 53186  
PHONE (262) 798,7901  
FAX (262) 798,7900  
WELMAN@WELMANARCH.COM

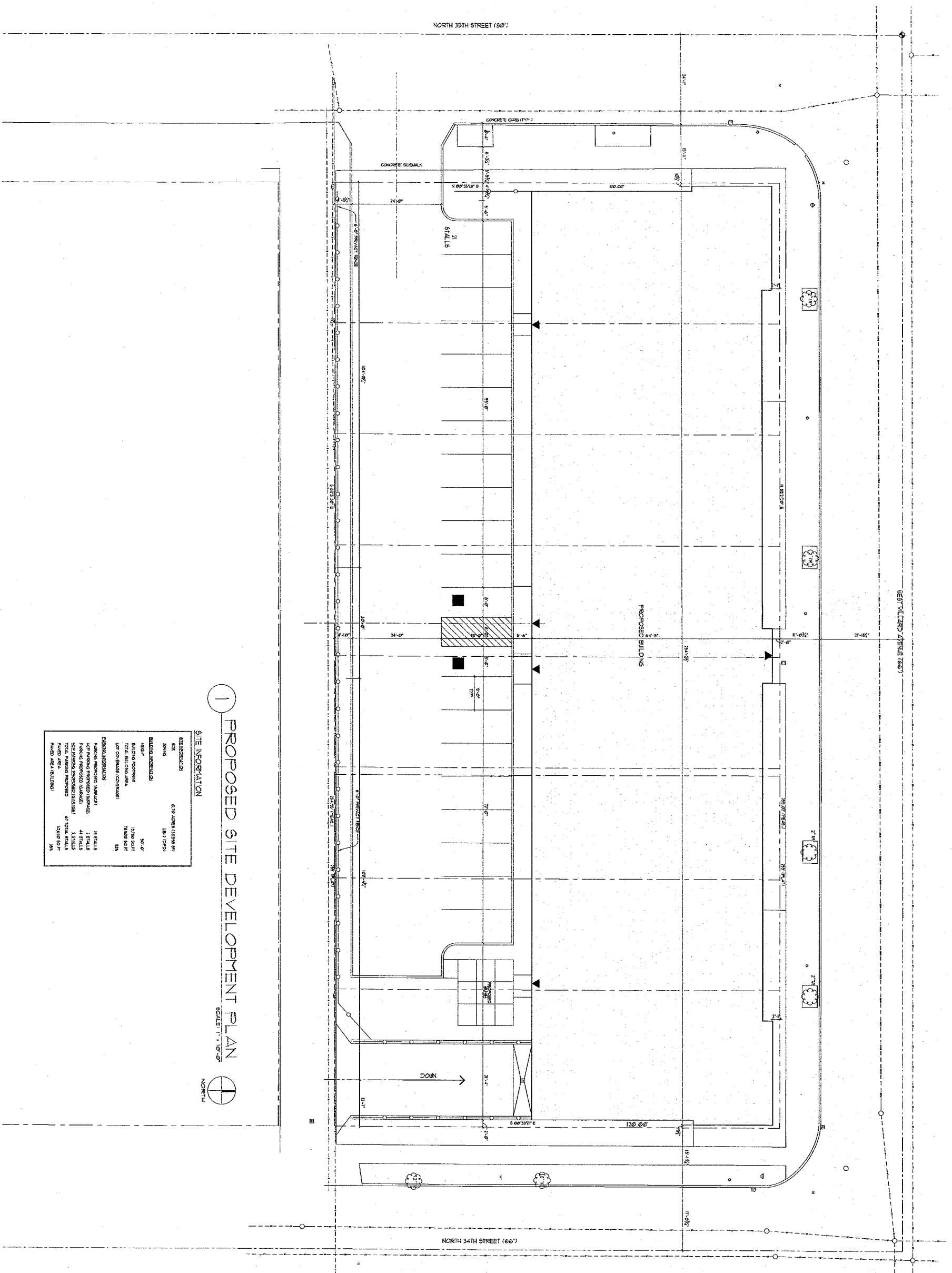
DEVELOPER:  
General Capital

10833 N. Port Washington Rd.  
Menomonee Falls, WI 53092-5568  
PHONE: 262.240.4400  
FAX: 262.240.4401

207 W. Hill Street, Suite 1100  
Milwaukee, WI 53233  
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GENERAL CAPITAL

EXHIBIT A  
File No. 03124D

*CRC: 1/12/04 conditionally approved*



**1** PROPOSED SITE DEVELOPMENT PLAN  
SCALE: 1" = 10'-0"

**SITE INFORMATION**

DEVELOPER	6.10 ADAMS (2008) BY
SIZE	1.57 (17,792)
ZONE	LD-2 (CPD)
<b>EXISTING CONDITIONS</b>	
SOIL	SC-2
BUILDING FOOTPRINT	13,200 SQ FT
TOTAL EXISTING AREA	18,200 SQ FT
LOT COVERAGE (PROPOSED)	5%
<b>PROPOSED DEVELOPMENT</b>	
PROPOSED PROPOSED (NEW)	18 STALLS
PROPOSED PROPOSED (NEW)	2 STALLS
PROPOSED PROPOSED (NEW)	4 STALLS
PROPOSED PROPOSED (NEW)	1 STALL
TOTAL PROPOSED PROPOSED	25 STALLS
TOTAL PROPOSED PROPOSED	1,000 SQ FT
PAVED AREA (TOTAL)	31

**DETAILED PLAN SUBMITTAL - NOT FOR CONSTRUCTION**

PROJECT NO. 23111  
DATE: 01-08-2004  
SHEET NAME: PROPOSED SITE DEVELOPMENT PLAN  
SHEET NO.

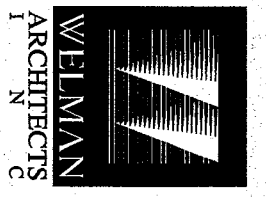
**REVISIONS**

1		
2		
3		

**BERKSHIRE VILLARD**  
N. 35TH ST. & VILLARD AV. Milwaukee, WI

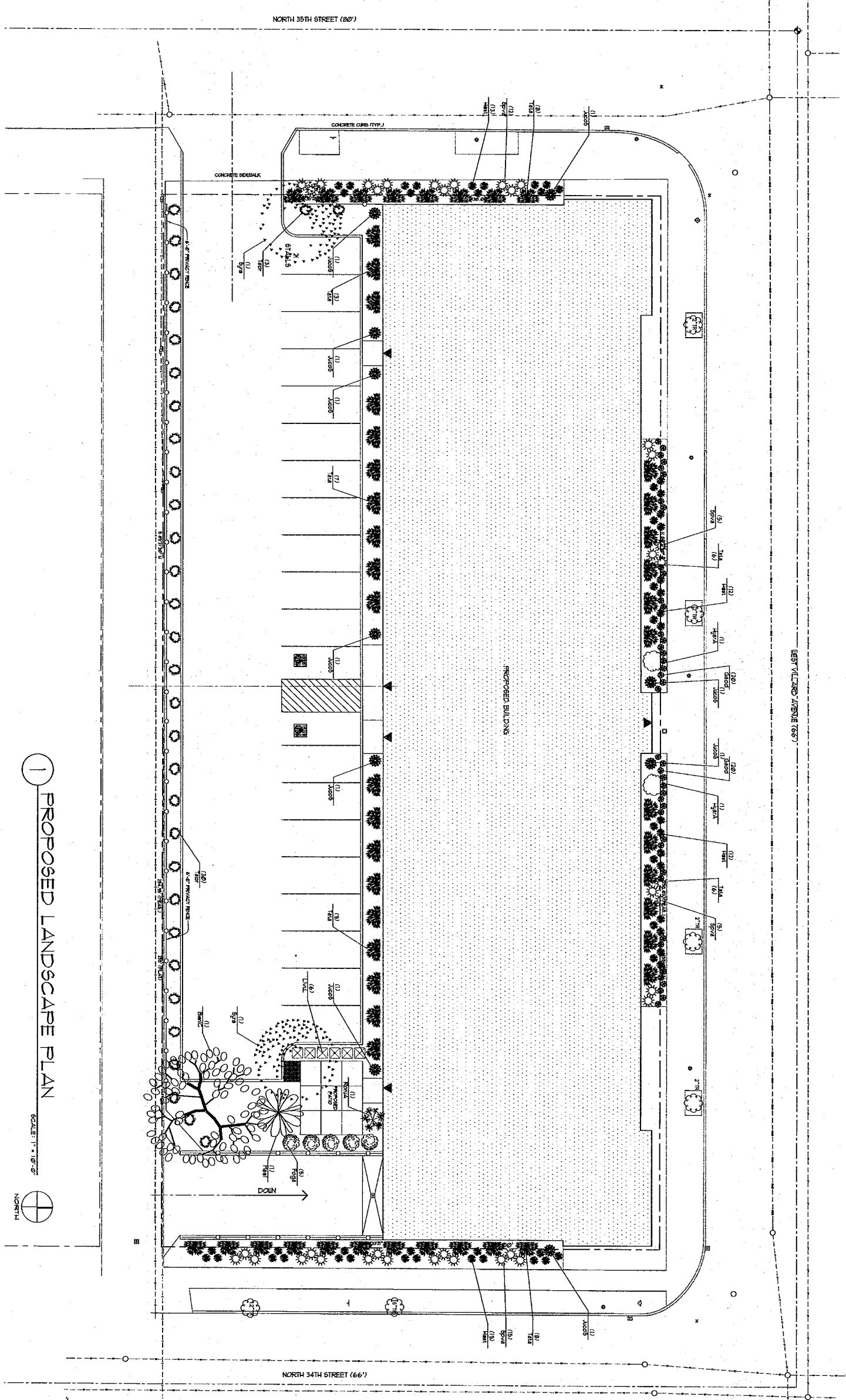
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21875 LONG VIEW DRIVE  
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PHONE (262) 798-1001  
FAX (262) 798-1002  
WWW.WELLMANARCHITECTS.COM



A0.1

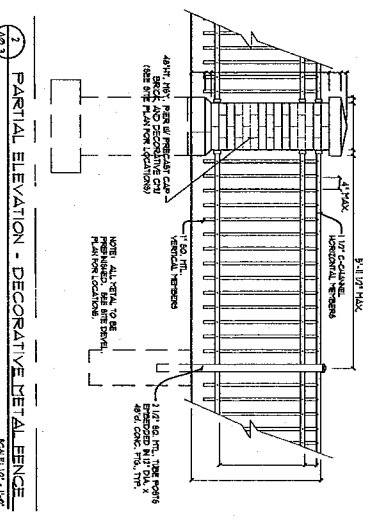
1875 VILLARD AVENUE (250')



1 PROPOSED LANDSCAPE PLAN  
SCALE: 1" = 10'-0"

Plant Table

Quantity	Code	Plant Name	Symbol	Scientific Name	Common Name	Planting Size	Comments
37	SP	SP	(Symbol)	Scientific Name	Common Name	15' - 18'	
1	SH	SH	(Symbol)	Scientific Name	Common Name	3' - 4'	
1	TR	TR	(Symbol)	Scientific Name	Common Name	15' - 18'	
2	BY	BY	(Symbol)	Scientific Name	Common Name	117' - C&I	



1 PARTIAL ELEVATION - DECORATIVE DETAIL FENCE  
SCALE: 1/4" = 1'-0"

DETAILED PLAN SUBMITTAL - NOT FOR CONSTRUCTION

PROJECT NO. 23111  
DATE 01-08-2004  
SHEET NAME PROPOSED SITE LANDSCAPE  
SHEET NO. A0.3

BERKSHIRE VILLARD  
N. 35TH ST. & VILLARD AV.  
MILWAUKEE, WI

WELLMAN ARCHITECTS  
1875 VILLARD AVENUE  
MILWAUKEE, WISCONSIN 53186  
PHONE: 414.224.1800  
WWW.WELLMANARCHITECTS.COM

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BERKSHIRE  
VILLARD  
N. 35TH ST. &  
VILLARD AV.  
MILWAUKEE, WI

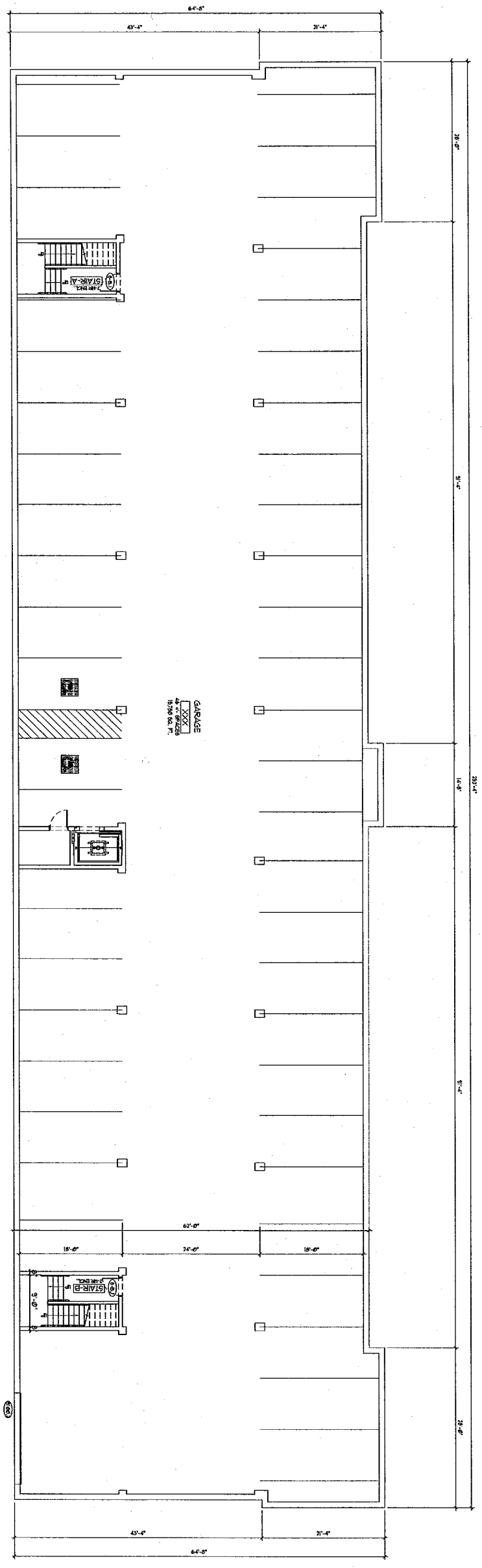
REVISIONS:


PROJECT NO. 23111  
DATE 12-11-2005  
SHEET NAME BASEMENT FLOOR PLAN

SHEET NO.

DETAILED PLAN SUBMITTAL - NOT FOR CONSTRUCTION

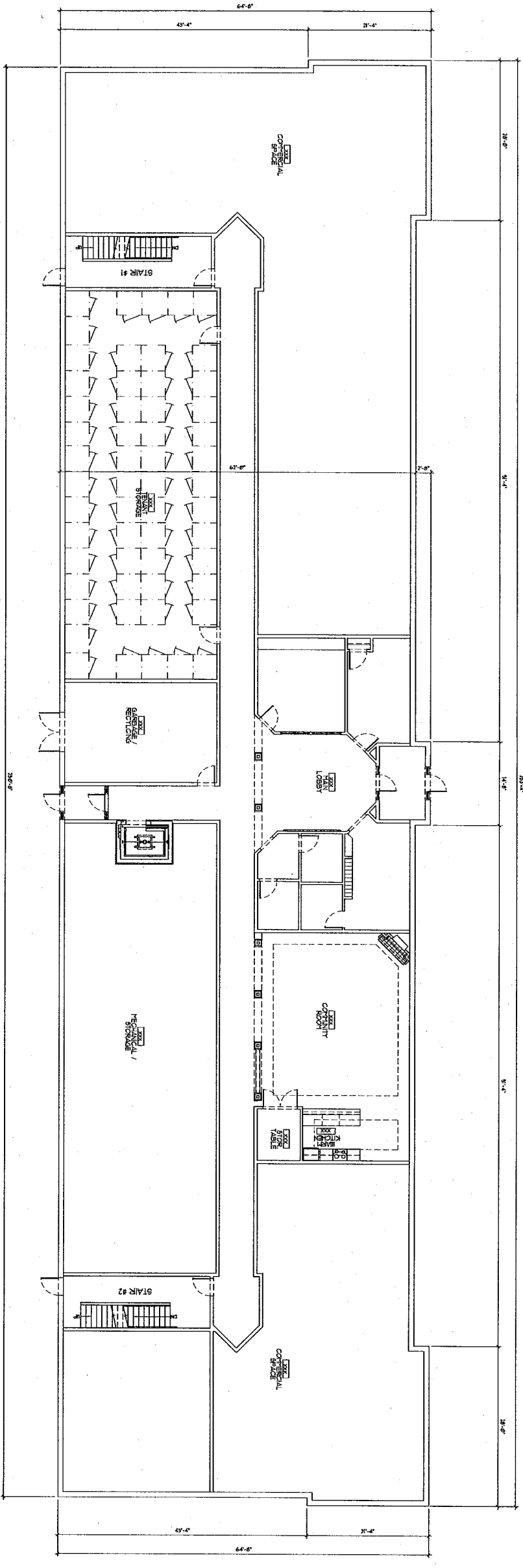
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1 BASEMENT FLOOR PLAN

SCALE: 1/8" = 1'-0"

NORTH



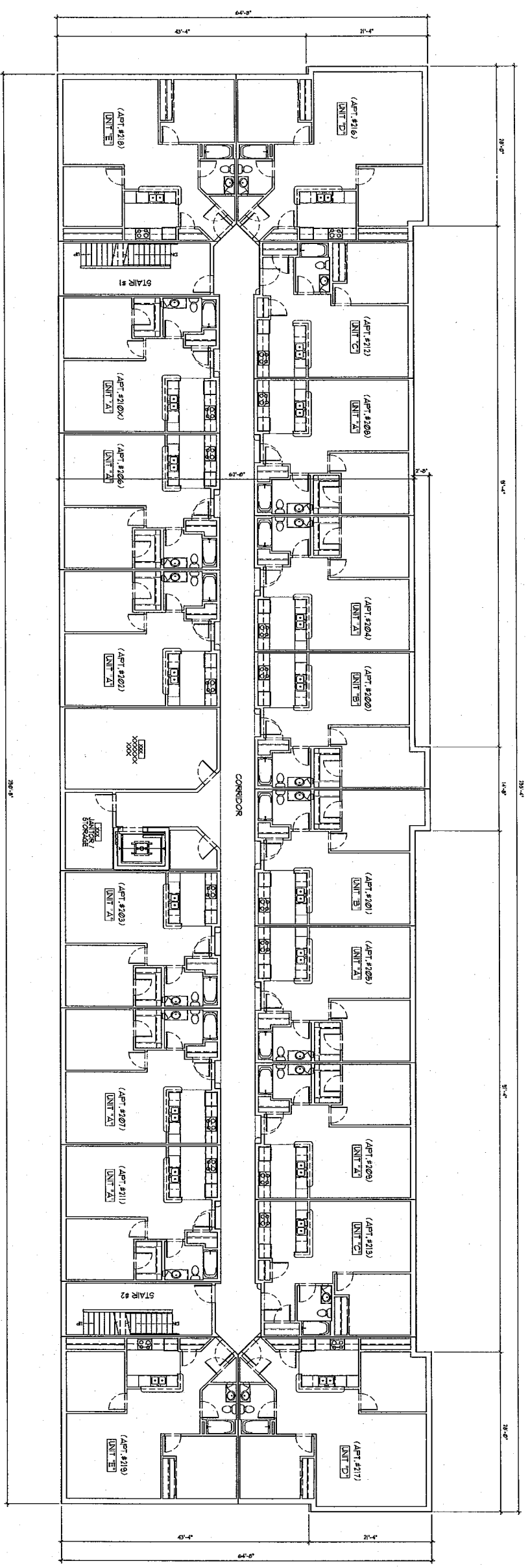
**1 LEVEL ONE FLOOR PLAN**  
 SCALE: 1/8" = 1'-0"  
 NORTH

**RESIDENTIAL UNITS**

FLOORS	1 BDRM	2 BDRM	TOTALS
1ST	0	0	0
2ND	14	4	18
3RD	14	4	18
4TH	14	4	18
	42	12	54

UNIT A: 1 bedroom / 1 bathroom, number of units = 28  
 UNIT B: 1 bedroom / 1 bathroom, number of units = 6  
 UNIT C: 1 bedroom / 1 bathroom, number of units = 6  
 UNIT D: 2 bedroom / 1 bathroom, number of units = 6  
 UNIT E: 2 bedroom / 1 bathroom, number of units = 6  
 UNIT F: 2 bedroom / 1 bathroom, number of units = 6

**DETAILED PLAN SUBMITTAL - NOT FOR CONSTRUCTION**



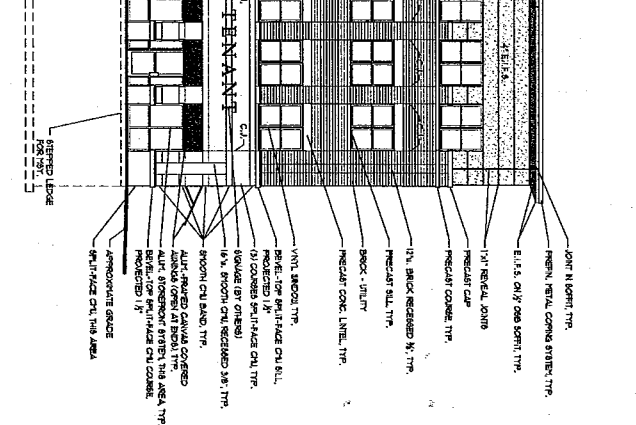
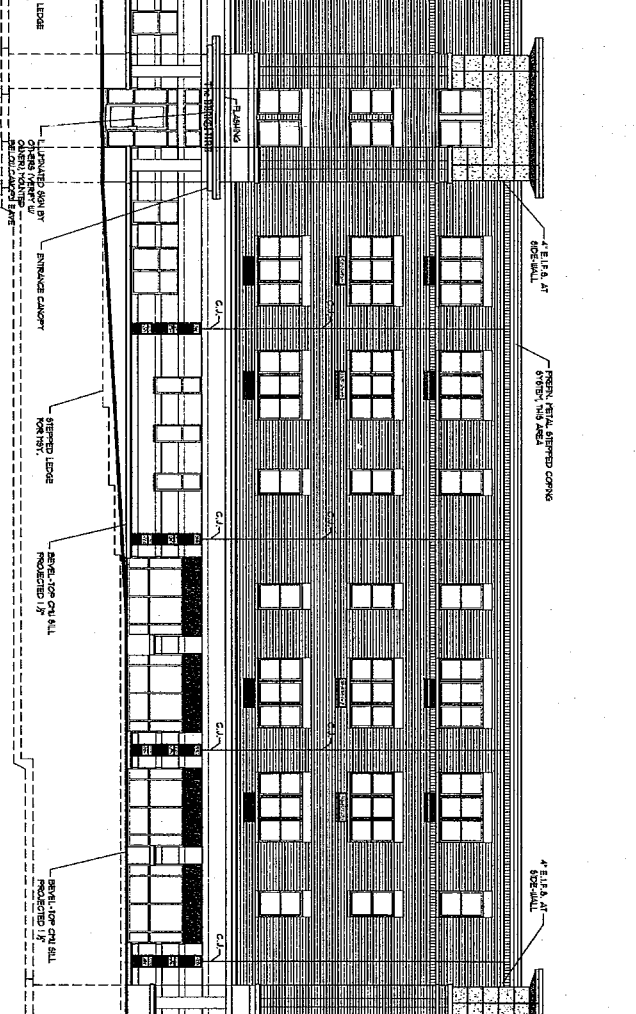
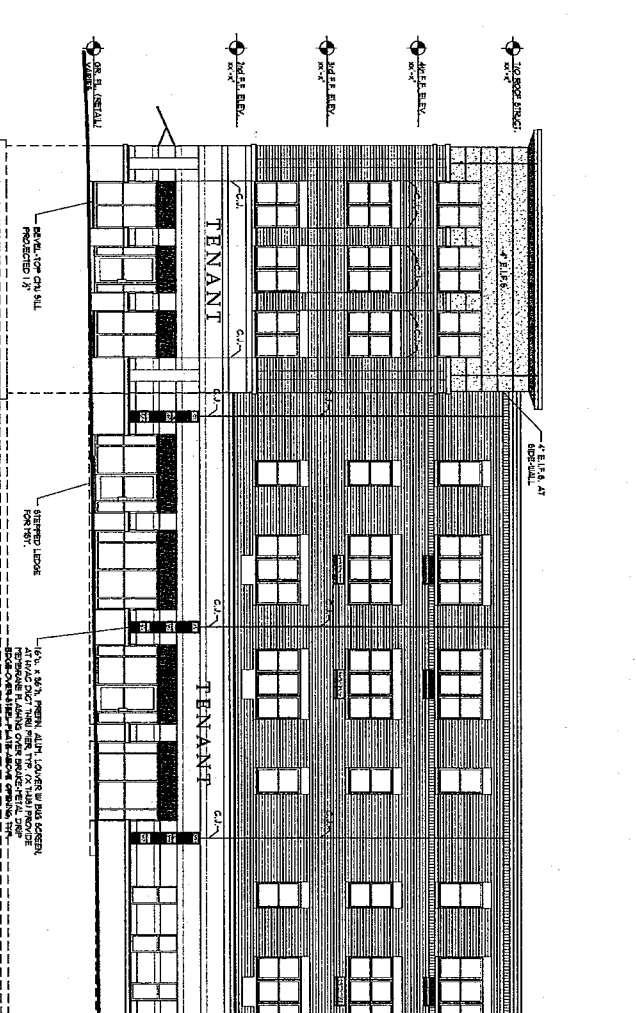
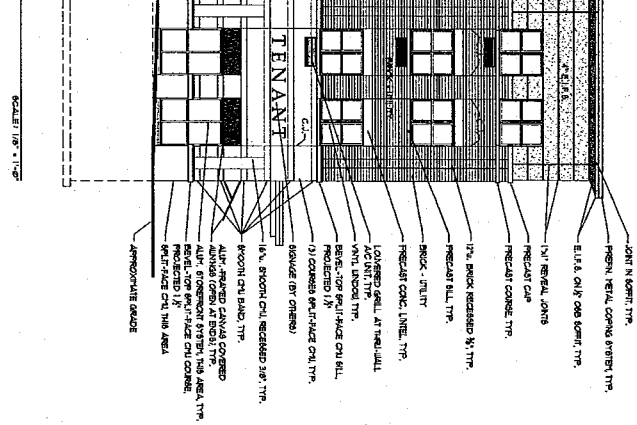
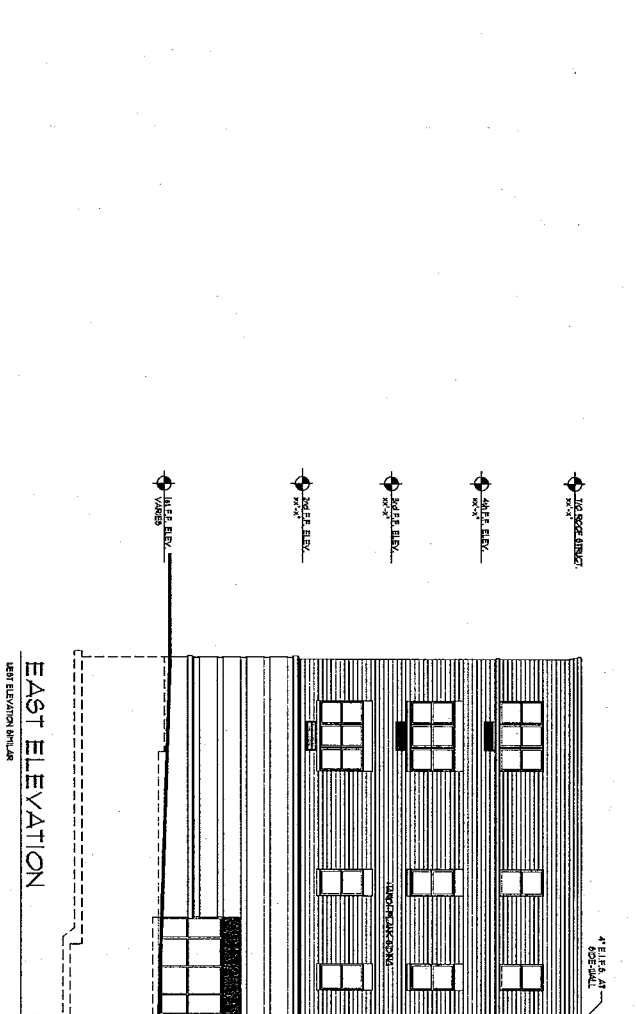
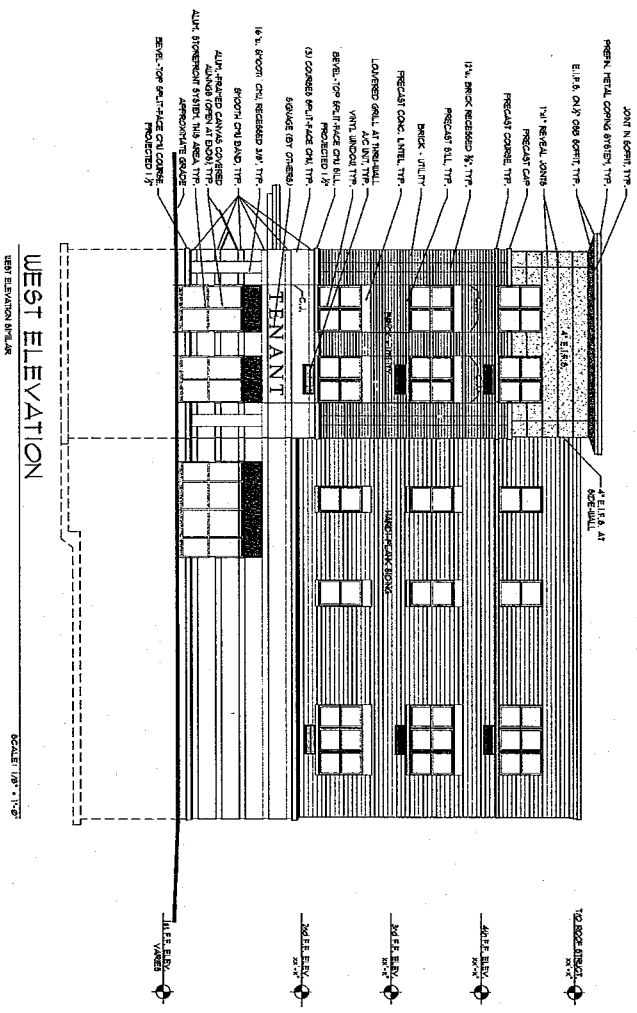
① LEVEL TWO - FOUR FLOOR PLAN  
 SCALE: 1/8" = 1'-0"  
 NORTH

**RESIDENTIAL UNITS**

	1 BDRM	2 BDRM	TOTALS
1ST FLOOR	0	0	0
2ND FLOOR	14	4	18
3RD FLOOR	14	4	18
4TH FLOOR	14	4	18
TOTAL	42	12	54

UNIT A: 1 BDRM / 1 BATHROOM / 447 sq. ft. / NUMBER OF UNITS = 30  
 UNIT B: 2 BDRM / 1 BATHROOM / 587 sq. ft. / NUMBER OF UNITS = 6  
 UNIT C: 1 BDRM / 1 BATHROOM / 447 sq. ft. / NUMBER OF UNITS = 6  
 UNIT D: 2 BDRM / 1 BATHROOM / 587 sq. ft. / NUMBER OF UNITS = 6

**DETAILED PLAN SUBMITTAL - NOT FOR CONSTRUCTION**



DETAILED PLAN SUBMITTAL - NOT FOR CONSTRUCTION

AS.0

SHEET NO. 23111  
 PROJECT NO. 23111  
 DATE 12-11-2009  
 SHEET NAME  
 EXTERIOR ELEVATIONS

BATTISON  
 BERKSHIRE VILLARD  
 N. 35TH ST. & VILLARD AV. Milwaukee, WI  
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**WHELMAN ARCHITECTS**  
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