

# URBAN DESIGN & PLANNING SERVICES 1

## CUDAHY, WISCONSIN



### Design Guidelines

The City of Cudahy, a suburb of Milwaukee, is situated on the western shores of Lake Michigan. With over 18,000 residents, the city includes a traditional downtown, an industrial area, and established residential neighborhoods and commercial corridors.

Winter & Company recently developed Design Guidelines for commercial, industrial and mixed-use properties. They contain a set of guidelines for new construction that apply to downtown transit-oriented development and key corridor areas. Rehabilitation design guidelines for downtown historic properties are also provided. The Economic Development Commission is using the guidelines to market specific sites to developers.



*Before: Tats Restaurant - existing*



*After: Tats Restaurant - rehabilitation case study*



*Packard Avenue study models*



# URBAN DESIGN & PLANNING SERVICES 2

## CUDAHY, WISCONSIN



The City of Cudahy is actively revitalizing and attracting new investment in several redevelopment sites. One of those opportunities appears in this flyer. This design concept illustrates principles established in the city's new design guidelines, which assure that other projects in the area will complement investment at this site.

### A Potential Project Concept



*Birds-eye view of the development opportunity concept; Mixed-use along the street edge and residential behind, with parking between.*

### Site Map



*The development opportunity site is located between Layton and Nicholson Avenues.*

### Street View



*Buildings at the sidewalk edge create a sense of visual interest with a variety in roof forms and variations in wall planes.*



*Pictured at Top of Page: Recent investments in Downtown Cudahy.*

### SERVICES:

- » Analysis of different design contexts
- » Design guidelines
- » Computer-generated illustratives for marketing by the EDC
- » Design proposals for specific opportunity sites

### CLIENT:

Economic Development Dept.  
City of Cudahy

### DATE:

2009 - 2010



Winter & Company

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