



CITY OF FRANKLIN



REPORT TO THE PLAN COMMISSION

Meeting of March 17, 2016

**Planned Development District No. 37 Amendment
and Comprehensive Master Plan Amendment**

RECOMMENDATION: City Development staff recommends approval of the Planned Development District No. 37 (The Rock Sports Complex) amendment and the Comprehensive Master Plan amendment subject to the conditions of approval in attached draft ordinances.

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| Project Name: | The Rock Sports Complex/Ballpark Commons PDD No. 37 Amendment and CMP Amendment |
| Project Address: | 7900 W. Crystal Ridge Drive and vicinity |
| Applicants: | Michael Zimmerman, Greg Marso, Zim-Mar Properties LLC, and John Dargle, Jr., Director, Milwaukee County, Department of Parks |
| Property Owners: | Milwaukee County, Wisconsin Department of Transportation, Zim-Mar Properties LLC, FF & E LLC, Frank & Sally Stanzer, Bradley Savage |
| Current Zoning: | PDD No. 37, FW Floodway District, and R-3E Suburban/Estate Single-Family Residence District |
| 2025 Comprehensive Plan: | Mixed Use, Areas of Natural Resource Features, Residential Use, and Transportation Use |
| Use of Surrounding Properties: | Root River Parkway (Village of Greendale) to the north, S. 76 th Street and single-family residential to the east, Loomis Road (State Highway 36) to the south, and single-family residential to the west. |
| Applicant's Action Requested: | Recommendation to the Common Council for approval of the proposed Planned Development District and Comprehensive Master Plan amendments. |

Please note:

- Staff recommendations are underlined, *in italics*, and are included in the draft PDD amendment ordinance.
- Staff suggestions are only underlined and are not included in the draft PDD amendment ordinance.
- Applicant requested changes submitted after preparation of the draft PDD amendment ordinance which staff does not recommend approval of are **grey shaded** and are not included in the draft ordinance.
- The applicants have only provided preliminary plans and information, and as such have requested City approval of the proposed PDD amendment under Section 15-9.0208E.7.b.(1) General Approval.

INTRODUCTION:

On January 11, 2016, the Common Council held a Concept Review for a proposed sports anchored mixed-use development to be located at and near The Rock Sports Complex and southwest of the intersection of W. Rawson Avenue and Old Loomis Road upon application by Zim-Mar Properties LLC and The Rock Sports Complex LLC.

On February 1, 2016, Mr. Zimmerman, Mr. Marso, Zim-Mar Properties LLC, and Mr. John Dargle, Jr., Director of the Milwaukee County Department of Parks submitted a Planned Development District (PDD) amendment application to amend PDD No. 37 (The Rock Sports Complex), and a Comprehensive Master Plan (CMP) amendment application, in support of the proposed Ballpark Commons project.

On related matters, it can also be noted that the Common Council:

- approved a Memorandum of Understanding regarding the Ballpark Commons development on February 2, 2016;
- authorized staff to engage Ehlers & Associates, Inc. for Tax Incremental District services related to the Ballpark Commons development on February 16, 2016; and
- authorized staff to execute an agreement with Melaniphy & Associates, Inc. for independent market analysis services related to the Ballpark Commons development on March 1, 2016.

On March 12, 2016, and March 14, 2016, the applicants provided updated plans and additional information to staff for inclusion in the packet for the March 17, 2016 Plan Commission meeting.

BACKGROUND/HISTORY:

On August 30, 2012, the Common Council adopted Ordinance No. 2012-2089 establishing Planned Development District No. 37 (The Rock Sports Complex) and to rezone property from A-1 Agricultural District, R-2 Estate Single-Family Residence District and FW Floodway District to Planned Development District No. 37 and FW Floodway District.

On March 19, 2013, the Common Council adopted the Standards, Findings and Decision of the City of Franklin Common Council for a Special Exception to certain natural resource provisions of the City of Franklin Unified Development Ordinance. Specifically, for the filling of four wetlands with 0.76 total affected acres, four wetland buffers with 1.8 total affected acres, four wetland setbacks with 1.46 total affected acres, and exemption from the City's mitigation requirements to allow re-grading of the Milwaukee County Landfill cap to prevent ponding and improve drainage.

On March 5, 2013, the Common Council adopted Ordinance No. 2013-2101, to amend Planned Development District No. 37 (The Rock Sports Complex) to provide for the "Umbrella Bar/restaurant" in lieu of the "Restaurant" and "restaurant/bar" previously approved.

On March 31, 2014, the Common Council adopted Resolution No. 2014-6976 approving a Special Use for an outdoor minor league professional baseball stadium at The Rock Sports Complex. However, the Common Council did not approve a separate request by Mr. Zimmerman for financial assistance from the City of Franklin for the proposed stadium, and the stadium was not built. Pursuant to Resolution No. 2014-6976, the Special Use approval has since expired, as the subject development was not constructed within one year.

PROJECT DESCRIPTION:

As indicated in the attached materials, the applicants have requested that the existing PDD No. 37 (encompassing 10 separate parcels and 128 acres of land) be expanded (to include five additional parcels and excess DOT right-of-way along Loomis Road, encompassing about 77 additional acres). The applicants are also requesting that the amended PDD be revised to facilitate development of a sports anchored mixed-use development referred to as Ballpark Commons.

General Project Description. As proposed by the applicants, the amended PDD No. 37 is to consist of four different areas, each focusing on a different mix of uses, as noted below.

- The Rock Sports Complex area.
 - This area consists of the existing Rock Sports Complex and its existing multi-use sports and entertainment facilities bounded by the Root River Parkway on the north, S. 76th Street on the east, Crystal Ridge Drive on the southeast, W. Rawson Avenue on the south, and the Whitnall View subdivision on the west.
 - A proposed outdoor baseball stadium, with a total capacity for approximately 4,000 spectators with approximately 2,500 seats, is proposed to be located in the central portion of The Rock Sports Complex. The stadium is intended to serve as the home for a minor league professional baseball team affiliated with the American Association of Professional Baseball and as the home field for the University of Wisconsin – Milwaukee Panthers baseball team. The stadium would also be used to host various baseball tournaments and other events, and may include some associated retail uses including a restaurant.
 - A proposed year-round multi-purpose indoor sports venue is proposed to be located in the western portion of The Rock Sports Complex. It is intended to feature a regional family fun center, a premier entertainment, recreation and event venue.
 - The existing Rock Sports Complex is also envisioned to be revised to allow a golf driving range, concerts/live music, sand volleyball, an extension of the Oak Leaf Trail, etc. Please note that the existing BMX track is proposed to be removed.
- Ballpark Commons Sports Village Commercial/Mixed Use area.
 - A mixed-use/commercial area is proposed to be located along a relocated Crystal Ridge Drive between The Rock Sports Complex and Loomis Road on excess DOT right-of-way lands associated with Loomis Road but recently acquired by Zim-Mar Properties LLC.

- The area is envisioned to include an unknown number of mixed-use (possibly with residential apartments on the upper floors), restaurant, and commercial buildings, such buildings are not envisioned to exceed four stories.
- A five-story hotel building is proposed within this area or within the Ballpark Commons Commercial area.
- The area is also envisioned to include sidewalks, a future extension of the Oak Leaf Trail, an entrance feature at the intersection of S. 76th Street and Crystal Ridge Drive, and a plaza near the intersection of Crystal Ridge Drive and Rawson Avenue.
- Ballpark Commons Commercial area.
 - A mixed-use/commercial area to be located along the south side of W. Rawson Avenue extending from Loomis Road to about halfway between Loomis Road and the Stone Hedge subdivision.
 - The area is envisioned to include two mixed-use buildings with office, retail, and/or commercial uses on the ground floors and possibly up to 70 luxury residential apartments per building on the upper floors (not to exceed four stories).
 - A five-story hotel is proposed within this area or within the Ballpark Commons Sports Village Commercial/Mixed Use area.
 - The area is also envisioned to include sidewalks, and a future extension of the Oak Leaf Trail.
- Ballpark Commons Multi-Family Residential area.
 - A multi-family residential luxury apartment development located immediately south and west of the mixed-use/commercial area between Loomis Road and the Stone Hedge subdivision.
 - The area is envisioned to include approximately 300 dwelling units within 13 apartment buildings consisting of up to six five-unit two-story buildings adjacent to the Stone Hedge subdivision and Rawson Avenue, and up to seven 39-unit three-story buildings elsewhere. A mix of unit types is envisioned of primarily one- and two-bedrooms with some den units. The three story buildings will have underground parking, while the two-story buildings will have attached garages.
 - The area is also envisioned to include a clubhouse, pool, passive recreational uses such as a skating pond, shelter, greenspace/openspace, sidewalks, a future extension of the Oak Leaf Trail.
 - A 100' wide buffer space (comprised of a 60' wide and 8' high vegetated berm and a 100' building setback from the Stone Hedge subdivision).

General Transportation Elements. The applicants envision numerous changes to the existing transportation system within the proposed PDD No. 37 (The Rock Sports Complex/Ballpark Commons) area including:

- Crystal Ridge Drive. The existing road would be relocated. The relocated road (proposed to be owned and maintained by the City of Franklin) would extend from its current intersection with 76th Street southwestward through the Ballpark Commons Commercial area, around the northern side of the proposed baseball stadium, and would extend southward to Rawson Avenue approximately 200 feet east of its current location.
- Old Loomis Road. The existing road would be relocated. The relocated road (proposed to be owned and maintained by the City of Franklin) would extend southward and westward from its intersection with Rawson Avenue (about 200' east of its current location) back to Rawson Avenue at a location about 400 feet east of Hawthorne Lane, and would also extend further southward from a possible round-about to Loomis Road at a location about 700 feet north of Warwick Way. The existing portion of Old Loomis Road from this point to the existing Warwick Way would remain.
- Rawson Avenue Intersection with Relocated Crystal Ridge Drive/Old Loomis Road. A stop light is envisioned at this new intersection.
- Loomis Road Intersection with Relocated Old Loomis Road. A stop light is envisioned at this new intersection.
- New public roads. The new public roads are envisioned to be 40' wide from curb to curb, with a 5' terrace and 5' sidewalk on both sides. The applicants further suggest that bike lanes and parking be allowed on one or both sides of these roads.
- Loomis Road Ramps. The applicants envision that their current Development Concept could be revised to accommodate any changes to the Loomis Road ramps that the City and the Wisconsin Department of Transportation agree upon. But in the meantime, that: the southwestward bound ramp from 76th Street to Loomis Road would merge with Loomis Road at some point north of Rawson Avenue and would not connect to Rawson Avenue; and that the southward bound ramp from Rawson Avenue to Loomis Road would merge with Loomis Road at some distance north of its current location so that the relocated Old Loomis Road could intersect with Loomis Road near the south end of the Ballpark Commons Multi-Family Residential area.
- Loomis Road Intersection with Warwick Way. The applicants envision that Warwick Way will be extended to Loomis Road and a stop light placed at this intersection.

General Public Sewer and Water Systems. The applicants further indicate that public sanitary sewer and water service would be extended throughout the entire PDD and provided to all new development. The applicants also indicate that such systems could be extended further west along Rawson Avenue to serve the adjacent Whitnall View subdivision if necessary.

PROJECT ANALYSIS:

Comprehensive Master Plan Amendment:

Comprehensive Master Plan Consistency

Consistent with, as defined by Wisconsin State Statute; means “furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.”

The City of Franklin 2025 Comprehensive Master Plan (CMP) Future Land Use Map identifies the subject area as Mixed Use, Areas of Natural Resource Features, Transportation, and Residential. However, only the current Transportation and Residential portions of this area are envisioned to change, to Mixed Use, to reflect their proposed addition to PDD No. 37. The existing Mixed Use area (reflecting the existing PDD No. 37) is envisioned to remain unchanged. To establish consistency between the Comprehensive Master Plan and the proposed uses and proposed zoning, an amendment of the Comprehensive Master Plan is necessary.

Staff would note that the proposed PDD No. 37 amendment/proposed CMP amendment is consistent with the following principles and goals set forth within the Comprehensive Master Plan, including but not limited to:

- High Quality Development Principle, “The priority will be to allow for various types of development, as long as the proposed development does not increase the local tax burden.”
- Economic Development Principle, “...to promote a high quality community for residents and businesses alike; create jobs for a growing population; and stabilize and expand a diverse tax base.”
- Land Use Principle, “...to enhance the quality of life for present and future generations by providing economic growth through the highest quality of residential, recreational, and business development in Southeastern Wisconsin; encourage quality development that includes smaller and mixed-use commercial centers and corridors...; allow for various types of development, while giving appropriate consideration to the impact of new development on the local property tax burden...”.
- Housing Principle, “...to provide a wide range of housing opportunities to support the needs of working professionals, seniors, and families...”.
- Utility and Community Facilities Principle, “Provide City residents access to parks, open space, and a wide range of recreational programs and facilities that help to promote an active and healthy lifestyle.”
- Land Use Goal, “Accommodate (where appropriate) mixed use development within identified districts and commercial areas.” And it’s associated objective, “Include public open space within, and adjacent to, mixed use developments.”
- Land Use Goal, “Build community identity by revitalizing ... important areas of the City, enforcing appropriate design standards, and by creating and preserving varied and unique development and land uses.”

Based upon the information provided by the applicants, and the information noted in this report, it is staff’s professional opinion that the proposed PDD No. 37 amendment would be consistent

with a preponderance of the principles, goals, objectives, and policies set forth in the Comprehensive Master Plan. Therefore, staff recommends approval of the Comprehensive Master Plan amendment, to change the Future Land Use for this area from Residential and Transportation to Mixed Use.

Planned Development District No. 37 Amendment:

It is important to note that the information and plans provided by the applicants are very preliminary in nature. As such, the applicants have requested City approval of the proposed PDD amendment under Section 15-9.0208E.7.b.(1) which states:

General Approval. Plans submitted with the application for a rezoning to the PDD Planned Development District need not necessarily be completely detailed at the time of rezoning provided they are of sufficient detail as to satisfy the Plan Commission and the Common Council as to the general character, scope, and appearance of the proposed development. Such preliminary plans designate the pattern of the proposed streets, and the size and arrangement of individual building sites. The approval of such preliminary plans shall be conditioned upon the subsequent submittal and approval of more specific and detailed plans as each stage of development progresses.

It is also important to note that with the applicant's concurrence, staff had prepared a draft ordinance setting forth standards for the proposed PDD No. 37 amendment *prior* to receipt of the information for the March 17th Plan Commission meeting. *Due to the short time-frame available for the applicant's review of the draft ordinance and for staff's consideration of the applicants comments, and staff's concerns with certain changes proposed by the applicants, those changes to the draft ordinance that staff does not concur with are highlighted in grey shading, and are not included within the draft ordinance. Should the Plan Commission or the Common Council concur with the applicants requests in these instances, a separate motion for such changes would be needed.*

It can also be noted that Section 15-9.0208E.7.b. states that after a General Approval, plans submitted for detailed approval shall be sufficiently precise as identified by the Plan Commission and that any approvals given are all that would be necessary prior to occupancy. *In addition, the applicants also request that major alterations be subject solely to approval by the Plan Commission.* However, due to the lack of details provided in the attached plans, the potential for significant changes to the Development Concept Plan, changes in response to potential financial assistance considerations between the applicants and the City which have yet to be determined, and the number and importance of potential impacts upon adjacent properties, *staff recommends that the submittal of plans for detailed approval of the various components of Planned Development District No. 37 shall be forwarded to the Common Council for approval, after review and recommendation by the Plan Commission, unless otherwise specifically set forth in PDD No. 37, such as for those uses/structures identified as permitted uses.* Staff would note that generally, those plans and approvals which would not require Common Council approval would be those associated with permitted uses, as set forth in the amended PDD No. 37 ordinance, such

as zoning compliances, Minor Site Plan Amendments, and Site Plans, as such processes are currently set forth in the UDO.

General PDD Standards:

Although the applicants have requested General Approval of the PDD amendment, which is an option allowed by the Unified Development Ordinance, the UDO also requires certain information and certain details at the time of all PDD submittals, as set forth most particularly in Sections 15-3.0401 Intent of the Planned Development Districts, 15-3.0402 Conformance of the Planned Development District with the Adopted Comprehensive Master Plan and Adopted Detailed Neighborhood and Planning District Plans, and 15-3.0403 Minimum Area and Use Requirements and Other Standards.

As proposed, the Planned Development District No. 37 amendment, as a mixed compatible uses PDD, complies with the general intent, land use intensity, and the minimum land area requirements of planned development districts as set forth in Division 15-3.0400 of the Unified Development Ordinance.

While the applicants have provided an estimated value for the overall project of between \$110 to \$130 million dollars, such estimate has not been broken down into estimated values for structures, site improvement, landscaping, special features, etc. as required by Section 15-9.0208B.1.b. of the UDO. Therefore, staff recommends that the applicants provide a general summary of the value of the overall project broken down into the four general use areas of the proposed PDD as set forth herein, and as further specified by Section 15-9.0208 of the UDO, for Planning Department review, prior to submittal of the proposed PDD amendment to the Common Council.

While the applicants have provided artist renderings of some of the proposed buildings within the subject PDD, they have not provided architectural drawings or sketches of all proposed structures as required by Section 15-9.0208B. of the UDO. Therefore, staff recommends that the applicants provide architectural drawings or sketches of, at a minimum, all building types proposed within the PDD illustrating a design and character that derives benefit from coordinated and compatible planning and design, for Planning Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.

While public sanitary sewer and water service is required for all Planned Development Districts, and the applicants have indicated that they will provide such services to all new development within the PDD, sewer and water plans have not been prepared, and as such, it is not yet known in any detail how such services will be provided. Therefore, pursuant to Section 15-9.0208B. of the UDO, staff recommends that the applicants revise the Project Narrative to indicate whether any unusual situations will be encountered in the provision of public sanitary and water services and how such situations will be addressed, for Planning and Engineering Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.

The information provided by the applicants does not identify if/how the proposed project is compatible with existing adjacent land uses and consistent with the City's plans and ordinances. Therefore, pursuant to Sections 15-9.0208B. and 15-9.0208E. of the UDO, staff recommends that

the applicants revise the Project Narrative to identify how the proposed project is compatible with existing adjacent land uses, is not contrary to the general welfare and economic prosperity of the immediate neighborhoods, and its proposed mixture of uses produces a unified composite which is compatible with the surrounding neighborhoods, for Planning Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.

The Rock Sports Complex portion of PDD No. 37:

The existing Rock Sports Complex standards are those as set forth in the P-1 Park District, the design standards found in Part 5 of the City of Franklin Unified Development Ordinance, and as may otherwise be set forth within the current PDD No. 37 ordinance. It is envisioned that these standards will continue to apply to The Rock Sports Complex.

The applicants do request that this area be revised to allow a golf driving range and sand volleyball as permitted uses, which staff has no objection to, and which have been reflected in the draft ordinance.

However, the applicants have also requested that concerts and live music also be allowed as permitted uses. Staff recommends that these uses remain special uses as currently set forth in the draft ordinance, due to their potential impacts upon adjacent properties, and as the City has previously and continues to receive numerous complaints from neighbors about excessive noise from various events and activities at The Rock Sports Complex.

Staff recommends that prior to any new or revised concerts, live music venues, or outdoor events utilizing speakers, including but not limited to the proposed baseball stadium, that a comprehensive outdoor sound study of The Rock Sports Complex (incorporating both existing and proposed events and facilities) be undertaken by the applicants, that such study shall identify and recommend such practices, equipment and systems to not only fully comply with all pertinent City noise regulations and standards, but which also reasonably addresses neighbors concerns, that such study be reviewed by an independent party of the City's choosing and at the applicants reasonable expense, for review and acceptance by the Common Council, prior to any further development within The Rock Sports Complex. It should be noted that this requirement is not intended to apply to any existing live music venues or events with outdoor speakers which are fully compliant with its permit and approval conditions, and which do not materially change. However, staff suggests that any recommendations from the Comprehensive Outdoor Sound Study that apply to existing facilities or events be implemented within one year from the date of acceptance of the Study by the Common Council.

Similarly, the City has previously and continues to receive numerous complaints from neighbors about excessive light pollution from the existing ballfields at The Rock Sports Complex. While some measures have been undertaken by the applicants to reduce light pollution, such complaints have continued. It can be further noted that the proposed baseball stadium could potentially add to such concerns. Therefore, staff recommends that prior to any new or revised ballfields, parking lots, or outdoor events utilizing lighting systems, including but not limited to the proposed baseball stadium, that a comprehensive outdoor lighting study of The Rock Sports Complex (incorporating both existing and proposed events and facilities) be undertaken by the

applicants, that such study shall identify and recommend such practices, equipment and systems to not only fully comply with all pertinent City lighting regulations and standards, but which also reasonably addresses neighbors concerns, that such study be reviewed by an independent party of the City's choosing and at the applicants reasonable expense, for review and acceptance by the Common Council, prior to any further development within The Rock Sports Complex. It should be noted that this requirement is not intended to apply to any existing ballfields or parking lots with outdoor lights which are fully compliant with its permit and approval conditions, and which do not materially change. However, staff suggests that any recommendations from the Comprehensive Outdoor Lighting Study that apply to existing facilities or events be implemented within one year from the date of acceptance of the Study by the Common Council.

As significant development and land disturbing activities are envisioned on and immediately adjacent to the existing landfill, staff recommends that the applicants obtain all required approvals and permits from the Wisconsin Department of Natural Resources and Milwaukee County prior to any disturbance or development of the landfill area. Staff further recommends that the applicants obtain preliminary or conditional approvals from the Wisconsin Department of Natural Resources and Milwaukee County, and that the applicants submit a detailed map of the extent of the landfill area, such map to be approved by the Wisconsin Department of Natural Resources and Milwaukee County, to City staff, prior to the submittal of any detailed plans for the landfill area.

In order to provide a vegetated buffer between the multi-purpose fields and the adjacent subdivision, and adequate space for maintenance and use of the fields, staff recommends that the applicants revise the Development Concept Plan to remove one of the two multi-purpose fields located immediately northeast of the Whitnall View subdivision, for staff review and approval, prior to the submittal of any detailed plans for The Rock Sports Complex area.

In order to provide more land for the Ballpark Commons Commercial area, and parking for that area as well as for the entire Sports Village, staff suggests that the applicants revise the Development Concept Plan to remove the two existing softball/baseball fields immediately adjacent to Crystal Ridge Drive Please note that should the results of a Comprehensive Parking Study of the Planned Development District indicate that there is a significant parking shortage in this area, that this suggestion may become a recommendation.

Staff suggests Milwaukee County combine all ten (10) parcels located within The Rock Sports Complex through the City's Certified Survey Map process.

It can be noted that the applicants have not requested changes to the current hours of operation of The Rock Sports Complex and its associated activities at this time. Any such changes would require separate City approvals.

Ballpark Commons Sports Village Commercial/Mixed Use Area:

The Ballpark Commons Sports Village Commercial/Mixed Use Area is to be located in that area bounded by Crystal Ridge Drive, S. 76th Street, Loomis Road, and W. Rawson Avenue and includes the excess right-of-way along Loomis Road that was recently acquired by Zim-Mar

Properties LLC. The standards for this area are those as generally set forth in the OL-2 General Business Overlay District, the design standards found in Part 5 of the City of Franklin Unified Development Ordinance, and as may otherwise be set forth within the proposed PDD No. 37 ordinance.

The applicants have requested that the standards for this area be revised to allow residential apartments in the upper floors of multi-story buildings. Staff recommends that the commercial apartment standards proposed in the Ballpark Commons Mixed Use Area in Table 15-3.0442C.1. of the draft ordinance also be incorporated into Table 15-3.0442B.1. Ballpark Commons Commercial Area Development Standards.

The applicants have requested that the multi-purpose indoor sports venue be designated as a permitted use. However, due to the proposed buildings prominent size and location, its relationship to the landfill and the adjacent Whitnall View subdivision, and the lack of details about the potential tenants, site design and architecture, staff recommends that this facility remain as a special use as identified in the draft PDD amendment ordinance.

The applicants have requested that this area allow up to four story buildings as a permitted use. Staff recommends that the permitted building height remain at 3 stories and 45 feet, with taller buildings to be considered as part of a Special Use, as currently set forth in the draft ordinance, due to staff's concerns about a potential significant shortage of parking within the PDD and potential impacts upon adjacent properties.

The applicants have requested that this area allow 0' side yard setbacks. Staff recommends that the side yard setback remain at 10', with smaller setbacks to be considered by the Plan Commission as part of a Site Plan, etc., as currently set forth in the draft ordinance, due to staff's concerns about density and compatibility with the adjacent neighborhoods.

As significant development and land disturbing activities are envisioned on and/or immediately adjacent to the existing Emerald Park Landfill gas pipeline, staff recommends that the applicants obtain all required approvals and permits from the Milwaukee Metropolitan Sewerage District prior to any disturbance or development of the gas pipeline area. Staff further recommends that the applicants obtain preliminary or conditional approval from the Milwaukee Metropolitan Sewerage District, and that the applicants submit a detailed map of the location of the gas pipeline and associated easement, to City staff, prior to the submittal of any detailed plans for the landfill area.

To ensure that adequate parking, appropriate resident and visitor amenities, and compatibility with adjacent uses is provided, and that a high quality development can and will be maintained, staff recommends that the applicants provide additional details about the multi-family residential component of the Ballpark Commons Sports Village Commercial/Mixed Use area, (including but not limited to: location, number and size of units and bedrooms; types, locations and amounts of on-site and off-site parking; envisioned rental rates; amenities to be provided; etc.) for staff review, prior to the submittal of any detailed plans for this area. Staff further recommends that the applicants prepare preliminary information about the multi-family residential component of

the Ballpark Commons Sports Village Commercial/Mixed Use area, for staff review, prior to submittal of the proposed PDD amendment to the Common Council.

Ballpark Commons Commercial Area:

The Ballpark Commons Mixed Use Area is to be located in that area bounded by W. Rawson Avenue, Loomis Road, and the Stone Hedge subdivision and includes potential excess right-of-way along Loomis Road. The standards for this area are those as generally set forth in the B-4 South 27th Street Mixed Use Commercial District, the design standards found in Part 5 of the City of Franklin Unified Development Ordinance, and as may otherwise be set forth within the proposed PDD No. 37 ordinance.

The applicants have requested that the standards for this area be revised to allow residential apartments in the upper floors of multi-story buildings. Staff recommends that the commercial apartment standards proposed in the Ballpark Commons Mixed Use Area in Table 15-3.0442C.1. of the draft ordinance also be incorporated into Table 15-3.0442B.1. Ballpark Commons Commercial Area Development Standards.

The applicants have requested that this area allow up to a five-story hotel building and up to four story mixed-use buildings as a permitted use. Staff recommends that the permitted building height remain at 3 stories and 45 feet, with taller buildings to be considered as part of a Special Use, as currently set forth in the draft ordinance, due to staff's concerns about a potential significant shortage of parking within the PDD and potential impacts upon adjacent properties.

The applicants have requested that this area allow 0' side yard setbacks. Staff recommends that the side yard setback remain at 10', with smaller setbacks to be considered by the Plan Commission as part of a Site Plan, etc., as currently set forth in the draft ordinance, due to staff's concerns about density and compatibility with the adjacent neighborhoods.

To ensure that adequate parking, appropriate resident and visitor amenities, and compatibility with adjacent uses is provided, and that a high quality development can and will be maintained, staff recommends that the applicants provide additional details about the multi-family residential component of the Ballpark Commons Mixed Use area, (including but not limited to: location, number and size of units and bedrooms; types, locations and amounts of on-site and off-site parking; envisioned rental rates; amenities to be provided; etc.) for staff review, prior to submittal of the PDD amendment to the Common Council.

Ballpark Commons Multi-Family Residential Area:

The Ballpark Commons Multi-Family Residential Area is to be located in that area bounded by the Ballpark Commons Mixed Use area, Loomis Road, and the Stone Hedge subdivision and includes potential excess right-of-way along Loomis Road. The standards for this area are those as generally set forth in the R-8 General Residence District, the design standards found in Part 5 of the City of Franklin Unified Development Ordinance, and as may otherwise be set forth within the proposed PDD No. 37 ordinance.

The applicants have requested that this area allow smaller minimum open space standard of 0.2, and higher maximum density standard of 9.5. Staff recommends that the open space standard remain at 0.25 and the maximum density standard remain at 8.0, with greater densities to be considered as part of a Special Use, as currently set forth in the draft ordinance, due to staff's concerns about density and compatibility with the adjacent neighborhood.

The applicants have requested that this area allow lot dimensional requirements and setbacks to be determined on a case-by-case basis during the review of detailed plans. Staff recommends that the lot dimensional requirements and setbacks remain unchanged, with smaller setbacks to be considered by the Plan Commission as part of a Site Plan, etc., as currently set forth in the draft ordinance, due to staff's concerns about density and compatibility with the adjacent neighborhood.

The applicants have requested that this area allow balconies to count as Open Space. Staff recommends that the open space continue to be calculated as set forth within the Unified Development Ordinance, due to staff's concerns about density and compatibility with the adjacent neighborhood.

The applicants have requested that this area allow parking to be provided at a ratio of 1.4 spaces per dwelling unit. Staff recommends that the parking ratio continue to be calculated as set forth within the Unified Development Ordinance as 1 space per bedroom for one and two bedroom apartments and 2.5 spaces per three or more bedroom apartments, due to staff's concerns about a potential significant shortage of parking within the PDD and potential impacts upon adjacent properties.

The applicants have requested that this area allow off-street loading with no minimum standards. Staff recommends that the off-street loading standards as set forth within the Unified Development Ordinance continue to be utilized, due to staff's concerns about density, compatibility with the adjacent neighborhood, and a potential significant shortage of parking within the PDD and potential impacts upon adjacent properties.

To ensure that appropriate resident and visitor amenities, compatibility with adjacent uses is provided, and that a high quality development can and will be maintained, staff recommends that the applicants provide additional details about the multi-family residential component of the Ballpark Commons Multi-Family Residential area, (including but not limited to envisioned rental rates, amenities to be provided, etc.) for staff review, prior to submittal of the proposed PDD amendment to the Common Council.

Staff suggests that for those apartment buildings adjacent to the Stone Hedge subdivision, that the parking lots be moved to the front of the buildings and the buildings moved closer to the subdivision.

Transportation:

The applicants have indicated in their project narrative, but have not identified on the General Development Concept Map, that certain changes are envisioned to the Loomis Road ramps, as

well as the addition of new signalized intersections to Loomis Road and Rawson Avenue. Staff recommends that a note be added to the Development Concept Map indicating that alterations to existing state, county, and local roads are envisioned, including but not limited to removal of certain ramps and the addition of certain signalized intersections, and that such changes will be subject to Wisconsin Department of Transportation, Milwaukee County, and City of Franklin review and approval, prior to submittal of the proposed PDD amendment to the Common Council.

The applicants also provide little information about coordination of these and other transportation system changes with the applicable regulatory agencies, including the Traffic Impact Analysis recently prepared by the City and submitted to the DOT. Therefore, staff recommends that the applicants prepare a Traffic Impact Analysis for the entire subject PDD, incorporating travel impacts from the Ballpark Commons project into future alternatives giving priority to collector roads to future intersections with Loomis Road, such being compatible with that TIA prepared by the City and recently submitted to the DOT pertaining to the Loomis Road ramps, for review and approval by the Wisconsin Department of Transportation, Milwaukee County, and the City of Franklin as applicable, prior to the submittal of any detailed plans for PDD No. 37. Staff further recommends that the applicants complete a preliminary TIA, and obtain preliminary approval of the TIA from the affected agencies, for staff review, prior to the submittal of the proposed PDD amendment to the Common Council.

Staff recommends that any portion of a public road to be owned by the City of Franklin that is located on any portion of the historic landfill be the subject of a 20-year bond by the applicants in an amount and terms to be approved by the City to insure adequate funds for any repair and reconstruction of such roads due to landfill conditions, for Engineering Department staff review, prior to any development within such applicable portion(s) of PDD No. 37. Staff suggests that the portion of Crystal Ridge Drive north of the proposed baseball stadium envisioned to be publicly owned instead be privately owned, and that the portion of Crystal Ridge Drive south of the stadium be publicly owned.

Staff recommends that the applicants revise the Development Concept Map to redesign the relocated Crystal Ridge Road such that all intersections with other roads, public or private, occur at right angles, except for those intersections designed as a roundabout, for Engineering Department staff review and approval, prior to the submittal of any detailed plans within The Rock Sports Complex and the Ballpark Commons Sports Village Commercial/Mixed Use areas of PDD No. 37.

Staff recommends that the applicants prepare a Street Design Plan for all new and reconstructed streets within PDD No. 37, to be designed with appropriate Complete Streets and traffic calming practices, including consideration of such elements as bike lanes, sidewalks, on-street parking, roundabouts, etc., for Engineering and Planning Department staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Street Design Plan as may be determined by the City). Staff further recommends that the Street Design Plan incorporate consideration of extension of four lanes for Rawson Avenue further westward to at least Hawthorne Lane.

Staff recommends that the applicants prepare a Bike and Pedestrian Plan for the entire PDD, identifying design and location details for such facilities as sidewalks, trails, crosswalks, signage, pedestrian scale lighting, bike rest/rental/repair stations, etc., for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Bike and Pedestrian Plan as may be determined by the City). Staff further recommends that the applicants prepare a Preliminary Bike and Pedestrian Plan for staff review prior to the submittal of the proposed PDD No. 37 amendment to the Common Council. Staff also recommends that the Bike and Pedestrian Plan include a public space located between the proposed baseball stadium and the proposed multi-purpose indoor sports venue that includes outdoor seating areas, a bike rest/rental/repair facility, public art/exhibit areas, etc.

Staff recommends that the applicants prepare a Streetscaping Plan for all new and reconstructed streets within PDD No. 37, incorporating such features as decorative lighting, special signage, pedestrian rest areas, etc., for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Streetscaping Plan as may be determined by the City). Staff further recommends that the applicants prepare a preliminary Streetscaping Plan for staff review prior to submittal of the proposed PDD No. 37 amendment to the Common Council.

Staff suggests that a sidewalk be added to the west side of 76th Street from Crystal Ridge Drive to Rawson Avenue.

Staff suggests that the Rawson Avenue sidewalks be widened, and that new sidewalks be added to Rawson Avenue from Crystal Ridge Drive/Old Loomis Road west to at least Hawthorne Lane.

Staff suggests that a pedestrian pathway/emergency access drive be extended from the end of Karrington Drive into the Ballpark Commons Multi-Family Residential area.

Parking:

As parking information for the southern portion of the Ballpark Commons proposal was not provided until March 12th, and similar information for the northern portions on March 14th, staff has not had an opportunity to review that information. Staff may have serious concerns about the amount of parking needed for PDD No. 37 and the amount of parking envisioned to be provided by the applicants. For instance, just the baseball stadium and the multi-purpose indoor sports venue alone would require approximately 2,700 parking spaces according to UDO parking standards. Furthermore, the applicants proposed parking standards of 4 parking spaces per 1,000 sq. ft. of commercial space, 1.5 parking spaces per residential apartment, etc. are less than the standards set forth in the UDO.

Therefore, and as noted in its Staff Comments to the applicants dated February 16th, staff recommends that the applicants submit a detailed and comprehensive Parking Study for the entire proposed PDD, which includes consideration of a parking structure, underground parking for all multi-story buildings, formal shared parking arrangements, and on-street parking, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such

plans to incorporate the findings and recommendations of the Parking Study as may be determined by the City).

It should be noted that detailed parking plans, consistent with the Comprehensive Parking Plan, would be required at the time of a Site Plan, Special Use, etc. as is typically required by the UDO.

Landscaping:

The applicants have provided limited information about the landscaping envisioned within PDD No. 37, but do indicate that landscaping is envisioned to be appropriate to each area within PDD No. 37, generally reflective of an urban setting, and shall be as provided on recorded plans. Therefore, staff recommends that the applicants provide a General Landscape Plan for each of the four areas comprising PDD No. 37, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the General Landscape Plan as may be determined by the City).

The vegetative buffer proposed by the applicants indicates a 60' wide landscaped area with a 8' high berm, and an additional 40' building setback. As such, staff recommends that the requested General Landscape Plan, and the pertinent zoning district standards, be revised to reflect a minimum 60' wide landscape buffer, including a minimum 8' high berm, to be located along the entire western boundary of PDD No. 37, for staff review, prior to the submittal of any detailed plans within PDD No. 37. Staff further recommends that the applicable zoning district standards be revised to reflect a 40' building setback from the western boundary of PDD No. 37.

It should be noted that detailed landscape plans, consistent with the overall General Landscape Plan, would be required at the time of a Site Plan, Special Use, etc. as is typically required by the UDO.

Snow Storage:

The applicant has not submitted a Snow Storage Plan for any portions of the proposed development. Therefore, staff recommends that the applicants submit a Snow Storage Plan along with each applicable Site Plan, Special Use, etc. in accordance with Section 15-5.0210 of the Unified Development Ordinance, to the Planning Department staff, for review and approval as part of such site plans, special uses, etc.

Natural Resource Protection:

While the applicants have provided a Natural Resource Protection Plan (NRPP) pursuant to Sections 15-3.0401C. and 15-3.0403B. of the UDO) and indicate that a Natural Resource Special Exception will be necessary, the NRPP is incomplete, contradicts information that was provided for the creation of PDD No. 37, and does not provide any information about how the City's natural resource protection standards will otherwise be met. Therefore, staff recommends that the applicants revise the Project Narrative to indicate what if any mitigation measures are

envisioned, and through that process, how the City's Natural Resource Protection standards will otherwise be met, for Planning Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.

It should be noted that detailed Natural Resource Protection Plan(s), along with applicable Site Intensity and Capacity Calculations, would be required at the time of a Site Plan, Special Use, etc. as is typically required by the UDO.

Lighting:

The applicant has not submitted a Lighting Plan for any portions of the proposed development, and recommends that lighting be as provided on recorded plans. Therefore, staff recommends that the applicants submit a Lighting Plan along with each applicable Site Plan, Special Use, etc. (other than for The Rock Sports Complex, which lighting standards are set forth elsewhere in this PDD ordinance) which meets the lighting regulations set forth in Division 15-5.0400 of the Unified Development Ordinance, to the Planning Department staff, for review and approval as part of such site plans, special uses, etc.

It should be noted that detailed Lighting Plan(s) will be required at the time of a Site Plan, Special Use, etc. as is typically required by the UDO, except as otherwise described for The Rock Sports Complex area earlier in this staff report.

Architecture:

It is important to note that the applicants have not prepared any architectural plans for any of the proposed buildings within PDD No. 37, nor have the applicants indicated what if any common or complementary design themes will be employed within this area. Rather, the applicants have provided artist renderings and examples from other projects within southeastern Wisconsin, for some of the building types envisioned within PDD No. 37. Therefore, staff recommends that the applicants prepare an Architectural and Site Design Plan for PDD No. 37 which identifies the use of common or complementary design themes, elements, or features throughout the development and/or for the four separate areas of PDD No. 37, for staff review and approval prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Architectural and Site Design Plan as may be determined by the City). Staff further recommends that the applicants prepare a preliminary Architectural and Site Design Plan for staff review prior to submittal of the proposed PDD amendment to the Common Council.

Stormwater Management:

The applicants have not submitted a Stormwater Management Plan nor have they submitted much information about stormwater management in general. Therefore, staff recommends that the applicants submit a Comprehensive Stormwater Management Plan for PDD No. 37, for Engineering Department staff review and approval, prior to any development within PDD No. 37.

It should be noted that detailed Stormwater Management Plan(s) would be required at the time of a Site Plan, Special Use, etc. as is typically required by the UDO.

Signage:

The applicants have requested that a separate Master Sign Program govern all signage. Therefore, staff recommends that the applicants prepare a Master Sign Program for PDD No. 37, for staff review and approval, prior to any development within PDD No. 37.

Market Analysis:

Due to the scale and many unique characteristics of the proposed Ballpark Commons project, and the potentially significant impact upon City services and facilities, staff recommends that the applicants prepare a Market Analysis of the entire Ballpark Commons project, including an analysis of its fiscal impact upon the City and its provision of services to this area, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Market Analysis as may be determined by the City). Staff further recommends that a preliminary Market Analysis be prepared for staff review prior to submittal of the proposed PDD amendment to the Common Council.

Design Standards:

Due the size and scale of the proposed Ballpark Commons project, including its greater intensity of envisioned land uses and proximity to adjacent residential subdivisions, ensuring proper design for all aspects of the project, not least of all site layout, architecture, landscaping, etc. will be extremely important. Therefore, staff has included certain design standards within the draft PDD amendment ordinance. These standards are patterned after similar standards found in the South 27th Street Plan that had also been incorporated into the City's 27th Street zoning ordinances.

CONCLUSION:

As previously noted, due to the lack of detail in much of the applicants' submittal materials, and the applicant's desired review time frame, the applicants have requested General Approval of the PDD amendment. If the Common Council grants such approval, additional detailed plans will be required from the applicants before any development can occur. As recommended herein by staff, such detailed plans would generally be reviewed by staff and the Plan Commission, and recommendations provided, for final consideration and approval by the Common Council.

In addition, staff is recommending that the applicants prepare certain District-wide plans prior to the submittal of any detailed plans. Such plans include: a Market Analysis; a Comprehensive Stormwater Management Plan; an Architectural and Site Design Plan; a General Landscape Plan; a Parking Study; a Traffic Impact Analysis; a Street Design Plan; and a Bike and Pedestrian Plan.

However, it is very important to note that certain items such as a final Traffic Impact Analysis or final Stormwater Management Plan could result in significant changes to the layout of this project. Staff would also note that the large number of buildings identified in the Development Concept Plan may be overly optimistic as not enough space may be available to meet landscape surface ratio requirements, parking requirements, and the stormwater management requirements.

As a portion of the subject property extends into the Village of Greendale (although it appears no active facilities are proposed within that area), staff would suggest that the applicant obtain the Village's support of this project as well.

STATE OF WISCONSIN

CITY OF FRANKLIN

MILWAUKEE COUNTY

[Draft 3-14-16]

ORDINANCE NO. 2016-____

AN ORDINANCE TO AMEND SECTION 15-3.0442 OF THE UNIFIED
DEVELOPMENT ORDINANCE PLANNED DEVELOPMENT DISTRICT NO. 37
(THE ROCK SPORTS COMPLEX) TO REVISE THE DISTRICT AND TO
EXPAND THE DISTRICT TO ENCOMPASS CERTAIN ADJACENT AREA
LANDS TO CREATE THE “BALLPARK COMMONS” SPORTS
ANCHORED MIXED-USE DEVELOPMENT
(MIKE ZIMMERMAN AND GREG MARSO, ZIM-MAR
PROPERTIES LLC, AND JOHN DARGLE JR. DIRECTOR OF THE
MILWAUKEE COUNTY DEPARTMENT OF PARKS, APPLICANTS)
(AT APPROXIMATELY 7900 WEST CRYSTAL RIDGE DRIVE,
AND ALONG WEST RAWSON AVENUE, WEST LOOMIS ROAD,
AND WEST OLD LOOMIS ROAD)

WHEREAS, Section 15-3.0442 of the Unified Development Ordinance provides for and regulates Planned Development District No. 37 (The Rock Sports Complex), same having been created by Ordinance No. 2012-2089 and later amended by Ordinance No. 2013-2101, with such District primarily being located at 7900 West Crystal Ridge Drive, bearing tax key nos. 708-8996-000, 708-8999-000, 744-8980-001, 744-8985-001, 744-8985-002, 744-8988-000, 744-8989-000, 745-0029-000, 745-8998-000 and 745-8999-004, and is more particularly described below; and

WHEREAS, Planned Development District No. 37 (The Rock Sports Complex) currently includes those lands legally described as follows:

TKN 708-8996-000: COM ON S LI 948.50 FT W OF SE COR OF NE 4 5 21 TH N 60D 4M E 261.64 FT N 3D 51M 30S E 378 FT N 87D 16M W 1253.97 FT TH S 4D 3M 8S W 519.29 FT TH E TO BEG 14.63 ACS;

TKN 708-8999-000: COM SE COR OF NE 4 5 21 TH N 519.25 FT W 204 FT SWLY TO A PT IN S LI OF SD QUAR SEC WH PT IS 948.50 FT W OF SE COR TH E ALG SD S LI TO BEG EXC E 60 FT FOR ST CONT 6.709 ACS;

TKN 744-8980-001: SE 4 5 21 N OF NWLY LI OF LOOMIS RD EXC W HALF OF W HALF OF SD QUAR & EXC COM CL OLD LOOMIS RD 406.47 FT NE OF S LI OF SD QUAR TH NLY 244.20 FT NLY 174.78 FT N 52.21 FT SE 311.87 FT TH SWLY ALG CL OF SD RD TO BEG & EXC E 60 FT FOR RD CONT 81.478 ACS;

TKN 744-8985-001: CERTIFIED SURVEY MAP NO 3931 S E 4 5 2 1
PARCEL 1 EXC PART CONVEYED FOR HIGHWAY 7.14 ACS;

TKN 744-8985-002: CERTIFIED SURVEY MAP NO 3931 S E 4 5 2 1
OUTLOT 1 EXC PART CONVEYED FOR HIGHWAY 10.76 ACS;

TKN 744-8988-000: COM CEN LI OLD LOOMIS RD 406.47 FT NE OF S
LI OF SE 4 5 21 TH NLY 244.20 FT NLY 174.78 FT SE 109.36 FT SE
43.87 FT SE 21.11 FT SE 28.09 FT SE 62.90 FT TH SW ALG CEN
LOOMIS RD TO BEG CONT 1.126 ACS;

TKN 744-8989-000: COM 1915.13 FT S OF NE COR OF W HALF SE 4 5
21 TH SELY TO CEN LI OF OLD LOOMIS RD NE ALG CEN LI OF SD
RD 104 FT NW 311.87 FT TH S 52.21 FT TO BEG CONT 0.482 ACS;

TKN 745-0029-000: WHITNALL VIEW ADDN NO 1 BLK 1 OUTLOT 1
0.9 ACS;

TKN 745-8998-000: N 400 FT OF E 544.50 FT OF S HALF OF SW 4 5 21
CONT 5 ACS;

TKN 745-8999-004: CERTIFIED SURVEY MAP NO 3107 SW 4 5 21
OUTLOT 1 EXC PART CONVEYED FOR HIGHWAY 0.28 ACS.

WHEREAS, the property which is the subject of the application for the
revision and expansion of Planned Development District No. 37 (The Rock Sports
Complex) is more particularly described as follows:

Part of the Southeast 1/4 of the Southwest 1/4; the Northeast 1/4, Northwest
1/4, Southeast 1/4, and Southwest 1/4 of the Southeast 1/4; and the Southeast
1/4 and Southwest 1/4 of the Northeast 1/4 of Section 4, Township 5 North,
Range 21 East, and the Northeast 1/4 and Southeast 1/4 of the Northwest 1/4;
and the Northwest 1/4 of the Northeast 1/4 of Section 9, Township 5 North,
Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin;
Commencing at the Southwest corner of said Southeast 1/4 of Section 4;
thence North 88°42'47" East along the South line of said Southeast 1/4 section,
1452.10 feet to Loomis Road (State Trunk Highway "36") reference line as
shown in Wisconsin Department of Transportation Plat of Right of Way
Project Number F064-I(5)/2240-02-22, dated July 3, 1956 and the point of
beginning;

Thence South 49°44'47" West along said reference line, 907.00 feet to a point
of curve; thence southwesterly 1280.00 feet along said reference line and
along the arc of said curve to the left, whose radius is 3819.72 feet and whose
chord bears South 40°08'47" West, 1274.02 feet to a point of tangency; thence

South 30°32'47" West along said reference line, 913.06 feet; thence North 59°36'20" West, 148.15 feet to the southeast corner of Stone Hedge Subdivision Addition No. 1; thence North 00°10'59" West along the east line of said Stone Hedge Subdivision Addition, 1801.35 feet to the northeast corner of said Stone Hedge Subdivision Addition; thence North 00°03'31" East, 485.75 feet to the north right of way line of West Rawson Avenue; thence North 88°25'44" East along said north right of way line 598.14 feet to the southeast corner of Parcel 1 of Certified Survey Map No. 3107; thence North 00°17'04" West along the east line of said Parcel 1 and then along the east line of Lot 14, Lot 13, and Lot 12 of Block 1 of Whitnall View Subdivision Addition No. 1, 852.41 feet to the northeast corner of said Lot 12; thence South 88°37'08" West along the north line of said Lot 12 and then the north line of Lot 11 of said Whitnall View Subdivision Addition, 485.05 feet to the northwest corner of said Lot 11; thence North 00°24'53" West along the east line of Lot 10 and then along the east line of Lot 9 of said Whitnall View Subdivision, 399.30 feet to the northeast corner of said Lot 9; thence North 88°36'34" East, 545.17 feet to the East line of said Southwest 1/4 of Section 4; thence South 00°20'48" East along said east line of said Southwest 1/4 of Section 4, 38.94 feet; thence North 88°41'22" East, 661.95 feet; thence North 00°14'26" West, 1877.15 feet; thence North 88°31'03" East 1252.42, feet; thence South 00°19'01" East, 369.30 feet; thence North 54°01'00" East, 650.18 feet; thence North 88°32'16" East, 202.64 feet to the east line of said Northeast 1/4 of Section 4; thence South 00°19'12" East along said east line, 520.62 feet to the southeast corner of said Northeast 1/4 of Section 4; thence South 00°25'03" East along the east line of said Southeast 1/4 of Section 4, 1659.17 feet to said reference line; thence South 49°44'7" West along said reference line, 1561.91 feet to the point of beginning.

Containing in all 8,946,167 square feet (205.376 acres) of land, more or less.

WHEREAS, Mike Zimmerman and Greg Marso, Zim-Mar Properties LLC, and John Dargle, Director of the Milwaukee County Department of Parks, having petitioned for a further amendment to Planned Development District No. 37 (The Rock Sports Complex) to allow for expansion of the District and development of the "Ballpark Commons" Sports Anchored Mixed-Use Development encompassing said District and certain adjacent lands along West Crystal Ridge Drive, West Rawson Avenue, West Loomis Road, and West Old Loomis Road; and

WHEREAS, a public hearing was held before the City of Franklin Plan Commission on the 17th day of March, 2016, and the Plan Commission having reviewed the proposed amendment to Planned Development District No. 37 and thereafter having recommended to the Common Council that the proposed amendment be approved; and

WHEREAS, the Common Council having considered the petition and having concurred with the recommendation of the Plan Commission, and having determined that the proposed amendment to Planned Development District No. 37 (The Rock Sports Complex) is consistent with the 2025 Comprehensive Master Plan of the City of Franklin, Wisconsin, and that it will promote the health, safety and welfare of the Community.

NOW, THEREFORE, the Mayor and Common Council of the City of Franklin, Wisconsin, do ordain as follows:

SECTION 1: Section 15-3.0102 (Zoning Map) of the Unified Development Ordinance of the City of Franklin, Wisconsin, is hereby amended to provide that the zoning district designation for the property described below be changed from B-1 Neighborhood Shopping District and R-3E Suburban/Estate Single-Family Residence District to Planned Development District No. 37 (The Rock Sports Complex);

Tax Key Numbers: 755-9995-002; 755-9995-001; 755-9996-000; 754-9988-001; and 754-9988-002.

And one parcel, located between West Crystal Ridge Drive on the north and West Loomis Road on the south, immediately south of the existing The Rock Sports Complex, does not bear a tax key number or an address, the property more particularly described as that part of the Southeast 1/4 of Section 4, Township 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin, described as follows:

Commence at the Southeast corner of said Section 4, run thence North 00°00'00" West, on an assumed bearing, along the east line of said Section, 1,594.42 feet; thence North 90°00'00" West 60.00 feet to the west right-of-way of Seventy Sixth Street and the point of beginning of this description; run thence South 00°00'00" East 205.00 feet along said right-of-way; thence South 58°00'00" West 300.00 feet; thence South 20°30'00" West 385.00 feet; thence South 37°33'55" West 201.65 feet; thence South 48°16'12" West 330.78 feet; thence South 61°02'50" West 578.18 feet to a point located 230 feet north of, as measured normal to, the south line of said Section; thence South 89°08'18" West 39.61 feet parallel with the south line of said Section; thence North 40°22'33" East 1,740.48 feet; thence North 65°11'16" East 141.03 feet; thence North 90°00'00" East 49.07

feet to the point of beginning. This parcel contains 8.188 acres more or less.

SECTION 2: Section 15-3.0442 of the Unified Development Ordinance of the City of Franklin is hereby repealed and recreated as follows:

Section 15-3.0442 PLANNED DEVELOPMENT DISTRICT NO. 37 (THE ROCK SPORTS COMPLEX/BALLPARK COMMONS)

- A. **Exhibits.** This Planned Development District shall be constructed, operated and maintained in conformance with the following listed Exhibits, all containing matters approved hereunder or by the separate approval of the Common Council as set forth below, and all applicable terms and provisions of the Municipal Code and the Unified Development Ordinance not enumerated herein and not contrary to the terms or provisions of this ordinance, including, but not limited to such permits as are required under Division 15-8.0200 Construction, Division 15-8.0300 Construction Site Erosion Control, Division 15-8.0600 Stormwater Management, as well as the Development Agreement required as a condition of approval of Exhibit B, below.

The plans contained in the following Exhibits are only of sufficient detail as to satisfy the Plan Commission and the Common Council as to the general character, scope, and appearance of the proposed development. Such preliminary plans designate the pattern of the proposed streets, and the size and arrangement of individual building sites. The approval of such preliminary plans shall be conditioned upon the subsequent submittal and approval of more specific and detailed plans as each stage of development progresses as set forth in the Unified Development Ordinance Section 15-9.0208E.7. and this ordinance.

1. **Exhibit A:** Preliminary Development Concept.
 2. **Exhibit B:** Utility Plan.
 3. **Exhibit C:** Natural Resource Protection Plan.
- B. **District Intent.** It is the intent of Planned Development District No. 37 to provide a unique and high quality sports anchored mixed-use development which includes a multi-use sports and entertainment complex and certain compatible mixed-uses including commercial, retail, office, and residential development. And to provide an attractive center of recreational and economic activity which serves to enhance not only the subject District but the City of Franklin, surrounding communities, and Milwaukee County as well, in

furtherance of the goals and objectives of the City of Franklin Comprehensive Master Plan and:

1. All development within this District shall comply with the zoning and land division standards and requirements of the Unified Development Ordinance, including but not limited to Division 15-3.0700 Special Uses, Division 15-3.0800 Accessory and Temporary Uses and Structures, Division 15-5.0100 Design Standards for Land Divisions, Division 15-5.0200 Traffic, Off-Street Parking and Loading, and Highway Access, except as otherwise specifically set forth within this Planned Development District No. 37.
2. Accommodate the clustering of buildings on parcels of land under individual or multiple ownership.
3. Provide for an arrangement of recreation, entertainment, commercial, retail, office, and multi-family residential uses that are compatible in function, form, and operation.
4. Apply superior architectural and site design considerations whenever new principal and/or accessory structures are constructed. Encourage multi-story buildings.
5. Provide a safe, interconnected, and pedestrian-friendly network of public streets, private roads, sidewalks, and trails which encourages a multi-modal system of transportation throughout the District, and through this network, with the surrounding community. A Complete Streets design, incorporating such considerations as narrower travel lanes, on-street parking, curb extensions, frequent and safe crossing opportunities, dedicated sidewalks and/or trails, etc., is encouraged.
6. Provide both on-site and off-site parking for tenants and customers combined with a pedestrian-oriented environment.
7. Provide shared parking arrangements between adjacent uses and properties through the use of easements and other similar agreements. Encourage shared parking arrangements throughout the entire District, including consideration of formal shuttle services, a parking structure, etc.
8. Require that cross-access for both pedestrian and vehicular circulation be provided between adjacent parcels at the time of any new development or redevelopment. In cases where existing development on adjacent parcels, not under common ownership, does not allow for the actual construction of connecting driveways, sidewalks, etc. it shall

be sufficient in most cases to provide the appropriate cross-access easements to be utilized at the point in time when the adjacent parcel undergoes development or redevelopment that would facilitate the completion of the connection. The city may require a letter of credit sufficient to ensure the construction of the future pedestrian and vehicular connection when actual construction is not taking place at the time of site plan approval.

9. Require special use approval for all new buildings greater than 40,000 square feet in area and/or taller than three stories, whether single-tenant or multi-tenant spaces.
10. Be served by public sanitary sewer and water supply facilities.
11. A Permitted Use lawfully existing and established with an existing principal building within the area of this District prior to and upon the recreation of this District shall remain as such Permitted Use and a conforming use, with any future addition, expansion and/or enlargement to the use and/or amendment to any site plan for the use, to be permitted and/or granted only upon the consideration of all applicable standards for the review and approval of such permits and site plans, and the District Intent and District Standards in this Section.

SECTION 15-3.0442A The Rock Sports Complex Area [the following information is the same as currently set forth in PDD No. 37 unless otherwise noted in yellow highlight]

- A. **District Intent.** It is the intent of The Rock Sports Complex Area (which is located in that area north of West Rawson Avenue, West Crystal Ridge Drive, west of South 76th Street, and east of the Whitnall View subdivision), to provide a multi-use sports and entertainment complex where the recreational needs of area residents can be met without undue disturbance of natural resources and adjacent uses, and in that regard, the entire Sports Complex Area in general, and the existing ballfields and proposed stadium in particular, shall employ superior lighting and sound systems so as to minimize potential adverse impacts upon adjacent properties. All development within this area shall comply with the standards and requirements of the P-1 Park District and all other applicable zoning requirements of the Unified Development Ordinance, except as otherwise specifically set forth in this Planned Development District No. 37. All decisions upon approvals to be made hereunder shall be made upon the application of such intent and standards and requirements.
- B. **Permitted, Special and Prohibited Uses.**

1. **District Permitted Uses.** The following are permitted uses in The Rock Sports Complex Area:
 - a. The Rock Sports Complex (Scenario 2, Phase 1) as depicted in Exhibits A through J of Ordinance No. 2012-2089 and later amended by Ordinance No. 2013-2101
 - b. Skiing
 - c. Snowboarding
 - d. Sledding & tubing
 - e. Cross country skiing
 - f. Baseball
 - g. Softball
 - h. Commercial batting cages
 - i. Volleyball
 - j. Football
 - k. Lacrosse
 - l. Soccer
 - m. Mountain biking
 - n. Bicycle motocross
 - o. Running
 - p. Temporary Uses/Extraordinary Entertainment & Special Events as permitted by the Unified Development Ordinance and Municipal Code
 - q. Restaurant/Umbrella Bar (without drive through facilities)
 - r. Concession stands
 - s. Equipment rental
 - t. Retail equipment and accessory sales
 - u. Those uses permitted within the P-1 Park District
 - v. Monitoring and other activities associated with the landfill as required by the Wisconsin Department of Natural Resources

- w. Except as set forth under subs. a. above, those uses found to be similar to the above permitted uses under the terms of §15-2.0210 of this ordinance.

Review and approval required. Except for the permitted uses set forth in subs. a. above, which are conditionally approved under this ordinance, permitted uses are subject to site plan review and approval under the terms of §15-7.0100 of this Ordinance.

2. **District Special Uses.** The following are special uses in The Rock Sports Complex:

- a. Those special uses allowed within the P-1 Park District
- b. Baseball Stadium
- c. Indoor Sports Complex
- d. Drinking Places (without drive through facilities)
- e. Those uses found to be similar to the above special uses under the terms of §15-2.0210 of this Ordinance.

Review and Approval required. Special uses are subject to special use review and approval under the terms of §§15-3.0701 and 15-3.0703 and site plan review and approval under the terms of §15-7.0100 of this Ordinance.

3. **Accessory Uses.** All ancillary and accessory uses which are not specifically enumerated in the aforementioned plans shall first be submitted to the Department of City Development in a written form providing all of the information regarding such use as would otherwise be required for a zoning compliance application, for the review and written approval of the Department upon its consideration of the standards set forth in Section 15-3.0701 of the Unified Development Ordinance as they pertain to such use, location, physical layout, and operation, and as to whether such proposed use(s) is reasonably determined to be ancillary and accessory to the overall intent of this District and any subsequent amendment, special use, and site plan approvals.

4. **District Prohibited Uses.** The following uses shall be prohibited in The Rock Sports Complex Area, including when proposed as accessory to a Permitted or a Special Use:

- a. Motorized recreational vehicles including but not limited to snowmobiles, dune buggies, motorcycles, dirt bikes and all-terrain

vehicles, except for snow grooming and grounds keeping operations, and /or emergency rescue operations

- b. Riding/equestrian trails
- c. Hunting, trapping, game propagation
- d. Automobile racing, including track operation
- e. Cabins or cottages (rental)
- f. Campgrounds (rental, for tents and/or recreational vehicles)
- g. Firearm Ranges (indoor and outdoor)
- h. Archery Ranges (indoor and outdoor)
- i. All uses not listed as a permitted use, special use or accessory use thereto within the P-1 Park District.

C. **District Standards.** The Rock Sports Complex Area is further intended to have the following development standards:

1. **Landscape Surface Ratio and Floor Area.** The Rock Sports Complex Area shall maintain a minimum Landscape Surface Ratio (LSR) of .50 and Floor Area Standards in compliance with P-1 Park District standards pursuant to Table 15-3.0313.

2. **Lot Dimensional Requirements.**

- | | |
|--|--------|
| a. Minimum Lot Area (s.f.): | 40,000 |
| b. Minimum Lot Width at Setback Line (feet): | 100 |
| c. Minimum Front Yard (feet): | 50 |
| d. Minimum Side Yard (feet)(a): | 20 |
| e. Minimum Side Yard on Corner Lot (feet): | 50 |
| f. Minimum Rear Yard (feet)(a): | 50 |
| g. Minimum Shore Buffer (feet): | 75 |
| h. Minimum Wetland Buffer (feet): | 30 |
| i. Minimum Wetland Setback (feet): | 50 |

(a) Upon approval of site plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site

Plan, Special Use and Land Division applications in making such determination.

3. **Maximum Building Height:** 2.0 stories/35 feet

D. **Approved Uses.**

The Rock Sports Complex Area development for the time period as set forth in this ordinance is an “approved use” under this ordinance. The following terms and provisions of this subs. E. shall only apply to such approved uses where the subject matter of the following terms and provisions is not otherwise addressed or depicted in the Exhibits to this ordinance. The following terms and provisions of this subs. E. shall apply to all future uses of the property within the District.

1. **Site Restrictions:**

a. *Accessory Structures:*

Accessory structures or uses not depicted upon any Exhibit to this ordinance shall require approval under §15-9.0102 of this Ordinance and the Zoning Administrator shall apply the standards of this ordinance upon the review of an application therefore.

b. *Fencing:*

No fences shall be constructed on any Site without the approval of the Plan Commission. Fencing, where permitted, shall be solely for purposes of screening, security and landscape enhancement. Fencing shall be constructed only of permanent, high quality materials such as pressure-treated wood, masonry, or metal, and shall be approved by the Plan Commission in every instance.

c. *Temporary Structures:*

No temporary structures or trailers are permitted without prior written approval of the Plan Commission, except those belonging to construction companies during periods of construction.

d. *Ancillary Structures:*

No water tower, storage tank, processing equipment, solar collector, telecommunications equipment, cooling tower, satellite disks or other ancillary structure or outside equipment shall be constructed, erected or placed in the District without the prior written approval of the Plan Commission.

e. *Signs:*

All signs must be in accordance with the Municipal Code, as amended, approved by the Architectural Review Board and subject to issuance of a Sign Permit through the Inspection Department. On-site directional signage may be allowed in any area needed to control traffic or parking provided such signage has received approval from the Architectural Review Board.

2. Parking:

a. *Parking Generally:*

The Rock Sports Complex shall be provided with adequate paved on-street and off-street automobile parking as approved by the Plan Commission. Overnight parking of campers, mobile homes, boats, trailers and similar vehicles is prohibited unless prior written approval is obtained from the Plan Commission. Overnight parking of trucks and service vehicles shall be behind landscape screening so as to minimize visibility from the roadway unless prior written approval is secured from the Plan Commission.

b. *Parking Location:*

No parking shall be allowed within the parking setbacks set forth in Division 15-5.0200 of the Unified Development Ordinance unless otherwise approved in writing by the Plan Commission, except parking setbacks from interior lot lines of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37.

Utilization of parking on any adjacent site is prohibited and shall not be counted towards parking requirements unless prior approval of the Plan Commission is obtained and subject to recorded shared parking agreements/easements/etc.

c. *Parking Ratio:*

Unless otherwise approved by the Plan Commission, areas for current and future parking needs shall be provided as follows:

- i. Off-street parking space and on-site queuing requirements shall comply with Section 15-5.0203 and Table 15-5.0203 of the Unified Development Ordinance. On-street parking, as may be approved by the Plan Commission, may also be utilized to address these required parking needs.
- ii. Each use shall have parking capacity adequate to serve the reasonable expected parking needs for the Site, which may include shared parking arrangements as approved by the Plan Commission and as set forth in recorded shared parking agreements/easements/etc.; and

- iii. No continuing or extended use shall be made of a Site or any building constructed thereon which requires, or is reasonably expected to require, parking in excess of the capacity of the parking facilities available on said Site.

3. **Screening:**

a. *Storage:*

Waste and recycling containers shall be screened from view from the streets and adjacent sites by completely opaque screens unless otherwise approved by the Plan Commission. No other articles, goods, materials, finished or semi-finished products, incinerators, storage tanks, or other items shall be kept outdoors or exposed to public view, or to view from adjacent sites.

4. **Landscaping:**

a. *Landscape Requirements:*

The Rock Sports Complex shall provide landscape plantings as depicted upon the Landscape Plan City file-stamped August 1, 2012 and annexed hereto as Exhibit B.

Plantings shall be provided with a minimum three (3) year planting guaranty.

The 30' Buffer Yard Setback as depicted on the Landscape Plan City file-stamped August 1, 2012 shall be reserved for the planting of trees and shrubs; the building of structures hereon is prohibited, except for existing driveway access and trails as may be permitted by the Plan Commission.

The quantity of plantings within Bufferyard Easements shall be held in perpetuity and maintained throughout the life of the development.

Future Phases and Uses shall provide Landscaping in compliance with all requirements set forth per Division 15-5.0300 of the Unified Development Ordinance.

5. **Architecture:**

a. *Architecture:*

The dugouts, concession stands, announcer's booth and restaurant/bar architecture shall be completed, and in substantial compliance, per Exhibit H.

Future uses and structures shall provide architectural elements consistent with the structures approved in Phase I to provide a single cohesive development.

6. **Hours of Operation:**

a. *Athletic Fields and Concession Stands:*

Hours of operation for the athletic fields and concession stands shall be limited to 7:00 a.m. to 10:30 p.m.

b. *Athletic field lighting curfew:*

All athletic field lights shall be shut off by 10:30 p.m.

c. *Umbrella Bar/restaurant:*

Hours of operation for the restaurant shall be limited to 7:00 a.m. to 2:00 a.m.

d. *Bicycle Motocross and Mountain Biking:*

Hours of operation for bicycle motocross and mountain biking on site shall be limited to sunrise to sunset.

e. *Ski Hill:*

Hours of operation for the ski hill shall be limited to 10:00 a.m. to 10:00 p.m.

f. *Truck Deliveries and Refuse Collection:*

Truck deliveries and refuse collection shall be prohibited between the hours of 10:00 p.m. and 7:00 a.m.

Trucks shall be prohibited from idling while loading and unloading.

7. **Lighting:**

a. Unless otherwise approved by the Plan Commission, all site lighting shall be in compliance with the regulations set forth in Division 15-5.0400 of the Unified Development Ordinance.

8. **Noise:**

a. All noise levels must be in compliance with Sections 15-3.0908 and 15-3.1107 of this Ordinance and §183-38 through §183-46 of the City of Franklin Municipal Code.

**SECTION 15-3.0442B Ballpark Commons Sports Village
Commercial/Mixed Use Area**

A. **Area Intent.** The Ballpark Commons Sports Village Commercial/Mixed Use Area is intended to provide for the development of certain mixed commercial uses that is compatible with and serves to create a synergy with, the adjacent multi-use sports and entertainment complex, in furtherance of the goals and objectives of the City of Franklin Comprehensive Master Plan and:

1. To be located in that area bounded by Crystal Ridge Drive, 76th Street, Loomis Road, and Rawson Avenue.
2. Provide multi-story mixed-use commercial buildings, with ground floor retail, roof-top and/or outdoor seating areas, fountains, gardens, plazas, and/or other similar shared amenities that are compatible in function, form, and operation.
3. Provide both on-street and off-street parking for tenants and customers including formal shared parking arrangements with the adjacent multi-use sports and entertainment complex.
4. Provide a pedestrian-oriented environment.
5. Provide superior four-sided architecture.

B. **Area Standards.** The Ballpark Commons Sports Village Commercial/Mixed Use Area is further intended to have the development standards as set forth in Table 15-3.0442B.1.

Table 15-3.0442B.1.

**BALLPARK COMMONS SPORTS VILLAGE COMMERCIAL/MIXED USE
AREA DEVELOPMENT STANDARDS**

| Type of Standard | Standard |
|---|----------|
| Landscape Surface Ratio and Floor Area | |
| Minimum Landscape Surface Ratio (LSR) | 0.25 |
| Lot Dimensional Requirements | |
| Minimum Lot Area (square feet) | 20,000 |

| | |
|--|--------|
| Minimum Lot Width at Setback Line (feet) | 100 |
| Minimum Front Yard (feet) | 25 |
| Minimum Side Yard (feet) | 10 |
| Minimum Side Yard on Corner Lot (feet) | 25 |
| Minimum Rear Yard (feet) | 20 |
| Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations. | |
| Minimum Shore Buffer (feet) | 75 |
| Minimum Wetland Buffer (feet) | 30 |
| Minimum Wetland Setback (feet) | 50 |
| Maximum Building Height | |
| Principal Structure (stories/ft.) | 3.0/45 |
| Accessory Structure (stories/ft.) | 1.0/35 |
| The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit. | |

C. Permitted, Accessory, and Special Uses.

1. **District Permitted Uses.** The following are permitted uses in the Ballpark Commons Sports Village Commercial/Mixed Use Area:
 - a. Those uses permitted within the OL-2 General Business Overlay District.
 - b. Monitoring and other activities associated with: the landfill as required by the Wisconsin Department of Natural Resources; and with the Emerald Park Landfill gas pipeline as required by the Milwaukee Metropolitan Sewerage District.

Review and approval required. Permitted uses are subject to site plan review and approval under the terms of Section 15-7.0100 of this Ordinance.

2. **District Special Uses.** The following are special uses in the Ballpark Commons Sports Village Commercial/Mixed Use Area:

- a. Those special uses allowed within the OL-2 General Business Overlay District.

Review and Approval required. Special uses are subject to special use review and approval under the terms of §§15-3.0701 and 15-3.0703 and site plan review and approval under the terms of §15-7.0100 of this Ordinance.

3. **District Prohibited Uses.** The following uses shall be prohibited in the Ballpark Commons Sports Village Commercial/Mixed Use Area, including when proposed as accessory to a Permitted or a Special Use:
 - a. All uses not listed as a permitted use, special use, or accessory use thereto within the OL-2 General Business Overlay District.

SECTION 15-3.0442C Ballpark Commons Commercial Area

- A. **Area Intent.** The Ballpark Commons Commercial Area is intended to provide for the development of certain mixed-uses, primarily including office, commercial, retail, and multi-family residential development, that is compatible with and serves to create a synergy with, the adjacent multi-use sports and entertainment complex, the adjacent Commercial area, and the adjacent multi-family residential area, in furtherance of the goals and objectives of the City of Franklin Comprehensive Master Plan and:
 1. To be located along the south side of Rawson Avenue extending from Loomis Road to the Stone Hedge subdivision.
 2. Provide multi-story office and commercial buildings with ground floor office/commercial/retail and upper story residential apartments, rooftop and/or outdoor seating, fountains, gardens, plazas, and/or and other similar shared amenities that are compatible in function, form, and operation.
 3. Provide both on-street and off-street parking for tenants and customers, including underground parking for all multi-story buildings and formal shared parking arrangements with the adjacent multi-family residential area.
 4. Provide a pedestrian-oriented environment.
 5. Provide superior four-sided architecture.

6. Require that new residential development meet the R-8 Multiple-Family Residence District Development Standards in Table 15-3.0209.
- B. **Area Standards.** The Ballpark Commons Mixed-Use Area is further intended to have the development standards as set forth in Table 15-3.0442C.1.

Table 15-3.0442C.1.

**BALLPARK COMMONS MIXED-USE AREA
DEVELOPMENT STANDARDS**

| Type of Standard | Standard |
|--|-------------------|
| Landscape Surface Ratio and Floor Area | |
| Minimum Landscape Surface Ratio (LSR) | 0.25 ^a |
| Lot Dimensional Requirements | |
| Minimum Lot Area (square feet) | 20,000 |
| Minimum Lot Width at Setback Line (feet) | 100 |
| Minimum Front Yard (feet) | 25 |
| Minimum Side Yard (feet) | 10 |
| Minimum Side Yard on Corner Lot (feet) | 25 |
| Minimum Rear Yard (feet) | 20 |
| Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations. | |
| Minimum Shore Buffer (feet) | 75 |
| Minimum Wetland Buffer (feet) | 30 |
| Minimum Wetland Setback (feet) | 50 |
| Minimum Total Living Area per Commercial Apartment Dwelling Unit (D.U.) | |

| | |
|--|---|
| For less than 3 D.U.'s per structure for one bedroom D.U. | 900 sq. ft. (plus 200 sq. ft. for each bedroom over 1 bedroom) |
| For 3 or more D.U.'s per structure | (see Table 15-3.0442D.1.) |
| ^a Commercial apartments may be permitted on the upper levels of a multi-story building only. The minimum landscape surface ratio (LSR) for the entire site shall be 0.35. | |
| Maximum Building Height | |
| Principal Structure (stories/ft.) | 3.0/45 |
| Accessory Structure (stories/ft.) | 1.0/35 |
| The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit. | |

C. Permitted, Accessory, and Special Uses.

1. **District Permitted Uses.** The following are permitted uses in the Ballpark Commons Mixed Use Area:

- a. Those uses permitted within the B-4 South 27th Street Mixed Use Commercial District.

Review and approval required. Permitted uses are subject to site plan review and approval under the terms of Section 15-7.0100 of this Ordinance.

2. **District Special Uses.** The following are special uses in the Ballpark Commons Commercial Area:

- b. Those special uses allowed within the B-4 South 27th Street Mixed-Use Commercial District.

Review and Approval required. Special uses are subject to special use review and approval under the terms of §§15-3.0701 and 15-3.0703 and site plan review and approval under the terms of §15-7.0100 of this Ordinance.

3. **District Prohibited Uses.** The following uses shall be prohibited in the Ballpark Commons Commercial Area, including when proposed as accessory to a Permitted or a Special Use:

- b. All uses not listed as a permitted use, special use, or accessory use thereto within the B-4 South 27th Street Mixed-Use Commercial District.

SECTION 15-3.0442D Ballpark Commons Multi-Family Residence Area

- A. **Area Intent.** The Ballpark Commons Multi-Family Residence Area is intended to provide multiple family residential uses, housing choices and building densities compatible with the mixed-use area to the north, while providing an enhanced buffer between it and the single-family residential development to the west, in furtherance of the goals and objectives of the Comprehensive Master Plan, and:
1. To be located south of Rawson Avenue (south of the Mixed-Use Area) extending from Loomis Road to the Stone Hedge subdivision.
 2. Provide two-story apartment buildings adjacent to the Stone Hedge subdivision, and multi-story apartment buildings throughout the remainder of the area, with a community center, pool, trails, gardens, and/or other similar shared amenities that are compatible in function, form, and operation.
 3. Provide both on-street and off-street parking for tenants and visitors, including underground parking for all multi-story buildings, including formal shared parking arrangements with the adjacent mixed use area.
 4. Provide a pedestrian-oriented environment.
 5. Provide superior four-sided architecture.
 6. Provide an enhanced buffer consisting of a highly attractive and effective berm and landscaping along the entire western boundary of the subject area. The entirety of which shall be constructed prior to or along with the first phase of any development within the subject area. And which shall be maintained in perpetuity and which shall be the subject of an easement to be approved by the Common Council and recorded with the Milwaukee County Register of Deeds Office.
 7. Provide buffering between residential development and non-residential uses.

- B. **Area Standards.** The Ballpark Commons Multi-Family Residence Area is further intended to have the development standards as set forth in Tables 15-3.0442D.1. and 15-3.0442D.2.

Table 15-3.0442D.1.

**BALLPARK COMMONS MULTI-FAMILY RESIDENCE AREA
DEVELOPMENT STANDARDS**

| Type of Standard | Standard |
|--|-----------------|
| Minimum Open Space Ratio and Maximum Density | |
| Open Space Ratio (OSR) | 0.25 |
| Gross Density (GD) | 8.00 |
| Net Density (ND) | 8.00 |
| The stated maximum density regulations may be increased pursuant to the granting of a Special Use permit. | |
| Lot Dimensional Requirements | |
| Minimum Lot Area (square feet) | 6,000 |
| Minimum Lot Width at Setback Line (feet) | 60 |
| Minimum Front Yard (feet) | 25 |
| Minimum Side Yard (feet) | 5 |
| Minimum Side Yard on Corner Lot (feet) | 15 |
| Minimum Rear Yard (feet) | 25 |
| Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations. | |
| Minimum Shore Buffer (feet) | 75 |
| Minimum Wetland Buffer (feet) | 30 |
| Minimum Wetland Setback (feet) | 50 |
| Minimum Total Living Area per Dwelling Unit (D.U.) In Single-Family and Two-Family Structures | |
| 1-story D.U. 3 bedrooms | 1,250 sq. ft. |

| | |
|--|--|
| 1-story D.U. greater than 3 bedrooms | 150 sq. ft. ^a |
| 1-story D.U. if basement is less than 600 sq. ft. | 250 sq. ft. ^b |
| Multi-story D.U. 3 bedrooms | 1,550 sq. ft. total, and 950 sq. ft. 1 st floor |
| Multi-story D.U. greater than 3 bedrooms | 100 sq. ft. ^a |
| Multi-story D.U. if basement is less than 600 sq. ft. | 250 sq. ft. ^b |
| ^a Add to minimum required building floor area for each bedroom in excess of three. | |
| ^b Add to minimum required first floor area for each D.U. which has a basement less than 600 sq. ft. | |
| Maximum Building Height | |
| Principal Structure (stories/ft.) | 3.0/45 |
| Accessory Structure (stories/ft.) | 1.0/15 |
| The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit. | |
| Attached garages are required for single and two family uses. | |

Table 15-3.0442D.2.

**BALLPARK COMMONS MULTI-FAMILY RESIDENCE DISTRICT
MINIMUM DWELLING UNIT SIZE STANDARDS FOR MULTI-FAMILY
DWELLING STRUCTURES WITH MORE THAN TWO (2) DWELLING
UNITS PER STRUCTURE**

| Type of Dwelling Structure & Number of Dwelling Units | Minimum Dwelling Unit Size (Square Feet) for One (1) Bedroom Dwelling Units (a) | Minimum Area (Square Feet) to be Added to Minimum Dwelling Unit Size for Each Bedroom Over One (1) Bedroom (a) |
|--|--|---|
| Three (3) to Four (4) Dwelling per Structure | 900 | 200 |
| Five (5) to Eight (8) Dwelling Units per Structure | 850 | 200 |
| Nine (9) to Twelve (12) Dwelling Units per Structure | 800 | 200 |

| | | |
|--|-----|-----|
| Thirteen (13) or More Dwelling Units per Structure | 750 | 200 |
| Dens, libraries, studies, etc. or other room within a dwelling unit which can potentially be used as a bedroom shall be considered and counted as a bedroom. | | |

- C. **Permitted, Accessory, and Special Uses.** The Ballpark Commons Multi-Family Residence Area is further intended to have the permitted, accessory, and special uses as set forth in Table 15-3.0442D.3.

Table 15-3.0442D.3.

**BALLPARK COMMONS MULTI-FAMILY RESIDENCE AREA
PERMITTED, ACCESSORY, AND SPECIAL USES**

| | | |
|--|---|---|
| | One-family detached dwellings | P |
| | Two-family attached dwellings | P |
| | Multiple-family dwellings and apartments | S |
| | Row dwellings not greater than six dwelling units | S |
| | Home occupations | P |
| | Foster family home | P |
| | Community living arrangement (serving 8 or fewer persons) | P |
| | Community living arrangement (serving 9 or more persons) | S |
| | Accessory uses (see Section 15-2.0208 & Division 15-3.0800) | P |
| | Required off-street parking (see Division 15-5.0200) | P |
| | Required on-street parking | P |
| | Essential Services | P |
| | Multiple-family Residential Housing for Older Persons | S |

SECTION 15-3.0442E Design Standards

- A. **Design Standards Intent.** The Ballpark Commons Design Standards are intended to create a high quality, attractive, unifying theme throughout Planned Development District No. 37 and is intended to:

1. Further the integration and compatibility of Planned Development No. 37 with the surrounding area and to:

- a. Be a local and regional destination for people to work, live, shop, recreate, and interact with one another.
 - b. Be an attractive center of recreational and economic activity in Milwaukee County with clearly and conveniently linked developments, beautiful open spaces, and engaging civic places.
 - c. Serve as a unifying place for the City of Franklin, the Village of Greendale, and Milwaukee County.
 2. Apply whenever new principal and/or accessory buildings are constructed in the district following the effective date of this ordinance.
 3. Authorize the Plan Commission to waive any of the Design Standards by 5 votes of all the members of the Plan Commission provided that supplemental design elements or improvements are incorporated into the project (over and above those which are otherwise required) which compensate for the waiver of the particular standard, or, in the case of parking provisions, where it can be demonstrated that required parking is excessive or where specified areas are provided for the future provision of additional parking if necessary. In support of the waiver request, the applicant shall detail such supplemental design elements in written and graphical form, and provide an explanation as to the nature of the standards for which the waiver is requested.
 4. Allow existing structures to remain conforming with regard to this Section.
- B. Design Standards.** These standards are intended to apply fully to the Commercial and Mixed-Use areas of Planned Development District No. 37, and only when applicable and reasonable to The Rock Sports Complex and the Multi-Family Residence areas of Planned Development District No. 37, as may be determined by the Plan Commission and the Common Council.
1. **PARKING REQUIREMENTS**
On-site parking shall be provided as set forth in Section 15-5.0203. In addition, the following standards apply:
 - a. **Parking required and location regulated**
Not more than fifty (50) percent of the off-street parking spaces shall be located directly between the front façade of the building and the public street, unless additional buildings in the overall development are or will be located between the main building and the public street. Such additional buildings must be sufficient in size, location, and number to provide an effective visual break between the public street and the parking lot.

b. Number of parking spaces limited

Parking lots in which the number of spaces significantly exceeds the minimum number of parking spaces required under Section 15-5.0203 are not permitted.

c. On-street parking

Upon approval of Site Plans, the Plan Commission may allow on-street parking. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Division 15-5.0100 Design Standards for Land Divisions, and Division 15-5.0200 Traffic, Off-Street Parking and Loading, and Highway Access in making such determinations.

d. Parking reductions/Land banking

When a parking reduction has been authorized, the Plan Commission may require that sufficient area on the property be held in reserve for the potential future development of paved off-street parking to meet the full requirements. When required, this reserve off-street parking area shall be shown and noted on the site plan, maintained as open space, and developed with paved off-street parking spaces when the City determines that such off-street parking is necessary due to parking demand on the property which exceeds original expectations. The reserve parking area may not be counted as part of any required green space area, nor may it be used as the location of landscaping that is required under Section 15-5.0302. The City may require that a letter of credit or other approved financial surety be provided at the time of permit issuance in an amount not to exceed one hundred twenty five (125) percent of the estimated cost of parking lot completion, to be exercised at City discretion, should the need for parking lot completion be determined.

2. GENERAL SITE DESIGN STANDARDS

a. Vision Clearance Necessary

Landscaping and site amenities shall be provided to satisfy the requirements of this Section. All site improvements shall be designed and undertaken in such a way that clear site lines are maintained for the safety and convenience of all pedestrian and vehicular users.

b. Coordination of site furnishings

Lighting and site furnishings (benches, trash receptacles, bicycle racks, etc.) shall complement the character of the building, and

provide an attractive and strong relationship with adjoining properties and the public sidewalk throughout the entire District.

c. Pedestrian considerations

- i. New streets proposed as part of new developments shall provide “pedestrian friendly” streetscapes.
- ii. Large parking areas shall include walkways to allow safe pedestrian access to the building entrance and to connect the site to adjacent streets and properties. Pedestrian walkways shall be designed with amenities such as special paving treatments (colored paver blocks or textured concrete), lighting (see lighting discussion below) and furnishings to create a pedestrian-friendly character.
- iii. The entire area shall provide for safe pedestrian and bicycle access to all uses within the development, connections to existing and planned public pedestrian and bicycle facilities, and connections to adjacent properties.
- iv. Sidewalks shall be provided along the entire length of any façade containing a public entrance, leaving room for foundation planting beds.
- v. Pedestrian walkways shall be provided from all building entrances to existing or planned public sidewalks or pedestrian/bike facilities.
- vi. Internal pedestrian walkways shall be distinguished from driving surfaces.
- vii. The building shall provide awnings or other weather protection features within thirty (30) feet of all customer entrances along a building.

d. Reducing the impact of vehicular use areas

For properties such as gas stations – where vehicular circulation is dominant on the site – walkways, landscaping, architectural features and lighting shall be provided to make these areas more attractive and inviting. Decorative fences, walls and/or landscaped edges shall screen front parking areas from the public sidewalk. Screening shall not exceed 3’ 6” in height.

e. Bicycle and pedestrian amenities required

The area shall provide secure, integrated bicycle parking and pedestrian furniture in appropriate quantities and location.

3. LANDSCAPE STANDARDS

a. Landscaping

On-site landscaping shall be provided per the landscaping requirements found in Section 15-5.0302. In addition, the project shall provide:

- i. Extensive building foundation landscaping for all building frontages facing public streets, parking lots, or residential districts to provide visual breaks in the mass of the building. Building foundation landscaping shall be placed so that, at maturity, the plant's drip line is within ten (10) feet of the foundation. Canopy/shade trees shall not be used to meet this requirement.
- ii. Screen fences and/or landscaped buffers at property edges, particularly where commercial and light industrial properties adjoin residential properties.
- iii. Off-street parking area landscaping as set forth in Section 15-5.0302.

b. Central Areas/Features

Each development which contains a building over forty-thousand (40,000) square feet in area shall provide central area(s) or feature(s) such as a patio/seating area, pedestrian plaza with benches, outdoor playground area, water feature, and/or other such deliberately designated areas or focal points that adequately enhance the development or community. All such areas shall be openly accessible to the public, connected to the public and private sidewalk system, designed with materials compatible with the building and remainder of the site, and maintained over the life of the building and project.

c. Cart Returns

A minimum of one (1) two hundred (200) square foot cart return area shall be provided for every one hundred (100) parking spaces for any establishment utilizing carts. Cart corrals shall be of durable, all season construction, and shall be designed and colored to be compatible with the building and parking lot light standards. Exterior cart return or cart storage areas shall be situated for the safety and convenience of users, however no such facilities shall be located within twenty-five (25) feet of the building.

4. LANDSCAPING REQUIREMENTS FOR OFF-STREET PARKING AREAS

a. Parking Lot Landscaping Required

Interior and perimeter buffer landscaping is required for all off-street parking lots and their associated vehicular use areas, with the exception of those infill and redevelopment projects that have been granted an exception by the Plan Commission. These regulations stipulate the design and placement of such plantings. The actual number of plant units utilized in such plantings may be counted toward the total number of plant units required on-site as determined under Section 15-5.0302.

b. Required Trees for Parking Lot Perimeter and Interior Applications

- i. Shade or decorative trees are required within the vehicular use area at a ratio of one tree for every fifteen (15) parking spaces or fraction thereof, unless the Plan Commission grants an exception. The trees must be evenly distributed throughout the vehicular use area.
- ii. Existing trees of desirable species and quality that can be preserved, where grading does not cut them off from a reasonable supply of water and where the area under the canopy remains undisturbed, shall count toward the tree requirements for off-street parking areas on a tree-for-tree basis.
- iii. Where a landscape border or other landscape area abuts the vehicular use area, shade or decorative trees within those landscaped areas may count toward the vehicular use area requirement, provided:
 - (a) The trees are located within ten (10) feet of the vehicular use area.
 - (b) The number of trees that are provided within the vehicular use area is not reduced by more than fifty (50) percent of the amount required; and
 - (c) There is a minimum of one tree provided within the vehicular use area.
- iv. Trees shall be planted in such a way that they are protected from vehicle damage.

c. Interior Landscaping for Off-street Parking Areas

The interior parking lot landscaping standards of this section shall apply to all off-street parking lots and their vehicular use areas containing twenty (20) or more parking spaces. The intent of this section is to require landscaping within vehicular use

areas; therefore, landscaping screens, planting strips and landscaping surrounding buildings shall not be considered as interior landscaping. Interior parking lot landscaping is required as follows:

- i. A minimum of twenty (20) square feet of interior landscaped island shall be provided per parking stall.
- ii. The interior landscaping shall be provided within landscaped islands a minimum of 250 square feet in area. Landscaped islands shall be three (3) feet shorter than the depth of any adjacent space. A landscaped island 9 feet in width and 30 feet in length with rounded ends, placed alongside two parking stalls each 18 feet in depth placed end to end, would meet all dimensional requirements for landscaped islands, provided the dimensions are measured from the inside of any curbs.
- iii. The interior parking lot landscaping shall be placed so as to delineate driving lanes, define rows and generally mitigate the visual impact of the parking lot while maintaining clear site lines for safety purposes.
- iv. Plants in landscaped islands shall be underlain by soil (not base course material), and shall be protected by curbing or other protective treatment.
- v. The interior parking lot landscaping shall be composed of a combination of hardy trees, shrubs, perennials, and groundcover that are able to tolerate winter salt and snow. Where islands are used as retention/infiltration areas for storm water management, they should be landscaped appropriately for that purpose. Decorative mulch and weed barriers may be utilized when shown on an approved landscape plan.
- vi. Landscaped islands that function as storm water retention/infiltration areas shall be subject to the following:
 - (a) Landscaped islands shall be a minimum of fifteen (15) feet in width if used for this purpose.
 - (b) Parking areas will sheet drain into the landscaped islands through curb cuts or other apertures.
 - (c) Proposed plantings shall be tolerant of flood conditions.

d. Screening for Off-street Parking Areas

The perimeter parking lot screening standards of this section shall apply to all off-street parking areas for six (6) or more vehicles or larger than 2,000 square feet in area. Off-street parking areas, including aisles and driveways, shall be effectively screened year round as follows:

- i. Perimeter planting areas shall be designed to maintain and protect visibility at driveways and access points.
- ii. On-site perimeter greenbelts at least ten (10) feet in width shall be installed along any street side and along all interior lot lines when parking is located on that side of any building on the site.
 - (a) Street side greenbelts shall contain dense landscape screening which provides plantings at least eighteen (18) inches high at planting and thirty (30) inches high at maturity. Such greenbelts shall provide a semi-opaque screen at a minimum during the winter season.
 - (b) Interior side lot line greenbelts for non-residential uses when adjacent to residential uses shall contain dense landscape screening which provides plantings at least thirty-six (36) inches high at planting and forty-eight (48) inches high at maturity. Such greenbelts shall provide a semi-opaque screen at a minimum during the winter season.
 - (c) Other greenbelts not specifically described above shall contain a minimum of one tree or shrub for each fifteen (15) feet of perimeter to be planted in effective groupings within said strip. The remainder of the strip shall be planted in grass, ground cover or other effective landscape treatment.
- iii. Berms may be utilized as part of the perimeter landscaping.

5. ARCHITECTURAL REQUIREMENTS

a. Building Character and Design

- i. Buildings located on prominent sites -- such as key intersections, corners, terminations of street vistas, and on high points -- shall be multi-story and exhibit quality architectural design to serve as landmarks.

- ii. All exterior materials shall be durable, of high-quality, utilized true to form (such as stone below wood rather than the opposite), and appropriate for external use.
- iii. Brick, stone and terra-cotta are preferred primary materials for new buildings or additions.
- iv. The use of false brick or other “faux” sidings is discouraged.
- v. Color choice shall complement the style and materials of the building’s facade and provide a pleasing relationship with adjoining buildings.
- vi. Painting of brick and stone is discouraged.
- vii. Trash, service, and mechanical areas shall be entirely screened from view and located on the side or rear of properties.
- viii. All visible sides of the building shall be designed with details that complement the front facade. Side facades that are visible from the public street shall receive equal design attention.
- ix. Building massing that creates modulation and articulation is encouraged.
- x. Multi-story buildings that allow for a mix of retail, office or residential uses are preferred.

b. Design Standards for Non-Residential Buildings [20,000 Square Feet or Less in Area]

i. Purpose and Intent

The purpose of these design standards is to guide the design of smaller non-residential buildings constructed in Planned Development District No. 37 to ensure that, through appropriate use of facades, windows, building orientation, and architectural details, new structures and alterations of existing structures are physically and visually compatible with other buildings in the vicinity. These standards are intended to support good quality design in new building construction, enhance street safety, and provide a comfortable street environment by providing features of interest to pedestrians and motorists. Good design results in buildings that are in visual harmony with nearby buildings, leading to a city that is attractive, interesting, active, and safe. These qualities, in turn, contribute to the creation of a sustainable community which facilitates easy pedestrian movement and establishment of a rich mixture of uses.

The standards of this section apply whether the use is

allowed as a Permitted Use, Special Use or Accessory Use. The Plan Commission shall evaluate site plans and architectural plans for compliance with these provisions.

ii. **Compatibility with Existing Buildings**

- (a) Buildings shall maintain a similar size, shape, height, bulk, scale and mass of surrounding architecture, unless required to vary due to zoning district dimensional standards.
- (b) Where building sizes will not be equivalent or comparable to those existing in the same general vicinity, larger building facades shall be broken down into units that resemble the size of existing facades.

c. **Building Materials and Colors**

- i. Facades shall be varied and articulated to provide visual interest to pedestrians. Within larger projects, variations in facades, floor levels, architectural features, and exterior finishes shall create the appearance of several smaller buildings.
- ii. Exterior building materials shall convey an impression of durability. Materials such as masonry, stone, stucco, and wood are encouraged. Metal is not allowed as the primary exterior building material, though it may be used for accents including awnings.
- iii. Where masonry is used for exterior finish, decorative patterns must be incorporated. Examples of these decorative patterns include multicolored masonry units such as brick, stone, or cast stone, in layered or geometric patterns, or split-faced concrete block to simulate a rusticated stone-type construction.
- iv. Wood siding must be bevel, shingle siding, or channel siding and must not be applied in a diagonal or herringbone pattern.
- v. Building façade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high intensity colors, metallic colors, black, or fluorescent colors on façades shall be prohibited. Building trim and architectural accent elements may feature brighter colors, but such colors shall be muted, not metallic, not fluorescent, and not specific to particular uses or tenants. Standard

corporate and trademark colors shall be permitted only on sign face and copy areas.

d. Roof Materials, Parapets, and Roof Pitch

- i. Pitched roof structures shall have a minimum roof pitch of 6:12.
- ii. Flat roofs are permitted with detailed stepped parapets or detailed brick coursing.
- iii. Parapet corners must be stepped or the parapet must be designed to emphasize the center or primary entrance(s), unless the primary entrance is at the corner of the building.
- iv. Visible sloped roofs must be neutral in color, such as gray, black, or dark brown.
- v. Visible roof materials must be wood or architectural grade composition shingle or sheet metal with standing or batten seam.
- vi. All roof and wall-mounted mechanical, electrical, communications, and service equipment, including satellite dishes and vent pipes, must be screened from public view by parapets, walls, or by other approved means.

e. Building Facades

- i. Decorative devices -- such as molding, entablature, and friezes -- are expected at the roofline. Where such ornamentation is present in the form of a linear molding or board, the band must be at least eight inches wide.
- ii. Alcoves, Porches, Arcades, etc.

Buildings must incorporate features such as arcades, roofs, porches, alcoves, porticoes, and awnings to protect pedestrians from the rain and sun. Awnings and entrances may be designed to be shared between two structures.

f. Change in Relief of Building

Buildings must include changes in relief on at least ten (10) percent of their primary facade for pedestrian interest and scale. Relief changes include cornices, bases, fenestration, fluted masonry, or other treatments.

g. Windows

- i. Windows which allow views to the interior activity or display areas are expected. Windows shall include sills at the bottom and pediments at the top. Glass curtain walls, reflective glass, and painted or darkly tinted glass shall not be used.
 - ii. Ground Floor Window Standards
 - (a) All new buildings must provide ground floor windows.
 - (b) Required window areas must be either windows that allow views into working areas or lobbies, pedestrian entrances, or display windows.
 - (c) Required windows must have a sill no more than four feet above grade. Where interior floor levels prohibit such placement, the sill must be raised to allow it to be no more than two feet above the finished floor level, up to a maximum sill height of six feet above grade.
 - (d) Darkly tinted windows and mirrored windows that block two-way visibility are prohibited as ground floor windows along street facades.
 - (e) The primary façade of each building, or for corner buildings each of the two facades, must contain at least twenty (20) percent of the ground floor wall area in display areas, windows, or doorways. Blank walls are prohibited.
 - (f) Ground floor windows are also required on facades facing any public parking lot. The minimum requirement is sixteen (16) square feet per story or six (6) percent of the facade, whichever is greater.
 - iii. Upper Floor Window Standards
 - (a) Glass area dimensions shall not exceed 5' x 7'. (The longest dimension may be taken either horizontally or vertically.)
 - (b) Windows must have trim or molding at least two inches wide around their perimeters.
- h. Pedestrian Accessibility**
- i. Buildings shall maintain and/or enhance the pedestrian scale.
 - ii. Building entries must comply with the accessibility requirements of the applicable state and federal codes.

- iii. Special attention shall be given to designing a primary building entrance that is both attractive and functional.
- iv. Buildings located at the intersection of two streets shall utilize a corner entrance to the building unless this requirement is waived by the Plan Commission.
- v. The pedestrian environment may be enhanced by street furniture, landscaping, awnings, and movable planters of seasonal flowers.

i. Landscaping/Streetscape

- i. Benches, outdoor seating, and trash receptacles must complement any existing decorative street lighting and be in keeping with the overall architectural character of the area.
- ii. Upon prior approval of the Plan Commission and Common Council, benches and other streetscape items may be placed within the public right-of-way, provided they do not block free movement of pedestrians. A minimum pedestrian walkway width of six (6) feet shall be maintained at all times.

j. External Storage

- i. The external storage of merchandise and/or materials directly or indirectly related to a business is prohibited unless identified on an approved site plan and fully screened.
- ii. Outdoor seasonal displays of merchandise are permitted during business hours only. A minimum pedestrian walkway width of six feet must be maintained at all times.
- iii. Each structure shall provide for collection of its trash and recyclable materials within the boundaries of each parcel. All trash collection areas must be located within the structure, or behind the building in an enclosure, in accordance with the provisions of Sections 15-3.0802 and 15-3.0803.

6. DESIGN STANDARDS FOR NON-RESIDENTIAL BUILDINGS
[Greater than 40,000 square feet in area]

a. Purpose and Intent

The design standards for buildings greater than 40,000 square feet are intended to ensure that large buildings, and the sites

they occupy, are properly located and compatible with the surrounding area and community character of the Planned Development District No. 37. Such projects shall also be subject to the more general standards for the approval of Special Use Permits when applicable.

The following requirements are applicable to all new buildings in excess of forty thousand (40,000) gross square feet. These requirements are also applicable when additions to non-residential and mixed-use buildings built either before or after the effective date of this Division, bring the total building size to over forty thousand (40,000) gross square feet.

b. Waiver of Standards

The Plan Commission may waive any of the following standards by a 3/4 vote of members in attendance, but only if supplemental design elements or improvements are incorporated into the project (over and above those which are otherwise required) which compensate for the waiver of the particular standard. In support of the waiver request, the applicant shall detail such supplemental design elements in written and graphical form, and provide an explanation as to the nature of the standards for which the waiver is requested.

c. Compatibility with City Plans

The applicant shall provide, through a written report submitted with the petition for a Site Plan adequate evidence that the proposed building and overall development project shall be compatible with the City's community character, urban design, natural area preservation, commercial development, redevelopment, or community facility objectives as expressed in adopted elements of the City's Comprehensive Master Plan.

d. Building Materials

Building materials shall be unified throughout the building, and shall complement other buildings in the vicinity. Exterior building materials shall be of high and comparable aesthetic quality on all sides. Building materials such as glass, brick, decorative concrete block, or stucco shall be used. Decorative architectural metal with concealed fasteners may be approved if sensitively incorporated into the overall design of the building.

e. Building Design

The building exterior shall be unified in design throughout the structure, and shall complement other buildings in the vicinity. The building shall employ varying building setbacks, height,

roof treatments, door and window openings, and other structural and decorative elements to reduce apparent size and scale. A minimum of twenty (20) percent of all of the combined façades of the structure shall employ actual façade protrusions or recesses. A minimum of twenty (20) percent of all of the combined linear roof eave or parapet lines of the structure shall employ differences in height, with such differences being six (6) feet or more as measured eave to eave or parapet to parapet for buildings over sixty thousand (60,000) square feet. Roofs with particular slopes may be required by the City to complement existing buildings or otherwise establish a particular aesthetic objective. Ground floor facades that face and are on properties that are in any part within one hundred (100) feet of public streets shall have arcades, display windows, entry areas, awnings, or other such features along no less than fifty (50) percent of their horizontal length. The integration of windows into building design is strongly encouraged.

f. Building Entrances

Public building entryways shall be clearly defined and highly visible on the building's exterior design, and shall be emphasized by on-site traffic flow patterns. Two (2) or more of the following design features shall be incorporated into all public building entryways: canopies or porticos, overhangs, projections, arcades, peaked roof forms, arches, outdoor patios, display windows, distinct architectural details. Unless exempted by the Plan Commission, all sides of the building that directly face or abut a public street or public parking area shall have at least one public entrance, except that the City shall not require building entrances on more than two (2) sides of any building.

g. Building Color

Building façade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high intensity colors, metallic colors, black, or fluorescent colors on façades shall be prohibited. Building trim and architectural accent elements may feature brighter colors, but such colors shall be muted, not metallic, not fluorescent, and not specific to particular uses or tenants. Standard corporate and trademark colors shall be permitted only on sign face and copy areas.

h. Building Location

Modest building setbacks are encouraged. Where buildings are proposed to be distant from a public street, the overall

development design shall include smaller buildings on pads or outlots closer to the street.

i. Screening

Mechanical equipment, refuse containers and any permitted outdoor storage shall be fully concealed from on-site and off-site ground level views, with materials identical to those used on the building exterior. Loading docks shall be completely screened from surrounding roads and properties. Said screening may be accomplished through loading areas internal to buildings, screen walls which match the building exterior in materials and design, fully opaque landscaping at time of planting, or combinations of the above. Gates and fencing may be used for security and access, but not for screening, and shall be of high aesthetic quality.

j. Traffic Impact

All projects that include buildings over forty thousand (40,000) square feet shall have direct access to an arterial or collector street, or shall dedicate public roads which have direct access to a public street. Vehicle access shall be designed to accommodate peak on-site traffic volumes without disrupting traffic on public streets or impairing pedestrian safety. This shall be accomplished through adequate parking lot design and capacity; access drive entry throat length, width, design, location, and number; and traffic control devices; and sidewalks. The site design shall provide direct connections to adjacent land uses if required by the City. Prior to development approval, the applicant's traffic engineer shall complete and present a traffic impact analysis following Wisconsin Department of Transportation guidelines. Where the project will cause off-site public roads, intersections, or interchanges to function below level of service C, as defined by the Institute of Transportation Engineers, the City may deny the application, require a size reduction in the proposed development, or require that the developer construct and/or pay for required off-site improvements.

k. Natural Resources Protection

Existing natural features shall be integrated into the site design as a site and community amenity.

l. Signage

The plan for exterior signage shall provide for modest, coordinated, and complimentary exterior sign locations,

configurations, and colors throughout the development. All freestanding signage within the development shall compliment on-building signage. Monument style ground signs are strongly preferred over pole signs, and consolidated signs for multiple users are strongly preferred over multiple individual signs. The City may require the use of muted corporate colors on signage if proposed colors are not compatible with the City's design objectives for the area.

SECTION 3: Conditions of Approval.

The development of Planned Development District No. 37 upon the adoption of Section 15-3.0442 as herein amended shall occur and be in compliance with Exhibit A, Site Plan (including the conditions of approval below).

1. The submittal of plans for detailed approval of the various components of Planned Development District No. 37 shall be forwarded to the Common Council for approval, after review and recommendation by the Plan Commission, unless otherwise specifically set forth in PDD No. 37, such as for those uses/structures identified as permitted uses.
2. The applicants shall provide a general summary of the value of the overall project broken down into the four general use areas of the proposed PDD as set forth herein, and as further specified by Section 15-9.0208 of the UDO, for Planning Department review, prior to submittal of the proposed PDD amendment to the Common Council.
3. The applicants shall provide architectural drawings or sketches of, at a minimum, all building types proposed within the PDD illustrating a design and character that derives benefit from coordinated and compatible planning and design, for Planning Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.
4. The applicants shall revise the Project Narrative to indicate whether any unusual situations will be encountered in the provision of public sanitary and water services and how such situations will be addressed, for Planning and Engineering Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.
5. The applicants shall revise the Project Narrative to identify how the proposed project is compatible with existing adjacent land uses, is not contrary to the general welfare and economic prosperity of the immediate neighborhoods, and its proposed mixture of uses produces a unified composite which is compatible with the surrounding neighborhoods, for Planning Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.

6. Prior to any new or revised concerts, live music venues, or outdoor events utilizing speakers, including but not limited to the proposed baseball stadium, the applicants shall prepare a comprehensive outdoor sound study of The Rock Sports Complex (incorporating both existing and proposed events and facilities), that such study shall identify and recommend such practices, equipment and systems to not only fully comply with all pertinent City noise regulations and standards, but which also reasonably addresses neighbors concerns, that such study be reviewed by an independent party of the City's choosing and at the applicants reasonable expense, for review and acceptance by the Common Council, prior to any further development within The Rock Sports Complex.
7. Prior to any new or revised ballfields, parking lots, or outdoor events utilizing lighting systems, including but not limited to the proposed baseball stadium, the applicants shall prepare a comprehensive outdoor lighting study of The Rock Sports Complex (incorporating both existing and proposed events and facilities), that such study shall identify and recommend such practices, equipment and systems to not only fully comply with all pertinent City lighting regulations and standards, but which also reasonably addresses neighbors concerns, that such study be reviewed by an independent party of the City's choosing and at the applicants reasonable expense, for review and acceptance by the Common Council, prior to any further development within The Rock Sports Complex.
8. The applicants shall obtain all required approvals and permits from the Wisconsin Department of Natural Resources and Milwaukee County prior to any disturbance or development of the landfill area. The applicants shall also obtain preliminary or conditional approvals from the Wisconsin Department of Natural Resources and Milwaukee County, and that the applicants shall submit a detailed map of the extent of the landfill area, such map to be approved by the Wisconsin Department of Natural Resources and Milwaukee County, to City staff, prior to the submittal of any detailed plans for the landfill area.
9. The applicants shall revise the Development Concept Plan to remove one of the two multi-purpose fields located immediately northeast of the Whitnall View subdivision, for staff review and approval, prior to the submittal of any detailed plans for The Rock Sports Complex area.
10. The commercial apartment standards proposed in the Ballpark Commons Mixed Use Area in Table 15-3.0442C.1. of the draft ordinance shall also be incorporated into Table 15-3.0442B.1. Ballpark Commons Commercial Area Development Standards.
11. The applicants shall obtain all required approvals and permits from the Milwaukee Metropolitan Sewerage District prior to any disturbance or development of the gas pipeline area. The applicants shall also obtain preliminary or conditional approval from the Milwaukee Metropolitan

Sewerage District, and that the applicants submit a detailed map of the location of the gas pipeline and associated easement, to City staff, prior to the submittal of any detailed plans for the landfill area.

12. The applicants shall provide additional details about the multi-family residential component of the Ballpark Commons Sports Village Commercial/Mixed Use area, (including but not limited to: location, number and size of units and bedrooms; types, locations and amounts of on-site and off-site parking; envisioned rental rates; amenities to be provided; etc.) for staff review, prior to the submittal of any detailed plans for this area. The applicants shall also prepare preliminary information about the multi-family residential component of the Ballpark Commons Sports Village Commercial/Mixed Use area, for staff review, prior to submittal of the proposed PDD amendment to the Common Council.
13. The commercial apartment standards proposed in the Ballpark Commons Mixed Use Area in Table 15-3.0442C.1. of the draft ordinance shall also be incorporated into Table 15-3.0442B.1. Ballpark Commons Commercial Area Development Standards.
14. The applicants shall provide additional details about the multi-family residential component of the Ballpark Commons Mixed Use area, (including but not limited to: location, number and size of units and bedrooms; types, locations and amounts of on-site and off-site parking; envisioned rental rates; amenities to be provided; etc.) for staff review, prior to submittal of the PDD amendment to the Common Council.
15. The applicants shall add a note to the Development Concept Map indicating that alterations to existing state, county, and local roads are envisioned, including but not limited to removal of certain ramps and the addition of certain signalized intersections, and that such changes will be subject to Wisconsin Department of Transportation, Milwaukee County, and City of Franklin review and approval, prior to submittal of the proposed PDD amendment to the Common Council.
16. The applicants shall prepare a Traffic Impact Analysis for the entire subject PDD, incorporating travel impacts from the Ballpark Commons project into future alternatives giving priority to collector roads to future intersections with Loomis Road, such being compatible with that TIA prepared by the City and recently submitted to the DOT pertaining to the Loomis Road ramps, for review and approval by the Wisconsin Department of Transportation, Milwaukee County, and the City of Franklin as applicable, prior to the submittal of any detailed plans for PDD No. 37. The applicants shall also complete a preliminary TIA, and obtain preliminary approval of the TIA from the affected agencies, for staff review, prior to the submittal of the proposed PDD amendment to the Common Council.
17. Any portion of a public road to be owned by the City of Franklin that is located on any portion of the historic landfill shall be the subject of a

20-year bond by the applicants in an amount and terms to be approved by the City to insure adequate funds for any repair and reconstruction of such roads due to landfill conditions, for Engineering Department staff review, prior to any development within such applicable portion(s) of PDD No. 37.

18. The applicants shall revise the Development Concept Map to redesign the relocated Crystal Ridge Road such that all intersections with other roads, public or private, occur at right angles, except for those intersections designed as a roundabout, for Engineering Department staff review and approval, prior to the submittal of any detailed plans within The Rock Sports Complex and the Ballpark Commons Sports Village Commercial/Mixed Use areas of PDD No. 37.
19. The applicants shall prepare a Street Design Plan for all new and reconstructed streets within PDD No. 37, to be designed with appropriate Complete Streets and traffic calming practices, including consideration of such elements as bike lanes, sidewalks, on-street parking, roundabouts, etc., for Engineering and Planning Department staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Street Design Plan as may be determined by the City). The Street Design Plan shall incorporate consideration of extension of four lanes for Rawson Avenue further westward to at least Hawthorne Lane.
20. The applicants shall prepare a Bike and Pedestrian Plan for the entire PDD, identifying design and location details for such facilities as sidewalks, trails, crosswalks, signage, pedestrian scale lighting, bike rest/rental/repair stations, etc., for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Bike and Pedestrian Plan as may be determined by the City). The applicants shall also prepare a Preliminary Bike and Pedestrian Plan for staff review prior to the submittal of the proposed PDD No. 37 amendment to the Common Council. The Bike and Pedestrian Plan shall include a public space located between the proposed baseball stadium and the proposed multi-purpose indoor sports venue that includes outdoor seating areas, a bike rest/rental/repair facility, public art/exhibit areas, etc.
21. The applicants shall prepare a Streetscaping Plan for all new and reconstructed streets within PDD No. 37, incorporating such features as decorative lighting, special signage, pedestrian rest areas, etc., for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Streetscaping Plan as may be determined by the City). The applicants shall also prepare a preliminary Streetscaping

Plan for staff review prior to submittal of the proposed PDD No. 37 amendment to the Common Council.

22. The applicants shall submit a detailed and comprehensive Parking Study for the entire proposed PDD, which includes consideration of a parking structure, underground parking for all multi-story buildings, formal shared parking arrangements, and on-street parking, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Parking Study as may be determined by the City).
23. The applicants shall provide a General Landscape Plan for each of the four areas comprising PDD No. 37, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the General Landscape Plan as may be determined by the City).
24. The requested General Landscape Plan, and the pertinent zoning district standards, shall be revised to reflect a minimum 60' wide landscape buffer, including a minimum 8' high berm, to be located along the entire western boundary of PDD No. 37, for staff review, prior to the submittal of any detailed plans within PDD No. 37. The applicable zoning district standards shall be revised to reflect a 40' building setback from the western boundary of PDD No. 37.
25. The applicants shall submit a Snow Storage Plan along with each applicable Site Plan, Special Use, etc. in accordance with Section 15-5.0210 of the Unified Development Ordinance, to the Planning Department staff, for review and approval as part of such site plans, special uses, etc.
26. The applicants shall revise the Project Narrative to indicate what if any mitigation measures are envisioned, and through that process, how the City's Natural Resource Protection standards will otherwise be met, for Planning Department staff review, prior to submittal of the proposed PDD amendment to the Common Council.
27. The applicants shall submit a Lighting Plan along with each applicable Site Plan, Special Use, etc. (other than for The Rock Sports Complex, which lighting standards are set forth elsewhere in this PDD ordinance) which meets the lighting regulations set forth in Division 15-5.0400 of the Unified Development Ordinance, to the Planning Department staff, for review and approval as part of such site plans, special uses, etc.
28. The applicants shall prepare an Architectural and Site Design Plan for PDD No. 37 which identifies the use of common or complementary design themes, elements, or features throughout the development and/or for the four separate areas of PDD No. 37, for staff review and approval prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Architectural and Site Design Plan as may be determined by the City).

The applicants shall also prepare a preliminary Architectural and Site Design Plan for staff review prior to submittal of the proposed PDD amendment to the Common Council.

29. The applicants shall submit a Comprehensive Stormwater Management Plan for PDD No. 37, for Engineering Department staff review and approval, prior to any development within PDD No. 37.
30. The applicants shall prepare a Master Sign Program for PDD No. 37, for staff review and approval, prior to any development within PDD No. 37.
31. The applicants shall prepare a Market Analysis of the entire Ballpark Commons project, including an analysis of its fiscal impact upon the City and its provision of services to this area, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Market Analysis as may be determined by the City). The applicants shall also prepare a preliminary Market Analysis for staff review prior to submittal of the proposed PDD amendment to the Common Council.
32. (other conditions)

SECTION 4: The terms and provisions of this ordinance are severable. Should any term or provision of this ordinance be found to be invalid by a court of competent jurisdiction, the remaining terms and provisions shall remain in full force and effect.

SECTION 5: All ordinances and parts of ordinances in contravention to this ordinance are hereby repealed.

SECTION 6: This ordinance shall take effect and be in force from and after its passage and publication.

Introduced at a regular meeting of the Common Council of the City of Franklin this _____ day of _____, 2016, by Alderman _____.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this _____ day of _____, 2016.

APPROVED:

Stephen R. Olson, Mayor

ATTEST:

Sandra L. Wesolowski, City Clerk

AYES _____ NOES _____ ABSENT _____

DRAFT



AMENDED PDD/GDP SUBMITTAL

THIS DOCUMENT SHALL SERVE AS AN AMENDED PLANNED UNIT DEVELOPMENT - GENERAL DEVELOPMENT PLAN (PDD/GDP) TO THE PREVIOUSLY APPROVED GENERAL DEVELOPMENT PLAN:

PDD 37 – The Rock Sports Complex

March 7, 2016

Mr. Joel Dietl
City of Franklin
9229 West Loomis Road
Franklin, WI 53132

Dear Mr. Dietl,

We hereby respectfully submit for your review the General Planned Development District Amendment and Comprehensive Master Plan Amendment documents for Ballpark Commons. The plan as submitted today reflects the iterative process we’ve undertaken to date. The plan is reflective of the strong insights you and your team have provided, as well as the insights provided to us by the neighbors and broader community through our community outreach, listening sessions, and public meetings. We understand that the development of this project will involve a complex, multi-step process, and we are excited to begin working through those steps together with the City of Franklin, Milwaukee County, Wisconsin DNR and other stakeholders.

Ballpark Commons is designed as an extension of the successes that have been realized in recent years at The Rock. Those facilities already in operation have created a regional draw, and we believe that this proposed mixed-use expansion will even further establish the location, and Franklin in particular, as a destination for years to come. As currently proposed, Ballpark Commons has an estimated value in excess of \$100 million, and is planned to include the following elements, constructed in multiple market-driven phases:

1. An outdoor baseball stadium with approximately 2,500 hard seats and a capacity to accommodate a total of approximately 4,000 spectators. The stadium will be home to a minor league professional baseball team affiliated with the American Association of Professional Baseball. It will also be the home field for Wisconsin’s only NCAA Division I baseball team: the University of Wisconsin-Milwaukee Panthers. The facility will also be able to host baseball tournaments and other community events.
2. A year round family entertainment and recreation center that will feature a regional family fun center and a premier entertainment, recreation and event venue and one hotel accommodating up to 125 rooms.
3. Multiple restaurants.
4. Office (depending on market demand), possibly including a purpose-built co-working facility, retail and mixed-use buildings facing Rawson Avenue, each no more than four stories in height, some with the possibility of up to 70 luxury apartments on upper levels.
5. A luxury apartment community, including two-story buildings adjacent to the existing residential neighborhoods to the west with three story buildings to the east, closer to Loomis Road. This new community will include up to 303 total apartment homes, along with a clubhouse, common areas and both programmed and landscaped open space.

This packet presents the Comprehensive Master Plan (CMP) Amendment and a General Planned Development District Amendment applications for your consideration. The purpose of the CMP Amendment is to convert the included lands south of Rawson Avenue from “residential” and “transportation” land use classifications to “mixed use”. North of Rawson Avenue, the CMP Amendment is to reclassify certain existing road right-of-ways from “transportation” to “mixed use” to reflect their assimilation into the project plan. The intent of the request for General PDD approval is to allow for market flexibility and to also provide the City of Franklin with an opportunity to review details of the various plan components separately as they are brought forward. This will allow the City and the Developer to work as a team to put together the best possible project within a framework established by the General PDD approval. Likewise, this mechanism will allow the developer, together with the City of Franklin, the ability to draw the best possible users to the project.

In order to facilitate your consideration of this very complex development, we have crafted this submittal to describe two distinct areas: north of Rawson and south of Rawson. While this is one cohesive development, we believe it will be more manageable to consider those areas separately.

We would like to formally acknowledge and thank you and your team at the City for your steadfast cooperation and consideration of this proposal. We very much look forward to continuing to work with the City on this remarkable development, and to collaboratively improving life in the City of Franklin.

Sincerely,

The Ballpark Commons Team

Mike Zimmerman

Greg Marso

Blair Williams

Ian Abston

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PROJECT TEAM:

| | | |
|--|---|---|
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|  <p><u>JSD PROFESSIONAL SERVICES, INC.</u> N22 W22931 Nancys Court Suite 3 Waukesha, Wisconsin 53186 Contact: Justin Johnson 262.513.0666</p> |  <p><u>JLA ARCHITECTS + PLANNERS</u> 5325 Wall Street - Suite 2700 Madison, Wisconsin 53718 Contact: Joseph Lee 608.241.9500</p> | |

BALLPARK COMMONS

Overall Development Summary

FRANKLIN, WISCONSIN



DEVELOPMENT NARRATIVE

WHAT

This proposal is intended to define the technical “what” of Ballpark Commons. It is a new baseball stadium. It is restaurants. It is shopping. It is a hotel. It is a sports and entertainment destination. It is a new multifamily community. We estimate it will be \$100+ million of total development. The plans presented with this submittal reflect our technical intent.

But we can also answer the “what” of Ballpark Commons in less technical, but perhaps more compelling, terms. Ballpark Commons leverages the success of the Rock. It incorporates a collection of sports and entertainment venues to catalyze a sustainable, walkable, bikeable, connected mixed-use neighborhood and sports destination. It makes Franklin more attractive to top talent and employers. It makes Franklin more attractive to Millennials as they make their natural move from the cities to the suburbs. It provides a dynamic housing option for residents of Franklin who would like to age within their community. It is an example of how municipalities compete against their neighbors. It is community.

There are also things Ballpark Commons is not. This is not a “me too” development. Ballpark Commons isn’t trying to be Drexel Town Square. It’s not trying to be any other development anywhere else. It is not a shopping mall. It is not a theme park. Ballpark Commons is not “common.”

WHY

Technical submittals offer no box to check identifying the motivation for the development. But the “Why” of Ballpark Commons is fundamental to its design and to its scope.

The Ballpark Commons team is fundamentally committed to the belief that engaged communities are successful communities. The Rock sprung from a landfill. Significant public / private collaboration and significant private investment resulted in a year-round sports destination. There will be over 150,000 visits to the Rock in 2016. It is a regional destination, and it serves its local community. The team believes in the opportunity that critical mass of engagement creates.

Folks participating in or watching sports or other activities are engaged in the activity and with each other. Sports can in many ways define individuals and families. A community created through shared engagement can be extremely powerful. Our fundamental objective at Ballpark Commons is to create a dynamic and strong community. Yes, we seek financial return. But we believe that return will be generated by creating that engaged community. And we believe that community will add profound value to Franklin.

We have heard folks suggest that they like the development, but just not at this location. We understand that perspective. But this is the right place for this development even if it is not the easiest place for it to be. The landfill is complicated. The environmental issues are complicated. But we are prepared to work through those issues and we are fully committed to the reality that if a portion of our proposed development isn’t feasible, then we won’t be able to execute it. This is the right place because The Rock already demonstrates the power of sports to drive engagement. This is the the right place because this land doesn’t have another, better, use.

We believe that Ballpark Commons is a remarkable opportunity for Franklin to promote itself as a community capable of accomplishing a wide range of development, from subdivisions to forward-looking mixed-use projects that can be safely labeled “smart growth.” Ballpark Commons can be seen as a true placemaking project; mixing home, work, recreation, and entertainment. For the city of Franklin, this development presents an incredible opportunity to promote itself as the suburb that has the best of both worlds; you can live on a cul- de-sac in a classic subdivision, or choose to live in an apartment that is close to restaurants, entertainment, and groceries.

There are few opportunities in Franklin for the sorts of chance encounters that lead to friendships and collaborations. These ‘collisions’ spawn community. And, mixed-use developments designed and programmed with these collisions top of mind provide an opportunity to live and work in a setting much more attractive to Millennials and empty-nesters who want to age in place. Ballpark Commons will be that community.

We believe that this development presents Franklin the opportunity to position itself for its present and its future. The development can only occur through public / private partnership and a profoundly collaborative approach. We look forward to that partnership.

HISTORICAL CONTEXT

This development is not necessarily new, but it is vastly improved from roughly two years ago. Since that initial proposal, we have been refining our proposal and have worked through the ‘multiple unknowns’ the city cited in 2014 as follows:

- *Land Control:* In 2014 we had none of the development formally under our control. Over the last 2 years we have acquired ownership or control all but 4.5 acres of the proposed development. The remaining 4.5 acres is currently in negotiations.
- *No Firm Commitments from Developers:* In the summer of 2015 we received 4 firm commitments from expert developers to partner on this project. As such we have selected Blair Williams of WiRED properties as our partner.
- *No Firm Commitment from UWM:* We have secured a letter of understanding from UWM to become a secondary tenant (in addition to an American Association Minor League Baseball expansion team) for the baseball stadium. UWM provides the only NCAA Division I program in the state.
- *Lack of Milwaukee County Involvement:* In 2014 there was a misconception that Milwaukee County was not involved and potentially not supportive. That was not the case then, and it is certainly not the case now. Milwaukee County remains supportive and engaged in all aspects of this development. They have been present at all meetings regarding the topic and we continue to meet with them regularly to discuss and plan for the development.
- *Experience Level of Operator:* While it was fair for the City to question our ability to operate a successful professional baseball franchise back in 2014, we are proud to showcase our capabilities as we now run 4 professional sports teams and have proven to be one of the better operators in our peer groups in 2 short years.

The city has also advanced its thinking around development since April 2014 and has signaled its desire to grow and develop, including commissioning GRAEF to perform a TID feasibility study of 3 major areas, one of which is the area (AREA A) in which this development would reside. Recent surveys of residents, data from Buxton, and conversations with retailers (mostly local), reveal meaningful retail opportunities exist for dining, shopping and entertainment products. Lastly, the city’s recruitment and hiring of an Economic Development Director seem to demonstrate the city’s commitment to projects like this.

We share these historical timelines because they are a foundational element of our mutual narrative. Ballpark Commons will only be successful through profound collaboration. Today, both the City and the development team have evolved and we believe we are all now ready to converge on a project that could redefine Franklin for decades to come in terms of economic growth, market perception, and community. Perhaps the timing wasn’t right the first go around as it gave us an opportunity to sharpen our skills, experiences and understanding and to create a development team tailored to this development. The time is right now.

MARKET OUTREACH RESULTS

The team conducted an open house and then door-to-door neighborhood outreach campaign during October, November and December of 2015 to review our first concept plan and to solicit feedback. We canvassed Hawthorne, Stonehedge, Whitnall Terrace subdivisions, knocked on (some more than once) 188 doors where we spoke with 131 residents, and conversations were less than one minute to more than 90 minutes each. In addition, we visited 48 businesses along Rawson/76th corridor (most with owners or managers). The following presents a summary of our results.

Adjacent homeowners were our top priority and outreach started with the closest properties in Hawthorne and Stone Hedge. Nearly everyone appreciated the personal outreach. The closer people live to the proposed development, the more likely they are to be opposed. If people are neutral or supportive, they don’t want their neighbors to know.

Nearly all businesses closest to the Rawson/76th Street intersection strongly support the sports complex expansion because of increased vitality it would bring to this trade area. Some

mentioned that more rooftops would increase their customer base.

The thematic concerns can be organized into three groups: (i) South of Rawson/The Rock (Stonehedge), (ii) Northwest of Rawson/The Rock (Hawthorne), and (iii) Northeast of Rawson (Greendale) and are as follow:

South of Rawson/The Rock: TOP CONCERNS

Select homeowners in Stonhedge have shared with us that they built with the understanding that the proposed multi-family/mixed use site would be developed as R-3 executive single family lots, like their own. As a result, their top concern is decreased property values and safety given their perception of the likely caliber of renters.

South of Rawson/The Rock: PROPOSED RESOLUTION

Much of the issue results from a misconception that Residents believe that apartments will decrease their values, especially for those homes adjacent to the site proposed for rezoning. We have worked to provide research and insights to the neighbors to help transform perception to understanding. We will continue to inform the Residents on the scope of our project (high end apartments) from experts like Dr. Eppli aimed at debunking the theory that values will decrease and the caliber of potential renters is less than what is on par with Franklin as a whole. In addition, we propose the following:

1. Build a landscaped berm that separates the Stonehedge subdivision from the Ballpark Commons development.
2. Since many residents have interest in more detail about architecture, materials, landscaping, and renderings we will continue to engage with them during the initial planning phases.
3. Utilize two-story Townhomes as a transitional development product to reduce intensity of use adjacent to Stonehedge.
4. We have modified the placement of the apartments in relation to Stonehedge homes to further minimize potential visual or noise disturbances.

Northwest of Rawson/The Rock: TOP CONCERNS

The primary concerns for this area are environmental in nature. Given that parts of the proposed development reside on a landfill, Residents have concern about methane management. There are two reported methane incidents that occurred in the 1990s. In addition, there are concerns that heavy structures built on top of the waste could compound any perceived methane issues and/or create new environmental disturbances.

Northwest of Rawson/The Rock: PROPOSED RESOLUTION

We have affirmed to all residents that the DNR has ultimate approval authority and that, if the DNR denies this application, the sports development cannot be expanded. We have engaged in further discussions with the DNR and Milwaukee County about the concerns and while no one has denied our plans in the original concept, we have proposed three strategies to mitigate the above concerns:

1. Redesign and re-program the indoor sports complex from its original design such that it resides off the “lines of waste”, yet still achieves the visitor counts that support the business objectives of the larger development.
2. Redesign and rebuild the existing Methane management system upon construction of the development.
3. Utilize “light weight” and “non or minimal landfill penetrating” structural and engineering strategies for the Stadium.

North East of Rawson/The Rock: TOP CONCERNS

The main concerns for this area are lights and noise and mostly stem from Greendale and existing operations; however, other neighbors have mentioned concerns about the compounding nature of the development. The Rock has not been in violation of any City ordinances related to noise nor lights; however a few Residents remain skeptical that current levels are indeed

meeting these City ordinances. While there is much debate between a handful of Greendale residents and The Rock about what else can be done to further mitigate the concerns related to lights and noise, it is important to note that all light issues have been formally resolved over 18 months ago between The Rock and The City of Greendale.

Northeast of Rawson/The Rock: PROPOSED RESOLUTION

Our analysis and research suggest that the Ballpark Commons development would not create a compounding issue of light and noise. While we believe that the existing infrastructure at The Rock meets all City ordinance requirements, we also believe that the new developments surrounding the neighbors may act as buffer and help to reduce perceived intrusion. Having said that, we further propose that a formal consultant be hired to study the light and sound issues associated with the Stadium in order to make recommendations to us to utilize the best practices available to assure we are in compliance with city ordinances and to achieve the best and most reasonable solution available.

MARKET STUDY RESULTS

At the request of the City of Franklin, we commissioned Moegenburg Research to prepare a Market Study for the referenced property as of a current date. They made an inspection of the site on January 22, 2016, and conducted research relative to this study during January and February 2016. The function of the report is to assist the development team, with our internal decision making and discussions with the City of Franklin regarding the potential development opportunities which may exist at the property (the intended use). Moegenburg Research, Inc. has not provided consulting or valuation services regarding the referenced property during the past three years.

Their conclusions regarding the proposed multi-family component are included below (the full report is submitted as part of the submittal package):

- From a locational and demographic standpoint the City of Franklin compares well to the neighboring communities and is very similar (if not superior) to these communities that have or are beginning to see a surge of multi-family development.
- There has been little to no market rate, multi-family development (non-senior) within the City of Franklin in the most recent 10 to 15 years.
- Given the subject's linkages to employment, shopping, entertainment, and highways – market rate multi-family development makes sense.
- Positive location for all age groups from young professionals and families to empty nesters.
- The market has a need for new, higher-end multifamily developments. There hasn't been much, if any, new construction in recent years in the subject's market area, and there is an abundance of empty nesters, divorcees, and young families seeking quality multifamily housing.
- The market would tend to support higher-end developments that would include granite countertops, stainless-steel appliances, quality flooring packages, in-unit laundry, central air conditioning, high ceilings, and a moderate level of common area amenities.
- Occupancy rates are strong and the submarket likely has substantial (pent-up) demand.
- We feel that attainable rental rates for a proposed high-end development at the subject property would range from \$1.40 to \$1.60 per square foot on average. It should be emphasized that these are in current dollars. We expect there to be growth in rents from now until the time any new development could be constructed.
- Based on the marginal demand analysis there appears to be positive demand for new high-end multi-family product within the subject's PMA (5-mile radius) based on income qualified renter households with incomes of \$50,000-plus.
- Market-rate development would likely need some sort of government assistance given the dramatically increasing construction costs.

Our conclusions regarding the proposed ancillary commercial component are included below:

1. It appears that a potential baseball stadium development would spur ancillary commercial uses. Additionally, the inclusion of a multi-family component to the stadium would help to enhance the population of permanent and transient consumers to the area.
2. The residents of Franklin appear to desire more traditional retail and dining uses for the subject's immediate neighborhood. Such uses would complement the proposed baseball stadium and multi-family residential component.
3. Ancillary commercial uses (including retail and restaurant) should focus on local users in order to reflect the broader community as these users are more closely aligned to the specific interests of the community.
4. The proposed subject development would benefit from additional ancillary commercial uses (retail/restaurant) to service the needs of the potential consumers. The resulting overall development would be an all-encompassing community with a local identity.

5. Current market conditions support retail uses as a financially feasible use, while office and lodging uses are not currently financially feasible. However, given current market conditions, it is likely that any proposed ancillary use would have to be substantially pre-leased or have users in place (owner occupant), for any development to occur.
6. While not currently financially feasible, if the RevPar (Average Daily Rate x Occupancy) were to increase at a rate that is currently being realized by the competitive set, a lodging use could be financially feasible within approximately two years. This assumes that the neighboring Hampton Inn stabilizes as projected and realizes a RevPar that is in line with or superior to the competitive set.
7. It appears as though the proposed baseball stadium and indoor facility could generate enough overnight stays for an additional lodging facility in the immediate area; however, any future hotel development should potentially be phased in after the existing Hampton Inn facility nears a stabilized level of operations.
8. Any of these potential development uses are tied to the proposed development of the baseball stadium (i.e. if the stadium is not constructed, the other uses would not be financially feasible given current market conditions).

TRANSPORTATION

The site is located at, and in the vicinity of, The Rock sports complex in Franklin, Wisconsin, generally lying on either side of West Rawson Avenue immediately west of South 76th Street and West Loomis Road. Numerous public roads exist in the area of the site, including:

- West Loomis Road (S.T.H. 36)
- South 76th Street
- West Rawson Avenue
- Crystal Ridge Drive
- Old Loomis Road
- West Loomis Road On-ramps and Off-ramps

Currently, the parcels that make up the site have direct access from Crystal Ridge Drive, West Rawson Avenue and Old Loomis Road. There is presently no direct site access from South 76th Street, West Loomis Road, or its ramps.

As part of this project plan, it is proposed that the Wisconsin Department of Transportation will be engaged to explore the possibility of eliminating the West Loomis Road ramps and Old Loomis Road in favor of signalized direct roadway connections to West Loomis Road. This will allow for the highest and best use of the lands surrounding the roadway crossing, not only for this project, but for surrounding lands, as well. A Design Review team meeting has been scheduled with the Wisconsin DOT to begin this discussion and to gain an understanding of the process that may be involved to achieve these objectives.

Upon removal of the discussed existing roadway elements, new roadways and intersections will be constructed to serve the corridor. A new urban section public street will be installed from South 76th Street, around the proposed stadium and connecting back to West Rawson Avenue. From that point, the new street will extend south of West Rawson Avenue and connect to West Loomis Road at a new signalized intersection. A second traffic signal will be installed south of this location, at West Warwick Way, to provide direct public safety access to Stone Hedge Subdivision. Finally, a third signalized connection to West Loomis Road will be made at some point to the north of West Rawson Avenue. Exact locations and configuration of these intersections will be determined through discussions with project stakeholders and evaluation of necessary engineering considerations. *[This new public street is identified and discussed in the North of Rawson and South of Rawson sections of this submittal]*

It is expected that the aforementioned new streets will include sidewalks, bicycle lanes, on-street parking, landscaped boulevards, or combinations thereof. Decorative street lighting tied to a uniform development theme will also be included in the project plan.

UTILITIES

The properties included in this development area are not presently served by public sewer and water. Public water and sewer facilities do, however, exist in the general vicinity of the site, and as part of this development plan, would be extended to the property. Watermain currently exists on the south side of West Rawson Avenue, east of West Loomis Road, near the Sudz Wash and Lube property. From this location, watermain will be bored beneath Loomis Road and extended into the development. Sanitary sewer is present at the far northeast corner of the site, near the South 76th Street bridge over the Root River. The existing sewer is an 84-inch MMSD interceptor sewer, with an apparent line stubbed to the south to accommodate a proposed future connection. Sewer would be extended from said stub, south along South 76th Street to the north side of West Loomis Road, and into the site. Sanitary sewer also exists in Stone Hedge Subdivision and has been stubbed from there to accommodate future development. Because of limited available capacity in the Stone Hedge sewers, it is likely that the Ballpark Commons development will utilize a combination of that sewer and the MMSD sewer.

The extensions of public sanitary sewer and water facilities for the Ballpark Commons project also opens up the possibility of extending those services to Whitnall View Subdivision. There will need to be discussions about whether or not the residents want to be connected, however, the work completed as part of the Ballpark Commons project will put them within reach of those facilities.

Private utilities, such as gas, electric, telephone and cable will be coordinated with each applicable utility company. Exact arrangements of shared parking and drives will be determined upon final site planning, and incorporated into the agreements for each end user. As requested by City staff, a parking study will be performed in conjunction with detailed site design in order to evaluate parking supply and demand relative to the proposed layout. With the desire to minimize and share surface parking, there will also be a need to handle snow storage in an organized manner. With submittal of detailed engineering plans, snow storage areas will be defined and user agreements developed for implementation of a snow management plan.

While this submittal does not include formal engineered solutions for utilities, our preliminary conversations with City staff and our review of the existing site conditions suggest that the development as proposed in this submittal can be supported by all required utilities.

NATURAL RESOURCES

The subject properties primarily consist of former landfill north of West Rawson Avenue and undeveloped lands south of West Rawson Avenue. During previous phases of the site development, natural resource features were delineated on the lands north of Rawson. To the extent possible, those previous records have been utilized to establish any potential resource impacts resulting from this proposal. Areas south of Rawson have not been previously investigated, so available information sources, such as the Wisconsin DNR Surface Water Viewer and aerial photography have been used to develop approximate natural resource feature boundaries. A Natural Resource Protection Plan (NRPP) has been developed and is included as an appendix to this submittal.

To the north of Rawson, the majority of natural resource features, including the Root River, associated floodplain, wetlands and mature woodlands, exist along the northerly property boundary in areas not proposed for development. A pocket of wetland and woodland also exists outside of the former landfill limits near the south property boundary. This particular area is within the development limits, so permits and approvals will have to be procured from the City of Franklin, Army Corps of Engineers and Wisconsin Department of Natural Resources in order to proceed with development in that area. Likewise, the undeveloped lands south of West Rawson Avenue appear to contain wetlands and woodlands. Because these features are also within the development limits, permits and approvals will be required for these areas, as well.

As soon as weather and growing conditions allow, a detailed site investigation will be performed and the Natural Resource Protection Plan adjusted, as necessary. Until such time as that on-site investigation is completed, the natural resource areas and percentage of proposed disturbance should be considered approximate. Once areas of natural resource interest and proposed natural resource disturbance areas are firmly established through on-site delineations and final site planning, the Natural Resource Special Exception and Individual Permit processes will begin through the City of Franklin and Wisconsin DNR, respectively. It is expected that a combination of wetland bank credit purchase and fee-in-lieu payment will be utilized to account for wetland acreage disturbed through development activities. The Development team expressly acknowledges and accepts both the WDNR and City of Franklin requirements and limitations on development of wetlands areas, inclusive of mitigation.

LANDSCAPING

- Stadium and Sports Area:

Landscape treatment adjacent to the proposed ballpark and indoor sports complex will feature scale appropriate design to provide a transition from built elements to define pedestrian areas proposed in this area of the plan. This will be achieved by foundation plantings that relate to architectural design components of the indoor facility and ballpark stadium.

Further emphasizing the pedestrian scale, public terrace/plaza areas adjacent to the facilities will feature an urban scale and design aesthetic for patio and pavilion areas, diverse pedestrian seating opportunities, canopy shade trees and bicycle parking and refuse disposal in a unified, consistent manner. Activity areas will be clearly defined by paving design and decorative surface materials, wayfinding, landscape treatment and seating. Heights of structures in the area will be transitioned with appropriately scaled vegetation selections and integration of pedestrian elements. The area will be defined by landscape and hardscape design treatments to feature an 'urban district' feel associated with the activity nodes of the ballpark stadium and indoors sports complex.

- Mixed-Use (North):

Landscape treatment for mixed-use areas to the north adjacent to the ballpark, indoor sports complex and associated structures and land uses along Loomis Rd. will have a distinct open campus feel incorporating stormwater management, pedestrian connectivity networks and landscape design. Landscape treatment for mixed-use and open space areas will include large, canopy trees, native perennial and seed mix design associated with integration of stormwater management features and defined turf areas for group and pedestrian activity. Pedestrian path networks and connectivity will be delineated by wayfinding, canopy tree orientation and vegetation cover for large swaths of land associated with the W. Loomis Rd. corridor.

- Mixed-Use (South):

Landscape treatment for mixed-use areas south of Rawson Ave. will feature consistent design elements as the 'urban district' associated with the ballpark and indoor sports complex north of Rawson Ave. This area will incorporate activity areas adjacent to retail/mixed-use buildings defined by hardscape terrace paving design, shade trees and pedestrian amenities including bicycle parking, refuse disposal and seating. This area will be a continuation of the landscape treatment associated with the ballpark and indoor sports complex district.

- Multi-Family Residential

Landscape treatment for the multi-family residential land use plan will feature vegetative buffer design to transition and soften sightlines to adjacent single-family properties and the W. Loomis Rd. corridor. This will include a 60-foot vegetative screen with varying opacities to feature deciduous and evergreen planting materials designed with grade and berming to provide a transitional screen to the adjacent Stonehedge neighborhood to the west. Traditional foundation design will provide scale and interest to multi-family buildings, entries and outdoor space. Underground parking access will be screened from adjoining properties and street networks by utilizing appropriate grade design and vegetative materials. Open space design associated with multi-family land use will provide open lawn areas, shade trees, and pedestrian connectivity to buildings and structures. Stormwater management will be integrated within open space landscape treatment and design for multi-family sites. Open space design will serve as an amenity to residential tenants and visitors.

SPECIFIC USES / ZONING

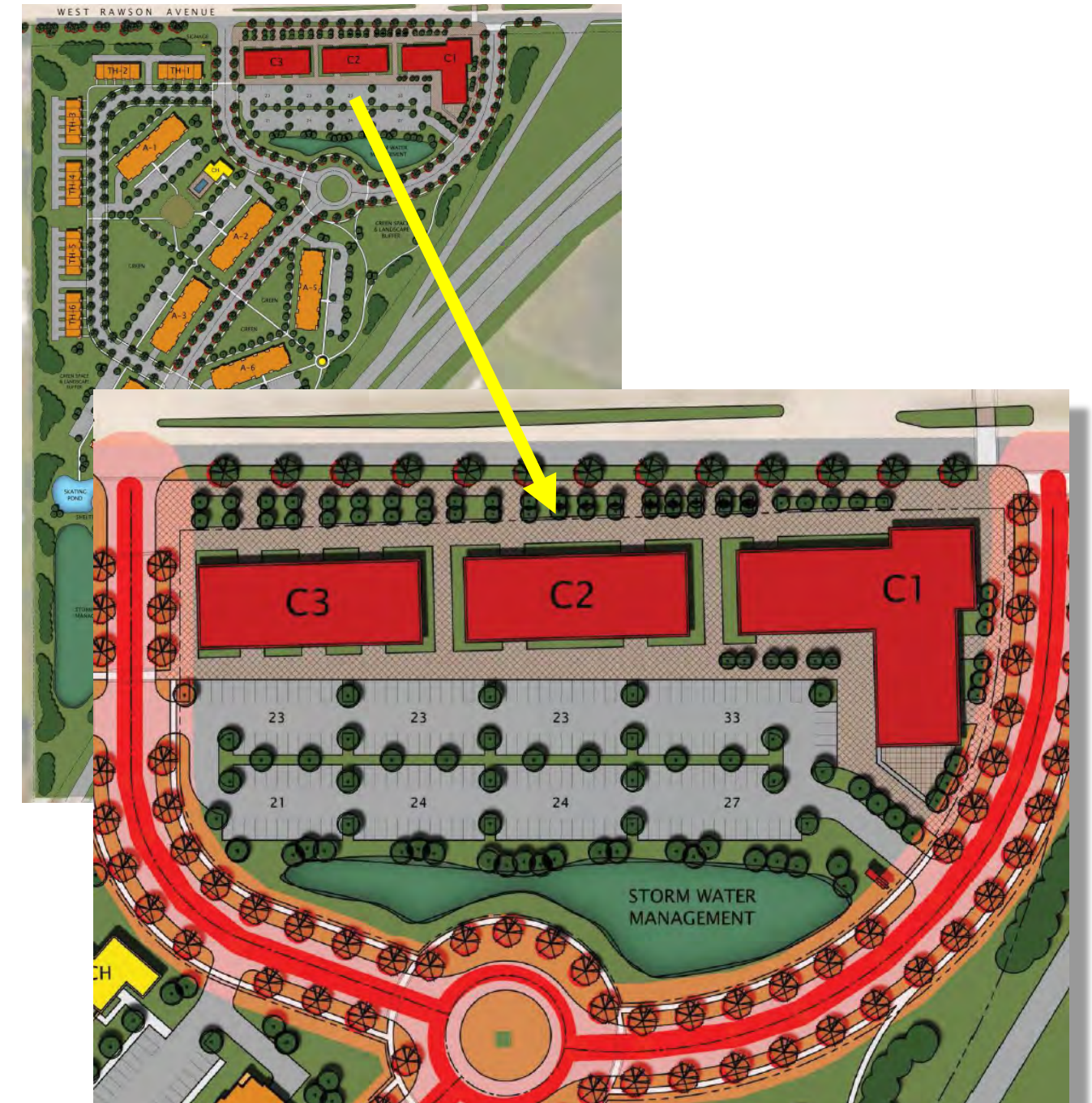
This development plan contemplates mixed-use north of West Rawson Avenue, and multi-family, mixed-use, retail and office south of West Rawson Avenue. Please note that the existing BMX track is to be moved as part of the proposed plan. In addition to those uses specifically permitted as part of the existing Planned Development District 37 and underlying R-8, B-4 and OL-2 districts, the following specific activities are hereby requested to be allowed as permitted uses:

- Golf Driving Range
- Concerts / Live Music (either within stadium or in Ballpark Plaza pavilion)
- Sand Volleyball
- Hotel in the Commercial Area south of W. Rawson Avenue (identified as building C1 on that plan) or north of West Rawson Avenue in the Mixed Use North Area.

In order to best take advantage of the available lands and to design a vibrant pedestrian-friendly, mixed use development, it is requested that building and parking setbacks be waived in consideration of shared parking and interconnected pedestrian amenities. In the interests of providing a true mixed-use urban destination, we are suggesting specific zoning standards for each component and area of the overall development. The following tables present the zoning requirements for the areas as identified in the site plan.

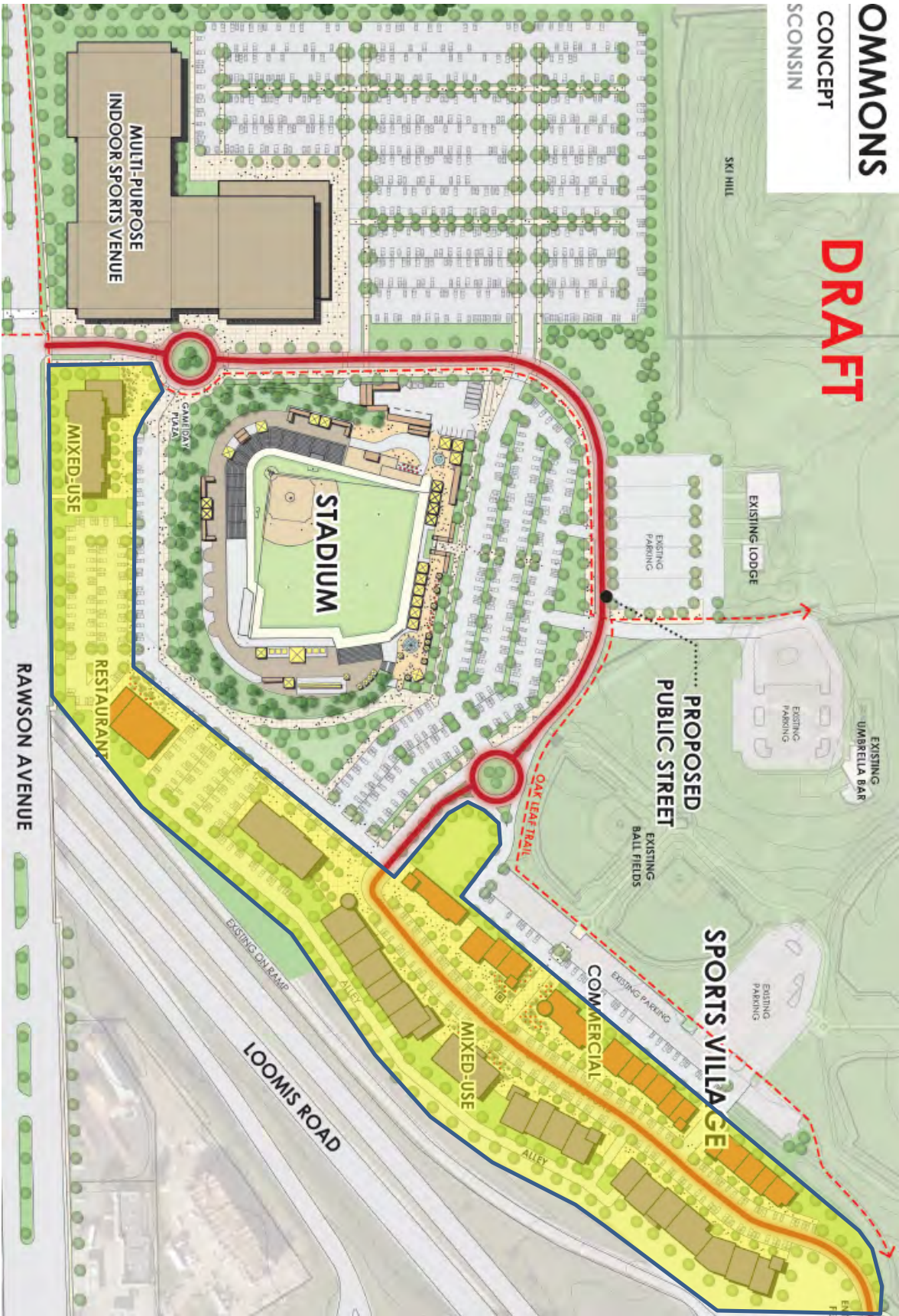
**BALLPARK COMMONS
MIXED-USE SOUTH AREA DEVELOPMENT STANDARDS**

| Type of Standard | Standard |
|--|----------|
| Landscape Surface Ratio and Floor Area | |
| Minimum Landscape Surface Ratio (LSR) | 0.25 |
| Lot Dimensional Requirements | |
| Minimum Lot Area (square feet) | 20,000 |
| Minimum Lot Width at Setback Line (feet) | 100 |
| Minimum Front Yard (feet) | 25 |
| Minimum Side Yard (feet) | 10 |
| Minimum Side Yard on Corner Lot (feet) | 25 |
| Minimum Rear Yard (feet) | 20 |
| Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations. | |
| Minimum Shore Buffer (feet) | 75 |
| Minimum Wetland Buffer (feet) | 30 |
| Minimum Wetland Setback (feet) | 50 |
| Maximum Building Height | |
| Principal Structure (stories/ft.) (as measured to finished ceiling of top floor) | 5.0 |
| Accessory Structure (stories/ft.) | 1.0/35 |
| The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit. | |



BALLPARK COMMONS
MIXED-USE NORTH AREA DEVELOPMENT STANDARDS

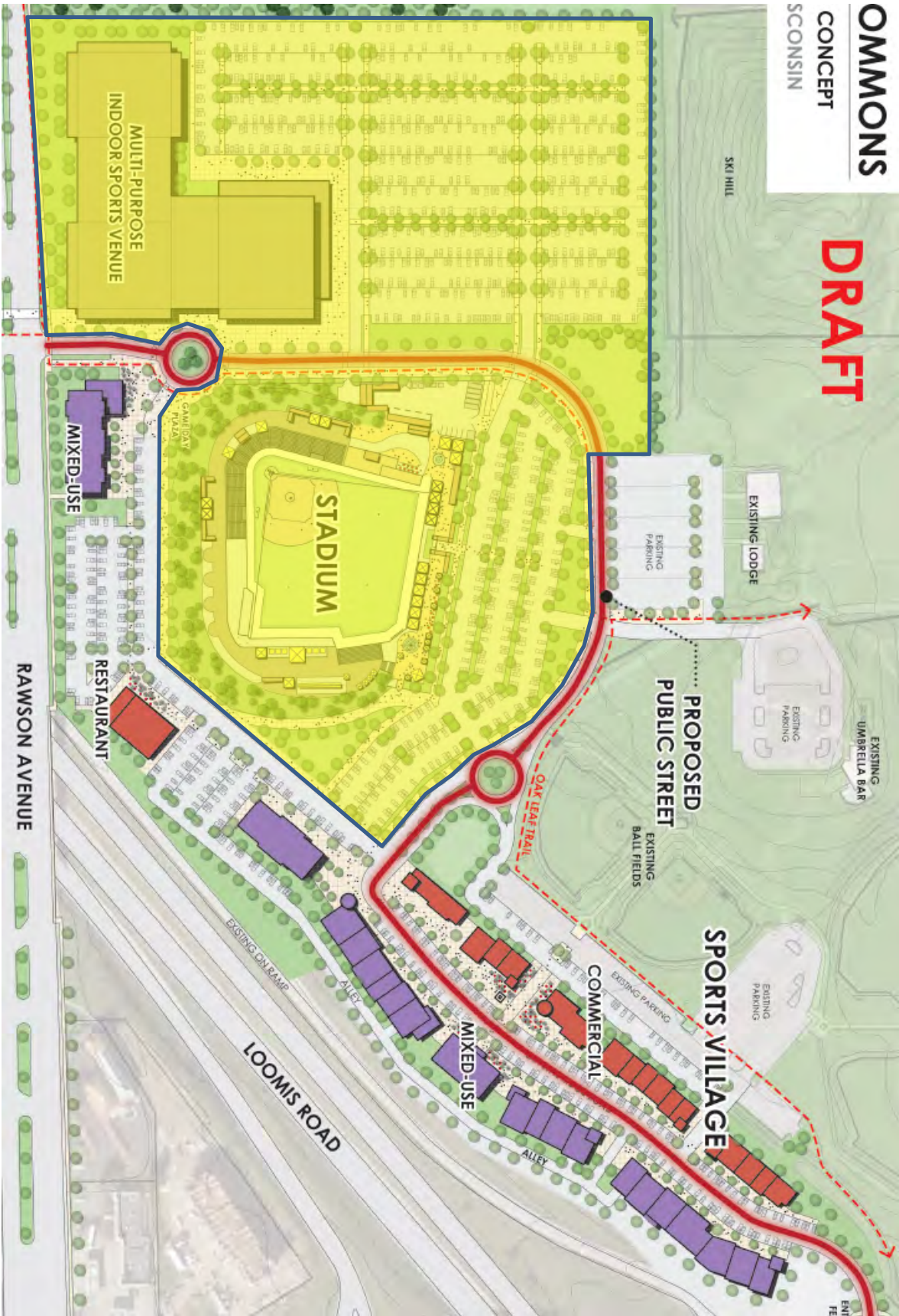
| Type of Standard | Standard |
|--|---|
| Landscape Surface Ratio and Floor Area | |
| Minimum Landscape Surface Ratio (LSR) | 0.25 ^a |
| Lot Dimensional Requirements | |
| Minimum Lot Area (square feet) | 20,000 |
| Minimum Lot Width at Setback Line (feet) | 100 |
| Minimum Front Yard (feet) | 25 |
| Minimum Side Yard (feet) | 10 |
| Minimum Side Yard on Corner Lot (feet) | 25 |
| Minimum Rear Yard (feet) | 20 |
| Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations. | |
| Minimum Shore Buffer (feet) | 75 |
| Minimum Wetland Buffer (feet) | 30 |
| Minimum Wetland Setback (feet) | 50 |
| Minimum Total Living Area per Commercial Apartment Dwelling Unit (D.U.) | |
| For less than 3 D.U.'s per structure for one bedroom D.U. | 700 sq. ft. (plus 200 sq. ft. for each bedroom over 1 bedroom) |
| For 3 or more D.U.'s per structure | (see Table 15-3.0442D.1.) |
| ^a Commercial apartments may be permitted on the upper levels of a multi-story building only. The minimum landscape surface ratio (LSR) for the entire site (inclusive of those areas designated as multi-family) shall be 0.35. | |
| Maximum Building Height | |
| Principal Structure (stories/ft.) (as measured to finished ceiling of top floor) | 4.0/55 |
| Accessory Structure (stories/ft.) | 1.0/35 |
| The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit. | |



BALLPARK COMMONS
MULTI-FAMILY RESIDENTIAL AREA DEVELOPMENT STANDARDS

| Type of Standard | Standard |
|--|--|
| Minimum Open Space Ratio and Maximum Density | |
| Open Space Ratio (OSR) | 0. 20 |
| Gross Density (GD) | 9.50 |
| Net Density (ND) | n/a |
| The stated maximum density regulations may be increased pursuant to the granting of a Special Use permit. | |
| Lot Dimensional Requirements | |
| Minimum Lot Area (square feet) | (see below) |
| Minimum Lot Width at Setback Line (feet) | (see below) |
| Minimum Front Yard (feet) | (see below) |
| Minimum Side Yard (feet) | (see below) |
| Minimum Side Yard on Corner Lot (feet) | (see below) |
| Minimum Rear Yard (feet) | (see below) |
| Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations. | |
| Minimum Shore Buffer (feet) | 75 |
| Minimum Wetland Buffer (feet) | 30 |
| Minimum Wetland Setback (feet) | 50 |
| Maximum Building Height | |
| Principal Structure (stories/ft.) | 3 Stories / 43 feet from entry grade to 3 rd floor finish ceiling |
| Accessory Structure (stories/ft.) | (see below) |
| The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit. | |
| Attached garages are required for single and two family uses. | |





BALLPARK COMMONS
STADIUM AND SPORTS AREA DEVELOPMENT STANDARDS

Applicant proposes to work collaboratively with the City to draft and execute appropriate zoning standards for this area. Applicant proposes that the base standards for the portions of the Multi-Purpose Indoor Sports Venue (as further described below) that front on West Rawson Avenue mirror those standards for the Mixed-Use North Area as presented above.

ADDITIONAL REQUIREMENTS:

A. Statement of Purpose:

This zoning district is established to allow for the construction of:

1. A baseball stadium north of West Rawson Avenue.
2. A multi-purpose indoor / outdoor sports and recreational facility with connected and/or separate physical structures.
3. Up to 100,000 square feet of commercial buildings north of West Rawson Avenue, including a hotel if a hotel is not developed on the portion of the site south of West Rawson Avenue
4. 2-Story and 3-story multi-dwelling unit residential buildings totaling not more than 303 total residential dwelling units, a 1- or 2-story club house and related amenities south of West Rawson Avenue
5. Up to three commercial buildings south of West Rawson Avenue including a hotel. The total commercial square footage, excluding the hotel, shall not exceed 50,000 square feet.

B. Permitted Uses:

The following uses are Permitted in this Planned Development District (PDD):

1. Medium Density multi-family residential development and accessory uses, including but not limited to swimming pool(s), patios, club house(s), recreation facilities, maintenance facilities, activity rooms and sales/marketing center.
2. The residential portion of the development south of West Rawson Avenue shall consist of up to 303 dwelling units in up to thirteen buildings.
3. The commercial portion of the development south of West Rawson Avenue shall include up to three buildings with not more than 50,000 square feet of commercial space and the buildings may include residential units above commercial space that do not count toward the 303-unit limit for the residential use. The commercial portion may include a hotel as one of the buildings, which shall not count toward the commercial square footage total.
4. Stadium and attendant uses.
5. Golf Driving Range.
6. Live Music / Entertainment.
7. Hotel – one hotel shall be Permitted in the Mixed-Use North Area or the Mixed-Use South Area.
8. Multi-family residential over commercial space in multi-story buildings.

C. Conditional Uses:

The following uses may be allowed in this Planned Development District (PDD) subject to the provisions of Franklin Unified Development Ordinance (UDO):

1. Those Uses that are stated as Conditional Uses in the R-8 and OL-1 Zoning Districts per Franklin Unified Development Ordinance.
2. Multiple Dwelling-Unit Buildings and those associated Accessory Uses shall be Permitted Uses per Section B(3) above.

D. Floor Area Ratio:

The maximum Floor Area Ratio permitted with this Planned Development District (PDD) is as indicated on the approved Site Plan.

E. Building Height:

In this PDD, no residential building or structure shall exceed stories (3) nor forty-three (43) feet from entry elevation to the finish ceiling of the third floor. The commercial and/or mixed use buildings shall be not higher than 4-stories and the hotel shall be not taller than 5-stories.

F. Yard Requirements:

The buildings shall be a minimum of thirty (30) feet apart (excluding accessory structures). The buildings shall be at no point closer than fifteen (15) feet to the private drive. The buildings shall be setback from the public street a minimum of fifteen (15) feet and a minimum of twenty (20) feet shall be provided from the back of sidewalks to garage doors.

G. Usable Open Space:

Usable Open Space totaling no less than 1,000 s.f. per dwelling unit shall be provided. Balconies which are accessible only from dwelling units may be counted as Usable Open Space and may be counted for up to 50% of the required Usable Open Space. The minimum balcony size to be used in the Open Space calculations shall be 4'-0" x 8'-0".

H. Accessory Off-Street Parking & Loading:

In this Planned Development District (PDD), the following minimum Off-Street Parking & Loading facilities shall be provided:

1. Passenger Vehicles – Not less than 1.4 stalls per dwelling unit
2. Off-Street Loading - No Minimum Requirement

I. Signage:

In this PDD, signage shall be governed by a separately produced, approved and recorded Master Signage Plan.

J. Lighting:

In this PDD, lighting shall be provided as shown on the recorded plans.

K. Landscaping:

In this PDD, landscaping shall be provided as shown on the recorded plans.

L. Road Infrastructure

At the time of this submission, the developer has included road infrastructure that is anticipated to be dedicated to the City. The specific location and extent of that infrastructure will be determined subsequent to this submittal. Alterations to this General Development Plan that arise from the relocation of the public infrastructure shall not be deemed to be major alterations to the General Development Plan provided that the resulting changes do not exceed the bulk requirements established in this PDD General Development Plan.

M. Alterations & Revisions:

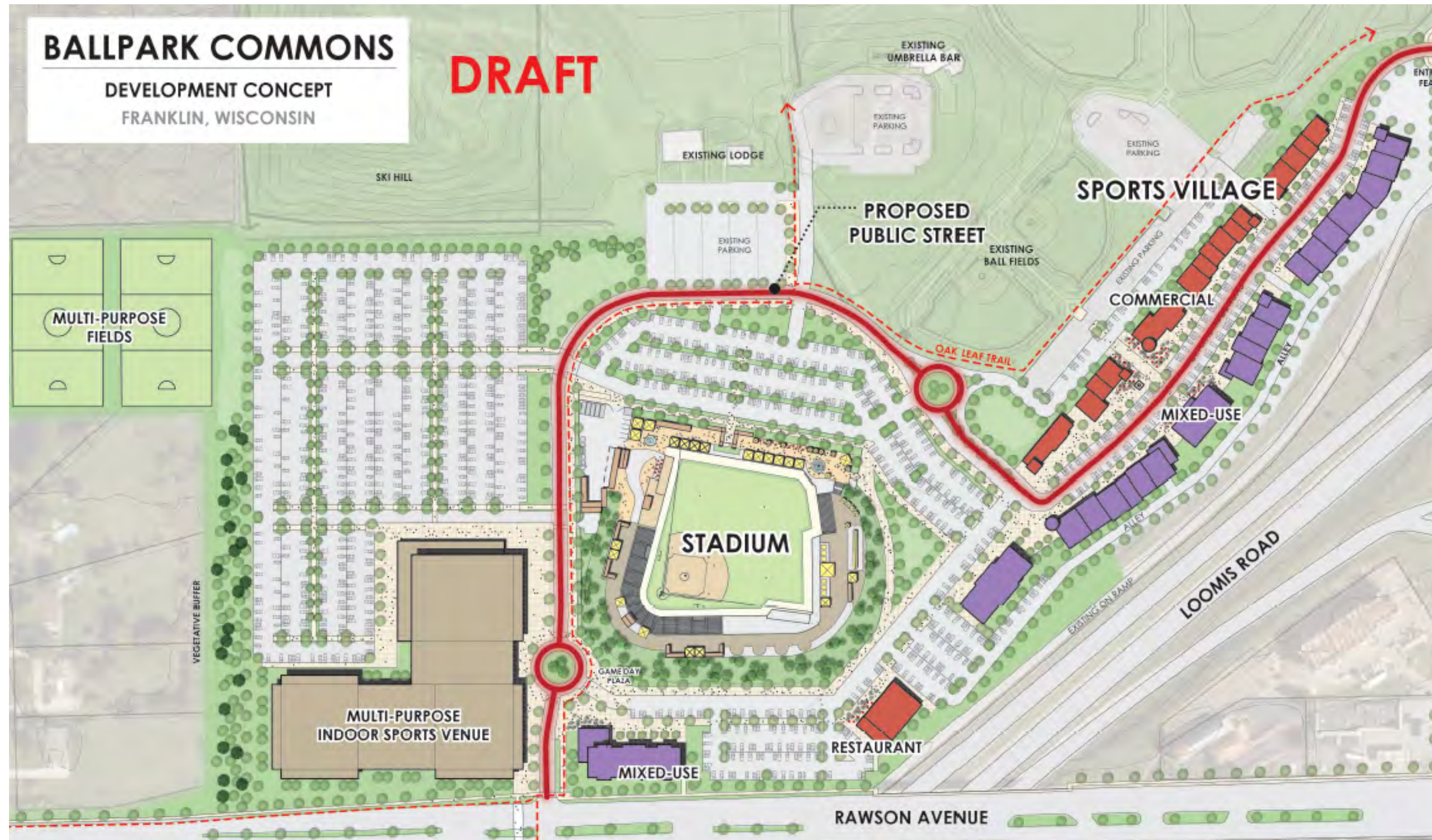
No major alteration or revision to this PDD shall be permitted unless approved by the City of Franklin Plan Commission. However, the Zoning Administrator may issue permits for minor alterations and/or additions which are approved by both the Director of Planning & Development and the Alderperson of the District. These minor alterations and/or additions shall be compatible with the concept approved by the City of Franklin Common Council.

BALLPARK COMMONS
North of Rawson
FRANKLIN, WISCONSIN



AMENDED PDD / GDP

This section of this Submittal is intended to provide specific information and detail regarding the area of Ballpark Commons located north of West Rawson Avenue as shown below.



PROJECT LOCATION & GENERAL DESCRIPTION

LOCATION

The site is located at, and in the vicinity of, The Rock sports complex in Franklin, Wisconsin, generally lying on the north side of West Rawson Avenue immediately west of South 76th Street and West Loomis Road. The site is further bounded by Milwaukee County lands to the north and a residential subdivision to the west.

EXISTING CONDITIONS

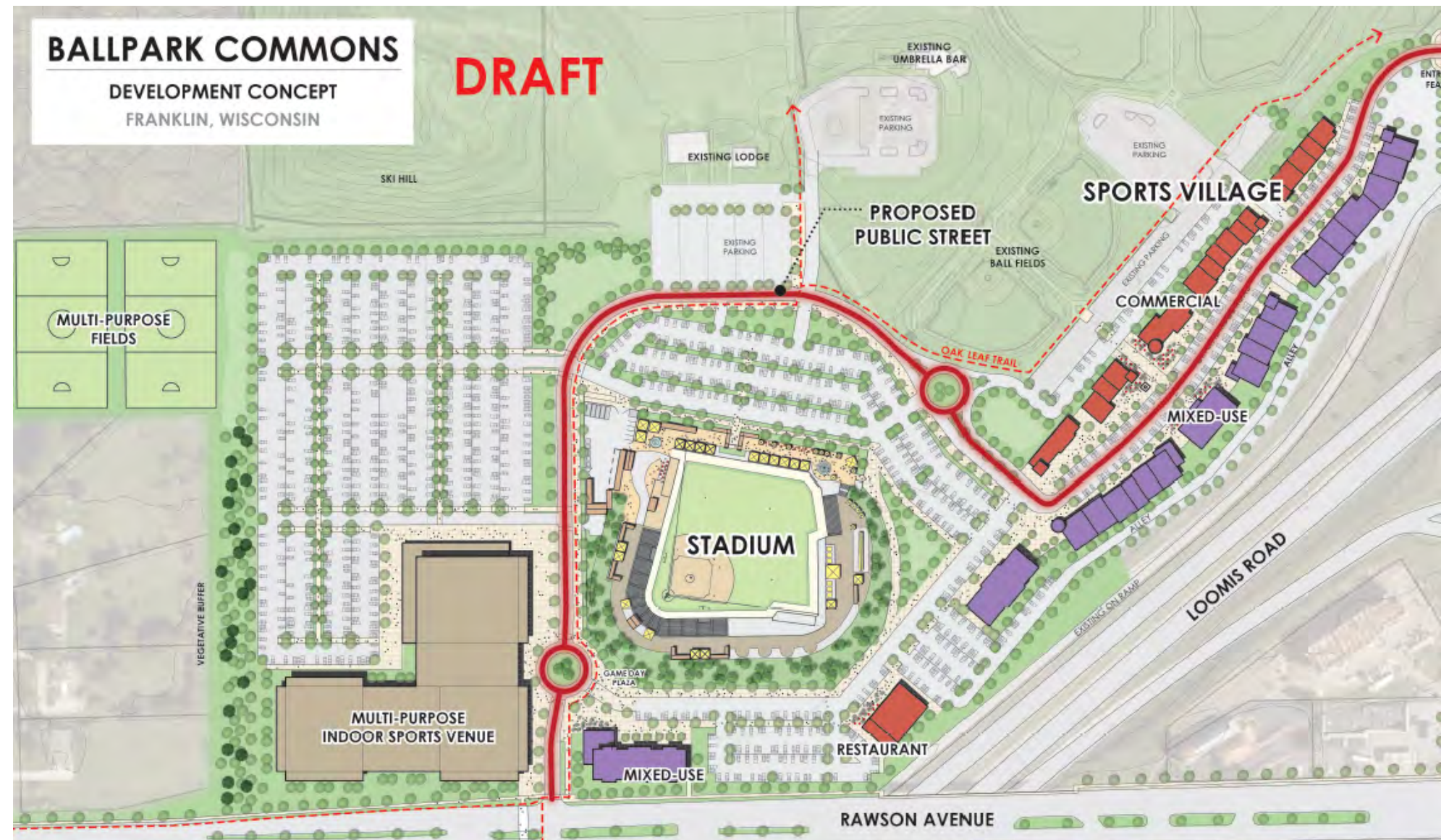
The subject property is currently partially developed. The Rock sports complex improvements are located in their entirety in this portion of the overall development. This property also includes undeveloped lands formerly owned by WisDOT and now owned by the applicant, as well as unimproved Milwaukee County lands located both within and outside the boundaries of the landfill.

PROJECT DESCRIPTION

The development is to be comprised of a new baseball stadium, a multi-purpose indoor / outdoor sports and entertainment venue, mixed commercial uses such as restaurants and retail, a potential hotel, and potential residential apartments over retail space.

The development also includes such features as:

- Direct connection to the Oak Leaf Trail
- A new public street identified in red in the plan at right
- Substantial pedestrian connections throughout the site and to the south across Rawson.



The public street identified in red above shall be constructed to City of Franklin standards including a minimum 40' curb to curb with privately maintained parkways and sidewalks on each side. According to the plan as presented, we also anticipate creating substantial on-street parking to support the mixed-use and commercial uses along the street. This may result in a larger ROW cross-section. We anticipate working collaborative with the City to arrive at the appropriate solution.

Development Narrative

As discussed throughout this submittal, the fundamental objective for Ballpark Commons is to create a dynamic, engaged community. The Stadium will act as the anchor of that development. The addition of a multi-purpose indoor / outdoor sports venue allows the level of activity at Ballpark Commons to continue into the seasons during which there is no baseball.

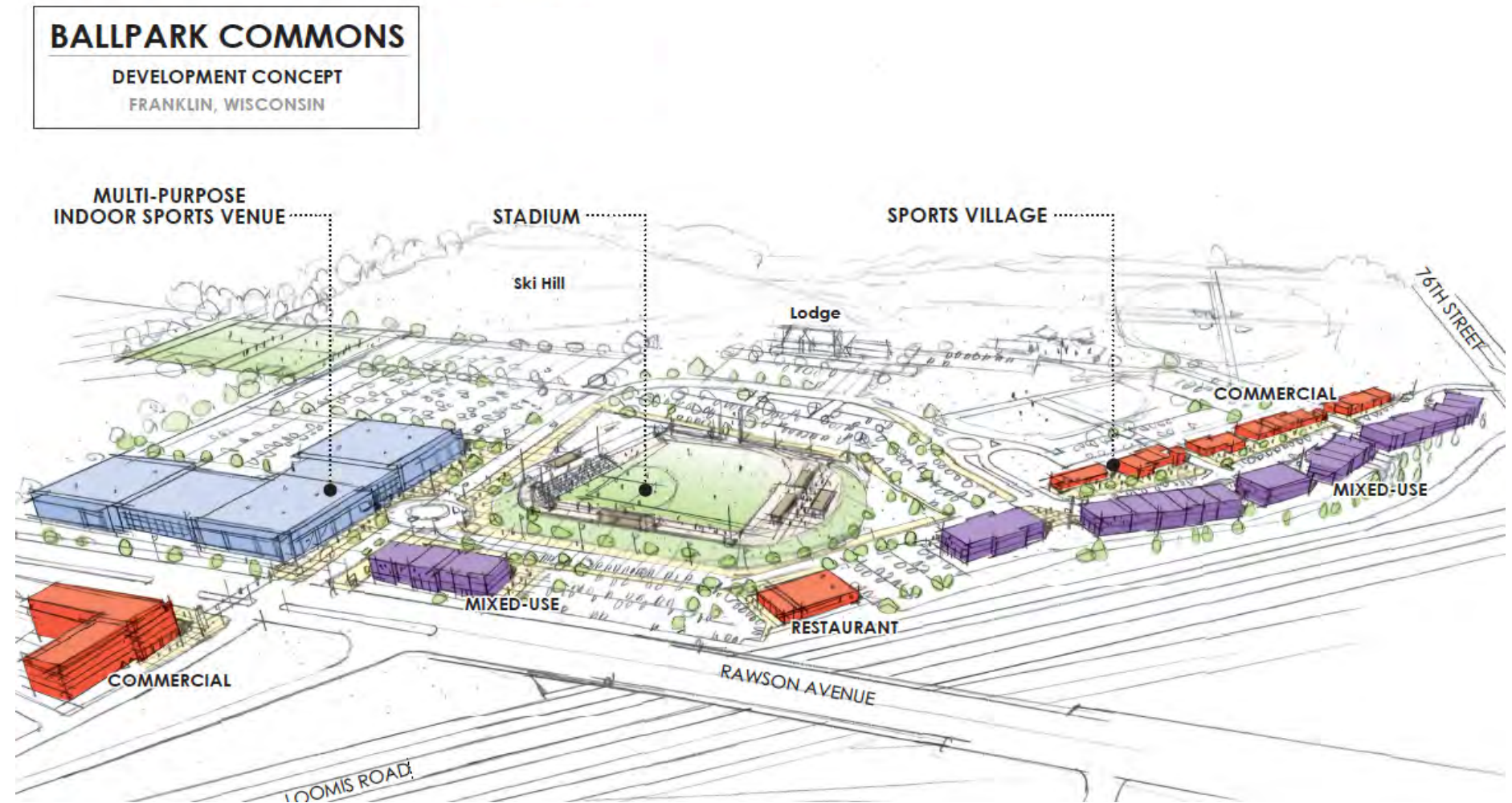
The plan incorporates a mixed-use building holding the corner at the fully signalized intersection of the new public road and West Rawson Avenue. This building will be contextualized by the new multi-purpose facility and the hotel located to the southwest. Strong pedestrian connections across Rawson will help to establish this corner as a high-identity and high-activity node within Ballpark Commons and Franklin.

To the east of that corner, the plan incorporates a free-standing restaurant pad. That location allows for high visibility as well as dynamic shared parking with the mixed-use to the west and the Stadium itself.

Finally, the plan presents a “Sports Village” with a central Main Street. This village is contemplated as a pedestrian-oriented retail and mixed-use environment. We will target food and beverage as well as health and wellness, professional service providers, and traditional boutique retailers as commercial tenants. The plan also accommodates residential over the commercial uses in the Sports Village.

Parking will be a fundamental component of Ballpark Commons to the north of West Rawson Avenue. As presented on plan, there is a total of 1,920 parking stalls exclusive of the parking already provided at The Rock. But, the plan also presents a maximum density of retail and commercial uses in excess of our projections. We anticipate no more than 100,000 square feet of total commercial space. This reduction in space versus plan will likely result in an additional 100 stalls as compared to plan. With The Rock’s existing ~430 stalls, we anticipate over 2,400 parking stalls to service the overall community.

At sell-out capacity of ~4,000, and at the league standard parking ratio of 3:1, the Stadium would require 1,333 stalls. This would leave approximately 1,100 stalls to service the balance of the uses on site. At a ratio of 4 stalls per thousand square feet, those stalls could accommodate 275,000 square feet of additional uses. With approximately 100,000 of commercial uses and with the proposed multi-purpose indoor / outdoor sport facility and the existing uses, we believe the overall parking count is appropriate. This becomes even more compelling once shared parking is considered.



PROPOSED GDP ZONING TEXT

Please refer to the first section of this Submittal for proposed zoning text.

GENERAL DEVELOPMENT PLAN DATA

General Development Site Plan Data

At the time of this General Development Plan the bulk requirements are established by the plans as presented. The exact data is subject to change as the project's design is further developed. However, the final data shall meet all General Development Plan Zoning Standards.

Stadium Area Plan Data

As presented, the plan anticipates a Stadium to be engineered and designed in order to meet all necessary standards given the inherent limitations and challenges posed by this unique site. As contemplated, the Stadium will feature ~2,500 hard seats with a total occupancy of ~4,000. The league standard parking ratio is 3:1, suggesting 1,333 required stalls. Those stalls are provided on plan.

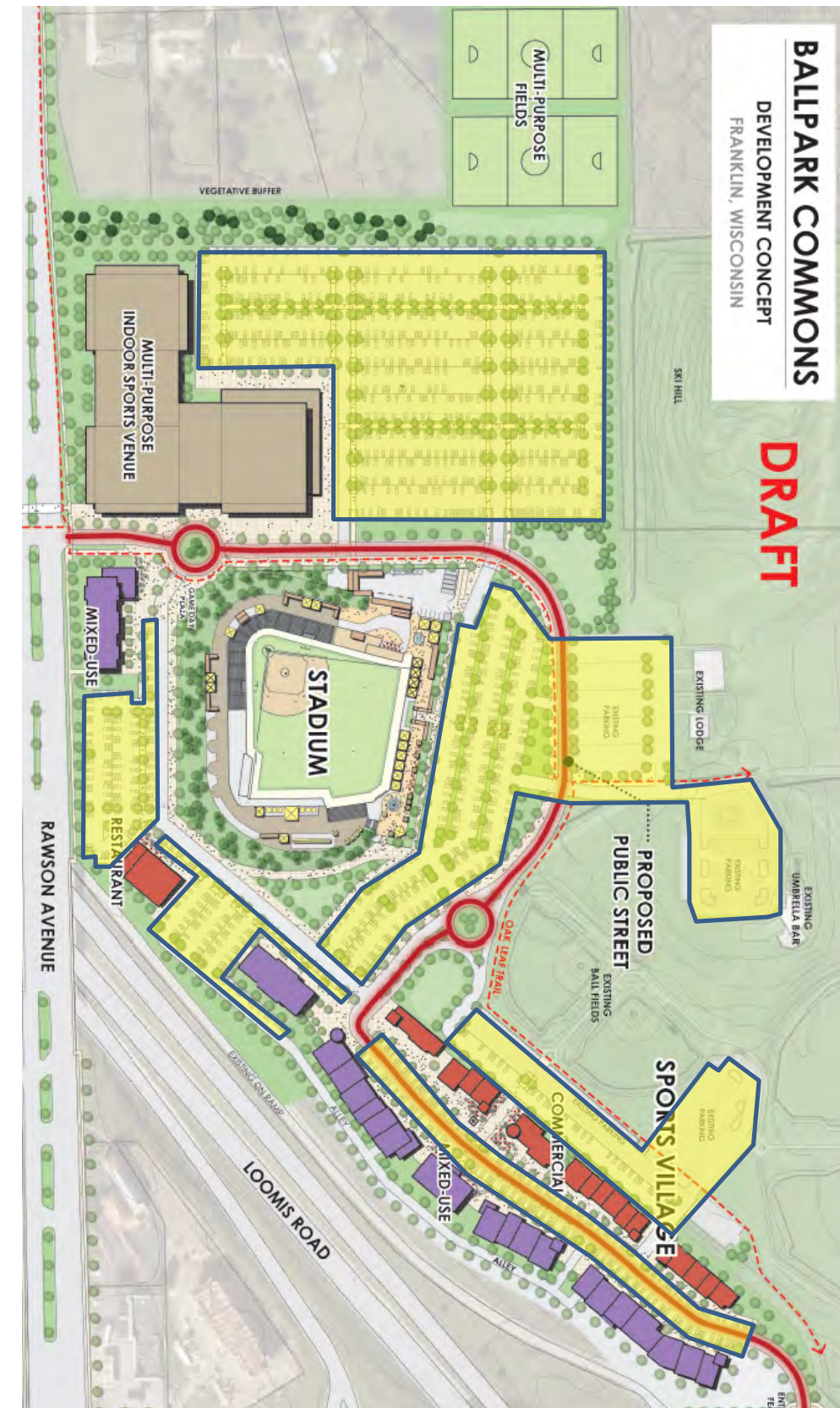
The Multi-Purpose Indoor Sports Venue is presented on plan as representative of the anticipated use. Given the uncertainty associated with the landfill boundaries and geotechnical conditions, we expect that this building will necessarily evolve over time. With the submittal, we formally request that the uses associated with the building be Permitted. However, we anticipate that this building may evolve into two or more separate buildings, with indoor and/or outdoor activities. We project that the total square footage will not exceed 130,000 square feet, inclusive of playing field or other activity spaces.

Mixed Use Plan Data

The plan as presented includes a total of nearly 130,000 square feet of commercial space. We will not submit specific plans for any amount in excess of 100,000 square feet. The buildings are anticipated to range from one- to four-stories, with the potential for residential over ground floor commercial uses. In that case, residential parking will be provided underground.

Parking

We acknowledge that the specific plan for each area will require sufficient parking. In order to accommodate the uses and the required parking, we anticipate that a shared parking calculation will be required at the time of specific plan presentation. We understand and anticipate that the shared parking calculus may result in a reduction of total stalls by up to 25% versus the City of Franklin general ordinances. Note provided parking highlighted in yellow in the plan to right.



PROJECT IMPLEMENTATION

As of the date of this submission, it is anticipated that the project will be developed according to the following schedule

Phase 1: Stadium and Infrastructure (red)

Shall include storm water management and the public street. Shall include parking necessary for Stadium operations. Shall include replacement of the methane management system. Shall also include preparing Phase 2 to pad ready.

Construction Start: Late Fall 2016
Delivery: Spring 2017

Phase 2: Multipurpose Sports Facility and Mixed Use (yellow)

Shall include the multipurpose indoor / outdoor sports facility and the commercial buildings located between the Stadium and West Rawson Avenue.

Construction Start: Spring 2017
Occupancy: Spring 2018

Phase 3: Mixed Use (green)

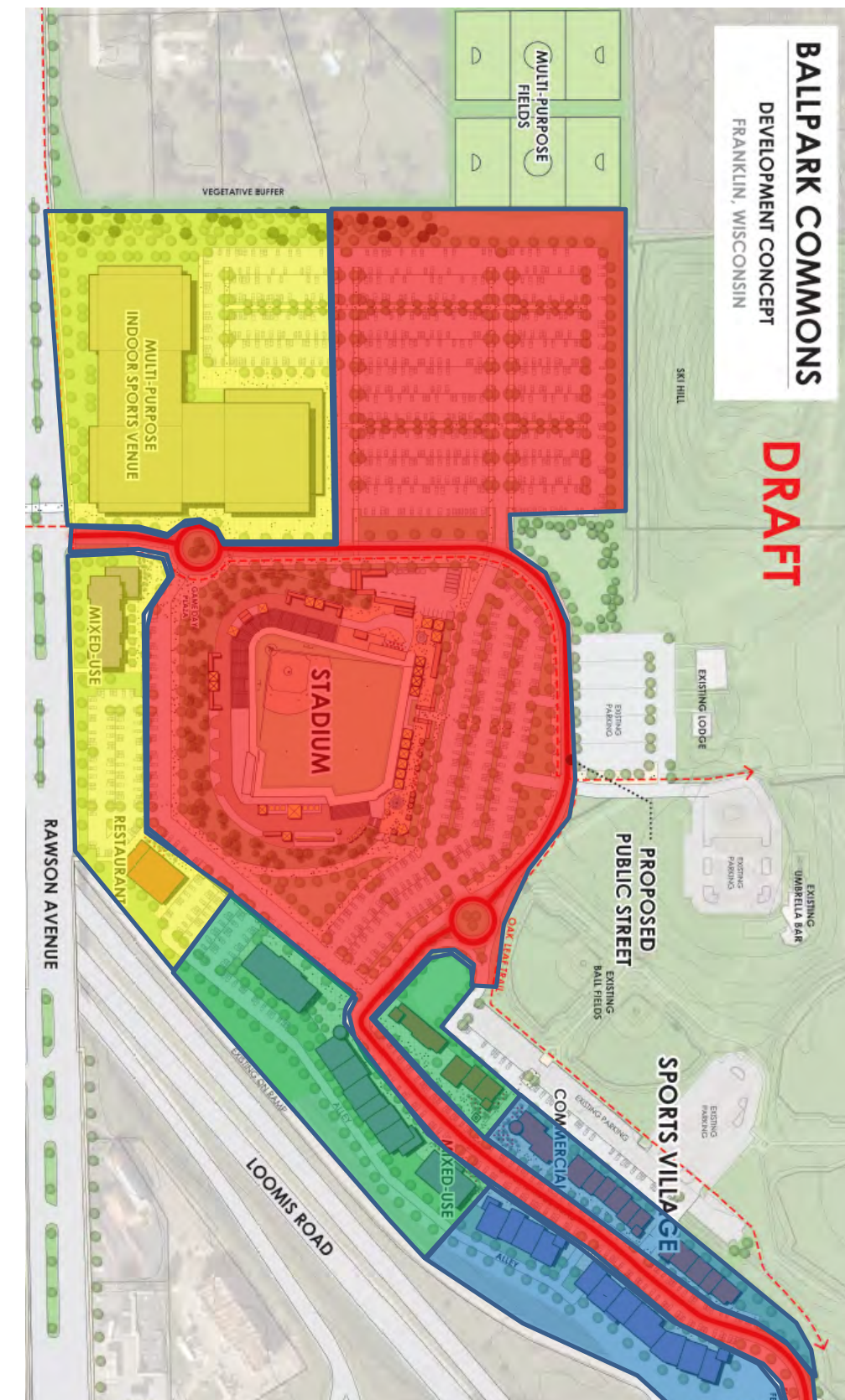
Shall include the southern most buildings fronting Loomis Road and the facing buildings across the new public road.

Construction Start: Spring 2018
Occupancy: Late 2018 - Spring 2019

Commercial (blue)

Shall include the remaining mixed use buildings in the Sports Village.

Construction Start: Spring 2019
Occupancy: Late 2019 – Spring 2020



BALLPARK COMMONS
South of Rawson
FRANKLIN, WISCONSIN



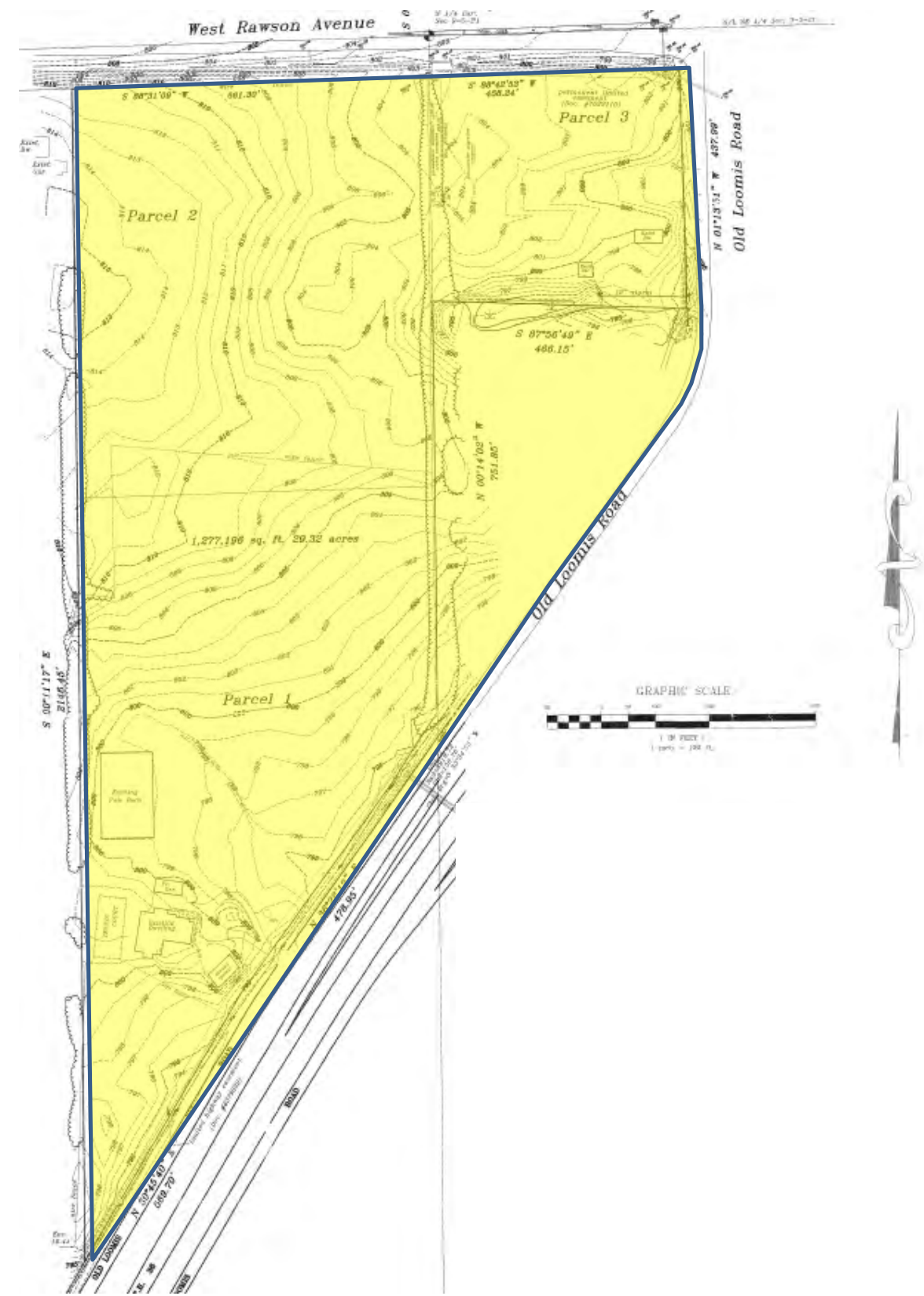
This section of this Submittal is intended to provide specific information and detail regarding the area of Ballpark Commons located south of West Rawson Avenue as shown to the right and as described below:

LEGAL DESCRIPTION

Commencing at the Northwest corner of the Northeast 1/4 of Section 9, Town 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin; thence North 88°42'47" East along the North line of said 1/4 section, 699.09 feet; thence South 01°17'14" East 73.05 feet to the point of beginning;

Thence South 01°14'08" West, 19.34 feet to the start of a curve to the right; thence southwesterly 671.94 feet along the arc of said curve to the right, whose radius is 1098.00 feet and whose chord bears South 18°46'02" West, 661.51 feet to a point of tangency; thence South 36°17'56" West, 831.29 feet; thence South 32°41'55" West, 34.02 feet; thence South 36°22'12" West, 477.95 feet; thence South 30°51'06" West, 565.23 feet; thence North 59°43'06" West, 66.12 feet to the Southeast corner of Stone Hedge Subdivision Addition No. 1; thence North 00°11'17" West along the east line of said Subdivision Addition, 1800.99 to the northeast corner of said Subdivision Addition; thence North 00°12'52" West, 345.10 feet; thence North 88°31'09" East along the south right of way line of West Rawson Avenue, 661.30 feet to the West line of said 1/4 section; thence North 88°32'20" East along said south right of way line, 700.47 feet to the point of beginning.

Containing in all 1,717,090 square feet (39.419 acres) of land, more or less.



PROJECT LOCATION & GENERAL DESCRIPTION

LOCATION

This portion of Ballpark Commons is bounded by the Stonehedge subdivision to the west, Rawson Road to the north and Old Loomis Road to the east and southeast.

EXISTING CONDITIONS

The subject property is largely undeveloped with the exception of several existing structures associated with single family and agricultural uses.

PROJECT DESCRIPTION

The development is to be comprised of up to 303 market-rate apartments located in up to thirteen residential buildings utilizing at least two building types: seven three-story buildings that are to be not more than 39 units each and up to six two-story buildings that are to be not more than 10 units each. A mix of unit types are being provided that range from one-bedroom to two-bedroom plus den units

The development also includes such features as

- a separate clubhouse and pool
- a potential shelter/warming house for a skating rink
- a large central green to provide recreational space to the immediate residents and the broader community.
- sidewalks throughout to connect all buildings and amenities in a pedestrian friendly environment
- underground parking for cars and bicycles

In addition, the development will include up to 3 commercial buildings totaling not more than 50,000 square feet of commercial space, with one of those buildings being a hotel, the square footage of which shall not be counted against the 50,000 square foot limit. In all cases, the commercial buildings inclusive of a hotel must be supported by Franklin code required parking, including shared parking calculations, and if the commercial portion of the development is phased each phase must meet the parking requirements.

The public street identified in red to the right shall be constructed to City of Franklin standards including 40' curb to curb with privately maintained parkways and sidewalks on each side.



Development Narrative

Ballpark Commons, though divided by West Rawson Avenue, is conceived as a cohesive and integrated mixed-use environment. The development south of West Rawson Avenue will be integrally connected to the community to the north by a signalized intersection incorporating a pedestrian crosswalk at the intersection of West Rawson Avenue and a new public street (identified in red above). That connection will allow the commercial portion of the development (identified as buildings C1 – C3) to provide support to, and benefit from, the dynamic activity cultivated to the North. Building C1 is contemplated as a hotel intended to support the sports activities in Ballpark Commons, further strengthening the nature of that connection.

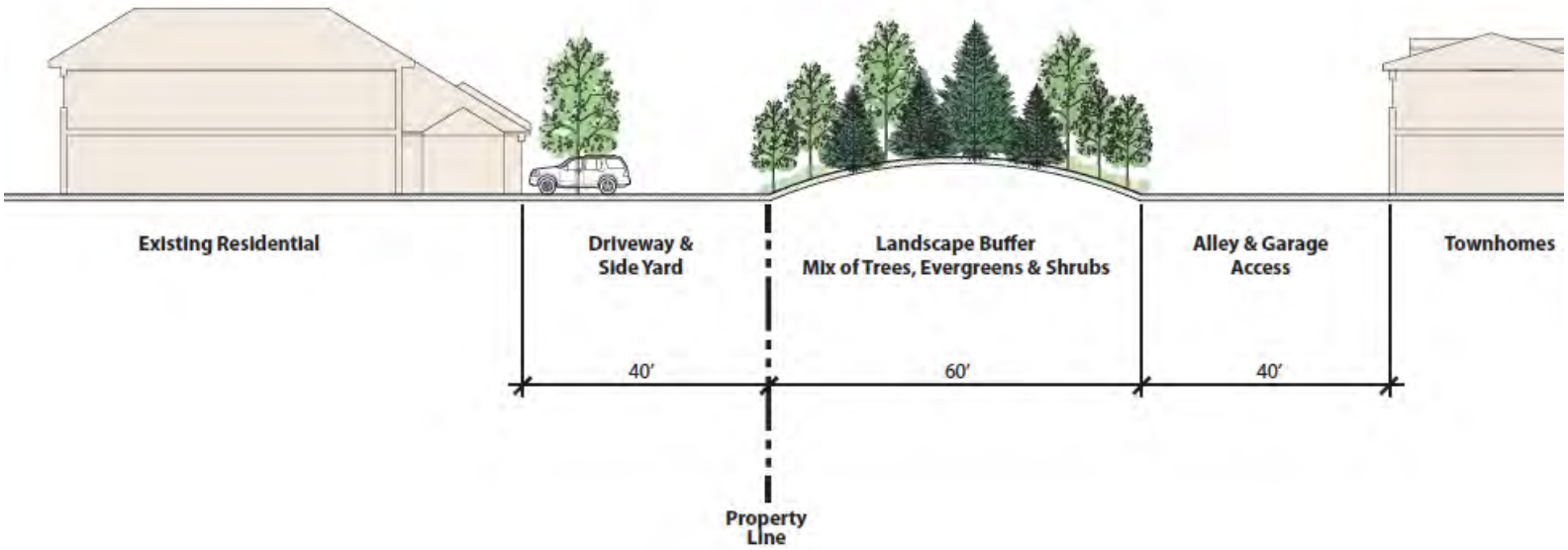
The design of the residential portion of this development has been heavily influenced by our conversations with City staff and our outreach to the neighbors in the Stonehedge neighborhood and the broader Franklin community. The underlying design intent is to meaningfully decrease development density and intensity as the site approaches the west property line.

As a result of our consultation with City staff, we have incorporated a 100' building setback from the west property line. As shown to the right, we have included a 60' vegetated buffer in which we intend to incorporate a landscaped berm. In addition, we have designed two-story residential buildings along the west property line. Those buildings will be similar in massing and appearance to large single family homes. We have further minimized the impact on the western neighbors through the location of the stormwater management facility and landscaped greenspace in the southern portion of our site.

We propose that the 60' vegetated buffer incorporate a berm at an approximate 1:3 grade, resulting in an overall berm height of up to 8 feet. That berm can then be substantially planted in order to create a dynamic and attractive visual barrier between the new community and Stonehedge. With an 8' height, the berm should thoroughly screen the first floor of the new buildings from the view of the Stonehedge neighbors (see diagram at right).

The larger buildings labelled as A-1 through A-7 are three-story buildings with underground parking. The buildings are generally oriented on either side of the public street, and feature substantial green space. Additional parking is located to the rear of each building, and substantial on-street parking may be available.

In addition to the residential buildings, we have incorporated a free-standing clubhouse with a swimming pool and a warming shelter at a skating rink. Along with highly programmed green spaces, including a potential dog park, the community will offer a dynamic array of community building amenities.



PROPOSED GDP ZONING TEXT

Please refer to the first section of this Submittal for proposed zoning text.

GENERAL DEVELOPMENT PLAN DATA

General Development Site Plan Data

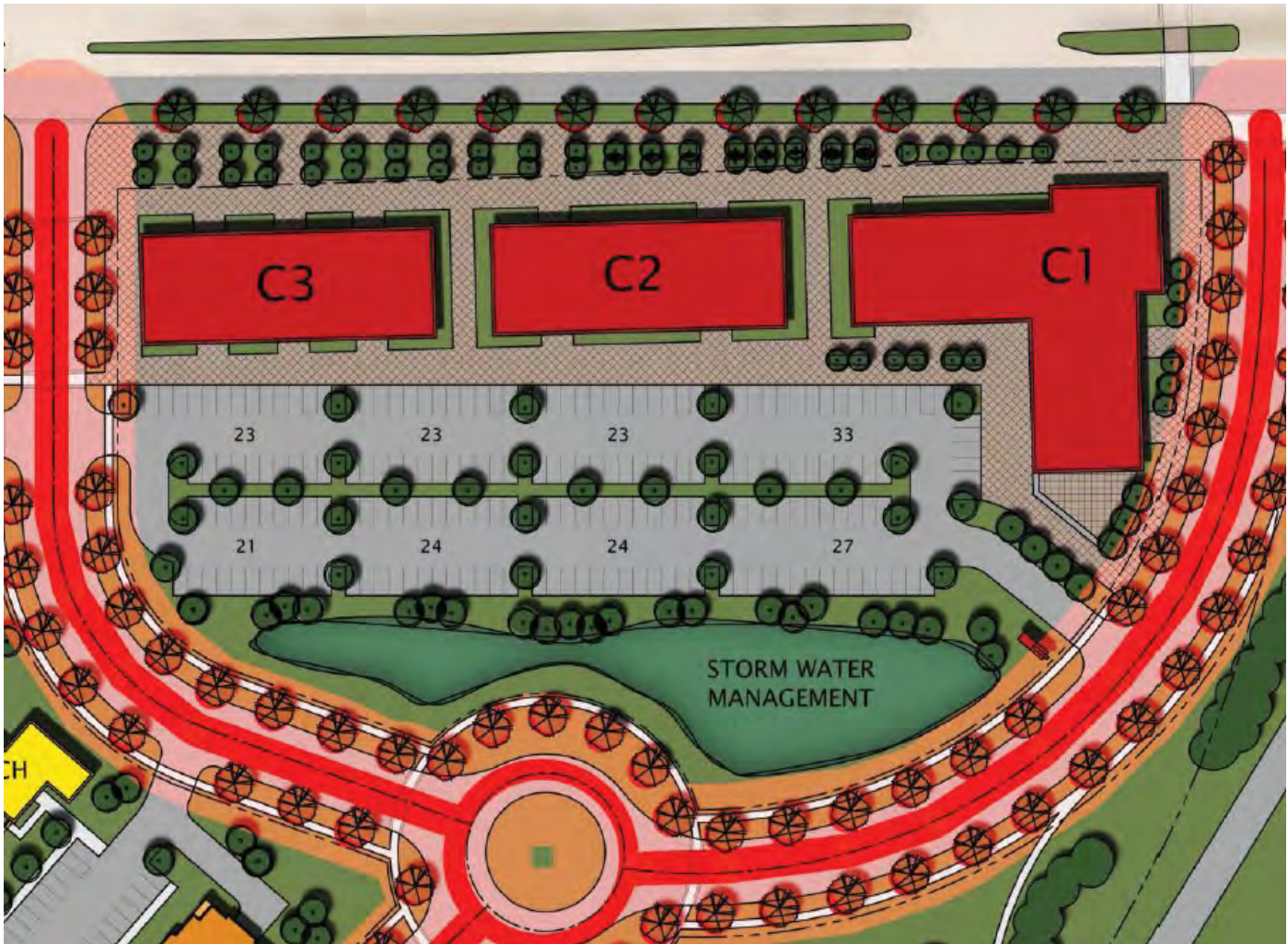
At the time of this General Development Plan the bulk requirements are established by the plans as presented. The exact data is subject to change as the project's design is further developed. However, the final data shall meet all General Development Plan Zoning Standards.

Commercial Area Plan Data

At the time of this submission, the building areas are estimated. The final plan will necessarily reflect the uses and parking requirements of those uses. The plan presented at right is intended to present a potential development solution. This submittal seeks approval for up to three buildings. Final building plans and parking counts must be compliant with City of Franklin code requirements, including calculations for shared parking.

With a hotel on C1, we recognize the requirement for one parking stall per key. At a 100-door hotel, this would entail 100 parking stalls. The current plan reflects 198 stalls (exclusive of street parking or the future potential for additional parking on the DOT land not shown to the east). Such a 100-door hotel would leave 98 stalls to support the balance of the commercial development. At a 4 stall/1,000 square foot ratio, this plan would support the hotel plus 25,000 sf of additional retail / commercial space. If mixed-use residential is included in these buildings, then underground parking would be provided at a minimum 1 stall / dwelling unit ratio.

In order to accommodate the uses and the required parking, we anticipate that a shared parking calculation will be required at the time of specific plan presentation. We understand and anticipate that the shared parking calculus may result in a reduction of total stalls by up to 25% versus the City of Franklin general ordinances.



| CONCEPTUAL MASTERPLAN DATA (COMMERCIAL) | | | | |
|---|-----------------|-------------------|---------|-------|
| BLDG. | BUILDING HEIGHT | PARKING PROVIDED* | | |
| | | COVERED | SURFACE | TOTAL |
| C1 | UP TO 5 STORIES | 0 | 90 | 90 |
| C2 | UP TO 3 STORIES | 0 | 54 | 54 |
| C3 | UP TO 3 STORIES | 0 | 54 | 54 |
| T. | | 0 | 198 | 198 |

*NOTE:
PARKING COUNTS DO NOT INCLUDE STREET PARKING

Residential Area Plan Data

At the time of this submission, the residential unit mix is estimated. The unit mix will reflect one-bedroom, two-bedroom, two-bedroom + den and townhome units. The exact building data is subject to change as the project's design is further developed. However, total unit count and density for the entire development shall be regulated by the approved Amended PDD.

The table at right presents the estimated apartment unit mix and parking counts. This total unit count shall control as the maximum allowed units in the PDD, exclusive of mixed-use residential unit counts. The table below presents the general building characteristics for each building type.

The parking count as presented here provides a parking ratio of 1.66 stalls per dwelling unit, excluding available on-street parking. The total parking count of 503 stalls falls slightly short of providing one stall per bedroom (.95 stalls per bedroom). We request that the code allow for this ratio.

| CONCEPTUAL MASTERPLAN DATA (RESIDENTIAL) | | | | | | | | | | |
|--|-----------|------|-------|-------|-------|------|-------------------|---------|-------|----------|
| BLDG | UNITS | | | | | | PARKING PROVIDED* | | | |
| | 1 BR | 1BR+ | 2BR | 2BR+ | TOTAL | BR'S | COVERED | SURFACE | TOTAL | RATIO |
| A1 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| A2 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| A3 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| A4 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| A5 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| A6 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| A7 | 9 | 2 | 21 | 7 | 39 | 67 | 39 | 20 | 59 | 1.51 / U |
| TH-1 | 0 | 0 | 3 | 2 | 5 | 10 | 10 | 0 | 10 | 2.00 / U |
| TH-2 | 0 | 0 | 3 | 2 | 5 | 10 | 10 | 0 | 10 | 2.00 / U |
| TH-3 | 0 | 0 | 3 | 2 | 5 | 10 | 10 | 5 | 15 | 3.00 / U |
| TH-4 | 0 | 0 | 3 | 2 | 5 | 10 | 10 | 5 | 15 | 3.00 / U |
| TH-5 | 0 | 0 | 3 | 2 | 5 | 10 | 10 | 5 | 15 | 3.00 / U |
| TH-6 | 0 | 0 | 3 | 2 | 5 | 10 | 10 | 5 | 15 | 3.00 / U |
| CH | CLUBHOUSE | | | | | | 0 | 10 | 10 | |
| TOTAL | 63 | 14 | 165 | 61 | 303 | 529 | 333 | 170 | 503 | 1.66 / U |
| | 20.8% | 4.6% | 54.5% | 20.1% | | | | | | |

* NOTE:
PARKING COUNTS DO NOT INCLUDE STREET PARKING



PROJECT IMPLEMENTATION

As of the date of this submission, it is anticipated that the project will be developed according to the following schedule

Phase 1: Infrastructure (red)

Shall include storm water management and the public street.

Construction Start: Late Fall 2016 – Spring 2017

Phase 1: Multifamily (yellow)

Construction of buildings ‘TH-1’ through ‘TH-6’, buildings ‘A-1’ through ‘A-3’ and the clubhouse.

Construction Start: Late Fall 2016 – Spring 2017
Occupancy: Spring 2018

Phase 2: Multifamily (green)

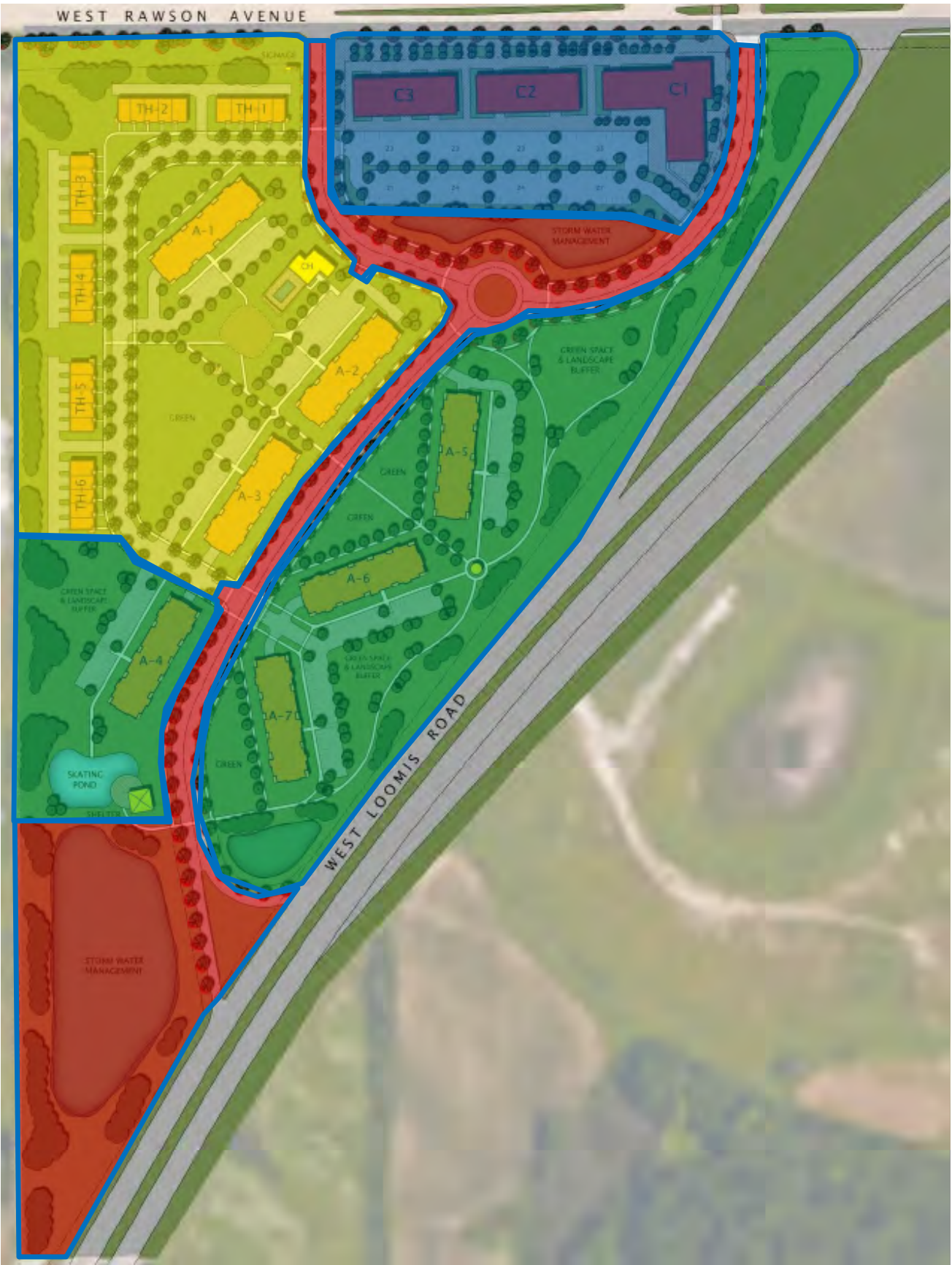
Construction of buildings ‘A-4’ through ‘A-7’.

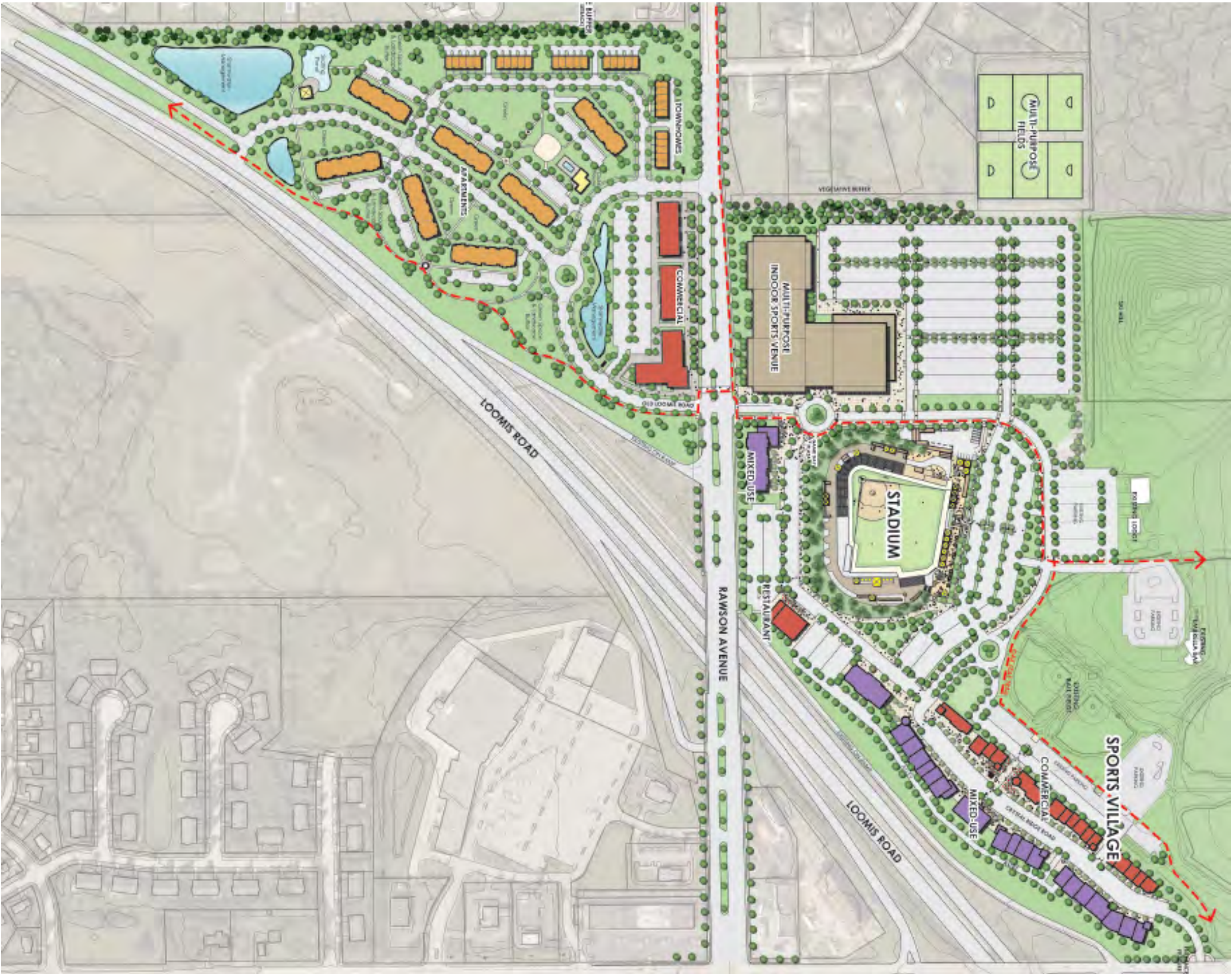
Construction Start: Spring 2018
Occupancy: Spring 2019

Commercial (blue)

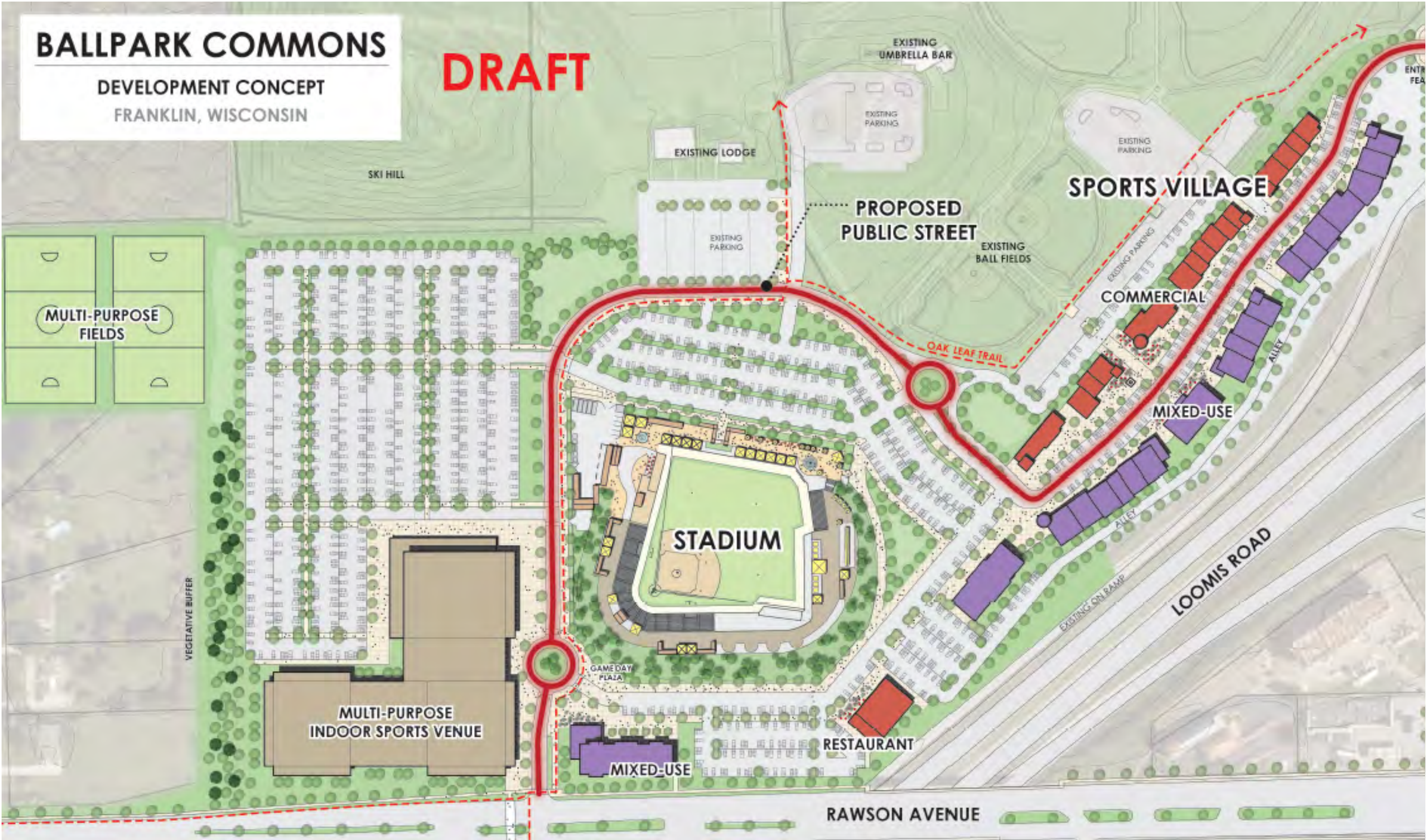
Construction of buildings ‘C1’, ‘C2’, and ‘C3’.

Construction Start: Spring 2018
Occupancy: Late 2018





APPENDIX 'A' | GENERAL DEVELOPMENT PLAN - OVERALL



APPENDIX 'A' | GENERAL DEVELOPMENT PLAN – NORTH OF RAWSON



APPENDIX 'A' | GENERAL DEVELOPMENT PLAN – SOUTH OF RAWSON



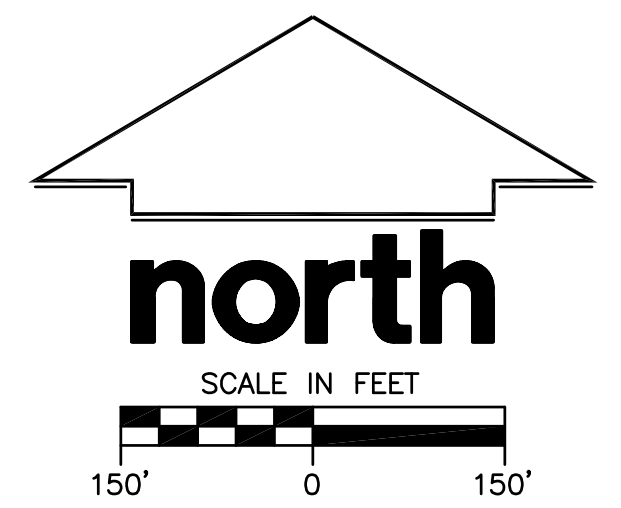
APPENDIX 'B' | REPRESENTATIVE RESIDENTIAL DESIGN

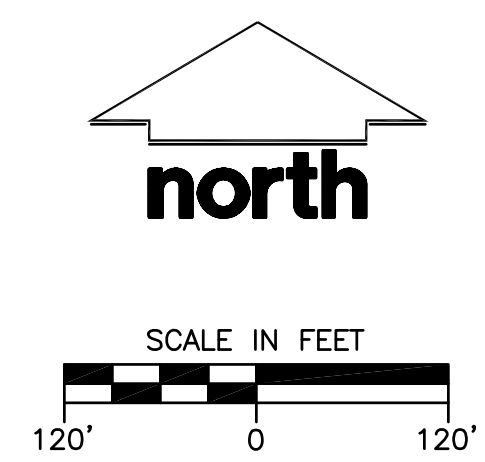
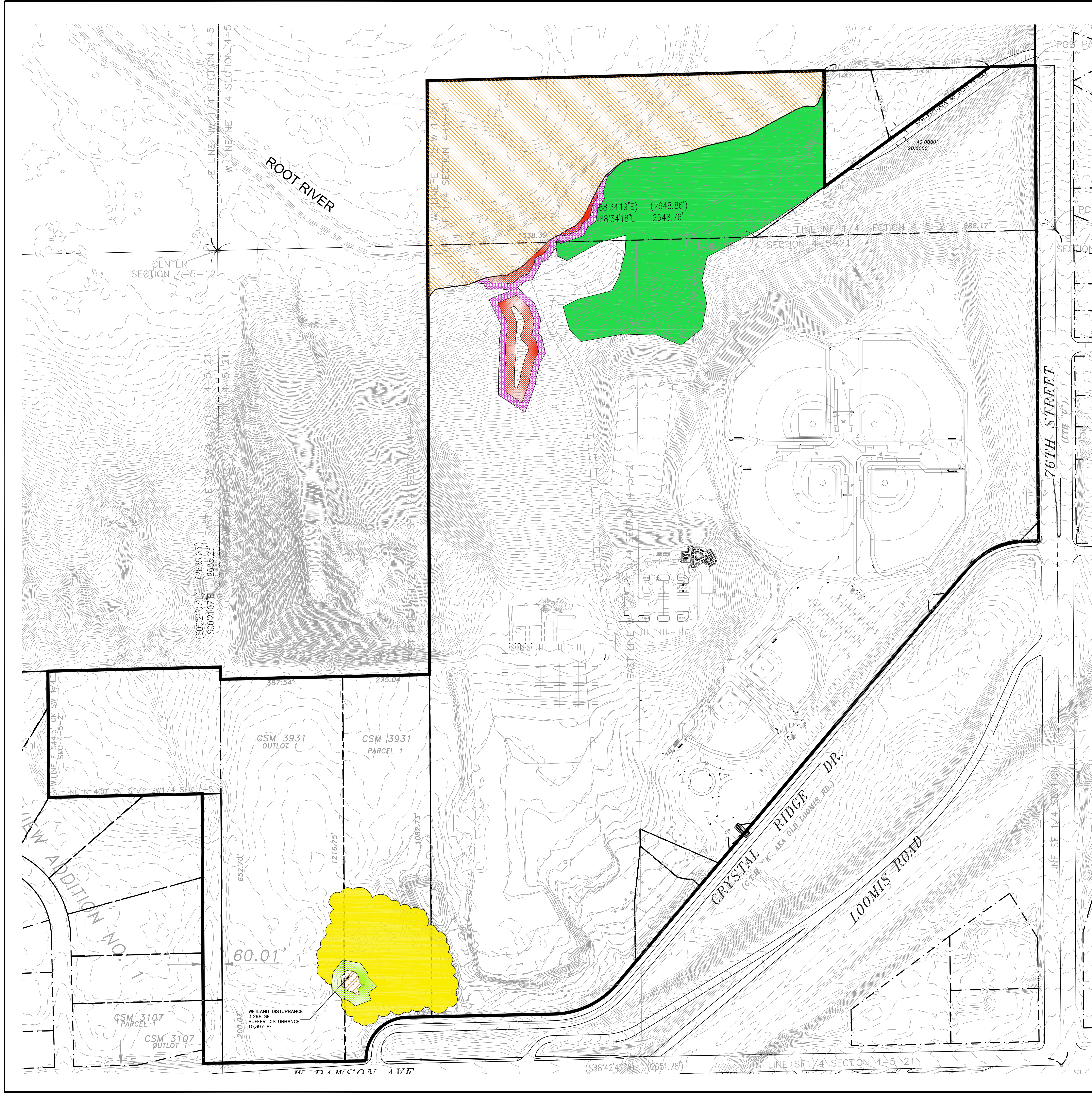


APPENDIX 'B' | REPRESENTATIVE RESIDENTIAL DESIGN



APPENDIX 'C' | REPRESENTATIVE COMMERCIAL DESIGN





| Natural Resource Feature | Protection Standard Based Upon Zoning District Type (circle applicable standard from Table 15-4.0100 for the type of zoning district in which the parcel is located) | | | Acres of Land in Resource Feature | | Acres of Land Required to be Preserved | Acres of Land to be Impacted | Acres of Land Required to be Mitigated | Acres of Land to be Mitigated* |
|--|--|----------------------|--------------------------|-----------------------------------|----------------|--|------------------------------|--|--------------------------------|
| | Agricultural District | Residential District | Non-Residential District | | | | | | |
| Sleep Slopes | | | | | | | | | |
| 10-19% | 0 | 0.6 | 0.4 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| 20-30% | 0.65 | 0.75 | 0.7 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| 30% + | 0.9 | 0.85 | 0.8 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| Woodlands & Forests | | | | | | | | | |
| Mature | 0.7 | 0.7 | 0.7 | X | 12.07 = | 8.45 | 0.00 | 0.00 | N/A |
| Young | 0.5 | 0.5 | 0.5 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| Lakes & Ponds | 1 | 1 | 1 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| Streams | 1 | 1 | 1 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| Shore Buffer | 1 | 1 | 1 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| Floodplains/Floodlands | 1 | 1 | 1 | X | 10.61 = | 10.61 | 0.00 | 0.00 | N/A |
| Wetland Buffers | 1 | 1 | 1 | X | 3.65 = | 3.65 | 0.00 | 0.00 | N/A |
| Wetlands & Shoreland Wetlands | 1 | 1 | 1 | X | 2.93 = | 2.93 | 0.00 | 0.00 | N/A |
| Wetland Setback | 1 | 1 | 1 | X | 0.00 = | 0.00 | 0.00 | 0.00 | N/A |
| TOTAL RESOURCE PROTECTION LAND (Total of Acres of Land in Resource Required to be Protected) | | | | | = 25.639 Acres | | | | |

* TABLE REFLECTS NATURAL RESOURCE FEATURES DEPICTED ON NRPP SHEETS 1 AND 2.

1. DEVELOPMENT NAME: BALLPARK COMMONS
2. LOCATION: W. RAWSON AVE / W. LOOMIS RD. CITY OF FRANKLIN, WISCONSIN
3. OWNER/DEVELOPER: MARSD COMPANIES, LLC 9120 WEST LOOMIS ROAD CITY OF FRANKLIN, WI 53132 CONTRACT: GREG MARSD
4. ARCHITECT: T.B.D.
5. WETLANDS INDICATED ARE BASED ON WETLAND RECONNAISSANCE, DATED JULY 11, 2012, BY HEATHER PATTI OF R.A. SMITH NATIONAL. FURTHER DELINEATION WILL BE REQUIRED ON THE INCLUDED PROPERTIES WHEN WEATHER CONDITIONS ALLOW.
6. PROPOSED EASEMENTS WILL BE DETERMINED AS PART OF PROJECT DESIGN EFFORT.
7. LOCATIONS OF THE RESOURCES SHOWN ON THIS PLAN WHERE OBTAINED FROM FIELD DATA AND FROM WISCONSIN DNR SURFACE WATER DATA VIEWER.

LEGEND

WETLAND

WETLAND BUFFER

WETLAND SETBACK

WOODLAND (MATURE)

FLOODPLAIN

WETLAND DISTURBANCE

WETLAND BUFFER DISTURBANCE

WETLAND SETBACK DISTURBANCE

WOODLAND (MATURE) DISTURBANCE

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MILWAUKEE REGIONAL OFFICE
N22 W22501 NANCY'S COURT SUITE 3
WAUKESHA, WISCONSIN 53186
262.513.0666 PHONE | 262.513.1232 FAX
MADISON | MILWAUKEE
KENOSHA | APPLETON
www.jsdinc.com

SERVICES PROVIDED TO:

PROJECT:
BALLPARK COMMONS

PROJECT LOCATION:
CITY OF FRANKLIN
MILWAUKEE COUNTY, WI

JSD PROJECT NO.: 14-6548

SEAL/SIGNATURE:

ALTHOUGH EVERY EFFORT HAS BEEN MADE IN PREPARING THESE PLANS AND CHECKING THEM FOR ACCURACY, THE CONTRACTOR AND SUBCONTRACTORS MUST CHECK ALL DETAIL AND DIMENSIONS OF THEIR TRADE AND BE RESPONSIBLE FOR THE SAME.

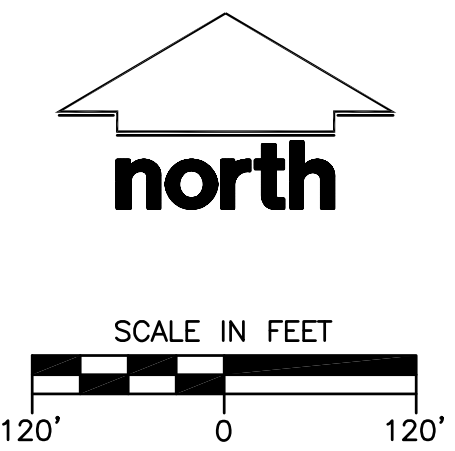
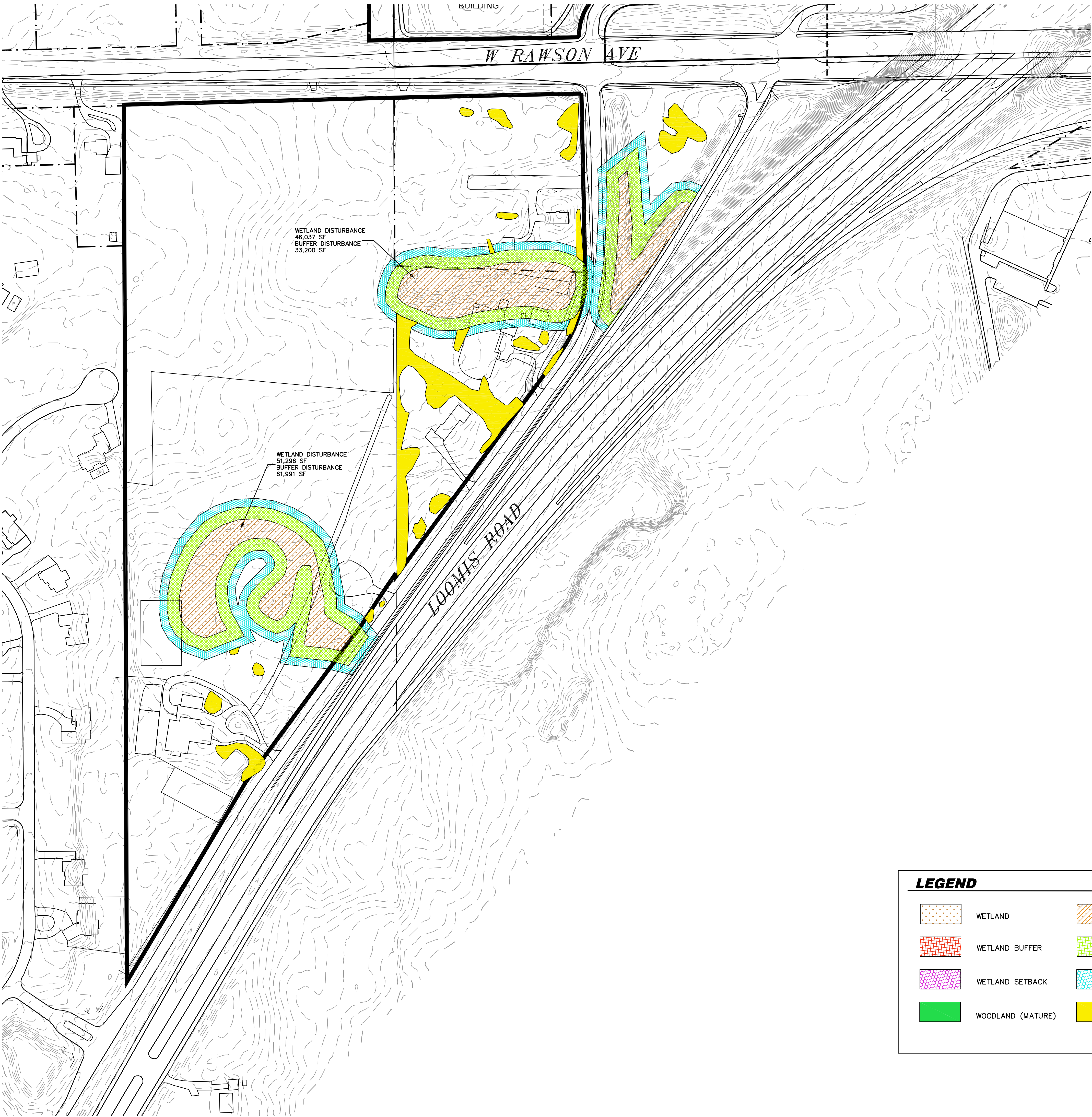
DESIGN BY: CAP 01-29-2016
DRAWN BY: CAP 01-29-2016
CHECKED BY: ALJ 01-29-2016

PLAN MODIFICATIONS:

DIGGERS HOTLINE
Call 811 or (800) 242-8511
Milwaukee Area (262) 432-7910
Hearing Impaired TDD (800) 542-2289
www.DiggersHotline.com

SHEET TITLE:
NATURAL RESOURCE PROTECTION PLAN (SHEET 1)

SHEET NUMBER:
EXHIBIT



| LEGEND | | | |
|--------|-------------------|--|-------------------------------|
| | WETLAND | | WETLAND DISTURBANCE |
| | WETLAND BUFFER | | WETLAND BUFFER DISTURBANCE |
| | WETLAND SETBACK | | WETLAND SETBACK DISTURBANCE |
| | WOODLAND (MATURE) | | WOODLAND (MATURE) DISTURBANCE |

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SERVICES PROVIDED TO:

PROJECT:

BALLPARK COMMONS

PROJECT LOCATION:

CITY OF FRANKLIN
 MILWAUKEE COUNTY, WI

JSD PROJECT NO.: 14-6548

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| | |
|-----------------|------------|
| DESIGN BY: CAP | 01-29-2016 |
| DRAWN BY: CAP | 01-29-2016 |
| CHECKED BY: ALJ | 01-29-2016 |

| PLAN MODIFICATIONS: | |
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SHEET TITLE:

NATURAL RESOURCE
 PROTECTION PLAN
 (SHEET 2)

SHEET NUMBER:

EXHIBIT

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Ballpark Commons

Preliminary Development Concept

Franklin, Wisconsin

OWNER: MILWAUKEE COUNTY
TAX KEY: 651-9988-002

DRAFT

LEGAL DESCRIPTION

PART OF THE SOUTHEAST 1/4 OF THE SOUTHWEST 1/4, THE NORTHEAST 1/4, NORTHWEST 1/4, SOUTHWEST 1/4, AND SOUTHWEST 1/4 OF THE SOUTHWEST 1/4, AND THE SOUTHWEST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 4, TOWNSHIP 5 NORTH, RANGE 31 EAST, AND THE NORTHEAST 1/4 AND SOUTHWEST 1/4 OF THE NORTHEAST 1/4 OF THE NORTHEAST 1/4 OF SECTION 9, TOWNSHIP 5 NORTH, RANGE 31 EAST, IN THE CITY OF FRANKLIN, MILWAUKEE COUNTY, WISCONSIN;

COMMENCING AT THE SOUTHWEST CORNER OF SAID SOUTHWEST 1/4 OF SECTION 4; THENCE NORTH 88°42'47" EAST ALONG THE SOUTH LINE OF SAID SOUTHWEST 1/4 SECTION, 1452.00 FEET TO LOOKS ROAD/STATE TRUNK HIGHWAY "90" REFERENCE LINE AS SHOWN IN WISCONSIN DEPARTMENT OF TRANSPORTATION PLAT OF RIGHT OF WAY PROJECT NUMBER F064-45/2240-02-22, DATED JULY 3, 1956 AND THE POINT OF BEGINNING;

THENCE SOUTH 49°44'47" WEST ALONG SAID REFERENCE LINE, 907.00 FEET TO A POINT OF CURVE; THENCE SOUTHWESTERLY 1280.00 FEET ALONG SAID REFERENCE LINE AND ALONG THE ARC OF SAID CURVE TO THE LEFT, WHOSE RADIUS IS 3819.72 FEET AND WHOSE CHORD BEARS SOUTH 40°08'47" WEST, 1724.00 FEET TO A POINT OF TANGENCY; THENCE SOUTH 39°32'47" WEST ALONG SAID REFERENCE LINE, 910.00 FEET; THENCE NORTH 89°50'00" WEST, 148.15 FEET TO THE SOUTHEAST CORNER OF STONE HEDGE SUBDIVISION ADDITION NO. 1; THENCE NORTH 00°10'59" WEST ALONG THE EAST LINE OF SAID STONE HEDGE SUBDIVISION ADDITION, 1801.35 FEET TO THE NORTHEAST CORNER OF SAID STONE HEDGE SUBDIVISION ADDITION; THENCE NORTH 00°03'11" EAST, 485.75 FEET TO THE NORTH RIGHT OF WAY LINE OF WEST RAWSON AVENUE; THENCE NORTH 88°25'44" EAST ALONG SAID NORTH RIGHT OF WAY LINE, 596.14 FEET TO THE SOUTHWEST CORNER OF PARCEL 1 OF CERTIFIED SURVEY MAP NO. 3107; THENCE NORTH 00°07'08" WEST ALONG THE EAST LINE OF SAID LOT 12 AND THEN THE NORTH LINE OF LOT 11 OF SAID WHITNALL VIEW SUBDIVISION ADDITION, 852.05 FEET TO THE NORTHWEST CORNER OF SAID LOT 11; THENCE SOUTH 88°37'08" WEST ALONG THE NORTH LINE OF SAID LOT 12 AND THEN THE NORTH LINE OF LOT 11 OF SAID WHITNALL VIEW SUBDIVISION ADDITION, 852.05 FEET TO THE NORTHWEST CORNER OF SAID LOT 11; THENCE NORTH 00°24'53" WEST ALONG THE EAST LINE OF LOT 10 AND THEN ALONG THE EAST LINE OF LOT 9 OF SAID WHITNALL VIEW SUBDIVISION, 399.30 FEET TO THE NORTHEAST CORNER OF SAID LOT 9; THENCE NORTH 88°30'41" EAST, 545.17 FEET TO THE EAST LINE OF SAID SOUTHWEST 1/4 OF SECTION 4; THENCE SOUTH 02°20'48" EAST ALONG SAID EAST LINE OF SAID SOUTHWEST 1/4 OF SECTION 4, 34.94 FEET; THENCE NORTH 88°41'22" EAST, 601.95 FEET; THENCE NORTH 00°14'58" WEST, 187.15 FEET; THENCE NORTH 88°17'03" EAST, 1252.42 FEET; THENCE SOUTH 00°19'01" EAST, 369.30 FEET; THENCE NORTH 88°10'00" EAST, 638.18 FEET; THENCE NORTH 88°32'16" EAST, 202.44 FEET TO THE EAST LINE OF SAID NORTHEAST 1/4 OF SECTION 4; THENCE SOUTH 00°19'12" EAST ALONG SAID EAST LINE, 2306.22 FEET TO THE NORTHEAST CORNER OF SAID NORTHEAST 1/4 OF SECTION 4; THENCE SOUTH 00°23'03" EAST ALONG THE EAST LINE OF SAID SOUTHWEST 1/4 OF SECTION 4, 1659.17 FEET TO SAID REFERENCE LINE; THENCE SOUTH 49°44'47" WEST ALONG SAID REFERENCE LINE, 1561.91 FEET TO THE POINT OF BEGINNING

CONTAINING IN ALL 8,946,187 SQUARE FEET (205.376 ACRES) OF LAND, MORE OR LESS

OWNER: MILWAUKEE COUNTY
TAX KEY: 651-9988-002

OWNER: MILWAUKEE COUNTY
TAX KEY: 651-9988-002

7501 W. MILL VALLEY CT.
OWNER: W. SCOTT & KATHLEEN F. WEYDA
TAX KEY: 709-0076

6668 S. 76TH STREET
OWNER: STEVE'S #14 LLC
TAX KEY: 708-8997-000

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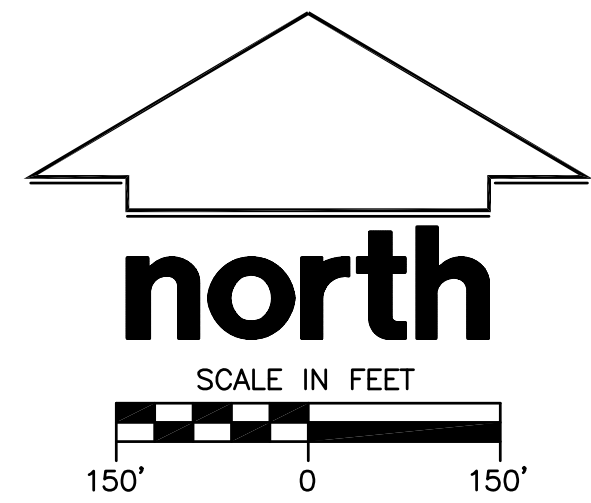
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AREA TO BE REZONED
205.376 AC.

FOUR SEASON SPORTS VILLAGE

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