

City of Milwaukee  
Department of City Development  
Development Incentive Zone Guidelines

**REVISED**  
Exhibit B

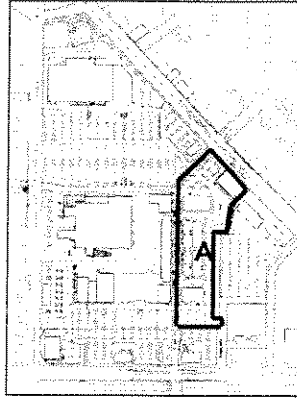
Midtown Center SM

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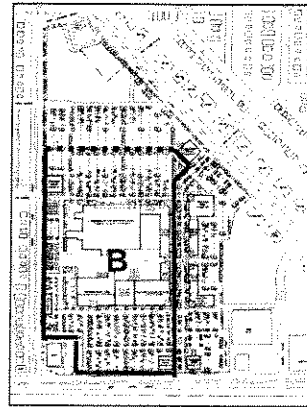
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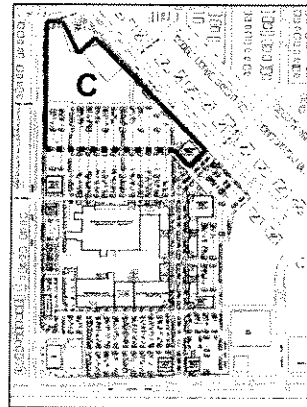
**Area A:** Bounded by the north line of West Capitol Drive, the east line of North 56<sup>th</sup> Street, the south line of West Ely Place, the south line of West Fond du Lac Avenue and the east property line.



**Area B:** Bounded by the north line of West Capitol Drive, the west line of North 56<sup>th</sup> Street, the southwest corner property line, the east line of North 60<sup>th</sup> Street and the northern boundary is flexible based on lease requirements for parking.



**Area C:** Bounded by the east line of North 60<sup>th</sup> Street, the south line of West Congress Avenue, the south line of West Fond du Lac Avenue, the north line of West Ely Place and the southern boundary is flexible based on lease requirements for parking.





**Type 4:** .....

All of the street frontage must be landscaped with masonry wall, decorative fencing with brick piers, or planters to maintain the perception of a continuous wall. Drive openings are allowed as are multiple breaks in the wall to allow pedestrians to pass through.

## AREA A

Deleted: ¶

### II. Access, Circulation and Parking

#### Principles

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

#### Standards:

##### A. Driveways

1. Minimize the number of curb cuts and width of driveways.
2. Align new driveways with driveways across streets where possible.

##### B. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Provide direct pedestrian connections from parking areas to building entrances. It is preferable that these crosswalks are delineated in a different material.
3. Provide secure areas for bicycle parking near entrances.

##### C. Parking Areas

1. Locate parking areas to the rear of a building where possible.
2. Locate parking areas mid-block instead of at corners where possible.
3. Provide shared parking where possible.
4. Provide shared service areas where possible.
5. 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.
6. Provide on-street parking on North 56<sup>th</sup> Street extended.
7. New public streets or private streets with public access easements must connect to the adjacent neighborhood.

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## AREA A

### III. Site Improvements

#### Principles:

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

#### Standards:

##### A. Amenities

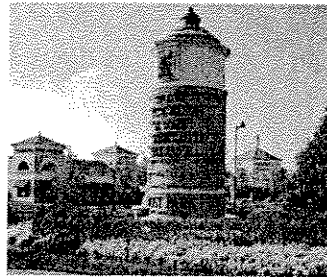
1. Along the east side of North 56<sup>th</sup> Street extended from a point 450 feet north of West Capitol Drive to West Hope Avenue extended, provide pedestrian seating and trash receptacles.

##### B. Screening

1. Locate or screen dumpsters and service areas where they are not visible from the public street.
2. Screen outdoor storage areas.
3. Screen service and loading areas with wing walls or landscaping.
4. Enclose and screen dumpsters and recycling units with a board on board or masonry enclosure.

##### C. Site Signage

1. Billboards (off-premise signs) are not permitted.
2. Pylon signs are not permitted.
3. Up to two monument signs in Area A are permitted preferably 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 a masonry wall.
4. The overall area of each monument sign may not exceed 150 square feet in area on each side.
5. At least one monument sign in this area must provide an overall development name and each monument sign may include up to 3 tenant names. It is preferred that each kiosk sign has up to 3 tenant names, but may not exceed 6 tenant names.



*Example of acceptable freestanding, kiosk sign.  
(Philips Place in Charlotte, North Carolina)*

##### D. Lighting

1. Lighting within parking areas must be designed and located to prevent glare onto adjoining properties.
2. Lighting poles within parking areas may not exceed 25 feet in height. It is preferred that lighting poles along public rights-of-way are 12 feet in height but may not exceed 18 feet in height.

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# AREA A

## IV. Building Design

### A. Massing

#### Principles

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

#### Standards:

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Maximum height of buildings is 50 feet. Entry features and tower elements integrated with the building may exceed 50 feet in height.

### B. Facades

#### Principles

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

#### Standards:

1. Variety in each building design throughout Area A is encouraged.
2. Front facades shall be oriented to North 56<sup>th</sup> Street extended, Fond du Lac Avenue and West Capitol Drive, excluding outlots.
3. Along North 56<sup>th</sup> Street extended from a point 450 feet north of West Capitol Drive to West Hope Street extended, buildings 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.
4. Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
5. Blank, unarticulated walls facing streets are not permitted, except for service areas. Modulate facades visible from public streets with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
6. Use lighting to enhance the architecture of the building as well as provide security and visual appeal.

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## AREA A

### C. Materials

#### Principles:

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

#### Standards:

1. All store front walls visible from North 56<sup>th</sup> Street extended and West Capitol Drive 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 feet.
2. Screen rooftop equipment from pedestrian view at the property line and exceeds 8 cubic feet in area with materials and color that are compatible with the structure.
3. Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass with no tinting may be used. 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.
4. Samples of building materials must be submitted for review, as requested.

### D. Signage

#### Principles:

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

#### Standards:

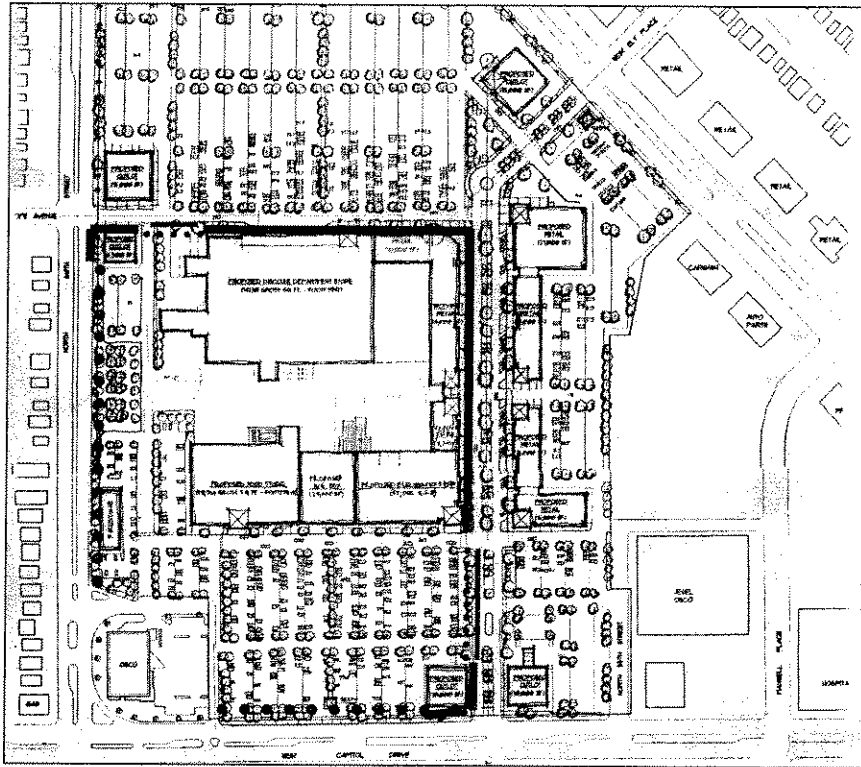
1. Building signage shall not exceed 3 feet in height or 100 square feet in area per business. Tenants exceeding 5000 square feet may have additional signage area. The additional signs will be reviewed on a case by case basis.
2. Internally illuminated box signs are not permitted unless they are recessed into the building and are an integral part of the building design.
3. Individual pin-set metal letters that are back-lit are the most desirable. Internally illuminated individual letters are acceptable if raceways are not visible.
4. Building signage may be approved administratively.

# AREA B

## I. Building Placement

### Principles

- *Locate buildings to define street edges and corners.*
- *Relate to the physical character and scale of the neighborhood.*



**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 landscaped with a masonry wall or decorative fencing with brick piers and a combination of trees and shrubs, at a minimum.

**Type 3:** .....

All of the street frontage must meet the minimum landscape requirements per Section 295-75 of the Code.



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## AREA B

### II. Access, Circulation and Parking

#### Principles

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

#### Standards:

##### A. Driveways

1. Minimize the number of curb cuts and width of driveways.
2. Align new driveways with driveways across streets where possible.

##### B. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Provide direct pedestrian connections from parking areas to building entrances. It is preferable that these crosswalks are delineated in a different material.
3. Provide secure areas for bicycle parking near entrances.

##### C. Parking Areas

1. Locate parking areas to the rear of a building where possible.
2. Locate parking areas mid-block instead of at corners where possible.
3. Provide shared parking where possible.
4. Provide shared service areas where possible.
5. 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.
6. Provide on-street parking on North 56<sup>th</sup> Street extended.
7. New public streets or private streets with public access easements must connect to the adjacent neighborhood.

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## AREA B

### III. Site Improvements

#### Principles:

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

#### Standards:

##### A. Amenities

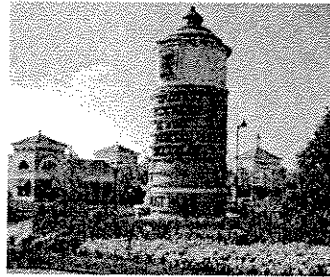
1. Along the east side of North 56<sup>th</sup> Street extended from a point 450 feet north of West Capitol Drive to West Hope Avenue extended, provide pedestrian seating and trash receptacles.

##### B. Screening

1. Locate or screen dumpsters and service areas where they are not visible from the public street.
2. Screen outdoor storage areas.
3. Screen service and loading areas with wing walls or landscaping.
4. Enclose and screen dumpsters and recycling units with a board on board or masonry enclosure.

##### C. Site Signage

1. Billboards (off-premise signs) are not permitted.
2. Pylon signs are not permitted.
3. Up to two monument signs in Area B are permitted preferably 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 a masonry wall.
4. The overall area of each monument sign may not exceed 150 square feet in area on each side.
5. 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, but may not exceed 6 tenant names.



*Example of acceptable freestanding, kiosk sign.  
(Phillips Place in Charlotte, North Carolina)*

##### D. Lighting

1. Lighting within parking areas must be designed and located to prevent glare onto adjoining properties.
2. Lighting poles within parking areas may not exceed 25 feet in height. It is preferred that lighting poles along public rights-of-way are 12 feet in height but may not exceed 18 feet in height.

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## AREA B

### IV. Building Design

#### A. Massing

##### Principles

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

##### Standards:

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Maximum height of buildings is 50 feet. Entry features and tower elements integrated with the building may exceed 50 feet in height.

#### B. Facades

##### Principles

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

##### Standards:

1. Variety in each building design throughout Area B is encouraged.
2. Front facades shall be oriented to North 56<sup>th</sup> Street, extended West Capitol Drive, North 60<sup>th</sup> Street and West Hope Avenue extended, excluding outlots.
3. Along North 56<sup>th</sup> Street extended from a point 450 feet north of West Capitol Drive to West Hope Street extended, buildings 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.
4. Along West Hope Avenue extended the front façade must be modulated with windows, articulated bays and/or an arcade with columns.
5. Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
6. 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.
7. Use lighting to enhance the architecture of the building as well as provide security and visual appeal.

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## AREA B

### C. Materials

#### Principles:

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

#### Standards:

1. All storefronts visible from North 56<sup>th</sup> Street extended, West Hope Street extended, North 60<sup>th</sup> Street and West Capitol Drive 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 feet in height.
2. 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.
3. 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.
4. Samples of building materials must be submitted for review, as requested.

### D. Signage

#### Principles:

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

#### Standards:

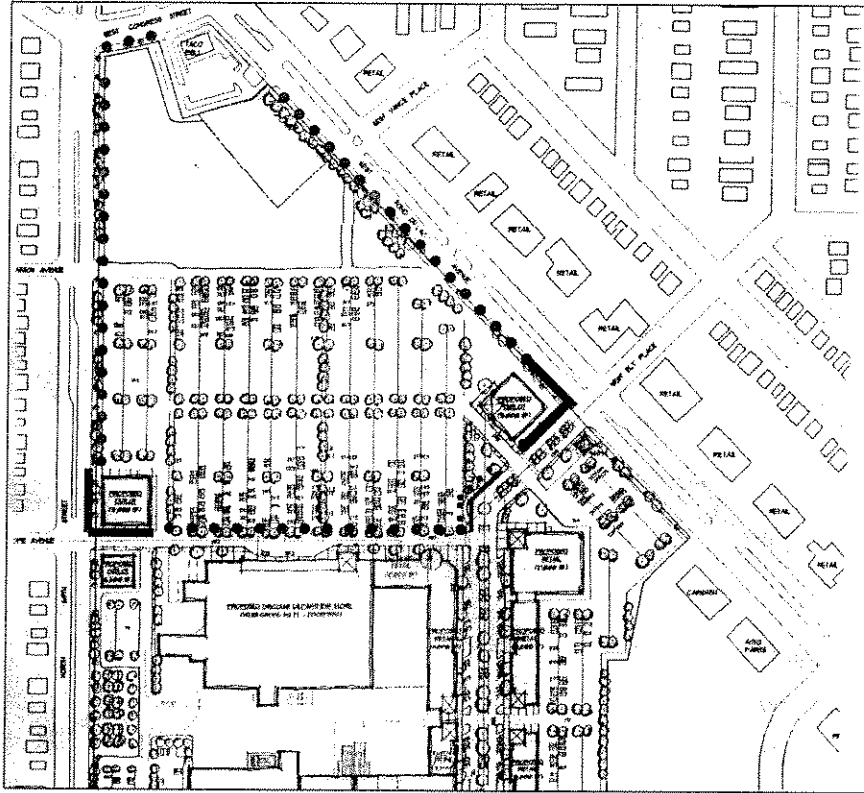
1. Building signage shall not exceed 3 feet in height or 100 square feet in area per business.
2. A single-use tenant larger than 10,000 square feet may have one front entrance, vestibule sign with individual letters that may not exceed 60 inches in height. All other proposed building signage not meeting the standards listed in Item 1 may be reviewed and approved administratively.
3. Internally illuminated box signs are not permitted unless they are recessed into the building and are an integral part of the building design.
4. Individual pin-set metal letters that are halo-lighted are the most desirable. Internally illuminated individual letters are acceptable if raceways are not visible.
5. Building signage may be approved administratively.

# AREA C

## I. Building Placement

### Principles

- *Locate buildings to define street edges and corners.*
- *Relate to the physical character and scale of the neighborhood.*



**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 landscaped with a masonry wall or decorative fencing with brick piers and a combination of trees and shrubs, at a minimum.

**Type 3:** .....  
\_\_\_\_\_

All of the street frontage must meet the minimum landscape requirements per Section 295-75 of the Code.

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# AREA C

## II. Access, Circulation and Parking

### Principles

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

### Standards:

#### A. Driveways

1. Minimize the number of curb cuts and width of driveways.
2. Align new driveways with driveways across streets where possible.

#### B. Pedestrian Accommodations

1. Provide direct pedestrian connections between public sidewalks/bus stops and all building entrances.
2. Provide direct pedestrian connections from parking areas to building entrances. It is preferable that these crosswalks are delineated in a different material.
3. Provide secure areas for bicycle parking near entrances.

#### C. Parking Areas

1. Locate parking areas to the rear of a building where possible.
2. Locate parking areas mid-block instead of at corners where possible.
3. Provide shared parking where possible.
4. Provide shared service areas where possible.
5. In interior parking lot areas, provide curbed islands with landscaping to visually divide the lot. At a minimum, 1 tree per every 20 spaces must be provided.
6. New public streets or private streets with public access easements must connect to the adjacent neighborhood.

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## AREA C

### III. Site Improvements

#### Principles:

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

#### Standards:

##### A. Amenities

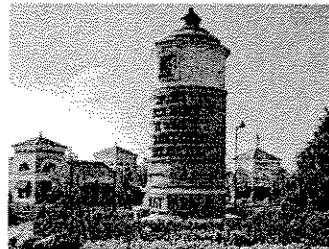
1. If possible, provide pedestrian seating and trash receptacles.

##### B. Screening

1. Locate or screen dumpsters and service areas where it is not visible from the public street.
2. Screen outdoor storage areas.
3. Screen service and loading areas with wing walls or landscaping.
4. Enclose and screen dumpsters and recycling units with a board on board or masonry enclosure.

##### C. Site Signage

1. Billboards (off-premise signs) are not permitted.
2. Pylon signs are not permitted.
3. Up to two monument signs in Area C are permitted preferably 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 a masonry wall.
4. The overall area of each monument sign may not exceed 150 square feet in area on each side.
5. 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, but may not exceed 6 tenant names.



*Example of acceptable freestanding, kiosk sign.  
(Phillips Place in Charlotte, North Carolina)*

##### D. Lighting

1. Lighting within parking areas must be designed and located to prevent glare onto adjoining properties.
2. Lighting poles within parking areas may not exceed 25 feet in height. It is preferred that lighting poles along public rights-of-way are 12 feet in height but may not exceed 18 feet in height.

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## AREA C

### III. Building Design

#### A. Massing

##### Principles

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

##### Standards:

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Maximum height of buildings is 50 feet. Entry features and tower elements integrated with the building may exceed 50 feet in height.

#### B. Facades

##### Principles

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

##### Standards:

1. Variety in each building design throughout Area C is encouraged.
2. Front facades shall be oriented to North 60<sup>th</sup> Street, West Fond du Lac Avenue and Hope Street extended, excluding outlots.
3. Along West Marion Avenue extended, the front façade must be modulated with windows, articulated bays and/or an arcade with columns when developed.
4. The asphalt area between West Congress Street to West Marion Avenue may stay in place for erosion control. This area must be maintained from debris. During construction, staging and storage in this area is acceptable.
5. Building entrances shall be clearly identifiable and visible from West Fond du Lac Avenue and North 60<sup>th</sup> Street and easily accessible and inviting to pedestrians.
6. Blank, unarticulated walls facing streets are not permitted, except for service areas. Modulate facades visible from public streets with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
7. Use lighting to enhance the architecture of the building as well as provide security and visual appeal.



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## AREA C

### C. Materials

#### Principles:

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

#### Standards:

1. All storefronts visible from North 60<sup>th</sup> Street, West Marion Avenue extended, West Fond du Lac Avenue and West Ely Place 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 may be used above 10 feet in height from the base of the building.
2. 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.
3. Glazing on the first floor of commercial buildings and entrances must be transparent, vision glass. Low-E glass with no tinting is acceptable. 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.
4. Samples of building materials must be submitted for review, as requested.

### D. Signage

#### Principles:

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

#### Standards:

1. Building signage shall not exceed 3 feet in height or 150 square feet in area per business.
2. A single-use tenant exceeding 10,000 square feet 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 in Item 1 may be reviewed and approved administratively.
3. Internally illuminated box signs are not permitted unless they are recessed into the building and are an integral part of the building design.
4. Individual pin-set metal letters that are back-lit are the most desirable. Internally illuminated individual letters are acceptable if raceways are not visible.
5. Building signage may be approved administratively.