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September 10, 2013

Milwaukee School of Engineering, MSOE
Proposed Commercial, Dormitory and Faculty Housing
Property Address: 1150 N. Water Street, Milwaukee, WI

Detailed Plan Project Description and Owner's Statement of Intent:

1.0 Project Statement:

- A. The Milwaukee School of Engineering, Inc. ("MSOE") respectfully requests approval of a Detailed Plan Development for the real property and improvements located at 1150 N. Water Street, as further described on the attached ALTA Survey (the "Property").
- B. Physical Description of the Property:
 - 1. Located on the Property is a partially completed 215,200 square foot, 14 story residential and limited commercial building.
- C. Detailed Description of Operation:
 - 1. General: The building will be completed with only minor modifications to the interior of the upper floors to serve as dormitory and faculty residential space for MSOE. Parking will be dedicated to the residential occupants and all current space dedicated to commercial/ retail will remain so.
 - 2. Permitted Uses: Permitted shall be the following as defined by 295-703-1.
 - a. Group Residential Uses:
 - 1) Dormitory
 - b. Educational Uses:
 - 1) College
 - c. Commercial and Office Uses:
 - 1) General Office
 - 2) Government Office
 - 3) Bank or Other Financial Institution
 - 4) Retail Establishment, General
 - d. General Service Uses:
 - 1) Personal Service
 - 2) Business Service

- e. Motor Vehicle Uses:
 - 1) Parking Structure, Accessory

- f. Accommodation and Food Service Uses:
 - 1) Tavern
 - 2) Restaurant- Sit Down
 - 3) Restaurant- Fast Food/ Carry- Out

- g. Entertainment and Recreation Uses:
 - 1) Health Club

3. Floor by Floor Plan of Operation.

1ST (Ground) FLOOR:

- a. Commercial and Office Uses, General Service Uses, Accommodation and Food Service Uses, and Entertainment and Recreation Uses, as listed under 1.0-C-2 above.
- b. Other (Lobby, Fire Command Center, Service Areas, Elevators & Stairs)

2ND- 3RD FLOORS:

- a. Parking (Resident use only).
- b. Other (Service Areas, Elevators & Stairs).

4TH FLOOR:

- a. Residential common use spaces.
- b. MSOE common use spaces.
- c. Housing for MSOE undergraduate students at the sophomore level and above.
- c. Other (Service Areas, Elevators & Stairs).

5TH- 10TH FLOORS:

- a. Housing for MSOE undergraduate students at the sophomore level and above.
- b. Other (Service Areas, Elevators & Stairs).

11TH- 14TH FLOORS:

- a. Housing for MSOE faculty and graduate students.
- b. Other (Service Areas, Elevators & Stairs).

D. Adjacent Land Uses:

- a. North- Surface Parking
- b. South- Restaurant/ Tavern/ Retail
- c. East- Residential/ Parking
- d. West- Restaurant/ Tavern/ Retail

- E. Potential Conflicts Created by Proposed Use:
 - a. None.
- F. Area(s) Served by Operation:
 - a. MSOE Students, Faculty & Staff.
- G. Number of Full Time & Part Time Employees:
 - a. To be determined, and dependent on tenants occupying commercial space.
- H. Hours & Days of Operation:
 - a. Commercial: 7 days per week from 5AM- 12AM, unless an extended hours license is granted for the site.
 - b. Parking: 24/7
 - c. Residential: 24/7
- I. Traffic Pattern/Density:
 - a. Commercial: Pedestrian entrances from north and west sidewalks.
 - b. Parking: Drive in/ out entrance from east alley.
 - c. Residential: Pedestrian entrance to northeast corner of building from north sidewalk.

2.0 Detailed Project Data:

- A. Gross land area: 27,047 SF
- B. Maximum amount of land covered by principal buildings: 18,859 SF (69.7%)
- C. Maximum amount of land devoted to parking, drives & sidewalks: 8,188 SF (30.3%)
- D. Minimum amount of land dedicated to landscaped open space: 0 SF (0%)
- E. Setbacks:
 - 1. Water Street: 0'
 - 2. Juneau Avenue: 0'
 - 3. East Property Line: 26'
 - 4. South Property Line: 0' and 22.5'
- F. Screening:
 - 1. NA

G. Open Spaces:

1. NA

H. Circulation:

1. Vehicular: Garage entry and exit from east elevation of building, south end. Accessed via existing alley east of building.
2. Pedestrian: Multiple doors on Water Street and Juneau Avenue.
3. Other: Service doors on alleys.

I. Landscaping:

1. (3) "street" trees on Water Street and (5) "street" trees on Juneau Avenue in the ROW.

J. Lighting:

1. Shielded LED "up & down" lights on buildings columns on the Water Street and Juneau Avenue elevations.
2. LED wall lights over garage and service entrances on alleys.

K. Utilities:

1. Existing, connected to existing building.

L. Signs:

1. Permanent: (See drawings A-201 through A-204 for locations and A-300 details)
 - a. Sign Type A: (City Zoning Type A) Illuminated MSOE letter and logo box sign.
 - b. Sign Type B: Individual reverse channel illuminated letters.
 - c. Sign Type C: Non illuminated box signs with individual illuminated letters and logos.
 - d. Sign Type D: Non illuminated applied window graphics.
 - e. Sign Type E: Non illuminated individual letters
 - f. Sign Type F: Existing illuminated Qdoba sign.
2. Temporary:
 - a. As allowed in Chapter 295-705-7-c of the Zoning Code.
3. Other:
 - a. Water Street and Juneau Avenue street elevation windows will adhere to City glazing standards and will not be blocked by displays, graphics, or adhered tinting.

M. Parking:

1. 62 Motor Vehicle Spaces, Interior.
2. 50 Bicycle Rack Spots, Interior.

N. Dwelling Units: (27,047 Lot / 152 Units = 177.9 square feet per unit density)

1. 93 Studio Units x (2) beds per unit = (2) residents each.
2. 39 1BR Units x (2) beds per bedroom = (2) residents each.
3. 19 2BR Units x (2) beds per bedroom = (4) residents each.
4. 1 3BR Unit x (2) beds per bedroom = (6) residents each.

O. Project Phasing:

1. MSOE intends to acquire the Property in the fall/winter of 2013.
2. By August 15, 2014, MSOE will have all exterior construction completed.
3. By September 1, 2015, all interior construction of Floors 1-10 will be completed, with certificates of occupancy being issued by such time.
4. MSOE will complete Floors 11-14 in phases so that MSOE will have the benefit of operational experience at the Property to help assess function and need. MSOE will use good faith and diligence in trying to complete all interior construction on Floors 11-14 by 9-1-16.

Sincerely,



Hermann Viets, Ph.D.

President

Milwaukee School of Engineering

Enclosures: (dated 09/10/13)	G-000	Cover Sheet & Index	A-111	Eleventh Floor Plan
	A-001	Site Plan	A-112	Twelfth Floor Plan
	A-101	First Floor Plan	A-113	Thirteenth Floor Plan
	A-102	Second Floor Plan	A-114	Fourteenth Floor Plan
	A-103	Third Floor Plan	A-115	Roof Plan
	A-104	Fourth Floor Plan	A-201	North Elevation
	A-105	Fifth Floor Plan	A-202	South Elevation
	A-106	Sixth Floor Plan	A-203	East Elevation
	A-107	Seventh Floor Plan	A-204	West Elevation
	A-108	Eighth Floor Plan	A-300	Signage Types
	A-109	Ninth Floor Plan		
A-110	Tenth Floor Plan			