

# Park Lafayette

# 2000, 2026 and 2038 North Prospect Avenue Milwaukee, WI 53202

# SHEET INDEX

DPD-1 Cover Sheet, Vicinity Map, Project Team and Sheet Index DPD-2 Boundary/Site Survey (Existing) DPD-3 Proposed Project Boundary Description DPD-4 Proposed Building and Parking Site Plan DPD-5 Proposed Site Facade Standards DPD-6 Proposed Site Plan DPD-7 Proposed Utility Plan DPD-8 Proposed Grading Plan DPD-9 Proposed Landscape Plan DPD-10 Proposed Prospect Avenue Elevation DPD-11 Proposed Lafayette Place Elevation DPD-12 Proposed Northeast Elevation **DPD-13** Proposed East Elevation DPD-14 3D Perspective from Prospect and Lafayette DPD-15 3D Perspective from Lafayette and Summit DPD-16 Proposed Commercial Signage and Details DPD-17 Temporary Marketing Signage **PROJECT TEAM** 

Architecture: PAPPAGEORGE/HAYMES Ltd. 814 North Franklin Street, Suite 400 Chicago, Illinois 60610 (312) 337-3344 (312) 337-8009 Fax

Civil Engineering/Landscape Architect: Graef, Anhalt, Schloemer & Associates, Inc. One Honey Creek Corporation 125 South 84th Street, Suite 401 Milwaukee, WI 53214 (414) 259-1500 (414) 259-0037 Fax

Surveyor: Kapur & Associates, Inc. Milwaukee, WI (414) 351-6668

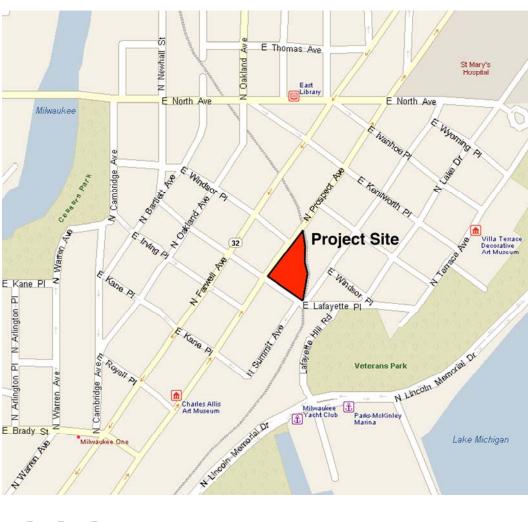
Marketing: FireStar Communications 211 East Ontario Street Chicago, Illinois 60611 (312) 649-0900 (312) 649-9128 Fax

Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

Cover Sheet, Vicinty Map, **Project Team and Sheet Index** DPD-1



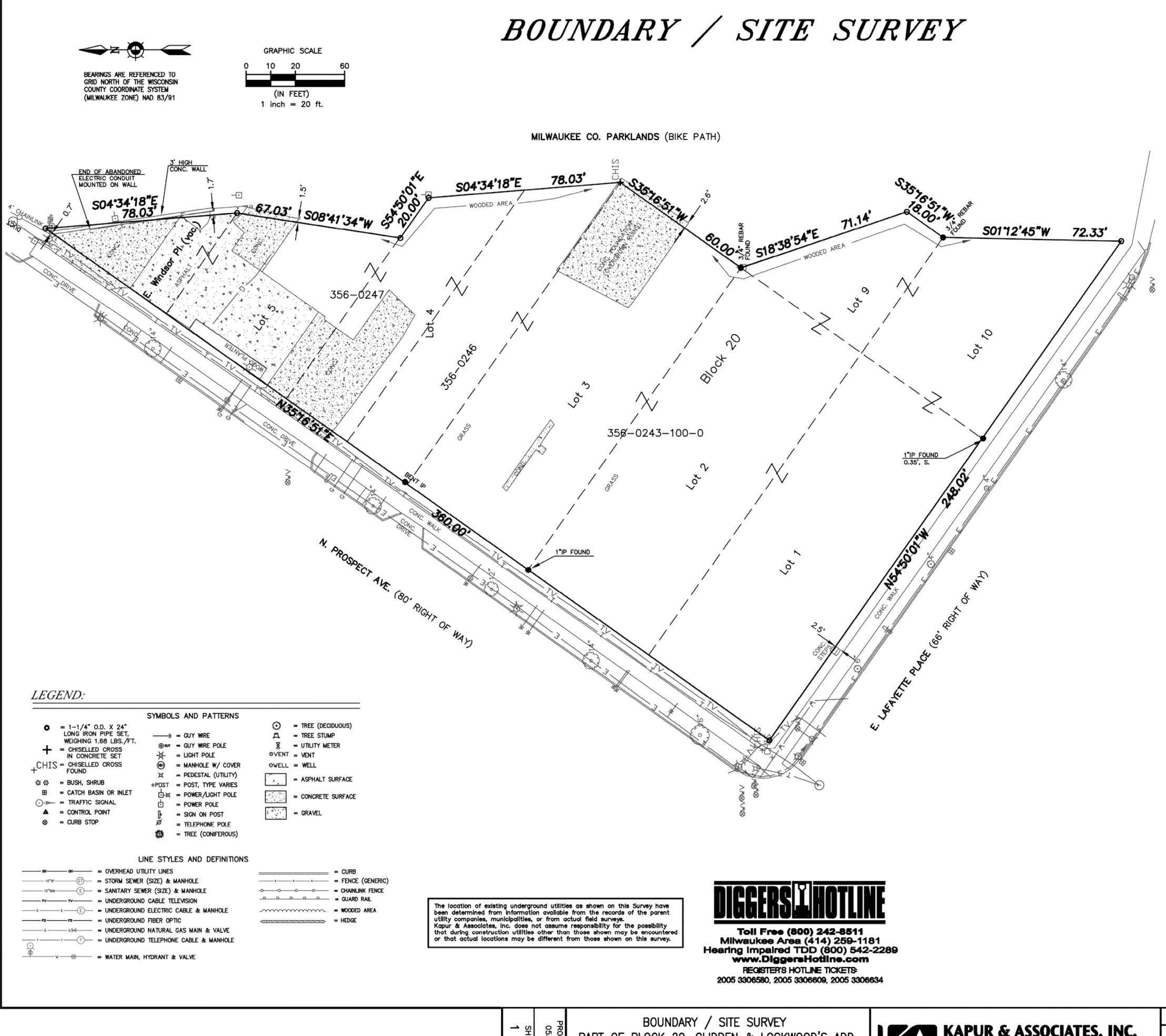




Vicinity Map

DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC





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# LEGAL DESCRIPTION

Lots 1, 2 and 3 in Block 20, in Glidden & Lockwood's Addition of Lots 1 and 2 of Fractional Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin. ALSO that part of Lots 9 and 10 in Block 20, in Glidden & Lockwood's Addition of Lots 1 and 2 of Fractional Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin, which is bounded and described as follows: Beginning at a point in the Southwesterly line of Lot 10 which is 97.50 feet Southeasterly from the Southwesterly corner of said Lot; running thence Northeast in Southeasterly from the Southwesterly corner of said Lot; running thence Northeast in a straight line to a point in the Northeasterly line of said Lot which is 57.50 feet Southeasterly from the Northwesterly corner of Lot 10; running thence Northeasterly and parallel to the East line of North Prospect Avenue 19.00 feet to a point; running thence Northwest in a straight line to the Northwest corner of Lot 9 in said Block; thence Southwesterly along the Westerly line of Lots 9 and 10 aforesaid 120.00 feet to the Southwest corner of Lot 10; running thence Southeasterly along the Southwesterly line of Lot 10 aforesaid 97.50 feet to the point of beginning.

Tax Key No. 356-0243-100-0

Parcel B: The Southwesterly 1/2 of Lot 4 in Block 20 in Glidden & Lockwood's Addition in the

Northwest 1/4 of Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin, excepting that part of Lot 4 Conveyed to the Chicago and Northwestern Railway Company by Deed recorded June 5, 1903 in Volume 471 of Deeds on Page 450, as Document No. 468977. Tax Key No. 356-0246-0

Parcel C: The Northeasterly 1/2 of Lot 4 in Block 20 in Glidden & Lockwood's Addition in the Northwest 1/4 of Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin, except that part of said Lot 4 conveyed to the Chicago and Northwestern Railway Company by Deed recorded June 5, 1903 in Volume 483 of Deeds on Page 344, as Document No. 469680.

ALSO;

All that part of Lot 5 in Block 20 in Glidden & Lockwood's Addition in the Northwest 1/4 of Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin and all that part of vacated Windsor Place in said City lying North of and adjoining said Lot 5, all bounded and described as follows: Commencing at the Southwest corner of said Lot 5, running thence North along the West line of said Lot and said West line produced North to and across said vacated Windsor Place 110 feet; thence Southeasterly parallel with the Southwesterly line of said vacated street 3 feet; thence Southerly to a point in the Northeasterly line of said Lot 5, 55 feet Southeasterly from the most Northerly corner of said Lot; thence Southerly to a point in the Southwesterly line of said Lot, 80 feet Southeasterly from the Westerly corner thereof; thence Northwesterly along the Southwesterly line of said Lot, 80 feet to the place of beginning.

Tax Key No. 356-0247-6

Beginning at the Southerly corner of said Lot 1; thence North 35° 16' 51" East along the west line of said Block 20 and being the east right of way line of N. Prospect Avenue, 360.00 feet; thence South 04' 34' 18" East 78.03 feet; thence South 08' 41' 34" West 67.03 feet; thence South 54' 50' 01" East 20.00 feet; thence South 04" 34' 18" East 78.03 feet; thence South 35" 16' 51" West 60.00 feet; thence South 18° 38' 54" East 71.14 feet; thence South 35° 16' 51" West 18.00 feet; thence South 01' 12' 45" West 72.33 feet to the southwesterly line of said Block 20 and the northeasterly right of way line of E. Lafayette Place; thence North 54° 50' 01" West 248.02 feet to the point of beginning, containing 46,810 square feet or 1.07 acres

I, hereby certify that I have made a survey of the land shown and described hereon and that this plat of survey is a correct representation of the boundaries of the land surveyed, and the location of structures, buildings, visible utilities and underground utility marks (by Digger's Hotline contractors per Digger's Hotline ticket numbers: 20053306580, 20053306609 & 20053306634) on said land.

Basis:

K&A.

VER BAR 0 ----IF NOT SCALES

PART OF BLOCK 20, GLIDDEN & LOCKWOOD'S ADD., IN THE NW 1/4, SEC. 22, T7N, R22E, CITY OF MILWAUKEE, MILWAUKEE CO., WISCONSIN.



For: State of Wisconsin-Department of Transportation (per Reel 5028, Image 896,

For: Renaissant Development Group, LLC (per Chicago Title Insurance Company Commitment No. 1202305, effective date June 22, 2005)

Parcel A:

Address: 2000 N. Prospect Avenue

Address: 2026 N. Prospect Avenue

Address: 2038 N. Prospect Avenue

More fully described as follows:

Lots 1, 2 and 3 and parts of Lots 4, 5, 9 and 10 and part of vacated E. Windsor Place, Block 20, Glidden & Lockwood's Addition in the NW 1/4 of Section 22, Town 7 North, Range 22 East, City of Milwaukee, Milwaukee County, Wisconsin, described as follows:

STATE OF WISCONSIN MILWAUKEE COUNTY )

Dated this \_\_\_ day of \_\_\_\_\_, 20\_\_\_.

Charles A. Formoe S-1876

Chicago Title Insurance Co. Commitment No. 1202305 (6-22-05)

Note: Item 10 of Sched. B II cites ease. to Wis. Tele. Co. Vol. 954, Pg. 198 Doc. 1184597 rec. Dec. 30, 1922 - no copy provided to

Surveyor: Charles A. Formoe Kapur & Associates, Inc. 7711 N. Port Washington Rd.

Milwaukee, W 53217

RIFY SCALES	DESIGNED BY: CAF		REVISIONS	DATE
R ON ORIGINAL	DRAWN BY: RKK			
DRAWING IS ONE INCH	CHECKED BY: KK			
	APPROVED BY:			
ONE INCH ADJUST	DATE: 8/26/2005			
	SCALE: 1"=20'	S:\Milw_	_Co\MilwClty\Prtv\05305Prospect\SU	RVEY\05305er.dwg

## PARK LAFAYETTE

**Corner of Prospect & Lafayette** Milwaukee, WI

**Detailed Plan Development** 

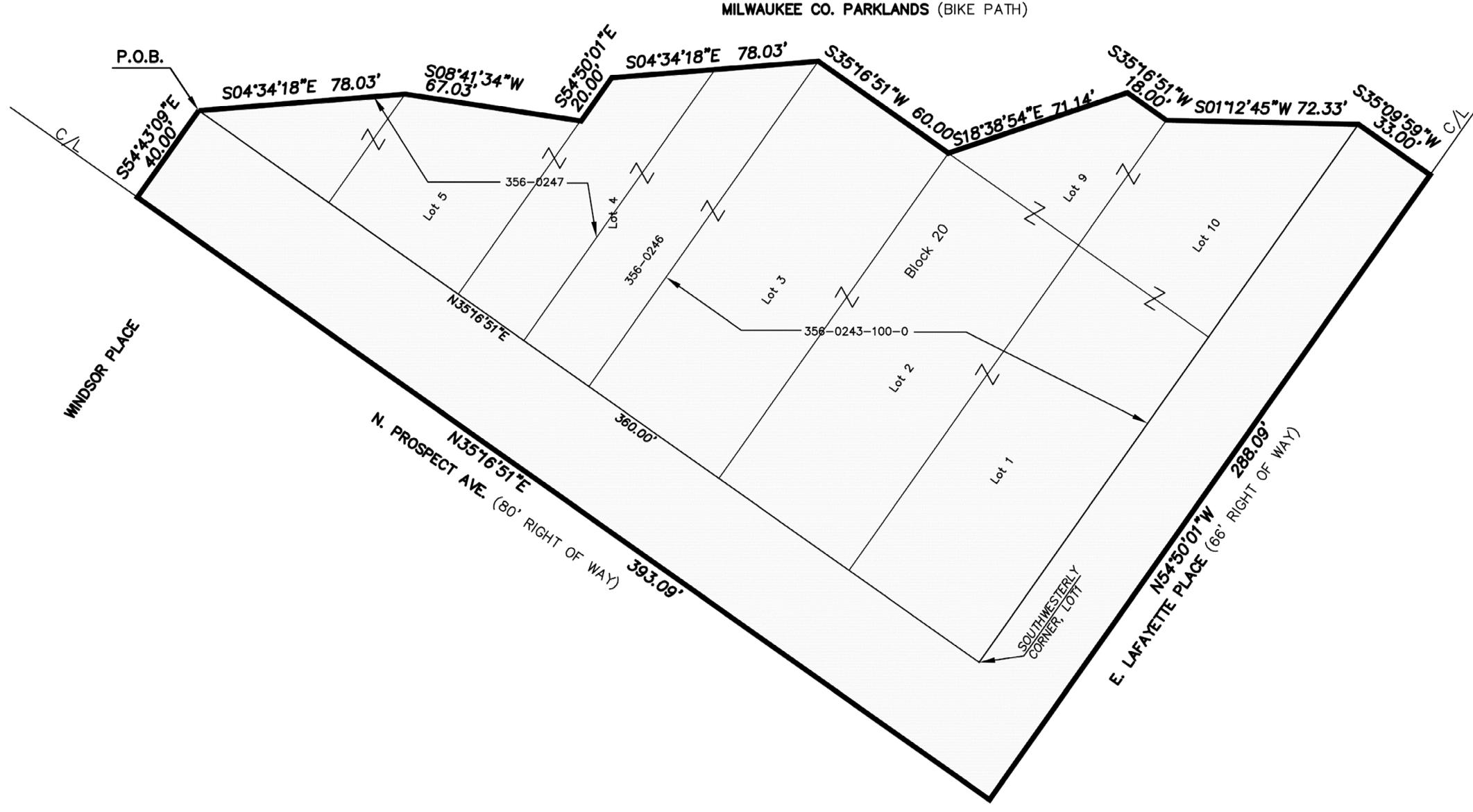
# **Boundary / Site Survey** DPD-2

# P/H

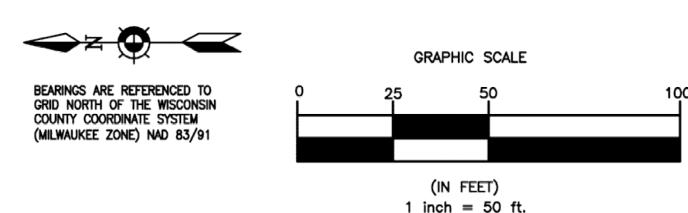
**DEVELOPER** 

PAPPAGEORGE/HAYMES Ltd. ARCHITECTS

**RENAISSANT DEVELOPMENT GROUP, LLC** 







Parcel A:

Wisconsin. Wisconsin. ALSO that part of Lots 9 and 10 in Block 20, in Glidden & Lockwood's Addition of Lots 1 and 2 of Fractional Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin, which is bounded and described as follows: Beginning at a point in the Southwesterly line of Lot 10 which is 97.50 feet Southeasterly from the Southwesterly corner of said Lot; running thence Northeast in a straight line to a point in the Northeasterly line of said Lot which is 57.50 feet Southeasterly from the Northwesterly corner of Lot 10; running thence Northeasterly and parallel to the East line of North Prospect Avenue 19.00 feet to a point; running thence Northwest in a straight line to the Northwest corner of Lot 9 in said Block; thence Southwesterly along the Westerly line of Lots 9 and 10 aforesaid 120.00 feet to the Southwest corner of Lot 10; running thence Southeasterly along the Southwesterly line of Lot 10 aforesaid 97.50 feet to the point of beginning.

Parcel B:

Parcel C:

ALSO;

All that part of Lot 5 in Block 20 in Glidden & Lockwood's Addition in the Northwest 1/4 of Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin and all that part of vacated Windsor Place in said City lying North of and adjoining said Lot 5, all bounded and described as follows: Commencing at the Southwest corner of said Lot 5, running thence North along the West line of said Lot and said West line produced North to and across said vacated Windsor Place 110 feet; thence Southeasterly parallel with the Southwesterly line of said vacated street 3 feet; thence Southerly to a point in the Northeasterly line of said Lot 5, 55 feet Southeasterly from the most Northerly corner of said Lot; thence Southerly to a point in the Southwesterly line of said Lot, 80 feet Southeasterly from the Westerly corner thereof; thence Northwesterly along the Southwesterly line of said Lot, 80 feet to the place of beginning.

Commencing at the Southwesterly corner of said Lot 1; thence North 35° 16' 51" East along the west line of said Block 20 and being the east right of way line of N. Prospect Avenue, 360.00 feet to the point of beginning; thence South 04° 34' 18" East 78.03 feet; thence South 08° 41' 34" West 67.03 feet; thence South 54' 50' 01" East 20.00 feet; thence South 04' 34' 18" East 78.03 feet; thence South 35' 16' 51" West 60.00 feet; thence South 18' 38' 54" East 71.14 feet; thence South 35' 16' 51" West 18.00 feet; thence South 01' 12' 45" West 72.33 feet to the southwesterly line of said Block 20 and the northeasterly right of way line of E. Lafayette Place; thence South 35' 09' 59" West 33.00 feet to the center line of E. Lafayette Place; thence North 54° 50' 01" West 288.09 feet to the center line of N. Prospect Avenue; thence North 35° 16' 51" East along said center line 393.09 feet; thence South 54 43' 09" East 40.00 feet to the point of beginning, containing 70,718 square feet or 1.623 acres, more or less.

KAPUR & ASSOCIATES, INC. CONSULTING ENGINEERS MILWAUKEE, WISCONSIN 414.351.6668	FOR: RENAIS	DPD BOUNI PART OF B THE NW 1/ CITY OF MI		
111.551.0000	DRAWN BY: RK	CHECKED BY:	APPROVED BY: KEK	PROJECT NUMBER:

Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

**Proposed Project Boundary** Description DPD-3

# LEGAL DESCRIPTION

For: Renaissant Development Group, LLC (per Chicago Title Insurance Company Commitment No. 1202305, effective date June 22, 2005)

Lots 1, 2 and 3 in Block 20, in Glidden & Lockwood's Addition of Lots 1 and 2 of Fractional Section 22, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee. State of

Tax Key No. 356-0243-100-0

Address: 2000 N. Prospect Avenue

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Tax Key No. 356-0247-6

Address: 2038 N. Prospect Avenue

More fully described as follows:

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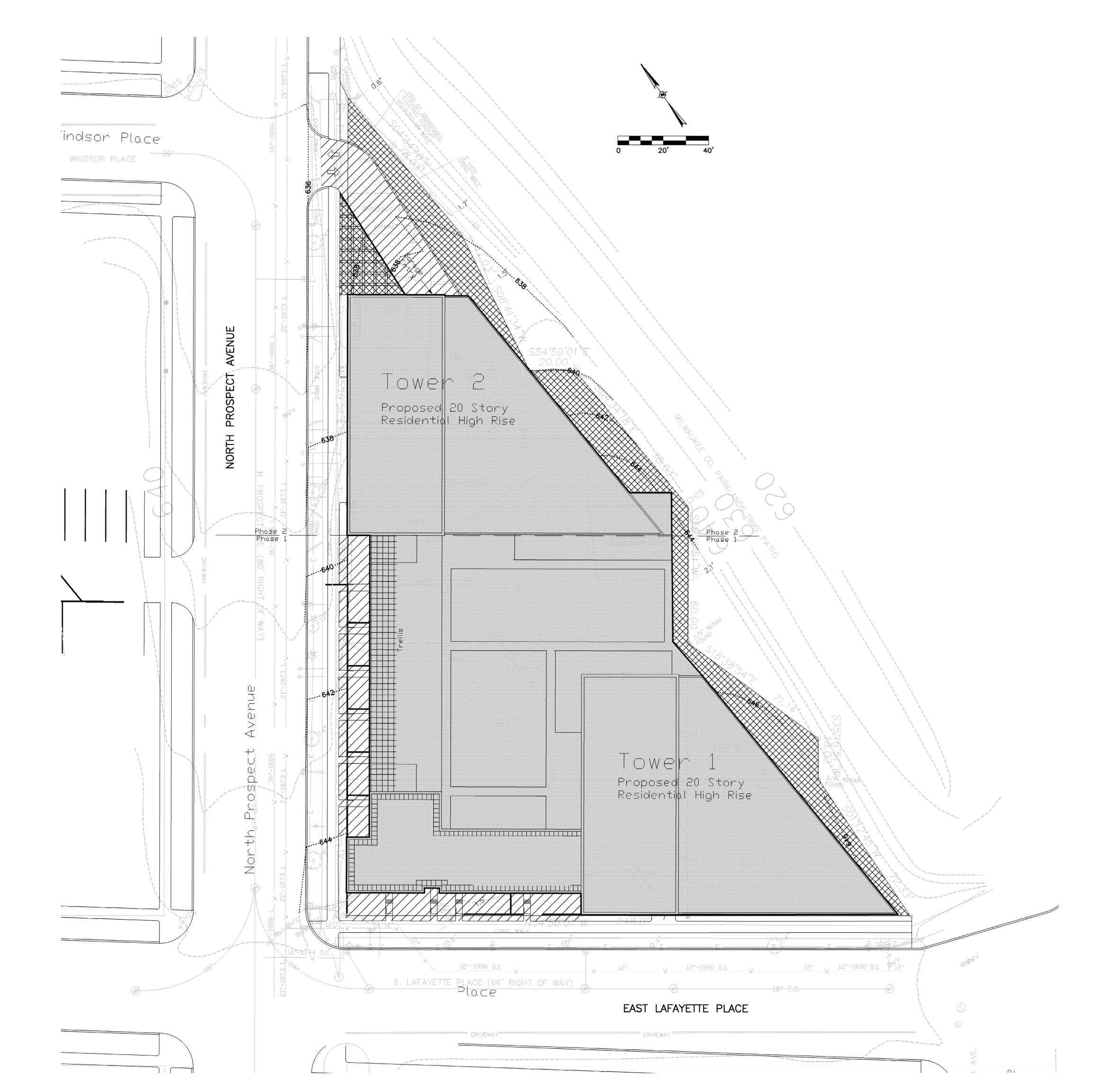
NDARY EXHIBIT – PARK LAFAYETTE BLOCK 20, GLIDDEN & LOCKWOOD'S ADD., IN 1/4, SEC. 22, T7N, R22E, MILWAUKEE, MILWAUKEE CO., WISCONSIN. REVISED DATE: 10/21/05 05305



**RENAISSANT DEVELOPMENT GROUP, LLC** 

PAPPAGEORGE/HAYMES Ltd. ARCHITECTS

DEVELOPER



# PARK LAFAYETTE

Corner of Prospect & Lafayette Milwaukee, WI

Detailed Plan Development Proposed Building & Parking Plan DPD-4

LEGEND
$\otimes$
X X
≪ 6"W
STM
644

EXISTING WATER VALVE EXISTING LIGHT POLE EXISTING GAS EXISTING CATCH BASIN EXISTING POWER POLE EXISTING HYRANT EXISTING WATER MAIN EXISTING SANITARY SEWER EXISTING STORM SEWER EXISTING CONTOUR PROPOSED CONTOUR

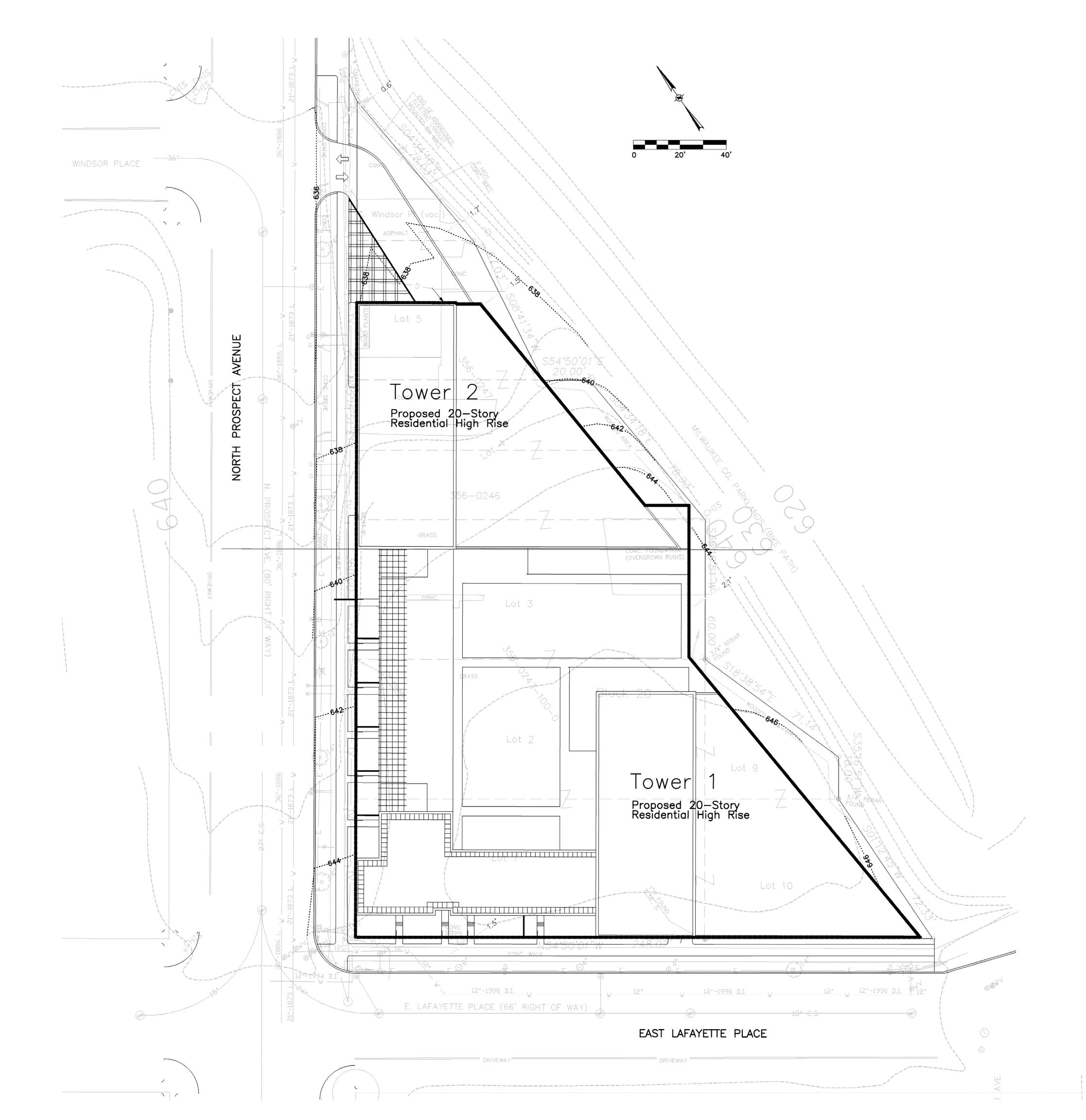
RESIDENTIAL & PARKING F/

CIRCULATION FACILITIES

OPEN SPACE

DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC





# PARK LAFAYETTE

Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

Proposed Site Facade Standards DPD-5

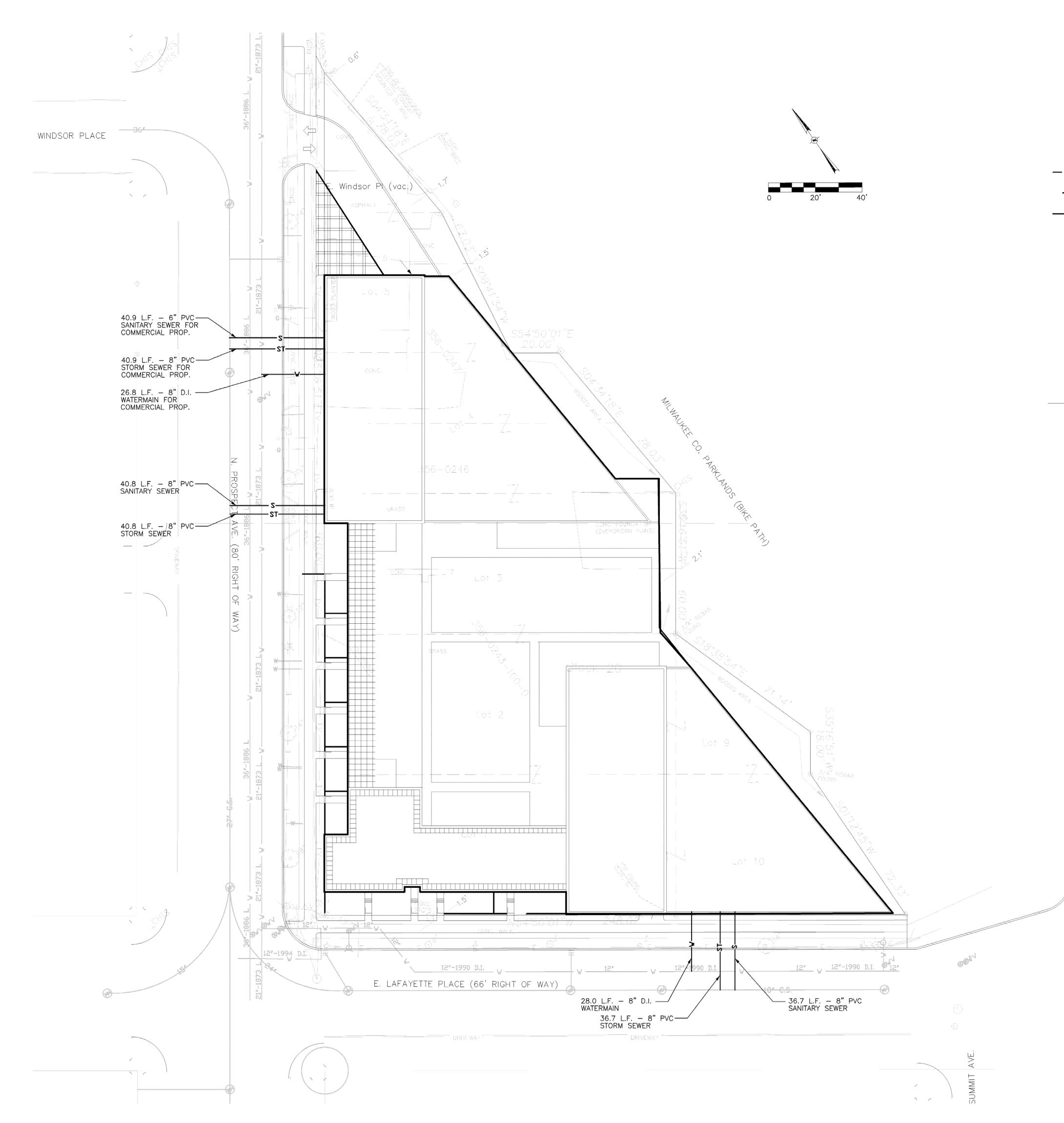
<u>Legend</u>	
$\otimes$	EXIS
X	EXIS
	EXIS
	EXIS
Ø	EXIS
Q	EXIS
6"W	EXIS
	EXIS
STM	EXIS
640	EXIS
644	PRC
	PRI
	SEC

EXISTING WATER VALVE EXISTING LIGHT POLE EXISTING GAS EXISTING CATCH BASIN EXISTING POWER POLE EXISTING HYRANT EXISTING WATER MAIN EXISTING SANITARY SEWER EXISTING STORM SEWER EXISTING CONTOUR PROPOSED CONTOUR PROPOSED CONTOUR PRINCIPAL FACADE SECONDARY FACADE

> DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC







Corner of Prospect & Lafayette Milwaukee, WI

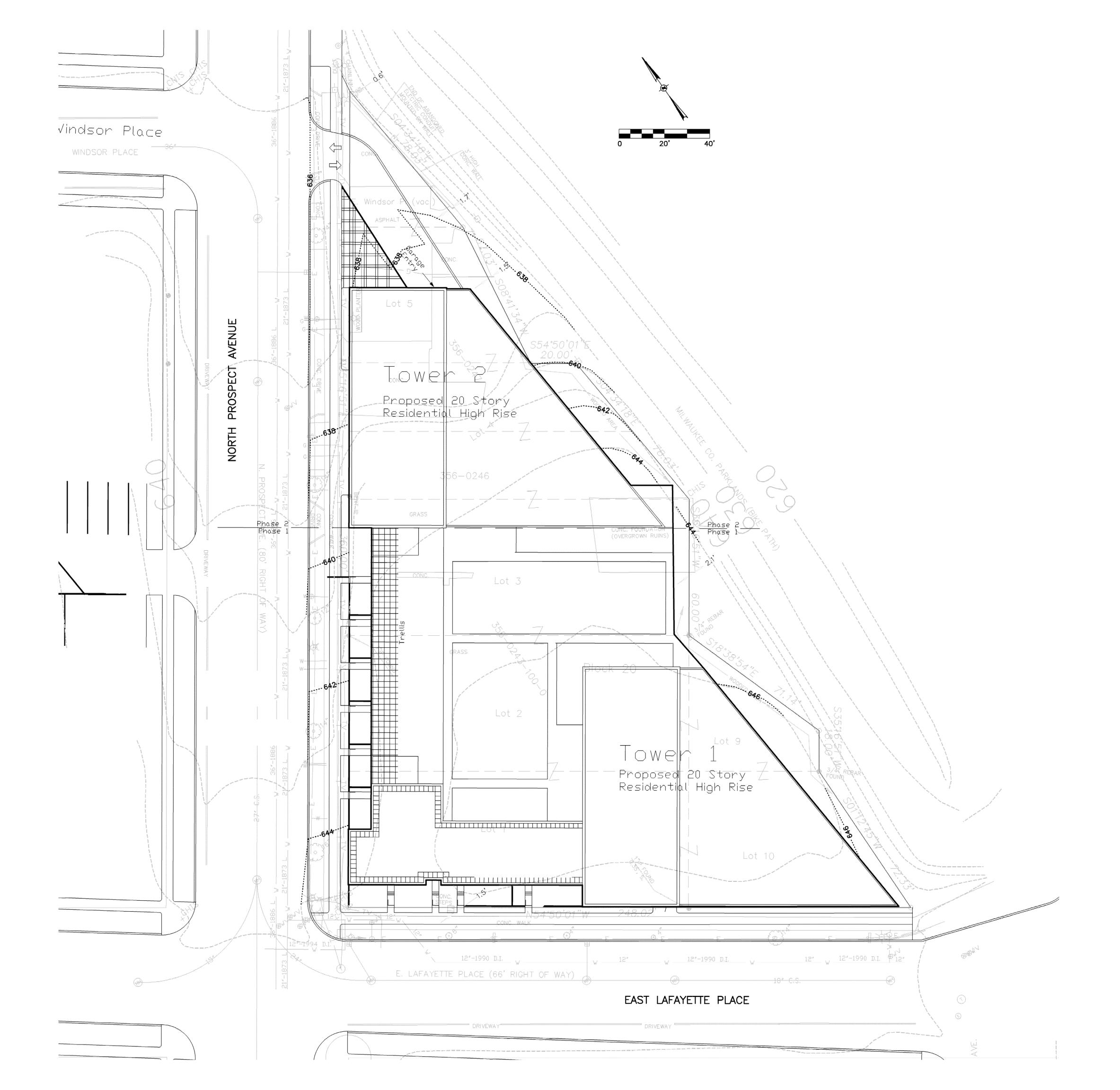
**Detailed Plan Development** 

# Utility Plan DPD-7

	LEGEND
– – W–	PROPOSED WATER MAIN
—S—	PROPOSED SANITARY SEWER
—— ST—	PROPOSED STORM SEWER
	STORM INLET
$\bigcirc$	MANHOLE
$\square$	LIGHT POLE
•	POWER POLE
$\odot$ >>	TRAFFIC SIGNAL
ο	SIGN
$\overbrace{\bigcirc}$	FIRE HYDRANT
$\otimes$ WV	WATER VALVE
	WATER MAIN
27" C.S.	COMBINED SEWER
—— E ——	BURIED ELECTRIC
$\top \vee$	BURIED CABLE T.V.
$$ $\top$ $$	BURIED TELEPHONE
—— G ——	BURIED GAS

DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC



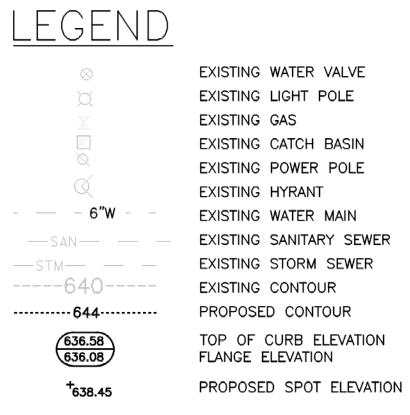


# PARK LAFAYETTE

Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

# Grading Plan DPD-8

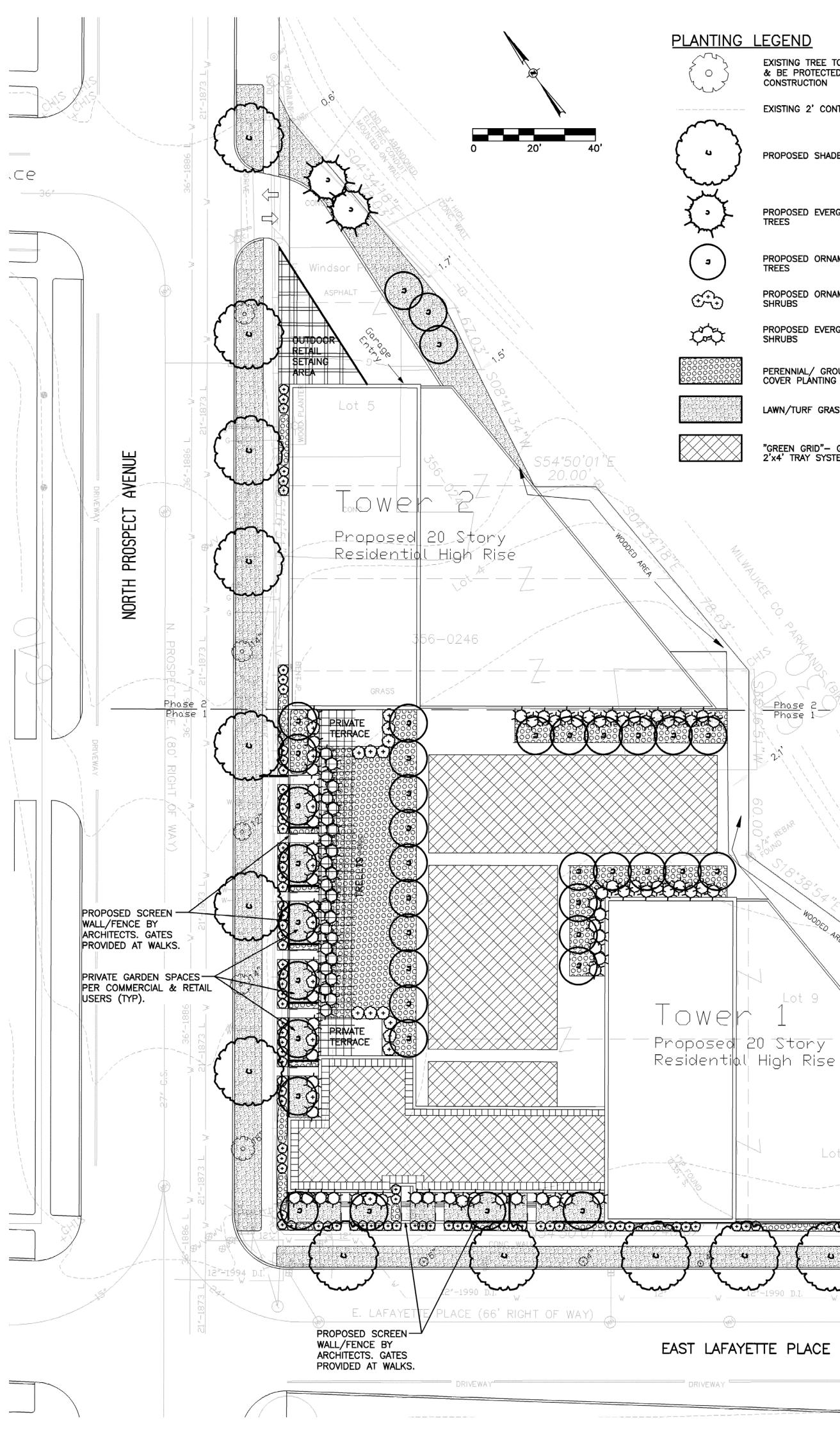




CURRENT CONTOUR ELEVATIONS ARE IN USGS DATUM 1929 AND GVD. TO CONVERT TO CITY OF MILWAUKEE DATUM, SUBTRACT 580.6. (FINAL GRADING PLAN WILL BE IN THE CITY OF MILWAUKEE DATUM)

> DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC

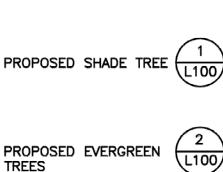




#### PLANTING LEGEND

EXISTING TREE TO REMAIN & BE PROTECTED DURING CONSTRUCTION

EXISTING 2' CONTOURS



PROPOSED ORNAMENTAL TREES PROPOSED ORNAMENTAL SHRUBS PROPOSED EVERGREEN L100 SHRUBS

# PERENNIAL/ GROUND COVER PLANTING BED (L100) LAWN/TURF GRASS SOD

#### "GREEN GRID"- GREEN ROOF 2'x4' TRAY SYSTEM

<u>Phase</u> 2 Phase 1

Lot 9

Lot 10

0

#### PLANTING NOTES

1. LANDSCAPE ACTIVITIES & PROPOSED PLANT MATERIAL SHALL COMPLY WITH THE CITY OF MILWAUKEE, DEPARTMENT OF DEVELOPMENT - ZONING CODE, LANDSCAPE DESIGN GUIDELINES.

THAT MUST BE REMOVED OR ARE DAMAGED WILL BE REPLACED WITH A SIMILAR SPECIES. SUPPLEMENTAL STREET TREES PROPOSED AS INDICATED ON THE PLAN.

CONSTRUCTION ACCTIVITIES. ANY TREES THAT MUST BE REMOVED OR ARE DAMAGED WILL BE REPLACED WITH A SIMILAR SPECIES.

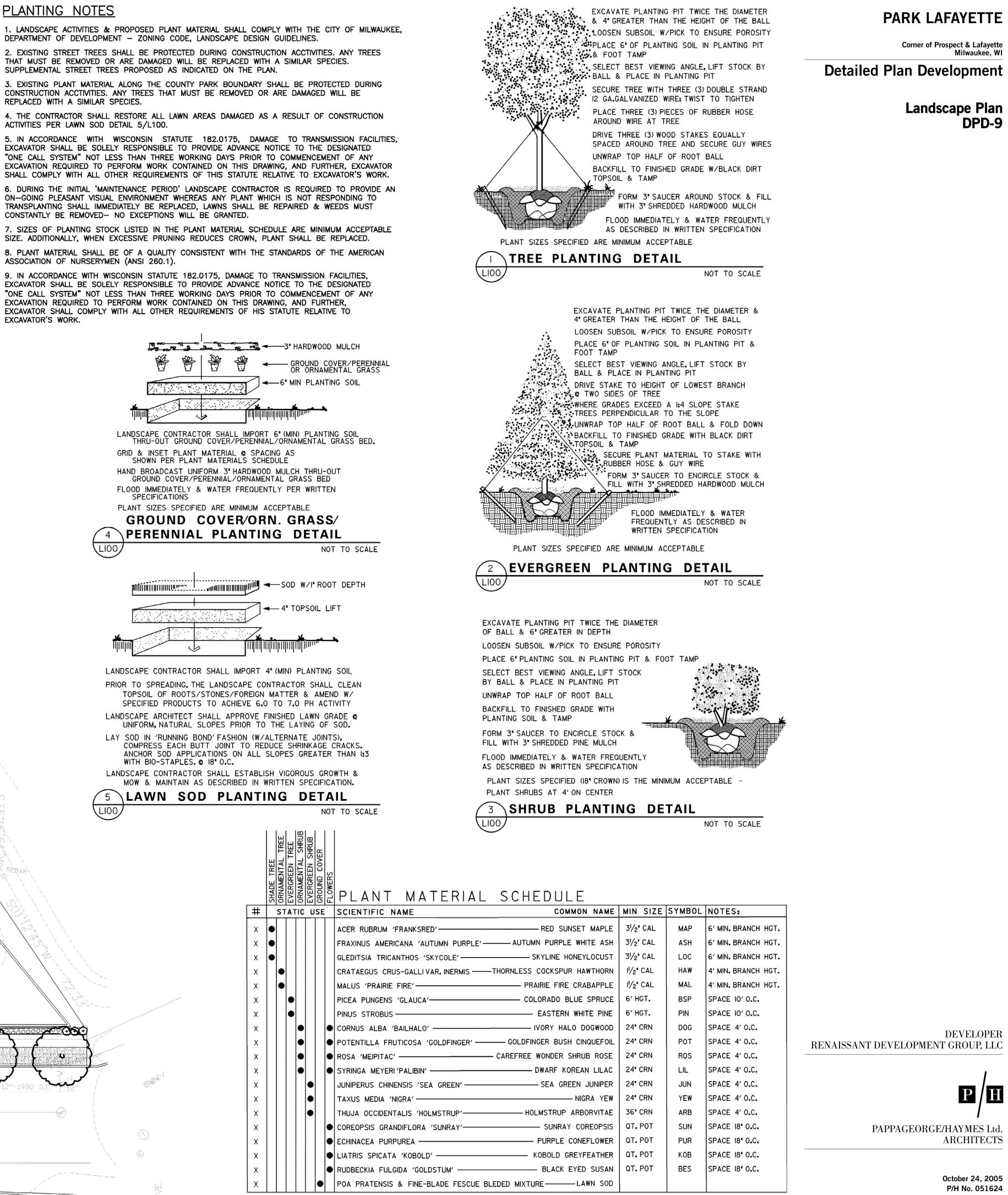
4. THE CONTRACTOR SHALL RESTORE ALL LAWN AREAS DAMAGED AS A RESULT OF CONSTRUCTION ACTIVITIES PER LAWN SOD DETAIL 5/L100.

EXCAVATOR SHALL BE SOLELY RESPONSIBLE TO PROVIDE ADVANCE NOTICE TO THE DESIGNATED "ONE CALL SYSTEM" NOT LESS THAN THREE WORKING DAYS PRIOR TO COMMENCEMENT OF ANY EXCAVATION REQUIRED TO PERFORM WORK CONTAINED ON THIS DRAWING, AND FURTHER, EXCAVATOR SHALL COMPLY WITH ALL OTHER REQUIREMENTS OF THIS STATUTE RELATIVE TO EXCAVATOR'S WORK. 6. DURING THE INITIAL 'MAINTENANCE PERIOD' LANDSCAPE CONTRACTOR IS REQUIRED TO PROVIDE AN ON-GOING PLEASANT VISUAL ENVIRONMENT WHEREAS ANY PLANT WHICH IS NOT RESPONDING TO

7. SIZES OF PLANTING STOCK LISTED IN THE PLANT MATERIAL SCHEDULE ARE MINIMUM ACCEPTABLE SIZE. ADDITIONALLY, WHEN EXCESSIVE PRUNING REDUCES CROWN, PLANT SHALL BE REPLACED.

8. PLANT MATERIAL SHALL BE OF A QUALITY CONSISTENT WITH THE STANDARDS OF THE AMERICAN ASSOCIATION OF NURSERYMEN (ANSI 260.1).

9. IN ACCORDANCE WITH WISCONSIN STATUTE 182.0175, DAMAGE TO TRANSMISSION FACILITIES, EXCAVATOR SHALL BE SOLELY RESPONSIBLE TO PROVIDE ADVANCE NOTICE TO THE DESIGNATED "ONE CALL SYSTEM" NOT LESS THAN THREE WORKING DAYS PRIOR TO COMMENCEMENT OF ANY EXCAVATION REQUIRED TO PERFORM WORK CONTAINED ON THIS DRAWING, AND FURTHER, EXCAVATOR SHALL COMPLY WITH ALL OTHER REQUIREMENTS OF HIS STATUTE RELATIVE TO EXCAVATOR'S WORK.



COMMON NAME	MIN SIZE	SYMBOL	NOTES:
RED SUNSET MAPLE	3 <sup>1</sup> /2" CAL	МАР	6' MIN. BRANCH HGT.
PURPLE' AUTUMN PURPLE WHITE ASH	3 <sup>1</sup> /2" CAL	ASH	6' MIN. BRANCH HGT.
LE'	3 <sup>1</sup> /2" CAL	LOC	6' MIN. BRANCH HGT.
ERMISTHORNLESS COCKSPUR HAWTHORN	I <sup>I</sup> ∕2" CAL	HAW	4' MIN. BRANCH HGT.
PRAIRIE FIRE CRABAPPLE	I <mark>V₂"</mark> CAL	MAL	4' MIN. BRANCH HGT.
COLORADO BLUE SPRUCE	6' HGT.	BSP	SPACE 10' O.C.
EASTERN WHITE PINE	6' HGT.	PIN	SPACE 10' O.C.
IVORY HALO DOGWOOD	24" CRN	DOG	SPACE 4' O.C.
INGER' GOLDFINGER BUSH CINQUEFOIL	24" CRN	РОТ	SPACE 4' O.C.
CAREFREE WONDER SHRUB ROSE	24" CRN	ROS	SPACE 4' O.C.
DWARF KOREAN LILAC	24" CRN		SPACE 4' O.C.
EEN'	24" CRN	JUN	SPACE 4' O.C.
NIGRA YEW	24" CRN	YEW	SPACE 4' O.C.
RUP' HOLMSTRUP ARBORVITAE	36" CRN	ARB	SPACE 4' O.C.
RAY' SUNRAY COREOPSIS	QT. POT	SUN	SPACE 18" O.C.
PURPLE CONEFLOWER	QT. POT	PUR	SPACE 18" O.C.
KOBOLD GREYFEATHER	QT.POT	ков	SPACE 18" O.C.
A' BLACK EYED SUSAN	QT. ΡΟΤ	BES	SPACE 18" O.C.
FESCUE BLEDED MIXTURE LAWN SOD			



Prospect Avenue Elevation <u>0 5' 10' 25'</u> Note: Grade Located at Western Corner of Property

#### Windows and Doors

- Prefinished Aluminum Windows

   Insulating Tinted Low-E Glazing
   Clear Anodized Aluminum Finish or Equal
   Fixed, Hopper and Casement with Insect
   Screen
   Proformance Class: HC Performance
   Grade: 60
- 2. Prefinished Aluminum Doors 1" Insulating Tinted Low-E Glazing Clear Anodized Aluminum Finish or Equal Swing or Sliding with Insect Screen Proformance Class: HC Performance Grade: 50
- Storefront and Revolving Doors
   1" Insulating Clear Glazing Clear Anodized Aluminum Finish or Equal



## **Brick Veneer**

Norman or Standard Modular Face Brick Tinted Mortar Velour or Equal Textured Face Varied Color Blend

(NOTE: The Brick Shown is only an Approximate Color, Texture and Coursing. The Actual Brick Selected May be Different and Subject to Review).





# PARK LAFAYETTE

Corner of Prospect & Lafayette Milwaukee, WI



# Stone Veneer

Cultured Stone Veneer or Equal Uncoursed Ledge Rock Pattern

(NOTE: The Stone Shown is only an Approximate Color, Texture and Coursing. The Actual Stone Selected May be Different and Subject to Review).

# **Detailed Plan Development**

# Prospect Avenue Elevation DPD-10

	TPentino
	Mech. Pe
	Floor 20
	Floor 19
	Floor 18
	Floor 17
	Floor 16
	Floor 15
	Floor 14
	Floor 13
	Floor 12
	Floor 11
	Floor 10
	Floor 9
	Floor 8
	Floor 7
	Floor 6
	Floor 5
	Floor 4
	Floor 3
	Floor 2 E Laf
JAR E	P Floor 1

<u>T/Penthouse</u>		
Mech. Penthouse		
Floor 20		
Floor 19		
Floor 18		
Floor 17		
Floor 16		
Floor 15		
Floor 14 Floor 13		
Floor 12		
Floor 11		
Floor 10		
Floor 9		
Floor 8		
Floor 7		
Floor 6		
Floor 5 Top of Parapit		
Top of ParapitFloor 4Above Grade	+36'-6"	
Floor 3		
Floor 2 East		
Lafayette Place Floor 1		

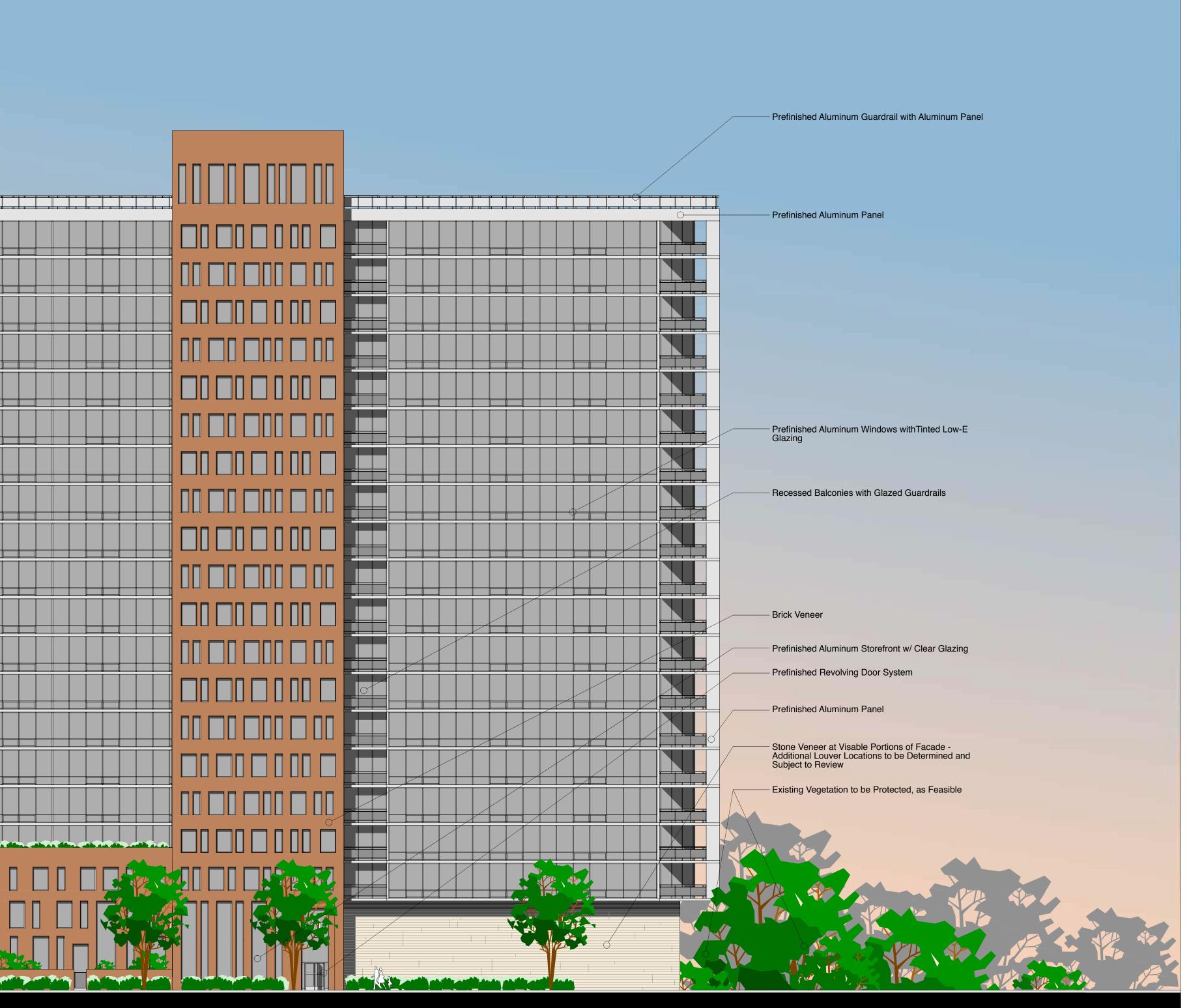
DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC



7	op of Parapit			
Ā	bove Grade +221'			
	Mech. Penthouse			
	Floor 20			
			[	
	Floor 19		— Г	
	Floor 18			
	Floor 17		L	
	Floor 16		L	
	Floor 15		[	
	Floor 14		[	
			- [	
	Floor 13		ſ	
	Floor 12			
	Floor 11		L	
	Floor 10			
	Floor 9	Prefinished Aluminum		
	Floor 8	Windows with Tinted Low-E Glazing Brick Veneer—		
	Floor 7	Landscaped Roof Deck—		
Existing 5 Story Structure	Floor 6	Solid Masonry Garden- Wall		
	Floor 5	Prefinished Aluminum Garden Gate Perimeter Landscaping		
	op of Parapit bove Grade +36'-6" <sub>Floor 4</sub>			
	Floor 3			
	Floor 2			
	Floor 1			
	North Prospect	Avenue		

# Lafayette Place Elevation

0 5' 10' 25' Note: Grade Located at Western Corner of Property



# PARK LAFAYETTE

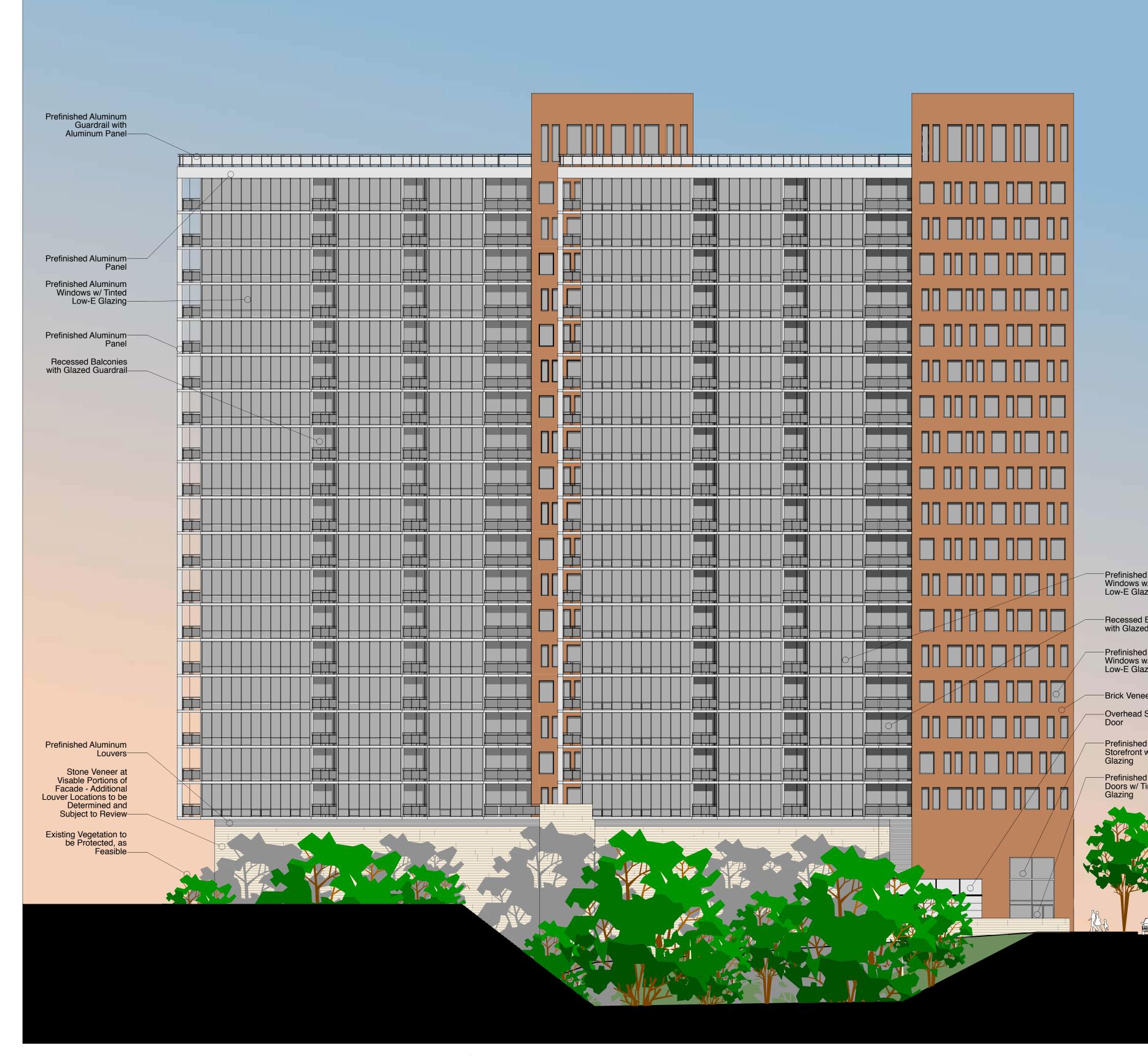
Corner of Prospect & Lafayette Milwaukee, WI

# **Detailed Plan Development**

Lafayette Place Elevation DPD-11

DEVELOPER RENAISSANT DEVELOPMENT GROUP, LLC





# **Northeast Elevation**

0 5' 10' 25' Note: Grade Located at Western Corner of Property

# PARK LAFAYETTE

Corner of Prospect & Lafayette Milwaukee, WI

# **Detailed Plan Development**

Northeast Elevation DPD-12

	Top of Parapit Above Grade +221'	
	Mech. Penthouse	
	Floor 20	
	Floor 19	
	Floor 18	
	Floor 17	
	Floor 16	
	Floor 15	
	Floor 14	
	Floor 13	
	Floor 12	
	Floor 11	
	Floor 10	
Prefinished Aluminum Windows w/ Tinted	Floor 9	
Low-E Glazing	Floor 8	
with Glazed Guardrail	Floor 7	
Windows w/ Tinted Low-E Glazing	Floor 6	
<ul> <li>Brick Veneer</li> <li>Overhead Sectional</li> <li>Door</li> </ul>	Floor 5	Existing 5 Story
Prefinished Aluminum Storefront w/ Clear Glazing	Floor 4	Existing 5 Story Structure
Prefinished Aluminum Doors w/ Tinted Low-E Glazing	Floor 3	
	Floor 2	
	Floor 1	Existing 2 Story Structure

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# **East Elevation**

0 5' 10' 25' Note: Grade Located at Western Corner of Property

Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

East Elevation DPD-13

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Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

3D Perspective from Prospect & Lafayette DPD-14

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Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

3D Perspective from Lafayette & Summit DPD-15

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# **PROPOSED COMMERICAL SIGNAGE**

# **Elevation 2**

Outdoor Seating

Commerical 1,400 Sq. Ft

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 $\equiv$  $\bigcirc$ East Lafayette Pla

# Key Plan









## **Commercial Signage Plan** Scale= 1"=20'

## Area of Visual Merchandizing Guidelines Signage Guidelines

venue

North Prospect 80' Right of Way

vation

Ele

The area of visual merchandising runs the full width **Encouraged:** of the storefront and 5'-0" into the leased premises. It includes all display windows and retail graphics, display fixtures, signs, materials, finishes, color and lighting fixtures within the area.

Sale and temporary event signs should be behind the zone, and no sale and temporary signs shall be taped or suction cupped onto the display windows, or hang from the storefront ceiling.

The use of the following materials is discouraged within the merchandise zone.

- -Slatewall or slatwall fixture systems
- -Stucco finish (unless approved by Landlord in writing)
- -Wood grain plastic laminates -Metal laminate wallboard
- -Plastic laminate
- -Simulated brick, stone or wood
- -Cork or cork tile
- -Plywood paneling or texture 1-11 plywood
- -Carpeting on walls -Pegboard walls and pegboard fixture
- -Wood shingles or shakes
- -Field painted aluminum
- -Metal shelving
- -Mirror walls

Cash wrap counters are discouraged in the merchandising zone.

No fluorescent lighting will be permitted within the merchandising zone.

# Storefront Lighting Standards

Lighting must be tasteful and designed to enhance your storefront and the retail streetscape.

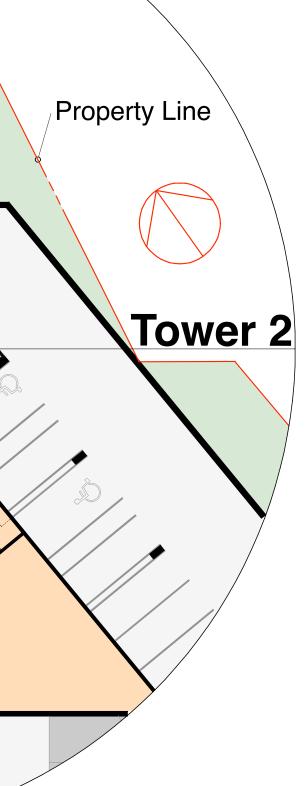
- Lighting must be appropriate to the building and must complement the architecture.
- Lighting must be stationary and not moving or animated in any form.
- Visible suspended fluorescent tubes will NOT be approved.
- Visible suspended neon tubes are NOT encouraged.

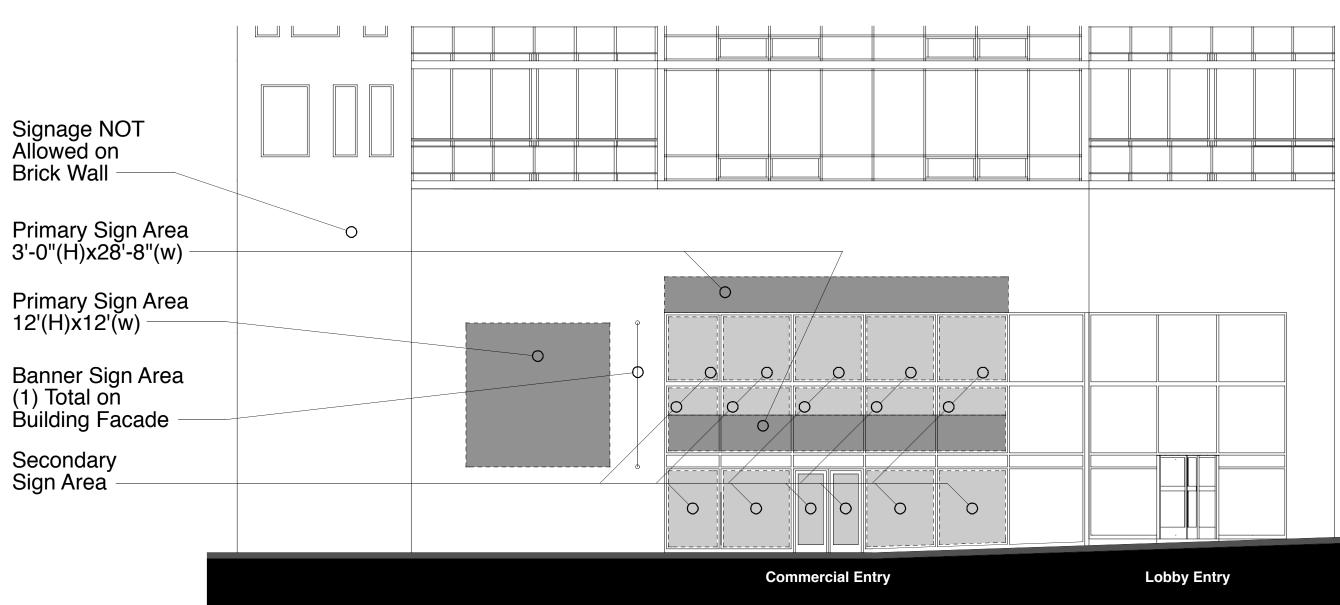
- Cut metal letterforms, freestanding or pin-
- Wall mounted metal or porcelain enamel
- Stencil cut metal, visible from one side.
- Sandblasted metal or glass.
- Metal channel letters with halo illuminati
- Screenprinted logotypes on canvas awnin
- Screenprinted logotypes on canvas banne
- Screenprinted or gold leafed logotypes on
- Clean, simple, minimally visible attachme
- Hardware matching adjacent sign finishes mounting hardware that will NOT rust.
- Satin finished metals rather than highly finishes.

#### **Discouraged:**

- Plastic signfaces or signboxes.
- Interally illuminated plastic letters or sign
- Formed or injection molded plastic signs.
- Paper or nylon signs or banners.
- Animated, flashing, blinking, rotating or signs.
- Signs with exposed lamps or tubing.
- Advertising pacards, banners, pennants, other temporary signs.
- Signs projecting beyond lease line.

Storefront Signage Examples

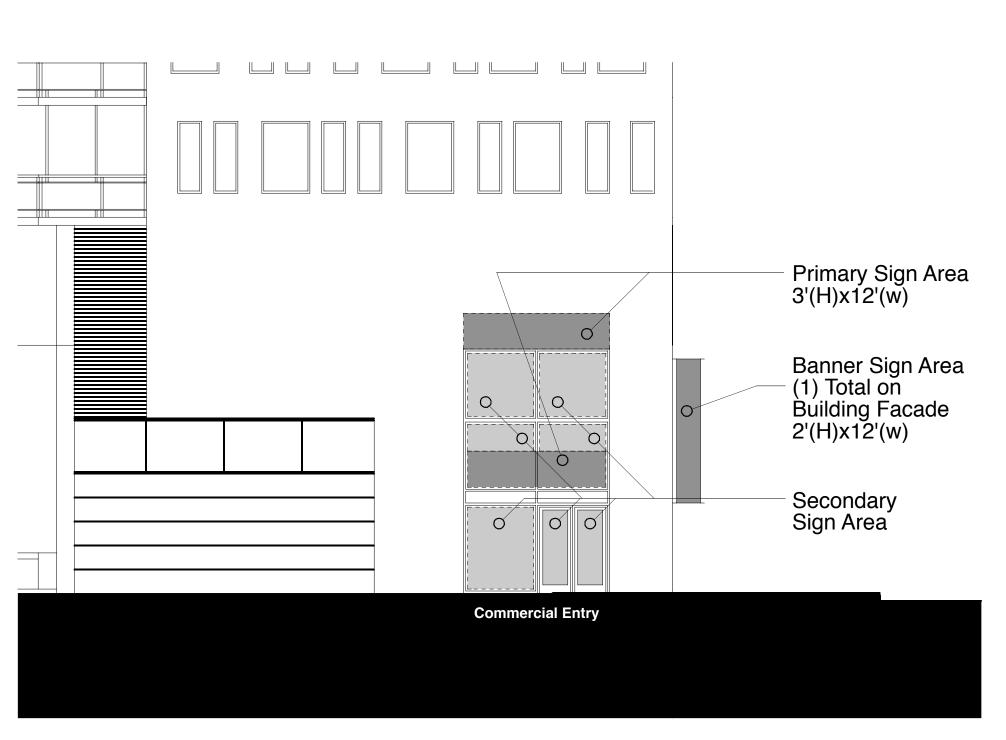




# **Elevation 1**

Primary Commercial Storefront Entry - North Prospect Avenue Scale: 1/8"=1'-0"

al Signage Plan			
Signage Guidelines	Signage Guidelines Continued		
Encouraged:	Pin-mounted Letterforms Encouraged:		
- Cut metal letterforms, freestanding or pin-mounted.	Pin-mounted letterforms on a colored plaque.		
- Cut metal logotypes, applied or pin-mounted.	Pin-mounted letterforms freestanding of a satin finished natural metal.		
- Wall mounted metal or porcelain enamel plaques.	Pin-mounted letterforms or prismatic letterforms		
- Stencil cut metal, visible from one side.	mounted off the face of the storefront. Metals for mounting pins that will rust in the Milwaukee		
- Sandblasted metal or glass.	weather which will create unsighly streaks on the exterior finish materials of the building are NOT		
- Metal channel letters with halo illumination.	Allowed.		
- Screenprinted logotypes on canvas awnings.	Guardiae an Class		
- Screenprinted logotypes on canvas banners.	Graphics on Glass:		
- Screenprinted or gold leafed logotypes on glass.	Graphics on the interior surface of storefront glass should be tasteful and minimal. Signage in this		
- Clean, simple, minimally visible attachments.	format is pedestrian friendly and smaller graphics frequently draw the viewer closer to a window display		
<ul> <li>Hardware matching adjacent sign finishes, use mounting hardware that will NOT rust.</li> </ul>	thereby engaging them in the merchandising zone.		
- Satin finished metals rather than highly polished	This may serve as the only storefront indentification in subtle form.		
finishes.	May potentially create an interesting play of light and shadows.		
Discouraged:			
- Plastic signfaces or signboxes.	May serve as the only storefront indentification in a very visible position on the storefront windows.		
- Interally illuminated plastic letters or signfaces.	The larger scale and repetition of these graphics on glass are discouraged.		
- Formed or injection molded plastic signs.	Siuss are alsooalagea.		
- Paper or nylon signs or banners.	Encouraged Signage:		
<ul> <li>Animated, flashing, blinking, rotating or audible signs.</li> </ul>	Halo lit letterforms pin-mounted off the building facade. This style of signage may be selectively lit with a seconday light source.		
- Signs with exposed lamps or tubing.	Stencil cut letters or numerals in a metal sign band		
<ul> <li>Advertising pacards, banners, pennants, sale or other temporary signs.</li> </ul>	add a tactile quality to a storefront.		
- Signs projecting beyond lease line.			



# **Elevation 2**

Secondary Commercial Entry - From North Prospect Avenue Scale: 1/8"=1'-0"

# PARK LAFAYETTE

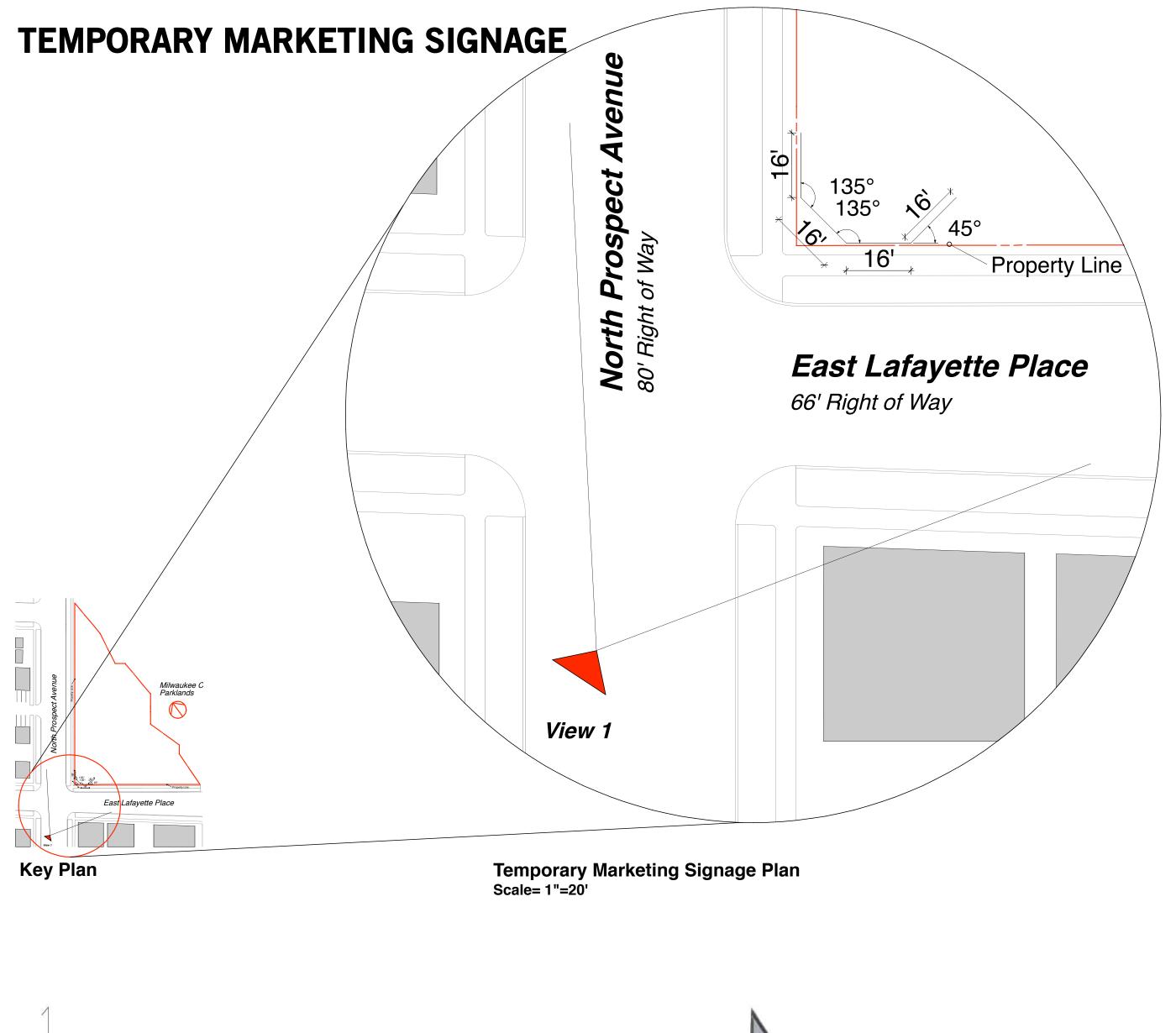
Corner of Prospect & Lafayette Milwaukee, WI

# **Detailed Plan Development**

# Proposed Commerical Signage DPD-16

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Unfolded Temporary Marketing Signage Elevation



View 1 - Temporary Marketing Signage Perspective

# PARK LAFAYETTE

Corner of Prospect & Lafayette Milwaukee, WI

**Detailed Plan Development** 

Temporary Marketing Signage DPD-17

12 ft

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