

WORKSHOPARCHITECTS

January 26, 2007

City Hall
200 E. Wells Street
Milwaukee, WI 53202
Attn.: City of Milwaukee Planning Commission

Re: Downer Avenue Redevelopment General Planned Development

Dear City of Milwaukee Common Council:

On behalf of our clients, New Land Enterprises, Workshop Architects is pleased to submit the project description and documentation for the General Planned Development Proposal for the Downer Avenue Business District.

Should there be any questions, please contact us.

Sincerely

Grant Reginato, AIA
Project Manager
Workshop Architects

WORKSHOPARCHITECTS, Inc.
1736 North Second Street
MILWAUKEE, Wisconsin 53212
Voice: 414.272.8822
Facsimile: 414.272.8812
Email: mail@workshoparchitects.com



PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLEdevelopment.com

EXHIBIT A
CITY OF MILWAUKEE FILE NUMBER: 060705

DOWNER AVENUE

GENERAL PLANNED DEVELOPMENT

PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT

January 26, 2007

Purpose

New Land Enterprises requests that the zoning adjacent to and along Downer Avenue be amended to include a General Planned Development in accordance with this document. This statement, together with the accompanying drawings constitutes and supports the General Planned Development (GPD).

Introduction

Through this comprehensive GPD, New Land Enterprises (NLE) and its partners is proposing a major development effort beginning in spring of 2007 and extending to 2010. NLE and its partners have acquired various properties along Downer Avenue and developed a vital interest in the success of the area. During the past two years, they've experienced the present Downer Avenue business district in decline/stagnation and have concluded that opportunities exist to stimulate commerce and inspire more people to reside in the neighborhood. Multiple meetings have occurred within the neighborhood as well as with merchants, to understand the issues of those who presently live and work in the area and present the plan for development. Significant design changes have been made to respond to the issues brought forth by the public.

Though most of the existing structures will remain, there are several major components to the proposed development.

1. Improve the streetscape along Downer to create a consistent image and a more defined sense of place along the two block commercial district. (Item # 1 on the site plan)
2. A new 3 story and 11 story hotel and condominium development at the NE corner of Webster and Stowell. (Item # 2 on the site plan)
3. Repair and improve the upper two floors of the existing building at the NW corner of Webster and Downer, above Schwartz Books, for additional office space. (Item # 3 on the site plan)
4. Repair facade of the Downer Theater. (Item # 4 on the site plan)



5. Acquire the city owned parking lot at the SE corner of Downer and Bellevue for retail and parking structure development. (Item # 5 on the site plan)
6. Remove the existing drive through and ramp to the parking garage for a building addition and remodeling of the 2nd floor of the existing building on the SE corner of Downer and Park, adjacent to Associated Bank, for a surgery center and offices. (Item # 6 on the site plan)
7. Repair the existing facade at the 2600 block N. Downer. (Item # 6 on the site plan)

For the existing buildings where no interior work is planned, NLE's intent is to coordinate with existing tenants to ensure maximum access to those businesses and residents.

Overall Description

Existing state of decline

Discussions with the retailers and residents in the Downer Avenue Business District revealed that customer traffic has been on a steady decline for the last 5-7 years. Prior to NLE's purchase of the 2500 West and 2600 East blocks of Downer Ave. in August 2006, Einstein's corporate and Gil's made the decision to close their stores. There were a total of 4 retail vacancies when the property was purchased – an unusually high amount for a merchant district of its kind. There is also an indication that two more vacancies are likely to occur if the decline of traffic/business continues. Limited parking in the vicinity furthermore contributes to negative growth opportunities. The residential component, located on the northeast corner of Stowell and Webster, was a mix of vacant land and 4 blighted rental duplexes. It is NLE's view that this area needs improvement to stay competitive.

Comprehensive plan for improvement

Retailers perform best in neighborhoods that offer daytime and after hour traffic, i.e. neighborhood office employees in the daytime, and residents of the neighborhood in the evening. It is our goal to infuse a constant flow of clientele to the retailers throughout the day and into the evening to maximize the commercial potential of the Downer Avenue Business District. Expanding the available parking in the neighborhood will ensure commercial growth during the day and reduce the on street parking congestion overnight.

Above the current Associated Bank, the existing second floor 12,000 square foot parking garage along with a 3 story 12,000 square foot addition to the north will provide space required for an ambulatory surgery center. The existing retail establishments will remain at ground level. The first and third floors of the addition are planned for offices.

A new space will be needed for the Associated Bank. NLE proposes to utilize the existing municipal surface parking lot to build a 7,500 square foot retail space with a two



PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLEdevelopment.com

lane drive through that Associated Bank can occupy along with another retail/restaurant tenant with one level of enclosed parking below grade and 4 levels of open parking above the retail space totaling approximately 125 parking spaces. Vehicular access to upper parking levels is from Downer at the far south end of the site while access to the lower level parking and the drive through teller is from Bellevue at the far east end of the site.

NLE plans to make repairs to the currently vacant 28,000 square feet of space on the two floors above Schwartz Books for medical office professionals. A new dedicated entrance and elevator lobby for the offices will be located on Webster Street at the SW corner of the building.

NLE proposes a 3 story & 11 story hotel and condominium development to replace the existing four duplexes at the northeast corner of Webster and Stowell. This building will provide all the parking needs for the residents and hotel guests and provide additional parking for the Downer Avenue Business District for use during the day and evening and for limited overnight off street parking. Vehicular access is from Webster at the alley west of Schwartz Books.

To create a sense of place and community NLE proposes to replace sidewalks and add banners and street landscaping along the properties owned by NLE and its partners to further reinforce the new Downer Avenue Business District identity. Other property owners within the Downer Avenue Business District will be encouraged to participate in the streetscape improvements for a consistent appearance.

It's NLE's conclusion that the Downer Avenue Business District is in need of restoration and development. Being close to the Columbia St. Mary's campus enhances the viability of medical offices and medical related functions. Additional off street parking reduces the street parking pressure and satisfies the need for parking generated by the additional 60,000 square feet of commercial space. The improved Downer Avenue Business District will serve the needs generated from the owner-occupied residential development, existing commercial and new office development, rejuvenating the entire neighborhood.

Project Design Components

Residential Component – Hotel and Condominium

NLE proposes a 3 story and 11 story building for a hotel and condominium, not to exceed 128 feet in height to the main roof and an additional 9'-6" to the elevator penthouse roof. (Refer to Item # 2 on the attached site plan.)

Considerable effort has been spent communicating the proposal to the public resulting in a design that responds to their feedback. Emphasizing the 3 story base of the building creates a direct relationship with adjacent buildings. Above the 3rd floor, the 11 story portion of the project is set back approximately 60 feet from Webster property line. It



will appear as a separate building with its primary orientation in an east – west direction extending over the alley to approximately 60 feet from Downer Avenue.

The following is a program summary of functions at the Webster and Stowell property.

Basement Parking Levels, Accessed from Webster:

- 72 parking spaces first level below grade
- 76 parking spaces second level below grade dedicated for the condominiums

Ground Floor

- Port Corchere for hotel and residents entered from Webster at the existing alley
- Entrance to below grade parking
- Hotel lobby (with entrances from port corchere and Downer)
- Condominium lobby entered from Stowell
- Hotel Lounge
- Hotel support services

Second Floor

- Meeting Rooms
- Toilets
- Pool
- Fitness Center for Hotel
- Connection over alley to pre-function and Banquet facility to east and to Downer Ave.

Third Floor

- Specialty Meeting Rooms
 - Condominium community room
 - Fitness center for Condominium
- Fourth – Sixth Floors Hotel Room Suites – approx. 78 suites total
Seventh – Eleventh Floors Condominium Units – Approx. 52 - 1 & 2 bedroom units total

The following is a program summary of functions that will be located east of the alley..

Basement Parking Levels,

- 20 parking spaces first level below grade, accessed from the alley behind the Chancery building and will connect to the basement of the Schwartz's Bookstore

Ground Floor

- Pedestrian Entrance to replace current Einstein Bagels for
 - Banquet facility
 - Restaurant
 - Hotel
 - Condominiums
 - Existing Chancery to remain
 - Entrance to below grade parking - east side of alley
- Second Floor
- Pre-Function



PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLEdevelopment.com

- New Banquet facility – Built upon the existing 2nd floor of the Chancery building adding one story in height for taller ceilings
 - New Warming Kitchen and service
 - Toilets
 - Balcony extension over entrance at the former Einstein Bagel (similar to Water Street Deli on Water Street and Live on North Ave)
 - Connection over alley to second floor of hotel to west
- Third Floor addition above current Einstein Bagels
- Restaurant
 - Outdoor rooftop terrace
 - Connection to 3rd floor hotel/condominium building

Commercial Component

Currently, above the retail spaces at the east 2600 block of Downer is an underutilized garage/storage space on the second floor. NLE plans on repairing and remodeling the second floor of the existing building. The Associated Bank would be relocated which allows demolition of the present drive-thru and parking ramp. NLE proposes to construct a new 4000 square foot footprint, 3 story addition that would fill out the vacant southeast corner of the intersection. The striking glass and masonry addition will serve as a softly illuminated contemporary gateway to the Downer Avenue. The existing 2600 building façade will also be repaired and remodeled with awnings, new storefront and new windows. Preliminary plans are for a spa on the first floor of the addition, a surgery center for the second floor, and a medical office space on the third floor of the addition. The surgery center will require a Special Use permit. A garden to the east of the addition will provide a visual amenity during client stays and maintain a buffer to the easterly neighbor. (Refer to Item # 6 on the attached site plan.)

Another key commercial component is the vacant space above Schwartz Bookstore. The two upper floors have been vacant and ignored for decades. The building requires structural repairs, window replacement, new awnings, and new mechanical systems. NLE will make the necessary repairs and improvements to the current structure and create a new entry lobby for the upper floors to facilitate its use as medical office space. Additionally, façade repairs are planned for the Downer Theater building. (Refer to Items # 3 & 4 on the attached site plan.)

All commercial prospects have a need for parking, both for staff and visitors. To effectively maximize the positive impact of the additional commercial space, totaling approximately 60,000 square feet, and minimize the parking impact on the neighborhood, additional parking facilities are needed to serve the new commercial space.

The solution to best serve the business district is the redevelopment of the municipal parking lot, across from the Downer Theater. Approximately 7,500 square feet of ground level retail would provide the optimal space for the relocation of Associated Bank and one or two additional boutique retailers. The basement, 2nd, 3rd, 4th and roof levels would



PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLEdevelopment.com

accommodate approximately 120 parking spaces, of which 29 spaces would be reserved as municipal parking, netting an additional 91 parking spaces to support the commercial redevelopment., (Refer to Item # 5 on the attached site plan.)

The design of the building responds to the close proximity of the neighboring homes to the east and the south by angling or stepping back the corners to maximize the openness to the neighbors.

The main design feature for the parking structure is its skin. The open parking structure will be clad on the north and west façades in a mosaic of masonry and storefront at the grade level with overlapping opaque, translucent and transparent panels, as well as open voids, composed to create a delightful sculptural interplay of light and materials while maintaining a sense of passive surveillance. The façade will be illuminated from within, serving as a gateway to the business district from the south, complementing the north gateway. The existing popcorn wagon will be incorporated into the Downer Ave façade.

Public Amenities

An important part of the development concept is improving the look and feel of the streetscape along the Downer Avenue Business District. In addition to the repair to the exterior of the Downer Theater, Schwartz Bookstore, and the 2600 block building, this GPD proposes new sidewalks in front of the NLE properties, planters, seating, street banners and the relocation of overhead electric lines to below grade. The intent is to create small “pocket parks” which encourage visitors to stay and enjoy the amenities of the street. (Refer to Item # 1 on the attached site plan.)

Summary

This GPD will create a dynamic 2 block long corridor, with prominent gateways on the north and south sides. Overall, approximately 60,000 square feet of commercial space, 120,000 SF of Hotel & Residential space, and 288 parking spaces would be developed. The project will add over \$50 million in value to the area, have long term positive effects for the surrounding neighborhood, create more energy in the neighborhood during the daytime, and strengthen the retail experience on Downer.



COMPLIANCE WITH 295-907 STANDARDS

Proposed Hotel Condominium Building, 2502-2570 N. Stowell Ave. & 2512 E.

Webster Pl. and midblock building currently Chancery and vacant

Einstein's Bagels (Refer to Item # 2 on the attached site plan.)

Current Zoning – RM4 (LB2 along Downer Ave.)

Proposed New Zoning – GPD

- 2. b-1a: **Gross land area** – 19,781 square feet.
- 2. b-1b: **Maximum amount of land covered by principle building** – Approximately 15,300 square feet.
- 2. b-1c: **Maximum amount of land devoted to parking, drives, and parking structures** – Approximately 2,500 square feet.
- 2. b-1d: **Minimum amount of land devoted to landscaped open space**
Total open space is 5,100 square feet within property line and 6,500 square feet if right of way in considered.
- 2. b-1e: **Maximum proposed dwelling unit density** – 78 hotel rooms.
52 dwelling units; 380 square feet of land per dwelling unit.
- 2. b-1f: **Proposed number of buildings** – one.
- 2. b-1g: **Maximum number of dwelling units per building** – 52 dwelling units.
- 2. b-1h: **Bedrooms per unit** – average of 1.46 bedrooms per unit.
- 2. b-1i: **Parking spaces provided (structure) and ratio per unit** – 188 spaces; 76 dedicated for the Condominium (1.76 ratio) and the remainder for the Hotel and commercial use.
- 3.a. **Use:** Hotel & Multifamily Residential Owner Occupied – with accessory enclosed parking garage
- 3.b. **Design Standards:** Complement the mass of the building with that of the adjacent buildings by providing a masonry base similar in height to the neighboring buildings and a material change at the upper levels. Maximum height above grade proposed is 128 feet to the main roof and an additional 9'-6" at the elevator penthouse roof. Use high quality materials – combination of masonry, storefront, prodema (wood veneer product), metal panel and curtain wall, with metal balconies. Replace existing sidewalks along street frontage. Along Downer Avenue, extend roof level over banquet facility for taller ceilings.
- 3.c. **Density Proposed:** 52 residential units on 19,781 square feet of land, or a ratio of 380 square feet of land per dwelling unit. 78 hotel room suites.
- 3.d. **Space Between Structures:** The building is located 10 feet from the north property line & approximately 18 feet from the north neighboring building and 18 feet from the east neighboring building.
- 3.e. **Setbacks Proposed:** North property line setback is 10'-0". South property line setback is 0'-0". East property line setback at alley is 0'-0". And west property line setback is 0'-0". South setback above third floor is 50 feet
- 3.f. **Screening:** Not required.



3.g. **Open Spaces:** The proposed building provides grade level landscaped space at the main entrance on the south with outdoor terraces on the south and east.

3.h. **Circulation, Parking and Loading:** Vehicular access for the residents and the commercial parking is located on the southeast corner of the property near the alley accessed from Webster. Additional parking for the residents is accessed from the existing alley. All trash will be picked up from the alley with dumpsters that are stored within the building in a dedicated trash room.

3.i. **Landscaping:** The design provides opportunities for annual planting or permanent landscaping along the south, west and north perimeter of the building.

3.j. **Lighting:** Outdoor lighting will comply with current lighting regulations for planned development districts. Signs will be lighted.

3.k. **Utilities:** All new utilities located on the property will be underground. The new service transformer for the building will be located within the building out of sight.

L. **Signs:** The building design integrates one freestanding, illuminated pylon sign 10'-0" high x 6'-0" deep on the south facade that would be classified as a Type A sign. The freestanding sign will not exceed 60 square feet.

There will be Type A projection signs mounted to the building 2'-0" wide x 6'-0" high above the one garage entrances and a Type A wall sign 2'-0" high x 6'-0" wide above the other garage entrance. A Type A wall sign 10'-0" wide x 2'-0" high will be located above the east pedestrian entrance canopy along Downer Ave. entrance. There will be a Type A projection sign mounted to the building 2'-0" wide x 4'-0" high on each side of the new canopy.

A temporary sign during construction will be erected to serve as the project identification and advertise sale of condominiums. Each of these signs will not exceed 48 square feet.

In addition to the building signage, the street improvements include adding 2'-6" wide x 8'-0" high banners mounted to the existing light poles - Refer to site plan item #1.



Existing Municipal Parking Lot, 2574 N. Downer Ave.

(Refer to Item # 5 on the attached site plan.)

Current Zoning – LB2

Proposed New Zoning – No Change: LB2

- 2. b-1a: **Gross land area** – 16,059 square feet.
- 2. b-1b: **Maximum amount of land covered by principle building** – 13,380 square feet.
- 2. b-1c: **Maximum amount of land devoted to parking, drives, and parking structures** – included in building footprint.
- 2. b-1d: **Minimum amount of land devoted to landscaped open space** – 2,680 square feet to property line at ground plain
- 2. b-1e: **Maximum proposed dwelling unit density** – N/A; 7500 square feet of retail space and 120 space parking structure proposed.
- 2. b-1f: **Proposed number of buildings** – one.
- 2. b-1g: **Maximum number of dwelling units per building** – N/A Commercial development proposed.
- 2. b-1h: **Bedrooms per unit** – N/A Commercial development proposed.
- 2. b-1i: **Parking spaces provided (structure) and ratio per unit** – Approximately 120 spaces; 29 of which remain dedicated as the municipal parking lot it replaces.
- 3.a. **Use:** General retail establishment and financial institution with drive-through – with enclosed (below grade and open at the 2nd, 3rd, 4th and roof levels) accessory parking garage. Potential exists for a second or third retail tenant depending on the area needed by the tenant.
- 3.b. **Design Standards:** The design would comply with the existing LB2 zoning requiring no setback at the rear property line and 5’-0” at the side property line with no setback at the front and a max height of 60’-0”. Building proposed is 58 feet to the roof of the elevator and stair and 48’-6” to the top of the parapet at the top parking level. Light poles at the top parking level will be 15’-0” high max. Majority of lighting will be wall mounted. Maximum building height proposed is 60’-0”.

A blend of traditional masonry with aluminum framed storefront windows will enclose the ground floor at the north and east facades with traditional masonry walls at the east and south, including the upper floors, where abutting residential homes. Contemporary mosaic of metal screening, translucent acrylic or glass panels and open voids will screen the upper parking levels while maintaining the requirements of an “Open” parking structure. The sidewalks will be replaced with two toned stained concrete. Landscaped seating areas will be located at the mid block.

- 3.c. **Density Proposed:** 7,500 square feet of retail space with an approximate 120 space parking structure on 16,059 square feet of land.
- 3.d. **Space Between Structures:** The proposed building is located at the property line on the west and north sides, 6’-0” from the south property line



and 3'-0" from the east property line. The design response will be sensitive to those neighbors by chamfering the northeast corner and stepping the building down at the south. A survey will confirm distances to the adjacent building to the east and south.

3.e. **Setbacks Proposed:** Setback proposed on the west and north property lines are 0'-0" with setbacks on the south not to exceed 6'-0" feet and the east not to exceed 3'-0". The northeast corner will be chamfered to create a larger open space to the east neighbor.

3.f. **Screening:** Use of decorative masonry for the east and south walls will provide the required screening of the parking areas to the adjacent residential properties.

3.g. **Open Spaces:** The proposed building provides grade level paved recesses to the retail spaces on the west, which will also provide a place for the popcorn wagon. Landscaped space of 6'-0" along the south property line and 3'-0" at the east property line will be provided. The entire roof level parking is open.

3.h. **Circulation, Parking and Loading:** Vehicular access from Downer for the upper parking levels is located on the south corner of the property. Additional parking below grade is accessed from Webster towards the east corner of the site. Two proposed drive-up teller stations are also accessed from Webster and exit to Downer Ave. All trash will be picked up from the Webster access with small dumpsters that are stored within the building in a dedicated trash room.

3.i. **Landscaping:** The design provides opportunities for landscaped seating areas, incorporating elevated planters along the west side of the building and permanent landscaping east and south of the building.

3.j. **Lighting:** Outdoor lighting will comply with current lighting regulations for planned development districts. At the upper parking level, lighting will be mounted to the wall of the stair and elevator and supplemental light poles will be a maximum of 15'-0" above the roof level parking deck. Signs will be lighted.

3.k. **Utilities:** All new utilities located on the property will be underground. The new service transformer for the building will be located within the building. The existing electrical transformers on the site must be relocated to another surface location - NLE and the city to coordinate a mutually agreed location.

L. **Signs:** The building design integrates retail signs on the west facade classified as a Type A wall sign with a maximum area of 36 square feet each at a minimum of 25'-0" on center. Signs will be needed for the two to three retail entrances and the elevator lobby entrance.

There will be 2'-0" wide x 6'-0" high Type A projection signs above the two parking entrances and the drive through teller/ATM entrance,

A 6'-9" x 12'-0" Type B projecting sign (16:9 digital flat screen) will be located at the northwest corner at the second level.



PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLEdevelopment.com

A temporary construction sign and leasing sign will be erected.

In addition to the building signage, the street improvements include adding 2'-6" wide x 8'-0" high banners mounted to the existing light poles



Current Retail, 2620-2650 N. Downer Ave.

(Refer to Item # 6 on the attached site plan.)

Current Zoning – LB2

Proposed New Zoning – No Change: LB2

- 2. b-1a: **Gross land area** – 18,336 square feet.
- 2. b-1b: **Maximum amount of land covered by principle building** – 15,582 square feet.
- 2. b-1c: **Maximum amount of land devoted to parking, drives, and parking structures** – None.
- 2. b-1d: **Minimum amount of land devoted to landscaped open space** – 1,278 square feet at ground plain for landscaped garden
- 2. b-1e: **Maximum proposed dwelling unit density** – N/A Commercial development proposed.
- 2. b-1f: **Proposed number of buildings** – one, addition to existing building.
- 2. b-1g: **Maximum number of dwelling units per building** – N/A Commercial development proposed.
- 2. b-1h: **Bedrooms per unit** – N/A Commercial development proposed.
- 2. b-1i: **Parking spaces provided (structure) and ratio per unit** – 0 spaces within property line. Must utilize a portion of the additional parking spaces generated as part of this GPD.
- 3.a. **Use:** Existing Retail, Spa, Medical Offices and Surgery Center
- 3.b. **Design Standards:** The proposed addition complies with the current LB2 zoning. The max height of the proposed building is 45'-0". A combination of modern but glazed curtain wall and traditional masonry for the addition create a complementary identity to the existing masonry structure. New awnings will be installed to replace the existing awnings over the existing retail spaces. Existing single pane glass will be replaced with insulating glass units for the ground floor retail and the second floor. The sidewalks will be replaced with two toned stained concrete. Landscaped seating areas will be located at the mid block crosswalk.
- 3.c. **Density Proposed:** 11,600 square feet addition on three levels plus 12,121 square feet of converted garage space to the Surgery Center in addition to the existing 12,000 square feet of retail space on 18,336 square feet of land.
- 3.d. **Space Between Structures:** The garden area will buffer the building addition from neighboring structures.
- 3.e. **Setbacks Proposed:** Zero setback proposed for the addition on the north and west property lines along the street. East property line is angled and will respect the existing 3'-8' foot setback.
- 3.f. **Screening:** The existing fence on the east side of the building will remain as the screening element for the trash area.
- 3.g. **Open Spaces:** The proposed building addition accommodates a grade level garden for the enjoyment of it patrons.
- 3.h. **Circulation, Parking and Loading:** There is no vehicular access except from the street. A loading zone is proposed for the north exit from the addition



PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLDevelopment.com

on Park Place reserved for patient pick-up. All trash will be picked up from the east access as it currently exists from Hackett Ave.

3.i. **Landscaping:** The garden will include taller shrubbery, trees and planting beds located on the east side of the building addition.

3.j. **Lighting:** Outdoor lighting will comply with current lighting regulations for planned development districts. Signs will be lighted. Landscaped lighting will also be used in the garden.

3.k. **Utilities:** Existing utilities will be extended to support this redevelopment.

L. **Signs:** As part of the existing building improvements the existing retail signs on the west facade will be remounted on a consistent signage band that would be classified as an Type A wall sign with a max area of 68 square feet each at 19'-6" on center, corresponding with the existing retail entrances. Sizes of some of those existing signs exceeding the current zoning are proposed be grandfathered as acceptable.

There will be an 8'-0" x 2'-6" Type A wall sign above the west entrance to the addition and a 6'-0" x 2'-0" Type A wall sign above the north exit from the addition. A temporary construction sign and leasing sign will be erected.

In addition to the building signage, the street improvements include adding 2'-6" wide x 8'-0" high banners mounted to the existing light poles - Refer to site plan item #1.



Schwartz's Bookstore, 2551-2597 N. Downer Ave

(Refer to Item # 3 on the attached site plan.)

Current Zoning – LB2

Proposed New Zoning – No Change: LB2

- 2. b-1a: **Gross land area** – 43,892 Square Feet (extending to Bellevue).
- 2. b-1b: **Maximum amount of land covered by principle building** – 37,302 existing square feet.
- 2. b-1c: **Maximum amount of land devoted to parking, drives, and parking structures** – 6590 square feet.
- 2. b-1d: **Minimum amount of land devoted to landscaped open space** – none
- 2. b-1e: **Maximum proposed dwelling unit density** – N/A Commercial development proposed.
- 2. b-1f: **Proposed number of buildings** – One – southern most portion of the existing building.
- 2. b-1g: **Maximum number of dwelling units per building** – N/A; remodeling of 28,000 square feet of existing space proposed.
- 2. b-1h: **Bedrooms per unit** – N/A Commercial development proposed.
- 2. b-1i: **Parking spaces provided (structure) and ratio per unit** – 0 spaces within property line. Must utilize a portion of the additional parking spaces generated as part of this GPD.

- 3.a. **Use:** General Retail Establishment, Medical Offices, Office, sit down restaurant
- 3.b. **Design Standards:** Make structural repairs to the interior and exterior to support office use, replace existing upper windows, provide new awnings, add a new grade level aluminum storefront entrance on the south facade to a new elevator lobby. The sidewalks will be replaced with two toned stained concrete extending to Bellevue Ave. Landscaped seating areas will be located at the mid block. Additionally, facade repairs are planned for the Downer Theater building – Refer to site plan item #4.
- 3.c. **Density Proposed:** 28,000 square feet of existing space on the two upper floors.
- 3.d. **Space Between Structures:** Existing conditions will remain.
- 3.e. **Setbacks Proposed:** Existing conditions will remain.
- 3.f. **Screening:** N/A.
- 3.g. **Open Spaces:** Existing conditions will remain.
- 3.h. **Circulation, Parking and Loading:** There is no Vehicular access except from the street. All trash will be picked up from the alley access as it currently exists.
- 3.i. **Landscaping:** Existing conditions will remain.
- 3.j. **Lighting:** Outdoor lighting will comply with current lighting regulations for planned development districts.
- 3.k. **Utilities:** Existing utilities will be utilized for this redevelopment.

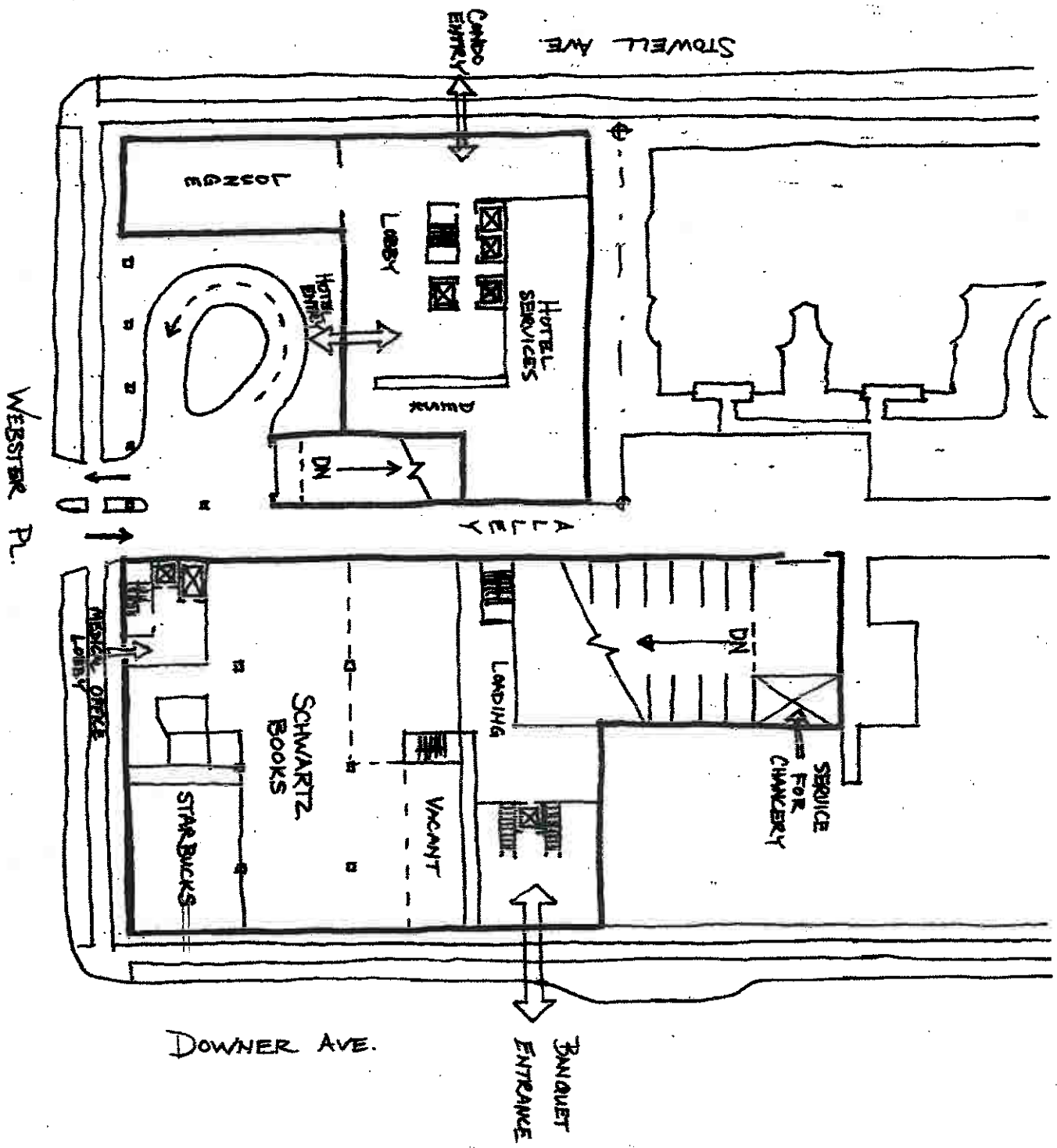


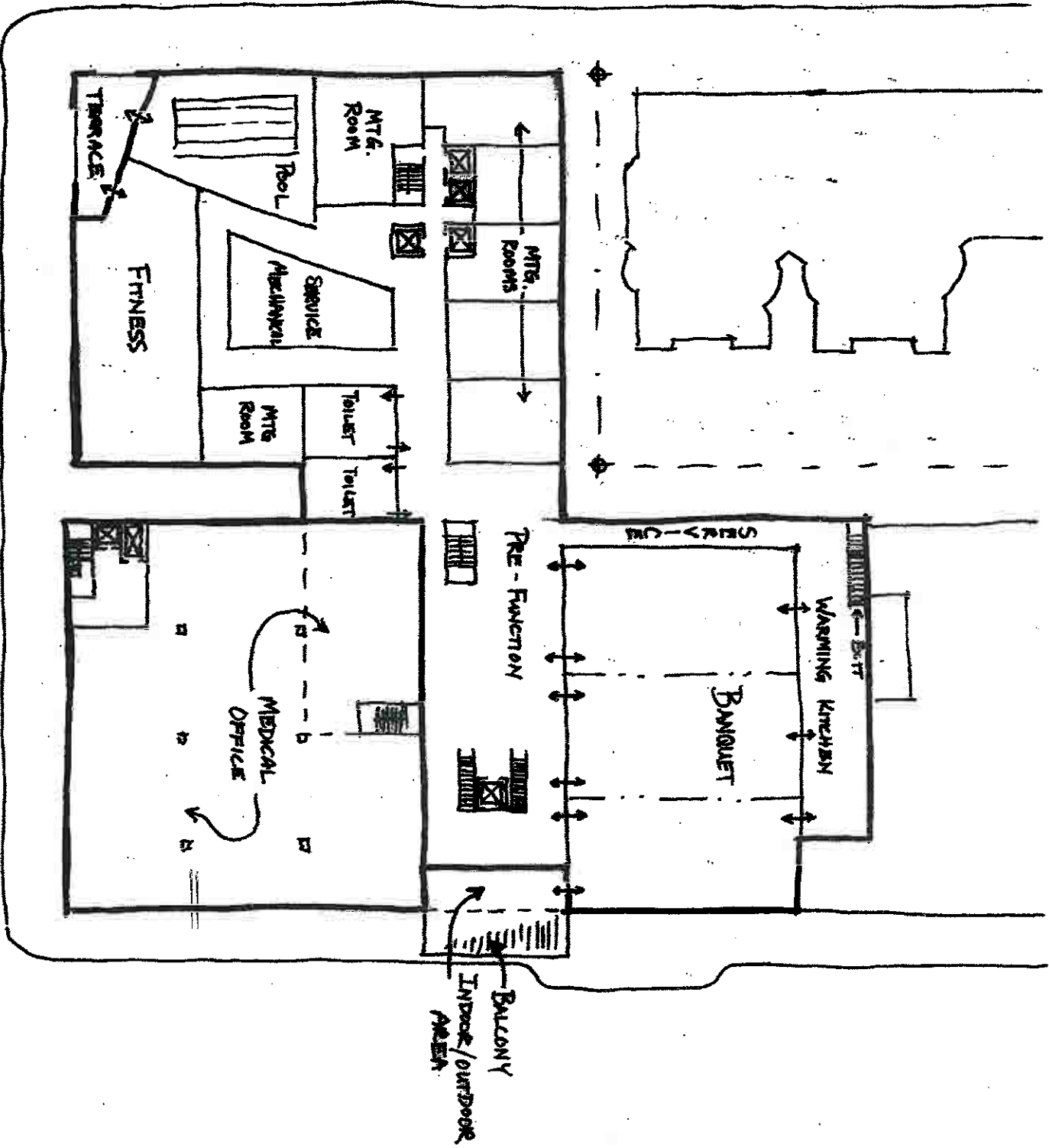
PO Box 511448
Milwaukee, WI 53202
Ph: 414.271.LAND (5263)
Fax: 414.727.4612
www.NLEdevelopment.com

L. **Signs:** Existing Starbucks and Schwartz's Bookstore signs to remain. New 40 square foot Type A wall sign for tenant space north of Schwartz's is required. A 3'-0" wide x 12'-0" high projection sign will identify the new south entrance lobby.

In addition to the building signage, the street improvements include adding 2' - 6" wide x 8'-0" high banners mounted to the existing light poles - Refer to site plan item #1.

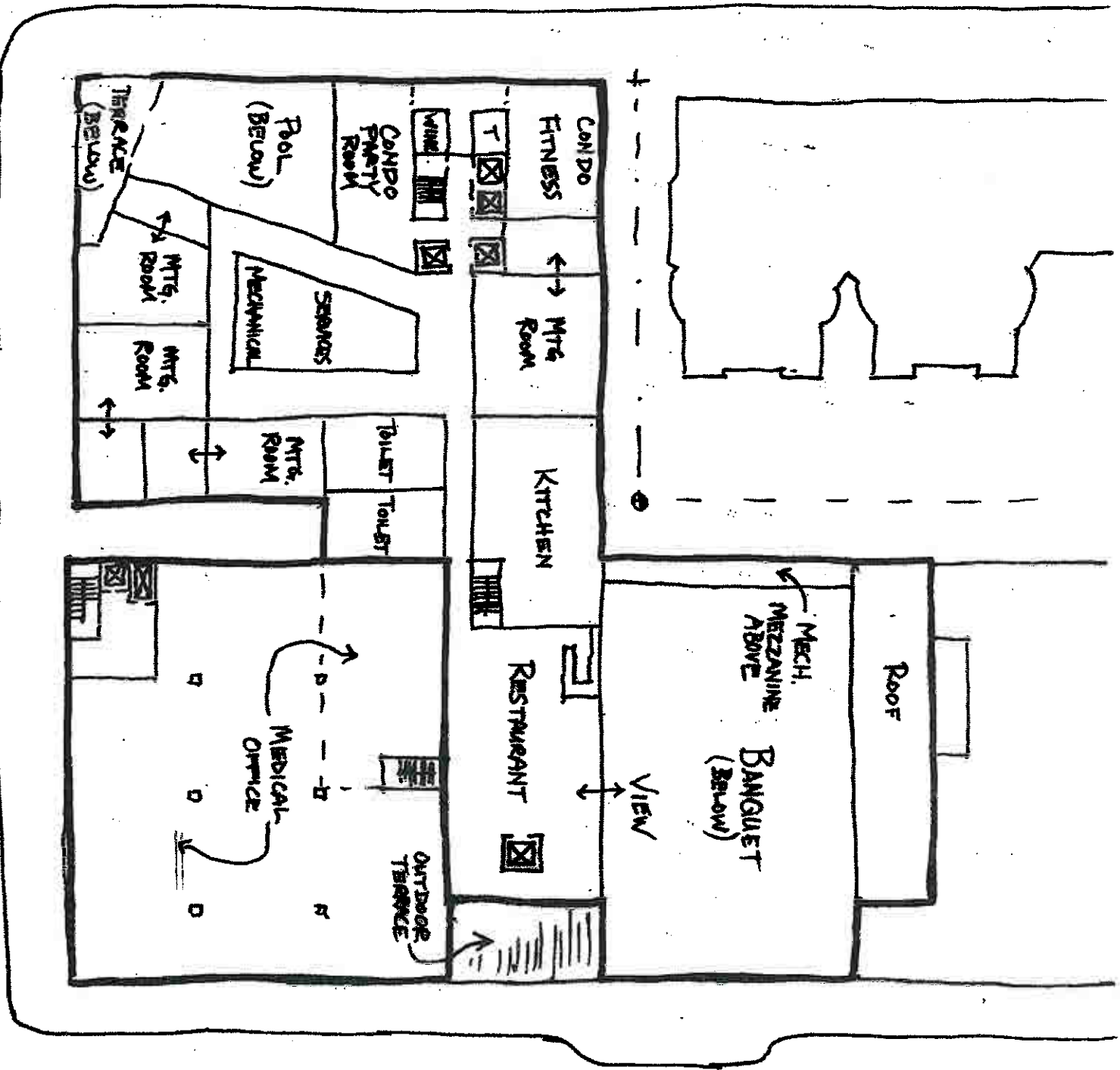
GROUND FLOOR PLAN
1" = 16'-0"





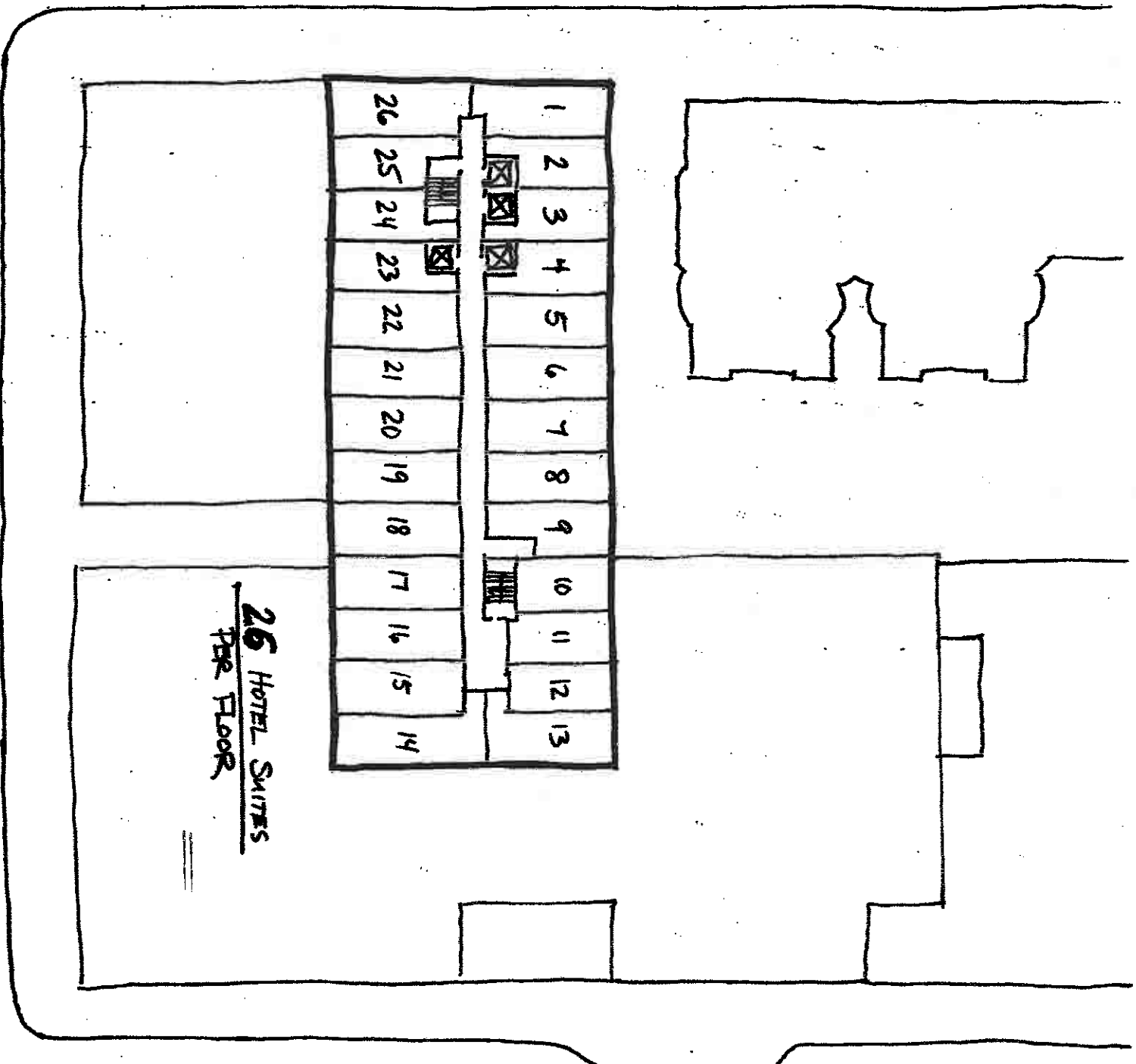
1-46-08
SECOND FLOOR PLAN





1" = 40'-0"
THIRD FLOOR PLAN

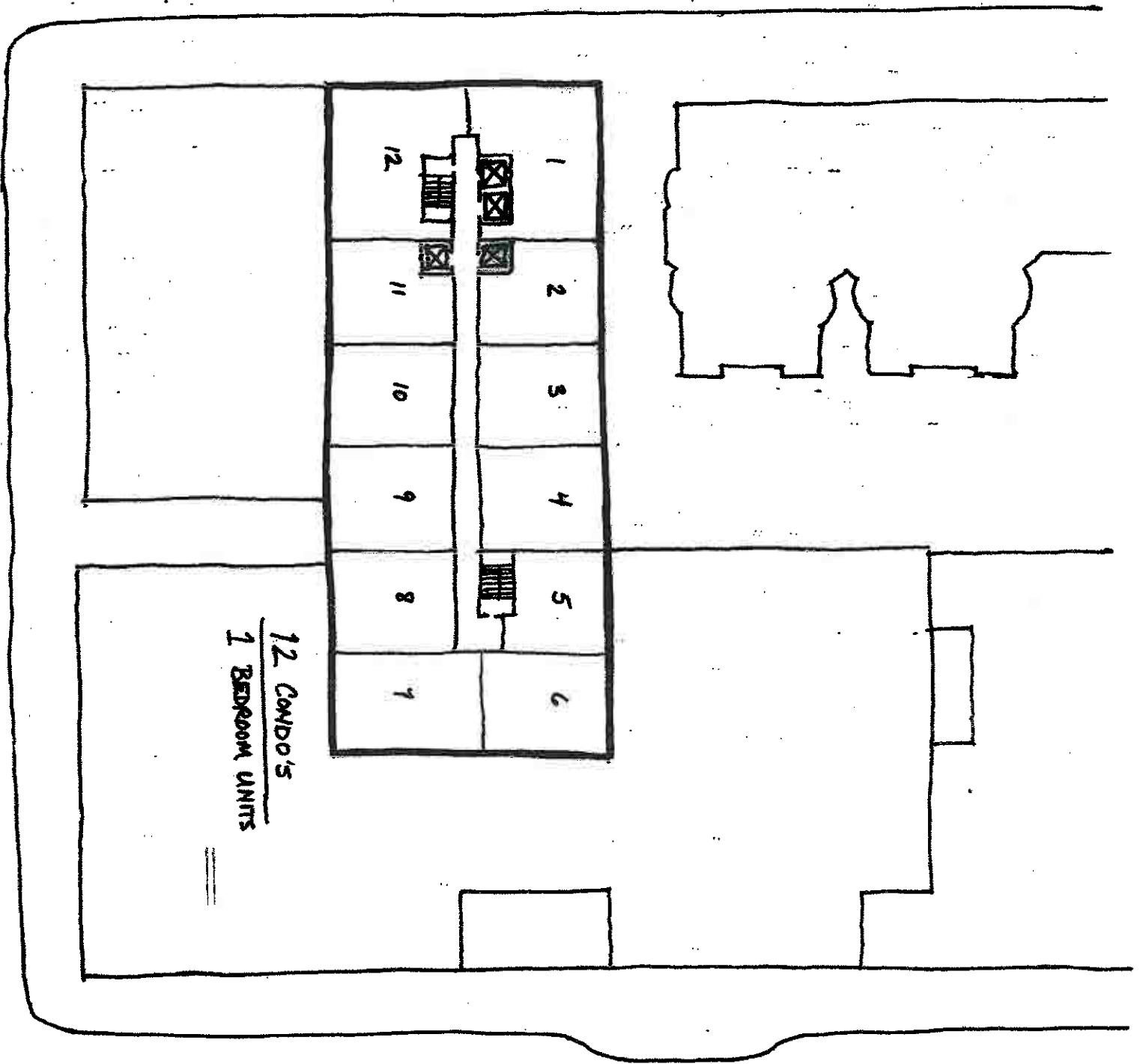




26 HOTEL SUITES
PER FLOOR

FOURTH - SIXTH FLOOR PLANS
1" = 40' - 0"



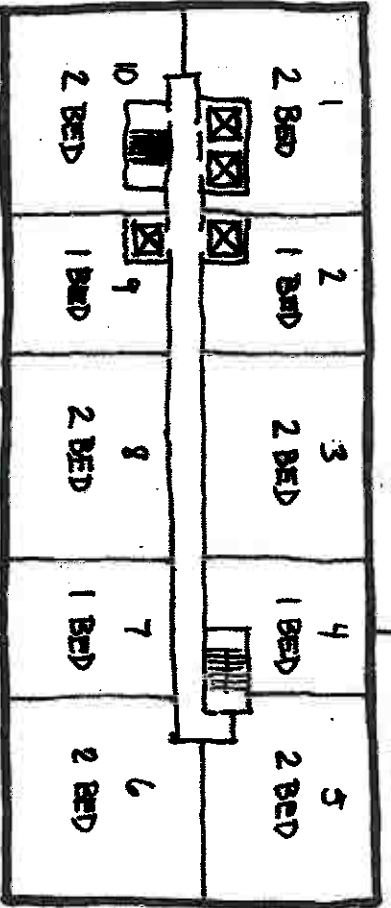
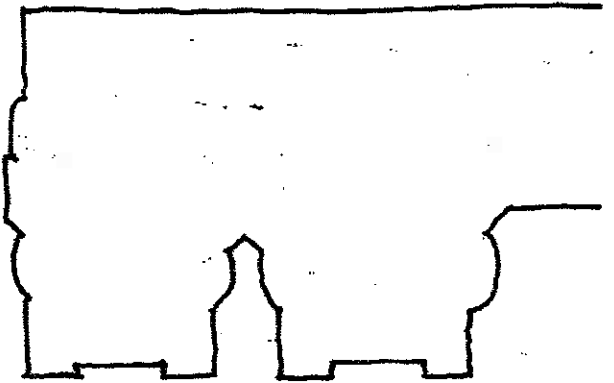


12 CONDO'S
1 BEDROOM UNITS

SEVENTH FLOOR PLAN

1/1 = 4/0 - 0/1



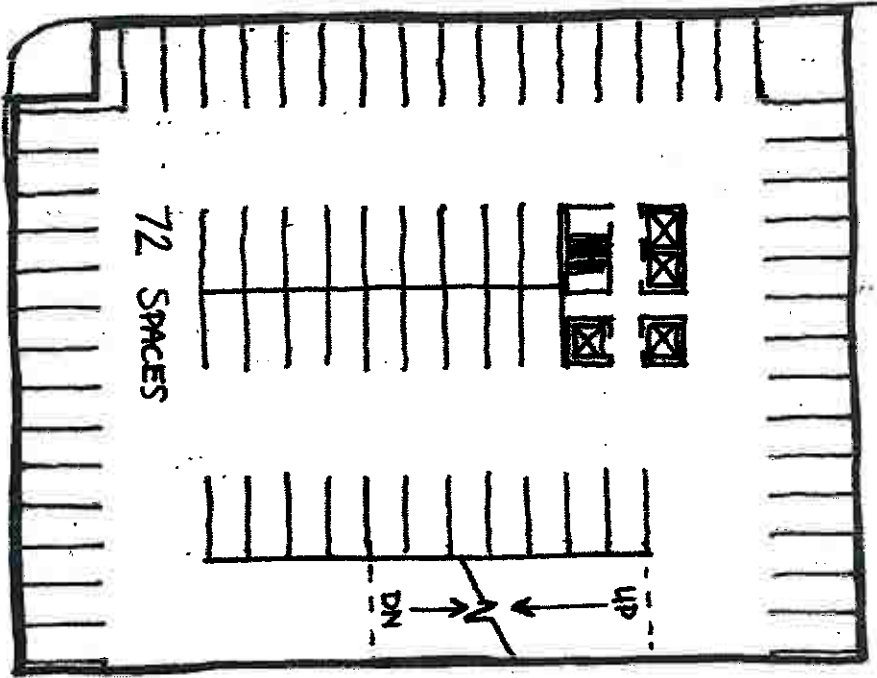


- 10 Condos -
 6 - 2 Bedroom
 4 - 1 Bedroom
 - PER FLOOR -

EIGHTH - ELEVENTH FLOOR PLANS

1" = 40'-0"

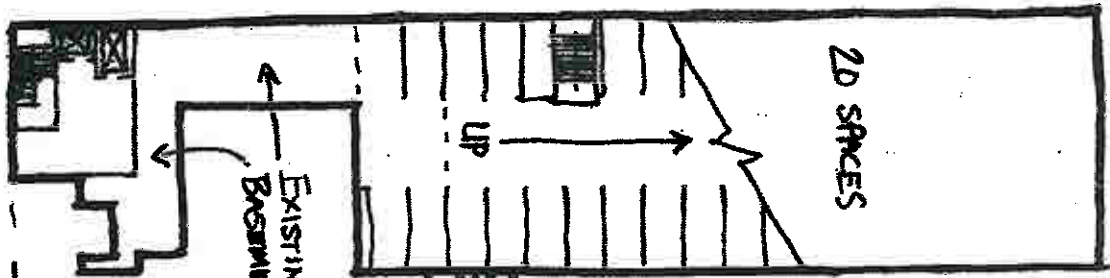




72 SPACES

UP
DN

20 SPACES



UP

EXISTING
BASEMENT

EXISTING
BASEMENT

1/4" = 40'-0"

LOWER LEVEL PARKING - 1

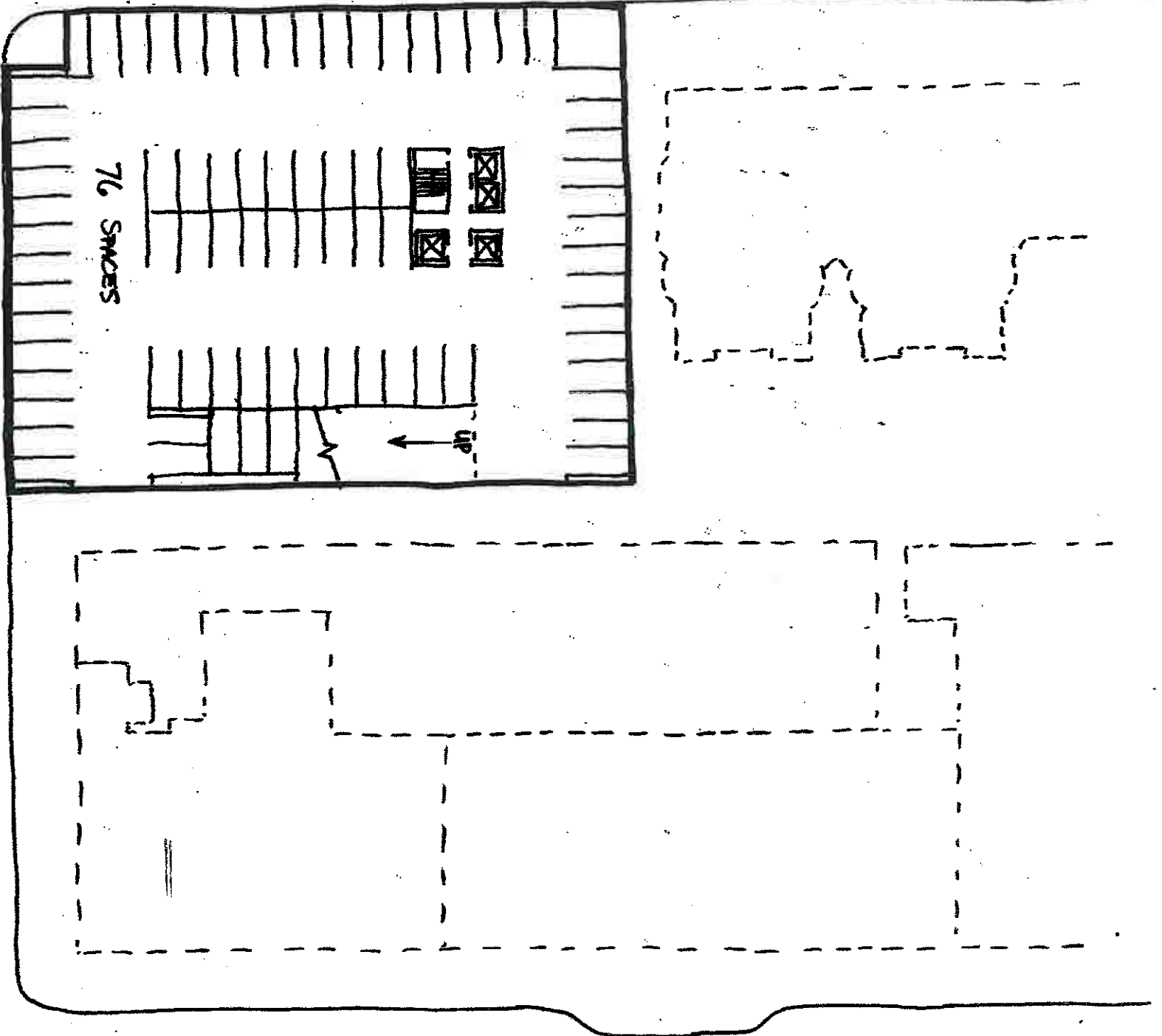
North

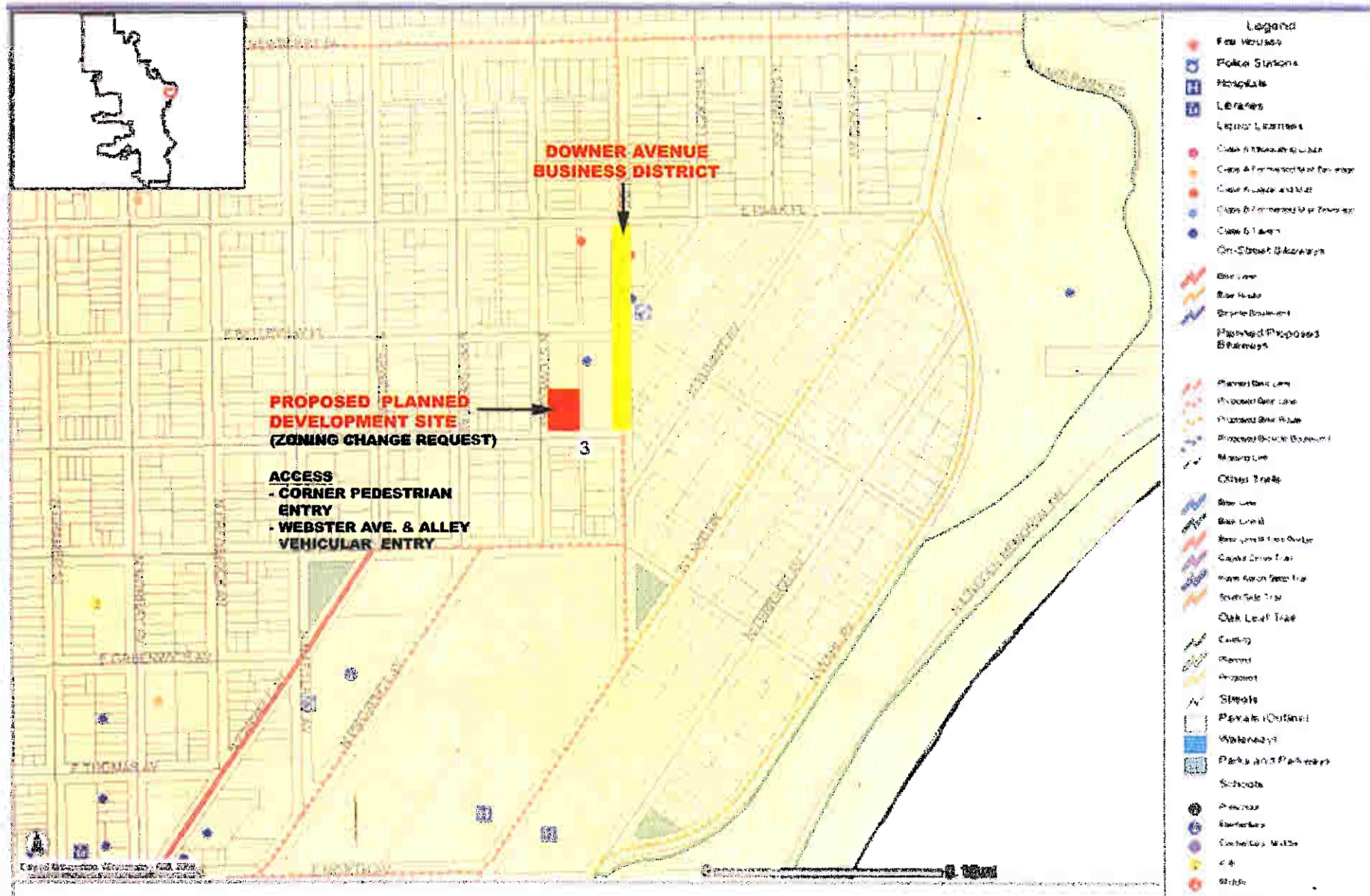


12' x 40' - 0"

OVER LEVEL PARKING #2

North





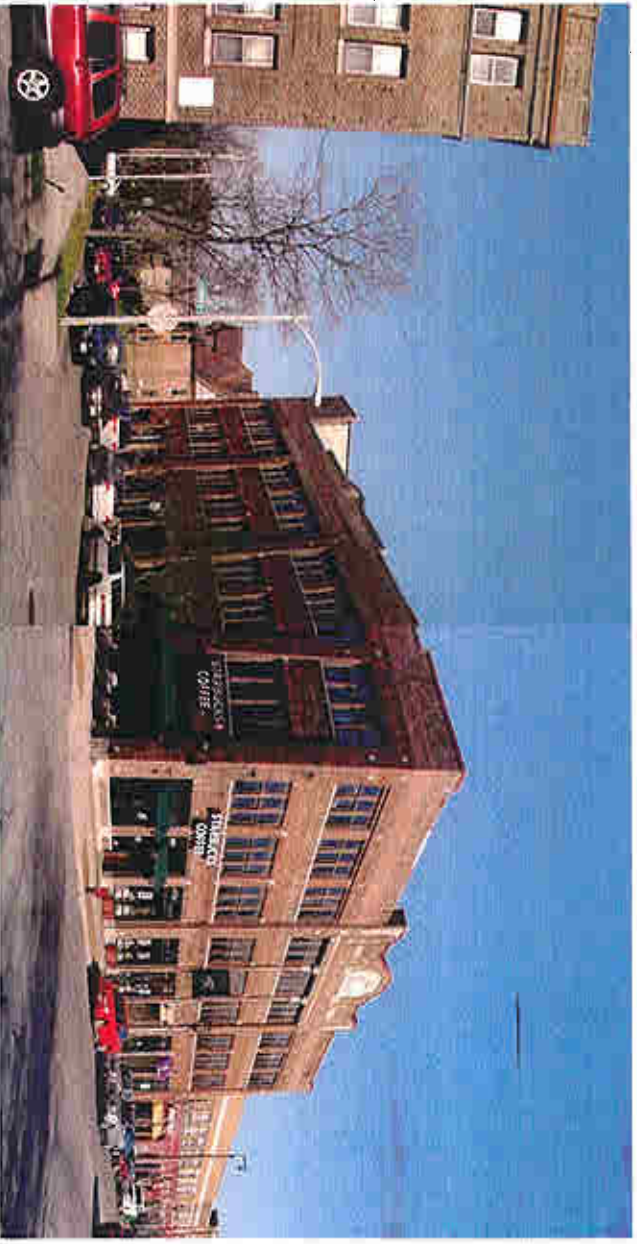
WORKSHOP ARCHITECTS

VICINITY MAP



1. VIEW EAST ON WEBSTER AVE.

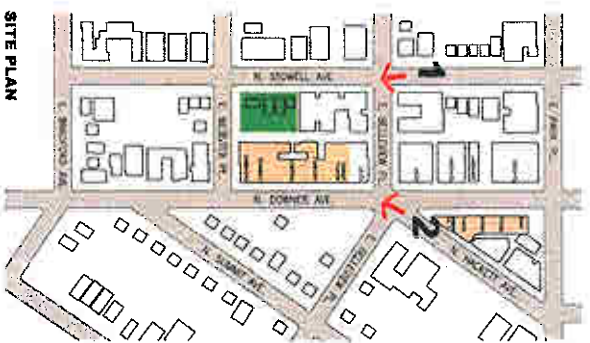
THE SITE - CORNER OF WEBSTER & STOWELL
2502 E. WEBSTER PL.
2512 E. WEBSTER PL.
2566 N. STOWELL AVE.
2560-62 N. STOWELL AVE.
2570 N. STOWELL AVE.



2. VIEW NORTHWEST ON DOWNER AVE.



1. VIEW SOUTH ON STOWELL AVE.



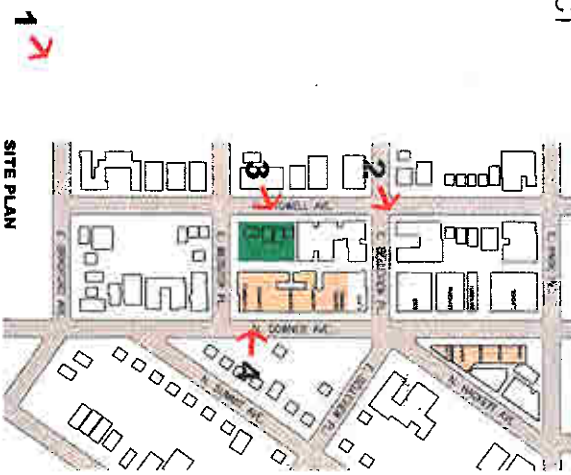
2. VIEW SOUTHWEST ON DOWNER AVE.



1. 9 STORY BUILDING, ON CORNER OF BRADFORD & PROSPECT



2. 7 STORY BUILDING, ON CORNER OF STOWELL & BELLEVUE



3. 4 STORY BUILDING DIRECTLY NORTH OF SITE



4. 3 STORY BUILDING ON DOWNER DIRECTLY EAST OF SITE
HOUSES STARBUCKS & SCHWARTZ BOOKSTORE
TWO LEVELS ABOVE RETAIL TO BE RENOVATED

