



Principles of Urban Design

Good design, combined with Milwaukee's rich architectural heritage, will result in a city that maintains its unique, attractive, "people-friendly" environment and enviable quality of life. The following design principles, which reflect the distinctive qualities that characterize Milwaukee's neighborhoods, are meant to promote development and redevelopment that reinforce and preserve these characteristics.

Neighborhood compatibility

A cohesive neighborhood environment depends on buildings that compliment one another. The size, shape and location of buildings, as well as the uses contained within them, create "patterns" that define neighborhood character. New development should be compatible with the pattern of its surrounding context.

Development that adheres to this principle will:

- Relate to the physical character and scale of the neighborhood; and
- Enhance linkages to surrounding uses, especially public services and amenities such as schools, parks, and mass transit.

Pedestrian-friendly design

Cities are for people, and an environment designed to accommodate the pedestrian heightens human experience and sense of place. New development should be designed to create attractive, comfortable and safe walking environments.

Development that adheres to this principle will:

- Locate buildings to define street edges and corners;
- Enliven street frontages to enhance the pedestrian experience; and
- Create memorable places for people.

Land use diversity

Many Milwaukee neighborhoods comprise a rich mix of land uses. Such diversity uses land efficiently, provides for neighborhood convenience and contributes to unique urban experiences. Development that adheres to this principle will:

- Encourage a compatible mix of uses at the neighborhood scale; and
- Identify opportunities for shared uses.

Transportation diversity

Milwaukee's neighborhoods are connected by a functional circulation network of streets and blocks. This system should be maintained and improved in ways that accommodate various modes of transportation balanced with needs of pedestrians. Development that adheres to this principle will:

- Create a balanced circulation system that accommodates mobility choice (pedestrians, automobiles, bicycles and transit); and
- Enhance public transportation by making it more comfortable and convenient to use.