

VIBRANT BLOCKS FOR BUSINESS

A Main Street Design Guide for More Beautiful Commercial Districts

PROJECT UPDATE

November, 2022

Our Team

> CITY OF DETROIT

Planning and Development Department

In coordination with:

BSEED

General Services Department

> CONSULTANT TEAM

Interface Studio

Lead, planning and urban design

Sidewalk Detroit

Community Engagement

Smithgroup

Architecture & technical support

What are design guidelines?

Design Guidelines help to ensure the look and feel of new buildings or rehabs are built in a way that will be a positive addition to the area.





for architectural details that define "look and feel" of a building



Design Guidelines describe the desired scale, style, and quality of the built environment.

What will the Design Guidelines do?

The Design Guidelines will:

- Create a clear, easy to use guidance for the design of future development or rehabs on commercial corridors
- Illustrate design elements of different types of streets or commercial districts but not specific locations
- Supplement the new Zone Detroit zoning ordinance

Zone Detroit is set to be released at the end of this year. This guidance document will work to complement that work and will be referenced in the new code, similar to the way TMSO reference design guidelines now

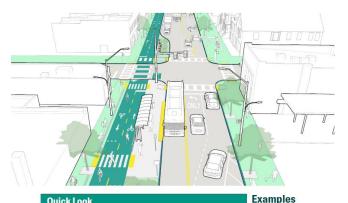
The Design Guidelines won't:

- Make planning or design recommendations for geographically specific commercial corridors
- Define design elements that are specific to character or vibe of the area or neighborhood
- Recommend any zoning changes to specific properties or commercial districts

Alignment with **Streets for People**

COLLECTOR - COMMERCIAL

Commercial sections of Collectors provide links between neighborhoods and connect people to dining, retail, services, and larger roadways, but carry fewer people than Arterials. Collectors prioritize the walking, biking, and transit networks and have restricted to no building setbacks. These streets may contain seating, vegetation, and art. Collectors have narrower right-of-ways (ROW) than arterials, so more spatial trade-offs may be needed between modes in order to meet ROW constraints.



· Lawndale St W Vernor Hwy to I-75 Shoemaker St

McClellan St to Conner St Kercheval Ave Mt Elliott Ave to Van Dyke St

Right-of-way	50' to 80'
Pedestrian crossings	Mark at signalized intersections, unsignalized intersections with pedestrian generators and/or transit stops, and mid-block crossings.
Bicycle facilities	Protected preferred. Otherwise, striped, buffered, or parallel route.
Transit accommodations	Queue jumps and bus bulbs or transit islands with amenities on high-frequency routes
Design speed	25 mph
Through lanes (each direction)	1
Average vehicles per day	2,000 - 8,000
Driveway frequency	Low to moderate; consolidate to reduce driveway frequency
Freight loading location	On-site/alley preferred; on-street where parking is available

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Modal Priorities & Design Considerations



Activate sidewalk with pedestrian-scale lighting, street furniture, trees, and stormwater planters. Use preferred frontage, pedestrian, and amenity zone widths during reconstruction. Provide safe and convenient crossings.



Install protected facilities or, when right-of-way is constrained, provide striped or buffered bike lanes or alternate parallel routes. Install bike parking in the amenity zone or, where there is enough space, the curbside zone.



Meet DDOT standards for bus stops. Ensure adequate lighting, safe crossings, and connections to other modes at stops. Consider in-lane bus stops with bus bulbs and amenities on high-frequency routes.



Reallocate some parking to bike lanes, transit, or other curbside uses for people walking and biking. Incorporate additional streetscape elements with this space (e.g., street furniture, blke parking, planters).



Design adequate turning radii for small freight vehicles from collectors to arterials (otherwise, design for pedestrians and passenger vehicles). Provide on-street loading locations for businesses where on-site or alley locations are not available.

Width Allocation Priorities for Street Zones

STREET ZONE	low	medlum	hlgh
Frontage Zone	-	0	
Pedestrian Zone	-		<u> </u>
Amenity Zone	-		<u> </u>
Travel Lane	-		
Curbside Zone			
Bike & Buffer Lanes	-	0	
Parking, Loading, & Other Curbside Uses	-	0	

Street Zone Dimensions

	Frontage Zone	Pedestrian Zone	Amenity Zone	Travel Lane	Parking & Loading	Bike Lane	Bike Buffer**		
Minimum	0'	6'	3'	10"	7**	5'	1.5' - 3'		
Preferred	2' - 4'	8' - 12'	6' - 8'	11"	8'	6' - 7'	3'		
Maximum	6"	12'	12'	11'	9'	7'	4'		

* On streets with one travel lane in each direction and no center turn lane or median, 11' travel lanes shall be the minimum to accommodate passing buses. 8' parking lanes shall be the minimum on transit streets where the bus does not stop in the travel lane.

** Blke buffers should be 3' when adjacent to parking to prevent people on bikes from being doored by people exiting their vehicles.

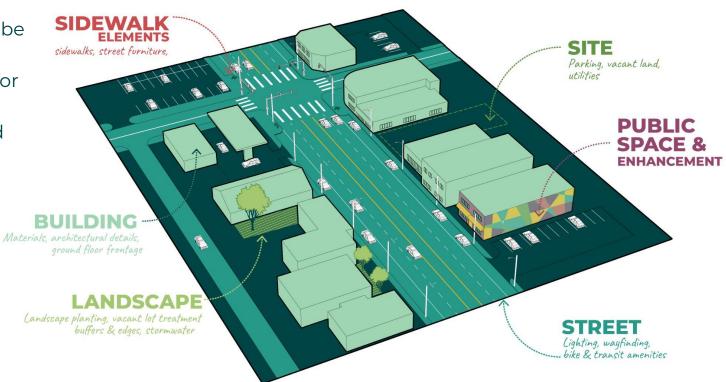
DETROIT STREET DESIGN GUIDE 23

Plan Alignment: Big Takeaways

			BUILDING SITE							STREET						GUIDING PRINCIPLES										
		Ground floor frontage/façade composition	Materials	Architectural details	Safety	Blank wall alternatives	Screening	Buffers	Parking	Landscape planting	Ped circulation/entrances	Bike parking	Utilities/service (waste)	Safety	Street trees	Stormwater	On-street parking	Street furniture	Bike amenities	Lighting/signs/wayfinding	Safe	Clean, green, and well-maintained	People first, comfortable	Strong identity	Welcoming and inclusive experience	Diverse, local businesses
	Jefferson Chalmers											,,,,														
K	Gratiot / 7 Mile																									
EASTERN	East Warren / Cadieux					100	10																			- 3
E	Islandview Greater Villages																									
	Campau / Banglatown																									
	Greektown Plan																									
AL	Greater Corktown Plan																									- 0
CENTRAL	West Vernor Plan																									
B B	East Riverfront																									
	Rosa Parks-Clairmount					- 5					0															
_	Warrendale Coudy Rouge		5			100					8			22												
TER	Livernois-McNichols																									
WESTERN	Grand River-Northwest																									
_	Russell Woods Nardin Park																									

What design guidance is included?

The final document will be an easy to use design guide for small scale developers and businesses.



What else will be included in the guidelines?

In addition to the design elements for building, sites, and streets, the guidelines will work to provide guidance on:

- Responsibilities: City vs. Property Owner
- Maintenance Standards
- The Design Review & Development Process
- Implementation & Funding Opportunities



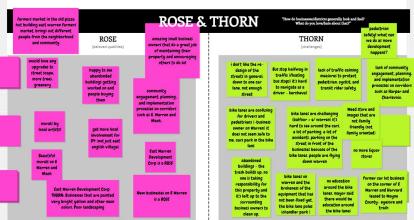
Our Process

Our Engagement Process

- **District Focus Groups**
- **Online Zoom Meetings**
- **In-person Corridor Tours**







Focus Groups:

- We held five district focus groups
- Engaged community and resident leaders
- Notable CDC's & Others
 - Morningside Community Assoc
 - o JE
 - Nardin Park Improvement Rock
 - Live6 Alliance
 - o 8 Mile Blvd. Assoc
 - o E. Jefferson Dev Corp
 - o G.R.D.C. & G.R. Communities
 - Joy Southfield CDC
 - Paveway Neighborhood Assoc
 - East Warren Dev Corp
 - o Eastside Community Network
 - New Beginnings CDC
 - Business/Property Owners
 - NABWIC
 - DEGC Business Liaisons
 - DON District Managers
 - o City Council Members
 - Makaveli Construction

District Focus Groups























Bagley

- Speramus Partners LLC w/ Brian Jones-Chance
- Neighborhood Homebase
- Detroit Pizza Bar
- McNichols Streetscape Project

Grandmont Rosedale

- Pages Bookshop W/ Susan Murphy
- GRDC
- Cutz Lounge

Littlefield

- Kenia Jones
- Vibe Lounge
- Magic Auto Body
- Akbars Restaurant















COMMON THEMES:

- Community members are very passionate about seeing corridors thrive across all areas of design
- Even the healthiest corridors are in need of care, and do not fully reflect community vision.
- Bureaucracy and red tape
 discourage business owners from
 implementing improvements. There is
 a financial cost and invisible mental
 load to gaining approvals.
- Community wants clarity, permission and support in the design review process.

- BIPOC and immigrant business feel they are on their own, without advocates to help them understand the process
- There are multiple topics nested within the priority areas which resonate differently with different communities
- Cars rule the streets and auto-related development present a danger to health and weaken the vibrancy of the corridor.

THE GUIDELINES NEED TO:

- Establish a baseline: Corridors need to be Clean and Safe
- Frame the importance of first impressions to create a welcoming/inviting customer experience
- Provide more clarity, support and space for innovation: allow for expression + character and to respond to different communities (except when it comes to party stores + dispensaries).

- Consider long term maintenance of proposed capital improvements needs consideration
- Provide opportunities for community building in the districts
- Elements that are included should contain a 'how-to' guide with step-by-step instruction for implementation



Guidelines Structure



what makes a vibrant commercial street or district?





SAFE & COMFORTABLE

Regardless of your age, race, gender or background, the corridor looks and feels SAFE, day or night.

- Property is well-lit
- It feels safe to walk around
- Litter is removed
- Vacant lots are secured
- Buildings are easy for people to see into and out of, creating a sense of transparency and "eyes on the street"
- Building security measures do not detract from a welcoming and inviting atmosphere
 - Grates, if used, are mostly transparent
 - Cameras, if used, are clearly marked
 - Bulletproof glass, if used, is inconspicuous
- Fencing does not contain razor wire
- Where needed, emergency call boxes are provided



CLEAN & MAINTAINED The corridor is **CLEAN and WELL** MAINTAINED.

- Sidewalks and streets are regularly maintained, cleaned, swept, and clear of obstructions
- Parking lots and sidewalks are free of weeds and overgrowth
- Exterior building materials are well-maintained, and free of graffiti and unnecessary excess signage
- Sidewalks are level and uncracked
- Healthy trees and plantings provide shade and beauty
- Vacant lots are secured, mowed, or landscaped, and, if possible, beautified
- Litter and dumping are addressed in a timely manner
- Trash bins are regularly emptied
- Vacant buildings are secured and upkept



WALKABLE & HUMAN-SCALE

The district is designed to serve **PEOPLE FIRST** and is **COMFORTABLE** to walk around.

- It feels comfortable to walk around
- Crossing the street feels safe
- Pushing a stroller feels safe
- Pedestrian-friendly amenities are located on the property
- The front door looks welcoming
- The building frontage has appropriate signage
- Walkways are free of obstructions



LIVELY & ACTIVATED

The corridor offers a welcoming and vibrant **experience.**

- Outdoor elements encourage people to sit and linger
- Space outside business is activated or beautified
- Public spaces are activated with events and programming
- Outdoor dining opportunities are provided in appropriate places
- Alleys are clean, safe, and creatively lit
- Vacant lots are beautified and used for art and gathering



GREEN & RESILIENT

The corridor is an environment that provides beauty, shade and resilience.

- Plants are used to enhance the landscape
- Well-maintained trees or various sizes are present, providing shade and cooling
- Green stormwater infrastructure* is incorporated where feasible to improve water quality and prevent runoff and flooding
- Planters have been added
- Rain gardens and rain barrels are installed
- Green roofs and porous pavement are included
- Green buffers are used instead of fencing where possible
- Locally sourced native plant species are used whenever possible



UNIQUE & AUTHENTIC

The district has a strong **IDENTITY** that supports and attracts business.

- The building façade is attractive and unique
- The signage helps illustrate what is sold inside
- Cultural heritage is uplifted through public art and building desian
- Temporary signage is tasteful and uncluttered
- A shared sense of place is created through design elements
- Community assets and historic places are maintained and preserved
- Chain signage is appropriately scaled and does not dominate the corridor



INCLUSIVE & DIVERSE

The corridor is home to diverse, local businesses that are responsive to the needs of the community.

- Gateway signage welcomes people to the area
- Public spaces feel inviting and open
- Access and circulation requirements are met, with an aspiration towards Universal Design*
- Benches and resting areas are provided
- Child-sized furniture and opportunities for play are provided
- Interpretive signage is included that celebrates the area's heritage and history
- Bike racks are available at convenient locations.
- Bus stops are well-maintained and strategically located
- Audio prompts are provided at crosswalks for people with vision impairment



more just more beautifu morevibrant main streets + commercial districts

navigating the process



BEFORE YOU BEGIN:

- - research your commercial district
 - □ Who owns your commercial corridor? (local, county, state, etc.)
 - □ Is there a neighborhood framework plan?

(2) research your property

- □ What is your property zoned?
- □ Is there a historic overlay?
- ☐ Are there existing design guidelines in places?

3 talk to your community

☐ Have you contacted your DON representative and DEGC business liaison?

DEVELOPMENT REVIEW PROCESS

START HERE!

Preliminary
Plan Review

The PPR will create a map for what you will need at each step of your journey

Hint: Schedule a Pre-Plan Consultation for Permitting Questions



Obtain permits to meet building code requirements: Mechanical, Structural, Electrical, Plumbing, Elevator, Fire

PROJECT FINISH LINE



Bonus: Apply for Business License if Opening a New Business

Land Use Approvals

May include

- Concept Plan Review (PDD)
- Historic District Approval (HDC)
- Rezoning (CPC)
- Site Plan Review (BSEED)
- Special Land Use Hearing (BSEED)
- Zoning Variance (BZA)
- Health Department Approval

Construction & Inspection

Receive your Certificate of Occupancy!

make it vibrant checklist



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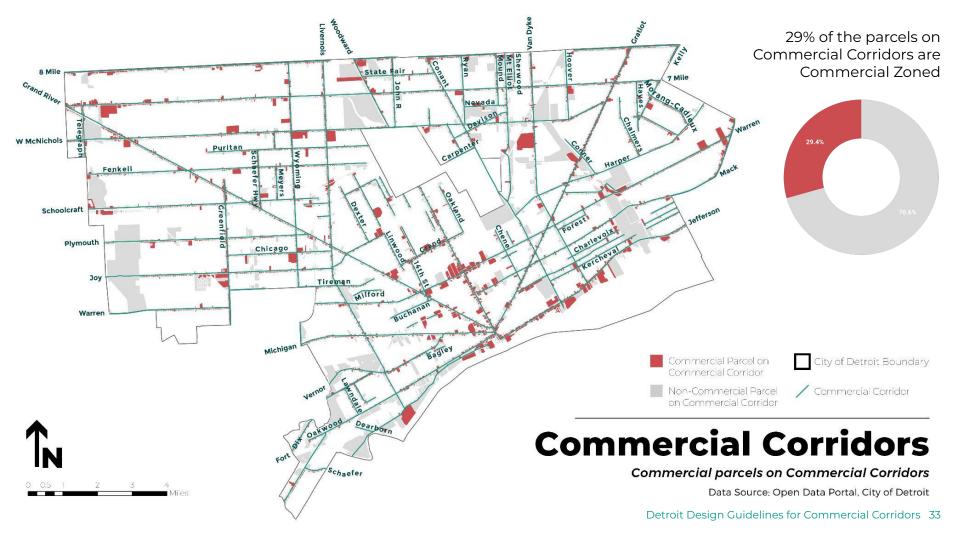
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design guidance for your site





Typologies

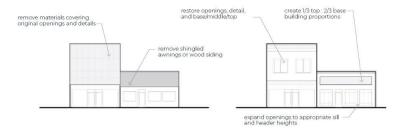
DESIGN CONSIDERATIONS FOR YOUR SITE

- RETAIL STOREFRONTS & MIXED-USE BUILDINGS
- SHOPPING CENTER
- AUTO RELATED USES
- RESIDENTIAL USES
- INDUSTRIAL USES
- VACANT LOTS + BUILDINGS
- PUBLIC SPACES + PLAZAS



STOREFRONT REHAB CONSIDERATIONS

- Uncover, retain, rehabilitate, or restore existing building features such as openings, window and door trim, columns, piers, ornament, or cornices
- Lower window sills to no more than 2-feet above the interior finished floor
- Extend storefront windows and doors up to the horizontal expression line. Use spandrel panels as necessary above ceiling height
- Design new additions to be compatible with existing materials and articulation or or a contrasting architectural style
- Strive for a 1/3: 2/3 proportion for single story buildings to emphasize verticality
- · Repair to damage should also address the root causes such as water leaks or deterioration.
- Do not introduce new building elements or features that are incompatible with the size, scale, or material of the existing building or prevailing patterns on the block.
- Engage in preventative maintenance to extend the life of the building and ensure longevity of restoration work



Traditional, eclectic, or modern, all these storefronts meet these guidelines:



Ro evelita tectem es sitatur, santota soluptat et aut vendel eictis ad quid que et aut aut diorenis aut



Ro evelita tectem es sitatur, santota soluptat et aut vendel eictis ad quid que et aut aut diorenis aut

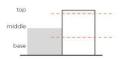
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NEW STOREFRONT CONSIDERATIONS

1. Define the Base/Middle/Top

- The base of the building can be defined by an accent line, cornice, frieze, or change in material.
- Where a pattern of alignment exists along the street, align with the prevailing organizing elements.
- · Continue the base across the entire building.
- Keep a consistent parapet or cornice line. Like the base, the top should be continuous across the length of the building.
- Don't be afraid to go big. Cornices, friezes, and other horizontal articulation on traditional buildings are larger than they appear from the ground.



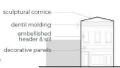
2. Organize the Openings

- · Align openings vertically and horizontally.
- · Maintain consistent sizes as much as possible.
- Use consistent window types (double hung, picture, etc) for uniformity.
- Create shadow lines in the building wall with opening depth or articulation around openings, such as headers, sills, and trim elements.



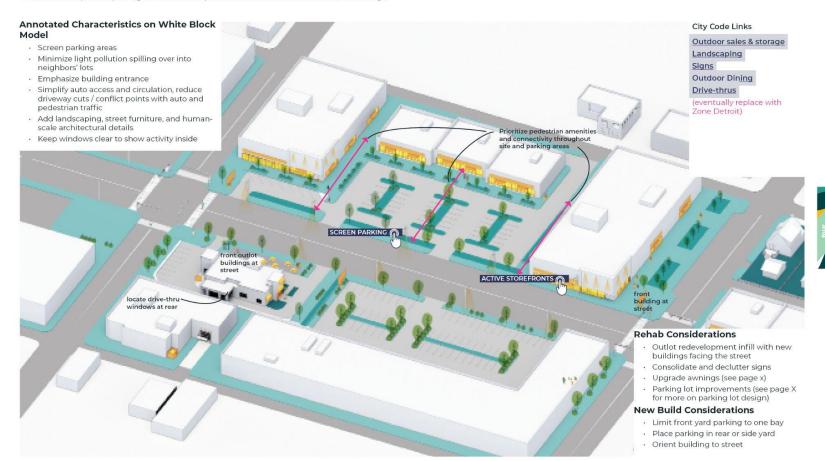
3. Add Architectural Details

- Establish a palette of complimentary materials to use in architectural detail.
- Organize ornament around other elements of the facade: window headers, trims aligned to openings, decorative patterns at horizontal articulation lines, etc.
- Use craftsmanship in the building materials to add texture and ornament, particularly in concrete, stone, and brick.
- Salvage, preserve, or restore existing ornament as much as possible.
- · Add a cornice or parapet.



SHOPPING CENTER

Goal: Reduce impacts of parking lots on streetscape and move towards more human-scale design



vibrant building blocks



Building Blocks Components

BUILDING

- Ground floor frontage
- Materials
- Architectural Details
- Awnings
- Blank wall alternatives
- Facade, storefront lighting
- Signs
- Safety/Security grills
- Accessibility
- Building integrity

SITE

- Building placement
- Parking location & layout
- Alley treatments
- Pedestrian circulation & entrances
- Loading & Trash
- Fencing

STREET

- On-street parking
- Bike amenities
- Transit amenities
- Wayfinding
- Safety
- Accessibility

LIGHTING

- Street Lighting
- Interior Lighting
- Exterior Lighting

PUBLIC SPACE

- Public Art
- Plazas
- Events & Programming

LANDSCAPE

- Landscape planting
- Street trees & landscaping
- Screening & Buffers
- Stormwater

SIDEWALK

- Sidewalk
- Street furniture
- Outdoor dining

 Activated with storefronts that are transparent and lively. there are places to sit and gather outside.

REQUIREMENTS

- · Maintain a minimum 6ft pedestrian zone (8ft Downtown). Provide a continuous pedestrian zone, without obstructions and with clear sightlines.
 - Note that in many places in Detroit, sidewalks that exist are 4ft wide with a planting strip in the amenity zone. If this condition (or others) exist in front of your business and they are in a state of good repair, they do not need to be widened or expanded. The 6ft minimum is for new sidewalk rebuilds. Maintain a 4ft clear pedestrian zone in front of your building.
- · Sidewalks should be accessible for all users, which includes but is not limited to people with mobility impairments, people using mobility aids, and people with hearing loss/ deafness, low vision, or who are blind.
- · Construction, repair or replacement of sidewalks should adhere to Americans with Disabilities Act (ADA) requirements that pertain to public sidewalks and sidewalk curb ramps.
- · Provide a smooth, stable, and slip-resistant surface with minimal gaps, rough surfaces, and vibration-causing features.
- · Pick up loose trash and litter, and sweep the sidewalk.
- · Clean between pavement sections and along the curb, removing grass, weeds, trash and dirt.

AVOID

- · Do not allow elements within Amenity or Frontage Zones to obstruct Pedestrian Zone.
- Keep clear of obstacles and overhangs, including sidewalk amenities.
- · Do not interrupt with kiosks, utility access boxes, and wayfinding.



Resources

Detroit Streets for People

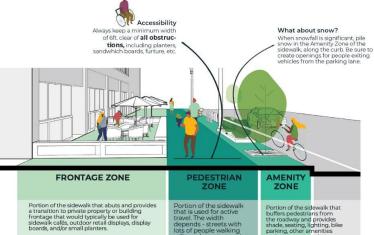
ADA Standard: Sections 4.3, 4.7, and 4.8 pertain to sidewalks and sidewalk curb ramps.

DPW provides the "Standard Specifications for Paving and Related Construction" and the "Street and Alley Standard Plans" on the City's website

NACTO Urban Street Design Guide (2013)

Public Rights-of-Way Accessibility Guidelines (PROWAG) 2011 (Proposed)





will need more space to and snow storage during comfortably pass by and winter months between elements in the other sidewalk zones. 6' (8' Downtown) 3' 8' - 12' 6' - 10' 12'

What if my sidewalk is narrower?

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72"

What's my responsibility to keep clean?

2'-4'

10'

MINIMUM

MAXIMUM

PREFERRED

Property owners are responsible to clean and maintain safe passage for pedestrian along the sidewalk segment, curbs, and parking lanes in front of their property.

SIDEWALKS

VIBRANT SIDEWALKS





AVOID ...





HOW TO ...

Repair or replace a sidewalk in front of your business

- Property owners are responsible for constructing, repairing, and maintaining sidewalks located on private property, including repair of damaged sidewalk, service walk (the walkway between the curb and the sidewalk) and driveway approach.
- · In some cases, the City will include sidewalk repair or replacement as part of a major streetscape project. To find out if a project is planned for your corridor, visit DPW's streetscape program website: detroitmi.gov/departments/department-public-works/ complete-streets/streetscape-program
- · If a sidewalk is significantly damaged, broken or deteriorated, and no City improvement project is planned for that location, it is the responsibility of the property owner to repair the issue.
- · The city will make exceptions if the sidewalk has been uplifted by root growth from trees located between the sidewalk and the street under the "Tree Guarantee Policy". If a sidewalk cracks or buckles significantly due to tree root, the property owner should use City's Sidewalk Damage Map to report the issue: https://detroitmi.gov/webapp/
- · To repair a sidewalk or drive approach, you can hire a contractor or elect to do the work yourself. In either case, make sure the necessary permits are obtained.
- · The City Engineering Division (DPW) provides the "Standard Specifications for Paving and Related Construction" and the "Street and Alley Standard Plans" on the City's web site at the Standards and Specifications Website.
- · If you are developing a new site/building, the City strongly suggests building a 6ft+ sidewalk with street tree plantings.

Report an unsafe sidewalk

· Use the Improve Detroit mobile app to report the issue to City Hall.

Get permission to paint my sidewalk

· If you would like to add a mural to your sidewalk, you'll need permission from the Department of Public Works. For guidance, review the Paint the Street Guidebook.

Host an event on my sidewalk

· You'll need to obtain a Special Events Permit from the Detroit City Council to conduct any event in the public right-of-way or outdoors on private property where the general public is invited. For more information, visit: detroitmi.gov/departments/media-servicesdepartment/special-events

Provide seating on my sidewalk

 Further sections in this document provide more information for street furniture (pg.xx) or outdoor dining (pg. xx).

Next Steps





thanks!