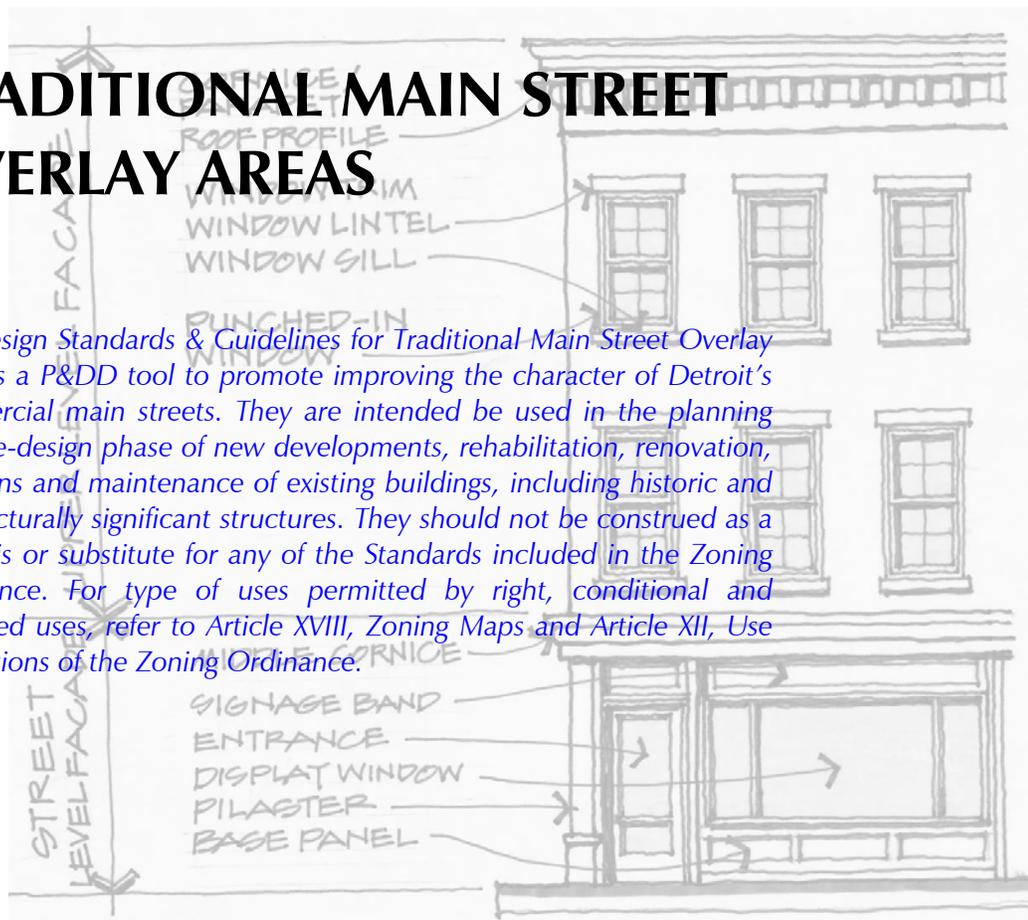


Design Standards & Guidelines

TRADITIONAL MAIN STREET OVERLAY AREAS

The Design Standards & Guidelines for Traditional Main Street Overlay Areas is a P&DD tool to promote improving the character of Detroit's commercial main streets. They are intended be used in the planning and pre-design phase of new developments, rehabilitation, renovation, additions and maintenance of existing buildings, including historic and architecturally significant structures. They should not be construed as a synopsis or substitute for any of the Standards included in the Zoning Ordinance. For type of uses permitted by right, conditional and regulated uses, refer to Article XVIII, Zoning Maps and Article XII, Use Regulations of the Zoning Ordinance.



A PLANNING AND PRE-DESIGN TOOL FOR DEVELOPMENT OF DETROIT'S TRADITIONAL MAIN STREET OVERLAY AREAS



City of Detroit
Urban Design Unit
Planning & Development Department
65 Cadillac Square, Suite 1300
Detroit, Michigan 48226

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 - *Jefferson East Business Association*
 - *Rosdale-Grandmont Development Corporation*
 - *University Cultural Center Association*
 - *New Center Area Council*
 - *Seven Mile / John R Business Association*
 - *Southwest Detroit Business Association*
 - *Mexican Town Business Association*
 - *Corktown Business Association*
 - *NorthStar Livernois Seven Mile Association*

The Design Standards & Guidelines for Traditional Main Street Overlay Areas, including illustrative example photos, sketches and drawings were prepared by Khalil Mogassabi, Architect, City Planner, Head of Urban Design Unit, City of Detroit Planning & Development Department. For information, contact the Urban Design Unit 313-224-1254.

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Background



Woodward Avenue Overlay Area



Purpose of Design Standards & Guidelines

In several community meetings and workshops administered by the Detroit Planning and Development Department (P&DD), communities have expressed, among other things, the need for improving Detroit's image and character by creating aesthetically pleasing, comfortable and safe commercial main streets that foster pride, care, confidence and economic revitalization. One of the City policies to attain that goal is through the designation of Traditional Main Street Overlay Areas, each with specific Design Standards & Guidelines. The objective is to promote developments that are attractive, pedestrian friendly, and context sensitive.



The Design Standards & Guidelines for Traditional Main Street Overlay Areas is a P&DD tool to promote improving the character of Detroit's commercial main streets. The intent is to provide design guidance and reference for community groups, business associations and those who wish to develop, improve and revitalize Detroit's commercial main streets. The Design Standards & Guidelines should be used in the planning and pre-design phase of new developments, rehabilitation, renovation, additions and maintenance of existing buildings, including historic and architecturally significant structures. For type of uses permitted by right, conditional and regulated uses, refer to Article XVIII, Zoning Maps and Article XII, Use Regulations of the Zoning Ordinance.

This document should assist in the understanding of corresponding Design Standards for Traditional Main Street Overlay Areas; and should not be construed as a synopsis or substitute for any of the Standards included in the Zoning Ordinance. General Development Standards referenced in the Ordinance are also applicable. In the case of any discrepancy between this document and the Standards of the Ordinance, the Standards of the Ordinance should override.

The Standards & Guidelines have been put into a simplified format. Each section covers one element or element group and begins with an introduction; followed by objectives, standards, guidelines and illustrative examples. Standards are those referenced in the Ordinance, and are mandatory for compliance. Guidelines are not referenced in the Ordinance and are discretionary. All guidelines are highly recommended and are considered in the design review.



Definition of Traditional Main Street Overlay Areas

Overlay Areas are those designated areas, including commercial main streets, districts, or neighborhood areas that have been identified by their community as regionally, culturally, historically or architecturally significant areas. Traditional Main Street Overlay Areas are those neighborhood commercial districts that have the traditional main street physical qualities which make them pedestrian friendly and walkable. Such qualities include a mix of uses such as residential or office over ground level retail; a continuous street wall of buildings sitting on lot lines; and display windows and entryways making storefronts directly accessible from public sidewalks. The intent of Overlay Area designation is to preserve, protect or improve upon the qualities of Detroit's commercial main street districts by applying design guidance and design review criteria to ensure that new development projects are compatible with those qualities of traditional main streets.

Overlay Area designation is referenced in the Detroit Zoning Ordinance, Section 61-11-311 and Section 61-11-312. The designation highlights that all new developments, infill and rehabilitation projects located within a designated Traditional Main Street Overlay Areas be subject to design standards specified in Section 61-14-281 through Section 61-14-300.

Community groups and business associations who seek to establish or maintain a pedestrian-oriented business district for their main street not currently identified as an Overlay Area, and wish to sponsor a district or façade improvement program, should contact P&DD. The Design Standards & Guidelines may also be used as a reference point for community groups and business associations to articulate their design objectives; and use as a resource for district and or façade improvement programs.

The designation to Traditional Main Street Overlay Areas does not carry any weight for eligibility for funding resources, tax incentives or any financing tools and programs administered by the City of Detroit.



Traditional Main Street Overlay Areas

The following commercial main streets are designated in the Detroit Zoning Ordinance Section 61-11-312 as Traditional Main Street Overlay Areas:

1. **West Seven Mile.** All zoning lots abutting West Seven Mile Road between the (4) corners of John R Avenue and Woodward Avenue.
2. **Grand River.** All zoning lots abutting Grand River Avenue between Woodmont Avenue and the (4) corners of Evergreen Road.
3. **Bagley/Vernor.** All zoning lots abutting Bagley Avenue between 16th Street and 24th Street; and all zoning lots abutting West Vernor Highway between Newark Avenue and Clark Street.
4. **Livernois/West McNichols.** All zoning lots abutting Livernois Avenue between the John C. Lodge Freeway and Martins Avenue; and all zoning lots abutting West McNichols Road between Lawton Avenue and the (4) corners of Wyoming Avenue.
5. **East Jefferson.** All zoning lots abutting East Jefferson Avenue between Dickerson Avenue/Gray Avenue and the city limits of Grosse Pointe Park.
6. **Woodward Avenue.** All zoning lots abutting Woodward Avenue from the Fisher Freeway (I-75) to the city limits of Highland Park.
7. **Grand Boulevard.** All zoning lots abutting West Grand Boulevard/East Grand Boulevard between Grand River Avenue and Saint Aubin Avenue.
8. **Michigan Avenue.** All zoning lots abutting Michigan Avenue between the John C. Lodge freeway (M-10) and the (4) corners Vinewood Avenue.
9. **Vernor/Springwells.** All zoning lots abutting West Vernor Highway between Clark Street and the (4) corners of Woodmere Avenue; and all zoning lots abutting Springwells Avenue between West Vernor Highway and the (4) corners of Fisher Freeway (I-75) service drive.



Location Map of Traditional Main Street Overlay Areas. See Appendix A for maps



Traditional Main Street Overlay Areas Objectives

The key objectives of the Traditional Main Street Overlay Areas are:

- To establish viable and vibrant high quality pedestrian friendly mixed-use neighborhood districts along Detroit's main streets
- To support existing activities and uses that contribute to establishing the unique urban quality and cultural character of Detroit's commercial main street districts
- To encourage, guide and restore confidence in investing in Detroit's main streets
- To develop an urban design framework for enhancing, re-developing and improving the public realm
- To promote development strategies that give careful consideration to rehabilitation of existing structures
- To create new developments that incorporate architectural and urban design principals of human scale and context sensitive design



East Jefferson Avenue Traditional Main Street Overlay Area



Garfield Building - Woodward Avenue Traditional Main Street Overlay Area

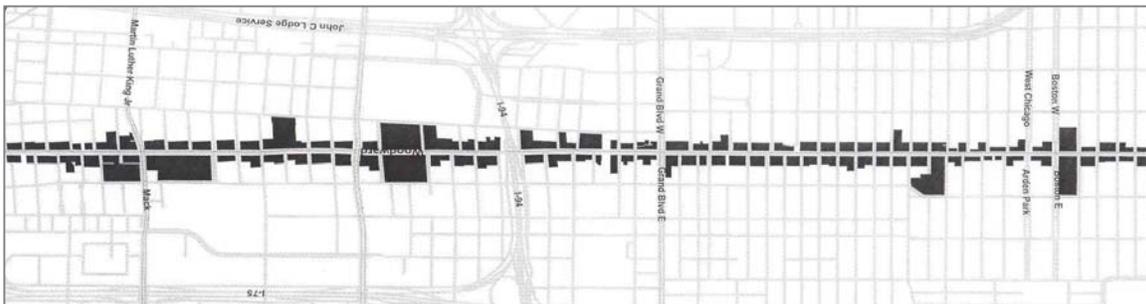


Detroit's Traditional Main Street

Detroit has thriving neighborhood commercial districts distinguished by main streets filled with pedestrian-oriented mixed-uses and activities. Woodward Avenue, Grand Boulevard, Michigan Avenue in Corktown, and West Vernor in southwest Detroit are examples. Their main street buildings are generally traditional in their architecture--of late 19th to mid 20th century-- and consist primarily of two and three story brick, stone or terra cotta veneered building façades. They typically have retail on the ground level and retail, office or residential uses above. Most importantly, the buildings are built to the lot line of the main streets, they are accessible directly from the public sidewalk; their sitting provides the street with a backdrop--a continuous street wall or edge-- that consists of buildings with similar massing, scale, and building façade features.



Michigan Avenue as a traditional main street



Partial Woodward Avenue Traditional Main Street Overlay Area



Detroit's Traditional Main Street

Detroit's traditional main streets have been serving their neighborhoods and communities for generations. They contain not only the commercial spine of the city but also the city's cultural symbols, heritage, historical and architectural resources. Woodward Avenue hosts many of Detroit's important cultural and academic institutions including the Detroit Institute of Arts, Detroit Historical Museum, the Detroit Public Library, Orchestra Hall, Fox Theater, and Wayne State University. West Grand Boulevard, located in Detroit's midtown, is the home of the New Center Area, the Fisher Building and Theater, Motown Historic Museum and Henry Ford Hospital. While Detroit's traditional main streets may contain diverse uses and activities and have varied widths and lengths, they are mostly lined with buildings abutting the right-of-way. Each contains physical qualities—a pedestrian friendly, walkable and charming environment--that are worthy of preserving. New developments should preserve, respect, and be sensitive to the traditional physical qualities such as building sitting, form, massing, scale, and pedestrian orientation as manifested in building façade features of Detroit's traditional main streets.



Old Redford traditional main street



West Vernor Avenue as a traditional main street



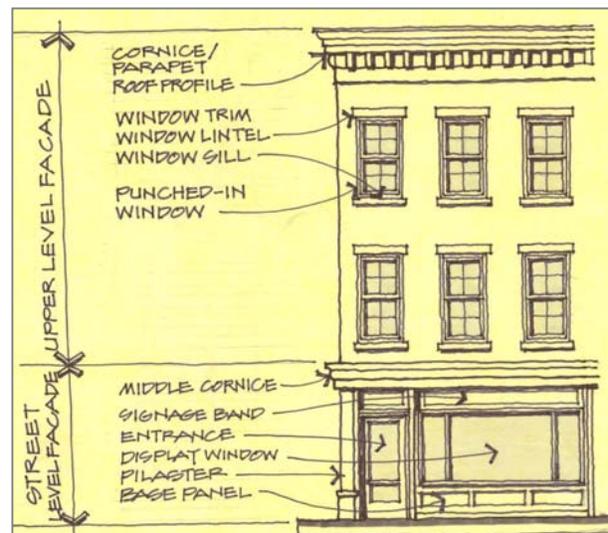
Michigan Avenue as a traditional main street



Traditional Main Street Building Façade Features

Traditional Building Façades

Existing buildings of traditional commercial main streets are pedestrian-friendly because of physical qualities, such as their placement and relationship to the sidewalk, and their street level façade's transparency through storefronts and display windows. Buildings of traditional main streets typically have one to three story high façades and were built between late 19th to mid 20th century. Traditional main street buildings are characterized by two level façades, street level and upper level façade.



Traditional fenestration elements of street level and upper level

Street Level Façade

Existing buildings of traditional main streets have human-scaled façades expressed in features like display windows and entryways. The street level is where the public comes to experience the building's activities and uses. This façade has distinctive building elements that contribute to the visual environment and life of the street. Street level façade includes common elements such as:

- Storefronts & Display Windows
- Entrances
- Piers & Pilasters
- Awnings & Canopies
- Signage Band
- Transom Panel
- Lighting
- Base Panel



Traditional Main Street Building Façade Features

Continued

Upper Level Façade

The building's upper level façade usually expresses a different building function than that of the street level. The upper levels of most traditional main street buildings house a commercial or residential use. Upper level façades have distinctive features and details that enhance the main street quality and include common elements such as:

- Punched-in Windows (taller than wide windows)
- Window Trims
- Middle Cornices
- Bay Windows
- Cornice Detail & Roof Profile



Details such as bay windows two-story building add character



Simple forms such as an arched building-top and arched trims over windows make this two-story building appealing



Windows, bay windows and doors are carefully articulated to fit the overall façade design



"Utilitarian" style of fenestration and simple details add eclectic character to commercial main streets



Upper level fenestration and details enhance the overall character of this traditional main street building



Elements of Design Standards & Guidelines

The **Design Standards & Guidelines** of this document deal with the following corresponding and referenced Design Standards of the Zoning Ordinance:

1. **Building Site Relationship; Placement & Orientation**, Section 61-14-282, Site Design Standards
2. **Fencing**, Section 61-14-283, Site Design Standards
3. **Style**, Section 61-14-284, Building Design Standards
4. **Massing, Scale & Form**, Section 61-14-285, Building Design Standards
5. **Fenestration & Architectural Details**, Section 61-14-286, Building Design Standards
6. **Transparency**, Section 61-14-287, Building Design Standards
7. **Corner Lot Buildings**, Section 61-14-288, Building Design Standards
8. **Entryways**, Section 61-14-289, Building Design Standards
9. **Materials**, Section 61-14-290, Building Design Standards
10. **Color & Finish**, Section 61-14-291, Building Design Standards
11. **Awnings, Canopies & Marquees**, Section 61-14-292, Building Design Standards
12. **Lighting**, Section 61-14-293, Building Design Standards
13. **Blank Walls**, Section 61-14-294, Building Design Standards
14. **Security Roll-Down Grilles**, Section 61-14-295, Building Design Standards



Elements of Design Standards & Guidelines

Continued

15. **Rooftop Mechanical Equipment**, Section 61-14-296, Building Design Standards
16. **Architecturally & Historically Significant Buildings, Renovation, Addition and Maintenance of Existing Buildings**, Section 61-14-297, Building Design Standards
17. **Vacant Structures**, Section 14-61-298, Building Design Standards
18. **Parking Design - Surface Parking**, Section 61-14-299, Design Standards
19. **Parking Design - Parking Structure**, Section 61-14-299, Design Standards
20. **Signage & Communication Elements**, Section 61-14-300, Design Standards
21. **Landscape Design**, Section 61-14-191 through 61-14-250
22. **Streetscape & Open Space**
23. **Land Use & Development**
24. **Sustainable & Green Building Design**

In addition to the design **STANDARDS** for each of the elements, design **GUIDELINES** are provided and should be considered part of the design review.

General Development Standards referenced in the Zoning Ordinance are applicable to Traditional Main Street Overlay Areas. Refer to Article XIV, General Development Standards in the Ordinance.

Design Standards & Guidelines



1

BUILDING SITE RELATIONSHIP; PLACEMENT ORIENTATION

Reference: Site Design Standards, Zoning Ordinance Section 61-14-282



INTRODUCTION

The site layout articulates the building's relationship to its context—streets, sidewalks, adjacent buildings and parking areas. Elements such as building orientation, street layout, building setback, site access, building sitting, parking and pedestrian access express whether a building has an appropriate building-site relationship. Thoughtful design of building and site relationship is a significant contributor to maintaining traditional main streets as safe, attractive and comfortable for walking. Site design in the urban context contributes to the city by creating street spaces, spaces between buildings and streetscapes that are conducive to walkability and neighborhood livability.

OBJECTIVES

- ❑ To line streets with buildings and site features to preserve the continuity of traditional main street and create a pedestrian-friendly streetscape
- ❑ To create a pedestrian-friendly setting that relates a building's active uses to the street

1

BUILDING SITE RELATIONSHIP; PLACEMENT & ORIENTATION

Reference: Site Design Standards, Zoning Ordinance Section 61-14-282



Design Standards & Guidelines

STANDARDS

1. Place new building footprint on the front lot line with no set back
2. Provide a setback not to exceed a maximum of (10) ten feet from the lot line for permitted outdoor seating area only. Setback for landscaping, grocery cart corrals or other utility purposes is unacceptable
3. Place footprint of new buildings that face main streets parallel to the adjacent public street system

GUIDELINES

1. Provide a perimeter low wall 30 to 36 inch high along public right-of-way for lot area not covered by building footprint to link building to its site
2. Maximize retail frontage such as display windows, entryways and storefronts on the public sidewalk
3. Coordinate with existing right-of-way features including trees, bus stop locations and bus shelters with retail frontage and sidewalk network to create a walkable, and safe environment

1

BUILDING SITE RELATIONSHIP; PLACEMENT & ORIENTATION

Reference: *Site Design Standards, Zoning Ordinance Section 61-14-282*



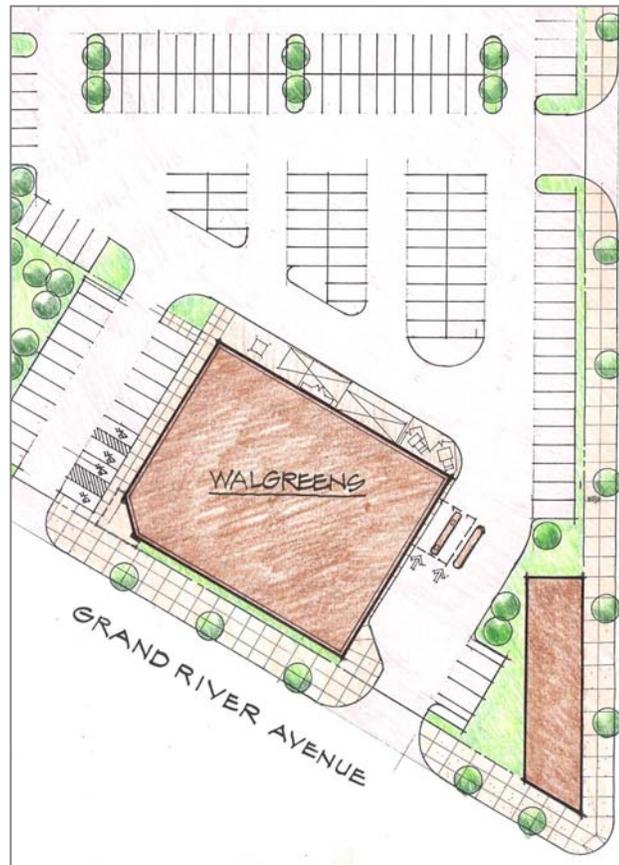
Examples • Recommended



Seating area along public sidewalk increases street activities and encourages walkability



This restaurant is placed with sufficient setbacks from the lot line to provide a small seating area, making its building site relationship more favorable to the pedestrian environment



Building placement on lot line preserves the continuity of street wall and encourages a pedestrian-oriented environment.

1

BUILDING SITE RELATIONSHIP; PLACEMENT & ORIENTATION

Reference: Site Design Standards, Zoning Ordinance Section 61-14-282



Examples • Not Recommended



This drug store is placed too far from Grand River and not parallel to it, which results in an odd shaped space and parking layout and creating a confused visual environment



Parking between the public sidewalk and commercial building and an unparallel building to sidewalk placement



Strip retail building separated from the public sidewalk by its parking stalls. The cars are parked directly along the sidewalk, they have their ingress and egress--curb cut--directly on the main street making walking along this main street stretch uncomfortable and unsafe for pedestrian



Strip retail building separated from the public sidewalk by its parking. In addition, the parking area appears barren--without landscaping and screening--creating uncomfortable pedestrian environment

2

FENCING

Reference: Site Design Standards, Zoning Ordinance Section 61-14-283



INTRODUCTION

Fencing around a building or site serves many functions. It can be used to mark a boundary, to provide screening, to control entry and exit to and from a private area or to provide a form of security. Security fencing around a commercial establishment along traditional main streets may project an image of insecurity and defensiveness toward the pedestrian and negatively impact adjacent properties. This is often based on a perception of vulnerability rather than practical and realistic needs for security.

OBJECTIVE

- ❑ To promote the perception of main streets districts as safe commercial areas

2

FENCING

Reference: Site Design Standards, Zoning Ordinance Section 61-14-283



Design Standards & Guidelines

STANDARDS

1. Chain link, barbed wire and blade fencing materials should not be used on commercial main streets
2. Fences should not to exceed (8) eight feet in height, including security fences.

GUIDELINES

1. Use continuous brick screen wall or a raised curb with a landscaping buffer along the perimeter of the parking area(s)
2. Integrate pedestrian light posts within the masonry screen wall to provide lighting for pedestrian areas
3. Use decorative metal fencing as an inset panel between brick piers at the perimeter of site (area not covered by building). Picket style fencing, outward pointing or curved picket fencing are not recommended
4. Security fencing along main streets is not recommended. However, if necessarily used, security fencing should be decorative and not to exceed (6) six foot high. Also see Guidelines No. 3 above
5. Use high quality materials for fencing, such as steel and wrought iron. Aluminum fencing is not recommended

2

FENCING

Reference: *Site Design Standards, Zoning Ordinance Section 61-14-283*



Examples • Recommended



Decorative fencing provides an attractive street wall edge



Low brick wall or kneewall provides the best parking lot screening, creates the edge that forms street wall and links buildings separated by parking lots



Perimeter brick piers with metal fence and landscape hedge provides an attractive street edge and enhances the sidewalk space



Perimeter low brick wall not only provides screening but also can be ornamented with details such as limestone coping and integrated with historically appropriate light post and fixture for the pedestrian scale



Decorative steel or wrought iron fencing provides an attractive street wall edge

2

FENCING

Reference: *Site Design Standards, Zoning Ordinance Section 61-14-283*



Examples • Not Recommended



Security fencing such as this outward curved and pointing picket fencing conveys a negative image; and the shape and height of this fence is not appropriate or necessary on a traditional commercial main street



This chain link fencing has barbed wire and blades, and is at a height that is not only inappropriate but also unnecessary for a commercial main streets



Picket style aluminum is not as durable as steel or wrought iron fencing



Chain link fencing does not screen parked cars and is less attractive than decorative fencing

3

STYLE

Reference: Building Design Standards, Zoning Ordinance Section 61-14-284



INTRODUCTION

By style, we mean how buildings are “dressed”--as in architectural style. Some buildings may be dressed with classical, modern or assorted motifs and features that convey a dominant architectural style. Other buildings are less dominant, with no specific reference to a particular style. Traditional main street buildings typically represent a dominant or a variation of a prevalent architectural style. What unify buildings of traditional main streets are their physical qualities rather than their style of architecture. Such physical qualities include building sitting, massing, scale, form, level of details, and other elements that make them pedestrian-friendly.

OBJECTIVE

- To encourage design styles that are dominant, representative and relevant to the specific district’s architectural history, culture, and regional significance without compromising innovative and contemporary interpretations of these styles

3

STYLE

Reference: Building Design Standards, Zoning Ordinance Section 61-14-284



Design Standards & Guidelines

STANDARDS

1. Create and develop design styles that are representative of and relevant to the designated overlay area's architectural history, culture and regional character without compromising innovative and contemporary interpretations of these styles

GUIDELINES

1. Use recognized architectural styles that are relevant to Detroit's traditional main streets. Avoid garish and extravagant stylized elements and excessive use of decorative features

3

STYLE

Reference: Building Design Standards, Zoning Ordinance Section 61-14-284



Examples • Recommended



Retail building using brick for building material and a parapet cornice, goose neck lighting, awnings, and other details appropriate for traditional main streets



Commercial strip incorporating traditional style elements, details and materials making it appropriate for traditional main streets



Retail building creating a comfortable pedestrian environment through building storefronts, planting and site amenities such as benches and waste receptacles



Traditional elements such as roof profile with traditional cornice, an area for a sign band, piers and simple shapes for awnings

3

STYLE

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-284*



Examples • Not Recommended



A “party store” without the traditional openings of storefront and display windows. This store has small windows placed higher than the door and covered with advertising. The entry door is a sliding steel door. It does not relate to the street in terms of sitting nor does it relate to adjacent buildings in terms of materials or architectural details



A “classical” gable shaped element applied to an early 20th century style commercial building. This is a mismatch of styles and inharmonious color



Strip retail building with unfamiliar roof shapes, not representative of the architectural elements found on this traditional main street. The façade height is not proportionate to the street space of the urban context, and has inappropriate gable placement and parapet features

4

MASSING, SCALE & FORM

Reference: Building Design Standards, Zoning Ordinance Section 61-14-285



INTRODUCTION

The physical qualities of massing, scale and form determine whether or not buildings are sensible to their context. In addition to their mixed uses and activities, traditional main street commercial buildings have demonstrated physical qualities that make them proportionate to the street space and appropriate to the pedestrian scale. They are typically one to three stories high, built to the lot line and form a continuous retail frontage on the main street. They generally have storefronts with display windows on their street level façades and have windows on their upper levels that taller than wide. Their façades are capped with decorative cornices and brackets, and their rooflines and roof shapes are without drastic height variation. Overall, these buildings exhibit proportions, rhythm and details that are traditional in character.

OBJECTIVE

- To continue the prevalent urban form of traditional main streets; and to integrate the massing, scale and form of new developments and additions into the character of traditional main streets

4

MASSING, SCALE & FORM

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-285*



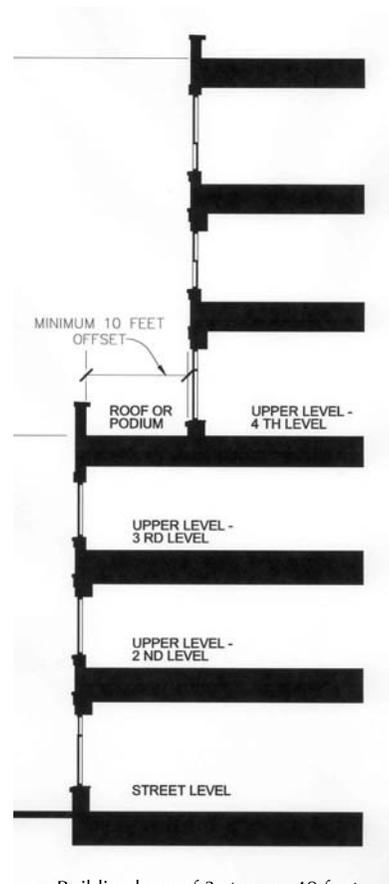
Design Standards & Guidelines

STANDARDS

1. Integrate new developments with the relevant character, massing, scale and form of buildings on the designated traditional main street by establishing a minimum of (2) two stories or (20) twenty feet in height
2. For buildings taller than (3) three stories, establish a uniform street wall or building base (a podium) not to exceed (40) forty feet. The taller section of the building should be on top of the podium and set back a minimum (10) ten feet horizontal distance from the parapet of the main street façade

GUIDELINES

1. Use simple massing to define or delineate major building elements such as the building top
2. Create a sense of scale and proportions to the street level façade by using storefront spacing and rhythm that provides for a visually interesting façade
3. Provide a hierarchy of architectural details and features by placing emphasis on the street level



Building base of 3-story or 40 foot high (podium) establishes the street wall for taller building

4

MASSING, SCALE & FORM

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-285*



Examples • Recommended



Existing main street buildings such as this reveal the qualities of massing and scale that make streets walkable and pedestrian friendly



Simple building-top form enhances the building façade and distinguishes its entrance



Traditional building elements such as storefronts, brick pilasters, sign bands, simple changes in roof profile and elaborate cornice applied to strip retail make it more suited for traditional main streets



Massing, scale and form qualities of existing traditional main street buildings could provide examples to incorporate in new development



Traditional massing, scale and form applied to this strip retail make it more compatible with the traditional main street

4

MASSING, SCALE & FORM

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-285*



Examples • Not Recommended



This strip retail does not relate well to the massing, scale and form of buildings along the street. It is too low and lacks the architectural details to be compatible with the surrounding urban fabric



This party store appears like a storage building. It does not relate to the existing traditional main street buildings or reflect the use within it. It is set back too far from the lot line and lacks any of the architectural details that make it suitable for a traditional main street district



This building has an incompatible combination of massing and form to fit within a traditional main street context. The side of this gable-shaped linear building is flanked by a towered shape mass of solid surface. The street level, especially the sidewalk, is ignored except for an entry leading to the building wings. The building façade of metal siding, concrete and ribbon windows has no similarity to traditional main street qualities

5

FENESTRATION & ARCHITECTURAL DETAILS

Reference: Building Design Standards, Zoning Ordinance Section 61-14-286



INTRODUCTION

The placement, pattern, scale, size, and rhythm of window and door openings on building façades, including proportions and details around them make up building fenestration. The disposition and design of window and door openings of traditional buildings help determine their appeal and charm, and distinguish a building façade from a generic, uninteresting appearance. Buildings with poor fenestration appear visually uninteresting and/or boxy. The relationship of window and door openings to the wall surface of the façade contributes to a building’s appeal and character. The added architectural details, including materials, trims, bands and cornices bring visual interest to building façades, enhance the “box” and provide a human scaled backdrop to the street space.

OBJECTIVES

- ❑ To provide street level façades with maximum visibility between interior and exterior
- ❑ To create façades with windows and doors that express traditional fenestration pattern
- ❑ To provide architectural details, surfaces, textures, and materials that relate to human scale

5

FENESTRATION & ARCHITECTURAL DETAILS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-286*



Design Standards & Guidelines

STANDARDS

1. Maximize the number of street level façade openings for windows and doors
2. Maximize upper level façade openings for punched-in windows, or glass and metal curtain-wall. (Note: a glass block-filled wall opening is part of the solid wall surface and not considered a window)
3. Set storefront window frames at a height above the finished grade to reflect traditional main street building qualities, such as display windows
4. Recess all window frames, including storefront, from the typical wall plane surface to provide a shadow line and accentuate the storefront
5. For the upper level façades, provide a fenestration pattern that includes window openings that are taller than wide
6. Include operable windows on the upper level façade
7. Delineate change in surface material by a reveal or a recess detail. Neon lighting to outline an architectural feature or a surface is unacceptable
8. Develop building façades that express the traditional building width by incorporating traditional façade elements such as the following:
 - Display windows with signage band on the street level façade
 - Recessed entrance on the street level façade
 - Base panel below display windows on the street level façade
 - Transom panel above windows at the street level façade
 - Taller than wide windows on the upper level façade
 - Parapet with cornice on the upper level façade

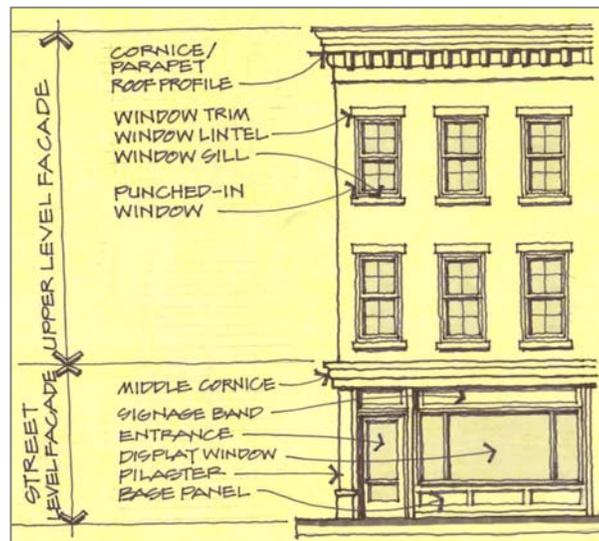
5

FENESTRATION & ARCHITECTURAL DETAILS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-286*



Examples • Recommended



Traditional fenestration elements of street level—storefront with a base, vision glass, sign band, transom window; and upper level façade—punched-in windows that are taller than wide



Street level façade openings for storefront windows and doors enhance the pedestrian experience of the street space

5

FENESTRATION & ARCHITECTURAL DETAILS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-286*



Examples • Not Recommended



Strip retail façade without storefront openings making the retail frontage less friendly to the pedestrian experience



Windows cluttered with advertising signage making this party store (or mini-market) an eyesore along this main street



Poor disposition of window and door openings. Window openings are placed so high on the front façade and no openings on the side façade making this building unsuitable for traditional main street pedestrian experience

6

TRANSPARENCY

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-287*



INTRODUCTION

Transparency is how much we can see through a glass window in a building or storefront. A transparent glass, also called clear glass, allows more daylight in than a tinted or reflective one. It helps a building tenant see outside and be seen from the outside; and allows products and service activities to be displayed as part of attracting customers. The more transparent, clear and unobstructed the glass is, the more visual connection we perceive between the inside and the outside. This is a quality synonymous with commercial buildings along traditional main streets; it adds liveliness to the street space.

And while transparent glass may increase heat build-up to interior space in summer days, there are ways to reduce this by providing shading elements that are compatible and appropriate to the traditional main street such as awnings, sun screening or by using energy efficient glass that has maximum transparency.

OBJECTIVES

- ❑ To provide the pedestrian with a maximum level of transparency between active interior uses and the outside; and prevent glare and reflective glazing
- ❑ To visually link and enliven the street space with the commercial activities of interior spaces and to encourage attractive window systems

6

TRANSPARENCY

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-287*



Design Standards & Guidelines

STANDARDS

1. Maximize views of interior commercial activities by using clear glass (minimum visible transmittance rating of .80). Mirror, reflective and dark tinted windows are unacceptable
2. For windows in areas that are not shaded by awnings, canopies, sunscreens, overhangs, trees or other exterior building elements, use either blue or green tinted glass with maximum transparency (minimum visible transmittance rating of .70)
3. For storefront and display windows along main streets, provide and maintain at least 80% of the storefront and display windows as free from visual obstructions such as signs, logos, advertisements, window screens, security grille, blinds or window covering
4. For storefront and display windows facing parking lot or residential streets, provide and maintain at least 60% of the storefront and display windows as free from visual obstructions such as signs, logos, advertisements, window screens, security grille, blinds or window covering

GUIDELINES

1. Use clear or spectrally selective glazing such as (Low-E) glass or with selective coatings of blue or green tint to maximize transparency
2. Minimize the use of spandrel or opaque glass (common in curtain wall systems) when screening structural elements of the building or mechanical systems on building façades exposed to public view
3. Subdivide large areas of glazing with frames and mullions to complement and express the architecture of the building

6

TRANSPARENCY

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-287*



Examples • Recommended



Maximum transparency between retail interior space and exterior enhances the pedestrian experience of street space



Transparency between retail interior and exterior adds “eyes on the street” quality for comfortable and safe walkability



Maximum transparency between retail interior and exterior adds to the nightlife of the street

6

TRANSPARENCY

Reference: Building Design Standards, Zoning Ordinance Section 61-14-287



Examples • Not Recommended



Restaurants with dark tinted glazing miss on opportunities to attract customers who would otherwise be enticed in by seeing other patrons inside



Windows covered with advertising signs do not allow for transparency of retail storefront



Mirror glass blocks view and does not allow for a transparency between exterior and interior retail spaces and the reflection generated is visually distracting

7

CORNER LOT BUILDINGS

Reference: Building Design Standards, Zoning Ordinance Section 61-14-288



INTRODUCTION

A corner lot offers a building visual prominence, visibility and access from two streets. The sides of corner lot buildings are an important part of traditional main streets. A corner lot building has the potential to maintain the continuity and uniformity of the main street appearance on two streets. In this way, it could serve as a street edge or would provide a physical anchor to a series of buildings, or create a gateway to a commercial district. Along with these potential qualities for buildings on corner lots comes the design responsibility to address both streets accordingly.

OBJECTIVES

- ❑ To maintain overall design continuity and uniformity of corner lot buildings facades
- ❑ To further relate buildings to their context and to the street space; and increase pedestrian linkages between intersecting streets

7

CORNER LOT BUILDINGS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-288*



Design Standards & Guidelines

STANDARDS

1. For development on corner lots, treat as a building facing two main streets, except when the secondary street is used primarily as a local street to residential areas
2. Locate an active building entrance at the building corner
3. Provide a distinctive architectural feature to distinguish entrances by incorporating features including but not limited to the following:
 - Entrance canopy
 - Entrance marquee
 - Entrance fixed awning
4. Incorporate recessed storefronts entryways on the street level façade to individual commercial or retail spaces

GUIDELINES

1. Modulate the front and side elevations of corner lot buildings to reveal massing, scale and architectural details found in traditional façade elements
2. Develop a building façade treatment for the building sides similar to building façade fronting the main street
3. Modulate the width of a corner lot building with a façade module that is commonly expressed in traditional main street block

7

CORNER LOT BUILDINGS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-288*



Examples • Recommended



Active entry directly at the corner of the building



Corner lot building with a recessed entryway



Main entrance canopy as a distinctive feature



Recessed entryway at the street level façade



Corner entrance directly from the public sidewalk

7

CORNER LOT BUILDINGS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-288*



Examples • Not Recommended



Corner lot drugstore with parking area surrounding the building is less conducive to pedestrian comfort and safety



Corner lot "party store" does not maintain building character that is compatible with its context. The corner lot building sitting does not relate to the existing taller building facing the main street because of its set back from the street, and the parking occupying its main street frontage



Corner lot with large radii curb cuts to accommodate automobile traffic making the sidewalk less comfortable and safe for pedestrian traffic

8

ENTRYWAYS

Reference: Site Design Standards, Zoning Ordinance Section 61-14-289



INTRODUCTION

A building entrance serves both the building tenants and customers. In addition to its functionality, it can add to the friendly quality of the building and enlivens its context, especially when located directly from the public sidewalk. A city block with buildings that have entrances directly accessible from the public sidewalk encourages walkability; and increases the possibilities for pedestrian movement and activities, including shopping and social interactions.

OBJECTIVES

- ❑ To enliven the public sidewalks by increasing the accessibility and visibility of building activities to the public
- ❑ To create identifiable building entries to users through architectural features

8

ENTRYWAYS

Reference: *Site Design Standards, Zoning Ordinance Section 61-14-289*



Design Standards & Guidelines

STANDARDS

1. Create identifiable entry to building lobbies and building uses that are open to the public by emphasizing and enhancing the level of architectural details such as change in plane, differentiation in material and color, and enhanced lighting
2. Clearly identify and locate an active entrance to the building directly from public sidewalk
3. Locate utility, mechanical room, or service entrance doors away from public sidewalks of major and secondary streets
4. Use glass entry doors with the same solar qualities as those of the storefront window design

GUIDELINES

1. Maximize entrances to individual retailers and businesses from public sidewalks
2. Locate entryways to residential levels so they are accessible to and from the public sidewalks
3. Differentiate major building entries by change in surface material, level of architectural details, color and/or lighting



Recessed entryway from public sidewalk with emphasis on traditional architectural details

8

ENTRYWAYS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-288*



Examples • Recommended



Retail storefront with active entrances directly from the public sidewalk



Storefront directly from the public sidewalk with a recessed entryway



Retail store taking advantage of a corner entrance directly from the public sidewalk

8

ENTRYWAYS

Reference: Building Design Standards, Zoning Ordinance Section 61-14-288



Examples • Not Recommended



A retail entry with a sliding steel gate accessible from the parking area and cluttered with signage materials and has no resemblance to the surrounding buildings on the main street



A retail building on a corner lot cluttered with out of scale signage and without a storefront or an identifiable entryway from either street making this building less pleasant to the pedestrian experience

9

MATERIALS

Reference: Building Design Standards, Zoning Ordinance Section 61-14-290



INTRODUCTION

Building materials convey information about the building such as its history, the culture that built it, and the technology used to construct it. Building façade materials are essential elements that tie the building to its surroundings and visually impact the surrounding environment. In addition to other design features, traditional façade materials allow buildings to appear suitable and harmonious to their context while other materials appear distracting and inappropriate. For example, in traditional main streets, a façade clad in natural materials like brick or stone (including man-made stone) make them more compatible with their surrounding than a façade clad with metal siding.

OBJECTIVES

- ❑ To encourage and reinforce the use of durable and traditional building materials that are consistent with surrounding context

9

MATERIALS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-290*



Design Standards & Guidelines

STANDARDS

1. Use durable and traditional building materials that are compatible with the urban character of traditional main streets
2. For Overlay Areas of Grand River, Livernois/West McNichols, East Jefferson, Woodward Avenue, Grand Boulevard, Michigan Avenue, and Vernor Springwells:
 - At least 80% of the building façade (excluding window and door openings) should be of masonry (preferably brick), stone, or porcelain
3. For Overlay Areas of West Seven Mile, and Bagley/Vernor:
 - At least 30% of the building façade (excluding window and door openings) should be of masonry (preferably brick), stone, or porcelain
4. Use other accent building materials including architectural metals such as stainless steel, copper, clear or color anodized aluminum; finished or painted exterior grade wood or other pre-finished metal
5. For façades of buildings abutting major and secondary thoroughfares, concrete masonry unit block walls either painted or unfinished, including rough-textured, split face or scored concrete are unacceptable

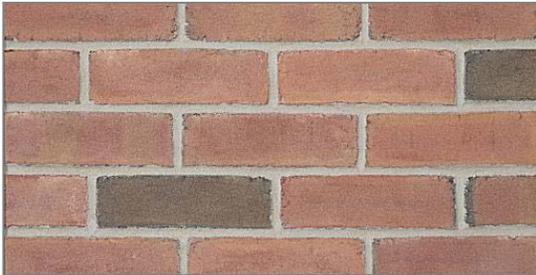
9

MATERIALS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-290*



Examples • Recommended



Brick is a traditional material for walls facing main streets



Natural tone colors of brick are appropriate for traditional main streets



Granite is a traditional material for walls facing main streets



Granite comes in different types, colors and finishes. Polished finish is recommended for traditional main streets

9

MATERIALS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-290*



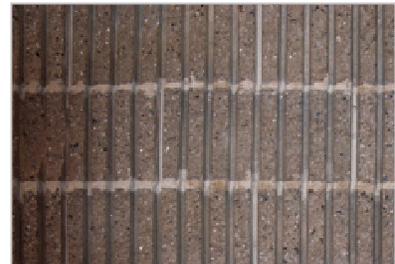
Examples • Not Recommended



Scored concrete masonry unit block is typically used in the back of buildings where appearance is less of a concern



Textured concrete masonry unit block is less compatible with traditional main street character



Fluted concrete masonry unit block is not a traditional material as brick or stone



Exterior insulation finish system (E.I.F.S.) is not as durable as brick or stone



Scored concrete masonry unit block wall is a rough textured concrete masonry block that is commonly used in utilitarian application where appearance is not important



The application of metal siding such as this wavy (corrugated) metal panel has a contemporary industrial appearance making the façade less traditional in character



Panel brick is a less durable application of a thin layer of brick veneer adhered to a board then applied directly to building

10

COLOR & FINISH

Reference: Building Design Standards, Zoning Ordinance Section 61-14-291



INTRODUCTION

Color evokes varied responses from people. Within traditional main streets, neutral and subtle colors are considered more contextual or pleasing than high intensity, metallic or fluorescent colors. Finish refers to how smooth or rough a surface is or how the texture of a certain material feels to the touch. Finish may also refer to the sheen of certain materials. For example, split face concrete block has a rough texture while a brick generally has a smoother surface. Aside from texture, a material can have matte or glossy finish. All are characteristics of façade materials that should be considered carefully. Colors and finishes that enhance the collective image of traditional main streets are contextual, which reflect tasteful and responsible artistic expressions.

OBJECTIVES

- ❑ To reinforce traditional color palettes and analogous colors of permanent building materials
- ❑ To establish positive district character by achieving continuity and coordination in colors and finishes

10

COLOR & FINISH

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-291*



Design Standards & Guidelines

STANDARDS

1. Use masonry cleaning and restoration techniques pursuant to the Secretary of the Interior's Standards for Rehabilitation Guidelines (Visit www.ci.detroit.mi.us/historic or contact the City of Detroit Historic Commission staff for information -Telephone No. 313-224-6536)
2. Use good maintenance procedures to protect exterior surfaces and maintain existing building materials with appropriate cleaning procedures. All exterior surfaces should be painted or protected with an approved coating, with the exception of brick or stone surfaces. Repainting brick surfaces is permitted only if the brick surface was originally painted before May 29, 2005. Painting brick and stone, including terra cotta is unacceptable
3. Use fine and smooth textured surfaces when using materials such architectural pre-cast concrete, textured block or stucco for exterior cladding

GUIDELINES

1. Use coordinated and subdued colors such as earth tone colors. Extremely bright colors are not recommended
2. Use a color scheme that limits the number of colors to two--a major and coordinating secondary color for trims and accents. Additional complementary colors should be used sparingly
3. Allow the natural color of materials such as stone or brick to dominate the majority of façade surface as its base color
4. Use trim and accent secondary colors for elements such pilasters, horizontal bands, cornices and window frames to complement the shade of the base color
5. Use matte finishes when a painted surface is required. Painting porcelain metal panel is not recommended

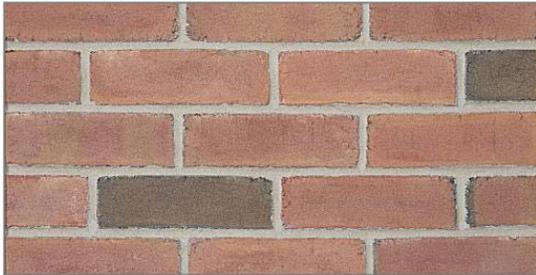
10

COLOR & FINISH

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-291*



Examples • Recommended



Brick has a smoother finish than textured concrete block and natural colors like this reddish brick is appropriate for main streets



Brick has a smoother finish than textured concrete block and natural colors like this tan brick is appropriate for main streets



Granite can have a smoother or honed finish. Generally, granite finish reflects quality

10

COLOR & FINISH

Reference: Building Design Standards, Zoning Ordinance Section 61-14-291



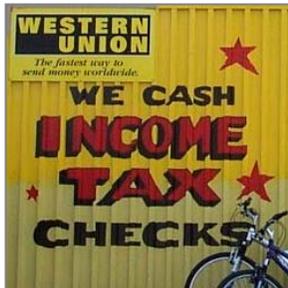
Examples • Not Recommended



Textured concrete block has a rough finish, with a dull gray color making it more suitable for industrial rather than for traditional main street buildings



Scored concrete masonry has a rough finish and utilitarian look, more appropriate for industrial rather than for commercial main street buildings



Incompatible colors make building façades distracting and inconsistent with traditional main street color schemes



Bright and florescent colors are not necessarily compatible with traditional main street color schemes; and may be visually distracting



While this color might be attractive on its own, it does not fit within the overall color scheme of this main street and becomes distracting and inconsistent

11

AWNINGS, CANOPIES AND MARQUEES

Reference: Building Design Standards, Zoning Ordinance Section 61-14-292



INTRODUCTION

Awnings, canopies and marquees serve many functions, and enhance building façades and sidewalks. They provide store entrances and sidewalks with a sun screening element, and a shelter from the rain. They unify the building appearance, articulate the storefront and entryways, and provide a surface to place a business name. Careful design, selection of simple shapes and forms, and integration with the building façade design are important considerations to prevent clutter and façade distractions.

OBJECTIVES

- ❑ To enhance storefront scale and design and complement the streetscape
- ❑ To contribute to district identity, integrity and visual continuity by achieving a comfortable and attractive pedestrian environment

11

AWNINGS, CANOPIES AND MARQUEES

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-292*



Design Standards & Guidelines

STANDARDS

1. Locate awnings and canopies at a minimum of (8 1/2 feet) above the sidewalk, and at no higher than 12 feet above finished grade
2. Extend awnings and canopies over the sidewalk not more than one half the width of the sidewalk and not to exceed (10 1/2 feet)
3. Anchor and support marquees so no structural support is projecting in the public sidewalk or projecting in the public sidewalk or within an (8) feet (6) inch envelop above the sidewalk
4. Provide awning and canopy material such as metal or glass. Vinyl and plastic are unacceptable materials for awnings and canopies
5. Limit signage text and/or graphics on awnings and canopies to a total of 40% of the surface area for business name, address, or business "logo". Product advertising is unacceptable
6. Use lighting above or to the sides of awnings to illuminate the sidewalk and the storefront. Internally illuminated awnings are unacceptable
7. Use awning to define individual storefront openings. Continuous awnings along blank walls are unacceptable

GUIDELINES

1. Design awnings and canopies so not to conceal architectural features such as pilasters, piers or transom windows
2. Use color schemes to coordinate with building façade colors. Shiny, glittering colors or stripping are not recommended
3. Use simple and triangular shape awnings with valance face not to exceed (10) ten inches

11

AWNINGS, CANOPIES AND MARQUEES

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-292*



Examples • Recommended



Metal awnings highlight individual storefront openings



Awnings highlight individual storefront openings and enhance storefront design



Marquee distinguishing a major entrance along a main street



Metal canopies emphasize storefront openings



Triangular shaped awnings are a simple but attractive way to articulate a storefront

11

AWNINGS, CANOPIES AND MARQUEES

Reference: Building Design Standards, Zoning Ordinance Section 61-14-292



Examples • Not Recommended



Inappropriate awning shape, form, color and signage clutter makes for an unsightly environment along this main street

12

LIGHTING

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-293, Zoning Ordinance Section 61-14-156*



INTRODUCTION

Lighting serves a variety of purposes. Lighting fixture selection involves both the science of engineering and the flare of artistic expression. Light fixtures are designed for specific purposes; they have varied intensity levels, coverage areas and cast different illumination colors. Lighting is essential for the functioning and security of a building and its site. It is used to illuminate the building interior and exterior, including parking areas, signs, sidewalks, and streets. In addition to providing illumination, light fixtures can be decorative when placed on a building façade or used to illuminate a landmark or a significant building, or to draw attention to special building features and details such as cornices or pilasters.

OBJECTIVE

- To improve the character and safety of the pedestrian environment

12

LIGHTING

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-293, Zoning Ordinance Section 61-14-156*



Design Standards & Guidelines

STANDARDS

1. Use special lighting to accentuate building façade. Floodlighting should only be used for enhancement of civic, architecturally or historically significant landmark buildings
2. Locate, aim and shield lighting fixtures so that they do not produce light spill, glare and distracting reflections
3. Neon and flashing strobe lights are unacceptable
4. For off-street parking area required lighting level, refer to Article XIV General Development Standards, Lighting Section 61-14-156

GUIDELINES

1. For buildings, use wall mounted decorative lighting fixtures such as wall sconces to illuminate building piers or highlight building cornice above. The use of industrial “wallpack” light fixtures is not recommended
2. Use goose neck type or other extended arm light fixtures to externally illuminate façade signs or sign bands above transom windows
3. Use decorative or historic light fixture poles to illuminate parking lots
4. Incorporate display window lighting to illuminate storefronts
5. Use coordinated lighting design to illuminate architectural features, entries, sidewalks, parking area, signage and alleys
6. Use halo illumination around dimensional letters as a source of illumination in lieu of individually lit dimensional or channel letters

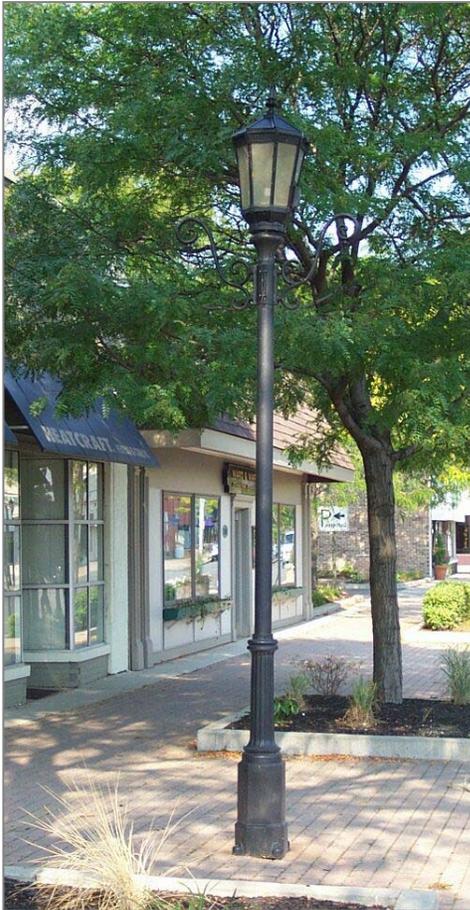
12

LIGHTING

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-293, Zoning Ordinance Section 61-14-156*



Examples • Recommended



Historic pedestrian light fixture and post



Decorative light fixture used in parking area in lieu of "shoebox" fixtures



Historic lamp and pedestrian light post

12

LIGHTING

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-293 Zoning Ordinance Section 61-14-156*



Examples • Not Recommended



“Shoe box” light fixtures on high pole that is out of scale with the nature and character of a traditional main street



“Wallpack” light fixtures commonly used for industrial areas are not as appealing as the historic light fixtures on walls



“Shoe box” light fixtures are used to light commercial parking areas but they lack the traditional character of the decorative or historic types

13

BLANK WALLS

Reference: Building Design Standards, Zoning Ordinance Section 61-14-294



INTRODUCTION

Blank walls are those walls that are exposed to public view and do not have windows and doors. They enclose interior spaces that are meant to be obscured from public view. For example, a kitchen facility for a restaurant or a storage space for a grocery store would not require window openings. Blank walls complemented with architectural details such as pilasters, bands, trims and cornices enhance their appearance, add visual interest to the building and enhance the pedestrian experience of the street space.

OBJECTIVES

- To enhance the pedestrian experience by adding visual interest, character and architectural details to otherwise blank walls

13

BLANK WALLS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-294*



Design Standards & Guidelines

STANDARDS

1. Develop architectural details on blank walls by providing a vertical relief such as a pilaster or a pier to express the structural bay of the building but not to exceed (20) twenty feet between piers or pilasters
2. Develop a horizontal band such as a middle trim, a reveal band or cornice, (12) twelve to (16) sixteen inches, of the same material at the façade's mid-point to add architectural character and detail

GUIDELINES

1. Add a storefront appearance to the sides of buildings to enhance the look of a blank wall
2. Accentuate blank walls with architectural details and simulated fenestration rhythm and pattern to emulate the building's storefront
3. Organize non-architectural building elements such as mechanical louver and ventilation grilles to fit within the building design

13

BLANK WALLS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-294*



Examples • Recommended



Blank wall with vertical relief (brick pilaster) and horizontal trim detail and a base



Blank wall with vertical relief (brick pilaster) and architectural metal work in between



Blank wall of building sides with architectural details of a storefront appearance



Blank wall with vertical relief (brick pilaster)

13

BLANK WALLS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-294*



Examples • Not Recommended



Retail building with a blank wall facing a traditional main street. The blank wall is abutting the public sidewalk with openings used for ventilation grilles instead of storefront and entryways



Party store has its side blank wall facing the parking area but is visible from the main street. The blank wall is painted plain and scored concrete block with only an emergency exit at the end of the building



This store tenant attempted to enhance the blank wall by applying arches on the brick surface in a different material and color and placement of a sign. Unfortunately, this side is missing entryways, storefront and display windows

14

SECURITY ROLL- DOWN GRILLES

Reference: Building Design Standards, Zoning Ordinance Section 61-14-295



INTRODUCTION

Balancing security for businesses and attractive storefronts along traditional main streets is a challenge. Storeowners and tenants need reasonable protection from vandalism or burglary, especially after hours. This concern often necessitates the use of security roll-down doors or grilles. Such security measures, if not integrated within the storefront design, diminish the aesthetics of a building façade and project a negative image about the surrounding area.

OBJECTIVES

- ❑ To promote the perception of main streets districts as safe commercial areas
- ❑ To deter crime but foster pride and positive perception about main streets by relying on discrete security measures such as security glass, alarms, lighting and police notification system

14

SECURITY ROLL- DOWN GRILLES

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-295*



Design Standards & Guidelines

STANDARDS

1. For new construction, design the security roll-down grille so it is built-in on the interior side of the window system
2. For retrofit projects, and when not feasible, locate the roll-down grille box on the exterior above the display windows as inconspicuously as possible as follows:
 - Incorporate a grille box to fit neatly above the window or transom of a window
 - Conceal box with an awning and paint to match building wall
3. Provide at least 30% of the roll-down grille as decorative open-slat type

GUIDELINES

1. Use roll-down grille type in lieu of roll-down door
2. Locate the horizontal and vertical grille track to fit within the storefront opening and without projection beyond the surface of the wall

14

SECURITY ROLL-DOWN GRILLE

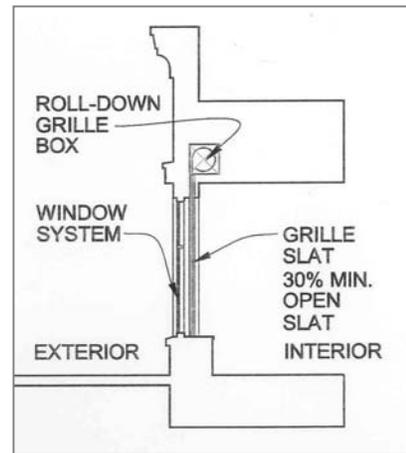
Reference: Building Design Standards, Zoning Ordinance Section 61-14-295



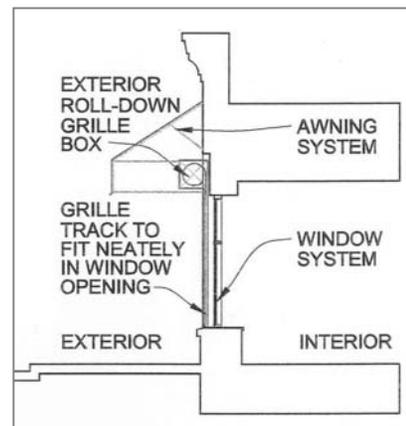
Examples • Recommended



Security roll-down grille with 100% open slats



Security roll-down grille on the interior side of the storefront



Security roll-down grille or door and their box on the exterior side of the storefront and covered by an awning

14

SECURITY ROLL- DOWN GRILLE

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-295*



Examples • Not Recommended



Security roll-down door on the building exterior without an awning to cover the rolling door box



Folding horizontal security grilles are less common. They are placed either on the interior or exterior



Security roll-down doors are solid gates (without open slats) that do not allow interior areas to be visible

15

ROOFTOP MECHANICAL EQUIPMENT

Reference: Building Design Standards, Zoning Ordinance Section 61-14-296



INTRODUCTION

Mechanical equipment is necessary to the functioning of a building. It provides heating, ventilation and air conditioning for building interiors and is often located on the roof or to the sides or rear of the building. Mechanical equipment can be very unsightly if visible from the street level or from adjacent buildings with views from higher floor levels that overlook the roof. It can negatively impact the appearance of building façades and may produce noticeable noise if not properly located and screened from public view.

OBJECTIVES

- ❑ To screen mechanical equipment from public view
- ❑ To reduce bulk, visual clutter and noise impact of rooftop mechanical equipment
- ❑ To enhance the overall appearance of the building and its relationship to the skyline

15

ROOFTOP MECHANICAL EQUIPMENT

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-296*



Design Standards & Guidelines

STANDARDS

1. Use building parapet to screen roof-mounted mechanical equipment. Building parapet should not exceed (6) six feet in height
2. Mansard roof profile is unacceptable for screening rooftop equipment

GUIDELINES

1. If the rooftop equipment exceeds (6) six feet in height, provide a metal screen wall with a height to screen or enclose the rooftop equipment. Paint screen wall to match or to be suitable with building color

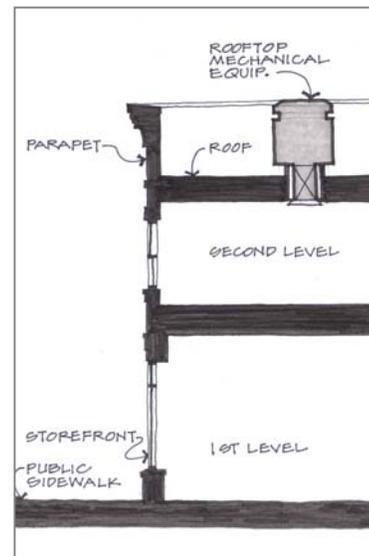
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ROOFTOP MECHANICAL EQUIPMENT

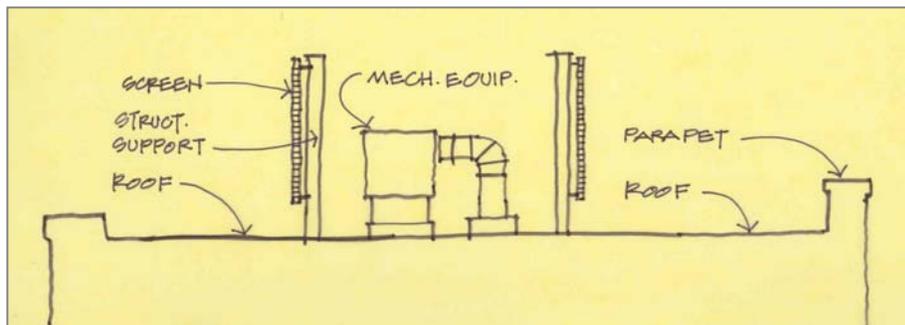
Reference: *Building Design Standards, Zoning Ordinance Section 61-14-296*



Examples • Recommended



Building parapet providing the screening for rooftop mechanical equipment



An independent, structurally supported screenwall providing screening for rooftop mechanical equipment when the parapet is lower than the mechanical units

15

ROOFTOP MECHANICAL EQUIPMENT

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-296*



Examples • Not Recommended



Unscreened rooftop mechanical equipment and without a parapet to provide screening



Elevated on a steel platform above the roof, the rooftop equipment is visible to public view



Mechanical equipment mounted on building and projecting into the back alley



Mechanical duct exposed to view within the back alley

16

ARCHITECTURALLY & HISTORICALLY SIGNIFICANT BUILDINGS; RENOVATION, ADDITION AND MAINTENANCE OF EXISTING BUILDINGS

Reference: Building Design Standards, Zoning Ordinance Section 61-14-297



INTRODUCTION

There is a rich stock of architecturally and historically significant commercial buildings on traditional main streets. These buildings may fill entire city blocks forming a continuous street wall that encloses and decorates the street space with their architectural details, high quality materials and display windows. Their positive physical qualities and their potential economic return for the neighborhoods they serve are among the many rationales for the overlay designation. It is these physical qualities that should be preserved and maintained. For that reason, new developments and additions near these important buildings should address and respect the urban, physical and spatial qualities created by these buildings.

OBJECTIVES

- ❑ To preserve architecturally, historically significant and structurally sound buildings that form traditional main streets
- ❑ To maintain the architectural character and integrity of existing well-designed buildings in Traditional Main Street Overlay Areas

16

ARCHITECTURALLY & HISTORICALLY SIGNIFICANT BUILDINGS; RENOVATION, ADDITION AND MAINTENANCE OF EXISTING BUILDINGS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-297*



Design Standards & Guidelines

STANDARDS

1. Replace traditional building elements such as original window framing, doors and windows, hardware, transom or base panel or building wall material (only when necessary) with the same architectural and material quality and artisanship. If such a substitute is not possible, replace with a style-neutral replacement item and better or approved equal material quality that is compatible with the architecture and historic character of the building and district
2. Where buildings are either locally or nationally registered as historically significant buildings or have been recommended by the district to be included in the local or national registry, rehabilitate, repair and maintain pursuant to the Secretary of the Interior's Standards for Rehabilitation Guidelines (www.ci.detroit.mi.us/historic or contact the City of Detroit Historic Commission staff for information. Telephone No. 313-224-6536)

GUIDELINES

1. Retain, preserve and put into active use architecturally and historically significant buildings without altering their distinctive character, style, materials, architectural features or spatial relationship to the street and overall context

16

ARCHITECTURALLY & HISTORICALLY SIGNIFICANT BUILDINGS; RENOVATION, ADDITION MAINTENANCE OF EXISTING BUILDINGS

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-297*



Examples • Recommended



Architecturally significant buildings have great potential for anchoring neighborhood commercial districts as landmarks



Elaborate architectural details often characterize architecturally and historically significant buildings



Existing structures on main streets have potential for mixed-uses and can be catalysts for revitalizing neighborhoods



A recently renovated building that blends with traditional qualities of the main street

16

ARCHITECTURALLY & HISTORICALLY SIGNIFICANT BUILDINGS; RENOVATION, ADDITION MAINTENANCE OF EXISTING BUILDINGS

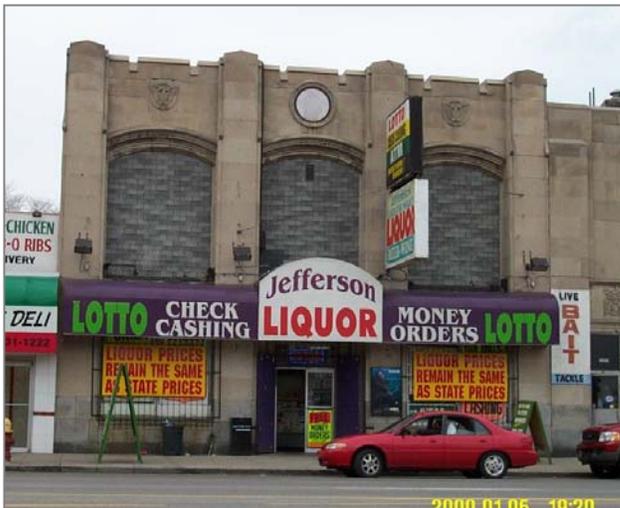
Reference: *Building Design Standards, Zoning Ordinance Section 61-14-297*



Examples • Not Recommended



Application of unrelated decorative elements—inappropriate style-- applied to an architecturally significant building



Upper level windows blocked with inappropriate building material; street level windows cluttered by signage and continuous awning

17

VACANT STRUCTURES

Reference: Building Design Standards, Zoning Ordinance Section 61-14-298



INTRODUCTION

Vacant structures and vacant lots are present physical realities that traditional main streets must address. Many such places along Detroit's traditional main streets are ripe for attention. While not all vacant structures have architectural or historical significance, all are integral components of the street-wall fabric, and often have great potential for their districts.

Vacant lots are parcels without a structure on them but are important because they occupy space along traditional main streets. Whether these parcels are awaiting sale or development, they must be appropriately maintained in good standing to prevent any negative visual impact on the adjacent properties.

OBJECTIVES

- ❑ To transform vacant structures and vacant lots into an economic asset
- ❑ To improve the physical condition of vacant structures and vacant lots while they are unoccupied and inactive

17

VACANT STRUCTURES

Reference: Building Design Standards, Zoning Ordinance Section 61-14-298



Design Standards & Guidelines

STANDARDS

1. Consult with Planning & Development Department (P&DD) and Building & Safety Engineering Department (B&SE) regarding demolition application for structures in the Traditional Main Street Overlay Areas

GUIDELINES

1. Improve the physical condition of vacant structures with routine clean-ups and maintenance
2. If applicable and where permitted, cover vacant building openings such as windows or doors with community artwork, graphic or architectural design work
3. Consider interim and temporary uses such art galleries, exhibit spaces, mini-police stations or offices for non-profit organizations

17

VACANT STRUCTURES

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-298*



Examples • Recommended



Rehabilitated building that once stood vacant along Jefferson Avenue



Rehabilitated building that once stood vacant along Woodward Avenue

17

VACANT STRUCTURES

Reference: *Building Design Standards, Zoning Ordinance Section 61-14-298*



Examples • Not Recommended



Window openings that have been blocked and its landmark roof sign left to be vandalized



Vacant structure with overgrown grass and weeds on the sidewalk



Vacant structure with traces of abandonment projects a negative image about an area



Vacant building that has been used for advertising signage but left to decay and becoming an unsafe structure. This building has become a podium for a billboard signage rather than a retail use to serve the community

18

PARKING DESIGN - SURFACE PARKING

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



INTRODUCTION

Parking lots have proliferated every part of the city, and traditional main streets have their share. Parking lots consume vital land, separate buildings from public sidewalks, break up continuity of the street wall and can be visually invasive if not screened and landscaped appropriately. Buildings with parking situated on their frontage give cars preferential treatment by providing parking spots close to the building, better circulation and easy access directly to their lot, rendering those buildings and sidewalks unfriendly to the pedestrian experience. This is a quality typically associated with suburban strip retail developments where the built-environment--building siting, setback, and site egress and ingress points--is designed to primarily accommodate automobile traffic and its convenience. Consideration for physical qualities like appropriate building siting, building site relationship, landscaping and screening elements not only reduces the negative visual impact of parking lots, but also improves the walkability, livability and safety of the main streets.

OBJECTIVES

- ❑ To line streets with buildings and/or other architectural site features to maintain a continuous street wall
- ❑ To promote an urban style of shopping and dining experience where building storefronts line the main streets rather than parking lots

PARKING DESIGN - SURFACE PARKING

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



Design Standards & Guidelines

STANDARDS

1. Locate parking areas to the rear and/or to the side of the building
2. For development on corner lots, locate parking area away from the corner
3. Protect parking lot perimeter screen wall with a raised concrete curb, concrete wheel stop or concrete filled bollards
4. Protect the screen wall at the parking entry and exit points with steel bollards located on either side of the wall
5. Provide the necessary lighting level for parking lots as required by Section 61-12-156 of the Zoning Ordinance
6. Maintain light fixtures in good operating condition and with the required light levels to provide illumination from dusk to midnight or two hours after business hours, whichever lasts for longer period
7. Direct, place or shield lighting fixtures so not to produce light spill into the night sky

GUIDELINES

1. Design parking aisles to minimize conflict with pedestrian traffic at sidewalks and from public sidewalks connection to the retail parking area
2. Integrate pedestrian lighting fixtures on the perimeter of site and within parking area
3. Provide a clearly delineated pedestrian circulation pattern including accesses, service drives, fire-lanes and parking isles
4. Develop parking lot design that encourages shared driveway access to adjacent parking lots and minimizes curb cut locations leading to multiple rear parking lots

18

PARKING DESIGN - SURFACE PARKING

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



Examples • Recommended



Parking lot with brick screen wall, perimeter pedestrian light fixture, landscaping strip and a raised concrete curb for a wheel stop



Corner lot building with parking area located in the back or to the side and away from the corner, provides maximum continuity for the street wall



Parking lot with paved area between parking stalls for pedestrian circulation to minimize conflict with auto traffic



Parking lot with brick screen wall and concrete filled steel bollards to protect perimeter wall

18

PARKING DESIGN - SURFACE PARKING

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



Examples • Not Recommended



Corner lot used for parking does not add to the street life or improve it



This part of Grand River's main street, consumed by a parking lot instead of retail frontage, is unfriendly to pedestrians



Chain link fencing does not provide screening for cars, it only demarcates boundaries



Grand River and Greenfield traditional main street corner has been altered by the placement of parking lots for two major drug stores and suburban retail stores making it unfriendly to pedestrians walking on the public sidewalk

19

PARKING DESIGN – PARKING STRUCTURE

Reference: Parking Design Standards, Zoning Ordinance Section 61-14-299



INTRODUCTION

Parking structures do what parking lots cannot do; they accommodate more cars in stacked floors. They also consume land, interrupt the street wall and create a deadening effect on the street life if not integrated with other land uses such as street level retail, residential and commercial activities. Parking structures can also be visually overpowering if not well designed and incorporated with the traditional main street character and fabric. Like parking lots, parking structure economics and design give cars the preferential treatment of better circulation, easy access and exits. This prerequisite often produces unattractive parking structures, with a structural ramp facing the public view without any masking façade. Consideration and attention to incorporating a mix of uses and façade details make a positive visual impact on the surrounding urban fabric and community.

OBJECTIVES

- ❑ To enliven parking structures with active uses such as retail and residential
- ❑ To architecturally integrate parking structures with their commercial district

19

PARKING DESIGN – PARKING STRUCTURE

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



Design Standards & Guidelines

STANDARDS

1. Develop commercial space on at least 60% of the ground floor facing a main or secondary street
2. Design parking structure façade so no ramp structure or sloping deck is expressed on building façades facing public streets
3. Adhere to the Building Design section for guidelines on materials, color, and signage

GUIDELINES

1. Enliven parking structures with mixed uses that attract pedestrians such as retail and dining on the street level and residential above parking levels
2. Blend parking structures with the urban environment by using architectural elements such as:
 - Multiple punched-in window openings between structural columns
 - Horizontal trims such as bands and cornices
 - Vertical pilasters between structural columns
 - Stone or marble trims and details at the street level
3. Use architectural or decorative grille for openings. Steel mesh is not recommended
4. Dedicate corners of parking structures at street level for a pedestrian related activities such as:
 - an entrance lobby or vestibule for a retail store, commercial or residential space above or for a restaurant or an entertainment venue
 - an outside seating area associated with a restaurant or an entertainment venue
5. Use clear glass for all glazing facing main street to promote transparency

19

PARKING DESIGN – PARKING STRUCTURE

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



Examples • Recommended



Parking structure with street level retail and architectural details and features appropriate for main streets



Parking structure with street level storefront design and materials appropriate for traditional main streets



Parking structure with window openings appropriate for traditional main street character. Also note details such as cornice and trims

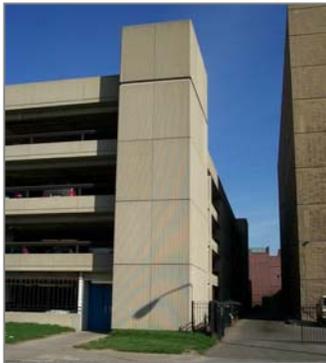
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PARKING DESIGN – PARKING STRUCTURE

Reference: *Parking Design Standards, Zoning Ordinance Section 61-14-299*



Examples • Not Recommended



Parking structure's non-transparent exit stair enclosure has a deadening effect on the corner



Parking structure without street level commercial space numbs the street life



Parking structure with an awkward leftover space and without street level retail on a main street. The pavement design is the only positive gesture toward the streetscape.



Parking structure without street level retail and with an exposed ramp on the exterior of a building within a pedestrian context. This structure is near Detroit's major cultural center

20

SIGNAGE & COMMUNICATION ELEMENTS

Reference: *Signage & Communication Elements Design Standards, Zoning Ordinance*
Section 61-14-300



INTRODUCTION

Signage and communication elements are those elements that are placed on the site, on the exterior building façade, or on the rooftop. These include signs with a business name, address or logo, business or product advertising, flagpoles, antennas, satellite dishes and cellular panels. These are necessary but often-unattractive components of business operations. The goal of this section is the reduction of visual clutter in the built environment, while allowing for reasonable signage visibility and responsible placement of necessary communication elements.

OBJECTIVE

- ❑ To reach a visual balance between the objective of businesses to draw pedestrian attention and the goal of creating an attractive district free of visual clutter by integrating signage into the overall design of the building or storefront

20

SIGNAGE & COMMUNICATION ELEMENTS

Reference: *Signage & Communication Elements Design Standards, Zoning Ordinance Section 61-14-300*



Design Standards & Guidelines

STANDARDS

1. Use external lighting to illuminate retail storefront signage. Internal illumination of signage is unacceptable
2. Design building signage scheme to architecturally fit within the overall building storefront design, and for site signage to fit contextually within its setting
3. Locate signage above the storefront opening so that it does not conceal architectural details and features
4. Provide signage material such as painted metal or wood, glass, or other architectural metal such as copper, bronze, stainless steel or cast aluminum. Internally-illuminated channel letters, unpainted, non-architectural metals or unpainted wood are unacceptable
5. Provide professionally made signage, including design, material, painting and construction
6. Use signage material substrate such as aluminum, painted metal, weather resistant painted wood, durable non-glare acrylic or composite material. Unpainted or unfinished metals or unpainted wood are unacceptable signage material substrate
7. For dimensional letters, use metal such as copper, bronze, stainless steel, cast aluminum or durable non-glare acrylic
8. **For Overlay Areas of West Seven Mile, Livernois/West McNichols, Woodward Avenue, Grand Boulevard, Michigan Avenue, and Vernor Springwells**, use externally illuminated signs only. Light box signs or internally illuminated channel letters such as plastic channel letters are unacceptable
9. **For Overlay Areas of Grand River, Bagley/Vernor, and East Jefferson**, use externally illuminated signs or internally illuminated channel letters such as plastic channel letters. Light box signs or other internally illuminated elements are unacceptable
10. Locate satellite dishes and antennas in the rear roof space and away from public view

20

SIGNAGE & COMMUNICATION ELEMENTS

Reference: *Signage & Communication Elements Design Standards, Zoning Ordinance Section 61-14-300*



Design Standards & Guidelines

GUIDELINES

1. For signs not mounted on buildings, use a ground or monument sign
2. Locate ground sign (5) five feet away from property line
3. Limit sign area to (25) twenty-five square foot per one side
4. Limit sign height to (6) six-foot including sign base. Appropriate sign height should be relative to building and street relationship, context, and other site-specific conditions. Lower than (6) six-foot sign height is recommended. Pylon, pole or post-supported signs are not recommended
5. For ground sign bases, use materials that are similar or compatible in color and texture with that of the building. Metal, exterior insulation finish system (EIFS) or glass fiber reinforced concrete (GFRC) is not recommended for bases
6. For signs as part of and mounted on the screen wall, limit the height of the sign including the screen wall (sign and wall combined) to (6) six foot including sign base. Appropriate sign height should be relative to building and street relationship, context, and other site-specific conditions. Lower than (6) six foot sign height is recommended
7. Use halo illumination around dimensional letters as a source of illumination in lieu of individually lit dimensional or channel letters
8. Use dimensional letters with exterior source of lighting. Animated and bulletin board signage is not recommended

20

SIGNAGE & COMMUNICATION ELEMENTS

Reference: *Signage & Communication Elements Design Standards, Zoning Ordinance Section 61-14-300*



Examples • Recommended



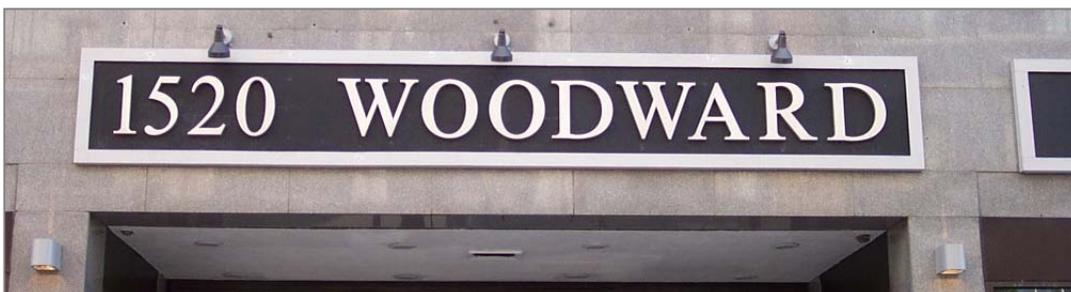
Painted cutout metal sign letters are simple and do not conceal a large area of the brick wall



Externally illuminated metal letters with on a metal canopy appropriate for storefront design



Dimensional letters with halo lighting or backlit



Externally illuminated metal sign with dimensional letters is simple and does not conceal architectural details

20

SIGNAGE & COMMUNICATION ELEMENTS

Reference: *Signage & Communication Elements Design Standards, Zoning Ordinance Section 61-14-300*



Examples • Recommended



A scaled down sign placed on the screen wall is appropriate for pedestrian scale



A ground sign as part of the screen wall with external lighting source making it compatible with the pedestrian environment



Ground sign with a low profile as part of the landscaped area



Ground sign with appropriate scale and set within a planting bed

20

SIGNAGE & COMMUNICATION ELEMENTS

Reference: Signage & Communication Elements Design Standards, Zoning Ordinance Section 61-14-300



Examples • Not Recommended



Signage clutter on the building side and on storefront awning creating visual clutter



Light box signage concealing building architectural details and features



Internally illuminated channel letter sign



Signage clutter on awnings is a distracting quality to the traditional main street



Light cabinet sign produces more illumination than needed



Cellular panel antennas distracting from the intimate scale of a traditional main street



Clutter on building façade by internally illuminated channel letters signage and advertising material on a party store



Advertising billboard signage on roof



Roof-mounted advertising signage creates an eyesore on an otherwise attractive main street building



Cellular panel antennas distracting from the intimate scale of a traditional main street

21

LANDSCAPE DESIGN

Reference: Zoning Ordinance Section 61-14-191 through Section 61-14-250



INTRODUCTION

Landscape gives a lasting and often permanent impression of the quality of development. Landscaping provides visual appeal and environmental comfort. It improves both the appearance and value of property and instills confidence and pride in the neighborhoods. Trees, if appropriately located, provide necessary shade and windbreak, and help create an attractive, pedestrian-friendly built environment. Landscape design involves a variety of elements that include both soft and hard surfaces, water, screening, fencing and lighting. Soft surfaces refer to live planting including trees, shrubs, grass and ground cover. Hard surfaces refer to non-live elements such as paved areas, stone, screening and edges.

OBJECTIVE

- To promote attractive settings that provide comfort and livability

21

LANDSCAPE DESIGN

Reference: Zoning Ordinance Section 61-14-191 through Section 61-14-250



Design Standards & Guidelines

STANDARDS

1. For required landscaping, refer to Section 61-14-191 through Section 61-14-250

GUIDELINES

1. Create landscape design that is integral with the overall appearance and function of the development
2. Incorporate landscaping with architectural features to screen loading and trash areas, meters and other unattractive views
3. Integrate a special landscape feature, such as a seating area or a fountain
4. Maintain and replace plant materials, as required, to preserve the quality of landscaping
5. Provide mechanical irrigation system as part of the overall concept to ensure landscaping maintenance
6. Provide immediate visual impact in the quality of development by using mature trees and other plant materials
7. Use architectural landscape lighting to heighten the effect of right-of-way trees and other special landscape features
8. Provide planting, trees and shrubs to soften hard surfaces of pavement and building façades and to link the development to the existing network of streets and adjacent developments
9. Coordinate planting materials with building façade design and commercial signage
10. Screen the back of commercial uses with planting materials and/or other landscaping buffer
11. Protect edges of landscape areas from vehicle aisles, parking and circulation areas by raised curbs or other hard surface treatment

22

STREETSCAPE & OPEN SPACE



INTRODUCTION

The public realm is the primary reason for all urban design efforts in any area of the city. Pedestrian comfort, street design, visual accesses to views and vistas, parks and open spaces, street accessibility and safety, and streetscape enhancement determine the perceptions of a street space. It is in the public realm that private developments can make civic-minded gestures in the form of physical improvements.

Streetscape refers to the physical and visual qualities of street space. Street furnishings such as streetlights, benches, trees, tree wells, pavements, wastebaskets, newspaper boxes, banners, way-finding signage, bus shelters and kiosks provide physical amenities to the street space. Visual qualities such view corridors, scenic landmarks and gateways are visual amenities of streets' space that enhance the viewer's experience of the built environment.

OBJECTIVE

- To create attractive, pleasant, safe and efficient street space that is pedestrian-friendly and provides a sense of a traditional main street



Design Guidelines

GUIDELINES

1. Coordinate right-of-way improvements such as those listed in No. 2 below with the Department of Public Works (DPW)
2. Where applicable and appropriate, create a sense of distinctive commercial district by incorporating a palette of coordinated streetscape furnishing elements including but not limited to the following:
 - Appropriate street trees, planting beds and hanging planters
 - Distinctive pavement materials, pattern and texture
 - Benches, wastebaskets, bike racks, news racks, pedestrian light poles and clocks
 - Coordinated tree well grating and seasonal tree lighting
 - Directional information such as information kiosk and wayfinding elements
 - Street pavement crossing marking with color and textures using wide striping
 - Bus stops and other transit shelters
3. When possible, link semi-public/private open spaces to complement the public realm in terms of physical qualities, amenities and connectivity and to enhance the overall network of open spaces within the neighborhood district.



District marker with landscaping



Landscaping bed



Grating for a tree-well



Bike rack



Bench



INTRODUCTION

Mixed land use in planning and development means developing multiple uses on a given parcel, typically stacked vertically. Mixed-use developments could provide density and compact urban form. For example, a street level retail use would have residential lofts or office space above. A parking structure might have retail at the street levels and residential with its parking at upper levels. Such developments encourage livability and convenience by increasing the density and intensity of development within the urban environment.

Many cities are adopting mixed-use in their planning policies to combat sprawl and reduce the negative environmental impact of development. While the zoning ordinance may allow by right a single retail use along traditional main streets, it does not preclude incorporating other uses such as residential, office space or home/office units.

OBJECTIVE

- To promote mixed use development strategies to enliven commercial districts



Design Guidelines

GUIDELINES

1. Establish a mix of uses that includes residential or office above retail
2. Maximize street level frontage with uses such retail, grocery, restaurants and entertainment
3. Pursue development strategies that renovate and rehabilitate existing commercial buildings
4. Recognize existing activities and uses that would contribute to creating distinctive and identifiable neighborhood main street commercial districts
5. Establish uses that maximize the number of hours and daily use by the public
6. Develop strategies for shared parking for uses that have different use hours to minimize the expanse of parking lots



Recommended mixed-use development with ground retail area. Mixed uses stacked vertically



Single land use development near the midtown of Detroit's New Center area. This is a case of a missed retail opportunity at street level



INTRODUCTION

Sustainability is generally defined as using the current natural resources of the earth without jeopardizing the availability of these natural resources for future generations. When we build, we use construction materials that consume energy and in the process of their production may pollute the environment--air, water and soil.

When we build on land we impact it. Some impacts of development are more severe than others. For example, paving land may alter the natural properties of the soil, creating water runoffs and soil erosion. Low impact development (LID) alternatives such as storm water management and other site planning techniques mitigate the negative impact on the environment. Green building design such as incorporating green roofs, recyclable building materials, passive solar and wind systems is also a measure to reduce environmental degradation and halt the depletion of natural resources for a sustainable built-environment.

OBJECTIVE

- To promote energy and resource conservation in site development and building design



Design Guidelines

GUIDELINES

1. Incorporate low impact development (LID) alternatives such as storm water retention and management to reduce water runoff and pollution of rivers and waterways by incorporating site planning strategies including but not limited to the following:
 - Opt for higher density and mixed-use developments near mass transit routes
 - Reduce area of impervious surfaces such as parking lots and other paved areas
 - Retain and treat site water runoffs either on-site or at a remote location for reuse
 - Develop green roofs on top of building to reduce run off and reduce "Heat Islands"
2. Reduce the environmental impact of new construction by using construction materials, systems and methods that promote the conservation of natural resources
3. Incorporate and use efficient mechanical and lighting systems such as high efficiency mechanical equipment and efficient light sources
4. Promote alternative energy sources such as geothermal systems (ground heat source) and passive solar techniques for heating ventilation and air conditioning (HVAC) to coordinate with and complement conventional HVAC mechanical systems and save energy
5. Use "green" construction materials, products and systems (in their final form and in the process of their production) that are safe for the environment
6. Develop energy efficient building envelopes that utilize building orientation to natural light and ventilation
7. Use the life-cycle analysis to determine the best building system for the project
8. Develop green buildings by adopting the criteria of the Leadership in Energy and Environmental Design (LEED) "Green Building Rating System Criteria", and Federal Guide for Green Construction Specifications (U.S. Green Building Council: www.usgbc.org)

Appendices

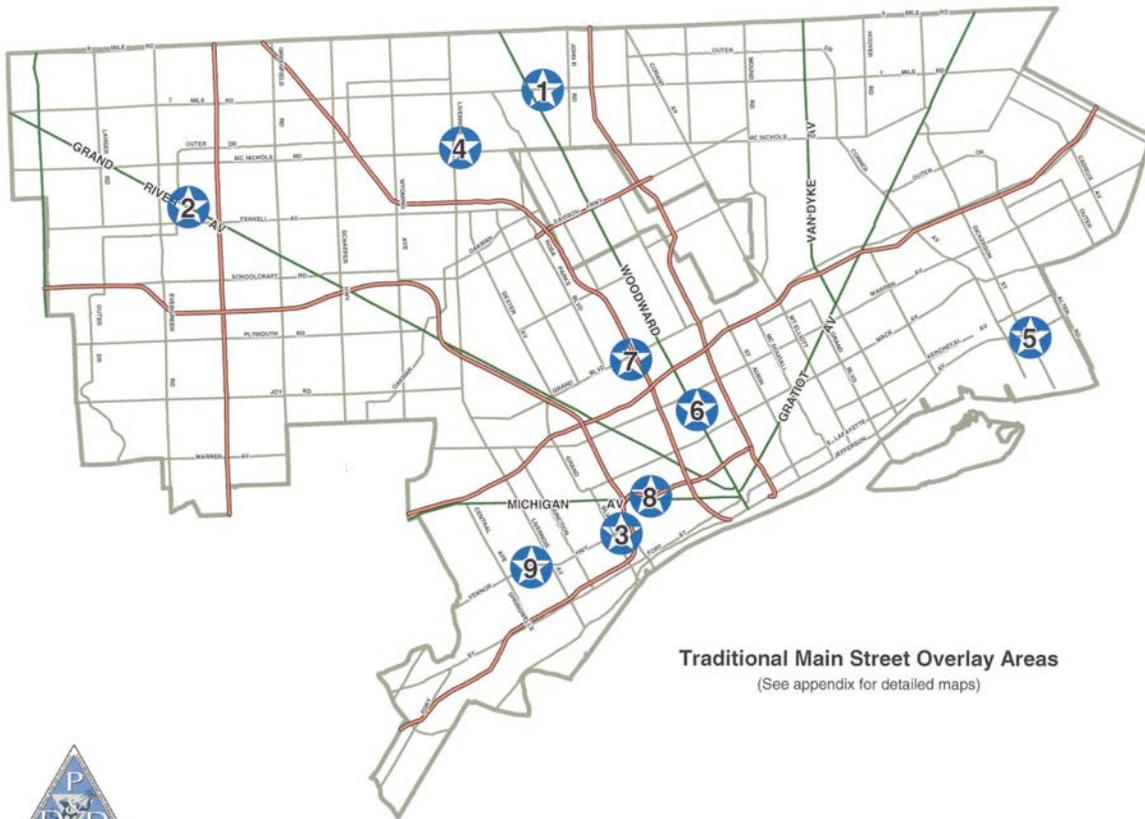


Livernois Avenue Overlay Area

APPENDIX - A



Traditional Main Street Overlay Areas Maps



Traditional Main Street Overlay Areas
(See appendix for detailed maps)






Traditional Main Street Overlay Area



Livernois/West McNichols

Livernois/West McNichols. All zoning lots abutting Livernois Avenue between the John C. Lodge Freeway and Martins Avenue; and all zoning lots abutting West McNichols Road between Lawton Avenue and Wyoming Avenue.



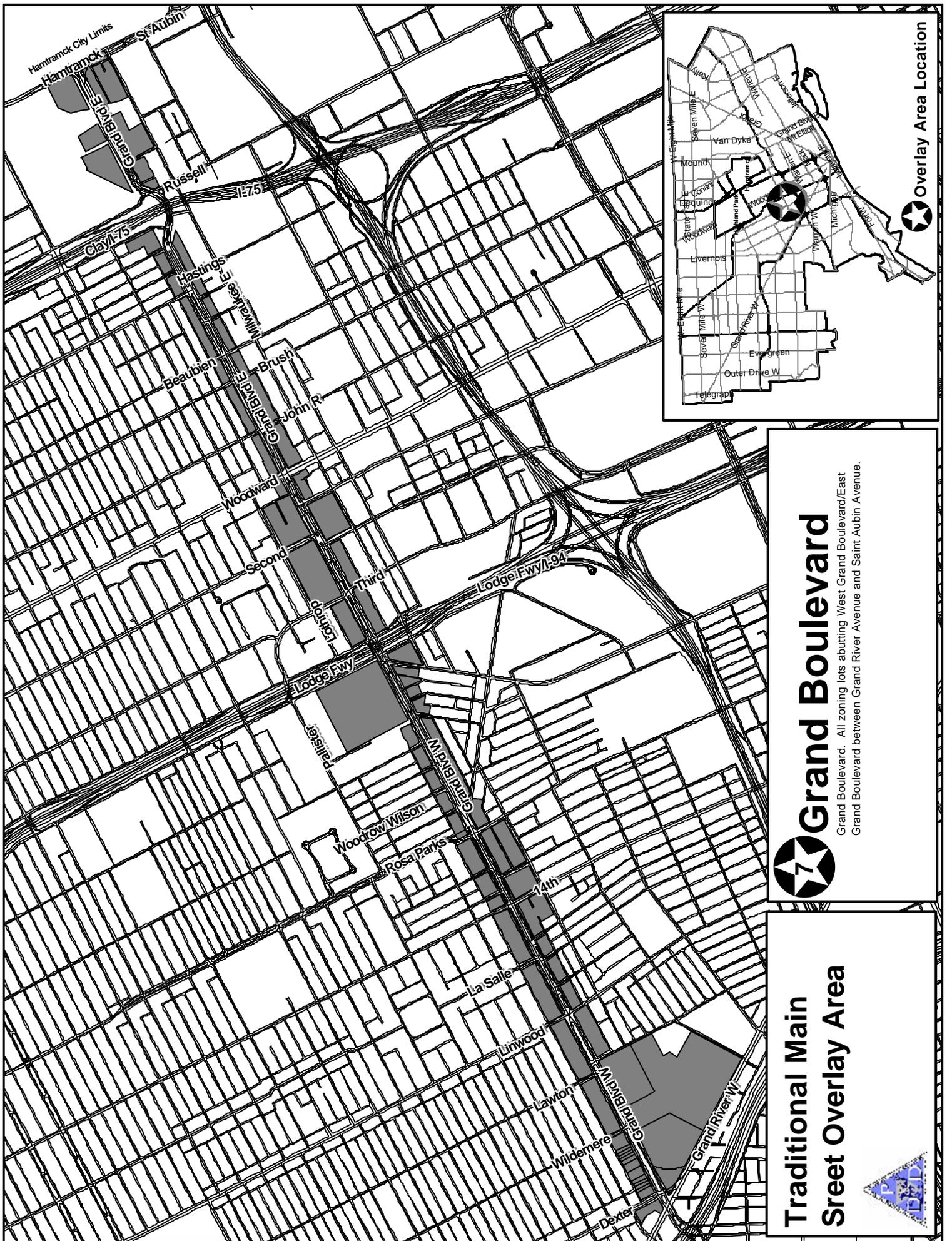


5 East Jefferson Ave.

East Jefferson. All zoning lots abutting East Jefferson Avenue between Dickerson Avenue/Gray Avenue and the city limits of Grosse Pointe Park.

Traditional Main Street Overlay Area





Grand Boulevard

Grand Boulevard. All zoning lots abutting West Grand Boulevard/East Grand Boulevard between Grand River Avenue and Saint Aubin Avenue.



Traditional Main Street Overlay Area



Overlay Area Location



Traditional Main Street Overlay Area



Vernor/Springwells

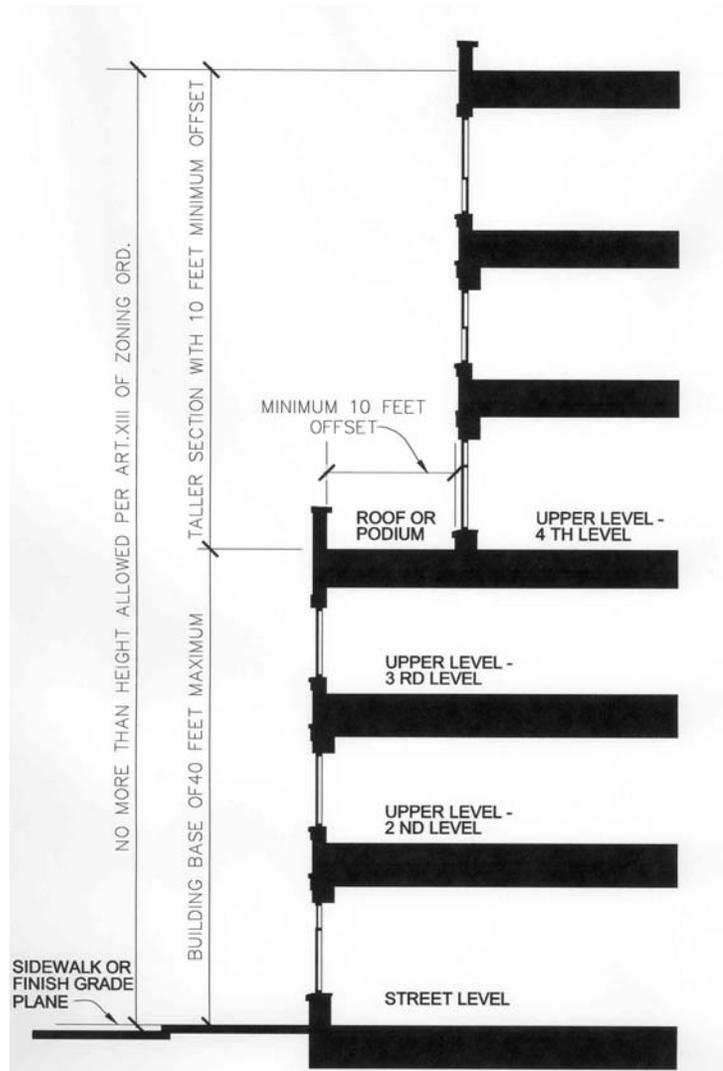
Vernor/Springwells. All zoning lots abutting West Vernor Highway between Clark Street & (4) corners of Woodmere Avenue; and all zoning lots abutting Springwells Avenue between West Vernor Highway and the (4) corner Fisher Freeway (I-75) service drive



Overlay Area Location

APPENDIX - B

Reference Architectural Graphics

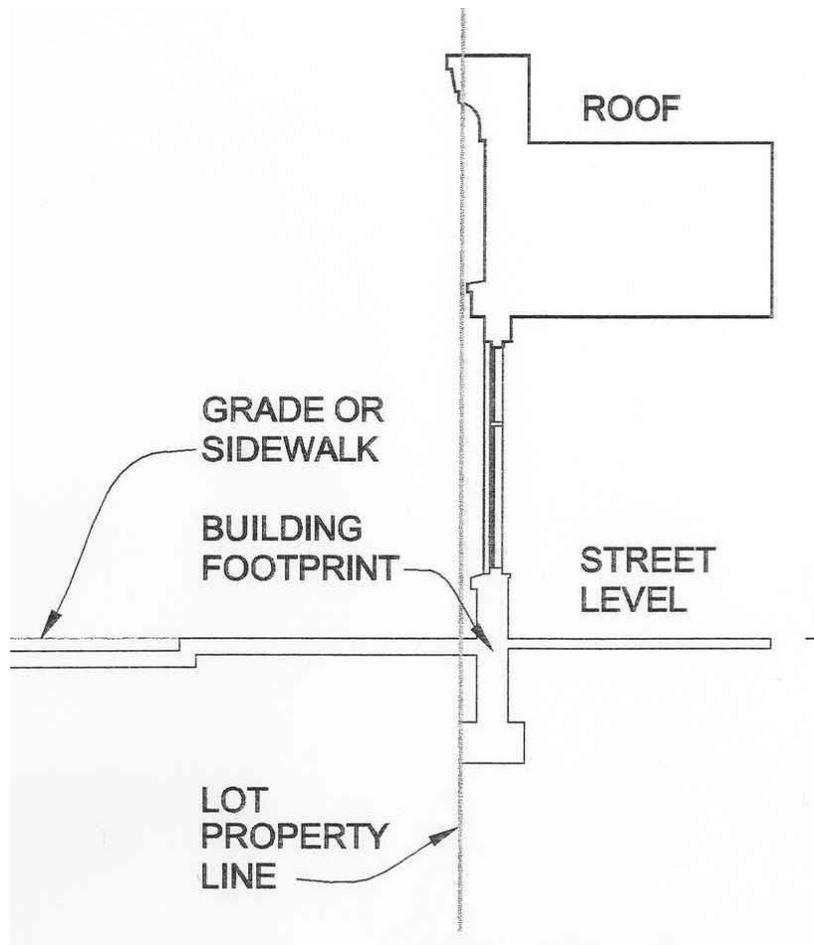


Establishing a building base or a podium to maintain street wall continuity

APPENDIX - B



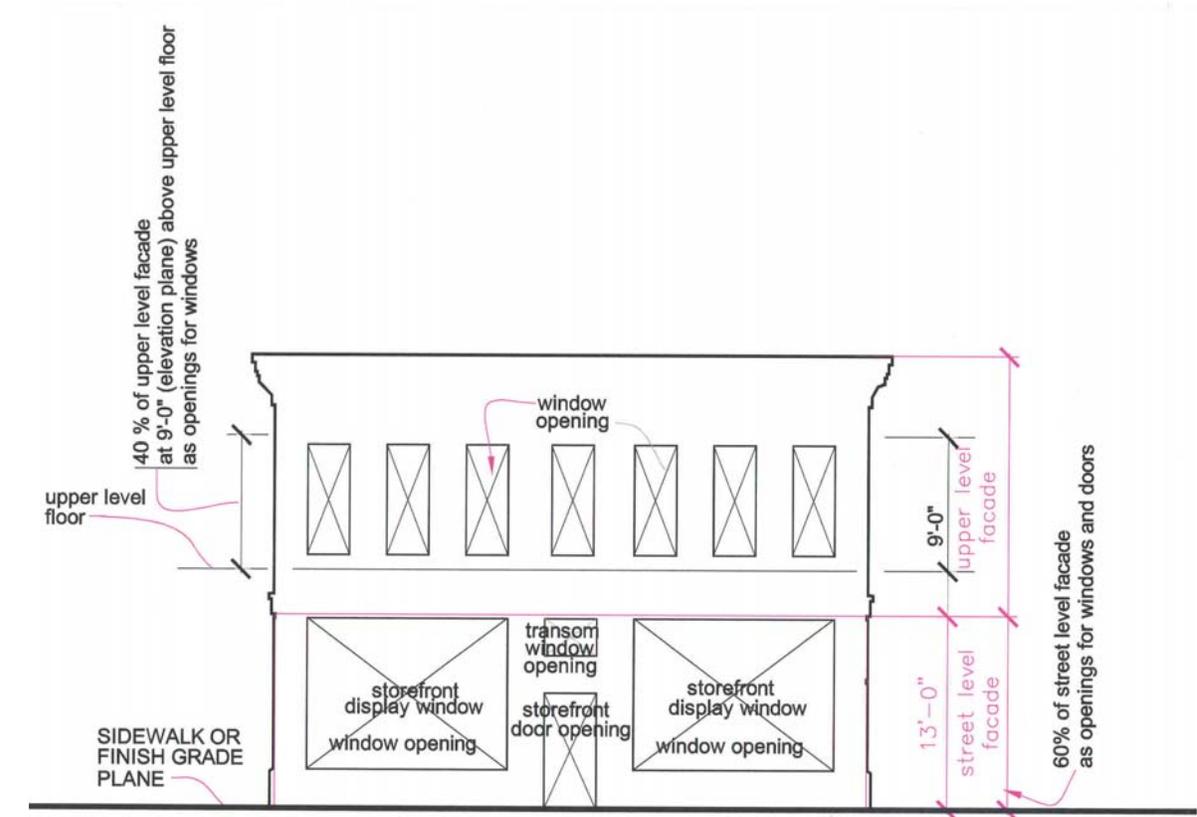
Reference Architectural Graphics



Building on lot line to maintain street wall continuity

APPENDIX - B

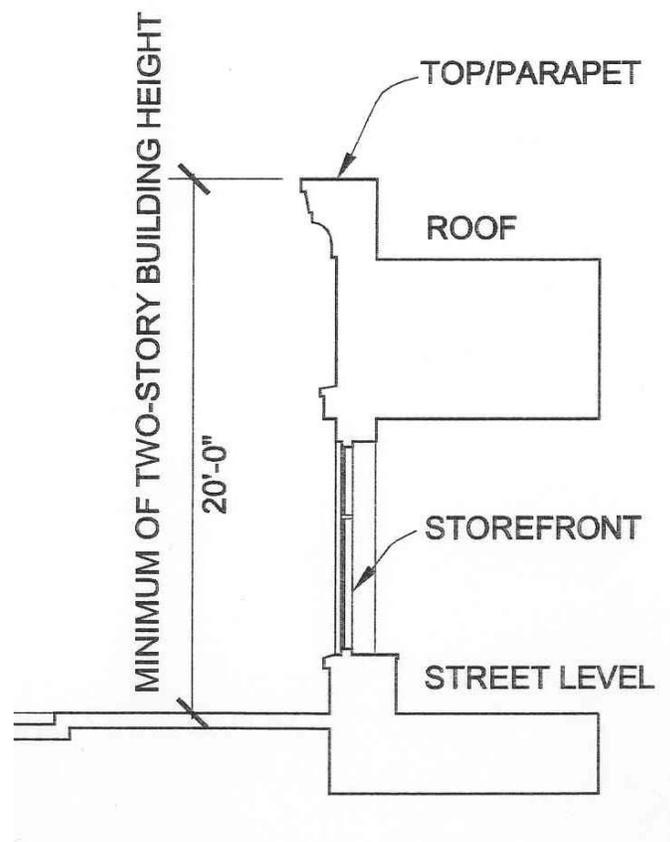
Reference Architectural Graphics



Window and door openings to wall ratio

APPENDIX - B

Reference Architectural Graphics

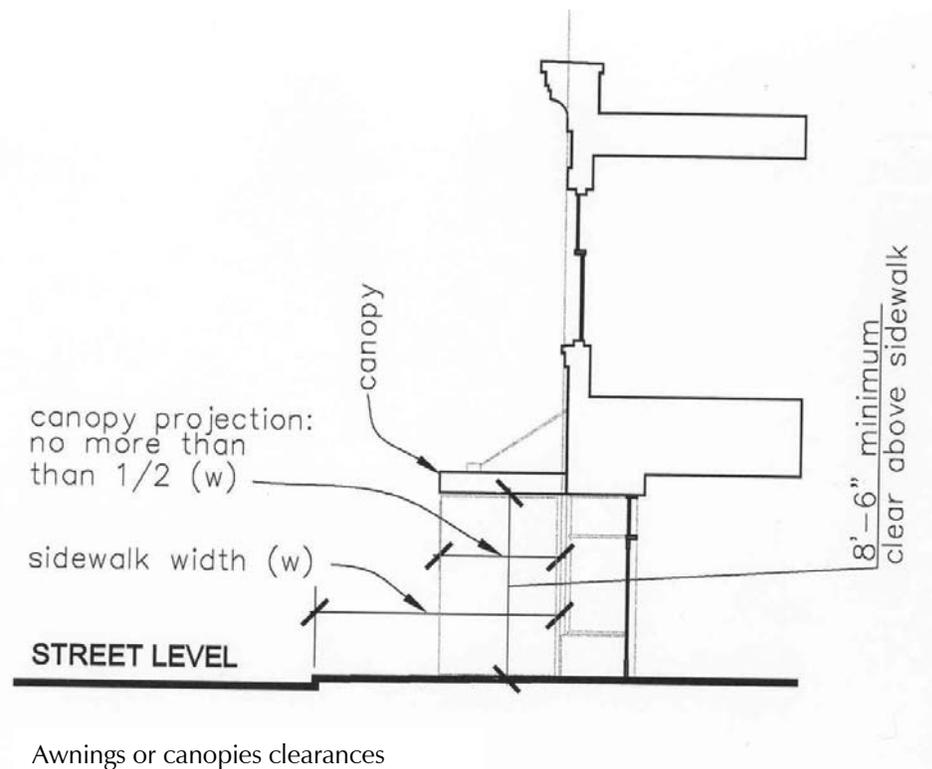


Establishing a continuous street wall by minimum height equivalent to two-story or (20) feet high building facade

APPENDIX - B



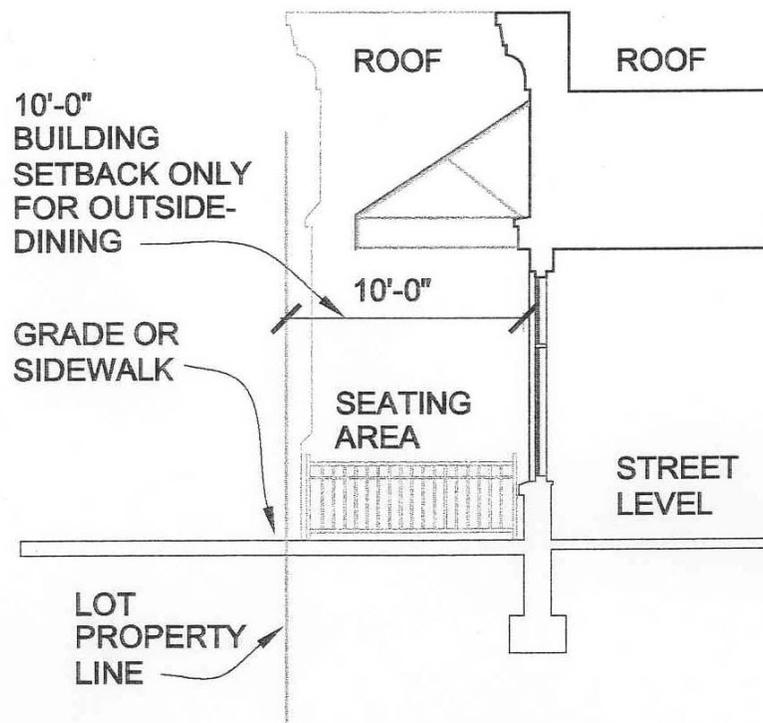
Reference Architectural Graphics



APPENDIX - B



Reference Architectural Graphics

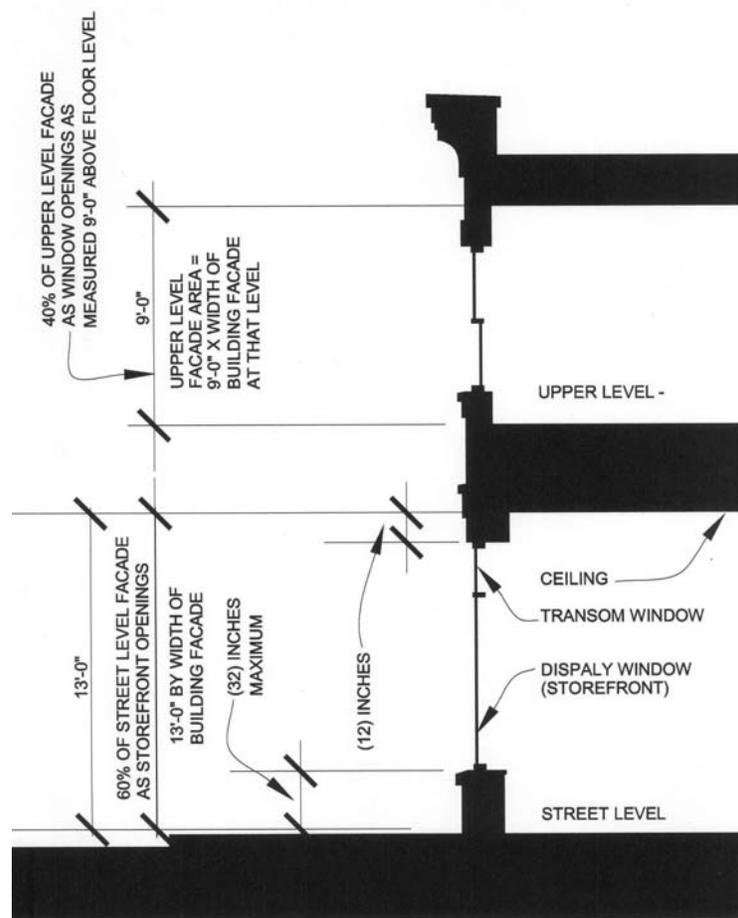


Set back for outside seating

APPENDIX - B



Reference Architectural Graphics

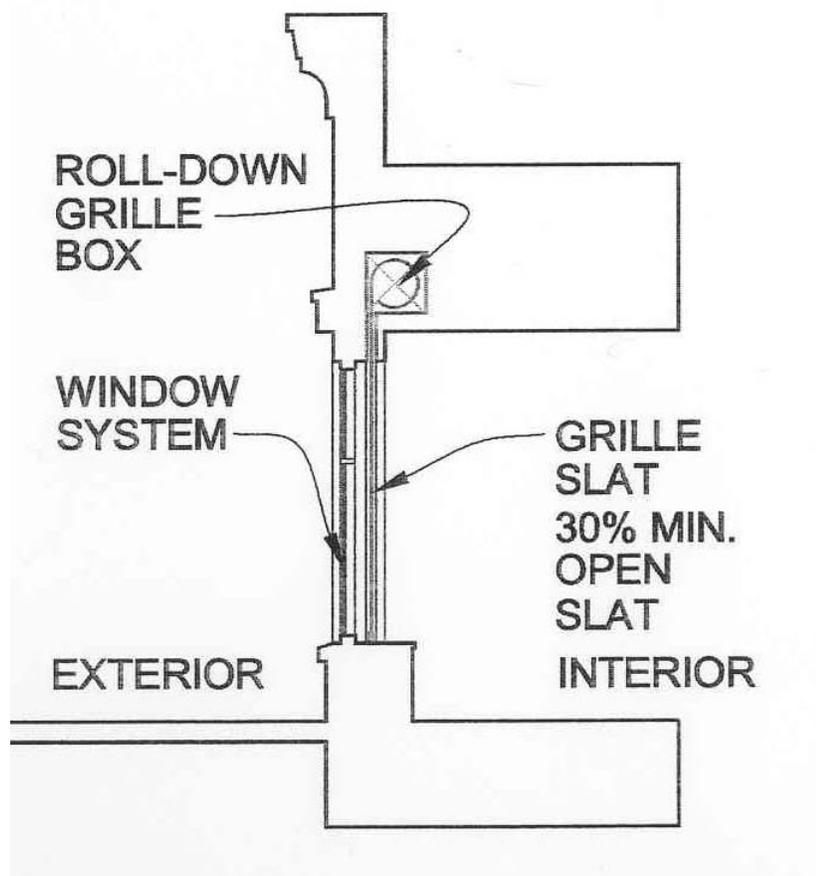


Façade openings criteria

APPENDIX - B



Reference
Architectural Graphics



Grille on the interior side

APPENDIX - C



Glossary

- Aesthetics** The branch of philosophy which deals with the quality, aspects and perception of beauty
- Arcade** A group of columns or pillars which are either free standing or attached to a wall and forms a covered pedestrian space or walkway
- Architectural Details** Components or features of a building or structure that expresses its style and character
- Architecturally Significant** A structure or building that has architectural value due to its style; character, its architect or time period and when was built. Architecturally significant buildings or structures may or may not be in a historic district
- Air Rights** The rights to control and use of space above a property, highway, railroad or building
- Balance** Proportioning of components by offsetting or contrasting to produce an aesthetic equilibrium in the whole
- Base Panel** The base portion of a storefront directly below the display window; does not exceed 30 inches high
- Bay Expression** The unit of space between the supporting columns of the building
- Bay Window** A boxed-in window that project beyond the building façade
- Blank Wall** A wall enclosing an interior space that does not have openings for display windows and doors,
- Blighted Area** An area that has deteriorated in physical quality and value, and that functions well below its economic and social potential
- Block** A division of urban land, normally private property, which is surrounded by public streets, and which is officially established and recorded
- Block Wall** Typically a concrete masonry unit (cmu) wall
- Building Line** The defined limit within a property line beyond which a building may not protrude
- Building Top** The highest area of building where the building meets the skyline and make up its form. Typically a downtown skyline is articulated by the shapes of collective building tops
- Bulk Head** The area directly below the storefront display window
- Cabinet Box** Also refers to light box cabinet
- Canopy** (Awning, Marquee) An ornamental roof-like structure; a protective covering or structure suspended overhead
- Channel Letters** Individual three dimensional letters made of plastic, vinyl or metal and typically internally illuminated
- Circulation** The flow or movement of people, goods, vehicles from place to place
- Cladding** Building cover or veneer
- Clear Anodized** A natural color of aluminum obtained through anodizing the aluminum to create an oxide finish
- Color Anodized** The aluminum is colored while being anodizing to obtain other high quality finishes with other colors
- Column** Typically, any upright structural support. In classical architecture a column consists of a base, shaft and capital
- Communication Element** Any element on or part of building intended to provide visual or other communication or to convey information, messages, signals, etc. this include signs, flags, satellite dishes, flags cellular antennas and art work
- Concrete** A hard strong building material made by mixing Portland cement, aggregate (sand or gravel) with water to cause the cement to set and bind the entire mass
- Context** The interrelated conditions of an environment in which something exists or occurs
- Context Sensitive** Refers to designs and solutions for development practices and street design that are responsive to community objectives and take into consideration aesthetics as part of design solutions

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Glossary

- Coping** The covering course of a wall usually with a sloping top; typically using masonry, stone or metal
- Corner Lot** A lot that has frontage on two streets
- Cornice** The topmost section of a façade or parapet as in top or an entablature
- Curb** A raised border running along the edge of a street pavement, usually made of concrete
- Design** The arrangement of elements, details, forms, colors, etc., to produce a composition and a complete entity
- District** An area, region, or section with a distinguishing, marked separate or different character
- Element** A prominent part or characteristic of a building or setting
- Envelop** Three dimensional aspect and quality of space
- Encased Box Grille** Metal box where the coiling or overhead door is stored when the doors in open position
- Exterior Cladding** The veneer of final material applied to a building exterior such as brick, stone concrete or metal
- Externally Illuminated** Refers to a sign illuminated by an external light fixture mounted at some distance from the sign
- Exterior Insulation Finish System E.I.F.S** A generic term used to describe the exterior application of rigid foam insulation board with a cement base and a finish layer; also referred to as synthetic stucco
- Façade** The front of a building; also any face of a building given special architectural treatment
- Fenestration** The arrangement, proportioning, and design of windows and doors in a building
- Footprint** Refers to the building exterior edge that typically meets ground level
- Form** The shape, outline, or configuration of a structure or parts of a structure that gives it its distinctive appearance
- Gable** A traditional roofing type where the triangular portion of a wall formed at the end of a pitched roof
- Grade** The degree of rise or drop of a sloping surface. Grading refers to altering or finishing existing topography
- Grille** A grating forming a barrier or screen as in an opening covered with a grille
- Ground Sign** Also refers to a sign that is anchored to a foundation base without any vertical poles or posts and is independent from building support; also referred to as monument sign
- Historic District** Refers to a land site area or a group of sites not necessarily with contiguous boundaries, which may or may not have a building, designated as a historic district by means of ordinance and adopted by City Council
- Historic Resource** Also considered historically significant site, structure, building or natural feature that has historic value which is located within a historic district
- Historically Significant** Also means a historic resource that has historic value within a historic district
- Internally Illuminated** Refers to a sign that is illuminated by a fixture or a source mounted within the sign itself
- Landmark Building** Refers to a building or structure with a significant historic or architectural value that is designated as a land-mark by the City Council and is subject to restrictions
- Light Box Sign** An internally illuminated cabinet assembly, an enclosed box, or light cabinet containing the illumination fixtures for the sign
- Light Spill** The spill out of light to other areas beyond where the light is intended to illuminate
- Low E- Glass** Also referred to as low emission glass by which the glass allows solar light and heat to go through it to the interior and keeps the heat from escaping the interior space; is considered important glass quality in window design in cold climate regions such as Michigan

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Glossary

- Main Street** A street that is considered the main commercial thoroughfare for a neighborhood or a community. Typically characterized by mixed uses, compact urban form, higher density and buildings abutting public sidewalks
- Major Corridor** Any thoroughfare used heavily by automobile traffic; their land uses and context are tailored mostly to motorists and automobile travel
- Major Thoroughfare** See Major Corridors
- Marquee** A permanent canopy, often of metal or glass, projecting over an entrance of a hotel or theater
- Massing** The three dimensional quality of a building; its bulk, scale and overall design in relationship to its context
- Master Plan** A long range overall concept of an area's plan for economic, social, environmental and physical development
- Mechanical Equipment** Any apparatus used in a building system mounted on the building or on-site
- Middle Trim** Any architectural detail or element that is either flush with or protrudes from the building surface and runs horizontally along the facade
- Mixed Use** A land use designation used in the City's Master Plan or Zoning Ordinance where a development parcel of land involves more than one type of use. For example, both commercial and residential uses
- Monument Sign** Also see ground sign
- Overhang** Part of building that hangs over and projects some distance away from the building plane
- Overlay Area** An area of land that may or may not be contiguous, and has regional, architectural, cultural or historic qualities and significance to the city, and is designated as such by ordinance adopted by City Council
- Parapet** A perimeter wall, generally low of about 2-4 foot along the roof edge of a building or structure
- Pedestrian-Friendly** The qualities of a context or a built environment characterized by physical amenities and land uses promoting walk-ability and higher density development
- Perimeter Screen Wall** Typically a low wall 30-48 inch high intended to block view to cars or mechanical equipment or block views between somewhat incompatible but adjacent land uses
- Pier** A solid support for a structure, usually thicker than a column
- Pilaster** An engaged rectangular pillar projecting slightly from the exterior of a wall or a section of it
- Pillar** An upright structure of any shape used as a building support
- Podium** A continuous low wall, which forms a base for the construction above
- Pre-Cast Concrete** Generally, concrete elements either structural (load bearing) such as beams and columns or architectural components for cladding purposes--exterior panels and veneer; usually cast at the factory under special conditions and transported to the site
- Punched-In Window** A wall that has its window openings alternating with the solid surface of the wall plane as opposed to having a one continuous ribbon-like window opening
- Recessed** A sunken or a stepped back surface or plane of building material or element; it may be a recessed entry or a recessed band
- Reflective Glass** A glass used on building façade to prevent seeing through the glass from the exterior. It is often a glass that has a mirror effect due to the application of a metallic coating
- Restoration Techniques** Specific methods and practices used in refurbishing historically significant buildings—set forth in guidelines adopted by a local Historic District Commission

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Glossary

- Reveal Band** An architectural detail or a trim such as a middle trim protruding out
- Right-of-Way** Typically, a public circulation path measured from property line to property line
- Rooftop** Reference to equipment, such as mechanical equipment, that is mounted on a roof
- Rolled-Down Grille** Typically consists of metal segments or strips in a grid pattern so that when the grille is in the down position one is able to see through the lattice shape grille. Rolled down grilles are used for storefront security
- Rolled-Down Door** Typically consists of metal crimped slats to form a rolled down door so that when the door is in the down position, one is unable to see through it. Rolled-down doors are used as security doors
- Scale** The relative measurement of an object, with reference to the dimensions of the human body
- Scored Concrete** Block concrete face that has been decorated by one or more cuts or scores, either square or v-shaped cuts that range from 3/8-3/4 inch deep
- Screen Wall** A wall constructed for the purpose of visual screening of cars, mechanical equipment, etc. or for the purpose of separating or demarcating different land uses
- Security Glass** A type of glass, such as laminated glass, that is manufactured specifically to resist breakage and shattering or to prevent burglary and intrusion
- Secondary Thoroughfare** Streets which often are less continuous than major thoroughfares and typically run through residential land uses and have less right-of-way width than major thoroughfare
- Set Back** A legally defined distance from the property line into which a structure may not project
- Signage** A communication element; it is any display object or structure, device, logo or text on any object intended to communicate information such as identification, advertising to attract public attention to an object, person, business or other entity
- Signage Band** An area of the building façade directly above the storefront intended for placement of signage
- Solar Quality** Specific thermal properties and solar control qualities of glass. For example, clear glass has different solar qualities than tinted or reflective glass
- Spandrel Window** Typically part of the window system panel that looks like a window with a glass or other material that is opaque (non-see through) but is actually used to conceal or cover part of the structural elements such as beams or columns or covers other parts of building components. They are typically located either below or above the floor level or at other locations to give the appearance of windows
- Split Face Block** Concrete masonry unit or block that has a rough or textured surface made by splitting the smooth face of the block at the factory
- Steel Bollard** Any of a series of short posts set at intervals to demark an area (as a traffic island) or to exclude vehicles
- Streetscape** Refers to scenery and elements that a person would visually experience in the street space; this may include buildings and their storefronts, signage, sidewalks, benches and other street furnishings and amenities
- Storefront** The front side of a store or a store building facing a street
- Street Level Façade** That level of building façade that a person would come to visually experience the most; it includes the building storefront and it is about 12-16 feet above the sidewalk
- Strip Retail** Linear configuration of placing single use retail stores in narrow strips typically with a vast area of parking in the front; an arrangement that has come to symbolize an automobile-oriented model of retail development and land use

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Glossary

Strobe Light A fixture from which the light comes in flashes; typically used in buildings for emergency evacuation of purposes such as in alarm systems

Structural Bay A reference to a grid or module where structural elements of building such as columns or beams may be located; typically the placement of pilasters or piers on building façade fall on this structural grid and express a structural bay

Style A specific or characteristic manner of expression, execution, construction or design, in any art, period or work,

Sunscreen Exterior building treatment in the form of suspended horizontal or vertical metal louvers or fins which provide a sun shading environment on the building exterior and reduces interior solar heat gain

Sustainable Of, relating to, or being a method of harvesting or using resources so that they are not depleted or permanently damaged for future generations' use, as in sustainable techniques, sustainable agriculture

Symmetry Similarity of form or arrangement on either side of a dividing line or plane

Texture The arrangement of particles of a material as it affects the appearance or feel of a surface

Traditional Elements Architectural details and parts of buildings that form well-known architectural styles of buildings

Transom Window A window over a storefront door or display window opening; it is typically horizontal and directly above the storefront opening

Transparency Fine or sheer enough to be seen through

Urban Design A multidisciplinary approach including architecture, planning, landscape architecture, traffic engineering and other fields that coordinates; and involves the design of the built-environment including buildings, spaces between buildings, streets, parks, etc.

Urban Fabric Reference to the composition of the city's components, land use and activities that make up the life of the urban context

Upper Level Façade That level above the street level façade; it typically includes the façade area from the second level and up and often has a different fenestration pattern which includes windows for tenant spaces with uses different than those of the street level spaces

Vertical Relief A protrusion of an stone or masonry art work or molding that sticks out from the flat surface of the wall, it decorates and modulates the building wall; a pilaster shape expressed on the building façade is a vertical relief

Vestibule A passage or anteroom between the outer door and the interior parts of the building

Visual Clutter The appearance of the seemingly disordered array of elements or objects in the built environment; the reference is more often used in reference to the overcrowding of signs in the streetscape

Wheel Stop A prefabricated linear block of material such as concrete or solid plastic placed at the front of a parking stall to prevent the car wheels from rolling forward and hitting a wall, landscaping or other site element

Wind Break Structures or plants, which, because of their form and location, reduce wind velocities

Window System The building component that fit within the window openings that permit daylight and allows for viewing and where applicable used to allow for natural ventilation; the placement and disposition of the window system (openings and what is fitting in them) comprises building fenestration

Zoning The legal means whereby land use is regulated and controlled for the welfare of the community

Zoning Lot A lot that has a zoning designation referencing an allowed use by the Ordinance such as R-Residential or C- Commercial designation

APPENDIX - D



References & Resources

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References & Resources

Resources:

- Building & Safety Engineering Department: Telephone No. 313-224-4426, www.ci.detroit.mi.us/bsed
- City of Detroit: www.ci.detroit.mi.us
- City Planning Commission: Telephone No. 313-224-6536, www.ci.detroit.mi.us/legislative/BoardsCommissions
- DDOT- Detroit Department of Transportation: www.ci.detroit.mi.us/ddot
- Department of Public Works, City Engineering Division: Telephone No. 313-224-3901, www.ci.detroit.mi.us/dpw
- Detroit Chamber of Commerce: www.detroitchamber.com
- Detroit Economic Growth Corporation: www.degc.org
- Detroit Public Library: www.detroit.lib.mi.us
- Eight Mile Boulevard Association: www.eightmile.org
- Greening of Detroit: www.greeningofdetroit.com
- Historic District Commission: Telephone No. 313-224-6536, www.ci.detroit.mi.us/historic
- Mayor's Office of Neighborhood Commercial Revitalization: www.ci.detroit.mi.us/mayor/oncr
- MDOT - Michigan Department of Transportation: www.michigan.gov/mdot
- National Trust: www.nationaltrust.org
- New Center Council: www.newcenter.com
- Planning & Development Department: Telephone No. 313-224-1300, www.ci.detroit.mi.us/plandevl/planning
- Police Department Crime Prevention Section: Telephone No. 313-596-2522, www.ci.detroit.mi.us/police
- Public Lighting Department: Telephone No. 313-267-7228, www.ci.detroit.mi.us/publiclighting
- SMART BUS - Suburban Mobility Authority for regional Transportation: www.smartbus.org
- Smart Communities Network: www.smartcommunities.ncat.org
- Smart Growth Network: www.smartgrowth.org
- Southwest Detroit Business Association: www.southwestdetroit.com
- State of Michigan: www.michigan.gov
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- University Cultural Center Association: www.detroitmidtown.com



Michigan Avenue Traditional Main Street Overlay Area

