

File Number: 141113
Freshwater Plaza (1st & Greenfield) – Phase I
Detailed Planned Development Project Description
and Owner’s Statement of Intent

I. Components of Detailed Plan Development and Supporting Materials

Wangard Partners Inc. request that the properties at 1212 S. 1st St., 1278 S. 1st St., 1320 S. 1st St., 111 E. Scott St., 125 E. Scott St., 1233 S. Barclay St., 1236 S. Barclay St., 1277 S. Barclay St., 1278 S. Barclay St., 200 E. Greenfield Ave, and 224 E. Greenfield Ave. be granted approval for a Detailed Planned Development (DPD) in accordance with this statement.

This DPD proposes the construction of Phase I of The Freshwater Plaza Development. This phase includes the development of a grocery store and accessory parking located on Lot 1 and a portion of Lot 3 as identified on the Site Plan (C100). The second building, which is part of Phase I, is a 4-story mixed use building and accessory parking which will be located on Lot 3 as identified on the Site Plan (C100) as well. Additional features of Phase I will include a main entry drive to the site off of 1st St. and extending a drive to connect S. Barclay St. to E. Greenfield Ave. These statements, together with the accompanying plan sheets and related materials identified below constitute and support the Detailed Planned Development:

	Cover Page
A001	Location Map
C001	Plat of Survey
C002	Site Preparation and Erosion Control Plan
C100	Site Plan
C200	Overall Grading Plan
C201	Grading Plan
C202	Grading Plan
C300	Utility Plan
C400	Erosion Control Details
C401	Details
C402	Details
C500	Photometrics
L100	Landscape Plan
L101	Landscape Plan
L200	Landscape Details
A002	Architectural Site Plan Phase I
A003	Exterior Images

A100	Mixed Use Building - Floor Plans
A200	Mixed Use Building - Elevations
A201	Mixed Use Building - Exterior Images
A-1.0	Grocery Store - Floor Plan
A-1.1	2 nd Floor Plan
DE-1	Grocery Store - Elevations
DE-2.0	Grocery Store - Front View From SW
DE-2.1	Grocery Store - Front View From NW
A400	Site Photos

II. Overall Phase I Site Information

Phase I will include all of Lot 1 and a portion of Lot 3 as identified on sheet C100. Lot 1 includes a one story grocery store located in the Northeast corner of the site and the adjacent accessory parking. This Phase also includes the main entry drive off of 1st Street as well as the drive that extends S. Barclay St. to E. Greenfield Ace. The bike path that connects the site to the KK River Trail is included in Phase I as well.

The portion of Lot 3 that is included in Phase I is the 4-story mixed use building and the adjacent accessory parking. This building is located at the Southwest corner of Lot 3, just north of the future water feature as identified on the Site Plan (C100). Development on Lot 3 also includes a plaza at the Southwest corner of the site, adjacent to the mixed use building. The portion of Lot 3 not included in Phase I is the one story retail building located on the Northwest corner of Lot 3 along 1st Street and the adjacent parking as indicated on the Architectural Site Plan (A002).

The remainder of the unpaved site during Phase I will be seeded with low-mow fescue. During Phase I the parking ratio for the grocery store on Lot 1 will be 3.65/1000. The parking ratio for Retail A in the mixed-use building on Lot 3 will be 3.58/1000. The parking ratio for Retail B in the mixed-use building on Lot 3 will be 3.38/1000. The Parking ratio for the residential in the mixed-use building on Lot 3 will be 1.01 cars per unit.

Parking Data Phase I					
Use	Gross SF	Max. Pkg. Ratio	Max. Pkg.	Actual Pkg.	Actual Pkg. Ratio
Grocer	46,280	3.50	162	169	3.65
Retail A	9,500	3.50	33	34	3.58
Retail B	6,500	3.50	23	22	3.38
Total	62,280		218	225	

III. Uses

Lot 1: The building on Lot 1 will be a grocery store. An accessory use parking lot would be located adjacent to the grocery store.

Lot 3: The building on Lot 3 will be a 4-story multi-tenant mixed use building. The top 3 floors will be multi-family dwelling units. The ground floor will have the following allowable uses: (i) secondary educational, (ii) retail establishment, artist studio, (iii) medical office, medical research laboratory, (iv) personal service, business service, catering service (v) tavern restaurant sit-down, Restaurant fast-food/carry-out, (vi) health club, (vii) research and development, (viii) parking lot accessory use, (ix) parking structure accessory use.

IV. Grocery Store (Lot 1)

The grocery store has been located in the Northeast corner of the site along the rail road tracks. Placing the grocery store deeper into the site allows for visual access from S. 1st Street to the parking, making for a more secure environment. The one story grocery store will be constructed of masonry, glass and steel. It measures approximately 260 feet wide by 188 feet deep. It will have a gross square footage of approximately 46,200 square feet. It is set back from the Northern edge of Lot 1 by approximately 21.8 feet. It's set back from the East edge by approximately 1.2 feet. It's set back from the south edge by approximately 13.9 feet. The grocery store is an approximately 34 foot tall structure designed with an urban character and has ample fenestration on the front Western edge (see plan sheet DE-1 & DE-2). Loading for the grocery store will be accomplished with a 2 bay loading dock located on the North side of the building set back from the front façade approximately 85 feet. Bike parking for employees will be provided inside the building. Public bike parking will be provided on the Southwest corner of the building. Storage for grocery carts within the parking lot will be provided via cart corrals as noted on the Site Plan (C100). The grocery store will also have outdoor sales for seasonal markets located on the sidewalk in front of the store or in the accessory parking lot.

V. Mixed Use Building (Lot 3)

The 4 story mixed use building has been designed to define the street edge of S. 1st Street and E. Greenfield Avenue. The L shaped building measures approximately 162 feet by approximately 288 feet. It will have a gross square footage of approximately 104,415 square feet. It's set back from 1st Street 10 feet to allow for a series of stairs to accommodate an approximate 1.48 foot grade change from water street to the finish floor. It's set back from Greenfield Avenue 40.7 feet to accommodate the water feature. It is an approximately 51 foot tall structure. The intersection the building is carved out to create a node that terminates the future water feature into a place rather than simply ending into 1st Street. A passage is cut through the building to connect the future water feature to the parking to the North. Access to the residential lobby will be placed at this passage. Access to the parking below the building is from the East. For the

residents, bike parking will be provided at the underground parking level at the end of each parking stall. Public bike parking will be provided at the Southwest corner of the lot. The building is designed with high quality materials of masonry, precast, metal panel, steel and glass. Main entrances from public streets will not be secured doors. The Storefront glass may contain up to 50% spandrel glass to accommodate back of spaces for the retail. The composition relates to the industrial neighborhood without trying to copy its historic nature (see plan sheet A200 & A201).

The floor plan mix is as follows (see plan sheet A100):

- (3) Micro Units
- (14) Studios
- (46) 1 Bedroom Units
- (9) 2 Bedroom Units

VI. Compliance with Standards

The proposed DPD development complies with the standard prescribed by section 295-907 of the Milwaukee Code of Ordinances.

1. Uses: The building on Lot 1 will be a grocery store. On Lot 3 the building will be a multi-tenant mixed use building. The top 3 floors will be multi-family dwelling units. The ground floor will have the following allowable uses: (i) secondary educational, (ii) retail establishment, artist studio, (iii) medical office, medical research laboratory, (iv) personal service, business service, catering service (v) tavern restaurant sit-down, Restaurant fast-food/carry-out, (vi) health club, (vii) research and development, (viii) parking structure accessory parking, (ix) parking lot accessory parking.

2. Design Standards: (except for Phase 1 grocery store and corner mixed use building)

Goal: Design the site and buildings to create a cohesive and inviting sense of place and fit within the larger context of the site and existing neighborhood.

Site Design and Building Placement Standards:

1. Buildings should be located within 5' of the street property line and located up to the corner formed by the public street and development access lanes.

2. Minimum amount of street edge build-out of each outlot and development site is 50%.

Portions of the street façade setback beyond 10' would not be counted for the build-out dimension. A building not meeting this standard shall have minimum 3' masonry wall at the parking area of the remaining street frontage (exclusive of walk and driveway area), constructed of finished quality masonry coordinated with the building design. In no case may the building be less than 30% of the street frontage.

Building Design Standards:

1. Minimum building height is 22 feet, measured to the top of parapet. This does not include taller limited special features.

2. Buildings shall face the public streets and access drives, having main entrances and windows along the front building facade. Blank walls and lack of, or locked doors, are not permitted.

3. Building facades adjacent to public streets shall be modulated with a combination of two or more of the following: articulated bays, windows, openings, depth in façade, awnings, varying color, texture, coordinated landscaping and/or other architectural detailing.

4. Façade Materials:

High quality building materials, such as masonry, metal, glass and stone should be utilized. Exterior finish systems such as EIFS shall not exceed 30% of the exterior wall area and shall not be used on the base of building (from the ground to the first 6 ft). Vinyl siding is prohibited.

5. Special Features at S. 1st Street and Access Drive:

Buildings located at the intersection to the development area shall have the most significant corner treatments. Articulate the corner or visual termination on a building at the identified special corner or street end visual termination through use of elements such as larger windows, extruded elements, or additional pre-cast stone lines

6. Glazing along South 1st Street, Greenfield Avenue and vacated Barclay Street frontages:

Minimum glazed area, public street frontage 60%

Minimum glazed area, access drive frontage 15%

Minimum glazing zone height 6'

Maximum height of glazing zone sill 2'-6"

Glazing quality visible transmittance $\geq .65$

Glazing alternatives Available, see 295-605.2.i.3

7. Every new building shall have a primary entrance door on the front façade. A primary entrance door shall not be required on the front façade if there is a primary entrance door on a side façade and that door is within 20 feet of the front façade.

8. Where a lot is adjacent to a public sidewalk, each principal building on the lot shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance to the building. The presence of an access drive does not fulfill this requirement. All required pedestrian walkways shall be paved with non-asphalt materials. All required pedestrian access ways shall be at least 5 feet in width.
9. Provide direct, continuous, safe and accessible pedestrian walkways between public sidewalks, bike trails and public transportation stops and building entrances.
3. Density: The density of Phase I Lot 1 will be 46,200 SF, The density of Phase I Lot 3 will be 16,000 SF for the retail and 8.52 d.u./Acre for the Residential The total density of phase I will be 62,000 SF for the retail and 8.52 d.u./Acre for the residential.
4. Space between Structures: The space between structures are greater than required by building code.
5. Setbacks: The grocery store is set back from the Northern edge of Lot 1 by 21.8 feet. It's set back from the East edge by 1.2 feet. It's set back from the south edge by 13.9 feet. The mixed-use building is set back from 1st Street 10 feet to allow for a series of stairs to accommodate an approximate 1.48 foot grade change from water street to the finish floor. It's set back from Greenfield Avenue 40.7 feet to accommodate the water feature.
6. Screening: Raised Planters are used to screen surface parking. Trash containers will be screened with enclosures constructed of masonry or concrete. Rooftop units will be screened from view.
7. Open Space: Phase I of the Freshwater Plaza Development does not have a public open space.
8. Circulation, Parking, and Loading: The Site Plan of the project allows for ample vehicular and pedestrian access into the site. A new drive extend S. Barclay through the site with a major roadway with pedestrian access on both sides. Perpendicular to S. Barclay, another major roadway allows for access into the site from S. 1st Street, connecting S. Barclay with S. 1st Street. These major roadways have been designed to be more like urban streets rather than driveways. They are wider than typical drives with sidewalks and street trees flanking each side. Pedestrian access to the mixed use building is provided from both S. 1st St. and E. Greenfield Ave. The KK River Trail is a bike path that runs adjacent to the site along the railroad tracks. A path has been created in between the parking deck and grocery store to allow for a connection to this trail. A bike share component will be located in a highly visible location along Greenfield Avenue. It will be installed during Phase I. Loading for the grocery store will be accomplished with a 2 bay loading dock located on the North side of the building set back from the front façade

approximately 85 feet. Access to below grade parking for the mixed use building is from the East end of the building.

9. Landscaping: The site landscape is based on the use of natural species of low-maintenance. All vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement. Landscape plans have been provided.
10. Lighting: All parking area lighting for commercial spaces is intended to minimize glare onto adjoining properties. Exterior lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. Standard Milwaukee Harp Street Lights will be used at Street edges (See cut-sheets of site lighting & plan sheet C400).
11. Utilities: The placement of above ground utility infrastructure will be limited. Where it is not possible or practical to place this infrastructure below grade, it will be placed on the site in such a manner as to limit the visual impact from the street which would include landscape screening. Existing utility poles will be removed and the associated service will be placed below grade and grouped with the new utility services where possible.
12. Signs: All site signage and building signage will be in accordance with the Milwaukee Code of Ordinances (table 295-605-5 LB2 type A) which will include the installation of one freestanding sign along S. 1st St., one freestanding sign along E. Greenfield Ave, and building mounted signage. Up to 4 temporary signs would be placed along S. 1st St. at the South and North sides of the site during construction. The maximum size would be 4'x8'. The signs would be screen printed on plywood or vinyl and mounted to the site fencing. The signs would include renderings of the various projects and include text identifying project partners and financial contributors. Periodic signs for leasing and sale would also be used on a temporary basis. The project may include one rental sign located along the construction fence along S. 1st St. which would not exceed 48sf and be made of screen printed vinyl or a similar material. When the mixed use building is complete a banner sign for leasing may be placed on the Northwest corner of the building which will be removed within 12 months of substantial completion of the mixed use building. This sign would be made of the same materials as the sale and leasing sign and not exceed 100sf.

VII. Site Statistics

Phase I Lot 1 (Grocery Store & Parking)

Gross Land Area	146,842 SF	100%
Area of Government Lot 5	19,975 SF	
Land Covered by Principal Building	42,310 SF	29%
Land for Drives and Walks	89,242 SF	61%
Open Space	15,290 SF	10%
Density	Retail: 46,280 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Surface Parking Spaces	169	3.65/1000

Phase I Lot 3 (Mixed-Use Building & Parking)

Gross Land Area	90,363 SF	100%
Land Covered by Principal Building	17,492 SF	19%
Land for Drives and Walks	57,033 SF	64%
Open Space	15,838 SF	17%
Density	Residential: 8.52 /Acres Retail: 16,000 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	72	
Bedrooms per Unit	(3) Micro (14) Studios (46) 1BR (9) 2BR	1.2BR/Unit
Min. Covered Parking Spaces	72	1.00 Cars/Unit
Min. Surface Parking Spaces	56	3.50 Cars/1000

Total Phase I

Gross Land Area	237,205 SF	100%
Land Covered by Principal Building	59,802 SF	25%
Land for Drives and Walks	146,275 SF	62%
Open Space	31,128 SF	13%
Density	Residential: 8.52 /Acres Retail: 62,280 SF	
Proposed Number of Buildings	2	
Max. # of Units per Building	72	
Bedrooms per Unit	(3) Micro (14) Studios (46) 1BR (9) 2BR	1.11BR/Unit
Min Covered Parking Stalls	72	1.00 Cars/Unit
Min. Surface Parking Spaces	225	3.61/1000