

# LIBERTY

PROPERTY TRUST

PARK PLACE  
DETAILED PLANNED DEVELOPMENT (DPD)  
STAGE XVII

PROPOSED 1ST AMENDMENT  
EXHIBIT "A-1"

## SIGNAGE

The STAGE XVII Detail Plan shall be amended to include the attached Project, Building and Tenant Signage Plans that has been designed to match the predominant signage standard used by Trammell Crow Company throughout the original development. This standard incorporated a masonry monument sign with a brick soldier base course(s) and double row-loc surround with a black painted metal background panel with brushed stainless or aluminum channel copy and reveal frame. The standard includes the use of a horizontal proportioned single face sign building address monument sign with address numbers and adds Liberty identification. The address sign location standard was generally either centered on the building or located on one side of an entrance drive. The building/tenant sign is a vertically proportioned single faced monument sign that identifies the Liberty Building and 3-4 main tenant(s). The location standard sign for this sign was located at the main entrance drive. The Liberty I signage has a building/tenant sign located at the entrance from W. Park Place and the proposed Liberty Parkway. The only design modification incorporates the use of a 4-inch limestone cap to tie-in with the project signage.

The Project signage allows Liberty Property Trust, the major Park Place landlord, to establish its own identity within Park Place. Liberty, through an Out-of-Program Agreement with the City of Milwaukee is currently extending a ring road around the existing man-made lake to serve the 75 acres of vacant purchased from Trammell Crow/Citicorp. The road will be known as Liberty Parkway and intersects W. Park Place immediately west of N. 107<sup>th</sup> Street and at the west between the recently completed Hilton Hotel and the three-story Liberty I at Park Place projects. The primary project signage consists of two flanking curved masonry monument walls which reflect the materials used on Liberty I and the predominant existing signage monument signs. The curved single face sign provides the Liberty at Park Place and Liberty Property Trust identification with brushed stainless or aluminum channel copy and reveal frame over a black painted metal background panel. This sign is visible from the merger of U.S 41 and U.S. 45. The use of masonry piers, a limestone base and cap with granite accent medallions add further quality to the signage. Three flagpoles and ground mounted floodlighting and extensive landscaping will add to the Liberty at Park Place entrance statement. Through a separate Detailed Plan, a reduced single curved monument sign is proposed for the N. 107<sup>th</sup> Street entrance.

ZND/ce

## EXHIBIT A

File No. 001086

# LIBERTY

PROPERTY TRUST

PARK PLACE  
DETAILED PLANNED DEVELOPMENT (DPD)  
PROPOSED STAGE XVII  
EXHIBIT "A"

## INTRODUCTION:

The General Planned Development, known as Park Place, was originally approved as a 140 acre Type I General Plan in February 1981, and subsequently amended with the 135 acre expansion, to provide for the staged deferred development of approximately 275 acres of land on the northwest side of Milwaukee. The proposed General Plan for Park Place consists of an integration of commercial developments within a total and distinct environment. The diverse blend of activities will be unified through use of lakes, open green spaces, landscaping and high quality architecture in a campus-like atmosphere.

The proposed Stage XVII development is for a Class "A" 3-story office building of approximately 90,000 square feet, located between and directly north of the Stage I One Park Plaza 12-story office tower and south of the Stage XVI Hilton Hotel currently under construction. Liberty Property Trust (liberty) which is the Owner and developer of the project, has agreed to purchase approximately 68 acres (the major portion of the undeveloped Park Place property south of W. Calumet Road) from Trammell Crow/Citicorp Real Estate. Liberty also owns five existing buildings in Park Place and is committed to serving as a catalyst for further high quality development of Park Place.

## BOUNDARIES:

The existing Park Place legal description and Plat of Survey on are on file. The area included in the overall General Plan is located in the northwest section of Milwaukee, bordered on the west by the merger of Fond du Lac Avenue (U.S. 41) and U.S. 45; to the east by N. 107th Street; to the south by W. Good Hope Road; and to the north by W. Bradley Road.

The legal description for the proposed Stage XVII development is included with the Detailed Plan submittal. The project boundaries are One Park Plaza to the south, West Park Place frontage to the west, the proposed new public ring road right-of-way to the north (which borders to the south of the Hilton Hotel site currently under construction) and a future development site and the west bay of Park Place lake to the east.

## TOPOGRAPHY:

The topography consists of a generally flat grade with a gradual slope down to the lake along the lake edge with berming along the southern boundary.

## ACCESS:

Access to the site includes a dual main connection to West Good Hope Road via entrance/exit ramps with an entrance trumpet for eastbound traffic along with on and off ramps from U.S. 41 and U.S. 45 to North 124th Street, which intersects both West Park Place and West Bradley Road. The primary internal circulation will be on West Park Place which runs along the western property boundary. The four lane boulevard, which connects to the primary access points from North 107th Street and West Good Hope Road to the south, narrows down to a four lane 48'-0" wide pavement section which serves the northern portion of the site. From West Park Place a new public ring road is proposed which will provide additional access to the project and also provide access to future office buildings overlooking the existing man-made lake within the interior areas of the site.

PARK PLACE  
DETAILED PLANNED DEVELOPMENT (DPD)  
PROPOSED STAGE XVII  
EXHIBIT "A"

UTILITIES:

The utility design and construction, which occurred with the Stage I development, was planned with the ultimate development in mind. The utility mains in West Park Place have been designed and sized to be extended to service the future internal developments within the site. The project will be served by the sanitary, storm sewer and water mains which currently lie within West Park Place. Additional utilities (not required for this project) which will be designed and installed under an Out-of Program Agreement in the year 2000, will loop through within the right-of-way of the future public ring road to serve future Liberty developments in Park Place.

STANDARDS:

Stage XVII will occur within sub-area "B" of the General Planned Development Area Map included with the attached Exhibit D-1 Area Schedule and Map. The General Planned Development Standards shown on Exhibit D outlines the Permitted Uses, Minimum Building Setbacks and Spacing, Required Off-Street Parking, Signage Standards, Miscellaneous Design Standards along with Exhibit D-1 Area Schedule and Map. The Area Schedule and Map break down the site into seven sub-areas labeled "A" to "G". Within each sub-area, the schedule identifies the total building area, land area, parking area, road/drive area, total open land area, maximum building height and permitted uses. Area "B" allows for the construction of 740,000 square feet of which approximately 440,000 square feet have been developed with the One and Two Park Plaza twelve-story twin towers. At 90,000 square feet, Stage XVII leaves over 200,000 square feet of permitted density on the one remaining site (not controlled by Liberty) between the towers.

PROPOSED STAGE XVII:

The proposed Detailed Planned Development (DPD) is to permit the Liberty Property Trust to develop a Class "A" 3-story office building of approximately 90,000 square feet with surface parking for approximately 450 cars and underground parking for approximately 65 cars. The building materials will include the use of brick, precast lintels and sills, granite accents, tinted colored glass and a sloped metal roof to screen roof-top mechanical units. The building's architecture consists of "wings" that embrace the lake and are joined in a curved "hinge" and features a two-story atrium that opens onto a patio that overlooks the lake. Pedestrian walkways will link the building to the new Hilton Hotel and to other buildings around the lake.

More specifically this Detailed Plan proposes the following impact on the General Planned Development:

Park Place Area Schedule:

Area B Proposed Stage XVII Areas

Total Building Floor Area	91,500 s.f.	
Total Building Coverage	29,707 s.f.	
Land Area	284,739 s.f.	
Parking Area	126,343 s.f.	
Road/Drive Area	in above	
Total Open Land Area	128,690 s.f.	45%

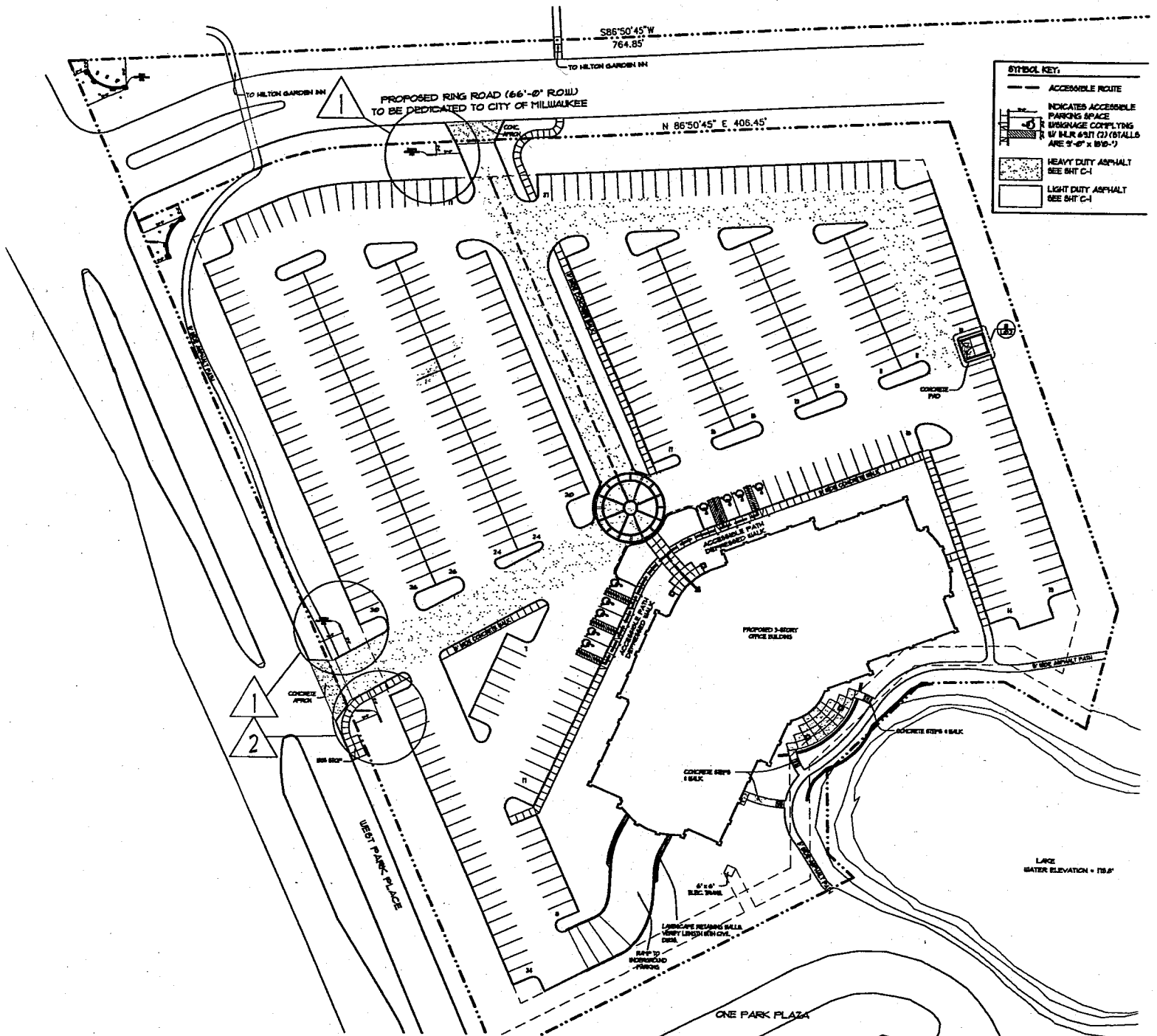
PARK PLACE  
DETAILED PLANNED DEVELOPMENT (DPD)  
PROPOSED STAGE XVII  
EXHIBIT "A"

**CONCLUSION:**

In conclusion, the Stage XVII Detailed Planned Development, is intended to meet the needs of Liberty Property Trust to expand upon the high quality and unified concept of the original General Planned Development. It is our desire of to continue the creation and expansion of the Park Place project, as a project of the highest quality standards in the City of Milwaukee and State of Wisconsin. It is with these intentions that this Detailed Planned Development, is respectfully submitted for approval to the City Plan Commission and Common Council.

Liberty Property Trust

John N. DiVall, Regional Vice-President

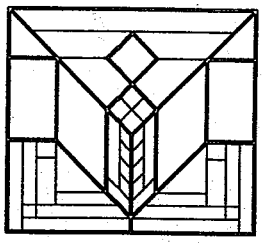


**KEY NOTES:**

- 1 NOTE BUILDING IDENTIFICATION SIGN LOCATION
- 2 NOTE ADDRESS SIGN LOCATION

1 SITE PLAN  
A02

SCALE: 1/16" = 1'-0"



**LIBERTY I AT PARK PLACE**  
MILWAUKEE, WISCONSIN  
**LIBERTY I BUILDING SIGN**  
**LOCATIONS**

**STEPHEN PERRY SMITH ARCHITECTS**  
14135 N. CEDARBURG RD., MEQUON, WI 53097

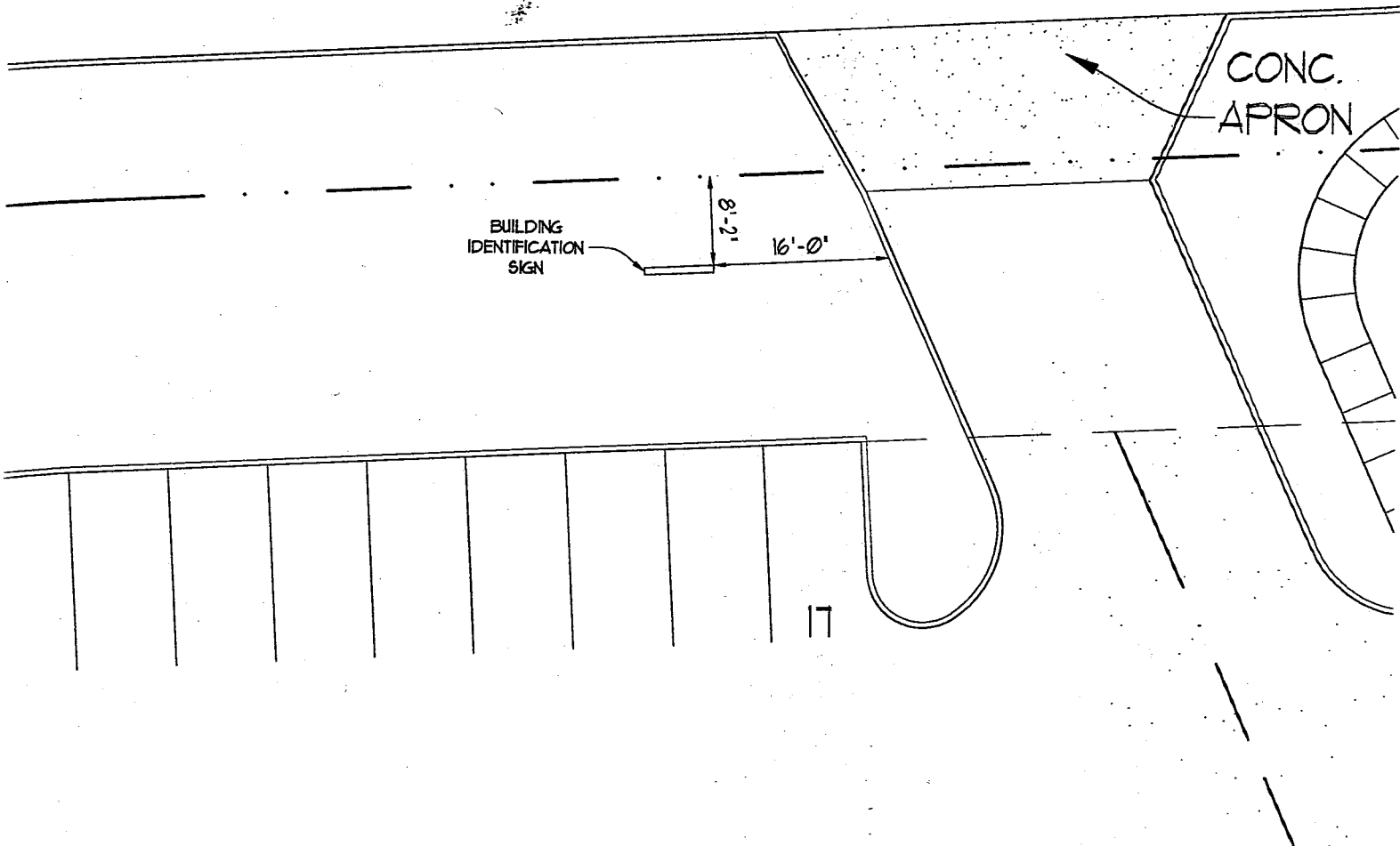
**INFORMATION**

PROJECT ARCHITECT	SPS
DRAWN BY	RRS
PROJECT NUMBER	LPT-99-505
ISSUED FOR	CONSTRUCTION
SHEET	A02
DATE	9/15/00

**CONSTRUCTION BULLETIN:**

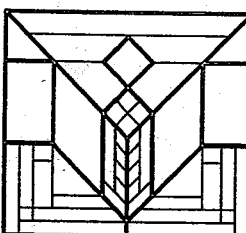
SHEET:  
**1 OF 5**

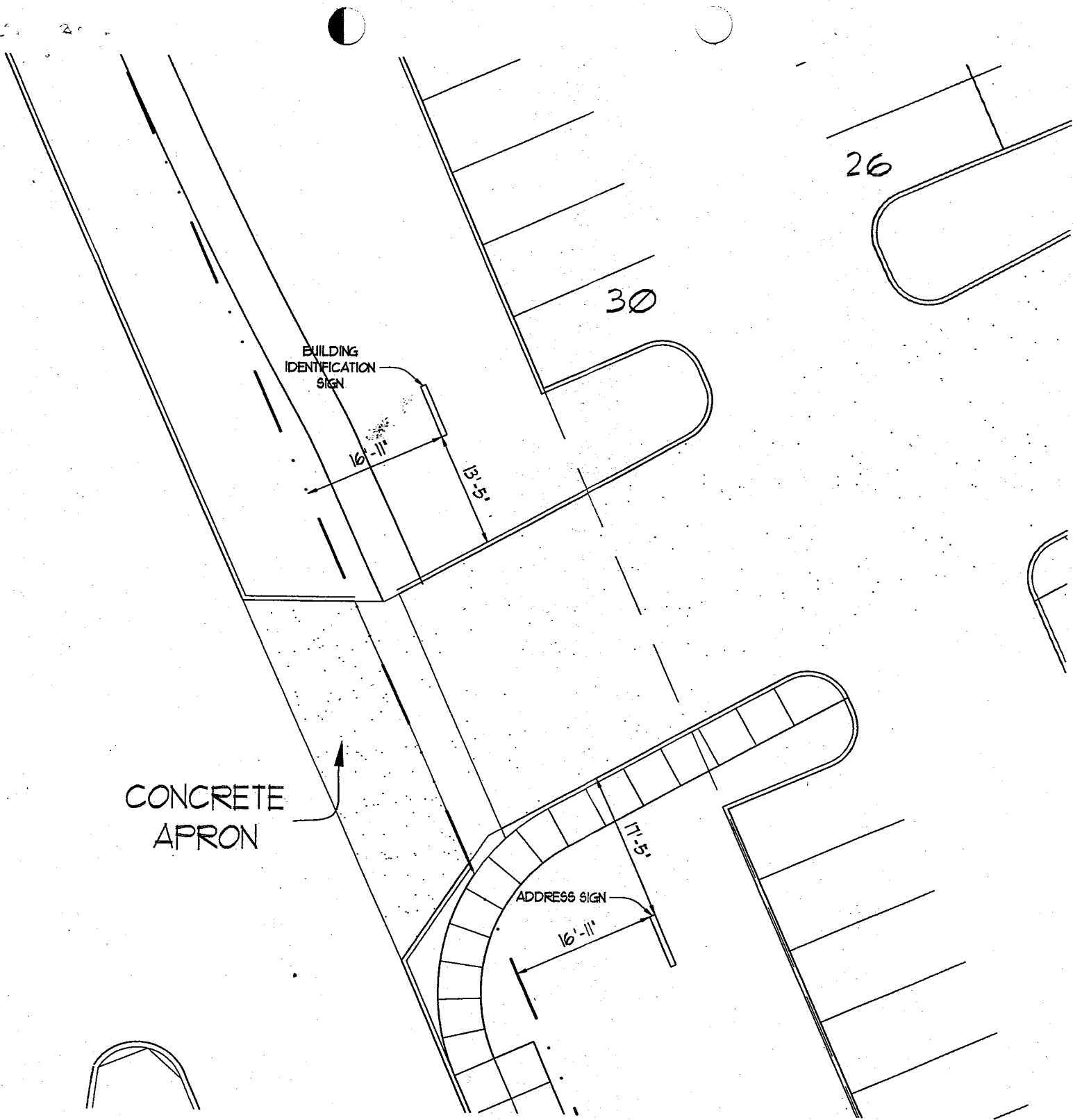
# PROPOSED RING ROAD (66' TO BE DEDICATED TO CITY OF



1 PARTIAL SITE PLAN  
A02 SIGN LOCATIONS

SCALE: 1/16" = 1'-0"

	<p><b>LIBERTY I AT PARK PLACE</b> MILWAUKEE, WISCONSIN</p> <p><b>LIBERTY I BUILDING SIGN LOCATIONS</b></p> <hr/> <p><b>STEPHEN PERRY SMITH ARCHITECTS</b> 14135 N. CEDARBURG RD., MEQUON, WI 53097</p>	<b>INFORMATION</b>		<b>CONSTRUCTION BULLETIN:</b>	
		PROJECT ARCHITECT	SPS	-	SHEET:
		DRAWN BY	RRS		
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		ISSUED FOR	CONSTRUCTION		
		SHEET	A02		
DATE	9/15/00				

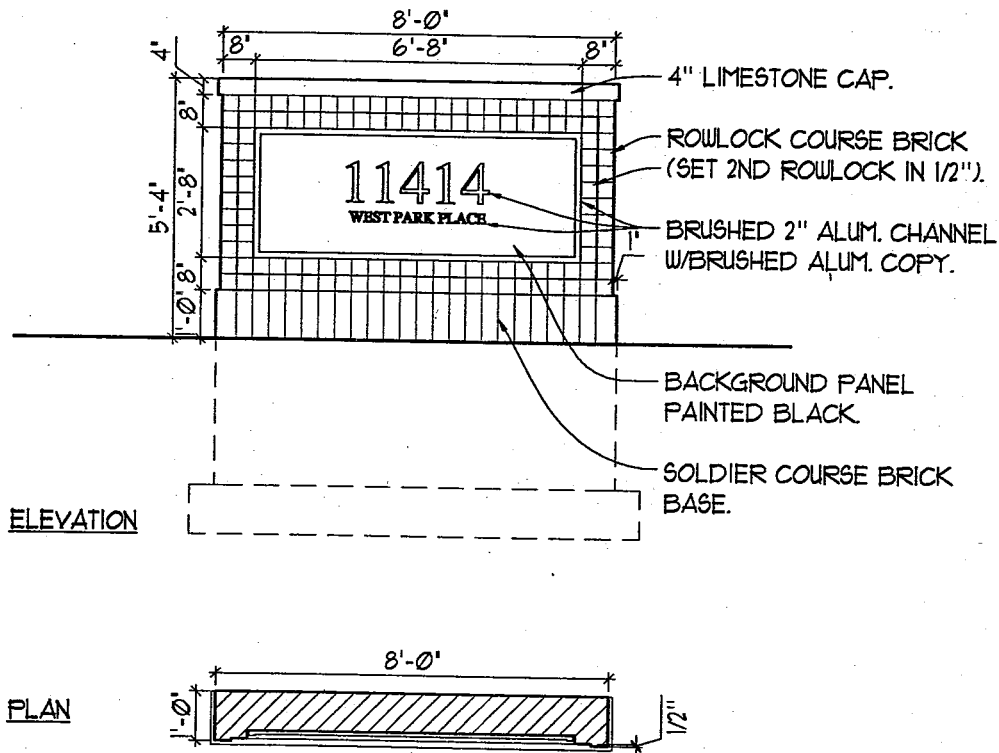


1  
A02

**PARTIAL SITE PLAN**  
SIGN LOCATIONS

SCALE: 1/16" = 1'-0"

	<p><b>LIBERTY I AT PARK PLACE</b> MILWAUKEE, WISCONSIN</p> <p><b>LIBERTY I BUILDING SIGN LOCATIONS</b></p> <hr/> <p><b>STEPHEN PERRY SMITH ARCHITECTS</b> 14135 N. CEDARBURG RD., MEQUON, WI 53097</p>	<b>INFORMATION</b>		<b>CONSTRUCTION BULLETIN:</b>	
		PROJECT ARCHITECT	SPS	<p style="text-align: center;">-</p> <p>SHEET:</p> <p style="font-size: 2em; text-align: center;">3 OF 5</p>	
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		ISSUED FOR	CONSTRUCTION		
SHEET	A02				
DATE	9/15/00				

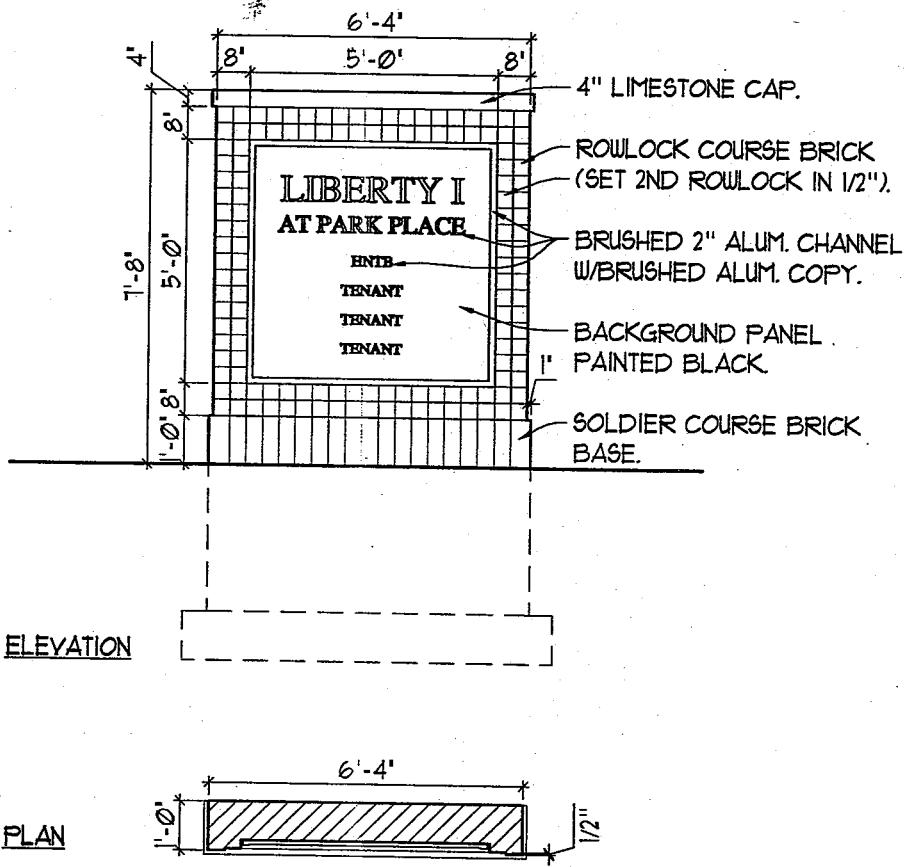


3 ADDRESS SIGN DETAILS  
A0.2 SOLDIER COURSE OPTION

SCALE: 1/4" = 1'-0"

	<p><b>LIBERTY I AT PARK PLACE</b> MILWAUKEE, WISCONSIN</p> <p><b>LIBERTY I ADDRESS SIGN DETAILS</b></p> <hr/> <p>STEPHEN PERRY SMITH ARCHITECTS 14135 N. CEDARBURG RD., MEQUON, WI 53097</p>	<b>INFORMATION</b>		<b>CONSTRUCTION BULLETIN:</b>	
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		PROJECT NUMBER	LPT-99-305	SHEET:	
		ISSUED FOR	CONSTRUCTION	4 OF 5	
SHEET	A0.2				
DATE	9/15/00				





2 BUILDING SIGN DETAILS (2)  
A02 SOLDIER COURSE OPTION

SCALE: 1/4" = 1'-0"

	<p><b>LIBERTY I AT PARK PLACE</b> MILWAUKEE, WISCONSIN</p> <p><b>LIBERTY I BUILDING SIGN DETAILS</b></p> <hr/> <p>STEPHEN PERRY SMITH ARCHITECTS 14135 N. CEDARBURG RD., MEQUON, WI 53097</p>	<b>INFORMATION</b>		<b>CONSTRUCTION BULLETIN:</b>	
		PROJECT ARCHITECT	SPS	-	SHEET:
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		ISSUED FOR	CONSTRUCTION	5 OF 5	
SHEET	A02				
DATE	9/15/00				