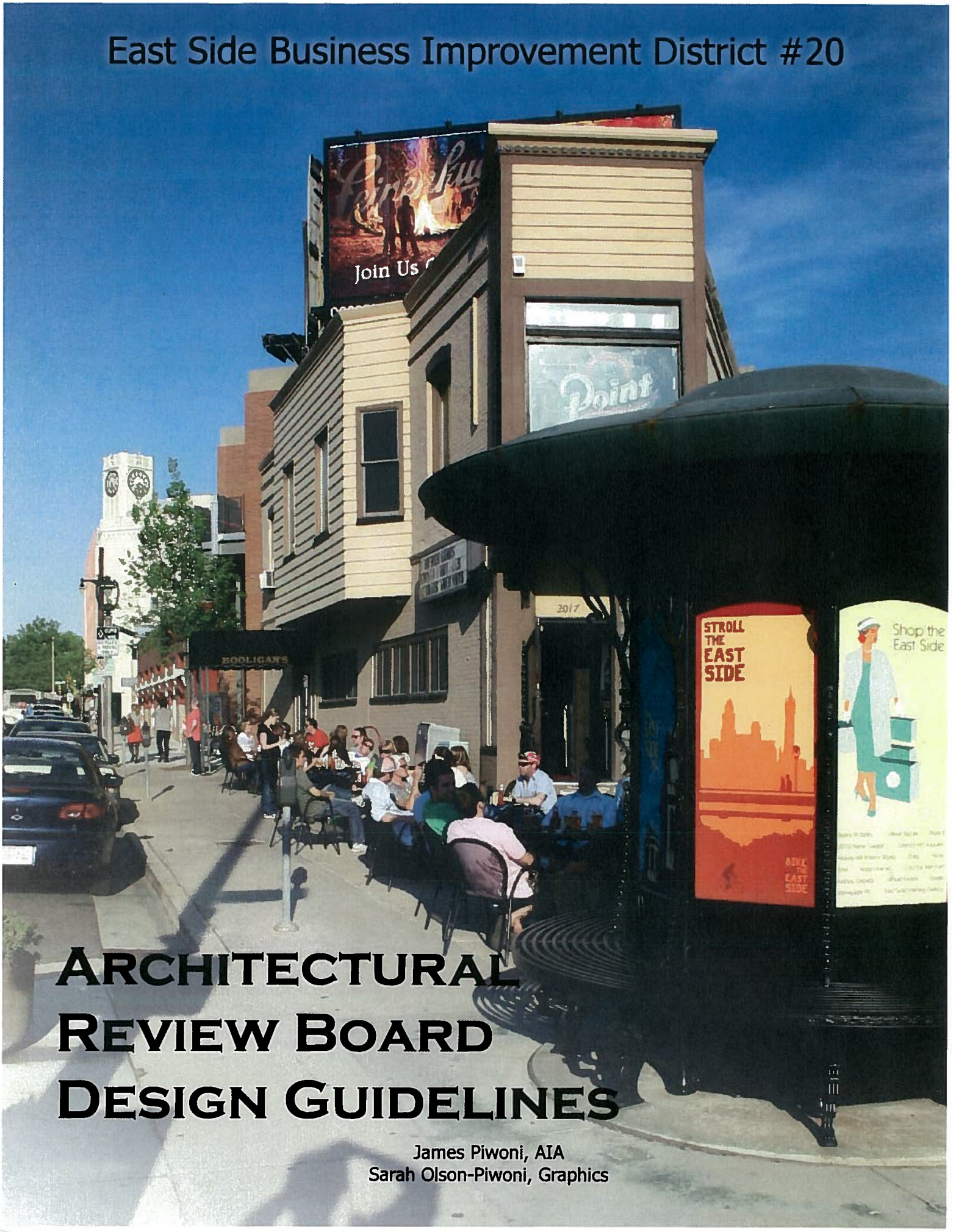
East Side Business Improvement District #20



Architectural Review Board Design Guidelines

James Piwoni, AIA
Sarah Olson-Piwoni, Graphics

ACKNOWLEDGEMENTS

CITY OF MILWAUKEE Mayor Tom Barrett

Common Council

President Willie L. Hines, Jr.
Ald. Nik Kovac
Ald. Robert Bauman
Ald. Michael Murphy
Ald. Tony Zielinski
Ald. Ashanti Hamilton
Ald. Milele A. Coggs
Ald. Willie C. Wade
Ald. James N. Witkowiak
Ald. James A. Bohl, Jr.
Ald. Terry Witkowski
Ald. Robert W. Puente
Ald. Joe Davis, Sr.
Ald. Joseph A. Dudzik
Ald. Robert G. Donovan

City Plan Commission

Patricia T. Najera, Chair
Gaurie Rodman, Vice Chair
Stephanie Bloomingdale
Ivan Gamboa
Whitney Gould
Larri Sue Jacquart
J. Allen Stokes

Department of City Development

Rocky Marcoux, Commissioner
Martha Brown
Vanessa Koster
Janet Grau
Rhonda Manuel
Greg Patin

Consultant Team

James Piwoni, AIA, author & photos
Sarah Olson - Piwoni, graphics
Sarah Lynn Christensen, Paris photos

Business Improvement District #20
BOARD OF DIRECTORS

Peg Silvestrini
Paul Miller
Jeff Sherman
Dan Gumm
Mike Honkamp
Nancy Vogel
Geralyn Flick
John Sidoff – ex officio
Robert Domrois – ex officio
Jim Plaisted, Executive Director

Neighborhood Group Outreach

Greenwich Neighborhood Association
Water Tower Landmark Trust
Murray Hill Neighborhood Association
East Bank Neighborhood Association

Stakeholder/Steering Committee participants

Robert Monnat
Sharon Bell
Tim Gokhman
David Charney
George Salvat
Carole Wehner
Lora Keller
Blair Williams
Nancy Crivello
Peter Gaar
Morris Katz
Paul Westrick
Bob John
Bob Zellmer
Brett Grasse
Mike Lee
Scott Kindness
Mike Mairele

Form Based Code References:

The influential work in urbanism of Allan Jacobs in his book Great Streets and of Moule & Polyzoides for the Santa Anna Renaissance Specific Plan provided much of the conceptual basis and organizational structure in preparation of this document.

AUTHORITY & DESIGN REVIEW PROCESS

Legislative Standing: These Design Guidelines were prepared at the request of Business Improvement District #20, (BID 20), for adoption by the Common Council of the City of Milwaukee in accordance with Section 200-61 of the Milwaukee Code of Ordinances ("MCO"), and in connection with the establishment of an Architectural Review Board ("ARB") for the District as described herein. These Guidelines further define urban and architectural design quality objectives and supporting criteria that maximize real estate investment and enhance the District as a destination within the metro area. They were approved by the Milwaukee Common Council on xx/xx/xxxx pursuant to File No. _____. These Guidelines are supplemental and subordinate to the City's Zoning Code. In the event of conflict between these Guidelines and provisions of the City Zoning Code, the provisions of the Zoning Code should control.

These Guidelines are intended to provide information and suggested alternatives for construction and applicable building modifications in the District to provide meaningful guidance to the ARB in its review and decision-making process. These Guidelines do not relieve applicants from compliance with all State and local building codes or other regulations.

In addition to new construction, all exterior rehabilitation, reconstruction, or material exterior modifications to existing buildings within the District boundaries requiring a building permit will be subject to review by the BID 20 Architectural Review Board. Buildings that are exclusively 1-3 family dwellings are exempted unless the proposed modifications would result in conversion of the property from 1-3 family dwelling to multifamily (4 or more dwelling units) or commercial business activity, and would include exterior modifications subject to ARB review.

Architectural Review Board, (ARB): The seven member Architectural Review Board consists of members appointed pursuant to MCO § 200-61-3. The ARB uses these Design Guidelines to guide its decision-making process when reviewing applications pursuant to MCO § 200-61. Once reviewed and approved the ARB will issue a Certificate of Appropriateness, (COA), for the project to the Owner. The COA is one requirement for the project to receive a Building Permit issued by the City. The ARB has established regularly scheduled meetings. Contact BID 20 for more information on scheduled meetings and application submittal requirements. Applicants should anticipate the possibility that more than one meeting may be necessary to gain ARB approval. Submitting applications early in the design process for conceptual design approval will help to ensure that the project is on track to advance smoothly regardless of size of project, (a new building, a facade remodeling or a sign, etc.).

TABLE OF CONTENTS

HOW TO USE THESE GUIDELINES 2
INTRODUCTION 3

URBAN PRINCIPLES & GUIDELINES 4
THE STREET AS A ROOM 5
VISUAL INTEREST 6
A LIVING STREET 7
NOTICEABLE RELATIONSHIP 8
MANY BUILDINGS & SHOPS 9
URBAN SUSTAINABILITY 10

BUILDING TYPE GUIDELINES 11
COMMERCIAL BLOCK 13
MIXED USE 15
LINER BUILDING 17
STACKED DWELLINGS 19
COURTYARD HOUSING 21
ROWHOUSES 23
RAISED ROWHOUSES 25

ARCHITECTURAL GUIDELINES 27
MASSING 29
WALL OPENINGS 31
DRESSING THE BUILDING 33
MEETING THE GROUND 35
ROOF & SKY SILHOUETTE 37
PROJECTED ELEMENTS 39
SITEWORK AND VEGETATION 41

FRONTAGE TYPE GUIDELINES 43
ARCADE 45
STOREFRONT 46
FORECOURT 47
TERRACE 48
STOOP/PORCH 49
AUTO/PARKING 50

STREET EDGE GUIDELINES 51
ENTRANCE ELEMENTS 53
WINDOWS 55
ARCHITECTURAL DETAIL 57
SIGNS 59
VISUAL ACCESS/DISPLAY 61
COLOR 62
PUBLIC ART/AMENITIES 63
LIGHTING 65
MAINTENANCE 66

HOW TO USE THESE DESIGN GUIDELINES

General: The Design Guidelines in this document are organized in five sections from comprehensive urban environment objectives to desirable outcomes concerning architectural and landscape details. Development proposals for new buildings will need to work through portions of each section to gain a full understanding of what's envisioned for an appropriate fit into this urban neighborhood context as the building design proceeds through the approval process. For smaller projects involving changes to facades, transition spaces or design elements to be seen from the public rights of way, attention and response to specific guidelines within chapter three or five may be all that is relevant. Review the sections below and then the Table of Contents to start your approval process.

Format: Each Section combines a number of key guidelines, categories and/or building elements. A principal is stated to describe the issue, followed by an illustration or photo to demonstrate the principal. Guidelines follow that establish criteria to be addressed by proposed design solutions. These are often followed by more specific quantitative guidelines often diagrammed and/or alternative design strategies again supported by photo examples demonstrating an applied strategy.

Section I: Urban Design Guidelines
This section describes the characteristics of high quality urban streets. Each new building development initiative is expected to contribute to this overarching urban intention by appropriate design response to each of the urban design guidelines in this section.

Section II: Building Type Guidelines
Seven successful urban neighborhood building types are defined in Section II. Based on the street where the land parcel is located developers and their architect should select from the table on page 11 which building type is suited to their development program. Once selected the guidelines listed under that Building Type will apply. Within the selected Building Type specific guidelines are defined and cross references to other applicable guidelines in other Sections are also provided.

Section III: Architectural Guidelines
This section supplements the quantitative guidelines of Section II. In this section, building attributes are illustrated with photographs that characterize appropriate design strategies noted in the text. In many cases this section suggests several suitable alternative design approaches. Photos are not intended to be prescriptive solutions, but to provide successful examples of visually interesting projects. Designers are asked to prepare their design so a specific response to each design topic in Section III is addressed by their project proposal. Please note this section could be the point of entry to the process for a remodeling project intended to address an existing facade, though Section I will also apply.

Section IV: Frontage Type Guidelines
The selected building type will be cross referenced to suitable frontage type options as indicated by the table on page 43. The developer and the architect will choose the frontage type(s) appropriate to the building type and proceed to prepare the design in accord with the guidelines and illustrations defining the frontage type(s). Again, cross references to applicable guidelines in other Sections are also provided. This section may be the starting point for a renovation project involving only a ground floor street facade.

Section V: Street Edge Guidelines
Street Edge Guidelines provide qualitative criteria to supplement the quantitative guidelines of Frontages Types. Individual building component alternatives are discussed with supporting photo examples intended to help illustrate the intent. Small projects, a new sign for instance, might only require an appropriate response to the signage guidelines of this section and its corresponding quantitative guidelines under its Frontage Type in Section IV.

INTRODUCTION

Since 1985, the East North Avenue Association, (merchants group), has worked to promote commercial activities along the East North Avenue commercial corridor in the area generally bounded by the Milwaukee River on the west, Greenwich Avenue on the north, N. Prospect Avenue on the east and the Oak Leaf Bike Trail on the lower East Side of Milwaukee. Recognizing the significant competition from surrounding shopping centers and other City shopping / entertainment destinations, this organization of savvy building owners, businesses and institutions took a major step forward in 1998 by forming Business Improvement District #20, (BID #20). The BID structure provides the fiscal support to increase the organization's presence and impact on the lower East Side. This has allowed the organization to hire professional staff, launch District promotions, retain and recruit new businesses and, with the help of City financing, to create streetscape improvements including unique and attractive street furnishings, plantings, graphics, and public art. This has helped to cultivate the District's image and atmosphere as distinctly Milwaukee's Great East Side.

The BID's efforts have paid off by raising the profile of the area. This has helped to attract major reinvestment during the recent real estate development cycle. A number of these projects have raised the bar for design quality in the neighborhood. Encouraged by these successes but with much more now at stake, BID #20 has begun to look for additional tools to pursue their mission: to strengthen the District as a shopping / entertainment experience and to maintain the current economic growth and development momentum.

As a follow up to the City's Northeast Side Comprehensive Area Plan process that identified a high number of properties in BID#20 as susceptible to change or as likely candidates for reinvestment or redevelopment, BID #20 Board members began to consider Design Guidelines as a way to set quality expectations for physical change in the BID and a Design Review Board as a means to manage growth and reinvestment. In the fall of 2008, the BID contacted James Piwoni, AIA, author of the Third Ward Neighborhood Design Guidelines and member of the Architectural Review Board for the Third Ward. In May of 2009, Mr. Piwoni was engaged to lead a process and draft a document to be submitted for review and adoption by BID #20 and the City of Milwaukee. Over the summer of 2009, six workshops were held with BID property owners and City planning staff to discuss design issues large and small, urban design, architectural design and street level design with the pedestrian in mind.

While the diversity and in some cases extraordinary quality of the architecture in the District cautions against stifling creativity, the most memorable and valued places in the neighborhood also exemplify successful time tested urban design principles. Most fundamental is the forming of clearly pedestrian-activated street spaces with urban building types selected from the neighborhood. These urban concepts, rather than architectural stylistic preferences, form the structure of this document.

Premise: "Certain physical qualities are required for a great street. All are required, not one or two. They are few in number and appear to be simple ..... Most are directly related to social and economic criteria having to do with building good cities: accessibility, bringing people together, publicness, livability, safety, comfort, participation, and responsibility." Allan Jacobs, ***Great Streets***

I-URBAN DESIGN PRINCIPLES & GUIDELINES

I. Rationale:
Streets, both residential and commercial, formed by building types provide the physical context for urban living. At their best, streets are significantly social places, neighborhood outdoor rooms for pedestrians, and a basic indicator of quality of life. Secondarily, they are conduits to move traffic. With an understanding of designable characteristics that collectively contribute to create remarkable streets as places, redevelopment in BID #20 can incrementally improve the social and commercial significance of the BID for visitors, patrons and neighborhood residents alike.

What are these characteristics that create an exciting District that people want to return to over and over again? Why are some sections of Farwell, Prospect and North Avenues enjoyable to walk along and other sections uncomfortable? What guidelines will help over time to expand the district's image as an engaging destination? Interestingly, BID #20 has put in place a limited but impressive collection of streetscape elements, objects artfully crafted in the Art Nouveau style. Art Nouveau is most prominently attributed to Paris, France where street making (think Parisian Boulevards) was raised to an art form and implemented by adherence to some of the earliest recorded design guidelines. Over a century later, these boulevards remain much loved and emblematic of Paris to residents and visitors alike. The intention is not to use Paris Boulevards as a precedent for remaking North Avenue but to learn what qualities / characteristics can be borrowed and emulated successfully to add interest, identity and livability to all the streets in the district.

II. Purpose:
Consistent with District and City goals, this chapter presents Key Principles and Urban Design Guidelines tailored to enhance BID #20 over time, reinforcing it as a distinct, remarkable place and a regional and neighborhood entertainment and retail destination. The guidelines address private development activities and decisions. Public sector investments / improvements are outside the scope of this document with the exception of private/public partnerships (e.g., UWM's Kenilworth building project).

III. Applicability:
In accordance with Section MCO § 200-61-5, these Guidelines will apply to new construction, exterior rehabilitation or reconstruction, and material exterior modifications of existing buildings, structures and sites. Buildings that are exclusively 1-3 family dwellings are exempted unless the proposed modifications would result in conversion of the property from 1-3 family dwelling to multifamily (4 or more dwelling units) or commercial business activity, and would include exterior modifications subject to ARB review. Public buildings, which because of their unique disposition and application are not required to comply with these requirements. Buildings to be constructed on a parcel identified on the federal, state or local list of significant historic resources may be subject to additional local, state or federal laws and regulations pertaining to the modification of such buildings.

IV. Principles and Guidelines
Each of the following Guidelines are described by an Urban Design Principle and then a Guideline is presented that can help assure that the condition and principle are considered and appropriately addressed in redevelopment and / or renovation proposals. Guidelines in Sections II - V further support these urban principles and guidelines.

I-A THE STREET AS A ROOM

Principle: To have a clear identity, streets need vertical edges at the property line so the space of the street has walls, usually building facades of a height and character that define the street as a public space, an outdoor room.

Guideline: Applicants are encouraged to define the street space by building at the street property line to an approximate height of 50% of the width of the street right-of-way, or on residential streets with continuous street trees to each side of the site, 40% of the width of the street right-of-way.

I-B VISUAL INTEREST

Principle: Like indoor spaces, outdoor public street spaces can be stark/dull vs. visually rich in detail. Enriched architectural surfaces provide the visual interest needed to form urban spaces that are compelling to pedestrians.

Guideline: There are many architectural strategies to achieve visual interest evident in historical and non-historical styles. Architects are encouraged to strive for a contemporary expression in new buildings. Achieving visual interest is a challenge that should be met in all new buildings and façade renovations.

I-C A LIVING STREET

Principle: The street wall should attempt to profusely and vigorously connect the public space of the street to the adjacent private space in a way that conveys a gracious visual and welcoming physical access from both sides to the other.

Guideline: To a high degree open the street facades with large openings particularly at the ground level and with many doors allowing the life of the building from all levels to spill out onto the street.

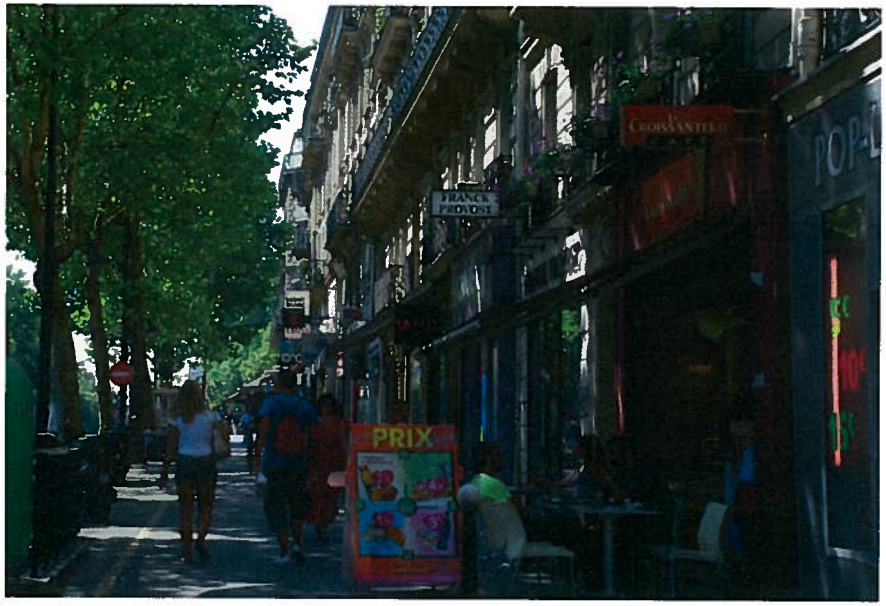
I-D NOTICEABLE RELATIONSHIP

Principle: No site is independent from its context. The frame of reference established by adjacent facades provides an often desirable opportunity for visual relationship, for dialogue between existing and new.

Guideline: Compose new elevations that recognize the horizontal regulating lines in adjacent significant facades and create visual relationships and transitions relating the new to the old in noticeable ways.

I-E MANY BUILDINGS & SHOPS

Principle: Original land plats in most cities provided small parcels for many buildings along commercial blocks yielding many individual shop fronts with a fine grain character giving visual diversity to the street. This small parcel pattern offering great diversity is evident on Milwaukee's East Side commercial streets.



Guideline: New buildings should attempt to express historic property lines and each structural column line with facade piers that could accommodate demising walls for smaller individual business tenants along the street edge.

I-F URBAN SUSTAINABILITY

Principle: Cities are energy efficient development patterns representing massive "in place" embodied energy. Each building in turn should address site micro climate forces with building features to optimize resource conservation, pedestrian comfort and use patterns promoting the BID's long term economic stability.

Guideline: Building configurations and sustainability features should seek to reduce users' carbon footprints, soften harsh climatic patterns and improve pedestrian comfort and economic activity in all seasons.

II-BUILDING TYPE GUIDELINES

I. Purpose:
This Chapter identifies the Building Types encouraged within Business Improvement District #20 and provides design guidelines for each type. This is to ensure that proposed development is consistent with the City's goals for building form and urban character within the BID area. The types are loosely organized by land use intensity from potentially most intense (Commercial Block) to least intense (Rowhouses) types.

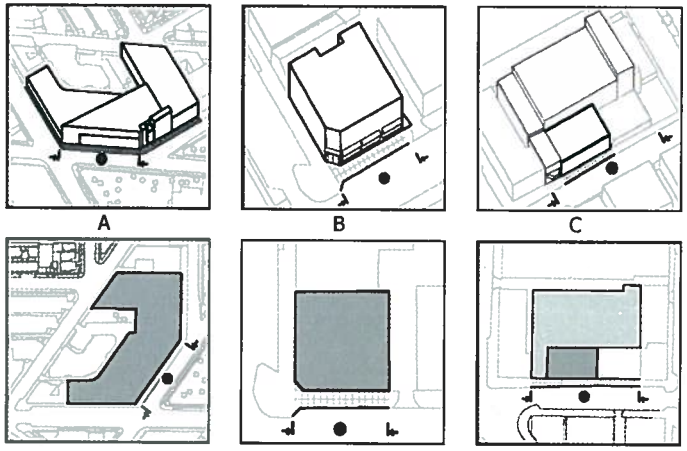
II. Applicability:
Each proposed new building or building type conversion should be designed in compliance with the guidelines of this Chapter for the applicable building type. Where public or institutional building uses are combined with other uses within larger buildings they should be subject to these guidelines as a mixed use building if overnight dwelling spaces are included or otherwise as a commercial block building type.

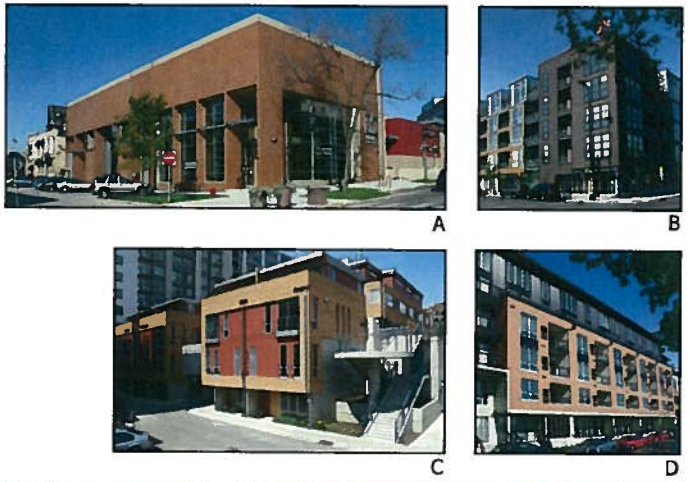
III. Building Types by Street:
Each proposed building should be designed as one of the types indicated in the following table for the applicable street within the District. Please note upper story parking levels should be covered by other uses, liner buildings or the equivalent, that screen them from view from public streets. Recommended parking configurations are discussed under each building type definition.

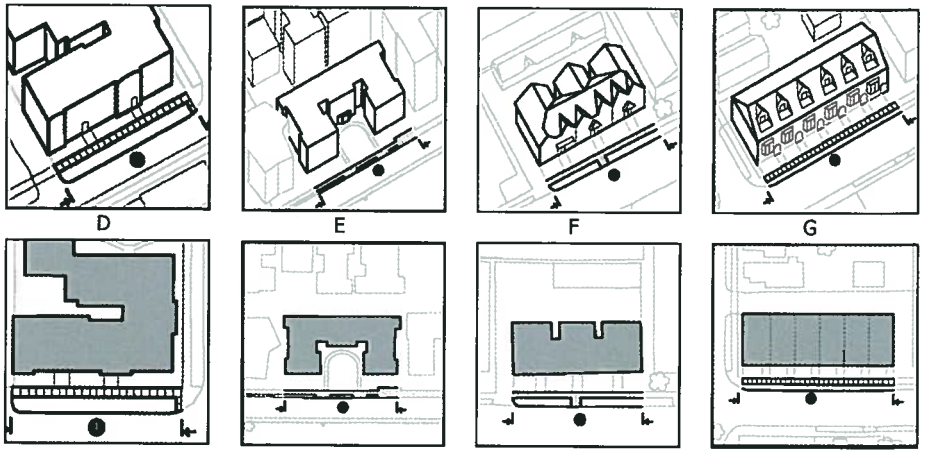
Note: Letter designation reference table to photo examples and graphic depictions.

Table II

Building Type	Street within the District										
	North	Prospect	Farwell	Oakland	Murray	Cramer	Thomas	Greenwich	Maryland	Kenilworth	Ivanhoe
A. Commercial Block	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	Yes
B. Mixed Use	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes
C. Liner Building	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
D. Stacked Dwelling	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
E. Courtyard Housing	Yes*	Yes**	Yes**	Yes**	No	Yes**	Yes*	No	No	No	No
F. Rowhouse	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
G. Raised Rowhouses	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No



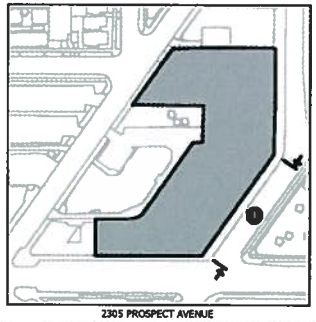




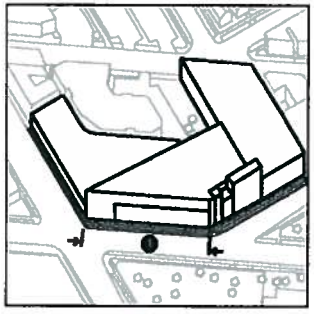
II-A COMMERCIAL BLOCK (CB)

A building designed for occupancy by retail, service, and/or office uses on the ground floor, with upper floors configured for retail/office/service uses. Lower level floors may be any of the aforementioned uses.

1. Access
   (a) The main entrance to each ground floor storefront should be directly from the street.
   (b) Entrance to the upper portions of the building should be through a street level lobby accessible from the street or through a court or side yard, see Section IV- A&E.
   (c) Where an alley is present, parking should be accessed through the alley.
   (d) For corner lots without alley access, parking should be from the side street through the building, see Section IV-F.
   (e) Where an alley is not present, parking should be accessed from the street through the building, see Section IV-F.
2. Frontages
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV.
   (b) Entrance doors, lobbies and other public rooms should be oriented fronting toward the street, see Section V-A.
   (c) Service rooms should be oriented backing to corridors.
   (d) For applicable frontage and encroachment guidelines, see Section IV Standards.
3. Parking
   (a) Parking should be accommodated in an underground garage, surface parking at the rear of the lot, parking tucked under from the back, or a combination of any of the above.
   (b) Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. See Section IV-F for other guide lines.
   (c) For surface parking porous paving should be considered to reduce stormwater runoff.
4. Service Access
   (a) Services (including all utility access, above ground equipment, trash) should be located on alleys.
   (b) Where alleys don't exist, utility access, above ground equipment and trash should be located in recessed alcoves along the street shielded by architecturally compatible screening elements, see Section III-G.



2305 PROSPECT AVENUE



5. Open Space
   (a) All yards should be landscaped , see Section III-G.
   (b) The primary shared open space should be the side yard / court yard and can be an area equal to 15% of the lot. Courtyards can be located on the ground or on a podium. Side yards can be formed to provide outdoor patios connected to ground floor commercial uses.
   (c) Balconies and roof open space are encouraged and subject to all applicable guidelines, see Sections III-E&F.
   (d) Balconies are allowed in any side yard or courtyard in compliance with the guidelines below.
   (e) Courtyard dimension should be 40 feet min. and 60 feet max. not to exceed 30% of frontage. Courtyard proportions should not be less than 1:1 between its width and height for at least 2/3 of the court's perimeter.
   (f) In 40 foot wide courtyards at allowed frontages, architectural projections are permitted on two sides of the courtyard. They are permitted on three sides of 50 foot wide courtyards.
6. Landscaping
   (a) In the front, there should be no landscape except for the streetscape.
   (b) At least one large tree planted directly in the ground should be provided in the courtyard.
   (c) Side yard trees should be placed to create a particular sense of place at a rate or one 24-inch box tree per 30 lineal feet. Trees can be placed in groups or clusters in order to achieve a particular design or massing effect.
   (d) One, 15 gallon/24" box size tree of small scale (12-15' height at maturity) or similar tall shrubs should be used for planters in courtyards over garages. Layering of all plant materials is recommended.
   (e) Surface Parking lots should provide one large tree planted directly in the ground for every 8 parking stalls. Trees should be planted in a dispersed pattern to provide shading of the pavng.
   (f) Six, five-gallon size shrubs, ten, one-gallon size herbaceous perennials/shrubs and grass or ground cover is recommended for every required tree.
   (g) All plant material should be maintained per City Ordinances.
7. Building Size and Massing, (also see Section I-A)
   (a) Height/floor plan ratios for commercial blocks to assure fit to neighborhood scale are recommended as follows:

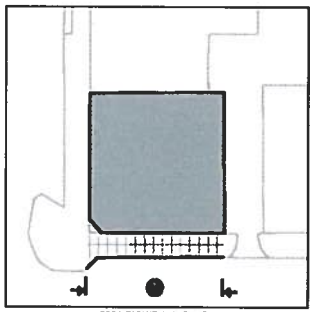
Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines)				
	1	2	3	4	5
A	100%	90-100%	90-100%	-	-
B	100%	90-100%	90-100%	90-95%	-
C	100%	90-100%	90-100%	90-95%	70-90%

   (b) Buildings may be composed of one dominant volume.
   (c) Multiple volumes are allowed to be as repetitive or unique as deemed by individual designs.
   (d) Street corners should be celebrated as an unique architectural feature with embellishment, see Sections III-A and V-A.
   (e) Multiple volumes should be distinguished by correspondingly unique fenestration patterns, see Sections III-A.
8. Composition
   (a) See Architectural Standards in Sections III-A thru F.

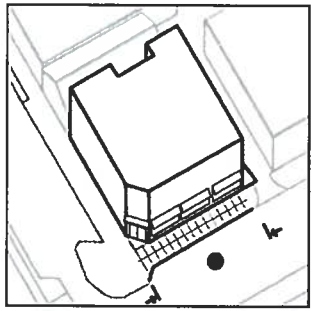
II-B MIXED USE (MU)

A building with ground floor occupancy by retail, service, and/or office uses, with upper floors configured for residences with double-loaded or single-loaded corridors and stacked dwellings or configured as separate volumes with separate lobby/entry and vertical circulation cores serving upper floor stacked units.

1. Access
   (a) The main entrance to each ground floor storefront should be directly from the street.
   (b) Entrance to the residential portions of the building should be through a street level lobby or through a court or side yard, see Section V-A & E.
   (c) Interior circulation to each dwelling on the upper floors should be via a corridor served by elevator and stairs.
   (d) Where an alley is present, parking should be accessed through the alley.
   (e) For corner lots without alley access, parking should be from the side street through the building, see Section IV-F.
   (f) Where an alley is not present, parking should be accessed from the street through the building, see Section IV-F.
2. Frontages
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV.
   (b) Entrance doors, public rooms, such as living rooms and dining rooms should be oriented, fronting toward the street.
   (c) Service rooms should be oriented backing to corridors.
   (d) For applicable frontage and encroachment guidelines see Section IV Guidelines.
3. Parking
   (a) Required parking should be accommodated in an underground garage, surface parking at the rear of the lot, parking tucked under from the back, or a combination of any of the above.
   (b) Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. See Section IV-F for other standards.
4. Service Access
   (a) Services (including all utility access, above ground equipment, trash) should be located on alleys.
   (b) Where alleys don't exist, utility access, above ground equipment and trash should be located in recessed alcoves along the street shielded by architecturally compatible screening elements, see Section III-G.
5. Open Space
   (a) The primary shared open space is the rear yard often designed as a courtyard



2201 FARWELL AVENUE



and should be an area equal to 15% minimum of the lot. Rear yards can be located on the ground or on a podium. Side yards may also be formed to provide outdoor patios connected to the ground floor commercial uses.
   (b) Balconies and roof open space are encouraged, subject to all applicable guidelines, see Sections III-E&F.
   (c) Balconies may be allowed in any façade (front, side, rear) in compliance with the guidelines below.
   (d) Courtyard dimension should be 40 feet min. and 60 feet max., not to exceed 30% of frontage. Courtyard proportions should not be less than 1:1 between its width and height for at least 2/3 of the court's perimeter. Horizontal shifts in upper floors adjacent to a court should not exceed 1/2 the height of each upper floor.
   (e) In 40 foot wide courtyards, allowed frontages and architectural projections are encouraged on two sides of the courtyard. They are encouraged on all sides of 60 foot wide courtyards.
   (f) Private patios are encouraged in side and rear yards, and may be allowed in front yards if screened or terraced.
6. Landscaping
   (a) All yards should be landscaped, see Section III-G.
   (b) Landscape should not obscure shop fronts of ground floor space or adjacent side yards at the street edge.
   (c) In the front yard, there may be no landscape except for the streetscape.
   (d) At least one, 36-inch canopy tree planted directly in the ground should be provided in the rear yard.
   (e) At least one, 36-inch box canopy tree should be planted directly in the ground in each courtyard for shade, privacy and scale.
   (f) Side yard trees should be placed to create a particular sense of place at a rate or one 24-inch box tree per 30 lineal feet. Trees may be placed in groups in order to achieve a particular design.
   (g) One, 15 gallon/24" box size tree of small scale (12-15' height at maturity) or similar tall shrubs should be used for planters in courtyards over garages. Layering of all plant materials is recommended.
   (h) Surface Parking lots should provide one large tree planted directly in the ground for every 8 parking stalls. Trees should be planted in a dispersed pattern to provide shading of the paving.
   (i) Six, five-gallon size shrubs, ten, one-gallon size herbaceous perennials/shrubs and grass or ground cover is recommended for every required tree.
   (j) All plant material should be maintained per City Ordinances.
7. Building Size and Massing, (also see Section I-A)
   (a) Height/floor plan ratios for mixed use buildings to assure fit to neighborhood scale and allow a greater amount of light to penetrate to street level, are recommended as follows:

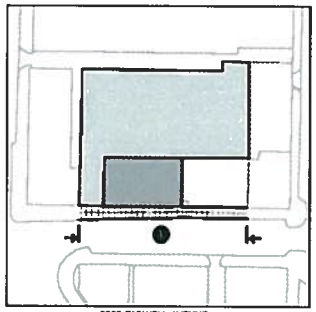
Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines).				
	1	2	3	4	5
A	100%	80-90%	80-90%	-	-
B	100%	80-90%	80-90%	60-80%	-
C	100%	90-100%	80-90%	70-90%	60-80%

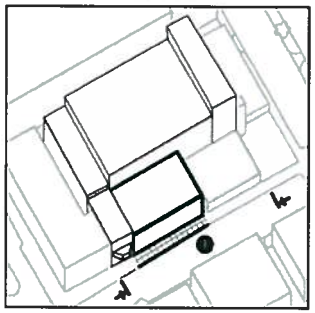
   (b) Each dwelling should have at least one side exposed to the outdoors with direct access to at least a yard, patio, or balcony.
   (c) Dwellings are recommended to be as repetitive or unique, as deemed by individual designs.
   (d) Buildings are recommended to be composed of one dominant volume.
   (e) Multiple volumes are recommended to be repetitive or unique as deemed by individual designs.
   (f) Street corners should be articulated, see Sections III-A and V-A.
8. Composition
   (a) See Architectural Standards in Sections III-A thru F.

II-C LINER BUILDING (LB)

A building that shields from public streets the utilitarian facades of a parking structure, a big box retailer or a theater house, designed for occupancy by stacked residences or rowhouses or by retail, service, and/or office uses on the ground floor, with upper floors also configured for such uses or residences.

1. Access
   (a) The main entrance to each ground floor storefront and the theater or big box retail should be directly from the street.
   (b) Entrance to the upper levels of the building should be through a street level lobby accessible from the street or through a court or side yard, see Section V-A & E.
   (c) Where an alley is present, parking should be accessed through the alley.
   (d) For corner lots without alley access, parking should be from the side street through the building, see Section IV-F.
   (e) Where an alley is not present, parking should be accessed from the street through the building, see Section IV-F.
2. Frontages
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV.
   (b) Entrance doors should be oriented fronting toward the street.
   (c) For applicable frontage and encroachment guidelines see Section IV guidelines.
3. Parking
   (a) Parking should be accommodated in an underground garage, surface parking at the rear of the lot, parking tucked under from the back, an above grade multi-level parking structure screened from view by the liner uses noted or a combination of any of the above.
   (b) Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. See Section IV-F for other Standards.
4. Service Access
   (a) Services (including all utility access, above ground equipment and trash) should be located on alleys.
   (b) Where alleys don't exist, utility access, above ground equipment and trash should be located in recessed alcoves along the street shielded by architecturally compatible screening elements, see Section III-G.
5. Open Space
   (a) The primary shared open space should be the roof or side yard designed as a courtyard. Side yards can also be formed to provide outdoor patios connected to ground floor commercial uses.





   (b) Courtyard dimension should be 20 feet min. and 40 feet max. not to exceed 30% of frontage. Courtyard proportions should not be less than 1:2 between its width and height of the court's perimeter. Horizontal shifts in upper floors adjacent to a court should not exceed 1/2 the height of each upper floor.
   (c) Private patios are allowed in the sideyard and on rooftops.
   (d) Balconies and green roof open space are encouraged, subject to all applicable guidelines, see Section III-E&F.
6. Landscaping
   (a) In the front yard, there should be no landscape except for the streetscape. Where a parkway exists at the curb plant trees not to exceed 1.5x the height of the building at maturity. Trees should be planted at the rate of one, 36-inch box tree per 25 lineal feet.
   (b) Side yard trees should be placed to create a particular sense of place at a rate of one 24-inch box tree per 30 lineal feet. Trees may be placed in groups in order to achieve a particular design.
7. Building Size and Massing, (also see Section I-A).
   (a) Height/floor plan ratios for liner buildings to assure fit to neighborhood scale are recommended as follows:

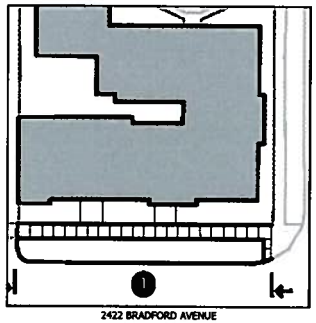
Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines).					
	1	2	3	4	5	6
A	100%	80-100%	75-90%	-	-	-
B	100%	80-100%	80-100%	65-90%	-	-
C	100%	90-100%	80-100%	75-90%	65-80%	-
D	100%	90-100%	90-100%	85-100%	75-90%	55-80%

   (b) Each dwelling should have at least one side exposed to the outdoors with direct access to at least a yard, patio, terrace or balcony.
   (c) Dwellings are encouraged to be as repetitive or unique as deemed by individual designs.
   (d) Buildings are encouraged to be composed of one dominant volume as a datum with additional unique or repetitive volumes.
   (e) Multiple masses should be distinguished by correspondingly unique fenestration patterns.
   (f) Street corners should be articulated, see Sections III-A and V-A.
8. Composition
   (a) See Architectural Standards in Sections III-A thru F.

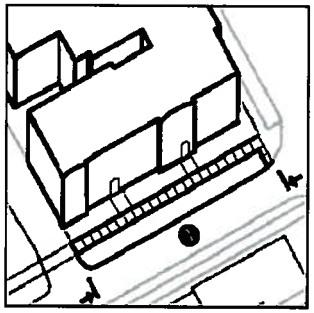
II-D Stacked Dwellings (SD)

A collection of single floor and/or multi-floor dwellings of similar configuration aligned vertically on multiple floor levels.

1. Access
   (a) Entrance to the building should be from the street through a street level lobby to upper level units via elevator, stairs and corridor, see Section V-A & E.
   (b) The main entrance to each ground floor dwelling should be directly from the street, see Section IV-E.
   (c) Where an alley is present, parking should be accessed through the alley.
   (d) For corner lots without alley access, parking should be accessed via the side street.
   (e) Where an alley is not present, parking should be accessed from the street through the building, see Section IV-F.
2. Frontages
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV.
   (b) Living rooms, dining rooms and bedrooms should be oriented fronting toward the street or toward yards.
   (c) For applicable frontage and encroachment guidelines see Section IV.
   (d) Stoops may be up to 3 feet in height, above adjacent grade, may be placed above subterranean parking, and recommended to be landscaped and scaled to the street and building.
3. Parking
   (a) Parking should be accommodated in an underground garage, surface parking at the rear of the lot, parking tucked under from the back, or a combination of any of the above.
   (b) Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. See Section IV-F for other Guidelines.
4. Service Access
   (a) Services (including all utility access, above ground equipment and trash) should be located on alleys.
   (b) Where alleys don't exist, utility access, above ground equipment and trash should be located in recessed alcoves along the street shielded by architecturally compatible screening elements, see Section III-G.
5. Open Space
   (a) The main shared open space should be the rear yard designed as a courtyard and should be an area equal to 15% minimum of the lot. Yards are located on the ground or on a terrace, elevated plane or podium. Side yards can be formed as common use gardens.
   (b) Minimum yard dimension is encouraged to be 40 feet. Yard proportions should not be less than 1:1 between its width and building height. Horizontal shifts in upper floors adjacent to a court should not exceed 1/2 the height of each upper floor.
   (c) In 40 foot wide yards, architectural projections may be allowed on two sides. They may be permitted on all sides in 60 foot wide courtyards configurations.
   (d) Semi-private patios are encourage in any yard (front, side, rear).
   (e) Balconies are encouraged in any yard (front, side, rear) in compliance with applicable city codes and of the guidelines in Sections III-F.



2422 BRADFORD AVENUE



6. Landscaping
   (a) All yards should be landscaped, see Section III-G.
   (b) Landscape should not obscure shop fronts of ground floor space on adjacent parcels.
   (c) In the front yard, the landscape may be the BID's streetscape.
   (d) At least one, 36-inch canopy tree planted directly in the ground should be provided in the rear yard.
   (e) At least one, 36-inch box canopy tree should be planted directly in the ground in each courtyard for shade, privacy and scale.
   (f) Side yard trees should be placed to create a particular sense of place at a rate or one 24-inch box tree per 30 lineal feet. Trees can be placed in groups in order to achieve a particular design.
   (g) One, 15 gallon/24" box size tree of small scale (12-15' height at maturity) or similar tall shrubs should be used for planters in courtyards over garages. Layering of all plant materials is recommended.
   (h) Surface Parking lots should provide one large tree planted directly in the ground for every 8 parking stalls. Trees should be planted in a dispersed pattern to provide shading of the paving.
   (i) Six, five-gallon size shrubs, ten, one-gallon size herbaceous perennials/shrubs and grass or ground cover is recommended for every required tree.
   (j) All plant material should be maintained per City Ordinances.
7. Building Size and Massing, (also see Section I-A)
   (a) Height/floor plan ratios for stacked dwellings to assure fit to neighborhood scale are recommended as follows:

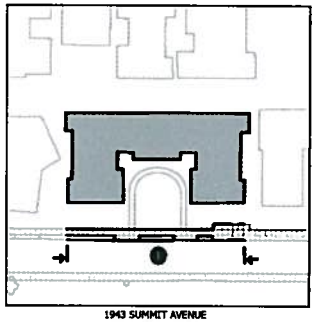
Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines).					
	1	2	3	4	5	6
A	100%	85-100%	85-90%	-	-	-
B	100%	85-100%	85-90%	75-90%	-	-
C	100%	90-100%	85-90%	80-90%	55-80%	-
D	100%	90-100%	85-90%	80-90%	70-90%	55-80%

   (b) Each dwelling should have at least one side exposed to the outdoors with direct access to at least a yard, patio, terrace or balcony.
   (c) Dwellings may be as repetitive or unique as deemed by individual designs.
   (d) 4 and 5-story massing should be minimized inside courtyards and be apparent on street frontages.
   (e) Building may be composed of one dominant volume flanked by secondary ones.
   (f) Street corners should be articulated by architectural features such as towers, 45 degree entrances, cutaway spaces anchored by massive columns, diagonal bays, rounds or other dramatic elements see Sections III-A and V-A.
8. Composition
   (a) See Architectural Standards in Sections III-A thru F.

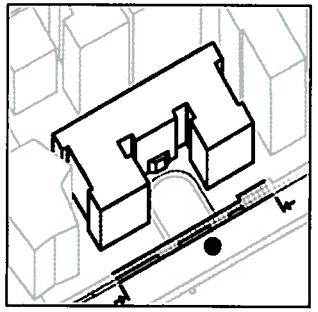
II-E COURTYARD HOUSING (CH)

A structure type consisting of dwellings that can be arranged in multiple configurations, arrayed next to each other on multiple floor levels forming one or more outdoor courts that should be partially open to the street.

1. Access
   (a) The main entry to each ground floor dwelling should be directly off a common courtyard or from the street, see Section IV-E.
   (b) Access to upper level dwellings should be through multiple interior vertical circulation cores, serving multiple dwellings at each level.
   (c) Where an alley is present, parking and service should be accessed through the alley.
2. Frontages
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV.
   (b) Building entrance doors, living space (e.g., living rooms and dining rooms) should be oriented toward the courtyard(s) and the fronting street.
   (c) Service rooms should be oriented backing to corridors, side yards and rear yards.
   (d) Features such as arcades, porches, towers, loggias, entry stairs and stoops may be allowed but should not encroach into the required minimum width of a courtyard.
   (e) Stoops up to 3 feet in height may be placed above subterranean parking, and are recommended to be landscaped and scaled to the street and building.
   (f) For applicable frontage and encroachment guidelines, see Section IV Guidelines.
3. Parking
   (a) Parking should be accommodated in an underground garage, surface parking at the rear of the lot, parking tucked under the courtyard from the back, or a combination of any of the above.
   (b) Parking entrances to subterranean garages and/or driveways should be located as close as possible to the side or rear of each lot. See Section IV-F for other Standards.
   (c) Where an alley is not present, parking should be accessed from the street by side yard driveways flanked by planters, at least 1-foot wide.
   (d) On a corner lot without alley-access, parking should be accessed from the side street, see Section IV-F.
4. Service Access
   (a) Where an alley is present, services, including all utility access and above ground equipment and trash container areas should be located on the alley.
   (b) Where an alley is not present, services, utilities and trash containers should be accessed from the street by side yard driveways flanked by planters, 1-foot wide.



1943 SUMMIT AVENUE



   (c) On a corner lot without alley access, services, utilities access, above ground equipment and trash should be accessed from the side street and should be underground, in the side or rear yards or in recessed alcoves along the street shielded by architecturally compatible screening elements, see Section III-G.
5. Open Space
   (a) Courtyard housing should be designed to provide a central courtyard and/or partial, multiple, separated or interconnected courtyards of a size of at least 15% of the lot area oriented for maximum daylighting.
   (b) In a project with multiple courtyards, at least two of the court yards should conform to the patterns below. Courtyards proportions should not be less than 1:1 between the width and height for at least 2/3 of the court's perimeter. Horizontal shifts in upper floors adjacent to a court should not exceed 1/2 the height of each upper floor.
   (c) Courtyard dimension should be 40 feet min. and 60 feet max. not to exceed 30% of frontage.
   (d) In 40-foot wide courtyards, the frontages and architectural projections allowed are permitted on two sides of the courtyard and on all sides of 50-foot wide courtyards.
   (e) Private patios are allowed in any yard (front, side, rear).
   (f) Balconies are encouraged in any yard (front, side, rear) in compliance with the projection guidelines above and of the guide lines in Sections III-E&F.
   (g) Courtyards should be connected to each other and to the public way by well-landscaped and secure zaguans or paseos.
6. Landscaping
   (a) All yards should be landscaped, see Section III-G.
   (b) Landscape should generally be pruned so as not to obscure shop fronts of ground floor space on adjacent parcels.
   (c) In the front yard, the landscape may be the BID's streetscape.
   (d) At least one, 36-inch canopy tree planted directly in the ground should be provided in the rear yard.
   (e) At least one, 36-inch box canopy tree should be planted directly in the ground in each courtyard for shade, privacy and scale.
   (f) Side yard trees should be placed to create a particular sense of place at a rate or one 24-inch box tree per 30 lineal feet. Trees can be placed in groups in order to achieve a particular design.
   (g) One, 15 gallon/24" box size tree of small scale (12-15' height at maturity) or similar tall shrubs should be used for planters in courtyards over garages. Layering of all plant materials is recommended.
   (h) Surface Parking lots should provide one large tree planted directly in the ground for every 8 parking stalls. Trees should be planted in a dispersed pattern to provide shading of the paving.
   (i) Six, five-gallon size shrubs, ten, one-gallon size herbaceous perennials/shrubs and grass or ground cover is recommended for every required tree.
   (j) All plant material should be maintained per City Ordinances.
7. Building Size and Massing, (also see Section I-A)
   (a) Buildings should be composed of three and four story masses, see Section III-A.
   (b) The intent of these guidelines is to provide for courtyard housing projects with varying building heights compatible with the neighborhood's residential scale.
   (c) Height/floor plan ratios for courtyard housing to assure fit to neighborhood scale are recommended as follows:

Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines)				
	1	2	3	4	5
A	100%	90-100%	80-100%	-	-
B	100%	90-100%	80-100%	70-90%	-
C	100%	90-100%	80-100%	70-90%	60-80%

   (d) Each dwelling should have at least one side exposed to the outdoors with direct access to a terrace or balcony or to a patio along the courtyard.
   (e) Dwellings are encouraged to be as repetitive or unique as deemed by individual designs.
   (f) 5-story masses should be minimized inside courtyards and apparent on street frontages.
   (g) Street corners should be articulated, see Sections III-A and V-A.
8. Composition
   (a) See Architectural Standards in Sections IIIA-F.

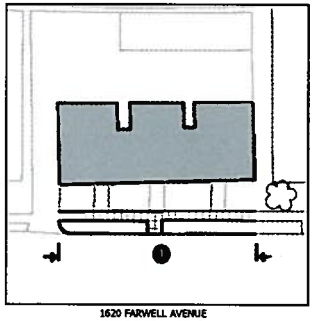
II-F ROWHOUSES (RH)

A dwelling unit attached by a common wall to one or two other dwelling units. A row house is generally one unit from ground to roof, with no units above or below it. Each unit is on an individual parcel with a rear yard and garage accessed from an alley. Structures may include an array of three or more such units side by side along the primary frontage.

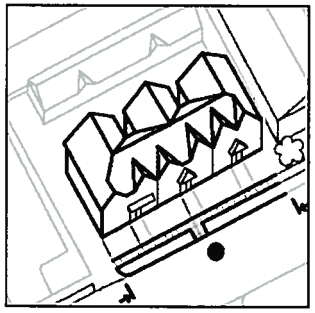
1. Access
   (a) The main entrance to each unit should be accessed directly from and face the street, see Section IV-E.
   (b) Garages and services should be accessed from an alley.
2. Frontages
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV-E.
   (b) Each row house ground level should be designed on the first level so that living areas (e.g., living room, family room, dining room, etc.), rather than sleeping and service rooms, are oriented toward the fronting street.
   (c) For applicable frontage and encroachment guidelines see Section IV Guidelines.
3. Parking
   (a) Required parking should be in a garage, which may be attached to or detached from the dwelling and should be accessed from the rear or side but not the front.
4. Service Access
   (a) Services (including all utility access, above ground equipment, trash containers, etc.), should be located on an alley or on the rear of the lot for those without alley access.
5. Open Space
   (a) Rear yards should be no less than 15% of the area of each lot and of a regular geometry.
   (b) Front yards are defined by the applicable setback and frontage type guidelines per Section IV-E.
   (c) Private patios are encouraged in any yard (front, side, rear).
   (d) Balconies are encouraged in any yard (front, side, rear) or on the roof in compliance with the guidelines in Sections III-E&F.
6. Landscaping
   (a) All yards should be well-landscaped to enhance architectural features, see Section III-G.
   (b) Landscape should generally not obscure shop fronts on adjacent parcels. Front yard trees should not exceed 1.5 the height of the building at maturity. Trees should be planted at the rate of one, 36-inch box tree per 25 lineal feet. Trees can be placed in groups in order to achieve a particular design.
   (c) At least one, 24-inch canopy tree planted directly in the ground should be provided in the rear yard.
   (d) Six, five-gallon size shrubs, ten, one-gallon size herbaceous perennials/shrubs and grass or ground cover is recommended for every required tree.
   (e) All plant material should be maintained per City Ordinances.
7. Building Size and Massing, (also see Section I-A)
   (a) Buildings should be composed of 2-1/2 and/or 3 story volumes.
   (b) Buildings on corner lots should be designed with two principal street facades.
   (c) Each row house building setback from property lines, should provide direct access from unit to front yards per section IV-E.
   (d) Height/floor plan ratios for row houses to assure fit to neighborhood scale are recommended as follows:

Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines)		
	1	2	3
A	100%	90-100%	-
B	100%	90-100%	60-90%

8. Composition
   (a) See Architectural Standards in Sections III-A thru F.



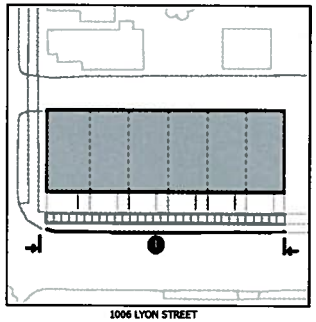
1620 FARWELL AVENUE



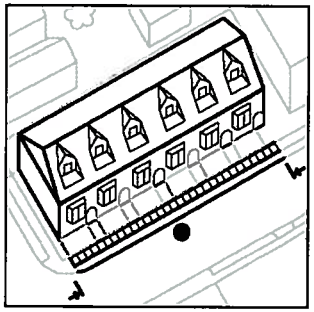
II-G RAISED ROWHOUSES (RR)

An attached unit structure on a parcel with no rear yard, an attached or tucked under garage at the rear accessed by an alley. Such structures generally have at least 3 stacked townhouse units types arrayed side by side along the primary frontage with ground floor street edge space that can include studios, workshops, offices or other live/work use options.

1. Access
   (a) The main entrance to each unit should be directly from and face the street.
   (b) Garages and services should be accessed from an alley.
   (c) A back entry from the alley, and beside each garage should be accommodated for each unit. These entries should be set back into the lot at a minimum distance of 5 ft. so as not to be flush with the alley-facing garage doors.
2. Frontage
   (a) Buildings should be built along the street edge at the property line(s) except as provided for in Section IV-E.
   (b) Each dwelling's ground level should be designed so that living areas (e.g., living room, family room, kitchen, dining room, etc.), or an office/shop rather than bathroom, storage or garage occupy the fronting elevation at the street level.
   (c) For applicable frontage and encroachment guidelines see Section IV Guidelines.
3. Parking
   (a) Required parking should be in a garage that is attached to or under the dwelling on the back side.
   (b) All garages should be accessed from a parking apron separate but adjacent to the alley R.O.W.
4. Service
   (a) Services (including all utility access, above ground equipment, trash containers, etc.) should be located on an alley.
5. Open Space
   (a) Each dwelling should be provided with at least 200 sf private outdoor space.
   (b) Private patios are encouraged in front yards and on upper floors and roofs.
   (c) Balconies are encouraged in any yard (front, side, rear) or on the roof, consistent with the guidelines in Sections III-E&F.
6. Landscape
   (a) All yards should be landscaped, see Section III-G.
   (b) Front yard trees at maturity should be no more than 1.5 times the height of the building.
7. Building Size and Massing, (also see Section I-A)
   (a) Buildings should be composed of 3 and/or 3-1/2 story volumes.



1006 LYON STREET



   (b) Buildings on corner lots should be designed with two front street facades.
   (c) Each row house building setback from property lines, should provide direct access from unit to front yards per section IV-E.
   (d) In a 3-1/2 story building, a townhouse dwelling may be stacked over a ground floor flat or townhouse. In this case, the lower unit should be accessed by its own front door from a gated garden at the frontage, and the upper dwelling should be accessed by a stoop and separate front door along the frontage.
   (e) Height/floor plan ratios for raised row houses to assure fit to neighborhood scale are recommended as follows:

Bldg. Size Range	Ratio of each Story to 1st floor, (also see open space guidelines).			
	1	2	3	4
A	100%	90-100%	75-100%	-
B	100%	90-100%	70-100%	60-80%

8. Composition
   (a) See Architectural Guidelines in Sections III-A thru F.

III-ARCHITECTURAL GUIDELINES

I. Intent:
In preparing these guidelines, it was determined that a framework is necessary with which to both express architectural objectives within the project area and to set clear guidelines that provide the ARB and future applicants a basis for proposing and reviewing development proposals. These guidelines are not intended as a prescription. Rather, they are a framework that appropriately presents salient characteristics evident in this Retail and Entertainment District for design exploration and application in projects to ensure a standard of architectural and urban design that is equal to or better than the constructed environment of BID #20 and that maximizes long term reinvestment and enhances property values in BID#20.

II. Applicability.
Each new building should be designed in compliance with the guidelines of this Chapter, subject to the review and approval of the Architectural Review Board. These guidelines will also apply to remodeled facades of existing buildings where visible from public ways.

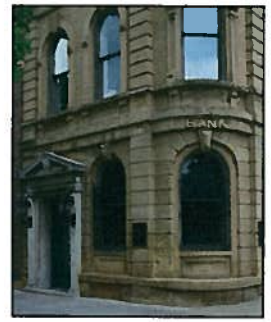
III. Guidelines:
These architectural objectives reference the Urban Design Principles identified in the first section. The guidelines are presented accordingly with examples selected from the BID District, various national/international cities, and other locations. These architectural characteristics require design consideration, careful interpretation and skillful application.

A. MASSING

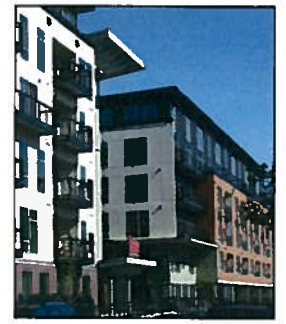
B. WALL OPENINGS

C. DRESSING THE BUILD-

D. MEETING THE GROUND



E. ROOF & SKY SILHOUETTE



F. PROJECTED ELEMENTS

G. SITE AND VEGETATION

III-A MASSING

Objective: Design the building's massing composition to create a complementary or "good fit" with existing buildings specifically in regard to scale and proportion and consistent with the Guidelines in Sections I-D for Noticeable Relationship and in I-E for Many Buildings & Shops.

Note: Number designations reference text to photo examples. 1 & 2

Guidelines: Projects that combine multiple lots, (based on the District's historic plat maps), should address the original neighborhood scale in a combination of three ways:

1. Massing may be a primary volume expressed as a carefully proportioned system of well articulated and varied bays.
2. Massing may be skillfully composed of a primary volume with multiple lesser stacked or interlocking volumetric additions and / or subtractions, voids.
3. The building may be composed of multiple well integrated, but unique masses.

For any massing strategy the following concern must also be addressed:

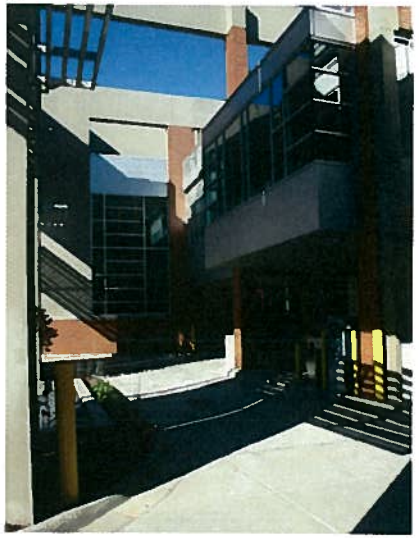
4. Street corners should be emphasized architecturally as an extraordinary massing element or bay within the composition.

4

1

3

2



III-B WALL OPENINGS

Objective: Consistent with the Guidelines in Section I-C for Living Street the patterns and proportion of wall openings, windows / doors configurations, is critically important and offers unlimited possibilities to establish the complexity needed for Visual Interest, see Section I-B.

2

Note: Number designations reference text to photo examples.

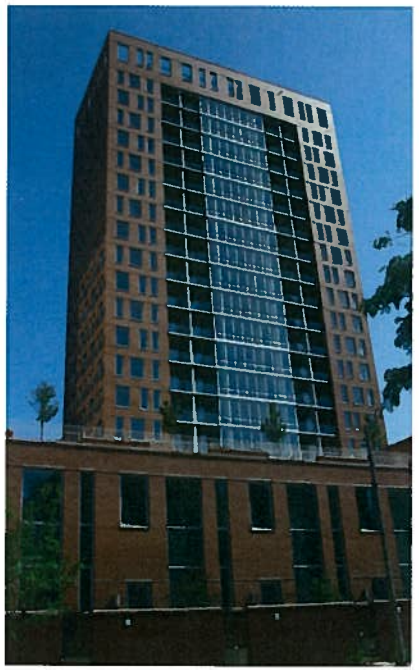
Guidelines: In addition to quantitative guidelines established in the previous sections concerning Building Types and in the sections that follow concerning Frontage Types, the following qualitative design criteria provide a basis for evaluating fenestration:

1. The main building entrance should be emphasized architecturally as an elaborated volume, void or bay within the composition.
2. Street facade upper window openings should be oversized, 21sf. min.
3. Large openings should provide for multi-pane window / door compositions.
4. Ground floor storefront assemblies per Section IV should be extensive and compose the majority (typically 65-85%)of the street level facade, and should preferably be storefront in style, orientation and composition. and contain transparent show windows, entry doors and transoms.
5. Curtain walls are acceptable, subject to review of proportion, color and pattern in order to avoid monotonous surfaces, also see Dressing the Building in Section III-C.
6. Window proportions should be predominantly vertical.
7. Windows should be deep set, (minimum 5"), to create façade shadows, see Section III-C.
8. Windows should be high quality wood or metal framed.
9. Each unique building mass should have a unique solid void articulation that is complimentary to the whole, (exception: all courtyard elevations can be consistent).
10. Shading devices placed behind windows at street level, such as blinds or screens should be temporary, moveable, and non-fixed with the exception of spaces that require privacy, e.g. bathrooms, or exceptional security, e.g. vaults. Furniture, such as shelves, should not be placed to block street level windows.

Note: Please also review Sections VA-E for ground floor transparency guidelines, Section VB & E for window and glass guidelines and Section III-F, Projecting Elements, for shading devices.

1&4

5



6

ARCHITECTURE

3

7

9

III-C DRESSING THE BUILDING

Objective: Given that BID #20 is an active entertainment and retail district, an appropriate analogy might be to dress the body of the building for a night out on the town. This could go a long way to meeting the Guidelines in Section I-B for Visual Interest.

Note: Number designations reference text to photo examples. 1

1

Guidelines:

General: There are many interesting buildings in the District. These should be retained and the street facades of new buildings should be no less interesting. Designers / Owners should use materials that produce a durable, high quality visual result, and should demonstrate what makes their building interesting pursuant to the following architectural guidelines:

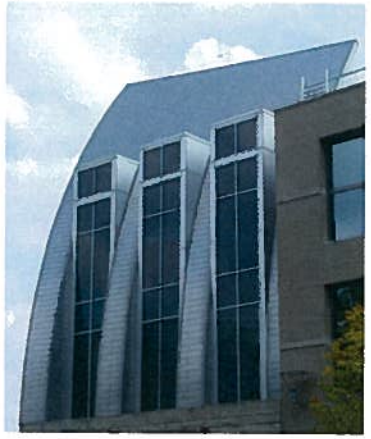
1. Surface Relief: Surface relief is a highly effective way to insure visual interest. The moving sun will constantly change shadow patterns on surface elements with depth. Provide street facades with abundant well integrated elements providing surface relief.
2. North facades lacking sun also need design elements of interest.
3. Surface Materials: Surface reflectance of sunlight off building materials varies dramatically offering rich opportunities. Select materials that will add visual quality and interest to the street facades of the project.
4. Examples of Materials that generally lack durable, high quality visual results:

    (a) Plastic or foam moldings and ornament;
    (b) Concrete masonry units, (fluted, split faced or standard);
    (c) T-111 wood paneling and particle board;
    (d) Exposed aggregate precast concrete;
    (e) PVC and vinyl clad wood windows;
    (f) Plastic, vinyl or asphalt shingles.
    (g) Aluminum or vinyl siding.

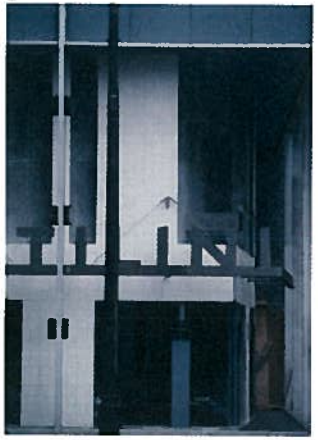
3

2

3



1



2

III-D MEETING THE GROUND

Objective: The building design at the pedestrian level where building elements meet the ground is critical to achieving the Guidelines in Sections I-C for A Living Street and I-B for Visual Interest.

Note: Number designations reference text to photo examples.

2

Guidelines: Establish a base for the building's massing components and for each building element that is noticeably different, a variant from the upper body of each:

1. Massing may be articulated with a building base that is the ground floor separated from above by horizontal expression lines articulated to provide surface relief of at least 6".
2. A higher degree of transparency can help differentiate the ground floor as a building base.
3. Separate building elements, columns, walls, windows, stoops, etc. should provide visible transition detailing as they meet the ground.

Note: Please also review Street Edge Guidelines In Sections IV-A, B & D and V-A, B, C & E.

1 3

3

3

III-E ROOF & SKY SILHOUETTE

Objective: Meeting the Guidelines in Section I-B for Visual Interest and for Noticeable Relationship in Section I-D can be advanced by the following.

Note: Number designations reference text to photo examples. 1&6

2

7

Guidelines: Consider the top of the building as an opportunity to emphasize and complete the building's architectural expression consistently. Strategies could include:

1. Bordering the sky with horizontal, ornamental elements along the top of the parapet walls;
2. Elaborating the architecture of top floor(s) facades.
3. Shaping the profile of parapet walls;
4. Cantilevering roof planes with, or without exposed structural supports;
5. Expressing roof penthouse forms set back from the street facades;
6. Shaping the top floor volumes with sloped, or curved roofs;
7. Framing the sky with tracery, open rails and supports.
8. Roof terraces, gardens and green roofs are strongly encouraged.

Notes:
Mechanical equipment on roofs should be setback and / or screened from view from the sidewalk level along the street right of way.

Installation of solar panels is encouraged but should be well integrated with the overall building design.

3

4

5

III-F PROJECTED ELEMENTS

Objective: Meeting the Guidelines in Sections I-C for A Living Street and I-F for Urban Sustainability can be accommodated by architectural elements projecting from the building's facades.

Note: Number designations reference text to photo examples.

4

Guidelines: Subject to compliance with State and local codes, well designed projected elements are strongly encouraged for functional and aesthetic enhancement and may extend beyond the build to line, into the setback and perhaps into the public right of way:

1. Awnings, that extend from the façade should be limited to the width of storefront windows, or façade opening width,nshould be made of waterproof fabric (not plasticized or plastic), and should be lighted from above not under-lighted or "backlit";
2. Projecting bays with a high percentage of windows;
3. Stairs, stoops and rails that add visual streetscape interest.

Also, these elements designed as architectural enhancements and assembled of a material such as finely crafted metal or wood.

4. Canopies that can be continuous along the sidewalk;
5. Recessed or semi recessed balconies, with depth and width sized to be functional as semi-private outdoor living space and well integrated with the building façade;
6. Shading devices, screening elements, railings, etc.

Note: Signage is addressed as a special topic in Section V-D and in Section IV Frontage Types.

2

1&6

5

3

III-G SITEWORK & VEGETATION

Objective: Meeting the Guidelines in Sections I-A for Street as a Room, I-B for Visual Interest and I-F for Urban Sustainability may be advanced by site enhancements in accord with City Code 295-405-3.

Note: Number designations reference text to photo examples.

1

5

Guideline: Use durable materials with sound craftsmanship for site amenities that add quality and livability to semipublic spaces.

1. Provide wooden or metal trellises, architectural quality metal fences, (other fence types are discouraged), and garden walls of fine masonry or metal work to help define gardens, forecourts and terraces and mark entries or screen service areas.
2. Provide unique ground paving, well crafted to enhance arcades, forecourts, terraces, building entrances, and sidewalks. For other than parking surfaces asphalt is discouraged.
3. Provide for vegetation, potted or in ground, including trees and climbing vines for shade with sustainable perennials and annuals for texture and color.
4. Provide lighting at parking and walks to enhance the night atmosphere and promote safety and security.
5. Screen parking, building service zones, utility equipment and trash containers from view from public streets and sidewalks.

Guideline: To reduce the urban heat island impact parking lots should be developed with trees planted in ground with guards and curbs as protection at a recommended ratio of 1 tree per 8 parking spaces and with rain gardens to reduce / delay storm water run-off.

3

2

ARCHITECTURE

Sustainable plantings, storm water management and reduced heat island by shading with trees.

IV-FRONTAGE TYPE GUIDELINES

I. Purpose:
This Chapter identifies the frontage types encouraged within Business Improvement District #20, and for each type, provides a description, a statement as to the type's intent and, design guidelines, to ensure that proposed development is consistent with the City's goals for activating street edges through building form, character, and quality within the BID area.

II. Applicability:
The provisions of this Chapter work in combination with the Building Types and street locations as identified in Section II introduction. Section V that follows elaborates the qualitative characteristics applicable to these Frontage guidelines.

III. Allowable Frontage Types by Building Type:
Each Building Type in the Table below identifies recommended Frontage Types. Asterisks note exceptions. This Chapter then provides guidelines for each of the Frontage Types.

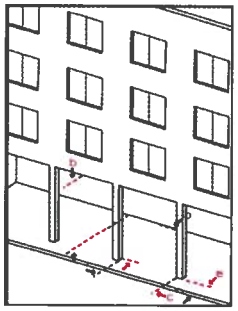
Note: Photo examples and graphic depictions are provided to illustrate frontage types.

Table IV

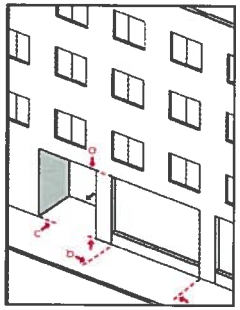
Building Type	Frontage Type					
	A. Arcade	B. Storefront	C. Forecourt	D. Terrace	E. Stoop/Porch	F. Auto/Parking
Commercial Block	Yes	Yes	Yes	Yes**	No	No***
Mixed Use	Yes	Yes	Yes	Yes**	No	No***
Liner Building	Yes	Yes	Yes	Yes**	Yes*	No***
Stacked Dwelling	No	No	Yes	Yes	Yes	No***
Courtyard Housing	No	No	Yes	Yes	Yes	No***
Rowhouse	No	No	Yes	Yes	Yes	No
Raised Rowhouses	No	Yes	Yes	Yes	Yes	No

* Rowhouse Building Types (Stoop/Porch), discouraged on North, Prospect, Maryland, Kennilworth or Ivanhoe.
** Discouraged unless sidewalk slopes significantly along street frontage line and / or for outdoor dining areas.
*** Recommended on secondary street only if no alley adjacent. Recommended on primary street only where alley and secondary street are not adjacent to the development parcel.

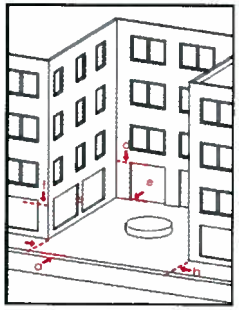
A. ARCADE



B. STOREFRONT



C. FORECOURT



A. ARCADE

B. STOREFRONT

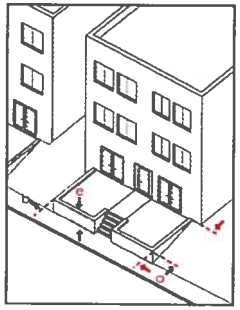
C. FORECOURT

D. TERRACE

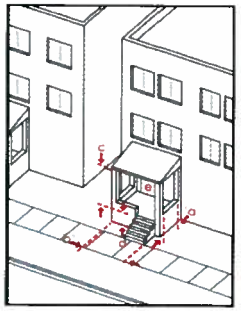
E. STOOP/PORCH

F. AUTOS/PARKING

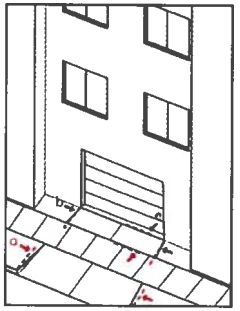
D. TERRACE



E. STOOP/PORCH

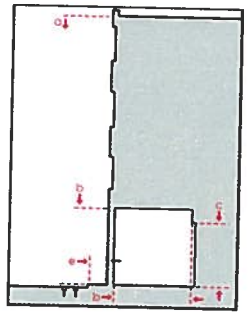


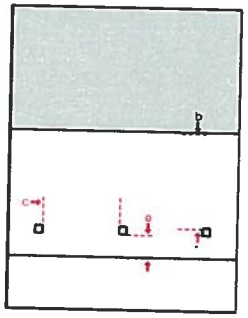
F. AUTOS/PARKING

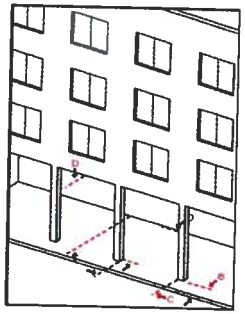


IV-A ARCADE

Arcades are facades with an attached colonnade that is covered by upper stories. This type is ideal for retail use, but most effectively when the sidewalk is fully absorbed within the arcade so that a pedestrian cannot bypass it. This type must also comply with regulations regarding use of the public R.O.W.







1. Configuration

A great variety of arcade designs are possible, but the following guidelines apply:

(a) The height and the proportions of the arcade should correspond to the building facade consistent with the architectural styling of the building.
(b) Min 12 ft clear in all directions. Soffits, columns/arches should be treated consistent with the architecture of the building.
(c) Along primary frontages, the arcade may correspond to storefront openings and:
  i. openings along the right-of-way should be 10 feet clear.
  ii. primary frontage storefront openings should comprise 65% of the 1st floor wall area facing the street and should not have dark-tinted, opaque or reflective glazing.
  iii. storefronts should be min 10 ft to max 16 ft tall.
(d) A bulkhead is to transition between the opening(s) and the adjacent grade. The bulkhead should be between 6 inches and 18 inches tall (aluminum storefront or spandrel panel may not substitute for a bulkhead).
(e) Where allowed arcades should have a maximum setback from property line of 0'.

2. Elements

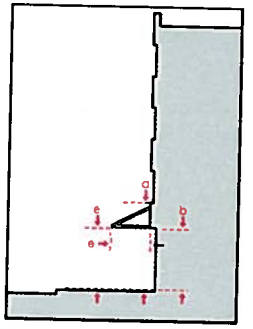
(f) Awnings, signs, etc, should be located at least 8 feet above the adjacent sidewalk and may project for the width of the sidewalk to a maximum encroachment of 6 feet (also see Section III-F and V-D).
(g) Access to businesses should be via door openings preferably spaced every 30' max.

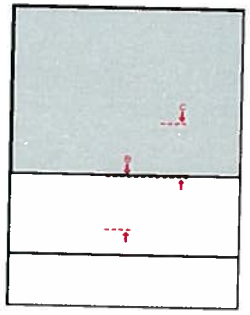
3. Architectural Character

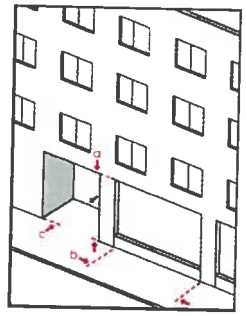
(h) See Street Edge Guidelines in Section V-A thru I.

IV-B STOREFRONT

Storefronts are facades placed at or close to the right-of-way line, with the entrance at side walk grade. This type is conventional for retail frontage and is commonly equipped with cantilevered canopy roof(s) or awning(s). Recessed storefronts are also acceptable.







1. Configuration

A great variety of shop front designs are possible, but the following guidelines apply:
(a) Recommend a minimum of 12 feet clear to max 18 feet tall, as measured from the adjacent sidewalk.
(b) The corresponding storefront(s) opening(s) along the primary frontage should comprise at least 65% of the 1st floor wall area facing the street and not have dark-tinted, opaque or reflective glazing.
(c) Storefronts may be recessed from the property line by up to 2 feet. Exception: at entrances recesses may increase to 4' maximum.
(d) A bulkhead is to transition between the opening(s) and the adjacent grade. The bulkhead should be between 6 inches and 18 inches tall (aluminum storefront or spandrel panel may not substitute for a bulkhead)

2. Elements

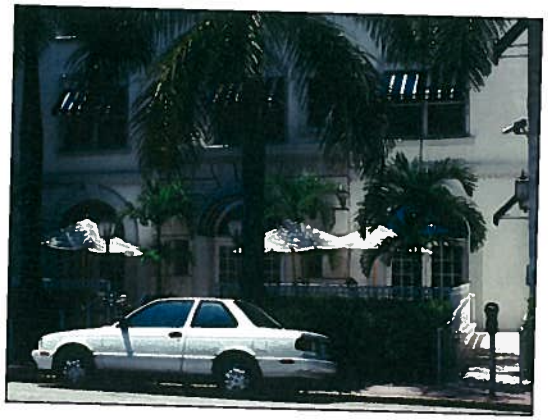
(e) Awnings, signs, etc, should be located at least 8 feet above the adjacent sidewalk and may project for the width of the sidewalk to a maximum encroachment of 6 feet.
(f) Signage should not project within 2 ft of the adjacent curb face(s).
(g) Awnings should fit within openings only rather than extending to cover multiple bays of the building facade. Canopies can extend for multiple bays.
(h) Direct access to businesses should be via door openings preferably space every 30'max.

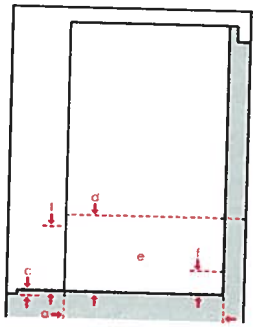
3. Architectural Character

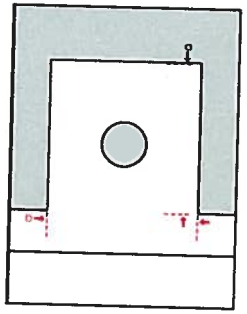
(i) See Street Edge Guidelines in Section V-A thru I.

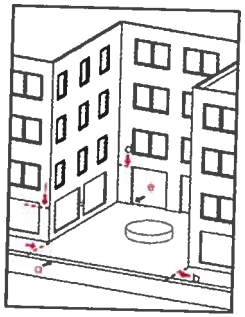
IV-C FORECOURT

Forecourts are a recessed court within a storefront, arcade or terrace frontage. The court is suitable for plazas, gardens, generally entrance transitions and pedestrian amenities.









1. Configuration

A great variety of forecourt designs are possible, but the following guidelines apply:

(a) min. 10 feet deep (clear), max 40 feet deep (clear)
(b) min. 20' wide, max 30% of frontage.
(c) The court may also be raised from the sidewalk, creating a small retaining wall at the property line with entry steps to the court, but should not exceed 3 feet from the adjacent sidewalk grade.
(d) The street edge facades may be recessed from the property line by up to 2 feet. Exception: at entrances recesses may increase to 4' maximum.
(e) Storefronts should be between 12 feet and 16 feet tall, as measured from the adjacent sidewalk.
(f) The corresponding storefront(s) opening(s) along the primary frontage should be at least 65% of the 1st floor wall area and not have opaque or reflective glazing.
(g) Bulkhead: 6 inches min, 18 inches max (aluminum storefront or spandrel panel may not be substituted for a bulkhead).

2. Elements

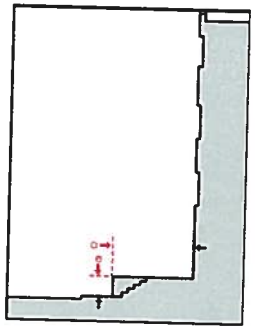
(h) Awnings, signs, etc, should be located at least 8 feet above the adjacent sidewalk and may project for the width of the sidewalk to a maximum encroachment of 6 feet (also see Section III-F and V-D).
(i) Direct access to businesses should be via door openings preferably space every 30'max.

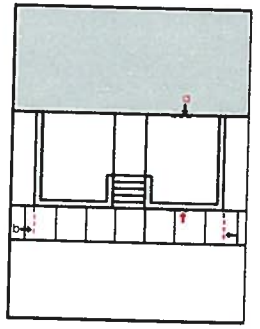
3. Architectural Character

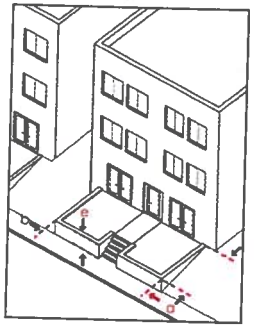
(j) See Street Edge Guidelines in Section V-A thru I.

IV-D TERRACE

Terraces developed as gardens or patios are a common frontage primarily associated with multiple-family housing, but are frequently used with other building types depending on the context in all cases, where the facade is set back from the right of way. A retaining wall at the property line is typically used to define the generally raised semi-public space of the terrace with entry steps / ramps to the terrace level, although terraces may be recessed based on specific circumstances of project site.







1. Configuration

A great variety of terrace designs are possible, but the following guidelines apply:

(a) built at the property line and a min. 6 ft deep, max. 12 ft deep (clear);
(b) min. 24 ft wide (clear) for centered entry; min 16 ft for asymmetrical entry.
(c) In no case should terraces be raised more than 3 feet or recessed more than 2 feet from the adjacent grade.

2. Elements

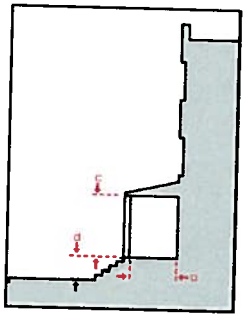
(d) Walls defining and retaining the terrace should be of masonry or decorative concrete, bermed with appropriate landscaping or trellis, and should not exceed 3 feet in height from the adjacent sidewalk. Walls retaining the sidewalk for recessed terraces may be concrete.
(e) Guardrails and stairs / ramps within the setback should comply with local codes and should architecturally be compatible with the adjacent building.
(f) The corresponding facade(s) opening(s) along the primary frontage should be at least 65% of the 1st floor wall area and not have dark-tinted, opaque or reflective glazing.
(g) Encourage direct access to the terrace via adjacent facade glazed door openings.

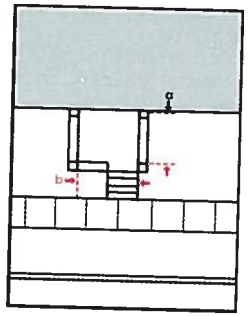
3. Architectural Character

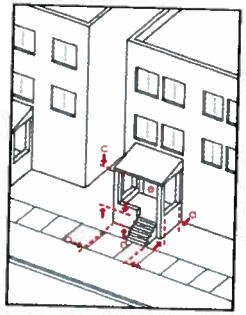
(h) See Street Edge Guidelines in Section V-A thru I.

IV-E STOOP/PORCH

Stoops are elevated entry porches/stairs placed close to the property line with the ground story elevated from the sidewalk, securing privacy for the windows and front rooms. This type may be suitable for ground-floor residential uses with short setbacks. This type may be interspersed with the storefront frontage type. A porch roof may also cover the stoop.







1. Configuration

A great variety of stoop / porch designs are possible, but the following guidelines apply:

(a) min. 6 feet deep (clear)
(b) min. 8 feet wide (clear)
(c) min. 10 ft tall (clear).
(d) Stoops should be raised to transition into the building. The ground story should not be elevated more than 3 feet above the adjacent sidewalk.
(e) Stoops should correspond directly to the building entry(s).
(f) Steps may be recessed from the property line by up to 2 feet.

2. Elements

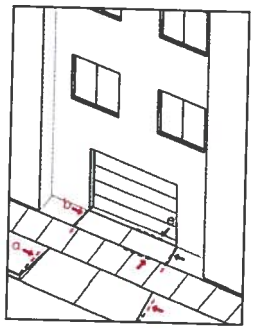
(g) Walls defining the stoop should be of masonry not exceed 36" from the highest adjacent finished grade.
(h) Residential opening(s) along frontages should be at least 55% of the wall area and should not have opaque or reflective glazing.

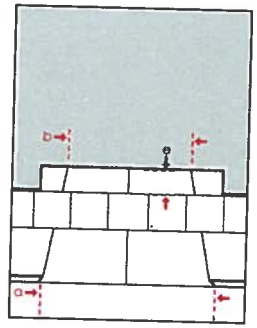
3. Architectural Character

(i) See Street Edge Guidelines in Section V-A,B,C & F.

IV-F AUTO/PARKING

Auto and parking frontages address vehicular access point requirements as well as frontages where surface parking is allowed in close proximity to street edges. There should be no unscreened views into parking areas from public rights- of-ways.





1. Configurations

A great variety of designs responses are possible, but the following guidelines apply:

(a) 1 curb cut per facade max. with max. 24 feet width (clear).
(b) Driveway perpendicular to property line with garage door max. 20 feet wide.
(c) At parking lots along street edges provide plantings in landscaped strip min. 6 feet deep; exception 4' if screen wall is provided.
(d) Building parking entry facades should be recessed from the property line 2 feet min.

2. Elements

(e) Garage door should be recessed from facade min. 4 feet deep (clear)
(f) Garage door should be transparent (windowed) or translucent (paneled) or a combination of the two. Bollards at edges are permitted. (Garage doors on older or historic buildings should be compatible with the original architecture of the building.)
(g) Provide sustainable native plants and trees to City of Milwaukee parking lot edge standards per code section 295-405.
(h) Provide parking lot screen walls in well crafted concrete, brick masonry, wood, wrought iron, metal (wood/metal combination) or decorative materials of suitable durability, character and scale, See Section III-G.

3. Architectural Character

(i) See Street Edge Guidelines in Section V-A,B,C & F.

V-STREET EDGE GUIDELINES

I. Intent
The street edge is the pedestrian zone. This is critically important in urban retail and entertainment environments. It must certainly provide a comfortable, pleasant experience. However, the best of these convey exhilaration and excitement to visitors. Of course the ground floor tenant mix is crucial, but the environment created can also help to attract complimentary businesses contributing to a critical mass, an image and an associated buzz. As the market for a "retail environment" gains momentum, successful shopping streets may expand to a ground floor, lower level and second story level of activity—even round-the-corner businesses.

These street edge guidelines bring the Urban Principles and Architectural Guidelines to bear where the environment can be touched and seen close up. BID #20 has a continuing commitment to maximizing the potential of the District, supporting it with branding and promotional events, and enhancing the District with finely crafted public amenities and art.

The concepts presented here challenge the Architect and the Development Team to create engaging design solutions that contribute to the overall visual environment going beyond merely building "space for rent" by extending the design quality intent evident in the City's and the BID's commitment and as emphasized in sections I-IV to support a high quality of urban life, civility and experience along all district street edges.

II. Applicability
Each building or renovated building element should be designed to fit into the District by responding to the design issues in this Chapter, subject to the review and approval of the Architectural Review Board.

III. Guidelines
This section of the Guidelines addresses the urban concepts of Living Street, Visual Interest and Fine Grain Context along the street edge where people experience them most intensely. They extend the quantitative aspects of the Frontage Guidelines to qualitative concerns defined for special consideration in the following design element categories.

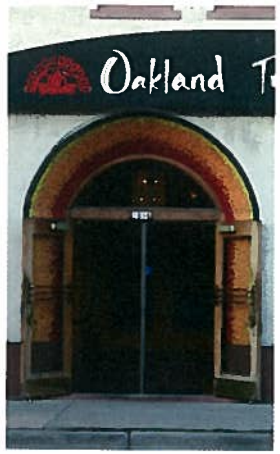
A. Entrance Elements

B. Windows

C. Architectural Detail

D. Signs

E. Visual Access / Display



F. Color

STREET EDGE

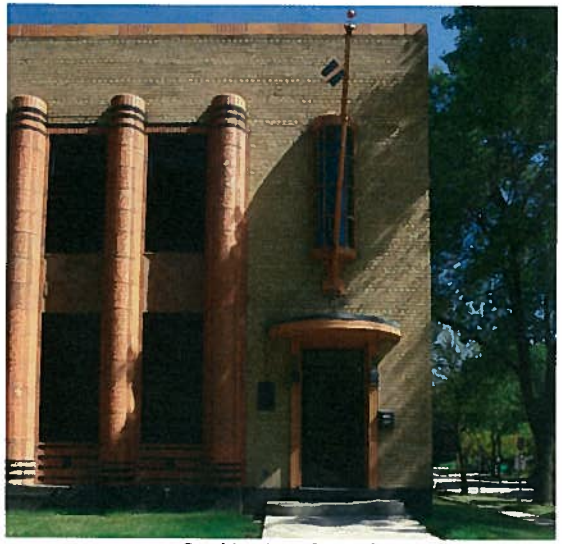
G. Public Art / Amenities

H. Lighting

I. Maintenance

V-A ENTRANCE ELEMENTS

Principle: Architecturally elaborate the entrance(s) as appropriate transition(s) that graciously invite the customers / guests into your place of business or abode.



Combination of complimentary elements

6

Note: Number designations reference text to photo examples.

Guideline: Embellish entrances as visually distinct transition spaces defined by a combination of architecturally coordinated forms and elements. Include some combination of the following:

1. Overhead protection;
2. Columns, pilasters, walls, arches, etc. that signify gateway or threshold;
3. Surface and / or material changes;
4. Architectural ornament;
5. Changes in level;
6. Special lighting.

Note: Also see Section III-C. Architectural Detail and Surface Enrichment

4

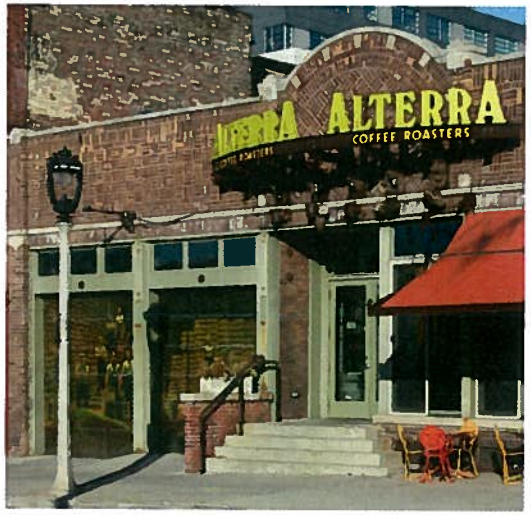
1

2

STREET EDGE

3

5



V-B Windows

Principle: Fenestration should correspond to the level of privacy vs public exposure appropriate to the building type and the interior space use.

Well proportioned multi-lite configuration

5

Guideline: Maximize transparency. Provide well proportioned multi-light configurations with transoms, sidelights and articulated window openings consistent with building's architectural style and with pedestrian scale.

Guideline: For existing buildings retain original openings.

Guideline: Storefront security grills are discouraged, but all proposed designs should include some combination of the following:

1. Operable windows that open wide.
2. Low sills providing an invitation to view in and out;
3. Thickening the wall at the edges of the opening to frame it;
4. Articulating the window head and / or sill;
5. Color and / or material change;
6. Ornamentation of the window frames and window surrounds;
7. Clear glass is recommended, (clear low-e is acceptable). Dark or mirrored glass is discouraged.

2

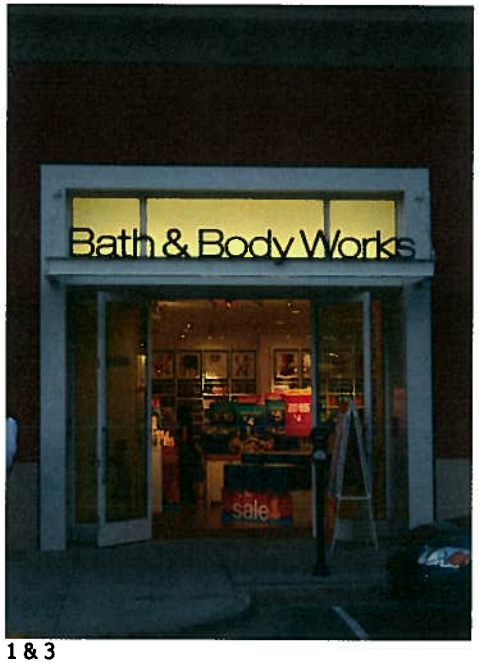
Original openings to be retained - avoid blocking in windows

6

7

STREET EDGE

Note: Number designations reference text to photo examples.

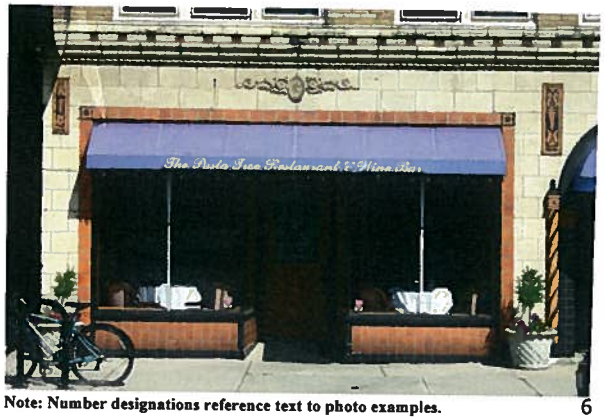


1 & 3

3 & 4

V-C Architectural Detail

Principle: At ground floor, street edge facades, entries, storefronts and display windows, architectural detail and surface enrichment can be viewed close up and for longer periods of time, and therefore should be designed with greater concentration and intensity of effect, and careful attention to finishing and detail.



Note: Number designations reference text to photo examples.

6

5

Guideline: Consistent with Dressing the Building in Section III-C, integrate design elements and surfaces to provide visual complexity / light and shadow for close up viewing. Strategies to enrich a façade may include:

1. Including natural materials rich in color & grain.
2. Patterning materials.
3. Fine craftsmanship.
4. Systems with refined detailing.
5. Retaining historic elements.
6. Installing special ornamental surfaces.
7. Integrating graphic art.

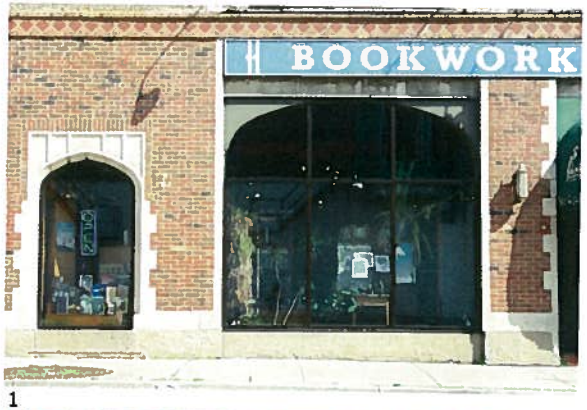
Guideline: Architectural ornamentation should be integral to the building envelope or cladding design, not off the shelf or spurious elements merely applied or visually pasted on. The following are discouraged:

(a) Foam cornices or other architectural faux detailing.
(b) Out of character architectural trim elements.

Austere facade with limited visual interest.

3

2

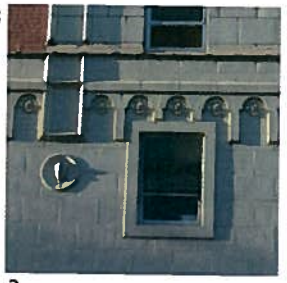


1

6

4

3



2

4

STREET EDGE

V-D Signs

Principle: Purposely created to vie for visual attention, signage must be of the highest visual design and fabrication quality.

Elegant Earing

Shiney Medallion

Lit Charm

Sparkling Broach

SIGNS AS URBAN JEWELRY

Crafted Necklace

Chunky Bracelet

Note: Number designations reference text to pboto examples.

Guidelines: Emulate the District's theme and commitment to signage as an essential or signature element of the building facade, a kind of "urban jewelry", but compliant with City signage code regulations. Consistent with the District's signage quality goals the following signage types are discouraged:

1. Internally illuminated box signs;
2. Pole mounted / pylon Type "B" signs;
3. Additional billboard signs;

Also:

4. Preexisting noncompliant signs should be removed within 90 days of tenant change;
5. Fabric banner signs should be replaced every 24 months; (extensions can be approved if banner is well maintanined).
6. Temporary signs should be no more than 10% of display window area.

Guidelines: Signs should be placed with concern for all details, for scale and relationship to façade composition, with appropriateness of location, size, and quality of materials, fabrication, color, lighting and attachment detailing.

District Gateway

Discourage Illuminated Box Signs

Symbolic Imagery

High Quality Corporate

Dynamic Expression

Exuberant Marquee

STREET EDGE

OTHER SIGN CONCEPTS

Classy Neon

Changing Daily

Concern For All Details

URBAN SCALE CONCEPTS

Building Signage Plan

Focal Point Key Corners

District Digital Billboard

SIGNAGE TO BE AVOIDED

Illuminated Box Signs On Poles

Additional Billboards

Too Many Signs

V-E Visual Access/Display

Principle: Lively streets are safe streets, but windows can only promote street activation and improve security along the street if they visually connect passersby to busy building interior spaces that are visually, if not physically accessible to the public.

1

Note: Number designations reference text to photo examples.

Guidelines: Ground floor uses and spaces, both retail and non-retail, should contribute to activating the street and engaging passersby, by the following:

1. Provide the space for and encourage window displays showcasing merchandise in dramatic, innovative ways;
2. Where building orientation creates comfortable micro-climates, connect the inside of eating and drinking establishments directly to the outside whenever weather permits by operable window or door sys tems that open wide;
3. Open views into residential and commercial lobbies;
4. Street level window coverings are discouraged.
5. Outdoor merchandising, e.g. sidewalk display of merchandise that draws customers into stores, is encouraged.

1

5

3

1

V-F Color

Principle: With a northern geographic location, Milwaukee is subject to cool temperatures and gray skies much of the year. Warm colors of façade materials and light sources that help to psychologically offset the climate's impact are encouraged.

1 & 5

Note: Number designations reference text to photo examples.

Guidelines: Coordinate color selection, but strive for diversity and visual quality:

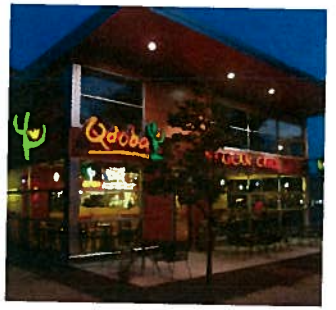
1. New facades should be harmonious with neighboring facades.
2. Natural materials often provide a warm, muted earth tone palette.
3. Facades can be color neutral backgrounds with colorful details.
4. Use intense colors artfully for an overall harmonious effect.
5. Light colors bring out visual detail, dark colors obscure them.
6. Encourage colorful seasonal plantings and floral displays.
7. Encourage outdoor merchandising that adds color to street life.
8. Use lighting systems to bring color tastefully to the night scene.

3

6

4

8



STREET EDGE

V-G Public Art/Amenities

Objective: The best streets are memorable places improved by coordinated furnishings, surface detailing and exceptional public art that personalizes and adds richness.

1

5

Guidelines: Enhance the street edge and site, (also see Section III-G and IVF), with durable, functional, urban public space amenities:

1. Benches, sitting walls, tables and chairs placed for comfort and social interaction;
2. Bicycle racks, public information displays, (kiosks), and pedestrian lighting placed for convenience of use;
3. Shelters at bus stops, and elsewhere;
4. Trees and vegetation suitable and sustainable for their location;
5. Paving treatments that mark entries and/or enhance safety;
6. Public art, sculptural, graphics, (mural or sign art), or architecturally integrated building features.
7. Lighting applications as public art.
8. Identifiers or wayfinding.

1

2

Note: Number designations reference text to photo examples.

2

6

6

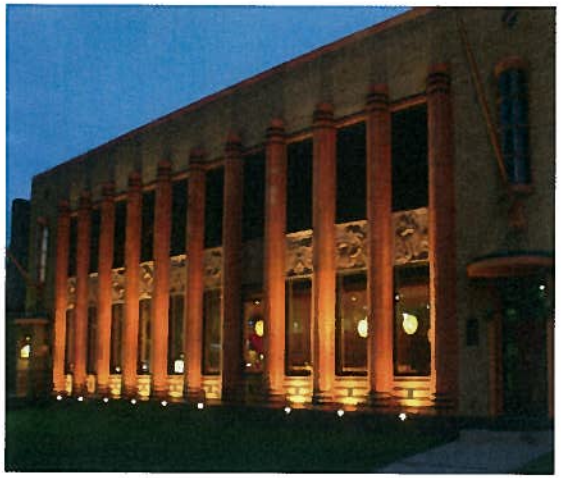
4

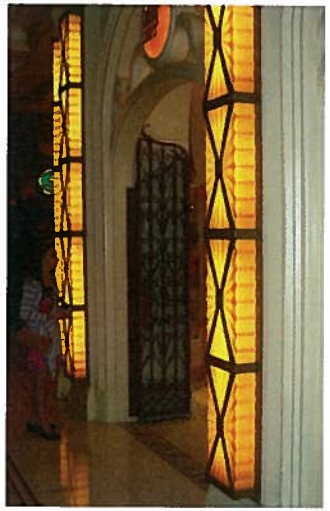
3

STREET EDGE

V-H Lighting

Principle: Visual interest so critical to the quality of a Retail and Entertainment District by day must be extended into the evening and night time by well designed lighting systems that artfully dramatize the qualities of the architecture, promote safety and security and enhance the mystique and allure of the East Side.





Note: Number designations reference text to photo examples. 1 2

Guidelines: Design exterior lighting elements that will showcase the best features of the architecture. This may include:

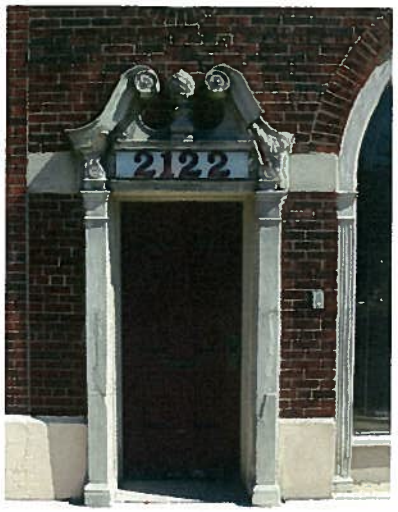
1. Creating lighting effects that graze surfaces to highlight form and detail, or setting up visually effective pools of light rather than uniform dull lighting or glaring overhead flood lighting;
2. Selecting exterior fixtures appropriate in size, shape, style, material and color;
3. Concealing conduit whenever possible, and when not possible making it inconspicuous by painting to match façade material;
4. Using light sources that provide color temperatures that are neutral or warm, (metal halide or incandescent typically), approximately 3000 degree Kelven with 80+ color rendition index that enhance the façade's color and materiality;
5. Shielding façade lighting sources from view to avoid glare;
6. Limiting light spillage onto residential windows and adjacent buildings;
7. Facilitating ambient light spillage without glare from store**front** window displays onto adjacent sidewalks improving merchandising, pedestrian safety and visual quality of the urban setting;
8. Replacing burned out lamps and damaged fixtures.

Note: Also see City of Milwaukee Lighting Codes, 295-409 and Signage Codes, 295-407 for sign lighting limitations.

7

V-I Maintenance

Principle: Maintenance and cleanliness are fundamentally important to attracting patrons / visitors, assuring reasonable user behaviors, and creating an orderly environment that fosters good public etiquette.



STREET EDGE

Guideline: All property owners should maintain their property completing repairs in a timely manner consistent with the building's architecture and regularly replacing elements and/or materials showing wear and deterioration.

Guideline: Tenants should take responsibility for cleaning sidewalk spaces in front of their business and maintaining their signage and other leasehold improvements.