

File No. 100874

**NATIONAL HERITAGE ACADEMIES
MILWAUKEE SCHOLARS CHARTER ACADEMY**

**DETAILED PLAN DEVELOPMENT
PROJECT DESCRIPTION AND OWNER'S STATEMENT OF INTENT
November 19, 2010**

I. COMPONENTS OF DETAILED PLAN AND SUPPORTING MATERIALS

The National Heritage Academies (NHA) requests that the zoning of the property at 6900 West Florist Avenue, more particularly identifies as Lot No. 1 of C.S.M. No. _____ be changed from an Industrial-Light (IL1) District to a Detailed Plan Development (DPD) District in accordance with this submission. A draft of the CSM is attached.

This Statement of Owner's 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
DPD-2	ALTA/ACSM Land Title Survey – Existing
DPD-3	Proposed Project Boundary Description
DPD-4	Building and Parking Site Plan
DPD-5	Perimeter Façade Standards
DPD-6	Proposed Utility Plan
DPD-7	Proposed Grading Plan
DPD-8	Proposed Landscape Plan
DPD-9A	Proposed Signage Plan
DPD-9B	Proposed Signage Details
DPD-10	Proposed Building Elevations

Exhibit A Statistical Sheet

Exhibit B Site Photographs

Draft CSM

II. OVERALL DEVELOPMENT CONCEPT

Existing Conditions

The site is located on a vacant 28 acre tract of land owned by Holy Cathedral Church of God in Christ. The parcel was formerly farmland, although the farmhouse and any associated outbuildings are no longer present. The adjacent properties to the east and west are large parcels with active industrial uses. There is a wooded area, electric transmission lines, and industrial uses to the north. To the south is a well established residential neighborhood known as Havenwoods.

The 7.9-acre site, to be rezoned to a DPD is moderately sloped towards the southeast corner, along West Florist Avenue. The site is currently open field with uncontrolled storm water runoff and no established curb cut locations. There are no significant trees or natural features. Public utilities are present in West Florist Avenue.

General Intent

The Holy Cathedral Church of God in Christ has future plans to construct a new facility on the westerly 10 acres of their 28-acre parcel. They are selling the middle 7.9 acres to the National Heritage Academies (NHA) for construction of the proposed Milwaukee Scholars Charter Academy. This DPD is for the 7.9 acres, which is Lot 1 of CSM No. _____. The Church is submitting a GPD for rezoning of the 8.1-acre parcel to the east, which will be Lot 2 of the CSM, and will be retained by the Church for future development. The proposed use for the 7.9-acre parcel would be as a School, Elementary or Secondary, as defined under Section 295-203.3.b.

NHA is a nationwide operator of K-8 public charter schools. Founded in 1995, NHA currently partners with 67 schools in eight states and serve more than 42,000 students. NHA's charter in Milwaukee is authorized and supported by the University of Wisconsin-Milwaukee.

NHA is comprised of a team of more than 3,500 professionals who embrace responsibility for student learning and are aligned in their commitment to work toward a common vision: to better educate more children.

Charter schools are public schools run by independent boards of directors, which receive their charters through state chartering authorities or local education districts. They receive funding on a per pupil basis from the state and thus, like public schools remain tuition free to the

student and families. Charter schools are typically free to hire their own staff, develop their own curricula, and set their own educational objectives and methods of operation. As public schools, charter schools must admit any student who applies, usually on a first come, first served basis. The charter school must also adhere to all existing educational, health, and safety regulations. Each charter is accountable to a school board, the chartering authority, the State Department of Education and the parents who exercise the power of choice.

NHA's no-cost education recognizes each child as an individual who deserves to be taught that way. NHA is a school that holds values as high as academics, while realizing that parent involvement is essential. NHA is here to deliver on the promise of every child by offering a different kind of education in a different kind of school.

Every day our students have the opportunity to experience something revolutionary – the feeling that their school was made just for them. At NHA, they not only see this potential for impact – they make it a reality.

The NHA program not only supports State Standards, but provides a college opportunity approach that delivers the specific knowledge and skills students are expected to master in each subject area, at each grade level.

The DPD will encompass a K-8 public elementary school building, a parking lot, storm water management facilities, playfields, a play area with play structures, and a temporary marketing trailer. The building will be one story, having a maximum gross square footage of 55,000 square feet, with a maximum height of 40 feet. The temporary marketing trailer will be a maximum of 24 feet long by 8 feet wide, and will include the signage described in III.K, Signs, below.

The school will initially open with kindergarten through 5th grade. The 5th grade students will progress through to the 8th grade, resulting in full occupancy of the facility within three years of opening. Full occupancy is 710 students, and 65 teachers and staff. There may be a future addition of two classrooms for NHA's "Young 5's" program.

The academic calendar is consistent with the typical public school schedule, with the school year beginning in early September and ending in early June. NHA has a school day of 7 hours, which is longer than typical public school programs. It is expected that a large percentage of the students will arrive by car, which is why substantial parking and queuing areas have been provided. The site has been laid out to facilitate the drop-off and pick-up process, and to ensure the safety of the students by providing direct access to outdoor facilities without crossing vehicular travel paths.

The NHA program is based on creating an elementary school experience that is compatible with the residential experience of the student population. The program focus is on quality of education and seeks to avoid ostentation or institutional feel. The construction quality and feel is to be similar to and compatible with that of home construction to establish a personal and human scale feel for the students. All materials are to be selected with respect to sustainable design practices. The design result should be an exceptional transitional fit between residential

and church / private professional office site uses. It should provide an inviting and safe place for its users and neighbors.

The building is situated to respect both the surrounding community experience and on-site safety. Setback of the facility is similar to nearby buildings and no parking is located between the building and the street. The street façade varies in plane and offers a changing series of views to passersby. The entrance is clearly apparent from the street while allowing for on-site traffic circulation to accommodate safe student drop off and pick-up activities at the beginning and end of the school day. Playgrounds are located away from the street, adjacent to the building and separate from parking and traffic flow. Parking areas are broken down with green space islands to reduce heat island effect, assist with storm water management and provide opportunities for natural growth and visual interest.

Exterior materials are of residential scale and feel and intended to have a timeless quality and appearance. This is intended to help students feel at home. The specific materials proposed are as follows: Walls will have a brick or cultured stone base with simulated stone cap and a board and batten siding above. Select areas and locations near doors will have additional masonry accent for durability and compositional interest. Roof material will be asphalt shingles with occasional standing seam metal roof accents.

Landscaping for the site for the site would meet City Ordinances as further described in III.H. Storm water runoff from the site will be managed in accordance with the City's Storm Water Ordinance. The site design will endeavor to include Low Impact Development (LID) storm water management Best Management Practices (BMPs) where practical and feasible. This could include such measures as, rain gardens, and pervious pavements.

Primary access to the site will be from West Florist Avenue, at two driveways. Signage will indicate that one driveway is for entrance only, and one is for exit only.

The NHA program includes an active marketing and enrollment component that is housed in a temporary on-site trailer. The trailer, which will be used during construction of the building, and for several years after opening, will house office space and enrollment facilities.

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.b-1-a through b-1-d.)

See Exhibit A

B. Density (295-907.3.c.)

Not applicable.

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

The location of structures in the DPD complies with the applicable provisions of the Wisconsin Administrative Code, ILHR Chs. 50-65.

D. Setbacks (295-907.3.e.)

Proposed standards for façade and landscaping treatments have been established for street edges within the development. The setbacks are defined below for each façade treatment. Refer to Sheet DPD-5 for the location of the treatments.

Principal Façade is defined as the public façade designed in accordance with the City of Milwaukee Urban Design Guidelines. The Principal Façade areas will have a setback from the property line of a maximum of 130 feet. The Principal Façade areas will have pedestrian entrances designed for the public. The Principal Façade areas will have landscaping and streetscape treatments designed to enhance the pedestrian experience. This could include decorative pavements, special lighting, trees, planting beds, benches, and directional signage. There may also be canopies and seating areas at the entrances and parking drop off areas. The Temporary Marketing Trailer shall be allowed within the Principal Façade setback area.

Secondary Façade is defined as the area not generally exposed to significant public contact. Secondary Façade areas will be associated with the back of the building areas, utilities, and materials management facilities, facing the interiors of the project site. Pedestrian access points will not be used by the public, except for access to the recreational facilities. The Secondary Façade areas will have a minimum setback from the property line of 25 feet.

E. Screening (295-907.3.f.)

Urban Landscape Treatment will be used as a landscape buffer along all streets. 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-4. Open spaces will include facilities for storm water management, playgrounds and athletic fields, pedestrian circulation, including

sidewalks, paved paths and seating areas; landscaped and garden areas with walls and fencing; informational 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.

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-4. Adequate access for pedestrians and private vehicles shall be provided. Parking and loading facilities shall be located near the uses these facilities support and will be adequately screened. Facilities for the proper storage of bicycles will be provided in accordance with Section 295-403-2-c. A minimum of one bicycle parking place will be provided for each 2000 square feet of building floor area.

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 and site 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.)

New transformers and substations will be installed within buildings or will be otherwise screened from view. All utility lines to provide electric power, telephone services, and cable television or communications systems lines or cables shall be installed underground in easements, where feasible.

K. Signs (295-907.3.l.)

The signage program for the site may include a Main Entrance sign, directional signs, identification signs, decorative lighting features, pole mounted signs, temporary office and enrollment signs, and canopy signs.

The Main Entrance sign will be a monument sign, located on the north side of W. Florist Street. It will have a 1-foot tall masonry base, a 6-foot long, 5-foot high sign panel (maximum of 45 square feet), two sided, metal, externally and/or internally lit; and include a manually changeable message board with three lines of 4-inch text, with a hinged, locked vandal-proof cover. Only letters and logos will be illuminated.

There will be directional monument signs at key locations around the site. There will be a maximum of 10 primary and secondary directional signs, with a maximum sign area of 24 square feet. These signs may be internally or externally lit. Signs may be located in the right of way, or off-premise, subject to City approval. Only letters and logos will be illuminated.

There will be parking lot, and freestanding identification signs. There will be a maximum of four monument parking lot signs; and four monument freestanding identification signs, for facilities such as employee entrance and materials management. Monument style signs will have a maximum area of 24 square feet. These signs may be internally or externally lit. Monument signs may be located in the right of way, or off-premise, subject to City approval. Only letters and logos will be illuminated.

There will be pole mounted signs, for directional and other information, that may serve other functions, such as decorative lighting, flag poles, and displays. There will be a maximum of six pole mounted signs, with a maximum height of 12 feet. Pole mounted signs may be located in the right of way, or off-premise, subject to City approval.

There will be signs for the temporary marketing trailer, and a temporary office and enrollment sign, located within the Principal Façade setback area. There will be three signs on the temporary marketing trailer, to include a 4-foot by 4-foot sign on each side, and a 8-foot by 8-foot sign on the front. There will be post mounted temporary office and enrollment sign, with two faces angled toward the street so that it is visible from both directions. The sign faces shall each be 4-feet high by 8-feet wide, and will not be illuminated.

The signage program is shown on Sheets DPD-9A and DPD- 9B.

L. Survey (295-907)

The ALTA/ACSM Survey, Sheet DPD-2 shows the property lines and the topography at 1-foot intervals for the DPD site, and the adjacent GPD site, before approval of the Certified Survey Map that creates the DPD parcel as Lot 1 of CSM No. _____.

M. Permitted Uses

The permitted uses are as a School, Elementary or Secondary, as defined under Section 295-203.3.b. There would be facilities on the site that support and compliment the principal use, such as recreational facilities and playgrounds, and including a temporary marketing trailer for use during and after construction for the purpose of office and enrollment.

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. NHA, 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 NHA 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, NHA will retain the right to make minor modifications to the DPD at any time in accordance with applicable provisions in the City zoning code.

Minor improvements of the site may be allowed without resubmittal and approval of the DPD, based on DCD staff review.

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
NATIONAL HERITAGE ACADEMIES
MILWAUKEE SCHOLARS CHARTER ACADEMY

2.b-1-a	Gross Land Area	344,261 sf	7.90 ac	
2.b-1-b	Maximum Amount of Land Covered by Principal Buildings	<u>75,000</u> sf	<u>1.72</u> ac	<u>21.8</u> percent of total
2.b-1-c	Maximum Amount of Land Devoted to Parking, Drives and Parking Structures	<u>150,000</u> sf	<u>3.44</u> ac	<u>43.6</u> percent of total
2.b-1-d	Minimum Amount of Land Devoted to Landscaped Green Space (including walks)	<u>75,000</u> sf	<u>1.72</u> ac	<u>21.8</u> percent of total
2.b-1-e	Total Area Devoted to Non-Residential Uses	<u>344,261</u> sf	<u>7.90</u> ac	<u>100</u> percent of total
2.b-1-f	Proposed Number of Buildings	<u>1</u>		
2.b-1-g	Dwelling Units Per Building	Not applicable		
2.b-1-h	Bedrooms per Unit	Not applicable		
2.b-1-i	Parking Spaces Provided	<u>165</u> Surface		
		<u>0</u> Structured		
		<u>165</u> Total		
		<u>2.20</u> Number of cars/1,000 gsf of building area		