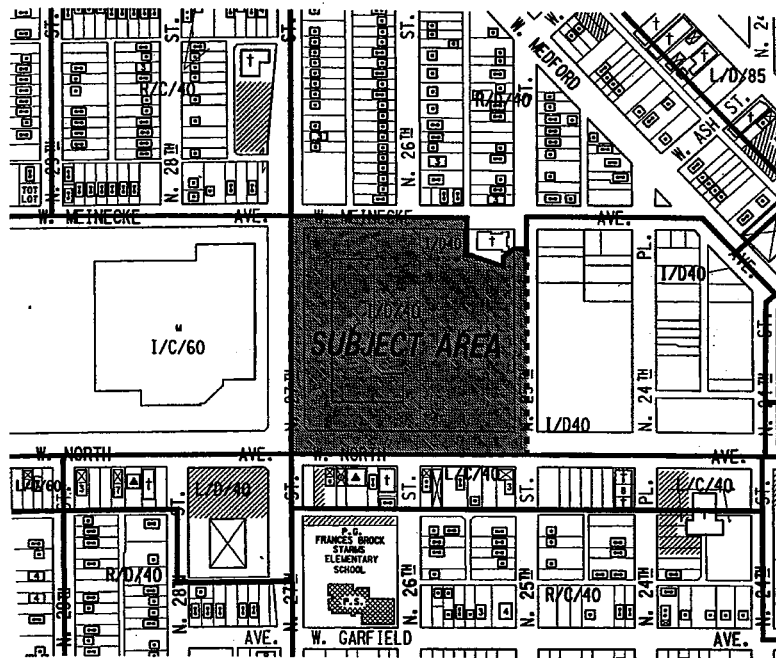


**City of Milwaukee
Department of City Development
Development Incentive Zone Guidelines**

Exhibit B

25TH-27TH STREETS & NORTH AVENUE



A Development Incentive Zone (DIZ) is a form of a site plan overlay district. The purpose of these guidelines is to provide flexibility, direction, clear guidance and promote design quality in proposals for this area. Section 295-80.2 of the Zoning Code establishes the DIZ.

This set of guidelines is for the area bounded by North Avenue to Meinecke Street, 25th to 27th Streets. The document contains standards for:

Site Design

1. Building placement
2. Parking, circulation and access
3. Landscaping and site improvements

Building Design

1. Massing
2. Facades
3. Materials

SITE DESIGN

I. BUILDING PLACEMENT

Principles

- *Locate buildings and site elements to define street edges and corners.*
- *Relate to the physical character and scale of the neighborhood.*
- *Locate buildings and site elements to minimize impacts on adjacent properties and uses.*

Standards

- A. In general, all buildings should be built to property lines.
- B. Along North Avenue commercial buildings shall be built to the property lines and occupy a minimum of 60% of lot frontages.
- C. The maximum setback for Industrial building is 78 feet from the property line to the principal facade.
- D. All buildings must have the principal facade and entrance visible from the street.

II. PARKING, CIRCULATION AND ACCESS

Principles

- *Create a balanced circulation system that accommodates mobility choices.*
- *Encourage shared uses.*
- *Enhance linkages to surrounding uses, especially public services and amenities.*

Standards

- A. Industrial buildings may have one single loaded parking row in the setback area along North Avenue and Meinecke Avenue and one double loaded parking row along 25th and 27th Streets.
- B. Provide secure areas for bicycle parking.
- C. Provide shared parking where possible.
- D. Provide shared service areas where possible.
- E. Align new driveways with driveways across the street, where possible.
- F. Provide direct pedestrian access from the sidewalk to all building entrances.

III. LANDSCAPING AND SITE IMPROVEMENTS

Principles

- *Minimize impacts on adjacent properties and uses.*
- *Locate site elements to define street edges and corners.*
- *Coordinate landscaping and site improvements with building features.*
- *Enhance the pedestrian experience.*
- *Relate to the physical character and scale of the neighborhood.*

Standards

- A. All landscaping must meet the intent of Section 295-75 of the Code.
- B. In parking areas, provide a minimum of 1 tree per 10 (1:10) parking spaces distributed with a maximum of 100 feet between each tree.
- C. Use decorative metal fencing, masonry walls or a combination of both in combination with landscaping to screen parking areas along streets. Coordinate materials of fences/walls with buildings.
- D. Screen outdoor storage areas.
- E. Screen service and loading areas.
- F. Enclose and screen dumpsters and recycling units.
- G. Loading docks and overhead doors shall not be visible from North Avenue.
- H. Provide an overall sign program consistent with the following:
 - Site Signage:*
 1. Billboards (off-premise signs) are not permitted.
 2. Pylon signs are not permitted.
 3. One monument sign per block along North Avenue is permitted, but cannot exceed 10 feet in height or 50 square feet in area.
 4. Internally illuminated monument signs are not permitted unless they are framed and coordinate with other site elements and building materials.
 - Building Signage:*
 1. Building signage shall not exceed 2-3 feet in height or 50 square feet in area per business.
 2. Internally illuminated box signs are not permitted affixed to the flat wall surface. The sign copy (text) of wall signs shall relate only to the name and/or nature of the business. Permanent signs that advertise continuous sales, special prices, etc. shall not be allowed, unless they are recessed into the building and are an integral part of the building design.
 3. Individual, pin-set metal letters that are back-lit are the most desirable. Internally illuminated letters are acceptable if the recesses are not visible.
 4. Internally illuminated awnings are not permitted. Printed fabric awnings are permitted if their design relates to fenestration patterns.
- I. Lighting must be designed and located to prevent glare onto adjoining properties.

BUILDING DESIGN

I. MASSING

Principles

- *Relate to the physical character and scale of the neighborhood.*
- *Define street edges and corners.*

Standards

- A. Establish hierarchy of building elements. For example, articulate entries and building corners.
- B. Emphasize street corners.

II. FACADES

Principles

- *Relate to the physical character and scale of the neighborhood.*
- *Enliven street frontages to enhance the pedestrian experience.*

Standards

- A. Front facades shall be oriented to North Avenue.
- B. Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
- C. Blank walls facing streets are not permitted. All facades visible from streets shall be modulated with windows and openings, recessed portals, varying color and texture, building articulation and architectural details that relate to the human scale.
- D. Lighting shall enhance the architecture of the building as well as provide enhanced security and visual appeal.

III. MATERIALS

Principles

- *Relate to the physical character and scale of the neighborhood.*
- *Enliven street frontages to enhance the pedestrian experience.*

Standards

- A. All walls visible from public streets must contain the most architecturally significant materials and fenestration. Significant building materials include decorative masonry, brick, cut stone, glass, architectural-finished metal cladding and architectural precast concrete panels. Exterior insulation and finish systems must not exceed 30% of the exterior wall area and shall not be used on the upper two-thirds of the building.
- B. Screen rooftop equipment in materials that are compatible with the structure.
- C. Glazing on commercial buildings must be transparent vision glass.
- D. Examples of all building materials may be requested for review.

STANDARD DEFINITIONS

Landscaping: Any combination of living plants, such as trees, shrubs, vines, ground covers, flowers or grass; natural features such as rock, stone, bark chips or shavings; and structural features, including, but not limited to, artwork, screen walls, fences or benches.

Loading Areas: An area that contains trash collection areas of dumpster type refuse containers, outdoor loading and unloading spaces, docks, outdoor shipping and receiving areas, and outdoor storage of materials.

Front Facade: This is the main entry elevation of a building that is given prominence in design and building material quality.