

## **“Minor Modification to the Detailed Planned Development”**

**This minor modification clarifies the uses permitted in the commercial spaces as well the permitted commercial tenant signage.**

### **2452 S. Kinnickinnic Avenue Detailed Planned Development Project Description Owner’s Statement of Intent**

#### **Purpose:**

HKS Holdings, LLC requests that the zoning for the properties at 625 E. Conway and 2432 S. Kinnickinnic Avenue – 2460 S. Kinnickinnic Avenue be amended to a Detailed Planned Development (DPD) in accordance with this submittal. This statement, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

#### **I. Project Overview**

HKS Holdings, LLC plans to build a mixed-use development consisting of 70 residential rentals, 71 underground parking spaces, 14 at grade parking spaces, and approximately 9,000 sq ft of retail space (the “Project”). The project will be located on the corner of Conway Street and S. Kinnickinnic Avenue in Bay View. The project will have approximately 1/3 studio units, 1/3 one-bedroom units and 1/3 two-bedroom units. The project is designed to follow the guidelines set out by the city’s strategic plan for the Kinnickinnic corridor as well as Bay View’s vision of pedestrian friendly projects, quality housing, sustainability and integrating well within the immediate neighborhood.

##### **A. The Partners / Developers**

HKS Holdings, LLC will be the developer of the Project. HKS and its three principals have over 28 years of real estate development and finance experience. HKS has developed / owned / managed over \$100 million of other projects throughout the Milwaukee area. Recently HKS received a 2009 Mayor’s Design award for its complete renovation of 153 N. Milwaukee Street located in the Third Ward. HKS prides itself in working with the local community to create projects that enhance the neighborhoods where the projects are located.

The Kendal Group will be the property manager. They will also have a small ownership in the Project. The Kendal Group has developed / owned / managed over 3,000 residential units in the Milwaukee area, Rochester MN, and Denver CO. Currently The Kendal Group owns and manages approximately 600 residential units in the Milwaukee area.

##### **B. The Property**

The Project consists of six parcels (625 E. Conway, 2432 S. Kinnickinnic Ave., 2438 – 2444 S. Kinnickinnic Ave., 2448 S. Kinnickinnic Ave., 2452 S. Kinnickinnic Ave., and 2460 S. Kinnickinnic Ave.). HKS Holdings, LLC currently owns these properties in a single purpose asset entity. The site consists of 28,543 square feet. The Property is currently zoned LB-2.

### C. The Residents

The Project will target a mix of age groups for the property. The residents will be young executives, empty nesters, college graduates, and retirees. The common theme these residents will be seeking is the ideal location, close to many major amenities such as the library, transportation, grocery, nightlife, etc. The residents will seek a quality, secure, upscale place to live. The residents will enjoy a full-service building with on-site management, on-site maintenance, rooftop patio / garden all in a green / sustainable building.

The Project will also allocate twenty percent (20%) of its units to residents who earn sixty percent (60%) of the county median income. This mix will help create a well rounded mixed-use project fitting into the neighborhood. At present, approximately 30% of the surrounding area makes up residents that would qualify for this component.

### I. Uses

The proposal is for primarily multi-family residential with street level commercial space filled with uses appropriate to this section of Bay View, these include: general retail, general office, sit down restaurant, health club and any uses that are permitted in Local Business (LB2) zoning district.

### II. Design Standards

The below grade level consists of enclosed parking for residents. The grade level consists of retail along Kinnickinnic Avenue, residential units along Conway Street, and 14 at grade spaces for retail use. Above the retail level are three and four floors of residential units. On the South end of the top floor there will be a community room with outdoor patio space for the residents.

The building has been divided into two distinct volumes to break up the 237 foot long building along Kinnickinnic Avenue. The base is animated by the transparent retail and front entrance to the residential component. Walk-up units along the Conway Street side have been created to help the building relate to the neighborhood. Setbacks have been increased where there is retail to create a pedestrian friendly “café zone”.

### A. Density

Up to 70 residential units.

## B. Setbacks

The building is set back 5' along Kinnickinnic Avenue, 3'-0" along Conway and 5'-6" along the southern boundary.

## C. Open Spaces

Approximately 1,500 SF terrace is located on the south end of the 5<sup>th</sup> floor. This is open to residents and their guests. There will be a small grass area in the back of the building adjacent to the 14 open air parking spaces at grade level. There will be no public open spaces.

## D. Parking and Circulation

There will be 71 underground, enclosed parking spaces for the residential units. This is just better than a 1:1 ratio. This parking enters at grade along the alley behind the property. The grade change from Kinnickinnic Avenue to the alley allows the cars to enter at grade. This maximizes the circulation and use of the underground parking. There will be 14 at grade parking spaces for the retail component.

Trash and recycling with internal to the new building and accessed from the alley.

E. Lighting Exterior lighting will happen at the internal auto court (see site plan).

## F. Signs and Signage

- a. Temp Signs during construction – Up to 2 temporary signs may be in place during construction. These would be placed along Kinnickinnic at the North and South ends of the site. The maximum size would be screen printed on plywood or similar material. The signs would include a rendering of the project along with text identifying project partners and financial contributors.
- b. Periodic sign-leasing and sale. The project may include one rental sign located at building entry. The sign will not exceed 48 sq ft Material will be screen printed vinyl or similar material. The sign will be displayed until units are leased, but no longer than 12 months after occupancy permit. After initial lease up sign may be displayed no more than 2 consecutive months and no more than 4 months in any calendar year.
- c. Signage for future retail tenants- Signage will be adhered to canopy elements (see elevations) Design to be finalized with future retail tenants but each tenant will have a single sign from one of the following categories (However, if Tenant has two entrances they shall be allowed signage at each entrance following the specified guidelines): wall signs – max 1 per 25 lineal ft. with a max size of 40 sq ft, projecting signs – max 1 per 25 lineal ft with a max size of 50 sq ft or canopy and hood signs max 1 per 25 linear ft with 50 sq ft

G. Building Materials - Building materials to consist of Cast Stone base with storefront and Cement Panel products above (see elevations for locations).

H. Landscaping – Landscaping will consist of plantings along the walk-up units at Conway St. (see site plan)

I. Space Between Structures

There are no adjacent structures. The site is bordered by Conway Street to the north, Kinnickinnic Avenue to the west, the alley to the east, and a surface parking lot to the south.

**III. Statistical Information**

1. Gross Land Area – 28,543 square feet / .65 acres
2. Land covered by principal buildings – 26,108 sq ft / 91%
3. Maximum land devoted to parking, drives and parking structures – 5,238 s f /18%
4. Minimum land devoted to landscape open space – 3,762 s f/ 8%
5. Maximum proposed dwelling unit density – 408 sf of land per unit / 108 units per acre. Commercial space provided – 9,008 sf
6. Proposed number of buildings – 1
7. Maximum number of dwelling units per building – 70 units
8. Bedrooms per unit – 94 total bedrooms (24-2br,2- 1br/den, 44-1 br)
9. Parking spaces provided – 71 residential underground – ratio 1:1.01 (46 required)  
14 commercial at grade – 1 per 643 sq ft of commercial space (9 required)