

WORKSHOPARCHITECTS

January 26, 2007

City Hall
200 East Wells Street
Milwaukee, WI 53202
Attn: City of Milwaukee Planning Commission and Common Council

Re: Submission of Detailed Planned Development for
2001 N Holton

Dear City of Milwaukee Planning Commission and Common Council:

On behalf of our clients, Holton 2001, LLC, Workshop Architects, Inc. is pleased to submit the project description and documentation for the Detailed Planned Development for the Brown and Holton Development located at 2001 North Holton Street.

Sincerely,



Melissa M. Modjeska
Project Manager
Workshop Architects

Cc: Sonny Bando, Holton 2001, LLC
File

Workshop Architects, Inc.
1736 North Second Street
MILWAUKEE Wisconsin 53212
Voice: 414.272.8822
Facsimile: 414.272.8812
mail@workshoparchitects.com

HOLTON 2001, LLC

2001 North Holton Avenue
File No: 061111

Detailed Planned Development
Project Description and Owner's Statement of Intent
January 26, 2007

Components of Detailed Plan and Supporting Materials

Purpose

Holton 2001, LLC (H2001) requests 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.

Plan Sheets

- T100 Title Sheet
- C100 Existing Conditions Survey
- A011 Site Plan and Landscaping Plan
- A200 Ground Floor Plan
- A201 Apartment Floor Plan
- A202 Condominium Plan
- A400 Building Elevations
- A401 Building Elevations

- Exhibit A Statistical Sheet
- Exhibit B Existing Site Photos and Context
- Exhibit C Vicinity Map

HOLTON 2001, LLC
1737 North Palmer Street
MILWAUKEE, Wisconsin 53212
Voice: 414.263.4014
Facsimile: 414.263.4055

HOLTON 2001, LLC

Overall Development Concept

I. Introduction

2001 Holton, LLC, has engaged Workshop Architects to analyze and create a vision for a mixed-use building compromising of residential condominiums, apartments and retail at North Holton and Brown Streets. A 6th District neighborhood meeting took place at the DNR Building on Monday, January 22. Proposal plans have been sent to Alderman McGee. In addition, Workshop Architects has met with DCD for input.

We are proposing street level retail space, three levels of apartments and top floor of condominiums, which are set back from the building edge. Vehicular access is obtained from the alley to the apartment parking and off of Brown Street for the condominium parking. The interior parking is provided for residents at a ratio of one space per bedroom and screened alley parking is provided for retail employees. The residence and retail uses serve to enhance the immediate area, and will be a high quality precedent for future neighborhood development. An existing building is present on the property and will be demolished for the proposed project.

The subject parcel is unique in that it is a corner lot; thus giving the building two street fronts and entrances, one public on Holton Street for the retail and one private on Brown Street for the residences. The proposed project completes the urban fabric of the city block by building to each street's lot line. The building also serves as a gate way to the neighborhood and weaves present architecture with the historical architecture of the neighborhood. A name of the project is still under consideration.

II. Zoning Overview

2001 Holton, LLC proposes a 5-story building that is designed to a height of 57'-8" to the main roof, which is below the 60'-0" maximum allowed by NS2 zoning. The proposed setbacks for this development are also in compliance with the requirements for the NS2 standards of the Milwaukee Zoning Ordinance.

The zoning of the parcel is NS2 (Neighborhood Shopping 2). It falls within the boundaries of Brewers Hill and Harambee Neighborhood Conservation Overlay District, specifically in Sub Area B. However, this parcel is exempt from the overlay standards as it is located in a commercial zoning district per the Development and Design Standards for the Brewers Hill and Harambee Neighborhood Conservation Overlay District.

The first level will be assigned for retail use, support spaces for the apartment and condominium use and parking. Allowed uses of the retail include, as defined by Table 295-603-1, office including medical, general retail establishments, personal services, business and restaurant, sit-down. The building developer will be soliciting input from the neighborhood to assist in defining desired retail tenants. The support spaces include a lobby, an office for the building manager, a community room and an exercise room.

Levels 2 – 4 will be assigned to multi-family apartments. The floor plan consists of a mix of 1 and 2-bedroom apartments for a total of 15 units per floor. Level 5 is also assigned to multi-family use; however, this floor is dedicated to the condominiums. There is a mixture of (8) of 1 and 2-bedroom units. Per the standards of Milwaukee Zoning Ordinance of NS2 standards, this site is allowed a density of 33 units or 1200 SF of land per unit; this detailed planned development proposes an increase of 20 units for a total of 53 units.

HOLTON 2001, LLC
1737 North Palmer Street
MILWAUKEE, Wisconsin 53212
Voice: 414.263.4011
Facsimile: 414.263.4055

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2001 North Holton
DPD Project Description

High quality architectural materials will be used in the construction of the building, which includes a combination of wood, brick, metal and glass. These materials will be interwoven throughout the building facade. The condominium floor is setback approximately 15'-0" from the building edges and is primarily composed of aluminum windows system with metal siding trim.

III. Compliance with Standards (295-907.c-3 Standards)

The proposed DPD development re-zoning complies with, or varies from, the standard prescribed City of Milwaukee Zoning Ordinance Section 295-907 in the following respects:

1. USES (295-907.c-3-a):

Development is for multifamily residential with parking for the residents and retail. Independently accessed parking is provided for the retail function. The proposed retail uses include a coffee shop, offices and other personal services.

2. DESIGN STANDARDS (295-907.c-3-b):

The proposed building includes grade level pedestrian, vehicular and retail entrances. There are 1 story of retail and parking, 3 stories of apartments and 1 story of condominiums, totaling 5 stories above grade. Retail, a lobby, community room, exercise room and mechanical spaces are located on the ground floor.

The mass of the building is reduced by stepping the building back on the upper floor and recessed balconies. The building facade is an undulation of masonry, wood, metal panel and glass exterior materials. The proposed wood material is a product called Prodema, which is a wood veneer product. The retail component will have aluminum storefront. Varying masonry forms define a datum relating to the existing buildings within the neighborhood. The sidewalks will be replaced along the street frontage.

3. DENSITY (295-907.c-3-c):

Proposed building provides 45 apartment units and 8 condominium units for a total of 53 units, or a ratio of 734 SF of land per dwelling unit.

4. SPACE BETWEEN STRUCTURES (295-907.c-3-d):

The proposed space between structures varies due to the placement of the building. The proposed building varies from 4 to approximately 10 feet from the north neighboring building and 41 feet from the west neighboring building. The property is located on a corner lot which is fronted by streets and/or an alley on three sides. See attached site plan.

5. SETBACKS (295-907.c-3-e):

The allowed setbacks are based on the NS2 requirements and the proposed setbacks are actuals based on the building layout.

- North (side) property line setback:
 - Per standard – none; Actual – Varies, 2'-0" to 7'-6"
- South (side, street) property line setback:
 - Per standard – none to 5'-0" maximum; Actual – 0'-0"
- East property line (front) setback:
 - Per standard – none to Average maximum; Actual – 0'-0"
- West (rear) property line setback:
 - Per standard – none; Actual – 18'-0"

6. SCREENING (295-907.c-3-f):

Use of decorative masonry on the south elevation toward the alley will provide the required screening for the exterior parking at the alley. The screening will also include landscaping material, such as shrubbery.

7. OPEN SPACES (295-907.c-3-g):

The proposed building provides grade level open spaces on the south and the east that will be landscaped. There is an additional open space at the 5th level on the east and south facades dedicated to the residential units on that level.

8. CIRCULATION, PARKING AND LOADING (295-907.c-3-h):

Vehicular access for the residents is separate from the pedestrian access and is located away from the intersection of Holton and Brown. There is a separate condominium parking entrance on Brown. It is anticipated that a maximum of 11 cars will be using this entrance. Parking for retail and apartment units are accessed off of the existing alley. Trash and recycling will be picked up from the alley with dumpsters that are stored within an enclosure at the exterior of the building. The enclosure will be constructed with materials to complement the main structure – masonry and metal panel. There are a total of 75 parking spaces for a 1:1 ratio of the number of bedrooms to parking. Of the 75 spaces, 4 spaces, accessed off the alley, are dedicated to the retail employees.

9. LANDSCAPING (295-907.c-3-i):

The design provides opportunities for annual planting or permanent landscaping along the south, east and north perimeter of the building. Residents will provide their own potted gardens at their terraces.

10. LIGHTING (295-907.c-3-j):

Outdoor lighting will comply with current lighting regulations for planned development districts. Signage will be illuminated; the source of the illumination will not be visible.

11. UTILITIES (295-907.c-3-k):

Existing overhead utilities located on the property will be moved underground. The new service transformer for the building will be located within the building, out of sight.

12. SIGNS (295-907.c-3-l):

The building design integrates a sign band, which is incorporated into the weave of the horizontal metal panel bands. Signs will be incorporated into this band for each retail entrance and resident address sign. The lettering is open channel and will be limited to 18 SF. A metal backdrop will be provided for each sign. These signs shall be considered L-2. There will be an L-2 sign above the two garage entrances as well. An L-4a sign during construction will be erected. An L-4b sign will be erected to advertise sale of condominiums and rental of apartments.

13. SIGN ILLUMINATION (295-907.c-3-m):

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

IV "Statistical Sheet" Information

Section 295-907.2.c.1 of the Milwaukee Zoning Code provides that this Owner's DPD Project Description contain a statistical sheet setting for the specific information on the project. This information is attached hereto as Exhibit A.

Exhibit A – Statistical Sheet

295-907, Planned Development District (PD/DPD)

- 2. c-1a: Gross land area – 38,904 square feet.
- 2. c-1b: Maximum amount of land covered by principle building – 33,769 square feet.
- 2. c-1c: Maximum amount of land devoted to parking, drives, and parking structures – 3,520 square feet. Count excludes any covered parking which is included in 2. c-1b.
- 2. c-1d: Minimum amount of land devoted to landscaped open space – 1,139 square feet to property line at ground plan (plus 2,245 square feet from property line to sidewalk) and 1269 square feet at the 5th level terrace.
- 2. c-1e: Maximum proposed dwelling unit density – 53 dwelling units or 734 SF of land per unit.
- 2. c-1f: Proposed number of buildings is one.
- 2. c-1g: Maximum number of dwelling units per building – 53 dwelling units.
- 2. c-1h: Bedrooms per unit – average of 1.34 bedrooms per unit.
Unit Mixes (per floor):

Apartment (3 Floors)	Condominiums (1 Floor)
9 1-bedrooms	4 1-bedrooms
1 1-bedroom + den	1 1-bedroom + den
5 2-bedrooms	1 2-bedroom
15 units/floor	2 2-bedrooms + den
	8 units/floor
- 2. c-1i: Parking spaces provided and ratio per unit – 71 spaces; ratio is 1.34 spaces per dwelling unit. 6 spaces are provided for the non-residential function.



3. VIEW LOOKING NORTHWEST (INTERSECTION OF BROWN AND HOLTON STREETS)



1. VIEW FROM BROWN STREET



2. VIEW LOOKING SOUTH

BROWN & HOLTON STREET DEVELOPMENT

EXHIBIT B



5. VACANT LOT - SOUTHWEST CORNER OF BROWN AND HOLTON



4. 2014 NORTH HOLTON



3. 2010 NORTH HOLTON



1. 2029 NORTH HOLTON



2. 1934 NORTH HOLTON

BROWN & HOLTON STREET DEVELOPMENT

EXHIBIT B



12. 1924 N HUBBARD



11. 1924 N HUBBARD



10. 234 E RESERVOIR AVE



9. 327 - 329 EAST BROWN ST



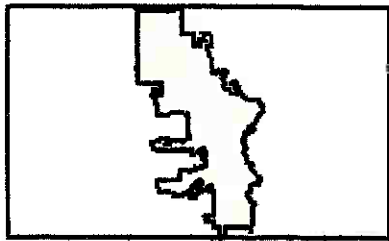
6. 234 E RESERVOIR AVE



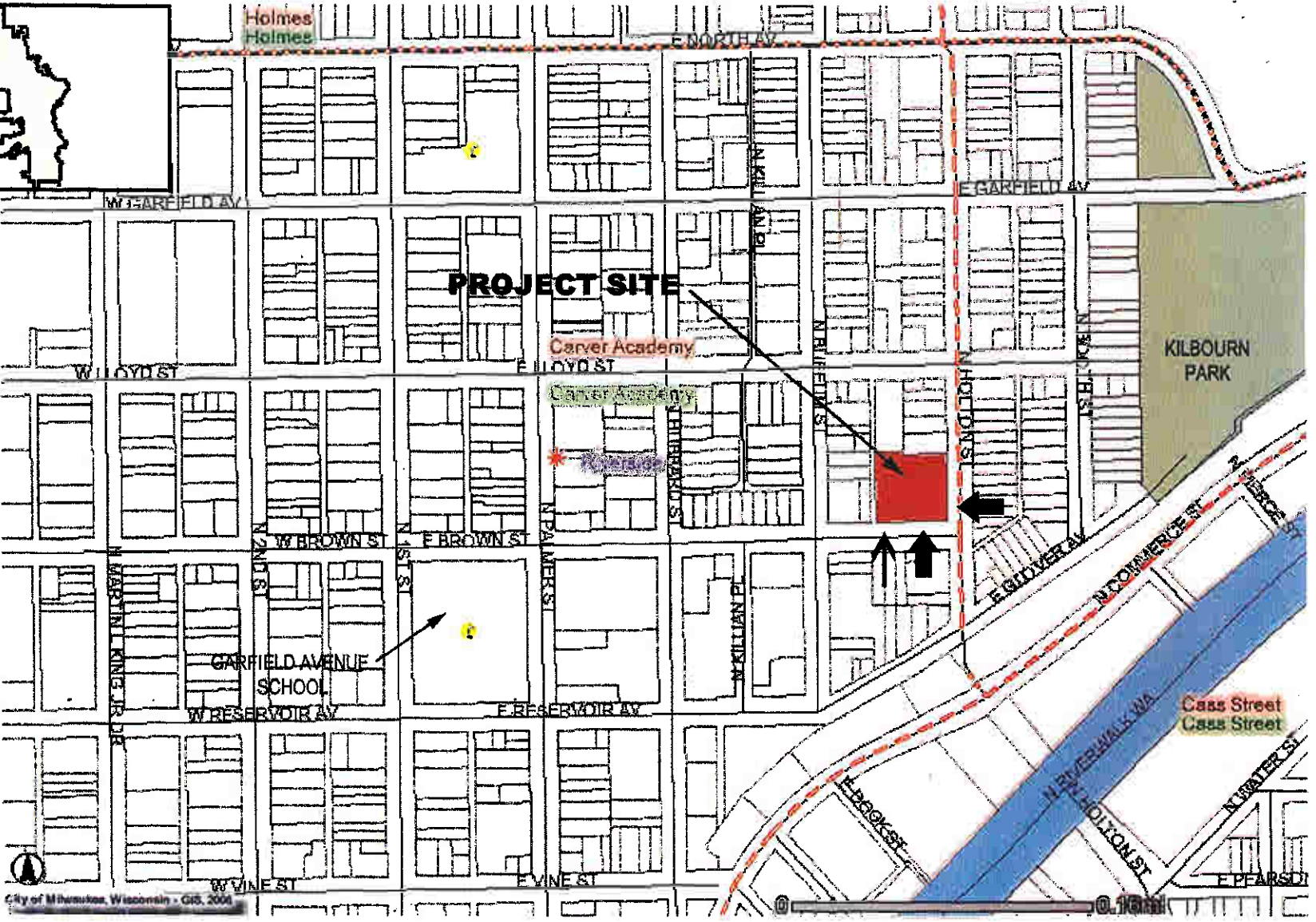
7. 1830 N HUBBARD



8. 302 - 338 EAST BROWN ST



- Legend**
- Fire Houses
 - Police Stations
 - Hospitals
 - Libraries
 - Planned/Proposed Bikeways
 - Planned Bike Lane
 - Proposed Bike Lane
 - Proposed Bike Route
 - Proposed Bicycle Boulevard
 - Missing Link
 - Streets
 - Parcels (Outline)
 - Waterways
 - Parks and Parkways
 - Schools**
 - Preschool
 - Elementary
 - Elementary, Middle
 - K-8
 - Middle
 - K-8, Middle
 - Elementary, Middle, High
 - 6-12
 - Middle, High
 - High
 - MPS High School Districts
 - MPS Middle School Districts
 - MPS Elementary School Districts
 - Parcels
 - City Limits



- PEDESTRIAN ACCESS
- VEHICLE ACCESS

**EXHIBIT C
VICINITY MAP FOR
HOLTON & BROWN STREET DEVELOPMENT**