

City Light

General Planned Development Submittal

A Mallory Property



setting. This redevelopment effort would occur in phases and over several years. The overall redevelopment concept is to create a unique one-of-kind environment that would provide the best attributes of a suburban location (freeway access, parking, green space, etc.) with the locational attributes and amenities of an, hence the development concept name of “City Light”.

The redevelopment concept includes creating a campus like environment with open green spaces with a park like feel and utilizing the Menomonee River as a back drop for the overall campus. In addition a buffer space between the development and Menomonee River would be provided for the future construction of a river walk.

Eastern Half of Site

This portion of the site would also be developed in phases and could support light industrial and manufacturing uses.

IV. Boundaries

The boundaries of the development are described and outlined on the site map (Exhibit D). The area of the General Planned Development is located approximately two miles west of Milwaukee’s CBD. The site is bordered on the south by the Menomonee River, bordered on the east by 16th Street, bordered on the west by 25th street and bordered on the north by the railroad.

V. Site Access

Access to the site includes a western connection at 25th Street, a northern access at the intersection of 17th Street and Mt. Vernon Avenue, a eastern access provided that Mt. Vernon Avenue is extended, and a southern access from the Menomonee River.

The vehicular circulation system will be laid out in such a way that the traffic circulation facilities within the site will provide for safe and convenient movement of pedestrians and vehicles, including accessibility by emergency, municipal and delivery vehicles.

Primary vehicle circulation will be provided by a road located along the northern property line and through general parking lot circulation throughout the entire site.

VI. Signage

Construction Signs

Signage pertaining to the redevelopment or construction of any individual building will be located either on or in front of the building and will be removed upon the completion of construction.

Project Signs

Signage pertaining to the overall development or a major component of the development will be located at or near the entrance of the development or individual component, with the design, scale, material and location to be in harmony and complementary to the overall development and character of the surrounding area.

Building Identification Signs

Corporate identity or other “urban signage” will be utilized and attached to each building indicating the buildings name, ownership or major tenant. Their design, scale, material and location shall be complementary to the building and the development.

Development Signage

For the western half of the site overall development/park signage will be developed using either a series of arches, monuments, or other architectural features to create a distinct and cohesive identity.

Directory Signs

Monument signs identifying building tenants may be located at or near building entrances. Such signs will be of a design, scale and material and location that are complementary to the building.

Direction Signs

Direction signs will be providing information for pedestrian or vehicular movement and signs providing street addresses, may be provided so long as the design, scale, material and location is complementary to the building.

**CITY LIGHT
GENERAL PLANNED DEVELOPMENT (GPD)**

Project Description and Owner's Statement of Intent

January 5th, 2007

I. Components of General Plan and Supporting Materials

Mallory Properties requests that the zoning be amended to a General Plan Development (GPD) in accordance with this document. Mallory Properties will be redeveloping their property over the next five years. This statement together with the accompanying plan sheets and related materials, outlined below, constitutes and supports the general development plan:

Supporting Material

Exhibit A – Statistical Overview. Gross land area; land covered by principal buildings; land devoted to parking, drives and roads; and land devoted to landscaped open space.

Exhibit B – Vicinity Map. Depicts the boundaries of the property included in the general plan and the area within 1,000 feet of the property.

Exhibit C – Plat Survey.

Exhibit D – Site Plan. Depicts the general location of both the existing and proposed future structures, description of their intended use, open space, buffers adjacent to the property, pedestrian and vehicular circulation systems and parking layouts.

Exhibit E – Pictures of the Site and Surrounding Context.

II. Introduction

Historical

The western half of the site (approximately 12.3 acres) was originally developed in 1895 as the production plant for Milwaukee Gas Light Company. The gas company supplied gas for the public street lamps from the turn of the century until 1949, when manufactured gas from coal and coke was replaced by natural gas.

The signature group of red brick buildings has become a Milwaukee landmark and was designed by Milwaukee's renowned architect Alexander Eschweiler. There are five original existing buildings still located on the site. The most unusual structure is the Power Building an octagonal six story structure overlooking I94.

Existing Buildings

Retort House	25,400 square feet
Machine Shop	7,600 square feet
Power Building (tower)	17,400 square feet
Condenser House	5,000 square feet
Purifier House	50,100 square feet

The buildings have been in continuous use since the turn of the century and have generally remained in good repair and condition. Except for some window and door openings the exterior of the buildings have been virtually unchanged and are restorable.

The eastern half of the site consists primarily of land and two small light industrial buildings totaling approximately 35,000 square feet.

Current Ownership

The property is currently owned by Frank and Dominic Giuffre. Frank and Dominic Giuffre own over 2,000,000 square feet of commercial real estate in the greater Milwaukee area and have a successful track record of redeveloping and repositioning older industrial properties. The property was acquired in two separate transactions. The western half of the site was acquired in 1985 from Schwerman Trucking and the eastern half of the site (approximately 12.5 acres) was acquired in 2001 from LaFarge Corporation a producer of concrete. The combined site area is 24.8 acres.

Current Use

The property is currently occupied by a variety of smaller tenants with uses ranging from a skate board park, truck terminal, pallet manufacturing, limousine service, design studio, and staging area for the freeway reconstruction project.

III. Overall Development Concept

Project Overview

The site offers a very unique redevelopment opportunity due to its location and the historical significance of some of the existing structures. The property offers excellent highway and rail access, is bounded on the south by the Menomonee River and is less than 2 minutes from downtown Milwaukee via I-94.

The overall conceptual development plan is segmented into two separate development concepts: 1) the western half of the site and 2) the eastern half of the site.

Western Half of Site

The concept behind the redevelopment is to utilize the existing historical buildings for a research and office park with supporting ancillary services and amenities in an urban park like

Building Statistics

Western Portion of Site

Existing Buildings	Proposed Use	Square Footage	Typ. Parking Density	Typ. Parking Total
Retort House	Commercial / Office	40,000 GSF	x 4 per 1000sf	= 160
Power Building	Commercial / Office	7,500 GSF	x 4 per 1000sf	= 30
Machine Shop	Commercial / Office	5,500 GSF	x 4 per 1000sf	= 22
Purifier & Condenser Houses	Commercial / Office / Support	75,000 GSF	x 4 per 1000sf	= 300
Subtotals		128,000 GSF		512
				554 Provided

Eastern Portion of Site

Future Buildings	Square Footage	Typ. Parking Density	Typ. Parking Total
Industrial / Manufacturing	2 ea. @ 64,000 GSF		
	80% industrial	102,400 GSF	x 1.5 per 1000sf = 154
	20% office	25,600 GSF	x 4 per 1000sf = 102
Subtotals		128,000 GSF	256
GRAND TOTALS		256,000 GSF	768

Site Statistics

TOTAL SITE AREA (in SF)	1,080,288	(24.80 AC)
TOTAL IMPERVIOUS SURFACE	830,781	
TOTAL LOT COVERAGE	76.9%	
TOTAL GREEN SPACE RATIO	23.1%	

Western Portion of Site

Parcel Area (in SF)	589,837	(13.53 AC)
Total Impervious Surface <i>(Buildings, paving, roads, etc.)</i>	392,781	
Maximum Lot Coverage <i>(Total of buildings & paving ÷ parcel area)</i>	66.6%	
Green Space Ratio (%) <i>(Total green/landscape area ÷ parcel area)</i>	33.4%	

Eastern Portion of Site (Estimated)

Parcel Area (in SF)	490,451	(11.26 AC)
Total Impervious Surface ** <i>(Buildings, paving, roads, etc.)</i>	438,000	** Assumes 256 parking spaces per calculation above, with service areas, 20 total loading docks & 128,800 GSF for building footprints
Maximum Lot Coverage <i>(Total of buildings & paving ÷ parcel area)</i>	89.3%	
Green Space Ratio (%) <i>(Total green/landscape area ÷ parcel area)</i>	10.7%	

EXHIBIT A - Statistical Overview

CITY LIGHT – A Mallory Property
January 5, 2007

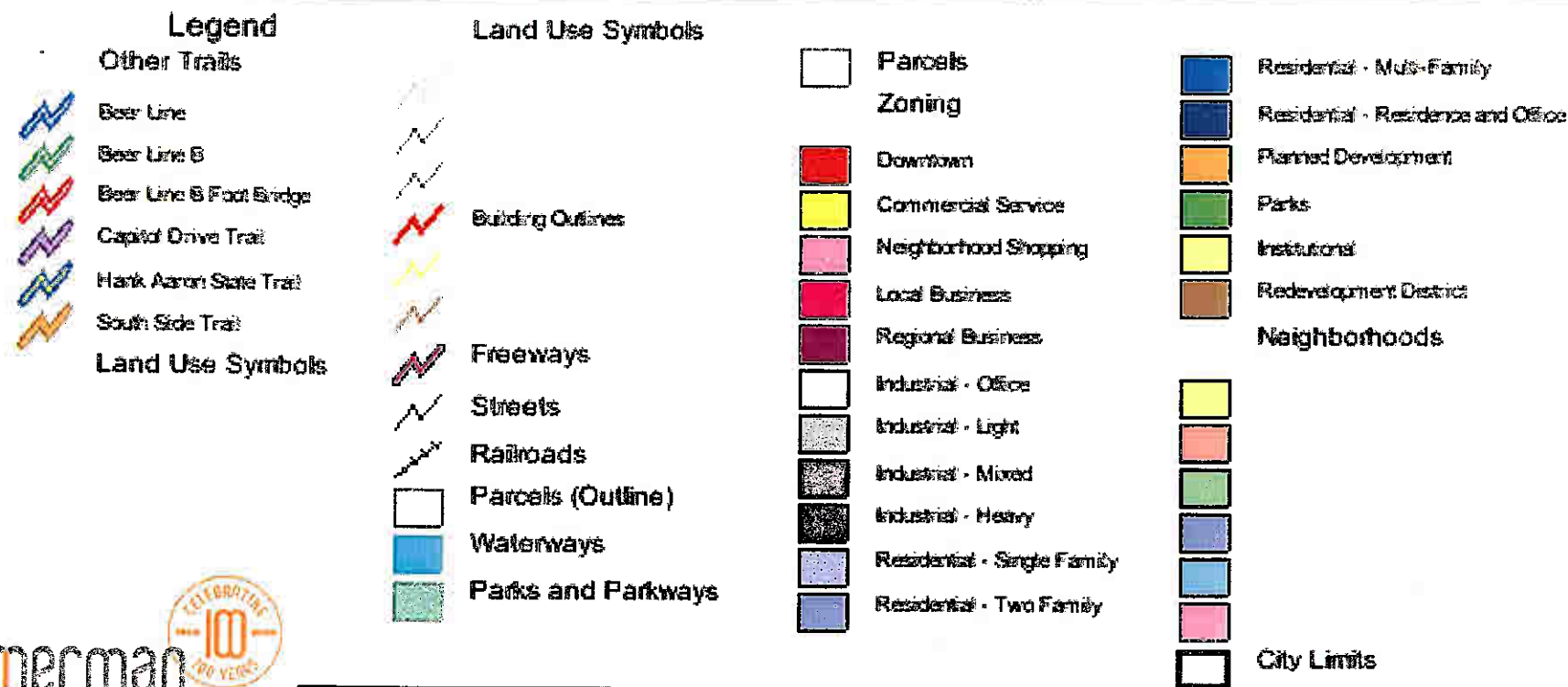
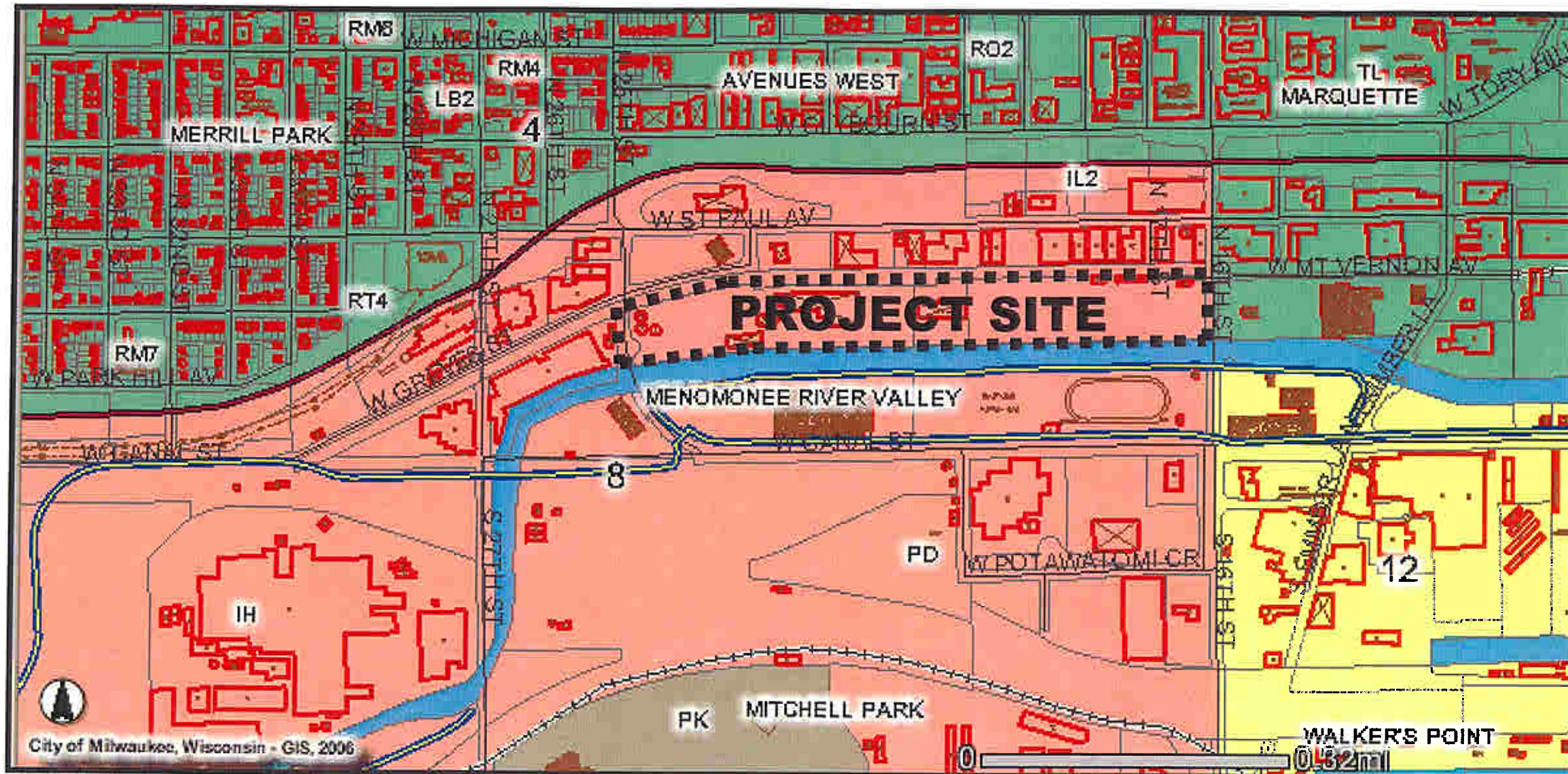


EXHIBIT B - Vicinity Map
CITY LIGHT – A Mallory Property
 January 5, 2007

ALTA/ACSM LAND TITLE SURVEY

BEING A PART OF THE SW 1/4 OF SECTION 30, T.7N., R.22E.,
CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN

SURVEY BY:
JAMES G. REICHHOFF, R.L.S. 2282
WELCH HANSON AND ASSOC., INC.
365 AUSTIN CIRCLE, SUITE 100
DELAFIELD, WI 53018
(414) 846-8855

SURVEY FOR:
ST. FRANCIS BANK
13400 BISHOPS LANE, SUITE 150
BROOKFIELD, WI 53005-8203

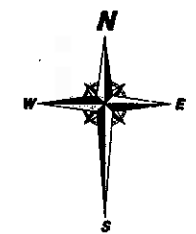
- LEGEND:**
- CONCRETE WALL W/ BRASS CAP
 - SCREWED & FOUND
 - UTILITY BOX
 - POWER POLE
 - MANHOLE
 - STORM SILET
 - GAS VALVE
 - WATER VALVE
 - HYDRANT
 - FENCE
 - LIGHT POLE
 - UNDERGROUND GAS LINE

LEGAL DESCRIPTION AS FURNISHED:

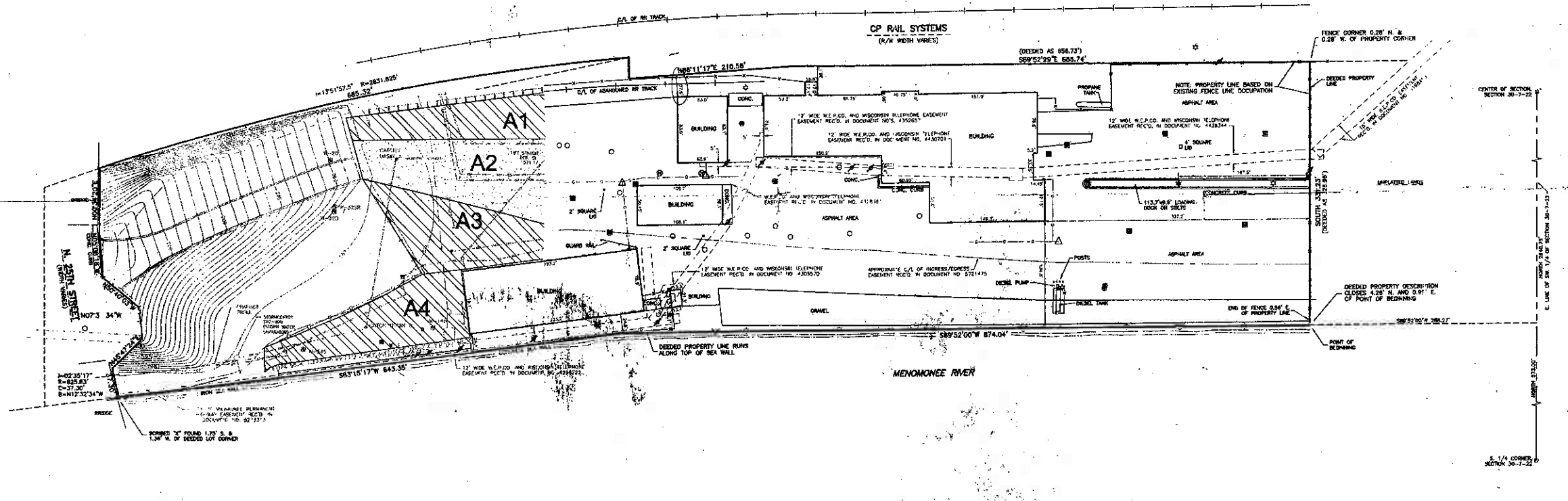
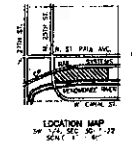
That part of the Southwest 1/4 of Section 30, Town 7 North, Range 22 East, in the City of Milwaukee, County of Milwaukee, State of Wisconsin, bounded and described as follows:
Commencing at the Southeast corner of said 1/4 Section 30; thence North along the East line of said 1/4 Section, 572.00 feet to a point; thence South 89° 52' 00" West 268.27 feet to the place of beginning of the line to be described; thence South 89° 52' 00" West 874.04 feet to a point; thence South 87° 17' 17" West 843.35 feet to a point; thence North 87° 37' 30" East 37.30 feet along the arc of a curve whose center lies to the East, with a radius of 925.85 feet and a chord of 37.30 feet bearing North 12° 30' 34" West to a point; thence North 67° 47' 24" East 33.62 feet to a point; thence North 07° 30' 34" West 40.00 feet to a point; thence North 07° 47' 07" West 88.73 feet to a point; thence North 07° 00' 18" West 88.88 feet to a point; thence North 07° 34' 20" East 82.47 feet to the South Right-of-Way of the Chicago Milwaukee St. Paul and Pacific Railroad Co.; thence Northwesterly 685.32 feet along the arc of a curve whose center lies to the East, with a radius of 2831.828 feet and a chord of 685.30 feet, bearing North 78° 35' 31" East to a point; thence South 25.98 feet to a point; thence North 88° 11' 17" East 210.58 feet to a point; thence South 89° 52' 29" East 806.73 feet to a point; thence South 308.86 feet to the place of beginning.

Tax Map No. 400-9995-117-8

ADDRESS: 206-224 N. 25th Street



SCALE: 1" = 60'
MEASUREMENTS ARE REFERENCED TO THE E. LINE OF THE SW 1/4 OF SECTION 30 T.7-N. R.22-E. AS ASSIGNED DUE NORTH



TO FRANK R. GAFFRE AND DOMING GAFFRE, ST. FRANCIS BANK, F.S.B. AND CHICAGO TITLE INSURANCE COMPANY:
THIS IS TO CERTIFY THAT THIS MAP OR PLAN AND THE SURVEY ON WHICH IT IS BASED WERE MADE (1) IN ACCORDANCE WITH MINIMUM STANDARD DETAIL REQUIREMENTS FOR ALTA/ACSM LAND TITLE SURVEYS, JOINTLY ESTABLISHED AND ADOPTED BY ALTA, ACSM AND NPSI IN 1987, AND INCLUDES ITEMS 2, 3, 4, 7a, 8, 10, 11b, 11c AND 14 OF TABLE A THEREOF; AND (2) PURSUANT TO THE AGENCY STANDARDS (AS ADOPTED BY ALTA AND ACSM) AND IN EFFECT ON THE DATE OF THIS CERTIFICATION OF AN URBAN SURVEY.
DATE: AUGUST 9, 1999

J.G. Reichhoff
JAMES G. REICHHOFF, R.L.S. 2282



NOTES:
1) THE EASEMENT RECORDED IN DOCUMENT NO. 8721478 IS AN 8' WIDE HOME/FORENSIC EASEMENT OVER AND ACROSS A PART OF THE ADJACENT LOTS TO THE EAST.
2) PROPERTY LIES WITHIN ZONE "C" FOR P.E.A.L. COMMUNITY PANEL NO. 200275 0013 (EFFECTIVE NOV. 18, 1988), ZONE "C" BOUNDARY APPEARS TO BE ALONG SEA WALL.
3) TOTAL AREA OF LOTS = 802,077 SQ. FT.

REVISION DATE	REMARKS

ALTA/ACSM LAND TITLE SURVEY
BEING A PART OF THE SW 1/4 OF SECTION 30, T.7N., R.22E.,
CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN

Welch Consulting Engineers - Surveyors
Hanson and Associates, Inc.
365 Austin Circle, Suite 100, Delafield, WI 53018
Phone (414) 846-8855 Fax (414) 846-8864

SCALE: 1" = 60'
DATE: JULY 30, 1999
DRAWN BY: J.G.R.
PROJECT NUMBER: 12189
CHECKED BY: J.G.R.
SHEET NUMBER 1 OF 1

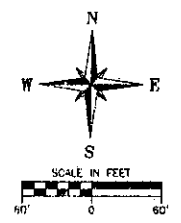
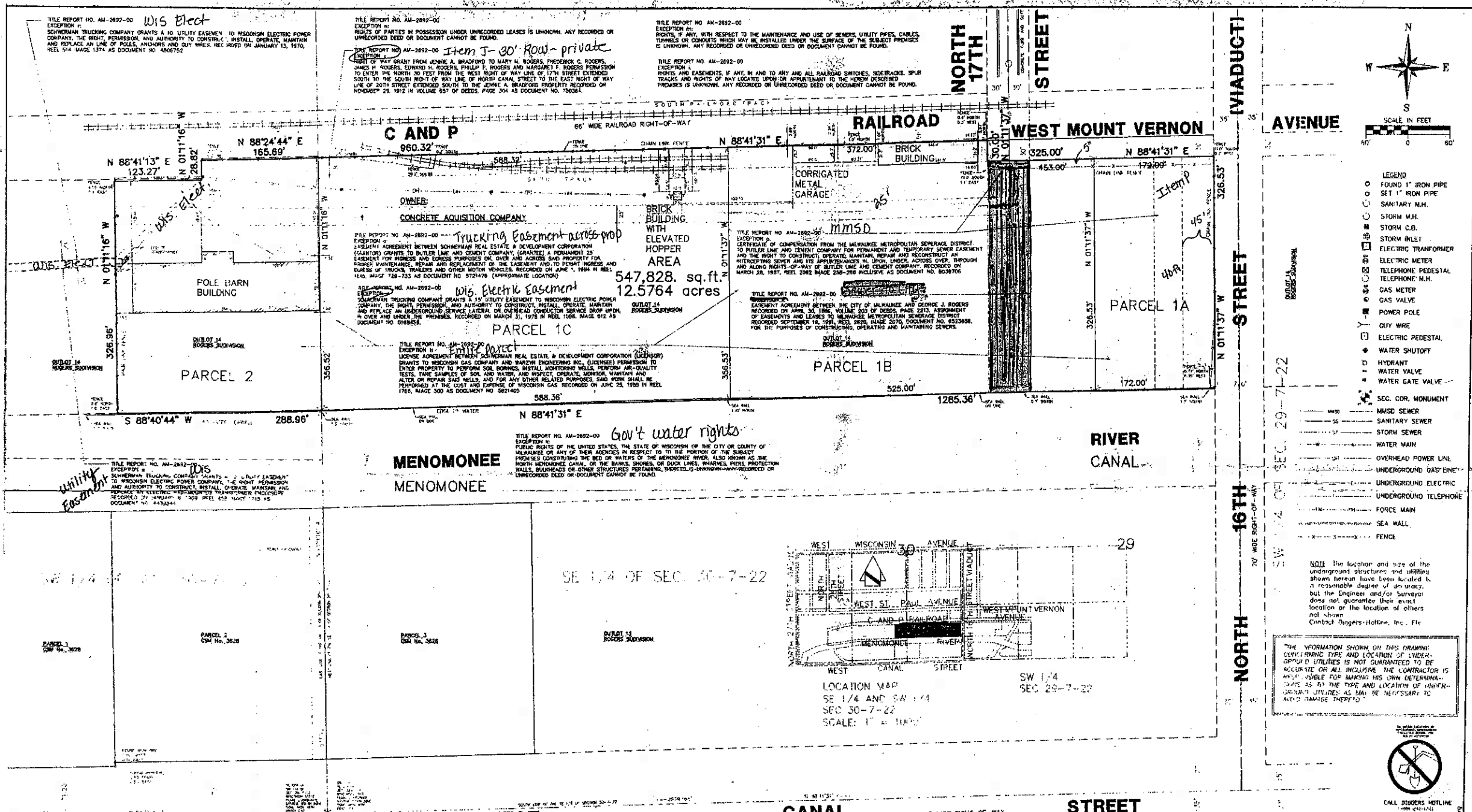


EXHIBIT C1 - Property Survey, Western Portion

CITY LIGHT - A Mallory Property
Milwaukee, Wisconsin

Note: Surveys provided by Owner. Not To Scale.

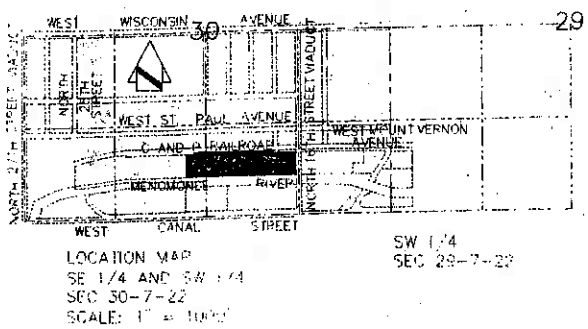
January 5, 2007



- LEGEND**
- FOUND 1" IRON PIPE
 - SET 1" IRON PIPE
 - SANITARY M.H.
 - STORM M.H.
 - STORM C.B.
 - STORM INLET
 - ELECTRIC TRANSFORMER
 - ELECTRIC METER
 - TELEPHONE PEDESTAL
 - TELEPHONE M.H.
 - GAS METER
 - GAS VALVE
 - POWER POLE
 - GUY WIRE
 - ELECTRIC PEDESTAL
 - WATER SHUTOFF
 - HYDRANT
 - WATER VALVE
 - WATER GATE VALVE
 - SEC. COR. MONUMENT
 - MMSD SEWER
 - SANITARY SEWER
 - STORM SEWER
 - WATER MAIN
 - OVERHEAD POWER LINE
 - UNDERGROUND GAS LINE
 - UNDERGROUND ELECTRIC
 - UNDERGROUND TELEPHONE
 - FORCE MAIN
 - SEA WALL
 - FENCE

NOTE: The location and size of the underground structures and utilities shown herein have been located to a reasonable degree of accuracy, but the Engineer and/or Surveyor does not guarantee their exact location or the location of others not shown.
Contact Dugers-Holtz, Inc. File

THE INFORMATION SHOWN ON THIS DRAWING CONCERNING TYPE AND LOCATION OF UNDERGROUND UTILITIES IS NOT GUARANTEED TO BE ACCURATE OR ALL INCLUSIVE. THE CONTRACTOR IS RESPONSIBLE FOR MAKING HIS OWN DETERMINATIONS AS TO THE TYPE AND LOCATION OF UNDERGROUND UTILITIES AS MAY BE NECESSARY TO AVOID DAMAGE THEREBY.



LOCATION MAP
SW 1/4 AND SW 1/4
SEC 29-7-22
SCALE: 1" = 100'

Description of Parcel 1A:
The East 172 Feet of the West 1,285 feet of that part of Outlot 4 lying North of North Menomonee Canal, in Roger's Subdivision of part of the southeast 1/4 of Section 29 and Southeast 1/4 of Section 30, Town 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, State of Wisconsin, excepting the North 30 feet thereof.

Description of Parcel 1B:
The East 325 Feet of the West 1,115 feet of that part of Outlot 14, lying North of North Menomonee Canal, in Roger's Subdivision in the Southwest 1/4 of Section 29, and the Southeast 1/4 of Section 30, Town 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, State of Wisconsin, excepting the North 30 feet of the East 153 feet thereof.

Description of Parcel 10:
The West 588 Feet of that part of Outlot 14 lying North of North Menomonee Canal, in Roger's Subdivision in the Southwest 1/4 of Section 29, and the Southeast 1/4 of Section 30, Town 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, State of Wisconsin.

Description of Parcel 11:
That part of the Southwest 1/4 of Section 30, Town 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, State of Wisconsin, bounded and described as follows: Commencing at the Southeast corner of said Southwest 1/4 of Section 30; thence North on and along the East line of said 1/4 section, 573.00 feet to the place of beginning of the land to be described; thence South 89°52'00" West 286.96 feet to a point; thence North and parallel to the East line of said 1/4 section, 326.86 feet to a point; thence North 62°52' 29" East 123.27 feet to a point; thence North 28.82 feet to a point; thence North 87°58'00" East 165.00 feet to a point on the East line of said 1/4 section; thence South on and along the East line of said 1/4 section 358.59 feet to the place of beginning.

ADDRESS: 1691-2001 W MOUNT VERNON AVENUE
TAX KEY NO 400-9995-118
Containing 547,828 square feet (12.5764) of land more or less.

SURVEYOR'S ALTA/ACSM CERTIFICATE:
To GIFFRE V. LLC, its successors and assigns, CONCRETE ACQUISITION COMPANY, A WISCONSIN GENERAL PARTNERSHIP, ADVANTAGE AMERICA TITLE & CLOSING SERVICES, INC., as agent for LAWYERS TITLE INSURANCE CORPORATION.
This is to certify that this map or plot and the survey on which it is based were made (i) in accordance with Minimum Standard Detail Requirements for ALTA/ACSM Land Title Surveys, jointly established and adopted by ALTA, ACSM and NSPS in 1987, and (ii) in accordance with items 2, 4, 7A, 8, 10, 13 of Table A thereof, and (iii) pursuant to the Accuracy Standards (as adopted by ALTA and ACSM and in effect on the date of this certification) of the National Board of Surveyors.
DONALD W. LENZ - Wis. Reg. No. 5-2003
Dated this 21st of FEBRUARY, 2001
Revised this 20th of MARCH, 2001 Revised MMSD easements



NOTE:
THE TITLE POLICY PROVIDED TO JAHNKE & JAHNKE ASSOC. INC. WAS COMPLETED BY ADVANTAGE AMERICA TITLE & CLOSING SERVICES, INC., AS AGENT FOR LAWYERS TITLE INSURANCE CORPORATION ON OCTOBER 17, 2000 AS FILE NO. AM-2692-00.
REFERENCE MERIDIAN: THE SOUTH LINE OF THE SE 1/4 OF SECTION 30, T7N, R22E WAS USED AS THE REFERENCED BEARING AND HAS A BEARING OF NORTH 88°41'31" EAST BASED ON THE WISCONSIN STATE PLANE COORDINATE SYSTEM (SOUTH ZONE).
If this seal is not red in color, this plan is a copy that should be assumed to contain unauthorized alterations. The certification contained on this document shall not apply to any copies.

RE: LAFARGE
BOUNDARY SURVEY
FOR: GORDON BARRINGTON
PART OF THE SE 1/4 AND SW 1/4 OF SEC. 30, T.7N., R.22E.
CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN
JAHNKE & JAHNKE ASSOCIATES INC.
PLANNERS & PROFESSIONAL ENGINEERS
711 W. MORELAND BLVD., WAUWATOSA, WI 53186
TEL: (262) 542-5787 FAX: (262) 542-7898
SCALE: 1" = 60'
DATE: FEBRUARY 21, 2001
DRAWN BY: D.W.L. CHECKED BY: J.R.S. FILE NO.: MILWAUKEE 517
BOOK NO.: MILW. 66 2001 S-3690 SHEET 1 OF 1

EXHIBIT C2 - Property Survey, Eastern Portion

CITY LIGHT - A Mallory Property
Milwaukee, Wisconsin

Note: Surveys provided by Owner. Not To Scale.



January 5, 2007

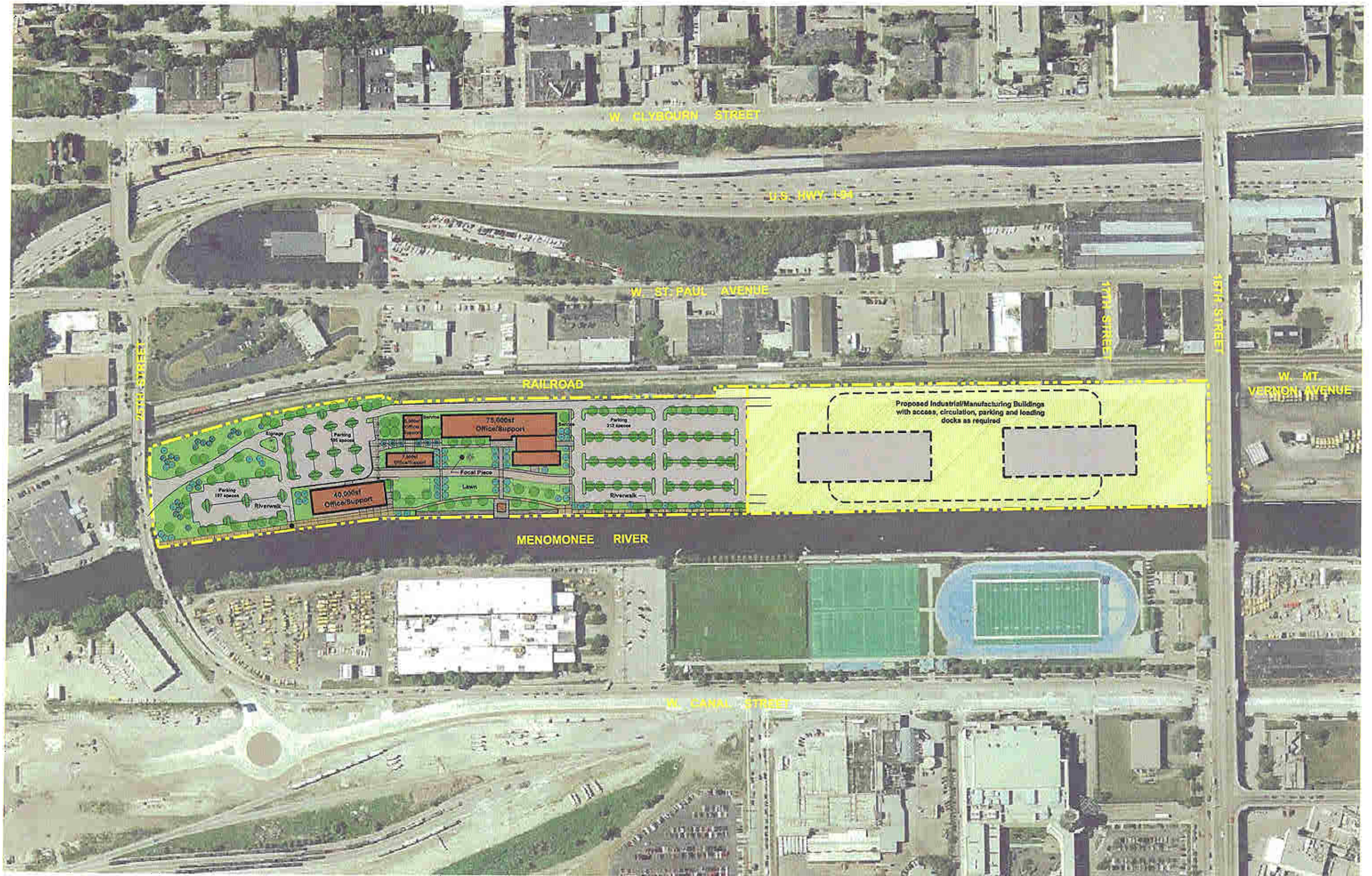
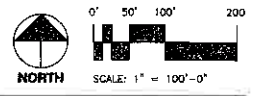


EXHIBIT D1 - Conceptual Site Plan

CITY LIGHT - A Mallory Property
Milwaukee, Wisconsin



January 8, 2007

