



DOWNTOWN DESIGN REVIEW

Standards and Guidelines

STREETSCAPE

Kalamazoo, MI

July 2012

March 7, 2005—Kalamazoo City Commission adopted the Downtown Design Guidelines under Resolution #05-16 and enacted Ordinance 1783

July 16, 2012—Kalamazoo City Commission adopted the Downtown Design Guidelines by Resolution and enacted changes to the City of Kalamazoo Zoning Code 2.3G (5) under Section 6.5C of Appendix A-Zoning Ordinance

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

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I. OVERVIEW

Purpose

The Downtown Design Review Committee (DDRC) Standards and Guidelines have been developed to give direction to public and private improvements within Kalamazoo's downtown. The standards and guidelines serve as a basis for common decision-making among downtown businesses, property owners, and City government. They also outline an approach for creating a coordinated design theme for downtown that is simple and elegant and encourage designs that are complementary to the current fabric of the city's core.

The DDRC Standards and Guidelines promote the evolution of a downtown supported by a lively, pedestrian-friendly space for commerce, government, residential, and social uses. The standards and guidelines integrate growth and new construction with historic buildings to encourage the creation of a vigorous and attractive urban hub.

The DDRC Standards and Guidelines are not intended to serve as, or supersede any MDOT, Historic District Commission or other safety or regulatory standards.

Statement of Intent

The City of Kalamazoo's DDRC Standards and Guidelines are a tool for architects, developers, and property owners who plan to build, renovate and rehabilitate projects within the downtown. The purpose of the DDRC Standards and Guidelines is to encourage new construction, building rehabilitation, and streetscape projects that help to create a dynamic and vibrant 24-hour downtown—ensuring an economic environment attractive to residents, businesses, consumers, and visitors alike, both now and in the future.

The City of Kalamazoo encourages creativity and inventiveness in building reuse and new construction, as well as the preservation of key architectural features that help define our downtown.

Design Direction

Downtowns that are viewed as vibrant and active also include landscape and streetscape features which bring green elements into the city, including trees, grass, open space, and outdoor dining and entertainment. These elements bring a vibrant layer of detail and soften the urban core, helping to humanize, enhance, and invigorate downtown. They provide places to socialize, whether they are small open spaces to relax, large gathering places for events, or sidewalk cafes to meet with friends or just to watch the activities of the city.

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Guiding Principles

In addition to referencing existing architectural and streetscape features, there are a number of guiding principles that underlie the DDRC Standards and Guidelines. The guiding principles are:

- Celebrate the Kalamazoo of yesterday and today, while looking to tomorrow,
- Create a setting for social, cultural, and environmental awareness and enjoyment,
- Create new kinds of urban districts that integrate workplace, housing, transportation, retail, and cultural amenities,
- Protect and leverage existing assets within downtown Kalamazoo (including existing neighborhoods, Kalamazoo Mall, open spaces, cultural facilities, and institutions),
- Define a hierarchy of streets and pedestrian linkages that bind the city together,
- Utilize existing styles (such as the Art Deco influence) as a design vocabulary to unify the built environment in the downtown,
- Celebrate the arts, entertainment, and culture of the people of Kalamazoo, and their diversity of thought, taste, and interest,
- Enhance Kalamazoo's sense of place.

Using the DDRC Standards and Guidelines

The DDRC Standards and Guidelines will be used by any entities, public or private, planning to renovate or add buildings or other elements that are viewed or experienced from the public realm. It should be noted that these guidelines do not omit the requirement to obtain building, zoning, encroachment, or other types of approvals from the City prior to any work. The document sets a minimum design standard, but individual efforts should be tailored to specific locations, land-uses and local character. This system of standards and guidelines is designed to be flexible, encouraging a balance between coordination and individuality.

The DDRC Standards and Guidelines do not omit the requirement to obtain building, zoning, encroachment, or other types of approvals from the City prior to any work.

The document is divided into four main sections:

- I. Overview: purpose and intent.
- II. New Construction: all new construction.
- III. Existing Buildings: façade restoration, rehabilitation, and additions to existing buildings or any alteration on the exterior of the building.
- IV. Streetscape Elements: both private and public streetscape elements.

Each section specifies the **standards** and discusses the more general **guidelines**:

- **Standards** represent the baseline that all projects must include in planning and design. Some examples include matching the setback of new buildings to adjacent buildings, pedestrian-oriented uses on the ground floor, sign dimensions, retaining existing architectural ornaments, etc. Often smaller projects that comply with the standards—like signs—can be a “Tier I Review.”

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- **Guidelines** are more flexible than the standards and require a “Tier II Review” by the Downtown Design Review Committee at a regular meeting. Guidelines allow more flexibility in maintaining the urban character of downtown Kalamazoo. The DDRC meets weekly as needed to fit within the Site Plan Review Committee schedule.

While the DDRC Standards and Guidelines can be referred to and used as a complete and comprehensive document, it has been structured so that each of the sections can be used individually, depending on the type of project. For example, an architect, developer, or owner wishing to renovate an existing building could refer to and use just Section III (Existing Buildings) if the project includes no streetscape elements.

Process

Applications are available from the Downtown Design Review Coordinator and are available for download from the city website from the Community Planning and Development Department.

Applications for review must be submitted with supporting documents. Depending on the project, the application may include plans, drawings, materials samples, elevations. Downtown design review is limited to the exterior of a building, so interior floor plans may not be necessary.

The process for reviewing an application is determined according to two levels of review:

- “Tier I Review” is an administrative review and applies to smaller-scale projects and those with less impact on the building fabric or streetscape that comply with the standards.
- “Tier II Reviews” are required for larger projects or projects which alter the exterior of a building including all new construction or additions and all projects that require Site Plan Review. Examples of Tier I and Tier II projects are outlined later in this section.

Appeals will be made to the Planning Commission in order to resolve issues between the Downtown Design Review Committee, the Site Plan Review Team, and the applicant. Details of the process are outlined in further detail in the following sections.

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The Downtown Design Review Committee prefers to meet with developers and project managers while large projects are still in the concept phase. A meeting with the Downtown Design Review coordinator or committee can be arranged by contacting the Downtown Design Review coordinator at 269-337-8804.

Tier I - Administrative Review

City of Kalamazoo and Downtown Development Authority (DDA) staff review plans and details with applicant and approve, approve with conditions, or refer the project as proposed to the DDRC at a weekly meeting for review.

Review Process for Tier I Reviews:

1. Applicant (owner, architect, sign fabricator) submits an application, including design-related project criteria, plans and drawings to the Downtown Design Review Coordinator.
2. Downtown Design Review Coordinator and DDA staff review, and refer project to additional City of Kalamazoo staff as appropriate (for example, historic district, planning, zoning or permitting staff).
3. City of Kalamazoo staff will approve the project as presented, approve the project with conditions, or deny project as proposed.
4. Approved projects are cleared to submit sign, historic district and building permit applications as needed.

Examples of Tier I Projects:

- New signs or re-facing existing signs
- Sidewalk signs
- Awnings and canopies
- Lighting
- Fencing
- Streetscape and street furniture
- Screening mechanical equipment
- Demolition of secondary structures
- Simple façade design changes and/or repairs

Tier II - Site Plan Review

City of Kalamazoo and Downtown Development Authority (DDA) staff review plans and details with the applicant and prepare staff recommendation for Downtown Design Review Committee (DDRC) review. At their regularly scheduled weekly meeting, the DDRC reviews and approves, approves with conditions, or denies the proposal and forwards their comments to Site Plan Review Team.

Appeal: Planning Commission

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Review Process for Tier II Reviews that also require Site Plan Review (Site Plan Review is required for projects which expand the size of the existing structure or new construction):

1. Proposal submitted for Site Plan Review—typically Site Plan Review does not require elevations of the building.
2. Proposal submitted for Downtown Design Review Committee (and Historic District Commission* if applicable). Application should include drawings with elevations, exterior details on cladding and finishing materials
3. City of Kalamazoo and DDA staff review design-related project criteria, and prepare recommendation for DDRC.
4. Site Plan Review Team approves, approves with conditions, or denies project as proposed.

Appeal: Planning Commission

Review Process for Tier II Reviews that occur without Site Plan Review (Site Plan Review is required for projects which expand the size of the existing structure, change of use or new construction):

1. Proposal submitted for Downtown Design Review Committee (and Historic District Commission if applicable) Application should include drawings with elevations, exterior details on cladding and finishing materials
2. City of Kalamazoo and DDA staff review design-related project criteria, and prepare recommendation for DDRC.
3. DDRC review, generally scheduled weekly, meets and reviews the application and specifications. The committee recommends approval, approval with conditions, or denial of the project.

Appeal: Planning Commission

Examples of Tier 2 Projects:

- Exterior rehabilitation of existing buildings
- Parking Lots and streetscapes
- New construction
- Public Open Spaces, parks, streetscape areas
- New internally illuminated, animated, or moving signs
- All sidewalk cafes
- Any project requiring Site Plan Review
- Any project which does not comply with the standards

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STREETSCAPE

Introduction

The street environment needs to appear uncluttered, offer clear direction for vehicular traffic, and provide a pleasant environment for pedestrians. Each element in the streetscape should be selected with the intent to unify the overall environment, create a pleasant space to spend time by improving the visual aesthetics, and accentuate and clarify existing uses in each area by reducing or eliminating visual clutter.

The purpose of this section is to coordinate and unify the development of streets, parking spaces, planting areas, sidewalks and other open spaces within the downtown. Specific design cues and direction for the downtown streetscape have been taken from successful projects throughout the downtown, including the Kalamazoo Mall, Michigan Avenue, and Arcadia Creek Festival Place.

Many streetscape items are regulated by the City of Kalamazoo Code of Ordinances and the Downtown Design Review Standards and Guidelines. Please consult with city staff to ensure you are using a complete and updated copy of the design ordinances.

Signage

The size and scale of any building signs must be in proportion to the size and scale of the street level façade. The following **guidelines** apply to signage:

- The primary focus of signs downtown should be oriented toward pedestrian traffic and not vehicular traffic.
- Signs should be designed as an integral part of the overall building design, while also contributing to the streetscape.
- Signs should allow for clear visibility of significant architectural details and storefront windows and doors.
- The size, proportion, and location of signs should be consistent with the overall design of the façade, and be incorporated into other façade elements, such as awning valances, or be painted on storefront glass.
- All signs should reflect the overall design of the building and should not cover existing architectural features.
- Signs for multiple storefronts within the same building should align with and complement each other. Consideration should also be given to the alignment with other appropriate signs on the block. This will maintain the existing pattern of horizontal and vertical façade features.
- Signs should be designed in simple, straightforward shapes that convey their message clearly. Lettering styles should be simple, well proportioned, and easy to read. As a general guide, the number of fonts should be limited to two, and the text should occupy no more than 75% of the total sign panel.

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All signs must comply with the City of Kalamazoo's Code of Ordinances – Appendix A – Zoning, Chapter 7: Signs.

There are three main types of signs:

- Wall signs – mounted parallel to or directly on the building façade.
- Projecting signs – mounted perpendicular to the building façade.
- Sidewalk signs – movable signs put out daily to advertise an adjacent business.



Wall Signs

Historic painted signs are an authentic part of the downtown district.

The following **standards** apply to wall signs:

- Wall signs shall be limited in size and project less than 15 inches from the building.

The following **guidelines** apply to wall signs:

- Historic painted signs should be retained and, if necessary and still relevant, restored.
- New painted signs on primary and secondary façades will be reviewed on a case-by-case basis.
- Signs identifying the name of a building, the date of construction, or other historical information should be composed of materials similar to the building, or of bronze or brass.
- They may be incorporated into the façade design or mounted below the storefront cornice and be affixed flat against the building.
- They should not obscure architectural design elements.
- They should be positioned within architectural features such as the panels above storefronts, on the transom, or flanking doorways.
- Wall-mounted signs should align with others on the block, to maintain established patterns.



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Projecting signs

Projecting signs are attached perpendicular to the building. The following **standards** apply to projecting signs:

- Projecting signs on the first floor must not project more than 5' from the building's face.
- Projecting signs on the second floor or above must not project more than 8' from the building's face.
- Projecting signs must have no less than eight feet of clearance between the sidewalk and the lowest part of the sign.
- The maximum distance between the sign and the face of the building is one foot.

The following **guidelines** apply to projecting signs:

- New projecting signs should not disrupt the sight line of an existing sign.
- Business signs should avoid spilling light into residential areas of surrounding buildings.

Sidewalk Signs

Sidewalk signs, often referred to as sandwich signs, may be placed on the sidewalk in the public right-of-way or on private property. The following **standards** apply to sidewalk signs:

- One sign per business is permitted, provided it is not chained or otherwise affixed to public property.
- Sidewalk signs require a sign permit.
- Shall be placed in front of a storefront during business hours only.
- Shall be placed so a minimum six foot pedestrian walkway is maintained.
- Shall maintain a clear building ingress and egress.
- Shall not obstruct any bus stop or loading zone.
- If placed near any street intersection a clear sight distance must be maintained.
- Shall be no more than three feet wide and no more than four feet high.
- Shall be not less than 18 inches wide and not less than two feet high.
- Feature the name of the business.
- Shall not advertise any service or product not available at the related business.
- Shall not have additional signs taped or attached to the base sign.
- Shall be kept in good repair.
- If the sidewalk in front of a building is less than six feet wide exclusive of the curb lawn, the business shall not display a sidewalk sign.

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Awnings

Historically, awnings served as protection from the elements for storefront activities and to identify a business and differentiate storefronts.

The following **standards** apply to awnings:

- A standard street-level awning must be mounted so that the lowest edge of the valance (typically 12 inches) is at least 8½ feet above the sidewalk, directly over an individual window opening or bay.
- Awnings must project no more than five feet from the building.
- The valance is the only portion of the awning that may serve as a sign panel.
- The only information permitted on the valance is the business name, address, and logo.
- Box-type or curved awnings are not permitted.
- Awnings must be in proportion to the overall building façade and shall match the width of the storefront or window opening.
- The supporting framework of the awnings must not block pedestrian movement.
- Shiny, plastic, or rounded awnings are not appropriate. Material should have a canvas like appearance.
- Installing lights under an awning so that it is 'back-lit' is inappropriate
- Lighting within a ground level awning to provide pedestrian lighting is encouraged.



The following **guidelines** apply to awnings:

- Awnings should not cover storefront elements such as cornices or piers.
- A retractable awning should be recessed within the storefront bay, so it does not compete with the structure of the base.
- Awnings on the storefront level should not extend into the second story of the building façade.
- Upper floor awnings should be mounted within the window opening.
- Awnings should complement the colors, design, and scale of the building, and should reinforce the window openings.

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Canopies

Canopies and marquees should be designed as an integral component of the building. The following **standards** apply to canopies:

- Must be in proportion to the overall building façade, and the supporting framework should not block pedestrian movement.
- The valance is the only portion of the canopy that may serve as a sign panel. The only information permitted on this panel is the business name, address, and logo.

The following **guidelines** apply to canopies:

- Canvas, or some other type of durable fabric is an appropriate material for canopies.
- The color, font and design of the projection should be both complementary to the building and the colors and details of other buildings and signs nearby.
- All canopies on a single structure should have a consistent color and pattern.

Exterior Light Fixtures

The following **standards** apply to exterior light fixtures:

- Street-level light fixtures that project from the wall must be mounted with the lowest part of the light more than 8½ feet above the sidewalk
- Lighting should minimize illuminating residential spaces in adjacent buildings.
- White light is required.

The following **guidelines** apply to exterior light fixtures:

- Exterior light fixtures should be complementary to existing historic lighting and architectural features.
- Light fixtures should be restrained in placement and intensity—located at intervals and heights to create uniform illumination targeted primarily at the pedestrian right-of-way.

Private Open Spaces—Courtyards

Designs for new construction may include a courtyard set at the front of the ground floor. The following **guidelines** apply to courtyards:

- Should maintain the pattern of the street wall while providing ground-level private open space.
- Courtyards may have a three- to four-foot wall, fence, or other barrier constructed of an appropriate urban building material.
- Fencing, lighting and landscaping are subject to DDRC review.

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Private Use of Public Open Space

There are a variety of opportunities for private businesses and public institutions to make the environment around their buildings welcoming to passers-by. These include sidewalk cafes, moveable planters, benches and planter boxes. The following **standards** apply to private use of public open space:

- A minimum of six feet of clear space is required for the safe passage of pedestrians and those with disabilities.
- Private use of public space must be authorized by the appropriate encroachment permit, issued by City of Kalamazoo Engineering or MDOT staff and an annual fee may be required for the private use of public right-of-way.

Sidewalk Cafes

All sidewalk cafes require approval of the committee as a Tier II review. The following **standards** apply to sidewalk café's:

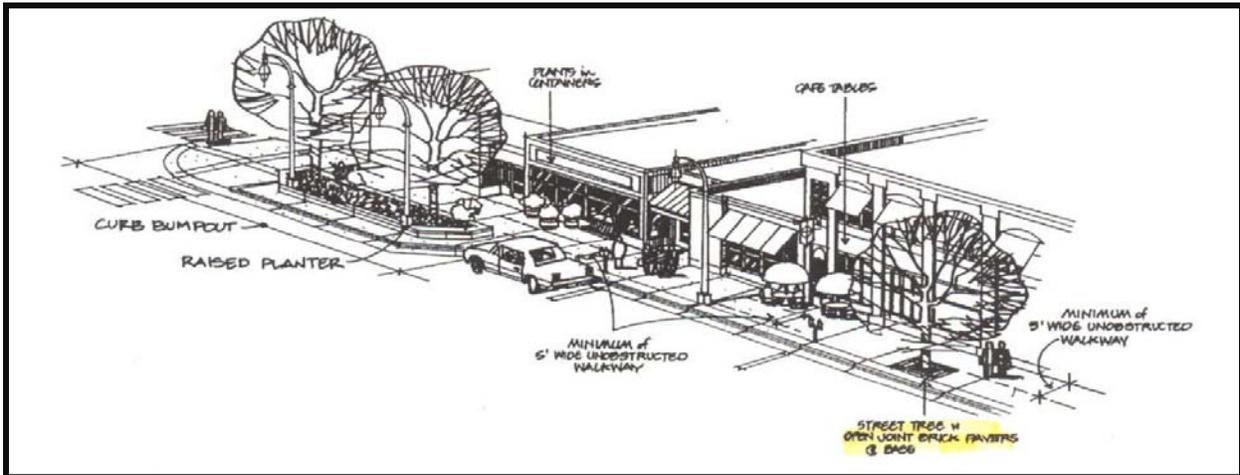
- Proposed sidewalk cafes must submit photos of the planned site, a simple diagram of the proposed location of the cafe, details of material for the enclosure if one is planned and written permission of adjoining property owners for using adjacent sidewalk space.
- The café must be authorized by the appropriate encroachment permit, issued by City of Kalamazoo Engineering staff and an annual fee may be required for the private use of public right-of-way. An additional review and approval from the Michigan Department of Transportation may be required on state trunk lines (Michigan Ave and Kalamazoo Ave, Westnedge Ave & Park St)
- Businesses serving alcohol in sidewalk cafés must comply with any additional regulations of the Michigan Liquor Control Commission.
- If enclosures are used, they must be as simple as possible, no more than 32" tall and may be removed completely between November 1st and April 1st.
- If there is no enclosure the café is defined by area where tables and chairs are set up.
- The café shall maintain clear pedestrian space, with a minimum of 6'.
- Café must be wholly in front of the storefront operating it and shall not spill over in front of other storefronts without written permission of the adjoining property owners or tenants.
- The City of Kalamazoo retains the right to remove the café for maintenance work.
- Signage shall not be placed on enclosure materials.
- The café must include and maintain a waste receptacle. It is the café operator's responsibility to keep the café area clean and tables cleared.
- Tables and chairs without an enclosure should be stored inside the building at night.
- Tables and chairs with an enclosure may be chained together outdoors.



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Public Streetscape Elements



General Selection Criteria

Material Choice

Materials should be durable, aesthetically pleasing, and of high quality.

Scale

Streetscape elements should be in scale with their surroundings. Elements too big to allow free pedestrian flow or small enough to become unrecognizable obstacles which could be easily stumbled over are not good uses of limited streetscape space. Scale has much to do with surrounding elements, as well as with functional uses involved.

Color

Color is a unifying element that can be used to identify special areas within larger districts. The color used on the Kalamazoo Mall and Arcadia Creek, for example, is dark green and the color used for the rest of the street furnishings in downtown Kalamazoo is black.

Maintenance and Durability

Materials need to be sturdy to withstand the rigors of a harsh outdoor environment. The materials chosen need to wear well – retaining aesthetic interest – under periodic maintenance.

Vandalism

Materials placed on the sidewalk or pedestrian right-of-way should either be fastened solidly to the pavement and/or heavy enough to make theft unappealing. The ability to resist graffiti, damage from skateboards and other harsh conditions should also be considered.

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Public Street Furniture

A full catalog of approved Public Street Furniture is contained in Appendix C.

Public Art

Public art that is relevant to Downtown Kalamazoo or its particular location is preferred. The following **guidelines** apply to public art:

- The relationship of the proposed art to its proposed site
- The visual impact of the proposed work
- The ability for the work to enhance the downtown experience, bring people together, invite activity and interaction, or create interest
- The durability of materials and the maintenance requirements of the proposed work
- The placement of art to celebrate a gateway, terminate a vista, or create a focal point
- The scale of the work with respect to the location, street, and surrounding buildings
- The contribution of the art to the context and character of the proposed location
- The artwork's aesthetic and symbolic qualities
- A plan for de-commissioning or removing artwork
- A maintenance plan for the work

Street Lighting

The following **guidelines** refer to street lighting:

- Lighting may be provided through the use of pedestrian-scaled pole fixtures or may be attached to the face of the building.
- The type and size of fixtures should be as consistent as possible along a single block.
- All fixtures should feature white light.

Pedestrian (decorative) Lighting

Pedestrian lighting brightens the street while respecting the historic nature of downtown. The following **standards** apply to pedestrian lighting:

- All light fixtures must provide a minimum of 1.5 foot candles of light.

The following **guidelines** apply to pedestrian (decorative) lighting:

- New decorative lights should be the Consumers Energy fluted decorative pedestrian light pole with the acorn style luminaire in black.
- Pole height and lamp wattage will be determined by street conditions.

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- Pedestrian lighting should illuminate the sidewalk at a level that is consistent and conducive to pedestrian activities.
- Lights should be regularly spaced but may need to vary to accommodate other streetscape elements.

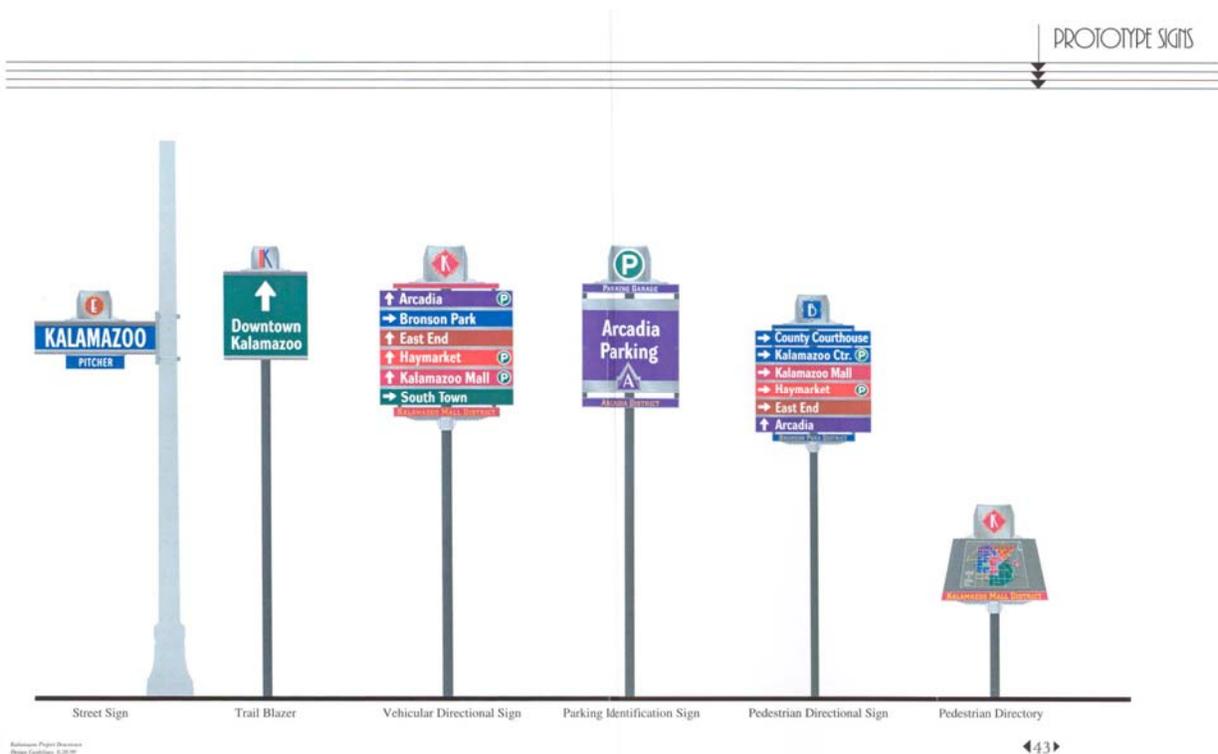
Road Lighting

The following **standards** apply to road lighting:

- Multi-purpose poles which include brackets for banners, pedestrian signals and street signs should be used where feasible.
- Approved Consumers Energy fixtures with a black finish.

Wayfinding Signage

Any additions to Wayfinding Signage must conform to the existing requirements. Any Wayfinding Signage additions/subtractions shall receive approval from a City of Kalamazoo and/or Downtown Kalamazoo, Inc. representative.



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Landscape Elements

In general, trees on a particular street should be of the similar height and shape to create as much visual continuity as possible. Planting different tree species throughout the downtown and the city will avoid a monoculture within downtown.

Planting Layout

The following **standards** apply to planting layout:

- All new trees planted must be a minimum of 2” caliper.

The following **guidelines** apply to planting layout:

- Strengthen the grid street pattern of downtown with plantings of appropriate scale. In residential streets, a mix of species may be more appropriate. Plant to respect, frame, and strengthen space.
- Private planter boxes and pots can add to the color and interest of the street. (May require an encroachment agreement)
- Planting can also be used to recognize and reinforce distinct precincts within the downtown.
- Consider using planting along streets, walkways, and cycle-ways to increase legibility and direction.
- Street planting layouts should consider vehicle line-of-sight, entrance and exit curb cuts, and the location of street lights, street furniture, and traffic-control devices.
- Where opportunities exist, consider elevated planting beds or open space.
- Where opportunities exist, coordinate elements of public and private landscapes to create a cohesive streetscape character.
- In areas of high pedestrian use or narrow sidewalks, trees should be planted in tree grates.

Species Selection

Landscape plants for the streetscape include trees and groundcover. Consideration should be given to the size and scale of the space available for planting street trees when selecting the appropriate species. The rows of plantings should follow for only one block, and be consistent on both sides of the street. The following **standards** apply to species selection:

- All trees must be urban tolerant and able to withstand a reasonable level of road salt
- Wherever possible, it is desirable to maintain an 8-foot distance between the tree trunk and the building line. This will leave room for the tree to develop naturally and will also avoid any conflict with the building.

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The following **guidelines** apply to species selection:

- Consider the street's architectural form and pedestrian nature before deciding on an appropriate tree species.
- Consider the use of deciduous tree species where light, scale, and warmth are important.
- Avoid large-leafed deciduous species due to problems associated with their leaf drop.
- Annuals and perennials can add interest and color to an area. Low-level planting should be chosen to complement not only existing plantings, but the building form as well.
- Choose under-planting (groundcover or low-level planting) to complement the street tree species and any adjoining (public or private) plantings.
- All plant materials should be sized so that the landscaping has an attractive appearance at the time of installation and a mature appearance within three years of planting. (Trees should have a minimum caliper dimension of 2 inches).
- Combine tree species and low-level planting in combinations that maintain visibility and safety for pedestrians.
- Avoid trees whose root growth habits are proven to damage sidewalks, or site them away from such hard-scaped areas.
- Install trees in grates except at locations where they occur in large planted areas that are integrated with a sidewalk area, or where existing trees have superficial roots and the installation of a grate would injure the tree.
- Tree grates should be aligned with paving patterns and placed with careful consideration of sidewalk use.
- The groundcover plants recommended should be sufficient to spread fully throughout planting beds after one or two growing seasons. A comprehensive, but not all-inclusive list of approved groundcover species can be found in Appendix F. Plants native to Michigan are especially encouraged.

Sidewalks

Sidewalk widths vary widely within the downtown, but are typically between 8 and 10 feet. The following **standards** apply to sidewalks:

- Sidewalk must be at least 5 feet wide.

The following **guidelines** apply to sidewalks:

- 8-10 foot sidewalks are recommended to handle pedestrian traffic.

Paving Types

The following **standards** apply to paving types:

- All sidewalks, public-use buildings and public open spaces must be in compliance with American Disabilities Act (ADA) Standards. All accessible design elements must conform to applicable federal, state and local laws and codes.
- Concrete sidewalks are standard throughout downtown.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

The following **guidelines** apply to paving types:

- Concrete sidewalks should be accompanied by brick treatments at crosswalks.
- In areas of high pedestrian traffic, brick or clay pavers are preferred materials for sidewalks.
- Where pavers are used, a concrete strip against the building edge should be used to create an even edge for the paving, while allowing for any levels or setback changes along the building edge.
- Each of the downtown districts have developed their own predominant paving pattern. These patterns should be followed where new sidewalks are being implemented.
- Special paving may also be used to highlight an important building, street, or pedestrian connection.

Downtown Streetscape Three-Tier Design

Streets are among the most important public infrastructure and place-making elements of the city because they can define how a visitor, resident, or worker perceives a neighborhood, downtown, or the city as a whole. It is important that streets foster safe travel for all modes of transportation and are easy to navigate. They must also look good, be inviting, and create the right impression.

The elements that most influence how people react to the character and design of streets include right-of-way and street widths, pavement conditions, driveway placement, sidewalks and pedestrian crossings, traffic speeds, on-street parking, the way building setbacks frame the street and the presence or lack of street trees.

The following **guidelines** apply to the Downtown Streetscape Three-Tier Design:

Tier I – Special Streetscape/Open Space Design Areas

Examples: Kalamazoo Mall, Arcadia Creek Festival Place, Linear Park, and Bronson Park.

- All items in Tier II
- Public Art
- Significant landscaping and natural features
- Unique sense of place and experience

Tier II – High Quality Main Street Design Areas

Examples: Michigan Avenue and Kalamazoo Avenue

- All features in Tier III including irrigation
- Brushed/Scored concrete
- Brick pavers or colored & stamped concrete

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

- Planter beds (precast or stone curbs), 5' x 15', 18" setback from back of curb, 18" wrought iron fence on top of curb
- 14' Historic Pedestrian Lights w/flower baskets, dual head lamps, cast Iron, black
- Bump outs
- Optional: art sculpture, special features

Tier III – Moderate Level Design Areas

Examples: Edwards Street, Rose Street, South Street, Lovell Street, and all other downtown side streets.

- Basic concrete pavement with scoring pattern
- Street trees (2 ½" caliper minimum)
- Benches
- Electrical outlets
- Brick pavers and ADA ramps at intersections
- Bike racks
- Optional: planters, irrigation, pavers, 14' Historic Pedestrian Lights



The Kalamazoo Mall is an example of a "Tier I" streetscape design.

Intersections

The following **guidelines** apply to intersections:

- The preferred treatment for crosswalks at the corners of intersections is red brick pavers in a herringbone pattern. Material may be individual pavers or stamped concrete.
- Each crosswalk should be barrier-free with a curb ramp.
- Tactile pavers should be installed along the street edge to assist the visually impaired.
- If signal poles, masts, and any associated elements are to be painted, they should be painted black.

Amenity Strips

Amenity strips are the areas between the curb and the sidewalk. They have often disappeared in order to widen the sidewalk area. In these instances, trees are planted in tree grates. However, amenity strips provide a great opportunity for planting. In areas with less than four feet available for planting or areas with very high pedestrian traffic, a paved solution is recommended.

Parking

Layout and Circulation

The following **guidelines** apply to layout and circulation:

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

- Parking areas should be located at the rear of the property rather than along street frontages to screen it from the interior and exterior of the site. Parking should occur at interior courts or below grade.
- Parking structures should be placed on blocks and streets without jeopardizing the pedestrian quality of the downtown.
- Primary vehicular access to parking structures and lots should consider the location of pedestrian routes and avoid crossing/cutting major pedestrian thoroughfares.
- Pedestrian routes in structures and lots should be easily identifiable and accessed.
- Clear visual connections between a garage or surface parking lot and adjacent sidewalks and buildings are recommended.
- Interior and exterior lighting should be designed for safety as well as night-time appearance.

Parking Structures

The following **standards** apply to parking structures:

- Parking structures shall be wrapped in active pedestrian-oriented uses at street level, retail or commercial is strongly recommended.
- Cars on the upper levels shall be screened, so that the building blends in with its surroundings.

The following **guidelines** apply to parking structures:

- Above-ground parking should be designed in such a way that neighboring buildings are not adversely affected by headlights.
- The primary façade of the parking structure should be designed to complement neighboring buildings. Façades of the parking structure should contain sufficient detail and modulation to break up the overall massing of the structure.
- Pedestrian lighting is an important consideration for any parking facilities. This should be a white light source and fixtures should complement surrounding pedestrian lighting styles. The interior of the structure should be light in color, preferably white, to improve safety and visibility.

Surface Parking Lots

The following **standards** apply to surface parking lots:

- Wrought iron, aluminum, brick, and stone are appropriate materials for fences and low walls.
- Wood and plastic fences are not allowed, nor are post/chain systems.
- Fences must enable some visibility between the lot and the adjoining sidewalk.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

- Fences must be a maximum of 36 to 42 inches high.
- Must meet the Site Plan Review requirements for landscaping

The following **guidelines** apply to surface parking lots:

- Where new surface parking lots are created, they should be located at the interior of the block, not at corner locations, and should be located at the rear of any buildings.
- Large lots should be subdivided into smaller areas through the use of landscaping or other visual elements.
- Landscaped buffer strip a minimum of 3 feet in width, or the width equal to the set-back of the adjacent building.
- The buffer may be designed in conjunction with a low wall or fence.
- Plants, materials, and architectural detailing selected for buffers should be complementary to the character and materials of the area.
- All screening and fencing should be designed as an integral part of the site.
- Landscaping and fencing should enable adequate sight distances for motorists and pedestrians entering and exiting a site and should not interfere with circulation patterns.
- Pedestrian lighting is also an important consideration for any parking facilities. This should be a white light source and fixtures should complement the style of surrounding pedestrian light poles and fixtures.
- Existing surface parking lots should be targeted for infill with appropriate new construction, and any existing surface parking lots to be retained should be improved with appropriate screening.

Emerging Technologies

Downtown Kalamazoo has an excellent opportunity to integrate sustainable practices into the design process of project sites. The Downtown Design Review Committee recognizes that sustainability and energy efficiency are at the forefront of the decision-making process. The committee will review these items (of which a sample listing is below) on a case-by-case basis with consideration for the sustainability impact a project may have.

Examples of Emerging Technology Projects:

- Wind Turbines
- Solar Panels
- LED Lighting (including signage)
- Cisterns
- Green roofs

The following **standards** apply to emerging technologies:

- All visible emerging technologies require Tier II Review.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

Standards Checklist

Wall Signs:

- Wall signs shall be limited in size and project less than 15 inches from the building.

Projecting Signs:

- Projecting signs on the first floor must not project more than 5' from the building's face.
- Projecting signs on the second floor or above must not project more than 8' from the building's face.
- Projecting signs must have no less than eight feet of clearance between the sidewalk and the lowest part of the sign.
- The maximum distance between the sign and the face of the building is one foot.

Sidewalk Signs:

- One sign per business is permitted, provided it is not chained or otherwise affixed to public property.
- Sidewalk signs require a sign permit.
- Shall be placed in front of a storefront during business hours only.
- Shall be placed so that no a minimum six foot pedestrian walkway is maintained.
- Shall maintain a clear building ingress and egress.
- Shall not obstruct any bus stop or loading zone.
- If placed near any street intersection a clear sight distance must be maintained.
- Shall be no more than three feet wide and no more than four feet high.
- Shall be not less than 18 inches wide and not less than two feet high.
- Feature the name of the business.
- Shall not advertise any service or product not available at the related business.
- Shall not have additional signs taped or attached to the base sign.
- Shall be kept in good repair.
- If the sidewalk in front of a building is less than six feet wide exclusive of the curb lawn, the business shall not display a sidewalk sign.

Awnings:

- A standard street-level awning must be mounted so that the lowest edge of the valance (typically 12 inches) is approximately 8½ feet above the sidewalk, directly over an individual window opening or bay.
- Awnings must project no more than five feet from the building.
- The valance is the only portion of the awning that may serve as a sign panel.
- The only information permitted on the valance is the business name, address, and logo.
- Box-type or curved awnings are not permitted.
- Awnings must be in proportion to the overall building façade and shall match the width of the storefront or window opening.
- The supporting framework of the awnings must not block pedestrian movement.
- Shiny, plastic, or rounded awnings are not appropriate.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

Canopies:

- Must be in proportion to the overall building façade, and the supporting framework should not block pedestrian movement.
- The valance is the only portion of the canopy that may serve as a sign panel. The only information permitted on this panel is the business name, address, and logo.

Exterior Light Fixtures:

- Street-level light fixtures that project from the wall must be mounted with the lowest part of the light more than 8½ feet above the sidewalk
- Lighting shall be placed to minimize illuminating residential living spaces.
- White light is required.

Private Use of Public Open Space:

- A minimum of six feet of clear space is required for the safe passage of pedestrians and those with disabilities.
- Private use of public space must be authorized by the appropriate encroachment permit, issued by City of Kalamazoo Engineering or MDOT staff and an annual fee may be required for the private use of public right-of-way.

Sidewalk Café's:

- Proposed sidewalk cafes must submit photos of the planned site, a simple diagram of the proposed location of the cafe, details of material for the enclosure if one is planned and written permission of adjoining property owners for using adjacent sidewalk space.
- The café must be authorized by the appropriate encroachment permit, issued by City of Kalamazoo Engineering staff and an annual fee may be required for the private use of public right-of-way.
- Businesses serving alcohol in sidewalk cafés must comply with any additional regulations of the Michigan Liquor Control Commission.
- If enclosures are used, they must be as simple as possible, no more than 32" tall and must be removed completely between November 1st and April 1st.
- If there is no enclosure the café is defined by area where tables and chairs are set up.
- The café shall maintain clear pedestrian space, with a minimum of 6'.
- Café must be wholly in front of the storefront operating it and shall not spill over in front of other storefronts without written permission of the adjoining property owners or tenants.
- The City of Kalamazoo retains the right to remove the café for maintenance work.
- Signage shall not be placed on perimeter materials.
- The café must include and maintain a waste receptacle.
- It is the café operator's responsibility to keep the café area clean and tables cleared.
- Tables and chairs inside an enclosure may be stored inside the building at night or chained together outdoors.
- They may not be secured to any public fixture.
- Tables and chairs without an enclosure must be stored inside the building at night.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

Pedestrian (decorative) Lighting:

- All light fixtures must provide a minimum of 1.5 foot candles of light and have a black finish.

Road Lighting:

- Opportunities to use multi-purpose poles should be explored. For example, traffic signal poles could include brackets for pedestrian signals and street signs, reducing the number of poles on the street and removing potential pedestrian obstacles.
- Approved Consumers Energy fixtures with a black finish.

Planting Layout:

- All new trees planted must be a minimum of 2" caliper.

Species Selection:

- All trees must be urban tolerant and able to withstand a reasonable level of road salt
- All trees must be native to the Kalamazoo area.
- Wherever possible, it is desirable to maintain an 8-foot distance between the tree trunk and the building line. This will leave room for the tree to develop naturally and will also avoid any conflict with the building.

Sidewalks:

- Sidewalk must be at least 5 feet wide.

Paving Types:

- All sidewalks, public-use buildings and public open spaces must be in compliance with American Disabilities Act (ADA) Standards. All accessible design elements must conform to applicable federal, state and local laws and codes.
- Concrete sidewalks are standard throughout downtown.

Parking Structures:

- Parking structures must be designed so that they create a visually attractive and active pedestrian environment.
- Parking structures shall be wrapped in active pedestrian-oriented uses at street level, retail or commercial is strongly recommended.
- Cars on the upper levels shall be screened, so that the building blends in with its surroundings.

Surface Parking Lots:

- Wrought iron, aluminum, brick, and stone are appropriate materials for fences and low walls.
- Wood and plastic fences are not allowed, nor are post/chain systems.
- Fences must enable some visibility between the lot and the adjoining sidewalk.
- Fences must be a maximum of 36 to 42 inches high.
- Must meet the Site Plan Review requirements for landscaping.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

APPENDIX C: Street Furniture

Street Furniture

A variety of street furniture is currently found throughout downtown. Recommended designs that have been developed through recent streetscape projects like the Kalamazoo Mall, Arcadia Creek, and Arcadia Creek Festival Place. These designs start to establish a design vocabulary that can be used throughout the downtown. The most common types of furniture are discussed in the following sections.

Benches

Landscape Forms – Hyde Park™ Bench
Hyde Park™ Bench for use on Kalamazoo Mall.
Location: Kalamazoo Mall
Model: HP3005-BS- 75 with Jarrah wooden seat
Powdercoat color: Ivy



Landscape Forms – Scarborough™ Bench
Location: Arcadia Creek Festival Place
Model: SC3005-BS-72 (with back)
SC3005-FS-72 (backless)
Horizontal strap panel
Powdercoat color: Ivy



Fairweather – Plaza Bench
Location: Arcadia Creek Linear Park & other downtown locations
Model: PL-3
Powdercoat color: Evergreen



Litter Receptacles

Landscape Forms – Scarborough™ Litter Receptacle
Location: Arcadia Creek Festival Place
Model: SC5002-24-33 (top opening)
Vertical strap panel
Ash pan optional
Powdercoat color: Ivy



Landscape Forms – Presidio™ Litter Receptacle
Location: Kalamazoo Mall
Powdercoat color: Ivy



Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

Tables and Chairs

Tables and chairs provide a place to eat lunch, while creating an opportunity for activity and interest in the streetscape. Tables and chairs, typically provided by private property owners, should match the character of individual businesses or buildings, should be of good quality and durability, and should be replaced when worn or damaged.

Landscape Forms – *Carousel™ Table*

Location: Arcadia Creek Festival Place, Kalamazoo Mall

Model: CR 4302 – BS – 42 (with umbrella hole)

Available freestanding or surface mounted

Tabletop: Perforated Steelhead SH 4002

Powdercoat color: Ivy



Umbrella: Equinox

Color: White

Newspaper Rack

Public congregating areas are particularly well-suited for their placement. Where possible, newspaper racks should be placed against a building edge. Where this location interferes with pedestrian traffic or building servicing, the racks should be located at the curbside. A setback of 18 inches should be allowed to avoid damage from vehicles.

Manufacturer: Sho-Rack

Model: Arlington Model Modular

Color: City Green

Drinking Fountains

Manufacturer: Haws Corporation

Location: Arcadia Creek Festival Place, and downtown streets

Model: 3511FR

Powdercoat Color: Black Model 3511FR is a dual-height, freeze-resistant, antique style historical fountain made of heavy-duty cast aluminum with a powder-coated finish. A push-button pneumatic operated, freeze-resistant valve system, installed below the frost line allows the fountain to function year-round. This model meets all current federal regulations for the Americans with Disabilities Act.



Standard - a minimum requirement all projects must/shall meet.

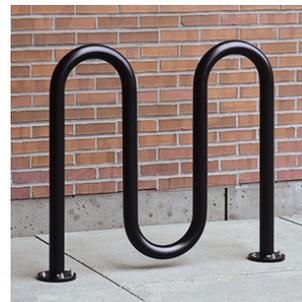
Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

Bicycle Rack

Manufacturer: Landscape Forms
Model: Pi
Color Black



Manufacturer: FairWeather Products
Model: BR 1.5
Color: Black Ivy



Bollards

Bollards can be used to protect elements of the streetscape or pedestrians. Black metal bollards are preferred for most of the downtown. These may be permanent or removable. If the bollard is likely to be struck by vehicles, for example next to a parking space, it should have a flexible base to allow some movement.

Bollards in the public right of way on the state trunk lines including Michigan, Kalamazoo, Park and Westnedge may also need review and approval from the Michigan Department of Transportation.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

APPENDIX D: GLOSSARY OF TERMS

Awning – a retractable or fixed shelter projecting from and supported by the exterior wall of a building and constructed of non-rigid materials on a supporting framework.

Canopy – means a permanent, roof-like shelter that extends from part or all of a building face and constructed of non-rigid material, except for the supporting framework.

Complement - An architectural feature which is similar in appearance to the original feature or is appropriate to the architectural style of the building where the characteristics of the original features are not known.

DDRC – Downtown Design Review Committee. Committee is comprised of staff from the Downtown Development Authority and the City of Kalamazoo along with an architect, a downtown business owner and a member of the DKI Project review team. The members are appointed jointly by DKI and the city manager.

DDRD – Downtown Design Review District.

DKI—Downtown Kalamazoo Incorporated

EIFS – Exterior Insulation Finish System. The most common brand name is Dryvit.

Encroachment – Any object including but not limited to banners, signs, street furniture, waste bins, newspaper boxes, works of art, either permanent or temporarily placed in or above the public right-of-way on sidewalks, alleys or streets. An encroachment permit from the City of Kalamazoo is required.

Façade – the front or face or faces of a building. (See also Primary façade and Secondary façades.)

Fence – Any permanently installed barricade intended to limit pedestrian or vehicular traffic or to mark the boundaries of a property, including but not limited to metal or wooden fences, masonry walls, chains and posts or operating gates.

Guideline - A guideline is a suggested threshold a project should meet as identified by the committee.

Historic District - means an area or group of areas, not necessarily having contiguous boundaries, that contains one resource or a group of resources that are related by history, architecture, archaeology, engineering, or culture and have been designated as historic through Michigan PA 169 or under Federal law listed on the National Register of Historic Places. A separate application to the Historic District Commission may be necessary for historic district properties.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

Informal / Passive Surveillance – the casual observation of activities and people in public and semi-public spaces by other people engaged in legitimate activity. Such observations may occur from inside buildings and is sometimes referred to as having ‘eyes on the street’

Marquee - means a permanent, roof-like shelter that extends from part or all of a building face and is constructed entirely of noncombustible materials.

Match – An architectural feature which is a replica in appearance and, where possible, uses materials of the original feature.

MDOT—Michigan Department of Transportation. MDOT regulates any items placed in the public right of way on state trunk lines (Kalamazoo, Michigan, Park and Westnedge)

Moving sign – A sign that blinks, flashes, flutters or changes intensity or includes moving messages with a continuous scrolling movement (ticker tape).

Nearby – Any building immediately adjacent to or within two buildings from the reference structure. This includes buildings immediately across the street or, when the reference building is on a corner, on both intersecting streets.

Primary façade – A building has only one primary façade. It is the exterior face of a building, which is the architectural and functional front of a building. It is oriented towards the primary street. A corner building should still only have one primary façade.

Rehabilitation – The process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values.

Renovation - The process of returning a property to a state of utility, through repair or alteration.

Sidewalk Sign – A sidewalk sign, also called a sandwich sign is a free-standing, moveable sign, usually shaped like an "A", used to advertise daily specials or special events. Sidewalk signs require a sign permit.

Secondary Façades – Secondary façades are the side or rear building faces. For a corner building, the side wall may face a street but will be secondary in style and detailing to the primary façade.

Setback – Distance from the property line to a building.

Sidewalk Café – An outdoor seating and serving area immediately outside the primary restaurant placed in the public right-of-way. Sidewalk cafes require an encroachment permit.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

Site Plan Review –In the city of Kalamazoo, the following projects are required to have site plan review and approval:

- A. Construction of new buildings and expansion of existing buildings
- B. Parking lot construction and expansion.
- C. Erection of communication towers and/or antennas.
- D. Parks and recreational facilities.
- E. Changes in use of land or buildings.
- F. Architectural changes to a multiple-family residential building or nonresidential building.
- G. Grading, excavation, filling, or removal of soil within an area containing ½ acre or more.
- H. Removal of trees within an area containing ½ acre or more.

Skywalk – An enclosed structure for the movement of pedestrians above the street level between buildings and/or blocks.

Standard – For the purposes of these Guidelines, a standard is a minimum requirement all projects must meet.

Storefront – The front of a store, restaurant or other establishment, at street level, with one or more windows for the display of goods or wares.

Urban Building Materials – Include traditional commercial, downtown or central business district materials including but not limited to metal, stone, granite, terra cotta, concrete, glass, brick, and stucco. Some materials are inappropriate in downtown settings, including but not limited to horizontal or vertical rough-textured wood siding, stone and gravel aggregate, shingles, vinyl or aluminum siding, T1-11 (plywood) and EIFS (Exterior insulating finish system). The use of these materials is strongly discouraged, but exceptions in unusual circumstances may apply.

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.

DDRC STANDARDS AND GUIDELINES - 2012

City of Kalamazoo
Community Planning and Development
Downtown Design Review
415 Stockbridge
Kalamazoo, MI 49001

269-337-8044
269-337-8429 (fax)

ddrc@kalamazoocity.org

Standard - a minimum requirement all projects must/shall meet.

Guideline - a threshold a project should meet as identified by the Downtown Design Review Committee.