Exhibit B

Development Incentive Zone Design Standards

The Port of Milwaukee – District B, Sub-Areas 1 and 2

Purpose

The Port of Milwaukee Redevelopment Plan ("Plan") identifies four distinct industrial and park districts. The primary goal of the Plan is to promote attractive and efficient use, or reuse of land and/or buildings in the Plan area in a manner that provides high quality sites for commercial and industrial development, while benefitting the surrounding community.

This Development Incentive Zone ("DIZ") contains design standards for two of the three sub-areas of District B, known as the Water Development and Recreation area. This DIZ also conforms to the approved redevelopment and design recommendations in the Plan.

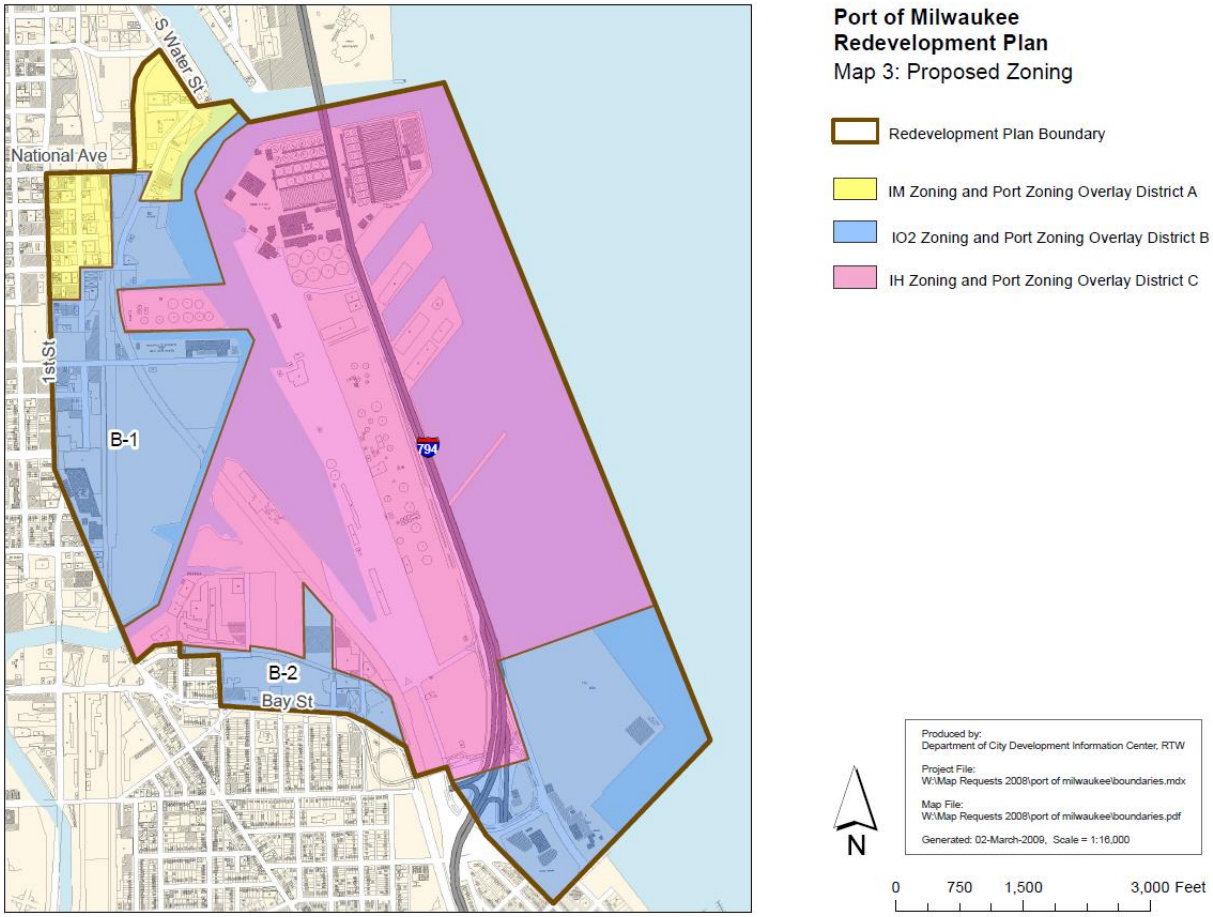
The Purpose of the DIZ is to:

- Preserve land for uses that support the current operations and growth of the Port of Milwaukee
- Promote development that creates or retains employment opportunities
- Assure that any new development presents attractive massing, form materials and landscaping to major streets from which the development is visible

District B Boundary Identification

Sub-Area B-1 (North, File Number 101549), is generally bounded by the Milwaukee River to the east, South 1st Street to the west, South Kinnickinnic Avenue to the south and West National Avenue to the north; and

Sub-Area B-2 (Center, File Number 101550), is generally bounded by railroad right-of-way to the north and east, East Bay Street to the south and South Allis Street to the west, as shown on the map below:



Development Incentive Zone

District B
Sub Area 1 Parcels

Sub Area Boundary

Property Owners: Owning one parcel

5. United States Of America
6. Miller Compressing Company
7. Park Real Estate
13. Felix Bandos
14. Man Garage LLC
18. Clifford M Gross
26. Board of Regents - UWM
27. Allen-Bradley Co
28. Gregg H Fitzpatrick
29. James G Bukowski
33. Edward Hanrihar
39. Golden Marina Causeway LLC
52. Q C Realty LDT Partnership
53. Milwaukee County
54. Gary Hartung
55. Gary C Freuden

Property Owners: Two or more parcels

- City of MIlwaukee: 1,4,8,9,36,41,49
- Chicago Northwestern: 2,3,11,12,40,57
- Soo Line Rail:10,37,38,56
- Square B Corp: 15,19-25
- Karlabeth Beste: 16,17
- Barclay Greenfield: 34,35
- Shilts.Net Properties LLC: 30,31,32
- Amerco Realestate: 42,44,46,47,48,50,51
- Peter Schetter: 43,45

N

0 75 150 300 Yards

Created by Department of City Development AT
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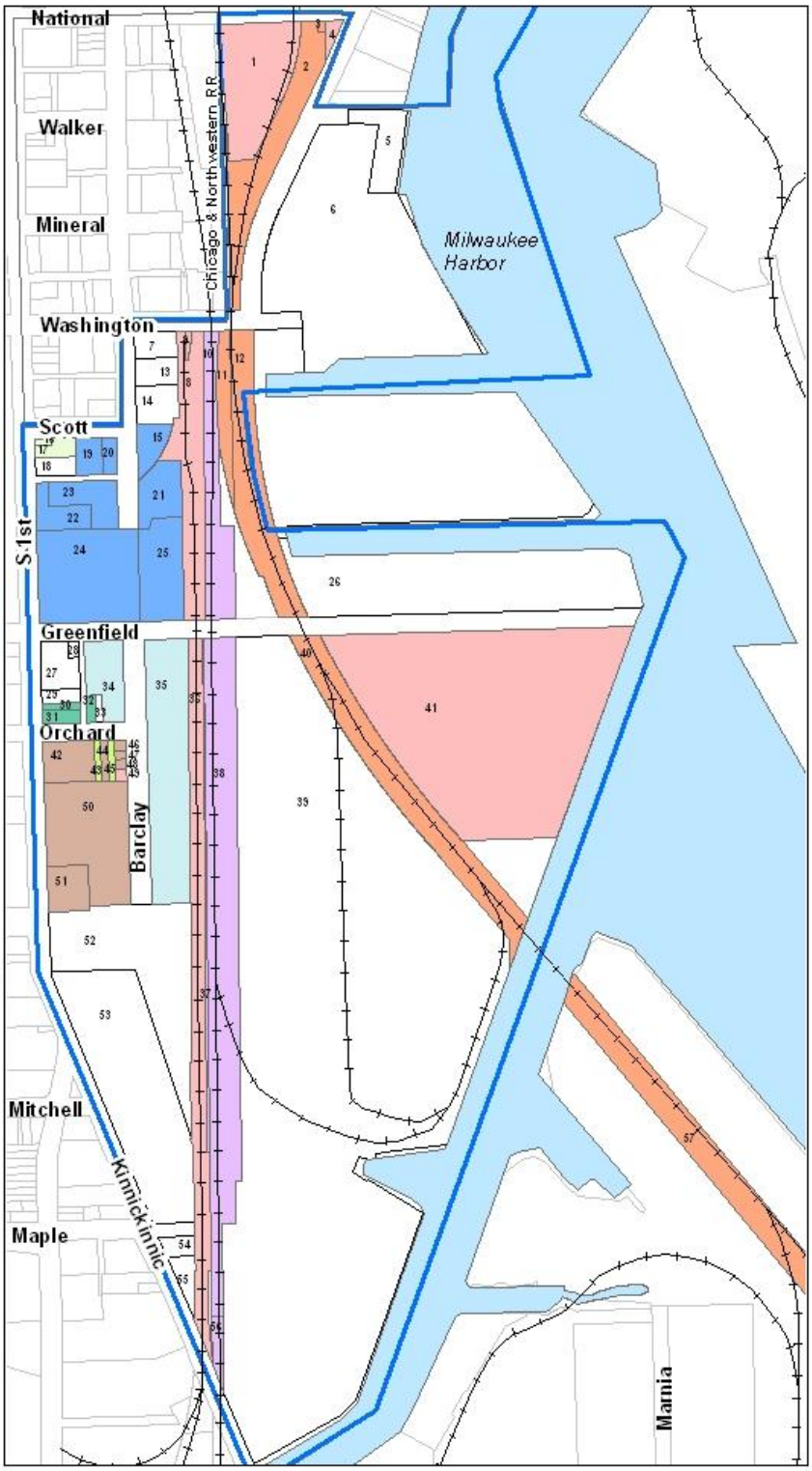
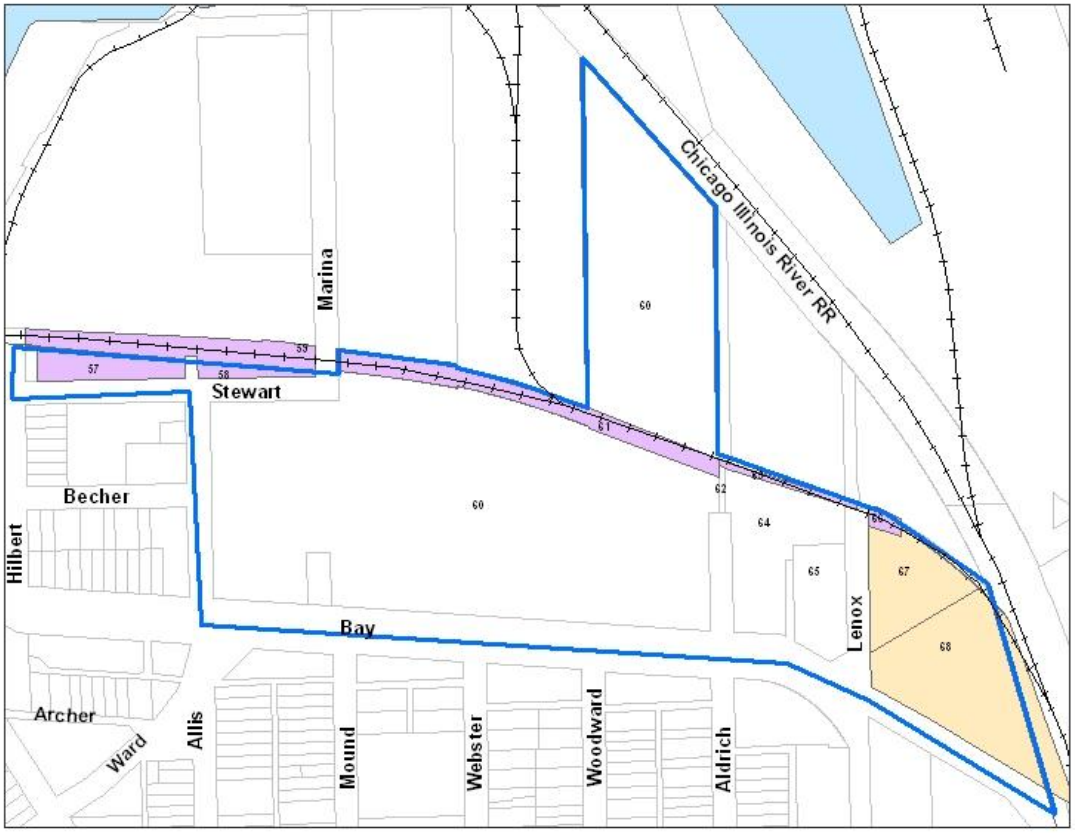
Data File: F:\AI GIS files\Projects\Port Redevelopment.gdb
Created 12-April-11





Development Incentive Zone

District B Sub Area 2 Parcels

Sub Area Boundary

Property Owners:
Owning one parcel [#]

60. Industrial Group Inc
(continuous under RR)

62. City of Milwaukee

64. Aluminum Casting

65. Roadster Bay LLC

Property Owners:
Two or more parcels

Soo Line
57,58,59,61,63,66

Wrought Washer MFG
67,68

Existing Conditions

The area encompassed in District B, sub-areas 1 and 2, of the Port of Milwaukee Redevelopment Plan, has a significant role in the history of Milwaukee's industrial strength. Its location on the Inner Harbor and access to rail and road transportation modes gives most of the area an advantage over other locations for industry and water-related uses.

There are an array of land uses throughout District B, sub-areas 1 and 2. Heavy industrial and manufacturing, commercial and storage uses comprise the majority of the area. It consists primarily of vast underutilized, vacant industrial land and remnant buildings, most of which are contaminated to some degree.

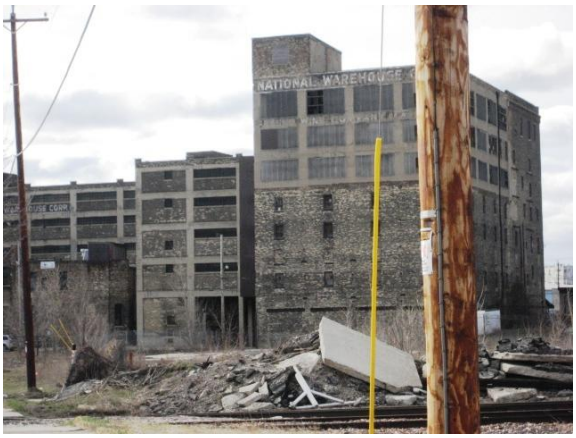
A 46- acre area known as the Solvay Coke & Gas site was a former coke manufacturing and gas facility located on the northern portion of the District. A scrap and salvage company operated there from 1983-2003. Most of the buildings have been demolished when the Environmental Protection Agency (EPA) oversaw hazardous waste testing. We Energies leases an area of the Solvay Coke site from the City of Milwaukee where it stores its coal. Note that most of the land in sub-areas 1 and 2 are state or federally identified brownfields and will require some level of remediation prior to new development.

At the Northern corner of sub-area 2, the site lies adjacent to a small wetland located in the Port District. This is important not only for mitigating runoff, but is the only wetland within Southeastern Wisconsin that is a habitat for a number of protected species. This coastal estuary is an important feature in developing and maintains a sustainable environment within the Plan area. The City has been awarded a grant from the Wisconsin Coastal Management Program for developing a plan for public access to this wetland.

Located in Milwaukee's Inner Harbor, UWM's Great Lakes Center Water Institute (GLWI) is the only major aquatic research institution located on Lake Michigan and the largest of its kind in the Great Lakes region. It became the main component of UWM's School of Freshwater Sciences in 2009 in an effort to turn Milwaukee into a freshwater research hub. This is one of the facilities that the Plan identifies as a leader in the effort to create a synergy of water related businesses to this area.

A recycling facility in District B, sub-area B1

A wholesale produce retailer and distribution, sub-area B1



An abandoned warehouse, sub-area B1

UWM Great Lakes Water Institute, sub-area B1

Vacant buildings at former Solvay Coke site, sub-area B1

We Energies coal pile, sub-area B1

Vacant lot for sale along S. 1st St., sub-area B-1

Commercial uses along S. 1st St., sub-area B-1

Neighborhood housing context, sub-area B-2

Doral Corporation, sub-area B-2

Wrought Washer, E. Bay St., sub-area B-2

Overview of sub-area B-2, looking northwest

Exhibit B - File Numbers 101549 and 101550

Principal Building Design Standards

Design Standards for Non-residential and Multi-family Principal Buildings

	Principle	IO2	Area B DIZ
Street Hierarchy	Within industrial parks, a street prioritization system shall address the hierarchy of streets. This order is Primary, Secondary, and Other streets. Primary streets require the highest degree of street wall build-out and street activation. Construction along Secondary and Other streets is encouraged to address design standards for Primary streets, but not required to do so.		
Building Placement	Design site and buildings to create a cohesive and inviting sense of place and fit within the larger context of the site.		
Primary Street	Water Street, Greenfield Ave, National Ave, 1st Street and Bay Street		
Front setback, minimum (ft.) (see s. 295-505-2-b)		none	none
Front setback, maximum (ft.) (see s. 295-505-2-b)		none	10
Exceptions to exceed maximum			Industrial buildings may have a double-loaded bay of parking between the building and street property line provided that the length of the surface parking lot does not exceed 50% of the primary street frontage along the property line **(see diagram)**
Minimum amount of street edge build-out of site		none	70% within range of minimum and maximum
Secondary Street	All other streets		
Side street setback, min. (ft.)		none	none
Side street setback, max. (ft.)		none	none

Rear street setback, minimum (ft.)		none	none
Rear street setback, maximum (ft.)		none	none
Other Setbacks	**Principle**	**IO2**	**Area B DIZ**
Water frontage setback, minimum (ft.)		N.A.	25
Side setback, minimum (ft.)		none	none
Side setback, maximum (ft.)		none	none
Rear setback, minimum (ft.)		none	none
Rear setback, maximum (ft.)		none	none
Transition Buffer	**Principle**	**IO2**	**Area B DIZ**
Adjacency to Residential Districts		See 295-805-3d	See 295-805-3d
Height	**Principle**	**IO2**	**Area B DIZ**
Height, minimum (ft.)		None	18
Height, maximum (ft.)		None, but adjacencies to residential may limit height.	85
Site Build Out	Parcel layout should accommodate area for future expansion, higher site coverage is desirable and encouraged.		
Initial Site Build-Out			Building to Land Ratio. Initial build-out must achieve a ratio of total gross floor area to total lot area of at least 1:4.
Full Phase Build-Out			Building to Land Ratio. Build-out of all phases of a development must achieve of ratio of total gross floor area to total lot area of at least 2:3.
Building Design	**Principle**	**IO2**	**Area B DIZ**

Modulation and Articulation		N.A.	Building facades adjacent to primary and secondary streets shall be modulated with a combination of two or more of the following: articulated bays, windows, openings, depth in façade, awnings, varying color, texture, coordinated landscaping and/or other architectural detailing.
Façade Materials		N.A.	EIFS shall not exceed 30% of the exterior wall area and shall not be used on the base of building (from the ground to the first 6 ft). Vinyl siding is prohibited.
Special Features at Identified Special Corners and Identified Street End Visual Terminations	Buildings located at the intersection of two Primary Streets or at the street entrance to the business park or development area should have the most significant corner treatments.	N.A.	Articulate the corner or visual termination on a building at the identified special corner or street end visual termination through use of elements such as larger windows, extruded elements, or additional pre-cast stone lines **(see diagram)**
Glazing	**Principle**	**IO2**	**Area B DIZ**
Minimum glazed area, primary street frontage		None	60%
Minimum glazed area, secondary street frontage		None	15%
Minimum glazing zone height		None	4'
Maximum height of glazing zone sill		None	3'-6"
Glazing quality		None	Visible transmittance ≥.65
Interior Wall behind glazing		None	None
Glazing alternatives		None	Available, see 295-605.2.i.3
	Principle	**IO2**	**Area B DIZ**
Access	Provide direct, continuous, safe and accessible pedestrian walkways between public sidewalks, bike trails and public transportation stops and building entrances		

Entrance door requirement		None	Entrance Door Orientation. Every new building shall have a primary entrance door on the front façade. A primary entrance door shall not be required on the front façade if there is a primary entrance door on a side façade and that door is within 20 feet of the front façade.
Pedestrian link		None	Where a lot is adjacent to a public sidewalk, each principal building on the lot shall be served by a clearly identifiable walkway leading from the public sidewalk to the entrance to the building. The presence of an access drive does not fulfill this requirement. All required pedestrian access ways shall be paved with non-asphalt materials. All required pedestrian access ways shall be at least 5 feet in width.
Bicycle Accommodations		N.A.	Parking for at least 10 bicycles is required for building over 20,000 SF in size per requirements of Sec. 295-403-3c
Overhead garage door facing street		N.A.	Overhead garage door which faces the street shall be set back at least 4 feet from the front façade of the main building mass
Density	**Principle**	**IO2**	**Area B DIZ**
Lot area per dwelling unit, minimum (sq. ft.)		N.A.	N.A.
Multiple principal buildings permitted?		N.A.	N.A.
Design Standards for Single-family and Two-family Dwellings			
Refer to design standards in subch. 5 for this residential district		N.A.	N.A.
SIGNS	**Principle**	**IO2**	**Area B DIZ**
Freestanding Signs		Permitted	Permitted
Maximum number		1 per street frontage	1 per street frontage
Type "A" max. display area (sq. ft.)		100	100
Type "B" max. display area (sq. ft.)		40	Not Allowed

Maximum height		15	15
Wall Signs		Permitted	Permitted
Maximum number		1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max. display area (sq. ft.)		75	120
Type "B" max. display area (sq. ft.)		32	25
Projecting Signs		Permitted	Permitted
Maximum number		1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max. display area (sq. ft.)		50	50
Type "B" max. display area (sq. ft.)		25	25
Awning Signs		type "A" permitted only	type "A" permitted only
Maximum number		1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max. display area (sq. ft.)		20	20
Canopy and Hood Signs		Permitted	Permitted
Maximum number		1 per 25 lineal ft.	1 per 25 lineal ft.
Type "A" max. display area (sq. ft.)		50	50
Type "B" max. display area (sq. ft.)		25	25
Roof Signs		type "A" permitted only	type "A" permitted only
Maximum number		1 per building	1 per building
Type "A" max. display area (sq. ft.)		100	100
Type "B" max. display area (sq. ft.)		0	0
Off-Premise Signs	** Subject to special use permit requirement set forth in s. 295-407-7-d	Permitted **	permitted **
Maximum number		1 per site	1 per site
Maximum display area per sign (sq. ft.)		672	300
Minimum 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	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	35

Maximum height, wall sign (ft.)		40	40
Maximum height, roof sign		25 ft. above roof	25 ft. above roof
Temporary Signs	**Principle**	**IO2**	**Area B DIZ**
A sign pertaining to the construction of a building or the sale or lease of vacant land shall not exceed (ft)		48	48
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.		36	36
Additional Regulations. See s. 295-407 for additional regulations for on-premise and off-premise signs.		See s. 295-407	See s. 295-407
PARKING REQUIREMENTS	**Principle**	**IO2**	**Area B DIZ**
General Office Minimum Required			One for each 500 sq. ft. of the first 2,000 sq. ft. of gross floor area; one for each 1,000 sq. ft. of gross floor area in excess of 2,000 sq. ft.; storage or utility spaces shall not be included when calculating gross floor area
General Office Maximum Allowed			No limit
General Retail Establishment Minimum Requirement			Min. of one for each 1,000 sq. ft. of gross floor area
General Retail Establishment Maximum Requirement			Max. of 3.5 for each 1,000 sq. ft. of gross floor area unless otherwise permitted pursuant to s. 295-403-2-e
Tavern - See General Retail			See General Retail Minimum and Maximum
Restaurant - See General Retail			See General Retail Minimum and Maximum

Commercial Hotel Use Minimum			One for every 1,000 square feet, or fraction thereof, of gross floor area on the ground floor or above
Assembly Use Minimum			One for every 1,000 square feet of gross floor area or fraction thereof
Religious Assembly Minimum			One for every 6 seats in the assembly hall
Theater Use Minimum			One for every 100 square feet of floor area in the theater auditorium
Refer to design standards in subch. 5 for this residential district	Multi-Family Residential (RM5)		
Residential Multifamily Use Minimum			2 spaces for every 3 units
Residential Multifamily Use Maximum			No Max.
One and Two Family Use Minimum			None
One and Two Family Use Maximum Outdoors			4
LANDSCAPING by TYPE - REQUIRED AND ALLOWED	**Principle**	**IO2**	**Area B DIZ**
Natural Landscaping Type	use native plant species for new development sites		Specify native plant and tree species for at least 80% of planted areas, excluding low maintenance turf areas for expansion parcels
Light Motor Vehicle Parking Area Required Landscaping Types			Type B
Light Motor Vehicle Parking Area Allowed Landscaping Types			Type B or C
Motor Vehicle Sales Lot Required Landscaping Types			Type D

Street Edge Landscaping for Parking and Driving Areas			
Street Edge Fencing Required			A masonry wall or masonry piers with fence section of decorative metal pickets.
Landscape Border Dimension			5' in depth
Tree Spacing			25' O.C.
Shrub Spacing			2 Rows, 4' O.C. Max. each row
Interior Parking Lot Landscaping Requirement			Required for any parking lot of at least 7,500 square feet. Two trees and 2 shrubs for every 8 spaces or fraction thereof, and may be planted in clusters. Parking spaces directly adjacent to street edge landscape area are not counted in the calculation for the number of interior spaces.
Loading Dock screening		Per Chapter 4	Per Chapter 4
Dumpster Screening		Per Chapter 4	Per Chapter 4
Mechanical Equipment Screening		Per Chapter 4	Per Chapter 4
Fencing	**Principle**	**IO2**	**Area B DIZ**
Maximum Fencing Allowed on Street Edge			
Maximum Fencing allowed on Side Property Lines			
Materials			Fences and/or walls along primary street frontage shall be decorative metal picket and/or masonry. Barbed and razor wire are prohibited.

**NOTE: References are made to the City of Milwaukee Zoning Code, unless otherwise stated.