



District Design Guidelines

City of Durand Downtown Development Authority

Final Report
January 3, 2012



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Introduction

PURPOSE

The City of Durand Downtown Development Authority (DDA) District Design Guidelines is a document conceived to encourage quality of design and materials, attention to detail, and observation of a place as a whole, rather than a patchwork of individual projects. The District Design Guidelines document will provide its users with a series of photographs, illustrations, and ideas, and the philosophy driving them, to contribute to the future development and redevelopment of the DDA in a positive way. The document will help to motivate its users to concentrate on the aesthetics of their individual project, and to better design their efforts around a project that will be complementary to, compatible with, and make a contribution toward, downtown Durand as it exists today and well into the future.

The District Design Guidelines document does not propose to establish rigid architectural or site design guidelines or standards. This document is designed to act as a starting point, to convey an established vision, and to ensure that project designers will have a comprehensive understanding of that vision. The document does not propose a specific architectural style, nor does it specify required architectural details. The methods, guidelines and examples provided herein, however, will communicate to designers the level of quality that is desired in downtown Durand and is consistent with downtown's unique history and sense of place.

The guidelines established in this document are the result of a planning process involving a variety of staff, officials, residents and other stakeholders. The ultimate purpose of the guidelines is to provide a foundation on which decisions can be made with regard to the form of development and redevelopment within downtown Durand. By encouraging desirable site and design elements and discouraging undesirable ones, the District Design Guidelines document will incrementally preserve those valuable features it identifies and will prevent future undesirable visual elements from proliferating.

During a meeting in the Summer of 2011, the DDA Board discussed and identified ten specific expected outcomes of the Design Guidelines. These expected outcomes are listed below:

1. Support the long-term economic vitality and create a more inviting downtown.
2. Provide guidance to property owners and tenants about buildings, their distinctive characteristics, and how to maintain them.
3. Preserve and restore historically significant buildings.
4. Protect historic architectural features on individual buildings.
5. Ensure that building alterations and new construction contribute to the City's historic identity (brand).
6. Encourage new construction that will respect the established pattern of construction in terms of height, mass, rhythm and form.
7. Require building materials that have a texture, pattern, and scale that is consistent with existing buildings in the District.
8. Create pedestrian interest at the street level to re-establish Durand as a friendly "walkable community."
9. Make "security" a priority for visitors, workers, and residents by elevating the role the built environment plays in creating defensible space and by eliminating conditions which contribute to fear.
10. Support "sustainability" through building preservation and repurposing. (Energy is not used to demolish a building, dispose of debris, or to harvest new materials.)

HOW TO USE THIS DOCUMENT

This document should be utilized as a design guide for all new development and redevelopment occurring within Durand's DDA District, and would apply in addition to all applicable City zoning and building codes. Set forth below are the general steps in the City's development process and points at which the design standards should be consulted and applied:

1. Locate the property and identify the applicable zoning district.
2. Discuss the proposed project with City staff (informal discussion only).
3. Review the design standards.
4. Understand and document the context of the building site; inventory adjacent land uses.

5. Develop the site plan and building design using the standards in conjunction with relevant chapters of the City of Durand Zoning Ordinance and other applicable development regulations and policies.
6. Submit the project for formal review by the City per the relevant procedures as set forth in the City Zoning Ordinance.

CONTEXT AND HISTORY

REGIONAL CONTEXT

The City of Durand (pop. 3,446) is located within the southeastern quarter of Shiawassee County, in the central lower portion of Michigan's Lower Peninsula. The City is located approximately 12 miles southeast of Owosso (pop. 15,194), the largest city in the County. Durand is conveniently located off of Interstate 69, which connects the metropolitan areas of Flint and Lansing.

HISTORICAL DEVELOPMENT PATTERN¹

Due to its location and lack of complex topography, the City of Durand (originally named Vernon Center) was an ideal spot for the development of an intricate railroad culture. While the area around the City still retains much of its agrarian form, Durand continues to function within and around its rail heritage. By 1877, the village form centered along the Detroit and Milwaukee Railroad line. The major cross-streets of the area were also present at this time, Oak and Main Streets. By 1895, the area's growth was still centered upon the railroad tracks, but more specifically, at the junction of multiple lines. The first train depot, water towers, coal docks, other rail supporting structures stand at the center of the area. As expected, by their proximity to this rail transportation hub, various businesses and industries located adjacent to this area and the historical downtown commercial form was created.

In 1903, at a cost of \$60,000, the Grand Trunk Railway System and the Ann Arbor Railroad built Durand Union Station to serve the thousands of passengers who came to this railroad center. The historic Durand Union Station continues to function today as an Amtrak stop on the Blue Water line connecting Chicago and Port Huron, and also houses the State Railroad History Museum.



Durand Union Station

The years of World War II and those decades following marked a shift in the form of the City of Durand away from its traditional rail dominated center. City development began to move more north from the rail junction, and away from its traditional core. At this time, the prominence of rail traffic industry had diminished and the postwar emphasis on highways was emerging. Durand's northerly expansion away from the depot and toward Interstate 69 resulted in the establishment of the Lansing Road commercial corridor, which competes against Durand's downtown businesses. Lansing Road's proximity to Interstate 69 attracts larger-scale and regionally-oriented businesses, while downtown Durand has carved out a niche as a location for specialty and locally-oriented businesses.

Established in 1994, Durand's DDA District comprises approximately 50 acres of land in the heart of the City (see DDA District Limits map on the following page). The District is centered at the intersection of Saginaw Street and Main Street, and primarily includes properties fronting on Saginaw, Main, Oak and Clinton Streets. The District is home to a variety of retail stores, personal service establishments, offices, restaurants and other businesses. The District is also home to a variety of institutions, public spaces and landmarks such as the historic Durand Union Station.

Footnotes:

1. Master Plan for the City of Durand, 2005.

DDA District Limits





Community Character Analysis

A community's character is largely determined by the perceptions and experiences of those living, working, shopping, or just passing through. The built and natural environments, in turn, determine our perceptions and experiences of a community. Urban design can provide direction and guidance for development to enhance community character by creating a greater sense of place.

Organized around the topics of blocks, buildings, the public realm, and land uses, this chapter includes narratives, maps, and photographs to illustrate the overall character of Durand's downtown District. This information provides the foundation for various guidelines outlined later in this document.

BLOCK STRUCTURE

The core historic blocks of downtown Durand, particularly Saginaw Street between Main and Genesee, can be described as two-part commercial blocks. According to author Richard Longstreth in *The Buildings of Main Street, A Guide to American Commercial Architecture*, two-part commercial blocks are:

the most common type of composition used for small and moderate-sized commercial buildings throughout the country. Generally limited to two to four stories, this type is characterized by a horizontal division into two distinct zones. These zones may be similar, while clearly separated from one another; they may be harmonious, but quite different in character; or they may have little visual relationship. The two-part division reflects differences in use inside. The single-story lower zone, at street level, indicates public spaces such as retail stores, a banking room, insurance office or hotel lobby. The upper zone suggests more private spaces, including offices, hotel rooms or a meeting hall.

The historic commercial block of Main Street between Oak and Lovejoy is mostly comprised of single-story buildings; thus, this block could be considered a one-part commercial block. A one-part commercial block is described by Longstreth as having:

only a single-story, which is treated in much the same variety of ways as the lower zone of the two-part commercial block. Essentially, it is a fragment of the larger type... the one-part commercial block is a simple box with a decorated façade and thoroughly urban in its overtones.

BUILDINGS

MASSING AND SCALE

The massing and size of buildings within the downtown Durand is visually depicted on the Figure Ground Map on the next page. The height of buildings, in terms of total stories, is depicted on the Existing Conditions Map. As is shown by the maps, a great variety of small, mid and larger sized buildings of varying heights are scattered throughout the downtown District.

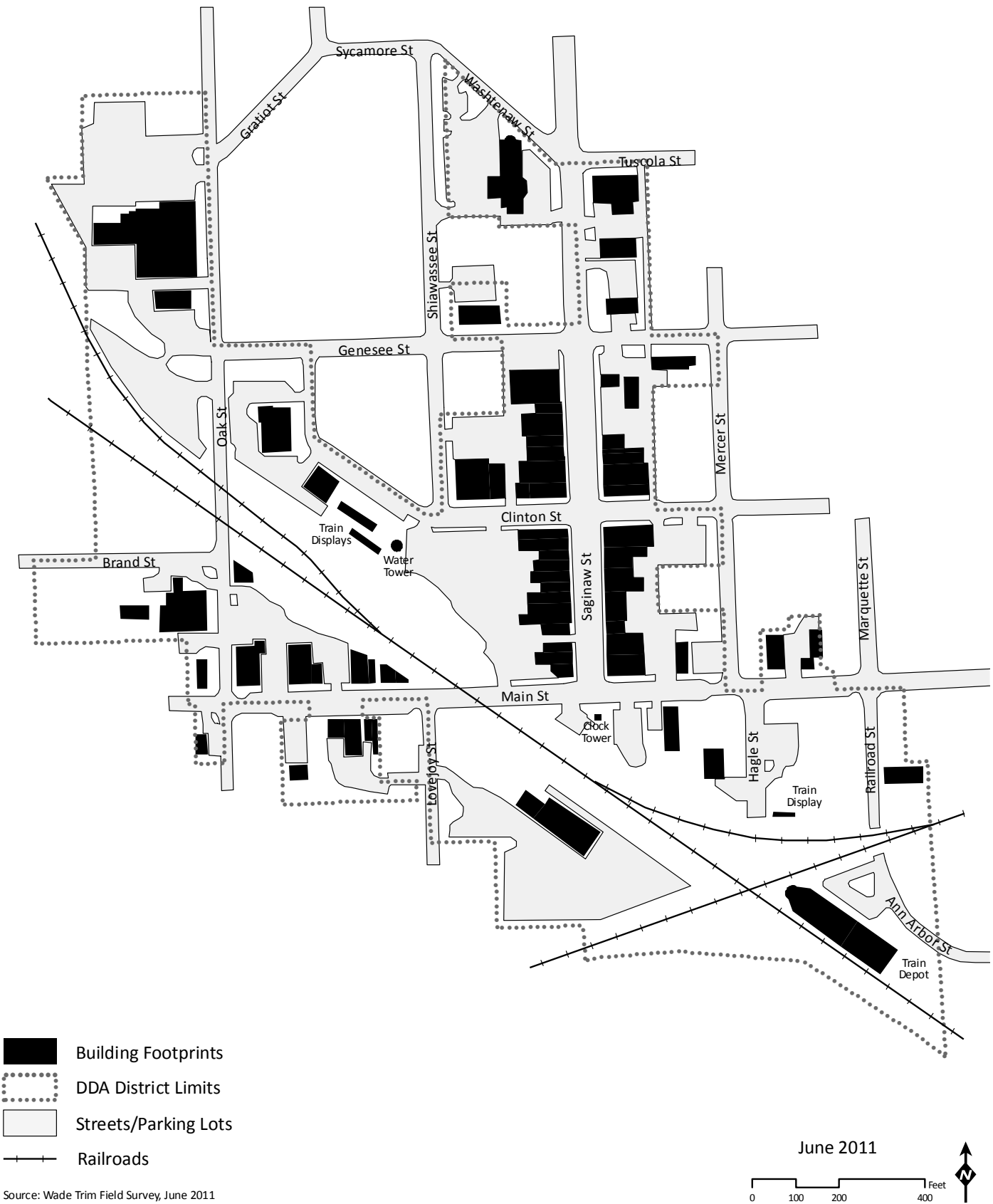
The heaviest concentration of buildings front Saginaw Street in the two blocks between Genesee Street and Main Street. The front facades of these buildings typically extend to the Saginaw Street right-of-way with no setback. In the Saginaw Street block between Main and Clinton, the majority of buildings are two-stories, with a few one-story buildings scattered along the street frontage. With the exception of an approximately 20 foot gap on the western side of the street, the buildings along Saginaw Street between Main and Clinton form a continuous street wall at the sidewalk.

The Saginaw Street block between Clinton and Genesee features a mixture of one- and two-story buildings in addition to a three-story building. The buildings on the western side of Saginaw Street in this block form a continuous street wall at the sidewalk; however, a continuous “wall” of buildings on the east side of Saginaw Street only extends for approximately 150 feet north of Clinton Street before hitting a surface parking lot. Aside from the aforementioned blocks along Saginaw Street, no other concentration of uninterrupted, side-by-side building frontages are found in the downtown district.













East side of Saginaw Street, looking north from Main Street

Figure Ground Map



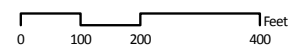
Existing Conditions Map



- | | | | |
|---|--------------------|---|-------------------------|
|  | 1-Story Structures |  | Sidewalks |
|  | 2-Story Structures |  | Streets/Parking Lots |
|  | 3-Story Structures |  | Railroads |
|  | Other Structures |  | Public Gathering Spaces |
| | |  | DDA District Limits |
| | |  | Public Parking |

Source: Wade Trim Field Survey, June 2011

June 2011



SECTION 2 COMMUNITY CHARACTER ANALYSIS

The stretch of buildings along Main Street between Oak and Lovejoy Streets form a fairly unified business conglomeration in terms of building placement, size and scale. Although several driveways and other gaps are found along this frontage, nearly all of these smaller scale and predominantly one-story buildings extend to the sidewalk (right-of-way line). The recent streetscape improvements in this area further help to establish a consistent rhythm along Main Street.

Presently, several larger structures are relatively isolated from the remainder of the downtown District. These include the three-story Durand Union Station, which is separated from downtown by the railroad tracks, and the one-story Riverside Market located on the west side of Oak Street, north of Genesee Street.

Other prominent structures in downtown include the City's water tower, which is visible from most points throughout the district, several historic train displays, and the clock tower located where Saginaw Street terminates at Main Street.

PHYSICAL AND ARCHITECTURAL CHARACTER

To identify the overall design and architectural character of buildings in downtown Durand, a photo inventory of buildings was collected for this analysis. Along Saginaw Street, photo montages were created for each block to clearly illustrate the existing pattern of development and design styles.

As noted in the historical context narrative in Section 1, downtown Durand first developed around the railroad industry in the late 1800's and early 1900's. The bustling railroad industry continued to serve as a major driver for growth and development in downtown and the City as a whole for many decades. Many of the buildings constructed during this time period still remain today, and contribute to downtown Durand's historic character.

Saginaw Street between Main and Genesee

Saginaw Street, between Main and Genesee Streets serves as Durand's "main street." The architectural styles of the buildings in these blocks are fairly typical of traditional main streets found throughout the nation. The ground floor level storefronts are dominated by retail display windows and customer entrance doors provide access to the sidewalks. Many ground floor storefronts, along



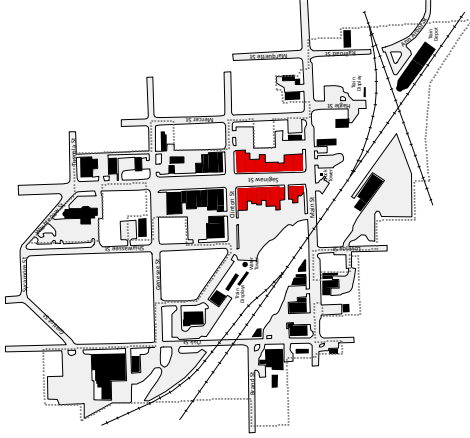
North side of Main Street between Oak and Lovejoy Streets



The clock tower serves as a terminating vista for pedestrians and motorists on Saginaw Street

District Design Guidelines

Existing Conditions



West Side



East Side

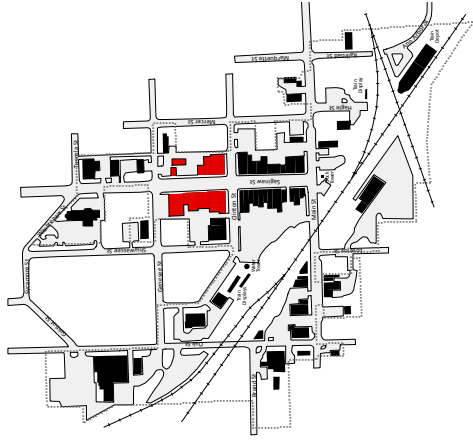


Saginaw Street | Between Main Street and Clinton Street

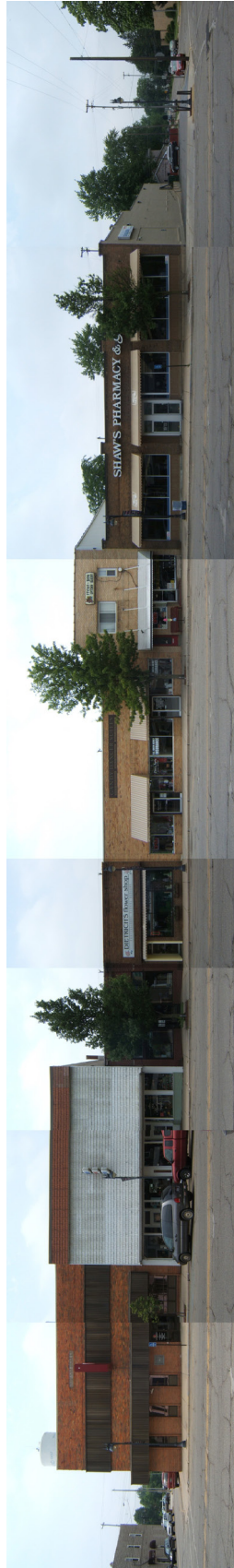
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District Design Guidelines

Existing Conditions



West Side



East Side



Saginaw Street | Between Clinton Street and Genesee Street

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SECTION 2 COMMUNITY CHARACTER ANALYSIS

with the adjacent space, are covered by awnings and/or canopies. Whether one- or two-stories, the buildings in these blocks all feature flat roofs with decorative cornices and parapets. The upper level facades of most two-story structures feature numerous window openings, many of which are surrounded by decorative elements. Typical sign types in the Saginaw Street blocks between Main and Genesee include wall signs, awning signs, window signs, and projecting signs.

Saginaw Street between Genesee and Tuscola

The Saginaw Street block between Genesee and Tuscola streets features several single-family structures (west side), two financial institutions, and EMS building, and a school administration building. A mixture of design styles have been employed in this block, which has a distinct design separation from the traditional “main street” blocks immediately to the south. The SageLink Credit Union, located at the north end of this block, is the newest development in downtown Durand. Although a modern building, the design evokes the style of the Durand Union Station.



The new SageLink Credit Union on Saginaw Street

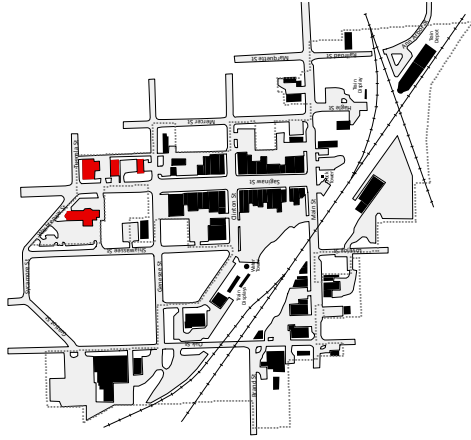
COMPONENTS OF A TRADITIONAL COMMERCIAL FACADE



This photo: west side of Saginaw Street, north of Main Street

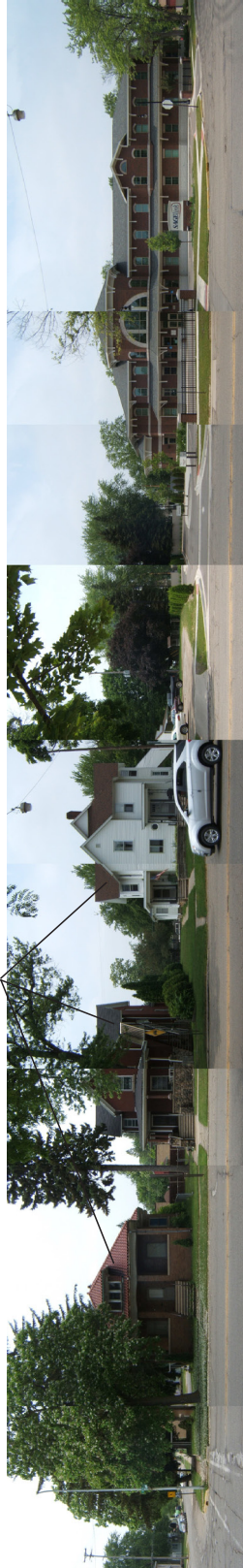
District Design Guidelines

Existing Conditions



West Side

Structures not in DDA



East Side



Saginaw Street | Between Genesee Street and Tuscola Street

City of Durand
Downtown Development Authority

SECTION 2 COMMUNITY CHARACTER ANALYSIS

Main Street between Oak and Lovejoy

Similar to Saginaw Street, the design of buildings along Main Street between Oak and Lovejoy Streets also evokes the style of a traditional “main street.” These buildings typically feature ground level storefronts with retail display windows and customer entrances at the sidewalk, awnings, and canopies. These buildings also feature flat roofs with decorative cornices and parapets.

Durand Union Station

Designed by Detroit architects Spier & Rohns, utilizing an unusual Chateau Romanesque architectural style, the 239-foot long Grand Trunk Western Union Depot originally featured a spacious waiting room, a popular dining room, a lunch counter, areas for baggage and express mail, and telegraph and railroad offices. It was built of Missouri granite brick and Bedford cut stone and was originally roofed in slate. Later roofs were of red tile and, in more recent years, of asphalt. Once the largest station in outstate Michigan, the Depot continues to be one of the largest rail centers located in a small town anywhere in the United States.¹

Other Notable Structures

The photographs included below and on the following page illustrate the design of other notable structures in downtown Durand.



Portrait studio at the intersection of Main and Oak Street



Riverside Market on Oak Street



U.S. Post Office on Oak Street



Vacant industrial building on Oak Street



Office building on Genesee Street, east of Saginaw Street

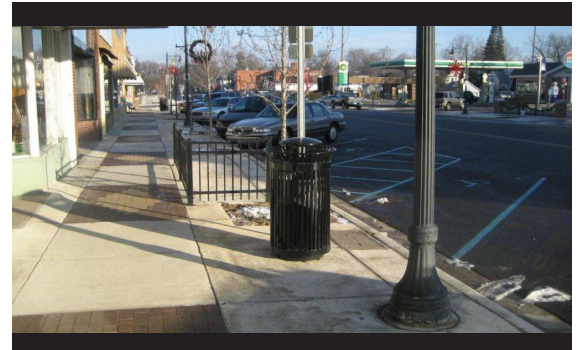
PUBLIC REALM

STREETS

The network of streets within downtown Durand is shown in the Existing Conditions Map. The primary streets in the DDA District include Saginaw Street, Main Street and Oak Street.

Saginaw Street within the DDA District features a right-of-way width of approximately 95 feet. It is a two-lane road (with a center turn lane at select intersections) with angled parking provided on both sides of the street between Main and Genesee, and parallel parking on both sides of the street between Genesee and Tuscola. The Saginaw Street right-of-way features sidewalks and streetscape amenities such as decorative light posts, benches and trash receptacles, and is currently being upgraded.

Main Street within downtown has a right-of-way width of approximately 80 feet. Main Street is a two-lane road (with a center turn lane at select intersections) with a combination of angled and parallel parking on both sides of the street. Recent streetscape improvements along Main Street include decorative paving, benches, light posts, trees, and textured crosswalks. Images of these improvements are shown to the right and on the following page.



Recent streetscape improvements along Saginaw Street

SECTION 2 COMMUNITY CHARACTER ANALYSIS

Oak Street within the DDA District has a right-of-way width of 66 feet. It is a two-lane road (with a center turn lane at select intersections) with no on-street parking.

SIDEWALKS

The Existing Conditions Map shows the network of sidewalks and pathways within the DDA District. As can be seen, the network of sidewalks within the District is extensive, with sidewalks found along both sides of all streets in the District, with few exceptions. Exceptions include: the north side of Clinton Street, between Genesee and Shiawassee; the east side of Hagle Street; the south side of Brand Street; and the west side of Oak Street between Genesee and Brand. A critical gap in the sidewalk network is the lack of a pedestrian connection from downtown to the Durand Union Station. Presently, sidewalks extend from Main Street along Railroad Street toward the train station, but fencing along the railroad tracks prevents pedestrian access to the station.

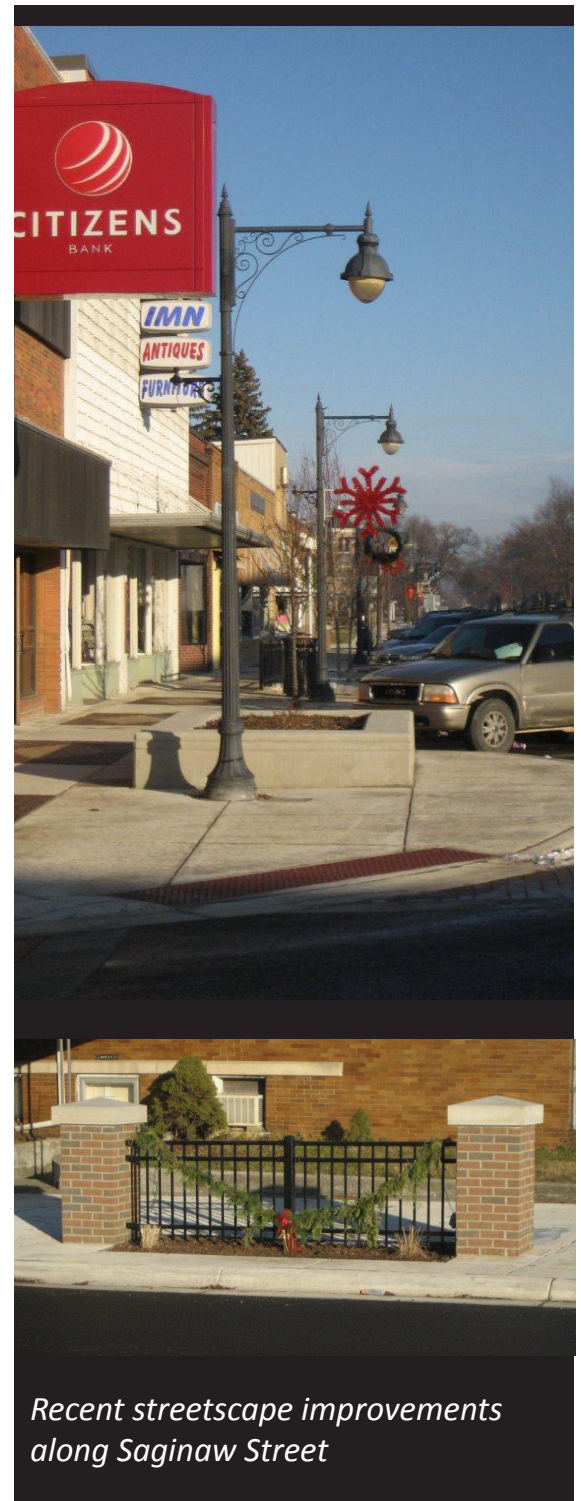
PUBLIC PARKING

Several public parking areas are provided within the DDA District. Concentrated near the intersection of Saginaw Street and Main Street, the locations of these public parking lots are indicated on the Existing Conditions Map.

PARKS AND OPEN SPACES

The Existing Conditions Map also highlights the locations of parks, open spaces and other public gathering spaces within the DDA District. The largest open space area is located between Clinton Street and the railroad tracks. This passive park features a pedestrian pathway, historic train displays (with historical markers), and the water tower.

Another major public gathering space is found along the south side of Main Street at Hagle Street. This open space area is utilized as a Farmers' Market and special events space. One historic train display is also found at this location.



LAND USES

Existing land uses within the DDA District are presented on the Existing Land Use Map. Generally, a diverse mixture of land uses are found in the DDA District, although commercial and office uses are the most predominant, especially along Saginaw Street and Main Street.

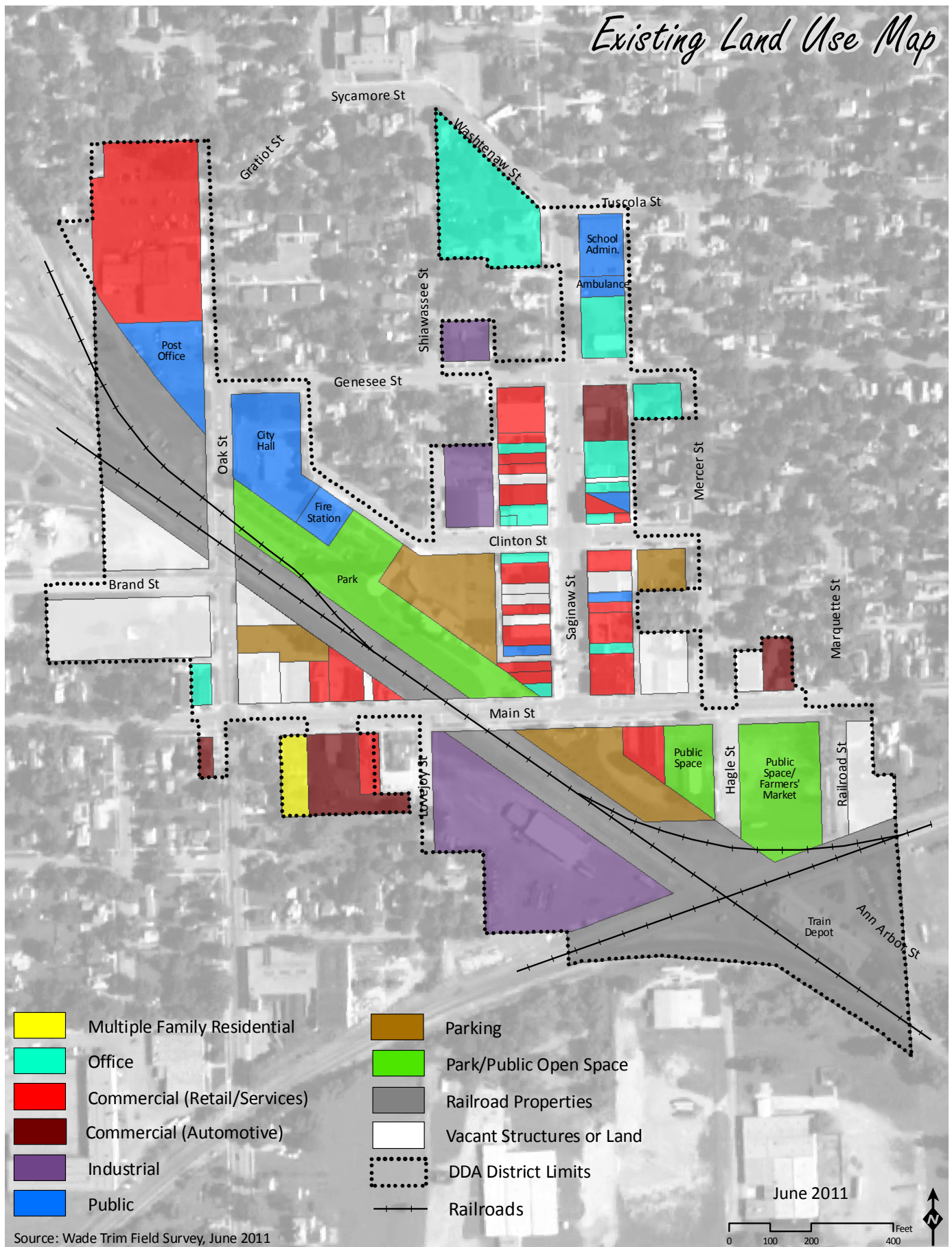
The District includes only one exclusively residential use, a 4-unit structure on the south side of Main Street; however, some upper-story residential units are found in the buildings fronting Saginaw Street. It is unclear whether these upper-story residential units are occupied.

Several vacant lots and structures are scattered throughout the District. These include several vacant commercial storefronts along Saginaw and Main Streets and a large vacated industrial building at the corner of Oak and Brand Streets.

Footnotes:

1. "Durand Union Station: Michigan Railroad History Museum." www.durand-station.org and "Durand Union Station." Michigan Historical Markers. www.michmarkers.com. August 5, 2004.

SECTION 2 COMMUNITY CHARACTER ANALYSIS





Visual Preference Survey

METHODOLOGY

On August 16, 2011, a visual preference survey was administered to approximately 15 participants at the Durand City Hall. During the survey, participants viewed a selection of 21 slides and indicated their reaction to those slides on a survey form. The slides were purposefully chosen for their similarity and relevance to the existing form of downtown Durand. The participants rated these images on a scale of one to 5.

This section generally summarizes the participant's responses to the 21 slides surveyed. The purpose of this analysis is to accurately describe the desired visual character residents and business owners have for downtown Durand and, ultimately, inform the development of design guidelines for the district.

SURVEY RESULTS

With a few exceptions, survey participants most preferred those images that capture the essential qualities of traditional business districts. In particular, images showcasing vibrancy in terms of pedestrian and/or business activity scored highly among the participants. Other common attributes for preferred images were: historical buildings, zero lot line setbacks, varied rooflines including rooftop architectural features, consistent building massing and scale, durable and decorative masonry building materials, earth-tone colors, wide sidewalks with pedestrian amenities, street trees, subtle and historic signage, pedestrian scale lighting fixtures, and distinct, inviting points of entry made possible through bold architectural features.

The 21 images used in the visual preference survey are provided on the following page as a reference.

SECTION 3 VISUAL PREFERENCE SURVEY





INTRODUCTION

The Project for Public Spaces (PPS), a nonprofit planning, design and educational organization dedicated to helping people create and sustain public spaces, has evaluated thousands of public spaces around the world to identify key elements of a successful public space. Their research has found that successful places have four key qualities: they are **accessible**; people are **engaged in activities** there; the space is **comfortable and has a good image**; and finally, it is a **social** place where people meet each other and take people when they come to visit.

Adapted from the article *What Makes a Successful Place?* by the PPS, each of these four qualities is further described below in the context of downtown Durand. Additionally, during a September 2011 meeting, the Durand DDA Board members were asked to evaluate downtown Durand by providing a “grade” for their downtown in each of the four qualities. These self-evaluation grades are also presented in the following narrative and are based on a 12-point scale with a high of A+ and a low of D-.

ACCESS AND LINKAGES

If downtown Durand is to be successful, it must be connected to its surroundings, both visually and physically. Additionally, it must be easy to get to and through. To evaluate the access and linkages of downtown Durand, the following questions should be considered:

1. Can people easily walk from place to place?
2. Do sidewalks lead to and from adjacent areas?
3. Does the area function for people with special needs?
4. Are transportation options available (complete streets)?

On average, DDA Board members gave downtown Durand a grade of B+ in terms of its existing access and linkages. In making this evaluation, the Board members generally noted the presence of streets that accommodate both vehicles and pedestrians, and a historic train depot that serves as both a community amenity and functioning mode of inter-city transit.

COMFORT AND IMAGE

A successful downtown Durand must be comfortable. In addition to visual appeal, comfort includes perceptions about cleanliness, safety and the availability to congregate. To evaluate the comfort and image of downtown Durand, the following questions should be considered:

1. Does the downtown make a good first impression? Are there photo opportunities?
2. Is the area clean?
3. Are there more men than women (women are more discriminating about the public spaces they use)? Are people of different ages present?
4. Does the area feel safe at all times of the day? Evening too?

On average, DDA Board members gave downtown Durand a grade of C- in terms of its existing comfort and image. In making this evaluation, the Board Members generally noted that downtown features a “mish-mash”, do-it-yourself image that is not particularly inviting or appealing.

USES AND ACTIVITIES

To be successful, people need a reason to come to downtown Durand beyond general shopping needs. People need a reason to come to a place and return. To evaluate the uses and activities of downtown Durand, the following questions should be considered:

1. Are people in groups or alone?
2. Are there multiple points of congregation (cafes, parks, plazas, ect.)? Are they distributed?
3. How many different activities are occurring: window shopping, eating, reading, walking or biking, tourism-related activities, etc.?
4. Are people and activities distributed, or are there empty voids?

On average, DDA Board members gave downtown Durand a grade of D+ in terms of its existing uses and activities. In making this evaluation, the Board members generally noted that a variety of special events are held in downtown, but that there are minimal opportunities to linger.

SOCIABILITY

Downtown Durand should strive to be a place where people see their friends, meet and greet their neighbors, and feel comfortable interacting with strangers. This social quality of a place contributes to a stronger sense of community and leads to increased public involvement and investment. To evaluate the sociability of downtown Durand, the following questions should be considered:

1. Do people bring their friends and relatives downtown and point to one or more of its features with pride?
2. Do people make eye contact with one another?
3. Do people tend to pick up litter when they see it?
4. Are people in groups? Can conversations be observed?

On average, DDA Board Members gave downtown Durand a grade of C in terms of its existing sociability and noted, in particular, that there are few social opportunities for Durand's youth population.

The guidelines presented in this chapter touch on all four qualities described above, but particularly relate to the "comfort and image" of downtown Durand. The design guidelines presented are an expression of the DDA and City's desire to affect the evolving built landscape of the downtown District in a positive and meaningful way. Imagery from both the City and other communities are presented to reinforce specific policies.

SITE DESIGN

The following general policies for building placement and site design are established for downtown Durand.

S.1 The public streetscape should enhance the pedestrian experience via street furniture, landscaping, public art and lighting without being an obstacle to traffic or commerce.

S.2 Minimize the visual impacts of mechanical equipment and services areas. Minimize the visual impacts of off-street parking areas. Consider second-story views.

S.3 Support dense, mixed use development and avoid the development of “theme environments”.

S.4 Maintain a common “street wall” at the sidewalk edge for buildings on the same block.

S.5 Maintain the traditional range of building heights seen in the historic core or, at a minimum, the height of a new development should transition from the height of adjacent development.

S.6 Buildings should appear similar in width to those seen in the block.

S.7 Rectangular forms should be dominant on commercial facades.

S.8 Encourage the inclusion of local character (materials and color).

S.9 Protect important public views (landmark buildings and structures).



- PEDESTRIAN ENHANCEMENTS AND STREET FURNISHINGS



- SCREENED TRASH STORAGE AREA



- PLAZAS AND GATHERING SPACES



- PARKING LOT SCREENING



- PUBLIC ART
- VIEWS OF LANDMARK BUILDINGS



- DENSE, MIXED-USE DEVELOPMENT
- RECTANGULAR FORMS

SECTION 4 DESIGN GUIDELINES

S.10 Provide plazas in planned, high-use areas. Maintain key intersections as civic open space used for pedestrian gathering areas and to define districts.

S.11 Architectural detail should be highlighted at the street level to enhance the pedestrian experience. Accentuate primary entrances.

S.12 Protect the privacy of adjacent residential developments.

S.13 Provide multiple points of connection to the larger community. Avoid closing streets.

S.14 Recognize the importance of spaces between structures as “outdoor rooms” which should be carefully planned. Arcades, trellises, and other open structures can be used to provide a link between buildings.

S.15 Large, unrelieved expanses of wall should be avoided to discourage graffiti.



- CAREFULLY PLANNED SPACE BETWEEN BUILDINGS
- PEDESTRIAN PLAZA



- COMMON “STREET WALL”
- ARCHITECTURAL DETAILS AT STREET LEVEL



- PROPER MASSING ACHIEVED THROUGH CONSISTENT BUILDING WIDTHS AND HEIGHTS



- AVOID LARGE, UNRELIEVED EXPANSES OF WALL

NEW CONSTRUCTION

The following general policies for new construction are established for downtown Durand.

C.1 Architectural style is not restricted; however, attempts to create a style not indigenous to the downtown should be avoided.

C.2 Infill development should maintain the established setback.

C.3 Infill buildings should fill the entire void, or gap in the street wall.

C.4 Doors and windows should be similar in size, proportion and alignment based on the architectural style of adjacent facades.

C.5 Materials should be similar to that used on adjacent buildings. Brick, wood, stucco, and fiber cement siding are preferred. Materials such as aluminum panels, cultured stone, or reflected glass should be avoided. Generally, not more than three different materials should be used.

C.6 All sides of a building should receive design consideration. Blank walls should be softened by use of landscape materials or murals.

C.7 The main entrance should face the primary street. Secondary entrances should be provided to serve adjacent off-street parking areas or pedestrian connections, but should clearly be visually subordinate to the storefront.



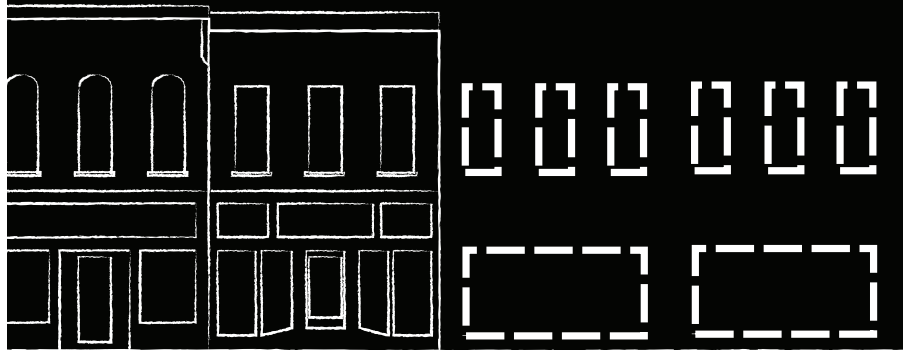
- NEW DEVELOPMENT SHOULD FILL THE ENTIRE GAP IN THE STREET WALL



- TRADITIONAL AND HIGH QUALITY BUILDING MATERIALS



- SOFTEN BLANK WALLS THROUGH DESIGN TREATMENTS, SUCH AS MURALS



- MAINTAIN SIMILAR SIZE, PROPORTION AND ALIGNMENT OF DOORS AND WINDOWS

SECTION 4 DESIGN GUIDELINES

C.8 Generally, no more than 3 colors are sufficient for a building façade. Muted or natural tones should be used for the building's background.

C.9 The street façade of all new buildings should utilize details or changes in materials to create a discernible base, middle, and top. Avoid half-level or split level first floors that extend both above and below grade.

C.10 Consider incorporating traditional façade elements in new designs, such as kick plates, display windows, recessed entrance ways, transom, sign band, parapet cap or cornices.

C.11 A positive visual termination at the top of the building should be created using a decorative cornice.

C.12 Not less than 35% of the ground (base) floor should be transparent glass. Windows should not extend to grade. Kick plates below the display window should be maintained. The percentage of façade area above the ground (base) floor that is glass should not exceed 20%. Storefront glass should be shaded by appropriate means.

C.13 Additions to historic buildings should be subtly distinguishable from the original while maintaining visual continuity.

C.14 Introduce architectural variety by stepping back upper floors and varying building massing, especially on larger sites or for larger single-occupant buildings.



- TRADITIONAL FACADE ELEMENT: CORNICE



- USE OF MUTED, NATURAL TONES WITH ACCENT COLORS



- ARCHITECTURAL DETAILS: DISPLAY WINDOWS AND RECESSED ENTRANCES



- GROUND FLOORS SHOULD INCLUDE AT LEAST 35% TRANSPARENT GLASS
- MAINTAIN KICK PLATES BELOW DISPLAY WINDOW

RESTORATION/ PRESERVATION

The following general policies for restoration and/or preservation projects are established for downtown Durand.

R.1 Repair should be attempted before replacement. Replacement elements should match the original in materials, design, and finish as closely as possible. Reconstruct missing pieces. Design any new feature to be compatible.

R.2 Do not apply conjectural historic designs or nostalgic reproductions that may alter the building's original character such as coach lanterns, mansard designs, decorative millwork, and non-operable shutters if they cannot be documented historically.

R.3 Stylistic features and examples of craftsmanship should be treated with special care. Architectural details should not be obscured or hidden by siding, awnings or signage. The removal of the offending features should be encouraged. The painting of natural brick or stone should be discouraged.

R.4 When original design details have been lost, they should be based on a combination of physical evidence (indications in the structure itself) and a simplified interpretation of similar storefronts in the vicinity.



- REPAIR OF EXISTING BUILDINGS IS PREFERRED OVER DEMOLITION AND REPLACEMENT



- CONJECTURAL DESIGNS THAT ALTER THE ORIGINAL DESIGN ARE DISCOURAGED



- THE COVERING OF ARCHITECTURAL DETAILS AND PAINTING OF NATURAL BRICK IS DISCOURAGED



- GREAT CARE SHOULD BE TAKEN TO PRESERVE HISTORIC ARCHITECTURAL DETAILS

R.5 The size and proportions of openings on a façade should be maintained. The established ratio of window and storefront openings should be preserved. (First floors should be more transparent than upper floors. Upper floors should appear more solid than first floors. Avoid blank walls.)

R.6 Retrofitting historically-clear windows with tinted glass or reflective coatings should be discouraged.

R.7 The historical roof form, eave depth or cornice design should be preserved. Replacement of roof materials on visible roofs should convey a scale, texture, and color similar to those originally used.

R.8 Additions should be located in the rear of the structure, if possible, or “stepped back” away from the main architectural façade via development of “bulk plane” regulations. Two-story additions to one-story buildings should be avoided.

R.9 Accessibility modifications should be made at side or rear entrances to maintain façade integrity.

R.10 When adapting a residence to a commercial use, respect the residential character of the building.



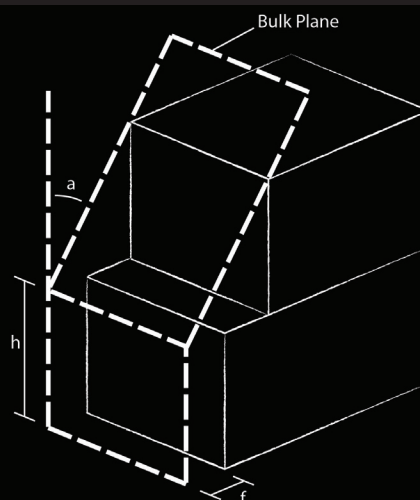
- CONVERSION OF RESIDENTIAL BUILDINGS TO COMMERCIAL USES SHOULD RESPECT THE HISTORIC RESIDENTIAL FORM



- COVERING HISTORICALLY TRANSPARENT WINDOWS SHOULD BE AVOIDED



- BLANK WALLS ON DOWNTOWN STREETS SHOULD BE AVOIDED



h = Height of the bulk plane
s = Angle of the bulk plane
f = Depth of the front yard

- BULK PLANE REGULATORY CONCEPT

SPECIAL DESIGN CONSIDERATIONS

The following specialized design policies are established for downtown Durand. These policies relate to such topics as signage, colors, screening and the pedestrian environment.

D.1 No sign should extend above the fascia line of a one-story building, or above the bottom of the second-story windowsills of a multi-story building.

D.2 Signs should be located at or near the primary public entrance to a building or storefront and should not cover or conceal architectural features.

D.3 The maximum number of colors contained in any one sign should be limited to two colors for all lettering and symbols, plus one additional background color. A darker background with lighter lettering is preferred.

D.4 Internally illuminated signs should be discouraged. Indirect lighting is preferred.

D.5 A sign's primary content should be text, identifying the name of the business. A sign may include non-text graphics or symbols provided the graphic or symbol is representative of the goods or services provided on the premises and complementary to the overall design of the sign.

D.6 Awning signs should be limited to only the commonly used name of the business and/or the street address. Wording should be restricted to the valance area.

D.7 Wall signs should be installed above the transom area and below the second story windows and extend not more than 1 foot from the wall of the building. Flush-mounted wall signs are preferred. If the bottom of the sign is located 8 feet or less above the ground, the height of the lettering should not exceed 10 inches. If the bottom of the sign is located more than 8 feet above the ground, the height of the lettering should not exceed 14 inches. The size of a wall sign should not exceed 10 percent of the building façade to which it is attached, or 100 square feet, whichever is less.



- SIGNS ON TWO STORY BUILDINGS SHOULD NOT EXTEND ABOVE THE WINDOWSILLS OF THE SECOND STORY WINDOWS



- SIGN SHOULD BE PLACED NEAR THE ENTRANCE
- LIGHTER SIGN LETTERING ON A DARK BACKGROUND IS PREFERRED



- INDIRECT SIGN LIGHTING IS PREFERRED OVER INTERNAL ILLUMINATION

SECTION 4 DESIGN GUIDELINES

D.8 Projecting signs should generally be no more than 10 square feet per face. They can be round, square or vertical and project outward from a building wall or hang from an architectural element at a 90 degree angle. Signs hung from an element should be centered on that element. Signs should extend not more than 4 feet from the building face or 1/3 the sidewalk width, whichever is less, and provide an under-clearance of 8 feet. Angular projection from a corner of the building is prohibited. Using a symbol as part of a projecting sign is encouraged.

D.9 Window signs should be restricted to windows located on the first floor, and occupy not more than 25 percent of the total available window area of the first floor. Neon and other tubular illumination should be avoided.

D.10 Painting or mirroring storefront or transom windows or entry-door glazing should be avoided. Burglar or safety bars which are not original to the structure should not be installed.

D.11 Roof-mounted mechanical equipment should be screened on all sides with a solid, non-reflective visual barrier that equals or exceeds the height of the mechanical equipment.

D.12 Equipment visible from upper floors of adjacent buildings or other elevated locations should be installed in an orderly, compact manner and should be colored to coordinate with the color of the roof surface on which it is placed. Noise attenuation features should be considered in the case of adjacent incompatible uses.



- SIGN WORDING ON AW-
NINGS SHOULD BE LIMITED
TO THE VALANCE



- SIGNS EXTENDING MORE THAN 4 FEET FROM THE
BUILDING FACE OR 1/3 THE SIDEWALK WIDTH ARE
DISCOURAGED



- ROOF-MOUNTED MECHAN-
ICAL EQUIPMENT SHOULD
BE SCREENED FROM VIEW



- THE USE OF SYMBOLS AS PART OF A PROJECTING
SIGN IS ENCOURAGED



- THE USE OF NEON AND OTHER TUBULAR ILLUMINA-
TION IN WINDOW SIGNS IS DISCOURAGED

D.13 All on-site service areas, loading zones, waste storage facilities, transformer and utility vaults, air conditioning units and similar devices and use areas shall be, wherever practical, located in an area not visible from a public street or open space. If this is not practical, then such devices and use areas must be screened from public view by a masonry or wood enclosure compatible with the building design.

D.14 Window air conditioning units should not be located on the building's primary façade. Utility connections and services boxes should be located on secondary walls.

D.15 Lighting fixtures are recommended to accent architectural features, materials, colors, styles of buildings, or art, or for "wall washing". Fixtures should be located, aimed and shielded so that the light is directed only on those features and to minimize light trespass onto adjacent uses. Such lighting should further not glare upon or interfere with persons and vehicles using public rights-of-way. Wall mounted light fixtures should not extend above the height of the wall to which they are attached.

D.16 Decorative fixtures are encouraged. All free-standing outdoor lighting shall be provided using a Sternberg light fixture having a refractorized acorn lamp, and supported by a fluted cast aluminum ornamental pole. Exterior lighting installations should be designed to avoid harsh contrasts in lighting levels.

D.17 Ground floor awnings are encouraged. Awnings should be integrated into the design of the building facade with a profile that matches the buildings bay structure.

D.18 Operable awnings made of canvas are recommended. Simple shed shapes are preferred. They should project not less than 2 feet from the face of the building.

D.19 Awnings should be lit from above. Glowing awnings (backlit, with light showing through the material) are prohibited.

D.20 The introduction of colors should be carefully managed. A three-color paint scheme is recommended, including a "base" color on the majority of the building, "trim" colors used on building features such as window and door trim and cornices, and "accent" colors on signs, awnings, and other architectural details.



- SERVICE AREAS AND FACILITIES ARE ENCOURAGED TO BE SCREENED AND LOCATED IN THE REAR OF THE BUILDING



- LIGHTING IS ENCOURAGED TO ACCENTUATE ARCHITECTURAL FEATURES
- AWNINGS SHOULD BE LIT FROM ABOVE



- GROUND FLOOR AWNINGS, WELL INTEGRATED INTO THE BUILDING'S DESIGN, ARE ENCOURAGED
- OPERABLE, CANVAS AWNINGS ARE PREFERRED

SECTION 4 DESIGN GUIDELINES

D.21 Muted, earth-tone colors are preferred for the building's base color. Bright colors are acceptable as the secondary color to highlight building details. Day-glow or fluorescent colors are prohibited.

D.22 Pedestrian use of the public domain should be encouraged in the form of outdoor cafes, plazas, and vendors.

D.23 Café tables and information kiosks should only occupy a portion of the right-of-way if adequate passage for pedestrians and emergency access is provided. Cafes, plazas and similar public use areas should be protected by curbside parking, barrier fencing, bollards, landscaping or similar devices. Public use areas should offer shade provided by deciduous trees, trellises, umbrellas, and awnings from adjacent buildings.

D.24 Public use areas must accommodate the special design needs of the disabled, elderly, and parents with strollers.

D.25 Art, sculpture, and public displays with which people can interact by means of touch, movement, and play should be installed in companion with a community wayfinding program (directional signage) to orient visitors and to promote tourism.



- THREE-TONE, "BASE, TRIM AND ACCENT" COLOR SCHEME IS PREFERRED



- OUTDOOR CAFES, PLAZAS AND VENDORS ARE ENCOURAGED



- HISTORICAL MARKERS AND OTHER PUBLIC DISPLAYS ARE ENCOURAGED



- PROVIDE SHADE FOR OUTDOOR CAFES
- PROVIDE FENCING TO DEFINE AND PROTECT OUTDOOR CAFES



- COMMUNITY WAYFINDING SHOULD BE USED TO ORIENT VISITORS TO DURAND



- INFORMATION KIOSKS SHOULD NOT IMPEDE PEDESTRIAN ROUTES



APPROACH

Through the enactment of landscaping regulations, sign requirements or other site design requirements within the City's Zoning Ordinance, the City of Durand has long regulated certain aesthetic aspects of building sites. However, such regulations fall short of controlling the design of the built environment in a more holistic manner. Sign requirements within the Zoning Ordinance, for example, might help to improve the appearance of a site by limiting the number and size of signs that are allowed. However, sign regulations typically do not address the design of the sign or its harmonious placement within the site.

This document has been prepared as a mechanism to supplement the standards already found in the City's Zoning Ordinance to regulate better design of the built environment in the City's DDA District. The following seven points generally define the City's overall approach to the application of the guidelines contained in this document:¹

1. Develop and adopt a code of standards for appearance review. The guidelines contained in this document form the "code of standards" for the design of the built environment within the City. Provided later in this section is potential language to include within the City's Zoning Ordinance that will serve as the legal basis for the application of these guidelines within downtown Durand.

2. Develop clear procedural guidelines to give to every applicant. A site design checklist has been prepared and is included in this section to provide guidance for both the City and applicants to ensure consistency with this document.

3. Make sure that the body in charge of design review includes persons who have expertise in making aesthetic judgements. It is recommended that the City of Durand Planning Commission serve as the review body to ensure adherence to these design guidelines. The City Planning Commission, consisting of a diverse group of citizens from a variety of backgrounds, also has responsibility

for the review and approval of site plans as outlined in the City of Durand Zoning Ordinance.

4. Provide some procedure for conferring with staff and the design review body before final design. The City of Durand strongly encourages business owners and developers to informally meet with staff and other officials prior to developing and submitting their detailed plans. Such informal meetings typically occur at City Hall and involve City staff and consultants.

5. Keep time delays to a minimum. The site plan review procedures outlined in the City of Durand Zoning Ordinance aims to keep time delays in the review of development projects to a minimum. Close communication and informal meetings between the City and applicant during the early stages of the process help to prevent critical delays in the late stages of the process.

6. Be careful not to restrict creativity. This document does not propose a specific architectural style, nor does it specify required architectural details. The methods, guidelines and examples provided herein, however, will communicate to designers the level of quality that is desired in downtown Durand.

7. Efforts should be made to publicize the design guidelines and project review procedures. This design guidelines report and supplemental materials (design review checklist) should be promoted by the City and made available through various mediums (print, online, etc.).

RELATIONSHIP TO THE ZONING ORDINANCE

The guidelines within this document are intended to serve in addition to, and be consistent with, the City of Durand Zoning Ordinance. To provide the legal basis for the application of these guidelines within downtown Durand, it is recommended that amendments to the Zoning Ordinance be adopted by the City. Thus, the Zoning Ordinance would essentially enact, by reference, the guidelines contained in this document. The following Zoning Ordinance amendments are recommended:

Section 1334 (Urban Design Standards) of the Zoning Ordinance should be amended by adding a new sub-section generally as follows:

5. *Design Standards in the DDA District.*

The site and architectural design of developments within the City of Durand Downtown Development Authority (DDA) District shall be designed in harmony with the guidelines set forth in the City of Durand DDA District Design Guidelines document as adopted by the DDA Board.

Sub-section 8 (Approval Standards) of Section 1334 (Urban Design Standards) of the Zoning Ordinance should be amended by adding a new provision generally as follows:

e. *The site and architectural design of developments within the DDA District is generally consistent with the guidelines set forth in the City of Durand DDA District Design Guidelines document as adopted by the DDA Board.*

DESIGN REVIEW CHECKLIST

The intent of the checklist found at the end of Section 5 is to provide a concise set of goal statements that embody the spirit of the design guidelines as contained throughout this document. The City of Durand Planning Commission will utilize the checklist to determine compliance with the guidelines, while an applicant can review the checklist to determine whether their request satisfies the design intent of this document. All checklist items begin with a section reference that refers to the expanded sections of the design guidelines herein.

FUNDING

A variety of funding programs are available to assist Michigan's local governments in their efforts to enhance business districts and stimulate economic development. Additionally, several programs are available which provide assistance to private land owners in their efforts to expand and improve their businesses and/or sites. To accomplish the design recommendations of this document, as well as other general economic development initiatives within downtown Durand, the DDA should closely monitor and aggressively seek funds from these outside funding sources. Additionally,

the DDA should educate private land owners on the various incentives available to assist them in site redevelopment activities. To assist the DDA in this effort, a listing of prospective funding opportunities generally related to downtown revitalization is provided below:

- MSHDA Historic Preservation Tax Credit Program. Through this program, federal and state tax credits can be made available for owners of national register-listed historic properties for property rehabilitation activities.
- Michigan Brownfield Business Tax Incentives. The State of Michigan provides Michigan Business Tax (MBT) credits, on a case-by-case basis, for projects that redevelop a contaminated, blighted or functionally obsolete property.
- Community Development Block Grant Program. The City of Durand is an eligible low and moderate income community as of June 2011, and thus, is eligible to receive funding through the Community Development Block Grant Program (CDBG). Through this program, funds are available for economic development, community development and housing projects.
- CDBG Downtown Facade Program. Through Michigan's CDBG program, grants are available for communities that seek to target areas of traditional downtowns for facade improvements which will have a significant impact on the downtown/community. The Downtown Façade Program is structured to provide commercial/mixed-use building facade improvements to sustain and minimize deterioration of the downtown area.
- CDBG Downtown Infrastructure Program. The Downtown Infrastructure Program enables a community to improve the downtown's infrastructure quality and reduce redevelopment costs to make a project feasible. This program is restricted to providing public downtown infrastructure improvements that are tied to new commercial/mixed-use development activities which require the additional infrastructure to create new economic opportunities and job creation activity within a downtown area.

- CDBG Signature Building Program. The Signature Building Program enables a community to secure a building that is a focal point within the downtown for commercial rehabilitation purposes that will result in job creation, and once re-developed, would become an asset and make a significant contribution to the overall downtown area.

Technical assistance in downtown revitalization is also available through such agencies as the Michigan Municipal League (MML), the Michigan Economic Development Corporation's Community Assistance Team (CAT), the Michigan State Housing Development Authority (MSHDA), and the Michigan Main Street Program.

FACADE ENHANCEMENT PROGRAM

Future private development and redevelopment activities within the Durand DDA District will be considered in light of the design guidelines outlined in this report. However, many existing business owners may have no intention of undertaking building improvements in the foreseeable future. As a means to stimulate architectural and design improvements by business owners for existing buildings, it is recommended that the DDA establish what is commonly known as a facade enhancement program.

A facade enhancement program is a program where a local government or financing authority (DDA, TIFA, etc.) would allocate a certain amount of money, typically on an annual basis, to be awarded on a competitive basis to local property owners as matching grants for exterior site improvements. Facade enhancement programs have been successfully used throughout the State, primarily within historic business districts, to stimulate building improvements and other district enhancements.

To establish a facade enhancement program, the DDA would first need to develop procedures to be followed in the administration of the program. These procedures would need to specify:

- Grant match ratio
- Maximum grant award amount
- Eligible applicants and requirements
- Eligible types of improvements
- Submission requirements and application forms
- Grant evaluation criteria

- Review responsibility and approval process
- Grant reimbursement process

Adherence to the DDA’s design guidelines would be a key factor to be considered in the evaluation of applications received through the facade enhancement program.

Footnotes:

1. The “seven points” are adapted from an American Planning Association (APA) Planners Advisory Service (PAS) report entitled *Appearance Codes for Small Communities*. PAS Report No. 379, October 1983.

DESIGN REVIEW CHECKLIST

		Meets Guideline	Not Applicable
SITE DESIGN			
S.1, S.10	Provides pedestrian amenities	<input type="checkbox"/>	<input type="checkbox"/>
S.2	Mechanical equipment, services areas and off-street parking areas are screened	<input type="checkbox"/>	<input type="checkbox"/>
S.4	Maintains established streetwall on same block	<input type="checkbox"/>	<input type="checkbox"/>
S.5	Maintains the traditional range of building heights	<input type="checkbox"/>	<input type="checkbox"/>
S.6	Maintains consistent building width on same block	<input type="checkbox"/>	<input type="checkbox"/>
S.7	Facade dominated by rectangular forms	<input type="checkbox"/>	<input type="checkbox"/>
S.9	Protects important public views	<input type="checkbox"/>	<input type="checkbox"/>
S.11	Provides street level architectural details	<input type="checkbox"/>	<input type="checkbox"/>
S.12	Protects the privacy of adjacent residential developments	<input type="checkbox"/>	<input type="checkbox"/>
S.13	Provides connections to the larger community	<input type="checkbox"/>	<input type="checkbox"/>
S.15	Does not include unrelieved expanses of wall	<input type="checkbox"/>	<input type="checkbox"/>
NEW CONSTRUCTION			
C.1	Architectural style is indigenous to Durand	<input type="checkbox"/>	<input type="checkbox"/>
C.2	Buildings maintain the established setback	<input type="checkbox"/>	<input type="checkbox"/>
C.3	Buildings fill the entire gap in the streetwall	<input type="checkbox"/>	<input type="checkbox"/>
C.4	Doors and windows are in proportion to adjacent facades	<input type="checkbox"/>	<input type="checkbox"/>
C.5	Materials used are similar to adjacent buildings	<input type="checkbox"/>	<input type="checkbox"/>
C.5	Uses brick, wood, stucco, or fiber cement siding but not aluminum panels, cultured stone, or reflected glass	<input type="checkbox"/>	<input type="checkbox"/>
C.6	All building sides receive design treatments	<input type="checkbox"/>	<input type="checkbox"/>
C.7	Main entrance faces the primary street, secondary accesses are subordinate	<input type="checkbox"/>	<input type="checkbox"/>
C.8	Muted or natural tones used as base color	<input type="checkbox"/>	<input type="checkbox"/>
C.9	Avoids half-level or split level first floors	<input type="checkbox"/>	<input type="checkbox"/>
C.10	Incorporates a variety of traditional façade elements	<input type="checkbox"/>	<input type="checkbox"/>
C.11	Includes decorative cornice	<input type="checkbox"/>	<input type="checkbox"/>
C.12	Not less than 35% of the ground floor is transparent glass	<input type="checkbox"/>	<input type="checkbox"/>
C.13	Building additions maintain visual continuity with original building	<input type="checkbox"/>	<input type="checkbox"/>
C.14	Larger sites or buildings vary building massing	<input type="checkbox"/>	<input type="checkbox"/>

DESIGN REVIEW CHECKLIST

RESTORATION/PRESERVATION

		Meets Guideline	Not Applicable
R.1	Replacement elements match the original materials	<input type="checkbox"/>	<input type="checkbox"/>
R.2	Does not include elements that alter the buildings' original character	<input type="checkbox"/>	<input type="checkbox"/>
R.3	Architectural details are not obscured or hidden	<input type="checkbox"/>	<input type="checkbox"/>
R.3	Does not include the painting of natural brick or stone	<input type="checkbox"/>	<input type="checkbox"/>
R.5	Established ratio of window and storefront openings is preserved	<input type="checkbox"/>	<input type="checkbox"/>
R.6	Does not retrofit clear windows with tinted glass or reflective coatings	<input type="checkbox"/>	<input type="checkbox"/>
R.7	The historical roof form, eave depth or cornice design is preserved	<input type="checkbox"/>	<input type="checkbox"/>
R.8	Building addition is located to the rear or stepped back	<input type="checkbox"/>	<input type="checkbox"/>
R.8	Does not propose a two-story addition to a one-story building	<input type="checkbox"/>	<input type="checkbox"/>
R.9	Accessibility modifications do not alter primary facade	<input type="checkbox"/>	<input type="checkbox"/>
R.10	Residential structure to commercial use conversion respects residential character of building	<input type="checkbox"/>	<input type="checkbox"/>

SPECIAL DESIGN CONSIDERATIONS

D.1	Sign does not extend above the fascia line of a one-story building	<input type="checkbox"/>	<input type="checkbox"/>
D.1	Sign does not extend above the bottom of any second-story windowsill	<input type="checkbox"/>	<input type="checkbox"/>
D.2	Sign is located near the primary public entrance	<input type="checkbox"/>	<input type="checkbox"/>
D.2	Sign does not cover or conceal architectural features	<input type="checkbox"/>	<input type="checkbox"/>
D.3	Sign limited to two colors, plus one additional background color	<input type="checkbox"/>	<input type="checkbox"/>
D.3	Sign incorporates a darker background with lighter lettering	<input type="checkbox"/>	<input type="checkbox"/>
D.4	Sign uses indirect lighting (not internal illumination)	<input type="checkbox"/>	<input type="checkbox"/>
D.5	Sign symbols are representative of the goods or services provided and complementary to the overall sign design	<input type="checkbox"/>	<input type="checkbox"/>
D.6	Awning sign wording is limited to the valance area	<input type="checkbox"/>	<input type="checkbox"/>
D.7	Wall sign is located above the transom area and below the second story windows	<input type="checkbox"/>	<input type="checkbox"/>
D.7	Wall sign lettering does not exceed 10 inches (if the bottom of the sign is located 8 feet or less above the ground) or 14 inches (if the bottom of the sign is located more than 8 feet above the ground)	<input type="checkbox"/>	<input type="checkbox"/>
D.7	Wall sign size does not exceed 10 percent of the building façade or 100 square feet, whichever is less.	<input type="checkbox"/>	<input type="checkbox"/>
D.8	Projecting sign size is no larger than 10 square feet per face	<input type="checkbox"/>	<input type="checkbox"/>
D.8	Projecting sign does not extend more than 4 feet from the building face or 1/3 the sidewalk width, whichever is less, and provides an under-clearance of 8 feet	<input type="checkbox"/>	<input type="checkbox"/>

DESIGN REVIEW CHECKLIST

SPECIAL DESIGN CONSIDERATIONS (CONT.)

		Meets Guideline	Not Applicable
D.9	Window sign does not occupy more than 25 percent of the first floor window area	<input type="checkbox"/>	<input type="checkbox"/>
D.9	Window sign does not include neon or other tubular illumination	<input type="checkbox"/>	<input type="checkbox"/>
D.11	Roof-mounted mechanical equipment is screened	<input type="checkbox"/>	<input type="checkbox"/>
D.12	Roof-mounted equipment visible from adjacent buildings is situated to minimize visual impacts	<input type="checkbox"/>	<input type="checkbox"/>
D.13	Service areas are located in less visible areas or are screened	<input type="checkbox"/>	<input type="checkbox"/>
D.14	Window air conditioning units and utility connections are not located on primary facades	<input type="checkbox"/>	<input type="checkbox"/>
D.15	Lighting fixtures that accent architectural features are included	<input type="checkbox"/>	<input type="checkbox"/>
D.15	Lighting fixtures are shielded to reduce glare	<input type="checkbox"/>	<input type="checkbox"/>
D.16	Decorative light fixtures (Sternberg) are utilized	<input type="checkbox"/>	<input type="checkbox"/>
D.17	Awnings are well integrated into the design of the building facade	<input type="checkbox"/>	<input type="checkbox"/>
D.18	Simple awning shapes are used, projecting at least 2 feet from the building face	<input type="checkbox"/>	<input type="checkbox"/>
D.19	Awning lighting is from above (not backlit)	<input type="checkbox"/>	<input type="checkbox"/>
D.20, D.21	Building color scheme is appropriate featuring a muted, earth-tone base	<input type="checkbox"/>	<input type="checkbox"/>
D.22	Includes pedestrian amenities such as outdoor cafes and plazas	<input type="checkbox"/>	<input type="checkbox"/>
D.23	Café tables and information kiosks do not obstruct pedestrian ways	<input type="checkbox"/>	<input type="checkbox"/>
D.23	Public use areas are provided with shade	<input type="checkbox"/>	<input type="checkbox"/>
D.24	Public use areas accommodate special needs groups	<input type="checkbox"/>	<input type="checkbox"/>
D.25	Art, sculpture, and public displays are provided	<input type="checkbox"/>	<input type="checkbox"/>



Glossary of Terms

Alignment

Alignment (Architectural) The visual alignment and subsequent placement of architectural elements such as windows, cornice elements, soffits, awnings, etc. from one structure to adjacent structures in order to promote frontages continuity.

Arch

A curved structure supporting its weight over an open space such as a door or window.

Articulation

Describes the degree or manner in which a building wall or roof line is made up of distinct parts or elements. A highly articulated wall will appear to be composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors or textures.

Awning

A roof like shelter of canvas or other material extending over a doorway, from the top of a window, over a deck, etc.

Canopy

An overhanging projection or covering, as a long canvas awning, over a niche or doorway.

Column

A support pillar, usually round, found on porches and as a decorative detail.

Cornice

A cornice is the finished edge of the roof where it meets the exterior wall, of varying sizes, sometime plain, but often decorative and marked by brackets, dentils, medallions or some other decorative feature.

Dormer

A window in a small, often gabled structure set vertically on a sloping roof, allowing light to enter the attic.

Eaves

The overhanging lower edge of a roof.

Gable

The triangular section of a wall on the side of a building with a double-pitched roof.

Facade

The face of a building, usually referring to the front.

Fenestration

The design and disposition of windows and other exterior openings of a building.

Mass

Mass describes three dimensional forms, the simplest of which are cubes, boxes (or “rectangular solids”), cylinders, pyramids and cones. Buildings are rarely one of these simple forms, but generally are composites of varying types. This composition is generally described as the “massing” of forms in a building.

Masonry

A type of construction using stone, brick, tile or concrete block using mortar.

Monolithic

A single large flat surface (façade) without relief.

Parapet

Any low protective wall or barrier at the edge of a balcony, roof, bridge, or the like.

Proportion

The concept of proportion deals with the ratio of dimension between elements. Proportion can describe height to height ratios, width to width ratios, width to height ratios, as well as ratios of massing.

Rhythm (Horizontal, Vertical)

The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

Scale (Human) Scale

The measurement of the relationship of one object to another object. The scale of a building can be described in terms of its relationship to a human being.

Setback

The minimum horizontal distance between the lot or property line and the nearest front, side or rear line of the building (as the case may be), including porches or any covered projection thereof, excluding steps.

Sill

The horizontal piece or member beneath a window, door, or other opening.

Street Wall

The edges created by buildings and landscaping that enclose the street and create space.

Surface Materials

Can be used to create a texture for a building from the roughness of stone to the smoothness of marble or glass. Some materials, such as wood, may be either rough (such as wood shingles or re-sawn lumber) or smooth (such as clapboard siding).

Transom

A horizontal crossbar in a window, over a door, or between a door and a window above it.



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