

River Point Permitted Uses and Area Regulations

Permitted Uses

Mixed-use housing

Description: One or more dwelling units located in a building, commonly on the second floor, that also houses a commercial land use, such as a retail use or a professional office.

Parking Requirements: 1 space for each dwelling unit

Supplemental Standards: A dwelling unit on the second floor shall be served by stairs inside of the building (i.e., exterior stairs are not permitted).

Multi-family

Description: A building containing more than 2 dwelling units that is situated on one lot. The units may be rented or owned as in a condominium.

Parking Requirements: 1 space for each dwelling unit

Supplemental Standards: (a) Density. Number of units shall not exceed 1 unit per 500 square feet of the parcel area. (b) Number of principal buildings per parcel. More than one multi-family building may be located on a parcel of land, provided the overall density is maintained.

Multi-family, 2 units

Description: A building containing 2 dwelling units that is situated on one lot. The units may be rented or owned as in a condominium. The term includes various construction types including modular homes, panelized homes, pre-cut homes, and site-built homes. (Sometimes referred to as duplex.)

Parking Requirements: 1 space for each dwelling unit

Supplemental Standards: (a) Number of principal buildings per parcel. More than one 2-unit multi-family building may be located on a parcel of land. (b) Garage required. Garage shall be built for each dwelling unit at the same time the 2- unit multi-family building is being constructed and must be attached.

Townhouse

Description: A building containing 3 to 8 dwelling units that are separated by a party wall that extends from the ground to the roof and each of the units are located on a separate lot and have a separate entrance. (Sometimes referred to as single-family attached or rowhouse.)

Parking Requirements: 1 space for each dwelling unit

Supplemental Standards: (a) Lot area. No more than 70 percent of the lot area shall be occupied by a building. (b) Utility service. Each dwelling unit shall have independent service connections to all utilities, including water, sewer, and electricity. (c) Subsequent divisions. Individual townhouses shall not be further subdivided. (d) Driveways. When more than one garage is located in the front of a townhouse, a common driveway shall be used whenever possible. (e) Vertical off-sets. When a building includes 5 or more dwelling units, there shall be a vertical offset of at least 2 feet between each adjoining dwelling unit. (h) Garage required. Garage shall be built for each dwelling unit at the same time the townhouse building is being constructed and must be attached.

Overnight lodging

Description: A place where individual guest rooms with private bathrooms are offered to transient guests for rent. This use may also include (1) recreational/fitness rooms and a food service area for the exclusive use of guests and (2) banquet facilities for meetings and other gatherings. The term includes hotels and motels but does not include bed and breakfasts.

Parking Requirements: 1 space for each guest room and 1 space for each employee on the largest work shift, plus any required spaces for other uses such as restaurants or banquet facilities

Supplemental Standards: (a) State permit. Prior to the establishment of overnight lodging, the operator shall obtain a hotel/motel permit from the Wisconsin Department of Health Services, or the department's authorized agent, and maintain such permit for the life of the use or until the department no longer requires such permit.

Brewpub

Description: A place where fermented malt beverages are manufactured and those beverages, along with other beverages and food, are offered for retail sale and on-site consumption.

Parking Requirements: None

Supplemental Standards: (a) Limitation on floor area devoted to production. No more than 40 percent of the floor area shall be devoted to the production of fermented malt beverages, including storage of raw materials and finished products. (b) Limitation on production. Not more than 10,000 barrels (310,000 gallons) of fermented malt beverages may be manufactured in a calendar year. (c) State permit. Prior to the establishment of a brewpub, the operator shall obtain the necessary State permits.

Restaurant

Description: A place where food and beverages are offered for retail sale for on-site or off-site consumption, and where the on-site consumption of fermented malt beverages, wine, or liquor, if any, is clearly secondary and subordinate to the sale of food and nonalcoholic beverages. A restaurant may also prepare food as part of a catering business. The term does not include a grocery store with a food service section.

Parking Requirements: None

Supplemental Standards: (a) State permit. Prior to the establishment of a restaurant, the operator shall obtain a restaurant permit from the Wisconsin Department of Health Services, or the department's authorized agent, and maintain such permit for the life of the use or until the department no longer requires such permit. (b) Liquor license. If the establishment serves liquor, the operator shall obtain a liquor license from the City and maintain such license for the life of the use or until the license is no longer required.

Tavern

Description: A place where fermented malt beverages, wine, or liquor are offered for retail sale for on-site consumption and where food consumption, if any, is clearly secondary and subordinate to the sale of alcoholic beverages. The term includes bars, drinking establishments, sports bar, lounges, and other similar uses.

Parking Requirements: None

Supplemental Standards: (a) Liquor license. Prior to the establishment of a tavern, the operator shall obtain a liquor license from the City and maintain such license for the life of the use or until the license is no longer required. (b) Compliance with state requirements. A tavern shall comply with requirements as may be adopted by the state of Wisconsin.

Retail sales and rentals

Description: An establishment providing retail or rental services.

Parking Requirements: None

Supplemental Standards: (a) Licensing. Certain retailers must obtain a license from the city as set forth in Chapter 11 of the municipal code. (b) All retail or rental activities shall be conducted entirely within the confines of a building unless specifically permitted by city staff.

Administrative and general services

Description: A place where employees primarily perform administrative or general functions. The term includes data processing centers, customer service centers via telecommunications, architectural firms, engineering firms, photography studios, weight loss centers, commercial postal services, beauty shops, pet grooming shops, photocopying and printing services, linen services, dry cleaning services, diaper services and other similar uses.

Parking Requirements: None

Supplemental Standards: Aside from generally applicable standards, no special standards apply to administrative and general services.

Financial and professional services

Description: A place where financial, banking, and professional services are offered. The term includes banks, savings and loan institutions, other lending institutions, auto title loan businesses, payday loan businesses, law offices, real estate offices, insurance offices, travel agencies, and other similar uses.

Parking Requirements: None

Supplemental Standards: A payday loan business or auto title loan business shall not be located within 5,000 feet of another payday loan business or auto title loan business or within 150 feet of a residential zoning district or a planned development district that allows residential uses.

Health care clinic

Description: A place where medical services are offered and patients do not stay overnight. The term includes dental clinics, medical offices, chiropractic offices, acupuncture centers, and sports medicine facilities and other similar uses. The term does not include a health care center/hospital.

Parking Requirements: None

Supplemental Standards: Aside from generally applicable standards, no special standards apply to health care clinics.

Indoor entertainment and recreation

Description: A place where indoor entertainment or recreation is offered. The term includes theaters, movie theaters, dance halls, theaters for performing arts, bowling alleys, skating rinks, billiard and pool halls, arcades and other similar uses. The term does not include adult-oriented establishments.

Parking Requirements: None

Supplemental Standards: Aside from generally applicable standards, no special standards apply to indoor entertainment and recreation.

Park and recreation trails

Description: A place where primarily outdoor recreational activities may occur. A park may be operated by a public entity for the benefit of the general public or by a homeowners association for the benefit of its members. A park may be developed with recreational facilities or undeveloped. When operated by a public entity, the term includes zoos, dog parks, farmers market, and neighborhood recreation centers.

Parking Requirements: None

Supplemental Standards: Aside from generally applicable standards, no special standards apply to parks and recreation trails.

Artisan shop

Description: A place where handmade craft items or works of art are made on a small-scale and offered for retail sale. Examples of such items include paintings, textiles, weaving, photography, sculptures, pottery, leather products, handmade paper, jewelry, hand-blown glass, small wooden items, candles, soaps, lotions, and other similar items.

Parking Requirements: None

Supplemental Standards: (a) Generally. All materials and activities, except loading and unloading, shall be conducted entirely within an enclosed building. (b) Demonstrations and workshops. The operator may conduct demonstrations and workshops within the confines of the building or onsite exterior areas.

Light Manufacturing

Description: A place where products or parts are manufactured, including processing, fabrication, assembly, treatment, packaging, incidental storage, and administrative offices. The term includes a tool and die maker, furniture production, metal fabrication, apparel manufacturing, printing, publishing and other similar uses.

Parking Requirements: None

Supplemental Standards: (a) Restriction on location of manufacturing processes. All manufacturing processes shall be conducted entirely within the confines of a building and be compatible with adjacent existing or planned land uses.

Lot Standards

WEST – 10th DISTRICT

- Land Uses Allowed :
 - Multiple Family Residential, Mixed-use Housing, Projects consistent with site plan SP 17-2021.
- Setbacks:
 - York Street, 10th, 11th Streets – No setback from the street line required.
 - River Point Drive – 4’ Minimum Building Setback
 - Side Yard. No side yard shall be required.
 - Rear Yard. No rear yard shall be required.
 - Parking lots adjacent to rights-of-ways, alleys or public property require a 5’ setback for landscaping unless noted otherwise.
- Minimum lot Size & Width:
 - Minimum Size - 1.5 acres (65,340 s.f.)
 - Minimum Average lot width - 50’
- Building Height :
 - No Building Height maximum
 - Building Height minimum – 35’

EAST – 11th DISTRICT

- Land Uses Allowed :

- Mixed-Use Housing, Brewpub, Restaurant, Tavern, Retail sales and rentals, Administrative and general services, Financial and professional services, Health care clinic, Indoor entertainment and recreation, Artisan shop
- Setbacks:
 - Front Yard. York, Buffalo, N. 11th Streets – No setback from the street line required. All buildings shall be constructed up to the street line except if altered by the Community Development Department based on architectural or design characteristics which maintain an active edge. A building may be setback, with approval from the department, if an open air dining, deck, patio, beer garden or similar use is located in the setback area see design guidelines.
 - Side Yard. No side yard shall be required
 - Street side yard: No street side yard shall be required
 - Rear Yard. No rear yard shall be required
 - Parking lots adjacent to rights-of-ways, alleys or public property require a minimum 5’ setback for landscaping unless noted otherwise. See River Point Design Guidelines.
- Minimum lot Size & Width:
 - Minimum Size - 5,500 s.f.
 - Minimum Average lot width - 50’
- Building Height :
 - No Building Height maximum
 - Building Height minimum – 2 story or 35’

RIVERSIDE – SOUTH DISTRICT

- Land Uses Allowed :
 - Mixed-Use Housing, Brewpub, Restaurant, Tavern, Retail sales and rentals, Administrative and general services, Financial and professional services, Health care clinic, Indoor entertainment and recreation, Artisan shop
- Setbacks:
 - Front Yard. River Point Drive – No setback from the street line required. All buildings shall be constructed up to the street line except if altered by the Community Development Department based on architectural or design characteristics which maintain an active edge. A building may be setback, with approval from the department, if an open air dining, deck, patio, beer garden or similar use is located in the setback area.
 - Side Yard. No side yard shall be required.
 - Rear Yard (along river bike / ped trail) – No rear yard shall be required. All buildings shall be constructed up to the rear yard line except if altered by the Community Development Department based on architectural or design characteristics which maintain an active edge. A building may be setback, with approval from the department, if an open air dining, deck, patio, beer garden or similar use is located in the setback area.
 - Parking lots adjacent to rights-of-ways, alleys or public property require a 5’ setback for landscaping unless noted otherwise. See River Point Design Guidelines.
- Minimum lot Size & Width:
 - Minimum Size - 5,500 s.f.
 - Minimum Average lot width - 50’

- Building Height: Maximum of two stories or 35’.

CENTER – SOUTH DISTRICT

- Land Uses Allowed :
 - Mixed-Use Housing, Multi-family, Overnight lodging, Brewpub, Restaurant, Tavern, Retail sales and rentals, Administrative and general services, Financial and professional services, Health care clinic, Indoor entertainment and recreation, Park and recreation trails, Artisan shop
- Setbacks:
 - N. 11th Street, Buffalo Street and River Point Drive : All buildings shall be constructed up to the street line except if altered by the Community Development Department based on architectural or design characteristics which maintain an active edge. A building may be setback, with approval from the department, if an open air dining, deck, patio, beer garden or similar use is located in the setback area.
 - Front Yard. No setback from the street line required.
 - Side Yard. No side yard shall be required.
 - Rear Yard – No rear yard shall be required.
 - Parking lots adjacent to rights-of-ways, alleys or public property require a 5’ setback for landscaping unless noted otherwise. See River Point Design Guidelines.
- Minimum lot Size & Width:
 - Minimum Size - 5,500 s.f.
 - Minimum Average lot width - 50’
- Building Height :
 - No Building Height maximum
 - Building Height minimum – 35’

CENTER – NORTH DISTRICT

- Land Uses Allowed :
 - Mixed-Use Housing, Multi-family, Overnight lodging, Brewpub, Restaurant, Tavern, Retail sales and rentals, Administrative and general services, Financial and professional services, Health care clinic, Indoor entertainment and recreation, Artisan shop.
 - N. 11th Street frontage. The first floor uses along N. 11th Street shall not include any residential uses.
- Setbacks:
 - Buffalo, N. 11th Streets – 0’ building street side setback
 - River Point Drive, Chicago Street – 10’ building street side setback
 - Parking lots adjacent to rights-of-ways, alleys or public property require a 5’ setback for landscaping unless noted otherwise. See River Point Design Guidelines.
- Minimum lot Size & Width:
 - Minimum Size - 5,500 s.f.
 - Minimum Average lot width - 50’
- Building Height :
 - No Building Height maximum
 - Building Height minimum – 35’

RIVERSIDE – NORTH DISTRICT

- Land Uses Allowed :

- Townhouse preferred but Mixed-Use Housing, Multi-family, Multi-family, 2 units, Townhouse, Brewpub, Restaurant, Tavern, Retail sales and rentals, Administrative and general services, Financial and professional services, Health care clinic, Artisan shop, and Light Manufacturing with retail component would be considered.
- Setbacks:
 - Chicago Street – 20’ building street side setback
 - Bike / Pedestrian Trail – 5’ building setback, a patio, deck can be in the 5’ setback area.
 - Parking lots adjacent to rights-of-ways, alleys or public property require a 5’ setback for landscaping unless noted otherwise. See River Point Design Guidelines.
- Minimum lot Size & Width:
 - Minimum Size - 5,500 s.f.
 - Minimum Average lot width - 50’
- Building Height :
 - Residential - 35’
 - Commercial – 20’
 - Mixed use Residential & Commercial – 35’

RIVERSIDE – WEST DISTRICT

- Land Uses Allowed :
 - Mixed-Use Housing, Multi-family, Multi-family, 2 units, Townhouse, , Overnight lodging, Brewpub, Restaurant, Tavern, Retail sales and rentals, Administrative and general services, Financial and professional services, Health care clinic, Indoor entertainment and recreation, Park and recreation trails, Artisan shop, and Light Manufacturing with retail component would be considered.
- Setbacks:
 - River Point Drive, Chicago Street, River and Trail –10’ building setbacks
 - Parking lots adjacent to rights-of-ways, alleys or public property require a 5’ setback for landscaping unless noted otherwise. See River Point Design Guidelines.
- Minimum lot Size & Width:
 - Minimum Size - 5,500 s.f.
 - Minimum Average lot width - 50’
- Building Height: Maximum of two stories or 35’.

SUPPLEMENTAL USES AND STANDARDS

- Any appeals to the River Point PUD Lot Standards shall be brought to the Community Development Authority for final decision.
- No tax exempt uses are allowed in the River Point District unless a payment in-lieu of taxes agreement is entered into by the City and property owner or approval is granted by City.
- All projects must follow the Site Plan Requirements as described in Chapter 15 Comprehensive Zoning Ordinance of the Municipal Code.

LANDSCAPING REQUIREMENTS

- Landscaping Standards for Off-Street Parking Areas (Parking Lots) can be found in Section 15.690 in the Zoning Code. All other Landscaping Standards are as follows:
- General Landscaping for Off-Street Parking Areas, Street Frontage and Building Foundations.
 - All plant material shall be healthy, vigorous, and free of disease and insects.

- Street frontage landscape requirements
 - Minimum amount required. A minimum of 60 landscape points shall be provided along a public street right-of-way on a prorated basis for every 100 linear feet of frontage.
 - Placement on lot. Plants required by this section shall be located within 10 feet of the public right-of-way. In no instance shall such landscaping be located within a public right-of-way, unless approved by the City.
 - The following trees shall not be used as street frontage trees because of undesirable traits (e.g., weak wood, form, fruit/nut litter): silver maple, box elder, butternut, black walnut, any other tree so designated by the Community Development Department.
 - A minimum of 50 percent of the required landscape points shall be devoted to tall deciduous trees and a minimum of 30 percent of the points shall be devoted to medium deciduous trees.
 - Due to site constraints such as setbacks, slope, utilities or similar items the Community Development Department reserves the right to allow flexibility in landscaping location if the general intent of the landscaping regulations are followed.
- Building foundation landscape requirements
 - Minimum amount required. A minimum of 50 landscape points shall be provided on a prorated basis for every 100 feet of building foundation perimeter. For example, a building with a perimeter of 180 feet must provide a minimum of 90 landscape points $((180/100)*50)=90$.
 - Placement on lot. Plants required by this section shall be placed so that, at maturity, the dripline of each plant is generally located within 10 feet of the building foundation. As a general rule, plants shall be distributed around the entire perimeter of the building. Such landscaping shall not be located in those areas required for landscaping as street frontages or parking areas.
 - Use of various plant types. Tall trees shall not be used to meet building foundation landscape requirements. The intent of this section is to require a visual break in the mass of buildings and to require a visual screen of a minimum of 6 feet in height for all exterior perimeter appurtenances, such as ground mounted HVAC units and utility boxes.
- Landscape Points and Minimum Planting Sizes

Plant Category	Minimum Planting Size	Points
Tree		
Tall Deciduous Tree (40 – 100 feet)	2 ½" Caliper	30
Medium Deciduous Tree (30 – 40 feet)	1 ½" Caliper	15
Low Deciduous Tree (15 – 30 feet)	¾" Caliper	10
Tall Evergreen Tree	5' Tall	30
Medium Evergreen Tree	4' Tall	20
Low Evergreen Tree	3' Tall	12
Shrub		
Tall Deciduous Shrub	36" Tall	5
Medium Deciduous Shrub	24" Tall	3
Low Deciduous Shrub	18" Tall	1
Tall Evergreen Shrub	24" Tall	5
Medium Evergreen Shrub	18" Tall	4
Low Evergreen Shrub	12" Tall	3

- In the calculation of landscaping points; building facades that do not have a front, rear or side yard setback do not need to include that building façade length into their landscaping point calculation or provide street frontage landscaping.
- All building facades or parking lots that have a front, rear or side yard setback shall be landscaped.
- Landscape plans shall be prepared by a landscape architect or landscape contractor whose main profession is landscaping.
- All parking lots require a minimum 5' landscaping buffer unless due to unique site or building characteristics the buffer is impracticable. The Community Development Department reserves the right to make changes to the buffer size and location if the intent of the guidelines is still being met. The intent of the landscaping buffer is for the placement of grass, sod, bushes, trees and other landscaping amenities such as benches, art, or fountains. The placement of only grass, sod or decorative stone does not meet the landscaping intent.
- Parking lots are to be curbed unless amended by the Community Development Department.
- Prohibited plants. Plants specifically designated as invasive by the Wisconsin Department of Natural Resources or other state agency shall not be planted and shall not be used. It is encouraged that landscape plans follow "A guide to selecting landscape plants for Wisconsin" University of Wisconsin – Extension, Publication A2865 as amended.
- Adjustments to Landscaping Requirements. The Community Development Department may authorize adjustments to the requirements where literal compliance with the specifications and standards under this section would make the landscaping ineffective or unnecessary. Existing land use conditions, topographic constraints, existing vegetation, traffic safety, or compliance with fire or other public safety requirements may necessitate adjustments. If the Department determines that the location of landscape materials within the landscape area is not appropriate or feasible, the Department may require that at least an equivalent area of landscape treatment be added elsewhere on the site.
- Turf areas may be sodded or seeded. In areas subject to erosion, sod shall be used. Sod shall be commercially grown and clean and free of weeds, noxious pests, and diseases.
- Where mulch is used as a ground treatment, it shall be applied to a maximum depth of 4 inches. A landscape fabric may be placed between the soil and mulch to impede weed growth.
- Landscape plantings as required by this section may be satisfied in whole, or in part, by preserving existing trees and shrubs on the subject property. A tree, on the same property, is eligible for credit if it is within 10 feet of the area to be landscaped. Trees used for a credit shall be healthy and not be damaged from skinning, barking and the like. The City reserves the right to determine if a tree can be used for a credit.
- Random Placement. To the extent possible, plants shall be randomly placed so as to give a natural appearance.
- Planting Beds. Where required, shrubs shall be placed in planting beds with mulch. Planting beds shall be a minimum of 5' unless amended by the Community Development Department.
- Snow Storage. Landscape plants should not be located in areas reserved for snow storage.

- Proximity to overhead utility lines and the like. Trees and shrubs shall not be placed where they will require frequent pruning in order to avoid interference with overhead utility lines, buildings, or other structures.
- All landscaping shall be maintained in good condition so as to present a healthy, neat, and orderly appearance, free from refuse, weeds, and debris.
- Responsibilities. The current landowner shall be responsible for maintaining the vegetation, irrigation system, screening devices, and other landscape components as may be required by this article.
- Maintenance practices. Maintenance shall consist of regular and normal maintenance practices of landscaping including weeding, irrigation, fertilizing, pruning, and mowing. Plant materials that exhibit significant levels of insects, pests, diseases, or damage shall be treated as appropriate.
- Replacement, generally. Plant materials which were planted as required by this article or which were used as a credit and which die or are irreparably damaged shall be removed and replaced with living plant materials consistent with the approved landscape plan or as required by this article.
- Plant Diversity is required. No more than 50% of the plants shall be of the same species.
- Landscaping treatments shall comply with vision triangle requirements.
- All dumpsters shall be site screened, with a masonry wall that complements the principal building unless an alternative site screen is approved by the Community Development Department.
- Anticipated future development. Where an approved site plan depicts a future building extension, the foundation landscaping requirement shall be calculated by measuring the length of the total perimeter. However, foundation plantings need only be installed based on the landscape points calculated from the portions of the building perimeter that will not be affected by building extension. If this results in point requirements which are not met through the initial planting, then such requirement shall be met within 5 years of building permit issuance, or as extended in writing by the Community Development Department.

STORMWATER REQUIREMENTS

- All properties shall follow Chapter 28 “Stormwater Management” in the Municipal Code.
- Property owners shall have no more than 80% of their lot covered by impervious surfaces, excluding the River North District. If more than 80% impervious is proposed, the developer shall provide storm water treatment that provides at least 40% TSS removal for all impervious surfaces over 80% of the total lot area.
- The Riverside North District shall have no more than 50% of their lot covered by impervious surfaces. If more than 50% impervious is proposed, the developer shall provide storm water treatment that provides at least 40% TSS removal for all impervious surfaces over 50% of the total lot area.
- See Stantec’s “Proposed Hydrology” plan sheets EXH.2 thru EXH.5.

- The City and Developer, upon mutual agreement, may find alternative means and methods to the stormwater requirements to meet this section.

SIGN REQUIREMENTS

- Permissible Signs: See SD-04 “Downtown Core” in the Sign Code (Chapter 31) for details unless revised in these guidelines.
 - Wall Sign: Back lit channel letters only.
 - Awning Sign – No revisions
 - Marque Sign – No revisions
 - Projecting Sign – No revisions
 - Sidewalk Sign – No revisions
 - Suspended Sign – No revisions
 - Window Sign – No revisions
 - Supplemental Sign –No revisions
 - Electronic Message Displays – Prohibited
- Architectural and Design creativity are encouraged in sign design. The Community Development Department may make exceptions to the sign guidelines if the intent and character of the River Point PUD is maintained and a Master Sign Document has been submitted, reviewed and approved by the department. See River Point Design Guidelines for additional design recommendations.
- Properties abutting the Manitowoc River bike and pedestrian trail: property lines abutting the bike and pedestrian trail can be treated similar to a street frontage as detailed in the Sign Ordinance. Awning, projecting, wall and window signage along the river lot frontages are allowed. The intent is to encourage appropriate signage for users of the trail and Manitowoc River promoting an active and vibrant corridor.