

Exhibit A
File No. 211510
Detailed Planned Development known as Riverwest Apartments and Food Accelerator
1132, 1136-1146, 1164 E North Avenue
3/10/22

Previous File History

A General Planned Development (GPD) was established in 2006 as File No. 051671 for the subject sites as well as 2340 North Commerce Street (River View Dorms site) to the east and 2362 N. Stanley Place to the north to allow phased development on the sites. The River View Dorms site was subsequently rezoned to a Detailed Planned Development (DPD) in 2006 as File No. 051670 and the Stanley Place site remains zoned GPD.

The subject sites were rezoned to DPD in 2011 as File No. 071364 to allow Phase II development of a mixed-use residential building with first floor commercial space. The GPD was amended at this time as well (File No. 110586). That proposal did not move forward, and the DPD for Phase II development was amended in 2013 as File No. 130309 to allow a different mixed-use residential development. This also did not move forward.

Now, there is a new proposal by different developers for the subject sites, and a new DPD zoning is being established for the sites. The proposal is consistent with the existing GPD and does not require an amendment to that document.

Project Summary

PROJECT OVERVIEW AND BACKGROUND

General Capital Group in partnership with KG Development ("Development Team"), is seeking the approval of a Detailed Plan Development for the redevelopment of three parcels located at the corner of East North Avenue and North Commerce Street. We are calling the project the Riverwest Apartments and Food Accelerator ("Project"). The three adjacent parcels include 1132 E North Ave (privately owned by Direct ReadCo LLC), 1136-1146 E North Ave (owned by the City of Milwaukee), and 1164 E North Avenue (privately owned by Direct ReadCo LLC).

General Capital has an Option to Purchase property located at 1132 and 1164 East North Avenue, effective until March 31, 2022. We expect to extend this Option into the second quarter to facilitate closing. In addition to the Option to Purchase 1164 E North Ave, a termination agreement has been secured for the removal of the existing billboard on that parcel. We have a Letter of Commitment and Exclusive Right to Negotiate Letter from the City of Milwaukee for the property located at 1136-1146 East North Avenue, effective until December 31, 2022 (collectively with the property located at 1132 and 1164 East North Avenue, the "Property"). The Exclusive Right to Negotiate has also received the City of Milwaukee Department of City Development approval and the City of Milwaukee Common Council prepared a Site Control Report on the Project.

The Project consists of a single, four-story building with 91 apartment units, the Riverwest Food Accelerator, 58 enclosed parking stalls, 37 surface parking stalls, and 11 street parking stalls. In total, the Project represents approximately \$24.7 Million in private investment. The property has been the subject

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of a previously approved Detailed Plan Development, a side-by-side statistical comparison of the previous development is included in this submittal.

The Project began in early 2020 as a response to a City of Milwaukee RFP issued for the redevelopment of the City-owned parcel at 1136-1146 E North Ave. The development team was awarded the RFP in August 2020 and began due diligence soon thereafter. The team applied for Housing Tax Credits in December 2020 and obtained an award in April 2021.

The Development Team presented the Project to the community in a virtual meeting hosted by Alderman Kovac on February 23, 2022. At the end of the presentation and Q&A session, Alderman Kovac conducted an informal straw poll which showed an 87% approval rate of the Project.

DETAILED PLAN DESCRIPTION AND OWNERS STATEMENT OF INTENT

The project is a proposed 91-unit affordable family development with 85% of units targeted for families from 30% to 60% of County Medium Income. The Project includes 77 affordable units with income limits and 14 market rate units, with “a subset” of 19 units serving those with a permanent developmental, physical, sensory, medical, or mental health disability. Residents may participate in various programs and classes offered through the Project's Food Accelerator as well as programs hosted onsite by other organizations. In addition, residents will have access to a variety of supportive services and counseling through a referral agreement with the Milwaukee County Aging and Disability Resource Center and the Milwaukee Veterans Service Office.

The heart of the concept is the Riverwest Food Accelerator (the “Accelerator”). The Accelerator will be a visible demonstration kitchen and education space with a focus on fresh food, cooking, nutrition education, and food-oriented entrepreneurship. The Accelerator will be located on North Avenue, in a double-height demonstration space with a glass storefront to prominently feature the kitchen equipment and a resource kiosk. As important as the physical space offered by the Accelerator are, the many connections we have made with local organizations to program and use the space. We intend to engage the residents and the surrounding Riverwest community in hands-on opportunities to learn about healthy eating, cooking skills, develop products, and potentially bring them to market.

Programming will potentially range from free cooking and nutrition classes (in participation with the Riverwest Food Pantry), urban agriculture demonstration projects (sponsored by Teens Grow Greens), satellite culinary classes offered by MKE Food School and MATC, and kitchen time (inspired by the Union Kitchen Food Business Accelerator <https://unionkitchen.com>). The Food Accelerator will complement many programs and opportunities offered by local non-profits.

The Project responds to the City of Milwaukee's Northeast Side Area Plan as well as the Supplemental Design Guidelines for 1136-46 North Avenue. The Northeast Side Area Plan has an overarching goal of promoting mixed-use development on a neighborhood scale that is compact, walkable and reinforces Traditional Neighborhood Development standards of efficiency, economy, and interconnectedness. The Plan calls for creating “Livable Cities” that include context-sensitive infill. Our proposal is clearly consistent with the plan by creating a mixed-use project with a strong orientation to the street as well as a focus on affordability, community, and a strong connection to the surrounding neighborhood. Further, our proposal includes green infrastructure to sustain a healthy urban environment for the neighborhood. And most importantly, our proposal brings a vacant, tax-exempt lot to productive use, a high priority goal of the Plan.

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The Supplemental Design Guidelines provide site specific guidance for the property, offering specific urban design, architectural and civil design direction to ensure an appropriate design response for the site. The proposed design has been reviewed by the City of Milwaukee's Design Review Team for consistency with the City's larger land use, architectural and urban design goals.

The site is located on the northwest corner of North Ave and Commerce St and consists of the parcels of 1132, 1136-1146, and 1164 E North Ave. These parcels will be combined as part of this development. Existing site improvements consist of a freestanding billboard and retaining walls to the north and northwest of the property. The existing billboard towards the southeast of the site will be removed. The retaining walls to the north, northwest, and west will remain. The existing vegetation on the high side of these walls will remain mostly intact to provide screening from the subject property to adjacent residential parcels. Currently, the site is listed as an open Environmental Repair Program site by the Wisconsin Department of Natural Resources. Redevelopment work and remediation will be done per WDNR standards and in accordance with a Remediation Action Plan.

The Project consists of a single "L" shaped building that will hold the corner at North Ave and Commerce St. The building will be four-stories of wood frame construction over a partially exposed ground floor of concrete construction. The corner at the intersection of North and Commerce will house the Accelerator and outdoor plaza. The elevations along North Ave and Commerce St will maintain an urban edge and have elements that will activate the street front such as community gardens, stormwater features, direct entry stoops for units, and outdoor gathering area. Setbacks vary from 14.3 ft to 21.1 ft on North Ave and 10.4 ft to 39.1 ft along Commerce St. The main residential lobby and entry to enclosed parking will be located to the north of the building on Commerce St. Loading zone parking is planned to alleviate congestion caused by tenant move-ins at this location as well. The surface parking lot behind the building will be accessed from North Ave on the western portion of the site as necessitated by the site topography and grade change along North Ave. The Plat of Survey and other civil design documents have been included in the submittal.

Inside the building, the ground floor will house the residential lobby, leasing office for on-site management, secure bike room, enclosed refuse room, mechanical/support rooms, and 58 parking stalls. The first floor will contain the Accelerator, fitness center, resident lounge, resident storage, and residential units including many with direct entry from the exterior. Floors two through floor will contain residential units and amenity spaces such as a reading room, laundry facilities, and resident storage. The apartments will be a mix of 1-, 2-, and 3-bedroom units. Floor plans showing these spaces have been included in this submittal.

The exterior of the building envelope will contain multiple materials with varying textures and colors. These materials include, brick, engineered bamboo, cementitious siding, composite "European" textured siding, and metal panel. Composite windows and patio doors will be used for residencies and commercial storefront will be used at the main entry and Accelerator. Hung aluminum balconies will be used throughout the North Ave and Commerce St facades. A full set of elevations and renderings showing how these materials are used has been included in the submittal.

Site improvements will include landscaping, concrete walks, surface parking lot, plaza, accessible ramp, railings, community garden plots, and storm water management systems shown on the plans included with this submittal.

District Standards (s. 295-907):

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Uses:	R-2 Multi-Family with ancillary uses, accessory parking lot, A-2 Restaurants, Banquet Halls and food courts (Food Accelerator)
Design standards:	The building will be four stories with 91 apartments, including 13 units that will also have walk-up access from the outside. All walk-up units will have porch lights and landscaping to define the entrances as private. The lower level has parking area with space for 58 parking stalls, bike room and residential lobby. At the corner of North Avenue and Commerce St, the Riverwest Food Accelerator will be a demonstration kitchen and a gather and education space for the community.
Density (sq. ft. of lot area/dwelling unit):	895 SF per Unit
Space between structures:	Single Structure
Setbacks (approximately):	North: 30' South: 14.3' East: 10.5' West: 35.5 Setbacks shown on sheet C100
Screening:	The main parking lot area is behind the proposed building, which acts as a barrier to viewsheds into the parking lot. At the small lot, the width of landscape screening is 11'-0", with both the required screening trees per LF (1) and combination of shrubs & grasses to meet city of Milwaukee landscape screening code (13).
Open space:	Open spaces include plaza at corner of North Ave and Commerce St for both resident use and events in the Food Accelerator, public gardens along Commerce St, stoops and patios at direct entry units on first floor, storm retention to north of parking lot, parking lot landscaping buffers, and maintained landscape buffer/retaining walls to the north/northeast.
Circulation, parking and loading:	<p>Pedestrian access: Main residential pedestrian access is along Commerce St, additional public access for Food Accelerator space at corner of North Ave and Commerce. Mostly "resident only" access also located on North Ave near drive access to surface parking to serve direct entry units on first level. No pedestrian access is proposed to Walworth St or Stanley Pl to the north.</p> <p>Automobile access and parking: Underground Parking is accessed from north end of Commerce St. Surface parking is accessed from North Ave at the western side of property.</p> <p>Bicycle parking: Indoor bicycle room is located in lower level near entry to indoor parking. Additional transient bicycle racks located near main entry on Commerce St and at Food Accelerator on North Ave.</p> <p>Loading: Proposed "loading zone" shown between access to indoor parking and main entry on Commerce St for residential move-in/outs. Refuse to be loaded through garage entry.</p>

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Landscaping:	<p>Proposed Landscaping: The landscape plan uses planting species indicated in the City of Milwaukee Landscape Design Guidelines. Overall, we have (6) species of trees and (9) species of shrubs, grasses and perennials used to landscape the parking islands, building foundation and beautiful the streetscape, with no more than 1 species accounting for more than 20% of shrubs or 30% of proposed trees.</p> <p>All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.</p> <p>The existing site or interim condition must be maintained in an orderly fashion consistent with the 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 1 and March 1) for the subject DPD.</p>
Lighting:	Lighting will comply with City and Illuminating Engineering Society standards. All lighting is to be LED. Light fixtures will consist of pole mounted fixtures in surface parking lot (approx. 23' high), residential style sconces at units with direct entries, wall packs at building ingress/egress per code, landscape bollard style lighting at main lobby and plaza on Corner near Food Accelerator.
Utilities:	All utility lines shall be installed underground. Transformer will be concealed with fencing per plan.
Signs (type, square footage, quantity and placement):	<p>Freestanding signs: n/a</p> <p>Building wall signs: Flag signage type at the residential lobby and a wall mounted signage at the corner of north avenue and commerce street. See plans.</p> <p>Temporary signs: Construction/Leasing signs to be coordinated and installed per City Ordinances</p> <p>Other signs: n/a</p> <p>Illumination: Building signage to have integrated lighting</p>

Site Statistics:

Gross land area:	81,457 SF
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 25,800 SF % of site: 32%
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 18,070 SF % of site: 22%

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Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 39,600 SF % of site:
Max proposed dwelling unit density (lot area per dwelling unit):	895 SF per Unit
Proposed number of buildings:	1
Max dwelling units:	91
Bedrooms per unit:	1.68
Parking spaces provided (approx):	Automobile spaces: 106 Ratio per residential unit: 1.04 Spaces per 1000 sq ft for non-residential uses: Bicycle spaces: 32 (24 indoor long-term, 8 exterior sort-term) Note: Number, placement, and type of bicycle parking shall follow the provisions of the zoning code (s. 295-404).

Time Limit on Zoning:

Per s. 295-907-2-c-11, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD, and the zoning of the property shall be changed the previous DPD (File No. 130309) at that time unless the criteria identified in 295-907-c-11-a and -b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.