

Urban Design Manual

*Downtown District
City of Warren, MI*

JJR

July 2005

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Section A - Introduction

As the City of Warren continues to evolve and mature, it is increasingly clear that a downtown would bring vitality, needed retail and residential options to the City. As the third largest city in Michigan, Warren does not have a central location to celebrate a big school victory, honor important dates, or relax with family and friends at an outdoor cafe. Downtowns are the intuitive place to go when you want to be with other people. They act as the focal point for a community and help to form and reflect its identity.

In creating a downtown, Warren also has the opportunity to provide its residents new housing alternatives that complement existing residential development. Loft style housing, high rise apartments, urban town homes, and live-work units all need a downtown to make them work. By diversifying residential options, Warren residents and employees are more likely to stay in the community throughout life's many phases and cycles.

Evolution of Warren's Downtown District

In 1966, the City embarked on the creation of a civic center that envisioned an arena, a major shopping center, and residences surrounding a new governmental complex. The location was great – right across from GM's newly built Technical Center, but the approach and layout never allowed for the creation of a true meeting place. Each building had its own parking lot and was accessed by wide roads. As the City of Warren grew, the parking lots of the Civic Center grew as well, making accessibility between the buildings even more difficult for pedestrians and vehicles. It became a place for quick transactions, but not civic interaction.

As communities around the nation once again embrace urban solutions, Warren seeks to bring new life back into its civic center. In the spring of 1999, the City embarked on a comprehensive planning effort to more effectively build the dream that started in 1966. Through a series of public workshops, the entire community was invited to share their thoughts on what makes a great downtown. The final product of the community workshops is the *Downtown Development Authority Primary Corridors Design Study* published in 2002, documenting the community's desires for a dense mixture of uses, building types and experiences for its downtown. The following guiding objectives, derived from the public workshops, are the foundation for the vision of Warren's new downtown:

1. Create a pedestrian based, densely built neighborhood with many retail establishments, places of employment, and residential options.
2. Encourage shared parking solutions.
3. Establish a series of safe and accessible public spaces.
4. Offer a four season, full day environment that welcomes everyone.
5. Create Warren's focal point.

The next step in the evolution of the Downtown District was to establish a network of streets to accommodate urban development. In 2004, the Streetscape Design Guidelines were created to define a hierarchy and standards for all streets within the Downtown District (see Figure 1).



Streets are the lifeblood of any downtown. Vehicular circulation is a factor in defining street and block patterns and land use placement. Each downtown street type has specific dimensions, sidewalk and planting treatments, and parking configurations. By determining how and where vehicular and pedestrian traffic can circulate, the street designations become the foundation for the Urban Design Manual. As designated within the Streetscape Design Guidelines, there are four major street types within the new downtown:

Primary Streets:

Highly visible, primary streets are commercial and civic-oriented routes where high levels of pedestrian and vehicular traffic are expected. Adjacent land uses for primary streets will be typically commercial and civic on lower levels, with a mix of office and residential options on the upper floors. Primary roads act as gateways into the downtown from Van Dyke Avenue, and also link Downtown District neighborhoods.

Secondary Streets:

Secondary streets are expected to have moderate levels of pedestrian and vehicular traffic. Uses found along secondary streets are similar to primary, but with less intense commercial activity expected. Secondary streets offer additional connections to Van Dyke Avenue and routes through the downtown creating an efficient traffic pattern throughout the Downtown District.

The Van Dyke commercial access lanes are intended to encourage the development viability of parcels bordering Van Dyke. This will provide vehicular and pedestrian circulation and parking on the west side of the adjacent mixed- use development parcels. Van Dyke commercial access lanes warrant a level of expenditure comparable to secondary streets.

Tertiary Streets:

Predominantly serving residential uses and expected to have the lowest levels of vehicular traffic traveling at the lowest design speeds.

Greenway Streets:

The adaptive reuse of existing wide right of ways (86') to accommodate an active recreational pathway. The greenways are envisioned to connect the new downtown to existing surrounding neighborhoods.

Urban Design Manual Approach

The Urban Design Manual working in concert with the Streetscape Design Guidelines and the City of Warren Code of Ordinances, as amended (hereinafter referred to as "Warren City Code") will facilitate the creation of Warren's vision of a successful downtown. The Urban Design Manual is a tool that seeks to inform and provide assistance to residents, civic leaders, community groups, and developers about the nature of new development within the downtown.

The Urban Design Manual is organized into three sections: Introduction, Glossary of Terms, and Design Components. The Introduction section covers the purpose, need, and applicability of the



Manual, as well as an explanation of how the Downtown District is broken into three smaller sub-neighborhoods. The Neighborhood Descriptions portion of the introduction sets forth the rationale for creating the three smaller neighborhoods within the Downtown District, and how each is unique. This section describes the desired character and development type for each neighborhood. The Glossary of Terms seeks to clearly communicate planning issues that are uniquely expressed within the Downtown District. Finally, the Design Component section defines specific development standards for each of the three neighborhoods within the Downtown District.

The Streetscape Design Guidelines created the network of new streets in a grid pattern that will organize vehicular and pedestrian circulation. The new street network is also the basis for determining districts, uses, size and massing, and architectural detail for new buildings within the downtown.

The Urban Design Manual is intended to clarify development opportunities along street types and within each downtown block. To accomplish this goal, the Manual seeks to clearly articulate what is expected from new development. The size, shape, placement, types of uses, and details of new buildings within the new downtown are the focus of the standards contained within the manual. It is this level of detail that creates a working, lively downtown that can thrive in all economic cycles.

No one document can express a vision as complex as a downtown on its own. It will take time, energy, and a committed citizenry. Regardless of aesthetic preferences, political climate, or economic cycles, the Urban Design Manual articulates a formal set of standards that address fundamental development issues in a flexible manner.

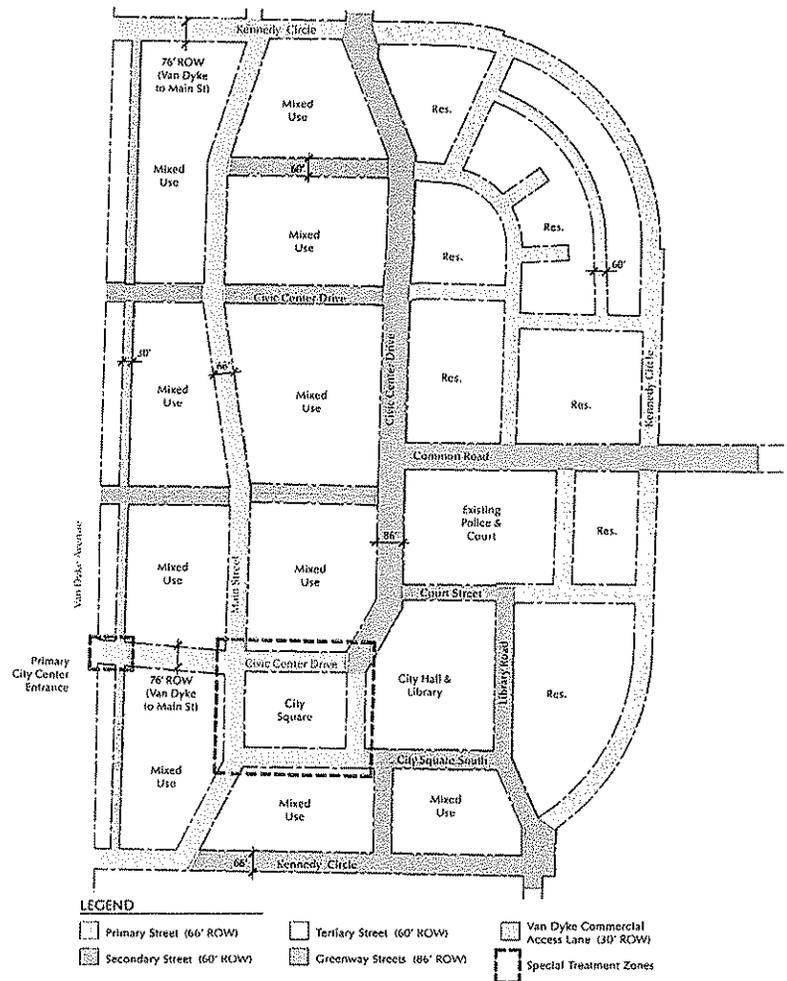
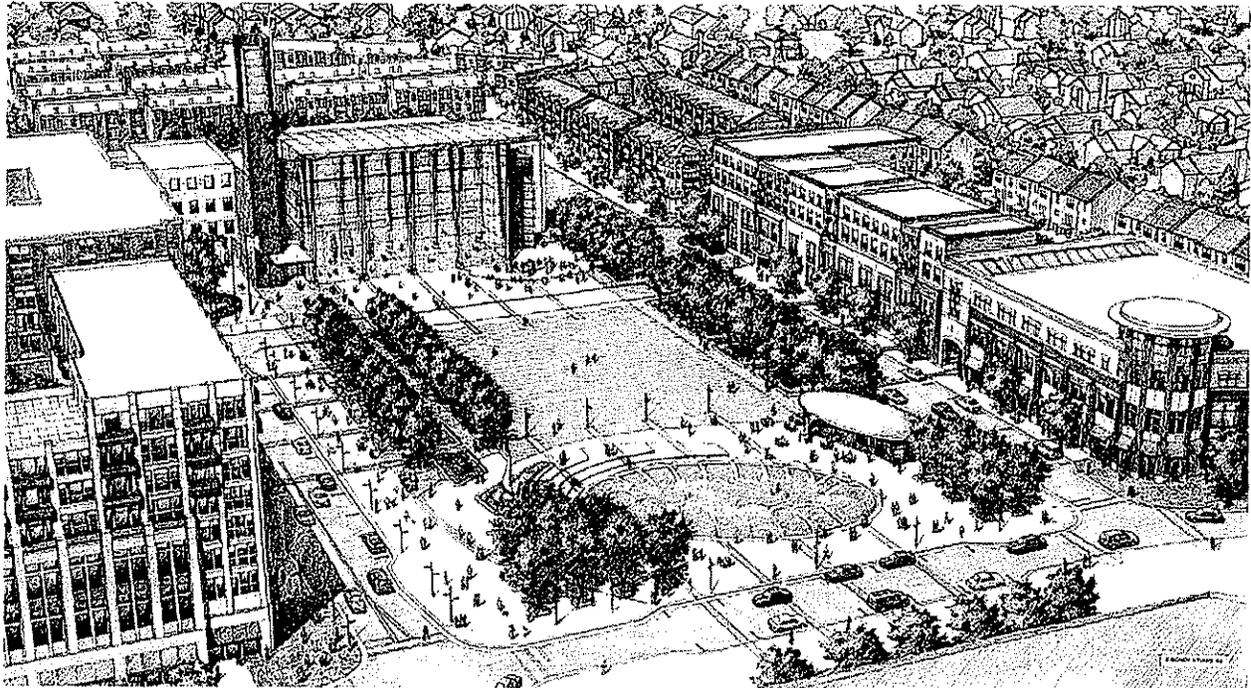


Figure 1 – Downtown District Street Hierarchy (as proposed in the Streetscape Design Guidelines. The road alignment is preliminary and may vary.)





Artist's rendering of Downtown District

Applicability

The Urban Design Manual's illustrations, photographs, and diagrams are intended to illustrate the objectives and intent of the Downtown District zoning designation and are intended to complement and assist the implementation of zoning regulations. Where the Urban Design Manual and the Warren City Code are in conflict, the Warren City Code shall be the enforceable agent.

To assist in interpreting the Urban Design Manual, the Downtown Development Authority of Warren is creating a Technical Team. The Technical Team will be comprised of City Department personnel and appointed specialists with the specific task of aiding any interested party with the Downtown District development process.

Downtown District Neighborhoods

An active, living downtown is a complex entity with many uses, residents, visitors and needs. The City of Warren Urban Design Manual organizes development opportunities within the downtown by establishing three complementary but distinct neighborhoods (see Figure 2). Neighborhoods are formed when like uses cluster next to each other to share the benefits of site-based resources. One example most Americans are familiar with is the business district. Businesses tend to cluster near transportation nodes, an off ramp from a major highway, or an established landmark such as a stock market or major employer. Cafés, office supply stores and banks tend to fill in around the offices and work places to offer needed services. Developments that locate within the business district do so understanding the larger purpose and routine that already exists.



By establishing neighborhoods, specialization is encouraged and efficiency is increased by the sharing of resources. These shared resources can include parking in public decks, establishing a clear identity within the larger region, or achieving a scale that enables the creation of services that would otherwise not be possible such as building a convention center or creating specialized educational centers.

Warren's Downtown District neighborhoods have been designed to provide a transition from the dense urban development contained within the downtown to Warren's existing neighborhoods of single-family homes and strip commercial corridors. Each neighborhood has a unique focus point to promote and protect. Working together they are envisioned to provide the full array of experiences found in a downtown. Warren's three downtown neighborhoods are described as follows:

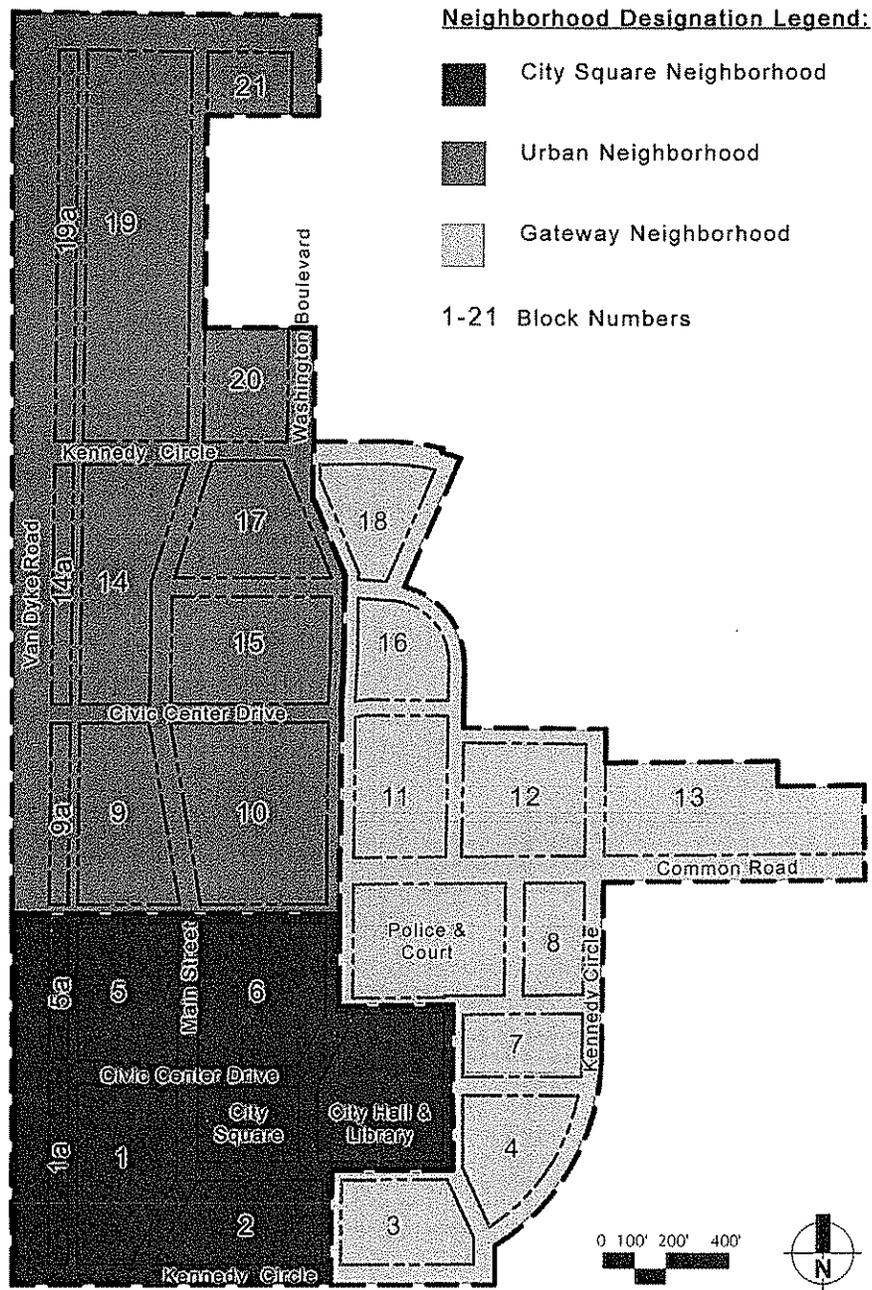


Figure 2 – Downtown District Delineation



Neighborhood Descriptions

City Square Neighborhood:

The City Square Neighborhood is the heart of the downtown because it is home to Warren's new City Square with a new Main Library and City Hall building. As the focal point of the neighborhood, the City Square will organize all new development. All buildings must face the City Square, creating a sense of enclosure while making it a safe place by encouraging many uses. Residential loft buildings, offices with retail stores occupying the first two levels, cafes, stores and even theaters

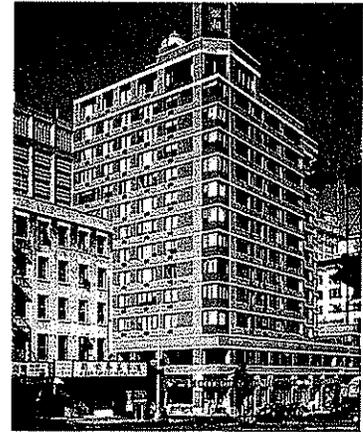


City Square type development

are all encouraged uses. Parking shall be provided on the street and within strategically located parking decks. Surface lots are not permitted to ensure development maximizes frontage and establishes an urban character. Sidewalks shall be wide enough to accommodate seating, decorative lighting, plantings, and pedestrian traffic. Greenways will link the City Square to adjacent neighborhoods allowing pedestrians and bicyclists safe entry into the downtown.

Urban Neighborhood:

Much like the City Square Neighborhood, the Urban Neighborhood has a full array of uses with wide sidewalks, short blocks, and on-street and decked parking options. The defining element within this neighborhood is the creation of Warren's "Main Street". The Urban Neighborhood is envisioned to be more densely developed, and offer more flexible building standards than the City Square encouraging a more diverse set of uses. Buildings may be taller, surface lots are allowed, and additional curb cuts may occur. Building façade requirements are not as stringent, yet still encourage an active pedestrian experience along the first two levels of new buildings.



Urban Neighborhood type development

Gateway Neighborhood:

The Gateway Neighborhood is designed to transition from the residential neighborhoods to the east of the downtown to the more urban, mixed-use settings created in the City Square and Urban Neighborhoods. While there are smaller amounts of retail and office uses allowed within the Gateway Neighborhood, the focus is on creating dense, residential blocks. Development within this district should accentuate residential life in an urban setting. Sidewalks and streets will be geared for residential life with more plantings, setbacks, and porches. Lighting and signage will be more subdued and massing and density will be scaled back.



Section B - Glossary

Active Ground Floor Use:

A street level use that is open to the general public and occupies a minimum of 18 linear feet of frontage. A single use lobby does not meet the intent of an active ground floor use.

Acceptable Uses:

Uses as identified in the City of Warren Zoning Ordinance Zoning Regulations.

Alleys:

Internal block vehicular access drive.

Build-to Zone:

The portion of a parcel in which building walls are required to be situated within, to facilitate the development of a continuous street wall along a right-of-way (R.O.W). The configuration of the build-to zone is determined by neighborhood and the adjacent street designations (see Figure 8).

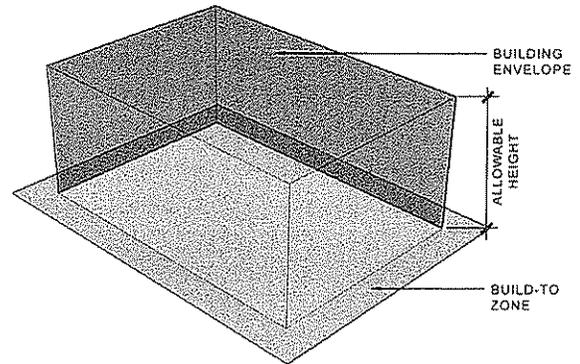


Figure 3 – Building Envelope

Building Envelope:

Volume inside of which a building may be constructed as defined by the build-to zone and total allowable height (see Figure 3).

Building Floor Area Ratio (FAR):

Specifies the amount of development that is permitted on a specific site. Building floor area ratio shall be calculated based upon floor area measured from outside wall to outside wall divided by the total site area. For example, a 1.0 FAR means that for every square foot of lot area, one square foot of gross building area may be developed on the site. A 5.0 FAR means that for every square foot of lot area, five square feet of gross building area may be developed on the site (see Figure 4).

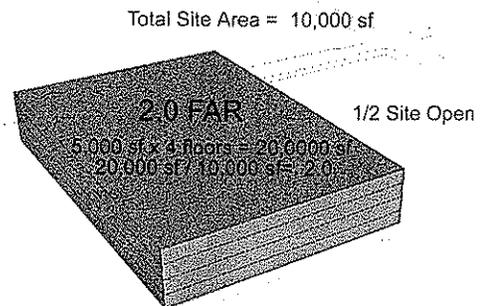


Figure 4 – Building Floor Area Ratio



Building Floor Plate:

Area occupied by a single floor at the street level grade of a building measured from the outside of the exterior walls.

Frontage:

The parcel edge adjoining a R.O.W. (see Figure 5).

Primary Frontage:

On parcels having more than one frontage, the primary frontage shall be defined as the side of the parcel facing the R.O.W. with the highest designation according to the Streetscape Design Guidelines. Primary streets are the highest ranking followed by Secondary streets, Greenways and then Tertiary streets (the Van Dyke service drive is considered a secondary street). Parcels with two primary frontages are required to meet the requirements of the primary frontage on both frontages.

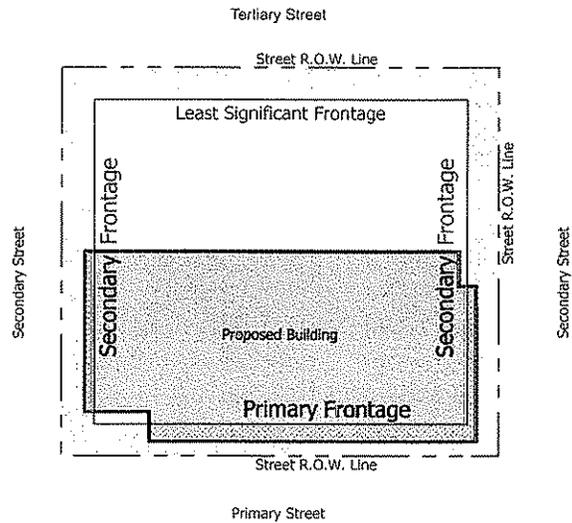


Figure 5 – Frontage

Secondary Frontage:

The edge of a parcel adjacent to a R.O.W. that has a lesser street designation than the frontage deemed to be the primary frontage.

Least Significant Frontage:

Parcels with adjoining R.O.W. on three or more sides may have one least significant frontage that will be determined as the frontage having the lowest ranking side. This least significant frontage will be exempt from the Build-to Zone requirements or the Build-to Zone will equal 0%.

High Rise Apartment:

A residential structure taller than 64 feet.

Ground Floor Use:

A use occupying the street level of a building.

Public Entrance:

The main pedestrian access into a building.

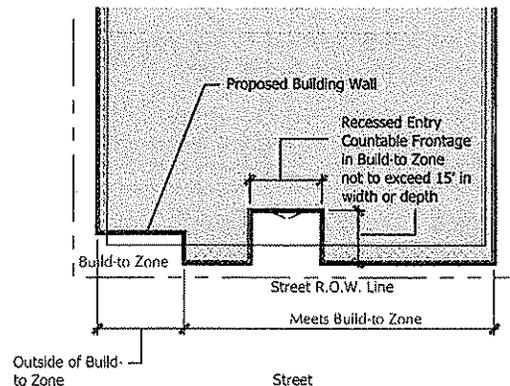


Figure 6 – Recessed Entries



Recessed Entries:

Any building entry pushed back from the building facade with additional floors above that provide additional exterior standing room for people entering and exiting the building. Recessed entries will not count against the build-to zone requirements provided that they do not exceed 15 feet in depth or width and two levels (not less than 24 feet) in height (see Figure 6).

R.O.W.

Right-of-way; applies to any existing or proposed public street right-of-way.

Service Area:

Space exclusively reserved for loading docks, refuse collection, utility interface and building maintenance equipment.

Signature Sign:

Building identification sign on a structure taller than 6 stories, located on or above highest occupied floor, with text no larger than 3 feet in total height.

Street Level:

The floor level of a building where there is pedestrian access to that level from the outside and which is no more than two (2) feet below or five (5) feet above the adjacent right-of-way grade.

Upper Level:

All levels of a building above the street level.



Section C – Design Components

Design components are development issues that relate to how site development is shaped, placed, and detailed. Each design component speaks to a specific issue. The Urban Design Manual covers many, but not all, design related elements.

1.0 Building Mass / Height

Intent:

Building Mass / Height standards seek to balance higher density development with the need for access to air and light, views to and from the downtown, safe pedestrian access and the vehicular carrying capacity of the street network.

Characteristics:

City Square Neighborhood

- 1.1 Building floor area ratio for all development within the City Square Neighborhood must fall within 1.0–5.0 FAR.
- 1.2 Minimum building height of two levels (not less than 24 feet) along all R.O.W.
- 1.2.a Refer to Figure 7 for maximum building height requirements.
- 1.2.b Floors of buildings above five levels (64 feet) shall have a maximum floor plate of 10,000 square feet.



Acceptable Massing configuration

Urban Neighborhood

- 1.3 Building floor area ratio for all development within the Urban Neighborhood must fall within 1.0 – 5.0 FAR.
- 1.4 Minimum building height of two levels (not less than 24 feet) along all R.O.W.
- 1.5 Refer to Figure 7 for maximum building height requirements.
- 1.6 Floors of buildings above five levels (64 feet) shall have a maximum floor plate of 10,000 square feet.



Acceptable Massing configuration



Gateway Neighborhood

- 1.7 Building floor area ratio for all development within the Gateway Neighborhood must fall within 0.5-3.0 FAR.
- 1.8 Minimum building height of two levels (not less than 20 feet) along all R.O.W.
- 1.9 Maximum building height of five levels (64 feet) (see Figure 7).
- 1.10 Non-residential uses may not exceed a 2,500 square foot floor plate.



Acceptable Massing configuration



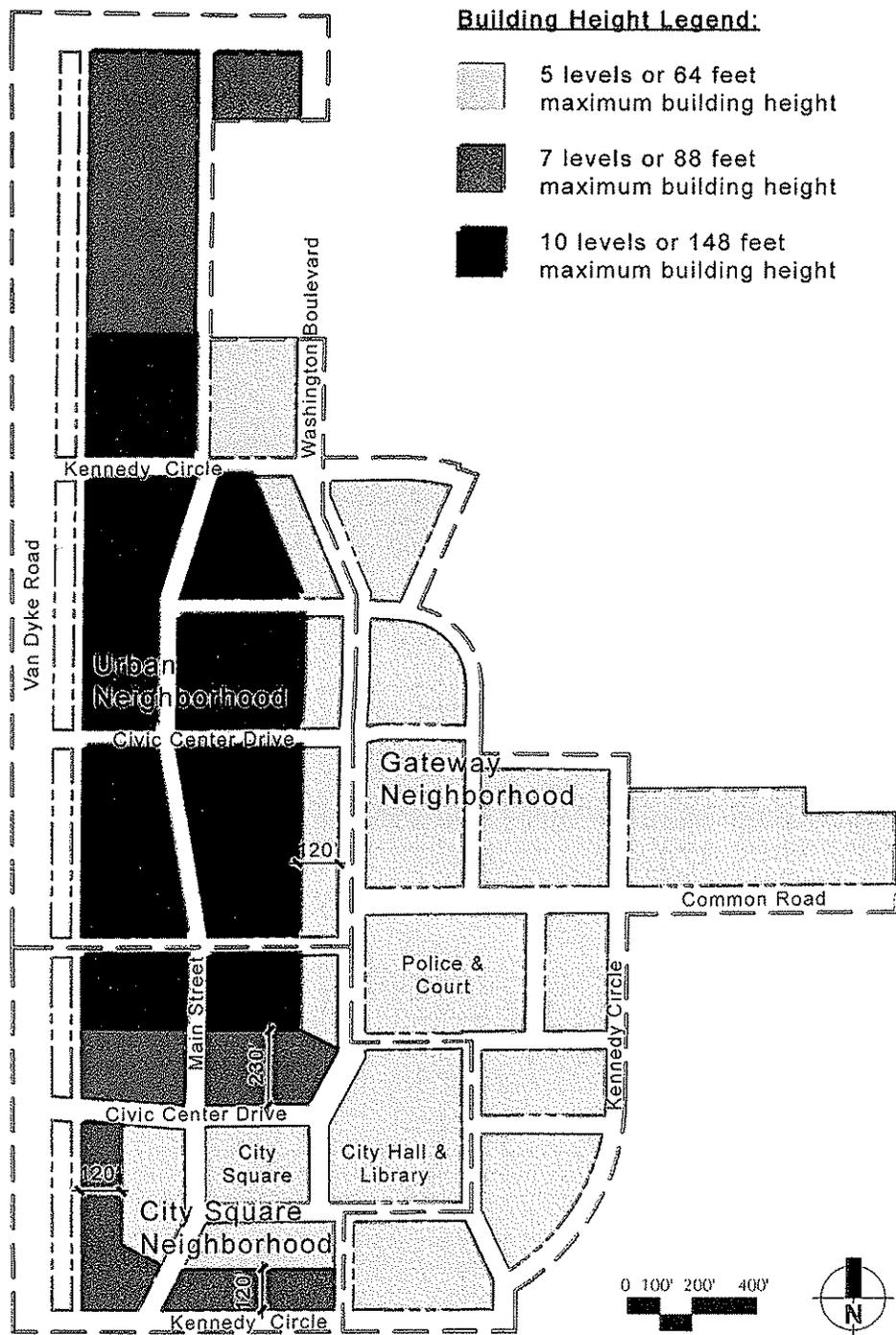


Figure 7 - Maximum Building Height



2.0 Build-to Zone

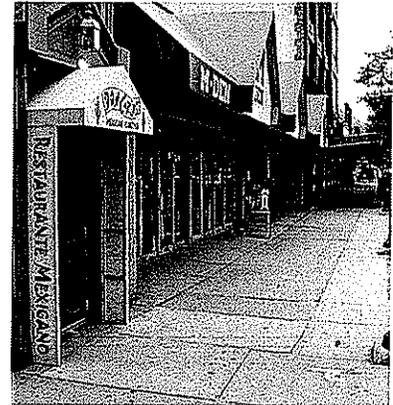
Intent:

Safe and active sidewalks are a hallmark of a healthy downtown. The pattern of continuous building façades adjacent to the sidewalk provides easy visual and physical access to buildings while further defining the street as a lively public space. Building placement standards are defined to encourage development parallel to the street and to limit interruptions and unwelcoming pedestrian spaces along the sidewalks. Special cases such as a development that occupies an entire downtown block, utilizes a forecourt or entrance plaza may warrant additional consideration. With residential streets, building placement standards encourage consistent front, side and rear yards that allow for the placement of trees, porches and driveways.

Characteristics:

City Square Neighborhood

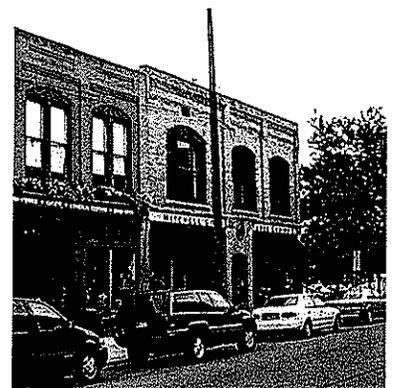
- 2.1 Building walls must be within the build-to zone parallel to the R.O.W. at a minimum of 90% of primary frontage and 60% of secondary frontage.
- 2.2 Build-to zone shall extend from the R.O.W. to five feet inside the property line.
- 2.3 Sidewalks shall extend to the base of the building on all primary and secondary frontages.
- 2.4 Recessed entries are acceptable within a build-to zone if they meet all requirements as set forth in the glossary section of the Urban Design Manual.
- 2.5 Building walls within the build-to zone must maintain minimum building height and must be parallel to the R.O.W. to count toward the requirements in 2.1



Acceptable Build-to Zone configuration

Urban Neighborhood

- 2.6 Building walls must be within the build-to zone parallel to the R.O.W. at a minimum of 75% of primary frontage and 50% of secondary frontage.
- 2.7 Build-to zone shall extend from the R.O.W. to ten feet inside the property line.
- 2.8 Sidewalks shall extend to the base of the building on all primary and secondary frontages.
- 2.9 Recessed entries are acceptable within a build-to zone if they meet all requirements as set forth in the glossary section of the Urban Design Manual.
- 2.10 Building walls within the build-to zone must maintain minimum building height and must be parallel to the R.O.W. to count toward the requirements in 2.6.

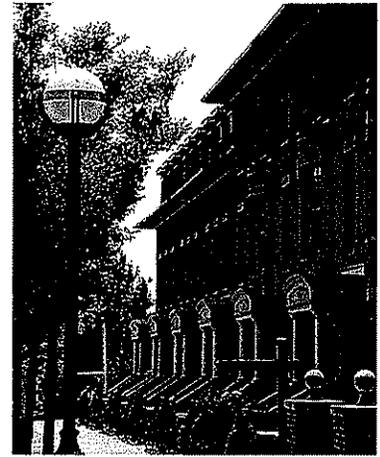


Acceptable Build-to Zone configuration



Gateway Neighborhood

- 2.11 Building walls must be within the build-to zone parallel to the R.O.W. at a minimum of 60% of primary frontage and 40% of secondary frontage.
- 2.12 Build-to zone shall extend from the R.O.W. to twenty feet inside the property line.
- 2.13 Recessed entries are acceptable within a build-to zone if they meet all requirements as set forth in the glossary section of the Urban Design Manual.
- 2.14 Building walls within the build-to zone must maintain minimum building height and must be parallel to the R.O.W. to count toward the requirements in 2.11.



Acceptable Build-to Zone configuration

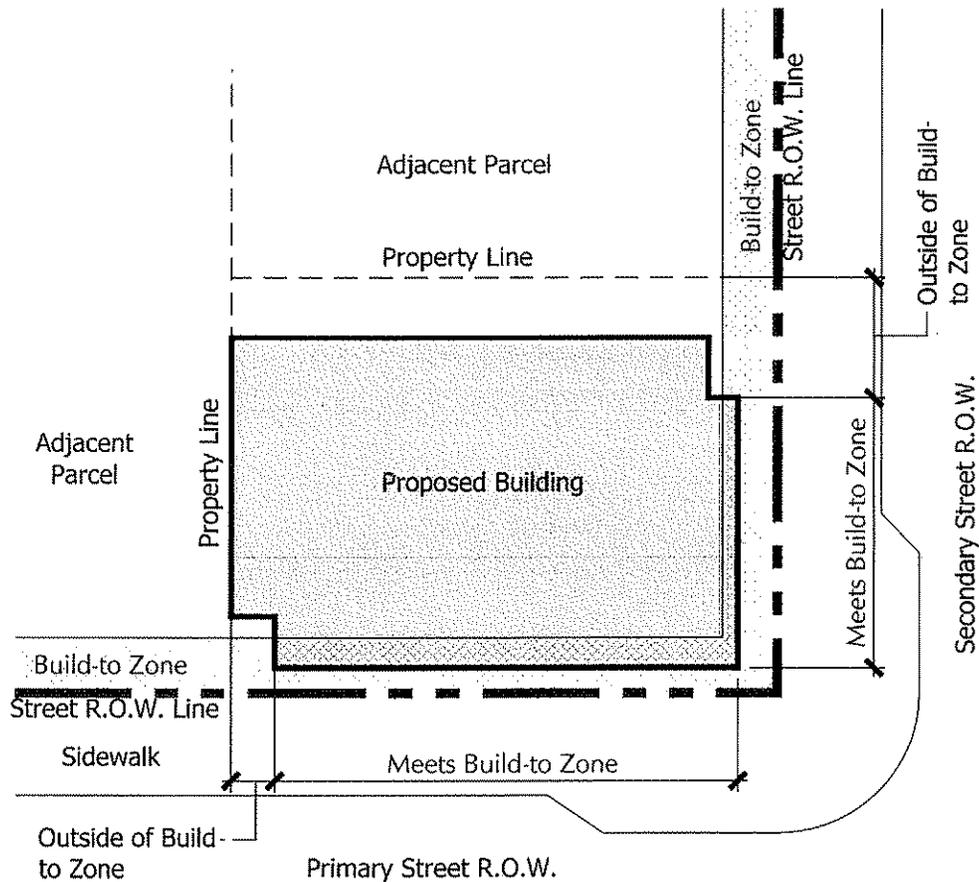


Figure 8 - Build-to Zone



3.0 Scale and Articulation

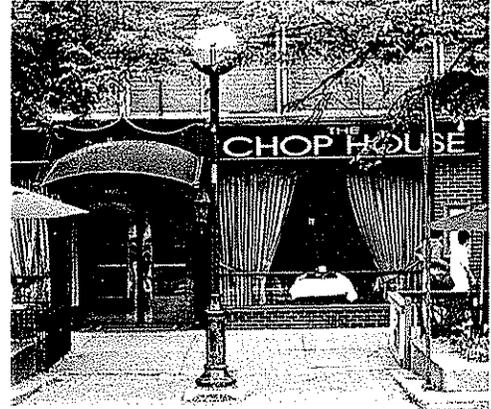
Intent:

To encourage a dense, urban development, scale and articulation standards seek to provide visual interest at street level and to minimize blank walls and monumental scale construction.

Characteristics:

City Square and Urban Neighborhoods

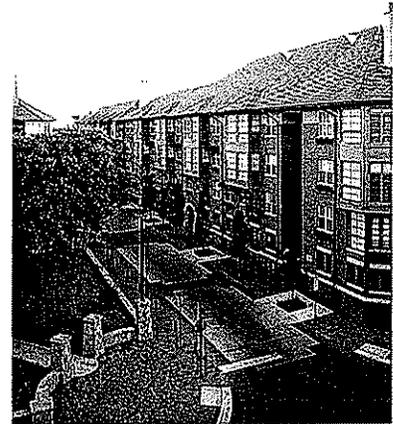
- 3.1 At a minimum, 60%-90% of ground floor building façade must be transparent through the use of windows, doors, or window displays.
- 3.2 Reflective glass is not permitted on the ground floor building façade; glass shall possess a minimum transparency of 60%, including the use of temporary signs.
- 3.3 Blank walls in excess of 16 linear feet are not permitted.



Acceptable Storefront for City Square and Urban Neighborhoods

Gateway Neighborhood

- 3.4 At a minimum, 40%-90% of ground floor building façade must be transparent through the use of windows, doors, or window displays.
- 3.5 Reflective glass is not permitted on the ground floor building façade; glass shall possess a minimum transparency of 60%.
- 3.6 Blank walls in excess of 12 linear feet are not permitted.



Acceptable Scale and Articulation in Gateway Neighborhood



4.0 Access

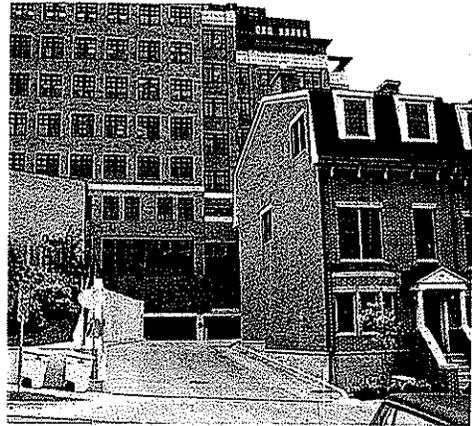
Intent:

The location and design of the entry to a building reinforces people's perception of a street. Public pedestrian entrances are intended to be located on primary streets. Service and delivery areas are to occur whenever possible in rear access alleys or docks. Access guidelines seek to promote consistent street character while creating safe sidewalks by minimizing vehicular and pedestrian conflict points.

Characteristics:

City Square, Urban and Gateway Neighborhoods

- 4.1 Curb cuts are not permissible on primary streets, greenways, or streets surrounding a park.
- 4.2 Curb cuts must be located at least 120 feet from any intersection and at least 120 feet from any other curb cut (see Figure 9).
- 4.3 Public pedestrian entrances shall be located on a primary street. When a building does not have frontage on a primary street the public pedestrian entrance shall be located on the next highest level of street type.
- 4.4 Public entrances shall be placed at a minimum interval of 50 feet along all primary frontages.
- 4.5 Public building access interior to the block should be minimized.
- 4.6 Parking structures and lots interior to blocks should have defined pedestrian access ways to the street.
- 4.7 Individual residential garage doors may not directly face a R.O.W.



Example of Internal Service Delivery Zone

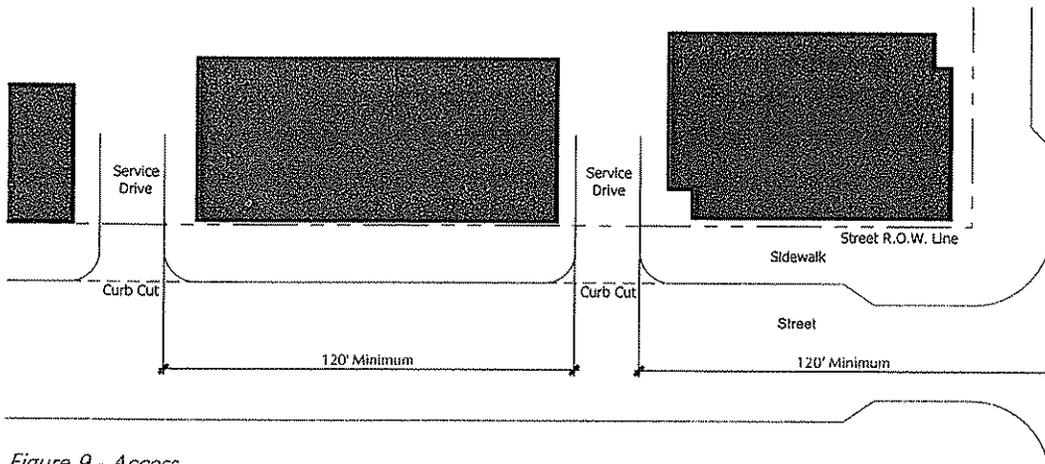


Figure 9 - Access



5.0 Land Use

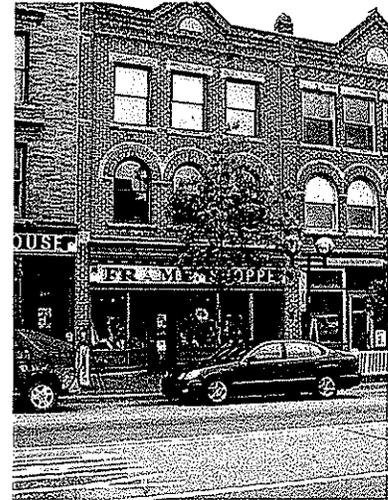
Intent:

Each neighborhood within the City Center District is unique. To ensure that differences between neighborhoods are clearly articulated and preserved, land use guidelines are intended to determine uses allowed in each district.

Characteristics:

City Square Neighborhood

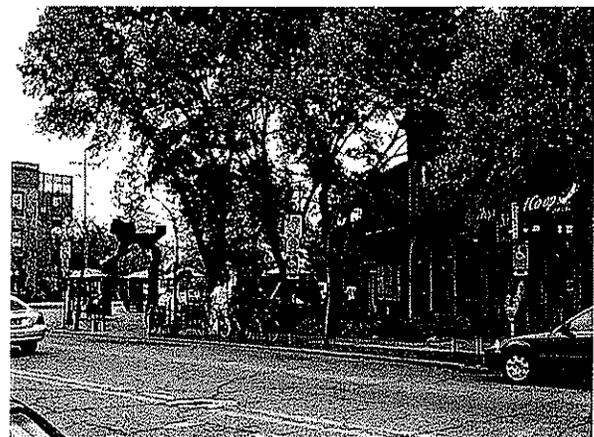
- 5.1 Mixed uses are permitted in the City Square Neighborhood to encourage an active meeting place, bringing together civic, governmental, cultural, office and residential activities. Specific uses permitted and prohibited are delineated in the City of Warren Zoning Ordinance (see Figure 10).
- 5.2 All service areas must be screened so as to not be directly visible from any R.O.W.
- 5.3 80 % of frontage must contain 'Active Ground Floor Uses' as defined in the glossary.
- 5.4 Residential uses will only be permissible at densities not less than 20 units / acre.
- 5.5 Residential uses are encouraged on levels 3 and above.



Acceptable uses for the City Square Neighborhood

Urban Neighborhood

- 5.6 Mixed uses are permitted in the Urban Neighborhood to allow a variety of retail, commercial, professional business, and office, residential and recreational uses to generate the desired vitality. Specific uses permitted and prohibited are delineated in the City of Warren Zoning Ordinance (see Figure 10).
- 5.7 All service areas must be located so as to not be directly visible from all R.O.W.
- 5.8 70 % of frontage must contain 'Active Ground Floor Uses' as defined in the glossary.
- 5.9 Residential uses will only be permissible at densities not less than 18 units / acre.
- 5.10 Residential uses are encouraged.



Additional outdoor spaces are encouraged in the Urban Neighborhood



Gateway Neighborhood

- 5.11 A mix of uses will be permitted that provide a transition from the Urban Neighborhood to the more residential Gateway Neighborhood by encouraging a greater percentage of residential, less intense office and retail uses which serve the immediately surrounding residential neighborhood. Specific uses permitted and prohibited are delineated in the City of Warren Zoning Ordinance (see Figure 10).
- 5.12 All service areas must be located so as to not be directly visible from any R.O.W.
- 5.13 25 % of frontage must contain 'Active Ground Floor Uses' as defined in the glossary.
- 5.14 Residential uses will only be permissible at densities not less than 14 units / acre.
- 5.15 Residential uses must occupy at least 50 % building square footage.



Land Use in Gateway Neighborhood



Acceptable Uses	Zoning Reference	City Square Neighborhood	Urban Neighborhood	Gateway Neighborhood	Active Ground Floor
Zoning Use					
*R-1 Uses - One Family Residential	5.01-8.01	NP	NP	NP	
Community Buildings, Social Clubs	5.01 (f)	A	A	A	Yes
R-2 Uses - Two-Family Residential	9.01	NP	NP	A	No
Private Museums	9.01 (c)	A	A	A	Yes - Lobbies only
R-3 Uses - Multiple Family District	10.01	A	A	A	Yes - Lobbies only
R-5 Uses - High Rise Apartment	10A.01	A	A	NP	Yes - Lobbies only
R-3-A Uses - Senior Citizen Congregate Living	10B.01	NP	NP	NP	
R-4 Uses - Mobile Home	11.01	NP	NP	NP	
P-B Uses - Professional Office	12.01	A	A	A	Yes - Lobbies only
C-1 Uses - Local Business	13.01	A	A	A	Yes
Gasoline / Oil Service Stations	13.01 (b)	NP	NP	NP	
C-2 Uses	14.01	A	A	A	Yes
Veterinary Clinic / Kennels	14.01 (d)	NP	NP	NP	
Theater	14.01 (f)	A	A	A	Yes
Taverns and Night clubs	14.01 (h)	A	A	A	Yes
Utility buildings	14.01 (i)	NP	NP	A	No
Automobile repair	14.01 (k)	NP	NP	NP	
Drive-In Restaurants	14.01 (l)	NP	A	NP	No
Public Stables	14.01 (m)	NP	NP	NP	
Cleaning Establishments	14.01 (n)	NP	NP	NP	
Auto Washes	14.01 (q)	NP	NP	NP	
Outdoor Sales and Rentals	14.01 (r)	NP	NP	NP	
Pawn Shops	14.01 (s)	NP	NP	NP	
Sexual Oriented Businesses	14.01 (t)	NP	NP	NP	
Hospitals and Sanatoriums	14.02 (c)	NP	NP	NP	
C-3 Uses	15.01	NP	NP	NP	
P Uses - Parking	16.01	NP	NP	NP	
M-1, M-2, M-3, M-4 Uses	17.03	NP	NP	NP	
NP - Not Permissible		A - Allowable Use			

Figure 10 - Acceptable Use Table



6.0 Parking

Intent:

Automobiles are the predominant method of transportation in Michigan, thereby making the provision of parking of vital importance. Too little parking, and downtown becomes a congested, frustrating place to visit, and too much parking is expensive and makes the downtown feel empty. Parking guidelines and standards seek to provide an appropriate amount of parking that is conveniently located to facilitate development within the downtown. Figure 12 shows the proposed public parking opportunities, which may either be a parking deck or a surface lot, depending on the demand and the neighborhood.

Characteristics:

City Square, Urban and Gateway Neighborhoods

- 6.1 Parking may not be located within ten feet of any R.O.W. This setback may be reduced to five feet with the use of a four-foot screen wall.
- 6.2 Parking in a deck or on a surface lot may not exceed 50% of total site area.
- 6.3 Parking shall be provided at a minimum of three spaces per 1,000 square feet of gross building square feet and a maximum of 3.5 spaces. Developments unable to accommodate parking on site must participate in the downtown parking lot shared parking plan.
- 6.4 In the City Square neighborhood, permanent surface parking lots are not allowed.
- 6.5 Deck parking must have three and one-half feet high screen walls on all levels so that vehicles are not visible from opposite side of the R.O.W. (see Figure 11).
- 6.6 Parking shall be provided within 600 feet of uses as opposed to 300 feet required in other zoning districts.
- 6.7 Parking structures are required to contain active ground floor uses at 60% of total building frontage



Acceptable screening for a surface

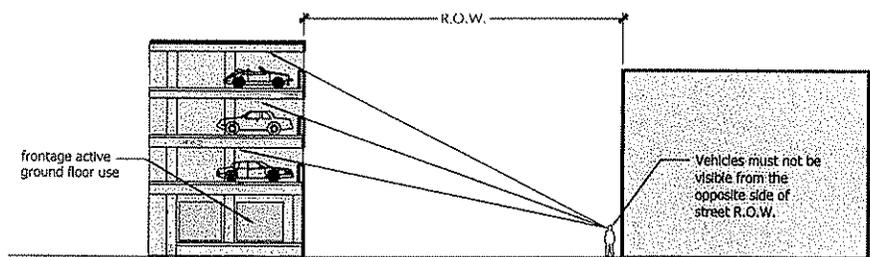


Figure 11 – Parking Deck Viewshed



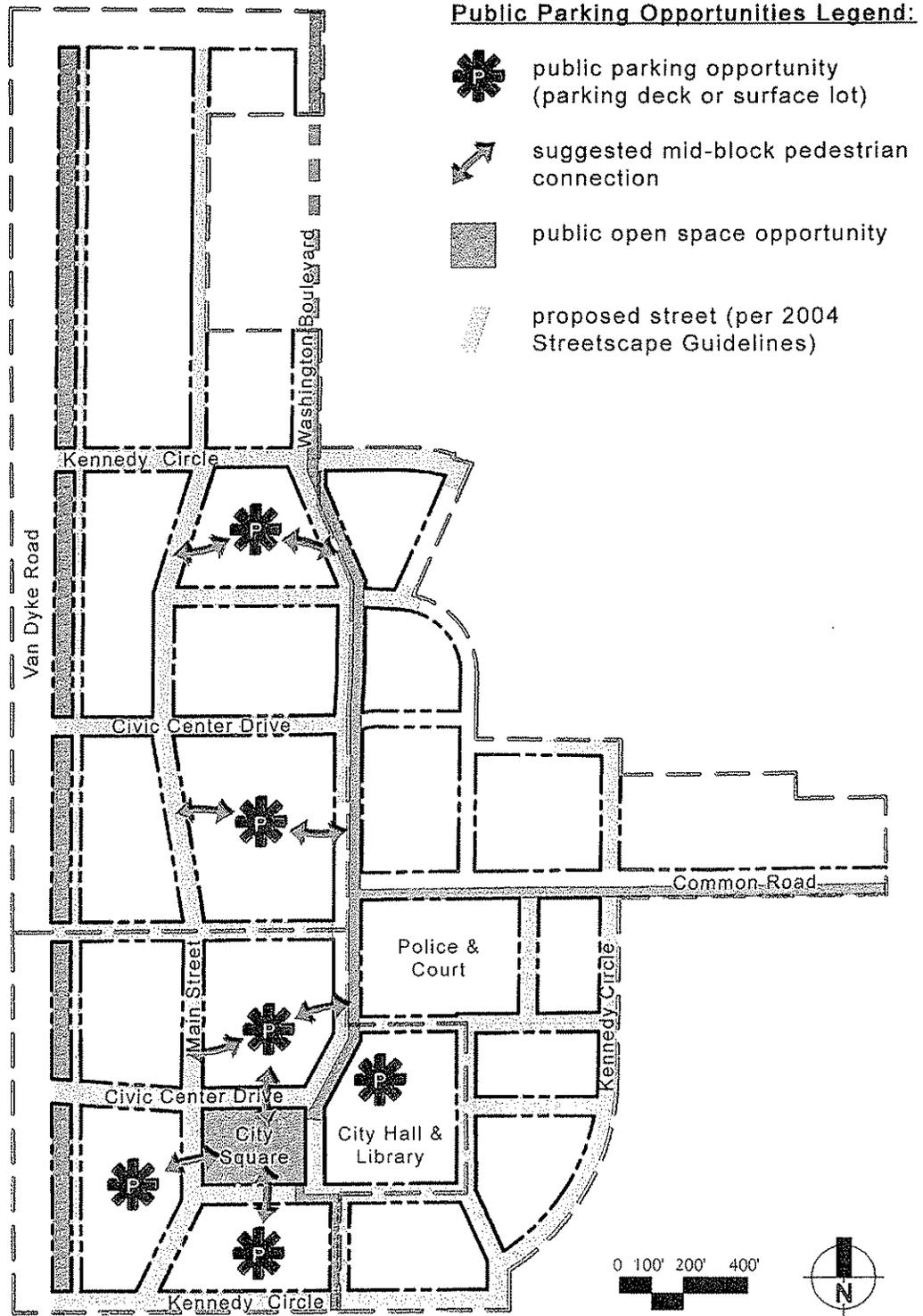


Figure 12 – Public Parking Opportunities



7.0 Materials

Intent:

Building materials are part of what makes a community distinct. The adobe walls of Taos, or the brightly painted stucco of Palm Beach make them feel unique yet authentic to their natural environs. For Warren's City Center District, building materials need to be durable and respect the City's engineering and high-tech heritage as a starting point. Innovative and interactive ideas are also touchstones of Warren's history and should influence building material choices, as well as architectural responses.

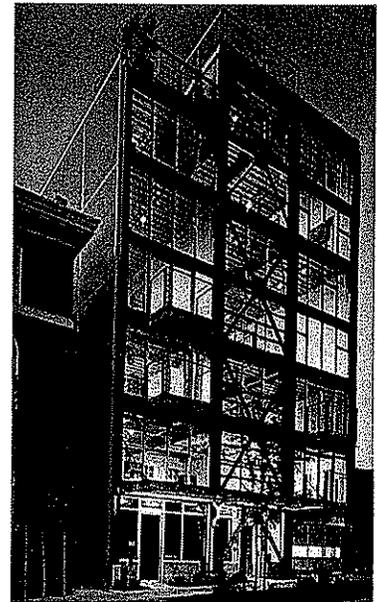
Characteristics:

City Square, Urban and Gateway Neighborhoods

- 7.1 Walls visible from all R.O.W. shall be finished in a durable hard surface such as brick, glass, stone, wood, ceramic, pre-cast panels, integrally tinted textured masonry block or concrete siding.
- 7.2 Materials not permissible as primary materials on exterior walls are concrete blocks or cinder blocks unless burnished, fluted or sculpturally textured, residential grade sidings, plastic siding, asphalt, exterior insulation finishing systems (EIFS), stucco, reflective or color-tinted glass.
- 7.3 Materials used on only one side of a structure giving the impression of thinness and artificiality should be avoided. All materials should be used consistently on all sides of the building.
- 7.4 Innovative and environmentally sensitive materials are encouraged.



Acceptable use of brick and glass materials



Acceptable use of glass and steel



8.0 Signs

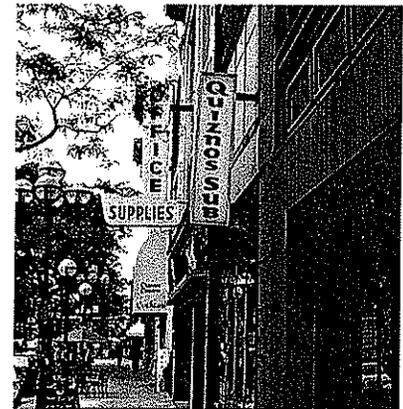
Intent:

Standards for the design, placement and quantity of signs in the downtown need to be established in order to appropriately identify business and residential establishments, to coordinate and balance street facades, and provide a user-friendly pedestrian environment. Article IV-A, Signs, of the Zoning Code of Warren (hereinafter referred to as "Sign Ordinance") provides comprehensive signage regulations directed at current zoning classifications. It is intended that signage within the new downtown will comply with requirements of the Sign Ordinance and meet the following:

Characteristics:

City Square, Urban and Gateway Neighborhoods

- 8.1 Size – Signs within the downtown will be smaller than those that currently exist in commercial areas in Warren to respond to the dense urban environment, slower vehicular speeds and increased pedestrian traffic. Specific sign size will be determined by neighborhood and by the standards contained within this section.
- 8.2 Location – Creating building façade zones where signs are encouraged will help unify the character of the downtown and improve commercial way finding. Signs will be located on building façades, awning/canopies or windows. Signs will be located in a zone 10 feet to 16 feet above the sidewalk elevation, with the exception of window signs and signature signs, and shall meet the Sign Ordinance standards.
- 8.3 Setbacks – In instances where the proposed building line meets the R.O.W., wall signs, projecting signs, canopy and awning signs may encroach on the R.O.W. Clearance requirements per the Sign Ordinance shall still be met. Monument signs, when permitted shall meet Sign Ordinance setback requirements.
- 8.4 Quantity – To limit visual clutter, the number of signs will be limited, by neighborhood and type, by the standards within this section.
- 8.5 Color and Illumination – Signs may be illuminated as provided in the Sign Ordinance. Sign colors, to maximize legibility and minimize confusion, shall be limited to no more than three colors (including the background color) with the exception of logos.
- 8.6 Prohibited sign types – The type of signs as defined in the Sign Ordinance, as amended, are prohibited in the Downtown District.
- 8.7 Permits – All signs including window signs, with the exception of those described in the Sign Ordinance shall require a permit.



Example of projecting signs



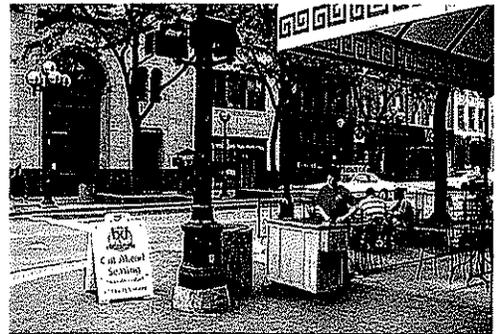
Example of wall sign



- 8.8 As allowed in the Sign Ordinance, one (1) canopy or one (1) awning sign is allowed in lieu of a wall sign per ground floor use.
- 8.9 One (1) informational sign per the Sign Ordinance is permitted per ground floor use.
- 8.10 One (1) identification sign for non-ground floor tenants per building entry of a size not exceeding 24 square feet is permitted.

City Square and Urban Neighborhoods

- 8.11 One (1) projecting sign per ground floor use, of a size not exceeding four (4) square feet, is allowed.
- 8.12 One (1) wall sign per ground floor use, of a size not exceeding 24 square feet shall be allowed except when along Van Dyke Ave. frontage, 40 square feet shall be allowed.
- 8.13 Window signs are allowed on ground floor uses, of a size not to exceed 24 square feet.
- 8.14 One (1) signature sign per building is permitted on buildings that exceed 80 feet in height (64 feet on Van Dyke Ave. frontage) and shall not exceed 48 square feet.
- 8.15 Text size shall not exceed 18 inches.
- 8.16 Monument signs are not permitted.
- 8.17 One (1) temporary sidewalk sign is permissible for any permanent business during hours of operation provided that they do not interrupt the minimum clear distance, are free standing and do not exceed six square feet in area.



Signage may not be located within crosswalk

Gateway Neighborhood

- 8.18 One (1) projecting sign per ground floor use, of a size not exceeding 3 square feet, is allowed.
- 8.19 One (1) wall sign per ground floor use, of a size not exceeding 24 square feet shall be allowed.
- 8.20 Window signs are allowed on ground floor uses.
- 8.21 Text size shall not exceed 12 inches.
- 8.22 Monument signs are permitted.
- 8.23 One (1) temporary sidewalk sign is permissible for any permanent business during hours of operation provided that they do not interrupt the minimum clear distance, are free standing and do not exceed 6 square feet in area.



Acceptable use of monumental sign type



9.0 Sidewalk Use

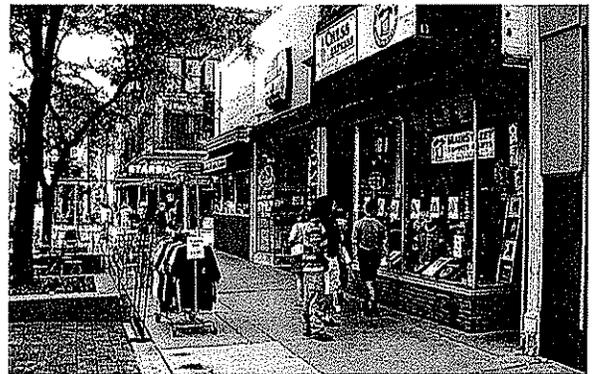
Intent:

Café seating, decorative planters, newspaper boxes, and public benches all work together to create a lively and interactive downtown setting. The Sidewalk Use guidelines and standards seek to create a safe, clear zone along sidewalks that still allow for areas to respond to the needs of adjacent uses.

Characteristics:

City Square, Urban and Gateway Neighborhoods

- 9.1 All street furniture to be located in the public R.O.W. shall not interfere with the minimum 6 feet clear zone (see Figure 13) allowing two people in wheelchairs to pass each other (per *Time Saver Standards for Landscape Architecture*).
- 9.2 Temporary movable sales racks associated with any permanent business shall be permitted to utilize the public sidewalk to promote pedestrian activity, provided that it does not impinge on the 6 feet minimum clear zone (see Figure 13) and does not exceed 150 square feet or 20 linear feet of frontage.
- 9.3 Sidewalk cafés in the R.O.W. shall be permitted on the sidewalk but must maintain the minimum clear distance (see Figure 13).



Temporary sales are not permitted in the 6' clear zone

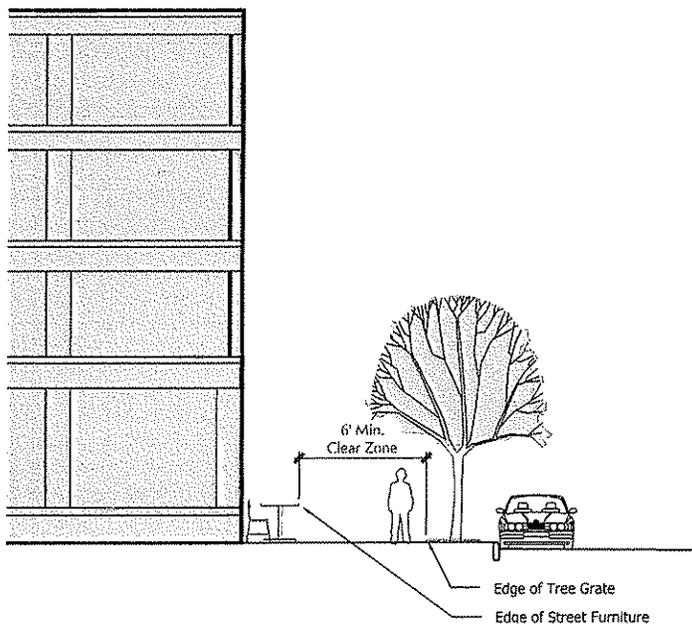


Figure 13 – Clear Zone



Café seating



10.0 Landscape Principles

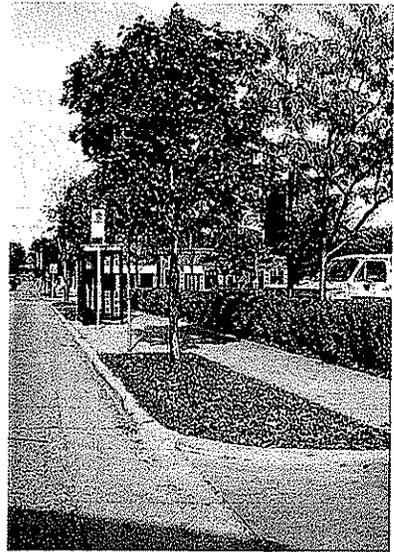
Intent:

Landscaping within the City Center District shall be encouraged as an aesthetic and functional amenity that enhances the character of the district; improves storm water quality and reduces pollution, light glare, soil erosion and thermal heat island effect. In addition to the general landscape principles provided below, the following sections in the City of Warren's Application for Site Plan shall be met: Plant Material Standards, Landscape Area Installation and Maintenance (part of Section IV) and Prohibited Species (part of Section VI).

Characteristics:

City Square, Urban and Gateway Neighborhoods

- 10.1 All service areas shall be screened from view from all R.O.W. through use of a six-foot high opaque screen wall. Landscape materials shall be encouraged to be used in conjunction with the wall.
- 10.2 All surface parking lots outside of the R.O.W. shall be screened using a three-foot high opaque screen wall in combination with plant materials, locating trees at minimum every 30 feet and a shrub or perennial planting with a mature height of a minimum of two feet and appropriately spaced for 50% opacity in front of the screen wall. Breaks in the screen wall shall be provided at minimum of 50-foot intervals for pedestrian cut-through.
- 10.3 All areas not dedicated as vehicular, building, or pedestrian zones shall be appropriately landscaped with ground cover plantings, grass or organic (non-stone) mulch.
- 10.4 Berms shall be avoided as a screening method in the district as they discourage pedestrian movement and limit retail visibility.



Landscape



11.0 Awnings

Intent:

Awning guidelines and standards seek to encourage seasonal flexibility that allows the public to enjoy the outdoors even during inclement weather without posing a threat or danger to the well being of the general public.

Characteristics:

City Square, Urban and Gateway Neighborhoods

- 11.1 Awnings must be contained within a zone having a height between ten feet and sixteen feet above the sidewalk grade, and may not extend more than four feet into the R.O.W.
- 11.2 Awning supports or structures may not encroach the R.O.W. at heights below ten feet above the sidewalk.
- 11.3 Awnings are limited to three colors. One logo of no greater than six square feet including the name of the establishment is permitted. All other text and/or graphics are not permitted.
- 11.4 Side windscreens on awnings are permissible but cannot project beyond the awning.
- 11.5 Awnings are strongly encouraged.



Acceptable Awning configuration



Design Component Summary

Not all issues are addressed in Summary. Refer to Design Component Sections for complete information.

Design Component	Issues	City Square Neighborhood	Urban Neighborhood	Gateway Neighborhood
1.0	Building Mass / Height			
	Floor area ratio	1.0-5.0 FAR	0.5-5.0 FAR	0.5-3.0 FAR
	Minimum building height	2 level minimum	2 level minimum	2 level minimum
	Maximum building height	varies	varies	5 levels
	Maximum floor plate above 5 levels	10,000 sf	10,000 sf	NA
2.0	Build-to Zone			
	Build-to Zone Requirement - Primary Frontage	90%	75%	60%
	Build-to Zone Requirement - Secondary Frontage	60%	50%	40%
	Build-to Zone back edge from R.O.W.	5 ft	10 ft	20 ft
	Sidewalk must meet base of building	Yes	Yes	No
3.0	Scale and Articulation			
	Building transparency ground floor	60%-90%	60%-90%	40%-90%
	Reflective glass permitted on ground Floor	No	No	No
	Blank wall maximum any frontage	16 lf	16 lf	12 lf
4.0	Access – refer to component section			
5.0	Land Use			
	Active ground floor use	80% of frontage	70% of frontage	25% of frontage
	Residential dwelling units / acre	Not less than 20 du / acre	Not less than 18 du / acre	Not less than 14 du / acre
	Mix of uses allowable	Yes	Yes	Yes
6.0	Parking – refer to component section			
7.0	Materials – refer to component section			
8.0	Signs			
	Projecting sign, one	Yes (4 sf. max)	Yes (4 sf. max)	Yes (3 sf. max)
	Wall sign, one	Yes (24 sf. max., 36 sf. on Van Dyke)	Yes (24 sf. max., 36 sf. on Van Dyke)	Yes (24 sf. max.)
	Window signs allowed on ground floor use	Yes	Yes	Yes
	Informational sign, one	Yes	Yes	Yes
	Identification sign, one	Yes (24 sf. max.)	Yes (24 sf. max.)	Yes (24 sf. max.)
	Signature sign	Yes	Yes	No
	Monument Sign	No	No	Yes
	Freestanding, other than monument sign	No	No	Yes
9.0	Sidewalk Use – refer to component section			
10.0	Landscape Principles – refer to component section			
11.0	Awnings – refer to component section			



