

# EXHIBIT A

File No. 99P04

CPC file

## **CITY OF MILWAUKEE** **DEVELOPMENT INCENTIVE ZONE GUIDELINES**

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### **LOOMIS CENTRE (formerly Point Loomis Mall)** **Northwest Corner of South 27th Street and West Loomis Road**

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A development incentive zone ("DIZ") is a form of a site plan overlay district under Section 295-80 *et. seq.* of the City of Milwaukee Zoning Code. A DIZ offers timely permit review and approval of development projects with unique needs. For each DIZ, guidelines such as these are prepared to emphasize compatibility of projects with their neighbors, pedestrian-friendly design and scale and creativity, variety and excellence in design and layout.

These guidelines apply to a DIZ within the area bounded by South 27th Street to the east, West Loomis Road to the south, South Point Terrace/South 31st Street to the west and West Morgan Avenue to the north. The area will be zoned L/D/40 local business district, but the DIZ guidelines replace inconsistent underlying zoning standards. These guidelines consist of *design principles* and *performance standards*. Proposals for new development projects must adhere to the *design principles* and satisfy the *performance standards*. If, due to unique circumstances, strict adherence to any *performance standard* causes undue hardship, the City Plan Commission may consider alternatives to the *performance standard* if the alternatives are consistent with the *design principles*.

These DIZ guidelines for Loomis Centre are established for:

- I. USES
  - A. Permitted Uses
  - B. Prohibited Uses
  
- II. SITE DESIGN/LOT REQUIREMENTS
  - A. Height limitations
  - B. Building placement
  - C. Parking, circulation and access
  - D. Landscaping, open space and site improvements
  - E. Signage

- F. Lighting
- G. Hours of Operation

### III. BUILDING DESIGN

- A. Massing
- B. Facades
- C. Materials

## **I. USES**

### **A. Permitted Uses**

1. Day care centers;
2. Transmission towers, provided that each tower does not exceed 150 feet in height and is setback from all property lines a distance at least equal to the height of the tower;
3. Governmental structures, excluding transmission towers, not detrimental to the character of the Site;
4. Public parks and playgrounds;
5. Libraries, art galleries and museums;
6. Skilled care nursing homes, provided that the ground floor frontage of the building within which the nursing home is located is suitably developed for compatible business uses, necessary nursing home pedestrian and vehicular entry and exit points excepted;
7. Intermediate and personal care nursing homes;
8. Health clinics;
9. Offices;
10. Banks and other financial institutions;
11. Membership organizations;
12. Currency exchanges;
13. General retail establishments;
14. General purpose grocery stores;
15. Office furniture sales;

16. Department stores;
17. Mail order and catalog sales centers;
18. Consumer services;
19. Ticket offices and travel agencies;
20. Pet shops without outdoor runs;
21. Antique stores;
22. Motor vehicle supply stores;
23. Motor vehicle service stations, motor vehicle repair centers and motor vehicle pumping stations;
24. Car washes;
25. Personal services;
26. Funeral homes;
27. Business services;
28. Photographic studios;
29. Photographic and art studios or schools;
30. Dance and music halls, studios or schools;
31. Dry cleaning and laundry stations;
32. Laundromats;
33. Laundries;
34. Medical and dental laboratories;
35. Printing and publishing establishments;
36. Rental centers;

37. Food preparation;
38. Commercial hotels;
39. Type "A" (sit-down) restaurants;
40. Type "B" (carryout) restaurants;
41. Taverns;
42. Amusement machine premises;
43. Theaters, except drive-in theatres, adult motion picture theaters or adult coin-operated moving picture premises;
44. Bowling alleys;
45. Video game centers;
46. Plant nurseries and greenhouses including the sale at retail of flowers, plants or garden equipment from either inside or outside a building;
47. Reverse vending machines;
48. Signs as further described in these Guidelines;
49. Accessory uses, including, but not limited to, not more than two roomers; and
50. Drive-thrus, provided that any drive-thru is accessory to another permitted use, is not located within 200 feet of a residential district, does not face South 31st Street and is subject to a public hearing and approval by City Plan Commission.

**B. Prohibited Uses**

1. Single family, two family and multifamily dwellings;
2. Family day care homes;

3. Convents;
4. Foster homes, including foster family homes and small foster homes;
5. Shelter care facilities, including family shelter care facilities, small group shelter care facilities, and large group shelter care facilities;
6. Community living arrangements;
7. Dormitories;
8. Residential hotels;
9. Rooming houses;
10. Elementary and secondary schools;
11. Colleges;
12. Specialty schools;
13. Churches;
14. Telephone central offices;
15. Community centers;
16. Social service facilities;
17. Hospitals;
18. Medical service facilities;
19. Open air markets;

20. Secondhand stores;
21. Motor vehicle rental offices;
22. Ambulance services;
23. Parking of motor vehicles as a principal use;
24. Motor vehicle sales and rentals;
25. Motor vehicle body bumping and painting;
26. Blood processing centers;
27. Publication distribution facilities;
28. Roller and ice skating rinks;
29. Amusement parks;
30. Recreation facilities;
31. Indoor storage and wholesale trade establishments;
32. Small collection facilities;
33. Large collection facilities; and
34. All other uses not expressly listed as permitted in I(A) above shall be prohibited uses, unless the City Plan Commission determines that any unlisted use is similar to a listed use and that such unlisted use is consistent with the spirit and character of these Guidelines.

## II. SITE DESIGN/LOT REQUIREMENTS

### *Design Principles:*

- *Relate to the physical character and scale of the neighborhood*
- *Minimize adverse impacts on adjacent properties and uses.*
- *Encourage shared uses.*
- *Locate buildings and site improvements to better define street edges and corners.*
- *Create a circulation system that safely and efficiently facilitates motor vehicle traffic but maintains a variety of mobility choices.*
- *Encourage linkages to surrounding uses.*
- *Coordinate landscaping and site improvements with building features.*
- *Enhance the pedestrian experience.*

### *Performance Standards:*

#### **A. Height limitations**

Except as otherwise specifically provided in these Guidelines, no structure may exceed 50 feet in height.

#### **B. Building placement**

1. Existing buildings may remain in place and may be improved without regard to standards B(2) and B(3) below.
2. New buildings shall be built with at least one wall located primarily within 25 feet of a public street or main driving aisle.
3. Maximum setbacks from property lines for new buildings shall not exceed the setbacks for other buildings currently located or to be located on the site.

#### **C. Parking, circulation and access**

1. A ratio of not less than 3 parking spaces per 100 square feet of retail building space shall be maintained.
2. Parking within setback areas shall be minimized.
3. All parking areas (for motor vehicles and bicycles) shall be lighted to enhance security.

4. Shared parking in common with multiple buildings and uses shall be encouraged.
5. Shared service areas shall also be encouraged.
6. Main driving aisles shall be aligned with the public streets in the surrounding urban grid, where possible.
7. Direct pedestrian connections between sidewalks and building entrances shall be provided.
8. Main driving aisles in the parking field shall provide curbed islands with landscaping and pedestrian walkways and crossings.

**D. Landscaping, open space and site improvements**

1. All landscaping shall satisfy the intent of section 295-75 of the City of Milwaukee Zoning Code.
2. In parking areas, a minimum of one tree per 30 parking spaces shall be provided and distributed with a maximum of 350 feet between each tree.
3. Decorative metal fencing, masonry walls or a combination of both, in combination with landscaping, shall be used to screen parking areas along streets. Fence/wall materials shall be coordinated with building materials. Brick piers must use face (small-scale) brick. Fence walls may use materials similar in appearance to face brick.
4. Outdoor storage areas shall be screened.
5. Service and loading areas shall be screened.
6. Dumpsters and recycling units shall be screened.
7. Along South 3 1st Street, wing walls will be provided adjacent to loading docks.

**E. Signage**

1. Existing signs may remain and be repaired and replaced but not expanded.
2. Billboard (off-premises signs) are not permitted.
3. Pylon signs for new uses are not permitted.
4. One monument sign per entrance is permitted. No monument sign shall exceed 20 feet in height or 200 square feet in area on any one face. All monument signs will be integrated into decorative perimeter fencing.

5. Internally illuminated signs for new uses are not permitted unless they are framed and coordinated with other site elements and building materials.
6. Internally illuminated individual letters are permitted if raceways are not visible.
7. Individual pin-set metal letters that are backlit are encouraged.
8. Building signage shall not exceed 6 feet in height or 200 square feet in area for each new use.
9. Internally illuminated awnings are not permitted. Printed fabric awnings are permitted if their design relates to building fenestration patterns.

**F. Lighting**

1. Lighting shall be designed and located to prevent glare onto public streets and adjoining properties.
2. Maximum pole height for lights located within parking areas is 20 feet.
3. Lighting shall not be intermittent.

**G. Hours of Operation**

1. In general, no late hour commercial operations shall be permitted from 12:00 midnight through 6:00 a.m.
2. Notwithstanding G(1) above, any general purpose grocery store or retail drug store (including any accessory drive thru) may be operated 24 hours per day, seven days per week, subject to a public hearing and approval by City Plan Commission.
3. The existing Zebb's Family Restaurant may continue its current 24 hour operations.

### **III. BUILDING DESIGN**

*Design Principles:*

- *Relate to the physical character and scale of the neighborhood*
- *Better define street edges and corners.*
- *Enhance the pedestrian experience.*

*Performance Standards:*

**A. Massing**

1. Establish hierarchy between building elements. For example, articulate entrances and building corners.
2. Emphasize street corners with placement of buildings.

**B. Facades**

1. Front facades shall interact with and draw attention from surrounding streets.
2. Building entrances shall be clearly identifiable and visible from streets and easily accessible and inviting to pedestrians.
3. Blank unmodulated walls for new buildings facing West Morgan Avenue and West Loomis Road are not permitted.
4. All facades visible from public streets shall be modulated with articulated bays, windows and openings, varying color and texture and/or other architectural details that relate to the human scale.
5. Lighting shall enhance the architecture of the building as well as provide enhanced security and visual appeal.

**C. Materials**

1. All walls visible from public streets shall contain the most architecturally significant materials and fenestration.
2. Significant building materials may include decorative masonry, brick, cut stone, glass, architectural-finished metal cladding and architectural precast concrete panels.
3. Exterior insulation and finish systems shall not exceed 35% of the exterior wall area.
4. Rooftop equipment shall be screened in materials compatible with the main building structure.
5. Glazing on commercial buildings shall be transparent, vision glass.
6. Samples of all building materials shall be submitted to the Department of City Development for review, upon request.