

Bronzeville Cultural and Entertainment District

Proposed Development Incentive Zone

Zoning, Neighborhoods & Development Committee

November 15, 2022



Presentation

- Overlay Type: Development Incentive Zone
- Purpose, Process, Boundaries
- Land Use Goals & Uses
- Design Goals & Design Standards

Thank you to the Plan Advisory Group!

- **Ray Hill**
Historic King Drive Business Improvement District No.8
- **Sam Cunningham**
Pete's Market
- **Angela Mallett**
Honey Bee Sage
- **Tiffany Miller**
Bronzeville Collective
- **LaShawndra Vernon**
Bronzeville Advisory Committee & Artist Working in Education
- **Terrence Moore**
DCD Commercial Corridors & Bronzeville Advisory Committee
- **Alderwoman Coggs**

Development Incentive Zone (DIZ)

Purpose: Create new development projects which are more compatible with existing development on adjacent sites. Encourage creativity and excellence in design and layout, utilizing review process that does not cause undue delay.

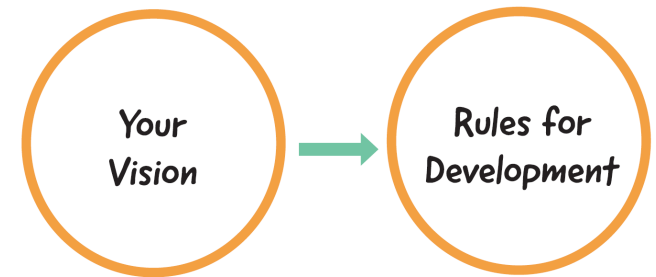
Procedure: Establish an overlay boundary and create performance standards (design and use).

Requirements: Development within the boundary must be reviewed and approved by the City Plan Commission (4 week cycle, \$1,500 application fee). DCD will propose an adjusted fee structure to allow lower costs for some projects. Requests to deviate from standards in new overlays require Common Council approval.

Example: The Brewery



Why create an overlay for Bronzeville?



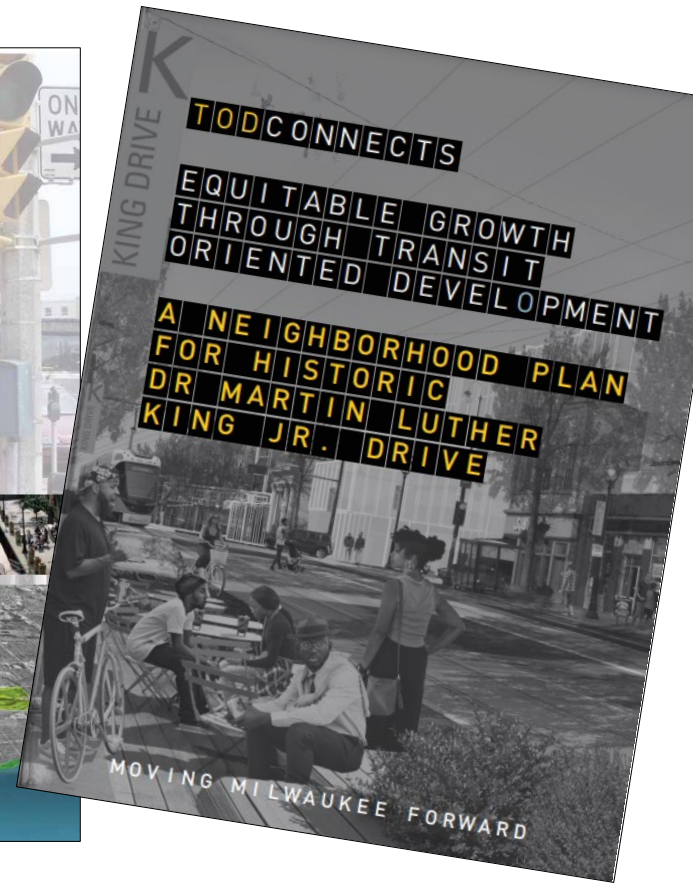
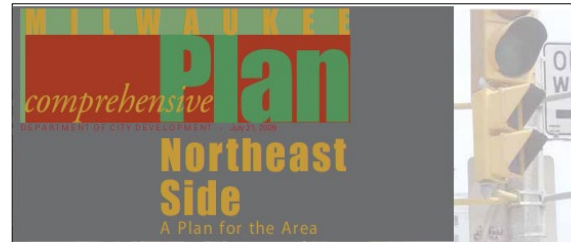
The vision of the new zoning overlay is to make sure future development supports the growth of Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture.

The overlay will set the “rules” or standards for development in land use and design.

In addition to outreach during the overlay study, several projects and community discussions informed the overlay study and set the vision.

Bronzeville Redevelopment Plan
PRINCIPAL USE TABLE

USE CLASSIFICATIONS	LB2		RT4	
	Current Use Classifications	Additional Use Restrictions	Current Use Classifications	Additional Use Restrictions
Y = Permitted Use L = Limited Use S = Special Use N = Prohibited Use		X= Prohibited Use under the Plan C= Conditional Use under the Plan —= No Change		X= Prohibited Use under the Plan C= Conditional Use under the Plan —= No Change
Uses	Commercial		Residential	
RESIDENTIAL USES				
Single-family dwelling	Y	X	Y	—
Two-family dwelling	Y	X	Y	—
Multi-family dwelling	Y	C	L	C
Attached single-family dwelling	Y	C	L	—
Live-work unit	Y	—	L	—
Mobile home	N	—	N	—
Watchman/service quarters	N	—	—	—
Family day care home	L	—	—	—
Group Residential				
Rooming house				
Convent, rectory				
Monastery				



Outreach Summary

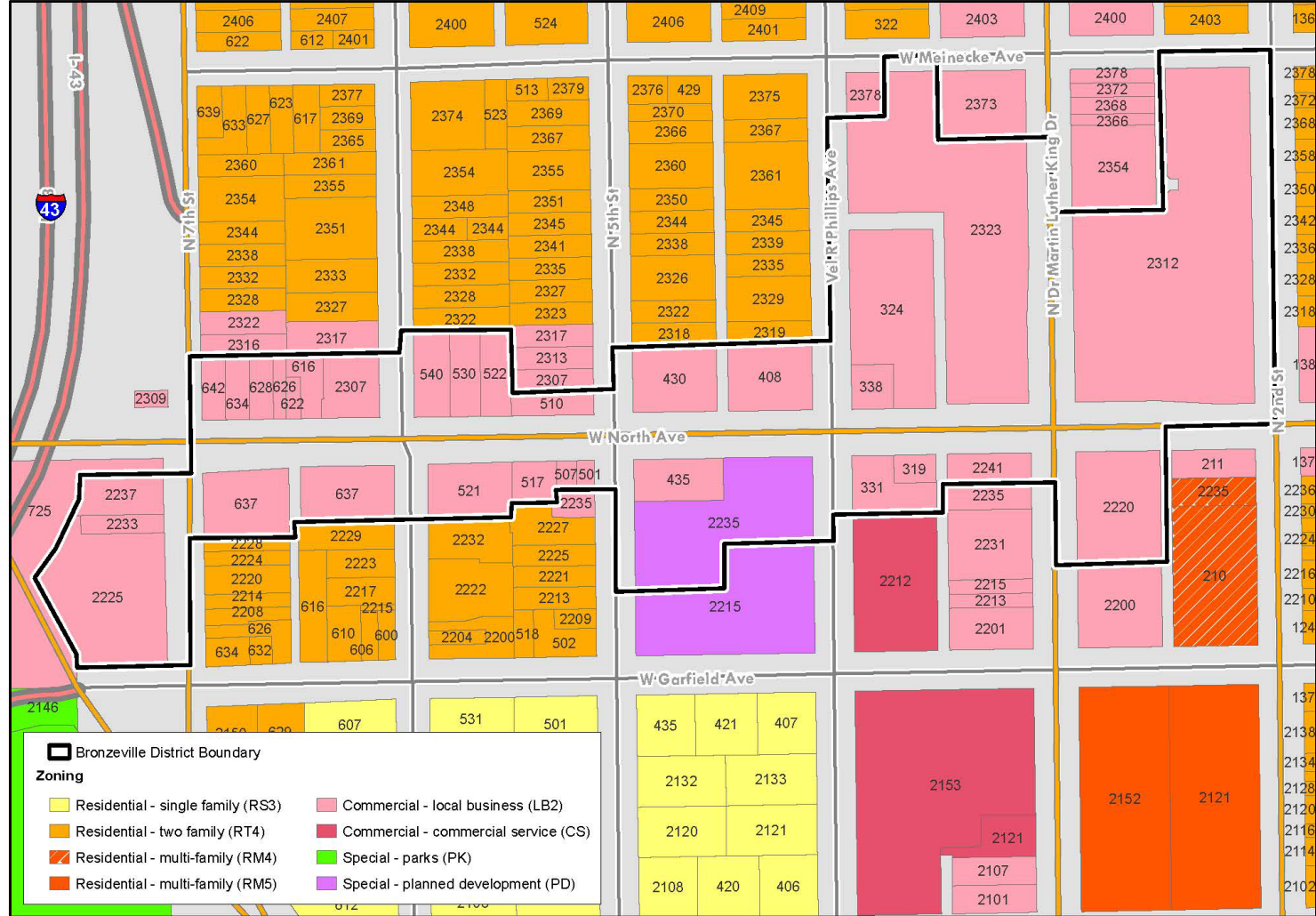
- Feb., June, Sept. - Met with the Plan Advisory Group
- May 2022 – Virtual Public Meeting
- June 2022 – In-person meeting at America’s Black Holocaust Museum
- August 2022 – Tent at Bronzeville Cultural and Arts Festival
- Presentations to the Bronzeville Advisory Committee
- Engagement website throughout with information and 2 online surveys at engagemke.com/Bronzeville
- One-on-one discussions with various stakeholders throughout

Overlay Zone Boundaries

BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

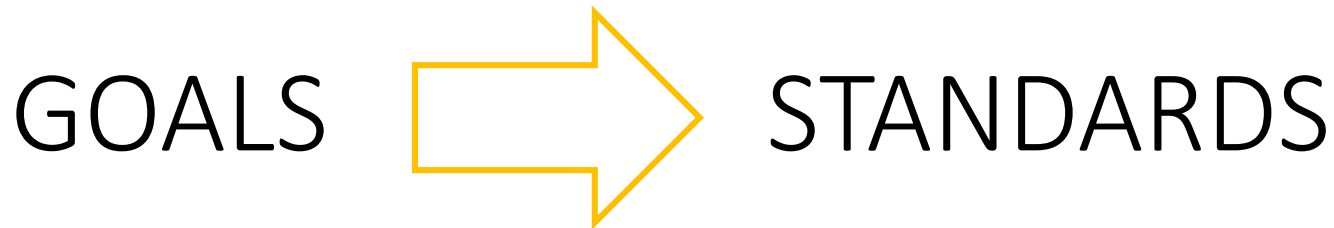
Development Incentive Zone

Prepared by the Department of City Development Planning Division, 10/5/2022
Source: DCD Planning Division; City of Milwaukee Information Technology Management Division



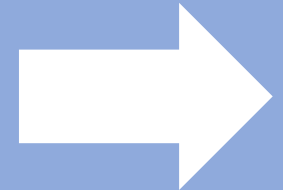
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Vision: The Bronzeville Cultural and Entertainment District Overlay will encourage development in Bronzeville that will support the growth of **Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture.**



LAND USE GOALS

- **Uses support the vision** for the area as an arts, cultural and entertainment destination
- **Expanded mix of uses** - including retail, restaurants, cultural, entertainment, and complementary.
- **Multi-family mixed-use developments to support businesses**



So, **PERMITTED** uses include...

- Retail - apparel and accessories, luggage, art works, art and craft supplies and stationary, antiques, collectibles, flowers and plants, household goods, media such as books and music, toys and games, notions and novelties, food and beverages, baked goods, butcher shop, delicatessen, a grocery store, specialty food store, and dry goods.
- Multi-family residential (first floor activated, not residential on North Ave. and Dr. MLK Jr. Dr.)
- Personal instruction schools for music, art, theater arts, or dance.
- Cultural institution

and, **CONDITIONAL** uses include...

- Retail - furniture and floor coverings, sporting goods, hobbies, hardware, paint/wallpaper, beauty products, pharmaceutical products, pets, wellness stores...
- Secondhand store
- Bank or Financial Institution
- College
- Personal instruction schools (arts related are permitted, but remainder are conditional)
- Community Center
- Recreation facility – indoor or outdoor
- Food processing

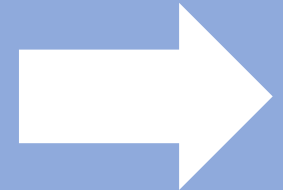
Conditional = The proposed use advances the goals of the Bronzeville Cultural and Entertainment District

and, **PROHIBITED** uses include...

- Single and two-family homes
- Day Care Center
- School- Elementary or Secondary
- Drive-Through Restaurant
- Currency Exchange, Payday, Title or Installment Loan Agency, Cash for Gold, Pawn
- Retail: auto parts stores, firearm store, major appliance stores, tobacco product stores, liquor stores, a furniture or appliance rental establishment, or telephone store.

LAND USE
GOAL

Encourage
development of
local businesses.



So, formula businesses are **CONDITIONAL**...

- Formula retailers of any size and/or retail establishments utilizing more than 10,000 square feet within a building.
- Formula Taverns
- Formula Brewpubs
- Formula Restaurants

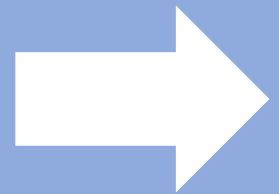
Formula Business =

- 5 or more locations
- Two or more of the following - standardized brand, merchandise, facade, décor, uniforms, signage, trademark, etc.

Conditional = The proposed use advances the goals of the Bronzeville Cultural and Entertainment District

DEVELOPMENT GOAL

More multi-family
housing to bring
patrons



Density Maximum (Lot Area/Dwelling Unit)

The recommended **density maximum** is 300 sq. ft. of lot area per dwelling unit
(Instead to the 800 sq. ft. of lot area per dwelling unit in LB2.)

=

More flexibility in types and number of units

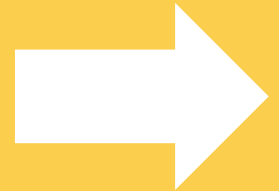
More projects are financially feasible.



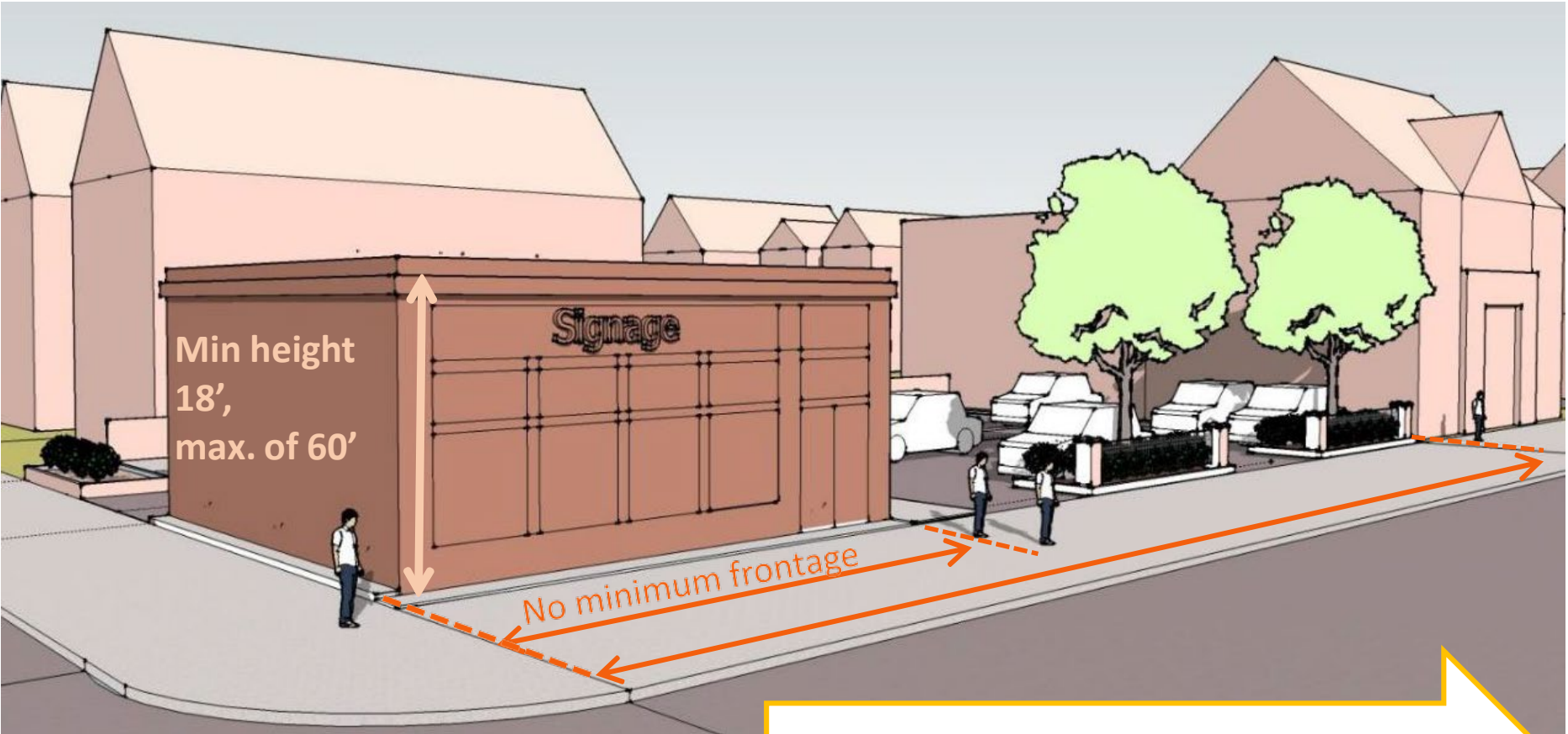
DESIGN GOAL

Buildings should be welcoming to the pedestrian:

- **Active façades,**
- **Eyes on the street**
- **Limit driveways**

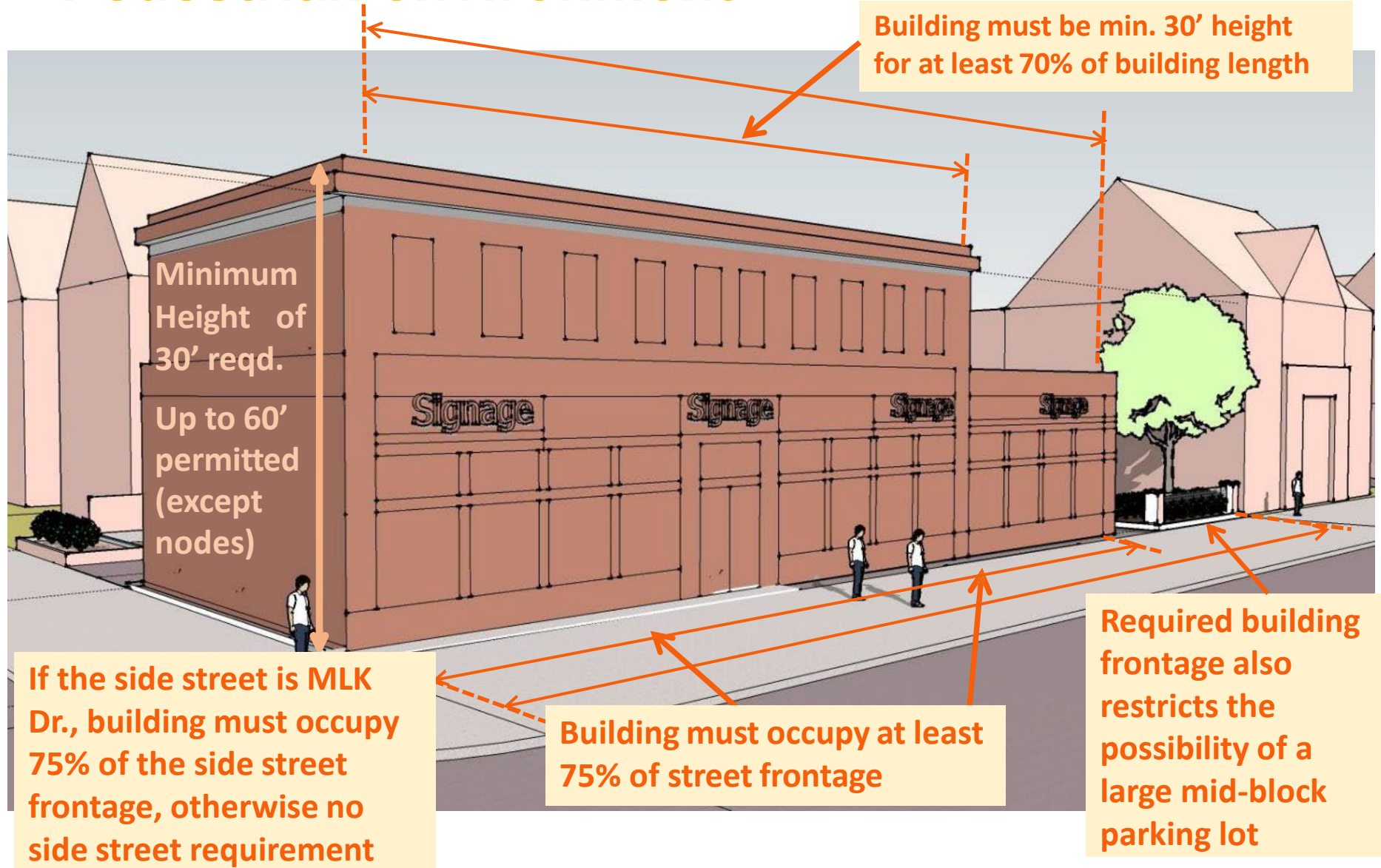


Existing LB2 (base zoning) Standards for height and street frontage



In the Overlay, this becomes...

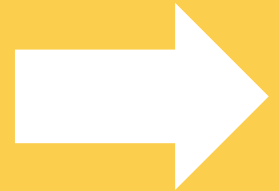
Pedestrian environment



DESIGN GOAL

Buildings should be welcoming to the pedestrian:

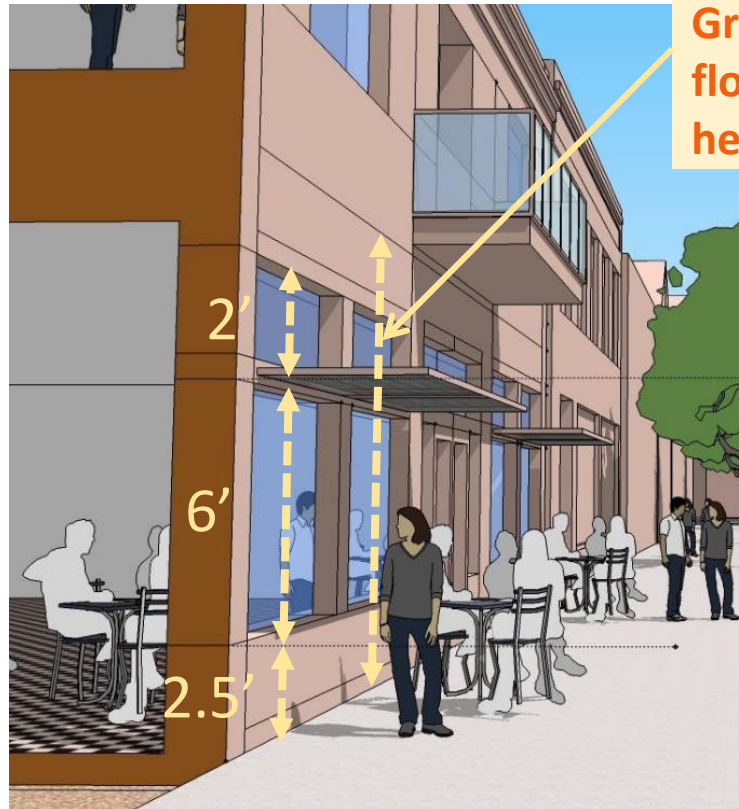
- **Active façades,**
- **Eyes on the street**



Active Façades and Eyes on the street



Base Zoning



Overlay

14'
Ground
floor
height



And,
consistent
with historical
architecture

SITE DESIGN GOAL

Buildings should be welcoming to the pedestrian:

- **Integrate outdoor gathering spaces as appropriate.**



Setbacks & plazas

Increased the building setback maximum from “average” to 10’ to allow for wider sidewalks, outdoor dining, gathering, etc.



Sidewalk
cafe

Setback
0'-10'

8'
sidewalk

A public plaza or patio may be set back further than 10’ but not for the entire street edge – example below



SITE DESIGN GOAL

For developments with residential uses, the inclusion of an outdoor amenity or **useable open space is strongly encouraged.**

For residential developments with family-sized units, inclusion of a play area is strongly encouraged.



Outdoor Amenities

Definition

A shared outdoor amenity is an unenclosed area of a residential development designated for use by all residents and tenants. It may or may not be available for use by the general public.

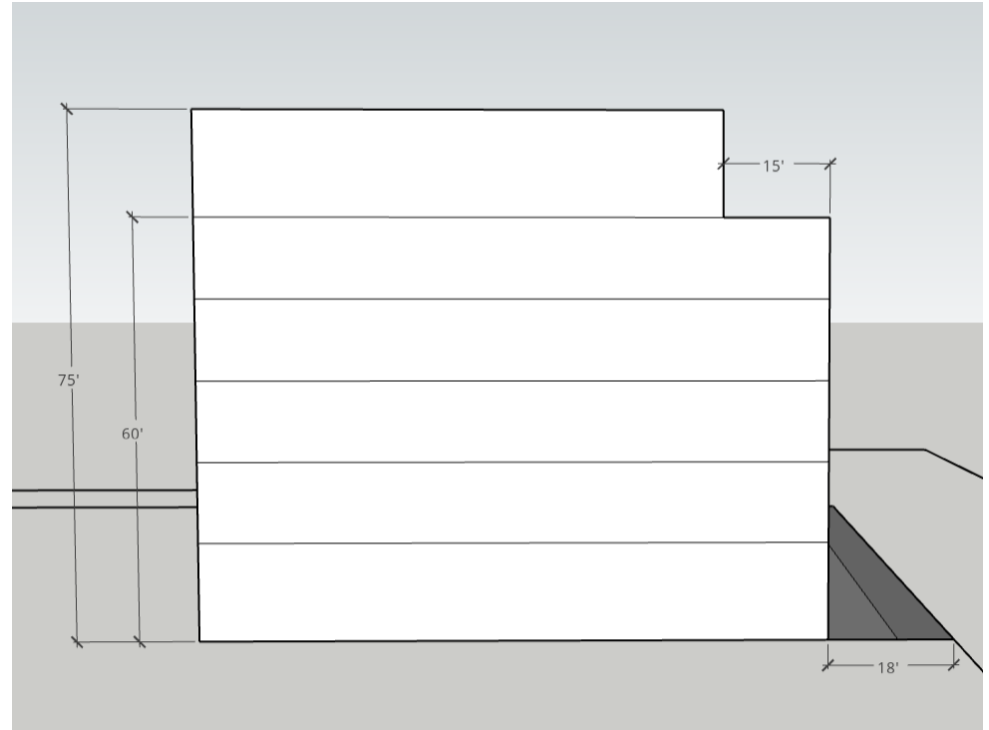
Individual amenities include porches and balconies.



Meeting outdoor amenity standards and...

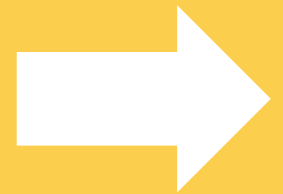
Qualify for additional height

As outdoor amenities can consume some of the developable space, a development meeting all of the outdoor amenity standards would qualify for an exception to the height maximum, up to a height of 75 feet, granted the upper floor is setback 15 feet from the primary and secondary streets.



**DESIGN
GOAL**

Buildings should be welcoming to the pedestrian through lighting



Lighting



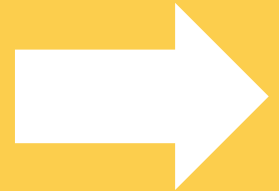
- Traditional pedestrian-scaled lighting is strongly encouraged and should be incorporated into new developments.
- Building façade lighting, which further enlivens the street and creates a nighttime sense of occasion, is strongly encouraged.
- Perimeter lighting is prohibited



DESIGN GOALS

Signs should promote variety and creativity for individual building/user.

Signs should be architecturally compatible to the building and its surroundings



Signage

✓ Examples of Permitted Signs

Awnings



Individual back-lit letters



Projecting Canvas Sign



Freestanding Signs



Custom Signs

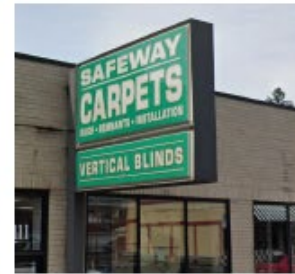


▲ Examples of signs that require staff-level review to make sure the sign meets the design goals of the Bronzeville Cultural and Entertainment District.

Box Signs



Projecting Box Sign



Freestanding Box Sign



✗ Prohibited Signs

Off-premise signs - a sign that advertises something not related to a business inside the building.



Thank you!