

File Number: 170499

2nd Amendment to DPD known as 1st and Greenfield – Phase I to permit Phase II development

Freshwater Plaza (1st & Greenfield) – Phase II

Detailed Planned Development Project Description

and Owner’s Statement of

Intent

1. Components of Detailed Plan Development and Supporting Materials

In compliance with the requirements of the approved General Plan Development (GPD), File Number. 141111, Wangard Partners Inc. requests that the property at 1212 S. 1st St. be granted approval for a Detailed Planned Development (DPD) in accordance with this statement.

The entire Freshwater Plaza was rezoned from GPD to Detailed Planned Development (DPD) known as 1st and Greenfield – Phase 1 on December 16, 2014 as file number 141113 to permit Phase 1 development, which consisted of the Cermak grocery store and mixed-use building. This Amended DPD proposes the construction of Phase II of The Freshwater Plaza Development at 1212 South 1st Street. Phase II includes the development of a standalone retail building on the North Out Lot of Lot 2 of the Freshwater Plaza Development as identified on the Master Site Plan (C100). The North out lot will be occupied by the Sherwin Williams Paint Store. Additional features of this amended DPD include a project identification monument sign located on the northwest corner of the site along S. 1st St., North of the subject retail building on Lot 2. The monument sign will be constructed in conjunction with the Sherwin Williams project. A user for the south out lot has not been identified and will require an amendment to this DPD prior to construction.

These statements, together with the accompanying plan sheets and related materials identified below constitute and support the Detailed Planned Development:

<u>Sheet</u>	<u>Title</u>
A001	Location Map
C100	Master Site Plan
CSM	Certified Survey Map
PS	Property Survey
C401	Site Plan
C400	Grading Plan
C300	Utility Plan
C503	Site Details
E100	Photometric and Lighting Plan
L100	Landscape Plan
L200	Landscape Details

A0.1	Exterior Site Details
A1.1	Floor Plan
A2.0	Exterior Elevations
A2.1	Exterior Elevations
AX.X	Renderings
ES.1	Exterior Signage Plan
SF.1	Site Photos
EF.1	Exterior Finishes

2. Overall Phase II Site Information

Phase II will include development of Lot 2, which is the north outlot as identified on the site plan (Sheet C100). Development of the outlot will include a one-story retail building located along S. 1st Street and the adjacent accessory surface parking. Future development of the south outlot along S. 1st Street will require an amendment to this DPD.

Parking Data

Per the approved GPD, the maximum allowable parking ratio for Lot 2 is 8.05/1000. The proposed parking ratio for the portion of Phase II included in this DPD is 6.36.

Use	Gross SF	Max. Pkg. Ratio	Max. Pkg.	Actual Pkg.	Actual Pkg. Ratio
Retail A	3,614	8.05	29	23	6.36

Building Data

The one-story building on the North outlot measures approximately 61 feet by 60 feet. It will have a gross square footage of approximately 3,614 square feet. It's set back from 1st Street is 3.5 feet. The building is approximately 23'-4" tall measured to the highest point. Access to the parking lot is provided via a new curb cut along South 1st Street. The site may also be accessed from the adjacent parking lot to the East which was approved as part of Phase I for the grocer.

3. Compliance with GPD Standards

The proposed north outlot development complies with the standard prescribed by section 295-907 of the Milwaukee Code of Ordinances.

1. Uses: The proposed use for the portion of Phase II included in this DPD is General Retail. Consistent with the permitted uses established in the GPD, allowable uses for future occupants of this building may include: (a) Tavern, Restaurant Sit-Down, Fast Food/Carry-Out, (b) General Retail Establishments, (c) Parking Lot Accessory Parking, (e) Drive-Through Facility, (f) Bank or other Financial Institutions or (g) Personal Service, Business Service, Catering Service.
2. Design Standards (per the GPD): Design the site and buildings to create a cohesive and inviting sense of place and fit within the larger context of the site and existing neighborhood. The one story retail buildings has been placed along 1st Street to help to define that street edge, but still allow for some visual connection to the grocery store from 1st Street.

a. Site Design and Building Placement Standards:

- i. Buildings should be located within 5' of the street property line and located up to the corner formed by the public street and development access lanes.
 - This building is placed at the southwest corner of the site, and is set back 4.5 feet from South 1st Street and the access drive.
- ii. Minimum amount of street edge build-out of each outlot and development site is 50%. Portions of the street façade setback beyond 10' would not be counted for the build-out dimension. A building not meeting this standard shall have minimum 3' concrete or masonry wall at the parking area of the remaining street frontage (exclusive of walk and driveway area), constructed of finished quality masonry coordinated with the building design. In no case may the building be less than 30% of the street frontage.
 - The building is 61 feet long which constitutes approximately 34% of the street frontage, and as such, has an approximately 19 foot long concrete wall adjacent to the building to meet the GPD standard.
- iii. Parking along 1st Street will be screened with Type B landscaping (Option 2). Trash for these retail buildings will be screened with enclosures made from masonry or concrete. The development meets these two standards.

b. Building Design Standards (all of which are met):

- i. Lot 2 includes a 1 story retail building with a minimum height of 18 feet measured to the top of the parapet. The taller corner element shall be a minimum of 22 feet tall.
- ii. Buildings shall face the public streets and access drives, having main entrances and windows along the front building facade. Blank walls and lack of, or locked doors, are not permitted.
- iii. Building facades adjacent to public streets shall be modulated with a combination of two or more of the following: articulated bays, windows, openings, depth in facade, awnings, varying color, texture, coordinated landscaping and/or other architectural detailing.

c. Façade Materials:

- i. Masonry, metal, glass and concrete will be utilized for the North building. See photos of the materials at the end of this exhibit. EIFS and vinyl are not being utilized on the building.

d. Special Features at S. 1st Street and Access Drive:

- i. Buildings located at the intersection to the development area shall have the most significant corner treatments. Articulate the corner or visual termination on a building at the identified special corner or street end visual termination through use of elements such as larger windows, extruded elements, or additional pre-cast stone lines.

- The special features on the north outlet building include a taller corner at the main entrance to the building with a sloping roof line and an extruded façade. The corner facing the access drive the is has a larger storefront and is consistent with this design standard.
 - e. Glazing along South 1st Street, Greenfield Avenue and vacated Barclay Street frontages:
 - i. Minimum glazed area, public street frontage 60%
 - The South 1st Street (west) façade has 67% glazing, of which 60% will not be obstructed. Window graphics will cover a portion of the windows to screen interior fixtures, as shown on Sheet ES.1.
 - ii. Minimum glazed area, access drive frontage 15%
 - The access drive (south) façade has 39% of glazing, of which 15% will not be obstructed. Window graphics will cover a portion of the widows to screen interior fixtures as shown on Sheet ES.1.
 - iii. Minimum glazing zone height 6'
 - iv. Maximum height of glazing zone sill 2'-6"
 - v. Glazing quality visible transmittance $\geq .65$
 - vi. Glazing alternatives Available, see 295-605.2.i.3
 - f. Every new building shall have a primary entrance door on the front façade. A primary entrance door shall not be required on the front façade if there is a primary entrance door on a side façade and that door is within 20 feet of the front façade.
 - i. The primary entrance door is on the north façade, approximately 7 feet from the front façade.
 - g. Where a lot is adjacent to a public sidewalk, each principal building on the lot shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance to the building. The presence of an access drive does not fulfill this requirement. All required pedestrian walkways shall be paved with non-asphalt materials. All required pedestrian access ways shall be at least 5 feet in width.
 - i. A 4.5 foot wide concrete sidewalk will be added from the front entrance west to the existing public sidewalk.
 - h. Provide direct, continuous, safe and accessible pedestrian walkways between public sidewalks, bike trails and public transportation stops and building entrances.
3. Density: Not applicable, as this is a commercial use.
 4. Space Between Structures: There is only one building on the site, therefore this is not applicable.
 5. Setbacks: The North Retail building is setback from the Western edge (S. 1st Street) of Lot 2 by approximately 3.5 feet. Its setback from the south edge (access drive) is 27.7'. The proposed south edge is identified in the attached building survey (Sheet PS) and Certified Survey Map (Sheet CSM). The east setback is 61.5 feet, and the north setback is 118.56 feet.
 6. Screening: Surface parking will be screened with Type B landscaping along S. 1st Street. Trash containers will be screened with enclosures constructed of masonry.

7. Open Space: Phase II of the Freshwater Plaza Development does not have a public open space.
8. Circulation, Parking and Loading: Vehicular Access to the North portion of Lot 2 will be located along South 1st Street. The Loading Zone for the North building will be located along the East (rear) of the building. Vehicular Access to the North building will also be provided from the parking lot of Lot 1 which is located to the East of Lot 2. Surface parking will be located to the North and East of the building. Pedestrian Access to the site is located along South 1st Street. Access to the remainder of the Freshwater Plaza development site will be maintained along South 1st Street via the Access drive between the two out lots as recorded in Access Easement #10503973 and constructed under DPD File # 141113.

A total of 23 surface parking spaces will be provided on site. Additionally, consistent with the bicycle parking zoning requirements (295-404), 2 bicycle parking spaces will be provided on the site.

The dumpster will be located in the northeast corner of the site.

9. Landscaping: Type B landscaping will be along South 1st Street. Interior parking lot landscaping is shown on the landscape plan (Sheet A0.1). Additionally, a bioswale is proposed along S. 1st Street.

The site landscape is based on the use of natural species of low maintenance. All vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement. Landscape plans have been provided and compliment the previously approved plantings used on Phase I of the Freshwater Development. Future phases will meet this requirement.

The existing site or interim condition must be maintained in an orderly fashion consistent with zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1st and March 1st) for the subject DPD.

10. Lighting: All parking area lighting for commercial spaces is intended to minimize glare onto adjoining properties. Exterior lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. See the attached lighting plan (sheet E100).
11. Utilities: The placement of above ground utility infrastructure will be limited. Where it is not possible or practical to place this infrastructure below grade, it will be placed on the site in such a manner as to limit the visual impact from the street which would including landscape screening. Utilities attached to the building will be located on the East (rear) elevation where possible. See the attached Utility Plans (Sheet C300).
12. Signs: All building signage will be in accordance with the Milwaukee Code of Ordinances (table 295-605-5 LB2 type A). Additionally, window graphics are proposed at specific locations within

the windows, as shown on Sheet ES.1. A Project Identification monument sign will be located along S. 1st Street North of the one-story retail building on Lot 2. It will comply with section 295-605-5-e with a taller pier element up to 9 feet tall at the east end of the sign. The base material will be concrete. The tenant sign plates will be Type A with individual letters and logos. Up to 4 temporary signs can be placed along S. 1st St. during construction, and will not exceed 100 square feet each. The construction fence may also have screen printed graphics. The signs may include renderings of the projects and include text identifying project partners and financial contributors. Periodic signs for leasing and sale would also be used on a temporary basis.

4. Site Statistics

Phase II Lot 2 (North Outlot)

Gross Land Area	26,076 SF	100%
Land Covered by Principal Building	3,614 SF	Up To 18%
Land for Drives and Walks	18,559 SF	Up To 73%
Open Space	3,903 SF	Approximately 15%
Density Retail:	3,614 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Surface Parking Spaces	14	3.89/1000