DIRECT SUPPLY, INC. DEVELOPMENT INCENTIVE ZONE (DIZ) PERFORMANCE STANDARDS – MARCH 9, 2016

EXHIBITS & ATTACHMENTS

- Exhibit A - Summary & Purpose of Overlay
- Exhibit B – Site Location & Summary of Uses
- Exhibit C – Permitted Uses
- Attachment 1 – Property Descriptions
- Attachment 2 – Design Standards
- Attachment 3 – Proposed Master Plan
- Attachment 4 – Existing Decorative Metal Fence Along North Side of Industrial Blvd
- Attachment 5 – Existing Opaque Wood Fence Along Residential Properties and Railroad Easement

DIRECT SUPPLY, INC. DEVELOPMENT INCENTIVE ZONE (DIZ) PERFORMANCE STANDARDS

EXHIBIT A – SUMMARY & PURPOSE OF OVERLAY

INTRODUCTION:

This is a Development Incentive Zone for the Direct Supply Project (TID Number 64). The property is located on the northwest side of Milwaukee, between N 60th Street and N 76th Street and between Good Hope Road and Mill Road. A complete list of the addresses included in this overlay is noted below. The properties are owned by KJ Greentree LLC, Midwest Park LLC, Triangle Park LLC, KJ Greenpark LLC, North Industrial Property LLC, and the City of Milwaukee, with Direct Supply, Inc. and Direct Supply Manufacturing, Inc. (as subsidiary of Direct Supply, Inc.), as their exclusive tenants and by the City of Milwaukee for one of its Department of Public Works sites.

The properties within the overlay are zoned IL1 (Industrial Light). The standards of this overlay shall supersede the standards of the underlying (IL1) zoning district. In instances where the overlay is silent or does not change the underlying zoning standards, the underlying zoning standards shall apply. Modifications to IL1 Use Table are shown in Exhibit C.

Although the properties currently within the overlay are zoned Industrial, the future use of the buildings may be industrial or non-industrial, such as office/business. Per Table 295-805-2 of the City of Milwaukee Zoning Code, the Principal Building Design Standards for Non-industrial Buildings will follow the design standards of the LB1 (Local Business) zoning district. Modifications from LB1 Building Design Standards are shown in Attachment 2.

GENERAL DESCRIPTION:

Direct Supply, Inc. is a Milwaukee-based, employee-owned business, and is the largest provider of equipment, e-commerce and service solutions to the U.S. Senior Living industry. Celebrating 30 years of being headquartered on the northwest side of Milwaukee, Direct Supply helps build, equip and run better Senior Living communities across the country.

Direct Supply offers a variety of products and services to meet the needs of senior living facilities and communities across North America. Direct Supply offers for sale almost 1 million senior living products, and has the industry-leading web-based purchasing solution, DSSI™. Direct Supply® Aptura® offers award-winning senior living design, and Direct Supply® TELS® helps meet the maintenance needs of senior living communities throughout the U.S.

With 1200+ employees (overwhelmingly full-time employees), Direct Supply has experienced consistent growth and continues to hire. Direct Supply is one of the largest local employers of technology professionals and helps retain top graduates from our local universities. Through its commitment to local organizations and charities, Direct Supply has not only provided financial support, but this year alone Direct Supply employees have volunteered at over 160 events and committed over 5,000 hours of their time.

Direct Supply's global headquarters currently consists of a series of nine one-story, industrial looking buildings, and one larger more modern looking three-story building. Seven of the ten buildings are currently stand-alone buildings or "disconnected." The majority of the buildings are used for office space and IT infrastructure. One building contains a design showroom, one houses the company's auditorium and fitness center, and one serves as an engineering lab and facilities space. A new facilities and warehouse building is currently being constructed on the east side of the campus (6635 N. Industrial Road).

In 2005, as Direct Supply started to outgrow the then nine buildings it occupied, Direct Supply committed to keeping their headquarters in Milwaukee and developed a master plan for its long-term growth. The master plan includes infilling many of the parking lots between the one-story buildings with new multi-story buildings "connected" to the existing buildings (one of which has been constructed and is in use), the eventual relocation of the City Public Works service yard, and the purchase of additional land on the north side of N. Industrial Road (two of which have already been purchased and redeveloped into green space, conference meeting space, and parking).

The ultimate goal is for Direct Supply and the property owner to work with the City to continue Direct Supply's expansion and redevelopment on the Northwest side of Milwaukee by creating a safe, cohesive corporate campus and innovation center. Specifically, over the next 10 to 15 years, the goals are:

- Build additional multi-story "connector" office buildings between the existing buildings in order to accommodate Direct Supply's next 700+ employees.
- Continue to acquire and develop existing properties within the Tax Incremental District (TID 64) and overlay zone to increase employee safety and provide secure parking, recreational facilities, and green space for use by the company and its employees.
- Add employee benefits facilities, such as a medical clinic, cafeteria, improved fitness facilities, and green space.
- Allow for future expansion and accommodation of additional job growth in buildings on the north side of North Industrial/West Green Tree Road as needed.

In 2006, the City created a Tax Incremental District (No. 64) in furtherance of the above goal. (The boundaries of the DIZ are almost entirely within the boundaries of the TID). The first steps toward Direct Supply's long-term goal of creating a corporate campus have included the property owner's purchase and redevelopment of the former J & J Salvage site located at 6780 N. Industrial Road and the purchase and development of the former Midwest Iron & Metal site located at 6750 N. Industrial Road, and the completion of a three-story, 109,000SF office "connector" building located between buildings No.1 and No.2 (See Exhibit 4). Most recently, a new facilities and warehouse building is currently being constructed on the east side of Direct Supply's campus.

NEED AND REQUEST FOR DIRECT SUPPLY (PROJECT 64) DIZ:

Direct Supply was founded and has grown significantly at its global headquarters on the northwest side of Milwaukee. Its unique hi-tech business campus, however, is set in an industrial district which does not reflect the current environment and needs of the campus—mainly that all of industrial use tenants have left what was known as Lakeland Business Park, and the adjacent properties of J&J Salvage and Midwest Iron & Metal have been acquired for use by Direct Supply and its 1200+ employee owners.

Direct Supply's preference is to continue to grow and expand its global headquarters here at its home on the northwest side of Milwaukee. However, Direct Supply is now confined by its current space and, with the current base zoning, will be limited in its ability to expand, make additional investment, and add new jobs at its current location. The overlay allows the base (IL1) zoning to remain, and where circumstances are unique, the overlay will allow flexibility to accommodate Direct Supply's professional office, technology and campus needs.

The overlay is one of the key and critical contingencies and next steps as Direct Supply considers continued investment and expansion at its current Milwaukee headquarters. Without the overlay, Direct Supply cannot move forward with its campus expansion and job growth planning at its current location within the City of Milwaukee as Direct Supply evaluates this substantial project investment.

DIRECT SUPPLY, INC. DEVELOPMENT INCENTIVE ZONE (DIZ) PERFORMANCE STANDARDS

EXHIBIT B – SITE LOCATION & SUMMARY OF USES

SITE LOCATION:

The DIZ boundary includes real estate development commonly known as the "Lakeland Business Park," located on the south side of W. Green Tree Road and the southwesterly side of N. Industrial Road, Milwaukee, Wisconsin, along with related properties. A list of addresses included in the overlay is as follows:

- 7227 W. Green Tree Road (currently 1- to 3-story office buildings and parking)
- 6655 through 6781 N. Industrial Road (currently 1-story office buildings, parking and employee amenity space; potential future building site for new employees, parking, employee amenity space)
- N. Industrial Road located at 6750 and 6780 N. Industrial Road (currently parking lots for employees; potential future building site for new employees, green space, employee amenity space)
- The property known as "Triangle Park" located at 7000 N. 76th Street (currently not developed; potential future green space and employee/guest amenity space)
- The Property known as "KJ Greenpark" located at 6635 N. Industrial Road (2-story office/warehouse building currently under construction; parking space)
- The City of Milwaukee DPW property located at 6660 and 6710-6732 N. Industrial Road (currently operated by the City of Milwaukee DPW; potential future building site for new employees, green space, parking, employee/guest amenity space)

Please see Attachment 1 for additional descriptions of the properties within the DIZ and for a map of the DIZ boundary. Please see Attachment 3 for a map of the Master plan.

USES:

a. Direct Supply is a corporate office and technology campus and has and/or ultimately plans to have the uses noted below (see Exhibit C for a complete list of permitted uses). Note that permitted and accessory use services may be contracted or provided in house.

a. The following uses/services are generally meant as an amenity for Direct Supply employees, families and invited guests (i.e. not open to the general public). Please see Exhibit C for a complete list of the permitted uses as defined in the zoning code.

    - General Office
    - Computer data and operation centers
    - Design showroom
    - Conference and Training Facility
    - Centralized corporate center
    - Medical Office/ Wellness Clinic for employees and families

- Fitness Facility for employees and families
- Cafeteria
- Personal Services
- Green space, park and outdoor recreational area
- Parking for employees and visitors
- Live Entertainment (a family entertainment event for Direct Supply families and guests including kid rides, entertainment activities, etc.)
- On-site Daycare
- Ground Transport Services (within the campus)
- Outdoor stage, band shell or amphitheater
- Storage Facility
- Indoor and outdoor sports facilities
- Building Maintenance Service- snow removal etc.
- Indoor/Outdoor Substation
- Animal Grooming
- Light Motor Vehicle Repair Facility
- Car Wash

HOURS OF OPERATION:

a. Direct Supply's core business hours are 8:00am to 5:00pm but employees may be on site 24 hours a day, 7 days a week.

b. Wellness Clinic – operating hours are likely to begin and end before and after core business hours

c. Fitness Facility – available to employees and spouses 24 hours a day, 7 days a week

Daycare – if Direct Supply were to add a daycare in the future, operating hours would be anticipated to begin and end before and after core business hours

DIRECT SUPPLY, INC. DEVELOPMENT INCENTIVE ZONE (DIZ) PERFORMANCE STANDARDS

EXHIBIT C -PERMITTED USES:

The following table notes which uses are currently permitted in the IL1 zoning district, and which uses the DIZ changes from the base zoning. The non-modified uses will remain as part of the underlying zoning. Direct Supply's principal operations are generally categorized as office or, in some instances, industrial uses. The other uses noted below as permitted intend to be ancillary or accessory uses for employees and their guests.

As new uses are added to the zoning code after this overlay is approved and effective, it should be assumed that the IL1 zoning classification should be followed with respect to whether the use is permitted on the properties within this overlay, unless the overlay use list is amended to include these new uses.

Modifications to Industrial District Use Table 295-803-1 of the zoning code are shown below in the DIZ column. (Tables begin on the next page.)

Table 295-803-1

Industrial District Use Table

	IL1	DIZ
RESIDENTIAL USES		
Single-family Dwelling	N	
Two-family Dwelling	N	
Multi-family Dwelling	N	
Permanent Supportive Housing	N	
Transitional Housing	N	
Attached Single-Family Dwelling	N	
Live-work Unit	N	
Mobile Home	N	
Watchman/Service Quarters	Y	
Family Day Care Home	N	
GROUP RESIDENTIAL USES		
Rooming House	N	
Convent, Rectory, or Monastery	N	
Dormitory	N	
Fraternity or Sorority	N	
Adult Family Home	N	
FOSTER HOMES		
Foster Family Home	N	
Small Foster Home	N	
Group Home or Group Foster Home	N	
SHELTER CARE FACILITIES		
Family Shelter Care Facility	N	
Small Group Shelter Care Facility	N	
Large Group Shelter Care Facility	N	
Community Living Arrangement	N	
EDUCATIONAL USES		
Day Care Center	S	Y
School, Elementary or Secondary	N	
College	S	
School, Specialty or Personal Instruction	S	
COMMUNITY-SERVING USES		
Library	N	
Cultural Institution	N	
Community Center	N	Y

Religious Assembly	N	
Cemetery or Other Place of Interment	N	
Public Safety Facility	Y	
Correctional Facility	N	
COMMERCIAL & OFFICE USES		
General Office	Y	
Government Office	Y	
Bank or Other Financial Institution	S	Y
Currency Exchange, Payday Loan Agency, or Title Loan Agency	N	
Installment Loan Agency	N	
Cash for Gold Business	N	
Pawn Shop	N	
Retail Establishment, General	N	Y
Garden Supply or Landscaping Center	Y	
Home Improvement Center	Y	
Secondhand Store	N	
Outdoor Merchandise Sales	N	
Artist Studio	Y	
Adult Retail Establishment	N	
HEALTHCARE & SOCIAL ASSISTANCE		
Medical Office	N	Y
Health Clinic	N	Y
Hospital	N	
Medical Research Laboratory	Y	
Medical Service Facility	S	
Social Service Facility	S	
Emergency Residential Shelter	N	
Nursing Home	N	

	IL1	DIZ
GENERAL SERVICE USES		
Personal Service	N	Y
Business Service	S	Y
Building Maintenance Service	Y	
Catering Service	Y	
Funeral Home	N	
Laundromat	N	
Dry Cleaning Establishment	N	
Furniture and Appliance Rental and Leasing	N	
Household Maintenance and Repair Service	Y	
Tool/Equipment Rental Facility	Y	
ANIMAL SERVICES		
Animal Hospital/Clinic	Y	
Animal Boarding Facility	Y	
Animal Grooming or Training Facility	Y	
MOTOR VEHICLE USES		
LIGHT MOTOR VEHICLE USES		
Sales Facility	S	
Rental Facility	S	
Repair Facility	S	Y
Body Shop	S	
Outdoor Storage	Y	
Wholesale Facility	Y	
HEAVY MOTOR VEHICLE USES		
Sales Facility	Y	
Rental Facility	Y	
Repair Facility	L	
Body Shop	L	
Outdoor Storage	S	
GENERAL MOTOR VEHICLE USES		
Filling Station	S	
Car Wash	S	Y
Drive-through Facility	S	

	IL1	DIZ
PARKING		
Parking Lot, Principal Use	Y	
Parking Lot, Accessory Use	Y	
Parking Structure, Principal Use	Y	
Parking Structure, Accessory Use	Y	
Heavy Motor Vehicle Parking Lot, Principal Use	L	
Heavy Motor Vehicle Parking Lot, Accessory Use	Y	
ACCOMMODATION AND FOOD SERVICE		
Bed and Breakfast	N	
Hotel, Commercial	N	
Hotel, Residential	N	
Tavern	L	
Brewpub	L	
Assembly Hall	S	Y
Restaurant, Sit-down	L	Y
Restaurant, Fast-food / Carry-out	L	Y
ENTERTAINMENT AND RECREATIONAL USES		
Park or Playground	S	Y
Festival Grounds	N	
Recreation Facility, Indoor	S	Y
Recreation Facility, Outdoor	N	Y
Health Club	L	Y
Sports Facility	S	Y
Gaming Facility	S	
Theater	N	Y
Convention and Exposition Center	N	
Marina	Y	
Outdoor Racing Facility	N	
Adult Entertainment Establishment	N	–

	IL1	DIZ
STORAGE, RECYCLING, AND WHOLESALE TRADE USES		
Recycling Collection Facility	Y	
Mixed-waste Processing Facility	L	
Material Reclamation Facility	N	
Salvage Operation, Indoor	L	
Salvage Operation, Outdoor	S	
Wholesale and Distribution Facility, Indoor	Y	
STORAGE FACILITY		
Indoor Storage Facility	Y	
Outdoor Storage Facility	Y	
Hazardous Materials	N	
TRANSPORTATION USES		
Ambulance Service	Y	
Ground Transportation Service	Y	
Passenger Terminal	Y	
Helicopter Landing Facility	S	Y
Airport	Y	
Ship Terminal or Docking Facility	Y	
Truck Freight Terminal	S	
Railroad Switching, Classification Yard, or Freight Terminal	Y	
INDUSTRIAL USES		
Alcoholic beverage facility, micro	Y	
Alcoholic beverage facility, large	L	
Food processing	Y	
Manufacturing, Light	Y	
Manufacturing, Heavy	S	
Manufacturing, Intense	N	
Research and Development	Y	
Processing or Recycling of Mined Materials	N	
Contractor's Shop	Y	
Contractor's Yard	Y	

	IL1	DIZ
AGRICULTURAL USES		
Plant Nursery or Greenhouse	Y	
Raising of Crops or Livestock	L	
Community Garden	Y	
Commercial Farming Enterprise	Y	
UTILITY AND PUBLIC SERVICE USES		
Broadcasting or Recording Studio	S	Y
Transmission Tower	L	
Water Treatment Plant	Y	
Sewage Treatment Plant	Y	
Power Generation Plant	S	
Small Wind Energy System	Y	
Solar Farm		
Substation/Distribution Equipment, Indoor	Y	
Substation/Distribution Equipment, Outdoor	Y	
TEMPORARY USES		
Seasonal Market gg-1. The activity shall be located on property owned or leased by the operator of the seasonal market. Alternatively, the market operator may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a seasonal market. A specific certificate of occupancy shall not be required for a seasonal market meeting the requirements of this paragraph. gg-2. If flowers, plants or Wisconsin-grown farm products, constitute at least 75% of the merchandise offered for sale, the activity shall be limited to not more than 180 days in one calendar year. If Christmas trees constitute at least 75% of the merchandise offered for sale, the activity shall be limited to not more than 90 days in one calendar year. Otherwise, the duration of the seasonal market shall be limited to not more than 14 days in one calendar year. gg-3. The activity shall not produce glare, spill light or noise in violation of the provisions of ch. 80. gg-4. Signage shall be limited to not more than 2 signs and a total display area of 16 square feet for all signs combined. gg-5. Sales shall not occur between the hours of 9 p.m. and 7 a.m. gg-6. The site shall be restored to its previous condition following termination of the market operation.	L	Y

Temporary Real Estate Sales Office	L	
Concrete Batch Plant, Temporary ii-1. The plant shall be located on the property it serves or adjacent to the roadway if it is serving a roadway project. Construction projects at other locations shall not be served by the facility. ii-2. The plant shall be located on property owned or leased by the operator of the plant. Alternatively, the plant operator may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a concrete/batch plant. If the operation utilizes the public right-ofway, the operator shall obtain appropriate permissions and permits from the commissioner of public works. No other occupancy permit shall be required by the department. ii-3. No dust from the operation shall blow onto adjacent properties or public right-of-way. The operator shall also provide for the daily removal of material tracked onto the public roadway by equipment coming to or going from the facility. ii-4. The plant shall not operate between the hours of 9 p.m. and 7 a.m. ii-5. The plant may operate for a period not to exceed 9 months. When the construction project the plant is serving is complete, the site shall be cleaned and returned to its original condition or improved condition, as appropriate. ii-6. The plant shall be screened with a 9-foot opaque fence, including but not limited to a chain-link fence with inserted slats.	L	Y
Live Entertainment Special Event jj-1. If the event is to occur on the public right-of-way or other public property, the person, firm or organization coordinating the event shall obtain a special event permit in accordance with s. 105-55.5. jj-2. The person, firm or organization coordinating the event shall obtain a festival permit, if required to do so by s. 261-103. jj-3. The person, firm or organization coordinating the event shall obtain a public entertainment premises license or a temporary public entertainment premises permit as required by ch. 108. jj-4. The event shall be located on property owned or leased by the person, firm or organization that is coordinating it. Alternatively, such person, firm or organization may furnish the department with written evidence that the property owner has given the operator permission to use the premises for a live entertainment special event.	L	Y

DIRECT SUPPLY, INC. DEVELOPMENT INCENTIVE ZONE (DIZ) PERFORMANCE STANDARDS

ATTACHMENT 1 – PROPERTY DESCRIPTIONS

KJ Greentree LLC - Parcel:
Tax Key No: 141-0761-100-3 (per tax bill); 1410761100 (per City GIS)
Address: 7227 W. GREEN TREE ROAD

KJ Greentree LLC - Parcel:
Tax Key No: 141-0762-2 (per tax bill); 1410762000 (per City GIS)
Address: 6761 N. INDUSTRIAL ROAD

KJ Greentree LLC - Parcel:
Tax Key No: 141-0763-8 (per tax bill); 1410763000 (per City GIS)
Address: 6731 N. INDUSTRIAL ROAD

KJ Greentree LLC - Parcel:
Tax Key NO: 141-0764-3 (per tax bill); 1410764000 (per City GIS)
Address: 6681 N. INDUSTRIAL ROAD

KJ Greentree LLC - Parcel:
Tax Key NO: 140-0241-2 (per tax bill); 1400241000 (per City GIS)
Address: 6655 N. INDUSTRIAL ROAD

Midwest Park LLC - Parcel:
Tax Key No: 141-0752-8 (per tax bill); 1410752000 (per City GIS)
Address: 6750 N. INDUSTRIAL ROAD

North Industrial Property LLC - Parcel:
Tax Key No: 141-0751-2 (per tax bill); 1410751000 (per City GIS)
Address: 6780 N. INDUSTRIAL ROAD

Triangle Park LLC – Parcel:
Tax Key No: 119-0042-7 (per tax bill); 1190042000 (per City GIS)
Address: 7000 NORTH 76TH STREET

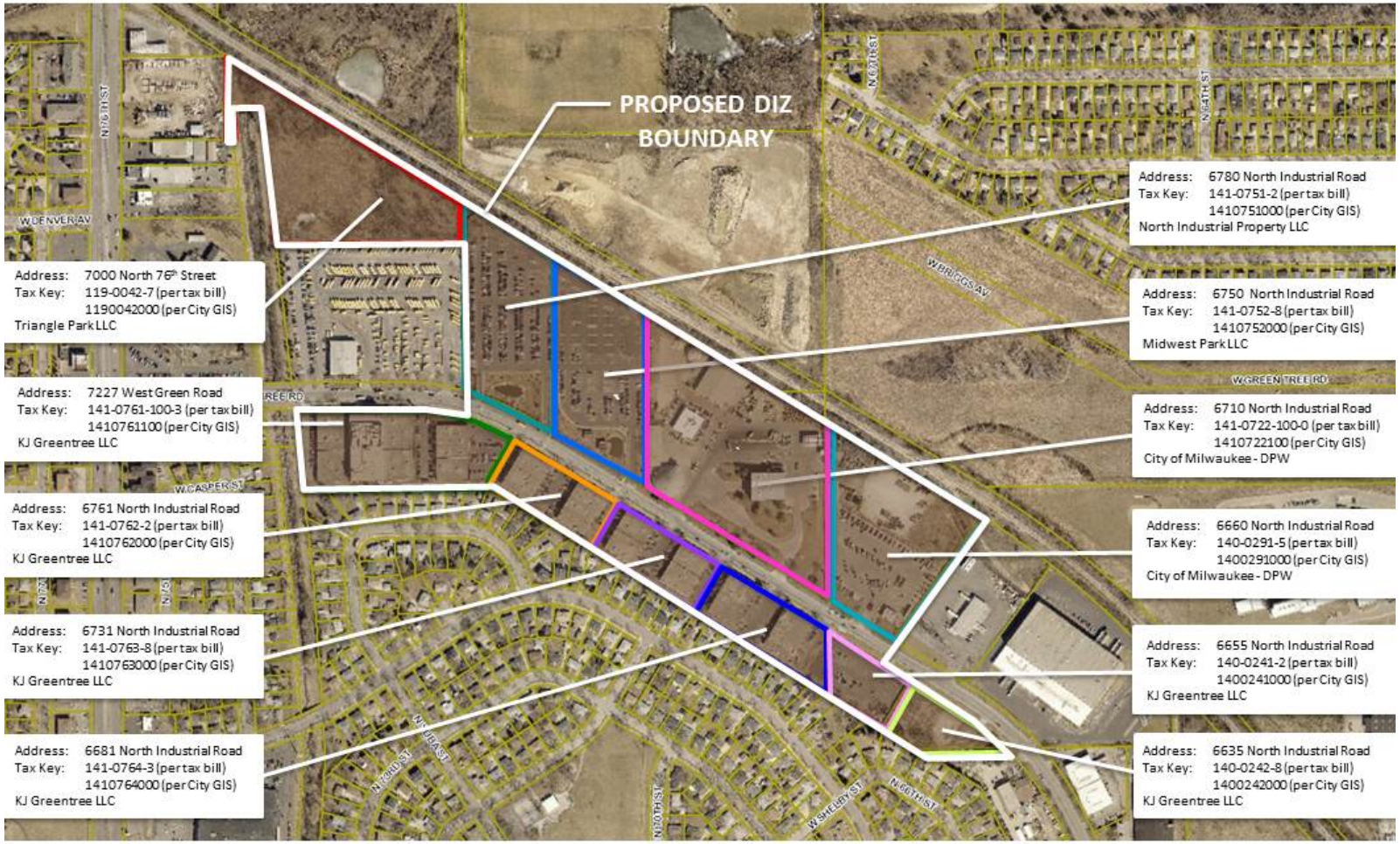
KJ Greenpark LLC – Parcel:
Tax Key No: 140-0242-8 (per tax bill); 1400242000 (per City GIS)
Address: 6635 N. INDUSTRIAL ROAD

DPW – Parcel 1:
Tax Key No: 140-0291-5 (per tax bill); 1400291000 (per City GIS)
Address: 6660 N. INDUSTRIAL ROAD

DPW – Parcel 2:
Tax Key No: 141-0722-100-0 (per tax bill); 1410722100 (per City GIS)
Address: 6710-6732 N. INDUSTRIAL ROAD

Refer to Property Map on the following Page

ATTACHMENT 1 – DIZ BOUNDARY AND PROPERTY MAP



ATTACHMENT 2 - DESIGN STANDARDS:

Although the properties currently within the overlay are zoned Industrial, the future use of the buildings may be industrial or non-industrial, such as office/business. Per Table 295-805-2of the zoning code, the Principal Building Design Standards for Non-industrial Buildings must follow LB1 requirements. Modifications from LB1 are shown in “DIZ” column. If there is no entry in the DIZ column, then there is no requested change from the LB1 design standards.

Local Business (LB1)
Table 295-605-2 - PRINCIPAL BUILDING DESIGN STANDARDS

Table 295-605-2
Principal Building Design Standards
Design Standards for Non-Residential Buildings

STANDARDS FOR FRONTAGE BUILD-OUT, GLAZING, AND SETBACKS FOR COMMERCIAL, AND MULTI FAMILY DISTRICTS			LOCAL BUSINESS			
			LB1	DIZ		
PRIMARY STREET FRONTAGE	Front setback, minimum (ft.) (see s. 295-505-2-b)		average	none		
	Front setback, maximum (ft.) (see s. 295-505-2-b)		70	none		
	Minimum glazed area, primary street frontage		30%			
SECONDARY STREET FRONTAGE	Side street setback, minimum (ft.)		none			
	Side street setback, maximum (ft.)		25	none		
	Minimum glazed area, secondary street frontage		10%			
TERTIARY STREET FRONTAGE	Rear street setback, minimum (ft.) (see s. 295-505-2-e)		none			
	Rear street setback, maximum (ft.)		none			
	Minimum glazed area, tertiary street frontage		none			
SIDE SETBACK	Side Setback, minimum (ft.)	*North or West Side*	none			
		South or East Side				
	Combined side setback, minimum (ft.)		none			
REAR SETBACK	Rear setback, minimum (ft.)	*interior lot*	none	none for buildings up to 45' in height. 25' for buildings over 45' in height.		
		corner lot				
HEIGHT	Height, minimum (ft.)		none			
	Height, maximum (ft.)		45	85	**South of Green Tree/Industrial Road**	
	Height, maximum (ft.)		45	230	**North of Green Tree/Industrial**	
Multiple Buildings						
	Multiple principal buildings		yes			

Parking Requirements
Table 295-403-2-a - NUMBER OF PARKING SPACES REQUIRED, BY USE

Modifications to the number of parking spaces required by use per Table 295-403-2-a of the Milwaukee Zoning Code are shown in "DIZ" column. If there is no entry in the DIZ column, then there is no requested change from the general parking provisions.

Table 295-403-2-a		
NUMBER OF PARKING SPACES REQUIRED, BY USE		
	IL1	DIZ
RESIDENTIAL USES		
Single-family Dwelling	no min.; max of 4 spaces	
Two-family Dwelling	no min.; max of 4 spaces	
Multi-family Dwelling	see table 296-403-2-a	
Permanent Supportive Housing	one for every 5 dwelling units	
Transitional Housing	one for every 5 dwelling units	
Attached Single-Family Dwelling	no min.; max of 4 spaces	
Live-work Unit	one for each live/work unit in the building	
Mobile Home	NA	
Watchman/Service Quarters	none	
Family Day Care Home	see requirement for dwelling unit type	
GROUP RESIDENTIAL USES		
Rooming House	one for every 2 rooms	
Convent, Rectory, or Monastery	one per facility	
Dormitory	one for every 15 beds or fraction thereof	
Fraternity or Sorority	one for every 2 rooms	
Adult Family Home	one	
FOSTER HOMES		
Foster Family Home	one	
Small Foster Home	one	
Group Home or Group Foster Home	one	
SHELTER CARE FACILITIES		
Family Shelter Care Facility	one	
Small Group Shelter Care Facility	one	
Large Group Shelter Care Facility	one	
Community Living Arrangement	one	
EDUCATIONAL USES		
Day Care Center	None (limited use) or as required by the board (special use)	see general office
School, Elementary or Secondary	none	
College	none	
School, Specialty or Personal Instruction	none	
COMMUNITY-SERVING USES		
Library	none	
Community Center	None (limited use) or as required by the board (special use)	see general office
Religious Assembly	one for every 6 seats in the assembly hall	
Cemetery or Other Place of Interment	none	
Public Safety Facility	none	
Correctional Facility	none	

COMMERCIAL & OFFICE USES			
	General Office	one for each 500 sq. ft. of the first 2,000 sq. ft. of gross floor area; one for each 1,000 sq. of gross floor in excess of 2,000 sq.ft.; storage or utility spaces shall not be included when calculating gross floor area	
	Government Office	see general office	
	Bank or Other Financial Institution	see general office	
	Currency Exchange, Payday Loan Agency, or Title Loan Agency	see general retail establishment	
	Installment Loan Agency	see general retail establishment	
	Cash for Gold Business	see general retail establishment	
	Pawn Shop	see general retail establishment	
	Retail Establishment, General	min. of one for each 1,000 sq. ft. of gross floor area; max.of 3.5 for each 1,000 sq. ft. of gross floor area unless otherwise permitted pursuant to s. 295-403-2-e; storage or utility spaces shall not be included when calculating gross floor area	see general office
	Garden Supply or Landscaping Center	see general retail establishment	
	Home Improvement Center	see general retail establishment	
	Secondhand Store	see general retail establishment	
	Outdoor Merchandise Sales	one for each 500 sq. ft. of outdoor or indoor space devoted to the display of goods for sale	
	Artist Studio	none	
	Adult Retail Establishment	see general retail establishment	
HEALTHCARE & SOCIAL ASSISTANCE			
	Medical Office	see general office	
	Health Clinic	see general office	
	Hospital	one for every 4 beds	
	Medical Research Laboratory	see general office	
	Medical Service Facility	see general office	
	Social Service Facility	see general office	
	Emergency Residential Shelter	as required by the board for special use approval	
	Nursing Home	one for every 4 beds	
GENERAL SERVICE USES			
	Personal Service	see general office	
	Business Service	see general office	
	Building Maintenance Service	see general office	
	Catering Service	see general office	
	Funeral Home	one for each 100 square feet of floor area of a chapel, parlor or other room used for funeral services, but not less thank 4 spaces	
	Laundromat	see general retail establishment	
	Dry Cleaning Establishment	see general retail establishment	
	Furniture and Appliance Rental and Leasing	see general retail establishment	
	Household Maintenance and Repair Service	see general retail establishment	
	Tool/Equipment Rental Facility	see general retail establishment	

	ANIMAL SERVICES		
	Animal Hospital/Clinic	see general retail establishment	
	Animal Boarding Facility	see general retail establishment	
	Animal Grooming or Training Facility	see general retail establishment	see general office
MOTOR VEHICLE USES			
	LIGHT MOTOR VEHICLE USES		
	Sales Facility	None (limited use) or as required by the board (special use)	
	Rental Facility	None (limited use) or as required by the board (special use)	
	Repair Facility	as required by the board for special use approval	see general office
	Body Shop	None (limited use) or as required by the board (special use)	
	Outdoor Storage	None (limited use) or as required by the board (special use)	
	Wholesale Facility	none	
	HEAVY MOTOR VEHICLE USES		
	Sales Facility	None (limited use) or as required by the board (special use)	
	Rental Facility	None (limited use) or as required by the board (special use)	
	Repair Facility	None (limited use) or as required by the board (special use)	
	Body Shop	None (limited use) or as required by the board (special use)	
	Outdoor Storage	None (limited use) or as required by the board (special use)	
	GENERAL MOTOR VEHICLE USES		
	Filling Station	as required by the board for special use approval	
	Car Wash	none	see general office
	Drive-through Facility	none	
	PARKING		
	Parking Lot, Principal Use	NA	
	Parking Lot, Accessory Use	NA	
	Parking Structure, Principal Use	NA	
	Parking Structure, Accessory Use	NA	
	Heavy Motor Vehicle Parking Lot, Principal Use	NA	
	Heavy Motor Vehicle Parking Lot, Accessory Use	NA	

ACCOMMODATION AND FOOD SERVICE			
	Bed and Breakfast	one for each sleeping room, plus one additional space one for every 1,000 square feet, or fraction thereof, of gross floor area on the ground floor or above	
	Hotel, Commercial	one for every 1,000 square feet, or fraction thereof, of gross floor area on the ground floor or above	
	Hotel, Residential	one for every 2 sleeping rooms	
	Tavern	see general retail establishment	
	Brewpub	see general retail establishment	
	Assembly Hall	one for every 1,000 square feet of gross floor area orfraction thereof	see general office
	Restaurant, Sit-down	see general retail establishment	see general office
	Restaurant, Fast-food / Carry-out	see general retail establishment	see general office
ENTERTAINMENT AND RECREATIONAL USES			
	Park or Playground	none	
	Festival Grounds	none	
	Recreation Facility, Indoor	see general retail establishment	
	Recreation Facility, Outdoor	as required by the board for special use approval	
	Health Club	see general retail establishment	
	Sports Facility	as required by the board for special use approval	
	Gaming Facility	NA	
	Theater	one for every 100 square feet of floor area in the theater auditorium	
	Convention and Exposition Center	as required by the board for special use approval	
	Marina	none	
	Outdoor Racing Facility	as required by the board for special use approval	
STORAGE, RECYCLING, AND WHOLESALE TRADE USES			
	Recycling Collection Facility	none	
	Mixed-waste Processing Facility	none	
	Material Reclamation Facility	none	
	Salvage Operation, Indoor	none	
	Salvage Operation, Outdoor	none	
	Wholesale and Distribution Facility, Indoor	none	
	STORAGE FACILITY		
	Indoor Storage Facility	none	
	Outdoor Storage Facility	none	
	Hazardous Materials	none	

TRANSPORTATION USES			
	Ambulance Service	see general office	
	Ground Transportation Service	see general office	
	Passenger Terminal	none	
	Helicopter Landing Facility	none	
	Airport	none	
	Ship Terminal or Docking Facility	none	
	Truck Freight Terminal	none	
	Railroad Switching, Classification Yard, or Freight Terminal	none	
INDUSTRIAL USES			
	Alcoholic beverage faciliy, micro	none	
	Alcoholic beverage faciliy, large	none	
	Food processing	none	
	Manufacturing, Light	none	
	Manufacturing, Heavy	none	
	Manufacturing, Intense	none	
	Research and Development	none	
	Processing or Recycling of Mined Materials	none	
	Contractor's Shop	see general office	
	Contractor's Yard	none	
AGRICULTURAL USES			
	Plant Nursery or Greenhouse	none	
	Raising of Crops or Livestock	none	
	Community Garden	none	
	Commercial Farming Enterprise	none	
UTILITY AND PUBLIC SERVICE USES			
	Broadcasting or Recording Studio	see general office	
	Transmission Tower	see general office	
	Water Treatment Plant	see general office	
	Sewage Treatment Plant	see general office	
	Power Generation Plant	see general office	
	Small Wind Energy System	none	
	Solar Farm	none	
	Substation/Distribution Equipment, Indoor	see general office	
	Substation/Distribution Equipment, Outdoor	see general office	
TEMPORARY USES			
	Seasonal Market	none	
	Temporary Real Estate Sales Office	none	
	Concrete Batch Plant, Temporary	none	
	Live Entertainment Special Event	none	

Bicycle Parking
Bike rack capacity will be expanded to accommodate transportation alternatives. Racks will be provided for 5% of the occupants in newly constructed office buildings.

Landscaping Requirements
Table 295-405-1-a - Landscaping
PERIMETER LANDSCAPING AND EDGE TREATMENTS

Modifications to the perimeter landscaping and edge treatment requirements are shown in DIZ Row in the table below. All interior landscaping standards per 295-405-2 of the Milwaukee Zoning Code will be followed.

Table 295-405-1-a									
PERIMETER LANDSCAPING AND EDGE TREATMENT REQUIREMENTS BY USE AND ZONING DISTRICT									
Key:									
required - this is the minimum landscaping/edge treatment requirement for this land use in the specified zoning district									
allowed - this landscaping/edge treatment type may be used as an alternative to the "required" type for this land use in specified zoning district									
not permitted - this landscaping/edge treatment type cannot be used for this particular use in the specified zoning district									
use not permitted - this land use is not permitted in this zoning district, therefore, no required landscaping type is specified									
Type of use	Light Motor Vehicle Parking; Vehicle Operating Area			Motor Vehicle Sales Lot	Heavy Motor Vehicle Parking; Storage Yards; Contractors' Yards; Outdoor Salvage Operations			Mechanical Equipment, etc.	Lt. Motor Veh. Parking Next to Res. Use
	Type A	Type B	Type C	Type D	Type E	Type F	Type I	Type G	Type H
NS1, **LB1**, RB1, CS	required	allowed	not permitted	required	required	allowed	allowed*	required	required
DIZ	Note 1 and 2								Note 3
* Not permitted for outdoor storage (except heavy motor vehicle outdoor storage) or outdoor salvage operations.									

Note 1 - Decorative metal fencing with a maximum height of 9 feet is/will be allowed facing N Green Tree Road and N Industrial Road. The same fencing is/will be used to secure DSI improved lots. See Attachment 4. In addition, all other components of the Type A and Type B landscaping with respect to plantings will be followed.

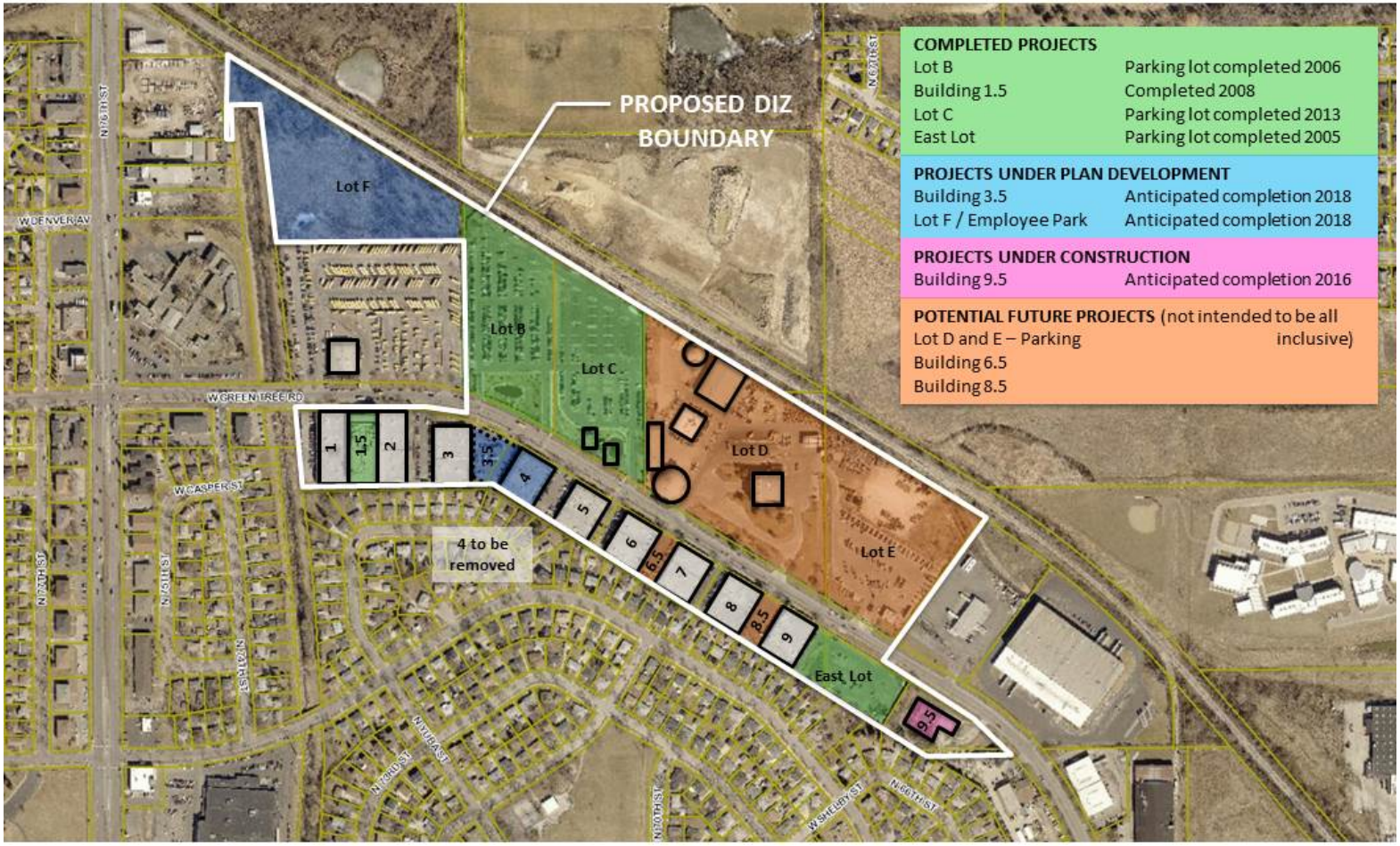
Note 2 - opaque wood fencing with a maximum height of 9 feet is/will be used along the north property line adjacent the railroad line. See Attachment 5. Otherwise, all other components of Type A and Type B landscaping with respect to plantings will be followed.

Note 3 – separation between adjacent residential zone to the south and Direct Supply buildings and parking will be maintained through an existing 8' high opaque fence (maximum of 9 feet). No landscape buffer (Type H landscaping) will be provided. The current fence may move south to the Direct Supply property line instead of current the utility easement line (This may be required to provide sufficient space for a fire access lane behind the buildings).

Signage
Table 295-605-5 – Commercial District Sign Standards
Modifications to Commercial District Use Table 295-605-5 are shown below in the DIZ column. All industrial buildings within the DIZ will also utilize the LB1 Standards as modified below.

	LB1	**DIZ**
Freestanding Signs	Permitted	
Maximum number	1 per street frontage*	1 per street frontage per building* 1 per main campus entrance point.
Type "A" max display area (sq. ft.)	150	
Type "A" max display area (sq. ft.)	50	
Maximum height	14	
Wall Signs	Permitted	
Maximum number	1 per 25 lineal feet	
Type "A" max display area (sq. ft.)	75	
Type "A" max display area (sq. ft.)	32	
Projecting Signs	Permitted	
Maximum number	1 per 25 lineal feet	
Type "A" max display area (sq. ft.)	60	
Type "A" max display area (sq. ft.)	30	
Awning Signs	Type "A" permitted only	
Maximum number	1 per 25 lineal feet	1 per 25 linear feet and/or up to 4 signs permitted per building. Signs may be a combination of awning signs, canopy/hood signs, and/or wall signs
Type "A" max display area (sq. ft.)	20	
Canopy and Hood Signs	Permitted	
Maximum number	1 per 25 lineal feet	1 per 25 linear feet and/or up to 4 signs permitted per building
Type "A" max display area (sq. ft.)	60	
Type "A" max display area (sq. ft.)	30	
Roof Signs	Permitted	
Maximum number	1 per building	
Type "A" max display area (sq. ft.)	150	
Type "A" max display area (sq. ft.)	32	
Off-Premise Signs	Permitted**	
Maximum number	1 per site	
Maximum display area per sign (sq. ft.)	300	
Maximum distance between signs	500 ft. between any 2 ground or roof signs; 200 ft. between a ground or roof sign and a wall sign; 200 ft. between any 2 wall signs.	
Maximum height, freestanding sign (ft.)	35	
Maximum height, wall sign (ft.)	40	
Maximum height, roof sign (ft.)	25ft. above roof	
* Except 2 shall be permitted if the site fronts on 3 streets or has continuous street frontage of at least 240 feet. ** Subject to special use permit requirement set forth in s. 295-407-7-d		

ATTACHMENT 3 - PROPOSED MASTERPLAN



ATTACHMENT 4 - EXISTING DECORATIVE METAL FENCE ALONG NORTH SIDE OF INDUSTRIAL BLVD.

DIRECT SUPPLY, INC. DEVELOPMENT INCENTIVE ZONE (DIZ) PERFORMANCE STANDARDS

ATTACHMENT 5 - EXISTING OPAQUE WOOD FENCE ALONG RESIDENTIAL PROPERTIES AND RAILROAD EASEMENT