

1701-1711 & 1717-1719 N. Humboldt Ave.
Detailed Planned Development
Project Description & Owner's Statement of Intent
File No. 150613

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Purpose:

Ogden Multifamily Partners, LLC requests that the zoning for the properties located at 1701-1711 and 1717-1719 N. Humboldt Ave. be amended from Local Business (LB2) and Two-Family Residential (RT4) to a Detailed Planned Development (DPD) in accordance with this submittal, allowing all uses currently permitted under LB2 for the existing building, until such time construction commences. This statement, together with the accompanying project description, drawings, and other related materials, constitutes the Detailed Planned Development.

I. Project Overview:

Ogden Multifamily Partners, LLC plans to develop the property into a mixed-use building consisting of 22 or 23 residential rental apartments, approximately 2,400 or 3,300 SF of commercial space at street level, with 15 underground parking spaces and 8 at-grade interior parking spaces. A minor modification or amendment may be necessary if the first floor residence becomes retail space, as the change will affect the elevations and site plan. The building will have an “L-shaped” footprint, matching the shape of the combined parcels, constructed along N. Humboldt Ave. and E. Brady St. Due to its being located in a designated historic district, the Project is designed to follow the guidelines provided by the City’s Historical Planning Commission. The developer also coordinated with the Brady Street Association, the BID, and the Alderman throughout the Project’s design process to date.

A. Developers and Partners:

Ogden Multifamily Partners, LLC (“OMP”) will be the developer of the Project. OMP’s three Principals, Peter Ogden, Jon Ross, and Jason Pietsch, possess a combined 70+ years of real estate development, ownership, management, and related experience, and are currently developing Sutter Creek, a 171-unit multi-phase apartment project in Brookfield, WI. OMP’s goal is to develop high-quality apartment projects that enhance the communities in which they are located.

Ogden & Company, Inc. (“Ogden”) will professionally manage the property. Ogden is a full-service real estate company, with the largest property management operation in Wisconsin, residential and commercial brokerage services, and development expertise. Ogden currently manages in excess of 9,000 residential and commercial units.

B. The Property:

The project consists of two parcels, 1701-1711 N. Humboldt and 1717-1719 N. Humboldt. The site totals to approximately 0.26 acres and approximately 11,500SF. The 1701-1711 N. Humboldt parcel is currently zoned LB2, and consists of a one-story, vacant commercial building. The 1717-1719 N. Humboldt parcel is currently zoned RT4, and is a vacant lot.

C. The Residents:

The Project will target “market rate” residents that are seeking an ideal, convenient urban location, in the heart of all that Brady St. has to offer, including coffee shops, restaurants, bars, a specialty grocer, shopping, and just a short walk to the lakefront, river walk, and downtown’s major employers and its

commercial and social activity. The Project will attract residents that seek a full-service apartment community with high-end finishes, on-site management, rooftop workout facility and community room, on-site bike storage, and other convenient amenities. The residents are expected to be a mix of young executives, service industry professionals, empty nesters, and retirees looking to enjoy an exciting urban lifestyle while at the same time being part of a unique and historic neighborhood.

II. Design Standards:

The below grade level consists of enclosed parking for residents, as well as bike storage. Grade level and above consists of two floors of residential apartment units above one floor of street level commercial space, a small lobby area for residents, and indoor parking. Approximately 880 square feet of first floor space along Humboldt Avenue will either be dedicated to a first floor walk-up apartment, or will be used as additional commercial space. The current Humboldt elevation contemplates that the space is used as a walk-up apartment, and if it is changed to commercial space, a minor modification to the DPD will be required to address the slight change to the exterior elevation. Specifically, the depth of the inset that accommodates the walk-up apartment's entrance would be reduced to be more in line with the other insets along the Humboldt elevation.

Permitted Uses – Residential: Multi-family dwelling.

Permitted Uses – Commercial: All permitted uses under LB2 zoning, including Limited Uses that qualify as permitted uses (by meeting the limited use standards) under the Limited Use Standards section of the commercial chapter of the zoning code.

A. Density:

The project will have up to 22-23 residential apartment units, equating to 500 (or 523) SF of lot area per dwelling unit, and approximately 2,400-3,300 SF of commercial space at street level.

B. Open Spaces:

An approximately 1,500 SF terrace for resident use will be located on the top floor, connected to the community room. There will be no public open spaces.

C. Parking, Loading and Circulation:

There will be 15 underground enclosed parking spaces (6 of which are tandem, resulting in 21 total spaces) for the residential apartment units. In addition, there will be 8 interior parking spaces behind the street level commercial space. All parking will be accessed from a single curb cut on the north end of the site along Humboldt Ave. This totals to a ratio of 1:1 parking spaces per residential unit (not including the tandem spaces), or 1.05:1, depending on the final use of the 900sf of first floor space along Humboldt Avenue. No off-street parking will be provided for the commercial space.

Trash and recycling, both for residents and commercial tenants, will be accessed from inside the building, and removed via the garage door along Humboldt, by the applicable trash removal servicer.

Vehicles entering the building can go to assigned spots in the upper or lower level via a speed ramp. A lobby for residents is accessed off of Humboldt. The secure lobby features intercom, mailboxes, and an elevator to circulate the building. Bicycle parking will be available for residents directly adjacent to the resident lobby along Humboldt and also in an interior bike room at the lower level. Bicycle parking will be available for commercial patrons just south of the retail space along Brady.

Move ins/outs for residents will occur interior to the building via interior at-grade parking area or underground parking area. A minimum of 6 interior bicycle parking spaces will be provided on site, which equates to 1 bicycle parking space for every 4 residential units and 1 visitor bicycle parking space for every 30 residential units. Additional bicycle storage will be provided to residents as needed.

D. Lighting:

Along Brady, exterior accent lighting will be used on the building to highlight the commercial space. Along Humboldt, exterior accent lighting will be used on the building to highlight the entry to the Resident Lobby. On the West façade, exterior up lighting will be utilized on the building to highlight the climbing green wall at the Dry Hootch Courtyard.

E. Signs & Signage:

Planned signage consists of the following:

- The address numbers will be peg-mounted and back-lit on the exterior inset lobby entry wall, along Humboldt, qualifying as Type "A" signage under LB2 zoning. Estimated square footage is approximately 25 ½ (3'0" x 8'6"). Material to be aluminum or metal.
- The project's name will be peg-mounted and back-lit on the lobby wall immediately north of the lobby entrance doors along Humboldt, qualifying as Type "A" signage under LB2 zoning. Estimated square footage is less than 10. Material to be aluminum or metal.
- Signage for future commercial tenant will be located on the glazing above door level at the SE corner of the commercial space, along both Humboldt and Brady (i.e., two signs), qualifying as Type "B" signage under LB2 zoning. Estimated square footage of each sign is approximately 7-8sf. Material may consist of etched glass or painted-on wall, or may be a projecting sign.
- Additional signage for future commercial tenant may include awning signs.
- A Monument Stone will be placed on the SE corner column of the building.

Final signage is to be approved by DCD staff, and may differ from what is described above.

F. Building Materials:

Building materials to consist of Cordova Stone Large format Masonry veneer at the base of the building, Modular Masonry Veneer on the Brady Street elevation and wrapping the corners, Clap Board Siding on the Humboldt Avenue elevation, Stainless Steel Metal Shingles – Zinc finish, Garapa - Wood Shutters, and custom profiled copings as accents (see elevations for detail). Clear storefront glazing will be used for the commercial space along Brady Street and wrapping the corner of Brady & Humboldt, and for the residential lobby space along Humboldt. A substantial portion of the commercial glazing along Brady Street will be "operable" (Nana-wall or sectional overhead garage doors).

G. Landscaping:

Landscaping will consist of manual edged planter beds along the building base on Humboldt. In addition, there will be some planter beds and green climbing trellis on the West façade abutting the Dry Hootch Courtyard.

H. Setbacks and Space Between Structures:

There will be a +/-10'-0" offset from the existing DryHootch building, East facade. There is a small garage on the West Property line of the parcel just North of Dryhootch. The new building's massing is offset 1'-6" from the property line and +/-5'-11" from the nearest point on the existing garage's South façade. On the Northern-most property line, the nearest building is a house which is +/-23'-0" away. On this North Property Line, the new building's massing is offset 1'-6" from the property line.

III. Statistical Information:

Gross Land Area:	11,500 SF, 0.26 acres
Maximum amount of land covered by principal buildings:	10,000 SF, 87% of total site
Maximum amount of land devoted to parking, drives, and Parking structures	8,000 SF below grade (70% of total site), 5,800 SF interior at-grade (50.4% of total site)
Maximum amount of land devoted to landscaped open space	100 SF (0.87% of total site)
Density ratio:	500 (or 523) SF of lot area per residential unit
Number of Buildings:	1
Number of Floors:	3 (maximum height - 44ft.--- tallest of the top facade)
Maximum number of dwelling units per building:	22-23
Bedrooms per unit:	Studio units = 4 1-br units = 14 2-br units = 4 Total BR's = 26 BR's per unit = 1.182
Parking:	15 Underground 8 interior, at-grade 23 total spaces

Parking ratio per unit:

1:1 (or 1.05:1)

Commercial Space:

2,400 – 3,300 SF