

RESOLUTION NO. 2016-004

A RESOLUTION RECOMMENDING THE ADOPTION OF AN
ORDINANCE TO AMEND THE CITY OF FRANKLIN 2025
COMPREHENSIVE MASTER PLAN TO CHANGE THE CITY OF FRANKLIN
2025 FUTURE LAND USE MAP USE DESIGNATIONS FOR PROPERTIES LOCATED
AT APPROXIMATELY 7900 WEST CRYSTAL RIDGE DRIVE, AND ALONG WEST
RAWSON AVENUE AND WEST LOOMIS ROAD AND WEST OLD LOOMIS ROAD,
INCLUDING, BUT NOT LIMITED TO 8220, 8240, 8316 AND 8490 WEST OLD
LOOMIS ROAD, FROM RESIDENTIAL USE AND TRANSPORTATION USE TO
MIXED-USE (LANDS SOUTH OF RAWSON AVENUE), AND TO RECLASSIFY
CERTAIN EXISTING ROAD RIGHT-OF-WAYS FROM TRANSPORTATION USE TO
MIXED-USE (LANDS NORTH OF RAWSON AVENUE) WITH REGARD TO THE
PROPOSED BALLPARK COMMONS SPORTS ANCHORED MIXED-USE
DEVELOPMENT, PURSUANT TO WIS. STAT. § 66.1001(4)(b)

WHEREAS, pursuant to Wis. Stat. §§ 62.23(2) and (3) and 66.1001(4), the City of Franklin is authorized to prepare and adopt and to amend a comprehensive plan as defined in Wis. Stat. §§ 66.1001(1)(a) and 66.1001(2); and

WHEREAS, pursuant to Wis. Stat. § 66.1001(4)(b), the Plan Commission may recommend the amendment of the Comprehensive Master Plan to the Common Council by adopting a resolution by a majority vote of the entire Commission, which vote shall be recorded in the official minutes of the Plan Commission; and

WHEREAS, Greg Marso, Zim-Mar Properties, LLC having applied for an amendment to the Comprehensive Master Plan to change the City of Franklin 2025 Future Land Use Map designations for properties located at approximately 7900 West Crystal Ridge Drive, and along West Rawson Avenue and West Loomis Road and West Old Loomis Road, including, but not limited to 8220, 8240, 8316 and 8490 West Old Loomis Road, from Residential Use and Transportation Use to Mixed-Use (lands south of West Rawson Avenue), and to reclassify certain existing road right-of-ways from Transportation Use to Mixed-Use (lands north of West Rawson Avenue) with regard to the proposed Ballpark Commons sports anchored mixed-use development, such properties bearing addresses/Tax Key Nos./current zoning designations as follows: 8220 West Old Loomis Road / 755-9995-002 / R-3E Suburban/Estate Single-Family Residence District, 8240 West Old Loomis Road / 755-9995-001 / R-3E Suburban/Estate Single-Family Residence District, 8316 West Old Loomis Road / 755-9996-000 / R-3E Suburban/Estate Single-Family Residence District, [no address] West Rawson Avenue / 754-9988-001 / R-3E Suburban/Estate Single-Family Residence District, 8490 West Old Loomis Road / 754-9988-002 / R-3E Suburban/Estate Single-Family Residence District, 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, currently zoned B-1 Neighborhood Shopping District, does not bear a tax key number or an address, consisting of approximately 14.964 total acres of land (north of West Rawson Avenue) and 39.419 total acres of land (south of West Rawson Avenue), more particularly described as follows:

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 $88^{\circ}42'47''$ East along the North line of said 1/4 section, 699.09 feet; thence South $01^{\circ}17'14''$ East 73.05 feet to the point of beginning;

Thence South $01^{\circ}14'08''$ 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 $18^{\circ}46'02''$ West, 661.51 feet to a point of tangency; thence South $36^{\circ}17'56''$ West, 831.29 feet; thence South $32^{\circ}41'55''$ West, 34.02 feet; thence South $36^{\circ}22'12''$ West, 477.95 feet; thence South $30^{\circ}51'06''$ West, 565.23 feet; thence North $59^{\circ}43'06''$ West, 66.12 feet to the Southeast corner of Stone Hedge Subdivision Addition No. 1; thence North $00^{\circ}11'17''$ West along the east line of said Subdivision Addition, 1800.99 to the northeast corner of said Subdivision Addition; thence North $00^{\circ}12'52''$ West, 345.10 feet; thence North $88^{\circ}31'09''$ 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 $88^{\circ}32'20''$ 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 [south of West Rawson Avenue]; and

Commencing at the Southwest corner of the Southeast 1/4 of Section 4, Town 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin; thence North $88^{\circ}42'47''$ East along the South line of said 1/4 section, 454.48 feet; thence North $01^{\circ}17'13''$ West 62.42 feet to the point of beginning;

Thence North $00^{\circ}56'52''$ West, 3.29 feet to the start of a curve to the right; thence northeasterly 207.60 feet along the arc of said curve to the right, whose radius is 133.00 feet and whose chord bears North $44^{\circ}01'06''$ East, 187.16 feet to a point of tangency; thence North $88^{\circ}44'07''$ East, 77.42 feet; thence North $88^{\circ}44'03''$ East 391.17 feet to the start of a curve to the left; thence northeasterly 220.37 feet along the arc of said curve to the left, whose radius is 260.00 feet and whose chord bears North $64^{\circ}27'12''$ East, 213.83 feet to a point of tangency; thence North $40^{\circ}10'21''$ East, 503.34 feet; thence North $40^{\circ}10'59''$ East, 1220.68 feet to the start of a curve to the right; thence northeasterly 204.57 feet along the arc of said curve to the right, whose radius bears 240.00 feet and whose chord bears North $64^{\circ}36'06''$ East, 198.43 feet to a point of tangency; thence North $89^{\circ}01'13''$ East, 43.20 feet to the west right of way line of South 76th Street; thence South $00^{\circ}23'35''$ East along said west line, 341.37 feet; thence North $89^{\circ}08'21''$ West, 82.45 feet; thence South $39^{\circ}53'09''$ West,

1670.03 feet; thence South 88°42'47" West parallel to and at a right angle distance of 62.42 feet Northerly of the South line of the said Southeast 1/4, 975.39 feet to the point of beginning.

Containing in all 651,826 square feet (14.964 acres) of land, more or less [north of West Rawson Avenue]; and

WHEREAS, the Plan Commission having determined that the proposed amendment, in form and content as presented to the Commission on March 17, 2016, is consistent with the Comprehensive Master Plan's goals, objectives and policies and in proper form and content for adoption by the Common Council as an amendment to the 2025 Comprehensive Master Plan, subject to such modifications the Common Council may consider reasonable and necessary, following public hearing, in order to protect and promote the health, safety and welfare of the City of Franklin.


NOW, THEREFORE, BE IT RESOLVED, by the Plan Commission of the City of Franklin, Wisconsin, that the application for and the proposed ordinance to amend the City of Franklin 2025 Comprehensive Master Plan to change the City of Franklin 2025 Future Land Use Map designations for properties located at approximately 7900 West Crystal Ridge Drive, and along West Rawson Avenue and West Loomis Road and West Old Loomis Road, including, but not limited to 8220, 8240, 8316 and 8490 West Old Loomis Road, from Residential Use and Transportation Use to Mixed-Use (lands south of West Rawson Avenue), and to reclassify certain existing road right-of-ways from Transportation Use to Mixed-Use (lands north of West Rawson Avenue), as more particularly described within the preamble to this Resolution, with regard to the proposed Ballpark Commons sports anchored mixed-use development, be and the same is hereby recommended for adoption and incorporation into the 2025 Comprehensive Master Plan by the Common Council.

Introduced at a regular meeting of the Plan Commission of the City of Franklin this 17th day of March, 2016.

Passed and adopted at a regular meeting of the Plan Commission of the City of Franklin this 17th day of March, 2016.

APPROVED:

ATTEST:


Sandra L. Wesolowski, City Clerk


Stephen R. Olson, Chairman

AYES 4 NOES 1 ABSENT 2



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.

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.