Common Council File No. 090353

Exhibit B

Development Incentive Zone (DIZ) Standards

REED STREET YARDS

OVERVIEW

A Development Incentive Zone (DIZ) is a zoning overlay district that establishes site design and land use standards to achieve a coordinated development pattern for special development areas in the City. The DIZ identifies planning goals and gives specific direction for site and building design, landscape treatments, stormwater management, vehicular and pedestrian access, lighting design and signage. The DIZ is intended to stimulate new development by providing clear direction and predictability in the municipal approval process. It is also intended to streamline development review by eliminating the need for multiple meetings and approvals for each new building within a DIZ, provided the standards are met.

The Reed Street Yards is located south of downtown in the Fifth Ward, on the south side of the Menomonee Canal, with the Soo Line railroad tracks to the south and the Tannery complex to the west. This area is unique because the majority of the 14 acre site is currently vacant, except for one existing building located on the southwest corner of South 3rd and West Oregon Streets. A new street will be connected through the site to create two development parcels (Blocks A & B), recognizing that development will be phased and blocks and parcels may be further subdivided.

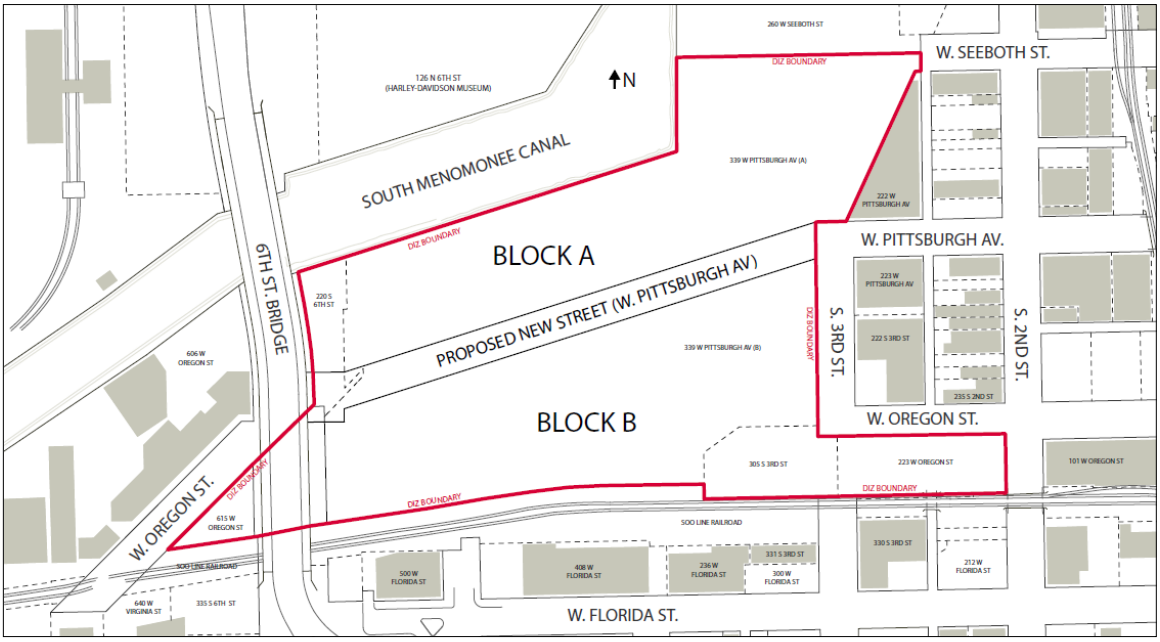


Diagram A (Overall Site)

The goal of the Reed Street Yards DIZ is to provide sustainable design standards to create an urban technology business park, focusing on water-oriented industries. The DIZ consists of both ***design principles*** and ***design standards***. The principles are the overarching design objectives intended to create high quality urban design. The standards are specific design criteria to be followed to achieve the vision and larger design objectives. Developments must always follow the principles and meet the design standards. If, however, due to unique circumstances strict adherence to a specific design standard causes undue hardship, an alternative may be considered by the Commission, provided at least one of the following is demonstrated:

1. Alternative is consistent with the overall design principles,
2. Alternative better achieves intent of the design principles,
3. Alternative addresses unique site factor that makes the standard impractical.

PHOTOS OF SITE/CONTEXT:

View looking south from River

View looking east from 6th Street

View looking west from 3rd St.

CONTENT OF THE DESIGN STANDARDS

This document is divided into three sections addressing the following:

1. Site Design
   a. Relationship to the Canal and Surrounding Neighborhood
   b. Access, Circulation and Parking
   c. Site Improvements and Amenities
2. Building and Parking Placement & Design
   a. Building Placement
   b. Parking Placement
   c. Landscape and Screening Standards
   d. Building Design Standards
3. Signage
   a. Signage Design Standards

Note: Diagrams contained in this document showing buildings, parking and other site elements are shown only to illustrate examples of the standards contained in this document and should not be construed as actual development solutions.

DESIGN STANDARDS

1. Site Design

A. *Relationship to the Canal and Surrounding Neighborhood*

Design Principles

- Promote the South Menomonee Canal as a focal point of the development.
- Promote public access along the water's edge.
- Promote linkages to the canal.
- Protect the canal from pollution by storm water retention.
- Promote pedestrian connectivity to the surrounding neighborhood including the 6th Street viaduct, the Tannery development and Fifth Ward.
- Connect the Hank Aaron State bicycle trail through the site along the water's edge and preserve necessary site area to allow future connection to the 6th Street Bridge.

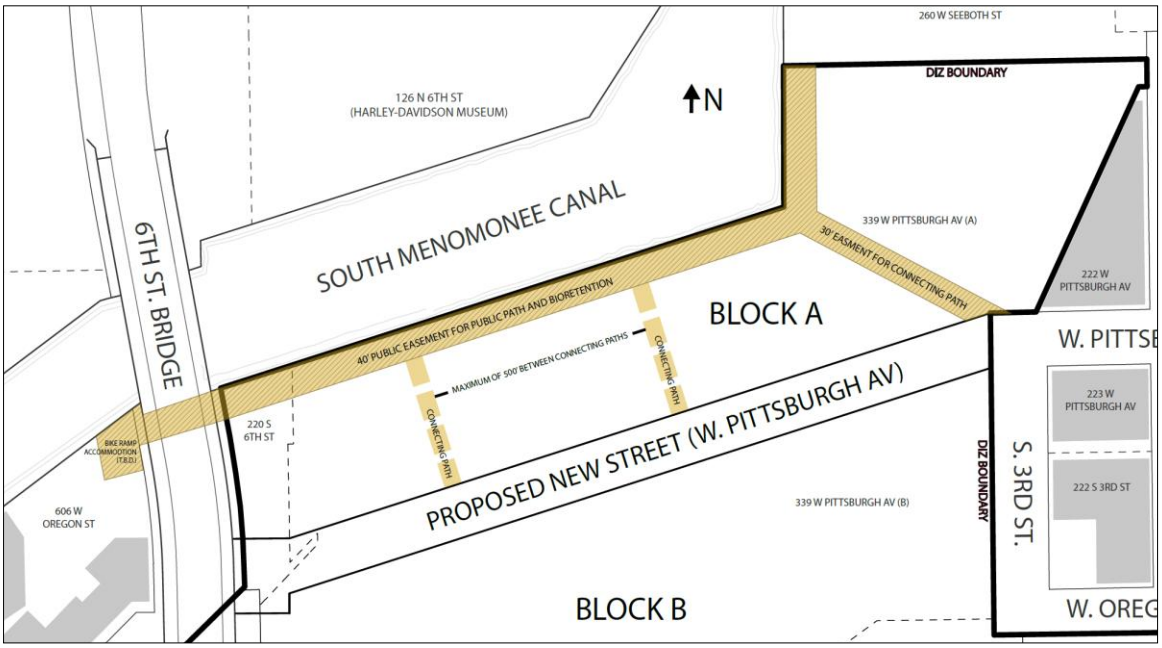


Diagram B (Easements)

Design Standards

1. Along the southern canal edge, develop a "Canal Easement Zone" minimally 40' wide bio-retention zone and water's edge path area, measured from the dock line. It includes a minimum 10' wide bike path, 3' clear, level areas to each side of the path and adjacent planted areas that serve as a bio-swale for storm water retention. (See Diagram B above for items 1, 2 and 3)

2. Along the eastern canal edge, develop a 10' minimum concrete riverwalk, consistent with the Milwaukee River Site Plan Overlay District design standards: http://city.milwaukee.gov/ImageLibrary/Groups/cityDCD/build/pdfs/riverwalkSPROD1.pdf
3. Create a Main Canal Easement Zone Connector, minimally 30' wide major link to the water's edge path from the intersection of 3rd and Pittsburgh Avenue.
    i. This connection must have a concrete paved path that is a minimum of 15' wide to allow for shared use by both cyclist and pedestrians. Appropriate shared use signage must be provided. Adjacent areas must be landscaped with trees, shrubs and grasses.
4. Create an appropriate storm water treatment pathway system within the bio-swale areas to address surface run off before it enters the canal. Utilize surface storm water conveyance (vegetated swales, infiltration basins, etc.) where possible.
5. Incorporate a minimum 5' wide pedestrian walkway from each building and parking area to connect the pedestrian network to the Canal Easement Zone.

B. *Access, Circulation and Parking*

Design Principles

- Encourage a balanced transportation system accommodating transit, cars, pedestrians and bicyclists.
- Create a bike path along the canal's southern edge to connect from 3rd Street and Pittsburgh Avenue to the west side of the 6th Street Bridge.
- Create a clear delineation between vehicular and pedestrian areas.
- Incorporate traffic calming measures throughout the development area.
- Promote shared parking and service areas among tenants where possible.

Design Standards

1. On Block A, create Secondary Canal Easement Zone Connectors to provide direct pedestrian connections between the new street and the water's edge path along the canal's south edge.
    i. There must be at least two connections between the street and the canal, spaced no more than 500' apart, except if there is a large scaled building, which may increase the distance. These are in addition to the Main Canal Easement Zone Connector at the 3rd Street and Pittsburgh Avenue intersection. (See previous Diagram B and Diagram C1 and C2 following)

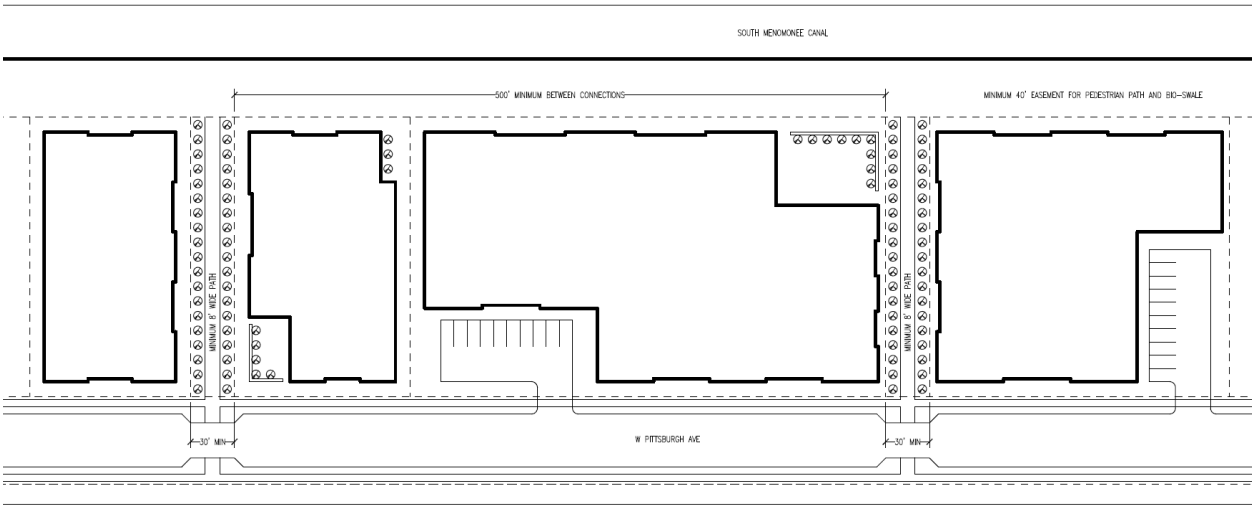


Diagram C1 (Secondary Canal Easement Zone Connector)

Note: Parking shown is to illustrate exception and is not required.

ii. Connections must be a minimum of 30' wide, and include a path and landscaping. The paved path must be a minimum 8' wide and may be concrete or asphalt.

iii. The area devoted to these connectors can be also be used for landscaping to help mitigate storm water issues and to maintain required distances to property lines for building code purposes.

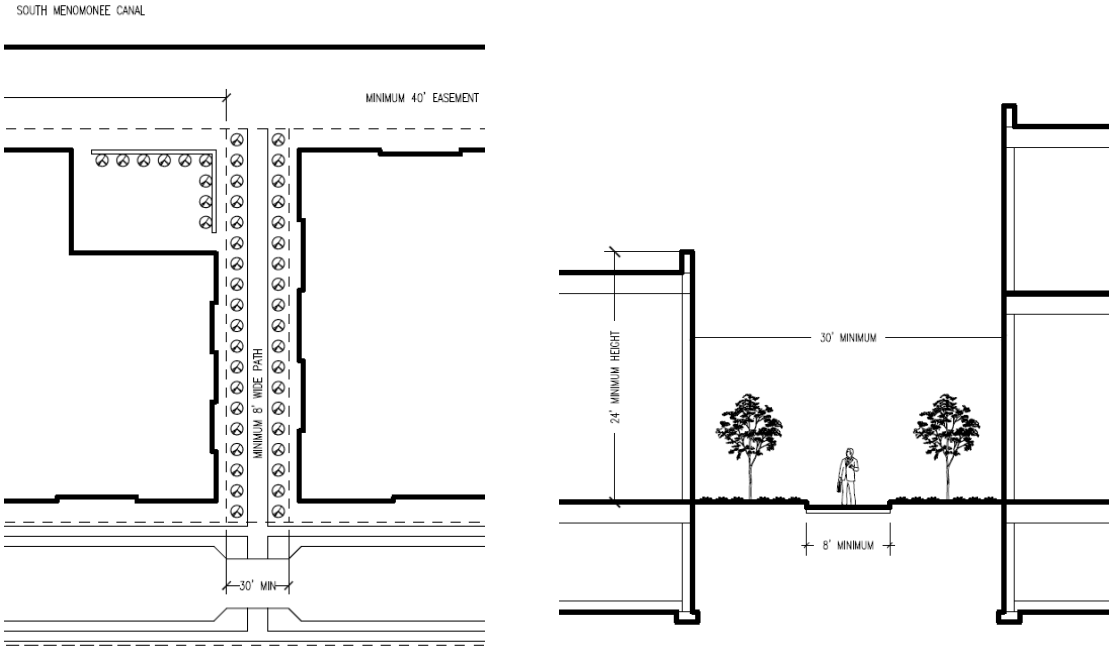
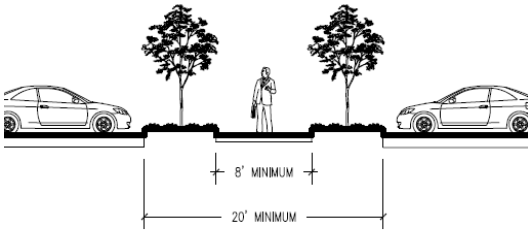


Diagram C1 (enlarged) and C2 above (Secondary Canal Easement Zone Connector)

2. On Block B, develop “Parking Lot Pedestrian Connections” to provide direct pedestrian connections between parking areas and the new street. Connections must be a minimum of 20’ wide, including a path and landscaping. (See Diagram D1 and D2)
    i. The paved path must be a minimum 8’ wide.
    ii. These internal connections between surface lots must occur no more than 3 double sided parking bays apart, except if there is a building, which may increase the spacing distance.
    iii. Landscaped area must work to both delineate a clear walking path as well as be used to manage storm water. Landscaping in these connectors may count towards zoning required interior parking lot landscaping.



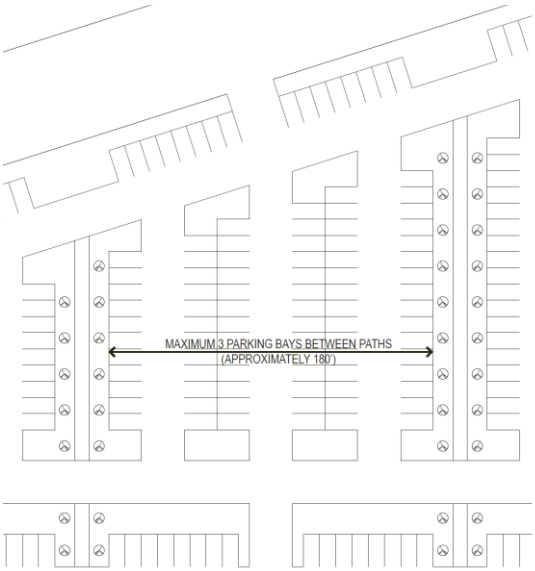


Diagram D1, and D2 above (Parking Lot Pedestrian Connections)

3. Differentiate pedestrian paths from parking area surfaces with a combination of color, texture and graphics.
4. Minimize vehicular speeds and pedestrian/vehicular conflicts by using bump outs with changes in surface materials and/or special textures at intersections and pedestrian crossings.
5. Minimize the width of curb cuts and drive aisles. Curb cuts must not exceed the width of driveways. Drive aisles must not exceed 24’.
6. Parking lots and structures, both permanent and interim, may be accessory to uses within or outside the DIZ Boundary, and satisfy required parking needs.
7. Surface parking on Block B south of the new street may be considered interim parking (See item 2-B-5. below for definition and requirements of “interim parking”) until structured parking is constructed.

C. *Site Improvements/Amenities*

Design Principles

- Promote a unified water-oriented theme or project identification for Reed Street Yards.
- Reinforce the pedestrian experience with appropriately designed site improvements and amenities.

Design Standards

1. Create continuity among site furnishings to reinforce the water theme. Coordinate benches, planters, trash receptacles, bike racks, etc. Individual building owners must be encouraged to use compatible (e.g. similar palette) furnishings.
2. Landscape accent lighting is encouraged to light pedestrian paths and accent bio-swale and landscape features. Light fixtures may be low bollards or in-ground.
3. All fences must be decorative metal fences. Chain link fencing is prohibited, except:
    i. In areas along the railroad right of way, where chain link is permitted
    ii. Per allowed provisions for Interim Parking Lots (See 2b.-5-iv. that follows)
    iii. To enclose temporary construction staging areas and along internal property division for interim or temporary parking lots.

2. Building and Parking Design

Design Principles

- Reinforce the canal and public promenade with a strong building edge along the new street and the South Menomonee Canal.
- Promote urban-level quality and density, defined as a maximization of lot coverage and taller massing.
- Locate surface parking on Block B to retain the best possible adjacent development potential, and provide interim parking for adjacent buildings.
- Reinforce the sense of place at the 3rd Street and Pittsburgh Avenue “gateway” intersection and the canal bend / path intersection with building elements and site design.
- Promote sustainable, green building and site design.
- Integrate building, site and landscape design to promote sustainability.
- Promote water technology as a design theme for buildings and landscaping.
- Relate to the scale and character of the surrounding neighborhood where new buildings abut existing building fabric (e.g. corner of South 2nd and Oregon).

Design Standards

a. Building Placement

1. The setback/build-to lines along street frontages and along the Canal Easement Zone shall be between 0' – 10' throughout the development. The setback/build-to range allowed is determined by averaging with adjacent buildings using standard zoning language.
2. The frontage build-out of buildings that front the South Menomonee Canal and the new street must create a nearly continuous wall of building to spatially reinforce the street or canal edge and must follow minimum frontage requirements:
   i. Buildings must occupy a minimum of 70% of frontage along the south and east edge of the South Menomonee Canal. See Diagram E (The frontage measurement does not include land devoted to the Canal Easement Zone Connectors.) An exception may be allowed where staff determines that "hardscape" elements are present to preserve the setback edge. These elements may include garden walls, trellises, colonnades, raised terraces and other elements to define the edge.

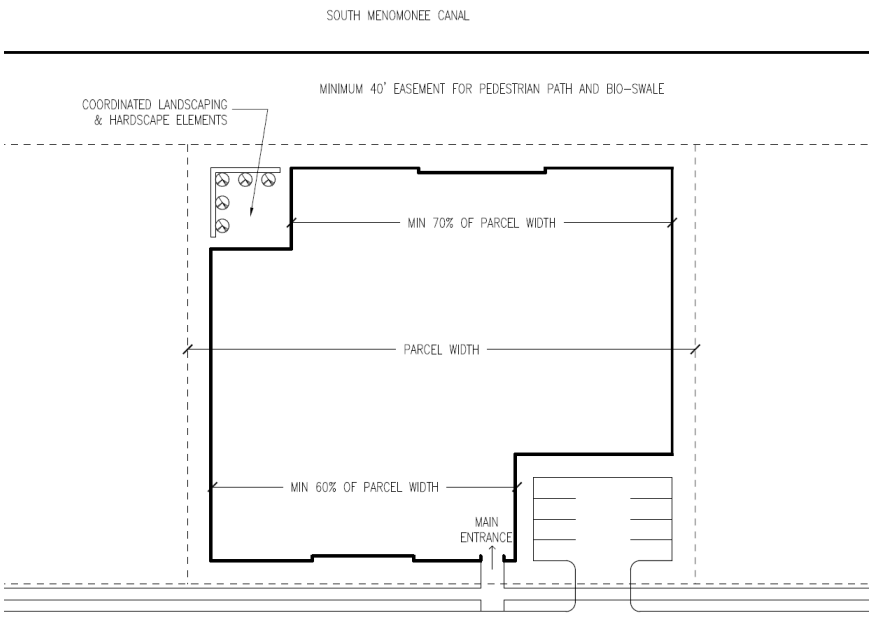


Diagram E (Building Placement)
Note: Parking shown is to illustrate exception and is not required.

   ii. Along the new street (Pittsburgh Avenue), buildings must occupy at least 60% of the street frontage.
   iii. Along 3rd Street, Oregon Street and S. 2nd Street, buildings must occupy at least 40% of the street frontage.
   iv. On all streets, exceptions for hardscape and landscaping, walls and other treatments may be considered.
3. Buildings must define site edges and corners when located at intersections. Architectural/landscape elements must reinforce corners if the building is not located at the corner property lines.

4. Provide "special features" at the corners of the sites adjacent to the 3rd Street and Pittsburgh Avenue intersection and where the main connecting path meets the canal. (See diagram F). The site "special feature" may include, but is not limited to site elements such as plaza areas and garden walls that define the spatial qualities of the location.

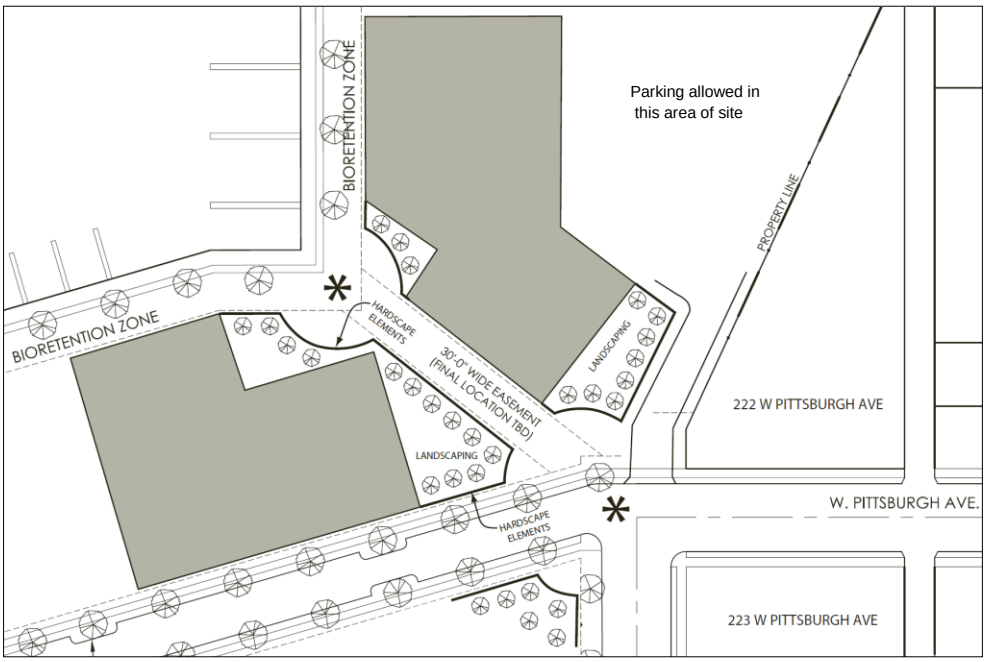


Diagram F (Site Special Features)

i. On triangulated areas of parcels where the building does not parallel the property or easement lines, or a portion of the building steps back, the remaining area must have hardscape and landscape that is coordinated with the building design. This must be accomplished with both hard elements such as garden walls, planters, decorative fences, etc. as well as plantings that respond to the geometry.

b. Parking Placement

1. Parking (permanent) on Block A is not allowed between the new street or canal frontage and the building except in the following cases (See Diagram E, F or G):
   i. The number of spaces between the street and building facade is limited to no more than 10 spaces and intended for uses such as handicapped parking and visitor parking and the configuration is limited to no more than one double sided bay of parking. A double sided bay of parking is defined as an aisle with parking stalls, either perpendicular or angled, on both sides of the aisle. A double-sided aisle should generally be no more than 60' in width.
   ii. On Block A, a double loaded bay of parking that is perpendicular to the street (between buildings) is permitted with no limit to number of spaces, however must provide a 10' buffer from the Canal Easement Zone and a 5' setback from the side property line. See following section for landscape requirements. Minimal frontage build-out requirements for the building still apply for the parcel.

iii. Parking is allowed between buildings or in courts of U-shaped courtyard buildings that the open end does not face the canal or the street.
iv. On Block A, parking does not front on the Main Canal Easement Zone Connector, however may be located, without space limits (behind) to the north and east of a new building that has frontage on the east edge of the Canal and Main Connector.
v. Interim or temporary parking is not allowed on Block A.

2. Parking (permanent, interim, and temporary) as a principle use on Block B is allowed**,** with exceptions to the locations in 4iii and 4iv below, and is allowed as an accessory use between a building and the street frontage if it is limited to one double sided bay of parking intended primarily for handicap spaces and visitors.
3. Landscaping and other requirements are based on whether parking is considered a "permanent parking lot" (defined as "Parking Lot – Principle Use" or "Parking Lot – Accessory Use", both defined in Section 295-203-8 of the zoning code), or an "interim parking lot" (see definition below in item 5.)
4. "Permanent parking lots" are intended to remain for a longer period of time as an accessory function in order to support the building.
   i. Full landscaping at street edges and at interior areas is required, per IM zoning standards.
   ii. Permanent parking lots on Block B must provide Parking Lot Pedestrian Connections (combined pedestrian and bio-swale connections) minimally every 3 double loaded bays of parking (approximately 180'). (See Diagram D1 and D2 previously shown)
   iii. A corner permanent parking lot is not permitted at the south west corner of 3rd Street and Pittsburgh Avenue. The corner, for purpose of this restriction, is 60' westward from the 3rd Street property line and southward 120' from Pittsburgh Avenue (measured at the 3rd Street intersection).
   iv. A corner permanent parking lot is not permitted at the south west corner of 2nd Street and Oregon Street. The corner, for purpose of this restriction, is 120' westward (alley line extended) from the 2nd Street property line and southward the full width of the parcel to the south property line from Oregon Street.
5. "Interim Parking Lots" are defined as parking intending to provide parking for developments in the time period prior to creation of planned permanent facilities which remain for a term up to 6 years. (Note this differs from "temporary parking lots" which are intended for short, limited durations, such as during the construction of a building or construction of the permanent parking facility.)
   i. Where interim parking lots are permitted, a 5' setback (10' along Pittsburgh Avenue) from street property to the pavement is required. This area does not need to meet the landscape requirements with exception of an interim parking area along South 2nd Street, which does need to have the required street edge landscaping.
   ii. A corner interim parking lot is not permitted within 25' of the new east-west street /Pittsburgh Street alignment where it meets 3rd Street.
   iii. The drive surface of interim parking lots should have a paved surface. Drainage may be accommodated by water flow to the setback areas and simple interior islands. Interim lots should have no more than 2 curb cuts per lot and those curb cuts are located at strategic long term locations such as at the terminus of 3rd and Oregon.

iv. Fences are not required for interim parking lots. However, if desired, fences along streets must be decorative metal and must meet the requirements of 295-405. Fences on sides that are interior to the block may be chain link.
v. If the Use of land for an Interim Parking Lot is proposed to be extended beyond 6 years, the lot may either be upgraded to comply with the complete landscaping requirements of a Permanent Parking Lot and then be considered as such, or a Special Use approval would be required to continue as a Interim Parking Lot.

6. Required on-site parking per Table 295-405-2a. of the zoning code and may be located on a separate and possibly non-contiguous parcel and may be considered accessory parking.
7. Surface parking lots larger than the minimum number of spaces required onsite by zoning (see Table 295-405-2a.) must be separate parcels from the building to encourage future redevelopment of those surface lots in an urban manner as structured parking is provided.

c. Landscape and Screening Standards

1. Where permanent parking lots are permitted to be located, all landscaping must comply with the landscaping requirements for parking lots, perimeter street edges and interior requirements as found in Table 295-405-1, in addition to the following standards:
   i. Along the new street, permanent parking lots or parking areas including between buildings, parallel to the street, must maintain a 10' landscaped setback from the street in addition to all other aspects in accordance with Type B landscaping as found in Table 295-405-1.
2. Where interim parking lots are permitted, a 5' setback from street property to the pavement is required, however, this setback area does not need to meet the landscape requirements with the following exception:
   i. An interim parking lot within 25' of South 2nd Street requires Type B street edge landscaping.
   ii. Along the new street, permanent, interim, and parking which occurs between buildings parallel to the street must maintain a 10' landscaped setback from the street, in addition to all other aspects in accordance with Type B landscaping as found in Table 295-405-1.
3. Specify native plant and tree species when possible. Planting must be consistent with species found at the UW-Madison Arboretum website. Provide written certification of compliance (see Appendix X). http://uwarboretum.org/images/NativePlantsSoWis.pdf
4. Landscaping that is adjacent to the Canal Easement Zone Connectors and the parking lot pedestrian connector walk ways must include trees, shrubs and grasses. Walk ways that separate parking areas south of the new street must have regularly spaced trees to help spatially denote the path.
5. Use drought resistant plantings where possible. Strive to use collected storm water and other sources (e.g. canal) for irrigation.

6. Design landscape planting materials, soils and sub-soils for infiltration and evapotranspiration of rainwater.
7. Screen all ground-mounted utility and mechanical equipment with dense evergreen vegetation.
8. Install native planting along the water's edge.
9. On Block A, a double loaded bay of parking that is perpendicular to the street (between buildings) must provide a 10' buffer from the Canal Easement Zone with Type G landscape (per Section 295-405-1-b7.) to obscure the view of parking from the Canal Easement Zone. A minimal 5' landscaped setback from the side property line with Type A landscape is also required.
10. On Block A, if drive lanes or stub-end streets are created to service the building, they must terminate at least 25' from the south edge of the Canal Easement Zone. That area must be devoted to building, landscaping and/or coordinated hardscape.

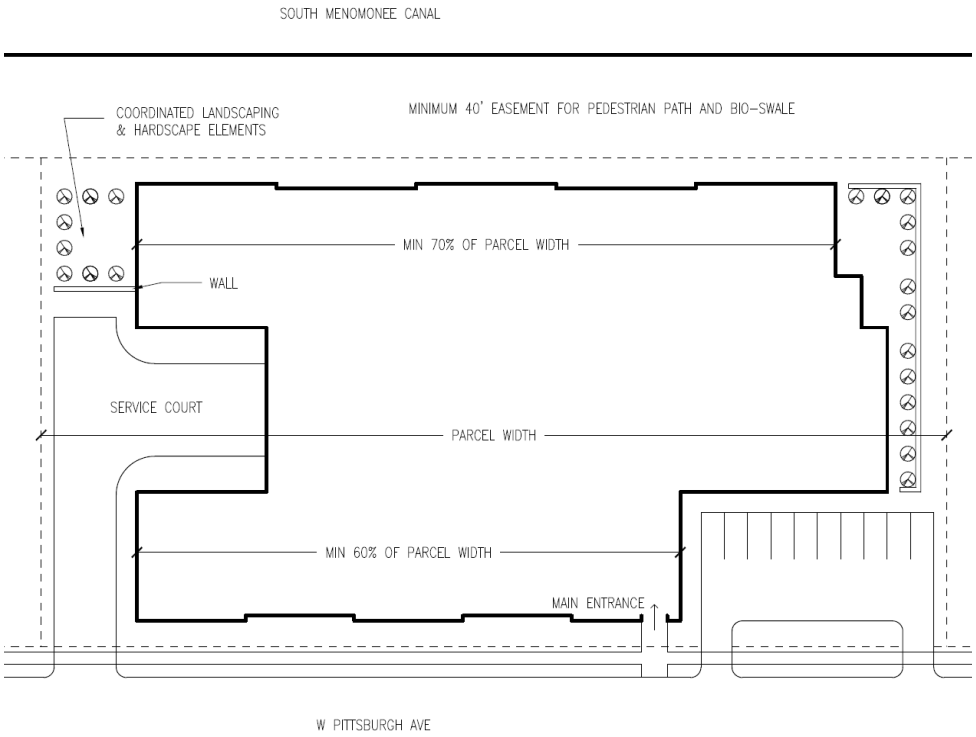


Diagram G (Service Courts)

Note: Parking shown is to illustrate exception and is not required.

11. On Block A, create service courts as needed in order to locate dumpsters, loading, service areas, transformers, utility meters and exhaust fans. (See Diagram G)
    ii. A service court must be located to screen views from both the canal and from Pittsburgh Avenue.
    iii. A service court may be concealed through building configuration or by use of wing-walls in addition to the required landscaping per 295-805-4 f through h.
12. Use the same or similar materials on screening walls as the main building. On the Block B (south of a new street), locate service areas at the rear of the building, interior to the block and screen dumpsters, loading, service areas, transformers, utility meters and exhaust fans with a wing wall in addition to the required landscaping per 295-805-4 f through h.
    i. Use the same or similar materials on screening walls as the main building.

d. Building Design Standards

1. Buildings must be a minimum of 24' in height.
2. Establish hierarchy between building elements within an individual façade. For example, articulate building entrances and corners.
3. Articulation of the building façade facing the street, public ways or canal is required. Articulation is defined as walls that have both a bay/rhythm patterns along the façade as well as surface depth between varying materials/elements and openings for windows, doors, etc. (See Diagrams C, E or G shown on previous pages) Do not face blank (windowless) walls to any streets, canal frontages or pedestrian connector walkways. The use of spandrel glass in window openings is discouraged.
4. Provide "special features" at the site corners of the sites adjacent to the 3rd Street and Pittsburgh Avenue intersection and where the main connecting path meets the canal. (See Diagram F previously shown for special site features and Diagram H below for building special features). The building "special feature" may include, but is not limited to building elements such as wall articulation, special glazing treatments, taller building elements or emphasized entrances.

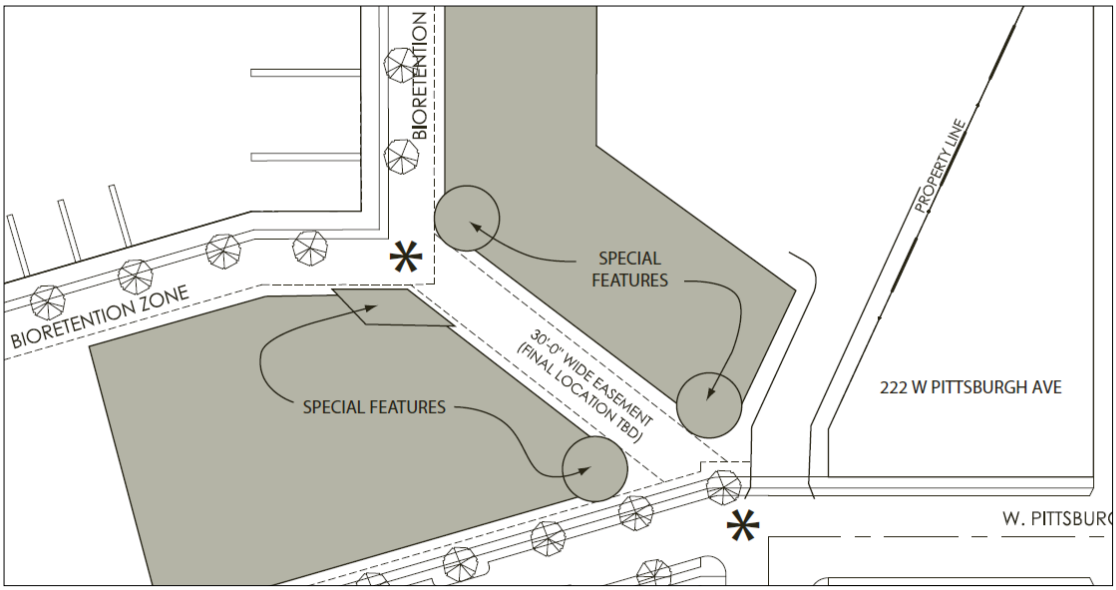


Diagram H (Building Special Features)

5. Building entrances must face or be easily recognizable from the street. A pedestrian walkway must connect to the public sidewalk on the streets.
6. All façades must contain "architecturally significant" materials, such as brick, stone, decorative masonry/burnished block, glass, architectural metal/cementuous panels or architectural pre-cast concrete. Other materials may be considered. Material samples must be submitted for review and approval.

7. Incorporate pedestrian-level details at the entry and ground level. Use awnings, canopies, arcades and related elements to add visual interest to façades and provide protection at building entrances.
8. Facades of parking structures that face public streets must provide pedestrian level wall articulation, human scale elements and overall vertical emphasis.
9. Screen building and roof top mechanical equipment from view, especially along streets and the canal. Where feasible, mechanical equipment must be located on the roof.
10. Maximize the use of daylight in all buildings by incorporating windows.
11. In order to demonstrate compliance with sustainable development practices, provide a completed and signed Reed Street Yard Sustainable Standards Checklist (See Appendix for Sustainable Design Standards Checklist). Certification from the LEED building council is encouraged in addition to this document submission requirement.

3. Signage

Design Principles

- Reinforce the water technology theme with signage.
- Promote variety and creativity for individual building/user signage.
- Implement a useful way-finding and identity signage program.
- Allow visibility for future businesses while being architecturally compatible to the building and its surroundings.

a. Signage Design Standards

1. Building wall signage must consist of individual letters and symbols. Signs may be back-lit or internally illuminated. Raceways and sources of illumination must not be visible.
2. Type B building signage as described at 295-407-2b in the zoning code (such as surface mounted sign cabinets and any signage with back-lit applied graphics on Plexiglas faces) is prohibited.
3. Building signage on a public street shall not exceed 4’ in height or 200 square feet in area per business. Tenants exceeding 10,000 square feet may have additional signage area, and will be reviewed on a case-by-case basis.
4. Signage facing the canal:
    i. One building sign per major tenant is allowed on the façade that faces the canal. Each sign may not exceed 75 square feet and must be Type A.
5. Type A rooftop signs as described at 295-407-2b in the zoning code are permitted.
6. Type B rooftop signs are prohibited.
7. Building signage will be subject to review and approval by DCD staff.
8. Free-standing signage is not permitted unless an integral part of the landscape, building or site elements.
9. In cases where free-standing signs are allowed (see #8 above) the signage must be consistent with Type A monument signs as described at 295-407-2b in the zoning code with the base at least as wide as the sign.

10. Off premise billboard signage is prohibited.
11. Freestanding signage will be subject to review and approval by DCD staff.
12. Temporary signs during advertising of land for sale or during construction:
    i. Temporary signs for the overall development may not exceed 3 double-sided or V-shaped freestanding sign located on Block B. Each of the signs may allow up to 120 square feet on each side.
    ii. A maximum of one temporary sign is allowed per building, must be located on the premise, and must be removed upon sale of land or completion of construction.
    iii. Temporary Signs may not exceed 120 square feet.

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