



September 6, 2011

1150 NORTH

DETAILED PLAN DEVELOPMENT SUBMITTAL

SUBMITTAL MATERIALS;

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OVERVIEW OF DETAILED PLAN AND SUPPORTING MATERIALS

HD Development is seeking approval of the enclosed Detailed Plan Development that addresses the redevelopment of 3 adjacent parcels located at the northwest corner of North Avenue and Commerce Street. The parcels will be combined into a single parcel for the purpose of developing a \$15.4MM project consisting of 122 residential apartment units, 2,000 square feet of ground floor commercial /retail space, enclosed indoor parking for 60-62 cars, and an outdoor surface parking lot for 55-60 cars. The subject parcels are as follows;

- 1132 East North Ave. is owned by Stanley Place Investments LLC (Rick Read).
- 1136 East North Ave. is owned by the City of Milwaukee.
- 1164 East North Ave. is owned by Readco Inc. (Rick, Cindy, and Cathy Read).

On August 2, 2011, Alderman Kovac hosted a neighborhood meeting during which HD Development Group presented 1150 NORTH to Riverwest Residents. A majority of the attendees were in favor of the project as presented. With that being the case, this Detailed Plan Development is being submitted for approval by the City of Milwaukee Common Council.

PLAT OF SURVEY

This site is subject to a previously approved General Development Plan dated June 4, 2006 that is being revised concurrent with this submittal. A Design Survey Map, Sigma Group dated 5/20/2010, illustrates the development site. The existing retaining wall will remain. The existing storage garage has no redevelopment potential and will be raised. Existing vegetation along the north and western boundaries will be retained per a mutually agreeable plan between the Walworth Street neighbors and the developer. The Walworth Street neighbors have agree to selectively grub and restore the hillside area

between the Walworth Street sidewalk and the existing retaining wall. Currently the site is a Brownfield as a result of prior historic land uses and the unexpected stockpiling of contaminated spoils from utility trenching operations related to the extension of Commerce Street. DNR approval of a Remedial Action and Soils Management Plan has been obtained. The plan calls for contaminated soils to be redistributed and capped on site.

LANDSCAPING

The landscape plan envisions the preservation of existing landscaping along the north and western boundaries of the site, a new landscape barrier along the western property line between the proposed building and existing residence, and the incorporation of bio swales for storm water retention. The landscape plan will conform with City of Milwaukee Landscape standards.

OWNERS STATEMENT OF INTENT AND PROJECT DESCRIPTION

The site is located at the northwest corner of the intersection of East North Ave and North Commerce St. The existing topography of the site is fairly flat except for sloping conditions along the western and northern boundary. Additionally, there is an existing retaining wall along the northern boundary and an existing garage structure on western boundary. It has been determined that the existing garage has no rehab potential and as such will be demolished except for the western and north walls that are an extension of the previously mentioned retaining walls. The existing retaining walls will remain in place. The existing vegetation along the western and northern boundary will remain mostly intact, except for selective removal of invasive plant species, removal of the existing cyclone fence, and the addition of a handrail to the top of the existing retaining walls. Additional landscaping will be added between the proposed building and the existing residence to the west. The landscaping is intended to visually obstruct views between the properties.

1150 NORTH will consist of 1 'L' shaped 4 story building (four stories of residential over one partially exposed story of parking and resident amenity space) located at the northwest corner of East North Ave. and North Commerce Street. The building will be located so as to form an urban edge along the North Ave. and Commerce Street frontage. There will be an approximately 10' setback from the sidewalk along North Ave within which landscaping will be located. There will be an approximately 30' setback from Commerce Street within which landscaping and an outdoor patio and potential bocce ball court for residents will be located. An approximately 6'-0" high ornamental aluminum fence will surround the patio and bocce area, separating and securing it from the street. The main building entrance will front onto North Ave in a location that is in close proximity to the North and Commerce Intersection. A secondary resident entrance will be located on the north side of the building. Due to the existing topography, the secondary entrance on the north side of the building will be located one story above the main entrance on North Ave. Indoor parking will be accessed from Commerce Street on the north end of the building. Additional resident outdoor surface parking will be located on the north side of the

building. This area will be landscaped in a manner that is consistent with the rest of the building. The grade differential between the courtyard parking area on the north side of the building and Commerce Street is addressed by a new retaining wall positioned between the proposed building and the existing retaining wall. A connecting roadway between the courtyard parking area on the north side of the building and Commerce St. maybe added at a later date should the grade differential prove to be less than anticipated.

The lowest level of the building, the Ground Floor, consists 60-62 indoor parking spaces, the main entrance and lobby area, and, initially, a resident amenity space with an adjoining outdoor patio area. In the future the ground floor resident amenity space may be changed to a retail/commercial use should market conditions change and a demand for commercial/retail uses becomes feasible. Possible uses include the following as defined by the Milwaukee Code of Ordinances; general office, general retail, personal service, business service, dry cleaning, restaurant; sit down / fast food / carry out, health club, temporary real estate office.

The 1st floor will consist of a secondary resident entrance/pick-up and drop-off area, a fitness studio, business center, resident storage, and residential apartments. The 2nd through 4th floor consists of resident storage and residential units. The unit mix will consist of studios, 1 bedroom, and 2 bedroom apartments.

The building height be a maximum of 60' + roof elements.

The site is environmentally impacted due to historic prior uses and the current possibly impacted stockpile of soil located on the site. These findings have been confirmed through environmental phase 1 and phase 2 testing. DNR approval of Soils Management and Remedial Action Plan has been obtained. Contaminated soil will be redistributed and capped on site during the development process.

Currently there is a pylon billboard sign on site. The location of this sign is in conflict with the location of the proposed apartment building. The existing pylon billboard sign is two sided with each sign panel being approximately 15' x 35'. The sign panels face in the east direction and the west direction. The pylon billboard sign is owned by Clear Channel Outdoor and is governed by a lease that expires in 2023. Clear Channel has agreed to replace the existing static pylon mounted billboard sign with a digital sign mounted on the roof of the building along with a solar panel array intended to provide electric power for the sign. The digital sign will be 2-sided with the sign panels facing in the east and west direction. The height from grade to the top of the sign will be 70'-0". The building will be designed to incorporate a two-sided digital automatic changeable message machine located on the building rooftop on a specially designed "blade" that protrudes from the face and roof of the building (see plans).

The message on the automatic changeable message machine will be allowed to cycle at a rate of one message every 30 seconds. The cycle rate on other similar automatic changeable message machines in the City of Milwaukee is eight seconds. Six months after the automatic changeable message machines are operational, the applicant may seek a minor modification, per Section 295-907-i, to change the frequency from 30 seconds to eight seconds.

The billboard sign will also meet lighting standards consistent with Milwaukee Code Section 295-407-d-5 & d-6 as follows;

d-5-a. Nuisance light on residential properties shall be prohibited pursuant to s. 80-19. Spill light shall be considered a nuisance when measurement in the nearest habitable area of the residential property at the location where the alleged nuisance occurs reveals that such light produces 0.2 foot candles or more measured perpendicular to the ground at approximately 4 feet from the ground or floor surface at which the measurement is taken. For purposes of this paragraph, spill light shall mean any artificial light flowing onto an adjacent residential property.

d-5-b. A permit holder may appeal the commissioner's order to abate a nuisance order issued pursuant to s. 80-8 by submitting an appeal to the administrative review appeals board as provided by s. 320-11 no later than 30 days after the order is imposed.

d-6. The commissioner of neighborhood services may enforce a light standard of 5,000 NITs (candelas per square meter) during daylight hours, and 500 NITs (candelas per square meter) between dusk to dawn

Milwaukee Code Section 295-407-4(d-7) and 295-407-4(d-8) shall also apply:

d-7. If the commissioner of public works finds that an off-premise electronic automatic changeable message sign is causing interference with traffic signals or controls, creates a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device, or otherwise obstructs a motorist's line of sight with traffic signals or controls, the commissioner shall order the sign be turned off, and the commissioner shall meet with the permit holder within 48 hours to determine action to rectify the operation of the sign so as to mitigate the interference. The permit holder may appeal the commissioner's order by submitting an appeal to the administrative review appeals board as provided by s. 320-11 no later than 30 days after the order is imposed.

d-8. The continuing operation of a malfunctioning sign that causes a glare shall be considered an acute traffic hazard. The commissioner of public works shall order the sign be turned off and the commissioner shall meet with the permit holder within 48 hours to determine action to rectify the operation of the sign so as to mitigate the hazard.”

There will also be signage related to future commercial/retail uses on the ground floor of the building facing North Avenue and Commerce Street. I am attaching an example of the signage guidelines we will

use for this building. The signs can be either a blade or flat panel sign located over the storefront windows of the commercial spaces. RLM fixtures as indicated in the guidelines will illuminate the signs.

PROJECT STATISTICS

Gross Land Area; 1.87 acres, 81,457 SF

Maximum amount of land covered by principal building; 24,900 SF, .57 acres, 30%

Maximum amount of land devoted to surface parking and drives; 23,100 SF, .53 acres, 28%

Maximum amount of land devoted to landscaped open area; 33,600 SF, .77 acres, 42%

Maximum dwelling unit density; 57.1 units/acre

Proposed number of buildings; 1 building

Maximum number of dwelling units per building; 122 units

Bedrooms per unit; 23 two bedroom units, 80 one bedroom units, 19 studio units – average 1.19 bedrooms/unit

Parking spaces; 115 -122 total spaces, 60-62 indoor spaces, 55-60 outdoor spaces.

COMPLIANCE WITH STANDARDS

The proposed DPD development complies with, or varies from, the standards prescribed by section 295-907 of the Milwaukee Code of Ordinances in the following respects:

1. Principal facades will have landscaping and streetscape treatments designed to enhance the pedestrian experience.
2. Screening (295-907 3. F.) Urban Landscape treatment will be used as a landscape buffer along all streets. New landscaping shall conform to City of Milwaukee requirements. Screening of circulation facilities will be type A landscaping (standard parking lot landscaping), type B landscaping (standard hard urban edge landscaping), and type C landscaping (modified hard urban edge landscaping conforming to section 295-405.1. Facilities such as mechanical equipment or enclosures will be screened per section 295.405.1.b-7, Type G landscaping (object screening). Fencing and walls shall be in accordance with table 295-405.1-c, fence/wall and landscaping requirements for landscape types, and section 295-405.1.ccc-5.
3. Open Spaces (295.907.3.g). Open spaces will include facilities for pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing. Landscaping and screening open spaces will be maintained so as not to create a nuisance or hazardous condition.
4. Circulation Facilities (295-907.3.h). The general location of circulation facilities, including pedestrian and vehicle access and egress, as well as drop-off and loading facilities, are identified on the plans. Loading facilities shall be located near the facilities they support and will be adequately screened.
5. Landscaping (295-907.3.i). Site landscaping standards will conform to section 295-405, Milwaukee Code of Ordinances, and will be of a quality consistent with the standards of the American Association of Nurseryman (ANSI 260.1). Landscaping shall meet the requirements of section 295-405.1.c, for planting materials, fencing, and walls. Landscape features may encroach into the public right-of-way, with city approval, in accordance with section 295-405.1.c.8.

6. Lighting (295-907.3.j). New building lighting will conform to the illuminating Engineering Society Standards and City of Milwaukee Ordinances. All exterior lighting shall be shielded so as not to cause glare on adjoining streets and residences.
7. Utilities (295-907.3.k). All new utility lines will be installed underground. New transformers and substations will be installed within buildings or otherwise screened from view.
8. Signs (295-907.3.l). New signs will be developed in accordance with the specific requirements of section 295-605-5, Milwaukee Code of Ordinances, and other requirements of the City of Milwaukee Ordinances.
9. Survey (295-907). The ALTA/ASCM Land Title Survey shows topography at 1 foot intervals.
10. Minor Modifications. Section 295-907.2.i of the Milwaukee Code of Ordinances provides that minor modifications to the general and detailed plans may be allowed, provided that such minor modifications do not result in certain changes to the plan relating to it's general character, or such things as land coverage of buildings and parking areas. No modifications will be undertaken that would be regulated by section 295-907.2.i-1 through 7, without submittal or revised plan. Minor improvements of the site may be allowed without submittal and approval if sufficient detail is shown on the approved DPD.

Prepared by Todd Davies
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