PUBLIC NOTICE
CITY OF BERKLEY, MICHIGAN
REGULAR MEETING OF THE CITY PLANNING COMMISSION

Tuesday, November 23, 2021
7:00PM — City Hall Council Chambers
Information: 248-658-3320

CALL TO ORDER
PLEDGE OF ALLEGIANCE
ROLL CALL
APPROVAL OF AGENDA
APPROVAL OF MINUTES — Meeting minutes of October 26, 2021
COMMUNICATIONS
CITIZEN COMMENTS

OLD BUSINESS

NEW BUSINESS

1. **DDA Guidelines:** Discussion to create DDA Design Overlay District and adopt ordinance language related to the DDA Guidelines, as well as discussion on the Architectural Design Checklist.

LIAISON REPORTS
COMMISSIONER / STAFF COMMENTS
ADJOURN

Notice: Official Minutes of the City Planning Commission are stored and available for review at the office of the City Clerk. If you would like to attend the electronic Planning Commission meeting, follow the link below or call the telephone number.

Join Zoom Meeting: [https://berkleymich.zoom.us/j/93323204434](https://berkleymich.zoom.us/j/93323204434)
Dial by Phone: 1-312-626-6799
Meeting ID: 933 2320 4434
THE REGULAR MEETING OF THE BERKLEY CITY PLANNING COMMISSION WAS CALLED TO ORDER AT 7:00 PM, OCTOBER 26, 2021 AT BERKLEY CITY HALL BY VICE-CHAIR MARTIN SMITH.

The minutes from this meeting are in summary form capturing the actions taken on each agenda item. To view the meeting discussions in their entirety, this meeting is broadcasted on the city’s government access channel, WBRK, every day at 9AM and 9PM. The video can also be seen, on-demand, on the city’s YouTube channel: https://www.youtube.com/user/cityofberkley.

PRESENT: Martin Smith  Joe Bartus
Greg Patterson  Julie Stearn
Mark Richardson  Daniel Petrosky

ABSENT: Kristen Kapelanski  Lisa Kempner
Shiloh Dahlin

ALSO, PRESENT: Erin Schlutow, Community Development Director
Other members of the public

Motion by Commissioner Richardson to excuse the absence of Commissioners. Motion supported by Commissioner Petrosky.

AYES: Patterson, Richardson, Smith, Stearn, Bartus, Petrosky
NAYS: None
ABSENT: Kapelanski, Kempner Dahlin

* * * * * * * * *

APPROVAL OF AGENDA

Motion by Commissioner Patterson to approve the agenda. Motion supported by Commissioner Richardson.

AYES: Patterson, Richardson, Smith, Stearn, Bartus, Petrosky
NAYS: None
ABSENT: Kapelanski, Kempner Dahlin

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APPROVAL OF MINUTES

Motion by Commissioner Patterson to approve the minutes from the regular Planning Commission meeting on September 28, 2021 and supported by Commissioner Bartus.

AYES: Patterson, Richardson, Smith, Stearn, Bartus, Petrosky
NAYS: None
ABSENT: Kapelanski, Kempner Dahlin

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COMMUNICATIONS

City staff provided copies of latest addition of the Michigan Planner Edition and an email related the consideration of the Master Plan which was on the agenda for that evening.

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CITIZEN COMMENTS

Vice-Chair Smith read instructions for public to submit comments during the hybrid meeting. Comments can be made in person and via Zoom.

There were no comments from the public in person, via email, or virtually.
OLD BUSINESS

None

NEW BUSINESS

**PSP-02-21; 2400 Greenfield Rd – New Construction of Office Building:** T. Fought & Associates, on behalf of 2400 Trust, 2400 Greenfield Rd, Parcel #25-18-301-031, is requesting site plan approval for the development of a new six-unit office building in the Greenfield District.

Community Development Director Schlutow summarized the October 14, 2021 review letter, noting the proposed elements of the proposed Site Plan and the proposed uses included in the perspective building. Director Schlutow also outlined the development history for this parcel after noting that more information can be found in her review letter also provided to the Planning Commission, the applicant, and the public.

Director Schlutow also summarized the list of items that need to be addressed by the applicant given the complexity of the requirements of the Greenfield District and noted her recommendation that the Planning Commission postpone this item for further review by staff, City Engineers, and the Department of Public Works.

Vice-Chair Smith invited the applicant to address the Planning Commission and noted the absences of the Commission members. The applicant noted sections of the plans that they felt met the requirements in the Greenfield District per the Director’s review letter. The applicant and Commissioners discussed parking standards and options afforded to the Commission.

Commissioners asked questions of the applicant regarding items that were not clear and not included in the plans. Several Commissioners noted their preference to postponing action on this item due to the number of items that the applicant committed to including in a set of revised plans.

Commissioner Richardson motioned to postpone SP-02-21 and the motion supported by Commissioner Stearn.

AYES: Patterson, Richardson, Smith, Stearn, Bartus, Petrosky
NAYS: None
ABSENT: Kapelanski, Kempner Dahlin


Community Development Director Schlutow summarized her review letter for this application. She noted the proposed elements of the proposed Site Plan and the proposed uses included in the perspective building. Director Schlutow also outlined recommendations for times to be addressed by the applicant as well as reviews from Fire Marshall, DPW, and the City’s engineers. Ms. Schlutow noted her recommendation that the Planning Commission postpone this item to give the applicant an opportunity to provide a revised set of plans to address the noted items.

The applicant was invited to the podium to address the questions raised in the review letter and from the Planning Commission. Commissioners noted items they would like to see added to a set of revised plans.

Vice Chair Smith invited members of the public to speak on this agenda items.
Jarrod Sanders- One of three residential owners who would back up to the proposed site from Elwood and is concerned for the value of his property -- should this be approved. He requested that the Planning Commission require vegetative screening in a landscape plan to mitigate the impact on residential properties. He wanted to know what rights he and fellow residential owners had in this process.

William Seem- 3461 Elwood- Wants to see lighting installed in the front only. Not on the rear of the property.

Chris Copacia- 3152 Bacon- Does not like the parking layout as proposed. He would prefer to see the parking moved to the rear of the property and building along the street.

Vice-Chair Smith addressed the items brought up during public comment regarding lighting, rear and setbacks, and fence locations with applicant.

Commissioner Richardson motioned to postpone SP-03-21 and the motion supported by Commissioner Patterson.

AYES: Patterson, Richardson, Smith, Stearn, Bartus, Petrosky
NAYS: None
ABSENT: Kapelanski, Kempner Dahlin

PUBLIC HEARING: Matter of holding a public hearing for the Berkley Master Plan.

Prior to the opening of the public hearing, Megan Masson-Minock of Carlisle Wortman and Director Schlutow jointly presented the Master Plan, its content, and its implementation schedule to the Planning Commission and Public.

Public Hearing was opened at 8:50 pm by Vice Chair Smith.

Chris Copacia- 3152 Bacon- Would have liked to see more of a focus on different housing types and more of a focus on created parks with adult areas for gathering.
He expressed overall excitement for plan other than those items.

Ms. Schlutow summarized an email submitted by Charlie Sears regarding his thoughts on various elements of the Master Plan and his overall impressions of the draft document.

Public Hearing was closed by Vice-Chair Smith at 8:54 pm.

MASTER PLAN: Planning Commission to make a recommendation to City Council regarding the Master Plan

Vice-Chair noted that despite some Commissioners not able to attend this evening, overall reactions have been favorable to these drafts and the process.

Commissioner Richardson noted that he believed that some of the items noted in the public hearing are in the plan and will be addressed via the plan. He also thanked Carlise Wortman for the authentic feel of the plan and how that’s reflected in small details such as the use of real Berkley locations for the pictures.

Commissioners noted the extensive communication and community engagement efforts that went into the plan and complimented staff and Carlisle Wortman on their process.

Motion by Commission Bartus to recommend Approval of the Master Plan by the City Council. Motion supported by Commissioner Petrosky.

AYES: Patterson, Richardson, Smith, Stearn, Bartus, Petrosky
LIAISON REPORTS

Commissioner Richardson noted the Environmental Advisory Committee met. EAC received an update from DPW Director Schueller regarding green infrastructure installations. Mr. Richardson also expressed excitement over the new position of Facilities Manager being filled in November.

Greg Patterson also noted that he attended the Parks & Recreation Advisory Board meeting but no topic pertaining to the Planning Commission were discussed.

STAFF/COMMISSIONER COMMENTS

Director Schlutow thanked Commissioners for all their work and support throughout the Master Plan process in light of the COVID-19 Pandemic. Director Schlutow also thanked staff, planning consultants, and the community at large for each of their important roles in crafting the document that will go to the City Council for consideration.

ADJOURNMENT

Motion to adjourn by Commissioner Patterson. Motion supported by Commissioner Richardson.

With no further business, the meeting was adjourned at 9:04 pm.
MEMORANDUM

To: Berkley Planning Commission

From: Erin Schlutow, Community Development Director

Subject: DDA Design Overlay District – Architectural Design Review Checklist

Date: November 15, 2021

I am excited to bring to you the draft ordinance language for the DDA Design Overlay District and the draft Architectural Design Review Checklist.

As you know, the DDA Guidelines was completed in 2018/2019 and have not been adopted by Council. There are several reasons for the delay. Below is a short timeline so you know where we have been.

<table>
<thead>
<tr>
<th>Year</th>
<th>Events</th>
</tr>
</thead>
</table>
| 2019       | Design Overlay District ordinance was drafted by former DDA Director Vivian Carmody and former Community Development Director Tim McLean.  
            | After reviewing and discussing with City Manager, members of the Planning Commission and members of City Council, there were some items that needed to be addressed and changed. |
| Dec 2019/Jan 2020 | I received a petition circulated by a DDA business owner in opposition of the DDA Guidelines. The petition was signed by several business and property owners.  
                        | I contacted each person who signed to understand their feelings in opposition to the Guidelines and invite them to speak with me |
| Feb 2020  | I appeared before the DDA and discussed the issues with the ordinance as was written and the feedback I had received from business and property owners in the DDA. |
| Early March 2020 | Three in-person meetings were scheduled with business and property owners in the DDA who had signed the petition.  
                          | Many individuals who signed the petition did not attend.  
                          | Two of the three scheduled meetings were held to discuss the Design Guidelines; what they are, how they were proposed to be used, and to get feedback on implementing them.  
                          | While a couple objected to the Design Guidelines and Overlay District in any form, others were intrigued by the idea and were interested in how this could move forward to help their businesses.  
                          | Unfortunately, the third meeting was cancelled due to the beginning of the lockdown. |
| Lockdown  | Several discussions occurred with former DDA Director Jennifer Finney, City Manager, Planning Commission Chair and myself that determined to postpone movement on the DDA Guidelines and ordinances, as the topic was too controversial to include during virtual meetings. |
Post-Lockdown

- When things started to open back up and restrictions lessened and meetings returned to in-person formats, we started to look at the overlay district language again.

August, September, October 2021

- Meetings held with DDA Director, PC Chair, members of DDA to review draft language and discuss methods to enforce compliance

October 2021

- Draft language sent to the City Attorney for review and comments

November 2021

- Draft language discussion with DDA Board

The attached draft ordinance and architectural design checklist were presented to the DDA Board at the November meeting.

The **DDA Design Overlay District ordinance** will establish the boundaries of properties that would be subject to the DDA Guidelines, the review procedures for new construction, façade improvements, additions, site alterations, etc., the requirement to complete the Architectural Design Review Checklist by the applicant, and designates which body shall review and approve projects that are subject to the DDA Design Guidelines.

The **Architectural Design Review Checklist** was created as a means to score the proposed development projects within the DDA Design Overlay District. The checklist will be included in the site plan application for the applicant/developer to complete. We are hopeful that applicants may see the types of criteria they will be judged upon, and will raise the level of their designs.

Once submitted, the ADRC will be provided to the Planning Commission as part of the application package.

**Adoption Timeline**

It is intended to bring the DDA Guidelines, DDA Design Overlay District ordinance amendment, and the Architectural Design Review Checklist to the City Council for adoption at the same meeting.

The Overlay Ordinance will be required discussion and public hearings by Planning Commission with recommendation to City Council for adoption. The DDA Design Guidelines and the Architectural Design Review Checklist can be adopted by City Council by resolution.

Also included in your packet is the original overlay ordinance, written in 2019, so as to provide context as to what has been changed.
Purpose

The objective of the Architectural Design Checklist is to encourage new construction, redevelopment, and façade changes of buildings and structures that will contribute to the unique character of the community, are in harmony with the existing neighborhood and add to the eclectic aesthetic of Berkley. This includes selecting durable materials and textures, designing elevations using appropriate proportions, selecting harmonious colors and textiles, and ensuring the overall site design has a balanced and appealing composition.

Downtown Design Guidelines

The Downtown Design Guidelines, as adopted by City Council, should be consulted when planning and designing projects for properties located in the DDA Design Overlay District.

Evaluation Criteria

As part of the site plan approval process, the architectural elements of the proposed building, addition, façade change or site improvements shall be weighed in a point rating system. This is not to restrict development that is strictly uniform and unimaginative. Berkley has a variety of building styles and decorative elements that are unique to the community. Creativity in design is encouraged. The checklist is structured so as to give positive points to desirable architectural elements.

The evaluation is based on the proposed project; new construction, addition, façade change. The criteria for review include, but is not limited to:

- a) Building Materials & Colors
- b) Landscape & Streetscape Design
- c) Architectural Features
- d) Pedestrian Friendly Design
- e) Sustainability & Environmental Design
- f) Site Design & Layout
- g) Accessory Structures
- h) Composition & Character

Review

The applicant shall review their project and complete the following pages BEFORE submitting plans to the Community Development Department. All projects should strive to meet the highest score possible.

The projects can be judged by the following scale:

100 points or more = Excellent!
90 – 99 = Very good
80 – 89 = Good
70 – 79 = Satisfactory
69-60 = Ok
59 or less = Unacceptable
### Building Materials and Colors

**Objective:** Exterior building materials and colors should provide a sense of scale and texture and convey design quality and visual interest.

#### Exterior Wall Materials

<table>
<thead>
<tr>
<th>Material</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick Masonry</td>
<td></td>
<td></td>
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<tr>
<td>Stone (limestone, granite)</td>
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<tr>
<td>Concrete</td>
<td></td>
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<tr>
<td>Metal siding</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Wood (lap, board and battan, shake)</td>
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<td></td>
<td></td>
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<tr>
<td>Stucco (EIFS)</td>
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</tbody>
</table>

**Subtotal:**

Full points granted for 50% or more of the proposed material. Point allocation will be halved for less than 50% of any one material. May include more than one material.

#### Building Material Aesthetics

<table>
<thead>
<tr>
<th>Aesthetics</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material changes to enhance façade appearance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wrap materials around building corners</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Wall Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One color:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Color</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Neon Color</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Multiple colors:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complementary Colors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accent Colors</td>
<td></td>
<td></td>
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</tbody>
</table>
Landscape and Streetscape Design

**Objective:** New construction and site improvements should include landscape and streetscape design elements that will enhance the property, as well as increase the aesthetic appearance for pedestrians.

<table>
<thead>
<tr>
<th>Site Improvements</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Rack</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streetscape Planters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Impact Design</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Season Landscaping</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Subtotal:

Architectural Features

**Objective:** Street frontage design elements, referred to as building articulation, includes vertical or horizontal changes in materials, texture or all plane that influence the scale of a building.

<table>
<thead>
<tr>
<th>Features</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent Lines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Color and Material Changes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wall Offsets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Height Variation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased Setbacks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Floor Setbacks</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Subtotal:

Pedestrian-Friendly Design

**Objective:** A building façade should incorporate high-quality design features that create a pedestrian-friendly street level experience that enhances Berkley’s community image and conveys an active and vibrant appearance.

<table>
<thead>
<tr>
<th>Walkable Design</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recessed entries, courtyards, or other setbacks on ground floor façade</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blank walls include decorative wall features or mural</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display cases, either in windows or cantilever</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canopies and awnings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Side wall design features</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Highlight main entrance

Subtotal:

Sustainability and Environmental Design

Objective: Architectural design elements should incorporate sustainable materials and energy efficient, low impact design and conservation.

<table>
<thead>
<tr>
<th>Sustainability</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building materials locally manufactured</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recycled materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Solar panels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green walls, roofs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bioswales</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Rain garden</td>
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<td></td>
<td></td>
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<tr>
<td>Rain barrels</td>
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</tbody>
</table>

Subtotal:

Site Design and Layout

Objective: Site improvements should include parking layout updates that include additional landscaping, planters, low impact design, streetscape improvements and parking area screening from the roadway.

<table>
<thead>
<tr>
<th>Design &amp; Layout</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking lot landscaping islands</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorative property screening</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Low Impact Design</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Subtotal:

Accessory Structures

Objective: Accessory structures should reflect the design and architectural improvements that are proposed for the principal structure.

<table>
<thead>
<tr>
<th>Accessory Structures</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compatibility with principal structure</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Composition and Character

Objective: The overall composition of the building and site design and layout contribute to the commercial corridor and character of the community.

<table>
<thead>
<tr>
<th>Character</th>
<th>Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compatibility with neighborhood</td>
<td></td>
<td></td>
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<tr>
<td>Unique design that will contribute aesthetic appeal of the commercial corridor</td>
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</table>

Subtotal:

Please calculate your total below.

Strict compliance with the DDA Design Guidelines shall not warrant an automatic denial of a submitted plan. The City encourages applicants to meet a minimum score of 80 percent of the total possible points on the Checklist.

<table>
<thead>
<tr>
<th>Total Score</th>
<th>Applicant Scored</th>
<th>City Scored</th>
</tr>
</thead>
</table>

If you have any questions about the categories or scoring criteria, please contact the Community Development Director or the DDA Executive Director.

Thank you.
Draft Ordinance Amendment to Add Division 19, DDA Design Overlay District into Article 5, District Regulations of Chapter 138, Zoning.

Chapter 138. Zoning

Article 5. District Regulations

Division 7. DDA Design Overlay District

Sec 138-XXX. Intent and Purpose.

It is recognized by this Chapter that there are areas within existing Zoning Districts of the City that require additional regulations in order to ensure the complementary design, scale, placement of new construction and façade changes along the commercial corridors in the City.

This Division provides for a DDA Design Overlay District that will regulate the aesthetic appearance and general layout of the Coolidge Hwy and West Twelve Mile commercial corridors to establish and promote the community’s vision of the corridors while also encouraging the cohesive and vibrant image that is unique to Berkley.

The DDA Design Overlay District is established for several reasons, including, but not limited to, to enhance the quality and compatibility of new developments, to promote and encourage façade improvements on existing buildings, to establish consistent architectural and design guidelines, to encourage sustainable development and to prioritize the inclusion of outdoor public spaces and multi-modal transit options, as detailed in the DDA Design Guidelines.

Sec 138-XXX. Delineation of DDA Design Overlay District.

The DDA Design Overlay District shall include and consist of the area designated and described as the Downtown Development Authority, the Downtown District in Chapter 42, Downtown Development, of the Code of Ordinances. The DDA Design Overlay District shall be adopted by City Council and shown on the City of Berkley Zoning Map as an overlay district.

All projects located within the DDA Design Overlay District shall be subject to the requirements of the underlying zoning district and the overlay district.

Sec 138-XXX. DDA Design Guidelines

1. All projects for properties located in the DDA Design Overlay District shall strive to meet the spirit and intent of the DDA Design Guidelines, as adopted by resolution by the Berkley City Council.

2. The DDA Design Guidelines shall be referred to for all new construction, redevelopment, site improvements, façade changes and all applicable projects located in the DDA Design Overlay District. The Downtown Development Authority and Planning Commission shall use the DDA Design Guidelines as reference for proposed projects within the DDA to ensure compliance with the community's vision.
3. Strict compliance with the DDA Design Guidelines shall not warrant an automatic denial of a submitted plan. The approving authority may consider whether the applicant can meet the spirit and intent of the DDA Design Guidelines, using alternative materials and design concepts that are not currently contemplated by the DDA Design Guidelines.

Sec. 138-XXX. DDA Design Guidelines Review Procedure.

1. To ensure compliance with the spirit and intent of the DDA Design Guidelines, new construction, site improvements, façade changes, redevelopments, or other projects located within the DDA Design Overlay District shall be reviewed by the Downtown Development Authority Executive Director and the Community Development Director.

2. City staff shall meet with the applicant, upon request, to review and discuss the proposed project in relation to the Zoning Ordinance requirements and determine compatibility with the DDA Design Guidelines.

3. The Downtown Development Authority Executive Director and Community Development Director shall advise the Planning Commission through a written report on the overall design of the project and if it can meet the spirit and intent of the DDA Design Guidelines.

4. An architectural design checklist shall be submitted by the applicant as part of the site plan review application.

Sec. 138-XXX. Architectural Design Checklist

1. As part of the site plan review process, the applicant shall submit an Architectural Design Checklist. The Checklist shall consist of the following criteria:
   a. Building Materials and Colors
   b. Landscape and Streetscape Design
   c. Architectural Features
   d. Pedestrian Friendly Design
   e. Sustainability and Environmental Design
   f. Site Design and Layout
   g. Accessory Structures
   h. Composition and Character

2. The Architectural Design Checklist shall be scored by the applicant prior to submitting the plans to the City as part of the site plan application. City staff shall review the Architectural Design Checklist and determine if the scoring is complete and shall provide a copy to the Planning Commission during their review.

3. The Planning Commission encourages applicants to meet a minimum score of 80 percent of total possible points on the Architectural Design Checklist. The Planning Commission shall have the authority to grant site plan approval for projects that do not meet the minimum score, provided that the applicant can demonstrate the plans meet the spirit and intent of the DDA Design Guidelines.

4. If the applicant cannot demonstrate that the submitted site plan meets the spirit and intent of the DDA Design Guidelines, the Planning Commission may postpone the site plan request in order for the applicant to continue working with City staff to make necessary modifications to the plans.
Sec. 138-XXX. Planning Commission Review.

1. Site plans submitted for Planning Commission review shall comply with Division 7, Site Plan Review, of Article VI Administration and Enforcement, of Chapter 138 Zoning.

Sec. 138-XXX. Administrative Review

1. For projects that do not require Planning Commission approval, per Section 138-XXX, the Community Development Director and Downtown Development Authority Executive Director shall administratively review the proposed project in order to determine if the project is in compliance with the DDA Design Guidelines.

2. The submitted site plan shall provide all applicable information as noted in Section 138-680 and the Architectural Design Checklist, to be completed by the applicant.

3. If the applicant does not agree with administrative review decision by the Community Development Director and Downtown Development Authority Executive Director, they may request a formal review by the Planning Commission.

4. Based on the scale and scope of the project, the Community Development Director may determine that the proposed project does not qualify for administrative review and should be reviewed in a public meeting by the Planning Commission.

Sec. 138-XXX. Exemption from Design Guidelines.

The following uses shall be exempt from design requirements specific to the DDA Design Overlay District and DDA Design Guidelines within the Downtown Development Authority. All other reviews and approvals shall be required, as specified in other sections of the Zoning Ordinance.


Sec. 138-XXX. Signs

Any publicly displayed sign, symbol or notice on premises to advertise the business there transacted, or name or person or firm conducting such business on premises, shall be regulated as required in Chapter 94.

Sec. 138-XXX. Lighting

Any publicly displayed sign, symbol or notice on premises to advertise the business there transacted, or name or person or firm conducting such business on premises, shall be regulated as required in Division 4.5 Outdoor Lighting, of Article III General Provisions, of Chapter 138 Zoning.

Sec. 138-XXX. Appeals of Planning Commission Decisions.

An appeal may be taken to the zoning board of appeals by an applicant or property owner aggrieved by a decision of the zoning officer or planning commission. See Division 5 Appeals, of Article VI Administration and Enforcement, of Chapter 138 Zoning for Appeals procedures.
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The DDA Downtown Design Guidelines Committee:
Matthew Baumgarten, City Manager
Nathan Bessette, AIA
Ross Gavin, City Council Member
Kristen Kapenlanski, AICP, Planning Commission
Matteo Passalacqua, DDA Design Committee Chair

The DDA Board of Directors
Matthew Baumgarten, Board Treasurer and City Manager
Bridget Dean, Board Vice Chair and Business Owner
Donna Dirkse, Business Owner
Petro Drakopoulos, Business Owner
Maggie Gabel, Student Board Member
Larry Gallagher, Board Member at Large
Andy Gilbert, Business Owner
Eli Hurwitz, Student Board Member
Alanda Knox, Business Owner
Mitchell Moses, Business Owner
Robert Onesco, Board Chair
Matteo Passalacqua, Board Member at Large
Dottie Popp, Businesss Owner
Bryan Schnicker, Resident
Wayne Wudyka, Business Owner

DDA Staff
Vivian Carmody, Executive Director

Community Members:
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Winter & Company Team
Noré Winter
Nicholas DiFrank
Julie Husband
Marcia Klopf
Christopher Ball

Winter & Company
1265 Yellow Pine Ave
Boulder, CO 80304
303.440.8445
www.winterandcompany.net
### Table of Contents

**INTRODUCTION**

1

**I. A VISION FOR BERKLEY’S FUTURE**

- Design Principles 8
- Design Concepts 11

7

**II. SITE DESIGN**

- A. Building Placement and Setback Character 16
- B. Building Orientation 18
- C. Connectivity 19
- D. Outdoor Amenity Space 23
- E. Parking Lots 28
- F. Parking Structures 32
- G. Landscape & Streetscape Design 35
- H. Service Areas, Utilities & Mechanical Equipment 37
- I. Stormwater Management 39
- J. Neighborhood Transitions 43

15

**III. NEW BUILDING DESIGN**

- A. Architectural Character 48
- B. Building Mass & Scale 49
- C. Overall Facade Character 56
- D. Ground Floor Design 57
- E. Iconic Design Features 62
- F. Building Elements 63
- G. Building Materials 65
- H. Exterior Lighting 67
- I. Energy Efficiency, Collection and Conservation 69
- J. Environmental Performance in Building Elements 70

47
# Table of Contents

## IV. RENOVATING A PROPERTY  
A. Renovating an Existing Building Front 72  
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  
E. Alternative Development Strategies for Underutilized Side Lots 82  
F. Historic Resources 84  

## V. CHARACTER AREAS  
Character Area 1: Gateway West 92  
Character Area 2: Downtown Core 94  
Character Area 3: Gateway South 97  

## VI. SIGNS  
A. General Sign Design Guidelines 100  
B. Sign Types 104  
C. Application by Character Area 109
The City of Berkley 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.
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.

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
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.

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.
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.

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.

Key to Sample Design Guidelines Format Above

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

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

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

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

E. Sidebars reference external documents.

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.
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.
Design Principles

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.

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.”

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.
**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**

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.

**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.
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.

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.

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.

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.
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
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 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
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.
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

- **A. Building Orientation**
- **B. Pedestrian Connections**
- **C. Open Spaces**
- **D. Parking Location**
- **E. Driveway Location/Access**

### 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
- F. Parking Structures 32
- G. Landscape & Streetscape Design 35
- H. Service Areas, Utilities & Mechanical Equipment 37
- I. Stormwater Management 39
- J. Neighborhood Transitions 43
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.

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
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.

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.

Diagram 2-1  Building Orientation

Orient a building to the public realm.

Priority Entry Location
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.

Diagram 2-2  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.
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
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.
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.
2.15 Design an outdoor amenity space for active use.
   a. Orient an outdoor amenity space to pedestrian activities, views and cultural resources.
   b. Provide a clear connection between an outdoor amenity space, pedestrian circulation route and building entrance.
   c. Orient an outdoor amenity space to views of activities or architectural landmarks to provide visual interest.
   d. 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.
   a. Size the space to provide a comfortable scale for pedestrians.
   b. Design the space to invite public use.
   c. Create a sense of enclosure for an outdoor amenity space by positioning buildings to frame the space.
   d. Use landscaping to create an inviting and comfortable experience.

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

2.18 Design an outdoor amenity space to incorporate Low Impact Development (LID) principles for stormwater management.
   a. 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.
   b. Use permeable surfaces and paving systems to assist with stormwater drainage.
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.

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.
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.

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.

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

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.
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.”

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:

Internal drive aisles are narrowed to create space for outdoor dining and enhanced landscape frontage.

Diagram 2-8   Alternative Strategies to Activate a Surface Parking Lot
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
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*
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 great 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 Berkley 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.
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.

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

2.43 Enclose a free-standing service area, utility or mechanical service equipment.
   a. Design an enclosure to be visually subordinate and made of durable materials.
   b. Use a similar material and color palette for enclosures, when separate from a primary building.
   c. 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.
   d. 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.
   a. Locate a utility building or shed to the rear of a primary structure.
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.

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)
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**
- 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.

**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.

**Bioswales & Vegetated Swales**
- Stormwater planters are specialized planter systems 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.

**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)
» EPA Stormwater Discharges from Construction Activities

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

2.52 Minimize negative impacts of a commercial operation on an adjacent residential property.
   a. Locate a commercial activity that generates noise, odor or other similar impacts away from the shared lot line with a residential property.
   b. 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.
   c. Utilize a fence or physical barrier that retains some transparency, when needed to minimize negative impacts from the commercial operation.
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.
   a. Where possible, extend paths or small vehicular lanes to connect with streets and paths in an adjacent neighborhood.
   b. Design pedestrian and vehicular circulation systems to consider potential future connections to adjacent neighborhoods.
   c. Incorporate breaks in a landscape buffer to allow for pedestrian and bicycle connections.
   d. Do not incorporate continuous walls, fences or landscaping that prevents pedestrian or bicycle connections across a landscaped buffer area.

2.54 Design site transitions to connect to future/proposed developments.
   a. Transition areas should be pedestrian-friendly and allow access between properties.
   b. Site transitions should be designed to be compatible with adjacent public and private landscape areas.

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
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.

### IN THIS CHAPTER

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Architectural Character</td>
<td>48</td>
</tr>
<tr>
<td>B. Building Mass &amp; Scale</td>
<td>49</td>
</tr>
<tr>
<td>C. Overall Facade Character</td>
<td>56</td>
</tr>
<tr>
<td>D. Ground Floor Design</td>
<td>57</td>
</tr>
<tr>
<td>E. Iconic Design Features</td>
<td>62</td>
</tr>
<tr>
<td>F. Building Elements</td>
<td>63</td>
</tr>
<tr>
<td>G. Building Materials</td>
<td>65</td>
</tr>
<tr>
<td>H. Exterior Lighting</td>
<td>67</td>
</tr>
<tr>
<td>I. Energy Efficiency, Collection and Conservation</td>
<td>69</td>
</tr>
<tr>
<td>J. Environmental Performance in Building Elements</td>
<td>70</td>
</tr>
</tbody>
</table>
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.

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.

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.

Diagram 3-1 Human Scale Building Design

- Upper story stepback
- Awning, Canopy or Arcade

Human Scale Building Design

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.
3.7 Incorporate horizontal design changes to establish a sense of scale.
   a. 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.
   b. Align architectural features with similar features along the street, where a distinct alignment pattern already exists.

3.8 Provide vertical articulation in a larger building mass to establish a sense of scale.
   a. Use moldings, columns, a change in material or an offset in the wall plane to define different building modules.
   b. Organize modules to reflect traditional lot widths or facade dimensions.

3.9 Incorporate balconies to create depth and interest on a building facade.
   a. Integrate balconies into the design of a building facade to express different modules.
   b. 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.
   a. Vary roof heights through differences in parapet height.
   b. Vary the roof profile by stepping down some parts of the facade.
   c. Varying roof heights through changes in roof form may also be considered.
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.

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.

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.

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.
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.
   a. Incorporate recessed entries, courtyards or other setbacks in the ground floor facade.
   b. Use design features such as windows, display areas and awnings to engage the street and add pedestrian interest.
   c. 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.

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

3.20 Include architectural features to enhance the character of a new building
   a. Design architectural features to create a sense of depth and shadow on a building facade.
   b. Align architectural features along a block face to develop a rhythm along individual building facades.
   c. Use architectural features to enhance the pedestrian experience.
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
**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.
   a. Operable awnings are encouraged, but rigid frame types, and fixed metal canopies may also be considered.
   b. Operable awnings are encouraged because they include an energy efficient mechanism for managing interior light and air conditions. (See Diagram 3-7)
   c. Appropriate supporting mechanisms are wall mounted brackets and wires.

3.24 An awning or canopy should be in character with the building and streetscape.
   a. 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.
   b. Use colors that are compatible with the overall color scheme of the facade. Solid colors are encouraged.
   c. Use simple shed shapes for rectangular openings. Odd shapes, bullnose awnings and bubble awnings are inappropriate.
   d. Internal illumination of an awning is inappropriate.
   e. Positions awnings to remain a subordinate feature on the facade, where they are used.
   f. 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.
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.

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)
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

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

3.35 Develop simple combinations to retain the overall composition of the building.
   a. Avoid mixing several materials in a way that would result in an overly busy design.

3.36 Use high quality, durable building materials.
   a. Choose materials that are proven to be durable in the Berkley climate.
   b. 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.
   c. Incorporate building materials at the ground level that will withstand on-going contact with the public, sustaining impacts without compromising the appearance.

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

P/S = Appropriate as a Primary (or Secondary) Material
A = 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.
   
a. On large projects, design a lighting plan to enrich the appearance and function of the building and site.
   
b. Locate light fixtures to be visually subordinate to other building and site features during the day.
   
c. Use exterior lighting to enhance the nighttime appearance of trees, shrubs and other landscape features.
   
d. Design lighting so that it does not endanger the safety of pedestrian or automobile traffic.
   
e. Avoid the use of blinking or flashing lights near window or door openings.
   
f. Outlining windows with LED or other lighting material is not allowed.

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.

a. Use exterior light sources with a low level of luminescence.

b. Using white lights that cast a color similar to daylight is appropriate in most cases.

c. Reserve washing an entire building elevation for civic buildings and landmark structures.
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.
I. 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.

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.
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.
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.

IN THIS CHAPTER

A. Renovating an Existing Building Front  72
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
E. Alternative Development Strategies for Underutilized Side Lots  82
F. Historic Resources  84
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.

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.
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 businesses 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.
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.

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

Built Example: Nomad Pizza - Princeton, NJ

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

Place the addition to be compatible with the setting.
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.
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:

Before

After

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)
- Anticipate 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)
- Decipher 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.

<table>
<thead>
<tr>
<th>Original Facade</th>
<th>Altered, traditional facade</th>
<th>Altered, no historic features</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Historic” Property. This building retains its integrity.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Historic” Property with some alterations. This building retains its integrity.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Non-Historic” Property with major alterations. This building does not retain its integrity.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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.
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 retard deterioration and ultraviolet damage.
   • Provide proper drainage and ventilation.

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

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.

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.
**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.
Character Area 2: Downtown Core

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:

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.
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.
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.

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.

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.
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.
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.

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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.
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.

**IN THIS CHAPTER**

A. General Sign Design Guidelines 100  
B. Sign Types 104  
C. Application by Character Area 109
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.

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.
   a. Use a size that relates to pedestrians and people moving in slow-moving vehicles. Large, auto-oriented signs should be avoided.
   b. Use smaller, simply designed signs as they are the easiest to read, and generally are the most effective.
   c. 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.
   a. Traditional block and curvilinear styles are preferred.
   b. Hard-to-read or overly intricate typeface styles should be avoided.

6.5 Design letters and symbols on signs to provide interest.
   a. Individual letters or symbols may be attached to an awning, marquee, building surface, wall or signboard.
   b. 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.
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.
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.

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

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

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.
   a. The sign panel should be in scale with building mounted signs.
   b. Low-scale pole signs are appropriate in yard type settings.
   c. 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

Location

Canopy and Awning Signs

Images

Location
Projecting Signs

Images

Location

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.

<table>
<thead>
<tr>
<th>Character Areas</th>
<th>Sign Types</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Flush-Mounted Signs</td>
</tr>
<tr>
<td>Gateway West</td>
<td>✔️</td>
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<tr>
<td>Downtown Core</td>
<td></td>
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<tr>
<td>Sub-area A</td>
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<tr>
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</tr>
<tr>
<td>Sub-area C</td>
<td>✔️</td>
</tr>
<tr>
<td>Gateway South</td>
<td>✔️</td>
</tr>
</tbody>
</table>

- ✔️ Appropriate
- ✗ Inappropriate
Sec. 138-546. Intent and Purpose.

1. It is recognized by this Chapter that there are unique areas within existing Zoning Districts of the city that require special consideration to provide certain design, placement, or other regulations in addition to those imposed by the current zoning designation.

Accordingly, this Article provides for a Design Overlay District that is intended to permit the proper regulation of Zoning Districts by adding special considerations in addition to those of the base Zoning Districts that fall within the boundaries of the Downtown Development Authority. In all cases, applicants for building permits in an Overlay District shall meet both the requirements of the base Zoning District and the additional provisions, requirements and restrictions of the Overlay District. Where there is conflict between other provisions of this Chapter, those specifically applied in the Overlay District shall control.

The Downtown Design Overlay District is established to enhance the quality and compatibility of development, to establish consistent architectural and design guidelines, and to encourage the most appropriate use of land as detailed in the Downtown Berkley Design Guidelines. The District is deemed necessary to enhance the aesthetic and visual character of lands adjacent to the two main commercial corridors in Downtown Berkley.

Sec. 138-547. Delineation of District.

1. The Downtown Design Overlay District shall include and consist of the area designated and described as the Downtown District in Chapter 42 Downtown Development of the Code of Ordinances, as may be amended from time to time. The District's boundaries shall be shown on the Official Zoning Map of the City of Berkley.

Sec. 138-548. Design Review Advisory Board.
1. The Design Review Advisory Board is established to foster excellence in the design of Berkley’s built environment. It shall advise applicants on how a project can meet the spirit and intent of the Downtown Design Guidelines.

2. It shall act as an advisory Board to the Berkley Planning Commission.

3. The Design Review Advisory Board shall consist of five (5) members nominated by the mayor and approved by the City Council. In making appointments of members to the Design Review Advisory Board, the City Council shall appoint persons who, insofar as possible, have an interest in the design of the built environment and its relationship to the downtown and the broader community. To the extent practicable in order to support a comprehensive design review one (1) member of the Design Review Advisory Board shall be a landscape architect, one (1) shall be an historic preservation architect, one (1) shall be an urban planner or a real estate developer, one (1) shall be a Berkley resident at-large, and one (1) shall be a building construction contractor.

4. Members of the Design Review Advisory Board shall serve for 3-year terms. The terms of office of the first Board members appointed hereunder shall be fixed by the City Council so that the terms of one (1) member will be for one (1) year, two (2) members will be for two (2) years, and two (2) will be for three (3) years. After the initial board is formed, all members thereafter will be appointed for three (3) years.

5. The Design Review Advisory Board will meet monthly.

6. Powers and Duties. The Design Review Advisory Board shall have the following powers and duties:
   a. To review the design of new construction projects in the Downtown Design Overlay District.
   b. To provide comments and guidance to property owners, developers and architects on the proposed project as specified by the Downtown Design Guidelines.
   c. To report annually to City Council regarding the effectiveness of the design review process.
   d. To have such additional responsibilities as delegated by City Council by resolution.
   e. To make a recommendation to the Planning Commission on whether the proposed project design meets the intent and/or standard of the Downtown Design Guidelines.
Sec. 138-549. Overlay District Elements. In order to achieve the Standards set forth in the Downtown Berkey Design Guidelines the Design Review Advisory Board may include in its review the following elements as addressed in the adopted Downtown Design Guidelines:

1. SITE DESIGN
   A. Building Placement and Setback Character
   B. Building Orientation
   C. Connectivity
   D. Outdoor Amenity Space
   E. Parking Lots
   F. Parking Structures
   G. Landscape & Streetscape Design
   H. Service Areas, Utilities & Mechanical Equipment
   I. Stormwater Management
   J. Neighborhood Transitions

2. NEW BUILDING DESIGN
   A. Architectural Character
   B. Building Mass & Scale
   C. Overall Facade Character
   D. Ground Floor Design
   E. Iconic Design Features
   F. Building Elements
   G. Building Materials
   H. Exterior Lighting
   I. Energy Efficiency, Collection and Conservation
   J. Environmental Performance in Building Elements

3. RENOVATING A PROPERTY
   A. Renovating an Existing Building Front
   B. Adding onto an Existing Building
   C. Alternative Strategies for Locating a Rooftop Addition
   D. Alternative Strategies for Improving an Existing Setback
   E. Alternative Development Strategies for Underutilized Side Lots
   F. Historic Resources
4. CHARACTER AREAS
   Character Area 1: Gateway West
   Character Area 2: Downtown Core
   Character Area 3: Gateway South

5. SIGNS
   A. General Sign Design Guidelines
   B. Sign Types

6. Application by Character Area

Sec. 138-550. Development Exempt from the Downtown Design Guidelines. The following activities or uses shall be exempt from the Downtown Design Overlay requirements and development review, although they may be reviewed under separate administrative procedures where noted in this section or in other sections of the Code of Ordinances.

1. Single-Family Residences on Individual Lots. All single-family structures located on single-family detached residentially zoned lots are exempt from this ordinance but shall comply with the provisions set forth in other sections of the Code of Ordinances. Compliance with these provisions shall be verified through the building permit process. Any single-family residential structure that is altered for commercial use shall comply with the provisions set forth in this ordinance.

Sec. 138-551. Design Review Process. All new construction and alterations to an existing building and expansions greater than 500 gross sq. ft. or 10% of the gross square footage of the building, whichever is less, will be reviewed by the Berkley Design Review Advisory Board.

1. As part of the site planning process, administrative design review by City staff is required to confirm that submitted documents conform to the requirements of this article.

2. Pre-application meeting. The applicant shall meet with Community Development Director and Downtown Development Authority (DDA) Director prior to an application to the Design Review Advisory Board to review the Downtown Design Guidelines and design review requirements set forth in this section.

3. Application. The applicant shall submit to the Community Development Director an application for Design Review and pay the required fee. Preliminary project design plans and additional required information shall be submitted with the
application as detailed in section Sec. 138-681.

4. Reviews. Up to two reviews by the Design Review Advisory Board may be required for each application.

5. Timing. The Design Review application for new construction will be reviewed at the next available monthly meeting of the Design Review Advisory Board.

6. The Downtown Berkley Design Guidelines. The plan must address applicable elements as referenced in the Downtown Berkley Design Guidelines that have been adopted by the Berkley City Council.

7. Design Review Advisory Board Meeting and Report. The applicant shall present the project to the Design Review Advisory Board. The Design Review Advisory Board and the applicant shall have an opportunity to discuss the design of the project and its consistency with the Downtown Design Guidelines. Following the discussion, the Design Review Advisory Board may ask for the applicant to return with revisions. The Design Review Advisory Board shall also make a report of its discussion, including a recommendation to the City of Berkley Planning Commission for approval or denial based on whether the application is substantially in compliance with the adopted Berkley Downtown Design Guidelines. This report shall be distributed to the Planning Commission and City Council as part of the site plan review and approval process.

Sec. 138-552. Administrative Design Review. Expansions of no greater than 500 gross sq. ft. or 10% of the gross square footage of the building, whichever is less, will be reviewed administratively by the City of Berkley Community Development Director and the Berkley Downtown Development Authority (DDA) Director.

1. The plan must address applicable elements as referenced in the Downtown Berkley Design Guidelines that have been adopted by the Berkley City Council.

2. The following steps shall be undertaken as part of the design review process for existing buildings:
   a. As part of the planning process, administrative design review by City staff is required to confirm that submitted documents conform to the requirements of this article and the applicable elements of the Downtown Design Guidelines.
   b. Design Review meeting. The applicant shall meet with Community
Development Director and the DDA Director to review the Downtown Design Guidelines and design review requirements set forth in this section.

The Existing Building Design Review application will be reviewed within 10 business days by the Community Development Director and the DDA Director. If the Community Development Director and DDA Director do not agree, then the application is denied. If the property owner is not satisfied with the administrative review, the property owner may seek a review from the Planning Commission.

Sec. 138-678. - Administrative review.
A. Administrative review for site plan review shall be conducted by the building department in cases where:

(1) The façade alterations do not change the surface material of any one facade more than 50%; or
(2) The number or size of the windows are increasing in size.

During administrative review, the building official and Community Development Director shall act as the planning commission in determining compliance with the standards for approval. If the building official and Community Development Director do not agree, then the application is denied. If the property owner is not satisfied with the administrative review, the property owner may take the application to the planning commission for site plan review.

B. Administrative review for site plan review within the Design Overlay District shall be conducted according to Sec. 138-552.

(Ord. No. O-10-08, § 1, 12-15-2008)

Sec. 138-681. - Approval process.
A. Site plan review outside of the Design Overlay District

1. Sketch plan (optional). An item may be submitted to the planning commission for informal discussion. No approval shall be granted. However, the applicant may wish to present and discuss a proposed project and any anticipated problems before applying for site plan approval.

2. Site plan approval.
   a. An application for site plan approval shall be submitted to the city planning commission on such forms and containing such information that the planning commission shall prescribe.
   b. The planning commission is hereby authorized to approve, approve with conditions, or deny all site plans submitted under this chapter.
   c. Approval may be issued by the planning commission, subject to the applicant receiving board of appeals variances, as required by the zoning chapter.
   d. Each action taken with reference to site plan review and approval shall be duly recorded in the minutes of the planning commission and shall state the grounds for the action taken upon each site plan submitted for its approval.

B. Site plan review as part of the Design Overlay District
1. Site plan review within the Design Overlay District shall be conducted according to Sec. 138-551 and Sec. 138-552.

(Ord. No. O-10-08, § 1, 12-15-2008)