

DESIGN GUIDELINES & STANDARDS

1

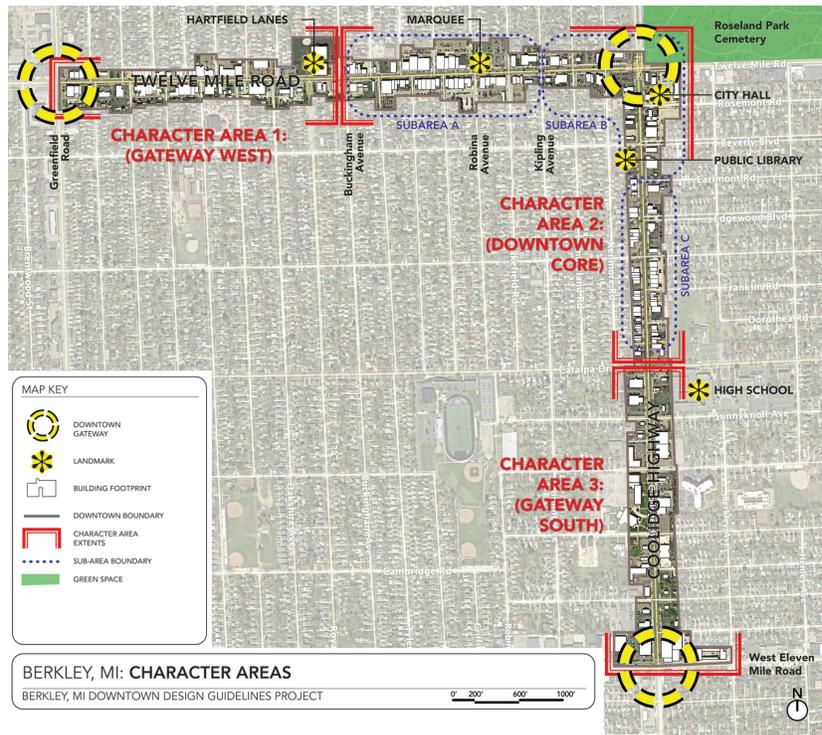
BERKLEY, MICHIGAN



Berkley Downtown Design Guidelines

The Berkley Downtown Development Authority (DDA) has embarked on a process to develop Downtown Design Guidelines. The guidelines will be created through a community-driven process and will establish a road map for the future of 12 Mile Road and Coolidge Highway. The design guidelines will provide a valuable tool for enhancing the aesthetic character and competitiveness of the commercial districts. Guidance will be developed for building massing, height, scale, materials and elements such as entries, facades and lighting. Parking areas, open spaces, signage and site improvements will also be included.

The goal is for these design guidelines to be adopted by the City of Berkley and its Planning Commission and be used to enhance and revise current building and zoning codes. Long term, the design guidelines will be a tool to improve the appearance of Downtown Berkley.



The project area is sectioned into three different character areas. This allows for specific guidelines to specialized contexts.

DESIGN GUIDELINES & STANDARDS

2

BERKLEY, MICHIGAN



An existing building may be modest in character with minimal detailing. A creative design that coordinates color, signs and awnings can improve it dramatically. Above is an example of a garage building front that is renovated in a two phase development.

Adaptive reuse is a primary focus of the guidelines. Throughout Berkley there are many opportunities to improve surface parking lots, large front setbacks, space between properties and vehicle oriented buildings. Several case studies and diagrams were completed to illustrate the potential for adaptive reuse of these spaces.



Some properties in Berkley include a side lot that is vacant, or underutilized. This offers an opportunity to expand the building or to create an outdoor use area.

SERVICES:

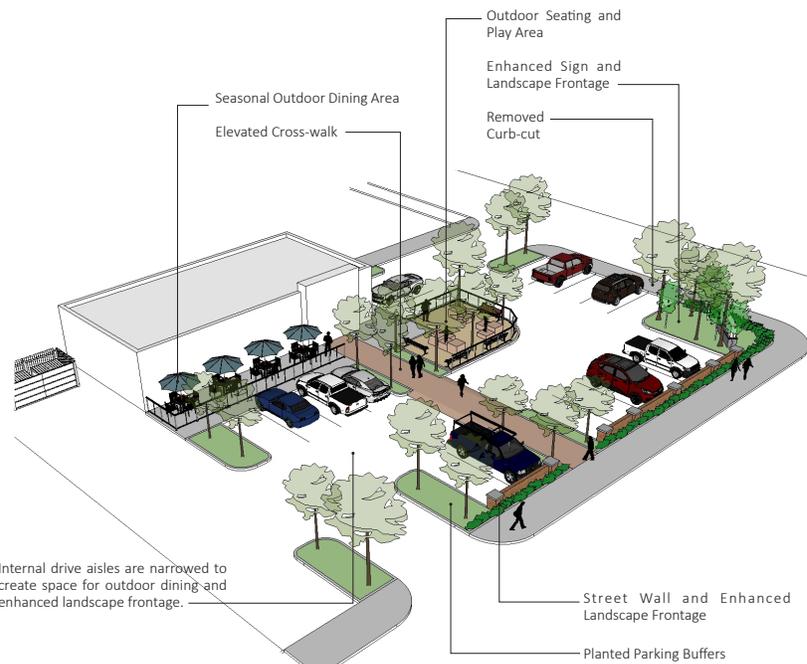
- » Downtown Design Guidelines Development
- » Adaptive Reuse Process
- » Analysis of Existing Conditions
- » Design Review Development
- » Public Process and Community Engagement

CLIENT:

Vivian Carmody
Executive Director
Berkley DDA

DATE:

2017-Present



Alternative strategies to activate a surface parking lot.



Winter & Company

www.winterandcompany.net