

1840 North Farwell Ave  
DPD Statement

Detailed Planned Development  
February 19, 2016

**Project Description and Owner's Statement of Intent**  
**Components of Detailed Plan and Supporting Materials**

Location: 1832 and 1840 North Farwell Avenue (Tax Keys 355-0320-100 and 355-0322-100)

File Number: 151546

Purpose:

Wiechmann Enterprises requests that the zoning for the two parcels at 1832 and 1840 North Farwell Avenue, bounded Farwell to the west and an alley to the east, 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.

ENUMERATION OF DOCUMENTS:

STATEMENT:

- Detailed Planned Development Description and Owner's Statement of Intent
- Exhibit A: Statistical Sheet
- Exhibit B: Vicinity Map
- Exhibit C: Existing Site Context Photos

DRAWING LIST, dated 02/19/2016:

T100 TITLESHEET

PLAT OF SURVEY

CIVIL:

C1.0 SITE PLAN  
C2.0 GRADING & EC PLAN  
C3.0 UTILITY PLAN  
C4.0 DETAILS & GENERAL NOTES  
EXHIBITS 1 -3

LANDSCAPING:

L100 LANDSCAPE PLAN  
L200 LANDSCAPE PLAN

ARCHITECTURAL:

A200 LOWER LEVEL FLOOR PLAN  
A201 GROUND FLOOR PLAN  
A202 SECOND LEVEL FLOOR PLAN  
A203 THIRD LEVEL FLOOR PLAN  
A204 FOURTH LEVEL FLOOR PLAN  
A205 FIFTH LEVEL FLOOR PLAN  
A206 TERRACE LEVEL FLOOR PLAN  
A207 UNIT LEVEL FLOOR PLAN  
A400 BUILDING ELEVATION – WEST  
A401 BUILDING ELEVATION – SOUTH  
A402 BUILDING ELEVATION – EAST  
A403 BUILDING ELEVATION - NORTH  
A404 BUILDING PERSPECTIVE  
A405 BUILDING PERSPECTIVE

DETAILED PLANNED DEVELOPMENT DESCRIPTION

**Project Overview:**

The proposed project is for the design and construction of 13-story facility with one level of parking and support spaces below grade. There are total of 153 units with 2 guest suites and the building height is up to 143'-0". Tenant services include leasing units to residents, renewing leases and maintenance work orders for tenants. Amenities include rental offices, community room and fitness center. Currently, the sites are occupied by a 4-story office building and surface parking lot. These existing uses may continue to operate in accordance with the current (RO2) zoning until such time that future development occurs on the site.

**1. USES:**

The Development includes multi-family residential units with a mix of studios, 1-bedrooms, 1-bedrooms + dens, 2-bedrooms and 3-bedrooms, storage for units, restaurant, offices, fitness center, guest suites, community room, terraces and internal parking for residents and employees. All uses permitted in Residential Office (RO2; current zoning) will be permitted in the commercial spaces including but not limited the following list below. Some additional uses (noted below) will also be permitted.

Residential Uses

Multi-family dwelling  
Live-work Unit

General Service Uses

Personal Service  
Business Service  
Building Maintenance Service

Commercial/Office Uses

General office  
Bank or other financial institution  
Retail Establishment, General  
Artist Studio

Accommodation Uses

Hotel, residential  
Restaurant, sit-down  
Restaurant, Fast-food/carry out (Deli)  
Brewpub (Exception to RO2 uses)

Entertainment Uses

Health club

Motor Vehicle Uses

Parking Structure

Healthcare Uses

Medical Office

**2. DESIGN STANDARDS:**

**Building Overview:**

- Lower Level: Storage, mechanical spaces, parking
- Street Level: Resident Entrance & Lobby, commercial space (likely a restaurant), mechanical spaces, parking, trash/recycling
- Second Level: Commercial space (likely office), Parking, Support spaces
- Third Level: Residential tenant amenities (likely a fitness center), Guest Suites, Parking, Support spaces

- Fourth Level: Residential tenant amenities (likely a community room), Terrace, Parking, Support spaces
- Fifth – Thirteen Levels: Residential Unit Levels, Support spaces
- The project also includes a green roof area at the terrace level.

**Building Materials:**

The exterior materials for the proposed building will consist of a combination of the following materials. Material samples will be provided to DCD as requested, and all final material selections will be reviewed and approved by DCD in advance of permit issuance:

- Face brick with matching mortar: modular, standard or utility
- Cast Stone with matching mortar: Size varies
- Architectural Metal panel
- Clear, Low E glazing
- Aluminum storefront, window wall or curtain wall
- Balconies at Units: Paint or stain
- Balcony at Main Terrace: Metal soffit with wood grain finish
- Aluminum Windows
- Precast concrete
- Decorative concrete masonry units
- Metal and glass railings for balconies
- Metal garage doors with or without windows
- Metal and/or membrane roofing
- Green Roof tray system

See Elevations on A400 – A403 for detailed information.



Sample Metal Panel Profile  
Color to be determined



Sample Brick Color  
Mortar to match brick

**3. DENSITY:**

- 153 Units or 140 SF of lot area per Unit

**4. SPACE BETWEEN STRUCTURES**

- Only one structure is planned for the site.

**5. SETBACKS:**

- Front (west, Farwell-facing), Street Setback: 0'-0"
- Side (north) Setback, Street: 0'-0"
- Side (south) Setback: 0'-0" minimum to 9'-0" maximum.

- Rear (east, alley-facing) Setback: 0'-0" minimum to alley right of way.

**6. SCREENING:**

- While not anticipated to be placed on roof, mechanical equipment shall be screened from view with metal panel or louver screens to match color of metal panels.

**7. OPEN SPACES:**

- There are minimal open spaces planned for this development. All areas will receive grass/seed and landscaping as noted on the landscaping plans. A green roof system will be provided at the terrace level as noted.

**8. CIRCULATION, PARKING AND LOADING:**

- Street parking is available along Farwell Avenue.
- Internal parking is provided for tenants and employees, accessed from alley.
- Building deliveries and services (such as refuse pick up, tenant move-in and deliveries) are planned to be at the alley
- Bike Parking:
  - Bike parking approximately 80 spaces will be available to the residents on each parking level.
    - 1 Space per every 2 units
  - Bike parking approximately 3 spaces will also be available for the general public.
    - 1 per 2,000 square feet: Retail and Office
- All improvements will be constructed per City of Milwaukee Standards and are subject to the review and approval of the City of Milwaukee Department of Public Works.

**9. LANDSCAPING:**

- The general goal for the landscaping is to provide low maintenance vegetation, a sustainable-focus, and visually cohesive neighborhood aesthetic.

**10. LIGHTING:**

- General: Proposed outdoor lighting complies with current lighting regulations for planned development districts.
  - The lighting shall have cut-off fixtures that ensure that lighting levels and glare are controlled such that no light source will be visible from an adjoining property. In all other circumstances, the maximum illumination at a property line or public right of way shall be 5 foot-candles; and where adjoining properties are zoned residential, the maximum illumination at the property line shall be one foot-candle.
- Proposed lighting:
  - Site Lighting
    - Lighting within the right-of-way will be designed by the City of Milwaukee Department of Public Works with input from the design team.

- Parking lot/Alley ways lights will provide sufficient light for the parking spaces located off the alleys so no lights outside of the right-of-way will be required.
- Proposed Facility Lighting
  - Uplighting of building, building name and address at canopies
  - Downlighting at canopy for main entrances.
  - Lighting for fourth level terrace: Linear LED fixtures
  - Lighting unit balconies: Wall mounted sconces at building face
  - Lighting for egress and safety, where required by building code.

**11. UTILITIES:**

- Utilities will connect to existing street connections.
- The electrical will connect to the building on the west side and disconnect to be located near the electrical room and transformer.
- The water, sanitary will connect to the building on the south at the existing tap line.

**12. SIGNS:**

- The building and commercial tenant signage will be cohesive with one other. The building and tenant signage will either be individual letter or channel letter wall mounted to backdrop on canopies or awnings. One of the following options will be implemented.
  - Option 1 Wall Signage (Type A Awning): The reverse/halo aluminum metal channel lettering at address sign. The letters will be back lit to provide a glow to the lettering or numbers; or
  - Option 2 Canopy Signage (Type A Canopy): Individually internally lit lettering or numbers
- The building name and address will be incorporated near entrances and/or incorporated within the canopies as indicated on the elevation.
- For either option the sign size is 6'-0" H X 15'-0" W maximum
- There will be up to 3 wall or canopy signs.
- All signs will be illuminated.
- Sign construction to meet Chapter 244 of the Milwaukee Zoning Ordinance.
- Temporary signs will be installed. Construction signs will be removed within 30 days receipt of certificate of occupancy.
  - Up to 2 signs pertaining to the construction of the buildings will be provided and not exceed 72 square feet. Signs will be equally spaced throughout project site, based on phase size and number of buildings.
  - There will be 1 sign to advertise for unit rentals and/or availability.

**13. SIGN ILLUMINATION**

- Building Signage
  - For commercial tenant: Signage will be either internally lit or backlit as noted above. Signage will be either reverse channel backlit with individual lettering or within the sign.

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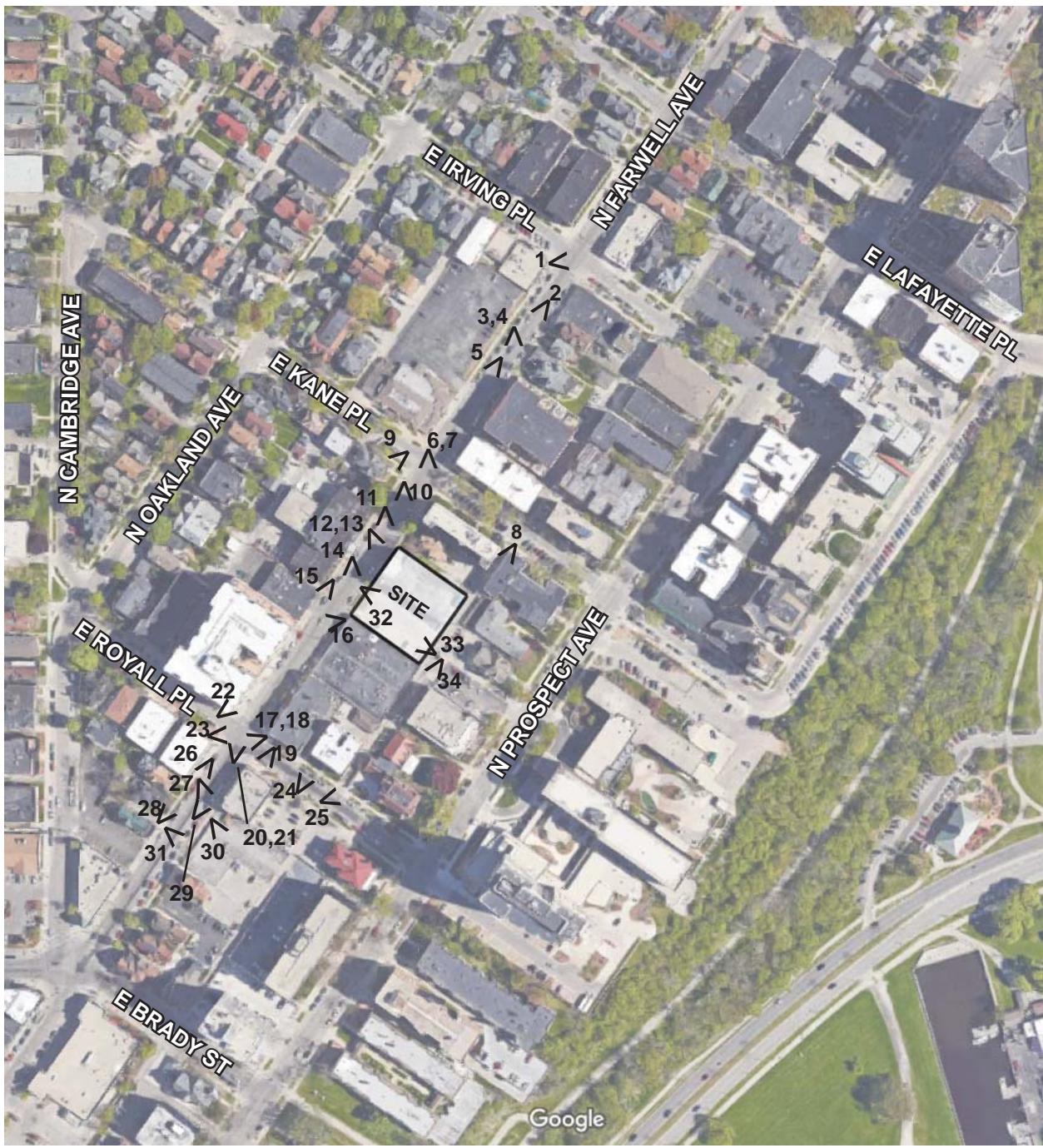
**EXHIBIT A**  
**STATISTICAL SHEET**

**295-907. Planned Development District (DPD)**

Proposed Zoning: DPD

2c-1a:	Gross land area	21,439 SF
2c-1b:	Maximum amount of land covered by principle building	91% or 19,588 SF
2c-1c:	Maximum amount of land devoted to parking, drives, and parking structures.	0% 0 SF (all parking will be interior to the building)
2c-1d:	Minimum amount of land devoted to landscaped open space, within property lines.	6% or 1,435 SF at Ground Level
2c-1e:	Maximum proposed dwelling unit density:	140 SF of lot area/UNIT
2c-1f:	Proposed number of buildings:	1
2c-1g:	Maximum number of dwelling units per building:	153 UNITS + 2 GUEST SUITES
2c-1h:	Bedrooms per unit (# Bedrooms/# Units). Final numbers may change slightly:	Studios: 7 per floor/63 Total 1 Bedroom/1 Bedroom + Den: 7 per floor/ 63 Total 2-Bedroom: 2 per floor/ 36 Total 3-Bedroom: 1 per floor / 27 Total
2c-1i:	Parking spaces provided and ratio per residential unit:  Parking Spaces provided per 1,000 sq ft of building area if not residential:	Up to 215 Spaces Total  Residential : 1 Parking Space / 1 Bedroom : 189 Spaces  Non-residential: 26 Spaces

EXHIBIT B  
VICINITY MAP



1840 North Farwell Ave  
DPD Statement

**EXHIBIT C  
CONTEXT PHOTOS**



**1. VIEW EAST ON FARWELL**



**2. VIEW SOUTH ON FARWELL**

1840 North Farwell Ave  
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**3. VIEW SOUTH ON FARWELL**



**4. ABBOTSFORD CONDOMINIUMS - 1920 N FARWELL AVE**

1840 North Farwell Ave  
DPD Statement



5. VIEW SOUTH ON FARWELL



6. THE VIKING APARTMENTS - 1717 E KANE PL



7. THE VIKING APARTMENTS - 1717 E KANE PL



8. ALLEY VIEW TO SOUTH

1840 North Farwell Ave  
DPD Statement



**9. 1863 N FARWELL AVE**



**10. VIEW OF PROJECT SITE**

1840 North Farwell Ave  
DPD Statement



**11. VIEW SOUTH ON FARWELL**



**12. EXISTING BUILDING AT 1840 N FARWELL AVE**

1840 North Farwell Ave  
DPD Statement



**13. EXISTING BUILDING AT 1840 N FARWELL AVE**



**14. 1818 N FARWELL AVE**

1840 North Farwell Ave  
DPD Statement



**15. VIEW SOUTH ON FARWELL**



**16. THE STERLING - 1550 E ROYALL PL**

1840 North Farwell Ave  
DPD Statement



**17. 1749 N FARWELL AVE**



**18. VIEW SOUTHWEST ON FARWELL**

1840 North Farwell Ave  
DPD Statement



19. 1748 N FARWELL AVE



20. THE STERLING - 1550 E ROYALL PL



21. VIEW NORTH ON FARWELL

1840 North Farwell Ave  
DPD Statement



**22. VIEW NORTHEAST ON FARWELL**



**23. VIEW EAST ON FARWELL**

1840 North Farwell Ave  
DPD Statement



**24. 1614 E ROYALL PL**



**25. CHARLES ALLIS ART MUSEUM - 1801 N PROSPECT AVE**

1840 North Farwell Ave  
DPD Statement



26. VIEW SOUTH ON FARWELL



27. VIEW SOUTH ON FARWELL



28. VIEW NORTH ON FARWELL

1840 North Farwell Ave  
DPD Statement



**29. VIEW NORTH ON FARWELL**



**30. VIEW SOUTH FROM PROJECT SITE**

1840 North Farwell Ave  
DPD Statement



31. VIEW TO EAST

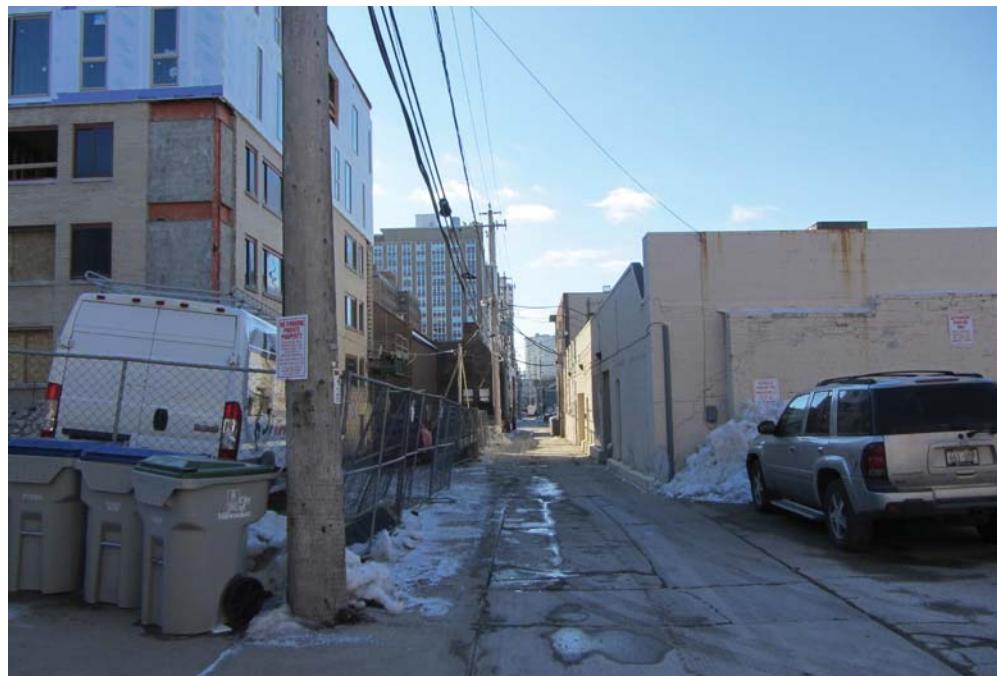


32. VIEW OF PROJECT SITE - LOOKING EAST FROM FARWELL

1840 North Farwell Ave  
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**33. VIEW OF PROJECT SITE - LOOKING WEST FROM ALLEY**



**34. ALLEY VIEW TO SOUTH**