CUDAHY

GATEWAY & CITY CENTER PLAN

DECEMBER 16th, 2020

RINKA+



GATEWAY & CITY CENTER PLAN

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INTRODUCTION



FIGURE 1.1.1: Conceptual Planning Area Rendering

1.1 Purpose

The purpose of this document is to communicate the overall vision for the Gateway and City Center Plan (GCCP) within the City of Cudahy in the form of a Planned Unit Development (PUD) Zoning Ordinance. The vision includes strategies and recommendations for the following considerations:

- **Future Land Use**
- **Organizing Principles**
- **Development Design Guidelines**
- **Development Plans (General Development Plan)**

The planning area boundary identified in Figure 1.1.2: Planning Area Sub-Boundary Map, coincides with existing Redevelopment Districts #1 and #2, and with the Downtown/Lakeside Commons zoning overlay. Within that area the GCCP outlines a vision to unify and activate the underutilized areas with green-walkable connections, and mixed-use destinations from the City's northwestern gateway at Layton Avenue, to a proposed city center along Historic Packard Avenue, building off its historic and celebrated industry with arts, culture, and family friendly entertainment.

The general development plan and conceptual imagery offers an informational road map or path for developers and the City of Cudahy to fulfill this vision and represent the strong authentic history and vision for the future of the City of Cudahy.

1.2 Community Engagement

The guidelines developed for the Gateway and City Center Plan are the culmination of a planning process started in August, 2019 by a collaborative visioning session, and design charrette, hosted by RINKA with the support of the Mayor, community stakeholders, and additional representatives of the City of Cudahy.

During these sessions, stakeholders participated in activities with the intent of understanding the ideal experiences for residents or visitors of the community, while establishing the values and priorities that respond to the broader environmental, social, and economic relationships of Cudahy.

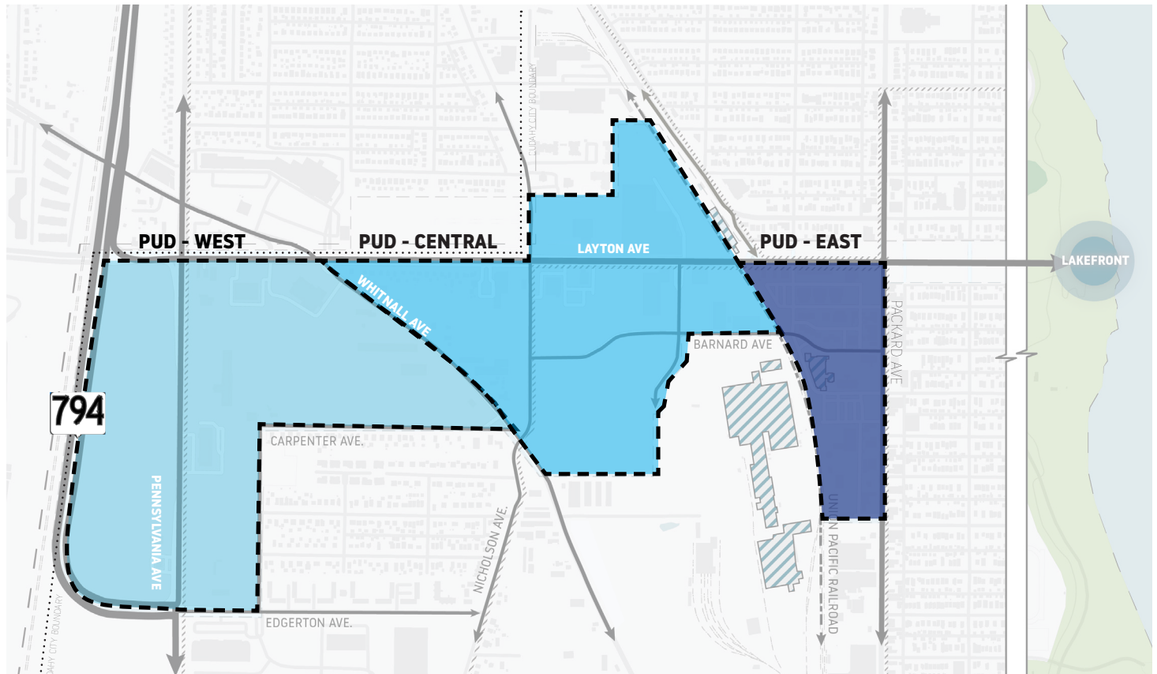


FIGURE 1.1.2: Planning Area Sub-Boundary Map

1.3 Existing Site Conditions and Background

1.3.1 Site General Opportunities

Spanning from Pennsylvania Avenue, east to Historic Packard Avenue, the GCCP supports industrial scale transportation, two points of access to Interstate 794 (I-794), and Lakefront/ Downtown access via the Layton Avenue Corridor. The project site is intersected by Whitnall Avenue, and then again by the Union Pacific rail line that dates back to the origins of the City as a trading settlement.

The unique location and extents of the GCCP have been historically impacted by the development efforts this plan aims to unify. Whitnall Avenue services mostly sparse residential and light industrial users, and Layton Avenue itself has served as a commercial corridor supporting the City of Cudahy, but now both lie underutilized and partially vacant.

The natural setting along Nicholson Avenue provides wetland, habitat, and flood pattern considerations that need to be considered throughout development of the planning area.

The work to mitigate barriers to development is already underway with the Community Development Authority (CDA) working on acquisition, remediation, and development of several parcels in the project area.

With the unification of these zones, the City has the opportunity to create a connected, vibrant, walkable downtown business district, while integrating access from I-794, General Mitchell International Airport, and Lake Michigan.



FIGURE 1.3.1.1: Layton Avenue West Gateway Sign



FIGURE 1.1.3.2: Packard Avenue and Layton Avenue Intersection

1.3.2 Existing Infrastructure

Per the Cudahy Municipal Zoning Code, the GCCP contains land currently zoned as Neighborhood (B-1), Community (B-2), Central (B-3), and Highway Business District (B-5), Lowland Conservancy District (C-1), Institutional District (I-1), Limited Manufacturing District (M-1), Park District (P-1), Single Family & Two Family Residential District (RD-2) and Multifamily Residential District (RM-2).

Additional restrictions with zoning currently apply due to proximity to Mitchell International Airport. Starting at Lake Michigan, building heights have height restrictions at 150' tall and reducing to 35' tall as you approach Pennsylvania Avenue and the west boundary of the planning area.

The buildable areas of the planning area may be rezoned as a part of the redevelopment process. Zoning district designations and related parameters are included within this PUD document.

Roadways and Vehicle Access

The planning area is bound on the west by I-794, a primary north-south route in southeastern Wisconsin, serving as a vital link between Milwaukee, Wisconsin, and Cudahy, Wisconsin.

I-794 begins with a junction at Interstate 94 (I-94), and Interstate 43 (I-43), in downtown Milwaukee. I-794 then extends southward, terminating and transitioning into Layton Avenue and Pennsylvania Avenue and the start of the planning area, acting as the main arterial and primary source of vehicle traffic.

Pennsylvania Avenue, Packard Avenue and Lake Drive run north and south through the site providing truck access

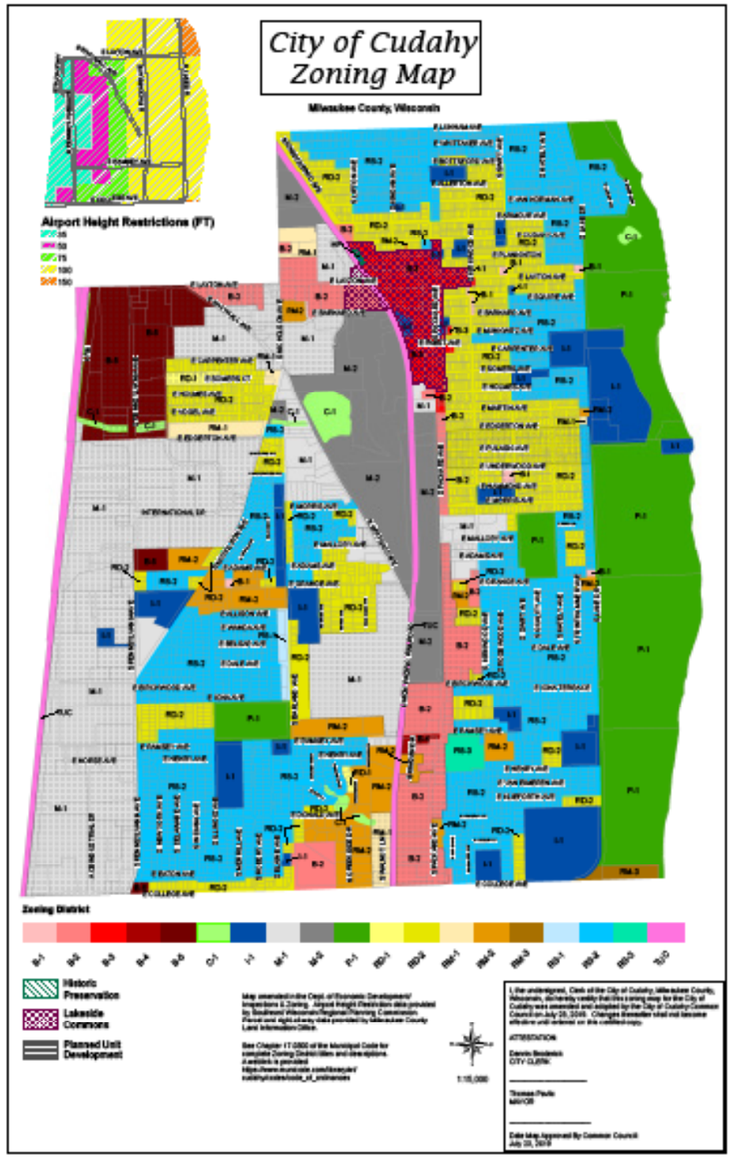


FIGURE 1.3.2.1: City of Cudahy Zoning Map

throughout the city. Layton, Carpenter, and Barnard Avenues provide east and west connections, with Layton Avenue serving vital commercial destinations. The conceptual infrastructure relies on an existing internal street network as well as newly proposed streets.

Parking

Parking within the planning area is limited to secondary roads and surface lots. There is on-street vehicle parking along Packard Avenue and Barnard Avenue. There are also several large parking lots associated with businesses within the planning area.



FIGURE 1.3.2.2: Cudahy Family Library Photo

Pedestrians

Sidewalks are present on both sides of Layton Avenue, Packard Avenue and on select portions of non-residential roads.

The planning area has existing internal pedestrian paths along the lakefront, in residential areas, and throughout the majority of the Downtown/ Lakeside Commons District.

Bicycles

There are currently no existing bike lanes or shared bike lane markings on Layton Avenue or any of the side streets along the Site with the one exception of Packard Avenue. There are no bicycle racks/parking on Layton Avenue or adjacent local streets with the exception of Packard Avenue.

Trails

The Oak Leaf Trail is located to the east of the planning area. It is a paved multi-use trail that runs along the west side of Lake Michigan into the City of Milwaukee, and north to Brown Deer.

Transit/Bus

Bus routes 15, 52, and 55 run through the City of Cudahy using Layton Avenue, Packard Avenue, Pennsylvania Avenue and Lake Drive to create a loop before returning to the Milwaukee County Transit System (MCTS) Transit Center in Milwaukee.

Surface Conditions

The west portion of the planning area between I-794 and Pennsylvania Avenue contains "Brownfield" sites that the City may develop when soil conditions allow.

Additional areas within the planning boundary contain pockets of wetlands, that can be identified and addressed in conjunction with WDNR procedures.

Utilities

Overhead electrical transmission and service lines run along Nicholson Avenue, bisecting through the center of the planning area. Secondary typical power-lines spread across the site along roadways.

GENERAL DEVELOPMENT PLAN

2.1 Mission and Goals

Mission Statement

Our goal for the City of Cudahy is to instill pride in the strong authentic identity of its people, with a vision for the future that celebrates the industry and innovation of both past and present. Re-energizing & unifying neighborhoods with interconnected green space, arts, culture, and entertainment we have an opportunity to restore and improve a one of a kind, truly unique family-friendly community.







Design Goals

1. Activate City Center

- *Create a City Center celebrating the past and future of the City of Cudahy, providing a nexus to grow and gather around.*

2. Create Gateway

- *Give the City of Cudahy a true Gateway, celebrating its history, industry, people, and arts, solidifying an identity for the future.*

3. Improve Walkability

- *Develop a densely planned community that promotes active lifestyles and minimizes the need for vehicular use within the immediate area.*

4. Green Connection

- *Build a development that serves to link the West and East sides of the City of Cudahy from Gateway, to City Center, and lakefront. Provide a new green connection for local community residents to access existing natural amenities.*

5. Enhanced Infrastructure

- *Maximize, integrate, and complete infrastructure to achieve desired densities, and support new, existing, and historic amenities.*

6. Enriched Identity

- *Restore the historic identity and create a positive perception of Cudahy as a culturally rich, family oriented, and vibrant community.*

7. Diversify Culture

- *Define development goals that will identify the City of Cudahy to be a progressive and diverse minded model community with arts, entertainment, and family-focused opportunities.*





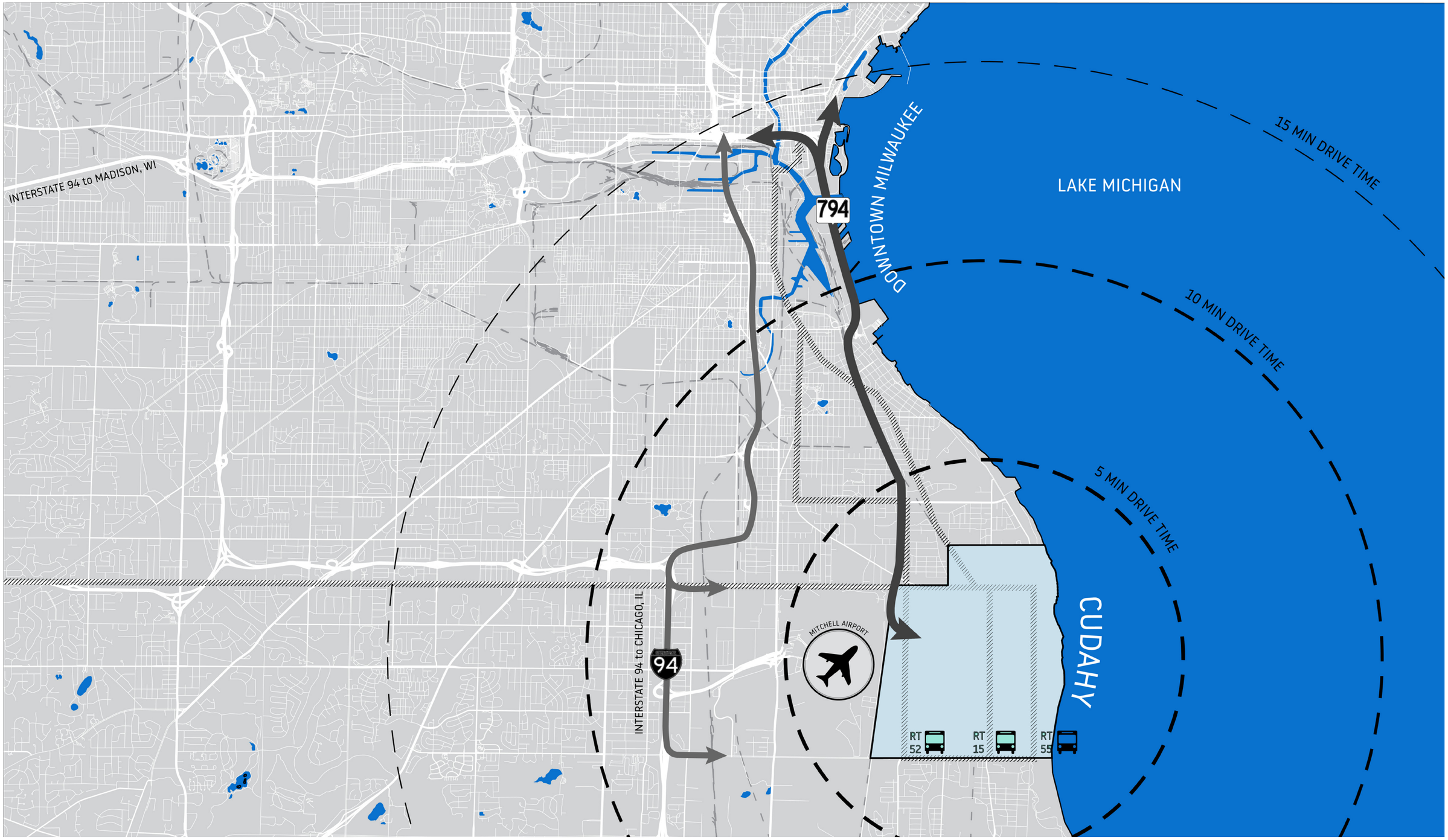




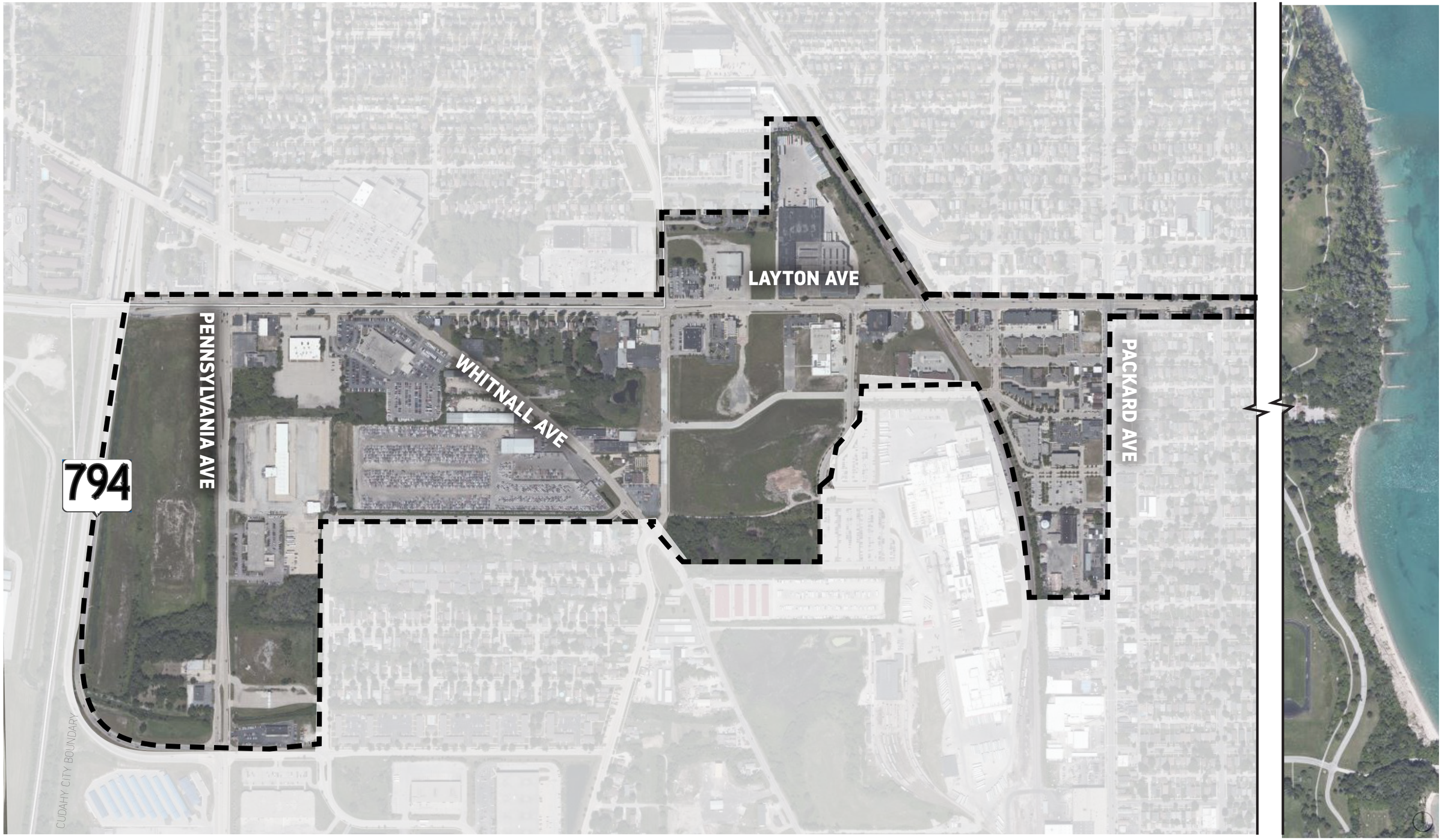




2.2.1 Organizing Principles - Regional Vicinity Map

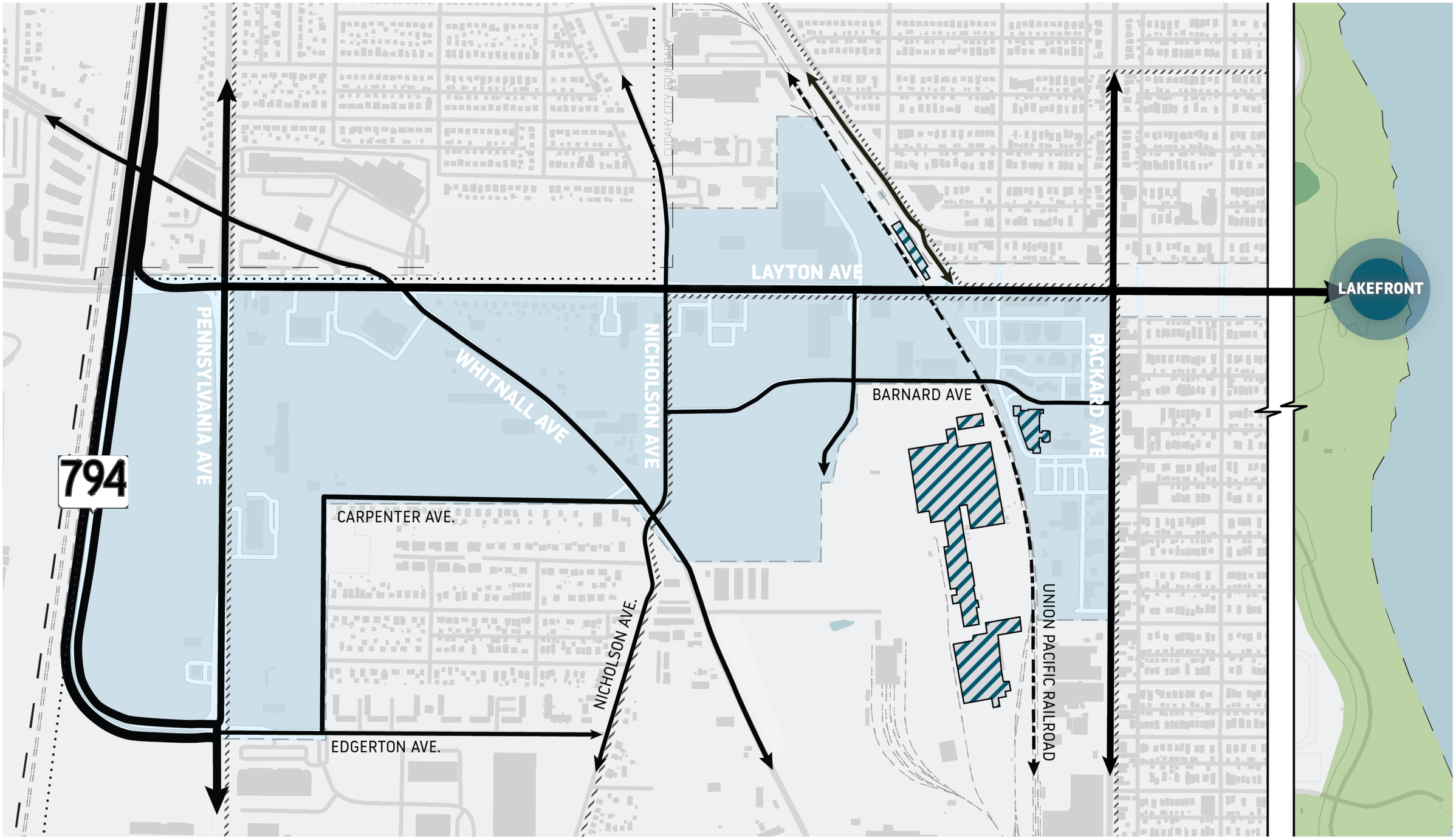


2.2.2 Organizing Principles - Planning Area Satellite Image

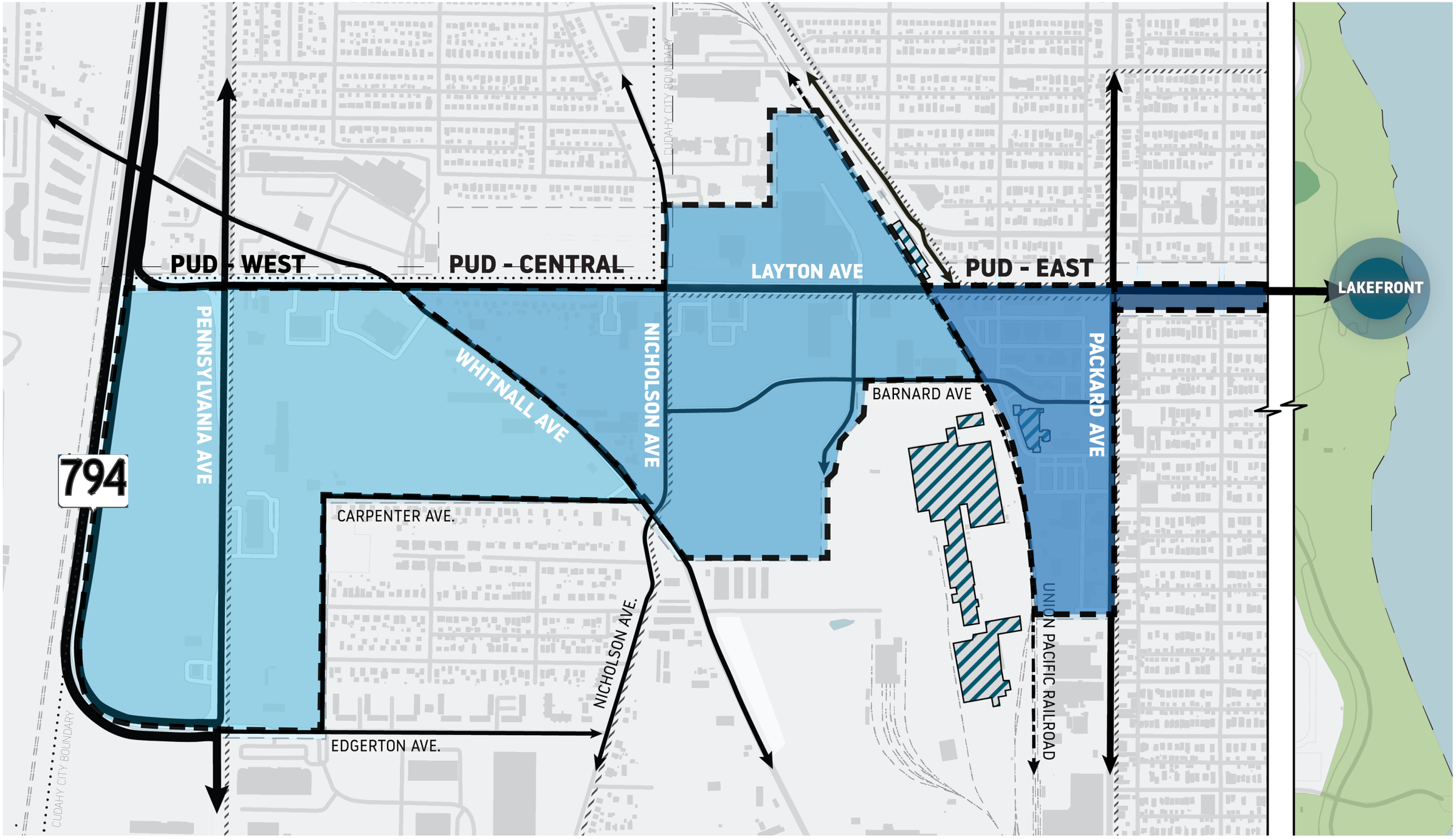


2.2.3 Organizing Principles - Planning Area Context Map

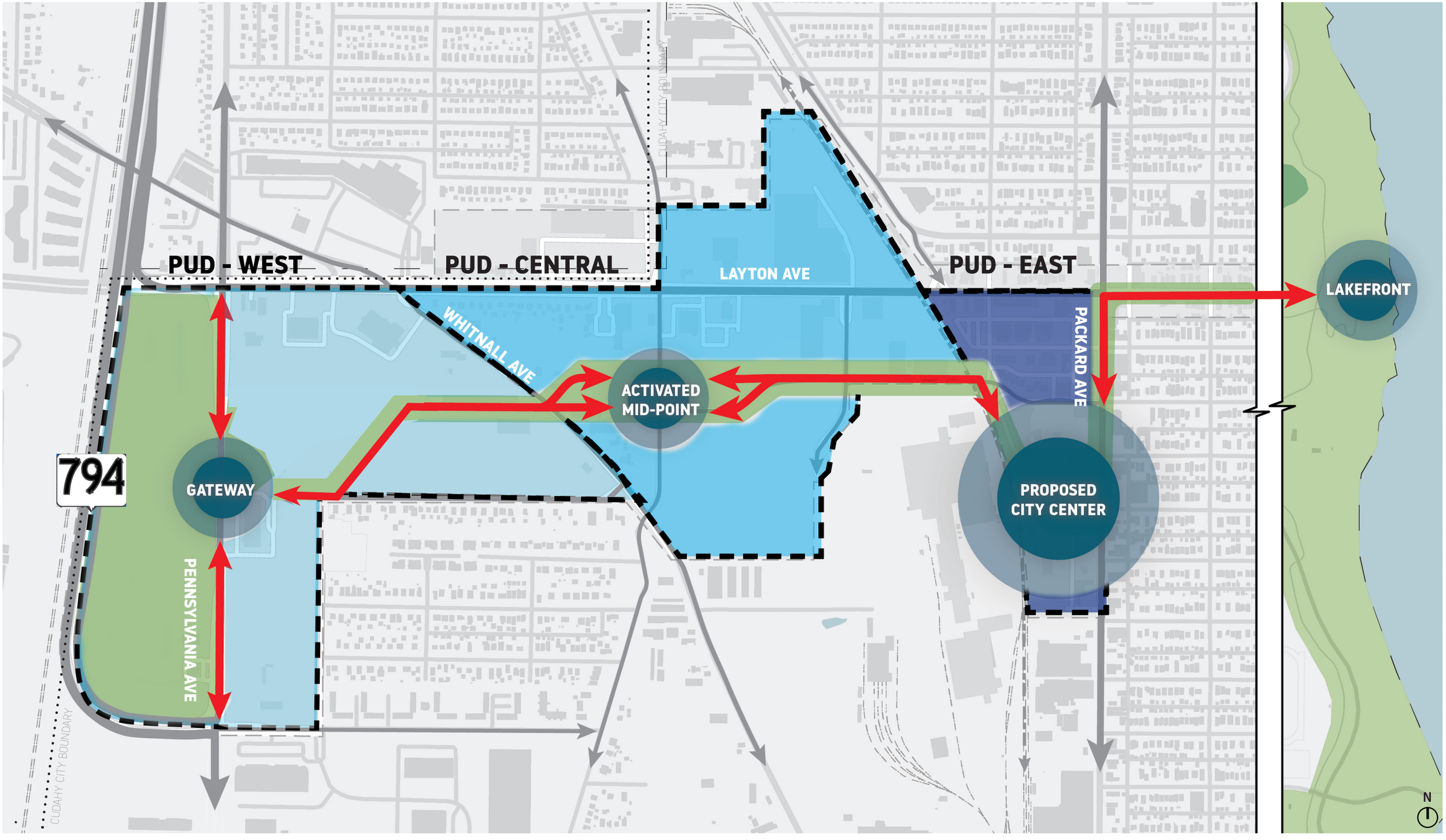
Existing Context - Planning Area



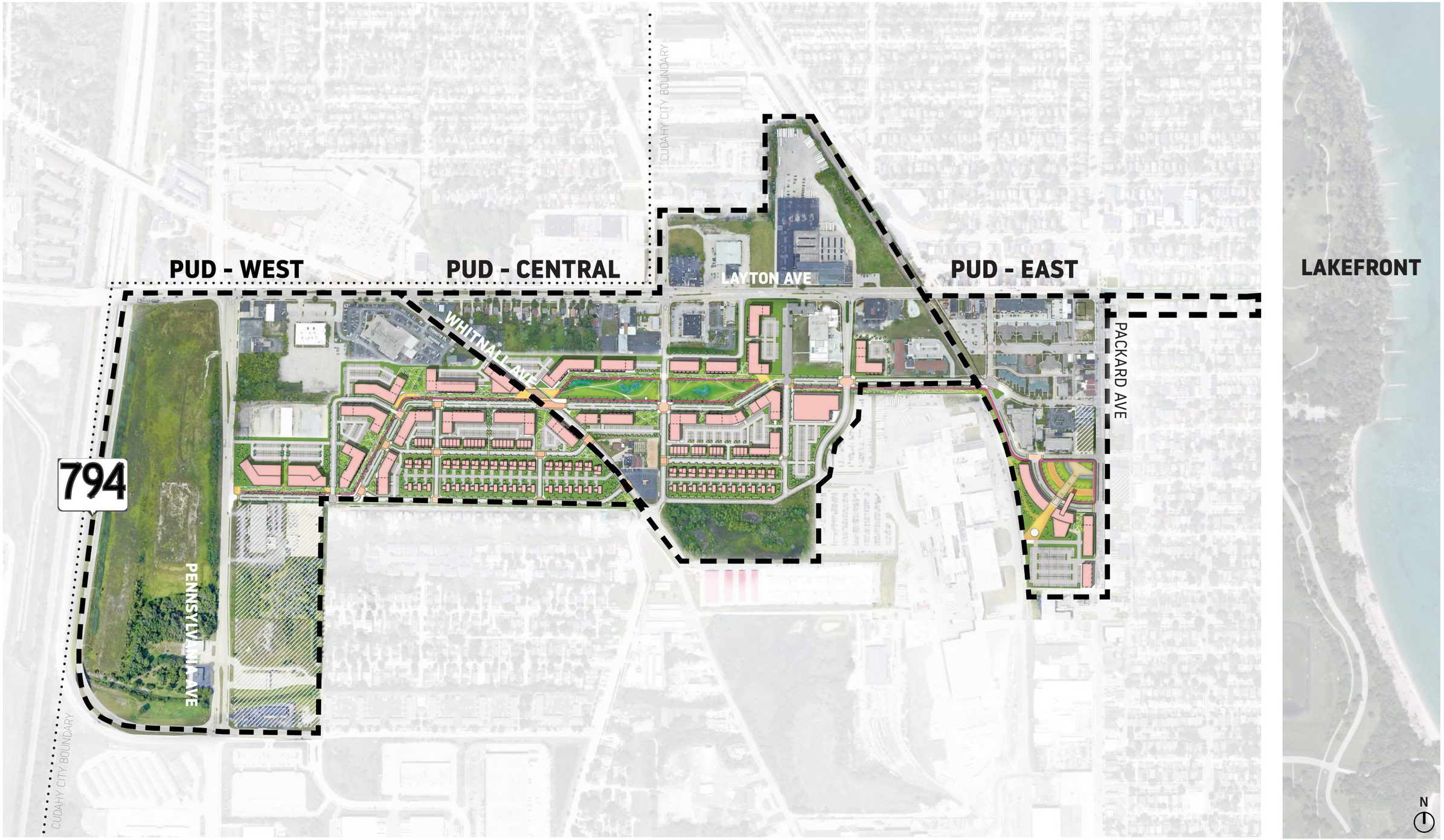
2.2.4 Organizing Principles - Planning Area Sub-Boundary Map



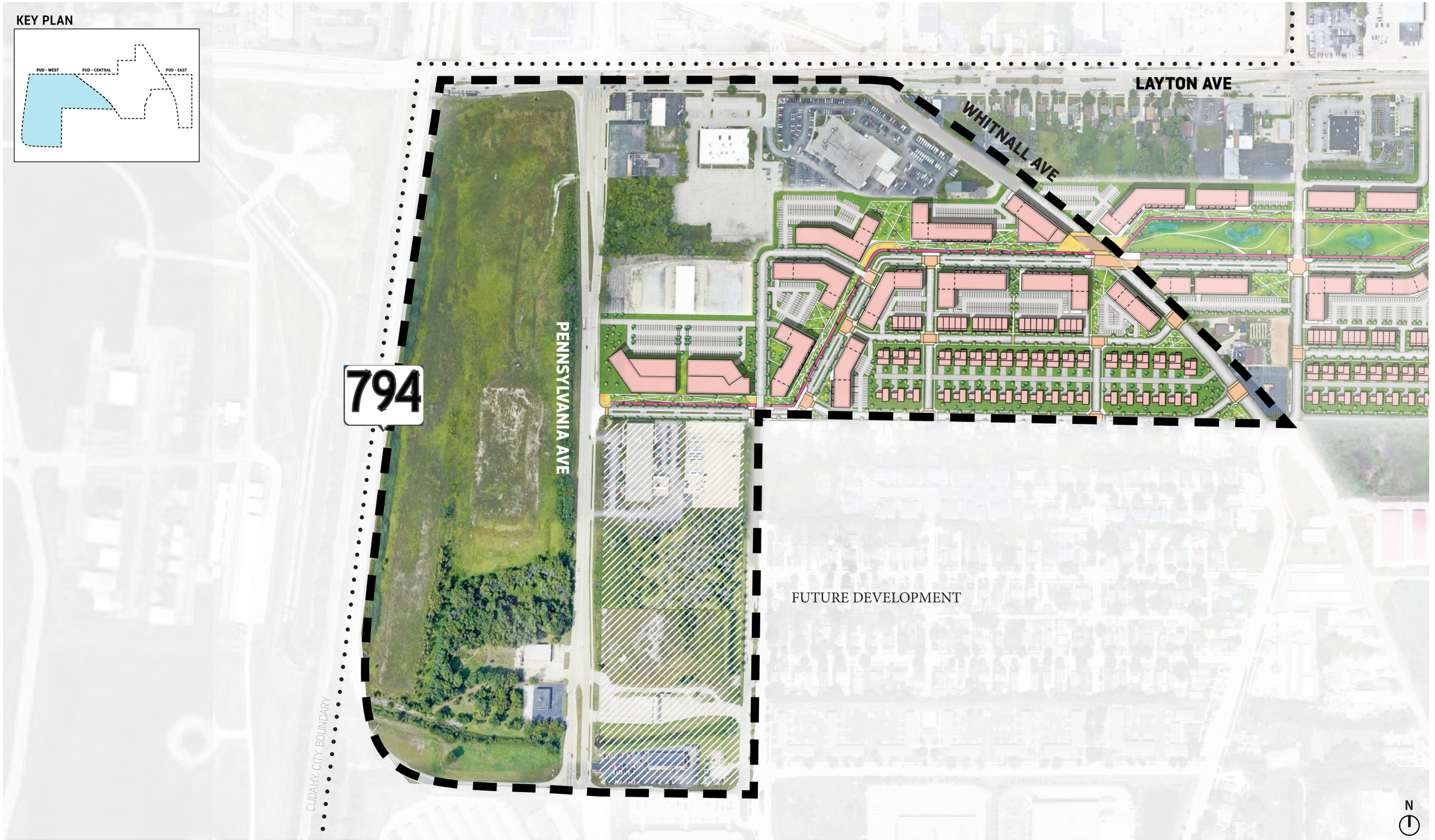
2.2.5 Organizing Principles - Connections & Destinations



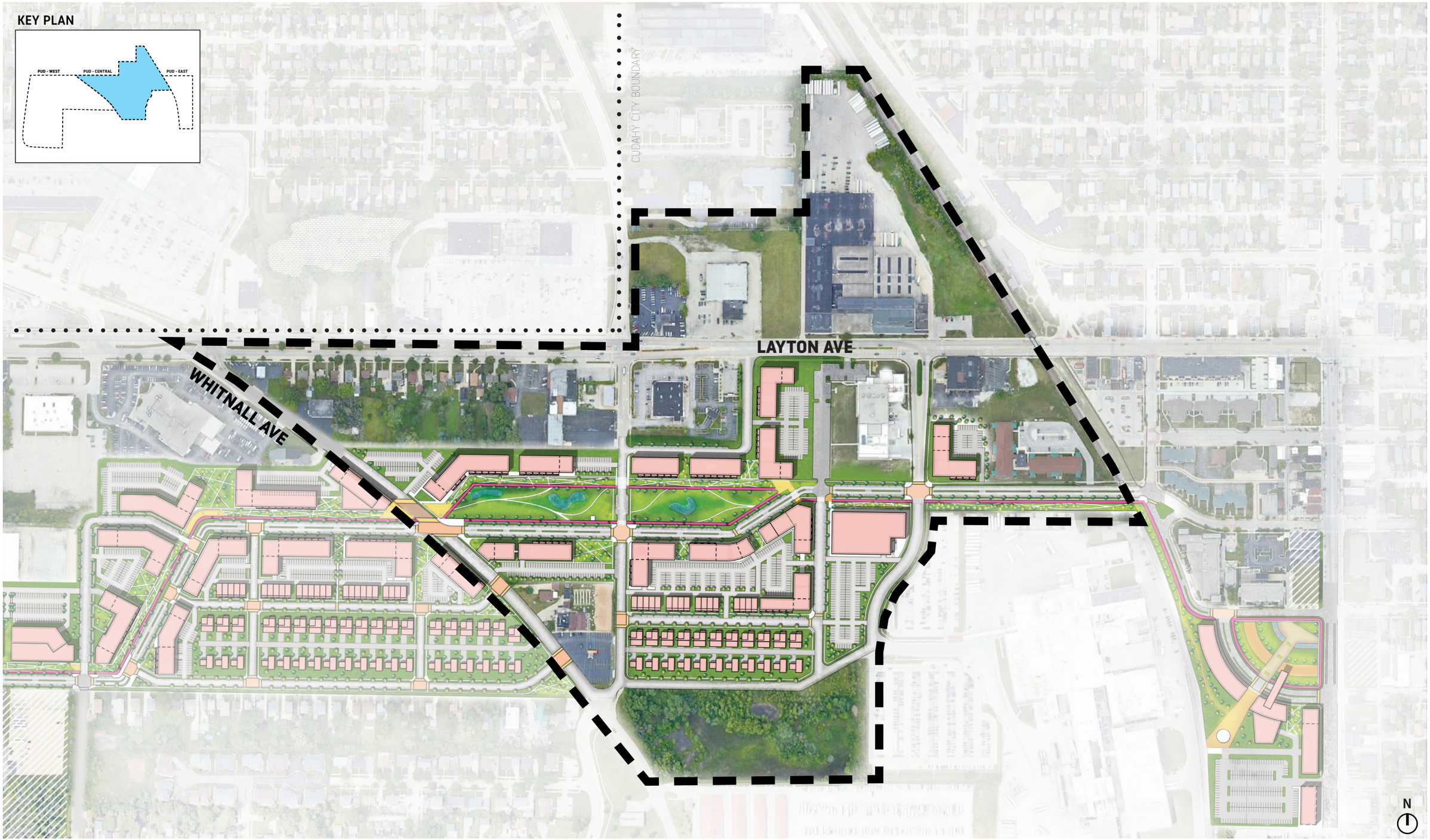
2.2.6 Organizing Principles - Conceptual Development Plan



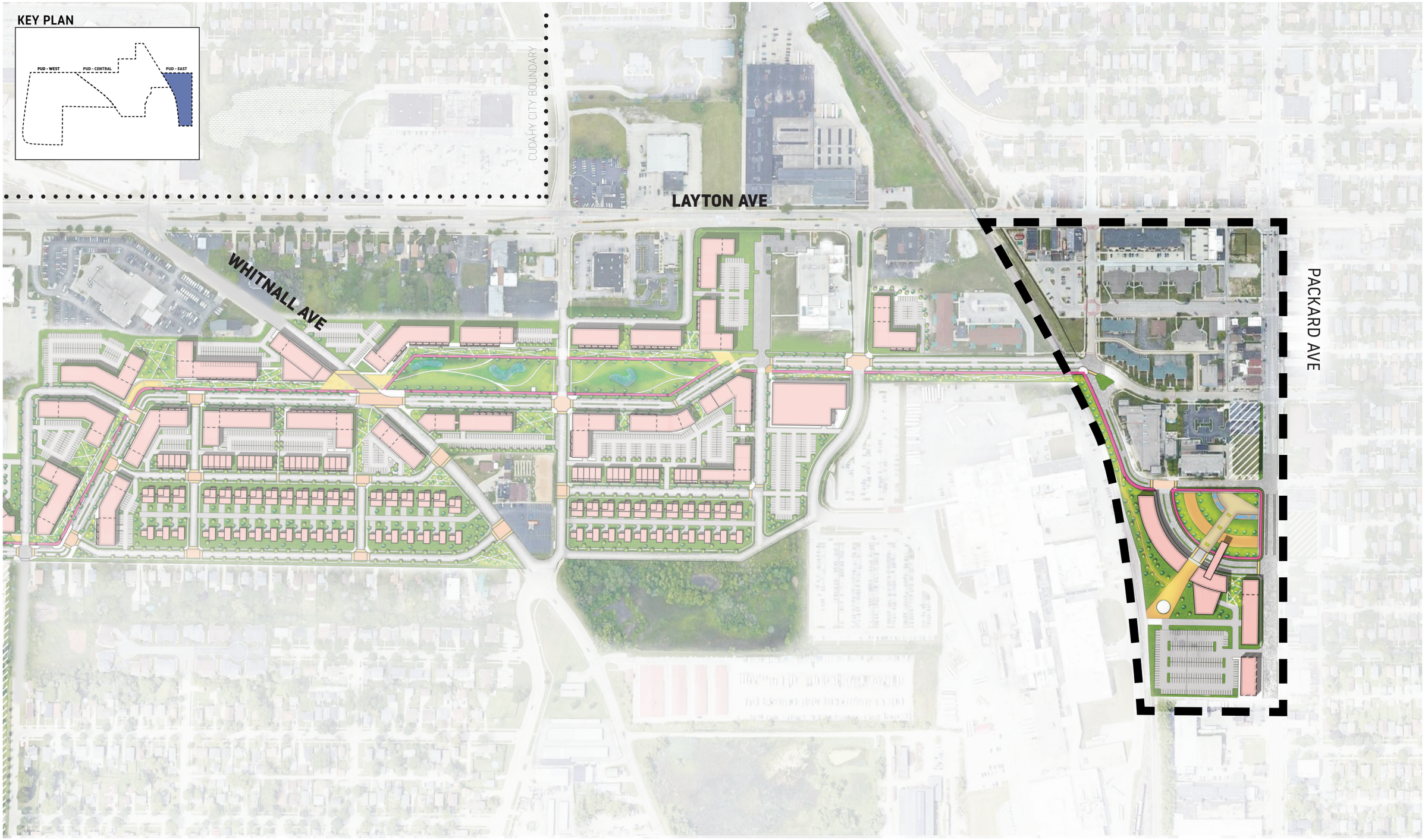
2.2.7 Organizing Principles - Conceptual Development Plan - PUD WEST



2.2.8 Organizing Principles - Conceptual Development Plan - PUD CENTRAL



2.2.9 Organizing Principles - Conceptual Development Plan - PUD EAST



2.3 Development Zones

The zones and categories described in the following sections apply to all areas of the GCCP and connected elements within the boundaries of the City of Cudahy. Within the planning area and its sub boundaries, five character zones have been defined based on existing context, scale, and recommended character of the area.

- ***Mixed Civic Zones***
- ***Mixed Use Zones***
- ***Mixed Commercial Zones***
- ***Residential Zones***
- ***Mixed Industrial Zones***

NOTE: Cudahy municipal zoning code should be primarily referenced for rules and regulations of proposed uses. Recommended Design Guidelines for these zones are outlined in section D Planning Area Design Guidelines.

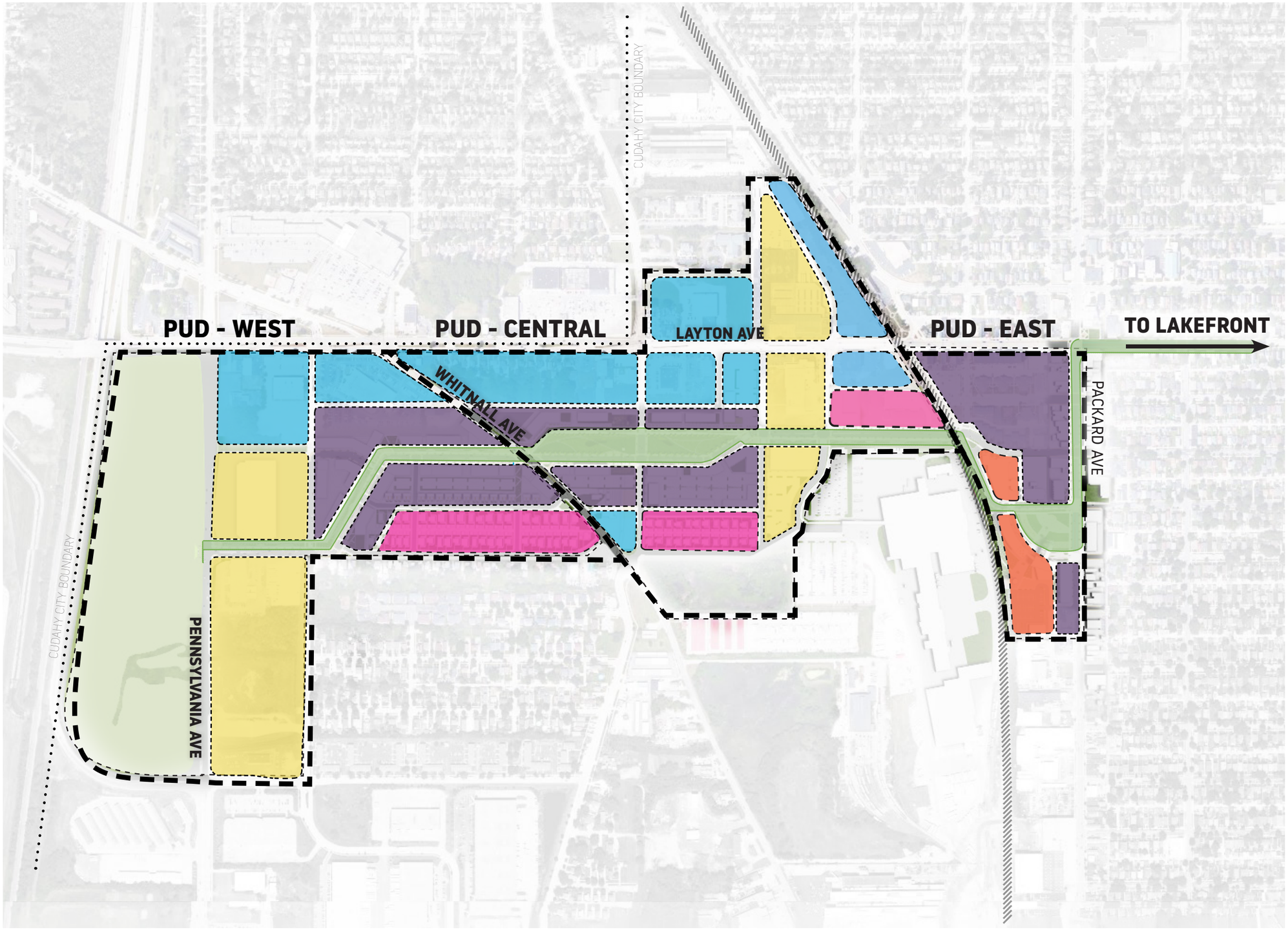


FIGURE 2.3.0.1: Development Zones

2.3.1 Mixed Civic Zone

The zones highlighted here represent the proposed Civic Center of the GCCP. Utilizing the Cudahy Family Library as an anchor the adjacent civic zones seek to mix with destinational amenities to activate the “Historic Downtown” environment along Packard Avenue.

Allowable uses in this area can be flexible with the goal of entertainment, arts, culture, and family oriented activity in mind.

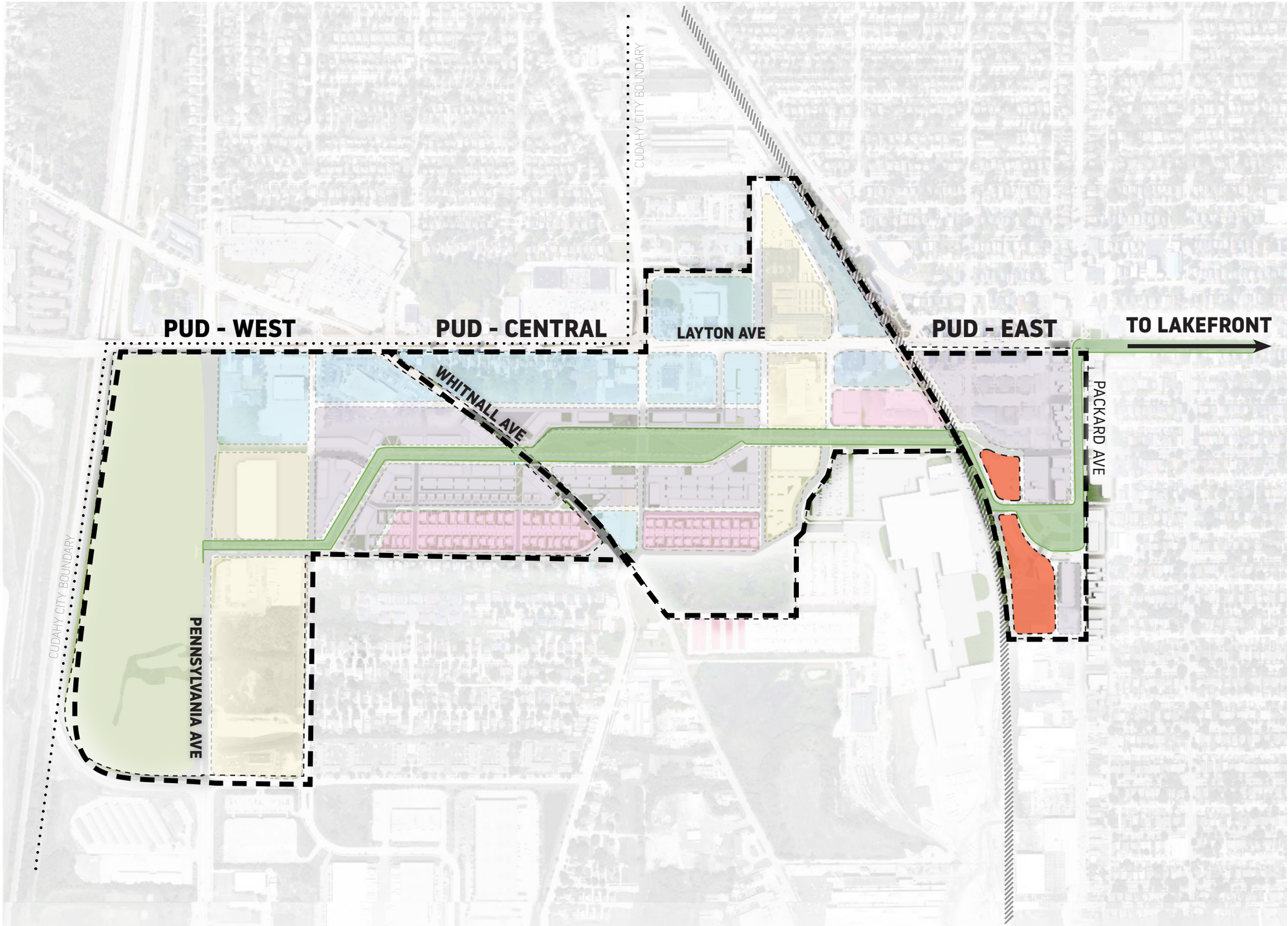


FIGURE 2.3.1.1: Civic & Public Amenity Zones

2.3.2 Mixed Use Zone

Strategically located along the green corridor of the GCCP planning area, Mixed Use Zones offer the highest density development of residential and commercial neighborhood amenities.

Residential opportunities include townhomes, multi-family apartment buildings, and possibly condominium developments. Commercial opportunities should serve key destinations and provide amenities to support daily use needs of the proposed neighborhoods and workplaces. These opportunities should be focused at the ground floor of buildings at key locations facing public open space, providing walkable destinations to activate the corridor and maintain an urban feel.

Zones in the PUD - East sub area should adhere to existing “Historic Downtown” design guidelines, with a deliberate focus for properties along Packard Avenue.

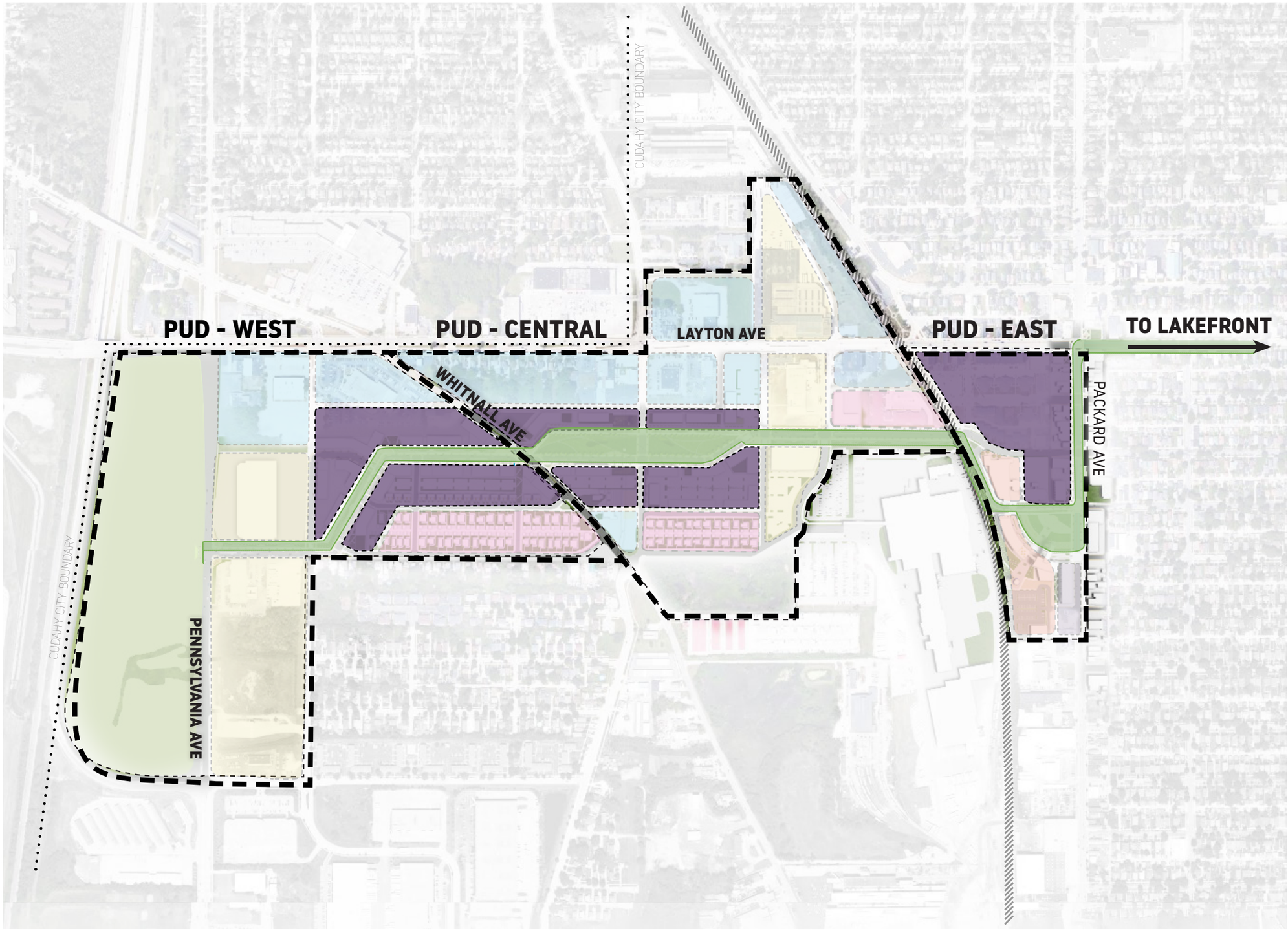


FIGURE 2.3.2.1: Lower Mixed Density Zone

2.3.3 Mixed Commercial Zone

The proposed commercial zones highlighting the Layton Avenue corridor are intended to support a variety of commercial and mixed-use buildings similar to the current Business District uses outlined in zoning codes (B1-B5).

These buildings are intended to be signature architectural development sites as their frontage is along the major Layton Avenue vehicular corridor connecting gateway to lakefront. In order to promote activated, walkable streetscapes, buildings are recommended to front the Layton Avenue street edges with green connections extending south to the proposed green corridor for a more engaging and active commercial experience.

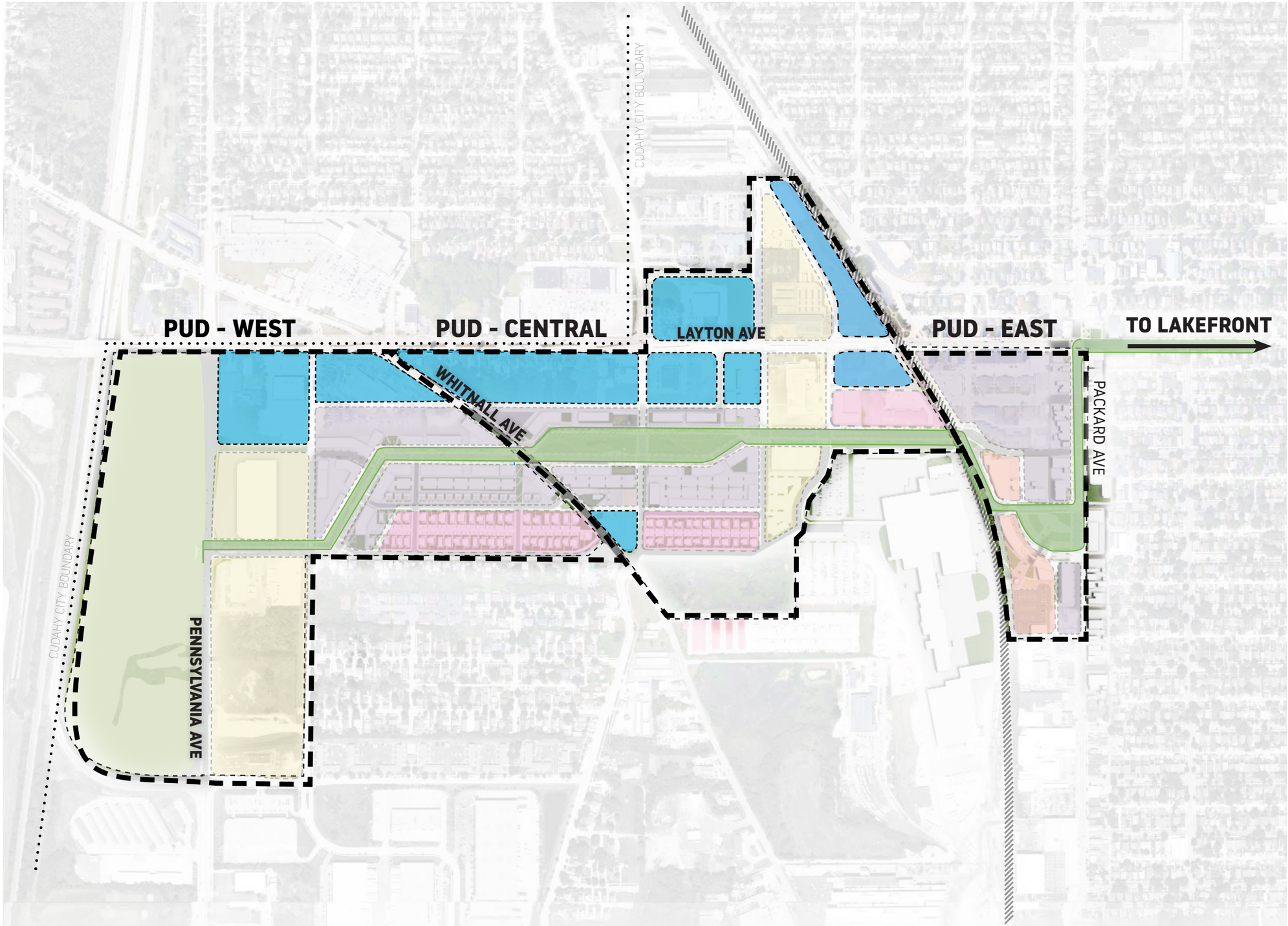


FIGURE 2.3.3.1: Commercial Zone

2.3.4 Residential Zones

This area forms the residential core of the development. Sites within this area have been identified for residential uses that supplement the housing core of the development while maintaining an urban feel.

The areas shown support a mix of townhomes, single family residences, and possibly condominium developments. Walkable green connections are encouraged, and shown in the conceptual plans to promote active lifestyles and decrease reliance on motor vehicles.

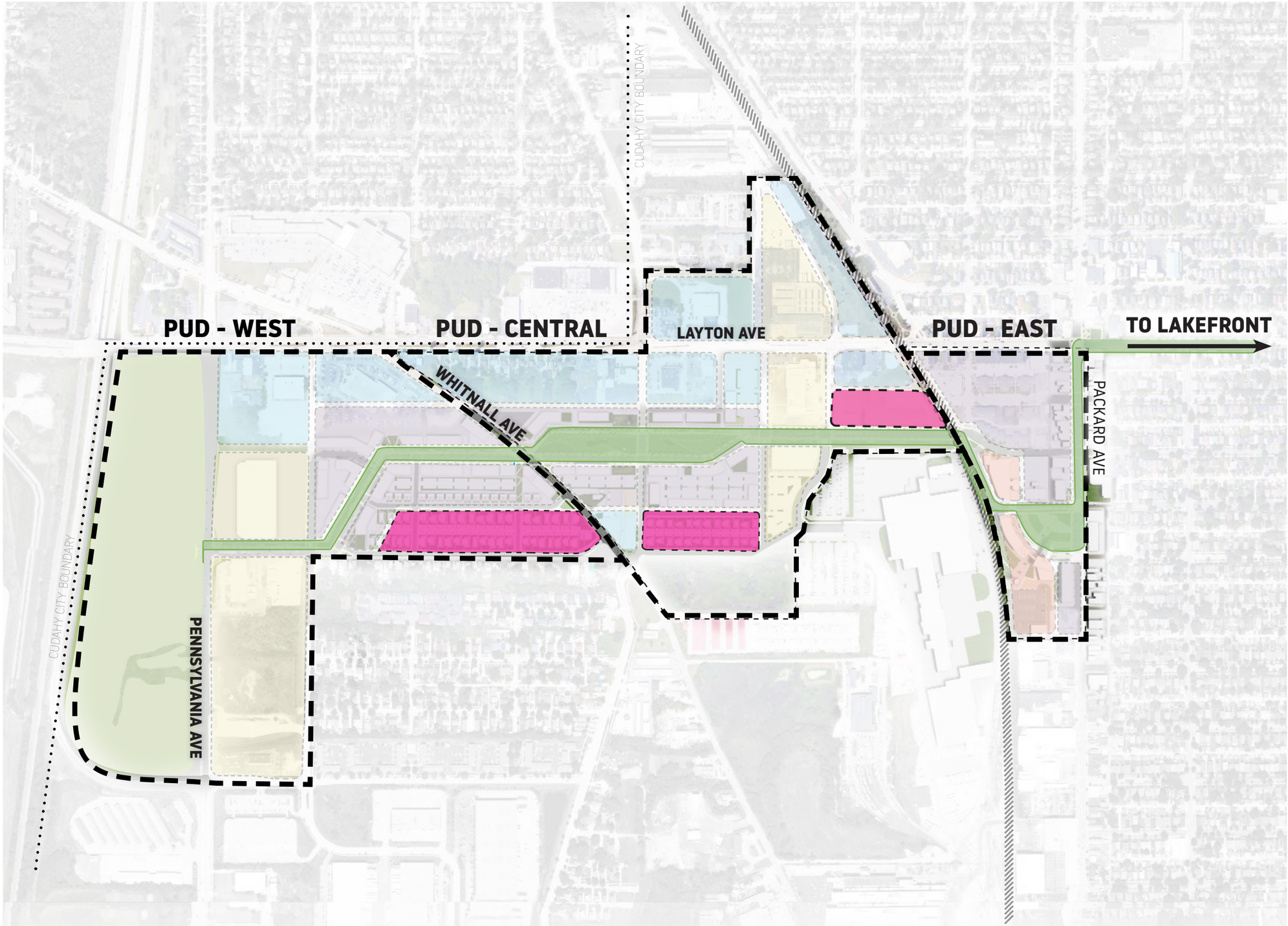


FIGURE 2.3.4.1: Residential Zones

2.3.5 Mixed Industrial Zone

Mixed industrial zones identified are a mix of sites currently falling within existing Limited Manufacturing Zoning code (M-1. M-2), and sites in consideration for flexible, but similar uses.

These zones are intended to act as economic anchors for the GCCP, with flexibility for development of large format mixed industrial workforces to support and utilize the gateway green corridor.

Zones along Pennsylvania Avenue are considered the Gateway to the GCCP, therefore pedestrian connections and careful vehicular access are a priority at these areas to promote walkability and connectivity across the various zones in the planning area.

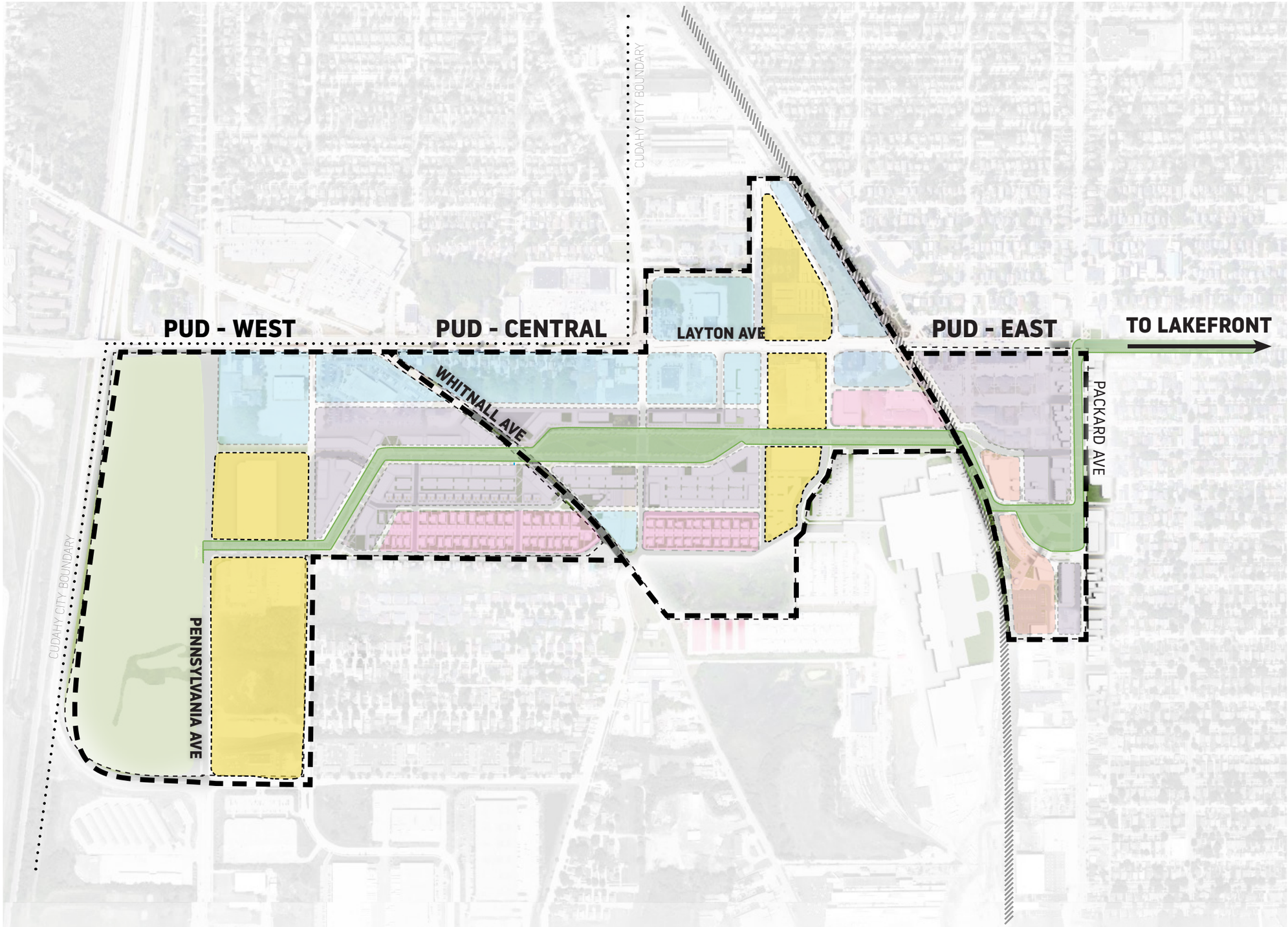


FIGURE 2.3.5.1: Mixed Industrial Zone

2.4 Land Use Regulation Table

All uses are subject to an established minimum of restrictions of the GCCP including, but not limited to, baseline design guidelines. Table 2.4.1: Land-use Regulation indicates the suggested Permitted, Prohibited, and Conditional building uses within the GCCP. This list does not encapsulate the full breadth of uses outlined in Cudahy Municipal Zoning Code. Please refer to Cudahy Municipal Zoning Code - Chapter 44 - Zoning/Article II - Zoning Districts. Definitions of terms are the same as the definitions already established in the GCCP General Development Plan, and are intended to coincide with Cudahy Municipal Zoning Designations. Additional limitations may be established through agreements between the city, property owners, and businesses proposed within the City of Cudahy, and the Cudahy Gateway Corridor. Underlying zoning limitations (per city zoning ordinance) may also be applicable if zoning is changed under the GCCP.

Key		Character Zones for General Development Plan (see map)*				
P	Permitted uses subject to City regulations	Residential	Mixed Use	Mixed Commercial	Mixed Industrial	Civic
N	Prohibited					
C	Conditional uses subject to City regulations (includes accessory uses)					
Government Facilities and Services						
Civic Buildings (Libraries, Post Offices, Municipal Centers)		N	C	N	N	P
Government offices, services, and facilities		C	C	C	C	P
Residential						
Adult Day Care Homes		P	C	N	N	N
Bed and Breakfast Establishments		C	C	N	N	N
Community Living Arrangements		P	C	N	N	N
Community Based Residential Facilities		P	C	N	N	N
Child Day Care Homes		P	C	N	N	N
Foster Family Homes		P	C	N	N	N
Multi-family dwellings with four (4) or more units		P	P	C	N	N
Single-family dwellings with an attached garage		P	N	N	N	N
Temporary Lodging, Homestays, Tourism Accomodations		C	C	C	C	N
Rest Homes/Nursing Homes		C	C	N	N	N
Commercial						
Animal hospitals		N	C	C	C	N
Antique and collectors stores		N	P	P	C	N
Appliance and electronic stores		N	P	P	C	N
Art Galleries		N	P	P	P	N
Art supply stores		N	P	P	P	N
Audio or Video Recording/Production Studios		N	C	P	N	N
Automotive parts and accessories without installation		N	P	P	P	N
Retail bakeries		N	P	P	C	N
Banks & Financial institutions with drive-through		N	C	C	C	N
Banks & Financial institutions with no drive-through facilities		N	P	P	C	N
Barber shops and beauty shops		N	P	P	C	N
Banquet Halls & Catering Services		N	C	P	C	C
Books or stationery stores		N	P	P	C	N
Building supply stores		N	C	P	P	N
Business and Professional Offices		N	P	P	P	C
Candy Stores, Soda Fountains, and Ice Cream Stores		N	P	P	C	C
Camera and photographic supplies		N	P	P	C	N
Car washes		N	N	C	C	N
Catering services		N	P	P	C	N
Clothing and Apparel Stores & Services		N	P	P	C	N
Cocktail Lounges and Taverns		N	P	P	C	C
Coffee Shops		N	P	P	P	C
Clothing stores		N	P	P	C	N
Coin, Stamp, and Trading Card Stores		N	P	P	N	N
Commercial recreation facilities		N	P	P	C	C
Commercial Child Care		N	P	P	C	C
Computer and Computer Supply Stores		N	P	P	C	N
Confectionaries and ice cream stores		N	P	P	C	N
Contractors offices and shops		N	C	C	C	N
Convenience Food Stores		N	C	C	C	N
Cosmetic shops		N	P	P	N	N
Currency exchanges		N	P	P	N	N
Delicatessens/Food Markets		N	P	P	N	N
Department and General Merchandise stores		N	N	P	C	N
Dog obedience training within an enclosed structure		N	C	C	C	N
Drug stores and pharmacies		N	P	P	N	N
Drug stores and pharmacies with drive-through facilities		N	C	P	N	N
Educational facilities and exhibitions		N	P	P	C	P
Electronic Equipment Sales and Repair		N	C	P	C	N
Equipment rental with only inside storage facilities		N	N	N	P	N
Florists		N	P	P	C	N
Funeral homes		N	N	C	C	N
Furniture and Home Décor Stores		N	C	P	C	N
Garden centers		N	C	C	C	N
Gift stores/Boutiques		N	P	P	C	C
Grocery Stores and Supermarkets		N	C	P	C	N
Hardware stores		N	P	P	C	N
Health clubs		N	P	C	C	N
Hobby and Craft Shops		N	P	P	C	N
Hotels		N	C	P	C	C
Home Improvement Stores		N	C	P	C	N
Jewelry stores		N	P	P	N	N
Laundries and dry cleaners		N	P	P	C	N
Licensed massage therapy, body work, certified by State		N	P	P	N	N
Licensed tattoo and/or body piercing establishments		N	P	P	N	N
Liquor stores		N	C	C	C	N
Meat Markets		N	C	P	C	N
Medical, dental, & health services, certified by State		N	P	P	N	N
Medical Office		N	C	P	P	N
Micro Breweries, Distilleries, and Gastro-Pubs		N	P	P	P	C
Music stores		N	P	P	C	N
Newspaper and magazine stores		N	P	P	C	N
Not for profits		N	P	P	C	N
Office supplies and business machine stores		N	P	P	C	N
Optical stores		N	P	P	N	N
Paint, glass, and wallpaper stores		N	P	P	C	N
Packaged Beverage Stores		N	C	P	C	N
Pet stores and pet grooming		N	P	P	N	N
Personal Physical Enhancements		N	P	P	N	N
Physical Fitness Center		N	C	C	C	N
Photographic and Art Studios		N	P	P	C	C
Plumbing and Heating Supplies		N	C	P	C	N
Printing services		N	P	P	C	N
Broadcast or recording studios, excluding towers		N	C	C	C	N
Restaurants with no drive-in or drive-through facilities		N	P	P	N	C
Restaurants with drive-in or drive-through facilities		N	C	C	N	N
Secondhand/Thrift Stores		N	C	P	C	N
Shoe stores and leather goods stores		N	P	P	C	N
Solar energy collectors as accessory structure		C	C	C	C	N

TABLE 2.4.1: Land-use Regulation Table

2.4 Land Use Regulation Table - Continued

Key		Character Zones for General Development Plan (see map)*				
P	Permitted uses subject to City regulations	Residential	Mixed Use	Mixed Commercial	Mixed Industrial	Civic
N	Prohibited					
C	Conditional uses subject to City regulations (includes accessory uses)					
Sporting goods stores		N	P	P	C	N
Tailoring and dressmaking shops		N	P	P	C	N
Tobacco Stores		N	C	P	N	N
Theaters and other amusement places		N	P	P	C	N
Upholstery Shops		N	P	P	C	N
Used merchandise and resale shops		N	P	P	C	N
Video and Game Stores (sales and Rental)		N	C	P	C	N
Video productions, music rehearsal studios, sales, and rentals		N	P	P	C	N
Veterinary Clinic, No Boarding		N	C	P	N	N
Wireless telecommunications sales and service		N	P	P	N	N
Yoga studios		N	P	P	C	N
Industrial						
Single-or Multi-Tenant non-smokestack facilities for light manufacturing, assembly, or fabrication		N	C	C	P	N
Testing or Research Laboratories		N	P	P	C	N
Technical Schools and Training Centers		N	C	C	P	N

TABLE 2.4.1: Land-use Regulation Table

2.5 Conceptual Development Summary Table

The development summary below outlines the approximate lot sizes, possible parking estimates, and potential building uses based on the conceptual planning area illustrated in this PUD document. The below table in no way limits the use or size of individual buildings within the planning area.

ZONE	Lot Area (+/-)	Footprint SF (+/-)	Buliding SF (+/-)	Retail SF (+/-)	Use	Approx. Units	Levels	Sugg. Min. Parking*	Parking shown	Notes
ZONE A - (Mixed Use 1, Misc. programs)										
A1	0.73	20,600	61,800	3,300	Mixed-Use 2	59	3	101	**115**	
A2	1.38	23,500	70,500	3,100	Mixed-Use 1	67	3	113	**207**	
A3	0.85	16,300	48,900	2,500	Mixed-Use 2	46	3	79	**107**	
A4	0.81	19,800	59,400	2,200	Mixed-Use 2	57	3	95	**119**	
A5	1.60	28,300	84,900	0	Mixed-Use 2	85	3	127	**150**	
A6	1.54	27,200	81,600	0	Mixed-Use 2	82	3	122	**147**	
ZONE B (Mixed use 1 / Residential)										
B1	1.99	23,100	92,400	3,500	Mixed-Use 1	89	4	147	**251**	
B2	1.43	23,400	93,600	3,300	Mixed-Use 2	90	4	149	**153**	
B3A	0.40	24,200	24,200	2,500	Mixed-Use 1	-	1	42	**76**	
B3B	0.40	12,800	38,400	0	Mixed-Use 1	38	3	58	**76**	
ZONE C (Mixed use / Residential)										
C1	1.02	20,000	80,000	2,000	Mixed-Use 2	78	4	125	**157**	
C2	1.02	20,000	80,000	2,000	Mixed-Use 2	78	4	125	**155**	
C3	0.83	13,400	53,600	2,700	Mixed-Use 2	51	4	87	**90**	
ZONE D (Mixed Use / Residential / Wetland)										
D1	1.53	21,600	86,400	3,300	Mixed-Use 2	83	4	138	**152**	
D2	0.73	12,400	49,600	0	Residential	50	4	74	**74**	
D3A	0.77	8,000	32,000	3,200	Mixed-Use 2	29	4	56	**90**	
D3B	0.77	12,400	49,600	0	Mixed-Use 2	50	4	74	**90**	
ZONE E (Wetland / Residential)										
E1	0.39	11,100	33,300	0	Town Homes	33	3	50	**47**	
E2	0.40	12,000	36,000	0	Town Homes	36	3	54	**50**	
E3	1.03	15,700	62,800	2,900	Mixed Use 2	60	4	101	**118**	
E4	1.10	15,700	62,800	2,900	Mixed Use 1	60	4	101	**118**	
ZONE F (Mixed Use / Residential)										
F1	0.78	16,200	64,800	3,000	Mixed-Use 2	62	4	104	**137**	
F2	1.23	14,700	58,800	3,100	Mixed-Use 2	56	4	96	**113**	
F3	0.83	20,100	80,400	3,300	Mixed-Use 2	77	4	129	**168**	
F4	0.80	14,300	57,200	2,600	Mixed-Use 2	55	4	92	**97**	
ZONE G (Light Industrial)										
G1	2.48	40,000	120,000	80,000	Light Industrial	-	3	380	**367**	
ZONE H (Residential)										
H1	1.08	18,100	54,300	2,800	Mixed-Use 1	52	3	88	**122**	
ZONE J (Civic / Town Center / Mixed Use)										
J1	0.87	19,100	76,400	76,400	Mixed Use 1	0	4	306	**121**	Parking shown surface only, Planned parking structure
J2	0.84	16,900	67,600	67,600	Civic	0	4	270	**105**	
J3	0.58	15,200	60,800	3,500	Mixed Use 2	57	4	100	**125**	
J4	0.40	8,400	25,200	2,000	Mixed Use 2	23	3	43	**78**	
ZONE R1 (Single/Two-Family Housing)										
R1		-	-	-	1-2 Family Homes	60	2	2	**2**	
ZONE R2 (Townhomes/Rowhouses)										
R2		-	-	-	Townhomes	43	3	2	**2**	

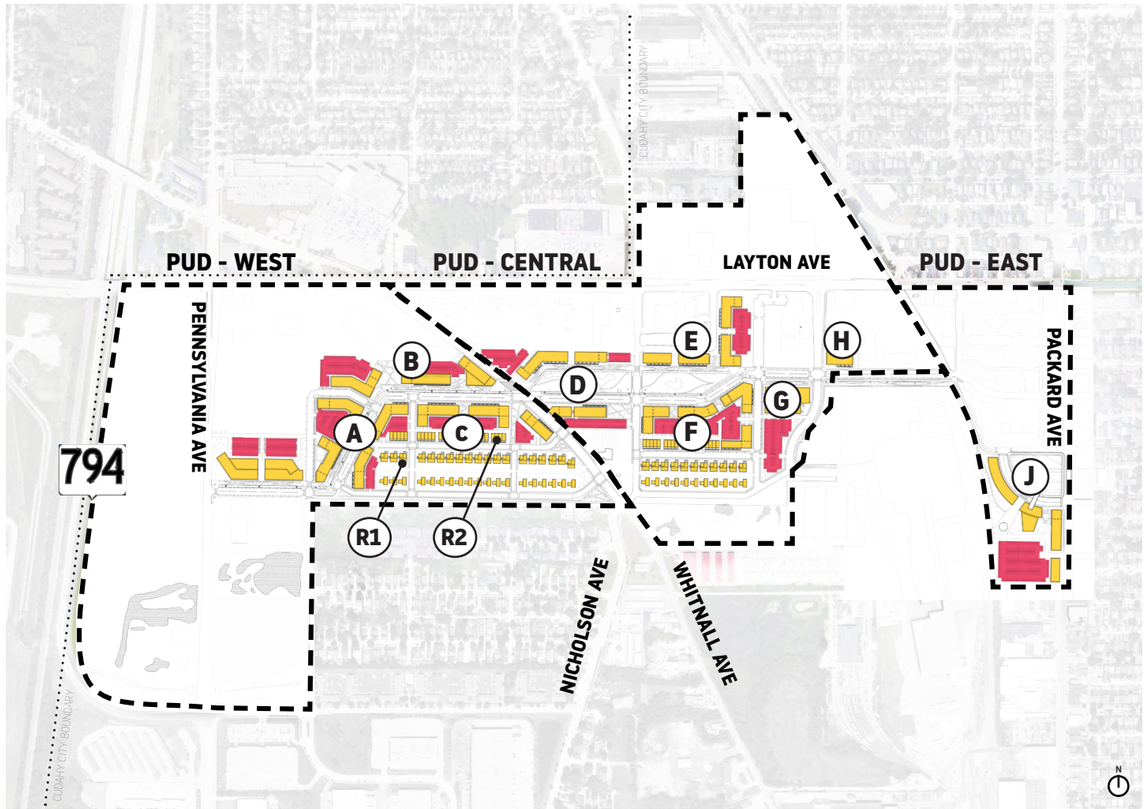
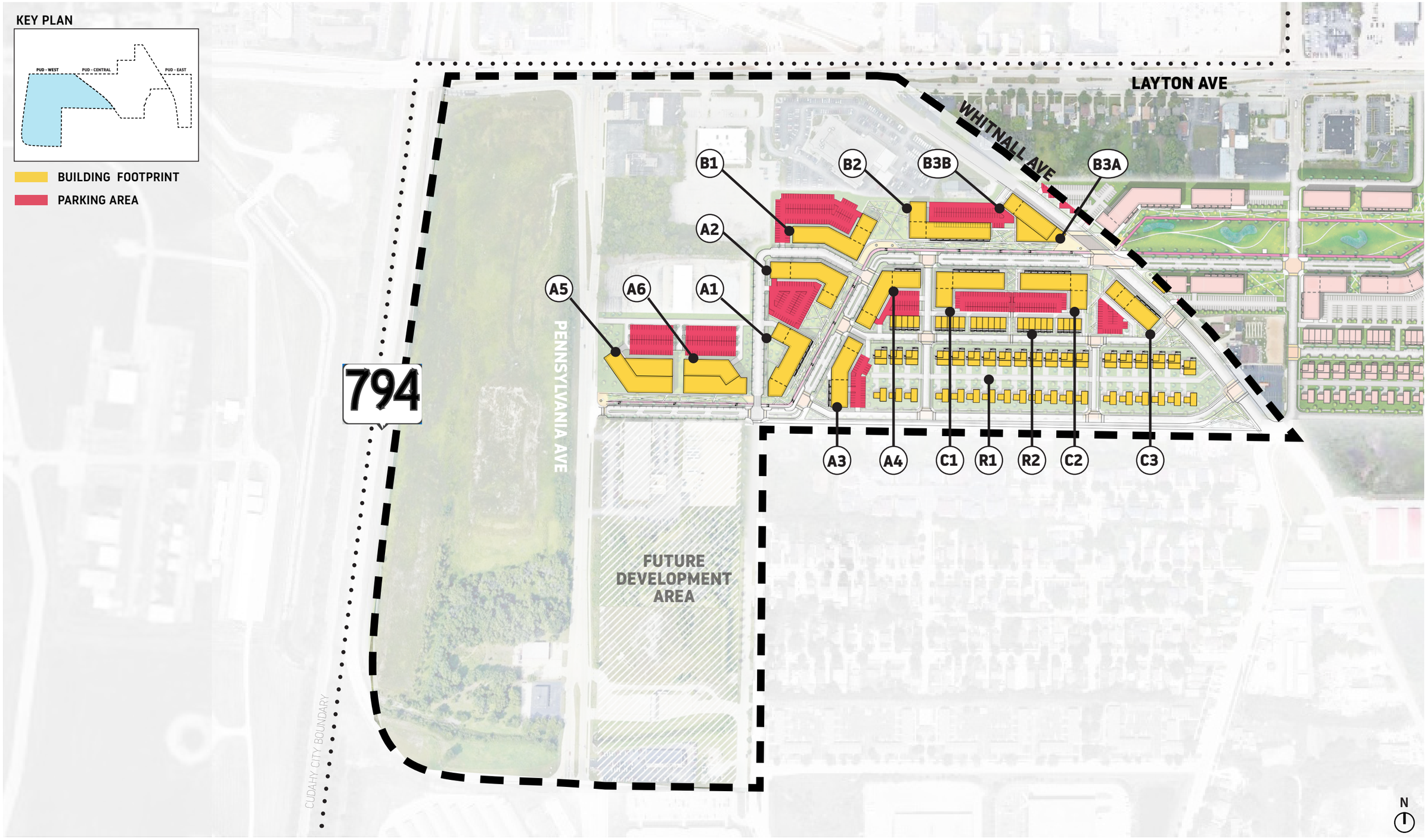
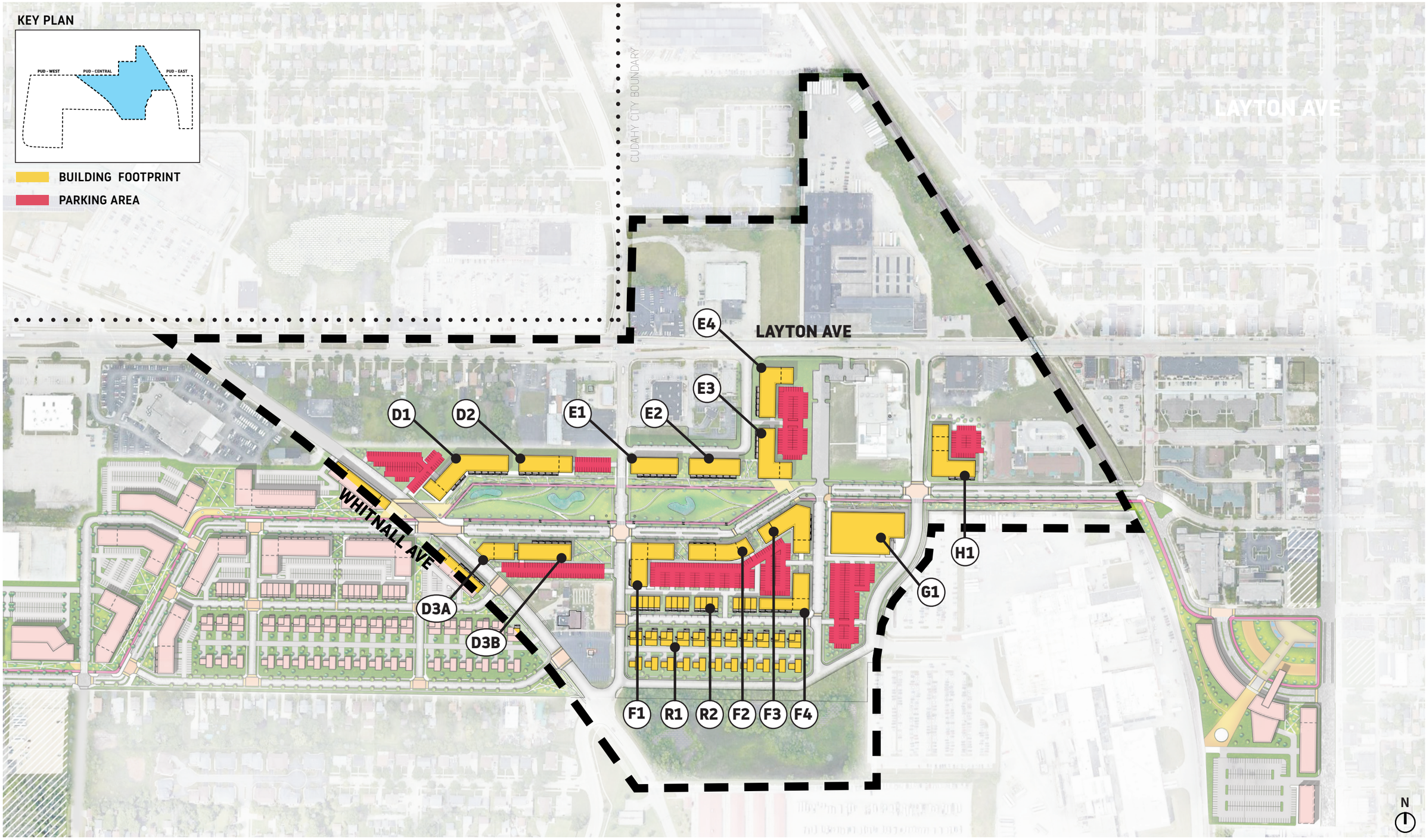


FIGURE 2.5.0.1: Planning Area - Conceptual Development Summary Plan

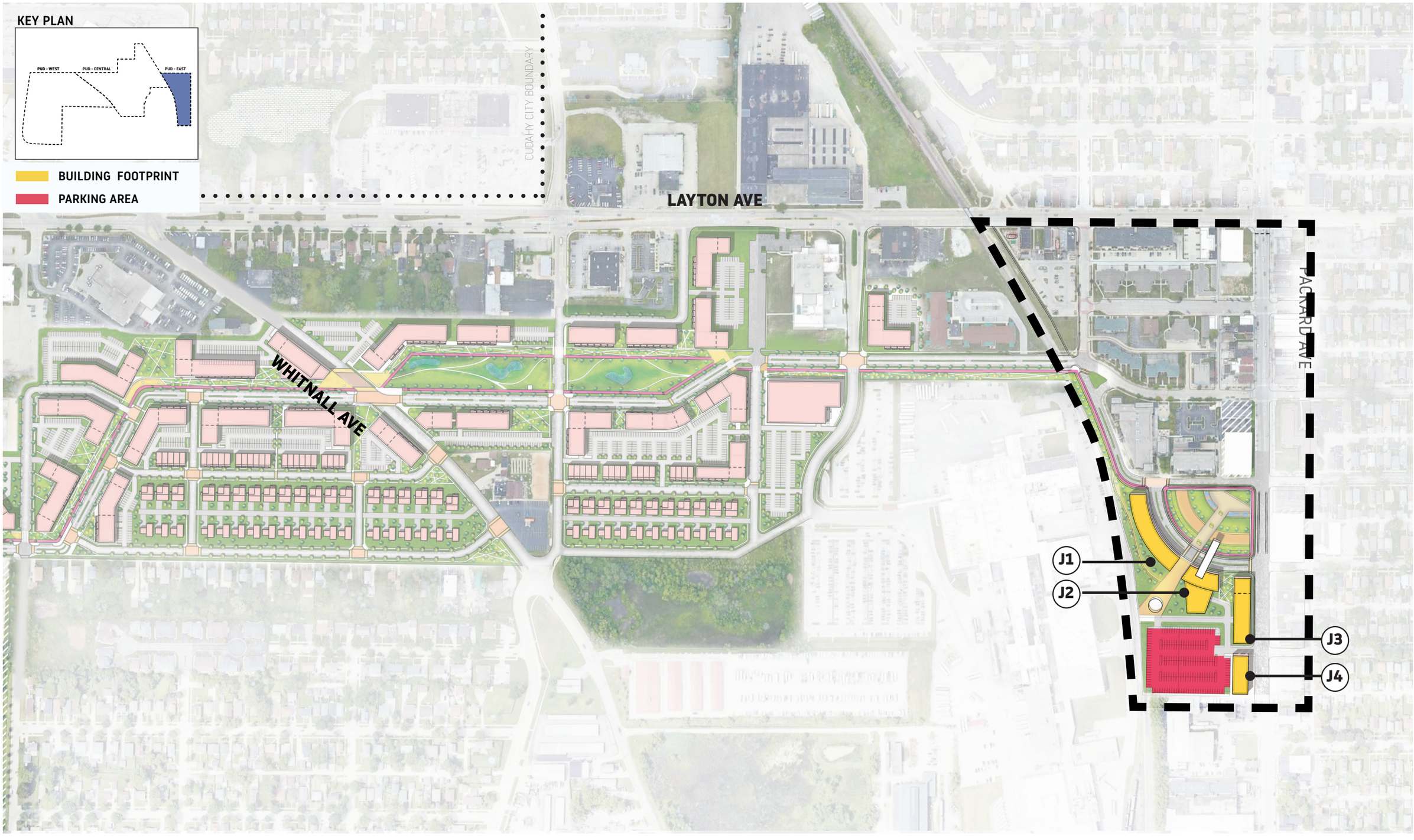
2.5.1 Conceptual Development Summary Plan - PUD West



2.5.2 Conceptual Development Summary Plan - PUD Central



2.5.3 - Conceptual Development Summary - Sub Area Plan PUD - EAST



PUBLIC INFRASTRUCTURE VISION

3.1 Street Design

The recommendations outlined in the Public Infrastructure section reflect the vision for City-led public investment opportunities for streetscape, public space, and bicycle pedestrian networks that create an identifiable neighborhood atmosphere and a comprehensive, sustainable framework for development.

Coordinated landscaping, signage, and streetscapes establish the identity of a unified community. The pedestrian experience is prioritized through walkable and bicycle friendly streets connecting the development zones. Thoughtfully integrated vehicle parking solutions shall be implemented to promote the desired urban connected experience.

3.1.1 Active Streets & Walkability

Active streets and walkable communities are critical priorities for the GCCP to achieve a vibrant, integrated neighborhood. Ideally the built environment would be developed to:

- ***Place buildings to enclose and create a pedestrian oriented development.***
- ***Place mixed land use in close, walkable proximity to one another.***
- ***Maximize pedestrian use of streets for customers, residents, and visitors.***
- ***Reinforce traffic calming to create a safe pedestrian environment.***
- ***Accommodate safe bicycle connections.***













Crosswalks

Placement of crosswalks at all street intersection types, alleyways, and curb cuts is key to a walkable urban experience. Crosswalks should also be provided at key mid block locations based on retail activity or high volumes of pedestrian movement. Components of a safe and effective crosswalk include clear demarcations through integral colored concrete, paint and/or pavement colorations and the use of table topping or raised intersections. Table topped intersections are traffic calming elements that allow for a tighter roadway intersection but still maintain the ability for truck access within the development. This treatment minimizes oversized infrastructure and keeps crosswalks short, safe, and walkable.

Street Furniture

Pedestrian friendly streets require a variety of street furnishings to adequately respond to the needs of pedestrians.

Placement of street furniture should reflect the volume of pedestrian traffic and the surrounding businesses. Benches on busy streets or near cafes can improve pedestrian comfort. Covered trash receptacles in busy areas provide litter control. Bicycle racks promote bicycle transit. However street furniture shall not be placed to impede pedestrian movement in any way. Curb extensions and paved terrace areas are often good places for street furniture.

Street furnishings should be durable, complement the architecture and character of the street, and be cohesive.

Public Art

Public art displays are encouraged and supported in a variety of forms. Public art should promote community, highlight public spaces, be family-friendly, and complement the rich history of the City of Cudahy. Public art is subject to approval by the Cudahy CDA, and Plan Commission.



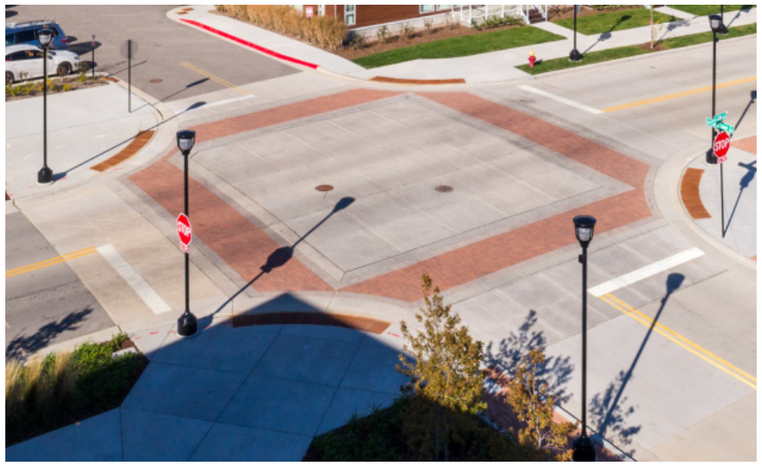


FIGURE 3.2.1: Reference Image - Typical intersection design



FIGURE 3.2.2: Reference Image - Typical Street Furniture design

3.1.2 Gateway Signage

Gateway signage is envisioned at primary entrances to the planning area of the GCCP. These signs afford City-led investment opportunities to brand and solidify an identity for the GCCP.

Potential locations exist at primary intersections of the development such as Carpenter and Pennsylvania Avenues, Packard and Layton Avenues, as well as through and along the extension of Barnard Avenue connecting the proposed City Center to Pennsylvania Avenue. It is also recommended that signage be enhanced specifically near entrances and exits of Highway I-794.



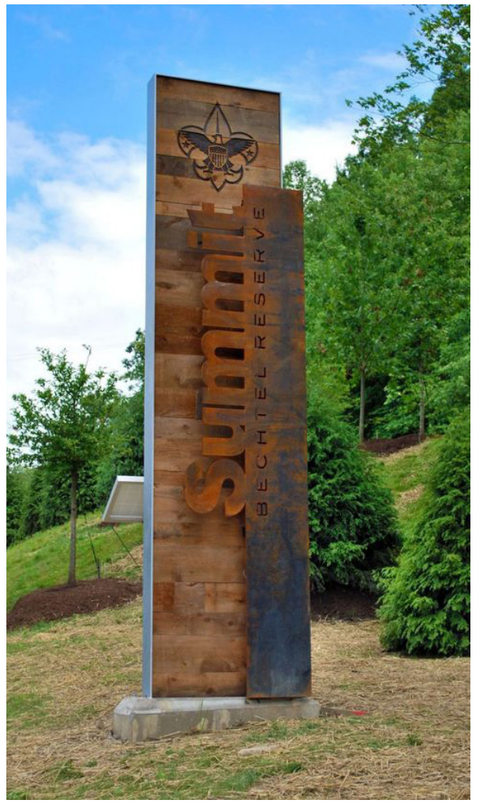




FIGURE 3.2.3: Reference Image - Example Large Scale Signage

3.1.3 Streetscape Design

The conceptual vision shown in the following images depict the GCCP, and its greenway ("On-Grade Highline"), featuring street parking, paved terraces with trees, separated bicycle and vehicle travel lanes, and planted boulevards for improved walkability.

Vehicular circulation must be safe, designed efficiently to maintain/operate, and be supportive of the major economic, environmental, and community goals of GCCP. Street intersections, should be sized to support traffic calming measures. Alleyways and parking courts will be used to minimize driveway curb cuts along streetscapes and enhance walkability with an emphasis on pedestrian safety.



FIGURE 3.1.3.1: Making Marion Streetscape Policy - Conceptual Image

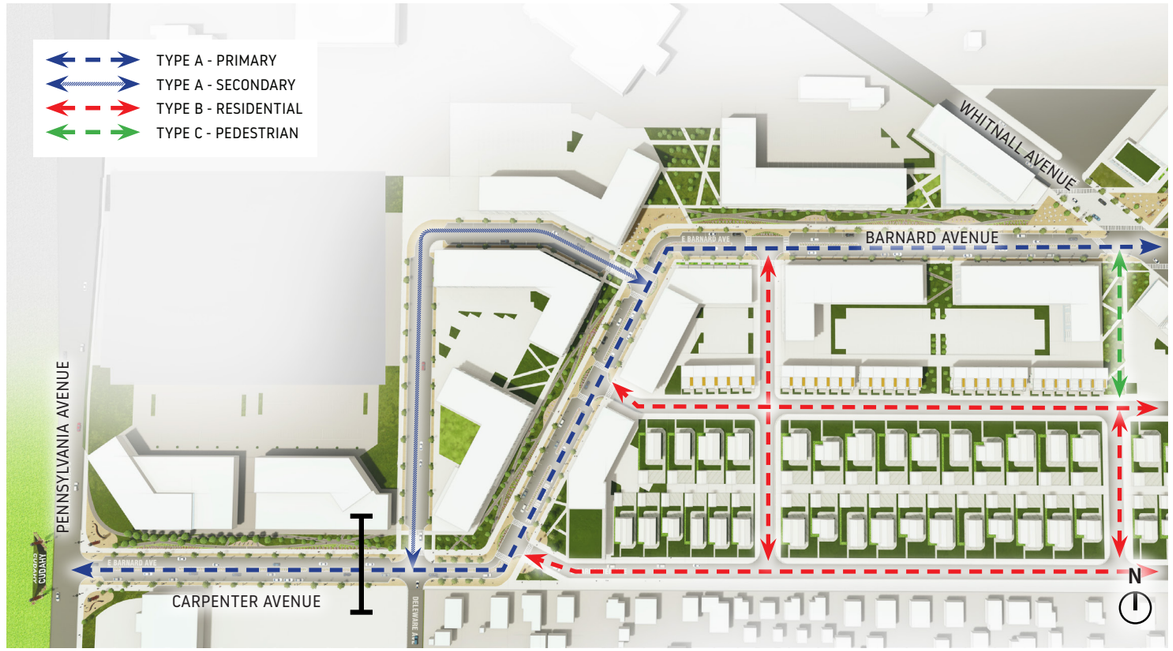


FIGURE 3.1.3.2: Gateway Site Plan



FIGURE 3.1.3.3: Gateway Aerial Render

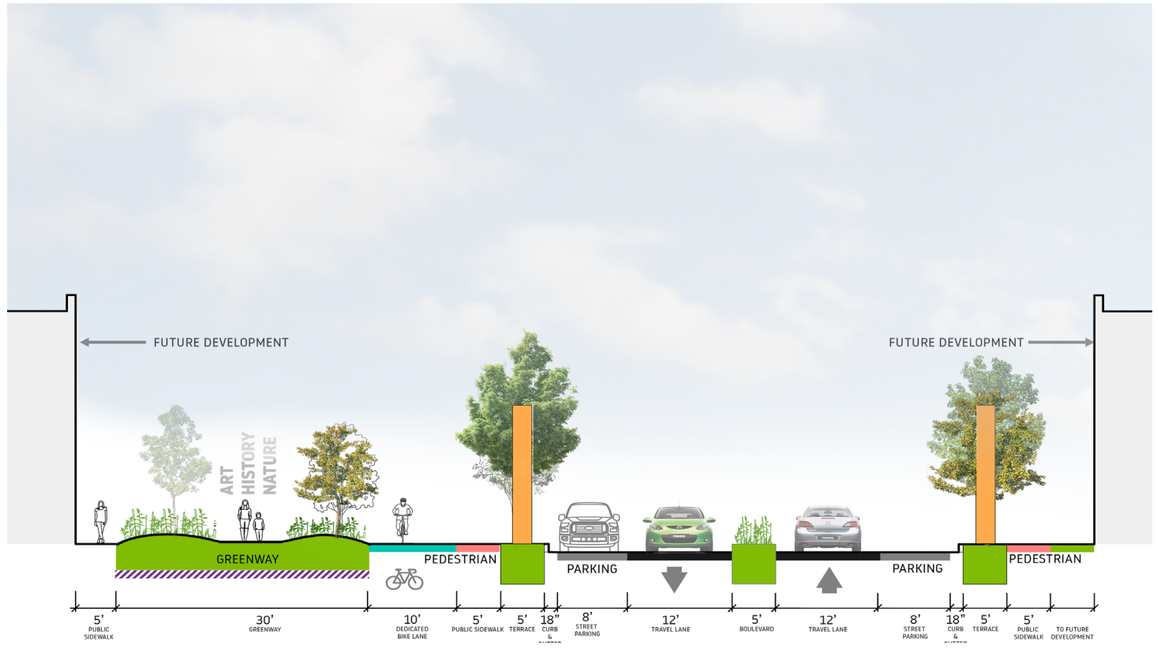


FIGURE 3.1.3.4: Type A - Primary Street Section at Gateway

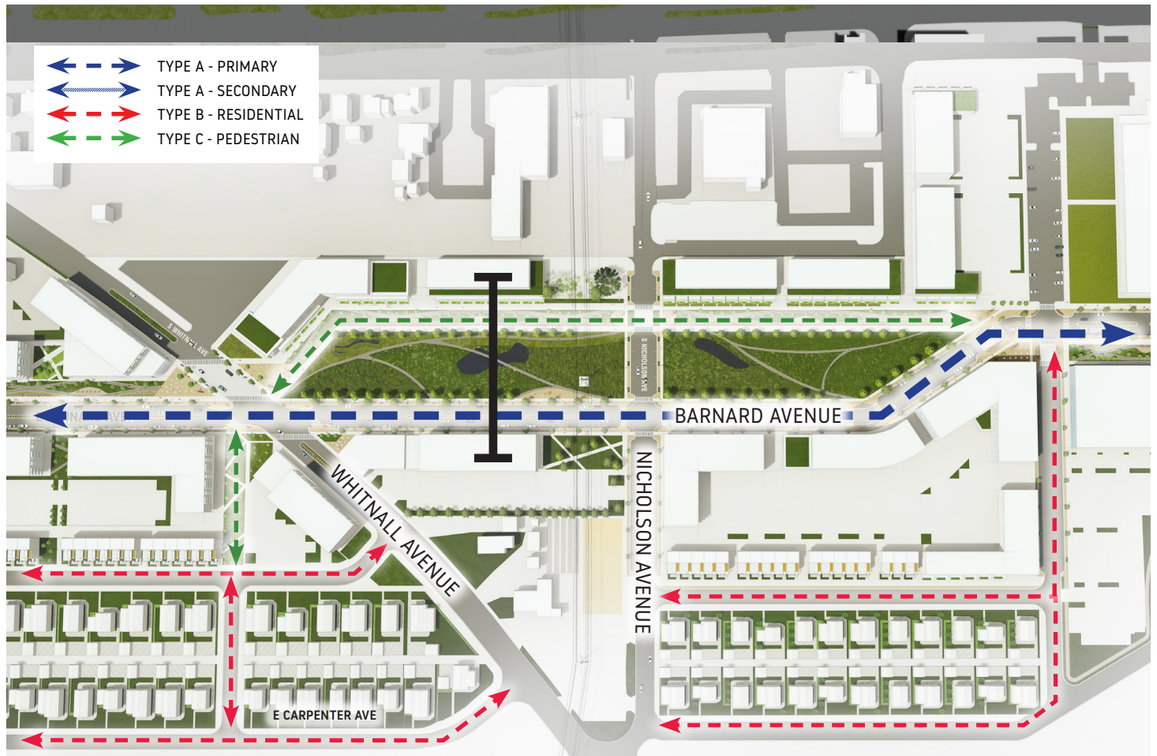


FIGURE 3.1.3.5: Street Types Plan

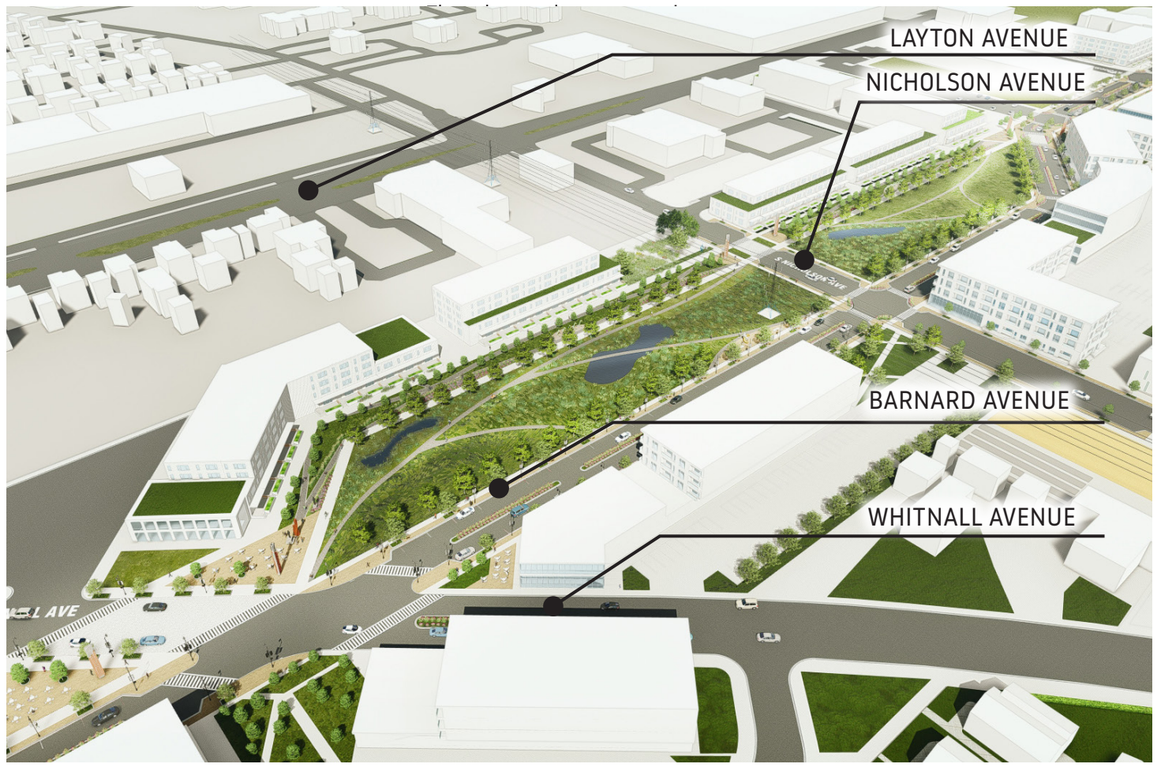


FIGURE 3.1.3.6: Conceptual Render Wetland Area



FIGURE 3.1.3.7: Type A - Primary Street Section - Wetlands Area

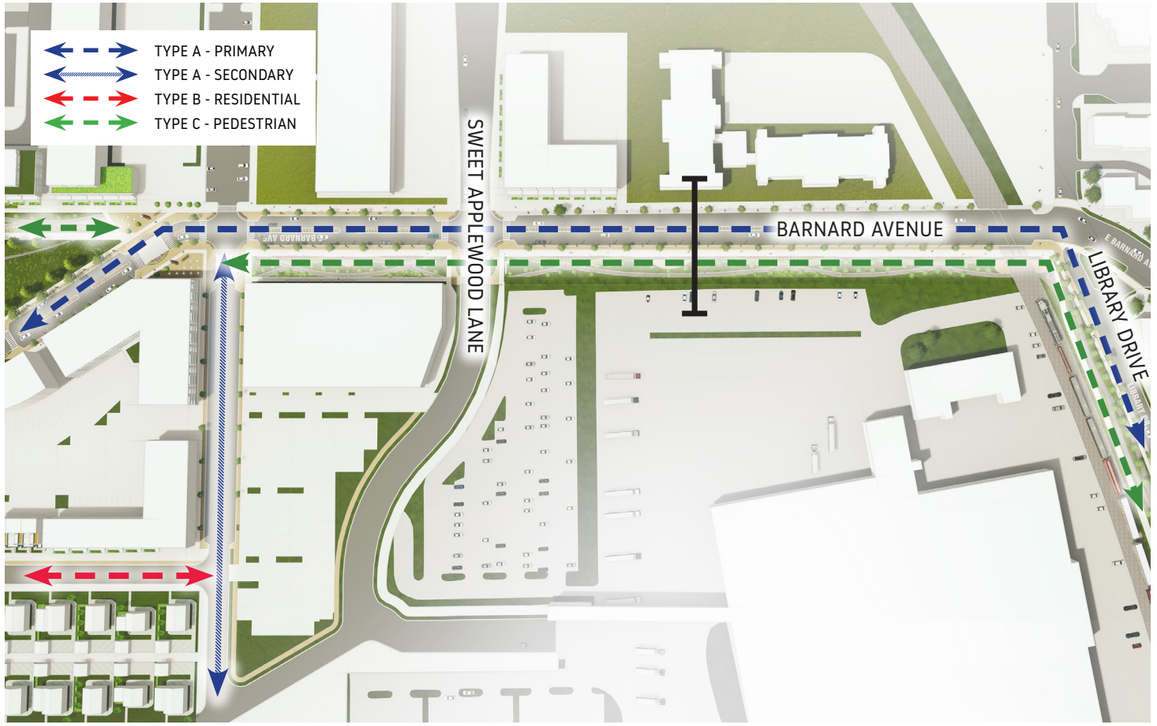


FIGURE 3.1.3.8: Street Types Plan

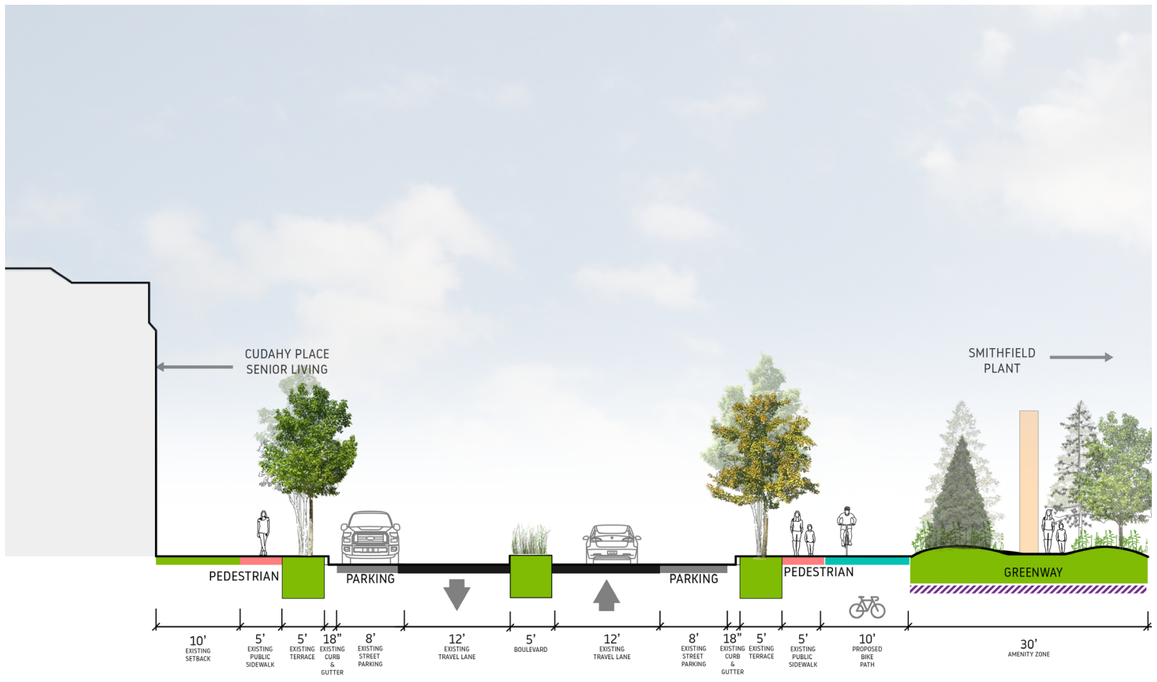


FIGURE 3.1.3.9: Type A - Primary Street Section - Historical Connection



FIGURE 3.1.3.10: Aerial Render at Barnard Avenue and Sweet Applewood Lane



FIGURE 3.1.3.11: Street Types Plan

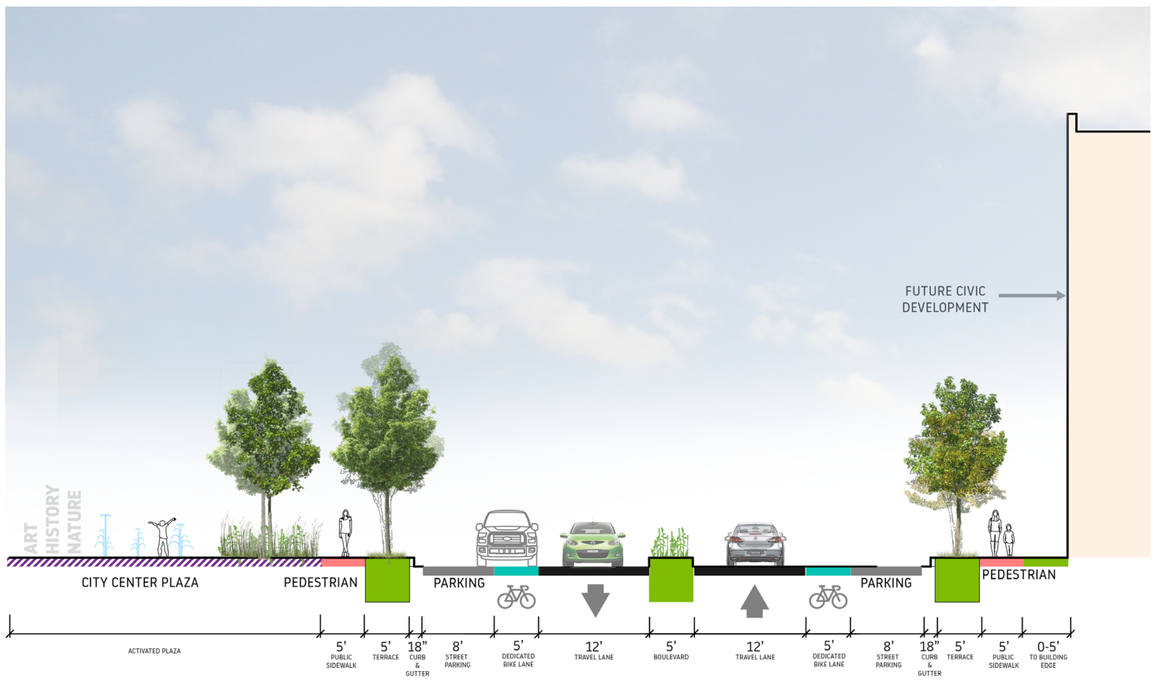


FIGURE 3.1.3.12: Type A - Primary Street Section - Historical Connection

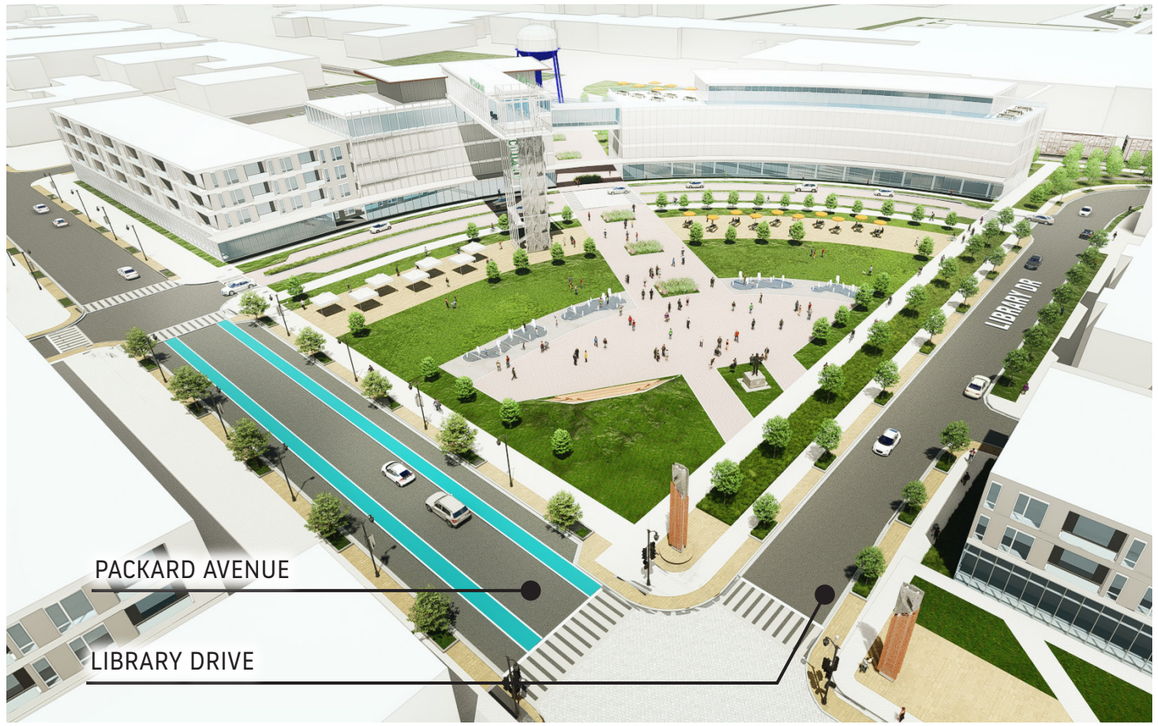




FIGURE 3.1.3.13: Aerial Renders at Barnard Avenue and Sweet Applewood Lane

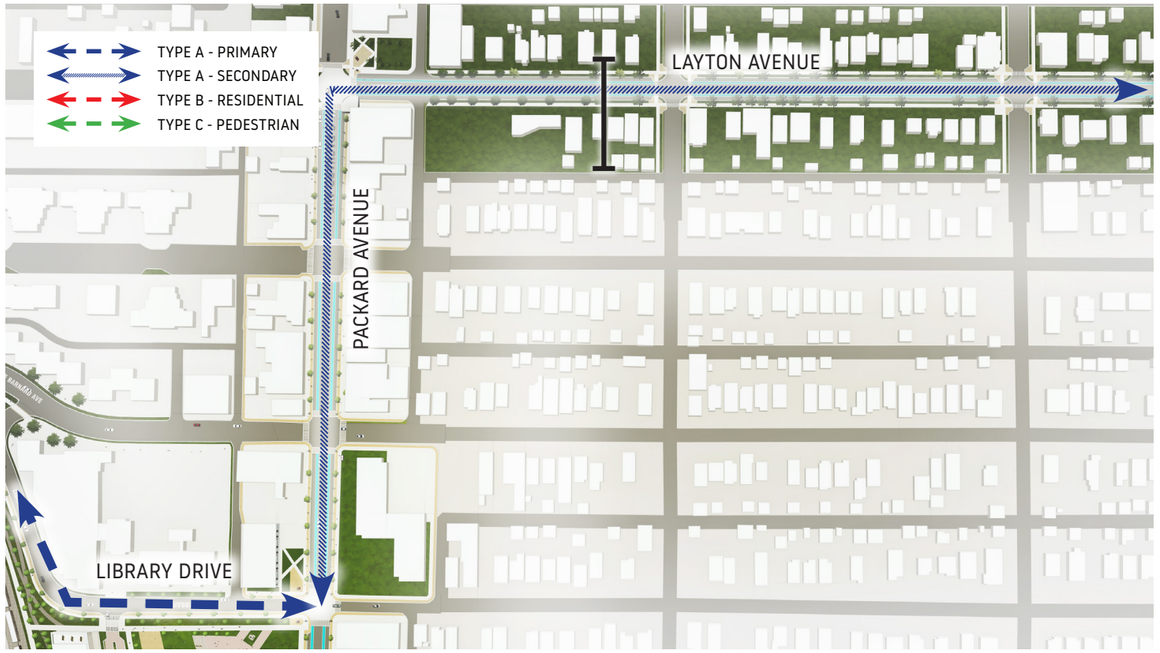


FIGURE 3.1.3.14: Gateway Zone - Enlarged Plan & Section

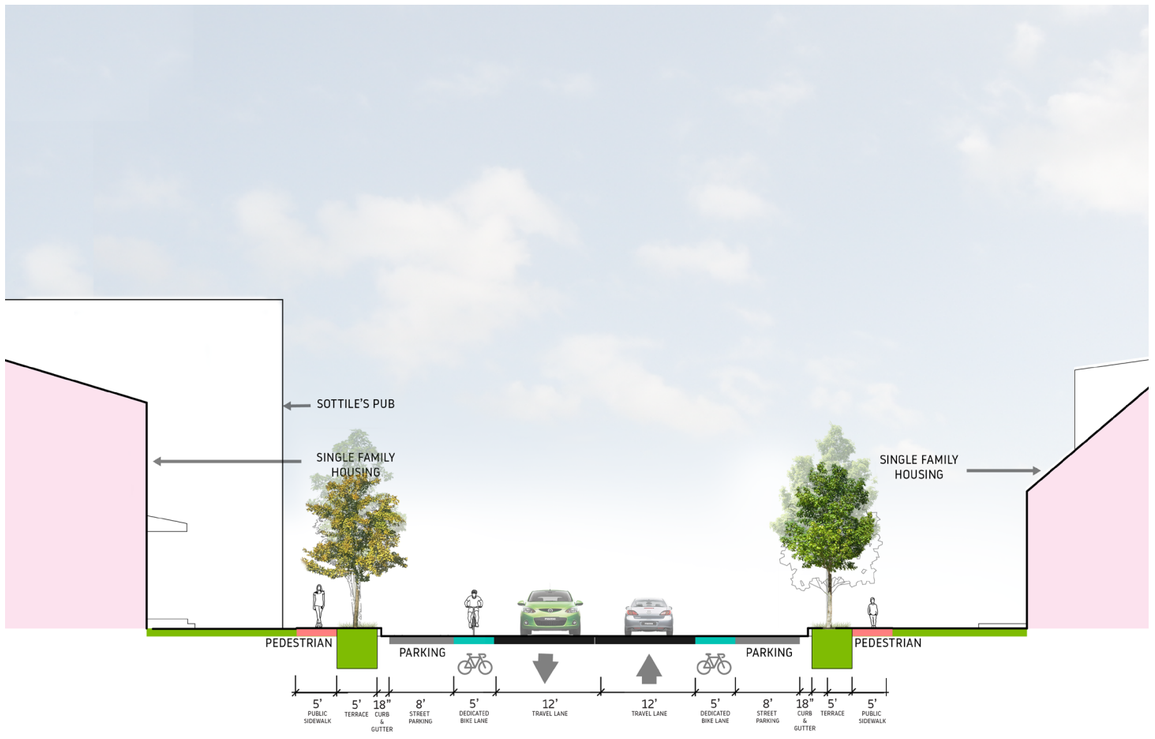


FIGURE 3.1.3.15: Type A - Primary Street Section - Historical Connection

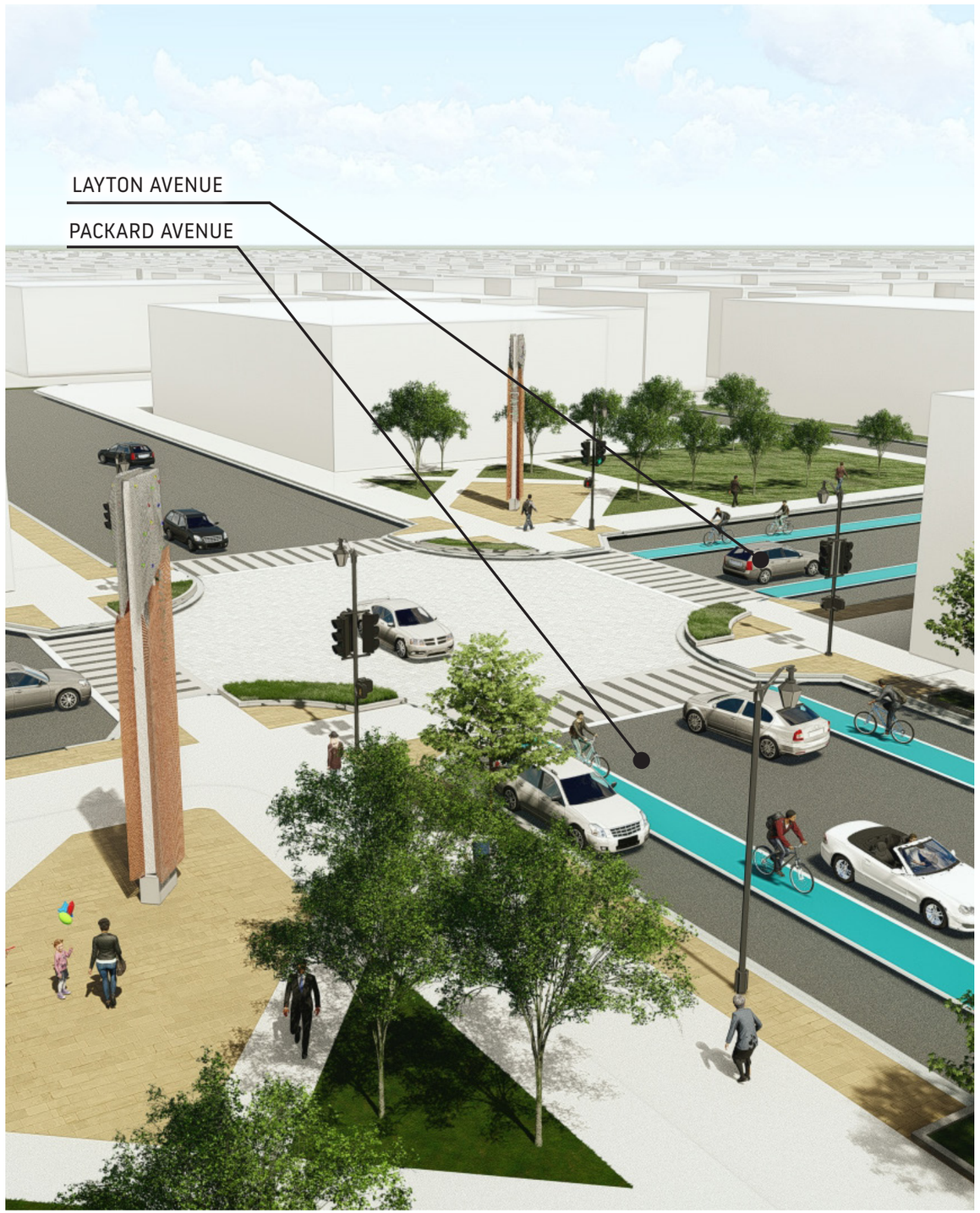


FIGURE 3.1.3.16: Aerial Render at Packard Avenue and Layton Avenue

3.2 Pedestrian & Bicycle Networks

The City-led vision for the GCCP is to maximize and encourage pedestrian travel through the area, reducing automobile dependency. Strong pedestrian connections and circulation patterns are critical to the success of this vision.

Pedestrian routes should be direct, simple, safe, and numerous. Streets shall have sidewalks on both sides with integrated landscaped terraces where possible.

A continuous multi-purpose, public trail is designed as the defining element for the streetscape vision of the GCCP. Implemented first at the proposed City Center at Packard Avenue, the plan would connect the PUD sub-areas with an extension of Barnard Avenue. Connecting east to west across the planning area, this public trail would unify existing and new greenspace, and create a pedestrian experience from the airport, through the proposed City Center, and on to the Oak Leaf Trail and Lake Michigan.

Pedestrian frontage along parking lots should be designed with landscaping, decorative fences, garden walls, lighting, and/or buildings to reinforce the street edges and provide visual screening. Parking areas should incorporate clear pedestrian pathways that connect to the rest of the site. As future parking requirements evolve over time, these parking areas should be designed to adapt into more pedestrian friendly, walkable streets.

Trees and landscaping should be located along the edges of walkways, most importantly at any large open areas. Walkways should be buffered from driving lanes and parking with landscaping. Walkways are encouraged to have decorative pavement and should have pedestrian scale lighting.

Proposed development sites with different peak user times should use a shared parking model to reduce the amount of parking required for each separate use.

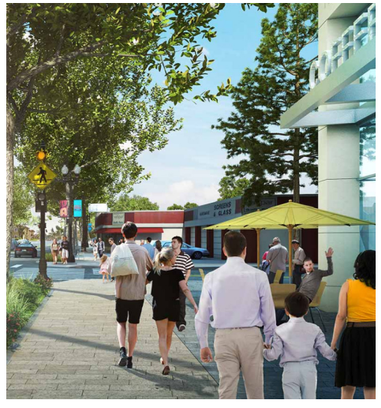
The primary pedestrian network ideally includes:

- ***Prioritization of the pedestrian experience by implementing pedestrian friendly design elements.***
- ***Connection of key pedestrian destinations such as plazas, parks, and entertainment/ commercial amenities.***
- ***Vehicular traffic calming at intersections to give pedestrians a safe experience.***
- ***Avoidance of long pedestrian gaps in excess of 75' that impact pedestrian experiences or activities.***
- ***Parking areas shall be designed to have minimal impact on pedestrian movements and views.***
- ***All proposed plans should include pedestrian access points and walkways.***









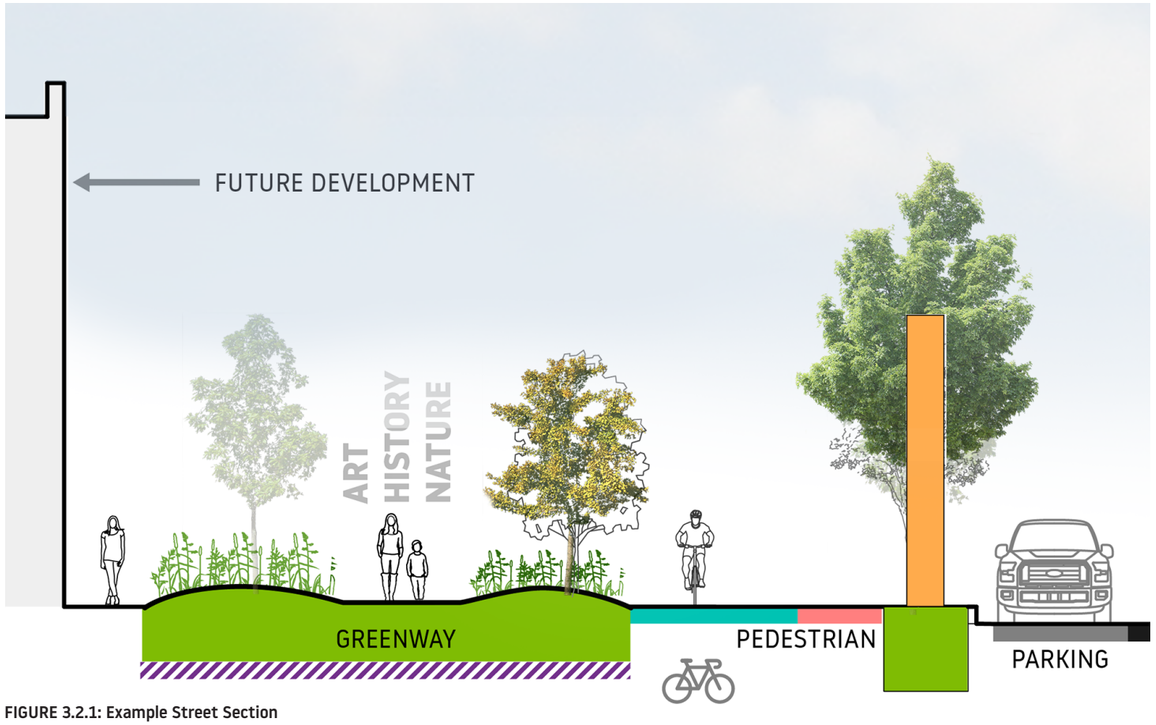


FIGURE 3.2.1: Example Street Section

Bicycle & Active Transit Lanes

The GCCP encourages the use of bicycles and other forms of active transit across the site by providing infrastructure designed to support safety and comfort of use.

Signage and streetscape character should encourage bicycles and other forms of active transit to operate within designated lanes rather than on pedestrian sidewalks.

Bicycle and active transit parking should be thoughtfully integrated throughout the planning area. Organized parking schemes decrease visual clutter and create pleasant pedestrian experiences. Areas of high commercial or retail activity, public parks, and amenities should provide bike racks or demarcated parking areas to encourage parking in specified areas. Residential zones are encouraged to provide public bike racks/parking zones near major building entry points.

Bike rack and parking zones should be designed to avoid impedance of pedestrian travel.





3.3 Public Spaces

Pocket Plazas

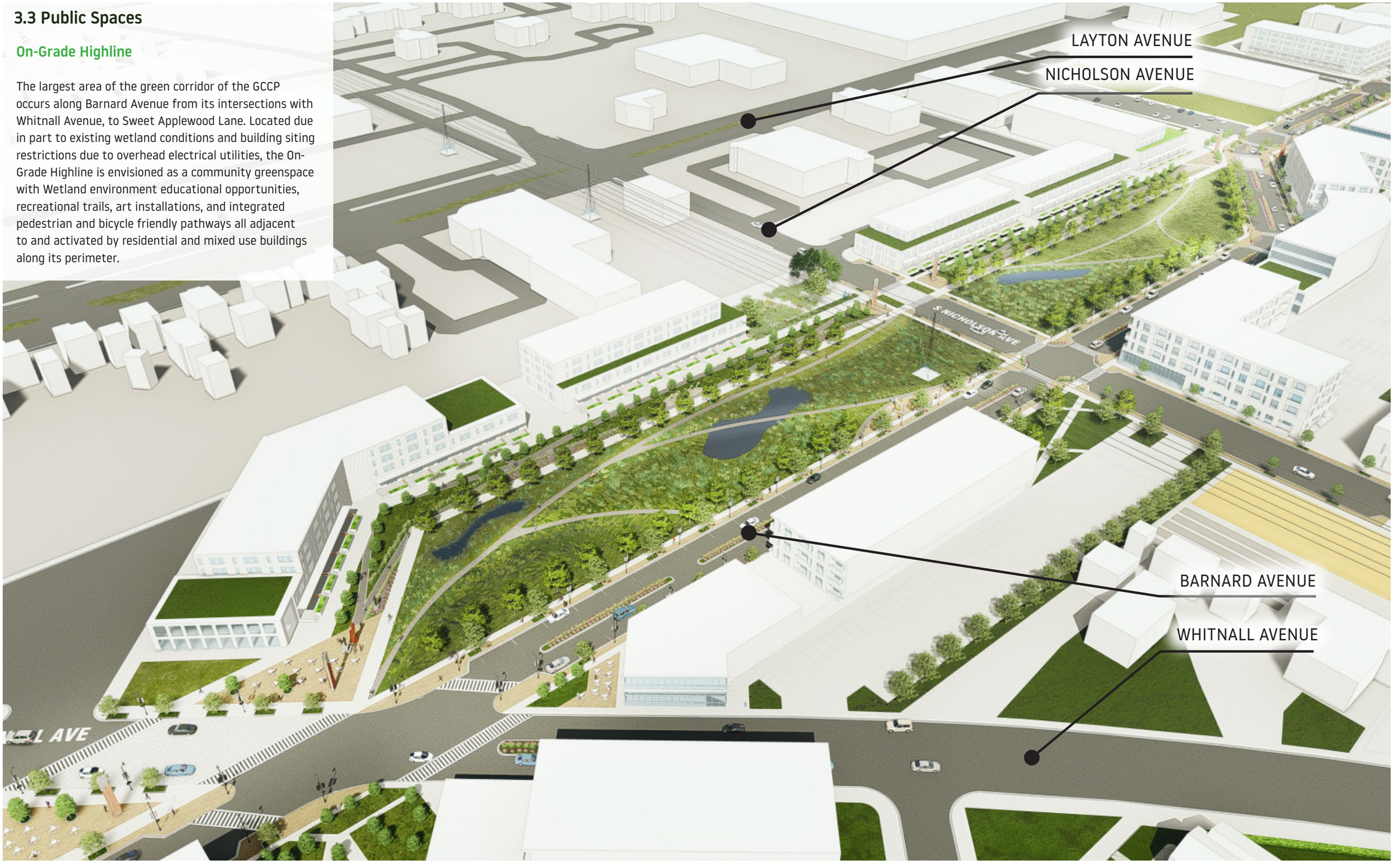
Pocket Plazas are located throughout the planning area to activate the green connection in conjunction with Mixed Use planning to create family friendly, walkable destinations for entertainment, and food and beverage amenities. These plazas are the envisioned locations for planning area gateway signage, historical markers, and art and musical displays. Shown below is the conceptual design of the Whitnall Avenue and Barnard Avenue intersection, showing enhanced pedestrian friendly infrastructure, greenspace, green streetscaping, and outdoor dining areas.



3.3 Public Spaces

On-Grade Highline

The largest area of the green corridor of the GCCP occurs along Barnard Avenue from its intersections with Whitnall Avenue, to Sweet Applewood Lane. Located due in part to existing wetland conditions and building siting restrictions due to overhead electrical utilities, the On-Grade Highline is envisioned as a community greenspace with Wetland environment educational opportunities, recreational trails, art installations, and integrated pedestrian and bicycle friendly pathways all adjacent to and activated by residential and mixed use buildings along its perimeter.



3.3 Public Spaces

City Center Plaza

As the culmination of the GCCP, the City Center Plaza space would be a family friendly community destination featuring Civic and Mixed Use buildings around its perimeter. Families would visit for the farmers markets, splash pads, and outdoor activities, while employees from the area have outdoor dining and leisure space, and all can enjoy arts, culture, and entertainment.



3.4 Best Management Practices

The practices listed in the adjacent table are recommendations subject to review, and should align with the expectations and requirements set by the City of Cudahy.



FIGURE 3.4.1: The Penn Street Trail two-way protected bike lane

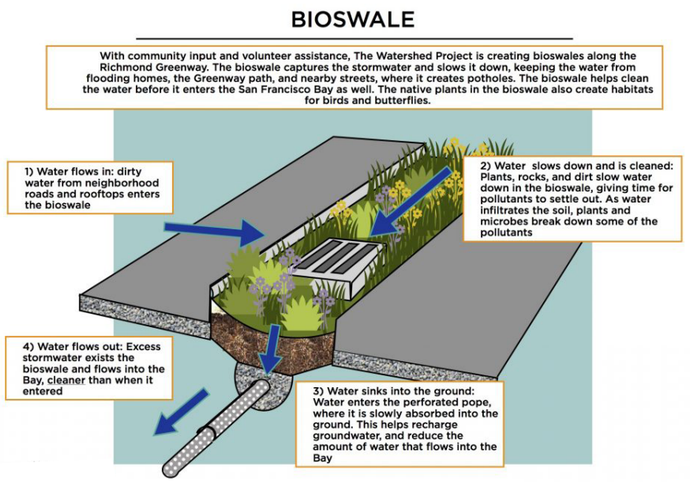


FIGURE 3.4.2: Bioswale Diagram



FIGURE 3.4.3: Permeable Paver Parking Lot

TABLE 3.4.4: Best Management Practices

Best Management Practices	Summary Description
Regional|Municipal|Neighborhood	
1.1 - Greenways	Linear green spaces oriented around a natural corridor
1.2 - Bicycle Lanes & Shared Use Paths	Portions of a roadway that are designated for preferential or exclusive use by bikers through the use of striping, signing, and/or pavement markings
1.3 - Planning for Transit	Process by which pedestrian (including wheelchair), bus/light rail/streetcar, and vehicle circulation is incorporated into a site design
Municipal	
2.1 - Regulatory Tools for Sustainability	Concepts such as Planned unit developments (PUDs), Overlay zones, Form-based codes, and Developers' agreements
2.2 - Big Box Reclamation	The process of adapting old structures for purposes other than those initially intended
Neighborhood	
3.1 - Stormwater Management Plan	A thorough and carefully conducted site planning and process that results in designs which capitalize on natural topography and natural features
3.2 - Wetland Preservation & Restoration	Restoration: manipulation of the chemical or biological characteristics of a site with the goal of returniong natural or historic functions to former or degraded wetlands
3.3 - Green Streets, Parking Lots, & Alleys	Those that employ any of a number of different stormwater treatment practices with the intention of treating stormwater near the source while also offering the potential to improve neighborhood aesthetics, calm traffic, and provide a community education tool
3.4 - Swales	Vegetated open channels that are designed to attenuate and treat stormwater runoff for a defined water volume
3.5 - Constructed & Floating Wetlands	Engineered and built wetlands designed to mimic the water treatment functions of naturally occuring wetlands
3.6 - Interaction with Natural Environment	Engagement that links various mental physical health benefits to engagement with natural environments
3.7 - Compact Community Development	Also known as traditional neighborhood development, human scaled development, and New Urbanism
3.8 - Signage for Economic Sustainability	Consists of a set of cohesive gateway, monument, wall, and projecting signs that sustain and/or increase visitor count and patronage to a site
Neighborhood|Building	
4.1 - Permeable Pavements	Paving materials (asphalt, concrete, or pavers) which contain voids for water infiltration
4.2 - Native Landscaping	Use of plants that are historically native to a given area prior to European settlement
4.3 - Bioretention Cells	An infiltration device that consists of a depression with a vegetated layer, a mulch layer, several layers of sand, soil, an organic media filter bed, an overflow, and an optional underdrain
4.4 - Soil Amendments	The addition of materials to improve infiltration capacity and pollution removal function by changing the soil's physical, chemical, or biological characteristics
Building	
5.2 - Green Roofs	Any roofing system that includes vegetation planted in a growing medium separated from the structure below by a waterproof membrane
5.3 - Rainwater Harvesting	Systems that capture rainwater and store it for reuse
5.4 - Greywater Reclamation	The collection of wastewater from a bathtub, shower, sink, washing machine, or dishwasher for irrigation
5.5 - Energy & Water Efficient Buildings	Buildings that significatly reduce the quatity of energy and water utilized for daily purposes

IV

PLANNING AREA DESIGN GUIDELINES

4.1 Site Design Guidelines

4.1.1 Build-to-Zones (BTZ)

Active pedestrian streets are promoted through enclosure provided by buildings with ground floor activities linked to the street. Build-to-Zones (BTZ) help ensure that buildings are located near the front and corners of the building lot. A BTZ is defined as the space extending between the defining the edge of a public right-of-way[1] and a predetermined maximum setback line. For the BTZ:

- **Architectural elements such as porches, decks, stoops, bay windows, balconies, awnings, roof projections, covered walkways, ornamental features, and lighting should fall within the BTZ range established by City of Cudahy.**
- **BTZ's should not extend into a utility easement, beyond a property line or interfere with required vision triangles.**
- **Temporary uses such as tables, planters, or similar elements should be allowed to extend within the public right-of-way.**
- **At least 60% of the linear edge should be building facade.**

Mixed Landscape Zone (MLZ)

A Mixed Landscape zone is defined as the space extending between the defining the edge of a public right-of-way[1] and a predetermined maximum setback line. This applies to conditions in which it is difficult to prescribe the precise locations of building on the lot. In such cases a new building might occupy the edge of the lot along one side or be located in the middle of the lot. In such circumstances the zone along the outer perimeter of the lot, abutting the public right-of-way should be a layered approach to creating a harmonious combination of landscaping and building facade.

Landscaped areas should include multiple layers of continuous elements such as hedges, decorative fences, and closely spaced trees. The goal is to create a strong, rhythmic system of elements that clearly designates the public walkways/ easements and acts as an attractive, pedestrian friendly feature. Other features might be used to create a surrogate building face with free-standing pergolas, arbors, loggias, arcades, and garden walls.

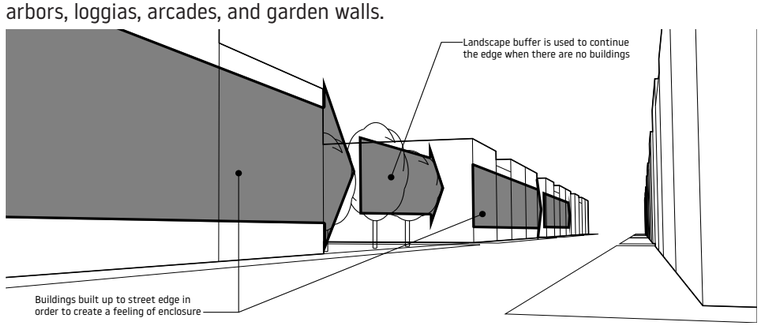


FIGURE 4.9.1: Street Edge Diagram

1. For lots adjacent to the proposed linear greenway (On-Grade Highline), BTZ shall be measured from the greenway access easement line.









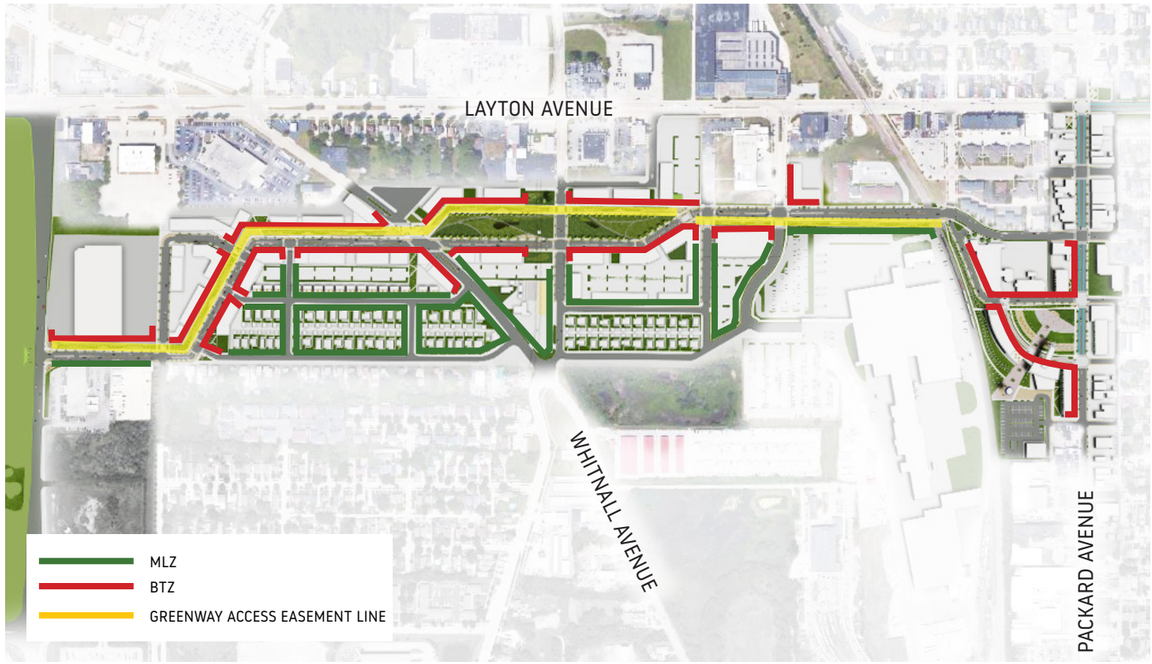


FIGURE 4.9.2: Build-to-Zones (BTZ) & Mixed Building and Landscape Zones (MLZ)



FIGURE 4.9.3: Reference Image - R1VER Development, Milwaukee, Wisconsin

4.1.2 Street Edge Design

Residential Building Street Edges

Residential building design should consider the following street edge guidelines to further encourage walkability within the development:

- ***Reinforcement of the urban street edge in the form of landscaping or decorative boundary elements should be implemented to enhance the pedestrian experience and emphasize a community territory.***
- ***Moderately shallow front setbacks or building recesses are strongly recommended to break up building facades and provide additional landscape elements.***
- ***Ground floor residential uses, such as walk-up dwelling units should be raised above the street level to increase sense of privacy but still provide the perception of an active street facade.***
- ***Variations in architectural design & materials at the street edge are recommended to create visual diversity within the urban fabric.***
- ***Pedestrian courtyards and small gardens should be utilized to enhance the aesthetic appeal along the street and minimize large gaps in the street edge.***
- ***Ground floor continuous solid facades or exposed parking should be avoided wherever possible.***
- ***Entrances should be easily identifiable through the use of architectural treatments in the form of awnings, canopies or other architectural features.***
- ***All ground level residential uses are strongly encouraged to have a street-level entrance. Stoops, porches, bays, canopies, overhangs and balconies are encouraged.***
- ***The implementation of small front patio gardens and/or landscaping is encouraged to help enliven the street edge conditions.***















Commercial/Mixed Use Building Street Edges

Commercial and Mixed-use building design should consider the following street edge guidelines to further encourage walkability within the development:

- ***At least one pedestrian entrance should be provided along the street facade of each separate business or entrance of a building abutting the public right-of-way. On corner buildings, corner entrances are encouraged, however if not achievable the entrance should be placed on the primary street.***
- ***All commercial uses, regardless of size should be oriented towards the primary street.***
- ***Ground floor continuous solid facades or exposed parking should be avoided wherever possible.***
- ***Landscaped areas or other well-defined seating locations are encouraged. Smaller more intimate spaces for small groups to gather are favored over large open space.***
- ***To activate the public edge, outdoor seating spaces for restaurants, cafes, or other retail uses are highly encouraged where economically feasible.***
- ***Building uses that activate the street such as shops, restaurants, entrance lobbies or other activities that move people in and out of buildings shall be located on the ground floor.***
- ***Buildings in the PUD - EAST sub area should reference the City's Existing design guidelines that relate to "Historic Downtown" (specifically for properties adjacent to Packard Avenue).***





4.1.3 Parking, Loading, and Landscaping

Parking availability is critical to the success of a commercial development. Site access ensures visitors are able to drive to a destination and access their desired location conveniently. All parking conditions should adhere to specific City of Cudahy parking requirements.

To reach a balance between vehicular and pedestrian needs, the conceptual vision for the GCCP attempts to provide efficient and adequate parking for visitors while also encouraging walking for those who are able. The intent is to provide sufficient parking availability with the least environmental, economic, and visual impact.

Figure 4.6.1.2 - Off Street Parking indicates potential location, quantity, and type of parking options available to visitors and residents of the development. As the development progresses, careful analysis should be provided to ensure adequate parking is being provided for a proposed project without detracting from the urban commercial and residential characteristics of the planning area.

Parking in the development is provided through a mix of on-street, off-street, and underground parking. Underground parking as a solution to requirements and visual impact is supported, although some wetland conditions limit availability.

On-street parking is provided in public right-of-way and off-street parking is provided in private lots dedicated to specific sites or potentially shared. Parking lot use is expected to be at its peak during the beginning stages of the development, as there will be fewer residents on site, and more visitors coming from farther away.

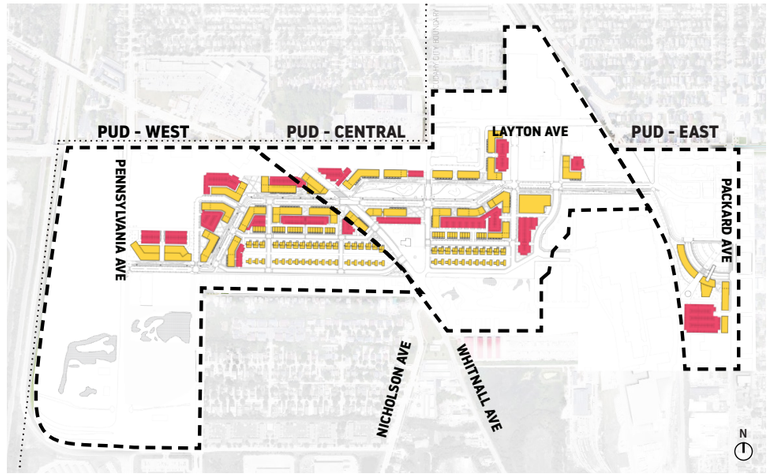


FIGURE 4.1.4.1: Conceptual Development Summary (refer to section 2.6 for additional info)

Parking Lot Design

Parking lot materials should be high-quality and attractive. Reducing or eliminating asphalt and providing light colored paving materials at surface parking lots reduces urban heat island effect. Providing well planned and numerous landscaping elements helps to break up large parking fields and reduces hardscape. All parking lots should be designed to provide safe pedestrian pathways to the buildings they serve and connect to adjacent sidewalks.

Shared parking strategies are encouraged to make use of available parking in the most efficient manner possible. This will ensure parking availability for most, if not all, visitors throughout the course of a typical day.

Parking Lot Visibility

To maintain an urban walkable atmosphere in the development, parking lots should be visibly screened and separated from roads and pedestrian walkways. The street edge should be faced by the built environment. Parking lots may be screened by landscaping elements, adjacent buildings, or other innovative design methods. The presence of parking lots should become secondary or to the presence of architecture and landscaping. This encourages a comfortable, walkable and human scale environment for pedestrians.

Drive-Throughs

Drive-throughs should be far removed from pedestrian thoroughfares, park areas, and residential neighborhoods. Should a future tenant request a drive-through for their property, the owner must have the drive-through approved by the City of Cudahy.

Service & Loading

Service and loading areas of buildings should be located away from the public view to the greatest degree possible. Refuse areas shall be integrated into building architecture or may be a separate structure screened with similar materials to those on the adjacent building. All service and loading conditions should adhere to specific City of Cudahy service and loading requirement requirements.

Refuse areas should be kept clean and free from excess disposal materials. Trash and recycling areas shall be positioned in a manner which allows clear access for waste collection trucks. The quantity, size, location, and screening of waste collection areas shall be subject to approval of the City of Cudahy. Waste and recycling collection are the responsibility of property owners.

Due to the urban nature of this development, every effort should be made to integrate a safe and well-organized loading area that does not encroach on the public's interaction with the building. Shared loading areas are encouraged to reduce the amount of area required.

Maintenance & Operations

The maintenance of common areas shall be the responsibility of property owners. Shared areas require a shared responsibility between all users.

Removal of snow shall be the responsibility of property owners, and may be included in a shared maintenance agreement between users. Snow must be removed from parking areas, private roads, walks, and other publicly accessible areas within each property.

Landscape Guidelines, Maintenance & Operations

All plans and specifications for site landscaping of each phase of proposed developments shall be subject to approval by the City of Cudahy, and should be consistent with the standards established by the City of Cudahy Municipal Zoning Code.

Landscaping should not interfere with any fire hydrants or fire department connections. All easements shall be illustrated on submitted landscape plan.

Lot edges should be landscaped and tree-lined, considering the following recommended landscape guidelines:

- ***Building facades with no substantial signage or windows should be enhanced through the use of landscaping and vegetation.***
- ***Plantings internal to parking lots should not be randomized, but should be laid out to compose separations and divisions within the parking lot, should emphasize building entrances, connections to sidewalks, and other compositional features of the planning area.***
- ***Landscaping should be selected from a recommended list of plants provided, or be proven to thrive within an urban condition and local climate at the project site; subject to the approval of the City of Cudahy.***
- ***Exterior utility equipment (such as HVAC units, utility boxes, standpipes, and other above grade utility features should be fully screened from view using either a decorative screen fence, which materially relates to the building architecture, or evergreen plant materials. The screen material should be located within 10 feet of the item(s) being screened.***

Tree Placement & Tree Wells

Tree placement helps define spatial enclosure at the pedestrian level. The tree canopies of mature, adjacent trees should accommodate street light spacing as designed by the City of Cudahy.

Tree well design should compliment the surrounding streetscape and neighborhood context as well as promote the health of the tree. In areas with high pedestrian volume or retail activity, tree grates should be used to prioritize pedestrian circulation on wide sidewalks.

4.2.1 General Guidelines for Building Design & Construction

Design guidelines, including dimensional constraints for different building types are shown in Table 4.15.1 Land Use Regulations. The following guidelines offer a general explanation of building types indicative to promoting a walkable and sustainable urban development.

- ***Buildings should identify with a cohesive and complimentary architectural character. A timeless design language that elevates the pedestrian, resident, and visitor experience is essential.***

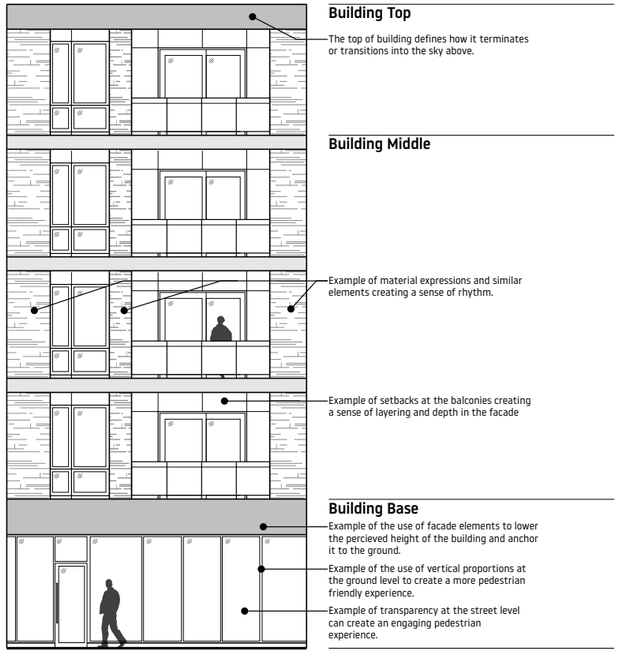


FIGURE 4.5.1: Example of successful building material composition.

4.2.2 Building Facade

Implementation of cohesive architectural composition for individual buildings within the Gateway-City Center plan ensures that buildings harmonize with each other, create a uniform neighborhood design language, and provide understandable architecture without limiting individual building expression and style.

Visually interesting building facades appeal to the general public and can enhance the experience in adjacent open community spaces with the likely potential to increase nearby property values throughout the development. A timeless design aesthetic should be demonstrated for all building types.

Building Facade Composition

Building Base

The base of a building facade provides a visual connection to the ground and is the closest interface between the pedestrian and the building. The base elements of proposed buildings should be highly articulated, scaled to relate to the pedestrian experience, utilize high quality materials, and be transparent through the use of glazing wherever possible.

Rhythm

Rhythm refers to a repetitive pattern or recurrence of building elements along the facade. These patterns are often linked to structural bays or reflect programmatic elements with end conditions given special treatment. Rhythmic elements can provide the backbone for architectural expression or identity: the repetition providing a unifying feature for the facade. These elements also helps visually break down the scale of the facade into smaller, constituent parts.

Scale

Buildings are experienced from a variety of distances and thus the compositional building elements (entries, windows, structural bays, roof elements, etc) should integrate sizes and shapes that are distinguishable from both near and far. Overall building height and massing should fit with the scale and character of the development as a whole.

In keeping with its goal of facilitating a walkable, urban development, a pedestrian scale experience is of particular importance to the GCCP.

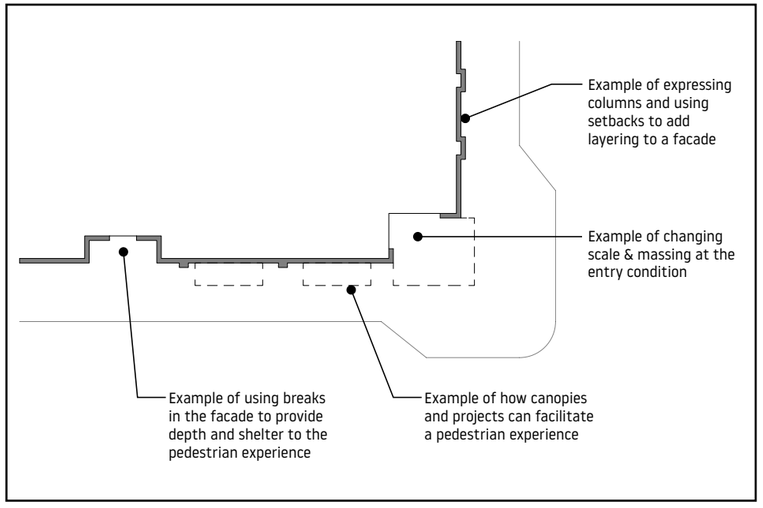


FIGURE 4.3.2: Example of facade setbacks and articulation.



Example of a successful streetscape.

Special care should be taken to the scale, massing and height of street level building elements to emphasize pedestrian comfort.

Height

The height of buildings within the GCCP should follow the guidelines set forth by Cudahy Municipal Zoning Code, and the recommendations of Table4.15.1 Land Use Regulations.

This plan is intended to have an urban character and thus building towards the maximum height allowed per building type is encouraged. Though more height and density may result in higher parking requirements, taller buildings may not build large, open parking fields that result in disconnected, suburban building patterns. Buildings should abide by building height minimums.

Massing

Building massing should provide visual richness and inviting, human scale. Large buildings should consider a hierarchy of masses and forms that break down the building scale rather than a single mass. Techniques for accomplishing these goals include the use of distinct building components, variation of roof form, or intentional placement of projections or recesses. Massing should consider the principles of rhythm and scale to avoid excessive changes in form of street facades.

Proportion

Building massing and elements should be proportionately considered in order to produce visual harmony throughout the building facade. It should be noted that street facing building elements have typically used vertical, as opposed to horizontal, proportions as it has traditionally seemed to offer a more pedestrian-friendly experience.

Layering

Building facades with layering and depth are important for creating the visual scales and pedestrian experiences intended. Techniques for avoiding “flat” facades include the following: the setting back of windows behind the plane of the main facade; the use of window sills, awnings, canopies; the extension of roof eaves; the expression of columns through arcades or changes in plane.

Freestanding Commercial, Office, and other unique buildings

Buildings shall be designed as four-sided architecture with recommended high quality and finish-grade materials used consistently on all facades. Other materials such as precast concrete, decorative concrete block or decorative facade panels may be appropriate if properly detailed and integrated with the architecture. Metal and finished wood may be used as accents, but should not be the primary material for any facade.

4.2.3 General Material Guidelines

The GCCP recommends materials of consistently high quality. They should be complementary to the existing fabric of downtown Cudahy and the City as a whole. Materials should also be considered for their sustainable attributes.

Per City of Cudahy Municipal Code, all new construction, additions and major alterations in any district other than the RS-1, RS-2, RD-1, and RD-2 shall be reviewed by the City of Cudahy. New construction, additions and major alterations of principal structures in the RS-1, RS-2 RD-1, and RD-2 districts shall be reviewed solely by the City of Cudahy.

Quality
It is suggested that materials of enduring high quality are selected as much as possible. The following guidelines describe suggested levels of quality and appropriate locations of building materials.

The use of environmentally friendly sustainable building materials is strongly encouraged.

Location
Materials are encouraged to be creatively integrated into building facades. The PUD does not place outright restrictions of particular materials, but does provide guidelines for targeted use locations of higher and lower quality materials. Proposed buildings will be subject to the City of Cudahy Municipal Zoning code.

High quality materials should take precedence along building frontage of main roadways, public access routes, and any other frontages that will be in direct contact with the public realm,



FIGURE 4.10.1: Example of successful street level glazing, The Standard, Milwaukee, Wisconsin

Low Quality materials should not be used on the building at street level. Certain decorative materials may be integrated along the base of the building as accents but they are not recommended as the dominant facade material on the entire building. Utility-grade materials should only be used on facades of the building not visible from publicly-accessible areas.

In order to assure architectural diversity in materials and visual interest, only higher quality architectural metal may be used as an accent comprising no more than 25% of any facade surface. Where proposed, developer shall provide City with specification sheet on material quality and longevity assurances.

Stucco may comprise no more than 25% of any facade surface. Where proposed, developer shall provide City with specification sheet on material quality and longevity assurances.

Examples of High Quality Materials
-Brick
-Stone
-Wood
-Fiber cement
-Fine plaster stucco
-Commercial grade metal panel systems
-Rainscreen systems
-Innovative recycled materials and technologies
-Terracotta
-Photovoltaic integrated systems

Examples of Low Quality Materials
-EIFS (Exterior Insulation and Finish Systems)
-Utility grade materials
-Low quality corrugated metals
-Low quality lumber
-Low quality glazing
-Vinyl or aluminum lap siding



Figure 4.10.2: Example of successful exterior material integration, Emerald Row, Oak Creek, Wisconsin

Glazing Recommendations

Usage
Glazing is an important component of a building's design. Buildings along and throughout the extension of Barnard Avenue, at the Pennsylvania Avenue Gateway, and within the proposed City Center (among other primary roadways and intersections throughout the city) are recommended to meet the following glazing standards. Adequate glazing along pedestrian corridors promotes retail engagement and activates the street edge. It also provides safety, allowing unobstructed views into and out of buildings.

Glazing Amounts
While visual interaction by means of clear, non-tinted windows (glazing) on all stories of the building are encouraged, visual interaction is required along the street frontages of a building. The area where clear, non-tinted glazing should be maximized is 2 to 8 feet above grade. Lower glazing (such as glazing extending to the floor) and/or higher-level glazing (such as transoms and clerestories) are encouraged. Fritted glazing is allowed. Tinted glazing and opaque glass panes are prohibited except as accents or when used to screen parking or back of house areas.

The clear glazing zone is measured along the street frontage of the building and does not include service entries. The percentage of the glazing zone that shall include clear glazing at first floor building uses (these standards are flexible depending on site, overall design, and use).

- Commercial - at least 40%
- Large-Format retail - at least 15%
- Civic/Institutional - at least 40%
- Mixed Residential - at least 25%
- Light Industrial - at least 15%

Where possible, glazing should be maximized along facades adjacent to publicly accessible areas that are away from street frontages, such as private drives, rear or side parking areas.

When used, ribbon windows may be used as an accent and not as a primary facade window treatment. Ribbon windows shall only be used in instances where natural light may not be gained from alternative window design due to building design and adjacencies.

Alternatives to Street Level Glazing
Several alternate facade and/or building features can be substituted to fulfill up to half of the glazing requirements along the street frontages of a building. These features may include the following items: awnings, canopies, lighting fixtures, banners, projecting signs, hanging planters, landscaped planter beds, free-standing movable planters, benches, and landscaped seating.

Special Conditions

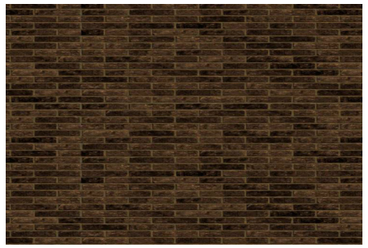
Any facade along a main entry point, key intersection, or designated public greenspace is considered a special condition. Special condition facades must be treated as a primary facade, regardless of whether the facade has any entry points.

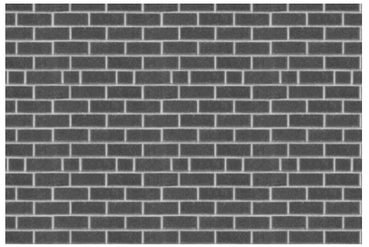
4.2.3 General Material Guidelines - Continued

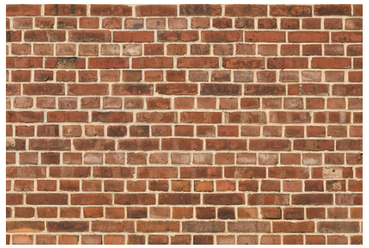
Properties and Developments within the GCCP planning area should be designed as four-sided architecture with finish grade materials used consistently. See Building Design Guidelines, sections 4.1 and 4.2, of this document for more information on general material guidelines.

Recommended Primary Materials

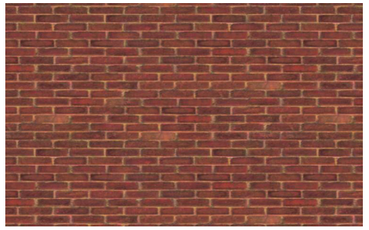
Brick (natural colors preferred, painted brick is not allowed)

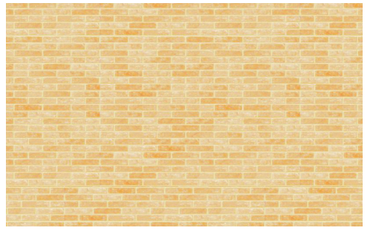

Brown


Dark Gray


Natural / Varied

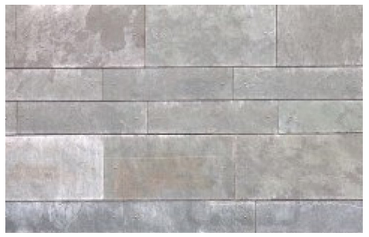
Light Gray


Red


Yellow / gold

Stone (natural colors preferred)

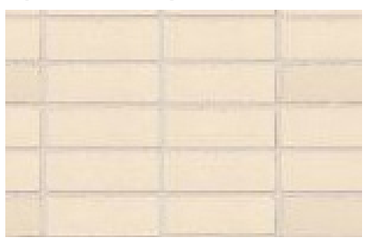

Beige


Gray


Tan

Burnished Block (split face preferred, variety of colors acceptable)


Gray

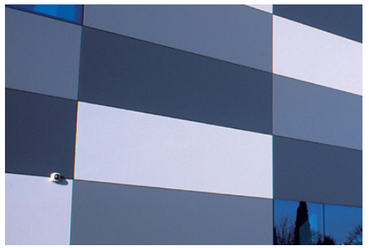

Tan

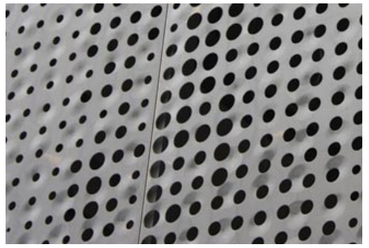

White

Recommended Secondary Materials

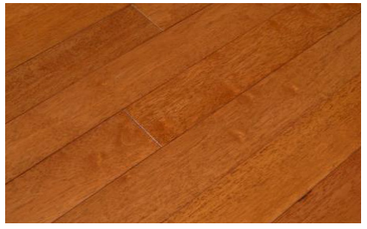
Architectural metal panel (variety of colors and patterns acceptable)

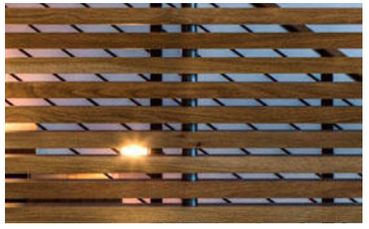

Rectangular, monolithic

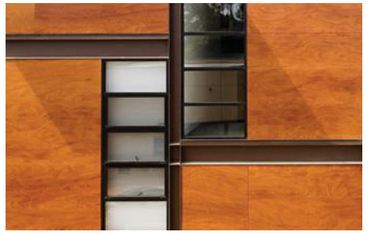

Rectangular, varied


Textured

Wood (variety of styles and species acceptable)


Tongue and Groove paneling


Exterior Wood Screen


Wood paneling in storefront

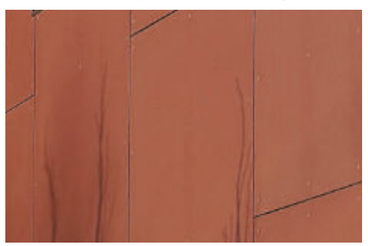
Stucco (variety of colors and styles acceptable)


White

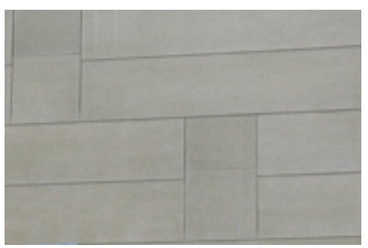

Gray


Tan

Cementboard (natural colors preferred)


Terra Cotta (earth tones)


Tan


Gray

4.2.3 General Material Guidelines - Continued

Recommended Accent Materials

Examples of accent material locations: low base below glazing or decorative banding. The materials outlined below are recommended for use in accent applications throughout the GCCP planning areas. All materials are subject to review and approval per City of Cudahy Municipal Code.

Concrete (variety of colors and textures acceptable)

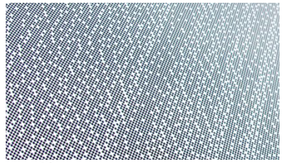

Textured
(board form or other)

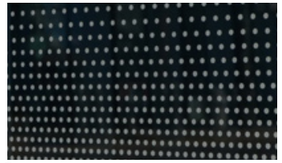

White


Light gray


Tinted

Fritted glazing (variety of patterns acceptable)


Mostly opaque


Partially transparent

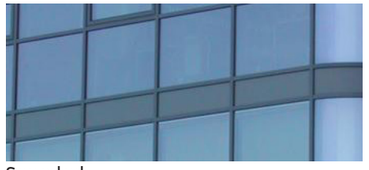

Mostly transparent


Decorative accent

Translucent materials (variety of styles acceptable)


White translucent

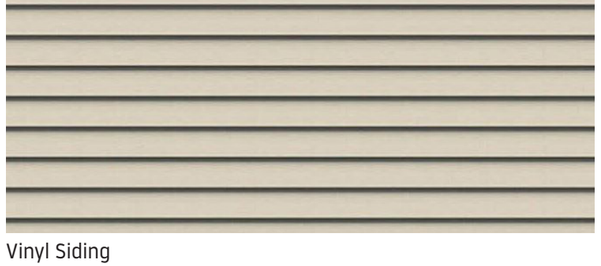

Semi-translucent


Spandrel

Not Recommended Materials

Due to their residential aesthetic and/or low durability, the materials below are not recommended.


Shingle Siding


Vinyl Siding


Exterior insulation and finishing system (EIFS)


Aluminum Siding

Screening Guidelines

Certain building components should be screened from public view. The following guidelines should be followed for screening trash areas and mechanical units (as well as other areas required per the City of Cudahy):

All mechanical units should be screened from view. Pad-mounted HVAC units may be screened with decorative vegetation or built fencing. Roof-mounted HVAC units should have a built enclosure if the unit is visible from street-level pedestrian areas. Any built fencing around mechanical units must match the building to which it is attached. No chain-link fence may be used for any portion of screening element.

All trash areas should be fully enclosed and completely screened from view with a built enclosure. Built enclosure must match aesthetic of surrounding buildings. Enclosure must close and latch securely. No chain link fence may be used for trash enclosures at any location.

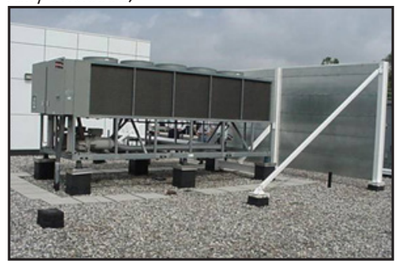
Recommended HVAC enclosure (foliage, built screen)





Unacceptable HVAC enclosure (chain link, not fully enclosed)





Recommended trash enclosures (made from quality materials, no Dumpster visible, fully closed and latched)





Not Recommended trash enclosure (not fully enclosed, chain link fence used, Dumpster/trash visible)





4.2.4 Building Lighting Recommendations

Building lighting is intended to be a component of the GCCP that promotes pedestrian and driver safety in the neighborhood, increases the quality of life by extending the hours one can be active outside, and creates a family friendly, urban ambiance.

Building Lighting
Building facades should be designed with integrated lighting locations in mind. Accent lighting is encouraged to highlight architectural features which add character. Lighting diagrams demonstrating lighting methods should be incorporated in the design review process to ensure that public/private adjacencies for lighting intensity are respected.

Landscape & Hardscape Lighting
Landscape accent lighting is encouraged for public safety and neighborhood identity. This includes tree uplighting, illuminated bollard lighting, under bench lighting, small lamp post lighting and festoon lighting. Lighting that supports outdoor activity is encouraged.

Outdoor lighting recommendations listed below are per the conceptual design, Outdoor Lighting design is subject to the City of Cudahy approval process. The concept design follows these general guidelines:

- ***Suggested Height: 15 feet- 18 feet maximum for pedestrian lighting.***
- ***Outdoor seating areas should include pedestrian level lighting at comfortable illumination levels. Pole-mounted or bollard lighting should be used as an effective way to illuminate walkways and define pedestrian zones.***
- ***Outdoor site and parking areas should provide a safe and inviting environment for users.***
- ***Site lighting should be controlled to prevent excessive glare onto adjacent properties or the public right-of-way. Fixtures should be a full-cut-off (FCO) design to minimize glare and spillover.***
- ***Exterior lighting should enhance building architecture and important landscape features, reinforce access points, and illuminate pedestrian routes.***







Examples of Outdoor Lighting











4.2.5 Planning Area Signage Guidelines

Creating a sense of place and identity is a key element of any building development. Providing high quality signage for visitors, residents, and potential commercial tenants enhances the experience of the destination.

The intention of the basic guidelines listed below is that the signage should help provide a unified identity by complementing the architecture, supporting wayfinding, responding to circulation patterns and modalities through scale and location.

4.2.5.1 Monument Signage Guidelines

All building monument signs must comply with the City of Cudahy Municipal Zoning Code for items not addressed below.

- ***Ground-mounted or monument type signage should be used to identify a single large user or a group of tenants within the development.***
- ***Site signage should be constructed of high quality, attractive, and durable materials such as masonry, decorative metals, and hardwood. Signs may reflect the design characteristics or materials of the building they serve.***
- ***Signs should be integrated with surrounding landscape and/or the building design. Signs should serve as an attractive object within the overall landscape.***
- ***Signs should enhance the nature and appeal of the commercial experience.***
- ***Faces of signs should be illuminated from an external lighting source, internally illuminated, or otherwise lit at night.***
- ***Development gateway or monument signs are encouraged to be placed at highly visible major site access points.***

Development Monument Signs

Development monument signs should be limited to a height of 20' above street level. Development monument signs should be a solid, regular shape (i.e. rectangular with solid base). Solid base are recommended to be a minimum of 36" tall. Signs should have two main sides, each facing the main direction of travel. Development monument signs are subject to review and approval by the Plan Commission.

Ground Monument Signs

Typically, in a commercial district or development, there will be at least one ground monument sign per building. If a building or development houses more than one retailer/company, it is suggested that these companies utilize a multiple-tenant sign. Solid base should be a minimum of 24" tall.

Ground monument signs should be limited to a height of 8'-0", and ideally not more than 10'-0" above street level.

Monument Design Guidelines

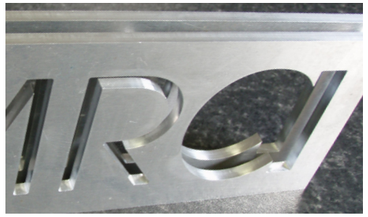
For examples of recommended materials, refer to Figure 4.13.2. Materials should express permanence. All signs should be opaque. Lettering may be translucent within an opaque panel, or back-lit channel letters. It is encouraged that signage is sculptural, adding highly-individualized elements to street frontage.

Signs should be perpendicular to passing traffic, to ensure adequate visibility. Monument signs may not be located in traffic view triangles. Signs should be appropriately placed to identify and enhance the appearance of retail outbuildings. Signs should be spaced with enough separation to avoid visibility concerns.

Recommended materials for monument signage lettering


Stainless Steel


Steel Channel


Aluminum

Recommended materials for monument signage base



Stone



Brick


Metal

Recommended form for monument signage



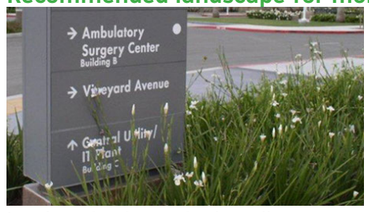
Rectangular



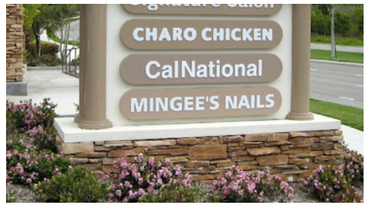
Sculptural


Lettering

Recommended landscape for monument signage







Landscaping is required at all monument signs. See Cudahy Municipal Zoning Code for additional information.

FIGURE 4.13.2: Recommended Building Monument Signage Types

4.2.5.2 Building Signage Guidelines

The GCCP encourages its tenants to incorporate signage into the overall building design. The following guidelines are to enhance the development's urban qualities by creating a user-friendly, multi-scaled experience through signage. All primary and secondary signage must be approved by the City of Cudahy as part of the site and building plan approval process.

To achieve consistency within the GCCP, building signage is recommended at multiple scales, and in a variety of types. A framework of recommended guidelines provides regularity and rhythm to ensure a cohesive language at all streets within the planning area. In order to effectively integrate signage into the overall project design, recommendations have been set forth based on the following categories:

- ***Types and Variation***
- ***Quantity and Scale***
- ***Placement and Orientation***
- ***Large Format Retail: Special Conditions***
- ***Material***
- ***Color and Pattern***







4.2.5.3 Multi-scale Signage

Effective signage is designed for multiple scales. Each scale creates a good user experience and should not overwhelm the character of the development. Photos shown are examples of multi-scaled signage elements for a single tenant.



Primary Signage

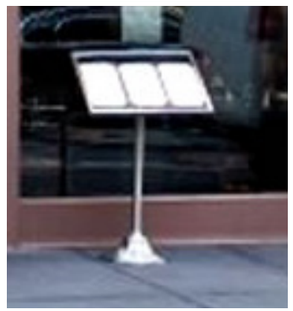


Eye-level Signage





Temporary Signage



Secondary Signage



4.2.5.4 Primary Signage

Multiple types of signage are preferred to add visual interest, depth, and rhythm to the facades and streetscapes of the GCCP. To encourage a high standard of signage, while understanding the need for flexibility, multiple options are identified. Primary signage is meant to identify a tenant from a distance.



Architectural
Primary Sign: Best

Options: Channel or Extruded

Lighting: Internal Neon, Reverse, or Internal

Location: Entry Facade

Extruded
Primary Sign: Better

Options: Floating or Wall-Mounted

Lighting: Reverse or External

Location: Entry or Non-Entry Facades

Cut-out
Primary Sign: Good

Options: Offset or Wall-Mounted

Lighting: Internal or External

Location: Entry Facade

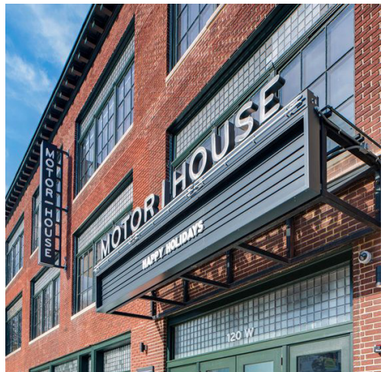


















FIGURE 4.14.2: Recommended Primary Signage

4.2.5.5 Secondary & Eye-Level Signage

While primary signage identifies the retailer from a distance, the human scale is addressed by eye-level signage. The intermediate between the two scales addressed by secondary signage. Together, this layering of signage provides visual interest and promotes attraction to pedestrians walking by.



Flag
Secondary Sign: Best

Options: Horizontal or Vertical, Fabric or Rigid

Lighting: Internal or External

Location: Entry or Non-Entry Facades & Special Conditions

Awning
Primary Sign: Good

Options: Linear or Dome, Wall Mounted

Lighting: External (From Above)

Location: Entry or Non-Entry Facades & Special Conditions

Vinyl (On-Glazing)
Primary Sign: Good

Options: Offset or Wall-Mounted

Lighting: Internal or External

Location: Entry Facade





















FIGURE 4.14.3: Recommended Secondary & Eye-Level Signage

4.2.5.6 Quantity & Scale

The quantity and scale of signage is important when setting standards of the GCCP so retailers are readily identified. The following guidelines address signage on all retail buildings within the planning area with the exception of select large-format retail special conditions.



Example of Primary Signage





Example of Secondary & Eye-level Signage

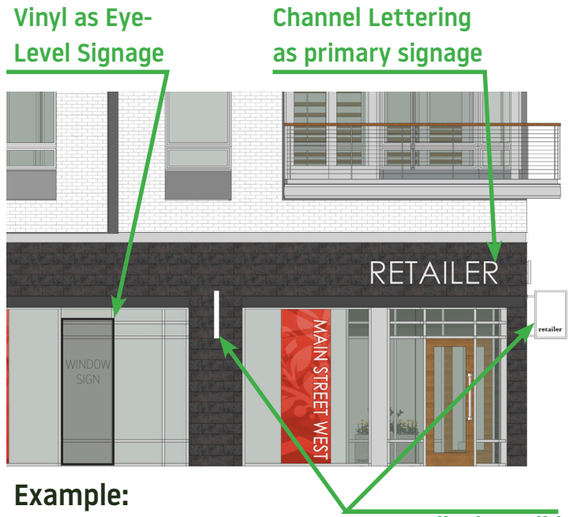
Recommended Signage:
Signage at multiple scales including extruded letters at cantilever; horizontal and vertical flags; eye-level signage.



Quantity

- 1 primary sign recommended per facade frontage per tenant*
- 1-2 flag signs per entry facade (fabric or solid)
- 1 eye-level sign/graphic per 12 linear feet of entry facade

***Exception:**
Primary signs are also allowed on special condition facades. Secondary buildings along the extension of Barnard Avenue may also have additional primary signs on the facade facing Barnard if that facade is not an entry facade.



Example:
Retail Storefront
- Height: 15'-8"
- 15% of 15'-8" = 28' Max Height

Scale



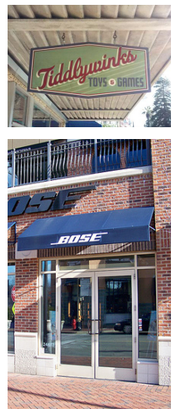
General Guidelines
- Minimum sign height: 16"
- Maximum sign height: 15% of retail floor height.

Flags
- Wall mounted fabric flag may not be >10' in height and must maintain a vertical proportion; may not extend >4' off facade or <8' from ground.



- Wall mounted solid flag may not be >36" in width or 36" in height; may not be <8' from ground plane; may not project >4' from the outermost facade.

Suspended
- Suspended signs which are perpendicular to the facade and project over pedestrian paths may not be <8' from ground nor project >4' from outermost building facade.



Awning
- Minimum lettering height = 8"
- Maximum sign height = 5% of retail floor height.
- Text on awning preferred on face perpendicular to ground plane.
- Awning may not extend more than 4' from outermost facade.



Vinyl sign on glass
- Text/graphic/pattern may not cause >10% of glazing to become opaque.
- Maximum text height = 5% of retail storefront.



Recommended Signage:
Primary, secondary, and tertiary signs are present. Signage has a consistent design. Temporary sign is for announcing opening date only and is subject to City of Cudahy requirements for temporary signs.

4.2.5.7 Placement & Orientation

It is recommended that facades feature a balance of parallel and perpendicular signage to enhance visual access and branding capabilities. Signage should be located over entries, at sides of in-line bays, or at locations considerate of materials and their arrangement. Signage should be relevant within the overall architectural design.



Recommended Signage Placement & Orientation



Example of Eye Level Signage

Multiple orientations of signage attract views from different directions and are visually appealing.



Example of Flag and Awning Signage

Awnings should be located at windows and doors to emphasize architectural design. Awnings should not be continuous features which wrap the entire building or storefront.



Non-Recommended Signage Placement

Signage does not brand business and is placed between to structural bays. No other signage is provided.



Recommended Signage Placement

Signage is centered on the retail unit and between facade elements. Signage works with building design to define storefront size.

4.2.5.8 Large Format Retail: Special Conditions

For retail buildings larger than 20,000 square feet, special conditions shall be considered on an individual basis. Due to the large nature of these retails, the previous signage guidelines may not be appropriate. The following standards should be applied to large retail buildings.

Types and Variation

Signage at large format retail locations will be held to the same standards of the previous signage sections with the exception of size limit on the primary facade. It is a recommended that large format retailers incorporate a variety of a signage to add visual interest. The example to the right is successful at combining multiple layers of signage.

Quantity and Scale

Multiple scales of signage are recommended on large-scale retail buildings. This ensures a comfortable approach for customers, whether they approach by vehicles or by foot.

Placement and Orientation

Due to the large scale of signage for large retailers, it may not be effective to utilize primary signage to convey a building entry point. Signage should be placed appropriately on single-material building areas. Signage at this scale is not a substitute for architectural variety and should be considered an architectural feature when considering placement and orientation.



Signage meeting the previously-listed size recommendations may feel inadequate on a large facade.



Incorporation of large signage is appropriate on facades of large-format retail buildings.







4.2.5.9 Material

Building signage is preferred to have a consistent language. The signage materials and textiles selected should be durable, contrast and complement the building's facade, be properly illuminated, and be well integrated into the overall building design.



Example of Complimentary Retail Signage





Examples of Complimentary Retail Signage

Recommended Materials for Retail Signage



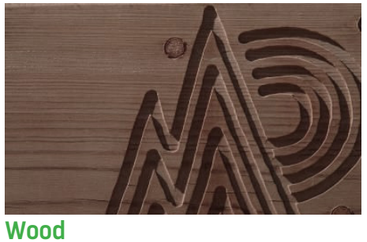
Stainless Steel



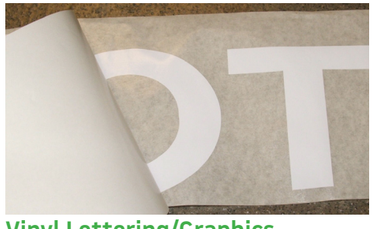
Translucent Durable Plastic



Steel Channel



Wood



Vinyl Lettering/Graphics



Aluminum

4.2.5.10 Color & Pattern

Color of signage shall complement building materials. Colors are recommended to be solid. Limit use of distracting patterns.



Example of Signage Material and Color

Recommended
Signage colors and materials complement building materials.





Awning Guidelines

Recommended
Dome awnings complement upper arched windows. Colors are neutral and consistent. Awnings are made of durable canvas.

Not Recommended
Domed awnings do not complement rectangular facade elements. Vinyl awnings are not desired. Awnings should not extend full length of building.



Recommended Awning



Not Recommended Awning



Not Recommended Awning

4.2.5.11 Additional Signage Examples - Recommended

Included below are precedents that are indicative of the signage standard and recommendations for retailers within the GCCP.

Precedent 1

This signage demonstrates depth and features a clean and durable lettering on natural building material.





Precedent 2

The extruded letters on a canopy give dimension to the streetscape. It also provides multiple levels of signage on the facade.





Precedent 3

Well-made flag signs add visual interest for pedestrians and make stores easily identifiable.





Allowable Temporary Signs

Temporary signs are allowed for certain durations. Temporary banner signs are allowed for a limited time after grand openings, and for seasonal events. Temporary signs must meet all requirements as detailed by the City of Cudahy.

Easel / A-frame signs are allowable on a daily basis, and must be taken in nightly by retailers. A-frame signs must be constructed of heavy-duty, quality materials to ensure stability. These signs may not exceed 4' in height and 2'-6" in width (no more than 10 square feet per side).







4.2.5.12 Additional Signage Examples -Not Recommended

Due to their limited durability the following signage types are considered low quality, illegible, and are not recommended for use within the GCCP.

LED / Electronic

These signs can be very difficult to read and detract from the desired architecture aesthetic of the development.

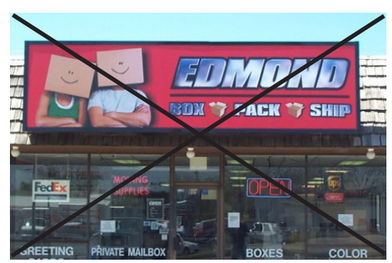


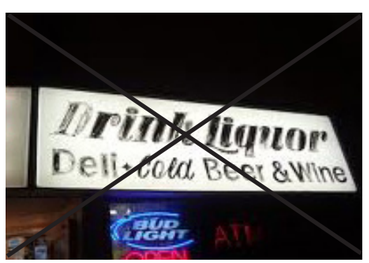
Exception:

LED and electronic signs will be allowed at Development Monument Signs. Electronic signs may not be attached to building facades at any location.

Box Signs

These signs are generally flat, are not pedestrian friendly, and do not contribute to the architectural design of the building.





Temporary

Temporary signs are of poor quality and durability and do not contribute to the architectural aesthetic of the building.



Exception:

Temporary and banner signs may be used for short durations during grand openings or for seasonal messages. This rule does not apply to easel/A-frame signs which are put out daily by businesses; these signs are encouraged at pedestrian locations.

Painted

These signs are very flat and do not contribute to the architectural aesthetic of the building.





Conditional Approval Signage Types

Neon

High quality market signs can be used effectively as a statement element as shown in the left image. However, lower quality neon signage can be visually overwhelming and difficult to read, per the image on the right.



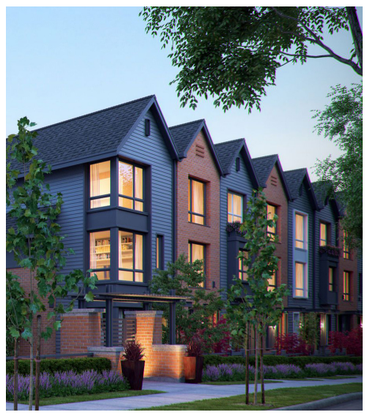


4.2.6 Recommended Building Types - Descriptions

The following descriptions offer a general understanding of various building types listed in this document. All building types are to comply with International Building Code requirements and City of Cudahy Municipal Code. Developers are encouraged to develop building sites with enhanced sustainable features and/or meet existing recognized sustainability certifications.

Residential Single/Two-Family & Townhomes

Residential Single/Two-family homes are standalone properties commonly with front and backyard conditions, and attached or detached garages. Townhomes are attached single-family units with an urban rowhouse format. The units share a common “party-wall” which is typically required to be a fire barrier and insulated for sound attenuation. Each residence is required to have a private entry on the public street/easement, usually with a small front yard, porch, or landscape planter. Typically these buildings are three to four stories and could contain a second dwelling unit, depending on the design and configuration. Parking is accommodated in attached garages at the rear of the buildings, sometimes with an auto court shared by the buildings within the block. Overflow parking may be accommodated by street parking or small surface lots located out of the general public circulation pathways.



Residential Apartments (rental/condominium)

Multi-family residential apartments are multi-story buildings that generally contain a variety of unit types. Typically they have street entrances that serve multiple units from a central lobby and internal corridor. Most units are 1-story, but in some cases 2-story units with loft type spaces can be incorporated. Units located at street level should have an additional front yard or patio entrance similar to a residential townhome configuration. Surface parking should be thoughtfully designed to be screened from view with landscape elements or decorative architectural features. Lot sizes vary depending on the building size.



Mixed-Use Buildings

Mixed-use buildings are multi-story buildings that typically contain a combination of commercial and residential uses. These buildings usually have commercial uses on the ground floor (retail or commercial office) with residential uses on upper floors. The residential uses can be blended with a hospitality type function, such as a hotel, which could allow residents access to the enhanced hotel amenities. Creative mixed-use configurations are strongly encouraged. Parking for these buildings should be provided behind the buildings and hidden from public view.



Small/Medium Format Commercial

For the purposes of this PUD small/medium format commercial uses shall have first-floor footprints of less than 20,000 square feet (which may accommodate more than one business). Four sided architectural design must be of the highest quality, attractive and inviting. These buildings must be suitable for an urban commercial setting. A front entrance must link the to the pedestrian circulation routes and be integrated into the architecture of the building as a whole. Landscape and outdoor spaces should harmonize with the streetscape and pedestrian system of the overall development.



Light Industrial

For the purposes of this PUD light industrial uses are more flexibly designated to attract development. This designation could range from small scale mercantile occupancies such as artisanal breweries, to the larger footprints like Cudahy’s own Angelic Bakery. Ideally Light Industrial uses would possess four sided architectural design of the highest quality, with attractive and inviting pedestrian conditions that offset the more expected utilitarian building requirements. A front entrance should link to the pedestrian circulation routes and be integrated into the architecture of the building as a whole. Landscape and outdoor spaces should be integrated into the proposed concept design of the City-led streetscape improvements.



Large Format Retail

Large format retail uses are 20,000 square feet or larger and are typically one story with potential for mezzanine structures inside. Typically there is one large retailer occupant but multiple uses are permitted. The architecture of these buildings must be of high quality materials and suitable for an urban commercial setting. Loading from trucks and refuse collection is done in the rear of the building and should be concealed from view. Pedestrian connections and scale must be considered and clearly recognizable for walkability from parking areas to entrances and other connections to the overall development. Pedestrian connections, landscaping and signage should harmonize with the overall development infrastructure.



Public Amenity, Civic & Institutional

Civic and institutional buildings may be publicly owned and contain a use that serves the public for civic or cultural purposes. Public amenity spaces include public parks, plazas, nature preserves, and recreation areas. Uses are flexible Surface parking should be accommodated at the back or to the side of the building. The architecture of these buildings must be of high quality materials and suitable for a high quality urban commercial setting.



4.2.7 Recommended Building Types - Table

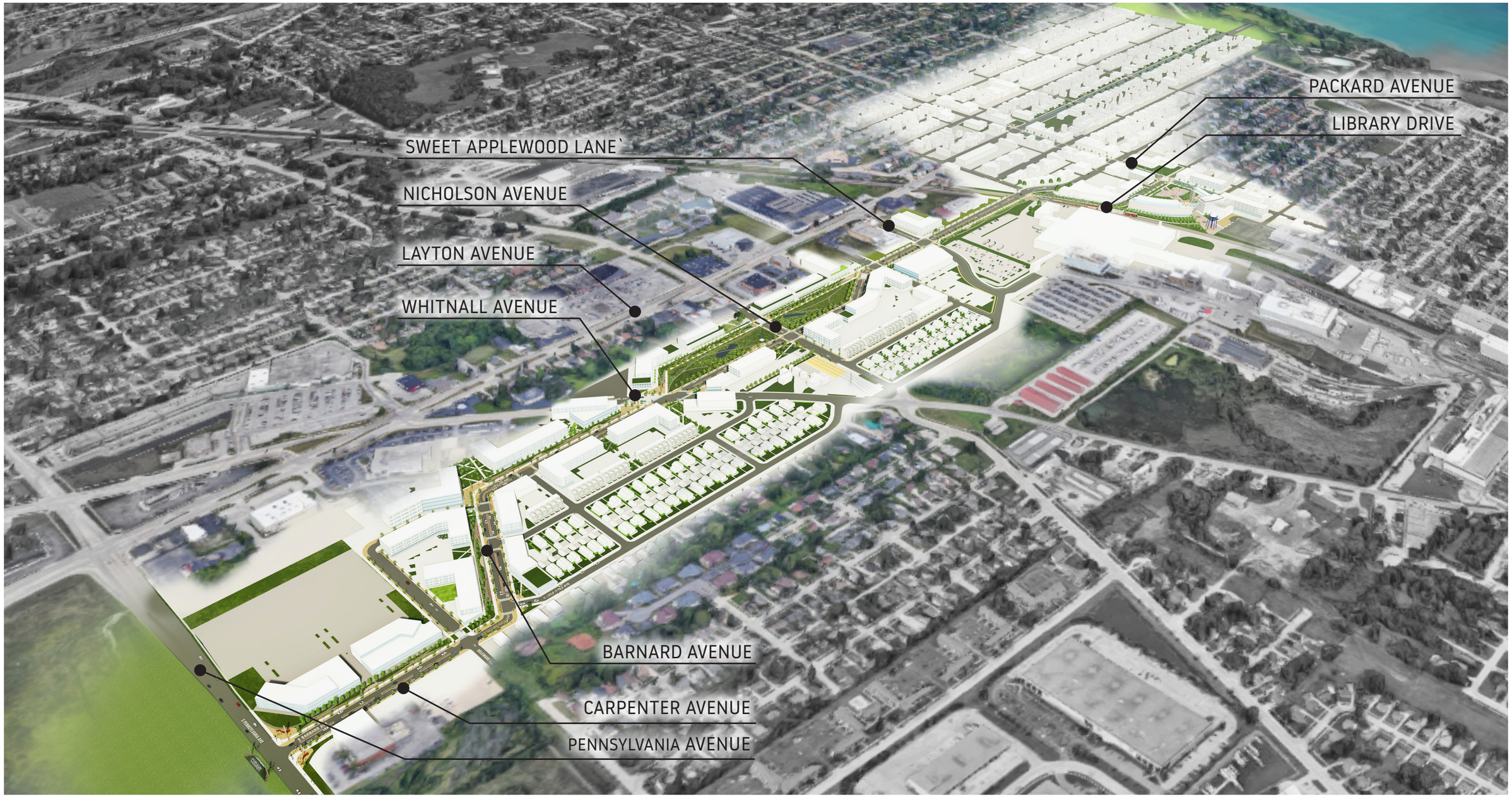
	Type I	*Type II*	*Type III*	*Type IV*	*Type V*	*Type VI*	*Type VII*
Building Type Standards	Residential: Townhomes	Residential: Apartments	Mixed-Use Buildings	Commercial: Small/Medium Format	Light Industrial	Commercial: Large Format Retail	Civic: Public Amenity & Institutional
Lot Standards (Minimum Unless Noted)							
Lot Area	2,000SF	10,000SF	varies	varies	varies	varies	varies
Lot Width	20'	100'	varies	varies	varies	varies	varies
Lot Depth	100'	100'	varies	varies	varies	varies	varies
Build-to-Zone Guidelines							
Main Building Build-to-Zone	0'-15'	0'-15'	0'-15'	0'-15'	0'-80'	0'-80'	0'-20'
Mixed Landscape Zone Guidelines							
Main Mixed Landscape Zone	Building: 0'-15' Landscape: 5' minimum width, 4' ornamental fence, hedge, or equivalent	Building: 0'-15' Landscape: 5' minimum width, 4' ornamental fence, hedge, or equivalent	Building: 0'-15' Landscape: 5' minimum width, 4' ornamental fence, hedge, or equivalent	Building: 0'-15' Landscape: 5' minimum width, 4' ornamental fence, hedge, or equivalent	Building: 0'-80' Landscape: 10'-15' minimum width, with ornamental fence, hedge, or equivalent	Building: 0'-80' Landscape: 10'-15' minimum width, with ornamental fence, hedge, or equivalent	Building: 0'-20' Landscape: 10'-15' minimum width, with ornamental fence, hedge, or equivalent
Height Maximum Unless Noted							
Main Building Height	4 Stories	6 Stories	6 Stories	60'	40'	40'	80'
Accessory Building Height	15'	15'	20'	20'	20'	20'	20'
Height Minimum (Recommended)							
Main Building Height	None	2 Stories	2 Stories	25'	None	None	25'

TABLE 4.2.7.1: Building Type Standards table

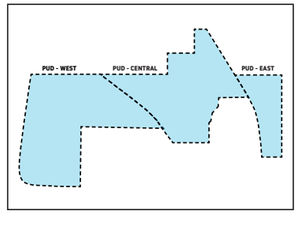
NOTE: Lots adjacent to Barnard Avenue, linear greenway (On-Grade Highline), or central green spaces shall include highly design landscape zone to continue edge treatment along pedestrian walkways if buildings are not located within 0-15' of ROW or Greenway Access Easement Line.

NOTE: Height Minimums recommended are intended to preserve urban street edge facade condition.

CONCEPTUAL IMAGERY | V



KEY PLAN

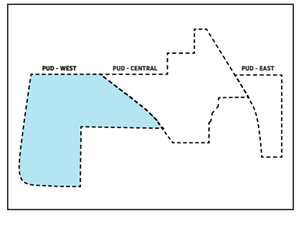


5.1 Aerial Image

This aerial image faces North East, hovering above Pennsylvania Avenue, capturing the overall scale of the GCCP planning area, and its relationship to existing context.



KEY PLAN

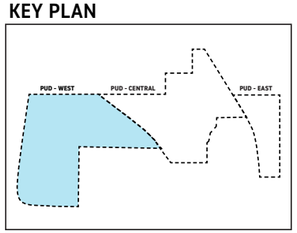


5.2 Aerial Image

This aerial image faces North West, hovering above existing Carpenter Avenue in the PUD-West planning area, capturing the GCCP'S western gateway at Pennsylvania Avenue.



KEY PLAN

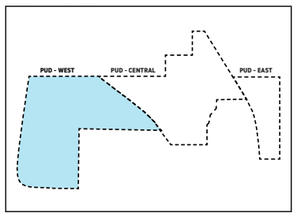


5.3 Streetscape Image

This image shows the GCCP's western gateway along Pennsylvania Avenue, and provides an opportunity for the City of Cudahy to represent its historic and proud identity with signage greeting highway and airport traffic off I-794.



KEY PLAN

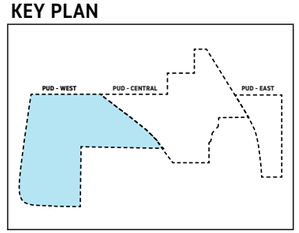


5.4 Aerial Image

This area shows the GCCP as it extends east towards Whitnall Avenue, with interconnected pedestrian friendly infrastructure, and varying densities of development to blend with the existing neighborhood south of Carpenter Avenue.



KEY PLAN

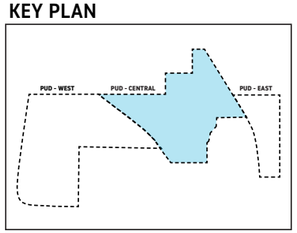


5.5 Streetscape Image

This space shows detail of the conceptual design at the streetscape level, including outdoor activated seating areas, pedestrian friendly crosswalks, lighting, sculpture, and pocket parks along the Gateway Corridor.



KEY PLAN

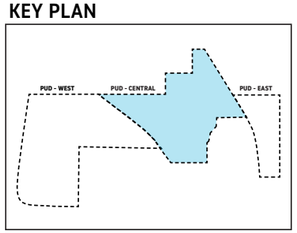


5.6 Aerial Image

This image depicts the “On-Grade Highline” wetland extension where Barnard, Nicholson, and Whitnall Avenues converge. With existing wetland conditions integrated, the PUD-Central area is largely dedicated to paths and trails for pedestrian walkability.



KEY PLAN

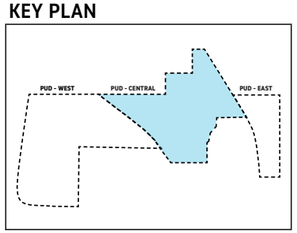


5.7 Streetscape Image

This image depicts the “On-Grade Highline” wetland extension across Nicholson Avenue, continuing the bicycle and pedestrian connections through the PUD-Central planning area.



KEY PLAN

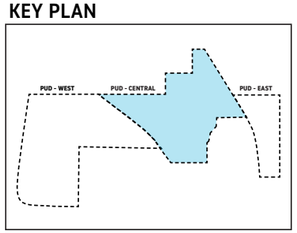


5.8 Aerial Image

This aerial image depicts the east half of the PUD-Central planning area, hovering over Barnard Avenue, looking east toward the Angelic Bakery, and the Smithfield Plant at Sweet Applewood Lane.



KEY PLAN

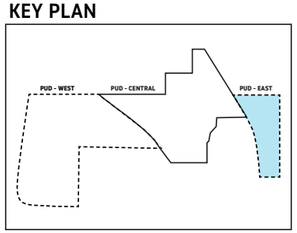


5.9 Streetscape Image

This streetscape image depicts the east half of the PUD-Central planning area, hovering over Barnard Avenue, looking east toward the Angelic Bakery.



KEY PLAN

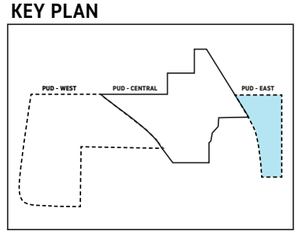


5.10 Aerial Image

This area shows the connection point of the PUD-Central and PUD-East sub areas, at Barnard Avenue and Library Drive. Off in the distance is the proposed City Center.



KEY PLAN

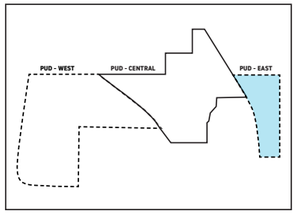


5.11 Aerial Image

This image shows the proposed City Center at Library Drive and Packard Avenue within the PUD-East sub area. The curved roadway is lined with Civic and Mixed-Use buildings, providing activation for outdoor public gatherings.

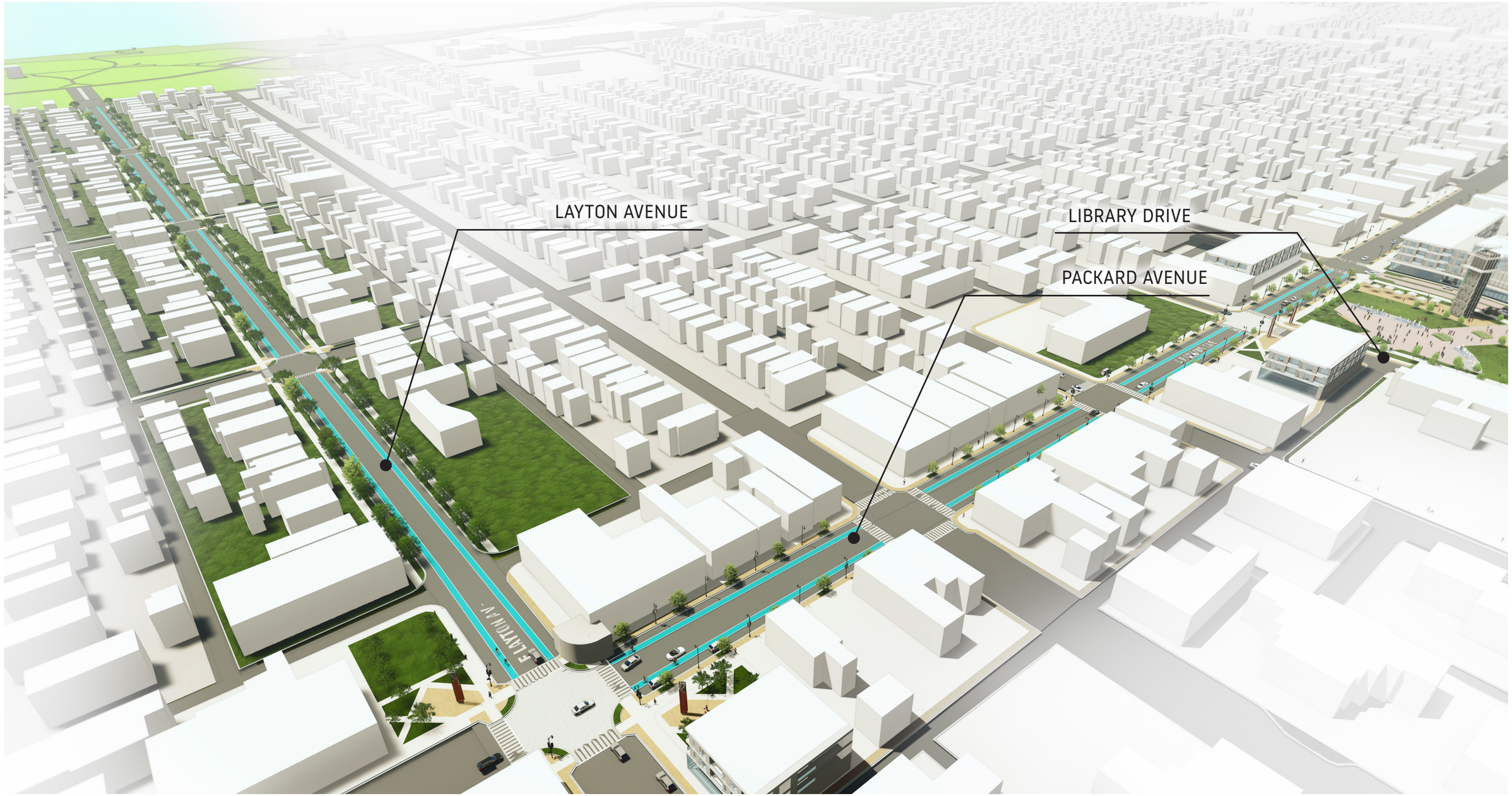


KEY PLAN

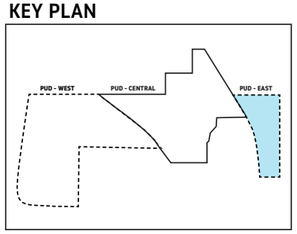


5.12 Streetscape Image

This space is a flexible and inviting platform for a variety of Cudahy's activities and events. As a gathering node, it allows the public to easily congregate from all areas of the city, creating a destinational amenity with connections back to the nature trails, proposed Gateway amenities, and Lake Michigan.



KEY PLAN

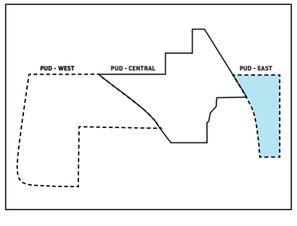


5.13 Aerial Image - Layton & Packard Avenue

This conceptual aerial view depicts proposed streetscape improvements to maintain a true pedestrian friendly corridor. Bike lanes and protected crosswalks promote active lifestyle connections from the proposed City Center on Packard Avenue to Lake Michigan at the end of Layton Avenue.



KEY PLAN



5.14 Streetscape Image

This conceptual streetscape image depicts the intersection of Packard and Layton Avenues, with an emphasis on creating pedestrian friendly connections, and unique outdoor spaces.

APPENDIX | VI

6.1 Image Information

Photo credits are provided where possible. If image is missing credit or is incorrectly credited please contact the City of Cudahy to have image credited or removed. All updates will be issued as an amendment.

IMAGE CREDITS

PAGES (P)

P1: Cover image - Sheridan Park Beach, Source unknown
P4(L): Top: City of Cudahy Zoning Map, Source: https://www.cudahy-wi.gov
P4(R): Top: Cudahy Family Library, Source: https://www.facebook.com/CudahyFamilyLibrary/
P6(L): Top: South Main Street Vision Plan, Source: Gensler, https://www.gensler.com/projects/south-main-street-vision-plan?e=
Middle: Making Marion Streetscape Policy, Source: https://www.makingmarion.com.au/streetscape-policy
Bottom: Southside Development Co. Development, Source: http://southsidebhm.com/2019/01/02/year-end-update/
P6(R): Top: Drexel Town Square. Source: RINKA+
Middle Upper Left: Bellevue Inspiration Playground, Source: https://www.dcla.net
Middle Upper Right: Assembly Row, Boston, MA. Source: https://assemblyrow.com/
Miiddle Lower Left: The Porch at 30th Street Station, Philadelphia, PA., Source: https://www.universitycity.org/the-porch-development
Middle Lower Right: Cascades Park, Tallahassee, FL., Source: https://cascadestlh.com/see-do/cascades-park
Bottom: Emerald Row Apartments. Source: RINKA+
P29(L): Top: South Main Street Vision Plan, Source: Gensler, https://www.gensler.com/projects/south-main-street-vision-plan?e=
Bottom: Seattle Design Guidelines, Source: http://www.seattle.gov/sdci/about-us/who-we-are/design-review/design-guidelines
P29(R): Top: Bellevue Inspiration Playground, Source: https://www.dcla.net
Middle Upper Left: High Street Atlanta, Source: https://www.highstreetatlanta.com/
MIddle Upper Right: 19th Street Mixed Use Building, Source: https://weinsteinau.com/projects/19th-mercer/
Bottom: Domain Northside, Austin, TX. Source: https://www.gensler.com/projects/domain-northside
P30(L): Top: Against The Grain, Parklet Space, Source: MIke Fussell, WAVE 3 News
Middle: Typical Intersection Photo, Source unkown
Bottom: Jamison Square, Portland, OR, Source: https://www.shutterstock.com/g/Stephanie+Braconnier
P30(R): Bottom Left: Muir Woods National Park, Source: https://www.nps.gov/muwo/index.htm
Bottom Right: Urbandale Monument Sign, Source: https://www.urbandale.org
P31(L): Top: Making Marion Streetscape Policy, Source: https://www.makingmarion.com.au/streetscape-policy
P36(L): Top: Downtown Madison, WI, Source: https://www.1kfriends.org/walkability-in-madison-from-eye-level/
Middle Upper: Gensler-Urban Strategies, Streetscape Image, Source: Gensler/Jordan Kessler. https://www.gensler.com
Middle Lower: Embark Plan, Fairfax County, VA. Source: https://forthuntherald.com/
Bottom: South Main Street Vision Plan, Source: Gensler, https://www.gensler.com/projects/south-main-street-vision-plan?e=
P36(R): Middle Right: Protected Bike Lane, Source: Partah Shah/NPR, https://www.wnpr.org/post/6-things-you-need-know-about-cycling-sidewalk
Bottom: Downtown Madison, WI, Source: https://www.1kfriends.org/walkability-in-madison-from-eye-level/
P40(L): Top: The Penn Street Trail two-way protected bike lane Source: Photo courtesy of NV5, https://www.phillymag.com/news/2019/07/11/two-way-protected-bike-lanes/
P40(L): Middle: Bioswale Diagram, Source:https://thewatershedproject.org/rain-gardens-bioswales/
Bottom: Permeable Pavement Parking Lot, Source: https://www.Unilock.com
P41: Middle: Sheridan Park Beach, Source: Mark Sheppard/Flickr
P42(L): Top: Johnson Street Townhomes, Portland, OR. Source: https://www.pdxurbanproperties.com
Upper Middle: Old Irving Townhomes, Chicago, IL. Source: https://www.redfin.com
Lower Middle: Mixed Use Building Example. Source: https://darkarkitekter.no
Bottom: Johnson Street Townhomes, Portland, OR. Source: http://pearldistrictproperties.com
P42(R): Bottom: 1st Street Apartments, Source: RINKA+
P43(L): Top: Remington Court Townhomes, Seattle, WA., Source: http://www.hybridarc.com/
Middle Upper: Emerald Row Apartments. Source: RINKA+
Middle Lower:Waterwalk Townhouses, Source: https://audax.ca/MULTI-UNIT/WATER-WALK-TOWNHOUSES/1/
Bottom: Drexel Town Square. Source: RINKA+
P43(R): Top: Parklet Image. Source: https://nacto.org
Upper Middle: Forge & Flare Apartments. Source: RINKA+
Lower Middle: Kirkland, WA Main Street. Source: https://wearekirkland.com/downtown
Bottom Left: Emerald Row Apartments. Source: RINKA+
Bottom Right: Pabst Professional Center. Source: RINKA+
P45(R): Top Right: 19th Street Mixed Use Building, Source: https://weinsteinau.com/projects/19th-mercer/
P46(L): Top: The Standard Apartments, Source: http://www.thestandardmke.com
P46(R): Top: Emerald Row Apartments. Source: RINKA+
P47-P48(L): Material examples. Source unknown
P48(R): Screening examples. Source unknown
P49(L): Top: Oak Creek Lake Vista. Source: RINKA+
Middle: Oak Creek City Hall. Source:http://www.oakcreekwi.org
Bottom: Cascades Park, Tallahassee, FL., Source: https://cascadestlh.com/see-do/cascades-park
P49(R): Top: Pinecrest Shopping Center, Beachwood, OH. Source:http://www.discoverpinecrest.com
Middle Left: The Lot Restaurant, La Jolla, CA Rendering. Source: http://www.thelotent.com
Middle Right: High Street Atlanta, Source: https://www.highstreetatlanta.com/
Bottom Left: Santana Heights Apartments. Source: https://theofficesatsr.com/gallery/
Bottom Right: R1ver Riverwalk Rendering. Source: RINKA+
P50(R): Signage examples. Source unknown
P51(L): Top: Fuel Cafe. Source: RINKA+
Middle: 84 South Retail Development: RINKA+
Bottom: Cafe Hollander. Source: RINKA+
P51(R)-P56: Signage examples. Source unknown
P57(L): Top: Modern Pitched Roof Row Houses, Source: CGArchitects, http://www.CGRendering.com
Middle: Southside Development Co. Development, Source: http://southsidebhm.com/2019/01/02/year-end-update/
Bottom: Vintage on Selby, Source: Bill Klotz, https://finance-commerce.com/2016/09/top-projects-of-2015-series-vintage-on-selby/
P57(R): Top: New Seasons Market, Source: https://www.newseasonsmarket.com/
Middle Upper: Rocky Point Distribution Center, Source: https://eastgroup.net/properties/rocky-point-distribution-center/
Middle Lower: 84 South Retail Development, Source: RINKA+
Bottom: Scranton Peninsula Master Plan, Source: https://www.aiaga.org/design-award/scranton-peninsula-master-plan-project-thunderbird/
P59: Sheridan Park, Source unknown