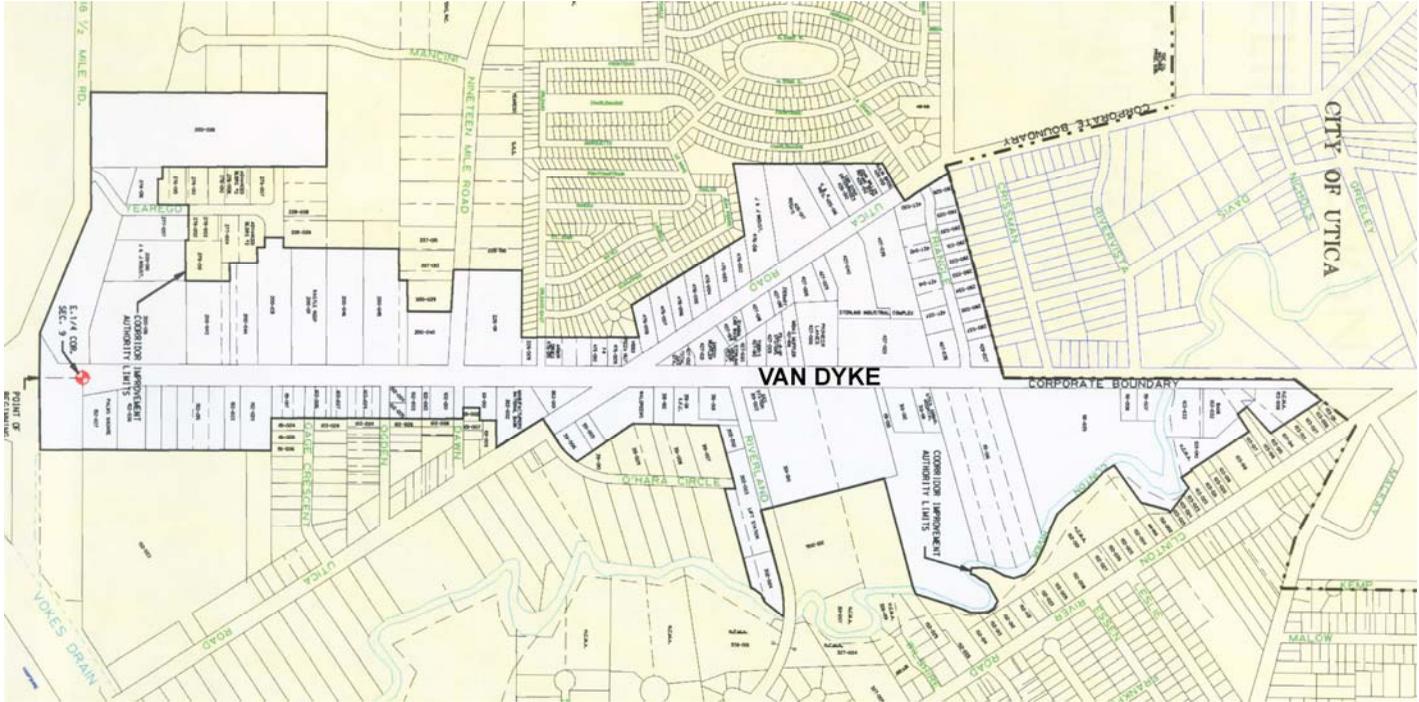


THE CITY OF STERLING HEIGHTS CORRIDOR IMPROVEMENT AUTHORITY



DEVELOPMENT DESIGN GUIDELINES

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DEVELOPMENT DESIGN GUIDELINES

4/9/08

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ACKNOWLEDGMENTS

The participation and cooperation of the CIA, community leaders and businesses in the preparation of the City of Sterling Heights Design Guidelines is greatly appreciated. In particular, we acknowledge the efforts of the following individuals.

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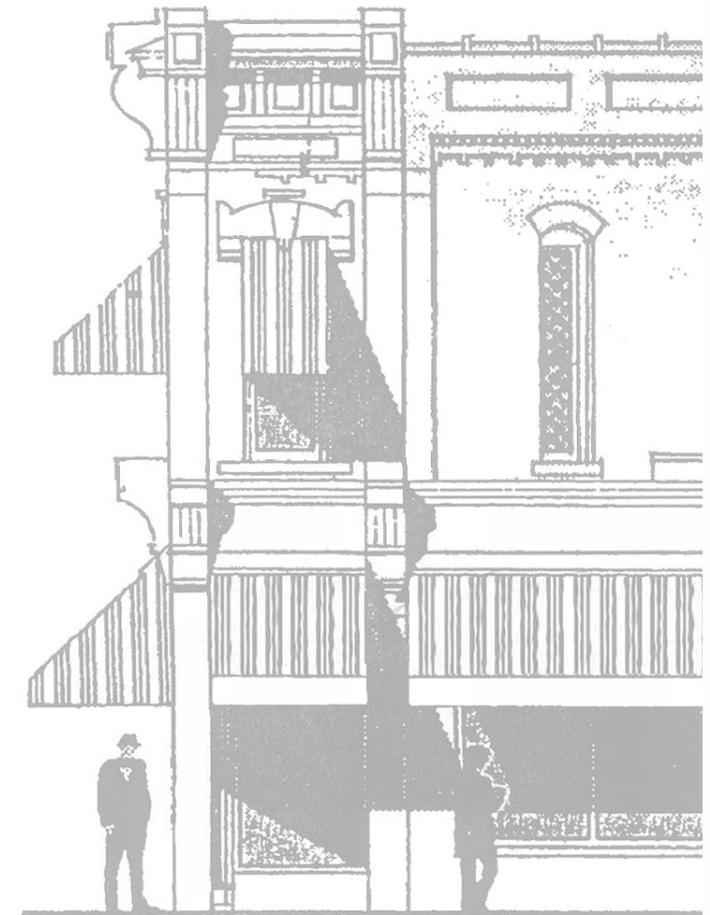


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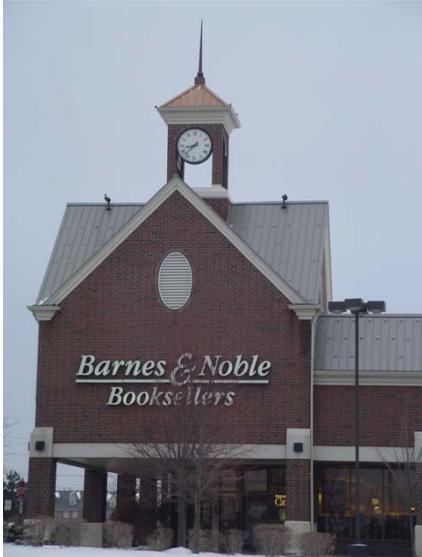
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S e c t i o n I . I N T R O D U C T I O N

These Façade Design Guidelines represent one aspect of a façade improvement program for future rejuvenation along Northern Van Dyke Road. The Design Guidelines are developed with a set of clear and concise written and graphic facade principals for local businesses to follow that promote good, consistent design for new development, renovation and for redevelopment. These guidelines are intended to provide effective community standards for both the architecture and the streetscape appearance along Van Dyke Road. The guidelines are consistent with the City of Sterling Heights Corridor Improvement Authority’s Development Plan and Façade Improvement Program.

All new construction and significant alternations shall be subject to review and approval by the Corridor Improvement Authority (CIA) Design Committee utilizing these guidelines.



This cupola with clock is an example of a gateway feature, which announces arrival to a commercial district or significant intersection.



Gateway Feature

A. Goals.

The five primary goals of the Design Guidelines are as follows:

- **IMPROVE APPEARANCE.** The goal is to encourage commercial property owners to improve the exterior appearance of their properties in a cost effective, unified design style: “Simplified Traditional”.
- **ENCOURAGE DEVELOPMENT.** The goal is to encourage development and renovation within the Corridor Improvement Authority.
- **INCREASE CUSTOMER USE.** The goal is to promote retail activity and customer use of businesses in the corridor through aesthetic improvements, pedestrian amenities, and special event venues.
- **CREATE DYNAMIC SPACES.** The goal is to provide pedestrian nodes and gathering spaces through streetscape design, outdoor cafes, and public use spaces.
- **BE PROUD.** The goal is to promote civic pride in the Corridor Improvement Authority district.

The intent is to utilize these Design Guidelines in an effective Facade Improvement Program that will create self-sustaining, self-funded and long lasting benefit to the CIA. The goals stated above can be achieved by following certain design principles or objectives outlined in these Development Design Guidelines.



This is an example of a traditional Neo-Georgian Building whose historic storefronts have been covered with inappropriate materials.



This is a rendering example created by Gunn Levine Architects of the same Neo-Georgian Building in which the historic storefronts have been restored to their original state.

B. Objectives.

The principals or objectives are described below with specific improvement examples that are strongly encouraged by these Design Guidelines.

- **TAKE IT BACK!** Remove ill-conceived additions that detract from the building's original style. If a building has historic character, the intent should be to reveal the building's original form, materials and style. An example of this type of improvement would be to remove plywood covering transom or storefront display windows.
- **KEEP THE BEST!** Attractive elements whether historic or otherwise should be preserved and restored if needed. For example, if there is a decorative iron cornice, with a piece missing, then every effort should be made to replace the missing piece and to preserve the original cornice.
- **LET THE SUN IN!** Storefronts should be made of clear, transparent glass so that the inside of the store is visible. Dark tinted, opaque glass should be replaced with clear glass and solid coverings over existing windows should be removed. These changes will project a feeling of comfort for the potential customer and will create a more attractive, brighter commercial or retail space.



Window displays speak louder than signs.



Interesting details like this terrazzo paving entry to the storefront can be installed as it adds distinctive character to the area.

- **THINK HIGH QUALITY!** High quality building materials, such as stone and brick, should be used whenever possible as they project importance, integrity and substance. Typically, the cost of the high quality building materials is greater initially but the materials will last a great deal longer than cheaper materials and there will be a substantial savings in the long term. To illustrate, stone or brick should be used rather than fake plaster (E.F.I.S.) or concrete block. Use real wood rather than plastic wood or chip board.
- **MAKE IT PRETTY PLEASE!** The building faces or facades should be beautiful with balanced features and attractive colors that are compatible. The application of too many colors on one building face may not be visually appealing.
- **LET THERE BE LIGHT!** Storefront lighting should highlight the attractive architectural features of the building and be adequate for the customer to feel safe. The use of tasteful building lights that gently cast light on the wall, is preferable to the flashing or bright floodlight approach.
- **BE RELATIVE!** Buildings, whether old or new, should relate to the existing buildings on the street. The buildings should be set on the average lot line, closer to the street and should be in proportion to the height of adjacent buildings where possible to create a continuous street corridor. For example, a skyscraper should not be built next to a single story building.



Clock, with indirect lighting, mounted on brick facade.



This elevation of a four story building depicts a proposed building which would relate to a three or five story building but would not relate well in height to a single story structure.

- **BE SAFE, NOT SORRY!** Security features are important to store owners but these features should not scare away the customer. Bars over storefront windows and doors project an image of crime and lack of safety. They may keep out the bad element, but they also keep the good customer away. Rather than using exterior security gate measures, stores should use security glass and/or hidden roll up security gates at the back of the window displays.
- **CPTED!** Crime Prevention through Environmental Design (CPTED) guidelines should be used: Natural Access Control; Natural Surveillance; Territorial Reinforcement; and Management.
- **REEL THEM IN!** Window displays should be attractive and interesting to customers so they want to come inside to look around. To encourage the shopper to come inside, the business should place its most interesting products in the window in an artistic manner that makes the shopper stop and then venture inside. Window displays should be rotated on a regular basis.
- **MORE IS NOT BETTER!** Too many signs of different styles, fonts and wording are not appealing to the person walking by. The signage should be simple and should communicate the business type inside without bombarding the customer with too many words. Signage should also be attractive, high quality and easy to maintain. Many creative storeowners use window displays to tell potential customers what they sell.



Sidewalk display



Less signage is more

- **KEEP IN SHAPE!** The renovated storefronts should fit into the existing original opening. To illustrate, an existing historical building storefront if expanded should keep the existing storefront in place and simply add another second “duplicate” building storefront so it looks like there are now two building storefronts rather than one giant one. Likewise, replacement windows should respect the original window opening sizes.
- **FIX IT AND CLEAN IT UP!** Broken windows and doors, litter and graffiti project an image of poverty and apathy and should be fixed immediately. Graffiti should be removed from the walls or walks. Litter should be removed from the storefront area as soon as it happens to say “We care about our community”. Flower displays, boxes, and planters also add warmth, color, and establish ownership to building fronts.
- **GO BY THE BOOK!** The City of Sterling Heights has building regulations and Zoning Ordinance regulations that must be respected as they protect the safety and well-being of the community. Any building improvements should be consistent with the City’s regulations and permit requirements. Building improvements should not be made without following the legal City and Building Code requirements.



Traditional contemporary facade renovations in downtown Northville.



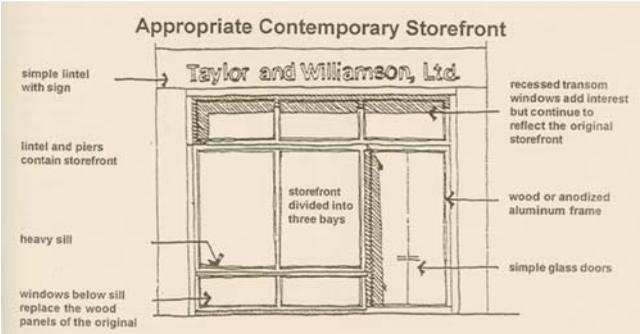
Sidewalk flower display in the City of the Village of Clarkston's downtown.

Section II. DEVELOPMENT DESIGN GUIDELINES

A. Purpose.

The detailed purpose of these guidelines is as follows:

- To encourage business and building owners to improve the exterior appearance of their stores and buildings with modifications ranging from cleaning off graffiti to replacing storefront windows, doors and lighting.
- To assist business and building owners in the determination of which building modifications are most appropriate for their property and most cost effective for their budget.
- To ensure the economic viability of the commercial area within the CIA by addressing alterations that will help draw customers into their businesses such as the restoration of storefronts with large, uncluttered display windows.
- To encourage and direct development and renovation within the Van Dyke Corridor such that the development will have the physical qualities necessary to produce the desired, attractive City character.
- To encourage and direct new building construction and renovation in such a way that new buildings are compatible with their surrounding context.



Appropriate Contemporary Storefront

- To encourage and direct building development and renovation in such a way that new buildings and structures will enhance the pedestrian experience of customers.
- To foster civic pride in the corridor.

Except as otherwise noted, new and renovated buildings and facades in CIA District along northern Van Dyke shall comply with the following requirements:

B. Building Entrances.

Building entrances shall follow the following guidelines:

1. All buildings shall have at least one public, pedestrian entrance that faces the main street on the frontage line and is accessible from the public sidewalk system.
2. All buildings shall retain the original building entrance, if historically accurate.
3. Rear and side entrances are permitted, only if there is a primary entrance from Van Dyke Road frontage or the main street.
4. Entrances with recessed doors are encouraged for protection from the elements and from doors swinging out into the sidewalk area.
5. Doors:
 - a. Doors shall use transparent glass.



Sample Building Entrances



Door Entrance



- b. Doors, measuring between seven (7) and eight (8) feet high are strongly suggested. Doors measuring 6'-8" high and over shall have a glass transom with a minimum height of twelve (12) inches.
- c. Front entrance doors shall be constructed out of wood, glass, steel, fiberglass or as approved by the City of Sterling Heights, provided it is compatible with the character of the district.
- d. Aluminum store fronts are prohibited.
- e. The building entry may be either centered or off-centered.
- f. Entrances must be barrier-free and accessible to persons with disabilities.

C. Building Placement.

The placement of buildings shall follow these guidelines:

- 1. Buildings should be built to the main front yard setback, or the average setback of other buildings on the block as determined by the City of Sterling Heights CIA Design Committee.
- 2. A side setback is subject to Zoning Variance.
- 3. The setback requirements may be adjusted where strict adherence would serve no good purpose or where the overall intent would be better served by allowing an alternative setback, provided the conditions listed in a. through c. below are found to



In this building placement example, the front façade is oriented to both the Main Street and parking lot.

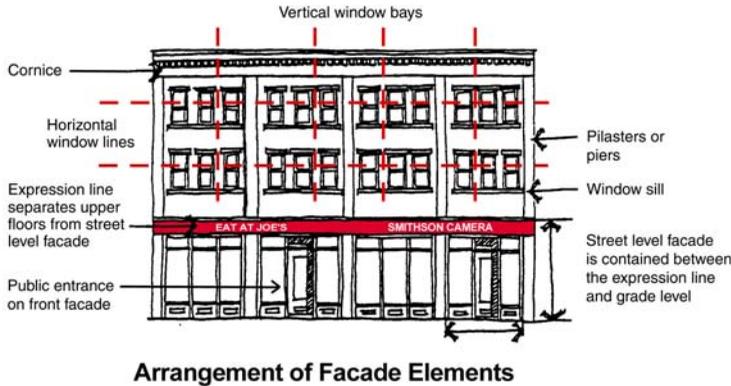
exist. Such modification may be made by the ZBA, or whomever is designated by future Zoning Ordinance Amendments, if all of the following are found to exist:

- a. That a modification in setback, or variance of a setback altogether, will not impair the health, safety or general welfare of the City as related to the use of the premises or adjacent premises;
- b. That variance of the setback along a common parcel line between two premises would result in a more desirable relationship between a proposed building and an existing building; and,
- c. The adherence to a minimum required setback would result in the establishment of non-usable land area that could create maintenance problems.

D. Building Height and Mass.

The various elements of building heights shall be as follows:

- 1. The minimum height of all new buildings shall be two (2) stories or 24 feet.
- 2. The maximum height of a two (2) story building shall be 34 feet.
- 3. The minimum height of a three (3) story building shall be 35 feet.
- 4. The maximum height of a three (3) story building shall be 46 feet.
- 5. The City of Sterling Heights may allow the construction or renovation of a one story building if the architectural style includes a parapet or other appropriate architectural

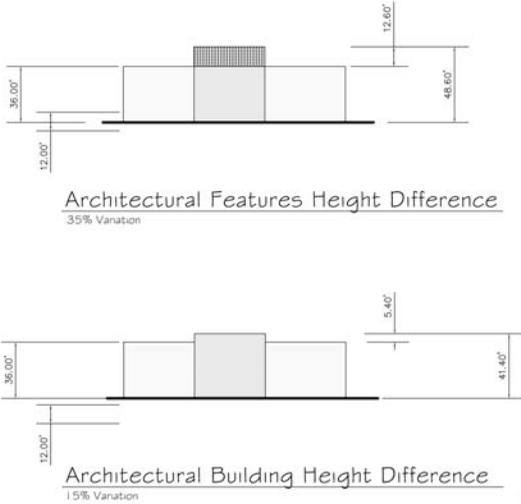


embellishments that are compatible with adjacent buildings. In such instances, the CIA Design Committee may allow the minimum height of the one story building to be 18 feet in height. All stories shall contain habitable commercial, office, or residential spaces.

- 6. First floor height of all 2 story buildings or greater shall be a minimum of twelve (12) feet.
- 7. A transition or expression line shall be provided between the first and second stories.
- 8. Height Exceptions: Special architectural features (e.g. corner towers copolas, entry treatments, chimneys, steeples, belfries, turrets, flagpoles, parapet walls, etc.) will be allowed to exceed the above height requirements if:
 - a. The feature is located at a corner (the intersection of two public right(s)-of-way); or,
 - b. The building is located at a designated “gateway”; or,
 - c. The feature is deemed to be necessary to the type, use, or style of the building in question.
 - d. Special architectural features shall not exceed the height of the remainder of the building by more than thirty-five percent (35%).
 - e. The height of any new building shall not exceed the height of any immediately adjacent new or existing two story or three story building by more than fifteen



In this gateway building example, the corner clock tower was granted a height exception for a special architectural feature.



percent (15%) unless the building is on a significant corner property and is approved by the CIA Design Committee.

E. Front Facade Design.

All building facades that face a street shall conform to the following design criteria:

- 1. Street Face: Walls facing a public street shall include windows and architectural features customarily found on the front façade of a building such as awnings, cornice work edge detail or decorative finish materials. Blank walls shall not face a public street. Significant protrusions (more than 6"), such as awnings, cornice lines, details at the top of windows and sills are encouraged to create shadow lines or bands on the façade. Any building that terminates a view shall provide distinct and prominent architectural features of enhanced character and visibility to reflect the importance of the building’s location.
- 2. Storefront Opening: The storefront opening shall be a rectangular opening ten (10') feet to twelve (12') feet high and approximately seventy (70%) of the width of the storefront or bay. The opening shall be almost entirely glass (window or showcases) with few subdivisions. The glass framing system shall be wood or metal (aluminum or pre-painted steel). Recessed openings are encouraged.



Blank walls that face a public street are prohibited



The long façade is broken up by several storefront bays.

- 3. Facade Pattern: Large, long facades shall be subdivided into bays, through the location and arrangement of openings and architectural treatments that are compatible in size and scale to existing buildings. The maximum wall length without modulation shall be thirty feet (30'). The bay width shall be 16'-to 30'.

- 4. Facade Height to Width Ratio:
 - a. One-story buildings: Single bay facades or individual bays of multiple bay facades, are not to exceed 1:2 without the CIA Design Committee's approval.

 - b. Two-story buildings: Single bay facades or individual bays of multiple bay facades, are not to exceed 1:1 without the CIA Design Committee's approval.

- 5. Roof Type: Many of the commercial roof configurations in the Corridor are "flat" (less than 3:1 roof slope) with parapets that conceal the roof itself:
 - a. Existing flat roofs and parapets shall be maintained.

 - b. All new retail/office buildings shall have flat roofs and parapets.

 - c. Sloping roofs, gabled (6:12) or hipped may be allowed as special architectural features, particularly for residential townhouse development subject to review and approval by the CIA Design Committee.

 - d. Parapets may be stepped.

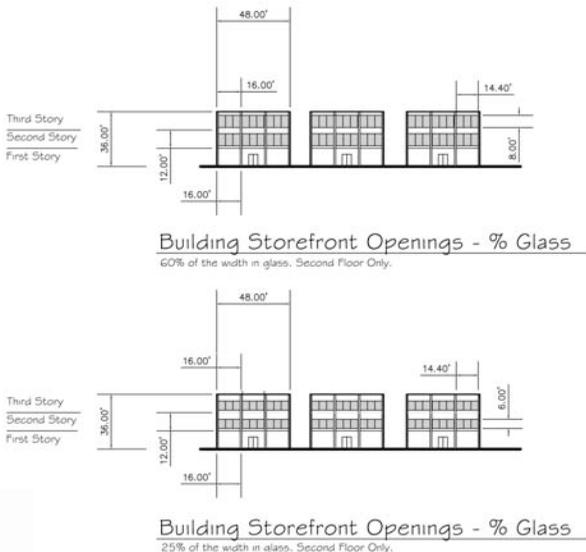


Stepped Parapet



This 2' bulkhead area below the display windows is a traditional historic feature that is important to include in new building designs.

- e. Mansard roofs, geodesic domes and A frames are prohibited.
6. Fenestration or Window and Door Openings: All facades visible from the street must be glazed with transparent glass. Opaque glass applications are prohibited. Glazing on first floor (retail space) to occur generally 1'—to 2'-6" above the finished floor. Thus, a minimum 1'—to 2'-6" bulkhead is required beneath a storefront display window. Façade glass areas shall meet the following requirements:
- a. First floor window area: minimum 40% of façade to 70% maximum.
 - b. Second floor window area: minimum 25% of façade to 60% maximum.
 - c. Butt-joint glazing is prohibited.
 - d. The use of shutters is discouraged on commercial buildings.
 - e. Mullion systems are encouraged.
 - f. Windows and doorways shall be integrally designed.
 - g. Façade openings including windows, doors, porches and colonnades shall be vertical in proportion.
 - h. Sliding doors and windows are prohibited along frontage lines. Roll up windows may be allowed subject to approval by the CIA Design Committee.



Building facades should include the use of compatible materials, colors and textures.

7. Building Materials:

- a. Buildings: The buildings are to be constructed from permanent materials that will weather handsomely over time, such as brick, stone, masonry, or other natural materials. The use of bare metal, aluminum or vinyl siding, mirrored glass and plastic shall not be allowed. Imitation stucco (Dry-Vit, Sto-Wall, E.I.F.S. and other brands) shall not be allowed below 11' height. Imitation stucco type products may be allowed above 11' in height with special approval by the CIA Design Committee provided the architecture is in character with the district. The use of metal panels, wood siding, and cement board siding are generally discouraged but may be allowed by the CIA Design Committee if the architecture is in keeping with the character of the district.
- b. Facade Frame: The facade frame, or wall, shall be brick or stone masonry constructed principally in a single plane. The top of the parapet wall shall be flat or step slightly to accentuate end piers unless a sloped roof is permitted by the CIA Design Committee. The facade frame shall be capped by a stone coping. Brick or stone shall be laid primarily in running bond with decorative detail.
 - i. Brick: Shall be standard modular brick with common tooled mortar joints. Untooled joints, or irregular shaped brick are prohibited. Brick color (commonly red or tan) and texture (smooth or glazed to



The pilasters or piers help to define the store front bays.

rough) shall be subject to review and approval by the CIA Design Committee. Decorative CMU or stucco may be used, subject to review and approval by the CIA Design Committee, on rear or side facades.

- ii. Stone: Stone materials shall be smooth finish stone (limestone or sandstone). The stone shall be light to medium buff color. Pre-cast limestone manufactured to simulate traditional limestone or sandstone may be used with the CIA Design Committee’s approval.
 - iii. Metal: Aluminum or painted sheet steel may be permitted after review and approval by the CIA Design Committee. Color and finish shall coordinate with that of the window framing system.
- c. Parapet Cap:
- i. Brick: The brick shall be standard modular brick with common tooled mortar joints. Untooled joints or irregular shaped brick are prohibited. Brick color (commonly red or tan) and texture (smooth or glazed to rough) shall be subject to review and approval by the CIA Design Committee. Decorative CMU or stucco may be used, subject to review and approval by the CIA Design Committee, on rear or side facades.
 - ii. Stone: The stone shall be smooth finish stone (limestone or



Awnings, cornices and window details along the street face create visual interest with shadow lines.

sandstone). The stone shall be light to medium buff color. Pre-cast limestone to simulate traditional limestone or sandstone may be used with the CIA Design Committee’s approval.

- iii. Metal: Metal shall be aluminum or painted sheet steel if permitted after review and approval by the CIA Design Committee. The color and finish shall match that of window framing system.
- d. Storefront Opening:
 - i. Framing System: Wood is preferable, however, aluminum or pre-painted steel storefront glazing system is acceptable.
 - ii. Glass: Glass shall be clear. Reflective, mirror, heavily tinted, or unusually colored glass is prohibited.
- e. Canopies:
 - i. Fascia Trim: Fascia trim shall be natural finish aluminum, bronze or painted metal.
 - ii. Soffit: The soffit shall be metal or cement plaster.
 - iii. Support Rods: The support rods shall be metal.
 - iv. Design: Canopies shall be narrow in elevation, six inches (6”) to twelve (12”) and flat or slightly angled. Typically, the canopies shall be flat or slightly angled so that the overall height dimension does not exceed eighteen inches (18”). Canopies shall be self supporting or supported by tension rods. Canopy projections shall be limited to forty-eight inches (48”).



Storefront Opening with clear glass



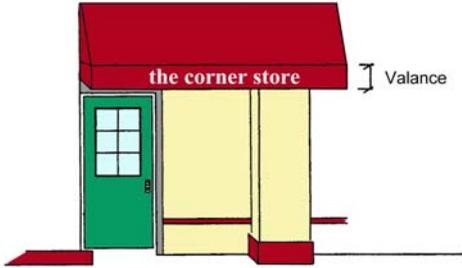
Fabric Awning detail.

- f. Awnings:
- i. Design: Awnings shall be traditional in design and must be made from fabric or similar material, rather than metal, plastic or rigid fiberglass. Awnings shall not be made of high gloss, shiny or translucent materials.
 - ii. Size: Awnings shall be proportional to the window opening and compatible in height, length, depth and bulk with the building façade. Awnings shall not obscure the architectural features of the building but rather the awnings shall respect the overall building façade.
 - iii. Shape: An awning that is triangular in section sloping outward and down from the top of the awning or half round is generally preferred. The CIA Design Committee may approve other awning shapes, such as round top, box or other unusual shapes, where such shape is appropriate to the integral architectural design of the façade.
 - iv. Frame: The frame shall be a traditional historic frame. Wood or metal support structures shall be painted or bronzed.
 - v. Fabric: Fabric shall be standard cloth fabrics in either solid, stripe or patterns.



Two examples of awnings proportioned to the window opening

- vi. Color: Color shall be a solid through color with the underside of the awning the same color as the exposed face. A maximum of 3 colors on the awning shall be allowed. Awning colors must be complementary and compatible with the building façade.
- vii. Location: Awnings shall not cover distinctive architectural features of the building façade. All awnings shall be attached directly to the building, rather than supported by columns or poles. First floor awnings shall not be located higher than the midpoint between the highest level of the first floor and the window sill of the second floor. First floor awnings may encroach upon the frontage line but must avoid street trees and must provide a minimum clearance of eight (8') feet of vertical clearance from the sidewalk surface grade. Awnings must also be setback a minimum of two (2') feet from the road curb. Upper floor awnings shall be permitted only on vertically proportioned windows, provided the awning is only the width of the window and encroaches on the frontage line no more than three (3') feet and is not used as a back lit sign.
- viii. Lighting: Internally illuminated or back-lit awnings are prohibited.
- ix. Awning Signage: Awnings with lettering, symbols and/or other graphics shall be considered signage and shall be subject to the City's signage regulations.



Awning Sign



Sample Awning Signage

- g. Balconies, Railings and Porch Structures: Balconies, railings and porch structures shall be metal, stone, wood or pre-cast limestone.
- h. Windows:
 - i. Front facing windows shall be clear glass, not reflective or tinted glass or plexi-glass. Side and rear facing windows may be faux, to break up long building facades if appropriate, after review and approval by the CIA Design Committee.
 - ii. Second story windows shall maintain the height and width of the original historic window openings
 - iii. Window muttons shall be wood or metal and shall be painted or bronzed.
 - iv. Curtains or blinds are permissible for second story windows in storage areas.
 - v. Window opening shall not be blocked or covered with a solid material.
- i. Security Systems:
 - i. Security systems shall not cover distinctive architectural features on the façade.



Side facing faux windows, which break up a long building facade



Security gates such as these should not be permitted. All gates should be located behind the window displays so the view into the building and the goods offered are fully visible.

- ii. Laminated glass or security film must be installed on the inside of the window or door glass.
- iii. Security bars, solid metal security gates or solid roll-down windows shall be prohibited.
- iv. Link or grill type security devices shall be permitted only if installed from inside, within the window or door frames. With special permission by the CIA Design Committee, link or grill type security devices may be installed on the outside if the coil box is recessed and concealed behind the building wall. Security grills shall be recessed and concealed during normal business hours. Models that provide a sense of transparency, in light colors, are encouraged. Other types of security devices fastened to the exterior walls are prohibited. The preferred location for the link or grill type of security system is behind the window display so merchandise is still visible after hours.
- v. Burglar alarms or security cameras shall not be visible from the street.
- vi. Any exterior security lighting shall be installed per the Lighting Section of these Design Guidelines and must meet the lighting requirements of the City.



Buildings colors should be compatible not contrasting like these two building colors.

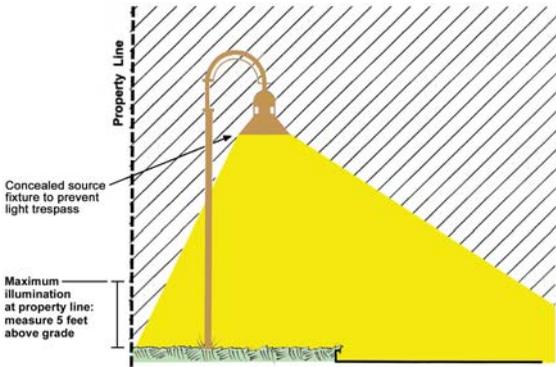
8. Building Colors: Exterior colors shall be compatible with the colors on adjacent buildings and subject to review by the CIA Design Committee. Proposed colors shall be specified on the plans. Traditional paint colors are encouraged and typically no more than three colors shall be used without permission from the CIA Design Committee. Gaudy or fluorescent colors are prohibited. The painting of brick or stone is not encouraged. The removal of paint on building surfaces is encouraged but must be performed in such a way that the original masonry and mortar is not damaged.
9. Air Conditioners and other Utility Systems: Air conditioning units shall not be permitted on the front façade of any building or building façade where there is a pedestrian entry. Air conditioning units on side or rear walls shall be flush with the building walls and screened with decorative grills. In no instance shall the air conditioning drain onto walkways.
10. Mechanical Equipment: Roof top mechanical equipment shall be hidden from view from adjacent properties and from the rights-of-way.

F. Side and Rear Façade Design.

Whenever a side or rear façade is visible from a public street, or if parking is located at the side or rear of the building, the façade shall be designed to create a pleasing appearance, in accordance with the following design criteria:

1. Design: Rear and side storefronts shall be similarly designed as front facades described above.
2. Parapet: If a parapet is used, the top of the parapet wall shall be flat or stepped slightly to accentuate end piers. If no parapet is used, downspouts shall be located at the outer sides of the facades, not in the middle of the façade.
3. Materials: Materials and architectural features similar to those present on the front of the building shall be used on the side or rear façade. Acceptable materials include brick, stone and precast limestone. Decorative CMU (concrete masonry unit) or stucco may be permitted with permission by the CIA Design Committee. The buildings are to be constructed from permanent materials that will weather handsomely over time, such as brick, stone, masonry, or other natural materials. The use of bare metal, aluminum or vinyl siding, mirrored glass and plastic shall not be allowed. Imitation stucco (Dry-Vit, Sto-Wall, E.I.F.S. and other brands) shall not be allowed below 11' height. Imitation stucco type products may be allowed above 11' height with special CIA Design Committee's approval provided the architecture is in character with the historic nature of the district. The use of metal panels, wood siding, and cement board siding are generally discouraged but may be allowed by the CIA Design Committee if the architecture is in keeping with the historic nature of the district.
4. Service Areas: Trash receptacle and service areas shall be completely screened with landscaping, a fence, a wall, or a combination thereof.

- 5. Open Space: Open areas shall be landscaped with lawn, ground cover, ornamental shrubs and trees. On every site involving new development or redevelopment, foundation plantings adjacent to the building may be required at the discretion of the CIA Design Committee. The species and design shall be identical to or compatible with the landscaping schematic for the approved CIA Streetscape.
- 6. Streetscape: The area within the right-of-way between the curb and building shall be identical to or compatible with the approved CIA streetscape scheme.
- 7. Roof Top Mechanical Equipment: Roof top mechanical equipment shall be hidden from view from adjacent properties and from the rights-of-way.



Lighting Fixture Orientation and Shielding



Indirect Lighting

G. **Lighting.**

Exterior lighting must be placed so that sidewalks and parking areas are properly lighted to facilitate the safe movement of pedestrians and vehicles and provide a secure environment. Exterior lighting can also be used to highlight special architectural features of buildings.

- 1. Type: Pole lighting shall be compatible with the approved CIA Streetscape-style street lamps. Floodlights, wall pack units, other types of unshielded lights, and lights where the lens is visible outside of the light fixture are not permitted. Neon lighting is not encouraged. Lighting style shall be compatible with approved CIA Streetscape.

2. Lighting Source: The lighting source shall not be directly visible from adjoining properties. The lighting shall be shielded so as to direct the light onto the site and away from adjoining properties.
3. Intensity: In parking areas, the light intensity shall average a minimum of 1.0 foot candle, measured five (5) feet above the surface. In pedestrian areas, the light intensity shall average a minimum of 2.0 foot candles, measured five (5) feet above the surface. Lighting shall not be flashing, pulsating or project unshielded glare onto the sidewalks or roadways.
4. Height: The maximum height of light poles to the top of the fixture shall be twenty (20) feet high.

H. Parking.

The following parking and parking lot design guidelines shall be highly encouraged:

1. Parking Lot: New parking lots shall generally be located at the side or in the rear of the building, if possible. Parking in front of a building shall be minimized unless the CIA Design Committee determines that parking in front of the building would be acceptable for any of the following reasons:
 - a. Marketability of the site would be greatly impaired by parking in the rear of the building.



Future new building development should place the parking on the side or in the rear of the building if possible, not in the front as shown in the picture. Large front yard parking lots create a street face that is not oriented to people. This type of development also destroys the continuous street rhythm of buildings set at the right-of-way or sidewalk.

- b. Front yard parking is required to maintain the continuity of front building setbacks in the block while making efficient use of the site, or
 - c. Front yard parking is required for the purposes of traffic safety and to minimize driveway curb cuts where the new parking lot is proposed to connect with one or more parking lots on adjoining parcels.
2. Parking: Parking located in front or on the side of a building shall be screened from the road with a thirty inch (30”) to four foot (4’) high decorative brick, stone or other masonry wall complementing the adjacent buildings. A continuous evergreen hedge or decorative ornamental fence may be allowed with the CIA Design Committee’s approval. Screen wall openings for vehicular and pedestrian access shall have a maximum width of (25’) twenty-five feet. Sight clearance must be maintained. Any required fencing shall be decorative iron rather than chain link fence.
3. Pavement: Paving shall be confined to the minimum area necessary to comply with the City of Sterling Heights parking requirements, in order to maximize the amount of land area left for landscaping and open space.
4. Parking Spaces: Parking spaces located adjacent to residential buildings and uses shall require the following:
- a. A six (6) foot high decorative brick wall shall be required between non-residential and residential uses.



Sample Parking Lot Screening

- b. Wherever feasible, a five foot wide opening(s) shall be provided in the wall to encourage and connect to existing or future pedestrian pathway systems located on adjacent parcels.
- 5. Parking Lot Screening: A hedge, ornamental fence, decorative wall, or combination of above, with a vertical rise of thirty (30) inches shall be developed to screen parking lots from the public rights-of-way.

I. Landscaping.

New landscaping shall comply with the CIA Streetscape standards, in addition to the guidelines below:

- 1. Street Trees:
 - a. Spacing: On every site involving new development or redevelopment, street trees (min. 2.5 inch caliper) shall be provided at an average of 30 linear foot intervals.
 - b. Variety: The species of street tree and exact locations shall be as specified on the future Streetscape Plan. In the event that the future Streetscape Plan has not been created and adopted, then planting of the salt-resistant, deciduous street trees shall be encouraged within the road right-of-way at 30 foot intervals. Some of the acceptable tree types include Red Maple, Norway Maple, Cleveland Pear, Aristocrat Pear, Little Leaf Linden, Zelkova, Honeylocust and Oak.



Windows and sidewalk displays promote pedestrian activities and encourage people to linger.

- c. **Street Tree Plan:** A street tree plan shall be submitted for review and approval for any modifications that do not fit into item #J 2.
2. **Landscape Plan:** On every site involving new development or total redevelopment, a landscape plan shall be submitted for review and approval.
3. **Landscape Lighting:** Up lighting of landscaping and trees is encouraged.

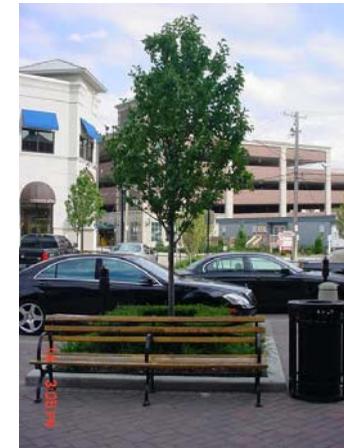
J. Sidewalk Displays.

Sidewalk displays shall be permitted directly in front of a business establishment provided at least five (5) feet of clearance is maintained along pedestrian circulation routes. Displays are required to comply with the following:

1. **Size:** Display cases shall be located against the building wall and shall not be more than two (2) feet deep. The display area shall not exceed fifty (50%) percent of the length of the storefront.
2. **Hours and Materials:** Display cases shall be permitted only during normal business hours, and shall be removed at the end of the business day. Cardboard boxes, pallets & plastic containers shall not be used for sidewalk displays.
3. **Maintenance and Style:** Sidewalk displays shall maintain a clean, litter-free and well-kept appearance at all times and shall be compatible with the colors and character of the storefront from which the business operates.



Pedestrian Plaza



Outdoor Seating

K. Courtyards and Plazas.

- 1. Design: Exterior public and semi-public spaces, such as courtyards or plazas, shall be designed to enhance surrounding buildings and provide functional amenities for the users.
- 2. Composition: Exterior public or semi-public spaces shall include textured paving, landscaping, lighting, fountains, street trees, benches, trash receptacles and other items of street furniture, as appropriate.
- 3. Edges: Courtyards shall have recognizable edges defined on at least three sides by buildings, walls, elements of landscaping, and elements of street furniture, in order to create a strong sense of enclosure.
- 4. Integration: Courtyard and plazas shall be connected to the public sidewalk pathway system.

L. Outdoor Cafes, Outdoor Eating Areas and Open Front Restaurant (i.e. Window Service).

- 1. Size: Any outdoor eating area outside of the building footprint shall not exceed fifteen percent (15%) of the gross floor area of the ground floor level of the principal building.
- 2. Location: Outdoor eating areas (with the exception of sidewalk cafes) shall be located no closer than five (5) feet from any street right-of-way or any vehicular parking or



Sidewalks in commercial areas should be pedestrian friendly and promote social activities like these examples.



Potential outdoor seating area adjacent to Holiday Plaza.

maneuvering areas. Such eating areas shall be separated from all vehicular parking and maneuvering areas by means of a greenbelt, wall, or architectural feature.

- 3. Location and Screening: The outdoor eating area shall not be located within fifty (50) feet of any properties used or zoned for single family residential purposes. The area shall be completely screened from view from all single family residential properties by an obscuring wall or greenbelt, in compliance with this Ordinance.
- 4. Maintenance: The outdoor eating area shall be kept clean and void of litter at all times. Fences or landscaping shall be provided to control blowing debris.
- 5. Vending Machines: All vending machines and arcades shall be located within a completely enclosed building.
- 6. Outdoor Sidewalk Cafes: Outdoor sidewalk cafes shall be subject to the following guidelines:
 - a. A minimum of five (5) feet of sidewalk along the curb and leading to the entrance to the establishment must be maintained free of tables, chairs and other encumbrances to allow for pedestrian circulation. If the sidewalk is not wide enough to allow for a five (5) foot wide clearance for circulation, the cafe shall not be permitted. Planters, posts with ropes, or other removable enclosures are encouraged and shall be used to define the area occupied by the outdoor seating.



Decorative vending machines that match the approved streetscape may be approved for outside installation after review and approval by the City.

- b. Pedestrian circulation and access to store entrances shall not be impaired. Thus, a boundary (maximum encroachment width and length) into the public sidewalk shall be established, with an accessible aisle being maintained between this line and the curb, in accordance with the provisions of the National Americans with Disabilities Act (ADA) and Michigan Barrier Free requirements.
- c. The operators of the outdoor cafe shall be responsible for a clean, litter-free, and well-kept appearance within and immediately adjacent to the area of the tables and chairs. Additional outdoor trash receptacles shall be required. Written procedures for cleaning and trash containment and removal responsibilities of the cafe must be noted on the site plan to the satisfaction of the City.
- d. Tables, chairs, planters, trash receptacles, and other elements of street furniture shall be compatible with the architectural character of the adjacent buildings. If table umbrellas will be used, they shall complement building colors.
- e. Additional signs shall not be permitted, beyond what is permitted for the existing restaurant.
- f. The hours of operation for the outdoor seating area shall be established and noted on the plan.
- g. Preparation of food and beverages shall be prohibited in this outdoor area. The sale and consumption of alcohol are governed by the Michigan Liquor Control Act and local ordinance.



Sample table and chairs that are compatible with the approved streetscape.

- h. Liability issues for use of the public sidewalk shall be addressed and reviewed by the City Attorney.

M. Mechanical Equipment.

- 1. Mechanical Equipment: All air conditioning units, HVAC systems, exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties, by using walls, fences, roof elements, penthouse-type screening devices or landscaping.
- 2. Fire Escapes: Fire escapes shall not be permitted on a building's front facade. In buildings requiring a second means of egress pursuant to the local building codes, internal stairs or other routes of egress shall be used.

N. Service Access.

- 1. Service Alley: A service alley or designed loading space shall be reserved at the rear of the building.

O. Festival Space. Within each large commercial development or district corridor, festival space should be reserved for pedestrian gatherings. A pedestrian friendly space (urban plaza or park) can be used for seasonal and special events (e.g. art fairs, winter festivals, holiday events, etc.)



Festival Space: Downtown Farmington built this pavilion, with restrooms, to hold special events throughout the year. The building and park were retrofitted into an existing strip commercial center and parking lot.

Section III. SIGN REVIEW GUIDELINES

Sign review and approval is required for all uses in the CIA District in accordance with the City of Sterling Heights Zoning Ordinance and shall be performed by the City. Consideration of the sign guidelines herein shall be exercised by the City of Sterling Heights with exceptions to these sign review guidelines permitted at the City's discretion.

A. Permit.

No sign shall be erected within said district without first securing a permit from the City.

B. Drawing.

Upon request for a permit to erect a sign within said district, the applicant shall provide a drawing indicating the location on the building to which the sign is intended to be attached. If the sign is intended to be unattached, the applicant shall provide a drawing indicating the location on the sign in relation to the building and street right-of-way or curb.

C. Prohibited Signs.

Prohibited signs are signs that:

1. Contain or are an imitation of an official traffic sign or signal or contain words such as "stop", "go slow", "caution", "danger", "detour", "warning", or similar words or any other



This signage clutter overpowers the building face and limits views into and out of the store.

words, phrases, symbols or characters, in such a manner as may interfere with, mislead or confuse traffic.

- 2. Are of a size, location, movement, content, coloring or manner of illumination, including but not limited to flashing lights, which may be confused with or construed as a traffic control device or which hide from view any street sign or signal.
- 3. Advertise an activity, business product or service once conducted or available on the premises upon which the sign is located, but which is no longer conducted or available on such premises. The owner of such premises shall have signs removed within thirty days after termination of the activity, business, product or service which the sign advertises.
- 4. Are applied graffiti with the intent to deface the building. Graffiti shall be removed immediately in a manner that does not destroy the integrity of the existing building materials.



Sign and lighting can be made architecturally compatible with building exteriors, like this sign with its companion goose neck style light fixtures.

D. Location.

- 1. The erection of poles in the public rights-of-way is prohibited except that such prohibition shall not apply to:
 - a. Public utilities that require the erection of poles to provide services rendered by them.
 - b. The erection of poles for installation of traffic control signs or devices.

- c. A public or private entity has been granted permission by the governing body with jurisdiction over the roadway.
- 2. No sign shall be erected which shall be less than eight (8) feet from ground level measured vertically from the bottom of said sign to ground level.
- 3. Business signs shall not be located on the second story façade of the building.
- 4. No sign shall be erected within a distance of ten (10) feet measured horizontally from any fire hydrant, traffic light or street lighting poles, nor shall any sign be erected in any location where, by reason of traffic conditions, fire or explosion hazards, it would imperil public safety or interfere with the function of the fire department.
- 5. Signs shall be prohibited from extending, in any manner, into or over public rights-of way traveled, or intended for use by motorized vehicles.
- 6. Signs shall be located either in the panel located above the awning or transom windows, on the canvas awning, on the window or door glass, on the transom window area or on a small projecting sign.



Sign located above the transom



Roof top signs shall be prohibited.

E. Sign Size.

- a. The total surface area of all wall signs shall generally not exceed one and one-half (1 1/2) square feet per lineal foot of building frontage, not to exceed one-hundred (100) square feet. The sign size shall fit the existing features of the building and shall not cover up architectural details.

- b. The total area of freestanding ground signs shall generally not exceed one-half (1/2) of a square foot per lineal foot of lot frontage, not to exceed twenty-five (25) square feet for a single face sign, fifty (50) square feet for a double face sign, or a total of fifty (50) square feet of surface for any other sign configuration.
- c. If a facade is shared by more than one premise, the total sign area available to the facade under the terms of these guidelines shall be allocated so that the sign area available to each premise bears the same proportion that the facade area bears to the total façade area.



Consideration should be given to the reduction of large pole signage such as the Burger King and the Little Caesars signage in the photo.

F. Projecting Signs.

Individual projecting signs to be mounted perpendicular to building facade may be permitted subject to the following:

- 1. The signboard shall not exceed eight (8) square feet.
- 2. No signs shall be mounted above the first floor of the building.
- 3. The distance from the ground to the lower edge of the signboard shall be eight (8) feet minimum.
- 4. The distance from the building wall to the signboard shall not exceed six (6) inches.
- 5. The width of the signboard shall not exceed three (3) feet.
- 6. The height of the lettering, numbers or graphics shall not exceed eight (8) inches.



Projecting Signs

- 7. The projecting signs shall be limited to one (1) sign per business. Projecting signs are not permitted in conjunction with wall-mounted, freestanding or applied letter signs.
- 8. The outside edge of a projecting sign shall not extend more than 42” from the face of the building that it is attached to.



Sample Street Addresses



Wall signage should be visible without overwhelming the building face or extending over the sill of the second floor level, as seen in this example.

G. Lettering.

Applied letters may substitute for wall-mounted signs, if constructed of painted wood, painted cast metal, bronze, brass or black anodized aluminum. Applied plastic letters shall not be permitted. The height of applied letters shall not exceed eight (8) inches.

H. Wall-Mounted Signs.

Wall-mounted signs may be permitted subject to the following:

- 1. The sign shall be affixed to the front facade of the building, and shall project outward from the wall to which it is attached no more than six (6) inches.
- 2. The area of the signboard shall not exceed five (5%) percent of the ground floor building facade area, or twenty-four (24) square feet, whichever is less.
- 3. The maximum permitted height is fifteen (15) feet above the front sidewalk elevation, and shall not extend above the base of the second floor windowsill, parapet, eave or building facade.

- 4. The height of the lettering, numbers or graphics shall not exceed eight (8) inches.
- 5. The sign shall be granted to commercial uses occupying buildings facing on public streets only and shall not be allocable to other uses.
- 6. The wall-mounted signs shall be limited to one (1) sign per business.



Wall mounted sign

I. Painted Window or Door Sign.

Painted window or door signs may be permitted, provided the following guidelines are met:

- 1. The sign shall not exceed ten (10%) percent of the window or door area, or four (4) square feet, whichever is less.
- 2. The sign shall be silk-screened or hand painted.
- 3. The height of the lettering, numbers or graphics shall not exceed four (4) inches.
- 4. The painted window door signs shall be limited to one (1) sign per business, painted on either the window or the door, but not on both. Florissant and gaudy colors are prohibited.
- 5. The painted window or door signs may be in addition to only one of the following: a wall-mounted sign, a free standing sign, an applied letter sign, a projecting sign or a valance awning sign.
- 6. Applied vinyl window or door signage shall be evaluated on a case by case basis.



Painted window signs

J. Awning Signs.

Awnings or canopies used to advertise a business shall be made of cloth or material resembling cloth. Awning signs may be permitted for ground floor uses only provided the following guidelines are met:

- 1. If acting as the main business sign, it shall not exceed ten (10) square feet in area, and the height of the lettering, numbers or graphics shall not exceed eight (8) inches.
- 2. If acting as an auxiliary business sign, it shall be located on the valance only, shall not exceed four (4) square feet in area, and the height of the lettering, numbers or graphics shall not exceed four (4) inches. No awning sign shall extend vertically or horizontally beyond the limits of the awning.
- 3. Limited to two (2) such signs per business, on either awning or valance, but not on both.
- 4. If acting as the main business sign, it shall not be in addition to a wall-mounted sign.
- 5. Internally illuminated awning signs are prohibited. Indirect awning lighting is permitted after review and approval by the CIA Design Committee.

K. Free Standing Signs.

One (1) free-standing sign may be provided, subject to the following conditions:

- 1. The building where the business, to which the sign refers, shall be set back a minimum of five (5) feet from the street line.
- 2. The area of the signboard shall not exceed three (3) square feet.



Canopy Sign



Awning Sign

- 3. The height of the lettering, numbers or graphics shall not exceed four (4) inches.
- 4. The height of the top of the signboard, or of any posts, brackets or other supporting elements shall not exceed six (6) feet from the ground.
- 5. The signboard shall be professionally constructed of wood, with wood or cast iron brackets, and shall be architecturally compatible with the style, composition, materials, colors and details of the building.
- 6. The sign shall be located within four (4) feet of the main entrance to the business and its location shall not interfere with pedestrian or vehicular circulation.
- 7. Free-standing signs shall be limited to one (1) sign per building and shall not be in addition to wall-mounted, applied letters or projecting signs.



Signage like this produces visual clutter and is motorist oriented, not pedestrian oriented. This is example of bad signage.



Sample Ground Sign.



Corner Business Sign

L. Corner Business Signage.

Businesses located in corner buildings are permitted one sign for each street frontage.

M. Service Entry Signage.

Businesses with service entrances may identify these with one (1) sign not exceeding (2) square feet.

N. Directional Signage.

One (1) directional sign, facing a rear parking lot, may be erected. This sign may be either wall-mounted on the rear facade, projecting or free standing, but shall be limited to three (3) square feet in area.

O. Restaurant and Café Signage.

In addition to other signage, restaurants and cafes shall be permitted the following, limited to one (1) sign per business:

- 1. A wall-mounted display featuring the actual menu as used at the dining table, to be contained within a shallow wood or metal case, and clearly visible through a glass front. The display case shall be attached to the building wall, next to the main entrance, at a height of approximately five (5) feet, shall not exceed a total area of two (2) square feet, and may be lighted.
- 2. A sandwich board sign, as follows:
 - a. The area of the signboard, single-sided, shall not exceed five (5) square feet.
 - b. The signboard shall be constructed of wood, chalkboard or finished metal.
 - c. Letters may be painted or hand written.
 - d. The sign shall be located within four (4) feet of the main entrance to the business and its location shall not interfere with pedestrian or vehicular circulation.



Menu Board Examples



- e. The information displayed shall be limited to daily specials and hours of operation.
- f. The sign shall be removed at the end of the business day.

P. Sign Design Guidelines.

- 1. Signs affixed to the exterior of a building shall be architecturally compatible with the style, composition, materials, colors and details of the building, as well as with other signs used on the building or in its vicinity.
- 2. Signs shall fit within the existing facade features, shall be confined to signable areas, and shall not interfere with door and window openings, conceal architectural details or obscure the composition of the facade where they are located. Signs shall be placed on a facade only in a manner historically appropriate to the style of the building.
- 3. Whenever possible, signs located on buildings within the same block-face shall be placed at the same height, in order to create a unified sign band.
- 4. Wood and painted metal are the preferred materials for signs. Flat signs should be framed with raised edges. Signs using wood shall use only high-quality exterior grade wood with suitable grade finishes. Sign materials shall be durable in nature.
- 5. Sign colors should be compatible with the colors of the building facade. A dull or matte finish is recommended, for it reduces glare and enhances legibility.



Sandwich Boards

6. Signs shall be spot-lighted (indirect lighting such as gooseneck light fixtures) with a diffused light source. Spot-lighting shall require complete shielding of all light sources; light shall be contained within the sign frame and shall not significantly spill over to other portions of the building, or site. Warm fluorescent bulbs may be used to illuminate the interior of display cases. Neon signs are allowed only with special permission from the CIA Design Committee and when placed inside the display case to insure low intensity colors.
7. Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only and not directly into brick or stone. Drilling to provide electrical service should also follow the same rule.
8. Signage quantity shall be kept to a minimum and temporary signage shall be removed when in disrepair.
9. Each business shall identify the number of its address within the signboard. One (1) sign facing each street or parking lot may be permitted.

APPENDIX A

Definitions

Terms used throughout this section shall take their commonly accepted meanings unless defined herein. When there are conflicts between the definitions herein and others, the definitions of this section shall take precedence.

- 1. **Alteration:** Any addition or modification of any portion of the exterior of a building or designated feature that is visible from the public street, sidewalk, alley or park which changes the architectural style, arrangement, texture, or material of the building or feature or significantly changes the color.
- 2. **Awning:** A roof like cover located at the top of the store front and above windows meant to give shelter from the elements.
- 3. **Bracket:** An overhanging member that projects from a structure (as a wall) and is usually designed to support a vertical load or to strengthen an angle.
- 4. **Building Height:** The vertical distance measured from the established grade at the center of the building at the frontage line to the highest point of the roof surface in a flat roof, to the deck line for a mansard roof, to the mean height level between the eaves and the ridge for a hip, gable and gambrel roofs.



Awning



Traditional Bulkhead

- 5. **Building Alignment:** A line usually parallel to a property line beyond which a structure may not extend. This generally does not apply to uncovered entrance platforms, porches, terraces or steps.
- 6. **Bulkhead:** The bottom part of the storefront face that is typically 1-2 feet high and carries the storefront display window.
- 7. **Canopy:** A roof-like cover located at the top of the store front entry door meant to give shelter from the elements.
- 8. **Cantilever:** A projecting beam or part of a structure supported only at one end.
- 9. **Construction:** The act of adding an exterior addition to an existing structure or the erection of a new principal or accessory structure on a lot or property.
- 10. **Cornice:** A horizontal trim band of metal or wood that adds a decorative top crown to a storefront, (storefront cornice), or to the top of the wall where the wall meets the roof, (upper cornice).
- 11. **Cupola:** A small domed structure surmounting a roof.
- 12. **Demolition:** The act of razing or destroying, whether entirely or in part, a resource. Demolition includes but is not limited to demolition by neglect.



Simplified Bulkhead



Contemporary Canopy



Cornice detail



Cupola

- 13. **Display Window:** The window glazing and framing designed to allow for street and sidewalk viewing of window displays and products. Historically, the windows are typically clear so they provide maximum light and viewing exposure.
- 14. **Dormer:** A vertically set window on a sloping roof; the roofed structure housing such a window.
- 15. **Exterior Architectural Appearance:** The architectural character and general composition of the exterior of a structure, including, but not limited to, the kind, color, texture and dimension of the building material, and the type, design, color and character of all windows, doors, light fixtures, signs and accessory elements.
- 16. **Façade:** The exterior wall of a building exposed to public view.
- 17. **Fenestration:** The arrangement, proportioning and design of windows and doors in a building.
- 18. **Front Lot Line:** The line separating the lot from the street right-of-way.
- 19. **Front Yard:** A yard extending the full width of the lot, the depth of which is the minimum horizontal distance between the front lot line and the required setback.
- 20. **Gable Roof:** A roof having a gable at one or both ends; a ridged roof that slopes up from only two walls. A gable is the triangular portion of the end of a building from the eaves to the ridge.



Display Window



Dormer



Fenestration

21. *Hardscape*: Any exterior paving such as driveways, sidewalks, patios and terraces which are constructed of a brick paver, stone, compacted gravel, concrete or bituminous concrete surface.
22. *Hipped Roof*: A roof with four uniformly pitched sides; a roof which rises by inclined planes from all four sides of a building.
23. *Historic District*: An area or group of areas not necessarily having contiguous boundaries, that contains a resource or a group of resources that are related by history, architecture, archeology, engineering or culture.
24. *Historic Preservation*: The identification, evaluation, establishment and protection of resources significant in history, architecture, archeology, engineering or culture.
25. *Landscaping*: Any modification or embellishment of the plant cover or hardscape pavement of a property or resource.
26. *Major Architectural Change*: A change in the roof pitch, structural additions or removals, covering or replacement of decorative trim or exterior trim which is not similar in texture, dimension or proportion to the original, and changes to door and window openings.



This structure has a peaked gable roof with three window dormers on the roof.



Brick paver hardscape

- 27. **Marquee:** A permanent roof-like structure or canopy, supported by and extending from the face of the building. A marquee sign is a sign attached to or supported by a marquee structure. The structure extends from part or all of a building face, and is constructed entirely of noncombustible materials. Generally it is flat on the top and the bottom and may have a business or building name on the flat vertical surface.
- 28. **Masonry:** The building block units such as brick or stone which make up the wall surface. Masonry units are laid in one of many patterns and may be laid in decorative, ornamental patterns to accent special parts of the building like the windows.
- 29. **Massing:** The combination of the different elements creating the bulk and shape of the building.
- 30. **Mullion:** A slender, decorative vertical member that forms a division between units of a window, door or screen.
- 31. **Mural:** A design or representation which is painted or drawn on the exterior of a structure and which does not advertise a business, product, service or activity.
- 32. **Nonresidential:** Any resource containing commercial, office or institutional uses.
- 33. **Opaque:** The blocking of the passage of light.
- 34. **Ordinary Maintenance:** The keeping of a resource in good condition through ongoing minor intervention, undertaken from time to time, in its exterior condition. Ordinary maintenance does not change the exterior architectural appearance of the resource except through the elimination of the usual and expected effects of time and weathering. Ordinary



Marquee Sign



Square Masonry Block



Mullion

maintenance, such as repainting, repairing broken windows and caulking does not constitute “work” for the purposes of this section. (See “work” definition).

- 35. **Painting:** Applying a different color of paint or stain over what is currently visible on the exterior of the resource. (See repainting definition).
- 36. **Parapet:** The extension of a false front or wall above a roof line. The parapet low wall or railing is often used to protect or decorate the edge of a platform or roof and is sometimes called a parapet wall.
- 37. **Picture Window:** A large window whose bottom ledge is not more than waist high, which includes a dominant fixed sash area, though a movable sash may also be enclosed by the frame. The fixed sash area is usually wider than it is high.
- 38. **Rear Lot Line:** The lot line which is opposite and most distant from the front lot line of the lot.
- 39. **Rear Yard:** A yard extending across the full width of the lot, the depth of which is the minimum horizontal distance between the rear lot line and the required setback.
- 40. **Recessed Entry:** An entry that is set back from the front building line to allow for protection of the door from the elements and to prevent doors swinging out into the sidewalk area.
- 41. **Rectilinear:** Characterized by straight lines.



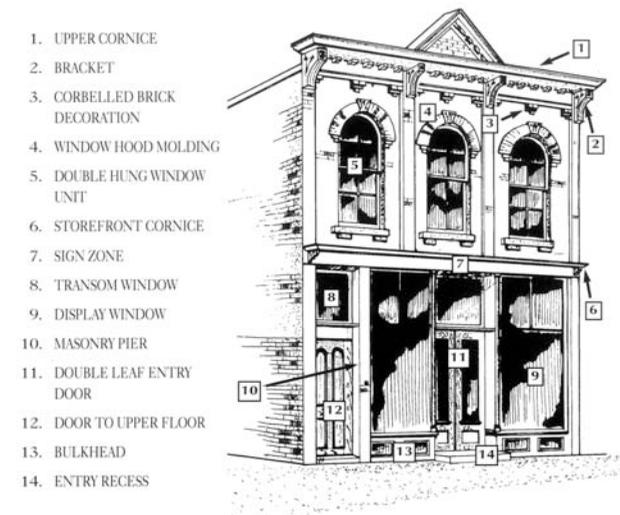
The parapet cap detail shown adds interest to the building and should be encouraged in new development.



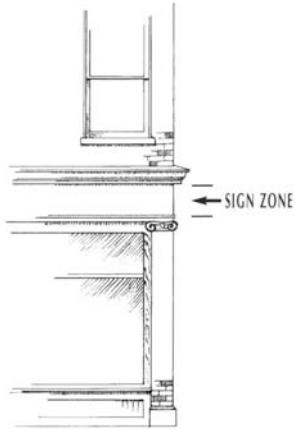
Parapet Wall

42. **Repair:** To restore a decayed or damaged resource to a good and sound condition by any process. Repairs which do not change the exterior architectural appearance of a resource except through the elimination of the usual and expected effects of time and weathering do not constitute “work”. (See “work” definition).
43. **Repainting:** Applying the same color paint or stain as currently exists on the exterior of a resource as a part of ordinary maintenance. Repainting does not constitute “work” for the purpose of this chapter.
44. **Residential:** Any resource which is used as a dwelling for one or more families that does not contain commercial, office, or institutional uses other than that which is permitted as a bed and breakfast, home business or home occupation.
45. **Ridge Line:** The horizontal line at the junction of the upper edges of two sloping roof surfaces.
46. **Roof Decks:** The flat portion of a roof, used as a terrace.
47. **Roof Line:** The contour or shape of a roof.
48. **Sash:** The framework in which panes of glass are set in a window or door; also; such a framework together with its panes forming a usually moveable part of a window.
49. **Scale:** The size of the structure or building relative to the size of the surrounding structures.

TERMS USED TO DESCRIBE STOREFRONT FEATURES

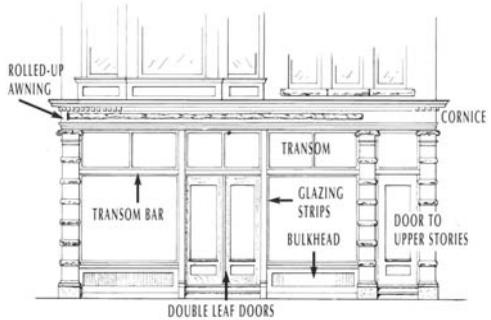


- 50. **Setback:** The minimum distance between a property line and a building, or portion thereof, as required by ordinance or code.
- 51. **Side Lot Line:** Any lot line that is not a front lot line or rear lot line. A side lot line separating a lot from a street is a side street lot line. A side lot line separating a lot from another lot, or lots, is an interior lot line.
- 52. **Side Yard:** A yard between a main building and the side lot line, extending from the front yard to the rear yard.
- 53. **Sign:** A name, identification, description, display or illustration which is affixed or applied to or represented directly or indirectly upon a building or other structure or zoning lot, and which directs attention to an object, product, place, activity, person, institution, organization or business. For purposes of the Design Guidelines, heritage murals shall be evaluated on an individual basis.
- 54. **Sign Area:** The area of a sign shall be computed as the area circumscribed by a parallelogram, triangle, circle or semi-circle, or any combination of these figures, which includes all of the display area of the sign including the frame surrounding the display area.
- 55. **Storefront:** The front side of a business establishment or building facing the main street.



■ On many traditional storefronts, the signage was intended to go in a narrow band above the storefront called the sign zone.

Sign Zone



Storefront Features

56. *Transition Line:* A horizontal line extending the full width of the façade expressed by a one (1) foot material change, a trim line or a balcony a minimum of 2 ½ feet in depth.
57. *Transom Window:* The panes of glass above the display window and entry separated by a horizontal bar of wood allowing for the addition of natural light into the building.
58. *Window Lintel:* The top horizontal structural beam over a window which supports the weight of the wall above it. Typically the window lintel is made of steel, stone or wood.
59. *Window Panes:* A flat sheet of glass, cut to size for glazing a window, door, etc. The glass pane is often of a small size.
60. *Window Sill:* The bottom, horizontal member of a window frame made typically of stone, brick or wood.
61. *Work:* Any activity which changes the exterior architectural appearance of a resource.



Simplified Transom Windows



Ornate Transom Window

APPENDIX B

Project Examples/Case Studies

The following illustrations show examples of how existing buildings and sites can be enhanced and upgraded utilizing the design guidelines of this report. We have selected the following sites: Holiday Pizza, Family Dining, the Kroger shopping plaza, and the former car dealership at 42955 Van Dyke.

Holiday Pizza: The mansard roof was removed and a traditional parapet with cornice was added. The sign was reduced to be located in the sign band area with indirect lighting. Fabric awnings with appropriately scaled signage were added above the windows and doors. Simplified bulkheads were added below each window. Existing window signs should be removed.

Family Dining: The rooftop sign was removed and the hip-roof was replaced with a traditional parapet and ornate cornice. The building façade was renovated with traditional brick facing and architectural details were added. Fabric awnings and a menu board were installed to upgrade the appearance of the restaurant. A new wall sign with indirect lighting was also installed. Existing window signs should be removed. The site was improved with landscaping and brick piers. An outdoor seating plaza was designed for the front of the restaurant. Tables, chairs, and umbrellas were included. The plaza is enclosed and separated from the parking lot by brick piers, an evergreen hedge, ornamental fence, and flowerbox.

The Kroger Plaza: Street Trees, landscaping, brick piers, and ornamental fencing was added along the Van Dyke greenbelt to soften-up and screen the existing sea of asphalt and parking lot. An outdoor pavilion with restrooms was added to house holiday gatherings and special events. A plaza with benches and café seating was included for seasonal use by customers and employees of the nearby businesses.

Former Auto Dealership: A conceptual landscape plan and perspective sketch for the former auto dealership, located at 42955 Van Dyke, has been included as a proposal from the private market, which incorporates many of the design guidelines from this report.



Before



After



Before



After



AWNING

UMBRELLA
TABLES

TABLE &
CHAIRS

ORNAMENTAL
FENCE

FLOWER
BOX

BRICK
PIERS

PATIO

HEDGE
ROW

PARKING
LOT

FAMILY DINING
BUILDING

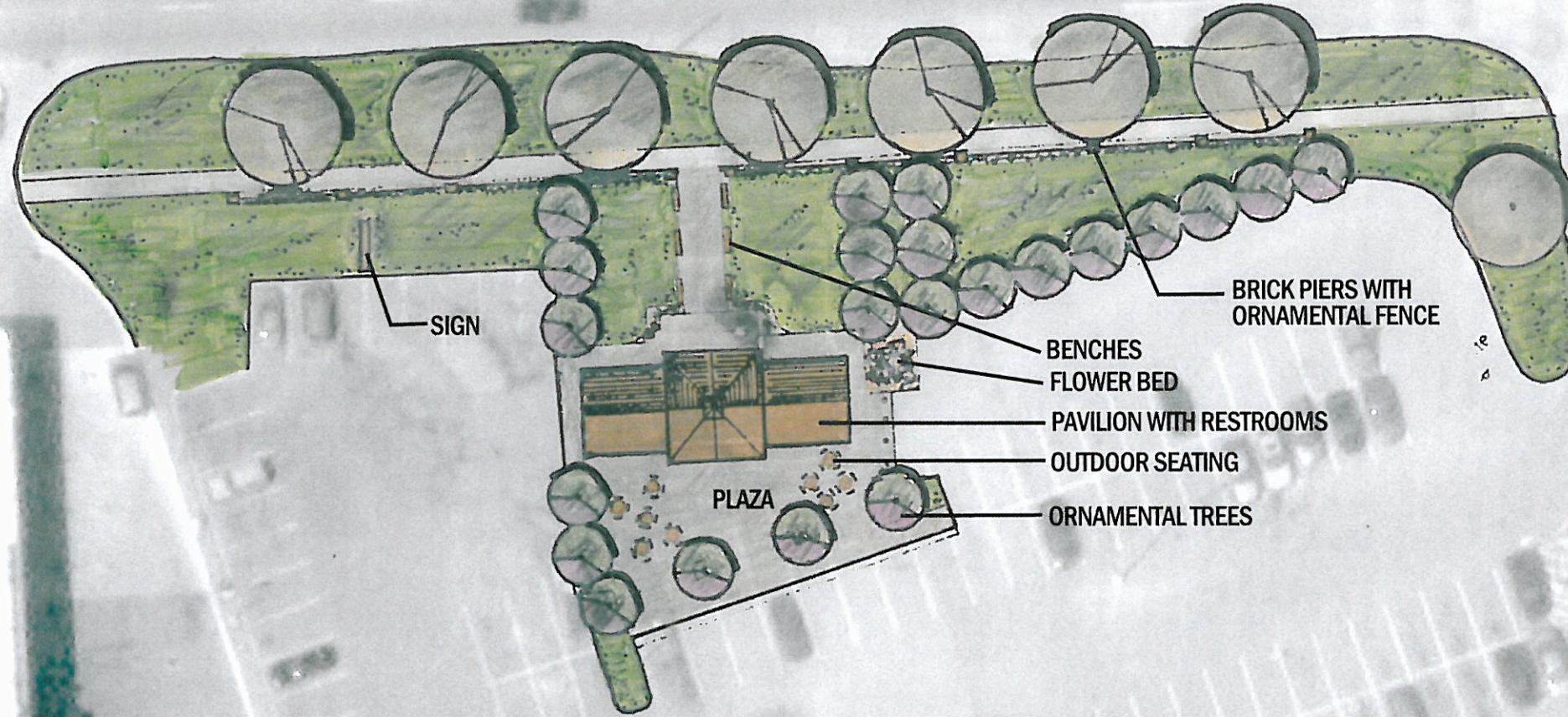
FAMILY DINING



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VAN DYKE ROAD



SIGN

BRICK PIERS WITH ORNAMENTAL FENCE

BENCHES

FLOWER BED

PAVILION WITH RESTROOMS

OUTDOOR SEATING

PLAZA

ORNAMENTAL TREES

KROGER

EXISTING PARKING LOT

SPEEDWAY

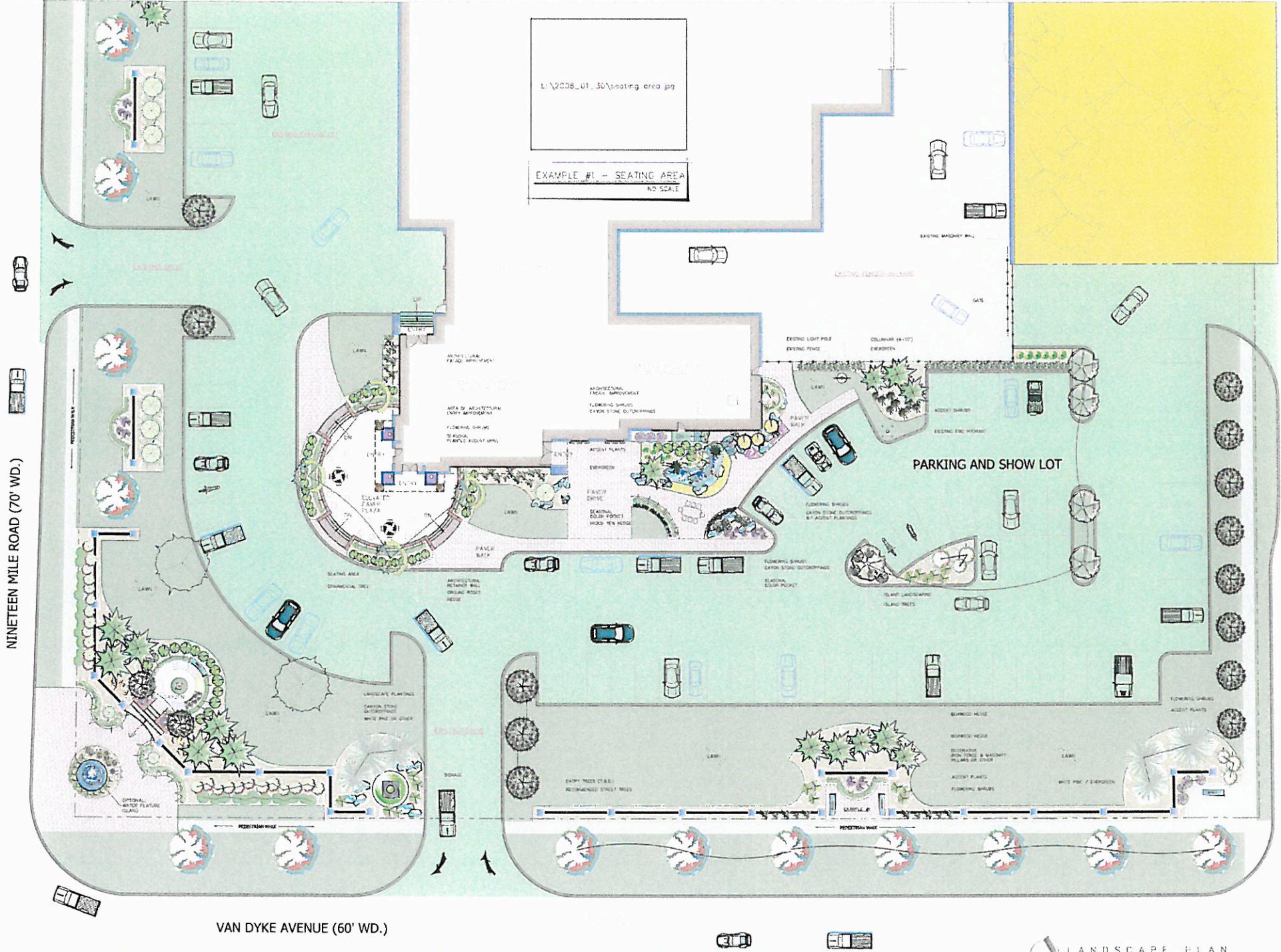
KROGER PLAZA



Not to Scale

Mckenna ASSOCIATES

03/27/2008



NINETEEN MILE ROAD (70' WD.)

VAN DYKE AVENUE (60' WD.)

LA GRAND BLVD

Steve Gawracz - Five Star Autoplex
 42955 Vandyke Avenue
 Sterling Heights, Michigan

Conceptual
 Landscape
 Site Plan

DATE: 08/20/08
 DRAWN BY: J.S.
 CHECKED BY: J.S.
 SHEET NO: 05/105

L100

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Earth
 Environments
 architectural & horticultural solutions

LANDSCAPE PLAN
 SCALE: 1" = 20'-0"

COMMUNITY PLANNING CONSULTANT

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NOTES: