

Midtown Center Area B – Midtown Center DIZ Design Review Matrix – Existing Building (land south of W. Hope Ave.)

**Each applicant to fill this out for their component of the overall development at 5825 W. Hope Av. If standards do not apply to your proposal, state N/A.*

| Standard | Midtown Center Area B (standards here) | RB2 Zoning (standards here) | Proposal |
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| Uses | DIZ regulates uses (use list here) | N/A – DIZ regulates uses | <ul style="list-style-type: none"> • Permitted Uses: <ul style="list-style-type: none"> ○ Proposed Library ○ Offices • Requested Deviation: Indoor Self-Storage & Data Processing/Computer Services/Computer Research facility |
| Building Placement | <ul style="list-style-type: none"> • | <ul style="list-style-type: none"> • Front setback: Min – none, Max – 70’ • Side street setback: Min – none, Max – 70’ • No other setback requirements | <ul style="list-style-type: none"> • N/A – Existing Building |
| Density | <ul style="list-style-type: none"> • | <ul style="list-style-type: none"> • 800 sf of lot area/du minimum | <ul style="list-style-type: none"> • N/A – Existing Building • |
| Building Design | <p>Massing</p> <ul style="list-style-type: none"> • Establish hierarchy between building elements. For example, articulate entrances and building corners. • Maximum height of buildings is 50 feet. Entry features and tower elements integrated with the building may exceed 50 ft in height. <p>Facades</p> <ul style="list-style-type: none"> • Variety in each building design throughout Area B is encouraged • Front facades shall be oriented to North 56th St, extended to West Capitol Dr, North 60th St, and West Hope Ave extended, excluding outlots • Along N 56th St extended from a point 450 ft north of W Capitol Dr to W Hope St extended, building must have a storefront window system with vision glass at the first level. A sign band area and/or canopies with signage must be provided. • Along W Hope Ave extended, the front façade must be modulated with windows, articulated bays, and/or an arcade with columns • Building entrances shall be clearly identified and visible from streets and easily accessible and inviting to pedestrians • Blank, unarticulated walls facing streets are not permitted, except for service areas. Modulate facades visible from public with articulated bays, windows and openings, varying color and texture, and/or other architectural details that relate to the human scale | <ul style="list-style-type: none"> • DIZ regulates this, but RB2 sets a minimum 24’ height; max 85’ height • Min glazed area along primary street frontage: 30% (DIZ requires more along Hope extended) • Min glazed area along secondary street frontage: 15% • Min build-out along primary frontage: 30% • Multiple buildings allowed on a site | <ul style="list-style-type: none"> • N/A – Existing Building • See proposed façade alterations for the indoor self-service storage & Data Processing/Computer Services/Computer Research facility component in attached documents <ul style="list-style-type: none"> ○ Library and City of Milwaukee Suite exterior alterations TBD and subject to future City Plan Commission approval. |

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| Building Materials | <ul style="list-style-type: none"> All storefronts visible from N 56th street extended, W Hope St extended, N 60th Street and W Capitol Dr must contain the most architecturally significant materials and fenestration. Significant building materials include decorative masonry and block, brick, cut stone, glass, architectural-finished metal cladding and architectural precast concrete panels. Exterior insulation and finish systems cannot be used on the base of the building up to 10 ft in height Screen rooftop equipment that is visible at the pedestrian level and exceeds 8 cubic feet in area with materials and color that are compatible with the structure Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass is permitted with no tinting. Opaque glazing cannot be substituted for vision glass where vision glass is required, but may be used in other areas as an architectural element if it is compatible with the overall design. Samples of building materials must be submitted for review, as requested. | <ul style="list-style-type: none"> See restricted building materials section of the Commercial chapter of the zoning code (295-605-2-i-6). Min. glazed area along primary street frontage is 30%; 15% for secondary street frontage. See Commercial chapter of the code for areas of required glazing. | <ul style="list-style-type: none"> For the indoor self-storage component, N/A – Existing Building Future façade modifications for the library/City of Milwaukee tenant spaces will be subject to a future City Plan Commission approval. |
| Access, Parking and Circulation | <p>Driveways</p> <ul style="list-style-type: none"> Minimize the number of curb cuts and widths of driveways Align new driveways with driveways across street where possible <p>Pedestrian Accommodations</p> <ul style="list-style-type: none"> Provide direct pedestrian connections between public sidewalks/bust tops and all building entrances Provide secure areas for bicycle parking near entrances <p>Parking Areas</p> <ul style="list-style-type: none"> Located parking areas to the rear of a building where possible Locate parking areas mid-block instead of at corners where possible Provide shared parking where possible Provide shared service areas where possible Provide on-street parking on North 56th street extended New public streets or private streets with public access easements must connect to the adjacent neighborhood | <ul style="list-style-type: none"> See Site Standards of the Commercial chapter of the zoning code (295-605-4) for additional standards. See general provisions re: bicycle parking requirements. See general provisions re: vehicular parking requirements | <ul style="list-style-type: none"> Existing parking lot to the west of the building will remain with minor modifications to support proposed library and City of Milwaukee suites East parking lot may be developed as a parking lot if required by City of Milwaukee suite; parking lot and landscaping design will be completed per DIZ and City of Milwaukee zoning requirements, and is subject to future City Plan Commission approval. |
| Landscaping | <ul style="list-style-type: none"> In interior parking lot areas, provide curbed islands with landscaping to visually divide the lot, at a minimum 1 tree per every 15 spaces must be provided N. 60th St. is Type 3 frontage W. Hope extended is considered Type 1 frontage | | <ul style="list-style-type: none"> West parking lot will remain as-is with landscaping within existing landscape islands to be updated and replaced as needed. Landscaping within the new east parking lot will comply with the DIZ and zoning code landscaping standards (subject to future City Plan Commission approval). |

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| | <ul style="list-style-type: none"> • Type 1: All of the street frontage must be occupied with buildings except for drive openings • Type 2: All of the street frontage must be landscape with a masonry wall or decorative fencing with brick piers and a combination of trees and shrubs, at minimum • Type 3: All of the street frontage must meet the minimum landscape requires per the general provisions of the Code | | <ul style="list-style-type: none"> • Landscaping between N. 60th Street and the existing west parking lot will be updated to comply with the DIZ standards and landscaping zoning requirements, Type 'A'. The surface parking lot will remain paved and designed as-is. • Additional plantings will be added along the modified north building frontage; determined and coordinated by tenant's improvement design. |
| Lighting | <ul style="list-style-type: none"> • Use lighting to enhance the architecture of the building as well as provide security and visual appeal • Lighting within parking areas must be designed and located to prevent glare onto adjoining properties • Lighting poles within parking areas may not exceed 25 ft in height. It if preferred that lighting poles along public right of ways are 12ft in height but may not exceed 18 ft in height. | | <ul style="list-style-type: none"> • Existing lighting for walkways and parking areas will remain in place and operational. • The new east parking lot will be illuminated in accordance with the DIZ standards and any applicable provisions of the Milwaukee Code of Ordinances. Lighting poles will not exceed 25' in height. Cut-off fixtures will be utilized. • Additional wall-pack lighting will be installed on the building to illuminate green spaces and enhance safety. |
| Site Improvements | <p>Amenities</p> <ul style="list-style-type: none"> • Along the east side of North 56th Street extended from a point 450 feet north of West Capitol Dr to West Hope Ave extended, provide pedestrian seating and trash receptacles <p>Screening</p> <ul style="list-style-type: none"> • Locate or screen dumpsters and service areas where they are not visible from the public street • Screen outdoor storage areas • Screen service and loading areas with wing walls or landscaping • Enclose and screen dumpsters and recycling units with a board on board or masonry enclosure | | <ul style="list-style-type: none"> • West parking lot will remain as-is. <ul style="list-style-type: none"> ○ A small staff parking lot will be created for library staff, along with small loading zone and trash enclosure for tenants. • The new east parking lot will comply with the DIZ and zoning code landscaping standards and developed as required by the City of Milwaukee suite, subject to future City Plan Commission approval. |
| Signage | <ul style="list-style-type: none"> • Billboards(off premise signs) are not permitted • Pylon signs are not permitted • Up to 2 monument signs in Area B are permitted preferable at entrances to the project, but cannot exceed 10 feet in height. The height limit may be increased if signage is designed and integrated into a kiosk, building structure or bus shelter. Signage may also be integrated into masonry wall. • The overall area of each monument sign may not exceed 150 square feet in area on each side • At least one monument sign in this area must provide an overall development name and each sign may include up to 3 tenant names. It is preferred that each kiosk sign has up to 3 tenant names, may not exceed 6 tenant names. • Building Signage shall not exceed 3 feet in height or 100 square feet In area per business. | <ul style="list-style-type: none"> • Temporary signage and window signs must follow the general provisions of the zoning code. | <ul style="list-style-type: none"> • No additional freestanding signage is anticipated. The existing Midtown signage to remain at site entry. • Building wall signs will be Type A and following the DIZ overlay standards with respect to size. Compliant building signage may be approved administratively. • Type B signage may be included if one of the northern tenants requires changeable messages, subject to future City Plan Commission approval. • All other sign types, including temporary signs, will follow the general provisions of the zoning code. |

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| | <ul style="list-style-type: none">• A single-use tenant larger than 10,000 square ft may have one front entrance, vestibule sign with individual letters that may not exceed 60 inches in height. All other proposed building signage not meeting the standards listed may be reviewed and approved administratively.• Internally illuminated box signs are not permitted unless they are recessed into the building and are an integral part of the building design.• Individual pin-set metal letters that are halo-lighted are the most desirable. Internally illuminated individual letters are acceptable if raceways are not visible.• Building signage may be approved administratively. | | |
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