

DESIGN STANDARDS & GUIDELINES

# WARREN CORRIDOR FAÇADE IMPROVEMENT

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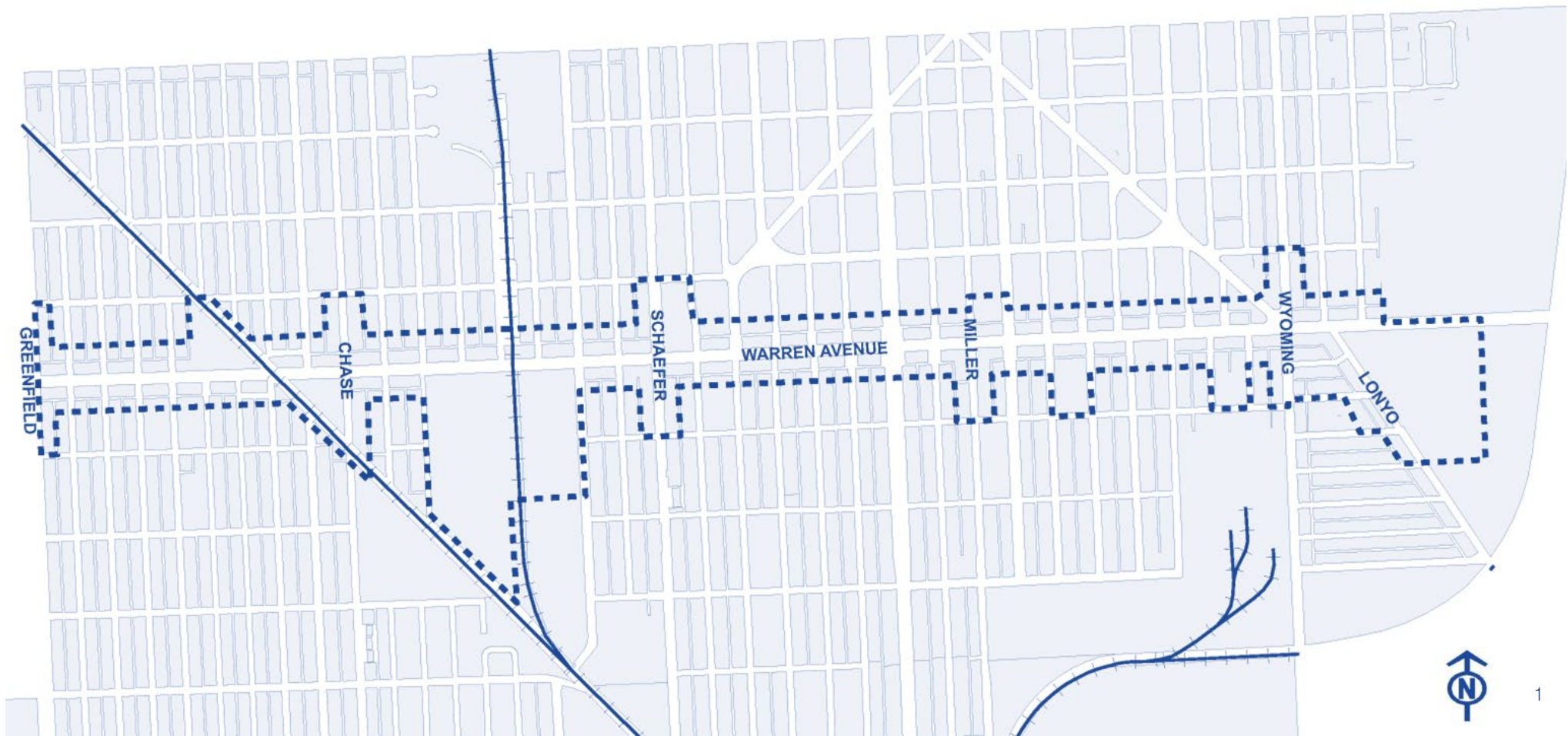
## PURPOSE AND BACKGROUND

This document endeavors to establish a framework that promotes aesthetic standards in the redevelopment of Warren Avenue, reflecting the profound ethnic transformation experienced by the street and its adjacent neighborhoods over the last few decades. The notable transformations have significantly impacted the facades of numerous buildings along Warren Avenue, which is now housing diverse ethnic businesses and vendors catering to the local Middle Eastern community, the broader metropolitan area, and out-of-state visitors. These alterations have transformed Warren Avenue into a dynamic and bustling business corridor, intensifying demands on parking facilities, as well as pedestrian and vehicular circulation.

The guidelines articulated within this document are designed to reinforce the rich history of Warren Avenue and encourage the development of a street character that is reflective of its ethnic composition, which will bridge the cultural fabric of the City of Dearborn and surrounding areas.

Furthermore, these guidelines seek to recommend and advocate best practices in the planning, design, and execution of redevelopment projects, emphasizing the importance of local and ethnic businesses. The goal is to assist the community in uniformly applying these practices as design criteria, guiding new development and infill projects across Warren Avenue from Greenfield Road to Lonyo Street. The intent is to build-on and enhance Warren Avenue as a highly desirable destination for locals and visitors, and to cultivate the opportunity to boost its image, character, and built environment, thereby unlocking its full economic development potential.

The document serves as a guide for the planning and pre-design phases of rehabilitating and renovating building facades, as well as maintaining existing structures, including those of historical and architectural significance. Presented in a simplified format, the design guidelines are organized into sections, each addressing specific design elements. These sections include recommended guidelines, and illustrative examples that focused on revitalizing building facades and outline a more comprehensive vision for improving the overall built environment of Warren Avenue.



## PROGRAM DESCRIPTION

Building façade improvements encompass several possibilities depending on façade existing conditions, improvements can be categorized as follows:

### Improvement Categories

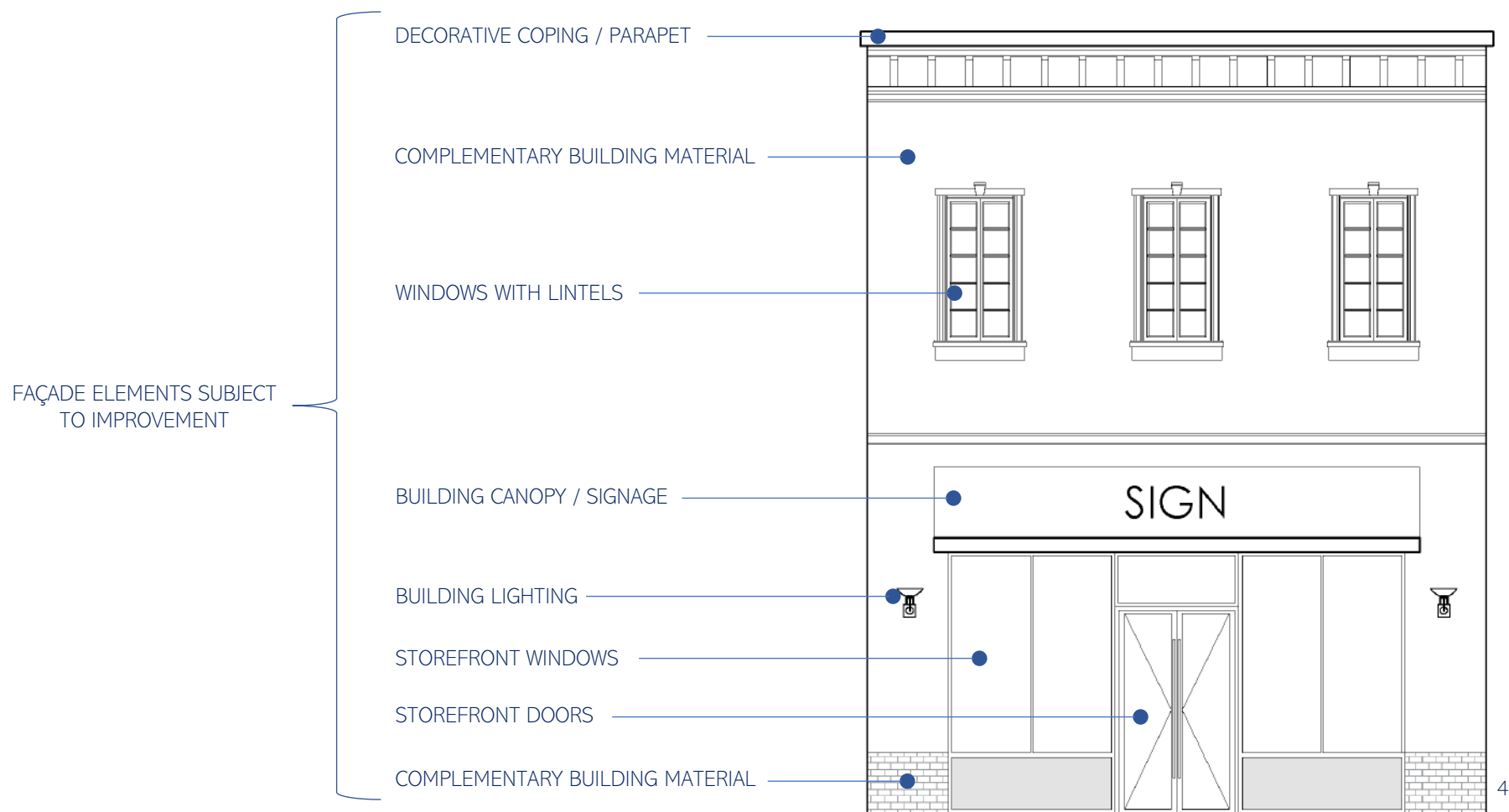
Category A – Beautification	Category B – Restoration	Category C – Replacement
Aesthetic and minor functional improvements aimed at making the building facade and storefront more attractive and welcoming to tenants and customers. Examples include ADA accessibility, exterior paint, power washing, gutter/downspout repairs and the like.	Aesthetic, functional and restoration improvements made to restore key features of the building facade and protect the prominent building typology of the area and introduce Mideastern architectural features when appropriate to contribute the “Bazaar” feel, with the intent of making them more appealing to customers. They will also assist owners in improving structural aspects of the facade and making the building more accessible to customers. Examples include façade restoration, original building materials replacement, and integration of Mideastern architectural features.	Work that will replace or reinstate key features such as doors and windows that have been lost or deteriorated beyond repair or are of a style that is no longer consistent with the building design. Also, encourage functional improvements such as restoring doors and windows that have been filled in. Such improvements will enhance, preserve, and protect buildings over time.
Category D – Awning Replacement	Category E – Signage	Category F – Lighting
Many of the buildings have awnings that are oversized, unapproved shape(s) and awnings that act as building signage as well as advertising, which do not comply with the City’s signage ordinance. It is recommended for the awnings to be replaced to align with guidelines.	Many buildings have multiples signs, others have signs that are noncompliant, some are oversized that do not comply with the City’s signage ordinance. In addition, window signage in many buildings greatly exceed area allowed by ordinance. Building signage should adhere to ordinances and replacement of noncompliant signage.	Many buildings have exaggerated the use of illumination with light intensity beyond ordinance and or needs, that contribute to light pollution and motorist distraction. In addition to general building lighting, window lighting utilizing extremely bright LED fixtures is unattractive and diminishes the appeal of walkable street environment. LED window lighting is recommended to be illuminated. Furthermore, light temperature is recommended to exceed 3500 Kelvin.

The background features two large, stylized, curved lines. One line, in shades of blue and green, curves from the top right towards the center. Another line, in shades of green and blue, curves from the bottom left towards the center. The text 'PROGRAM GUIDELINES' is centered between these two curves.

# PROGRAM GUIDELINES

## SECTION 1 – FAÇADE ELEMENTS

- SECTION 1A - MATERIALS AND FINISHES
- SECTION 1B - ENTRANCE UPGRADE / DOOR & WINDOW TREATMENTS
- SECTION 1C - WINDOWS AND FENESTRATIONS
- SECTION 1D - DOORS
- SECTION 1E - COLORS
- SECTION 1F - LIGHTING
- SECTION 1G – AWNINGS AND CANOPIES
- SECTION 1H – SIGNAGE
- SECTION 1I – CULTURAL ELEMENTS CONSIDERATIONS
- SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS
- SECTION 1K – STREETScape IMPROVEMENT RENDERINGS





## SECTION 1A - MATERIALS AND FINISHES

### 1. Cladding Materials:

- Stone Cladding: Add a touch of elegance and durability with natural stone veneers or engineered stone panels.
- Wooden Cladding: Introduce warmth and texture with wooden panels or siding, suitable for both contemporary and traditional designs.

### 2. Metal Features:

- Metal Trim and Accents: Use metal accents to highlight architectural features.

### 3. Glass and Glazing Systems:

- High-Performance Glass: Opt for energy-efficient and insulated glass to improve thermal performance.

### 4. Green Facade Systems:

- Living Walls: Incorporate living walls or green facade systems to introduce a natural element and improve environmental sustainability.

### 5. Brick and Masonry:

- Brick Designs: Explore innovative brick patterns and colors to give a modern twist to traditional materials.

#### Recommendations:

- Replacement of Stucco along facades with suggested materials.
- Refrain from painting masonry materials/finishes.
- Installation of screening for mechanical equipment or utilities at grade or on the roof if necessary.



Examples of potentially usable materials.



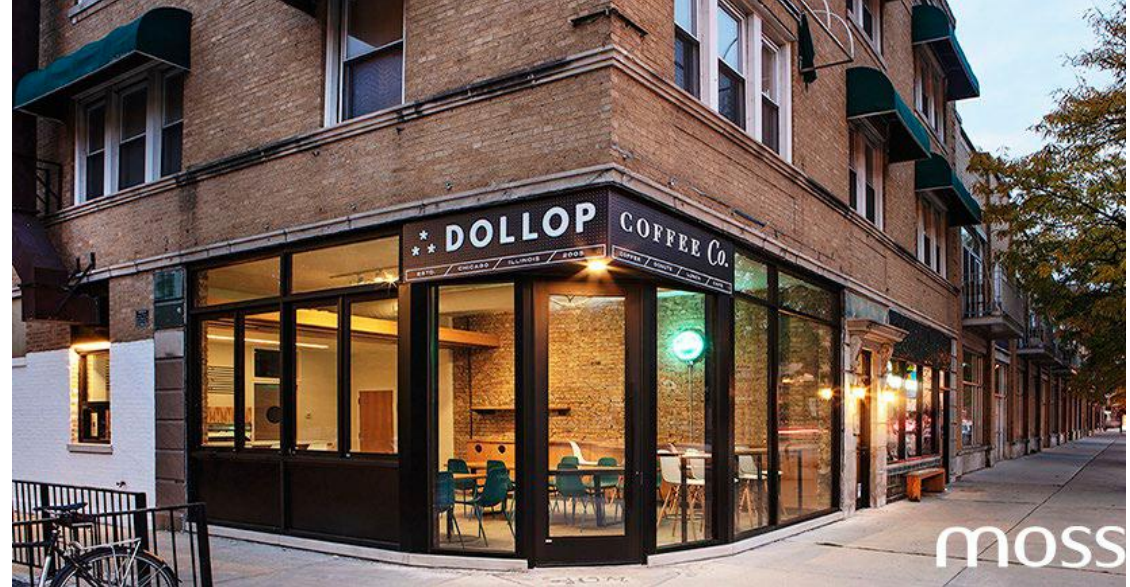
## SECTION 1B - ENTRANCE UPGRADE / DOOR & WINDOW TREATMENTS

### Entrance Upgrade

- Install a stylish and inviting entrance door.
- Consider a covered entrance or awning.
- Introduce greenery elements such as planters, flower beds, or vertical gardens to add a touch of nature.
- Implementation of Exterior improvements necessary for ADA compliance or to meet life, safety, building or zoning regulations.

### Window & Door Treatments:

- Install, replace or repair windows, frames, sills, glazing or glass.
- Repair, restore, replace, and install doors and hardware used to provide public access.
- Upgrade window treatments with modern blinds or shutters when applicable.
- Consider the overall visual impact of storefronts on the streetscape.
- Consider window films for privacy and energy efficiency.
- Ensure windows are clean and well-maintained.





## SECTION 1C – WINDOWS AND FENESTRATIONS

**1.Architectural Style and Character:** Specify the preferred architectural style that new or renovated buildings should adhere to, including the design and placement of windows.

**2.Materials and Finishes:** Regulations should dictate the types of materials, finishes, and colors that are acceptable for window frames and other window components.

**3.Size and Placement:** Guidelines should outline the appropriate size, shape, and placement of windows to maintain a visually harmonious streetscape and to optimize natural lighting.

**4.Energy Efficiency:** Encourage requirements to include standards for energy-efficient windows to reduce the environmental impact of buildings and improve their sustainability.

**5.Historical Preservation:** In areas with historical significance, guidelines may prioritize the preservation of existing architectural features, including windows, through careful restoration and maintenance practices.

**6.Safety and Accessibility:** Regulations may include provisions for safety glazing, window openings, and accessibility features to ensure buildings are safe and accessible to all residents and visitors.

### Architectural Elements

- Ground Floor Fenestration: 25 to 90% - based on City of Dearborn Code of Ordinances
- Upper Story Fenestration: 25 to 70% - based on City of Dearborn Code of Ordinances

Incorporating large display windows to showcase merchandise or creative graphics can significantly enhance the visual appeal of the business. Windows are available in a variety of styles, sizes, materials, and price points, and can be designed as single openings or continuous storefront systems.

Below are several types of windows to consider for your facade design:

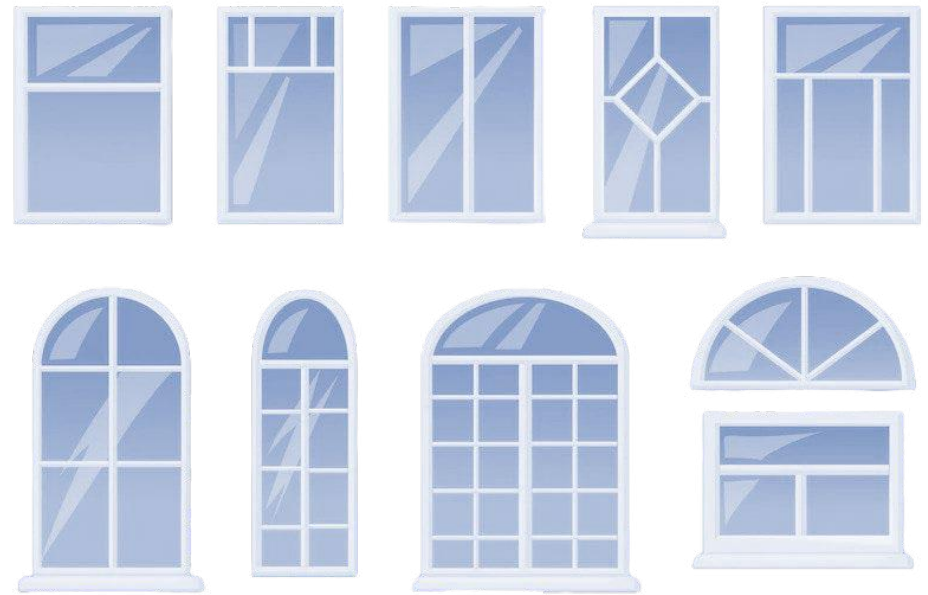
**Transom Windows:** Located above a door or other windows, transom windows allow additional light to enter the space. Sidelights: These are windows positioned on either side of a door to provide extra light inside.

**Display Windows:** Predominantly used in retail settings, large display windows are designed to showcase merchandise and attract customers.

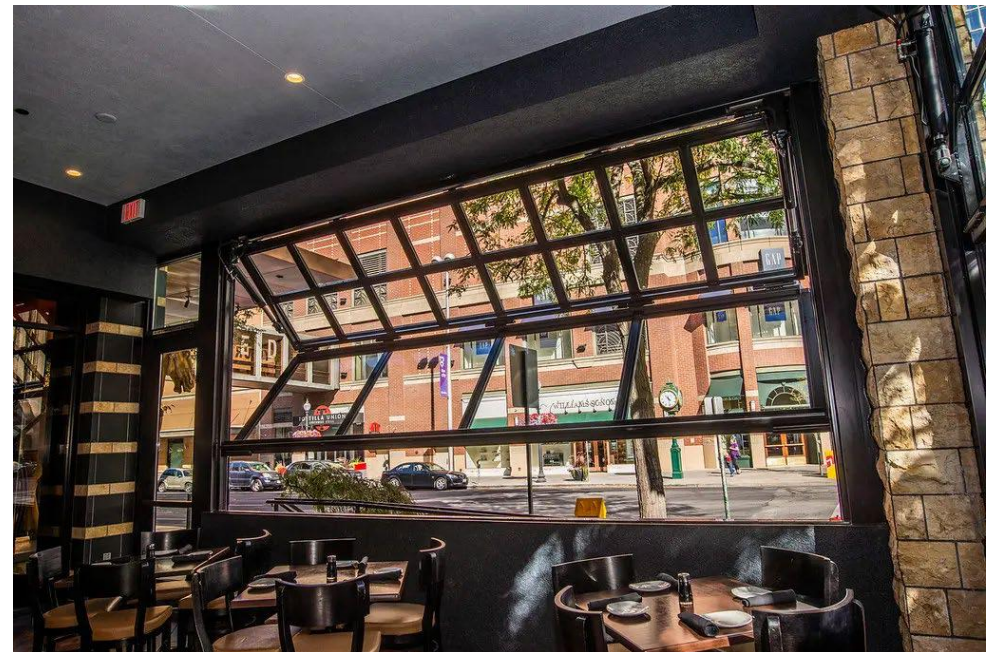
**Operable Windows:** Commonly used in restaurants and cafes, operable windows can be opened to let in fresh air and create an indoor/outdoor atmosphere during favorable weather conditions.

### Recommendations:

- Increase the minimum required ground and upper story fenestrations from 25 to 40%.
- Remove and prohibit the use of advertising materials on windows, such as vinyl lettering, stickers, and the like.



Window styles suitable for upper stories



Operable Windows

## SECTION 1D – DOORS

Doors serve as a key touchpoint and are among the first elements that visitors notice when entering a business. Refreshing door hardware and repainting a worn entrance door is a cost-effective way to enhance a property's appearance. However, if the budget permits, upgrading an old or solid entrance door to a glazed door with sidelights can significantly improve the welcoming feel of the property.

Like windows, doors come in a variety of sizes, shapes, materials, and price ranges. The design possibilities for doors and hardware are virtually endless and can be customized to align with the business's branding and overall aesthetic.

Here are some popular door styles that work well for commercial buildings in urban environments:

### 1. Glass Entry Doors (Single or Double)

Features: Fully or partially glazed, often framed in aluminum.

Aesthetic: Modern, sleek.

Application: Ideal for retail stores, office buildings, and restaurants.

Pros: Maximizes natural light, provides visibility into the business, creates a welcoming atmosphere. Durable, low-maintenance, and available in various finishes to match building exteriors.

### 2. Custom-Branded Doors

Features: Doors designed specifically to match the business's branding, incorporating logos, colors, or unique architectural features.

Aesthetic: Tailored, unique.

Application: Suitable for businesses looking to make a strong visual impact.

Pros: Enhances brand identity, stands out from neighboring businesses.



Glass Entry Double Door



Custom-Branded Double Door



Single Entry Door



## SECTION 1E – COLORS

Choosing a color palette for facade improvement depends on various factors such as the architectural style of the building, surrounding environment, personal preferences, and any existing color schemes. The selection of color palettes should be able to complement the architecture. Here are some general guidelines and popular color schemes for facade improvement:

### 1. Monochromatic Palette:

- Stick to variations of a single color. This creates a harmonious and elegant look. For example, different shades of gray, beige, or blue can work well.

### 2. Analogous Colors:

- Choose colors that are adjacent to each other on the color wheel. This creates a cohesive and pleasing appearance. For example, blue-green and green can complement each other.

### 3. Complementary Colors:

- Select colors that are opposite each other on the color wheel. This provides a high-contrast look. For instance, red and green, or blue and orange.

### 4. Neutral Colors:

- Opt for timeless and classic neutrals like white, beige, gray, or taupe. Neutrals can be complemented with a bold accent color for visual interest.

### 5. Historical Color Schemes:

- Consider the architectural style of the building and choose colors commonly associated with that era. For example, pastels for Victorian homes or earthy tones for Craftsman-style houses.

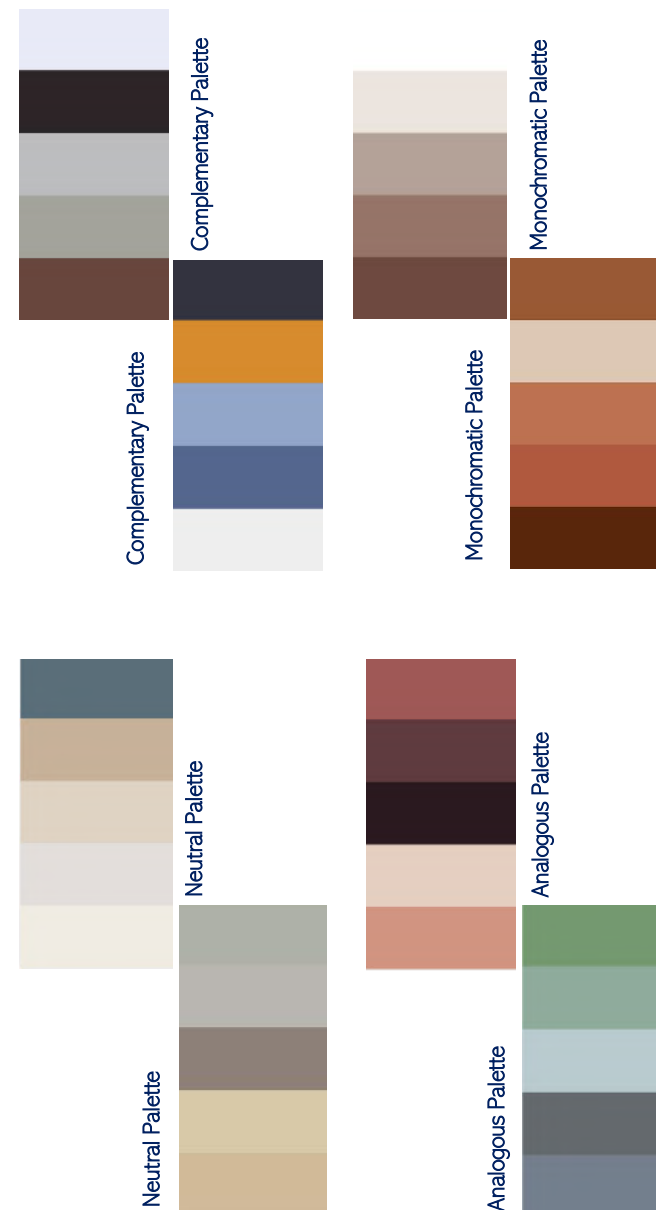
### 6. Test Samples:

- Before committing to a color scheme, test small samples on the actual facade. Colors may look different in different lighting conditions, so it's important to see how they appear in the context of your building.

### 7. Consider Maintenance:

- Consider using durable and low-maintenance finishes. Keep in mind the maintenance requirements of the chosen colors. Light colors may show dirt less, while dark colors may fade over time.

Remember to consider the local climate, architectural guidelines, and the overall aesthetic you want to achieve. It's often a good idea to consult with design professionals or use online visualizers to preview how different color combinations will look on your specific façade.





## SECTION 1F - LIGHTING

For details on placement, mounting heights, size, shape, and materials, refer to Section 2.12 "Lighting" under Dearborn code of ordinances.

Enhancing the lighting for commercial facades is crucial for attracting attention and creating a welcoming atmosphere. Here are some of the recommended facade improvement lighting ideas:

### 1. Logo / Signage Illumination:

- Illuminate the company logo or signage with focused lighting. This helps in branding and makes the business easily recognizable.

### 2. Window Display Lighting / Gooseneck fixtures:

- Use adjustable spotlights to highlight specific products or window displays. This creates a focal point and draws attention to featured items.
- Gooseneck fixtures are mounted on walls with extended heads that direct light towards the facade, illuminating items such as signage and wall graphics or murals.

### 3. Wall Sconces:

- Wall sconces are utilized for general nighttime illumination and often serve as decorative features for building facades.

### 4. Canopy Lighting:

- Illuminate the entire canopy structure with integrated lighting.
- This enriches the architectural features and creates a modern look.
- Enhances visibility and guides customers to the main entrance

### 5. Facade Accent Lighting:

- Wall washing or grazing lighting to highlight the texture of the facade materials and architectural key features during the evening.
- This technique adds depth and visual interest to the building's exterior.
- Up-Lighting: Illuminate the building from below to emphasize architectural features and create a dramatic effect.

### 6. Landscape Lighting:

- Combine facade lighting with landscaping by illuminating trees or planters.
- This creates a cohesive and visually appealing environment.

### 7. Seasonal Lighting:

- Adjust the lighting scheme based on seasons or holidays to keep the facade fresh and interesting throughout the year.

### 8. Festoon Lighting:

- Adjust the lighting scheme based on seasons or holidays to keep the facade fresh and interesting throughout the year.

Always consider the specific branding, target audience, and the nature of the commercial establishment when choosing lighting options. Consulting with a lighting designer or professional can help tailor the lighting design to the business's unique needs and goals.



Seasonal Lighting



Logo Illumination



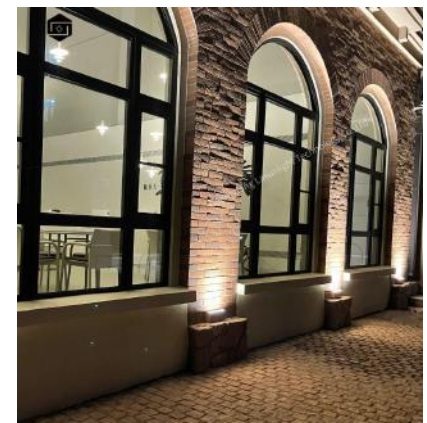
Canopy & Façade Accent Lighting



Window Display / Gooseneck fixtures



Festoon Lighting



Up-Lighting



## SECTION 1G – AWNINGS AND CANOPIES

For details on placement, mounting heights, size, shape, and materials, refer to Section 27.03 "General Provisions" under Dearborn code of ordinances.

### 1.Fabric Selection:

- Choose high-quality, durable fabrics that are weather-resistant and can withstand UV rays.
- Consider materials that are easy to clean and maintain.

### 2.Metal or Glass Canopies:

- For a more modern and sleeker look, consider metal or glass canopies.
- Metal canopies provide durability and a contemporary aesthetic, while glass canopies add transparency and light.

### 3.Functional Seating Areas:

- Extend awnings to create functional outdoor seating areas for customers or employees.
- This provides shelter while creating an inviting space for people to relax.

### 4.Perforated or Patterned Materials:

- Use perforated or patterned materials for canopies to create interesting light and shadow effects.
- This can add a layer of sophistication to the facade.



Dome Awning



Metal Canopy



Metal Standing Seam Fixed Awning



Traditional Canopy



Imperial Canopy – Latticed Roof



Traditional Canopy

## SECTION 1H – SIGNAGE

For details on placement, mounting heights, size, shape, and materials, refer to Article XII “Signs” under Dearborn code of ordinances.

### Signage and Branding:

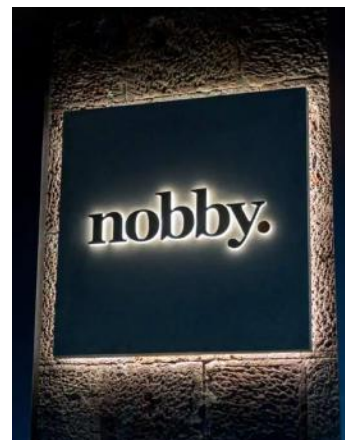
- Design a visually appealing and cohesive signage that complements the building's design.
- Incorporate the logo or branding elements into the facade.
- Use modern and high-quality materials for signage.

### Sign categories:

- Building Identification Signs
- Street Address Number Signs
- Building Plaque Signs
- Façade Signs
- Door Signs
- Projecting and Hanging Signs
- Awnings and Canopy Signs
- Sandwich boards

### Recommendations:

- Building signage should adhere to ordinances and replacement of noncompliant signage.

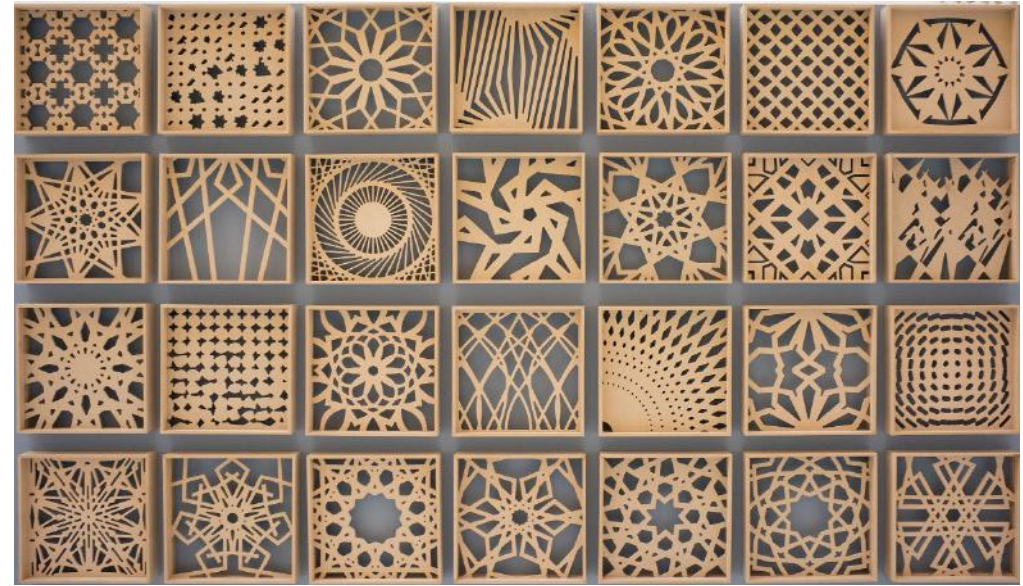




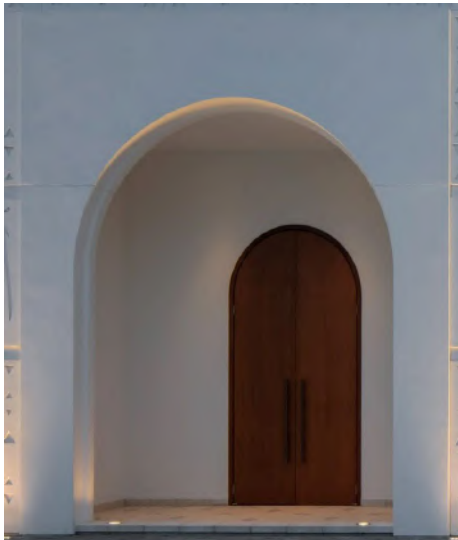
## SECTION 11 – CULTURAL ELEMENTS CONSIDERATIONS

Incorporating Arabic architecture features into modern architecture can create culturally rich designs. Here are some key elements and strategies for integrating Arabic architectural elements into contemporary buildings:

**1. Geometry and Patterns:** Arabic architecture is renowned for its intricate geometric patterns, which often feature repetitive motifs. Incorporate these patterns into building facades, interiors, and landscaping to add visual interest and cultural significance.



**2. Arches:** Utilize traditional Arabic architectural elements like pointed arches in modern building designs. These features not only lend structural stability but also evoke a sense of elegance and timelessness.



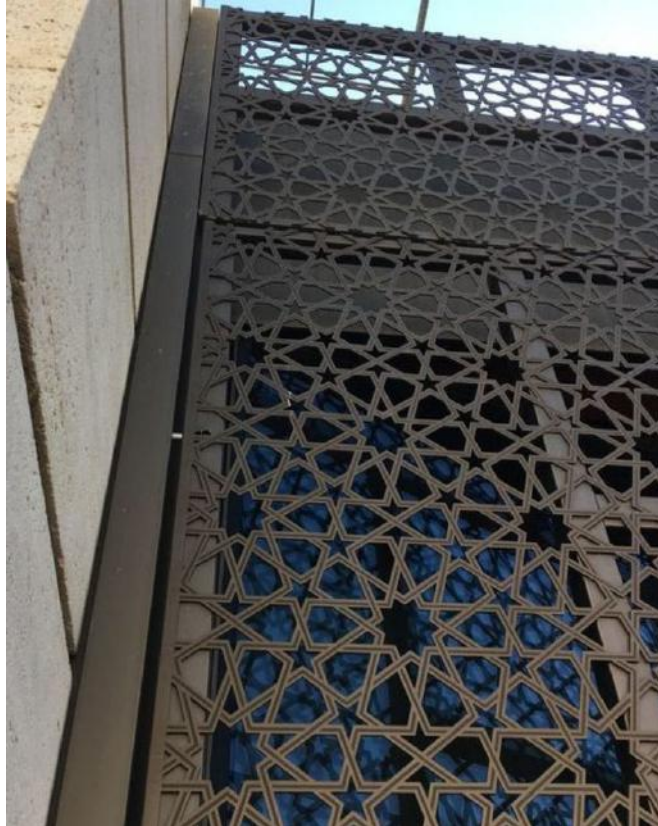
**3. Incorporate Arabic calligraphy and ornamental details** into building exteriors and interiors. Calligraphy can be used to display meaningful texts, while intricate ornamentation adds texture and depth to surfaces.





## SECTION 11 – CULTURAL ELEMENTS CONSIDERATIONS

**4. Mashrabiya Screens:** Integrate mashrabiya screens or latticework into building facades to provide shading, privacy, and ventilation. These decorative screens are characteristic of Arabic architecture and can be adapted to modern construction using materials like metal, wood, or glass.



## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS





## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS





## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS



## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS



BEFORE



AFTER -  
Option 1



AFTER -  
Option 2



## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS





## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS





## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS





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## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS



## SECTION 1J – FAÇADE IMPROVEMENT RENDERINGS





## SECTION 1K – STREETScape IMPROVEMENT RENDERINGS

MURAL – OPTION 1







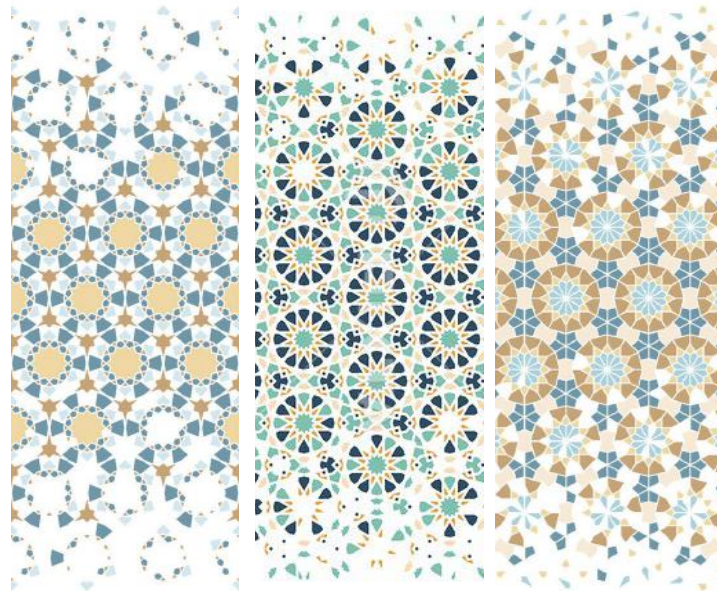


MURAL – OPTION 3





## SECTION 1K – STREETScape IMPROVEMENT RENDERINGS



**James Madison**

If tyranny and oppression come to this island, it will be in the guise of fighting a foreign enemy. The loss of liberty at home is to be charged to the provisions against danger, real or imagined, from abroad.





## SECTION 1K – STREETScape IMPROVEMENT RENDERINGS





## SECTION 1K – STREETScape IMPROVEMENT RENDERINGS





## SECTION 2 - EXAMPLES

### RECOMMENDATIONS



Existing Façade on Warren Ave.

- Elevate storefront look
- Replace existing canopy with new
- Add Metal canopies
- Clear windows from any



Existing Façade on Warren Ave.

- Traffic Light to lower congestion
- Aspects of cultural mosaics / murals on facade.
- Expose existing storefront / windows
- Windows and Entrance on Warren Ave. treatment / upgrade
- Awnings / Signage
- Greenery
- Façade lighting to highlight architectural key features during the evening.



## SECTION 2 - EXAMPLES



Existing Façade on Warren Ave.



### RECOMMENDATIONS

- Add Paintings / Murals on Exposed Solid Walls





## SECTION 3 - RECOMMENDATIONS

### Policy Recommendations:

Warren Avenue has become a shopping destination for the larger Detroit area and Southeastern Michigan communities, and this does not include the surrounding residents who routinely walk for shopping at the various vendors that cater to the Middle eastern community.

As a result, demand for larger building space has increased many folds over the past 20 years or so. The higher demand for display and merchandizing space, compelled businesses to seek multiple variances through planning commission and zoning boards. Majority of wavers are/were for lack of sufficient parking once additional building space is approved. The limited area for building and parking is greatly impacted by the narrow depth of lots that range from 100 feet to 120 feet for commercial before residential zoning starts beyond the typical service Alley.

It is recommended that the city adopt specific design regulations along Warren Avenue to help achieve a cohesive development pattern and aesthetic style. This is a strategy that the city currently employs in other prominent business areas such as the West & East Downtown.

This could be implemented by creating an overlay zoning district that applies over the existing zoning which comprehensively addresses things like building setbacks, facade materials, signage, etc. This type of overlay currently exists in Article 17.00 of the City's Zoning Ordinance and regulates development within the East Downtown.