

PORT WASHINGTON

DOWNTOWN + LAKEFRONT PLAN

URBAN DESIGN GUIDELINES



URBAN DESIGN FRAMEWORK + GUIDELINES

PURPOSE OF THE DESIGN GUIDELINES

Urban design is a critical element of the Downtown and Lakefront Plan. What is truly desired is a vision and a plan to elevate downtown Port Washington into what it could be: a little gem on the shores of Lake Michigan. The “bones” are indeed there: over two miles of lakefront access, the 270-slip marina, the publicly accessible breakwater and lighthouse, and historic Franklin Street with its collection of shops and restaurants just steps away from the shorelines. But it is a downtown and lakefront in need of a vision to tie all these assets together into a unified whole that will benefit the community and the Great Lakes overall. Together with land use regulations, urban design decisions affect the perceived quality and character of the downtown. The design guidelines are specific to the “downtown area” as delineated on the map on the following page.








The guidelines are intended to:

1. Ensure that new development blends with the existing “traditional waterfront village” character that exists today.
2. Create meaningful and active public and private places with an interactive social environment.
3. Allow flexibility in the creation of specific building designs to accommodate economic conditions.
4. Guide new construction or remodeling of existing buildings.

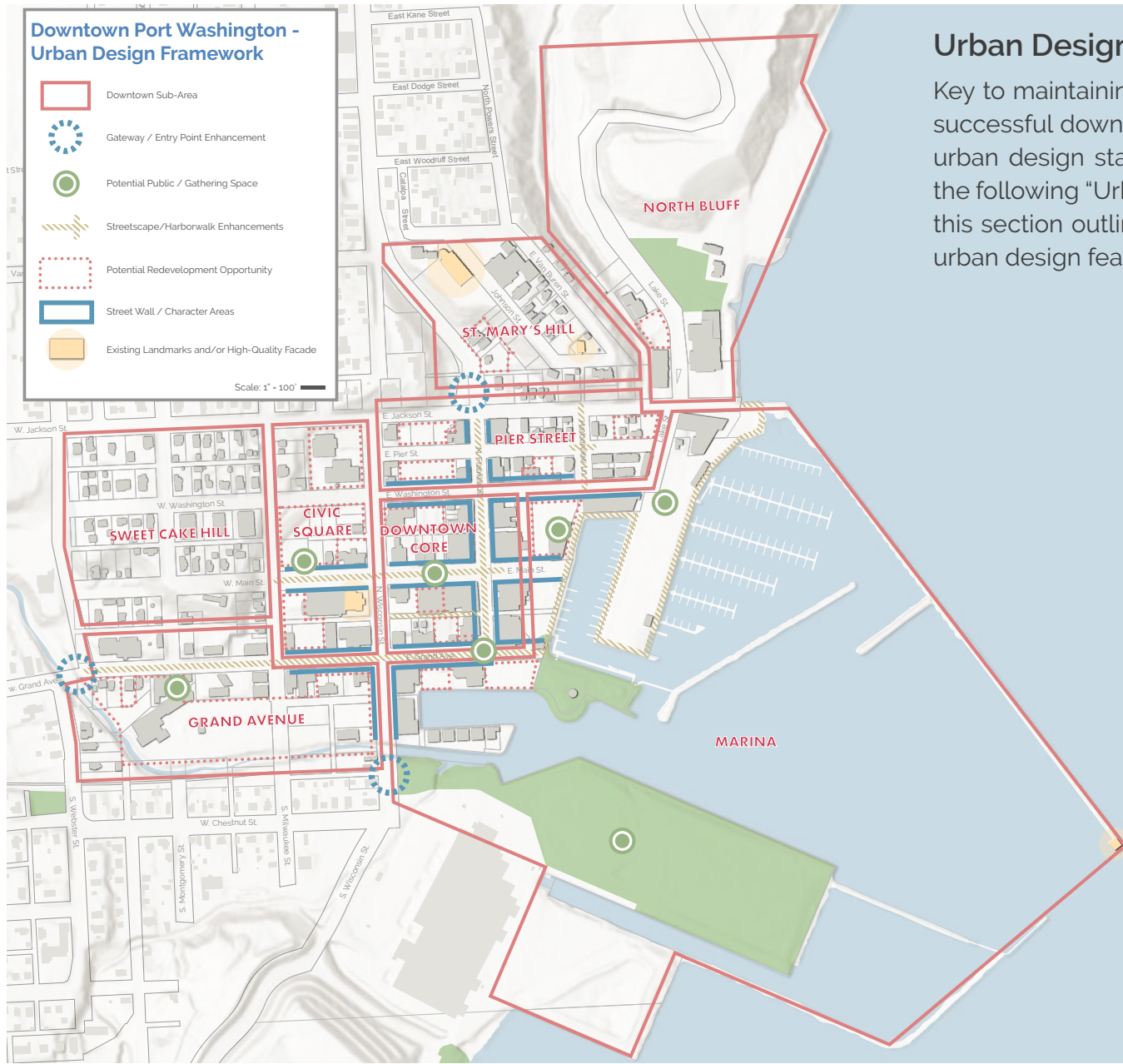
Opportunities related to urban design include the following:

- Expanded streetscape and public realm enhancements similar to that of Franklin Street
- One-of-a-kind public open space at Coal Dock Park
- Redevelopment opportunities that can serve as “best practice examples” for attractive urban design additions
- Tactical and permanent gathering spaces at a variety of scales throughout downtown
- Urban design review procedures

Downtown Port Washington - Urban Design Framework

-  Downtown Sub-Area
-  Gateway / Entry Point Enhancement
-  Potential Public / Gathering Space
-  Streetscape/Harborwalk Enhancements
-  Potential Redevelopment Opportunity
-  Street Wall / Character Areas
-  Existing Landmarks and/or High-Quality Facade

Scale: 1" = 100'



Urban Design Framework

Key to maintaining an attractive and financially successful downtown will be the adherence to urban design standards. The exhibit here and the following "Urban Design Framework" text in this section outlines key existing and potential urban design features of downtown.

Urban Design Sub-Areas

The framework includes the following elements:

1. **Downtown Subareas:** Downtown includes an understandable organization of different place-based sub-areas. Each sub-area has unique features and a preferred character. The following text includes the design intent for each subarea.
2. **Gateway/Entry Point Enhancement:** Gateway features should be established in the locations indicated below to announce the arrival into downtown, in conjunction with wayfinding signage and future public art strategies.
3. **Potential Public/Gathering Space:** Gathering spaces of varying scales are integral to the success of downtown. This includes plazas, greens, gardens, squares, malls, lawns, water features, or public art displays.
4. **Streetscape Enhancements:** Streets and harborwalk segments identified by the City for enhanced, pedestrian/bike-friendly design elements including decorative paving, trees, seating, landscaping, traffic calming, and additional amenities.
5. **Redevelopment Opportunity:** Highly visible downtown properties that are likely to see redevelopment at some point in the future and be a valued addition (not detractor) to the downtown urban design character.
6. **Street Wall/Character Areas:** Important corridors where buildings shall have minimal setbacks and include active ground level uses producing a vibrant street life.
7. **Existing Landmarks and/or High Quality Facade:** Landmarks or building facades that must be retained and contribute to the character of downtown.

MARINA DISTRICT

The waterfront defines the city. The built, natural, and social environment within this subarea must all embrace visibility and access to the lake. This requires changes for parking, trailers, marina operation, access, bridges, boat launch, open space, and water-based recreation. Development within this district must embrace the waterfront and retain/enhance access to the waterfront for all users. 1-3 story building heights are appropriate depending on location within the subarea.

CIVIC DISTRICT

The three blocks west of Wisconsin are home to existing County and City facilities. The vision for this sub-area is to continue to be a host to municipal facilities, but also to support new civic gathering spaces and a mix of other uses. 2-5 story building heights are appropriate depending on location and the architecture within the subarea.

DOWNTOWN CORE

E-W alleys and Main Street are envisioned to be pedestrian-friendly corridors that lead people to the waterfront. Infill commercial, mixed-use development or adaptive re-use of non-commercial structures is desirable. Temporary closure of streets, parking, and alleys for events, art, and public gathering is encouraged in this subarea. 2-4 story building heights are appropriate depending on location within this subarea.

PIER STREET

This area is envisioned as a predominantly residential core of the downtown with a mix of housing types. Commercial spaces should be focused along Franklin Street and Washington Street with an emphasis on active ground floor uses. 2-3 story building heights are appropriate depending on location within this subarea.

GRAND AVENUE

Grand Avenue is the primary arrival corridor to downtown. The corridor is envisioned to include streetscape enhancements that better connect businesses and pedestrians to Franklin Street and the waterfront. The properties south of Grand are envisioned as a mixed-residential neighborhood with a combination of residential, commercial, parking, and community spaces. Connection to Sauk Creek and the Interurban Trail is also envisioned. 2-5 story building heights are appropriate depending on the location within the subarea.

ST. MARY'S HILL

Historic landmarks of St. Mary church and 1860 Light Station shall retain visual prominence in this subarea. Enhanced streetscape and accessibility between downtown and upper bluff are desirable. 1-3 story building heights are appropriate depending on location within this subarea.

NORTH BLUFF

Increased access and visibility to the lake is desirable for this area. 1-3 story building heights are appropriate depending on location within this subarea.

SWEET CAKE HILL

The residential area of Washington Heights is elevated along a bluff line well above the downtown. With incredible views and easy walkable access to retail destinations and the waterfront, this neighborhood should continue to support a thriving, urban lifestyle.

Design Guidelines

Architectural Design - Building Types

Residential Housing Types

A variety of residential building types are not only possible for downtown, but a mix of densities and housing types should be pursued. Diverse residential densities will create visual interest and blend in with the existing downtown mixture of larger mixed-use buildings and smaller house structures. The following includes different residential housing types possible for downtown.

Downtown Detached Single-Family/Duplex

Urban, detached, single-family and duplex structures with attached or detached garages can blend well with existing downtown buildings. Minimal setbacks are common.



Rowhouse

Housing units that are joined by common sidewalls. Typically, rowhouses will be 2-3 stories in height, with each unit occupying all levels. Each unit has an individual entry. In-unit garages are typical along with individual front and back yard areas.



Multi-Family Walk-Up

Similar to the rowhouse, walk-ups have individual entrances for each unit. Walk-up units however are typically 1-level, meaning that half the building residents have ground level units, and half have an individual stair to their second level unit. Combination of in-unit garages and detached garages are typical along with shared outdoor space and a clubhouse.

Traditional Multi-Family Apartment

Buildings typically contain a double-loaded corridor with a shared, single entrance with elevators. Structured parking is typical along with shared outdoor space and indoor common amenities.

Mix-Use Multi-Family

Similar to traditional multi-family apartments, mixed-use multi-family will add ground level non-residential uses such as commercial or community spaces. Structured parking is typical along with shared outdoor space and indoor common amenities.



▲ Photo Credit: fca Magazine



Design Guidelines

Architectural Design - Building Types

Commercial + Mixed-Use Building Types

Freestanding Commercial

Freestanding commercial buildings in downtown Port will likely come in the form of 1-2 story structures. Commercial uses may include retail, office, service, and hospitality uses. The majority of sites suitable for infill development will be existing parking lots. Depending on the size and intensity of use, on-street parking and/or surface parking lots located behind or at the sides of buildings shall service commercial uses. Lot sizes vary depending on the building size.

Mixed-Use

Mixed-Use buildings are multi-story buildings that typically contain a combination of commercial and residential uses. Most often these buildings have commercial uses on the ground floor (either retail or office commercial) with residential uses above. Some buildings combine retail on the ground floor with office space on upper floors. Many creative mixed-use configurations are possible and encouraged. Residential and some office parking are accommodated in under-building parking structures. Surface parking lots located behind or at the sides of buildings shall service retail uses. Lot sizes vary depending on the building size.

Adaptive Reuse

Adaptive reuse refers to a specific type of redevelopment that makes use of an existing building structure for the purposes of a new use. Buildings appropriate for adaptive reuse may be historically-designated structures or simply a structure that has strong, beautiful architectural features. Uses within adaptive reuse buildings can come in many varieties including commercial, mixed-use, institutional, hospitality, or residential. And adaptive reuse approach to redevelopment is one way to ensure the character of downtown is upheld.



Civic + Community Building Types

Civic and community buildings are typically 1 to 4-story structures that are publicly-owned or generally serve a public, civic, or cultural purpose. Civic and community uses might include, but are not limited to: municipal offices, fire and police stations, libraries, schools, community centers, museums, religious institutions, recreational venues, and cultural institutions. Parking is accommodated in under-building parking structures and/or in surface parking lots located behind or at the sides of buildings. Lot sizes vary depending on the building size.

Mixed-Use Library

With the current Port library at the end of its life cycle, a new library is a strong community use that should be located downtown. A common development approach is to combine the library use with another public or private use. This could include newly relocated City Hall or residential/commercial uses. Structured parking is typical along with shared outdoor space and indoor common amenities.

Municipal Buildings

Possible relocation of existing County and municipal buildings is possible in the downtown.

Cultural Center/Educational

Coal Dock Park is envisioned to host a signature community building that allows for year-round community activities. The structure is envisioned to become Port Washington's public image that distinguishes the City in a variety of competitive markets. The publicly-oriented uses within this building could include museum, educational/research, winter garden, event venue, or other cultural-focused uses.



Residential Urban Design Guidelines

(Additional guidelines are included in subsequent sections of this document)

1. Ground floors may be raised above street level to increase the sense of privacy for residential units, but still allow for the perception of an active street facade.
2. Residential buildings should include a form of private outdoor space (balcony, private patio/yard, etc.).
3. Garages should not form the prominent feature of residential structures (e.g. a side entry or detached garage in the rear). Garage door design shall incorporate similar materials and colors as the primary building.
4. Each building (or independent use such as a store or townhouse) shall have at least one pedestrian entrance facing a public street/easement, publicly accessible courtyard or plaza or other community space. That entrance should be easily identified and emphasized through the use of architectural details and/or other treatments such as awnings, canopies or porches.
5. Rooflines should be varied for visual interest - sloping roofs and gable elements are most appropriate for multi-family residential structures.
6. Ground level residential should be discouraged along "street wall/character areas" identified in the Urban Design Framework.
7. Rooftop mechanicals, elevator hoistways, and stairwell houses should be screened from view.



Commercial + Mixed-Use Urban Design Guidelines

(Additional guidelines are included in subsequent sections of this document)

1. Commercial retail should be located along street wall/character areas identified in the Urban Design Framework. Commercial service uses should be encouraged to occupy upper tenant spaces vs. ground-level.
2. The overall mass and composition of buildings should be broken down with individual "storefront" divisions and/or changes in exterior materials, to remain compatible in scale with older structures in the downtown.
3. Freestanding structures shall be designed as four-sided architecture with finish grade materials used consistently on all facades.
4. A front entry must link to the pedestrian circulation system and be integrated into the architecture of the building. Landscape design should harmonize with the streetscape and pedestrian system.
5. Mixed-use buildings with upper-story residential or commercial uses are encouraged to have separate entries with prominent visual access to the public street.
6. Commercial facades along the street front should include generous amounts of windows (with transparent glass); residential facades may have less glazing, but should use a repetitive rhythm that creates a continuous visual pattern on the street.
7. Two and three story buildings should be allowed; taller structures outside of the Marina and Pier Street subareas may be appropriate if they will provide views of Lake Michigan and adhere to other guidelines; one story building should be allowed only if the building footprint is less than 10,000 sf.
8. Drive-throughs are discouraged within downtown as they are traditionally an auto-oriented use. However, if deemed necessary by the Plan Commission, drive-throughs should be located at the rear or side of buildings and should not be placed between a public street/easement and the main building structure. Every effort should be made to coordinate and integrate drive-through facilities into the overall architectural treatment of the main building. Creative design solutions such as remote kiosks are encouraged to minimize the impact of the drive-through facility on the overall site design.



▲ Photo source: ApartmentGuide.com



▲ Photo source: ApartmentGuide.com



▲ Photo source: Congress for New Urbanism

Civic + Community Urban Design Guidelines

(Additional guidelines are included in subsequent sections of this document)

1. Create a strong visual image with the major facade of the building facing the primary public space.
2. Locate civic buildings along parks, squares, or neighborhood main streets.
3. Create a distinctive architecture with features that correspond to the architecture of the surrounding neighborhood (this can be done with materials, color, texture, and/or composition).
4. Make the building taller than surrounding buildings (unless in conflict with existing historic landmark buildings).
5. Create features on the building which serve as landmarks from a distance (such as a tower, entrance, balcony, monumental entry, roof form).
6. The edges of the building should follow and reinforce the geometries of the surrounding public places — buildings should not be setback further than adjacent buildings unless the setback is being used to create a public place such as a gateway, plaza, or promenade.
7. The exterior landscape, paving, and site features should be responsive to, and in keeping with the corresponding elements in adjacent public spaces.
8. Encourage ground level windows and opening that allow people to see activities inside the building (day and night) as well as allowing persons inside to view exterior activities.
9. Provide space within the building for public activities and public use such as meeting rooms for neighborhood groups, classrooms or exhibit areas.
10. Provide space, where appropriate for inclusion of related mixed use activities that can enliven surrounding public places (such as small spaces for retail activities that serve the occupants of the building as well as the surrounding neighborhood).



▲ Photo source: Naturally Wood



▲ Photo source: KKT Architects

Architectural Design

Building Facades

Overall Composition

The overall building design is critical to the character of downtown. If the diversity of styles is too great or too limited, downtown may lose its charm, ambiance, and even become unattractive. These guidelines are intended to create a general harmony among buildings, but not to create an overly restrictive set of stylistic or aesthetic standards.

1. Buildings should have a visually distinguishable base, middle and top.
2. Green roofs and/or occupiable roofs are encouraged due to the high visibility of rooftops from nearby properties.
3. Buildings should demonstrate a rhythm in the façade – typically organized according to the structural frame of the building.
4. Building windows and entries should generally be designed with vertical proportions and should avoid continuous horizontal elements such as ribbon windows and continuous awnings overhangs. Curtain wall facades are prohibited in order to maintain the character of downtown.
5. Windows and entries should be designed with elements that increase the sense of depth in the façade.
6. Facades should have expressive elements that add interest, but are not repeated such as unique awnings, canopies, parapets, balconies, terraces, light fixtures, banners, etc.
7. Special attention should be paid to overall building height and massing in relation to adjoining buildings in order to maintain a scale and character compatible within downtown subareas.
8. Buildings built on abutting lots should have moderate visual diversity in terms of materials and façade compositions in order to create a significant, visual distinction in materials, style, and aesthetic character. The massing, however, should be harmonious with adjacent buildings.

Occupiable green roof



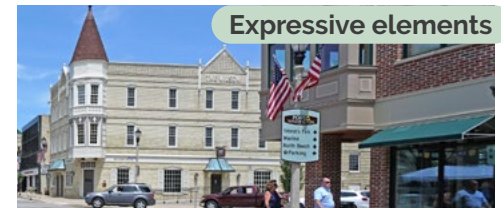
▲ Photo source: Greater London Authority

Facade rhythm and vertical proportioned windows



▲ Photo source: National Park Service

Expressive elements



Architectural Design

Building Facades

1 Zone 1 Façade Base

The base anchors the building to the ground and is the interface between the building and people. The base of the building includes any exposed basement, all of which should avoid spandrel glass and other non-transparent windows.

2 Zone 2 Façade Middle

The middle of a building abstractly communicates the building's function or use. The transition between the middle and the base or the middle and the top of a building is often articulated by the use of contrasting materials, or ornamental elements.

3 Zone 3 Façade Top

The top terminates the building against the sky and provides opportunity to create an interesting silhouette and, in conjunction with surrounding buildings, an interesting skyline.

4 Zone 4 Façade Base Encroachments

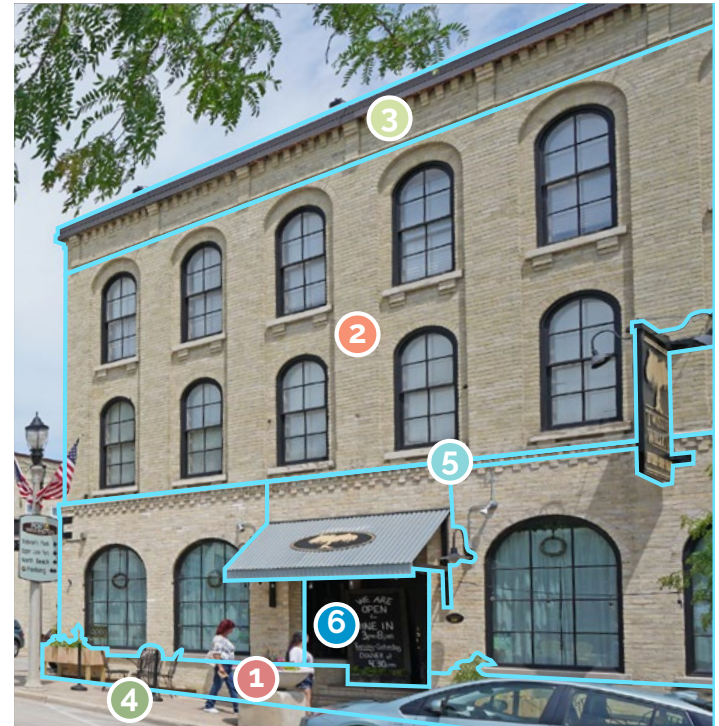
Base encroachments include any element at the base of a building that extend beyond the property line. Elements in this zone may include architectural features, signage, awnings, lighting, and other adornments.

5 Zone 5 Façade Middle & Top Encroachments

Middle encroachments include any element about the base of the building that extend beyond the property line. Elements in this zone may include architectural features, bay windows, signage, balconies, awnings, and other embellishments.

6 Zone 6 Interior Activities

Interior activities include uses that occur on the private side of a building's façade on the ground floor. This zone is important to ensure a certain amount of activity on the ground floor to enliven the street.



Architectural Design

Facade Base + Street Level Activation

The ground floor of a building will become a critical determinant of the level of activity and the public perception of downtown. It is essential to integrate the design and functionality of the ground floor of the buildings with the concept of activating street uses and activities.

1. The street level of the building should have visually diverse and expressive features such as hoods, canopies, and awnings (including marquees), projecting signs, sidewalk signs, planters, sculpture and artwork, seating walls, bay windows, railings, and other decorative elements.
2. Active interior spaces should be visible to pedestrians passing by the front of the buildings.
3. Outdoor gathering spaces, such as cafés, seating areas, plazas, porches, decks, should be included at the ground level and should be designed with a geometry that is visually integrated with the setback areas, sidewalks, and pedestrian zone along the street.
4. The façade at street level should be visually articulated by establishing an architectural character distinct from, but integrated with, the upper facade zones.
5. Pedestrian entries should be provided, or should be visually prominent, along each of the publicly accessible facade of the building; entries should be easily identified and emphasized through the use of architectural details or special materials; there should be prominent entries for tenant or user groups; multiple street entries should be used on buildings with over 100 feet of frontage.
6. Along areas where there are no entries or windows, facades should incorporate details such as niches, pedestrian oriented signage, lighting, seating areas, or garden elements.
7. A building's mechanical equipment should be concealed from street view by parapets or screened in a way that is visually consistent with the building's design aesthetic.
8. Where exterior masonry is used, brick should be used rather than stone/ledge stone.

Architectural Design

Building Materials

1. Require building materials of enduring quality, such as brick, stone, wood, fiber cement, heavy vinyl, and stucco. Using a mix of materials is recommended to create visual diversity on the building façade. The use of “Green Built”, “Energy Star”, and “LEED” rated building materials and techniques is strongly encouraged.
2. Enrich the pedestrian realm through building materials (especially at the street level) of high quality. These materials could include items such as brick, stone, decorative concrete masonry units, metal panel systems, or other creatively-used, high quality and durable building materials. Materials such as corrugated metal, EIFS (Exterior Insulation and Finish System), vinyl or aluminum siding, should not be used on the building street level. Decorative finished block systems can be used along the base of the buildings, and as an accent, but are not recommended as the dominant building material on the entire building. Utility grade materials should only be used on façades of the building not visible from publicly accessible areas.
3. Freestanding commercial structures shall be designed as four-sided architecture with finish grade materials used consistently on all façades. Recommended primary materials include brick, stone, and glass. Other materials such as precast concrete, decorative concrete block, or decorative façade panels may be appropriate if properly detailed and integrated with the architecture. Metal and finished wood may be used as accents, but should not be the primary material for any façade.

Masonry and finished wood



▲ Photo source: BrickImaging.com

Fiber cement



▲ Photo source: James Hardie Building Products Inc.

▲ Photo source: Sterling Exteriors

Masonry with metal + wood details



▲ Photo source: Varone Market Venue

▲ Photo source: dassoXTR

Site/Infrastructure Design

Building Placement/Street Edges

Building placement significantly impacts the character of the space. Buildings close to the sidewalk encourage more pedestrian activity and interaction. Buildings set back too far from the street contribute to a lack of continuity among buildings and create a more sprawl-like appearance.

1. Buildings shall be placed close to the sidewalk and parallel to the street or other public place where streets are not as accessible.
2. Setbacks from the sidewalk shall be designed to include active pedestrian and seating areas, including landscape components.
3. Street wall/character areas identified in the Urban Design Framework shall enforce a build-to-zone which creates a strong visual continuity from one building to the next; typically, this build-to-zone should be approximately 10' to 25' from the curb.
4. Where there are gaps in the build-to-zone or street frontage, alternative features shall be used that create a strong continuous visual pattern or "street wall" such as ornamental fences combined with tree rows or hedges.

Setbacks with active pedestrian areas



Continuous street walls on Franklin Street



Site/Infrastructure Design

Streetscape and Gathering Spaces

The character of the streetscape and gathering spaces or public realm is essential to the success of downtown. The public realm should provide a visual continuity that establishes an integrated appearance to the area; therefore, it is perceived by all users as a unified development, rather than fragmented districts or a collection of individual buildings. Streetscape is expected to include trees, hedges, ornamental plantings, pedestrian and vehicular lighting, decorative paving, seating, opportunities for sidewalk gathering places and restaurant seating, and other related features.

1. The landscape shall enhance the building's alignments and entries, define any public place(s), and screen unattractive features.
2. Enhanced pavement materials should be used at key locations such as crosswalks, sitting areas, and entries; these materials include but are not limited to pavers and/or textured concrete.
3. Any parking areas adjacent to "street wall/character areas" as identified in the Urban Design Framework shall include substantial decorative fencing/garden walls and ornamental/shade trees.
4. The landscape and streetscape should match the geometric pattern of and composition of surrounding buildings and street edges rather than create a separated or fragmented pattern.
5. Street lighting should generally be pedestrian in scale (12'-15' in height). A single style and design character should be used for both pedestrian and vehicular street lights in order to create a more uniform rhythmic character along the street edge.

Landscaped public space along Franklin Street



Enhanced paving and street furniture along Main Street

Site/Infrastructure Design

Parking and Loading/Service

Without adequate parking, new development runs the risk of failure. This, in turn, could lead to the failure of the overall social and aesthetic goals of downtown. At the same time, too much surface parking can result in a fragmented built environment. All parking areas should be designed to be safe and visually pleasing public experiences rather than unwanted and undesirable places.

1. Surface parking shall be located under, behind, and/or on the side of buildings and not at the intersection of two streets, between a street and a public place, or between the building and street.
2. Parking layouts should be comprised of simple geometric patterns that allow for safe movement of vehicles and pedestrians and maximize the efficiency of pavement used for parking.
3. Wherever possible, on-street parking should be provided to maximize the efficiency of the street and to increase the pedestrian-friendly character of sidewalks.
4. Surface parking should be designed as an integrated vehicular/pedestrian space providing aesthetic features similar to courtyards, plazas, or garden areas.
5. Along street edges, surface parking should be bordered by substantial decorative fencing/garden walls and ornamental/shade trees. Surface parking shall never directly abut a sidewalk.
6. Service and loading areas should be designed as attractive features and designed using the same materials and detailing as the building façade. Such areas should be screened only when visually appealing construction is not possible.
7. Parking structures should be open in design, partially below grade if feasible to minimize overall height, and treated on the exterior with high quality materials and/or vegetation to harmonize with surroundings. Integrated parking structures (parking with ground-level active uses) are encouraged.

Rear loaded and sub-grade parking with landscaping



▲ Photo source: Apartment Guide

Parking screening and landscape buffer



▲ Photo source: City of Milwaukee

Urban Design Checklist

Buildings in downtown Port Washington should reflect the context of the surrounding area and adhere to the principles of the Urban Design Guidelines and Urban Design Framework. The checklist below may be used to assist in designing new construction or adaptive reuse of buildings in the downtown. While not every box needs to be checked to determine what constitutes a good design, each box represents the intent of the Downtown + Lakefront Plan to steer development towards the desired character of downtown.

Building Composition

- Distinguished base, middle, and top
 - Incorporates green roof and/or occupiable roof
 - Demonstrates facade rhythm
 - Designed with vertically proportioned windows
 - Windows and entries increase a sense of depth in the facade
 - Facade includes expressive elements (canopy, balcony, terrace, light fixtures, banners, etc.)
 - Height is compatible with adjacent buildings
 - Height is compatible with buildings in sub-area
 - Design is visually distinct from - but still harmonious with - abutting buildings
- The street level facade is visually articulated from the middle with a distinct architectural character
 - Includes visually prominent pedestrian entries along each publicly accessible facade
 - Multiple street entries are used on buildings with over 100 feet of frontage (if applicable)
 - Facade areas with no entries or windows incorporate details (niches, pedestrian oriented signage, lighting, seating areas, garden elements, etc.)
 - Mechanical equipment is concealed from the street view by parapets or screened in an architecturally consistent way
 - Exterior masonry utilizes bricks rather than stone/ledge stone (if applicable)
- Does not use low quality materials at street level (EIFS, vinyl, corrugated metal, aluminum siding)
 - Decorative finished block systems do not constitute the dominant material on the entire building
 - Utility grade materials are limited to the facades of the building not visible from publicly accessible areas
 - Freestanding commercial structures are designed on all four sides with finish grade materials (brick, stone, glass, etc.) and integrate other materials (precast concrete, decorative concrete block, decorative facade panels, etc.) with proper detail and harmony with the building's architecture (if applicable)
 - Metal and finished wood are limited to accent materials and are not the primary facade material (if applicable)

Facade Base + Street Level Activation

- Street level includes expressive features (hoods, canopies, awnings, projecting signs, artwork, seating, railing, etc.)
- Active interior spaces are visible to pedestrians from the street
- Outdoor gathering spaces are included in the design within the setback and/or pedestrian zone

Building Materials

- All materials are highly durable (brick, stone, finished wood, fiber cement, heavy vinyl, stucco, etc.)
- Utilizes a mix of materials, creating visual diversity on the facade
- Uses Green Built, Energy Star, LEED, or similarly related materials and techniques
- Materials enrich the pedestrian realm (brick, stone, decorative concrete masonry units, metal panel systems, etc.)

Notes and Additional Information:

Urban Design Checklist

Signs

- Constructed of high-quality, attractive, and durable materials (stone, brick, concrete, decorative metal, hardwood, etc.)
- Integrated with the design of the building
- Serve as an attractive object in the streetscape
- Reflect and enhance the nature and appeal of the retail and commercial experience

Building Placement/Street Edges

- Placed close to the sidewalk and parallel to the street or other public place where streets are not as accessible.
- Setbacks include active seating areas with landscaping
- Facade is within the build-to-zone (10-25' from the curb)
- Where facade is not within the build-to-zone, higher ornamental features combined with tree rows or hedges are used to create a strong continuous pattern in the street wall

Streetscape and Gathering Spaces

- Landscaping enhances building alignments and entries and defines public places
- Landscaping screens unattractive features
- Enhanced paving materials (pavers, textured concrete, etc.) are used at key locations (crosswalks, sitting areas, entries, etc.)
- Parking areas adjacent to "street wall/character areas" as identified in the Urban Design Framework include substantial decorative fencing and garden walls and ornamental/shade trees (if applicable)
- Landscaping matches the geometric pattern and composition of surrounding buildings and street edges, avoiding a separated or fragmented pattern
- Street lighting is pedestrian scale (12-15' in height) (if applicable)
- Street lighting at the pedestrian scale matches vehicular street lights (if applicable)

Parking and Loading/Service

- Off-street parking is located under, behind, and/or on the side of buildings (if applicable)
- No parking is located at the intersection of two streets, between a street and a public place, or between the building and street.
- Parking layouts are a simple geometric pattern (if applicable)
- On-street parking is provided wherever possible
- Surface parking is designed as an integrated vehicular/pedestrian space with courtyards, plazas, or garden areas (if applicable)

- Surface parking along street edges is bordered by substantial decorative fencing/garden walls and ornamental/shade trees (if applicable)
- Surface parking never directly abuts a sidewalk
- Service and loading areas are architecturally integrated using the same materials as the principal building facade
- Service and loading areas consisting of less attractive features are screened from publicly accessible areas (if applicable)
- Parking structures are open in design (if applicable)
- Parking structures are partially below grade to reduce overall height (if applicable)
- Parking structures are treated on the exterior with high quality materials and/or vegetation to harmonize with surroundings (if applicable)
- Parking structures are integrated with ground-level active uses (if applicable)

Notes and Additional Information:
