General Development Plan and Regulating Plan

Drexel Town Square Mixed Use Planned Development District (DTSMUPDD)

City of Oak Creek, WI

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DREXEL
TOWN SQUARE

GRAEF

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GENERAL DEVELOPMENT PLAN AND REGULATING PLAN
DREXEL TOWN SQUARE MIXED USE PLANNED DEVELOPMENT DISTRICT (DTSMUPDD), ADOPTED BY ORDINANCE 2688 (8-15-13)

PROJECT DESCRIPTION

Drexel Town Square (DTS) is a new type of hybrid town center that combines complementary ideas from economics, environmental quality, and community design:

Economics
DTS combines a solid foundation of retail customers with time-tested concepts of main streets and town squares. This enables DTS to generate a significant tax base while populating the town center over time, with a high level of pedestrian activity.

Environment
DTS combines natural features with a high-capacity green infrastructure. The project combines water quality features, wetlands, advanced stormwater features, and a community park, linked together with a continuous, walkable street system throughout the retail, residential, and civic areas.

Community
DTS combines a diversity of contemporary architectural styles harmonized and integrated with a continuous high quality streetscape and urban patterns. This creates a planning system that combines the first phase of economic investment with options for long-term growth and urban development.

The primary goal of the plan is to create a high quality, mixed-use district with the amenities, livability, and stimulating community places similar to a well-designed town center. The site design includes walkable, tree-lined streets with easy access to a variety of community places, activities, commercial and civic uses.

DTS occupies an 85-acre area located at the southwest corner of the intersection of West Drexel Avenue and South Howell Avenue (formerly called the "Delphi" site). The site is 0.75 miles from an I-94 Interchange. A new underlying zoning district will be established for this area and included in the City's zoning ordinance.

The proposed plan provides:

- Moderate density multi-family units along the western portion of the site
- Mixed-use commercial, residential and civic buildings surrounding the central town square
- Traditional suburban large-format retail at the southeast corner of the site, with freestanding outlot buildings on the periphery
- New City Hall and Library
- Multi-acre environmental park and wetland preserve

One West Drexel LLC (OWD)

Given the unique nature of Drexel Town Square and the considerable public investment represented by the creation of the Tax Increment Financing District and the location of the new City Hall and Public Library, a public / private partnership known as One West Drexel LLC (OWD) was created. OWD is overseen by a 5-person board of directors consisting of three members from the private development team and two from the city government. The board is responsible for overseeing the implementation of the development plans for the project as well as reviewing and approving sales transactions, capital budgets and related issues.

APPLICATION OF DTSMUPDD

Due to the scale and potential phasing involved in the project and given the uncertainties inherent in predicting future markets, the DTSMUPDD contains a certain degree of flexibility to allow for adaptation to changing market conditions.

PLAN COMMISSION REVIEW

The Oak Creek Plan Commission will be charged with interpreting and assuring compliance with the DTSMUPDD. Building permits will not be issued without Plan Commission approval. The review process should:

- Allow for the successful implementation of the general urban design patterns as in the DTSMUPDD.
- Allow designers and developers reasonable flexibility in the creation of specific designs to meet current and future market and economic realities.
- Generate and sustain economic and social value as subareas develop and redevelop over time.
- Ensure high quality development that creates a vibrant, diverse, clean, safe, destination.
- Create meaningful community places for current and future users through the integration of buildings, site, and landscape features.
- Ensure that building and site designs create an attractive, interactive environment for pedestrians, cyclists, and motorists.

First Generation Proposals

First generation proposals include the design concepts for architecture and site layout that are submitted as part of the combined development effort of the City, One West Drexel LLC (OWD), and selected developers as designated by OWD. These design concepts have been substantially reviewed and presented to the general public as part of the overall DTS process. These private development proposals also represent higher financial risks because they are part of the initial investment which carries greater uncertainty and unforeseen difficulties with implementation. Given these circumstances, the review of first generation development should be granted far more flexibility in the approval process. These non-binding first generation design concepts are illustrated in **Figure 1.**

As part of the First Generation development, key components of the infrastructure will also be implemented that establish the basic "street and block" plan for the site. This is shown in **Figure 2.**

Plan Changes and Future Development Options

To allow for a reasonable degree of flexibility in site and building design, staff should make an official determination if a proposal demonstrates "substantial compliance" with the general development plan or first generation proposals. Specific exceptions and the rationale for exceptions should be stated by staff as part of the materials submitted to the Plan Commission for review.

Common sense and reasonable interpretations should be used to evaluate development proposals with the recognition that current and future market conditions may suggest alternate development solutions that have not been anticipated by these guidelines. If necessary, they can be modified in the future with appropriate City approvals. In all cases, specific site and building designs should protect the health, safety and welfare of the general public and ensure the economic viability of the overall project.

Required Plans, Easements, Agreements and Public Improvements

For the purposes of this planned unit development, the Street and Block Plan as illustrated in **Figure 2** shall serve as the general development plan for this DTSMUPDD. All detailed site plans must be in general conformance with the adopted general development plan or the first generation development proposal (Figure 1) contained in this document. Any substantive change to the planned unit development and general development plan shall be considered a new and separate proposal, and shall be required to comply with all of the review and approval requirements of the planned unit development zoning district, including the requirement for submittal of development plans and the conduct of public hearings.

Detailed site, building, landscaping, and lighting plans shall be approved by the Plan Commission for each phase of the development. As part of the detailed review of site and building plans, the Plan Commission, with the written consent of the property owner, may make site specific modifications to any of the architectural standards in this regulating plan by a ¾ majority vote of those Commissioners present at a meeting, but only if supplemental design elements or improvements are incorporated into the project which compensate for the modifications of the particular standard. Such modifications, as well as the supplemental design elements or improvements must be specifically identified as part of the record of the Plan Commission's approval.

For each phase of the development, site grading and drainage, public streets and easements, stormwater management and erosion control plans shall be submitted to the City Engineer for approval, if required. Strict adherence to the approved grading plan will be required of the owners during and after construction.

If required by the City of Oak Creek, public easements for cross access, telephone, electric power, sanitary sewer, storm sewer and water main shall be granted. Said easements shall be maintained free and clear of any buildings, structures, trees or accessory outdoor appurtenances. All new electric, telephone and cable TV service wires or cables shall be installed underground within the boundaries of this DTSMUPDD.

If there are any future land divisions, a plat or certified survey map shall be prepared, submitted for approval and recorded. Lots within the boundaries of this Planned Unit Development are not required to have public street frontage as long as the appropriate access easements are established and are included on any future any certified survey map or plat.

Use of Terms

For the purposes of these guidelines, certain terms are defined as follows:

- A "suggestion" is indicated by terms like may, could, or can;
- A "recommendation" is indicated by terms like should or encouraged;
- A "requirement" is indicated by terms like shall, will, or must.

Additional Covenants, Deed Restrictions, Developer Agreements

Additional and possibly more restrictive guidelines may be contained in covenants, deed restrictions, and developer agreements established by OWD. Such guidelines should be anticipated as part of the maintenance and operational agreements for the site and the activities in community areas. Such conditions might include design, operation and maintenance of:

- Shared parking
- Snow plowing and removal
- Waste management and recycling
- Parks and landscape features
- Lighting
- Signage
- Infrastructure for stormwater
- Natural environmental quality
- Community events and activities (including staff support)
- Hours of operation
- Compatibility of uses and activities
- Other staff and management needs for Drexel Town Square

Phasing

At this time, several projects are intended to be implemented as part of the first phases including basic infrastructure, City Hall and Library, large format retail, Main Street mixed use, components of the park and environmental preserve, and some of the multifamily housing. Due to the scale, complexity, and extended implementation period and given the uncertainties in predicting future real estate markets, it is anticipated that there could be significant adjustments to the phasing scenario and timeline. Phasing plans will vary over time in response to the unique conditions and opportunities of the project.

Management and Maintenance

Long-term economic viability and sustainability of the district relies, in large measure, upon effective management and maintenance of the community places. A property owners association will be tasked with significant management and maintenance responsibilities in addition to those which are conducted exclusively by the City or by private property owners. Such responsibilities will be described in agreements between the City and property owners that establish the assignment of various responsibilities, shared responsibilities, costs, and monitoring/compliance measures.

SUB-DISTRICTS & GENERAL DEVELOPMENT PLAN

The DTSMUPDD for Drexel Town Square development is organized into separate but integrated sub-districts. Each sub-district has unique features and a preferred mix of uses. These sub-districts are shown in **Figure 3**. The land uses guidelines for the districts are shown in **Table 1**.

Mixed-Use Sub-District

This area is conceived as an urban mixed-use sub-district with a variety of residential, commercial, and mixed-use buildings. The vision for the area is to create a vertically and/or horizontally integrated mixed-use concept where the interaction of housing types and commercial uses provide the opportunity for an interesting urban experience and economically viable commercial enterprises. The

southern portion of this area is occupied by a town square that will attract pedestrian traffic from all across the site. Hospitality buildings or a larger commercial office building may fit the northwest portion of this area. The southeast corner (between the city Hall and large format-retail) has the opportunity to accommodate additional development consistent with the character of the Mixed-Use Subarea). The buildings along the north side of Blocks B and C, as shown in **Figure 1**, may include drive-throughs provided that they are consistent with the site plan for the First Generation Proposal and are consistent with the goals of active and walkable streets described in this document.

Residential Sub-District

This area forms the residential core of the development with a mix of townhomes, rental apartments and possibly condominiums. Small-format commercial spaces may be placed at the ground floor of buildings along 6th Street. Generally, lot sizes range from between 1.75 acres to 3 acres. Many structures will have a view of the town square or the park and wetland area.

Park and Environmental Preserve Sub-District

This area consists of a series of natural areas which include public park areas for picnics, trails (for walking, bicycling, strolling), wetlands (both existing and reconstructed), wildlife habitat, forested areas, and related natural environmental features. Portions of the private land for residential development also include natural features which blend with, and extend the visual impact of the public park. A few key sites have been identified for open-air pavilions, service structures, and possibly a small weather-protected building for restrooms, exhibits, and events.

Civic Sub-District

This sub-district will contain the new Oak Creek City Hall and Library. The building design will front the town square to the north.

Perimeter Commercial Sub-District

This area fills peripheral lots and will include several small-/medium-format commercial buildings. These auto-oriented outlot buildings require strong pedestrian connections to other community places in the sub-district. Enhanced and integrative landscape and streetscape will be essential within this area.

Large-Format Retail Sub-District

This area is the location of the large-format retail building, which serves as an economic anchor for DTS. For the purpose of DTSMUPDD, a “large-format retail building” is defined as a one-story structure, in excess of 50,000 square feet, used for retail purposes consistent with Table 1. The building is located at the southern edge of the area with a parking field in front of the building. Pedestrian connections are a priority in this area; not only to lead people to the large-format retail, but also to encourage pedestrians to easily walk to other nearby areas around the town square, park, and Main Street. Based on comparable large-format retail uses, daily vehicular trips (which often average 1.3 to 1.4 users per vehicle) can generate a high level of pedestrians per day, for whom linkages to the other districts can be encouraged and facilitated.

Design of large-format retail developments should include consideration for reclamation of the subarea if and when the initial anchor retail uses should diminish in economic activity and value. Such reclamation plans should be achievable with minimal cost to the City and in a manner that protects the economic value of adjacent development.

INFRASTRUCTURE DESIGN:

ACTIVE STREETS AND SUSTAINABILITY

The infrastructure design for DTS includes community places, facilities, amenities, and streetscape. This infrastructure design creates an integrated network of streets, blocks, and community places. This plan should be viewed as a series of suggested changes that vary slightly from the First Generation Plan in order to integrate all of the elements and achieve the following objectives:

- Establish-economically viable sites for retail, residential, office, entertainment, hospitality, and institutional uses
- Encourage placement of buildings to enclose and activate pedestrian-oriented streets
- Maximize everyday pedestrian use of streets for customers, residents, and visitors
- Maximize everyday community use of community places
- Build a sustainable urban infrastructure (with regard to the environment, economy, and community)

Vehicular circulation must be safe, efficient to maintain and operate, and supportive of the major economic, environmental and community goals of DTS. An internal vehicular circulation pattern is facilitated by a hierarchy of public/private roads and driving lanes within the development. This internal system allows vehicles to navigate within the site, thereby lessening the traffic burden on Drexel and Howell Avenues.

The provisions of Section 17.0401 of the Municipal Code pertaining to traffic visibility shall remain in effect unless otherwise modified by the Plan Commission as part of the approval of detailed site and building plans upon recommendation by the City Engineer.

ACTIVE STREETS AND WALKABILITY

The circulation network consists of a variety of street types that are bordered by friendly, landscaped sidewalks with sustainable stormwater features such as stormwater trees, bioswales or permeable paving. In some areas, the road system also contains traffic calming features making the overall experience of walking through the site easier, safer, and more visually interesting. Vehicular and pedestrian circulation in and around the site is accomplished through an interconnected network of streets, sidewalks and trails. Several alternative entry points are available on the site to alleviate traffic congestion.

Build-to-zone (BTZ) and related street edge conditions

The most critical requirement for active pedestrian streets is a sense of enclosure provided by buildings with ground floor activities linked to the street. Conventional planning practice achieves this goal by creating **Build-to-Zones** (BTZ). To help ensure that buildings are located near the front and corners of the building lot, a Build-to-Zone (BTZ) is established for lots facing public streets and easements within these areas. As shown in **Figure 4**, a build-to zone is defined as the space extending between (a) the property line defining the edge of a public right-of-way (or the line defining the edge of the public easement on a private road, or the functional equivalent of such lines) and (b) a predetermined maximum setback line (shown in the diagrams for each block). For the BTZ:

- At least 60%-90% of the linear edge shall be building facade.
- The BTZ must include the building’s front facade.

- Architectural elements such as porches, decks, stoops, bay or oriel windows, balconies, awnings, roof eaves, pergolas, covered walkways, ornamental features, chimneys, and lights should also fall within the BTZ range.
- In no case shall BTZs extend into a utility easement, beyond a property line, or interfere with required vision triangles.
- Within a public right-of-way some encroachments should be allowed for temporary uses such as tables, planters, heaters, sidewalk signage, and similar elements that extend past the property line. All encroachments must take out a permit and be approved by the City of Oak Creek.

In addition to the build-to zone intended to locate building facades along street edges, two other types of zones are identified:

- **Landscape zone** (LZ), in which a strong landscape perimeter is intended to replace the building edge. In order to do this, landscape zones must include multiple layers of continuous elements such as hedges, decorative fences, and closely spaced trees. The goal is to create a strong, rhythmic system of elements that clearly designates the public walkways/easements and acts as an attractive, pedestrian friendly feature. Typical lot edge landscapes with sparsely placed plant materials should not be considered adequate. Longer landscape zones, which extend for more than 100 feet, should be more elaborate and wider with more layers of elements (e.g., a hedge, decorative fence and double tree line). Other features might be used to create a surrogate building face with free-standing pergolas, arbors, loggias, arcades, and garden walls.
- A **Mixed Building and Landscape Zone** (MLZ), in which it is difficult to prescribe the precise locations of building on the lot. In such case, such as the Perimeter Commercial District, a new building might occupy the edge of the lot along one side or, in some case, just be located in the middle of the lot. In such circumstances the zone along the outer perimeter of the lot, abutting the public right of way should be a combinations of a build-to-zone and a landscape zone.

Residential Street Edges

To encourage walkability on residential street fronts the following guidelines shall be considered:

- Moderate use of shallow front setbacks or building recesses are encouraged for landscape elements.
- If buildings are substantially setback from the street, decorative fences, walls and/or landscape elements should be used to reinforce the street edge, enhance the pedestrian experience and emphasize the community “territory” along the street.
- The use of berms in the front of these buildings is prohibited.
- Ground floors may be raised above street level to increase the sense of privacy for residential units but still allow for the perception of an active street facade.
- Encourage multiple designs for street edges in order to create the visual diversity and grain/texture of an urban experience (as opposed to overly repetitive design concepts).
- Features such as pedestrian courtyards, or small gardens are encouraged when they enhance the aesthetic appeal and community experience along the street and do not create overly large gaps in the street edge (exceeding 100 feet).
- Avoid ground floor use of parking stalls, mechanical rooms or storage spaces that create continuous facades which are not pedestrian friendly.
- Each building (or independent use such as a store or townhouse) shall have at least one pedestrian entrance facing a public street/easement, publicly accessible courtyard or plaza or other community space. That entrance should be easily identified and emphasized through the use of architectural details and/or other treatments such as awnings, canopies or porches.
- For residential structure in a townhouse configuration, each unit shall have a street-level entry.
- The use of steps, porches, stoops, bays, canopies, awnings, and balconies should be encouraged.
- Where appropriate, the creation of small front patio gardens, enclosed by decorative fences, walls and/or landscaping is encouraged to help enliven the street.

Commercial and Mixed-use Street Edges

To encourage walkability on commercial street fronts the following guidelines shall be considered:

- Where possible, building uses that activate the street, such as shops, restaurants, lobbies, and other service activities that move goods and people in and out of the building and outdoor community areas should be located directly behind glazed facades on the ground floor.
- One of the simplest ways to make a place active is by creating outdoor places for people to gather. Outdoor spaces, such as cafes and restaurants with outdoor seating areas are to be encouraged where economically feasible.
- In lieu of active retail, landscaped areas or other well-defined seating locations are encouraged. Overly large spaces should be discouraged in favor of smaller, more intimately scaled places for just a few people to gather.
- Street activating uses can also include areas that are not open to the community yet still provide visual interaction with the interior space.
- Street edge uses should exclude long expanses of parking stalls, mechanical rooms or storage spaces that create continuous facades which are not pedestrian friendly.
- At least one pedestrian entrance shall be provided along the facade of each building along the abutting public right-of-way for each separate business, use, or activity at street level. On corner buildings and sites, it is important that at least one of the street facing facades have a pedestrian entry. If possible this entrance should be placed on the primary street or at the corner of the building. Entries on the sides of buildings within approximately 30 feet of the public street/easement may be acceptable as a street entrance. However, it is important that these entries are easily identified from and feel connected to, the public street/easement and sidewalk.
- Multiple entries on the street should be considered for buildings with over 100 feet of frontage. Pedestrian entries should be provided for each distinct ground floor use.
- Commercial development, regardless of size, should be oriented toward the streets and should not be located at the rear of the parcel with a parking lot at the street. One exception to this is the provisions for a large format retail structure and for the building type referred to as “auto-oriented” commercial outlot development.

Pedestrian and Bicycle Networks and Links

The overall site circulation system should be designed to maximize pedestrian movement throughout the district. Strong pedestrian circulation patterns into, through and around the Drexel Town Square development are vital to the success of the plan. Pedestrian movement patterns need to be planned thoughtfully, designed efficiently and be made safe and desirable to use. The pedestrian network follows the public streets/easements, drive lanes, parking lot edges and building footprints. Routes are direct, simple and numerous. Streets must have sidewalks on both sides where possible as well as a paved or landscaped terrace. Pedestrian paths also work in tandem with linear stormwater Best Management Practice (BMP) elements such as swales. Sidewalks also run the entire length of Drexel and Howell Avenues adjacent to the development site. Additional pedestrian trails will be built at the western edge of the site around the park, pond, and wetland area. This trail is intended to be a public, multi-purpose trail accessed from the terminating streets that branch off of 6th Street.

The pedestrian network should include:

- Pedestrian-friendly design concepts

- Creation and linkage of key pedestrian destinations
- Prioritization of walkability for shoppers, residents, visitors, and employees
- Traffic calming at key intersections to give pedestrians both the perception and substance of safety
- Avoidance of major pedestrian "gaps" (areas in excess of 150 feet in which there no significant positive pedestrian experiences or activities.
- Parking areas should be designed to have the least visual impact on pedestrian views and movement.

The following table shows key elements that create a high pedestrian "Level of Service:"

PEDESTRIAN LEVEL OF SERVICE
Walkability
Pedestrian priority, protection, ease of crossing
Two-way pedestrian movement
Parallel lanes for activity (curb, circulation, building use)
Microclimate modifiers
Street Definition
Strong corners
Continuity (no gaps **exceeding 80'**, no more than 1 gap per block)
Layered edges -ground level and upper levels
Visual harmony and diversity
Multiple lots, lot widths, clear building "grain"
Changes in texture, color, light and shade
Moderated continuity - height, proportion, datum, style
Visual depth - interior/exterior linkage
Frequent entries
First level, upper levels, inside/outside
Maintenance
Comprehensive, daily, seasonal, private/public
Quality
Detail, materiality, authenticity, installation

Pedestrian edges of parking lots should be organized as simple geometric shapes with strong edges of landscaping, decorative fences/garden walls, lighting and/or buildings to reinforce the space as well as provide screening from adjacent rights-of-way and community spaces and residential areas. Pedestrian walks should be incorporated into all site plans.

The large parking area required for the DTS large format retail should be traversed with pedestrian walking systems that link to the town square, Main Street, and park. Trees, plantings and other features should be located along the edges of walkways, especially in open areas. Walkways should be buffered from driving lanes and parking stalls with landscaping; walkways could be pronounced with decorative paving and pedestrian-scaled lighting. When possible, parking areas should be shared by adjacent users and mixed-use developments to eliminate unnecessary parking stalls and impervious asphalt.

Attractive, well-defined pedestrian crossings should be provided where walkways intersect driveways. In all cases driveways and drive lanes should be designed to operate without endangering the public safety.

The design of the landscape and streetscape plans for this DTSMUPDD must integrate with and complement the adjacent Oak Leaf Recreational Trail along the Drexel Avenue frontage of this development.

Parking Supply, Demand, and Value

In many large development projects, the economic value depends on access for customers, employees, residents, and visitors. Site access varies substantially in urban versus suburban settings due to user expectations, site layouts, and transit availability. For DTS this becomes a more complex issue because a compact, active district which depends almost entirely on adequate parking, especially during the initial stages of growth when there are few, if any, residents on site. At the same time, the parking patterns that are considered acceptable to users in urban areas become unacceptable for the same people who are expecting a suburban-style parking system.

To resolve these issues DTS has adopted a wide variety of parking strategies and options. **Figure 5** depicts concepts for the use and location of parking. As each project is developed there should be a careful analysis of parking supply and demand to ensure a reasonable level of success for each investment. An analysis of overall DTS parking value, supply, and demand should be prepared prior to detailed site approvals. The minimum required parking for uses within this DTSMUPDD may vary from the standards established in Section 17.0403(j)(1) of the Municipal Code.

Liberal dispersion of both off-street and on-street parking facilitates shared parking and convenience. Many of the multi-family and mixed-use buildings will provide a large proportion of their parking spaces in under-building structures. Some of the retail activities may use linked parking areas to limit the total amount of needed parking for peak demands.

Parking in the development is accomplished through a mix of on-street, structured, under the building and off-street surface parking lots. On-street parking is provided on public streets/easements and should be considered for all calculations of parking needs of future users.

While automobile parking is essential to the economic success of any development plan, too much surface parking can have an adverse effect on social and economic conditions. Proper balance between parking and aesthetic concerns is necessary in the creation of an attractive and economically vibrant area. The plan's intention is to create ample parking opportunities with the least visual, environmental, and economic impact on surrounding properties and community spaces.

Initially, customers, residents, and employees should be expected to follow the typical behaviors and attitudes of persons using suburban development. For example, the use of structured parking at upper levels for retail activity is unlikely to be successful during the initial development of DTS. Over time, and with slowly changing attitudes of users, parking behavior and attitudes will change, facilitating new arrangements and probably allowing for more intense development.

Parking Estimates for Project Approval

Each use requires a reasonable amount of parking. All users for DTS (with the exception of those arriving by bus, bicycle, or on foot) will arrive via a parked vehicle. Based on this necessity, we can also look at the approximate level of development – and development value – generated by each "needed" parking space. Please note, that an excess supply of parking – that is, an "unneeded"

parking space has no value for development and, in fact, accrues a capital and maintenance cost as well as an opportunity loss. Consequently, getting the parking "right" is a critical economic exercise.

Each development proposal, when reviewed for approval, should include an estimate of the regular and peak parking demands and how these demands will be accommodated relative to the other existing/proposed uses on the same block (as referenced in the street and block plan in **Figure 2**.)

The following tables show some of the factors to be considered in estimating supply and demand, at the initial stages of development. Metrics in these tables change with different uses, degree of urbanization, and social trends. Detailed evaluations should be based on industry-standard sources for parking estimates. Briefly, the approximate value for parking spaces is as follows:

Approximate Parking Supply and Demand for Users and Employees		
Land use	**Typical demand**	**Additional considerations**
Housing	1 unit per bedroom	1 per unit for average renters/owners
Senior Housing	.5 to 1.0 spaces per unit	Varies substantially by type of facility
Retail	3.5 - 5 spaces per 1,000 gsf	Parking in ramps may be problematic
Restaurant (sit down)	8-12 spaces per 1,000 gsf	Parking in ramps may be problematic
Restaurant (fast food)	20 spaces per 1,000 gsf	Parking in ramps may be problematic
Commercial office	3.5 - 5 spaces per 1,000 gsf	Viable for users
Medical Office Building	5 spaces per 1,000	Reasonable for some employee parking
Hotel	1.25 - 1.75 spaces per room	Structured parking viable
Civic	3.5 - 5 spaces per 1,000 gsf	Structured parking viable
Mitigating factors		
1 Street parking should be counted when it can be guaranteed		
2 Shared parking should be counted when it is highly likely		
3 Peak parking demands may be offset by abutting non-peak uses		
4 Business operators should be consulted as part of the parking evaluation process		

Value of Parking Spaces by Land Use			
Use	Approximate building value per square foot	Approximate building area (in square feet) per parking space	Approximate tax base per "needed" parking space
Senior Housing (private)	$175	650	$113,750
Health care	$350	250	$87,500
Housing	$125	650	$81,250
Medical Office Building	$200	250	$50,000
Hotel	$125	400	$50,000
Grocery	$150	300	$45,000
Commercial office	$150	250	$37,500
Bank	$125	300	$37,500
Retail	$125	250	$31,250
Restaurant (sit down)	$200	100	$20,000
Restaurant (fast food)	$250	50	$12,500
Civic	$0	250	$0

Parking Design

Parking design should following these guidelines:

- Surface parking is prohibited between the public street/easement and the building facades except for the Perimeter Commercial District and along the landscape zones shown in **Figure 4**.
- Parking lots should be organized as simple geometric shapes with strong edges of landscaping, decorative fences/garden walls, lighting and/or buildings to reinforce the space as well as provide screening from adjacent rights-of-way, community spaces, and residential uses.
- Vehicular access between adjacent sites is required when possible, eliminating the need to return to the adjacent collector or arterial street when visiting multiple adjacent sites.
- Bicycle travel should also be promoted through the use of permanent bicycle racks.
- Parking lots should not be placed at street corners.
- Street facing garage doors are discouraged, however they may be used on a limited basis for access to under building parking or where site conditions make access from the rear or side impractical. Street facing garage doors should be placed behind the front main building façade, should be attractively designed and constructed of high quality materials.
- Parking areas in the Perimeter Commercial District should be at the rear of the building, with the building facing Drexel Avenue or Howell Avenue.
- Parking areas should be designed to have the least visual impact possible on the landscape.

Parking Management

Parking management should following these guidelines:

- New uses should be required to produce a parking design and management study which documents the level of use at regular and peak times, the degree of sharing for parking with nearby users, the way in which the owner/user intends to maximize efficient use and sharing of the parking
- Shared parking strategies are encouraged to eliminate redundant and unnecessarily large parking areas. Shared parking should be counted for all calculations for parking needs of future users. For example, during evening hours surface parking spaces on the City Hall site could be used for nearby restaurants as well as for users of the park and environmental preserve.
- Cross access and/or joint parking easements may need to be developed in the event of the parcel being subdivided.
- Shared driveways should be used to serve groups of buildings with shared parking courts between buildings.
- Sharing arrangements should be codified in covenants, deed restrictions, and developer agreements.
- Parking management should promote effective economic activity, maximize the sharing of parking areas for commercial activity, and avoid inefficiencies in parking in which parking occupancy patterns discourage higher density, compact development. (This should be shown in the parking analysis for each development proposal).

Driveways and Drive-throughs

Driveways and drive-throughs, where permitted by the City and OWD as part of the site and building plan review and protective covenants should be fully integrated with the infrastructure design. Toward this end:

- All driveway locations must be approved by the Plan Commission as part of the detailed site plan review for each phase.

- To provide for adequate access to development parcels it may be necessary to allow driveway access points closer to street intersections than current City standards.
- When vehicular parking entries, curb cuts, and driveways, cross the public walks/easements they shall not exceed 24 feet in width, except when deemed necessary to accommodate service and emergency vehicles etc.
  Where the vehicle entry driveway crosses the sidewalk, the paving along the sidewalk must remain at the same typical height as the adjacent sidewalks to create a level, non-interrupted path for pedestrians.

Additional Drive-through Considerations

Drive-through facilities are allowed only in the Perimeter Commercial Sub-District, the Large-Format Retail Sub-District, the northern edge of the Mixed-Use Sub-District in Block B (Buildings B5, B1, and B2) and Block C (buildings C1 and C2), and the Library book drop-off. Drive-throughs should be located at the rear or side of buildings and should not be placed between a public street/easement and the main building structure. Every effort should be made to coordinate and integrate drive-through facilities into the overall architectural treatment of the main building. Creative design solutions such as remote kiosks are encouraged to minimize the impact of the drive-through facility on the overall site design. Clearly defined pedestrian crossings should be provided where walkways intersect drive-through access lanes. In all cases drive-through facilities should be designed to operate without endangering the public safety.

Due to the prominent location, although allowable, drive up windows and lanes for buildings B5, B1, B2, C1 and C2 will be held to the following requirements:

- Location: Drive-up windows and lanes are not permitted on the Main Street side, or on the side of a building facing Drexel Avenue. Effort should be made to conceal portions of a drive up lane which are visible from Drexel Avenue or Main Street.
- Orientation: Orientation of the drive-up lanes will be configured such that parking areas for adjacent tenants and their patrons are not encroached upon, blocked, or made difficult to arrive at.
- Quantity and Width: Drive-up lanes in the Mixed-Use Sub-District are limited to (1) one per building. Lane width to meet standard local code requirements.
- Automobile Stacking: Drive-up lanes shall provide sufficient space for at least four (4) waiting vehicles and no queuing spaces shall preclude the use of any parking spaces, nor shall any queuing take place in the public right-of-way.
- Pedestrian Circulation: Drive-up lanes shall be designed to minimize their impact upon pedestrian circulation systems. Drive-up lanes, including the required queuing space may not impede pedestrian access to public building entrances.
- Menu board/microphone/order placement system: Order placement systems proposed with the drive up lane shall meet the following criteria:

  o A singular microphone/menu board/order placement system shall be utilized, no separate components.
  o Size of the ordering system is limited to (9) nine square feet, on one side, not to exceed (6) six feet in height above the finished drive lane elevation. The ordering system will be limited to one side only, facing the drive up lane patron. The backside of the ordering system shall be of a color that blends into the surroundings, with efforts made to conceal it from public view from adjacent lots or roadways.
  o The materials used for the order placement system shall be of high quality, professionally constructed, and durable. Materials shall follow the guidelines of Appendix B, Sections D and E-3.
  o All lighting for order placement systems shall be concealed. Lighting shall be considerate of adjacent tenant's and patron's line-of-site, excessive brightness of the order placement system is not permitted.

- Weather Protection: Separate weather protection canopies or similar structures are not permitted detached of the main building's architecture for any order placement system.
- Signage: Additional signage will not be allowed as a large feature of any menu board/microphone/ordering system. Signage on menu board/microphone/ordering systems will be limited to a small size, and directed at the drive up patron only.
- Lighting: Lighting dedicated to drive-up lane illumination shall also meet parking area lighting requirements. A photometric plan shall be included as part of the site plan approval process for drive up lanes.
- Audible Level of Microphone: The audible level of the order placement system shall be kept to a minimum for the proper function of the system, but considerate of adjacent tenants and patrons. Excessively loud order placement systems are not permitted.
- Drive-up windows and lanes proposed will be reviewed on an individual basis by the Plan Commission as part of the site and building plan approval process.

Service

Service and loading areas of buildings should be located in an area away from the public view to the greatest degree possible. Refuse areas shall be integrated into the building architecture with high quality design and/or screened with similar building materials to the main architecture. When possible, service and utility areas should be inside the building or integrated into the architecture of the building.

Due to the urban character of the development, with parking areas at the rear or sides of buildings, there may not be adequate space to create loading areas that are entirely separated from parking areas. In these cases, every effort should be made to integrate a safe and well-organized loading area that allows for the coexistence of multiple uses. To reduce the amount of area dedicated to these needs, shared service areas between adjacent users and buildings should be allowed and encouraged throughout the development.

Each building site shall have its own or a shared designated refuse and trash area. The areas should be kept clean and avoid accumulation of excess disposal materials. Conceptually, for the smaller format stores, trash and refuse areas shall be examined and determined on a case-by-case basis. Preferably, trash and refuse areas should be connected directly to the building and integrated into the architecture. However, the parking lot may also contain a designated refuse location. Location of trash and refuse areas shall be positioned in such a way within the parcel to allow trucks and easy-in easy-out access. All outdoor trash areas will need attractive designs, and persistent maintenance. Recommended enclosures would be of masonry or other suitable construction material that harmonizes with adjacent architecture, landscape or hardscape features. Enclosures shall be gated and always well maintained and kept clean. The pedestrian view shall always be kept attractive.

MAINTENANCE AND OPERATION

The maintenance of common areas shall be the responsibility of a property owners association, business improvement district, or other organization acceptable to the City of Oak Creek Plan Commission and OWD.

The number, size, location and screening of appropriate solid waste collection units shall be subject to approval of the Plan Commission as part of the required site plan(s). Solid waste collection and recycling shall be the responsibility of the owner(s).

Removal of snow from off-street parking areas, private roads, walks and access drives shall be the responsibility of the property owner(s), consistent with any deeds or covenants, and may be included as part of a common maintenance agreement with a property owners association, business improvement district, or other organization acceptable to the City of Oak Creek Plan Commission and OWD.

The maintenance of regional stormwater ponds shall be the responsibility of the City of Oak Creek. The responsibility for maintenance of other facilities constructed as part of the identified stormwater best management practices shall be the responsibility of the property owner, property owners association, business improvement district, or other organization acceptable to the City of Oak Creek Plan Commission and OWD, consistent with any covenants, deed restrictions, developer agreements or intergovernmental agreements.

LANDSCAPE, STREETSCAPE, COMMUNITY PLACES, SIGNAGE & LIGHTING

The diversity of community spaces in the district will stimulate passive and active activities. Community amenities are located throughout the development and provide opportunities for social interaction and community enjoyment. The town square becomes the heart of the district with an open, flexible design allowing for year-round activities. Along the western boundary of the site, park areas and wetlands will provide a highly accessible link to the natural environment, wildlife habitat, pond and creative stormwater element for the site. The area shall include multi-use trails connected to abutting residential structures as well as 6th Street. Several smaller paved plazas are envisioned in the mixed-use areas to provide opportunities for outdoor eating and small community gatherings.

The storm-water system shall also be woven into the overall landscape treatment of the Drexel Town Square site to create an integrated recreational and environmental system that exemplifies best management practices for stormwater treatment.

Options for best management practices (BMPs) for sustainable development were developed in a separate publication for the Milwaukee Metropolitan Sewerage District (MMSD) entitled *Sustainable Development Guidebook for Drexel Town Square*. Appendix A shows the recommended planning concepts to be considered for sustainable development practices. These plan concepts were developed for MMSD and are **not binding** as part of the DTSMUPDD. Sustainablity goals incorporated into these plans include accommodating 100-year storm events on site, removing 80% Total Suspended Solids compared from the stormwater, and creating enhanced wetlands and environmental features, and other sustainability goals of MMSD. This work was undertaken as part of a contract between the City of Oak Creek and MMSD, which includes potential funding for the implementing of some of the BMPs contained in the Sustainable Development Guidebook. Appendix A includes the Table of Contents for that publication along with excerpts from some of the 32 concepts contained in the publication.

Ownership and maintenance responsibilities for all landscape, community places and environmental features shall be codified in separate covenants, deed restrictions, and developer agreements.

Specific landscape planning shall be further defined as each parcel, area and phase is developed.

Signage

Appropriate and attractively designed site signage is an important component of the overall aesthetic appeal of any commercial or mixed-use area. Good signage based on design and graphic quality should be encouraged throughout the DTS area. Primary determinates of signage should not be based solely on size, but rather on design quality as well. These guidelines should be considered:

- Ground-mounted or monument type shall be used to identify a single user or a group of tenants in the development.
- Site signage shall be primarily constructed of high-quality, attractive, and durable building materials such as stone, brick, concrete, decorative metal, and hardwood.
- Signs shall be integrated with the design of the buildings and/or landscape features. They may reflect certain design characteristics of the buildings, use similar materials, or serve as an attractive object in the landscape.
- Signs should reflect and enhance the nature and appeal of the retail and commercial experience and not be just a list of tenants.
- The sign face shall be illuminated from an external lighting source, but may also incorporate additional lighting applications.

In addition, separate design guidelines for signage will be included in **Appendix B**.

Outdoor Lighting

All plans for outdoor lighting for each phase shall be reviewed and approved by the Plan Commission, The Commission has the discretion to delegate this review and approval to the Electrical Inspector.

Overall lighting standards shall follow these guidelines:

- Limits on height: 15 feet-18 feet maximum height for pedestrian lights; 18 feet-25 feet maximum height for the outermost bank of lights and a height limit of 35 feet for the other interior parking lot lights.
- All lighting must be either LED or Metal Halide (MH) in type.
- Color temperature range of lighting: both LED and/or MH should fall in the range of 4100-4300 Kelvin (K). This will give lights a warm white appearance.
- Outdoor seating areas should include pedestrian-level lighting at comfortable illumination levels. Using pole-mounted fixtures and lit bollards to illuminate walkways is also an effective approach to defining the pedestrian zone and surrounding areas.
- Outdoor site and parking areas should provide a safe and inviting environment for users.
- Given the close proximity of residential properties to commercial uses, it is essential that site lighting should be controlled to prevent excessive glare onto adjacent properties or the public right-of-way.
- Exterior lighting should enhance building architecture and prominent landscape features, reinforce entries, and illuminate pedestrian routes. Site lighting should be subdued and pedestrian in scale.
- The outdoor lighting standards established by Section 17.0808 of the Municipal Code shall apply to sites that border on the exterior of this DTSMUPDD. The Electrical Inspector, in consultation with the Director of Community Development and OWD, has the authority to modify the requirements of Section 17.0808 for sites interior to the DTSMUPDD provided the modifications are consistent with the standards of this DTSMUPDD and any deed restrictions or protective covenants.

Landscaping

Plans and specifications for site landscaping for each phase of the development shall be subject to approval by the Plan Commission and should be consistent with the standards established by Section 17.1010 of the Municipal Code. The Commission has the discretion to delegate this review to the Director of Community Development who, upon conferral with the City Forester, may approve those plans.

The Director of Community Development, in consultation with the City Forester and OWD, has the authority to modify the requirements of Section 17.1010 for the DTSMUPDD provided the modifications are consistent with the standards of this DTSMUPDD and any deed restrictions or protective covenants.

Landscaping shall not interfere with any fire hydrants or fire department connections. All easements shall be illustrated on the landscape plan.

Landscaping/Streetscaping of Large Parking Lots

A critical component of suburban development is the treatment of large parking lots (lots whose width is greater than one parking bay of double-sided parking spaces). This becomes especially difficult in DTS because a significant goal is the creation of the look and feel of a walkable town center. Consequently, landscape treatments require a unique approach, blending the best of both urban and suburban concepts. Parking lots shall follow these guidelines:

1. ***Landscaping elements.*** Lot edges shall have strong landscaped and tree-lined edges, similar to the landscape zone guidelines:

   - ✓ Where feasible, canopy trees should be located a maximum of 35 feet apart with initial plantings of species with a 2.5 inch caliper.
   - ✓ Tree rows should be used to mask those parts of retail facades, which do not contain significant advertising, signage or windows.
   - ✓ Planting internal to parking lots should not be randomized according to a preset formula (such as one tree every ten parking spaces), but should be laid out to compose separations and divisions with the parking lot, which will emphasize entrances to buildings, connections to sidewalks, and other compositional features of the site.
   - ✓ Where feasible, landscape elements in parking lots should be combined with stormwater and sustainability features such as bioswales.

2. ***Paving elements and walkability.*** While the costs of parking lots should not become excessive, special treatments should be considered for potential pedestrian links and connections along the sides of buildings, the edges of parking lots and for critical alignments with building entrances. Systems of decorative pavers and concrete can accomplish these goals. This is especially important for DTS since the goal of increased pedestrian activity is intended to be accomplished across the entire area including the areas designated for Large-Format Retail and Perimeter Commercial Sub-Districts.

   - ✓ Permeable pavers should also be considered as part of the overall stormwater management system for the site. Inclusion of permeable pavers is also intended to result in credits towards operation and maintenance costs for stormwater.

3. ***Building edges.*** Storefronts along the edge of large parking lots should include elements that encourage pedestrian movement such as:

   - ✓ Awnings and canopies of various sizes and colors.
   - ✓ Wall-mounted letter signs.
   - ✓ Projecting signs similar to traditional main street signage.
   - ✓ Vertical elements intended to add strong visual interest. These might include banners, hanging planters, light poles.

BUILDING DESIGN GUIDELINES:

COMPOSITION, FACADES, MASSING, DETAILS, MATERIALS

Implementation of basic architectural design principles ensures buildings harmonize with each other, create a cohesive neighborhood feel, and portray an understandable architecture while not limiting individual building expression and style.

Visually interesting facades appeal to the general public while enhancing the experience in adjacent open spaces and the value of surrounding residences.

BUILDING COMPOSITION

Base, Middle, Top

Building facades should be composed to define base, middle and top elements. The base of the building anchors it to the ground, and is the interface between the building and people and should be highly articulated. The transition between the middle of the building and the base and top should be articulated by use of materials, composition, or ornamental features. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette. Green roofs are encouraged to aid in reducing the amount of impervious surfaces throughout the entire Drexel Town Square site.

Rhythm

Rhythm refers to the regular or harmonious recurrence of building elements. Rhythmic elements need not be boring, but can provide the visual “glue” that links together various buildings on a street. These patterns commonly reflect the building’s repetitive structural bays, often with the end bays given special identity. This articulation of the facade helps provide scale by comprising the facade into smaller visual parts. The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade. The building’s structural column lines should in some way be evident or expressed on its facade.

Scale

In general, distinctive compositional elements of buildings (entries, structural bays, roof elements, windows) should be distinguishable from a distance of both near and far. The size and shape of these elements should give the building scale to relate to pedestrians as well as surrounding buildings. Special attention should be paid to overall building height and massing in order to maintain a scale and character compatible with the district.

Height

DTS is intended to be a compact, dense town center. Consequently, at this time, there is no preferred limit to building height. Taller buildings, however, may require more parking that should be accommodated in parking structures or below grade. Taller buildings should not be allowed to generate large parking fields that create a suburban, disconnected pattern among buildings. The overall minimum height of a one-story commercial building must not be less than 16 feet from finished floor to the highest point on the building for the Perimeter Commercial Sub-District and 20 feet for buildings in other sub-districts.

Massing

Large buildings shall be comprised of a hierarchy of masses and forms to give the building a more human scale and visual richness. Techniques include using well-chosen recesses or projections, creating distinct building components, and varying occasional roof forms according to individual building components. However, excessive use of changes in form can create a decidedly confused street facade and disharmony.

Proportion

Building massing and components should demonstrate consistent proportional harmonies. Typically, pedestrian friendly streets have building elements that rely more on vertically proportioned elements than horizontally proportioned elements. While no architectural rule is always valid, the use of vertically proportioned facade components seems to offer a traditionally street-friendly composition (regardless of specific architectural styles). The use of proportion is intended to provide a sense of visual harmony among elements of a building.

BUILDING FACADES

Facade Layering

Building elevations should be articulated in ways that give the appearance of multiple facade layers, which add depth and avoid the appearance of flat facades. Suggested techniques include: setting windows back from the exterior wall plane; adding decorative elements such as cornices, lintels, sills, awnings and canopies; expressing structural columns through changes of plane; creating arcade walkways; and extending roof eaves. “Flat” facades should be avoided.

Windows and Glazing

While visual interaction with all stories of the building is encouraged, visual interaction by means of clear, non-tinted windows (glazing) is required along the street frontages of a building. The area where clear, non-tinted glazing should be maximized is 2 to 8 feet above grade. Lower glazing (such as glazing extending to the floor) and/or higher-level glazing (such as transoms and clerestories) are encouraged. While fretted glazing is allowed, tinted glazing and opaque glass panels are prohibited except as accents.

The clear glazing zone is measured along the street frontage of the building and does not include service entries. The percentage of the glazing zone that shall include clear glazing for first floor building uses (these standards are flexible depending on individual site, building designs and associated uses) is as follows:

- Commercial - at least 40%
- Large-Format Retail - at least 15%
- Civic/Institutional - at least 40%
- Residential - at least 25%

Where possible, glazing should also be maximized along facades adjacent to publicly-accessible areas that are away from street frontages, such as along private drives or rear or side parking areas.

Alternatives to Street Level Window Glazing

Several alternate facade and/or building features can be substituted to fulfill up to half of the glazing requirement along the street frontages of a building. These features may include the following items: awnings, canopies, lighting fixtures, banners, projecting signs, hanging planters, landscaped planter beds, free-standing moveable planters, benches, and landscaped seating niches.

Additional Facade Features

Awnings and canopies are encouraged for commercial development. They should correspond with structural bays, window and door placements, and be used to give prominence to openings.

The use of awnings, canopies, lighting fixtures, and hanging planters is also encouraged to help create a more human scale to the building. They should be used to give prominence to openings and entrances. The use of balconies, French windows, bay windows or similar features is encouraged on residential units above the street level. These features help to activate the street and give the upper facade articulation and interest.

Where possible, garage doors to under-building parking structures should be placed away from the primary view of the general public. They should be designed, however, with attractive materials and visual composition.

MATERIALS

Building materials of enduring quality are required, such as brick, stone, wood, fiber cement, heavy vinyl, and stucco. Using a mix of materials is recommended to create visual diversity on the building facade. The use of Green Built, Energy Star®, and LEED-rated building materials and techniques is strongly encouraged.

Enrichment of the pedestrian realm requires building materials (especially at the street level) to be of high quality.

These could include items such as brick, stone, decorative concrete masonry units, metal panel systems, or other creatively used high quality and durable building materials. Materials such as corrugated metal, EIFS (Exterior Insulation and Finish System), vinyl or aluminum siding, should not be used on the building street level. Decorative finished block systems can be used along the base of the buildings, and as an accent, but are not recommended as the dominant building material on the entire building. Utility-grade materials should only be used on facades of the building not visible from publicly-accessible areas.

Freestanding commercial structures shall be designed as four-sided architecture with finish-grade materials used consistently on all facades (except for the south-facing façade of the large format retail sub-district building). Recommended primary materials include brick, stone and glass. Other materials such as precast concrete, decorative concrete block or decorative facade panels may be appropriate if properly detailed and integrated with the architecture. Metal and finished wood may be used as accents, but should not be the primary material for any facade.

LIGHTING

Appropriate illumination of a building and adjacent spaces can emphasize building elements and spaces, while creating a sense of security and intimacy. The use of several types of lighting are encouraged to maintain activity spaces into the night.

Storefronts should be illuminated allowing light to softly illuminate adjacent walkways and spaces. Wall-mounted and ground light fixtures should be used to highlight architectural elements and enliven facades. These can also illuminate community areas adjacent to the building. All lighting, including external lighting, of signage should be a consistent color per development.

Lighting fixtures should conceal the light source and provide diffused or soft reflected light. All lighting fixtures should be selected to avoid negative impacts on neighboring properties.

SIGNAGE

Business signage should be wall-mounted (projecting or flat), monument (if located away from the building), and window, canopy or awning style. Similar materials, colors and styles should be used to ensure the signage is consistent with the building design. Materials must be of high quality to prevent premature weathering of the sign. Signs should fit within and not overwhelm the architectural features of the buildings.

Signs shall harmonize with their surroundings in terms of size, shape, color, texture, and lighting so that they complement the character of the neighborhood.

Signs shall be professionally constructed using high-quality materials such as metal, stone, tile, plastics, composites, brass/metal plated, hardwood, and glass. The creative use of materials, lettering, and interesting use of graphics is allowed and encouraged if the signs work well and complement the overall building and street design.

Signs should be designed with the purpose of promoting retail and street activity while enhancing the pedestrian experience.

Addresses should be clearly visible from the public right-of-way. The use of tastefully designed pedestrian-scale directories is encouraged for multi-tenant buildings.

Lighting shall be designed carefully to avoid excessive glare or over-illumination. Letters can be illuminated internally or externally. External lighting must be discreet and unobtrusive, and not shine outward into the pedestrian or driver vision path. Fixtures should be simple but attractive. Lighting signs and letters should be done in an attractive and subtle technique.

Individual letters that are backlit, halo-lit, reverse illumination channel letters, and neon are encouraged. Glaring and directed spotlights are not acceptable; lighting must not adversely affect neighboring properties.

Pole signs, billboard style wall-mounted and roof-mounted signs are not allowed without special permission from the City Plan Commission and OWD.

In addition, separate design guidelines for signage will be included in **Appendix B**.

BUILDING TYPES

Regulations, including dimensional constraints, for different building types are shown in **Table 2.** The following paragraphs offer general description of the different building types.

Residential Townhomes

At this time townhomes are not contemplated within any of the sub-districts. Should market conditions change, then townhomes are allowed, provided they follow the regulations for these building types. Townhomes are attached single-family units with an urban “rowhouse” format; that is, the units share common walls with adjacent units. Each residence has a private entry on the public street/easement, usually with a small fenced front yard. Sometimes, individual buildings may contain a second residential unit (usually smaller). Parking is accommodated in attached garages or below grade. Overflow parking may be accommodated in small surface parking lots also located behind the building. Residential units are separated with property lines centered on common walls (or equivalent agreement in a private property association).

Residential Apartments (rental/condo)

Apartments are multi-story buildings that generally contain between 20 and 50 units. They commonly have street entryways that serve multiple units from a central lobby and internal corridor. Most units are 1-story, but in some cases the buildings may incorporate 2-story units with loft spaces. Units located at street level should have additional front yard or patio entries. Parking shall be located in under-building parking structures. In some special exceptions, small amounts of parking can be accommodated in surface lots located in the rear. Lot sizes vary depending on the building size.

Mixed-Use Buildings

Mixed-Use buildings are multi-story buildings that typically contain a combination of commercial and residential uses. Most often these buildings have commercial uses on the ground floor (either retail or office commercial) with residential uses above. Some buildings combine retail on the ground floor with office space on upper floors. Many creative mixed-use configurations are possible and encouraged. Residential and some office parking are accommodated in under-building parking structures. Surface parking lots located behind or at the sides of buildings shall service retail uses. Lot sizes vary depending on the building size.

Small/Medium-Format Commercial

Small/Medium-Format Commercial uses, for purpose of this DTSMUPDD, shall have first-floor footprints less than 50,000 square feet (which may accommodate more than one business). Four-sided architectural design must be of high quality suitable for an urban commercial setting. A front entry must link to the pedestrian circulation system and be integrated into the architecture of the building. Landscape design should harmonize with the streetscape and pedestrian system.

Commercial: Freestanding Automobile-Oriented

Freestanding outlot buildings, for the purpose of this DTSMUPDD, are less than 15,000 square feet in first-floor size, commonly created as 1-story buildings. Multiple uses are permitted. Outlot buildings usually include surface parking lots, drive-throughs (where permitted), and auto-centric components. Four-sided architecture must be of high quality suitable for an urban commercial setting. The building requires sensitive placement within the site relative to other buildings and the street frontage. Drive-throughs (where permitted) shall not be placed between a public street and the main building structure. Pedestrian connections and landscape design should fit the overall streetscape system. Signage should be sensitive, coordinated in a building system and follow the development guidelines.

A separate set of design guidelines for automobile-oriented uses in the Perimeter Commercial Sub-District will be developed (see **Appendix C**).

Large-Format Retail

Large-Format Retail uses, for the purpose of this DTSMUPDD, have ground-floor footprints of 50,000 square feet or more. The building is single-story with possible mezzanine structures inside. Typically there is only one user. Construction is decorative masonry, brick, split block, or other high-quality material suitable for urban architecture. The buildings should include four-sided architecture and follow DTSMUPDD design guidelines. Pedestrian connections and scale must be considered, especially with regard to the building front, the walkability of the parking lot perimeter, and pedestrian movement systems across the parking lot to other activity areas. Streetscape and landscape shall be used to enhance the building architecture, parking fields, and improve pedestrian linkages and experience.

Civic and Institutional

Civic and institutional buildings are typically 1- to 4-story structures that are publicly-owned or generally serve a public, civic, or cultural purpose. Civic and institutional uses might include, but are not limited to: government and community services, medical and health services, private and public educational facilities, non-profit, welfare and charitable organizations, civil, social, professional, fraternal, and business associations, religious, cultural, recreational, and sports activities. Parking is accommodated in under-building parking structures and/or in surface parking lots located behind or at the sides of buildings. Lot sizes vary depending on the building size.

TABLE 1. LAND USE REGULATIONS

All uses are subject to the restrictions of this DTSMUPDD including, but not limited to dimensional, size, and design guidelines. This table indicates the permitted, conditional, and prohibited building uses within the Drexel Town Square sub-districts. Uses not listed are prohibited. Definitions of terms are the same as the definitions in the City zoning ordinance. Additional limitations may be established through agreements between One West Drexel and individual property owners and businesses in Drexel Town Square. Additional limitations of underlying zoning (as indicated in the City's zoning ordinance) may also be applicable if the DTSMUPDD zoning is changed.

Key:

P	**permitted uses subject to City regulations**
N	**prohibited**
C	**conditional uses subject to City regulations**
R	**subject to submission, review and approval of a redevelopment plan for the large format retail area**
P*	**permitted only as part of large format retail store**

****Only allowed in the B5, B1, B2, C1, and C2 buildings in the Mixed Use Sub-District.**

	Sub-Districts and General Development Plan (see map)					
	Residential	**Mixed Use**	**Perimeter Commercial**	**Civic**	**Park, Wetland & Environmental**	**Large Format Retail**
Large Format Retail						
Large format retail stores in excess of 50,000 gsf	N	N	N	N	N	P
Government Facilities and Services						
Government offices, services, and facilities	P	P	P	P	P	R
Residential						
Clubs, fraternities, and sororities	N	C	C	N	N	R
Hotels	N	P	P	N	N	R
Housing for the elderly	C	C	C	N	N	R
Licensed community and other living arrangements	N	C	C	N	N	R
Licensed family day care homes	N	C	C	N	N	R
Licensed foster family homes	N	C	C	N	N	R
Multi-family dwellings with four (4) or more units	P	P	C	N	N	R
One, two, and three family units	N	N	N	N	N	R
Rest homes and nursing homes	N	C	C	N	N	R
Commercial retail and office uses occupying 20,000 gsf or less						
Group day care centers	P	P	P	N	N	R
Animal hospitals	N	C	C	N	N	R
Antique and collectors stores	N	P	P	N	N	R
Appliance and electronics stores	N	P	P	N	N	R, P*
Art and craft galleries and studios	N	P	P	N	N	R
Art supply stores	N	P	P	N	N	R, P*
Automotive parts and accessories without installation	N	P	P	N	N	R, P*
Vehicle sales and service	N	C	C	N	N	R
Retail bakeries	N	P	P	N	N	R, P*
Financial institutions with drive-through**	N	C	P	N	N	R, P*
Financial institutions with no drive-through facilities	N	P	P	N	N	R, P*
Barber shops and beauty shops	N	P	P	N	N	R, P*
Book or stationery stores	N	P	P	N	N	R, P*
Building supply stores	N	P	P	N	N	R, P*
Professional or business offices	C	P	P	N	N	R
Camera and photographic supply stores	N	P	P	N	N	R, P*
Car washes	N	C	C	N	N	R
Catering services	N	C	C	N	N	R
Clothing stores	N	P	P	N	N	R, P*
Coin and philatelic stores	N	P	P	N	N	R
Commercial recreation facilities	N	P	P	N	N	R
Contractor's offices and shops	N	C	C	N	N	R
Cosmetic shops	N	P	P	N	N	R, P*

	Sub-Districts and General Development Plan (see map)					
	Residential	**Mixed Use**	**Perimeter Commercial**	**Civic**	**Park, Wetland & Environmental**	**Large Format Retail**
Commercial retail and office uses (continued)						
Food store	N	P	P	N	N	R,P*
Currency exchanges	N	P	P	N	N	R,P*
Delicatessens	N	P	P	N	N	R,P*
Department stores	N	P	P	N	N	R,P*
Dog obedience training within an enclosed structure	N	C	C	N	N	R
Drug stores and pharmacies	N	P	P	N	N	R,P*
Drug stores and pharmacies with drive-through facility**	N	C	P	N	N	R,P*
Computer & electronic equipment sales & service	N	P	P	N	N	R,P*
Educational facilities and exhibitions	P	P	P	N	P	R
Equipment rental with only inside storage facilities	N	P	P	N	N	R
Florists	N	P	P	N	N	R,P*
Funeral homes	N	C	C	N	N	R
Garden centers	N	N	C	N	N	R,P*
Gasoline service station for large-format retail	N	N	P	N	N	R,P*
Gift stores	N	P	P	N	N	R,P*
Hardware stores	N	P	P	N	N	R,P*
Hobby and craft shops	N	P	P	N	N	R,P*
Home furnishings	N	P	P	N	N	R,P*
Physical fitness centers and health clubs	N	P	P	N	N	R
Janitorial supplies and services	N	P	P	N	N	R
Jewelry stores	N	P	P	N	N	R,P*
Laundries and dry cleaners	N	P	P	N	N	R
Licensed massage therapy, body work, certified by State	N	P	P	N	N	R,P*
Licensed tattoo and/or body piercing establishments	N	N	N	N	N	R
Liquor stores	N	C	C	N	N	R,P*
Mail order service stores	N	P	P	N	N	R,P*
Medical, dental, & health services, certified by State	N	P	P	N	N	R,P*
Messenger services	N	P	P	N	N	R
Music stores	N	P	P	N	N	R,P*
Newspaper and magazine stores	N	P	P	N	N	R,P*
Office supplies and business machine stores	N	P	P	N	N	R,P*
Optical stores	N	P	P	N	N	R,P*
Outdoor display of retail merchandise	N	C	C	N	N	R,P*
Paint, glass, and wallpaper stores	N	P	P	N	N	R,P*
Pet stores and pet grooming	N	P	P	N	N	R,P*
Printing services	N	P	P	N	N	R,P*
Broadcast or recording studios, excluding towers	N	C	C	N	N	R
Transmitting and receiving stations	N	P	P	N	N	R
Restaurants with no drive-in or drive-through facilities	P	P	P	N	N	R,P*
Restaurants with drive-in or drive-through facilities**	N	C	C	N	N	R
Self-service laundry and dry-cleaning establishments	N	P	P	N	N	R
Shoe stores and leather goods stores	N	P	P	N	N	R,P*
Confectionaries and ice cream stores	N	P	P	N	N	R,P*
Solar energy collectors as accessory structure	N	P	P	N	N	R
Sporting goods stores	N	P	P	N	N	R,P*
Tailor or dressmaking shops	N	P	P	N	N	R,P*
Taverns and cocktail lounges	C	P	P	N	N	R
Testing laboratories	N	P	P	N	N	R
Theaters and other amusement places	N	P	P	N	N	R
Upholstering	N	P	P	N	N	R
Used merchandise and resale shops	N	P	P	N	N	R
Variety stores	N	P	P	N	N	R,P*
Video productions, sales and rental	N	P	P	N	N	R,P*
Wireless telecommunications sales and service	N	P	P	N	N	R,P*

TABLE 2. REGULATIONS FOR BUILDING TYPES

	Type I	Type II	Type III	Type IV	Type V	Type VI	Type VII
Building Type Standards	**Townhome - Residential Sub-District**	**Apartment**	**Mixed-Use Buildings**	**Commercial: Small/Medium**	**Commercial: Perimeter Commercial Sub-District**	**Commercial: Large Format Retail**	**Civic and Institutional**
Lot Standards (Minimum Unless Noted)							
Lot Area	2,000 SF	10,000 SF	Varies	Varies	Varies	Varies	Varies
Lot Width	20'	100'	Varies	Varies	Varies	Varies	Varies
Lot Depth	100'	100'	Varies	Varies	Varies	Varies	Varies
Build-to-zone Guidelines (see Figure 4 or additional guidelines)							
Main Building Front Build-to-Zone	0' - 15'	0' - 15'	0' - 5'	0' - 5'	0' - 30'	0' - 5'	0' - 5'
Main Building Side Build-to-Zone	0' - 15'	0'- 20'	0' - 15'	0' - 15'	0' - 30'	0' - 15'	0' - 15'
Main Building Corner Lot Build-to-Zone	0' - 15'	0' - 15'	0' - 5'	0' - 5'	0' - 5'	0' - 5'	0' - 5'
Main Building Rear Build-to-Zone	0' - 15'	20' - 30'	20' - 30'	20' - 30'	20' - 30'	20' - 30'	20' - 30'
Accessory Building Side	5' - 10'	10' - 20'/0' - 7.5'	10' - 20'/0' - 7.5'	10' - 20'/0' - 7.5'	10' - 20'/0' - 7.5'	10' - 20'/0' - 7.5'	10' - 20'/0' - 7.5'
Building Separation (minimum)	20'	30'	20'	20'	20'	20'	20'
Building Separation (maximum)	80'	80'	80'	80'	none	none	none
Landscape Zone Guidelines (see Figure 4 for additional guidelines)							
Along streets/easements, where there is less than 80' gap between buildings	5' minimum width, 4' ornamental fence, hedge, or equivalent	5' minimum width, 4' ornamental fence, hedge, or equivalent	5' minimum width, 4' ornamental fence, hedge, or equivalent	5' minimum width, 4' ornamental fence, hedge, or equivalent	5' minimum width, 4' ornamental fence, hedge, or equivalent	5' minimum width, 4' ornamental fence, hedge, or equivalent	5' minimum width, 4' ornamental fence, hedge, or equivalent
Along streets/easements, where there is an 80' gap or more between buildings	5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent	5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent	5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent	5' minimum width, 4' ornamental fence, hedge, tree line 35' or less o.c., or equivalent	15' minimum width, 4' fence, hedge, or equivalent	15' minimum width, 4' fence, hedge, or equivalent	15' minimum width, 4' fence, hedge, or equivalent
Height Maximum Unless Noted							
Main Building Height	8 stories	8 stories	none	6 stories	6 stories	6 stories	6 stories
Accessory Building Height	20'	20'	20'	20'	20'	20'	20'
Height of Front Wall/Fence	3'	4'	4'	4'	4'	4'	4'
Height of Side/Rear Wall/Fence	4'	6'	6'	6'	6'	6'	6'
Height Minimum							
Main Building Height	20'	20'	20'	20'	16'	20'	20'
Parking							
Shared off-street	none required	allowed	required	allowed	allowed	allowed	allowed
Ramp or structure	none required	allowed	allowed	allowed	allowed	allowed	allowed
Underground	none required	required	allowed	allowed	allowed	allowed	allowed
Estimate of demand and supply	required	required	required	required	required	required	required

FIGURE 1 : FIRST GENERATION DEVELOPMENT PROPOSAL (revised)

OAKCREEK WISCONSIN

N

FIGURE 2: STREET AND BLOCK PLAN

streets and blocks

- streets (public)
- streets (private)
- public easement on private drive
- public parking lot

N

FIGURE 3: DISTRICT DIAGRAM AND GENERAL DEVELOPMENT PLAN

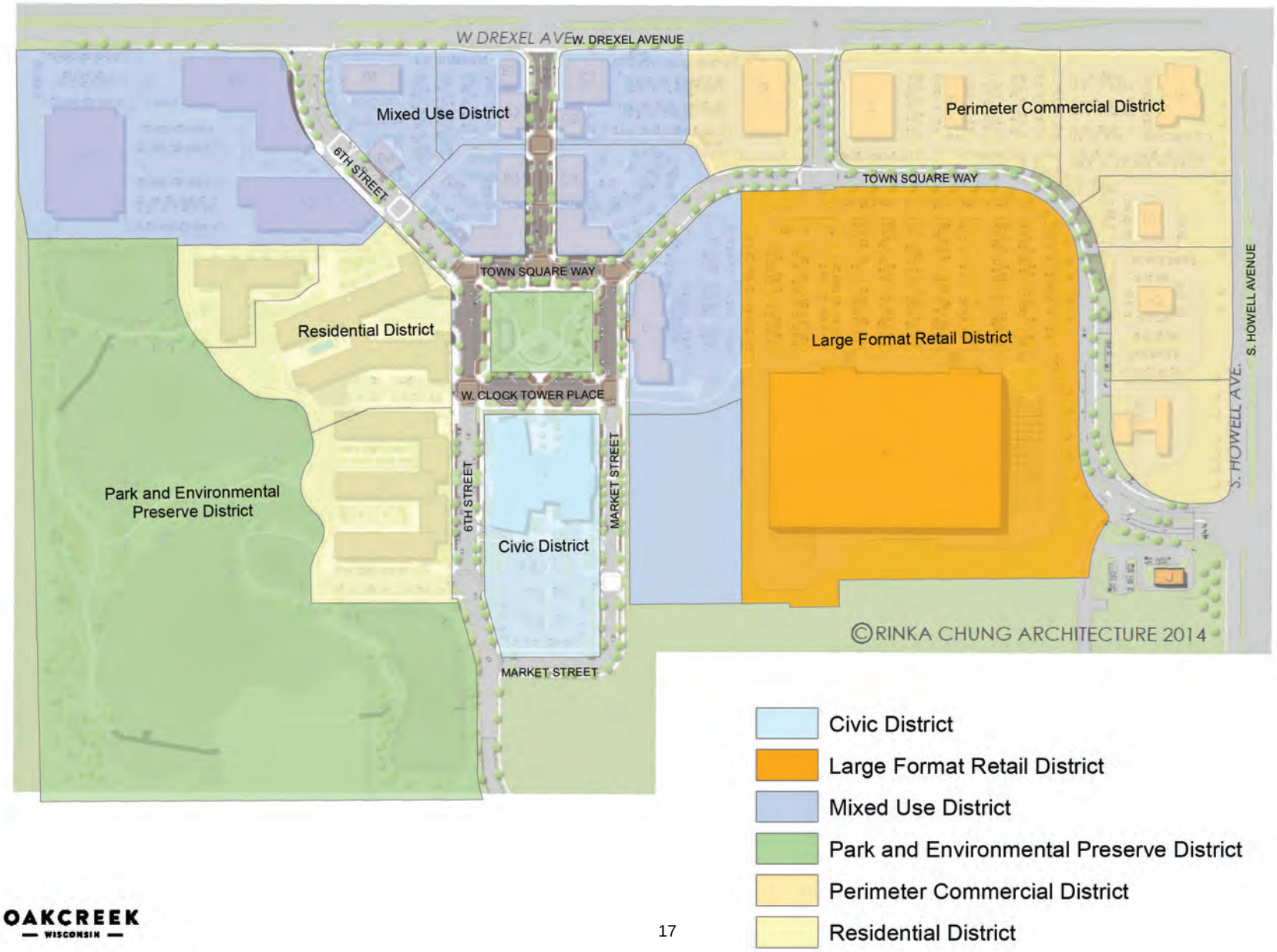
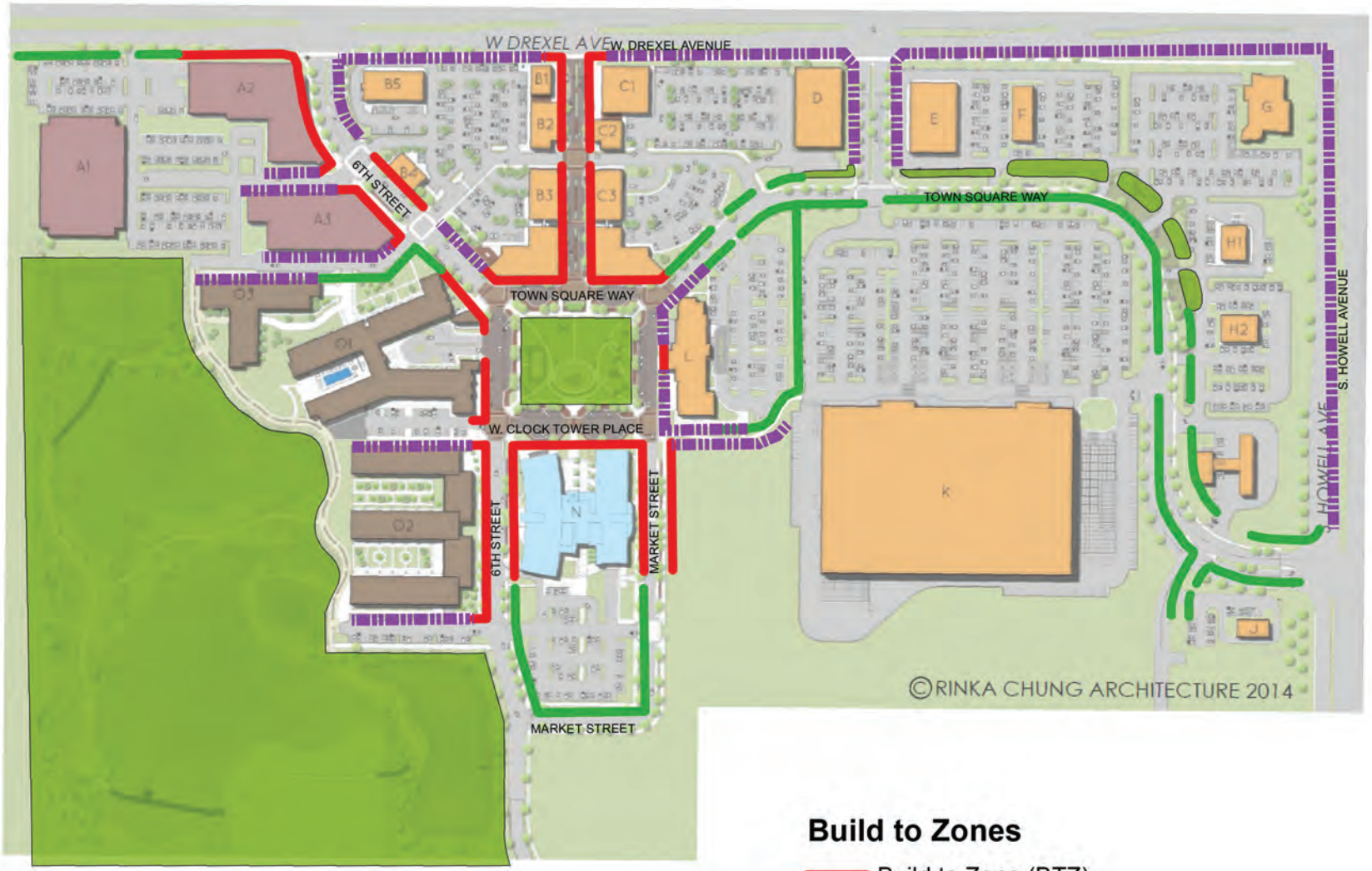


FIGURE 4: BUILD TO ZONES



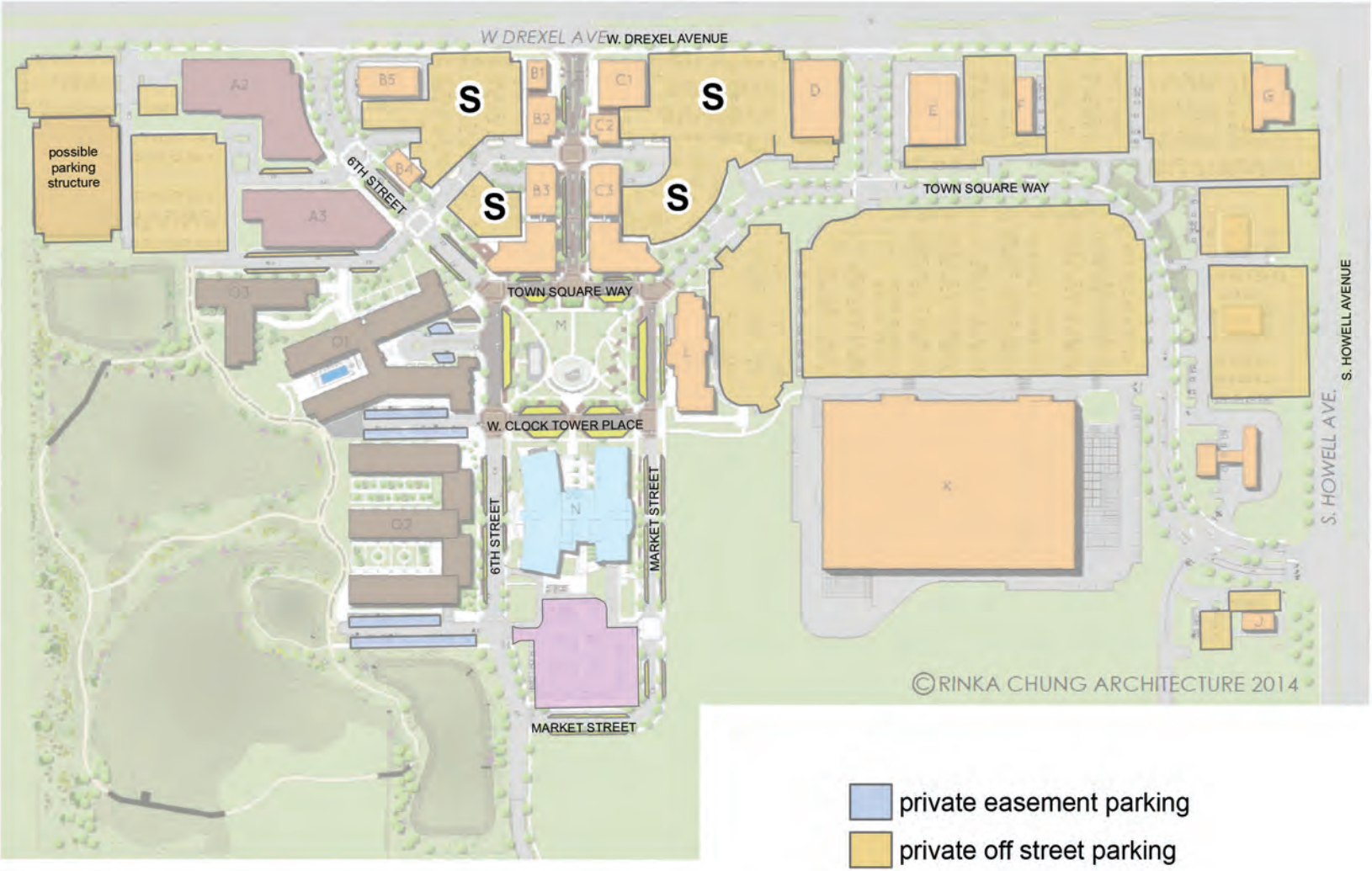
NOTE: Please refer to Table 2 - Regulation for Building Types to see specific BTZ

Build to Zones

- Build to Zone (BTZ)
- Landscape Zone (LZ)
- Mixed Building and Landscape Zone (MLZ)
- Stormwater-Sustainablility-Communifty Feature

N

FIGURE 5: PARKING OPTIONS



NOTE: Private, underground parking is allowed throughout DTS

- private easement parking
- private off street parking
- public off street parking
- public on street parking
- **S** shared off street parking lot

N

APPENDIX A

CONCEPTS FOR BEST MANAGEMENT PRACTICES FOR SUSTAINABILITY

Options for best management practices (BMP's) for sustainable development were developed in a separate publication for the Milwaukee Metropolitan Sewerage District (MMSD) entitled 'Sustainable Development Guide: Drexel Town Square'. This work was undertaken as part of a contract between the City of Oak Creek and MMSD which includes potential funding for the implemention of some of the BMP's contained in the Sustainable Development Guide.

Appendix A includes the Table of Contents for that publication along with excerpts from the 32 concepts contained in the publication. **These concepts are proposed simply as a basis for discussion and they are not binding requirements of the Drexel Town Square Mixed Use Planned Development District.** Sustainability goals incorporated into these concepts include accommodating a 100-year storm event on site, removing 80% of Total Suspended Solids from the stormwater, developing enhanced wetlands and environmental features for public use and appreciation, and creating a more active and walkable urban district.

The full report includes a 4 page description of each type of "best management practice" divided into the following sections: WHAT IS IT?; WHY IS IT USED?; HOW DOES IT WORK?; WHERE IS IT USED?; HOW IS IT MAINTAINED?; WHAT ARE THE COSTS AND BENEFITS?; CONCEPTS FOR DREXEL TOWN SQUARE.

1.1 Greenways
1.2 Bicycle Lanes & Shared Use Paths
1.3 Planning for Transit
1.4 Shared Vehicle Use

2.1 Regulatory Tools for Sustainability
2.2 Big Box Reclamation

3.1 Stormwater Management Plan
3.2 Wetland Preservation & Restoration
3.3 Infiltration Trenches & Basins
3.4 Green Streets, Parking Lots, & Alleys
3.5 Swales
3.6 Effective Recycling
3.7 Constructed & Floating Wetlands
3.8 Supportive Monitoring & Maintenance
3.9 Interaction with Natural Environment
3.10 Compact Community Development
3.11 Urban Forestry & Micro Harvesting
3.12 Signage for Economic Sustainability
3.13 Inlet Restrictors
3.14 Sustainable Urban Patterns
3.15 Smart Lights
3.16 Shared Alternative Energy

4.1 Permeable Pavers
4.2 Reducing Impervious Area
4.3 Native Landscaping
4.4 Bioretention Cells
4.5 Stormwater Tree Pits
4.6 Stormwater Trees
4.7 Sand & Organic Filters
4.8 Catch Basin Inserts
4.9 Soil Amendments

5.1 Rain Gardens
5.2 Green Roofs
5.3 Rainwater Harvesting
5.4 Greywater Reclamation
5.5 Energy & Water Efficient Buildings

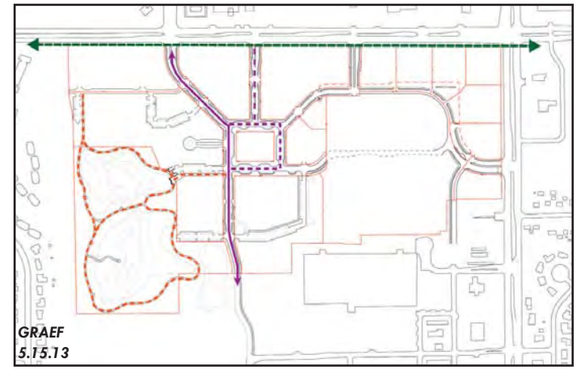
1.1 GREENWAYS

Greenway as a promenade

Traditionally, promenades provide critical social experiences as part of the walking path in public parks. While narrow, intimate trails allow for individualized use of more isolated environmental areas, a promenade creates a more significant community place for more publicly accessible natural areas. Usually such promenades are located along the edge of a scenic area with strong accessibility and connectivity to nearby activities. Users include couples, family groups, walkers, joggers, cyclists, and persons using mobility aids such as wheelchairs, walkers, and strollers. Promenades are wider, to accommodate multiple users moving in opposite directions, multiple activities, and stronger aesthetic imagery (usually a double row of native trees). Promenades can also create clear boundaries between the privatized residential yards and natural areas intended for broad public use. In this case, the promenade and preserve require strong public access and amenities such as benches, occasional tables, and viewing locations. The concept illustrated here is one of several types of promenade configurations that can be used along the edge of the preserve.

Conceptual diagram of wetland promenade

1.2 BIKE LANES & SHARED USE PATHS



Bicycle accommodations within street ROW
Shared bike lane within street ROW
Multi-Use trail
Oak Leaf Trail

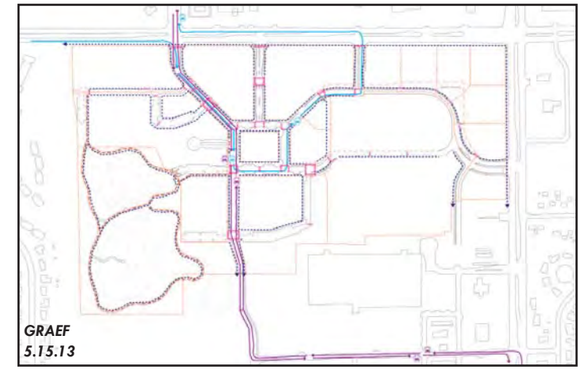
An intergenerational trail

Bicycle lanes are portions of a roadway that are designated for preferential or exclusive use by cyclists through the use of striping, signing, and/or pavement marking. Shared use paths are designated for recreational use and are distinct and separate from vehicular roadways.

A critical aspect of the bicycle paths in Drexel Town Square is the full integration of circulation for bicycles with other modes of movement, especially pedestrian. While commuter bike trails often require bicycle traffic segregation, neighborhood supporting bike trails require strong integration with other modes of movement that fit multiple user types. Anyone who has walked on a wide multi-use trail has seen the variety of activities that occur in these outdoor social systems. The off-road bike trails should encompass a multi-generational strategy that includes new 'millenials' as well as younger children and baby boomers - all of whom use trails differently. Multi-use trails should accommodate cyclists, walkers, joggers, strollers, wheelchairs, and other users - young and old, individuals and groups, fast and slow.

Multi-generational shared path use

1.3 PLANNING FOR TRANSIT

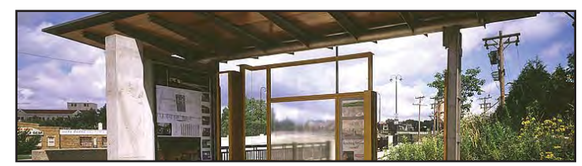


Bus Stop / MCTS Route 80
Bus Stop / MCTS Route 219
Multi-use trail
Sidewalk
Crosswalk

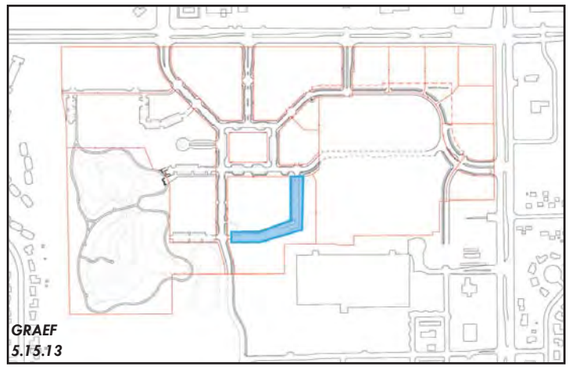
Transit for today and tomorrow - walk 'n' ride

Today's bus routes along Drexel and Howell might be modified to provide internal loops that offer patrons a more user-friendly opportunity to use existing transit. Too often suburban transit connections are minimized, unattractive, and isolated on the periphery to reduce costs and to avoid a perceived social stigma. This practice creates unattractive and inconvenient bus service. In cities where suburban locations are urbanizing, transit stops have become more integrated, both visually and socially. Bus stops are designed to be appealing and convenient, near shops and residents, and sometimes to create a sense of pride in the use of transit. In Drexel Town Square several locations have been identified that can incorporate this more enlightened approach to transit. Many communities have adopted innovative systems including jitney services for high volume employers, special services for both younger adults as well as the elderly. Drexel Town Square offers a unique opportunity to accept new modes of transit using low cost options for access in and around the Town Square. Pilot programs in this regard should be considered.

Urban bus stop

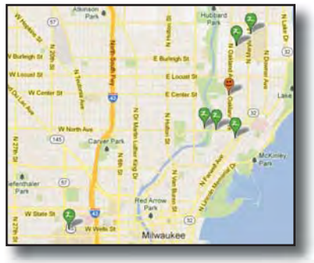


1.4 SHARED VEHICULAR USE



Community cars for community pride (and business)

Shared vehicle use, or 'car sharing', is a format for drivers to conveniently utilize a fleet of vehicles they access through a membership. Membership plans vary, but typically members pay a small monthly fee and then pay by the hour or by the mile for use of a vehicle. Vehicles are usually parked and accessed at unmanned neighborhood locations. In the Milwaukee area, Zipcar currently operates at UW-Milwaukee, Marquette University, and on the East Side.


Milwaukee Zipcar locations

Next generation users take pride in the use of community cars. It is becoming a life-style choice. While some observers see community cars as a passing fad, the use of such systems is growing, becoming more intergenerational, and more popular. There are numerous locations throughout Drexel Town Square where special parking arrangements can be used to increase the attractiveness of using community cars. This might begin, for example, near the Town Square and in the City Hall and Library parking areas. Consideration should also be given to organizations that manage community car use.

3.2 WETLAND PRESERVATION & RESTORATION

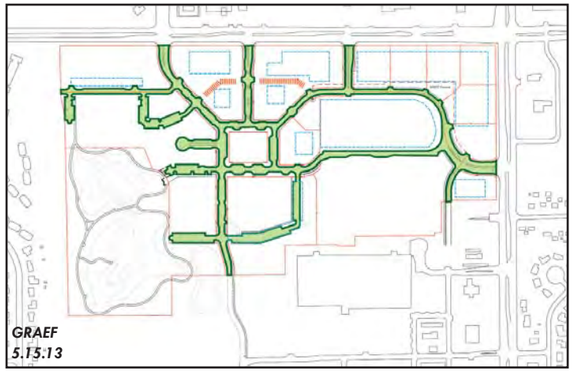
Wetlands as a community amenity

Wetlands were long regarded as wastelands that only had value after being filled or drained for development or farming, and as a result over half of the original wetlands in the United States have disappeared. In recent decades, greater ecological understanding of wetlands have earned them new appreciation for the many benefits they provide.

Wetland restoration concept

Wetlands, however, also provide an important social and cultural value by allowing us to appreciate the linkage between our built-up environment and the natural environment. Since Drexel Town Square is intended as a more compact, dense social area, the opportunity to link the experience of the wetland to the district and surrounding community should be emphasized. This can be accomplished, as shown in the above illustrations, through a series of trails and viewing areas that are strongly linked to multiple public access points and options for public parking. As indicated elsewhere in this study, walking paths should serve multiple types of users and provide a variety of social experiences that reinforce the appreciation of nature.

3.4 GREEN STREETS, PARKING LOTS, & ALLEYS



Streets
Parking Lots
Alleys

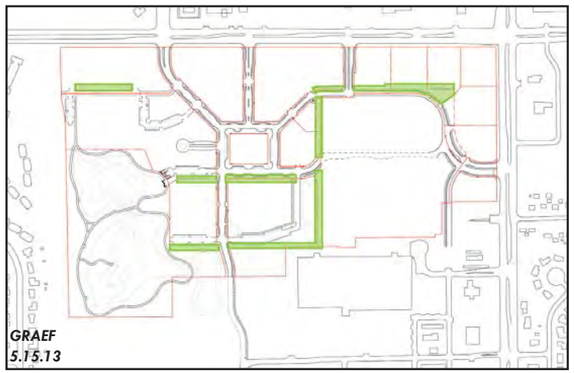
A seamless integration

Green streets, parking lots, and alleys are those that employ any of a number of different stormwater treatment practices with the intention of treating stormwater near the source while also offering the potential to improve neighborhood aesthetics, calm traffic, and provide a community education tool. Green interventions may be employed in new development as well as in retrofits to existing infrastructure.

Permeable paver installation at the Milwaukee County Zoo

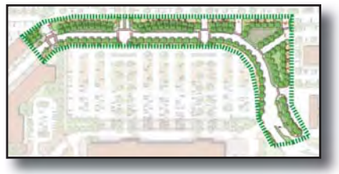
The heart of Drexel Town Square goes beyond the square itself to engage a system of streets, alleys, and walking paths throughout the area. To the extent that these can be extended and made more active, the urban system becomes more effective. These streets, lots, and alleys are made more sustainable through a combination of factors including permeable pavers, trees for micro-climate improvement as well as aesthetics, the inclusion of swales and stormwater treatments, use of shared parking, options for transit, and reduction in the percentage of impervious pavement relative to the intensity of development.

3.5 SWALES



Multi-purpose swales - pedestrian parkway

Swales are vegetated open channels that are designed to attenuate and treat stormwater runoff. There are three different design variants including bio-swales, wet swales, and grass channels.


Greenway swale concept

Meaningful streets must do more than simply allow for pedestrian movement - they must encourage and promote walking, strolling, jogging, bicycling, and similar movement. Encouraging pedestrian movement is especially difficult across conventional suburban lots. Excessive distances between buildings, multiple drive lanes, and other factors deter pedestrians. Currently Drexel Town Square sidewalks offer no pedestrian incentives for the east half - approximately 50% of the buildable area. The proposed pedestrian parkway, included in the swale, provides one opportunity to encourage east-west pedestrian traffic. To be successful it must be public, well maintained, clearly defined along the edges with hedges or ornamental fences, and offer features that are visually interesting and promote social activity.

3.9 INTERACTION WITH NATURAL ENVIRONMENT

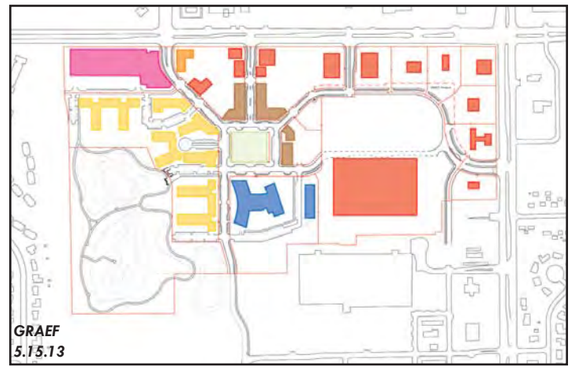
Strong bonds between the environment and the community

An ever growing body of research exists linking various mental and physical health benefits to engagement with natural environments. Urban design at the neighborhood level can help or hinder interactions with the natural environment. In addition to providing meaningful natural spaces, linkages to those spaces are vital. Bike lanes, sidewalks, traffic calming, streetscaping, lighting, and signage all facilitate access.

Deck overlooking tranquility pond

In general, sustainable development favors increasing the ways we interact with, and appreciate, the natural environment. Many people view such interactions as an independent activity such as walking on the beach or in the woods. However, the greatest opportunity for increasing interactions with the natural environment usually lies in our everyday activity. That is, by linking our everyday paths of movement with views and scenes of nature. In Drexel Town Square this can best be accomplished by using 6th Street as a major street that borders the preserve, offers views into the site, and might include complementary landscape features to the east (as illustrated here).

3.10 COMPACT COMMUNITY DEVELOPMENT



Residential
Retail/Restaurant
Mixed Use
Civic
Medical Office/Fitness
Hospitality
Open Space

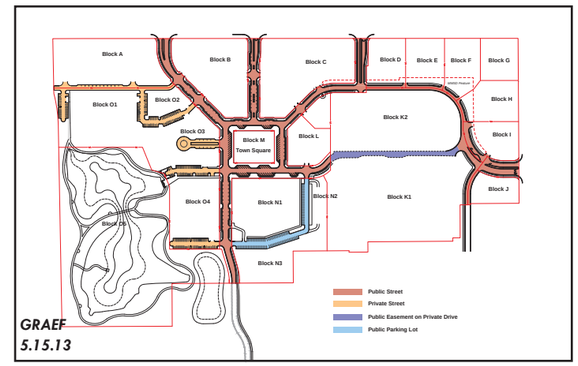
The square as central place

Compact community development is rooted in centuries old traditions of urban design, updated to accomodate modern issues and technologies. Such developments typically feature pedestrian friendly streets, a mix of land uses, connected street networks, and high quality public spaces.

Drexel Town Square

The name of the development - Drexel Town Square - emphasizes the importance of the central public space. If the square is appealing and active it will provide a strong foundation for the evaluation of the entire development. Conversely, if the square fails to work effectively it can have a negative impact. Traditionally town squares must meet two sets of criteria to be successful - they must work for major public events and they must work for everyday activity. Typically this is accomplished through the design of the square as a highly flexible public place that requires constant management - both for programmed activities and everyday use. The illustration here shows just one type of simple, traditional pattern often used as a starting point for the evolution of public spaces.

3.14 SUSTAINABLE URBAN PATTERNS

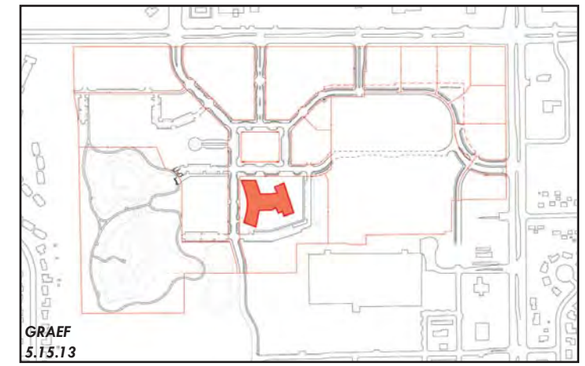


The suburban/urban mix

Sustainable urban patterns refers to the arrangement of streets, blocks, lots, buildings, and open spaces to maximize their long term efficacy. As Drexel Town Square evolves it will become increasingly urbanized, exhibiting a more compact pattern of community development. However, in Drexel Town Square the plan is clearly split with the eastern half of the developable land following a conventional pattern and the western half including more compact areas approaching urban densities. While they appear linked in the site plan, to the casual observer they may seem completely separate. This split reflects today's land market, but it's impact can be minimized. That is, there are opportunities to create stronger linkages between the two halves of the developed areas. This can best be achieved where the large format retail district joins the area around the town square at the southwest corner of the large format retail district. This link can best be handled with a 'shared' or managed street in which pedestrian linkages are emphasized, but occasional vehicular traffic movements are allowed. This is illustrated in the above diagram.

Meijer/Square connection

3.16 SHARED ALTERNATIVE ENERGY



Micro-grids for maximizing energy efficiency

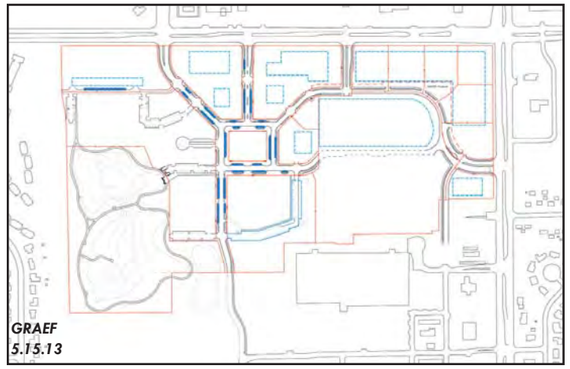
Shared alternative energy refers to the linking of buildings into a micro-grid, or a cohesive operating network with an electrical connection capable of sharing distributed renewable resources.

Solar panels over parking lot in Verona, WI

Micro-grids provide the ability to link buildings into a working arrangement that leverages electrical load management as well as energy sources. A micro-grid of interconnected buildings is capable of managing internal building loads in such a manner that building environmental conditions are preserved while incrementally providing load reduction in response to both on-site and grid generation.

In a simple micro-grid installation, multiple buildings can be linked via the internet to reduce loads with or without the use of alternative energy sources. Micro-grids equipped with alternative energy sources offer a better opportunity to manage energy through the appropriate sharing of energy sources. Significant reductions are possible with the installation of only a few shared alternative energy sources.

4.1 PERMEABLE PAVEMENTS



Permeable pavement utilized at on-street parking locations

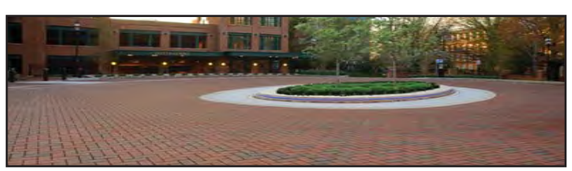
Permeable pavements are encouraged within parking areas of private parcels

Permeable paving and aesthetic quality

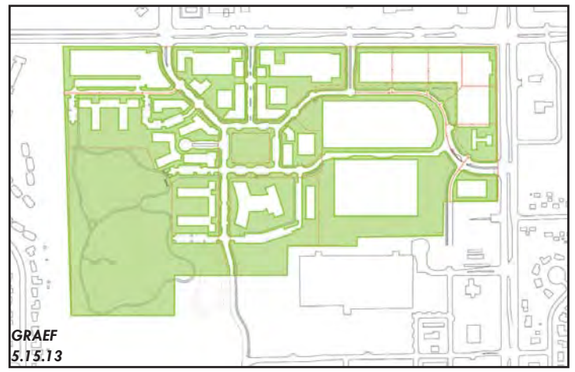
Permeable pavers are paving blocks, typically made of concrete, stone, brick, or composites that promote infiltration through gaps between the blocks. Water is temporarily stored in a gravel sub-layer until it is infiltrated into the soil.

Permeable pavers in parking lot

One of the most overlooked aspects of the negative experience of parking lots is the visual quality of the paving. The ground surface occupies a larger percentage of our field of vision than the surrounding buildings - yet we rarely regulate its aesthetic value. In many places, parking areas are more appealing because they are built with high quality pavers. Unfortunately, such systems are more expensive. However, as Drexel Town Square considers the use of permeable pavers, the aesthetic impact of such materials should also be maximized. One way to do this is to consider the visual composition and arrangement of permeable pavers (as well as their functional value), in conjunction with other paving materials. Collectively, multiple paving materials can create a larger visual pattern intended to provide a more pleasing and attractive 'urban floor.'



4.9 SOIL AMENDMENTS



Restoring soil's natural functionality

Soil amendment, also known as soil restoration, refers to the improvement of existing soil that is highly compacted or low in organic content to enhance its potential for plant growth and to improve its efficacy for stormwater management. The amendment process typically involves the addition of materials to improve infiltration capacity and pollution removal function by changing the soil's physical, chemical, or biological characteristics. Tilling is another process for amending the soil, done either separately or in conjunction with the use of additives. Compost is the most common additive used to amend soils. Other materials include sand, lime, gypsum, and manufactured microbial products, among others.

Tilling soil amendment

Regulations and site plan review processes tend to oversimplify the contrast between pervious and impervious surfaces. However, due to soil quality not all pervious surfaces are the same. Undisturbed, healthy soil functions to store stormwater, filter sediments, and provide infiltration to the groundwater supply while supporting healthy plant growth. Soil amendment returns compromised soil to its original functionality.

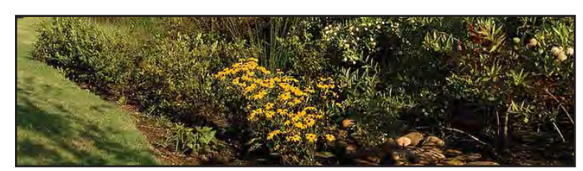
5.1 RAIN GARDENS

Simple bioinfiltration systems

A rain garden is a simple type of bioinfiltration system. Bioinfiltration systems utilize a shallow landscaped depression to briefly hold stormwater runoff until it infiltrates into the ground. More advanced bioinfiltration systems may include below ground features to store excess water until it can be fully infiltrated. Rain gardens have no underground components and the stormwater is simply infiltrated into the soil. Stormwater directed into a rain garden may come from roofs, lawns, driveways, parking lots, streets, or alleys. Rain gardens may be installed in new development or as a retrofit.

Parking lot rain garden

Rain gardens are small interventions that trap and infiltrate some of the stormwater that falls on a site, keeping that water out of the storm sewer. This process provides several benefits: groundwater supplies are recharged, pollutants entering the surface water system are reduced, the likelihood of downstream erosion and flooding are reduced, and habitat is provided. When they are thoughtfully designed, rain gardens can contribute positively to the appearance of a neighborhood.



POTENTIAL BMP'S FOR DREXEL TOWN SQUARE

R	UC	PP	NR	Best Management Practices		Summary Description
				Regional / Municipal / Neighborhood		
•				1.1	Greenways	Linear green spaces oriented around a natural corridor
•				1.2	Bicycle Lanes & Shared Use Paths	Portions of a roadway that are designated for preferential or exclusive use by bikers through the use of striping, signing, and/or pavement marking
•				1.3	Planning for Transit	Process by which pedestrian (including wheelchair), bus/light rail/streetcar, and vehicle circulation is incorporated into a site design
		•		1.4	Shared Vehicular Use	Format for drivers to conveniently utilize a fleet of vehicles that they do not own
				Municipal		
•				2.1	Regulatory Tools for Sustainability	Concepts such as Planned unit developments (PUDs), Overlay zones, Form-based codes, and Developers' agreements
	•			2.2	Big Box Reclamation	The process of adapting old structures for purposes other than those initially intended
				Neighborhood		
•				3.1	Stormwater Management Plan	A thorough and carefully conducted site planning process that results in designs which capitalize on natural topography and natural features
•				3.2	Wetland Preservation & Restoration	Restoration: manipulation of the chemical or biological characteristics of a site with the goal of returning natural or historic functions to former or degraded wetlands
•				3.3	Infiltration Trenches & Basins	A long and narrow excavation located in porous soils and filled with gravel
•				3.4	Green Streets, Parking Lots, & Alleys	Those that employ any of a number of different stormwater treatment practices with the intention of treating stormwater near the source while also offering the potential to improve neighborhood aesthetics, calm traffic, and provide a community education tool
•				3.5	Swales	Vegetated open channels that are designed to attenuate and treat stormwater runoff for a defined water volume
	•	•		3.6	Effective Recycling	Incorporates both a defined process and equipment selection that together ensure a site contains a) a user-friendly system, b) an aesthetically-pleasing recycling system, and c) a management process that maximizes the percentage of total material recycled
•				3.7	Constructed & Floating Wetlands	Engineered and built wetlands designed to mimic the water treatment functions of naturally occurring wetlands
•		•		3.8	Supportive Monitoring & Maintenance	Process, following the creation of a maintenance plan, by which owners, operators, and site users participate in using specific tools and materials to sustainably manage on-site infrastructure and by-products
•		•		3.9	Interaction with Natural Environment	Engagement that links various mental and physical health benefits to engagement with natural environments
	•			3.10	Compact Community Development	Also known as traditional neighborhood development, human scaled development, and New Urbanism
			•	3.11	Urban Forestry & Micro Harvesting	The integration and preservation of trees and woodlands within urban areas; the selective and small scale harvesting of resources from the urban forest
	•	•		3.12	Signage for Economic Sustainability	Consists of a set of cohesive gateway, monument, wall, and projecting signs that sustain and/or increase visitor count and patronage to a site
	•	•		3.13	Inlet Restrictors	A device installed in catch basins and drainage inlets along a street and/or alley edge to reduce the inflow of stormwater into the sewers and detain the stormwater in the streets
	•			3.14	Sustainable Urban Patterns	The arrangement of streets, blocks, lots, buildings, and open spaces to maximize their long-term efficacy, allowing those sites to stave off obsolescence
•		•		3.15	Smart Lights	A lighting control system designed to help reduce energy usage and cost by eliminated over-illumination and unnecessary waste
	•	•		3.16	Shared Alternative Energy	Energy shared among multiple property owners and building users, ranging from geothermal to micro-grid technology
				Neighborhood / Building		
•		•		4.1	Permeable Pavements	Paving materials (asphalt, concrete, or pavers) which contain voids for water infiltration
•		•		4.2	Reducing Impervious Surfaces	The employment of various strategies to reduce the amount of impervious surfaces on a site.
•		•		4.3	Native Landscaping	The use of plants that are historically native to a given area prior to European settlement
	•			4.4	Bioretention Cells	An infiltration device that consists of a depression with a vegetated layer, a mulch layer, several layers of sand, soil, an organic media filter bed, an overflow, and an optional underdrain
	•			4.5	Stormwater Tree Pits	Small-scale stormwater treatment systems that collect and filter stormwater from streets or parking areas
•				4.6	Stormwater Trees	Trees that hold rainwater on their leaves and branches, infiltrate it into the ground, absorb it through root systems and evapotranspire it into the atmosphere
			•	4.7	Sand & Organic Filters	Systems with a sedimentation or settling chamber where floatables and heavy sediments are removed, and a second chamber where additional pollutants are removed through a layer of sand
	•	•		4.8	Catch Basin Inserts	Inlets to the storm drain system with a sump that captures sediment, debris, and other pollutants
	•			4.9	Soil Amendments	The addition of materials to improve infiltration capacity and pollution removal function by changing the soil's physical, chemical, or biological characteristics
				Building		
•		•		5.1	Rain Gardens	A shallow landscaped depression to briefly hold stormwater runoff until it infiltrates into the ground
		•		5.2	Green Roofs	Any roofing system that includes vegetation planted in a growing medium separated from the structure below by a waterproof membrane
		•		5.3	Rainwater Harvesting	Systems that capture rainwater and store it for reuse
		•		5.4	Greywater Reclamation	The collection of wastewater from a bathtub, shower, sink, washing machine, or dishwasher for irrigation
		•		5.5	Energy & Water Efficient Buildings	Buildings that significantly reduce the quantity of energy and water utilized for daily purposes

R - recommended *PP - private property*

UC - under consideration *NR - not recommended*

APPENDIX B

SIGNAGE GUIDELINES

There are several retailers within the Drexel Town Square development, ranging from general outlot buildings in the Perimeter Commercial district, to in-line units on Main Street. In addition to signage regulations within Chapter 17 (17.0701-17.0715) of the Zoning Code for the City of Oak Creek, Drexel Town Square encourages its tenants to incorporate signage into the overall building design. The following guidelines* are to enhance the development's urban qualities by creating a user-friendly, multi-scaled experience through signage. All primary and secondary signage must be approved by the Plan Commission as part of the site and building plan approval process.

MULTI-SCALE SIGNAGE EXAMPLE

Primary signage

Eye-level signage

Temporary signage

Secondary signage

To achieve a consistency to the Drexel Town Square development, building signage is recommended at multiple scales, and in a variety of types. A framework of recommended guidelines provides regularity and rhythm to ensure a cohesive language at all streets within the masterplan. In order to effectively integrate signage into the overall project design, recommendations have been set forth based on the following categories:

- **A TYPES AND VARIATION**
- **B QUANTITY AND SCALE**
- **C PLACEMENT AND ORIENTATION**
- **D MATERIAL AND COLOR**
- **E DEVELOPMENT OR PERIMETER COMMERCIAL MONUMENT SIGNAGE**
- **F LARGE FORMAT RETAIL: SPECIAL CONDITION**
- **G GATEWAY SIGN**

EXAMPLES OF SUCCESSFUL SIGNAGE APPLICATION

* See Design Guidelines, section "Architectural Design" of this document for more information on acceptable design standards for Drexel Town Square buildings.

A TYPES AND VARIATION

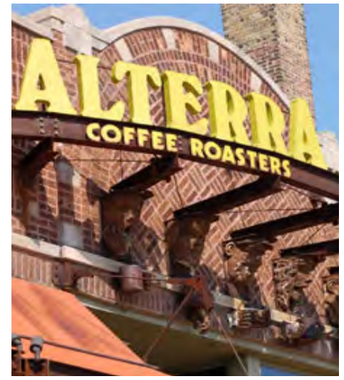
Multiple types of signage are preferred to add visual interest and variation to Drexel Town Square. To encourage a high standard of signage, while understanding the need for flexibility, multiple options are identified.

Signage adds visual interest, depth, and rhythm to the facade and streetscape. Primary signage identifies the retailer from a distance; the human scale is addressed by eye level signage; however an intermediate, or secondary, scale is necessary. Flags (horizontal or vertical, fabric or solid, wall mounted or suspended) are the recommended secondary sign to be used with the primary signs shown at left.

RECOMMENDED TYPES:

Architectural

Options: Channel or
Extruded
Lighting: Internal Neon
Reverse
Internal
Location: Entry Facade



PRIMARY SIGN, "BEST"

Extruded

Options: Floating or
Wall Mounted
Lighting: Reverse
External
Location: Entry Facade
Non-Entry

PRIMARY SIGN, "BETTER"

Cut-out

Options: Offset or
Wall Mounted
Lighting: Internal
External
Location: Entry Facade

PRIMARY SIGN, "GOOD"

RECOMMENDED TYPES:

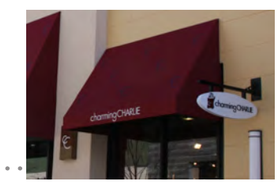
Flag

Options: Horizontal
Vertical
Fabric
Rigid
Lighting: Internal
External
Location: Entry Facade
Special Condition
Non-Entry

SECONDARY SIGN, "BEST"

Awning

Options: Linear or Dome
Wall Mounted
Lighting: External (from above)
Location: Entry Facade
Non-Entry
Special Condition



SECONDARY SIGN, "GOOD"

Vinyl (on glazing)

Options: Text
Graphic
Location: Entry Facade
Special Condition

EYE LEVEL SIGN

A TYPES AND VARIATION CONTINUED

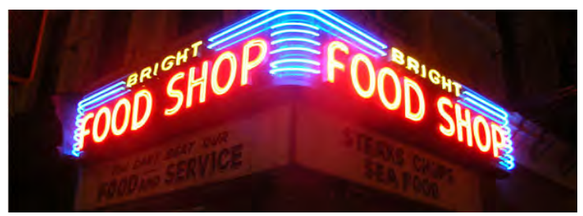
UNACCEPTABLE TYPES:

Due to their unattractive, illegible, or easily damaged character, the following sign types are not permitted at Drexel Town Square.

EXCEPTION: LED and electronic signs will be allowed at specific locations; refer to section E-4 of Appendix B for additional information. Electronic signs may not be attached to building facades at any location.

LED / Electronic- These signs can be very difficult to read, and detract from the desired architectural aesthetic.

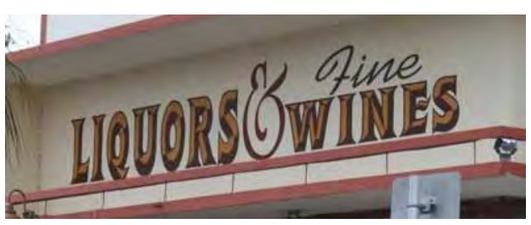
Box Signs- These signs are generally flat, are not pedestrian-friendly, and do not contribute to the architectural design of the building.

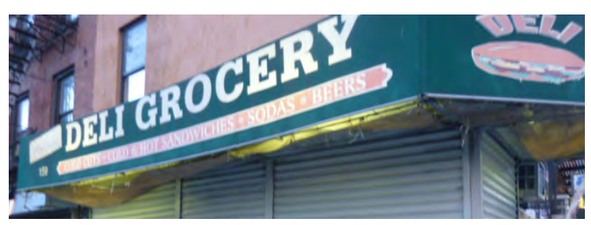


Neon- By itself, neon can be visually overwhelming and difficult to read. Neon should not be the primary signage.

EXCEPTION: Temporary and banner signs may be used for short durations during grand openings or for seasonal messages. This rule does not apply to easel / triangle signs which are put out daily by businesses; these signs are encouraged at pedestrian locations. Refer to "Allowable Temporary Signs" for additional information.

Temporary- Temporary signs are of poor quality and durability, and do not contribute to architectural aesthetic.





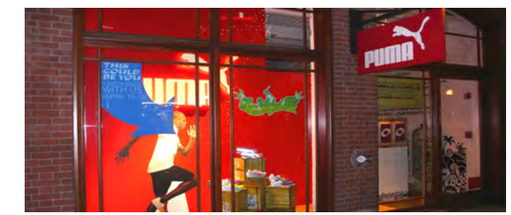
Painted- These signs are very flat, and do not contribute to architectural aesthetic.

RECOMMENDED TYPES:

Included below are precedents that are indicative of the signage standard and recommendations for retailers at Drexel Town Square.

Signage demonstrates depth; features a clean and durable letter on natural building material.

Extruded letters on a canopy give dimension to streetscape; multiple levels of signage.



Well-made flag signs add visual interest for pedestrians, and make stores easily identifiable.

ALLOWABLE TEMPORARY SIGNS

Temporary signs are allowed for certain durations. Temporary banner signs are allowed for a limited time after grand openings, and for seasonal events. Temporary signs must meet all requirements as detailed in the Oak Creek Zoning Code section 17.0709.

Easel / A-frame signs are allowable on a daily basis, and must be taken in nightly by retailers. A-frame signs must be constructed of heavy-duty, quality materials to ensure stability. These signs may not exceed 4' in height and 2'-6" in width (no more than 10 square feet per side).

B QUANTITY AND SCALE

The quantity and scale of signage is important to set standards so that retailers can be readily identified without becoming a billboard. There are two distinct types of retail buildings within the Drexel Town Square master plan: the outlot building, which is visible from multiple directions, and the in-line store typical of main street. The following guidelines address the two types described above.

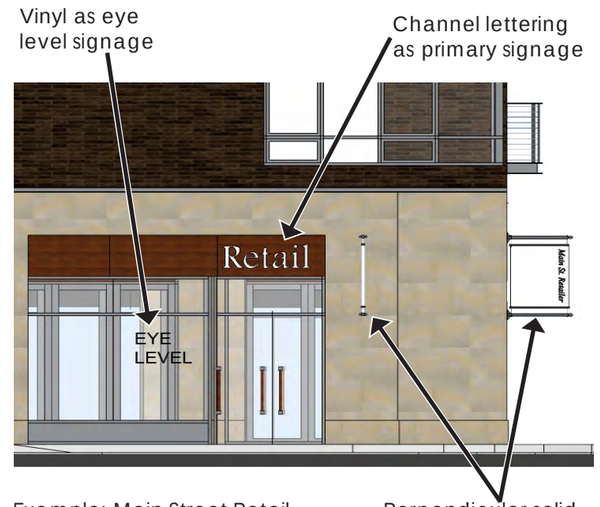
EXAMPLE OF PRIMARY SIGN AT OUTLOT TYPE BUILDING

EXAMPLE OF SECONDARY SIGN AT MAIN STREET

EXAMPLE OF EYE LEVEL SIGN

QUANTITY

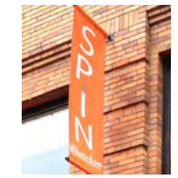
- 1 primary sign per entry facade per tenant. *
- 1-2 flag signs per entry facade (fabric or solid)
- 1 eye level sign/graphic per 12 linear feet of entry facade



Example: Main Street Retail
Height: 15'-8", 15% of 15'-8" = 28"
maximum height of primary sign

*EXCEPTION: Primary signs are also allowed on special condition facades. Perimeter buildings at Drexel and Howell Avenues may also have an additional primary sign on the facade facing Drexel OR Howell Ave. if that facade is not an entry facade (I.E. first generation plan, buildings A/A2, B5, B2, B1, C1, D, E, F1, F2, G, H, I, J).

SCALE



- minimum sign height =16"
- maximum sign height = 15% of retail floor height.

FLAGS

- wall mounted fabric flag may not be >10' in height and must maintain a vertical proportion; may not extend > 4' off facade or < 8' from ground.

- wall mounted solid flag may not be > 36" in width or 36" in height; may not be < 8' from ground plane; may not project > 4' from the outermost facade.

SUSPENDED

- suspended signs which are perpendicular to the facade and project over pedestrian paths may not be < 8' from ground nor project > 4' from outermost building facade.

AWNING

- minimum lettering height = 8"
- maximum sign height = 5% of retail floor height.
- text on awning preferred on face perpendicular to ground plane.
- awning may not extend more than 4' from outermost facade

VINYL SIGN ON GLAZING

- text/graphic/pattern may not cause > 10% of glazing to become opaque.
- maximum text height = 5% of retail storefront.

RECOMMENDED SIGNAGE

Signage at multiple scales including extruded letters at cantilever; horizontal and vertical flags; eye level signage.

Primary, secondary, and tertiary signs are present. Signage has a consistent design. Temporary sign is for announcing opening date only and is subject to Chapter 17 requirements for temporary signs.

UNACCEPTABLE SIGNAGE

Visibility and natural light into retail reduced by window graphics; too many signs.

C PLACEMENT AND ORIENTATION

It is recommended that facades feature a balance of parallel and perpendicular signage to enhance visual access and branding capabilities.

EXAMPLE OF SUCCESSFUL SIGNAGE

Signage should be located over entries, at sides of in-line bays, or at locations considerate of materials and their arrangement. Signage should be relevant within the overall architectural design.

EXAMPLE OF EYE LEVEL SIGNAGE

Multiple orientations of signage attract views from different directions, and are visually appealing.

EXAMPLE OF FLAG AND AWNING SIGNAGE

Awnings should be located at windows and doors, to emphasize architectural design. Awnings should not be continuous features which wrap the entire building or storefront.

UNACCEPTABLE SIGNAGE PLACEMENT

Signage does not brand business, and is placed between to structural bays. No other signage is provided.

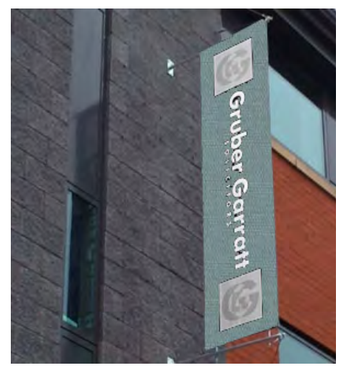
RECOMMENDED SIGNAGE PLACEMENT

Signage is centered on the retail unit, and between facade elements. Signage works with building design to define storefront size.

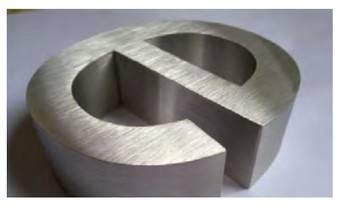
D MATERIAL AND COLOR

To achieve a consistency to the Drexel Town Square retail development, building signage is preferred to have a consistent language. The signage materials and textiles selected should be durable, contrast and complement the building's facade, be properly illuminated, and be well integrated into the overall building or storefront design.

EXAMPLES OF COMPLEMENTARY RETAIL SIGNAGE



RECOMMENDED MATERIALS FOR RETAIL SIGNAGE



Stainless Steel

Translucent Durable Plastic

Steel Channel

Wood

Vinyl Lettering/Graphics

Aluminum

COLOR AND PATTERN

Color of signage shall complement building materials. Colors are recommended to be solid. Limit use of distracting patterns.

EXAMPLES OF SIGNAGE MATERIAL AND COLOR

RECOMMENDED: Signage colors and materials complement building materials.

RECOMMENDED: Dome awnings complement upper arched windows. Colors are neutral and consistent. Awnings are made of durable canvas.

UNACCEPTABLE: Domed awnings do not complement rectangular facade elements. Vinyl awnings are unacceptable. Awnings may not extend full length of building.

E MONUMENT AND GROUND SIGNAGE

The purpose of monument signage is to identify the location and presence of retailers in the development. Different scales of signage will be utilized at different locations. **Development monument signs** will identify multiple present retailers. **Ground monument signs** will locate retailers within the development. This section details the recommended design, placement, and materials for monument signage, as well as exceptions to these guidelines. Ground monument signs are not allowed on Main Street.

E-1 QUANTITY AND SCALE

DEVELOPMENT MONUMENT SIGNS
There will be three development monument signs which display the names of retailers in Drexel Town Square. These signs will be located at primary entries to the development.

These development monument signs will be limited to a height of 20' above street level. Development monument signs should be a solid, regular shape (i.e. rectangular with solid base). Solid base must be a minimum of 36" tall. Signs should have two main sides, each facing the main direction of travel. Development monument signs are subject to review and approval by the Plan Commission.

GROUND MONUMENT SIGNS
There will be one ground monument sign allowed per building in the perimeter commercial district, per street frontage. Signs along Drexel or Howell Avenues will be considered the primary monument sign. Signs along roads which run through the development will be considered secondary monument signs. If a building houses more than one retailer / company, it is required that these companies utilize a multiple-tenant sign. Solid base must be a minimum of 24" tall.

Primary, individual, ground monument signs are limited to a height of 8'-0", and may not be more than 10'-0" above street level.

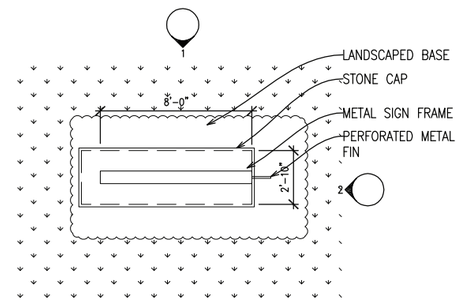
Secondary, individual, ground monument signs are limited to a height of 6'-0", and may not be more than 8'-0" above street level.

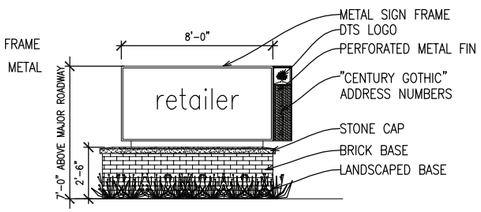
Monument signs must comply with all parts of the Oak Creek Zoning code, Section 17, for all items not addressed above. Refer to the following diagram for sizing requirements and limitations.

The diagrams below demonstrate appropriate sizing of monument and ground signs.

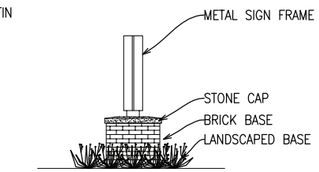
Individual Monument Sign- Primary- Draft

Preferred dimensions:





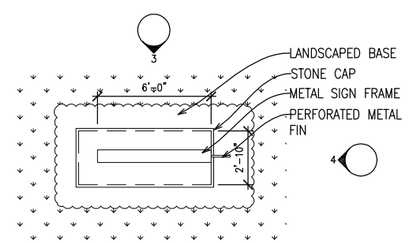
Elevation 1

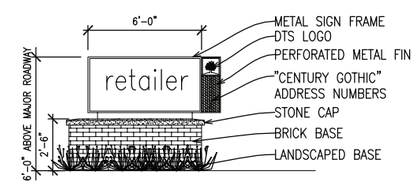


Elevation 2

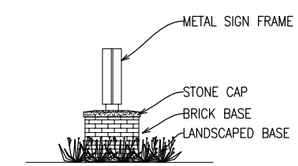
Individual Monument Sign- Secondary

Preferred dimensions:





Elevation 3



Elevation 4

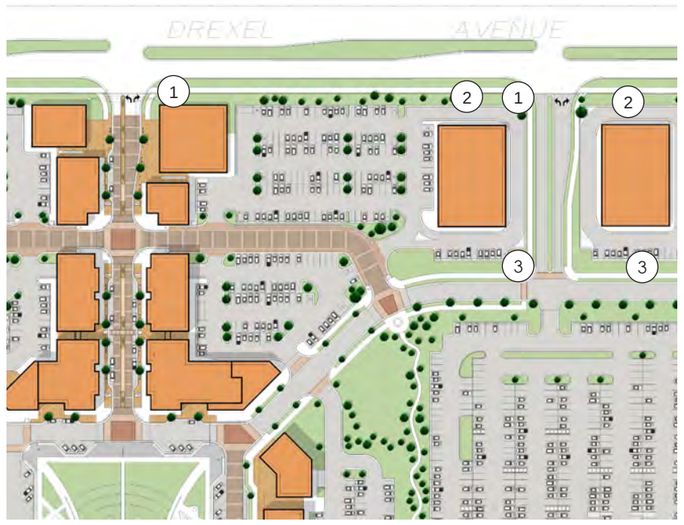
FINAL SIGN DETAILS, LIGHTING, AND SPECIFICATIONS BY SELECTED SIGN VENDOR (TBD).

E-2 PLACEMENT AND ORIENTATION

Signs should be perpendicular to passing traffic, to ensure adequate visibility. Single-retailer signs may not be located in traffic view triangles. Signs should be appropriately placed to identify and enhance the appearance of retail outbuildings. Signs should be appropriately spaced, with enough separation to avoid visibility concerns. It is recommended that signs be no less than 200' apart.

E-2 PLACEMENT AND ORIENTATION

POTENTIAL SIGNAGE LOCATIONS- EXAMPLE



The diagram at left shows potential locations for development monument and ground monument signage.

1: Development monument signage with multiple tenants' names displayed- located at main entry.

2: Ground monument, primary individual ground sign- displays name of single or multiple retailers. One sign per buildings located on Drexel and Howell Avenue.

3: Ground monument, secondary sign- displays name of single or multiple retailers. One sign per building, located on interior roadways.

E-3 MATERIAL AND COLOR

All monument signs must be constructed of quality materials which complement the design of their corresponding building. It is recommended to incorporate architectural elements from buildings into their signage. Examples of recommended materials include: stone, brick, and/or metal. Materials should express permanence. All signs should be opaque. Lettering may be translucent within an opaque panel, or backlit channel letters. It is encouraged that primary monument signs are sculptural, adding highly-individualized elements to street frontage.

Pole signs are not allowed at any location.

RECOMMENDED MATERIALS FOR MONUMENT SIGNAGE LETTERING

Stainless Steel

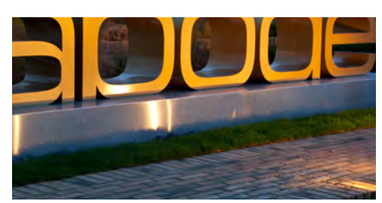
Steel Channel

Aluminum

RECOMMENDED MATERIALS FOR MONUMENT SIGNAGE BASE

Stone

Brick


Metal

RECOMMENDED FORM FOR MONUMENT SIGNAGE

Rectangular

Sculptural

Lettering

RECOMMENDED LANDSCAPING FOR MONUMENT SIGNAGE

Landscaping is required at all monument signs. See Oak Creek Zoning Code section 17 for additional information.

E-4 SPECIAL CONDITION

LED and electronic signs are permitted at only four locations: one at each development monument sign (two at Drexel Ave., and one at Howell Ave.), and one at fuel center. All electronic signs must comply with the Oak Creek Zoning code, Section 17.0706, letter "G". The LED/electronic sign permitted for the fuel center must comply with the dimensional and placement, material and color and landscaping requirements established by this document for ground monument signs at primary signage locations(Sections E-1 through E-3) except that the maximum area of the sign may not exceed 104 square feet per side.
The fuel center electronic sign, if incorporated, serves as the primary ground monument sign, and is not in addition to a separate ground monument sign.

RECOMMENDED DESIGN FOR ELECTRONIC FUEL CENTER SIGNS

Sign is appropriate height | No more than 50% of LED display is red | Well-landscaped base area | LED is less than 50% of sign area | Quality, durable materials

F SIGNAGE GUIDELINES FOR LARGE RETAILERS

For retail buildings larger than 50,000 square feet, special conditions shall be considered on an individual basis. Due to the large nature of these retailers, the previous signage guidelines may not be appropriate. The following standards should be applied to large retail buildings.

Signage meeting the previously-listed size recommendations may feel inadequate on a large facade.

Incorporation of large signage is appropriate on facades of large-format retail buildings.

F-1 TYPES AND VARIATION

Signage at large-format retail locations will be held to the same standards of the previous signage sections with the exception of size limit on the primary facade. It is recommended that large format retailers incorporate a variety of signage to add visual interest. The example below is successful at combining multiple types of signage.

WINDOW-APPLIED SIGNAGE

LARGE-SCALE, THREE-DIMENSIONAL, INTERNALLY-LIT SIGNAGE

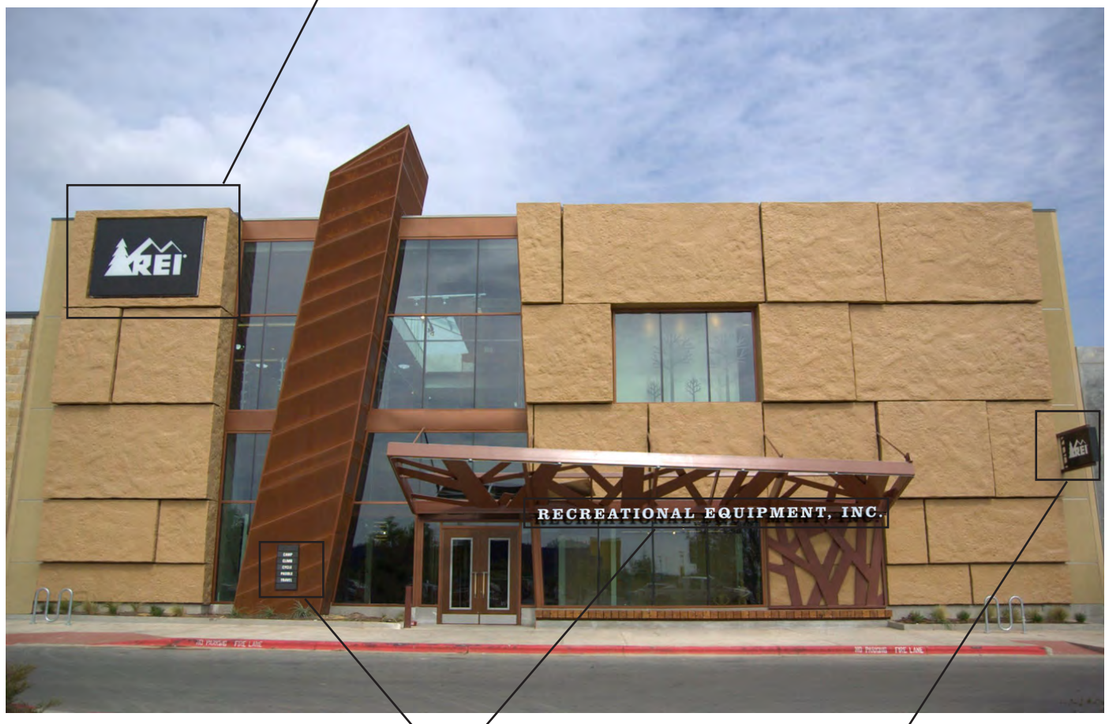
FABRIC FLAG SIGNAGE

F-2 QUANTITY AND SCALE

Multiple scales of signage are recommended on large-scale retail buildings. This ensures a comfortable approach for customers, whether they approach by vehicle or by foot.

RECOMMENDED SIGNAGE QUANTITY AND SCALE

LARGE-SCALE BRAND SIGNAGE



PEDESTRIAN-SCALE SIGNAGE

SECONDARY SIGNAGE

F-3 PLACEMENT AND ORIENTATION

Due to the large scale of signage for large retailers, it may not be effective to utilize primary signage to convey a building entry point. Signage should be placed appropriately on single-material building areas. Signage at this scale is not a substitute for architectural variety, and should be considered an architectural feature when considering placement and orientation.

On a very large retail building, secondary (or even tertiary) signage can be adequate to designate an entry point. This can also become an architectural element, and can be done through the use of canopies, or another architectural feature which would effectively emphasize an entry point.

Typically, most customers approach through the parking lot, therefore large scale primary signage is recommended to be placed on the primary entry facade only.

F-3 PLACEMENT AND ORIENTATION

RECOMMENDED SIGNAGE PLACEMENT AND ORIENTATION

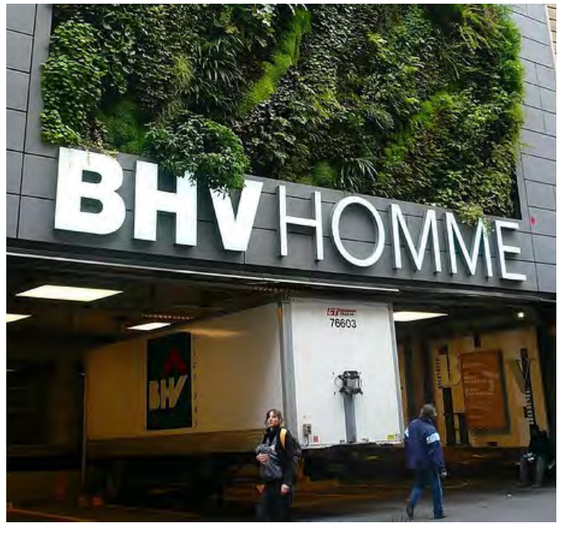
On the example above, primary signage is located appropriately. The building's entry point is successfully signaled by a canopy, secondary and tertiary signage, and a change in the roof line.

F-4 MATERIAL AND COLOR

The standard of quality for materials and color remains the same for large-scale retailers as it is for all other retailers. Materials should be durable, three-dimensional, and easy to read. Color of signage shall complement building materials. Colors are recommended to be solid. Unacceptable signage types include the following: scrolling marquee, painted on building, temporary flags and banners, and awnings which do not fit the previously-provided guidelines.

RECOMMENDED SIGNAGE MATERIAL AND COLOR

The examples below are examples of very successful signage and materiality combinations which transform large, blank facades into architecturally-interesting walls.



G GATEWAY SIGNS

Gateway sign(s) are recommended at Drexel Town Square. These signs should be constructed of durable materials which are complementary to the development's design aesthetic. These signs should bear the name of the development, and should be located at primary entry points to the development. It is recommended that gateway signs also strive to interpret the industrial history of the site of the Drexel Town Square.

Above: proposed gateway sign over Main Street at Drexel Avenue

SUCCESSFUL GATEWAY SIGN EXAMPLES

APPENDIX C

OUTLOT BUILDING GUIDELINES FOR PERIMETER COMMERCIAL DISTRICT

In order to maintain a high level of compatibility and cohesion with the rest of the Drexel Town Square development, guidelines are provided for several design categories. 75% of the visible perimeter of the building (as defined in Section 17.1009(a)(2)(ii) of the Municipal Code) must be constructed with an acceptable combination of glazing and/or permitted primary building materials as further defined by Section C of this Appendix. Outlot buildings in the perimeter commercial district shall follow the recommendations outlined in these categories:

A	GLAZING	C	MATERIALS
B	FORM AND DESIGN	D	SCREENING

A GLAZING

Glazing is an important aspect of building design. Retail buildings at Drexel Town Square are recommended to meet the following glazing standards. Adequate glazing along pedestrian corridors promotes retail engagement and activates the street edge. It also provides safety, allowing unobstructed views into and out of buildings.

Primary Facade

The primary facade is the face of the building which runs along the most major thoroughfare, or parking lot. This is the facade which will be most viewed by the public, and will have the main pedestrian entry. This facade gets a combination of both pedestrian and vehicular traffic. There may be more than one primary facade.

On **a primary facade**, clear glazing recommendations are as follows.

RECOMMENDED: 50%+ clear glazing
ACCEPTABLE: 30-49% clear glazing
UNACCEPTABLE: Less than 30% clear glazing

Non-entry Facade

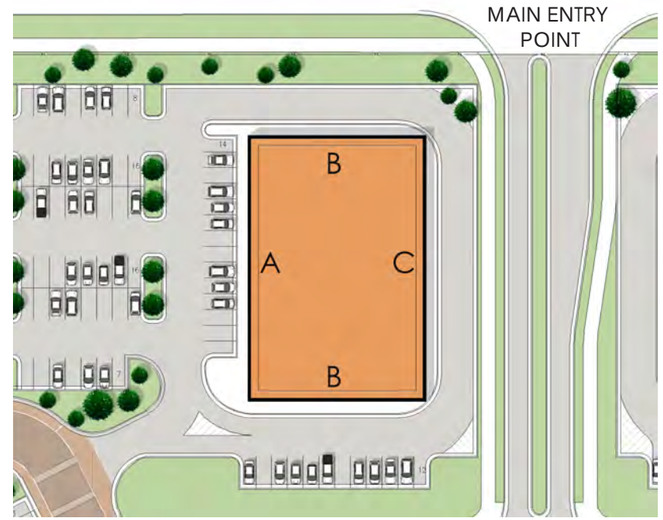
The non-entry facade is the face of a building which is not used for entry by customers. Non-entry facades may include employee entrances or loading docks. These facades may be visible to passing vehicular traffic, and should still be constructed of attractive materials, although less glazing is required.

On a **non-entry facade**, glazing preferences are as follows:

RECOMMENDED: 50%+ glazing
ACCEPTABLE: 20-49% glazing
UNACCEPTABLE: Less than 20% glazing

On non-entry facades only, spandrel glazing may be substituted for up to 50% of glazing recommendation.

Any facade along a main entry point of Drexel Town Square is a special condition. Special condition facades must be treated as a primary facade, regardless of whether the facade has any entry points.



At left is an example plan of a typical outlot in Drexel Town Square. This diagram explains the treatment of different facades, and the reasons for that treatment. Each outlot building must be analyzed individually based on location.

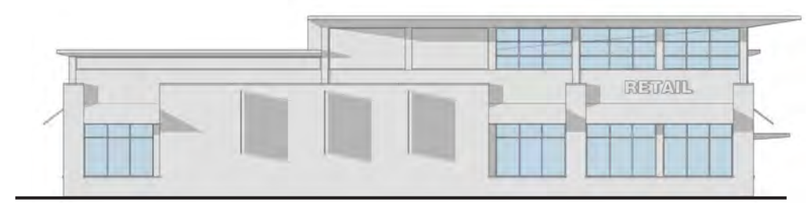
Facade A: Primary
Majority of customers will approach from parking lot.

Facade B: Non-Entry
Large amounts of vehicular traffic will pass this facade, but will not require access from this direction; may include back-of-house functions.

Facade C: Special Condition
On a main entry thoroughfare- will be seen by all cars entering from this direction; must be treated as a primary facade.

Refer to diagrams below for design examples for each facade.

Primary facade (A)
Total square footage: ≈3,750
Area glazing: ≈1,862
% Glazing: 50%



Non-Entry facade (B)
Total square footage: ≈2,300
Area glazing: ≈680
% Glazing: 30%

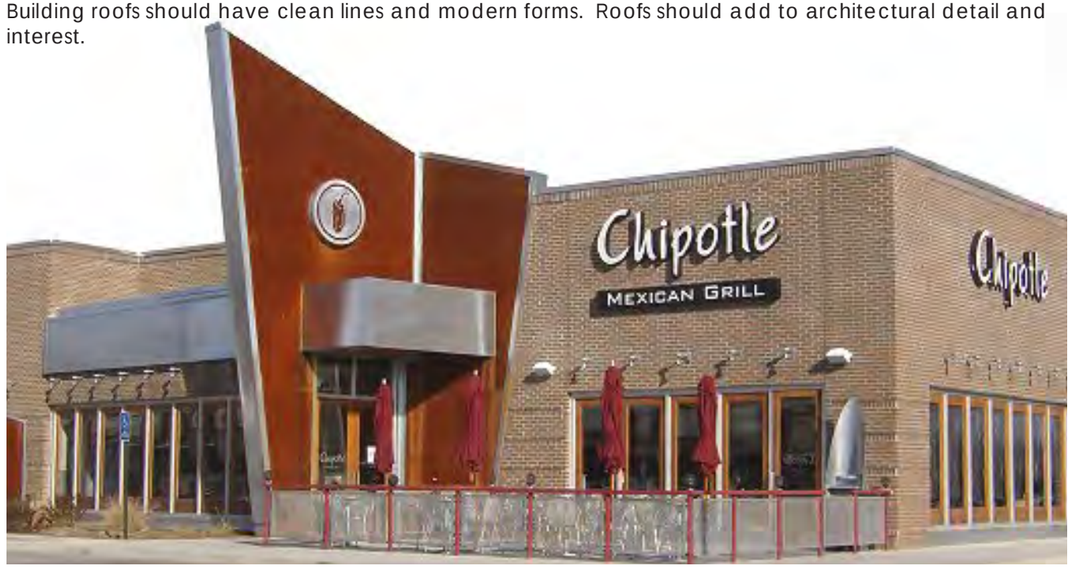
Special Condition facade (C)
Total square footage: ≈3,235
Area glazing: ≈1,132
% Glazing: 35%

B FORM AND DESIGN

Building form has a drastic impact on the overall aesthetic of the development. Drexel Town Square is intended to be an urban downtown area, and should contain buildings whose form reinforces that intent. The following design strategies will ensure the urban aesthetic is effectively conveyed.

ROOF DESIGN

Building roofs should have clean lines and modern forms. Roofs should add to architectural detail and interest.



Recommended roof design: The clean, modern look of this roof is attractive and urban, and is desirable.

Unacceptable roof design: The following roof types have a residential appearance and are not permitted: Gable, Hip, Salt Box, Gambrel, Mansard, and Pyramid, and any other form of residential roof construction.

BUILDING HEIGHT

The minimum recommended height of DTS retail outlot buildings is 16'. This height requirement applies to the main roof line. Roof elements may project higher. All buildings are recommended to meet this minimum height recommendation, to keep the desired dense, urban aesthetic.

Recommended building height: Taller retail buildings appear well-proportioned and better fit in urban context.

Unacceptable building height: Low roof lines that are less than 16' high do not contribute to the desired aesthetic of Drexel Town Square, and are not permitted.

BUILDING MATERIALS

It is preferable that all outlot buildings in the development choose from a natural materials palette. This will maintain variety throughout the development, while still providing a cohesive appearance.

Recommended materials palette: This retailer utilizes mainly natural materials, with complementary colors throughout.

Unacceptable materials palette: Materials which do not match the preferred natural materials palette are discouraged. Painted masonry and wood surfaces are not permitted.

APPROPRIATE AESTHETIC

All outlot buildings should conform to the desired urban aesthetic. Retailers are preferred to respond to the urban design intent of DTS with a unique building, rather than utilize a standard design.

Recommended materials palette: This coffee shop utilizes materials which are also seen in surrounding buildings. The materials are appropriate for the building location. The materials are also used in a neighboring bus stop, making both structures seem more harmonious.

Unacceptable materials palette: Standard prototype building designs are discouraged at Drexel Town Square. They typically do not respond to the surrounding aesthetic or the design intent of DTS.

B FORM AND DESIGN

SUFFICIENT GLAZING

Large sections of glazing can activate a street edge by allowing views in and out of the building. This visual connection will make a street feel busier, because activity inside will be visible.

Recommended facade activation: This facade has large amounts of glazing, which allows views and attracts patrons inside.

Unacceptable facade activation: Facades with minimal glazing make a building feel uninviting to patrons, and are not acceptable at Drexel Town Square.

SUGGESTED OUTDOOR ACTIVITY (OPTIONAL)

By offering outdoor seating, or having operable facades, restaurants can activate their facades by moving their current patrons into an unenclosed zone.

Facade activation: An outdoor patio or a rooftop dining area can add activity and interest to a facade. It is encouraged, but optional, that restaurants in the development offer an outdoor seating opportunity.

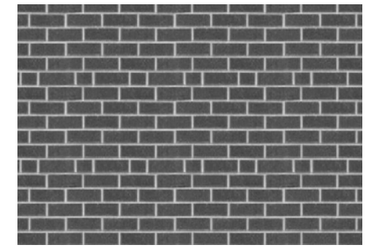
C MATERIALS

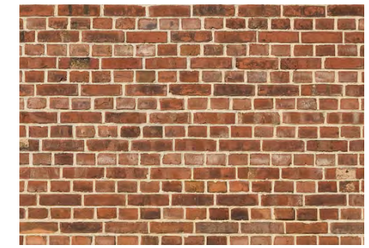
Freestanding commercial structures should be designed as four-sided architecture with finish grade materials used consistently on all facades. Outlot buildings must meet the same architectural design standards as all other buildings in the development. See Design Guidelines, section "Architectural Design" of this document for more information on acceptable design standards for Drexel Town Square buildings.

RECOMMENDED **PRIMARY** MATERIALS

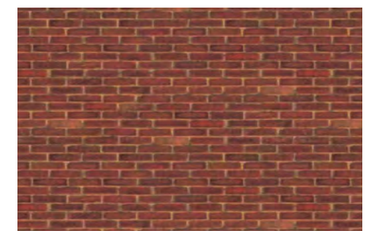
Brick (natural colors preferred, painted brick is not allowed)

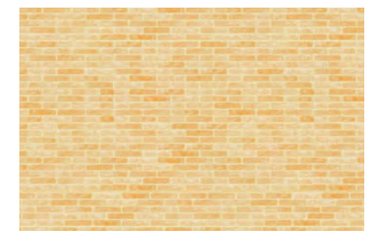
Brown


Dark Gray


Natural / Varied

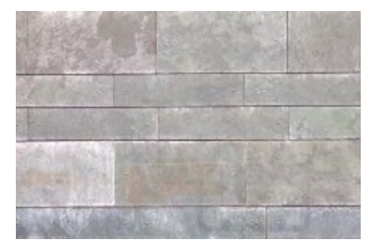
Light Gray

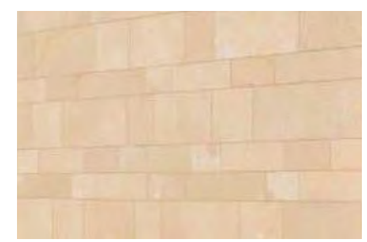

Red


Yellow / gold

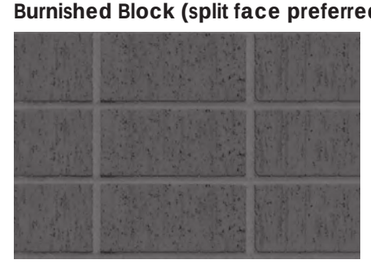
Stone (natural colors preferred)

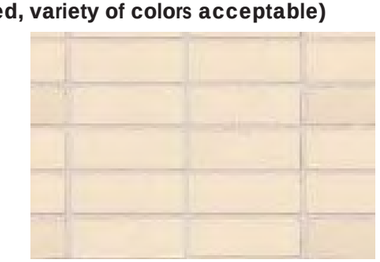
Beige


Gray


Tan

Burnished Block (split face preferred, variety of colors acceptable)


Gray


Tan

White

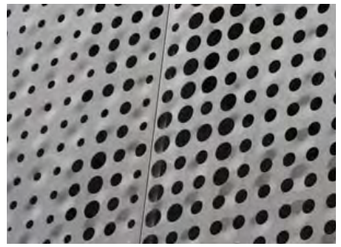
C MATERIALS

RECOMMENDED **SECONDARY** MATERIALS

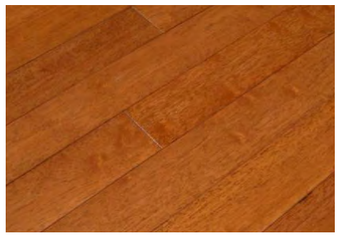
Architectural metal panel (variety of colors and patterns acceptable)

Rectangular, monolithic

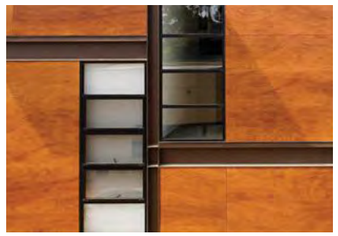
Rectangular, varied


Textured

Wood (variety of styles and species acceptable)

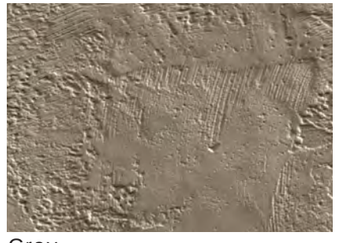

Tongue and Groove paneling

Exterior Wood Screen


Wood paneling in storefront

Stucco (variety of colors and styles acceptable)

White

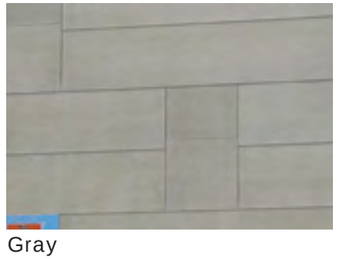

Gray

Tan

Cementboard (natural colors preferred)

Terra Cotta (earth tones)

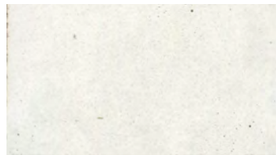
Tan


Gray

RECOMMENDED **ACCENT** MATERIALS

Examples of accent material locations: low base below glazing or decorative banding. Translucent glazing may not replace clear glazing. These materials should be used in accent applications ONLY.

Concrete (variety of colors and textures acceptable)

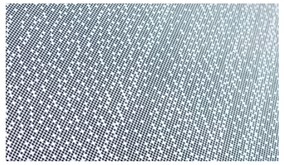

White

Light gray

Tinted

Textured (board form or other)

Fritted glazing (variety of patterns acceptable)


Mostly opaque

Partially transparent

Mostly transparent

Decorative accent

Translucent materials (variety of styles acceptable)

White translucent

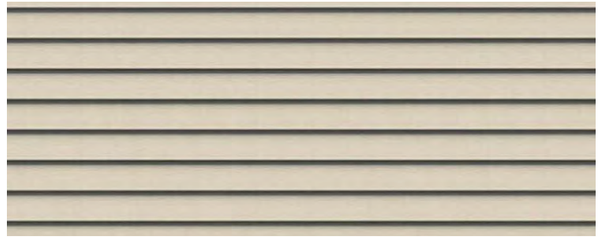
Semi-translucent

Spandrel

UNACCEPTABLE MATERIALS

Due to their residential aesthetic and/or low durability, the materials below are not permitted.

Shingle Siding


Vinyl Siding

Exterior insulation and finishing system (EIFS)

Aluminum Siding

D SCREENING

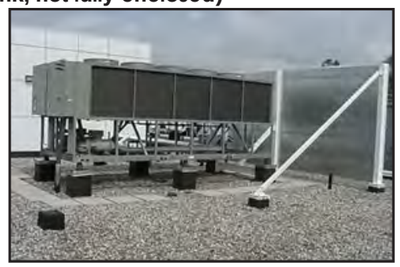
Certain building components must be screened from public view. The following guidelines should be followed for screening trash areas and mechanical units:

All mechanical units must be screened from view. Pad-mounted HVAC units may be screened with decorative vegetation or built fencing. Roof-mounted HVAC units must have a built enclosure if the unit is visible from street-level pedestrian areas. Any built fencing around mechanical units must match the building to which it is attached. No chain-link fence may be used for any portion of screening element.

All trash areas must be fully enclosed and completely screened from view with a built enclosure. Built enclosure must match aesthetic of surrounding buildings. Enclosure must close and latch securely. No chain link fence may be used for trash enclosures at any location.

Recommended HVAC enclosure (foliage, built screen)

Unacceptable HVAC enclosure (chain link, not fully enclosed)



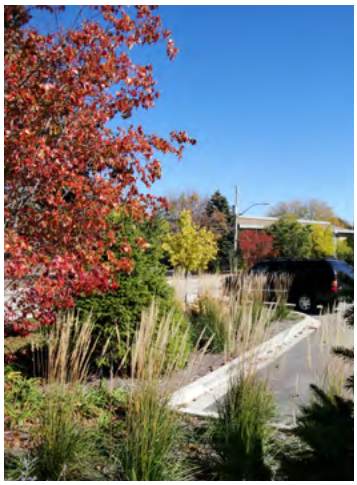
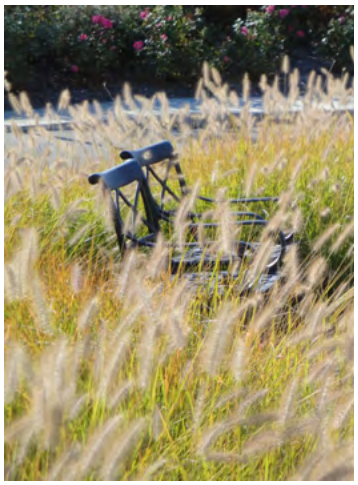
Recommended trash enclosures (made from quality materials, no Dumpster visible, fully closed and latched)

Unacceptable trash enclosure (not fully enclosed, chain link fence used, Dumpster/trash visible)

DREXEL TOWN SQUARE

Landscape Design Guidelines for Perimeter Development Street Yards

Drexel Avenue and Howell Avenue
City of Oak Creek, Wisconsin

GRāEF

April 20, 2015

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V. APPENDIX.....4

Figure 1 - DTS Utitily Easement Plan

Figure 2 - Utility Easement Landscaping Restrictions

Figure 3 - DTSMUPDD District Diagram and General Development Plan

Figure 4 - Typical Street Yard Plan and Cross Section - Development Adjacent to 9'-0" Easements

Figure 5 - Typical Street Yard Plan and Cross Section - Development Adjacent to Easements Wider Than 9'-0"

Figure 6 - Recommended Plant List

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I. INTRODUCTION

Purpose and Intent

These Landscaping Design Guidelines have been created to ensure that private development landscaping along the perimeter of the Drexel Town Square (DTS) maintains a strong, consistent level of aesthetic quality.

The following pages summarize the landscaping design criteria that only apply to the street yard areas of the private development along Drexel Avenue and Howell Avenue; more specifically, those perimeter parcels that are identified in the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan (DTSMUPDD) as “Mixed-Use” and “Perimeter Commercial”, (See Figure 3).

For the purposes of these guidelines, street yards are defined as the landscape zones on private property comprised of the area which lies between the public right-of-way to an inside distance as defined by these Landscape Guidelines. For further clarification, the street yard areas only apply to the right-of-ways that directly abut Howell Avenue and Drexel Avenue and not any other public right of ways within DTS (Town Square Way, Delco Drive, 6th Street, Clock Tower Place, Main Street, and Market Street).

The intent of these guidelines is to clearly identify the minimum desired treatment for the landscape within the street yards for the parcels identified above.

In the event that a retaining wall is constructed on Parcel 11, these guidelines should not apply, but rather the Plan Commission and Community Development Director should review the street frontage of this lot in context of the development of Parcel 11 and the overall development.

Site Utility Easements

The entire perimeter area that these guidelines address is occupied by public or private utility easements. Refer to Figure 1 – DTS Utility Easement Plan, for an overall site map which depicts all of the utility easements within this area and Figure 2 – Utility Easement Landscaping Restrictions, for a summary of the utility providers and the specific landscaping restrictions which apply to each easement type.

In any case where the landscape restrictions for a particular easement do not allow the recommended trees to be placed within the street yard area, those trees should be provided within the individual parcel as close to the easement as possible.

Approval Procedure

As part of the approval process for each individual private development project within the DTS Development, the Oak Creek Plan Commission is charged with interpreting and assuring compliance with these Landscape Design Guidelines as described in the DTSMUPDD General Development Plan and Regulating Plan.

It is the owner’s responsibility to verify the location of existing utilities prior to commencing work on landscaping within or adjacent to existing easements. Likewise, it is the responsibility of the owner to verify those types of landscaping that are allowable within existing easements.

Prior to receiving an occupancy permit, the owner shall provide the City with a letter from the landscape architect or contractor verifying that the landscaping has been installed in accordance with the approved landscape plan.

II. GENERAL STREET YARD LANDSCAPE DESIGN REQUIREMENTS

In addition to the specific requirements identified later in this document, landscape design for the individual parcel developments within the defined perimeter area should meet, at a minimum, the following design requirements:

1. The landscaping requirements identified in the Drexel Town Square Mixed Use Planned Development District General Development Plan (DTSMUPDD-GDP) and Regulating Plan.

2. Minimum tree size at time of planting is 1 ½” caliper for single-stem shade trees and 6 feet ht. for clump-form ornamental trees, except for oak species, which should have a minimum size of 2” caliper.

3. When calculating required tree and shrub rates using total linear footage of the parcel or a percentage of the area, always round up to the next whole number.

4. All plant bed areas should be covered with a minimum 3” thick layer of either shredded hardwood bark mulch (with no artificial coloration added) or decorative stone mulch in a color that is complimentary to that of the adjacent architecture.

5. Vehicle Use Areas (VUA) are defined as parking lot areas and drive-thru lanes.

6. Landscaping should be selected from the recommended list of plants provided in the appendix (see Figure 7), or be proven to thrive in the urban conditions and local climate at the project site; subject to acceptance by the Oak Creek City Forester.

III. SITE-SPECIFIC STREET YARD LANDSCAPE REQUIREMENTS

Each individual parcel development within the defined perimeter area should provide street yard landscaping as follows:

1. Parcels which abut a 9’-0” wide utility easement:

a. Minimum street yard width: 9 feet

b. Provide a continuous 5’-0” min. wide shrub hedge along the entire length of the street yard and conform to the following criteria:

i. The hedge should be maintained at a minimum height of 4 feet with plants spaced at a minimum of 4 feet on center.

ii. Of the total number of shrubs, a minimum of 25% and a maximum of 60% should be evergreen.

iii. Where a shrub hedge is used along a VUA, a minimum of 75% of the shrubs should be evergreen.

c. A minimum of 33% of the street yard area outside of the hedge should be planted with perennials or ornamental grasses in groupings or drifts to maximize visual impact and aesthetic quality. The remaining street yard area should be manicured turf.

d. Provide shade or ornamental trees within the street yard at a minimum rate of 1 per 50 l.f. Where easement restrictions do not allow trees to fall within the street yard area, they should be provided as closely as possible outside the easement boundary.

2. Parcels which abut a utility easement that is wider than 9’-0” wide:

a. Minimum street yard width: 12 feet.

b. Provide a continuous 8’-0” min. wide, double row shrub hedge along the entire length of the street yard and conform to the following criteria:

i. The hedge plants should be spaced at a minimum of 4 feet on center and be laid out in a triangulated pattern.

ii. The hedge should be maintained at a minimum height of 4 feet.

iii. Of the total number of shrubs, a minimum of 25% and a maximum of 60% should be evergreen.

iv. Where a shrub hedge is used along a VUA, a minimum of 75% of the shrubs should be evergreen.

c. A minimum of 33% of the street yard area outside of the hedge should be planted with perennials or ornamental grasses in groupings or drifts to maximize visual impact and aesthetic quality. The remaining street yard area should be manicured turf.

d. Provide shade or ornamental trees within the street yard at a minimum rate of 1 per 50 linear feet Where easement restrictions do not allow trees to fall within the street yard

area, they should be provided as closely as possible outside the easement boundary.

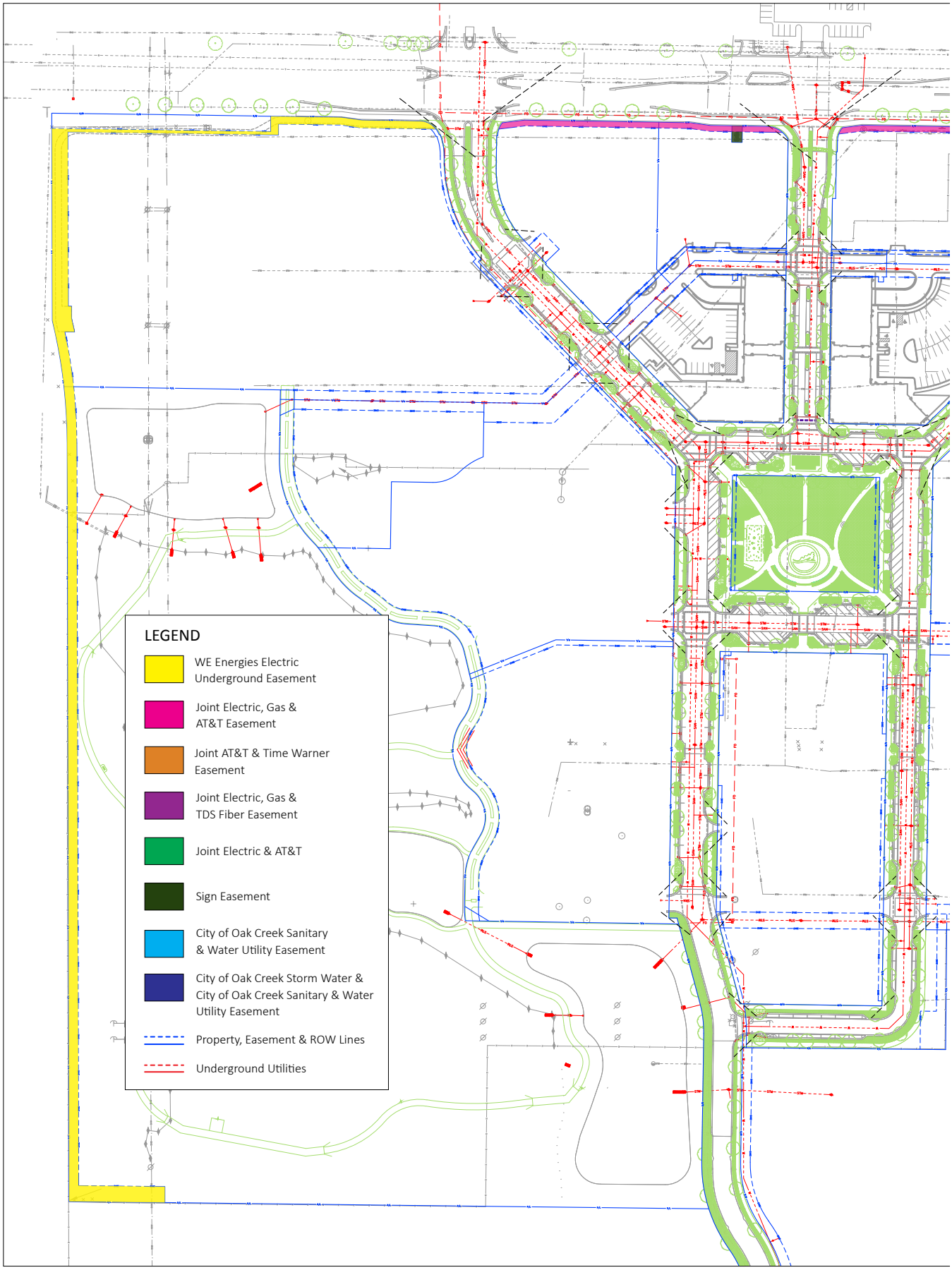
IV. BUILDING EDGE LANDSCAPE REQUIREMENTS

All building façades which are located within 25 feet. of the public right-of-way should have a minimum 3 ft. wide foundation landscape area with full plant coverage comprised of a mix of ornamental trees, shrubs, ornamental grasses and perennials.

All exterior appurtenances (such as HVAC units, utility boxes, standpipes and other above grade utility features) should be 100% screened from view using either a decorative screen fence, which aesthetically relates to the building architecture, or evergreen plant material. The screen material should be located within 10 ft. of the item(s) being screened.

V. APPENDIX

Figure 1 - DTS Utility Easement Plan



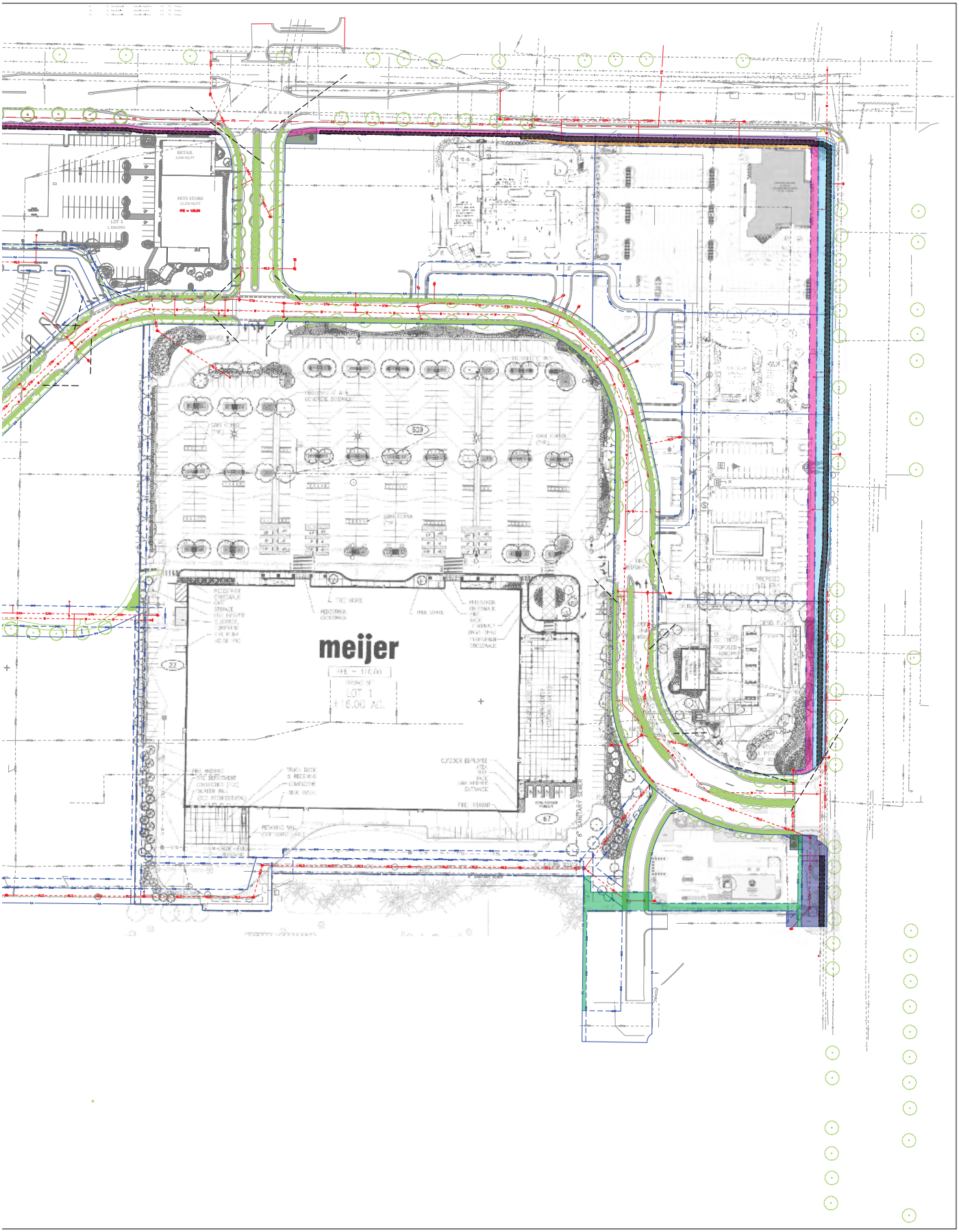

RETAIL
PETS STORE
meijer
LOT 1
8" SANITARY SEWER

Figure 2 - Utility Easement Landscaping Restrictions

Figure 2 - UTILITY EASEMENT LANDSCAPING RESTRICTIONS	
Utility and Provider	**Landscape Restrictions Within Easement**
We Energies - Gas and Electric	Tree Planting and Landscaping (which includes ornamental trees, shrubs, perennials, grading, retaining walls etc.) shall be 3 feet in distance from electric/gas lines. Fences shall be two feet in horizontal distance.
Time Warner - Cable	Time Warner Cable request the easement area to be clear of plantings, bushes, branches and or trees so Time Warner Cable may maintain the easement for future restoration and or to place new facilities in the existing easement. If such Plantings, bushes, branches and or trees encroach into the easement the they may be trimmed or removed as to not interfere with the existing easement. (1)
AT&T - Telecommunications	None, Only restriction is to "Call before you dig" (using the universal 811 number). (1)
TDS - Fiber Optic	TDS allows plantings that do not damage or interfere with the use of the eaesment. Only small shrubs, perennials, or turf allowed within the easement. No large plantings such as trees, or larger shrubs.
Oak Creek Water and Sewer - Water & Sanitary Sewer	No trees allowed. Shrubs, perennials and ornamental grasses are ok.
City of Oak Creek - Storm Sewer	No trees allowed. Shrubs, perennials and ornamental grasses are ok.

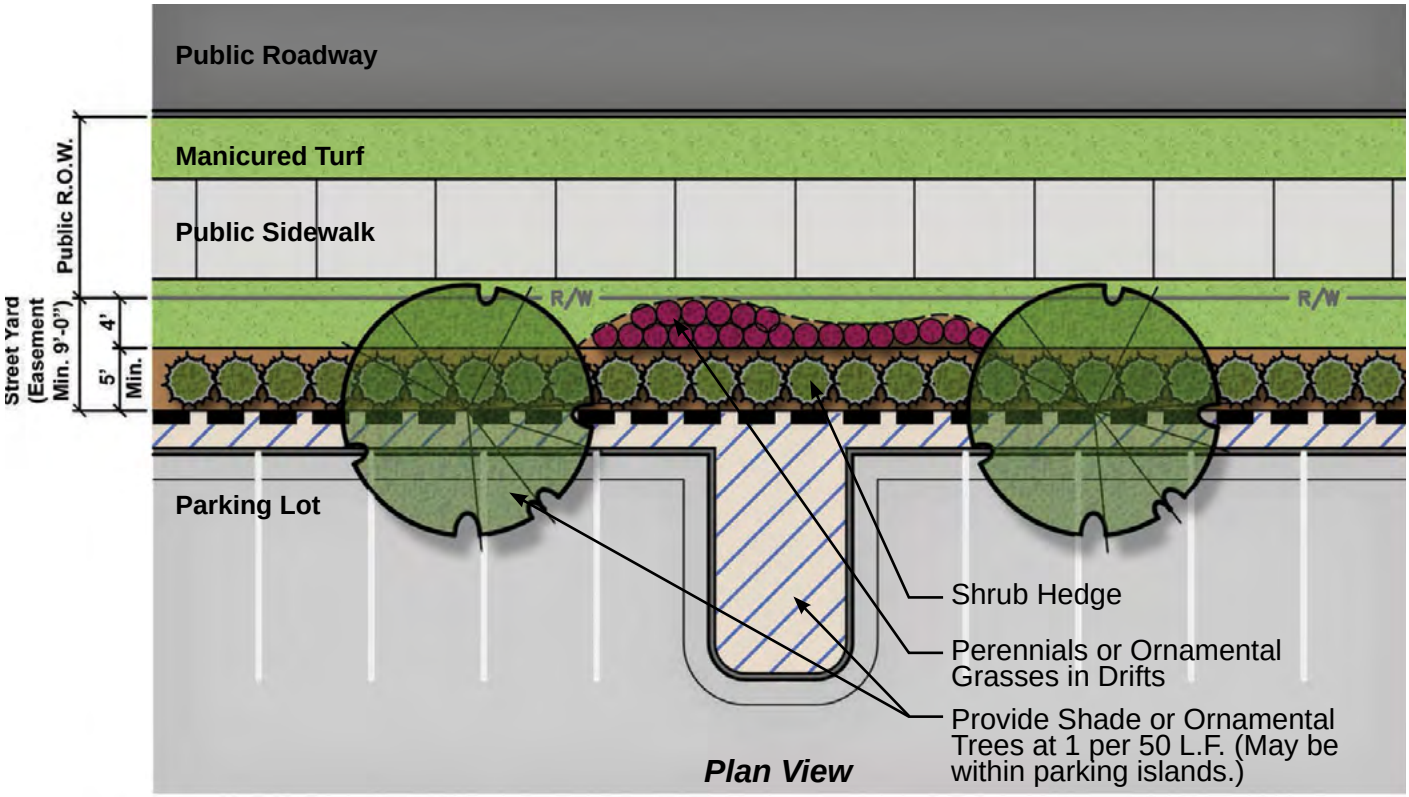
Note:

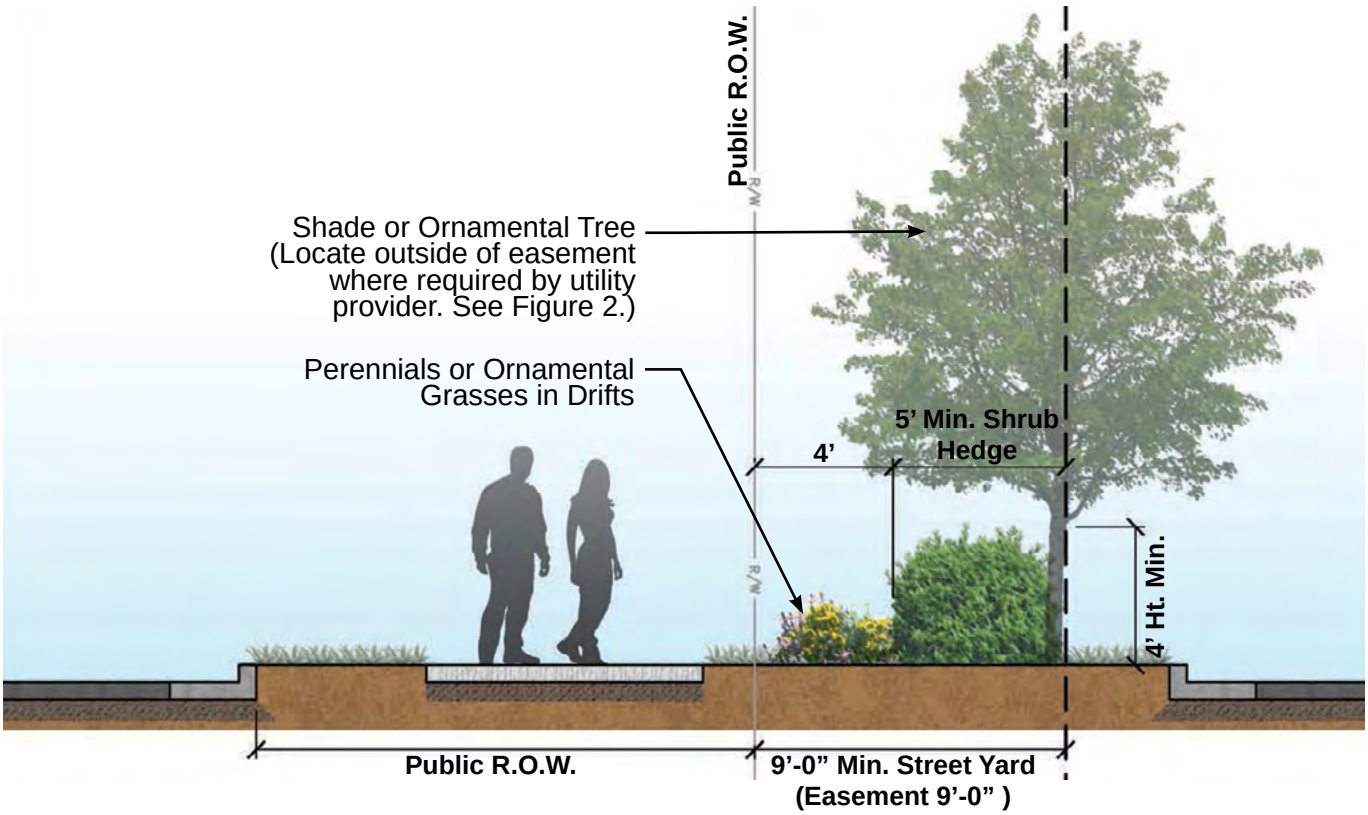
(1) Utility may be allowed in easement by permission instead of right. If so, their restrictions do not apply.

FIGURE 3: DISTRICT DIAGRAM AND GENERAL DEVELOPMENT PLAN

OAKCREEK WISCONSIN

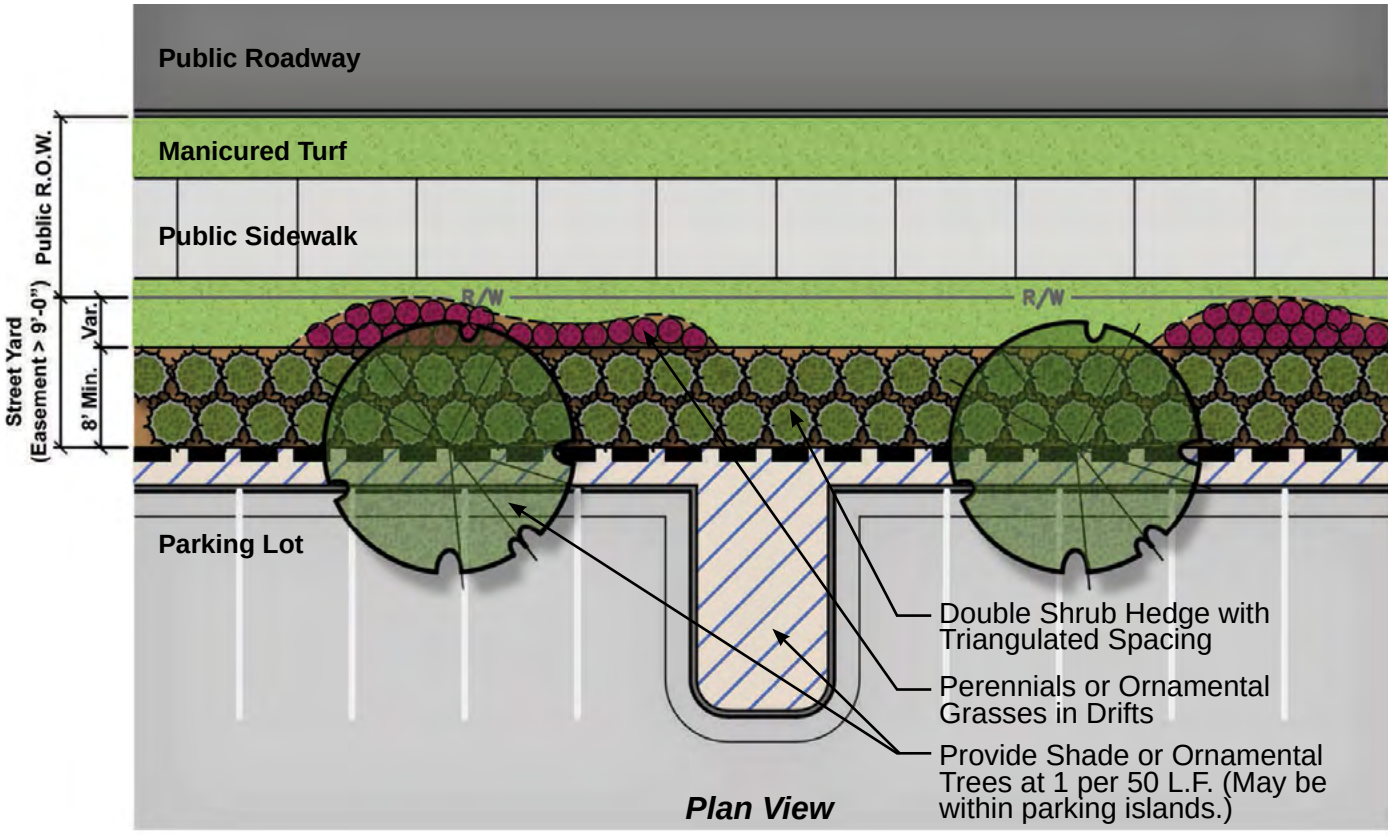
Figure 4 - Typical Street Yard Plan and Cross Section - Development Adjacent to 9'-0" Easements



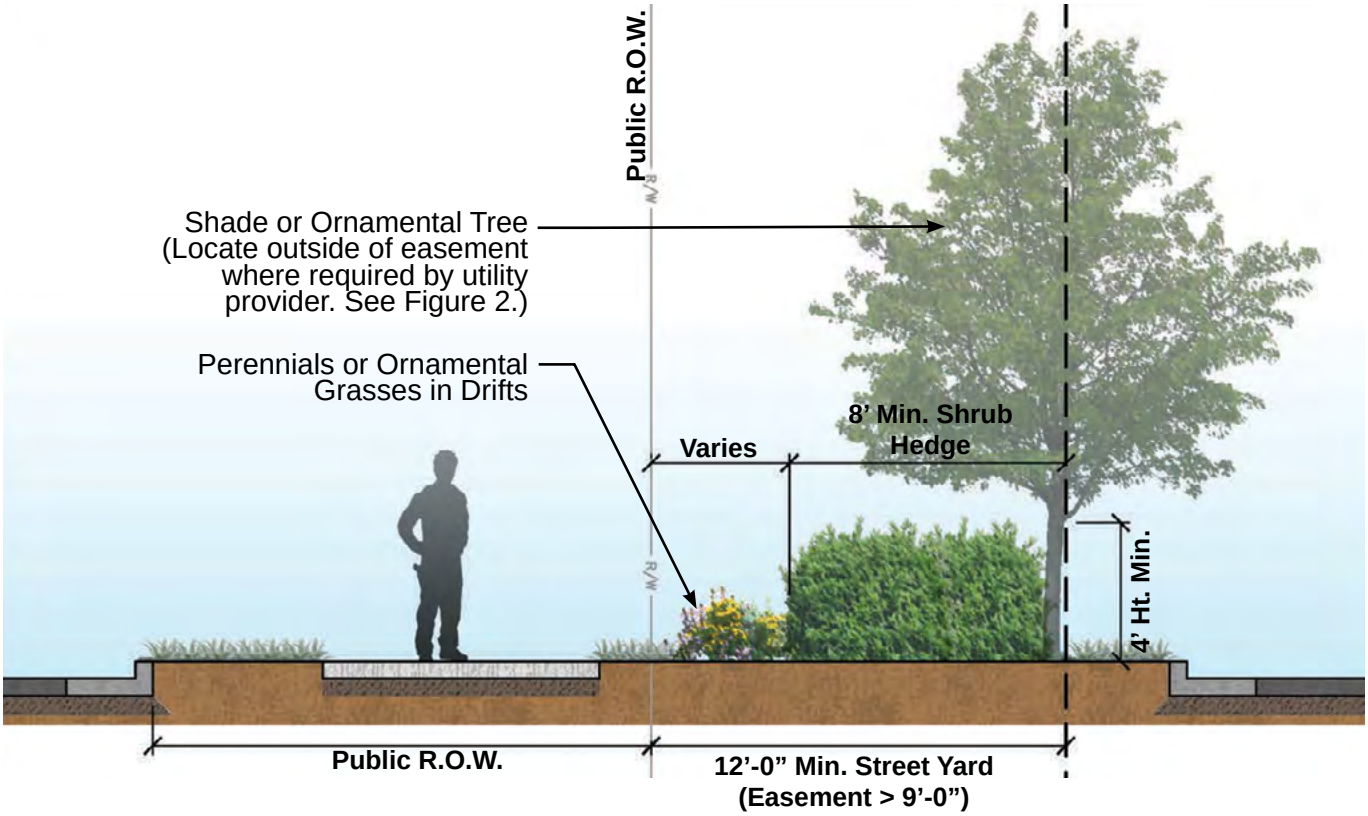


Section View

Figure 5 - Typical Street Yard Plan and Cross Section- Development Adjacent to Easements Wider Than 9'-0"



Plan View



Section View

Figure 6 - Recommended Plant List

BOTANICAL NAME	COMMON NAME
SHADE TREES	
Acer miyabei 'Morton'	State Street Miyabei Maple
Acer x freemanii 'Sienna'	Sienna Glen Maple
Catalpa speciosa	Northern Catalpa
Celtis occidentalis	Hackberry
Ginkgo biloba - Male cultivars only	Ginkgo
Gleditsia triacanthos inermis	Honeylocust ('Shademaster' & 'Skyline')
Gymnocladus dioicus - Male cultivars only	Kentucky Coffeetree
Quercus species	Swamp White Oak, Bur Oak, Northern Red Oak
Taxodium distichum	Baldcypress
Ulmus americana	American Elm (Dutch Elm Disease resistant cultivars)
Ulmus Species	Elm Hybrids
Magnolia acuminata	Cucumber Magnolia
Aesculus glabra	Ohio Buckeye ('Homestead' & 'Autumn Splendor')
Aesculus hippocastanum	Horsechestnut ('Baumannii')
ORNAMENTAL TREES	
Acer tataricum 'GarAnn' PP15,023	Hotwings Tatarian Maple
Amelanchier species	Serviceberry
Cornus mas	Corneliancherry Dogwood
Crataegus species	Hawthorn
Malus species	Crabapple (Cultivars resistant to scab & rust)
Ostrya virginiana	American Hophornbeam
Populus species	Quaking Aspen, Big Tooth Aspen & Balsam Poplar
Pyrus fauriei 'Westwood'	Korean Sun Pear
Syringa pekinensis 'Morton'	China Snow Peking Lilac
Syringa reticulata	Japanese Tree Lilac
DECIDUOUS SHRUBS	
Amelanchier species	Serviceberry
Aronia melanocarpa	Black Chokeberry
Cornus species	Dogwood
Diervilla lonicera	Dwarf Bush Honeysuckle
Forsythia species	Forsythia
Fothergilla gardenii	Fothergilla
Hydrangea species	Hydrangea
Ilex verticillata	Winterberry
Rhus species	Sumac
Rosa rugosa	Rugosa Rose
Syringa species	Lilac
Viburnum species	Viburnum
EVERGREEN SHRUBS	
Juiperus species	Juniper (Eastern Redcedar & Chinese Juniper)
Taxus species	Yew

ORDINANCE NO. 2820

By: Ald. Bukiewicz

AN ORDINANCE TO AMEND THE GENERAL DEVELOPMENT PLAN AND REGULATING PLAN ADOPTED IN ORDINANCE NOS. 2772, 2713, AND 2688 FOR THE DREXEL TOWN SQUARE MIXED USE PLANNED DEVELOPMENT DISTRICT (DTSMUPDD)

(2nd Aldermanic District)

WHEREAS, on August 5, 2013 the Oak Creek Common Council adopted Ordinance No. 2688, approving the rezoning of the properties at 7929 S. Howell Avenue and 300 W. Drexel Avenue from M-1, Manufacturing to DTSMUPDD – Drexel Town Square Mixed Use Planned Development and the General Development Plan and Regulating Plan for this District (the "District"); and

WHEREAS, on September 15, 2015, the Oak Creek Common Council adopted Ordinance No. 2772, amending the general development plan and regulating plan for the District; and

WHEREAS, those ordinances affected the following legally described property;

7940 S. 6th St.: Lot 1 of Certified Survey Map No. 8669, a division of Lot 1 of Certified Survey Map No 8643 and part of vacated South 6th St, in the Northeast ¼ of the Northeast ¼ of Section 17, Township 5 North, Range 22 East, in the City of Oak Creek, Milwaukee County, Wisconsin. Said lot being 1.4894 acres.

7901 S. Main St.: Lot 2 of Certified Survey Map No. 8669, a division of Lot 1 of Certified Survey Map No 8643 and part of vacated South 6th St, in the Northeast ¼ of the Northeast ¼ of Section 17, Township 5 North, Range 22 East, in the City of Oak Creek, Milwaukee County, Wisconsin. Said lot being 1.0174 acres.

7902 S. Main St.: Lot 2 of Certified Survey Map No. 8640, a division of Lot 1 of Certified Survey Map No 8573, in the Northwest ¼ and Northeast ¼ of the Northeast ¼ of Section 17, Town 5 North, Range 22 East, in the City of Oak Creek, Milwaukee County, Wisconsin. Said lot being 1.4545 acres.

WHEREAS, it is being requested that the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan adopted pursuant to Ordinance No. 2772 be amended as summarized in Exhibit A and fully described in Exhibit B; and

WHEREAS, the Plan Commission reviewed the application and recommended that the requested amendments be approved; and

WHEREAS, the Common Council held a public hearing on said application on September 6, 2016, at which time all interested parties appeared and were heard; and

NOW, THEREFORE, BE IT RESOLVED, the Common Council of the City of Oak Creek does hereby ordain as follows:

SECTION 1: To promote the general welfare, public safety and general planning within the City of Oak Creek, the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan adopted pursuant to Ordinance No. 2688 affecting the lands hereinabove described, is amended as described in Exhibits A and B:

SECTION 2: The several sections of this ordinance are declared to be severable. If any section shall be declared by a decision of a court of competent jurisdiction to be invalid, such decision shall not affect the validity of other provisions of this ordinance.

SECTION 3: All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

SECTION 4: This ordinance shall take place contemporaneously with the enactment of this ordinance and shall take effect immediately upon its passage and publication.

Passed and adopted this 6th day of September, 2016.

President, Common Council

Approved this 6th day of September, 2016.

Mayor

ATTEST:

City Clerk

VOTE: Ayes 5 Noes 1

Exhibit A

Summary of Changes to DTSMUPDD General Development Plan and Regulating Plan

1. Page 7, **Additional Drive-through Considerations**

    a. Current text – "Drive-through facilities are allowed only in the Perimeter Commercial Sub-District, the Large-Format Retail Sub-District, the northern edge of the Mixed-Use Sub-District in Block B and Block C (buildings B1, B2, C1 and C2), and the Library book drop-off."
    b. Proposed text - "Drive-through facilities are allowed only in the Perimeter Commercial Sub-District, the Large-Format Retail Sub-District, the northern edge of the Mixed-Use Sub-District in Block B (Buildings B5, B1, and B2) and Block C (buildings C1 and C2), and the Library book drop-off."

    c. Current text – "Due to the prominent location, although allowable, drive up windows and lanes for buildings B1, B2, C1 and C2 will be held to the following requirements."

    d. Proposed text - "Due to the prominent location, although allowable, drive up windows and lanes for buildings B5, B1, B2, C1 and C2 will be held to the following requirements:"

    e. Current text – "Quantity and Width: Drive-up lanes in the mixed-use sub-district are limited to (1) one per tenant. Lane width to meet standard local code requirements."

    f. Proposed text – "Quantity and Width: Drive-up lanes in the mixed-use sub-district are limited to (1) one per building. Lane width to meet standard local code requirements."

2. **Table 1. Land Use Regulations** – Clarify that all drive-through/drive-up facilities (e.g., financial institutions, drug stores/pharmacies, and restaurants) are Conditional Uses in the Mixed Use Sub-District for Buildings B5, B1, B2, C1, and C2. Drive-through/drive-up facilities are not allowed in any other building in the Mixed Use Sub-District.

ORDINANCE NO. 2772

By: Ald. Verhalen

AN ORDINANCE TO AMEND THE GENERAL DEVELOPMENT PLAN AND REGULATING PLAN ADOPTED IN ORDINANCE NOS. 2688 AND 2713 FOR THE DREXEL TOWN SQUARE MIXED USE PLANNED DEVELOPMENT DISTRICT (DTSMUPDD)

(2nd Aldermanic District)

WHEREAS, on August 5, 2013 the Oak Creek Common Council adopted Ordinance No. 2688, approving the rezoning of the properties at 7929 S. Howell Avenue and 300 W. Drexel Avenue from M-1, Manufacturing to DTSMUPDD – Drexel Town Square Mixed Use Planned Development and the General Development Plan and Regulating Plan for this District (the "District"); and

WHEREAS, on March 4, 2014, the Oak Creek Common Council adopted Ordinance No. 2713, amending the general development plan and regulating plan for the District; and

WHEREAS, those ordinances affected the following legally described property;

Lots 1 and 3 of CSM 8572, Lots 2, 3 and 4 of CSM 8573, Lots 2,3 and 4 of CSM 8639, Lots 1, 2 and 3 of CSM 8640, Lots 1 and 2 of CSM 8642, Lots 1 and 2 of CSM 8643, Outlot 1 of CSM 8670, Lot 2 of CSM 8677, and Lots 1 and 3 of CSM 8713 in the Northeast and Northwest one-quarters of Section 17, Town 5 North, Range 22 East, City of Oak Creek, County of Milwaukee, State of Wisconsin.

WHEREAS, it is being requested that the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan adopted pursuant to Ordinance No. 2688 be amended as summarized in Exhibit A and fully described in Exhibit B; and

WHEREAS, the Plan Commission reviewed the application and recommended that the requested amendments be approved; and

WHEREAS, the Common Council held a public hearing on said application on September 15, 2015, at which time all interested parties appeared and were heard; and

NOW, THEREFORE, BE IT RESOLVED, the Common Council of the City of Oak Creek does hereby ordain as follows:

SECTION 1: To promote the general welfare, public safety and general planning within the City of Oak Creek, the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan adopted pursuant to Ordinance No. 2688 affecting the lands hereinabove described, is amended as described in Exhibits A and B:

SECTION 2: The several sections of this ordinance are declared to be severable. If any section shall be declared by a decision of a court of competent jurisdiction to be invalid, such decision shall not affect the validity of other provisions of this ordinance.

SECTION 3: All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

SECTION 4: This ordinance shall take place contemporaneously with the enactment of this ordinance and shall take effect immediately upon its passage and publication.

Passed and adopted this 15th day of September, 2015.

President, Common Council

Approved this 15th day of September, 2015.

Mayor

ATTEST:

City Clerk

VOTE: Ayes 6 Noes 0

ORDINANCE NO. 2713

By: Ald. Bukiewicz

AN ORDINANCE TO AMEND THE GENERAL DEVELOPMENT PLAN AND REGULATING PLAN ADOPTED IN ORDINANCE NO. 2688 FOR THE DREXEL TOWN SQUARE MIXED USE PLANNED DEVELOPMENT DISTRICT (DTSMUPDD)

(2nd Aldermanic District)

WHEREAS, on August 5, 2013 the Oak Creek Common Council adopted Ordinance No. 2688, approving the rezone the properties at 7929 S. Howell Avenue and 300 W. Drexel Avenue from M-1, Manufacturing to DTSMUPD – Drexel Town Square Mixed Use Planned Development and the General Development Plan and Regulating Plan for this District; and

WHEREAS, that ordinance affected the following legally described property;

Lot 1 and Outlot 1 of Certified Survey Map No. 8468, being in the Northeast and Northwest one-quarters of Section 17, Town 5 North, Range 22 East, City of Oak Creek, County of Milwaukee, State of Wisconsin.

WHEREAS, the owner, One West Drexel, LLC is now requesting that the location of the build-to-zone in Figures 4a and 4b the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan adopted pursuant to Ordinance No. 2688 be amended (see Exhibits A and B); and

WHEREAS, the Plan Commission reviewed the application and recommended that the requested amendment be approved; and

WHEREAS, the Common Council held a public hearing on said application on March 4, 2014, at which time all interested parties appeared and were heard; and

NOW, THEREFORE, BE IT RESOLVED, the Common Council of the City of Oak Creek does hereby ordain as follows:

SECTION 1: To promote the general welfare, public safety and general planning within the City of Oak Creek, the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan adopted pursuant to Ordinance No. 2688 affecting the lands hereinabove described, are amended as follows:

SECTION 2: Figures 4a and 4b – Build-to-zone (BTZ) along the east side of Market Street is replaced by a mixed building and landscaping zone (MLZ). See Exhibits A and B.

SECTION 3: The several sections of this ordinance are declared to be severable. If any section shall be declared by a decision of a court of competent jurisdiction to be invalid, such decision shall not affect the validity of other provisions of this ordinance.

SECTION 4: All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.

SECTION 5: This ordinance shall take place contemporaneously with the enactment of this ordinance and shall take effect immediately upon its passage and publication.

Passed and adopted this 4th day of March, 2014.

President, Common Council

Approved this 4th day of March, 2014.

Mayor

ATTEST:

City Clerk

VOTE: Ayes _____ Noes _____

ORDINANCE NO. 2688

By: Ald. Bukiewicz

AN ORDINANCE TO REZONE THE PROPERTIES AT 7929 S. HOWELL AVENUE AND 300 W. DREXEL AVENUE FROM M-1, MANUFACTURING TO DREXEL TOWN SQUARE MIXED USE PLANNED DEVELOPMENT (DTSMUPD)

(2nd Aldermanic District)

WHEREAS, One West Drexel, LLC and the City of Oak Creek have applied for a rezoning of the properties at 7929 S. Howell Avenue (Tax Key No. 813-9023) and 300 W. Drexel Avenue (Tax Key No. 813-9024) from M-1, Manufacturing to Drexel Town Square Mixed Use Planned Development (DTSMUPD).

WHEREAS, the properties are more precisely described as follows:

Lot 1 and Outlot 1 of Certified Survey Map No. 8468, being in the Northeast and Northwest one-quarters of Section 17, Town 5 North, Range 22 East, City of Oak Creek, County of Milwaukee, State of Wisconsin.

WHEREAS, the Plan Commission reviewed the application and recommended that the rezoning be approved; and

WHEREAS, the Common Council held public hearings on said application on June 18, 2013 and August 5, 2013 at which time all interested parties appeared and were heard; and

WHEREAS, following said public hearing and with the favorable recommendation of the Plan Commission, the Common Council is of the opinion that the best interests of the City would be served if the rezoning was approved; and

WHEREAS, the Plan Commission had recommended that the application be approved subject, however, to the imposition of a General Development Plan and Regulating Plan, and which General Development Plan and Regulating Plan are incorporated by reference into this ordinance; and

WHEREAS, following said public hearing and upon favorable recommendation of the Plan Commission, the Common Council is of the opinion that the best interests of the City would be served if the rezoning was approved for the lands hereinabove described, subject, however to the imposition of a General Development Plan and Regulating Plan applying to the design, construction, location and operation of development within the properties.

NOW, THEREFORE, the Common Council of the City of Oak Creek does hereby ordain as follows:

SECTION 1: To promote the general welfare, public safety and general planning within the City of Oak Creek, the lands hereinabove described are hereby rezoned from M-1, Manufacturing to Drexel Town Square Mixed Use Planned Development (DTSMUPD) and the Zoning Map of Chapter 17 of the Municipal Code is hereby amended to reflect the rezoning.

SECTION 2: The development of the properties is subject to the aforementioned General Development Plan and Regulating Plan. Any substantial changes to the General Development Plan and Regulating Plan shall be subject to approval by the Common Council.

SECTION 3: All ordinances or parts of ordinances and Zoning District Maps made a part of Chapter 17 of the Municipal Code of the City of Oak Creek in conflict herewith are hereby repealed.

SECTION 4: The several sections of this ordinance are declared to be severable. If any section shall be declared, by a decision of a court of competent jurisdiction, to be invalid, such decision shall not affect the validity of other provisions of this ordinance.

SECTION 5: The rezoning shall take place contemporaneously with the enactment of this ordinance and shall take effect immediately upon its passage and publication.

Passed and adopted this 5th day of August, 2013.

President, Common Council

Approved this 5th day of August, 2013.

Mayor

ATTEST:

City Clerk

VOTE: Ayes 6 Noes 0