

Subdivision C. - Traditional Main Street Overlay Areas

Sec. 50-14-431. - Traditional Main Street Overlay Area applicability and design review.

(a) *Applicability.*

- (1) The requirements of this subdivision apply to any new development within the Traditional Main Street Overlay Area, as designated in Article XI, Division 14, Subdivision B, of this chapter.
- (2) Alteration of any structure within the Traditional Main Street Overlay that affects the exterior appearance of a building elevation visible from a public right-of-way or public space shall be subject to design review by the Planning and Development Department under the design standards of this subdivision. While the City may benefit if all the design standards of this subdivision were met where existing properties are altered, such a strict application of the design standards might disadvantage property owners or discourage them from improving their buildings. The recommended solution is to establish two thresholds to gauge the extent of remodeling and set requirements based on what is practical and reasonable for that level of improvement.
 - a. If 50 percent or more of an elevation of a building or structure subject to design review is altered, the building or structure shall be subject to the applicable requirements that do not involve repositioning the building or structure or reconfiguring site development as determined by the Planning and Development Department;
 - b. If less than 50 percent of an elevation of a building or structure subject to design review is altered, the requirement is only that the proposed improvements meet the applicable standards of this subdivision; for example, if a property owner decides to replace a building façade's siding, then the siding shall meet the applicable exterior building materials standards, but elements such as building modulation would not be required.
- (3) For the purpose of this subdivision, the term "commercial" shall mean retail, service, and commercial uses listed in Article XII, Division 1, Subdivision D, of this Code.

- (b) *Design review.* The Buildings, Safety Engineering, and Environmental Department shall not approve a permit application for any work relating to a zoning lot within a Traditional Main Street Overlay Area, unless the Planning and Development Department has verified that such work is consistent with design standards of this subdivision.

Sec. 50-14-432. - Site design standards; building site relationship; placement and orientation.

(a) The objectives of this section are:

- (1) To line streets with buildings and/or other architectural site features in order to create a pedestrian-friendly built environment; and
- (2) To create a pedestrian-friendly setting that directly relates buildings and active uses such as shopping and dining to the street, and maintains the continuity of street wall.

(b) To achieve the objectives of this section, the following standards shall apply:

- (1) Notwithstanding the front yard setback requirements in Article XIII, Division 1, of this chapter, the front façade of buildings shall be placed on the lot line facing the Traditional

Main Street. A setback, which does not exceed ten feet, may be provided for religious institutions, residential buildings, or restaurants with an outside dining area; the area between the façade and the lot line shall feature pedestrian-oriented space (such as plaza or widened sidewalk) or landscaping that consists of a combination of groundcover, shrubs and/or trees that provide seasonal interest; the landscaping shall be designed so that visibility is maintained between the street and the ground-floor windows;

- (2) On corner lots, buildings shall be located at the corner, placed on the lot line of both streets. (See also Section 50-14-438 Building Design Standards: Corner Lot Buildings and Section 50-14-449 Parking Design Standards: Parking Areas.)
- (3) *Rear Setback.*
 - a. If a street or alley is to the rear of a single-story building, a minimum rear setback is not required. If no street or alley is present, single-story buildings shall have a minimum rear setback of ten feet.
 - b. Where a single- or two-family dwelling is located across a street or alley from the rear of a multi-story building, the multi-story building shall have a rear setback of ten feet; where a street or alley is not present to separate the rear of a multi-story building from a single- or two-family dwelling, the multi-story building shall have a rear setback of 20 feet.
 - c. Buildings containing dwelling units, other than single- or two-family dwellings, shall have a rear setback of ten feet if a street or alley is present at the rear and 20 feet if a street or alley is not present.

Sec. 50-14-433. - Site design standards; fencing.

- (a) The objective of this section is to promote the perception of Traditional Main Street Overlay Areas as safe commercial areas.
- (b) To achieve the objective of this section, the following standards shall apply:
 - (1) The use of barbed wire is not permitted for any residential use, for any public, civic, and institutional use, or for any retail, service, and commercial use that is listed in the use table of Article XII, Division 1, of this chapter;
 - (2) No fence facing a Traditional Main Street shall exceed six feet in height. Opaque fences or walls facing a Traditional Main Street shall not exceed three feet in height, except as specified for screening purposes according to Section 50-14-372; and
 - (3) Chain link fences are prohibited facing a Traditional Main Street.

Sec. 50-14-434. - Building design—Style.

In support of the standards of this subdivision, it is the policy of the City to encourage design styles that are dominant and representative of, and relevant to, the architectural history, culture, and regional significance of the area without compromising innovative and contemporary interpretation of these styles.

Sec. 50-14-435. - Building design standards—Massing, scale, and form.

- (a) The objective of this section is to continue the prevalent urban form of traditional main streets and to integrate new developments and additions into the character of traditional main streets.

(b) To achieve the objectives of this section, the following standards shall apply:

- (1) Buildings shall be a minimum of two stories or 20 feet in height.
- (2) For building containing a commercial use, the typical traditional building width of 20 feet to a maximum of 40 feet shall be expressed with a minimum of one of the following architectural articulation and traditional façade elements that are repeated every 20 to 40 feet, including, but not limited to, the following:
 - a. Distinctive window patterns at intervals less than the articulation interval;
 - b. Recessed entryway on the street level façade;
 - c. Parapet or cornice on the upper level façade;
 - d. Change of roofline that is visible from the street;
 - e. Change in building material or siding style with a change in building plane;
 - f. Other design treatments that satisfy the intent of the standard, as determined by the site plan review body.
- (3) Buildings at the intersection of two streets are subject to the standards for corner lots, as provided in Section 50-14-438 of this Code.

Sec. 50-14-436. - Building design standards—Façade and architectural details.

(a) For purposes of this subdivision, the term "street level façade" means the first story of a multi-story building or the first 13 feet of the façade above grade plane;

(b) The objectives of this section are:

- (1) To provide street level façades on Traditional Main Streets with maximum visibility and transparency between active interior uses and the outside;
- (2) To create façades with ratios of solids (wall surfaces) to voids (openings for windows and doors) that express traditional fenestration patterns; and
- (3) To require fenestration patterns, surface delineations, textures, material expressions and architectural details that relate to the human scale.

(c) To achieve the objectives of this section, the following standards shall apply:

- (1) For all buildings located on lots abutting a Traditional Main Street that contain a commercial use and all other buildings located on the front property line, a minimum of 60 percent of the street level façade along Traditional Main Streets, major thoroughfares, or secondary thoroughfares between two and eight feet above the grade plane shall consist of transparent windows and doors; all other façades of buildings on lots abutting a Traditional Main Street that face a public street (other than a major or secondary thoroughfare) shall consist of transparent windows or doors covering at least 40 percent of the façade between four and eight feet above the grade plane. On the East Warren, West Warren, Van Dyke Street, and Grand River between Greenfield and Woodmont and between Evergreen and Lahser Traditional Main Street Overlay Areas, a minimum of 50 percent of the street level facade along Traditional Main Streets, major thoroughfares, or secondary thoroughfares between two and eight feet above the grade plane shall consist of transparent windows and doors;
- (2) For all buildings, minimum of 40 percent of the upper level façade along a Traditional Main Street shall consist of openings for windows or window wall system;

- (3) Façades with a public entrance that do not face a public street shall consist of transparent windows or doors covering at least 30 percent of the façade between four and eight feet above the grade plane;
- (4) Transparent doors and windows shall be defined as those having glass that can be seen through from the right-of-way into the establishment. The glass shall have a minimum visible transmittance rating of 0.68, according to the National Fenestration Rating Council. Glass that obscures visibility shall not be considered transparent. Reflective or mirrored glass and glass block are prohibited;
- (5) Eighty percent of the transparent area required in Subsection (1) of this section shall be visually unobstructed by signs, advertisements, window screens, security grilles, and other permanent window coverings. The display of merchandise items in display windows is not restricted by this provision.

Sec. 50-14-437. - Building design standards—Drive-up and drive-through facilities.

Drive-up and drive-through facilities (including, but not limited to, restaurants and banks) are prohibited on zoning lots abutting a Traditional Main Street except where the Planning and Development Department determines that the proposed development complies with all of the other requirements of the Traditional Main Street standards and is allowed by the underlying zoning designation or where located on the East Warren, West Warren, Dyke Street, and Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas. Driveways or vehicle stacking areas shall not be located between the building and the Traditional Main Street. No more than one driveway/curb cut shall be allowed on the Traditional Main Street.

Sec. 50-14-438. - Building design standards—Corner lot buildings.

(a) The objectives of this section are:

- (1) To require design continuity and uniform overall building façade for corner lot buildings; and
- (2) To further relate buildings to their context and the street space, and to increase pedestrian linkages between intersecting streets.

(b) To achieve the objectives of this section, the following standards shall apply:

- (1) Buildings occupying corner lots shall be treated as buildings facing two major or secondary thoroughfares, except where one of the streets is used primarily as a local street to residential areas, subject to provisions of Section 50-14-436(c)(1) of this Code;
- (2) At the intersection of two Traditional Main Streets or at the intersection of a Traditional Main Street and a major thoroughfare, the primary active building entrance of commercial buildings shall either be located at the corner of the two streets or two entrances shall be provided, one on each Traditional Main Street or major thoroughfare. If the entrance is located at the corner, a notched or cropped building corner with pedestrian-oriented space at the entrance is encouraged;
- (3) A distinctive architectural feature shall be provided to distinguish the corner of new buildings at the intersection of two Traditional Main Streets and at the intersection of a Traditional Main Street and a major thoroughfare; such a feature includes, but is not limited to, the following, subject to the provisions of Section 50-14-436 of this Code:

- a. Entryway canopy, marquee, or awning;
- b. Bay window or turret;
- c. Distinctive use of materials, sculpture, or artwork; or
- d. Distinctive roof line.

Sec. 50-14-439. - Building design standards—Entryways.

(a) The objectives of this section are:

- (1) To enliven the public sidewalks by increasing the accessibility and visibility of building activities to the public; and
- (2) To create identifiable building entryway to users through architectural means.

(b) To achieve the objectives of this section, the following standards shall apply:

- (1) Entryways to building lobbies, and to all uses that are open to the public, shall be emphasized through changes in plane (such as a recessed entryway), differentiation in material and/or color, greater level of detail, or enhanced lighting;
- (2) All buildings facing a Traditional Main Street shall have a minimum of one active entryway located on the façade facing the Traditional Main Street. Where a building has multiple businesses facing the Traditional Main Street, each business shall have a minimum of one entryway located on the façade of the building facing the Traditional Main Street;
- (3) Doors used for utility or mechanical rooms shall be located away from the sidewalk of any major or secondary thoroughfare; and
- (4) The solar performance of entryway doors that are predominantly glass shall be the same as the storefront design.

Sec. 50-14-440. - Building design standards—Materials.

(a) The objectives of this section are:

- (1) To reinforce durable and traditional building materials consistent with urban context; and
- (2) To encourage the use of durable construction materials.

(b) The standards of Subsection (c) of this Section do not apply to the East Warren, West Warren, Van Dyke Street, Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas.

(c) To achieve the objectives of this section, the following standards shall apply, subject to Subsection (b) of this Section:

- (1) Within the Grand River, Livernois/West McNichols, East Jefferson, Woodward, Grand Boulevard, Michigan Avenue, and Vernor/Springwells Overlay Areas, a minimum of 80 percent of any building façade that faces a public street, excluding window and door openings, shall consist of the following building materials: masonry (preferably brick), stone, or porcelain;
- (2) Within the West Seven Mile and the Bagley/Vernor Overlay Areas, a minimum of 30 percent of any building façade that faces a public street, excluding window and door openings, shall consist of the following building materials: masonry (preferably brick), stone, or porcelain;

- (3) For buildings within the Traditional Main Street Overlay area, the following materials are prohibited on any façade facing a Traditional Main Street, major thoroughfare, or secondary thoroughfare: vinyl or plywood siding, corrugated fiberglass, non-corrugated and highly reflective sheet metal, corrugated metal panels such as those used for roof decking or shipping containers, painted or unfinished concrete block, rough-textured concrete block, and splitface block;
- (4) Exterior Insulation and Finish System (EIFS) and other similar troweled finishes shall be trimmed in wood or masonry and shall not be located within the first two feet of the grade plane;
- (5) Building materials that are neither delineated in Subsection (b)(1) or (2) of this section nor prohibited in Subsection (b)(3) or (4) of this section may only be used upon consideration and recommendation of the Design Review Advisory Committee; and
- (6) Accent building materials that may be used include, but are not limited to: architectural metals such as stainless steel, copper, clear or color anodized aluminum; other pre-finished metal; finished or painted exterior-grade wood.

Sec. 50-14-441. - Building design standards—Color and finish.

- (a) The objective of this section is to reinforce traditional color palettes and analogous colors of permanent building materials; and to establish positive district character by achieving continuity and coordination in colors and finishes.
- (b) The standards of Subsection (c) of this Section do not apply on the East Warren, West Warren, Van Dyke Street, Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas.
- (c) To achieve the objective of this section, the following standards shall apply, subject to Subsection (b) of this Section:
 - (1) The following standards shall apply to the cleaning of all exterior masonry, including brick, stone, stucco, terra cotta, ceramic tile and cement exterior finish materials:
 - a. The application, by use of a stream of pressured water or air, of abrasive substances such as sand, ground slag, volcanic ash, crushed walnut or almond shells, rice husks, ground corncobs, ground coconut shells, crushed eggshells, silica flour, synthetic particles, glass beads, microballoons, or baking soda shall not be permitted;
 - b. The use of tools and equipment such as wire brushes, rotary wheels, power sanding disks, rotary sanders, or belt sanders shall not be permitted;
 - c. Chemical cleaning is permissible provided, that the cleaning method proposed is not one that is known to cause damage to the type of material that is being cleaned; and
 - d. High pressure liquid cleaning will be permitted if it is shown (by means of a test patch no greater than nine square feet and located in an inconspicuous area) that the proposed amount of pressure will not cause abrasive damage to the materials it is to clean.
 - (2) The exterior of every principal structure and accessory structure shall be maintained in good repair. All surfaces, with the exception of masonry, porcelain, architectural metals, brick, or stone material, shall be kept painted or protected with approved coating or material. Masonry, porcelain, brick, or stone buildings that are not currently painted should be left natural and should not be painted. Buildings with painted brick prior to May

29, 2005, may be repainted or may have the paint removed as a means of maintaining the surface in good repair; and

(3) Applied finishes, such as concrete and stucco, shall be fine and smooth textured.

Sec. 50-14-442. - Building design standards—Awnings, canopies and marquees.

(a) The objective of this section is to enhance the scale and design of façades; complement the streetscape; and to contribute to district identity, integrity and visual continuity by achieving a comfortable and attractive pedestrian environment.

(b) To achieve the objectives of this section, the following standards shall apply:

(1) The bottom of any awning or canopy shall be at least eight feet, six inches above grade plane;

(2) Awnings and canopies shall not project more than one-half the width of the sidewalk, nor more than ten feet, six inches;

(3) All marquees, awnings, and canopies shall be supported entirely on the building on which they are erected, and there shall be no posts, brackets or other obstacles located on public property;

(4) Vinyl and plastic materials for awnings and canopies are prohibited; however, woven man-made materials that are similar to canvas may be used with the approval and review of the Design Review Advisory Committee;

(5) Signage on awnings and canopies is limited to 40 percent of the surface area;

(6) Signage on awnings and canopies may only include business name, address, logo, or business slogan and shall not include any specific product advertising;

(7) The area of signage on awnings and canopies shall not exceed the total allowed for business signage in Chapter 4, Article IV, of this Code, *Regulation of Business Signs*;

(8) Internally illuminated canopies, marquees, or awnings are prohibited, including gas station canopies; and

(9) Continuous awnings along blank walls are prohibited.

Sec. 50-14-443. - Building design standards—Lighting.

(a) The objective of this section is to improve the character and safety of the pedestrian environment.

(b) To achieve the objectives of this section, the following standards shall apply:

(1) Lighting fixtures shall be located, aimed, and shielded so as not to produce:

a. Light spill into the night sky;

b. Glare and spillage of light into residential areas, adjacent properties or rights-of-way;
or

c. Distracting reflections.

(2) Flashing lights, such as strobe lights, and LED "rope lights", are not permitted.

(3) Neon tubing around windows is prohibited, except in the Vernor/Springwells and Bagley/Vernor overlay areas.

(4) Wall mounted decorative lighting, such as wall sconces, is encouraged.

Sec. 50-14-444. - Building design standards—Blank walls.

- (a) In general. For purposes of this subdivision, a blank wall is a portion of a ground floor wall (including building façades 13 feet high from the grade plane) with a surface area of 300 square feet or greater that does not include a transparent window or transparent door. Blank walls are only permitted where abutting an alley or along a side lot line that does not abut a right-of-way or parking lot.
- (b) The objective of this section is to enhance the pedestrian experience through architecture by adding visual interest, character, and architectural details to otherwise blank walls.
- (c) The standards of Subsection (d) of this Section do not apply to the East Warren, West Warren, Van Dyke Street, Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas.
- (d) To achieve the objectives of this section, blank walls (treated or untreated) on any building facing a Traditional Main Street are prohibited, subject to Subsection (c) of this Section. All other blank walls adjacent to a public right-of-way or on a façade with a public entrance shall be treated with one or more of the following methods, subject to Subsection (c) of this Section:
 - (1) Architectural details and structural bay expression that provide vertical relief, such as a pier or pilaster spaced at a maximum of 20 feet; for large blank wall areas over 400 square feet, the architectural details shall be accompanied with landscape screening according to Subsection (c)(3) of this section;
 - (2) A horizontal band, 12 to 16 inches wide, such as a middle cornice or a reveal band at the façade's mid-point of the same material as the façade; for large blank wall areas over 400 square feet, the architectural details shall be accompanied with landscape screening according to Subsection (c)(3) of this section;
 - (3) Landscaping that will obscure or screen at least 50 percent of the blank wall's surface within four years; landscaping shall include a combination of evergreen and deciduous trees and shrubs; vines can also be used to contribute to the landscape screening; turf or other groundcover are allowed, but will not contribute to the screening requirement; or
 - (4) Artwork such as mosaic, mural, sculpture, or relief over at least 50 percent of the blank wall surface; the artwork shall be subject to review by the Design Review Committee.

Sec. 50-14-445. - Building design standards—Security roll-down doors and grilles.

- (a) The objectives of this section are:
 - (1) To promote the perception of main streets districts as safe commercial areas; and
 - (2) To deter crime, but foster pride and positive perception about main streets, by relying on discrete security measures such as security glass, alarms, lighting, and police notification system.
- (b) The standards of Subsection (c) of this Section do not apply to the East Warren, West Warren, Van Dyke Street, Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas.
- (c) To achieve the objectives of this section, the following standards shall apply, subject to Subsection (b) of this Section:

- (1) For all projects that involve new construction, security roll-down grilles shall be designed and recessed into the interior of the window system;
- (2) For retrofit projects, when it is not feasible to install a security grille into the interior of the window system, an exterior roll-down grille may be used. The roll-down grille box shall be as inconspicuous as possible, as follows:
 - a. An encased-type roll-down grille box shall be located on the exterior above the display windows and transom;
 - b. The exterior box shall be painted or finished a color to match the building's color scheme. The exterior box shall be concealed by an awning;
- (3) At least 30 percent of the exterior roll-down grille area shall be decorative, open-slat and transparent; and
- (4) Permanent grilles over the exterior of windows or doors are prohibited.

Sec. 50-14-446. - Building design standards—Utilities, service areas, and rooftop mechanical equipment.

(a) The objectives of this section are:

- (1) To screen mechanical equipment from public view;
- (2) To reduce bulk, visual clutter, and noise impact of rooftop mechanical equipment; and
- (3) To enhance the overall appearance of buildings and their relationship to the skyline.

(b) To achieve the objectives of this section, the following standards shall apply:

- (1) Parapets used to screen rooftop mechanical equipment shall not exceed six feet in height; and
- (2) A mansard roof profile shall not be used to provide screening for rooftop mechanical equipment; and
- (3) Utility meters and other service utility apparatus shall be located and designed to not be visible to the public. If such elements are mounted in a location visible from the street, they shall be screened with vegetation or by architectural features.

Sec. 50-14-447. - Building design standards—Architecturally and historically significant buildings; renovation, addition and maintenance of existing buildings.

(a) The objectives of this section are:

- (1) To preserve architecturally, historically significant, and structurally sound buildings that form traditional main streets; and
- (2) To maintain the architectural character and integrity of existing well-designed buildings in Traditional Main Street overlay areas;

(b) To achieve the objectives of this section, the following standards shall apply:

- (1) The architectural and historic character of a property should be retained and preserved; traditional building elements such as original window framing, doors and windows, hardware, transom or base panel item or building wall material such as brick, stone or metal, should be removed only where necessary, and replaced with identical material;

where such replacement is not possible, a replacement item may be used, provided it is similar to the original in color, texture, and profile, or otherwise compatible with the architecture and historic character of the district;

- (2) Where, in accordance with Chapter 21, Article II, of this Code, *Historic Districts and Landmarks*, a building or buildings are designated as a local historic district, or are recommended to be designated as a local historic district, all rehabilitation, repair, and maintenance shall be reviewed and approved by the Historic District Commission; and
- (3) Where buildings are on the National Register of Historic Places as historically significant buildings, or have been recommended to be on the National Register, it is encouraged that all rehabilitation, repair and maintenance be consistent with the Secretary of the Interior's Standards for Rehabilitation and reviewed by the Historic District Commission.

Sec. 50-14-448. - Building design standards—Vacant structures.

(a) The objectives of this section are:

- (1) To translate vacant structures into an economic asset; and
- (2) To improve the physical condition of vacant structures while unoccupied and inactive.

(b) The standards of Subsection (c) of this Section do not apply to the East Warren, West Warren, Van Dyke Street, Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas.

(c) To achieve the objectives of this section, and as provided for in Section 50-11-385 of this Code, the Buildings, Safety Engineering, and Environmental Department shall refer applications for demolition permits to the Planning and Development Department for review consideration.

Sec. 50-14-449. - Parking design standards and reductions—Parking areas.

(a) *Surface parking.*

(1) The objectives of this section are:

- a. To line streets with buildings and/or other architectural site features to maintain a continuous street wall;
- b. To promote a pedestrian-oriented environment, where building storefronts line the main streets rather than parking lots; and
- c. To mask the visual clutter of parked cars and to provide uniform elements of screening.

(2) To achieve the objectives of this section, the following standards shall apply:

- a. No parking area may be placed between the façade of a primary structure and the Traditional Main Street. Parking areas shall be located to the rear of the building, except as may otherwise be provided in this section;
- b. Where it is determined that locating the parking behind the building is not feasible, as determined by the Planning and Development Department, the parking may be located on the side of the building; however, no more than 50 percent of the street frontage of the development on a Traditional Main Street shall be occupied by parking, aisles, or drives.
- c. On corner lots, parking areas shall not be located at the corner;

- d. Off-street parking areas that are adjacent to a public street shall include a landscape buffer strip with a minimum width of five feet between the off-street parking area and the street; the landscape buffer strip shall include the following:
 1. A wall immediately adjacent to the parking area, forming a continuous screen at least 30 inches, but not more than 36 inches, in height. The wall shall be:
 - (i) A brick wall;
 - (ii) A masonry wall, with brick facing;
 - (iii) A concrete wall with brick design;
 - (iv) A stone wall; or
 - (v) Other opaque wall which, in the determination of the Planning and Development Department, is both suitable for the site and compatible with, and similar to, the building frontages nearest the parking area.
 2. A combination of evergreen and deciduous vegetation, including trees, shrubs, and groundcover, shall be planted between the wall and the sidewalk. At least one tree shall be provided for each 30 linear feet of landscape buffer. At least one shrub shall be provided per 20 square feet of landscaped area. Vegetation shall comply with the standards in Division 2 of this article.
 3. In instances where the applicant can prove that the five-foot landscape buffer strip would prevent the applicant from being able to provide the minimum number of required parking spaces, the 30- to 36-inch wall from Subsection (a)(2)d.1 of this section may be erected without the additional landscaping, subject to review and approval by the Planning and Development Department.
- e. To protect the screen wall, wheel stops and curbs shall be placed in compliance with Section 50-14-233 of this Code;
- f. To protect the screen wall at the parking entry and exit points, two 30-inch-high bollards shall be placed on either side of the wall;
- g. The minimum lighting levels for parking lots shall be provided in compliance with Section 50-14-236 and Section 50-14-413(3) of this Code;
- h. Light fixtures shall be maintained in good operating condition and with the required light levels to provide illumination from dusk until two hours after the end of business hours; and
- i. Lighting fixtures shall be located, aimed, and shielded so that they do not produce light spill into the night sky, onto adjacent properties, or onto adjacent right-of-way.

(b) *Parking structures.*

- (1) The objective of this subsection is to enliven parking structures with active uses and to architecturally integrate them to their district.
- (2) To achieve the objectives of this subsection, the following standards shall apply for parking structures located within Traditional Main Street overlay areas:
 - a. Commercial space or other space oriented to pedestrian traffic shall be provided on the ground floor of a parking structure for at least 60 percent of the length of the ground facing a Traditional Main Street or a major or secondary thoroughfare. Where the parking structure abuts more than one street the priority shall be to place the ground floor commercial space facing the Traditional Main Street. The applicant

shall determine whether the ground floor commercial space or other space oriented to pedestrian traffic, faces one or more than one street;

b. The parking structure façade shall be designed so that no ramp structure or sloping deck is expressed on building façades facing public streets; and

c. Parking structures are subject to the design standards for materials as provided for in Section 50-14-440 of this Code, color and finish as provided for in Section 50-14-441 of this Code, and signage as provided for in Section 50-14-450 of this Code.

(c) *Parking reductions.* Parking reductions may be granted as provided for in Section 20 50-14-7 and Section 50-14-153 of this Code.

Sec. 50-14-450. - Signage and communication elements design standards.

(a) The objective of this section is to reach a visual balance between the objective of businesses to draw pedestrian attention and the goal of creating an attractive district free of visual clutter by integrating signage into the overall design of the storefront.

(b) To achieve the objective of this section, the following signage standards shall apply for all buildings with a commercial use on a lot abutting a Traditional Main Street, except for the East Warren, West Warren, Van Dyke Street, Grand River between Evergreen and Lahser or between Woodmont and Greenfield, or Lahser Road Traditional Main Street Overlay Areas:

(1) Signage shall comply with Article VI of this chapter and Chapter 4 of this Code, *Advertising*;

(2) Signage shall be designed to architecturally fit within the overall design of the building and the site;

(3) Signage shall be located so that it does not conceal architectural details and features;

(4) Signage material shall consist of, but is not limited to, painted metal, glass, finished wood or other architectural metal such as copper, bronze, stainless steel or cast aluminum. Unpainted, non-architectural metals or unfinished wood are prohibited;

(5) Signage, including design, material, painting and construction, shall be professionally made;

(6) Signage material substrate shall consist of, but is not limited to, aluminum, painted metal, weather-resistant painted wood, or durable non-glare acrylic or composite material; unpainted or unfinished metals or unpainted wood are prohibited as signage material substrate;

(7) Dimensional letters shall be made of metal such as copper, bronze, stainless steel, cast aluminum, or durable non-glare acrylic;

(8) New pylon signs are prohibited. New ground-mounted monument signs shall be limited to a maximum height of 12 feet;

(9) New roof signs are prohibited;

(10) The bottom of projecting sign shall be a minimum of eight feet, six inches above the sidewalk. The projecting sign shall not project more than one-half of the width of the sidewalk, or more than four feet from the wall of the building on which the sign is placed, whichever is less. Projecting signs shall be placed as close as practicable to the center of the building façade, and in no case shall adjacent projecting signs be closer than 15 feet;

(11) Each business shall be allowed one professionally-prepared window sign not exceeding ten square feet or 20 percent of the area of a window, whichever is less, for every 30 linear feet of transparent window or door area along the length of the building. Any such sign shall not require a permit and shall not count toward the maximum allowed sign area;

(12) Illumination of signage shall be provided by external lighting, including wall sconces, extended arm light fixtures, sign bands, and halo illumination. Internal illumination of signs is prohibited, with the following exceptions:

a. One neon window sign shall be allowed per business, but shall not exceed the overall size allowed for window signs. The neon window sign shall require a permit. Neon lights shall not flash on and off. Neon signs shall not be used for the advertisement of products.

b. LED lighting shall only be allowed for gas station pricing signs.

c. Within the Grand River, Bagley/Vernor, and East Jefferson overlay areas, signs with internally illuminated channel letters are allowed.

d. Within the Woodward Avenue overlay area, neon wall signs may be allowed, subject to the review and approval of the Design Review Committee.

e. Marquees for theaters may be internally illuminated but may not be animated.

(13) Animated signs and signs that incorporate flashing or moving lights are prohibited.

(c) In achieving the objective of this section, satellite dishes and antennas shall be located in the rear roof space and away from public view, except where location is needed elsewhere to avoid obstruction of the satellite signal.

Secs. 50-14-451—50-14-460. - Reserved.