



Penn Place General Development Plan

Cudahy, Wisconsin

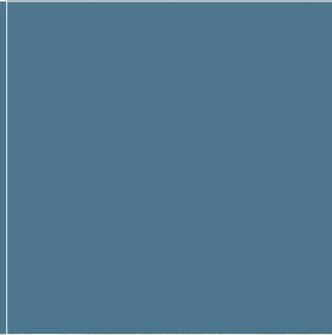


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I. Introduction

INTENT OF THIS DOCUMENT

The intent of this document is to provide the City of Cudahy with a General Development Plan (GDP) that summarizes the components of the Penn Place development project and to request PUD zoning and approval pursuant to the City of Cudahy's Zoning Code Section 17.0344. The Site Regulatory Standards included in this document are intended to set the design guidelines benchmark for all of Redevelopment District #2. By

creating a set of overarching standards, redevelopment in both Penn Place and the broader Redevelopment District #2 will mesh together providing cohesive land use patterns, site designs/layouts, and high quality buildings that contribute to vibrancy and a sense of place – a key outcome intended in the establishment of Redevelopment District #2. Development in this area can use the regulatory standards established by Penn Place as a development goal to achieve the outcome of a gateway district symbolizing the high quality type of development the City of Cudahy strives for in all of its projects.

PROJECT NAME

Penn Place

PROJECT OWNER

City of Cudahy Community Development Authority

SUBMITTED BY

Vandewalle & Associates

120 East Lakeside Street
Madison, Wisconsin 53715
Office: 608-255-3988

CONTACTS

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II. Site Information

PARCEL SIZE

The project area contains 7 parcels and an outlet totaling 32.179 acres.

EXISTING LAND USE

The parcels were formerly landfill and municipal uses. Currently all parcels have a land use of unused land, woodland, and wetland.

EXISTING ZONING

Planned Unit Development District (PUD)

The underlying zoning of all parcels are B-5 Highway Business District and C-1 Lowland Conservancy District.

SURROUNDING LAND USES

North

The properties to the north of the site are a combination of multi-family residential, commercial, and light industrial.

South

The properties to the south of the site are light industrial uses, including a self-storage facility.

East

The properties to the east of the project area are a combination of commercial and light industrial business. All properties adjacent to Pennsylvania Avenue are also part of Redevelopment District #2.

West

The properties to the west of the project area are the Hwy 794 corridor, rail corridor, and General Mitchell International Airport.

PROJECT AREA MAP



EXISTING UTILITIES

PLACE HOLDER

III. Development Concept

Penn Place is envisioned to be a community gateway development, with a high-quality mix of land uses, architecture, and site features. The site is in the City of Cudahy Redevelopment District #2, which was created and adopted in February of 2016. The CDA will act as the master developer for this site, and development is anticipated to be phased over time with potentially multiple development parties. Development goals for this site fall into four categories:

1. Encourage a mix of uses to build off of the asset of proximity to General Mitchell International Airport and attract businesses that benefit from being close to the airport such as hospitality, services, suppliers, and company headquarters.
2. Orient development around pedestrian-scale streets to encourage walkability, not only between retail spaces, but between office, hotel, and residential uses. This allows residents, workers, hotel guests, and shoppers to move throughout the site without the need to drive, reducing automobile congestion.
3. Build high-quality buildings with four-sided architecture. All new buildings and structures will consider four-sided architecture, which is architecture that uses quality thematic materials on all four sides of a building or structure to create high quality buildings that are aesthetically pleasing, designed to the human scale, and appealing and inviting from all approaches.
4. Install advanced stormwater best management practices (BMP's) that are effective on a brownfield site and will maximize development opportunities.



WHY PUD

Since this is a large development project with different phases and separate developers, Planned Unit Development (PUD) zoning provides the most flexible zoning to adapt the master plan as market changes occur. PUD zoning would permit the following:

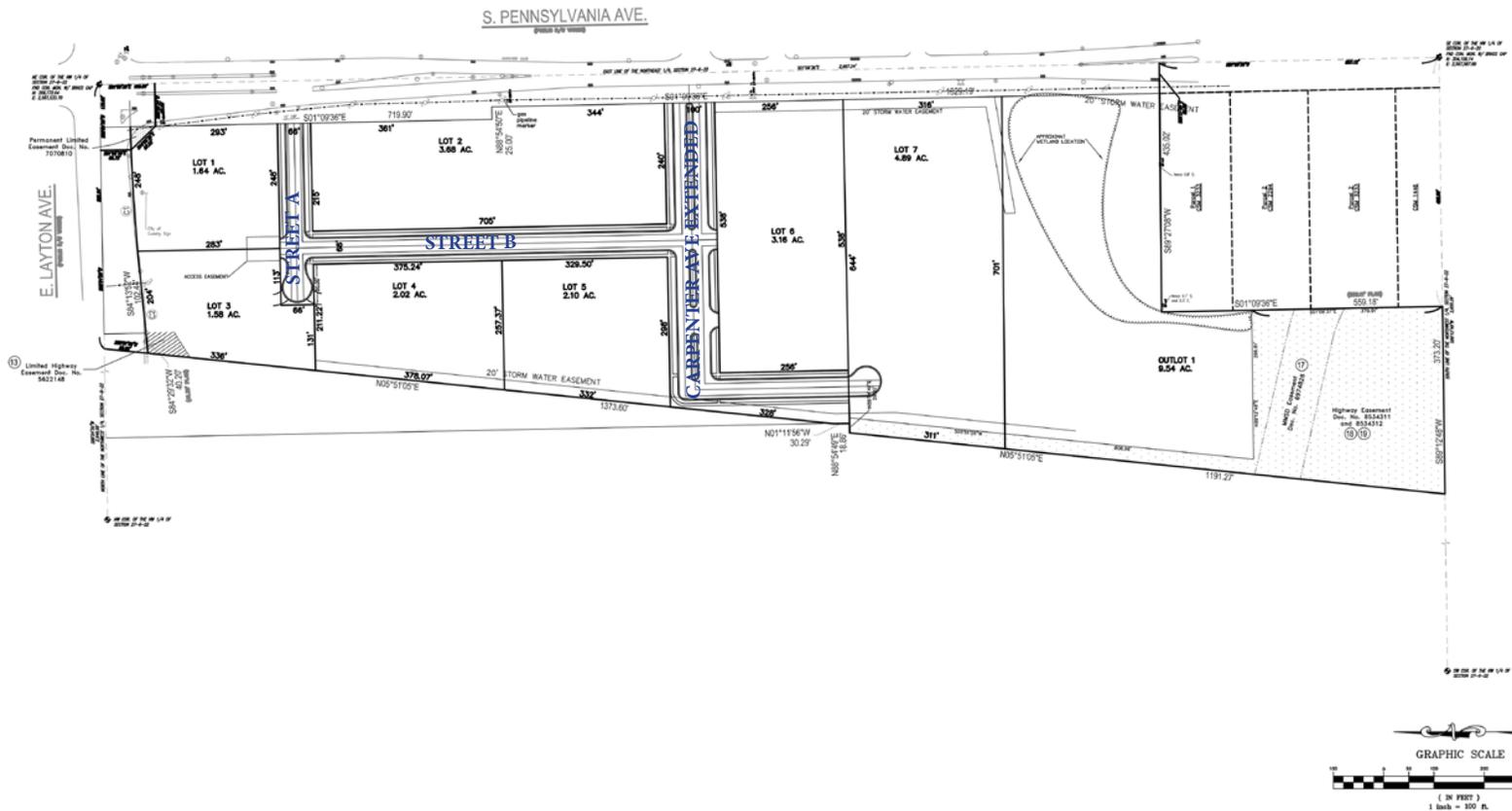
- The reduction of parking requirements through shared parking facilities
- The ability to encourage quality architecture and landscape features
- The reduction of building setbacks where appropriate to emphasize the human scale and pedestrian activity
- Flexibility of mixed land uses across the site

This development is in alignment with the goals of the Planned Unit Development (PUD) District as found in Division 23 – Sec. 44-750 to Sec. 44-784 of the City's Municipal Code.

The Land Use Regulations Matrix on pages 12 -14 identifies permitted, conditional, and restricted land uses within the Penn Place GDP lands. Section V: Site Use Descriptions lists the preferred development use and bulk standards. Lot designations on the conceptual layout plan (page 5) are advisory. Lot lines will be determined by certified survey maps approved through Plan Commission process. Additional subdivision of the lots will be allowed subject to Plan Commission approval.



IV. Conceptual Layout Plan Penn Place



REVISION NO.	DESCRIPTION	DATE	BY	DESIGNED BY	DATE
				DRAWN BY	DATE
				JEM	9/30/2016
				APPROVED BY	DATE
				JEM	9/30/2016
				CADFILE	
				NAME	

**CONCEPTUAL LAYOUT 3
PENN PLACE**
Cudahy, Wisconsin

"THE INFORMATION SHOWN ON THIS DRAWING CONCERNING TYPE AND LOCATION OF UNDERGROUND UTILITIES IS NOT GUARANTEED TO BE ACCURATE OR ALL INCLUSIVE. THE CONTRACTOR IS RESPONSIBLE FOR MAKING HIS OWN DETERMINATIONS AS TO THE TYPE AND LOCATION OF UNDERGROUND UTILITIES AS MAY BE NECESSARY TO AVOID DAMAGE THERETO."
© 2009 Key Engineering Group, Inc.



KEY PROJECT
1604-
PROJECT
1" =
SHEET NO.

V. Site Use Descriptions

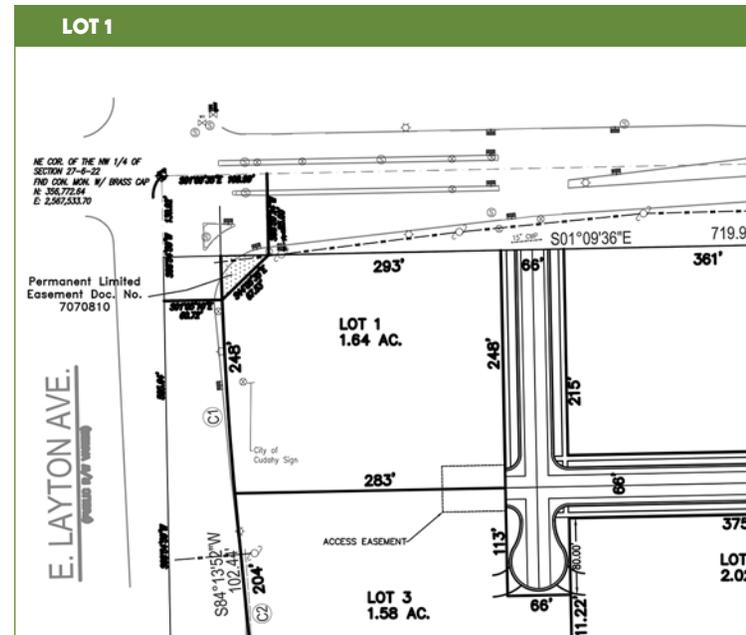


LOT 1: COMMERCIAL/RESTAURANT

This lot at the northeast corner of S. Pennsylvania Avenue and E. Layton Avenue is envisioned for a restaurant user. The planned restaurant will provide an anchor for this important intersection of the development. The character of the structure and the design of the property should reflect prominence through the use of high quality building materials and landscaping features.

- Allowable Uses: See Land Use Regulations Matrix on pages 12-14 for complete list of uses.
- Preferred Use: Restaurant of approximately 6,000-10,000 square feet.
- Height Restrictions: 35 feet, as required by special airport zoning regulations.
- Parking: Surface parking will be provided at a ratio to meet the requirements of the B-5 District for a restaurant user while working to orient and/or screen parking from the intersection of Layton Avenue and Pennsylvania Avenue. Parking requirements may be reduced through a cross-parking easement on Lot 3.

- Parking Requirements: Parking ratio of one space per 100 square feet of gross floor area, or one space per two seats at maximum capacity, whichever is greater, plus one space per employee for the work shift with the largest number of employees.
- Front Yard Setbacks: Since the site is on a corner, the building entrance façade should be located 0-10 feet from lot lines along E. Layton Avenue or S. Pennsylvania Avenue to enhance a pedestrian atmosphere and set a strong edge at a key entrance point to the District. The other street-facing façade may be 0-40 feet from the property line. All structures must be located outside of the intersection vision triangle.
- Side Yard Setbacks: 0-40 feet from property lines.
- Bicycle Parking: Bicycle racks will be provided on the development close to the main entrance of each building. A minimum of one bicycle parking space per fifteen patrons based on the maximum capacity of the facility plus 0.25 spaces per employee for the work shift with the largest number of employees.
- Drive Through Facilities: Drive through facilities are allowed on the west or south side of the proposed building.



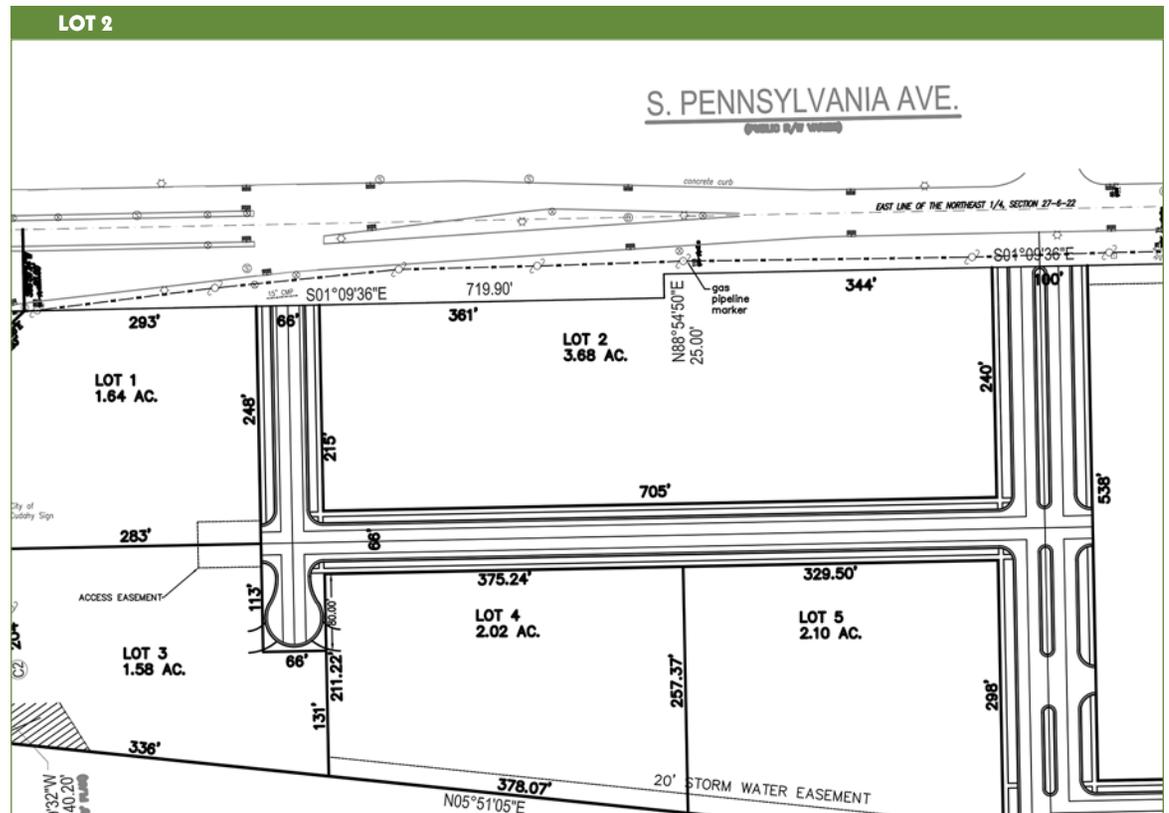
LOT 2: COMMERCIAL

This lot located north of Carpenter Avenue along the S. Pennsylvania Avenue front-age is planned for commercial development. This development is a major anchor of the Penn Place redevelopment project and is located at a key segment of public way along S. Pennsylvania Avenue. Additionally, the primary entrance to the Penn Place development is located at S. Pennsylvania Avenue and Carpenter Avenue. Due to a maximum height of 35 feet, buildings on the site may be multi-story allowing for vertical mix use.



- Allowable Uses: See Land Use Regulations Matrix on pages 12-14 for complete list of uses.
- Preferred Use: Ground floor retail and commercial for all buildings. If buildings are multi-story, above floors may be commercial office or residential.
- Height Restrictions: 35 feet, as required by special airport zoning regulations.
- Parking: Surface parking will be located to the west of the primary structure along Pennsylvania Avenue at the rear of the building. Locating parking away from the public way will create a stronger pedestrian and bicycle corridor along S. Pennsylvania Avenue.
- Parking Requirements: Parking ratio of one space per four patrons based on the maximum capacity of the facility, plus one space per employee for the work shift with the largest number of employees.
- Front Yard Setbacks: At least one building façade should be located 0-10 feet from the lot line along S. Pennsylvania Avenue to ensure a cohesive corridor with the proposed public spaces, bicycle, and pedestrian facilities. Other street-facing façades may be 0-40 feet from the property line.

- Side Yard Setbacks: 0-40 feet from property lines.
- Bicycle Parking: Bicycle racks will be provided on the development close to the main entrance of each building. A minimum of one bicycle parking space per fifteen patrons based on the maximum capacity of the facility plus 0.25 spaces per employee for the work shift with the largest number of employees.



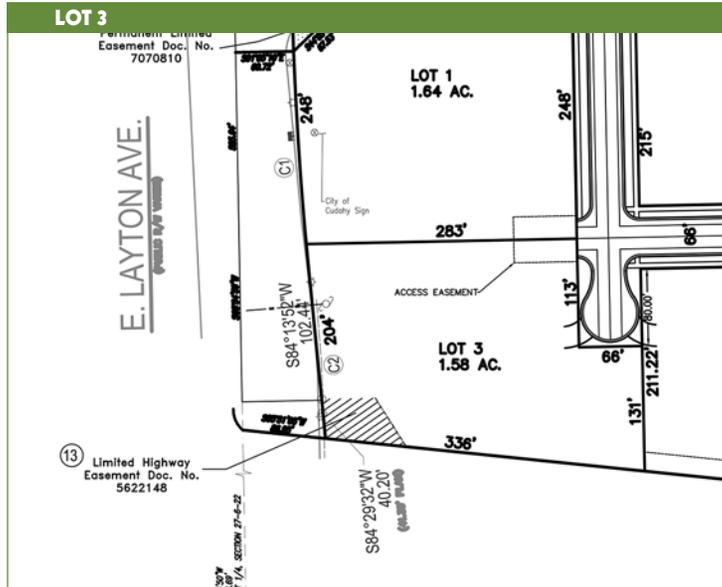
LOT 3: COMMERCIAL/RETAIL

This site located at the northwest corner of E. Layton Avenue and Hwy 794 is planned for commercial or retail development. This highly visible site will set the architectural tone for the gateway district.

- Allowable Uses: See Land Use Regulations Matrix on pages 12-14 for complete list of uses.
- Preferred Use: Retail or commercial with enhanced architectural features.
- Height Restrictions: 20 feet, as required by deed restriction.
- Parking: Surface parking will be located to the south of the primary structure away from E. Layton Avenue. Locating parking away from the public way will create a stronger Layton Avenue streetscape and building presence. Parking requirements may be reduced through a cross-parking easement on Lot 1.
- Parking Requirements: Parking ratio of one space per four patrons based on the maximum capacity of the facility, plus one space per employee for the work shift with the largest number of employees.



- Front Yard Setbacks: At least one building façade should be located 0-10 feet from the lot line along E. Layton Avenue to ensure a cohesive corridor framed by buildings.
- Side Yard Setbacks: 0-40 feet from property lines.
- Bicycle Parking: Bicycle racks will be provided on the development close to the main entrance of each building. A minimum of one bicycle parking space per fifteen patrons based on the maximum capacity of the facility plus 0.25 spaces per employee for the work shift with the largest number of employees.



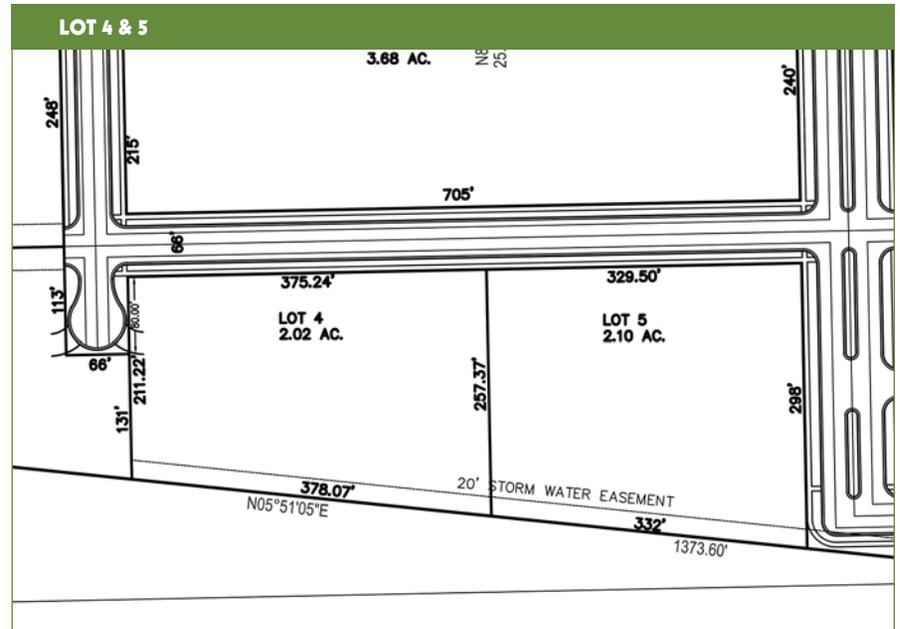
LOTS 4 & 5: HOSPITALITY/COMMERCIAL

Lots 4 and 5 located along Hwy 794 between Carpenter Avenue extended and Street "A" are planned for hospitality or commercial uses.



- Allowable Uses: See Land Use Regulations Matrix on pages 12-14 for complete list of uses.
- Preferred Use: Hotel, extended stay lodging, or office.
- Maximum Building Height: 35 feet, as required by special airport zoning regulations.
- Parking: Surface parking will be located to the west of the proposed developments with ADA spaces and limited drive-up parking and drop-off facilities located at the buildings main entrance. Parking requirements may be reduced through a cross-parking easement between lots 4 and 5.

- Parking Requirements: Hospitality parking ratio of one space per room or suite, plus one space per every two employees for the work shift with the largest number of employees, plus one space per three persons of maximum capacity of each public meeting and/or banquet room. Commercial parking ratio of one space per four patrons based on the maximum capacity of the facility, plus one space per employee for the work shift with the largest number of employees.
- Front Yard Setbacks: At least one building façade should be located 0-10 feet from the lot line facing the public street to frame the street with buildings. Other street-facing façades may be 0-40 feet from the property line.
- Side Yard Setbacks: 0-40 feet from property lines.
- Bicycle Parking: Bicycle racks will be provided on the development close to the main entrance of each building. A minimum of one bicycle parking space per fifteen patrons based on the maximum capacity of the facility plus 0.25 spaces per employee for the work shift with the largest number of employees.



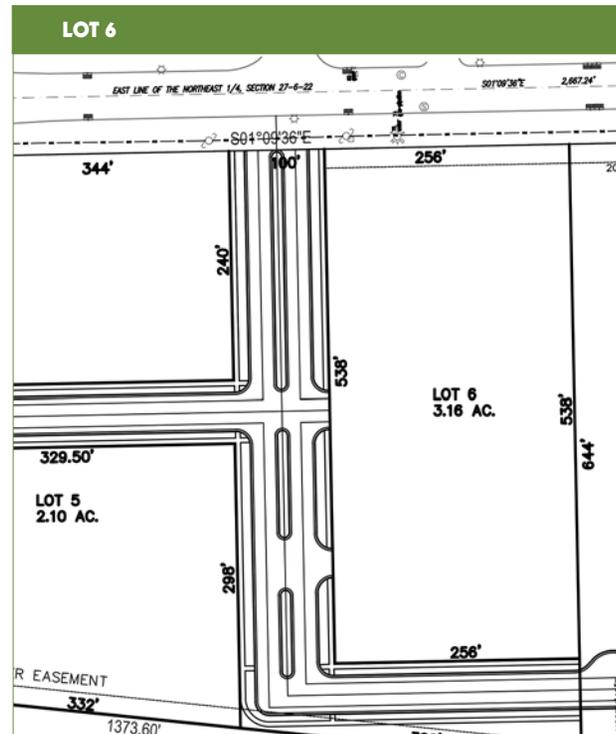
LOT 6: COMMERCIAL/ RETAIL

Lot 6 located south of Carpenter Avenue along S. Pennsylvania Avenue is planned for commercial and retail use. This prominent site at the District entrance is highly suitable for a commercial anchor tenant use.



- **Allowable Uses:** See Land Use Regulations Matrix on pages 12-14 for complete list of uses.
- **Preferred Use:** Grocery store.
- **Maximum Building Height:** 35 feet, as required by special airport zoning regulations.

- **Parking:** Surface parking on lot 6 will be located to the west and south of any structure. Parking will be well screened from the Pennsylvania Avenue right-of-way.
- **Parking Requirements:** Commercial parking ratio of one space per four patrons based on the maximum capacity of the facility, plus one space per employee for the work shift with the largest number of employees.
- **Front Yard Setbacks:** Since the site is on a corner, at least one façade should be located 0-10 feet from lot lines along S. Pennsylvania Avenue or Carpenter Avenue to enhance a pedestrian atmosphere and set a strong edge at a key entrance point to the District. The other street-facing façade may be 0-40 feet from the property line.
- **Side Yard Setbacks:** 0-40 feet from property lines.
- **Bicycle Parking:** Bicycle racks will be provided on the development close to the main entrance of each building. A minimum of one bicycle parking space per fifteen patrons based on the maximum capacity of the facility plus 0.25 spaces per employee for the work shift with the largest number of employees.





LOT 7: MULTI-FAMILY

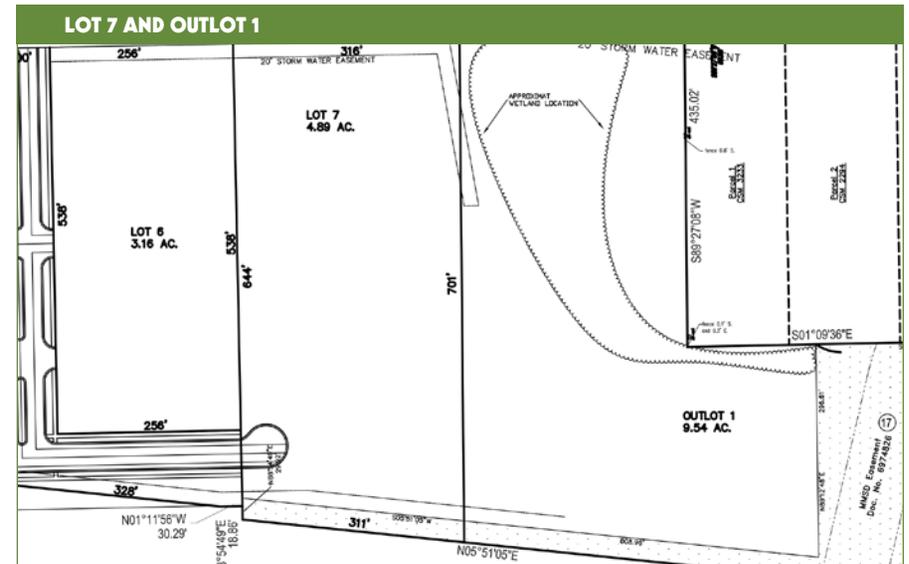
Lot 7 is planned for multi-family housing. The site may house more than one building. Residential buildings are encouraged to have entrances that connect to the multi-use trail along South Pennsylvania Avenue.

- **Allowable uses:** See Land Use Regulations Matrix on pages 12-14 for complete list of uses.
- **Preferred Use:** Multi-family buildings with the maximum units that can be surface parked on site. Building designs with integral parking mixed with surface parking are encouraged.
- **Maximum Building Height:** 35 feet, as required by special airport zoning regulations.
- **Parking:** Surface parking will be provided on the lot and will not be located along S. Pennsylvania Avenue or to the south adjacent to the wetland corridor. Where possible, surface parking should be located behind and between planned structures to ensure it is screened from the public way. First floor, under building may be allowed if the design is fit into the building architecture.
- **Parking Requirements:**
 - 0.5 spaces per studio apartment
 - 1 space per one-bedroom apartment
 - 1.5 spaces per two-bedroom apartment
 - 0.1 additional spaces per dwelling unit for guest parking
- **Front Yard Setbacks:** Any structure along S. Pennsylvania Avenue should be sited 0-10 feet from the lot line. Front yards should be well landscaped with features to maintain a cohesive pedestrian corridor.
- **Side Yard Setbacks:** 0-40 feet from property lines. The side yard to the south of the site adjacent to the wetland corridor should be well landscaped and create a smooth transition between the private development and the planned open space amenity there.
- **Bicycle Parking:** Bicycle racks will be provided on the development close to the main entrance of each building. A minimum of one bicycle parking space per unit. In-building or covered bicycle parking is encouraged.



OUTLOT 1

This lot is reserved for wetland and woodlot preservation as well as stormwater management. The outlet will provide regional stormwater detention for the entire district, maximizing buildable land on each lot. Due proximity to General Mitchell International Airport, the majority of stormwater is envisioned to be stored underground in a pipe system. This provides potential opportunities for recreational or open space opportunities on the site. The MMSD Easement (Doc. No. 6974826) should remain and continue to be zoned C-1: Lowland Conservation District.



LAND USE REGULATIONS MATRIX

Land Use Regulations	Penn Place PUD/GDP Land Use							
	1	2	3	4	5	6	7	Outlot
Lot #								
B-5 Highway Business District								
Principal Uses								
Automotive, marine, and aircraft sales and service	N	N	N	N	N	N	N	N
Banks, savings and loan, and other financial institutions. Excluding convenient cash and similar businesses	Y	Y	Y	Y	Y	Y	N	N
Banks, savings and loan, and other financial institutions, including drive-in facilities . Excluding convenient cash and similar businesses	C	C	C	C	C	C	N	N
Bowling alleys	N	C	N	C	C	C	N	N
Building supply store	N	N	N	N	N	N	N	N
Business and professional offices	Y	Y	Y	Y	Y	Y	N	N
Camera and photographic supply stores	Y	Y	Y	N	Y	Y	N	N
Catering services	N	Y	N	Y	Y	Y	N	N
Commercial adult and child care centers	C	C	C	C	C	C	N	N
Convenience food stores	C	C	C	C	C	C	N	N
Equipment rental facilities	N	N	N	N	N	N	N	N
Garden centers	N	N	N	N	N	N	N	N
Hotels and motels	N	Y	N	Y	Y	N	N	N
Physical Fitness centers only	C	Y	C	Y	Y	Y	N	N
Photography and art studios	Y	Y	Y	Y	Y	Y	N	N
Restaurants,	Y	Y	Y	Y	Y	Y	N	N
Restaurants, including drive-in restaurants	C	C	C	C	C	C	N	N
Theaters and other amusement places	N	C	N	C	C	C	N	N
Video and game sales and rental	N	Y	Y	N	N	N	N	N
Conditional Uses								
Animal hospitals, veterinary services, and boarding of animals	N	N	N	N	N	N	N	N
Audio or video recording/production studios	N	C	N	Y	Y	C	N	N
Automobile service stations	N	N	N	N	N	N	N	N
Commercial recreational facilities	N	N	N	N	N	N	N	N
Outdoor display of retail merchandise	C	C	C	N	N	C	N	N
Utility substations, municipal wells, pumping stations, and towers	N	N	N	N	N	N	N	N
Increases in height of accessory buildings	C	C	C	C	C	C	C	N
Renewable energy collectors	C	C	C	C	C	C	C	N
Convenient cash and similar businesses	N	C	C	N	N	N	N	N
Planned mixed use	C	Y	C	Y	Y	Y	N	N

Legend	
Y	Permitted use subject to City regulation
N	Prohibited
C	Conditional use subject to City regulation

Land Use Regulations		Penn Place PUD/GDP Land Use								
Lot #		1	2	3	4	5	6	7	Outlot	
Allowable Uses in Other Zoning Districts										
B-4 Office and Professional Business District										
Principal Uses										
Administrative and public service offices		Y	Y	Y	Y	Y	Y	N	N	
Office/professional services		Y	Y	Y	Y	Y	Y	N	N	
Studios for photography, painting, music, sculpture, dance, or other recognized fine art		Y	Y	Y	Y	Y	Y	N	N	
B-3 Central Business District										
Principal Uses										
Antique and collectors stores		Y	Y	Y	N	Y	Y	N	N	
Art galleries		Y	Y	Y	Y	Y	Y	N	N	
Bakeries where not more than 50% of the gross floor area is devoted to the processing of bakery goods		Y	Y	Y	N	Y	Y	N	N	
Barber shops		Y	Y	Y	N	Y	Y	N	N	
Beauty shops		Y	Y	Y	N	Y	Y	N	N	
Book or stationery stores		Y	Y	Y	N	Y	Y	N	N	
Candy stores, soda fountains, and ice cream stores		Y	Y	Y	N	Y	Y	N	N	
Clothing and apparel stores		Y	Y	Y	N	Y	Y	N	N	
Coffee shops		Y	Y	Y	N	Y	Y	N	N	
Delicatessens		Y	Y	Y	N	Y	Y	N	N	
Fish markets		Y	Y	Y	N	Y	Y	N	N	
Florists		Y	Y	Y	N	Y	Y	N	N	
Gift stores		Y	Y	Y	N	Y	Y	N	N	
Jewelry stores		Y	Y	Y	N	Y	Y	N	N	
Meat markets		Y	Y	Y	N	Y	Y	N	N	
Music stores		Y	Y	Y	N	Y	Y	N	N	
Produce (fruit and vegetable) stores		Y	Y	Y	N	Y	Y	N	N	
Tailoring and dressmaking shops		Y	Y	Y	N	Y	Y	N	N	
B-2 Community Business District										
Principal Uses										
Appliance stores		Y	Y	Y	N	Y	Y	N	N	
Book or stationery stores		Y	Y	Y	N	Y	Y	N	N	
Clinics		Y	Y	Y	N	Y	Y	N	N	
Cocktail lounges and taverns		Y	Y	Y	Y	Y	Y	N	N	
Coin, stamp, and trading card stores		Y	Y	Y	N	Y	Y	N	N	

Legend	
Y	Permitted use subject to City regulation
N	Prohibited
C	Conditional use subject to City regulation

Land Use Regulations	Penn Place PUD/GDP Land Use							
	1	2	3	4	5	6	7	Outlot
Computer and computer supply stores	Y	Y	Y	N	Y	Y	N	N
Department stores	N	Y	N	N	Y	Y	N	N
Discount stores	N	Y	N	N	Y	Y	N	N
Drug stores	Y	Y	Y	N	Y	Y	N	N
Electronic equipment sales and repair	N	Y	N	N	Y	Y	N	N
Furniture stores, new	N	Y	N	N	Y	Y	N	N
Furriers and fur apparel	Y	Y	Y	N	Y	Y	N	N
Grocery stores and supermarkets	N	Y	N	N	Y	Y	N	N
Hardware stores	N	Y	N	N	Y	Y	N	N
Hobby and craft shops	Y	Y	Y	N	Y	Y	N	N
Janitorial supplies and services	N	Y	N	N	Y	Y	N	N
Mail services	N	Y	N	N	Y	Y	N	N
Newspaper and magazine stores	Y	Y	Y	N	Y	Y	N	N
Office supplies and business machine stores	Y	Y	Y	N	Y	Y	N	N
Optical stores	Y	Y	Y	N	Y	Y	N	N
Packaged beverage stores	N	Y	N	N	Y	Y	N	N
Paint, glass, and wallpaper stores	N	Y	N	N	Y	Y	N	N
Pet and pet supply stores	Y	Y	Y	N	Y	Y	N	N
Plumbing and heating supplies	N	Y	N	N	N	Y	N	N
Printing, including photocopying, limited to no more than 2,000 sq ft of gross floor area	N	Y	N	N	Y	Y	N	N
Self service laundry and dry-cleaning establishments	N	N	N	N	N	N	N	N
Shoe stores and leather goods stores	Y	Y	Y	N	Y	Y	N	N
Sporting goods stores	Y	Y	Y	N	Y	Y	N	N
Upholstery shops	N	Y	N	N	Y	Y	N	N
Veterinary clinic, no boarding	N	Y	N	N	Y	Y	N	N
B-1 Neighborhood Business District								
Principal Uses								
Banquet halls and catering services	N	Y	N	Y	Y	Y	N	N
Other Uses								
Principal Uses								
Auto fueling & car wash	N	C	N	N	C	C	N	N
Parks, urban gathering spaces, open space	Y	Y	Y	Y	Y	Y	Y	Y
Multi-family housing	N	N	N	N	N	N	Y	N

Legend	
Y	Permitted use subject to City regulation
N	Prohibited
C	Conditional use subject to City regulation

VI. Site Regulatory Standards

PUBLIC STREETS AND TERRACE TREATMENT

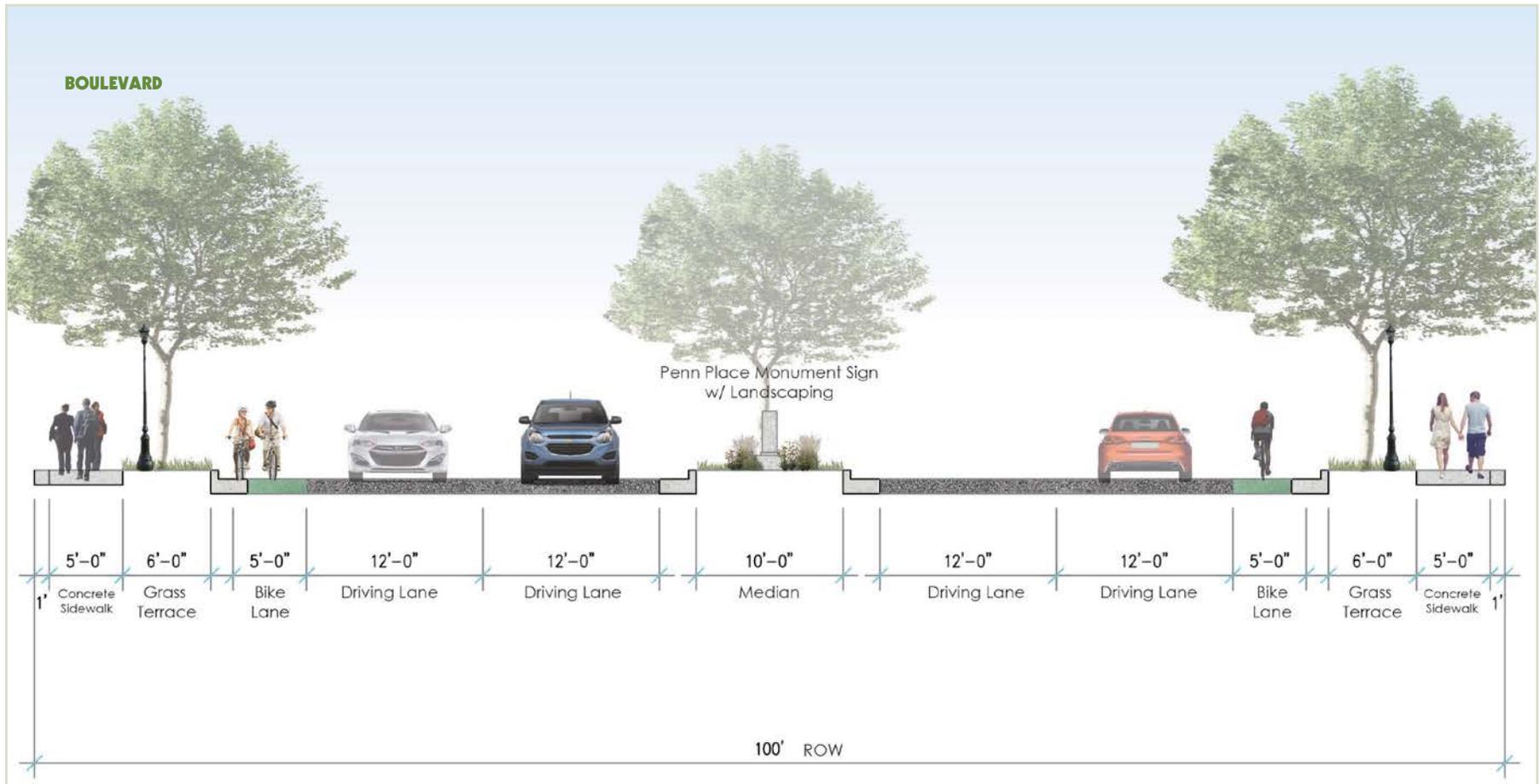
Public streets should be designed as complete streets serving all modes of transportation – vehicular, bicycle, and pedestrian. The gateway district is planned to be pedestrian friendly, allowing visitors to move between uses and travel to the District without the use of an automobile. Pedestrian scale lighting, street trees, sidewalks, and enhanced landscaping areas are planned throughout the District to enhance the streetscape. Three types of public streets are proposed:

areas are planned throughout the District to enhance the streetscape. Three types of public streets are proposed:

Boulevard Street (Carpenter Avenue Extended)

The extension of Carpenter Avenue from Pennsylvania Avenue and into the District will serve as the primary entrance and signalized intersection. The proposed right-of-way is 100 feet wide with two driving lanes (12' wide) in each direction separated by a 10 foot wide median. This median maintains safe traffic circulation and also provides space for a district gateway sign and landscaping area. Outside of the driving lanes, bicycle lanes (5' wide) are proposed in both traffic directions and public sidewalks (5' wide) are proposed as well.

The typical treatment of the terrace along the boulevard will be turf with canopy street trees. Near the District entrance at the intersection of Pennsylvania and Carpenter Avenues, additional landscaping may be installed to complement the median

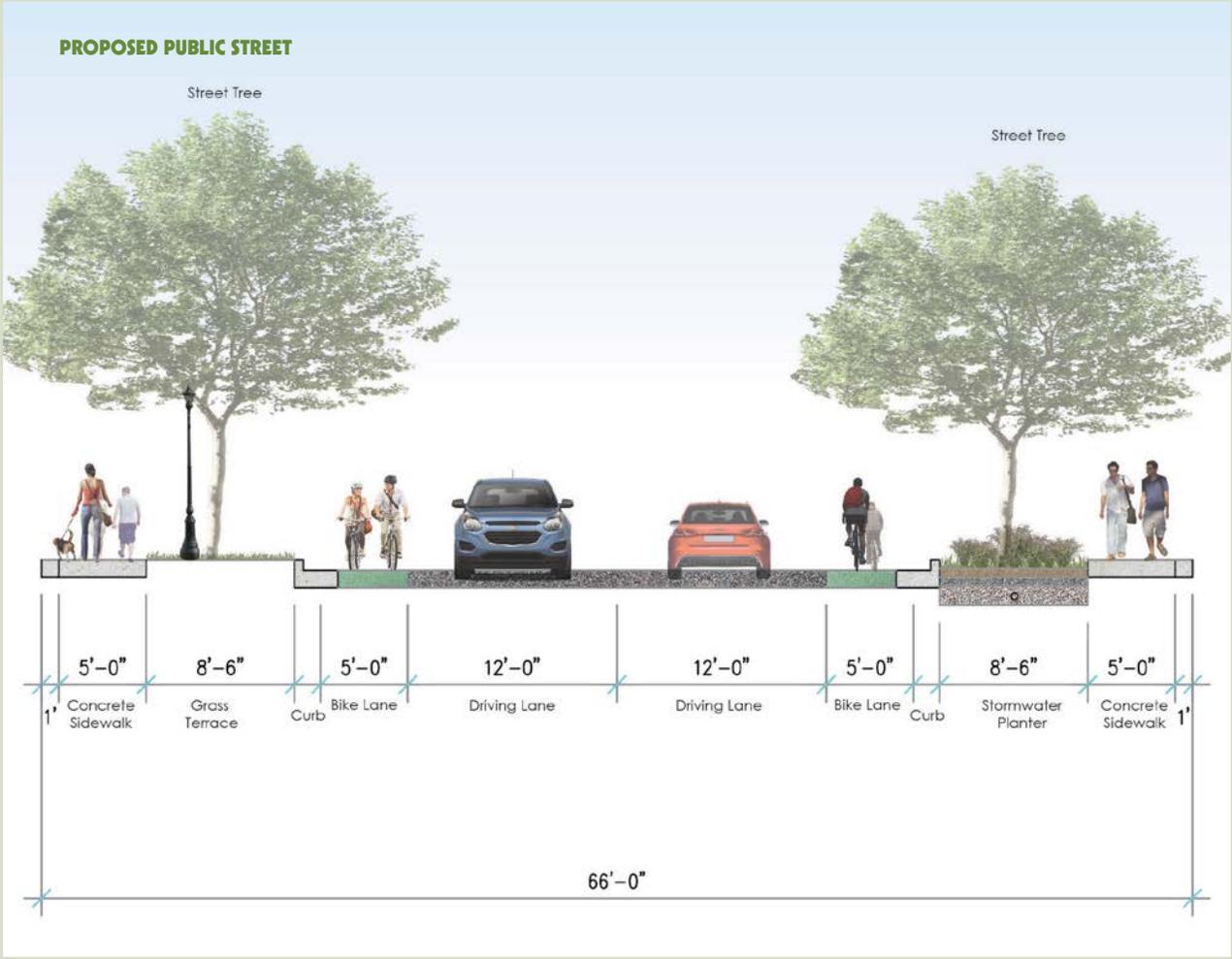


gateway landscaping. Where feasible and allowable by Wisconsin Department of Natural Resources (DNR), green terraces may be installed to manage stormwater runoff from the streets. Pedestrian scale lighting is proposed within the terrace. The style should complement the lighting installed along Layton Avenue to the northeast with an acorn or lantern style luminaire.

Proposed Public Streets

All other public streets within the District are proposed to have a right-of-way of 66 feet wide with one driving lane (12' wide) and one bicycle lane (5' wide) in each direction. Public sidewalks (5' wide) are proposed on each side.

The primary terrace treatment will be turf with canopy street trees. Again where feasible and allowed by the DNR, green street terraces may be installed to manage stormwater runoff from the streets. Pedestrian scale lighting is proposed within the terrace. The style should complement the lighting installed along Layton Avenue to the northeast with an acorn or lantern style luminaire.

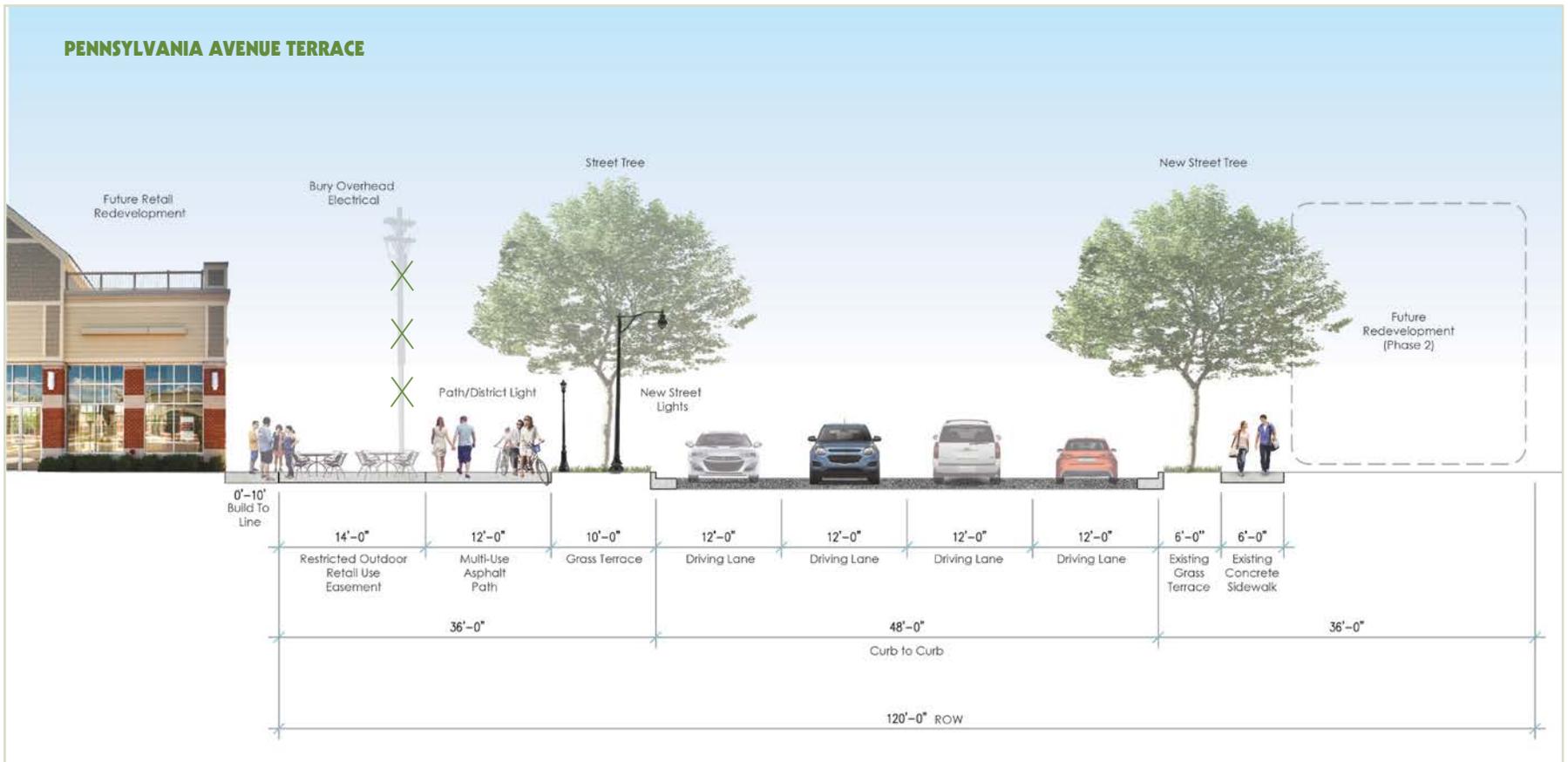


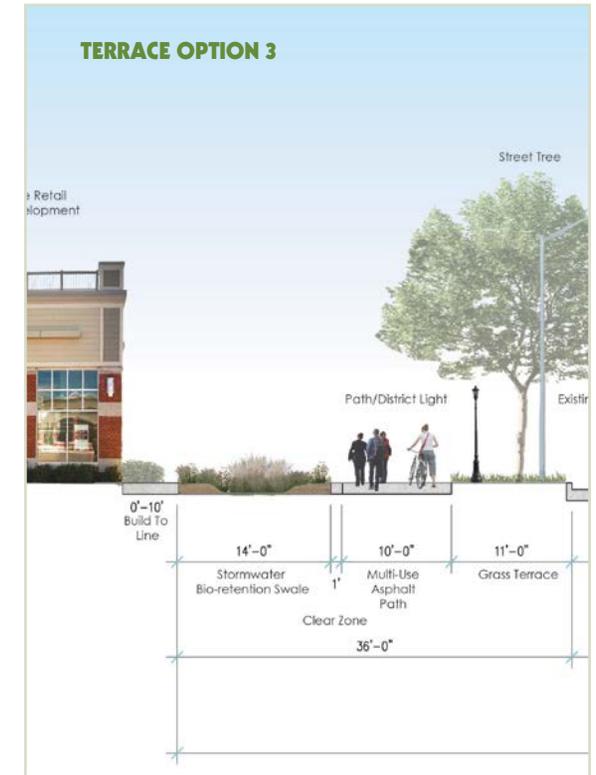
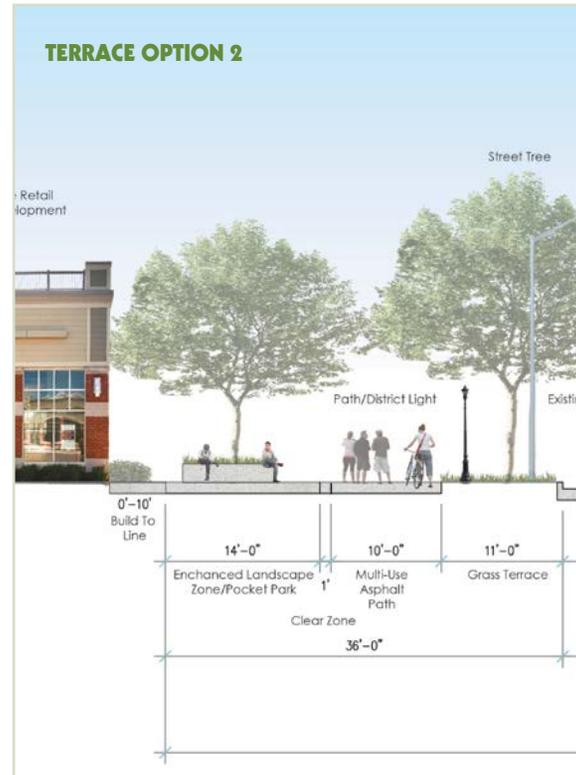
Pennsylvania Avenue

While no part of the roadway between the curbs is proposed to be modified, enhancements are proposed along Pennsylvania Avenue. Since Pennsylvania Avenue is a wide right-of-way of 120 feet, opportunities exist to enhance and activate the areas outside of the curbs. A multi-use path is proposed along the west side of the right-of way. This asphalt path is proposed to be 10 feet in width to provide a safe route for both pedestrians and bicyclists. The pathway is proposed to be curvilinear in form to provide user interest and create opportunities for pocket parks along the pathway. These pocket parks could be rest areas for path users or open spaces associated with adjacent land uses. The rest areas may have benches, water stations, bicycle repair stations, trash receptacles, public art, and plantings. The pocket parks adjacent to future developments may contain an enhanced building entry plaza and

landscaping area. Lighting along Pennsylvania Avenue should be decorative though higher in form than other District lighting to safely illuminate Pennsylvania Avenue. These lights may match the Layton Avenue lights to the northeast. Maintain the existing street lights if required for safety.

Undergrounding the existing power lines provides additional room in the terrace to create usable urban spaces. Three different options are proposed for terrace treatment along Pennsylvania Avenue. Areas adjacent to retail uses may be use restricted for outdoor seating or entrance plaza spaces. Other areas may be pocket parks and enhanced landscaping areas. The third option is to install stormwater bio-retention areas above the environmental cap, where possible. This would require close cooperation with the DNR.





SETBACKS

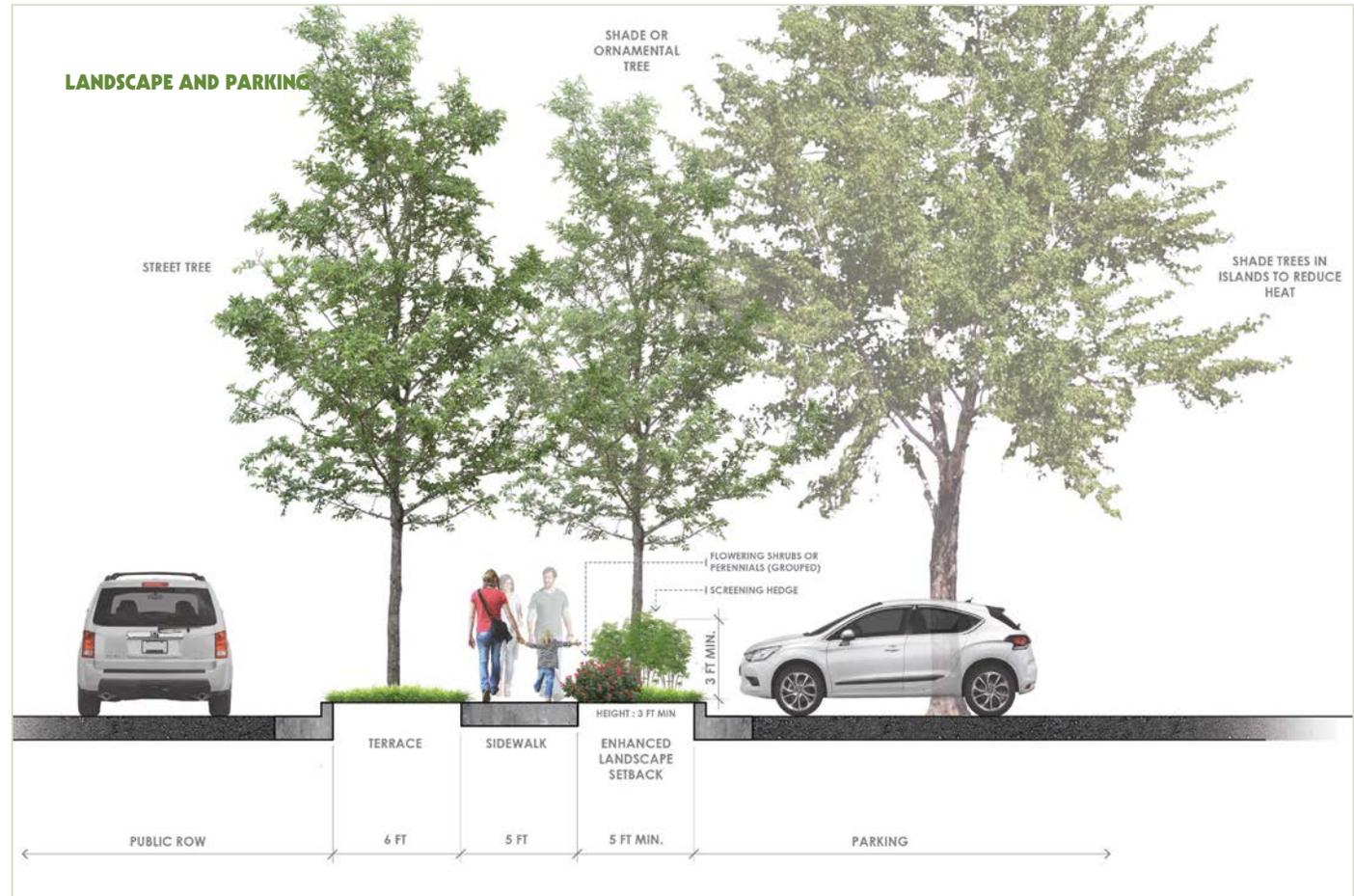
- To provide a continuous street edge along the gateway district, buildings should be sited within the build to areas unless not possible due to affecting business operations
- At least one building façade should be located within the build to area (0-10 feet from the property line). All other façades facing a public street should not exceed 40 foot setback from the property line
- See Section V: Site Use Descriptions for specific setback requirements by development lot
- To maintain an urban edge that is pedestrian friendly, areas adjacent to parking lots should be screened with enhanced landscaping. See Appendix A: Street Edge Treatment Diagram for locations of build to areas and enhanced landscape areas

DENSITY

- Goal is to develop land as densely as possible while providing adequate landscaping and connections to the public ways
- Development should design to an urban density with minimal spaces between buildings
- Install advanced stormwater management practices to increase density
- Density may increase through vertical mixed-use and shared parking arrangements

PARKING LOTS

- Parking stall number requirements are provided in Section V of this GDP document
- Due to the environmental restrictions of the property, parking may be limited to surface or at-grade parking only
- To increase development opportunity and decrease impervious surfaces, establish shared parking easements where appropriate, between land uses with complementary peak parking times
- Shared parking access drives between development lots are encouraged to reduce impervious surface and increase development opportunity
- Connecting parking lots between development lots is encouraged to reduce traffic congestion on public streets
- Shared parking arrangements should be codified in easement recordings or development agreements
- Locating parking lots at corners should be avoided, when possible
- Safe pedestrian ways should be provided between parking spaces and building entrances
- Canopy trees should be planted to reduce heat islands
- Edge landscaping should be installed to screen parking lots from public streets
- Planting areas should be incorporated into landscape islands and planting areas between parking bays
- Bio-swales and stormwater best management practices are encouraged where possible, though standing open water must be limited due to proximity to General Mitchell International Airport
- Parking lot lights should be 18 -25 feet in height along pedestrian ways and edges
- Tall pole lights may be installed in parking lot internal bays with a maximum height of 35 feet
- Site lighting along pedestrian walkways is encouraged in bollards to provide safe lighting, but not over-illumination
- Lighting should cast downward and be full cut-off
- Illumination levels shall not exceed 0.5 foot candles at the property line



PUBLIC GREENSPACE

Due to the density of site development, public spaces are provided in smaller forms as opposed to large public park spaces. The proposed trail along Pennsylvania Avenue will serve as both a transportation corridor and greenspace with pocket parks incorporated into the trail design. The pocket parks are envisioned as a mix of informal gathering spaces, landscape areas, and potential stormwater management zones. Through unique design, this trail and park area will both serve its visitors and also provide variety and visual interest along the Pennsylvania Avenue corridor, enhancing the area as a community gateway district.

GENERAL LANDSCAPING

- Canopy street trees (minimum 2" caliper) planted 50 feet on-center between street lights
- Street trees should contain 3" of natural-colored shredded bark mulch
- Landscape screening between Hwy 794 and parking lots
- Project entrance gateways near the Layton and Pennsylvania Avenues intersection (primary) and Carpenter Street extended median (secondary)
- Landscape materials shall not interfere with fire hydrant locations
- Enhanced plantings along street edges where no buildings are located
- Specific landscape plans will be required for each site development and must meet standards set in Section 44-49 of the Cudahy Municipal Code
- 10% of the gross area per site is to be managed landscape. This may include stormwater management features. Proximity to District landscape easements and greenspaces may be allowed to offset this requirement



DISTRICT SIGNAGE AND LIGHTING

- Primary District monument sign gateway along Layton Avenue located outside of the street vision triangle and away from the existing City of Cudahy welcome sign (see Appendix B. Landscape Concept)
- Secondary District gateway sign in median of Carpenter Avenue extended
- District signs should be externally illuminated and built with quality materials such as brick, stone, or colored, decorative concrete
- District signs should be surrounded by landscaping that will not interfere with the sign message
- Pedestrian scale street lighting 12-15 feet tall every 50 feet on-center on all public streets
- Lighting luminaire should be acorn or lantern in style to complement the street lights on Layton Avenue
- Lighting should be full cut-off to eliminate light shining upward and the light source should not be visible
- Lighting along Pennsylvania Avenue should be decorative though higher in form to safely illuminate the roadway - to match Layton Avenue lights. Maintain existing street lights if required for safety
- Tall pole lights may be installed to illuminate intersections and must remain under 35 feet in height and should match new decorative lights along Pennsylvania Avenue



BUSINESS & TENANT SITE SIGNS

- One ground sign and two building signs may be permitted per single-user lot
- Awning and canopy signs shall not be subject to the building sign limit
- Ground-mounted signs should be of monument style surrounded by landscaping to screen the sign base, but not block the sign text
- One monument sign is allowed per development site – may indicate multiple tenants
- Ground signs proposed in street yards abutting Layton or Pennsylvania Avenues shall be limited to monument style signs not to exceed ten feet in height
- Signs should be constructed of the same materials as the buildings they represent
- Signs shall be professionally constructed of high-quality durable materials such as brick, stone, decorative metal, and decorative colored concrete
- No pylon, electronic message sign, billboard, or inflatable signs allowed within the District
- If a monument sign is illuminated, the illumination should be external
- Multi-tenant buildings and multiple-user lots shall be subject to approved master signage plans
- All commercial signage within the District shall generally conform to Chapter 7 of the City of Cudahy Design Guidelines adopted July 2011



VII. Building Regulatory Standards

ARCHITECTURAL FORM

- Buildings should be designed to create a pedestrian friendly and scale neighborhood
- Buildings should be primarily rectangular in form and sited parallel to public streets
- Buildings are encouraged to have a mix of tenants and uses
- Entrances should be provided at public streets and on parking sides
- Connect building entrances to public sidewalks and pedestrian pathways
- Articulate building shapes with window bays, cornices, parapets, and towers
- Buildings should have primarily flat roofs with varied or broken lines
- Roof mechanicals should be screened
- Locate service areas away from public streets and provide architectural screening
- Drive through facilities should be located on rear building façades as to not dominate the streetscape
- Modify franchise architecture to fit the desired gateway district character



FAÇADE TREATMENT

- Façades should be articulated on all sides to provide visual interest
- Break up façades and create visual interest and pedestrian scale by:
 - Varying materials and colors
 - Varying façade vertical and horizontal setbacks
 - Incorporate architectural reveals or floor step backs
 - Vary window styles and moldings
 - Design enhanced architectural details on the ground level
- Façades on multiple-tenant buildings should be broken into design elements that reflect individual tenant spaces through vertical façade plain staggering, window/door groupings, and awnings
- Differentiate ground and above floors through horizontal banding, signage bands, and windows
- First floor façades shall be transparent to allow retail uses to interact with the street and parking-side entrances
- Commercial and retail façades shall have at least 40% transparency on the street façade
- Secondary façades that do not face the public street or parking areas are encouraged to have transparent windows. If this is not possible, then façades should contain architectural features that provide interest
- Building at corners should contain interesting architectural features that address the corner such as towers, entrances, awnings
- Identify building entrances through permanent awnings, overhangs, or signage



MATERIALS

- High quality materials should be installed on buildings to promote the gateway district
- Long lasting materials such as brick and stone should be the primary material to withstand weather and provide a feeling of permanence
- Primary building materials should be natural stone, masonry, brick, and glass and be of natural earth tone colors
- Secondary materials such as decorative metal, wood, stucco, and cement board may be incorporated



LIGHTING

- On-building lighting should highlight building architectural features and quality materials
- Lighting is encouraged to be LED to reduce energy consumption
- Lighting may illuminate building mounted signage
- Building entrances should be illuminated for safety and cast downward
- Pedestrian walkways should be illuminated for safety and cast downward
- Illumination levels shall not exceed 0.5 foot candles at the property line
- All lighting must meet the standards in Section 44-1045 of the Cudahy Municipal Code



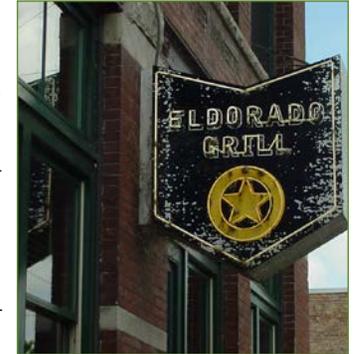
SIGNAGE

Business or tenant signs may be façade-mounted or ground-mounted. Ground mounted sign regulations are described in Section VI of this document. All commercial signage within the District shall generally conform to Chapter 7 of the City of Cudahy Design Guidelines adopted July 2011.



Façade-mounted signs

- Ground-level façade signs should be flush mounted to the signage band (horizontal area at the upper part of a building entry) of the façade, mounted on permanent awnings, or hung perpendicular to the street
- Upper story signs should be flush mounted to the façade
- Mounting brackets should not be visible
- Signs should not overwhelm the building architecture and should be integrated into building architecture
- Sign design should complement the gateway district neighborhood character and scale
- Stylized and three-dimensional signs are acceptable provided they are uniquely designed and fit the architecture and District
- Individual letter signs are allowed
- Signs should not obscure building addresses
- Signs shall be professionally designed and constructed and composed of high-quality materials that will be long lasting and weather resistant
- Signs may be internally or externally illuminated as long as they do not create glare to visitors
- Window signs should not block views into businesses
- Multi-tenant buildings and multiple-user lots shall be subject to approved master signage plans
- All commercial signage within the District shall generally conform to Chapter 7 of the City of Cudahy Design Guidelines adopted July 2011



VIII. Appendix

A. STREET EDGE TREATMENT

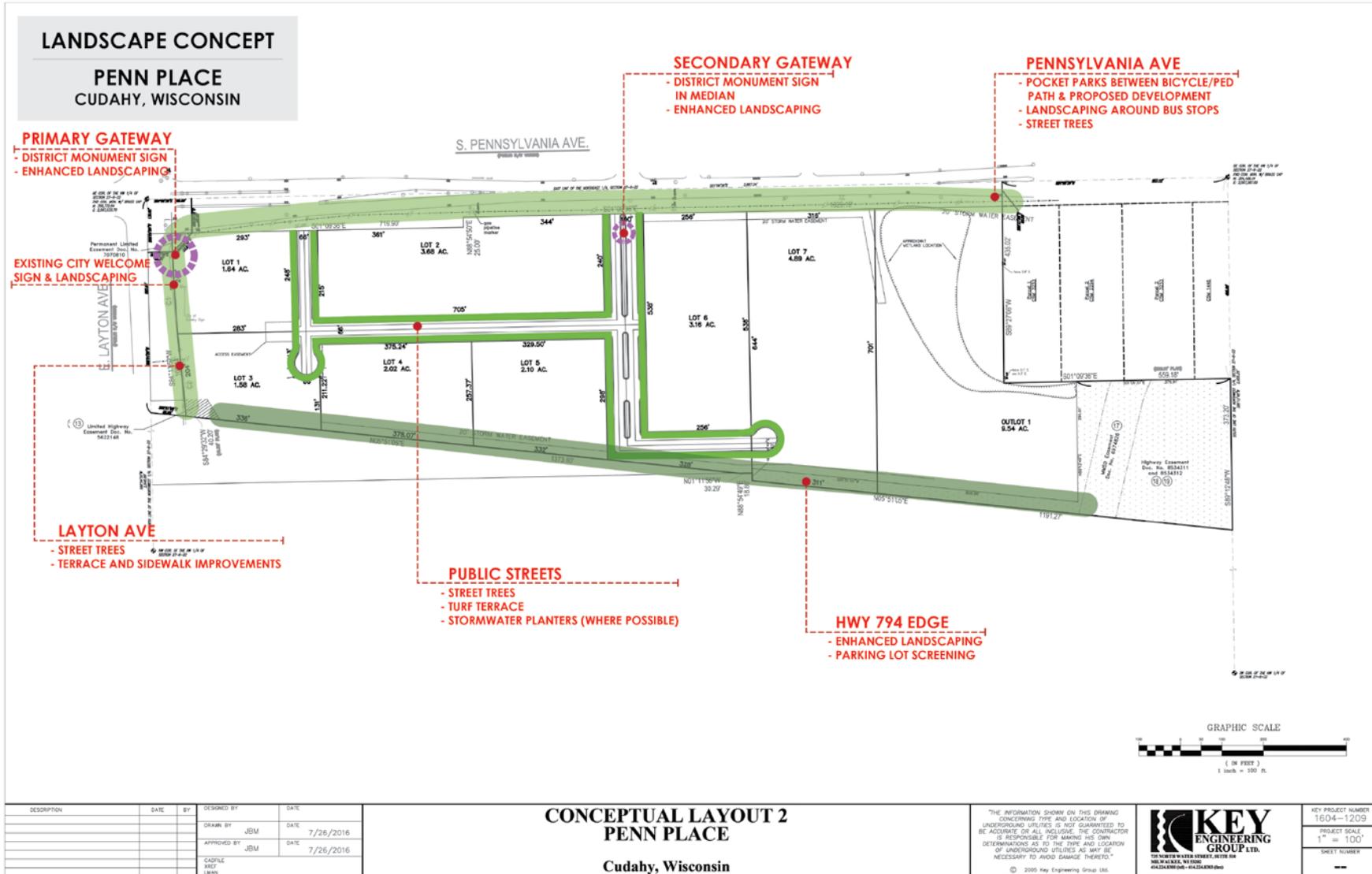
STREET EDGE TREATMENT

PENN PLACE
CUDAHY, WISCONSIN



-  BUILD TO AREAS
-  ENHANCED LANDSCAPE AREAS

B. LANDSCAPE CONCEPT



C. LEGAL DESCRIPTION