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**LIBERTY DRIVE**  
**For: JUNIOR ACHIEVEMENT OF SOUTHEASTERN WISCONSIN**

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**DETAILED PLAN OF DEVELOPMENT**

**PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT**

May 25, 2010 – revised June 09, 2010

**I. Components of DETAILED Plan and Supporting Materials**

Junior Achievement of Southeastern Wisconsin ("JA") requests that the zoning of the property at 11111 W Liberty Drive be amended from General Plan Development (GPD) to a Detailed Plan Development (DPD) District in accordance with this submission. JA intends to redevelop a portion of this site for new location of Junior Achievement of Southeastern Wisconsin. Liberty Property Limited Partnership will remain owner of the balance of the parcel. Future development of the remnant parcel will require amendment of the DPD. However, the DPD will not limit the parameters of development any more than the current GPD

This Owner's Statement of Intent, together with the accompanying plan sheets and related materials, identified below, constitutes and supports the detailed development plan:

Plan Sheets

Sheet Index

DPD-1	Cover Sheet / Vicinity Map/Precinct Plan
DPD-2	ALTA/ACSM Land Survey
DPD-3	Proposed Project Boundary Description
DPD-4	Existing Facilities Site Plan
DPD-5	Proposed Building and Parking Site Plan
DPD-6	Proposed Utility Plan
DPD-7	Proposed Grading Plan
DPD-8	Proposed Landscape Plan

<u>Exhibit A</u>	Statistical Sheet
<u>Exhibit B</u>	Site Photographs

## **II. Overall Development Concept**

### Existing Conditions

The property on the south side of Liberty Drive was prepared for development and has remained in this state since the original General Plan Development (GPD) that was prepared for the overall park in 1999. This 25.4 acre site includes the prominent storm water detention pond that is anchored on the south by existing developments on West Park Place. The JA site development will be focused on a portion of the parcel that occupies 5.022 acres of land beginning at the north bay of the detention pond and continuing east.

The adjacent and parcels to the south are existing commercial developments supporting office, community financial services, hotels and restaurants. Several parcels to the north have also been developed for office and hospitality uses.

Junior Achievement is the world's largest organization dedicated to educating students about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs. This facility will house the JA's BizTown program as well as staff that support all the programs JA offers in classrooms across Southeastern Wisconsin. BizTown encourages students to learn about the free enterprise system through active participation in a simulated town. With a variety of hands-on activities, students realize the relationship between what they learn in school and their successful participation in a simulated economy.

This 43,900 square foot two-story facility will contain learning areas for Biztown and its middle-school equivalent Finance Park. Training rooms used for volunteers and staff will also be leveraged for broader community use during JA's off season, which aligns with summer recess of the school year calendar. Staff offices and support spaces round out the remainder of the programmed uses.

The design of the building and the site will accommodate and future single story expansion of no more than 12,500 square feet that would house another Biztown module and supporting services. The footprint of the future expansion falls roughly on the employee parking as indicated in plan. Displaced and additional parking will be accommodated in the future parking field as indicated.

Building materials are anticipated to be unit masonry wall construction with composite metal panel accents and storefront glazing systems with clear or subtly tinted grey glass. Wood composite timber framing will accent the entry and canopy areas and anchor the southern elevation at the gathering space.

Junior Achievement is looking forward to becoming a steward of the site. With a LEED accreditation as the goal, the team has integrated many sustainable concepts into the planning from the landscaping through energy and water consumption, building system designs and potentially tapping renewable energy resources to help reduce the buildings carbon footprint.

#### Storm Water Management

The quantity and quality of storm water drainage from the site will be addressed through the use of existing park infrastructure, in compliance with City requirements. The use of “Green Infrastructure”, such as pervious pavements, rain gardens, and bio-infiltration basins, will be evaluated for applicability during the site design process.

### **III. Compliance with 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:

A. Size (295-907.2.c-1-a.)

See Exhibit A

B. Density (295-907.3.c.)

Not applicable.

C. Space Between Structures (295-907.3.d.)

Not Applicable

D. Setbacks (295-907.3.e.)

Proposed standards for façade and landscaping treatments for street edges within the site were established in the GPD. The setbacks are defined by the zoning of the adjacent parcel.

Building setbacks on Liberty Drive are 25'-0" as indicated on page 7 of the 1999 GPD, Minimum Setbacks and Spacing, paragraph A.

Surface Parking – Primary is defined as the areas of surface parking adjacent to the right-of-way. These areas will receive landscape treatments as specified in III.E, below, which will generally include regularly spaced trees and a continuous base of shrubs.

Surface Parking – Secondary, is defined as the areas of surface parking adjacent to adjoining properties. These areas will receive landscape treatments as specified in III.F and III.H, below. Open space areas adjacent to the right-of-way and adjoining properties will receive landscape treatments as specified in III.F and III.H, below.

E. 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 surface parking and circulation facilities will be comprised of regularly spaced trees and continuous base shrubs, and may include fencing that will create a barrier, but not be a visual screen. Plantings will create a continuous edge of plants, but the eye level zone will be mostly open, to allow for surveillance between parking lots and streets. Facilities such as mechanical equipment or enclosures, dumpsters, and other trash collection equipment, will be screened per Section 295-405.1.b-7, Type “G” Landscaping (object screening), wherever these facilities are visible to the public. 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.

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

Open spaces are shown on Sheet DPD-5. Open spaces will include facilities for storm water management, pedestrian circulation, including paved paths; 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. Landscaping and screening in open spaces will be maintained so as not to create a nuisance or hazardous condition.

G. 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 Sheet DPD-5. Adequate access for pedestrians and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and will be adequately screened.

H. 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). Surface parking and circulation facilities will be landscaped and screened as specified in III.E above. Open spaces will include the uses and related landscape standards as specified in III.F, above. Landscaping shall meet or exceed 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 295-405.1.c-8.

I. 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, or light escape to nearby residences.

J. Utilities (295-907.3.k.)

A new transformer is anticipated and will be installed adjacent to building and will be screened from view. Other utilities shall be screened within the enclosure adjacent to the loading facilities.

K. Signs (295-907.3.l.)

Per the 199 GPD guidelines; the Entrance signs will be a monument sign, located on the east side of the west curb cut. They will have a approximate 2-foot tall masonry base, an approximately 10-foot long, 5 foot high sign panel (maximum of 50 square feet), two sided, metal, internally lit sign.

There will also be a secondary sign located at the main entrance as a ground sign approximately 24 square feet. An additional building sign of a maximum of 20 square feet shall be located on the building near the main entrance as well.

There will be directional monument signs at key locations around the site. There will be a maximum of 4 primary and secondary directional signs, with a maximum sign area of 12 square feet. These signs may be internally or externally lit and will be used to identify parking designations, materials management and pedestrian entrances. There will be decorative lighting features, designed as bollards or lanterns, installed along walkways. There will be a maximum of 10 ground-mounted bollards or lanterns. Maximum height of the bollards or lanterns will be 15 feet. Lanterns and bollards may support additional banner signage attached to the fixtures.

L. Survey (295-907)

The ALTA/ACSM Land Survey, Sheet DPD-2 shows the property lines. The proposed Project Boundary Description Sheet DPD-3 shows the topography.

**IV. 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. JA, 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 JA nor the City of Milwaukee can predict how the plans set forth herein may unfold in their implementation. In recognition of this fact, and acknowledging the need to maintain flexibility of plans to be modified for particular circumstances, JA will retain the right to make minor modifications to the DPD at any time. However, in no event, will any modifications undertaken by JA cause any of those effects sets forth in Section 295-907.2.i-1 through 7, without submittal of a revised DPD plan.

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

**V. “STATISTICAL SHEET” INFORMATION**

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.

**EXHIBIT A****DETAILED PLAN DEVELOPMENT STATISTICAL SHEET**

11111 W. Liberty Drive

2.c-1-a	Gross Land Area of site	218,758	sf	5.022 ac	
2.c-1-b	Maximum allowable land coverage by principal buildings	65,627	sf	1.507 ac	30.0 percent of total
	Project as designed	32,800	sf	.753 ac	
	Project with expansion	45,300 (max)	sf	1.033 ac	
2.c-1-c	Maximum amount of land devoted to parking, drives	65,627	sf	1.507 ac	30.0 percent of total
	Project as designed	47,574	sf	1.092 ac	
	Project with expansion	66,824	sf	1.534 ac	
2.c-1-d	Minimum amount of land devoted to landscaped green space	87,503	sf	2.009 ac	40.0 percent of total
	Project as designed	138,384	sf	3.177 ac	
	Project with expansion	106,634	sf	2.448 ac	
2.c-1-e	Total area devoted to non-residential Uses	218,758	sf	5.022 ac	100 percent of total
2.c-1-f	Proposed number of buildings	1			
2.c-1-g	Dwelling Units per building	Not applicable			
2.c-1-h	Bedrooms per unit	Not applicable			



2.c-1-i	Parking spaces provided	103	Surface as designed
		0	Structured
		<u>61</u>	<u>Surface with expansion</u>
		164	Total (1 per 400sf req'd min.)
		3.88	Number of cars/1,000 gsf of building area as designed
		2.91	Number of cars/1,000 gsf of building area with expansion

**EXHIBIT B**  
 DETAILED PLAN DEVELOPMENT SITE PHOTOGRAPHS





