

# A New Zoning District – LB3

- The new district is based on the existing Commercial District, LB2.
- Some design requirements are modified from the LB2 zoning district.
- The ordinance also adds some additional design requirements.

# Why is this being considered?

- Currently do not have enough options for zoning districts.
- Planning initiatives, as well as outside partners, have concluded we need another type of district.

Example: East North Avenue BID

- Some recent developments have not fit in as well as we believe they could have.

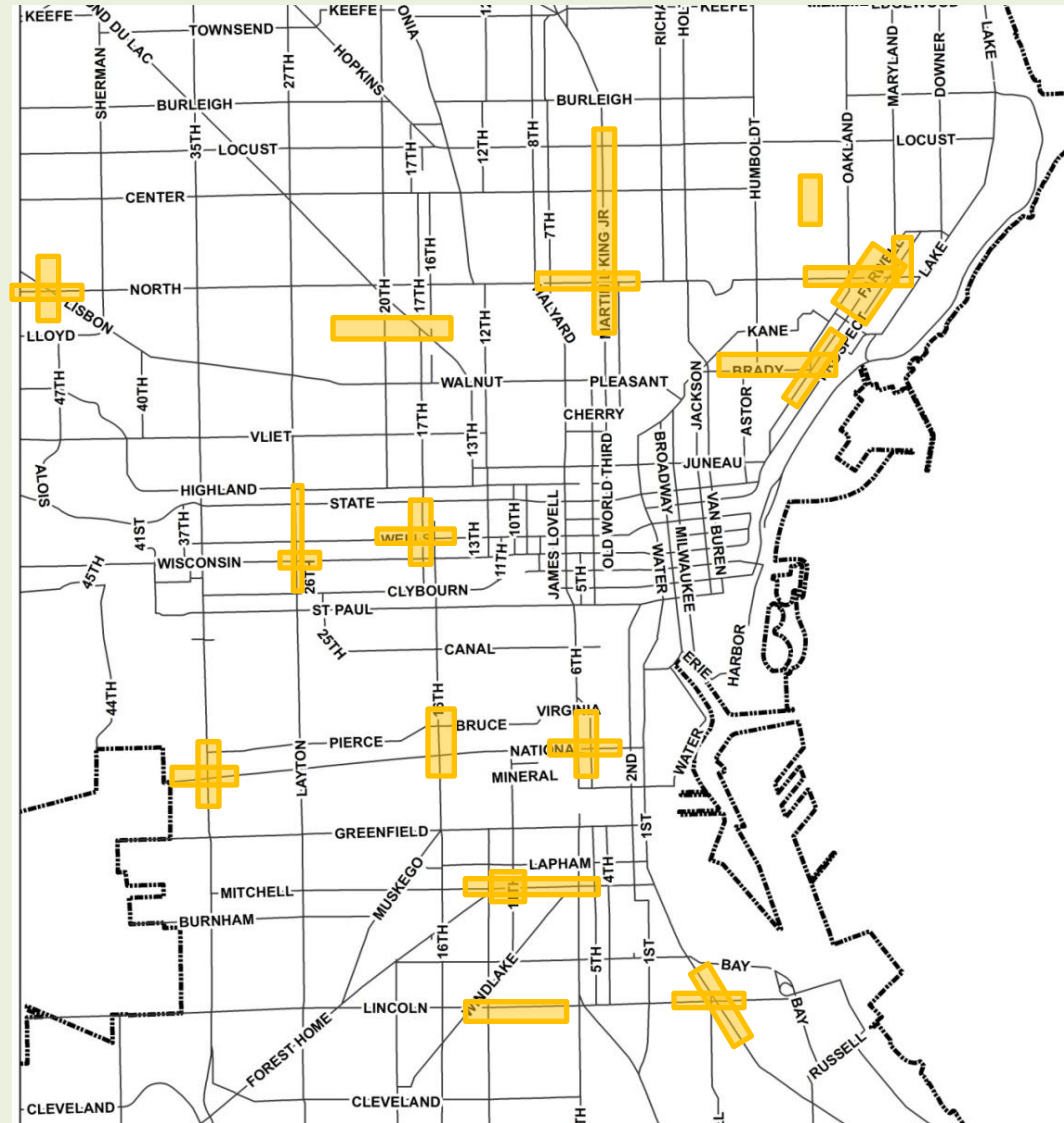
Example: New buildings have been too short, and have too much of the street frontage occupied by parking or by “gap”

- Developments of appropriate scale are sometimes needing Planned Development approval or variance in order to be allowed.

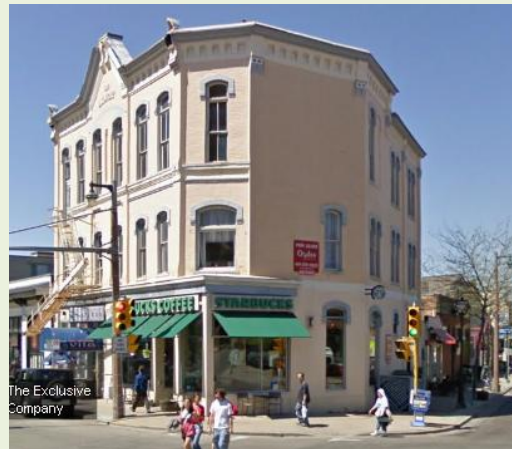
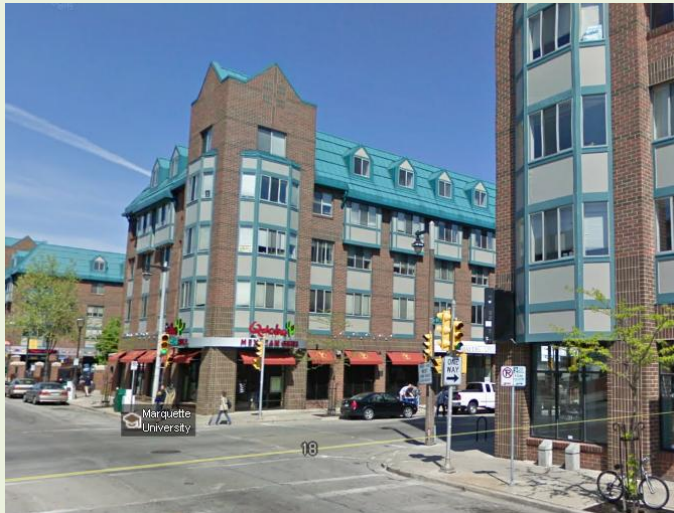


# Where could LB3 be applied?

- Could be applied in numerous locations.
- Appropriate for the neighborhood “Main & Main” locations.
- This maps shows potential locations where a district like this might be appropriate.

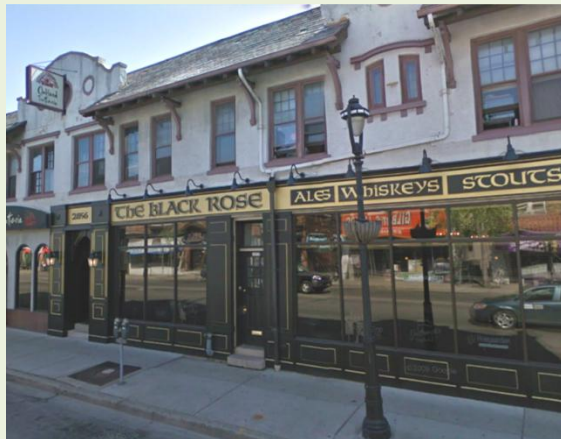


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# Background – Current Districts

There are differing types of commercial districts:

- Neighborhood Shopping NS1, NS2
- Local Business LB1, LB2
- Regional Business RB1, RB2

In each of these,  
there is a perimeter district designation, the “1”s,  
and an “urban” district designation, the “2”s.

*Pre-2002 code change, we had many more variations, clearly too many, however now we have not enough distinctions.*

# Background - Historical

- Before 2002, we had 14 variations on the Local Business Designations alone, now we only have 2.
- While we see the 14 as clearly too many, the 2 seems to not be enough.
- Difficult to “fine tune” districts due to unintended effects.

## SUBCHAPTER 14 LOCAL BUSINESS DISTRICTS

**295-320. Districts Established.** For the purpose of regulating and restricting the use of land in the city of Milwaukee, 14 local business districts are established and numbered:

1. L/A/85.
2. L/A/125.
3. L/B/40.
4. L/B/60.
5. L/C/40.
6. L/C/60.
7. L/C/85.
8. L/D/40.
9. L/D/60.
10. L/D/85.
11. L/E/40.
12. L/F-1/40.
13. L/F-3/40.
14. L/F-4/40.

**295-321. Purpose.** Local business districts are intended to provide a wide range of goods and services to a large consumer population coming from an extensive area. Within these districts, motor vehicle related activities are of major significance. Good access by motor vehicle or transit is important to local business districts which should preferably be located adjacent to intersections of major thoroughfares and in close proximity to transfer locations.

**295-322. Permitted Uses.** The following are permitted uses in all local business districts:

2. **RESIDENTIAL.** a. Single-family, 2-family and multi-family dwellings, except as provided in s. 295-323-2-d.
- b. Family day care homes, subject to s. 295-14-20.
- c. Convents.

i. Residential hotel:  
L/A/125 districts.

3. **SCHOOLS.** a. E  
secondary schools.

b. Colleges.

c. Specialty schools:

d. Transmission tow  
elementary and secondary scho  
295-14-17-c and provided that  
does not exceed 2 times the dis  
or 150 feet, whichever is less,  
from all property lines a distanc  
to the height of the tower.

4. **PUBLIC AND QU**

a. Governmental  
excluding transmission towers,  
to the character of the district.

b. Public parks and

c. Libraries, art  
museums.

d. Telephone centra

e. Transmission tow  
exceed the district height li

s. 295-14-17-c.

6. **OFFICES.** a. Offi

b. Banks and c  
institutions.

c. Membership orga

7. **RETAIL SALES.**  
establishments.

b. General purpose

c. Office furniture s

d. Department stori

e. Mail order and

centers.

f. Consumer servic

g. Ticket offices anc

h. Pet shops withoi

i. Open-air marke

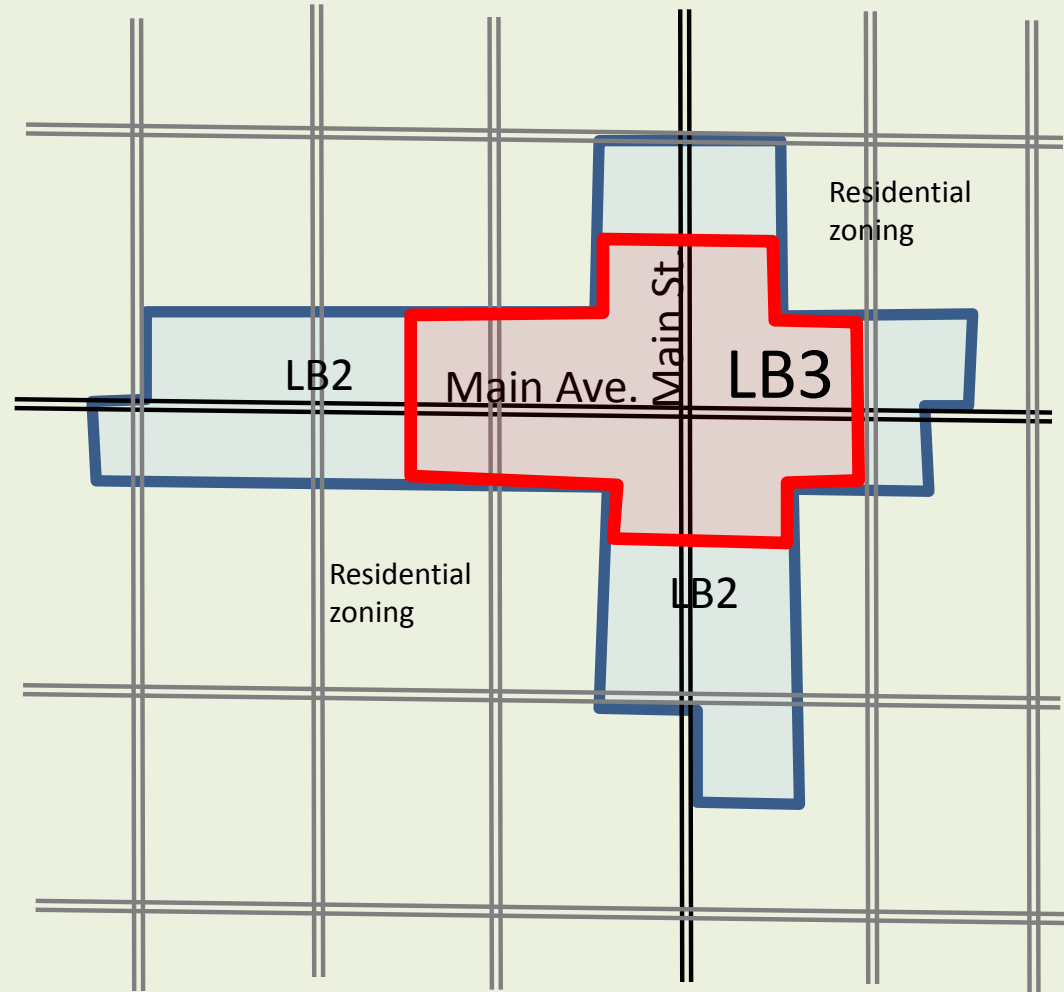
s. 295-14-18.

8. **MOTOR VEHIC**



# Where and How will LB3 be used?

- The district is intended to generally be applied at the main intersection of a local business corridor, or the “Main & Main”.
- This zoning designation could also be applied at “catalytic” sites to allow more substantial development and ensure greater minimum development.
- Diagram at right illustrates how LB3 could be applied.





# Background - Design Standards inclusions

Design Standards in Commercial Districts regulate:

- Setback/build-to
- Height
- Entrance location
- Minimal glazing standards



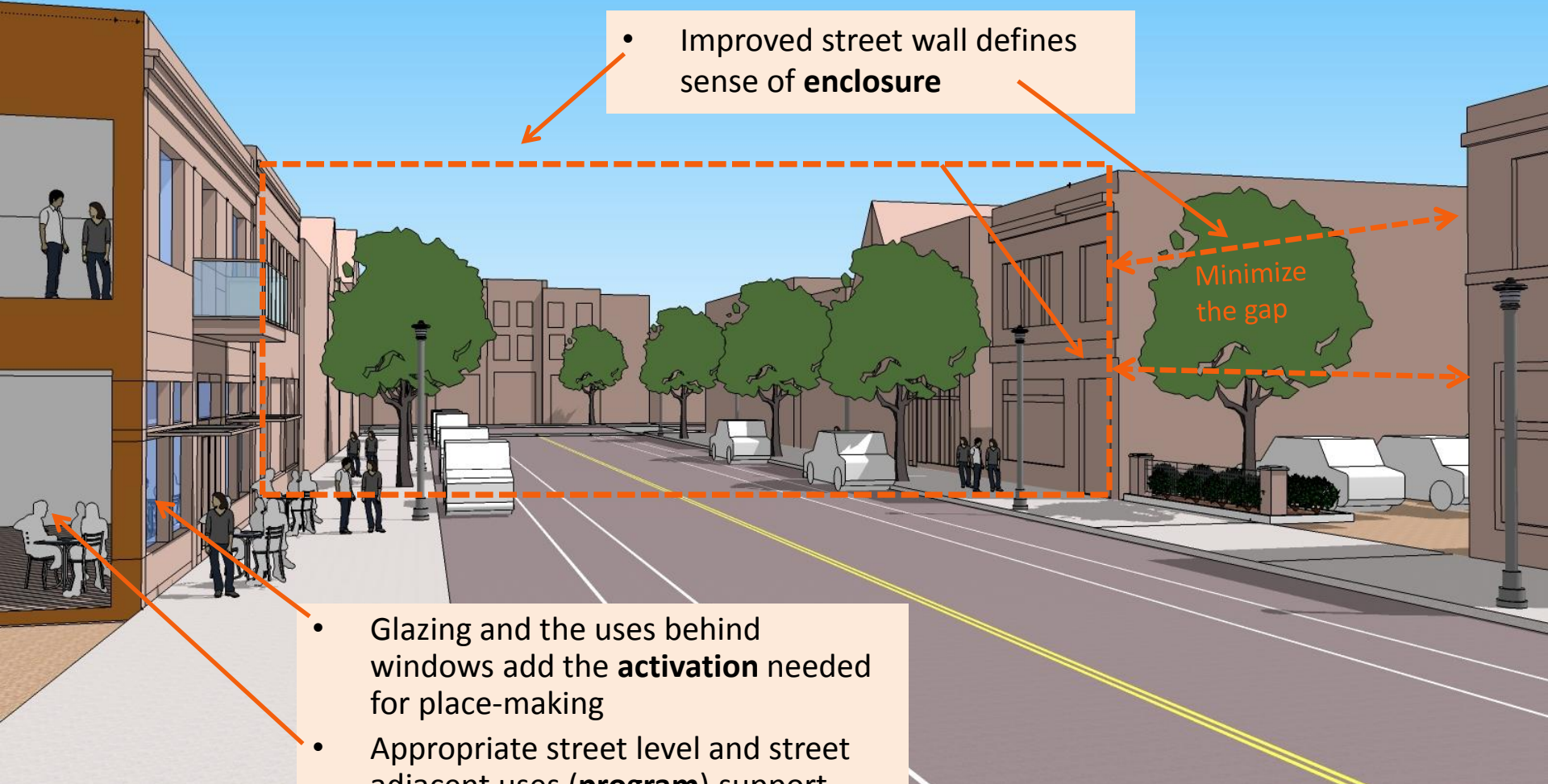
Note:

- There is no “minimum” amount of building in any district.
- In general, there are no maximums for “gaps” along the street.
- Design standards found in Zoning do **not** cover elements such as proportions, materials, details. These are often covered by overlays, ARB’s, or design “guidelines”.

# Consistent with general Planning Principles

- A Zoning district's requirements and standards should be reflective of the context.
- Zoning should reinforce and improve our transit-oriented neighborhoods.
- Successful neighborhood commercial streets have a distinct quality, a “sense of place”.
- “Place-making” includes enclosure, activation and program, all of which are affected by zoning.

# Place-making in Planning



- Improved street wall defines sense of **enclosure**

Minimize the gap

- Glazing and the uses behind windows add the **activation** needed for place-making
- Appropriate street level and street adjacent uses (**program**) support place-making

- Increased density that brings more **people** to support the uses in these focused locations

# Translating Planning Principles to Zoning Requirements:

## Enclosure / Activation / Program



### GOALS

- Create a more consistent “street wall” with taller buildings.
- Promote building that “fill out” street frontages.
- Minimize “gaps” in the street wall.
- Windows that are taller and more open to the street.
- Limit uses that diminish the pedestrian environment, such as surface parking lots along street edges.
- In the minimized “gaps” in street wall, have higher standards for fencing and landscaping.
- Promote signage that is more pedestrian-oriented, but also allows for the more substantial uses at these locations.

Zoning **can** regulate and promote all of these items.



# Result: Create a new LB3 District

- Based on the existing urban, commercial Local Business District (LB2).
- Add /introduce a new design standard for street wall “build-out”.
- Best way to understand this new LB3 district is to learn how it differs from the “urban” Local Business District (LB2) that we currently have in our code.

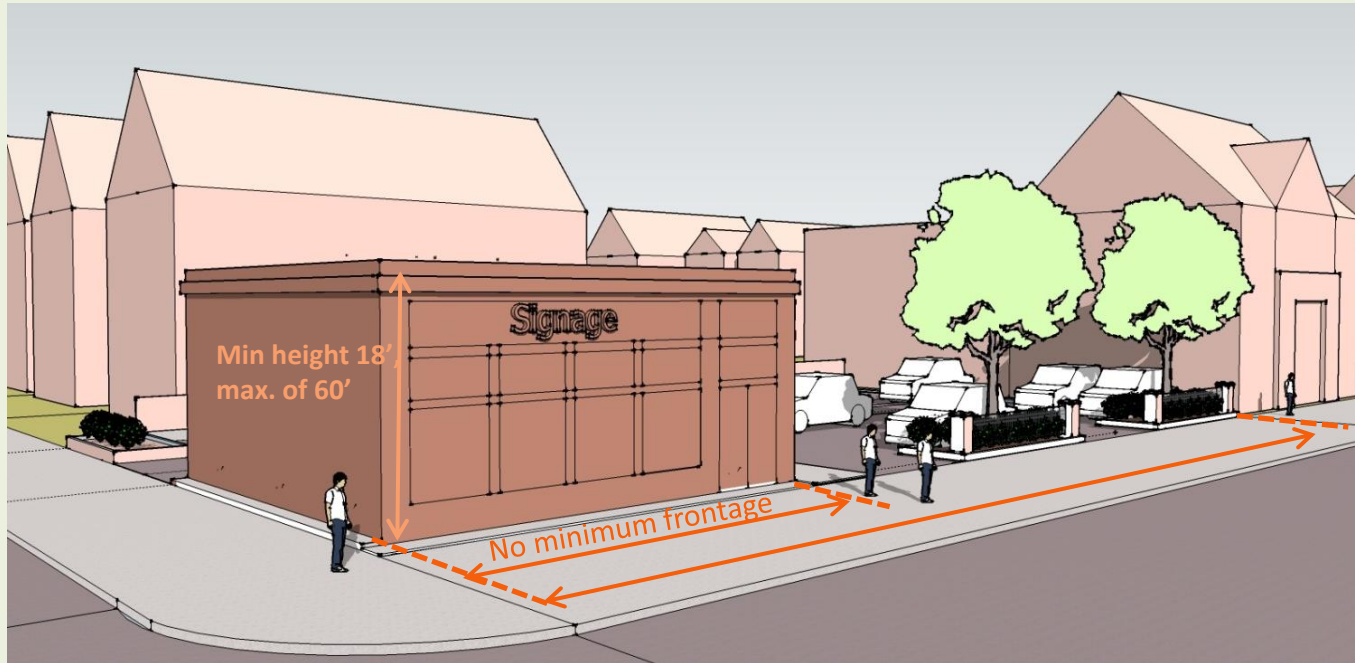
# New LB3 District vs. existing LB2

- Taller minimum **building heights** (30' instead of 18') and taller maximum (75' instead of 60').
- **Street wall** that is built out at least 75% of street frontage on the principle street.
- Allowable parking **lot width reduced** from 60' to 45' (minimal frontage build-out still required).
- Taller **ground level windows**, required to be at least 6' in height as compared to 4' in LB2.
- **Density** maximum **increased** by reducing to 300 sq. ft. of lot area per dwelling unit from the 800 sq. ft. of lot area per dwelling unit currently in LB2.
- Disallow 14' tall Type B free-standing signs, and instead allow only more **pedestrian oriented** Type A monument signs not taller than 8', and allow larger, higher quality Type A wall signs.



# Existing LB2 Standards and past standards

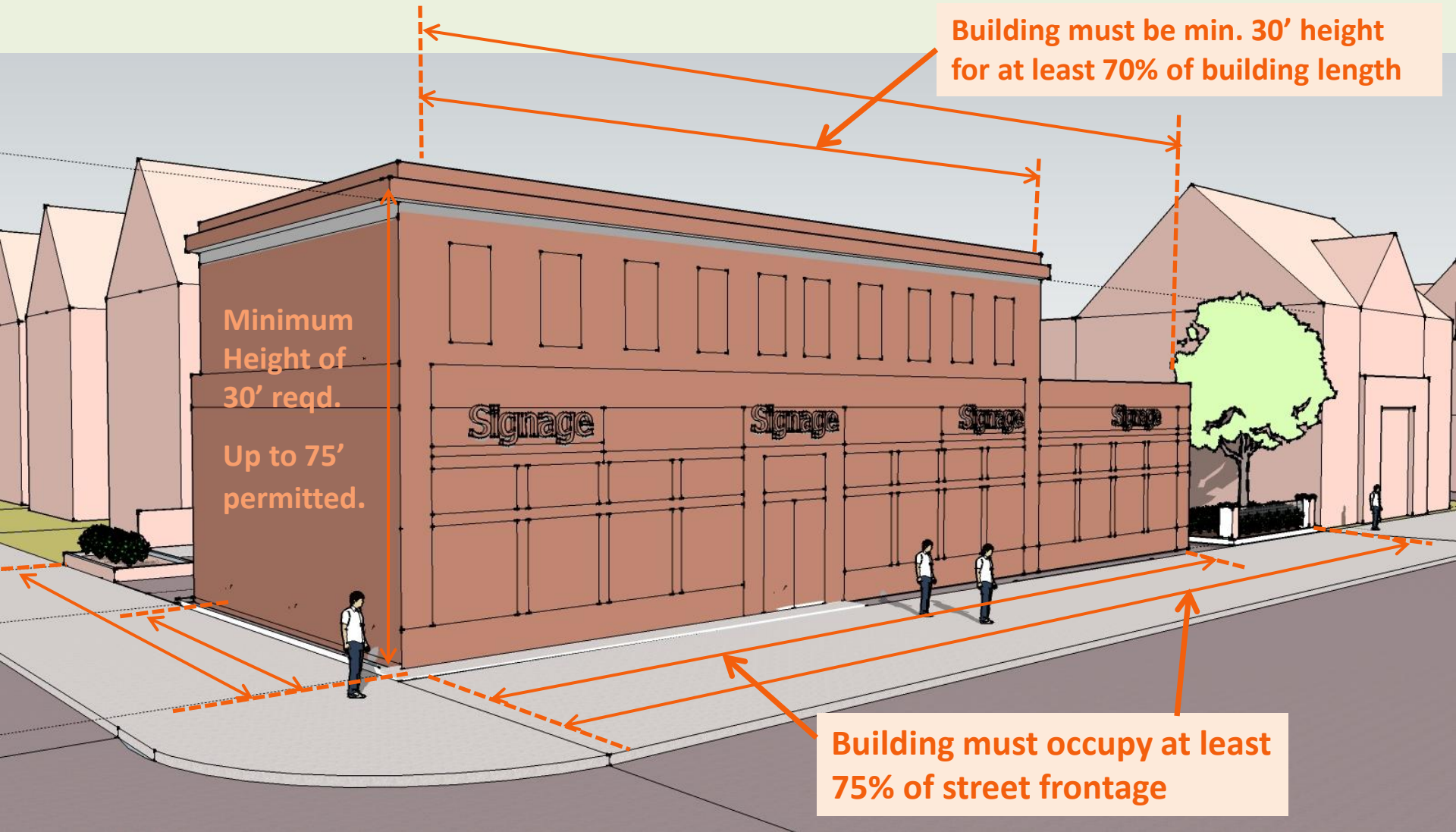
Massing permitted by existing LB2 Zoning District includes: 18' tall minimum height, a 3500 square foot building could allow up to 10 parking spots, windows at least 4' in height.



Permissible PRIOR to current standards

Example of a development permitted under LB2 zoning: Building required at corner, parking lot permissible at mid-block, window requirement and entrance required on the street.

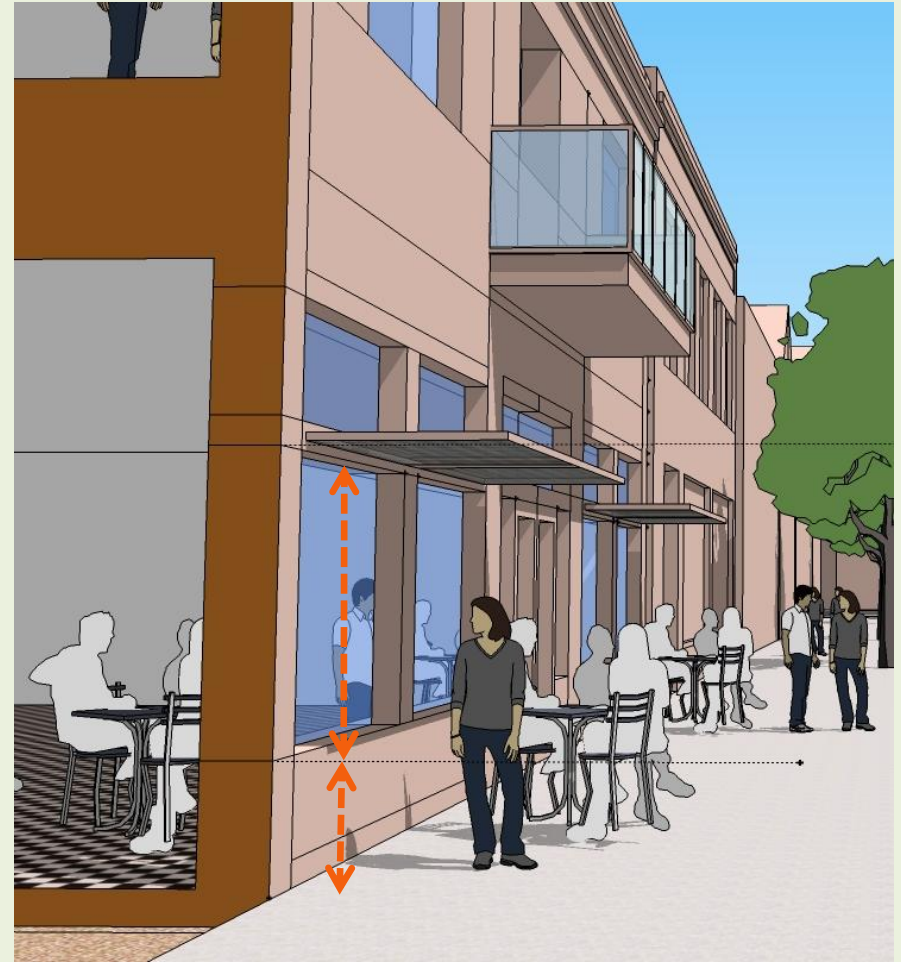
# Recommended standards for LB3



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# Recommended standards for LB3



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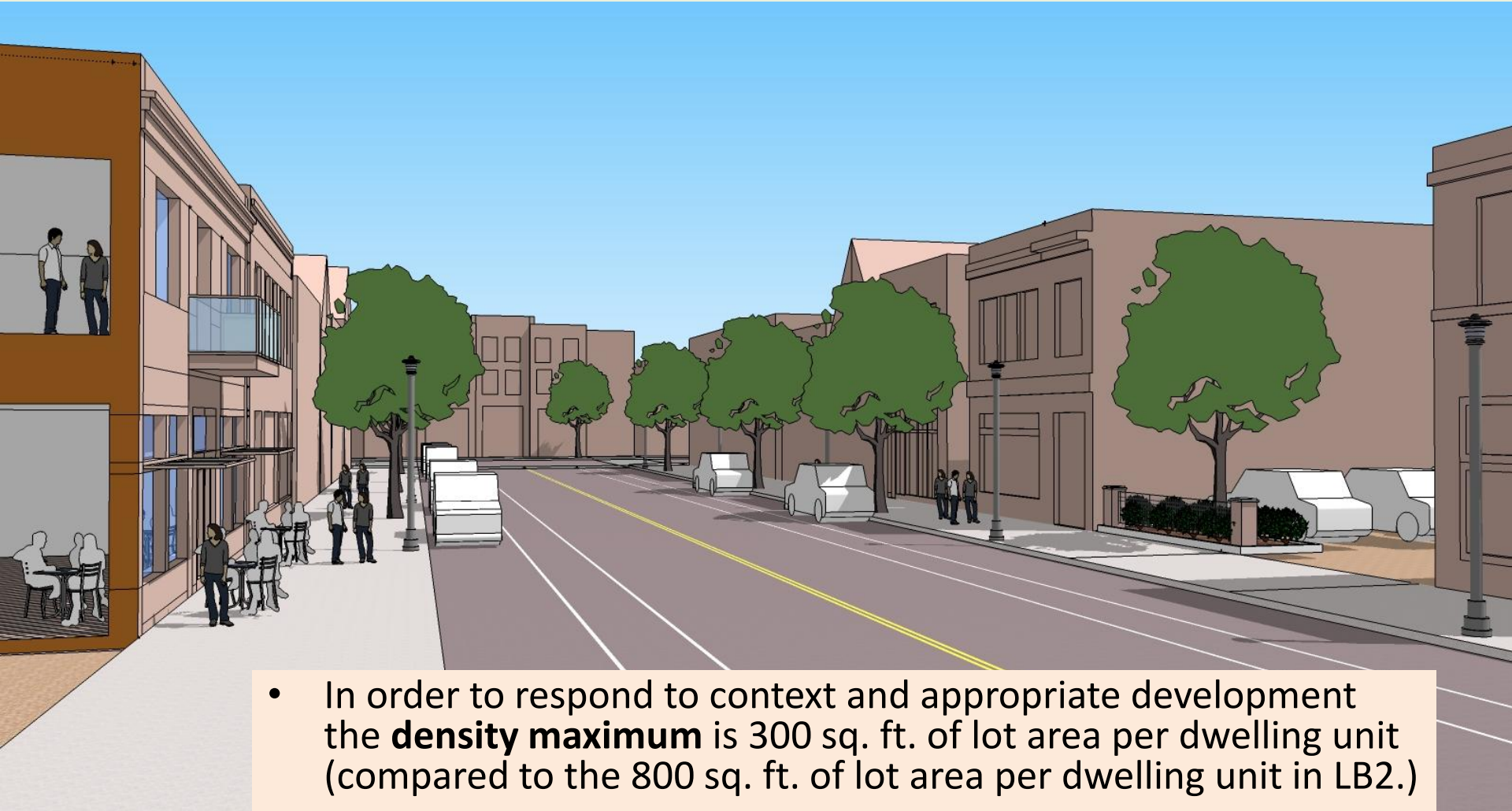


- Allowable parking lot width reduced from 60' to 45' (minimal frontage build-out still required).



- Street wall that is built out at least 75% of street frontage on the principle street.

# Recommended standards for LB3



- In order to respond to context and appropriate development the **density maximum** is 300 sq. ft. of lot area per dwelling unit (compared to the 800 sq. ft. of lot area per dwelling unit in LB2.)
- As a more **pedestrian oriented** district, **signage** regulations are calibrated to reflect this, with Type B pole signs prohibited, monument signs allowed to only 8', and instead larger, high quality Type A wall signs.

# Clarifications

- This is not intended to be applied over broad swaths of the city's commercial corridors, but rather at focused locations.
- Practical exceptions for narrow sites, small additions, existing buildings are included in ordinance.
- This ordinance presented today “creates” this new tool, this new zoning district.
- Further ordinances will be needed to apply it to specific boundaries in specific neighborhoods.



# Conclusion

- Promoting compact, pedestrian friendly districts is inherently environmentally favorable.
- Transit supportive density levels are necessary to advance our principle of transportation diversity.
- Aligning regulations with building developments that “fit in” to the context makes sense.

