EPPSTEIN UHEN
ARCHITECTS

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EXHIBIT A
File No. 040219

STATEMENT OF INTENT

June 25, 2004

Project Name: 1st Place on the River

Address: 106 West Seeboth

Type of Uses:
- Residential Condominiums
- Retail Business

Land Area: approximately 159,096 square feet = 1.3819 acres

Existing Building
- **Building Footprint:** 39,774 square feet
- **Total Floor Area:** 159,096 gross square feet
- **Height:** 45'6" feet

Description of Adjacent Land Uses:
- Across the Street to the South is Brass Light Gallery, a retail store which sells light fixtures.
- Across the Street to the East is an existing building which recently has been proposed to be razed and to be developed as a new mixed-use building including a restaurant, office and residential uses.
- Across the Railroad Right of Way to the West is an existing five-and a half story warehouse used for cold storage and a small portion for light assembly.
- Across the River to the East is a combination of mid-rise residential developments both new construction and loft conversions of existing buildings.

Project Description:
- The project will be a high quality mixed-use development intended to provide moderately priced housing and neighborhood retail in a downtown urban setting.
- There will be approximately 168 units ranging in size from 790 s.f. to 2030 s.f.
- The unit types will be a combination of loft style one and two bedroom units.
- The anticipated sale prices of the units will range from $140,000 to $750,000 with the average sale price at $315,000.
- The project will include construction of a Riverwalk and 45 boat slips for private use and 6 boat slips for public use. The current design proposes to include public access to boat at the end of 1st Place.

- Amenities will include retail space, community space and other related spaces such as a fitness room and residential storage and landscaped outdoor terrace which will include access to the Riverwalk.
- The retail space in the building is intended to be complimentary to the development of the neighborhood. Ideally, this may include a light restaurant such as a delicatessen or coffee shop with outdoor seating.
- If there is not a strong interest in the retail space, the developer may choose to increase the amount of common area and/or residential units at the ground floor.

Proposed Building

- **Building Footprint:** 47,510 square feet
- **Total Floor Area:** 415,232 gross square feet
- **Height:** 168 feet maximum

Density

- **Unit Mix**
  109 - 1 Bedroom Units and 1 Bedroom + Units
  59 - 2 Bedroom Units and 2 Bedroom + Units
  168 - TOTAL DWELLING UNITS

  Note that the current plan illustrates 168 dwelling units based on approximately 210,000 s.f. of saleable residential space. To be successful in the condominium market, the developer will need the flexibility to either increase the size of the units which would decrease the number of units or reduce the size of the units which would increase the number of units based on market demands. The maximum density requested is 184 units.

Retail

- **Total Floor Area:** 7,641 s.f. - gross leaseable area

Parking

- **Parking Spaces:** 258 enclosed residential spaces
- **Parking Ratio:** 1.53 spaces per unit
- **Parking Ratio:** 1.14 spaces per bedroom
- **Retail Parking:** 13 proposed parking spaces on Seeboth Street and 10 proposed parking spaces on 1st Place. *There currently are not any delineated parking spaces on Seeboth Street or 1st Place although it is used for parking.*

Type of Construction: Type 1B – Fully Sprinklered NFPA 13. The existing structure is concrete. The new addition will be steel frame. There will be 12 stories in total plus a mechanical penthouse.

Redevelopment of Site and Existing Building

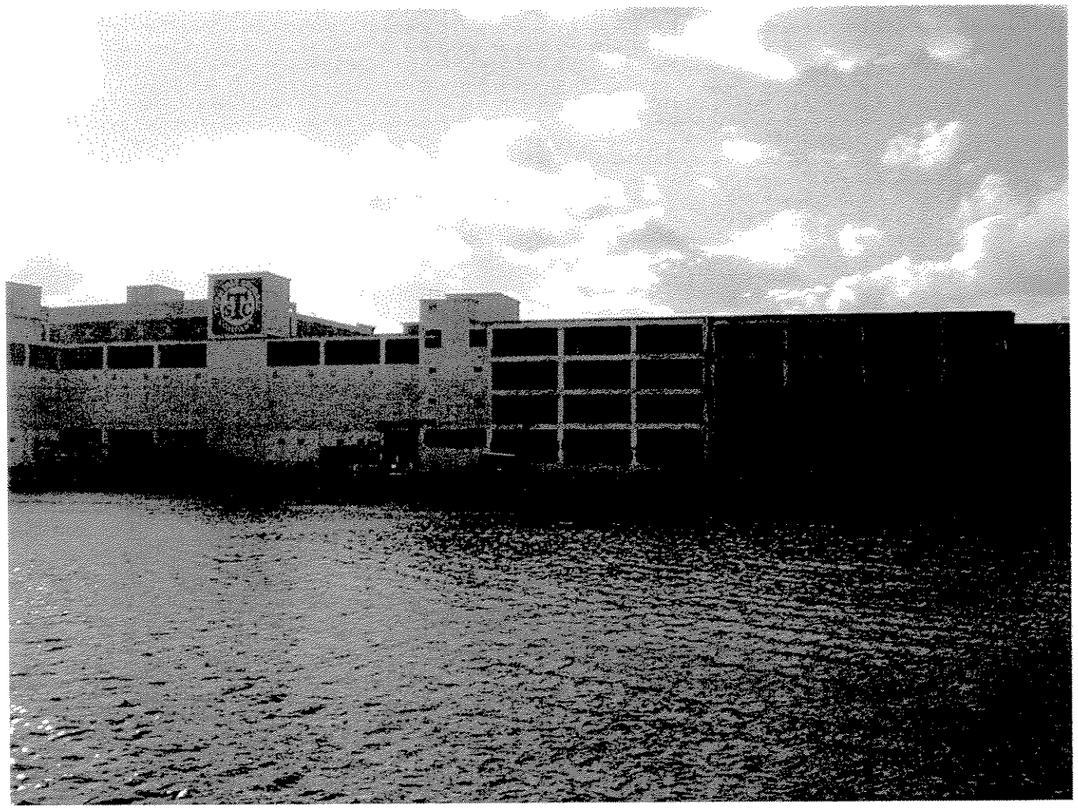
- The shape and size of the property along with the location of the existing building and adjacent Railroad corridor and Milwaukee River create a number of existing conditions which create limitations and restrictions to the redevelopment of this site.
- The location of the existing building and immediate proximity to the river make it virtually impossible to create any useable space below grade; all required parking for the development needs to be accommodated above grade. The required parking for the project utilizes the majority of the initial four floors of the existing building up to 45'-6" in height.
- The existing column grid, great length, narrow width of the existing building and bordering railway corridor create an inability to add new window openings on the West side of the existing building since the building is located on the West property line make it difficult to create an efficient use of the existing building floor plates.
- The buildable area above the existing building is too narrow to develop in a more typically efficient manner such as a "double loaded" corridor once the new addition is set back from the West property line to allow windows along the West building line.
- The most economical approach development of the existing site involves reuse of the existing building and structure as much as possible. This is for a number of reasons but mainly because the existing soil conditions on the site require deep foundations and it would be cost prohibitive to raze the entire existing structure and replace. The existing deep foundation system consists of piles, and has the allowable capacity for an additional eight floors based on required loads for residential use. However in order to maximize the reuse of the existing building there are significant costs associated with repairs and stabilization of portions of the existing structure.

Summary

Request rezoning to Detailed Plan Development

- The redevelopment of this property as a mixed-use development and the use by it's residents will not negatively impact the use of any adjacent neighboring properties: The Property is bordered by the SOO Railroad Right of Way on the West side, the Milwaukee River on the North side and a portion of the East side, West Seeboth Street on the South side and 1st Place on the remaining portion of the East side.
- The redevelopment of the existing Terminal Storage Building into a high quality mixed-use development is consistent with recently developed projects, current projects under construction and current proposed projects in the Fifth Ward, the adjacent Historic Third Ward and other Downtown developments in the City of Milwaukee.

- Development of this property into an urban retail and residential development would be both compatible and an enhancement to the existing area; it is a natural extension to the redevelopment of properties to the North along the Milwaukee River which in the past has been an underutilized feature and is now seen as an amenity and a "view corridor" to Downtown.
- Because of the cost of redevelopment and the existing conditions, the site restrictions, etc. it is necessary to maximize the density of the project to allow the construction costs associated with re-use of the existing structure and the new additions to be distributed over a greater number of residential units. In order to achieve the appropriate density required to make the project economically viable, it is required to exceed the 85'-0" building height limitation under the current zoning.
- The granting of the proposed Detailed Plan Development would not directly impact any adjacent neighboring properties or detriment the character and feel of the existing district.



EAST ELEVATION- MILWAUKEE RIVER

FIRST PLACE CONDOMINIUMS

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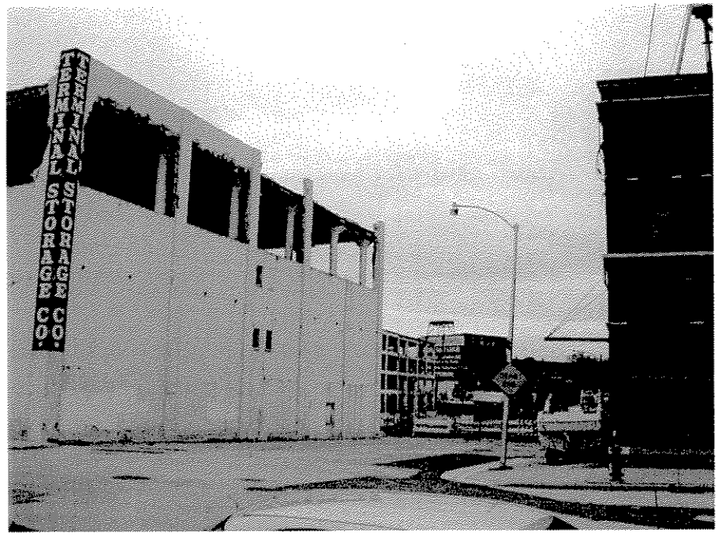

EAST ELEVATION- 1ST. STREET

WEST ELEVATION- RAILROAD

FIRST PLACE CONDOMINIUMS

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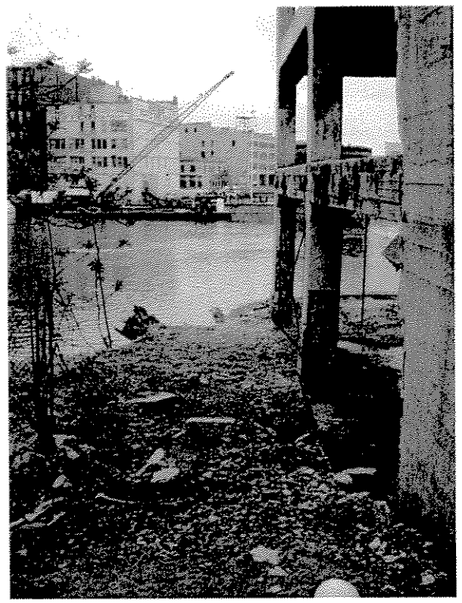
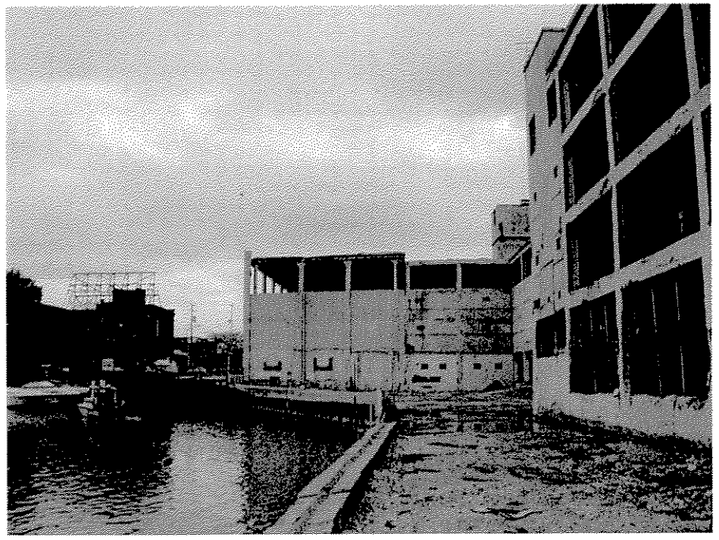


NORTH ELEVATION- NORTH END



NORTH ELEVATION-SOUTH END

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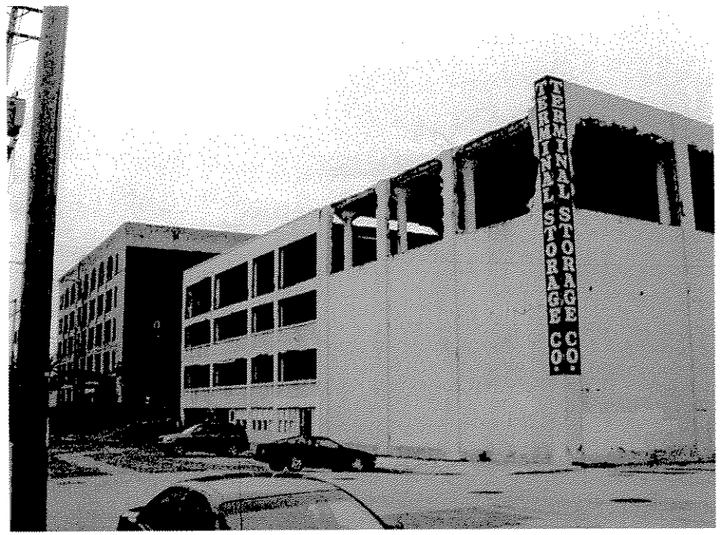

SOUTH ELEVATION- W. SEEBOTH STREET

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VIEW FROM NE CORNER OF SITE
(WHERE PKG. IS CURRENTLY PROPOSED)