

City Plan Commission

**File No. 160391**

City of Milwaukee  
809 N Broadway, 2<sup>nd</sup> Floor  
Milwaukee, WI 53202

**DETAILED PLAN DEVELOPMENT PROJECT DESCRIPTION AND  
OWNER'S STATEMENT OF INTENT**

**Components of Detailed Plan & Supporting Materials**

**Project:**

DPD Submittal for 15<sup>th</sup> and North  
Apartments

**Project No:**

150303

**Distribution:**

Evergreen Real Estate Group (Evergreen) and Legacy Midwest Renewal Corporation (LMRC), requests that the zoning for the development on property bounded on the south by W. North Avenue, extending east to west between N. 15th and N. 16th Streets, and bounded on the north by a public alley, be amended to a Detailed Plan Development (DPD) in accordance with this submission. Evergreen and LMRC will be redeveloping the site into mixed-use multifamily housing and commercial development. The Development Owner's Statement of Intent, together with the accompanying plan sheets and related materials, identified below, constitutes and supports the DPD plan for the project.

**Exhibits**

**EXHIBIT A**

**NARRATIVE & STATISTICAL SHEET**

**EXHIBIT B**

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**24" x 36" DRAWINGS**

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COVER SHEET / VICINITY MAP / PROJECT TEAM / SHEET  
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PROPOSED ARCHITECTURAL SITE AND FIRST  
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PROPOSED SITE DETAILS

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**EXHIBIT A NARRATIVE**

**Overall Development Concept**

The project comprises the development of new multi-family housing at the existing historical Blommer Ice Cream Company building and adjacent property on its west side to N. 16th Street. The former Blommer Ice Cream Company building at the corner of N. 15th Street and W. North Avenue is currently owned by Galst Food Properties, LLC. The single-family home located at 1524 W. North Avenue (which will be demolished) is currently owned by 15th and North Apartments, LLC, which will be the ultimate fee simple owner of the entire project.

The existing, historic Blommer building will be rehabilitated following National Park Service (NPS) guidelines.

The development will include 64 mixed-income units. Of these units, 16 will be set-aside as supportive housing units as defined by the Wisconsin Housing and Economic Development Authority which differs from the City's definition of permanent supportive housing in that these units will not require Wisconsin State certification. The proposed unit mix is as follows: 39 one-bedroom units, 15 two-bedroom units, 8 three-bedroom units, and 2 four-bedroom units. Of this, 36 units will be in the Blommer Building and 28 units will be in the new building. The newly-constructed building will include over 2,000SF of commercial space. The housing will be augmented by community function spaces.

The development will incorporate a mix of one- to four-bedroom single-level apartments and three- to four-bedroom two-story townhomes.

The townhomes will follow an urban model of a row house, with private, outside entries. The apartment-style unit entries are inside. The program with this project is housing for families with associated amenities and will comply with further regulations of the City of Milwaukee.

**Compliance with Standards**

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

## **Uses** **(295-907.3.a)**

Proposed, approved uses to be permitted in the DPD include multi-family residential (and uses ancillary and accessory to these uses, including but not limited to accessory surface parking, community room, etc.), commercial and community spaces.

Commercial uses in the new building are along W. North Avenue, on the ground floor level only. The first floor of the new building will contain over 2,000SF of commercial space. Part of this area will be used as general office space and a small leasing office. The use for the remaining space has not been identified at this time. The following uses are permitted within the commercial space:

- All uses permitted per the Local Business (LB2) zoning classification (City of Milwaukee Zoning Code section 295-601). Potential uses for the space include general office, medical office, personal service, business service, recording studio, sit-down restaurant, general retail, etc.
- The space will not be leased as a storage facility, pawn shop, currency exchange, cash for gold, or loan installment business.

## **Design Standards** **(295-907.3.b)**

The Blommer Building exterior and remaining interior historic features will be restored to its original 1926 design, including reconstruction of the original W. North Avenue entry. Replacement of windows will be detailed to match the original 1926 design. Restoration of the glazed terra cotta exterior will be in accordance with the 1926 design. New elements along the secondary facades are designed to harmonize with the originals, while being distinct from them.

Due to renovation constraints of the existing historic building's primary entrance on W. North Avenue, an accessible entry sequence will be provided at the non-contributing north (secondary) side of the building, accessed off the parking lot from N. 15th Street. However, to ensure that there is an accessible entrance near W. North Avenue, a third entry sequence that is accessible will be provided on the west side of the historical building which will be accessed through a security gate from W. North Avenue.

The newly-constructed building on the west side of the site will be placed along W. North Avenue to match the setback of the existing Blommer Building. There will be a 15-foot-wide landscaped space between the two buildings with a 5-foot-wide pedestrian path leading residents to the surface parking lot at the rear of the site and providing access to the walk-up units located adjacent to the parking. Additionally, there will be an entrance to the Blommer Building off of this path, and an exit-only

door for the new building.

The walk-up units located on the north and east façades of the new building will be accessed by the 5-foot-wide path that will be well lit with pedestrian-scale lights with a white light source and cut-off fixtures. The residents of the walk-up units may also enter the new building at the corner of 16<sup>th</sup> Street and North Avenue, traverse through the lobby/mail room area, and exit at the entrance adjacent to the walkway that leads to the units.

The new building exterior will consist of cementitious siding in a warm neutral palette to harmonize with the existing building. Residential windows will be vinyl. The first floor commercial space in the new building will have a clear aluminum storefront glazing system to provide an active space. There will be 9 walk-up units: 7 will be located in the new building and 2 in the existing building. The walk-up units will have covered entrance elements, and the residential doors will have a minimum of a small peep window to allow residents to observe visitors before answering the door. There will be an outside light for each walk-up residence. The landscaped space between the walkways and the building (varying from 3'-6" to 6'-10") will serve as defensible space for the residents as the site transitions from a public to semi-private, and then private zone.

Refer to DPD-8A1 through 8F for further information on the design standards within the development. Building design standards include NPS guidelines for the historic Blommer Building.

In general, the location of structures in the DPD complies with the applicable provisions of the Wisconsin Administrative Code, ILHR chapters 50-65.

Proposed standards for façade and landscaping treatments are defined below for each façade. Refer to DPD-3A and 3B for the location of treatments further illustrated on DPD-8A1 through 8F.

The principal façade is defined as the public façade which is designed in accordance with the City of Milwaukee Urban Design Guidelines. The principal façades for each building within the development are along W. North Avenue. The setback for the principal facades from the property line is zero feet. Principal façades will have pedestrian entrances designed for the public, as well as for deliveries. The entire principal façade of the new building is currently designed with 34% glazing along W. North Avenue. Sixty-six percent of the first floor commercial and lobby entrance zone will consist of clear storefront glazing. The principal façade of the existing historical building is currently designed with 38% glazing along W. North Avenue.

The secondary façade is defined as the area generally exposed to less public contact. The secondary facades are located along N. 15th and N. 16th Street and the adjacent alley. The secondary façades will feature limited areas facing the interior of the project site. The secondary façades will have a range of glazing similar to the principal façades at 10% to 25%. For additional security, the four windows of the two townhome units that face the alley at grade shall be provided with operable window hardware that restricts the amount to which the window may be opened. This hardware is internal in the unit and will not be visible externally (bars or grates will not be used).

Within the new building's commercial spaces, interior walls that parallel the storefront window system shall not be less than 6 feet from the plane of the glazing.

### **Density** **(295-907.3.c)**

The site zoning is being modified from Local Business District (LB2) where smaller lots are typical to a larger DPD, featuring a mixture of commercial and residential uses.

The area of the development site is 34,043SF. The historic Blommer Building will have 36 units, and the new building will have 28 units. This equates to 532SF of lot area per dwelling unit.

### **Screening** **(295-907.3.f)**

Urban landscape treatment will be used as a landscape buffer along N. 15th and N. 16th Streets. New landscaping shall conform to City of Milwaukee requirements. Screening of circulation facilities will include shrubs and trees between the concrete walk that wraps the parking and the buildings. There will be a 7foothigh decorative metal fence at the entrance zone located between the two buildings. The dumpster enclosure, which will be located off the alley and within the parking area, will be screened with cementitious cladding to match the new building, with a minimum height of 6 feet.

### **Open Spaces** **(295-907.3.g)**

Open spaces are shown on sheets DPD-3A and 3B. Open spaces will include facilities for pedestrian circulation, including paved paths and a seating area; landscaping areas and decorative and functional residential enhancements such as an outdoor terrace. Landscaping and screening in open spaces will be maintained so as not to create a nuisance or hazardous condition.

Site features will include information features such as signs; lighting (shielded so as not to cause glare for adjoining streets and residences, with white light sources, and of pedestrian scale along the pathways).

### **Circulation, Parking and Loading (295-907.3.h)**

The main pedestrian entrances for the Blommer Building will be located at the corner of W. North Avenue and N. 15th Street and on the north side of the building. The main pedestrian entrances for the new building will be located at the corner of W. North Avenue and N. 16th Street and at the inside corner of the parking court. Additionally, the walk-up residential units will have their own entrances along N. 15th Street, N. 16th Street, and adjacent to the parking court and surface parking off the alley (served by well-lit 5-foot-wide pedestrian walks). The commercial spaces in the new building will have entrances along W. North Avenue. Vehicles will access the surface parking lot via the existing east-west alley from either N. 15th or N. 16th Street. The parking lot will include 20 parking spaces for residents and will be screened as noted above.

Outdoor bicycle parking will be located in the landscaped area between the two buildings, near the parking lot. There will be a minimum of four (4) outdoor bicycle parking spaces.

The development will include interior bicycle parking meeting required City of Milwaukee Code of Ordinances. Bicycle parking will be located in each building on either the first floor or will be accessible by elevator. There will be eleven (11) interior bicycle parking spaces in the new building to serve residents and commercial space. There will be nine (9) interior bicycle parking spaces in the existing building to serve residents.

Residential trash will be transferred to dumpsters within an enclosure located at the north side of the site along the alley. Commercial trash will be collected at the same dumpsters. The dumpster enclosure will be constructed of the same materials as the new building. Pick-up of trash will occur off the alley along the surface parking lot.

Residents will coordinate move-ins and move-outs with property management staff who will organize them to create as little impact on current residents as possible.

Pedestrian paths will be located along the parking areas, linking each building's north entrance and the walk-up unit entrances with the parking. The paths will be constructed of concrete and will be a minimum of 5 feet wide. Pedestrian-scale lighting will be provided along the paths, and will consist of cut-off fixtures with a white light source.

The general location of circulation, parking and loading are identified on sheets DPD-3A, 3B and 4. Adequate access for pedestrian and private vehicles will be provided. Parking and loading will be located near the uses they support and will be adequately screened.

### **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 Z60.1). Circulation facilities will be landscaped and screened between the 5 foot wide walk and the buildings. Open spaces will include the uses and related landscape standards as specified in 3.f above. Landscaping shall meet or exceed the requirements of section 295-405.1.c, for planting materials, fencing and walls.

Plantings located in planting beds along sidewalks serving the parking areas will be layered and maintained at between 3-foot and 4-foot heights to help mitigate headlight glare at the walk-up town home units.

Landscape features may encroach into the public right-of-way, with City approval, in accordance with section 295-405.1.c-8. See DPD-3A for more information.

### **Lighting (295-907.3.j)**

New development lighting will conform to 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. The original light fixtures at the W. North Avenue entry of the historical building will be recreated to light this entrance and will comply with the 1926 design documents. Pedestrian scale lighting will be provided along the walkways within the development, and will contain a white light source and cut off fixtures.

To identify the full scope of exterior lighting, lighting types and locations are identified on DPD-4. Specific Information (photometrics) will be available as the project proceeds and actual fixtures are selected.

### **Utilities (295-907.3.k)**

All existing utility power lines are located overhead on utility power poles. All

existing gas, water and sewer are underground. The site is within an existing shared storm and sanitary district.

New transformers and substations will be installed within buildings or otherwise installed outside and screened from view. See DPD-6 for more information. All new utility lines will be fed underground from the existing above grade power lines and their existing power poles.

### **Signs (295-907.3.1)**

Signs will be developed in accordance with the specific requirements of section 295-907.3.L-1 through L-5, Milwaukee Code of Ordinances, and other requirements of the Code of Ordinances. Residential signage for the development will be located at the new building, in a prominent location visible in both directions along W. North Avenue. The residential signage will be comprised of individual, aluminum letters, backed with clear lexan, and mounted to the signage ribbon on standoffs. Signs will use reverse LED illumination. Quantity, colors, fonts and dimensions as shown on DPD-9.

Commercial signage along North Avenue will be limited to the new building. It will be comprised of individual, aluminum letters, backed with clear lexan, and mounted to the signage ribbon on standoffs. Signs will use reverse LED illumination. Quantity, colors, fonts and dimensions as shown on DPD-9. Window signs may not block more than 15% of the storefront window system within the commercial spaces.

Temporary signage during construction will follow the provisions of 295-407.3.a-1 and 295-907.3.1-4.

### **Minor Changes (295-907.2.i)**

Evergreen, in generating the plans for the DPD, has attempted to anticipate all factors required to complete the project successfully, and has invested a substantial amount of time and capital in doing so. However, neither Evergreen nor the City of Milwaukee can predict how the plans set forth herein may unfold in their implementation. In recognition of this fact, and in acknowledgment of the need to maintain flexibility of plans to be modified for particular circumstances, Evergreen will retain the right to make minor changes to the DPD with the review and approval by City staff.

Minor changes to the site may be allowed if sufficient detail is shown on the approved DPD.



## **EXHIBIT A        STATISTICAL SHEET**

### **(295-907.2.c-1)**

#### **Gross Land Area**

##### **(295-907.2.c-1-a)**

34,043SF, comprised of three formerly separate lots. The parcels are currently addressed as: 1500-1504 W. North Avenue, 1524 W. North Avenue, and 1528-1534 W. North Avenue.

#### **Maximum Amount of Land Covered by Principal Buildings**

##### **(295-907.2.c-1-b)**

24,716SF

Approx 72% of total

#### **Maximum Amount of Land Devoted to Parking, Drives and Parking Structures**

##### **(295-907.2.c-1-c)**

5,246SF

Approx. 14.5% of total

No parking structures, all open parking or green space

#### **Minimum Amount of Land Devoted to Landscaped Open Space and/or Maximum Proposed Dwelling Unit Density**

##### **(295-907.2.c-1-d & e)**

4,827SF

Approx. 14.5% of total

#### **Total Area Devoted to Non-Residential Uses**

417SF community space

2,138SF commercial space

#### **Proposed Number of Buildings**

##### **(295-907.2.c-1-f)**

Two:        1) Existing, 3-story historical Blommer building  
              1) New, 4-story mixed-use building

#### **Maximum Number of Dwelling Units per Building**

##### **(295-907.2.c-1-g)**

Existing building	36	New building	28
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**Bedrooms per Unit**  
**(295-907.2.c-1-h)**

<u>Existing building</u>		<u>New building</u>	
1 Bedroom	24	1 Bedroom	15
2 Bedroom	9	2 Bedroom	6
3 Bedroom	1	<u>3 Bedroom Townhome</u>	<u>7</u>
<u>4 Bedroom Townhome</u>	<u>2</u>	Total units	28
Total units	36		

**Project total units                      64**

Density:

The site is approximately 34,043SF/64 units = 532SF of lot area/du.

**Parking Spaces Provided**  
**(295-907.2.c-1-i)**

Surface	20
Structured	0
Total	20
Cars per unit	0.3 (see rationale below)

Parking spaces per unit calculation:

- Residential units:  $2:3 = 64 \times 2/3 = 42.67$  spaces
- Commercial space: approx. 2,000 SF: 4 spaces for the first 2,000SF, plus 0.5 spaces above that = 4 spaces
- Total:  $42.67$  (residential) +  $4$  (commercial) =  $46.67$  (round to 47 spaces)
- 25% reduction because the site is within 1,000 feet of a bus stop = -11 spaces
- On-street parking: approximately 420 feet of available parking length along North Avenue, 15th Street, and 16th Street, the net reduction is  
 $[(1 \times 220' / 20') + (2 \times 100' / 20')] = -21$  spaces
- Total parking requirement = 15 spaces. The development will provide 20 spaces