

Bronzeville Cultural and Entertainment District Overlay Zone Study

Bronzeville Advisory Committee

September 19, 2022



Presentation

- Review – Purpose, Schedule, Boundaries
- Overlay Type: Development Incentive Zone
- Overlay Goals & Uses
- Overlay Goals & Design Standards

Thank you to the Plan Advisory Group!

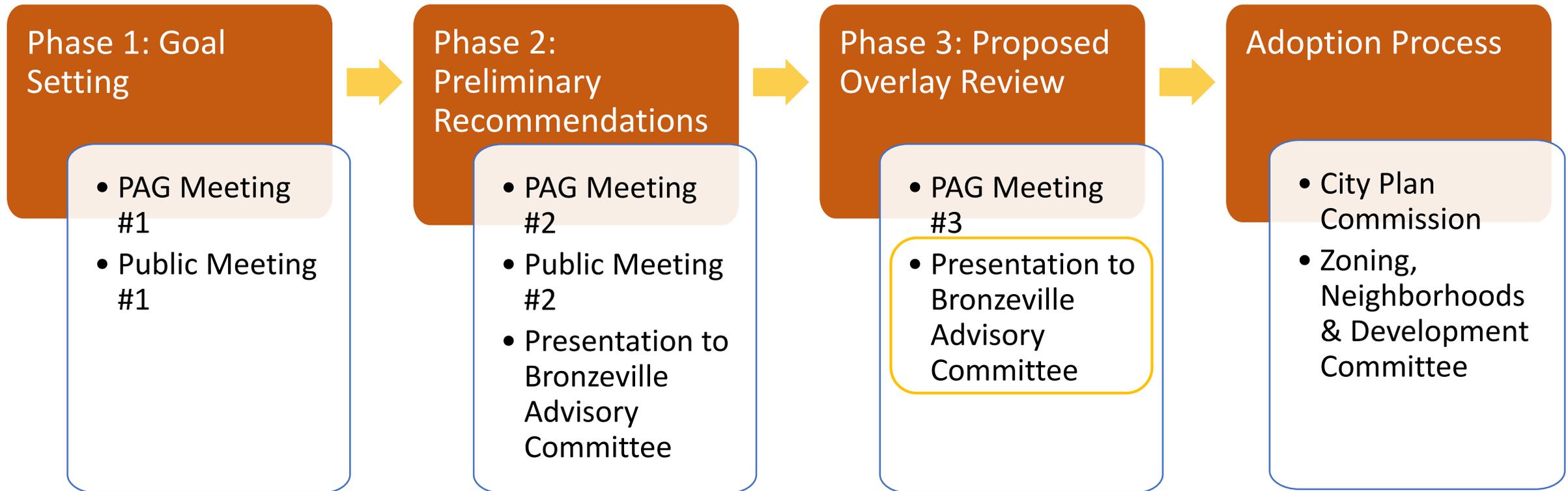
- **Ray Hill**
Historic King Drive Business Improvement District No.8
- **Sam Cunningham**
Pete's Market
- **Angela Mallett**
Honey Bee Sage
- **Tiffany Miller**
Bronzeville Collective
- **LaShawndra Vernon**
Bronzeville Advisory Committee & Artist Working in Education
- **Terrence Moore**
DCD Commercial Corridors & Bronzeville Advisory Committee
- **Alderwoman Coggs**

What is an Overlay?



- WHERE:** Areas of the city with unique situations where special approaches to development may be necessary.
- 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.

Overlay Study Project Schedule



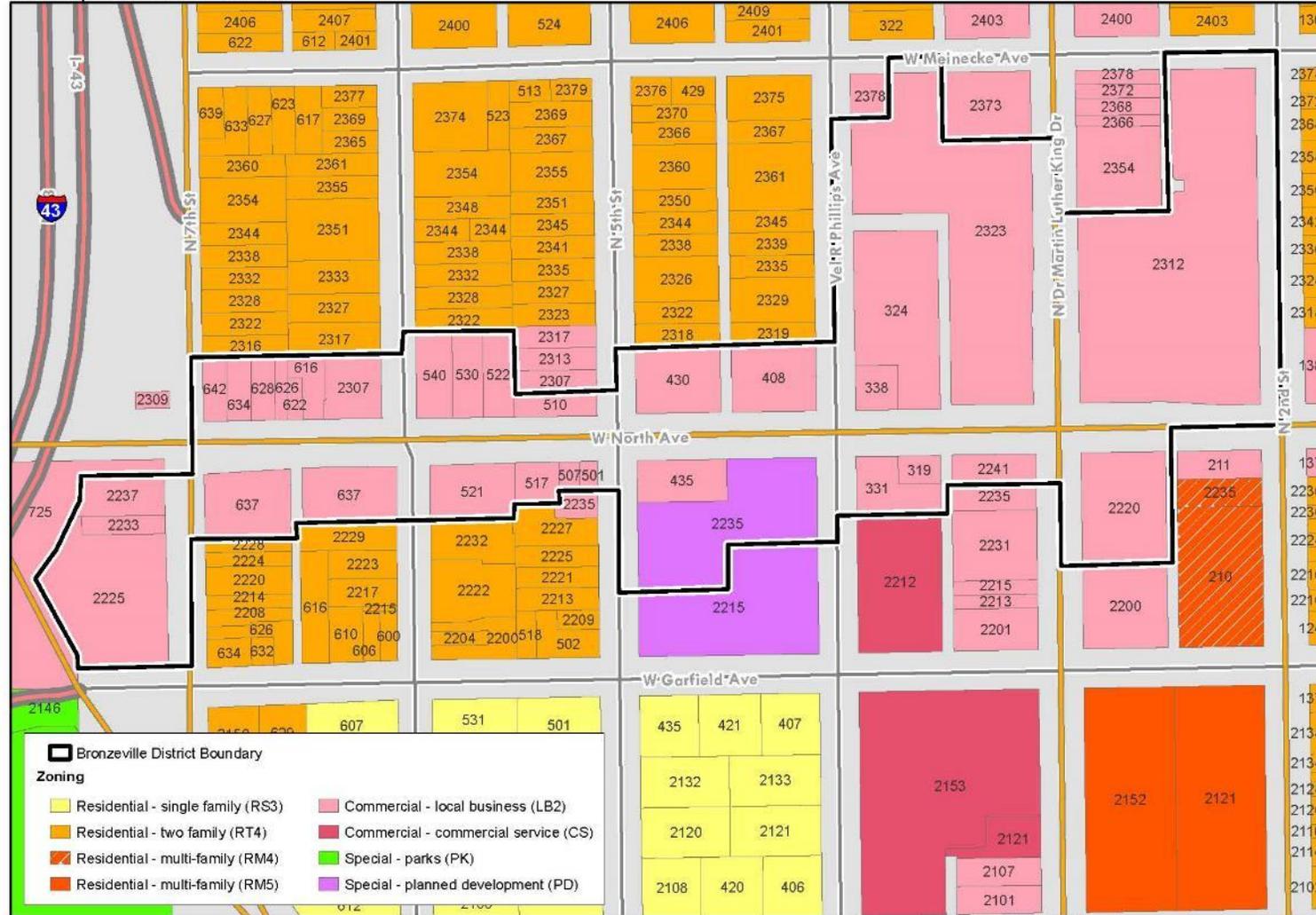
Overlay Zone Boundaries

NOTE: Rezoning in process for 2317-25 N 6th, and 2316-18 and 2322 N 7th - map subject to change

Prepared by the Department of City Development Planning Division, 9/1/2022
Source: DCD Planning Division; City of Milwaukee Information Technology Management Division

BRONZEVILLE CULTURAL AND ENTERTAINMENT DISTRICT

Development Incentive Zone



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.

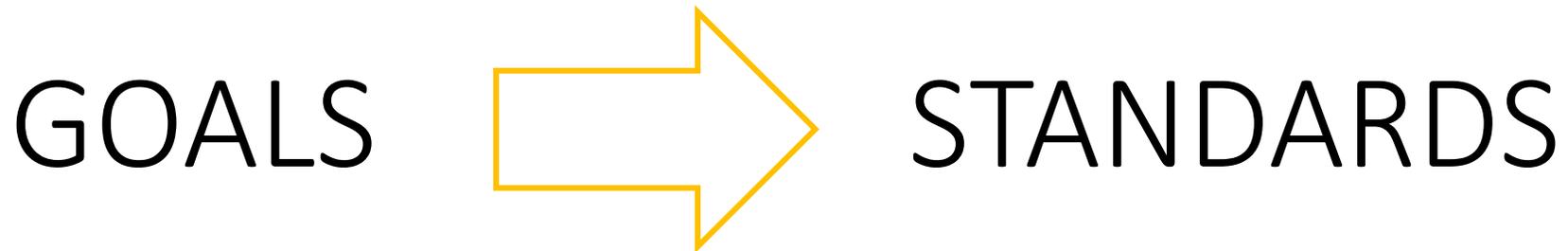
Procedure: Establish an overlay boundary and create performance standards (design and use).

Requirements: Development within the boundary must be reviewed and approved by the City Plan Commission (3 week cycle, \$1,500 application fee). DCD will propose an adjusted fee structure to allow lower costs for some projects. Requests to deviate from standards in new overlays require Common Council approval.

Example: The Brewery

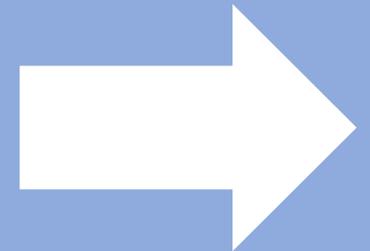


Vision: The Bronzeville Cultural and Entertainment District Overlay will encourage development in Bronzeville that will support the growth of **Bronzeville as a cultural and entertainment destination that highlights African-American arts and culture.**



LAND USE GOALS

- **Uses support the vision** for the area as an arts, cultural and entertainment destination
- **Expanded mix of uses** - including retail, restaurants, cultural, entertainment, and complementary.
- **Multi-family mixed-use developments to support businesses**



So, **PERMITTED** uses include...

- Retail - 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.
- Multi-family residential (first floor activated, not residential on North Ave. and Dr. MLK Jr. Dr.)
- Personal instruction schools for music, art, theater arts, or dance.
- Cultural institution

and, **CONDITIONAL** uses include...

- Retail - furniture and floor coverings, sporting goods, hobbies, hardware, paint/wallpaper, beauty products, pharmaceutical products, pets, wellness stores...
- Secondhand store
- Bank or Financial Institution
- College
- Personal instruction schools (arts related are permitted, but remainder are conditional)
- Community Center
- Recreation facility – indoor or outdoor
- Food processing

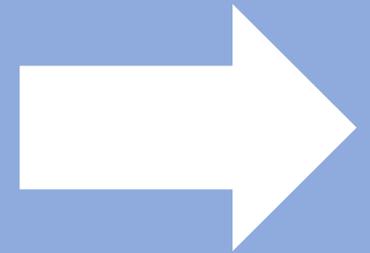
Conditional = The proposed use advances the goals of the Bronzeville Cultural and Entertainment District

and, **PROHIBITED** uses include...

- Single and two-family homes
- Day Care Center
- School- Elementary or Secondary
- Drive-Through Restaurant
- Currency Exchange, Payday, Title or Installment Loan Agency, Cash for Gold, Pawn
- Retail: auto parts stores, firearm store, hardware stores, major appliance stores, tobacco product stores, liquor stores, a furniture or appliance rental establishment, or telephone store.

LAND USE GOAL

Encourage development
of **local businesses**.



So, formula businesses are **CONDITIONAL**...

- Formula retailers of any size and/or retail establishments utilizing more than 10,000 square feet within a building.
- Formula Taverns
- Formula Brewpubs
- Formula Restaurants

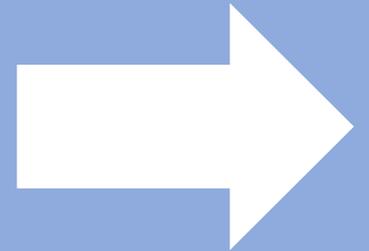
Formula Business =

- 11 or more locations
- Two or more of the following - standardized brand, merchandise, facade, décor, uniforms, signage, trademark, etc.

Conditional = The proposed use advances the goals of the Bronzeville Cultural and Entertainment District

DEVELOPMENT GOAL

**More multi-family housing
to bring patrons**



Density Maximum (Lot Area/Dwelling Unit)

The recommended **density maximum** is 300 sq. ft. of lot area per dwelling unit

(Instead to the 800 sq. ft. of lot area per dwelling unit in LB2.)

=

More flexibility in types and number of units

More projects are financially feasible.



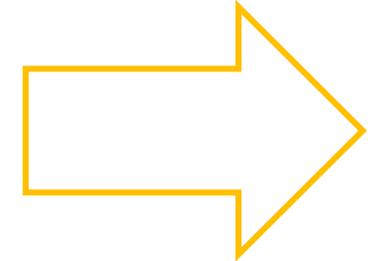
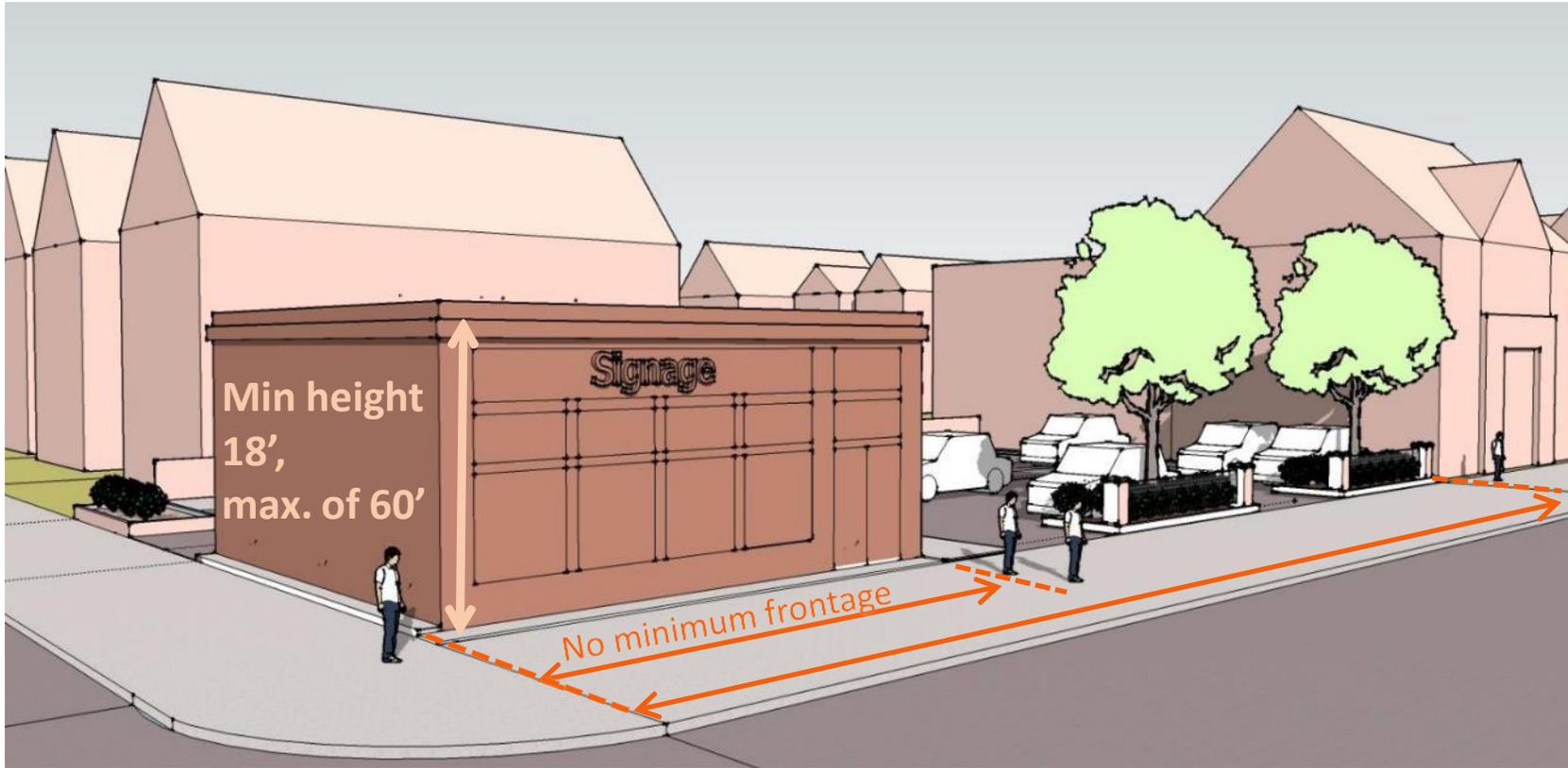
DESIGN GOAL

Buildings should be welcoming to the pedestrian:

- **Active façades,**
- **Eyes on the street**
- **Limit driveways**



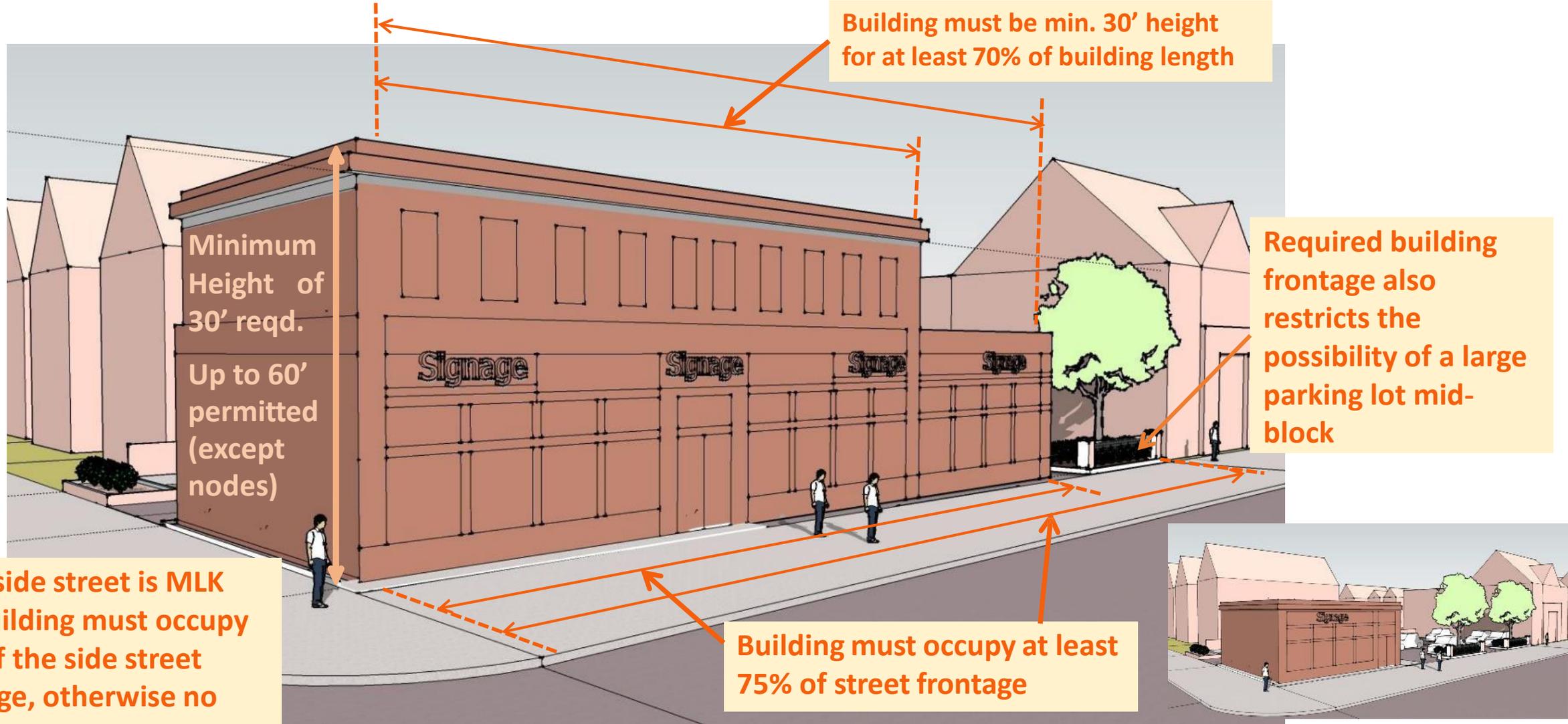
Existing LB2 (base zoning) Standards



In the
Overlay,
this
becomes...

Existing LB2 (base zoning) requirements for height and street frontage

Pedestrian environment



If the side street is MLK Dr., building must occupy 75% of the side street frontage, otherwise no requirement

DESIGN GOAL

Buildings should be welcoming to the pedestrian:

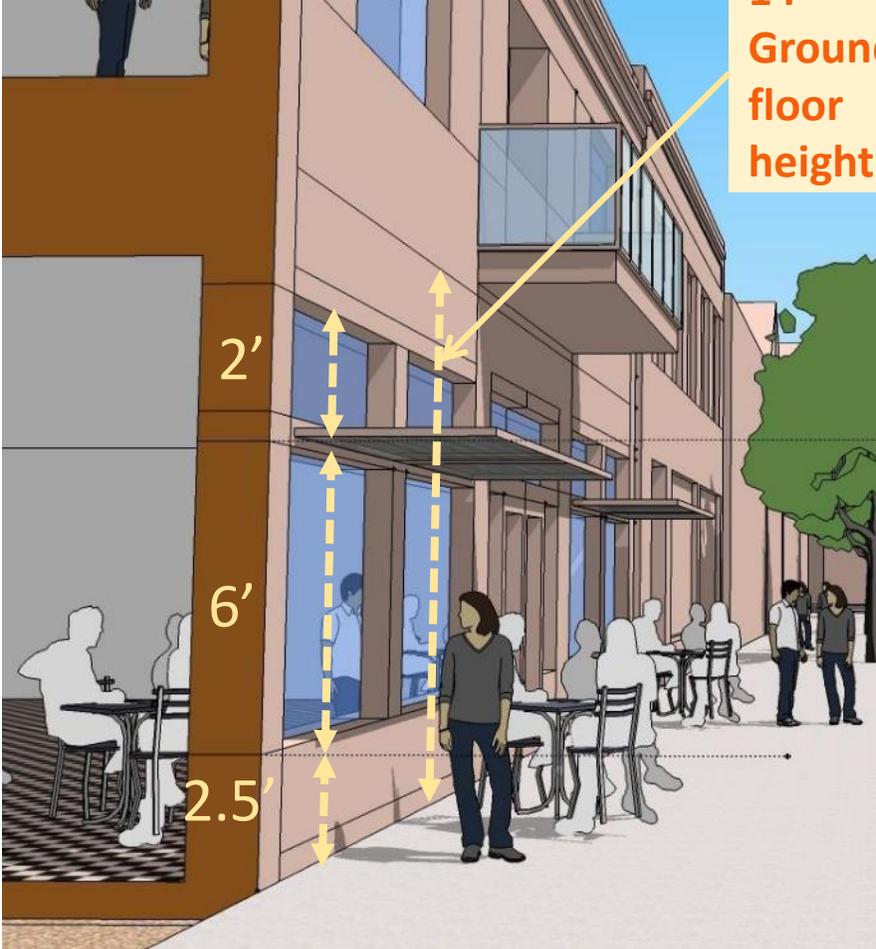
- **Active façades,**
- **Eyes on the street**



Active Façades and Eyes on the street



Base Zoning



Overlay



And, consistent with historical architecture

SITE DESIGN GOAL

Buildings should be welcoming to the pedestrian:

- **Integrate outdoor gathering spaces as appropriate.**



Setbacks & plazas



Increased the building setback maximum from “average” to 10’ to allow for wider sidewalks, outdoor dining, gathering, etc.

A public plaza or patio may be set back further than 10’ (not for the entire street edge) – example below

Sidewalk cafe

Setback 0’-10’
8’ sidewalk



SITE DESIGN GOAL

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.

Outdoor Amenities

Definition

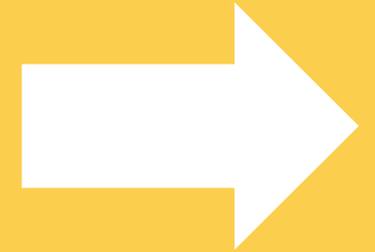
A shared outdoor amenity is an unenclosed area of a residential development designated for use by all residents and tenants. It may or may not be available for use by the general public.

Individual amenities like porches or balconies.



DESIGN GOAL

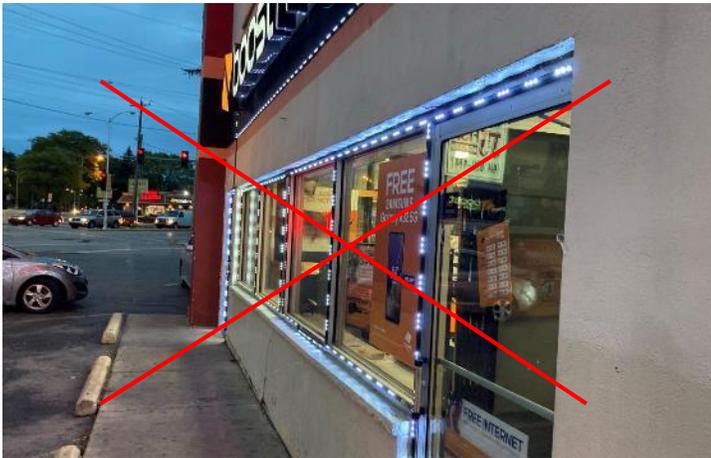
Buildings should be welcoming to the pedestrian through lighting



Lighting



- Traditional pedestrian-scaled lighting is strongly encouraged and should be incorporated into new developments.
- Building façade lighting, which further enlivens the street and creates a nighttime sense of occasion, is strongly encouraged.
- Perimeter lighting is prohibited



DESIGN GOALS

Signs should promote variety and creativity for individual building/user.

Signs should be architecturally compatible to the building and its surroundings



Signage

✓ Examples of Permitted Signs

Awnings



Individual back-lit letters



Projecting Canvas Sign



Freestanding Signs



Custom Signs



▲ Examples of signs that require staff-level review to make sure the sign meets the design goals of the Bronzeville Cultural and Entertainment District.

Box Signs



Projecting Box Sign



Freestanding Box Sign



✗ Prohibited Signs

Off-premise signs - a sign that advertises something not related to a business inside the building.

