FN 110586
EXHIBIT A as of
10.25.11

HD development

September 6, 2011

NORTH AVENUE REDEVELOPMENT

GENERAL PLAN DEVELOPMENT
Project Description and Owners Statement of Intent dated April 19, 2006 and amended on September 6, 2011.

COMPONENTS OF GENERAL PLAN AND SUPPORTING MATERIALS
HD Development is seeking approval of this amendment to the approved GPD (FN 051671) dated April 19, 2006, as indicated below. The amended Owners Statement of Intent together with resubmitted sheet GPD-4, Proposed Site Plan, constitutes the proposed amendments to the original GPD. Generally, the amendment seeks to add the property located at 1132 East North Avenue to the general development plan, to reduce the number of buildings, reduce the amount of land covered by buildings, increase the area for drives and parking, increase the area for landscaped open space, reduce the residential unit density, and reduce the amount of parking.

Supporting Materials are as follows;
Revised Owners Statement of Intent dated September 6, 2011
GPD-0 COVERSHEET
GPD-1 VICINITY MAP
GPD-2 ALTA/LAND TITLE SURVEY (EXISTING)
GPD-3 PROPOSED SITE REDIVISION DIAGRAM
GPD-4 PROPOSED PROJECT SITE DIAGRAM
GPD-5 PICTURES OF SITE AND SURROUNDING AREA
GPD-6 PICTURES OF SITE AND SURROUNDING AREA

OWNERS REVISED STATEMENT OF INTENT AND PROJECT DESCRIPTION
North Avenue Redevelopment

OVERALL DEVELOPMENT CONCEPT
Introduction:
The multiple land parcels being requested to be rezoned is subject to a complex land swap and sale, which is anticipated to be completed at the end of April, 2006. Owners of the parcels being considered for rezoning are Direct Development, Readco LLC, The City of Milwaukee, and Milwaukee County. The lead developer is Todd Davies, HD Development Group, 5852 North Shore Drive, Milwaukee, WI, 53217, (414) 232-6500.

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Development of this parcel will occur in multiple phases. The first phase will be the construction of a student housing building for UWM (this building will be owned by the UWM Real Estate Foundation, and operated by the UWM Student Housing Department). This first phase will have construction occur between June 2006 and August 2007, with occupancy commencing in the fall semester of 2007. CapStone Direct Partners are the developers of the student-housing phase of the project. CapStone Direct Partners are submitting a Detailed Plan Development for the UWM Student Housing project concurrent with this General Plan Development submittal. The second phase will consist of the southern portion of Parcel 1. The addresses of the subject parcels are 1132, 1136, and 1164 East North Avenue which are bounded by North Avenue on the south, Commerce Street on the east, Walworth Street on the north, and residential parcels on the west. Development on this larger combined parcel will consist of residential units over ground floor enclosed parking and commercial/retail uses. Additionally, a bike trail connection between North Commerce Street and the Beerline Bike trail will be included in phase 2, the location of which is illustrated in the drawing exhibit GPD-4. The third phase will occur on the remaining northern portion of parcel 1. The address of the subject parcel is 2362 North Stanley Place and will consist of the re-use/redevelopment of an existing 3 story industrial building into residential units over second floor parking and ground floor commercial space. Both phases will include some on-site surface parking for residents and visitors. Phase 2 will commence in 2012 with completion and occupancy in 2013. Phase 3 is projected to commence in 12-24 months after the completion of Phase 2.

This will be a thoughtfully designed development. At the request of nearby residents, no pedestrian or vehicular connections between the upper neighborhood and Commerce Street, the bike trail, or the River will be pursued. The development will use natural resources respectfully, and has density, height, and quality of materials that are compatible with the existing context of the surrounding neighborhood. Zoning particulars for the General Plan Development have been based generally on the parameters for I -M zoning.

Overall project development factors:

1. The site development will follow the City of Milwaukee Urban Design Principals.
2. The site is a Brownfield redevelopment, where it is expected that contaminants will be found at a former industrial site and bulk oil distribution site. Environmental issues are being addressed as part of the redevelopment.
3. The site has significant topographic differential, ranging from elevation 675 at Walworth Street down to elevation 618 at the east property boundary, and down to 590 at the river edge.
4. The site is sporadically vegetated with scrub grass on flat lands and new growth brush and young common species tree on steeply sloped areas.
5. The main portion of the Sign Effects building on Stanley Place is the only existing structure that has development potential (the southern non-historic additions might be removed as

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part of the redevelopment). The partially under ground city garage building is dilapidated beyond repair, and has no characteristics that have development value.

6. The development is adjacent to an environmental corridor that encompasses the river edge.
7. The development will enhance pedestrian and bike access from North Avenue and Commerce Street to the river, existing soft paved trail, and proposed new hard bike trail.
8. The development will provide a paved trail connection to the existing Beerline Bike trail.
9. The development will include an extension of Commerce Street, which will terminate in a roundabout on the development site. There will be no vehicular connection to the upper neighborhood.
10. Development of city streets, sidewalks, street trees, building placement, and streetscape elements will be consistent with existing neighborhoods.
11. Stormwater will be managed to control rate of runoff and water quality. Stormwater will be routed to bio-swales located on site and to the existing combined sewer.
12. The development will include residential units, neighborhood commercial/retail on the ground floor of the building fronting onto North Avenue and the ground floor of the building located at 2362 North Stanley Place, and supervised student housing.
13. Parking for residential occupants will be accommodated by enclosed parking within the footprint of the building or by on-site surface lots. UWM is negotiating with owners of properties to the south of North Avenue for permission to lease additional student housing tenant parking spaces.

Site Development:

1. Commerce Street is a new city street with curb and gutter construction. It is 24' wide, with 2 drive lanes and 2 parking lanes (street parking will yield approximately 12 spaces). Commerce Street will terminate in a roundabout. Commerce Street will not connect to any streets to the north or west.
2. Internal driveway and surface parking will be constructed with curbs, gutters, greenways, bio-swales, and sidewalks to be aesthetically compatible with city streets in adjacent neighborhoods.
3. The development will have a combination of on street and off street parking for residents and retail patrons.
4. The development will have street trees and other landscape elements.
5. The development will have street lighting and lighting of pedestrian ways.
6. The development will have a paved connection for pedestrians and bikes.
7. The development will not provide a vehicular connection to the upper neighborhood areas to the north of the development site.
8. The development will not provide pedestrian and bike connections from the existing inner neighborhood through the new development to the bike path and river.

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Student Housing Building: Phase 1

1. See Detailed Plan Development submittal.
2. The student housing building has 5 stories exposed on the west side (52' + roof elements), and 6.5 stories exposed on the east side (75' + roof elements).
3. The UWM Real Estate Foundation owns the student housing building.
4. The student housing building is operated by the UWM Student Housing Department.
5. The student housing building has UWM Resident assistants and a Hall Director on site.
6. The student housing building has a food court, lounge, and laundry space in the building.
7. The student housing building has indoor bike and scooter parking.
8. The student housing building has indoor parking spaces for 58 cars, 18 bicycles, and 3 motorcycles.
9. The student housing building has access to public transportation as well as shuttle bus transportation operated by UWM.
10. The student housing building consists of 119 student units (475 beds), 11 Resident Assistant units (11 beds), and 1 Hall Director (2 beds).
11. The student housing building has a paved connection from the bike storage area to the bike path.
12. The student housing building has a green terrace connected to green space adjacent to the bike path.
13. The student housing building is a high quality brick, glass, and metal panel exterior design.

North Avenue Residential Housing Buildings: Phase 2

1. There will not be any buildings that front onto Walworth Avenue.
2. The North Avenue building will be 5 stories (60' + roof elements).
3. The North Avenue and Stanley Place will be residential developments with a ground floor commercial/retail use.
4. The North Avenue buildings will have enclosed car parking and outdoor surface parking lots.
5. The main entrance of the North Avenue building will face the North Avenue street frontage.
6. Exteriors will have quality decorative ground face masonry, glass, metal panel, cement board, or residential siding with an exterior design that will be compatible with the existing neighborhood flats and industrial buildings.

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Stanley Place Residential Housing Buildings: Phase 3

1. The Stanley Place building will have three stories added vertically to the existing one story building (existing approx. 15' + 36' of added floors + roof elements). The added stories will be setback from the existing façade by 10' minimum except for on the east side of the building where the addition may extend beyond the face of the existing facade. The Stanley Place building has 2 existing 15' basement levels exposed on the east side due to the grade differential, therefore, the height of the additions to the Stanley Place building on the east and south façade will be approx. existing 45' + 36' added floors + roof elements.
2. The Stanley Place buildings will be residential developments with a ground floor commercial/retail use.
3. The Stanley Place building will have enclosed car parking and outdoor surface parking lots.
4. The pedestrian main entrance to the Stanley Place building will be on the east face of the building fronting onto a vehicular drop-off and parking area.
5. Exteriors will have quality masonry, decorative ground face masonry, glass, metal panel, cement board, or residential siding with an exterior design that will be compatible with the existing neighborhood flats and industrial buildings.

Detailed Context

1. The neighborhood is a mix of industrial buildings, duplexes, single family, multi-family buildings and retail. The industrial buildings continue to be used for industrial purposes. Most residential units are owner occupied and are well maintained. The retail uses on North Avenue are in newer one or two story buildings.
2. The environmental corridor along the river will be adjacent to this development. Building construction activities will be kept out of the environmental corridor. Some paving activities, including the new bike path connection and the drop-off and parking area to the Stanley Place building, will be conducted within the edge areas of the environmental corridor.

Signage, Graphics, and Wayfinding

1. The site will have temporary informational and directional signage during construction. This temporary signage will generally be in the form of banners or painted plywood signs on posts.
2. Permanent signage will include building name and address on the residential buildings, and retail store names at the retail uses. Site signage will include parking use parameter signage in the surface parking lots. Signage design will comply with City of Milwaukee ordinances, and details on the design of the signage will be provided during future detailed building design review for the market rate housing and commercial/retail uses. Signage design for the student housing building is included in the Detailed Plan Development submittal.
3. The existing billboard sign on Parcel 1 will be relocated to the roof of the North Avenue building. The sign will be a digital sign with the top of the sign being no higher than 70'. The sign dimensions will be no greater than 15' high by 30' wide. The sign is a 2-sided sign facing east and west.

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Compliance with Standards

The proposed GPD development rezoning complies with, or varies from, the standards prescribed by section 295-907 of the Milwaukee Code of Ordinances in the following respects:

1. Principal facades will have landscaping and streetscape treatments designed to enhance the pedestrian experience.
2. 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 circulation facilities will be type A landscaping (standard parking lot landscaping), type B landscaping (standard hard urban edge landscaping), and type C landscaping (modified hard urban edge landscaping conforming to section 295-405.1. Facilities such as mechanical equipment or enclosures will be screened per section 295.405.1.b-7, Type G landscaping (object screening). 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.ccc-5.
3. Open Spaces (295.907.3.g). Open spaces will include facilities for pedestrian circulation, including paved paths and seating areas; landscaped and garden areas with walls and fencing. Landscaping and screening open spaces will be maintained so as not to create a nuisance or hazardous condition.
4. 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 the plans. Loading facilities shall be located near the facilities they support and will be adequately screened.
5. 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 Nurseryman (ANSI 260.1). Landscaping shall meet the requirements of section 295-405.1.c, for planting materials, fencing, and walls. Landscape features may encroach into the public right-of-way, with city approval, in accordance with section 295-405.1.c.8.
6. 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 and residences.
7. Utilities (295-907.3.k). All new utility lines will be installed underground. New transformers and substations will be installed within buildings or otherwise screened from view.
8. Signs (295-907.3.l). New signs will be developed in accordance with the specific requirements of section 295-605-5, Milwaukee Code of Ordinances, and other requirements of the City of Milwaukee Ordinances.
9. Survey (295-907). The ALTA/ASCM Land Title Survey shows topography at 1 foot intervals.
10. 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 it's general character, or such things as land coverage of buildings and parking areas. No modifications will be undertaken that would be regulated by section 295-907.2.i-1 through 7, without submittal or revised plan. Minor improvements of the site may be allowed without submittal and approval if sufficient detail is shown on the approved GPD.

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Statistical Sheet Information- Exhibit A

See attached Exhibit A for revisions to 2006 statistics.

Prepared by Todd Davies
HD Development Group LLC

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PROJECT: 1136 EAST NORTH AVENUE
LOCATION: MILWAUKEE, WISCONSIN
DATE: 9/6/11

REVISED NORTH AVE GPD STATISTICS

PARCEL 1	1136 EAST NORTH AVE	PHASE 2
	1164 EAST NORTH AVE	PHASE 2
	2362 NORTH STANLEY PL	PHASE 3
PARCEL 2	2340 NORTH COMMERCE	PHASE 1
PARCEL 3	COMMERCE STREET RIGHT OF WAY	PHASE 1
PARCEL 4	2566 NORTH BUSH LANE	PHASE 1
PARCEL 5	1132 EAST NORTH AVENUE	PHASE 2

GROSS LAND AREA		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2 (acres)	STANLEY PLACE PHASE 3(acres)
PARCEL 1	1136 EAST NORTH AVE	3.55	3.50	1.34	
	1164 EAST NORTH AVE			0.44	
PARCEL 1	2362 NORTH STANLEY PL				1.72
PARCEL 2	2340 NORTH COMMERCE	1.40	1.32		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0.52	0.52		
PARCEL 4	2566 NORTH BUSH LANE	1.61	1.61		
PARCEL 5	1132 EAST NORTH AVENUE			0.09	
	total	7.08	6.95	1.87	1.72

LAND COVERED BY PRINICPAL BUILDINGS		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2 (acres)	STANLEY PLACE PHASE 3(acres)
PARCEL 1	1136 EAST NORTH AVE	2.13 acres / 60%	2.13 acres / 61%	0.57 acres / 30%	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				.47 acres / 27%
PARCEL 2	2340 NORTH COMMERCE	.66 acres / 47%	.66 acres / 50%		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0	0		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE				

LAND DEVOTED TO PARKING AND DRIVES		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2 (acres)	STANLEY PLACE PHASE 3(acres)
PARCEL 1	1136 EAST NORTH AVE	0.43	0.43	.53 acres / 28%	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				.36 acres / 21%
PARCEL 2	2340 NORTH COMMERCE	0.18	0.18		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0.32	0.32		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE				

LAND DEVOTED TO LANDSCAPED OPEN SPACE		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2 (acres)	STANLEY PLACE PHASE 3(acres)
PARCEL 1	1136 EAST NORTH AVE	0.99	0.94	.77 acres / 42%	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				.89 acres / 52%
PARCEL 2	2340 NORTH COMMERCE	0.39	0.48		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0.20	0.20		
PARCEL 4	2566 NORTH BUSH LANE	1.61	1.61		
PARCEL 5	1132 EAST NORTH AVENUE				

DWELLING UNITS PER BUILDING		2006	RIVERVIEW 2007 ACTUAL	1150 NORTH PHASE 1 (acres)	STANLEY PLACE PHASE 2(acres)
PARCEL 1	1136 EAST NORTH AVE	200		122	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				55
PARCEL 2	2340 NORTH COMMERCE	131	131		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0	0		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE				

PROPOSED DWELLING UNIT DENSITY		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2	STANLEY PLACE PHASE 3
PARCEL 1	1136 EAST NORTH AVE	56.3	57.1	65.3	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				0.0
PARCEL 2	2340 NORTH COMMERCE	93.6	93.6		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0	0		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE				

BEDROOMS PER UNIT:		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2	STANLEY PLACE PHASE 3
PARCEL 1	1136 EAST NORTH AVE	1,2,3 bedroom units		1,2,3 bedroom units	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				1,2,3 bedroom units
PARCEL 2	2340 NORTH COMMERCE	1, 2 bedroom units	1, 2 bedroom units		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0	0		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE				

PROPOSED COMMERCIAL SF		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2	STANLEY PLACE PHASE 3
PARCEL 1	1136 EAST NORTH AVE	25,000		2,000	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				2,000
PARCEL 2	2340 NORTH COMMERCE				
PARCEL 3	COMMERCE STREET RIGHT OF WAY				
PARCEL 4	2566 NORTH BUSH LANE				
PARCEL 5	1132 EAST NORTH AVENUE				

PROPOSED NUMBER OF BUILDINGS		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2	STANLEY PLACE PHASE 3
PARCEL 1	1136 EAST NORTH AVE	3		1	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				1
PARCEL 2	2340 NORTH COMMERCE	1	1		
PARCEL 3	COMMERCE STREET RIGHT OF WAY	0	0		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE				

RESIDENTIAL PARKING SPACES PROVIDED		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2	STANLEY PLACE PHASE 3
PARCEL 1	1136 EAST NORTH AVE	1.38 stalls per unit		.94 - 1 stalls per unit	
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				.9 to 1 stall per unit
PARCEL 2	2340 NORTH COMMERCE				
PARCEL 3	COMMERCE STREET RIGHT OF WAY	.44 stalls per unit	.44 stalls per unit		
PARCEL 4	2566 NORTH BUSH LANE	0	0		
PARCEL 5	1132 EAST NORTH AVENUE	0	0		

COMMERCIAL PARKING SPACES PROVIDED		2006	RIVERVIEW PHASE 1	1150 NORTH PHASE 2	STANLEY PLACE PHASE 3
PARCEL 1	1136 EAST NORTH AVE	1 stall per 625 sf			
	1164 EAST NORTH AVE				
PARCEL 1	2362 NORTH STANLEY PL				
PARCEL 2	2340 NORTH COMMERCE				
PARCEL 3	COMMERCE STREET RIGHT OF WAY				
PARCEL 4	2566 NORTH BUSH LANE				
PARCEL 5	1132 EAST NORTH AVENUE				