

DETAILED PLANNED DEVELOPMENT SUBMISSION

1550 N. PROSPECT AVENUE

1550 NORTH PROSPECT AVENUE, MILWAUKEE WI 53202

KAHLER SLATER PROJECT: 215089.00
07-24-2017

VICINITY MAP



PROJECT LOCATION

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PROJECT TEAM

ARCHITECT:

KAHLER SLATER

111 W WISCONSIN AVE
MILWAUKEE, WI 53203-2501

(414) 227-2000

DEVELOPER:

PALISADE PROPERTY
MANAGEMENT

625 N. HENRY STREET
MADISON, WI 53703

(608) 442-4200

CIVIL ENGINEER /
LANDSCAPE ARCHITECT:

GRAEF

125 S 84th STREET, SUITE 401
MILWAUKEE, WI 53214-1470

(414) 259-1500

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Revisions
09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

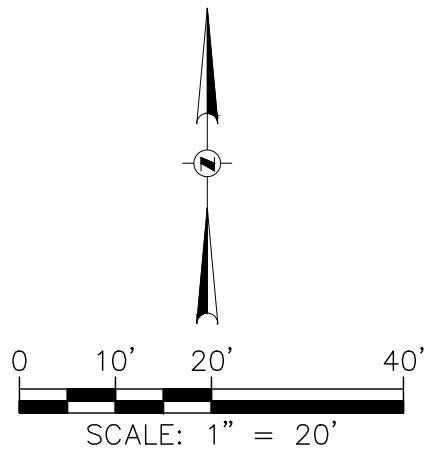
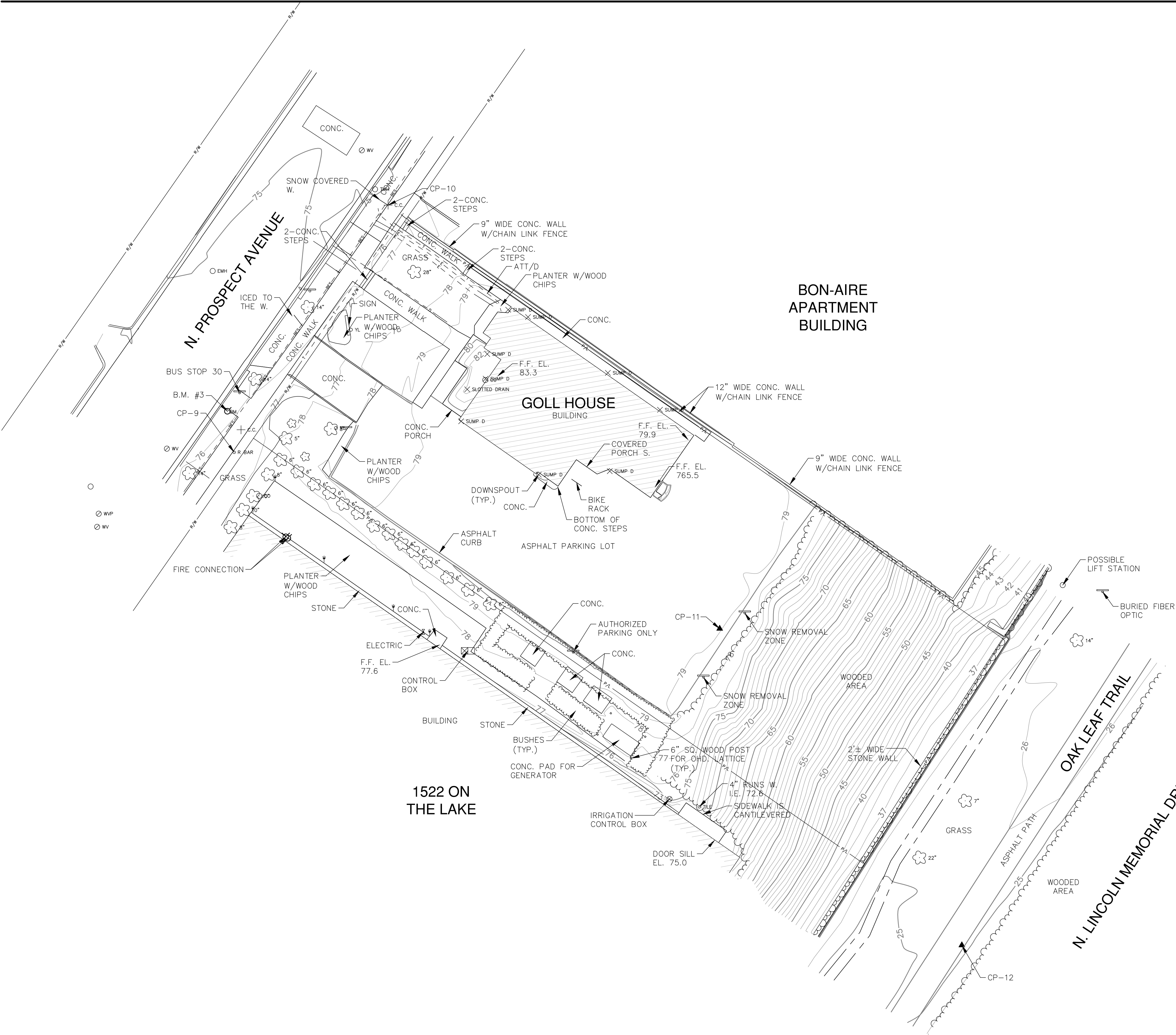
1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00	PALISADE PROPERTY MANAGEMENT
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Sheet Title
VICINITY MAP,
PROJECT TEAM AND
SHEET INDEX

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Sheet No.
DPD-1



LEGEND

- ▲ CONTROL POINT
- R BAR REBAR
- MANHOLE
- ⊗ WV WATER VALVE
- ⊗ FIRE HYDRANT
- YL YARD LIGHT
- ⊗ IRRIGATION CONTROL BOX
- TILE DRAIN TILE
- CO CLEANOUT
- SUMP D DOWNSPOUT
- + C.C. CHISELED CROSS
- EMH ELECTRIC MANHOLE
- TMH TELEPHONE MANHOLE
- ⊗ WVP WATER VALVE PIT
- SIGN
- BUSH
- 2" DECIDUOUS TREE
- EDGE OF BUSHES
- EDGE OF WOODS
- TV BURIED CABLE TV LINE
- E BURIED ELECTRIC LINE
- G BURIED GAS MAIN
- 18" CS BURIED COMBINED SEWER
- T BURIED TELEPHONE LINE
- W BURIED WATER MAIN
- BES BURIED BUREAU OF ELECTRICAL SERVICE LINE
- P/L EXISTING PROPERTY LINE
- R/W EXISTING RIGHT OF WAY LINE

SURVEY NOTES

1. THE BASE SURVEY WAS PREPARED BY GRAEF IN FEBRUARY, 2016. ALL UNDERGROUND UTILITIES AND STRUCTURES HAVE BEEN SHOWN TO A REASONABLE DEGREE OF ACCURACY AND IT SHALL BE THE CONTRACTOR'S RESPONSIBILITY TO VERIFY THEIR EXACT LOCATION AND TO AVOID DAMAGE THERETO.
2. COORDINATES ARE BASED ON THE WISCONSIN COUNTY COORDINATE SYSTEM (WCCS), MILWAUKEE COUNTY. NORTH AMERICAN DATUM OF 1983 (NAD83(2011)).
ELEVATIONS ARE IN THE CITY OF MILWAUKEE VERTICAL DATUM, NGVD29 -580.603

BENCHMARKS

- B.M. - NORTHWEST FLANGE BOLT ON THE FIRE HYDRANT AT THE NORTHEAST CORNER OF N. WARREN AVE. AND E. ALBION ST.
ELEVATION = 65.18
- B.M. #3 - CHISELED CROSS ON THE SOUTHWEST TOP FLANGE BOLT ON THE FIRE HYDRANT ON THE EAST SIDE OF N. PROSPECT AVE. FIRST HYDRANT NORTH OF E. ALBION ST.
ELEVATION = 77.82

CONTROL POINTS

- | | |
|------------------------------------------------------------------------------------|------------------------------------------------------------------|
| CP-9
REBAR WITH GRAEF YELLOW CAP
N. 303,661.98
E. 610,274.93
EL. 76.28 | CP-11
MAG NAIL
N. 303,595.15
E. 610,458.95
EL. 79.10 |
| CP-10
CHISELED CROSS
N. 303,755.63
E. 610,333.26
EL. 74.45 | CP-12
MAG NAIL
N. 303,475.19
E. 610,550.73
EL. 25.34 |

NOTICE:
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DISCLAIMER:
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Revisions

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DETAILED PLANNED DEVELOPMENT

Drawing Date

07-24-2017

1550 N. PROSPECT

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No.	PALISADE
215089.00	PROPERTY
	MANAGEMENT

Sheet Title

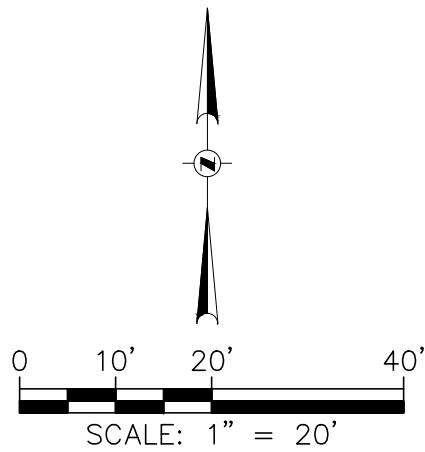
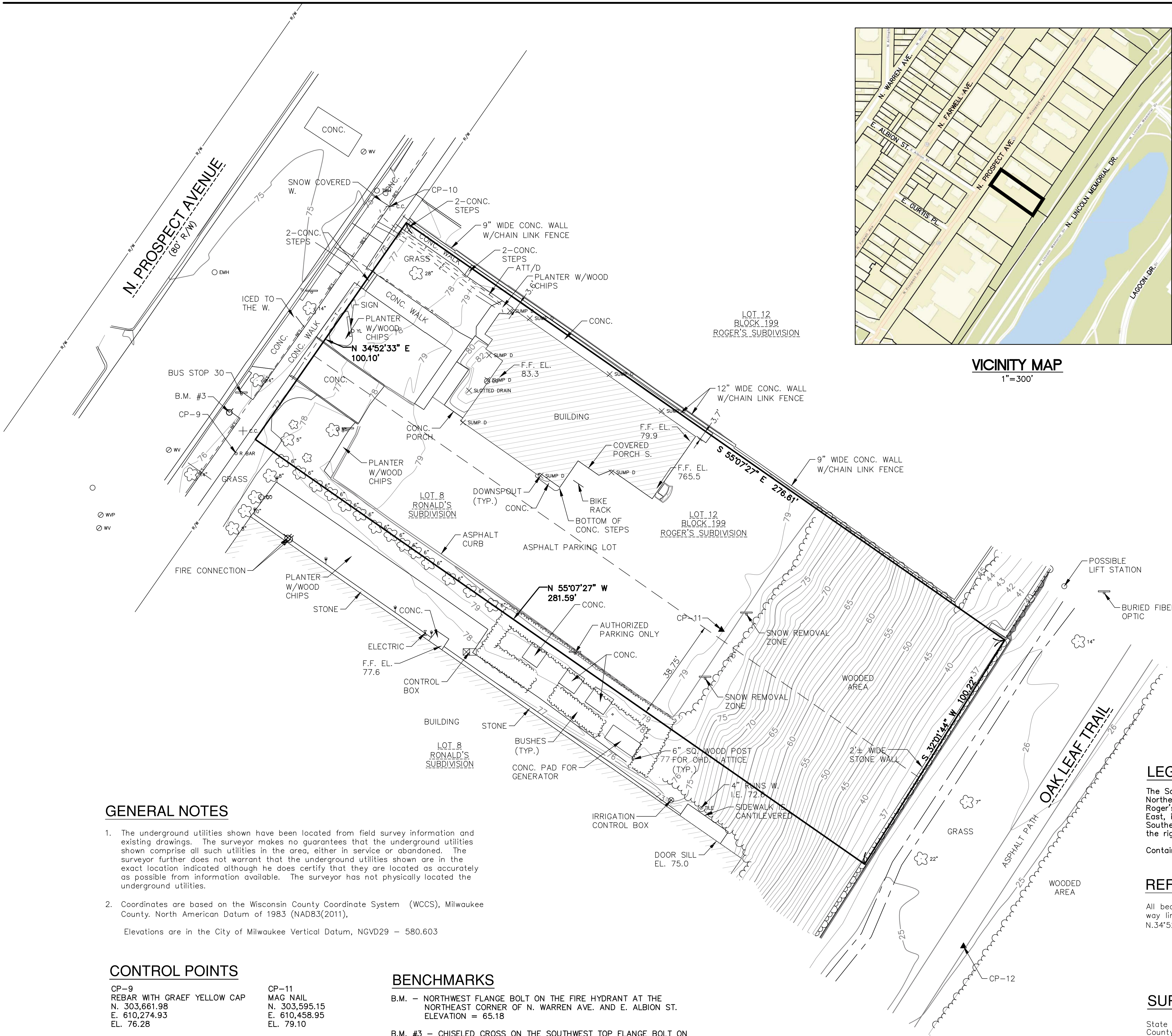
EXISTING FACILITIES SITE PLAN

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Sheet No.

DPD-2



LEGEND

- ▲ CONTROL POINT
- R BAR REBAR
- MANHOLE
- WV WATER VALVE
- FH FIRE HYDRANT
- YL YARD LIGHT
- ICB IRRIGATION CONTROL BOX
- TLE DRAIN TILE
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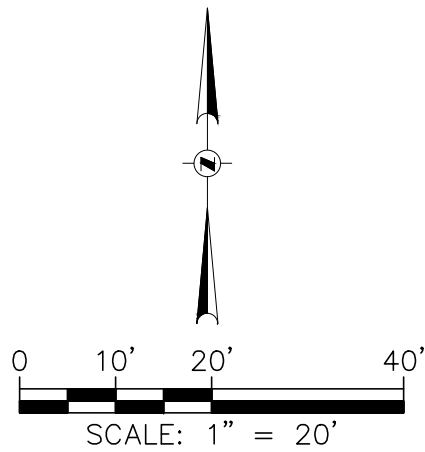
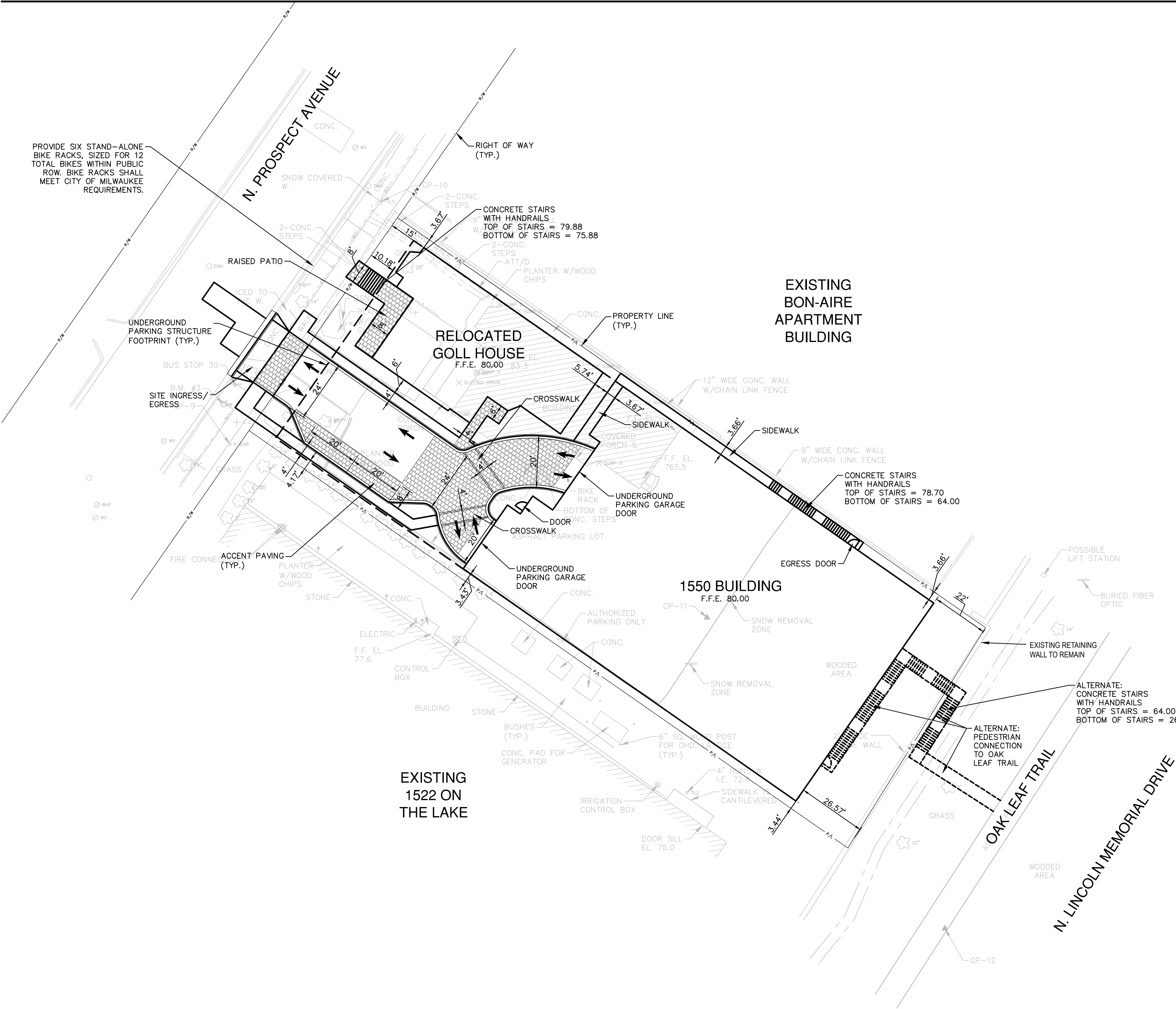
PROPOSED PROJECT
BOUNDARY DESCRIPTION

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DPD-3



SITE PLAN NOTES

1. SURFACE PARKING SHALL INCLUDE 2 PARALLEL PARKING STALLS. THESE STALLS SHALL BE UTILIZED FOR TEMPORARY PARKING.
2. GARBAGE AND RECYCLING CONTAINERS SHALL BE LOCATED IN UNDERGROUND GARAGE.

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MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
PROPOSED SITE PLAN

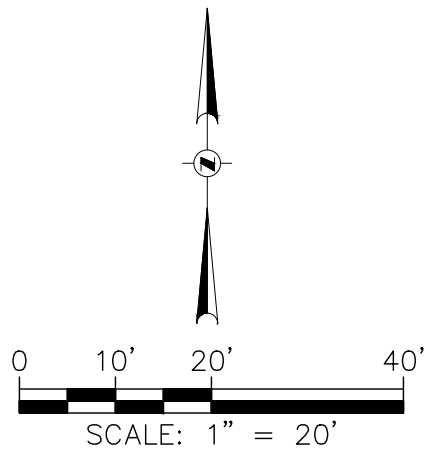
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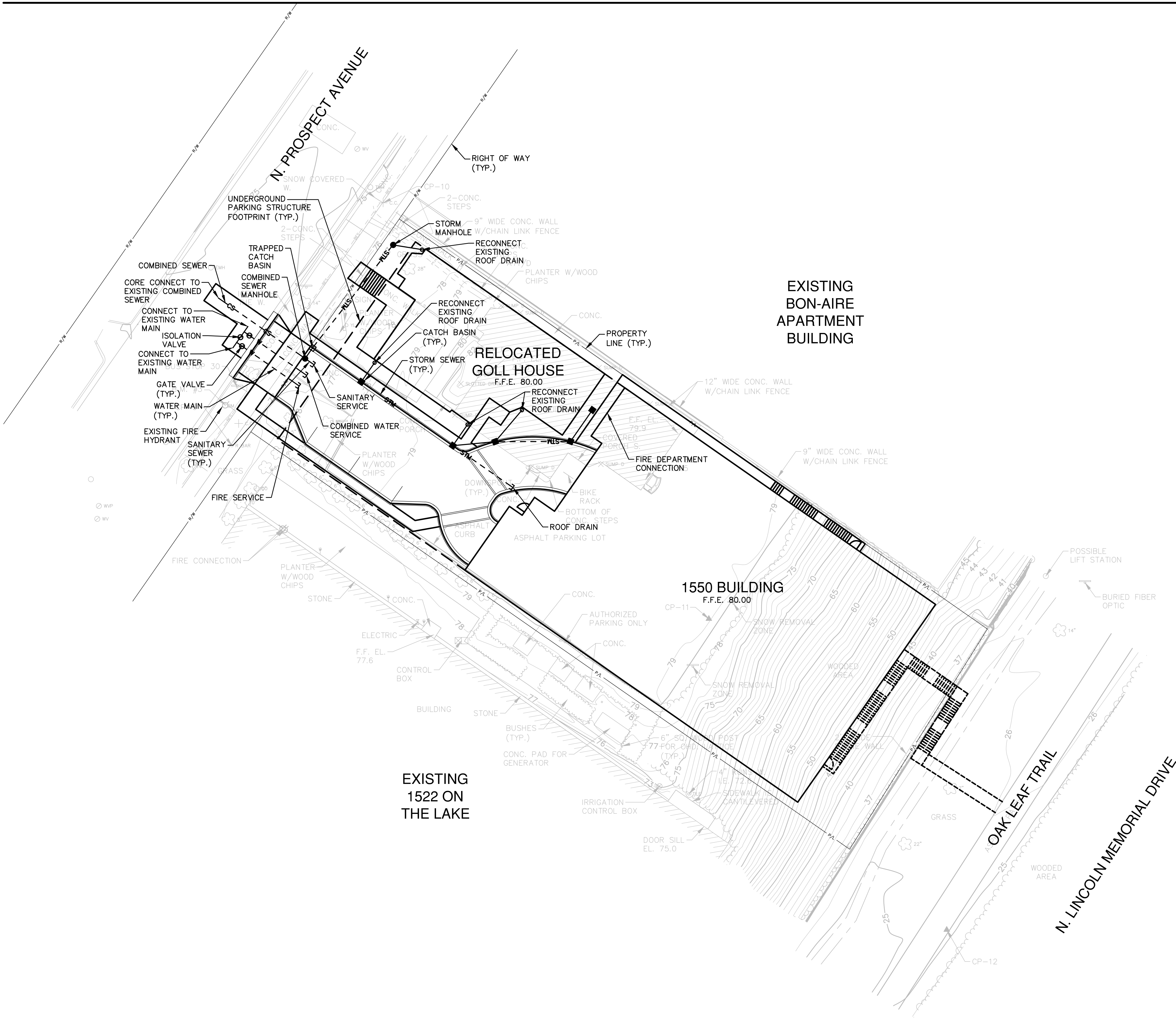
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DPD-4



UTILITY NOTES

1. GAS, ELECTRICAL, AND COMMUNICATION UTILITY ROUTING AND DESIGN SHALL BE COMPLETED BY THE RESPECTIVE UTILITY COMPANIES.

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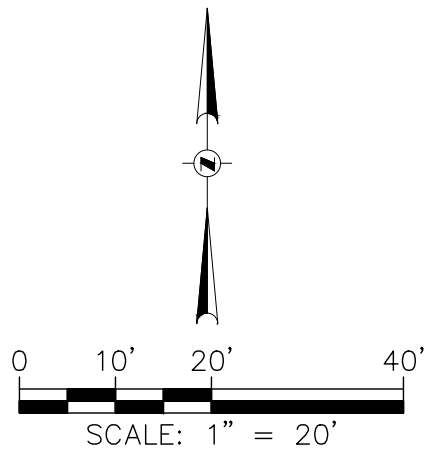
PROPOSED UTILITY PLAN

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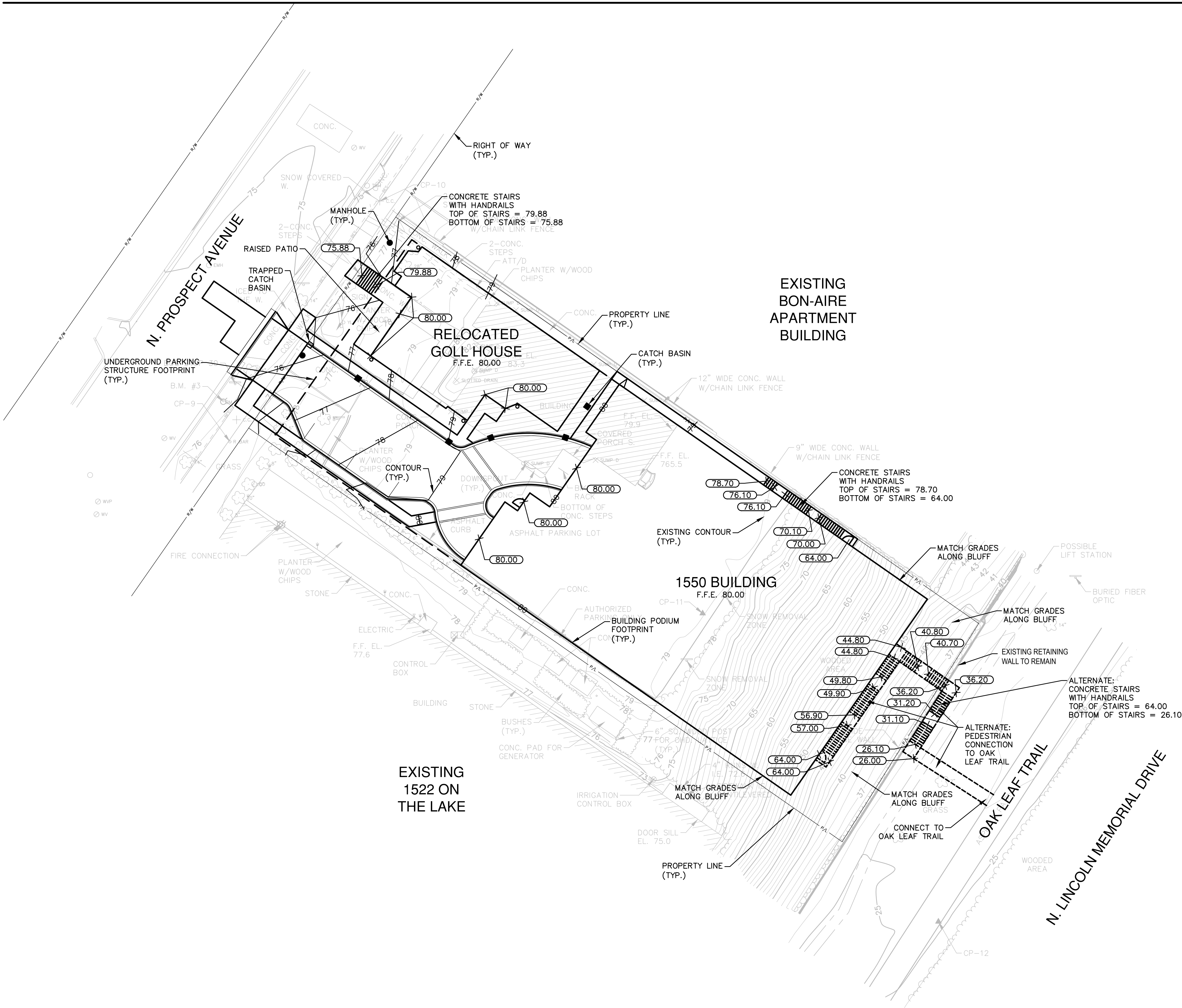
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DPD-5



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PROPERTY
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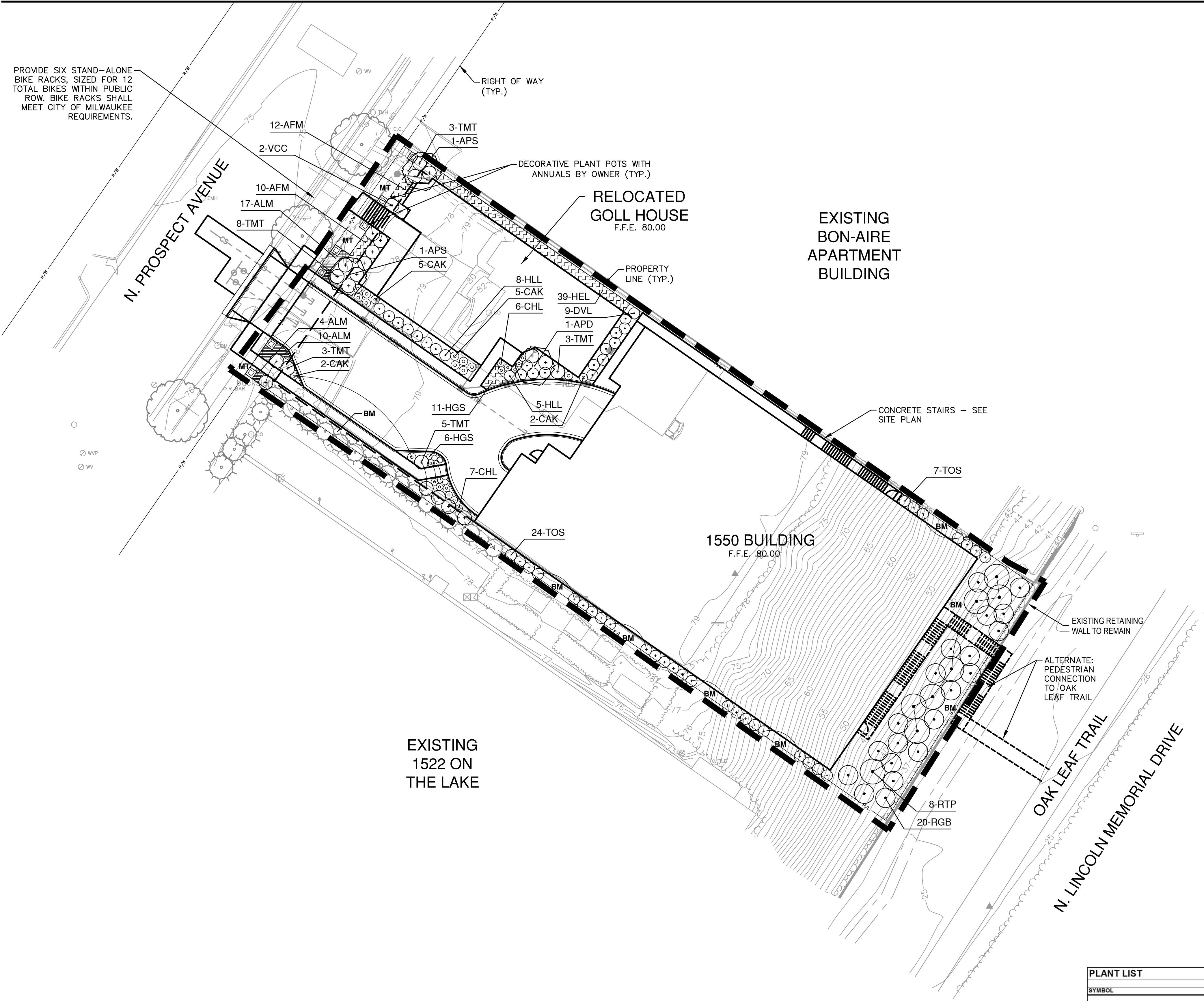
PROPOSED GRADING
PLAN

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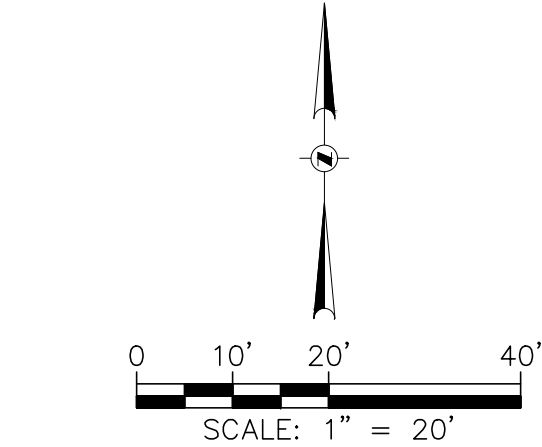
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DPD-6

PROVIDE SIX STAND-ALONE BIKE RACKS, SIZED FOR 12 TOTAL BIKES WITHIN PUBLIC ROW. BIKE RACKS SHALL MEET CITY OF MILWAUKEE REQUIREMENTS.



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LANDSCAPE LEGEND

- LIMIT OF LANDSCAPE CONSTRUCTION
- PROPOSED ALUMINUM EDGER
- EXISTING TREES TO REMAIN
- ORNAMENTAL TREE
- DECIDUOUS SHRUB
- EVERGREEN SHRUB
- ORNAMENTAL GRASS
- PERENNIALS
- MT MANICURED TURF - SOD
- BM SHREDDED BARK MULCH

LANDSCAPING NOTES:

- PLANT NAMES ARE ABBREVIATED ON THE DRAWINGS. SEE PLANT LIST FOR SYMBOLS, ABBREVIATIONS, BOTANICAL/Common NAMES, SIZES, ESTIMATED QUANTITIES (IF GIVEN) AND OTHER REMARKS.
- PLANT MATERIALS ARE TO BE FURNISHED FREE OF PESTS OR PLANT DISEASES. PLANTS ARE SUBJECT TO OWNER'S ACCEPTANCE PRIOR TO INSTALLATION.
- PLANT BEDS AND TREE PLANTING PITS ARE TO RECEIVE 3" DEEP LAYER OF SHREDDED HARDWOOD BARK MULCH.
- FORM 72-INCH, OR AS OTHERWISE INDICATED, WATERING BASIN AROUND ALL TREES NOT INSTALLED IN PAVED AREAS.
- MAINTAIN 72-INCH DIAMETER MINIMUM CLEAR SOIL AREA AROUND TREES IN MANICURED TURF AREAS. MULCH TREE RING WITH SPECIFIED DEPTH OF HARDWOOD BARK MULCH. SEE PLANTING DETAILS.
- UNLESS OTHERWISE INDICATED, PLACE SHRUBS, PERENNIALS AND ORNAMENTAL GRASSES IN STRAIGHT ROWS, EQUALLY SPACED.
- PLANTING AREAS, INCLUDING PREPARED BEDS, SHALL RECEIVE SOIL AMENDMENTS.
- SEPARATE PLANTING BEDS FROM ADJACENT TURF AREAS WITH ALUMINUM EDGING.
- PLANT SUBSTITUTIONS WILL NOT BE PERMITTED UNLESS THE LANDSCAPE CONTRACTOR CAN DEMONSTRATE THE PLANTS ARE NOT AVAILABLE FROM NURSERY SOURCES LOCATED WITHIN 100 MILES FROM THE PROJECT SITE. ANY PROPOSED PLANT SUBSTITUTION WILL REQUIRE PRIOR REVIEW AND WRITTEN ACCEPTANCE BY THE LANDSCAPE ARCHITECT.

PLANT LIST					
SYMBOL	BOTANICAL NAME	COMMON NAME	SIZE	SPACING	MATURE SIZE
ORNAMENTAL TREES					
APS	Acer pseudo-sieboldiana	Korean Maple	8' clump BB	as shown	20H x 15W
APD	Amelanchier 'Princess Diana'	Princess Diana Serviceberry	8' clump BB	as shown	15H x 20W
DECIDUOUS SHRUBS					
DVL	Diervilla lonicera	Dwarf Bush Honeysuckle	18" ht	4'	4H x 4W
HLL	Hydrangea paniculata 'Little Lime'	Dwarf Limelight Hydrangea	18" ht	4'	3'-4H x 3'-4W
RGB	Rhus glabra	Smooth Sumac	24" ht	7'	12H x 10W
RTP	Rhus typhina	Staghorn Sumac	24" ht	6'	25H x 40W
VCC	Viburnum carlesii 'compactum'	Compact Koreanspice Viburnum	24" ht	4'	5H x 5W
EVERGREEN SHRUBS					
TMT	Taxus x media 'Tauntonii'	Taunton Spreading Yew	24" ht	5'	3'-4H x 4'-6W
TOS	Thuja occidentalis 'Smaragd'	Emerald Arborvitae	8' ht	4'	15'-18H x 3'-5W
PERENNIALS					
AFM	Athyrium filix-femina	Lady Fern	1 gal.	24"	36H x 24W
ALM	Alchemilla mollis	Lady's Mantle	1 gal.	24"	15H x 24W
HEL	Hosta 'Elegans'	Elegant Hosta	1 gal.	36"	36H x 40W
HGS	Hosta 'Gold Standard'	Gold Standard Hosta	1 gal.	24"	30H x 24W
ORNAMENTAL GRASSES & SEDGES					
CAK	Calamagrostis acutiflora 'Karl Foerster'	Feather Reed Grass	1 gal.	36"	5H x 30W
CHL	Chasmanthium latifolium	Northern Sea Oats	1 gal.	30"	4H x 30W

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1550 N. PROSPECT

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

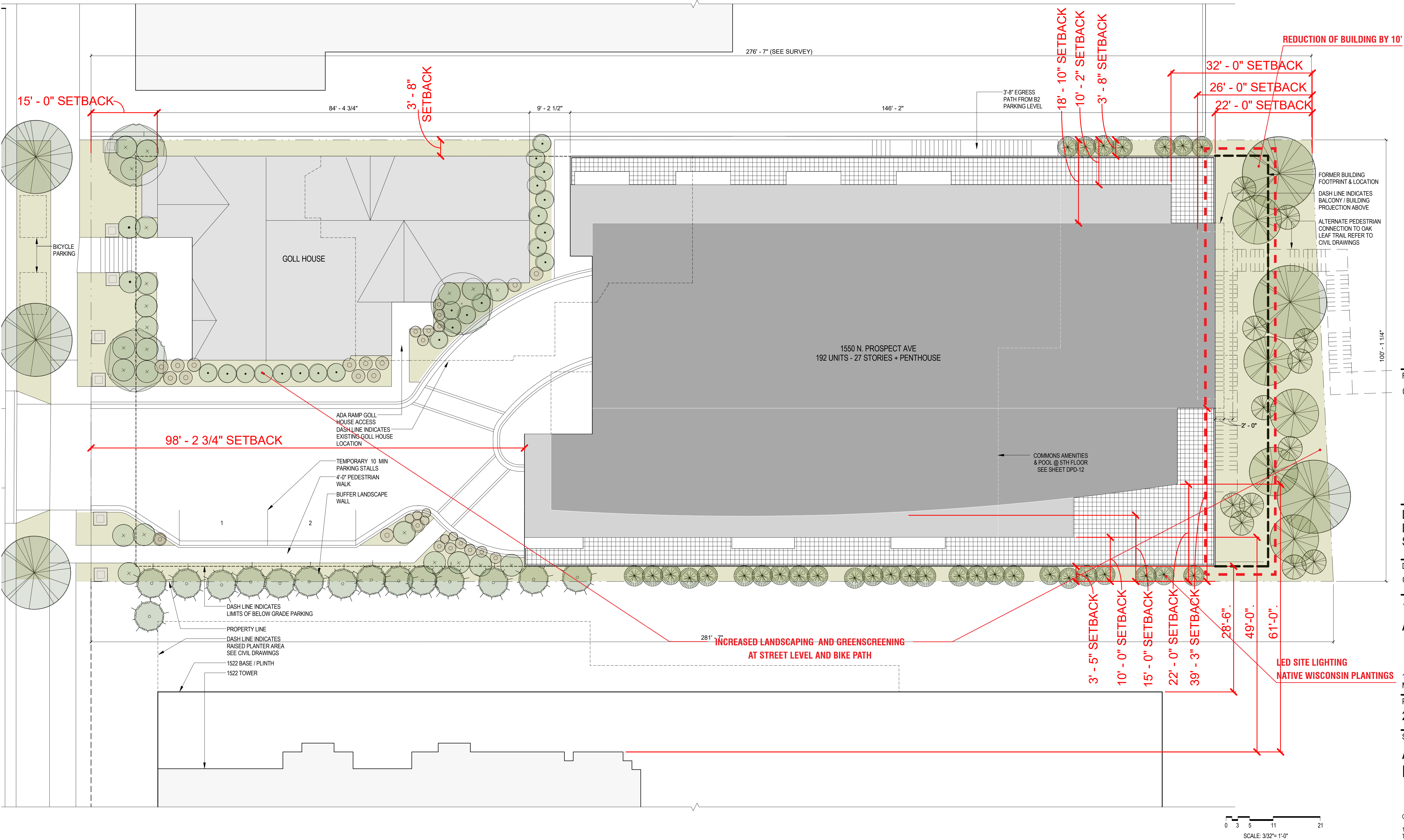
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PROPOSED LANDSCAPE
PLAN

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SUBMISSION

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1550 N. PROSPECT
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MILWAUKEE WI 53202

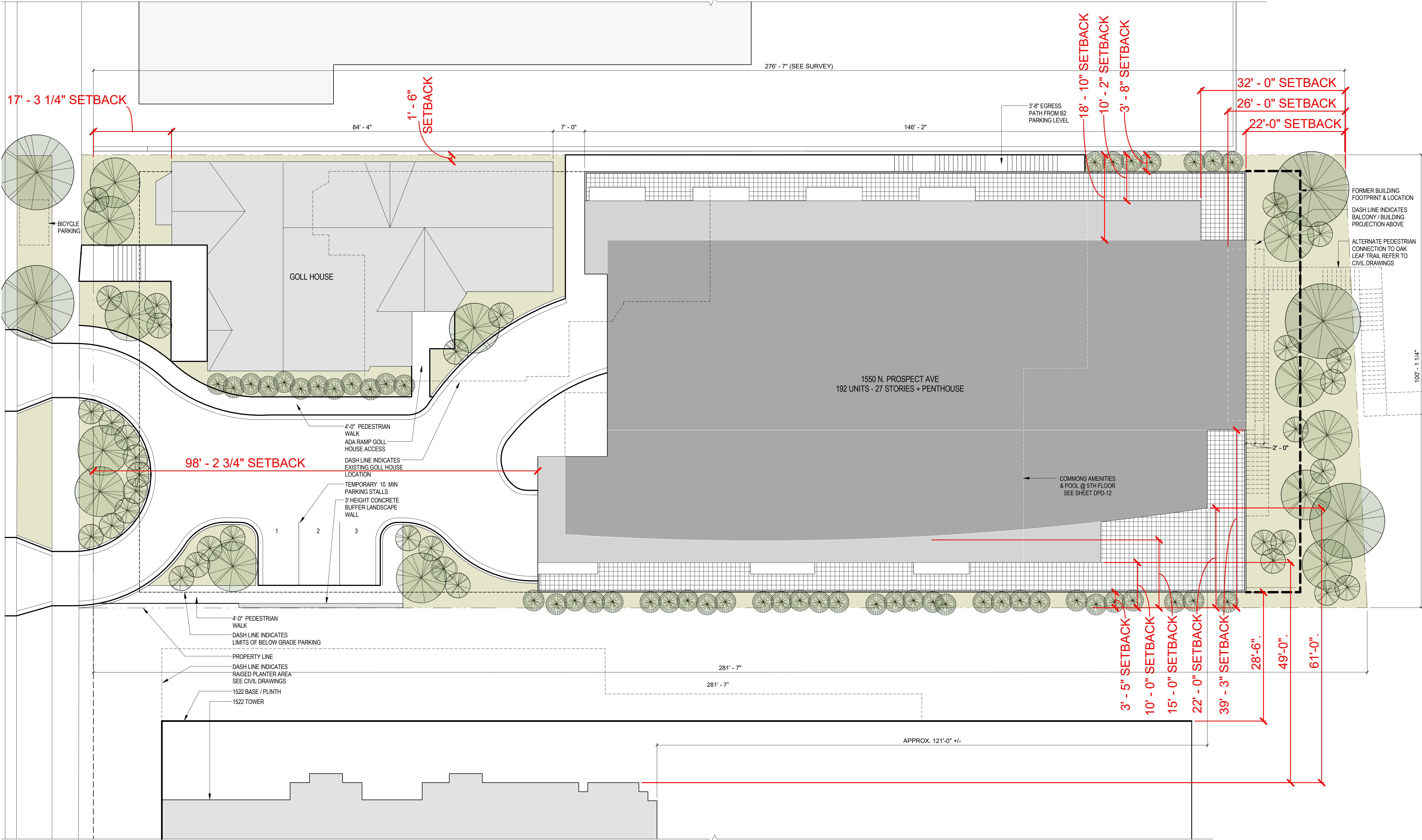
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Sheet Title
ARCHITECTURAL SITE
PLAN

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DPD-8A

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Sheet Title

ARCHITECTURAL SITE
PLAN - ALTERNATE

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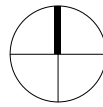
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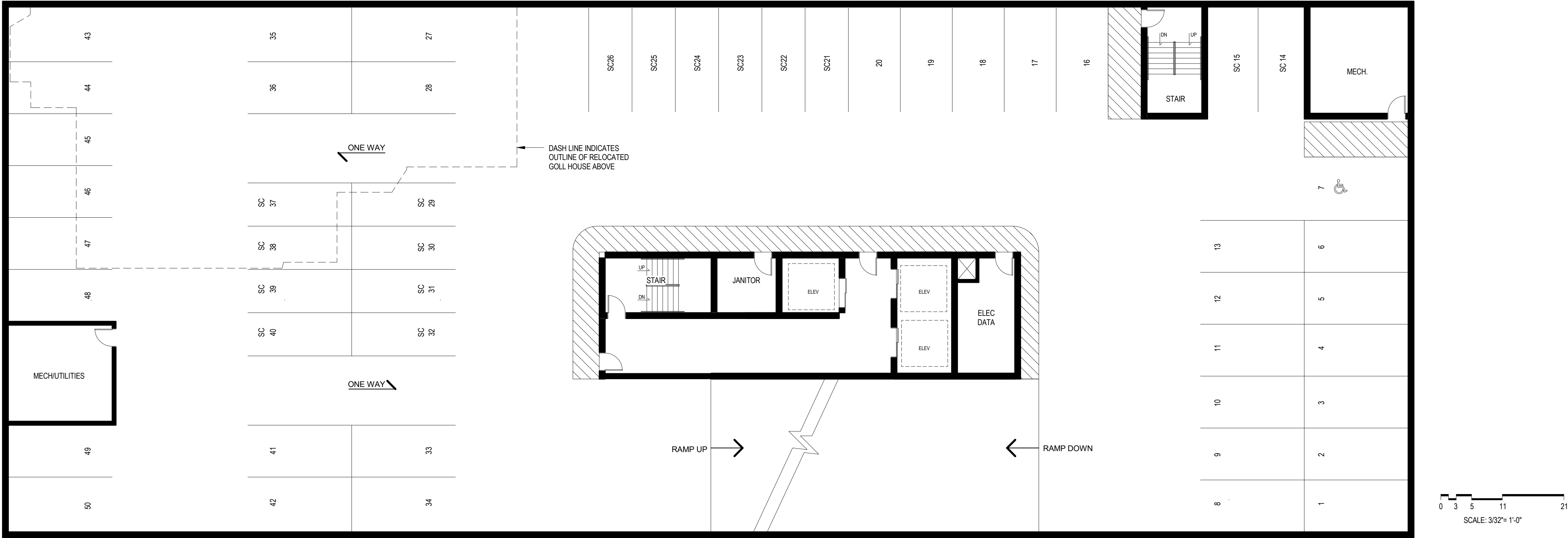
DPD-8B

1 ARCHITECTURAL SITE PLAN - ALTERNATE
3/32" = 1'-0"

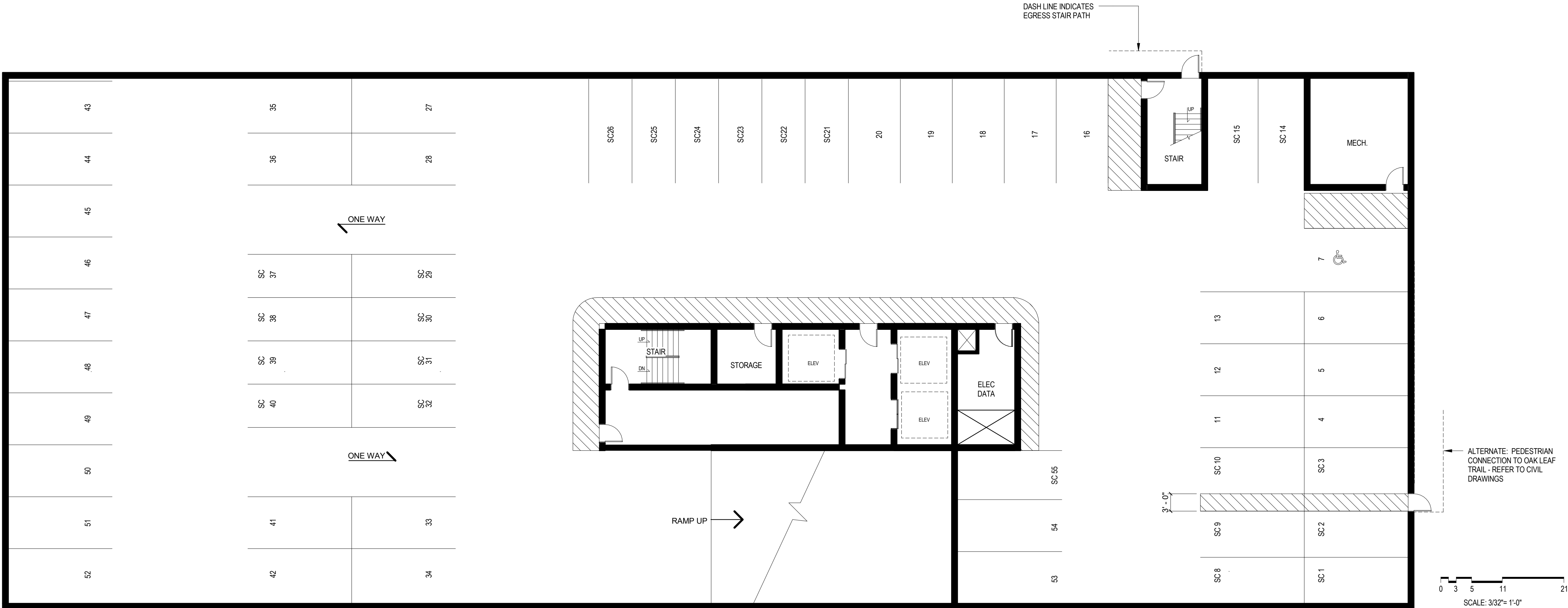
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SCALE: 3/32" = 1'-0"



NOT FOR CONSTRUCTION



2 BELOW GRADE PARKING B1
3/32" = 1'-0"



1 BELOW GRADE PARKING B2
3/32" = 1'-0"

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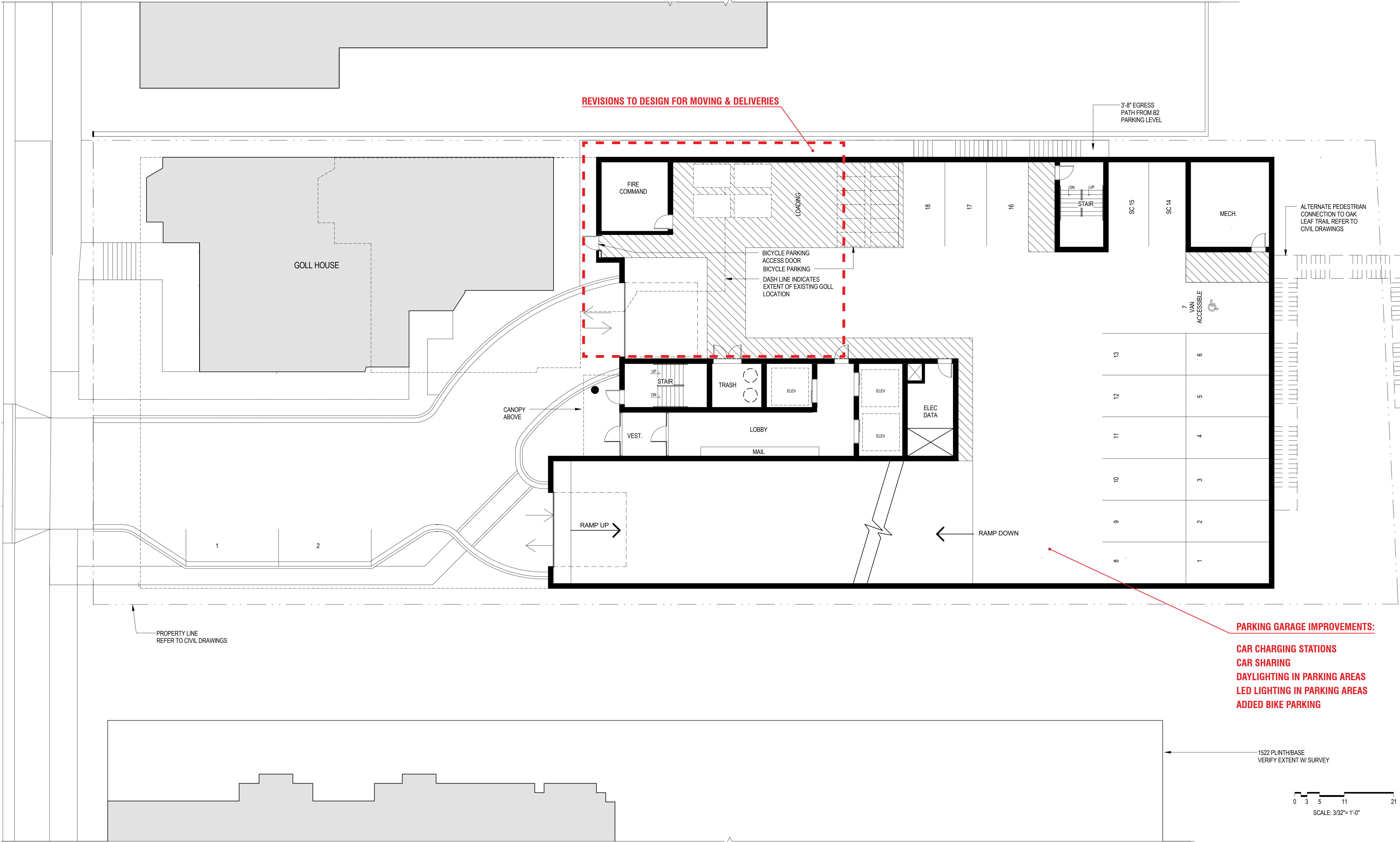
Sheet Title
BELOW GRADE
PARKING PLANS
(B1-B2)

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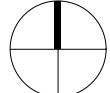
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FIRST FLOOR PLAN

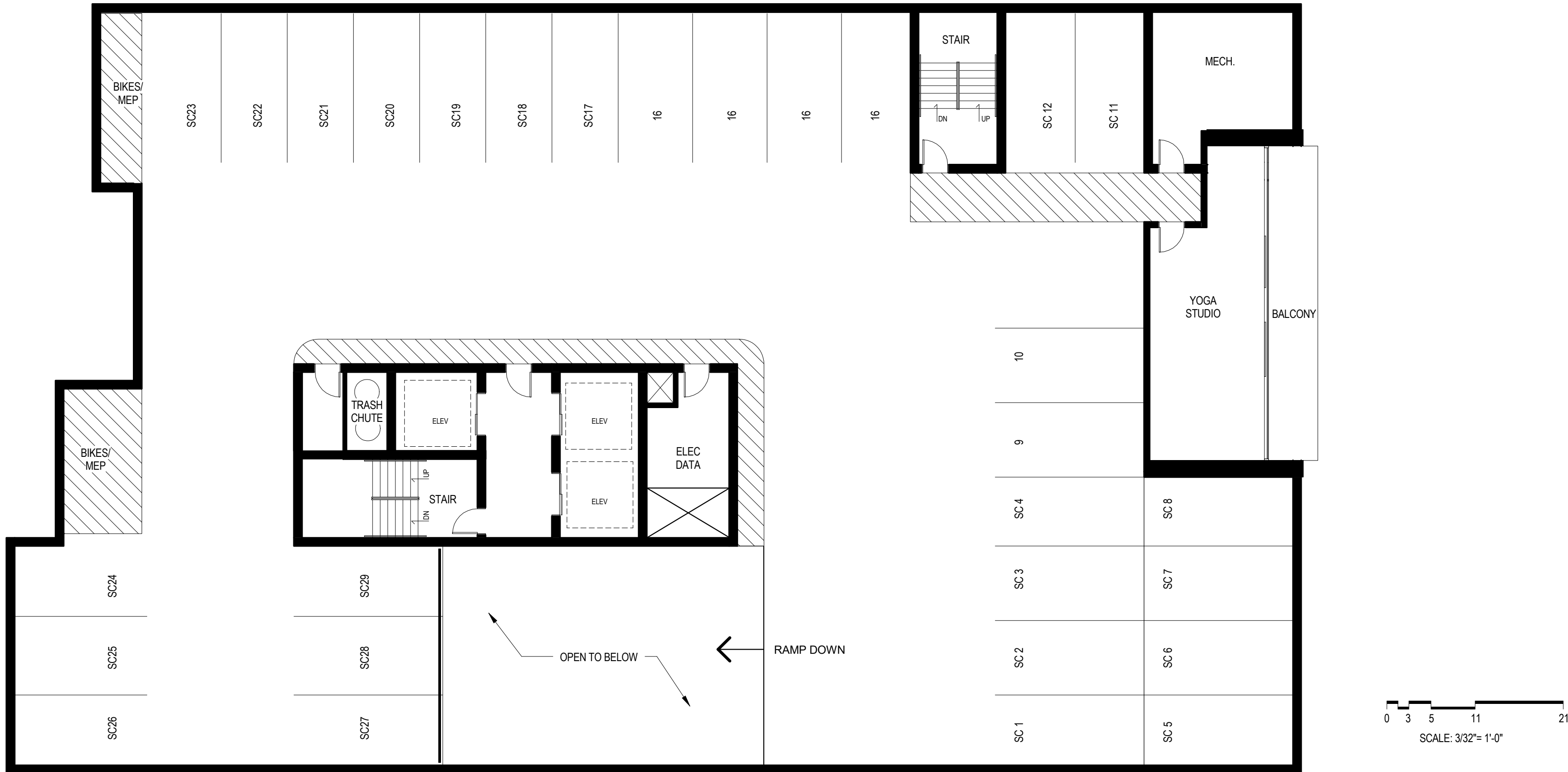
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Sheet No.
DPD-10

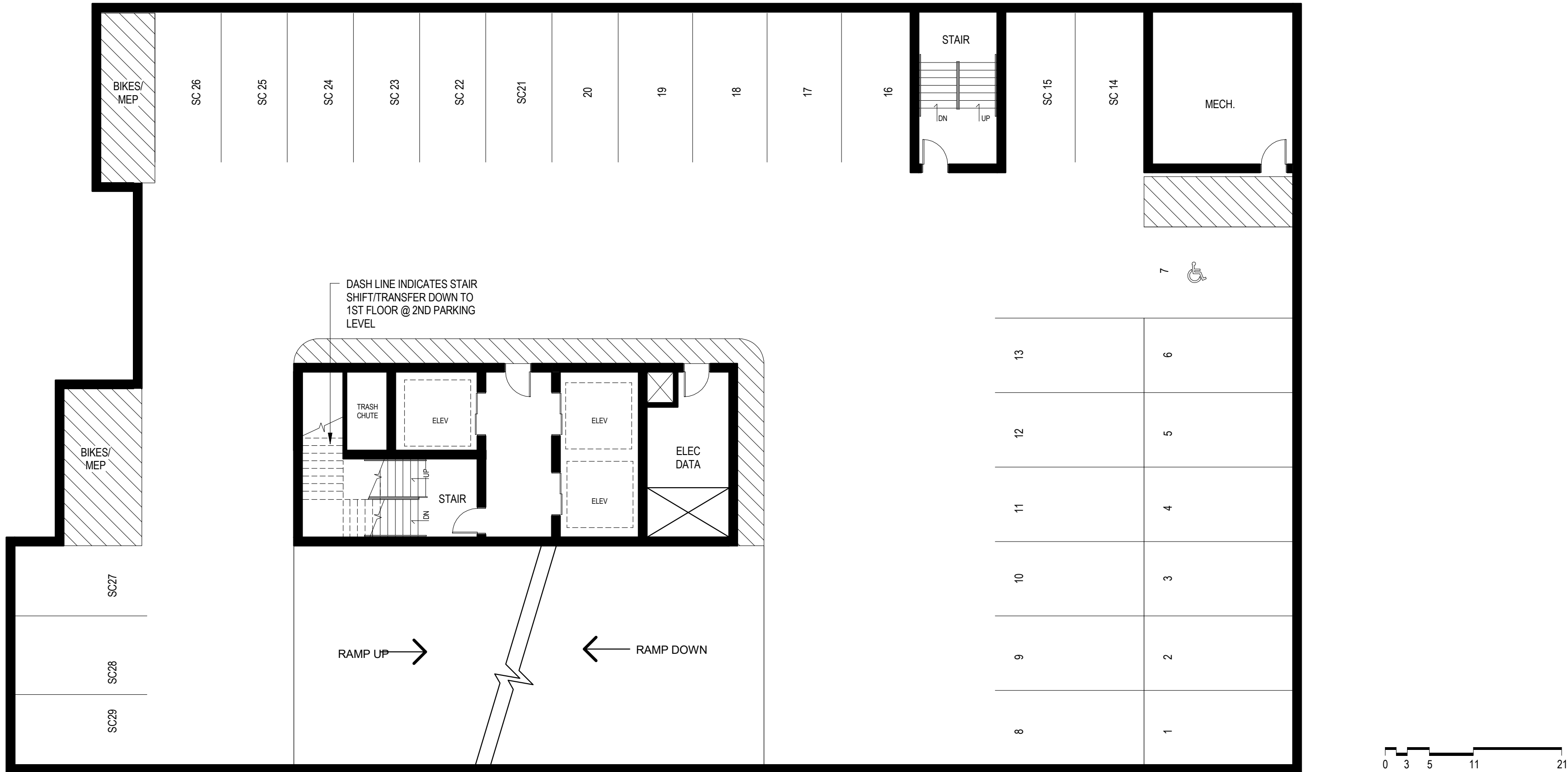
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3/32" = 1'-0"



NOT FOR CONSTRUCTION



② 4TH FLOOR PARKING LEVEL
3/32" = 1'-0"



① TYPICAL ABOVE GRADE PARKING PLAN (FLOORS 2-3)
3/32" = 1'-0"

Revisions
09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title

ABOVE GRADE
PARKING PLANS
(FLOORS 2-4)

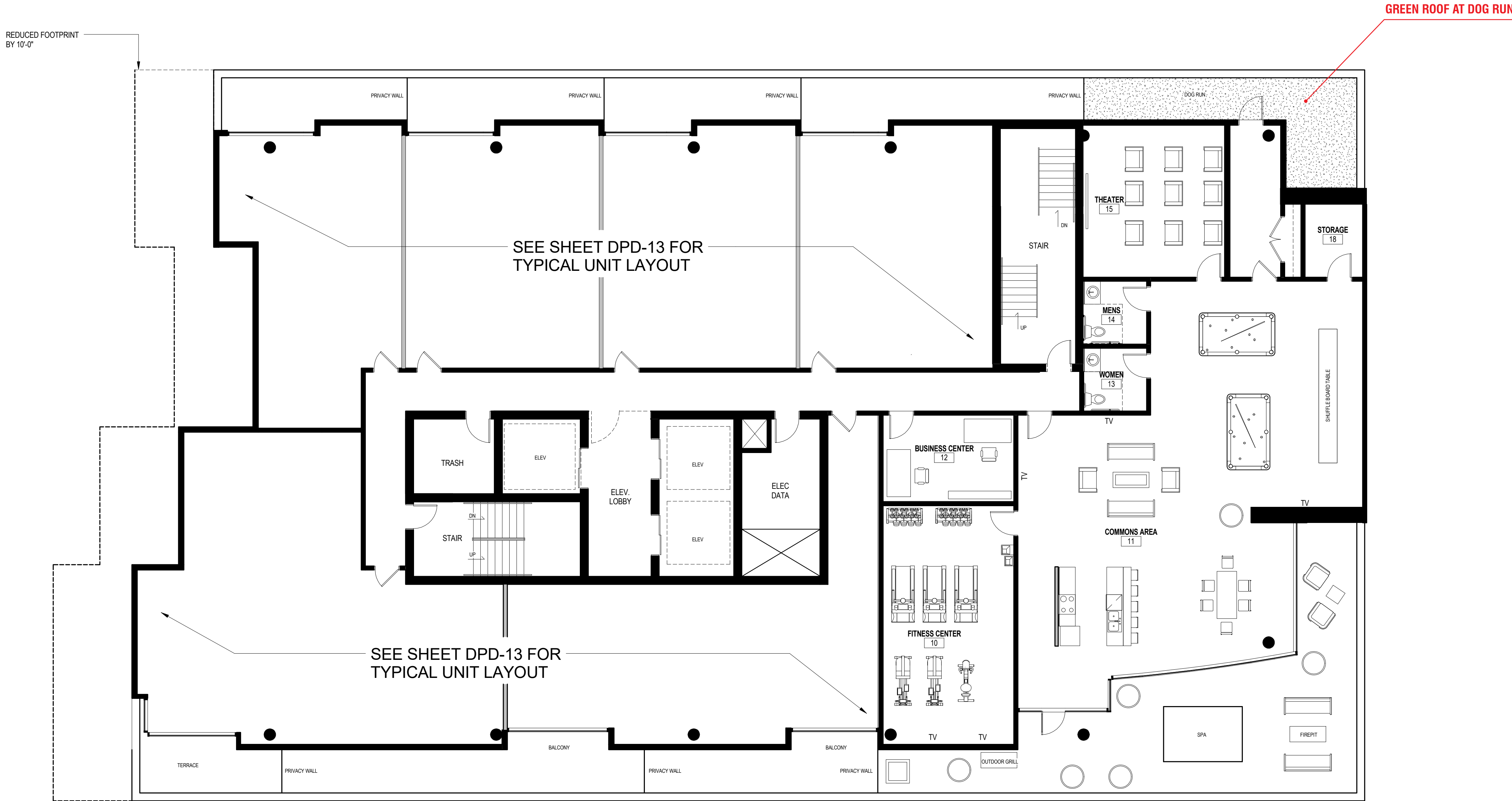
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DPD-11

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DETAILED PLANNED
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07-24-2017

1550 N. PROSPECT
AVENUE

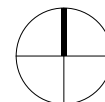
1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
5TH FLOOR PLAN -
COMMON AMENITIES

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07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

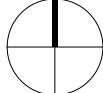
Sheet Title
TYPICAL FLOOR PLAN
(FLOORS 6-15)

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Sheet No.
DPD-13

0 2 4 8 16
SCALE: 1/8" = 1'-0"

1 TYPICAL FLOOR PLAN (FLOORS 6-15)
1/8" = 1'-0"





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DETAILED PLANNED
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SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

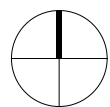
Sheet Title
TYPICAL FLOOR PLAN
(FLOORS 16-20)

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Sheet No.
DPD-14

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SCALE: 1/8" = 1'-0"

1 TYPICAL FLOOR PLAN (FLOORS 16-20)
1/8" = 1'-0"



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DETAILED PLANNED
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1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
TYPICAL FLOOR PLAN
(FLOORS 21-24)

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Sheet No.
DPD-15

1 TYPICAL FLOOR PLAN (FLOORS 21-24)
1/8" = 1'-0"

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DETAILED PLANNED
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Drawing Date
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1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title

TYPICAL FLOOR PLAN
(FLOOR 25)

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Sheet No.

DPD-16

1 TYPICAL FLOOR PLAN (FLOOR 25)
1/8" = 1'-0"

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09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
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07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

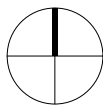
Sheet Title
TYPICAL FLOOR PLAN
(FLOORS 26-27)

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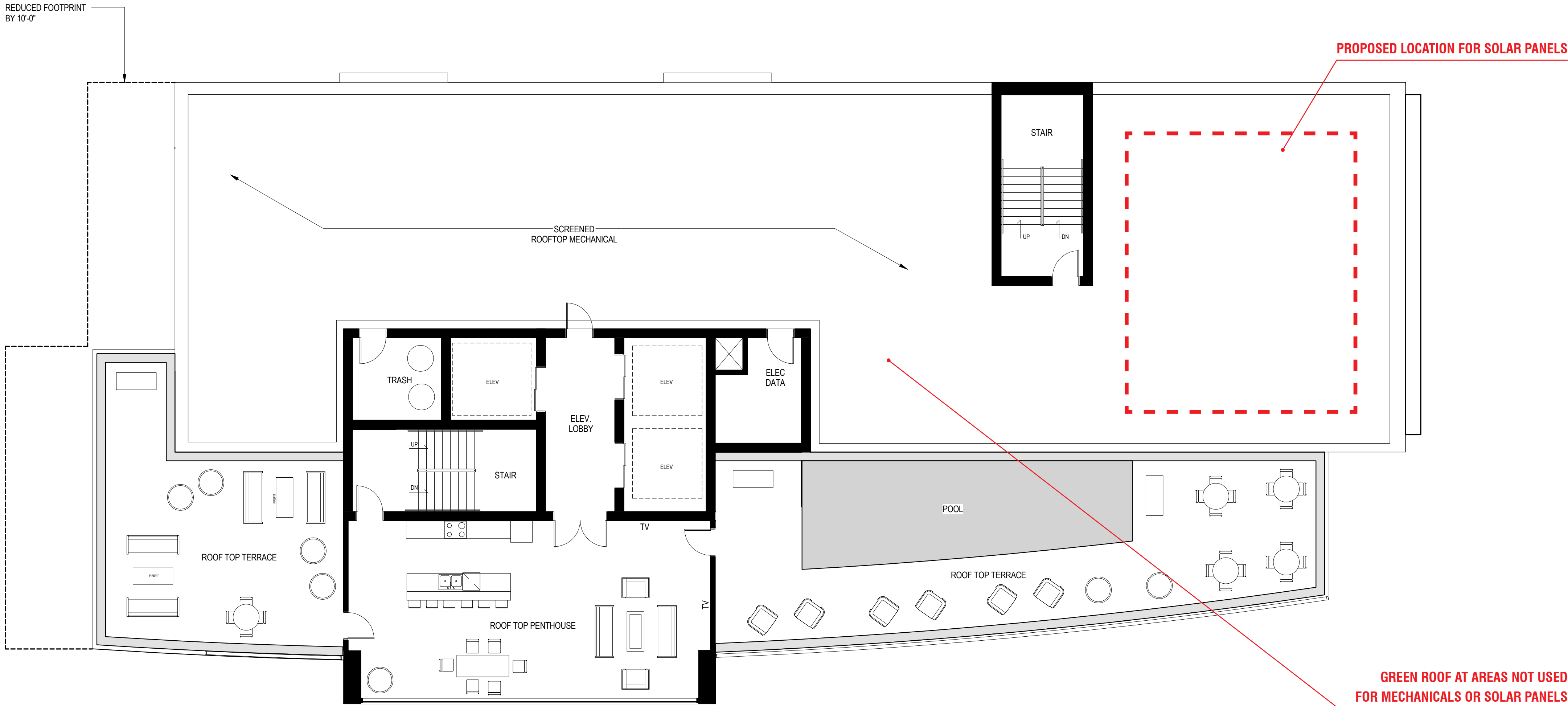
Sheet No.
DPD-17

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SCALE: 1/8" = 1'-0"

1 TYPICAL FLOOR PLAN (FLOORS 26-27)
1/8" = 1'-0"



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09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

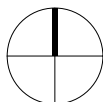
Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
PENTHOUSE LEVEL

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Sheet No.
DPD-18

1 PENTHOUSE LEVEL
1/8" = 1'-0"



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DEVELOPMENT
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Drawing Date

07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No.
215089.00

PALISADE
PROPERTY
MANAGEMENT

Sheet Title

WEST & SOUTH EXTERIOR ELEVATIONS

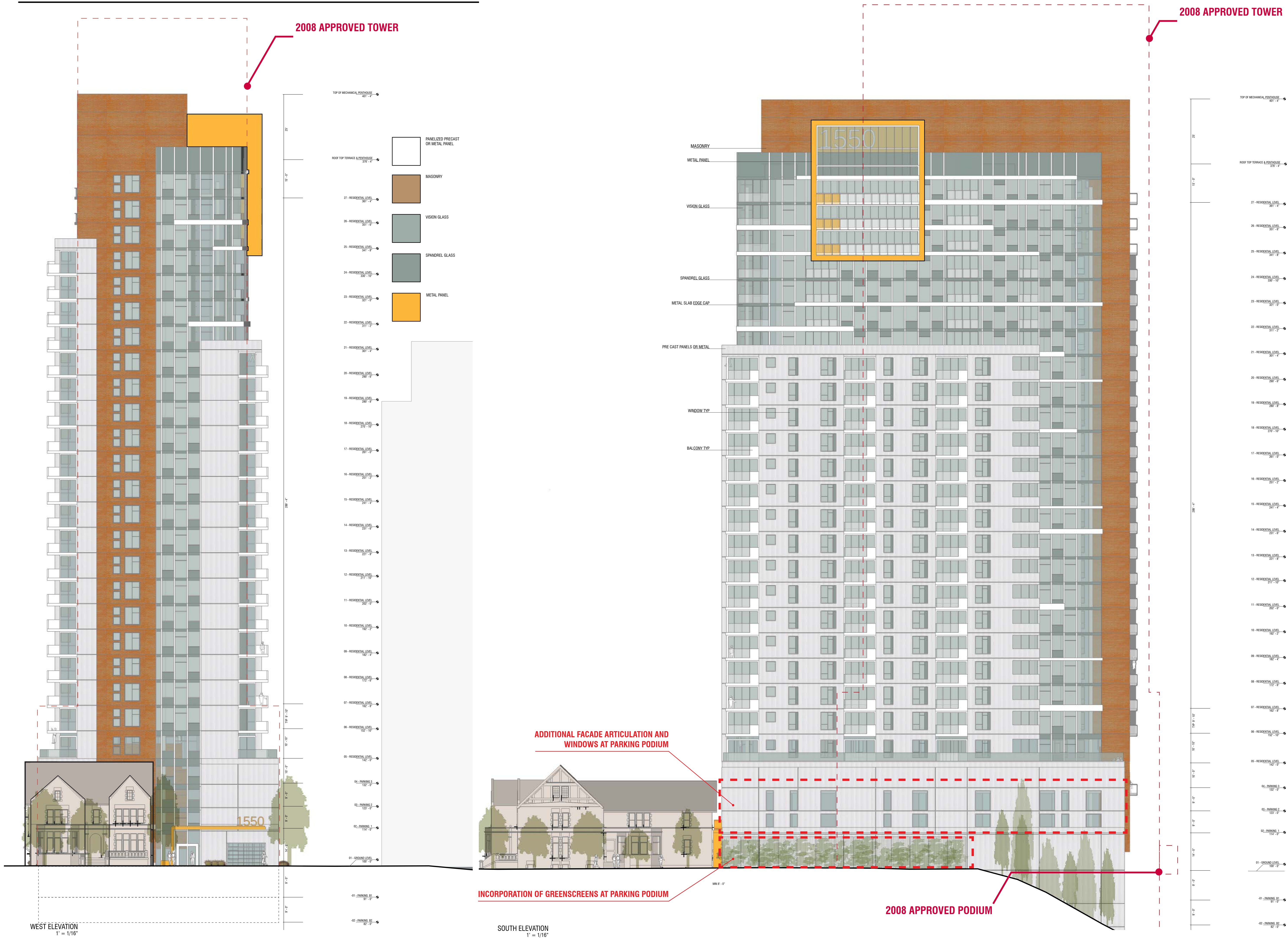
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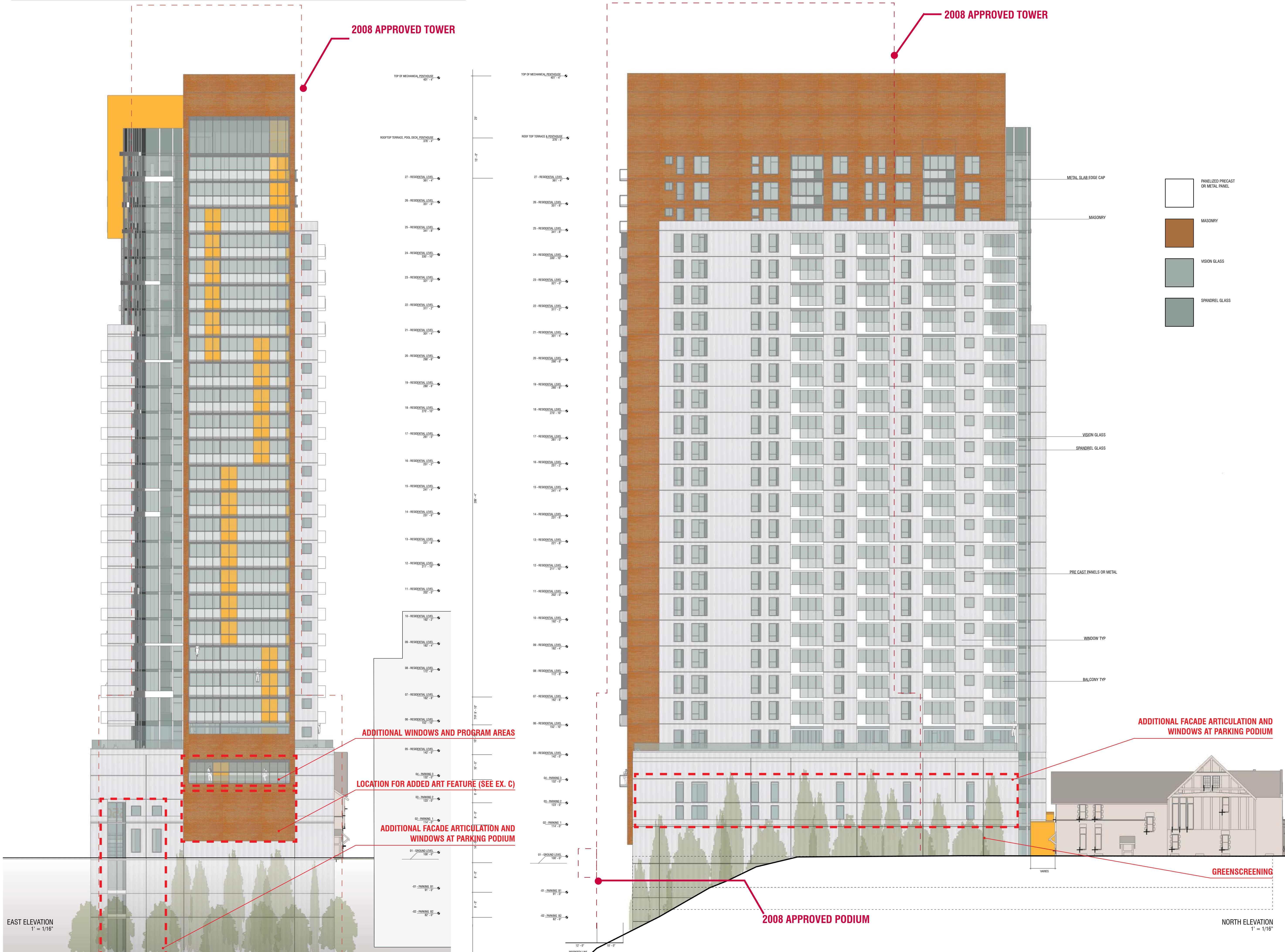
44 East Mifflin Street, Suite 700, Madison, Wisconsin 53703
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Sheet No.

DPD-19



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DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

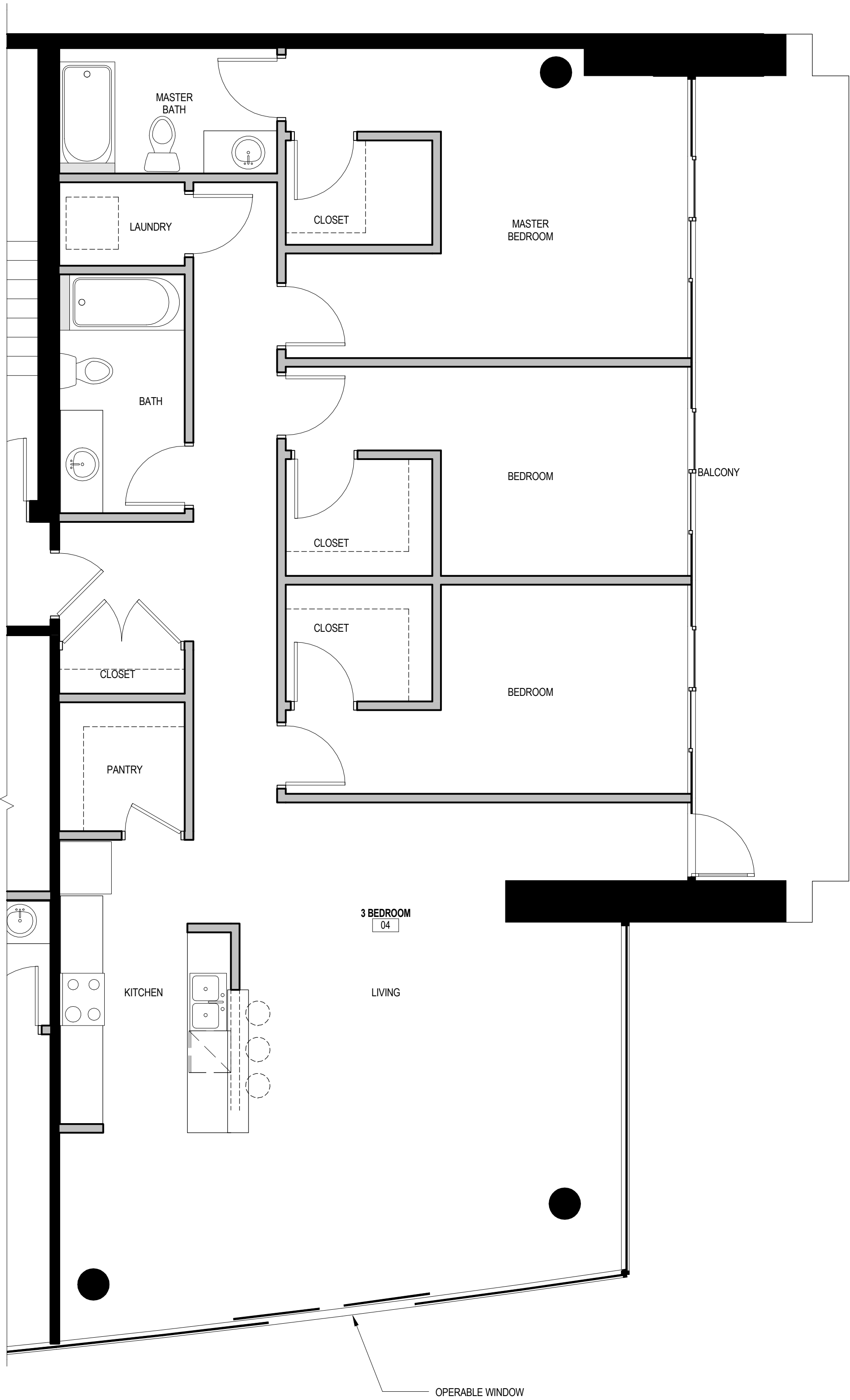
Sheet Title
NORTH & EAST
EXTERIOR
ELEVATIONS

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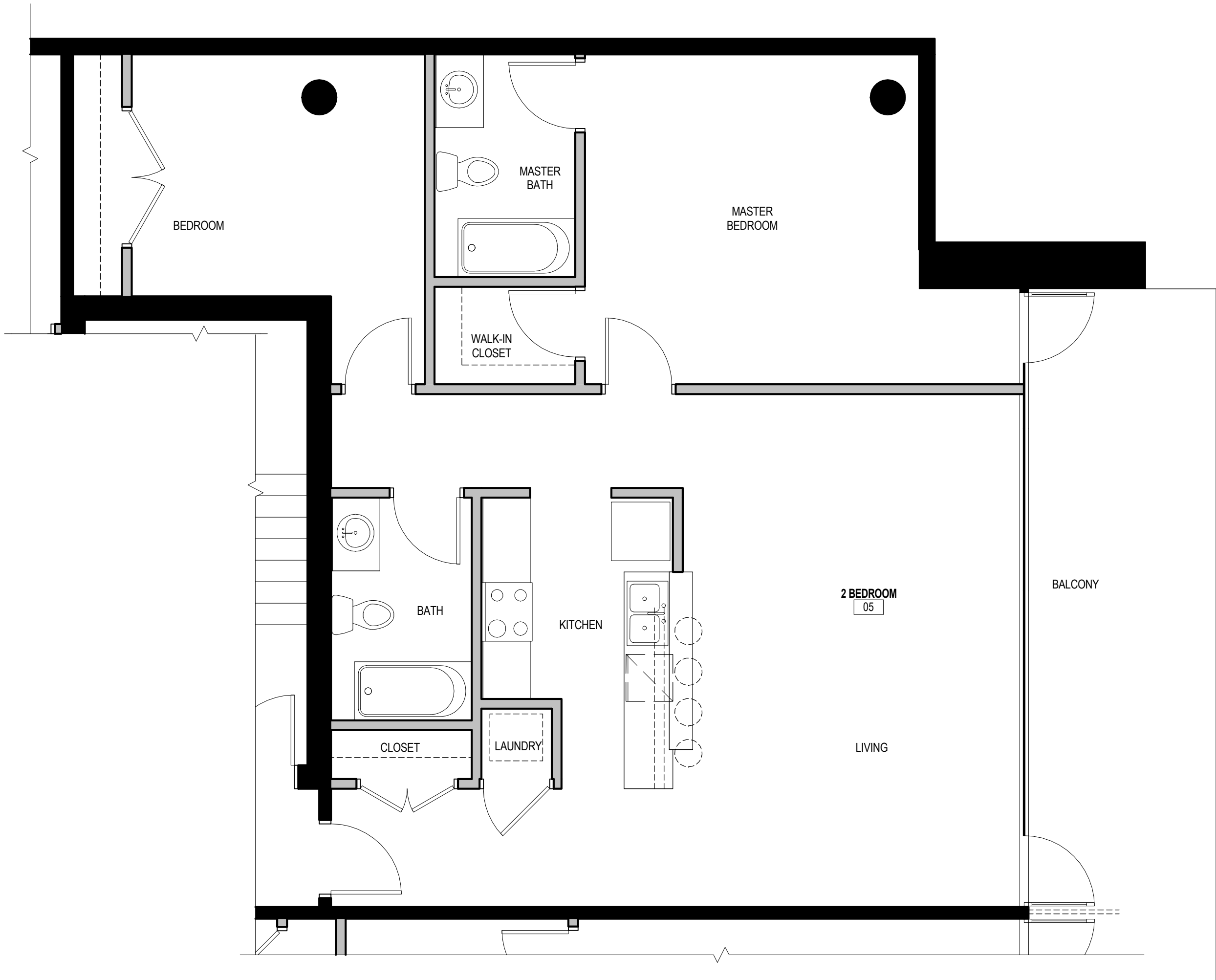
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Telephone 608.283.6300 Fax 608.283.6317

Sheet No.
DPD-20

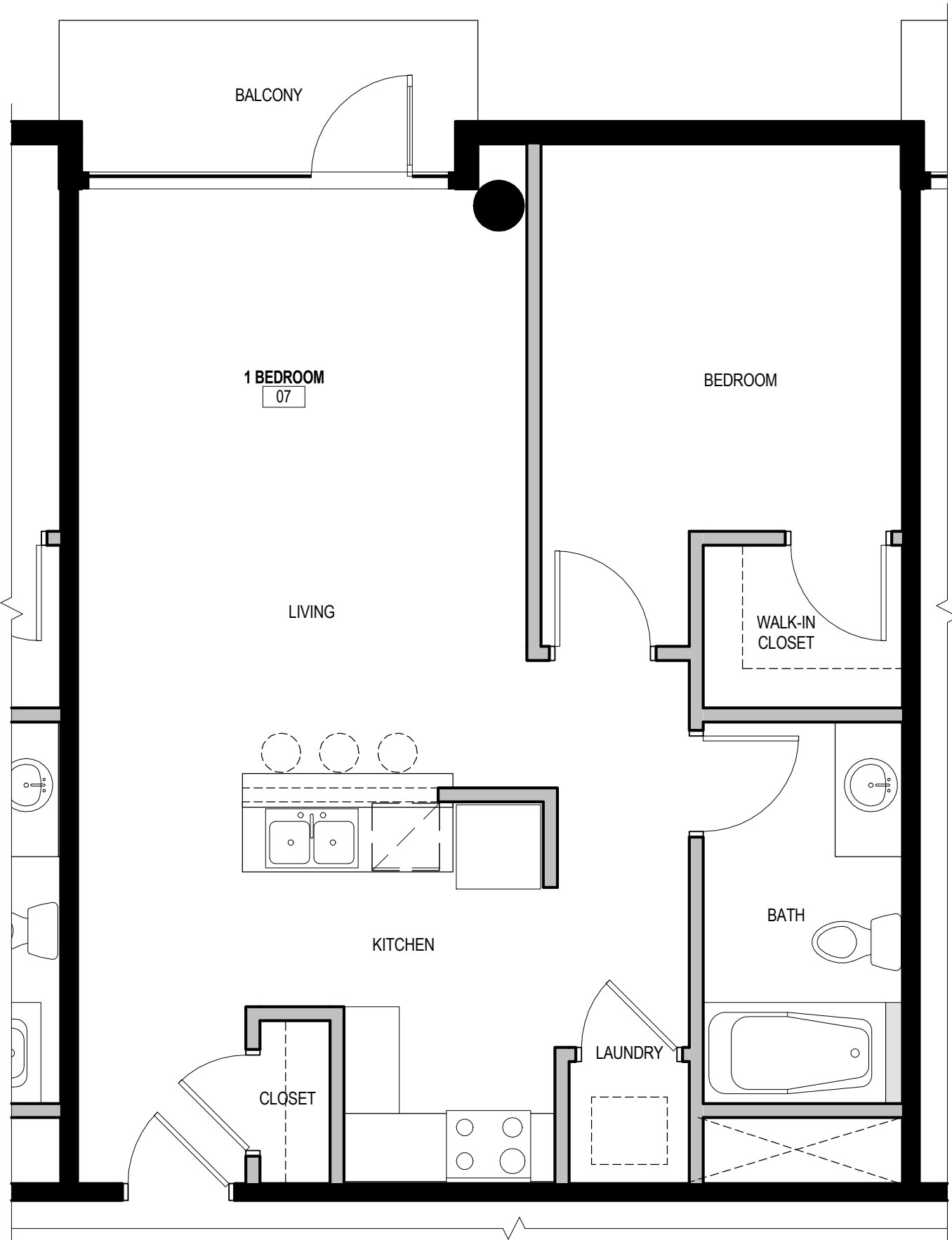
NOT FOR CONSTRUCTION



③ TYPICAL 3 BEDROOM
1/4" = 1'-0"



② TYPICAL 2 BEDROOM UNIT
1/4" = 1'-0"



① TYPICAL 1 BEDROOM UNIT
1/4" = 1'-0"

Revisions
09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
TYPICAL ENLARGED
UNITS PLANS

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Sheet No.
DPD-21

DETAILED PLAN PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT

File No. 170406
Palisade Property Management
1550 NORTH PROSPECT
September 11, 2017

I. COMPONENTS OF DETAILED PLAN AND SUPPORTING MATERIALS

Palisade Property Management requests that the zoning be amended from a DPD (Detailed Plan Development) to a new Detailed Plan Development (DPD) for 1550 North Prospect Avenue, on land located on the east side of North Prospect Avenue between East Albion Street and East Brady Street in the 4th Aldermanic District in accordance with this submission.

This Owner's Statement of Intent, together with the accompanying plan sheets and related materials identified below constitute and support the Detailed Planned Development.

Plan Sheets

- Sheet Index
- DPD-1 Vicinity Map, Project Team and Sheet Index
 - DPD-2 Existing Facilities Site Plan
 - DPD-3 Proposed Project Boundary Description
 - DPD-4 Proposed Site Plan
 - DPD-5 Proposed Utility Plan
 - DPD-6 Proposed Grading Plan
 - DPD-7 Proposed Landscape Plan
 - DPD-8A Architectural Site Plan
 - DPD-8B Architectural Site Plan - Alternate
 - DPD-9 Below Grade Parking Plans (B1-B2)
 - DPD-10 First Floor Plan
 - DPD-11 Above Grade Parking Plans (Floors 2-4)
 - DPD-12 5th Floor Common Amenities
 - DPD-13 Typical Floor Plan (Floors 6-15)
 - DPD-14 Typical Floor Plan (Floors 16-20)
 - DPD-15 Typical Floor Plan (Floors 21-24)
 - DPD-16 Typical Floor Plan (Floor 25)
 - DPD-17 Typical Floor Plan (Floors 26-27)
 - DPD-18 Penthouse Level
 - DPD-19 Exterior Elevations
 - DPD-20 Exterior Elevations
 - DPD-21 Typical Enlarged Unit Plans

1

- Exhibit A. Owner's Statement & Statistical Sheet
- Exhibit B. Building Renderings
- Exhibit C. Proposed Bluff Side Landscape and Art
- Exhibit D. Site Photographs
- Exhibit E. Building Precedents
- Exhibit F. Goll House Relocation Site Plan Phasing

II. OVERALL DEVELOPMENT CONCEPT

General Notes:

While this submission attempts to account for all aspects of the proposed drawings, minor changes may be necessary. Provided the changes are insignificant to the overall development concept, they may be reviewed and approved by DCD staff.

1. Existing Conditions

The parcel is 27,938 sq. ft. (0.64 Acres) and includes one existing building (the Goll House, which is a locally and nationally designated historic structure).

2. Proposed Buildings:

The project includes two buildings, one existing structure (Goll House) to be repositioned on site approximately 12 feet back from the Prospect Avenue property line (generally aligning with the setback of the buildings on the adjacent parcels) from its current setback of approximately 48 feet, and one building of 27 stories plus a penthouse level (with mechanical room, roof deck and associated clubhouse), which will be placed behind the Goll House.

The existing building will be positioned in approximate alignment with its current side yard setbacks. The newly constructed building will be approximately 98' from the Prospect Avenue public right-of-way, 22 feet from the southeast property line along the Oak Leaf Trail right-of-way to the face of the parking podium, 20 feet to the face of the residential tower above, 3.44 feet from the southwest side-yard property line and 3.66 feet from the northeast side yard property line. Both buildings will have pedestrian entrances/exits facing Prospect Avenue and the new building will have vehicular entrances for access to the below and above-grade parking areas. The new building will have direct pedestrian access to Oak Leaf Trail public right-of-way, pending approval from authorities having jurisdiction.

Up to 192 residential units will be in the newly constructed building and 4 to 8 units in the Goll House. The project will include dwelling units ranging from approximately 740 sf. to approximately 1970 sf. Units will range from studio units

2

to 3-bedroom/2-bath units. The studio and 1-bedroom units represent approximately 51% of the units with the remaining 49% being the 2-bedroom and 3-bedroom units. The exact unit mix and unit sizes may change as further market studies and design are completed. All units will have a balcony, private terrace or access to common area open space. Building amenities will include a fitness center, community room, business center, theater, secure bike storage and common landscaped roof decks at the 5th floor and penthouse level.

The project includes 212 parking spaces located two levels below ground, one level at grade and three levels above grade within the new structure:

- 1 stall per residential unit at the newly constructed building
- 10 interior visitor parking stalls
- 8 stalls for the Goll House
- 2 surface stalls adjacent to the access drive

The project includes 12 exterior short-term bicycle parking spaces at grade in the public right-of-way to meet City standards and 48 long-term interior bicycle parking spaces distributed throughout the parking areas of the building per zoning table 295-404-1.

3. Exterior

The newly constructed building is a 27-story structure with a penthouse comprised of a 4-story podium that includes the building entry lobby, common tenant amenities and parking which supports 23 stories of residential units and the penthouse level which includes mechanical rooms, rooftop equipment and shared tenant amenities.

The existing structure, the Goll House, will be relocated and stabilized. A Certificate of Appropriateness has been approved for this work. Future work will include the restoration and adaptive use of the interior of the building when the program of the building is established.

The primary exterior materials of the new building are architectural precast concrete, masonry, window-wall, and metal panel. The primary exterior materials of the existing Goll House are masonry, limestone and painted wood.

The site includes landscaped areas, short-term parking and circulation for vehicles and pedestrians. The fifth floor and the roof at the penthouse level have common amenities including landscaped roof decks.

4. Approved Uses:

The approved uses of the development are multi-family residential including accessory and ancillary uses - structured parking, surface parking, and resident

3

amenities; commercial office for leasing, management and marketing of the property; and sit-down restaurant included as part of the adaptive reuse of the Goll House first floor (a restaurant use will only be included in the project if an appropriate independent owner/operator that is sympathetic to the historic character of the existing building can be identified).

The current uses on the site, which include office and parking may continue to operate until such time that development occurs.

Following are the use locations, areas, and maximum heights for each of the buildings, as applicable:

A. Uses at the newly constructed building -- Approved uses within the new building include residential units and associated amenities, commercial space for property management and leasing and parking as an accessory use.

B. Uses at the Goll House -- Approved uses in the existing Goll House include residential units and associated amenities, commercial space for property management and leasing and sit-down restaurant uses.

C. Area -- Maximum gross square footage of both buildings will not exceed approximately 100,000 gsf for above and below-grade parking and approximately 270,000 gsf for residential and commercial uses. The commercial uses include a property management, leasing office of up to 2000 gsf and a sit-down restaurant of up to 4000 gsf. The new building has a height of 27 stories plus a penthouse level (which includes the mechanical room, clubhouse and roof deck) and will be a maximum of approximately 310 feet tall from the first floor elevation. A restaurant use may require some exterior modifications to the Goll House, such as a vent, and review and approval by Historic Preservation staff or the commission may be necessary.

III. COMPLIANCE WITH DESIGN STANDARDS

The proposed DPD 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. Gross Land Area (295-907.2 c-1-a.)

The land area subject to the DPD is approximately 27,938 square feet (0.64 acres).

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2. Density (295-907.3.c.)

The development consists of 196 to 200 total dwelling units -- 192 units in the new building and 4 to 8 in the existing building (pending further design).

Up to 315 dwelling units per acre or approximately 146 square feet of site per unit dependent on total unit count in the restored Goll House (maximum of 8 units).

3. Space between Structures (295-907.3.d.)

Minimum of 7'-0" between the Goll House and the new building.

4. Setbacks (295-907.3.e.)

Standards for setbacks and landscaping treatments for street edges within the site are defined below for each façade treatment. Refer to Sheet DPD 8A for the location of the treatments.

Principal Façade is defined as the public façade designed to substantially meet the City of Milwaukee Urban Design Guidelines. The Principal Façade area will have a setback from the N. Prospect Avenue property line of approximately 12 feet for the existing structure and approximately 98 feet for the newly constructed building (note: below grade parking will extend into the setback area). The Principal Façade areas will have pedestrian and vehicular entrances designed for the public, as well as for deliveries. The Principal Façade will have landscaping and streetscape treatments designed to enhance the pedestrian experience. And the building elevation at the Principal Façades will have a range of glazing from 15% to 75%.

Secondary Façades are the areas adjacent to neighboring properties removed from significant public contact at ground level, but exposed at upper levels. The Secondary Façade area will have minimum setbacks from the property line of 3.44 feet at the southwest property line and 3.66 at the northeast property line. The Secondary Façade at the Oak Leaf Trail public right-of-way will have a setback of 22 feet to the parking podium, 20 feet to the residential tower above (with a projection balconies of up to 2 feet into the setback). The elevations at the Secondary Façade areas will have a range of glazing from 45% to 75%.

5. Screening (295-907.3.f.)

Urban Landscape Treatment will be used as a landscape buffer along all streets. New landscaping shall substantially conform to City of Milwaukee standards. Screening of circulation facilities will be Type "A" landscaping (standard parking lot landscaping), conforming to Section 295-405.1, b-1.

5

Facilities such as mechanical equipment or enclosures, will be screened per Section 295-405.1 b-7, Type "G" Landscaping (object screening), wherever these facilities are visible to the public.

6. Open Spaces (295-907.3.g.)

Open spaces are shown on Sheet DPD-4. Open spaces may include facilities for pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing; information features such as signs or kiosks; lighting, shielded so as to not cause glare on adjoining streets and residences; and decorative enhancements, such as flagpoles, artwork, or water features. Landscaping and screening in open spaces will be maintained so as not to create a nuisance or hazardous condition.

7. Circulation, Parking and Loading Facilities (295-907.3.h.)

Vehicular access and egress, as well as interior loading facility access for service and move ins/move outs), will be from Prospect Avenue and is identified on sheet DPD 4 and DPD 8A. Access for pedestrians will be provided by means of walkways connecting the public sidewalk to the building entries. Parking will occur at the surface, at 2 levels below-grade, at the first floor, and at 3 levels above-grade. There will be up to 212 parking stalls. Loading facilities are located inside the first floor of the new building. Bicycle parking will be provided on the site. Specifically, approximately 48 long-term spaces will be provided for residents inside the parking areas and 12 short-term spaces will be provided outside for guests per zoning table 295-404-1. Sheet DPD 8B shows an alternate site layout currently under review by the City of Milwaukee.

8. Landscaping (295-907.3.i.)

The existing site or interim condition must be maintained in an orderly fashion consistent with 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.

Site landscaping standards will conform largely 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). Circulation facilities will be landscaped and screened in conformance with sheet DPD 7. Open spaces will include the uses and related landscape standards as specified in III.6. Landscaping shall meet the requirements of Section 295-405.1.c. for planting materials, fencing and walls, and berms. Landscape features may encroach into the public right-of-way, with City approval, in accordance with Section 295-

6

405.1.C-8. Refer to sheet DPD 7 for specific information on planting types and locations.

9. Lighting (295-907.3.j.)

The new structure will have lighting at all entrances/exits to the building, down-lighting at the primary entrance canopy, illuminated address lighting and building identification signage will be lighted at the canopy and penthouse level of the building and the tower of the building will have accent up-lighting to highlight the architectural features of the building.

The Goll House will have building entry lights to match the character of the original structure.

The site will have landscape lighting to light the entry drive and accent the plantings throughout the front yard setback landscape beds.

The monument sign, outlined in the signage section of this document, will be internally illuminated.

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. All on-site lighting will have cut-off fixtures that ensure that lighting levels and glare are controlled as follows:

1. No light source shall be visible from an adjoining property or public right-of-way.
2. Where adjoining properties are zoned residential, the maximum illumination at a property line shall be one foot-candle. In all other circumstances, the maximum illumination at a property line shall be 5 foot-candles.

10. 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.

11. Signs (295-907.3.l.)

Final signage may vary slightly, and will be reviewed, and approved by DCD staff in advance of permit issuance. Signage shall include but not limited to the following: Directional signs, identification signs, informational signs, canopy-mounted signs, temporary marketing signage prior to and during construction will be developed generally in accordance with the requirements of Section 295-605-5, Milwaukee Code or Ordinances, and other requirements of the City of Milwaukee Ordinances, and as outlined below:

7

1. Temporary Construction Signs: 4'x8' -- wood (Qty 2)
2. Temporary Construction Access Control Sign: 4'x8' -- wood
3. Marketing and Leasing Signs 4'x4' -- metal and wood (Qty. 2)
4. Monument Sign: 4'x6' -- cast stone and painted w/ internally illuminated signage. The sign shall be Type A (individual letters and logos).
5. Building Wall Sign -- Goll House 2'x2' -- metal
6. Building Historic Designation Wall Signage, Goll House 1'x1' -- metal (will also require COA)
7. Building Restaurant Identification Sign: up to 8' in length -- 1' channel letters (will also require COA)
7. Building Address New Building 1st Floor: 4' channel letters -- metal, illuminated
8. Building Address New Building Penthouse Level: 8' channel letters -- metal, illuminated
9. Building Address Wall Mounted, Goll House: 6' metal

12. Survey (295-907)

The Boundary/Site Survey, Sheet DPD-3 & DPD-6 shows topography at 1-foot intervals.

Minor improvements of the site and buildings may be allowed without submittal and approval of a general plan if sufficient detail is shown on the approved DPD.

V. PHOTOS, RENDERINGS & BUILDING PRECEDENTS:

See Exhibit D for site photos, Exhibit B for building renderings, and Exhibit E for building precedents attached hereto.

VI. DETAILED PLAN DEVELOPMENT STATISTICAL SHEET

Section 295-907.2 c-1 of the Milwaukee Code of Ordinances provides that this Owner's DPD Project Description contain a statistical sheet setting forth specific information on the project. The pertinent information required under this Section is set forth on the Statistical Sheet attached hereto as Exhibit A.

8

EXHIBIT A DETAILED PLAN DEVELOPMENT STATISTICAL SHEET Palisade Property Management 1550 NORTH PROSPECT AVENUE					
2.b-1-a	Gross Land Area	27,938 sf	0.64 ac		
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings (Goll House - 4000 sf; New - 14,000 sf)	18,000 sf	0.42 ac	65% of total	
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures	8000 sf	0.18 ac	29% of total	
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Green Space	4500 sf	0.10 ac	16% of total	
2.b-1-e	Total Area Devoted Solely to Non-Residential Uses (note: a restaurant of up to 4,000 sf may be located within the Goll House)	0 sf	0.0 ac	0% of total	
2.b-1-f	Maximum proposed dwelling unit density of residential and/or total square footage devoted to non-residential uses: 300 dwelling units per acre (lot area = 146 sf per unit) with 2000 gsf of commercial office and 4,000 sf of restaurant.)				
2.b-1-g	Maximum number of dwelling units per building.				
		New Structure: 192 Goll House: 8			
2.b-1-h	Bedrooms per unit:	290 max. bdrms at New Structure (1.5/unit) 16 max. bdrms at Goll House (2.0/unit)			
2.b-1-i	Proposed Number of Buildings: Two (one existing (Goll House) to be repositioned and one new construction).				
2.b-1-j	Parking Spaces Provided:	Surface: 2 Structured: 210 Total: 212 Parking Ratio: Approximately 1.1 stall per dwelling unit			
2.b-1-k	Bicycle Parking: 12 short-term, 48 long-term (Per Zoning 295-404-1)				

9

Revisions	
09-11-2017 CITY COMMENTS REVISIONS	
DETAILED PLANNED DEVELOPMENT SUBMISSION	
Drawing Date 07-24-2017	
1550 N. PROSPECT AVENUE	
1550 NORTH PROSPECT AVENUE, MILWAUKEE WI 53202	
Project No. 215089.00	PALISADE PROPERTY MANAGEMENT

NOT FOR CONSTRUCTION



SOUTHEAST CORNER



NORTHEAST CORNER



SOUTHEAST CORNER



VIEW FROM PROSPECT



VIEW FROM BLUFF SIDE



ENTRY EXPERIENCE

Revisions

09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date

07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No.
215089.00

PALISADE
PROPERTY
MANAGEMENT

Sheet Title

EXTERIOR
RENDERINGS

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Sheet No.

EXHIBIT B



ADDED
GLASS
& BALCONY



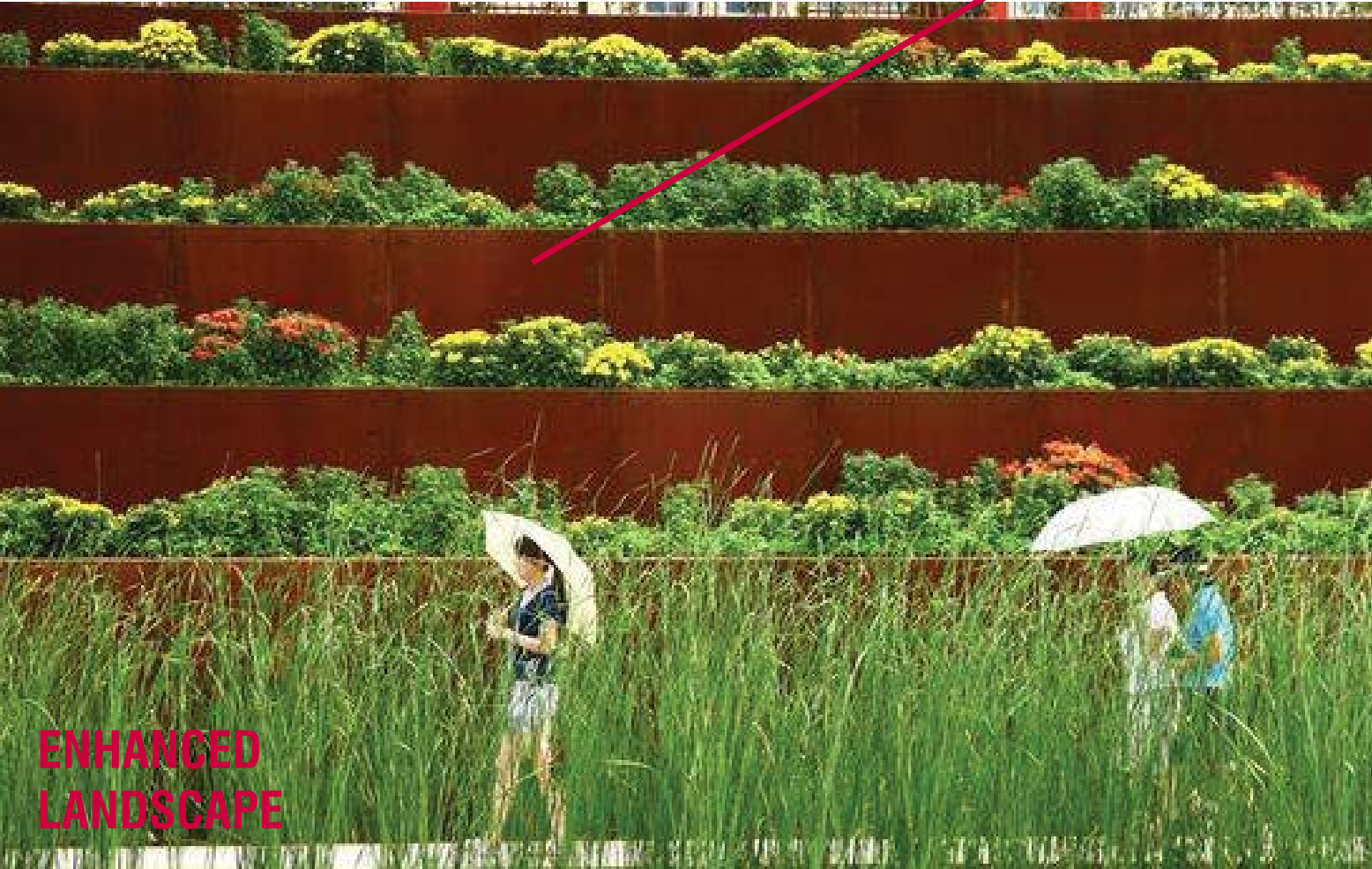
PUBLIC ARTWORK



BRICK TEXTURE /
RELIEF



BRICK TEXTURE /
RELIEF



ENHANCED
LANDSCAPE



GREEN
WALLS



NATURAL
MATERIALS



BRICK TEXTURE /
RELIEF

VIEW FROM PROSPECT

VIEW FROM BLUFF SIDE

ENTRY EXPERIENCE

NOT FOR CONSTRUCTION

Revisions
09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
PROPOSED
BLUFF SIDE
LANDSCAPE AND ART

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Sheet No.
EXHIBIT C

NOT FOR CONSTRUCTION



EXISTING RETAINING WALL



SITE APPROACH FROM NORTH



SITE APPROACH FROM SOUTH



Revisions

09-11-2017 CITY COMMENTS REVISIONS



NORTH SIDE



WEST SIDE



APPROACHING SOUTH SIDE



SOUTH SIDE



APPROACHING EAST SIDE



EAST SIDE



1 (North of Brady St Bridge)



2



3



4



5



6

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date

07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No.
215089.00

PALISADE
PROPERTY
MANAGEMENT

Sheet Title

SITE PHOTOGRAPHS

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Sheet No.

EXHIBIT D

NOT FOR CONSTRUCTION



PARK LAFAYETTE



ST JOHN'S ON THE LAKE



NM RESIDENTIAL TOWER



KILBOURN TOWER



THE COUTURE



THE MODERNE

Revisions
09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

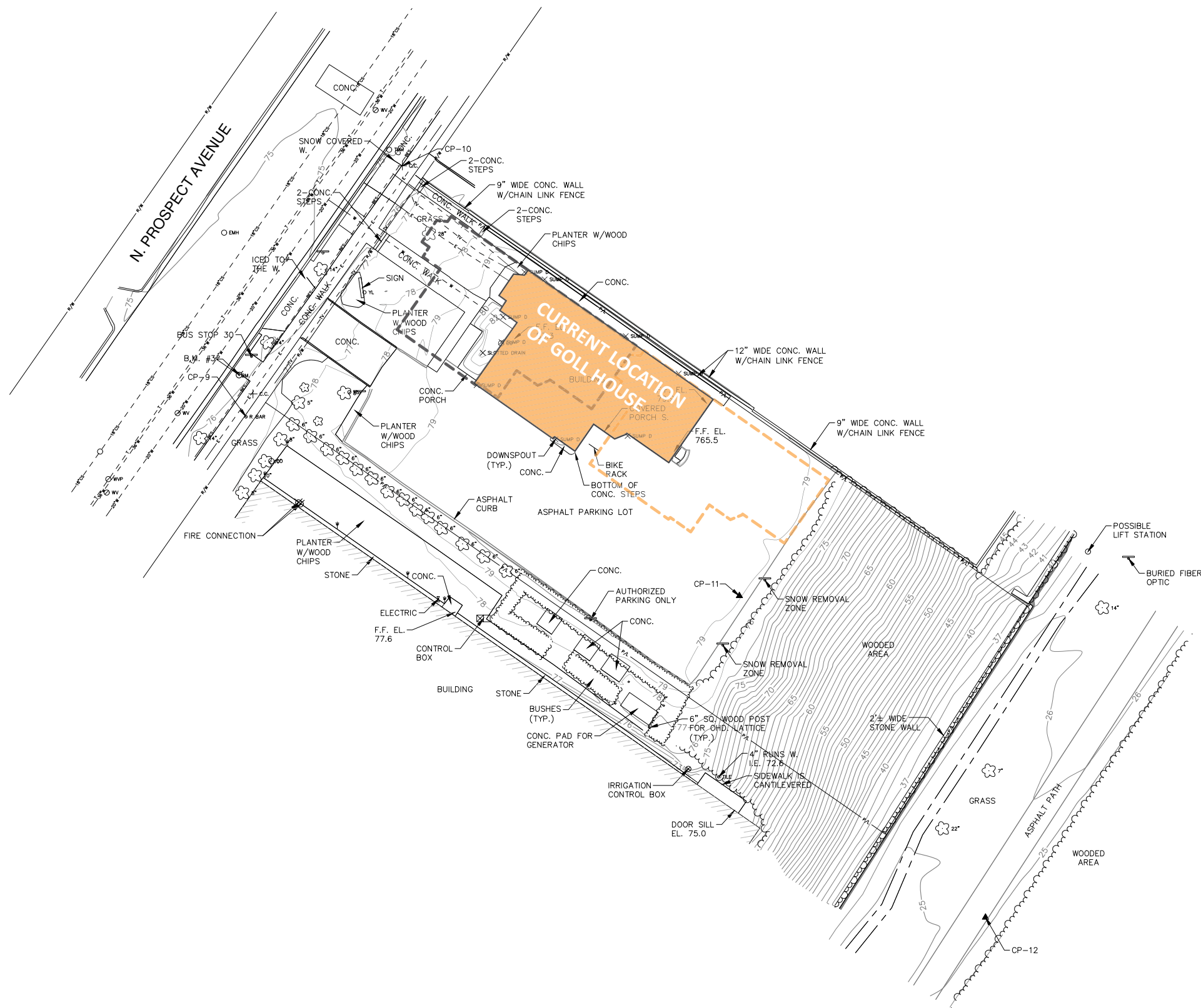
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PALISADE
PROPERTY
MANAGEMENT

Sheet Title
BUILDING
PRECEDENTS

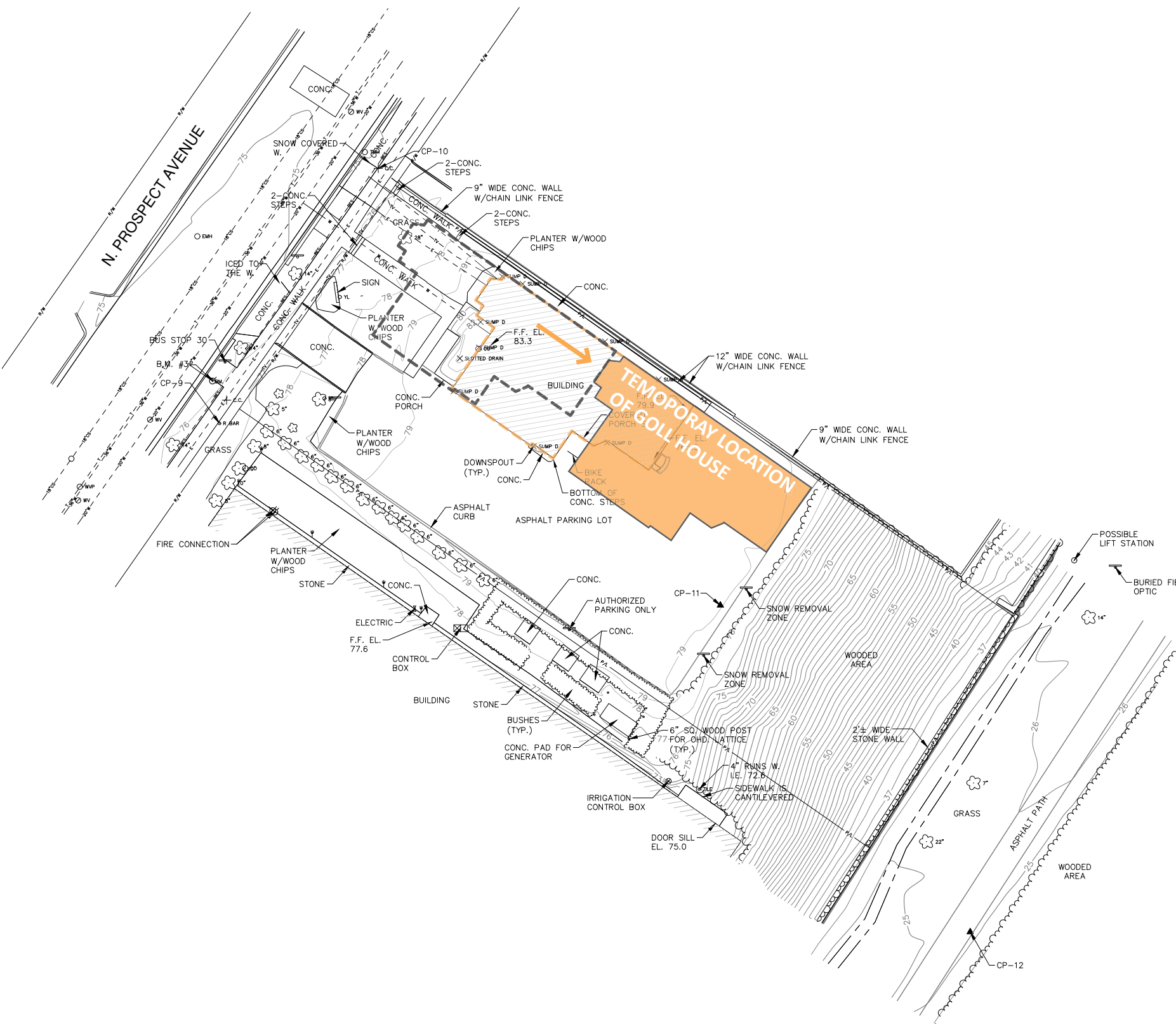
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Sheet No.
EXHIBIT E

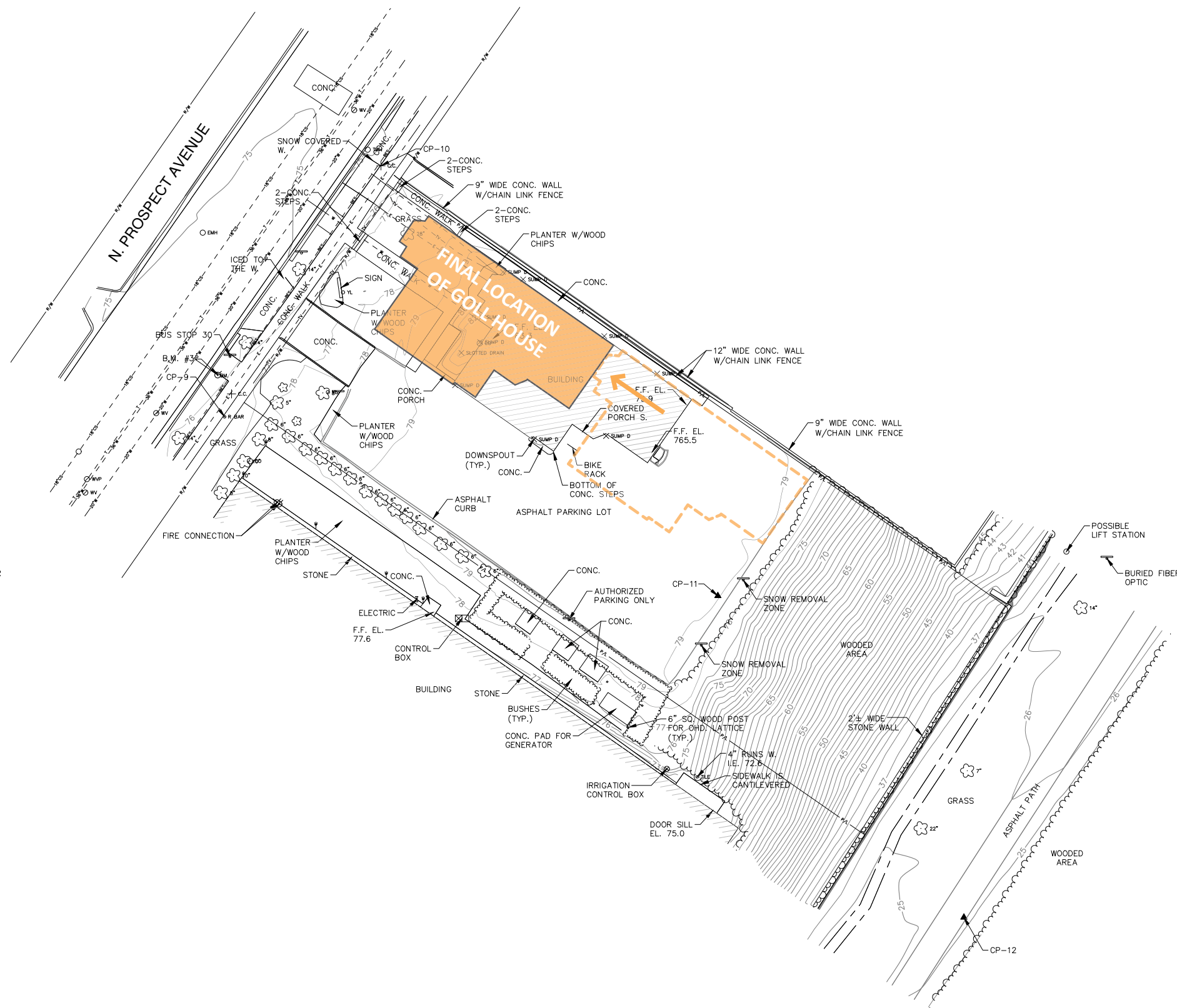
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GOLL HOUSE CURRENT LOCATION



TEMPORARY LOCATION



FINAL LOCATION

Revisions
09-11-2017 CITY COMMENTS REVISIONS

DETAILED PLANNED
DEVELOPMENT
SUBMISSION

Drawing Date
07-24-2017

1550 N. PROSPECT
AVENUE

1550 NORTH PROSPECT AVENUE,
MILWAUKEE WI 53202

Project No. 215089.00
PALISADE
PROPERTY
MANAGEMENT

Sheet Title
GOLL HOUSE
RELOCATION SITE
PLAN PHASING

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EXHIBIT F