

Bronzeville Planning and Potential Overlay District

Bronzeville Advisory Committee

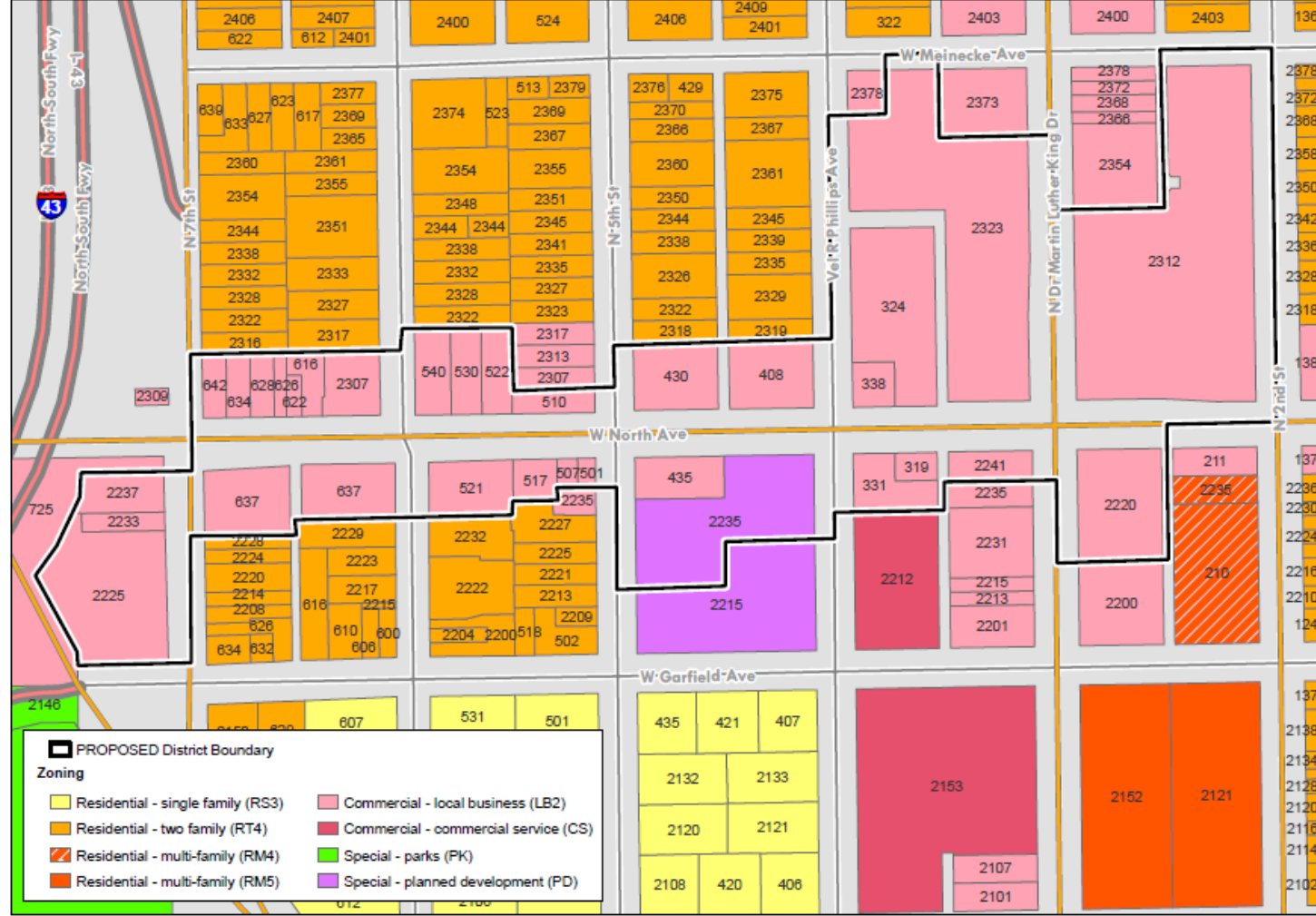
August 2, 2021

Agenda

1. **What is an Overlay?**
2. **Planning Context**
3. **Types of Overlay Districts**
4. **Interim Study Overlay**
5. **Next Steps**

Current Zoning

BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT Interim Study Overlay Zone - PROPOSED



Local Business (LB2) Allowable Uses Include:

- Multi-family Housing
- General Office
- General Retail
- Artist Studio
- Personal / Business Services
- Sit-down Restaurant & Tavern
- Hotel

Uses Requiring Special Use Approval from BOZA Include:

- Community Center, Social Service
- Assembly Hall and Religious Assembly
- Health Clinic
- Motor Vehicle Uses
- Drive through Restaurant
- Agricultural Uses

What is an Overlay?

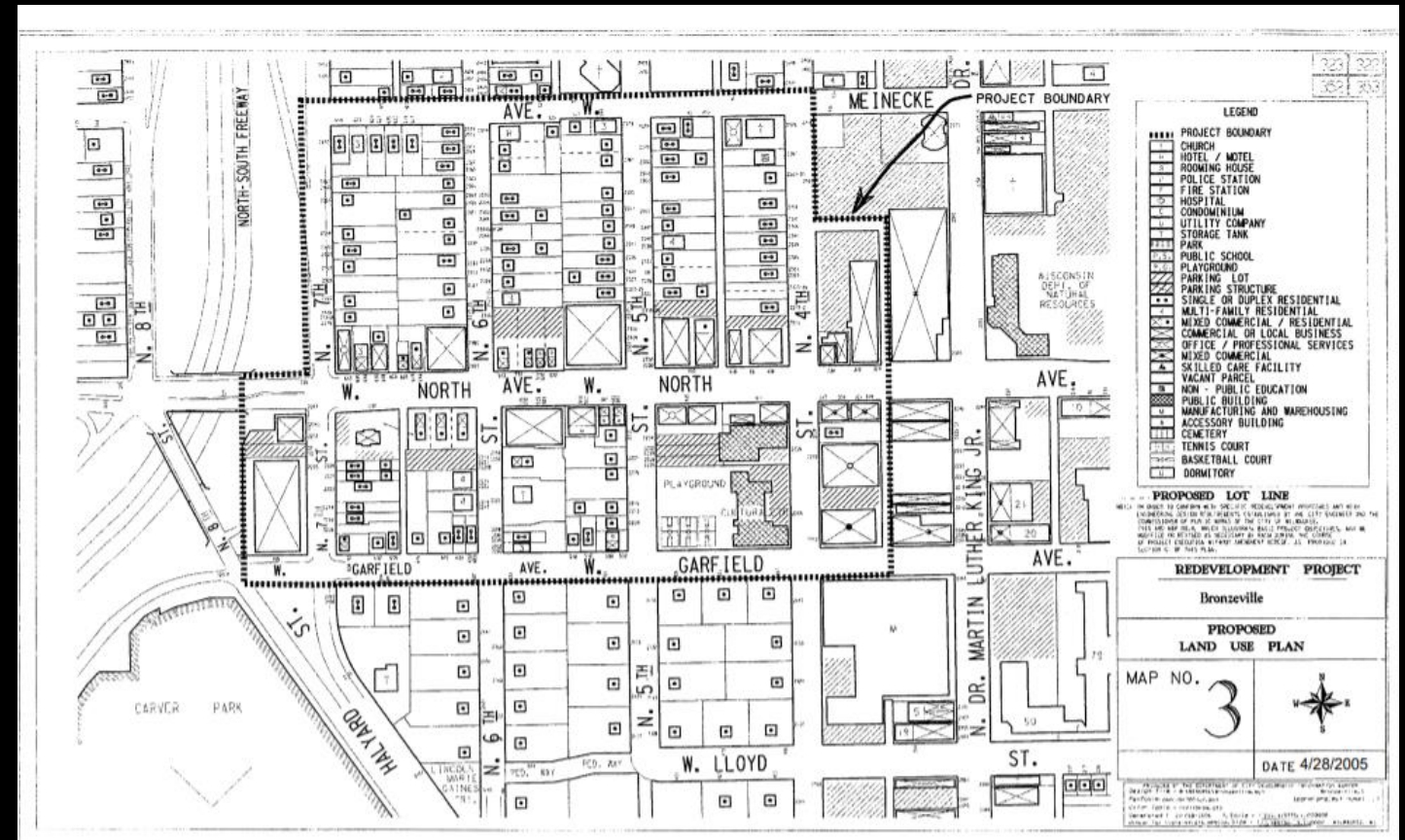
- WHERE:** Areas of the city with unique situations where special approaches to development may be warranted.
- WHY:** Protect incompatible development and advance development goals for the area.
- HOW:** Add new standards for use and/or design to ensure that new developments will not adversely affect surrounding areas.



**PLANNING
CONTEXT**

Bronzeville Redevelopment Plan-2005

- Established the Bronzeville Cultural and Entertainment District



Proposed Land Use Map

Bronzeville Redevelopment Plan-2005

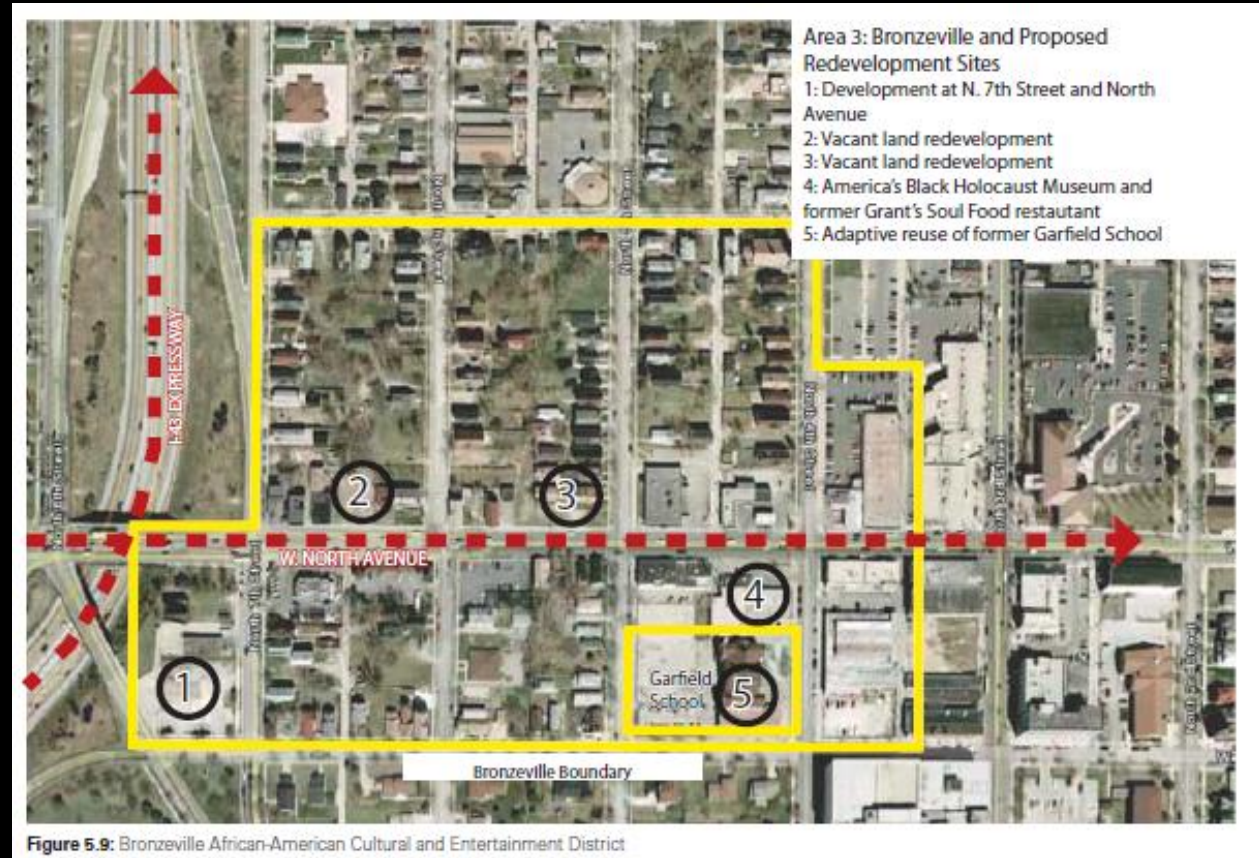
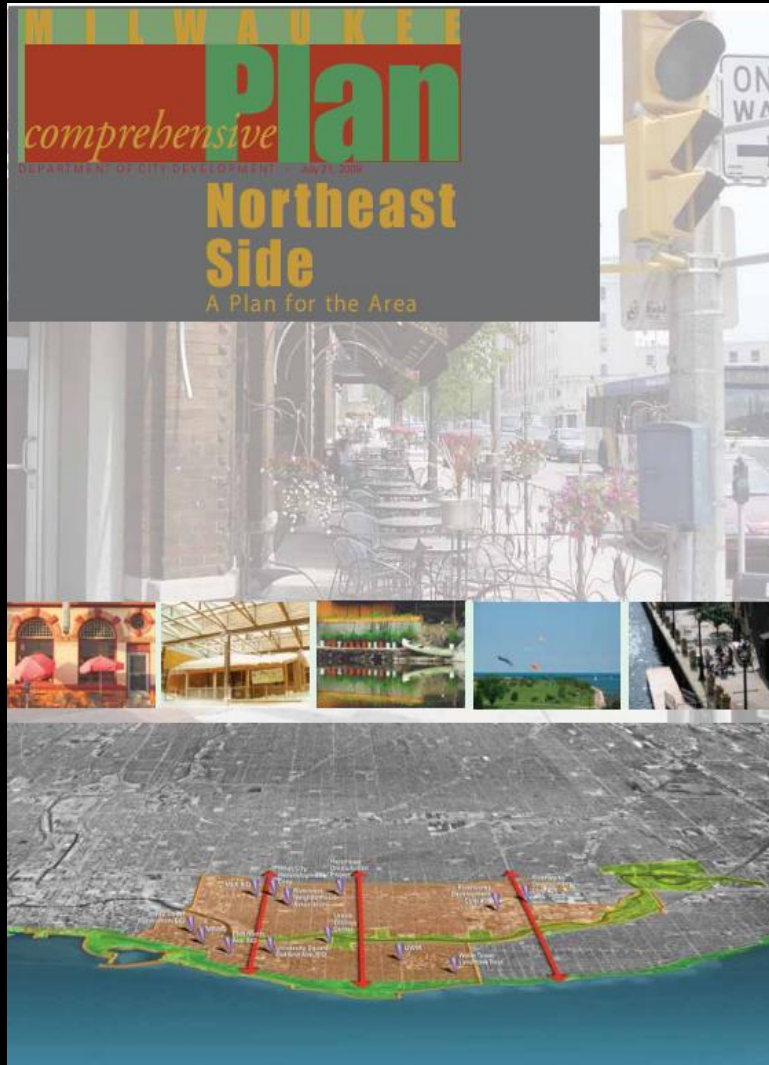
Established goals and recommendations for:

- Property acquisition
- Public Infrastructure
- Land Use
- Urban Design Standards
- Zoning changes

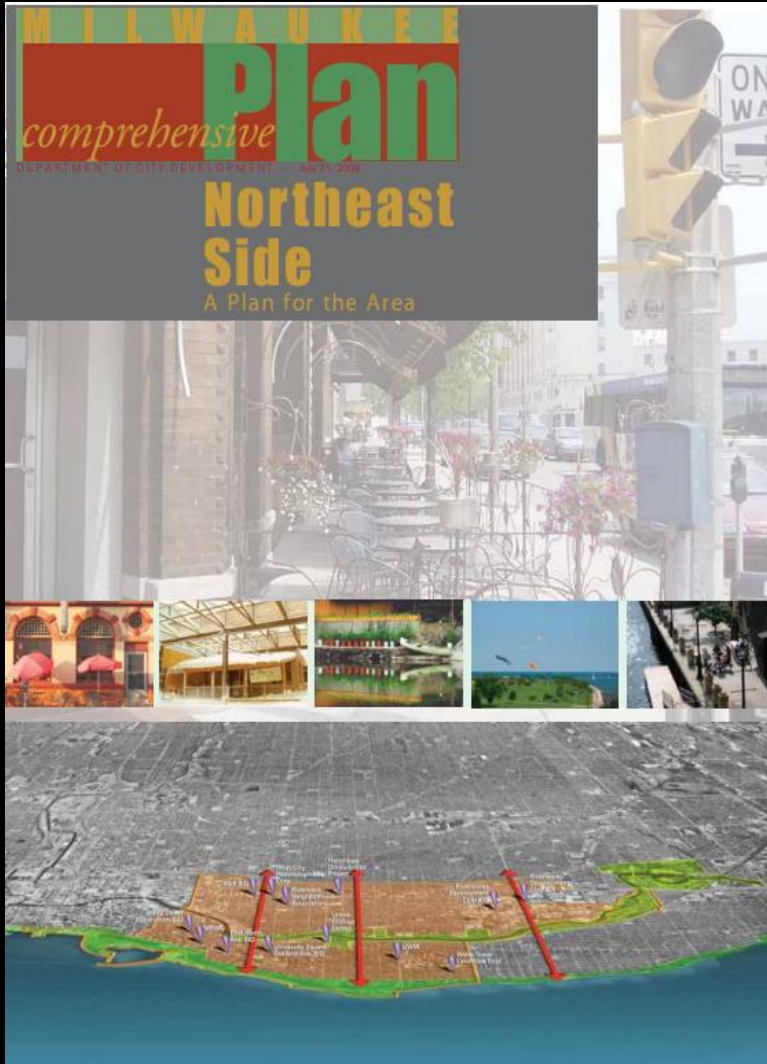
Bronzeville Redevelopment Plan PRINCIPAL USE TABLE				
USE CLASSIFICATIONS	LB2		RT4	
	Current Use Classifications	Additional Use Restrictions	Current Use Classifications	Additional Use Restrictions
Y = Permitted Use L = Limited Use S = Special Use N = Prohibited Use		X=Prohibited Use under the Plan C=Conditional 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	—	N	—
Family day care home	L	—	L	—
<i>Group Residential</i>				
Rooming house	S	X	S	X
Convent, rectory or Monastery	Y	—	Y	—
Dormitory	S	X	S	X
Fraternity or sorority	S	X	S	X
Adult family home	L	—	L	—
<i>Foster Homes</i>				
Foster family home	Y	—	Y	—

Use Restrictions (applicable to City/RACM owned property)

Northeast Side Plan (2009)



Northeast Side Plan (2009)



Bronzeville Recommendations include:

- Mixed use development
- Streetscaping and traffic calming
- Cultural and entertainment uses
- High impact development at key sites

Bronzeville Charette (2013)

Bronzeville Area Redevelopment Charette 2013
Summary Report



“Promote year round entertainment venues...mixed use development... sit down restaurants, theaters, cultural institutions, taverns, artist studios, and broadcasting facilities”

**EQUITABLE TRANSIT
ORIENTED
DEVELOPMENT (TOD)
STUDY (2018)**

Goals

- Extend investment from downtown
- Connect neighborhoods physically and economically
- Enhance places based on local distinctiveness
- Benefit existing community through equitable and inclusive strategies

Objectives

- “Road map” for **equitable growth** and development through transit oriented development (TOD)
- Framework for **investment** decisions, **zoning** code updates and practical **implementation** strategies
- Meeting **community and stakeholder** goals and aspirations

Public meetings + workshops

10 Community Workshops

Sep 2017

Nov 2017

Jan /Feb 2018

May 2018

Aug/Sept 2018

5 Plan Advisory Group Meetings

2 Artist Workshop in Bronzeville with 11+ area artist



Public engagement summary

What the Community wants for the Future

HOUSING

- Preserve affordable units and avoid displacement
- Provide a mix of market rate and workforce housing
- Improve quality of housing stock
- Provide a mix of housing types

BUSINESSES AND RETAIL

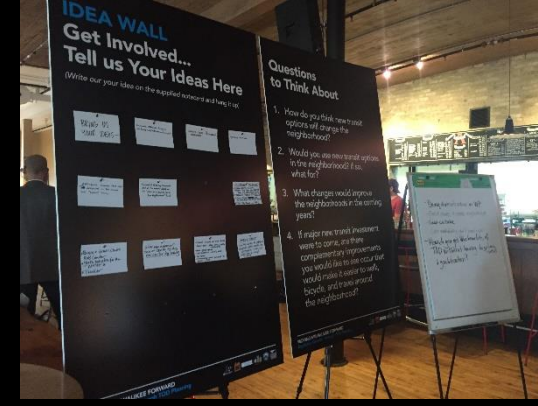
- Need for affordable commercial spaces
- Bring more business and retail into neighborhoods
- Need everyday retail, restaurants and other family entertainment uses

HISTORY AND CHARACTER

- Maintain neighborhood character and celebrate African-American cultural history of Bronzeville
- Promote development of vacant lots
- Taller buildings along corridor if well designed

HISTORY AND CHARACTER

- Activate the streets
- Make neighborhoods more pedestrian friendly
- Address concerns over parking
- Integrate bike lanes on key streets
- More green spaces



Existing King Drive



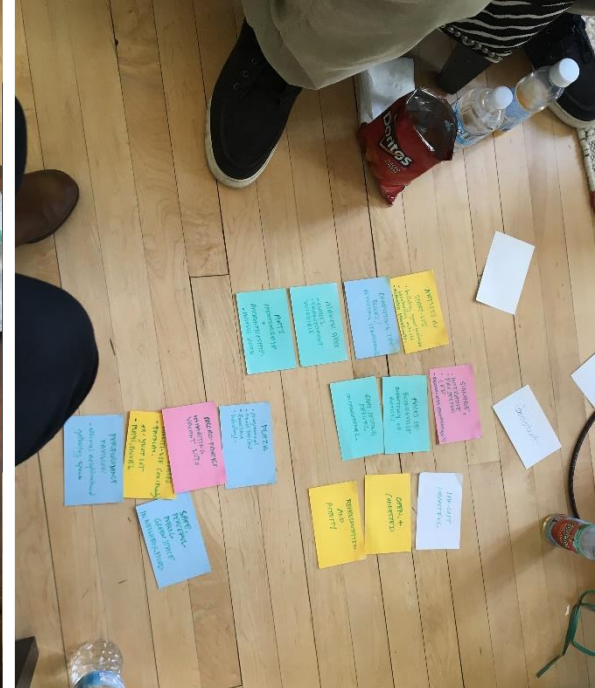
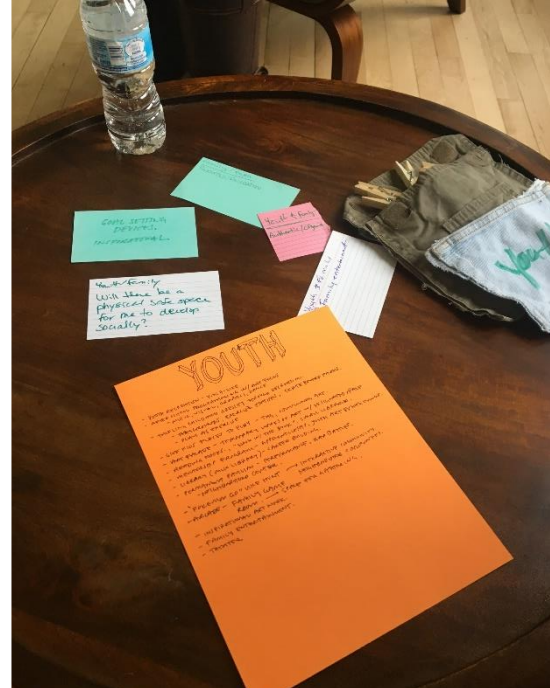
Proposed King Drive: Street Character



Proposed King Drive: Street Character and Development



Artists Workshop



Bronzeville Public Art Strategy

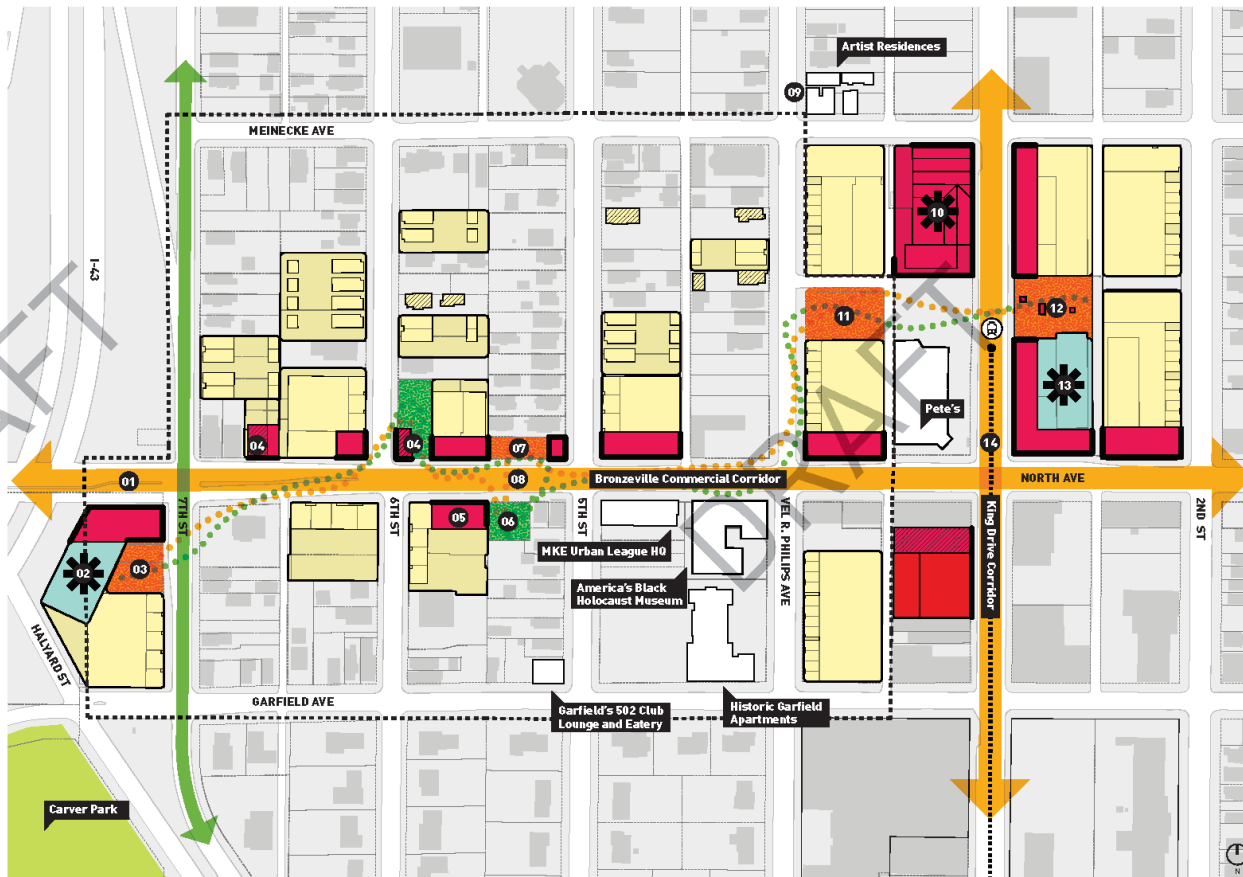
TODCONNECTS

BRONZEVILLE DISTRICT PUBLIC ART STRATEGY

Several locations emerged as opportunities to highlight local artist talent:

- 01 Bronzeville Gateway Signage
- 02 Potential Concert Venue / Jazz Club:
 - Include artwork on the northwest and southwest corners as gateway features
- 03 Outdoor Concert Space:
 - Opportunity for lighting design, sculpture, and/or mural
- 04 Reuse of Buildings as Art Retail
- 05 Potential Maker Space
- 06 Arts Garden
- 07 Pop Up Plaza and Retail Space
- 08 Art Walk: Streetscaping and "Art on Infrastructure"
Artist Residences: Gallery space, Living space, and
- 09 Workshop space
- 10 Potential Food Hub or Family Entertainment Uses:
 - Opportunity for murals or sculpture
- 11 Events Plaza with public art
- 12 Events Plaza with public art
- 13 King Drive and North Ave Potential Uses:
 - Black Historical Society, Youth Culture Center, Imagine MKE Arts Organization Office Space, Art Retail
 - Northeast corner could be location for art
- 14 King Drive
 - Signage, wayfinding, and transit stops are all opportunities for artistic expression and aesthetic improvement

- Residential
- Retail/Commercial
- Office / Workspace
- Entertainment / Civic / Cultural
- Reuse/Renovation
- Existing Anchors
- ArtWalk
- Potential Public Greenspaces
- Potential Public Plazas
- Retail Frontage
- Corridors
- Greenways
- Proposed Bronzeville Cultural and Entertainment District Anchors



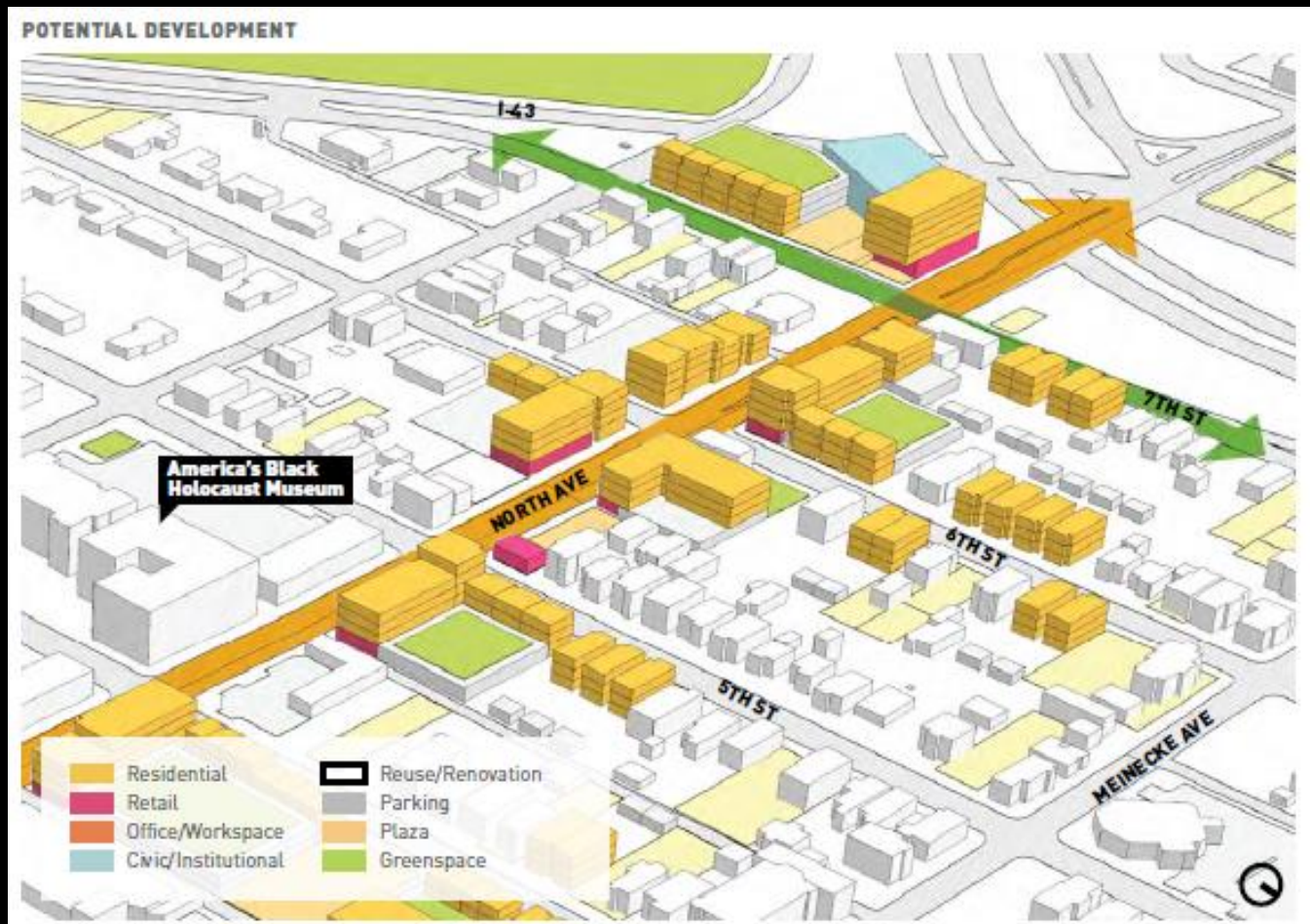
BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

Beyond physical locations, public art should be seen more broadly as an opportunity to add artistic programming to community events, like Garfield Days and Bronzeville Week, and temporary exhibits.

RECOMMENDATIONS:

- Support land use recommendations in 2005 Bronzeville Redevelopment Plan
- Events
- Community Collaborations
- Temporary Uses/ Pop Ups
- Temporary Installations
- Murals
- Public Spaces
- Artist Community Organizations
- Facilities for Artists and Community

Bronzeville Future Development



“Bronzeville will build on recent successes...with a new generation of housing, storefronts and cultural and entertainment uses... A range of opportunity sites will see new infill development, extending the housing, retail and entertainment opportunities in the neighborhood.”

Potential TOD Zoning

SUMMARY:

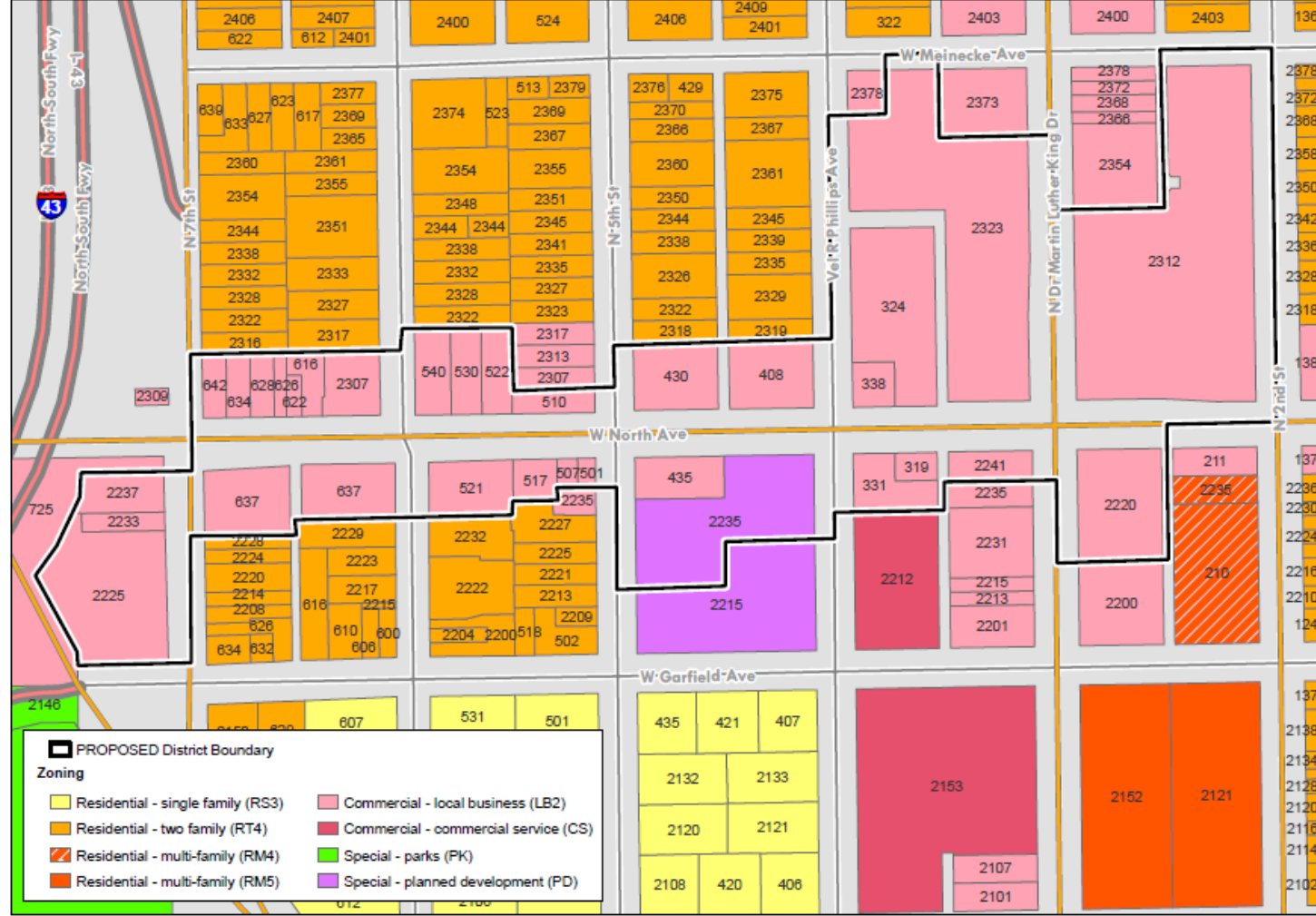
- **New base zoning will replace select districts near proposed transit lines**
- **New zoning based on existing regulations, modified to be more transit-friendly and walkable**
- **Retain existing building form, increase potential density – units per lot area**
- **Remove future motor vehicle and outdoor storage use**
- **Possible protection of existing lower facades using height bonus**
- **Districts could be used in other areas of the City in the future**



ZONING OVERLAYS

Current Zoning

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Overlay Types

- Site Plan Review Overlay Zone (SPROZ)
- Development Incentive Zone (DIZ)
- Neighborhood Conservation Overlay Zone (NC)
- Interim Study Overlay Zone (IS)

Site Plan Review Overlay Zone (SPROZ)

Purpose: Add design and building placement standards to provide improved buffers, access, and neighborhood compatibility and transitions. Does not regulate use.

Procedure: Establish an overlay boundary and create design standards.

Requirements: Development within the boundary must be reviewed and approved by the City Plan Commission (3 week cycle, \$1,500 application fee).

Example: Riverwalk



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 (3 week cycle, \$1,500 application fee). Requests to deviate from standards in new overlays require Common Council approval.

Example: The Brewery



Neighborhood Conservation Overlay Zone (NCO)

Purpose: Guide development in a manner that contributes positively to the revitalization or conservation of older areas or districts possessing distinctive features, identity, or character worthy of retention and enhancement.

Procedure: Establish an overlay boundary and create conservation standards that regulate use and design to preserve and enhance neighborhood character and identity and prohibit incompatible uses.

Requirements: Staff review/approval of proposed development. Requests to deviate from standards require City Plan Commission approval.

Example: Mitchell Street

FILE NO. 121132. EXHIBIT B – USE LIST

Base Zoning District	Mitchell Street Neighborhood Conservation Overlay Use Table	
	LB2	Standard in Overlay for First Floor Restrictions
RESIDENTIAL USES		
Single-family Dwelling	Y	N for 1st floor only, otherwise base zoning continues to apply.
Two-family Dwelling	Y	N for 1st floor only, otherwise base zoning continues to apply.
Multi-family Dwelling	Y	N for 1st floor only, otherwise base zoning continues to apply.
Permanent Supportive Housing	Y	N for 1st floor only, otherwise base zoning continues to apply.
Transitional Housing	S	N for 1st floor only, otherwise base zoning continues to apply.
Attached Single-Family Dwelling	Y	N for 1st floor only, otherwise base zoning continues to apply.
		N for 1st floor only unless there is an active component, such as a retail



Interim Study Overlay Zone

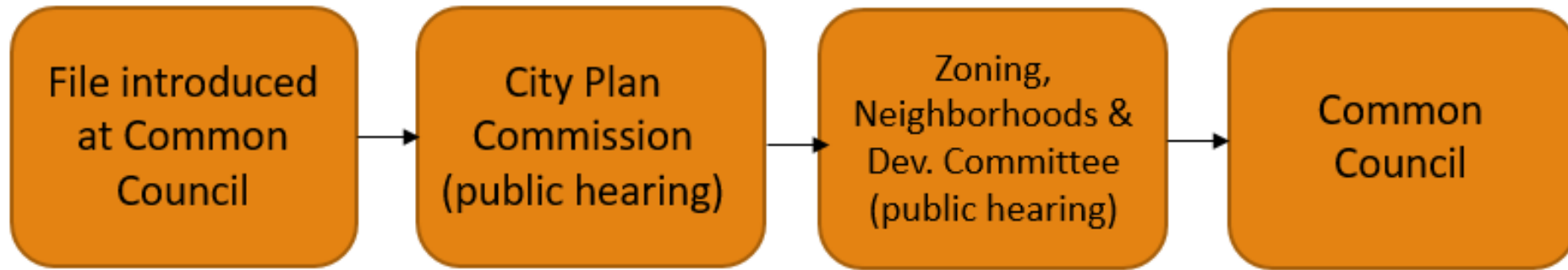
Purpose: Requires discretionary review of development proposals in areas where changes in zoning provisions are contemplated or under study.

Procedure: Establish an overlay boundary and approve interim Study Plan.

Requirements: All permitted uses become Special Uses requiring Board of Zoning Appeals (BOZA) approval while Interim Study Overlay in effect (6-8 week cycle, \$300-\$500 application fee). BOZA review includes confirming no conflict with Study Plan goals.

Process for Overlay Creation

Establishment of Overlays:



Projects w/in Overlays:



Amendments and Deviations:

- Amendments to the overlay (change boundary, use list, design standards) heard by CPC, ZND, Council
- Projects w/in overlay – deviations from overlay standards heard by CPC, ZND, Council

Next Steps / Questions?

