

GENERAL PLAN DEVELOPMENT
File No. 061527
PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT
March 1, 2007
Revised
May 16, 2007

I. COMPONENTS OF GENERAL PLAN AND SUPPORTING MATERIALS

The Rivianna Group, LLC requests a building variance from the existing height restriction of 85 feet to be allowed to build to 178 feet, an increase of 93 feet. In addition, we are requesting the adjacent unnamed public street to be renamed Rivianna Court.

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
C0.0	Site Survey
C1.0	Site Plan/Ground Floor Plan
C2.0	Grading Plan
C3.0	Utility Plan
C4.0	Site Details
C5.0	Erosion Control Plan
L1.0	Landscape/ Roof Garden Plan
A0.0	Massing Concept
A1.0	North/West Elevation
A1.1	South/East Elevation
A1.2	Interior Courtyard Elevation
A2.0	Roof/Heli Plan
A3.0	Sections
A4.0	Detail Renderings
A4.1	Artist's Renderings
A5.0	Commercial Signage
A5.1	Awning Signage
A5.2	Development Signage
A5.3	Legibility Signage

II. OVERALL DEVELOPMENT CONCEPT

Existing Conditions

The parcel is 32,398 square feet (0.74 Acres). There are no existing building structures. The site is approved for 19 boat slips.

Proposed Building

The proposed mixed-use project is approximately 500,000 square feet. It is comprised of three 13-story towers consisting of eleven (11) residential floors and two (2) residential/ office penthouse floors linked by a 5-story base to meet grade at the Pittsburgh/ Young Street Bridge. As grade drops toward the east and south a 6-story base is exposed and includes four (4) parking levels and two (2) levels of commercial space (some partial sub-level) for shops, restaurants, office and work/live studios. There are two and one-half (2 ½) sub-grade parking levels as well (2 on river side, three on street side.) In summary, there are 18 stories from the Pittsburgh Street side and 19 stories from the South Water Street, Rivianna Court and Milwaukee River sides. Per established zoning elevation, the proposed building reaches 178', 93' over the 85' Zoning Height.

The project will include two (2) public river walks. 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 lower public river walk is intended to service more aquatic related activities, businesses, and services due to the proximity of the transient boat slips and public water taxi service located on that level.

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.

The Residences @ Rivianna will include approximately a total of 198 total condominium units including approximately 21 work-live condominium units facing the river level on both public river walk levels. An option exists for connecting these individual units into two-level townhouse type live-work condominiums. It is our intent to attract the creative class from the Walker's Point neighborhood and Milwaukee area for the rental or purchase of these unique two level spaces. In addition, we wish to provide services nurturing this group's growth such as a proposed professional artists' co-op that will nurture the professional development of aspiring artists.

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 West Tower will include the Hotel Rivianna and will have nine (9) units per floor. The hotel will occupy nine (9) floors. The two (2) floors above the hotel will have six (6) condominium units per floor, plus four (4) penthouses with lofts for a total of 16 condominiums in the West Tower. The Hotel Rivianna may be expanded and include possibly more floors pending final determination by the developer and hotel operator.

The Middle Tower will have seven (7) units per floor consisting primarily of one-bedroom/den and two-bedroom/den units. There will be 77 condominiums in the middle tower floor plate with upwards of three (3) penthouses, two (2) lofts, one (1) flat and the Air Rivianna ATC Center/Lounge.

The East Tower will have seven (7) units per floor consisting primarily of a one-bedroom/den and two-bedroom/den units. There will be 77 condominiums in the east tower floor plate with upwards of four (4) penthouses on top. There will also be two (2) work-live townhouses located at the corner of

South Water Street and the proposed Rivianna Court.

All three (3) towers will share a parking garage, with 447 parking spaces located on four (4) levels above ground and two and one-half (2 ½) below. Twelve (12) additional street parking spaces are allocated along S. Water Street and proposed Rivanna Court. In addition, four (4) spaces are reserved for valet parking, totaling 463 spaces (447+12+4). See the parking schedule below.

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 1,800 square feet. The penthouses will be approximately 2,400 square feet and are intended to include a loft area except for one penthouse flat located below Air Rivianna.

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 Air Rivianna, The Rivianna Yacht Club, The Spa @ Rivianna, The Shops @ Rivianna and Hotel Rivianna will include concierge services, exercise area, association community room, secure tenant storage, and a common landscaped roof deck.

Proposed Services

Although still in the planning stages Rivianna is anticipated to be comprised of six elements: The Residences @ Rivianna, The Hotel Rivianna, The Shops @ Rivianna, The Spa at Rivianna, The Rivianna Yacht Club and Air Rivianna.

The Residences @ Rivianna consist of condominiums starting at less than \$150,000 and are designed to appeal to a 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 Rivianna Yacht Club will include a dock for a public water taxi and other areas where future vendors could rents boats or small watercrafts.

Air Rivianna anticipates provisions for a helicopter air taxi service to include corporate air shares in helicopters. The design and operation of heliports at Air Rivianna will be consistent with the State of Wisconsin and FAA rules and regulations. The Club @ Air Rivianna is located on the second tier penthouse level of the middle tower and could be potentially link to the other towers in the future. These will be private heliports and prior permission is required for their use from Air Rivianna, LLC. Hours are expected to be from 7AM to 9PM. Air Rivianna will include bathroom facilities, a customer lounge with coffee/snack bar, a pilots' planning area, reception area and virtual conference facility.

The Shops at Rivianna will be located on both the upper river walk and lower river walk area. The upper level river walk is intended to support services and businesses not directly related to water activities. 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.

Exterior

The three (3) structures have similar skin but differing floor plates allowing for 12 corner units and nearly two (2) dozen different floor plans. 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 will allow for 6 sides of the project to have views downtown or of the lake. The towers are spaced approximately 52' apart, each consisting of 11 floors topped by two penthouse levels. On the 5th floor there are two 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 an 'active' or exercise area. Passive uses may include a contemplative garden area, sitting areas, potential ice rink in winter, etc. Active uses may include a children's play area, rock climbing wall, basketball court, running track, etc. Materials will be precast concrete, glass and aluminum. No swimming pool is planned but may be included if determined by the hotel operator to be a necessity.

There will be a 'negative edge pool' cascading towards the Milwaukee River and intended to serve as eco-art. The water will act as a pre-cooler for the chiller water and may include elements of the water source heat pump. The negative areas on the face of the waterfall mimic the step in pattern of the glass on the towers where water will cascade down the sides as it steps. These waterfalls will be lighted and relate to the surrounding environment. Ideas include changing colors as the air or water temperature changes or as the momentum of the falling water bounces off the negative areas. On the Water Street side, two (2) light "waterfalls" will include images reflecting Milwaukee's built environment, it's heritage, people or activities in Milwaukee and may be incorporated as a changing exhibit reflecting the work of the artists' co-op, or the work displayed in the anticipated river walk gallery. This treatment will mask the parking areas behind them.

Approved 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 –

<u>AREA</u>	<u>QT.</u>	<u>PARKING SPACES</u>	<u>RATIO</u>
Hotel	81 keys	81	1:1
Condos	219 max (198 proposed)	285 max (258 proposed)	1.3/u
Retail	10,400 SF	31	3:1,000 GSF
Public (structure)	Surplus	50 (77 per proposed)	
<i>Total Structure</i>		<i>447 spaces</i>	
Public (site)	Surplus	12	
Valet		4	
<i>Total Site</i>		<i>16 spaces</i>	
		463 Total Spaces	

B. Circulation Facilities – Uses include driveways, valet services and pedestrian facilities such as handicap accessible two-level river walk, public resting areas and public 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.

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 a number of spaces will be allocated for public parking to assist in alleviating parking congestion in the 5th Ward.
- 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. **MBE/WBE** – 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 Silver LEED rating. Our design approach will be measured against quantifiable methods.
- I. **EBE** – The Rivianna Group LLC is currently seeking a local Hispanic cabinet shop to produce a new European designed cabinet that will be used throughout the project. The Rivianna Group, LLC is committed to supporting local emerging businesses and minority and women owned businesses in the area to provide goods and services to the project.
- J. **Artist CO-OP** – An artists’ CO-OP is being considered and will include a gallery on the main river walk level featuring the work of co-op artists and artists from the community they are mentoring.
- K. **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

The proposed project as an amendment to a previously approved Detail Planned Development proposes:

A. Gross Land Area

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

B. Density

Approximately 198 total dwelling units are proposed with 81 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 295-605-5, Milwaukee Code or Ordinances, and other requirements of the City of Milwaukee Ordinances.

Signs will be designed and installed per the signage program shown on Sheet A4.0. The signage program includes temporary marketing signage (shown on sheet A4.1) prior to and during construction, directional signs, identification signs, informational signs, and canopy-mounted signs.

L. Survey

The Boundary/Site Survey, Sheet C0.0 shows topography at 1-foot intervals.

IV. MINOR MODIFICATIONS

The Rivianna Group LLC, in generating the plans for the GPD, 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 will retain the right to make minor modifications to the GPD at any time. However, in no event, will any modifications undertaken by The Rivianna Group LLC cause any of those effects sets forth in Section 295-907.2.i-1 through 7, without submittal of a revised GPD plan.

Minor improvements of the site maybe allowed without submittal and approval of a general plan if sufficient detail is shown on the approved GPD.

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.

EXHIBIT A
GENERAL PLAN DEVELOPMENT STATISTICAL SHEET
 The Rivianna Group, LLC
 Rivianna

Code	Description	Quantity	Square Feet	Acre	Total Project Percentage
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	0%
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures		4,321	0.00	0%
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Open Space (roof gardens)		10,328	0.14	0%
2.b-1-e	Total Area Devoted to Non-Residential Units		10,400	0.14	0%
2.b-1-f	Proposed Number of Buildings	One			
2.b-1-g	Max Number of Dwelling Units per Building	100 per tower			
2.b-1-h	Bedrooms per Unit	1.45 avg.			
2.b-1-i	Parking Spaces Provided				
		Surface	12		
		Structured	447		
		Valet	4		
		Total	463		
<i>Parking Notes</i>					
	Condominium = 1.3/units	285			
	285 spaces for 219 units (max per tower – keys)				
	[258 spaces per proposed 198 units]				
	Keys = 1/1 (81)	81			
	Commercial = 3/1000 (31)	31			
	Total	397			
	Total Parking Spaces Provided	463			
	Total req'd per Max Units (incl Valet spaces)	401	(397 + 4)		
	Total Surplus per Max Units (incl 12 Street sp)	62	(50 + 12)		
	[Total Surplus per Prop Units incl 12 Street sp]	89	(77 + 12)		