

ORDINANCE NO. 2016-2212

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

Franklin

DEC 12 2017

City Development

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

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

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

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

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

TKN 744-8985-001: CERTIFIED SURVEY MAP NO 3931 SE 4 5 21 PARCEL 1 EXC PART CONVEYED FOR HIGHWAY 7.14 ACS;

TKN 744-8985-002: CERTIFIED SURVEY MAP NO 3931 SE 4 5 21  
OUTLOT 1 EXC PART CONVEYED FOR HIGHWAY 10.76 ACS;

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

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

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

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

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

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

Part of the Southeast 1/4 of the Southwest 1/4; the Northeast 1/4, Northwest 1/4, Southeast 1/4, and Southwest 1/4 of the Southeast 1/4; and the Southeast 1/4 and Southwest 1/4 of the Northeast 1/4 of Section 4, Township 5 North, Range 21 East, and the Northeast 1/4 and Southeast 1/4 of the Northwest 1/4; and the Northwest 1/4 of the Northeast 1/4 of Section 9, Township 5 North, Range 21 East, in the City of Franklin, Milwaukee County, Wisconsin;

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

Thence South 49°44'47" West along said reference line, 907.00 feet to a point of curve; thence southwesterly 1280.00 feet along said reference line and along the arc of said curve to the left, whose radius is 3819.72 feet and whose chord bears South 40°08'47" West, 1274.02 feet to a point of tangency; thence South 30°32'47" West along said reference line, 913.06 feet; thence North 59°36'20" West, 148.15 feet to the southeast corner of Stone Hedge Subdivision Addition No. 1; thence North 00°10'59" West along the east line of said Stone Hedge

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

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

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

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

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

Franklin, Wisconsin, and that it will promote the health, safety and welfare of the Community.

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

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

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

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

Commence at the Southeast corner of said Section 4, run thence North 00°00'00" West, on an assumed bearing, along the east line of said Section, 1,594.42 feet; thence North 90°00'00" West 60.00 feet to the west right-of-way of Seventy Sixth Street and the point of beginning of this description; run thence South 00°00'00" East 205.00 feet along said right-of-way; thence South 58°00'00" West 300.00 feet; thence South 20°30'00" West 385.00 feet; thence South 37°33'55" West 201.65 feet; thence South 48°16'12" West 330.78 feet; thence South 61°02'50" West 578.18 feet to a point located 230 feet north of, as measured normal to, the south line of said Section; thence South 89°08'18" West 39.61 feet parallel with the south line of said Section; thence North 40°22'33" East 1,740.48 feet; thence North 65°11'16" East 141.03 feet; thence North 90°00'00" East 49.07 feet to the point of beginning. This parcel contains 8.188 acres more or less.

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

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

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

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

1. **Exhibit A:** Ballpark Commons Franklin, WI Amended PDD/GDP Submittal, dated 7 March 2016..
2. **Exhibit B:** Natural Resource Protection Plan (Sheet 1 and Sheet 2).
3. **Exhibit C:** PDD Limits (Sheet 1 and Sheet 2).
4. **Exhibit D:** Utility Exhibit (Sheet 1 and Sheet 2).
5. **Exhibit E:** Topographic Exhibit (Sheet 1 and Sheet 2).
6. **Exhibit F:** Marso Construction Memorandum dated March 4, 2016.
7. **Exhibit G:** JSD Professional Services, Inc. Memorandum dated March 1, 2016.
8. **Exhibit H:** Typical Street Section 1 and Typical Street Section 2.
9. **Exhibit I:** Moegenburg Research, Inc. Executive Summary of the Market Study for: Proposed Ballpark Commons Mixed-Use Development Franklin Wisconsin dated March 11, 2016.

10. **Exhibit J:** Market Study of the Proposed Mixed Use Development Known as the "Ballpark Commons," Located Near the Intersection of West Rawson Avenue and West Loomis Road, in the City of Franklin, Milwaukee County, Wisconsin, Date Issued: March 11, 2016, prepared by Moegenburg Research, Inc.
11. **Exhibit K:** Franklin Baseball Stadium Market Feasibility Study, March 20, 2014 Draft, by Johnson Consulting.
12. **Exhibit L:** Applicant Responses to: Recommended Conditions for Ballpark Commons dated March 30, 2016.

B. **District Intent.** It is the intent of Planned Development District No. 37 to provide a unique and high quality sports anchored mixed-use development which includes a multi-use sports and entertainment complex and certain compatible mixed-uses including commercial, retail, office, and residential development. And to provide an attractive center of recreational and economic activity which serves to enhance not only the subject District but the City of Franklin, surrounding communities, and Milwaukee County as well, in furtherance of the goals and objectives of the City of Franklin Comprehensive Master Plan and:

1. All development within this District shall comply with the zoning and land division standards and requirements of the Unified Development Ordinance, including but not limited to Division 15-3.0700 Special Uses, Division 15-3.0800 Accessory and Temporary Uses and Structures, Division 15-5.0100 Design Standards for Land Divisions, Division 15-5.0200 Traffic, Off-Street Parking and Loading, and Highway Access, except as otherwise specifically set forth within this Planned Development District No. 37.
2. Accommodate the clustering of buildings on parcels of land under individual or multiple ownership.
3. Provide for an arrangement of recreation, entertainment, commercial, retail, office, and multi-family residential uses that are compatible in function, form, and operation.
4. Apply superior architectural and site design considerations whenever new principal and/or accessory structures are constructed. Encourage multi-story buildings.
5. Provide a safe, interconnected, and pedestrian-friendly network of public streets, private roads, sidewalks, and trails which encourages a multi-

modal system of transportation throughout the District, and through this network, with the surrounding community. A Complete Streets design, incorporating such considerations as narrower travel lanes, on-street parking, curb extensions, frequent and safe crossing opportunities, dedicated sidewalks and/or trails, etc., is encouraged.

6. Provide both on-site and off-site parking for tenants and customers combined with a pedestrian-oriented environment.
7. Provide shared parking arrangements between adjacent uses and properties through the use of easements and other similar agreements. Encourage shared parking arrangements throughout the entire District, including consideration of formal shuttle services, a parking structure, etc.
8. Require that cross-access for both pedestrian and vehicular circulation be provided between adjacent parcels at the time of any new development or redevelopment. In cases where existing development on adjacent parcels, not under common ownership, does not allow for the actual construction of connecting driveways, sidewalks, etc. it shall be sufficient in most cases to provide the appropriate cross-access easements to be utilized at the point in time when the adjacent parcel undergoes development or redevelopment that would facilitate the completion of the connection. The city may require a letter of credit sufficient to ensure the construction of the future pedestrian and vehicular connection when actual construction is not taking place at the time of site plan approval.
9. Require special use approval for all new buildings greater than 40,000 square feet in area and/or taller than three stories, whether single-tenant or multi-tenant spaces.
10. Be served by public sanitary sewer and water supply facilities.
11. A Permitted Use lawfully existing and established with an existing principal building within the area of this District prior to and upon the recreation of this District shall remain as such Permitted Use and a conforming use, with any future addition, expansion and/or enlargement to the use and/or amendment to any site plan for the use, to be permitted and/or granted only upon the consideration of all applicable standards for the review and approval of such permits and site plans, and the District Intent and District Standards in this Section.

**SECTION 15-3.0442A      The Rock Sports Complex Area**

- A. **District Intent.** It is the intent of The Rock Sports Complex Area (which is located in that area north of West Rawson Avenue, West Crystal Ridge Drive, west of South 76th Street, and east of the Whitnall View subdivision), to provide a multi-use sports and entertainment complex where the recreational needs of area residents can be met without undue disturbance of natural resources and adjacent uses, and in that regard, the entire Sports Complex Area in general, and the existing ballfields and proposed stadium in particular, shall employ superior lighting and sound systems so as to minimize potential adverse impacts upon adjacent properties. All development within this area shall comply with the standards and requirements of the P-1 Park District and all other applicable zoning requirements of the Unified Development Ordinance, except as otherwise specifically set forth in this Planned Development District No. 37. All decisions upon approvals to be made hereunder shall be made upon the application of such intent and standards and requirements.
- B. **This PDD 37 document is intended to serve as a general district guideline for intent, applicant will bring in for staff and commission future review additional site plans if they are not defined as a permitted use. We request future items be brought back to city as a "site plan" approval or "minor" amendment to the PDD 37. If a significant change that is a material departure or special use then a variance or "major" amendment would then be required.**

**B. Permitted, Special and Prohibited Uses.**

- I. **District Permitted Uses.** The following are permitted uses in The Rock Sports Complex Area:
- a. The Rock Sports Complex (Scenario 2, Phase 1) as depicted in Exhibits A through J of Ordinance No. 2012-2089 and later amended by Ordinance No. 2013-2101
  - b. Skiing
  - c. Snowboarding
  - d. Sledding & tubing
  - e. Snowshoeing
  - f. Cross country skiing
  - g. Baseball
  - h. Softball



- i. Commercial batting cages
- j. Volleyball
- k. Football / Rugby
- l. Lacrosse
- m. Indoor and Outdoor Soccer
- n. Indoor and Outdoor Volleyball
- o. Golf
- p. Pickleball
- q. Frisbee Golf
- r. Climbing
- s. Personal Strength-Training, YOGA & Fitness
- t. Physical Therapy, Sports Medicine, Clinical and Orthopedics  
Medical Office Uses
- u. SPA
- v. Sports Equipment Retail
- w. General Retail (Example Coffee Shop Café Etc – request some  
limited outdoor interactive seating – will be approved at site  
plan or permit application for each pad/user)
- x. General Outdoor and Indoor Sports – (non motorized)
- y. Mountain, Road and CX / Cycle Cross Biking
- z. Bicycle, BMX, Delete Motocross
- aa. Running, Rollerblade, Skate, Ski, Hiking & Walking
  - i. Walks, Runs and Adventure Races for private or  
charitable events.
- bb. Tailgating Games and Activities, in boundary of stadium area.
- cc. Slides – kids play area
- dd. Seasonal Themed Experience Events Centered on Holidays,  
Examples 4<sup>th</sup> of July, Halloween – Hills have Eyes, Christmas,  
Labor Day and Memorial Day Events. Annual Calendar  
Submitted to City Staff.

- ee. Temporary Uses/Extraordinary Entertainment & Special Events as permitted by the Unified Development Ordinance and Municipal Code.
- ff. **Commercial Restaurant / including Umbrella Bar & Golf Food and Beverage Providers (without drive through facilities)**
- gg. **Concession & Merchandise Retail / Stands**
- hh. **Equipment rental (Ski, Bikes, Skates, Snowshoes, Tubes Etc.)**
- ii. **Food Containers & Trucks, Ice Cream & Beverage Stands both permanent and temporary near the umbrella bar for concert series or within the Stadium area for future events, the Stadium plan will be submitted at the time of the site plan application for the stadium.**
- jj. **Entertainment Outdoor & Indoor Music that is under the PDD compliance standards Summer Concert Series, shall provide dates for permitting with Franklin annually or a minimum of 30 days in advance special request if not on annual calendar, Music shall be in compliance with perimeter Noise Level Agreement. Applicant agrees to provide City an Anticipated Annual Calendar for Annual Review and Renewal**
- kk. **Wedding Receptions & Catered Events with (Food & Beverage).**
- ll. Retail and accessory sales
- mm. **General Commercial Office and Administrative Space**
- nn. Those uses permitted within the P-1 Park District
- oo. Monitoring and other activities associated with the landfill as required by the Wisconsin Department of Natural Resources
- pp. Except as set forth under subs. a. above, those uses found to be similar to the above permitted uses under the terms of §15-2.0210 of this ordinance.

Review and approval required. Except for the permitted uses set forth in subs. a. above, which are conditionally approved under this ordinance,

permitted uses are subject to site plan review and approval under the terms of §15-7.0100 of this Ordinance.

2. **District Special Uses.** The following are special uses in The Rock Sports Complex:
  - a. Those special uses allowed within the P-1 Park District
  - b. Baseball Stadium
  - c. Indoor Sports Complex (Applicant request this to be a permitted use)
  - d. Drinking Places (without drive through facilities)
  - e. Small Engine Go Cart Racing (**Electric we request as a permitted use if its within the stadium boundary and fenced for safety**)
  - f. Those uses found to be similar to the above special uses under the terms of §15-2.0210 of this Ordinance.

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

3. **Accessory Uses.** All ancillary and accessory uses which are not specifically enumerated in the aforementioned plans shall first be submitted to the Department of City Development in a written form providing all of the information regarding such use as would otherwise be required for a zoning compliance application, for the review and written approval of the Department upon its consideration of the standards set forth in Section 15-3.0701 of the Unified Development Ordinance as they pertain to such use, location, physical layout, and operation, and as to whether such proposed use(s) is reasonably determined to be ancillary and accessory to the overall intent of this District and any subsequent amendment, special use, and site plan approvals.
4. **District Prohibited Uses.** The following uses shall be prohibited in The Rock Sports Complex Area, including when proposed as accessory to a Permitted or a Special Use:
  - a. Motorized recreational vehicles including but not limited to snowmobiles, dune buggies, motorcycles, dirt bikes and all-terrain vehicles, except for snow grooming and grounds keeping operations, and /or emergency rescue operations

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

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

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

2. **Lot Dimensional Requirements.**

a. Minimum Lot Area (s.f.):	40,000
b. Minimum Lot Width at Setback Line (feet):	100
c. Minimum Front Yard (feet):	0'
d. Minimum Side Yard (feet)(a):	0'
e. Minimum Side Yard on Corner Lot (feet):	0'
f. Minimum Rear Yard (feet)(a):	0'
g. Minimum Shore Buffer (feet):	75
h. Minimum Wetland Buffer (feet):	30
i. Minimum Wetland Setback (feet):	50

(a) Upon approval of site plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plan, Special Use and Land Division applications in making such determination.

3. **Maximum Building Height:** 4.5 stories or/50 feet

D. **Approved Uses.**

The Rock Sports Complex Area development for the time period as set forth in this ordinance is an "approved use" under this ordinance. The following terms and provisions of this site plan. The apartment buildings south of Rawson that directly face the single family subdivision will be at 3 stories or max of 35ft from 1<sup>st</sup> floor. **Applicnat requests that netting poles for golf (< 170 ft) and the stadium lights <70 ft) are not counted towards structure limits and are exceptions, we disclose these elements as exceeding the height of structures. The City Staff and Commissions have future approvals at site plan approvals for each future application piece / area.**

1. **Site Restrictions:**

a. *Accessory Structures:*

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

b. *Fencing:*

No fences shall be constructed on any Site without the approval of the Plan Commission. Fencing, where permitted, shall be solely for purposes of screening, security, crowd wayfinding, sports field definition, and landscape enhancement. Fencing shall be constructed only of permanent, high quality materials such as pressure-treated wood, masonry, chain link & metal, or **theme enhancing fences if they add to the architectural brand identity important to the commercial tenant brand identity and shall be approved by the Plan Commission in every instance.**

c. *Temporary Structures:*

No temporary structures or trailers, however cargo containers and metal buildings built according to a theme based established in connection to the broad brand/architectural goals. shall be evaluated based on architectural merit and branding enhancements are permitted with prior written approval of the Plan Commission, except those belonging to construction companies during periods of construction.

d. *Ancillary Structures:*

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

Plan Commission. However sports netting, lighting and sound monitoring equipped are permitted

e. *Signs:*

All signs must be in accordance with the PDD district signage goals, due to the unique active outdoor branding, and commercial market viability we request increased latitude to suggest sign solutions and request 3 times the UDO regular sign allowances for sizes for each commercial applicant at the time of permit application for each individual structure. We anticipate The Architectural Review Board and subject to issuance of a Sign Permit through the Inspection Department. On-site directional signage may be allowed in any area needed to control traffic or parking provided such signage has received approval from the Architectural Review Board.

**Example of sensitivity will be signs that are internal to the development examples signs within the ballfields & soccer fields or sports uses that are sponsorship related, if they are not intended for offsite viewing external to the district they should not count towards the sign allowance. The stadiums may add logos, flags, banners and brand enhancements to branding if they are generally inward directed for fans and spectators and not count towards the signs allowance.**

**It generally accepted that those elements that face outward – as defined by being viewable offsite need additional staff overview for city approvals.**

Signs a that are either illuminated and intended for drive by visibility are subject to Architectural Board or Staff Approvals.

Signs will be generally directed away from area residential uses – example if there is a goal to have a visual buffer to subdivisions, signs will be focused on Rawson, Hwy 36 or internally PDD district traffic and not single-family subdivisions out of consideration to those areas.

The PDD due to its outside experienced based services, sandwich boards and business advertisement and extra square footages (3) times the normal standards that enhances customer awareness for interaction with pedestrians and internal drive by, are expected in high traffic internal areas where branding and fan experience is anticipated, these will be located with sensitivity to external single family neighbors.

2. **Parking:**

a. *Parking Generally:*

The Rock Sports Complex shall be provided with adequate paved on-street and off-street automobile parking as approved by the Plan Commission. There is one section of parking designed for overflow event parking that will offer spring summer fall parking in non paved areas to take pressure off special event parking of the larger stadium. Overnight parking of campers, mobile homes, boats, trailers and similar vehicles is prohibited unless prior written approval is obtained from the Plan Commission. Overnight parking of trucks and service vehicles shall be behind landscape screening so as to minimize visibility from the external roadway unless prior written approval is secured from the Plan Commission. The development has submitted a general parking table that illustrates anticipated parking demands proportionate to square footage and anticipated market demands.

**We request that specific sections that are in close proximity to commercial tenants have street signage indicting that parking is for 2 hours or less and is subject to ticketing / towing if violation enforcement is elected. Developer / PDD applicate will work with City Staff on identifying those 2 hour parking zones.**

b. *Parking Location:*

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

**Utilization of parking on any adjacent site is prohibited and shall not be counted towards parking requirements unless prior approval of the Plan Commission is obtained and subject to recorded shared parking agreements/easements/etc. We have designated a seasonal lot that is onsite however unpaved – designed to accommodate high traffic events, this area is shown on the site plan and is environmentally friendly and will be mowed and maintained to keep the lot is normal field parking repair.**

c. *Parking Ratio:*

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

- i. Off-street parking space and on-site queuing requirements shall comply with the ratios as submitted on Parking Plan and ratios on the table provided JLA and as noted on our parking table. On-

street parking, as may be approved by the Plan Commission, may also be utilized to address these required parking needs.

- ii. Each use shall have parking capacity adequate to serve the reasonable expected parking needs for the Site, which may include shared parking arrangements as approved by the Plan Commission and as set forth in recorded shared parking agreements/easements/etc.; and
- iii. No continuing or extended use shall be made of a Site or any building constructed thereon which requires, or is reasonably expected to require, parking in excess of the capacity of the parking facilities available on said Site.

3. **Screening:**

a. *Storage:*

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

4. **Landscaping:**

a. *Landscape Requirements:*

The Rock Sports Complex shall provide landscape plantings as depicted upon the Landscape Plan submitted in September 2017.

**Plantings shall be provided with a minimum two (2) year planting guaranty.**

The Buffer Yard Setback as depicted on the Landscape Plan City file-stamped September 2017 shall be reserved for the planting of trees and shrubs; the building of structures hereon is prohibited, except for existing driveway access and trails as may be permitted by the Plan Commission.

**The quantity of plantings within Buffer Setback Easements shall be held in perpetuity and maintained in a conservation easement for the life of the development.**

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



5. **Architecture:**

a. *Architecture:*

The dugouts, concession stands, announcer's booth and restaurant/bar architecture shall be completed, and in substantial compliance, the future stadium plans submitted when plans are applied for the Stadium Permit.

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

6. **Hours of Operation:**

a. *Athletic Fields and Concession Stands:*

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

b. *Athletic field lighting curfew:*

All athletic field lights shall be shut off by 10:30 p.m., unless special circumstances of extra innings are required – the lights shall be shut off by 11:45 pm if the game in play is still tied. If limited later hours are needed, a special permit will be requested with the city of Franklin, if 11:45 pm was ever required.

c. *Umbrella Bar/restaurant:*

Hours of operation for the restaurant shall be limited to 7:00 a.m. to 10:30 pm.

d. *Bicycle Motocross and Mountain Biking:*

Hours of operation for bicycle motocross and mountain biking on site shall be limited to **7:00 a.m. to 10:30 pm.**

e. *Ski Hill & Tube Area*

Hours of operation for the ski hill shall be limited to 10:00 a.m. to 10:30 p.m.

f. *Truck Deliveries and Refuse Collection:*

Truck deliveries and refuse collection shall be prohibited between the hours of 10:30 p.m. and 7:00 a.m.

Trucks shall be prohibited from idling while loading and unloading.

7. **Lighting:**

- a. Unless otherwise approved by the Plan Commission, all site lighting shall be in compliance with the regulations set forth in Division 15-5.0400 of the Unified Development Ordinance.
- b. A detailed photometric plan will be provided to City for review and approval of each site plan individual building or fields. Developer & Staff will evaluate if shielding / visors are needed, Developer agrees to work to balance the needed light levels needed for basic operations to play the night sports that meet the league safety and operational needs, however based on historic neighborhood concerns sensitivity will be taken into account for shields and visors if city requires them at the time of installation or can later require them in response to glare measurements that exceed the 2 lumens at the PDD 37 perimeter boundary. Lights will be visible at night due to the basic operation needs and player safety.

8. **Noise:**

- a. All noise levels must be in compliance with Sections 15-3.0908 and 15-3.1107 of this Ordinance and §183-38 through §183-46 of the City of Franklin Municipal Code.
- b. Developer agrees to meet the perimeter boundary and install 3 permanent sound measurement stations, The operating businesses will work to create sustained noises below the benchmarks and provide city staff periodic reports of historic logs of noise levels. Developer and City will work to manage noise relative to normal operations and work to minimize future noise complaints or be fined in accordance with Franklin'

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

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

- 1. To be located in that area bounded by Hwy 36, 76th Street, Loomis Road, and Rawson Avenue.

2. Allow multi-story mixed-use commercial buildings, with ground floor commercial and retail uses, and upper story residential apartments, rooftop and/or outdoor seating areas, fountains, gardens, plazas, and/or other similar shared amenities that are compatible in function, form, and operation.
  3. Provide both on-street and off-street parking for tenants and customers including formal shared parking arrangements with the adjacent multi-use sports and entertainment complex.
  4. Provide a pedestrian-oriented environment.
  5. Provide superior four-sided architecture.
- B. **Area Standards.** The Ballpark Commons Sports Village Commercial/Mixed Use Area is further intended to have the development standards as set forth in Table 15-3.0442B.1.

**Table 15-3.0442B.1.**

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

Type of Standard	Standard
<b>Landscape Surface Ratio and Floor Area</b>	
Minimum Landscape Surface Ratio (LSR)	0.25
<b>Lot Dimensional Requirements</b>	
Minimum Lot Area (square feet)	20,000
Minimum Lot Width at Setback Line (feet)	100
Minimum Front Yard (feet)	0'
Minimum Side Yard (feet)	0'
Minimum Side Yard on Corner Lot (feet)	0'
Minimum Rear Yard (feet)	0'

Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations.	
Minimum Shore Buffer (feet)	75
Minimum Wetland Buffer (feet)	30
Minimum Wetland Setback (feet)	50
<b>Minimum Total Living Area per Residential Apartment Dwelling Unit (D.U.) in Mixed Use Commercial Buildings</b>	
For less than 3 D.U.'s per structure for one bedroom D.U.	For less than 3 D.U.'s per structure for one bedroom D.U.
For 3 or more D.U.'s per structure	For 3 or more D.U.'s per structure
<sup>a</sup> 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.	
<b>Maximum Building Height</b>	
Principal Structure (stories/ft.)	4.5/45
Accessory Structure (stories/ft.)	1.0/45
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 four and half stories in height, with residential apartments or hotel on the upper floors. Possible specialty 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 Commercial Area**

- A. **Area Intent.** The Ballpark Commons Commercial Area is intended to provide for the development of certain mixed-uses, primarily including office, commercial, retail, and multi-family residential development, that is compatible with and serves to create a synergy with, the adjacent multi-use sports and entertainment complex, the adjacent Commercial area, and the adjacent multi-family residential area, in furtherance of the goals and objectives of the City of Franklin Comprehensive Master Plan and:
  1. To be located along the south side of Rawson Avenue extending from Loomis Road to the Stone Hedge subdivision.
  2. Provide multi-story office and commercial buildings with ground floor office/commercial/retail 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
<b>Landscape Surface Ratio and Floor Area</b>	
Minimum Landscape Surface Ratio (LSR)	0.25 <sup>a</sup>
<b>Lot Dimensional Requirements</b>	
Minimum Lot Area (square feet)	20,000
Minimum Lot Width at Setback Line (feet)	100
Minimum Front Yard (feet)	0'
Minimum Side Yard (feet)	0'
Minimum Side Yard on Corner Lot (feet)	0'
Minimum Rear Yard (feet)	0'

Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations.	
Minimum Shore Buffer (feet)	75
Minimum Wetland Buffer (feet)	30
Minimum Wetland Setback (feet)	50
<b>Minimum Total Living Area per Residential Apartment Dwelling Unit (D.U.) in Mixed Use Commercial Buildings</b>	
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.)
<sup>a</sup> 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.	
<b>Maximum Building Height</b>	
Principal Structure (stories/ft.)	4.5/45
Accessory Structure (stories/ft.)	1.0/45
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 27<sup>th</sup> Street Mixed Use Commercial District.
  - b. Mixed use buildings up to four and a half 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 4.5 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 (south of the Mixed-Use Area) extending from Loomis Road to the Stone Hedge subdivision.
  2. Provide three & a half-story apartment buildings adjacent to the Stone Hedge subdivision (B Buildings on the site plan), and **step up to 4.5 to 5 multi-story apartment buildings throughout the remainder of the area (A Buildings on the site plan and Hotel and M1 buildings)**, 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.
  - a. Applicant requests that the R-8 standards for PDD 37 district be inclusive of age restricted Senior housing. Applicant hereby requests that Senior Housing be a permitted use within the district – see narrative for intent.
    - i. Senior Housing within this PDD 37 include Independent Living units (IL), Assisted Living units (AL) and Memory Care (MC) units. Applicant agrees to provide a balanced continuum of care and applicant proposes to cap the percentage mix of Memory Care (MC) and Assisted Living (AL) units to less (<) than 45% of the age restricted Senior Unit Total within the PDD 37.
  - b. Applicant requests that buildings that directly parallel Rawson have 1<sup>st</sup> floor an option for commercial retail with Multifamily units above. Applicant agrees at the time of site plan approval request the more specific parking ratio and underground requirements.

- 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
------------------	----------

<b>Minimum Open Space Ratio and Maximum Density</b>	
Open Space Ratio (OSR)	0.25
Gross Density (GD)	8.00
Net Density (ND)	8.00
The stated maximum density regulations may be increased pursuant to the granting of a Special Use permit.	
<b>Lot Dimensional Requirements</b>	
Minimum Lot Area (square feet)	6,000
Minimum Lot Width at Setback Line (feet)	60
Minimum Front Yard (feet)	25
Minimum Side Yard (feet)	5
Minimum Side Yard on Corner Lot (feet)	15
Minimum Rear Yard (feet)	25
Upon approval of Site Plans, the Plan Commission may waive the minimum building setbacks from the interior lot line of a property zoned PDD No. 37 when abutting another property zoned PDD No. 37. The Plan Commission shall consider the applicable standards for Site Plans, Special Uses, Land Combinations, and Land Division applications in making such determinations.	
Minimum Shore Buffer (feet)	75
Minimum Wetland Buffer (feet)	30
Minimum Wetland Setback (feet)	50
<b>Minimum Total Living Area per Dwelling Unit (D.U.) In Single-Family and Two-Family Structures</b>	
1-story D.U. 3 bedrooms	1,250 sq. ft.
1-story D.U. greater than 3 bedrooms	150 sq. ft. <sup>a</sup>
1-story D.U. if basement is less than 600 sq. ft.	250 sq. ft. <sup>b</sup>
Multi-story D.U. 3 bedrooms	1,550 sq. ft. total, and 950 sq. ft. 1 <sup>st</sup> floor
Multi-story D.U. greater than 3 bedrooms	100 sq. ft. <sup>a</sup>
Multi-story D.U. if basement is less than 600 sq. ft.	250 sq. ft. <sup>b</sup>
<sup>a</sup> Add to minimum required building floor area for each bedroom in excess of three.	

<sup>b</sup> Add to minimum required first floor area for each D.U. which has a basement less than 600 sq. ft.	
<b>Maximum Building Height</b>	
Principal Structure (stories/ft.) <b>3.5 story for those buildings (B type) along R3E</b>	4.5/45
Accessory Structure (stories/ft.)	1.0/15
The stated maximum height regulations may be increased pursuant to the granting of a Special Use permit.	
Attached garages are required for single and two family uses.	

**Table 15-3.0442D.2.**

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

<b>Type of Dwelling Structure &amp; Number of Dwelling Units</b>	<b>Minimum Dwelling Unit Size (Square Feet) for One (1) Bedroom Dwelling Units (a)</b>	<b>Minimum Area (Square Feet) to be Added to Minimum Dwelling Unit Size for Each Bedroom Over One (1) Bedroom (a)</b>
Three (3) to Four (4) Dwelling per Structure	900	200
Five (5) to Eight (8) Dwelling Units per Structure	850	200
Nine (9) to Twelve (12) Dwelling Units per Structure	800	200
Thirteen (13) or More Dwelling Units per Structure	750	200
Dens, libraries, studies, etc. or other room within a dwelling unit which can potentially be used as a bedroom shall be considered and counted as a bedroom.		

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

Table 15-3.0442D.3.

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

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

<sup>a</sup> Multiple-family dwellings and apartments up to three stories are permitted, over **4.5** 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.

## 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 & 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.

**2. 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.

**3. 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. **Because of the extensive perimeter landscaping / buffer areas, we request reduced building pad landscape density.**
  - (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.

#### 4. 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 terra-cotta are preferred primary materials for new buildings or additions.

- iv. The use of false brick or other “faux” sidings is permitted.
- 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 approved on a case by case basis, the use of high intensity colors, metallic colors, black, or fluorescent colors on façades shall be prohibited. Building trim and architectural accent elements may feature brighter colors, but such colors shall be muted, 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 can be used.
  - ii. **1<sup>st</sup> Floor Window Standards**
    - (a) All new buildings should provide ground floor windows

if needed and operationally required.

- (b) Required window areas must be either windows that allow views into working areas or lobbies, pedestrian entrances, or display windows.
  - (c) Required windows can 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 5% (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 allowed if 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.

5. **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 high traffic sides. 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 (5) percent of all of the combined façades of the structure shall employ actual façade protrusions or recesses. A minimum of twenty (5) percent of all of the combined linear

roof eave or parapet lines of the structure shall employ differences in height, with such differences being six (6) feet or more as measured eave to eave or parapet to parapet for buildings over sixty thousand (60,000) square feet. Roofs with particular slopes may be required by the City to complement existing buildings or otherwise establish a particular aesthetic objective. Ground floor facades that face and are on properties that are in any part within one hundred (100) feet of public streets shall have arcades, display windows, entry areas, awnings, or other such features along no less than fifty (50) percent of their horizontal length. The integration of windows into building design is strongly encouraged, 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, metallic, and not specific to particular uses or tenants. Standard corporate and trademark colors shall be permitted only on sign face and copy areas.

**h. Building Location**

Modest building setbacks are encouraged. Where buildings are proposed to be distant from a public street, the overall development design shall include smaller buildings on pads or outlots closer to the street.

**i. Screening**

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

**j. Traffic Impact**

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

**k. Natural Resources Protection**

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

**l. Signage**

The plan for exterior signage shall provide for high visibility, coordinated, and complimentary exterior sign locations, configurations, and colors throughout the development. All freestanding signage within the development shall compliment on-building signage. Monument style ground signs are strongly preferred over pole signs, and consolidated signs for multiple users are strongly preferred over multiple individual signs. The City may require the use of muted corporate colors on signage if

proposed colors are not compatible with the City's design objectives for the area.

SECTION 3: Conditions of Approval.

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

1. The submittal of plans for detailed approval of the various components of Planned Development District No. 37 shall be forwarded to the Common Council for approval, after review and recommendation by the Plan Commission, unless otherwise specifically set forth in PDD No. 37, such as for those uses/structures identified as permitted uses.
2. The applicants shall provide architectural drawings or sketches of, at a minimum, all building types proposed within the PDD illustrating a design and character that derives benefit from coordinated and compatible planning and design, for Planning Department staff review, prior to submittal of any detailed plans for PDD No. 37.
3. The applicants shall revise the Project Narrative to indicate whether any unusual situations will be encountered in the provision of public sanitary and water services and how such situations will be addressed, for Planning and Engineering Department staff review, prior to submittal of any detailed plans for PDD No. 37.
4. 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, **applicant requesting a 90 day extension to the 1<sup>st</sup> permit date to July 6<sup>th</sup> 2018.**
5. 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.

6. The applicants shall obtain all required approvals and permits from the Wisconsin Department of Natural Resources and Milwaukee County prior to any disturbance or development of the landfill area. The applicants shall ensure that the City is an active participant in, and that City staff is invited to, all discussions with the Wisconsin Department of Natural Resources and Milwaukee County regarding development of, and permits and approvals for, the disturbance of the landfill. The applicants shall also submit a detailed map of the extent of the landfill area, such map to be approved by the Wisconsin Department of Natural Resources and Milwaukee County, to City staff, prior to the submittal of any detailed plans for the landfill area.
7. The applicants shall revise the Development Concept Plan to extend the landscape buffer northward along the entire common boundary with the Whitnall View subdivision, for staff review and approval, prior to the submittal of any detailed plans for The Rock Sports Complex area.
8. The applicants shall obtain all required approvals and permits from the Milwaukee Metropolitan Sewerage District prior to any disturbance or development of the gas pipeline area. The applicants shall 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. The applicants shall also submit a detailed map of the location of the gas pipeline and associated easement, to City staff, prior to the submittal of any detailed plans for the landfill area.
9. The applicants shall provide additional details about the multi-family residential component of the Ballpark Commons Sports Village Commercial/Mixed Use area, (including but not limited to: location, number and size of units and bedrooms; types, locations and amounts of on-site and off-site parking; envisioned rental rates; amenities to be provided; etc.) for staff review, prior to the submittal of any detailed plans for this area.
10. The applicants shall provide additional details about the multi-family residential component of the Ballpark Commons Mixed Use area,

(including but not limited to: location, number and size of units and bedrooms; types, locations and amounts of on-site and off-site parking; envisioned rental rates; amenities to be provided; etc.) for staff review, prior to submittal of plans for the Commercial area.

11. The applicants shall add a note to the Development Concept Map indicating that alterations to existing state, county, and local roads are envisioned, including but not limited to removal of certain ramps and the addition of certain signalized intersections, and that such changes will be subject to Wisconsin Department of Transportation, Milwaukee County, and City of Franklin review and approval, prior to submittal of any detailed plans for PDD No. 37.
12. The applicants shall prepare a Traffic Impact Analysis for the entire subject PDD, incorporating travel impacts from the Ballpark Commons project into future alternatives giving priority to collector roads to future intersections with Loomis Road, such being compatible with that TIA prepared by the City and recently submitted to the DOT pertaining to the Loomis Road ramps, for review and approval by the Wisconsin Department of Transportation, Milwaukee County, and the City of Franklin as applicable, prior to the submittal of any detailed plans for PDD No. 37.
13. Any portion of a public road to be owned by the City of Franklin that is located on any portion of the historic landfill shall be the subject of a **1-year warranty** by the applicants in an amount and terms to be approved by the City to insure adequate funds for any repair and reconstruction of such roads due to landfill conditions, for Engineering Department staff review, prior to any development within such applicable portion(s) of PDD No. 37.
14. The applicants shall revise the Development Concept Map to redesign the relocated Crystal Ridge Road such that all intersections with other roads, public or private, occur at right angles, except for those intersections designed as a roundabout, for Engineering Department staff review and approval, prior to the submittal of any detailed plans within The Rock Sports Complex and the Ballpark Commons Sports Village Commercial/Mixed Use areas of PDD No. 37.
15. The applicants shall prepare a Street Design Plan for all new and reconstructed streets within PDD No. 37, to be designed with appropriate Complete Streets and traffic calming practices, including consideration of such elements as bike lanes, sidewalks, on-street parking, roundabouts, etc., for Engineering and Planning Department staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Street Design Plan as may be determined by the City). The Street Design Plan shall incorporate consideration of extension of four lanes for Rawson Avenue further westward to at least Hawthorne Lane.

16. The applicants shall prepare a Bike and Pedestrian Plan for the entire PDD, identifying design and location details for such facilities as sidewalks, trails, crosswalks, signage, pedestrian scale lighting, bike rest/rental/repair stations, etc., for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Bike and Pedestrian Plan as may be determined by the City). The Bike and Pedestrian Plan shall include a public space located between the proposed baseball stadium and the proposed multi-purpose indoor sports venue that includes outdoor seating areas, a bike rest/rental/repair facility, public art/exhibit areas, etc.
17. The applicants shall prepare a Streetscaping Plan for all new and reconstructed streets within PDD No. 37, incorporating such features as decorative lighting, special signage, pedestrian rest areas, etc., for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Streetscaping Plan as may be determined by the City).
18. The applicants shall submit a detailed and comprehensive Parking Study for the entire proposed PDD, which includes consideration of a parking structure, underground parking for all multi-story buildings, formal shared parking arrangements, and on-street parking, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Parking Study as may be determined by the City).
19. The applicants shall provide a General Landscape Plan for each of the four areas comprising PDD No. 37, for staff review and approval, prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the General Landscape Plan as may be determined by the City).
20. The requested General Landscape Plan, and the pertinent zoning district standards, shall be revised to reflect a minimum 60' wide landscape buffer, including a minimum 8' high berm, to be located along the entire western boundary of PDD No. 37, for staff review, prior to the submittal of any detailed plans within PDD No. 37. The applicable zoning district standards shall be revised to reflect a 40' building setback from the western boundary of PDD No. 37.
21. The applicants shall submit a Snow Storage Plan along with each applicable Site Plan, Special Use, etc. in accordance with Section 15-5.0210 of the Unified Development Ordinance, to the Planning Department staff, for review and approval as part of such site plans, special uses, etc.
22. The applicants shall revise the Project Narrative to indicate what if any mitigation measures are envisioned, and through that process, how the City's Natural Resource Protection standards will otherwise be met, for

Planning Department staff review, prior to submittal of any detailed plans for PDD No. 37.

23. The applicants shall submit a Lighting Plan along with each applicable Site Plan, Special Use, etc. (other than for The Rock Sports Complex, which lighting standards are set forth elsewhere in this PDD ordinance) which meets the lighting regulations set forth in Division 15-5.0400 of the Unified Development Ordinance, to the Planning Department staff, for review and approval as part of such site plans, special uses, etc.
24. The applicants shall prepare an Architectural and Site Design Plan for PDD No. 37 which identifies the use of common or complementary design themes, elements, or features throughout the development and/or for the four separate areas of PDD No. 37, for staff review and approval prior to the submittal of any detailed plans within PDD No. 37 (such plans to incorporate the findings and recommendations of the Architectural and Site Design Plan as may be determined by the City).
25. The applicants shall submit a Comprehensive Stormwater Management Plan for PDD No. 37, for Engineering Department staff review and approval, prior to any development within PDD No. 37.
26. The applicants shall prepare a Master Sign Program for PDD No. 37, for staff review and approval, prior to any development within PDD No. 37.
27. 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, the zoning designation shall revert back to the zoning for the subject parcel(s) which existed prior to the effective date of this Ordinance.

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 4<sup>th</sup> day of , by Alderman Taylor.

Passed and adopted at a regular meeting of the Common Council of the City of



Franklin this .

APPROVED:

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Stephen R. Olson, Mayor

ATTEST:

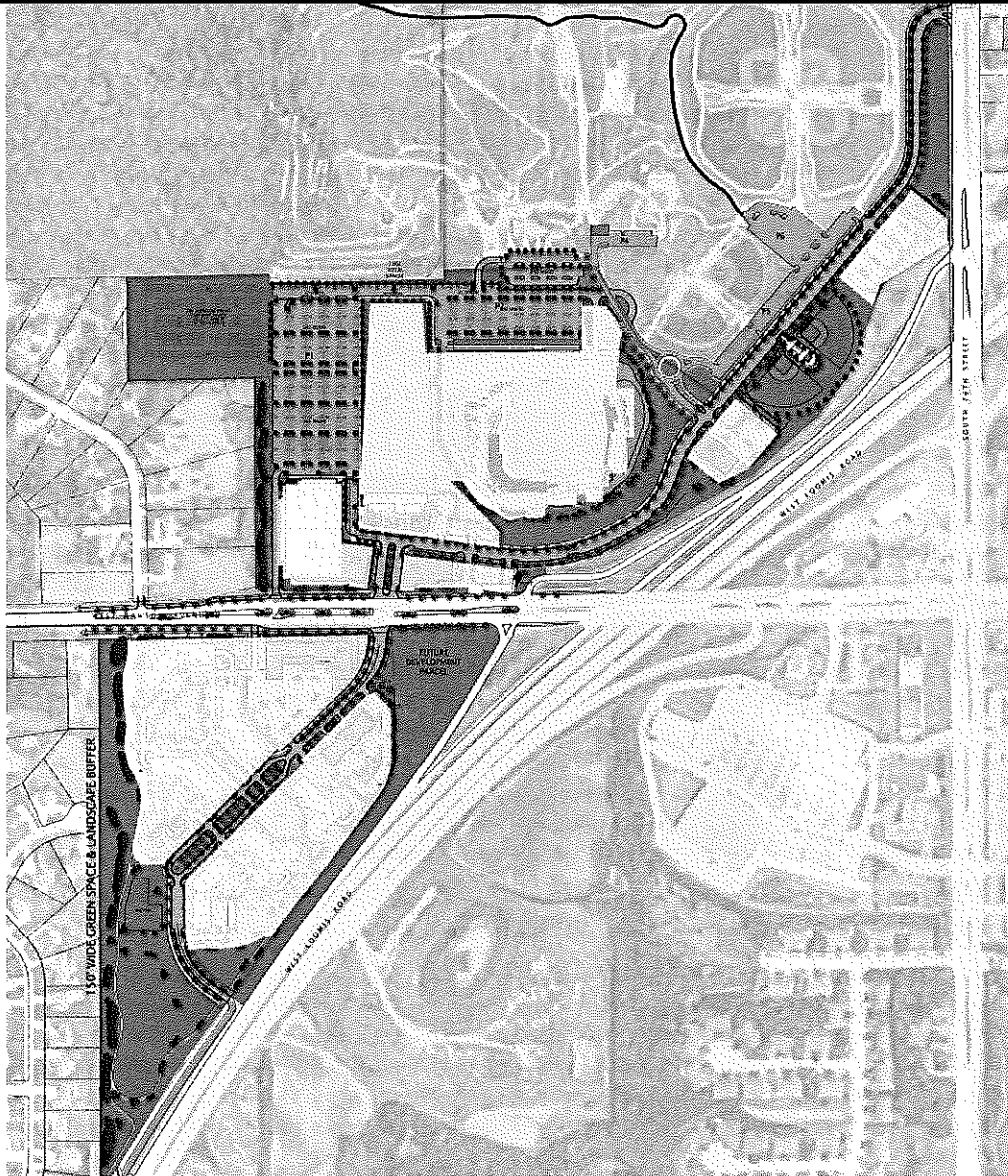
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Sandra L. Wesolowski, City Clerk

AYES 5 NOES 1 ABSENT 0

NOVEMBER 2017

# Franklin, WISCONSIN



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## project contacts

### DOCUMENT DATE

November 29th, 2017

### MUNICIPALITY

*The City of Franklin*

### MASTER DEVELOPER

*Ballpark Commons*

### NEIGHBORHOOD PLANNING & DESIGN

#### *JLA Architects Design Guidelines*

Joseph Lee, AIA

2418 Crossroads Drive – Suite 2300

Madison, Wisconsin 53118

608.241.9500

jlee@jla-ap.com

#### *Landscape Design*

Tom Earl, Durham Hill

#### *Civil & NRPP Engineering*

Justin Johnson, JSD

#### *Environmental Engineering*

Sigma Engineering

- 1.0 Introduction
- 2.0 Administration & Site
- 3.0 PDD BPC Master Plan
- 4.0 Design Guidelines
- 5.0 Lighting & Sound
- 6.0 Sign Program

# 1.0 INTRODUCTION

## 1.0 NEIGHBORHOOD GOAL

The primary goal of the PDD Ballpark Commons Neighborhood is to create a cohesive mixed use of commercial business, entertainment & sports focus and mixed use residential neighborhood to help meet the housing needs within the City of Franklin and the Milwaukee Metropolitan Area. The Masterplan for the neighborhood considers its site in the context of the surrounding neighborhoods and land uses.

- To integrate active lifestyle & experienced based sports and entertainment areas, residential housing and commercial businesses that support brand identity of Ball Park Commons.
- The active lifestyle brand of experienced based sports, culture and entertainment is designed to be a local & regional destination that will attract spectators and participants to assist the local economy and support Franklin business growth.

## NEIGHBORHOOD OBJECTIVES

- **Site Integration** – To productively manage & integrate the former landfill site into the land uses adjacent to neighborhoods while preserving & enhancing existing features of the site. The district is framed by Park & River to the North, Single Family Residential to the West and 76<sup>th</sup> Street and Hwy 36 to the East. This site was designed to fit within the neighboring uses and create a neighborhood amenity for the community to converge for sports and cultural activities.
- **Quality Expectations** – To deliver quality levels for the materials that will encourage durable and well-built structures to maintain a long-term investment for the district & community.
- **Design Variety** – To create an environment that encourages aesthetic variety while reinforcing common threads to tie together a sense of a cohesive community.
- **Pedestrian & Bicycle Friendly** – To create a community that encourages pedestrian & bicycle activity and de-emphasizes (while accommodating) the impact of automobiles. Connecting the development through integration of the Oakleaf Trail and Sidewalks to other area uses within the district & neighborhood and the larger community.
- **Common Spaces** – To provide & encourage usable outdoor space available to residents, guests, participants & spectators.

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## 2.0 Administration

Ballpark Commons PDD District Shall comply with these guidelines.

### MASTER INFRASTRUCTURE DEVELOPER

The *Developer* is the initiator of the development as a whole –Master Developer is responsible for the design and construction of the Public Roads, Walks, Trails, Shared Parking Lots, Utilities, Storm water and Greenspaces as described in these guidelines. Those items are in bold color in the PDD map.

The Developer will later apply for future approvals for each Pad or *Parcel* for one or more of the individual Development Parcels.

### PARCEL DEVELOPER

A *Parcel Development* is a future applicant / entity that may acquire one or more individual Development Parcels and assume roles & responsibilities relating to a specific pad or Parcel(s) – including the design, approvals, and construction of each specific parcel. Those future pads internal to the PDD boundary limit and are in grayscale.

### DESIGN REVIEW PROCESS

Each parcel development proposed and individual building shall be separately reviewed and approved by the City of Franklin. Each future approval will need to submit a detail plan for City Staff Comments and Franklin's Zoning Approvals.

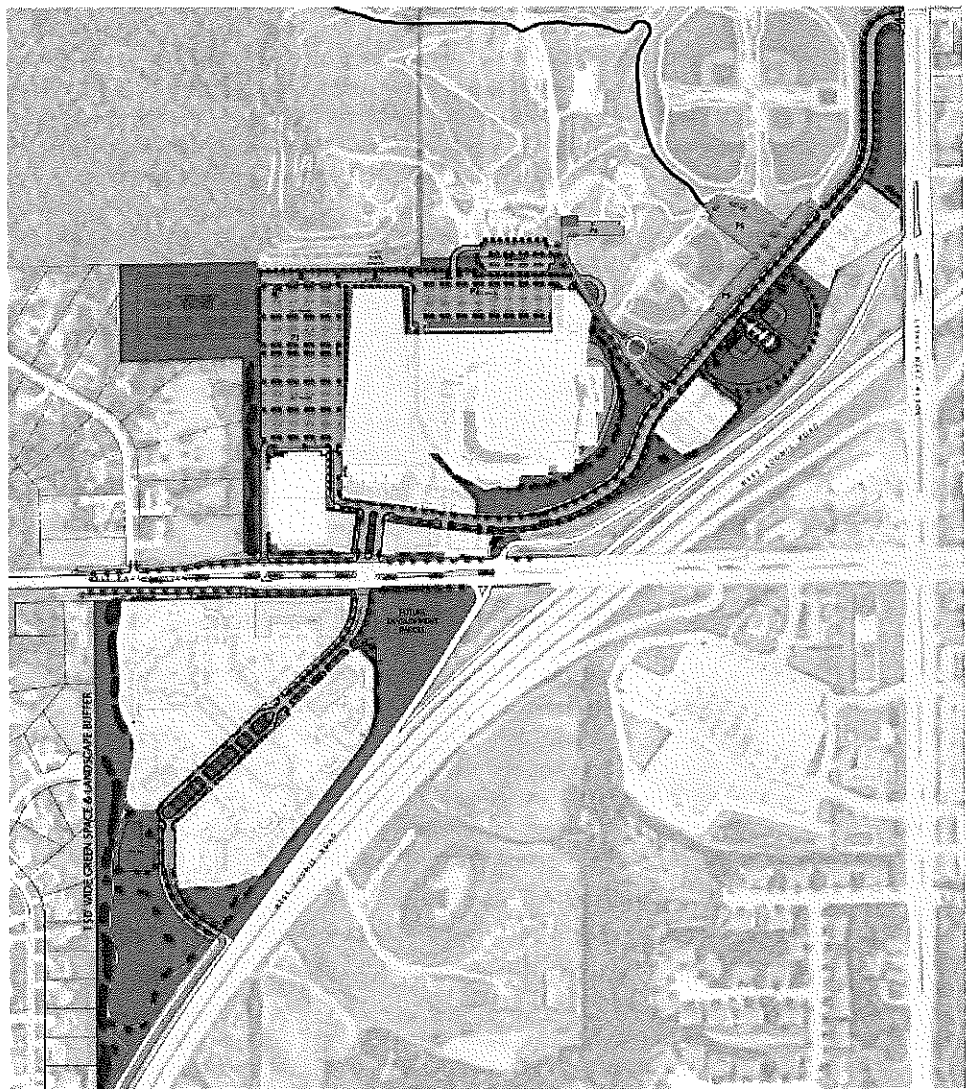
### FUTURE FLEXIBILITY OF GUIDELINES

These Design Guidelines are meant to guide design professionals in meeting the comprehensive objectives of the Ballpark Commons Neighborhood and not meant to discourage entrepreneurial enhancement through creativity.

The requirements of these guidelines may be waived or modified by mutual agreement of the Developer and the City of Franklin review/approval. The applicant/designer shall be responsible for making the case to modify a requirement. The Plan Commission or Council shall consider recommendations or reports from the Applicant, Architectural Review, and/or City Staff who shall review the applicant's request to waive or modify a requirement as well as any alternative design solutions.

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## 3.0 Master Plan PDD GUIDELINES



BPC Exhibit Overlay District

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## 3.0

## PDD Ballpark Commons

### PDD MASTERPLAN DISTRICT

The development of the Ballpark Commons Neighborhood is guided by a Masterplan that identifies the following:

- Internal Street & Utility Pattern, Shared Parking Lots North of Rawson
- Future Development Pad Parcels Concepts (Grey Scale Layer)
- Open Green Spaces & Landscape Buffers,
- Pedestrian Sidewalks & Bike Path Network

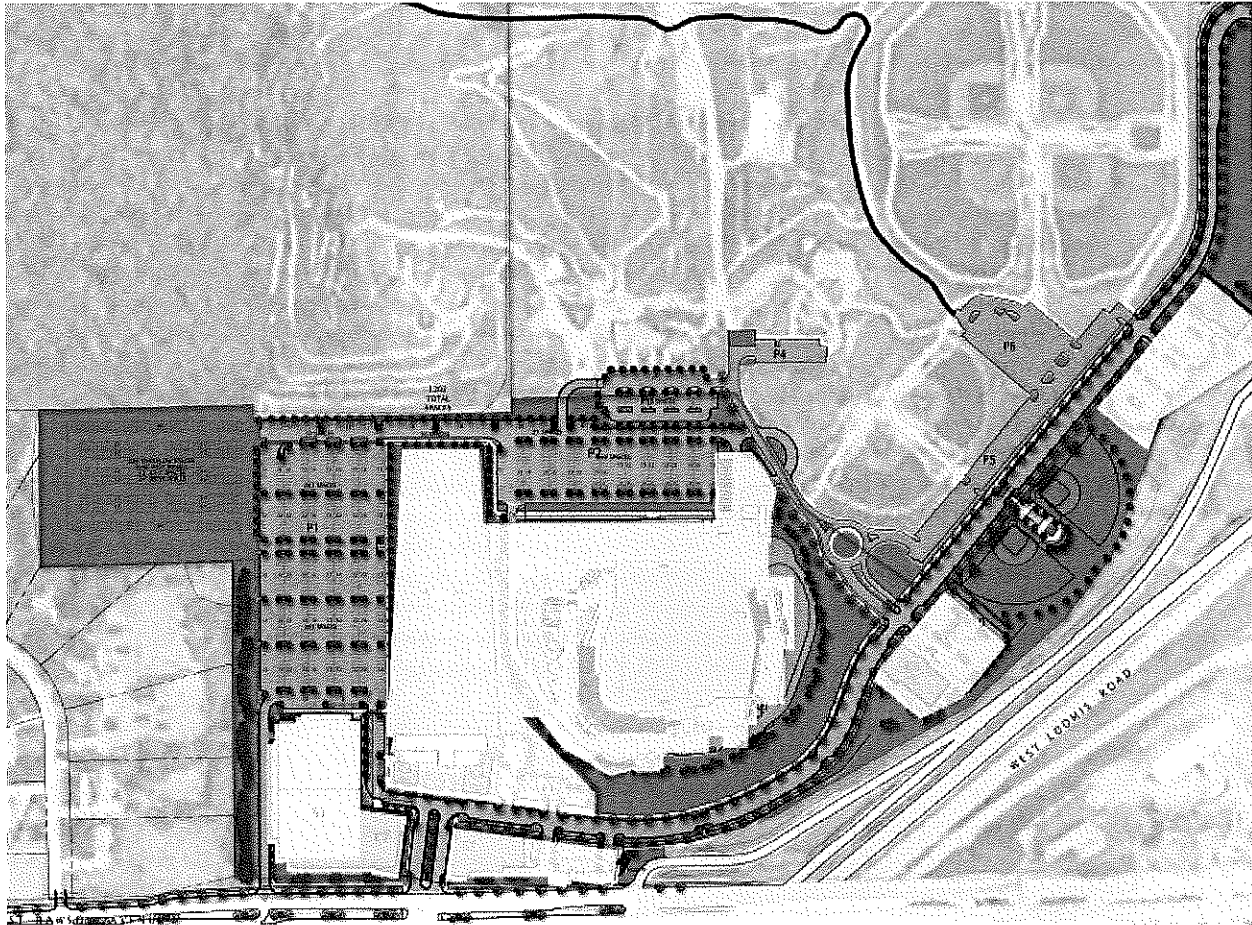
Each of the above items have site design requirements & recommendations outlined in this section.

The PDD Masterplan illustrates a potential development pattern resulting from these guidelines. Please note that this development pattern (number/size of buildings, precise building location, building access, etc.) may vary due to a number of variable factors including market demand, combining multiple parcels, etc. In any case, the resulting development shall meet the PDD district intent & recommendations of these guidelines.

This PDD Master Plan District is intended to illustrate the requirements & concepts described within this document. The precise location of Development Parcel boundaries and Open Spaces / Landscape Buffers are identified on the official CSM of the Ballpark Commons Neighborhood.



### North BPC Goals



**S1 Baseball & Fan Entertainment Stadium Approximate 4000 Seat Venue**

**S2 Golf Driving Range Multi Tier – Heated Bay Year Round Driving Range / W Restaurant**

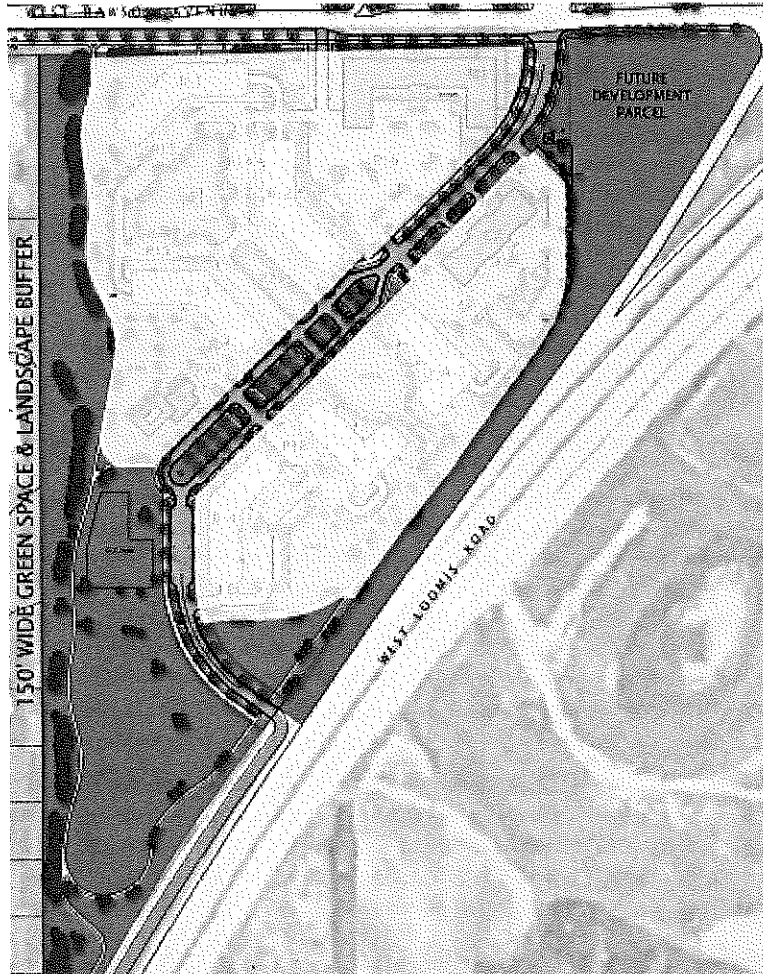
**S3 Indoor Sports Facility – 77,000 square foot Indoor Baseball & Soccer with Performance Training Academy**

**C2 Sports Commercial W Medical & Training – Sports Medicine, PT and Administrative Fitness Offices**

**C1 Retail Office and Commercial – Office and Retail Space 3 Levels**

**C3,C4, C5 & C6 Mixed Use Food & Beverage, Merchandise, Hotel and Retail Shops**

### South of Rawson BPC Goals – Residential & Mixed Use



M1 – Mixed Use up to 4 Stories Retail 1<sup>st</sup> floor and Multifamily /Commercial Above (+/- 100 Units)

C7 – Envisioned to Be Multifamily Senior or Hotel 5 Stories (+/- 100 Units)

B1-B4, Multifamily (+/-214 Units) w underground parking buildings along Stonehenge will be +/-3 stories with some underground parking exposed (35ft).

A1-A2, Multifamily (+/-100 Units) w underground parking buildings Hwy 36 will be +/-4 stories with some underground parking exposed (45ft).

### PUBLIC STREETS, SIDE WALKS and BIKE FRIENDLY TRAILS

The Ballpark Commons Neighborhood, and its individual development parcels, is served by an internal public street that connects South 76th Street at the northeast corner of the site to West Rawson Avenue in the center where it continues south and connects with a frontage road parallel to West Loomis Road at the south end of the site. This street's access points and route are fixed and serve as the main vehicular, pedestrian and bike path circulation for the site.

Individual development parcels within the Ballpark Commons are served by private streets, sidewalks and parking lots that connect areas within the individual pads. The design & construction of the private streets is the responsibility of each site's private development. Although the future pads may evolve, the following represents the spirit and connectivity envisioned to shape the development's intent.

Ballpark Commons also offers a variety of pedestrian friendly sidewalks as noted on the site plan. The sidewalks are designed to facilitate pedestrian friendly linkages internally to Ballpark Commons uses as well as externally to other neighborhoods.

Ball Park Commons promotes non-automobile transportation options by providing bike friendly amenities including; the Oak Leaf Trail Linkages. In the fall of 2017 an extension of the Oakleaf Trail over The Root River through a new bridge connecting the Northern Section of Ball Park Commons to Whitnall Park and over to 76th's streets connection to an existing pathway. Ballpark Commons will further extend and continue The Oak Leaf Trail over the southern Ball Park Commons. B.P.C's western public street's (r.o.w.) sidewalk was widened to 10 feet to allow bicycle connectivity to the balance of Ballpark Commons.

BPC Parking Ratios and Density Guidelines: See Summary Parking Table Architects – Exhibit to Follow



The Stadium is designed to be more than sports spectating. The venue will be enhanced to offer "interactive experiences". The perimeter of the playing surface will be surrounded with amenities, entertainment, music, and fan engagement zones. These "offerings/zones" include games (e.g. shooting gallery), amusement rides (electric go-carts), and multitude of activities for children (e.g. temporary petting zoo for educational experience, playgrounds, etc) and adults.

The stadium will serve food and beverage (including alcohol) in (i) a traditional concessions model, (ii) open air and mobile concessions model, and (iii) an augmented food truck model consistent with progressive stadiums across the country.

F&B, merchandising, and other "educational elements" will be integrated with local and national corporate brands throughout the stadium. Corporate partnerships and correlating signage will be wide spread including but not limited to exterior and interior facing stadium naming right signage, field signage, attraction signage, audio reads, video displays and an elevated billboard structure in right field.

The stadium and team brand is being designed as a tribute to Wisconsin Farming. As a result, architecture and signage will reflect this inspiration (e.g. barns, rural fences, silos, grain bins, etc). Because of the

sensitivity to landfill cap materials - the stadium will deploy structures that offer structural qualities that minimize footings and foundations including shipping containers, gram containers. The stadium entrance in left field, stadium naming rights signage, VIP suites behind home plate, and the right field attraction will be prominent focal elements that will be visible to define the Stadium presence.

The stadium will contain light poles above 45ft and the playing surface will be artificial turf. The stadium was centered in the development to maximize the buffer distance to residential neighborhoods and the playing surface will be surrounded by an earthed berm bowl.

To minimize parking demands - the development was designed as a shared parking model amongst all of its amenities including the connection of the Oakleaf Trail and sidewalks to allow pedestrian and bicycle connectivity. The development and the scheduling of activities has been designed to adhere to projected parking demands within the development.

The detailed stadium architectural plans will be submitted at a later date that will allow Franklin Staff and Commissions the opportunity to review a more detailed plan.

## Development Pad Parcels

S1, S2, C2, C3, C1, C6, C7 & C8, M1, M2, C4 & C5

Are envisioned to be commercial office, retail with multifamily above & hotel uses that will be applied for at a future date when detailed plans are submitted. Currently we will request that permitted uses be wide ranging conceptual uses to best attract market users to these parcels. Footprints and Square Footages will be subject to change - however will fit within the spirit of the PDD Pads that are requesting conceptual approval, subject to final city approvals, for size, parking, lighting, sound and density.

## Multifamily & Senior Mixed Use District

### DEVELOPMENT      PARCEL      RESIDENTIAL MULTIFAMILY

The following requirements are to be applied to the development of Parcels 'A1, A2 B1-B4'. These parcels shall also comply with the requirements for Architectural Design (Section 4.0), Exterior Lighting (Section 5.0), and Signage (Section 6.0).

Residential buildings on Parcel 'A1- B4' shall be designed to address the Public Street and adjacent green space. The buildings are lower

scale in height along the Stonehenge subdivision and step up towards highway 36/Rawson.

Residential buildings on Parcels 'A1 - B4' shall be designed so that the buildings create a formal, buffer green space linking Parcels 'A1' and 'B4'. Residential buildings on Parcel 'R2' may also address the Public Street which bisects the parcels.

All buildings on Parcels 'A1' & 'A2' shall be located with a minimum distance of 20' from the back of the sidewalk along the Public Street and 12' from the back of the sidewalk along any Private Streets or surface parking spaces.

No building may encroach on the 150-foot setback from the neighboring Landscape Buffer

along the western edge of Parcel & those trees and berm shall be placed in a conservation easement. The height, density and scale of this area has been reduced based on neighbor's feedback on the scale, building height and flat roof.

### RESIDENTIAL UNIT GUIDELINES

The Ballpark Commons Neighborhood shall provide a variety of housing opportunities for a broad cross-section of people in various age groups and income levels. See the attachment on request to include senior housing into the multifamily permitted uses.



**BUILD**

## 4.0 DESIGN CONTEXT

All new building designs shall consider the design of any adjacent existing or planned building or open space in relation to building access, parking areas, service areas, building setbacks, building heights, materials, and colors.

### IDENTICAL BUILDINGS:

No adjacent buildings (two or more) may be identical in exterior design or similar in exterior color scheme.

#### SHARED ACCESS & SERVICES:

Shared access drive and service areas shall be utilized whenever possible.

#### SERVICE, POSTAL, & DUMPSTER AREAS:

Service areas, postal areas, and dumpsters shall be placed at the following locations:

- Contained completely inside the building enclosure.
- Contained completely inside an exterior structure designed as an architectural material similar to nearby buildings.

#### MECHANICAL EQUIPMENT:

Mechanical equipment shall be located at the side, rear, roof, or inside of buildings and shall be visually screened from roads, sidewalks, and the interior of the buildings.

Through-wall HVAC units shall be integrated into the building design as to minimize their visibility from the Public Street.

Building venting shall be located at walls or roof planes that do not face the Public Street or neighborhood entries whenever possible.

To minimize the visual impact of exterior vents, grilles, louvers, etc., such items shall be of a color that matches the adjacent exterior cladding material(s).

## **Architectural Style**

Buildings in the Ballpark Commons Neighborhood shall be designed in a more contemporary/modern architectural style based on and influenced by the traditional industrial architectural style.

This 'transitional' style shall use traditional characteristics of the Industrial style, but may explore more contemporary/modern uses of proportions, fenestration size/pattern, materials, and details. There will be minimal setbacks internal to streets and buildings to create an urban edge feeling that is finding its way into more contemporary mixed use developments to target a closer proximity relationship between uses and adds some pedestrian relationship between uses.

It is not the intent or desire of these design guidelines to require building designers to incorporate all of the characteristics of the traditional Industrial style into their buildings, but

to use these styles as inspiration. The intent is for building designers to use some of the Industrial themes to influence their building designs. These guidelines will allow Ballpark Commons buildings to have a wide range of stylistic influence – from more traditional to more contemporary/modern interpretations of these styles.

## **MODERN INDUSTRIAL**

Building designers shall consider the following traditional characteristics of the Industrial Style

and incorporate some of these themes into the design of the Ballpark Commons buildings.

- Asymmetrical and symmetrical designs
- Simple forms and massing
- Flat roofs with parapets
- Urban Edge characteristics
- Hung and cantilevered awnings, canopies, and sunshades
- Large punched openings with divided light windows
- Ribbon windows
- Exposed and expressed structural elements
- Exposed and expressed mechanical elements.
- Variety of materials such as cast-in place concrete, brick, wood siding, fiber cement siding, and metal
- Integrated, three-dimensional building signage
- Rich color palette of deep colors - with an emphasis on "raw" materiality

## **BUILDING MASSING & SCALE**

The massing & scale of each building in the Ballpark Commons Neighborhood shall comply with the following requirements:

### **BUILDING HEIGHT:**

Buildings must meet the minimum & maximum height requirements as described in the building / parking summary sheet attached. Building height refers to stories above grade. Lower level parking may be exposed up to eight feet (8') or greater at a parking entry without being counted as a story. See Building Height Exhibit. Heights related to Stadium Pole Lighting, Golf Netting Not Counted as Building Heights.

The Golf Netting Pole heights are a byproduct of safety and containment of golf balls internally being captured and not allowed to fly over the top of the netting. The Golf poles will not have lighting attached, the golf facility lighting in 1 directional facing the range from the top of the golf buildings.

The Stadium Lighting is being elevated to increased heights as to assist the angle of lighting to focus more downward versus outward to best minimize glare transfer to adjacent parcels.

### **BUILDING LENGTH:**

Building facades shall minimize long, flat expansive areas with no articulation. Along more visible facades shall be broken up and express variation in form along their length with variations in setback, recesses, balconies, awnings, signage, and/or changes in materials/colors.

### **ROOFS:**

Buildings shall not use predominantly flat roofs with some exceptions if structural or operational needs Require. Roofs shall be flat with parapets or low-rise. Buildings may make use of

cantilevered elements to break up long, uninterrupted planes.

### **RELATION TO HUMAN SCALE:**

The scale of the building massing and elements such as canopies, balconies, pergolas, entries, and windows shall be designed to relate with the human scale.

Building materials shall be used to break down the overall scale of the building and relate it to the human scale.



## **BUILDING (Widows & Doors)**

The fenestration of each building in the Ballpark Commons Neighborhood shall comply with the following requirements:

### **WINDOW LOCATION:**

Primary facades shall not have blank, windowless sections unless that area of the façade is broken up with exterior wall offsets and material changes.

### **WINDOW QUANTITY:**

The aggregate window area in primary facades shall comprise no less than 5% of the exterior wall surface unless other architectural details are incorporated to break up massing. If a specific building is designed to limit windows due to operational need that building will request a variance to the windows, examples are indoor multiuse sports complex, stadiums and golf ranges.

### **WINDOW TYPES:**

Each building's design shall utilize a variety of window sizes, shapes, and groupings, to enhance visual interest of the building.

### **BUILDING ENTRIES:**

- Main building entries shall be designed as a prominent architectural element of the building.
- Entries shall be designed to incorporate porch-like elements.

## **BUILDING MATERIALS**

The Modern Industrial Style of the Ballpark Commons Neighborhood encourages the unique usage & detailing of traditional building

materials of the Modern Industrial Style as well as the use of other non-traditional materials.

### **PERMITTED MATERIALS:**

The following materials are permitted and appropriate for the Ballpark Commons Neighborhood:

- Stone Veneer (including manufactured)
- Brick Veneer
- Balconies
- Architectural CMU (on non-primary facades only unless specifically approved)
- Cast-in-place Concrete or Panelized Concrete (with architectural detailing)
- Fiber Cement or Wood Siding & Trim
- Metal Wall Panel Systems
- Aluminum wrapped trim, fascia, soffit, etc.
- Metal or Vinyl Windows
- Glass/Metal Curtain Wall Systems
- Glass/Metal Storefront Systems
- Membrane Roof Systems
- Metal Roof Systems (standing seam)
- Metal, Wood, Fabric, or Membrane Awnings, Canopies, Pergolas, Arbors, Etc.

### **RESTRICTED MATERIALS:**

All other material not listed above may be approved and permitted on a case by case basis.

### **FOUNDATION WALL MATERIALS:**

- Please note that Cast-in-Place Concrete or CMU foundations walls may be exposed above grade a maximum of 12" (with foundation landscaping). Foundation walls exposed more than 12"

above grade shall be finished with a  
permitted material

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# LIGHTING DESIGN GUIDELINES

## 5.0 LIGHTING

The street lighting of the Ballpark Commons Neighborhood shall reinforce the identity of the neighborhood and provide safe illumination levels for travel while limiting the adverse impact from the lighting on adjoining parcels.

The lighting of the Internal Public Street shall meet the following requirements:

- LOCATION:  
Street lighting for the Public Street shall be located on the same side of the street as the pedestrian sidewalks (see lighting plan).
- FIXTURE STYLE:  
The Ballpark Commons Public Street lighting shall be contemporary style fixtures with cut-off luminaires mounted on poles, see lighting cut sheets.
- LUMINAIRE MOUNTING HEIGHT:  
Maximum mounting height of 27 feet from street level for parking and street lighting  
Proactive Sensitivity is Planned for Neighboring Residential Areas and the use of Shields and Visors are being used where photometrics counts dictate to mitigate glare transfer
- LAMP TYPE:  
LED & Metal Halide Lamps
- ILLUMINATION LEVEL:  
See Photometrics – as measured from the street and sidewalk surfaces.
- SPACING:  
Lights shall be spaced at a distance to maintain the required average illumination level above.

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## Pedestrian & Parking lot lighting

### PEDESRIAN & PARKING LOT LIGHTING

Pedestrian & parking lot lighting shall be provided for each Development Parcel. This lighting shall serve to provide safe illumination levels and reinforce the identity of the neighborhood. Pedestrian & parking lot lighting shall meet the following requirements:

- LOCATION:

Pedestrian lighting shall be provided along all high traffic sidewalks, paths, and areas of gathering. Pedestrian lighting shall not be required along the Public Street as the Street Lighting (see Section 6.1) shall provide illumination for sidewalks along this street.

Parking lot lighting shall be located along the perimeter of surface parking lots – and coordinated with adjacent pedestrian lighting along sidewalks, etc.

- FIXTURE STYLE:

The Ballpark Commons pedestrian & parking lot lighting fixtures shall be a family of lighting similar to those shown in figure and include pole-mounted.

- STREET LUMINAIRE MOUNTING HEIGHT:

The pole mounting height shall be limited to 27 feet (maximum) from sidewalk/parking lot level. All pedestrian & parking light luminaires shall be mounted at the same height.

- LAMP TYPES:

The parking lot & pedestrian lights shall have a mix of LED & Metal Halide Lamps.

- ILLUMINATION LEVEL:

The parking and pedestrian areas shall have an average illumination level of 1.5 foot candles – measured from the sidewalk/parking lot surface. The lighting design shall not result in ‘hot’ or ‘cold’ spots where illumination levels are substantially higher or lower than the required levels.

- SPACING:

Lights shall be spaced at a distance to maintain the required average illumination level above.

# SIGNAGE DESIGN GUIDELINES

## gateway & entrance signage

### 6.0 ENTRANCE SIGNAGE

Ball Park Commons branding signage will be provided by the Developer for identity of the District Neighborhood to help enforce the neighborhood's identity.

- Signage will be located within Open Space Easements.
- Signage shall be integrally designed with the landscape design of the Open Space Easements.
- Gateway signage shall be primarily designed with architectural materials coordinating with building materials. Secondary materials such as metal & wood may also be used with the approval of the Architectural Review Board.
- Gateway signage shall have lit signage.
- Gateway signage shall include the name of the Ballpark Commons Neighborhood and its logo only.

**BUILDING & WAY-FINDING SIGNAGE**

Building signage for each individual parcel or building must be approved by the Master Developer and shall adhere to the following requirements:

**WALL & BUILDING MOUNTED SIGNS:**

All wall mounted signs shall be an integral part of the overall design – appropriately located and scaled with the massing, details, and materials of each building. Selected Wall Mounted Elements, if architectural designed to break up massing, may be evaluated as an extension of the building and selected examples may not count against traditional sign square footage allowances. We request an allowance for additional signs of up to 3x's the regular UDO sign amounts to allow for creative brand expressions.

All Signs not intended to be visible to outward exterior of a building – shall not count against as signage. Example – Baseball Stadium signs that are advertising and sponsorship intended for the interior fans seated within the ballpark, do not count as signs, and branding logos for sports teams and BPC master signage do not count towards sign ratios.

**MONUMENT SIGNS:**

One (1) free-standing monument sign is permitted for each Development Parcel on a case-by-case basis. Such signs shall be appropriately scaled and integrally designed with the landscape plan, and building design. The baseball may have two monuments – one by each main entry for BPC to better brand the BPC Themes.

**CONTENT:**

Signs may include the name of the development/building, logos, the address, and leasing contact number only. No other

information may be contained on building signage.

**SIGN LIGHTING:**

Signs shall be lit or back lit, lit signs shall have hours of operation to match the parking lot lighting hours.

Signs PDD Ordinances Formulas are Calculated as Follows: To be agreed to with City Staff – request is 3 times the regular retail sign amounts to be applied to the entire BPC district.

## City of Franklin - Applicant's BPC Response to Staff Comments Department of City Development

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**Date: October 22, 2017 - Bold Responses Dated 12/11/17 Applicant's Responses are in "Bold Typeface"**

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To: Zim-Mar Properties LLC and Milwaukee County Parks Department

From: Department of City Development Staff

RE: Ballpark Commons Planned Development District Amendment, Special Use, and Natural Resource Special Exception – Preliminary Staff Comments

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Please be advised that staff has reviewed the above referenced materials. Department comments are as follows for the Planned Development District (PDD) Amendment, Special Use, and Natural Resource Special Exception (NRSE) materials submitted by Mr. Patrick Shanahan on behalf of Zim-Mar Properties LLC and the Milwaukee County Parks Department, date stamped by the City of Franklin on October 2, 2017, October 16, 2017, and October 20, 2017.

**Please note that the submittal was incomplete, and as such, only preliminary staff comments can be provided at this time.** In particular:

- A Certified Survey Map (CSM) application for the lands south of Rawson Avenue will be required as the right-of-way of Old Loomis Road is proposed to change, and as Site Plan approval for the proposed apartments is being requested at this time, which will be served by the proposed new public road right-of-way associated with the relocated Old Loomis Road.

**JSD sent detailed road plans – if engineering is accepting of the design a draft concept map depicting the CSM intent can be anticipated 12/25 - draft lot layout. The formal CSM will follow formal approvals that are still subject to change.**

- Please note that the PDD Amendment, NRSE, and the CSM applications will need to be signed by an authorized representative of the Wisconsin Department of Transportation as certain State transportation owned lands are still located within and are impacted by the proposed project.

**Tony Barth DOT sent scanned email copy and a signed original and confirmed at city.**

- An electronic copy of the NRSE information was provided on October 20<sup>th</sup>, and as such staff review has not yet been completed. As such, the comments provided in green highlight will be revised shortly.

**JSD responded to staff comments and has presented the updated plan to the environmental commission on 11/29.**

**DNR has requested that one additional Wetland be avoided and the plan is being modified to avoid the .03 acre wetland in the northwest corner.**

- The PDD Amendment materials must be revised to include site plan information relative to the Oak Leaf Trail which is currently under construction on the subject property.

**This work was contracted through the county prior to the applicants control of the land – the county should have applied with the city for needed permits. JSD has taken the OAL Leaf impacts into account in its analysis and we have added additional mitigation to account for the prior county work that will be placed in conservation easements for long term protection upon site plan approvals.**

- If landfill waste is to be relocated, and is not being required by the Wisconsin Department of Natural Resources as part of the landfill's monitoring and maintenance, separate use and site approval for this activity must be requested.

**Waste is being relocated is a part of the applicants Closure Plan and Modification Request Submitted to the DNR on 12/06/17. We can submit a draft plan for your review and consideration. There is a waste relocation exhibit in the Plan that JSD and Sigma have provided.**

As such, final staff comments cannot be provided, nor can the public hearings for the PDD Amendment, Special Use, and NRSE applications be scheduled. **Understood.**

Lastly, please note that Engineering Department comments have and will continue to be provided separately. **Noted and JSD has been engaged with engineering on City feedback with Staff and Graef.**

## **Unified Development Ordinance (UDO) Requirements:**

### **Planned Development District (PDD)**

1. Sections 15-3.0401B., 15-3.0403C., and Table 15-3.0402C. of the UDO, please provide (preferably as a table) the Open Space Ratios, Gross Densities, Net Densities, Floor Area Ratios, and Landscape Surface Ratios--as applicable--for the entire project area as well as for each sub-area.
  - a. Please verify that these densities and ratios are in conformance with the applicable standards within PDD No. 37, as may be amended. **See answers in 2 below.**
  - b. Those densities and ratios for areas for which site plan approval is not yet being requested may be noted as preliminary. **See answers in 2 below.**
2. Sections 15-3.0401C., 15-3.0403B., 15-9.0110, 15-10.0208 of the UDO, please submit a completed Natural Resource Special Exception application.

**JSD completed this process for master infrastructure, these calculations were performed for the overall site but each pad will need to be evaluated at the time of pad application. The city will have future controls over each additional pad upon application.**



3. Sections 15-3.0403D. and 15-5.0108B. of the UDO, staff recommends that the minimum required setback from the S. 76<sup>th</sup> Street and W. Rawson Avenue rights-of-way of 40' be maintained.
  - a. Please note that staff may not object to non-principal structure(s) encroachment into this setback subject to approval from Milwaukee County, the Wisconsin Department of Transportation (if required), and the provision of further evidence that such encroachments have been minimized to the greatest extent possible and can be accommodated safely. Staff would strongly encourage consideration of berms, fences, or other structural or design elements to identify the setbacks, to discourage any inadvertent encroachment into these areas, and to guide safe and proper automobile driving habits along these stretches of County Trunk Highways.

**JSD plan submitted shows a setback of "0" or near "0" as noted on the site plan. Subject to each site's individual review and approval. We plan to internally orientate pedestrian areas and outdoor seating areas in targeted areas.**

4. Section 15-9.0208B.1. of the UDO, please include within a Project Narrative a statement describing the relationship of the PDD Amendment to the Comprehensive Master Plan and the City's Park Plan.

**Narrative Description of the entire district intent was submitted to staff and awaits feedback. The development was planned to add a neighborhood amenity that Franklin can experience a mixed use blend of sports, entertainment, culture and commerce in a centralized location.**

5. Section 15-9.0208B.1.a. of the UDO, please provide a summary (preferably a table) of the total area, amount of open space, number of dwelling units, etc. of the overall project as well as of each sub-area, and verify that this matches such information as may be shown on project maps and other tables (such as the Masterplan Data table).

**JLA Table 11/3/17 with density and related sub areas was submitted within the Narrative, a map defining sub areas can be provided to better define each area.**

6. Section 15-9.0208B.1.b. of the UDO, please include within a Project Narrative a general summary of the estimated value of the project, broken-down by major buildings, sub-areas, etc.
  - a. Please verify that these estimated values reflect the most recent site plans. For instance, Buildings C8 and C9 are no longer proposed on the Masterplan or Site Plan maps, and numerous proposed building sizes have changed over time.

**The building by building valuation is best illustrated in the updated TIF addendum, for consistency purposes please use the TIF schedule for the best source of valuation per area.**

7. Section 15-9.0208B.1.c. of the UDO, please provide within a Project Narrative the Developer's maintenance responsibilities within the general outline of the organizational structure of the Ballpark Commons project.

**The Applicant will form a C.A.M. pool and the master association will be responsible for governance of the methane containment system and prorating charges back for activities and responsibilities of the association, including lawn mowing common areas, and snow removal of shared spaces – except those spaces that are in the city public right of way which should be maintained by the city. The Oak Leaf trail shall be maintained by the county. The ROW are identified in engineering documentation, do you need a color exhibit highlighting ROW.**

8. Section 15-9.0208B.1.d.(7) of the UDO, please provide architectural drawings or artist renderings of all proposed principal structures.
- a. Please note that pursuant to condition #2 of PDD No. 37 Ordinance No. 2016-2212, this information may be preliminary.
    - i. For those buildings for which site plan level approval is not yet being requested, staff would note that sketches, or even examples from other similar projects, would likely be acceptable.

**Conceptual Elevations are provided along with the Narrative.**

9. Sections 15-9.0208B.1.e. and 15-7.0103R. of the UDO, please provide a revised landscape plan for the entire project area.
- a. Please note that this information may be preliminary, but must reflect the most up-to-date site plans, include all sub-areas, and include those areas along public roads, within public spaces, etc. See more detailed recommendations within the Landscape Plan portion of these staff comments.
  - b. The landscape plan is provided for all

**We have submitted plans for landscaping all public right of ways and conservation berms, shared parking areas that buffer Hawthorne and Stonehenge subdivisions, each future developable pad will submit its own landscape plan that has pad specific plantings. The city will approve pad specific landscaping at a future date.**

10. Sections 15-9.0208B.1.g., 15-7.0201N., 15-3.0501, 15-7.0102C. and 15-7.0103S. of the UDO, please provide the Site Intensity and Capacity Calculations for the entire project area as well as for each sub-area.

**Please note that these densities/calculations must be in conformance with the applicable standards within PDD No. 37, as may be amended.**

**JSD Provided a master intensity calculation, each pad will needs to be provided at a individual pad, at the time of each future pad we can verify the overall calculation is still in compliance. Using the original bigger picture targets of the PDD districts is the intent of the district.**

11. Sections 15-9.0208E.1. and 15-7.0103U. of the UDO, please include within a Project Narrative a time-table for construction of the project, including any phasing.  
Project Phasing – Subject to approvals:

**Winter 2017/2018**

**Start Feb 2018 Install of Methane Containment  
Install Erosion Control Fencing /**

**Spring / Winter 2018**

**Begin Import of Soils  
Utility Work – Storm Water Ponds  
General Cut Fill Site Work  
Install Lighting Shields Existing Ball Fields  
Excavate & relocate trash S3  
April 1 Pull 1<sup>st</sup> Permit on S3 indoor portion – Planned  
Opening Dec 2018.  
B Apartment Buildings start each additional B Building  
each 90 to 120 days for phased delivery.  
A Apartment Buildings start June 2018 – plan 150 units  
completed in 13 month per building.**

**Summer 2018**

**Start Public Road Construction – JSD produce a traffic  
phasing plan (Existing Fields will still need traffic  
access during 2018).  
Start C2 & C1 Commercial Office Retail Locations  
Planned Completion August 2019  
Start S1 Stadium Construction –  
Planned Completion Stadium April 2019**

**Fall 2018**

**Complete Master Utilities  
1<sup>st</sup> Lift of Asphalt**

**Winter 2018 /2019**

**Goal of Indoor Sports Building S3 Opening**

**Spring 2019**

**Balance 1<sup>st</sup> Phase of Building Openings Begin  
S1 Stadium April 2019**

**Summer 2019**

## **Balance of Phase 1 CO Openings Commences**

12. Section 15-9.0208E.6.a. of the UDO, please include within a Project Narrative information about the compatibility of the proposed project's uses with the surrounding neighborhoods.

**Please see the district intent in the narrative section.**

13. Section 15-9.0208E.6.c. of the UDO, please include within a Project Narrative information about the compatibility of the proposed project's density with the surrounding neighborhoods.

**Please see the district intent in the narrative section.**

### **Special Use**

1. Section 15-3.0701A. of the UDO, please complete a separate Special Use Standards and Regulations form for each Special Use requested.
  - a. Please note that pursuant to PDD No. 37 Ordinance No. 2016-2212, the Indoor Sports Complex and buildings over 3 stories are also Special Uses.

**We have requested that Staff Consider the Indoor Sports S3 be a permitted use in PDD 37. We ask for a 3 story 36 ft height for the B apartment buildings. The A apartment buildings near Hwy 36 & Rawson we may request a 4<sup>th</sup> story 45 ft to add 1<sup>st</sup> floor retail & commercial.**

**The following is a description of stories and heights (all heights are approximated and subject to change at the time of parcel application):**

**For Sports S1 Stadium 45 ft for buildings**

**1 Story (Most Structures Example Bathrooms, Merchandise, Food and Beverage)**

**Press Box 2 Story**

**Selected Out Field Stands may ask for viewing deck**

**Upper Stadium Concourse is approx. 14 ft above field level – berm seating bowl**

**For Sports S2 Golf < 50 ft for building 3 Stories**

**For Sports S3 Indoor Sports < 50 ft for building 1Story Primary Structure**

**C1 3 Stories 45 Ft**

**C2 3 Stories 40 Ft**

**C5 & C5 will likely be 1 to 2 story 30 ft, C6 may be a hotel up to 5 stories 50ft**