



# URBAN DESIGN GUIDELINES

## BRONZEVILLE URBAN RENEWAL PLAN (SECTION 7)

### Bronzeville Redevelopment Opportunity

#### 4<sup>th</sup> & North / Historic Garfield School

#### 7(a) Site and Building Design Guidelines for Commercial Development or Redevelopment (Infill)

##### 1) Commercial Site Design Requirements--Building placement

###### Principles:

Placement of buildings and building elements shall define the public realm, e.g., street edges, corners, walkways, open space, public art, focal points, etc. Within the commercial district, buildings shall create a “street wall” of continuous facades, broken or modified only for the purpose of creating public open spaces, such as patios, sidewalk cafes, or pocket parks.

Buildings shall be located to create street-friendly walkways and public spaces. Spaces not built on create opportunities for small entryways, patios, pocket parks or other public or semi-public spaces that can offer relief from the dense built-up urban landscape. These spaces shall be used to serve people and not to provide additional parking spaces for automobiles.

###### Standards:

1. In general, all commercial buildings shall be built to front property lines to achieve a densely built-up urban setting. Exceptions shall be made for small patios, outdoor cafes, courtyards, entry areas, and other pedestrian-oriented uses. Exceptions shall not be made for automobile parking areas.
2. Build infill or replacement buildings to fill gaps (vacant or underutilized lots) along commercial corridors.
3. As a method of intensifying use, locate stairs accessible directly from the street (or ramps where space permits) to stories above or below street level. (Handicapped access must be provided at a convenient distance from street traffic.)
4. Buildings shall be located to minimize negative impacts on adjacent properties. For example, buildings requiring large setbacks should not be placed on commercial corridors where the setback interrupts a series of continuous storefronts.

##### 2) Commercial Building Design Requirements--Massing

###### Principles:

Cluster uses in a dense built-up configuration to create an intense urban setting. A cluster of entertainment uses supported by restaurant and retail uses, will create a greater draw and attract customers from a greater market area, than would be created by any single use on its own, or any series of separate uses on their own.

###### Standards:

1. Mass new infill with existing buildings to build up and intensify uses and street activity within the commercial district.

2. Use building elements (windows, canopies, columns, recessed entries) to create a pedestrian oriented street frontage.
3. Where possible, emphasize street corners with elements that “turn the corner,” such as oriel windows and signage.
4. Create dramatic elements on principal facades, such as balconies, bay windows, marquees, and canopied entryways.
5. Where appropriate, create connections through buildings to secondary entries, open space, and off-street parking.
6. Where appropriate, use massing to accentuate access to upper and lower stories, both visually and physically adding more levels of activity that are directly connected to the street.
7. Employ rooftop gardens and patios as accessible space that can enhance the offerings of the district.

### 3) Commercial Building Design Requirements--Facades

#### Principles:

The series of “storefront” facades of commercial buildings that face the primary street shall present a continuous, pedestrian-friendly and welcoming series of facades. Interruptions or gaps in this series of facades shall be minimized or avoided. The rear or alley side of commercial buildings may be more utilitarian, and consequently less open to the public, more restricted and more private.

#### Standards:

1. Building entrances shall be clearly visible from primary streets, as well as welcoming and accessible to pedestrians.
2. Lively engaging storefronts and street frontages enhance the pedestrian experience. The entry experience is vital to a successful storefront. Therefore, care and expense shall be taken to enhance the entry experience.
3. To establish hierarchy between building elements, articulate the major parts of the façade—base, mid-section and top. Articulate major building elements such as entrances (marquees for example), corners, parapet walls and other building features (such as bay windows or recessed openings). Finally, articulate details (for example, articulate a parapet wall with carved stone and variation in brick coursing).
4. Blank walls facing primary streets are not permitted. All facades visible from primary streets shall be modulated and articulated with bays, windows and openings, varying color and texture and architectural details that will engage pedestrians, particularly at street level or eye level.
5. In no instance shall parking be placed between the street façade of the building and the street.

### 4) Commercial Building Design Requirements--Materials

#### Principles:

For commercial buildings, materials shall enrich and enliven street frontages that directly impact the pedestrian experience.

#### Standards:

1. All walls visible from public streets shall contain the most architecturally significant materials and fenestration. Significant building materials include wood, brick, stone, glass block, and architectural-finished metal cladding. They may also include stucco, tile, terra cotta, cast stone, and other materials used judiciously as part of overall design composition. Materials are subject to case-by-case review by the Redevelopment Authority.

2. Use detailing of materials to articulate and enrich building facades (tile or terra cotta inlays incorporated within a brick façade, for example). The materials listed above should be detailed in accordance with architectural “best practices.”
3. Use of exterior insulation and finish systems (EIFS), as exterior cladding is not permitted at street level or along pedestrian corridors.
4. Windows shall be large (not divided into narrow, two or three-foot sections) transparent, and of storefront-type design.
5. A minimum of 60% of the street level façade of commercial buildings (for example, retail, restaurant, tavern, theater cultural center and museum uses) shall be transparent glass. Security measures such as steel grates shall be placed behind the glass and shall not be visible during business hours (hours that the establishment is open for business). Roll-up “garage door” panels that incorporate windows are acceptable for restaurants that have patio dining on the street. All storefront windows shall be completely clear and not tinted (no low-e or argon gas filled). Energy efficient windows are desirable as long as vision and transparency are not impaired, especially at street level.
6. Screen rooftop equipment in materials that are compatible with the structure.

#### 5) Commercial Site Design Requirements--Parking, circulation and access

##### Principles:

Commercial/entertainment districts are more intense and vibrant where entertainment, restaurant and retail uses are maximized and parking is minimized as a component of overall land use--provided there is sufficient parking within the district to serve the abovementioned uses.

##### Standards:

1. Develop only the minimum amount of parking needed to serve the cluster of uses within the commercial district, assuming multi-purpose trips, assuming use of on-street parking spaces within a three-block radius, and also assuming a reasonable use of transit where regular bus service is an option.
2. Provide direct pedestrian connections between parking areas, public sidewalks and building entrances, so that parking areas can be located to the side and rear of the commercial district, and so that the impact of parking on the pedestrian experience is minimized.
3. Create “shortcuts” and pedestrian connections from parking areas to surrounding uses, if possible using sheltered pathways with public services and amenities.
4. Encourage shared use of parking areas.
5. Design parking areas so that they can be used for multiple activities. For example, parking areas can also be used for farmers markets, community fairs and other outdoor events. Use special paving patterns as a design enhancement.

#### 6) Commercial Site Design Requirements--Landscaping and Site Improvements

##### Principles:

In commercial districts, a more active streetscape creates a more dynamic public realm. Urban landscaping provides identity, enhances and defines site and building elements, as well as provides relief and respite from the density of building and the intensity of uses in these districts. For example, hardscape design such as street furniture, sidewalk art, special paving patterns, planters, custom designed banners, landscape areas integrated with small plazas and pocket parks, enhance the identity of the district and the intensity of the pedestrian experience of it. Good design will often include the history, social and urban context of the district. Commercial streetscape elements such as planters and benches may be owned and/or cared for by their adjacent properties.

Standards:

1. All landscaping must meet the intent of Section 295-405 of the Zoning Code. The Authority on a case-by-case basis will consider exceptions that enhance the identity of the commercial district.
2. Minimize negative impacts of land uses on adjacent properties and uses with landscape screening and buffers.
3. Locate site elements to define street edges and corners. Locate site elements to extend the “street wall” of building facades where there are gaps in continuity.
4. Coordinate landscaping and site improvements with building features.
5. Encourage the use of landscape elements to establish a unique identity for the commercial district.
6. Encourage “ownership” of specific streetscape elements by their adjacent owners.
7. In parking areas, provide a minimum ratio of one tree for every ten parking spaces (1:10 ratio), distributed as evenly as possible throughout the parking area. Use existing natural features where they exist, e.g. view corridors, grade changes. Use the circulation flow of the parking lot to create landscape islands.
8. Use ornamental iron or architectural fencing and masonry piers or walls, in combination with clustered plant materials (trees, shrubs and ground cover) to improve the street edge of parking areas. Coordinate the materials of fences and walls with the architecture (design, color, material, style) of adjacent buildings.
9. Enclose and screen dumpsters and recycling units.
10. Screen loading docks and shipping/receiving areas from sidewalks and streets.

7) Commercial Site and Building Design Requirements--Signage

Principles:

Building signage shall fit the architecture of the building and the character of the district. Signage shall be an integral part of overall site and building design, compatible in architectural style with other aspects of the design. Signage for commercial districts shall be pedestrian-oriented.

Standards:

1. Preferred wall-mounted signage is as follows: internally illuminated individual letters (no raceways visible); neon figures and script; figurative elements, symbols or icons that represent a business, a business owner, or a product sold on premise; bracket signs; raised letters on signboards, window signs professionally done in painted, etched or stenciled glass; and mural-style painted wall advertisement (except where historic guidelines exclude a painted wall treatment). All wall-mounted signage shall be submitted to the Authority for review and approval prior to construction.
2. Projecting signs must be artistically designed as figurative elements, or a composition of graphic elements, to reflect a use, product, name, or activity of the establishment that the sign advertises or promotes. Projecting signs shall be submitted to the Authority for review and approval prior to construction.
3. Historic buildings shall have signage common to the building type and characteristic of the era in which they were built. Signage on historic buildings shall be referred to the Milwaukee Historic Preservation Commission for review and approval prior to construction.
4. Retractable canopies and awnings are desirable along street frontages, especially those that shelter storefront displays from sun and pedestrians from inclement weather. The slope of awnings must meet the city’s code, which calls for a slope of at least 30 degrees but no more than 45 degrees.
5. Internally illuminated box signs are not permitted, unless recessed and incorporated as part of the building façade.

6. Internally illuminated stretch-frame canopy signs are not permitted.
7. Banners require review and approval by the Authority.
8. Murals require review and approval by the Authority.
9. Automatic changeable message signs require review and approval by the Authority.
10. Billboards of any type require review and approval by the Authority.
11. Rooftop signs of any type require review and approval by the Authority.
12. Freestanding signs of any type require review and approval by the Authority.

8) Commercial Building and Site Design Requirements--Lighting

Principles:

Lighting must be carefully designed and located to create a safe and attractive district for shopping and nightlife. With the exception of the overheads required to light the roadway, lighting within the district shall be pedestrian-oriented and designed to create the unique "atmosphere" of a cultural district. Night lighting shall enhance the special character of the district and highlight key features of building façades.

Standards:

1. Except for street and pedestrian lighting that will be specified as part of a district streetscape plan, lighting for individual building facades will vary with the uses and activities of each building. Building owners shall be encouraged to use lighting as another way to enhance the unique character and "personality" of the district.
2. Except for required overhead fixtures for lighting of roadways, street lighting shall be pedestrian lighting, which shall be comfortable (not overly bright), multi-sourced (incorporating indirect as well as direct sourcing), placed at varying heights, and incandescent or warm spectrum wherever possible.
3. Lighting for the commercial district shall be designed to create an environment that encourages nighttime strolling, window-shopping and café-style outdoor dining.
4. Lighting for alleys and parking areas shall be strategically placed to ensure security for pedestrians and parkers, but prevent glare onto adjoining properties.

## **7(b) Site and Building Design Guidelines for Residential Development or Redevelopment (Infill)**

### **1) Residential Site Design Requirements--Building placement**

#### Principles:

The regular building pattern of houses, yards, gardens, walks, and street trees creates a visual and physical “street room.” The street facing or “street room” side of the residences on a block (or series of blocks within a subdivision) shall have a similar pattern of yards, gardens or courtyards that are pedestrian friendly and welcoming and create a unified appearance. (Unified does not mean uniform. Within that overall unified appearance is substantial room for variation in the actual layout and landscape design of yards, gardens, courtyards and walkways.) The rear or side yard of the residence (if not street facing) may be more private and closed off to public view/access and may also be individualized at the resident’s discretion.

#### Standards:

1. Locate buildings and “street room” elements such as porches and gardens, to define a more or less continuous green setback area or semi-public realm between building facades and the public right-of way. See Section 295-405 of the Zoning Code for actual setback or build-to requirements.
2. Use fences, walls, walkways and landscaping to define the public realm. See the section on “Landscaping and Site Elements” below for more about fences, walls, etc.
3. Locate corner and street edge elements such as porches, to round or turn the corner and define a continuous street edge.
4. Locate buildings to minimize or screen negative impacts on adjacent properties (e.g., excessive noise or unsightly views).
5. All newly created residential setbacks shall conform to the historic land use pattern of the neighborhood or district.
6. All residential buildings shall have the front façade and entrance visible from the street.
7. All front and side entrances shall be sheltered by a porch, stoop, canopy, or porte cochere where there is a side drive.

### **2) Residential Building Design Requirements--Massing**

#### Principles:

New infill buildings shall relate to the physical character and scale of adjacent buildings. Use building elements such as entries and porches, and site elements such as patios, walls, fences and hedges, to define and enhance the public realm.

#### Standards:

1. Employ massing as a means of articulating and expressing the character and activities within buildings.
2. Use massing to create dramatic elements, such as porches, bay windows, dormers, and recessed entryways.
3. Make the massing of building elements pedestrian-friendly. For example, bring porches and patios close to the street.
4. Where possible, emphasize street corners by building elements that face or wrap the corner.
5. Infill buildings shall incorporate the traditional or dominant massing and building elements of the neighborhoods in which they are constructed. For example, a new building on a street where the majority of residences have porches should follow the dominant pattern and have a porch of similar

design, similar proportions—height, width and depth, and similar detailing of materials. Where there is no traditional or dominant pattern, the historic pattern of building shall take precedence.

### 3) Residential Building Design Requirements--Facades

#### Principles:

Building facades give residents and visitors to the area a sense or “read” of the neighborhood—its market value, history, “personality,” and sense of pride and ownership. This “read” affects the way both residents and outsiders value and invest in it, which in turn affects homeownership (owner occupancy), growth in equity, and long-term stability of the neighborhood.

#### Standards:

1. All facades visible from public streets shall contain the most architecturally significant materials and fenestration. See section on materials below.
2. Repair and maintain building facades. Use well-maintained building facades to convey an impression of attentive and careful ownership.
3. Eliminate signs of disinvestment (for example, substitution of inferior building materials for original materials, patches or temporary fixes as building repair, board-ups) that convey a negative image to residents and visitors to the neighborhood.

### 4) Residential Building Design Requirements--Materials

#### Principles:

Enrich street frontages to enhance the pedestrian experience. Use building materials and window types that repeat the local vernacular or traditional pattern of building in the neighborhood (for ex. wood shingles, clapboard, brick, stone, or stucco).

#### Standards:

1. Use significant building materials in architectural design. Significant building materials for residential construction include wood shingles, clapboard, brick, stone, stucco, tile, and terra cotta. On occasion, other materials may be used as part of a prevalent architectural style, e.g., architectural-finished metal cladding is common in modern architecture. Materials are subject to case-by-case review by the Authority.
2. Windows shall be generous in size and number and shall fit the dominant architectural style(s) of the neighborhood.
3. For new construction and rehab, windows shall also be as energy efficient as possible.
4. Use detailing of materials to articulate and enrich building facades (for example, soldier courses within a brick facade).

### 5) Residential Site Design Requirements--Parking

#### Principles:

Make automobile-oriented spaces (garages, driveways) subordinate to pedestrian-oriented spaces (yards, gardens, play areas). Minimize conflicts between pedestrians and automobiles.

#### Standards:

1. Use alleys where available.
2. Place parking pads and garages to the side or rear of the principal building.

3. For larger residential structures, locate parking beneath the first story level or below grade in an enclosed garage.
4. Screen parking areas from neighboring properties with a fence (preferably vine-covered), wall or hedge.

6) Residential Site Design Requirements--Landscaping and Site Elements

Principles:

Well-landscaped and maintained properties support long-term stability in property values and ownership, and add significant market value to neighborhoods.

Standards:

1. All landscaping must meet the intent of Section 295-405 of the Zoning Code.
2. Locate site elements to define street edges, corners, alleys, walkways, and property lines (fence lines).
3. Coordinate landscaping and site improvements with building features. Use more formal walls, fences, planting beds and hedges to define the street-facing side of the residence. Materials shall be brick or stone in the case of walls, wood picket in the case of fences. Less formal fencing such as chain link, decorative block, or stockade shall be restricted to non-street facing rear or side yards. For height and placement restrictions, see Section 295-405 of the Zoning Code.
4. Minimize negative impacts from property use or development on adjacent properties and uses.
5. Limit all single-family and multi-family residential parcels to a maximum of three uncovered parking spaces on-site. (Bed and breakfast establishments must submit a parking plan to the Authority for review and approval prior to establishing on-site parking areas.)
6. Encourage residents to “adopt” and maintain portions of the public right-of-way adjacent to property they own or lease (such as the verge or “tree border area” between the street and the sidewalk).
7. For new subdivisions of ten lots or more, encourage the integration of a commons area accessible to (and visible from) surrounding residential properties, and managed by a homeowner association where one exists.
8. For multi-tenant residential properties, enclose and screen dumpsters and recycling units.

7) Residential Site Design Requirements—Signage for Bed and Breakfast Establishments or Multi-tenant Properties

Principles:

Signage in residential neighborhoods (except for street numbers) is permitted only when necessary for the normal purposes of operating a business allowed in those neighborhoods. In these instances, signage shall be understated, compatible with the architectural style of the residence, and pedestrian in scale and orientation.

Standards:

1. Residential signage shall conform to the requirements in Section 295-405 of the Zoning Code.
2. Signage shall fit the architectural style or period of the building and district where it is placed.

8) Residential Site Design Requirements--Lighting

Principles:

Lighting shall be an integral part of residential building and landscape design. Street lighting shall be pedestrian-oriented.

Standards:

1. Outdoor lighting installed by property owners for garages, parking areas, yards, patios, and decks, must not be overly bright and cause glare onto adjoining properties. Low-level landscape lighting is preferable to overhead spotlighting.
2. Lighting for commercial parking lots that border residential areas shall be placed to ensure security for pedestrians and parkers, but must not create glare onto neighboring properties. Baffles and cut-offs shall be used to prevent glare. Lamps shall be selected for warm spectrum and good color rendition.
3. Signage where it exists shall be illuminated by spotlights placed unobtrusively on the building façade (hidden behind fascia or other façade elements), or by ground-mounted landscape lights (used to highlight landscape features).
4. Residential street lighting shall be primarily pedestrian scale, multi-sourced (designed to incorporate light from houses as part of overall light levels), low wattage or low intensity (not overly bright), warm spectrum with good color rendition.