

City of Berkley
Zoning Ordinance Steering Committee

Wednesday, July 12, 2023
6:00 p.m. – 8:30 p.m.

AGENDA

- 1. Check in (5 min)**
- 2. Review of previous work (10 min)**
 - a. Outline
 - b. Zoning Districts
- 3. Corridors (45 min)**
 - a. Discussion
 - b. Direction
- 4. Neighborhoods (45 min)**
 - a. Discussion
 - b. Direction
- 5. Preview: Development Review Processes (10 min)**
 - a. Ideas
 - b. Advice
- 6. Check out (5 min)**
 - a. Community education and communication
 - b. Steering Committee: Questions & suggestions to staff by July 19, 2023
 - c. Staff & CWA: Materials for next meeting to Steering Committee by July 26, 2023
 - d. Next meeting date: August 2, 2023 at 6 p.m.

Decision-Making Process

The Steering Committee will make decisions by consensus, i.e., all members agree.

If consensus is not reached, CWA and staff will draft a memo to the Planning Commission, cc'd to City Council, explaining both sides of the issue. The Planning Commission would make a decision at its next meeting that would be acted upon during the Zoning Ordinance rewrite.



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TO: City of Berkley Zoning Ordinance Steering Committee

FROM: Megan A. Masson-Minock, AICP
Michelle Marin

DATE: June 21, 2023

RE: July 2023 Zoning Ordinance Steering Committee Meeting

Thank you for the productive meeting earlier this month where we discussed the outline and zoning districts. The group agreed to change the meeting end time to 8:30pm to allow for more discussion.

At the upcoming July meeting, we would like to review materials updated from the last meeting and discuss regulations in corridors, and neighborhoods, i.e., single-family districts.

Review of Previous Work: Outline and Zoning Districts

We have modified the outline to account for redundancies, obsolete topics, new topics of concern, and functional issues with the previous ordinance. A new [draft zoning ordinance](#) outline is in the Google Drive.

Consensus was reached on some zoning district changes but not others. Site design based guidelines were discussed as a flexible alternative to use regulations for zoning districts. Example [site design based categories](#) or buckets are included in the Google Drive, and a [proposed zoning district list](#) with district intent is in the Google Drive. As also discussed during the last meeting, we are proposing a Parking Overlay district in lieu of a distinct Parking district. A proposed [zoning map](#) is in Google Drive.

In terms of corridors and neighborhoods, we would like your input on the following items:

Corridors

Near the end of the last meeting, we briefly discussed thoughts on additional design guidelines provided for corridors. Members expressed support for consolidating the zoning districts in corridors, provided that the different corridors' design guidelines are clearly communicated. The [Corridors chapter](#) from the Master Plan for reference and the [Berkley Downtown Design Guidelines](#) are in Google Drive. In the Downtown Design Guidelines, please review the character areas shown on the map on page 5 and described in Chapter V (pages 91-98). Selections from the Downtown Design Guidelines that could be incorporated into the corridor districts are on pages 28-29, 35-45, and 49-89 of that document.

If certain commercial uses are to be restricted to certain corridors, such as adult uses on Woodward, then we recommend different districts for those commercial areas (i.e., Woodward, 12 Mile, 11 Mile, Greenfield, Coolidge). However, using site-based zoning, we can restrict uses to certain types of streets

(i.e., office and commercial uses can only be on Greenfield, when the residential corridor zoning district includes property on both Elwood and Greenfield).

We would like your input on the following items related to corridors:

1. Should there be general districts like in the Master Plan or location specific, like the current zoning or the character districts in the Downtown Design Guidelines? Should the same building types, design and uses be allowed in the districts as shown on the draft zoning map?
2. What level of detail should be included in specific design guidelines? Do you want to require and/or incentivize any design guidelines?
3. Should three stories be allowed by right in all corridors: Woodward, Coolidge, Greenfield, Twelve Mile, and Eleven Mile? Should the additional height be used as an incentive? Would three stories be inappropriate in some areas?
4. Should the residential corridor district allow single-family, two-family, and attached single-family (row houses or townhouses) in all instances (11 Mile, Greenfield, Elwood)?

Neighborhoods

At the last meeting, the committee agreed to consolidate residential and nonresidential neighborhood zoning districts. The draft zoning map shows that proposed change. We would also like to discuss what types of housing, other than single-family residential, should be allowed in these zoning districts, specifically accessory dwelling units (ADUs), and duplexes.

Accessory Dwelling Units

The Master Plan stated that ADUs should be allowed in all neighborhoods, as long as sites can accommodate additional parking and lot coverage requirements. Some communities also choose to regulate the type of ADU in terms of location with respect to the house on-site (see illustrations below). For instance, some communities do not allow basement ADUs.



Duplexes

We had a lively discussion on duplexes at your last meeting. In the Google drive, we have provided [example duplex regulations](#) from other cities. Duplex regulations possibilities include:

- Allow duplexes in every single-family zoning district.
- Allow duplexes in only one single-family zoning district.
- Allow duplexes only on corner lots.
- Allow duplexes when the principal structure meets same setback standards as for single-family residences in that zoning district.
- Allow duplexes only when sufficient parking spaces are available.
- Allow duplexes only on larger lots in the zoning district (i.e., larger minimum lot sizes than single-family homes).
- Design regulations such as front entrances, front porches, building orientation, height, articulation, parking, etc.
- No new duplexes in any single-family residential zoning district.

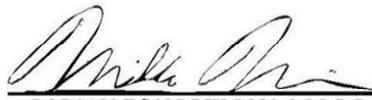
We would like your input on the following items related to neighborhoods:

1. What type of ADUs should be allowed in single-family residential zoning districts (see illustrations below)?
2. Do duplexes fit within the single-family residential zoning districts? If so, under what circumstances? Should we consult the Planning Commission and/or the public about duplexes in neighborhoods?

Thank you for your time and contributions. We look forward to meeting with you on June 12th, 6 - 8:30pm!
Should you have any questions, please do not hesitate to contact us.



CARLISLE/WORTMAN ASSOC., INC
Megan Masson-Minock, AICP
Principal



CARLISLE/WORTMAN ASSOC., INC.
Michelle Marin
Community Planner

Article 1: Title, Purpose, and Legal Clauses

- Section 1.01 Title
- Section 1.02 Authority, Findings and Purposes
- Section 1.03 Validity and Severability
- Section 1.04 Interpretation, Scope, and Construction of Regulations
- Section 1.05 Conflicting Laws, Ordinances, Regulations, or Restrictions
- Section 1.06 Vested Right
- Section 1.07 Repeal of Ordinance

Article 2: Definitions

- Section 2.01 Interpretations
- Section 2.02 Definitions

Article 3: Administration and Enforcement

- Section 3.01 Zoning Administrator Appointment
- Section 3.02 Zoning Administrator Duties
- Section 3.03 Zoning Compliance Permit (includes sub-section on exemptions, start work deadlines, and voiding permits)
- Section 3.04 Records
- Section 3.05 Fees and Escrows
- Section 3.06 Compliance with Plans
- Section 3.07 Withholding of Approval
- Section 3.08 Completion of Construction
- Section 3.09 Performance Guarantee
- Section 3.10 Public Hearing Notice Requirements
- Section 3.11 Violations and Penalties

Article 4: Establishment of Districts

- Section 4.01 Establishment of Districts
- Section 4.02 Map
- Section 4.03 Interpretation of District Boundaries
- Section 4.04 District Intent and Uses
- Section 4.05 Scope
- Section 4.06 Building Regulations
- Section 4.07 Regulations Applying to All Properties
- Section 4.08 Exception to Yard and Lot Area Requirement

Article 5: Residential Districts

- Section 5.01 R-1A and R-1B District
- Section 5.02 R-1C and R1-D District
- Section 5.03 R-2 District
- Section 5.04 R-M District
- Section 5.05 R-M-H District
- Section 5.06 Residential District Use Table

Section 5.07 Schedule of Regulations OR eliminate this table and incorporate dimensional requirements in each district.

Article 6: Site Design Based Corridor Districts

- Section 6.01 Purpose and Intent
- Section 6.02 Applicability and Organization
- Section 6.03 Use Regulations OR Site Design Based District Use Table***
- Section 6.04 Building Design Standards
- Section 6.05-6.10 Zoning Districts by Corridor (TBD)
- Section 6.11 Deviations from Code and Plan Changes and Revisions
- Section 6.12 General Provisions

Article 7: Special Land Uses

- Section 7.01 Intent
- Section 7.02 Procedure
- Section 7.03 Standards for Special Land Uses
- Section 7.04 Conditions of Approval
- Section 7.05 Effectiveness
- Section 7.06 Amendments, Expansions, or Change in Use
- Section 7.07 Inspections
- Section 7.08 Expiration
- Section 7.09 Revocation

Article 8: Planned Unit Development

- Section 8.01 Purpose and Intent
- Section 8.02 General Requirements
- Section 8.03 Standards for Approval
- Section 8.04 Major and minor amendments
- Section 8.05 PUD Concept Plan
- Section 8.06 PUD General Design Plan
- Section 8.07 Final PUD Site Plan
- Section 8.08 Conditions

Article 9: General Provisions

- Section 9.01 Purpose
- Section 9.02 Fences
- Section 9.03 Wind Energy
- Section 9.04 Solar Energy
- Section 9.05 Driveways
- Section 9.06 Essential Services
- Section 9.07 Storage in Front Yard
- Section 9.08 Home Occupation
- Section 9.09 Structure Completion
- Section 9.10 Dumping or Disposal of Rubbish, etc.
- Section 9.11 Lot Limitations
- Section 9.12 Accessory Buildings and Structures
- Section 9.13 Standards for Dwelling
- Section 9.14 Satellite Receivers and Dish Antennas
- Section 9.15 Prohibited Materials in Residential Districts
- Section 9.16 Screen Wall and Trash Enclosure Construction
- Section 9.17 Entryways
- Section 9.18 Openings in Building Elevations that Face Residential Zoning Districts
- Section 9.19 Special Events
- Section 9.20 Central Air Condition Unit and Similar Exterior Equipment
- Section 9.21 Covered Patios, Gazebos, Pergolas, Pavilions, and Similar Type “Open-Air” Structures

Article 10: Specific Use Standards – Residential Uses

- Section 10.01 Bed and Breakfast
- Section 10.02 Adult Foster Care Facilities
- Section 10.03 Accessory Dwelling Units
- Section 10.04 Senior Assisted and Independent Living
- Section 10.05-? Specific Uses TBD

Article 11: Specific Use Standards – Non-Residential Uses

- Section 11.01 Child Care Facilities
- Section 11.02 Theaters, Auditoriums, Places of Worship, and Places of Assembly
- Section 11.03 Public and Private Schools/Schools of Higher Education
- Section 11.04 Cemeteries
- Section 11.05 Recreation Areas and Private Parks
- Section 11.06 Indoor Recreation Uses
- Section 11.07 Automobile Repair Garages, Service Stations, and Washes
- Section 11.08 Automobile Dealers
- Section 11.09 Municipal Facilities
- Section 11.10 Public Utility Buildings
- Section 11.11 Funeral Homes and Mortuaries
- Section 11.12 Garden Centers and Nurseries

- Section 11.13 Hospitals, Nursing Homes, and Convalescent Centers
- Section 11.14 Hotels and Motels
- Section 11.15 Kennels
- Section 11.16 Veterinary Clinics
- Section 11.17 Animal Retail Sales
- Section 11.18 Drive-In and Drive-Through Facilities
- Section 11.19 Private Service Clubs, Fraternal Organizations, and Lodge Halls
- Section 11.20 Outdoor Service Areas
- Section 11.21 Open Air Businesses
- Section 11.22 Composting Facilities
- Section 11.23 Self-storage Facilities
- Section 11.24 Wireless Communication Facilities
- Section 11.25 Adult Entertainment

Article 12: Landscape Standards

- Section 12.01 Intent
- Section 12.02 Application of Requirements
- Section 12.03 Landscape Plan Requirements
- Section 12.04 Screening Between Land Uses
- Section 12.05 Parking Lot Landscaping
- Section 12.06 Greenbelts
- Section 12.07 Site Landscaping
- Section 12.08 Subdivision and Site Condominium Landscaping
- Section 12.09 Landscape Elements
- Section 12.10 Minimum Size and Spacing Requirements
- Section 12.11 Green Infrastructure

Article 13: Lighting Standards

- Section 13.01 Intent
- Section 13.02 Applicability
- Section 13.03 Light from Direct Sources
- Section 13.04 Light from Indirect Sources
- Section 13.05 Exemptions
- Section 13.06 Prohibited Lighting

Article 14: Off-Street Parking, Loading and Access Standards

- Section 14.01 Intent
- Section 14.02 Streets, Roadways, and Rights-of-Way
- Section 14.03 Clear Vision Zone
- Section 14.04 Vehicle Parking Requirements
- Section 14.05 Bicycle Parking Requirements

- Section 14.06 Plug-In Electric Vehicle Stations
- Section 14.07 Drive-Through Facilities
- Section 14.08 Off-Street Loading Requirements

Article 15: Site Plan Review Procedures and Requirements

- Section 15.01 Intent
- Section 15.02 Planning Standards
- Section 15.03 Review Qualifications
- Section 15.04 Administrative Review
- Section 15.05 Pre-Application Meeting (optional)
- Section 15.06 Preliminary Site Plan Review
- Section 15.07 Final Site Plan Review
- Section 15.08 Combining Preliminary and Final Site Plan Review
- Section 15.09 Conditional Approval
- Section 15.10 Submission Requirements Table
- Section 15.11 Final Site Plan and Engineering
- Section 15.12 Amendments
- Section 15.13 Site Plan Expiration and Extensions
- Section 15.14 As-Built Drawings
- Section 15.15 Performance Guarantees
- Section 15.16 Violations
- Section 15.17 Development Agreements

Article 16: Non-Conforming Lots Structures, and Uses of Structures

- Section 16.01 Purpose and Intent
- Section 16.02 Nonconforming Lots of Record
- Section 16.03 Nonconforming Uses of Land
- Section 16.04 Nonconforming Structures
- Section 16.05 Repairs and Maintenance
- Section 16.06 Change of Tenancy or Ownership
- Section 16.07 Building Damage
- Section 16.08 Completion of non-conforming structures

Article 17: Zoning Board of Appeals

- Section 17.01 Establishment
- Section 17.02 Membership
- Section 17.03 Rules and Governing the Board of Appeals
- Section 17.04 Powers and Duties of Zoning Board of Appeals
- Section 17.05 Rules and Procedures for Variances
- Section 17.06 Site Plan Requirements
- Section 17.07 Zoning Board of Appeals Approval

Section 17.08 Approval Periods

Article 18: Rezoning and Zoning Ordinance Text Amendments

Section 18.01 Initiation of Zoning Ordinance Map and Text Amendments

Section 18.02 Zoning Ordinance Text and Map Amendment Application Procedure

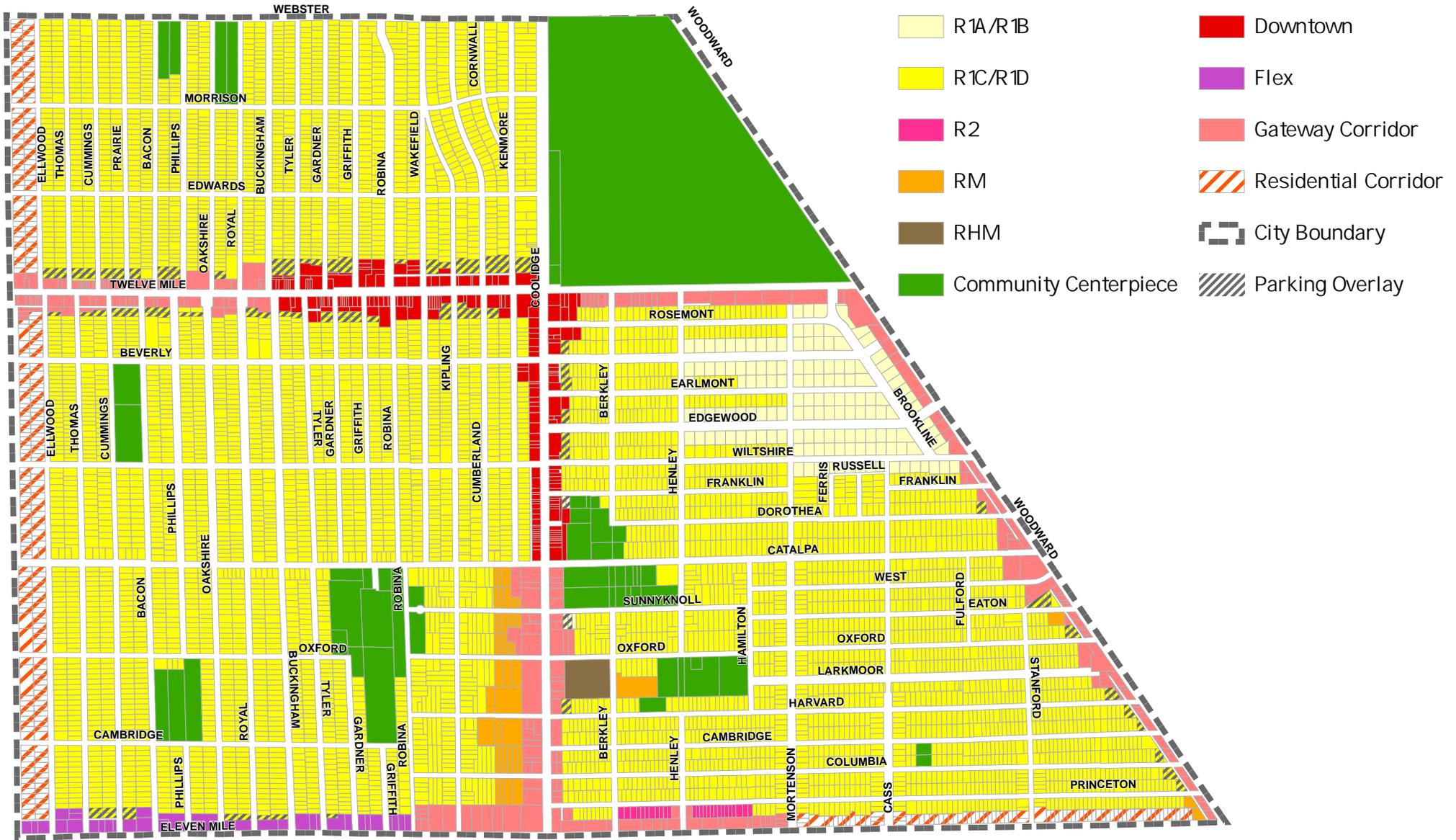
Section 18.03 Rezoning and Zoning Ordinance Amendment

Section 18.04 Criteria for Amendment of the Official Zoning Map (Rezoning)

Section 18.05 Criteria for Amendment of the Official Zoning Ordinance Text

Section 18.06 Conditional Rezoning of Land

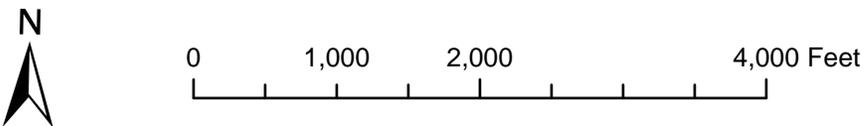
Section 18.07 Amendments Required to Conform to Court Decree



Draft Zoning Map

City of Berkley

Oakland County, Michigan



Zoning District	Intent
R-1A & R-1B Single Family Residential District	<p>Intended to preserve the quality of existing residential neighborhoods while recognizing the need for other uses to support the quality of life within them.</p> <p>Minimum lot area: 8,800 sq ft Minimum lot width: 80 ft Maximum lot coverage: 35% Minimum front yard setback: 25 ft Minimum rear yard setback: 20 ft Minimum side yard setback: 5 ft least 15 ft total Maximum building height: 40 ft Minimum floor area per unit: 1,500 sq ft Maximum density: 4 units/acre</p>
R-1C & R-1D Single Family Residential District	<p>Intended to preserve the quality of existing residential neighborhoods while recognizing the need for other uses to support the quality of life within them.</p> <p>Minimum lot area: 4,400 sq ft Minimum lot width: 40 ft Maximum lot coverage: 35% Minimum front yard setback: 25 ft Minimum rear yard setback: 20 ft Minimum side yard setback: 5 ft least 15 ft total Maximum building height: 30 ft Minimum floor area per unit: 1,300 sq ft Maximum density: 4 units/acre</p>
R-2 Two Family Residential District	<p>Intended to allow duplexes.</p> <p>Minimum lot area: 4,000 sq ft Minimum lot width: 40 ft Maximum lot coverage: 35% Minimum front yard setback: 25 ft Minimum rear yard setback: 35 ft Minimum side yard setback: 5 ft least 15 ft total Maximum building height: 30 ft Minimum floor area per unit: 1,100 sq ft Maximum density: 4 units/acre</p>
Low-Density Multiple Family District	<p>Intended to provide a range of detached and attached housing that complements the existing, adjacent neighborhoods.</p> <p>Minimum lot area: 4,200 sq ft</p>

Zoning District	Intent															
	Minimum lot width: 35 ft (per unit) Maximum lot coverage: 35% Minimum front yard setback: 25 ft Minimum rear yard setback: 35 ft Minimum side yard setback: 5 ft least 20 ft total Maximum building height: 30 ft Minimum floor area per unit: 250 - 750 sq ft Maximum density: 4 units/acre															
High-Density Multiple Family District	Combines R-M and R-M-H Intended to preserve existing multiple family buildings that serve the residential needs of individuals or households wanting or needing an apartment with central services. The number of existing units within this geographic area is intended to be maintained in the future. Building distance formula. In all R-M-H high-rise apartment districts the minimum distance between any 2 buildings shall be regulated according to the length and height of such buildings. The formula regulating the required minimum distance between 2 buildings (referred to as building "A" and building "B" is as follows: $S = L_A + L_B + 2(H_A + H_B)$															
Community Centerpiece District	Combines institutional and parks & cemeteries. <table border="1" data-bbox="573 1199 1421 1606"> <thead> <tr> <th data-bbox="573 1199 846 1278">If new development is:</th> <th data-bbox="846 1199 1122 1278">And it is next to:</th> <th data-bbox="1122 1199 1421 1278">Then required separation is at least:</th> </tr> </thead> <tbody> <tr> <td data-bbox="573 1278 846 1358">A building 30' or less in height</td> <td data-bbox="846 1278 1122 1358">A single-family house</td> <td data-bbox="1122 1278 1421 1358">15'</td> </tr> <tr> <td data-bbox="573 1358 846 1409">A parking lot</td> <td data-bbox="846 1358 1122 1409">Any type of building</td> <td data-bbox="1122 1358 1421 1409">15'</td> </tr> <tr> <td data-bbox="573 1409 846 1493">A building between 31' and 40' in height</td> <td data-bbox="846 1409 1122 1493">A single-family house</td> <td data-bbox="1122 1409 1421 1493">30'</td> </tr> <tr> <td data-bbox="573 1493 846 1606">A building between 31' and 40' in height</td> <td data-bbox="846 1493 1122 1606">A building between 31' and 40' in height</td> <td data-bbox="1122 1493 1421 1606">15'</td> </tr> </tbody> </table>	If new development is:	And it is next to:	Then required separation is at least:	A building 30' or less in height	A single-family house	15'	A parking lot	Any type of building	15'	A building between 31' and 40' in height	A single-family house	30'	A building between 31' and 40' in height	A building between 31' and 40' in height	15'
If new development is:	And it is next to:	Then required separation is at least:														
A building 30' or less in height	A single-family house	15'														
A parking lot	Any type of building	15'														
A building between 31' and 40' in height	A single-family house	30'														
A building between 31' and 40' in height	A building between 31' and 40' in height	15'														
Residential Corridor	Intended to provide a mix of residential options including single-family, townhomes, and low-rise multiple family, but also allows for office and other institutional/civic uses or spaces. <i>Site Design Based District</i>															

Zoning District	Intent
Downtown District	<p>Intended to create a vibrant city center with offices, entertainment, retail businesses, and restaurants serving Berkley residents, daytime businesses, and nighttime entertainment populations.</p> <p><i>Site Design Based District</i></p>
Gateway Corridor	<p>Intended to improve the function, investment value and aesthetics of these corridors as mixed-use, walkable places through site-based design standards.</p> <p><i>Site Design Based District</i></p>
Flex District	<p>Formerly Industrial/Retail</p> <p>Intended to improve the function, investment value and aesthetics of this section of Eleven Mile, while allowing a range of land uses.</p> <p><i>Site Design Based District</i></p>
Parking Overlay District	<p>Intended to eliminate current non-conforming use status held by residences and businesses in the current parking district.</p> <p>Intended to provide potential corridor expansion or a transitional buffer between commercial corridors and residential neighborhoods.</p>



Corridors

Berkley's high traffic roadways, or corridors – Twelve Mile, Coolidge Highway, Eleven Mile, Woodward and Greenfield – provide some of the most memorable places in the City. Residents on their daily commute, by foot, car, bicycle or bus, likely travel one or more of these corridors. They host Berkley's popular community events – such as the Art Bash, the Woodward Dream Cruise and more. They are also where Berkley residents and visitors eat, shop, worship, play and live.

Respondents to the 2020 Survey indicate a strong desire for commercial, entertainment, and mixed uses on Berkley corridors but often physical constraints, from street layouts to parcel depths, have constrained redevelopment of these corridors. This chapter lays out steps for corridors overall and in particular how they can become lively, vibrant places.

Principles

Principles from the Future Land Use Chapter that apply to corridors are:

- Enhance corridors as vibrant business areas.
- Blend new housing types using good design to complement existing character.

Previous Plans

Previously adopted plans are relevant to corridors include:

- 2012 Woodward Transit-Oriented Development Corridor Study for South Oakland County
- 2012 Multi Modal Transportation Plan
- 2018 Downtown Design Guidelines
- 2019 Downtown Plan
- 2020 Parks and Recreation Plan Update

Land Uses

The following future land use categories are appropriate in corridors:

- Downtown
- Gateway Corridor
- Industrial/Retail
- Residential Corridor

CORRIDORS

The Master Plan envisions vibrant and inviting corridors, each with their own sense of place. The following strategies should be used in all corridors throughout the City:

Offer Transportation Choices

Corridors should be improved with safe transportation choices for pedestrians, cyclists and transit riders as well as motorists and vehicle passengers. Possible improvements include bike lanes, integrating bus stops with new development or property redevelopment, and expanded transit service. The creation of “transit nodes” on corridors is an economic development tool to increase foot traffic and economic activity at key intersections. A transit node has wider sidewalks and more intensive development (i.e., taller buildings built to edge of the sidewalk) at transit stops. Nodes should be implemented on Twelve Mile Road, Coolidge Highway, and Woodward Avenue.

Encourage Corridors to become Complete Streets

Complete Streets encourages safe street design accessible to all users regardless of their age, ability, or transportation choices. In 2018, the City adopted a Complete Streets Ordinance making the policy of the city to encourage complete streets through planning and zoning approvals. In addition, the City, through public-private partnerships, should provide targeted right-of-way (ROW) improvements to ensure greater connectivity and easier navigation for motorists, transit users, bicyclists, and pedestrians. Complete street principles should be explored on Twelve Mile Road, Woodward Avenue, Eleven Mile Road, Greenfield Road, and continued along Coolidge Highway. Any roadway configuration changes or improvements on corridors that border other municipalities – Eleven Mile, Greenfield and Woodward – should be in cooperation with adjacent communities and the agency that controls the street.

Improve the Pedestrian Experience

The pedestrian experience along corridors can be improved through design and investment where people walk. This includes the area between the back of curb and front buildings facades, known as the pedestrian realm. A well designed pedestrian realm includes sidewalks and crosswalks of the appropriate



The MoGo Bike station off of Twelve Mile is an example of transportation choices beyond the automobile in Berkley.

Source: CWA



Coolidge during the road diet as a Complete Street with separate areas for vehicles, bicycles and pedestrians.

Source: City of Berkley



The bench, flowers, trash receptacle and lighting on Twelve Mile provide an inviting pedestrian realm.

Source: City of Berkley



The mural shown above a Nova Chiropractic is one of 13 murals in Downtown Berkley.
Source: City of Berkley DDA



The sketch up rendering above show how a buffer with trees, green space and trees would fit along side Berkley neighborhoods.
Source: CWA



The building on Coolidge and Edgewood has upper story residential.
Source: CWA

width, street trees and street furniture (light poles, benches, etc.) between the sidewalk and the roadway, and a defined area for semi-public activity, like outdoor dining or sidewalk sales. These elements combined are referred to as the “streetscape”. The streetscape of corridors should be designed for pedestrians first, and motorists second. A common streetscape program should be designed and implemented for Coolidge and Twelve Mile, based on the existing streetscape and plans for the Downtown Development Authority (DDA) with individual streetscapes for Eleven Mile Road and Woodward Avenue.

Promote Public Art

Public art incorporated into public spaces, such as the murals in Berkley’s Downtown, promotes commercial investment, creates attractive sites for community and private events, fosters a sense of community ownership, and enhances the overall quality of life for residents and visitors. Working in partnership with organizations like the DDA, arts groups, private property owners and businesses, the City should promote public art in corridors through building relationships, ease of permitting processes, in-kind labor or services (city staff time or free trash pick-up), and possible financial support. Public art at key intersections and major destinations contributes to Berkley’s identity, fosters community pride, and provides visual interest for residents and visitors.

Create Better Buffers

Due to the nature of Berkley’s layout, corridors more often than not abut single-family properties. This can create stress between the quiet residential neighborhoods and the bustle of commercial corridors. In order to achieve a better relationship, the City requires a landscaped buffer with a masonry wall, at least 10 feet in depth. Through zoning ordinance amendments, the City should maintain and strengthen this requirement, with encouragement of decorative walls and green alleys. The buffer should protect the well-being and investment of residents to the greatest extent possible. In certain portions of corridors, the typical lot sometimes cannot accommodate both the required buffer and parking. In these cases, re-purposing of residential lots may be considered

Diversify Housing Choices in Corridors

Corridors are prime properties for new housing development in Berkley, including townhomes, courtyard apartments, and upper story lofts. A diversity of housing types allows for a range of options for various populations, ages, and incomes. Residents also then have the opportunity to stay in Berkley, at various stages in life. The City should allow additional housing types that fit within the character of each corridor, from upper story lofts in the downtown to duplexes on Greenfield and Eleven Mile. Design guidelines for each corridor are included later in this chapter.



The Berkley Public Library is an example of an institutional use on a corridor in Berkley.
Source: CWA

Mix Uses in Corridors

The Master Plan envisions the corridors in Berkley to fully transition from areas dominated by a single type of land use to a mix of uses. Mix of uses could include commercial, office, service, or residential. That mix is determined by the character of each area – the buildings, existing and surrounding land uses, the size and speed of each street and the function that corridor serves for Berkley as a community.



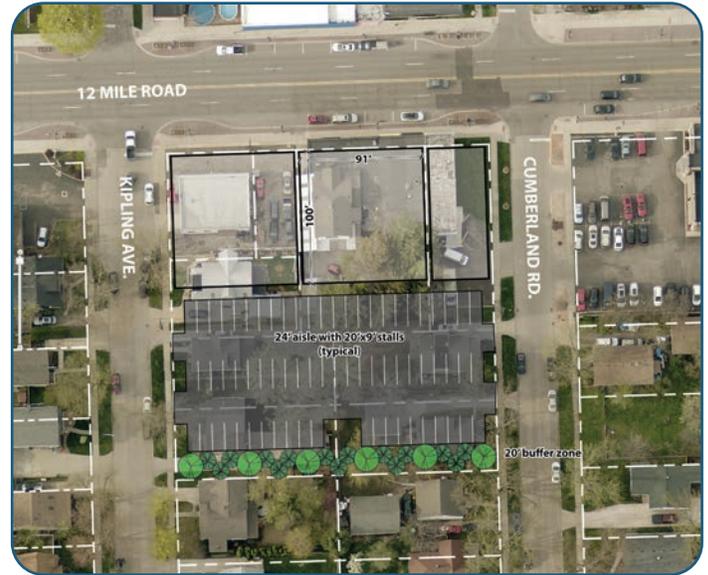
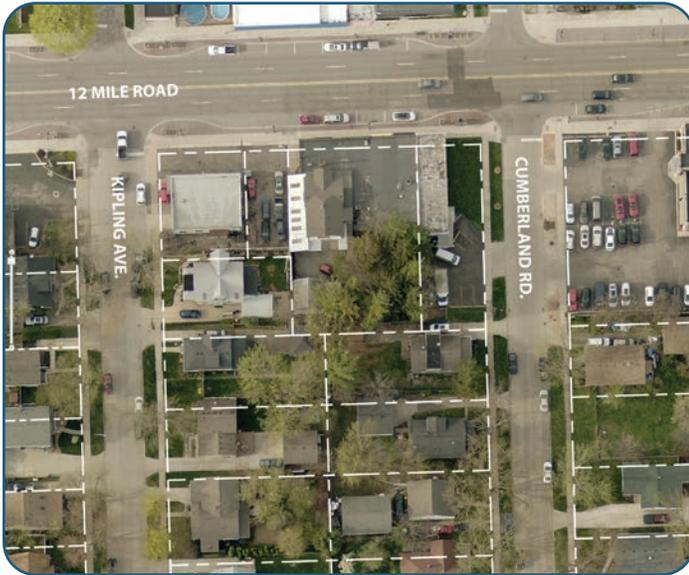
Restaurant uses, like Amici's, are mixed with other uses in Berkley's corridors.
Source: CWA

The following sections in this chapter identify "character zones" and design guidelines along the



Coolidge features a mix of uses throughout the corridor.
Source: City of Berkley

Berkley Corridor Redevelopment Arithmetic



Source: Aerial Photograph - Oakland County. Graphis - CWA

City's corridors where mixed-use sites and corridors provide commercial, residential, and office space in a manner that builds on Berkley's best assets and protects neighborhoods. The character zones based on those in the 2019 Downtown Berkley Master Plan and the corridor future land categories of Residential Corridor, Downtown and Gateway Corridor.

While several factors limit redevelopment of property along Berkley's corridors, many of which cannot be addressed or fixed within a Master Plan, shallow depths, particularly lots 100 feet deep or less, are challenging for re-use or redevelopment:

- A standard lot is 40 feet wide by 100 feet deep
- 10 feet (buffer) + 40 feet (parking & access aisle) = 50 feet
- 40 foot width = 4 parking spaces maximum
- 2,000 square foot building –
Retail = 7 parking spaces,
Restaurants = 24 parking spaces

Conclusion:

There is not enough space to accommodate the buffer, parking and the building on the site.

Recommendations

Re-purpose residential property

Commercial corridor properties can be expanded by re-purposing adjacent residential property. The "Potential Corridor Expansion/Transitional Buffer" future land use category indicates where residential property could transition to provide additional space for corridor properties. Such expansions should be considered on a case-by-case basis as part of a zoning approval process. The main part of that process is to ensure future commercial expansion does not adversely impact the adjacent residential parcels.

Change parking regulations

Relaxing parking requirements is appropriate when other parking options, such as municipal parking lots or shared parking, may not be possible.

GREENFIELD

Greenfield is a five-lane high-speed road and the City's western boundary with Southfield. On Berkley's side, it is predominately single-family residential with a few multiple-family buildings and houses converted to office or retail uses. There are a variety of land uses on Southfield's side, from big-box commercial to multiple-family to a County park. The goal for the corridor is for the residential uses to be bolstered with adaptive re-use of houses for offices and retail, while also allowing for multiple-family development along Greenfield and possibly Ellwood.

Design guidelines for Greenfield and a concept plan for a multiple family development were created to showcase a possible development in the corridor.



The above photos are examples are appropriate to face Ellwood.



The above photos represent sample housing developments that are appropriate for Greenfield Road.

Source: Teska

Greenfield Road Residential

The following planning principles, developed for the concept plan, apply to residential corridor areas on Greenfield and Ellwood:

- Buildings should front onto Ellwood Avenue and present a continuous front door appearance and lower building scale that is compatible with the neighborhood.
- Buildings located on Greenfield may be taller in scale, though not to exceed 3 stories in height.
- Buildings should be grouped into clusters to provide common green open spaces.
- No driveways should be on Ellwood Avenue. All driveway access should be on Greenfield Road or perpendicular side streets as possible.
- Resident parking should be internal to the development and landscaped.
- On-street visitor parking should be placed in small groupings and should be landscaped.
- Pedestrian walkways should provide access to common spaces and surrounding sidewalks.
- Sustainable site, building and landscaping elements are encouraged and should be incorporated as appropriate to the site and program.



The Greenfield Multiple Family Development concept plan, on page 59, is an example of the type of development that could be occur along the Greenfield corridor. Such development would be contingent upon the current owners wanting to sell their property, a developer wanting to design and build a multiple family complex, and the design conforming to all Zoning Ordinance requirements.

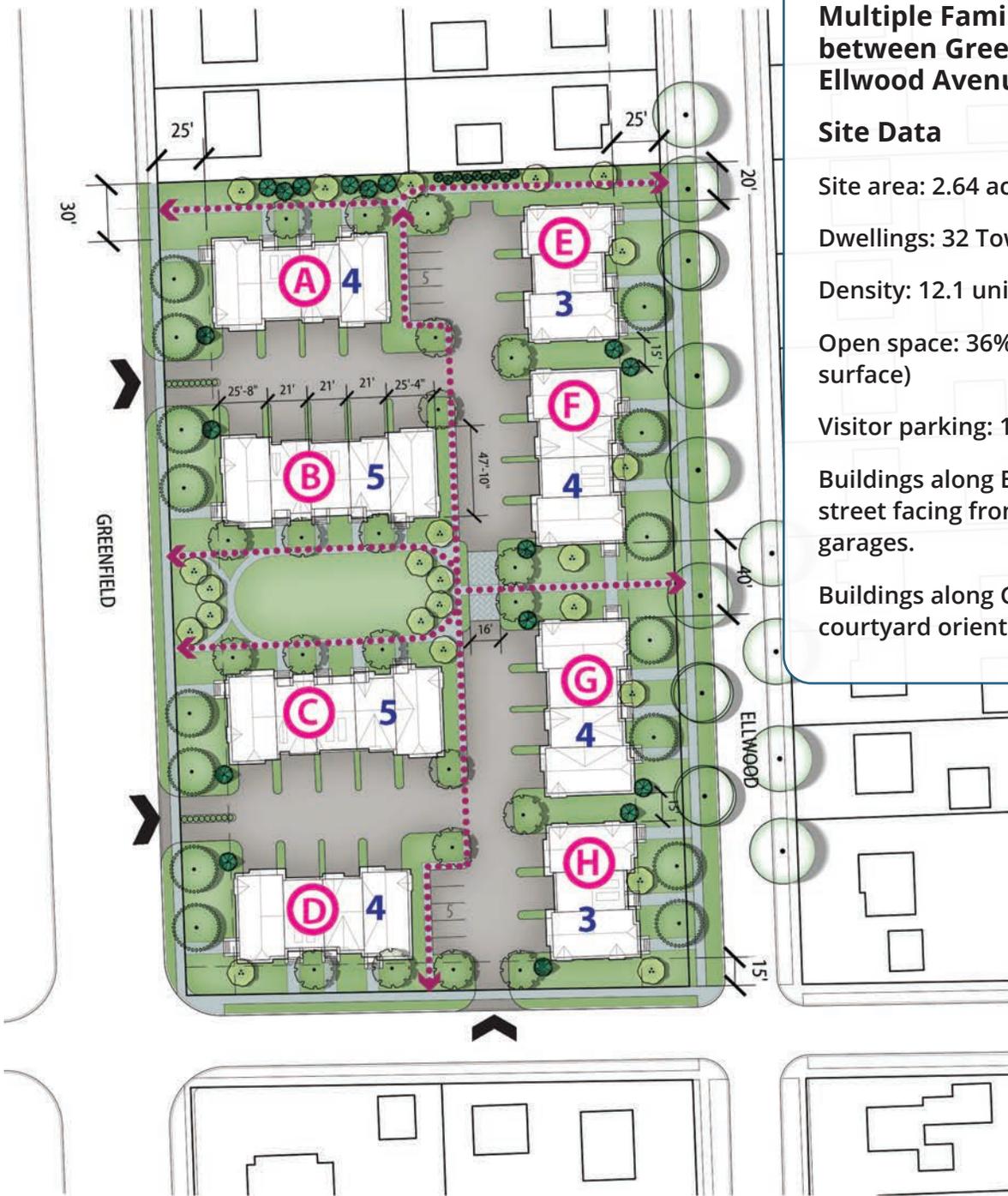
The conceptual plan includes the purchase of at least 16 parcels: eight (8) fronting Greenfield and eight (8) facing Ellwood. Such consolidation of parcels would only occur if all 16 property owners would want to sell their land. The City of Berkley will not be involved in purchases or taking of property and will not advise property owners in any capacity.

If a development such as the concept plan shown on page 59 were to be constructed, the following steps in the text box on this page would have to take place. The agreement of multiple individuals to sell their property is complicated and may prohibit the development of the size and scale of multiple family concept plan shown. A smaller scale development may be more practical but would still require the same cooperation of property owners, submission of site plans, and approval by the Berkley Planning Commission.

Steps for Greenfield Road Concept Plan to be Built

- Agreement to sell properties from all current land owners to a single developer
- All properties combined into one parcel
- Consultation by the developer with Road Commission of Oakland County regarding the project
- Developer - working with architect, engineer, and other professionals - designs a site plan
- Proposed site plans must meet all zoning requirements, including but not limited to the following:
 - o Height
 - o Density
 - o Setbacks
 - o Parking Requirements
 - o Landscaping and screening
 - o Compatible design with neighborhoods
- Public notice to all property owners within 300 feet of the development of when and where Planning Commission will review the site plan. meeting date
- Approval by Road Commission of Oakland County for Greenfield access (may be condition of site plan approval)
- Site Plan must be reviewed and approved by the Berkley Planning Commission

Greenfield Road | Concept Plan



**Multiple Family Development
between Greenfield Road and
Ellwood Avenue**

Site Data

Site area: 2.64 acres

Dwellings: 32 Townhouses

Density: 12.1 units per acre

Open space: 36% (permeable surface)

Visitor parking: 10 spaces

Buildings along Ellwood Ave have street facing front doors and rear garages.

Buildings along Greenfield Rd are courtyard oriented.

ELEVEN MILE

Eleven Mile Road is a four-lane road along Berkley's southern border with Oak Park and Huntington Woods. The right-of-way is 66 feet with sidewalks and planting strips on both sides, varying in width from 6 to 12 feet. Due to the land uses and traffic patterns along Eleven Mile, the corridor is planned for three different character areas and corresponding future land use categories.

As redevelopment occurs on Eleven Mile, the City should implement unifying streetscape elements such as landscaping, seating, pedestrian lighting, and others as appropriate. Streetscapes should be coordinated with Oak Park and Huntington Woods, when possible

Eleven Mile Design Guidelines

The following design guidelines apply to the entire corridor:

- Sidewalks should meet accessibility standards and should be appropriately lighted for bicycle and pedestrian traffic.
- Pedestrian crosswalks must meet accessibility standards and should be well marked.
- Areas adjacent to the curb should be planted with lawn and canopy trees, as space allows.
- On-street parking on side streets should be well defined. On-street parking on Eleven Mile is not allowed.
- Sustainable streetscape features such as permeable pavements, rain gardens and LED lighting are encouraged.



Eleven Mile
Source: CWA

Design Guidelines

The following design guidelines apply to Eleven Mile between Woodward and Mortenson:

- Buildings should front onto Eleven Mile. Front yard setbacks along Eleven Mile should match those of the adjacent existing homes.
- Buildings should be no taller than two stories.
- Attached single-family housing may range in groupings from 2 to 5 units per building.
- All driveway access should be on Eleven Mile Road or side streets, as possible.
- Pedestrian walkways should provide access from the front door to the sidewalk and parking areas, as well as common open spaces.
- Facades should incorporate front porches and clear visibility to front doors.
- Facades should incorporate a consistent rhythm of windows. Windows between lower and upper floors on adjacent buildings should relate to one another.
- Façade materials should be brick, stone, and wood to be consistent with existing housing types in Berkley.
- Rooflines should reflect the rooflines of this portion of Eleven Mile, which include gable and hip roofs.
- Rooflines should be arranged to provide visual interest and differentiation between units.
- Sustainable site, building and landscaping elements are encouraged and should be incorporated as appropriate.

Woodward to Mortenson Residential Corridor

This section of Eleven Mile should remain primarily single-family housing. However, at intersections corners, attached single-family housing, such as duplexes and townhouses, could be allowed.



Single Family Houses on Eleven Mile
Source: CWA



Office use in house on Eleven Mile
Source: CWA



Duplex on Eleven Mile
Source: CWA

Mortenson to Robina Gateway Corridor

The intersection of Coolidge Highway and Eleven Mile is one of the most visible entrances to the City. While maintaining small-scale commercial and office uses, attached single-family housing should be allowed to enter the mix along this section of Eleven Mile. Redevelopment of older and obsolete buildings should include an architecturally pleasing façade treatment for the elevation that fronts Eleven Mile, much like the “before” and “after” photographs on this page. Public art, such as murals, should be encouraged.



Photo examples show how modest building improvements, such as window replacements, paint, signage and lighting, have dramatically improved Berkley's local building character and appearances. Source: Google & Teska

Design Guidelines

The following design guidelines apply to Eleven Mile, between Mortenson and Robina:

- Main building entrances should be prominent and visible from the street.
- Building windows should front onto the street.
- Driveways and parking areas should be clearly visible from the street and landscaped.
- Off-street parking lots, including those that abut the sidewalk, are screened with a masonry or decorative wall and landscaping.
- Monument style signs and building mounted signs should be incorporated into the site and building.
- Dumpsters should be screened from view via enclosures.
- Outdoor seating areas are encouraged as appropriate to building use.
- Building mounted lighting should complement the building.
- Sustainable features such as permeable pavements, LED lighting, native landscaping, locally sourced and recycled materials are encouraged.

Eleven Mile Road | Concept Rendering & Design Guidelines



Source: Teska Associates

Private building and parking enhancements:

- Main building entrances should be prominent and visible from the street.
- Building windows should front onto the street.
- Driveways and parking areas should be clearly visible from the street and landscaped.
- Monument style signs and building mounted signs should be incorporated into the site and building.
- Dumpsters should be screened from view via enclosures.
- Buildings and parking areas should be enhanced with landscaping.
- Outdoor seating areas are encouraged as appropriate to building use.
- Building mounted lighting should complement the building.
- Sustainable features such as permeable pavements, LED lighting, native landscaping, locally sourced and recycled materials are encouraged.

Public right of way (ROW) enhancements:

- Sidewalks should meet accessibility standards and should be appropriately lighted.
- Pedestrian crosswalks must meet accessibility standards and should be well marked.
- Parkway should be planted with lawn and canopy trees as space allows.
- On-street parking should be well defined.
- Sustainable streetscape features such as permeable pavements, rain gardens and LED lighting are encouraged.

Robina to Greenfield – Industrial/Retail

A unique mix of industrial and retail, this portion of Eleven Mile is starting to redevelop as a walkable corridor. The City should allow re-use of industrial buildings as lofts and other multiple-family uses here. The design guidelines as illustrated on this page should be implemented via zoning changes. Improvements within the public right-of-way (R.O.W.) and private properties should be coordinated to improve the overall corridor.

WOODWARD

Traveling 21 miles through 11 communities, Woodward is one of the most studied and planned corridors in southeast Michigan. Regional plans for Woodward envision a multi-modal street with dedicated lanes for buses or trains, bicycles as well as vehicles with wide sidewalks and more intense development at transit stations. The 2020 Parks and Recreation Plan specifies connecting Berkley's trails and pathways to the regional system developing along Woodward Avenue in Oakland County.

In its 1.8-mile stretch in Berkley, Woodward is a divided boulevard with eight lanes of traffic and a 200-foot wide right-of-way. Roseland Park Cemetery occupies over a of a third of Berkley's frontage on Woodward and is a planned as Parks & Cemetery. The rest of the corridor in Berkley is planned as Gateway Corridor.

Study Recommendations

The City is committed, to the greatest extent possible, to the following recommendations for Woodward in the 2012 Woodward Avenue TOD Corridor Study for South Oakland County and the 2015 Woodward Avenue Action Association Woodward Avenue Complete Street Plan.

- Reduction to six lanes of traffic, with expanded sidewalks, two-way raised cycle tracks, dedicated bus rapid transit.
- Bus rapid transit stops were planned at Eleven Mile and Twelve Mile, with increased development. Taller buildings at Twelve Mile and Woodward may not be possible due to the shallow lots in this area and deed restrictions of the original plat.
- Coordinated streetscape with adjacent communities include permeable paving, street lighting and landscaping.
- Parking policies requiring less parking where transit stops are within a 5-minute walk.



The Woodward Dream Cruise in an annual event on Woodward
Source: City of Berkley

Design Guidelines

The following design guidelines apply to East Twelve Mile:

- Connect sidewalks and trails along East Twelve Mile to the regional network along Woodward and the planned trail on the edge of Roseland Park Cemetery.
- Continue the street trees at regular intervals, pedestrian scale decorative lighting and wayfinding signs in other parts of Twelve Mile throughout this section.
- Repair and maintain the sidewalk on the south side of East Twelve Mile.
- Parking lot areas should be in the side yard, setback from the sidewalk and screened with a masonry or decorative wall and a landscaped area.
- New buildings should be no higher than two stories.
- Parking, loading, trash and service areas should be screened from the street and buffered from the adjacent neighborhood. In some cases, these may be in a side yard with appropriate screening to minimize neighborhood impacts.

EAST TWELVE MILE

Between Woodward and Coolidge, this portion of Twelve Mile features Roseland Park Cemetery along its entire northern frontage. On the south side of the street, uses vary from medical offices with large parking lots to single family homes to vacant land. The lots are shallow, 115 to 135 feet in depth, and back up to the rear yards of the Oakland Manor neighborhood. Due to the lot sizes and surrounding land uses, this area is suited for single-family attached housing or small scale office, personal service or retail uses.



View of Roseland Cemetery from the south side of East Twelve Mile
Source: CWA

WEST TWELVE MILE

The portion of Twelve Mile west of the Downtown, from Greenfield Road to Buckingham Avenue, is planned as a Gateway Corridor. This portion of Twelve Mile has a second story residential and live/work units.

The 2018 Downtown Design Guidelines and the 2019 Downtown Master Plan have more in-depth recommendations that should be followed in addition to the design guidelines on this page.



Black Ritual Tattoo on West Twelve Mile.
Source: CWA

Design Guidelines

The following design guidelines apply to West Twelve Mile:

- Continue the brick pavers, street trees at regular intervals, pedestrian scale decorative lighting and wayfinding signs throughout this section of Twelve Mile.
- New buildings should be built to the street edge and have public and semi-public space.
- Outdoor product displays should be allowed and engaging storefront encouraged, with vibrant window displays.
- New buildings should be two stories at the street edge, with a third story allowed if stepped back from the street edge
- Buildings should transition and connect Twelve Mile to adjacent neighborhoods by stepping down in height and scale at rear property lines, buffering parking and landscaping at borders.
- The variety of building materials should be preserved and encouraged.
- Off-street parking lots, including those that abut the sidewalk, are screened with a masonry or decorative wall and landscaping.

Design Guidelines

The following design guidelines apply to South Coolidge:

- Upper floor residential and townhouses are encouraged in a greater proportion than in the Downtown.
- Buildings have entrances directly to the street for pedestrians.
- Buildings may be at the sidewalk's edge or slightly setback to allow for landscaped yards, outdoor dining and display areas.
- Underutilized parking lots can be repurposed for dining patios, sitting areas or outdoor display areas.
- New development is two stories at the street edge, with an occasional third story set back from the street and adjacent neighborhoods.
- The use of traditional materials is promoted to maintain continuity within the Downtown.
- Underused parking lots are adapted to include beautification elements, access and passive use alternatives.
- Buildings and sites should transition to adjacent neighborhoods by stepping down in height and scale at rear property lines, buffering parking, and landscaping at borders.
- Curb extensions should be installed at intersections to aid pedestrian safety and provide landscaped areas.
- Off-street parking lots, including those that abut the sidewalk, are screened with a masonry or decorative wall and landscaping.
- Parking areas are buffered from the sidewalk and adjacent residential uses.
- Traditional pedestrian-scale light fixtures should be installed throughout this part of Coolidge.

SOUTH COOLIDGE

Bordered by Catalpa to the north and Eleven Mile to the south, this area is envisioned to be a mixed-use area with residential, offices, restaurants and shopping, less dense than downtown but with the same degree of walkability.



Office use on South Coolidge
Source: CWA



Ice cream shop on South Coolidge
Source: CWA

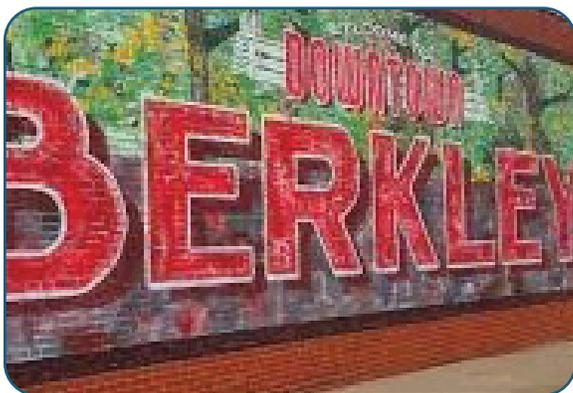
DOWNTOWN

Berkley's traditional downtown is on Twelve Mile, between Buckingham and Coolidge, and on Coolidge from Twelve Mile to Catalpa. The Downtown is home to distinctive buildings from the 1920's, 1930's, 1950's and 1960's, including the iconic Berkley Theater. Characterized by older buildings set close to the sidewalk, shops and restaurants, this area was designated as the "Downtown Core" in the 2019 Downtown Berkley Master Plan.

The 2018 Downtown Design Guidelines provide specific design guidelines for three distinct areas within the Downtown.



Repurposed street for outdoor dining in 2020.
Source: City of Berkley



Gateway Mural at Twelve Mile and Coolidge in Downtown
Source: City of Berkley

Design Guidelines

The following design guidelines apply to Downtown Berkley:

- Buildings align at the sidewalk edge, with some variety allowed, to create a consistent street wall.
- New development is two stories at the street edge with a third story that is set back from the sidewalk and adjacent areas of lower scale, such as neighborhoods.
- The use of traditional materials is promoted to maintain continuity within the Downtown.
- Underused parking lots are adapted to include beautification elements, access and passive use alternatives.
- Institutional uses remain in the Downtown, to keep foot traffic and vibrancy.
- The streetscape is consistent and unified in appearance with curbside brick paving along the sidewalks, landscaping in corner planting areas and curb extensions, and low-scale, traditional light fixtures.
- On-street parallel parking is allowed throughout the Downtown, including on Coolidge.
- Off-street parking lots, including those that abut the right-of-way, are screened with a masonry or decorative wall and landscaping.



Source: Carlisle Wortman Associates

City of Berkeley Zoning Ordinance Rewrite
DRAFT Site Design Based Zoning Use Categories

Use Group 1 – Residential Uses

One-Family dwellings
Accessory dwelling units
Home-based businesses
Family day care homes

Use Group 2 – Residential/Lodging Uses

Two-Family dwellings
One-Family attached dwellings
Senior assisted/independent living
Bed & breakfast/Short-term rental

Use Group 3 – Institution/Private Assembly

Child care centers
Primary/secondary schools (private)
Post-secondary schools
Places of worship
Private clubs
Banquet halls
Government offices
Theaters less than 20,000 square feet in gross floor area

Use Group 4 – Mixed Use Low Impact

Buildings less than 20,000 square feet in gross floor area
Restaurants (no drive-through)
Financial institutions (no drive-through)
Retail
Personal service
Business service
Second story office
Second story medical office
Second story residential
Live/Work units

Use Group 5 – Mixed Use High Impact

Buildings 20,000 square feet in gross floor area or larger
Office
Medical office and clinics
Lodging
Retail, large-format

Use Group 5 continued

Shopping centers

Fitness, gymnastics, and exercise centers
Theaters, 20,000 square feet in gross floor area or larger
Indoor commercial recreation establishment
Multiple-Family dwellings

Use Group 6 – Auto/Transportation Uses

Vehicle sales
Vehicle service station
Vehicle repair station
Vehicle body repair
Vehicle wash

Group 7 – Miscellaneous Commercial Uses

Building & lumber supply
Garden centers, nurseries
Outdoor commercial recreation
Indoor commercial recreation
Self-Storage
Commercial kennels / pet day care
Pet sales
Recreational/medical marijuana
Drive-through facilities
Tobacco and vape shops
Adult regulated uses

Group 8 – Industrial Uses

Contractor's equipment storage
Food products
Commercial outdoor storage
Manufacturing, processing, etc.
Metal plating
Plastics
Printing
Tool & die, gauge & machine shops
Truck/trailer rental
Warehousing/wholesale
Experimental research & testing lab

Ypsilanti, R-1 Single-family district:

Two-Family Dwelling: Permitted on corner lots only, otherwise prohibited. Corner lot must contain at least 30' of frontage on two or more street sides.

Dexter, MF district only:

1 parking space required per dwelling unit + the following dimensional requirements.



11

LOT REQUIREMENTS	MIN	MAX
Lot size (sq. ft.)	8,500	--
Lot width (ft)	60	--
Lot coverage (%)	--	60
BUILDING ENVELOPE	MIN	MAX
Front setback (front or side) (ft)	15	25
Side setback one side (ft)	7	--
Side setback combined (ft)	17	--
Rear setback (ft)	25	--
Frontage buildout (%) ¹	60	80
BUILDING REQUIREMENTS	MIN	MAX
Floor area (sq. ft.)	700	--
Height (ft)	--	35
Height (stories)	1	2.5
FRONT FACADE	MIN	MAX
Porch or stoop front setback (ft)	5	
Garage Face	20 ²	

ACCESSORY BUILDING(S)	MIN	MAX
Number allowed	--	2
Front setback (front)(ft)	15	--
Side street/alley setback (ft)	10	--
Principal Building setback (ft)	10	--
Side setback (ft)	3	--
Rear setback (ft)	3	--
Height (ft)	--	14
PARKING		
Location	Side & rear yards	
Driveway Access	From rear, permitted from front if alley access is not available.	
Screening of adjacent street right-of-way	For non-residential uses, 2-foot evergreen shrubs	
NOTES		
¹ Front building façade location requirements do not apply to street side yards		
² The garage face minimum set back is 5 feet from the front of the house or 20 feet from the front property line, whichever is greater.		

Milan:

Setback requirements for principal structures on the interior of the development shall be as follows.

- If property lines do not exist between houses, the setbacks shall be measured to an imaginary line of equal distance between the houses.
- A duplex shall be treated as a single detached residence for the purpose of determining required setbacks.
- The minimum setbacks shall be as follows:
 - Front: Twenty (20) feet.
 - Rear: Twenty-five (25) feet.
 - Side: Seven and one-half (7.5) feet.
 - There shall be at least twenty-five (25) feet between the garage door and the closest edge of the sidewalk to allow for an automobile to be parked in the driveway without obstructing the sidewalk.
 - For detached units with “rear-to-side” relationships, the required setback shall be fifteen (15) feet for each unit, for a total of thirty (30) feet.

Ferndale, R-2 and R-3 districts:

1. *R-2 single/two-family residential district.* The R-2 district is composed of those areas of the city where the principal intended use is single and two-family dwellings and related uses in keeping with the master plan. Permitted and special land uses in this district are intended to maintain a lower density than is allowed in the R-3. District areas zoned R-2 are intended to be compatible with areas zoned R-1.
2. *R-3 single/multiple-family residential district.* The R-3 district is composed of those areas of the city where the principal intended use are single and multiple-family dwellings at a lower density than permitted in R-4 that are compatible with single-family residential districts in relation to setbacks and related uses in keeping with the master plan. These areas should be located near major streets for accessibility and nominal traffic impact on adjacent single-family areas. The various types and sizes of residential units allowed in this district are intended to provide zones of transition between residential and other districts and to serve the needs of different age and family groups without creating an unreasonable burden to existing community facilities, utilities, or services.

Berkley Downtown Design Guidelines

CITY OF BERKLEY, MICHIGAN



BERKLEY DDA
Retro Feel. Metro Appeal.

FINAL DRAFT APRIL 2018



ACKNOWLEDGMENTS

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INTRODUCTION

The City of Berkeley and the Downtown Development Authority (DDA) seek to enhance the image of the Downtown District while reinforcing those unique qualities that make it a special place. This document provides design guidelines to support that objective. The guidelines address new construction, rehabilitation of existing buildings, additions and site improvements. They also provide guidance for signs. Throughout the document, the guidelines promote a pedestrian-friendly environment, high quality design and a respect for context. They also encourage contemporary designs that are creative and enhance the public realm.

The guidelines can be used in a variety of ways. The DDA and the City will use the guidelines to review improvement projects throughout the District. Property owners, developers and citizens can use the design guidelines to better understand the community's design expectations and plan projects that their expectations meet.

The design guidelines reflect input from community representatives in a variety of venues. That process is described in this Introduction. More information about using the guidelines follows.

IN THIS CHAPTER

Why Have Design Guidelines?	2
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Note to Readers:

This section reflects a potential application of the design guidelines in a formal review process that would be administered under City regulations. This approach needs further discussion.

Alternative applications could be:

- Voluntary use
- Applied to incentive programs
- Applied to conditional use permits and other special City approvals

Additional Information:

Are you a property owner or small to mid-sized developer? Find more information about building redevelopment at www.downtownberkley.com

WHY HAVE DESIGN GUIDELINES?

Design guidelines help establish a common understanding of the community's vision for the character of the greater Downtown area and provide a basis for making decisions about the appropriateness of renovations and new development. They also serve as an educational and planning tool for property owners and design professionals. While the guidelines are written such that property owners can plan improvements, they are strongly encouraged to enlist the assistance of qualified design and planning professionals, including architects and landscape architects.

WHERE DO DESIGN GUIDELINES APPLY?

The design guidelines provide the foundation for a design review process that ensures that new construction and redevelopment projects achieve high-quality design and promote design objectives for compatibility.

Topics addressed in the design guidelines include:

- New retail, office and public construction, additions and other exterior improvements
- New multi-family residential construction, additions and other exterior improvements
- Phased or incremental improvement projects as defined within these guidelines
- Outdoor amenity spaces, recreation spaces and landscaping projects on commercial, office, multi-family and public properties
- Signage

WHO USES THE DESIGN GUIDELINES?

The guidelines are for use by property owners and applicants considering improvement projects and by the City's review authority. Property owners and applicants should review the guidelines to ensure that proposed development projects will contribute positively to the character of the District and to the City of Berkley as a whole.

PROCESS OF DEVELOPING THE DESIGN GUIDELINES

The Berkley Downtown Development Authority (DDA) created this document with assistance of residents, business and property owners.

Outreach and public engagement included two on-site meetings and an online survey. Initial meetings with City staff, the DDA and local business and property owners provided direction for the design guidelines. The subsequent public workshop and the results from the survey steered refinements to the document.



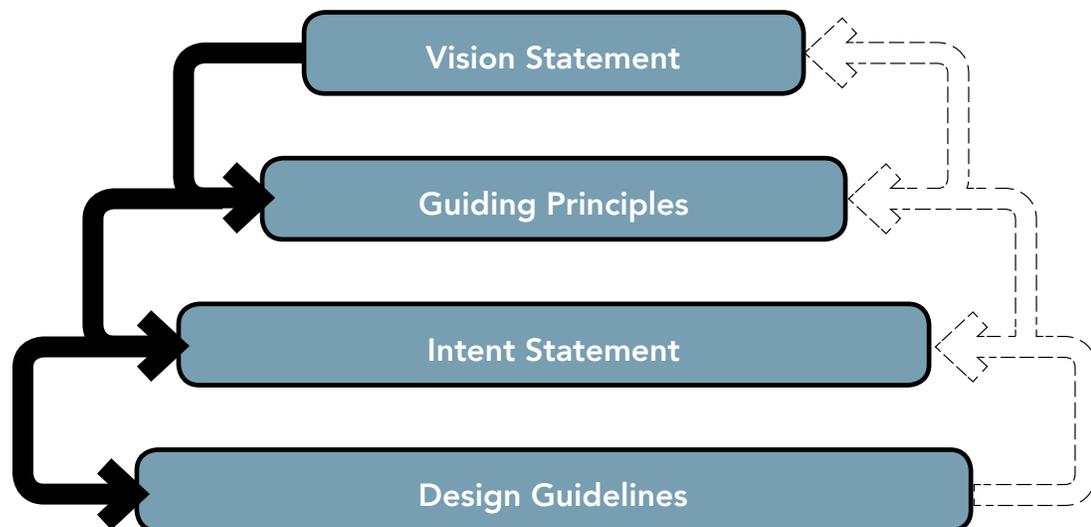
Group activities at Design Guidelines Workshop #1 helped set the direction for the design guidelines.

INTERPRETING THE DESIGN GUIDELINES

The design guidelines offer flexibility in interpretation. Even so, compliance with the intent of applicable guidelines is expected, to the greatest extent feasible. Not all guidelines will apply to each project. Guidelines that refer to features that are not part of a project are not applicable. Flexibility in the application of some design guidelines may also be available for redevelopment, minor projects or other projects as noted throughout the document.

The Hierarchical Structure of the Document

This document presents a series of design concepts in a hierarchical structure with four levels: At the highest level, a **Vision Statement** describes the long-term goal for Downtown Berkley. The Vision Statement in turn informs a set of **Guiding Principles**. These also are at a relatively high level and are the foundation for the guidelines that follow. The guidelines are organized in sets of topics, each of which is headed with an **Intent Statement** that outlines the anticipated outcome of the related design guidelines. Finally, the **Design Guidelines** themselves provide the more detailed directives for appropriateness. When a new or innovative approach is considered, how it meets the Intent Statement, Guiding Principles and Vision should be considered, from the bottom up.



STANDARD DESIGN GUIDELINES FORMAT

The individual design guidelines use a standard format. This includes a topic heading, an intent statement, numbered design guidelines and additional information about appropriate strategies and illustrations. The diagram below uses a sample design guideline to illustrate these elements.

A — B. Building Mass & Scale

The overall size, height and form of a building help determine how large it appears, and whether it is compatible with the surrounding context. Although a new building may be larger than adjacent buildings, it should not be monolithic in scale or jarringly contrast with neighboring development. A new building should use articulation techniques to provide a sense of scale. These include varied heights, smaller building masses and articulated facades.



Vary roof heights along the street to create a sense of visual interest.

B — BUILDING HEIGHT

New development must meet zoning requirements in the District while stepping down to create smooth transitions with adjacent lower-scale commercial and residential buildings.

C — 3.11 Create a sense of visual interest by using a variety of cornice heights for individual modules.

3.12 Vary roof heights along the street to create visual interest.

- a. Vary roof heights through differences in roof form and parapet height.
- b. Vary the roof profile by stepping down some parts of the facade.

E — Sidebar Template

This sidebar template will be used throughout the document to reference external documents or additional information pertaining to an associated section, design guideline or external reference.

Key to Sample Design Guidelines Format Above

A The design topic is indicated with a heading followed by an intent statement.

C The design guidelines describe an intent or desired outcome. They are numbered by chapter for easy reference.

E Sidebars reference external documents.

B A subtopic and intent statement are also provided to describe the overall intent of the guidelines that follow.

D Photographs and Diagrams, which are numbered sequentially, illustrate design guidelines principles.

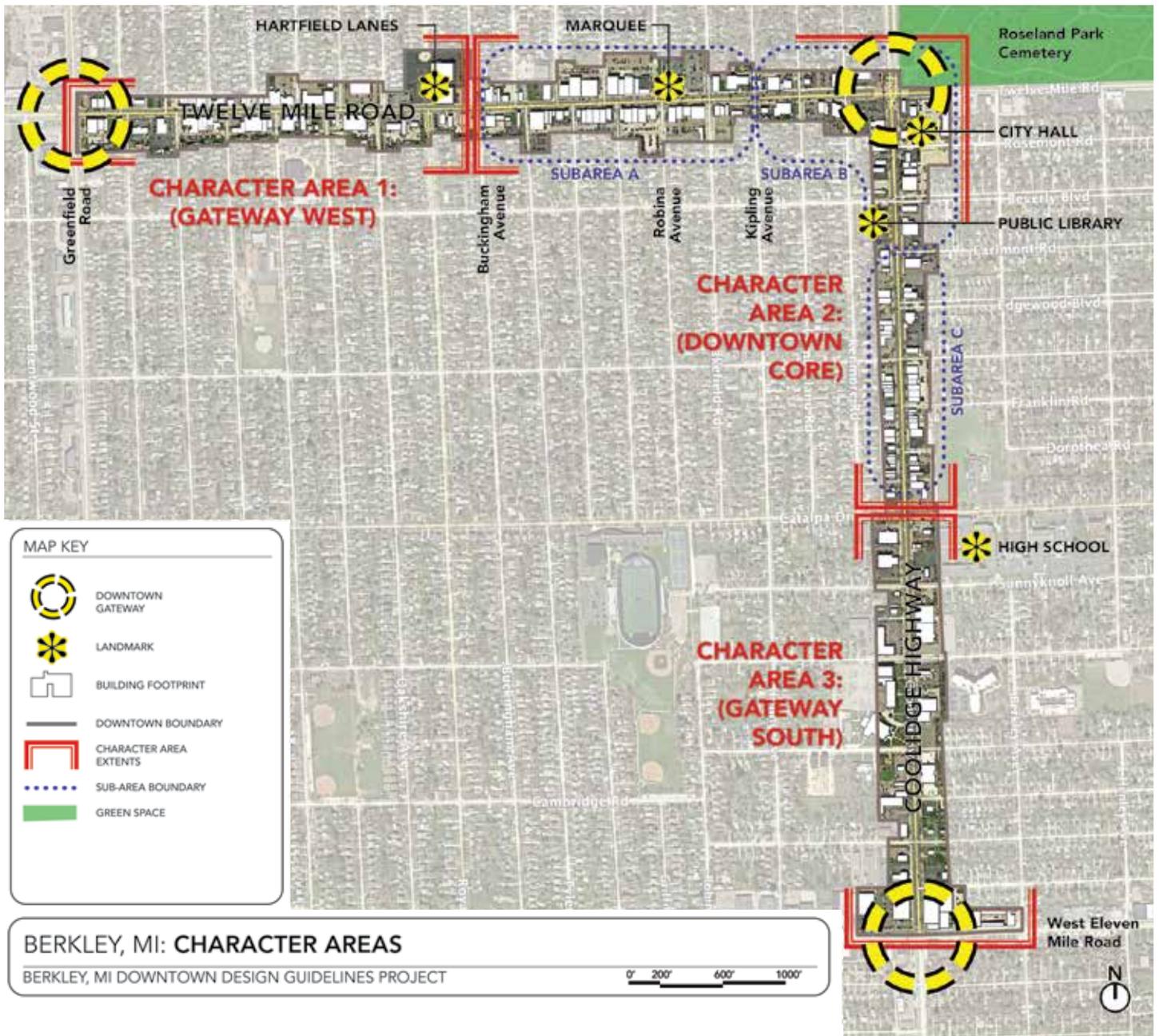
 **Checkmarks and X marks** indicate images that generally illustrate an appropriate or inappropriate approach.



CHARACTER AREAS CONCEPT

While the guidelines in this document apply throughout the District, the degree to which each applies, and the manner in which it is interpreted for a specific project, is influenced by the location of the planned improvements. For purposes of designing in a context-appropriate manner, the District is organized into a series of “character areas” for which there are specific context-based design objectives. These character areas are defined by differences in development patterns, building character, and to some extent, use.

The map below illustrates the general location of the District’s three character areas. The Downtown Core (character area 2) is further divided into three sub-areas in order to note subtleties within this area. Descriptions of the character contexts appear in Chapter 5.



CHAPTER OVERVIEW, FORMAT & INTERPRETATION

The design guidelines are organized to support consistent design review. See “Chapter Overview” below for more information about the organizational structure of the document and “Standard Design Guidelines Format” on page 4 for more information about the format of the design guidelines within this document.



Chapter 1: Vision & Design Principles

This chapter provides the fundamental vision for the future of Berkley’s DDA District, including the goals, objectives, principles and design in the District.



Chapter 2: Site Design

This chapter provides guidelines that focus on improvements to individual properties, including the placement and orientation of buildings, neighborhood transitions, location of service areas, landscaping, parking and connectivity.



Chapter 3: New Building Design

This chapter addresses architectural character, scale, materials and details, with a focus on compatibility with the design traditions of Berkley’s central commercial corridors, while also encouraging new, creative approaches.



Chapter 4: Building Rehabilitation & Adaptive Reuse

This chapter provides direction for the rehabilitation, expansion and adaptive reuse of existing buildings in the District.



Chapter 5: Character Areas

This chapter provides key objectives, a narrative description and a series of design considerations for each of the District’s proposed Character Areas.



Chapter 6: Signs

This chapter provides direction for the general goals, vision, character, location and elements of appropriate sign types for businesses in the District.

A VISION FOR BERKLEY'S FUTURE

1

In the future, the District will continue to be the heart of the community containing a mix of civic, commercial, institutional and residential uses. It will be a vibrant place with a distinct character that is unique to Berkley. Visually, the District will be cohesive, while also having parts within it that have their own distinctive features. It will be an attractive, pedestrian-oriented environment, inviting a wide range of people of all ages, including residents, workers and visitors.

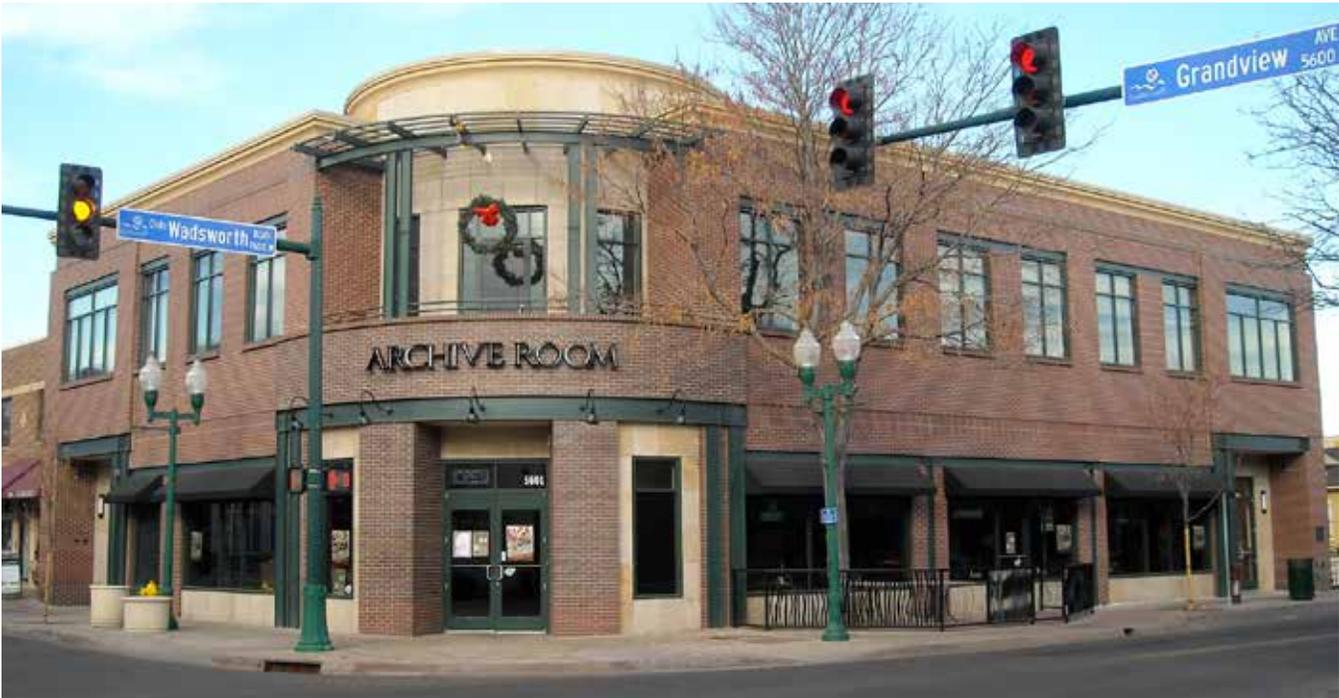
This chapter expands on this vision for the future character of the District. It begins with a set of Design Principles that are aspirational and broad in nature. They apply to any improvement project that may occur in the area, including the renovation of an existing building, to the construction of a new one and to improvements to landscapes and open areas.

A set of Design Concepts then follows which provides more detail about the ways in which each project should contribute to an enhanced quality of life. Together, the Design Principles and Design Concepts establish a policy-level baseline for the chapters that follow, which contain the design guidelines. Images accompany the text for the design principles and concepts. These draw upon examples from other places but are relevant to Berkley.

IN THIS CHAPTER

Design Principles	8
Design Concepts	11

Design Principles



P1: Achieve Excellence in Design



P2: Design with Authenticity



P3: Provide Signature Open Spaces

P1: ACHIEVE EXCELLENCE IN DESIGN

Each improvement in the District should express excellence in design and it should raise the bar for others to follow. This includes using high quality materials and construction methods and paying attention to detail.

P2: DESIGN WITH AUTHENTICITY

The District should be defined by buildings and outdoor places that reflect their own time and place, including distinct construction techniques as well. Buildings and places should also respond to local climate conditions and the traditional character of Berkley. The result is a sense of authenticity and “timelessness” in buildings, outdoor amenity spaces and materials. All new improvements should convey this sense of authenticity.

P3: PROVIDE SIGNATURE OPEN SPACES

A project should incorporate signature open space elements, or open space amenities, for pedestrians to move through and enjoy. These include public and private yards, promenades, plazas, and courtyards. Linking these elements and spaces will provide a valuable pedestrian network that is an amenity for all to experience.

P4: ENHANCE THE PEDESTRIAN EXPERIENCE (WALKABILITY)

Each improvement project should contribute to a pedestrian-friendly environment. This includes defining street edges with buildings and spaces that are visually interesting and attract pedestrian activity. Buildings that convey a sense of human scale and landscapes that invite walking are keys to successful design in the District. Designing sidewalks and other walkways to accommodate pedestrian traffic is also important. This includes providing sidewalks of sufficient width for circulation and outdoor activities, and installing appropriate landscape treatments for beautification and a buffered pedestrian experience.



P4: Enhance the Pedestrian Experience (Walkability)

P5: PROMOTE CREATIVITY

Innovation in design is welcomed throughout the District. Exploring new ways of designing buildings and outdoor amenity spaces is appropriate when they contribute to a cohesive urban fabric. This type of creativity is distinguished from simply being “different.”



P5: Promote Creativity

P6: DRAW UPON LOCAL DESIGN TRADITIONS

Berkley exemplifies a unique character and authenticity, with lessons for new designs. Many buildings may share similar features, materials and forms that reflect the City’s design traditions and should inspire new work. In the District this does not mean copying earlier styles, but rather learning from them.



P6: Draw Upon Local Design Traditions



P7: Design with Consistency

P7: DESIGN WITH CONSISTENCY

The District should have a cohesive quality in the use of materials, organization of functions and overall design concepts. Each new project should embody a single, cohesive design concept in terms of its material palette and organization of design elements, while connecting thoughtfully to the larger City network.



P8: Design for Durability

P8: DESIGN FOR DURABILITY

Buildings and public spaces should be designed for the long term with high-quality, durable materials.

P9: DESIGN FOR SUSTAINABILITY

Aspects of cultural, economic and environmental sustainability that relate to urban design and compatibility should be woven into all new improvements in the District.



P9: Design for Sustainability

P10: KEEP THE AUTOMOBILE SUBORDINATE

Parking structures and surface lots should support other functions and should be attractive and visually subordinate in the urban setting. They should be well-integrated and visually buffered.



P10: Keep the Automobile Subordinate



Design Concepts

The District should exhibit best practices in urbanism, a sense of scale and placemaking. These are some related terms that appear in the body of the guidelines:

Sense of Place

Sense of place describes our relationship with a site, district or neighborhood. In urban design, distinctive characteristics of the built environment contribute to a sense of place. It results from a unique collection of qualities and characteristics – visual, cultural, social and environmental – that provide meaning to a location. Outdoor spaces that invite human activity, signature design features such as public art and iconic architectural features, as well as an overall sense of visual continuity contribute to a sense of place. This is a fundamental concept that underlies many of the design guidelines in this document.



Sense of Place

Local Context

Local context refers to the combination of buildings, places, social traditions and environmental conditions that compose the District. Context sensitive design provides a roadmap for new development projects to relate to the character of the existing area.



Local Context

Walkability

Walkability is the extent to which the built environment is friendly to people living, shopping, visiting and spending time in an area. It is a product of connected streets, sidewalks and paths, which are enhanced with attractive landscape features and outdoor spaces. These are framed with buildings that provide visual interest and access to activities than enliven the public realm.



Walkability

Streetscape

The streetscape is the public area between the edge of the street and parking areas and building fronts. Its elements include sidewalks, walking trails, bump outs, street trees and lawns, street furniture and lighting.



Streetscape



Public Realm

Public Realm

The public realm consists of the roadways, sidewalks, parks, plazas and other open spaces that comprise the arteries and focal points of the urban framework. It is the space where civic interaction occurs and is often defined in contrast to private property. A well designed public realm balances the mobility and access needs for all users and contributes to the efficient functioning of a City and its sense of place. The quality of the public realm determines how people experience and relate to the surrounding environment. Therefore, it is important to encourage a public realm that is safe, sustainable and enriching.



Street Front Character

Street Front Character

Where buildings line the street, visual connections should be established between interior spaces on the ground floor of the building and people on the street. Orienting a storefront to face the street, designing a main entrance to open onto the street and increasing the amount of windows used along the ground floor are some ways to increase activity along a street frontage.



Scale

Scale

Scale refers to the overall size of building elements and details, including floors, windows, doors and materials as they proportionally relate to each other and to people. When these elements appear similar in size to those with which we are familiar, we can understand the size of a building in the context of our previous experience. Conveying a sense of human scale is a key consideration in many of the design guidelines that follow.



Pedestrian Orientation

Pedestrian Orientation

Buildings and places that are visually interesting and invite exploration have a pedestrian orientation. At the street level, this includes building fronts that are visually interesting, inviting and have a sense of scale. Walkways and outdoor spaces that are comfortable, active and safe also contribute to pedestrian orientation. This concept appears in many of the design guidelines.

Sustainable Development

Sustainable development meets the needs of current generations without compromising the ability of future generations to meet their own needs. Development in the District should incorporate sustainable design features whenever possible to reduce environmental impacts and conserve energy.

Articulation

Articulation is the design of a building wall to provide visual interest, reduce mass and establish a sense of human scale. This may include variations in wall surfaces, changes in materials, and differences in fenestration patterns as well as other design techniques that are described in the design guidelines.

Massing

Massing is a term which refers to the general shape and form as well as size of a building. Building mass is established by the arrangement and proportion of basic building components, including a building's main volume, any wall offsets and projections, such as porches and arcades, as well as the roof and the foundation. Building massing that contributes to walkability is a key concept in the design guidelines.

Visual Continuity

The design guidelines promote a sense of visual continuity among properties. Visual continuity results when similar features align, such as awnings, canopies and sets of windows, and when similar materials are used. Buildings of similar scale and those that align at the sidewalk edge also contribute to visual continuity. In landscape design, the repetition of similar elements, including plants and site furnishings, can also contribute to visual continuity. This does not mean, however, that designs should be copied along a street. Diversity and creativity can occur while also achieving visual continuity. Establishing a balance is a key objective in the District.



Sustainable Development



Articulation



Massing



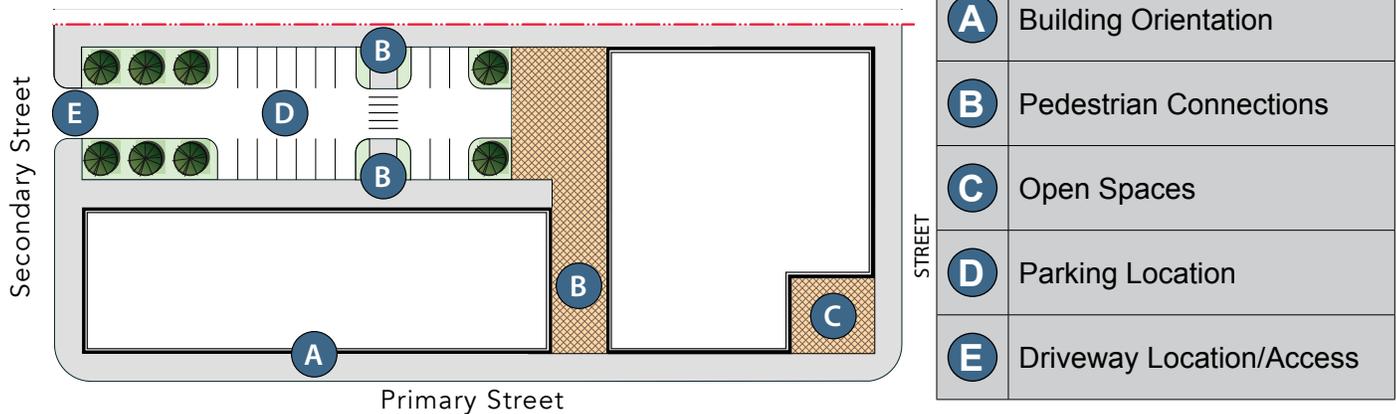
Visual Continuity

SITE DESIGN

2

Site design refers to the arrangement of buildings and site features on a property and their relationship to public areas and to neighboring properties. This chapter provides site design guidance for all projects in the District. It focuses on improvements to individual properties, including the placement and orientation of buildings, neighborhood transitions, location of service areas, landscaping, parking and connectivity. These guidelines address enhancing streets and alleys and on providing active outdoor spaces. It should be used in conjunction with the New Building Design guidelines in Chapter Four, Building Rehabilitation guidelines in Chapter Five and the Character-area guidelines in Chapter Six.

Key Considerations of Site Design



IN THIS CHAPTER

A. Building Placement and Setback Character	16
B. Building Orientation	18
C. Connectivity	19
D. Outdoor Amenity Space	23
E. Parking Lots	28
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H. Service Areas, Utilities & Mechanical Equipment	37
I. Stormwater Management	39
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A. Building Placement and Setback Character

Building placement addresses the distance between a building and the street or the sidewalk edge. Setback character refers to the quality of the area between a building and the sidewalk edge. Many buildings in Downtown Berkley were traditionally built to the sidewalk edge, a pattern that should continue. Placing a building at the sidewalk edge supports an active street edge and creates a consistent street-wall which provides a sense of enclosure and a comfortable scale for pedestrians. While alignment at the sidewalk is preferred, some variations in setbacks may occur. For instance, there are some character areas in which a wider sidewalk is the goal; at the same time, there are some character areas where the building is set back from the sidewalk edge. Where a setback occurs, the setback area should be designed as an amenity.



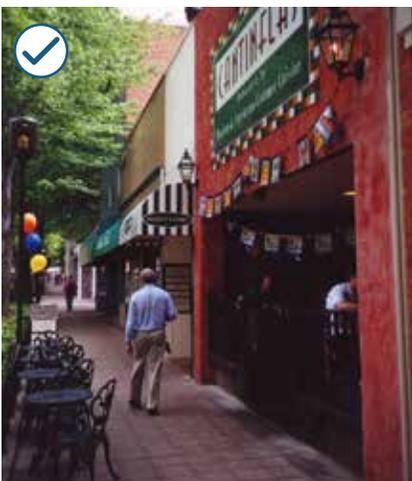
Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.

2.1 Place a building to promote a safe, interesting and comfortable pedestrian environment along the street.

- a. When a building wall is set back from the sidewalk, design the intervening space to be attractive to pedestrians. See Chapter 4, Section D “Incremental Building Improvements” for more direction on this topic.

2.2 Design a street frontage to promote pedestrian activity.

- a. Appropriate strategies for a renovation include:
 - Expanding buildings to extend closer to the street
 - Improving pedestrian connections between buildings and the street.
- b. Appropriate strategies for locating a new development include:
 - Locating a new building between the street and a parking area to minimize vehicular impacts on pedestrians.
 - Locating a new building to the side (preferred) or rear of a parking area to provide flexibility for a small project.
- c. Appropriate strategies include:
 - Pedestrian-oriented entries
 - Windows facing the street
 - Small public spaces linked to the sidewalk
 - Urban streetscape design and landscaping



Design the street frontage to promote pedestrian activity.

2.3 Develop an active pedestrian-friendly area in front, when a building is set back from the sidewalk. Areas should be:

- Open to the public
- Landscaped



Design the street frontage to be compatible with the surrounding context. Provide a landscaped setback between buildings, parked areas and the street where development is oriented primarily towards an internal parking area.



Develop an active pedestrian-friendly area in front of a building, when it is set back from the build-to-line. Providing landscaped areas is one such option.



Design the street frontage to be compatible with the surrounding context.

B. Building Orientation

Building orientation refers to how elements of a building relate to its surroundings. A building should be sited to establish a strong visual and physical connection to the public realm and its facade should face the street in order to create an engaging and pedestrian-friendly streetscape.



Orient a building to the public realm.

2.4 Orient a building to the public realm.

- a. Place a primary entry to face a street.
- b. Orient a primary entry or facade to a public plaza or other prominent outdoor amenity space where appropriate, see Diagram 2-1.
- c. Consider providing an outdoor space, such as a balcony, patio or rooftop terrace.

Building Orientation

Orient a building's primary entry to face a street. Orienting an additional entry to a public plaza or other prominent public space is also suggested.

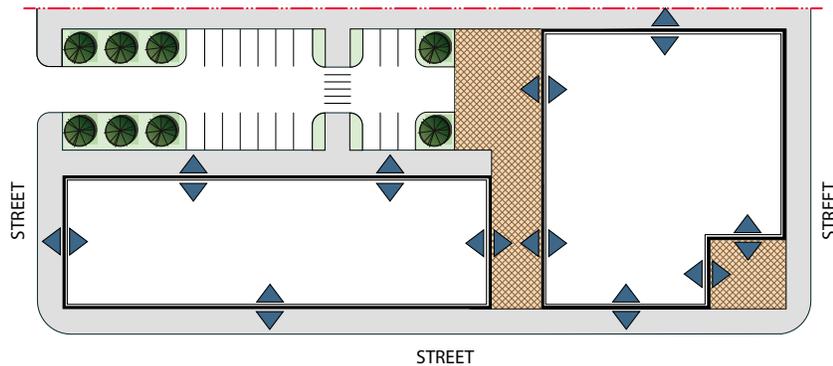


Diagram 2-1 Building Orientation



C. Connectivity

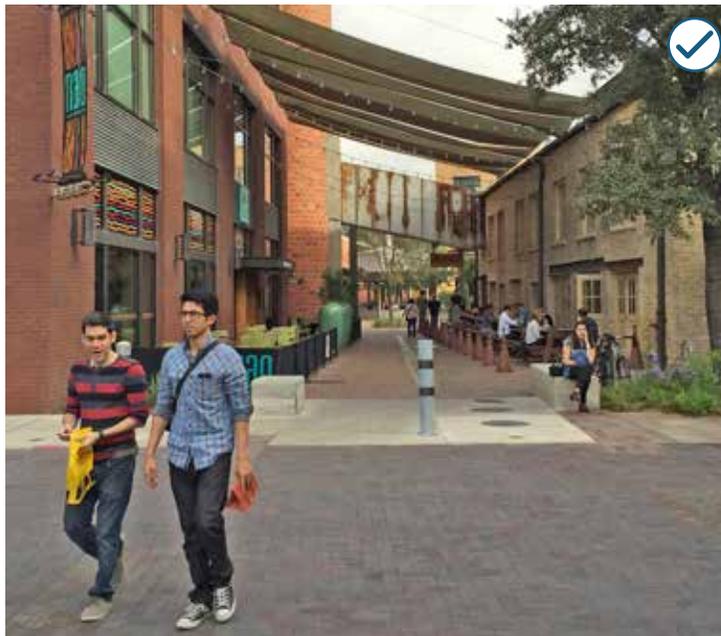
Connectivity refers to the network of sidewalks, paths, alleys and streets that provide pedestrian and vehicle routes within and between properties or neighborhoods. A lack of connectivity, and a focus on site-by-site development can be unfriendly to pedestrians.

PEDESTRIAN & BICYCLE CONNECTIVITY

A site should establish a pedestrian and bicycle circulation system that integrates site components and connects with the public realm.

2.5 Provide a pedestrian connection between a site and the public realm. Appropriate options include:

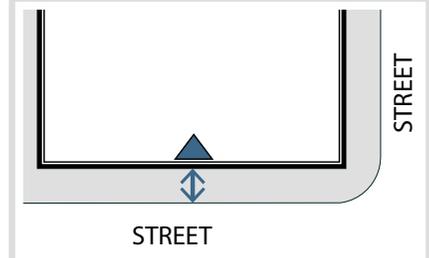
- A door that opens directly onto a public space.
- A walkway that connects a building to a public space through a front setback area.
- A plaza, outdoor seating area or patio that connects a building to a public space.



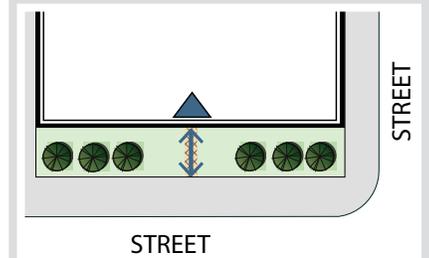
Provide a physical pedestrian connection between a site and the public realm.

External Pedestrian Connectivity

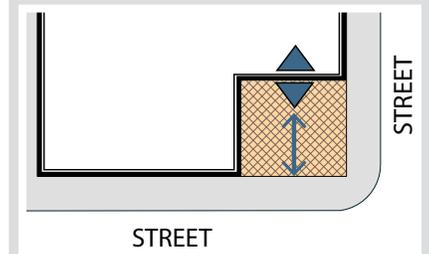
Appropriate options include:



A door that opens directly to a public space.



A walkway that connects a building to a public space through a setback area.



A plaza, outdoor seating area or patio that connects a building to a public space.

Diagram 2-2 External Pedestrian Connectivity



Provide pedestrian and bicycle connections into and between properties.

2.6 Establish an internal walkway system that connects key areas, such as building entries, parking areas and public amenity space.

- Use landscaping, special paving and distinct lighting to accentuate and clarify a site’s circulation system.
- Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
- Size an internal walkway of an adequate width to allow safe pedestrian access.
- Design an internal walkway to be ADA accessible.
- Integrate an internal walkway system with the public pedestrian circulation system.

2.7 Provide pedestrian and bicycle connections into and between properties.

- a. Connect an internal circulation system to those of adjacent commercial properties, when possible.
- b. Provide a mid-block connection for pedestrians and bicyclists when possible.
- c. Use through-block connections to provide public connections between blocks. See through-block connectivity for additional information.
- d. Route a pedestrian connection through an outdoor open space, when possible.

Internal Pedestrian Connectivity

Integrate an internal walkway system with the public pedestrian circulation system.

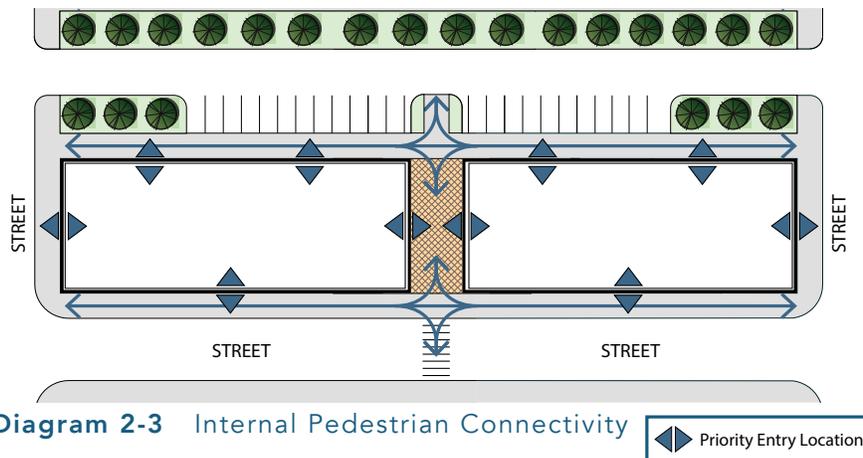


Diagram 2-3 Internal Pedestrian Connectivity

Priority Entry Location

- e. Locate sidewalks and pedestrian paths to link with potential future development.
- f. Align sidewalks and pedestrian paths to potential future connections on adjoining properties.

2.8 Incorporate bicycle parking into the design of a building and along bikeways.

- a. Locate a bicycle parking facility in a highly visible and accessible location.
- b. Design a bicycle parking facility to be covered.

THROUGH-BLOCK CONNECTIVITY

Long blocks can create barriers to pedestrian access. Providing a pedestrian connection through a long block is encouraged.

2.9 Provide pedestrian access through a block.

Methods include:

- A simple multi-use path through a block.
- A pedestrian walkway integrated with an open space or retail amenity that connects through a block.
- An access drive that is designed to be shared by pedestrians and automobiles.

Through-Block Connectivity (plan view)

Provide a pedestrian pathway that connects through a block where feasible. This may require coordination with neighboring property owners.

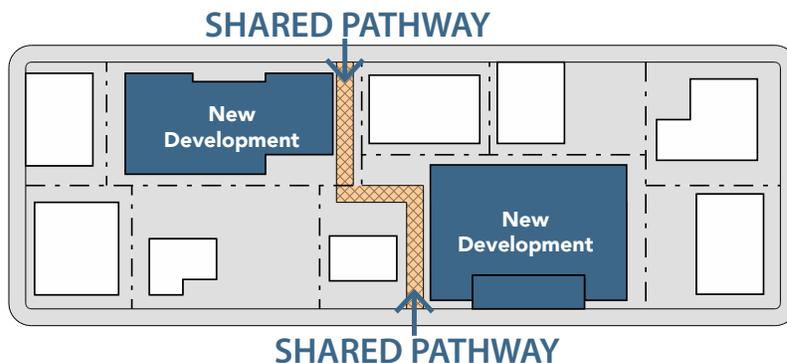
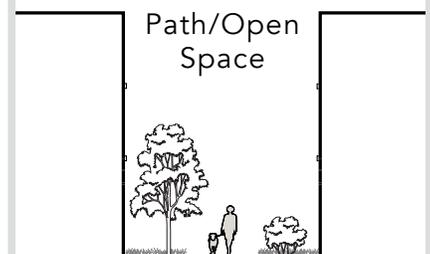


Diagram 2-5 Through-block Connectivity (plan view)

Through-Block Connectivity Alternatives

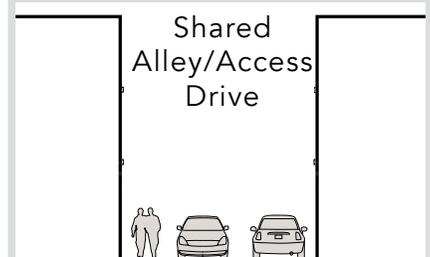
Methods include:



A path connecting two streets through a block.



A pedestrian walkway integrated with retail amenities that connects through a block.

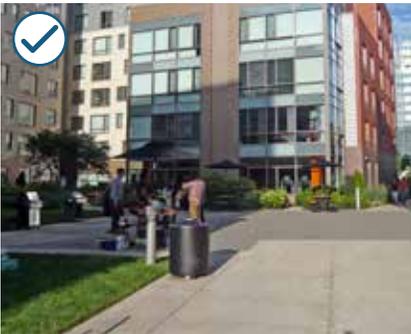


An access drive that is designed to be shared by pedestrians and automobiles.

Diagram 2-4 Through-block Connectivity Alternatives



Provide vehicular connections into and between properties on large lots.



Create a consistent streetscape experience within a development.



Design a service drive to be a visual asset.

VEHICULAR CONNECTIVITY

Where it is to be included, automobile access should be unobtrusive. Driveways should be designed to promote safety and minimize pedestrian-vehicle conflicts.

2.10 Provide vehicular connections into and between adjoining properties along an alley.

- a. Provide a direct vehicular connection to streets and alleys on adjoining properties to reduce traffic and pedestrian impacts on surrounding streets.
- b. Align internal drive aisles on large lots, to allow for future connections to adjoining properties.

2.11 Create a consistent streetscape experience.

- a. Coordinate streetscape designs along Twelve Mile Road and Coolidge Highway, when feasible.

2.12 Consider using a shared driveway between properties to reduce the number of curb cuts.

- a. Where a curb cut is to be installed, minimize its width.

2.13 Design a service drive to be a visual asset.

- a. Use decorative and porous paving materials where feasible based on vehicle load requirements.
- b. Include landscape materials to buffer views and soften appearance.

D. Outdoor Amenity Space

Outdoor amenity space includes public and semi-public areas such as plazas, courtyards, patios, small park spaces, rooftops or landscaped features that are visible from surrounding streets. These provide places for people to gather, engage in activities and enjoy a sense of community. Their use is to be encouraged throughout Downtown Berkley. See “The Interface Between Public Streets & Private Development.”

A new outdoor amenity space should project a vibrant image and invite pedestrian activity. It should be planned to activate the street and enhance the pedestrian experience. The size and location of an outdoor amenity space should be sufficient to accommodate the intended social activities. It should not be over-sized, such that the space will appear to be under-utilized.

PLAZAS, COURTYARDS & PATIOS

An outdoor amenity space should be designed and furnished to encourage activity and create a comfortable space to enjoy. Creative and inviting elements should be incorporated, such as a water feature or public art.

2.14 Locate a public amenity space to provide a focal point for a new development.

- a. Locate a public outdoor space to highlight key building features.
- b. Position a plaza or courtyard to facilitate sharing between adjoining buildings, when possible.
- c. For a small project, such as a new single-story building, consider incorporating a simple courtyard at a building entry.
- d. Consider using public art to add interest to a public plaza. See “Public Art” on page 27 for more guidance.



Outdoor Amenity Space and Zoning

Conflicts between outdoor amenity space guidelines and current City zoning may exist. In these cases, flexibility in City codes may be considered to encourage the development of new outdoor amenity spaces throughout Downtown Berkley.



Locate semi-public amenity spaces to provide a focal point for a new development. See Diagram 2-6, “The Interface Between Public & Private Development,” for more information.

The Interface Between Public & Private Development

Although the design guidelines primarily address the character of development on private property, it is important to understand the typical progression of spaces between buildings and an adjacent public street. A development should have a strong relationship to adjacent public areas. This may include amenities, paths and other features in a semi-public interface area. A development also should accommodate existing facilities and planned improvements in adjacent public areas.

The diagram below illustrates an arrangement of public and private spaces along a street edge.

A. Public Area

This lies within the public right-of-way. It often includes the area between the street edge and the inside edge of the sidewalk.

B. Semi-Public Area

This area includes a highly-visible or publicly-accessible outdoor amenity space on private property that is adjacent to the public area. It may include outdoor public space. Compatibility with the public streetscape is preferred, in terms of paving, lighting and furnishings. Guidelines for this area are found in Chapter 3: Site Design Guidelines.

C. Private Outdoor Area

This includes private outdoor spaces that are less visible or accessible from the street. More variety in design is appropriate.

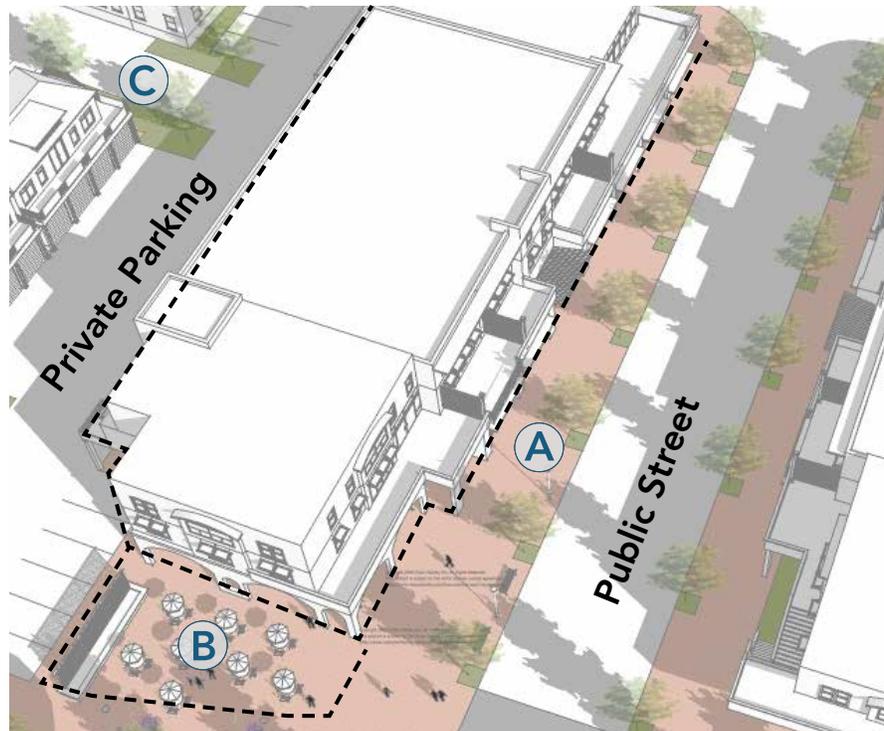


Diagram 2-6 The Interface Between Public Streets & Private Development

2.15 Design an outdoor amenity space for active use.

- Orient an outdoor amenity space to pedestrian activities, views and cultural resources.
- Provide a clear connection between an outdoor amenity space, pedestrian circulation route and building entrance.
- Orient an outdoor amenity space to views of activities or architectural landmarks to provide visual interest.
- Create a sense of enclosure for an outdoor amenity space area by positioning buildings to frame the space or define it with landscaping.



2.16 Design an outdoor amenity space to be inviting.

- Size the space to provide a comfortable scale for pedestrians.
- Design the space to invite public use.
- Create a sense of enclosure for an outdoor amenity space by positioning buildings to frame the space.
- Use landscaping to create an inviting and comfortable experience.



Design an outdoor amenity space to be inviting.

2.17 Furnish an outdoor amenity space to encourage active use.

- Furnish an outdoor amenity space with benches, tables, shelters and landscape features.
- Ensure that furnishings are durable and suitable for outdoor conditions.
- Locate furnishings near active pedestrian areas, such as a major pedestrian route, building entrance or outdoor gathering place.
- For a small project, such as a single-story building, consider using simple outdoor furnishings, such as a bench near a building entry.



Furnish outdoor public amenity spaces with benches, tables, shelters and landscape features.

2.18 Design an outdoor amenity space to incorporate Low Impact Development (LID) principles for stormwater management.

- Design and locate stormwater management systems, such as bioretention areas, to serve as usable open space or site amenities. See "Stormwater Management" on page 39 for more information.
- Use permeable surfaces and paving systems to assist with stormwater drainage.



Design outdoor public spaces to incorporate Low Impact Development (LID) principles for stormwater management, such as hardscape areas with permeable pavers as seen above.

OUTDOOR DINING

Outdoor dining areas and sidewalk cafes in private property help animate the public realm and are welcomed throughout the District. An outdoor dining area or sidewalk cafe typically involves a grouping of tables and/or seating for the purpose of eating, drinking or social gathering.



Design an outdoor dining area to be an asset and to be appropriate for its site and the surrounding context.



Locate an outdoor dining area to accommodate pedestrian traffic along the sidewalk.



Maintain a clear path along the sidewalk for pedestrians.

2.19 Locate an outdoor dining area to accommodate pedestrian traffic along the sidewalk.

- a. Locate a dining area immediately adjacent to a building front to maintain a public walkway along the curb side.
- b. Maintain a clear path along the sidewalk for pedestrians.
- c. Use a railing, detectable barrier or similar edge treatment to define the perimeter of a permanent outdoor dining area.
- d. Design a railing or detectable barrier to be sturdy and of durable materials.

2.20 Locate a raised dining area (deck or rooftop) to minimize visual impacts on the streetscape.

- a. Place a raised dining area to the side or rear of a property.
- b. Set a rooftop deck back from the building facade.
- c. A projecting or cantilevered deck is inappropriate in most settings. However, it may be appropriate in the rear if it has no negative impact on neighboring properties.

2.21 Design an outdoor dining area to be an asset to the District.

- a. Tables and chairs should be high-quality, durable and designed for outdoor use.
- b. Tables, chairs and other components of the outdoor dining area should not be permanently attached to the public right-of-way. Approved patio railings may be temporarily attached to the surface of the public right-of-way.
- c. Avoid stacking table and chairs on the sidewalk when they are not in use.

PUBLIC ART

Public art is highly encouraged as an amenity in Downtown Berkley as a way of creating visual interest and a special identity to individual properties. Public art has the potential to enhance the site where it is located and to have a positive impact on the broader neighborhood and community.

2.22 Use public art to add interest to an outdoor public space. Consider original artwork that:

- a. Is durable and accessible to the public.
- b. Provides a focal point for a public space.
- c. Is stand-alone, or integrated into the design of a building.
- d. Relates to functional site features such as gates, entries, sitting areas and walkways.
- e. Reflects an awareness of the site and surrounding context, both existing and planned.
- f. Reflects the historic and cultural values of the community.

2.23 When possible, reserve a percentage of a project's budget to fund design and installation of public art.

- a. Consider devoting approximately one percent of total project cost to the design and installation of public art.

Public Art Considerations

Art that is accessible to the public enhances the visual quality of the built environment, promotes community identity and supports increased property values. Public art should be of exceptional quality and enduring value.

Types of Public Art

Public art includes decorative and functional features that are accessible or visible to the public. This may include:

- » Sculptures
- » Murals
- » Mosaics
- » Paintings
- » Bas reliefs
- » Engravings
- » Carvings
- » Mobiles
- » Street furniture, bike racks or other functional features with an original design



E. Parking Lots

Site design considerations for parking include the location of surface lots, their visual impact and relationship to pedestrian and vehicular circulation systems. Surface parking lots should not be visually prominent features along Twelve Mile Road, Coolidge Highway or at gateway intersections within the boundary of the District at Greenfield Road and Eleven Mile Road.



Divide a large parking area into interconnected, small modules with landscape buffers.

2.24 Minimize the visual impact of surface parking.

- a. Locate a parking area to the interior of a site. This is especially important on a corner property where the street wall should have a sense of enclosure.
- b. Divide a large parking area into small “pods” that maintain the traditional sense of smaller parking areas within a green landscape.
- c. Soften the view of parked cars from a public sidewalk or street using a planted buffer of trees, shrubs and ground cover, or a low wall constructed from materials compatible with the site.
- d. Site a surface parking lot to be compatible with the surrounding context and street frontage.

2.25 Design a parking lot to allow convenient pedestrian access.

- a. Provide landscaped islands with paths to promote pedestrian circulation across larger parking areas.
- b. Avoid locating surface parking directly in front of primary pedestrian entries.



Locate a surface parking lot so it will minimize gaps in the continuous building wall of a commercial block.

2.26 If a surface parking area would be visible from a street, screen it from view. These methods are encouraged:

- Landscaping
- Site walls
- Decorative fencing
- Public art
- Other methods that meet the intent of this guideline



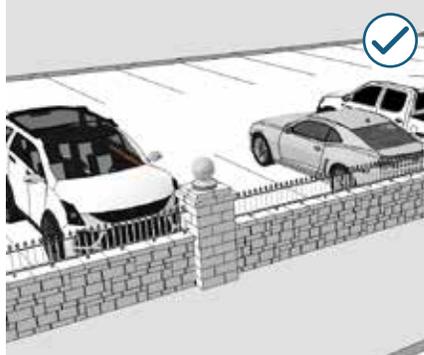
Surface Parking Screening Options

Options include:

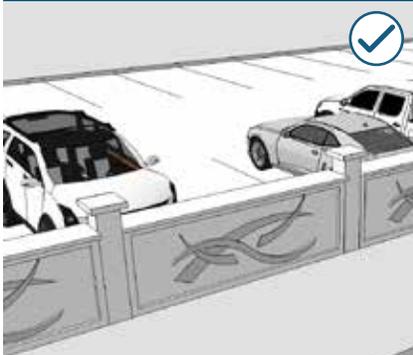
Landscaping



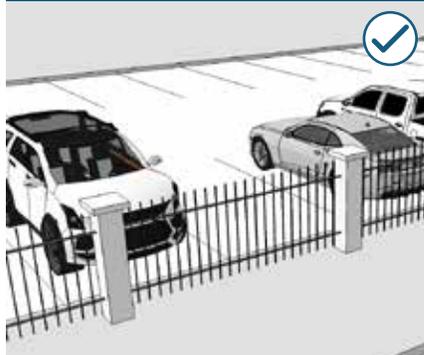
Site Wall



Public Art



Decorative Fencing



If a surface parking area is visible from a street, screen it from view.

Diagram 2-7 Surface Parking Screening Options

ADAPTIVE REUSE OF SELECTED PARKING SPACES

On-street and surface lot parking spaces can be reused to provide temporary and more permanent space for additional uses such as commercial displays, pop-up dining areas and outdoor market spaces. See page 31 for more information on “Alternative Strategies to Activate a Surface Parking Lot.”



Encourage the reuse of underutilized parking spaces in existing surface lots.

2.27 Encourage the adaptive reuse of underutilized parking spaces in a surface lot. The following methods of reuse should be considered:

- Landscaped beds
- Outdoor dining
- Passive seating areas
- Product displays
- Active use areas (such as children’s play areas)



2.28 Adapt on-street parking spaces to alternative active uses. Consider the following:

- Outdoor dining
- Outdoor seating
- Bike racks
- Parklets
- Stormwater Management features



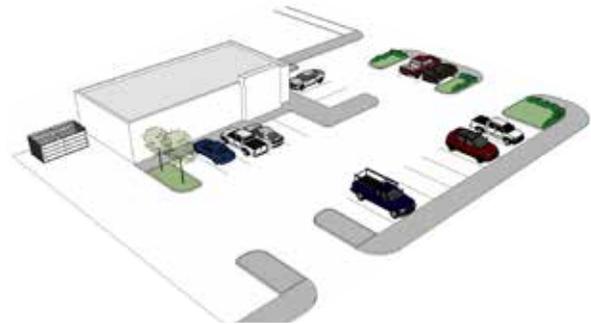
Activate on-street parking spaces with alternative uses such as outdoor dining, bicycle parking, commercial displays or temporary parklets.

Alternative Strategies to Activate a Surface Parking Lot

Underused parking lots in the District can be developed to improve access, pedestrian experience, aesthetic qualities and function for the business owner. The conceptual site and enhancements below illustrate some options that can be used in conjunction with, or as separate elements to improve the quality of a parking lot.

Existing Parking Lot:

- Unnecessary amount of access points
- Overly wide central drive aisle
- No buffer at street edge
- Limited pedestrian and ADA features
- No outdoor amenity space elements



Enhanced Parking Lot:

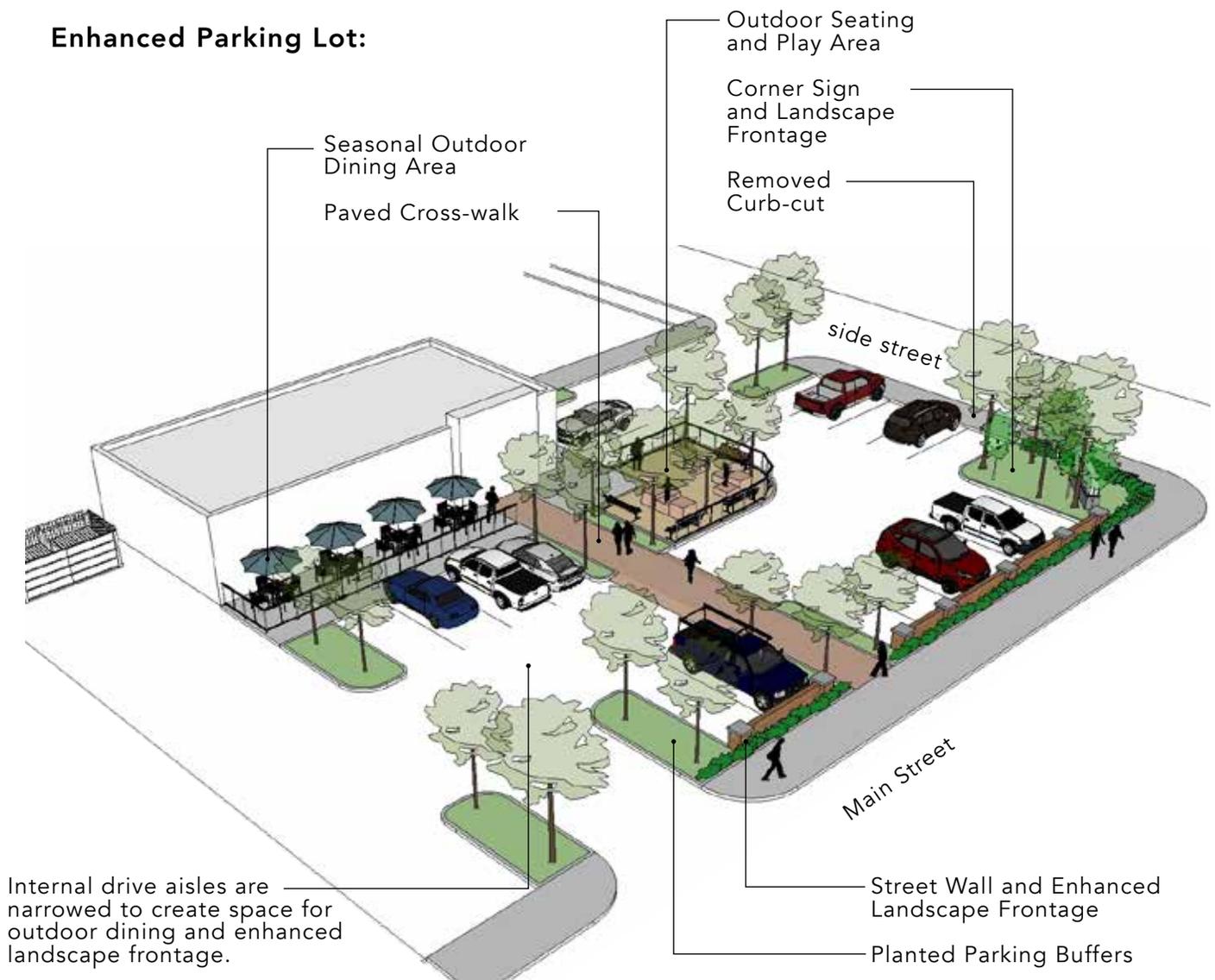


Diagram 2-8 Alternative Strategies to Activate a Surface Parking Lot

F. Parking Structures

Structured parking should be compatible with nearby buildings in terms of building scale, consistency between window patterns, materials and screening elements. At the street level, structured parking should support a pedestrian-friendly experience with an active use at the sidewalk edge, especially at corner locations. On upper floors that can be viewed from the public way, a structure should be designed to include attractive elements such as building articulation, architectural screens and detailing.



2.29 Locate a parking structure to minimize the impacts on the traditional street character.

- a. Locate a parking structure to the rear of the traditional street frontage.

2.30 Design a parking structure to be compatible with the mass and scale of nearby buildings.

- a. Divide a larger parking structure into modules that reflect traditional facade and lot widths in the District.
- b. Use building articulation techniques to reflect traditional building proportions. See “Options for Building Articulation” on page 53.



2.31 Minimize the visual impacts of a parking structure.

- a. Provide an active use at the sidewalk edge when parking in a structure occurs at the street level on a primary street. Other methods of providing visual interest may also be employed. Options include:
 - Architectural details
 - Public art
 - Wall sculpture
 - Display cases

Provide an active use at the sidewalk edge when parking in a structure occurs at the street level on a primary street.



Minimize the visual impacts of a parking structure on the traditional context by providing an active use at the sidewalk edge.

Parking Structure Wall Treatment Options

Options include:

Public Art



Architectural Details



Residential Wrap



Retail Wrap



Green Walls

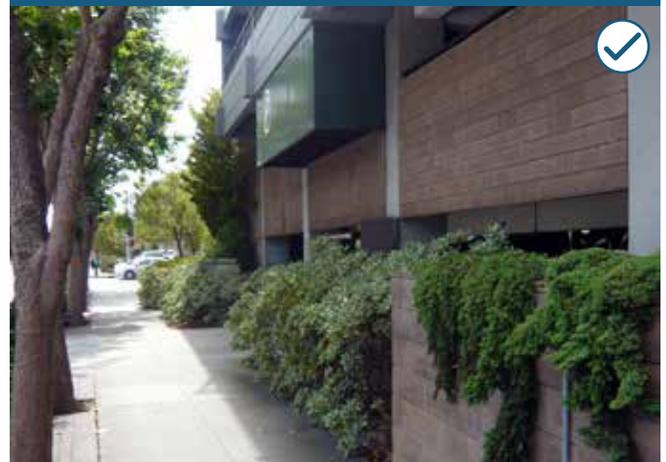


Diagram 2-9 Parking Structure Wall Treatment Options



Design architectural screens to be an integral part of the building design.

2.32 When an active use is not feasible, provide an architectural screen.

- a. Design an architectural screen to reflect window patterns along the street.
- b. Design an architectural screen to be an integral part of the building design.
- c. Design an architectural screen to create visual interest by including decorative patterns, railings and details.
- d. Construct an architectural screen of durable materials and finishes, to be consistent with the primary building materials.

2.33 Design a parking structure to minimize light spill into adjacent sites.

- a. Locate internal lighting to minimize light spill outside of the parking structure.
- b. Shield light sources to minimize light spill.

2.34 Design a parking structure to support sustainable by incorporating one or more of the following features:

- EV chargers or conduit laid for future installation
- Carpool spaces
- Park and ride spaces
- Solar panels on the top walls of the structure

G. Landscape & Streetscape Design

Landscape design addresses the basic aesthetics of a site, including trees, shrubs and other plantings, as well as ornamental features and site contours. These areas should be designed to enhance community image, invite pedestrian activity and highlight distinctive site features. Streetscape improvements enhance the sidewalks and help establish neighborhood identity. These improvements should be coordinated, functional and durable. Site furnishings should be included to further enhance the streetscape and accommodate pedestrian activity.

PLANTING DESIGN

In general, plant materials that are indigenous or well-acclimated and noninvasive should be used. Landscape design within a site should help to establish a sense of visual continuity.

2.35 Preserve and maintain mature trees and significant vegetation.

- a. Include existing vegetation as part of a landscape design scheme where appropriate.
- b. Identify healthy trees and vegetation clusters for preservation. Special considerations should be given to mature trees, 6" or greater in diameter, and to vegetation clusters with significant visual impact.

2.36 Use native tree and plant species in landscape design, whenever possible.

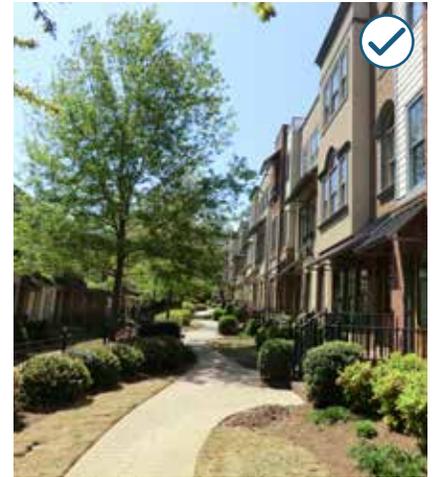
- a. Use drought-tolerant species, native to the region and suitable to the Berkeley climate.
- b. Reserve the use of high-maintenance plants, if necessary, for small accent areas in the landscape.

2.37 Use a coordinated landscape palette to establish a sense of visual continuity in the design of a site.

- a. Use a consistent plant palette throughout the property.
- b. Consider how the planting design can relate to those in the public way that abut the property.
- c. Use plantings to highlight building entries.
- d. Encourage four season interest in planting designs.

2.38 Integrate landscaping and stormwater management systems.

- a. See "Stormwater Management" on pages 39-42 for more information.



Use a coordinated landscape palette to establish a sense of visual continuity in the design of a site.



Use plantings to highlight building entries.

SITE FURNISHINGS

Site furnishings may include lighting, benches, chairs, tables, waste receptacles, bike racks or other furnishings designed for outdoor use. Some of these may be located in the public right-of-way, while others will be placed within a property, such as in a plaza or courtyard.



Use a coordinated set of site furnishings that accommodates a high level of activity along commercial street frontages.

2.39 Incorporate site furnishings into all streetscape projects.

2.40 Use a coordinated set of site furnishings that accommodates a high level of activity along commercial street frontages. Site furnishings may include:

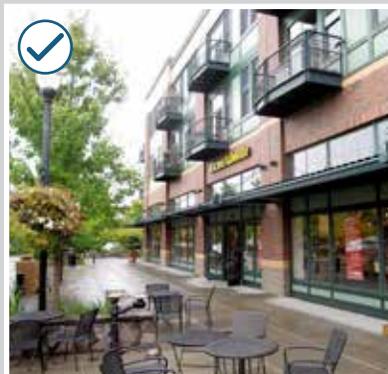
- Lighting
- Benches
- Trash receptacles
- Recycling containers
- Bike racks
- Table sets
- Planters
- Ash urns
- Bollards
- Public signage

2.41 Cluster site furnishings and other streetscape features at standardized locations.

- Transit stops
- Outdoor amenity spaces

Streetscape Clusters

A streetscape “cluster” is an organization of the street furnishings, art and other elements, as listed in 2.40. Clusters of benches, bike racks, planters, trash receptacles, etc. should be provided throughout Downtown Berkley. Streetscape clusters should also be provided around each transit stop, or at least two clusters per block face. Mid-block clusters are typically assembled in a linear fashion to maintain a comfortable aisle for pedestrian movement.



H. Service Areas, Utilities & Mechanical Equipment

Service areas, utilities and mechanical equipment include loading docks, trash areas, electrical stations, air handlers and similar features. They should be located and designed to be visually unobtrusive and integrated with the design of the site and the building. These features are typically most appropriate when located to the rear of a building and not visible from the public right-of-way.

2.42 Locate a service area, utility or mechanical equipment to minimize visual impacts from the street and sidewalk.

- Locate these features out of public view, when feasible. This includes streets, residential areas or outdoor amenity space.
- Locate these features to the side or rear of a primary structure.
- Orient these features toward a service lane or alley.
- Locate these features to minimize conflicts with other abutting uses.



Locate a service area or utility to minimize visual impacts from the street and sidewalk.

2.43 Enclose a free-standing service area, utility or mechanical service equipment.

- Design an enclosure to be visually subordinate and made of durable materials.
- Use a similar material and color palette for enclosures, when separate from a primary building.
- Screen the entrance to a service area enclosure with a solid gate made from painted metal, wood or other high-quality, durable, non-reflective material that is detailed for visual interest.
- Do not use chain link fencing for any type of enclosure.



2.44 Locate and design a utility building to minimize the visual impacts from the street and sidewalk.

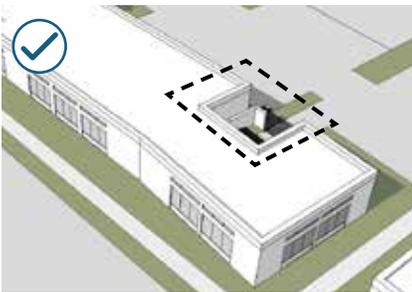
- Locate a utility building or shed to the rear of a primary structure.



Enclose a free-standing utility or service area.



Use a similar material and color palette for service areas and utilities, when separate from a primary building.



Integrate mechanical equipment into the design of a building.

2.45 Provide lighting for service areas.

- a. Use a lighting fixture(s) that supports safe navigation of the area.
- b. Choose a lighting fixture that is compatible with a building and site design in its size, design and material.
- c. Shield site lighting to minimize off-site glare.

2.46 Consider integrating a service area, utility or mechanical equipment into the design of a building.

- a. Integrate these features into a building wall, when feasible. For example, provide a gap in a side or rear building wall.

2.47 Minimize the number of service areas on a site.

- a. Encourage shared, consolidated service areas.
- b. Locate service areas to be easily accessible between adjacent properties.

I. Stormwater Management

Stormwater management addresses the conveyance and treatment of rainfall and other water entering a site. Low Impact Development (LID) is a specific development strategy to address stormwater in a way that closely mimics the natural, pre-development, hydrologic system. The guidelines below are intended to promote the use of low-impact development principles while also providing site amenities that help enhance community image.

2.48 Incorporate Low Impact Development (LID) principles to mitigate stormwater impacts.

- a. Incorporate a natural drainage way as an amenity into the site plan.
- b. Avoid altering or obscuring natural drainage ways.
- c. Additional LID management systems include:
 - Permeable surfaces and paving systems
 - Bioretention and other planted drainage areas
 - Green roofs, rain barrels/cisterns and other building systems



2.49 Incorporate and design stormwater management systems as site amenities.

- a. Possible stormwater management systems include:
 - On-site rainwater collection and filtration
 - Outdoor amenity space to also serve as rainwater detention/retention area
 - Outdoor amenity space, such as a plaza, courtyard or patio, around stormwater management areas
 - Green roofs to help address stormwater impacts
- b. Minimize the use of rip rap and other devices that do not appear natural in character.



Incorporate Low Impact Development (LID) principles, such as stormwater planters and permeable pavement, to mitigate stormwater impacts.

2.50 Incorporate stormwater management systems to maximize water quality. Consider management systems that:

- a. Infiltrate stormwater into the ground to mimic the natural water cycle.
- b. Remove pollutants from stormwater through uptake by plants and trees in rain gardens.
- c. Provide flows through vegetative buffers to remove nutrients and pollutants

Management Systems to Promote Low Impact Development (LID)

A range of stormwater management systems may be used to implement LID principles for site design. The most commonly-used systems are summarized below and on the next page.

Permeable Surfaces



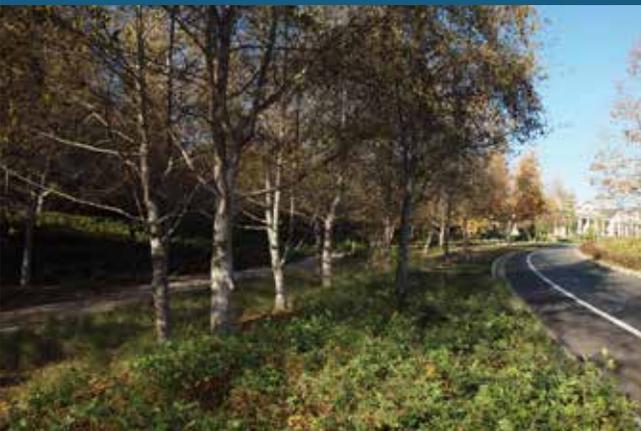
Permeable surfaces include paving systems that allow rainwater to percolate into the ground underneath. They can significantly reduce runoff from parking areas, drive aisles, pedestrian paths and plazas.

Bioretention



Bioretention systems manage and treat stormwater runoff in a shallow depression filled with a soil bed and planting materials to filter runoff. They help provide greater site utilization and attractive landscape areas while protecting water quality.

Bioswales & Vegetated Swales



Bioswales and vegetated swales are linear bioretention systems used to partially treat water while also conveying flows to larger bioretention or other stormwater management systems.

Stormwater Planters

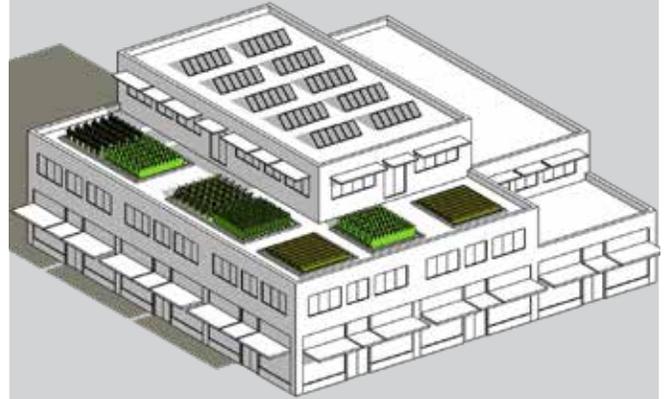


A stormwater planter is a specialized planter system installed adjacent to a sidewalk to manage street and sidewalk runoff. The planter is lined with a permeable fabric, filled with gravel or stone, and topped off with soil, plants, and sometimes trees.

Diagram 2-10 Management Systems to Promote Low Impact Development (LID)

Rain Barrels

Rain barrels are storage devices that collect rain water for reuse in lawn and garden watering or other uses. They are generally connected to roof gutter systems.

Green Roofs

Green roofs and roof gardens are vegetated roof systems that help detain, filter and absorb rainfall. They may also provide heating and cooling benefits for the building.

Tree Preservation

Preserving mature trees provides benefits for stormwater management as it helps manage the rate at which rainfall reaches the ground.

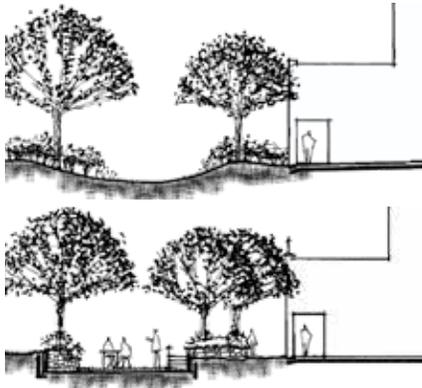
Clustering/Open Space Development

Concentrating buildings and impervious surfaces on a portion of a site allows other areas to remain natural. This reduces stormwater pollution, construction costs and the need for regrading.

Low Impact Development Systems as Site Amenities

Low Impact Development (LID) is a stormwater management approach to address rainfall in a way which more closely mimics the natural hydrologic system at the site prior to any development. Techniques include those which infiltrate, store, filter, evaporate and detain stormwater, close to the location where the rain fell. LID principles encourage integrating stormwater management systems into landscapes and open space throughout a site. Illustrations, resources and other information regarding LID principles and stormwater management systems are provided below.

Stormwater Retention Areas as Amenities



The design guidelines promote using LID principles to integrate stormwater management systems with public open space areas. The stormwater treatment areas illustrated above serve as a passive landscape amenity (top) and an outdoor seating area with a permeable surface (bottom).

LID & Stormwater Resources

Resources to assist with stormwater management strategies and LID principles include:

- » Detroit Greenways Coalition (www.detroitgreenways.org/stormwater-management/)
- » Michigan Nature Conservancy (www.nature.org/ourinitiatives/regions/northamerica/unitedstates/michigan/howwework/managing-stormwater-with-nature.xml)
- » Great Lakes Stormwater Management Institute (www.ltu.edu/water/)
- » Construction Industry Compliance Assistance (www.cicacenter.org)
- » International Stormwater Best Management Practices (BMP) Database (www.bmpdatabase.org)
- » EPA Stormwater Discharges from Construction Activities

Coordinating Management Systems to Promote Low Impact Development



Diagram 2-11 Low Impact Development Systems as Site Amenities

J. Neighborhood Transitions

Neighborhood transitions address the relationship between new or redeveloping commercial, office, mixed-use or multi-family residential uses and adjacent low-scale residential neighborhoods.

Site design adjacent to an existing or future residential neighborhood should provide a compatible transition that minimizes potential negative impacts while promoting positive connections. Designs that incorporate compatible uses and designs, and which link commercial and mixed-use areas with the adjacent residential neighborhoods are generally preferred as illustrated in “Strategies to Promote a Compatible Transition to Adjacent Neighborhood” on page 44.

2.51 Design a project to be compatible with adjacent neighborhoods.

- Place and orient buildings to minimize potential negative impacts on an adjacent residential neighborhood.
- Avoid orienting the rear of a building toward an adjacent residential neighborhood.
- Avoid creating an impassible barrier between a commercial or mixed-use site and an adjacent neighborhood.
- Avoid locating a blank rear walls to abut an adjacent residential neighborhood.
- See “Strategies to Promote a Compatible Transition to Adjacent Neighborhood” on page 44 for more information.



Design a site with a new land use to be compatible with adjacent neighborhoods.

2.52 Minimize negative impacts of a commercial operation on an adjacent residential property.

- Locate a commercial activity that generates noise, odor or other similar impacts away from the shared lot line with a residential property.
- Where a commercial use is adjacent to a residential use, buffer or screen the commercial activities. This could include a buffer area with landscaping and outdoor amenities such as an exercise area, picnic area or pedestrian walkway.
- Utilize a fence or physical barrier that retains some transparency, when needed to minimize negative impacts from the commercial operation.



Place and orient buildings to minimize potential negative impacts on an adjacent residential neighborhood.

Strategies to Promote a Compatible Transition to Adjacent Neighborhoods

Where new development in the District adjoins an existing neighborhood, it has typically incorporated a basic fence or a parking area to minimize potential negative impacts. In some cases, however, other strategies may provide a more compatible transition while encouraging pedestrian and bicycle connections between neighborhoods and adjacent shops, services or employment centers. Three such strategies are illustrated below.

Note that the edges of a new development may incorporate a variety of strategies, including a typical landscape buffer or some combination of the strategies illustrated below. Where a landscape buffer is used, it should incorporate breaks for pedestrian and bicycle connections.

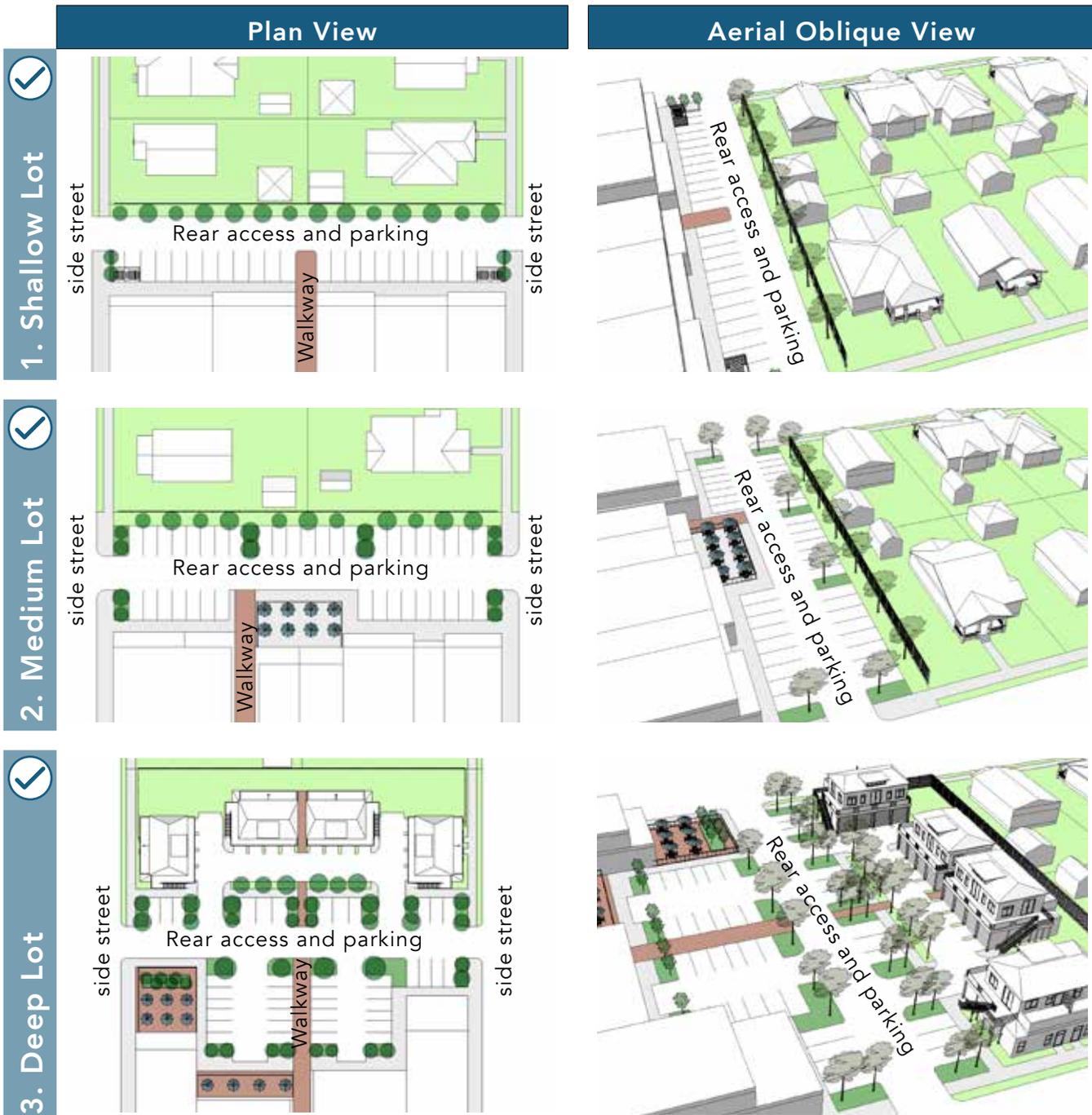


Diagram 2-12 Strategies to Promote a Compatible Transition to Adjacent Neighborhoods

2.53 Provide pedestrian, bike and vehicular connections to adjacent neighborhoods.

- Where possible, extend paths or small vehicular lanes to connect with streets and paths in an adjacent neighborhood.
- Design pedestrian and vehicular circulation systems to consider potential future connections to adjacent neighborhoods.
- Incorporate breaks in a landscape buffer to allow for pedestrian and bicycle connections.
- Do not incorporate continuous walls, fences or landscaping that prevents pedestrian or bicycle connections across a landscaped buffer area.



Minimize negative impacts of a commercial operation on an adjacent residential property.

2.54 Design site transitions to connect to future/proposed developments.

- Transition areas should be pedestrian-friendly and allow access between properties.
- Site transitions should be designed to be compatible with adjacent public and private landscape areas.



Provide pedestrian, bike and vehicular connections to adjacent neighborhoods.

2.55 Design a landscape buffer area to include shared amenities. This may include:

- Multi-use paths
- Picnic areas
- Exercise areas
- Playgrounds
- Water features, including landscaped stormwater management facilities
- Other landscape features



Do not incorporate continuous walls, fences or landscaping that prevents pedestrian or bicycle connections across a landscaped buffer area.

NEW BUILDING DESIGN 3

As the downtown area continues to grow in vitality, more new construction is expected to meet expanding market demand. This will include new commercial buildings, multifamily structures and mixed-use development. In all these cases, new buildings are welcomed that are compatible with the city's design traditions and which convey a high standard in construction quality.

Many variables contribute to compatible design. The scale of a building, as well as the quality of its materials and details are factors that influence the way in which it will fit in the District context. A design that establishes a sense of pedestrian scale, is active along the street level and enhances walkability also will be compatible.

This chapter provides design guidelines for new buildings in the District. They focus on ways in which a new building can enhance the street. Topics include overall building form, storefront character and the creation of visually interesting buildings as seen from all perspectives. They seek to establish a balance which draws upon traditional designs that are valued while encouraging new designs that will express the most creative aspects of design today.

Compatibility with adjoining neighborhoods also is very important and therefore the guidelines provide suggestions for transitions that will respect sensitive residential edges. Some new buildings will be somewhat larger than those seen traditionally. Some may have one or two more stories than the existing context. Others may be wider across the street frontage than traditional designs. These buildings can fit in with thoughtful designs that vary their massing and that express the rhythms of traditional storefront widths along the street. These concepts also are addressed in this chapter.

Finally note that, while this chapter focuses on new construction, many of the guidelines also apply to projects to improve existing buildings. Even though a separate chapter provides more specific guidance for existing buildings, the broader topics presented here are relevant as well. Appropriate building materials to use and alternatives for creating a pedestrian-friendly building wall are examples of topics in this chapter that also apply to renovation projects. Therefore, this chapter should be consulted for any renovation project as well.

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A. Architectural Character

Consistency in architectural character and high-quality design of its own time is crucial for new development in the District. A building should reflect the traditions of Berkley while developing an updated aesthetic within the District. Architecture should also provide a pedestrian-friendly ground floor and active street edge.

Pedestrian-friendly Storefront Features

Some commercial buildings in Berkley feature retail storefronts with display windows and a prominent entry. To encourage a more pedestrian-friendly street character, new development will typically include a taller ground floor and upper stories with shorter floor-to-floor heights. The key elements of proposed storefront elements are illustrated below.



- (A) Cornice or Lintel
- (B) Transom
- (C) Display Window
- (D) Recessed Entry
- (E) Bulkhead/Kickplate



Create a pedestrian-friendly atmosphere with all new projects.

3.1 Design a new mixed-use or commercial building to fit in with the traditional context.

- a. Vary roof forms in a new mixed-use or commercial building to match the heights of existing buildings in the District.
- b. Consider incorporating traditional storefront elements into the facade of a new building. (See inset graphic to the left)

3.2 Innovative new designs that draws upon regional design traditions are preferred.

- a. Design a building to provide a sense of authenticity in its form and materials.
- b. Avoid standardized "corporate" architecture.

3.3 Create a pedestrian-friendly environment with all new projects.

- a. Use building elements to create a street edge that invites pedestrian activity. These include:
 - First floor and storefront canopies that complement the character of the building and its street front
 - Architectural details that provide a sense of scale
 - Wall surfaces with visually interesting detailing, textures and colors
 - Art including sculptures, friezes and murals
- b. Develop an active building edge to enhance pedestrian interest. This may include:
 - Building Articulation (Chapter 3, page 50)
 - Overall Facade Character (Chapter 3, page 56)
 - Ground Floor Design (Chapter 3, page 57)
 - Building Elements (Chapter 3, page 63)
 - Building Materials (Chapter 3, page 65)

B. Building Mass & Scale

The overall size, height and form of a building help determine how large it appears, and whether it is compatible with the surrounding context. Although a new building may be larger than adjacent buildings, it should not be monolithic in scale or jarringly contrast with neighboring development. A new building should use articulation techniques to provide a sense of scale. These include varied heights, smaller building masses and articulated facades.

BUILDING HEIGHT

New development must meet zoning requirements in the District while stepping down to create smooth transitions with adjacent lower-scale commercial and residential buildings.

3.4 Provide variation in building heights.

- a. Incorporate height variations to reduce the scale of a larger building.
- b. Use variation in building and parapet heights to add visual interest and reduce boxy or monolithic building masses.

3.5 Locate the taller portion of a structure away from neighboring residential buildings of lower scale or other sensitive edges.

- a. Step down a taller, new building toward existing, lower-scaled neighbors.
- b. Where permitted by the base zoning, locate towers and other taller structures to minimize looming effects and shading of lower-scaled neighbors.



Incorporate height variations to reduce the scale of the building.



Use variations in building and parapet heights to add visual interest and reduce boxy or monolithic building masses.

BUILDING ARTICULATION

Building articulation includes vertical or horizontal changes in materials, texture or wall plane that influence the scale of a building. New development in the District should incorporate articulation techniques that promote a sense of human scale and divide the mass and scale of a larger building into smaller parts.



Provide vertical articulation in a larger building mass to establish a sense of scale.



Use materials to convey a sense of human scale and visual interest to pedestrians.

3.6 Establish a sense of human scale in the design of a new building.

- a. Use vertical and horizontal articulation techniques to reduce the apparent scale of a larger building mass.
- b. Use articulation techniques in proportion to a building's overall mass. For example, deeper insets are needed as a building's length increases.
- c. Apply materials in units, panels or modules that help to convey a sense of human scale and interest to pedestrians.
- d. Create a sense of texture through shadow lines which also provide a sense of depth and visual interest.

Human Scale Building Design

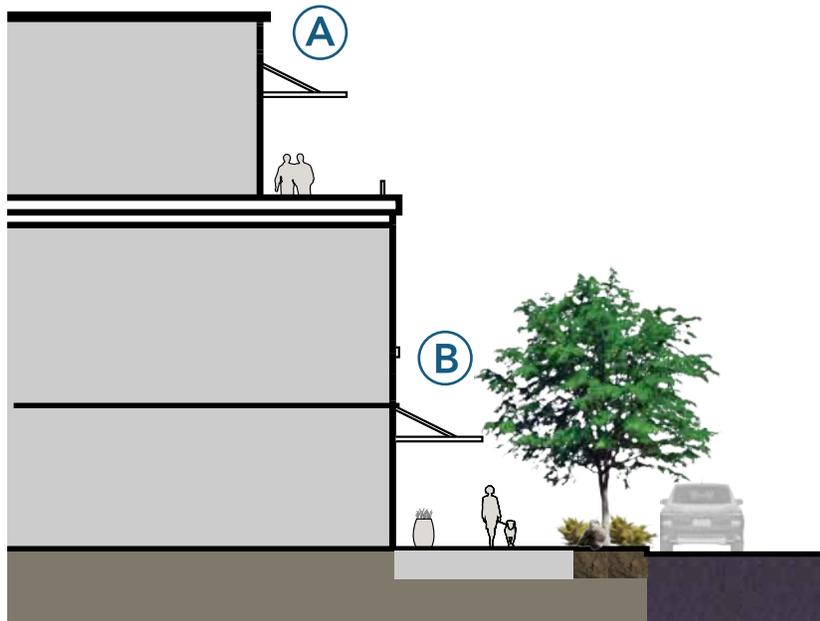


Diagram 3-1 Human Scale Building Design

A	Upper story stepback
B	Awning, Canopy or Arcade

3.7 Incorporate horizontal design changes to establish a sense of scale.

- Use moldings, a change in material, or an offset in the wall plane to define the scale of lower floors in relation to the street.
- Align architectural features with similar features along the street, where a distinct alignment pattern already exists.



Incorporate horizontal expression lines to establish a sense of scale.

3.8 Provide vertical articulation in a larger building mass to establish a sense of scale.

- Use moldings, columns, a change in material or an offset in the wall plane to define different building modules.
- Organize modules to reflect traditional lot widths or facade dimensions.



Organize modules to reflect traditional lot widths or facade dimensions.

3.9 Incorporate balconies to create depth and interest on a building facade.

- Integrate balconies into the design of a building facade to express different modules.
- Use a balcony to provide shade for the sidewalk or lower balcony areas.

3.10 Create a sense of visual interest by using a variety of cornice heights for individual modules.



3.11 Vary roof heights along the street to create visual interest.

- Vary roof heights through differences in parapet height.
- Vary the roof profile by stepping down some parts of the facade.
- Varying roof heights through changes in roof form may also be considered.



Vary roof heights along the street to create a sense of visual interest.



One design method for buildings located on the corner is to chamfer the corner and provide a visual connection between the street and the interior at the ground level.

3.12 Utilize one of the following methods to design a building that is located on the corner:

- a. Chamfer the corner and provide a visual connection between the street and the interior at the ground level.
- b. Curve the corner of the building.
- c. Increase the setback from one or both of the street frontages with a corner plaza.

3.13 Incorporate a roof form that provides a “cap.”

- a. Define a flat roof form with a distinct parapet or cornice line. This can help reinforce a vertical base, middle and cap building articulation, and contribute to a sense of iconic design.
- b. Use an overhang on sloped roof forms on multi-family buildings. This helps to define the roof as a building cap.



Define a flat roof form with a distinct parapet or cornice line. This can help reinforce a vertical base, middle and cap building articulation, and contribute to a sense of iconic design.

Base, Middle, Cap Design

On a taller (over two stories) commercial or mixed use building, horizontal articulation techniques may be used in combination to express a traditional base, middle and cap facade composition. This design creates well-defined ground or lower floors and a distinctive “cap” element that frame middle building floors.



Diagram 3-2 Base, Middle, Cap Design

Options for Building Articulation (page 1 of 2)

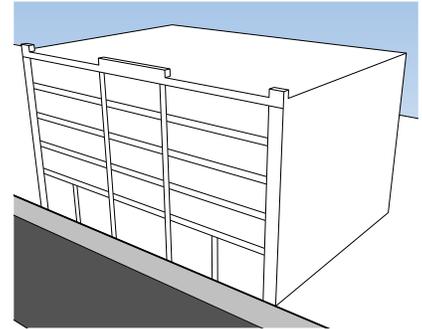
The design options illustrated below and on the next page may be used individually, or in combination, to meet the intent of the design guidelines for building articulation. Note that other creative building articulation strategies may also be appropriate.

A1. Accent Line

Accent lines include vertical and horizontal moldings and attached columns, as in this example. An accent line projects sufficiently from the face of a building wall to cast a distinct shadow.

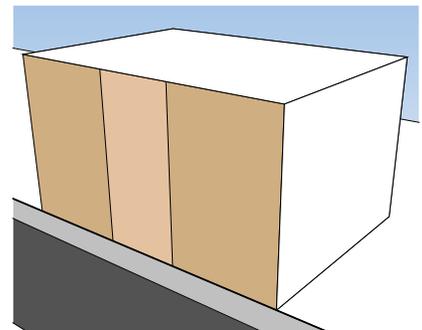
Examples include:

- a. Moldings
- b. Sills
- c. Cornices
- d. Canopies



A2. Color Change

Color changes may occur as significant vertical or horizontal area on a building wall. In this example, different facade modules vary in color.



A3. Material Change

Material change may appear as a significant vertical or horizontal surface. In this example of townhomes, a change in material expresses each unit.

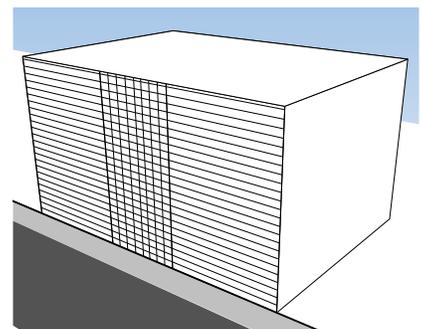
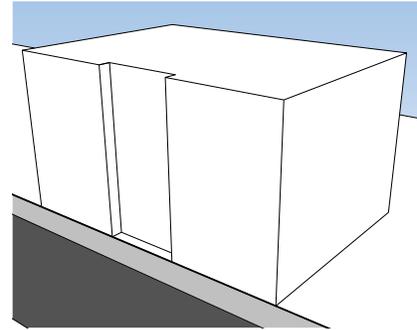


Diagram 3-3 Options for Building Articulation

Options for Building Articulation (page 2 of 2)

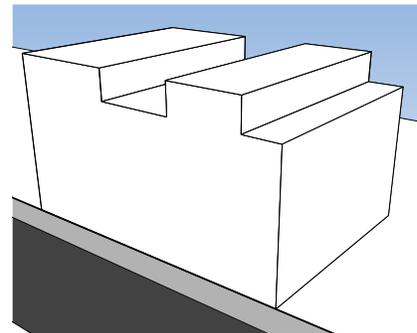
A4. Minor Wall Offset

A minor wall offset is a vertical expression line created by notching a building wall for its full height. Minor wall offsets are typically 5 feet or less. In this example the central bay is inset from the flanking walls.



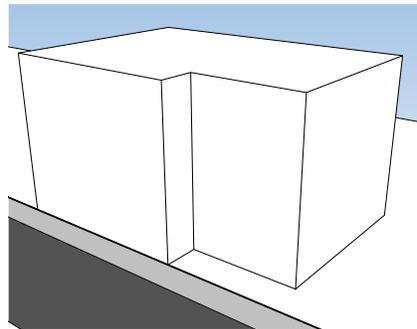
A5. Height Variation

A variation in height may occur as a setback of part of a floor or a change in roof line. In this example of a single building, a portion on the right is one story less than that on the left.



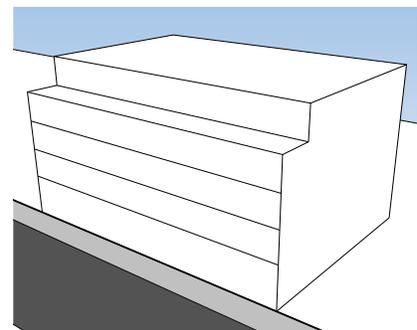
A6. Increased Wall Setback

An increased setback is similar to a minor wall offset, but with a larger dimension. It often provides an outdoor amenity space along part of the front of a building.



A7. Upper Floor Stepback

An upper floor stepback is similar to an increased setback, but it only occurs on an upper floor(s). In this example, a portion of the top floor is set back from the front wall plane.



Combining Building Articulation Methods

A single building articulation method is typically insufficient to achieve a desired design outcome or promote architectural creativity. Combining multiple methods into a single building is highly encouraged. As shown in Diagram 3-4 below, a building often includes some or all of the building articulation methods identified previously in Diagram 3-3: Options for Building Articulation.



Diagram 3-4 Combining Building Articulation Methods

- A1** Accent Lines
- A2** Color Changes
- A3** Material Changes
- A4** Minor Wall Offsets
- A5** Height Variation
- A6** Increased Setbacks
- A7** Upper Floor Stepbacks

C. Overall Facade Character

A building facade should incorporate high-quality design features that enhance Berkley’s community image and convey an active and vibrant appearance. The design guidelines below apply to facade areas that face public streets, the pedestrian way, alleys or parking lots. They are especially important for visible facades along a major commercial corridor such as Twelve Mile Road and Coolidge Highway.



Incorporate design features that add depth and detail, such as deep roof eaves and changes in the facade plane that create patterns of light and shadow.

3.14 Design a building facade to enhance community image.

- a. Incorporate design features that add depth and detail, such as deep roof eaves, window openings and changes in the facade plane that create patterns of light and shadow.
- b. Use high-quality building materials on visible facades.

3.15 Design a building facade to be compatible with its context.

- a. When possible, align canopies, windows, moldings and roof cornices on adjacent buildings.
- b. Use materials or other facade features that are compatible with adjacent buildings.



Design a building facade to be compatible with its context. Use simple, traditional forms that are consistent with the facade composition of the District.

3.16 Design a building facade to convey visual interest.

- a. Incorporate facade features such as pergolas, arcades or awnings to add visual interest.
- b. See “Design Options for a Pedestrian-friendly Commercial Ground Floor” on page 58, for additional information.



Incorporate facade features such as pergolas, arcades or awnings to add visual interest.

D. Ground Floor Design

A building should incorporate features that create a pedestrian-friendly street level. High-quality ground floor design considers elements such as height, transparency, entrance location, canopies and awnings. In mixed-use areas, it is especially important to incorporate active features such as plazas and storefront windows. In residential areas, the ground floor may incorporate other design features, such as porches and stoops, to engage the sidewalk and street.

3.17 Design the ground floor to engage the public realm and promote pedestrian activity.

- Incorporate recessed entries, courtyards or other setbacks in the ground floor facade.
- Use design features such as windows, display areas and awnings to engage the street and add pedestrian interest.
- Avoid long blank side walls that will diminish pedestrian interest. Instead, add visual interest to blank walls through at least one of the techniques shown in Diagram 3-6.



Design the ground floor to engage the public realm and promote pedestrian activity.

3.18 Incorporate a high level of ground floor transparency when designing a new commercial or mixed-use building.

3.19 Use building materials to define the ground floor and add visual interest.

- Use changes in material to add ground-floor interest.
- Define the ground floor of a building by incorporating a different material, color or texture.



Use design features such as windows, display areas and awnings to engage the street and add pedestrian interest.

3.20 Include architectural features to enhance the character of a new building

- Design architectural features to create a sense of depth and shadow on a building facade.
- Align architectural features along a block face to develop a rhythm along individual building facades.
- Use architectural features to enhance the pedestrian experience.



Incorporate a high level of ground floor transparency when designing a new commercial or mixed-use building.

Design Options for a Pedestrian-Friendly Commercial Ground Floor

The design options described and illustrated below may be used individually, or in combination, to meet the intent of the design guidelines for ground floor design. In most cases, the street level of a building should incorporate windows and other pedestrian-friendly features. Where windows are not possible, other features may be used.

1. Windows

Commercial buildings should incorporate a high percentage of transparent glass to actively engage the street and sidewalk. Windows may be combined with canopies, awnings, planters and other features to enhance the street level.



2. Display Areas

Display cases or other product displays can create pedestrian interest and engage the street and sidewalk. Such treatments are especially appropriate along an otherwise windowless facade.



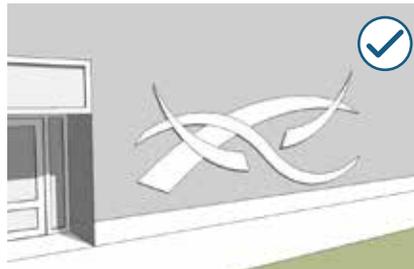
3. Canopies and Awnings

Canopies and awnings help define the street-level pedestrian area and may provide shade or highlight entries and storefront windows.



4. Wall Art

Wall art, mosaics, or murals add interest, especially along an otherwise windowless facade.



5. Planters/Landscaping

Integrated planters, large pots or other areas for landscaping add interest along the building facade and help engage the street and sidewalk.



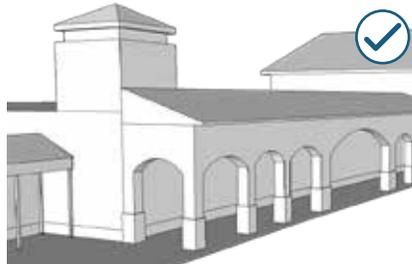
Diagram 3-5 Design Options for a Pedestrian-Friendly Commercial Ground Floor

Design Options for Addressing Side Walls

In some cases, a building may have windowless side walls where the interior contains parking, retail shelving, storage or other inactive uses. The design options illustrated below are appropriate methods of meeting the intent of Guideline 3.17 on page 57 by promoting an active appearance on a side wall area facing a sidewalk, parking area or other public frontage. Note that other creative strategies are also appropriate to address windowless facade areas, including the “Design Options for a Pedestrian-Friendly Ground Floor” on page 58.

1. Arcades

An arcade or loggia can help create a more transparent appearance on an otherwise windowless facade while also adding visual interest.



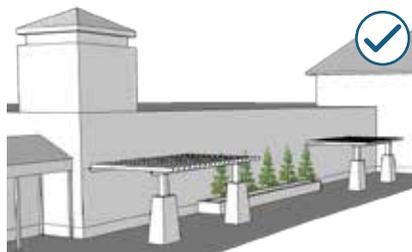
2. Architectural Details/ Screens

Details such as architectural screens or patterned materials can help create a more active appearance and add visual interest on a windowless facade.



3. Pergolas/Structures

Pergolas or other landscape structures can help soften the view of a windowless facade and help create a more active appearance.

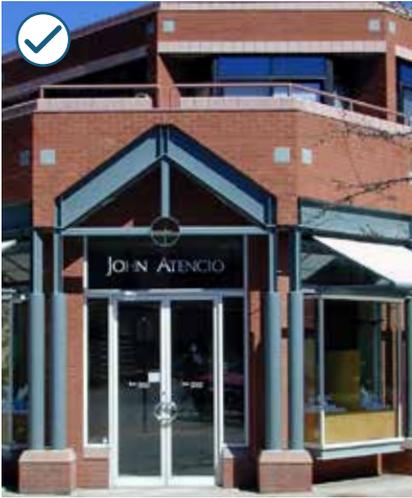


4. Vertical Trellis/ Landscaping

A vertical trellis allows vines and plants to cover blank wall areas and provide visual interest. A vertical trellis may work in combination with a raised planting bed.



Diagram 3-6 Design Options for Addressing Side Walls



Design the main entrance to be clearly identifiable.



Use an architectural element(s) to highlight an entrance, and to provide weather protection, where feasible.



Use a “double-fronted” design that provides an entry to the street and another to an outdoor amenity space, plaza or a parking lot, when present.

PRIMARY BUILDING ENTRANCE

The primary entrance of a structure should be oriented to a street, major sidewalk, pedestrian way, plaza, courtyard or other outdoor public space. The objective is to provide a sense of connection with the neighborhood and add “eyes on the street.” In most cases, orienting the entrance toward the street is preferred, but in some designs, orienting an entrance to an active courtyard or other outdoor amenity space that is visible from the street will accomplish the same objective.

3.21 Design the main entrance to be clearly identifiable.

- a. Use an architectural element(s) to highlight an entrance, and to provide weather protection, where feasible. Potential treatments include:
 - Canopy
 - Awning
 - Building recess
 - Moldings
 - Change in material
 - Change in color
- b. Use variation in building mass and height to highlight a main entrance.

3.22 Orient the functional entrance of a building to face a street, plaza or pedestrian way.

- a. Orient the primary entrance towards the street.
- b. Use a “double-fronted” design that provides an entry to the street and another to an outdoor amenity space, plaza or a parking lot, when present.
- c. Clearly define a front entry that is positioned perpendicular to the street. This may be achieved by:
 - Incorporating a recessed entry, canopy or awning for commercial/mixed-use building types, or
 - Incorporating a porch, stoop or canopy for residential building types

AWNINGS & CANOPIES

Traditionally, awnings and canopies were noteworthy features of buildings in the District and their continued use is encouraged. These elements are simple in detail and they reflect the character of the buildings to which they are attached.

3.23 A fabric awning is encouraged.

- Operable awnings are encouraged, but rigid frame types, and fixed metal canopies may also be considered.
- Operable awnings are encouraged because they include an energy efficient mechanism for managing interior light and air conditions. (See Diagram 3-7)
- Appropriate supporting mechanisms are wall mounted brackets and wires.

3.24 An awning or canopy should be in character with the building and streetscape.

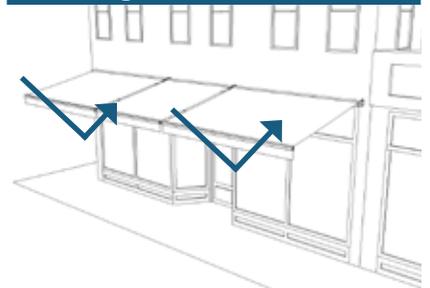
- Mount an awning or canopy to accentuate storefronts and entries. In most cases, the awning or canopy should fit in the opening of the building.
- Use colors that are compatible with the overall color scheme of the facade. Solid colors are encouraged.
- Use simple shed shapes for rectangular openings. Odd shapes, bullnose awnings and bubble awnings are inappropriate.
- Internal illumination of an awning is inappropriate.
- Position awnings to remain a subordinate feature on the facade, where they are used.
- Do not use post supported canopies on commercial buildings in the District as they are inappropriate.



Use awning colors that are compatible with the overall color scheme of the facade. Solid colors are encouraged.

Use of Operable Awnings for Energy Efficiency

Awnings Open to Provide Shading



Awnings can be opened in the summer to provide shading for a storefront and the sidewalk.

Awnings Closed to Allow Solar Access



Awnings can be closed in the winter to provide solar heat gain and daylighting.

Diagram 3-7 Use of Operable Awnings for Energy Efficiency

E. Iconic Design Features

Iconic design features include those that help define a building, convey a unique appearance, or make an area more memorable. New development in a highly-visible location, such as at the intersection of arterial roads, should incorporate iconic design features. In most cases, large-scale new development projects in any location should incorporate iconic design features for entries, view corridors, building form or roofs.



Incorporate iconic design features such as well-defined entries or tower elements into the design of a new development that is large-scale or located in a highly-visible location.

3.25 Use an iconic design feature to foster a unique sense of place.

- a. Incorporate iconic design features such as well-defined entries or tower elements into the design of a new development that is large-scale or located in a highly-visible location.
- b. Design an iconic design feature to be in proportion with a building and its features as well as nearby buildings.

3.26 Locate an iconic design feature to maximize its visibility and impact. Appropriate locations include:

- At a primary building entry
- Adjacent to, or at the entrance to, an outdoor public space
- At the corner of a building (especially when the building itself is at the intersection of two streets or lanes)
- At the termination of a view or vista (i.e., located to be highly visible when looking down a street or path)



Locate an iconic design feature to maximize its visibility and impact. Here, the iconic design feature accentuates the primary building entry.

F. Building Elements

Building elements such as forecourts, building arcades and front porches connect buildings to the public realm. Building elements will create visual continuity along the street and a cohesive transition from building to building.

3.27 Include building elements to create a street edge that invites pedestrian activity. Potential building elements to incorporate include:

- Building forecourts
- Plazas
- Arcades
- Porches

3.28 Design a forecourt to enhance the pedestrian experience. Forecourts help to:

- Maintain the street edge
- Engage the street
- Provide interest and activity
- Create accessibility



Include building elements to create a street edge that invites pedestrian activity.

Strategies to Activate a Forecourt

Three strategies that promote an active street frontage for forecourts are illustrated below.

Colonnade/Arcade



Extending a colonnade or arcade wall across a forecourt can help maintain an active, pedestrian-oriented street frontage.

Site Wall



A low wall with plantings to the front or rear can help bridge a forecourt to maintain an active, pedestrian-oriented street frontage.

Planters



A low planter or series of planters can help bridge a forecourt to maintain an active, pedestrian-oriented street frontage.

Diagram 3-8 Strategies to Activate a Forecourt



A larger forecourt may be considered in areas with high pedestrian traffic.



Include an arcade on a building sidewalk to provide architectural interest and variation.



Incorporate building elements that are visually consistent with elements on adjacent, new buildings.

3.29 A larger forecourt may be considered in an area with high pedestrian traffic.

- a. Expand a forecourt to increase pedestrian interest.
- b. Design a forecourt to provide architectural interest and variation in the design of a building.
- c. Use strategies as shown in Diagram 3-8 to define the public edge of a forecourt.

3.30 Encourage consistency in arcade design.

- a. Integrate a building arcade into the design of a building.
- b. Use materials for an arcade that are compatible with the primary building.

3.31 Design an arcade on a building sidewalk to improve the pedestrian experience by including elements to:

- Protect pedestrians from the weather
 - Create a human-scaled building element
 - Create interest by increasing building articulation
- a. Include an arcade to provide architectural interest and variation.
 - b. Use an arcade to create a more transparent appearance.

3.32 Incorporate a front porch to create a visual and functional connection between a residential building and the street.

- a. Locate a front porch to define a residential entry.
- b. Orient a front porch towards the street and sidewalk.

3.33 Incorporate building elements that are visually consistent with those on adjacent, new buildings.

- a. Include building elements that are of a scale and form similar to those on adjacent buildings.
- b. Incorporate building elements that are unique to the development and compliment those on neighboring structures, but do not copy building elements on adjacent redeveloped sites.

G. Building Materials

Exterior building materials and colors should provide a sense of scale and texture and convey design quality and visual interest. Building facades should use high-quality, durable materials that contribute to the visual continuity of the context and convey high quality in design and detail.

3.34 Incorporate building materials that contribute to the visual continuity of the District.

- Utilize genuine masonry, metal, concrete and glass, where possible.
- Avoid using imitation or highly reflective materials.



Incorporate building materials that contribute to the visual continuity of the District.

3.35 Develop simple combinations to retain the overall composition of the building.

- Avoid mixing several materials in a way that would result in an overly busy design.

3.36 Use high quality, durable building materials.

- Choose materials that are proven to be durable in the Berkley climate.
- Choose materials that are likely to maintain an intended finish over time or acquire a patina, when it is understood to be a desired outcome.
- Incorporate building materials at the ground level that will withstand on-going contact with the public, sustaining impacts without compromising the appearance.



Develop simple combinations to retain the overall composition of the building.

3.37 Alternative primary materials may be considered in appropriate locations when they are designed to express modules and a sense of scale. These may include:

- Architectural metals
- Glass curtain walls

3.38 Utilize traditional masonry materials such as stone, concrete and brick, where feasible.

- Use genuine masonry units, which appear authentic in their depth and dimension.
- Wrap masonry units around corners of wall to ensure that it does not appear to be an applied veneer.



Incorporate building materials at the ground level that will withstand on-going contact with the public, sustaining impacts without compromising the appearance.

Illustrated Building Materials

A number of building materials are illustrated below. As noted, they may be used individually or in combination to meet the intent of the design guidelines for building materials on page 65.

1. Masonry - Brick

Brick is an appropriate primary facade material for buildings throughout Berkley.



2. Masonry - Stone

Stone is also an appropriate primary facade material for buildings throughout Berkley.



3. Masonry - Detailed Concrete

Concrete that has been detailed in modules similar in scale to genuine brick or stone is an appropriate primary facade material.



4. Metal and Concrete Accents

Metal and concrete may be appropriate for use as accent materials.



5. Synthetic Stucco (EIFS) & Panelized Brick Accents

Synthetic stucco or panelized brick should only be used for accents or on less visible facade areas.



= Appropriate as a Primary (or Secondary) Material

= May be acceptable as an Accent Material

Diagram 3-9 Illustrated Building Materials

H. Exterior Lighting

The character and level of exterior building lighting helps establish a sense of identity and cohesion in the District. It should help create a sense of place, highlight distinctive architectural details and reinforce the overall form, massing and spatial characteristics of the building or site. Exterior lighting is also important to provide safety for pedestrians along the street.

3.40 Install exterior lighting that will enhance the public realm and improve the pedestrian experience.

- On large projects, design a lighting plan to enrich the appearance and function of the building and site.
- Locate light fixtures to be visually subordinate to other building and site features during the day.
- Use exterior lighting to enhance the nighttime appearance of trees, shrubs and other landscape features.
- Design lighting so that it does not endanger the safety of pedestrian or automobile traffic.
- Avoid the use of blinking or flashing lights near window or door openings.
- Outlining windows with LED or other lighting material is not allowed.



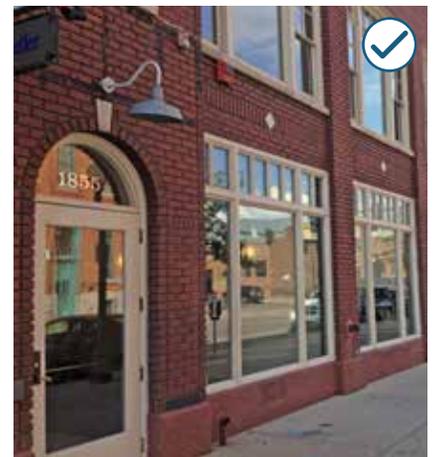
Install exterior lighting that will enhance the public realm and improve the pedestrian experience.

3.41 Use exterior lighting to highlight the distinctive features of a site, such as:

- Building entrance
- Architectural details
- Signs
- Outdoor use areas
- Public art

3.42 Minimize the visual impacts of architectural lighting on neighboring properties.

- Use exterior light sources with a low level of luminescence.
- Using white lights that cast a color similar to daylight is appropriate in most cases.
- Reserve washing an entire building elevation for civic buildings and landmark structures.



Use exterior lighting to highlight the distinctive features of a site, such as building entries.



Use shielded and focused light sources to prevent glare and light pollution.

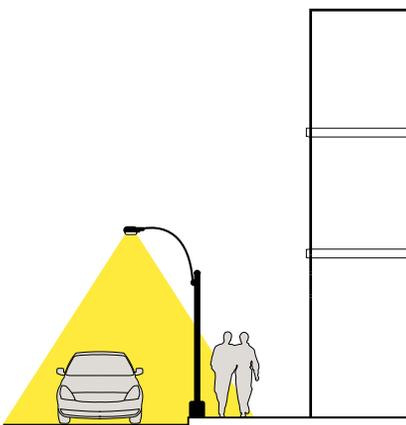
3.43 Use shielded and focused light sources to prevent glare and light pollution.

- a. Provide shielded and focused light sources that direct light downward.
- b. Do not use high intensity light sources or cast light directly upward.
- c. Shield lighting associated with service areas, parking lots and parking structures.
- d. Design, install and maintain light sources to prevent light trespass onto a neighboring property or the public right-of-way.



3.44 Coordinate fixture designs with abutting properties to establish a sense of continuity.

- a. This is especially important for walkways and lanes that interconnect within a development.



Design, install and maintain light sources to prevent light trespass onto a neighboring property or the public right-of-way.

1. Energy Efficiency, Collection and Conservation

The conservation of energy is a key objective in community planning and a guiding principle for the District. The design process should include an evaluation of the physical assets of the site to maximize energy efficiency and conservation in the placement and design of a building. Landscapes also play a large part in planning for energy efficiency and building performance on a site.

Building designs should address seasonal changes and design with Berkley's climate in mind. Designs should implement passive strategies that save energy (and money) whenever feasible. Natural lighting and ventilation, shading, thermal mass and many other options are available. Using sustainable building materials that are durable, long-lasting, locally-made and recycled/recyclable are encouraged. Careful consideration should also be given to balancing sustainable design principles with those related to maintaining the traditional character of the area.

3.45 Utilize sustainable building design solutions throughout the District.

- a. New building designs that promote energy conservation while adding visual interest should be supported.
- b. Design building projects to reduce environmental impacts, like stormwater runoff, on the public streetscape.



Design building projects to reduce stormwater runoff by including a greenroof.

3.46 Design with energy efficiency as a top priority.

- a. Examine energy efficiency opportunities when developing a design for a new project.
- b. Examine building performance and system efficiency for all new projects.
- c. Utilize external shading (integrated into the building and/or with the landscape) to keep out summer sun and let in winter sun.
- d. Design windows to maximize light into interior spaces.
- e. Use exterior shading devices, such as overhangs, to manage solar gain in the summer months and welcome solar access in winter months.
- f. Incorporate a renewable energy device, including a solar collector or wind turbine.



Utilize external shading integrated into the building or with the landscape to keep out summer sun and let in winter sun.

J . Environmental Performance in Building Elements

The elements that make up a building, including windows, mechanical systems and materials, influence environmental performance. New building elements that improve environmental performance should be employed if they have been proven effective in Berkley's climate.

3.47 Use sustainable building materials whenever possible. These materials may be:

- Locally manufactured
- Low maintenance
- Materials with long life spans
- Recycled materials

3.48 Incorporate building elements that allow for natural environmental control, such as the following:

- Operable windows for natural ventilation to reduce air conditioning needs.
 - Locating vertical or horizontal shading devices to reduce solar heat gain.
 - Daylighting strategies to reduce electrical lighting demand.
 - Thermal mass or building materials that are capable of storing heat, which will reduce heat transferred through a building envelope.
 - "Green roof" to provide insulation, absorb water, and reduce heat island effect.
- a. Incorporate energy efficient mechanical systems.

3.49 Minimize the visual impacts of energy devices on the character of the district.

- a. Mount equipment where it has the least visual impact on buildings and important view corridors.
- b. Where exposed hardware frames and piping are visible, use a matte finish and color that is consistent with the color scheme of the primary structure.

RENOVATING A PROPERTY

4

Many existing buildings will continue to meet owners' needs and contribute to the ongoing viability of the District. From time-to-time, owners will seek to make improvements to these properties. A building front may be enhanced or an addition may be constructed. In another case, an underutilized side lot or front yard may be developed. These investments are welcomed. This chapter addresses renovating properties in ways that will meet the community's design objectives for the District.

Rehabilitating a Historic Building

Making improvements or repairs to a historic building requires special care. See Section F.

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B. Adding onto an Existing Building	77
C. Alternative Strategies for Locating a Rooftop Addition	78
D. Alternative Strategies for Improving an Existing Setback	80
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A. Renovating an Existing Building Front



An existing building may be modest in character with minimal detailing. A creative design that coordinates color, signs and awnings can improve it dramatically. In another case, a more extensive renovation may involve installing a new storefront and adding architectural details. In another case, two businesses may share the same facade. A design that coordinates the visual impacts of both while expressing the individual businesses will be especially important for this situation. In another case, one business may occupy two adjoining buildings. A design that maintains the sense of scale of the two buildings, while expressing the strength of a single business will be appropriate. This section provides design guidelines for these varying conditions.



Renovating a building front is encouraged to enhance community image and help attract tenants to commercial buildings. Renovation may include ground floor improvements, adding iconic design features or complete upgrades of an existing facade. When possible, such incremental improvements should anticipate future phases of development that may occur. These may include a new building, landscaping, parking area and installing a pedestrian path.



Design a contemporary interpretation of a traditional storefront where the original is missing.

4.1 Renovate a building front to enhance community image.

- a. Include iconic building features or improved building materials.
- b. Improve a ground floor design to encourage pedestrian activity.

4.2 Enhance the connection between a building front and the street when the front is set back from the street. See page 81 for additional information on "Alternative Strategies for Improving Existing Front Setbacks."

- a. Develop the area to provide visual interest to pedestrians.

4.3 Develop a design that will create a distinct image for the building while also coordinating with neighboring properties.

- a. While each building may have its own distinct design, it should be planned to complement others nearby, such that the impact of the block, as a whole, will be strengthened.

4.4 Organize the basic elements of a building front in a coordinated design:

- a. Use a consistent color scheme for the entire building front.
- b. Match colors for signs and awnings.
- c. Use lighting that complements product displays.

4.5 Maintain the pattern of traditional building fronts along the street.

- a. When a business occupies two adjoining buildings, develop a design that expresses the individual storefronts while also conveying that one business is located there.

4.6 Maintain a coordinated design for a building front.

- a. When two or more businesses occupy the same building, develop a design that expresses the individual businesses while conveying a composition that reads as a single facade.

4.7 Provide an active street edge for the building front.

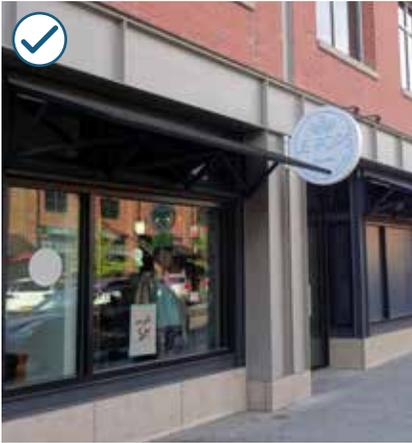
- a. Maintain a large storefront area with display windows when feasible.
- b. Provide alternative features that will create an active, pedestrian-oriented building front when using a large display window is not feasible. See "Design Options for a Pedestrian-friendly Commercial Ground Floor" on page 58 for more information.



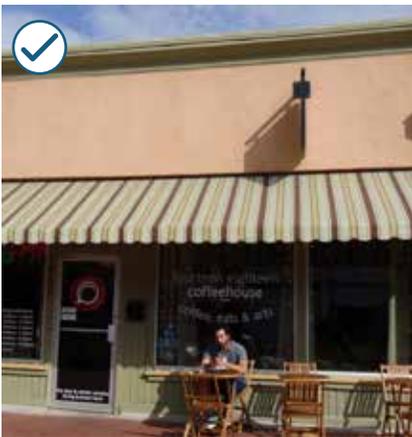
Develop a design that will create a distinct image for the building while also coordinating with neighborhood properties.



Provide an active street edge for the building front.



Use materials that are compatible with the traditional context of the District.



Use a coordinated color scheme for a building front.

4.8 Use materials that are compatible with the traditional context of the District.

- a. Brick, architectural concrete, finished wood and architectural metals are appropriate.
- b. Alternative materials, including fiber cement siding, are also appropriate. They should be proven to be durable in the Berkley climate.
- c. Imitation materials, such as stone veneer, panelized brick or plastic should be avoided.

4.9 Highlight ornamental features that may exist on the building.

- a. For example, a decorative cornice may be a feature to accentuate with an accent color.

4.10 Use a coordinated color scheme for a building front.

- a. Coordinate colors on:
 - The building wall
 - Trim and moldings
 - Cornice and parapet
 - Signs
 - Primary entry
- b. Use complementary colors.

4.11 Use an accent color to direct the viewer’s eye.

- a. For example, highlight the entry with an accent color.

4.12 Use a sign to lead the eye to the building entry.

- a. Center a sign over the front entrance to draw attention to its location.

Renovating an Existing Building Front

1a. Two businesses in two buildings

Recommended: Facade features, including windows, awnings and signs, are coordinated. The image of the individual businesses is strengthened.



1b. Two business in two buildings

Not recommended: Facade features, including windows, awnings, and signs, are not coordinated. The image of the individual business is weakened.



2a. One business in two buildings

Recommended: Awnings are separated to express two different facades while conveying the identity of one business.



2b. One business in two buildings

Not Recommended: A continuous awning obscures the identity of the two different facades.

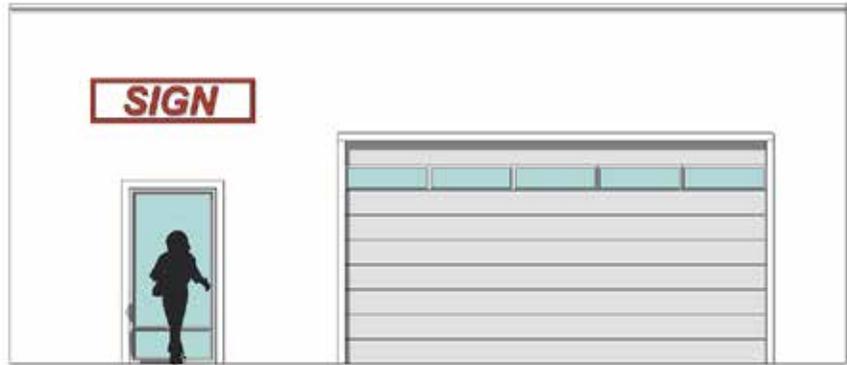


Diagram 4-1 Alternative Development Strategies for Undeveloped Areas

Progression of a Building Facade: Garage Adaptive Reuse

1. Existing Condition

A garage door faces the street, but it lacks visual interest for pedestrians.



2. Fixed Storefront Option



A storefront replaces the garage door and a larger doorway adds more light.



3. Operable Storefront Option



An operable storefront can be opened in good weather and closed when needed. Outdoor seating in front activates the original garage access drive area.



Diagram 4-2 Progression of a Building Facade: Garage Adaptive Reuse

Garage Adaptive Reuse



B. Adding onto an Existing Building

Expanding an existing building can enhance functions and broaden the mix of uses in the District. Two distinct types of additions to an existing commercial building may be considered. First, for a building that sits on a single-lot an addition may involve adding a floor. This can be set to the front or to the rear of a building. These options activate rooftop space above the first story when stepping the addition to the street (front) or rear of the lot. A full length addition may also be appropriate.

In a second condition, a property may include an underdeveloped side lot, which may be used to expand to the side. Depending on the location of the side addition, a forecourt, rear plaza or enhanced streetwall may be options. For any addition, the materials, window sizes and trim elements should be compatible with those of the existing structure.

4.13 Design an addition to be compatible in scale, materials and character with the main building.

- a. Design an addition to relate to the building in mass, scale, character and form.

4.14 Avoid damaging or obscuring important architectural features.

- a. For example, avoid removing a cornice to extend the height of a wall.

4.15 Place the addition to be compatible with the setting.

- a. Set an addition back from the street when the context is low in scale.
- b. Set an addition back from the rear when abutting a single family neighborhood.

Additions to Historic Buildings

Adding onto a historic building takes special care. See Section E, for more information.



Design an addition to be compatible in scale, materials and character with the main building.



Place the addition to be compatible with the setting.

Built Example: Nomad Pizza - Princeton, NJ



Example of a garage adaptive reuse project that includes indoor/outdoor seating, landscape treatments and an operable storefront.

C. Alternative Strategies for Locating a Rooftop Addition

A rooftop addition that covers only a portion of the structure below offers opportunities to create decks for outdoor uses, reduce the perceived scale of the development and make use of view opportunities. Stepping back an addition from a sensitive edge, such as when abutting a residential area, will also help to minimize impacts.

Rooftop Additions: Built Examples

Top Right: Corner, double-lot, second floor stepback addition.

Middle Right: Corner, single-lot, second floor stepback addition with an activated rooftop.

Bottom Right: Double-lot, front stepback addition of second and third floors with an activated rooftop.

Bottom Left: Corner, single-lot, two-story addition.



Locating a Rooftop Addition

A variety of roof-top additions may be appropriate in different contexts. Maintaining traditional scale and respecting neighbors are some considerations in determining appropriate locations.

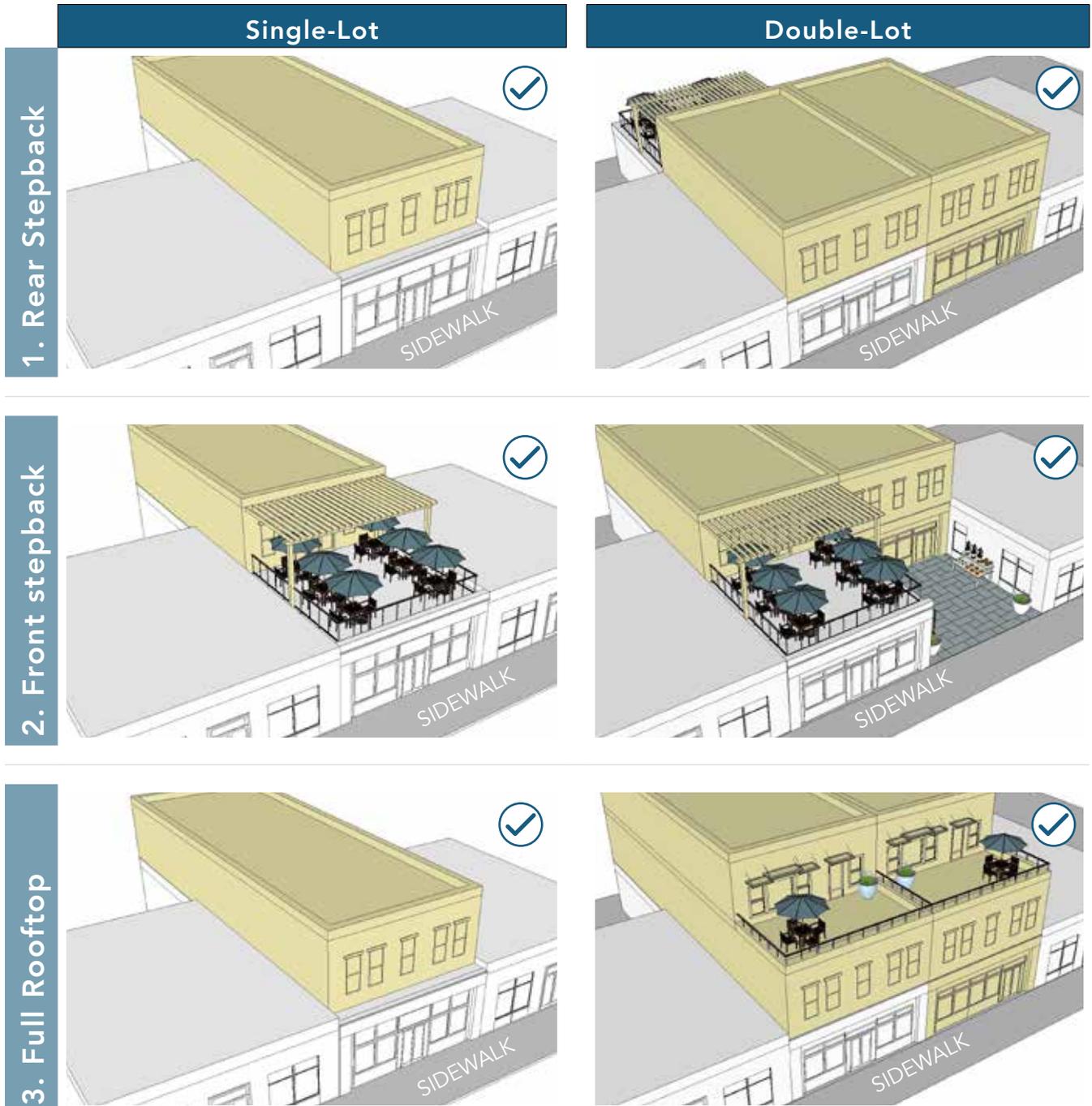


Diagram 4-3 Locating a Commercial or Mixed-use Addition

D. Alternative Strategies for Improving an Existing Setback

Some buildings are set back from the street. Sometimes, this space is used for parking while in another case, it may simply be a front yard. Opportunities exist to make better use of this space and strengthen the street front with active uses. This section provides alternative designs for enhancing front setbacks.

Architectural Feature Additions, Outdoor Seating and Landscape Improvements:



Before



After

Hardscaped Frontage with Outdoor Dining and Improved Pedestrian Access:



Before



After

Conditioned Transparent Enclosure Updates an Improved Landscape Frontage:



Before

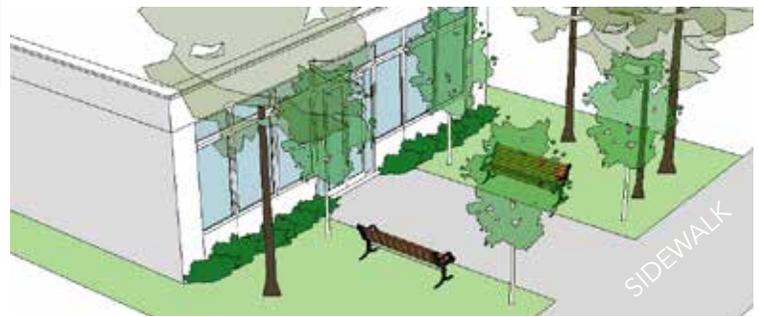


After

Alternative Strategies for Improving an Existing Front Setback

1. Improved Landscape and Pedestrian Access

- Walkway leads directly to the entrance.
- Trees provide seasonal shade and color.
- Benches invite pedestrian use.



2. Hardscaped Frontage with Outdoor Dining

- Decorative paving adds visual interest.
- Seasonal outdoor seating creates pedestrian and vehicular interest.



3. Architectural Elements with Outdoor Product Display

- Architectural elements enhance the street presence.
- Product display invites pedestrian activity.



4. Conditioned Transparent Enclosure

- Glazed patio provides extended use through the seasons.



5. Improved Landscape and Pedestrian Access

- Addition to building front.

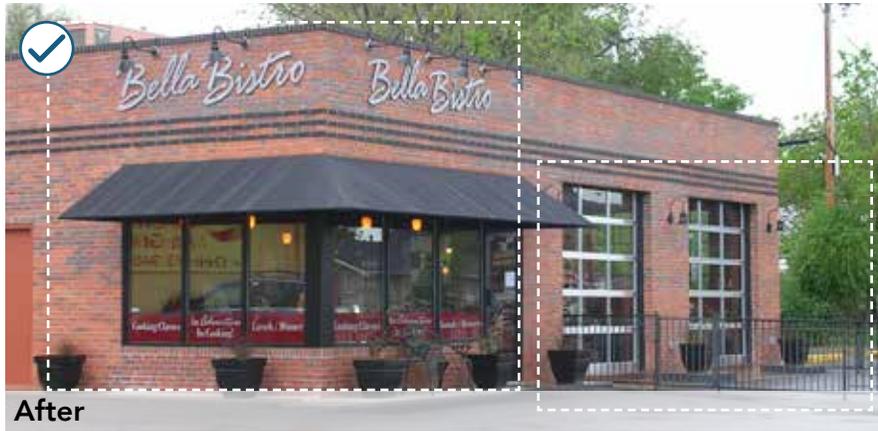


Diagram 4-4 Alternative Strategies for Improving an Existing Front Setback

E. Alternative Development Strategies for Underutilized Side Lots

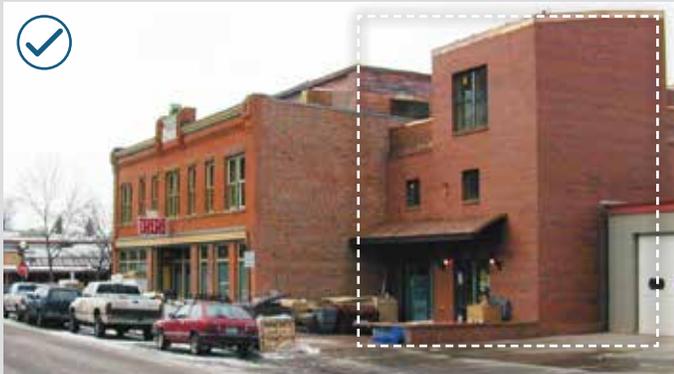
Sometimes, a property may include a side lot that is vacant, or underutilized. This offers an opportunity to expand the building or to create an outdoor use area. This section provides alternative strategies for improving underutilized side lots.

Renovated Facade with Seasonal Outdoor Seating and Operable Bay Doors:



Side Lot Development Strategies: Built Examples

Top Right: Side Addition with a semi-public forecourt



Bottom Right: Side Addition with improved pedestrian access



Bottom Left: Shared public-private plaza for outdoor seating and landscape improvements.



Alternative Development Strategies for Underutilized Side Lots

1. Alley accessed parking and landscape treatments

- Landscape buffer screens parking.
- Outdoor use area activates the sidewalk edge.
- Side entrance orients to parking.



2. Shared public-private plaza

- Outdoor seating flanks side entry.
- Walkway connects to parking in rear.
- Landscape edge designs building line.



3. Pedestrian pass-through and private forecourt

- Side addition with entry facing the street.
- Outdoor seating and a semi-public area are placed in the front setback.
- A walkway connects to the alley.



Diagram 4-5 Alternative Development Strategies for Undeveloped Areas

F. Historic Resources

Some properties in the District have historic significance and their preservation is to be encouraged. These require special care. This section provides design guidelines for historic preservation.

Preservation means keeping properties and places of historic and cultural value in active use and accommodating appropriate improvements to sustain their viability while maintaining the key, character-defining features which contribute to their significance as historic resources. It also means keeping historic resources for the benefit of future generations. That is, while maintaining properties in active use is the immediate objective, this is in part a means of assuring that these resources will be available for others to enjoy in the future.

Downtown Berkley Buildings of Historic Significance:

Twelve Mile Road: (west to east)

- Doll Hospital & Toy Soldier Store -1943 (3995 12 Mile)
- Articipate Studio - 1930 (3833 12 Mile)
- Cobblestone Cabinets - 1933 (3311 12 Mile)
- Council Thrift – 1948 (3297 12 Mile)
- Oddfellows Antiques – 1920’s (3248 12 Mile)
- St. Mary’s Orthodox Church - 1932 (3212 12 Mile)
- Anytime Fitness – 1949 (3144 12 Mile)
- Berkley Theatre Building (Rite Aid) – 1941 (2990 12 Mile)

Coolidge Highway: (north to south)

- Spike Lawrence, Inc. - 1926 (3020 Coolidge)
- Decypher Corp. - 1923 (3010 Coolidge)
- The Wedding Shoppe - 1929 (2186 Coolidge)
- Our Lady of La Salette School – 1943 (Parducci sculptures on front facade)

DETERMINING HISTORIC SIGNIFICANCE

What makes a property historically significant? A property is considered to have historic significance if it meets a defined age threshold, and meets at least one of a list of criteria for determining significance. In so doing, it also must retain sufficient integrity to be able to convey that significance. Those concepts are explained in this section.

Age of Historic Resources

In general, properties must be at least 50 years old before they can be evaluated for potential historic significance, although exceptions do exist when a more recent property clearly has historic value. With the age of the property in mind, it is then evaluated for its significance, using defined criteria.

Criteria for Determining Significance

A property may have historic significance if it meets at least one of these criteria:

- It is associated with events that have made a significant contribution to the broad patterns of our history.
- It is associated with the lives of persons significant in our past.
- It embodies the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or it possess high artistic values, or that it represents a significant and distinguishable entity whose components may lack individual distinction.
- It may yield or may be likely to yield, information important in prehistory or history.

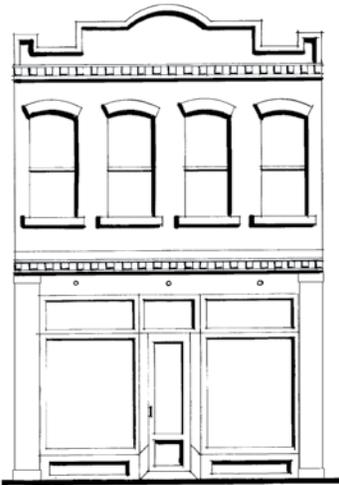
Integrity

In order to convey significance, a property also must retain integrity, with a sufficient percentage of the structure dating from its period of significance. A majority of the building's structural system and materials and its character-defining features should remain intact.

BUILDING INTEGRITY

Preserving historic integrity of a historic resource is an objective. The degree of a building's integrity is shown below.

Original Facade



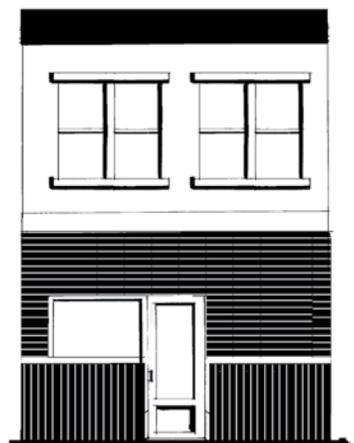
"Historic" Property. This building retains its integrity.

Altered, traditional facade



"Historic" Property with some alterations. This building retains its integrity.

Altered, no historic features



"Non-Historic" Property with major alterations. This building does not retain its integrity.



Seek uses that are compatible with the historic character of the property.



Maintain significant features and stylistic elements.



Repair deteriorated historic features and replace only those elements that cannot be repaired.

OVERARCHING PRESERVATION GUIDELINES

The following overarching guidelines apply to all historic properties:

4.16 Respect the historic character of a property.

- The basic form and materials of a building, as well as architectural details, are a part of the historic character.
- Do not try to change the style of a historic resource or make it look older than its actual age.

4.17 Seek uses that are compatible with the historic character of the property.

- Converting a building to a new use different from the original use is considered to be an “adaptive reuse,” and is a sound strategy for keeping an old building in service. For example, converting a residential structure to offices is an adaptive use. A good adaptive use project retains the historic character of the building while accommodating a new function.
- Every reasonable effort should be made to provide a compatible use for the building that will require minimal alteration to the building and its site.
- Changes in use requiring the least alteration to significant elements are preferred. In most cases, designs can be developed that respect the historic integrity of the building while also accommodating new functions.

4.18 Maintain significant features and stylistic elements.

- Distinctive stylistic features and other examples of skilled craftsmanship should be preserved. The best preservation procedure is to maintain historic features from the outset to prevent the need for repair later. Appropriate maintenance includes rust removal, caulking and repainting.
- These features should not be removed.

4.19 Repair deteriorated historic features and replace only those elements that cannot be repaired.

- Upgrade existing materials, using recognized preservation methods whenever possible. If disassembly is necessary for repair or restoration, use methods that minimize damage to original materials and facilitate reassembly.

FACADE TREATMENTS

For most historic resources in the District, the front wall is the most important to preserve intact. Alterations are rarely appropriate. Many side walls are also important to preserve where they are highly visible from the street. By contrast, portions of a side wall that are not as visible may be less sensitive to change. The rear wall is usually the least important (excepting civic buildings), and alterations can occur more easily without causing negative effects to the historic significance of the property.

Location A: Building Front

- Preservation and repair of features in place is the priority.
- This is especially important at the street level and in locations where the feature is highly visible.

Location B: Highly Visible Side Wall

- Preservation and repair in place is the priority.

Location C: Less Highly Visible Side Wall

Preservation is still preferred.

- A compatible replacement or alteration is appropriate.
- More flexibility in treatment may be considered.

Location D: Not Highly Visible Rear Wall

- A compatible replacement or alteration may be appropriate when it is not visible to the public.
- More flexibility in treatment may be considered.

Location E: Highly Visible Rear Wall

This applies to many cultural buildings of historic significance, such as churches, civic buildings and other landmarks that are designed to be viewed "in the round" or border a public space such as a park.

- Preservation and repair in place is the priority.
- Some flexibility may be considered on upper facades.

Continuing to keep buildings in active use is a key objective for preservation in Berkley, especially in the DDA District. Doing so retains a link to our heritage and also is sound environmental policy. Re-using a building preserves the energy and resources invested in its construction, and avoids the need for producing new materials that would be required to construct a replacement.

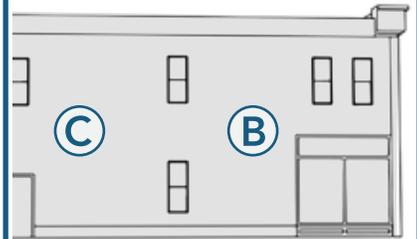
While the best use for a historic resource is that for which it was designed, there are cases where adapting to a new use will be necessary. Many adaptations can occur relatively easily, but some unique resources, will require creative solutions. Additional flexibility will be considered for new uses in those circumstances.

Commercial Facades

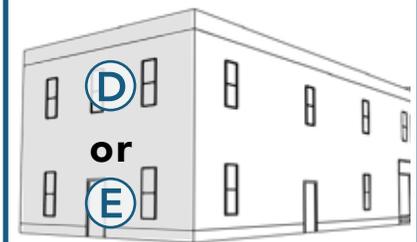
Building Front



Side Wall



Rear Wall



Site Plan



Diagram 4-6 Commercial Facades



Preserve significant stylistic and architectural features.

ARCHITECTURAL DETAILS

Architectural details contribute to the character of a historic structure. Specific details are associated with different architectural styles. Select an appropriate treatment that will provide for proper preservation of significant features. The method that requires the least intervention is preferred.

4.20 Preserve significant stylistic and architectural features.

- a. Preserve architectural features such as storefronts, cornices and brackets.
- b. Employ preventative maintenance measures such as rust removal, caulking and repainting.
- c. Do not remove or alter architectural details that are in good condition or that can be repaired.

4.21 Repair deteriorated architectural features.

- a. Patch, piece-in, splice, consolidate or otherwise upgrade existing materials, using recognized preservation methods.
- b. Removing significant features that can be repaired is inappropriate.

4.22 When reconstructing an element is impossible, develop a new design that is a compatible interpretation of it.

- a. The new element should be similar to comparable features in general size, shape, texture material and finish.

4.23 Avoid adding details that were not part of the original building.



If it is not feasible to repair a historic feature (top window sill), replace it in kind (bottom).

MATERIALS AND FINISHES

Original building materials and finishes are also key features of historic buildings. Historic building materials should be preserved in place.

4.24 Preserve original building materials.

- a. Do not remove or alter original building materials that are in good condition or that can be repaired.
- b. Remove only those materials which are deteriorated beyond repair and must be replaced.

4.25 Repair deteriorated primary building materials.

- a. Patch, piece-in, splice, consolidate or otherwise upgrade existing materials, using recognized preservation methods.

4.26 Do not use imitation materials as replacements in primary locations.

- a. Do not use fabricated materials that are designed to look like wood or masonry siding, such as synthetic vinyl or panelized brick.
- b. Consider alternative materials that convey a character similar to the historic material in secondary locations when replacement with the original is not feasible.
- c. Use “green” building materials, such as those made with renewable and local resources, as replacement materials.

4.27 Covering original building material with a new one is inappropriate.

- a. Consider removing later covering materials that have not achieved historic significance. Once the non-historic siding is removed, repair the original, underlying material.

Maintaining Historic Materials

Primary historic building materials include masonry (brick, mortar, stone and concrete), wood and metal. These should be preserved and repaired.

Appropriate treatments to protect specific materials from deterioration include:

Masonry

- Maintain the natural water-protective layer (patina)
- Do not paint, unless it was painted historically (this can seal in moisture, which may cause extensive damage over time).
- Repoint deteriorated masonry mortar joints with mortar that matches the strength, composition, color and texture of the historic material.

Wood

- Maintain paint and other protective coatings to retards deterioration and ultraviolet damage.
- Provide proper drainage and ventilation.

Metal

- Maintain protective coatings, such as paint, on exposed metals.
- Provide proper drainage.

CHARACTER AREAS

5

In many respects, the District is a single place, with traditional storefronts, office buildings, residential structures and institutional facilities mixed throughout. Many buildings share similarities in form and materials, in orientation to the street and scale of building. The way in which people circulate - on foot, by bicycle and in vehicles - also is generally consistent. Nonetheless, differences exist that should be understood when designing improvements to properties.

One part of the District may have a greater percentage of traditional storefronts that align at the sidewalk edge, while in another area more variety in building setbacks exists. Another area may have more properties with parking located in the rear; another area may have no on-street parking. The width of the street, including travel lanes and sidewalks, also can vary. When these variables are considered along with others that influence how the setting is perceived, a set of Character Areas emerges. Within each Character Area, the way in which the design guidelines apply is influenced by these considerations of context.

This chapter describes the features of each of the Character Areas of the District and outlines design objectives for them. The discussion also indicates special conditions that should be considered when applying the design guidelines in the other chapters.

IN THIS CHAPTER

Character Area 1: Gateway West	92
Character Area 2: Downtown Core	94
Character Area 3: Gateway South	97

Character Area 1: Gateway West



Diagram 5-1 Character Area 1 Map

Key Design Objectives for Future Development

- A mix of commercial and residential uses exists throughout this area.
- Many arts and crafts businesses are found in this area.
- The majority of new buildings are built to the street edge and orient pedestrians along the sidewalk.
- Outdoor product display and active storefronts are encouraged.
- New development is two stories at the street edge with an occasional third story that is set back from the street edge.
- Compatible site and building transitions connect commercial developments to adjacent resident areas.
- More diversity in signs exists here.

The Gateway West Character Area is located in the western portion of the Downtown District along Twelve Mile Road. It is bordered on the west by Greenfield Road and to the east by Buckingham Avenue.

Variety, diversity, and a sense of surprise are features of this area. The individuality of businesses is evident in building designs, outdoor spaces and signs. These characteristics are part of the vision for this area:

AREA-WIDE CHARACTERISTICS

Uses:

A mix of commercial and residential uses exists here. A higher percentage of businesses relate to arts and crafts. These include shops selling art supplies and galleries exhibiting art. Cafes featuring live music are here also. Residential units are located above ground floor commercial space. Some units are artists' live-work apartments.

Street front character:

All buildings have storefronts or other features at the street level that orient to pedestrians along the sidewalk. While most building fronts are sited close to the sidewalk edge, some are set back a small amount to provide room for wider sidewalks, as well as outdoor display areas. These often exhibit artwork and hand-crafted products. This modest variation in front setbacks contributes to a "village" atmosphere with a bit of whimsy and a sense of exploration. Mid-block passageways lead to parking in the rear and include outdoor displays as well.

Building scale:

Most buildings are built to two stories in height at the street edge; some have an additional third floor, but most of that mass is set back from the floors below to maintain a lower scale along the sidewalk.

Building materials:

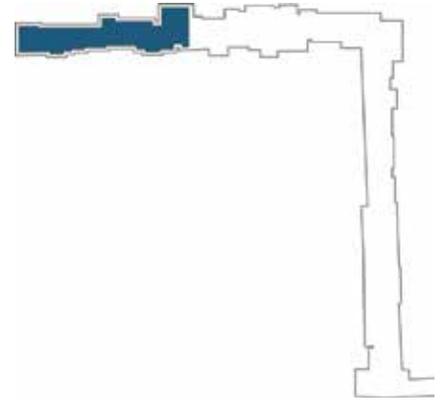
A variety exists. Masonry, including brick and stone predominates, but wood, concrete and architectural metals also occur. These contribute to the more varied nature of this area.

Transitions:

Compatible transitions to residential neighborhoods behind are created with parking lots that have landscaped edges. Where a parking buffer does not exist, buildings step down in scale when close to rear property lines. On large lots with substantial depth, townhouses may provide a transition in use and scale.

Signs:

More variety in signs exists in this character area. Many are individually designed and crafted, using a variety of materials, forms and symbols. There are no mass-produced signs that lack individuality and appear to be generic. Projecting signs are appropriately scaled. They add visual interest to buildings and help identify entries to shops and residential units.



Encourage a mix of commercial and residential uses.



Outdoor product display and active storefronts are encouraged.



More variety in signs exists in this character area.

Character Area 2: Downtown Core



Diagram 5-2 Character Area 2 Map

Key Design Objectives for Future Development

- An active, pedestrian-friendly street level with buildings that create a strongly-defined street wall is promoted.
- New development is two stories at the street edge with a third story that is set back from the sidewalk and adjacent areas of lower scale.
- A consistent building streetwall is developed along Twelve Mile Road and Coolidge Highway.
- Underused parking lots are adapted to include new beautification elements, access and passive use alternatives.
- The use of traditional materials helps maintain visual continuity.
- Civic uses are retained in this area.



The Downtown Core Character Area is located in the central portion of the Downtown District along Twelve Mile Road and Coolidge Highway. It is bordered on the west by Buckingham Avenue and to the south by Catalpa Drive.

This area feels like the heart of downtown. It appears higher in density and activity. It also is the civic core of the community, where institutional facilities serve as anchors. In the future, this area has a greater degree of consistency in building design, scale and materials that conveys a sense of being in the downtown core. These features are part of the vision for this area:

AREA-WIDE CHARACTERISTICS

Uses:

A mix of commercial and residential uses exists here. General retail, dining and services are part of the mix of uses. Governmental facilities anchor the town center.

Sub-area A:

A focus on dining and retail

Sub-area B:

A higher percentage of governmental offices and civic functions anchors this area.

Sub-area C:

A higher concentration of specialty retail and offices

Street front character:

All buildings have storefronts or other features at the street level that orient to pedestrians along the sidewalk. Most buildings sit close to the street edge, creating a strongly-defined street wall.

Sub-area A:

A high percentage of buildings align at the sidewalk edge.

Sub-area B:

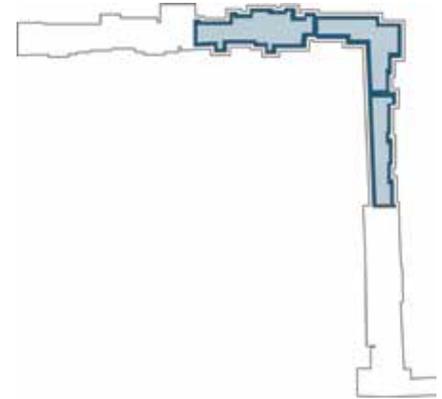
Some variety in street front character reflects the civic functions in this area.

Sub-area C:

A high percentage of buildings align at the sidewalk edge.

Building scale:

Most buildings are one or two stories in height at the street edge, with the occasional third story. Surface parking has been activated with appropriate infill or designed to be more pedestrian-friendly and visually appealing. All sub-areas have a similar scale of buildings.



New development is two stories at the street edge with a third story that is set back from the sidewalk and adjacent areas of lower scale.



Promote an active, pedestrian-friendly street level.



Promote the development of a consistent building street wall along Twelve Mile Road and Coolidge Highway.

Building materials:

Traditional materials, of masonry, including brick and stone predominate. These contribute to the high degree of visual continuity of this area. All sub-areas have the same materials palette.

Transitions:

Compatible transitions to residential neighborhoods behind are created with parking lots that have landscaped edges. Where a parking buffer does not exist, buildings step down in scale when close to rear property lines. On large lots with substantial depth, townhouses may provide a transition in use and scale.



Reinforce consistencies between the three subareas to create an expanded "Downtown Core" experience.

Sub-area A:

Here, there is a great diversity in applicable transitions due to the variety of lot depths in the sub-area. All transition examples from Chapter 2, Section I will be applicable in this sub-area.

Sub-area B:

There is a moderate diversity of lot depths in this area. All neighborhood transition examples will be relevant.

Sub-area C:

There is a minimal amount of lot depth diversity in Sub-area C. Shallow lot neighborhood transitions are the most relevant.



Adapt underused parking lots to include new beautification elements, access and passive use alternatives.

Signs:

Signs are scaled to pedestrians and are finely crafted. They fit within sign bands or other architectural features. Many are individually designed and crafted, using a variety of materials, forms and symbols. Mass-produced signs that lack individuality and appear to be generic are out of character here. Projecting signs are appropriately scaled. Pole-mounted signs do not exist. Signs add visual interest to buildings and help to identify entries to shops and residential units.

Sub-area A:

Most signs are mounted on buildings. They include wall signs and projecting signs.

Sub-area B:

Many wall signs and projecting signs are mounted on buildings, but some monument types exist.

Sub-area C:

Most signs are mounted on buildings. They include wall signs and projecting signs.

Character Area 3: Gateway South

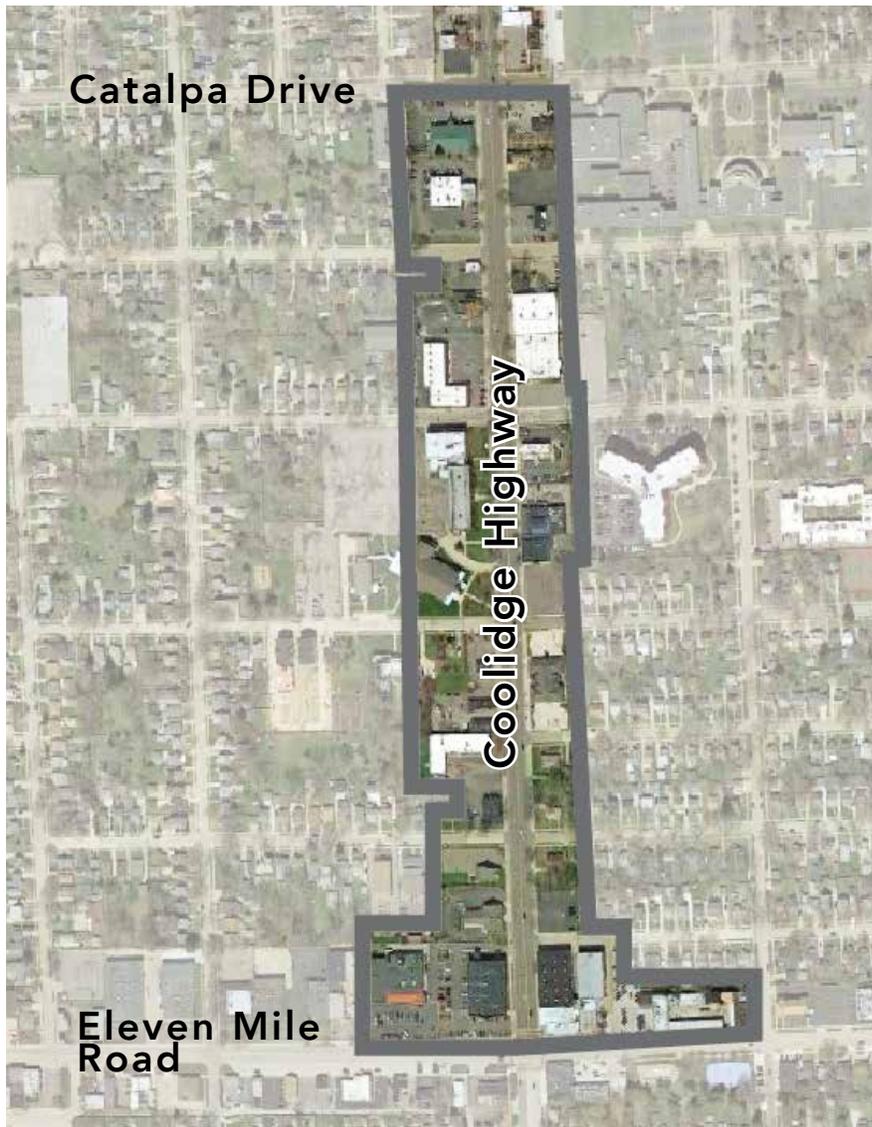


Diagram 5-3 Character Area 3 Map

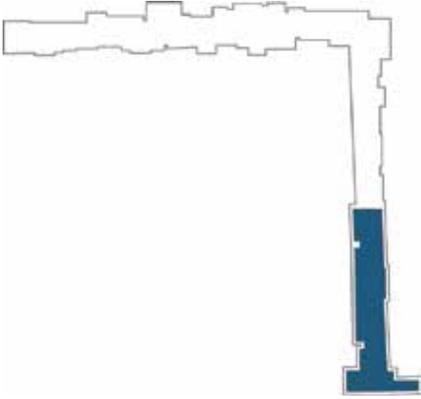
The Gateway South Character Area is located in the southern portion of the Downtown District along Coolidge Highway. The area is bordered on the north by Catalpa Drive and to the south by Eleven Mile Road.

The vision is for this area to be a mixed-use neighborhood, with a high percentage of residential, offices, restaurants and retail. It is a highly walkable place, with widened sidewalks enhanced by street trees.

Key Design Objectives for Future Development

- Residential and commercial properties with upper floor residential units and townhomes exist in this area.
- An active, pedestrian-friendly street level with buildings that have entries is promoted along Coolidge Highway.
- New development is two stories at the street edge with an occasional third and fourth story that are set back from the street edge and adjacent areas of lower scale.
- Opportunities to activate existing building setbacks are explored.
- Underused parking lots are adapted to improve beautification, access and passive use alternatives.
- The use of traditional materials helps maintain visual continuity.

AREA-WIDE CHARACTERISTICS



Uses:

A mix of commercial and residential uses exists here. Many housing units are in apartments on upper floors of buildings which have commercial uses below; townhouses also occur, with some facing directly onto Coolidge while others align along sides streets as a transition to the single-family neighborhoods. A higher percentage of businesses here are professional offices and community-focused services. The higher density residential component helps to support these businesses.

Street front character:

All buildings have storefronts, office entries or other features at the street level that orient to pedestrians. While most building fronts are located close to the sidewalk edge, some are set back a small amount to provide room for landscaped yards, dining patios and display areas. Some existing parking lots also have added outdoor display and sitting areas as well that support the businesses on site.

Building scale:

Most buildings are built to two stories in height at the street edge; some have an additional third floor, and even a few have a limited amount of a fourth floor of housing. Most of the upper mass is set back from the floors below to maintain a lower scale along the sidewalk.

Building materials:

A variety in materials exists. Masonry, including brick, stone and architectural concrete predominate, but detailed stucco and architectural metals also occur. These have a sense of refinement and are carefully detailed.

Transitions:

Compatible transitions to the residential neighborhoods behind are created with rear parking lots that have landscaped edges. Where a parking buffer does not exist, buildings step down in scale when close to rear property lines. On large lots with substantial depth, townhouses provide a transition in use and scale.

Signs:

Signs are scaled to pedestrians, and are finely crafted and fit within sign bands or other architectural features. Many are individually designed and crafted, using a variety of materials, forms and symbols. Mass-produced signs that lack individuality and appear to be generic are out of character here. Projecting signs are appropriately scaled. They add visual interest to buildings and help to identify entries to shops and residential units.



Explore opportunities to activate existing building setbacks.



Reinforce the mix of residential and commercial properties with upper floor residential units and townhomes.



Adapt underused parking lots to include new beautification elements, access and passive use alternatives.

SIGNS

6

The following guidelines promote sign designs that will enhance the District's character. The following guidelines can be used in a variety of ways. The DDA and the City will use the guidelines to review improvement projects and new or altered signage throughout the District.

Signs serve two functions: to attract attention and to convey information. Signs produce a lasting impression and an indication of the commercial health of a business district. All new signs should be developed with the character of the building and its overall context in mind.

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A. General Sign Design Guidelines

Signs are important design features in Berkley that bring attention to businesses, provide information about the City and direct visitors to their destinations. Balancing functional requirements for signs with objectives for the overall character of an area is a key consideration. While signs are needed for a variety of reasons, an overabundance of signs can be overwhelming and detract from the intent. Instead, the orderly location and design of signs can make fewer and smaller more effective. The design guidelines that follow provide considerations for all signs, as well as specific design guidelines based on sign type.



Consistency in sign location between businesses will influence their visibility. Align signs on the same building.

LOCATION

Consistency in sign location between businesses will influence visibility of signs, conflicts between signs, and integration with architectural character.

6.1 Locate a sign near the pedestrian level.

- a. Align signs on the same building. This applies to flush-mounted and projecting signs.
- b. Do not obscure windows, moldings or other architectural details.

SIGN CHARACTER

A sign should be in character with the materials, colors and details of the building. Integrating a sign with the building facade is important and should be a key factor.

6.2 Design a sign to be subordinate to the overall building composition.

- a. Keep a sign simple in character.
- b. Scale a sign to fit with the facade of the building.
- c. Locate a sign to emphasize design elements of the facade itself.
- d. Mount a sign to fit within existing architectural features using the shape of the sign to help reinforce the horizontal lines of the building.
- e. Avoid using rooftop signs, animated signs or message boards. These sign types are inappropriate.

SCALE

A sign should be in scale with its building and with other compatible signs in the Character Area.

6.3 Relate sign scale to its building and Character Area.

- Use a size that relates to pedestrians and people moving in slow-moving vehicles. Large, auto-oriented signs should be avoided.
- Use smaller, simply designed signs as they are the easiest to read, and generally are the most effective.
- See also the guidelines for individual sign types.

STYLE, CONTENT & LETTERING

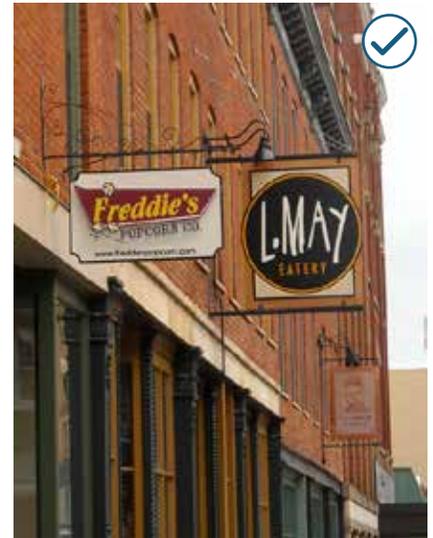
Sign content should be designed to be visually interesting and clearly legible.

6.4 Use a lettering style that is easy to read.

- Traditional block and curvilinear styles are preferred.
- Hard-to-read or overly intricate typeface styles should be avoided.

6.5 Design letters and symbols on signs to provide interest.

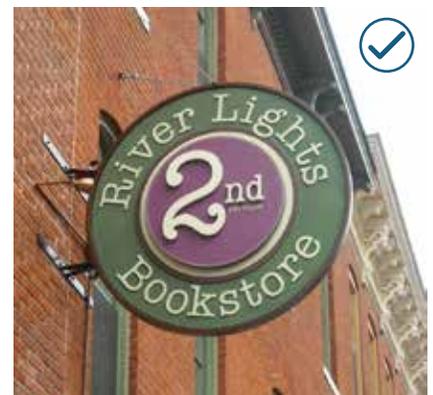
- Individual letters or symbols may be attached to an awning, marquee, building surface, wall or signboard.
- Use of a symbol for a sign is encouraged. A symbol sign adds interest to the street, can be read quickly and is often remembered better than written words.



The number and size of signs for each business has a direct influence on the character of the streetscape.



Use lettering styles which complement the style and period of the building on which they appear.



Sign content shall be designed to be visually interesting and clearly legible.



Use sign colors, materials and details that are compatible with the overall character of the building facade.

MATERIALS

A sign should exhibit qualities of style, permanence and compatibility with the District. Materials should complement the construction materials and architectural style of the building.

6.6 Use sign materials that are compatible with the building facade.

- a. Permanent, durable materials are encouraged.
- b. Appropriate sign materials include glass, plastic with a matte finish, wood, metal, fabric, stone or concrete.
- c. Highly reflective materials should be avoided.

COLOR

Consistency in sign colors among properties can enhance the impression of the District. Color shall be used both to accentuate the sign design and message and also to integrate the sign or lettering with the building and its context.

6.7 Use colors for a sign that are compatible with those of the building facade.

- a. Use sign colors that complement, not clash, with the color of the building facade.
- b. Limit the number of colors used on a sign. In general, no more than three colors should be used, although accent colors and additional colors for illustrations may be considered.
- c. Avoid "Day-Glo" colors, which are not appropriate.

LIGHTING

Sign illumination should be designed to enhance the day and nighttime impression of the District.

6.8 Use a shielded lighting source on a sign.

- a. Direct lighting at signage from an external, shielded lamp.
- b. Use small and discreet light fittings which provide an unobtrusive alternative.
- c. Limit the light level so as not to overpower the facade.
- d. Use warm-color light that is similar to daylight.
- e. Avoid strobe lighting, which is not appropriate.
- f. Avoid the use of internal illumination of an entire sign panel, which is not appropriate. An internally lit sign with an opaque background and glowing translucent letters is appropriate.
- g. Neon and other tubular lighting is appropriate.

6.9 Halo illumination can be used for a sign.

- a. This can be used as a sign panel or as individual letters.
- b. The light source should not be visible.



Illumination techniques can enhance the day and night time impression of the District.



Direct lighting at signage from an external, shielded lamp.



Use small and discreet modern light fittings which provide an unobtrusive alternative.

B. Sign Types

The type of sign used will have a large impact on the District. Sign types that are considered to be appropriate are defined here. While selecting a sign type, an important design principle is that it should not overwhelm the building.



FLUSH-MOUNTED SIGNS

A wall sign is one that is fastened to or painted on the wall of a building in such a manner that the wall becomes the supporting structure or forms the background of the sign. This includes signs composed of individual letters or symbols.

6.10 A flush-mounted sign may be considered.

- a. Place a wall sign to align with nearby buildings.
- b. Determine if decorative moldings exist that could define a sign panel. If so, locate a flush-mounted sign to fit within a panel formed by moldings or transom panels.



Locate a flush-mounted sign to fit within a panel formed by moldings or transom panels.

CANOPY AND AWNING SIGNS

A canopy or awning sign is a frame structure with flexible vinyl or cloth covering designed in awning form. A sign may be mounted on an awning or canopy.

6.11 A sign located on a canopy or awning may be considered.

- a. Consider using an awning or canopy sign where a flush-mounted sign would obscure architectural details.
- b. Use a canopy or awning sign if it complements the architectural character of the building.



Consider using an awning or canopy sign where a flush-mounted sign would obscure architectural details.

PROJECTING SIGNS

A projecting sign is one that extends from the building and has one end attached to a building, and which does not employ ground support.

6.12 A projecting sign may be considered.

- Locate a projecting sign near the business entrance, just above the door or to the side of the door.
- A small projecting sign is appropriate under a canopy or awning.



Locate a small projecting sign near the business entrance, just above the door or to the side of it.

MONUMENT SIGN

A monument sign is independent from a building and has a structural base of not less than 75 percent of the width of the sign face.

A small monument sign may be appropriate in the District where a shallow front yard exists. It should respect the scale of its setting.

6.13 A small monument sign should be in character with its setting.

- It is appropriate to provide a low-scale monument sign where a shallow front yard is provided.



A small monument sign should be in character with its setting.

POLE-MOUNTED SIGN

A pole-mounted sign is generally mounted on one or two simple poles.

6.14 A pole sign should be appropriate to the context.

- The sign panel should be in scale with building mounted signs.
- Low-scale pole signs are appropriate in yard type settings.
- The top of the sign should not rise above the typical top of the street level storefront of a traditional commercial building.

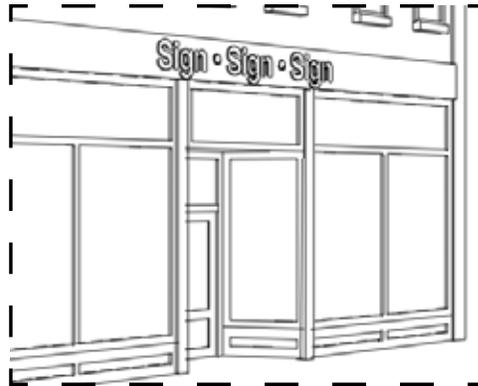
Flush-Mounted Signs

Images



Sign • Sign • Sign

Location



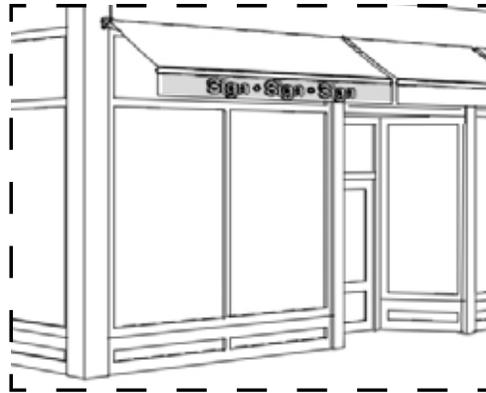
Canopy and Awning Signs

Images



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Location

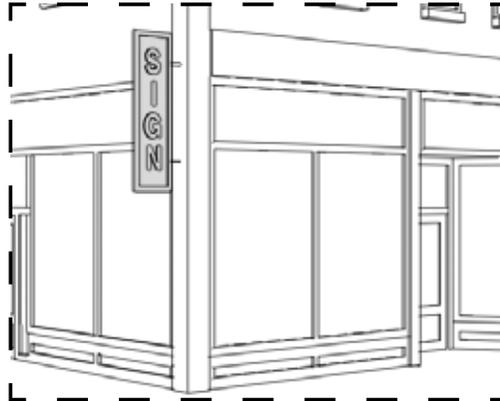


Projecting Signs

Images



Location



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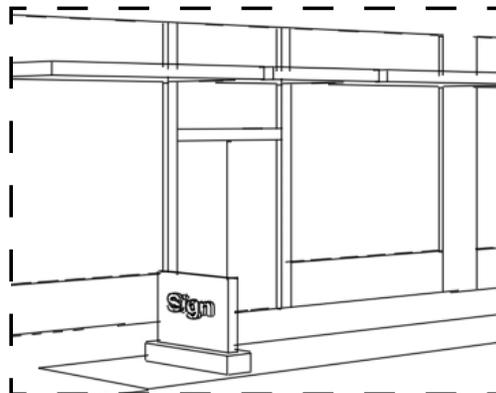


Monument Signs

Images



Location

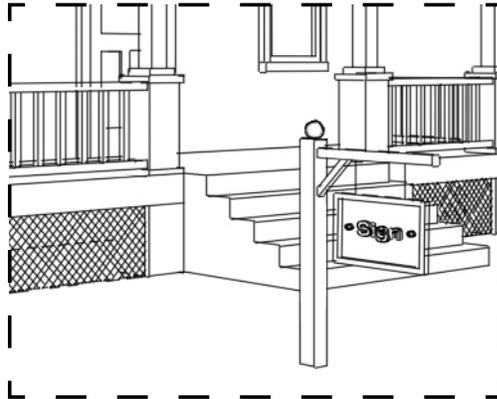
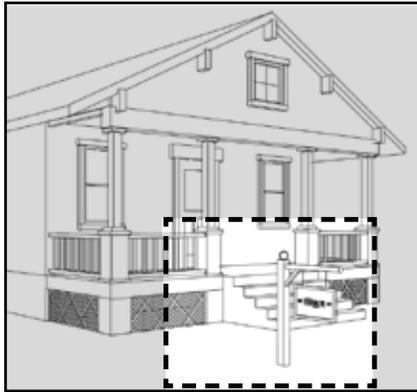


Pole-Mounted Signs

Images



Location



Image



C. Application by Character Area

The table below illustrates appropriate and inappropriate sign types for each Character Area in the District.

		Sign Types				
		Flush-Mounted Signs	Canopy and Awning Signs	Projecting Signs	Monument Signs	Pole Mounted Signs
Character Areas	Gateway West	✓	✓	✓	✗	✗
	Downtown Core					
	Sub-area A	✓	✓	✓	✗	✗
	Sub-area B	✓	✓	✓	✓	✗
	Sub-area C	✓	✓	✓	✗	✗
	Gateway South	✓	✓	✓	✓	✓

-  Appropriate
-  Inappropriate

City of Berkeley
Zoning Ordinance Steering Committee

DRAFT MEETING SCHEDULE – updated June 20, 2023

Meeting time: 6pm – 8:30pm

Steering Committee Meeting Date	Topic	Steering Committee input due date	Steering Committee Packet posted
May 3, 2023	Schedule & Decision-Making	N/A	N/A
June 7, 2023	Outline & Zoning Districts	May 12, 2023	May 24, 2023
July 12, 2023	Corridors & Neighborhoods	June 14, 2023	June 21, 2023
August 2, 2023	Development Review Processes	July 19, 2023	July 26, 2023
September 6, 2023	Parking	August 16, 2023	August 23, 2023
October 4, 2023	Signs	September 13, 2023	September 20, 2023
November 1, 2023	Landscaping & Lighting	October 11, 2023	October 18, 2023
Week of Nov. 27th	<i>Joint Planning Commission & City Council meeting</i>		
December 6, 2023	Specific Use Provisions	November 8, 2023	November 22, 2023
End of 2023	<i>Focus Area Workshops</i>		
January 3, 2024	Nonconformities	December 13, 2023	December 20, 2023
February 7, 2024	Administration & Enforcement	January 10, 2024	January 24, 2024
March 6, 2024	General Provisions & Definitions	February 14, 2024	February 21, 2024
April 3, 2024	Review Draft	March 13, 2024	March 20, 2024