

November 13, 2017

## MEMORANDUM

Park 7 Lofts | Mixed Use Housing Project  
Engberg Anderson Project No. 162642

REGARDING: Minor Modifications of DPD Zoning Submittal, File No. 170998

A Detailed Planned Development (DPD) was established for Block 7 of the Arena Master Plan, located in the block bounded by West McKinley Avenue, North 5<sup>th</sup> Street, West Juneau Avenue, and North 6<sup>th</sup> Street, in May of 2016 as file number 151654. This DPD approved a mixed-use parking structure and anticipated a mixed-use development on the west side of the site. The DPD was amended in June 2017 as file number 161711 to approve development details of this mixed-use development, which is known as Park 7 Lofts. The development included a 6-story building with 107 residential units above approximately 13,500 square feet of commercial space and residential lobby. Now, a minor modification is proposed to approve changes to the number of units and the building elevations.

Since obtaining approval of the DPD in June of 2017, Royal Capital Group has solidified the building programming, specifically noting the design of mechanical, electrical, plumbing, and fire protection systems. Additionally, advanced discussions are underway with commercial tenants. After further investigation, the site topography also provided a great opportunity to add a unique unit style to the mix, increasing the unit count by 5 units to a total of 112. As a result, approximately 7,400 square feet of commercial space has been removed from the first floor and replaced with residential units, resulting in some design changes to the first floor of the building. Additional building design elements have changed as well, as noted below.

The following is a list of design updates made to the previously approved design of Park 7 Lofts:

### Site/Landscape Plan:

1. A 2'-0" wide landscape buffer was added in front of first floor residential units.

### North (W McKinley Ave) Elevation:

2. Storefront glazing increased.

### West (N 6<sup>th</sup> Street) Elevation:

3. White masonry at level one changed to match dark grey masonry used at north end of building, with the exception of the portion adjacent to the "Milwaukee" building sign.
4. Storefront glazing along 6<sup>th</sup> Street reduced due to central residential lounge being converted to residential units. This area will now consist of masonry with smaller sections of storefront. Glazing in this

area will be primarily clear, with translucent glazing at the lowest portion to maintain privacy for residents.

5. Level one wall sign proportions and lettering adjusted to fit within reduced masonry section of wall adjacent to trash room service door.
6. Bicycle racks that were designated for the central retail space/residential lounge removed. Racks for the northern and southern retail spaces are still located near their respective entries, and residential bike parking has not been changed.
7. Location of louvers changed due to floor plan adjustments, and MEP coordination.
8. Glass railing/wind screen added at level six roof terrace (south west corner)

South (W Juneau Ave) Elevation:

9. Solid masonry section added to shield water service room.
10. Residential entry doors switched from single door to double door.

General:

11. Unit count increased from 107 to 112

Aside from the aforementioned items, the previously approved DPD remains unchanged.