

City Plan Commission

**File No. 161472**

City of Milwaukee  
809 N Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

**NARRATIVE DESCRIBING CHANGES TO DETAILED PLANNED  
DEVELOPMENT APPROVED IN SEPTEMBER 2016**

**Project:**  
Minor Modification Submittal  
for 15<sup>th</sup> and North Apartments

Evergreen Real Estate Group (Evergreen) and Legacy Midwest Renewal Corporation (LMRC), requests a minor modification for a detailed planned development that was approved in September 2016 (file no. 160391). The development property is bounded on the south by W. North Avenue, extending east to west between N. 15th and N. 16th Streets, and bounded on the north by a public alley. Evergreen and LMRC will be redeveloping the site into mixed-use multifamily housing and commercial development. The narrative below, together with the accompanying plan sheets and related materials, constitutes and supports the minor modification plan for review and approval.

**Project No:**  
150303

**Distribution:**

**Exhibits**

**EXHIBIT A**

**NARRATIVE & STATISTICAL SHEET  
COMPARISON OF ELEVATIONS WITH  
CHANGES CALLED OUT**

**EXHIBIT B**

**11" X 17" DRAWINGS**

Rendering - 1

16<sup>th</sup> Street looking north

Rendering-2

Overall view of both side of building view of the corner condition from of North Avenue and 16<sup>th</sup> Street

Rendering-3

North Avenue looking west

DPD 3A

Site and Landscape Plan

DPD 3B

Site and First Floor Plan

DPD 8C

South Elevation - Showing Joint Lines

DPD 8D

East Elevation - Showing Joint Lines

DPD 8E

West Elevation - Showing Joint Lines

DPD 8F

North Elevation - Showing Joint Lines

**EXHIBIT A      NARRATIVE**

**Overall Development Concept and Minor Modification Summary**

The project comprises the development of new multi-family housing at the existing historical Blommer Ice Cream Company building and adjacent property on its west side to N. 16th Street. The former Blommer Ice Cream Company building at the corner of N. 15th Street and W. North Avenue is currently owned by Galst Food Properties, LLC. The single-family home located at 1524 W. North Avenue (which will be demolished) is currently owned by 15th and North Apartments, LLC, which will be the ultimate fee simple owner of the entire project.

The existing, historic Blommer building will be rehabilitated following National Park Service (NPS) guidelines. The building has received conditional approval for its design; however, the design had to be slightly modified based on State Historic Preservation Office (SHPO) requirements. SHPO required the new construction building to scale back the fourth floor away from the existing historic Blommer building. This means we had to remove a portion of the fourth floor on the new construction building design.

While this design change does not impact the total program it does impact the initial unit mix and the number of units in each building. There will be 38 units in the Blommer Building and 26 units in the new building.

The updated unit mix is as follows:

Unit Type	Detailed Planned Development	Minor Modification
One-Bedroom Units	39	41
Two-Bedroom Units	15	14
Three-Bedroom Units	8	8
Four bedroom Units	2	1
<b>Total</b>	<b>64</b>	<b>64</b>

**Other changes we are requesting for review and approval are as follows:**

- Modification to storefront system on the south side of the new construction building – in order to maintain budget, the storefront system along North Avenue in the new construction building was minimized. In lieu of Storefront we have incorporated punch windows as well as Store front systems.
- Rather than cementitious board "panels", on the north and east side of new construction building, the design incorporates a mix of cementitious lap siding and batt board "panels" on these elevations. This allows for more texture and design for facades, and responds to courtyard condition and more people scale. While large panels along main urban street are more appropriate and used, smaller scale and separate distinction with 6inch, 3 inch, and lap siding create proper design sensibility for a unique building that has four sided to present, versus typical building that may have two presentable sides.
- Maintained zoning code required landscaping, but updated slightly to incorporate easy to maintain grass areas.
- Changed the entrance lantern exterior light fixtures on North Avenue on the Blommer building to a modern LED up and down exterior sconce

which does not compete with the historic character of the building.

- Per NPS request, updated window design on the north side of the Blommer building from historic like windows to more modern, but complementary window design.
- Updated window design on north elevation of the new building is the result of reducing the building height in that location. The height reduction also resulted in changes in the floor plan. Instead of 2 units stacked with floors below, at third floor we now have one larger 2 bed room unit. The new fenestration pattern represents this unique condition, creating a special unit with its own pattern, much like the pent house floor of any building may have a different look to amplify the location and its uniqueness. In addition these windows make design sense on the interior of the updated units.
- Changed townhome unit doors from full glass to a safer partial glass door.
- Per 244-12 canopy signs may extend over tenant commercial space along North Avenue, but will be limited to the canopy width in projection, and shall not exceed 18 inches in height nor will it extend beyond the face of the canopy. Additionally, commercial tenants may incorporate signage on their storefront system, but it must be limited to 25% of the total glazing
- The development would like to incorporate a sign indicating the name of the building on the southeast corner of the new construction building along North Avenue. The sign will consist of single letters of cast aluminum or Stainless steel, stud mounted on the building. The height of each letter will 12 inches or less and will be lit by fixtures inside canopy above it, shining light directly down on the sign and side walk.
- Removed the gate between the new construction and existing Blommer building. This provides easier access to the accessible entrance located on the west side of the existing Blommer building.
- Slight modification to parking area (see below).

### **Parking Spaces Provided (295-907.2.c-1-i)**

The development had designed a parking area with twenty (20) parking spaces. However, due to discussions and preliminary utility design requirements from WE Energies around transformer locations, the development will lose one of those spaces for a total of nineteen (19) spaces.

Per code, only fifteen (15) spaces are required, but the development will provide

nineteen (19) parking spaces.

Surface	19
Structured	0
Total	19
Cars per unit	0.3 (see rationale below)

Parking spaces per unit calculation:

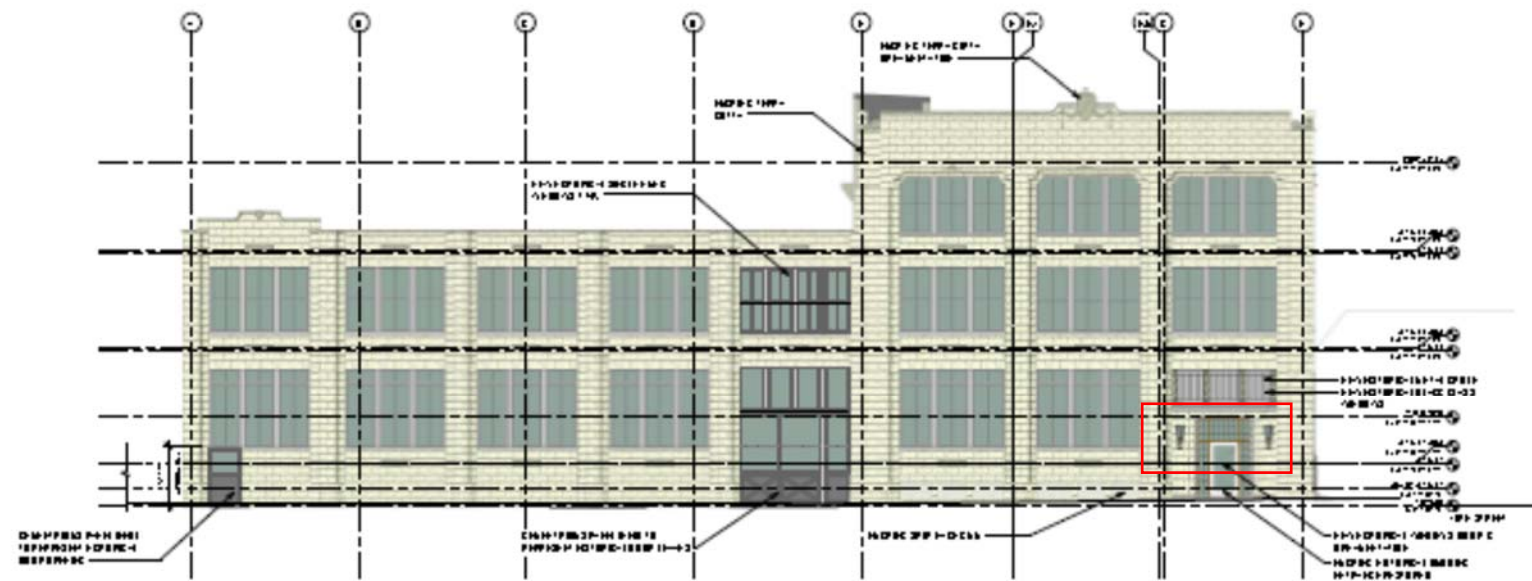
- Residential units:  $2:3 = 64 \times \frac{2}{3} = 42.67$  spaces
- Commercial space: approx. 2,000 SF: 4 spaces for the first 2,000SF, plus 0.5 spaces above that = 4 spaces
- Total:  $42.67$  (residential) +  $4$  (commercial) =  $46.67$  (round to 47 spaces)
- 25% reduction because the site is within 1,000 feet of a bus stop = -11 spaces
- On-street parking: approximately 420 feet of available parking length along North Avenue, 15th Street, and 16th Street, the net reduction is  $[(1 \times 220' / 20') + (2 \times 100' / 20')] = -21$  spaces
- Total parking requirement = 15 spaces. The development will provide 19 spaces

### **Minor Changes (295-907.2.i)**

Evergreen, in generating the plans for the DPD, 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 Evergreen nor the City of Milwaukee can predict how the plans set forth herein may unfold in their implementation. In recognition of this fact, and in acknowledgment of the need to maintain flexibility of plans to be modified for particular circumstances, Evergreen will retain the right to make minor changes to the DPD with the review and approval by City staff.

Minor changes to the site may be allowed if sufficient detail is shown on the approved DPD.

Changed exterior lantern light fixture from historical replica to modern, but complementary up and down led sconce.







State Historic Preservation Office required removal of a part of the fourth floor to minimize massing near the existing Blommer building.

Due to partial removal of fourth floor, re-designed windows to complement the building.

Cementitious lap siding and batt board panels in lieu of cementitious panels



Modification to storefront system







Town home unit doors modified from full glass to a safer partial glass.



Maintained code required landscaping, but incorporated easy to maintain grass in certain areas.

