

COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION

DATE: May 22, 2017

TO: Supervisor Theodore Lipscomb, Sr., Chairman, Milwaukee County Board of Supervisors

FROM: James Tarantino, Director of Economic Development, Department of Administrative Services

SUBJECT: Progress of the Couture Development – 2017 First Quarter Update

REQUEST

This report is for informational purposes, there is no request at this time.

REPORT

County Board Resolution File No. 17-285 requests quarterly updates on the progress of the redevelopment of the former Downtown Transit Center to The Couture. The following is an update on items that have developed in the First Quarter of 2017.

Couture Detailed Plan Approval – City of Milwaukee

- Final plans for The Couture were approved by the Milwaukee Common Council on Tuesday April 18. The plans were approved as a Detailed Plan Development (DPD) given the complexity of the project.
- The final DPD had minor changes to the height of the parking garage and to the area that borders the adjacent 833 East office building, neither of which have an impact on the County's interest in the publically-accessible transit concourse and public open space. In fact, the change to the border area with the adjacent property creates a new small public space for trees and bicycle parking.
- The Developer selects J.H. Findorff & Son Inc. as their general contractor for the project.

Sewer Relocation and TIF Allocation

- As the Developer worked with the City on plan approvals, it was determined that a City storm sewer main that is located on the west side of the property would have to be moved to a new location. This would allow for the underground parking structure and allow for better access and maintenance of the sewer.
- The estimated cost for the City to move this sewer is \$2 million and Tax Incremental Financing has been identified to pay for this expense. This additional TIF allocation would be included in the existing TIF district and would not impact the anticipated closing date of the district.

Office of Emergency Management Radio Tower

- Discussions to incorporate the OEM radio tower into the Couture are ongoing between OEM and the project's architect, Rinka Chung.
- Moving the radio tower to the Couture, ensured via easement, would save Milwaukee County \$75,000 a year.

MCTS Lease

- Developer's Counsel continues to negotiate with HUD regarding the project financing, the County's requested waivers to comply with FTA requirements are including in that discussion.

RECOMMENDATION

This report is for informational purposes, there is no request at this time.



James Tarantino
Director, Economic Development

Attachment: Couture DPD Document

cc: Chris Abele, County Executive
Teig Whaley-Smith, Director, Department of Administrative Services
Economic and Community Development Committee Members
Brian Dranzik, Director, Department of Transportation
Christine Westrich, Director, Office of Emergency Management
Raisa Koltun, Chief of Staff, Office of the County Executive
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Scott Manske, Comptroller
Steve Cady, Research & Policy Director, Office of the Comptroller

THE COUTURE DEVELOPMENT

DETAILED PLANNED OF DEVELOPMENT

Project Description and Owner's Statement of Intent
April 3, 2017

Common Council File No. 161479

Purpose:

Barrett Lo Visionary Development requests that the zoning of the property known as 909 East Michigan Street be amended in accordance with this submission. The Owner's Statement of Intent, together with the accompanying drawings and related materials, constitutes and supports the Detailed Planned Development.

Documents:

Detailed Planned Development Description and Owner's Statement of Intent

Exhibit A	Use Table
Exhibit B	Statistical Sheet
Exhibit C	Existing Site Photographs
Exhibit D	Concept Renderings
T1-01	Cover Sheet, Project Team, Sheet Index
DPD-2	Boundary and Topographic Survey
DPD-3	Proposed Project Boundary Description
DPD-4	Existing Facilities Site Plan
DPD-5	Proposed Facilities Site Plan
DPD-6	Proposed Utility Plan
DPD-7	Proposed Grading Plan
DPD-8A	Landscape Plan – Level 1.0
DPD-8B	Landscape Plan – Level 2.0
DPD-8C	Landscape Plan – Level 3.0
A1-00	Level B3 Floor Plan
A1-01	Level B2 Floor Plan
A1-02	Level B1 Floor Plan
A1-03	Level 01 Floor Plan

RINKA CHUNG ARCHITECTURE INC

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web www.rinkachung.com

A1-04	Level 01.5 Floor Plan
A1-05	Level 02 Floor Plan
A1-06	Level 02.5 Floor Plan
A1-07	Level 03 Floor Plan
A1-08	Level 04 Floor Plan
A1-09	Levels 05-24 & Level 25 Floor Plans
A1-10	Levels 26-36 & Level 37 Floor Plans
A1-11	Level 38 & Level 39 Floor Plans
A1-12	Level 40 & Levels 41-43 Floor Plans
A1-13	Level 44 & Roof Floor Plans
A2-01	Exterior Elevations
A2-02	Exterior Elevations
A2-03	Enlarged Exterior Elevations
A2-04	Enlarged Exterior Elevations
A2-05	Enlarged Exterior Elevations
A2-06	Enlarged Exterior Elevations
A2-07	Enlarged Exterior Elevations
A2-08	Enlarged Exterior Elevations
A2-09	Enlarged Exterior Elevations
A3-01	Building Sections
A3-02	Building Signage Elevations
A3-03	Building Signage Elevations
A3-04	Building Signage Elevations
A3-05	Building Signage Elevations
A3-06	Building Signage Elevations
A3-07	Building Signage Elevations

295-907 DISTRICT STANDARDS

DESCRIPTION OF THE OVERALL DEVELOPMENT

A. Uses:

The Couture is a new 44-story mixed-use high-rise bounded by East Michigan Street to the north, North Lincoln Memorial Drive to the east, East Clybourn Street to the south, and adjacent properties to the west. The Couture development generally consists of the following building components:

- Podium (Levels 1, 2, 3 East): This portion of the building acts as the base of the tower on the eastern portion of the site and contains a mix of uses. The main Podium is 2-stories tall with high floor to floor heights. A reduced footprint commercial space on a portion of level-3 and outdoor accessible rooftop spaces occupy the remainder of level-3. Refer to Exhibit A for a detailed list of allowable uses.
- Tower (Levels 4-44): This portion of the building is located in the northeast quadrant of the site and contains apartment residences on floors 4 through 44. Floor 4 includes residential amenity spaces and a rooftop outdoor amenity terrace for the residential units. An outdoor terrace on floor 40 is partially for common apartment amenity use and partially private use for the adjacent apartment units. Uses incidental to the residential occupancy include assembly and building service uses.
- Structured Parking (Levels 1, 1.5, 2, 2.5, 3 West): The western portion of the site is a 5-story above grade parking structure. Parking will be for commercial spaces within the development, dedicated monthly parking, and general public use.
- Transportation Concourse (Levels 1 & 2): The ground level plaza will be a publicly accessible 2-story covered / outdoor space with City of Milwaukee electric street car and Milwaukee County Bus Rapid Transit stops / through-routes inside the building footprint. The Transportation Concourse extends via stair / escalator to a publicly accessible level-2 walkway where planned bridge connections to the north, east, and potentially to the south will safely conduct pedestrians over the roadways to destinations on adjacent sites.
- Below Ground Parking (Levels B1 – B3): Up to 3-levels below grade of secure, dedicated parking for the apartment residences, along with incidental building service uses.

The Milwaukee Transit Center structure and bridge connection to O'Donnell Park, which formerly occupied the site area, is mostly demolished with completion scheduled for the end of February 2017. The existing at grade and below grade structures will remain in place until construction commencement, at which time they will be removed for foundation excavation.

B. Design Standards:

The project's location at the eastern edge of Milwaukee's downtown sits at a critical junction point between the city and the lakefront. The design addresses this unique site opportunity in the following ways:

- Includes a stop and return loop for the Milwaukee streetcar Lakefront line, and a stop and return loop for a Milwaukee County Rapid Transit route.
- Invites public pedestrian traffic to level-2 where bridge connections to the east, north, and potential future south connection conduct the public safely over the roadways to the lakefront amenities, O'Donnell Park, and to a potential future development to the south.
- Includes a publicly accessible rooftop park on level-3, with elevated views of the city and the lakefront.
- Includes a variety of commercial spaces open to the public, with outstanding lake and city views.
- Offers public parking opportunity.
- Anticipated to be an important transit hub and connector from the downtown to Maier Festival Park during the summer festival season.
- The east (Lincoln Memorial) sidewalk is a widened path to accommodate both a pedestrian walkway and an extension of the Oak Leaf bike trail.

The form of the tower is derived from an ellipse geometry, with a smaller ellipse emerging at the top four floors to become an elegant top to the tower profile. A lit screen element at the building top gives an iconic crown to the tower on both the east and west sides, particularly at night. The compact floor plates and absence of hard corners create a slender tower form, giving the appearance of a more vertical building while in-keeping with the surrounding city massing. The tower's sleek appearance and clean lines add a touch of international architectural flair to the Milwaukee skyline.

The Podium architecture is clean and transparent, with mostly clear glass facades and multiple openings to the public ways for access. A plaza with a water feature at the northeast (Michigan/Lincoln Memorial) corner activates the main street intersection with outdoor seating opportunities for the commercial space. Careful grading at the site perimeter integrates the building floor level with varying sidewalk levels around the perimeter.

The building is comprised of a sophisticated, high-quality material palette deserving of an iconic Milwaukee building, including the following materials. Refer to the drawings for additional details.

- Aluminum-framed glass windows: White-painted aluminum framing systems with several subtly different glazing types, including ultra-clear zones, clear main glazing, and mildly tinted accent areas.
- Pre-cast concrete cladding panels: Integrally colored concrete in a white tone, these panels provide a high-quality, masonry-like appearance.

Panels form the solid lower portion of the residential balcony perimeter, with glass guardrails set on top of the panels.

- Stone base: Granite slab panels at the building base conditions.
- Metal panels: White-painted cladding panels with a phenolic core for flatness.
- Aluminum screening: Aluminum bar and panel systems designed for open-air flow and decorative screening of the parking structure.

C. Density:

Up to 330 residential units, or 280 sq ft of lot area per dwelling unit.
Refer to section 2.c-1-g of Exhibit B.

D. Spaces Between Structures:

The location of structures will comply with the applicable provisions of Section SPS 361.05, Wis. Admin. Code, adopting the International Building Code with modifications as set forth in Chapter SPS 362, Wis. Admin. Code. Refer to attached Site Plan.

E. Setbacks:

The building will generally be placed up to the property line. There are areas that will pull back further as defined below.

Minimum Setback from the South (Clybourn) Property Line: 0'-0", maximum setback: 10'-0" The retail space will pull back from the street at the corner of Clybourn and Lincoln Memorial Drive.

Minimum Setback from West Property Line: 0'-0"; maximum setback: 40'-0" The parking structure will be setback from the west property line on Michigan Avenue.

Minimum Setback from North (Michigan) Property Line: 0'-0"; maximum setback: 50'-0" The parking structure will be set back from Michigan street adjacent to the west property line. The tower will be set back from the corner of Michigan Street and Lincoln Memorial Drive to create a plaza.

Minimum Setback from East (Lincoln Memorial) Property Line: 0'-0"; maximum setback: 26'-0" The tower will be set back from the corner of Michigan Street and Lincoln Memorial Drive to create a plaza.

F. Screening:

Urban Landscape Treatment in the form of architectural walls, as part of the parking structure, are being used to satisfy the surface parking lot screening requirements along all street frontages. New landscaping will conform to City of Milwaukee requirements. 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.

G. Open Spaces:

Open spaces are shown on Sheets DPD-5, DPD-8A, DPD-8B, and DPD-8C. Open spaces will include "natural spaces", "transportation

concourses” and facilities for storm water management, pedestrian circulation, including, areas of decorative paving, paved paths and seating areas; landscaped and accent planting areas and seat walls; information or specialty features such as signs, kiosks, or lighting will be shielded so as to not cause glare on adjoining streets and residences; open spaces may also include other 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.

1. A ‘natural space’ outdoor plaza will be provided at the northeast (Michigan/Lincoln Memorial) corner of the site. The plaza will be at the building elevation with stairs accessing the plaza from adjacent sidewalks. The plaza will slope away from the building at a rate compliant with ADA accessible guidelines. An accessible route will be provided to the plaza from the public transportation concourse.
2. A ‘natural space’ outdoor space that may incorporate landscaped and paved elements will be provided at the northwest corner (Michigan) of the site.
3. A publicly accessible transportation concourse will pass through the building from north to south on Level 1 and contain 2 lanes, 1 for Streetcar and one for Bus Rapid Transit use.
4. An outdoor transportation concourse for pedestrians with access to retail spaces will be provided on level 2. Bridge access to this level is planned from the North, East, and South.
5. A publicly accessible outdoor rooftop park on level 3 that will be approximately 16,500 square feet in area, and shall not be less than 14,000 sq ft. This area is counted toward the “natural space” that will be provided on the site. The final design and layout of the rooftop park is subject to architectural design changes which will be reviewed and approved by City Staff.
6. A green roof structure may potentially be added over a portion of the northwest side of the parking structure.
7. Additional outdoor spaces will be provided that are devoted to the retail components on level 3.
8. An occupied outdoor rooftop terrace, for use by the building residential component amenity, will be located on level 4 and level 40.

H. Circulation, Parking and Loading:

1. The primary residential entry and lobby will be located on Michigan Street. A publicly accessible transportation and retail lobby will also be provided off the transportation concourse plaza on Michigan Street.
2. Vehicular access to the parking garage will occur from both Michigan Street and Clybourn Street on the west end of the site for both residential tenants and the public parking component. Anticipated breakdown of parking is as follows. 325 minimum/ 450 maximum residential stalls, 75 minimum/ 225 maximum commercial stalls, and 300 minimum/ 525 maximum publicly accessible stalls are included. The total maximum stall count shall not exceed 1,100.

3. The ground floor commercial area will have pedestrian entrances off of Clybourn Street and the publicly accessible plaza on the northeast corner of the building.
4. The 2nd floor commercial area will have pedestrian entrances off of the 2nd floor transportation concourse in addition to access via a publicly accessible elevator lobby.
5. The 3rd floor commercial area will have pedestrian entrances off of the publicly accessible 'natural space' park in addition to access via a publicly accessible elevator lobby.
6. The loading dock entrance will be off of Clybourn Street. It will be recessed into the building and set back from the property line. The loading dock will provide an enclosed area within the building for loading and unloading of trucks for the purpose of residential move-ins/move-outs, deliveries of materials and equipment for residential and commercial tenants including the removal of trash. Trash will be stored in the loading area and trash rooms within the building. Dumpsters will be staged in the indoor loading area at the time of scheduled pick-ups. No dumpsters will be staged or stored outside of the building.
7. Residential Bicycle Parking: Anticipated breakdowns and locations are as follows. Long Term bicycle parking for residents will be provided at an approximate ratio of 1 stall per 3 dwelling units. Approximately 36 stalls within the lower level parking garage (refer to sheets A1-00, A1-01, & A1-02) and approximately 80 stalls in the Level 1 and/or Level 3 bicycle storage room (refer to sheets A1-03 & A1-07) will be provided. Short Term bicycle parking will be provided at an approximate ratio of 1 stall per 27.5 units. 12 short term residential bike parking spots (6 racks) will be provided at the residential building entry off of Michigan Street. Refer to Sheet DPD-8A. Final locations and placement of bicycle marking may be adjusted. Final locations will be reviewed and approved by City Staff.
8. Retail/Restaurant Bicycle Parking: Anticipated breakdowns and locations are as follows. A minimum of 12 Long Term retail bicycle parking spots (6) racks will be provided at a ratio of approximately 1 stall per 3,600 sq. ft. Parking will be located in the Level 1 parking structure. Refer to sheet A1-03. Short Term retail bicycle parking will be provided at a ratio of approximately 1 stall per 2,100 sq. ft. retail. A minimum of 6 short term bicycle parking spots (3) racks will be provided in the public right-of-way at the south retail space off of Clybourn Street. Refer to Sheet DD-8A. A minimum of 12 short term bicycle parking spots (6) racks will be provided in the Level 2 transportation concourse area adjacent to the pedestrian walkway/bridge & within the level 2 parking deck. Refer to sheet A1-05. Final locations and placement of bicycle marking may be adjusted. Final locations will be reviewed and approved by City Staff.
9. A Bublr bicycle station is being considered for the site. The final location is yet to be determined. The station may be located either within the parcel or in the public right-of-way.

I. Landscaping:

Level 1.0

Site landscaping will meet or exceed the requirements within 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). Site landscaping will be provided within the open spaces to compliment the uses specified in Item G. of the written description of the overall development. Landscape features may encroach into the public right-of-way, with City approval, in accordance with Section 295-405.1.c-8.

The Level 1 transportation concourse and building drop-off area is intended to be a pedestrian-oriented space. This area will therefore be designed as a fully- accessible pedestrian plaza and will include decorative lighting to ensure safe use at all times. A combination of curb and gutter, decorative bollards, and site furnishings will be provided in order to delineate the vehicular travel route as it flows through the plaza. The Rapid Transit/Streetcar stops within the building footprint will be designed to meet appropriate layout and materials criteria and is being coordinated with the City of Milwaukee and its consultants.

Specialty pavement will be provided to highlight the key site areas such as main building entrances, outdoor plaza/dining areas, and the transportation concourse and drop-off area. Other on-site site amenities will include benches, trash/recycling receptacles, city-compliant bike racks, and movable decorative plant pots for accent plantings or seasonal annual plantings.

Level 2.0

The Level 2 transportation concourse is a publicly accessible pedestrian walkway featuring decorative pavement, lighting, and a variety of site amenities including benches, decorative plant pots, and trash/recycling receptacles. The walkway will also include an informational kiosk-type element that will be part of the overall wayfinding and signage program.

The Level 2 transportation concourse area is open to the sky at its center and features a recirculating water wall feature that drops down from level 3 along the east edge of the stairway connection between levels 2 and 3.

Level 3.0

Level 3.0 is designated as a 'natural space' park that is publicly accessible via elevators and the centrally-located escalator and stairs. Adjacent to the park space on the north and south ends are private outdoor retail deck spaces.

The 'natural space' park will be open to the public in accordance with standard County of Milwaukee park operating hours or as determined by property MOU and features the following program elements:

- Central open activity area which connects to the west parking garage and is adjacent to the rooftop opening down to level 2.0. Intended use is for flexible group activities such as exercise classes and group gatherings (pedestal-set concrete pavers and ipe wood decking).
- Central pedestrian walkway (pedestal-set concrete pavers).
- North open lawn and dog run area (synthetic turf system). This area is to be secured with an architectural metal fence.
- South open lawn area (synthetic turf system).
- Central garden spaces with linear custom ipe wood bench seating elements (landscape areas to be intensive rooftop system, min. 18" growing medium with irrigation system).
- North and South deck areas along building edges (pedestal-set ipe wood decking)
- Raised seat wall/planters along parking structure and at key locations along the central walkway (intensive rooftop planting system, min. 24" growing medium and irrigation system; seat walls to also include individual decorative bronze skate stop elements added to the wall coping at 3' o.c.)
- Other rooftop furnishings may include: trash/recycling receptacles, benches, lounge chairs, side tables, couch elements, or dining tables and chairs.

J. Lighting:

1. Vertical light elements located at the top of the building will be back/internally lit with the potential to change color. Refer to 4/A2-08.
2. Back/Up-lighting of the building façade on the west face of the tower from levels 40 through the Roof Screen shall be provided with the potential to change color.
3. Architecturally integrated accent lighting will be provided on the level 44 canopy.
4. Up-lighting/ back-lighting of building facades will be provided as appropriate for architectural elements.
5. Exterior Lighting shall be provided at building entries and exits, and at open spaces containing public plazas, the transportation concourse, pedestrian concourses, public parks, and outdoor terraces. Lighting shall be provided by bollards, light poles, wall sconces, recessed ceiling or floor lighting, strip lighting, accent lighting at stairs and railings, and backlit architectural walls.
6. Down-lighting, up-lighting, and/or wall sconces shall be provided at ceilings, overhangs, canopies, residential, commercial, vehicle, and service entrances and exits.
7. Accent lighting will be provided on the water feature facing the corner of Lincoln Memorial Drive and Michigan Street and the level 2 water feature.

K. Utilities:

All new utility lines will be installed underground. New transformers and substations will be installed within buildings or will be otherwise screened from view.

L. Signs:

General notes:

1. All signage must be approved by the building owner's designee prior to issuance of permits. The owner may relinquish this requirement by providing a letter to the City of Milwaukee DCD indicating as such.
2. Signs will not be electronic unless otherwise noted.
3. Building wall signs will be Type A with individual letters and logos, unless otherwise noted.
4. Signs will be illuminated as listed below in General Illumination Note.
5. While best efforts have been made to anticipate placement and sizes of the signs for the development, slight shifts in these parameters may be necessary and can be approved administratively.
6. Wayfinding signage: additional wayfinding signage may be required within the Level 1 Transportation Concourse, Level 2 Pedestrian concourse and Level 3 Park space and will be reviewed and coordinated with City staff.
7. Commercial tenant window signage shall cover up to 25% of the glazed portion of the windows in accordance with Milwaukee Signage general provisions.
8. Final signage will be reviewed and approved by City staff prior to issuance of permits.

Refer to elevation drawing sheets A3-02 through A3-07 for approximate sign locations and sizes. Sign numbers are depicted in circles on the elevations.

1. One project identification sign will be provided on the corner of Michigan Streets and Lincoln Memorial Boulevard facing the streets. Refer to sign #1 in detail 1/A3-03.
2. One monument sign will be provided at the public plaza near the transportation concourse. Space will be provided on the monument for the residential and commercial component signage within the monument sign. Refer to sign #2 in detail 1/A3-02 & detail 1/A3-05.
3. One LED Signage Screen Wall will be provided facing Michigan Street and the transportation concourse. Refer to sign #3 in details 2/A3-02 & 1/A3-06. Content and programing to be controlled by building owner. Content will incorporate on-premise and off-premise uses. Signage will follow City of Milwaukee 295-407-4-C-1 in regards to off-premise advertising in regards to frequency of change.
4. Signage shall be provided at the parking garage entry off both Michigan Street and Clybourn Street. Each location shall have a blade sign and a horizontal signage band. Refer to sign #4 in detail 2/A3-02 & 2/A3-04.

5. Banner type signs attached to columns shall be provided throughout the Publicly Accessible Transportation Concourse. Refer to sign #5 on sheets A3-05 & A3-06.
6. Level 1 and 2 commercial tenants shall be provided with a horizontal signage band corresponding to architectural glazing elements along Clybourn Street and Lincoln Memorial Boulevard. The level 2 signage band shall continue into the publicly accessible transportation concourse and publicly accessible walkway. Signage shall be attached to the exterior façade over the public sidewalk. Refer to sign #6 in details 2/A3-03, 1/A3-04, 2/A3-05 & 2/A3-07.
7. The level 1 commercial space accessed off Clybourn Street shall have signage mounted above the entry doors. Refer to sign #7 in detail 2/A3-05.
8. The level 1 commercial space fronting the publicly accessible plaza on the corner of Lincoln Memorial Drive and Michigan Street shall be provided with a signage location mounted above the canopy on facing the plaza. Refer to sign #8 in detail 1/A3-03.
9. Level 2 commercial tenants in the publicly accessible walkway shall be provided with a horizontal signage band corresponding to architectural glazing elements. Signage shall be attached to the exterior façade. Blade type signage shall also be provided corresponding to architectural elements. Refer to sign #9 in detail 1/A3-07, 2/A3-07, & 3/A3-07.
10. Level 1 commercial tenants shall be provided with a signage location integrated into the wall between the sidewalk on Lincoln Memorial Drive and the Publicly Accessible Plaza on the northeast corner of the building. Refer to sign #10 in detail 1/A3-03.
11. Level 3 restaurant/retail tenants shall be provided with 2 signage locations for wall mounted signage on the south and east façade of the tenant space facing Clybourn Street and Lincoln Memorial Drive. Refer to sign # 11 in detail 2/A3-03 & 1/A3-04. 1 signage location shall be provided on the north side of the restaurant space facing the publicly accessible park. Refer to sign #1 in details 1/A3-07 & 2/A3-07. Signage shall be attached to the wall above the glazing. The restaurant/retail tenant shall be provided with 1 sign on the north façade of level 3. Refer to sign #11 in detail 1/A3-02.
12. Signage shall be provided at the Publicly Accessible Elevator Lobbies. Refer to sign #12 in detail 1/A3-02 for the signage on Level 1. Refer to sign #12 in detail 1/A3-07 for Level 2 signage. Refer to sign #12 in detail 1/A3-07 for Level 3 Signage.
13. A backlit signage wall integrated into the architectural elements shall be provided on the east side of the Publicly Accessible Transportation Concourse. Refer to sign #13 in detail 1/A3-05.
14. A backlit commercial signage wall shall be provided on the east side of the transportation concourse facing the internal wall of the parking structure. The signage is intended for use as on-premise/off-premise advertising and building related signage for leasing. Content is to be

- controlled by the building owner. Refer to sign #14 in details 1/A3-05 & 2/A3-05.
15. Building Loading/Delivery signage shall be provided over the loading dock recessed into the building off of Clybourn Street. Refer sign #15 in detail 1/A3-04.
 16. A building signage translucent film shall be provided corresponding to architectural elements on the residential lobby facing the publicly accessible transportation concourse. Refer to sign #16 in detail 1/A3-05.
 17. Signage shall be provided at pedestrian entries to the publicly accessible parking garage at each level where connection occurs to the publicly accessible spaces on Levels 1, 2 & 3. Refer to sign #17 in details 1/A3-06 & 2/A3-06.
 18. Address signage shall be allowed over each residential and commercial main building entry door. Refer to sign #18 in detail 1/A3-05.
 19. A wayfinding/ information kiosk will be provided on the level 2 pedestrian walkway. Refer to DPD-8B.
 20. Residential Leasing Signs.
 - a. 3 Permanent residential leasing signs in addition to locations listed above shall be allowed to the size of 250 sq ft maximum. Final locations to be determined.
 21. Translucent Signage shall be provided at the Level 1 parking garage facing both Michigan Street and Clybourn Street. Signage shall be integrated architecturally into the façade design. Refer to sign #21 in detail 2/A3-02 & detail 2/A3-04. Signage may be architecturally lighted from the top and bottom
 22. Temporary Signs will be included for the building.
 - a. Three signs pertaining to construction of the buildings will be provided and not exceed 600 square feet each.
 - b. Three signs, not exceeding 600 square feet each, advertising the leasing or rental of the residential units and commercial space will be provided.
 - c. Construction Site Fencing with continuous graphics and flag signage shall be allowable surrounding perimeter of construction.

General Illumination: The permanent signs will be illuminated in compliance with 295-407.2A.5 in the Milwaukee code of ordinances.

M. Survey:

The Survey, Sheet DPD-2 shows existing topography within the project areas at 1-foot intervals.

EXHIBIT A
DETAILED PLAN DEVELOPMENT PERMITTED USES

Multi-Family Residential and associated, accessory and ancillary uses.

Uses at Level 1, Level 2 & Level 3:

Educational Uses

Schools, Specialty or Personal Instruction

Community-Serving Uses

Library

Cultural Institution

Community Center

Commercial & Office Uses

General Office

Government Office

Bank or Other Financial Institution

Retail Establishment, General

Artist Studio

Entertainment and Recreational Uses

Park or Playground

Healthcare & Social Assistance

Medical Office

General Services Uses

Personal Service

Business Service

Accommodation & Food Services

Tavern

Brew Pub

Assembly Hall (Community Meeting or Similar)

Restaurant, Sit-Down

Restaurant, Fast-Food / Carry-out

Entertainment and Recreational Uses

Recreation Facility, Indoor

Health Club

Transportation Uses

Ground Transportation Service

Passenger Terminal

Motor Vehicle Uses

Parking Structure, Principal Use
Parking Structure, Accessory Use

Temporary Uses

Seasonal Market
Temporary Real Estate Sales/ Leasing Office
Concrete/Batch Plant, Temporary
Live Entertainment Special Event

Other uses ancillary and accessory to the above listed uses, or uses similar in character to these uses and consistent with the spirit and intent of the DPD are also permitted. For new use definitions created after the date that this DPD is established, follow the use table for C9D(A).

EXHIBIT B

DETAILED PLAN DEVELOPMENT STATISTICAL SHEET

295-907. Planned Development District (DPD)

2.c-1-a Gross Owned Land Area
 92,477 SF

2.c-1-b Maximum Amount of Land Covered by Principal Buildings
 92,478 SF, 100%

2.c-1-c Maximum Amount of land devoted to parking, drives and parking structures at grade.
 51,000 SF, 55%

2.c-1-d Minimum Amount of land devoted to landscaped open space.
 3,000 SF, 3%

This is not all inclusive of all natural space on the site and only reflects areas at street level. All areas listed are approximate and subject to change.

2.c-1-e Maximum proposed dwelling unit density and area devoted to non-residential uses.
 280 SF of land per unit.
 Maximum square footage of commercial area: 60,000 SF
 Maximum square footage of commercial parking area: 200,000 SF

2.c-1-f Proposed Number of Buildings.
 One

2.c-1-g: Maximum number of Dwelling units per building.
 Minimum 300 Units / Maximum 330 Units

2.c-1-h: Average number of bedrooms per unit.
 Approximately 1.5 bedrooms per unit
 Unit Mix: 199 - 1 Bedroom Units: 63%
 91 - 2 Bedroom Units: 29%
 25 - 3 Bedroom Units: 8%

Unit Mix shown is approximate based on current plan. Unit mix subject to change based on minimum and maximum unit counts and final design considerations.

2.c-1-i Parking Spaces Provided
 Total maximum parking spaces: 1100

Residential Below Grade: Min. 375 Spaces / Max. 450 Spaces
 (Max; 1.5 parking spaces per unit)

Commercial: Min. 75 Spaces / Max. 225 Spaces
Publicly Accessible: Min 375 Spaces / Max. 525 Spaces.
All parking stall counts shown are approximate and may adjust due to
final design considerations.

EXHIBIT C

SITE CONTEXT PHOTOS

Vicinity Map



1. View to Site from North



2. View to Site from Northeast



3. View to Site from East



4. View to Site from Southeast



5. View to Site from South



6. View to Site from Southwest



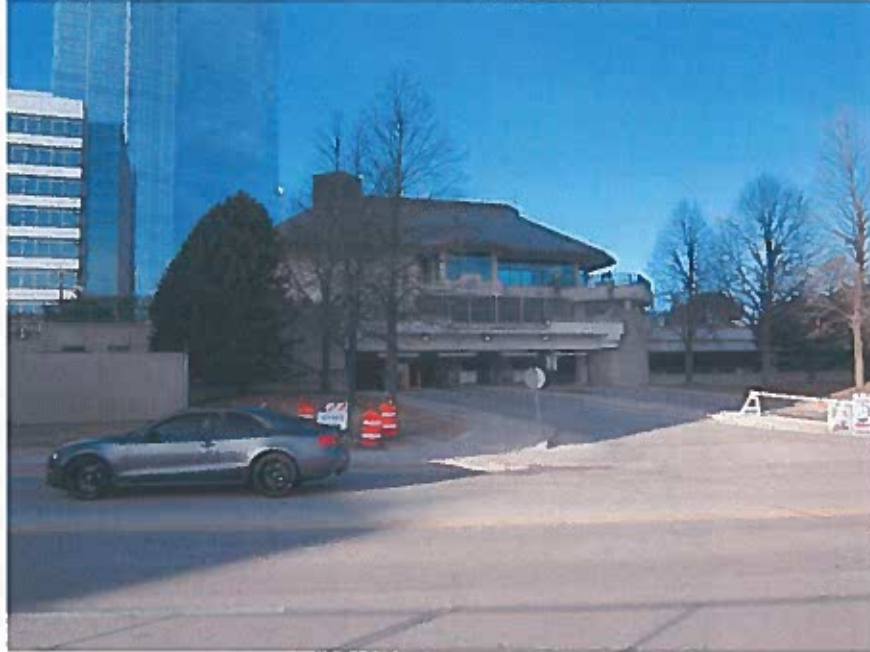
7. View to Site from Northwest



8. View to West from Site



9. View to North from Site



10. View to Northeast from Site



11. View to East from Site



12. View to Southeast from Site



13. View to South from Site

