

City of Milwaukee  
Department of City  
Development

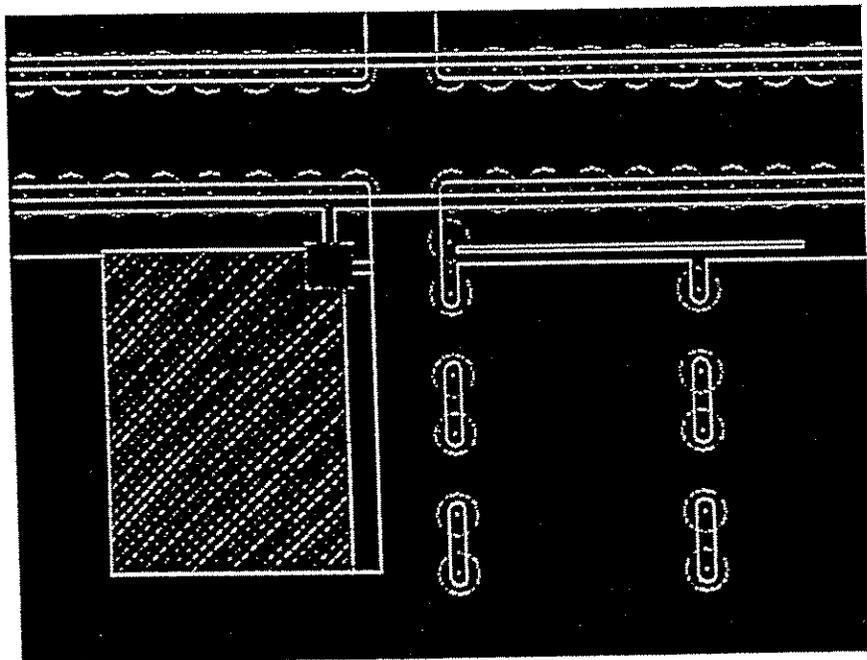
EXHIBIT C

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# Towne Corporate Park of Granville

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Development Incentive Zone Guidelines  
March 1998



The Development Incentive Zone Guidelines for the Towne Corporate Park of Granville are intended to assist those involved in the design, construction, review and approval of industrial development. The purpose of these guidelines is to promote design quality and function in industrial projects. They are also intended to expedite the approval process by presenting a common language for those involved in aspects of the design, construction and review of projects.

The siting and design of buildings in the Towne Corporate Park of Granville must respond to the general characteristics of its surroundings as well as the site's opportunities. The opportunities of a site may be viewed from various aspects. First, future expansion is accommodated most sensibly and feasibly through considered initial building placement. In addition, a continuous street wall is formed through the consistent application of various architectonic and natural elements. Finally, a building should be architecturally interesting and contribute to the overall streetscape design. The studied interface between different uses, built and natural features, will serve to create a dynamic, successful development.

## STANDARD DEFINITIONS

Because Development Incentive Zone guidelines are based upon language as well as design, many of the technical terms need to be explained in order to be better understood by developers, builders, and public officials. It is intended that a distinct comprehension of the terms, format and content of this document will be but one aspect of the goal of the Development Incentive Zone as a tool for proactive planning and urban design.

**Buffer:** The use of landscaping (other than a flat lawn), or the use of landscaping along with architectural fences or walls that at least partially and periodically obstruct the view from the street in a continuous manner, of vehicular use areas, parking lots and their parked cars; and meets the intent Milwaukee Code of Ordinance standard, Section 295-11.4.

**Outlots:** The detention of a determined allowable capacity of water with a release rate that is either fixed or variable.

**Must:** This is an item or agenda that is crucial to the DIZ guidelines. The adherence to it is essential.

**Should:** It is preferable that this item or agenda is realized, however, if it is not possible to include it in the development, it is not crucial to the viability or approval of the project proposal.

**Heavy vehicle loading area:** A paved area designed to accommodate the maneuvering, loading and unloading, and parking of commercial vehicles having a length of 27 feet or greater.

**Island:** In a road and parking area design, a raised planting area, usually curbed, and placed to guide traffic, separate lanes, limit paving of impervious surfaces, preserve existing vegetation, and increase aesthetic quality.

**Landscaping:** Any combination of living plants, such as trees, shrubs, vines, ground covers, flowers or grass; natural features such as rock, stone, bark chips or shavings; and structural features, including, but not limited to, artwork, screen walls, fences or benches.

**Loading Areas:** An area which contains trash collection areas of dumpster type refuse containers, outdoor loading and unloading spaces, docks, outdoor shipping and receiving areas, and outdoor storage of materials.

**Street Tree Planting Area:** The street tree planting area is the area of the development site which lies between the street right of way and the edge of the street curb parallel to the street.

**Street Yard:** The street yard is the area of a lot which lies between the street right of way and the actual front wall line of the building.

**Street Façade:** The street façade is the main elevation, or side, of a building that is given prominence in design and building material quality. It also is the area of significant, but not necessarily primary, entry, and it must be parallel to the street. Where a building is placed on a corner, it will have two street facing facades, and both façades must display a high level of design and building material quality.

**Principal Façade:** The principal façade is the main elevation of a building that is also given prominence in design, entrance and building material quality. Its façade must be parallel to the street.

**Primary Structure:** The first building on the lot to be developed; or the portion of a larger cluster of related buildings whose entry parallels the street edge and is the main focus of public business.

**Street Edge Elements:** These are defined as materials, man-made or natural, that are utilized singly or in combination to form a continuous street edge parallel to the build to line. They are especially important and must be utilized in such cases where the building itself does not meet the build to line. These elements may take various forms such as a masonry wall, architectural fencing or significant landscaping with natural materials.

**Office/Light Industrial:** All uses permitted as permitted in Appendix B.

**Manufacturing:** Refers to all uses listed under the heading of Manufacturing in Appendix B which requires excessive traffic, trucking, noise, odor and work shifts to conduct business.

## I. BUILDING PLACEMENT

- All buildings or streetedge conditions must have a unified build-to line of 15 feet from the ROW. All buildings must have the principal façade and entrance parallel to the streetedge. (Exhibit I)
- Where the street façade of the building does not meet the build to line due to a front parking area; appropriate streetedge elements must be incorporated in order to maintain a continuous streetedge; whether it is performed by building façade or streetedge elements, except for appropriate driveways and pedestrian paths. (Exhibits II, III, IV, VI)
- The minimum side and rear setback buffer for buildings whose use includes office space that abuts residential uses will be 25 feet. (Exhibit V)
- At the time of ultimate buildout, the facade of the site development, which includes driveways and pedestrian walkways, should be 80% of the lot width. Of this 80%, at least 50% must be the principal facade of the building; and the remainder may comprise the total with a wall, architectural fencing, or landscaping. (Exhibit V)
- Where the development site occupies either a corner site or consists of multiple sites assembled as one parcel of which some area is retained for future development; 80% of the primary site width will be developed in the above manner, and the remaining percentage may be comprised of a landscaped edge. This edge should be graded, seeded, and maintained until additional development or expansion necessitates its use.
- Where possible, any existing landscape buffer should remain intact and will count toward setback buffer distance.
- Activities generating noise, dust, or odor and activities using hazardous materials should be oriented away from adjacent properties whenever possible. The location of these uses in proximity to residential, public, and park uses should also be avoided where possible.
- Loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment should be located as far as possible from adjacent residences and screened appropriately from view. Any adverse effects on adjacent properties should be effectively mitigated.

- In order to protect residential privacy and reduce visual mass, single-story industrial buildings adjacent to residential properties of less than 40 feet in height should be placed at the setback applicable to the adjacent residential development. Multi-story industrial buildings adjacent to residential properties up to 40 feet in height should be set back from the residential property line 1.5 feet for each foot of building height. (Exhibit VIII)

## II. PARKING AND CIRCULATION

- In Area A, the building type and orientation must be different because of its adjacency to the park. Therefore, in order to optimize park views for premier office locations within the building, there may be different methods of achieving this goal.
- First, if the entire building's primary function is office related, the mass of the building may be located toward the rear of the building site. It must adhere to side and back setback requirements. Parking is allowable in front of the building, between the principal façade and the entrance. (Exhibit II, III, IV)
- If the building does not programmatically require as much coverage of the entire lot area for office uses, but necessitates coverage of the lot for other uses within the building, the office areas shall be located closest to the park. Parking should be located to the side of the building, where possible.
- The lots in Area B are located adjacent to residential uses, but not Dretzka Park. Therefore, it is not necessary for the buildings in this area to optimize views into the park.
- The placement of buildings in Area B should be sensitive to the residential uses that are adjacent to these lots. All landscaping requirements must be achieved within Area B.
- Area C is described as the location of buildings and lots whose uses are industrial to industrial adjacency.
- In Area C, loading docks, including heavy vehicle loading areas, should be located on the side of the building. For those lots that abut Outlot 3, rear loading docks are permitted.
- Loading areas and parking should be located to the rear of the building, at the back of the lot. Side parking and shared parking are encouraged.

In all cases of the development of Towne Corporate Park of Granville, the following guidelines also apply to Areas A, B, and C:

- Provide direct pedestrian access from the ROW to the building entrance. (Exhibit I)
- Shared parking between buildings is encouraged.
- Where possible, new driveways should line up with existing driveways across the street. Parking areas adjacent to intersections should be avoided.
- Security buildings and check points should be designed in conjunction with the primary building and be incorporated into the circulation system. Gates to parking areas are to be designed and located in order to prevent stacking of vehicles on the street.
- Side and rear setback landscape buffers of 25 feet for office/light industrial use and 50 feet for manufacturing uses respectively; must be used to effectively screen parking from the public view on streets and where either abuts a residential use.
- Fencing that faces any street must be of decorative metal or masonry. Fencing that does not face a street may be of another material, except wood.

### III. LANDSCAPING AND SITE IMPROVEMENTS

- In parking areas, provide one tree per ten parking spaces. The ends of parking aisles may be landscaped with appropriate vegetation.
- Formal landscape designs are encouraged.
- Landscaping and signage that enhance one another are encouraged.
- Signs and graphics will be an integral part of the overall site and building design development. An overall sign program should be created.
- Both ground mounted and attached signs should be architecturally compatible in scale and materials to the building and its surroundings. The maximum size for a ground mounted sign is 32 square feet.
- Rooftop signs are not allowed.
- Illuminated box signs should not be used, unless they are placed into a recessed portion of the building and become a part of the principal facade.
- Individual letters, painted letters, or awnings are acceptable methods of signage on the building.

#### IV. BUILDING DESIGN

##### I. MASSING

- On corner sites, locate buildings near the intersection to enrich the streetscape and add visual interest and integrity.
- Multiple buildings within a parcel project must have a functional relationship as well as an aesthetically pleasing spatial relationship to one another.
- Building design must display a high level of architectural quality. Without limiting the potential for architectural creativity and innovation, buildings of simpler design should contain differentiated elements using details at the base and eave or cornice line.
- The scale of new buildings should be compatible with adjacent buildings. Compatibility between small scale buildings and larger scale buildings must be achieved using techniques such as stepped heights, building articulation and shadow patterns. (Exhibit IX)
- The height of the building must complement the horizontal scale and massing of the building. Articulated entries and architectural details should be used in order to achieve a balance of the overall building mass.

## 2. FACADES

- A building must provide a clear indication of entrance and provide minimum distances to public and pedestrian access. In large buildings, distinctive entryways should be used to provide a transition between the street and the building, as well as among multiple tenants of a single larger building.
- The Street facade must face the street. Blank walls must never face public streets. Where two walls face streets, such as a corner lot, both facades are considered Street facades.
- Each building or complex of buildings must be stylistically consistent. Architectural style, form and scale should be integrated into the design in order to present a unified appearance.
- Long, uninterrupted facades should be avoided by adding windows and openings, recessed portals, varying color and texture, building articulation and architectural details.
- Window orientation for industrial buildings must avoid a direct sight line into adjacent, residential private yards. (Exhibit VIII)
- The quantity of window shapes and styles must relate to the architectural style of the building.
- Roof lines should be an integral part of the building design.
- Pedestrian walkways, parking lots, loading and outdoor storage areas should be lighted with an average illumination of 0.5 to 1.5 foot candles after dark.

- MATERIALS
  
- All walls visible from public streets must contain the most architecturally significant materials and fenestration. Changes in materials should occur at a point of transition in a plane. In addition to glass, two or more wall materials may be combined on the facade.
  
- All rooftop equipment shall be screened in building materials that match the structure or is visibly compatible with the structure.
  
- Significant building materials include: decorative masonry, brick, cut stone, glass, architectural-finished metal cladding and precast concrete panels. Exterior insulation and finish systems such as Dryvit or Sunalar must not exceed 30% of the exterior wall area on the street facade. Building materials not seen from the public street may comprise 50% of the following: architectural precast concrete panels, or other building materials being developed and to be developed by the construction industry. The use of these materials will be reviewed by the architectural review board established under the Towne Corporate Park of Granville on a case by case basis in order to achieve high building standards and compatibility with the goals of the guidelines.

EXHIBIT I

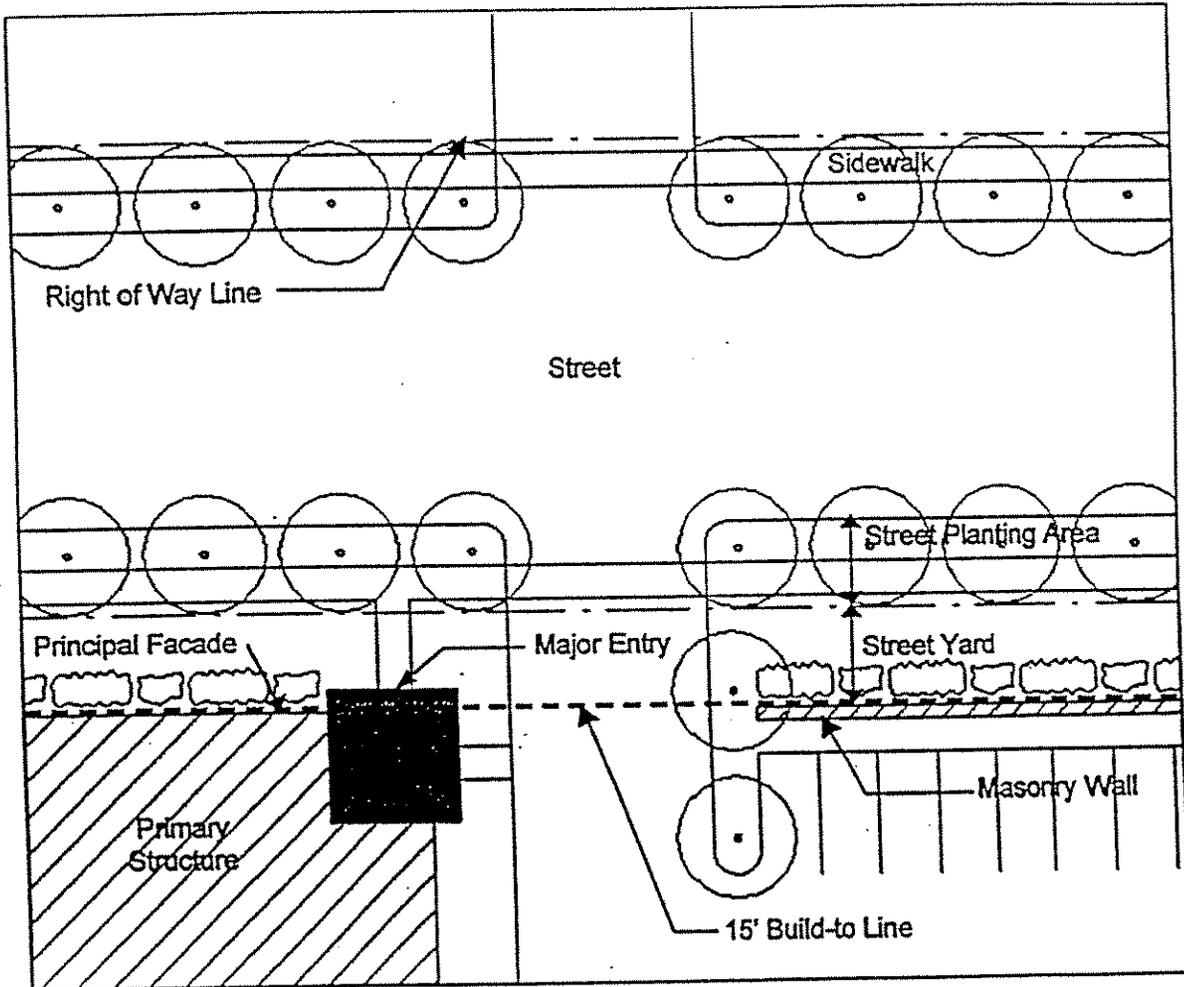


EXHIBIT II

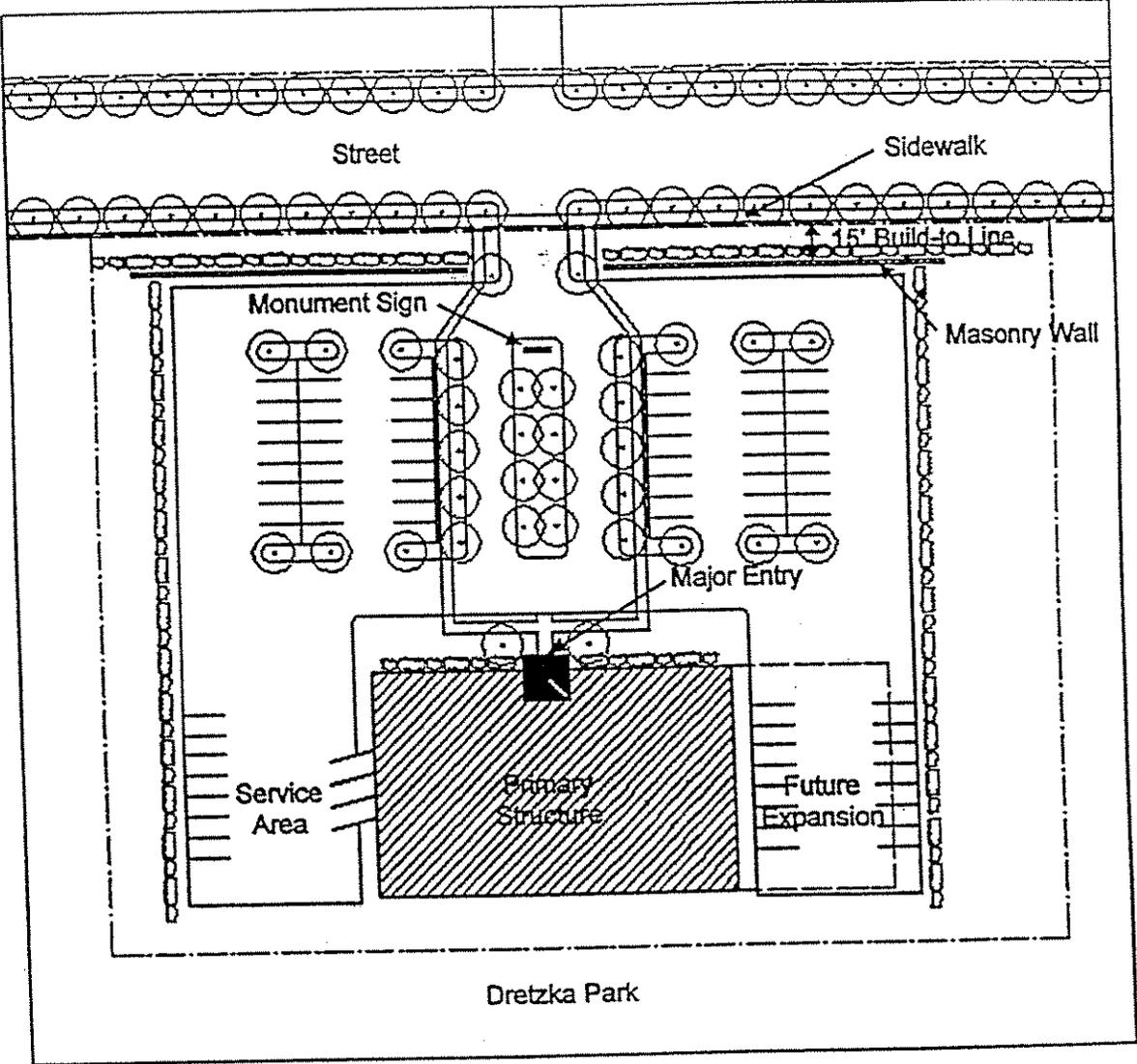


EXHIBIT III

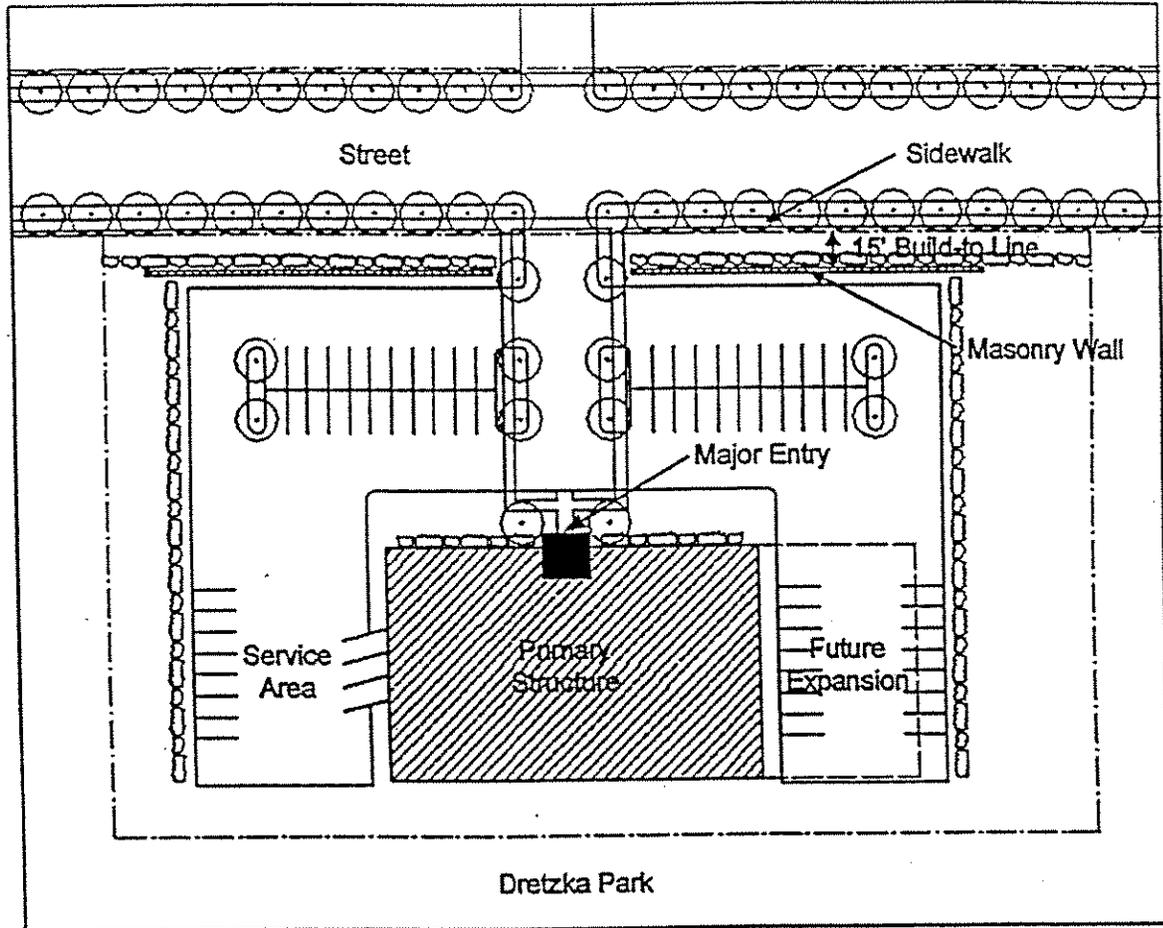
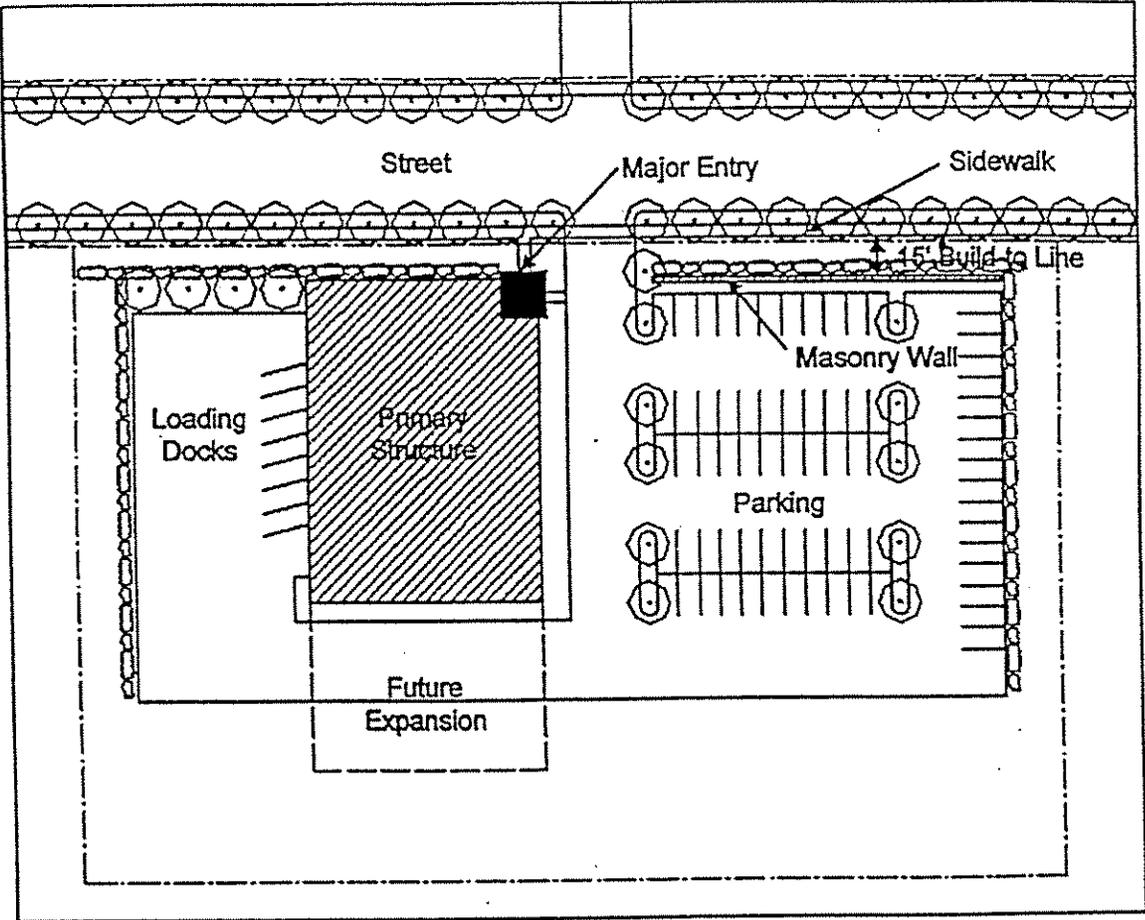


EXHIBIT IV



- Area A 
- Area B 
- Area C 

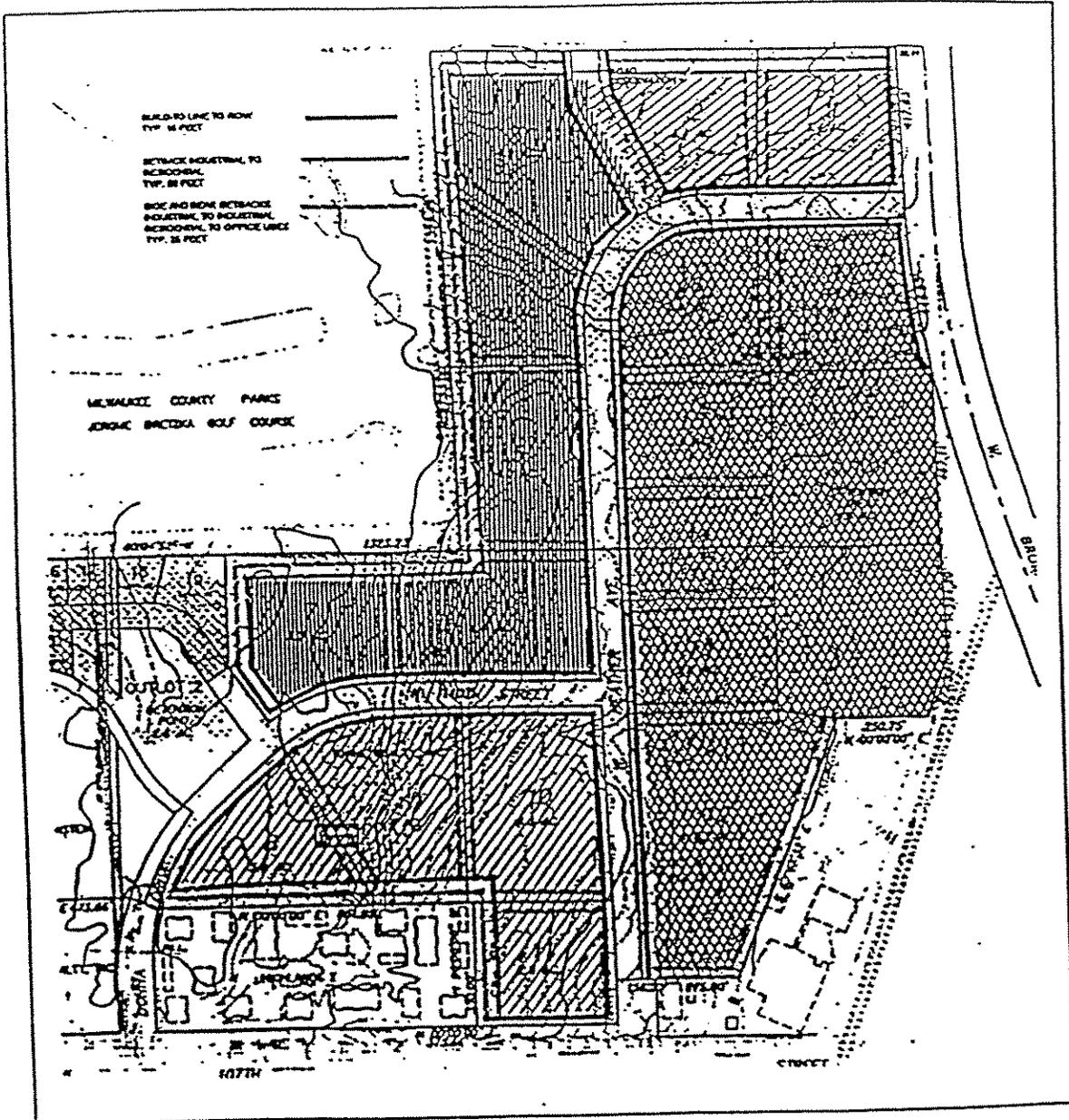
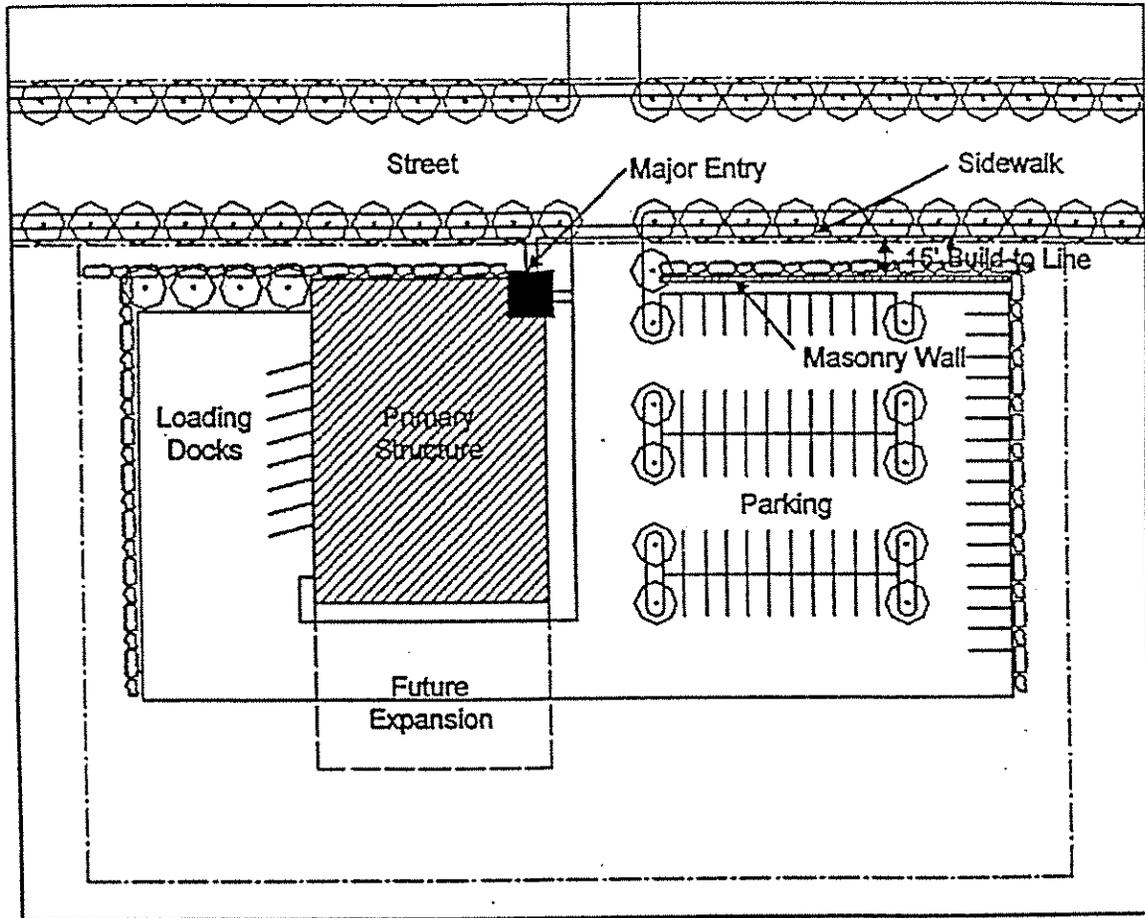


EXHIBIT IV





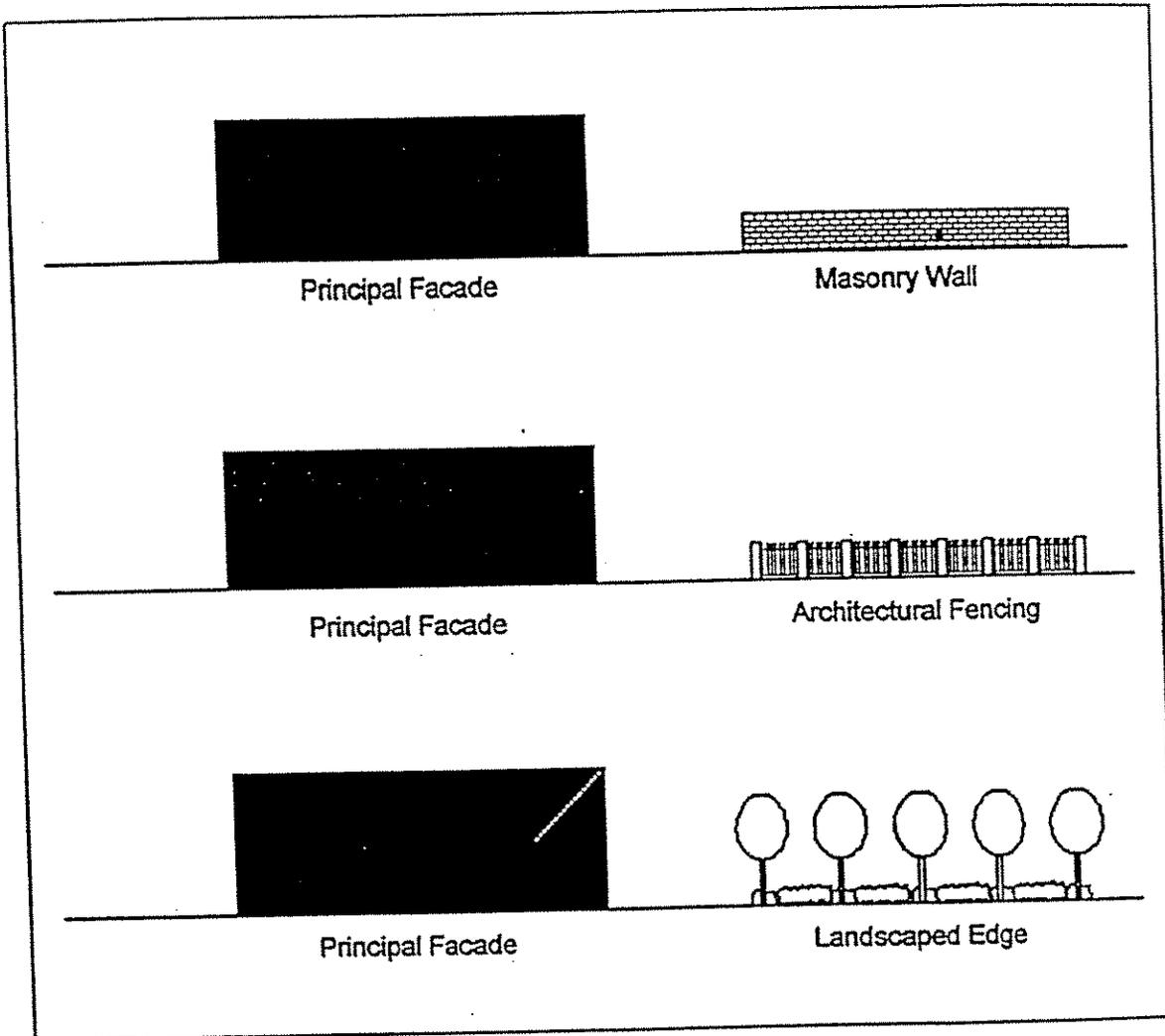
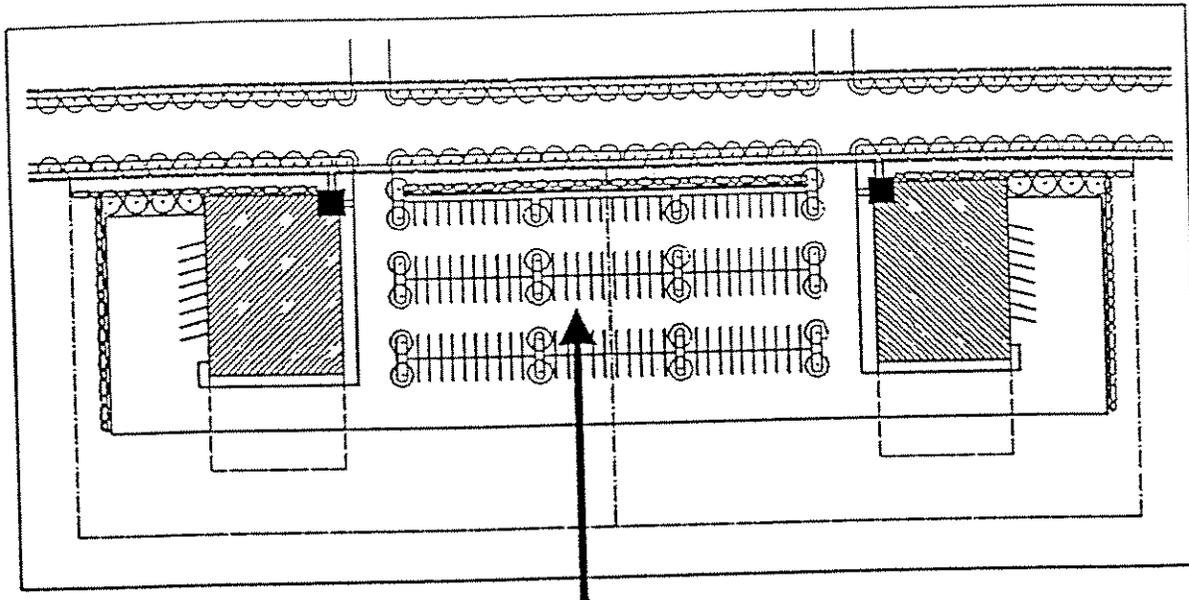
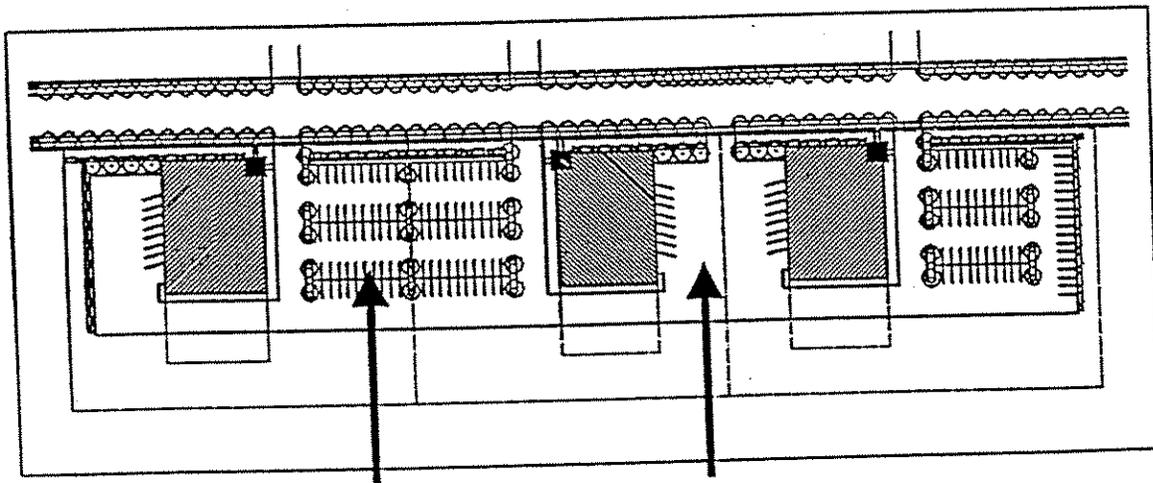


EXHIBIT VII



Shared  
Parking



Shared  
Parking

Shared  
Service  
Area

EXHIBIT VIII

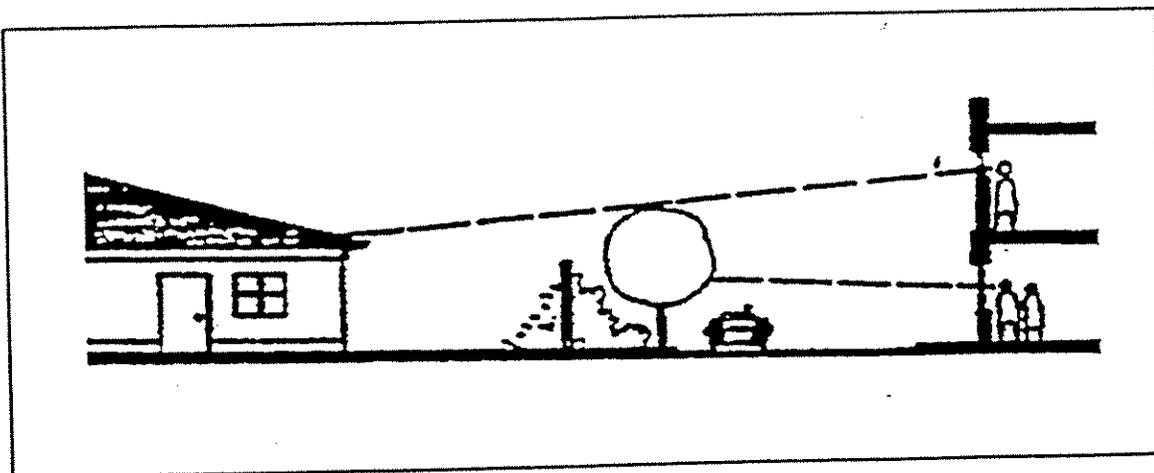


EXHIBIT IX

