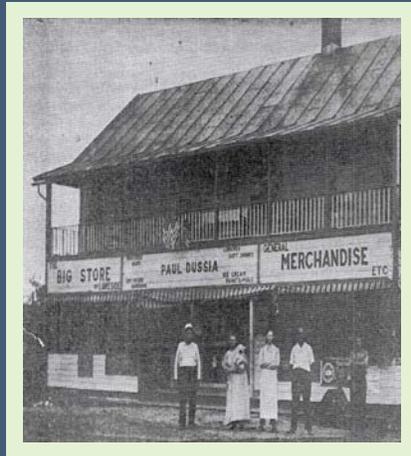
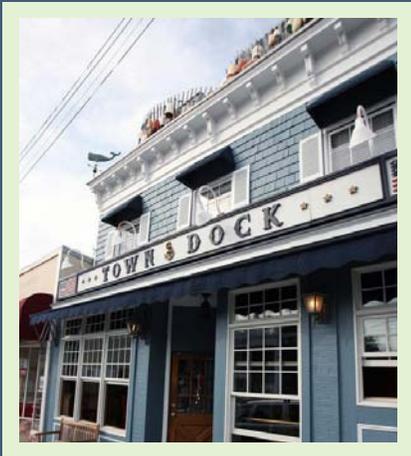
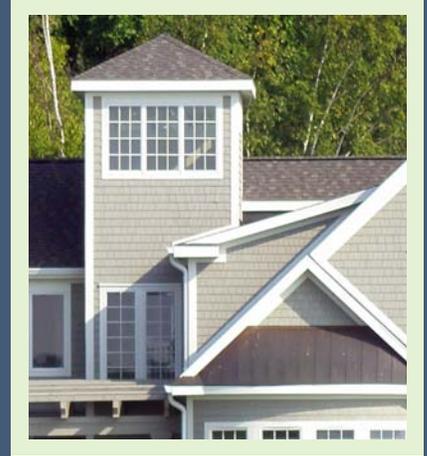


# Community Design Guidelines



## LUNA PIER Michigan

From a collaborative master planning process with active resident participation, an inspiring vision has been created for Luna Pier. As an essential implementation measure, these guidelines articulate how future development can be designed to contribute to local character and support larger efforts to create a sense of place.



# Acknowledgements

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### **PLANNING CONSULTANT**

POGGEMEYER DESIGN GROUP, INC.

## RESOLUTION NO. 834

### A RESOLUTION RELATING TO THE ADOPTION OF COMMUNITY DESIGN GUIDELINES

WHEREAS, the City of Luna Pier adopted the City of Luna Pier Master Plan on April 27, 2010 after considerable public input, deliberations and public hearings; and

WHEREAS, the City of Luna Pier adopted an updated Zoning Ordinance on March 8, 2012 designed to implement that Luna Pier Master Plan; and

WHEREAS, the Luna Pier Zoning Ordinance makes reference to Design Guidelines associated with the Luna Pier Road Corridor Overlay District which is intended to encourage and support high-quality and consistent architectural design and help create the sense of place envisioned in the Master Plan; and

WHEREAS, the City Planning Commission reviewed draft Design Guidelines and recommended approval on December 27, 2011; and

WHEREAS, the Design Guidelines will guide new growth and redevelopment within the Luna Pier Road Corridor Overlay District to benefit and promote the public health, safety and welfare;

#### **NOW, THEREFORE, IT IS RESOLVED BY THE LUNA PIER CITY COUNCIL:**

That the attached City of Luna Pier Community Design Guidelines are hereby adopted to define design principles and express desired unifying architectural themes as they relate to the Luna Pier Road Corridor Overlay District.

Adopted by the Council of the City of Luna Pier at a regular meeting held March 22, 2012.

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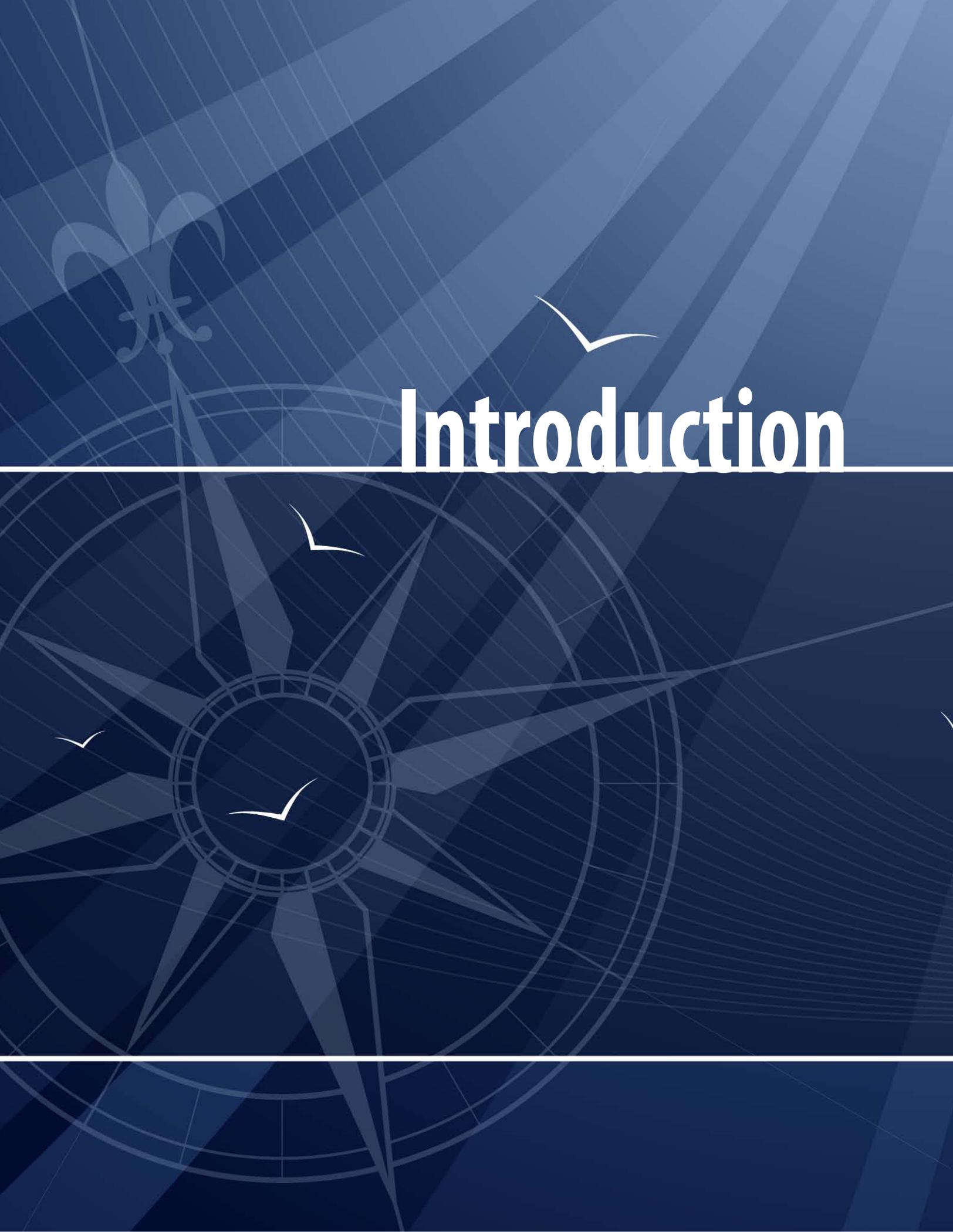
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# Introduction

## 1.1 Purpose

The purpose of these design guidelines is to inspire and support high-quality architectural design in Luna Pier. With the adoption of a new Master Plan, these guidelines are among a number of steps being taken to help shape and create the future. These steps can be characterized as following parallel paths that address both form and function. Functionally, upgrades to public infrastructure and basic changes to local zoning are being made to ensure that public spaces and private land uses are complimentary and highly relational. Along with these steps, efforts to define a consistent set of design principles are needed to help order the appearance of future buildings around unifying themes. As will be described later, Luna Pier has a unique story to tell and the design of the built environment is one important voice in this narrative. Unifying design themes described herein are intended to help define place and community context.



These guidelines are being prepared at a unique time in the history of Luna Pier. While many buildings are functionally obsolete and in need of reinvestment, new expectations have been set for reinvestment and redevelopment. Most importantly, there is reason for optimism and a sense that with sustained planning, Luna Pier can leverage its location and lake front assets and seize upon significant economic development opportunities. These design guidelines are one important piece of a comprehensive revitalization effort aimed at making Luna Pier an attractive, livable and vibrant Michigan lakefront community. Local leaders also recognize that Luna Pier's location in the State of Michigan creates added responsibility to offer visitors a positive first impression of southeast Michigan and the State of Michigan as a whole.



*What we build today should be worth preserving by future generations.*

# Introduction

## 1.2 Unifying Elements and Individual Expression

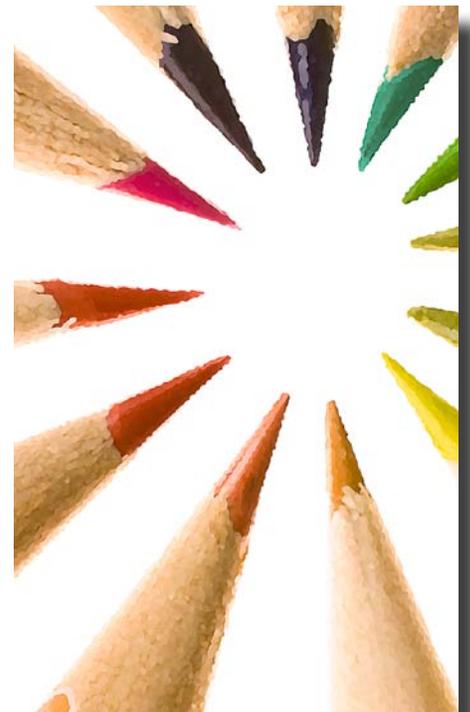
Key purposes of these design standards fall into two main categories. In one sense, these standards define unifying architectural themes and design principles to be followed when buildings are built or remodeled. Secondly, these guidelines are intended to inspire builders, designers and property owners to consider how their property can contribute to city-wide efforts to create an attractive destination woven together with subtle unifying architectural themes. These guidelines aim to define a range of desirable building elements, design principles and other choices that help visually bond an area together and create an appealing and inviting place.

The intent of these guidelines is not to stifle creativity and individual expression. Rather, these guidelines define a range of choices and alternatives that represent unifying building characteristics and common components of architectural design that can be blended into new construction and renovation projects. Imaginative interpretation of these design guidelines is encouraged. Individual property owners and designers should explore ways to incorporate the most appropriate design elements to offer a unique expression of the character of Luna Pier. With these common design elements, greater area-wide context and meaning is provided and individual buildings benefit from enhanced property values flowing from a unified design pallet and architectural relationships.

It is also important to note that the following efforts to define desirable building elements are grounded in substantial efforts to gauge public opinion and define desired community character. The 2010 Luna Pier Master Plan contains a complete chapter on urban design, and documents a substantial community engagement effort that helped generate consensus and agreement around the need for these guidelines and foundational principles.

## 1.3 Placemaking

Creating a sense of place is the principle goal of all urban development efforts. In both large and small communities, community leaders strive to create places that will attract people because they are authentic, lively, interesting and pleasurable. People are naturally drawn to places that offer opportunities for social encounters and are drawn to physical environments that provide a unique experience. Building individual structures, and supporting them with public infrastructure, is generally easy. However, creating unique places that enrich the human experience is more difficult, requiring further efforts to define and promote a sense of place. The process to accomplish this begins with a developing a deep understanding of two key dimensions. One dimension is to consider a place in the context of a larger regional environment. All places are influenced by regional attributes related to transportation, economics and the natural environment. The other dimension is to consider history and historical context. History often provides a sense of attachment to a place that is unique and substantive.



Combined, the dimensions of location and history are essential “placemaking” elements that create unique places and draw people seeking a unique experience. The process of “placemaking” is about defining an undeniable authenticity and realism. Generally, the most direct path toward “placemaking” is to begin with developing an understanding of a community’s place in the larger region and understanding its unique history. Ultimately, this helps create a lasting and durable connection between place and people. Placemaking also creates inherent value in a community and provides a means for sustained economic success. Once a community is able to create a place that offers a unique human experience, an economic development catalyst appears that can help support property values and create demand for more activity.

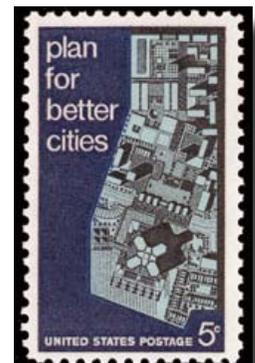
## 1.4 Organization

Honoring the desire for authenticity and realism, these design guidelines begin with an outline and summary of the essence of Luna Pier. This material considers historical context and regional influences and considers history as a foundational element of why Luna Pier is unique, genuine and distinctive. From this, steps are taken to define urban structure and unifying architectural themes in the context of Luna Pier’s distinctive character. Substantially more information about local history of the City and its authentic elements can be found in the Luna Pier’s 2010 Master Plan.



## 1.5 Objectivity

These guidelines seek to provide an objective description of desired architectural design. Relying heavily on illustrations of buildings, architectural elements, building treatments, forms and details, these guidelines attempt to be as specific as possible to help reduce ambiguity. The intent of these guidelines is not to define what might constitute good taste, beauty or charm. Rather, these guidelines aim to isolate various ways that new construction or renovation can be designed to contribute to a cohesive image of Luna Pier. It is also hoped these guidelines encourage property owners and designers to carefully consider how their building fits in with the character of the community and context of neighboring buildings. In this way, the physical environment will articulate the essence of Luna Pier as a unique Michigan community.



## 1.6 Relationship to Luna Pier Zoning Ordinance

These Design Guidelines and the Zoning Ordinance are intended to be complimentary and supportive documents. The Zoning Ordinance provides specific and measurable criteria concerning land use and development standards designed to ensure that construction and land uses are consistent with the basic vision of the Master Plan. These Design Guidelines, on the other hand, are focused more toward design issues that relate to the Luna Pier Road Corridor Overlay District as described in the Zoning Ordinance.





# **URBAN AND REGIONAL CONTEXT**

## 2.1 Western Lake Erie

Luna Pier and Lake Erie are profoundly linked in terms of environment, culture and history. Lake Erie is the 12th largest freshwater lake in the world and is the shallowest, warmest and most biologically productive of all the Great Lakes. In the 1960's and 1970's, Lake Erie was considered to be substantially polluted from heavy industry and major population centers along the shores. As water quality deteriorated, algae masses and fish kills increasingly fouled shorelines. Infamously, in Cleveland, the Cuyahoga River (a Lake Erie Tributary) caught fire. Since then, strides in pollution control and passage of the Clean Water Act of 1972 have allowed the lake to rebound. Today, the Lake Erie walleye sport fishery is widely considered the best in the world and many forms of recreation in and near Lake Erie are very popular. Threats to water quality certainly remain, but today Lake Erie is a popular and inviting destination.

While Michigan is widely known as the "Great Lakes State" with more than 2,000 miles of Great Lakes shoreline, only a small fraction of this shoreline is along Lake Erie. The City of Luna Pier is the only City in Michigan with a public beach on Lake Erie. A few miles to the north, Sterling State Park provides 1,300 acres of recreational opportunities along Lake Erie including over one mile of beach, boating, shore fishing, fishing lagoons, lakefront camping, wildlife viewing and six miles of trails.



Lake Erie From Space



City of Luna Pier and the Lake Erie Shoreline

# Urban and Regional Context

## 2.2 Local History

The western side of Lake Erie has played an important role in American history. Perhaps most notably, the Lake Erie region was a focal point during the Battle of 1812. A few miles north of Luna Pier, in the City of Monroe, the recent designation of the River Raisin Battlefield as a National Park distinguishes this site as one of largest engagements during the War of 1812. About 30 miles East of Luna Pier is South Bass Island. On this island, the 352 foot Perry Monument stands to commemorate Commodore Perry. This structure, grounds and visitors center are owned and operated by the National Park Service. Movies and displays draw attention to the Battle of Lake Erie and related aspects of history.



Remains of Interurban Bridge

More recently, in the late 1800's, and early parts of the 1900's, Luna Pier became a vacation destination for those seeking a community of recreation, entertainment and casual lakeside living. Before there were cars, the interurban passenger railroad system moved people from place to place. An interurban line connected Detroit and Toledo, and a stop in present day Luna Pier allowed easy access to the area. Reportedly, one could commute daily to Toledo for work, while families remained at area cottages. Remnants of the interurban system are still present today. Harold Drive, which runs parallel to Lake Erie was the route of the interurban route through Luna Pier, and a bridge structure remains visible where Harold Drive dead ends at LaPointe Drain.

Originally, Luna Pier was two resort communities called Lakewood and Lakeside. Lakewood was wood-frame cottages that served as summer homes, while Lakeside was generally rental cottages occupied by vacationers. In the 1920's, the Lakeside Resort and Amusement Company built a new outdoor summer dancing area that stretched out into Lake Erie. Reportedly, this structure extended out some distance into the Lake and included a ticket booth, lighting, band shell and terrazzo dance floor that was nearly 1,000 square feet in size. This unique structure attracted many big name entertainers of the day, such as Guy Lombardo and Benny Goodman, and was enormously popular. Unfortunately, a fire in 1954 and an ice storm destroyed the structure. A bar also existed near the entrance of the pier.

## 2.3 Regional Connections

Luna Pier is decidedly connected to the larger SE Michigan/NW Ohio region. I-75 forms the western boundary of the City and connects Luna Pier to the larger metropolitan region and all of North America. About 60,000 vehicles per day travel along I-75 near Luna Pier (both directions), and the City's location near the Michigan-Ohio state line means that Luna Pier provides an introductory experience for visitors to Michigan. This consideration is viewed as a cornerstone of local economic devel-



The walkway to the dance floor at Luna Pier as it was in August, 1926.

Original Pier



opment as local leaders promote the opportunity to offer a “First Taste of Michigan” in terms of local food and merchandise. This places an extra measure of importance on placemaking efforts and the need for architectural quality and distinction.

Local regional connections are also important in terms of water-based transportation. With an extensive amount of Lake Erie shoreline, residents and visitors naturally look to boats for recreational purposes and as a means of travel. The City of Luna Pier is home to the Luna Pier Harbor Club, which offers hundreds of boat slips. Serious discussion has taken place on the topic of providing ferry service to regional destinations such as Toledo and Detroit, Put-in-Bay and Cedar Point.



## 2.4 Landmarks and Vistas

Dominant and significant landmarks and vistas in Luna Pier include Lake Erie, the pier and Memorial Park. Lake Erie is by far the most significant feature on the local landscape and it can easily be seen by all who arrive via the I-75 off ramps. From this elevated location, Lake Erie is about ¼ mile away and is highly visible year-round. This unique vista of Lake Erie is somewhat rare in Southeast Michigan, as much of the shoreline is either privately owned, or is visually obscured by distance, vegetation or buildings. Along with the Lake itself, the attractive municipal beach is a local landmark drawing many people to the area.

Similarly, the existing pier is a local physical landmark that allows residents and visitors to experience Lake Erie. This venue supports fishing access. Memorial Park is an open area that provides green space, parking, playground equipment and memorials. City plans include making this park a much more active space that draws people to the area for community events.

These key landmarks and vistas are located in close proximity to Luna Pier Road, where redevelopment is expected to occur in the future. Future new or renovated buildings, apart from having exceptional access to a Great Lake, are expected take full advantage of views of Lake Erie and Memorial Park.

Current municipal plans and approved grant funding are expected to dramatically enhance these area landmarks and vistas in the near future. A new beach house will be built at the end of Luna Pier Road and it will be designed to resemble a lighthouse and will provide a visual anchor at the eastern end of Luna Pier Road. The existing beach house will be demolished to make way for a future concert venue in Memorial Park adjacent to the beach. The existing pier will be renovated and will include new railings, deck material and improved fishing access to dramatically enhance the experience of being on the pier. A kayak launch will also be installed.



# Urban and Regional Context

## 2.5 The Luna Pier Road Corridor

These design guidelines are focused on the Luna Pier Road Corridor. This road segment is less than one half mile long, but it has tremendous potential to offer a unique urban environment. The character of this roadway has two dimensions. Close to I-75, Luna Pier Road offers a more suburban and auto-oriented environment. To the east, this corridor transitions toward a more urban and “downtown” environment that is planned to be a more “walkable” and “human scale” place. Luna Pier Road ends near the Lake Erie shore, where the new beach house will be designed to resemble a lighthouse. This structure, together with a public beach and attractive pier, is intended to provide a key community focal point and draw for people who wish to experience Lake Erie.

Corridor transitional points from the walkable, pedestrian-oriented and human scale area to the more vehicular-oriented corridor are defined by the specific zoning district boundaries. Despite the differences between these two general areas, common design themes are defined as a means to advance a sense of unity, consistency and arrival.



I-75 Exit

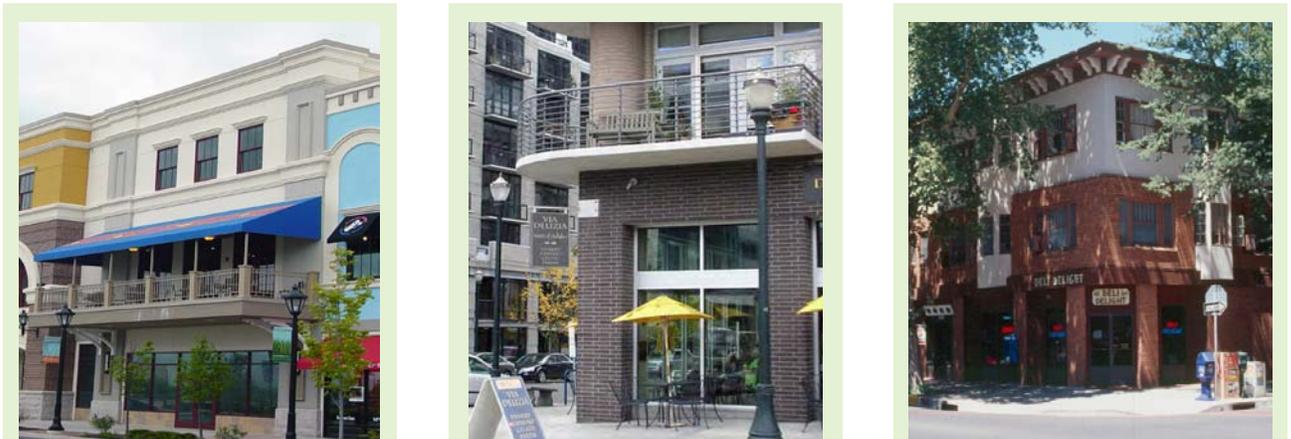


Lake Front Development Concept

## 2.6 Land Use & Human Activity

Land use provides the foundation for how an area functions and how people relate to the built environment. This discussion about land use begins with making the connection between these design guidelines and the zoning code. The zoning code is the controlling mechanism that determines how land is used and what development standards it must meet (maximum heights, setbacks, parking requirements, landscaping, etc.). Generally, the zoning code is silent on issues related to building design, form and materials. These guidelines on the other hand, address the appearance and architectural details of buildings, speaking to a range of design issues. Because these two areas are so closely related, the development of these designs guidelines and an update of the zoning code were accomplished simultaneously and are intended to be complimentary and supportive of each other.

An underlying principle of the local efforts to develop more focused zoning standards and design guidelines is to help make sure that buildings effectively perform as instruments that enrich the experience of being in Luna Pier. City efforts to enhance and activate public spaces, and create an inviting pedestrian realm, can be so much more effective if accomplished with the construction of complimentary building forms and architectural elements that contribute to further defining the uniqueness of place.



Mixed Land Use Examples

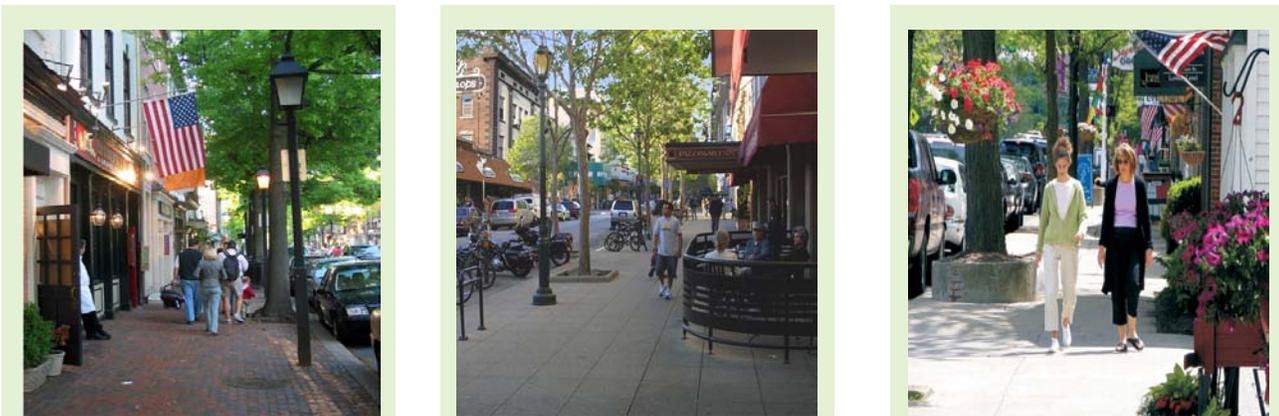
- **Mixed Land Uses:** Among the many recent changes made to the Luna Pier's planning policies and zoning code were steps to allow a much higher degree of mixed land uses – especially along Luna Pier Road. According to the Master Plan, much of Luna Pier Road corridor is planned to be redeveloped as a mixed-use and multi-story area. First floors are intended to be retail and commercial establishments, while upper floors are intended to be office spaces and residential units. This policy is grounded in both good urban design and the economics of real estate development.
- **Park Adjacency:** Memorial Park is a tremendous community asset that opens up remarkable public access to Lake Erie. It enhances the experience of walking along Luna Pier Road and opens up major opportunities for synergies between active urban spaces along the north side of Luna Pier Road and more passive activities in the park. Park development plans include developing a minimal amount of structural elements to support more programmed activities such as a farmers market and outdoor entertainment venues.
- **Luna Pier Road:** In many respects, Luna Pier Road is the front door to the community. Its physical design and the character of adjacent buildings, convey strong and subtle cues about community character. In concert with the 2010 Master Plan, zoning updates, and these design guidelines, efforts are underway to define lane widths,

# Urban and Regional Context

on-street parking and other right-of-way elements. Eastern segments of Luna Pier Road are planned to be more pedestrian-oriented, while western segments (closest to I-75) are planned to be more auto-oriented.

## 2.7 Pedestrian Experience

Pedestrian movement across Luna Pier Road, between Memorial Park and urban spaces to the north, will be encouraged and supported with pedestrian-friendly infrastructure design elements. The opportunity to experience green and natural open space in close proximity to street-level retail and service uses is seen as an asset that can help define a unique place. Such an adjacency is important to both street-level retail customers and occupants of upper floor office space and residential uses. Buildings in this area in particular should have qualities that engage the eyes and complimentary, without being overly uniform.



Attractive Pedestrian Spaces

## 2.8 Quality and Detail

**Quality:** One essential element of these design guidelines is that they advance the idea of quality. Quality in this context includes both workmanship and materials, and both of which will stand the test of time. Building details can make a substantial contribution to overall building appearance. Building features such as exterior lighting fixtures, mailboxes, door hardware, accent lighting, brick patterns and entrance surfaces are all opportunities to express building character and quality.



Quality Nautical Elements





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# **GUIDELINES - ORGANIZATION AND FLEXIBILITY**

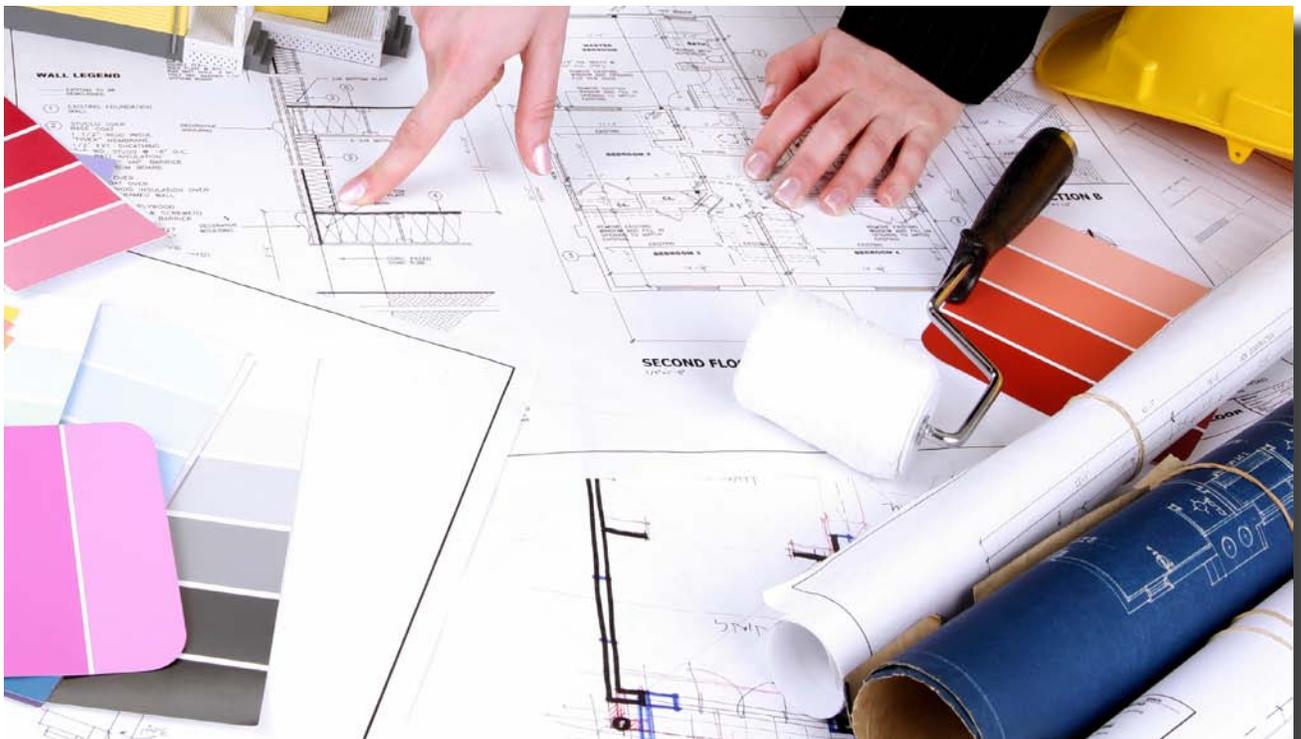
## 3.1 Organization

The following design guidelines are divided into two major categories. First, the general urban form and structure are considered in the context of the corridor between Lake Erie and I-75. Issues related to the general urban form are larger matters concerning building mass, placement, scale and dominant building elements. Second, details of place and unifying themes are described. These elements are more subtle building characteristics that help provide unifying themes among many types of buildings.



## 3.2 Design Flexibility

To help ensure that these Design Guidelines are not overly restrictive or severely limit design creativity, but still provide needed vision, material is organized into four categories which include; necessary, prohibited, discouraged and preferred. The terms “necessary” and “excluded” are strong statements expressing generally unconditional boundaries of architectural design. Preferred and discouraged are less absolute edges of design providing a push toward, or away from, specific building elements. Preferred items are design elements that should be used to maintain character, quality and a sense of place.





# **URBAN FORM AND STRUCTURE**

## 4.1 Building Height

With respect to building mass and scale, the desired condition of Luna Pier Road (where property is zoned DM) is to have buildings frame and enclose the north side of the street. Generally, buildings with less than two-stories fail to create a sense of enclosure and space along a streetscape. A ratio of building height to street width of two or three to one (two or three feet of building height for each one foot of street width) provides good street definition and proportion. Shorter buildings of one story facing wide streets do not provide an experience that supports the idea of being in a place of interaction. Multiple stories and upper floor spaces are also desired to provide opportunities for balconies and rooftop terraces that would overlook Memorial Park and offer views of Lake Erie.

### Necessary

- Buildings should be at least two or three stories in height in areas zoned DM. Elsewhere, one-story buildings are permissible.

### Encouraged

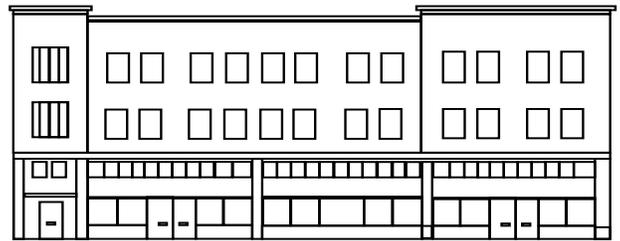
- If only a single-story building is feasible in an area zoned DM, the building should be designed to create the appearance of a second story. These circumstances might include designs involving high first floor ceilings and include windows installed to create the general appearance of a second story.

### Discouraged

- One story buildings in all areas zoned DM.

### Excluded

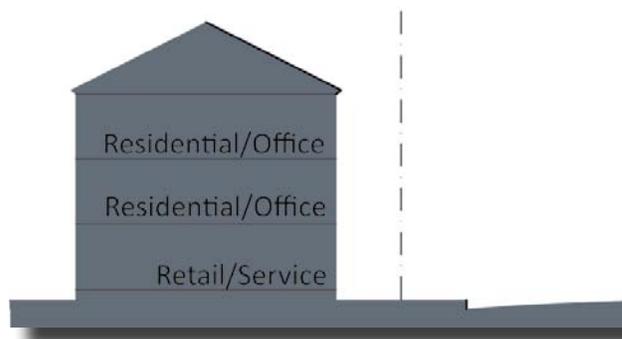
- Buildings larger than 4 stories anywhere along Luna Pier Road.



Three Story Buildings Are Necessary In Areas Zoned DM



One Story Buildings Can Be Designed To Blend With 2 And 3 Story Buildings



Two and three story buildings provide opportunities to vertically mix land uses and support real estate investment.

# Urban Form and Structure

## 4.2 Building Placement – DM Zone

DM Zoning requires that buildings be located between 0 and 10 feet from the front right-of-way line. In other words, buildings must be pulled forward toward the street. A small 10 foot setback is defined to provide limited space for outdoor sales and/or outdoor seating of restaurant patrons. This slight deflection in building facades can also add visual interest. In other zoning districts (B-2 or ES), building placement should meet required setbacks and accommodate vehicular circulation and off-street parking demands.

### Necessary

- Buildings should be proximate to the pedestrian realm in areas zoned DM.

### Encouraged

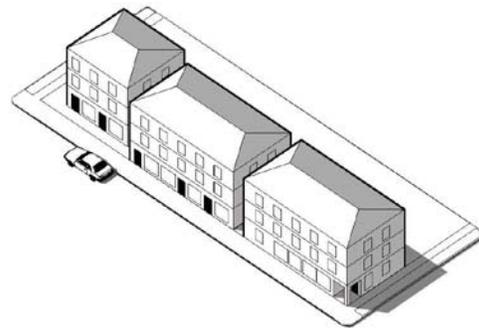
- If a building is pulled back from the right-of-way more than a few feet, some plans for the utilization of this space should be described (outdoor seating or sidewalk sale area).
- All building recesses should provide visual interest and help break up the mass of wall surfaces.

### Discouraged

- Buildings facades that represent a solid plane or wall surface without architectural details.

### Excluded

- Any kind of vehicular parking or storage between the front right-of-way line and the building façade.



Pull Buildings Forward Toward The Right-of-Way



Interior and Exterior Spaces Should Be Blended Where Possible



## 4.3 Building Placement & Design - B-2 & E-S Zone

Areas of Luna Pier Road are zoned to permit more auto-oriented, suburban-scale commercial and office development. These areas are typically zoned B-2 or E-S and require off-street parking proportionate to the building size. Front yard setbacks are also required and typically, single-story buildings are involved. While some of design elements discussed elsewhere may be applicable, free-standing suburban scale buildings can be designed to incorporate themes expressed elsewhere in these guidelines.

### Necessary

- Buildings should be placed so that the primary front entrance faces the right-of-way.

### Encouraged

- Buildings that compliment the community character of Luna Pier as expressed in material in these guidelines in a more suburban and auto-oriented setting.

### Discouraged

- Buildings facades that over-represent nautical themes or Michigan imagery.

### Excluded

- Buildings shape and form should not seek to emulate the shape of an animal, boat, igloo, vehicle, food item, fish, windmill, or other unusual object.



Free-Standing, Auto-Oriented Commercial Structure With Nautical Themes



Free-Standing, Auto-Oriented Commercial Structure With Nautical Themes

# Urban Form and Structure

## 4.4 Building Articulation

Buildings that avoid long uninterrupted façade planes and/or blank walls are generally more attractive and contribute to a more visually complex and engaging place. Building articulation can include a variety of architectural elements ranging from wall plane projections; modulating the façade by stepping back or extending forward a portion of the façade, providing window patterns at certain intervals; providing a porch, patio, deck or covered entry; providing a balcony or bay window; changing the roofline with dormers or other roofline elements. Building articulation can also be achieved with measures such as changing exterior materials and contrasting brick patterns.

### Necessary

- All building exteriors shall demonstrate some level of building articulation to provide visual interest and architectural character.

### Encouraged

- Buildings with an exterior wall plane that is less than 50 feet in length should be designed to incorporate no less than three (3) architectural articulation elements. Buildings with wall planes greater than 50 feet should be designed to incorporate no less than four (4) architectural articulation elements.
- Building articulation elements are most desirable within facades.
- While the use of varied building materials, color choices and canopies and awnings helps to add visual interest to a building, more substantial building articulation elements are desired to add richness in building detail and architectural interest.

### Discouraged

- Exterior building wall planes with minimal or nominal variations in materials, colors or textures.

### Excluded

- Exterior building surfaces that have uninterrupted wall planes and/or blank walls extending more than 25 feet in any direction are excluded.



Facades With Recesses And Projections



## 4.5 Exterior Building Materials

The exterior of the building shall be made of primarily high quality materials. High quality materials primarily consist of brick, architectural concrete panels, wood, textured concrete block, natural stone, architectural steel or stone panels. Other lower quality materials such as vinyl siding, aluminum siding, EFIS, and stucco may be used, but only sparingly as trim accents

### Necessary

- At least three fourths of the exterior of the building (all exposed sides) shall utilize high quality materials as defined above. Applicants may propose alternative materials and demonstrate how such materials produce a quality building exterior.

### Encouraged

- Use of building materials associated with coastal areas around the Great Lakes is encouraged. This material includes use of Michigan fieldstone, cultured stone products with beach sand colors, cedar shake shingles, wooden siding and brick.
- Multiple complimentary building materials is encouraged rather than the overuse of one or two materials.

### Discouraged

- Faux materials.

### Excluded

- Buildings constructed entirely of wood, vinyl or aluminum siding, non-textured concrete block, stucco or EIFS.



Natural Stone Is A Desirable Accent Material



Wooden Shingles Are Also A Desirable Accent Material

# Urban Form and Structure

## 4.6 Building Entrances

Structures must have clearly defined, highly visible customer entrances defined with architectural features.

### Necessary

- Primary building entrances must stand out and be an obvious element of the façade.

### Encouraged

- Inviting primary building entrances that create an appealing space for pedestrians to enter.
- All building entrances should be designed so that doorways and vestibules are easily seen and visible from the sidewalk.
- Entry doors should generally include a substantial amount of clear glass and should be illuminated where possible.
- Awnings of proper scale and proportion over the doorway may also be desirable.

### Discouraged

- Obscured doorways out of proportion with the building mass and scale.

### Excluded

- Buildings with obscured primary entrances, or buildings that do not offer entry directly from the public sidewalk.



Strong Architectural Statements Made Related To Building Entrances



## 4.7 Window Shapes and Visibility

Windows are important architectural elements in terms of both form and function. Functionally, window spaces help to draw the eye of pedestrians into the structure and link public and private spaces in ways that provide a feeling of safety and connection. The form and style of the window communicates an architectural image and style. In areas where buildings are required to be pulled forward toward the sidewalk, it is important that window spaces are significant, allowing pedestrians to see inside buildings. Elsewhere, amounts of window space and visibility into buildings are somewhat less important. Except in the case of display windows, the form of windows should avoid use of large single pane windows with little or no architectural detail. Rather, non-display windows should be a series of vertical windows, separated by individual casements and details.

### Necessary

- Windows with architectural detail should be present on at least one fifth of all wall surfaces (including wall surfaces on corner lots).
- Where buildings are located immediately adjacent to sidewalks or other pedestrian spaces, not less than 60 percent of the façade should be devoted to window area.

### Encouraged

- Windows that compliment the architectural styles and are commercial grade.

### Discouraged

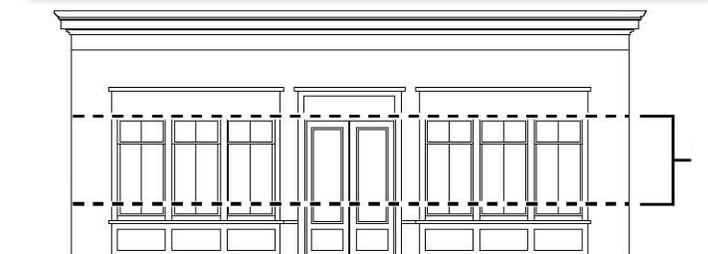
- Window sizes that are not proportional to the wall planes

### Excluded

- Use of mirrored, reflective or opaque black glass.



Small Windows Over Large Ones Is A Desirable Window Pattern



At Least 60% of the Façade Should Be Window Area



# Urban Form and Structure

## 4.8 Rooflines

Multiple roof planes are desired to add visual interest, except where useable rooftop spaces are planned to be incorporated into the functional building design. Use of decorative cupolas and functional observation areas are encouraged and considered to be consistent with the architectural vernacular. No particular roof pitch is desired over another.

### Necessary

- Consideration of multiple roof planes, unless a functional rooftop space is to be incorporated into the building design.

### Encouraged

- Intersecting roofs, gable roofs, hip roofs and roofs that accommodate sheds and dormers. Cupolas and roof-top observation spaces.

### Discouraged

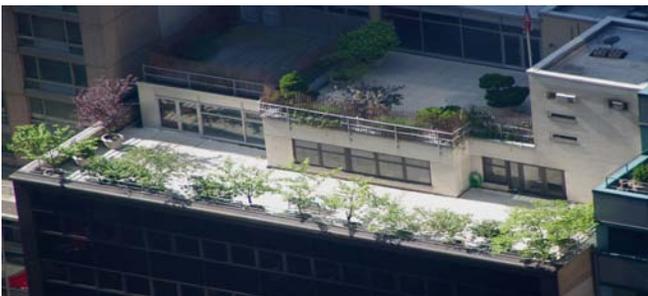
- Flat roofs (unless used as outdoor space).

### Excluded

- Mansard or gambrel roofs



Complex Rooflines



Flat Roofs Are Most Appropriate When Functional Spaces Are Involved



## 4.9 Pedestrian Connections

A defined pedestrian space that creates a visible and distinct connections between the sidewalk and the building entrance is desired. Even in areas intended to be oriented toward vehicular access. Because of Luna Pier's historical foundations as a resort community, housing unit and commercial floor space density are comparatively high. This enables Luna Pier to be a more walkable community; especially if future development includes greater provision for pedestrian movement. Stamped concrete, scoring, and coloring are all low-cost treatments that can help distinguish surfaces to be used by pedestrians and vehicles.

### Necessary

- Defined areas within parking lots that provide visual cues to motorists that an area in a parking lot is defined for both vehicular and pedestrian use. Such areas should directly connect public sidewalks with primary building entrances.

### Encouraged

- Use of both variations of materials to define areas of pedestrian movement and internal parking lot design considerations that support the delineation of pedestrian movement areas with curbing and landscaping.

### Discouraged

- Circuitous pedestrian paths between the sidewalk and building entrance.

### Excluded

- Use of non-durable materials to define areas of pedestrian movement in a parking area.



Pedestrian Areas More Clearly Defined





# **DETAILS OF PLACE / UNIFYING THEMES**

## 5.1 Outdoor Spaces

Luna Pier is a community intrinsically connected with the outdoors. For the most part, people live in Luna Pier because they love Lake Erie and the feeling of being near water. People visit Luna Pier for the same reason. Consequently, incorporating outdoor spaces into building designs is a natural expression of local character and spirit. Outdoor spaces can be incorporated into build designs with outdoor cafes, balconies, terraces and even rooftop spaces. These design guidelines encourage these architectural elements and features.

### Necessary

- While it may not be possible to merge outdoor and indoor spaces, these guidelines call for a measure of consideration aimed at connecting indoor and outdoor spaces.

### Encouraged

- Architectural elements such as balconies, terraces and useable rooftop spaces are encouraged. Outdoor cafes and space for outdoor seating associated with restaurants are also encouraged, along with recesses in upper floors to provide outdoor spaces, especially in the DM zoning district.

### Discouraged

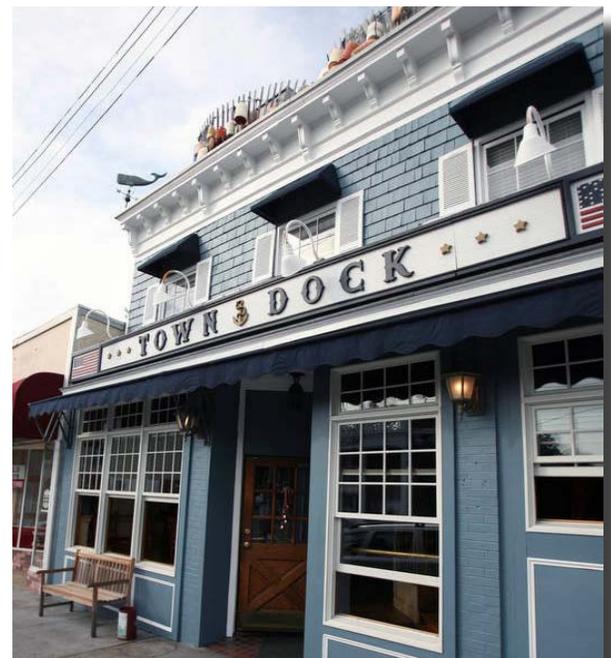
- Discouraged architectural elements include outdoor spaces that infringe upon the movement of pedestrians along the sidewalk.

### Excluded

- No specific elements are necessarily excluded with respect to developing outdoor spaces.



Blend Outdoor Space and Indoor Space



# Details of Place /Unifying Themes

## 5.2 Color & Texture

The color and texture of building materials are seen as individual choices that are best left to individual interpretation. However, to protect the value of investment in Luna Pier, color choices of a loud or harsh nature are to be avoided and new construction should seek to use building colors and texture that help create a building that appears natural.

### Necessary

- Color and texture choices should be defined along with reasons and rationale for these choices.

### Encouraged

- Colors that are complimentary to the natural surroundings of Luna Pier. This includes emulating the color of sand (beige and brown colors) and water (blues).
- Colors and textures should also be used to add interest to, and visually break up, facades and building wall planes.

### Discouraged

- Use of a single exterior color or single exterior texture, regardless of the choice.

### Excluded

- Any color choices that could be described as florescent or iridescent, even as an accent color.



Desireable Colors and Textures



## 5.3 Plant Material/Landscaping

- Vegetated parking islands, foundation plantings, vegetated swales, rain gardens and landscape buffers are important expressions of community character.

### Necessary

- Landscaping should mitigate the visual intensities of developments in a manner that is consistent with the low intensity and casual nature of Luna Pier. Planting a diverse array of native species is necessary to help to maintain a healthy, low-maintenance landscape.

### Encouraged Plant Material

- **Trees:** Sugar Maple, White Oak, Tulip Tree, Sycamore, River Birch
- **Evergreens:** White Pine, Eastern Hemlock, Northern White Cedar
- **Shrubs:** Dogwood species, Viburnum species, Serviceberry, Redbud
- **Ground Cover:** Wild Strawberry, Black-Eyed Susan, Little Bluestem, Canada Wild Rye

### Discouraged/Excluded Plant Material

- **Trees:** Norway Maple, Tree of Heaven, Black Locust
- **Evergreens:** Scotch Pine, Norway Spruce, Colorado Spruce, Austrian Pine
- **Shrubs:** Buckthorn, Japanese Barberry, Black Alder
- **Ground Cover:** Dame's Rocket, Oriental Bittersweet, Garlic Mustard



Sugar Maple



Tulip Tree



Little Bluestem



Red Bud



Wild Strawberry



Service Berry



White Pine



Hemlock

# Details of Place /Unifying Themes

## 5.4 Nautical Imagery

Nautical imagery is encouraged as part of building design. Ideally, subtle images and architectural features are incorporated into building design to provide a gentle suggestion that this area is near water and has a nautical heritage. Nautical elements include, but are not necessarily limited to, rope, weather vanes, anchors, ships wheels, flags, metal railings, porthole windows, bollards, anchors, lotus flowers, Great Lakes imagery and exterior lighting fixtures. Select building elements should express and reflect the nautical heritage of the area, without overstating this aspect of the design.

### Necessary

- Consideration of how subtle nautical elements can be incorporated into the building design and signage. While it is possible that nautical imagery and architectural accents are not always appropriate, some consideration should be given to them.

### Encouraged

- The subtle hint of nautical character as a unifying building theme.
- Color choices may also be used to convey a nautical building theme.

### Discouraged

- Overuse of many multiple architectural features that attempt to express a nautical image.

### Excluded

- Gaudy and overstated nautical elements that overpower the building form and character.



Possible Nautical Design Elements



## 5.5 Michigan Identity

Luna Pier is the first city a visitor encounters when traveling northbound on I-75 into Michigan. Incorporating elements such as Michigan flags, graphics containing an outline of the State in signage, or other building graphics would help to create a sense of arrival. Where appropriate, the subtle use of various state symbols such as the state tree (White pine), flower (apple blossom), animal (wolverine) and bird (robin) can also help to provide a unifying theme in building graphics and signage.

### Necessary

- Consideration of how subtle Michigan identity elements can be incorporated into the building design and signage. While it is possible that Michigan imagery and architectural accents are not always appropriate, some level of consideration should be given.

### Encouraged

- The subtle hint of Michigan identity as a unifying building theme.

### Discouraged

- Overuse of many multiple features that express a Michigan image and identity.

### Excluded

- Gaudy and overstated elements that overpower the building form and character.



Possible Michigan Identity Design Elements



# Details of Place /Unifying Themes

## 5.5 Signage

All signage must meet all zoning code requirements limiting sign area and permitted sign types in given zoning districts. However, as the very purpose of signage is to capture the attention of the human eye, there is an opportunity to use signage design elements to further define local character. It is also recognized that signage design elements can help provide visual signals that speak to an area's sense of place and context.

### Necessary

- Consideration of how the design of the sign(s) contributes the overall building design and help support design themes.

### Encouraged

- The subtle hint of Michigan identity and/or nautical themes is encouraged. Limited use of nautical fonts (such as **STEAMER** or **Caslon Antique**) is also encouraged on natural materials (wood or metal). Exterior signage illumination is also encouraged.

### Discouraged

- Overuse of nautical features

### Excluded

- Gaudy and overstated elements that overpower the building form and character. Plastic signage materials and/or use of florescent, neon or iridescent colors.



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