



THE KUBALA WASHATKO ARCHITECTS, INC.

Detailed Plan Submittal

Date: 10.01.07
Re: Square B Development
South 1st and Greenfield Ave.
Milwaukee, WI

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THE KUBALA WASHATKO ARCHITECTS, INC.

Detailed Plan Development

Owner's Statemet Of Intent

This development seeks to reinvigorate an underutilized industrial section of Milwaukee's near south side. The project, encompassing 5 ½ acres at the corner of Greenfield Avenue and South 1st Street will include 5 structures dedicated to office, retail, and light industrial uses. These businesses will help to bring added vitality to 1st street and will add jobs to the neighborhood.

The design of the development will be consistent with the existing urban context. Buildings will be sited close to the street to help form urban space. Parking for the site will be located behind the major buildings to isolate it from the street and promote walking and alternative transportation. The industrial aesthetic of the new buildings will complement the existing architecture in the area. When complete, this development will have helped to add new life to a very important area of the city.

Development will begin with building A immediately. In order to maintain the street edge along South 1st Street, development of building B will begin within 3 years of the completion of Building A. Buildings C, D, And E will be developed as the local market expands and demands the space.

Land Coverage

Gross Land Area	224238	Sq. Ft.
	5.1478	Acres
Proposed Number Of Buildings	5	Primary Buildings
Building Coverage - Principal Buildings		
Building A	20515	Sq. Ft.
Building B	11501	Sq. Ft.
Building C	6250	Sq. Ft.
Building D	6250	Sq. Ft.
Building E	8100	Sq. Ft.
Total Building Coverage	52616	Sq. Ft.
	1.2079	Acres
	23.46%	Of Site
Parking Coverage	146357	Sq. Ft.
	3.3599	Acres
	65.27%	Of Site
Landscape / Open Coverage	25264.8	Sq. Ft.
	0.58	Sq. Ft.
	11.27%	Of Site

Parking (*All parking to be surface spaces*)

Buildings A, B, & C - Retail	33632	sq. ft.
Required: 2/1000sf -15% = 58	71	spaces
	2.11	spaces / 1000 sq. ft.
Building A - Office	41030	sq. ft.
Required: 4/1000 for first 2000sf +	131	spaces
1/1000sf -15% = 30	3.19	spaces / 1000 sq. ft.
Buildings B, C, & D - Office	54252	Sq. Ft.
Required: 4/1000 for first 2000sf +	57	spaces
1/1000sf -15% = 49	1.05	spaces / 1000 sq. ft.
Building C - Office / Industrial	8100	sq. ft.
Required: 4/1000 for first 2000sf +	28	spaces
1/1000sf -15% = 10	3.46	spaces / 1000 sq. ft.

District Standards - Sec. 295-907-3

Permitted Uses (295-907-3-a)

Modified IM Zoning To Govern Site: See Attached Design Standards For More Information

Design Standards (295-907-3-b)

Modified IM Zoning To Govern Site: See Attached Design Standards For More Information

Density (295-907-3-c)

Not applicable.

Space Between Structures (295-907-3-d)

Space between structures to comply with all applicable codes.

Setbacks (295-907-3-e)

Modified IM Zoning To Govern Site: See Attached Design Standards For More Information

Screening (295-907-3-f)

Not applicable. (no residential proximity)

Open Spaces (295-907-3-g)

See landscape and site plans for design of open spaces within development.

Circulation, Parking, and Loading (295-907-3-h)

See site plan for circulation, parking, and loading layout.

Landscaping (295-907-3-i)

Landscaping standards shall be "Type B" (standard hard urban edge) in accordance with LB2 and IM zoning.

See landscaping plan for plant types and design. All landscape design to be consistent with ANSI 260.1 standards.

Lighting (295-907-3-j)

All project lighting to comply with sec. 295-409 of the zoning code

Utilities (295-907-3-k)

All utilities to be installed underground.

Signs (295-907-3-l)

Goal of development is to create varied signage consistent with a genuine urban environment. Due to the amount of building and signage, no plans or specific text has been provided with this submittal. The development will comply with Milwaukee IM zoning as stated in attached "Modified IM Zoning" design standards.



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Square B
 VICINITY MAP
 Corner of South 1st and Greenfield
 Milwaukee, Wisconsin 53204

Plan Development
Submission
 DATE: **October 1, 2007**
 PROJECT NUMBER: **161805**



KEY
 Vehicular Access Point



Union Pacific
 Rail Line

Barlay Street

South 1st Street

South 2nd Street

South 3rd Street

Washington Street

Scott Street

Madison Street

Greenfield Avenue

Milwaukee
 Harbor

WE Energies
 Coal Pile

Solvay Coke
 Facility

Rockwell
 Automation

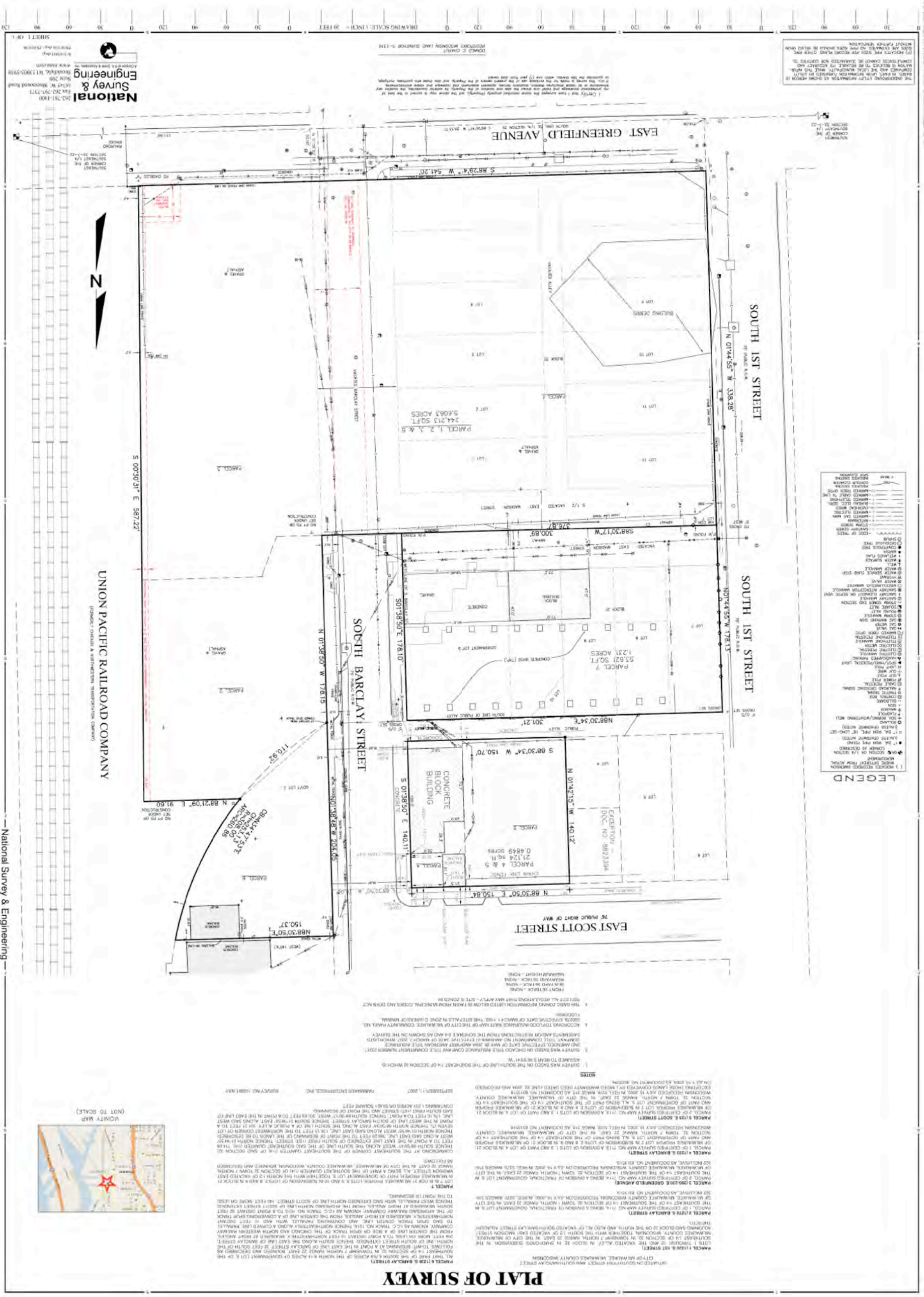
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PLAT OF SURVEY
Square B
 Corner of South 1st and Greenfield
 Milwaukee, Wisconsin 53204

Plan Development
 Submission
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 161805



LEGEND

- (1) BOUNDARY LINE
- (2) EASEMENT
- (3) EASEMENT
- (4) EASEMENT
- (5) EASEMENT
- (6) EASEMENT
- (7) EASEMENT
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NOTES

1. SURVEY WAS BASED ON THE SOUTHWEST CORNER OF SECTION 14 OF TOWNSHIP 22 NORTH, RANGE 22 EAST, 3RD MERIDIAN, WISCONSIN COUNTY, WISCONSIN.
2. ALL DISTANCES ARE IN FEET AND DECIMALS THEREOF.
3. ALL BEARINGS ARE TRUE BEARINGS.
4. ALL CORNERS ARE MARKED WITH IRON PIPES OR IRON BOLTS.
5. ALL EASEMENTS ARE SHOWN AS DOTTED LINES.
6. ALL EASEMENTS ARE SUBJECT TO THE TERMS AND CONDITIONS OF THE DEEDS AND INSTRUMENTS REFERRED TO HEREIN.
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PLAT OF SURVEY

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 Fax: 262.502.1716

UNION PACIFIC RAILROAD COMPANY
 (OWNER OF THE UNION PACIFIC RAILROAD COMPANY)

National Survey & Engineering



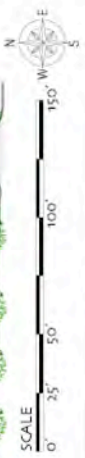
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 Milwaukee, WI 53211-1319

SITE PLAN
Square B
 Corner of South 1st and Greenfield
 Milwaukee, Wisconsin 53204

Plan Development
Submission
 DATE: October 1, 2007
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EAST SCOTT STREET
 PUBLIC STREET

EAST GREENFIELD AVENUE

SOUTH 1ST STREET

VACATED EAST MADISON STREET

SOUTH BARCLAY STREET

PUBLIC ALLEY

UNION PACIFIC RAILROAD COMPANY
 (FORMERLY CHICAGO & NORTHWESTERN TRANSPORTATION COMPANY)

PHASE A

PHASE B

PHASE 1A

PHASE 1B

PHASE 2A

PHASE 2B

PHASE 3A

PHASE 3B

PHASE 4A

PHASE 4B

PHASE 5A

PHASE 5B

PHASE 6A

PHASE 6B

PHASE 7A

PHASE 7B

PHASE 8A

PHASE 8B

PHASE 9A

PHASE 9B

PHASE 10A

PHASE 10B

PHASE 11A

PHASE 11B

PHASE 12A

PHASE 12B

PHASE 13A

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PHASE 98B

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PHASE 100A

PHASE 100B



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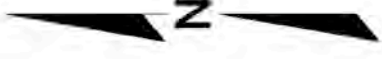
DEVELOPER
 SQUARE B CORPORATION
 P.O. Box 11349
 Milwaukee, WI 53211-1349

Corner of South 1st and Greenfield
 Milwaukee, Wisconsin 53204

Square B

CIVIL SITE PLAN

Plan Development
 Submittal
 DATE
 October 1, 2007
 161805



SITE INFORMATION:

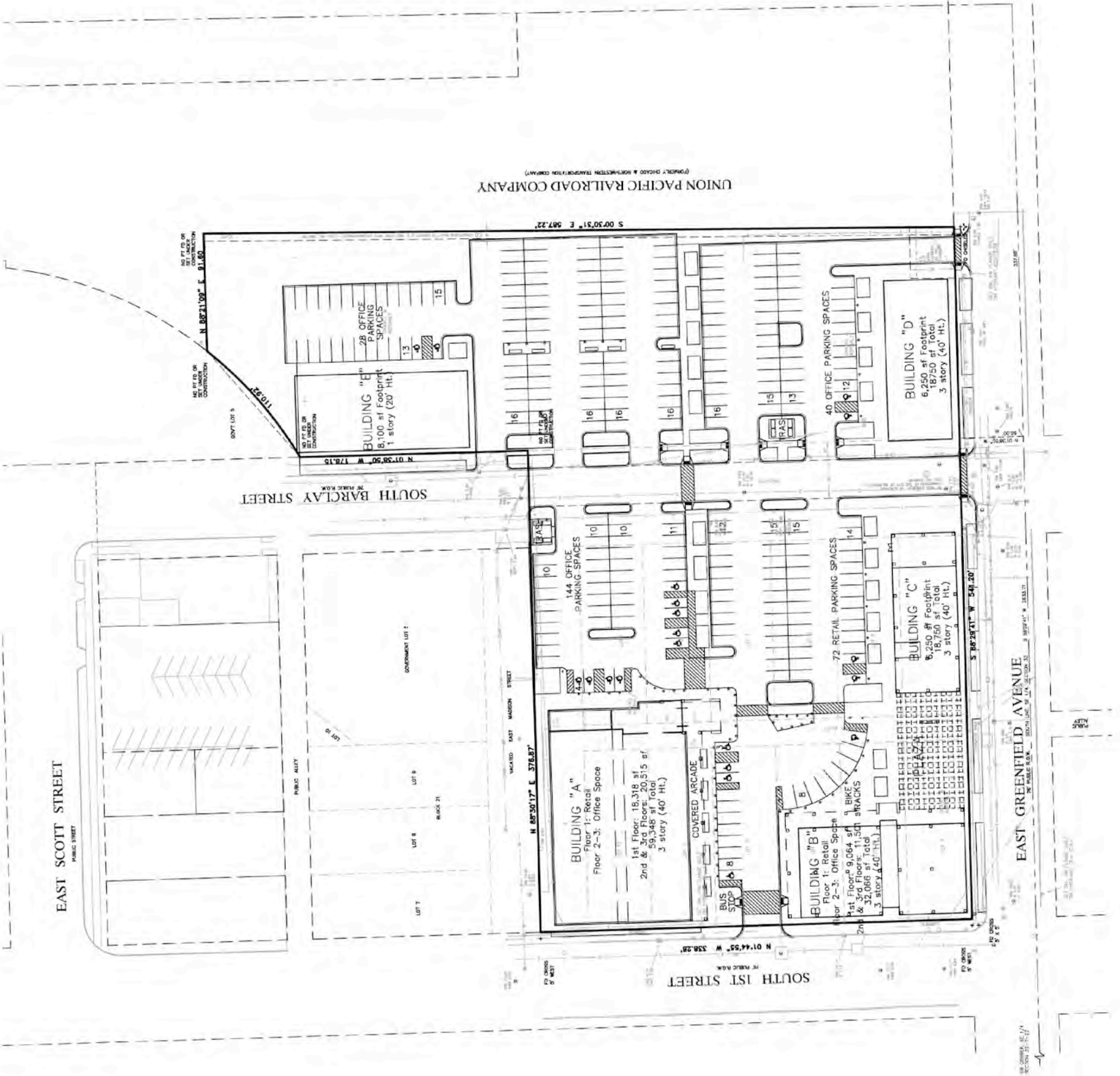
GROSS LAND AREA	224,238 SF	5.15 AC
PRINCIPAL BUILDING AREA	47,982 SF	1.10 AC
PARKING AREA	149,754 SF	3.44 AC
LANDSCAPE AREA	26,502 SF	0.61 AC
PROPOSED NUMBER OF BUILDINGS	5 BUILDINGS	
NUMBER OF PARKING SPACES	284 SPACES	5.92 SP/1000 SF OF BUILDING AREA

DIGGERS HOTLINE
 Toll Free (800) 242-6071
 Milwaukee Area (414) 252-1181
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 www.DiggersHotline.com

NATIONAL SURVEY & ENGINEERING ASSUMES NO RESPONSIBILITY FOR DAMAGES, LIABILITY OR COSTS RESULTING FROM CHANGES OR ALTERATIONS MADE TO THIS PLAN WITHOUT THE EXPRESSED WRITTEN CONSENT OF NATIONAL SURVEY & ENGINEERING.

CONTRACTOR SHALL PROVIDE EROSION CONTROL FACILITIES IN ACCORDANCE WITH THE CITY OF MILWAUKEE EROSION CONTROL ORDINANCE, THE WISCONSIN DNR STORMWATER CONSTRUCTION AND POST CONSTRUCTION TECHNICAL STANDARDS, DNR PERMIT CONDITIONS, AND THESE DOCUMENTS; THE MOST STRINGENT TO APPLY.

THE LOCATIONS OF EXISTING UTILITY INSTALLATIONS AS SHOWN ON THIS PLAN ARE APPROXIMATE. THERE MAY BE OTHER UNDERGROUND UTILITY INSTALLATIONS WITHIN THE PROJECT AREA THAT ARE NOT SHOWN.



UNION PACIFIC RAILROAD COMPANY
 (FORMERLY CHICAGO & NORTHWESTERN TRANSPORTATION COMPANY)

EAST GREENFIELD AVENUE

EAST SCOTT STREET

SOUTH BARCLAY STREET

SOUTH 1ST STREET



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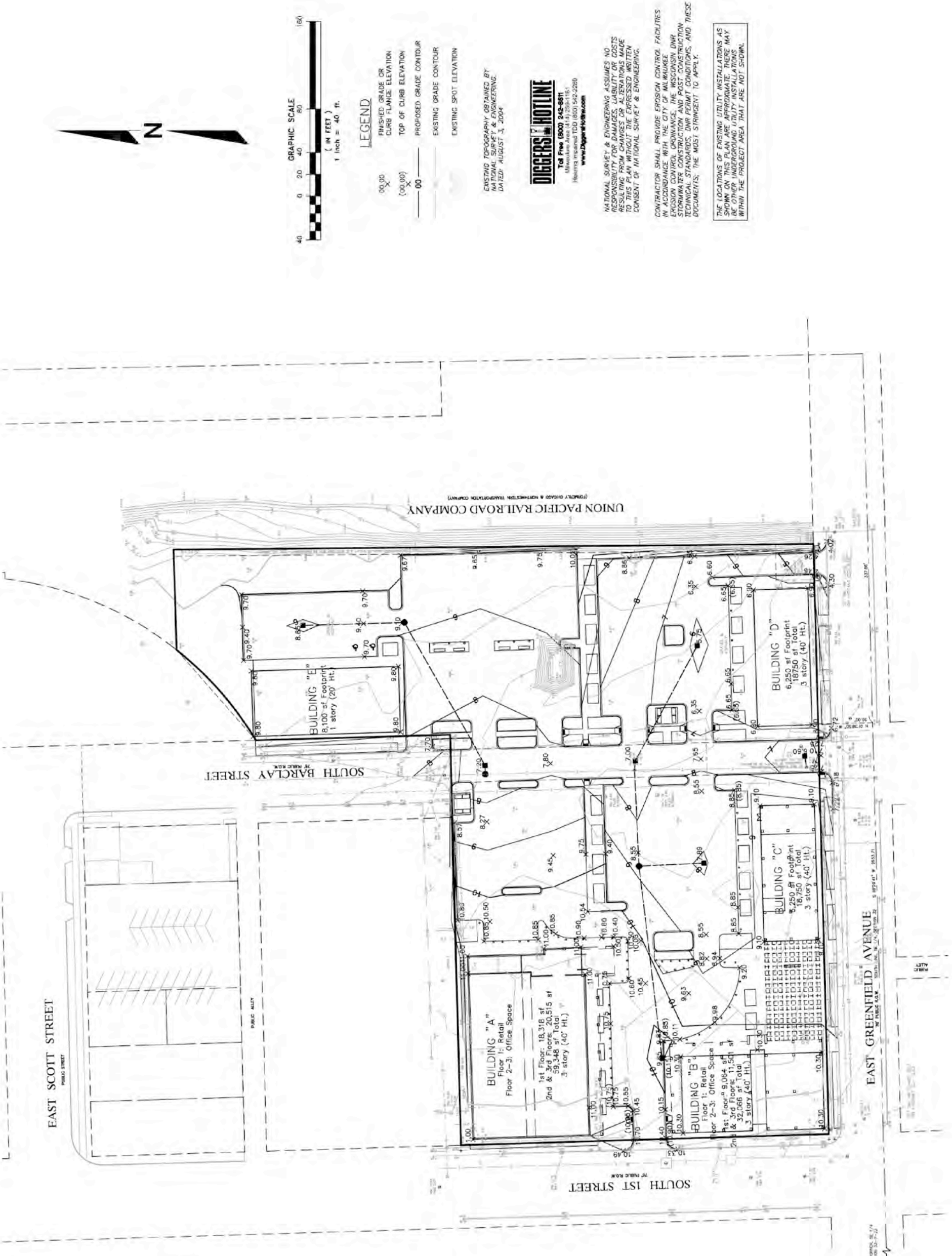
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Corner of South 1st and Greenfield
 Milwaukee, Wisconsin 53204

Square B
 SITE GRADING PLAN

Plan Development
 Submittal
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 161805



EXISTING TOPOGRAPHY OBTAINED BY
 NATIONAL SURVEY & ENGINEERING
 DATE: AUGUST 3, 2004

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 CONTRACTOR SHALL PROVIDE EROSION CONTROL FACILITIES
 IN ACCORDANCE WITH THE CITY OF MILWAUKEE
 ORDINANCE 23.02. THE CONTRACTOR SHALL OBTAIN
 STORAGE PERMITS FOR CONSTRUCTION AND POST-CONSTRUCTION
 TECHNICAL STANDARDS, DNR PERMIT CONDITIONS, AND THESE
 DOCUMENTS; THE MOST STRINGENT TO APPLY.

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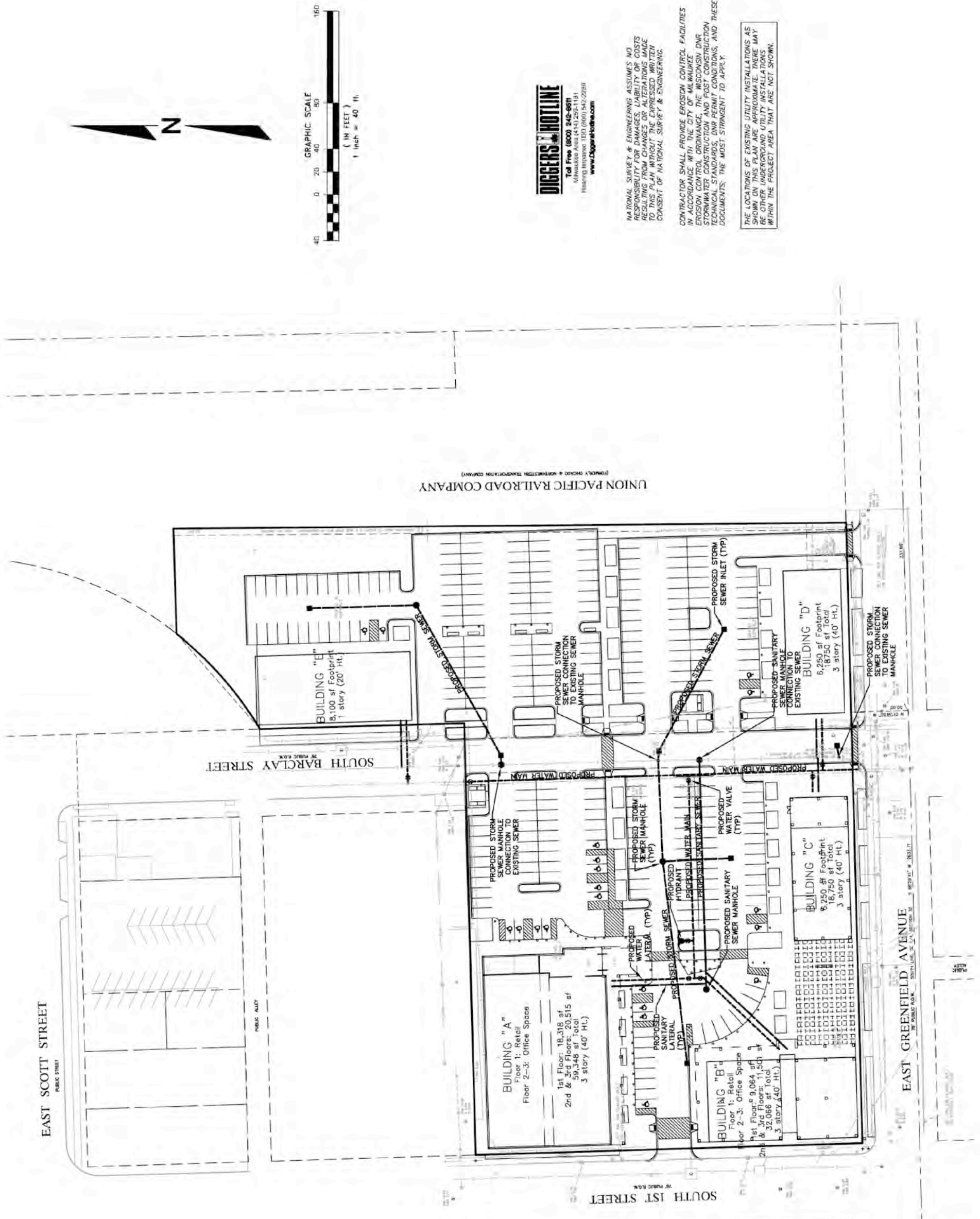
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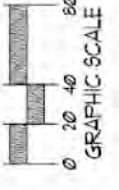
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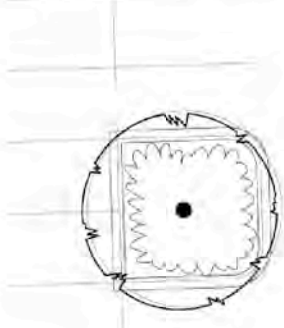
Square B
 LANDSCAPE PLAN
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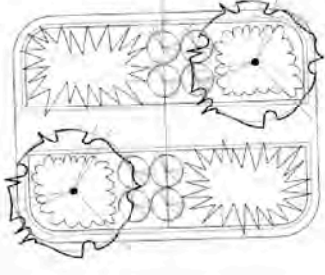


TYPICAL PARKING ISLAND PLANTING SCHEMES

1" = 10'



LARGE ISLANDS TO SUPPORT
 LARGER SHADE TREES WITH
 UNDERPLANTING



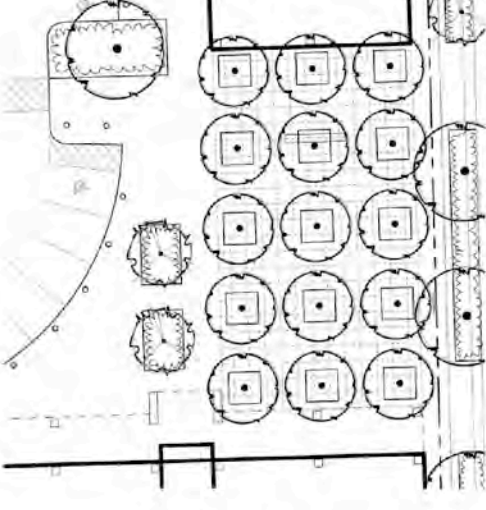
MEDIUM SIZE TREES IN
 ISLANDS WITH SHRUB AND
 PERENNIAL UNDERPLANTING



SMALLER SCALE PLANTINGS
 WITH ORNAMENTAL GRASSES
 IN NARROW ISLANDS

PLAZA DETAIL - TREE BOSQUE

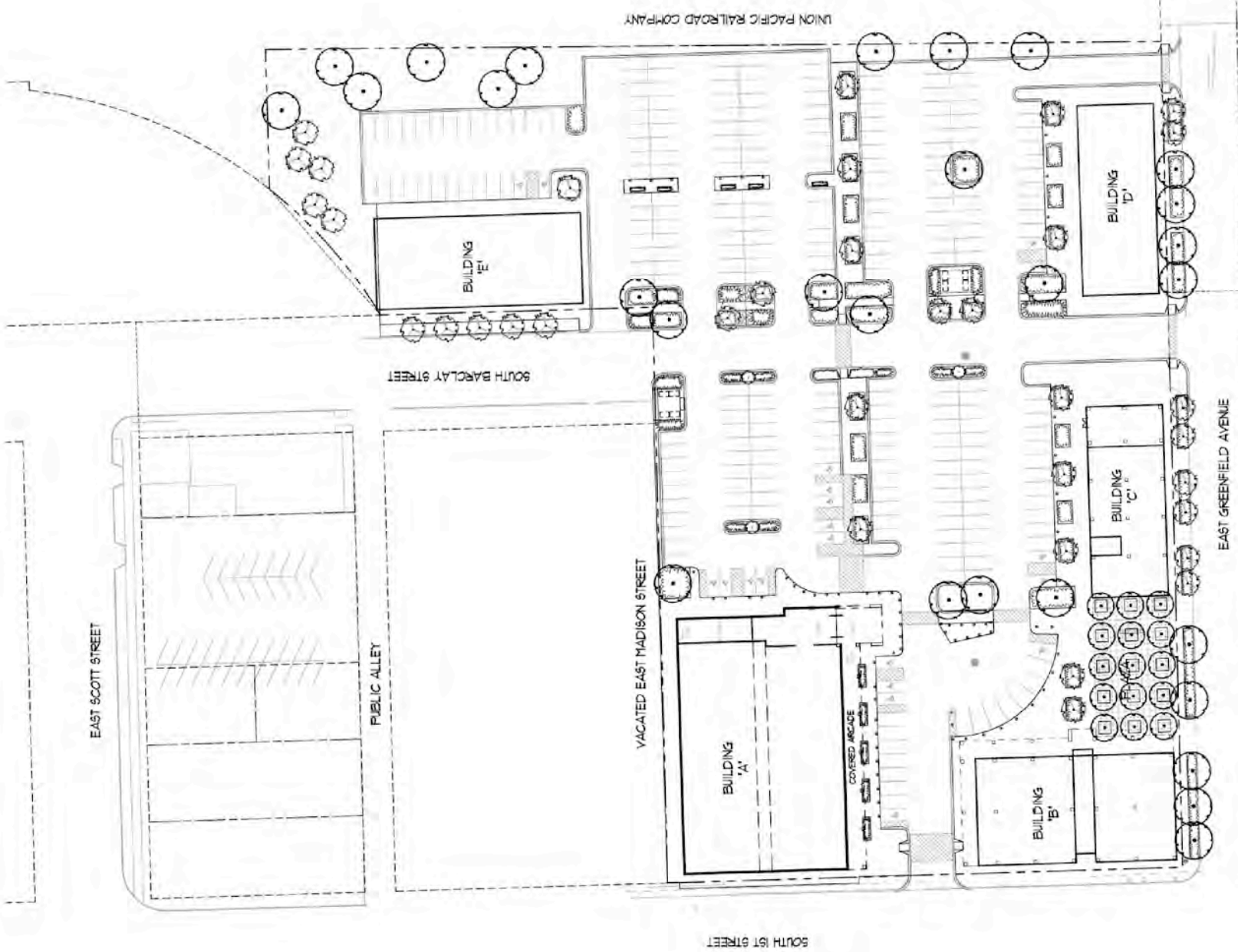
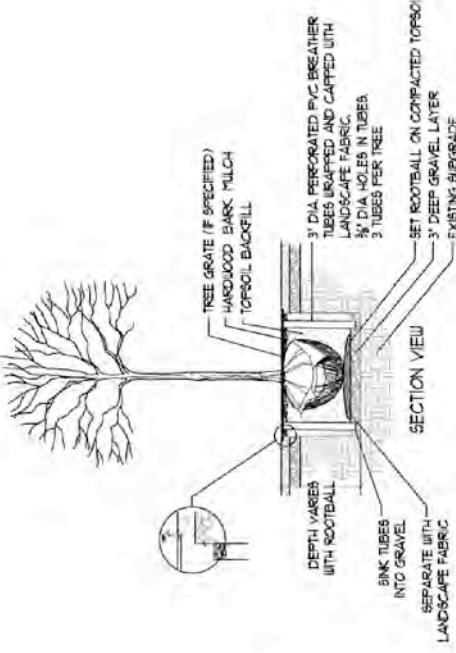
1" = 20'



FILTERED SHADE FROM TREE CANOPY WITH OUTDOOR
 SEATING AND PEDESTRIAN SCALE AMENITIES

**DECIDUOUS TREE WITH BREATHER
 TUBES IN PLANTING VAULT**

NOT TO SCALE



URBAN TOLERANT PLANT LIST

- SHADE TREES:**
 - COLLONAR OAK, HACKBERRY, GINKGO, HEDGE MAPLE, NEW HORIZONS ELM, KENTUCKY COFFEE TREE (SEEDLESS)
- ORNAMENTAL TREES:**
 - GALLERY FLOWERING PEACH, JAPANESE TREE LILAC, RED JEWEL CRABAPPLE, SERVICEBERRY
- EVERGREENS:**
 - JUNIFER, ARBORVITAE, DWARF CONIFER
- FLOWERING DECIDUOUS SHRUBS:**
 - SPIREA, DWARF BUSH HONEYBUCKLE, GROUND LEO SUMAC, SHRUB ROSE, DWARF KOREAN LILAC
- ORNAMENTAL GRASSES:**
 - BLUE OAT GRASS, KARL FOERSTER FEATHER REED GRASS, PRAIRIE DROPSIDE
- PERENNIALS:**
 - PURPLE CONEFLOWER, ZAGREB COREOPSIS, DAYLILY



Alternative landscape screening for parking



Planters used to define pedestrian areas



Narrow islands planted with ornamental grasses



Island treatment using perennials and ornamental grasses



Tree bosque and plaza



Pedestrian scale plaza with trees

INDEPENDENCE FIRST

Typical Urban Landscape Treatments



NORTH ELEVATION

- BUILDING SIGNAGE ON PRE-FINISHED METAL SUPPORTS
- PRE-CAST CONCRETE COPING
- PRE-FIN MTL WINDOWS W/ INSULATED GLAZING
- PRE-FIN MTL SUNSCREEN
- BRICK VENEER
- INTERNALLY ILLUMINATED SIGNAGE
- PRE-FIN MTL CANOPY
- PRE-FIN MTL STOREFRONT W/ INSULATED GLAZING



WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION

- INTERNALLY ILLUMINATED SIGNAGE
- PRE-FIN METAL PANELS
- PRE-FIN METAL STRUCTURE
- DRIVE-UP CANOPY



VIEW LOOKING NORTHWEST

Plan Development
Submission

DATE
October 1, 2007
PROJECT NUMBER
161805

Square B
BUILDING "A"
EXTERIOR BUILDING ELEVATIONS
Corner of South 1st And Greenfield
Milwaukee, Wisconsin 53204

DEVELOPER

SQUARE B CORPORATION
P.O. Box 11349
Milwaukee, WI 53211-1349

CIVIL ENGINEER

NATIONAL SURVEY & ENGINEERING
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T k w a

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- PRE-CAST CONCRETE COPING
- PRE-FIN MTL SUNSCREEN
- PRE-FIN MTL WINDOWS W/
INSULATED GLAZING
- BRICK VENEER
- INTERNALLY ILLUMINATED
SIGNAGE
- PRE-FIN MTL CANOPY
- COVERED ARCADE
- PRE-FIN MTL STOREFRONT W/
INSULATED GLAZING





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Square B
 SITE PERSPECTIVE
 VIEW LOOKING NORTHWEST
 Corner of South 1st And Greenfield
 Milwaukee, Wisconsin 53204

**Plan Development
 Submittal**

DATE
 October 1, 2007

PROJECT NUMBER
 161805



Modified IM Zoning

Square B Planned Development will be using a modified IM zoning to regulate the design of the buildings and site. IM zoning is present in adjacent parcels of land and prevalent throughout the vicinity of the proposed development. All modifications to standard IM zoning as of August 20, 2007 have been highlighted in red, bolded, and italicized.

295-801. Purposes.

3. INDUSTRIAL-MIXED (IM). This district is intended to provide for the orderly conversion of certain older industrial and warehousing areas with multi-story buildings to residential, commercial or office uses for which the buildings, at the present time, may be better suited. These areas have an urban character. Buildings were typically built without setbacks or yards and often with little or no off-street parking.

295-803. Uses.

1. USE TABLE. Table 295-803-1 indicates the use classifications for various land uses in the industrial districts. The uses in this table are defined in s. 295-201. The following are the use classifications indicated in table 295-803-1:
 - a. "Y" indicates a permitted use. This use is permitted as a matter of right subject to all performance standards.
 - b. "L" indicates a limited use. This use is permitted only when the use meets the standards of sub. 2. If the use cannot meet these standards, it shall be permitted only upon board approval of a special use permit pursuant to [s. 295-311-2](#), unless otherwise prohibited by sub. 2.
 - c. "S" indicates a special use. This use is permitted only if the board approves a special use permit pursuant to [s. 295-311-2](#).
 - d. "N" indicates a prohibited use.

Table 295-803-1 INDUSTRIAL DISTRICTS USE TABLE

Residential Uses	IM
Single-family Dwelling	Y
Two-family Dwelling	Y
Multi-family Dwelling	Y
Attached Single-Family Dwelling	Y
Live-work Unit	Y
Mobile Home	Y
Watchman/Service Quarters	N
Family Day Care Home	Y
Group Residential Uses	IM
Rooming House	S
Convent, Rectory, or Monastery	Y
Dormitory	S
Fraternity or Sorority	S

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Adult Family Home	L
Foster Family Home	Y
Small Foster Home	L
Group Home or Group Foster Home	L
Family Shelter Care Facility	Y
Small Group Shelter Care Facility	L
Large Group Shelter Care Facility	S
Community Living Arrangement	L
Transitional Living Facility	S
Educational Uses	IM
Day Care Center	L
School, Elementary or Secondary	Y
College	S
School, Specialty or Personal Instruction	Y
Community Serving Uses	IM
Library	Y
Cultural Institution	Y
Community Center	S
Religious Assembly	S
Cemetery or Other Place of Interment	N
Public Safety Facility	Y
Correctional Facility	N
Commercial And Office Uses	IM
General Office	Y
Government Office	Y
Bank or Other Financial Institution	Y
Currency Exchange, Payday Loan Agency, or Title Loan Agency	S
Retail Establishment, General	Y
Garden Supply or Landscaping Center	Y
Home Improvement Center	Y
Secondhand Store	S
Outdoor Merchandise Sales	L
Artist Studio	Y
Adult Retail Establishment	S
Health Care And Social Assistance Uses	IM
Medical Office	Y
Health Clinic	S
Hospital	N
Medical Research Laboratory	Y
Medical Service Facility	N
Social Service Facility	S
Emergency Residential Shelter	N
Nursing Home	N
General Service uses	IM
Personal Service	Y
Business Service	Y
Building Maintenance Service	Y
Catering Service	Y
Funeral Home	N
Laundromat	Y
Dry Cleaning Establishment	Y
Furniture and Appliance Rental and Leasing	Y
Household Maintenance and Repair Service	Y
Tool/Equipment Rental Facility	Y
Animal Hospital/Clinic	L
Animal Boarding Facility	L
Animal Grooming or Training Facility	L
Motor Vehicle Uses	IM
Sales Facility	S
Rental Facility	S

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Repair Facility	S
Body Shop	S
Outdoor Storage	S
Wholesale Facility	Y
Sales Facility	S
Rental Facility	S
Repair Facility	S
Body Shop	S
Outdoor Storage	S
Filling Station	S
Car Wash	S
Drive-through Facility	S
Parking Lot, Principal Use	L
Parking Lot, Accessory Use	L
Parking Structure, Principal Use	L
Parking Structure, Accessory Use	L
Heavy Motor Vehicle Parking Lot, Principal Use	L
Heavy Motor Vehicle Parking Lot, Accessory Use	Y
Accommodation And Food Service Uses	IM
Bed and Breakfast	Y
Hotel, Commercial	Y
Hotel, Residential	Y
Tavern	Y
Assembly Hall	S
Restaurant, Sit-down	Y
Restaurant, Fast-food / Carry-out	L
Entertainment and Recreation Uses	IM
Park or Playground	S
Festival Grounds	N
Recreation Facility, Indoor	Y
Recreation Facility, Outdoor	S
Health Club	Y
Sports Facility	S
Gaming Facility	N
Theater	Y
Convention and Exposition Center	S
Marina	Y
Outdoor Racing Facility	N
Adult Entertainment Establishment	N
Storage, Recycling, and Wholesale Trade Uses	IM
Recycling Collection Facility	S
Mixed-waste Processing Facility	S
Material Reclamation Facility	N
Salvage Operation, Indoor	L
Salvage Operation, Outdoor	S
Wholesale and Distribution Facility, Indoor	Y
Wholesale and Distribution Facility, Outdoor	S
Indoor	Y
Outdoor	S
Hazardous Materials	N
Transportation Uses	IM
Ambulance Service	S
Ground Transportation Service	S
Passenger Terminal	Y
Helicopter Landing Facility	S
Airport	N
Ship Terminal or Docking Facility	N
Truck Freight Terminal	S
Railroad Switching, Classification Yard, or Freight Terminal	Y
Industrial Uses	IM

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Manufacturing, Light	Y
Manufacturing, Heavy	S
Manufacturing, Intense	N
Research and Development	Y
Processing or Recycling of Mined Materials	N
Contractor's Shop	Y
Contractor's Yard	Y
Agricultural Uses	IM
Plant Nursery or Greenhouse	Y
Raising of Crops or Livestock	Y
Utility and Public Service Uses	IM
Broadcasting or Recording Studio	Y
Transmission Tower	L
Water Treatment Plant	Y
Sewage Treatment Plant	N
Power Generation Plant	N
Substation/Distribution Equipment, Indoor	S
Substation/Distribution Equipment, Outdoor	L
Temporary Uses	IM
Seasonal Market	L
Temporary Real Estate Sales Office	L
Concrete Batch Plant, Temporary	L
Live Entertainment Special Event	L

2. LIMITED USE STANDARDS.

a. Adult Family Home or Small Group Shelter Care Facility.

a-1. Adult Family Home. All residents of the adult family home, other than the operator or care provider and the operator or care provider's immediate family, shall be disabled persons, as indicated by the required state license application. If this standard is not met, the use shall not be located within 2,500 feet of a community living arrangement, small foster home, group home or group foster home, or another adult family home.

a-2. Small Group Shelter Care Facility.

a-2-a. All residents of the small group shelter care facility, other than the operator or care provider and the operator or care provider's immediate family, shall be disabled persons, as indicated by the required state license application. If this standard is not met, the use shall not be located within 2,500 feet of a community living arrangement, adult family home, small foster home, group home or group foster home, large group shelter care facility or another small group shelter care facility.

a-2-b. The department has received notification from the state of Wisconsin of application for licensure of the facility as a small group shelter care facility.

b. Small Foster Home. All residents of the small foster home, other than the operator or care provider and the operator or care provider's immediate family, shall be disabled persons, as indicated by the required state license application. If this standard is not met, the use shall not be located within 2,500 feet of a community living arrangement, group home or group foster home, or another small foster home.

c. Group Home, Group Foster Home or Community Living Arrangement.



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- c-1. All residents of the facility, other than the operator or care provider and the operator or care provider's immediate family, shall be disabled persons, as indicated by the required state license application. If this standard is not met, the use shall not be located within 2,500 feet of a small foster home or another group home, group foster home or community living arrangement.
 - c-2. Not more than 15 persons shall reside on the premises.
 - c-3. The use has not been determined by the common council to be a nuisance under s. 62.23(7)(i), Wis. Stats.
 - c-4. The department has received notification from the state of Wisconsin of application for licensure of the facility as a group home, group foster home or community living arrangement.
 - c-5. Prior to initial licensure of the group home, group foster home or community living arrangement by the state of Wisconsin, the applicant for licensure has made a good faith effort to establish a community advisory committee consisting of representatives from the proposed group home, group foster home or community living arrangement, the neighborhood in which the proposed facility will be located and a local unit of government, in accordance with s. 48.68(4) or s. 50.03(4)(g), Wis. Stats., as applicable, with the local government representative being the local common council member or the council member's designee.
- d. Day Care Center.
- d-1. The use is located in a building containing an elementary or secondary school, college, library or cultural institution as a principal use.
 - d-2. The use shall not operate between the hours of 12 a.m. and 5 a.m.
 - d-3. For any day care center other than an adult day care center, the facility shall not be located within 500 feet of an adult retail establishment or an adult entertainment establishment.
 - d-4. For any day care center other than an adult day care center, if the day care center is located in a building containing an elementary or secondary school, college, library or cultural institution as a principal use, the facility shall not be located within 300 feet of a premises for which the common council has granted any of the alcohol beverage licenses identified in s. 90-4-1, 2 and 5 and such license is currently valid. This standard shall not apply to a day care center in operation on February 3, 2007.
- e. **Omitted**
- e-1. The use shall be located on an arterial or collector street.
 - e-2. The area of the site shall be at least 10,000 square feet.
- f. **Omitted – Not Applicable To IM Zoning.**
- g. Outdoor Merchandise Sales.
- g-1. No portion of the outdoor area where goods are displayed for sale is located within 150 feet of a residential use.



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- g-2. The premises contains at least one enclosed, permanent building.
- g-3. No used merchandise is offered for sale.
- h. Health Clinic. The use shall be located on an arterial or collector street.
- i. Animal Hospital/Clinic, Animal Boarding Facility or Animal Grooming or Training Facility. No outdoor run or outdoor kennels shall be provided on the premises.
- j. Light Motor Vehicle Sales Facility or Heavy Motor Vehicle Sales Facility. The facility was in operation on October 1, 2002.
- k. Light Motor Vehicle Rental Facility or Heavy Motor Vehicle Rental Facility. Not more than 15 vehicles available for rent may be kept on the premises.
- L. Light Motor Vehicle Repair Facility or Light Motor Vehicle Body Shop.
 - L-1. No junk motor vehicle, as defined in s. 80-49, shall be stored outdoors on the premises.
 - L-2. No motor vehicle parts or motor vehicle repair equipment shall be stored or kept outdoors on the premises.
 - L-3. Outdoor storage of motor vehicles shall be screened with type "E" or type "F" landscaping, as described in s. 295-405.
 - L-4. In the IO1 and IO2 districts, the repair facility or body shop was in operation on October 1, 2002, and has been in continuous operation since that date. If this standard is not met, the use shall be a prohibited use.
- m. Light Motor Vehicle Outdoor Storage. The facility was in operation on October 1, 2002, and has been in continuous operation since that date. If this standard is not met, the use shall be a prohibited use.
- n. Heavy Motor Vehicle Repair Facility or Heavy Motor Vehicle Body Shop.
 - n-1. No junk motor vehicle, as defined in s. 80-49, shall be stored outdoors on the premises.
 - n-2. No motor vehicle parts or motor vehicle repair equipment shall be stored or kept outdoors on the premises.
 - n-3. Outdoor storage of motor vehicles shall be screened with type "E" or type "F" landscaping, as described in s. 295-405.
 - n-4. If the use is located within 150 feet of a residential district, it shall be totally enclosed within a building and it shall not operate between the hours of 7 p.m. and 7 a.m.
- o. Heavy Motor Vehicle Outdoor Storage. The facility was in operation on October 1, 2002, and has been in continuous operation since that date. If this standard is not met, the use shall be a prohibited use.
- p. Parking Lot, Principal Use.
 - p-1. The width of the paved parking area shall not exceed 60 feet as measured from side lot line to side lot line.



- p-2. The parking lot shall not be immediately adjacent to another premises containing a parking lot as a principal use.
- p-3. No alley shall be relied upon for vehicular circulation purposes.
- q. Parking Lot, Accessory Use. The parking lot shall not be located between the street façade of a principal building and a street lot line.
- r. Parking Structure, Principal Use or Accessory Use. At least 50% of the street frontage of the street-level area shall be devoted to any other use or uses listed as permitted in the district or approved by the board.
- s. Heavy Motor Vehicle Parking Lot, Principal Use. The parking lot shall not exceed 9,000 square feet or 30 parking spaces.
- t. **Omitted – Not Applicable To IM Zoning.**
- u. **Omitted – Not Applicable To IM Zoning.**
- v. **Omitted – Not Applicable To IM Zoning.**
- w. Fast-food/Carry-out Restaurant.
- w-1. The use shall be located in a building containing at least one other principal use listed as a permitted use in the zoning district in which it is located.
- w-2. The use shall be located on an arterial or collector street.
- x. **Omitted – Not Applicable To IM Zoning.**
- y. Mixed-waste Processing Facility. If the use is located within 150 feet of a residential district, it shall be totally enclosed within a building and it shall not operate between the hours of 7 p.m. and 7 a.m.
- z. **Omitted – Not Applicable To IM Zoning.**
- aa. Salvage Operation, Indoor. If the use is located within 150 feet of a residential district, special use approval shall be required.
- bb. Truck Freight Terminal. The use shall not be located within 500 feet of a residential zoning district.
- cc. Transmission Tower.
- cc-1. The tower shall comply with the applicable provisions of [s. 295-413](#).
- cc-2. The height of the tower shall not exceed 85 feet. A tower exceeding 85 feet may be permitted as a special use.
- dd. Substation/Distribution Equipment, Outdoor.
- dd-1. All structures associated with the use shall be screened with type "G" landscaping, as described in s. 295-405.
- dd-2. No structure associated with the use shall be located within 25 feet of a street lot line.
- ee. Seasonal Market.



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- ee-1. The activity shall be located on property owned or leased by the operator of the seasonal market. Alternatively, the market operator may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a seasonal market. A specific certificate of occupancy shall not be required for a seasonal market meeting the requirements of this paragraph.
- ee-2. If flowers, plants, Wisconsin-grown farm products or Christmas trees constitute at least 75% of the merchandise offered for sale, the activity shall be limited to not more than 90 days in one calendar year. Otherwise, the duration of the seasonal market shall be limited to not more than 14 days in one calendar year.
- ee-3. The activity shall not produce glare, spill light or noise in violation of the provisions of ch. 80.
- ee-4. Signage shall be limited to not more than 2 signs and a total display area of 16 square feet for all signs combined.
- ee-5. Sales shall not occur between the hours of 9 p.m. and 7 a.m.
- ee-6. The site shall be restored to its previous condition following termination of the market operation.
- ff. Temporary Real Estate Sales Office.
 - ff-1. The sales office and any associated model homes or units shall be open only until the homes or units specifically being marketed are sold out.
 - ff-2. Signage shall comply with the requirements of s. 295-407 and the signage regulations of subch. 5.
 - ff-3. Customer-accessible restrooms shall be provided.
 - ff-4. A specific certificate of occupancy shall not be required for a temporary real estate sales office meeting these requirements.
- gg. Temporary Concrete/Batch Plant.
 - gg-1. The plant shall be located on the property it serves or adjacent to the roadway if it is serving a roadway project. Construction projects at other locations shall not be served by the facility.
 - gg-2. The plant shall be located on property owned or leased by the operator of the plant. Alternatively, the plant operator may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a concrete/batch plant. If the operation utilizes the public right-of-way, the operator shall obtain appropriate permissions and permits from the commissioner of public works. No other occupancy permit shall be required by the department.
 - gg-3. No dust from the operation shall blow onto adjacent properties or public right-of-way. The operator shall also provide for the daily removal of material tracked onto the public roadway by equipment coming to or going from the facility.
 - gg-4. The plant shall not operate between the hours of 9 p.m. and 7 a.m.



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gg-5. The plant may operate for a period not to exceed 9 months. When the construction project the plant is serving is complete, the site shall be cleaned and returned to its original condition or improved condition, as appropriate.

gg-6. The plant shall be screened with a 9-foot opaque fence, including but not limited to a chain-link fence with inserted slats.

hh. Live Entertainment Special Event.

hh-1. If the event is to occur on the public right-of-way or other public property, the person, firm or organization coordinating the event shall obtain a special event permit in accordance with s. 105-55.5.

hh-2. The person, firm or organization coordinating the event shall obtain a festival permit, if required to do so by s. 261-103.

hh-3. If the event will include carnival rides, the property owner or carnival operator shall obtain a carnival site permit in accordance with s. 87-14.

hh-4. The event shall be located on property owned or leased by the person, firm or organization that is coordinating it. Alternatively, such person, firm or organization may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a live entertainment special event.

3. ADDITIONAL SPECIAL USE STANDARDS. No special use permit for a currency exchange, payday loan agency or title loan agency shall be granted by the board unless the board finds, in addition to the findings required by [s. 295-311-2-d](#), that:

a. No other currency exchange, payday loan agency or title loan agency is located within 1,500 feet of the proposed use.

b. The proposed use will not be located within 150 feet of a single-family or 2-family residential zoning district.

4. ACCESSORY USES.

a. General. An accessory use to a principal use shall be allowed if it complies with all applicable development standards, all other regulations of this chapter and all provisions of this code relating to odors, smoke, dust or noise, or the open storage of materials or equipment.

b. Motor Vehicle Repair, Service or Maintenance on Lots Used for Residential Purposes. No motor vehicle repair, service or maintenance shall be permitted on any lot used wholly or in part for residential purposes without a certificate of occupancy for such motor vehicle uses, unless the following conditions are met:

b-1. The motor vehicle repaired, serviced or maintained is owned by a person who resides on the lot.

b-2. Not more than one motor vehicle shall be repaired, serviced or maintained at any one time.

b-3. The removal of any vehicle components, including but not limited to engines, transmissions, radiators, wheel assemblies, doors and hoods, shall be performed only within an enclosed garage and out of view of the general



public. All vehicle parts, components and repair tools shall be stored within an enclosed garage and kept out of view of the general public. Junk yards shall not be permitted.

b-4. Motor vehicle body work and painting shall be permitted only if a certificate of occupancy for a light motor vehicle body shop has been issued by the department.

c. **Omitted – Not Applicable To IM Zoning.**

d. **Omitted – Not Applicable To IM Zoning.**

e. Retail Sales. Accessory retail sales shall be permitted provided such activity does not occupy more than 10% of the gross floor area of the use.

f. Accessory Parking. The location of accessory off-street parking spaces, including parking for 4 or fewer vehicles, shall comply with all applicable parking location standards set forth in s. 295-803-2q.

295-805. Industrial Design Standards

1. PURPOSE. The objective of the design standards of this section is to reduce or eliminate potential adverse effects and nuisances often associated with industrial activities and structures, particularly as these activities and structures impact surrounding residents and businesses. The standards set forth in this section include setbacks, screening/buffering, height transitions and noise limitations.

2. PRINCIPAL BUILDING STANDARDS.

a. Introduction. Table 295-805-2 indicates the design requirements for all buildings that are located in industrial districts. Table 295-805-2 also specifies which commercial or residential design standards of subchs. 5 and 6 apply to non-industrial buildings located in industrial zoning districts. The provisions of this subsection explain, qualify or specify exceptions to the design standards set forth in table 295-805-2.

Table 295-805-2 Principal Building Design Standards

	IM
Front setback, minimum (ft.)	none*
Side street setback, minimum (ft.)	none*
Rear street setback, minimum (ft.)	none*
Side setback, minimum (ft.)	none*
Rear setback, minimum (ft.)	none*
Height, maximum	85 ft. (new construction only)**
Height, minimum	20 ft.



Design Standards for Non-industrial Buildings Except Single-family and Two-family Dwellings

	IM
Refer to design standards in subch. 6 for this commercial district:	Modified - LB2***

Design Standards for Single-family and Two-family Dwellings

	IM
Refer to design standards in subch. 5 for this residential district:	RT4

- * Whenever an industrial building site is adjacent to or across a street or alley from a residential, institutional, park or non-industrial planned development district, see also the residential buffer (setback) standards of [table 295-805-4-d.](#)
 - ** Whenever an industrial building site is adjacent to or across a street or alley from a residential, institutional, park or non-industrial planned development district, see also [s. 295-805-4-e.](#)
 - *** Compliance with the lot area and lot coverage requirements of the LB2 district shall not be required and maximum building height shall be 85 feet. For residential buildings, compliance with the glazing requirements of the LB2 district shall not be required.
- b. Conversion of Industrial Buildings. Industrial buildings may be converted to non-industrial uses as permitted by table 295-803-1 or as approved by the board. The design standards for non-industrial and residential buildings specified in table 295-805-2 shall apply to new construction only. Converted buildings shall not be subject to these design standards.

3. ACCESSORY STRUCTURE STANDARDS.

- a. Accessory Industrial Buildings. Accessory industrial buildings shall comply with the following standards:
 - a-1. The front setback of an accessory industrial building shall not be less than the front setback of the principal building.
 - a-2. No side setbacks shall be required.
 - a-3. The side street setback shall not be less than the side street setback of the principal building.
 - a-4. The rear setback shall not be less than the rear setback of the principal building.



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- a-5. If access to a garage is provided from an alley, a minimum rear setback of 4 feet shall be required. Otherwise, there shall be no rear setback requirement.
- a-6. The rear street setback shall not be less than the rear street setback of the principal building.
- a-7. The number of accessory structures shall not be limited.
- a-8. If the building is located adjacent to a residential district, it shall be subject to the height limitations of [s. 295-805-4-e](#).
- b. Accessory Commercial Structures. Structures accessory to commercial buildings shall comply with the accessory structure standards for the zoning district referenced in table 295-805-2.
- c. Accessory Residential Structures. Structures accessory to residential buildings shall comply with the accessory structure standards for the zoning district referenced in table 295-805-2.

4. SITE STANDARDS.

- a. Applicability. Unless otherwise noted, the provisions of this subsection apply to all industrial uses. For commercial and residential uses, the site design standards applicable to the zoning district referenced in table 295-805-2 shall apply.
- b. Parking.
 - b-1. General. Off-street parking spaces shall be provided in accordance with the requirements of s. 295-403-2 and meet the design standards of s. 295-403-3.
 - b-2. Reduction Prohibited. The number of parking spaces required for a use in an industrial zoning district shall not be reduced below the number required by s. 295-403-2.
 - b-3. Landscaping. Parking lots shall be landscaped in accordance with the applicable provisions of s. 295-405.
- c. Access Drives.
 - c-1. Configuration. An access drive shall generally traverse the front setback at a right angle. The commissioner of public works shall approve the location and design of the curb cut and driveway apron for the access drive.
 - c-2. Width. An access drive shall not exceed 30 feet in width.
- d. Residential Buffers.
 - d-1. When Required. A transition buffer shall be required when a site in the IO1, IO2, IL1, IL2 or IH district is used for a storage, recycling or wholesale trade use, a transportation use or an industrial use, either principal or accessory, and is adjacent to or across a street or alley from a residential, institutional, parks or non-industrial planned development district. The purpose of such buffers is to screen unsightly activities or buildings, and to reduce significant scale changes between industrial districts and



surrounding neighborhoods. While setbacks, landscaping and fences are the primary methods used to achieve this objective, architectural techniques or features such as masonry walls may also be used to provide the buffer. The buffer area shall only include fences, walls, berms, landscaping, and access drives that traverse the buffer at right angles. Table 295-805-4-d contains setback and tree-planting requirements that shall be met whenever a residential buffer is required. Required evergreen trees shall be located and planted in a manner that most effectively obstructs views of industrial activities.

Table 295-805-4-D

INDUSTRIAL DISTRICT RESIDENTIAL TRANSITION STANDARDS

	IM
Min. setback (buffer width)	no buffer reqr.'d
Evergreen trees (min.) per x lineal ft. of alley, street frontage or shared property line	n.a.
Evergreen tree spacing	n.a.
Min. tree height at planting	n.a.
Max. tree height at maturity	n.a.
Min. buffer width	no buffer reqr.d
New building construction or addition	n.a.
Light motor vehicle parking	n.a.
Dumpsters and trash collection equip.; loading docks	n.a.
Outdoor storage, outdoor salvage, outdoor operational space	n.a.

d-2. Alternative Buffer Standards. The width of a residential buffer may be reduced by up to 50% if the buffer meets a higher standard for screening and design, as specified by the alternative buffer standards included in table 295-805-4-d, and if the required buffer is not less than 10 feet wide. While the width of a buffer may be reduced, the number of required evergreen trees shall not be reduced and additional screening materials, such as fences and shrubs, shall be added as specified in table 295-805-4-d.



e. Height Adjustment.

e-1. Height Limitation When Adjacent to Residential, Institutional, Parks, or Non-Industrial Planned Development District. The maximum height of an industrial building at the required residential buffer line or, if there is no buffer requirement, at the property line, located adjacent to or across a street or alley from a residential, institutional, parks or non-industrial planned development district shall be the average height of residential buildings on the adjacent blockface. The height of the industrial building may be increased by one foot for every 2 feet the building is set back from the residential buffer line or the property line, as appropriate. For purposes of this subdivision, "industrial building" means a building containing any use listed under the headings of "storage, recycling and wholesale trade uses," "transportation uses," "industrial uses" and "utility and public service uses" in table 295-803-1.

e-2. Exceptions to Height Limitations. All structures shall comply with the height limitations established in subd. 1, except the following:

e-2-a. Chimneys and flues.

e-2-b. Water towers or tanks other than those located on the roof of a building.

e-2-c. Bulkheads, elevator enclosures, penthouses, skylights or water tanks occupying in the aggregate less than 25% of the area of the roof on which they are located.

e-2-d. Parapet walls or cornices extending above the height limit not more than 5 feet.

e-2-e. Monuments, television reception antennae, radio reception antennae, flag poles, spires, church roofs, domes, cupolas or belfries for ornamental purposes and not used for human occupancy.

e-2-f. Churches, convents, schools, dormitories, colleges, libraries and museums in zoning districts which limit height to 45 or 60 feet. Such a building or portion thereof may exceed the height limit of the district if the building, or portion of the building in excess of the limit, is setback from side lot lines a distance equal to one-half the height of the building or portion thereof.

e-2-g. Transmission towers which do not exceed 85 feet in height or have received special use approval from the board.

e-2-h. Airports. In any area within the city where the height limitations of the Milwaukee county airport approach height ordinances are applicable, such height limitations shall apply, except where the height limitations of this chapter are more restrictive. Exceptions permitted under s. 200-44 and objects of natural growth shall not exceed the height limitations established by the Milwaukee county general ordinances and by s. 114.136, Wis. Stats.



- f. Dumpsters And Waste Storage. A dumpster or common waste storage facility visible from a public street or a non-industrially-zoned district shall be screened with type "G" landscaping, as described in s. 295-405.
- g. Loading Docks. Where loading for more than 2 truck bays is in a yard facing and visible from a public street or a non-industrial district, the loading docks shall be screened with type "G" landscaping, as described in s. 295-405. These standards may be waived in whole or in part, or compliance with them may be delayed, if visibility of the loading docks is limited by changes of grade, natural features, elevated roadways, existing buildings or similar obstructions.
- h. Outdoor Storage.
 - h-1. Screening. The objective of the screening standard is to hide exterior storage areas from the view of properties located outside the industrial district or from public streets. Where an outdoor storage area is visible from a public street or a non-industrial district, the outdoor storage area shall be screened with type "E" or "F" landscaping, as described in s. 295-405.
 - h-2. Stockpiles. All stockpile heights shall be limited to either the height of the fence enclosure provided or the average height of the landscape plant material, if greater. This limitation may be exceeded by 50% if the stockpile is located on the rear 25% of the site and not within 120 feet of a public street or any zoning district other than an industrial district. In a situation where a building completely screens the stockpile from the street, the 120-foot limitation shall not apply for as long as the building remains in place.
- i. Fences.
 - i-1. General. In industrial districts, all types of fences are permitted and may be located anywhere on a lot, including along a property line.
 - i-2. Fences Along Streets. Fences along streets shall not exceed a height of 4 feet, with the following exceptions;
 - i-2-a. A fence may be erected to a height of 6 feet if it is set back at least 5 feet from the street property line and provided with trees and shrubs in accordance with the type "A" landscaping requirement of s. 295-405.
 - i-2-b. An ornamental metal fence or a combination ornamental metal fence and masonry wall may be constructed on the street property line provided the wall is no higher than 4 feet, the combined height of the wall and fence does not exceed 6 feet and the portion of the fence structure above 4 feet high is at least 50% open. An ornamental metal fence or a combination ornamental metal fence and masonry wall may be constructed to a height not exceeding 8 feet if it is set back at least 5 feet from the street property line and provided with trees and shrubs in accordance with the type "A" landscaping requirement of s. 295-405.
 - i-3. Fences along Side and Rear Lot Lines. A fence located along a side lot line or a rear lot line shall not exceed a height of 9 feet. A fence within 5 feet of a residential use shall be opaque up to at least 6 feet in height.



- i-4. Orientation of Supporting Members. The vertical and horizontal supporting members of a fence shall face the interior of the lot on which the fence is located.
- i-5. Public-Right-of-Way. A fence or retaining wall may extend into the public right-of-way to the extent allowed by a special privilege granted by the common council pursuant to s. 245-12.
- i-6. Barbed Wire. Barbed wire may be used for fence purposes provided it is located not less than 6 feet above the grade directly below the fence and is not located within a residential buffer or within 15 feet of a street lot line. If visible from a public street, trees and shrubs shall be provided in accordance with the type "A" landscaping requirement of s. 295-405. Razor wire and concertina wire are prohibited in all circumstances.
- i-7. Fences as Part of Required Screening. Notwithstanding any other provisions of this paragraph, a fence may be erected to the height necessary to comply with the screening requirement of s. 295-405.
- j. Vision Triangles. A fence or other opaque or semi-opaque object located near the intersection of a street with an alley, access drive or another street shall be in compliance with the applicable vision triangle regulations of [s. 295-405-3](#).
- k. Noise. See ss. 80-60 through 80-75 for noise regulations applicable to industrial zoning districts.
- L. Lighting. See s. 295-409 for lighting regulations applicable to industrial zoning districts.

5. SIGNS.

- a. General. The design standards for signs in industrial districts are set forth in table 295-805-5. As described in s. 295-407, signs are divided into 2 categories, type "A" and type "B". General standards for each of these categories are found in s. 295-407.

Table 295-805-5

INDUSTRIAL DISTRICT SIGN STANDARDS

	IM
Freestanding Signs	permitted
Maximum number	1 per site
Type "A" max display area (sq. ft.)	80
Type "B" max display area (sq. ft.)	40
Maximum height	15
Wall Signs	permitted
Maximum number	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	60



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Type "B" max. display area (sq. ft.)	32
Projecting Signs	permitted
Maximum number	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	50
Type "B" max. display area (sq. ft.)	25
Awning Signs	
Maximum number	1 per 25 lineal ft.
Type "A" max. display area (sq. ft.)	20
Canopy and Hood Signs	permitted
Maximum number	1 per 25 lineal ft.
Type "A" max display area (sq. ft.)	50
Type "B" max. display area (sq. ft.)	25
Roof Signs	type "A" permitted only
Maximum number	1 per building
Type "A" max display area (sq. ft.)	50
Type "B" max. display area (sq. ft.)	NA
Off-Premise Signs	permitted
Maximum number	1 per site
Maximum display area per sign (sq. ft.)	300
Minimum distance between signs	
Maximum height, freestanding sign (ft.)	40
Maximum height, wall sign (ft.)	60
Maximum height, roof sign	



- b. Sign Limitation Based on Lineal Footage. Where table 295-805-5 links the maximum number or area of signs to lineal footage, the lineal footage referred to is the length of the building façade. In each 25-foot segment, the square footage of **each sign type shall not exceed the maximum area specified in the table. The maximum area of multiple sign types is allowed within the same 25-foot segment. The intent of this is to allow for both automobile and pedestrian scaled signs to exist in the same 25 feet of façade. This also allows for 1st floor signs under a larger tenant sign or building sign on the floors above.** The size of a sign in a façade segment less than 25 feet may be determined by prorating. The square footage allocation for 2 adjoining façade segments may be combined to allow one sign larger than the maximum amount specified. Only one wall, projecting or canopy/hood sign may be located in each façade segment.
- c. Bonus Provision for Type "B" Freestanding Signs. If a monument-type base meeting the base standard for a type "A" freestanding sign is provided and the sign does not exceed 8 feet in height, the maximum display area shall be 10 square feet more than the maximum display area specified in table 295-805-5.
- d. Standards for Multiple Freestanding Signs. Where more than one freestanding sign is permitted on a site, these signs shall comply with the following standards:
 - d-1. No 2 freestanding signs may have display areas that are oriented to the same street.
 - d-2. The signs shall be located as far apart as is possibly practicable or be separated by a building.
- e. Combination Type A and B Signs. Signs that contain elements of both type A and type B signs shall be permitted as long as the size of each element does not exceed its prorated share of total display area, in accordance with [s. 295-205-5-d](#).
- f. Temporary Signs. The following temporary signs shall be permitted in all industrial zoning districts:
 - f-1. A sign pertaining to the construction of a building or the sale or lease of vacant land shall not exceed:

Zoning District	Max. Sign Area
IO1, IO2, IL1, IL2, IM	48 sq. ft.
IH	72 sq. ft.

- f-2. A sign not exceeding 36 square feet erected and maintained on a lot to advertise the leasing, rental or sale of a building or other improved real estate.

g. Additional Regulations. See s. 295-407 for additional regulations for on-premise and off-premise signs.



Modified LB2 Zoning

295-605. Commercial Design Standards

1. INTRODUCTION. The purposes of the design standards of this section are to:
 - a. Maintain Compatibility with Neighborhood Context. An objective of these design standards is to ensure that buildings in commercial districts fit within the context in which they are built. Lot sizes, lot coverage, height and other design parameters vary by district to ensure that the requirements of this section closely match the existing built environment.
 - b. Allow Flexibility in Development. Flexibility in meeting design standards is achieved by providing ranges, exceptions and alternatives which are consistent with the spirit and intent of this chapter. These ranges, exceptions and alternatives allow various site-specific and project-specific issues to be addressed while still taking into account the intention of the zoning district.
 - c. Consistency with the Principles of Urban Design. These design standards strive to promote development that is consistent with the "Principles of Urban Design" adopted by the city plan commission as part of the city's comprehensive plan and on file in the office of the commission and in the legislative reference bureau. Commercial development and alterations should not only be compatible with the character of the neighborhood, but also create pedestrian-friendly environments, allow varying degrees of land use diversity within each zoning district, and promote environments which support transportation diversity consistent with neighborhood context.

2. Principal Building Standards.

- a. Introduction. Principal building standards are established to ensure that new construction in commercial districts, as well as additions and alterations to existing buildings, is appropriate for the surrounding context in terms of size, placement, height and design characteristics. The design standards for non-residential and multi-family buildings are set forth in table 295-605-2. When a building contains both residential and non-residential uses, the design standards for non-residential buildings shall apply. Single-family and 2-family dwellings shall meet the design standards of subch. 5, as cross-referenced in table 295-605-2. The provisions of this subsection explain, qualify or specify exceptions to the standards in the table.

Table 295-605-2 Design Requirements for Commercial and Multi-family Principal Buildings Part 1: NS and LB

Principal Building Design Standards				
Design Standards for Non-residential and Multi-family Principal Buildings				
	NS1	NS2	LB1	LB2
Primary Street				
Front setback, minimum (ft.) (see s. 295-505-2-b)	average	none	average	none
Front setback, maximum (ft.)	50	average	70	10

(see s. 295-505-2-b)				
Secondary Street				
Side street setback, min. (ft.)	none	none	none	none
Side street setback, max. (ft.)	15	5	25	5
Rear street setback, minimum (ft.)	none	none	none	none
Rear street setback, maximum (ft.)	none	none	none	none
Side setback, minimum (ft.)	none	none	none	none
Side setback, maximum (ft.)	none	none	none	none
Rear setback, minimum (ft.)	none	none	none	none
Rear setback, maximum (ft.)	none	none	none	none
Lot area per dwelling unit, minimum (sq. ft.)	2,400	1,200	1,200	800
Height, minimum (ft.)	none	18	none	20
Height, maximum (ft.)	45	60	45	85
Minimum glazed area, primary street frontage	40%	60%	30%	60%
Minimum glazed area, secondary street frontage	10%	15%	10%	15%
Multiple principal buildings permitted?	yes	yes	yes	yes
Design Standards for Single-family and Two-family Dwellings				
	NS1	NS2	LB1	LB2
Refer to design standards in subch. 5 for this residential district	RM1	RM4	RM2	RM5

Table 295-605-2-a Design Requirements for One and Two-family Residential Principal Buildings Part 2: RB and CS

Principal Building Design Standards				
Design Standards for Non-residential and Multi-family Principal Buildings				
	RB1	RB2	CS	
Primary Street				
Front setback, minimum (ft.) (see s. 295-505-2-b)	average	none	none	
Front setback, maximum (ft.) (see s. 295-505-2-b)	none	70	average	
Secondary Street				
Side street setback, min. (ft.)	none	none	none	
Side street setback, max. (ft.)	none	70	5	
Rear street setback, minimum (ft.)	none	none	none	
Rear street setback, maximum (ft.)	none	none	none	
Side setback, minimum (ft.)	none	none	none	
Side setback, maximum (ft.)	none	none	none	
Rear setback, minimum (ft.)	none	none	none	
Rear setback, maximum (ft.)	none	none	none	
Lot area per dwelling unit, minimum (sq. ft.)	1,200	800	1,200	
Height, minimum (ft.)	none	24	none	
Height, maximum (ft.)	85	85	60	
Minimum glazed area, primary street frontage	20%	30%	10%	
Minimum glazed area, secondary street frontage	10%	15%	5%	
Multiple principal buildings permitted?	yes	yes	yes	
Design Standards for Single-family and Two-family Dwellings				
	RB1	RB2	CS	
Refer to design standards in subch. 5 for this residential district	RM2	RM5	RM4	



b. Street Orientation.

- b-1. Introduction. Both building placement standards and pedestrian engagement standards, such as but not limited to entrance placement standards and window requirements, relate to a building's relationship to the street and insure that a new building or addition maintains existing contextual relationships. These standards are based on a street ranking system derived from the "Functional Classification of Streets and Highways Map" maintained by the commissioner of public works, which is also presented as the single-line street map found on the city's geographic information system. Under this system, streets are ranked as principal arterial, minor arterial, collector and local streets, in that order. For purposes of this chapter, freeways and the Lake Parkway are not included in this street classification system.
- b-2. Primary Street. The highest-ranked street abutting a lot shall be considered the primary street, and its street lot line considered the front of the lot. When a lot is bounded by 2 streets of equal rank, the permit applicant shall specify which street is the primary street.
- b-3. Secondary Street. On a lot with 2 or more abutting streets, the second-highest-ranked street, or the other highest-ranking street after the street identified as the primary street pursuant to subd. 2, shall be considered the secondary street, and its street lot line considered the side street. A through lot shall not be required to meet side street setback requirements.
- b-4. Other Streets. Each lot with 2 or more street frontages shall have one primary street and one secondary street. The setback requirements of table 295-605-2 shall not apply to any street lot line that does not abut a primary or secondary street.

c. Front Setback Standards.

- c-1. Intent. Front setback standards are intended to ensure that the front façade or elements of new construction or additions maintain relationships to the primary street that are similar to the corresponding relationships for buildings of similar use in the immediate vicinity. At least 70% of the front façade of a principal building, measured in terms of lineal feet of building frontage, shall be located within the range of the minimum and maximum front setbacks established by table 295-605-2.
- c-2. Setback Averaging. **Omitted.**
- c-3. Building Placement.
 - c-3-a. New Buildings. At least 70% of the front façade of any newly constructed principal building shall be located within the range of the minimum and maximum front setbacks established by table 295-605-2. The remaining 30% or less of the front façade may be set back farther from the front lot line than the maximum front setback, but shall not be located closer to the front lot line than the minimum front setback.
 - c-3-b. Additions and Alterations. Where portions of an existing building are closer to the front lot line than are the front facades of the nearest adjacent buildings, a new addition or alteration may be placed as close to the front lot line as the portion of the



building closest to the front lot line. Where an existing building is set back farther from the front lot line than are the nearest adjacent buildings, an addition or alteration may extend as close to the front lot line as the minimum front setback.

c-3-c. Removal of Portion of Building. No building may be altered by removing a portion of the building such that the front façade of the building will no longer be within the required setback range, or will be even farther from the required range than it already is.

c-3-d. Exception for Motor Vehicle Uses. Where a principal use of a property is a motor vehicle-related use, there shall be no front setback requirements unless stipulated by the board.

c-3-e. Exception for Maximum Setbacks. Notwithstanding any other provision of this subchapter, when averaging is used to determine the maximum front setback, a maximum setback of 2 feet shall always be permitted.

d. Side Street Setback Standards.

d-1. Intent. Side street setback standards are intended to ensure that the façade or other elements of new construction or additions maintain relationships to the secondary street in a manner similar to the corresponding setbacks for buildings of similar use in the immediate vicinity.

d-2. Building Placement.

d-2-a. New Buildings. At least 70% of the side street façade of any newly constructed principal building shall be located within the range of the minimum and maximum side street setbacks established by table 295-605-2. The remaining 30% or less of the side street façade may be set back farther from the side street lot line than the maximum side street setback, but shall not be located closer to the side street lot line than the minimum side street setback.

d-2-b. Exception for Motor Vehicle Uses. Where a principal use of a property is a motor vehicle-related use, there shall be no side street setback requirements unless stipulated by the board.

e. Intrusions Into Public Right-of-way. See ch. 245 for regulations pertaining to intrusions of structures into the public right-of-way.

f. Building Height.

f-1. Exceptions to Height Limitations. All structures shall comply with the height limitations established in each zoning district, except the following:

f-1-a. Chimneys and flues.

f-1-b. Water towers or tanks other than those located on the roof of a building.



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- f-1-c. Bulkheads, elevator enclosures, penthouses, skylights or water tanks occupying in the aggregate less than 25% of the area of the roof on which they are located.
 - f-1-d. Parapet walls or cornices extending above the height limit not more than 5 feet.
 - f-1-e. Monuments, television reception antennae, radio reception antennae, flag poles, spires, church roofs, domes, cupolas or belfries for ornamental purposes and not used for human occupancy.
 - f-1-f. Churches, convents, schools, dormitories, colleges, libraries and museums in zoning districts which limit height to 45 or 60 feet. Such a building or portion thereof may exceed the height limit of the district if the building, or portion of the building in excess of the limit, is setback from side lot lines a distance equal to one-half the height of the building or portion thereof.
 - f-1-g. Transmission towers which are in compliance with the height-related standards of [s. 295-603-2-t](#).
 - f-1-h. Airports. In any area within the city where the height limitations of the Milwaukee county airport approach height ordinances are applicable, such height limitations shall apply, except where the height limitations of this chapter are more restrictive. Exceptions permitted under s. 200-44 and objects of natural growth shall not exceed the height limitations established by the Milwaukee county general ordinances and by s. 114.136, Wis. Stats.
- f-2. Exception to Minimum Height Requirement. Motor vehicle-related uses shall not be subject to a minimum building height requirement.
- g. Lot Coverage.
- g-1. General. The lot coverage standards set forth in table 295-605-2 refer to the proportion of a lot occupied by principal buildings. Accessory structures shall not be included when determining principal building lot coverage.
 - g-2. Exceptions. Motor vehicle uses and fast-food/carry-out restaurants shall not be subject to lot coverage requirements.
- h. Conversion of Non-Residential Buildings to Residential Use. A non-residential building may be converted to residential use. The density regulations of table 295-605-2 shall be applicable to any such conversion. Where the conversion would otherwise be prohibited by these density regulations, each existing non-residential unit may be converted to one residential unit. Notwithstanding any other provision of this chapter, any building converted from non-residential use to residential use shall meet the glazing standard specified in table 295-605-2.
- i. Design Features.
- i-1. Intent. The standards of this paragraph are intended to encourage pedestrian-oriented commercial development.



- i-2. Entrance Door Orientation. Every new building shall have a primary entrance door on the front façade. A primary entrance door shall not be required on the front façade if there is a primary entrance door on a side façade and that door is within 20 feet of the front façade.
- i-3. Glazing.
 - i-3-a. General. All new principal buildings and additions shall have transparent glass windows on both the primary and secondary street frontages according to the percentages listed in table 295-605-2. In addition, no existing building may be altered in such way that the amount of glazing is reduced below the amount required herein. Whenever a substantial improvement occurs, the building shall meet the glazing requirements of table 295-605-2 at the time the substantial improvement is completed. Non-glass materials such as transparent plastic may not be used to meet transparency requirements. Car washes and light and heavy motor vehicle repair facilities and body shops shall not be required to meet glazing standards.
 - i-3-b. Area of Required Glazing. The percentage of lineal frontage of the first floor indicated in table 295-605-2 shall have windows at least 4 feet in height with sills not more than 3 feet 6 inches above the interior floor level.
 - i-3-c. Transparent Glass. Glass in windows or doors used to meet the glazing requirement shall transmit at least 65% of visible daylight (visible transmittance ³.65), regardless of whether the glass is tinted integrally or with applied film. Spectrally selective low-e coatings can meet this requirement.
 - i-3-d. Interior Spaces. Interior walls parallel to required glazing shall be not less than 6 feet from the plane of the glazing.
 - i-3-e. Window Coverings. Operable interior window coverings may be used. Such coverings include, but are not limited to, blinds and draperies. No window covering may be permanently affixed or adhered to the window such that the window becomes permanently opaque.
 - i-3-f. Display Racks and Fixtures. In no case shall display racks and fixtures, in combination with permitted signs, obscure more than 50% of the glazing area.
 - i-3-g. Structural Elements. Structural elements of a glazing system that are less than 6 inches in width shall be counted as part of the clear glazing.
 - i-3-h. Sill Height Exception. In NS1, LB1, RS1 and CS districts, the maximum sill height may be raised to not more than 4 feet 6 inches above the finished floor level.
 - i-3-i. Rear Street Exception. When a rear street frontage is determined to be a secondary street frontage and the building façade facing that street frontage is more than 25 feet from the rear street



property line, there shall be no requirement for glazing.

- i-4. Alternatives to Glazing. The following alternative window or wall treatments may be used to meet the glazing requirements of subd. i-3:
 - i-4-a. Other First-floor Windows Outside the Area of Required Glazing. Clerestory windows or low windows that are at least 3 feet in height may be used to meet the requirements of subpar. i-3-b, and shall only be counted at half the rate of regular windows.
 - i-4-b. Display Cases. Display cases that are located in the area of required glazing and are at least 4 feet in height may be used to meet the requirements of subpar. i-3-b, but shall only be counted at half the rate of regular windows.
 - i-4-c. Wall Design. On secondary street frontages, walls that are designed to avoid long, flat facades may be used to meet the requirements of subpar. i-3-b, subject to approval by the commissioner. In order to be counted towards the glazing requirement, the entire wall shall be designed in this manner and individual sections of flat, blank wall surface shall not exceed 25 feet in length.
 - i-4-d. Windows not Meeting Transparency Standards. Windows that do not meet the transparency standards of subpar. i-3-c shall be counted at 25% of the rate of regular windows.
 - i-4-e. Other Elements. Subject to approval by the commissioner, other elements that are integrated into the façade of a building may be used to meet the requirements of subpar. i-3-b and shall be counted at the same rate as regular windows. Such integrated elements include, but shall not be limited to, bus shelters and automatic teller machines.
- i-5. Overhead Garage Doors Facing Streets. For any new building or addition constructed in the NS2, LB2, or RB2 district, an overhead garage door which faces the street shall be set back at least 4 feet from the front façade of the main building mass.
- i-6. Metal Building Walls. The use of corrugated metal, a metal panel-and-batten system or any other pre-engineered metal building technology on any front façade or street façade located within 100 feet of a street shall be prohibited for any new building construction, addition, or substantial improvement as of November 20, 2004. This provision shall not preclude the use of metal panels or siding in detailing soffits, fascia, dormers, coping, cupolas and similar architectural features, provided the metal materials cover not more than 15% of the total façade, nor shall it preclude the use of metal building walls on additions to existing buildings constructed of similar materials.



3. Accessory Structure Standards.

a. General Requirements for Accessory Buildings.

- a-1. The minimum front setback shall not be less than that of the principal building.
- a-2. The minimum side street setback shall not be less than that of the principal building.
- a-3. No side setback shall be required.
- a-4. If access to a garage is provided from an alley, a minimum rear setback of 4 feet shall be required. Otherwise, no rear setback shall be required.
- a-5. Maximum building height shall not exceed the district height limit found in table 295-605-2.
- a-6. The number of accessory buildings shall not be limited.

b. Structures Accessory to Single-family and Two-family Dwellings. Any structure accessory to a single-family or 2-family dwelling shall meet the requirements set forth in table 295-505-3.

c. Deck Skirting. Skirting to screen the area underneath the deck shall be provided for any deck that is more than 2 feet above grade. Skirting shall not be required if any of the following are true:

- c-1. The deck is more than 30 feet from any property line.
- c-2. The deck is located within 3 feet of a property line and an opaque fence at least 4 feet high is present or is constructed along that property line such that the view of the deck from the neighboring property or public way is obscured.
- c-3. The area adjacent to the deck is landscaped with plantings that obscure the view of the underside of the deck from the neighboring property or public way.

d. Mechanical Equipment. Mechanical equipment such as, but not limited to, air-conditioning condensers and utility boxes shall be permitted in portions of side yards and rear yards outside required setback areas.

4. Site Standards.

a. Applicability. Unless otherwise noted, the provisions of this subsection apply to all residential and non-residential uses.

b. Parking Spaces.

- b-1. General. Off-street parking spaces for uses in commercial zoning districts shall be provided in accordance with the requirements of s. 295-403-2 and shall meet the design standards of [s. 295-403-3](#).
- b-2. Reduction Prohibited. The number of parking spaces provided for a use in a commercial zoning district shall not be reduced below the number required by s. 295-403-2.



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- b-3. Location of Parking Spaces. The location of parking spaces shall be in accordance with table 295-603-1 and any corresponding limited use standards.
- b-4. Maximum Number of Vehicles. Not more than 4 motor vehicles may be parked outdoors on a lot containing a single-family or 2-family dwelling.
- b-5. Unregistered Vehicles. No motor vehicle lacking valid license plates shall be parked for a period exceeding 30 days outside any structure or lot used in whole or in part for residential purposes.
- c. Access Drives.
 - c-1. Configuration. An access drive shall generally traverse the front setback at a right angle. The commissioner of public works shall approve the location and design of the curb cut and driveway apron for the access drive.
 - c-2. Width. An access drive shall not exceed 30 feet in width.
- d. Pedestrian Access.
 - d-1. General. Where a lot is adjacent to a public sidewalk, each principal building on the lot shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance to the building. The presence of an access drive does not fulfill this requirement.
 - d-2. Paving. All required pedestrian access ways shall be paved with non-asphalt materials.
 - d-3. Width. All required pedestrian access ways shall be at least 5 feet in width.
- e. Landscaping.
 - e-1. Intent. Landscaping shall be designed as an integral part of any development in a commercial zoning district. As in residential and industrial zoning districts, parking lots, dumpsters and similar site features shall be screened such that they are not visible from public streets and neighboring residential properties.
 - e-2. Parking Lots. All uses, with the exception of single-family and 2-family dwellings, shall provide parking lot landscaping in accordance with s. 295-405.
 - e-3. Dumpsters. A dumpster storage area for a non-residential building constructed after October 1, 2002, of a residential building containing more than 4 dwelling units and constructed after October 1, 2002, shall be screened with type "G" landscaping, as described in s. 295-405, or shall be incorporated into the structure it serves.
- f. Loading Docks. Where loading for more than 2 truck bays is in a yard facing and visible from a public street or a non-industrial district, the loading docks shall be screened with type "G" landscaping, as described in s. 295-405. These standards may be waived in whole or in part, or compliance with them may be delayed, if visibility of the loading docks is limited by changes of grade, natural features, elevated roadways, existing buildings or similar obstructions.



g. Fences.

- g-1. General. Fences shall be permitted anywhere on a lot in a commercial zoning district, including placement along property lines. For the purposes of this paragraph, the term "fence" shall include a wall or other similar structure.
- g-2. Fences along Streets. Fences along streets shall not exceed a height of 4 feet, with the following exceptions:
- g-2-a. A fence may be erected to a height of 6 feet if it is set back at least 5 feet from the sidewalk, or 5 feet from the property line if there is no sidewalk. In no case does this provision allow a fence to be erected in the public right-of-way, unless a special privilege allowing such fence has been granted by the common council pursuant to ch. 245.
- g-2-b. An ornamental metal fence may be erected to a height of 8 feet. Such fence may include masonry piers, provided the fence is at least 50% open overall. An ornamental metal fence may also be constructed atop a masonry wall, provided the combined height of the wall and fence does not exceed 8 feet and the portion of the wall/fence structure above 6 feet high is at least 50% open.
- g-3. Fences along Side and Rear Lot Lines. A fence located along a side lot line or a rear lot line shall not exceed a height of 8 feet.
- g-4. Orientation of Supporting Members. The vertical and horizontal supporting members of a fence shall face the interior of the lot on which the fence is located.
- g-5. Fence Gates and Trellises. At a gate, walkway or other entrance area, a decorative gate or trellis may extend above the permitted fence height to a maximum of 10 feet in height. A decorative gate or trellis shall not exceed 6 feet in width.
- g-6. Public-Right-of-Way. A fence or retaining wall may extend into the public right-of-way to the extent allowed by, and only in accordance with, a special privilege granted by the common council pursuant to s. 245-12.
- g-7. Fences at Construction Sites. Notwithstanding any other provisions of this paragraph, fences not exceeding 9 feet in height may be erected around construction sites and shall be removed immediately upon completion of the project.
- g-8. Fences at Sports Facilities. Notwithstanding any other provision of this paragraph, the commissioner may permit a fence in excess of 6 feet in height in specific locations on a premises to prevent balls and other objects from damaging adjoining buildings or premises.
- g-9. Fences as Part of Required Screening. Notwithstanding any other provisions of this paragraph, a fence may be erected to the height necessary to comply with the screening requirement of [s. 295-405-3](#).
- g-10. Prohibited Fence Materials. Barbed-wire, concertina-wire and razor-wire fences are prohibited.



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h. Vision Triangles. A fence or other opaque or semi-opaque object located near the intersection of a street with an alley, access drive or another street shall be in compliance with the vision triangle regulations of [s. 295-405-3](#).

i. Lighting. The regulations for lighting in commercial zoning districts are set forth in s. 295-409.

5. Signs. *(This section omitted. Refer to the modified IM sign standards regulating this planned development.)*



Photo of site looking west from rail bridge over Greenfield Ave. The Allen Bradley / Rockwell clock tower and South 1st Street are visible in the background.



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Square B
CONTEXT PHOTOS

Corner of South 1st And Greenfield
Milwaukee, Wisconsin 53204

**Plan Development
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Above: A view looking East down Greenfield Avenue towards the railroad bridge. The site is on the left hand side of the photo.

Right: A view in the opposite direction looking west along Greenfield Avenue.



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View of the Allen Bradley / Rockwell Automation building from the North at the corner of South 1st and Scott.



South First Street and the Allen Bradley / Rocwell Automation building.



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Images of buildings in the vicinity of the project site.



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A recycling yard to the northeast of the site. This type of industrial development is prevalent throughout the area.



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Above: A view looking North along the rail lines that border the East side of the site. The rail lines at this location are raised up on a berm above the level of the city.

Right: A view of an abandoned building on the East side of the railroad tracks.



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