

Appendix 2

ILLUSTRATED DESIGN MANUAL

PDI/GRAEF

WEST SIDE AREA PLAN

MILWAUKEE
WISCONSIN

ILLUSTRATED DESIGN MANUAL

*LOCAL BUSINESS &
NEIGHBORHOOD SHOPPING DISTRICTS*

INTRODUCTION

These guidelines are intended to provide designers, developers, and the City with a set of parameters by which detailed development proposals can be created and evaluated. The following are some important objectives of the guidelines:

- To aid the successful implementation of the City's general urban design standards
- To ensure that high quality development creates a vibrant, diverse, clean, and safe destination with sustainable economic vitality
- To create meaningful and active public places and streets through effective design and proper placement of building entrances and landscape features
- To ensure that building and site designs create a safe, attractive, and interactive street for pedestrians, cyclists, and motorists
- To ensure that the character of future development complements existing uses and the scale of neighboring development
- To allow designers and developers reasonable flexibility in the creation of specific designs to meet current and future market and economic realities
- To create and maintain optimal economic and social value as these areas develop and redevelop over time
- To see that vehicular access and parking needs are effectively addressed while any negative impacts on the urban form and pedestrian experience are minimized

DESIGN REVIEW CHECKLIST

The following checklist should be used by designers, City staff and plan reviewers to discuss some of the important features that must be addressed in design proposals. The checklist provides questions to be asked and should be used as a discussion tool for reviewing and assessing key elements of the design proposal to ensure that a high standard of architecture and urban design is met.

1.0 Building Placement

- 1.1 Does the building / do design elements create a continuous pattern along the street edge (build-to zone)?
- 1.2 Is the buildings' front façade parallel to the right-of-way (or be tangent to curves) and located within the build-to zone?
- 1.3 Does the building fully occupy the corner of a corner lot? Zero-lot line developments and common wall structures are permitted and should be encouraged.

2.0 Building Facades, Composition, and Articulation

- 2.1 Does the architecture complement surrounding uses and buildings?
- 2.2 Does the height of the building meet minimum and maximum requirements?
- 2.3 Does the architecture utilize elements of rhythm, scale, massing and proportion to create an attractive and timeless design?
- 2.4 Does the façade use design elements to articulate and break up the building scale and massing?

3.0 Building Materials

- 3.1 Are high quality building materials used throughout the building?

4.0 Additional Facade Features

- 4.1 Does the upper levels of residential allow for balconies and terraces overlooking the main street?

5.0 Glazing

- 5.1 Does the design utilize clerestory windows rather than opaque false second story windows?
- 5.2 If there is ground level commercial, does the street facade and those facing publicly accessible areas meet the glazing requirement?
- 5.3 Does the design incorporate clear glazing rather than spandrel glass?
- 5.4 Does the placement of the windows allow for maximum transparency from publicly accessible/visible areas?
- 5.5 Does the Interior building layout allow for active spaces, such as shopping areas, product displays and office spaces, to abutt the windows to further enhance the visual connection and activity outside of the building?

6.0 Entrances and Entry Features

- 6.1 Is there a public entrance along the street terrace?
- 6.2 Is there a pedestrian entrance on each side of the facade?
- 6.3 If the building is at an intersection, how does it address activation at the corner?
- 6.4 Are public entries a distinguishable or prominent feature in the building's architecture and visible to the general public?

7.0 Vehicular Entries

- 7.1 Is the design solution cohesive with the overall architectural treatment & minimize the overall impact on the urban experience?
- 7.2 Does the layout and location allow for safe pedestrian and vehicular travel?

DESIGN REVIEW CHECKLIST

8.0 Shared Cross Easements

- 8.1 Does the design utilize shared access points and cross-access easements?

9.0 New Access Drives

- 9.1 Does the design facilitate a safe, accessible drive?

10.0 Traffic Calming

- 10.1 Does the design utilize traffic calming methods to slow traffic and prevent vehicular / pedestrian conflicts?
- 10.2 Does the design utilize existing linkages of local streets that incorporate major traffic calming devices integrated with pedestrian movement?

11.0 Pedestrian and Bicycle Movement

- 11.1 Does the pedestrian & vehicular circulation create a connected network inside and between parcels?
- 11.2 Does the proposed circulation encourage safe pedestrian travel and connect to public networks?
- 11.3 Does the use create an active pedestrian street?
- 11.4 Does the pedestrian and bicycle trails link to surrounding trails and provide an inviting system for internal campus movement?

12.0 Pedestrian Entry Features

12.1 Are enhanced pavement materials, such as brick, pavers or textured concrete used at key locations such as crosswalks, sitting areas, & entries?

13.0 Design and Screening of Garage Doors, Service/ Loading Areas and Vehicles

13.1 Is the service area shared with parking?

13.2 Is the service area entries designed in an organized manner that will integrate with parking movements and pedestrian needs?

13.3 Is the service area located in the rear or side of the building away from public areas and screened from the public view or designed to be aesthetically comparable with the building and site?

14.0 Street Edge Landscaping

14.1 Does the landscape design meet or exceed City standards and does it utilize approved plant materials?

14.2 Does the proposed landscape enhance the buildings and entries, help define outdoor space and screen unattractive features?

14.3 Does the design integrate planting areas or porous paving materials to help mitigate stormwater runoff?

14.4 If garden walls or fencing are used as design elements, what types of materials are used?

14.5 Does the street frontage landscape complement building architecture and create a rich and attractive street frontage?

14.6 Does the design utilize streetscape elements and landscape features to create a comfortable pedestrian zone along public rights-of-way and private streets?

DESIGN REVIEW CHECKLIST

- 14.7 Does the landscape incorporate recommended or approved materials, site furnishings and other landscape elements?

15.0 Landscape Features in Large Surface Parking Lots

- 15.1 Does the lot landscaping help define garden-like outdoor spaces?
- 15.2 Is the layout comprised of simple geometric patterns that allow for safe movement of vehicles and pedestrians?
- 15.3 Does the parking lot create an integrated vehicular/pedestrian space while still providing an aesthetic garden-like courtyard?
- 15.4 Is the parking lot screened from public rights-of-way, public spaces and residential uses?
- 15.5 Does the design incorporate shared parking and on-street parking to reduce the parking lot footprint and overall requirements?

16.0 Open Space and Natural Resource Protection

- 16.1 Does the design provide outdoor gathering spaces?
- 16.2 Does the site design create meaningful open spaces such as parks, greens, and plazas that enhance the overall urban experience rather than a collection of leftover spaces which do not add significant value?

17.0 Linkages to Pathways Environmental Features and Public Places

- 17.1 Does the space link to existing and/or new pathways, environmental features, and public places?

18.0 Outdoor Activities, Displays and Public Art

18.1 Does the space allow for outdoor activities, displays, and public art to occur?

19.0 Multiple Uses for Outdoor Areas

19.1 Does the area allow for a common open space?

19.2 Does the public plazas have direct links to the street area?

19.3 Does the street allow for informal gatherings, sidewalk cafes, seating and similar activities?

20.0 Outdoor Lighting

20.1 Does the design incorporate pedestrian scaled and vehicular lighting of the recommended types?

21.0 Signs

21.1 Does the signage reflect and complement design characteristics and materials of the building and neighborhood?

21.2 Does the sign fit within the elements of the building and is the scale appropriate to a pedestrian friendly environment?

21.3 Do the signs promote the retail establishments and enhance the overall pedestrian experience with interesting and decorative graphics and use of materials?

21.4 Is the sign constructed of durable materials?

21.5 If the sign is to be lit, does it utilize attractive fixtures and not distract vehicle and pedestrian vision.

ARCHITECTURAL DESIGN - FACADE



Building Placement



**Building Facades, Composition,
& Articulation**



Building Materials



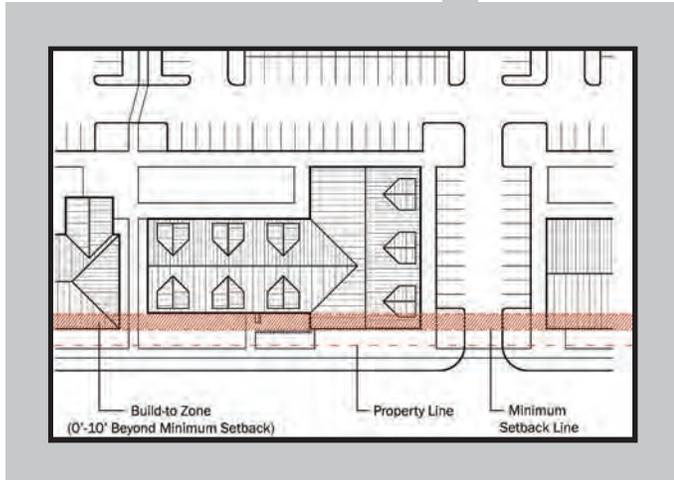
Additional Facade Features



Glazing



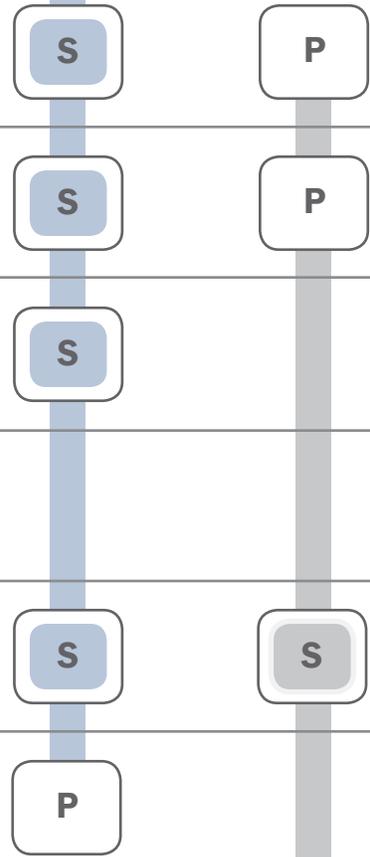
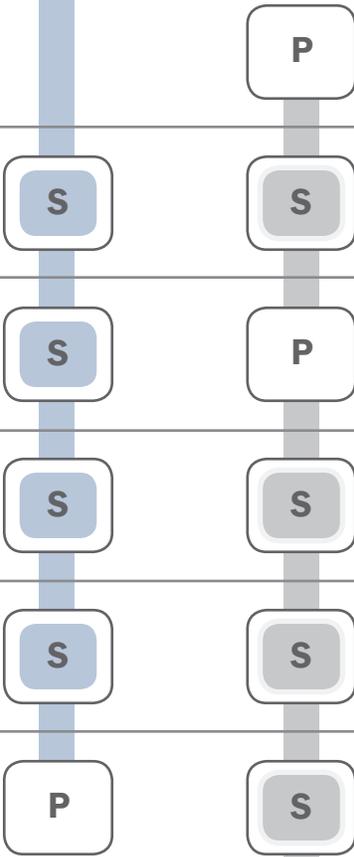
Entrances & Entry Features



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ARCHITECTURAL DESIGN - FACADE



Building Placement

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**Building Facades, Composition,
& Articulation**

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Building Materials

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Additional Facade Features

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Glazing

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Entrances & Entry Features

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SITE DESIGN - PARKING AND ACCESS



Vehicular Entries

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Shared Cross-Easements

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New Access Drives

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Traffic Calming

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Pedestrians and Bicycle Movement

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Pedestrian Entry Features

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Design and Screening of Garage Doors, Service/Loading Areas, and Vehicles

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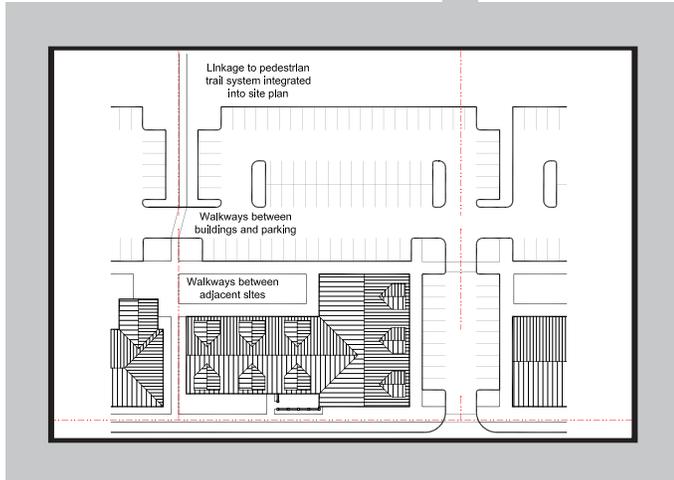
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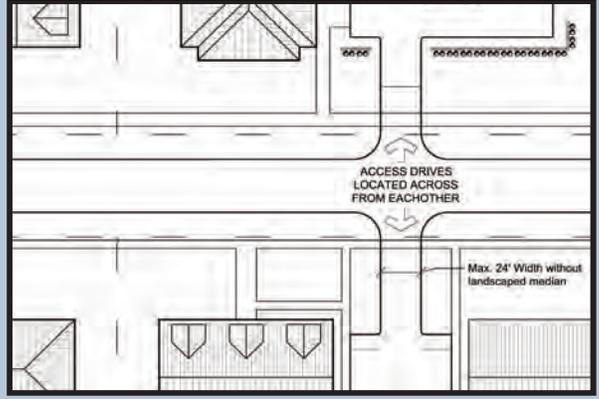
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**SITE DESIGN -
PARKING AND ACCESS**



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Vehicular Entries

Shared Cross-Easements

New Access Drives

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Traffic Calming

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Pedestrians and Bicycle Movement

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Pedestrian Entry Features

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Design and Screening of Garage Doors, Service/Loading Areas, and Vehicles

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LANDSCAPE AND STREETScape



Street Edge Landscaping

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Landscape Features in Large Surface Parking Lots

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Open Space and Natural Resource Protection

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Linkages to Pathways, Environmental Features, and Public Places

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Outdoor Activities, Displays, and Public Art

Multiple Uses for Outdoor Areas

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Outdoor Lighting

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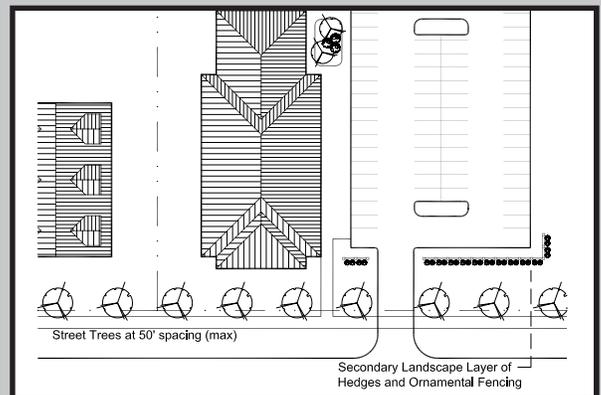
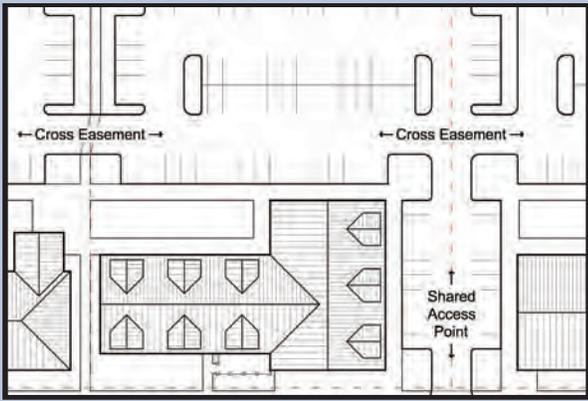
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Street Edge Landscaping

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Landscape Features in Large Surface Parking Lots

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Open Space and Natural Resource Protection

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Linkages to Pathways, Environmental Features, and Public Places

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Outdoor Activities, Displays, and Public Art

Multiple Uses for Outdoor Areas

Outdoor Lighting



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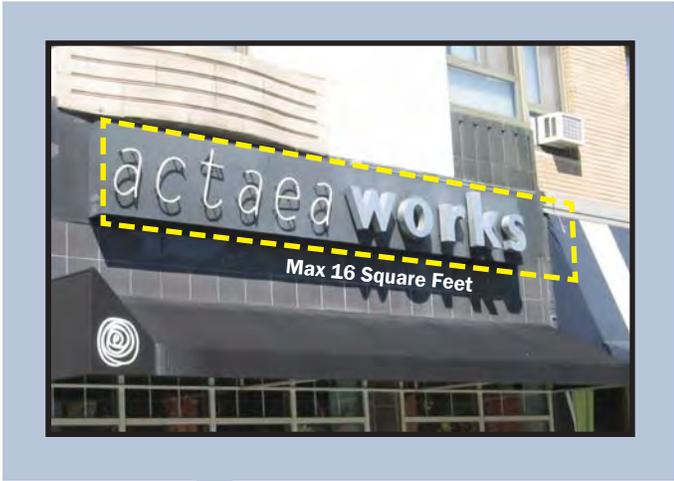
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SIGNS



Wall



Letters and Symbols



Projecting



Awning



Canopy

Window



Monument



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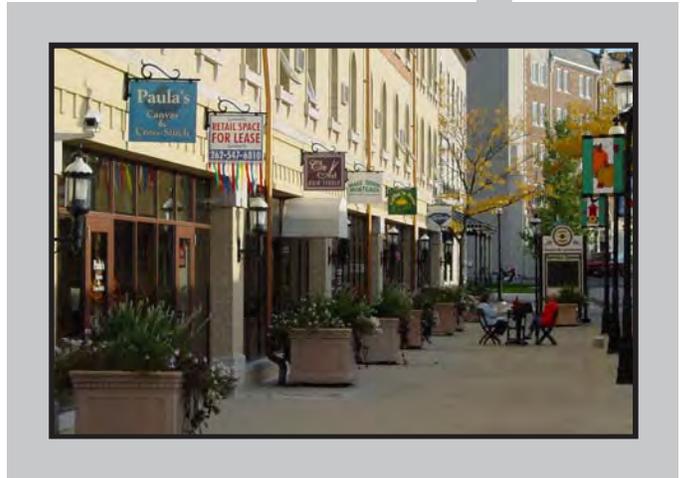
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SIGNS



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Wall

Letters and Symbols

Projecting

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Awning

Canopy

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Window

Monument



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