

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	
<p>Minimum Landscape Surface Ratio (LSR) The LSR may be averaged across the entire PDD No. 37 District such that the LSR on one or more lots within the Sports Village may be less than 0.25 as long as District wide the average LSR of 0.50 is maintained at all times. The Plan Commission shall consider the applicable standards for Site Plan, Special Use, and Land Combination applications in making such determinations.</p>	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
<p>Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from any lot line or public right-of-way (or corresponding easement), as well as from associated traffic visibility corners, bufferyards, parking lots, etc. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications, and traffic and pedestrian safety, in making such determinations.</p>	
Minimum Shore Buffer (feet)	75
Minimum Wetland Buffer (feet)	30
Minimum Wetland Setback (feet)	50
Maximum Building Height	
Principal Structure (stories/ft.)	3.0/50

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. Mixed use buildings up to three stories in height, with residential apartments on the upper floors, or specialty retail, food, and beverage outlots.
- c. 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.
- b. Mixed use buildings over three stories in height, with residential apartments on the upper floors.

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 Mixed Use Area

- A. **Area Intent.** The Ballpark Commons Mixed Use 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 south of the intersection of Rawson Avenue and Old Loomis Road.
 2. Provide multi-story mixed use building with ground floor office/commercial/retail uses, and upper story residential apartments, roof-top 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) The LSR may be averaged across the entire PDD No. 37 District such that the LSR on one or more lots within the Mixed Use Area may be less than 0.25 as long as District wide the average LSR of 0.50 is maintained at all times. The Plan Commission shall consider the applicable standards for Site Plan, Special Use, and Land Combination applications in making such determinations.	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 any lot line or public right-of-way (or corresponding easement), as well as from associated traffic visibility corners, bufferyards, parking lots, etc. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications, and traffic and pedestrian safety, in making such determinations.	
Minimum Shore Buffer (feet)	75
Minimum Wetland Buffer (feet)	30
Minimum Wetland Setback (feet)	50
Minimum Total Living Area per Residential Apartment Dwelling Unit (D.U.) in Mixed Use Commercial Buildings	
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.
- b. Mixed use buildings up to three stories in height, with residential apartments on the upper floors.

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:

- a. Those special uses allowed within the B-4 South 27th Street Mixed-Use Commercial District.
- b. Mixed use buildings over three stories in height, with residential apartments on the upper floors.

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:

- a. 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 (west and south of the Mixed-Use Area) generally extending from Loomis Road to the Stone Hedge subdivision.
2. Provide multi-story apartment buildings with partially exposed underground parking throughout 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) The OSR may be averaged across the entire PDD No. 37 District such that the LSR on one or more lots in the Multi-Family Residence Area may be less than 0.25 as long as District wide the average LSR of 0.50 is maintained at all times. The Plan Commission shall consider the applicable standards for Site Plan, Special Use, and Land Combination applications in making such determinations.	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 any lot line or public right-of-way (or corresponding easement), as well as from associated traffic corners, bufferyards, parking lots, etc. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications, and traffic and pedestrian safety, 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.)	1.0/25
The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit.	

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	Average Dwelling Unit Size (Square Feet) for One (1) Bedroom Dwelling Units (a)	Average 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**

	Multiple-family dwellings and apartments	P/S ^a
	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

^a Multiple-family dwellings and apartments up to three stories are permitted, over three stories are special uses.

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 application request for Buildings C5 and/or C6, to be exercised at City discretion, should the need for a parking lot expansion 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 and bike 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, metal, stone and cementitious siding 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, metal, stone, stucco, and wood are encouraged. Metal is 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 and approved on a case by case basis. The use of high intensity colors, metallic colors, or fluorescent colors on

façades shall be prohibited. Building trim and architectural accent elements may feature brighter colors, but such colors shall be muted, 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 Flat and Roof Pitch

- i. Flat roofs are permitted with detailed parapets or detailed coursing.
- ii. Parapet corners can be stepped or flat or the parapet can be designed to emphasize the center or primary entrance(s), unless the primary entrance is at the corner of the building.
- iii. Visible sloped roofs can be neutral in color, such as gray, black, or dark brown.
- iv. Visible roof materials must be wood or architectural grade composition shingle or sheet metal with standing or batten seam.
- v. 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 may be used but are not encouraged.
- ii. First 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 should 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 five (5) 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 majority 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 viewable by the public. Building materials such as glass, brick, decorative concrete block, or stucco shall be used. Decorative architectural metal 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 viewable by the public 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 viewable by the public 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, however not required if operational needs require less windows.

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 approved on a case by case basis. 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.

I. 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. Exterior signage, if architecturally embedded in, and compatible with the form and function of the building in an aesthetically manner, is also allowed. Furthermore, use of such signage may, as determined by the Plan Commission or Architectural Review Board (as may be appropriate), be in addition to the typical amount of regulated signage.

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). Limited development defined as construction and installation of all necessary utilities and infrastructure, shall be allowed prior to addressing the conditions of approval herein, subject to receiving all other required permits and approvals.

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. 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. Any recommendations from the Comprehensive

Study that apply to existing facilities or events shall be implemented by the applicants within two years from the date of acceptance of the Study by the Common Council.

3. 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. Any recommendations from the Comprehensive Study that apply to existing facilities or events shall be implemented by the applicants within two years from the date of acceptance of the Study by the Common Council.
4. The applicants shall obtain all required approvals and permits from the Milwaukee Metropolitan Sewerage District prior to any disturbance or development within the MMSD landfill gas pipeline easement limits. The applicants shall ensure that the City is an active participant in, and that City staff is invited to, all discussions with the Milwaukee Metropolitan Sewerage District regarding development of, and permits and approvals for, disturbance of the lands adjacent to the gas pipeline.
5. The applicants shall prepare example Bike and Pedestrian elements, identifying potential District wide 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 issuance of a Building Permit.
6. The applicants shall prepare example Streetscaping elements, identifying potential District wide features as decorative lighting, special signage, pedestrian rest areas, etc., for staff review and approval, prior to issuance of a Building Permit.
7. The applicants shall prepare example Landscape elements identifying potential District wide design and location details for such features as buildings, parking, and bufferyards, for staff review and approval, prior to issuance of a Building Permit.
8. The requested General Landscape Plan, and the pertinent zoning district standards, shall be revised to reflect a minimum 60' wide landscape buffer, including a predominantly 8' high berm, to be located along the entire western boundary of PDD No. 37, for staff review, prior to issuance of a Building Permit.
9. The applicants shall prepare example Architectural and Site Design elements, identifying potential District wide features such as the use of

common or complementary design themes, elements, or features throughout the development, for staff review and approval prior to issuance of a Building Permit.

10. The applicants shall submit a Comprehensive Stormwater Management Plan for PDD No. 37, for Engineering Department staff review and approval, prior to issuance of any Building Permit within the portion of the development contributory to the subject stormwater pond, subject to receipt of all necessary Wisconsin Department of Natural Resource and Milwaukee Metropolitan Sewerage District permits and approvals, receipt of a City of Franklin Fill/Soils Disturbing Permit, and Engineering Department review and approval of all pertinent grading, erosion control, restoration, etc. plans.
11. The applicants shall prepare a Master Sign Program for PDD No. 37, for staff review and approval, prior to issuance of a Building Permit. Alternatively, the applicant shall abide by the City's existing sign regulations as set forth in the Municipal Code, and the variance process set forth in the Unified Development Ordinance. In either event, such plans shall be submitted for Plan Commission approval with each building Site Plan submittal.
12. In the event that no building permit has been issued for any one of the substantial structures; that being the stadium, the four-seasons complex, any one or more retail buildings along Crystal Ridge Drive, any one or more multi-use buildings along West Rawson Avenue, or any one or more apartment buildings; prior to the expiration of 24 months from the date of enactment of this Ordinance, and allowing a three month extension, the zoning designation shall revert back to the zoning for the subject parcel(s) which existed prior to the effective date of this Ordinance.
13. Table 15-3.0442B.1. building setbacks shall remain as originally established in Ordinance No. 2016-2212.
14. Section 15-3.0442E.B.4.d. onsite perimeter greenbelts shall remain as originally established in Ordinance No. 2016-2212.
15. The applicant shall submit and regularly update a PDD/Site Plan amendment map which clearly identifies all constructed, approved, and pending amendments for Department of City Development review and approval prior to issuance of an Occupancy Permit.
16. The applicant shall revise the utility plans along proposed Ballpark Drive to stub the water main into The Rock Sports Complex main entrance to allow a potential future connection of the ski chalet to the public water system, for Engineering Department review and approval prior to issuance of an Occupancy Permit.
17. Other.

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 17th day of April, 2018, by _____.

Passed and adopted at a regular meeting of the Common Council of the City of Franklin this 17th day of April, 2018.

APPROVED:

Stephen R. Olson, Mayor

ATTEST:

Sandra L. Wesolowski, City Clerk

AYES __ NOES __ ABSENT __

**CITY OF FRANKLIN****REPORT TO THE PLAN COMMISSION****Meeting of April 5, 2018****Planned Development District No. 37 Minor Amendment and Site Plan**

RECOMMENDATION: City Development staff recommends approval of the Planned Development District No. 37 (The Rock Sports Complex – Ballpark Commons) minor amendment subject to the conditions of approval in the attached draft ordinance and minor technical corrections by staff. Staff recommends approval of the Site Plan associated with proposed Building C1, subject to the conditions of approval in attached draft resolution.

Project Name:	The Rock Sports Complex/Ballpark Commons PDD No. 37 Amendment and Site Plan associated with Proposed Building C1
Project Address:	7900 W. Crystal Ridge Drive and vicinity
Applicants:	Ballpark Commons, LLC
Property Owners:	Wisconsin Department of Transportation, Zim-Mar Properties LLC, BPC County Land LLC
Current Zoning:	PDD No. 37 and FW Floodway District
2025 Comprehensive Plan:	Mixed Use and Areas of Natural Resource Features
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 amendment and Plan Commission approval of the Site Plan.

Please note the following changes to the draft ordinance and staff report formats:

- The changes identified in the draft PDD amendment ordinance have been requested by the applicant to facilitate construction of Building C1, unless otherwise noted.
- Staff has also incorporated, where noted, all prior PDD No. 37 amendment changes into the draft ordinance.
- The conditions of approval located at the end of the draft ordinance reflect those changes recommended by staff (and as further described in the Staff Comments document dated March 11, 2018).
- In regard to the Site Plan, a brief description of staff's proposed changes are located in the Staff Comments document dated March 11, 2018, and staff's recommended changes are included within the draft resolution.

INTRODUCTION:

On January 23, 2017 and February 18, 2017, Ballpark Commons LLC submitted applications and information for:

- A Planned Development District (PDD) amendment to amend various PDD No. 37 district standards such as building heights, building setbacks, permitted uses, etc.
- Three Certified Survey Maps establishing in total 10 separate lots for the entire Ballpark Commons project area.
- Two Site Plans, one for Building C1 proposed to be located north of Rawson Avenue, and one for the first four apartment buildings located south of Rawson Avenue.

However, due in part to the size and complexity of the above applications, and in part due to the applicant's requested phasing of this development, staff has focused its review efforts first on the Site Plan for Building C1 and on the associated PDD amendments for that building. The Certified Survey Maps, additional PDD changes and site plan for the apartments will be provided for review and consideration at a future Plan Commission meeting.

BACKGROUND/HISTORY:

The City of Franklin has already granted the following major approvals for the Ballpark Commons project.

- On April 4, 2016, the Common Council approved the Ballpark Commons project with a number of conditions.
 - See Ordinance No. 2016-2212 amending PDD No. 37 to revise The Rock Sports Complex -- to expand the Planned Development District and to create the Ballpark Commons sports anchored mixed use development. At that time, only preliminary plans were provided. As such, many of the conditions of approval dealt with requirements for the submittal of more detailed plans.
- On January 9, 2018, the Common Council approved an amendment to the Ballpark Commons project.
 - See Ordinance No. 2018-2312 amending PDD No. 37: to allow additional uses as permitted uses; to allow additional uses as special uses; to revise certain district standards; to include additional more detailed site information; and to allow a three month extension of the first building permit time limit.
- On January 9, 2018, the Common Council approved the proposed baseball/soccer stadium use (but not the site plan) with a number of conditions.
 - See Resolution No. 2018-7339 imposing certain conditions and restrictions for a special use for the proposed baseball/soccer stadium.
- On January 9, 2018, the Common Council approved a Natural Resource Special Exception for the entire Ballpark Commons project with a number of conditions.
 - See the Standards, Findings, and Decision of the City of Franklin Common Council upon the application of Ballpark Commons, LLC.
- On March 8, 2018, the Common Council approved an amendment to the Ballpark Commons project.
 - See Ordinance No. 2018-2318 amending PDD No. 37 to clarify certain land disturbance activities and to allow general site clearing and grading.

The applicant has also recently:

- Acquired the subject land from Milwaukee County.
- Obtained Wisconsin Department of Natural Resources approval of a Closure Plan Modification to allow construction of the proposed stadium and sports complex on the landfill.
- Obtained Army Corps of Engineers approval to fill wetlands within the subject development.
- Obtained both Wisconsin Department of Transportation and Milwaukee County Department of Transportation approvals, with conditions, of the Traffic Impact Analysis associated with the Ballpark Commons project.

As of March 29, 2018, the applicant has begun limited clearing and grubbing, and installation of the relocated and expanded landfill gas collection system. Applications and plans for comprehensive site clearing and grading, as well as for utility and infrastructure installation north of Rawson Avenue, are currently under review by the City.

PLANNED DEVELOPMENT DISTRICT (PDD) AMENDMENT:

Staff is recommending, with agreement from the applicant, that the Plan Commission classify the proposed amendment as a Minor PDD Amendment. It can be noted that Major PDD Amendments are reserved for changes to the exterior boundary of, or proposed uses within, the PDD.

The applicant has proposed a number of changes to the Planned Development District standards (primarily related to proposed building C1), in summary, the more significant changes include:

- Increased building height limits.
- Allow 0' building and parking setbacks on all lot lines (rather than just internal lot lines) upon Plan Commission review of Site Plans.
- Allow the Landscape Surface Ratio to be averaged across the entire PDD, rather than a minimum limit for each lot or parcel.
- Allow less landscaping on certain parcels.
- Allow metal as a primary building material.
- Allow building colors to be approved on a case-by-case basis.
- Change the needed vote to grant Design Standard waivers, from a $\frac{3}{4}$ vote of the Plan Commission to a simple majority.
- Allow additional signage (beyond the amount allowed by the Municipal Code) as long as some of the signage is architecturally and aesthetically embedded into a building.

Please refer to the draft PDD ordinance (with track changes) to see the specific changes as proposed by the applicant.

The draft PDD ordinance has also been revised to:

- Include additional more detailed site information pertaining to some of the proposed buildings and structures.
- Update the conditions of approval from Ordinance No. 2016-2212 (the ordinance originally approving the Ballpark Commons project) to reflect the progress made to date on those conditions.
- Codify all of the previously adopted amendments to PDD No. 37 into this one ordinance.

Please refer to the Department of City Development memo dated March 11, 2018 which provides staff comments and recommendations, and responses from the applicant, for additional information on all of these changes.

As previously noted, while the changes to the draft PDD ordinance reflect what the applicant has requested, the conditions of approval at the end of the ordinance reflect the changes recommended by staff. In some instances, the changes requested by staff contradicts the changes requested by the applicant, in those cases:

- If the Plan Commission concurs with the change proposed by the applicant, the Plan Commission must make a motion removing staff's recommended condition pertaining to that matter.
- If the Plan Commission concurs with staff's recommended condition, no special motion is needed, the appropriate revision to the ordinance will be incorporated into the final draft.

SITE PLAN:

The applicant is only requesting Site Plan approval (including associated landscaping, architecture, lighting, parking, etc. approvals) at this time for Building C1 (located at the northeast corner of Rawson Avenue and proposed Ballpark Drive), which is proposed to be a three story building with retail uses on the ground floor and two stories of office uses above.

Please refer to the Department of City Development memo dated March 11, 2018 which provides staff comments and recommendations, and responses from the applicant, for additional information on all of staff's recommended changes to the Site Plan.

Building Setback Concerns

It is important to note that the UDO requires setbacks to be measured from the "ultimate right-of-way" (per Sections 15-2.0203, 15-3.0403D., and 15-5.0108B.), as well as in the definition of Base Setback Line. Furthermore, staff believes that the design of the subject intersection in combination with the location of the proposed building will decrease public safety and increase congestion on public roads, which is not consistent with the requirements of Section 15-7.0102L. of the UDO. Provided below is additional information about the concerns staff has with the proposed building's encroachment into the following setbacks.

- Traffic Visibility (vision corner setback).
- Arterial/Highway Setback.
- Yard Setbacks.
- Parking Lot Setbacks.
- Landscape Bufferyard.

Traffic Visibility (vision corner setback). The southwest corner of the proposed building encroaches into the entire 30' x 30' vision corner, which setback is required by Section 15-5.0201A. of the UDO.

- Staff is concerned about this obstruction at a corner where:
 - the speed limit on Rawson Avenue is 40 mph;
 - significant amounts of both automobile and pedestrian traffic are envisioned;
 - a second intersection is located only 200' away to the north;
 - onstreet parking is located nearby (*it can be noted that the applicant has agreed to remove the five onstreet parking spaces located immediately west of Building C1*);

- numerous outdoor activities such as food trucks, outdoor seating, etc. are envisioned nearby; and
- neither the County nor the State will remove, or officially declare, that the existing amount of right-of-way is excessive and unnecessary;
- Staff recommends that the corner of the building be entirely removed from the vision corner.
 - Staff would further note that removal of the corner of the building would create a more unique and distinctive building façade and interesting streetscape. And would lessen the amount of encroachment into the arterial/highway setback and the landscape bufferyard.

Arterial/Highway Setback. The proposed building encroaches into the entire 40' setback from the Rawson Avenue right-of-way, which setback is required by Section 15-5.0108B. of the UDO.

- Staff is concerned about this encroachment where:
 - it is unknown if the existing excess right-of-way will be needed in the future and if so, what traffic and pedestrian safety concerns may arise at that time;
 - it will not be possible to provide the 30' landscaped bufferyard that is required by the UDO along all arterials and highways such as Rawson Avenue; and
 - it places the building immediately adjacent to the utility easements.
- Staff recommends that the highway setback of 40' be maintained for Building C1. In addition, staff recommends establishment of a Site Plan process for case-by-case review of smaller building setbacks adjacent to local and collector public roads, and a Special Use process for case-by-case review of smaller building setbacks adjacent to arterial/highway public roads. That both processes be added to PDD No. 37, and that such review also be subject to consideration of:
 - potential impacts upon traffic and pedestrian safety;
 - extent of encroachment into vision triangles, setbacks, bufferyards, etc.;
 - adjacent speed limits existing and proposed;
 - location of the existing and planned roadway in relation to the right-of-way boundary, sidewalks, pedestrian plazas/outdoor seating; landscape bufferyards, etc.
 - location of and potential conflicts with on-street parking; and
 - extent of Milwaukee County and/or DOT support.

Yard Setbacks. The building encroaches into all but a small portion of the 25' front yard, 25' corner side yard, 10' side yard, and 20' rear yard setbacks, which setbacks are required by PDD No. 37.

- Staff is concerned about this encroachment where:
 - it contributes toward the vision corner and highway setback concerns noted above;
 - it reduces the amount of space available for pedestrian amenities such as wider sidewalks, outdoor seating areas, etc.;
 - it reduces the amount of space available for snow storage; and
 - it contributes toward a building scale that is not proportionate to pedestrians or observers as required by Section 15-7.0802A. of the UDO.
- Staff recommends:
 - That the following setbacks be established for Building C1: front yard = 10'; side yard = 10'; corner side yard = 10'; and rear yard = 40'. This would also allow most of the UDO and PDD standards regarding parking lot and landscaping setbacks to be met.
 - That the Ballpark Drive median be narrowed by at least 10' and the five onstreet parking spaces on the east side of Ballpark Drive be removed to provide the building setback and larger sidewalk on the west side of Building C1.

Parking Lot Setbacks. The parking lot encroaches into the entire 10' setback from the proposed Ballpark Drive, which setback is required by Section 15-5.0202C.1. of the UDO.

- Staff is concerned about this encroachment where:
 - it will result in vehicle overhang into the right-of-way, which is prohibited by Section 15-5.0304C. of the UDO;
 - it will result in vehicle overhang onto the sidewalk;
 - it prevents the minimum 5' wide landscape screening of the parking lot as required by Section 15-0304C. of the UDO;
 - it eliminates potential snow storage areas as required by Section 15-5.0210 of the UDO;
 - it prevents the minimum 10' wide landscape screening of the parking lot as required by the Design Standard Section of PDD No. 37; and
 - it does not encourage modest building setbacks pursuant to the Design Standard Section of PDD No. 37.
- Staff recommends that a 10' setback be established on the north side of the parking lot. With this setback, most of the standards noted above could be met.

Landscape Bufferyard. The building encroaches into the entire 30' landscape bufferyard along Rawson Avenue, which bufferyard is required by Section 15-5.0102A. of the UDO.

- Staff is concerned about this encroachment where:
 - it prohibits establishment of landscaping which could screen the truck loading dock on the south side of the building as well as the adjacent parking lot.
- Staff recommends that the size and location of the landscape bufferyard be determined as part of the proposed Special Use process for consideration of a smaller building setback from Rawson Avenue.

Other Issues

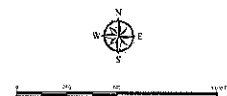
Please note that Engineering Department review of utilities and infrastructure is currently underway.

Please note that additional information pertaining to the previously approved Natural Resource Protection Plan is available at the offices of the Department of City Development.

Please note that staff has reviewed and tentatively agreed with the applicant's Parking Analysis for Ballpark Commons, subject to the provision of additional parking at certain specified development events. However, those parking locations and events are not adjacent to or associated with the proposed Building C1, so will be discussed in future Site Plan requests. In regard to Building C1, approximately 130 parking spaces will be provided nearby, and the UDO requires approximately 155 parking spaces, which is an allowable parking reduction pursuant to the standards set forth in the UDO and the information provided within the Parking Analysis.

CONCLUSION:

City Development staff recommends approval of the Planned Development District No. 37 (The Rock Sports Complex – Ballpark Commons) amendment subject to the conditions of approval in the attached draft ordinance and subject to minor technical corrections by staff. Staff recommends approval of the Site Plan associated with proposed Building C1, subject to the conditions of approval in attached draft resolution.



City of Franklin Department of City Development

Date: March 11, 2018

To: Zim-Mar Properties LLC

From: Department of City Development

RE: Ballpark Commons Planned Development District Minor Amendments and Site Plan
Pertaining to Building C1 – Staff Comments

Please be advised that staff has reviewed the two above referenced applications **as they pertain to Building C1**. Department comments are as follows for the Planned Development District (PDD) Minor Amendments and Site Plan materials submitted by Mr. Patrick Shanahan and Mr. Justin Johnson on behalf of Zim-Mar Properties LLC, date stamped by the City of Franklin on January 23, 2017 (and the parking analysis date stamped February 18, 2018).

As you have requested, staff is providing its comments as each separate application review is completed, and has prioritized its review for Building C1. It is anticipated that staff comments on the Minor PDD Amendment and Site Plan for the apartment buildings will be provided within the next week or so.

Certified Survey Maps. Please note that by email dated January 30, 2018, staff had determined that the applications submitted for the Certified Survey Maps were incomplete. The CSM maps were then resubmitted on February 16, 2018. Review of these CSMs is ongoing. Staff comments will be provided when the review is complete, anticipated to be within the next week or so.

- *Applicant is currently awaiting Staff review comments.*

Minor PDD Amendment. In keeping with the request for separate review of each application, certain specific PDD Ordinance changes (pertaining to the requested site plans) were previously provided to you by email dated February 11, 2018. As previously discussed, and as noted in the comments in that document, **staff does not support some of the PDD changes highlighted in the draft Ordinance**, but have identified those changes solely in the interest of expediting review of the project as currently proposed. Additional PDD Amendment and PDD/Site Plan related information, changes, and/or requirements are also provided below, but are not yet incorporated into the draft PDD Ordinance. Any changes you concur with, or others you wish to add or revise, must be included within a revised PDD Amendment project narrative/summary, and within the draft PDD Ordinance. *Please note that staff is also incorporating all previously approved PDD changes into this document as well.* Pursuant to UDO Section 15-9.0401A. Fee Schedule, any changes of uses or boundaries must be part of a separate Major PDD Amendment application.

Due to the interrelatedness of these applications, staff recommends that all of these applications be submitted together to the Plan Commission for review, and to the Common Council for its final consideration, but understands if time constraints may dictate otherwise.

Lastly, please note that most Engineering Department comments have and will continue to be provided separately.

MINOR PDD AMENDMENT:

PDD No. 37 Ordinance No. 2016-2212 Requirements and Standards (page numbers refer to the draft revised Ordinance emailed on 2-11-18):

District Intent

1. Page 8, District Intent #9. As currently proposed, Building C1 must obtain a Special Use approval because it is over 40,000 square feet in size. Or conversely, the 40,000 square foot standard within the PDD must be revised to reflect larger building sizes.
 - a. Staff has little objection to slight revisions of the size limit, possibly to 45,000 square feet, with appropriate explanations/justifications provided. Any further size increase and staff would have serious concerns with those building sizes as a permitted use, particularly in regard to setback, parking, density, etc. impacts.
- *The PDD Text Amendment application submitted on March 23, 2018, includes a request for additional height and size allowance at this portion of the development. The Applicant respectfully requests that the Building Plan be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council. The square footage is needed based on a number of our current commitments need occupancy by Spring of 2019. The square footage of this building is within approximate recommendation of staff – to redesign the building will trigger delay, and related impacts to our tenant obligations could be significant.*
2. Page 8, District Intent, and/or each specific Ballpark Commons Area's Lot Dimensional Standards. A new building setback standard must be added to the District Intent (and/or each Area's Lot Dimensional Standards must be revised). Or conversely, the Site Plans must be revised to meet the required building setbacks (arterial/highway = 40'; The Rock = 50'; Sports Village, Mixed Use, and Multi-family areas = 25').
 - a. Staff has some planning, site maintenance, and aesthetic related concerns about smaller building setbacks from Crystal Ridge Road and Old Loomis Road, but is open to Plan Commission Site Plan review and approval on a case-by-case basis. However, staff is opposed to smaller setbacks from Rawson Avenue and 76th Street.
 - i. However, should the City wish to consider smaller building setbacks from Rawson Avenue and 76th Street, a Special Use process for case-by-case review of smaller setbacks could be considered, subject to:
 1. potential impacts upon traffic and pedestrian safety;
 2. extent of encroachment into vision triangles, setbacks, bufferyards, etc.;
 3. adjacent speed limits existing and proposed;

4. location of the existing and planned roadway in relation to the right-of-way boundary, sidewalks, pedestrian plazas/outdoor seating; landscape bufferyards, etc.
 5. location of and potential conflicts with on-street parking;
 6. extent of Milwaukee County and/or DOT support.
- ii. Please note that in regard to Building C1, staff does not believe that the above criteria could be met to justify a significantly smaller building setback from Rawson Avenue.
- *The PDD Text Amendment application submitted on March 23, 2018, includes a request for reduced setbacks on this portion of the development. The setback along West Rawson Avenue has been discussed with the Milwaukee County Dept. of Transportation, and they did not voice a concern regarding this item. Rather, they stated that this was a decision for the local jurisdiction. The internal and external setback reductions are a result of limited developable pads that need to be maximized, due to significant neighborhood setbacks of 150 ft south of rawson and 60 ft north of rawson, and needing to keep building with deep foundations off the landfill area. We have limited net developable area and If setbacks are increased – loss of building square footage and related value will occur. The Applicant respectfully requests that the C1 Site Plan be forwarded, with the building setbacks as currently proposed, to the Plan Commission for consideration and recommendation to Common Council. We have included a copy of the emails and attachments depicting the exhibit. Upon additional review, staff has acknowledged that a number of buildings along Rawson have encroachment into the vision triangle. There are many examples of new suburban buildings in other municipalities where similar conditions exist and function safely with an Urban Edge and reduced setbacks. The parking was located on the street to create additional parking with greater proximity to retailers, which was a prior planning concern, these stalls exist to balance the proximity request.*

From a safety standpoint, applicant is open to internal on site signage, added street painting at crosswalks, reduced speed limits or traffic calming elements such as “limited speed humps” to assist with safety consideration. We agree to work with staff on locations to mitigate safety concerns.

3. Page 8, District Intent. The PDD Landscape Surface Ratio (LSR) standard must be revised. Or conversely, the Site Plans must be revised
 - a. Staff has no objection to inclusion of a PDD District Intent standard that allows LSR averaging within each separate area of the Ballpark Commons, so as long as the current LSR is met, overall, for each area. In addition, staff would have no objection to inclusion of any green infrastructure as part of the LSR totals.
- *The PDD Text Amendment application submitted on March 23, 2018, includes a request for overall aggregate calculation of Landscape Surface Ratio for the Ballpark Commons development. An overall Landscape Surface Ration (LSR) exhibit has been prepared, and is included herein, indicating the total greenspace proposed for the Ballpark Commons development under the current site layout. The intent is that this exhibit be a “living document”, to be modified and re-calculated as project components are brought*

forward. This would then become a tracking mechanism to assure that continuing development activities maintain a required level of overall greenspace.

4. Page 9, Section 15-3.0442A. District Intent. Staff does not recommend approval of inclusion of a Further Intent section. See the draft revised PDD Ordinance.
- *Applicant requests the further Intent Section be added, as written, to reinforce that Staff, Plan Commission and Common Council have the ability to review future detailed project submittals.*

District Standards

5. Page 19, Maximum Building Height and District Permitted Uses changes. Staff does not recommend approval of the proposed building height changes.
 - a. Other than the hotel, 4 story buildings are not part of the current site plans, parking plans, etc. A PDD amendment could be undertaken if and when any such hotel is proposed. Should the City wish to consider this change, staff recommends that the parking analysis and amount of parking to be provided be revised accordingly.
- *Applicant requests a Sports Village District Max Height of 3 stories or 50 feet. Relative to the C1 building plan, the building's parapet wall height is 46 feet and has backset mechanical screening with a height up to 55 feet which is within the UDO allotted <10 ft allowance of back set mechanical screening). The wall height is requested based on stated need by the current commercial tenants and future market demands. The clear height of the 1st, 2nd, and 3rd floors are designed to meet market and tenant requirements.*

Design Standards

6. Page 28, Parking reduction/Land banking. Staff does not recommend approval of the applicant's proposed change. See the draft revised PDD Ordinance.
- *Agree with Staff - Refer to Applicant's separate response to Staff parking memo and plan to evaluate buildings C5 and C6 when phase II development is anticipated and parking for the land between C5 and C6 can be re-evaluated when market demand and scale of building/parking is known.*
7. Page 33, Screening for Off-street Parking Areas. Staff does not recommend approval of the applicant's proposed change. See the draft revised PDD Ordinance.
- *The PDD Text Amendment application submitted on March 23, 2018, includes a request for reduced setbacks on this portion of the development. The reduced setbacks are intended to create a vibrant, engaging urban feel. As such, the Applicant respectfully requests that the Site Plan be forwarded, with the building setbacks as currently proposed, to the Plan Commission for consideration and recommendation to Common Council.*
8. Page 34, Building Character and Design, 5.iii. and 5.a.iv. and page 35 Building Materials and Colors. Staff does not recommend approval of the applicant's proposed changes. See the draft revised PDD Ordinance.

- *Applicant has engaged architects & branding professionals to formulate the BPC district intent. Applicant has worked extensively with these architectural professionals to arrive at a district intent in which the colors and materials have been harmoniously balanced for district wide brand recognition. The Applicant respectfully requests that the Building Plan be forwarded, as currently proposed, to the Plan Commission for consideration and recommendation to Common Council. Furthermore, the Applicant requests that Plan Commission and Common Council consider any subsequent application's architecture/branding, as proposed, on a site-by-site basis.*

9. Page 37, Windows. Staff does not recommend approval of the applicant's proposed changes. See the draft revised PDD Ordinance.
 - *The Applicant requests that Plan Commission and Common Council consider any application's architecture/branding, as proposed, on a site-by-site basis.*

Building C1 has met the district intent with the window package, as proposed. The percentage of glazing on all four sides of C1's architectural facades exceeds market standard.

10. Page 38, External Storage. Staff does not recommend approval of the applicant's proposed change. See the draft revised PDD Ordinance.
 - *Agreed.*
11. Page 39, Waiver of Standards. Staff has no objection to the applicant's change. See the draft revised PDD Ordinance.
 - *Agreed.*

12. Page 39, Building Materials. Staff does not recommend approval of the applicant's proposed change. See the draft revised PDD Ordinance.
 - *The Applicant requests that Plan Commission and Common Council consider any application's architecture/branding, as proposed, on a site-by-site basis.*

Building C1 has met the district intent, and the balance of Northside Buildings are being harmonized from off of C1 themes and setting the Rock Sports Complex standard.

13. Page 40, Building Design. Staff does not recommend approval of the applicant's proposed change. See the draft revised PDD Ordinance.

The Applicant requests that Plan Commission and Common Council consider any application's architecture/branding, as proposed, on a site-by-site basis.

Building C1 has met the applicants district branding intent, and the balance of Northside Buildings are being harmonized from C1 themes and setting the Rock Sports Complex district standard.

14. Page 41, Building Color. Staff does not recommend approval of the applicant's proposed change. See the draft revised PDD Ordinance.

- *The Applicant respectfully requests that the Building Plan be forwarded, as currently proposed, to the Plan Commission for consideration and recommendation to Common Council.*

15. Page 42, Signage. Staff does not recommend approval of the applicant's proposed change. Staff recommends a related signage standard change. See the draft revised PDD Ordinance.

- *Applicant has met with Planning Staff and requests that the square footage of signage be approved as depicted on the submitted Building Elevations for C1. At this time, Applicant is requesting 665 square feet of signs and the UDO standard for the building is 472 square feet. As each end user's final sign is prepared for submittal, applicant agrees to bring the signs before the Plan Commission or Architectural Review Board for final review/approval.*

Conditions of Approval

16. Page 42, Conditions of Approval. See the Conditions of Approval tracking spreadsheet emailed on 2-11-18. As stated in the email, the highlighted conditions must be fully addressed, or the conditions revised or removed.

- *An updated Conditions of Approval tracking spreadsheet, applicant requests that dates for compliance be conditioned to allow C1 a building permit pathway and balance of conditions be satisfied prior to occupancy permit.*

UDO Requirements and Standards:

17. Section 15-9.0208B.1. of the UDO is not met, the Project Narrative/Summary must be revised to include a statement describing the relationship of the Minor PDD Amendment to the Comprehensive Master Plan.

- *In April 2016 the city of Franklin reviewed the land use as it relates to Franklin's comprehensive master plan and Franklin's Common Council voted the PDD District 37 into the zoning district. The applicant believes that the district is aligned with the highest and best use of the land and is in harmony with the intent the Council endorsed in April of 2016.*

18. Section 15-9.0208B.1.c. of the UDO is not met, the Project Narrative/Summary must be revised to include the Developer's maintenance responsibilities within the general outline of the organizational structure of the Ballpark Commons project.

- *Applicant will maintain all parking areas and internal roads not in public right-of-way or public roadway easement. The Applicant will comply with City of Franklin and Milwaukee County agreements as it relates to the landfill management and maintenance within the district.*

19. Section 15-9.0208E.6.a. of the UDO is not met, the Project Narrative/Summary must be revised to include information about the compatibility of the proposed project's uses with the surrounding neighborhoods.
- *BPC is a large mixed use residential & commercial development that establishes a social and entertainment venue that fosters community gathering and links neighboring communities through vehicle, pedestrian and bicycle connectivity. The development intent is to repurpose, to the best possible extent, the county lands that otherwise would not generate Tax Increment value for Franklin, and to create funding mechanisms for monitoring and management of the former landfill. This upgraded methane system is intended to improve the existing methane system. This development is expected to draw visitors and generate improved economic and social engagement opportunities for Franklin, and other neighboring businesses should benefit from the new activity / traffic from new social, community and economic standpoints.*
20. Section 15-9.0208E.6.c. of the UDO is not met, the Project Narrative/Summary must be revised to include information about the compatibility of the proposed project's density with the surrounding neighborhood
- *See the project narrative: The site plan proposed offers planning considerations related to the scale, massing and density to the surrounding neighborhood. We have worked to address an objective sound, light, environmental and traffic comments with the use of third party professionals to address the city and neighbors input. We have submitted detailed plans to plans to address those elements. After 3 years of neighborhood and city input, the site plan is thoughtfully crafted to move the density away from the residential homes through the use of significant landscape buffers 150 ft (south of Rawson) and 60 ft (north of Rawson).*

Staff Recommendations (not specifically required by the UDO):

- *The Applicant agrees to submit a diagram outline areas that applicant is applying for depicted on the coded area to assist with reviewing the district application in context of the development.*
21. Staff recommends that for Attachment 1B (PDD map):
- a. the crosshatch be removed;
 - b. the area(s) associated with any concurrent site plan requests be shaded or cross-hatched in color;
 - c. all existing development to be removed be shown with light grey dashed lines;
 - d. all existing development to remain be shown with dark solid lines;
 - e. all approved but not yet built development be shown with dark dashed lines;
 - f. all proposed development be shown with colored lines;
 - g. this map should be updated with each new site plan request.
22. Staff recommends that for Attachment 1C (Site Plan map):
- a. All of the same recommendations as noted for Attachment 1B;
 - b. Any PDD standard changes (building setbacks, building heights, bufferyards, etc.) should be highlighted or noted on the Site Plan, if appropriate.

- c. Clearly label the property boundaries and right-of-ways, particularly any proposed changes.

SITE PLAN (BUILDING C1):

UDO Requirements and Standards:

Principals and Standards of Review

1. Sections 15-7.0102A. and 15-7.0103J. of the UDO are not met. Building C1 is over the 45' height limit, and over the 40,000s.f. size limit.
 - a. Must either revise the building, or revise the PDD limits. See PDD staff comments #1 and #5, and the draft revised PDD Ordinance.
 - *C1 building site plan, The building's parapet wall height is 46 feet and backset internal mechanical screening height up to 55 Ft (MEP's are estimating 53-55ft for max mechanical screening). The additional 1 foot of wall height is requested as a result of commercial tenant need for current tenants and commercial brokers stated future market acceptance, the clear height of the 1st 2nd and 3rd floors are designed to meet those market requirements.*
 - *Floors 1-3 Contain 45,600 Leasable Square Feet. The Basement Area of approximately 9,100 Is Storage/Inventory Area For a Tenant.*
 - *Applicant requests Plan Commission Waive based on approximate conformity related to additional context*
2. Sections 15-7.0102B. and 15-7.0103M. of the UDO are not met. Building C1 does not meet the required building setbacks.
 - a. Must either revise the building, or revise the PDD setbacks. See PDD staff comments #2 and the draft revised PDD Ordinance.
 - *See response to Item 2.*
3. Section 15-7.0102C. of the UDO is not met. The LSR for the Sports Village portion of the PDD is 25%, the Sports Village does not have NFAR or GFAR standards, and per the approved NRSE, there are no longer any natural resources within this area.
 - a. Must either revise the site plan, or revise the PDD standards. In either event, the site intensity and site capacity calculations must be revised accordingly.
 - b. As noted previously, staff has no objection to inclusion of a LSR averaging standard into the PDD. Additional revisions of the site intensity and site capacity calculations would then be required.
 - *We agree to an aggregate LSR approach as outlined.*
4. Section 15-7.0102E. of the UDO is not met. Specifically: UDO Section 15-5.0201A. Traffic Visibility is not met, as the building encroaches into the vision triangle; parking on the proposed north/south portion of Ballpark Drive creates an unsafe condition with traffic entering from Rawson Avenue; UDO Section 15-5.0108B. highway r.o.w. the

setback of 40' is not met; and UDO Section 15-5.0202C.1. requires a 10' parking lot setback.

- a. Must revise the site plan or revise the PDD standards. As discussed elsewhere within this document, staff does not support encroachment into the vision triangle, highway setback or parking lot setback for a number of safety, planning, and aesthetic related reasons. It can also be noted that unless stated otherwise in writing by Milwaukee County and the Wisconsin Department of Transportation, it is possible that future road widening or relocation could occur, and in that event, the above issues could become an even greater concern.
 - *This item has been discussed with Milwaukee County Dept. of Transportation, (we have attached the email and two diagrams JSD prepared to depict the setback and visibility) and they have indicated that they have no concern with visibility in the proposed intersection. Attached are exhibits and correspondence from Milwaukee County related to this item. Furthermore, City Staff indicated that, upon additional review, there are multiple examples of buildings in Franklin along Rawson Avenue that are within the similar vision triangle. We request that Plan Commission review our Site Plan in greater context with these other examples, and the Applicant respectfully requests that the Site Plan be forwarded, with the building setbacks and vision triangles, as currently proposed, to the Plan Commission for consideration and recommendation to Common Council.*
5. Section 15-7.0102H. of the UDO is not met. Specifically, UDO Section 15-5.0102A. requires a landscape bufferyard along Rawson Avenue. Per UDO Section 15-5.0109A., the bufferyard must be placed within an easement. In addition, as previously noted, the Sports Village LSR is not met.
- a. Must revise the site plan or revise the PDD standards. As previously noted, staff does not support a reduced setback from Rawson Avenue, but would not object to LSR averaging, and might not object to some of the landscape bufferyard being placed within the Rawson Avenue r.o.w. subject to review and approval from Milwaukee County and the Plan Commission.
 - *See prior response for Bufferyards and LSR.*
 - *Due to the limited developable footprints north of Rawson, there is a utility easement just south of the C1 footprint.*
6. Section 15-7.0102L. of the UDO is not met in regard to "public safety" and "to lessen congestion on the public roads and streets" pertaining to the intersection of Rawson Avenue and Ballpark Drive (see staff PDD comment #2 and Site Plan comment #4). Also see the comments from the Police Department provided at the end of this document.
- a. Must revise the site plan or revise the PDD standards. As previously noted, staff does not support reduction of the Rawson Avenue setback or encroachment into the vision triangle. Staff also recommends that the on-street parking on Ballpark Drive, north of Rawson Avenue, be removed.
 - *See prior response for applicants response for vision triangle/setback items.*

7. Section 15-7.0102M. of the UDO is not met. Pursuant to PDD comment #14, please revise the project narrative/summary to address the project's consistency with the City's Comprehensive Master Plan.
 - *In April 2016 the city of Franklin reviewed the land use as it relates to Franklin's comprehensive master plan and Franklin's Common Council voted the PDD District 37 into the zoning district. The applicant believes that the district is aligned with the highest and best use of the land and is in harmony with the intent the Council endorsed in April of 2016.*

Site Plan Data

8. Section 15-7.0103C. of the UDO, please include the architect's/engineer's seal on the site plans.
 - *Please refer to "Sheet C0.0 - Existing Conditions" of the enclosed State-approved Civil Plans for Engineer's stamp.*
9. Section 15-7.0103G. of the UDO, please provide the data for Boring Number BS-16.
 - *Boring BS-16 has not yet been drilled, however, boring logs for BS-13, BS-14 and BS-15 are attached for your review.*
10. Section 15-7.0103H., see the separate Parking Memo for staff comments on this topic.
 - *Separate responses have been prepared related to the Parking Memo.*
11. Section 15-7.0103I. of the UDO, please provide the size and location of all signage.
 - a. If this information is not provided, separate review and approval will be required.
 - *The C1 building area has no free-standing site signage, other than parking lot safety and directional signage. All signage is attached to the building as shown in the renderings.*
12. Section 15-7.0103L. of the UDO, please clearly identify all existing and proposed right-of-ways.
 - a. Clearly identify whether Ballpark Drive will be an easement or a right-of-way, and if an easement, the easement document must be provided for City review and approval as required by UDO Table 15-5.0103 footnote (b).
 - *It has been suggested that Ballpark Drive will ultimately exist as a roadway easement. We expect that said easement will be listed as a requirement in the forthcoming Staff comments on the January 23, 2018, Certified Survey Map submittal and we agree to add the easement at that time.*
13. Section 15-7.0103O. of the UDO, please verify that the proposed sanitary sewers, storm sewers, and water mains reflect the most current plans under review by the Engineering Department.
 - *Utility services shown to the proposed building match the locations shown for those facilities in the Infrastructure Plans currently under review by the City of Franklin Engineering Dept.*

14. Section 15-7.0103P. of the UDO, please verify that the proposed stormwater management facilities reflect the most current plans under review by the Engineering Department. Please indicate when and how stormwater will be conveyed from this site to the proposed stormwater pond.
- *The Stormwater Management Report (North) currently under review by the City of Franklin Engineering Dept. and Graef considers the C1 area as shown in this submittal package.*
15. Section 15-7.0103R. of the UDO is not met. The Landscape Plan must be revised to include the following:
- a. Per 15-5.0300A., landscaping is required within the Rawson Avenue bufferyard.
 - *Applicant agrees to work with Milwaukee County Dept. of Transportation and City Staff for approval of additional landscaping in the Rawson Avenue right-of-way. Due to the limited developable footprints north of Rawson, there is a utility easement just south of the C1 footprint. Applicant agrees work with staff to add a limited layer of screening along truck dock area.*
 - b. Per 15-5.0302A. and 15-5.0302I. a table/calculations confirming the appropriate amount and type of landscaping must be provided.
 - *Agreed.*
 - c. Please note that an alternative minimum landscape surface ratio may be provided, see Section 15-5.0302E.
 - *Applicant proposes the use of an aggregate LSR calculation, as suggested as an alternate by Staff.*
 - d. Per 15-5.0302F. a table/calculations confirming the appropriate mix of plantings must be provided.
 - *A table and calculations will be added, however, because the constraints of the Site may not allow for the full quantity of plan material dictated by the UDO, the Applicant respectfully requests that the Site Plan (and associated Landscape Plan) be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
 - e. Per 15-50302G2., the landscaping plan must be revised to remove the use of stone within planting beds. Alternatively, a PDD amendment of the landscaping design standards is necessary to allow use of stone in the landscaping beds.
 - *Agreed, applicant will revise stone to be mulch prior to building permit.*
 - f. Per 15-5.0302G.3., estimates of the landscaping cost must be provided. This will be utilized in the proposed letter of credit associated with Section 15-7.0105.
 - *Agreed, estimate is \$20,000 for lot and foundation plantings, plantings in the ROW is in another infrastructure budget.*

- g. Per 15-5.0302L., the name of the person who prepared the Landscape Plan, and the required and actual LSR for the site, must be provided on the plan.
- *Agreed.*
- h. Per 15-5.0303D., the method of irrigation must be shown on the plan.
- *Agreed, there is no irrigation for each development pad.*
- i. Per 15-5.0303E. and 15-5.0210, a snow storage plan must be provided for the subject site and associated parking lots. The map that was provided does not address most of the requirements of 15-5.0210.
 - i. Staff further recommends that the plan include a memorandum of understanding or similar agreement with the Department of Public Works in terms of clearly identifying responsibilities for clearing the public street and associated sidewalks.
 - ii. Please note that if any snow is to be stored onsite, providing the UDO required parking setbacks and bufferyards becomes even more important.
- *Applicant agrees to remove snow from the C1 parking lots within 48 hours of a snowfall event. A note indicating such will be added to the Site Plan, will be added prior to building permit.*
- j. Per 15-5.0303F.1., the landscape plan must include the timing of installation.
- *Agreed, building is anticipated to be CO ready in March 2019, with a goal to install landscaping for C1 pad on or before June 15, 2019 and a LOC will secure that process.*
- k. Per 15-5.0303F.2. and 15-7.0105, staff recommends that a financial surety be provided to ensure installation of all required landscaping.
 - i. Staff would note that due to the anticipated pace of development, the fluid and multiple phasing approach anticipated for the development, and the possibility of ongoing changes to site plans, infrastructure and utility plans, etc., that landscaping may not be installed in a timely fashion, and/or once installed, may be impacted by other nearby land disturbing activities.
- *Agreed to LOC for landscaping.*
- l. Per 15-5.0303G.3., the landscape plan must include a plant replacement guarantee of 2 years.
- *Agreed, warranty period of 2 years.*
- m. Per 15-5.0303H., the landscape plan must include a table/calculations that confirm the required amount of plant species mixture.
- *A table and calculations will be added, however, because the constraints of the Site may not allow for the full quantity of plan material dictated by the UDO, the Applicant respectfully requests that the Site Plan (and associated Landscape Plan) be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*

- n. Per 15-5.0304C., the landscape plan must be revised to provide the required minimum planting area/vehicle overhang.
 - i. Please note that vehicle overhang into the right-of-way is not allowed per 15-5.0304C.
 - *If agreeable to the City of Franklin Engineering Dept., the Applicant agrees to relocate the segment of proposed public sidewalk adjacent to the twelve (12) ninety-degree parking stalls so as to provide vehicle overhang space without impacting sidewalk width.*
 - o. Per 15-7.0301C., the landscape plan must include the names, addresses, telephone numbers of the owner, etc.
 - *Agreed. This is on the site plan pages as referenced in the plan packet*
 - p. Per 15-7.0301F., the landscape plan must clearly show the Rawson Avenue bufferyard, and an easement must be prepared for staff review and Common Council approval.
 - *Applicant agrees to work with Milwaukee County Dept. of Transportation and City Staff for approval of additional landscaping in the Rawson Avenue right-of-way. That said, site constraints don't allow for an on-site landscape bufferyard. We also have utility easements just south of the C1 pad. The Applicant respectfully requests that the Site Plan (and corresponding Landscape Plan) be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council*
16. Section 15-7.0103S. of the UDO is not met. See Site Plan staff comment #3.
- *Based on prior discussion with Staff, applicant requests an aggregate site intensity calculation be utilized for the overall development.*
17. Section 15-7.0103U. of the UDO is not met. More detail is needed in regard to when and how access will be provided to the site during construction and when the building is completed.
- a. Please note that this information may also affect the construction site erosion control plan, and the extent and timing of the construction of Ballpark Drive. If so, such plans would need to be revised as part of this Site Plan.
 - *Please refer to "Sheet C5.0 – Erosion Control Plan" of the enclosed State-approved Civil Plans for location of temporary construction access (subject to Milwaukee County DOT permit). Also, refer to "Sheet C2.0 – Site Plan" for proposed parking lot access points onto Ballpark Drive.*
18. Section 15-7.0103V. of the UDO is not met. The Architectural Plans must be revised to include the following:
- a. Per 15-7.0802A., the building scale is not relatively proportionate to pedestrians or observers.
 - i. Staff recommends that a sliding scale building setback be utilized, somewhat similar to that required in the B-3, B-7, OL-1 and OL-2 zoning districts. Staff suggests from Crystal Ridge Drive/Ballpark Drive:

building setbacks of 10' for 1 story buildings, 15' for 2 and 3 story buildings, and 25' for buildings taller than 3 stories. Staff proposes a 10' building setback from internal lot lines (down to 0' with Plan Commission Site Plan approval as currently set forth in the Ballpark Commons PDD); and 40' setbacks from Rawson Avenue.

1. In regard to the setback from Rawson Avenue, should the City wish to consider smaller building setbacks, it can be noted that some existing buildings on Rawson Avenue near 76th Street encroach into the 40' setback. For instance: the gas station canopy is about 15' from the r.o.w.; the corner of the car wash is about 25' from the r.o.w.; the Chase Bank is about 30' from the r.o.w.; the Franklin Village Shopping Center is about 40' from the r.o.w.; and McDonald's is about 50' from the r.o.w.
- *The PDD Text Amendment application submitted on March 23, 2018, includes a request for reduced setbacks on this portion of the development. The reduced setbacks are intended to create a vibrant, engaging urban feel. As such, the Applicant respectfully requests that the Site Plan be forwarded, with the building setbacks as currently proposed, to the Plan Commission for consideration and recommendation to Common Council.*
 - b. Per 15-7.0801F., the major front elevation design elements (i.e. the stepped façade/building footprint) must be carried over to the west and south elevations facing Ballpark Drive and Rawson Avenue.
 - i. Staff recommends that the building's front façade articulation (at a smaller scale/extent) be carried through the west and south facades as well. Staff would note that doing so could assist in reducing the amount of encroachment into the building setbacks and into the vision triangle, and would create a more interesting streetscape.
 - *The Applicant respectfully requests that the Building Plan be forwarded, as currently proposed, to the Plan Commission for consideration and recommendation to Common Council.*
 - c. Per 15-7.0803A., please verify that all auxiliary building equipment has been shown. Also provide the drawings at a recognized architectural scale.
 - *Agreed.*
 - d. Please provide the data required by Sections 15-7.0803A.1., 2., 4., 5., and 8.
 - *Agreed*
19. Per Section 15-7.0103W., please indicate the cut-off type luminaries that are proposed. Based on that information, staff can then determine the required maximum permitted illumination level and luminaire height.
 - *Photometrics and Cut Sheets are submitted.*

20. Sections 15-7.0103X. and 15-5.0109A. of the UDO are not met as: the Rawson Avenue bufferyard easement is not shown; it is staff's understanding that Ballpark Drive may be an easement rather than a right-of-way; and that the Oak Leaf Trail may also be within an easement. If so, those easements must be shown on the site plan(s).
- a. Please note that easement documents must be prepared separately, reviewed by staff, and approved by the Common Council, typically prior to submittal of Building Permits.
- *Please see response to Item 12.*
21. Section 15-7.0103Y. of the UDO is not met, please obtain Milwaukee County (and if necessary, Wisconsin Department of Transportation) approval of the access to Rawson Avenue.
- *Access points have been approved by Milwaukee County Dept. of Transportation per TIA Final Concurrence Letter dated February 26, 2018.*
22. Section 15-7.0103CC. of the UDO is not met, please include within the Project Summary operational information. In addition, please review your project numbers. For instance, the building size is stated as 54,700 square feet, however, the site plan says the building is 45,600 square feet.
- *Floors 1-3 contain 45,600 leasable square feet. The additional 9,100 square feet is basement area for tenant storage and inventory.*

Street Arrangement and Design Standards

23. Table 15-5.0103 is not met. Specifically, Minor Street design standards require a curb lawn of 10' and an additional 1' outside the sidewalk. Either the Site Plan and street profile plans must be changed, or a PDD Amendment obtained.
- a. Staff has no objection to a PDD Amendment in this regard where enhanced pedestrian amenities (such as the Oak Leaf Trail and outdoor seating) are present. Where such features are not present, staff would not support a change of these standards.
- *The Applicant respectfully requests that the Site Plan be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
24. Section 15-5.0202C. is not met. Specifically, parking lot setbacks are not met. Either the Site Plan must be revised, or PDD amendments obtained.
- a. Pursuant to the following UDO requirements, staff recommends no less than a 10' building setback for the Sports Village/Commercial/Mixed Use Area:
 - i. Section 15-5.0202C.1. which requires a minimum 10' parking setback;
 - ii. 15-5.0202E. which requires that parking lot curbs and gutters must be a minimum of 10' from the property line and may not extend into any setbacks;
 - iii. 15-5.0304C. which requires a minimum 5' wide planting area around parking lot vehicle overhang areas and does not allow vehicle overhang into public right-of-ways;

- iv. 15-5.0210 that prohibits snow storage in any required off-street parking area for more than 48 hours or in any areas landscaped with shrubs or trees;
 - v. Ordinance No. 2016-2212 Sports Village/Commercial/Mixed Use Area Section 15-3.0442B. which requires 10' to 25' building setbacks;
 - vi. Design Standard Section 15-3.0442E.B.4.d.ii. which requires perimeter parking lot screening of at least 10' wide; and
 - vii. Design Standard Section 15-3.0442E.B.6.h. which encourages modest building setbacks.
- *The PDD Text Amendment application submitted on March 23, 2018, includes a request for reduced setbacks on this portion of the development. The Applicant respectfully requests that the Site Plan be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
25. Section 15-5.0202I. is not met. As 139 parking spaces are envisioned for building C1, 5 accessible parking spaces are required, which spaces must be provided in close proximity to the building.
- *Additional accessible stalls will be added to the C1 parking lot.*

Staff Recommendations (not specifically required by the UDO):

26. Related to Section 15-7.0103DD. of the UDO, staff recommends that you provide the following additional information.
- a. The site plan (or separate maps) must include the entire intersection of Ballpark Drive and Rawson Avenue as well as the intersection of Ballpark Drive adjacent to Buildings C1, C2, C3, and C4.
 - i. Staff is particularly concerned about the details for: on-street parking; the location and size of any street terrace area; the location and size of any possible snow storage areas; encroachment of buildings, structures, uses and activities into the public street setbacks and right-of-ways; location of landscaping; location of pedestrian amenities; details of the crosswalks; etc.
 - ii. Staff will likely recommend a combination of enhanced pedestrian amenities and safety features (see such publications as Designing Walkable Urban Thoroughfares: A Context Sensitive Approach, prepared by the Institute of Transportation Engineers) including but not limited to: high visibility crosswalk markings; pedestrian scale lighting; 12 foot sidewalks/6 foot furnishings and edge zone; textured crosswalks; etc.
 - *Refer to Infrastructure Plans for proposed roadway improvements.*
27. Related to staff comments Minor PDD Amendment #2 and Site Plan #2 regarding building setbacks not being met, and Site Plan #4 regarding the vision triangle, staff recommends:
- b. That Building C1 provide a minimum of a 10' building setback from the right-of-way along the north and west sides of the building. This would also allow most of the UDO and PDD standards regarding parking lot and landscaping setbacks to

- be met. As previously mentioned, a PDD amendment to change the building setback standards would still be needed.
- c. That the Ballpark Drive median be narrowed by at least 10' to provide the larger building setback for the west side of Building C1.
 - d. That the PDD be amended to provide a Special Use process for building setback reductions from Rawson Avenue and 76th Street. However, be aware it is unlikely that staff will support any significant reduction of the building setback, and that any portion of Building C1 still located within the revised vision triangle must be removed.
 - e. Please be advised that staff will likely have the same building setback concerns for Building C2.
2. *The PDD Text Amendment application submitted on March 23, 2018, includes a request for reduced setbacks and vision triangle on this portion of the development. The Applicant respectfully requests that the Site Plan be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
28. Related to staff comment Site Plan #6 regarding public safety, staff recommends that the on-street parking located on Ballpark Drive north of Rawson Avenue be removed. Staff believes serious traffic conflicts will occur between those cars driving through, those cars trying to park or leave, and adjacent pedestrian and bicycle traffic. Specific factors/concerns include: the high speed limit on Rawson Avenue; the short distance between Rawson Avenue and the on-street parking; the amount of special programming and special activities envisioned within the immediate area (outdoor seating, food trucks, sidewalk entertainment, etc.); and the envisioned amount of pedestrian, bicycle, and automobile traffic.
 - a. Staff would note that removal of the on-street parking in this area would make it easier for buildings C1 and C2 to meet their side yard setback requirements, and may provide additional area for outside seating or other similar outdoor activities.
 - *The Applicant respectfully requests that the Site Plan be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
 29. Related to Site Plan staff comments #4 and #6 (UDO Section 15-5.0201A. Traffic Visibility), staff recommends that the southwestern corner of Building C1 be removed from the vision triangle.
 - a. Staff would note that removal of a portion of Building C1 at this location would not only address this concern, but could also partly address the issues previously raised (and reduce the number of PDD revisions) in regard to: building setback, landscaping and bufferyard easement; LSR requirement; building size limit requirement; and building articulation. Such a change would also create a very distinctively shaped building which could further establish the unique elements of the Ballpark Commons development.
 - *The PDD Text Amendment application submitted on March 23, 2018, includes a request for reduced setbacks and vision triangle on this portion of the development. The Applicant respectfully requests that the Building Plan and Site Plan be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*

30. Related to the PDD General Site Design Standards pertaining to lighting, staff recommends that decorative light poles and fixtures be utilized throughout the entire development, and that flags or banners of a complementary nature be part of the decorative lighting. Staff further recommends that decorative pedestrian scale light fixtures be utilized in all formal and informal gathering spaces (outdoor seating areas, pedestrian walkways, etc.), and further recommends that such lighting complement or be part of any immediately adjacent building architecture/lighting.
- *Applicant Agrees to affix banner BPC branding signs to selected high traffic light poles within the district.*
 - *Lighting: The main parking lots will be a contemporary LED fixtures as submitted in our lighting photometric plan package, the main street areas due to lighting requirements need to have the 33ft height to meet the coverage requirements. Most decorative poles and mounting heights would require increasing the frequency of poles and due to significantly 15 -18 ft lower height.*
31. Related to Sections 15-5.0202D. and 15-5.0203B. of the UDO, staff recommends that the parking analysis be revised to provide further details about how often the far western parking lot (proposed to remain unpaved) will be utilized. Dependent upon that information, staff could possibly recommend that: the parking lot be paved immediately; be paved when frequency of use dictates; and/or that some type of pervious pavement or liner or other similar measures be employed to reduce erosion and improve drainage.
- *Applicant has submitted a detailed parking narrative, the western lot has been designed to be pervious grass, applicant is open, if future erosion control concerns exist to make appropriate stabilization solutions to best maintain operating parking conditions.*
32. Related to staff recommendations pertaining to the Parking Analysis, as well as to Section 15-5.0203B. of the UDO and PDD Design Standard B.1.d., staff recommends that a letter of credit or other surety be provided for any of the three proposed future parking lots that are not to be constructed at the same time as the adjacent buildings/associated parking needs as referenced in the Parking Analysis provided by the applicant.
- a. *As previously indicated, staff recommends that such parking lots be constructed simultaneously as the adjacent buildings. Only should the City not agree with this condition would staff recommend implementation of the surety noted above.*
 - *The Applicant believes that the parking on the C1 parcel and the auxiliary parking north of Ballpark Drive (east of the Golf building) are adequate to meet the parking demand of the C1 building.*
33. Related to PDD Design Standards 5.a. and 6d., staff recommends that a majority of the metal paneling proposed on the building be replaced with a combination of brick, stone, wood, and/or fiber cement siding.
- a. *Staff has no objection to use of metal panels as a secondary/accent material, including the use of rustic industrial themed metal awnings, outdoor seating area elements, etc.*

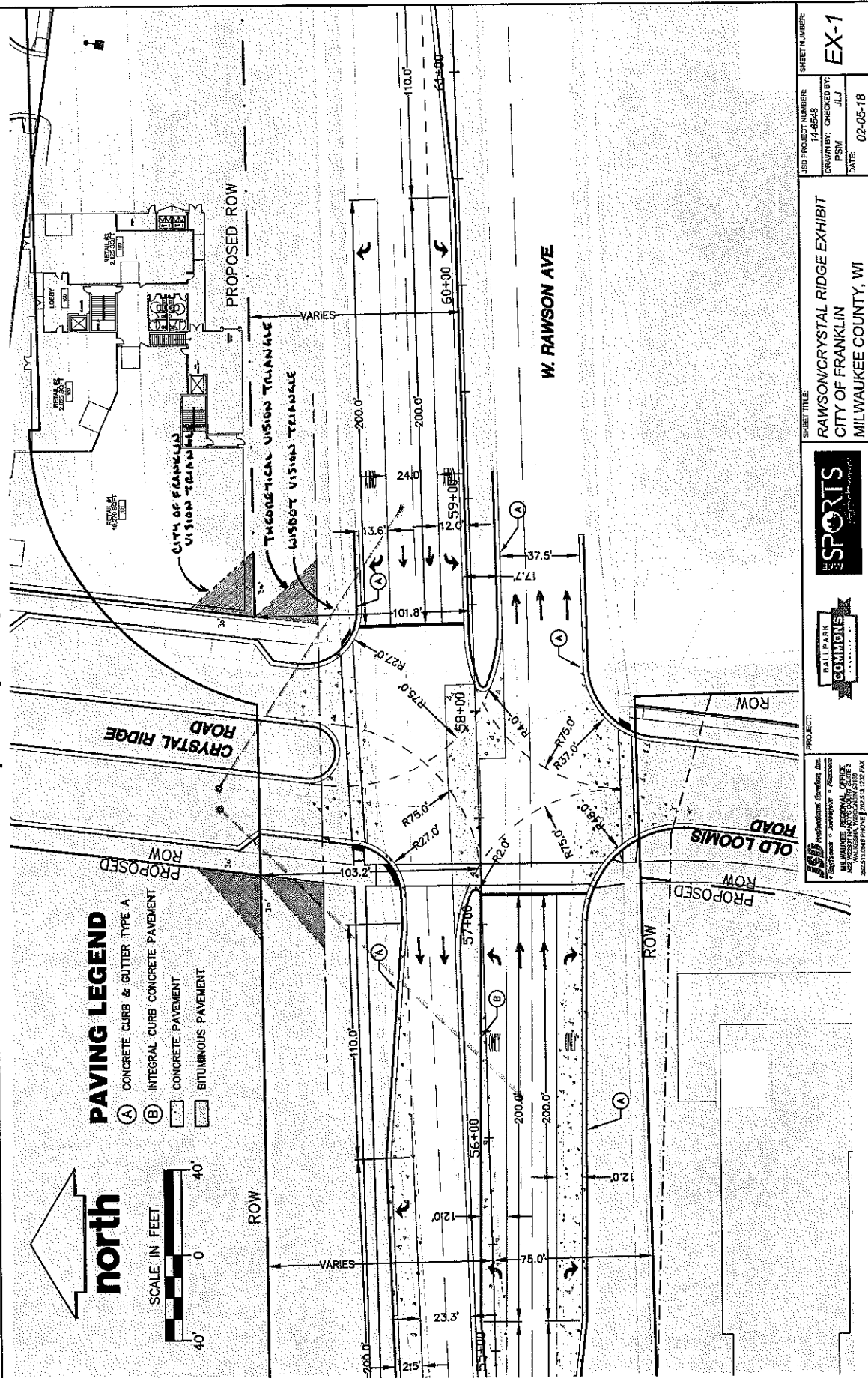
- *The Applicant respectfully requests that the Building Plans be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
34. Related to PDD Design Standards 5.a. and 6.g., staff recommends less contrasting colors for the black metal panels and pewter/white velour stone and brick. Staff recommends a darker color for the stone and brick (medium grey for instance) and a lighter color for the metal panels (a dark grey for instance), with the third and fourth building materials used as accent which therefore can be black, dark reddish brown, light grey/pewter, etc.
- a. This recommendation would remain, and apply to any new materials, if the metal panels became a secondary/accent material.
35. *The Applicant respectfully requests that the Building Plans be forwarded, as proposed, to the Plan Commission for consideration and recommendation to Common Council.*
36. Related to PDD Design Standards 5.a., staff recommends that additional amenities be added to Building C1. Staff would suggest consideration of any of the following: roof-top seating, outdoor garden/green infrastructure, permanent/dedicated outdoor sidewalk seating area for food trucks, pop-up restaurants/bars, etc.
- *Those types of additional features are being contemplated in other parts of the development – for example S2, C3, C4 and S1.*
37. Related to Section 15-7.0103AA. of the UDO, please update the Market Analysis previously prepared for the Ballpark Commons project to reflect the current proposal.
- *Please See the Project Summary Sheet, Building C1 as proposed is approximately 86% leased with a significant portion of the 2nd and 3rd floors are owner occupied. We request the PC waive the market study requirement provided based on current commitments to the building.*
38. Related to Section 15-7.0103BB. of the UDO, please provide a Financial Plan for the Ballpark Commons project.
- a. Please note that some of this information, which has been provided in recent TIF District related analyzes, does not match similar information provided on the various site plan maps and Masterplan Parking Table (i.e. building sizes are different, and Buildings C8 and C9 are no longer included in the Ballpark Commons development).
- *Please See the Project Summary Sheet for Building TIF Valuation. C8 & C9 alternatives were addressed with the Development Agreement and City & Related TIF Documents.*

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PAVING LEGEND

- (A) CONCRETE CURB & GUTTER TYPE A
- (B) INTEGRAL CURB CONCRETE PAVEMENT
- (C) CONCRETE PAVEMENT
- (D) BITUMINOUS PAVEMENT



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PROJECT:
 RAWSON/CRYSTAL RIDGE EXHIBIT
 CITY OF FRANKLIN
 MILWAUKEE COUNTY, WI

SHEET NUMBER:
 EX-1
PROJECT NUMBER:
 14-6548
DRAWN BY:
 PSM
CHECKED BY:
 J.L.J.
DATE:
 02-05-18



March 29, 2018

ROC Ventures

Headquarters:
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Milwaukee, Wisconsin 53203

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Mr. Joel Dietl
City of Franklin
9120 W. Loomis Road
Franklin, WI 53132

**Subject: Ballpark Commons Submittal – C1 Site Plan
Franklin, Wisconsin**

Dear Mr. Dietl:

Thank you for Staff review and consideration of our submittal for the next two pieces of the Ballpark Commons development. With this application, we bring forward the Detailed Site Plans for "C1" Office Building to create the basic framework of the development, and a Planned Development District Minor Amendment to establish the building setbacks for the initial Detailed Site Plan.

This submittal is in harmony with the PDD 37 district intent, first established in April 2016 when the City 1st reviewed the district as it relates to the Comprehensive Master Plan and approved if this PDD District. Ball Park Commons will attract residents to Live, Work and Interact (Play) within the District Mixed Uses. There are strong pedestrian / bike linkages and connectivity between this C1 site plan the other future mixed use commercial offerings & sports and entertainment programming planned, that "directly connects" with broader themes asked for in the PDD 37 district. The mixed use C1 Office building as shown in the elevations is designed to offer an attractive pedestrian friendly front walk to engage/invite the balance of the district to interact with public area benches, landscaping, architecturally integrated signs, bike racks and outdoor seating. These elements combine to create the BPC identity and legacy that will further enhance with each additional planned site plan application that will continue to come forward later this year.

Based on recent staff comments, applicant has agreed to remove 5 on street parking spaces along the west sidewalk on the C1 pad. Applicant will share a revised curb sidewalk detail for planning staff approval prior to building permit.

For clarity, these submittal packets have been separated into the following distinct application packages:

1. Planned Development District Amendment (Minor):
 - City of Franklin PDD Application Form
 - PDD Application Fee

- Attachment – PDD Requirements Checklist Attachment – PDD Limits Exhibit: *Included for the purpose of showing the project areas being submitted for detailed approval, and for which a PDD amendment is being requested. The original exhibits from November 7, 2017 have been replotted with the proposed development layout shown so that specific submittal areas can be clearly depicted.*
 - Attachment – Detailed Site Plan BLDG C1 (Sheets C2.0-C2.1): *Included to show proposed setbacks from proposed building to existing and proposed street right-of-way lines.*
 - Attachment – Detailed Site Plans APTS (Sheets C2.0-C2.5): *Included to show proposed setbacks from proposed buildings to existing and proposed street right-of-way lines.*
 - Attachment – Right-of-Way Greenspace Exhibit: *Included to depict the amount of vegetated area will be present along Rawson Avenue with the reduced setback distances.*
 - *Refer to Site Plan Application and Supporting Documents packets for additional project information. Including an Aggregate LSR calculation for the district.*
2. Site Plan Application (Office Building C1):
- City of Franklin Site Plan Application Form
 - Site Plan Application Fee
 - Attachment – Project Narrative
 - Attachment – Site Plan Requirements Checklist
 - Attachment – Architectural Building Elevations / Floor Plans
 - Attachment – Civil Plans
 - Attachment – Truck Delivery Exhibit
 - Attachment – Landscape Plans
 - Attachment – Photometric Plan w/ Fixture Information
 - Attachment – Site Intensity and Capacity Calculations
 - Attachment – Project Summary and Financial plan for Project Implementation
 - *Refer to Supporting Documents packet for additional checklist-required project information.*
 - *Note: Partial exposed lower levels are not counted as building height. In this submittal, building height is 45ft – coping/parapet 46ft – backset mechanical screening 52ft.*
3. Supporting Documents (required documents common to all submitted packets):
- Attachment – PDD Conditions Checklist (2016) w/ attachments (Planning Updated March 2018)
 - Attachment – Parking Analysis & Narrative
 - Attachment – Natural Resource Protection Plan
 - Attachment – Geotechnical Report
 - Attachment – Wetland Delineation Report w/ Related Correspondence

We have made significant progress on a number of other fronts, in addition to the development of the plans being submitted herein. Specifically, the Traffic Impact Analysis has been reviewed by Milwaukee County and a Required Improvements Letter has been issued. Based upon that letter, we have begun preparing off-site roadway improvement plans. We expect to have those plans

complete - including traffic signal design plans – and submitted for agency review by the end of February.

Additionally, the process of acquiring excess property from Wisconsin Department of Transportation is ongoing, as well. WIDOT currently anticipates the transfer of Crystal Ridge Drive within days or a few weeks after the sale of the County land (scheduled for April) and filing the vacation request by the City of Franklin. WIDOT is prepared to provide access permits sooner, if needed to expedite Site Work. The remainder of Old Loomis Road would transfer upon completion of the State appraisal process to transfer is expected 30-45 days.

Thank you for your review and consideration of these applications. If you have any questions or comments regarding the submittal, please do not hesitate to give Greg a call.

Best,

A handwritten signature in black ink, reading "Michael E. Zimmerman". The signature is written in a cursive, flowing style with a long, horizontal flourish at the end.

Michael E. Zimmerman