

City of Manitowoc

# River Point Design Guidelines

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## About this Guide

The River Point Design Guidelines are first and foremost a resource for property owners, builders, architects, and realtors to use in order to understand the reasons for, the proper methods of, and the overall benefits of high-quality building design, both to the individual and the City of Manitowoc as a whole.

These guidelines are intended to advise ways in which property and business owners can take advantage of River Point's natural beauty and history, by following the appropriate methods for improving buildings and property. These design guidelines should be used in concert with the Manitowoc Downtown Design Guidelines to create a diverse building and site fabric that also blends with the historic identity of Downtown Manitowoc.

Each individual building façade plays an important role in the makeup of the River Point. Storefronts, window displays, signage, color, canopies, and architectural details all play an integral part in the successful design of individual buildings.

In order to receive a Certificate of Appropriateness to complete a project within the River Point District, initial contact should be made with the Community Development Department. The Department will assist in interpretation of the guidelines as well as the review process while serving as the liaison with the Community Development Authority (CDA). Depending on the scale of the project, the Certificate of Appropriateness will be issued by the Department or the CDA.

These design guidelines are crafted to function in harmony with the City of Manitowoc's existing policies, ordinances, and codes. Nothing in the Building Design Guidelines shall affect the applicability of the Manitowoc Municipal Code. Where sub-area guidelines are also applicable, the Building Design Guidelines are to be utilized in conjunction with said documents and the provisions of both shall pertain; however, when in conflict, the more specific guidelines shall take precedence.

# Background

The City of Manitowoc’s River Point is a unique space that will serve as an adaptive reuse of railroad and industrial land that harkens back to the City’s origins. In order facilitate high-quality building and site design on the River Point peninsula, the City has approved a Planned Unit Development (PUD) for the property. Specifically the City approved a General Development Plan (GDP) on \_\_\_\_\_ (Report #21- \_\_\_\_\_), and approved a Conditional Use Permit on \_\_\_\_\_ (Report #21- \_\_\_\_\_) pursuant to Manitowoc Municipal Code § 15.750(4) for the River Point PUD. Both sections support the goals and objectives of the City’s adopted Comprehensive Plan and Downtown Master Plan. Both documents highlight the importance of a healthy and vibrant downtown and the positive economic benefits that come from the downtown, including River Point. Within the River Point District, there is the requirement to have projects obtain a Certificate of Appropriateness. These guidelines are intended to provide assistance and direction on the necessary aspects to take into account when considering a project.

Building & site design is a key element in the built environment that contributes to Manitowoc’s success as a community. In order to preserve and build on Manitowoc’s architectural heritage, the City has embraced design principles and guidelines in its most recent planning documents, namely the Downtown Design Guidelines, Downtown Master Plan, and City of Manitowoc Comprehensive Plan.

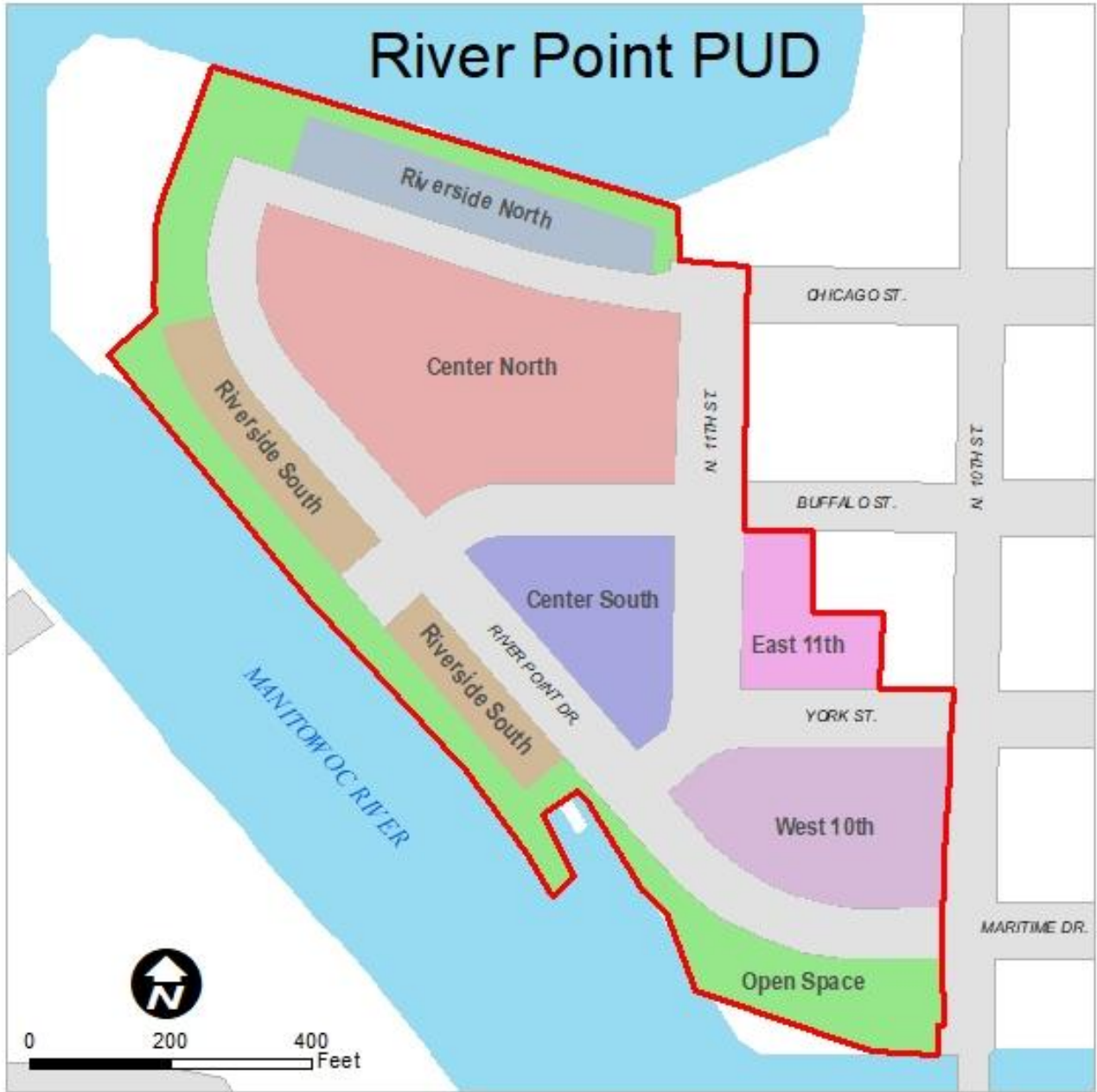
# Goals

This design guide will:

- Address all structures and site design on River Point, including residential, mixed use, commercial, office, industrial, and any institutional uses.
- Facilitate innovative and creative building & site design and development.
- Ensure that projects within River Point are judged according to consistent criteria.
- Result in a comprehensive, complete, applicant design submission and provide design review guidance.

## **Application of the Design Guide**

The River Point Design Guidelines shall be applicable in the following locations on the following map. Where the River Point Design Guidelines are not applicable, the Downtown Design Guidelines will be.



# Building Design Guidelines

This Section contains nineteen guidelines, divided into categories based on four connected ways of looking at building design. Each guideline has an overall description and related principles that are illustrated with images.

The categories are:

**A: Context Fit** addresses aspects of building massing and location that are influenced by the context of the adjacent building environment.

**B: Pedestrian Friendliness** relates to design aspects of buildings, public spaces, and the exterior of adjacent building that affect the pedestrian experience and make spaces “pedestrian-friendly.”

**C: Visual Attractiveness** address elements of architectural design that result in visually appealing buildings.

**D: Sustainable Design** describes techniques and technologies that can be utilized to minimize environmental impact and relate people to the natural environment.



## A: Context Fit

The purpose of this section is to identify existing neighborhood characteristics that should be enhanced or incorporated into the building design of new or infill development projects. Where existing neighborhood elements may not yet exist on River Point, adjacent Downtown Manitowoc should be referenced. In addition, this section addresses neighborhood compatibility and transitions to adjacent buildings and street frontages.

### A1. Design Context

Building Design should provide contextual references to its surrounding built environment. Design context could include natural features such as a river, lake, park or open space; man-made landforms; historic and cultural contexts; and existing architecture. Attention to these features and the planned use of blocks on River Point should be referenced.

#### A1.1

Buildings should blend with natural or man-made landforms or natural features, especially the Manitowoc River, central boulevard on North 11<sup>th</sup> Street, and riverside trail. The goal is to maximize access to both scenic view and or surrounding contextual streetscape.



**Figure A1.1a:** *Building architecture can relate to existing or man-made features, such as this retention pond.*



**Figure A1.1b:** Scenic view access is provided to the adjoining river and open space.

## A1.2

Buildings should be arranged to relate to each other and to create view corridors that promote visual access from the site to adjacent neighborhoods. View corridors are spaces that frame views from one location to another. Streets are one type of view corridor; pedestrian walkways are another.

## A1.3

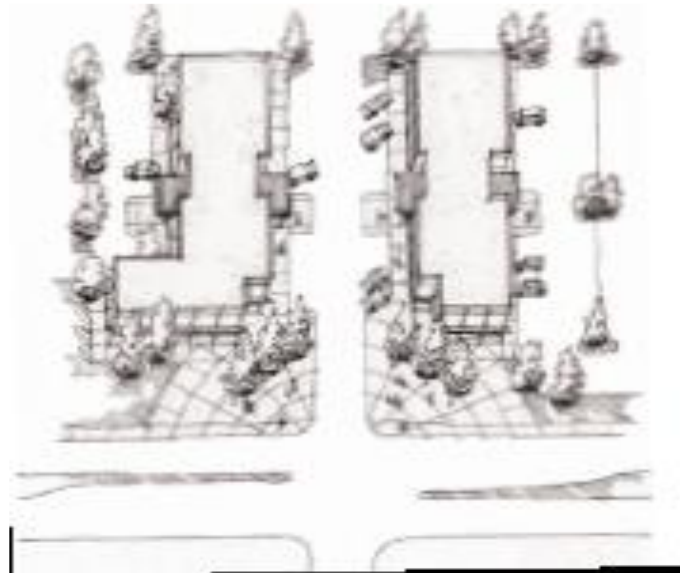
Buildings should be arranged in a manner that creates a sense of enclosure and defined space.



**Figure A1.3a:** Office buildings create a sense of enclosure around a central open space amenity.

## A1.4

A site's buildings should be arranged so that they help to frame and define the fronting and internal streets, giving deliberate form to streets and sidewalk areas.



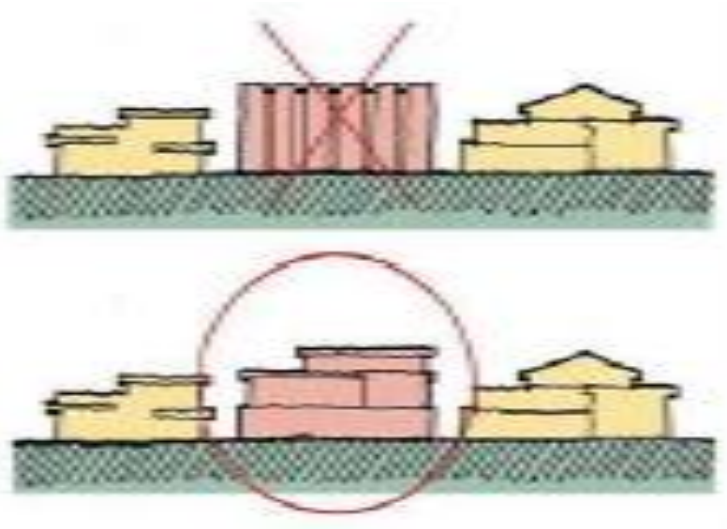
*Figure A1.4a: Retail buildings create a facing commercial frontage and provide visual access from the adjacent neighborhood.*

## A1.5

For infill sites, buildings should be set back from the street in accordance with the predominant line of building massing (setback) along the street in order to create a defined streetscape and sense of place. See River Point Permitted Uses and Lot Standards for setback information. Also, reference the Downtown Manitowoc Design Guide for infill within historic buildings.

## A1.6

Buildings that have a distinctive architectural, historic or cultural context should incorporate those elements through the use of similar or compatible styles, materials, architectural detailing or other appropriate references.



*Figure A1.6a: In the lower example the middle building fits better with its architectural context by use of horizontal articulation.*

## A1.7

In areas where the existing context is not well-defined, new development may be recognized as a pioneer with the opportunity to establish a pattern of identity from which future development can take its cues. The site's zoning and other relevant policies should be considered as indicators of the desired direction for the area and project. One should also look to precedent within other communities with similar characteristics as River Point. This will guide appropriate architectural style.

## A2. Building Mass Transition

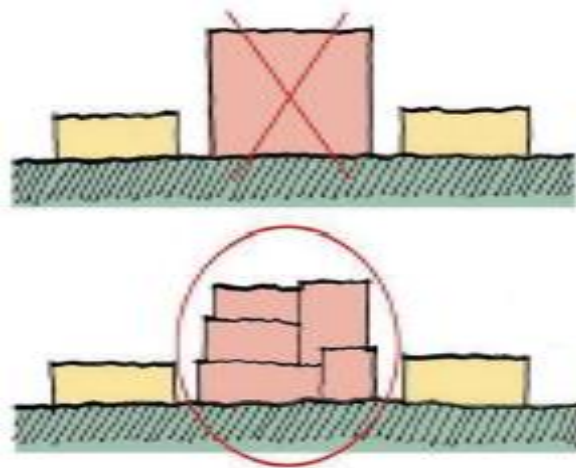
Building mass is defined as the physical volume or bulk of a structure and can be measured by height and size of the building footprint. Building mass is an important factor that affects functional and visual compatibility between adjacent neighborhoods and different land uses. The following design guidelines promote coordination and continuity of the proposed development and the development efforts throughout the neighborhood through creation of a gradual transition between different building masses.

### A2.1

Buildings at the outer edge of an activity center should be comparable in height and mass with the surrounding neighborhood.

### A2.2

Adverse visual (view) impacts of a massive building should be minimized or mitigated through the use of visual buffers, neighborhood-compatible architecture and building mass and siting techniques. Large buildings should be broken into multiple buildings if possible, or into smaller building massing elements through varied rooflines, varied façade planes, upper story setback, windows on front elevation, etc. in order to reduce the apparent size of the building. Avoid monolithic design characteristics.



**Figure A2.2a:** *The mass of the larger building steps down near smaller buildings and the varied roof forms reduce apparent size.*



**Figure A2.2b:** *This building uses varied roof forms and façade planes to reduce apparent size.*

## B: Pedestrian Friendliness

Pedestrian-friendliness describes the quality of a built environment that attracts foot traffic and fosters a sense of safety and well-being for its users. Building design directly impacts the pedestrian-friendliness of a place by creating a setting that is comfortable for pedestrians to walk, stop and congregate. A building that attracts pedestrians may enjoy greater commercial success for its tenants and users, whereas an unsuccessful building can create an environment that pedestrians seek to avoid. Pedestrian-friendliness is a counterpoint to the aesthetic criteria listed in the Section C.

### B1. Public Spaces

When buildings are properly designed, they can frame special public places such as parks, open spaces, esplanades, pedestrian plazas, courtyards, outdoor seating areas, streetscape, etc, that provide safety and amenity for the development's residents, customers, employees, and for surrounding properties.

#### B1.1

Buildings, where feasible, must be sited or designed to create public spaces that are easily accessible from adjacent streets or sidewalks.



*Figure B1.1a: Shopping windows and pedestrian features activate the space between these two buildings. The structures frame a view corridor to the adjacent plaza.*

## B1.1

Buildings must engage and define the street edge with landscaping, pedestrian walkway, and street furnishings to allow for safe and comfortable movement of pedestrians.

- i. In order to enhance pedestrian experience and to avoid the appearance of a massive parking lot between the building and the street, building setbacks to adjacent streets must be minimized wherever possible. When internal drives are utilized to organize buildings and pedestrian movement, setbacks to internal drives must be minimized wherever possible. However, where an established pattern of building setbacks exists, new buildings should be consistent with the surrounding building alignment.
- ii. Pedestrian linkage should be established among multiple building entrances and the parking lot.
- iii. All buildings must relate to street frontage through use of landscaping, pedestrian access and other public spaces. Commercial buildings must create an active street environment and unified streetscape that encourages pedestrian activity. A combination of at minimum (5) streetscape elements must be included: pedestrian seating, moveable tables, planters, pedestrian-scaled light fixtures (not more than 16' tall), artwork or decorative paving, waste receptacles, bicycle racks, and other street furnishings.



**Figure B1.1b:** *Mixed-use and retail buildings frame this central courtyard feature.*





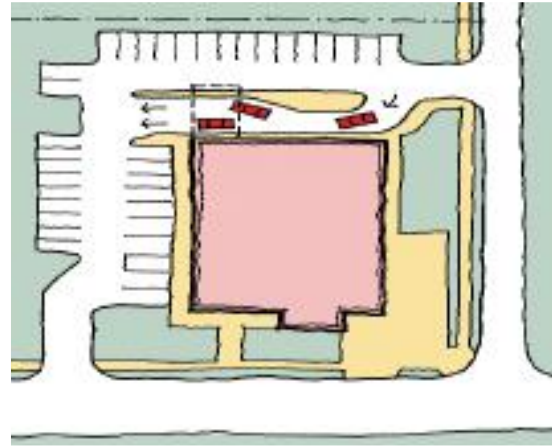
**Figure B1.2a:** Unified pedestrian-oriented streetscape



**Figure B1.2b:** Outdoor seating and pedestrian-scaled light fixtures engage the street.

## B1.3

Drive-through passageways and canopies should be located to the rear or side of all buildings.

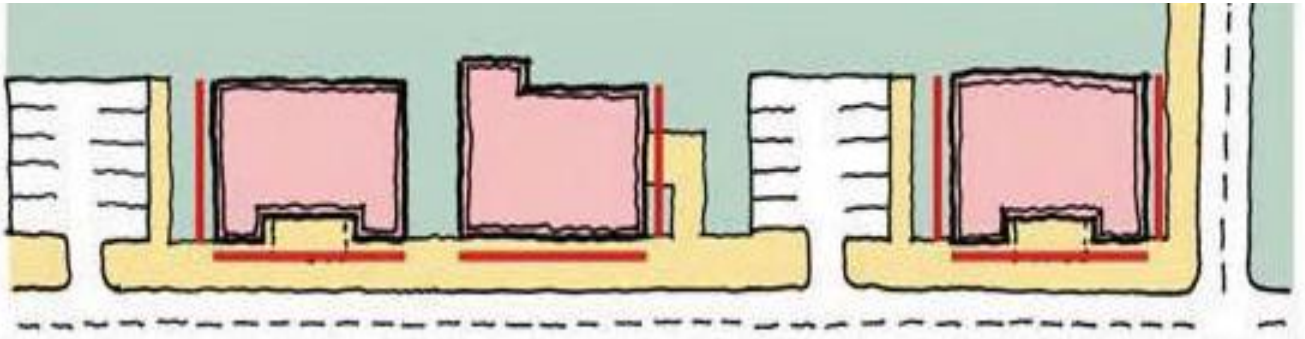


*Figure B1.3a: In these images, the drive-through is oriented away from the street corner, at the side or rear of the building.*

## B2. Visual Transparency

Facade transparency creates a visual connection between indoor and outdoor spaces. Windows and doors narrate the uses inside the building to the observer and are a measure of how public or private these uses are intended to be. For example, storefront windows at street level are more expansive, suggesting common uses, while upper levels are smaller, indicating more private uses. The provision of windows, doors and other openings, especially at ground level, enhances the aesthetic appeal of buildings, provides visual interest and fosters a sense of security and vibrancy for pedestrians.

This guideline applies to all commercial, office and institutional uses and to façades that have street frontage or are adjacent to pedestrian access or parking areas (the red bars in the diagram below indicate the applicable façades.)

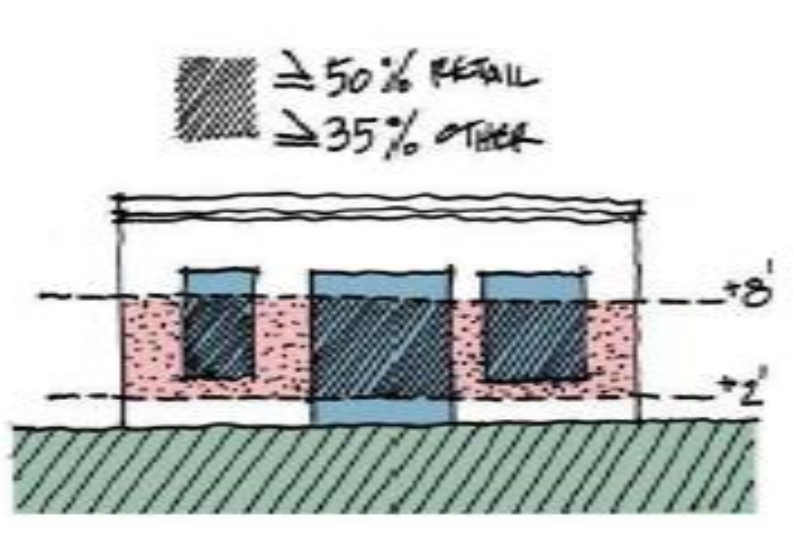


*Figure B2: Applicable façades of the visual transparency guideline.*

## B2.1

Facades of all commercial, office and institutional structures must incorporate transparent features (clear glass on windows and doors) over a minimum percentage of the surface area at ground-level. Ground level is defined as two to eight feet measured vertically at street level.

- iii. For commercial uses, a minimum of 50% should be transparent.
- iv. For other uses, a minimum of 35% should be transparent.



*Figure B2.1: Ground-level is defined as the surface area from 2' to 8' measured vertically at street level.*

## B2.2

Glass at the ground level must be clear and unobstructed to allow visual access to the building's active interior uses such as retail display, product production or office space that create interest for pedestrians walking by to look at. Mirrored glass and dark tinted glass are prohibited.



*Figure B2.2: Clear glass allows visual access to the retail storefront display.*

## B2.3

Where appropriate, a ground-level façade may employ sculptural, mosaic, or relief artwork or other design features over 50% of the ground-level surface area in lieu of clear glass. Large blank walls must be avoided on all four sides of the exterior.



*Figure B2.3: This grocery store incorporates ground-level mosaics in lieu of storefront windows.*

## B2.4

On upper levels, use of appropriately-sized clear glass windows is encouraged to create visual connection between interior building spaces and the surrounding site context. When necessary, tinted glass may be allowed to provide privacy while aesthetically and functionally serving the building. Mirrored glass is prohibited.



*Figure B2.4: Appropriately-sized clear glass windows are encouraged on upper stories.*

## B3. Primary Entry Identity

An obvious and welcoming building entry can be an important architectural feature that defines the visual character of a building and improves the pedestrian environment by enhancing the user's experience.

### B3.1

Primary building entrances must be oriented to a public street or a prominent public area

### B3.2

Each primary building on a site, regardless of its size, must have clearly-defined, highly-visible primary entrance featuring at least four (4) of the following:

- v. Unique architectural feature (i.e. prominent tower feature or peaked roof form and/or variation in building color/material);
- vi. Recess or projection;
- vii. Pedestrian weather protection (i.e. canopy, overhang, or arcade).

- viii. Architectural detail such as raised corniced parapets over the door, arches, lattice or tile work and moldings integrated into the building structure and design;
- ix. Streetscape including outdoor patio, integral planters or wing walls that incorporate landscaped areas and/or places for sitting.



*Figure B3.2: Entry is clearly marked by a tower feature, variation in color and material, canopy, and recess/projection.*

### **B3.3**

The building entry must incorporate architectural details to form an effective transition from the size of the overall building to the scale of pedestrians.



*Figure B3.3: Arched entry with pedestrian lighting transitions the overall building to pedestrian scale.*

### **B3.4**

Glass doors and sidelights must be provided unless the design context defines other forms of entry. Precedent must be presented.

## **B4. Pedestrian Weather Protection**

Exterior weather protection can enhance pedestrian safety and comfort and is most often provided in the form of overhead protection from rain, sun and wind such as awnings, overhangs, and arcades.

**Awnings** are elements added to the face of a building made of semi-permanent materials such as canvas or similar lightweight material along with metal support framework.

**Overhangs** are permanent structures supported from buildings to provide weather protection for building entry and pedestrian walkways

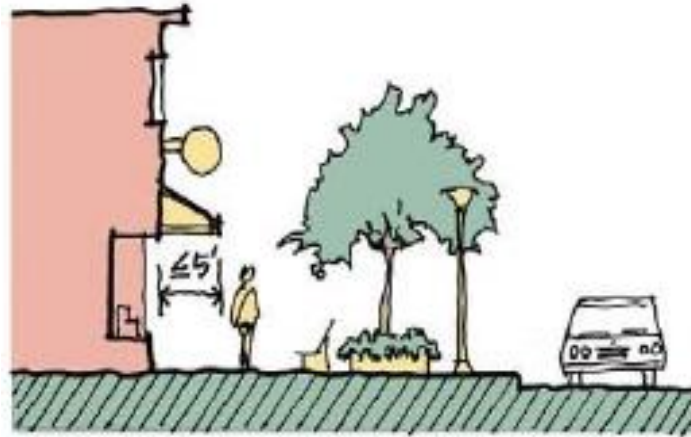
**Arcades** are similar to overhangs except those arcades are supported by columns in the walkway, in addition to the building face.

### **B4.1**

Exterior weather protection is strongly encouraged for building facades adjacent to sidewalks or pedestrian areas. If avoided, applicants must strongly support with new-build precedent, why weather protection was avoided. Financial reasons are not acceptable.

### **B4.2**

Exterior weather protection generally should not overhang from the building for more than 5 feet unless it incorporates transparent material to allow the ground level exterior to be illuminated by natural light. Arcades may be extended for more than 5 feet in depth if the ceiling is more than one story in height.



**Figure B4.2a:** Exterior weather protection generally should not overhang for more than 5 feet from the building.



**Figure B4.2b:** Arcade feature provides pedestrian comfort.

### **B4.3**

Awnings must be designed to project over individual window and door openings (i.e., mounted in the reveals of openings). Awnings that are a continuous feature, extending over several windows, doors, masonry piers, or arches, are prohibited.





*Figure B4.3: AVOID awnings extending over several windows and doors.*

#### **B4.4**

Fabric awnings are encouraged; canvas awnings with a matte finish are preferred. Metal or glass awnings that are compatible with building design *MAY* be considered. Awnings with high gloss finish and illuminated, plastic awnings are prohibited.



*Figure B4.4a: Canvas shed awnings and glass canopies enhance pedestrian character*



*Figure B4.4b: Acceptable use of metal awnings*

## **B4.5**

Awning colors must be compatible with the overall color scheme of the façade. Solid colors or subtle striped patterns are preferred.

## **B5. Pedestrian-Scaled Architectural Detailing**

Pedestrian-scaled architectural details enhance the appearance of a building at the street level and are usually positioned on the first two floors the exterior. Buildings should possess a tangible and distinct design quality not only at a distance but also up close. These details enhance the pedestrian's sense of well-being by allowing one to judge the size of a space, indicate design and structural quality, and provide human scale and intimacy.

### **B5.1**

**Knee walls:** A two-to three-foot masonry or concrete knee wall should be provided around the base of the building where appropriate (see Guideline C4). The use of glass curtain wall systems, particularly on pedestrian storefront facades, should be minimized.

## B5.2

**Cornices:** Provide ornamental molding, entablature, frieze, or other roofline treatments.



*Figure B5.1 and 5.2: This building incorporates masonry knee wall and decorative cornice elements.*

## B5.3

**Windows and Doors:** Detailed treatment of windows and doors must be provided at the ground level for facades oriented toward a public street or a pedestrian area. Details may include decorative lintels, sills, door design, molding or framing details. The character of windows must be expressed in the window frames or special shapes such as arches, or in mullions that divide the window into smaller panes. The character of the windows must be consistent with the overall building character. Windows with mullions must have surface mounted mullions. Integral, between glass mullions, are prohibited.

## B5.4

**Lighting:** Distinctive wall-mounted light fixtures, such as lights with decorative shade or mounting, must be provided on the first floor of all sides facing points of public access.



*Figure B5.4: Patterned masonry detail and light fixtures enhance pedestrian character.*

## B5.5

**Others:** In addition to the above, at least two of the following architectural elements must be provided on the building façade:

- i. Decorative surfaces such as patterned concrete masonry, stone, or brick work.
- ii. Horizontal stone or masonry banding.
- iii. Sculptures, mosaics and other artwork

## C: Visual Attractiveness

Many architectural amenities combine to create visual attractiveness. The whole in successful architecture is more than the sum of the building parts. A building's attractiveness may be judged from several perspectives, from the vehicular realm at a distance to the pedestrian realm, up close. The interplay of the following nine factors significantly impacts the visual attractiveness of not only individual structures, but ultimately the character of entire blocks and sub-areas.

### C1. Architectural Composition

Composition is the organization of the whole out of its parts—the conception of single elements, the interrelating of these elements, and the relating of them to the total form. Architectural composition is the art of arranging and combining distinct parts or elements of a building to form an ordered expression of architectural form.

#### C1.1

**Connectivity:** The arrangement and visual flow of surface materials such as brick or stone horizontally and vertically must tie together the building as a whole. Buildings must avoid radical breaks in the elevations and massing that reduce connectivity.



**Figure C1.1a:** Building materials and massing unify the structure as a whole.



**Figure C1.1b:** AVOID radical breaks in building materials.

## C1.2

**Symmetry/Balance:** Symmetry is when wings of a building are matched in size and fenestration layout about a center point (often the primary entrance) in order to create visual harmony. Buildings that are not symmetrical must be massed to create visual balance between components relative to the primary entry location.



**Figure C1.2a:** Symmetry is duplication of elements about a centerline.



**Figure C1.2b:** Balance is created by tower on the left side offsetting the longer section to the right.

## C2. Articulation & Modulation

Building articulation and modulation help to create an intermediate level framework on the exterior of buildings, providing visual relief for large wall areas.

**Horizontal articulation** is created by use of materials such as stone or special masonry patterns (e.g. soldier coursing) that run along the façade of a building and tie the building together. Cornices and parapets play special roles in visually unifying the top of a building.

**Vertical articulation** is created by regular spacing of vertical elements such as piers, pilasters, columns and/or fenestration at regular intervals to visually transfer building weight to the ground and tie the base of a building to its top.

**Building modulation** is a measured and proportioned inflection or setback in a building's face. Modulation may be achieved through recessed or projecting wall offsets, entryways, porch or canopy structures, columns, piers or other features.

### C2.1

All building walls must have consistent horizontal and vertical articulation to form a grid framework on four sides of the building exterior. This framework should serve to break down the overall scale of a building into intermediate scale parts.

Building walls must include materials and design characteristics consistent with those on the front. The effect of a single, long or massive wall with no relation to human scale is not acceptable.



**Figure C2.1a:** Vertical brick articulation combines with horizontal stone/ precast concrete banding to form overall grid frameworks. Cornices unify the top of the building.

**C2.1**

**Vertical Articulation/modulation** - A horizontal wall must not extend for a distance greater than 30 feet without visually established vertical articulation and/or modulation.



**Figure C2.2:** Combined vertical articulation and modulation minimize the appearance of a long, massive wall.



### C2.3

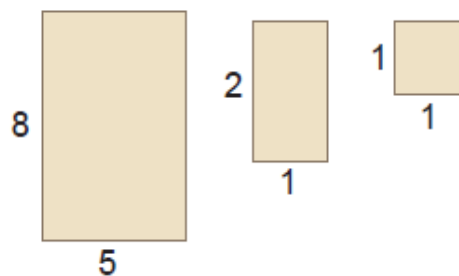
Vertical articulation and modulation must be carried from the base to the rooftop to visually transfer building weight to the ground.



**Figure C2.3:** *Effective use of modulation and horizontal articulation to minimize the appearance of bulk.*

### C3. Proportions and Rhythm

Proportion is the relationship between the height and width of a rectangle. In architecture, this can refer to the overall building mass as well as openings for windows and doors within it. Some commonly used proportions that have been found to be pleasing to the eye. The most famous is the “golden section” which is a roughly 8:5 proportion. Other common proportions are 2:1, 1.5:1 and 1:1 (Figure C3). These proportions can be used for window openings and for visually established architectural elements. Repetitive use of similar proportions creates regular rhythm that helps tie a building together.



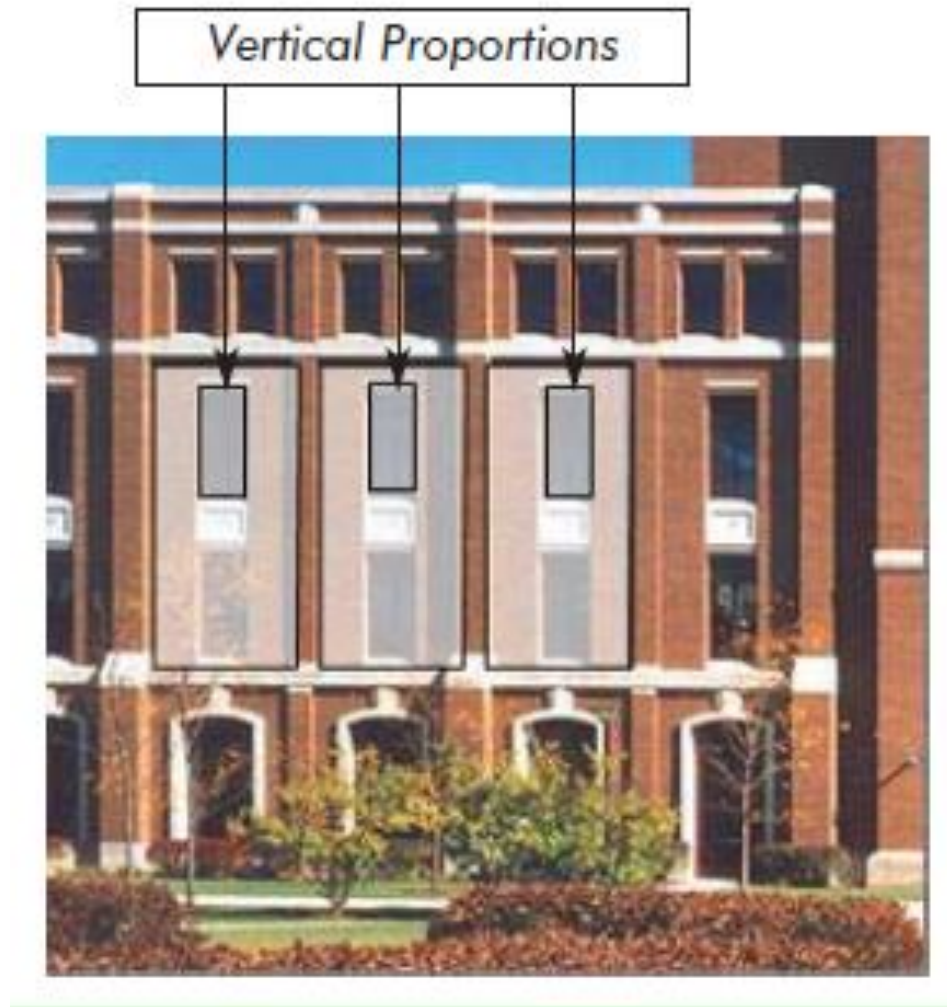
*Figure C3: Common proportions for building openings and massing elements.*

#### C3.1

Architectural articulation or modulation can be used to organize the perceived mass of larger buildings. Building features such as columns, piers, rooflines and brick patterns can divide and create orientation on a large surface. Preferred orientations are vertical. Once these proportions have been established windows and doors must reinforce the vertical orientation of the composition.

### C3.2

The proportion of openings or other visually established architectural elements must be generally consistent throughout a development to create a sense of unity on building façades.



**Figure C3.1 and C3.2:** Articulation grid framework repeats vertical proportions.

### C3.3

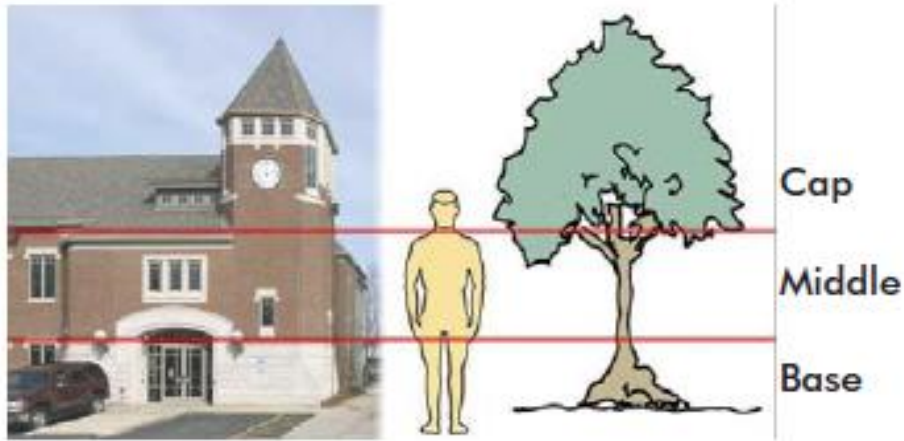
Syncopation of Elements - Rhythm can be created by regular repetition of window openings and/or building articulation/modulation. Analogous to symphonic music, rhythm can be more complex and interesting than rote repetition of elements. Patterns such as A-B-A-B or A-B-B-A-B-B can add interest to a building elevation.



**Figure C3.3:** Syncopation of façade elements

## C4. Building Base, Middle, and Cap

Many successful buildings use an ancient formula for building design that incorporates clear identification of building base, body and cap. The origin of the formula relates to the human feet, torso and head.



*Figure C4: Diagram illustrates the vertical definition of base, middle and cap, similar to the human form and/or a tree.*

### C4.1

**Base** - A building base must be established through the use of stone, concrete or masonry materials that has a heavier appearance and makes firm contact with the earth. For one story buildings, a knee wall base must be established.

### C4.2

**Cap** - The building cap incorporates the roof parapet or roofline and is where the building meets the sky. Because of the high visibility of the “sky line,” the appearance of a “false roof ” is not acceptable.

- a. Building roof forms must appear integral to the building’s design on all sides of the structure and must be capped with cornice moldings or another precedented cap type consistent with nearby buildings. Secondary building faces on flat-roofed buildings must have a parapet height that is consistent with the primary face. The vertical façade of a building face must not be extended above the actual parapet or roofline to give the appearance of a false front

(See also C7.1)

- b. When sections of a building face are raised to create varied rooflines, the raised sections must have substantial depth to reflect the form of an actual building.
- c. The rear of parapet features must be treated to the same level of detail as the front.
- d. Rooftop mechanicals, including condensers, vents and pipes are to be screened to their full height by parapet walls on all sides of a building. Metal screening systems are not acceptable for new construction projects and may be considered on a case-by-case basis for other projects in which the installation of a parapet is infeasible.



**Figure C4.2a:** *AVOID extending vertical façade of a building face above the actual parapet or roofline to give the appearance of a false front. AVOID unscreened rooftop mechanical units.*



**Figure C4.2b:** *Raised parapet with substantial depth creates varied rooflines. Rooftop mechanicals are completely screened by the parapet.*

### C4.3

**Middle** - The building body connects the base and cap and typically appears repetitive from floor to floor, creating a vertical proportion to the exterior. The building body is to make up the majority of the building height and must not be overwhelmed by massive roof area.

## C5. Materials

The choice of materials and texture has great visual significance and can affect the long-term appearance and maintenance of the built environment. Exterior building material is directly related to the durability of the building against weathering and damage from natural forces. Building material can be classified based on its application as:

**Primary Material** - The dominant material of a building's exterior walls. A primary material will typically comprise 75% to 90% of each exterior building face excluding windows and doors; however, architectural style and detailing of the building should dictate the appropriate composition of primary material.

**Accent Material** - A material utilized to provide architectural interest and variety on a building. Accent materials will typically comprise 10% to 25% of each building face excluding windows and doors, depending on architectural style and context. Accent materials are not to be utilized as a primary building material.

### C5.1

Choose high-quality and long-lasting materials that offer texture and avoid monotonous surfaces. The look and dimension of material elements should relate to human scale. Earth tone building materials that have a pleasing visual texture, such as brick and stone, are strongly preferred.

### C5.2

The type and detailing of building materials must be consistent on all sides of a structure. Materials used on primary facades, if not used for the entire building, should return along secondary sides a minimum distance based on visibility be utilized on secondary sides to maintain visual consistency.

### C5.3

The following is a guide to the acceptable use of exterior building materials. Use of alternate materials or the extent of material usage may be reviewed on a case-by-case basis, taking into consideration such factors as context and architectural style. Additional guidelines related to specific materials are provided below.

- i. **Brick and Stone** - Brick and stone convey permanence and are preferred primary and accent building materials for all building types.
- ii. **Glass** - The use of glass as a primary exterior building material may be appropriate if acceptable precedent is provided. Where used, transparent types of glass are preferred and mirror/dark tinted glass is discouraged.
- iii. **Cast-in-place Concrete** - Cast-in-place concrete may be appropriate for industrial buildings or secondary facades if sufficient articulation and detail is provided to diminish the appearance of a large, blank wall and provide a high-quality architectural finish. Cast-in-place concrete is acceptable as an accent material; its appropriateness for primary material applications will be reviewed within the context of the design intent and surrounding character of development. Use of cast in place concrete in lieu of brick and stone, to mimic brick and stone, for financial reasons, will not be considered.
- iv. **Pre-cast Concrete** - Pre-cast is acknowledged as a durable and quality material. Concrete panels should incorporate architectural finishes that comply with the architectural articulation (Guideline C2) and detailing (Guideline B5) design guidelines. The appearance of panel joints should be minimized. On building faces adjacent to a public right-of-way or pedestrian area where the appearance of masonry is to be conveyed, masonry inlays are generally preferred to coated or painted form liner applications which simulate the look of brick or stone; however, the appropriateness of either will be reviewed based upon the context of the design intent and the surrounding character of development. Use of precast concrete in lieu of brick and stone, to mimic brick and stone, for financial reasons, will not be considered.
- v. **Architectural Metal Cladding** - Smooth metal panels with sufficient metal thickness to prevent “oil canning” or deterioration of the surface and



promote durability are acceptable. Use of stamped metal panels to mimic a historic aesthetic may be considered. The use of metal should account for the design intent of the building and surrounding character of development.

- vi. **Concrete Masonry Units** - Concrete masonry unit (CMU) is acceptable as an accent only. Split face CMU may be considered for use as a base material in lieu of limestone, but limestone is preferred.
- vii. **Wood** - Wood may be appropriate in specific historical or cultural context.
- viii. **Fiber Cement** - The use of fiber cement materials should be limited to accent applications only, except where utilized in a downtown or historic context as a substitute for wood. Fiber cement product will not be considered acceptable in fulfillment of masonry requirements.
- ix. **Stucco** - The use of stucco is acceptable for accent applications only.
- x. **EIFS** - EIFS or Dryvit material is not to be used as a primary material. Where it is to be used, EIFS should be appropriate based upon the design intent of the building and limited to accent applications above the pedestrian level (approximately 10' above ground).
- xi. **Siding** - Horizontal aluminum and vinyl sidings should not be utilized for non-residential applications.
- xii. **Other** - Contemporary or specialized building materials not addressed herein will be reviewed on a case-by-case basis and will be evaluated based upon such factors as durability, quality, maintenance, architectural intent, compatibility with the provisions of these design guide-lines, and environmental context.



**Figure C5.3via:** Brick veneer is in laid in pre-cast panels. Vertical articulation features mask the joint lines.

## C6. Color Scheme

The color scheme for a building must unify the building image and complement the building context.

### C6.1

**Coordinated Palette of Colors** - A coordinated palette of colors must be created for each development that includes one primary color with up to three major accent colors and a range of minor accent colors.



**Figure C6.1:** A coordinated palette of colors including one primary

## C6.2

**Primary Base Color** - The primary color of the buildings must be compatible with adjacent buildings. Use of a single primary color will serve to tie the building together. The use of two primary colors should be limited to mixed-use or multi-story buildings where the two colors are coordinated.



*Figure C6.2: Two primary colors coordinated with trim accent color.*

## C6.3

**Earth Tones** - Natural stone and unglazed brick represent the range of earth tones. Earth tones are preferred as the primary base color.

## C6.4

**Accent Colors** - Accent colors must complement the selected primary base color. Accent color intensity should be related to the amount of accent color proposed, with brighter colors having less accent area.

## C6.5

**Bright colors** - Bright colors include red, yellow, emerald green, bright blue and other colors with intense hue. These colors can detract from the overall building design and context, and should be used sparingly as accents that visually activate pedestrian areas or convey information as part of a sign.

## C7. Secondary Building Faces

Secondary building faces are oriented away from pedestrian and vehicular traffic areas. Recognizing that internal building function may require the use of solid wall for some commercial structures, the following guidelines are intended to promote an aesthetic design that is consistent with the quality and appearance of primary building faces.

### C7.1

**Parapets** - Secondary building faces on flat-roofed buildings must have a parapet height that is consistent and proportional with the primary face. Roofs that flow over the top of the wall face are not acceptable.

### C7.2

**Four-sided Architecture** - Blank, massive building faces are prohibited. Secondary building façades must employ massing variation, modulation and façade articulation, and architectural detailing to create four-sided architecture and to be consistent with the primary building faces.



**Figure C7.2:** *Secondary façade treated details and articulation that are consistent with the primary building faces.*

### C7.3

**Drive-through** - Drive-through facilities must be designed as an integral part of the building and should be constructed of the same material, style, and level of architectural detailing as the main building.



*Figure C7.3: Secondary façade enhanced by use of varied rooflines, architectural detail that is consistent with front façade.*

### C7.4

**Screening** – Landscaping and/or fences must be installed to screen the secondary building faces from adjacent residential uses. Refer to the River Point Permitted Uses and Lot Standards for landscaping requirements, including, parking lot, building and lot frontage standards.

## C8. Service Area Screening

Non-residential building design must incorporate measures that effectively and attractively screen utility and refuse functions. Refer to Section xxx of the Municipal Code for landscaping and screening standards.

### C8.1

**Service Doors** - Service doors must be inset in the secondary building faces to allow shadow lines. Vehicle service areas must not be visible from public rights-of-way. Where service doors will be visible from an internal roadway (i.e., on an

outlot structure), service areas should incorporate some decorative features to enhance the four-sided design of the building.



*Figure C8.1: Appearance of service areas is enhanced by use of awnings, planters*

## C8.2

**Truck Unloading** - The use of internal loading areas or screen walls is required. Where such measures are not possible, loading must be fully screened from adjacent uses.



*Figure C8.2a: Internal loading area.*



**Figure C8.2b:** *Effective use of a screen wall to conceal loading functions.*

### C8.3

**Refuse Screening** - Internal refuse enclosures are preferred. Where refuse cannot be located internally, enclosures must be discreetly located and constructed of a masonry material that is consistent with the primary structure. Wood, chain link, and cyclone fence refuse screening are prohibited.



**Figure C8.3:** *Refuse screening is discreet and consistent with the building.*

**Utility Screening** – Utility meters of any kind may not be located on primary or secondary facades and must be screened. If screening is impossible, painting to match color scheme may be considered.

### C8. Building Signage

Well-placed and appropriately-sized signs reinforce building identity and enhance functionality. Throughout the city, business signs play a significant role in creating either a positive or negative visual image. The following are guidelines for signage design. For specific sign regulations, please refer to the SD-04 “Downtown Core” in Chapter 31 of the Municipal code and the River Point Permitted Uses and Lot Standards.

## C9.1

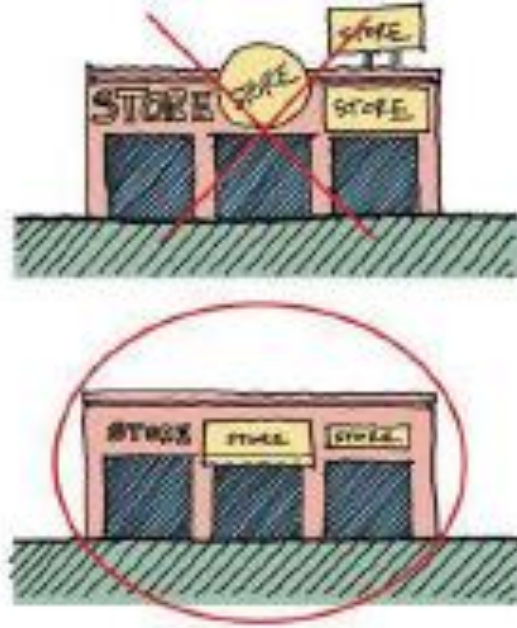
**Compatibility with Building Elements:** Signs should serve to identify a business while contributing to the attractiveness and pedestrian-friendly orientation of the street.

- i. Signage should be anticipated and incorporated into the building's architecture. Signs should be compatible with building design in terms of relative scale, materials, and colors.
- ii. The scale and size of signage must be appropriate for the building upon which it is located. Small storefronts should have smaller signs than larger storefronts. Signs should not dominate a building façade.
- iii. Signs must not cover or interrupt the architectural detail or ornamentation of a building's façade. Signs should not project above the edge of rooflines.
- iv. Signs in multiple-tenant buildings must complement or enhance each other. Multiple-tenant sites should have coordinated signage.
- v. Customer entrances must be identified with pedestrian-oriented signs that allow pedestrians to easily and comfortably read the sign as they stand adjacent to the business.



**Figure C9.1a:** *Scale of signage is appropriate for building. Multiple signs are displayed in a consistent manner.*





*Figure C9.1b: Multiple-tenant signage should be coordinated in scale and style.*

## C9.2

### Signage Materials and Style:

- i. Signs must be constructed of weather retardant and high-quality durable materials. If wood is to be used, it should be properly sealed to prevent moisture from soaking into the wood and causing the lettering to deteriorate.
- ii. Retail signs may be located on awnings over the entry and/or windows of the establishment. The shape, design and color of awnings must be coordinated with the architectural style of the building. Where multiple awnings are used, the design and color of all awnings must be coordinated.
- iii. Letter-type signs with individual letters that are affixed to the building exterior are preferred.
- iv. Internally-lit box signs with lettering printed on a translucent face are prohibited.
- v. Window lettering, either vinyl applied or painted, is acceptable to add interest to storefronts. Temporary pin-ups and flyers that cover ground-level windows are prohibited.

- vi. Decorative overhanging or blade signs may be appropriate in a coordinated retail setting where the size is controlled and coordinated with a building's façade design. Decorative overhanging or blade signs must not exceed six square feet in size with a maximum height of three feet and should be placed at a minimum ten feet above the sidewalk. They must extend no more than two feet from the face of the building.
- vii. Large signs that project from buildings are to be avoided.



*Figure C9.2: Coordinated retail signage relates to both the pedestrian and vehicular realms.*

### **C9.3**

#### **Legibility:**

- i. Sign lettering must be highly legible. Crowded lettering or typefaces that are difficult to read should be avoided.
- ii. No more than two lettering styles will be used for small signs; not more than three for larger signs.
- iii. Signs with poor contrast are difficult to read. Lettering must contrast with the sign background for maximum aesthetic and effective graphics.

### **C9.4**

#### **Sign Lighting:**

- iv. Direct lighting of wall-mounted signage by exterior mounted light fixtures is strongly encouraged, as such lighting allows signs to appear as an integral part of the building's façade.
- v. Individually illuminated letters (either internal or backlit) are preferred. Internally illuminated box signs are prohibited.
- vi. Signage lighting must not spill over into adjacent properties or public rights-of-way.
- vii. Electric raceways, conduits and junction boxes must be concealed from public view.
- viii. Buildings with frontage along the river must have river front signage in addition to street front signage.



**Figure C9.4:** *Pedestrian-oriented building signage with exterior mounted lighting.*

## **C9.5**

**Colors:** Excessive and uncoordinated use of sign colors is to be avoided. Colors must be limited to not more than three on a single sign but may be reviewed on a case-by-case basis with good reason. Garish or fluorescent colors are discouraged.

## D: Sustainable Design

Sustainable or “Green” building design sets new design priorities that expand and complement the classical building design concerns of economy, utility, durability, and pleasure. Sustainable building design, construction and renovation can help to create healthier environments; reduce operating costs and conserve energy and resources. The need to address environmental sustainability in the design, construction and renovation of buildings is underscored by the following facts:

- Americans spend approximately 90% of their time indoors
- Buildings consume 65% of U.S. electricity
- Approximately 136 million tons of construction and demolition (C&D) waste is generated every year

Sustainable buildings can provide key economic, environmental and social cost benefits. Economic benefits include a reduction in operating costs (i.e., energy and water efficiency, waste management, repair and improvement) and optimization of life cycle economic performance. Environmental benefits include conservation of natural resources, increased use of renewable energy sources, improvements in air and water quality and a reduction of solid waste generation. Socially, improved health and comfort are most benefited by green building design along with a reduction of local resource impacts and infrastructure.

Where consistent with the city’s design policies; innovation in design, construction and operations using new and developing technologies and practices is encouraged. The following guidelines describe desired performance outcomes and strategies for obtaining them. Although the feasibility of implementing sustainable design guidelines should be evaluated on a case-by-case basis, a focus on human exposure to daylight, conservation of raw materials, regional product selection, energy efficiency and indigenous landscaping are increasingly important issues of concern for the City of Manitowoc.

In addition to the guidelines contained in this document, additional information about sustainable building and site design can be obtained from the U.S. Green Building Council, a coalition of leaders from the building industry who promote buildings that are environmentally responsible, profitable and healthy places to live and work. The organization also develops and administers the LEED (Leadership in Energy and Environmental Design) Building Rating System. LEED is

recognized as a national standard in the rating and certification of high performance “green” buildings. Further details are available online at, [www.usgbc.org](http://www.usgbc.org).

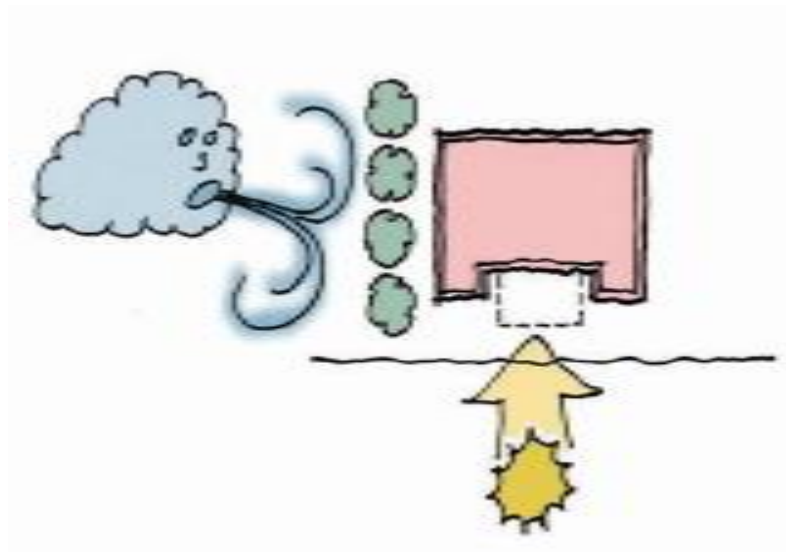
## D1. Winter City Design and Solar Access

Building design can harness sunlight to provide ample heat, light, and shade in the winter and induce summertime ventilation. Passive solar design reduces heating and cooling energy bills, increases spatial vitality, and improves comfort. As an added benefit, passive solar design principles typically accrue energy benefits with low maintenance risks over the life of the building and reduce operational and maintenance costs.

Winter City Design is building layout and design that reduces impact of cold weather and takes advantage of solar access to provide warming.

### D1.1

Building massing should consider “Winter City Design” by locating entrances facing south towards the sun, and configuring the building to block the north and west winds.



**Figure D1.1:** Winter City Design utilizes the sun’s energy and blocks the winter wind.

## D1.2

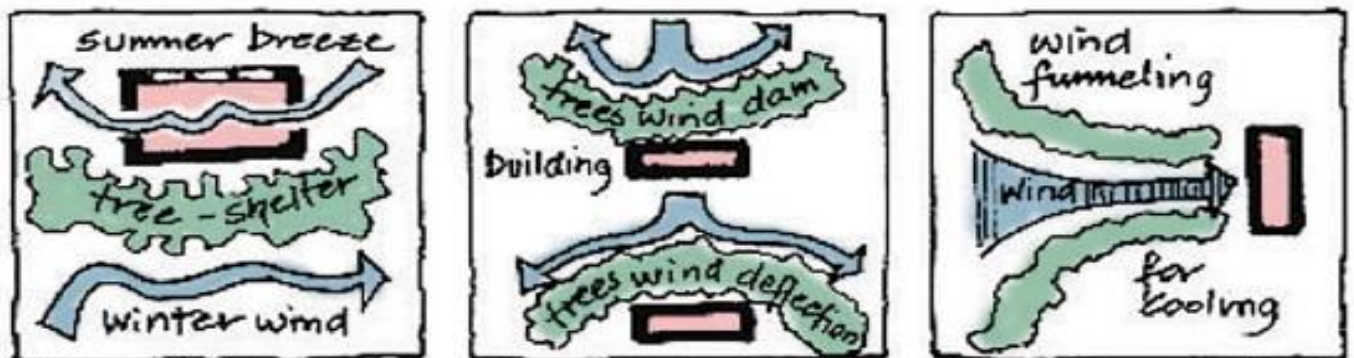
Buildings should be oriented to maximize passive solar heating and daylighting through south window exposure. Incorporation of passive solar heating can reduce building auxiliary heating requirements by up to 75% compared to a typical structure while remaining cost-effective on a life-cycle basis.

## D1.3

Utilize vegetation as a wind break to reduce excessive wind speeds while allowing air flow through external spaces. Dense planting around narrow openings between structures mitigates wind-tunnel effects, impedes the movement of dust and improves thermal comfort within surrounding buildings.

## D1.4

Passive solar design is most effective if the site is laid out and planted to provide shelter from the excesses of the climate. Pergolas, trees and vines can offer shade in summer but allow the sun's warmth in winter. In the warmer months, the use of roof overhangs, awnings, porches and landscape plantings can block the afternoon western sun, thereby enhancing energy efficiency and reducing glare.

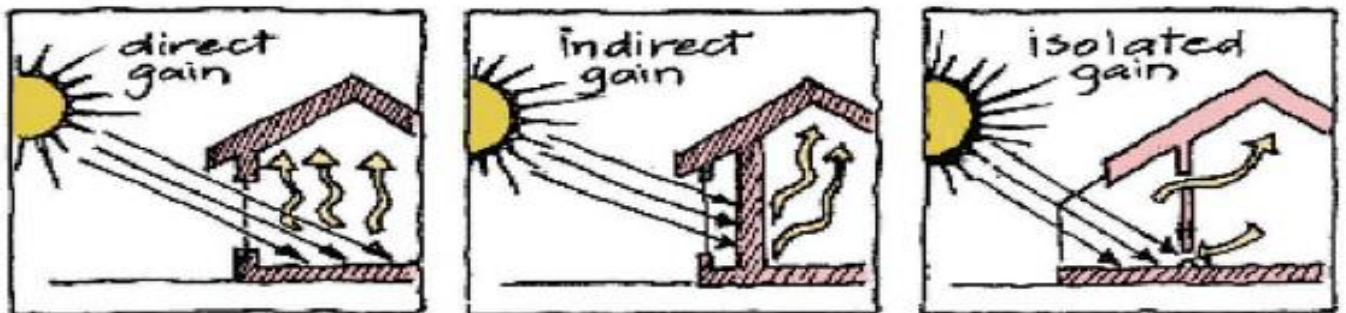


**Figure D1.4:** Landscaping and building placement play important roles in maximizing the benefits of wind and reducing negative impacts.

## D2. Daylighting

The provision of adequate natural light can reduce the need for electrical lighting and reduce energy consumption. Daylighting is the careful balancing of heat gain and loss, glare control, and variations in daylight availability. For example, successful daylighting designs will invariably incorporate the use of shading devices to reduce glare and excess contrast in the workspace. Additionally, window size and spacing, glass selection, the reflectance of interior finishes and the location of any interior partitions must all be evaluated. Passive heating strategies use direct daylight to heat a building whereas; daylight used for lighting uses indirect lighting.

Daylighting features that may be integrated in building design include skylights, lightshelves, lightwells and windows, which may be direct or indirect depending on the desired effect or function of the space.



The following strategies should be incorporated into the design process:

### D.1

Increase perimeter daylight zones.

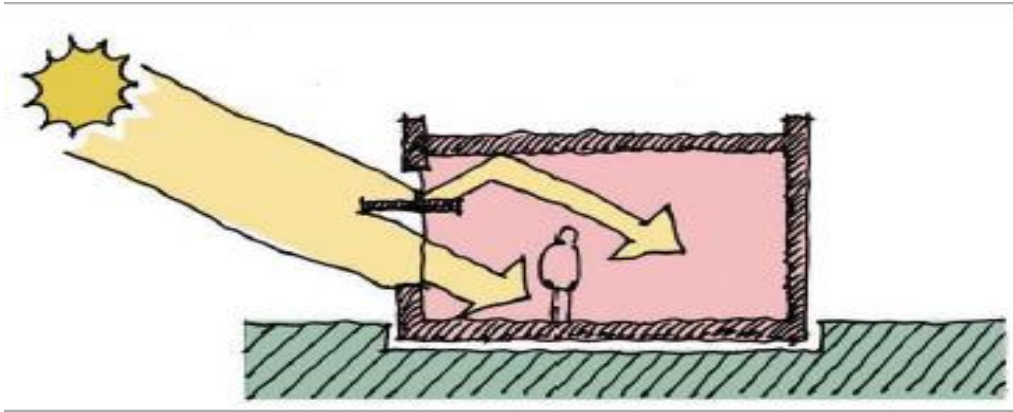
### D2.2

Allow daylight penetration high in a space. Windows located high in a wall or in roof monitors and clerestories will result in deeper light penetration and reduce the likelihood of excessive brightness due to excessive direct daylight

### D2.3

Reflect daylight within a space to increase room brightness. A light shelf, if properly designed, has the potential to increase room brightness and decrease

window brightness. High gloss white interior paint helps distribute reflected light - a component of indirect daylight.



**Figure D2.3:** Building orientation and the use of windows can maximize winter sun and provide passive heating. Lightshelves and canopies can block summer sun.

## D2.4

Slope ceilings to direct more light into a space. Sloping the ceiling away from the fenestration area will help increase the surface brightness of the ceiling further into a space.

## D2.5

Avoid direct beam daylight on critical visual tasks. Poor visibility and discomfort (glare) will result if excessive brightness differences occur in the vicinity of critical visual tasks.

## D2.6

Filter daylight. The harshness of direct light can be filtered with vegetation, curtains, louvers, or the like, and will help distribute light.\

## D3. Building Materials and Color

### D3.1

The use of locally-produced building materials can serve to preserve regional identity, bolster the local economy, and reduce pollution associated with long-distance transport.



Indigenous stone includes a range of materials, from the upper Midwest granite and stone to southern Wisconsin's Chilton slates and limestone and sandstone. It may be cut in quarries or removed from the surface of the ground

(flag and fieldstone). Ideally, stone from the building site can be used as a landscape feature.

Local brick is brick manufactured throughout the Wisconsin. Most brick plants are located in central Wisconsin. Also consider using reclaimed brick from various demolition projects in the region.

### **D3.2**

Natural materials are encouraged to be utilized whenever possible, as they are less energy intensive to produce, have lower toxicity levels, and contribute less pollution to the environment.

### **D3.3**

The durability of building materials should be considered - materials that do not need high maintenance or frequent placement are preferred.

### **D3.4**

The use of materials that emit harmful or toxic chemicals should be avoided.

### **D3.5**

The color of the building's exterior surface is an important factor in heat gain. In cooler climates, dark colored, absorptive materials are preferable.

### **D3.6**

On flat-roofed buildings, consider utilizing "cool roof systems" which are typically light in color and reduce solar heat gain using a combination of strategies, including "cool roof" surfaces, insulation, and radiant barriers. A "cool roof" utilizes high solar reflectance and high emissivity to reflect radiation and reduce heat absorption on the roof surface. Optimal roofing materials are described below:

- White elastomeric coatings have a high reflectance (0.65- 0.78) and high emittance

- White single-ply membranes have a high reflectance (0.69- 0.81) and high emittance
- Other coated white roofing systems (such as white metal roof and painted concrete) have high reflectance (0.67- 0.85)

## **D4. Landscaping and Exterior Design**

### **D4.1**

Landscape materials that are tolerant of local climate, soils and natural water availability should be utilized. Where appropriate, indigenous materials are preferred.

### **D4.2**

Site construction plans should preserve topsoil and established vegetation.

### **D4.3**

Preserve and enhance existing natural areas such as prairie, wetland, floodplain and woodland areas as an essential component of site planning.

### **D4.4**

Encourage the utilization of natural drainage approaches such as swales and vegetated filter strips on private properties instead of storm sewers.

### **D4.5**

Encourage water efficiency in order to reduce irrigation demand, recapture storm water, and reduce building water consumption. Encourage the utilization of drought tolerant plants, drip irrigation, stormwater storage system, green roofs, pervious pavement, etc.

## **D5. Adaptive Reuse of the Buildings**

While buildings design primarily serves the practical and functional purposes of the current owner or tenant, they should also consider the adaptability of the building to other uses. Corporate prototype designs are discouraged if they are unable to be converted for adaptive reuse of future businesses. They should be

modified to be consistent with the historical and architectural context of the surrounding buildings and Manitowoc's design standards.

## **Design Preference Summary**

### **Section 1: Composition, Rhythm, and Proportions**

#### **Preferred Characteristics**

1. Composition that ties together the building as a whole.
2. Building facades that use a regular repetition of elements to create a harmonious rhythm.
3. Building facades that are organized with attractive proportions.
4. Smooth transition between different materials.
5. Large building mass broken down into multiple façade elements with interesting roof lines, particularly for large one-story buildings.
6. Buildings with clearly discernable base, middle, and building cap.
7. Service areas and parking lots that attractively screen service items / cars from the exterior street front.

#### **NOT Preferred Characteristics**

1. Discontinuity of building elements.
2. Many different sizes of forms that are proportionally dissident.
3. Unusual building forms that seek to draw attention from the whole composition.

### **Section 2: Transparency, Entry and Detailing**

#### **Preferred Characteristics**

1. Building entries that are clearly identified by the architecture.
2. Glassy entries that have canopy or awning weather protection.
3. Use of pedestrian arcades that allow natural light on the building face.
4. Buildings with architectural details that are of a size and character that nearby pedestrians can easily see and enjoy.
5. Pedestrian outdoor seating.
6. Pedestrian lighting.

## **NOT Preferred Characteristics**

1. Canopies that overhang too far in front of the building entries and make them dark.
2. Lack of pedestrian-scaled architectural detailing.
3. Massive buildings with little architectural relief.
4. Buildings with hard-to-find entries.

## **Section 3: Materials**

### **Preferred Characteristics**

1. Buildings that use brick and stone in traditional architectural formations.
2. Buildings that use metal panels and glass window walls with a more modern character.
3. Building faces with adjacent landscape planters and plantings.

### **NOT Preferred Characteristics**

1. Precast concrete panels with no detailing.
2. Building faces with different materials that are not well integrated.
3. Building faces with EIFS and or corrugated metal panel.
4. Buildings with too many colors.

## **Section 4: Exterior Lighting**

### **Preferred Characteristics**

1. Building with ground level glass and interior lighting of active areas and uses.
2. Unique elements of building with special lighting highlights.
3. Channel-lit back lit signage that compliments that building elevations.
4. Pedestrian-level lighting.

### **NOT Preferred Characteristics**

1. Building windows that are interior lit but lack visible active uses.
2. Internally illuminated acrylic signs or canopies.

## **Section 5: Exterior Signs**

### **Preferred Characteristics**

1. Channel-lit back lit signage that fits within the holistic building composition.
2. Signs scaled for pedestrians near sidewalks.

### **NOT Preferred Characteristics**

1. Exterior box signs.
2. Internally illuminated acrylic signs or canopies.
3. Signs not easily visible to pedestrians on the sidewalk.

## **Design Review Process**

### **Preliminary Staff Review**

Full design review of projects within the design review area is completed by the Community Development Authority. Successful projects will be issued a Certificate of Appropriateness and shall complete their projects in accordance with the presented and approved design. Preliminary staff review of building design concepts prior to formal submittal of project materials is required for all projects in order to evaluate the applicant's conceptual design approach and assist the applicant in understanding the City's design guide-lines and related policies.

It is important to note that completion of a preliminary staff review shall not constitute endorsement or approval of building plans or elevations. However, a preliminary staff review is expected to result in higher quality submittal of materials for formal review that would more likely meet design guidelines contained within this document.

The following materials should be submitted for a preliminary staff review:

- Statement of design concept
- Preliminary building elevation drawing or sketch
- Building material samples as appropriate

Preliminary project schedule.

Should, through the normal course of building construction, major design elements, materials, or concepts change, it is expected that the applicant project notify the City of Manitowoc as soon as possible to review any changes. Failure to notify the City of changes and continuing construction of the project with major deviations from the design granted a Certificate of Appropriateness is prohibited.

### **Formal Design Review Submittals**

Subsequent to the preliminary staff review and as part of the building permit or development approval process, applicants will be required to submit materials for formal site plan review. Finalized materials may ultimately be forwarded to the Plan Commission and/or City Council for consideration as part of a development proposal. Based upon specific project components, applicants may be requested to submit some or all of the following materials:

1. **Statement of Design Intent** - A brief written description, prepared by the architect or designer, of the project design intent. A discussion of how the proposed building complies with the Building Design Guidelines may also be appropriate.
2. **Building Elevations** - Realistic, colored building elevations of all building faces, as well as black and white line drawings will be required. Building elevations should be legible and scaled, with all exterior materials and colors identified and keyed on the elevation drawing. Include information on façade finishes, windows, trim, doors, architectural elements, roofing, mechanical screening and other elements as appropriate. For larger buildings, a keyed illustration of the building footprint may also be appropriate.
3. **Perspective Illustration** - Realistic perspective drawing of the building, which may also indicate the outline of adjacent improvements as appropriate.
4. **Material Samples** - Physical samples must be submitted for all proposed exterior materials. Product brochures, specification sheets, and photos must be submitted. Materials and colors must be labeled and keyed to the elevation drawings.
5. **Photos** - Eye-level photographs of the subject property and features surrounding the site, which should be labeled indicating the location and direction of photos. Applicable images may include existing adjacent structures, vegetation and other significant features.
6. The following materials are required if not otherwise provided as part of the engineering plan or landscape plan submittal:

**Site Plan** - A contextual site plan of the proposed project illustrating the perimeter footprint of adjacent buildings, roadways, parking, landscaping and other key features.

**Streetscape Documents** - Illustration of pedestrian-oriented streetscape features, including catalog cuts of street furnishings, light fixtures, and proposed plant materials.