Appendix: g

Block 1 – Proposed GPD Design Standards and Site Statistics		
(Work in Phase 1 of the development)		
Design Standard	Proposed GPD Design Standards	
Building Form Combinations	A Type II-Large Venue building is proposed.	
Building Height	The proposed building will be a maximum of 6 stories in height. (Maximum of 150')	
Façade Requirements	See sheet A101 for location of street activation	
Permitted Floor Area	Surface open area between 0 - 40%	
	Minimum = 500,000 sf Maximum = 1,743,780 sf	
Site Statistics:		
Gross Land Area	290,630 sf	
(295-907,2,b-1-a)		
Maximum amount of land covered	290,630 sf	
by principal buildings.		
(295-907,2,b-1-b)		
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)	50,000 sf	
Minimum amount of land devoted	0 sf	
to landscaped open space		
(295-907,2,b-1-d)		
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses. (295-907,2,b-1-e)	There are no dwelling units proposed for this block. The non- residential square footage will be between 500,000 and 1,743,780 sf.	
Proposed number of buildings. (295-907,2,b-1-f)	There will be one building proposed on this block.	
Maximum number of dwelling	There are no dwelling units proposed for this block.	
units per building.		
(295-907,2,b-1-g)		
Bedrooms per unit.	There are no dwelling units proposed for this block.	

(295-907,2,b-1-h)	
Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential. (295-907,2,b-1-i)	There will be between 25 to 50 enclosed parking spaces for staff. Parking for patrons will be provided off site.
Uses	See Block 8 of the proposed uses table included as part of this
(295-907,3,a)	GPD.
Design standards	See proposed GPD Design Standards above for this standard
(295-907,3,b)	
Density	N/A
(295-907,3,c)	
Space between structures	All spaces between buildings will comply with the version of the
(295-907,3,d)	IBC that in force at the time of building design and DSPS
	approval.
Setbacks	See proposed GPD Design Standards above for this standard.
(295-907,3,e)	
Screening	The proposed GPD standards will not include any screening
(295-907,3,f)	between the residential components and all other components on the site.
Open Space	Open spaces will be landscaped per the proposed GPD design
(295-907,3,g)	standards and will be maintained by the de eloper so as not to create a nuisance or hazardous conditions.
Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.
Landscaping	See Urban Planning and Design Principals, Design Principal 8 -
(295-907,3,i)	Landscape Standards.
Lighting	See Urban Planning and Design Principals, Design Principal 7 -
(295-907,3,j)	Exterior Site Lighting Standards
Utilities	All utility lines will be installed underground. Transformers and
(295-907,3,k)	substations will be installed within buildings or otherwise screened from view.

Signage	Signage Standards will be based on zoning code (295-705 7) as
(295-907,3,L)	a basis for development of a master sign program that will be
	defined as part of the Detail Plan Development (DPD.
	Temporary construction signage and final site and building
	signage will be defined in the future Detailed Plan Development
	standards.

Bl	Block 2 – Proposed GPD Design Standards and Site Statistics (Work in Phase 2 of the development)		
Origin of Existing Design Standard	(WORK IN Phase 2 of Existing Design Standards	The development) Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)
CIVIC ACTIVITY (C9D)	See Table 295-703-1 Downtown Districts Use pages 842-846 for permitted uses.	The proposed uses include: Multi-family dwelling Live-work unit Dormitory Day care center School, elementary or secondary College General office Government office Bank or other financial institution Retail establishment, general Artist studio Medical office Health clinic Medical research laboratory Medical service facility Personal service Business service Catering service Laundromat Furniture and appliance rental and leasing Household maintenance and repair service Drive-through facility Parking structure, principal use Tavern Brewpub Assembly hall Restaurant, sit-down	?

L-2. If located in the C9D district, the parking lot is located in sub district B. m. Parking Structure, Principal Use. At least 50% of the street frontage shall be devoted to permitted uses or uses approved by the board.	Restaurant, fast-food/carry- out Recreation facility, indoor Health club Alcohol beverage facility, micro Research and development Live entertainment special event The proposed parking structure has XX% street frontage devoted to permitted uses approved by the board.	The Proposed GPD design standard complies with the Civic Activity C9D Standards
Transmission Tower. s-1. The tower shall comply with the applicable provisions of s. 295-413. s-2. If the tower is located in a C9A, C9B, C9C, C9D, C9F or C9G district, the tower shall not exceed 150 feet in height or the tower shall be accessory to an elementary or secondary school and be set back from all property lines a distance at least equal to the height of the tower. Any other tower may be allowed as a special use.	There will not be a transmission tower.	The Proposed GPD design standard complies with the Civic Activity C9D Standards
Front Setback = 10ft	See sheet A102 for proposed setbacks.	?
Side Setback = each side setback shall be at least 3 ft., with a minimum of 8 ft. total for 2 sides	See sheet A102 for proposed setbacks.	?
Side Street setback = no requirement	See sheet A102 for proposed setbacks.	?
Rear setback = no requirement	See sheet A102 for proposed setbacks.	?
Rear street setback = no requirement	See sheet A102 for proposed setbacks.	?

	Lot width, minimum = 100ft	?	?
	Lot, area minimum = 20,000 sq ft	123,693 sf	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	Permitted floor area (when surface open space will comprise 40% or less of the development site); see s. 295-705-4	Surface open space will comprise between 0% - 40% of the development site.	The maximum floor area exceeds the permitted floor area
	= 2(W)+20(X) +10(Y) + 0.05(z)	Minimum = 689,020 sf	
	=2(123,693)+20(0) + 0.05(0)	Maximum = 1,033,528 sf	
	= 247,386 sf		
	Building height, minimum = 30 ft	The minimum building height will be 4 stories.	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	Building height max = none	The maximum building height will be 17 stories	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	See Table 295-705-7 Downtown District Sign Classifications (click here) page 854.		
Site Statistics:			
Gross Land Area (295-907,2,b-1-a)		123,693 sf	
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)		123,693 sf	

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Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)	90,787	
Minimum amount of land devoted to landscaped open space (295-907,2,b- 1-d)	0 sf	
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to non-residential uses. (295-907,2,b-1-e)	Nonresidential = 679,565 sf Dwelling unit density = 123,693 sf / 75 units 1,649 sf / unit	
Proposed number of buildings. (295- 907,2,b-1-f)	There will be three buildings of proposed development on this block.	
Maximum number of dwelling units per building. (295- 907,2,b-1-g)	75 units total for the site (1 building)	
Bedrooms per unit. (295-907,2,b-1-h)	1 – 3 bedrooms per unit.	
Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per	1,190 – 1786 parking spaces XX Per thousand SF	
thousand square feet of building area if	Residential: 50 - 94 parking spaces at 1 - 1.25 spaces per unit.	

non-residential. (295-			
907,2,b-1-i)			
Uses (295-907,3,a)	Uses. All permitted uses and related operating standards or restrictions shall be specified in the detailed plan.	See proposed GPD Design Standards above for this standard	
Design standards (295-907,3,b)	Design Standards. Conceptual design elements and standards shall be provided in the general plan. Specific design elements and standards shall be specified in the detailed plan.	See proposed GPD Design Standards above for this standard	
Density (295-907,3,c)	Density. Residential densities shall be consistent with those prescribed in the comprehensive plan.	See proposed GPD Design Standards above for this standard	
Space between structures (295-907,3,d)	Space Between Structures. Spaces between structures shall not be less than required by the building code.	All spaces between buildings will comply with the version of the IBC that in force at the time of building design and DSPS approval.	
Setbacks (295-907,3,e)	Setbacks. A planned development exceeding 5 acres in size shall provide a setback of at least 25 feet around the perimeter of the site, unless a smaller setback is approved by the common council because adjacent buildings have setbacks that are less than 25 feet. Setback areas shall be landscaped and used only for recreation, direct access to the development, utility rights-of- way, sidewalks, ponds, water detention basins and drainage channels.	See proposed GPD Design Standards above for this standard.	
Screening (295-907,3,f)	Screening. Residential uses shall be screened from existing or proposed business or industrial	The proposed GPD standards will not include any screening between the residential components and	Equivalency: The development is being designed as a downtown mixed use

	uses on or adjacent to the site. Screening shall consist of decorative walls, fences, berms, hedges, shrubs, trees or combinations thereof appropriate to the surrounding neighborhood.	all other components on the site.	area. Screening of residential uses in this context would not be appropriate.
Open Space (295-907,3,g)	Open Spaces. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreation facilities shall be coordinated with the overall development of the project.	Open spaces will be landscaped per the proposed GPD design standards and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities shall be planned and installed consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and shall be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Landscaping (295-907,3,i)	Landscaping. All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.	See Proposed GPD Landscape Standards	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Lighting (295-907,3,j)	Lighting. See s. 295-409 for lighting regulations applicable to planned development districts.	See Proposed GPD Exterior Site Lighting Standards	The Proposed GPD Design Standard complies with the

			applicable Zoning standard.
Utilities (295-907,3,k)	All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	 Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of the Detail Plan Development (DPD): Large scale site, wall and roof signage will be proposed as part of block 1 and 4 development. Awning signs – maximum 12" in height Canopy and Hood signs-If the sign has a display area larger than 25 square feet, the sign shall be a type A sign. Wall signs – If the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Freestanding Signs- The sign display area shall not be larger than 35 square feet, 	These standards are allowed under the McKinley Avenue District Design Standards and are in compliance.

 the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square fact the sign shall be 	
 Roof Signs-if the sign has a display area larger than 50 square 	
has a display area larger than 50 square	
has a display area larger than 50 square	
larger than 50 square	
faat the sign shall be	
feet, the sign shall be	
a type A sign.	
Projecting Signs-if	
the sign has a display	
area larger than 25	
square feet, the sign	
shall be a type A	
sign.	
Marquee Signs-if the	
sign has a display	
area larger than 50	
square feet, the sign	
may be illuminated	
only by internal	
lights.	
ingrits.	
Off premise signs-	
The sign shall not be	
located within 300	
feet of a residential	
district or 100 feet of	
a residential use. The	
sign display area	
shall not be larger	
than 300 square	
feet. If this condition	
is not met the sign is	
prohibited.	
promoted.	
Temporary sign-A	
sign pertaining to the	
construction of a	
building or the sale	
or lease of vacant	

land not exceeding
72 square feet.
Temporary Sign-A
sign not exceeding
36 square feet
erected and
maintained on a lot
to advertise the
leasing, rental or sale
of a building or other
improved real estate.

Bl	Block 3 – Proposed GPD Design Standards and Site Statistics (Work in Phase 2 of the development)				
Origin of Existing Design Standard	Existing Design Standards	Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)		
CIVIC ACTIVITY (C9D)	See Table 295-703-1 Downtown Districts Use pages 842-846 for permitted uses.	The proposed uses include: Multi-family dwelling Retail establishment, general Personal service Business service Catering service Hotel, commercial Hotel, residential Tavern Brewpub Assembly hall Restaurant, sit-down Restaurant, fast-food/carry- out Recreation facility, indoor Health club Alcohol beverage facility, micro Live entertainment special event	?		

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	L-2. If located in the C9D district, the parking lot is located in subdistrict B. m. Parking Structure, Principal Use. At least 50% of the street frontage shall be devoted to permitted uses or uses approved by the board.	Parking will be located underground.	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	s. Transmission Tower. s-1. The tower shall comply with the applicable provisions of s. 295- 413. s-2. If the tower is located in a C9A, C9B, C9C, C9D, C9F or C9G district, the tower shall not exceed 150 feet in height or the tower shall be accessory to an elementary or secondary school and be set back from all property lines a distance at least equal to the height of the tower. Any other tower may be allowed as a special use.	There will not be a transmission tower.	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	Front Setback = 10ft	See sheet A103 for proposed setbacks.	?
	Side Setback = each side setback shall be at least 3 ft., with a minimum of 8 ft. total for 2 sides	See sheet A103 for proposed setbacks.	?
	Side Street setback = no requirement	See sheet A103 for proposed setbacks.	?
	Rear setback = no requirement	See sheet A103 for proposed setbacks.	?
	Rear street setback = no requirement	See sheet A103 for proposed setbacks.	?
	Lot width, minimum = 100ft	?	?
	Lot, area minimum = 20,000 sq ft	162,673 sf	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	Permitted floor area (when surface open space will comprise 40% or less of the development site); see s. $295-705-4 =$ 2(W)+20(X) +10(Y) + 0.05(z)	Surface open space will comprise between 0% - 40% of the development site. Minimum = 315,104 sf	The maximum floor area exceeds the permitted floor area
		Maximum = 472,656 sf	

	=2(162,673)+20(0) + 0.05(0)		
	= 325,346		
	Building height, minimum = 30 ft	The minimum building height will be 3 stories.	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	Building height max = none	The maximum building height will be 12 stories	The Proposed GPD design standard complies with the Civic Activity C9D Standards
	See Table 295-705-7 Downtown District Sign Classifications (click here) page 854.		
Site Statistics:			
Gross Land Area (295-907,2,b-1-a)		162,673 sf	
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)		162,673	
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)		20,550	
Minimum amount of land devoted to landscaped open space (295-907,2,b- 1-d)		0 sf	
Maximum proposed dwelling unit density, if residential, and/or total square footage devoted to		There are no dwelling units proposed for this block. The non-residential square footage is 472,656	

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non-residential			
uses.			
(295-907,2,b-1-e)			
Proposed number		There will be three buildings	
of buildings. (295-		of proposed development on	
907,2,b-1-f)		this block.	
Maximum number of		There are no dwelling units	
dwelling units per		proposed for this block.	
building. (295-			
907,2,b-1-g)			
Bedrooms per unit.		There are no dwelling units	
(295-907,2,b-1-h)		proposed for this block.	
Parking spaces		98 – 146 parking spaces	
provided, whether			
surface or in		XX Per thousand SF	
structures, and ratio			
per unit if			
residential, or per			
thousand square feet			
of building area if			
non-residential. (295-			
907,2,b-1-i)			
Uses	Uses. All permitted uses and	See proposed GPD Design	
(205,007,2,5)	related operating standards or	Standards above for this	
(295-907,3,a)	restrictions shall be specified in	standard	
	the detailed plan.		
Design standards	Design Standards. Conceptual	See proposed GPD Design	
(205 007 2 h)	design elements and standards	Standards above for this	
(295-907,3,b)	shall be provided in the general	standard	
	plan. Specific design elements		
	and standards shall be specified in the detailed plan.		
Density	Density. Residential densities	See proposed GPD Design	
(295-907,3,c)	shall be consistent with those	Standards above for this	
(235-307,3,0)	prescribed in the comprehensive	standard	
	plan.		

Space between structures (295-907,3,d)	Space Between Structures. Spaces between structures shall not be less than required by the building code.	All spaces between buildings will comply with the version of the IBC that in force at the time of building design and DSPS approval.	
Setbacks (295-907,3,e)	Setbacks. A planned development exceeding 5 acres in size shall provide a setback of at least 25 feet around the perimeter of the site, unless a smaller setback is approved by the common council because adjacent buildings have setbacks that are less than 25 feet. Setback areas shall be landscaped and used only for recreation, direct access to the development, utility rights-of- way, sidewalks, ponds, water detention basins and drainage channels.	See proposed GPD Design Standards above for this standard.	
Screening (295-907,3,f)	Screening. Residential uses shall be screened from existing or proposed business or industrial uses on or adjacent to the site. Screening shall consist of decorative walls, fences, berms, hedges, shrubs, trees or combinations thereof appropriate to the surrounding neighborhood.	The proposed GPD standards will not include any screening between the residential components and all other components on the site.	Equivalency: The development is being designed as a downtown mixed use area. Screening of residential uses in this context would not be appropriate.
Open Space (295-907,3,g)	Open Spaces. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreation facilities shall be coordinated with the overall development of the project.	Open spaces will be landscaped per the proposed GPD design standards and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	The Proposed GPD Design Standard complies with the applicable Zoning standard.

Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities shall be planned and installed consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and shall be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Landscaping (295-907,3,i)	Landscaping. All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.	See Proposed GPD Landscape Standards	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Lighting (295-907,3,j)	Lighting. See s. 295-409 for lighting regulations applicable to planned development districts.	See Proposed GPD Exterior Site Lighting Standards	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Utilities (295-907,3,k)	All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of the Detail Plan Development (DPD): Large scale site, wall and roof signage will be proposed as	These standards are allowed under the McKinley Avenue District Design Standards and are in compliance.

part of block 1 and 4
development.
 Awning signs –
maximum 12" in
height
IICIBIL
Canopy and Hood
signs-If the sign has a
display area larger
than 25 square feet,
the sign shall be a
type A sign.
a per a signi
 Wall signs – If the
sign has a display
area larger than 50
square feet, the sign
shall be a type A
sign.
Freestanding Signs-
The sign display area
shall not be larger
than 35 square feet,
the sign shall be a
type A sign.
Roof Signs-if the sign
has a display area
larger than 50 square
feet, the sign shall be
a type A sign.
 Projecting Signs-if
the sign has a display
area larger than 25
square feet, the sign
shall be a type A
sign.
Marquee Signs-if the
sign has a display
area larger than 50

square feet, the sign
may be illuminated
only by internal
lights.
Off premise signs-
The sign shall not be
located within 300
feet of a residential
district or 100 feet of
a residential use. The
sign display area
shall not be larger
than 300 square
feet. If this condition
is not met the sign is
prohibited.
Temporary sign-A
sign pertaining to the
construction of a
building or the sale
or lease of vacant
land not exceeding
72 square feet.
Temporary Sign-A
sign not exceeding
36 square feet
erected and
maintained on a lot
to advertise the
leasing, rental or sale
of a building or other
improved real estate.
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Block 4 – Proposed GPD Design Standards and Site Statistics				
	(Work in Phase 1 and 2 of the development)			
Origin of Existing Design Standard	Existing Design Standards	Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)	
Chapter 3: McKinley Avenue District Design Standards Building Form Combinations	Туре I	Туре I	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards	
Chapter 3: McKinley Avenue District Design Standards Landmark Building	No landmark building required.	No landmark building proposed.	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards	
Chapter 3: McKinley Avenue District Design Standards Land Use	The main permitted on all blocks are: • Residential • Office • Retail/Service • Entertainment/Accommodati ons • Institutional (see "Park East Zoning Use Table" for complete list)	The proposed uses include: Multi-family dwelling Retail establishment, general Personal service Business service Catering service Tavern Brewpub Assembly hall Restaurant, sit-down Restaurant, fast-food/carry- out Alcohol beverage facility, micro Live entertainment special event	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards Parking use is subject to special city approval.	
Chapter 3: McKinley Avenue District Design Standards Building Height Chapter 3: McKinley Avenue District Design Standards Façade Requirements	 Minimum Height 4 stories Maximum Height 12 stories High Street Activation is Required Ground Floor Build-to Line 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 75% or 50% for residential 	The buildings will be a minimum of 4 stories in height and up to a maximum of 20 stories. See sheet A104 for location of street activation.	The building height exceeds the maximum building height standards. Build to lines and street activation locations have been modified.	

Permitted Floor Area	 Moderate Street Activation is Required Ground Floor Build-to Line = 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 50% Limited Street Activation Ground Floor Build-to Line: 75% When surface open area will 	Surface open area between 0 -	The Proposed GPD
	comprise 40% or less of the development site: • 6(W)+5(X)+2.5(Y) • 6(75639 sf)+5(14445)+2.5(0) =526,059 sf	40% Minimum = 124,000 sf Maximum = 186,000 sf	design standard complies with the McKinley Avenue District Design Standards
Site Statistics:			
Gross Land Area		75,639 sf	
(295-907,2,b-1-a)			
Maximum amount of		61,194 sf	
land covered by			
principal buildings.			
(295-907,2,b-1-b)			
Maximum amount		0 sf	
of land devoted to			
parking, drives and			
parking structures.			
(295-907,2,b-1-c)			
Minimum amount of		Total Site: 75,639 sf	
land devoted to		Building: - 61,194 sf	
landscaped open		= 14,445 sf	
space (295-907,2,b-			
1-d)			
Maximum proposed		Nonresidential = 121,200 sf	
dwelling unit			
density, if		Dwelling unit density = 75,639	
residential, and/or		sf / 57 units	
total square footage			
devoted to		1,327 sf / unit	
non-residential			
uses.			
(295-907,2,b-1-e)			
Proposed number		There will be two buildings	
of buildings. (295-		proposed for development on	
907,2,b-1-f)		this block.	
Maximum number of		57 units total for the site	
dwelling units per			

building (20E			
building. (295-			
907,2,b-1-g)		1.2 hodroomo	
Bedrooms per unit.		1-3 bedrooms	
(295-907,2,b-1-h)			
Parking spaces		Residential: 37 - 57 parking	
provided, whether		spaces at .75 - 1 spaces per	
surface or in		unit.	
structures, and ratio			
per unit if			
residential, or per			
thousand square feet			
of building area if			
non-residential. (295-			
907,2,b-1-i)			
Uses	Uses. All permitted uses and	See proposed GPD Design	
(295-907,3,a)	related operating standards or	Standards above for this	
	restrictions shall be specified in	standard	
	the detailed plan.		
Design standards	Design Standards. Conceptual	See report section: Design	
(295-907,3,b)	design elements and standards	Principals that Apply to the	
	shall be provided in the general	Overall Development.	
	plan. Specific design elements		
	and standards shall be specified		
	in the detailed plan.		
Density	Density. Residential densities	See proposed GPD Design	
(295-907,3,c)	shall be consistent with those	Standards above for this	
	prescribed in the comprehensive	standard	
	plan.		
Space between	Space Between Structures.	All spaces between buildings	
structures	Spaces between structures shall	will comply with the version of	
(295-907,3,d)	not be less than required by the	the IBC that is current at the	
	building code.	time of building design and	
		DSPS approval.	
Setbacks	Setbacks. A planned	See proposed GPD Design	
(295-907,3,e)	development exceeding 5 acres	Standards above for this	
	in size shall provide a setback of	standard.	
	at least 25 feet around the		
	perimeter of the site, unless a		
	smaller setback is approved by		
	the common council because		
	adjacent buildings have setbacks		
	that are less than 25 feet.		
	Setback areas shall be		
	landscaped and used only for		
	recreation, direct access to the		
	development, utility rights-of-		
	way, sidewalks, ponds, water		
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	detention basins and drainage channels.		
Screening (295-907,3,f)	Screening. Residential uses shall be screened from existing or proposed business or industrial uses on or adjacent to the site. Screening shall consist of decorative walls, fences, berms, hedges, shrubs, trees or combinations thereof appropriate to the surrounding neighborhood.	The proposed GPD standards will not include any screening between the residential components and all other components on the site.	Equivalency: The development is being designed as a downtown mixed use area. Screening of residential uses in this context would not be appropriate.
Open Space (295-907,3,g)	Open Spaces. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreation facilities shall be coordinated with the overall development of the project.	Open spaces will be landscaped per the proposed GPD design standards and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities shall be planned and installed consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and shall be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Landscaping (295-907,3,i)	Landscaping. All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.

Lighting	Lighting. See s. 295-409 for	See report section: Design	The Proposed GPD
(295-907,3,j)	lighting regulations applicable to planned development districts.	Principals that Apply to the Overall Development.	Design Standard complies with the applicable Zoning standard.
Utilities (295-907,3,k)	All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	 Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of the Detail Plan Development (DPD): Large scale site, wall and roof signage will be proposed as part of block 1 and 4 development. Awning signs – maximum 12" in height Canopy and Hood signs-If the sign has a display area larger than 25 square feet, the sign shall be a type A sign. Wall signs – If the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Freestanding Signs-The sign display area shall not be larger than 35 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Marquee Signs-if the sign has a display area larger than 25 square feet, the sign shall be a type A sign. Marquee Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. 	These standards are allowed under the McKinley Avenue District Design Standards and are in compliance.

aige may be illuminated
sign may be illuminated
only by internal lights.
Off premise signs-The sign
shall not be located within
300 feet of a residential
district or 100 feet of a
residential use. The sign
display area shall not be
larger than 300 square
feet. If this condition is not
met the sign is prohibited.
 Temporary sign-A sign
pertaining to the
construction of a building
or the sale or lease of
vacant land not exceeding
72 square feet.
Temporary Sign-A sign not
exceeding 36 square feet
erected and maintained
on a lot to advertise the
leasing, rental or sale of a
building or other improved
real estate.

Block 5 – Proposed GPD Design Standards and Site Statistics (Work in Phase 1, 2 and 3 of the development)			
Origin of Existing Design Standard	Existing Design Standards	Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)
Chapter 3: McKinley Avenue District Design Standards Building Form Combinations	Туре I	Туре I	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards
Chapter 3: McKinley Avenue District Design Standards Landmark Building	The northwest corner of Block 5 requires a Special Feature serving to close the vista looking west on McKinley Avenue	A special feature will be included at the corner of McKinley and 4 th Street.	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards

use Tavern Brewpub Assembly hall Restaurant, sit-down Restaurant, fast-food/carry- out	Chapter 3: McKinley Avenue District Design Standards Land Use	The main permitted on all blocks are: • Residential • Office • Retail/Service • Entertainment/Accommodati ons • Institutional (see "Park East Zoning Use Table" for complete list)	Tavern Brewpub Assembly hall Restaurant, sit-down Restaurant, fast-food/carry- out	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards Parking use is subject to special city approval.
			out Recreation facility, indoor Health club Alcohol beverage facility, micro Research and development	
event				
Chapter 3: McKinleyMinimum HeightThe buildings will be aThe building heightAvenue District• 3 stories along 3 rd streetminimum of 3 stories in heightexceeds the		_	-	
Avenue District• 3 stories along 3rd streetminimum of 3 stories in heightexceeds theDesign Standards• 4 stories along 4th streetand up to a maximum of 20maximum building		_	_	
Design standards• 4 stories along 4* streetand up to a maximum of 20maximum buildingBuilding HeightMaximum Heightstories.height standards.	-	-	-	

	• 12 stories		
Chapter 3: McKinley Avenue District Design Standards Façade Requirements	 High Street Activation is Required Ground Floor Build-to Line = 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 75% or 50% for residential Moderate Street Activation is Required Ground Floor Build-to Line = 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 50% Limited Street Activation Ground Floor Build-to Line: 75% 	See sheet A105 for location of street activation.	Build to lines and street activation locations have been modified.
Permitted Floor Area	When surface open area will comprise 40% or less of the development site:	Surface open area between 0 - 40% Minimum = 452,665 sf Maximum = 908,145 sf	The maximum floor area exceeds the permitted floor area.
Site Statistics:			
Gross Land Area		95,432 sf	
(295-907,2,b-1-a)		,	
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)		78,475 sf	
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)		45,000 sf	
Minimum amount of land devoted to landscaped open space (295-907,2,b- 1-d)		Total Site: 95,432 sf Building: - 78,475 sf = 16,957 sf	
Maximum proposed dwelling unit density, if residential, and/or		Nonresidential = 656,032 sf Dwelling unit density = 95,432 sf / 260 units	

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total square footage		367 sf / unit	
devoted to			
non-residential uses.			
(295-907,2,b-1-e)			
Proposed number of		There will be one buildings	
buildings. (295-		proposed for development on	
907,2,b-1-f)		this block.	
Maximum number of		260 units total for the site	
dwelling units per			
building. (295-			
907,2,b-1-g)			
Bedrooms per unit.		1-3 bedrooms	
(295-907,2,b-1-h)			
Parking spaces		Approximately 300 - 750	
provided, whether		parking stalls will be utilized	
surface or in		by the purposed non-resident	
structures, and ratio		uses in this development.	
per unit if		XX Per thousand SF	
residential, or per			
thousand square feet		Residential: 175 - 325 parking	
of building area if		spaces at 1 - 1.25 spaces per	
non-residential. (295-		unit.	
907,2,b-1-i)			
Uses	Uses. All permitted uses and	See proposed GPD Design	
(295-907,3,a)	related operating standards or	Standards above for this	
	restrictions shall be specified in	standard	
	the detailed plan.		
Design standards	Design Standards. Conceptual	See report section: Design	
(295-907,3,b)	design elements and standards	Principals that Apply to the	
(255 507,5,6)	shall be provided in the general	Overall Development.	
	plan. Specific design elements		
	and standards shall be specified		
	-		
Density	in the detailed plan.		
Density	Density. Residential densities	See proposed GPD Design	
(295-907,3,c)	shall be consistent with those	Standards above for this	
	prescribed in the comprehensive	standard	
	plan.		
Space between	Space Between Structures.	All spaces between buildings	
structures	Spaces between structures shall	will comply with the version of	
(295-907,3,d)	not be less than required by the	the IBC that is current at the	
	building code.	time of building design and	
		DSPS approval.	
Setbacks	Setbacks. A planned	See proposed GPD Design	
(295-907,3,e)	development exceeding 5 acres	Standards above for this	
	in size shall provide a setback of	standard.	
	at least 25 feet around the		
	perimeter of the site, unless a		
	smaller setback is approved by		
	the common council because		
	adjacent buildings have setbacks		
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Screening (295-907,3,f)	that are less than 25 feet. Setback areas shall be landscaped and used only for recreation, direct access to the development, utility rights-of-way, sidewalks, ponds, water detention basins and drainage channels. Screening. Residential uses shall be screened from existing or proposed business or industrial uses on or adjacent to the site. Screening shall consist of decorative walls, fences, berms, hedges, shrubs, trees or combinations thereof appropriate to the surrounding neighborhood.	The proposed GPD standards will not include any screening between the residential components and all other components on the site.	Equivalency: The development is being designed as a downtown mixed use area. Screening of residential uses in this context would not be appropriate.
Open Space (295-907,3,g)	Open Spaces. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreation facilities shall be coordinated with the overall development of the project.	Open spaces will be landscaped per the proposed GPD design standards and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities shall be planned and installed consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and shall be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Landscaping (295-907,3,i)	Landscaping. All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis,	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.

	including seasonal tree and plant replacement.		
Lighting (295-907,3,j)	Lighting. See s. 295-409 for lighting regulations applicable to planned development districts.	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Utilities (295-907,3,k)	All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	 Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of the Detail Plan Development (DPD): Large scale site, wall and roof signage will be proposed as part of block 1 and 4 development. Awning signs – maximum 12" in height Canopy and Hood signs-If the sign has a display area larger than 25 square feet, the sign shall be a type A sign. Wall signs – If the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Freestanding Signs-The sign display area shall not be larger than 35 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Marquee Signs-if the sign. Marquee Signs-if the sign has a display area larger Marquee Signs-if the sign has a display area larger 	These standards are allowed under the McKinley Avenue District Design Standards and are in compliance.

 than 50 square feet, the sign may be illuminated only by internal lights. Off premise signs-The sign shall not be located within 300 feet of a residential district or 100 feet of a residential district or 100 feet of a residential use. The sign display area shall not be larger than 300 square feet. If this condition is not met the sign is prohibited. Temporary sign-A sign pertaining to the construction of a building or the sale or lease of vacant land not exceeding 72 square feet. Temporary Sign-A sign not exceeding 36 square feet erected and maintained on a lot to advertise the leasing, rental or sale of a building on a lot to advertise the leasing, rental or sale of a building of the sale or lease of vacant land not exceeding 36 square feet erected and maintained on a lot to advertise the leasing, rental or sale of a building of the sale of a building of the

Block 6 – Proposed GPD Design Standards and Site Statistics (Work in Phase 1, 2 and 3 of the development)			
Origin of Existing Design Standard	Existing Design Standards	Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)
Chapter 3: McKinley Avenue District Design Standards Building Form Combinations	Type II-Type I + Large Venue	A Type II-Slab and Core building is proposed.	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards
Chapter 3: McKinley Avenue District Design Standards Landmark Building	No landmark building required.	No landmark building proposed.	The Proposed GPD design standard complies with the McKinley Avenue

Avenue District Design Standards Land Use • Residen • Office • Retail/S • Entertai ons • Instituti	mitted on all blacks		Standards
	ervice hment/Accommodati onal ast Zoning Use Table" e list)	The proposed uses include: Multi-family dwelling Live-work unit Dormitory Day care center School, elementary or secondary College General office Government office Bank or other financial institution Retail establishment, general Artist studio Medical office Health clinic Medical research laboratory Medical service facility Personal service Business service Catering service Laundromat Furniture and appliance rental and leasing Household maintenance and repair service Drive-through facility Parking structure, principal use Parking structure, accessory use Tavern Brewpub Assembly hall Restaurant, fast-food/carry- out Recreation facility, indoor Health club Alcohol beverage facility, micro Research and development Live entertainment special event	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards Parking use is subject to special city approval.
Chapter 3: McKinley Minimum H Avenue District • 4 stori	-	The buildings will be a minimum of 4 stories in height	The building height exceeds the

Design Standards	Maximum Height	and up to a maximum of 20	maximum building
Building Height	• 12 stories	stories.	height standards.
Chapter 3: McKinley	• 12 stones High Street Activation is	See sheet A106 for location of	Build to lines and
Avenue District	Required	street activation.	street activation
Design Standards	Ground Floor Build-to Line		locations have been
Façade	= 90%		modified.
Requirements	• Upper Floor Build-to Line = 60%		mounicu.
	• Ground Floor Glazing =		
	75% or 50% for residential		
	Moderate Street Activation is		
	Required		
	• Ground Floor Build-to Line = 90%		
	• Upper Floor Build-to Line = 60%		
	• Ground Floor Glazing =		
	50%		
	Limited Street Activation		
	Ground Floor Build-to		
	Line: 75%		
Permitted Floor Area	When surface open area will	Surface open area between 0 -	The maximum floor
	comprise 40% or less of the	40%	area exceeds the
	development site:	Minimum = 261,154 sf	permitted floor area.
	• 6(W)+5(X)+2.5(Y)	Maximum = 926,770 sf	
	• $6(111,154$		
	sf)+5(0)+2.5(0) =666,924 sf		
Site Statistics:	-000,924 31		
		444 454 -6	
Gross Land Area		111,154 sf	
(295-907,2,b-1-a)			
Maximum amount of		111,154 sf	
land covered by			
principal buildings.			
(295-907,2,b-1-b) Maximum amount		50,000 sf	
of land devoted to		50,000 \$1	
parking, drives and			
parking structures.			
(295-907,2,b-1-c)			
Minimum amount of		Total Site: 111,154 sf	
land devoted to		Building: - 111,154 sf	
landscaped open		= 0 sf	
space (295-907,2,b-			
1-d)			
Maximum proposed		Nonresidential = 106,000 sf	
dwelling unit			
density, if		Dwelling unit density =	
residential, and/or		111,154 sf / 180 units	

	[[]
total square footage		618 sf / unit	
devoted to			
non-residential uses.			
(295-907,2,b-1-e)			
Proposed number of		There will be one buildings	
buildings. (295-		proposed for development on	
907,2,b-1-f)		this block.	
Maximum number of		180 units total for the site	
dwelling units per			
building. (295-			
907,2,b-1-g)			
Bedrooms per unit.		1-3 bedrooms	
(295-907,2,b-1-h)			
Parking spaces		Approximately 180 - 600	
provided, whether		parking stalls will be utilized	
surface or in		by the purposed non-resident	
structures, and ratio		uses in this development.	
per unit if		XX Per thousand SF	
residential, or per			
thousand square feet		Residential: 55 - 225 parking	
of building area if		spaces at 1 - 1.25 spaces per	
non-residential. (295-		unit.	
907,2,b-1-i)		unit.	
Uses	Uses. All permitted uses and	See proposed GPD Design	
(295-907,3,a)	related operating standards or	Standards above for this	
(255 567,5,4)	restrictions shall be specified in	standard	
	the detailed plan.	Standard	
Design standards	Design Standards. Conceptual	See report section: Design	
(295-907,3,b)	design elements and standards	Principals that Apply to the	
(255-507,5,0)	shall be provided in the general	Overall Development.	
	plan. Specific design elements	Overall Development.	
	and standards shall be specified		
	-		
Densit	in the detailed plan.		
Density	Density. Residential densities	See proposed GPD Design	
(295-907,3,c)	shall be consistent with those	Standards above for this	
	prescribed in the comprehensive	standard	
	plan.		
Space between	Space Between Structures.	All spaces between buildings	
structures	Spaces between structures shall	will comply with the version of	
(295-907,3,d)	not be less than required by the	the IBC that is current at the	
	building code.	time of building design and	
		DSPS approval.	
Setbacks	Setbacks. A planned	See proposed GPD Design	
(295-907,3,e)	development exceeding 5 acres	Standards above for this	
(======;,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	in size shall provide a setback of	standard.	
	at least 25 feet around the		
	perimeter of the site, unless a		
	smaller setback is approved by		
	the common council because		
	adjacent buildings have setbacks		
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Screening (295-907,3,f)	that are less than 25 feet. Setback areas shall be landscaped and used only for recreation, direct access to the development, utility rights-of-way, sidewalks, ponds, water detention basins and drainage channels. Screening. Residential uses shall be screened from existing or proposed business or industrial uses on or adjacent to the site. Screening shall consist of decorative walls, fences, berms, hedges, shrubs, trees or combinations thereof appropriate to the surrounding neighborhood.	The proposed GPD standards will not include any screening between the residential components and all other components on the site.	Equivalency: The development is being designed as a downtown mixed use area. Screening of residential uses in this context would not be appropriate.
Open Space (295-907,3,g)	Open Spaces. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreation facilities shall be coordinated with the overall development of the project.	Open spaces will be landscaped per the proposed GPD design standards and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities shall be planned and installed consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and shall be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Landscaping (295-907,3,i)	Landscaping. All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis,	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.

	including seasonal tree and plant replacement.		
Lighting (295-907,3,j)	Lighting. See s. 295-409 for lighting regulations applicable to planned development districts.	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Utilities (295-907,3,k)	All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	 Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of the Detail Plan Development (DPD): Large scale site, wall and roof signage will be proposed as part of block 1 and 4 development. Awning signs – maximum 12" in height Canopy and Hood signs-If the sign has a display area larger than 25 square feet, the sign shall be a type A sign. Wall signs – If the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Freestanding Signs-The sign display area shall not be larger than 35 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Marquee Signs-if the sign has a display area larger Marquee Signs-if the sign has a display area larger 	These standards are allowed under the McKinley Avenue District Design Standards and are in compliance.

than 50 square feet, the
sign may be illuminated
only by internal lights.
• Off premise signs-The sign
shall not be located within
300 feet of a residential
district or 100 feet of a
residential use. The sign
display area shall not be
larger than 300 square
feet. If this condition is not
met the sign is prohibited.
Temporary sign-A sign
pertaining to the
construction of a building
or the sale or lease of
vacant land not exceeding
72 square feet.
Temporary Sign-A sign not
exceeding 36 square feet
erected and maintained
on a lot to advertise the
leasing, rental or sale of a
building or other improved
real estate.

В	Block 7 – Proposed GPD Design Standards and Site Statistics (Work in Phase 1 and 2 of the development)			
Origin of Existing Design Standard	Existing Design Standards	Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)	
Chapter 3: McKinley Avenue District Design Standards Building Form Combinations	Type II-Type I + Large Venue	A Type II-Slab and Core building is proposed.	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards	
Chapter 3: McKinley Avenue District Design Standards Landmark Building	A special feature should be located in the northwest corner of block 7 to highlight the prominence site location along the entrance to downtown.	A special feature will be located in the northwest corner of block 7 to highlight the prominence site location	The Proposed GPD design standard complies with the McKinley Avenue	

		along the entrance to	District Design
		downtown.	Standards
Chapter 3: McKinley Avenue District Design Standards Land Use	The main permitted on all blocks are: • Residential • Office • Retail/Service •Entertainment/Accommodati ons • Institutional (see "Park East Zoning Use Table" for complete list)	downtown. The proposed uses include: Multi-family dwelling Live-work unit Dormitory Day care center School, elementary or secondary College General office Government office Retail establishment, general Artist studio Medical office Health clinic Medical research laboratory Medical service facility Personal service Business service Catering service Laundromat Furniture and appliance rental and leasing Household maintenance and repair service Drive-through facility Parking structure, principal use Tavern	-
Chapter 3: McKinley Avenue District Design Standards Building Height	Minimum Height • 4 stories Maximum Height • 12 stories	Tavern Brewpub Assembly hall Restaurant, sit-down Restaurant, fast-food/carry- out Recreation facility, indoor Health club Alcohol beverage facility, micro Research and development Live entertainment special event The buildings will be a minimum of 6 stories in height and up to a maximum of 8 stories.	The Proposed GPD design standard complies with the McKinley Avenue District Design

Chapter 3: McKinley Avenue District Design Standards Façade Requirements	 High Street Activation is Required Ground Floor Build-to Line = 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 75% or 50% for residential Moderate Street Activation is Required Ground Floor Build-to Line = 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 50% Limited Street Activation Ground Floor Build-to Line: 75% 	See sheet A107 for location of street activation.	Build to lines and street activation locations have been modified.
Permitted Floor Area	When surface open area will comprise 40% or less of the development site: • 6(W)+5(X)+2.5(Y) • 6(111,916 sf)+5(0)+2.5(0) =671,496 sf	Surface open area between 0 - 40% Minimum = 671,496 sf Maximum = 895,328 sf	The maximum floor area exceeds the permitted floor area.
Site Statistics:			
Gross Land Area		111,916 sf	
(295-907,2,b-1-a)			
Maximum amount of land covered by principal buildings. (295-907,2,b-1-b)		111,916 sf	
Maximum amount of land devoted to parking, drives and parking structures. (295-907,2,b-1-c)		92,253 sf	
Minimum amount of land devoted to landscaped open space (295-907,2,b- 1-d)		Total Site: 111,916 sf Building: - 111,916 sf = 0 sf	
Maximum proposed dwelling unit density, if residential, and/or		There are no dwelling units proposed for this block. The non-residential square footage is:	

total agree for to		Neurosidential 100.000 f	
total square footage		Nonresidential = 106,000 sf	
devoted to			
non-residential uses.		Dwelling unit density =	
(295-907,2,b-1-e)		111,916 sf / 96 units	
		1165 sf / unit	
Proposed number of		There will be two buildings	
buildings. (295-		proposed for development on	
907,2,b-1-f)		this block.	
Maximum number of		96 units total for the site	
dwelling units per			
building. (295-			
907,2,b-1-g)			
Bedrooms per unit.		1-3 bedrooms	
(295-907,2,b-1-h)			
Parking spaces		Approximately 1300 parking	
provided, whether		stalls will be utilized by the	
surface or in		-	
structures, and ratio		purposed non-resident uses in	
per unit if		this development.	
*		XX Per thousand SF	
residential, or per			
thousand square feet		Residential: 70 - 120 parking	
of building area if		spaces at 1 - 1.25 spaces per	
non-residential. (295-		unit.	
907,2,b-1-i)			
Uses	Uses. All permitted uses and	See proposed GPD Design	
(295-907,3,a)	related operating standards or	Standards above for this	
	restrictions shall be specified in	standard	
	the detailed plan.		
Design standards	Design Standards. Conceptual	See report section: Design	
(295-907,3,b)	design elements and standards	Principals that Apply to the	
	shall be provided in the general	Overall Development.	
	plan. Specific design elements	Overall Development.	
	and standards shall be specified		
	-		
	in the detailed plan.		
Density	Density. Residential densities	See proposed GPD Design	
(295-907,3,c)	shall be consistent with those	Standards above for this	
	prescribed in the comprehensive	standard	
	plan.		
Space between	Space Between Structures.	All spaces between buildings	
structures	Spaces between structures shall	will comply with the version of	
(295-907,3,d)	not be less than required by the	the IBC that is current at the	
,,	building code.	time of building design and	
	_	DSPS approval.	
Setbacks	Setbacks. A planned	See proposed GPD Design	
(295-907,3,e)	development exceeding 5 acres	Standards above for this	
	in size shall provide a setback of	standard.	
	at least 25 feet around the		
	perimeter of the site, unless a		

	smaller setback is approved by the common council because		
	adjacent buildings have setbacks that are less than 25 feet. Setback		
	areas shall be landscaped and		
	used only for recreation, direct		
	access to the development, utility		
	rights-of-way, sidewalks, ponds, water detention basins and		
	drainage channels.		
Screening	Screening. Residential uses shall	The proposed GPD standards	Equivalency: The
(295-907,3,f)	be screened from existing or	will not include any screening	development is being
(200 007,0,1)	proposed business or industrial	between the residential	designed as a
	uses on or adjacent to the site.	components and all other	downtown mixed use
	Screening shall consist of	components on the site.	area. Screening of
	decorative walls, fences, berms,		residential uses in
	hedges, shrubs, trees or		this context would
	combinations thereof		not be appropriate.
	appropriate to the surrounding neighborhood.		
Open Space	Open Spaces. All open spaces	Open spaces will be	The Proposed GPD
(295-907,3,g)	designated on a planned	landscaped per the proposed	Design Standard
(255 507,5,6)	development plan shall be	GPD design standards and will	complies with the
	landscaped and maintained so as	be maintained by the	applicable Zoning
	not to create a nuisance or	developer so as not to create	standard.
	hazardous conditions. The	a nuisance or hazardous	
	location and development of	conditions.	
	recreation facilities shall be		
	coordinated with the overall development of the project.		
Circulation, Parking	Circulation, Parking and	Circulation, Parking and	The Proposed GPD
and Loading	Loading. Traffic circulation	Loading. Traffic circulation	Design Standard
(295-907,3,h)	facilities shall be planned and	facilities will be planned and	complies with the
	installed consistent with the	installed consistent with the	applicable Zoning
	comprehensive plan. Adequate	McKinley Avenue District	standard.
	access for pedestrians and public	Design Standards. Adequate access for pedestrians and	
	and private vehicles shall be provided. Parking and loading	public and private vehicles	
	facilities shall be located near the	will be provided. Parking and	
	uses they support and shall be	loading facilities will be	
	adequately screened and	located near the uses they	
	landscaped in a manner which	support and will be screened	
	meets or exceeds the	and landscaped in a manner	
	requirements of this chapter.	which meets or exceeds the	
Les des la	Y J A11	requirements of this chapter.	The Day Loop
Landscaping	Landscaping. All required vegetation shall be of a quality	See report section: Design	The Proposed GPD
(295-907,3,i)	consistent with the standards of	Principals that Apply to the Overall Development.	Design Standard complies with the
	the		applicable Zoning
	American association of		standard.
	nurserymen (ANSI 260.1). All		

Lighting (295-907,3,j) Utilities (295-907,3,k)	required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.Lighting. See s. 295-409 for lighting regulations applicable to planned development districts.All utility lines shall be installed underground. Transformers and substations shall be installed	See report section: Design Principals that Apply to the Overall Development. All utility lines will be installed underground. Transformers and substations	The Proposed GPD Design Standard complies with the applicable Zoning standard. The Proposed GPD Design Standard
	within buildings or otherwise screened from view.	will be installed within buildings or otherwise screened from view.	complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	 Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of the Detail Plan Development (DPD): Large scale site, wall and roof signage will be proposed as part of block 1 and 4 development. Awning signs – maximum 12" in height Canopy and Hood signs-If the sign has a display area larger than 25 square feet, the sign shall be a type A sign. Wall signs – If the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Freestanding Signs-The sign display area shall not be larger than 35 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Roof Signs-if the sign has a display area larger than 50 square feet, the sign shall be a type A sign. Projecting Signs-if the sign has a display area larger than 25 square feet, the 	These standards are allowed under the McKinley Avenue District Design Standards and are in compliance.

 Marquee Signs-if the sign has a display area larger than 50 square feet, the sign may be illuminated only by internal lights. Off premise signs-The sign shall not be located within 300 feet of a residential district or 100 feet of a
 residential use. The sign display area shall not be larger than 300 square feet. If this condition is not met the sign is prohibited. Temporary sign-A sign pertaining to the construction of a building or the sale or lease of vacant land not exceeding 72 square feet. Temporary Sign-A sign not exceeding 36 square feet
erected and maintained on a lot to advertise the leasing, rental or sale of a building or other improved real estate.

B	ock 8 – Proposed GPD Desig (Work in Phase 1, 2 and		tics
Origin of Existing Design Standard	Existing Design Standards	Proposed GPD Design Standards	Compliance or GPD Equivalency (Equivalencies are shaded.)
Chapter 3: McKinley Avenue District Design Standards Building Form Combinations	Type I-Slab and Core	A Type I-Slab and Core building is proposed.	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards
Chapter 3: McKinley Avenue District	The Northeast corner of Block 8 requires a Landmark Building to highlight the prominent site	A two story building is proposed on this corner.	Equivalency: a two story building will incorporate high

Design Standards Landmark Building	location along the entrance to downtown. The minimum dimensions of the Landmark Building along 6 th Street and McKinley Avenue is 60°. The maximum dimension along 6 th Street is 141° and along McKinley is 160°.		activation at street level and be built to build to line to provide a building with a prominent presence.
Chapter 3: McKinley Avenue District Design Standards Land Use	The main permitted on all blocks are: • Residential • Office • Retail/Service • Entertainment/Accommodati ons • Institutional (see "Park East Zoning Use Table" for complete list)	The proposed uses include: Sports facility Multi-family dwelling Live-work unit General office Government office Medical office Health clinic Medical research laboratory Medical service facility Personal service	The Proposed GPD design standard complies with the McKinley Avenue District Design Standards
Chapter 3: McKinley Avenue District Design Standards Building Height	 Minimum Height 4 stories, 10 stories at landmark building. Maximum Height 12 stories, 20 stories at landmark building. 	The buildings will be a minimum of 2 stories in height and up to a maximum of 8 stories.	Equivalency: The proposed GPD design standard is two stories less than the McKinley Avenue District Design Standards but will meet the intent of the standards by being built to the build to lines and having building design elements that engage the users at the street level to help create a strong street edge.
Chapter 3: McKinley Avenue District Design Standards Façade Requirements	 Moderate Street Activation is Required Ground Floor Build-to Line = 90% Upper Floor Build-to Line = 60% Ground Floor Glazing = 50% Limited Street Activation Ground Floor Build-to Line: 75% 	See sheet A108 for location of street activation.	Build to lines and street activation locations have been modified.

ace open area will 0% but less than 80% lopment site: V) 44,296 sf) 010,072 sfSurface open area between 40-80%. Minimum = 195,000 sf Maximum = 233,800 sfThe Proposed GPD design standard complies with the McKinley Avenue District Design StandardsU 144,296 sf144,296 sf144,296 sf80,030 sf80,030 sfTotal Site: 144,296 sf Building: - 80,030 sfTotal Site: 144,296 sf Building: - 80,030 sfThere are no dwelling units proposed for this block. The non-residential square footage is: Nonresidential = 106,000 sf
Iopment site: Minimum = 195,000 sf complies with the V) Maximum = 233,800 sf District Design 010,072 sf 144,296 sf Image: Standards Image: Standards 80,030 sf Image: Standards Surface parking = 40,350 sf Image: Standards Image: Standards Image: Standards Surface parking = 40,350 sf Image: Standards Image: Standards Image: Standards Image: Standards Image: Standards Standards Image: Standards Image: Standards Image: Standards Image: St
V) 44,296 sf) 010,072 sfMinimum = 195,000 sf Maximum = 233,800 sfMckinley Avenue District Design Standards144,296 sf144,296 sf80,030 sf80,030 sfSurface parking = 40,350 sf1000000000000000000000000000000000000
44,296 sf) 010,072 sf Maximum = 233,800 sf District Design Standards 144,296 sf 144,296 sf 80,030 sf 80,030 sf Surface parking = 40,350 sf Image: Surface parking = 40,350 sf Total Site: 144,296 sf Image: Surface parking = 40,350 sf Total Site: 144,296 sf Image: Surface parking = 40,350 sf Total Site: 144,296 sf Image: Surface parking = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is: There are no tage parking = 100000000000000000000000000000000000
010,072 sf Standards 144,296 sf 80,030 sf 80,030 sf Surface parking = 40,350 sf Surface parking = 40,350 sf Surface parking = 40,350 sf Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is: The state of the state
144,296 sf 80,030 sf Surface parking = 40,350 sf Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
80,030 sf 80,030 sf Surface parking = 40,350 sf Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
80,030 sf 80,030 sf Surface parking = 40,350 sf Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Surface parking = 40,350 sf Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Surface parking = 40,350 sf Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Total Site: 144,296 sf Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
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Building: - 80,030 sf Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
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Parking: -40,350 sf = 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
= 23,916 sf There are no dwelling units proposed for this block. The non-residential square footage is:
There are no dwelling units proposed for this block. The non-residential square footage is:
proposed for this block. The non-residential square footage is:
proposed for this block. The non-residential square footage is:
proposed for this block. The non-residential square footage is:
non-residential square footage is:
is:
Nonresidential = 106,000 sf
Nonresidential = 106,000 sf
Dwelling unit density =
144,296 sf / 90 units
1600 sf / unit
There will be three buildings
There will be three buildings proposed for development on
5
proposed for development on
proposed for development on this block.
proposed for development on this block. 90 units total for the site
proposed for development on this block. 90 units total for the site
proposed for development on this block. 90 units total for the site 1-3 bedrooms
proposed for development on this block. 90 units total for the site 1-3 bedrooms Non-residential: 1.1 – 1.4 / per
144,296 sf / 90 units 1600 sf / unit

		Desidential: 70, 00 nonline	
per unit if residential, or per		Residential: 70 - 90 parking	
thousand square feet		spaces at 1 - 1.25 spaces per	
of building area if		unit.	
non-residential. (295-			
907,2,b-1-i)	YY A 11 1 1		
Uses	Uses. All permitted uses and	See proposed GPD Design	
(295-907,3,a)	related operating standards or	Standards above for this	
	restrictions shall be specified in	standard	
Design standards	the detailed plan. Design Standards. Conceptual		
Design standards	design elements and standards	See report section: Design	
(295-907,3,b)	shall be provided in the general	Principals that Apply to the	
	plan. Specific design elements	Overall Development.	
	and standards shall be specified		
	-		
Density	in the detailed plan. Density. Residential densities	See proposed GPD Design	
•	shall be consistent with those	Standards above for this	
(295-907,3,c)	prescribed in the comprehensive		
	plan.	standard	
Space between	Space Between Structures.	All spaces between buildings	
structures	Spaces between structures shall	will comply with the version of	
(295-907,3,d)	not be less than required by the	the IBC that is current at the	
(293-907,3,0)	building code.		
	building couct	time of building design and	
Cathaalua	Sathaala A alamad	DSPS approval.	
Setbacks	Setbacks. A planned development exceeding 5 acres	See proposed GPD Design	
(295-907,3,e)	in size shall provide a setback of	Standards above for this	
	at least 25 feet around the	standard.	
	perimeter of the site, unless a		
	smaller setback is approved by		
	the common council because		
	adjacent buildings have setbacks		
	that are less than 25 feet. Setback		
	areas shall be landscaped and		
	used only for recreation, direct		
	access to the development, utility		
	rights-of-way, sidewalks, ponds,		
	water detention basins and		
	drainage channels.		
Screening	Screening. Residential uses shall	The proposed GPD standards	Equivalency: The
(295-907,3,f)	be screened from existing or	will not include any screening	development is being
	proposed business or industrial	between the residential	designed as a
	uses on or adjacent to the site.	components and all other	downtown mixed use
	Screening shall consist of	components on the site.	area. Screening of
	bereening shan consist of		
	decorative walls, fences, berms,		_
	-		residential uses in
	decorative walls, fences, berms,		residential uses in this context would
	decorative walls, fences, berms, hedges, shrubs, trees or		residential uses in

Open Space (295-907,3,g)	Open Spaces. All open spaces designated on a planned development plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions. The location and development of recreation facilities shall be coordinated with the overall development of the project.	Open spaces will be landscaped per the proposed GPD design standards and will be maintained by the developer so as not to create a nuisance or hazardous conditions.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Circulation, Parking and Loading (295-907,3,h)	Circulation, Parking and Loading. Traffic circulation facilities shall be planned and installed consistent with the comprehensive plan. Adequate access for pedestrians and public and private vehicles shall be provided. Parking and loading facilities shall be located near the uses they support and shall be adequately screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	Circulation, Parking and Loading. Traffic circulation facilities will be planned and installed consistent with the McKinley Avenue District Design Standards. Adequate access for pedestrians and public and private vehicles will be provided. Parking and loading facilities will be located near the uses they support and will be screened and landscaped in a manner which meets or exceeds the requirements of this chapter.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Landscaping (295-907,3,i)	Landscaping. All required vegetation shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement.	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Lighting (295-907,3,j)	Lighting. See s. 295-409 for lighting regulations applicable to planned development districts.	See report section: Design Principals that Apply to the Overall Development.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Utilities (295-907,3,k)	All utility lines shall be installed underground. Transformers and substations shall be installed within buildings or otherwise screened from view.	All utility lines will be installed underground. Transformers and substations will be installed within buildings or otherwise screened from view.	The Proposed GPD Design Standard complies with the applicable Zoning standard.
Signage (295- 907,3,L)	L-3. Signs specified in a master sign program and approved as part of the planned development.	Signage (295-705 7) Limited Permission Sign Standards as a basis for development of a master sign program as part of	These standards are allowed under the McKinley Avenue District Design

the Detail Plan Development Standards and are in
(DPD): Large scale site, wall compliance.
and roof signage will be
proposed as part of block 1
and 4 development.
Awning signs – maximum
12" in height
Canopy and Hood signs-If
the sign has a display area
larger than 25 square feet,
the sign shall be a type A
sign.
 Wall signs – If the sign has
a display area larger than
50 square feet, the sign
shall be a type A sign.
Freestanding Signs-The
sign display area shall not
be larger than 35 square
feet, the sign shall be a
type A sign.
Roof Signs-if the sign has a
display area larger than 50
square feet, the sign shall
be a type A sign.
Projecting Signs-if the sign
has a display area larger
than 25 square feet, the
sign shall be a type A sign.
Marquee Signs-if the sign has a display area larger
has a display area larger
than 50 square feet, the
sign may be illuminated
only by internal lights.Off premise signs-The sign
Off premise signs-The sign shall not be located within
300 feet of a residential
district or 100 feet of a
residential use. The sign
display area shall not be
larger than 300 square
feet. If this condition is not
met the sign is prohibited.
 Temporary sign-A sign
pertaining to the
construction of a building
or the sale or lease of
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	 vacant land not exceeding 72 square feet. Temporary Sign-A sign not exceeding 36 square feet erected and maintained on a lot to advertise the leasing, rental or sale of a building or other improved real estate.
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