

North Avenue Redevelopment

General Plan Development

PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT

May 30th, 2006

COMPONENTS OF GENERAL PLAN AND SUPPORTING MATERIALS

Direct Development et al requests that the zoning for the North Avenue Redevelopment project be changed from its multiple diverse zoning to a General Plan Development (GPD) in accordance with this submission.

This Owners Statement of Intent, together with the accompanying plan sheets and related materials, identified below, constitutes and supports the general plan development for this phase of the project:

Plan Sheets Index:

GPD-0 Cover Sheet / Project Team / Sheet Index

GPD-1 Vicinity Map (aerial photo)

GPD-2 ALTA/Land Title Survey – Existing

GPD-3 Proposed Site re-division Diagram

GPD-4 Proposed Project Site Diagram

GPD-5 Pictures of site and surrounding context

GPD-6 Pictures of site and surrounding context

OVERALL DEVELOPMENT CONCEPT

Introduction

The multiple land parcels being requested to be re-zoned are in the process of a complex land swap and sale, which is anticipated to be completed mid-June, 2006. Owners of the parcels being considered for re-zoning are Direct Development, Readco LLC, The City of Milwaukee, and Milwaukee County. The lead developer is Todd Davies, Direct Development, 5852 North Shore Drive, Milwaukee, WI, 53217, (414) 232-6500.

Development of this property will be in multiple phases, including separate phase for student housing, market rate housing, and commercial uses. The first phase will be the construction of a student housing building for UWM (The student housing building will be purchased by the UWM Real Estate Foundation upon completion of construction, and operated by the UWM Student Housing Department). This first phase will have construction occur from July 2006 thru August 2007, with occupancy commencing in the fall semester of 2007. Capstone Direct Partners are the developers of the Student Housing phase of the project. Capstone Direct Partners are submitting a Detailed Plan Development for the UWM Student Housing Project concurrent with this general plan Development submittal. Development of the rest of the site will commence in summer of 2007, and will be completed at a general pace of one building per year, starting with the housing over retail building on North Avenue, then the market rate for sale housing building fronting Walworth Street, and then the adaptive re-use re-development of the Sign Effects building at 2323 N Stanley Place.

This will be a thoughtfully designed development. This development uses the natural resources respectfully, and has density, height, and quality of materials that are compatible with the existing context of the surrounding neighborhood. This development will not connect vehicular traffic to the upper neighborhood. Zoning particulars for the General Plan Development have been based generally on the parameters for I M zoning.

Overall project development factors:

1. The site development will follow the City of Milwaukee Urban Design Principals.
2. The site is a brownfield redevelopment, with contaminants expected to be found at a former industrial site and bulk oil distribution site. Environmental issues are being address as part of the re-development.
3. The site has significant topographic differential, ranging from elevation 675 at Walworth Street down to elevation 618 at the east property boundary, and down to 590 at the river edge.
4. The site is sporadically vegetated, with scrub grass on flat lands and new growth brush and young common species trees on steeply sloped areas.
5. The main portion of the SignEffects building on Stanley Street is the only existing structure that has redevelopment potential (the southern non-historical additions might be removed as part of the re-development). The partially underground City garage building is dilapidated beyond repair, and has no characteristics that have redevelopment value.
6. The development is adjacent to an environmental corridor that encompasses the river edge.
7. The development will enhance the pedestrian & bike access from the existing neighborhood to the river, existing soft paved bike path, and proposed new hard paved bike path.
8. The development will provide a paved access from North Avenue to the existing and proposed new bike paths
9. The development will include a new City street terminating in an urban plaza on the redevelopment site. There will be no vehicular connection to inner neighborhood.
10. Development of city streets, sidewalks, street trees, building placement, and streetscape elements will be consistent with existing neighborhoods
11. Storm water will be managed to control rate of runoff and water quality. Storm water will be routed to the existing combined sewer.
12. The development will include market rate housing, for rent and for sale, neighborhood retail on the first floor of the building facing North Avenue, and supervised student housing.
13. Parking for residential owners and tenants will be internal, below the buildings that they serve. Parking for retail patrons and residential visitors will be on the development streets and surface parking lots. UWM is negotiating with owners of properties south of North Avenue for permission to lease additional student housing tenant parking on their surface lots.

Site Development

1. Commerce Street will be a new city street with curb and gutter construction. It will have two drive lanes and two parking lanes (street parking will yield approximately 14 spaces). Commerce Street will terminate in an urban plaza. Commerce Street will not connect to any streets to the north.
2. Internal driveway and surface parking will be constructed with curbs, gutters, greenways, and sidewalks to be aesthetically compatible with city streets in adjacent neighborhoods.
3. The development will have a combination of on street and off street parking for visitors and retail patrons
4. The development will have street trees and other urban landscape elements.
5. The development will have street lighting and lighting of pedestrian ways.
6. The development will have paved connection for pedestrians and bikes.
7. The development will have vehicular connection to inner neighborhood.
8. The development will have pedestrian and bike connections from North Avenue to the new bike path and river.

Student Housing Building

1. See Detailed Plan Development submittal.
2. The student housing building will have 5 stories exposed on the west side (52' + roof elements), and 6.5 stories exposed on the east side (75' + roof elements).
3. The student housing building will be purchased by the UWM Real Estate Foundation upon completion of construction (PILOT terms are currently being discussed between the City and the UWM Real Estate Foundation).
4. The student housing building will be operated by the UWM Student Housing Department.
5. The student housing building will have UWM Resident Assistants and Hall Director on site.

6. The student housing building will have a food court, lounge, and laundry space in the building.
7. The student housing building will have indoor bike and scooter parking.
8. There will be indoor space for parking in the lower garage level. Spaces for approximately 58 cars, 18 bicycles, and 3 motorcycles are provided in the garage level. Storage space for 80 more bikes will be provided throughout the building. There will be a paved connection from the bike parking areas to the adjacent bike path.
9. The Student Housing building will have access to public transportation as well as bus transportation operated by UWM.
10. The student housing building will have 119 student units (475 beds), 11 Resident Assistant units (11 beds), and 1 hall Director unit (2 beds).
11. The student housing building pedestrian main entrance will face the Commerce Street frontage
12. The student housing building will have a paved connection from the bike storage area to the bike path
13. The student housing building will have green terrace connected to green space adjacent to bike path
14. The student housing building will have a high quality brick, glass and metal panel exterior design

Future Development

15. The Walworth Street building will not exceed a height of 36' to roof edge + roof elements on the Walworth side, which is similar in height to the existing flats, and will not exceed a height of 60' + roof elements on the south and east sides due to grade differential. The Stanley Place rehab building will have a vertical addition that will not exceed a height of the existing 15' high building + 36' of added floors + roof elements. The added stories will be set back from the existing facade by 10' minimum. The Stanley Place building has two existing 15' basement levels exposed on the east side due to the grade differential, therefore, the height of the additions to the Stanley place additions on the east and south sides of the building will not exceed the height of the existing 45' high building + 36' of added floors + roof elements. The North Avenue building will not exceed a height of 60' + roof elements.
16. The Walworth Street and Stanley Place buildings will be residential use.
17. The North Avenue building will be residential use over retail use.
18. All buildings will have indoor car parking
19. Pedestrian main entrances will face street frontages.
20. Exteriors will have quality brick, glass, metal panel, or residential siding exterior design that will be compatible with the existing neighborhood flats and industrial buildings.

Detailed Context

The neighborhood is a mix of industrial buildings, duplexes, single family, multi-family buildings and retail buildings. The industrial buildings continue to be used for industrial purposes. Most of the residential units are owner occupied and are well maintained. The retail uses on North Avenue are in newer one or two story buildings.

The environmental corridor along river will be adjacent to this development. Building construction activities will be kept out of the environmental corridor. Some paving activities, including the new bike path connection, will be conducted within the edge of the environmental corridor.

Signage, Graphics and Wayfinding

The site will have temporary informational and directional signage during construction. This temporary signage will generally be in the form of temporary banners or 4 x 8 painted plywood signs on wood posts. There will be no more than six temporary informational signs.

Permanent Signage will include building name and address on the residential buildings, and retail store names on the retail building. Site signage will include parking use parameter signage in the surface parking lots. Signage design will comply with City of Milwaukee ordinance Local Business (LB2) Standards. Signage design for the student housing building will be included with the Detailed Plan Development submittals.

COMPLIANCE WITH STANDARDS

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

1. Principal Façades 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.c-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 in 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 plans. Loading facilities shall be located near the uses 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 Nurserymen (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 or 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 its 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 of a revised plan. Minor improvements of the site may be allowed without submittal and approval of a general plan if sufficient detail is shown on the approved GPD.

STATISTICAL SHEET" INFORMATION – EXHIBIT A

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| 1. Gross land area: | Parcel 1: 3.55 Acres
Parcel 2: 1.40 Acres
Parcel 3: .52 Acres
Parcel 4: 1.61 Acres |
| 2. Land covered by principal buildings: | Parcel 1: 2.13 Acres
Parcel 2: .66 Acres
Parcel 3: 0 Acres (street ROW)
Parcel 4: 0 Acres (park) |
| 3. Land devoted to parking, drives and parking structures: | Parcel 1: .43 Acres
Parcel 2: .18 Acres
Parcel 3: .32 Acres
Parcel 4: 0 Acres (park) |

4. Land devoted to landscaped open space: Parcel 1: .99 Acres
Parcel 2: .39 Acres
Parcel 3: .20 Acres
Parcel 4: 1.61 Acres
Total 3.19 Acres
5. Proposed dwelling unit density if residential and/or total square footage devoted to nonresidential uses:
Parcel 1: 56.3 units per Acre
Parcel 1: 25,000 square feet retail
Parcel 2: 93.6 units per Acre
Parcel 3: no buildings (street ROW)
Parcel 4: no buildings (park)
6. Proposed number of buildings:
Parcel 1: 3 buildings
Parcel 2: 1 building
Parcel 3: no buildings (street ROW)
Parcel 4: no buildings (park)
7. Dwelling units per building:
Walworth Building: Not to exceed 100 units.
Stanley Place Building: Not to exceed 50 units.
North Avenue Building: Not to exceed 50 units.
Student housing building: Not to exceed 131 units.
8. Bedrooms per unit:
Walworth Building: 1, 2 & 3 bedroom units.
Stanley Place Building: 1, 2, & 3 bedroom units.
North Avenue Building: 1, 2, & 3 bedroom units.
Student housing building: 1 and 2 bedroom units.
9. Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential:
Walworth Building: Indoor stalls provided, 1.5 stalls per unit.
Stanley Place Building: Indoor stalls provided, 1.5 stalls per unit.
North Avenue Building: Indoor stalls provided, 1 stall per unit. Surface lot stalls for patrons provided, 40 stalls (1 space per 625 sf of retail use)
Student housing building: 58 indoor stalls provided, .44 stalls per unit.