

# EXHIBIT A

File No. 001737

ZND/CC

## PARK PLACE DETAILED PLANNED DEVELOPMENT (DPD)

### PROPOSED STAGE XXIII

#### EXHIBIT "A"

#### INTRODUCTION:

The General Planned Development, known as Park Place, was originally approved as a 140-acre Type I General Plan in February 1981, and subsequently amended with the 135-acre expansion, to provide for the staged deferred development of approximately 275 acres of land in the northwest side of Milwaukee. The proposed General Plan for Park Place consists of an integration of commercial developments within a total and distinct environment. The diverse blend of activities will be unified through use of lakes, open green spaces, landscaping and high quality architecture in a campus-like atmosphere.

The proposed Stage XXIII development is for an approximate 8,000 square foot one-story office building, located within Area "C" of the General Planned Development (GPD), at the northeast corner of the intersection of West Park Place and Liberty Parkway which is currently under construction. Liberty Property Trust (Liberty), as both the Owner and developer of the remaining land within Area "A" and "C" of Park Place, is developing the office building for ADAMM (Automobile Dealers of Mega Milwaukee) as their new headquarters facility.

#### BOUNDARIES:

The exact boundaries for the Area "C" in Park Place are described in detail on the legal description Provided on the Plat of Survey, with the existing Park Place legal description and Plat of Survey on file. The area included in the Detailed Plan is located immediately east of the twelve-story office tower Two Park Plaza, north of West Park Place, east of Liberty Parkway (currently under construction) and south of the residential zoning that lies north of Area "A" of Park Place as shown on the Site Plan(s). A Certified Survey Map is currently being prepared for this site.

#### HISTORY OF DEVELOPMENT:

The history of development of Park Place began with the initial General Planned Development (GPD) for a 140-acre tract of land purchased by Trammell Crow Company in 1980, which was bounded by North 107<sup>th</sup> Street to the east, West Good Hope Road to the south and U.S. 41 and U.S. 45 to the west. Trammell Crow subsequently expanded the project to 275 acres with the purchase of a 135-acre tract of land at the southwest corner of North 107<sup>th</sup> Street and West

Bradley Road. During the last ten years Park Place has undergone a transfer of ownership with many buildings being bought by Real Estate Investment Trusts (REITs) and a significant portion of the northeast portion of Park Place is owned and being developed by M&I Data for their own needs. More recently, Liberty Property Trust, a large national REIT, has purchased ten buildings in Park Place and acquired the 75 acre balance of the land within Areas "A", "B" and "C" along West Good Hope Road around the existing 7.5 acre man-made lake. Liberty, through an Out-of-Program Agreement with the City of Milwaukee, has recently completed the construction of underground utilities within Liberty Parkway and is scheduled to commence the paving of this public ring road around the north and east sides of the lake, and is completing the master grading of the site with an approved storm water management plan, to permit the phased development of this land. This land is called "Liberty at Park Place" to allow Liberty to establish their own identity within Park Place. The grading and implementation of an approved master storm water management plan to serve Areas "A" and "C" is being completed this spring by Liberty.

#### **TOPOGRAPHY:**

The topography for the site, that was pre-graded with the Master Grading done by Liberty, slopes gently to the southwest. The final grading plan will coordinate the finished grades with the existing grades and proposed finish grades for Liberty Parkway which is scheduled for paving in early June.

#### **ACCESS:**

Access to the site from West Good Hope Road would be via the North 110<sup>th</sup> Street entrance/exit ramps for westbound traffic and from an entrance "trumpet" ramp for eastbound traffic. Access to the site from North 107<sup>th</sup> Street would be along West Park Place, which runs along the southern and western property boundaries of Park Place. West Park Place is a four lane boulevard which connects the primary access points from West Good Hope Road and North 107<sup>th</sup> Street to Liberty Parkway, the new ring road currently under construction.

#### **UTILITIES:**

The utility mains in Liberty Parkway were designed and sized to service the future internal developments within Area "C". The civil design utilizes existing laterals within the street for sanitary sewer and water main connections into the south side of the building. The storm sewer design will connect with the storm sewer main to the west, to the new storm sewer within Liberty Parkway into the new storm water detention pond located at the east end of the 7.5 acre man-made lake. The master storm water management plan for Area "C" has been previously approved by the City of Milwaukee Department of Public Works.

**STANDARDS:**

The General Planned Development Standards shown on Exhibit "D" outlines the Permitted Uses, Minimum Building setbacks and Spacing, Required Off-Street Parking, Signage Standards, Miscellaneous Design Standards along with Exhibit D-1 Area Schedule and Map. The area Schedule and Map break down this site into seven sub-areas labeled "A" to "G". Within each sub-area, the schedule identifies the total building area, land area, parking area, road/drive area, total open land area, maximum building height and permitted uses.

**PROPOSED STAGE XXIII:**

The proposed Detailed Planned Development (DPD) will permit Liberty to develop an approximate 8,000 square foot one-story office building located on an approximate 2.2 acre site at the southeast corner of Area "C" of the General Planned Development (GPD), with surface parking provided for 45 cars. The architecture for the building will be of a "prairie style" design that features the use of a sloped roof condition around the entire perimeter to screen the rooftop mechanical units, and visually relates with the other existing buildings that also have a sloped roof. The building consists of terra-cotta colored masonry columns with limestone bases and granite accents, recessed dark bronze aluminum framed green tinted glass ribbon windows with limestone sills and masonry or spandrel glass kneewalls. The front south elevation steps out to visually express the main entrance while the rear north elevation steps in plan to capture views of the lake to the west. The sloped roof will consist of a green "Hemlock" standing seam pre-finished metal roof. A flat internal roof "well" will conceal rooftop mechanical units between the masonry columns. Signage of the same size and style on the north front elevation is proposed on the south elevations to provide visibility to West Good Hope Road and to reduce to service nature of the rear of the building. Masonry enclosure of the dumpster will be provided with further screening provided from landscaping

More specifically this Detailed Plan proposes the following impact on Area "A" of the General Planned Development :

**Park Place Area Schedule:****Area C Proposed Stage XXIII Areas:**

Total Building Floor Area	8,000 s.f (rounded)
Total Building Coverage	8,000 s.f.
Land Area	97,041 s.f. (to be confirmed with a C.S.M.)
Paved Area	22,000 s.f. (to be confirmed )

Total Open Land Area 67,041 s.f.

**CONCLUSION:**

In conclusion, the Stage XXIII Detailed Planned Development, is intended to meet the needs of Liberty Property Trust, to expand upon the existing high quality and unified concept of the original planned development. It is our desire to continue the creation and expansion of the Park Place project as a project of the highest quality standards in the City of Milwaukee, in a manner that is mutually beneficial to the public and private sectors of the community. It is with these intentions that the Detailed Planned Development is respectfully submitted for approval to the City Plan Commission and Common Council.

Stephen Perry Smith, AIA  
Liberty Property Trust Owner's Representative