

MENOMONEE VALLEY INDUSTRIAL CENTER

**Development Guidelines**

Redevelopment Authority of the City of Milwaukee (RACM)  
Milwaukee, WI

Prepared by:  
Department of City Development  
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Context or Planning Area	Industrial Zoning Requirements	General Industrial Guidelines	Menomonee Valley Industrial Center Specific Guidelines
Land Use of Plan Area and/or Context			
Principal Uses	Permitted, Special and Prohibited Land Uses are enumerated in Table 295-803-1 of the Milwaukee Code of Ordinances		Certain uses permitted in the City of Milwaukee IH zoning regulations have been further restricted in this renewal area. Please refer to the development objectives for the status of specific uses.
Accessory Uses	Accessory Uses are defined in Table 295-803-3 of the Milwaukee Code of Ordinances. Accessory Uses are not permitted to stand alone from the Principal Use of Land. Accessory Uses must be on the same parcel as the Principal Use.	Negative off-site effects should be considered in site selection and layout of specific parcels, especially when adjacent to public streets or differing land use categories.	
Outdoor Storage			No articles, goods, materials, finished or semi-finished products, incinerators or storage tanks shall be kept outdoors without written application to, and prior approval of, RACM.
Noise			Noise levels within a site activity in occupied areas on a Site shall produce a sound level that exceeds a maximum interior Noise Criteria of 35 db. No activity shall produce an exterior noise level that exceeds a reading of 50 db when measured at the property line.
Site Build-out		Parcel layout may accommodate area for future expansion, but should not contemplate additional space that does not have a specific purpose.	
Initial Site Build-Out			Building to Land Ratio. Initial build-out must achieve a ratio of total gross floor area to total lot area of at least 1:3.
Full Phase Build-Out			Building to Land Ratio. Build-out of all phases of a development must achieve of ratio of total gross floor area to total lot area of at least 2:3.
Street Hierarchy of Plan Area and/or Context			

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Street Hierarchy		<p>Within industrial parks, a street prioritization system shall address the hierarchy of streets. This order is Primary ("A"), Secondary ("B"), and Other ("C") streets. "A" streets require the highest degree of street wall build-out and street activation. Construction along "B" and "C" streets is encouraged to address design standards for "A" streets, but not required to do so.</p>	<p>The attached exhibit (Diagram 1) indicates the Street Classification System for the Menomonee Valley Industrial Center.</p>
Street Connectivity		<p>Enhance linkages to surrounding uses, especially public services and amenities.</p>	
<b>Overall Site Planning and Building Form</b>			
<b>General Provisions</b>			
Building Placement		<p>Design site and buildings to create a cohesive and inviting sense of place and fit within the larger context of the site.</p>	<p>Design sites to create and maintain cohesive "setting" for the Menomonee Valley Industrial Center.</p>
Building Typology		<p>Relate to the physical character and scale of the neighborhood and any adjacent buildings.</p>	<p>Create a pleasant, safe and productive environment for employees and visitors.</p>
Building Orientation		<p>Ensure that the scale and design of new buildings are compatible with adjacent buildings.</p>	<p>Building forms are generally industrial buildings with attached or integral office space. No height restrictions.</p>
Street Wall			<p>Where possible, use the industrial park's east-west orientation to align buildings to maximize daylighting benefits.</p>
			<p>Buildings may not be constructed within 10 feet of any other property line. Side yards on the street sides of corner lots shall have no minimum required width.</p>

		Industrial Zoning Requirements	General Industrial Guidelines	Menomonee Valley Industrial Center Specific Guidelines
	Define Street Edges		Locate buildings and other street edge elements such as significant landscaping, architectural fencing, and architectural walls in a manner that defines street edges and corners.	Enhance street frontages to enhance the pedestrian experience.
	Corner Treatments		Incorporate special design features into buildings at street intersections and structures that form the corner of a group of buildings. Buildings at intersections of two "A" Streets or at the street entrance to the business park require the most significant corner treatments.	Emphasize street corners by locating buildings and/or street-edge elements at the corner. The attached exhibit XX indicates corners requiring highest degree of design detail.
	"Anchor Points" Location		Buildings located at the intersection of two Primary Streets or at the street entrance to the business park or development area should have the most significant corner treatments.  Within the industrial park, specific corners shall be established as locations needing "anchor points." Locate main building entrance, customer reception and executive office areas at anchor points. Focus the building's highest level of design detail at anchor points. Provide street-activating features.	The attached exhibit (Diagram XXX) indicates anchor points within the Menomonee Valley Industrial Center.
Special Context	Street Terminating Vistas		In the design process, thoughtfully consider the view of the business development from key adjacent streets and elevation changes.	
	Adjacencies			
	Parks and Rec Space		Where public open spaces and amenities are adjacent and/or available to the business park development, provide access to them. Facades and site elements that face public open spaces should have design detail similar to that required for Primary Streets.	Development layouts should support public access to greenspace and the river. Development of parcels adjacent to the river should optimize views, orientation and access to the River Greenway and Hank Aaron Trail.
Site Specific Issues				

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<b>General</b> <b>Property Components</b>		<p>An industrial property should be designed to be functional, allow for expansion of the business, and lend itself to adaptation by future users. Further, it should provide attractive and appropriate edges along streets and adjacent properties, incorporate green building and sustainable practices into its design and offer workers and visitors transportation choices and pleasant work amenities. Industrial design requirements should serve to raise the value of the entire surrounding industrial area.</p>	<p>From the outset of the development project, integrate site, landscape and soil needs into architectural design and construction sequences.</p>
<b>Bldg-Site / Layout-Configuration</b>		<p>The siting of various required components is critical to a good overall design. An industrial property is generally composed of a large building where areas are devoted to production, shipping and receiving, post-production, finishing, storage and the housing of mechanicals. A smaller area is typically devoted to offices for executives and administration, sales, engineering, and support services for employees. In businesses producing certain products, visitor areas for conference rooms, showrooms and limited retail outlets may be provided.</p>	
<b>Office</b>		<p>Place the office, visitor, and employee services areas of an industrial building along street frontages so as to break down the scale of the building. This placement also serves to activate the street and provides optimal location for these activities.</p>	
<b>Parking</b>			

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Truck Loading Docks / Utility Location		<p>Minimize parking between the front office area of the building and the street. Limit parking between the office area of the building and the street to one double-sided row; landscape the parking area with a significant urban edge treatment. Use paved concrete, preferably of a porous nature, for parking on the front of the building. Create a strong connection between the parking area and the street, using wide, concrete pedestrian walkways and other outdoor plaza features.</p>	<p>Parking in front of a building shall be limited to one single-sided row, unless the building contains a retail component, in which case one double-sided row of parking is allowed.</p>
Outdoor Storage		<p>Loading docks, required outdoor mechanicals, and expansion area temporary walls of the larger building should be to the rear or to the sides and screened from public streets and the offices of neighboring buildings.</p>	
Principal Building		<p>Locate outdoor storage at the rear of the property or be behind buildings or appropriate screen wall and landscaping. The zoning code requires substantial landscape screening of these areas.</p>	
Setbacks			
Setbacks ("A" and "B" streets)	<p>Table 295-805-2 of the Zoning Code has no setback requirements, unless the industrial use is adjacent to or across from residential or other non-industrially zoned property.</p>		<p>Building up to the street property lines is strongly encouraged. Buildings should not be set back more than 10' from a property line unless for the specific purpose of a building's function, expected expansion or to respect an established easement for utility or multiple property access.</p>
Building Massing			
Principal Building Height			
Scale of Principal Building	<p>When an industrial property is adjacent to a residential district, height adjustments to meet context shall be required in accordance with 295-805-4e.</p>		

	Industrial Zoning Requirements	General Industrial Guidelines	Memomonee Valley Industrial Center Specific Guidelines
Street Wall Build-out		The building should be appropriately sized in relation to its site. While space for expansion is appropriate, the proposed use should have enough programmatic needs for the size of the parcel.	Establish hierarchy between building elements. For example, define and articulate entrances and building corners.
Overall Design and Hierarchy of Areas			Along Primary Streets, buildings should generally fill out a greater proportion of the street wall along the Primary Street frontages. Where building massing does not occur, other elements, such as landscaping, are needed to establish continuity of the street wall.
Office Area Design		The office area should generally receive a larger amount of design attention with respect to a more striking/signature design. Elements of such design may include large windows, more articulate detailing, higher quality materials, etc.	
Industrial Space/Office Correlation		While more design and detail should likely occur on the office portion of the facility rather than on the large "box" of the factory or storage areas, the design of the larger components should correlate and be compatible with the more articulated office area. This can be achieved by design elements such as limited, high windows that are proportioned to windows on the main building, base banding articulation that is carried over to the large box element, continuation of cornice details, etc.	
Corners of Principal Buildings		Corners of industrial buildings should be articulated with some special design elements so buildings do not appear merely as large boxes. This can be achieved in a number of ways, including larger windows, extruded elements, and possibly more articulated pre-cast score lines.	

		Industrial Zoning Requirements	General Industrial Guidelines	Memomonee Valley Industrial Center Specific Guidelines
	Street Activation			<p>Articulate the corners of the building to avoid it appearing merely as a large box. This may be achieved through the use of larger windows, extruded elements, or additional pre-cast score lines. <u>Create Corner Hierarchy</u></p>
	Entrance Activation Requirements		<p>Use entrance area to help activate the street frontage.</p>	<p>Building entrances shall be clearly visible from the street and easily accessible to pedestrians.</p>
	Glazing		<p>Glazing on office portions of buildings and entrances to industrial buildings should be transparent vision glass.</p>	
	Street Activating Outdoor Uses		<p>Outdoor areas that can be utilized for breaks, presentations, dining, and other activities are encouraged. Such areas enliven the exterior of industrial buildings, and contribute to a positive work environment.</p>	
	Facades			
	Orientation			<p>Orient front facades toward the major public streets in the business park.</p>
	Building Modulation and Scale			<p>Blank walls facing streets are not permitted. All facades visible from public streets, pedestrian walkways and recreational trails shall be modulated across the entire facade with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale</p>
	Horizontal Articulation			<p>At pedestrian areas of the building, use awnings, landscaping, windows and doors to reduce the scale of the building.</p>



	Industrial Zoning Requirements	General Industrial Guidelines	Menomonee Valley Industrial Center Specific Guidelines
		<p>Building design should result in a distinct base, middle and top. If pre-cast tip-up panels are used, these articulations could be cast into the panels as scoring lines, with different relief at top and bottom. Colorization of pre-cast panels or painting bases differing tones could also help achieve these goals. Different materials, such as masonry bases with metal systems above, could also help achieve this articulation.</p>	
<p>Vertical Articulation</p>		<p>Incorporate both vertical and horizontal articulation in the design of the larger, more production- or storage- oriented areas of the property. Break down long stretches of blank walls into smaller distinct areas. If pre-cast, tip-up panels are used, consider chamfering vertical joint lines to break down long stretches of walls. The large box element should typically have either a series of high, smaller punched openings, a continuous clerestory or a combination of elements to both better articulate the building, and provide natural day lighting to interior areas as an appropriate green building practice.</p>	
<p>Facade Materials</p> <p>Preferred Materials</p> <p>Restricted Materials</p>		<p>A variety of materials and construction methods may be used. All materials should have finished quality appearance. Street facing sides should utilize higher quality materials. Pre-cast panels should be articulated with scoring and other techniques to provide a higher quality finish. Brick veneer, ground face block and other finished quality materials may be used.</p>	<p>All walls visible from public streets shall 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</p>

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			Use utility concrete block only on rear portions of buildings. Split-face block should generally be used only for base elements, unless detailed within specific patterns. Metal walls may be used if they are limited in area, generally are above a masonry base, have banding, cornice lines and other articulation, and are finished quality materials. EFIS may be used but should be avoided near office entrance areas and areas where durability is important.	Exterior insulation and finish systems shall not exceed 30% of the exterior wall area and shall not be used on the lower two-thirds of the building. Corrugated sheet metal, vinyl siding, reflective glass and imitation stone siding are discouraged.
	Roofs			
	Shapes		The building technology and construction typology should be detailed appropriately. The larger building box area should have parapet walls and/or appropriately detailed tops/cornices in order to properly drain and divert storm water.	
	Details			Screen or locate roof-top mechanical equipment so it is not visible from the street.
	Pre-engineered Buildings		Pre-engineered metal building portions typically need to be site-modified in order to meet the above design requirements. Exercise care in the use of "stock" building components to ensure their overall coordination into the building design.	
	Accessory Buildings			
	Accessory Buildings General		Accessory buildings should follow the design requirements of the main building. Otherwise accessory buildings shall be located at non-overshadowed rear areas of the property and/or be screened with landscaping from streets and common areas.	
	Accessory Buildings Along Street Frontages			

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	Loading docks shall be screened with Type "G" landscape (opaque fence or wall) as described in 295-405, per requirements of 295-805-4g.		If a building includes a truck canopy, it shall either be architecturally screened from view using materials identical to, or structurally and visibly compatible with those used for the main building. Landscaping and screening shall be in accordance with the guidelines of the business park, and must receive the prior approval of RACM.
<p>Accessory Buildings at Rear or Internal to Site</p> <p>Towers</p>	Antenna Tower Systems must comply with requirements of 295-805-4e-2g.		Antenna Towers should only be ancillary to the business located on the parcel.
Stockpiles			Stockpiles are not allowed.
<p>Motor Vehicle Parking</p> <p>Parking Lot Setbacks</p>	Parking lot shall have a perimeter landscaping along street frontage of at least 5' in width per requirements of Table 295-405-1c.		
Access Point			Minimize drive openings per site and provide appropriate traffic control measures at all entrance to public rights-of-way. Align new driveways with driveways across the street where possible.
Parking Lots	Parking spaces shall meet the requirements of 295-403-3. There are no minimum parking space requirements in IH zoning.	Parking areas should be no larger than needed by current work force of the facility. A number of smaller, well placed parking lots are generally better than one large expansive area.	In general, provide no more than 1.5 parking spaces per 1,000 S.F. of building on site. Use proportional number of street parking spaces for additional parking needs. (See illustrative public parking diagram attached at end of guidelines). Minimize employee and customer parking stall dimensions to 9' x 18' in order to minimize parking lot size and allow for a larger building footprint.
Shared Parking/Carpools			Consider shared parking where possible. Where possible, provide preferred parking for carpools.
Parking Lot Design			

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Parking Lot Surface			Where possible, use concrete pavement rather than asphalt to keep parking areas cool. Consider using porous paving systems to extend the life of the pavement, allow for stormwater infiltration, reduce maintenance costs, and reduce the heat island effect in summer.
Parking Lot Street Edge Landscape	Provide perimeter Type "B" landscaping along parking lots that front on streets. This includes trees spaced no more than 25' on center, two rows of shrubs, spaced no more than 4' on center, and inclusion of a decorative metal fence. See Table 295-405-1c for full requirements.		
Parking Lot Interior Landscaping	Parking lots shall have interior parking lot trees in accordance with 295-407-2, which includes a minimum of one tree for every 9,000 square feet of surface area of parking lot, with no space more than 54 feet from a tree.		
Lighting	Lighting shall be designed in accordance with 295-409, which requires that no light source be visible from adjoining properties or the public right of way.		
Pedestrian Access			
Pedestrian Walkway to Main Entrance		Provide direct, continuous, safe, and accessible pedestrian walkways between public sidewalks and all building entrances.	
Public Transit Accommodations		Provide pedestrian connections to public transportation locations.	
Bicycle Accommodations	Parking for at least 10 bicycles is required for buildings over 20,000 sq. ft. in size per requirements of 295-403-3c.	Provide bike racks for employees in secure areas.	

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<b>Outdoor Areas</b>			
Storage Areas			
Location and Screening	Outdoor Storage shall be screened with Type "E" or Type "F" landscaping as described in 295-405, which includes per requirements of 295-805-4g.		Locate outdoor storage areas at the rear of the property or behind an 8-foot high opaque fence.
Truck Docks			
Location and Configuration			Provide shared service areas for multiple buildings within a single site.
Truck Access Points	Access drives shall not exceed 30 feet in width per 295-805-4.		
Screening	Loading docks shall be screened with Type "G" landscape as described in 295-405, which includes per requirements of 295-805-4g.	Incorporate wing walls into the design of loading docks on side walls of buildings, in order to screen truck and loading activity from view.	Screen service and loading areas using wing walls that continue from the main building mass.
<b>Landscaping</b>			
Landscaping Buffers to Adjacent Land Uses	Per the requirements of 295-805-4, transition buffers incorporating substantial landscaping and opaque fencing are required when an industrial use is adjacent to residentially zoned property.		
General Site Landscaping			
Planting Requirements			Landscape all open areas, except those required for driveways, parking, or walks, not later than 6 months after occupancy.
			Use native plantings for required landscape screening or where portions of the site are to remain unused.

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Landscape Design Coordination			Specify native plant and tree species for at least 80% of planted area. Use drought-resistant plantings, reducing the need for irrigation other than collected rainwater. Use deciduous shade trees, vegative cover and exterior structures such as louvers, arbors and trellises to provide 30% shade over non-roof impervious area within 5 years. Standard sod should generally not be used for lawn. Appropriate mixture grasses such as those listed in Appendix XX are preferred.
Landscape Design Elements			Design landscaping to coordinate with the landscaping in the common spaces of the Menomonee Valley Industrial Center.
Landscape Installation Standards			No berms are allowed along public streets.
Temporary Landscape Areas		Plant future expansion areas in a manner that provides a finished appearance in the interim period. These areas should not be used for storage or other purposes unless appropriately screened.	Where rooting area will be limited, use strategies such as connected planting beds, rooting breakouts under parking, or walkways floating on root-permeable soils to extend rooting space and increase plant vigor. Establish engineering specifications for these strategies, drainage patterns, and installation of structural soils as part of the building design and site grading plan.
Fences	Fences Allowed		
Fences at Street Sides and Sides of Front Yards		Fences/walls used along street property lines and in front yards of buildings should be decorative metal fencing, finished product masonry walls, or other high-quality materials.	Fences and walls should be decorative metal, finished product masonry, or similar high quality materials. Vinyl coated chain link fences are not permitted.
Fences Along Interior Lines, Within Rear Yards	An ornamental fence or combination of brick piers with ornamental fencing is allowed to a height up to 6 feet along street frontage as long as a 5 foot Type "A" landscaped setback is provided per Section 295-805-SI-2a.		

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	A fence along a side or rear property line can be up to 9' in height per 295-805-5-13.	Decorative metal fences that are coordinated with the street side and front yard are encouraged.	
Fences Prohibited		Black or green vinyl coated chain link fences are limited to the rear portion of side property lines, rear property lines and to rear yard enclosures not visible from a public street or public common space.	
Fences at Street Sides and Sides of Front Yards		Chain link, wood and other non-approved fences are prohibited along public streets, in front yards and facing common areas. Barbed wire is prohibited in these areas. Razor wire is prohibited on all portions of the property.	
Fences Along Interior Lines, Within Rear Yards			Barbed wire, razor wire, and similar products are not allowed at any portion of the property. Decorative metal fences with security design are allowed.
Fences Required Along Certain Streets			Along Selig Drive a minimum 4' decorative metal fence is required along the street property line. See attached exhibit xx for the fence specifications. The required fence is allowed to be up to 8' tall as long as specifications are met.
Along Parking Lot Edges			A decorative metal fence (3'-4' height) is required along parking lot edges on Primary Streets.
Fences Prohibited			
Barbed Wire, Razor Wire	Per Section 295-805-5-16, barbed wire fences are restricted and razor wire and concertina wire fences are all prohibited.		Barbed wire, razor wire, and similar products are not allowed at any portion of the property.

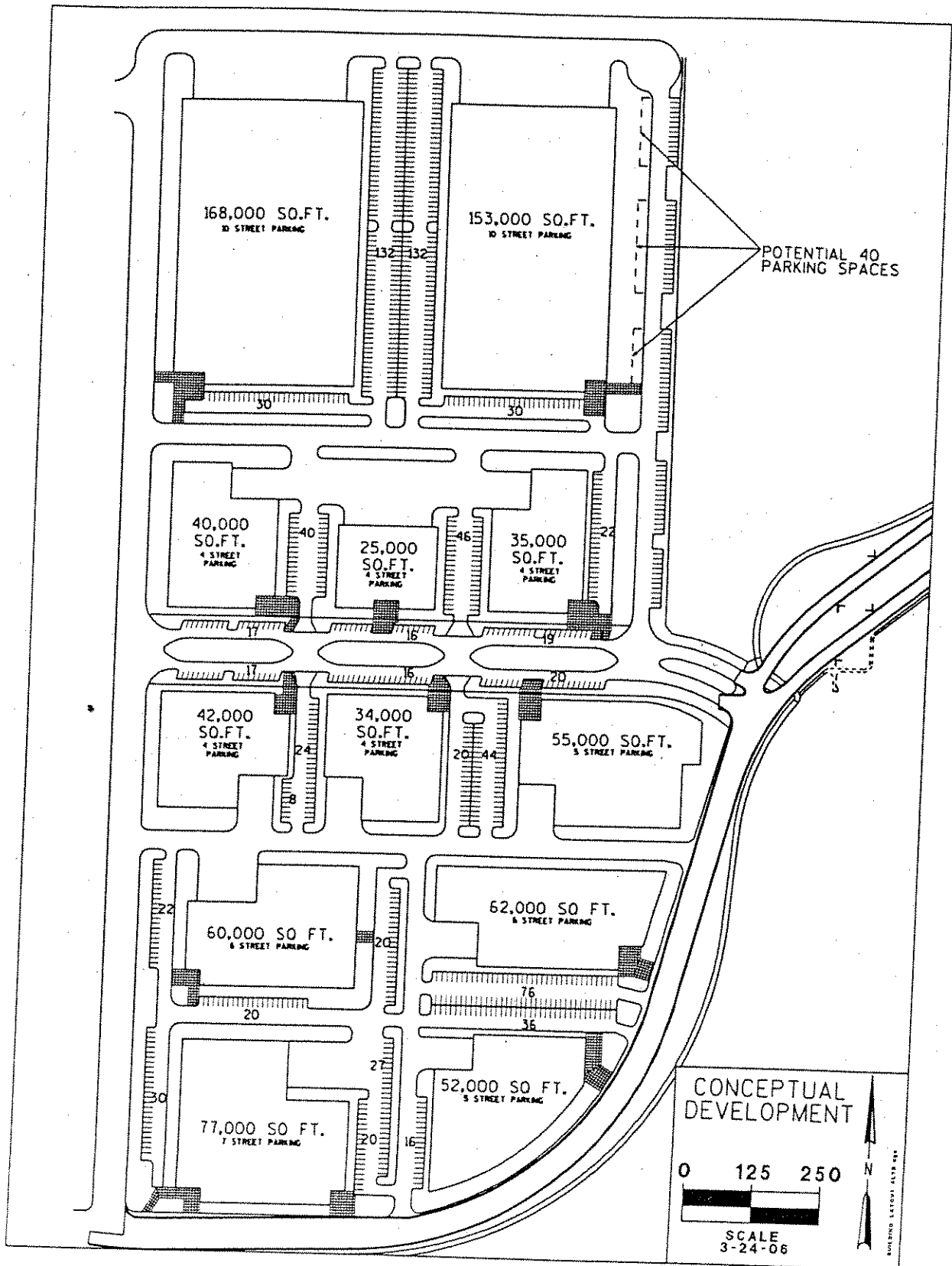
		Industrial Zoning Requirements	General Industrial Guidelines	Menomonee Valley Industrial Center Specific Guidelines
Utility	General Provisions			
	Storm Water Management		Consider stormwater management techniques and connections from the onset of the design process.	Utilize energy and resource-saving techniques to significantly reduce operating costs.
				All developments within the Menomonee Valley Industrial Center must use the central stormwater management facility. Stormwater management plans must illustrate connection to the central facility.
	Mechanicals and Utility Connections		Utility locations and connections, gas meters, condensers and similar mechanical equipment should be located at rear or side areas, and should be screened and/or painted to coordinate with the building.	Connect stormwater conveyance systems to onsite storm sewers that will pipe stormwater to treatment areas, SMA 1, 2 or 3 (see map x)
Waste Collection				Design to accommodate areas for recycling of waste materials. Provide a centralized ground-floor location for collection and storage of recyclables.
	Dumpster Screening	Dumpster and waste storage shall be screened with opaque walls as required for Type "G" landscaping as described in 295-405 and 295-805-4f.	Enclose and screen dumpsters and recycling units with 6-foot high fences of solid material.	
	Utility Service			Where feasible, install utility lines underground.
Lighting				
				Exterior light rays shall not be directed into the street rights-of-way or upward into the atmosphere.



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Pedestrian Path Lighting			All exterior lighting fixtures shall use high efficiency lamps (metal halide or high pressure sodium) with low cut-off angles and down-lighting for landscaping. Utilize reflective-type lighting fixtures to reduce or eliminate glare and provide safer, more human-scaled nightscapes. No direct-beam exterior lighting shall be emitted at or beyond a site's property line.
Parking Lot Lighting	Lighting for parking lots and shall be in accordance with Section 295-405 of the Zoning Code.		To reduce dependence on high-wattage electrical lighting at night, use light-colored or reflective edges along driveways or walkways.
Landscape Lighting			Design lighting to enhance the architecture of the building and provide enhanced security and visual appeal.
Signage			
General		Only corporate identification, directional and interpretive signs are allowed.	All signs shall be attached to the vertical surface of a building or to a ground-mounted base and shall not flash, pulsate, rotate or be affixed with moving apertures.
Freestanding Signs	Per requirements of 295-805-5, no more than one freestanding sign per site, with a maximum display area of 80 square feet for a Type A sign no more than 8' in height. All provisions for Type A Freestanding Sign are found in 295-407-2b1.	Only Type A freestanding signs are allowed. Type B "Pylon" styled freestanding signs or other box signs are not allowed.	Internally illuminated monument signs shall be framed and coordinated with other site elements and building materials.
Wall Signs	Per requirements of 295-805-5, the main wall identification sign shall be a Type "A" sign. All provisions for Type A Wall Signs are found in 295-407-2b2. The maximum size of the sign, assuming placement on a façade of at least 50' in width, is 120 square feet for a Type A, individual letter sign.	Larger, individual letter wall signs are encouraged on the larger building area to help better articulate the wall and to emphasize the commerce that is occurring.	Internally illuminated box signs are not permitted, unless they are recessed into the building and are an integral part of the building design and do not exceed 64 square feet in area (on facades greater than 50 feet in width.)
Awning Signs			

		Industrial Zoning Requirements	General Industrial Guidelines	Menomonee Valley Industrial Center Specific Guidelines
		The maximum area of signage on any awning shall not exceed 20 square feet. Per 295-805-5.		Internally illuminated awnings are not permitted. Signage on fabric awnings is permitted. The design shall relate to each window or entrance.
	Roof Signs	One roof sign per building is permitted.	Only Type A Roof Signs are allowed and must be coordinated with the overall facade design.	
	Other Signs			
	Directional Signs	Directional site sign shall not exceed 5 square feet in area per Section 295-407-3.		
	Temporary Signs	Temporary banner signs may be used for events such as grand openings and anniversaries. They may be displayed for up to 60 days.		
	Construction, Sale and Leasing Signs	Construction signs are limited to the requirements of Section 295-407-4 of the Zoning Code and shall be no larger than 48 square feet.		
	Off-Premise Billboards			Billboards (off-premise signs) are not permitted.





Public Parking Space Illustrative Diagram