

## **North Avenue Redevelopment/UWM Student Housing**

### **Detailed Plan Development**

#### **PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT**

**May 30th, 2006**

#### **COMPONENTS OF DETAILED PLAN AND SUPPORTING MATERIALS**

Capstone Direct Partners requests approval of a Detailed Plan Development for the UWM Student Housing parcel of the North Avenue Redevelopment project in accordance with this submission. The development representative is Todd Davies, Direct Development, 5852 North Shore Drive, Milwaukee, WI, 53217, (414) 232-6500.

This Owners Statement of Intent, together with the accompanying plan sheets and related materials, identified below, constitutes and supports the Detailed Plan Development for this phase of the project:

##### **Plan Sheets Index:**

DPD-0 Cover Sheet / Project Team / Sheet Index

DPD-1 Vicinity Map (aerial photo)

DPD-2 ALTA/Land Title Survey – Existing

DPD-3 Proposed Project Boundary Description

DPD-4 Proposed Site Plan

DPD-5 Proposed Utility Plan

DPD-6 Proposed Grading Plan

DPD-7 Proposed Planting Plan

DPD-8 Proposed Building Elevations – North and South

DPD-9 Proposed Building Elevations – West and East

DPD-10 Signage Plan and Elevations

DPD-11 Site Photography

DPD-12 Site Photography

#### **OVERALL DEVELOPMENT CONCEPT**

##### **Introduction**

The Student Housing portion of the North Avenue Redevelopment is the southeast parcel of a General Plan Development that is being submitted in parallel to this submittal. The General Plan Development includes this Student Housing Building, a residential use over retail building fronting North Avenue, a new construction residential building fronting Walworth Street, and a residential use renovation of the 2362 N Stanley Place Building.

Development of this property will be in multiple phases. The first phase will be the construction of a student housing building for UWM (This building will be purchased by the UWM Real Estate Foundation upon completion of construction, and operated by the UWM Student Housing Department). This first phase will have construction occur from July 2006 thru August 2007, with occupancy commencing in the fall semester of 2007. Capstone Direct Partners are the developers of the Student Housing phase of the project. Development of the rest of the site will commence in summer of 2007, and will be completed at a general pace of one building per year, starting with the residential use over retail building on North Avenue, then the residential building fronting Walworth Street, and then the adaptive re-use re-development of the Sign Effects building at 2323 N Stanley Place.

This will be a thoughtfully designed development. This development uses the natural resources respectfully, and has density, height, and quality of materials that are compatible with the existing context of the surrounding neighborhood. This development will not connect vehicular traffic to the upper neighborhood. Zoning particulars for the General Plan Development have been based generally on the parameters for I M zoning.

### **Student Housing Building**

Capstone Development Corp. was contacted by the University of Wisconsin-Milwaukee Real Estate Foundation to assist a local developer, Direct Development, in developing a new student housing facility via a joint venture between Capstone and Direct Development, Capstone Direct Partners.

This project brought with it many initial challenges, not the least of which was the severe shortage of available housing for underclassman housing at the University of Wisconsin-Milwaukee. Due to this shortage a fast-track design and construction project has been undertaken on this site to help address this need; with design and entitlement approval taking just under seven months and an expected construction period of thirteen months.

The Student Housing site is adjacent to the Milwaukee River corridor, providing scenic views, outdoor recreation and a tranquil setting for student enrichment. However, the site itself brought many challenges. It is adjacent to an environmental corridor, and having formerly been used as a bulk storage facility for petroleum products and a rail road right-of-way, the site contains hazardous materials that must be addressed during construction. Because of the site needs and the expected clean-up of a formerly blighted site, we are expecting to achieve LEED certification for this project.

The development team has participated in several meetings with the City of Milwaukee DCD and DPW, neighborhood representatives, and the Alderman's office. All of these stakeholders have provided valuable input to help guide the refinement of functional elements and aesthetic design of this building. Suggestions regarding street configuration, building height, mass, orientation, number of occupants, type and quantity of parking for cars, bikes, scooters, and connections to the neighborhood and river have been integrated into the design.

The new housing facility is planned to be constructed into the natural contours of the existing bluff overlooking the Milwaukee River. The building will have an underground basement level for parking, 6 levels exposed to the east, and 5 levels exposed to the west. The building plan is a "U" shaped configuration with an open terrace space facing out and embracing the Milwaukee River corridor. In an effort to further embrace the river and environmental areas surrounding this building, CDP has agreed to assist the community in completing a bike and walking path between the new housing facility and the river for the local community and students to utilize and further enjoy the natural surroundings. Both ends of the "U" are contemplated to have glass enclosed student lounges giving the students meeting areas that should provide spectacular views of the river and the city of Milwaukee. The building superstructure will be concrete for the first three floors with light gage metal and concrete deck above.

The building façade will be a mixture of windows, brick, and metal panel with precast accents matching the local urban industrial architecture. Residence unit windows will be "punched openings" and the lounge elements at the ends of the building will be very transparent glass enclosed elements. The main entry vestibule element will be full height, transparent glass. Building massing is broken down by designing the building to be comprised of 3 basic elements connected by very transparent glass clad "links". The height of the building is minimized by keeping it on the lowest portion of the site and building it into a hill.

The ground floor will contain secured underground parking for the students and staff. Access to this parking area will be via a driveway inconspicuously located in the low area between the building and the North Avenue bridge. The garage door faces south into the low area between the building and North Avenue. The "Terrace Level" will contain outdoor garden and seating areas linked to the bike path level via a large staircase, a food court type dining facility, a student kitchen area, classroom facilities, office space, laundry facility, fitness area as-well-as back of the house operations areas for mechanical, electrical, communications, and loading. In addition the Terrace level will also contain a two bed-room director's apartment for a full time live in staff member and several student units. The "Entry Level" will be fronted by a glass vestibule entry area to the west side of the building. This pedestrian main entry faces the new extension of Commerce Street, and provides direct access to the University branded coffee shop "The Grind" and a Convenience Store for the students and public use. Beyond the vestibule, through a secure entry point, will be the main desk and security operations. Also, on the Entry level will be a large student lounge area providing views out to the terrace and river areas. The top 4 floors of the building are primarily residential floors containing student units, residential assistant or RA units, study and relaxation lounges.

The project will contain approximately 119 units of two bedroom double occupancy student units with a shared single bath room which will provide housing for approximately 475 underclassmen expected to be primarily incoming freshman. Also, each floor is expected to have two RA single occupancy units with private baths and there will be one two bedroom one bath Directors apartment in the project. In total the project will provide approximately 488 new beds for the University of Wisconsin-Milwaukee.

There will be indoor space for parking in the lower garage level. Spaces for approximately 58 cars, 18 bicycles, and 3 motorcycles are provided in the garage level. Storage space for 80 more bikes will be provided throughout the building. There will be a paved connection from the bike parking areas to the adjacent bike path.

Students will have convenient access to transportation to and from the site to the campus and other public and city venues via both University provided bus transportation and the local public bus system (utilizing the U Pass system).

The student housing building will be purchased by the UWM Real Estate Foundation upon completion of construction, and will be operated by the UWM Student Housing Department. There will be on-site 24 hour supervision by professional UWM Resident Assistants and a Hall Director.

### **Detailed Context**

The neighborhood is a mix of industrial buildings, duplexes, single family, multi-family buildings and retail buildings. The industrial buildings continue to be used for industrial purposes. Most of the residential units are owner occupied and are well maintained. The retail uses on North Avenue are in newer one or two story buildings.

The environmental corridor along river will be adjacent to this development. Building construction activities will be kept out of the environmental corridor. Some paving activities, including the new bike path connection, will be conducted within the edge of the environmental corridor.

### **Signage, Graphics and Wayfinding**

The site will have temporary informational and directional signage during construction. This temporary signage will generally be in the form of temporary banners or 4 x 8 painted plywood signs on wood posts. The number of temporary signs will not exceed six.

Permanent Signage will be a “standard UWM monument sign”, 4'-6" wide x 7'-0" high, stating the building name and address. One 2 sided monument sign will be located at the intersection of Commerce Street and North Avenue (set back from the right of way per City required setbacks from view angle). One single sided monument sign will be located adjacent to the building entry on Commerce Street. There will also be a 2' x 2' directional sign at the parking drive entrance and loading dock entrance.

## **COMPLIANCE WITH STANDARDS**

The proposed GPD rezoning complies with, or varies from, the standards prescribed by Section 295-907 of the Milwaukee Code of Ordinances in the following respects:

1. Principal Façades will have landscaping and streetscape treatments designed to enhance the pedestrian experience.
2. Screening (295-907.3.f.) Urban Landscape Treatment will be used as a landscape buffer along all streets. New landscaping shall conform to City of Milwaukee requirements. Screening of circulation facilities will be Type “A” Landscaping (standard parking lot landscaping), Type “B” landscaping (standard hard urban edge landscaping), and Type “C” Landscaping (modified hard urban edge landscaping) conforming to Section 295-405.1. Facilities such as mechanical equipment or enclosures, will be screened per Section 295.405.1.b-7, Type “G” Landscaping (object screening). Fencing and walls shall be in accordance with Table 295-405.1-c, Fence/Wall and Landscaping Requirements for Landscape Types, and Section 295-405.1.c-5.
3. Open Spaces (295-907.3.g.). Open spaces will include facilities for pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing. Landscaping and screening in open spaces will be maintained so as not to create a nuisance or hazardous condition.
4. Circulation Facilities (295-907.3.h.). The general location of circulation facilities, including pedestrian and vehicle access and egress, as well as drop-off and loading facilities, are identified on plans. Loading facilities shall be located near the uses they support and will be adequately screened.
5. Landscaping (295-907.3.i.). Site landscaping standards will conform to Section 295-405, Milwaukee Code of Ordinances; and will be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). Landscaping shall meet the requirements of Section 295-405.1.c, for planting materials, fencing and walls. Landscape features may encroach into the public right-of-way, with City approval, in accordance with Section 295-405.1.C-8.
6. Lighting (295-907.3.j.). New building lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. All exterior lighting shall be shielded so as not to cause glare on adjoining streets and residences.
7. Utilities (295-907.3.k.). All new utility lines will be installed underground. New transformers and substations will be installed within buildings or otherwise screened from view.
8. Signs (295-907.3.l.). New signs will be developed as shown in this submittal.
9. Survey (295-907). The ALTA/ASCM Land Title Survey shows topography at 1-foot intervals.
10. Minor Modifications. Section 295-907.2.i. of the Milwaukee Code of Ordinances provides that minor modifications to the general and detailed plans may be allowed, provided that such minor modifications do not result in certain changes to the plan relating to its general character, or such things as land coverage of buildings and parking areas. No modifications will be undertaken that would be regulated by Section 295-907.2.i-1 through 7, without submittal of a revised plan. Minor improvements of the site may be allowed without submittal and approval of a general plan if sufficient detail is shown on the approved GPD.

## **“STATISTICAL SHEET” INFORMATION – EXHIBIT A**

1. Gross land area: Parcel 2: 1.40 Acres

2. Land covered by principal buildings: Parcel 2: .66 Acres
3. Land devoted to parking, drives and parking structures: Parcel 2: .18 Acres
4. Land devoted to landscaped open space: Parcel 2: .39 Acres
5. Proposed dwelling unit density Parcel 2: 93.6 units per Acre
6. Proposed number of buildings: Parcel 2: One
7. Dwelling units per building: Parcel 2: 131 units.
8. Bedrooms per unit: Parcel 2: 1 and 2 bedroom units.
9. Parking spaces provided, whether surface or in structures, and ratio per unit for residential:  
Parcel 2: 58 stalls provided, .44 stalls per unit.