

WORKSHOPARCHITECTS

January 25, 2008

City Hall
200 E. Wells Street
Milwaukee, WI 53202
Attn.: City of Milwaukee Planning Commission

Re: Downer Avenue Development Detailed Planned Development

Dear City of Milwaukee Common Council and Planning Commission

On behalf of our clients, Stowell Residential Properties, LLC and Van Buren Management, Workshop Architects is pleased to submit the project description and documentation for the Detailed Planned Development proposed for the Downer Avenue Business District.

Enclosed are the following documents:

- Exhibit A: Overall Project Description & Owner's Statement of Intent
Vicinity Map, Context Pictures
- Exhibit B: Residential Components – Condominium & Town Homes
- Exhibit C: Residential Components – Downer Avenue Hotel
- Exhibit D: Commercial Component – Retail, Medical Office & Surgery Center

Should there be any questions, please contact us.

Sincerely,

Grant Reginato, AIA
Project Manager
Workshop Architects



Stowell Residential Properties, LLC

P.O Box 511448 Milwaukee, WI 53202 Ph: 414 271-5263, Fax: 414 727-4612

EXHIBIT A

CITY OF MILWAUKEE FILE NUMBER: 070963

DOWNER AVENUE DEVELOPMENT

PROPOSAL FOR DETAILED PLANNED DEVELOPMENT

PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT

January 25, 2008

Purpose

The Common Council approved a General Planned Development (GPD) on February 27, 2007 for properties along Downer Avenue listed below. In November 2007, a Detailed Planned Development (DPD) in support of that GPD was introduced to the Common Council pursuant to the Zoning Map Change for the properties listed below as Exhibit B, C, and D. On behalf of Stowell Residential Properties, LLC and Downer Avenue Development, LLC, Workshop Architects and Rinka Chung Architecture is pleased to submit the enclosed supporting documents for approval of that DPD.

Specific property addresses previously approved to GPD on February 27, 2007:

- Residential Condominiums: Webster Pl. & Stowell Ave. properties – 2502 E. Webster Pl., 2512 E. Webster Pl., 2560 – 2562 N. Stowell Ave., 2566 N. Stowell Ave., and 2570 N. Stowell Ave. - Exhibit B
- Hotel: Mid-block Building on Downer Ave. at 2567 – 2577 North Downer Ave. - Exhibit C
- Medical Offices Addition and Renovation: 2622 – 2650 N. Downer Ave. - Exhibit D
- Downer Lakeview Commons (Formerly known as Downer Garage) – 2551 – 2565 N. Downer Ave. and 2524 E. Webster Pl.
- Downer Avenue Parking Garage – 2590 N. Downer Ave.

Specific property addresses included in this DPD zoning submittal and approval include:

- Exhibit B: Residential Condominiums: Webster Pl. & Stowell Ave. properties – 2502 E. Webster Pl., 2512 E. Webster Pl., 2560 – 2562 N. Stowell Ave., 2566 N. Stowell Ave., and 2570 N. Stowell Ave.
- Exhibit C: Hotel: Mid-block Building on Downer Ave. at 2567 – 2577 North Downer Ave.



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- Exhibit D: Medical Offices Addition and Renovation: 2622 – 2650 N. Downer Ave.

Specific property addresses previously submitted and approved by Common Council for DPD

- Downer Lakeview Commons (Formerly known as Downer Garage) – 2551 – 2565 N. Downer Ave. and 2524 E. Webster Pl. - DPD
- Downer Avenue Parking Garage – 2590 N. Downer Ave. - DPD

Future submittals obligated per the approved GPD – to be reviewed and approved by DCD staff

- Downer Theater – Façade improvements
- Downer Avenue Streetscape

Project Components

Overview: Hotel & Condominium Building

Numerous meetings with public input resulted in a succinct direction to resolve the following issues as they pertain to the 11 story building (which previously housed both the condominiums and the hotel.)

1. Reduce the volume of the building, specifically along Stowell Ave.
2. Eliminate the port cochere
3. Give the hotel a stronger physical presence on Downer Ave. and reduce or eliminate its presence along Stowell Ave.

To reduce the overall volume of the building, the 11 story orientation was rotated to a north-south direction. This allowed the introduction of five town homes with individual private entrances along Stowell Ave. These are to be three stories in height and will provide the requested transition in mass towards the west residential neighborhood.

The port cochere has been eliminated as requested.

The hotel component has been removed from the condominium building and moved entirely east of the alley to give it a physical presence on Downer Ave. (Please see Exhibit C.) **This reconfiguration creates a reduction in overall volume of approximately 100,000 cubic feet** and a significant reduction in the amount of the project that is at maximum height. More than ½ of the site is below the maximum height allowed by the GPD.



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Exhibit B: Residential Component – Condominium & Town Homes

The following is a program summary of functions at the Webster and Stowell property.

Basement Parking Level, accessed from Webster Pl.:

- Connection below grade, under the alley, to hotel basement
- Parking level below grade
- Dedicated elevator to medical offices and Hotel from parking level east of alley

Ground Floor

- Five Town Homes with private pedestrian entrances from Stowell Ave.
- Condominium residents entrance from Webster Pl.
- Separate vehicular entrances for public and residents accessed from Webster Pl.
- Condominium lobby accessed from Webster Pl.
- Condominium parking

Second

- Five private two-car garages for town homes inside the parking structure
- Condominium parking

Third floors

- Condominium parking

Fourth – Eleventh Floors

- 70 Condominium Units – Efficiency, 1, 2 and 3 bedroom units

Exhibit C: Residential Component – Downer Avenue Hotel

The hotel has been moved entirely east of the alley and is 7 stories, 85 feet in height to the main roof and a small area for the elevator over-run and roof access that is an additional 10'-0" in height. This is reduced from the peak height of 11 stories allowed in the GPD.

At the January 14th Historic Preservation Commission (HPC) meeting, both the condominium and hotel were presented as informational items. The condominium building was presented as outlined in Exhibit B and is not subject to review by the HPC.

The hotel plan presented was a re-build of the 2-story façade of the former Chancery/Einstein Bagel building, 2565-77 North Downer Ave., to its original 1936 façade. Floors 3-7 would be set back approximately 7 feet from the rebuilt façade with a narrow glass, 6 story vertical expression adjacent to the existing Lakeview Medical (Schwartz Books) Building. The vertical element is incorporated to provide identity for the hotel. Floor 3-7 will be mostly glass, providing a simple transparency in contrast to the rebuilt masonry building.

At the request of the members of the HPC, the development team also presented a preliminary massing option to remove the former Chancery /Einstein Building and



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replace it with a building that was architecturally consistent with the upper portion of the proposed hotel. After some discussion, a number of the commissioners questioned the historical significance of the existing Chancery/Einstein building and requested that the development team present a refined concept of an entirely new building at their next meeting. This version would create a base massing of the building that fronts Downer Ave. to a height of 3 stories to closer match the mass & height of the Schwartz Books building and step back floors 4-7 approximately 7 feet. The architectural expression is of one building, stylistically reinterpreting the original's international style.

In order to accommodate the wishes of the HPC while also moving forward through the process, we are submitting two options of the hotel building for consideration:

Option One: Rebuilding the original two story façade of the former Chancery/Einstein Bagel building.

Option Two: Rebuilding the entire site as one cohesive building with a three story base massing that fronts the street.

The development team prefers the approval of Option Two, the entirely new building. However, we are prepared to proceed with either option after they have been through the full City process.

The following is a program summary of functions that will be located east of the alley. The program is the same for both options one and two.

Basement Parking Level

- Connection below grade to public parking at the Condominium basement
- Parking below grade, accessed from Webster Pl.
- Dedicated elevators for the hotel and neighboring medical offices

Ground Floor

- Valet drop off at Downer Ave (below grade parking entrance from Webster Pl.)
- Hotel entrance lobby at Downer Ave.
- Hotel Lounge
- Hotel support services
- Restaurant with sidewalk dining option
- Public Toilets
- Kitchen and service access from alley
- Approximately six on grade parking spaces accessed from alley

Second Floor

- Conference facility Pre-Function
- Conference facility
- Warming Kitchen



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- Public Toilets
- Business center
- Balcony extension over entrance (similar to Water Street Deli on Water)
- A balcony will project over the hotel entrance and sidewalk with columns supporting the balcony between the sidewalk and curb along Downer Avenue

Third – Seventh Floors

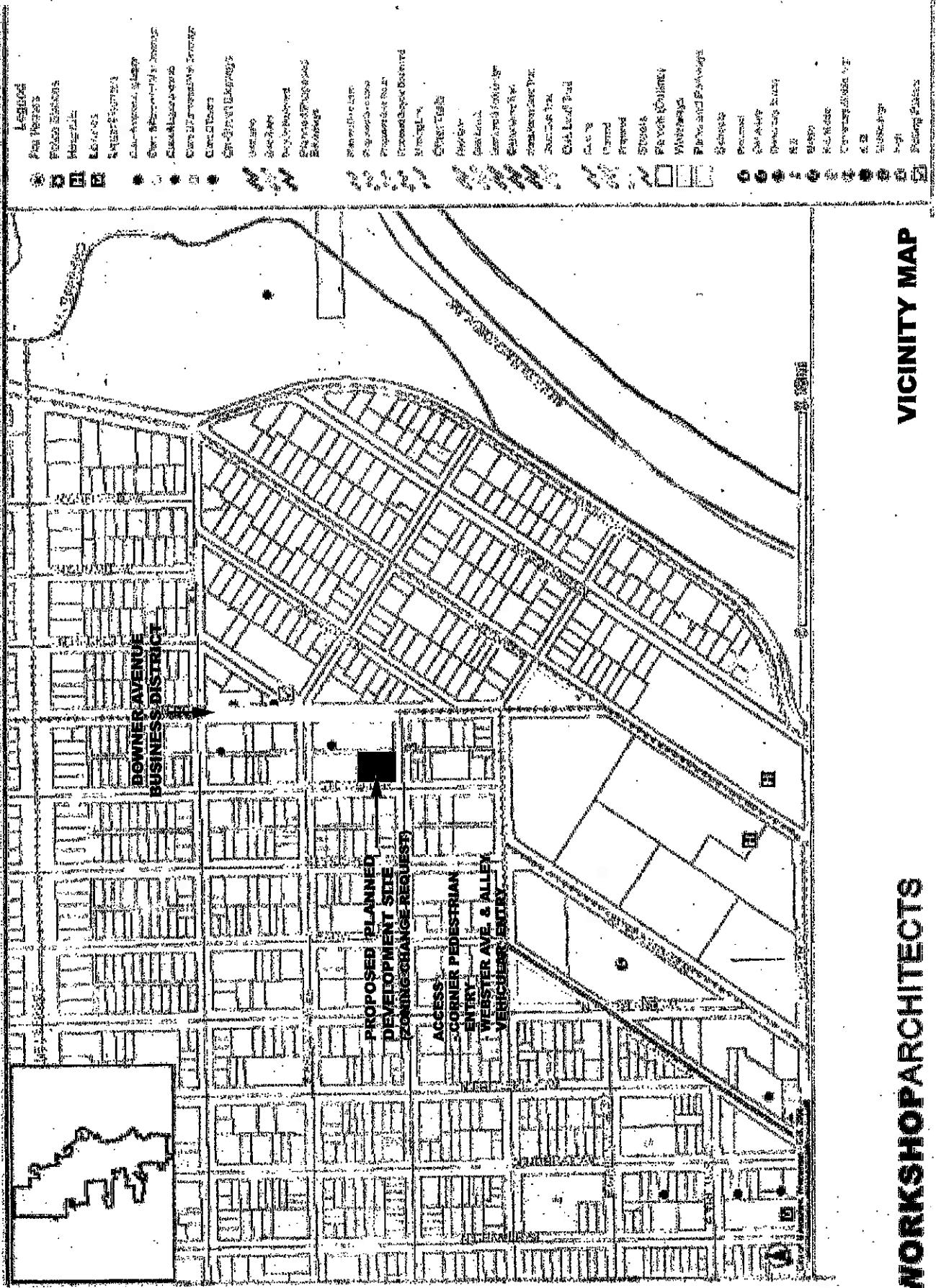
- Exercise room and breakfast bar at third floor
- Guest room suites – estimate of 72 – 85 rooms depending on operator needs

PROJECT SUMMARY**Exhibit D: Commercial Component**

Van Buren Management, Inc. will renovate and provide an addition to the historic Mulkern Building (2620-2650 Downer Avenue) in order to make it a relevant and viable building within the Downer Avenue Development DPD. The ground floor storefront retail will remain and the second floor parking will be renovated into a medical clinic and ambulatory surgery center. The bank drive-thru, teller stations, and the parking access ramp on the north end of the building will be removed and replaced with a four story addition which will provide more retail space on the ground floor, ambulatory surgery center on the second floor, and professional office space on the third and fourth floors. A planted garden screened by an ornamental garden wall east of the new addition will serve both as a buffer to the neighborhood and as an amenity to the tenants.

The proposed addition complies with the LB2 zoning. The max height of the proposed building is 60'-0". A combination of the modern curtain wall, architectural metal panel system, and stucco system for the addition will complement the character of the existing masonry structure. The existing building exterior will be renovated, and the existing awnings and storefront windows on the ground floor retail will be repaired as required.

This project has already been publicly presented to the Historic Preservation Commission (HPC) and has been issued a general Certificate of Appropriateness (COA) with building exterior details to be reviewed and approved by the HPC staff as they are designed. In addition this project was also publicly presented to the Murray Hill Neighborhood Group on November 27, 2007 for review and comment. Mr. Chip Brown, the Government Assistance and Training Specialist from the Wisconsin Historical Society, was contacted on January 14, 2008 regarding this project, and he confirmed that since the project has only a local historical designation the Historical Society has no jurisdiction to review it.



LEGEND

- PAVEMENT
- PLAZA
- MOBILE
- RESIDENTIAL
- INDUSTRIAL
- COMMERCIAL
- OFFICE
- RETAIL
- ENTERTAINMENT
- COMMUNITY CENTER
- LIBRARY
- CHURCH
- SCHOOL
- PARK
- TRAIL
- WATER
- SEWER
- STREET LIGHTS
- STREET SIGNAGE
- STREET FURNITURE
- STREET ART
- STREET SCENESCAPE
- STREET DESIGN
- STREET LIGHTS
- STREET SIGNAGE
- STREET FURNITURE
- STREET ART
- STREET SCENESCAPE
- STREET DESIGN

VICINITY MAP

WORKSHOP ARCHITECTS

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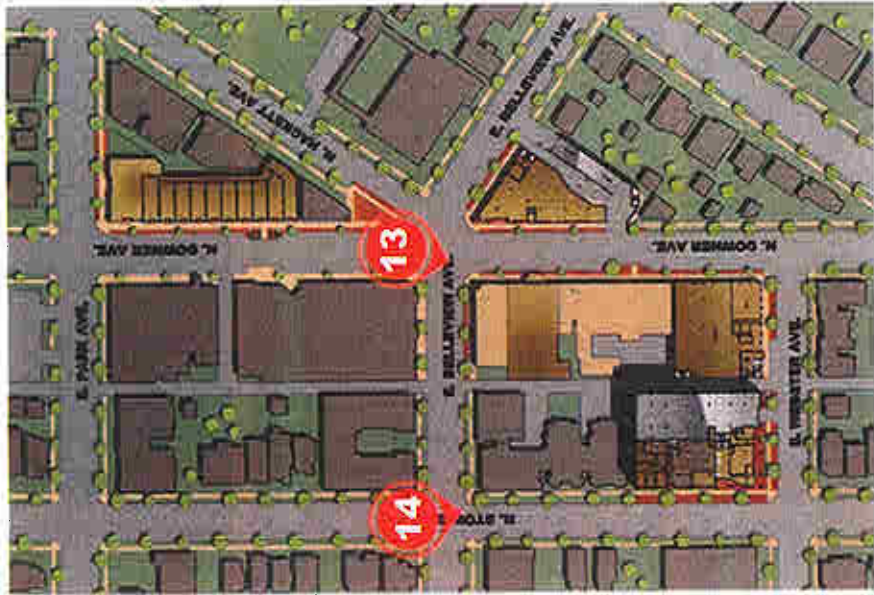
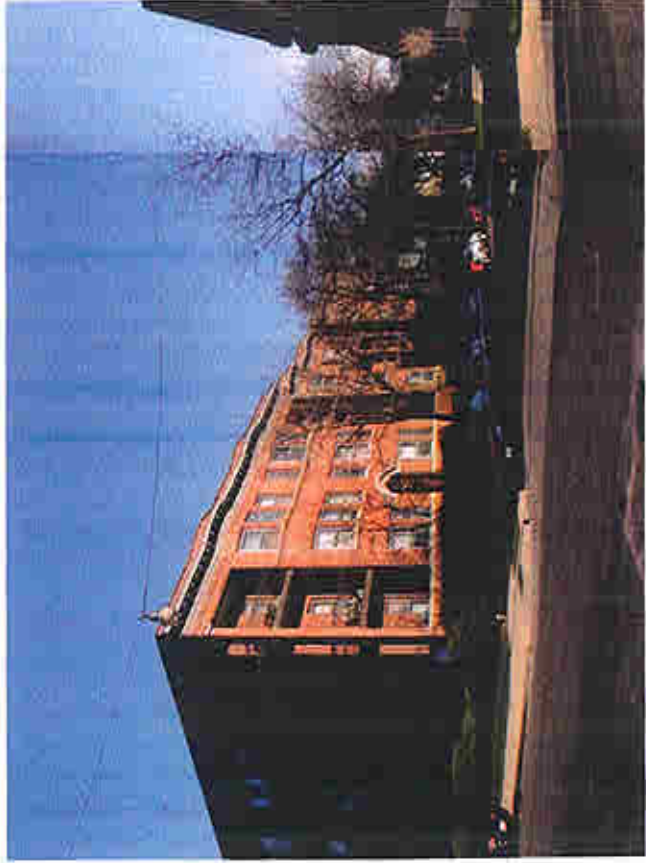


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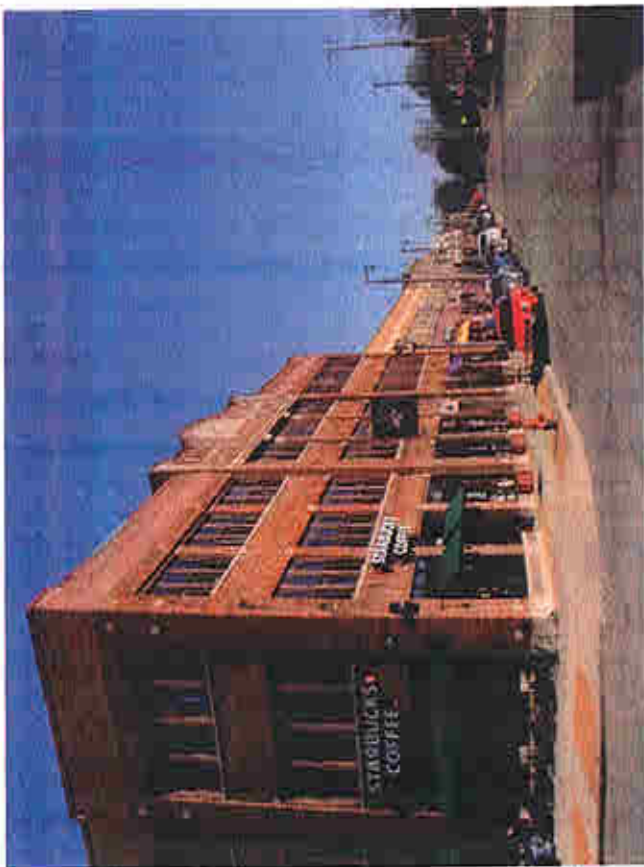


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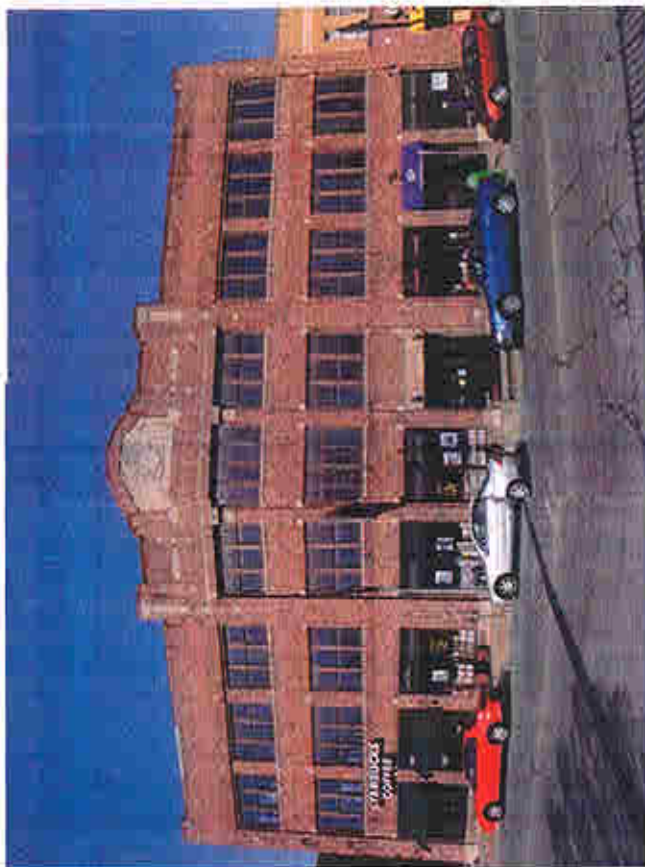


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