File Number: 150462

Freshwater Plaza (1st & Greenfield) – Phase I

1st Amendment to Detailed Planned Development Project Description & Owner's Statement of Intent Amendment 8/7/2015

I. Components of Detailed Plan Development and Supporting Materials

Wangard Partners Inc. request that the properties at 1212 S. 1st St., 1278 S. 1st St., 1320 S. 1st St., 111 E. Scott St., 125 E. Scott St., 1233 S. Barclay St., 1236 S. Barclay St., 1277 S. Barclay St., 1278 S. Barclay St., 200 E. Greenfield Ave, and 224 E. Greenfield Ave. be granted approval for **an amendment to the** Detailed Planned Development (DPD) for phase I development in accordance with this statement. **The original DPD for Phase I file number 141113 was approved by common council on December 16 2014.** Future phases will require amendments to the DPD.

This DPD proposes the construction of Phase I of The Freshwater Plaza Development. This phase includes the development of a grocery store and accessory parking located on Lot 1 and a portion of Lot 3 as identified on the Site Plan (C100). The second building, which is part of Phase I, is a 4-story mixed use building and accessory parking which will be located on Lot 3 as identified on the Site Plan (C100) as well. Additional features of Phase I will include a main entry drive to the site off of 1st St. and extending a drive to connect vacated S. Barclay St. to E. Greenfield Ave. Phase I will also include a bicycle path that connects the development to the KK River Trail. These statements, together with the accompanying plan sheets and related materials identified below constitute and support the Detailed Planned Development:

	Cover Page
A001	Location Map
C001	Site Survey
C002	Site Preparation and Erosion Control Plan
C100	Site Plan
C101	Site Plan-Bike Racks
C200	Overall Grading Plan
C201	Grading Plan
C202	Grading Plan
C300	Utility Plan
C400	Erosion Control Details
C401	Details
C402	Details
C403	Details

C500	Photometrics
L100	Landscape Plan
L101	Landscape Plan
L200	Landscape Details
A002	Architectural Site Plan Phase I
A003	Phase I Parking Diagram
A004	**Exterior Images**
A100	**Mixed Use Building - Floor Plans**
A200	**Mixed Use Building - Elevations**
A201	**Mixed Use Building - Exterior Images**
A-1.0	**Grocery Store - Floor Plan**
A-1.1	**2nd Floor Plan**
DE-1	**Grocery Store - Elevations**
DE-2.0	**Grocery Store - Front View From SW**
DE-2.1	**Grocery Store - Front View From NW**
A400	Site Photos

Description of amendment to Statement of Intent:

Changes have been highlighted in bold and underlined text

- **In section I. Components of Detailed Plan Development and Supporting Materials, drawings that have been updated have been highlighted.**
- **In section II. Overall Phase I Site Information, the Parking ratio per unit has been updated due to structural constraints, mechanical requirements and the required ramp angle became too steep to park on.**
- **In section III. Uses, the number of multi-family dwelling units has been updated.**
- **In section V. Mixed Use Building (Lot 3), the unit mix table has been updated.**
- **In section VI -1. Compliance with Standards – Uses, the number of multi-family dwelling units has been updated.**
- **In section VI -3. Compliance with Standards – Density, the dwelling unit per acre and square foot per dwelling has been updated.**
- **In section VII. Site Statistics, the dwelling unit per acre, square foot per dwelling, unit mix and parking ratio for the residential have been updated in the table.**

Description of amendment to drawings:

Cover: The cover image has been updated.

A004: Both exterior images have been updated. The changes include:

- **Additional units at the 4th floor.**
- **Removal of sunshades on the corner units along Greenfield.**
- **Change from steel lintels to metal panel above storefront along Water Street.**

A100: All floor plans and data charts have been updated. The changes include:

- **Removal of parking spaces to accommodate steeper ramp and structure.**
- **Additional units shown on level 4.**
- **The unit mix and concept data charts have been updated to reflect the additional units and reduced parking count.**

A200: All elevations have been updated. The changes include:

- **Additional units at the 4th floor.**
- **Removal of sunshades on the corner units along Greenfield.**
- **Change from steel lintels to metal panel above storefront along Water Street.**
- **Additional windows on the East elevation to accommodate a bedroom in the unit at that location.**

A201: All exterior images have been updated. The changes include:

- **Additional units at the 4th floor.**
- **Removal of sunshades on the corner units along Greenfield.**
- **Change from steel lintels to metal panel above storefront along Water Street.**

A-1.0, A-1.1, DE-1, DE-2.0, DE2.1:

- **The drawing that were submitted in the original DPD submittal of the grocery store were inadvertently outdated drawings that were not approved. The approved drawings dated December 12, 2014 have been attached to this amendment. There were no changes made to the approved drawings.**

II. Overall Phase I Site Information

Phase I will include all of Lot 1 and a portion of Lot 3 as identified on sheet C100. Lot 1 includes a one story grocery store located in the Northeast corner of the site and the adjacent accessory parking. This Phase also includes the main entry drive off of 1st Street as well as the drive that extends vacated S. Barclay St. to E. Greenfield Ace. The bike path that connects the site to the KK River Trail is included in Phase I as well.

The portion of Lot 3 that is included in Phase I is the 4-story mixed use building and the adjacent accessory parking. This building is located at the Southwest corner of Lot 3, just north of the future water feature as identified on the Site Plan (C100). Development on Lot 3 also includes a plaza at the Southwest corner of the site, adjacent to the mixed use building. The portion of Lot 3 not included in Phase I is the one story retail building located on the Northwest corner of Lot 3 along 1st Street and the adjacent parking as indicated on the Architectural Site Plan (A002).

The remainder of the unpaved development site during Phase I will be seeded with low-mow fescue. During Phase I the parking ratio for the grocery store on Lot 1 will be 3.65/1000. The parking ratio for Retail A in the mixed-use building on Lot 3 will be 3.65/1000. The parking ratio for Retail B in the mixed-use building on Lot 3 will be 3.25/1000. The Parking ratio for the residential in the mixed-use building on Lot 3 will be **0.80** cars per unit. **The parking ratio for the residential in the mixed-use building on Lot 3 in the original submittal was 1.01 cars per unit.**

Parking Data Phase I					
Use	Gross SF	Max. Pkg. Ratio	Max. Pkg.	Actual Pkg.	Actual Pkg. Ratio
Grocer	46,280	3.50	162	169	3.65
Retail A	9,500	3.50	33	32	3.37
Retail B	6,500	3.50	23	20	3.08
Total	**62,280**		**218**	**221**	

Note: see Phase I Parking Diagram for boundaries of parking fields.

III. Uses

Lot 1: The building on Lot 1 will be a grocery store with Outdoor seasonal sales. An accessory use parking lot and recreation trail would be located adjacent to the grocery store.

Lot 3: The building on Lot 3 will be a 4-story mixed use building. The top 3 floors will be approximately **76 (an increase of 4 units from the original 72 to the revised 76)** multi-family dwelling units. The ground floor will have the following allowable uses: (i) secondary educational, (ii) general retail establishment, artist studio, (iii) medical office, medical research laboratory, (iv) personal service, business service, catering service (v) tavern restaurant sit-down, Restaurant fast-food/carry-out, (vi) health club, (vii) research and development, (viii) parking lot accessory use, (ix) parking structure accessory use.

IV. Grocery Store (Lot 1)

The grocery store has been located in the Northeast corner of the site along the rail road tracks. Placing the grocery store deeper into the site allows for visual access from S. 1st Street to the parking, making for a more secure environment. The one story grocery store will be constructed of masonry, glass and steel. It measures approximately 260 feet wide by 188 feet deep. It will have a gross square footage of approximately 46,200 square feet. It is set back from the Northern edge of Lot 1 by approximately 21.8 feet. It's set back from the East edge by approximately 1.2 feet. It's set back from the south edge by approximately 13.9 feet. The grocery store is an approximately 34 foot tall structure designed with an urban character and has ample fenestration on the front Western edge (see plan sheet DE-1 & DE-2). Loading for the

grocery store will be accomplished with a 2 bay loading dock located on the North side of the building set back from the front façade approximately 85 feet. Bike parking for employees will be provided inside the building. Public bike parking will be provided on the Southwest corner of the building. Storage for grocery carts within the parking lot will be provided via cart corrals as noted on the Site Plan (C100). The grocery store will also have outdoor sales for seasonal markets located on the sidewalk in front of the store or in the accessory parking lot.

V. Mixed Use Building (Lot 3)

The 4 story mixed use building has been designed to define the street edge of S. 1st Street and E. Greenfield Avenue. The L shaped building measures approximately 162 feet by approximately 288 feet. It will have a gross square footage of approximately 104,415 square feet. It's set back from 1st Street 10 feet to allow for a series of stairs to accommodate an approximate 1.48 foot grade change form water street to the finish floor. It's set back from Greenfield Avenue 40.7 feet to accommodate the water feature. It is an approximately 51 foot tall structure. The intersection the building is carved out to create a node that terminates the future water feature into a place rather than simply ending into 1st Street. A passage is cut through the building to connect the future water feature to the parking to the North. Access to the residential lobby will be placed at this passage. Access to the parking below the building is from the East. For the residents, bike parking will be provided at the underground parking level at the end of each parking stall. Public bike parking will be provided at the Southwest corner of the lot. The building is designed with high quality materials of masonry, precast, metal panel, steel and glass. Main entrances from public streets will not be secured doors. On the facades facing the parking lot the storefront glass may contain up to 50% spandrel glass to accommodate back of spaces for the retail. The facades facing 1st Street and Greenfield Avenue will have transparent glass. The composition relates to the industrial neighborhood without trying to copy its historic nature (see plan sheet A200 & A201). A bike share component will be located in a highly visible location along Greenfield Avenue. It is anticipated that it will be installed during Phase I.

The floor plan mix is as follows (see plan sheet A100):

(**6**) Micro Units **(an increase of 3 units from the original 3 to the revised 6)**
(**15**) Studios **(an increase of 1 units from the original 14 to the revised 15)**
(46) 1 Bedroom Units
(9) 2 Bedroom Units
(**76**) Total Units **(an increase of 4 units from the original 72 to the revised 76)**

VI. Compliance with Standards

The proposed DPD development complies with the standard prescribed by section 295-907 of the Milwaukee Code of Ordinances.

1. Uses: The building on Lot 1 will be a grocery store. On Lot 3 the building will be a mixed use building. The top 3 floors will be **76** multi-family dwelling units. The ground floor will have the following allowable uses: (i) secondary educational, (ii) retail establishment, artist studio, (iii) medical office, medical research laboratory, (iv) personal service, business service, catering service (v) tavern restaurant sit-down, Restaurant fast-food/carry-out, (vi) health club, (vii) research and development. The site will also include the following use: parking lot accessory parking.

2. Design Standards: (except for Phase 1 grocery store and corner mixed use building) Design standard will comply with the standards outlined in the Freshwater Plaza General Planned Development File Number: 141111.

3. Density: The density of Phase I Lot 1 will be 46,200 SF, The density of Phase I Lot 3 will be 16,000 SF for the retail and 8.52 d.u./Acre or 5,113 SF/d.u. for the Residential The total density of phase I will be 62,000 SF for the retail and **22.5 d.u./Acre** or **1,932 SF/dwelling** unit for the residential. **The original submittal stated the density as 8.52 d.u./Acre or 3,294 SF/dwelling unit for the residential in error.**

4. Space between Structures: The space between structures is greater than required by building code.

5. Setbacks: The grocery store is set back from the Northern edge of Lot 1 by 21.8 feet. It's set back from the East edge by 1.2 feet. It's set back from the south edge by 13.9 feet. The mixed-use building is set back from 1st Street 10 feet to allow for a series of stairs to accommodate an approximate 1.48 foot grade change form water street to the finish floor. It's set back from Greenfield Avenue 40.7 feet to accommodate the water feature.

6. Screening: Raised Planters are used to screen surface parking. Trash containers will be screened with enclosures constructed of masonry or concrete. Rooftop units will be screened from view.

7. Open Space: Phase I of the Freshwater Plaza Development does not have a public open space. Future phases will be seeded with low-mow fescue.

8. Circulation, Parking, and Loading: The Site Plan of the project allows for ample vehicular and pedestrian access into the site. A new access drive extends vacated S. Barclay through the site with pedestrian access on both sides. Perpendicular to S. Barclay, another access drive allows for access into the site from S. 1st Street, connecting S. Barclay with S. 1st Street. These access drives have been designed to be more like urban streets rather than driveways. They are wider than typical drives with sidewalks and street trees flanking each side. Pedestrian access to the mixed use building is provided from both S. 1st St. and E. Greenfield Ave. The KK River Trail is a bike path that runs adjacent to the site along the railroad tracks. A path has been created in between the parking deck and grocery store to allow for a connection to this trail. A bike share

component will be located in a highly visible location along Greenfield Avenue. It may be installed during Phase I. Loading for the grocery store will be accomplished with a 2 bay loading dock located on the North side of the building set back from the front façade approximately 85 feet. Access to below grade parking for the mixed use building is from the East end of the building.

9. Landscaping: The site landscape is based on the use of natural species of low-maintenance. All vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement. Landscape plans have been provided.

10. Lighting: All parking area lighting for commercial spaces is intended to minimize glare onto adjoining properties. Exterior lighting will conform to the Illuminating Engineering Society Standards and City of Milwaukee Ordinances. Standard Milwaukee Harp Street Lights will be used at Street edges (See cut-sheets of site lighting & plan sheet C400).

11. Utilities: The placement of above ground utility infrastructure will be limited. Where it is not possible or practical to place electrical transformers below grade, it will be placed on the site in such a manner as to limit the visual impact from the street which would include landscape screening. The developer will work with the DCD staff to coordinate the location and screening of such infrastructure. Existing utility poles will be removed and the associated service will be placed below grade and grouped with the new utility services where possible.

12. Signs: All building signage will be in accordance with the Milwaukee Code of Ordinances (table 295-605-5 LB2 type A) which will include a building identification sign for the mixed-use building. This building identification sign **(included in Phase I)** will be limited to an area of 100 sf. Up to 4 temporary signs would be placed along S. 1st St. at the South and North sides of the site during construction. The maximum size would be 4'x8'. The signs would be screen printed on plywood or vinyl and mounted to the site fencing. The signs would include renderings of the various projects and include text identifying project partners and financial contributors. Periodic signs for leasing and sale would also be used on a temporary basis. The project may include one rental sign located along the construction fence along S. 1St St. which would not exceed 48sf and be made of screen printed vinyl or a similar material. When the mixed use building is complete, a banner sign for leasing may be placed on the Northwest corner of the building which will be removed within 12 months of substantial completion of the mixed use building. This sign would be made of the same materials as the sale and leasing sign and not exceed 100sf.

VII. Site Statistics

Phase I Lot 1 (Grocery Store & Parking)		
Gross Land Area	146,842 SF	100%
Area of Government Lot 5	19,975 SF	
Land Covered by Principal Building	42,310 SF	29%
Land for Drives and Walks	89,242 SF	61%
Open Space	15,290 SF	10%
Density	Retail: 46,280 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Surface Parking Spaces	169	3.65/1000
Phase I Lot 3 (Mixed-Use Building & Parking)		
Gross Land Area	90,363 SF	100%
Land Covered by Principal Building	17,492 SF	19%
Land for Drives and Walks	57,033 SF	64%
Open Space	15,838 SF	17%
Density	Residential: **36.6 d.u** /Acres **Originally stated as 8.52 in error** Retail: 16,000 SF	
Proposed Number of Buildings	1	
Max. # of Units per Building	**76** **An increase of 4 units**	
Bedrooms per Unit	(**6**) Micro (**15**) Studios **Originally (3) Micros (14) Studios** (46) 1BR (9) 2BR	**1.1** BR/Unit **Originally 1.2BR/Unit**
Min. Covered Parking Spaces	**61** **Decreased by 11 Cars**	**0.80** Cars/Unit **Originally 1.00 Cars/Unit**
Min. Surface Parking Spaces	52	3.25 Cars/1000
Total Phase I		
Gross Land Area	237,205 SF	100%
Land Covered by Principal Building	59,802 SF	25%
Land for Drives and Walks	146,275 SF	62%
Open Space	31,128 SF	13%
Density	Residential: **13.9 d.u.** /Acres Retail: 62,280 SF	
Proposed Number of Buildings	2	

Max. # of Units per Building	**76**	
Bedrooms per Unit	(**6**) Micro (**15**) Studios (46) 1BR (9) 2BR	**1.11** BR/Unit
Min Covered Parking Stalls	**76**	**0.80** Cars/Unit
Min. Surface Parking Spaces	221	3.55/1000

Future Phases Temporarily Sodded

Gross Land Area	130,796 SF	100%
Land Covered by Principal Building	0 SF	0%
Land for Drives and Walks	0 SF	0%
Open Space	130,796 SF	100%
Density	0	
Proposed Number of Buildings	0	
Max. # of Units per Building	N/A	
Bedrooms per Unit	N/A	
Min. Covered Parking Spaces	N/A	
Min. Surface Parking Spaces	N/A	