

Midtown Taylor Design Manual



City of Taylor, Michigan

ADOPTED: February 6, 2001



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1. Introduction

The City of Taylor is located in Wayne County in southeastern Michigan. Since its incorporation in 1968 the City of Taylor has become the most populous of the region's Downriver communities. In April 1999 the City of Taylor adopted Ordinance Number 99-326 establishing the Taylor Downtown Development Authority (ODA) and a Development District established along the Goddard Road corridor between Telegraph Road to the west and Allen Road to the east. The intent of the Ordinance and subsequent establishment of the DDA is to promote economic growth, encourage historic preservation and prevent physical urban deterioration within the Development District.

The Taylor DDA has prepared a Development Plan and a Tax Increment Financing Plan to enhance the appearance of the Goddard Road corridor through a series of programs and activities over the next 30 years. Many of these programs and activities are aimed at improving the physical condition of the public infrastructure along the corridor and enhancing the business climate within the Development District.

This Design Manual is intended to provide guidance for orderly and attractive development occurring within the Development District. The Goddard Road corridor is presently experiencing new residential and commercial growth. It is both the DDA's desire and responsibility to see that new development and redevelopment along the corridor enhances the quality of life for residents, businesses, property owners and visitors to this area.

As a result of a community visioning session held, as part of the development of the design guidelines presented in this document, the area along the Goddard Road corridor in this part of the City is now referred to as Midtown Taylor.

Identifying this area as Midtown Taylor is the first of many steps necessary to create an identity and charm that specifically characterizes this area as the City's vibrant downtown core. The design guidelines presented in this document are intended to encourage compatible mixed land uses and promote the area as pedestrian-friendly.

2. Setting

2.1 Existing Conditions

Land use and existing conditions within the Development District were surveyed in early 1999 as part of the DDA's Development Plan and Tax Increment Financing Plan. That survey divided the Goddard Road corridor between Telegraph Road and Allen Road into four segments, each approximately one-half mile in length. These four segments are summarized below.

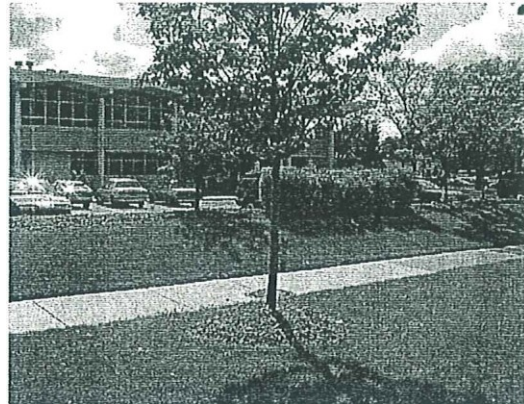
The Telegraph Road to Birch Street segment is the primary entranceway into the corridor from Telegraph Road and points west. This segment is characterized by public uses including the City's Municipal Center. This segment also includes some commercial uses near Telegraph Road, offices and other businesses on the north side of Goddard Road, and a small number of single-family residences on both the north and south sides of the corridor.

The Morley Street to McKinley Street segment is characterized by the remnants of past and current commercial uses particularly near the intersection of Goddard Road and Pardee Road. This intersection is a major link to the City's Heritage Park, Southland Mall and residential development to the south and residential neighborhoods to the north. This segment represents the commercial core area of the Goddard Road corridor. The City's Recreation Center is located approximately 500 feet southwest of the Goddard/Pardee intersection.

The Monroe Street to Mortenvue Street segment is characterized by a mix of single-family residences and small business and commercial uses. Older residential uses along Goddard Road are characterized by low density development and deep, but narrow lots.

The Mortenvue Street to Allen Road segment is characterized by industrial uses and relatively large areas of vacant land and open space.

Recent commercial development exists near the intersection of Goddard Road and Allen Road. This intersection is an entryway into the corridor from the City of Southgate and points east.



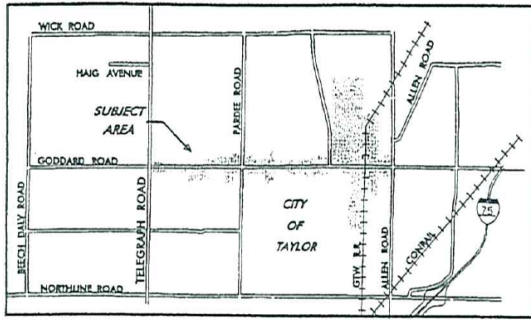
The City of Taylor's Municipal Center is on Goddard Road east of Telegraph Road.



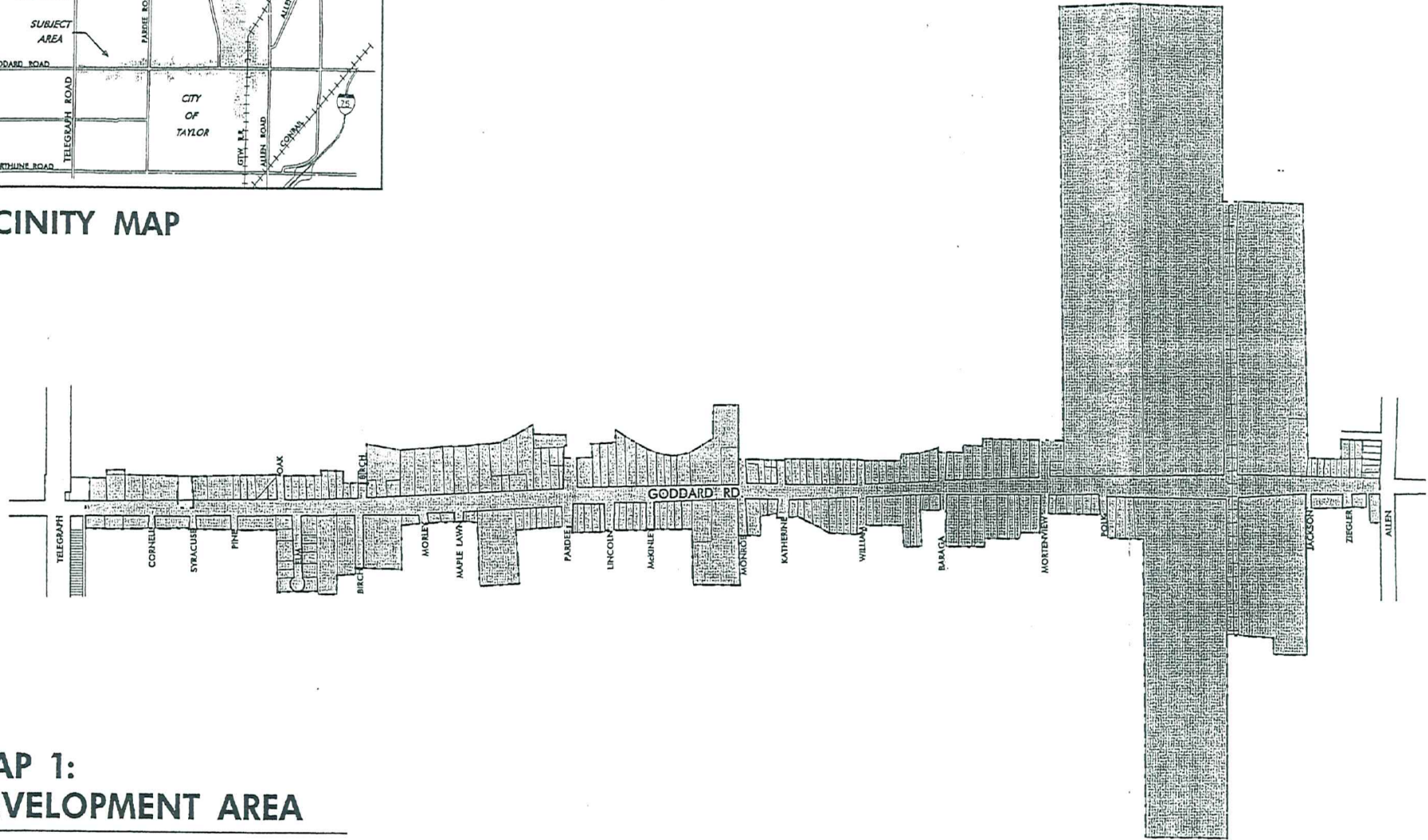
New commercial development along Goddard Road includes this area west of Allen Road.

2.2 Issues

As summarized above, existing land use along the Goddard Road corridor is a mixture of residential, commercial, business and industrial uses. It is the DDA's objective to continue this mixed land use pattern of residential and non-residential uses within the Development District. It is also the objective of the DDA to provide for orderly



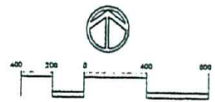
VICINITY MAP



MAP 1: DEVELOPMENT AREA

Taylor Downtown Development Authority

 Wade-Trim

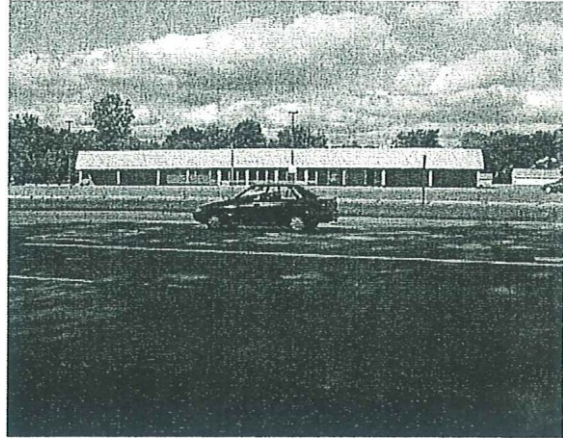


growth and economic expansion of this Development District as the City of Taylor's downtown core area.

Improvements to the public infrastructure that serves this Development District will be required in order to provide the necessary setting for orderly growth and economic expansion. These improvements to public facilities will include physical linkages via public sidewalks and trails between civic uses such as the City's Municipal Center, Recreation Center, Heritage Park, and other public use areas with local residential, commercial, retail, business and industrial developments.

Existing issues along the corridor include vacant and underutilized parcels of land and large tracts of undeveloped land that affords opportunities for development. Vacant and underutilized properties exist primarily near the intersection of Goddard Road and Pardee Road and in other areas of the corridor, but to a lesser extent. Large tracts of undeveloped land exist in the eastern parts of the corridor. It is the development and redevelopment potential of these areas which need to be guided in an orderly and attractive manner.

This Design Manual and the Midtown Taylor Zoning Overlay District are intended to encourage and promote the development of a pedestrian-oriented and accessible, central commercial service district in which a variety of retail, commercial, office, civic, and residential uses are permitted consistent with the City's Master Plan. Furthermore, the guidelines in this Design Manual are intended to promote creativity in the design of new developments and redevelopment projects that is consistent with the design objectives of the community.



Vacant, underutilized parcels exist along Goddard Road including the area near Pardee Road.



Improvements to the public infrastructure, including sidewalks and crosswalks within the public right-of-way, are necessary to encourage orderly growth and economic expansion within the DDA Development District.

3. Purpose and Methodology

3.1 DDA History

In April 1999, the City of Taylor adopted an ordinance to establish a Downtown Development Authority (DDA) and to designate Development District boundaries within which the DDA may exercise powers. The Development District covers properties along Goddard Road, between Telegraph Road and Allen Road.

The intent of the DDA is to promote economic growth, to correct and prevent deterioration, to increase property tax valuation, and to enhance the physical environment of the Development District.

The DDA prepared a Development Plan and Tax Increment Finance Plan that is designed to enhance the overall image of the Goddard Road corridor by carrying out a series of improvement activities and programs. The Development Plan defines project activities planned for implementation within the Development District as well as indicates the timing of these activities. The Tax Increment Financing Plan identifies funding mechanisms, derived from several sources, to finance the project activities described in the Development Plan.

The Development Plan and Finance Plan consist of projects and programs that the DDA will implement during the next 30 years and the means to finance the costs of each. The projects and programs are a combination of public facility improvements and operational programs.

3.2 Visioning Session

On December 9, 1999 the City of Taylor sponsored an evening-long, public visioning session to identify issues of concern relative to existing land use conditions along the Goddard Road corridor. The session was also intended to

begin the process of developing creative solutions to enhancing the overall appearance of the corridor and stimulating economic development and redevelopment.

A Visual Preference Survey (VPS) was conducted as part of the visioning session's agenda. The more than 60 participants in attendance at the visioning session were presented with 104 slide images of various urban design elements and features depicting a range of quality of life issues from communities throughout Michigan and elsewhere. The images ranged from highly attractive scenes of urban life to very unattractive images. Participants were provided with survey forms and asked to rank each slide on a scale from -10 (being the worst or least desirable) to +10 (being the best or most desirable), based upon their like or dislike of the image shown.

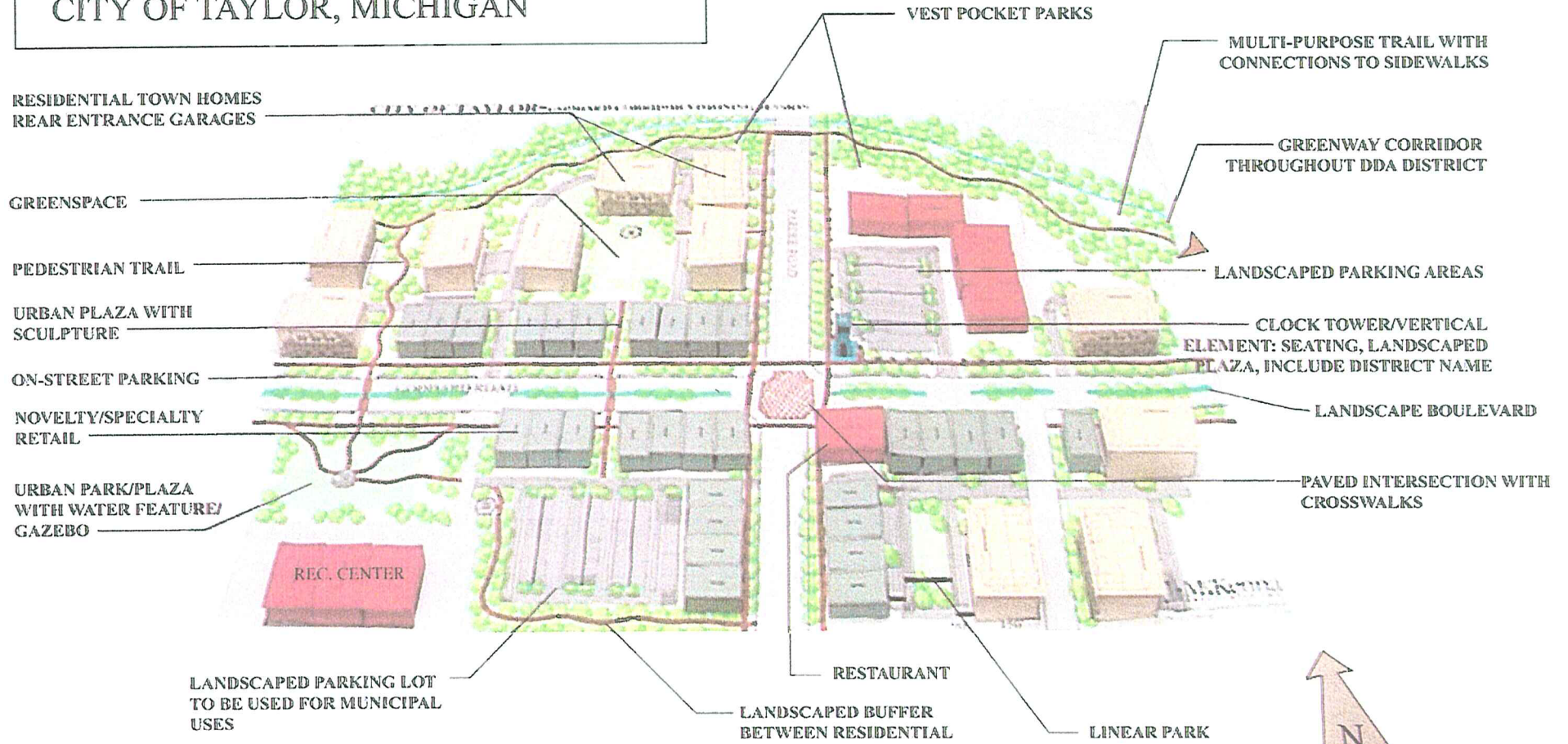
Later in the session many of these slides were again shown to participants presented with each image's relative mean score. Participants were asked to provide verbal comments on the slides and reflect upon their scores. Those evaluations were documented and have been used as a basis for the development of the design guidelines presented in this manual. Many of the images used throughout this manual are accompanied by their VPS average score.

The visioning session also included an hour-long design charrette during which participants were divided into three work groups. Each group was provided with a base map of the commercial core area approximately 500 feet to either side of the intersection of Goddard Road and Pardee Road. Participants were provided ink markers, tissue paper and three-dimensional, scale model buildings, each representing either a commercial or residential use. Participants were asked to graphically depict their own design ideas for this section of the Goddard Road corridor using the tools provided to them and what they had learned from the visual images presented during the VPS slide presentation.

Each work group developed their own design concepts for the intersection and presented their ideas later in the evening to all participants. Issues discussed during the design charrette included the provision of open space areas, floodplain protection, pedestrian and vehicular circulation requirements, building orientation, building design, parking lot layout and streetscape design elements.

The three separate conceptual designs for this section of the Goddard Road corridor were synthesized into one overall concept. This synthesized concept and information provided by participants during the charrette and the visioning session were used as a basis in the development of this manual.

TAYLOR DDA VISIONING WORKSHOP CITY OF TAYLOR, MICHIGAN



SYNTHESIZED CONCEPT PLAN

4. Midtown Taylor Overlay District

Section 4.01 -- STATEMENT OF PURPOSE

The Midtown Overlay District is designed and intended to promote the development of a pedestrian-oriented and accessible, central commercial service district in which a variety of retail, commercial, office, civic and residential uses are permitted consistent with the City of Taylor Master Plan. Each use shall be complementary to the stated function and purpose of the District and shall not have adverse impact upon adjacent street capacity and safety, utilities, and other City services.

The Midtown Overlay District is further designed and intended to:

- A. Encourage innovative, neo-traditional commercial/mixed use developments.
- B. Extend greater opportunities for traditional community living, working, housing and recreation to all citizens and residents of the City.
- C. Encourage a more efficient use of land and of public services and to reflect changes in technology of land development, by directing new development in a traditional pattern of mixed use and varied commercial styles.
- D. Reduce the excessive sprawl of development and the segregation of land uses that cause unnecessary traffic congestion.
- E. Discourage the development of drive-through facilities, which contributes to traffic congestion.
- F. Discourage the development of separate off-street parking facilities for each individual use, and to encourage the

development of off-street parking facilities designed to accommodate the needs of several individual uses.

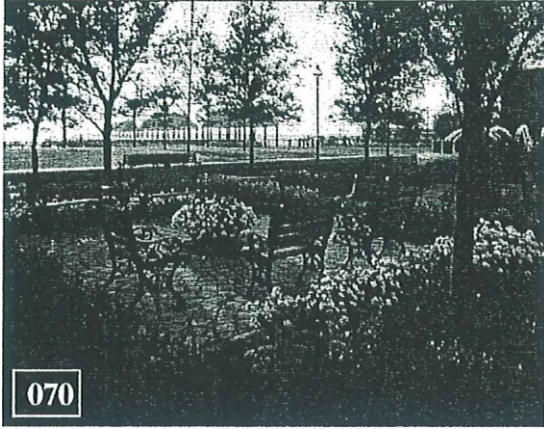
- G. Prohibit uses that are disruptive to pedestrian activities and have as their principal function the sale and services of motor vehicles, such as automobile service stations, auto parts retail stores, car washes, new and used motor vehicle sales or service establishments, drive-in restaurants and restaurants with drive-through facilities, business with drive-through facilities (such as, but not limited to banks, credit unions, pharmacies, etc.).



VPS Score-3.8

Auto - oriented uses diminish pedestrian activity.

- H. Promote the creation of urban places which are oriented to the pedestrian thereby promoting citizen security and social interaction.

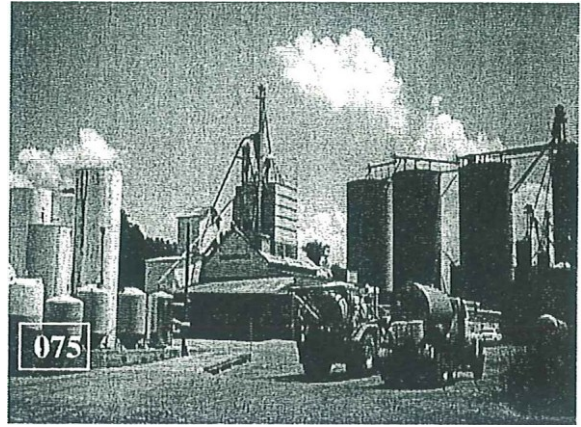


VPS Score 8.6
Public spaces promote social interaction.

- I. Promote developments where the physical, visual and spatial characteristics are established and reinforced through the consistent use of compatible urban design and architectural design elements. Such elements shall relate to the design characteristics of an individual structure or development to other existing and planned structures or developments in a anonymous manner, resulting in coherent overall development patterns and streetscape.



VPS Score 7.3
Compatible urban design elements and architectural features result in visual harmony.



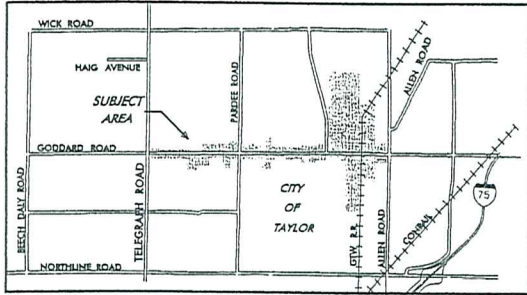
VPS Score -6.3
Some land uses are incompatible due to objectionable views, noise or odors.

- J. Discourage commercial and business uses that create objectionable noise, glare or odors.
- K. Encourage development of an urban "Main Street" with mixed land uses and shared parking.
- L. Pennit on-street parking where appropriate.

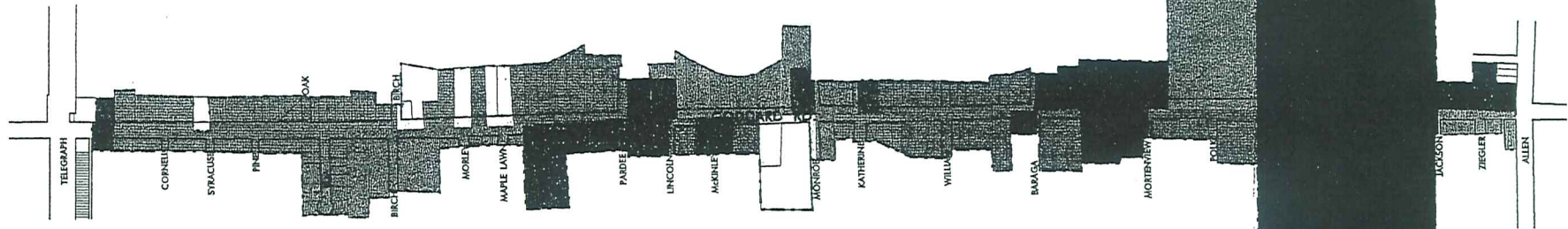
Section 4.02 -- OVERLAY ZONING CONCEPT

The Midtown Overlay Zone is a mapped zone that imposes a set of requirements in addition to those of the underlying zoning district. In this case, the underlying zoning districts are the R-IB, One-Family Residential; R-IC, One-Family Residential; P-O, Professional Office; B-1, Local Business; B-2, Community Business; B-3, General Business; B-4, Special Business; and I-2, General Industrial.

In an area where an overlay zone is established, the property is placed simultaneously in the two zones, and the property may be developed only under the applicable conditions and requirements of both zones. In the event that there are conflicts between the requirements of the two zones, the requirements of the Midtown Overlay District shall govern.



VICINITY MAP













MAP 4: ZONING DISTRICTS

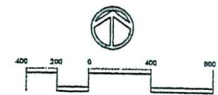
Taylor Downtown Development Authority

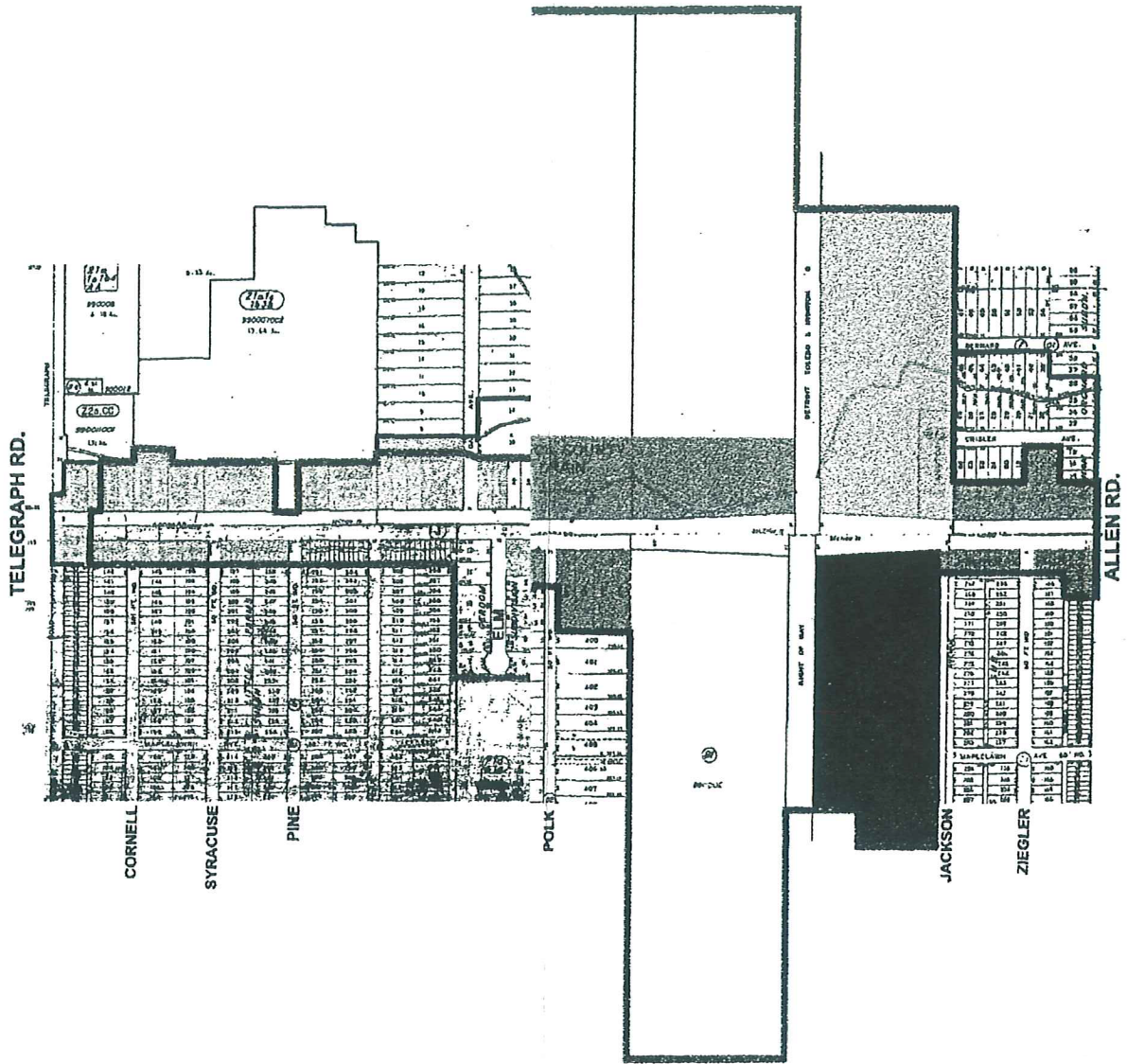
SOURCE: CITY OF TAYLOR ZONING DISTRICTS MAP DATED MAY 1998

 Wade-Trim

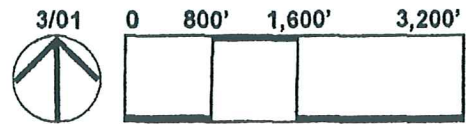
LEGEND

- | | |
|---|----------------------------------|
|  | DDA DISTRICT |
|  | R-1B ONE-FAMILY RESIDENTIAL |
|  | R-1C ONE-FAMILY RESIDENTIAL |
|  | RM-1 MULTIPLE-FAMILY RESIDENTIAL |
|  | P-O PROFESSIONAL OFFICE |
|  | B-1 LOCAL BUSINESS |
|  | B-2 COMMUNITY BUSINESS |
|  | B-3 GENERAL BUSINESS |
|  | B-4 SPECIAL BUSINESS |
|  | I-2 GENERAL INDUSTRIAL |





Proposed Mic Goddard Road Taylor Downto



SOURCE: Wade Trim, 1/99

Section 4.03 -- CREATION OF MIDTOWN OVERLAY DISTRICT BOUNDARIES

The Midtown Overlay District Boundaries shall be as established on the Official Zoning Map, and shall include generally all properties located within the Downtown Development Authority (DDA) District at the time of adoption of this Article _00. Midtown Overlay Districts may be established or amended according to the Zoning Ordinance procedures set forth in Section 45.00.

Section 4.04 -- PERMITTED USES AND STRUCTURES

Within all adopted Midtown Overlay Districts, no building shall be erected, used, or structurally altered, nor shall the land or premises be used in whole or in part, except for uses permitted in the underlying zoning district.

No building or land shall be used and no building shall be erected except for one or more of the following specified uses, unless otherwise provided in this Ordinance.

- A. Adult foster care family homes and adult foster care small group homes with six (6) or fewer residents.
- B. Loft apartments on 2nd and 3rd floors above businesses and retail uses. A loft apartment is located within a multi-unit building with units available for either residential or commercial use. The ceilings must be high to permit a greater distance from windows required in commercial units. Units may be for rent or for sale in condominium or cooperative ownership. All public utilities must hook up to public water where available. All units shall have at least one (1) living room and one (1) bedroom, except that five (5) percent of the units may be of an efficient apartment type, and not more than twenty-five (25)

percent may be of one bedroom units, or fifty (50) percent in a mixed-use building.

Business and office uses may occupy a building used for residential uses provided that no such business or office use may be located on the same floor as used for residential purposes, and no floor may be used for business or office use on a floor located above a floor used for residential purposes. Further, where there is mixed business/office and residential use in a building there shall be provided a separate, private pedestrian entranceway for the residential use.

- C. Business establishments which perform services on premises such as, but not limited to: banks, savings and loans and credit unions (**not including drive-thru branches**) insurance offices, real estate offices and travel agencies. Pedestrian oriented ATM facilities.
- D. Business service establishments, such as typing services, employment services, photocopying services, quick-print establishments, office supply store, overnight delivery/package delivery offices, and similar establishments.
- E. Clubs, fraternal organizations, and lodge halls (not to exceed one acre) .
- F. Data processing and computer centers including sales, service, and maintenance of electronic data processing equipment (not to exceed 10,000 sq.ft. footprint).
- G. Dry cleaning establishments (not to exceed 4,000 sq. ft.), or pick-up stations, dealing directly with the consumer. Central dry cleaning plants serving more than one retail outlet shall be prohibited.
- H. Family day care homes.

- I. Generally recognized retail businesses which supply commodities on the premise, (not to exceed 10,000 sq. ft. footprint), such as but not limited to: groceries, meats, fruits and produce, dairy products, baked goods, and other specialty food products (excluding all restaurants); and stores selling drugs, books, dry goods, flowers, clothing, notions, furniture, and hardware. Retail sales may be conducted outdoors on sidewalks provided:
 - 1. At least five (5) feet of sidewalk width is unobstructed for pedestrian traffic.
 - 2. All equipment and merchandise is kept indoors during non-business hours.
- J. Medical offices including offices of doctors, dentists and similar or allied professions, with up to ten thousand (10,000) square feet gross floor area footprint.
- K. Multiple-family dwellings and row houses (not to exceed sixteen units). Multi-family buildings shall not exceed one hundred and fifty (150) feet in overall length, measured along the front line of connecting units, inclusive of any architectural features, which are attached to or connect the parts of the building together. The minimum distance between any two buildings shall be thirty (30) feet.
- L. Indoor commercial recreational facilities such as health clubs, hard ball and racquetball facilities, pool and billiard establishments, tennis, archery and other similar type facilities (max footprint 10,000 sq.ft.).
- M. Newspaper offices.
- N. One-Family detached dwellings
- O. Offices of an executive, administrative or professional, accounting, writing, clerical, stenographic, drafting, and sales nature or any office charged with the principal function of research or technical training, with up to 10,000 square feet gross floor area footprint.
- P. Outdoor theater, plazas, parks, and public gathering places.
- Q. Personal service shops providing that each occupies a total usable floor area of not more than four thousand (4,000) square feet, including but not limited to such uses as: repair shops (watches, radio, television, shoe, etc.), tailor and dressmaking shops, beauty parlors, barber shops, and photographic studios.
- R. Public and quasi-public uses (not including storage yards) such as municipal offices, court houses, public off-street parking facilities, libraries, museums, parks, parkways, recreational facilities, public safety facilities and fractional organizations.
- S. Restaurants (**except drive-through**), taverns and bars with a seating capacity of fifty (50) or less, where the patrons are served while seated within the building occupied by such establishment. Outdoor seating subject to: Section 4.07 L.
- T. Townhouse dwellings as defined **in** Section 2.02 of the Zoning Ordinance.
- U. Two-family dwellings.
- V. Theaters, assembly halls, community centers, or similar places of assembly when conducted completely within enclosed buildings. Outdoor uses subject to Article 41.00.

- W. Veterinary clinics, not including outdoor kennels and runs, with up to ten thousand (10,000) square feet gross floor area.
 - X. Zero lot line dwellings. Accessory structures, uses, and signs incidental customarily to the permitted uses in this district.
 - Y. Accessory Structures, uses, and signs incidental customarily to the permitted uses in this district.
- Note: Some uses that are currently permitted in the underlying zoning districts may be prohibited in the overlay district; such as, but not limited to: gas stations, auto-related businesses, drive-thru uses, etc.*

REQUIRED CONDITIONS

- 1. All building establishments shall be retail or service establishments dealing directly with customers. All goods produced on the premises shall be sold at retail on premises where produced.
- 2. All businesses, servicing, or processing, except for off-street parking or loading or as specified above, shall be conducted within a completely enclosed building.
- 3. No outdoor storage permitted.

Section 4.05 -- AREA AND BULK REQUIREMENTS

See Article 34.00, Schedule of Regulations, limiting the height and bulk of buildings, the minimum size of lots permitted by land use, the maximum density permitted, and providing the minimum yard setback requirements.

Section 4.06 -- SPECIAL LAND USES

- A. Business schools and colleges.

- B. Churches, temples, and similar places of worship (not to exceed one acre).
- C. Home occupations as defined in Section 2.02 of the Zoning Ordinance.
- D. Private club, fraternal organizations, banquet halls, and lodge halls with up to 10,000 sq. ft. gross floor area footprint.
- E. Public, parochial, and other private elementary schools offering courses in general education, and not operated for profit.
- F. Restaurants (except drive-through), taverns and bars with a seating capacity of fifty-one (51) or more.
- G. Retail sales in which both a workshop and retail outlet or showroom are required, such as plumbing, electrician, interior decorating, upholstering, printing, photographic-reproducing, radio, and home appliance and similar establishments of similar character subject to the provision that not more than eighty (80) percent of the total useable floor area of the establishment shall be used for servicing; repairing, or processing activities and further provided that such retail outlet or showroom activities area shall be provided in that portion of the building where the customer entrance is located. No overhead doors to be visible from a public right-of-way. The size of commercial vehicles and the hours of delivery may be regulated by the Planning Commission.

Section 4.07 --- DEVELOPMENT STANDARDS

Except as otherwise noted, buildings and uses in the Midtown Overlay District shall comply with the following requirements:

A. **Building Entrances.** All buildings shall have at least one public entrance that faces the street.

Rear entrances are permitted, only if there is a primary entrance from the main street.

- 1. Doors: Doors, measuring seven (7) and eight (8) feet high are strongly suggested. Doors, measuring 6'-8" high, shall have a glass transom with a minimum height of twelve (12) inches. Entrance doors shall be constructed out of wood, aluminum store fronts are prohibited.

B. **Building Placement.** Buildings shall be built at "build-to" lines with no/maximum setbacks (along Goddard and Pardee Roads), or the average setback of other buildings on the block as determined by the Planning Commission.

The setback requirements may be adjusted where strict adherence would serve no good purpose or where the overall intent of the Overlay District would be better served by allowing an alternative setback, provided the conditions listed in 1. through 3. below are found to exist. Such modification may be made by the Planning Commission if all of the following are found to exist:

- 1. That a modification in setback, or waiver of a setback altogether, will not impair the health, safety or

general welfare of the City as related to the use of the premises or adjacent premises;

- 2. That waiver of the setback along a common parcel line between two premises would result in a more desirable relationship between a proposed building and an existing building; and,
- 3. The adherence to a minimum required setback would result in the establishment of non-usable land area that could create maintenance problems.

C. **Building Height.** Minimum height of all buildings shall be two (2) stories or 25 feet. The Planning Commission may allow the construction of a one story building if the architectural style includes a parapet or other appropriate architectural embellishments that are compatible with adjacent buildings in particular and the Overlay District in general. In such instances, the Planning Commission may allow the minimum height of the one story building to be reduced to 20 feet. All stories shall contain habitable commercial, office, or residential spaces. First floor height of all 2 story buildings or greater shall be a minimum of twelve (12) feet.

D. **Facade Design.** All building facades that face a street shall conform with the following design criteria (see illustrations):

- 1. **Fenestration:** All facades visible from the street must be glazed with transparent glass, with the following requirements:
 - a. First floor: minimum 40% of facade, 70% maximum.

- b. Second floor: minimum 25% of facade, 60% maximum.
- c. Butt-joint glazing is prohibited.
- d. The use of shutters is discouraged on commercial buildings.

Glazing on first floor (retail space) to occur 2'-0" minimum above finished floor.

- 2. **Building Materials:** Buildings to be constructed from permanent materials that will weather handsomely over time, such as brick, stone, masonry, or other natural materials. The use of bare metal, aluminum siding, metal panels, plastic, imitation stucco (Dry-Vit, Sto-Wall, and other brands), Texture 1-11, and mirrored glass shall be prohibited.
- 3. **Building Colors:** Exterior colors shall be compatible with the colors on adjacent buildings, subject to review by the Planning Commission. Proposed colors shall be specified on the site plan. Gaudy or fluorescent colors are prohibited.



VPS Score 6.0

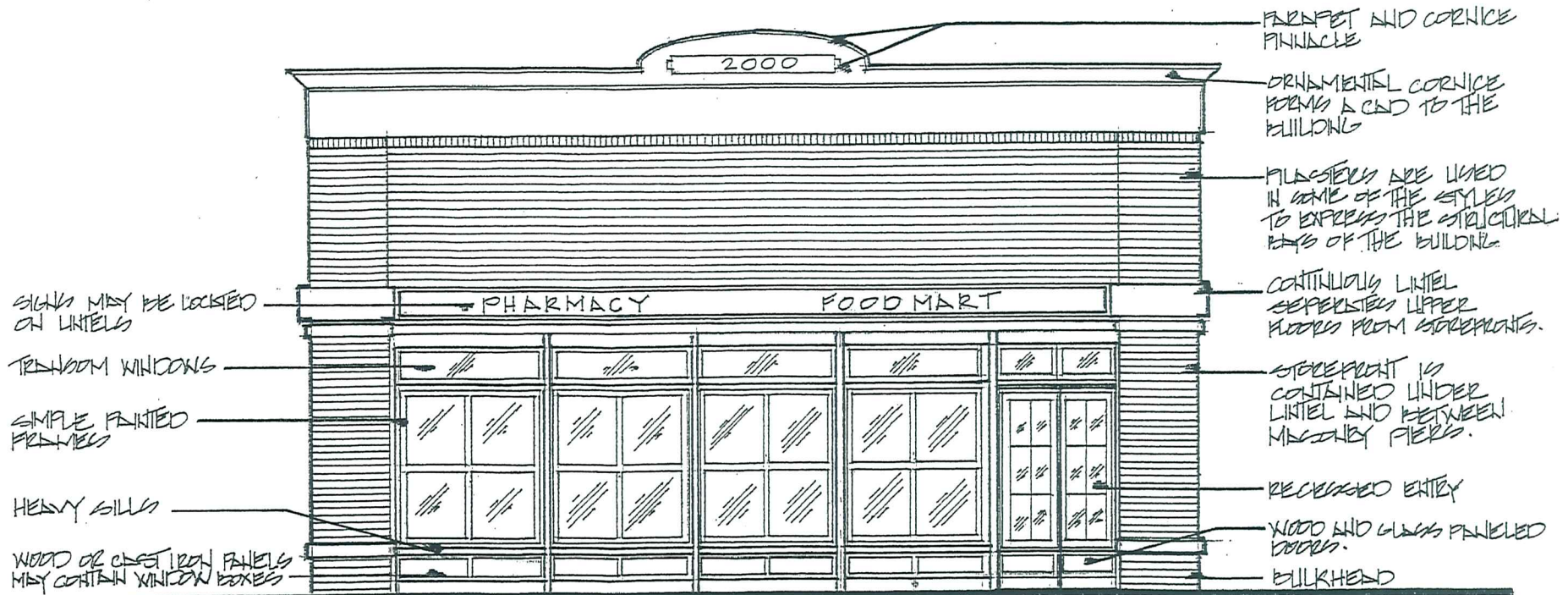
Building facades should include the use of compatible materials, colors, and textures.

- E. **Side or Rear Facade Design.** Wherever a side or rear facade is visible from a public street, or if parking is located at the side or rear of a building, the facade shall be designed to create a pleasing appearance, in accordance with the following design criteria:

- 1. Materials and architectural features similar to those present on the front of the building shall be used on the side or rear facade.
- 2. Trash receptacle and service areas shall be completely screened with landscaping, a fence, a wall, or a combination thereof.
- 3. Open areas shall be landscaped with lawn, ground cover, ornamental shrubs and trees. On every site involving new development or redevelopment, foundation plantings adjacent to the building shall be provided. The species and design shall be identical to or compatible with the landscaping schematic on file with the City Building Official.
- 4. The area within the right-of-way between the curb and building shall be identical to or compatible with the streetscape scheme of the Downtown Development Authority (DDA).

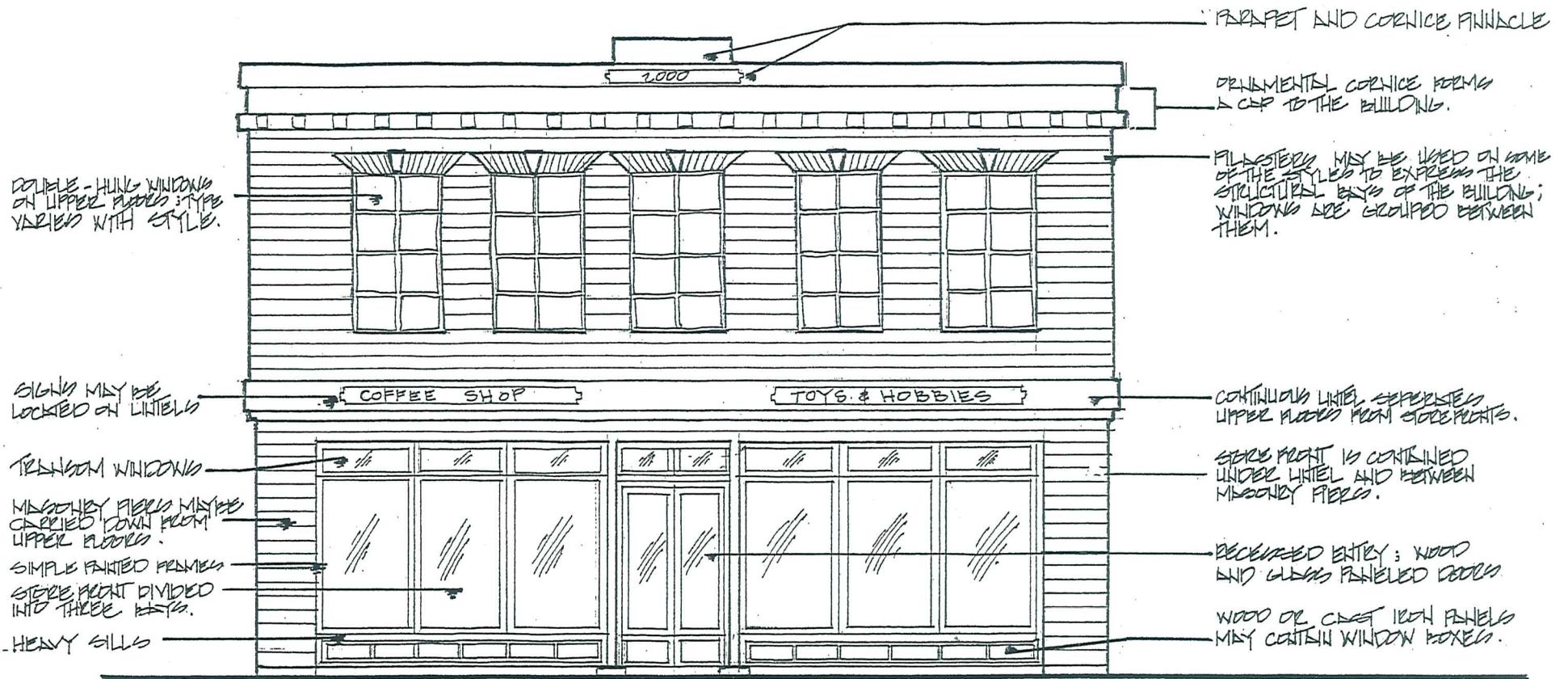
- F. **Awnings.** Awnings shall be permitted on buildings as follows:

- 1. All awnings must be made from fabric or similar material, rather than metal, plastic, or rigid fiberglass.
- 2. All awnings shall be attached directly to the building, rather than supported by columns or poles.



3/00

SIMPLIFIED ONE AND ONE-HALF STORY TRADITIONAL STOREFRONT



3/00

SIMPLIFIED TWO STORY TRADITIONAL STOREFRONT

G. **Lighting.** Exterior lighting must be placed and shielded so as to direct the light onto the site and away from adjoining properties. The lighting source shall not be directly visible from adjoining properties. Floodlights, wall pack units, other types of unshielded lights, and lights where the lens is visible outside of the light fixture shall be prohibited, except where historical-style lighting is used that is compatible with historic-style street lamps installed by the DDA.

1. Sidewalks and parking areas shall be properly lighted to facilitate the safe movement of pedestrians and vehicles and provide a secure environment. In parking areas, the light intensity shall average a minimum of 1.0 foot candle, measured five (5) feet above the surface. In pedestrian areas, the light intensity shall average a minimum of 2.0 foot candles, measured five (5) feet above the surface.

H. **Parking.** Parking and parking lot design shall comply with the standards below, in addition to the provisions of Article 36.00.

1. No new parking lot shall be created nor any existing parking lot expanded in front of a building unless the Planning Commission determines that parking in front of the building would be acceptable for either of the following reasons:
 - a. Front yard parking is required to maintain the continuity of front building setbacks in the block while making efficient use of the site, or
 - b. Front yard parking is required for the purposes of traffic safety and to minimize driveway curb cuts where the

new parking lot is proposed to connect with one or more parking lots on adjoining parcels.

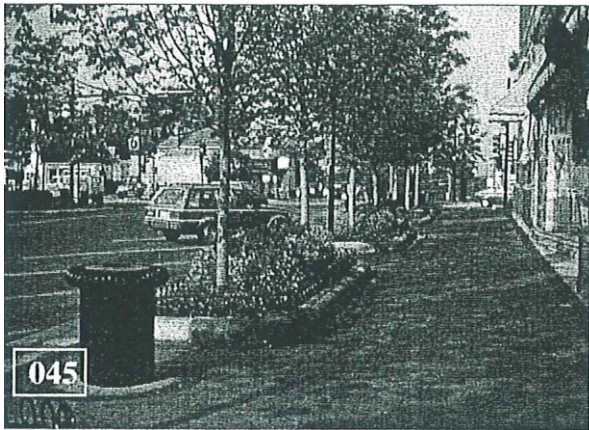
2. Parking located in front or on the side of a building shall be screened from the road with a 30-inch high decorative brick wall, ornamental fence, or evergreen landscaping.
3. In order to maximize the amount of land area left for landscaping and open space, paving shall be confined to the minimum area necessary to comply with the parking requirements in Article 36.00.
4. Parking spaces located adjacent to residential buildings and uses shall require the following: A six (6) foot high decorative brick wall shall be required between non-residential and residential uses. Wherever feasible, a five foot wide opening(s) shall be provided in the wall to encourage and connect to existing or future pedestrian pathway systems located on adjacent parcels.

I. **Landscaping.** Landscaping shall comply with the provisions of Article 39.00, in addition to the standards below:

1. On every site involving new development or redevelopment, street trees shall be provided at 25-40 foot intervals. The species of street tree and exact locations shall be as specified on the Master Street Tree Plan that is on file with the City Building Official. In the event that a Master Street Tree Plan has not been prepared, then any of the following street trees shall be planted within the road right-of-

way at 25-40 foot intervals: Norway Maple, Red Maple, Green Ash, Bradford Pear, or Little Leaf Linden.

2. On every site involving new development or redevelopment, a landscape plan shall be submitted for review and approval. The landscape design shall be identical to or compatible with the Midtown Taylor Design Manual on file with the City Building Official.



VPS Score 7.1

Attractive landscaping and pedestrian amenities enhance the urban streetscape.

- J. Sidewalk Displays:** Sidewalk displays shall be permitted directly in front of an establishment, provided at least five (5) feet of clearance is maintained along pedestrian circulation routes.

1. Display cases shall be located against the building wall and shall not be more than two (2) feet deep. The display area shall not exceed fifty (50%) percent of the length of the store front.

2. Display cases shall be permitted only during normal business hours, and shall be removed at the end of the business day. Cardboard boxes shall not be used for sidewalk displays.
3. Sidewalk displays shall maintain a clean, litter-free and well-kept appearance at all times and shall be compatible with the colors and character of the storefront from which the business operates.



VPS Score-3.3

Windows and sidewalk displays promote pedestrian activity.

- K. Courtyards and Plazas:** Exterior public and semi-public spaces, such as courtyards or plazas, shall be designed for function, to enhance surrounding buildings and provide amenities for users, in the form of textured paving, landscaping, lighting, street trees, benches, trash receptacles and other items of street furniture, as appropriate. Courtyards shall have recognizable edges defined on at least three sides by buildings, walls, elements of landscaping, and elements of street furniture, in order to create a strong

sense of enclosure. Courtyard and plazas shall be connected to the public sidewalk/pathway system.

L. **Outdoor cafes, outdoor eating areas and open front restaurant**
(i.e. window service)

1. Any outdoor eating area shall not exceed fifteen percent (15 %) of the gross floor area of the principle building.
2. Outdoor eating areas (with the exception of sidewalk cafes) shall be located no closer than fifteen (15) feet from any street right-of-way or any vehicular parking or maneuvering areas. Such eating areas shall be separated from all vehicular parking and maneuvering areas by means of a greenbelt, wall, or architectural feature.
3. The outdoor eating area shall not be located within fifty (50) feet of any properties used or zoned for residential purposes. The area shall be completely screened from view from all residential properties by an obscuring wall or greenbelt, in compliance with this Ordinance.
4. The outdoor eating area shall be kept clean and void of litter at all times. Fences or landscaping shall be provided to control blowing debris.
5. All vending machines and arcades shall be located within a completely enclosed building.

6. Outdoor sidewalk cafes shall be subject to the following standards:

- a. To allow for pedestrian circulation, a minimum of five (5) feet of sidewalk along the curb and leading to the entrance to the establishment must be maintained free of tables and other encumbrances. If the sidewalk is not wide enough to allow for a five (5) foot wide clearance for circulation, the cafe should not be permitted. Planters, posts with ropes, or other removable enclosures should be encouraged and should be used to define the area occupied by the outdoor seating.
- b. Pedestrian circulation and access to store entrances should not be impaired. Thus, a boundary (maximum encroachment width and length) into the public sidewalk should be established, with an accessible aisle being maintained between this line and the curb, in accordance with the provisions of the national Americans with Disabilities Act (ADA) and Michigan barrier-free requirements.

- c. The operators of the outdoor cafe should be responsible for a clean, litter-free, and well-kept appearance within and immediately adjacent to the area of the tables and chairs. Additional outdoor trash receptacles should be required. Written procedures for cleaning and trash containment and removal responsibilities of the cafe must be noted on the revised plan to the satisfaction of the City.
- d. Tables, chairs, planters, trash receptacles, and other elements of street furniture should be compatible with the architectural character of the adjacent buildings. If table umbrellas will be used, they should complement building colors.
- e. Additional signs should not be permitted, beyond what is permitted for the existing restaurant.
- f. The hours of operation for the outdoor seating area should be established and noted on the plan.
- g. Preparation of food and beverages should be prohibited in this outdoor area. The sale and consumption of alcohol are governed by the Michigan Liquor Control Act and local ordinance.
- h. Liability issues for use of the public sidewalk should be addressed and reviewed by the City Attorney.
- M. **Mechanical Equipment:** All air conditioning units, HVAC systems, exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties, by using walls, fences, roof elements, penthouse-type screening devices or landscaping. Fire escapes shall not be permitted on a building's front facade. In buildings requiring a second means of egress pursuant to the local building codes, internal stairs or other routes of egress shall be used. Solid metal security gates or solid roll-down metal windows shall be prohibited. Link or grill type security devices shall be permitted only if installed from inside, within the window or door frames; or, if installed on the outside, if the coil box is recessed and concealed behind the building wall. Security grills shall be recessed and concealed during normal business hours. Models which provide a sense of transparency, in light colors, are encouraged. Other types of security devices fastened to the exterior walls are prohibited.
- N. **Service Access:** A service alley or designated loading space shall be reserved at the rear of the building.

**Section 4.08--AREA, HEIGHT, BULK,
AND PLACEMENT REQUIREMENTS**

Area, height, bulk, and placement requirements, unless otherwise specified, are as provided in Article 34.00, Schedule of Regulations.

ARTICLE 34.00 SCHEDULE OF REGULATIONS

Section 34.01 Density, Area, Height, **Bulk**, and Placement

Regulations: Zoning District	Min. Zoning Lot Size Per Unit		Max. Height of Structures		Min. Yard Setback (Per Lot in Feet)			Min. Floor Area Per Unit (Sq. Ft.)	Max Percent of Lot Area Covered (By All Buildings)	
	Area in Sq. Ft.	Width in Ft.	In Stories	In Feet	Front	Sides•				Rear
						Least One	Total Two			
MT. Midtown Taylor	---	---	4	45	15 ^r	0 ^{e.f}	0 ^{e.f}	0 ^{e.f}	---	---

- r. In order to achieve quality design, to maintain the continuity of the streetscape in the Midtown area of Taylor, to promote adequate views of commercial uses, and to achieve functional pedestrian circulation, the front yard setback shall be "built-to" the right-of-way line (zero setback) along Goddard Road 600 lineal feet east and west of Pardee Road.

Section 4.09 -- SITE PLAN REVIEW

Site plan review and approval is required for all uses in the Midtown Overlay District in accordance with Article 40.00.

Section 4.10 - SIGN REVIEW

Sign review and approval is required for all uses in the Midtown Overlay District in accordance with Section 35.11 and the following additional requirements:

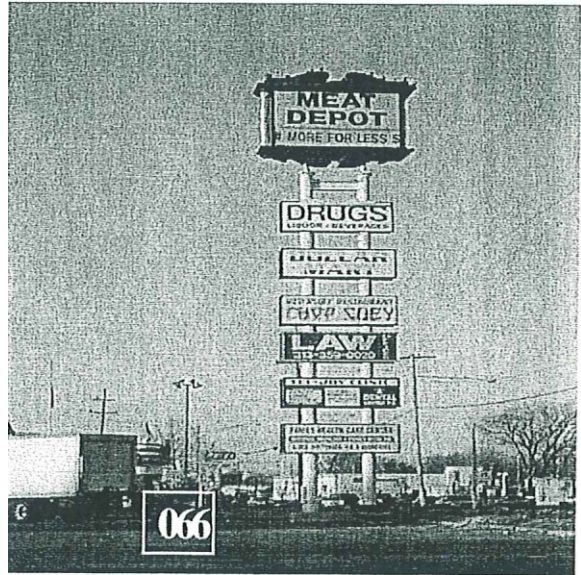
- 1. There is hereby created a district, to be hereafter referred to as Midtown Sign District, which shall encompass the following area:

Both sides of Goddard Road from Telegraph Road east to Allen Road and Pardee Road north 650 feet and south 600 feet (see attached map).

- 2. Signs erected within the Midtown District shall comply with the following:
 - a. No sign shall be erected within said district without first securing a permit therefor from the Code Officer.
 - b. Upon request for a permit to erect a sign within said district the applicant shall provide a drawing indicating the building to which the sign is intended to be attached or the location of said sign if intended to be unattached to a building; in relation to the street right-of-way

or curb line; the dimensions of said sign and the manner in which sign is to be displayed.

- c. Signs shall be prohibited from extending, in any manner, into or over public rights-of way traveled, or intended for use by motorized vehicles.



VPS Score-5.4

Signage Like this produces visual clutter and are motorist, not pedestrian-oriented.

- d. No sign shall be erected within a distance of ten feet measured horizontally from any fire hydrant, traffic light or street lighting poles, nor shall any sign be erected in any location where, by reason of traffic conditions, fire or explosion hazards, it would imperil public safety or interfere with the function of the fire department.

- e. Prohibited signs are signs which:
- (1) Contain or are an imitation of an official traffic sign or signal or contain words such as "stop", "go slow", "caution", "danger", "detour", "warning" or similar words or any other words, phrases, symbols or characters, in such a manner as may interfere with, mislead or confuse traffic.
 - (2) Or are of size, location, movement, content, coloring or manner of illumination, including but not limited to flashing lights, which may be confused with or construed as a traffic control device or which hide from view any street sign or signal.
 - (3) Advertise an activity, business product or service once conducted or available on the premises upon which the sign is located, but which is no longer conducted or available on such premises. The owner of such premises shall have sign removed within thirty days after termination of the activity, business, product or service which the sign advertises.
- f. The erection of poles in the public right-of-way is prohibited; provided however, that such prohibition shall not apply to public utilities who require the erection of poles to provide services rendered by them and/or the erection of poles for installation of traffic control signs or devices.
- g. No sign shall be erected which shall be less than eight (8) feet from ground level measured vertically from the bottom of said sign to ground level.
- h. The total surface area of *all wall signs* shall not exceed one and one-half (1 ½) square feet per lineal foot of building frontage, not to exceed one-hundred (100) square feet.
- The total area of *freestanding signs* shall not exceed one-half (½) of a square foot per lineal foot of lot frontage, not to exceed twenty-five (25) square feet for a single face sign, fifty (50) square feet for a double face sign, or a total of fifty (50) square feet of surface for any other sign configuration
- i. If a facade is shared by more than one premise, the total sign area available to the facade under the terms of this Ordinance, shall be allocated so that the sign area available to each premise bears the same proportion that the facade area, shared by each premise bears to the total facade area shared by all premises.

3. **Projecting Signs:** Individual projecting signs to be mounted perpendicular to building facade may be permitted subject to the following:

- a. The signboard shall not exceed eight (8) square feet.
- b. No signs to be mounted above the first floor of the building.
- c. The distance from the ground to the lower edge of the signboard shall be eight (8) feet minimum.
- d. The distance from the building wall to the signboard shall not exceed six (6) inches.
- e. The width of the signboard shall not exceed three (3) feet.
- f. The height of the lettering, numbers or graphics shall not exceed eight (8) inches.
- g. Limited to one (1) sign per business. Projecting signs are not permitted in conjunction with wall-mounted, free-standing or applied letter signs.

4. **Wall-Mounted Signs:** Wall-mounted signs may be permitted subject to the following:

- a. The sign shall be affixed to the front facade of the building, and shall project outward from the wall to which it is attached no more than six (6) inches.
- b. The area of the signboard shall not exceed five (5%) percent of the ground floor building facade area, or twenty-four (24) square feet, whichever is less.
- c. The maximum permitted height is

fifteen (15) feet above the front sidewalk elevation, and shall not extend above the base of the second floor window sill, parapet, eave or building facade.

- d. The height of the lettering, numbers or graphics shall not exceed eight (8) inches.
- e. The sign shall be granted to commercial uses occupying buildings facing on public streets only and shall not be allocable to other uses.
- f. Limited to one (1) sign per business.

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

5. **Painted Window or Door Signs:** Painted window or door signs, provided the following standards are met:

- a. The sign shall not exceed ten (10%) percent of the window or door area, or four (4) square feet, whichever is less.
- b. The sign shall be silk-screened or hand painted.
- c. The height of the lettering, numbers or

- graphics shall not exceed four (4) inches.
 - d. Limited to one (1) sign per business, painted on either the window or the door, but not on both.
 - e. May be in addition to only one of the following: a wall-mounted sign, a free-standing sign, an applied letter sign, a projecting sign or a valance awning sign.

- 6. **Awning Signs:** Awnings or canopies used to advertise a business shall be made of cloth or material resembling cloth. Awning signs may be permitted for ground floor uses only, provided the following standards are met:
 - a. If acting as the main business sign, it shall not exceed ten (10) square feet in area, and the height of the lettering, numbers or graphics shall not exceed eight (8) inches.
 - b. If acting as an auxiliary business sign, it shall be located on the valance only, shall not exceed four (4) square feet in area, and the height of the lettering, numbers or graphics shall not exceed four (4) inches.
 - c. Limited to two (2) such signs per business, on either awning or valance, but not on both.

- d. If acting as the main business sign, it shall not be in addition to a wall-mounted sign.

- 7. **Free-standing Signs:** One (1) free-standing sign may be provided, subject to the following conditions:
 - a. The building where the business to which the sign refers to, shall be set back a minimum of five (5) feet from the street line.
 - b. The area of the signboard shall not exceed three (3) square feet.
 - c. The height of the lettering, numbers or graphics shall not exceed four (4) inches.
 - d. The height of the top of the signboard, or of any posts, brackets or other supporting elements shall not exceed six (6) feet from the ground.
 - e. The signboard shall be constructed of wood, with wood or cast iron brackets, and shall be architecturally compatible with the style, composition, materials, colors and details of the building.
 - f. The sign shall be located within four (4) feet of the main entrance to the business and its location shall not interfere with pedestrian or vehicular circulation.

- g. Limited to one (1) sign per building and shall not be in addition to wall-mounted, applied letters or projecting signs.
- 8. Businesses located in corner buildings are permitted one sign for each street frontage.
- 9. Businesses with service entrances may identify these with one (1) sign not exceeding (2) square feet.
- 10. One (1) directional sign, facing a rear parking lot, may be erected. This sign may be either wall-mounted on the rear facade, projecting or free standing, but shall be limited to three (3) square feet in area.
- 11. **Restaurants and Cafes:** In addition to other signage, restaurants and cafes shall be permitted the following, limited to one (1) sign per business:
 - a. A wall-mounted display featuring the actual menu as used at the dining table, to be contained within a shallow wood or metal case, and clearly visible through a glass front. The display case shall be attached to the building wall, next to the main entrance, at a height of approximately five (5) feet, shall not exceed a total area of two (2) square feet, and may be lighted.
- b. A sandwich board sign, as follows:
 - 1) The area of the signboard, single-sided, shall not exceed five (5) square feet.
 - 2) The signboard shall be constructed of wood, chalkboard or finished metal.
 - 3) Letters may be painted or handwritten.
 - 4) The sign shall be located within four (4) feet of the main entrance to the business and its location shall not interfere with pedestrian or vehicular circulation.
 - 5) The information displayed shall be limited to daily specials and hours of operation.
 - 6) The sign shall be removed at the end of the business day.
- 12. Each business shall identify the number of its address within the signboard. One (1) sign facing each street or parking lot may be permitted.

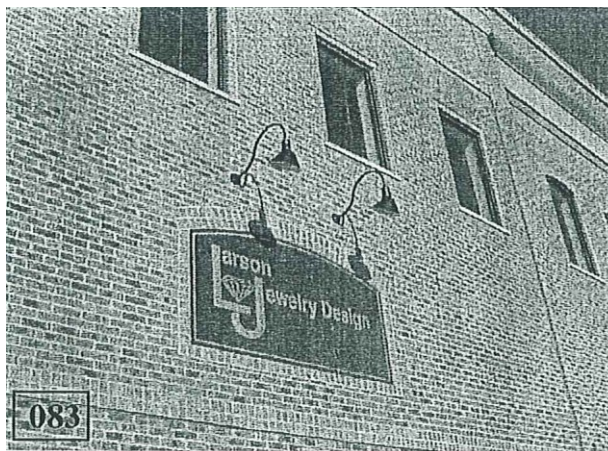


VPS Score 8.0

Sidewalks in commercial areas should be pedestrian-friendly and promote social activity.

13. Design Standards:

- a. Signs affixed to the exterior of a building shall be architecturally compatible with the style, composition, materials, colors and details of the building, as well as with other signs used on the building or its vicinity.
- b. Signs shall fit within the existing facade features, shall be confined to signable areas, and shall not interfere with door and window openings, conceal architectural details or obscure



VPS Score 2.9

Signs can be made architecturally compatible with building exteriors.

- c. Whenever possible, signs located on buildings within the same block-face shall be placed at the same height, in order to create a unified sign band.
- d. Wood and painted metal are the preferred materials for signs. Flat signs should be framed with raised edges. Signs using wood shall use only high-quality exterior grade wood with suitable grade finishes.
- e. Sign colors should be compatible with the colors of the building facade. A **dull** or matte finish is recommended, for it reduces glare and enhances legibility.
- f. Signs shall be spot-lighted with a diffused light source. Spot-lighting shall require complete shielding of all light sources; light shall be contained within the sign frame and shall not significantly spill over to other portions of the building, or site. Warm fluorescent bulbs may be used to illuminate the interior of display cases. Neon signs placed inside the display case shall insure low intensity colors.
- g. Signs shall be mounted so that the method of installation is concealed. Signs applied to masonry surfaces should be mechanically fastened to mortar joints only, and not directly into brick or stone. Drilling to provide electrical service should also follow the same rule.

Section 4.11-MUNICIPAL FACILITIES

Municipal facilities, including municipal offices, buildings, and uses (not requiring outside storage of materials and vehicles); libraries; museums and locally designated historic buildings; publicly owned and operated park and recreation buildings, facilities, and structures shall be permitted as authorized and regulated by Federal, State, and local ordinances and laws, it being the intention hereof to exempt such municipal facilities from those regulations governing area, height, placement, and use of land in the City which would not be practical or feasible to comply with.

Although exempt from certain regulations, proposals for construction of municipal facilities shall still be subject to site plan review, it being the intention of the City to achieve efficient use of the land and alleviate adverse impact on adjacent and nearby uses and lands. Municipal facilities shall comply with all applicable regulations that do not affect the basic design or nature of operation of said facilities and shall comply with the following specific requirements:

1. **Lot Size:** The minimum lot size shall comply with the minimum lot size required in the zoning district that the municipal facility shall be located.
2. **Height of Municipal Facilities:** The Planning Commission may permit the height of municipal buildings and accessory structures to exceed the maximum height of the district where the municipal facilities will be located subject to the following design considerations:

- a. Municipal buildings should be preeminently located in/around a community park facility or within a main street commercial area and shall be prominent in a distinct fashion using massing, additional height, contrasting materials, and civic architectural embellishments to obtain this effect.
 - b. Focal points, or points of visual termination, shall generally be occupied by more prominent, monumental buildings and structures that employ enhanced height, massing, distinctive architectural treatments, or other distinguishing civic features.
 - c. Buildings and accessory structures shall be considered in terms of their relationship to the height and massing of adjacent buildings, other buildings located on the site, and in relation to the human scale.
 - d. Municipal buildings shall be a minimum of two stories high.
3. **Spatial Relationships:** More than one principal building and accessory structures may be permitted on the same lot

subject to the following design considerations:

- a. Spatial relationships between buildings and other structures shall be geometrically logical and architecturally formal. On a lot with multiple buildings, those located on the interior of the site shall front towards and relate to one another, both functionally and visually. A lot with multiple buildings may be organized around features such as courtyards, greens, park facilities and uses, or quadrangles which encourage pedestrian activity and incidental social interaction among users. Smaller, individualized groupings of (historic) buildings are encouraged.
- b. Buildings shall be located no closer to each other than state and local building and fire code allow. Buildings shall be located to allow for adequate fire and emergency access.
- c. Where ever feasible, buildings shall be located to front towards and relate to public streets, both functionally and visually, to the greatest extent possible.

Buildings shall not be oriented to front toward a parking lot.



VPS Score 8.8

Civic areas should include visual focal points such as fountains or other grand design features.

4. **Architectural Design:**
Buildings shall generally relate in scale and design features to the surrounding buildings, showing respect for the local context. As a general rule, buildings shall reflect a continuity of treatment obtained by maintaining the building scale or by subtly graduating changes; by maintaining base courses and cornice lines in buildings of the same height; by extending horizontal lines of fenestration; and by echoing architectural styles and details, design themes, building materials, and colors used in surrounding buildings.

Buildings on corner lots shall be considered significant structures, since they have at least two front facades visibly exposed to the street. Buildings

shall avoid long, monotonous, uninterrupted walls or roof planes. Blank, windowless walls are discouraged. Building wall offsets, including projections, recesses, and changes in floor level shall be used in order to add architectural interest and variety, and to relieve the visual effect of a simple, long wall. Similarly, roof-line offsets shall be provided, in order to provide architectural interest and variety to the massing of a building and to relieve the effect of a single, long roof.

Buildings facing a public street or internal open space, shall be architecturally emphasized through fenestration, entrance treatment, and details. Buildings with more than one facade facing a public street or internal open space shall be required to provide several front facade treatments. The architectural treatment of the front facade shall be continued, in its major features, around all visibly exposed sides of a building. All sides of a building shall be architecturally designed to be consistent with regard to style, materials, colors, and details.

All entrances to a building shall be defined and articulated by architectural elements such as lintels, pediments, pilasters, columns, porticoes, porches, overhangs, railings, balustrades, and other architectural features, where appropriate.

5. **Exterior Spaces:** Exterior public spaces, such as courtyards or plazas, shall be designed to function, enhance surrounding buildings, and to provide amenities for users, in the form of textured paving, landscaping, lighting, street trees, benches, trash receptacles, public art, and other items of street/park furniture, as appropriate. Courtyards shall have recognizable edges defined on at least three sides by buildings, walls, elements of landscaping, and elements of site furniture, in order to create a strong sense of enclosure.



VPS Score 5.7

Outdoor spaces can provide public art and other amenities.

Modular masonry materials, such as brick, slate, and concrete pavers, or gridded cast-in-place materials, such as exposed aggregate concrete slabs shall be used, whenever possible, on sidewalks, pedestrian walkways and pathways, and public or semi-public plazas, courtyards, or

open spaces. Asphalt, and non-aggregate exposed concrete slabs should be avoided. Exterior public spaces shall be connected to the public sidewalk/pathway system.

6. **Maximum Building Coverage:** seventy (70) percent.
7. **Minimum Non-Impervious area:** twenty (20) percent.
8. **Minimum Space Between Buildings:** fifteen (15) feet.
9. **Off-Street Parking:** Off-street parking spaces should be located in the rear yard or interior of the lot, where ever feasible. The number of parking spaces provided should be sufficient to provide parking for employees of all facilities as well as visitor parking. Common, shared parking facilities are encouraged where feasible.
10. **Linkages:** A sidewalk/pathway network shall be provided throughout the development that interconnects all municipal buildings and functional areas and common areas. Sidewalks/pathways shall promote pedestrian activity within each municipal area and throughout the municipal complex. Pathways shall be a minimum of five feet wide and expanding to eight feet wide along major pedestrian routes. All sidewalks and other pedestrian pathways shall have appropriate lighting, using poles

and fixtures consistent with the overall design theme for the development.

Bikeways shall be provided, where possible, to link internal open space areas with peripheral open space areas and continuing on routes through peripheral open space areas. Bike racks shall be provided in internal open space areas and recreation areas in the peripheral of the municipal open space.

Section 4.12 - MIDTOWN TAYLOR DESIGN MANUAL

Review of all developments located within the Midtown Taylor Overlay District shall be consistent and compatible with the guidelines found in the Midtown Taylor Design Manual.

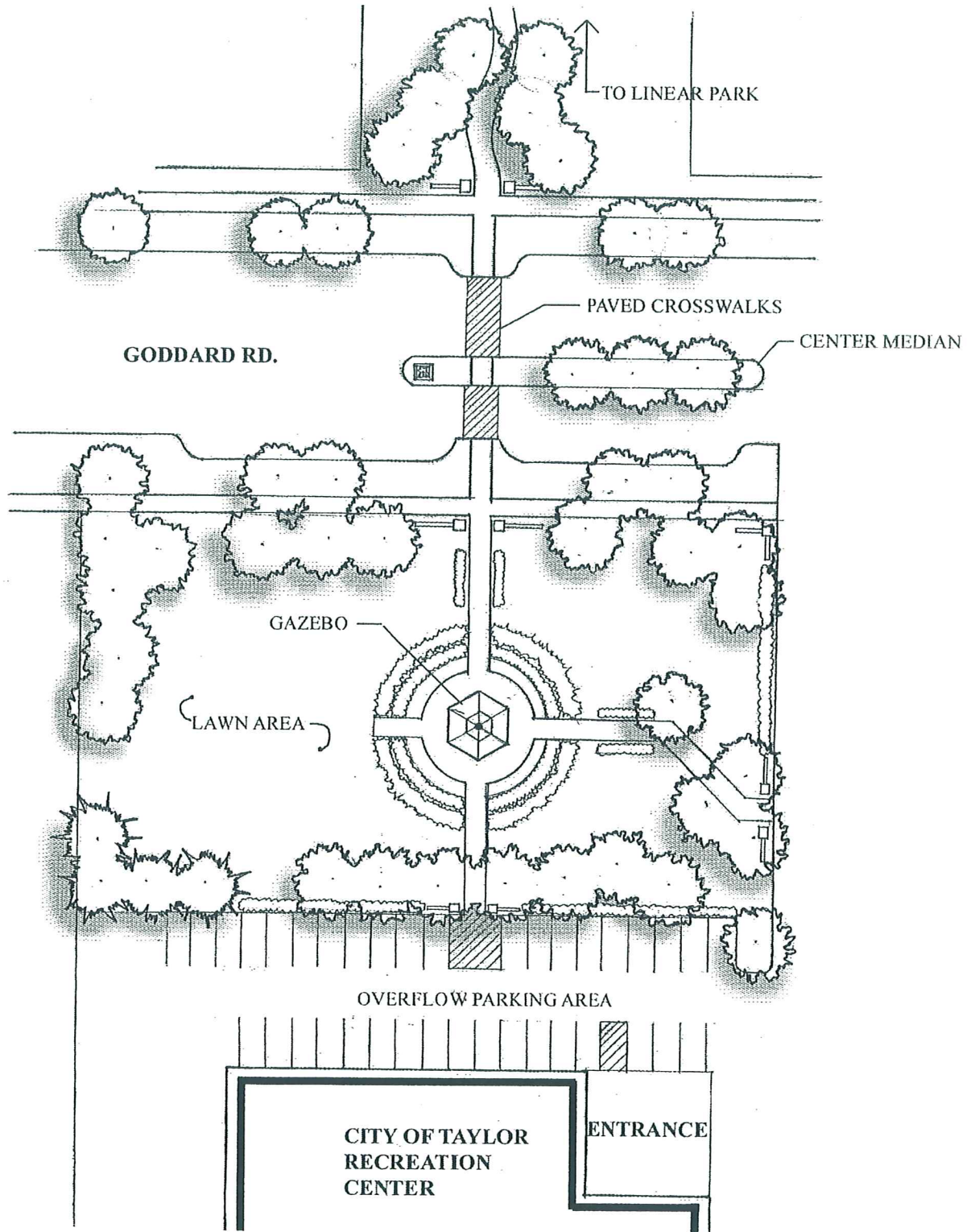
Section 4 .13 -- REOCCUPANCY OF AN EXISTING BUILDING OR A CHANGE OF USE

Reoccupancy Of An Existing Building Or A Change Of Use

In all zoning districts except for single family detached dwellings in the R-1A through R-1C, Single-Family Districts, the following site development standards shall be complied with whenever occupancy permits or Reoccupancy permits in Sections 29.05(4) and 29.05(5) of the Zoning Ordinance are required.

- a. A plot plan as required in Section 29.03 shall be provided to the building department. The building department will review the plot plan and shall ensure compliance with the Zoning Ordinance.

- b. Off-street parking space layout standards, construction and maintenance shall be required.
- c. Compliance with buffer requirements.
- d. Public sidewalks shall be provided along all public street rights-of-way.
- e. Compliance with sign requirements.
- f. Landscaping shall be required. If there is insufficient area on the site to fully comply with Landscaping Requirements, then compliance shall be to that extent which the existing site characteristics allow.
- g. Streetscape furnishings; such as, but not limited to: benches, light poles, trash receptacles, street trees, paves, bikepath, etc. may also be required in accordance with the DDA Plan.
- h. The Board of Appeals may permit a reasonable time schedule to be developed between the petitioner and the City in complying with the necessary improvements to the property.



↑
N FOR ILLUSTRATIVE PURPOSES
 NOT TO SCALE

SEE EXTERIOR SPACES MUNICIPAL FACILITIES
 OF THE MIDTOWN TAYLOR OVERLAY DISTRICT.

PUBLIC SPACE PLAN
 TAYLOR RECREATION CENTER AREA

5. Design Guidelines

5.1 Site Design and Building Orientation

Site design considerations need to address a variety of appearance issues that consider not only the development site itself, but the site's relationship to its surroundings. Building location and orientation, exterior appearance of buildings, parking lot orientation and appearance, and vehicular and pedestrian circulation all need to be considered as part of overall site design.

Building location and orientation on a site are significant design considerations that have a direct relationship to how buildings look and function relative to their surroundings. Design guidelines generally use "build-to" lines for building locations rather than minimum building setbacks that generally appear in local zoning ordinances.

Buildings should be grouped towards the street to form "streetwalls" and located in such a manner to create public space areas that have direct physical and visual connections to the street. The streetwall defines and encloses the street corridor making sidewalks and public space areas more pedestrian friendly and oriented.

Buildings should be oriented to take advantage of a site's natural characteristics including existing topography, drainage patterns, and vegetation. Healthy mature trees and natural water features should be retained as much as practicable as amenities to a site's overall design.

Buildings should be oriented to reduce views from the street of service, storage and utility areas.

- The height, scale and proportion of new buildings should be consistent with buildings on adjacent properties.
- New buildings should be oriented on a site to provide for efficient and safe

circulation between vehicles and pedestrians.

- Orient buildings to pedestrians by locating entrances, windows, signage and displays along the building facade adjacent to the public sidewalk.
- Provide connection to public pedestrian ways.

5.2 Building Design and Architectural Elements

The following criteria is not intended to restrict innovation or variety, but rather to assist in focusing on traditional design principles, which can result in creative solutions that will develop a satisfactory visual appearance within the district, encourage economic development, and promote general public health, safety and welfare:

- Traditional architectural style is encouraged. Evaluation of the appearance of a project shall be based on the quality of its design and relationship to adjacent buildings.
- Buildings shall have good scale and be in harmonious conformance with permanent neighborhood development.
- Materials shall have good architectural character and shall be selected for harmony of the building with adjoining buildings or the traditional theme of the district.
- Materials shall be selected for suitability to the type of buildings and the design in which they are used. Buildings shall have the same materials, or those that are architecturally harmonious, used for all building walls and other exterior building components wholly or partly visible from the public way.
- Materials shall be of durable quality. Inappropriate materials and methods, which produce inconsistency with the building itself shall be avoided. A well-defined cornice or fascia shall be used to create a strong roofline, which

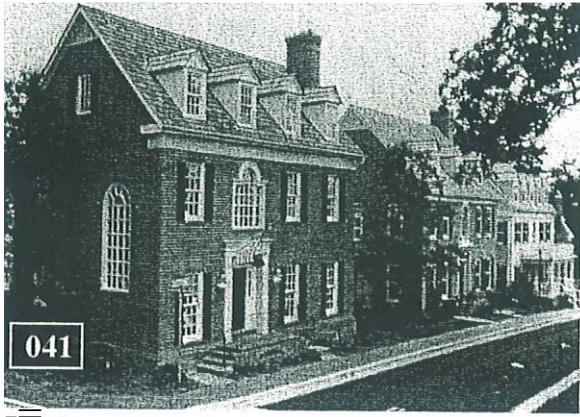
visually "caps" the building, gives the facade a finished appearance, and helps to unify buildings within the block.

- In any design that the structural frame is exposed to view, the structural materials shall be compatible within themselves and harmonious with their surroundings.
- Building components, such as windows, doors, eaves, and parapets, shall have good proportions and relationships to one another.
- The size and shape of windows, and the rhythm of the window pattern, shall accentuate the architecture of the building and help to relate to the adjacent streetscape.
- Storefronts shall contain one or more of the following: a continuous band of display windows, sign frieze, and awnings to create a series of strong horizontal lines that link buildings within a block together. The design of the storefront can play a key role in creating a visual interest and activity at street level by providing an inviting entrance and an attractive display of merchandise.
- Within the architectural frame, the largest possible amount of window display area (within traditional parameters) shall be provided to attract customers by maximizing the visibility of goods and services. Thus, display windows shall not be filled or covered with signage and the rear of interior display cabinets or shelving.
- A well designed entrance shall read as the focus of the lower facade. Recessed entrances are encouraged when they add to the definition of the facade. The style of the entrance door (and its hardware) shall remain consistent with the architectural character of the building's facade.
- Colors shall be harmonious and shall use only compatible accents.
- Mechanical equipment or other utility hardware on roof, ground, or buildings

shall be screened from public view with the materials harmonious with the building, or they shall be so located as not to be visible from any public ways.

- Exterior lighting shall be part of the architectural concept. Fixtures, standards, and all exposed accessories shall be harmonious with building design. Monotony of design shall be avoided. There shall be no long and blank building facades.
- Signs shall have good scale and proportion in its design and shall be designed as an integral architectural element of the building. The lintel, which separates the upper facade and the storefront's display window is the best possible location for business identification signs. Awnings shall fit proportionately with the building and at no point extend above the lintel for one-story buildings and the roof line for two or more story buildings.
- Lettering on the awning shall only be the name of the business or the address and shall count as signage.
- Traditional, simply designed fabric awnings are permitted. Backlit awnings are prohibited except at entrance ways where a one (1) foot candle is permitted at grade. All gas and electric meters, down-spouts, and other appurtenances shall either be incorporated internally into the structure or be of similar color and or materials to the principal structure.
- Accessory buildings and structures shall be compatible with the materials and colors of the principal structure.

5.3 Vehicular Access Management and Parking



VPS Score 6.3

Buildings should be oriented to "address" the street and compatible in scale, materials and style.

The objective with regards to vehicular access management and circulation is to maintain an acceptable level of service for efficient traffic flow by limiting unnecessary turning movements, curb cuts, sightline problems and other potentially unsafe roadway conditions. Access management must also provide for safe, separated pedestrian movement in relation to vehicular movement. Parking, both on-street and off-street, is also an important component of access management.

- Site entrances and exits should be designed to provide for smooth traffic flow into and out of a site and movement within parking lots.
- The number of driveways to a site should be kept to a minimum to reduce potential conflicts. Driveways should intersect the adjoining road at a right angle for maximum visibility and safety.
- Entrances and exits should be attractively designed, signed and landscaped to better delineate areas as access locations.
- On-street parking should be considered in the design process as an effective traffic-calming technique. On-street parking facilitates traffic calming by slowing down vehicle traffic and acting as both a physical and psychological barrier for

pedestrians between the street and adjoining sidewalks.

- Off-street parking areas should encourage the consolidation of rear parking lots and the use of shared driveways wherever possible in order to limit the number of access points or curb cut locations to a site.



VPS Score 6.2

On-street parking contributes to the image of a traditional downtown area.

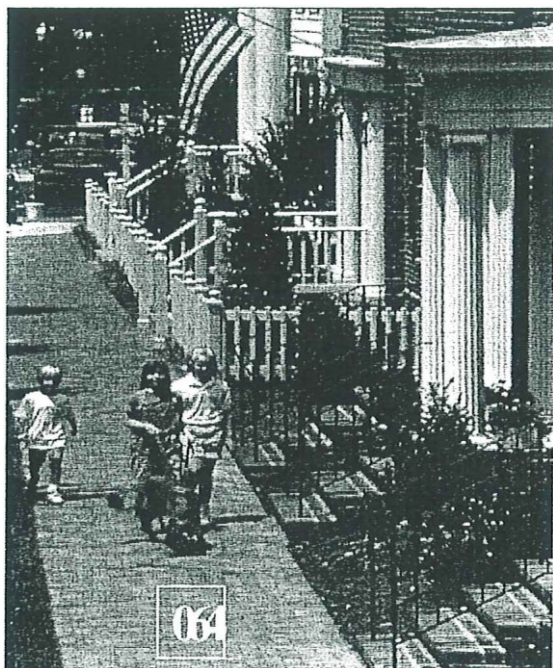
- Off-street parking areas should be screened from street frontages and adjoining residential properties by low walls, berms or dense landscape plantings or combinations of these elements.
- The design of large parking lots should include perimeter landscaping and landscaped islands.

5.4 Pedestrian Circulation

The design of new developments and redevelopment projects must provide for a safe and attractive pedestrian environment. Street networks must be designed to be pedestrian-friendly by providing for the safe separation of pedestrians and non-motorized means of transportation from vehicular traffic circulation systems.

The eventual development of an integrated network of sidewalks, pedestrian paths and non-motorized trails throughout the DDA Development District will encourage pedestrian use and reduce reliance on motorized means of travel.

- Sidewalks should be provided to connect all new developments or redevelopment projects to adjacent land uses.
- All sidewalks and walkways should be designed to be barrier-free.



VPS Score 6.8

A pedestrian - friendly environment must be both safe and attractive.

- Sidewalks should be provided between the public sidewalk and the primary entrances of buildings.
- Provide for amenities along pedestrian pathways including benches, trash receptacles, water fountains, shade trees and flower beds.
- Changes in paving materials and varying pavement textures and colors should be used to visually separate pedestrian use areas from vehicle routes.

- Provide for on-street parking and the use of street trees and other vertical elements (bollards, lampposts, plantings, etc.) as effective buffers between sidewalks and vehicular traffic.
- Lighting standards along pedestrian routes should be pedestrian-scale, typically 10 to 12 feet in height and ornamental in appearance.

5.5 Landscape Design

Landscape design not only improves the appearance of a development site, but can be used effectively in determining how that site functions for both pedestrians and motorists. Plant materials and hardscape materials (masonry) can serve to highlight points of entry to a site, a neighborhood, or a district and help to identify pedestrian and vehicular circulation routes.

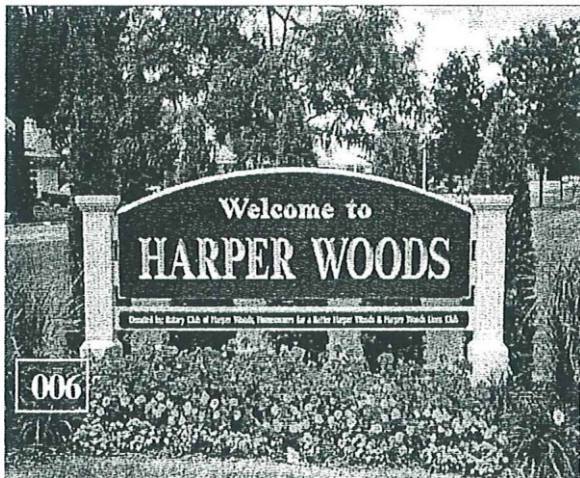
Landscaping should be used to accentuate building entrances, pedestrian corridors and building features. Landscape designs often do not realize their full potential and effectiveness due to several factors including: using an insufficient amount of materials, primarily plants; poorly designed landscape plans that use incompatible materials; and a lack of adequate maintenance.

- All new development should include a landscaping plan as part of the overall site design process. Landscaping should not be an afterthought to a site or building design.

Landscaping should accentuate building form, color and texture. Foundation plantings should be used around all buildings.

Plant materials and hardscape elements (concrete, brick pavers, etc.) should be used creatively to delineate and highlight building and site entry points as well as gateways into neighborhoods and districts.

- Landscaping should be used to define parking areas and vehicular and pedestrian circulation routes.
- Perimeter landscaping should be provided along property lines where there is a change in land use, particularly along adjoining residential properties.
- The use of native plant materials should take precedence over exotic or non-native plants. Invasive plant species should not be used. Excessive varieties of plant materials should be avoided in favor of creating an attractive cohesive design. Year-round effectiveness of plantings must be considered and should include a mix of deciduous and evergreen trees and shrubs.
- Landscape designs should incorporate into the design of a site existing, desirable trees and shrubs, particularly healthy, mature trees and woodlands found on site.
- Developers are encouraged to use the services of professional landscape architects and designers.



VPS Score 6.0
Landscaped and well-maintained gateways announce entry into areas of civic pride.

5.6 Buffers and Screens

Physical buffers and visual screens between different, adjoining land uses are critical design

elements that should be utilized to reduce undesirable visual impacts. In highly developed



VPS Score 2.4
Combinations of materials can be used to separate parking areas and pedestrians.

urban areas visual screens should be a combination of structural elements (walls and fences) and non-structural, natural elements (berms and plantings).

- Structural screens should appear as extensions of a building's design repeating architectural features including building materials, textures and colors.
- Screening walls should not be painted, but constructed from high quality, relatively low cost, long-lasting materials.
- A combination of structural screens and natural landscape plant materials should be provided between parking lots and sidewalks or other pedestrian use areas.

5.7 Utilities and Storage

Utility areas may include electrical and gas distribution areas, transformers, meters and air-conditioning units. Utilities may be located at ground level or rooftops.

Storage areas may include trash collection locations (dumpsters), loading and unloading docks and bays, service bays and outdoor storage

locations. Ideally all utilities and storage areas should be located at the rear of buildings and visually hidden from major streets and pedestrian areas.

- Rooftop utilities should be effectively hidden from the view of motorists and pedestrians at street level. Rooftop screens should be consistent in materials, color and texture with exterior building design.
- The use of natural plant materials (trees, shrubs and perennials) should be encouraged to screen ground level utilities and storage areas as part of an overall site landscaping plan.
- High quality decorative fencing or masonry materials should be used to screen trash disposal (dumpsters) and other outdoor storage areas from adjoining residential properties.

5.8 Public Spaces

The provision of public open space areas becomes more and more of an important social issue as land use density in urban areas increases. The need for open space may be especially significant to the elderly and children since they often do not have complete mobility to travel any length of time or distance to get to open space areas.

Public spaces include parks, sidewalks, plazas, atriums, courtyards, ten-aces, alleyways, parking areas, public gardens and public art displays (see illustration: Public Space Plan). Design guidelines are meant to insure that public areas are not only available to the public, but that these areas are safe, comfortable and accessible to all citizens. Public spaces must be useable. Public spaces contribute positively to a city by encouraging social interaction and promoting a sense of community.

- Small parks, pocket parks and plazas should be an important consideration in overall building and site design as places for public gathering and socializing.

- Size, dimensions, elevations, proportions, materials, textures, colors, safety, protection from weather extremes, lighting, shadows and visibility from the street are all important considerations in the design of public spaces.

5.9 Lighting

Lighting features should complement building design and be consistent in appearance throughout a site development. However, as with the use of other design elements creativity in design should be encouraged to avoid too much uniformity that results in visual monotony.

- Lighting should be used to enhance landscaping, building features and textures, pedestrian areas, public spaces, building entrances and entry points.
- Illumination levels should be consistent with neighborhood ambient light levels.
- Lighting fixtures should direct light downward in most applications to limit the amount of light escaping off-site, except in situations where low-level lighting is used specifically to highlight landscape features, buildings and pedestrian walkways.
- Adequate lighting to provide for safety and security reasons should be incorporated into the building and site design process.
- Floodlights and the use of other high intensity lighting is discouraged.

5.10 Signage

The location, size, design, materials and lighting of signs should be part of a development site's overall design. Signage should enhance a building's architecture and complement a site in terms of consistency with building scale and architectural styles. Signs should not appear as an afterthought to a site's design.

- Wall signs or low-profile signs are preferred over pole-mounted or projecting signs.
- Wall signs incorporated into a building's facade should be limited to one for each side of the structure to prevent visual clutter.
- Colors and materials of signs should be consistent with building colors and materials.
- Lighting should be adequate to enhance the sign's overall appearance. Intense lighting that produces glare should be avoided.

5.11 Maintenance

Continual maintenance and upkeep of buildings and grounds are necessary to realize the full benefits of good site design. The selection of materials in site and building design is perhaps one of the most important phases in the design process. Materials should be selected for their longevity, durability and ease of maintenance as well as their appearance. Detailed site and building design should consider avoiding design configurations and features that may accumulate debris, leaves, trash, dirt and rubbish.

6. Pedestrian Amenities Plan

It is the goal of the Taylor Downtown Development Authority to create a pedestrian-friendly atmosphere throughout the Goddard Road corridor and DDA Development District. In order to accomplish the goal of making the Midtown Taylor area a highly "walkable" and desirable part of the community a series of actions will need to be taken, both to improve the pedestrian scale of the corridor and provide amenities to encourage pedestrian activity.

An interconnected network of sidewalks and pathways throughout the Development District will encourage pedestrian activity and the use of non-motorized means of travel. The benefits realized by creating a "walkable" community will include less reliance on the automobile, a healthier citizenry, greater social interaction among neighbors and visitors, increased retail opportunities, and a strengthened sense of community.

6.1 Sidewalks and Crosswalks

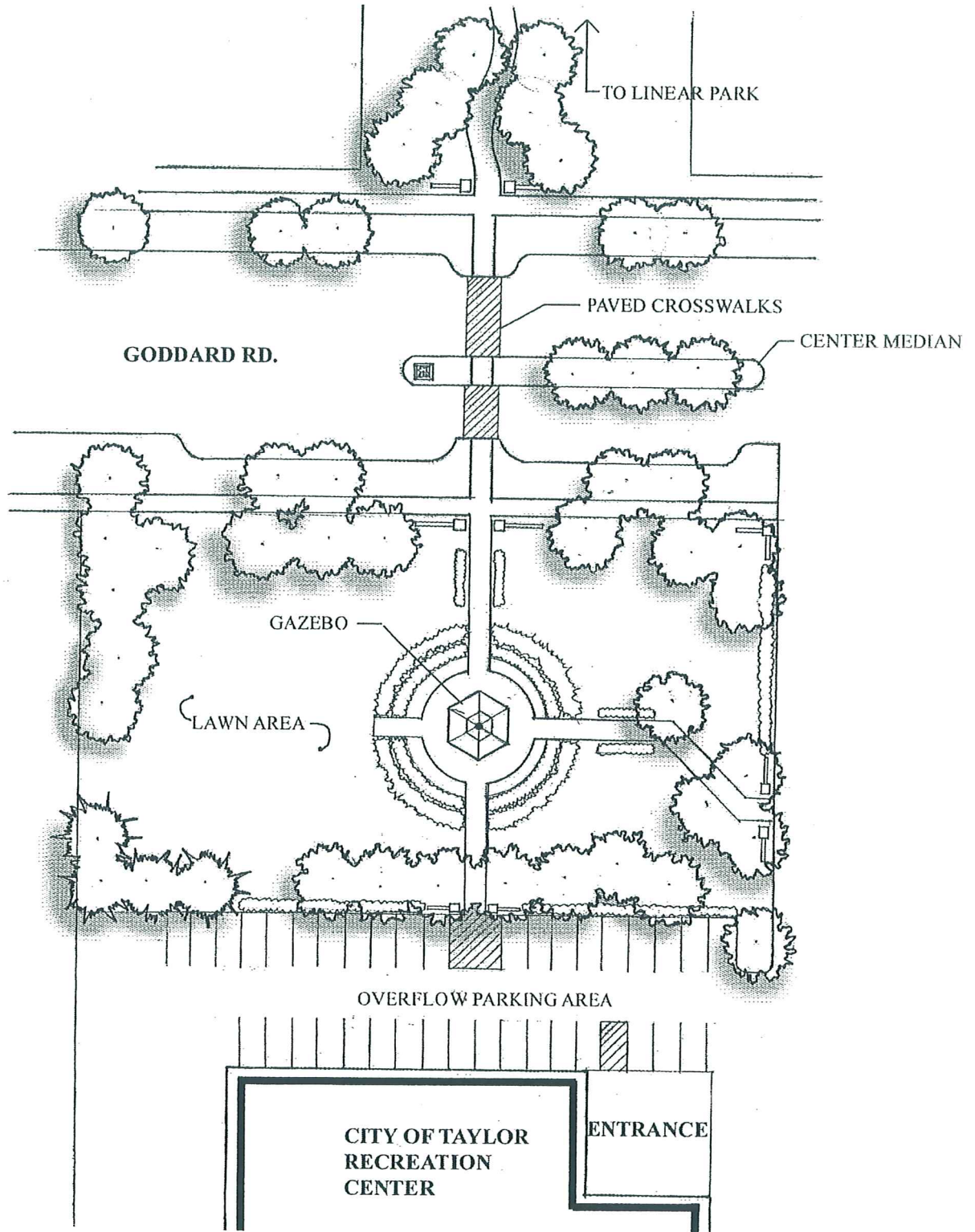
The mixed land use development patterns within the Development District must be supportive of pedestrian-oriented activities. Therefore, it becomes very important that the design of new development and redevelopment projects within the District create physical linkages between different land uses via a continuous network of sidewalks and pathways. Mixed land use patterns are encouraged within the District since such uses are generally supportive of walking and neighborhoods are perceived as safer and friendlier.

An effective pedestrian amenities plan must provide for improvements and continued maintenance to sidewalks and other pathways within the public right-of-way. All improvements to these public facilities must comply with the accessibility standards of the Americans with Disabilities Act (ADA), be barrier-free, and

designed to accommodate all age groups, particularly children and the elderly.

Crosswalks at major intersections within the District should be well-marked to alert motorists of pedestrian activity and provide readily identifiable crossing points for pedestrians. All signalized intersections should have marked crosswalks. Changes in pavement color and texture at important intersections, such as the intersection of Goddard Road and Pardee Road, will help to signify the importance of this intersection as an area of significant pedestrian activity (see illustrations).

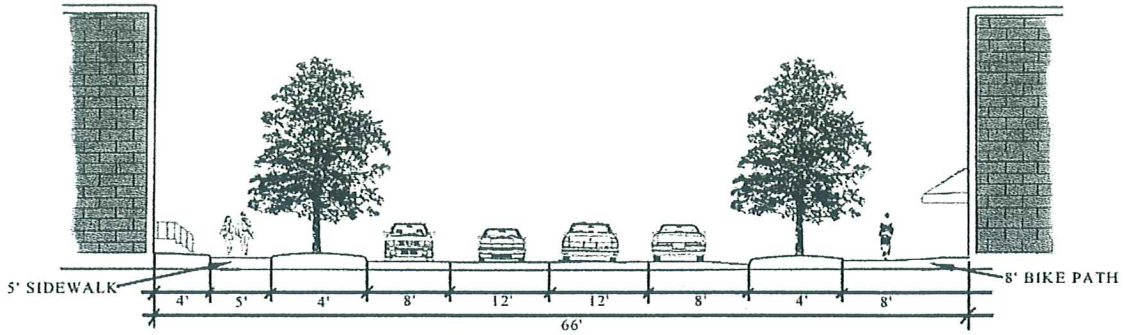
1. Sidewalks in the Midtown Taylor area should be provided along both sides of a street within the public right-of-way.
2. Sidewalks should provide landscaped edges between the curb and the street.
3. Sidewalks should be constructed of concrete and a minimum width of 5 feet, with the exception of areas of high pedestrian activity where the width should be a minimum of 8-12 feet.
4. Sidewalks should be provided at all new developments, including commercial, retail, business and residential areas. Sidewalks should connect private property to sidewalks along the public right-of-way.
5. Sidewalks should be provided to all primary building entrances for all new developments and redevelopment projects.



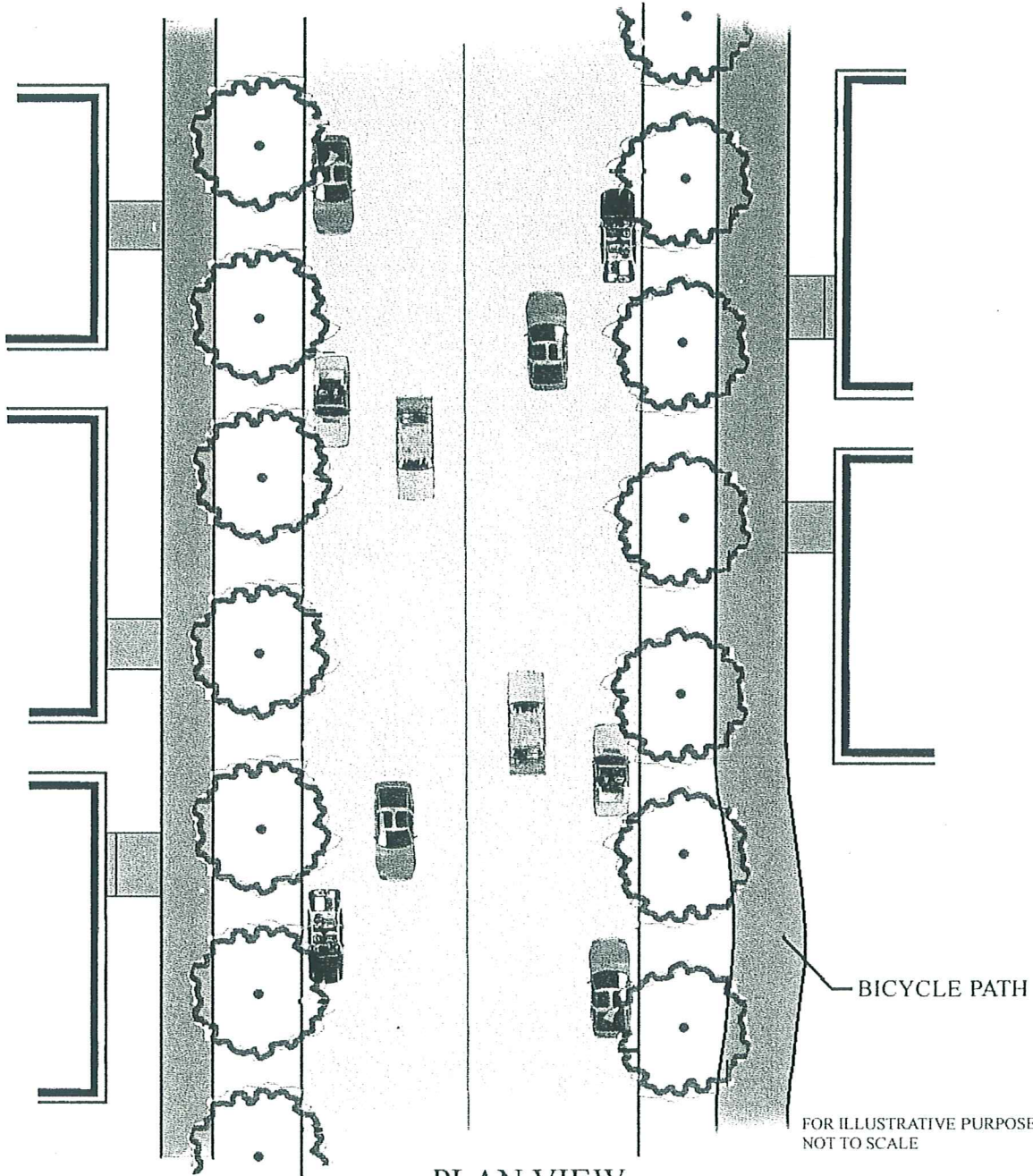
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NOT TO SCALE

SEE EXTERIOR SPACES MUNICIPAL FACILITIES
OF THE MIDTOWN TAYLOR OVERLAY DISTRICT.

PUBLIC SPACE PLAN
TAYLOR RECREATION CENTER AREA

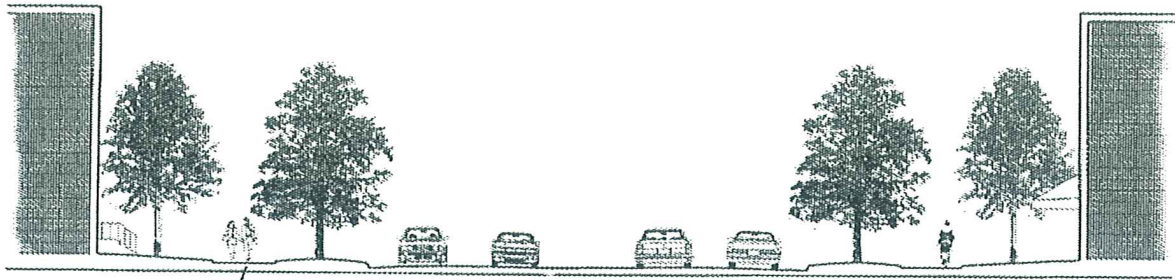


TYPICAL CROSS-SECTION



PLAN VIEW

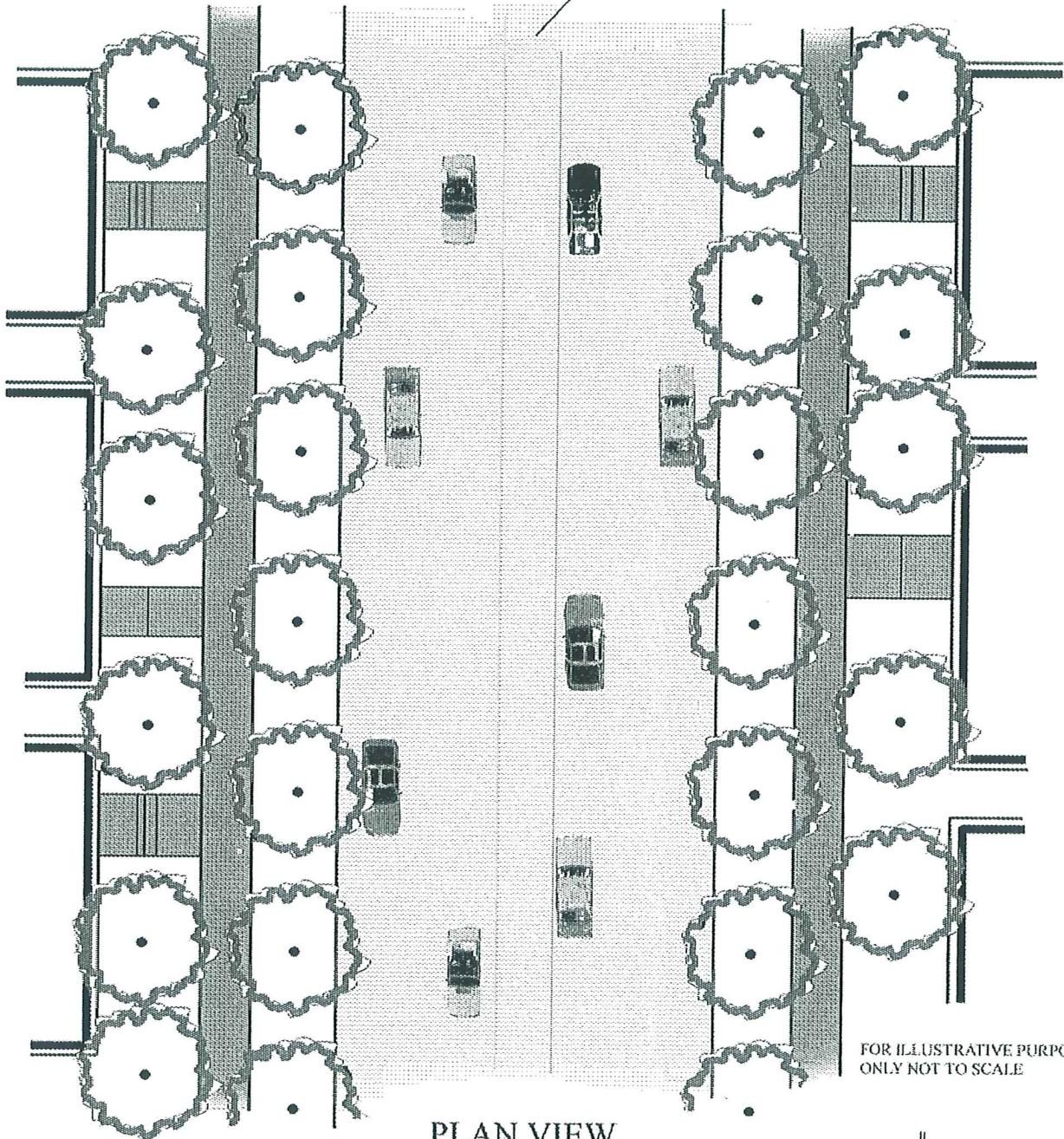
PARDEE ROAD SOUTH OF GODDARD ROAD
TRANSITION ZONE



5' SIDEWALKS

TYPICAL CROSS-SECTION

CENTER TURN LANE

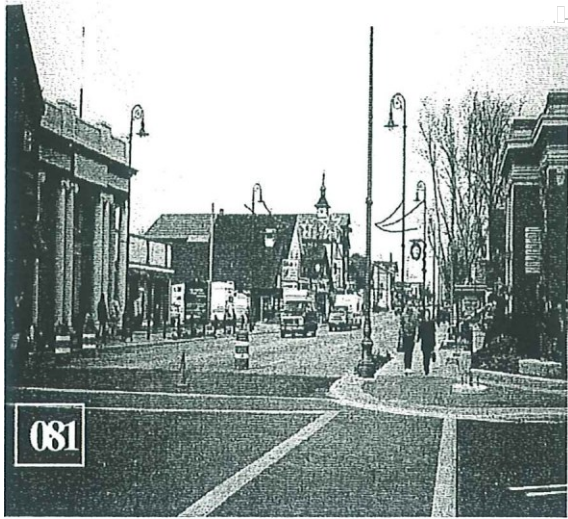


FOR ILLUSTRATIVE PURPOSES
ONLY NOT TO SCALE

PLAN VIEW

GODDARD ROAD NEAR WILLIAM ROAD

RESIDENTIAL AREA



VPS Score 5.8
Crosswalks should be well-marked to promote pedestrian safety.

6.2 Street Lighting

Street lighting objectives are different for motorists and pedestrians. High intensity lighting, mounted on light standards of considerable height are meant to illuminate roadways for safe vehicular travel. However, lighting intended for motorists sometimes creates an uncomfortable or undesirable pedestrian atmosphere. Street lighting that encourages pedestrian activity and comfort should include low-angle pedestrian-scale lampposts that illuminate full spectrum light for more realistic night time colors and less glare. Generally speaking, lamppost heights of 8 to 12 feet are most effective in creating a pedestrian-friendly atmosphere.



6.3 Street Furnishings

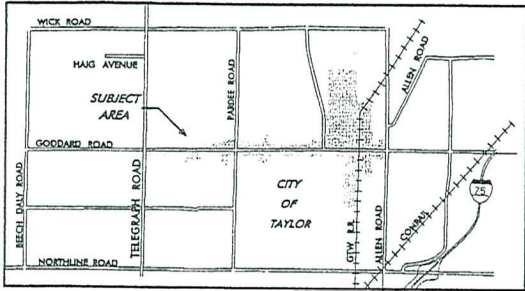
Street furniture and pedestrian amenities should be included along major pedestrian routes, such as along the entire length of the Goddard Road corridor between Telegraph Road and Allen Road. Street furnishings are an important component of a pedestrian amenities plan and may include things such as benches, trash receptacles, flower boxes, planters, bus shelters, kiosks, bollards and lampposts.

Benches are particularly important because they offer the elderly and disabled places to rest. Benches and other amenities should be placed at pre-determined intervals perhaps as often as the equivalent of the distance walked every 5 to 10 minutes (see Pedestrian Amenities Plan). Street furnishings should be designed as part of an integrated, well-conceived streetscape plan. As such, many street side amenities should be accompanied by street trees, for shade and comfort, and street lighting for pedestrian safety.

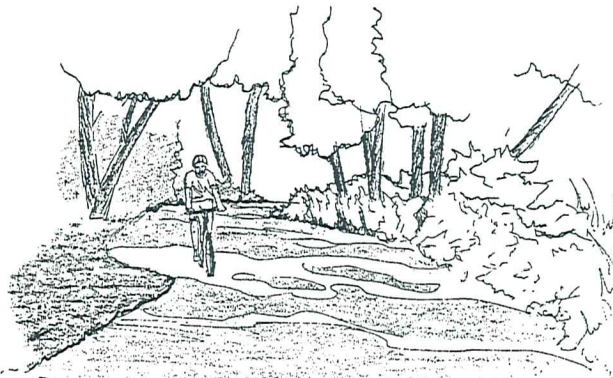
6.4 Gateways



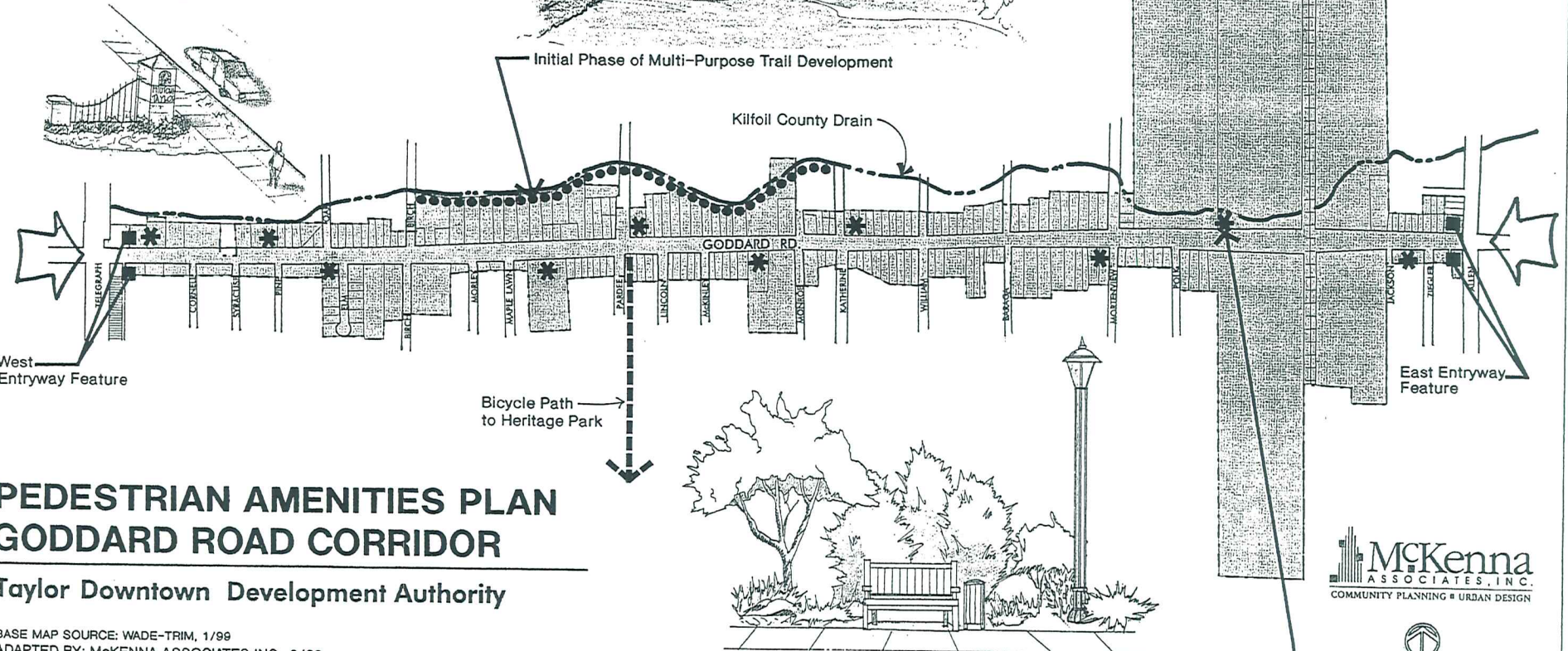
VPS Score 6.2
Shade trees and other amenities can offer a necessary rest area for pedestrians.



VICINITY MAP



Initial Phase of Multi-Purpose Trail Development



West Entryway Feature

Kilfoil County Drain

GODDARD RD

Bicycle Path to Heritage Park

East Entryway Feature

**PEDESTRIAN AMENITIES PLAN
GODDARD ROAD CORRIDOR**

Taylor Downtown Development Authority

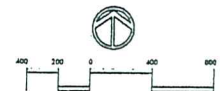
BASE MAP SOURCE: WADE-TRIM, 1/99
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Wade-Trim



Approximate Locations of Benches and Pedestrian Rest Areas

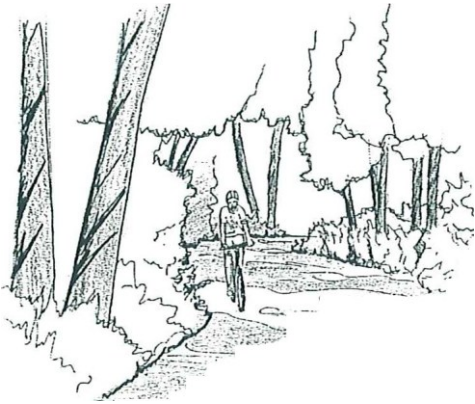
McKenna
ASSOCIATES, INC.
COMMUNITY PLANNING • URBAN DESIGN



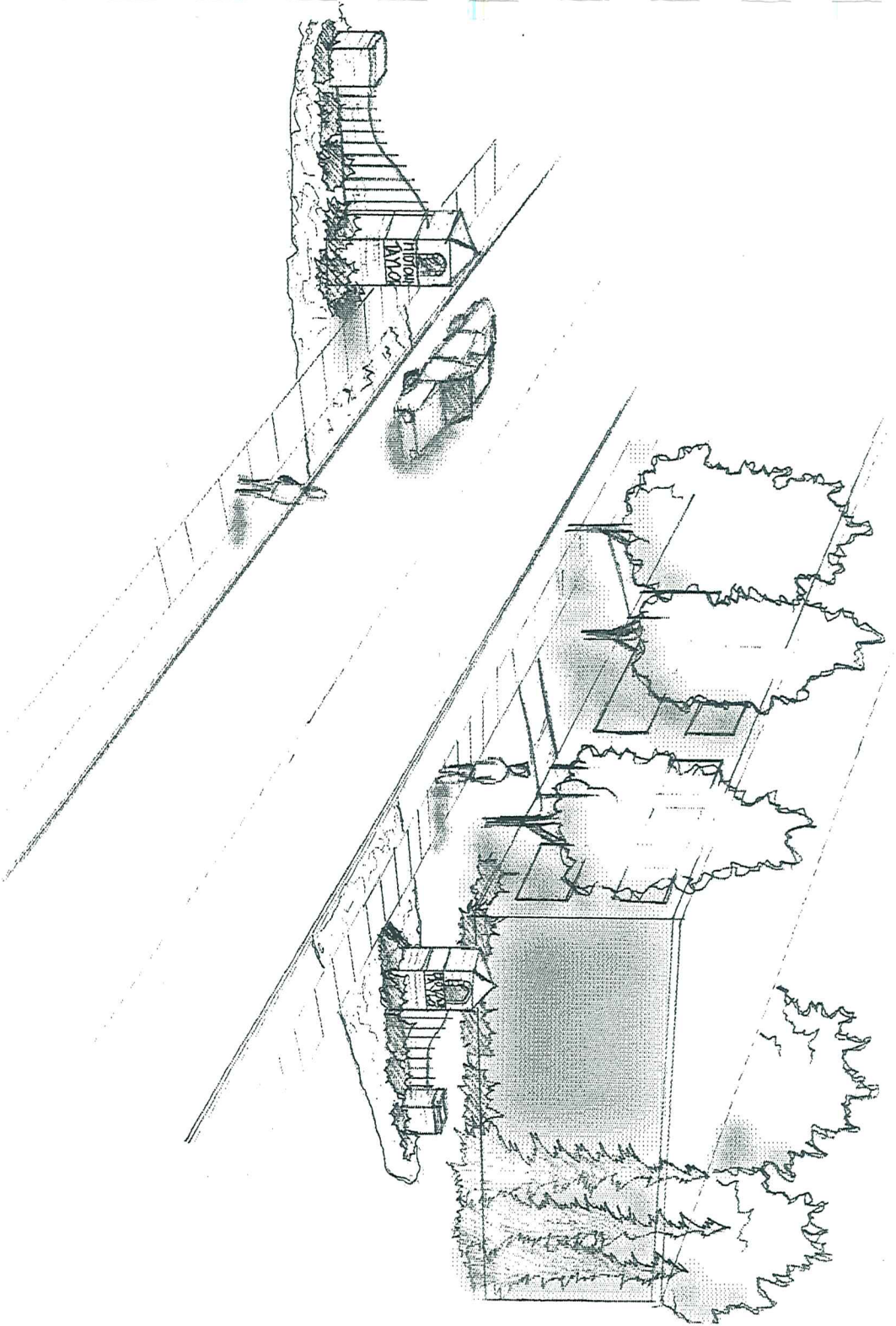
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6.5 Non-motorized Trails

A network of pedestrian paths and sidewalks should also include trails and paths that are usable by bicyclists or specifically dedicated to bicycle use. This network should link residential areas, municipal facilities, schools, commercial and retail establishments, parks and nature areas as destination points.



Trail development is particularly important along greenway corridors and travel routes that link open space areas. The development of a continuous greenway and multi-purpose trail system along the Kilfoil Drain north of Goddard Road would provide an attractive recreational asset to the Midtown Taylor area. The value of such a trail system would be further enhanced if it directly links to public sidewalks throughout the Development District. Where trails cross major streets and sidewalks within the public right-of-way there are design opportunities to provide small pocket parks, shelters, parking areas, kiosks and interpretive signage.



GODDARD ROAD CORRIDOR
ENTRYWAY FEATURES

Midtown Taylor Goddard/Pardee C Taylor DDA, City of Tay

Residential Town Homes,
Condominiums, Row Housing

Common Green Space

Pedestrian Trail

Urban Plaza With Sculpture

Urban Streetscape

On-Street Parking

Novelty/ Specialty Retail
Zero Setback

Urban Park/ Plaza With
Gazebo

Landscaped Parking Lot
To Be Used For Municipal Uses
(e.g. Farmers Market, Art Fair, etc.)

Existing Retail Plaza

Multi-Purpose Trail With
Connections To Sidewalks

Greenway Corridor
Throughout DDA District

Landscaped Parking Areas
Provide Screen Wall

Clock Tower/ Vertical
Element; Seating, Landscaped
Plaza, Include District Name

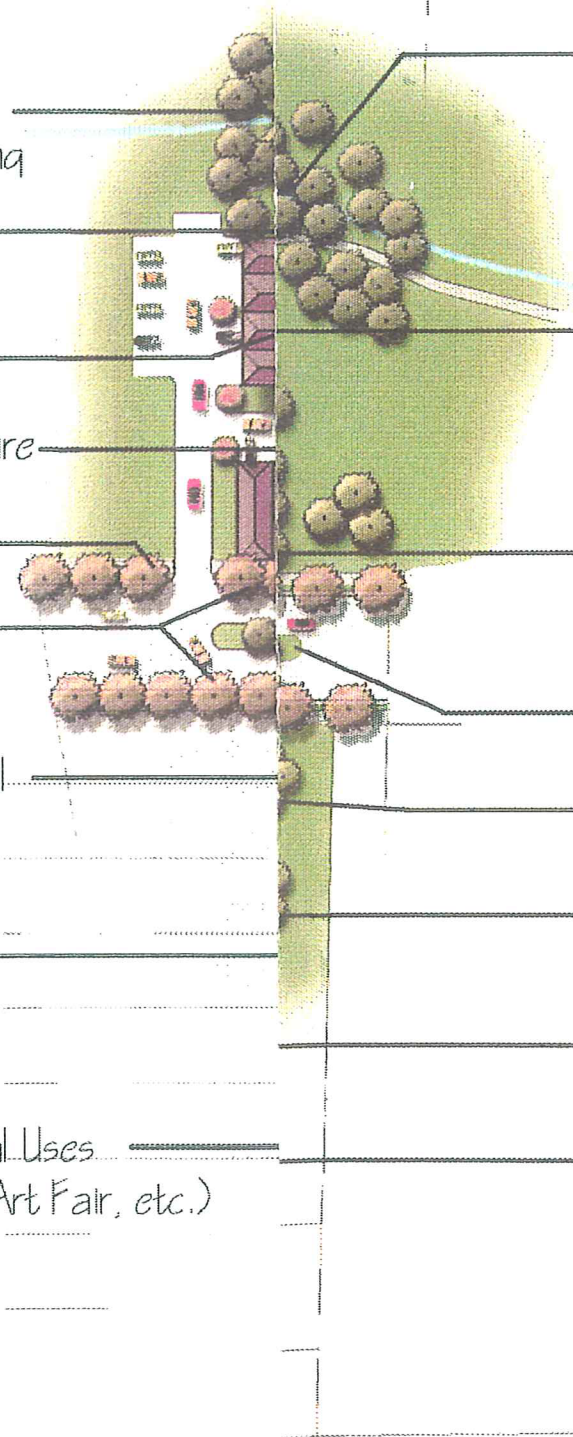
Landscaped Boulevard

Restaurant

Paved Intersection With
Crosswalks

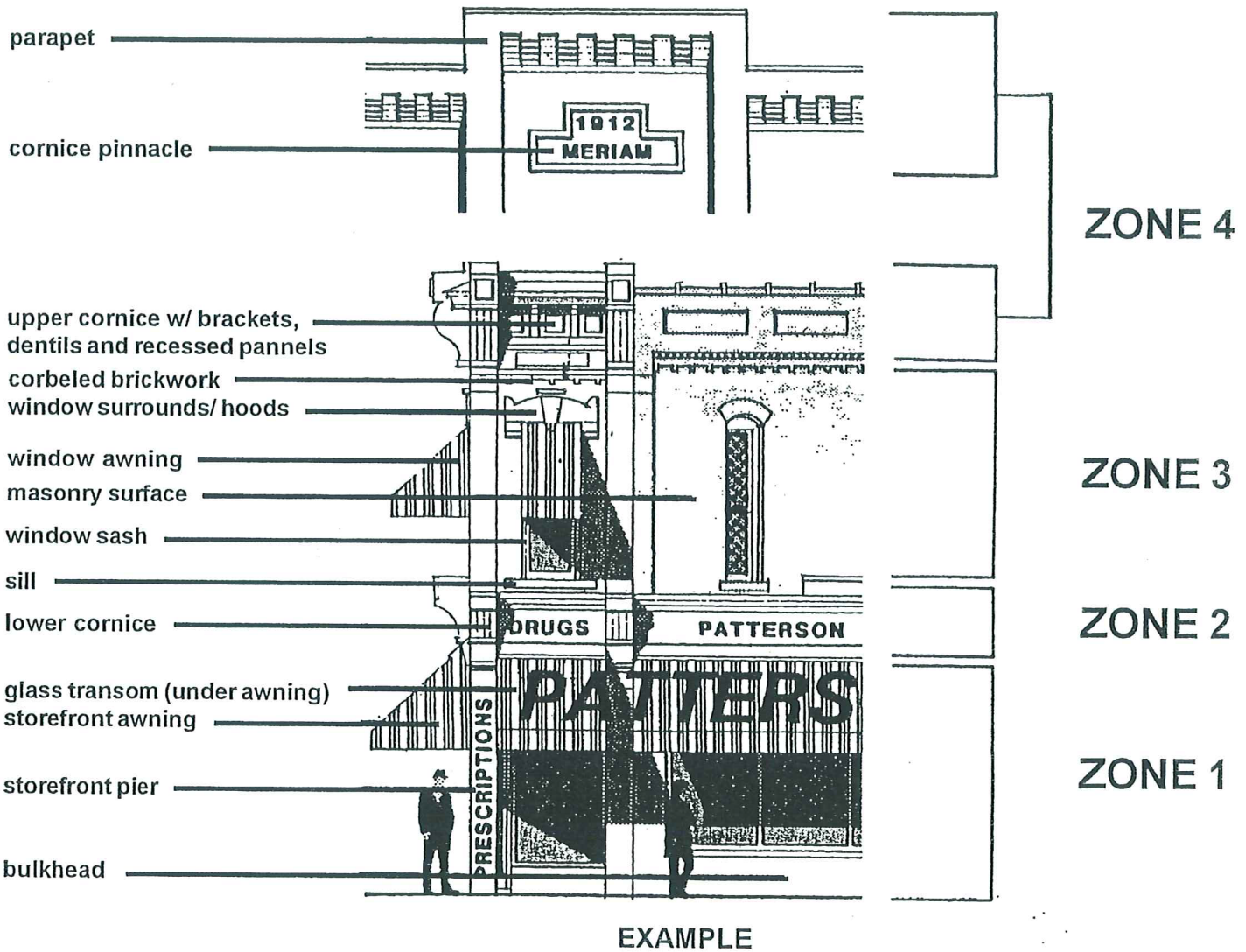
Linear Park

Bike Path to Heritage Park



Appendix A

Building Terminology and Facade Zones

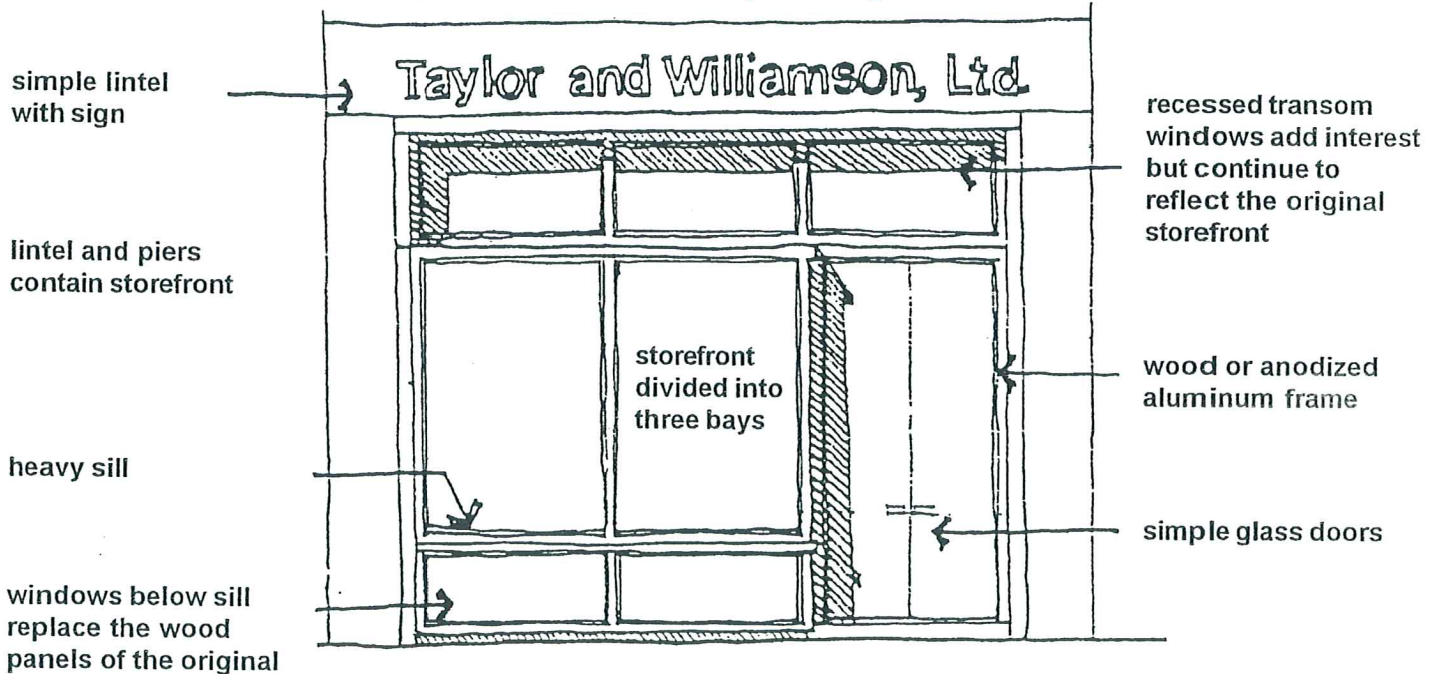


Storefronts

Simplified Traditional Storefront



Appropriate Contemporary Storefront



Parts of a Commercial Building

The Facade

ornamental cornice forms a cap to the building

double-hung windows on upper floors; type varies with style

continuous lintel separates upper floors from storefronts



pilasters are used in some of the styles to express the structural bays of the building; windows are grouped between them

storefront is contained under lintel and between masonry piers

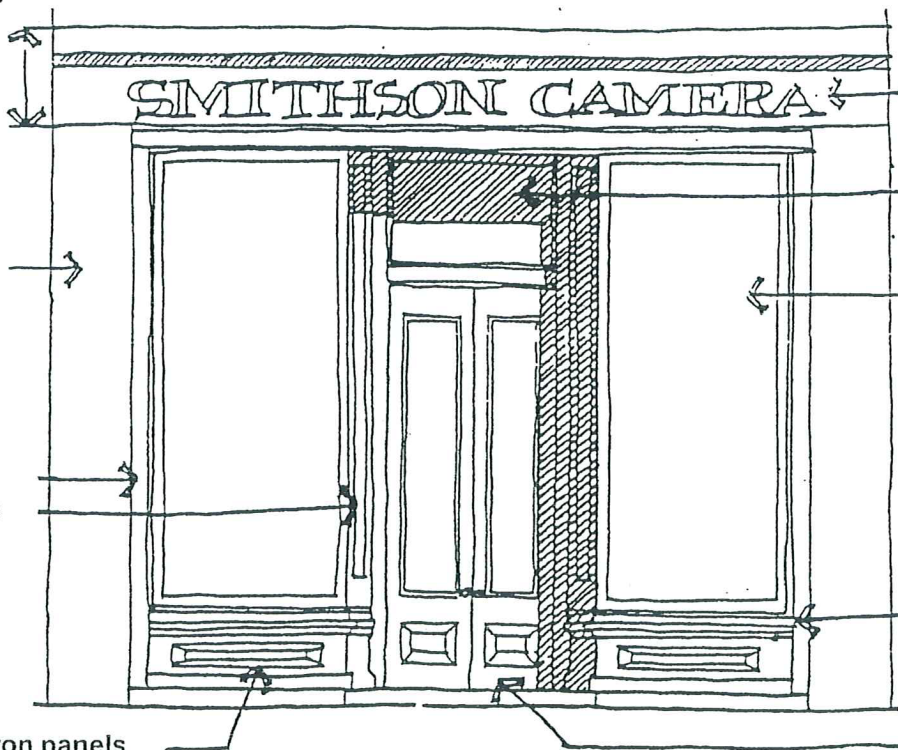
The Storefront

lintel separates upper from ground floors

masonry piers are carried down from upper floors

wood or cast iron columns form the structure of the storefront

wood or cast iron panels



signs may be located on lintel

transom windows over doors

storefront windows have vertical proportions, may have transom windows above

heavy sills

wood and glass paneled doors

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Notes:

