

City of Milwaukee
Department of City Development
General Plan Project Description, Statement of Intent

BREWERS HILL COMMONS PLANNED RESIDENTIAL DEVELOPMENT
224 EAST RESERVOIR, MILWAUKEE, WISCONSIN

General Development Description and Statement of Owners Intent

This General Plan Development Description and Statement of Intent supplements the previously submitted Brewers Hill Commons General Plan Development Description and Statement of Owners Intent.

Brewers Hill Commons is a planned residential development consisting of two existing sixty thousand (60,000) square foot buildings and vacant land totaling approximately 7.2 acres. The development will combine condominiums, apartments, townhouses, rowhouses, and single family homes. The entire development will be residential. The development site is bounded by Vine Street on the South, Brown Street on the North, Palmer Street on the West and Killian on the East. (a vicinity map is attached hereto)

The Phase I, Cobblers Lofts – Block “B”: Is the conversion of the existing six (6) story warehouse building on the NW corner of Hubbard and Reservoir (Block “B” of the Site Plan attached hereto) into fifty-six (56) loft condominiums. Parking is located both indoor and outdoor. The indoor parking is housed in the adjacent garage. The total number of parking spaces is sixty-one (61).

Phase II, Cobblers Townhomes – Block “B”: Consists of eight (8) townhouse style condominiums. Sales and construction are complete. This phase is on the portion of Block “B” adjacent Cobblers Lofts commencing at the corner of Palmer and Reservoir and continuing east along Reservoir approximately one hundred seventy-five (175) feet. Each unit is approximately two thousand, three hundred (2,300) square feet, is three stories, and has a rooftop deck, balcony, two (2) bedrooms, two (2) baths and indoor parking for two (2) cars. East unit has an individual entrance that faces East Reservoir Avenue. Cobblers Lofts and Cobblers Townhomes will share access and maintenance of the outdoor parking lot pursuant to a recorded easement. The Townhome owners will enter their garages from the Cobblers Lofts outdoor parking lot.

Phase III, Single-Family Homes – Block “D”: Includes seventeen (17) single-family homes between the Northeast corner of Brown and Hubbard and the Northwest corner of Brown and Buffum (block “D” of the Site Plan). A subdivision plat has been created to divide the parcel into seventeen (17) fee simple lots. Vehicles will access their garages via the municipal alley system. The current alley will be terminated ninety (90) feet north of Brown Street and connect to a new alley to be built between Buffum and Hubbard Streets. Each fee simple home will feature one thousand, eight hundred (1,800) to two thousand, two hundred (2,200) square feet of living space, a variety of exteriors, front and back yards, porches on the front and a detached two-car garage with optional studio or living space above. These accessory units will be approximately four hundred (400) square feet. Owners will be able to rent the accessory units or use them for additional space. The rental income will help owners with mortgage payments as well as allow a much greater number of individuals to qualify for financing. Sales and construction are expected to be complete in August

2004.

Phase IV, conversion of existing warehouse to residential lofts – Block “C”: In this phase, the vacant sixty thousand (60,000) foot warehouse at the Northeast corner Reservoir and Hubbard Streets (Block “C” of the Site Plan) will be converted to approximately sixty-four (64) residential loft condominiums called Shoeworks Lofts. The first floor is planned for sixty-three (63) indoor parking spaces and approximately seven (7) residential units fronting to Reservoir and Hubbard Streets. There will be additional seventeen (17) outdoor parking spaces. Three (3) floors are planned to be added to the existing structure. Floors two (2) through five (5) will contain residential units. Most units will have balconies or rooftop decks and will be designed to provide open loft style living. The original art deco facade will be reconditioned and saved. Construction is expected to be complete in late Fall 2003.

Phase V, Townhomes on Block “C”: North of the Phase IV warehouse loft building on Block “C”, new construction residential condominium units will be built at the Southeast corner of Hubbard and Brown Streets. There will be ten (10) townhouses similar to those in Phase II. Two (2) indoor parking spaces will be provided with each three (3) story unit. This site will share an access gate on Palmer Street with the Phase IV Lofts.

Phase VI Residential on the North portion of Block “B”: North of Phase I Cobblers Lofts on Block “B”, new construction residential units will be built on Brown Street between Palmer and Hubbard. There will be a total of approximately seventy (70) units housed in two separate buildings. In between the buildings there will be a landscaped courtyard. The “East” building will be located at the Southwest corner of Brown and Hubbard Streets. It will be a total of five (5) floors. The first floor will include twenty-six (26) parking spaces. The upper four (4) floors will contain approximately forty (40) units. The “West” building will be located at the Southeast corner of Brown and Palmer Streets. It will be a total of four (4) floors. The first floor will include twenty-six (26) parking spaces. The upper three (3) floors will contain approximately thirty (30) units. On the South portion of the property there will be approximately thirty-four (34) outdoor parking spaces.

Phase VII Residential development of Block “A”: This phase will involve the residential development of condominiums, apartments or townhouses on Block “A” between Palmer and Hubbard Streets. These units will provide direct views of downtown from its bluff location.

Upon completion, the entire development will include approximately 300 residential units. However, due to the sensitive nature of market rate housing, the exact type, style and prices of housing in future phases are subject to change. Detailed Plans will be submitted for each phase.

The Developer is Tandem Developers, LLC (“Developer”) a Limited Liability Company. Developer’s intent is to develop and sell reasonably priced market rate urban homes that will have a positive influence on the surrounding area; economically, aesthetically, environmentally and architecturally. The Developer is committed to building quality housing with high customer satisfaction and service.

Design Guidelines

The design intent is to create an urban residential community in keeping with the surrounding Brewers Hill community. The existing buildings on the site have a strong presence to the street very much in character with the neighborhood. They will be developed into contemporary residences. Outdoor space may be added by the addition of balconies and roof decks.

All phases of the development are designed to integrate into the historic Brewers Hill neighborhood. Landscaping and historical elements will be used to transform the street view into an attractive residential community.

The following standards, based on the approved Principles of Urban Design, will be addressed for all future detailed phases of development:

Building Placement

1. New construction shall have setbacks consistent with the existing context of the neighborhood.
2. In blocks with new, single family home construction, the exact same model with the same materials will not be placed on an adjacent lot.

Building Design

1. Variety in each building design throughout the residential development is encouraged.
2. Front facades shall be orientated to public streets.
3. Entrances to multi-unit residential buildings shall be clearly identifiable, visible from street, easily accessible and inviting to pedestrians.
4. Individual entrances located along public streets must be provided at townhomes and single-family residences.
5. Blank, unarticulated walls facing streets are not permitted. Modulate facades visible from public streets with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
6. New construction at public streets shall contain the architecturally significant materials and fenestration. Significant building materials include decorative masonry and block, brick, cut stone, glass, architectural-finished metal cladding and architectural base of the building up to ten (10) feet and should only minimally be used.
7. Screen rooftop equipment from pedestrian view.
8. Samples of building materials must be submitted for review, as requested.

Home Office Uses

The residences would permit use of a home office for use by the principal and would be exclusive of employees or staff.

Site, Public Elements and Parking

Internal roadways, landscaping, lighting and storm sewer lines will be installed by the developer and

maintained by the Condominium Owners Association if applicable. Sanitary sewer and waterlines will be installed and paid for by the developer and dedicated to the City upon completion. Underground utilities are planned for the entire project.

Storm retention basins, park areas and common area landscaping will be required to be maintained by a Home Owners Association, which will be formed by the developer and will include each property owner of the development, except for the single family homes that will be owned fee simple. Separate Home Owners Associations will be formed for the benefit of each phase of the development except for the single-family homes that will be owned fee simple. Open space/commons areas will be submitted to the City for approval under future detailed plan phases or as a minor modification.

Parking: A minimum of one parking space per dwelling unit will be offered. This will insure that street parking in the area will remain plentiful.

Standards

1. Where possible, surface parking areas will be located mid-block.
2. All surface parking will be screened from the public streets with a combination of decorative fencing.
3. Minimize the number of curb cuts and driveways.
4. Align new driveways with driveways across streets where possible.
5. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
6. Provide delineated, direct pedestrian connections from parking areas to building entrances.
7. Lighting poles may not exceed twelve (12) feet in height.

Phase I & II:

Outdoor parking for Phase I and parking for the Phase II townhomes is accessed by a gate on Reservoir Street directly west of the Phase I loft building. The garage entrance for Phase I is on Palmer Street.

Phase III Single Family Homes:

Two (2) car garages will be accessed via the alley behind each home.

Phase IV & V:

Indoor and outdoor Phase IV parking and access to Phase V indoor parking will be accessed by a gate on Reservoir Street.

Phase VI:

Indoor and outdoor parking will be provided and accessed by gates on Palmer, Brown or Hubbard Streets.

Phase VII:

Indoor parking will be provided and be accessed by either Hubbard, Reservoir or Palmer Streets

Signage:

Construction Signs: In order to properly notify the public where each phase of the Development is located, signs pertaining to the construction or sale of a residential unit not exceeding eight (8) feet in height and twenty-four (24) square feet in area are permitted. Attached are locations and designs of these signs. Construction and sale signs must be removed upon completion of construction and sale of each phase.

Project Signs: Up to six (6) monument signs pertaining to the overall planned residential development, may be located at or near the entrance to the development, with design, scale, material and location in harmony and complementary to the overall residential development and character of the surrounding area. This type of sign may be illuminated with the source of light not visible. These signs may not exceed eight (8) feet in height and twenty-four (24) square feet in area and individual letters not exceeding eighteen (18) inches are allowed. It is encouraged that these signs are integrated into other site elements (i.e. decorative fences or low, masonry walls).

Building Identification Signs: One building sign is permitted on the front face of individual multi-unit buildings identifying the name of the building. Their design, scale and material shall be complementary to the building. Only back-lit, individual letters not exceeding eighteen (18) inches are permitted.

Project sign and Building Identification signs will be approved as part of the detailed phases of development. In the event that unusual circumstances support a deviation from this standard, the Common Council may approve additional signage or deviations as a minor modification.

The Development Team

The Developer, Tandem Developers, LLC, or an assignee firm controlled by the Developer or its principals, Paul Marks and Paul Dincin will develop and oversee the development and construction of the entire project.

OWNERSHIP OF THE SITE

The site is currently owned by the Developer, except for Block "D", which is owned by RACAM and under option to the Developer and the northern half of block "B" which is under contract to the Developer. Upon approval of the zoning change requested herein, Developer will begin its sales effort. Once the pre-sale level required by the construction lender is met, building will commence. When complete, individual units will be transferred to contract purchasers. A condominium owners association will be formed prior to the sale of any condominium units. The association will be controlled by the developer until it is turned over to the owners pursuant to Wisconsin law. Thereafter the homeowners will hold all of the association offices and be responsible for the operation of the condominium in accordance with the by-laws and recorded declaration.

The purpose of any Owners Association is to operate the Association within the guidelines of the Declaration and collect monthly assessment from the homeowners for the common area maintenance expenses including but not limited to tuckpointing, maintenance landscaping, snow removal, painting and capital account for future maintenance.

DEVELOPMENT TIMETABLE

Phase	50% of Units Sold	Begin Construction	Complete Construction	First Move-In
I – Cobblers Lofts (Block B)	May 2000	September 2000	June 2001	June 2001
II – Cobblers Townhomes (Block B)	August 2001	May 2001	November 2001	November 2001
III – Single Family Homes (Block D)	March 2002	August 2001	December 2002	March 2002
IV – Lofts (Block C)	July 2003	November 2002	November 2003	November 2003
V – Townhomes (Block C)	July 2004	March 2004	November 2004	November 2004
VI – Block B	August 2004	September 2004	September 2005	October 2005
VII – Block A	December 2005	December 2005	March 2006	April 2006

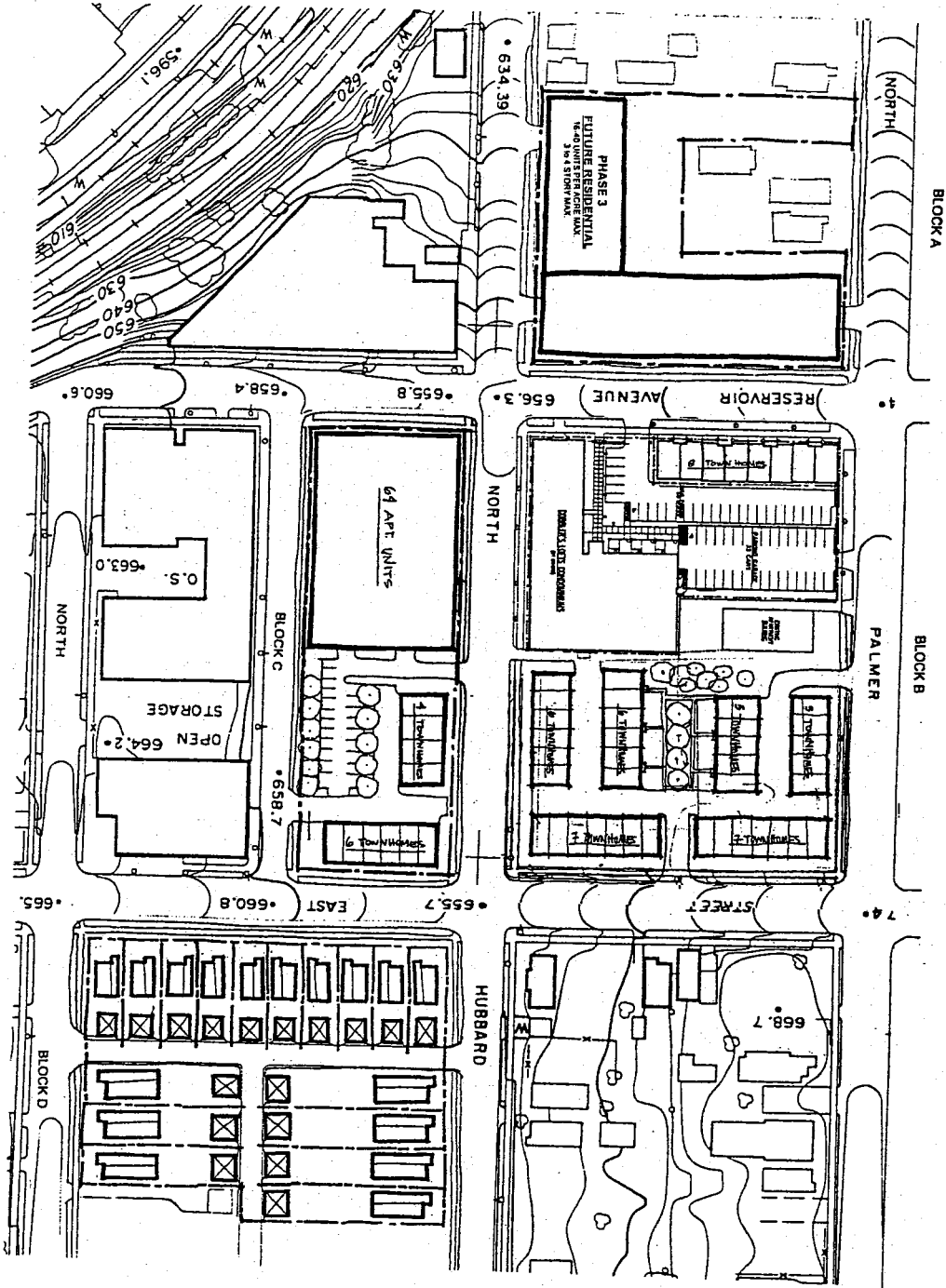
ATTACHMENTS

Site Plan prepared by Eppstein-Uhen Architects

Vicinity Map

Signage Map

Signage Examples



SCALE 1" = 50'

REVIEWED FOR THE CITY OF SEATTLE

Block	Area	Use	Units	Notes
BLOCK A	18.00	RESIDENTIAL	18	PHASE 3 FUTURE RESIDENTIAL
BLOCK B	9.00	TOWNHOMES	9	9 TOWNHOMES
BLOCK C	75.00	ART UNITS	64	64 ART UNITS, 6 TOWNHOMES
BLOCK D	12.00	OPEN STORAGE	-	OPEN STORAGE, O.S.

Approved CPD



EPSTEIN UHLEN ARCHITECTS