

GENERAL PLAN DEVELOPMENT (GPD)
PROJECT DESCRIPTION AND OWNER STATEMENT OF INTENT FOR
CENTER FOR VETERANS ISSUES – VETERANS HOUSING

Corner of South First Street and East Lincoln Avenue

November 24, 2008

The Center for Veterans Issues requests that the zoning classification for the Center for Veterans Issues – Veterans Housing project be changed from the current Industrial – Heavy (IH) designation to a General Plan Development (GPD) in accordance with the attached submission materials.

The General Plan Development submittal materials consist of the following items:

- Project description and owner statement of intent with attachments
- Plan Sheet Index:
 - GPD-0 Cover / Sheet Index
 - GPD-1 Vicinity Plan & Context
 - GPD-2 Proposed Site Plan & Site Data

The following information is provided with designations as set forth in zoning section 295-907.

b-1 General Plan Project Description and Owners Statement of Intent:

The general plan will be located on 1.4 acres of land. The proposed building is 5 stories in height with an overall building height of approximately 57 feet. Each floor is approximately 14,000 square feet in area for a total building area of 70,000 square feet.

80 residential apartments will evenly distributed over four residential levels that include 6 studio and 14 one bedroom apartments per level.

The project will consist of a mixed use development with a strong urban edge and corner element to create a gateway to the neighborhood and a mix of uses that will support economic development in the vicinity. The development will also bring full time residents to the area and increase street life. This will have the effect of increasing the security in the area. There will also be an exterior dining area related to a proposed corner café. This feature along with an attached bus shelter will reinforce the neighborhood security and help tie the project into the community.

The building will be constructed with high quality materials such as masonry with stone accents at the ground floor and a combination of stucco and fiber cement siding (Hardi Plank) on the upper floors.

There are proposed support services on the first floor of the building that are available for the building residents and veterans that live in the area. This interaction will help to further strengthen ties to the surrounding community.

b-1-a. Gross land area.

b-1-b. Maximum amount of land covered by principal buildings.

- b-1-c. Maximum amount of land devoted to parking, drives and parking structures.
- b-1-d. Minimum amount of land devoted to landscaped open space.
- b-1-e. Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses.
- b-1-f. Proposed number of buildings.
- b-1-g. Maximum number of dwelling units per building.
- b-1-h. Bedrooms per unit.
- b-1-i. Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential.

Information for items b-1-a through b-1-i is provided in the attached **General Plan Development Project Data Sheet** and attached drawing sheet: **GPD-2, Proposed Site Plan & Site Data.**

- b-2. A vicinity map showing the boundaries of the tract included in the general plan, the territory within 1,000 feet of the tract, its proposed access and significant community facilities in the surrounding area:

This information is provided on the attached drawing sheet: **GPD-1, Vicinity Plan & Context.**

- b-3. A plat of survey showing the exterior boundaries, including a legal description of the area of the proposed general plan tract.

This information is provided on the attached **Certified Survey Map, revised 11-20-08.**

- b-4. A site plan showing the general location of proposed structures and a description of their intended use and approximate height, open spaces, setback dimensions and buffers adjacent to the boundaries of the tract and from existing or proposed public rights-of-way, pedestrian and vehicular circulation systems, parking areas, loading facilities and the location, type and size of all proposed signs.

This information is provided on the attached drawing sheet: **GPD-2, Proposed Site Plan & Site Data.**

- b-5. A general narrative description of sign standards, including number, type and size of signs.

See attached **Zoning District Sign Standards** for number and size of signs.

The general signage standards are based on the Local Business (LB2) zoning classification, Type A signage as follow:

Freestanding Signs

Type A Freestanding Signs. A type A freestanding sign is characterized by a continuous sign base that extends from grade to the display area and is at least as wide as the display area of the sign. Only individual letters or symbols may be internally illuminated. This type of sign includes, but is not limited to: letters or symbols cut from an opaque panel such as metal; pin-set letters where individual letters may be back-lit; carved, entablature-type signs; other general individual-letter, non-illuminated signs. Signs of this type are commonly referred to as "monument signs."

Wall Signs.

b-2-a. Type A Wall Signs. A type A wall sign is one with a display area that does not have a background that is designed as an integral part of the sign. Only individual letters or symbols may be internally illuminated. This type of sign includes, but is not limited to: individual raised letters attached to the wall; letters or symbols cut from an opaque panel such as metal; pin-set letters where individual letters are back-lit; non-illuminated pin-set letters; carved entablature-type signs;

other general individual-letter, non-illuminated signs. Such wall signs shall be attached only to flat, opaque wall surfaces.

Standard for Wall Signs. No wall sign shall be erected or maintained to extend more than one-half of its height above the top of the exterior wall to which it is attached.

Awning Signs.

Type A Awning Signs. A type A awning sign is one with letters or symbols applied to or integral with an opaque, non-translucent material covering an awning structure. Such sign may be illuminated from a general building lighting source above the awning.

Projecting Signs.

Type A Projecting Signs. A type A projecting sign is one with a display area that does not have a background that is designed as an integral part of the sign, except that a non-illuminated wood or metal board-type sign or a permanent banner sign shall be considered a type A projecting sign. Only individual letters or symbols may be internally illuminated. This type of sign includes, but is not limited to: letters or symbols cut from an opaque panel such as metal; pin-set letters where individual letters are back lit; non-illuminated pin-set letters. If individual letters are used on the sign, they shall be applied to or affixed to a projecting board or to a cabinet not more than 12 inches thick in order for the sign to be considered within the type A category.

Maximum Projection. A projecting sign shall not project more than 4 feet from the building face to which it is attached.

Minimum Clearance. A minimum clearance of 10 feet between grade and the bottom of the sign shall be provided, except in the historic third ward (the area designated by common council resolution 870501), where the minimum clearance shall be 8.5 feet.

Projection into Right-of-Way. All projecting signs shall comply with the applicable provisions of s. 244-10.

Canopy and Hood Signs.

Type A Canopy and Hood Signs. A type A canopy or hood sign is characterized by individual letters or symbols which may be internally illuminated. It may also include a sign panel which is integral to the hood or canopy structure, except that the illuminated letters and symbols are cut from an opaque panel. In order for a canopy or hood sign consisting of individual letters affixed to a cabinet to be considered a type A sign, the cabinet shall be not more than 12 inches thick.

b-6. General landscaping standards for all buffers and parking lots.

All required vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal trees and plant replacement.

The general landscape standards are based on the Local Business (LB2) zoning classifications as follow:

Type "B" Landscaping (Standard Hard Urban Edge Landscaping). This type is primarily intended for application along street frontages of light motor vehicle parking lots. It requires regularly-spaced trees and continuous base shrubs, as well as fences or walls. Fences or walls shall clearly define the street edges of properties. Plantings in the low-level and high-level zones shall create a continuous edge of plants, while the eye-level zone shall be kept mostly open, consistent with the standards of par. c-5, to allow for surveillance between parking lots and streets.

Type "G" Landscaping (Object Screening). This type is primarily intended to surround or visually separate utilitarian objects from street frontages. Examples of items to be screened with type "G" landscaping include mechanical equipment or enclosures, dumpsters and other trash collection

equipment, and loading docks. This type of landscaping does not require trees, but does require screening from the ground level to at least 6 feet above grade. Plantings in the low-level, eye-level and high-level zones shall create a continuous edge of plants, completely obscuring the area behind the landscaped area from view from the street.

- b-7. Pictures of the site and surrounding context.

This information is provided on the attached drawing sheet: **GPD-1, Vicinity Plan & Context.**

- e-1. Consistency with the comprehensive plan.

The Southeast comprehensive plan designates the proposed project site as 2-Mixed use commercial/residential. The site is also designated as 7-Gateway. The proposed project design density and uses are in alignment with these designations. The design will provide a gateway that provides an entry to the neighborhood and the mixed uses will support economic development in the vicinity. The City of Milwaukee Planning department indicated that the project concept was in agreement with the Southeast comprehensive plan goals during a conceptual review meeting.

- e-2. Consistency with the purposes of this chapter.

The proposed General Plan Development is comprised of a variety of uses that are consistent with the City's Southeast Comprehensive Plan and will be compatible with the surrounding area. This would not be possible without the flexibility in land development uses that are possible through the use of the General Plan Development process which is the purpose of this chapter.

- e-3. Conformance with the standards set forth in sub. 3.

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:

a. Uses.

The Detailed Plan will include all permitted uses and related operating standards or restrictions. See attached **Commercial District Use Table** for requested permitted uses.

b. Design Standards.

This general plan provides information regarding proposed conceptual design elements and standards as described above.

c. Density.

The project densities are consistent with the Southeast comprehensive plan. The Floor Area Ratio (FAR) is 1.15.

d. Space Between Structures.

The spaces between structures will comply with current applicable codes.

e. Setbacks.

The development does not exceed 5 acres therefore the 25 foot setback around the perimeter is not provided. See attached sheet **GPD-2 Proposed Site Plan & Site Data** for proposed setbacks.

f. Screening.

The general landscape/screening standards are based on the Local Business (LB2) zoning classifications as stated above.

g. Open Spaces.

Open spaces will include facilities for pedestrian circulation, including paved paths and seating areas; landscaped areas with planters. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions.

h. Circulation, Parking and Loading.

Traffic circulation facilities are consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles is provided. Parking and loading facilities are located near the uses they support and will be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter. See attached sheet **GPD-2 Proposed Site Plan & Site Data** for proposed circulation and parking.

i. Landscaping.

All required vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal trees and plant replacement.

The general landscape standards are based on the Local Business (LB2) zoning classifications as stated above.

j. Lighting.

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.

k. Utilities.

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

l. Signs.

New signs will be developed in accordance with the specific requirements of Section 295-605-5, LB2 Zoning District as stated in the Milwaukee Code or Ordinances, and other requirements of the City of Milwaukee Ordinances. See attached **Zoning District Sign Standards** for number and size of signs.

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 its 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 of a revised plan. Minor improvements of the site may be allowed without submittal and approval of a general plan if sufficient detail is shown on the approved GPD.

Attachments:

Commercial District Use Table

Zoning District Sign Standards

General Plan Development Project Data Sheet

Project Drawings: GPD-0, 1 and 2

Certified Survey Map, revised 11-20-08

Table 295-603-1 COMMERCIAL DISTRICTS USE TABLE								
Y=Permitted Use S=Special Use		L=Limited Use N=Prohibited Use		Zoning Districts				
Uses	NS1	NS2	LB1	LB2	RB1	RB2	CS	
RESIDENTIAL USES								
Single-family dwelling	Y	Y	Y	Y	Y	Y	Y	
Two-family dwelling	Y	Y	Y	Y	Y	Y	Y	
Multi-family dwelling	Y	Y	Y	Y	Y	Y	Y	
Attached single-family dwelling	Y	Y	Y	Y	Y	Y	Y	
Live-work unit	Y	Y	Y	Y	Y	Y	Y	
Mobile home	N	N	N	N	N	N	N	
Watchman/service quarters	N	N	N	N	N	N	N	
Family day care home	L	L	L	L	L	L	L	
GROUP RESIDENTIAL USES								
Rooming house	S	S	S	S	S	S	S	
Convent, rectory or monastery	Y	Y	Y	Y	Y	Y	Y	
Dormitory	S	S	S	S	S	S	S	
Fraternity or sorority	S	S	S	S	S	S	S	
Adult family home	L	L	L	L	L	L	L	
Foster Homes								
Foster family home	Y	Y	Y	Y	Y	Y	Y	
Small foster home	L	L	L	L	L	L	L	
Group home or group foster home	L	L	L	L	L	L	L	
Shelter Care Facilities								
Family shelter care facility	Y	Y	Y	Y	Y	Y	Y	
Small group shelter care facility	L	L	L	L	L	L	L	
Large group shelter care facility	S	S	S	S	S	S	S	
Community living arrangement	L	L	L	L	L	L	L	
Transitional living facility	S	S	S	S	S	S	S	





Represents items that are requested as permitted uses.



Represents items that are requested permitted uses with the highest probability of being incorporated in the general plan development.


Table 295-603-1 COMMERCIAL DISTRICTS USE TABLE							
Y=Permitted Use S=Special Use	L=Limited Use N=Prohibited Use		Zoning Districts				
USES	NS1	NS2	LB1	LB2	RB1	RB2	CS
EDUCATIONAL USES							
Day care center	S	S	S	S	S	S	S
School, elementary or secondary	S	S	S	S	S	S	S
College	Y	Y	Y	Y	Y	Y	Y
School, specialty or personal instruction	Y	Y	Y	Y	Y	Y	Y
COMMUNITY-SERVING USES							
Library	Y	Y	Y	Y	Y	Y	Y
Cultural institution	Y	Y	Y	Y	Y	Y	Y
Community center	S	S	S	S	S	S	S
Religious assembly	S	S	S	S	Y	Y	Y
Cemetery or other place of interment	N	N	N	N	N	N	N
Public safety facility	Y	Y	Y	Y	Y	Y	Y
Correctional facility	N	N	N	N	N	N	N
COMMERCIAL AND OFFICE USES							
General office	Y	Y	Y	Y	Y	Y	Y
Government office	Y	Y	Y	Y	Y	Y	Y
Bank or other financial institution	Y	Y	Y	Y	Y	Y	Y
Currency exchange, payday loan or title loan agency	S	S	S	S	S	S	S
Installment loan agency	S	S	S	S	S	S	S
Retail establishment, general	L	L	L	L	L	L	L
Garden supply or landscaping center	N	N	Y	Y	Y	Y	Y
Home improvement center	N	N	S	S	Y	Y	Y
Secondhand store	S	S	S	S	S	S	S
Outdoor merchandise sales	S	S	S	S	S	S	S
Artist studio	Y	Y	Y	Y	Y	Y	Y
Adult retail establishment	N	N	N	N	S	S	N
HEALTH CARE AND SOCIAL ASSISTANCE USES							
Medical office	Y	Y	Y	Y	Y	Y	Y
Health clinic	S	S	S	S	S	S	S
Hospital	N	N	S	S	S	S	S
Medical research laboratory	N	N	S	S	S	S	Y
Medical service facility	N	N	S	S	S	S	S
Social service facility	S	S	S	S	S	S	S
Emergency residential shelter	S	S	S	S	S	S	S
Nursing home	S	S	Y	Y	Y	Y	Y
GENERAL SERVICE USES							
Personal service	Y	Y	Y	Y	Y	Y	Y
Business service	Y	Y	Y	Y	Y	Y	Y
Building maintenance service	N	N	S	S	Y	Y	Y
Catering service	Y	Y	Y	Y	Y	Y	Y
Funeral home	Y	Y	Y	Y	Y	Y	Y
Laundromat	Y	Y	Y	Y	Y	Y	Y
Dry cleaning establishment	Y	Y	Y	Y	Y	Y	Y
Furniture and appliance rental and leasing	S	S	Y	Y	Y	Y	Y
Household maintenance and repair service	Y	Y	Y	Y	Y	Y	Y

 Represents items that are requested as permitted uses.

 Represents items that are requested permitted uses with the highest probability of being incorporated in the general plan development.

295-603-1 Zoning

Table 295-603-1 COMMERCIAL DISTRICTS USE TABLE							
Y=Permitted Use S=Special Use	L=Limited Use N=Prohibited Use		Zoning Districts				
USES	NS1	NS2	LB1	LB2	RB1	RB2	CS
Tool/equipment rental facility	Y	Y	Y	Y	Y	Y	Y
<i>Animal Services</i>							
Animal hospital/clinic	L	L	L	L	L	L	L
Animal boarding facility	L	L	L	L	L	L	L
Animal grooming or training facility	L	L	L	L	L	L	L
MOTOR VEHICLE USES							
<i>Light Motor Vehicle</i>							
Sales facility	N	N	S	S	Y	Y	S
Rental facility	L	L	L	L	Y	Y	Y
Repair facility	N	N	S	S	S	S	S
Body shop	N	N	S	S	S	S	S
Outdoor storage	N	N	S	S	S	S	S
Wholesale facility	L	L	L	L	L	L	L
<i>Heavy Motor Vehicle</i>							
Sales facility	N	N	S	S	S	S	S
Rental facility	N	N	S	S	S	S	S
Repair facility	N	N	N	N	S	S	N
Body shop	N	N	N	N	S	S	N
Outdoor storage	N	N	N	N	S	S	N
<i>General Motor Vehicle</i>							
Filling station	N	N	S	S	S	S	S
Car wash	N	N	L	L	L	L	L
Drive-through facility	L	L	L	L	L	L	L
<i>Parking</i>							
Parking lot, principal use	L	L	Y	L	Y	L	L
Parking lot, accessory use	Y	L	Y	L	Y	Y	Y
Parking structure, principal use	S	S	L	L	L	L	L
Parking structure, accessory use	Y	L	Y	L	Y	Y	Y
Heavy motor vehicle parking lot, principal use	N	N	S	S	S	S	S
Heavy motor vehicle parking lot, accessory use	S	S	S	S	S	S	S
ACCOMMODATION AND FOOD SERVICE USES							
Bed and breakfast	Y	Y	Y	Y	Y	Y	Y
Hotel, commercial	Y	Y	Y	Y	Y	Y	Y
Hotel, residential	Y	Y	Y	Y	Y	Y	Y
Tavern	L	L	Y	Y	Y	Y	Y
Assembly hall	S	S	S	S	S	S	S
Restaurant, sit-down <i>Cafe with outdoor dining</i>	Y	Y	Y	Y	Y	Y	Y
Restaurant, fast-food/carry-out	L	L	L	L	L	L	L
ENTERTAINMENT AND RECREATION USES							
Park or playground	Y	Y	Y	Y	Y	Y	Y
Festival grounds	N	N	N	N	N	N	N
Recreation facility, indoor	S	S	Y	Y	Y	Y	Y
Recreation facility, outdoor	S	S	S	S	S	S	S
Health club	Y	Y	Y	Y	Y	Y	Y
Sports facility	N	N	S	S	S	S	S

 Represents items that are requested as permitted uses.




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Table 295-603-1 COMMERCIAL DISTRICTS USE TABLE							
USES	Y=Permitted Use S=Special Use		L=Limited Use N=Prohibited Use		Zoning Districts		
	NS1	NS2	LB1	LB2	RB1	RB2	CS
Gaming facility	N	N	N	N	N	N	N
Theater	L	L	Y	Y	Y	Y	Y
Convention and exposition center	N	N	S	S	S	S	S
Marina	Y	Y	Y	Y	Y	Y	Y
Outdoor racing facility	N	N	N	N	N	N	N
Adult entertainment establishment	N	N	N	N	S	S	N
STORAGE, RECYCLING AND WHOLESALE TRADE USES							
Recycling collection facility	S	S	S	S	S	S	S
Mixed-waste processing facility	N	N	N	N	N	N	N
Material reclamation facility	N	N	N	N	N	N	N
Salvage operation, indoor	N	N	N	N	N	N	S
Salvage operation, outdoor	N	N	N	N	N	N	N
Wholesale and distribution facility, indoor	S	S	L	L	L	L	Y
Wholesale and distribution facility, outdoor	N	N	S	S	S	S	S
<i>Storage Facilities</i>							
Indoor	S	S	L	L	L	L	Y
Outdoor	N	N	S	S	S	S	S
Hazardous materials	N	N	N	N	N	N	N
TRANSPORTATION USES							
Ambulance service	N	N	S	S	Y	Y	S
Ground transportation service	N	N	S	S	S	S	L
Passenger terminal	N	N	Y	Y	Y	Y	Y
Helicopter landing facility	N	N	S	S	S	S	S
Airport	N	N	N	N	N	N	N
Ship terminal or docking facility	N	N	N	N	N	N	N
Truck freight terminal	N	N	N	N	N	N	N
Railroad switching, classification yard or freight terminal	N	N	N	N	N	N	N
INDUSTRIAL USES							
Manufacturing, light	N	N	L	L	L	L	L
Manufacturing, heavy	N	N	N	N	N	N	N
Manufacturing, intense	N	N	N	N	N	N	N
Research and development	N	N	S	S	S	S	S
Processing or recycling of mined materials	N	N	N	N	N	N	N
Contractor's shop	N	N	L	L	L	L	L
Contractor's yard	N	N	S	S	S	S	S
AGRICULTURAL USES							
Plant nursery or greenhouse	N	N	N	N	N	N	N
Raising of crops or livestock	N	N	N	N	N	N	N
UTILITY AND PUBLIC SERVICE USES							
Broadcasting or recording studio	N	N	Y	Y	Y	Y	Y
Transmission tower	L	L	L	L	L	L	L
Water treatment plant	S	S	Y	Y	Y	Y	Y
Sewage treatment plant	N	N	N	N	N	N	N
Power generation plant	N	N	N	N	N	N	N

 Represents items that are requested as permitted uses.

 Represents items that are requested permitted uses with the highest probability of being incorporated in the general plan development.

295-603-2 Zoning

Table 295-603-1 COMMERCIAL DISTRICTS USE TABLE							
Y=Permitted Use S=Special Use	L=Limited Use N=Prohibited Use	Zoning Districts					
USES	NS1	NS2	LB1	LB2	RB1	RB2	CS
Substation/distribution equipment, indoor	S	S	S	S	S	S	S
Substation/distribution equipment, outdoor	L	L	L	L	L	L	L
TEMPORARY USES							
Seasonal market	L	L	L	L	L	L	L
Temporary real estate sales office	L	L	L	L	L	L	L
Concrete/batch plant, temporary	L	L	L	L	L	L	L
Live entertainment special event	L	L	L	L	L	L	L



Represents items that are requested as permitted uses.




Represents items that are requested permitted uses with the highest probability of being incorporated in the general plan development.

Table 295-605-5

COMMERCIAL DISTRICT SIGN STANDARDS

	Zoning District						
	NS1	NS2	LB1	LB2	RB1	RB2	CS
Freestanding Signs	permitted	permitted	permitted	permitted	permitted	permitted	permitted
Maximum number	1 per site	1 per site	1 per street frontage *	1 per site *	1 per street frontage *	1 per street frontage *	1 per site *
Type "A" max display area (sq. ft.)	60	40	100	60	150	100	60
Type "B" max. display area (sq. ft.)	32	20	50	32	75	50	32
Maximum height	10	6	14	14	20	20	14
Wall Signs	permitted	permitted	permitted	permitted	permitted	permitted	permitted
Maximum Number	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	40	40	60	40	60	60	40
Type "B" max. display area (sq. ft.)	25	25	32	25	32	32	25
Projecting Signs	permitted	permitted	permitted	permitted	permitted	permitted	permitted
Maximum number	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	50	50	60	50	100	60	50
Type "B" max. display area (sq. ft.)	25	25	30	25	50	30	25
Awning Signs	type "A" permitted only	type "A" permitted only	type "A" permitted only	type "A" permitted only	type "A" permitted only	type "A" permitted only	type "A" permitted only
Maximum number	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	20	10	20	20	20	10	20


 Represents items that are requested signage standards.

The sign will be constructed of high quality materials such as stone, masonry or stucco similar to the building materials. The sign design concepts will be similar to the building design.

A vertical projecting sign is anticipated at the corner of the building located at the intersection of First Street and Lincoln Avenue.

Table 295-605-5
COMMERCIAL DISTRICT SIGN STANDARDS

Table 295-605-5 COMMERCIAL DISTRICT SIGN STANDARDS							
	Zoning District						
	NS1	NS2	LB1	LB2	RB1	RB2	CS
Canopy and Hood Signs	permitted	permitted	permitted	permitted	permitted	permitted	permitted
Maximum number	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	50	50	60	50	100	60	50
Type "B" max. display area (sq. ft.)	25	25	30	25	50	30	25
Roof Signs	not permitted	not permitted	permitted	type "A" permitted only	permitted	permitted	type "A" permitted only
Maximum number	NA	NA	1 per building	1 per building	1 per building	1 per building	1 per building
Type "A" max display area (sq. ft.)	NA	NA	100	100	100	100	50
Type "B" max. display area (sq. ft.)	NA	NA	32	0	32	32	0
Off-premise Signs	not permitted	not permitted	permitted **	permitted **	permitted **	permitted **	permitted **
Maximum number	NA	NA	1 per site	1 per site	1 per site	1 per site	1 per site
Maximum display area per sign (sq. ft.)	NA	NA	300	300	300	300	300
Minimum distance between signs	NA	NA	500 ft. between any 2 ground or roof signs; 200 ft. between a ground or roof sign and a wall sign; 200 ft. between any 2 wall signs				
Maximum height, freestanding sign (ft.)	NA	NA	35	35	35	35	35
Maximum height, wall sign (ft.)	NA	NA	40	40	40	40	40
Maximum height, roof sign	NA	NA	25 ft. above roof				
* Except 2 shall be permitted if the site fronts on 3 streets or has continuous street frontage of at least 240 feet.							
** Subject to special use permit requirement set forth in s. 295-407-7-d.							

 Represents items that are requested signage standards.

General Plan Development Project Data

1. Gross land area: 1.4 acres
2. Maximum amount of land covered by principal buildings: 14,000 square feet
3. Maximum amount of land devoted to parking, drive, etc.: 23,900 square feet
4. Minimum amount of land devoted to landscaped open space: 23,000 square feet
5. Maximum proposed dwelling unit density:
80 apartments
10,000 square feet (mixed-use)
6. Proposed number of buildings: 1 building + trash enclosure
7. Maximum number of dwelling units per building: 80 apartments per building
8. Bedrooms per unit: 24 studio apartments
56 1-bedroom apartments
80 apartments total
9. Parking spaces provided (per City of Milwaukee Zoning Code Table 295-403-2-a)

Apartments (R.H.)	=	40 spaces *
<u>Commercial</u>	=	<u>16 spaces **</u>
Total required	=	56 spaces
Provided	=	71 (67 + 4 accessible)

* One space for every two rooms.

** One space for each 500 square feet of the first 2,000 square feet of gross floor area; one space for each 1,000 square feet of gross floor area in excess of 2,000 square feet.

10. Floor area ratio (FAR)

Total Building Square Footage	=	70,000 square feet
Site Square Footage (1.4 acres)	=	60,980 square feet

$$\text{FAR} = 70,000 / 60,980 = 1.15$$