

# Bronzeville Cultural and Entertainment District Development Incentive Zone (DIZ)

(Adopted November 22, 2022, File No. 220772)  
(Amendment #1, Adopted \_\_\_\_\_, File No. 231709)

## EXHIBITS & ATTACHMENTS

- Exhibit A - Summary & Purpose of Overlay
- Exhibit B – Overlay Map
- Exhibit C – Permitted Uses
- Exhibit D – Design Standards
- Attachment 1 - Formula Business Definition and Reasoning

## EXHIBIT A – SUMMARY & PURPOSE OF OVERLAY

### Introduction

The goal of the Bronzeville Cultural and Entertainment District Development Incentive Zone Overlay is to encourage development in Bronzeville that will support the growth of Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture.

The Bronzeville Redevelopment Plan, the Northeast Side Area Plan, the Bronzeville Design Charrette, and the Equitable Growth through Transit Oriented Development Plan for King Drive all identified the importance of developing the Bronzeville district as a cultural and entertainment destination that highlights African American arts and culture. The Overlay takes the vision from those plans and sets standards and goals to shape development in Bronzeville.

The overlay is approximately five blocks and it includes all parcels adjacent to W. North Avenue.

### History

#### Planning Background:

The original Bronzeville neighborhood served as Milwaukee’s primary African-American economic and social hub during the first half of the 20<sup>th</sup> Century. Originally centered along West Walnut Street in the heart of the African-American community, Bronzeville was a thriving commercial and entertainment district with hotels, restaurants, offices, cultural organizations, and numerous other Black owned businesses. It was also home to a vibrant nightlife scene anchored by a number of regionally known jazz clubs. The original Bronzeville area was disrupted by urban renewal, widespread housing demolition, freeway construction, and disinvestment. In the early 2000’s, elected officials, residents, and community leaders established a plan to recreate the Bronzeville Cultural and Entertainment District along West North Avenue.

There have been a series of planning efforts, strategic land acquisitions, real estate developments, and community initiatives designed to re-establish the Bronzeville Cultural and Entertainment District over the past 15 years.

The 2005 Bronzeville Redevelopment Plan was developed to establish a framework for a new Bronzeville Cultural and Entertainment District, a geographic area specifically focused on the attraction and promotion of African-American arts, entertainment and culture. The Redevelopment Plan envisioned Bronzeville being a year-round tourist destination celebrating a rich cultural heritage by offering authentic music, art and cuisine. As the District matures, the plan called for gallery space, more specialized retail opportunities, and regional theater. The plan was established to improve the physical character of the commercial district and the surrounding residential neighborhood, create investment and employment opportunity, support tourism, and celebrate racial diversity. The Redevelopment Plan authorized the acquisition of key sites in the area by the Redevelopment Authority of the City of Milwaukee, and established allowable uses and design standards for their disposition.

The 2009 Northeast Side Plan was adopted as an element of the City of Milwaukee's Comprehensive Plan, and included detailed land use, urban design, public realm, and economic development recommendations for Bronzeville. The Plan called for promoting mixed use development that includes retail, restaurants, and entertainment uses. It also encouraged building and façade improvements that promote the district's image as a cultural, arts and entertainment district and redevelopment of blighted properties to attract new cultural, entertainment, and complementary uses.

In 2010, the Common Council established the Bronzeville Advisory Committee to make recommendations to City departments and the Common Council regarding matters impacting Bronzeville to ensure that the decisions of these bodies reflect the perspectives, interests and desires of businesses, property owners, residents and other Bronzeville stakeholders. The Bronzeville Advisory Committee has met regularly since 2010 to carry out this role, as well as to support a variety of Bronzeville activities, including Bronzeville Week.

A Bronzeville Design Charette was conducted in 2013 in partnership between the Department of City Development, Bronzeville leaders, local architects, and the UWM School of Architecture and Urban Planning. The Charette explored six key sites and resulted in design concepts to highlight the neighborhood as an African-American arts, entertainment, and cultural district. Local architects, developers, property owners, lenders, artists, Business Improvement District members, city staff and officials collaborated on this process to generate design concepts for the six sites including new housing, a hotel, cultural center, entertainment, retail, neighborhood grocery, and a variety of public spaces.

After a yearlong process that involved significant community engagement, the Common Council adopted the Equitable Growth through Transit Oriented Development ("TOD") Plan for King Drive as an amendment to the Northeast Side Plan in November of 2018. The TOD Plan updated the Comprehensive Plan recommendations for the Bronzeville District, and added a detailed public arts plan. The TOD Plan made detailed land use recommendations to build on recent successes to create new housing, commercial and cultural and entertainment uses. It called for ground floor uses to reinforce the theme and vision of the Bronzeville Cultural and Entertainment District, prioritizing uses such as galleries, performance or cultural venues, eating and drinking establishments, and other specialty uses that reinforce Bronzeville as a regional destination.

All of these past planning efforts have made recommendations for land use and development strategies to advance the Bronzeville Cultural and Entertainment District. This includes recommendations to attract specific types of uses that will collectively reinforce the vision for the area as an arts, cultural, and entertainment hub. There has been momentum in achieving these goals, including the relocation of the Urban League headquarters to Bronzeville, the launch of Bronzeville Week, the opening of the Griot and Garfield School housing development, businesses such as the Bronzeville Collective, and the reopening of America's Black Holocaust Museum.

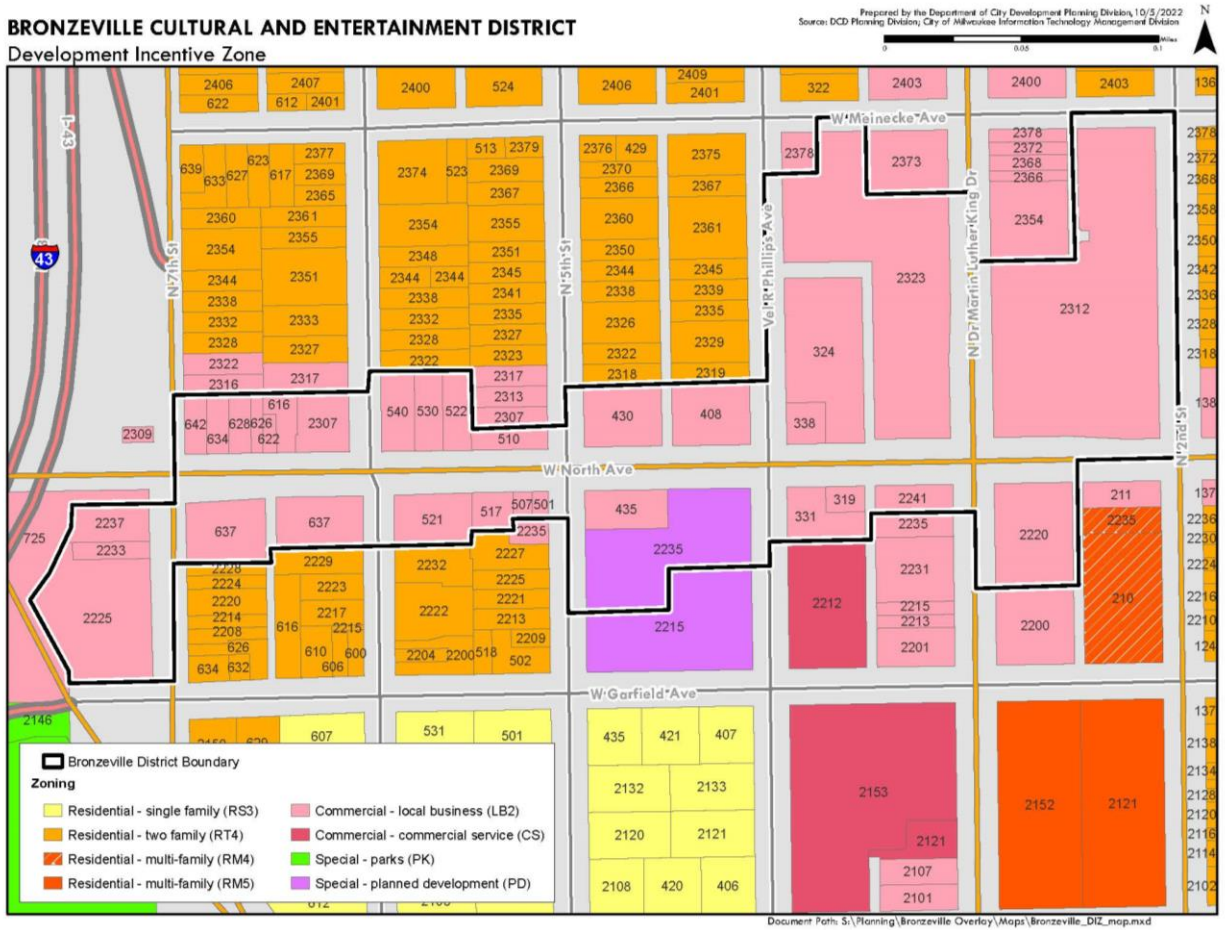
While the 2005 Redevelopment Plan contains use and design standards that apply to publicly owned property, private properties in Bronzeville are generally zoned Local Business (LB2). The LB2 zoning district allows many of the uses that are desired within the Bronzeville Cultural and Entertainment District; however, it also allows a number of uses that may not advance the goals of the district, or in some cases may be in conflict with them.

The Bronzeville Advisory Committee, Historic King Drive Business Improvement District (“BID”) and other local stakeholders expressed a desire to explore zoning changes, including the potential for an overlay district, that would align the zoning requirements for properties in Bronzeville with the land use recommendations contained within the planning documents described above, with a specific focus on ensuring future uses are compatible with a Cultural and Entertainment district.

#### Development of the Bronzeville Cultural and Entertainment District Overlay

On September 21, 2021, the Milwaukee Common Council created an Interim Study Overlay for the Bronzeville Cultural and Entertainment District (File No. 210586). This interim study overlay was initiated at the request of the local alderperson representing the Bronzeville area, based on input from the Bronzeville Advisory Committee and other Bronzeville stakeholders working on the ongoing development of the Bronzeville Cultural and Entertainment District. During the time period when the Interim Study Overlay was in place, City staff and neighborhood stakeholders collaborated on the development of this Bronzeville Cultural and Entertainment Development Incentive Zone (DIZ).

# EXHIBIT B – DIZ MAP



Should a lot or lots be legally combined with a lot or lots within the mapped DIZ, the DIZ standards will apply to the full area of the legally combined lots.

Sites zoned Planned Development (GPD, DPD) are excluded from the DIZ standards.

## EXHIBIT C – LAND USE PRINCIPLES & PERMITTED USES TABLE

### Land Use Principles

The land use principles listed below are the result of recommendations in previous planning projects and feedback received during the Bronzeville Overlay outreach process. The Land Use Principles help guide land use decisions.

- A. Developments should expand on the mix of uses in the area and may include retail, restaurants, cultural, entertainment, and complementary uses.
- B. Discourage single-story buildings and encourage multi-family mixed-use development to bring customers and patrons for the arts, cultural, and entertainment uses.
- C. First floor uses should reinforce and support the vision for the area as an arts, cultural and entertainment destination that attracts, promotes, and celebrates African-American arts and culture.
- D. To support the vibrancy of the corridor, first floor uses should be street activating uses.
- E. Support development of spaces for artists to live and work.
- F. Encourage development and programming that provides affordable commercial space and encourages local ownership and local businesses.
- G. Support a mix of market-rate and workforce housing to ensure the area is affordable to a range of incomes and households.

The following table states how uses are currently designated in the LB2 zoning district and the DIZ designation for each currently defined use. As new uses are added to the zoning code after this DIZ is approved and effective, it should be assumed that the LB2 zoning classification should be followed with respect to whether the use is permitted on the properties within this DIZ, unless the DIZ use list is amended to include these new uses. Modifications to Commercial District Use Table 295-603-1 of the zoning code are shown below in the DIZ column.

- "Y" indicates a permitted use. This use is permitted as a matter of right subject to all performance standards.
- "L" indicates a limited use. This use is permitted only when the use meets the limited use standards of the DIZ and underlying zoning district. If the use cannot meet these standards, it shall become a conditional use. Limited use standards are included in the table.
- "C" indicates a conditional use. This use is permitted only if City Plan Commission holds a public hearing and determines that the use meets the goals and principles of the DIZ as well as the conditions for approval of a special use permit as specified in Section 295-311-2-d.
- "N" indicates a prohibited use, which requires approval of a deviation from the DIZ standards as described in Section 295-311-9.

### Bronzeville DIZ Use Table

Use	LB2	DIZ
<b>RESIDENTIAL USES</b>		
Single-family Dwelling	Y	L – permitted if located on an upper floor of a mixed-use building.
Two-family Dwelling	Y	L – permitted if located on upper floors of a mixed-use building.

Multi-family Dwelling	Y	L a. On street frontages along W. North Avenue, or on N. Dr. Martin Luther King Jr. Drive, (arterial streets in the overlay), residential units are not permitted on the ground floor of the interior street frontage activation zone. b. The interior street frontage zone, which requires street-activating uses, shall be minimum 15 feet in depth in this overlay. c. On side streets (local streets), residential units at the ground floor are permitted. d. Common area to the residential building such as a lobby, community room or club/exercise room shall not occupy more than 25% of the arterial street frontage in the overlay. e. Accessory parking, storage facilities, and/or mechanical equipment shall not occupy more than 15% of the interior street frontage zone of the street level area along the arterial street.
Permanent Supportive Housing	Y	L - same as multi-family dwelling
Transitional Housing	S	C
Attached Single-Family Dwelling	Y	N
Live-work Unit	Y	L Live-work units are permitted on all street frontages; however, the following standards apply on arterial streets: a. The first 15' of the unit at the ground floor should be commercially oriented, (such as retail or office) street activating space, not residential unit rooms. Minimum 60% linear feet of glazing with active use behind glazing is required. b. The ground level of the live-work space shall not be more than 2' above adjacent sidewalk grade. Beyond 15' from front wall, the residential ground floor inside could be raised above the commercially dedicated space if the residential spaces area located on the ground floor level. c. No setback is required for unit, but may be allowed.
Mobile Home	N	N
Watchman/Service Quarters	N	N
Family Day Care Home	L	N
<b>GROUP RESIDENTIAL USES</b>		
Rooming House	S	N
Convent, Rectory, or Monastery	Y	L - same as multi-family dwelling
Dormitory	S	N
Fraternity or Sorority	S	N
Adult Family Home	L	L - same as multi-family dwelling. Limited use standards found in 295-603-2-b also apply.

<b>FOSTER HOMES</b>			
Foster Family Home	Y	L - same as multi-family dwelling.	
Small Foster Home	L	L - same as multi-family dwelling. Limited use standards found in 295-603-2-c also apply.	
Group Home or Group Foster Home	L	L - same as multi-family dwelling. Limited use standards found in 295-603-2-d also apply.	
<b>SHELTER CARE FACILITIES</b>			
Family Shelter Care Facility	Y	L - same as multi-family dwelling	
Small Group Shelter Care Facility	L	L - same as multi-family dwelling. Limited use standards found in 295-603-2-b also apply.	
Large Group Shelter Care Facility	S	C	
Community Living Arrangement	L	L - same as multi-family dwelling. Limited use standards found in 295-603-2-d also apply.	
<b>EDUCATIONAL USES</b>			
Day Care Center	L	N	
School, Elementary or Secondary	S	N	
College	Y	C	
School, Specialty or Personal Instruction	Y	L - Permitted for a school offering instruction primarily in music, art, theater arts, or dance. All other uses conditional.	
<b>COMMUNITY-SERVING USES</b>			
Library	Y	Y	
Cultural Institution	Y	Y	
Community Center	S	C	
Religious Assembly	S	L - Use must be accessory to a use that is otherwise permitted.	
Cemetery or Other Place of Interment	N	N	
Public Safety Facility	Y	Y	
Correctional Facility	N	N	
<b>COMMERCIAL &amp; OFFICE USES</b>			
General Office	Y	L The use is permitted if 1) the office is accessory to a use that is otherwise permitted and/or 2) the office is not located on the ground floor. All other office uses are conditional upon a finding that the proposed use advances the goals of the Bronzeville Arts and Culture District. Change of office use or a new operator will constitute of a change of use and must demonstrate it meets the goals of the district.	
Government Office	Y	L - same as general office	
Bank or Other Financial Institution	Y	C	
Currency Exchange, Payday Loan Agency, or Title Loan Agency	S	N	
Installment Loan Agency	S	N	
Cash for Gold Business	S	N	

Pawn Shop	S	N
Retail Establishment, General	L	<p>L</p> <p>Permitted retail users are those whose primary business includes but is not limited to the sale of 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.</p> <p>Retail establishments that are conditional upon a finding that the proposed use advances the goals of the Bronzeville Arts and Culture District include those whose primary business includes the sale of furniture and floor coverings, bicycles, sporting goods, hobbies, hardware, paint and wallpaper, beauty products, pharmaceutical products, pets, wellness stores, video rental or sales business, and any retail use not captured included in the list of permitted or prohibited retail uses.</p> <p>Retail establishments that are prohibited include: auto parts stores, firearm store, major appliance stores, tobacco product stores, liquor stores, a furniture or appliance rental establishment, or telephone store.</p> <p>Formula business retailers of any size and/or retail establishments utilizing more than 10,000 square feet within a building are a conditional use. (See Attachment 1 for the definition and information about Formula Businesses)</p> <p>Limited use standards found in 295-603-2-f also apply.</p>
Garden Supply or Landscaping Center	Y	N
Home Improvement Center	S	N
Secondhand Store	L	C
Outdoor Merchandise Sales	S	C
Artist Studio	Y	Y
Adult Retail Establishment	N	N
<b>HEALTHCARE &amp; SOCIAL ASSISTANCE</b>		
Medical Office	Y	L - The use is permitted, but may not be located on the ground floor within the interior street frontage zone along W. North Avenue or N. Dr. Martin Luther King Jr. Drive.
Health Clinic	S	L - same as medical office
Hospital	S	N



	Medical Research Laboratory	S	N
	Medical Service Facility	S	N
	Social Service Facility	S	N
	Emergency Residential Shelter	S	N
	Nursing Home	Y	N
	Adult day care	L	N
<b>GENERAL SERVICE USES</b>			
	Personal Service	Y	C
	Business Service	Y	L - Permitted for a photography studio. All other uses conditional.
	Catering Service	Y	L - Use must be accessory to a use that is otherwise permitted.
	Funeral Home	Y	N
	Laundromat	Y	C
	Dry Cleaning Establishment	Y	C
	Furniture and Appliance Rental and Leasing	Y	N
	Household Maintenance and Repair Service	Y	N
	Tool/Equipment Rental Facility	Y	N
<b>ANIMAL SERVICES</b>			
	Animal Hospital/Clinic	L	L - The use is permitted, but may not be located on the ground floor within the interior street frontage zone along W. North Avenue or N. Dr. Martin Luther King Jr. Drive. No outdoor run or outdoor kennels shall be provided on the premises. Limited use standards found in 295-603-2-i also apply.
	Animal Boarding Facility	L	N
	Animal Grooming or Training Facility	L	L - Same as animal hospital. Limited use standards found in 295-603-2-i also apply.
<b>MOTOR VEHICLE USES</b>			
<b>LIGHT MOTOR VEHICLE USES</b>			
	Sales Facility	S	N
	Rental Facility	L	N
	Repair Facility	S	N
	Body Shop	S	N
	Outdoor Storage	S	N
	Wholesale Facility	L	N
<b>HEAVY MOTOR VEHICLE USES</b>			
	Sales Facility	S	N
	Rental Facility	S	N
	Repair Facility	N	N
	Body Shop	N	N
	Outdoor Storage	N	N

<i>GENERAL MOTOR VEHICLE USES</i>			
Filling Station	S		N
Car Wash	L		N
Non-restaurant drive-through facility	L		N
Electric Vehicle charging facility	L		C
<i>PARKING</i>			
Parking Lot, Principal Use	L		N
Parking Lot, Accessory Use	L		L - The width of a paved parking area adjacent to the primary street frontage shall not exceed 45 feet as measured from the principal building to the side lot line. Limited use standards found in 295-603-2-n also apply.
Parking Structure, Principal Use	L		L - Vehicular entrances and exits are not permitted on W. North Avenue. At least 60% of the interior street frontage zone along W. North Avenue and/or N. Dr. Martin Luther King Drive, to a depth of 15 feet, shall be devoted to permitted street-activating uses. Limited use standards found in 295-603-2-o also apply.
Parking Structure, Accessory Use	L		L - Vehicular entrances and exits are not permitted on W. North Avenue. At least 60% of the interior street frontage zone along W. North Avenue and/or N. Dr. Martin Luther King Drive, to a depth of 15 feet, shall be devoted to permitted street-activating uses. Limited use standards found in 295-603-2-o also apply.
Heavy Motor Vehicle Parking Lot, Principal Use	S		N
Heavy Motor Vehicle Parking Lot, Accessory Use	S		N
<i>ACCOMMODATION AND FOOD SERVICE</i>			
Bed and Breakfast	Y		Y
Hotel, Commercial	Y		Y
Hotel, Residential	Y		C
Tavern	Y		L - For formula businesses with more than 5 locations, this use is conditional. (See Attachment 1 for the definition and information about Formula Businesses)
Brewpub	Y		L - For formula businesses with more than 5 locations, this use is conditional. (See Attachment 1 for the definition and information about Formula Businesses)
Assembly Hall	L		L - Use must be accessory to a use that is otherwise permitted. Limited use standards found in 295-603-2-q also apply.
Restaurant, without a drive through facility	Y		L - For formula businesses with more than 5 locations, this use is conditional. (See Attachment 1 for the definition and information about Formula Businesses)
Restaurant, with a drive through facility	S		N
<i>ENTERTAINMENT AND RECREATIONAL USES</i>			
Park or Playground	Y		Y
Festival Grounds	N		N

	Recreation Facility, Indoor	S	C
	Recreation Facility, Outdoor	S	C
	Health Club	Y	L - The use is permitted, but may not be located on the ground floor within the street frontage zone along W. North Avenue or N. Dr. Martin Luther King Jr. Drive.
	Sports Facility	S	C
	Gaming Facility	N	N
	Theater	Y	Y
	Convention and Exposition Center	S	C
	Marina	Y	Y
	Outdoor Racing Facility	N	N
<b>STORAGE, RECYCLING, AND WHOLESALE TRADE USES</b>			
	Recycling Collection Facility	S	N
	Mixed-waste Processing Facility	N	N
	Material Reclamation Facility	N	N
	Salvage Operation, Indoor	N	N
	Salvage Operation, Outdoor	N	N
	Wholesale and Distribution Facility, Indoor	L	N
	Wholesale and Distribution Facility, Outdoor	S	N
<b>STORAGE FACILITY</b>			
	Indoor Storage Facility	L	N
	Self-service	N	N
	Outdoor Storage Facility	S	N
	Hazardous Materials	N	N
<b>TRANSPORTATION USES</b>			
	Ambulance Service	S	N
	Ground Transportation Service	S	N
	Passenger Terminal	Y	C
	Helicopter Landing Facility	S	C
	Airport	N	N
	Ship Terminal or Docking Facility	N	N
	Truck Freight Terminal	N	N
	Railroad Switching, Classification Yard, or Freight Terminal	N	N
<b>INDUSTRIAL USES</b>			
	Alcoholic beverage facility, micro	L	C
	Alcoholic beverage facility, large	N	N
	Food processing	L	C
	Manufacturing, Light	L	L – The use is accessory to a permitted retail use, does not exceed 3,600 square feet, does not operate between the hours of 9 p.m. – 7 a.m., occurs within an

			enclosed building, and does not generate noise or odor in violation of Ch. 80. Limited use standards found in 295-603-2-x also apply.
	Manufacturing, Heavy	N	N
	Manufacturing, Intense	N	N
	Research and Development	S	C
	Processing or Recycling of Mined Materials	N	N
	Industrial wastewater treatment facility	N	N
	Contractor's Shop	L	N
	Contractor's Yard	S	N
<b>AGRICULTURAL USES</b>			
	Plant, Nursery or Greenhouse	S	N
	Raising of Livestock	S	N
	Community Garden	S	C
	Commercial Farming Enterprise	S	N
<b>UTILITY AND PUBLIC SERVICE USES</b>			
	Broadcasting or Recording Studio	Y	Y
	Transmission Tower	L	L - Limited use standards found in 295-603-2-aa apply.
	Water Treatment Plant	Y	N
	Sewage Treatment Plant	N	N
	Power Generation Plant	N	N
	Small Wind Energy System	S	N
	Solar Farm	S	N
	Substation/Distribution Equipment, Indoor	S	N
	Substation/Distribution Equipment, Outdoor	L	N
<b>TEMPORARY USES</b>			
	Seasonal Market	L	L - Limited use standards found in 295-603-2-cc apply.
	Temporary Real Estate Sales Office	L	L - Limited use standards found in 295-603-2-dd apply.
	Concrete/Batch Plant, Temporary	L	C
	Live Entertainment Special Event	L	L - Limited use standards found in 295-603-2-ff apply.

- All Conditional Uses in the DIZ shall demonstrate that the use contributes to the goals of the Bronzeville Cultural and Entertainment District.
- Unless otherwise stated, uses that cannot meet the limited use standards become conditional uses.
- Items that become nonconforming with the base zoning due to the standards of the DIZ shall be reviewed by CPC following the standards within this overlay and following language regarding nonconformities in Ch. 295-415 of the zoning code.

## EXHIBIT D – DESIGN PRINCIPLES & STANDARDS

Exhibit D is organized into the following sections:

1. Overarching Design Principles
2. Site Design
3. Building Design
4. Lighting
5. Signage
6. Outdoor Amenity

The design goals and standards throughout this exhibit are the result of recommendations in previous planning projects and feedback received during the Bronzeville Overlay outreach process. The Design principles and standards guide the review of development proposals.

If, due to unique circumstances strict adherence to a specific design standard is impractical or causes undue hardship that can be mitigated via a minor relief from the standards, an alternative may be considered by the City Plan Commission, provided at least one of the following is demonstrated. If the Plan Commission determines that this standard is met and the alternative is consistent with the spirit and intent of the DIZ, they may consider this in their review and approval of a proposal.

1. Alternative is consistent with the overall design principles
2. Alternative better achieves intent of the design principles
3. Alternative addresses unique site factor(s) that makes the standard impractical

If the City Plan Commission determines that none of the above criteria are met, the applicant shall be required to seek a deviation from the DIZ standards as described in 295-311-9.

City Plan Commission will review development plans including site work, new construction, and alterations or additions to existing buildings and determine compliance with the DIZ standards. Conditional use approval will require a public hearing before the City Plan Commission. Deviations from the DIZ standards will require approval by the City Plan Commission and Common Council as outlined in 295-311-9. Signage will be reviewed and approved by DCD staff provided the signs meet the DIZ standards. If signage is determined to not meet the DIZ standards, City Plan Commission approval will be required.

### 1. Overarching Design Principles

- A. Building and façades should promote the district’s image as a cultural, arts and entertainment district.
- B. Restore and preserve buildings and architectural features of historic character when possible while also encouraging new developments that complement the existing character and activate the street.
- C. Buildings and development should be welcoming to the pedestrian with active façades, lighting, incorporate design that allows for natural surveillance of activity taking place in the public sphere, and integrating outdoor gathering spaces as appropriate.
- D. Parking lots will not be located in the front of establishments and shared parking is encouraged. Driveway placement should consider the safety of a pedestrian first, and to the extent possible,

driveways onto North Avenue or Dr. Martin Luther King Jr. Drive. should be avoided, and existing driveways should not be widened.

- E. Art should be integrated into building design, the adjacent right-of-way, and outdoor gathering spaces when feasible.
- F. Developments should incorporate sustainability and resilience elements and include elements to “green” with elements like planters, landscaping and stormwater management.

## 2. Site Design

### a. *Site Design Principles*

- A. Encourage a balanced and accessible transportation system that considers pedestrians first and accommodates bicyclists, transit, cars, and vehicular deliveries.
- B. 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.
- C. For any building, greening the street edge is strongly encouraged, and should include proper upkeep.
- D. Coordinate landscaping with building features

### b. *Site Design Standards*

#### i. *Parking Standards*

Base zoning standards apply as described in 295-403 for motor vehicle parking, and as described in 295-404 for bicycle parking, both long-term resident/occupant internally located spaces and long-term publicly available visitor parking, which should be coordinated with DPW if positioned in the street right of way.

#### ii. *Landscaping Standards*

Base zoning standards as described in 295-405 apply, including required maintenance. Existing parking lots are encouraged to upgrade landscaping if not meeting current standards, even in circumstances where compliance is not triggered by the applicability standards of that section.

Information specific to Outdoor Amenity standards is on page 19.

## 3. Building Design

### a. *Building Design Principles*

- A. New development shall relate to the design of traditional buildings adjacent to the site, where present, in scale and character. This can be achieved by maintaining similar, façade divisions, roof lines, rhythm and proportions of openings, building materials and colors. Historic architectural styles need not be replicated.
- B. The development standards are intended to require buildings that have at least a two-story character and allow up to a 5-story building that has an appropriately tall first floor.
- C. Promote sustainable, resilient, green building and site design.
- D. Buildings shall have horizontal and vertical articulation, which may include recesses and projections, setbacks of upper stories, changes in roof types and planes, building materials, and window patterns.
- E. The base of the building should relate to the human scale, including doors and windows, texture, projections, awnings, canopies, and similar features.

- F. Building entrances shall be clearly visible and identifiable from the street, and delineated with elements such as roof overhangs, recessed entries, landscaping, or similar design features. Barrier-free entrances are encouraged.
- G. Existing buildings which do not meet the standards may be repurposed, however alteration should move design issues toward conformity and not enlarge nonconformity with exceptions for specific enumerated items below.

*b. Building Design Standards*

Adherence to the building design standards shall be reviewed by City Plan Commission.

DIZ Building Design Standards Table

		<b>LB2 (base zoning)</b>	<b>DIZ</b>	<b>DIZ – Supplementary Standards</b>
<b>Primary Street Frontage</b>	Front setback, minimum (ft.) (see s. 295-505-2-b)	none	none	
	Front setback, maximum (ft.) (see s. 295-505-2-b)	average	10*	<ul style="list-style-type: none"> <li>a. A setback shall include active space such as a sidewalk or plaza.</li> <li>b. In addition to the setback exceptions in Ch. 295-505-2, additional exceptions to the setback may be allowed for public and commercial outdoor uses that are shown to support the goals of an active pedestrian-oriented district. Examples include, but are not limited to, public plazas, restaurant/café seating, landscaping, public art, stormwater management, short-term bicycle parking, and a widened sidewalk.</li> <li>c. Unless demonstrated to be integral to the site design or unique to the site, a plaza should be no deeper than 25 feet and no wider than 25 feet. The applicant must demonstrate that the plaza supports the goals of the Bronzeville Cultural and Entertainment District.</li> </ul>
	Minimum build-out, primary street frontage	30%	75%*	<ul style="list-style-type: none"> <li>a. A public plaza or patio for a restaurant or similar use may count for up to 25% of the minimum 75% build-out requirement. The applicant must demonstrate that the plaza or patio supports the goals of the Bronzeville Cultural and Entertainment District.</li> <li>b. Portions of building façades that meet the minimum height requirement but exceed the maximum setback allowed may be counted towards the build-out requirement if the area between the front façade and the street is used for public plaza or outdoor dining purposes</li> </ul>

				associated with an adjacent active use.
Secondary Street Frontage	Side street setback, min. (ft.)	none	none	
	Side street setback max. (ft.)	5	10*	a. Same setback exceptions as front setback for the primary street frontage apply
	Minimum build-out, secondary street frontage	none	none*	a. For developments with secondary street of N. Dr. Martin Luther King Jr. Drive, primary street frontage minimum build-out applies.
Rear Street Setback	Rear street setback, minimum (ft.)	none	none	
	Rear street setback, maximum (ft.)	none	none	
Side Setback	Side setback, minimum (ft.)	none	none	
	Side setback, maximum (ft.)	none	none	
Rear Setback	Rear setback, minimum (ft.)	none	none	
	Rear setback, maximum (ft.)	none	none	
Lot Area per Dwelling Unit	Lot area per dwelling unit, minimum (sq. ft.)	800	300	
	Lot area per dwelling unit, permanent supportive housing, minimum (sq. ft.)	400	150	
		800 for a unit with 2 or more bedrooms	300 for a unit with 2 or more bedrooms	



	Lot area per transitional housing client, minimum (sq. ft.)	400	150	
Height	Height, minimum (ft.)	18	27*	<ul style="list-style-type: none"> <li>a. The height minimum must be met for at least 70% of the building façade on W. North Avenue and, when located on a corner lot, at least 70% of the sidewall of the side street façade.</li> <li>b. For a lot measuring 24 feet or less in width along the primary street frontage, the minimum height requirement of the base zoning LB2 district shall apply.</li> <li>c. Roof decks with a roofed area may count toward the minimum building height if the roof deck is visible (approximately 0-8 feet) from the street corridor in front of the building</li> <li>d. See 295-605-2-g for measuring height.</li> <li>e. Additions to Conforming Buildings. An addition not meeting the minimum height requirement may be constructed along a street frontage provided it does not exceed 24 feet in width and meets the base minimum height requirement of the base zoning LB2 district. In all districts, an addition to the rear or other non-street wall area of a building shall not be required to meet a minimum height requirement.</li> </ul>

	Height, maximum (ft.)	60	60*	<p>a. Exceptions for Maximum Building Height:</p> <ol style="list-style-type: none"> <li>1) A development meets the Outdoor Amenity/Height Bonus standards of the overlay qualifies structures to have a maximum height of 75 feet. For structures utilizing this height bonus to exceed 60 feet in height, the upper floor of the structure shall be set back at least 15 feet from the any primary and secondary street.</li> <li>2) Roof decks with covered roofs are permitted above the height maximum as long as the covered roofs occupy less than 25% of the roof deck and are set back 15 feet from primary and secondary street façades.</li> <li>3) Any corner property at the gateway nodes of the Bronzeville Overlay Corridor may have a maximum height of 75' given their locations on prominent gateway entrances to the district. This includes any property that may be buffered from the intersection by state/county owned right-of-way. The gateway nodes are the intersections at W. North Avenue and N. 7th Street and at W. North Avenue and Dr. Martin Luther King Jr. Drive.</li> <li>4) Additional exceptions to height can be found in 295-605-2-f</li> </ol> <p>b. For new construction on a parcel that is located within 100 feet of a single-family or two-family residentially zoned parcel, the building side facing the residentially zoned parcel(s) shall have a setback of no less than 20' for any height above 60 feet.</p>
	Front Street ground floor height, minimum (ft.)	n/a	14	
	Side Street ground floor height, minimum (ft.)	n/a	14 (nonresidential) 10 (residential - except for Live-Work)*	a. Live-work shall follow the height standards for nonresidential uses.
	Ground Floor elevation (min/max) (ft.)	n/a	0/2*	a. Applies to nonresidential and live-work uses

Windows and Glazing	Minimum glazed area, primary street frontage	60%	60%	
	Minimum glazed area, secondary street frontage	15%	15%	
	Ground floor sill height, maximum (ft.)	3.5	2.5	
	Ground floor window height, minimum (ft.)	4	6*	a. Additional 2 foot transom windows are recommended for storefronts but not required.
	Multiple principal buildings permitted?	yes	yes	

1. The façades of new buildings that are more than 40 feet in width should generally be divided into smaller vertical intervals through incorporating one or more of the techniques including but not limited to the following:
  - a. Façade modulation - Stepping back or extending forward a portion of the façade.
  - b. Vertical divisions using engaged elements such as columns, different textures, materials, or colors of materials. Materials should be drawn from a common palette.
  - c. Division into multiple storefronts, with separate windows and entrances.
  - d. Variation in roof lines by alternating dormers, stepped roofs, gables, or other roof elements to reinforce the modulation or articulation intervals and de-emphasize the long horizontal cornice line
  - e. Arcades, awnings, window bays, arched windows, and balconies at intervals equal to the articulation interval to reinforce the vertical intervals.
  - f. Window shape, size and patterns shall emphasize the intended organization of the façade and the definition of the building.
  - g. On larger buildings with an institutional or civic type function, other design approaches may be considered.
  
2. Storefront windows should be at least 6 feet in height, starting no more than 2.5 feet above grade, with a recommended transom unit above the 6-foot window that is minimally 2 feet in height. Existing windows that do not meet these standards are encouraged to be enlarged, however existing windows may not be reduced to heights lesser than standard, or linear percentages required per the table. Overhead motor vehicle serving garage doors for buildings, including structured parking, are prohibited on W. North Avenue.

**4. Lighting**

*a. Lighting Design Principles*

- A. Traditional pedestrian-scaled lighting is strongly encouraged and should be incorporated into new developments.

- B. Building façade lighting, which further enlivens the street and creates a nighttime sense of occasion, is strongly encouraged.
- C. Recesses for doors and overhanging upper floors should be lit within and below.

*b. Lighting Design Standards*

- 1. In addition to the lighting standards set in 295-409, Perimeter “rope lighting” style lighting is prohibited. This includes lights with bare bulbs (LED or other), that are not shielded from direct view from the street, or where flashing, blinking, or rotating lights are installed on the exterior of buildings or within windows visible from the street. This does not include string lights with low illumination for patio lighting or similar use.

**5. Signage**

*a. Signage Design Principles*

- A. Signs in the Bronzeville Cultural and Entertainment District should promote variety and creativity for individual building/user signage.
- B. A useful way-finding and identity signage program should help further goals for the district.
- C. Signs should allow for visibility for future businesses
- D. Signs should be architecturally compatible to the building and its surroundings
- E. Existing signs that do not comply with the standards for new sign may remain, however upon change shall move towards compliance.

*b. Signage Design Standards*

- 1. Type A signs as described as 295-407-2b in the zoning code are permitted; base zoning standards apply unless otherwise stated.
- 2. Use of Type B signs as described as 295-407-2b in the zoning code is limited.
  - a. New Type B wall and projecting signs should have a similar appearance to Type A signs, per 295-407-2-b-2-c, with limited internal lighting. A fully illuminated box sign, which is considered a Type B sign, is prohibited. Faceplates of existing box signs may be replaced, however should be replaced with routed letter metal panels per zoning 295-407-2-b-2-c
  - b. Type B free-standing (pole) signs are prohibited
- 3. Free-standing signage is not permitted unless an integral part of the landscape, non-commercial district identity signage program, building or site elements. Commercial free-standing signs cannot be taller than 8 feet designed as a monument sign.
- 4. Off-premise signs are prohibited. Existing off premise signs may not be enlarged or replaced.
- 5. Proposed signage that meets these standards may be approved by DCD staff without requiring approval by the City Plan Commission. Non-commercial, coordinated district identity signage shall not be included when calculating the maximum number of signs allowed on a property.

**Outdoor Amenity / Height Bonus**

Outdoor amenities activate space, build community, and allow for more eyes on the street. As stated in the DIZ Site Design Principles: 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 as part of the open amenity space is strongly encouraged. Inclusion of a

shared outdoor amenity space(s) or individual usable open spaces can use these standards as guidance and apply them in part or in whole.

Definition: A shared outdoor amenity is an unenclosed area of a mixed-use residential development site designated for use by all residents and tenants. It may or may not be available for use by the general public. Examples and elements include, but are not limited to, plazas, roof decks, porches, balconies, accessible green roofs, play areas, gardening beds, seating and picnic areas, grilling areas and other above-ground outdoor amenities. Examples of individual usable outdoor amenity space include, but are not limited to, porches and balconies. Juliet-style balconies are not considered usable outdoor amenity space, but are encouraged in the absence of individual balconies.

A development that meets the Outdoor Amenity Standards – Height Bonus standards of the overlay qualifies structures to have a maximum height of 75 feet. For structures utilizing this height bonus to exceed 60 feet in height, the upper floor of the structure shall be set back at least 15 feet from the any primary and secondary street. Development proposals seeking the height bonus shall demonstrate how the proposal meets the standards.

#### *Outdoor Amenity Standards*

1. An outdoor amenity space may be roofed, but not enclosed, by a shade structure, patio cover or lattice roof, provided that the amenity space is open on at least two sides.
2. The recommended minimum total amount of outdoor amenity space (inclusive of shared and individual space) is 40 square feet per residential unit. This may be a combination of shared or individual outdoor amenities.
  - a. If private balconies are attached to some but not all of the residential units, shared open amenity space(s) should be provided. The minimum total amount of this shared space(s) should total 40 square feet per the number of residential units that do not have a private balcony.
3. Usable shared open space at ground level should be in a compact area of not less than 200 square feet, with no dimension less than 8 feet and no slope grade greater than 10%. Where lot width is less than 40 feet, the minimum dimension of usable open space may be reduced to 6 feet.
4. Usable open space should not include areas occupied by driveways, drive aisles, and off-street parking or walkways to these areas that would otherwise be necessary.
5. Roof decks, porches, and balconies may be used to meet the recommended outdoor amenity standards, provided that:
  - a. Roof decks shall have a minimum dimension of 15 feet and shall be free of any obstructions, improved and available for safe and convenient access to all occupants of the building.
  - b. Shared porches shall have a minimum width of 15 feet and minimum depth of 6 feet and shall be free of any obstructions, improved, and available and be available to all occupants as a source of ingress and egress to the building.
  - c. Shared balconies shall have a minimum dimension of 6 feet and shall be free of any obstructions, improved, and available for safe and convenient access to all occupants of the building.
  - d. Private balconies and private porches shall have a minimum dimension of 4 feet.

## Attachment 1 – Formula Business Definition and Reasoning

As described in the Land Use chart, Formula Businesses for the uses of General Retail, Tavern, Brewpub, and Sit-down Restaurant, as defined in Ch. 295-201, whether a Principal or an Accessory use, are conditional uses within the DIZ. A conditional review ensures that the goals of the district are being met. An applicant must demonstrate that a proposed Formula Businesses meets the goals, principles and standards of the DIZ. The reasoning for this conditional review is described below.

The principles and standards in this DIZ serve to implement many years of visioning and planning by the community and stakeholders. The central goal of the DIZ is to encourage development in Bronzeville that supports the growth of Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture. To create a strong identifiable district, a unique and diverse mix of uses throughout the corridor is essential.

One guiding principle for informing land use decision is to “encourage development and programming that provides affordable commercial space and encourages local ownership and local businesses.” A unique business mix, where local business and investment encouraged, is vital in forming a sense of place within Bronzeville and in continuing the momentum of development and activation already taking place.

The intent of the conditional review is to support the development of future opportunities for local business ownership that can be tailored to meet the goals of the district. Additionally, local business owners may compete with formula businesses and formula businesses may out-price local business owners or prospective local businesses. The conditional review ensures local businesses are prioritized.

The uses of General Retail, Tavern, Brewpub, and Sit-down Restaurant, are street activating uses that contribute to the vibrancy of the District. These active uses are critical to the success and implementation the vision of the District, and it is therefore, important that the features that define a business as formula be reviewed.

Formula businesses are establishments with multiple locations and standardized features or a recognizable appearance. Recognition is dependent upon the repetition of the same characteristics of one store in multiple locations. The sameness of Formula Retail outlets, while providing clear branding for consumers, counters the general direction of the principles of the DIZ which emphasizes continuing to build an arts and cultural entertainment district. The homogenizing effect of Formula Retail, based on its reliance on standardized branding, is greater if the size of the Formula Retail use, in number of locations or size of use or branded elements, is larger.

Notwithstanding the marketability of a business's goods or services or the visual attractiveness of the storefront, the standardized architecture, color schemes, decor and signage of many formula businesses could detract from the distinctive character and vision of the District.

If not monitored and regulated, formula businesses could hamper the DIZ's goal of a diverse business base with distinct retailing personalities comprised of a mix of businesses. Specifically, the unregulated and unmonitored establishment of additional Formula Businesses uses may unduly limit or eliminate business establishment opportunities for smaller or medium-sized businesses, many of which tend to be non-traditional or unique, and unduly skew the mix of businesses towards formula retailers in lieu of unique or start-up retailers, thereby decreasing the diversity of merchandise available to residents and visitors and the diversity of purveyors of merchandise.

Additionally, according to an average of ten studies done by the firm Civic Economics and published by the American Independent Business Alliance in October of 2012, spending by independent retailers generated 3.7 times more direct local spending than that of Formula Retail chains. Money earned by independent businesses is more likely to circulate within the local neighborhood and City economy than the money earned by Formula Retail businesses which often have corporate offices and vendors located outside of the area.

For the purpose of this DIZ, a *Formula Business* use is hereby defined as a type of retail sales or service activity or retail sales or service establishment that has five (5) or more other establishments in operation, or with local land use or permit entitlements already approved, located anywhere in the world. In addition to the five (5) establishments either in operation or with local land use or permit entitlements approved for operation, the business maintains two or more of the following features: a standardized array of merchandise, a standardized façade, a standardized decor and color scheme, uniform apparel, standardized signage, a trademark or a servicemark.

- 1) Standardized array of merchandise shall be defined as 50% or more of in-stock merchandise from a single distributor bearing uniform markings.
- 2) Trademark shall be defined as a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods from one party from those of others.
- 3) Servicemark shall be defined as word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of a service from one party from those of others.
- 4) Decor shall be defined as the style of interior furnishings, which may include but is not limited to, style of furniture, wall coverings or permanent fixtures.
- 5) Color Scheme shall be defined as selection of colors used throughout, such as on the furnishings, permanent fixtures, and wall coverings, or as used on the façade.
- 6) Façade shall be defined as the face or front of a building, including awnings, looking onto a street or an open space.
- 7) Uniform Apparel shall be defined as standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hats, and pins (other than name tags) as well as standardized colors of clothing.
- 8) Signage shall be defined as any type of sign defined in 295-201.