

**Exhibit A**  
**File No. 221449**  
**Detailed Planned Development known as Brady & Farwell Hotel**  
**1709 N. Farwell Ave**  
**March 22, 2023**

**Project Summary**

1709 N Farwell PropCo LLC., and its partners request that the zoning for the parcels of land located at 1709-1723 North Farwell Avenue be amended from its existing zoning of Local business (LB2) to a Detailed Planned Development (DPD) in accordance with this submittal. This Statement coupled with the attached drawings and associated materials comprises of and supports the Detail Planned Development.

*General Purpose and DPD Narrative:*

The 1709 N Farwell Avenue parcel development parcel. The 11-story development subject to this DPD will incorporate a commercial hotel consisting of approximately 130 guest rooms, restaurants and other food service venues, meeting/event spaces and other entertainment uses, retail uses (lobby retail for hotel guests) and any other uses ancillary to the operation of a hotel. The following table provides the development standards that apply to the DPD including the general design standards, permitted signage, and permitted uses.

**Enumeration Of Documents in Exhibit A**

- Planned Development Description and Owner Statement of Intent.
- Statistical Sheet
- Vicinity Map
- Existing Site Context Photos

**Drawing Index (Exhibit A Continued)**

Sheet ID	Sheet Title
G00	COVER SHEET
C000	CIVIL COVER
C001	SITE SURVEY
C002	SITE PREPARATION AND EROSION CONTROL PLAN
C100	SITE PLAN
C200	SITE GRADING PLAN
C300	UTILITY PLAN
C400	EROSION DETAILS
C401	PAVING DETAILS
C402	UTILITY DETAILS
C500	SPECIFICATIONS
C501	SPECIFICATIONS
L100	LANDSCAPE PLAN
L200	LANDSCAPE DETAILS
L300	LANDSCAPE SPECIFICATIONS
A01	SITE PLAN
A10	FLOOR PLANS

A11	FLOOR PLANS
A12	FLOOR PLANS
A21	BUILDING ELEVATIONS
A22	BUILDING ELEVATIONS
A24	BUILDING ELEVATIONS
A25	BUILDING ELEVATIONS
A41	BUILDING PERSPECTIVE
A42	BUILDING PERSPECTIVE
A43	BUILDING PERSPECTIVE
A44	BUILDING MATERIALS
A45	BUILDING PERSPECTIVE
A46	BUILDING PERSPECTIVE
A47	BRICK SCREEN AXONOMETRIC
EXB.1	GUEST CIRCULATION
EXB.2	VALET CIRCULATION
EXB.3	VEHICLE TURNING MOVEMENT

**Detailed Planned Development Description**

The project is located on the Lower East Side of Milwaukee. The proposed project is a redevelopment of 1709-1723 Farwell Ave parcel and is bound by E. Brady Street, N Cambridge Ave and N Farwell Ave. and will consist of the following project scope. Demolition of the existing structures on site and construction of a new eleven story hotel. The site will maintain the three existing curb cut access points to create an area off street for loading and unloading of goods at a service door, guest drop off, hotel lobby, back of house operations and a Restaurant with a bar at the southern corner. The street level restaurant will be accessed from a dedicated entry located at the southwest corner of the site and utilize a combined approximate 3200SF located on floors 1 and 2 of the building. Floors 3-10 will consist of approximately 130 hotel rooms and associated back of house functions. The 11<sup>th</sup> floor will feature a rooftop Bar with an outdoor terrace of approximately 6000 SF. Parking for the project will be provided both onsite and across the street offsite at 1744 N. Farwell. The off site parking at at 1744 N. Farwell, which is zoned Local Business (LB2) will meet the design and location requirements of the zoning code (s. 295-403 and sub chapter 6 relating to commercial districts). The parking will be within 700 feet of this project as required by the zoning code and spaces for use by the hotel will be dedicated through a shared parking agreement between the two property owners. The offsite parking will be constructed and ready for use at the time an occupancy permit is issued for the Hotel.

**District Standards (s. 295-907):**

Uses:	Hotel, Commercial Restaurant (w/ bar) Tavern (rooftop) Retail (lobby retail for hotel guests) uses and other uses ancillary to the operation of a hotel. Parking lot, Accessory Use
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<p>Design standards:</p>	<p>The primary exterior materials will consist of modular brick, painted aluminum framed glazing systems and architectural metal panel. The north building edge will remain 1’-3’ off the property line and will meet code requirements for protection and openings. No setbacks are required under the current zoning and the building will be sited so the building is within 5’ of the property line to maintain the character of the neighborhood. The site is provided with pedestrian access on the East, Southwest and West elevations. Parking access will be provided using the three existing curb cuts. The new structure will have lighting at all entrances/exits to the building, down-lighting at the primary entrance canopy, rooftop amenity terrace general lighting and accent lighting, the building will have accent up-lighting to highlight the architectural features of the building along both Farwell and Cambridge.</p>
<p>Density (sq. ft. of lot area/dwelling unit):</p>	<p>N/A</p>
<p>Space between structures:</p>	<p>The development consists of a single building on the site therefore there will be no space between structures see the setback section for setbacks to adjacent parcels.</p>
<p>Setbacks (approximately):</p>	<p>North: 0 - 5’-0” The north building edge will remain 1’ – 3” off the property line and will meet code requirements for protection and openings.          South: 0 - 5’-0”          East (Farwell Ave): 0 - 5’-0”          West (Cambridge Av): 0 - 8’-0”</p>
<p>Screening:</p>	<p>The northwest portion of the site is abutted by a residential district and will be screened by a masonry wall which will act as both retaining and screen wall extending 4’-0” in height above the adjacent property’s grade. This wall will be constructed of a smooth faced filled and polished burnished block. Landscaping including canopy trees and shrubs will be provided in the parking islands. See the Landscape plan for more detail. Building mechanical equipment not located within the building will be screened from view in a yard adjacent to the loading door or in screened mechanical wells located on the roof over the loading dock and rooftop Restaurant. A refuse enclosure will be constructed at the northern portion of the parcel. The enclosure will consist of 8’-0” tall masonry walls and include a full height opaquely clad gate. The location provides direct access for dumpster pick up from the northern Cambridge Ave. curb cut. The surface parking area will be screened from Cambridge Ave by a screen wall approximately 12’ tall. This screen wall will be constructed with a mix of perforated metal panels and open joint brick screen panels creating visual transparency through an articulate street edge while maintaining screening of parked vehicles.</p>

<p>Open space:</p>	<p>All open spaces will be landscaped with a combination of grass and plantings as indicated on the Landscape drawings.</p> <p>See the following sheets for additional detail:  C100 SITE PLAN  L100 LANDSCAPE PLAN  L200 LANDSCAPE DETAILS  L300 LANDSCAPE SPECIFICATIONS  A01 SITE PLAN</p>
<p>Circulation, parking and loading:</p>	<p><i>Pedestrian access:</i> Sidewalks along Farwell Ave &amp; N Cambridge Ave provide routes to two main public entries to the building. The Hotel main entry is located along Farwell Ave. south of the port Cochere curb cut. An entry is provided directly into the Restaurant space at the south of the side along the Cambridge Ave façade facing directly south providing visibility from Brady Street. Pedestrian crossing signs with rapid rectangular flashing beacons will be installed at the crossing located at Royall Pl and Farwell Ave. The east curb line along north Cambridge Avenue will be shifted to the west providing additional space for pedestrians and shortening the distance to cross N. Cambridge Ave. The final location and configuration of this curb will be determined in coordination with DPW. All required agreements pertaining to these pedestrian access improvements will be finalized with DPW prior to the issuance of building permits.</p> <p><i>Automobile access and parking:</i> Approx. 11 surface parking stalls will be provided on site for the HOTEL use accessed from the existing three curb cuts. In addition to the on-site spaces, a minimum of 59 stalls will be provided in legally established parking that meets the location and design standards of s. 295-403 and subchapter 6 of the zoning code. The parking will be located at 1744 N. Farwell Ave with access located within 700’ of the Hotel main entry. Of these 59 stalls off site parking stalls 7 will be dedicated to the restaurant and tavern uses with the remaining 52 for dedicated Hotel use. While self-parking at the off site parking will be available to guests a valet will be available for both hotel and restaurant/tavern patrons. On the Hotel site, the Farwell curb cut will provide two lanes of right-in-only one way traffic flow. The Cambridge curb cuts will provide one way traffic with vehicles entering at the north curb cut and exiting at the south curb cut. Delivery truck traffic will be allowed right in access at the southern Cambridge curb cut. Valet parking will be available to all visitors to the Hotel and its restaurant and entertainment use guest. The Valet will be located at the port cochere accessed from Farwell Ave.</p> <p><i>Bicycle parking:</i> 6 covered bike parking stalls are provided north of the vehicular drop off / Port Cochere providing convenient access to</p>

	<p>the main entry. Stall counts, type and design will meet the requirements of the existing zoning code s.295-404</p> <p><i>Loading:</i> a single loading/unloading service berth is provided within the site along the western edge of the building accessed from the southern Cambridge Ave. curb cut.</p> <p>The existing bus shelters on Farwell and Cambridge will remain (with slight adjustments in placement as needed).</p> <table border="1" data-bbox="597 558 1414 781"> <thead> <tr> <th data-bbox="597 558 1146 594">Use</th> <th data-bbox="1146 558 1414 594">Provided</th> <th data-bbox="1414 558 1414 594"></th> </tr> </thead> <tbody> <tr> <td data-bbox="597 594 1146 667">Hotel</td> <td data-bbox="1146 594 1414 667">11 - on site 52 - off site</td> <td data-bbox="1414 594 1414 667"></td> </tr> <tr> <td data-bbox="597 667 1146 705">Retail Food &amp; Bev</td> <td data-bbox="1146 667 1414 705">7 - off site</td> <td data-bbox="1414 667 1414 705"></td> </tr> <tr> <td data-bbox="597 705 1146 743">Total</td> <td data-bbox="1146 705 1414 743">70</td> <td data-bbox="1414 705 1414 743"></td> </tr> <tr> <td data-bbox="597 743 1146 781">*off site parking within 700’ of entry</td> <td data-bbox="1146 743 1414 781"></td> <td data-bbox="1414 743 1414 781"></td> </tr> </tbody> </table> <p>See the following sheets for additional detail:  C100 SITE PLAN  A01 SITE PLAN  A10 FLOOR PLANS  EXB.1 GUEST CIRCULATION  EXB.2 VALET CIRCULATION  EXB.3 VEHICLE TURNING MOVEMENT</p>	Use	Provided		Hotel	11 - on site 52 - off site		Retail Food & Bev	7 - off site		Total	70		*off site parking within 700’ of entry		
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<p>Landscaping:</p>	<p>Proposed Landscaping:</p> <p>All open spaces will be landscaped with a combination of grass and plantings as indicated on the Landscape drawings. Site Landscaping will conform to section 295-403, Milwaukee Code of Ordinances.</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> <p>See the following sheets for additional detail:  L100 LANDSCAPE PLAN</p>															

	<p>L200 LANDSCAPE DETAILS L300 LANDSCAPE SPECIFICATIONS</p>
<p>Lighting:</p>	<p>Proposed Lighting: Will follow requirements of 295-409</p> <p>The exterior lighting for the project is integral to our street activation strategy along both Farwell and Cambridge Avenues. Illuminated accent panels are integrated into the façade to highlight the layered façade panels and screens. Landscape lighting along the Cambridge Avenue street face in conjunction with the illuminated accent panels creates visual interest and depth along the hotel back of house and loading dock façade. The exterior space within the lot will be warmly lit to highlight the landscape and create a high-end hotel courtyard appearance.</p> <p>See the following drawings for additional detail: ES101 SITE LIGHTING PLAN ES102 SITE LIGHTING PHOTOMETRIC ES103 LUMINAIRE DETAILS ES104 LUMINAIRE DETAILS ES105 LUMINAIRE DETAILS</p>
<p>Utilities:</p>	<p>All utilities will be provided underground. A ground mounted electrical transformer will be located at grade adjacent to the dock and will be screened from view. An emergency power generator will be located on the dock roof screened from view. The water meter will be located in a dedicated space with direct exterior access to Cambridge Ave. and fire pump room will be located in the basement accessible from the exterior of the building thru the south egress stairwell. The fire command center is to be located north of the port cochere with direct exterior access.</p>
<p>Signs (type, square footage, quantity and placement):</p>	<p>*Signage to be submitted for DCD staff review and approval prior to issuance or permits.</p> <p>Freestanding signs: 0 Building wall signs: 4 (all signs will be Type A) -Top West elevation – 250 SF -Port Cochere canopy – 100 SF -Top North elevation – 100 SF -Street level restaurant sign – 100 SF</p> <p>Temporary signs: 1 project ID sign of approximately 120 SF located on site fence during construction.</p> <p>Other signs: -as required by city and contractor for site access and circulation during construction. -Vehicular circulation signs mounted to parking screen wall along Cambridge Av (2) approximately 5SF each</p>

	<p>Illumination: Internally lit</p> <p>See the following drawings for additional detail:</p> <p>A21 EXTERIOR ELEVATIONS A22 EXTERIOR ELEVATIONS A23 EXTERIOR ELEVATIONS A24 EXTERIOR ELEVATIONS</p>
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**Site Statistics:**

Gross land area:	18,187 square feet 0.4175 acres
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 9,368 Acres: 0.2150 % of site: 51.5%
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 7,013 Acres: 0.1610 % of site: 38.5%
Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 1,806 Acres: 0.0415 % of site: 9.9%
Max proposed dwelling unit density (lot area per dwelling unit):	NA
Proposed number of buildings:	One
Max dwelling units:	N/A
Bedrooms per unit:	N/A
Parking spaces provided (approx):	Automobile spaces: Ratio per residential unit: N/A Spaces per 1000 sq ft for non-residential uses: 70 (see drawings for spaces per use and by location) Bicycle spaces: 6 (see drawings for space type) 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 to GPD 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.