

# Appendix C

## Silver Lake Village Subarea Plan

### BACKGROUND

Silver Lake Village is a 181-acre Planned Unit Development (PUD) abutting the west side of the U.S. 23 expressway. Primary access is from Silver Lake Road to the north and Owen Road to the south. Silver Parkway, a new four lane boulevard through the development, was constructed in 1994 and connects Owen Road to Silver Lake Road.

The PUD is an overlay zoning district with standards that apply to properties simultaneously with one of the other zoning districts identified in the Zoning Ordinance. The PUD standards replace the schedule of regulations listed for the underlying zoning district in Section 36-4-7 of the Zoning Ordinance. These standards are provided as a design option intended to permit flexibility in the regulation of land development and encourage innovation in land use. In summary, the PUD is intended to help create a unified development of a higher quality than is found in most traditional Astrip@ developments.

Practically speaking, the PUD District gives the Planning Commission the authority to vary from the area and dimensional requirements of the Zoning Ordinance. Applicants do not have to apply to the Zoning Board of Appeals and prove practical difficulty; a standard that is difficult to meet when the goal is to create innovation in site design.

When Silver Lake Village was originally approved by the City Council, a specific zoning designation was attached to each of the parcels to control the use. In addition, a series of design standards were attached as conditions to the PUD to ensure that a quality development would be built. These standards have since been revised to adequately address all of the issues confronting the Planning Commission.

The guidelines presented below incorporate and strengthen the conditions originally set forth in the PUD approval. They also provide both applicants and the Planning Commission with an easy to reference guide for design standards in Silver Lake Village.

The intent behind the Silver Lake Village PUD is to create a high-quality, mixed use development that reflects positively on the image of Fenton. To accomplish this, the following goals are identified:

## GOALS OF THE SILVER LAKE VILLAGE PUD

1. Create a sense of place for Silver Lake Village to differentiate it from typical retail and mixed-use developments.
2. Establish a common theme for the corridor with architecture, landscaping, lighting, signage, etc.
3. Ensure that the impact of traffic on Silver Parkway from new development is minimized through the use of shared entries and cross-access between sites.
4. Provide guidance to prospective developers, and to the Planning Commission who will review the site plans, by adopting a set of development guidelines that incorporate the originally adopted PUD standards and address the above mentioned themes.

This study focuses on the properties included in the Silver Lake Village PUD. Since development in Silver Lake Village will spill over onto parts of Owen Road and Silver Lake Road, some of the guidelines will be applicable to projects on those roads. The Planning Commission will have to use discretion in deciding which items are appropriate for adjacent developments.

## DEVELOPMENT GUIDELINES

Having planning guidelines provides a clear message to developers about the City's expectations for thoughtful and attractive site planning in Silver Lake Village. It is for this reason that a series of development guidelines have been prepared and are listed below. They have been prepared in conjunction with the PUD requirements and are to be used when reviewing development proposals in Silver Lake Village.

It is important to keep in mind that these are both guidelines and PUD requirements. The guidelines are not intended to be strict rules but instead are the Planning Commission's interpretation of the general site plan review standards found in the Zoning Ordinance. They provide the Planning Commission a framework within which decisions can be made. Independent judgment must be exercised in each case without sacrificing the intent behind the guidelines. Consideration must be given to the specifics in each case and handled accordingly. The PUD requirements, on the other hand, must be adhered to and are in bold face to distinguish them from the guidelines.

**Objective.** *Encourage site layouts that are functional, attractive, and allow views of businesses.*

## SITE LAYOUT

Site layout needs careful consideration early in the design process to determine how to best use the site to showcase the business from the road while integrating other essential features such as parking. Also to be considered in site layout are adjoining land uses and building configurations; whether it makes sense to provide visual or physical linkages to them, or to separate them with screening techniques.

- **A building setback of one hundred feet shall be provided along U.S. 23. A building setback of fifty feet shall be provided along all locations where a residential use borders a non-residential use, both inside and outside of the PUD. Substantial landscaping to serve as a buffer shall be provided in the required setback.**
- The layout of buildings and site features should be square and true to the roadway. Unusual shapes and relationships to the road generally look odd and detract from roadside continuity.
- A planting area fifteen feet wide, incorporating a sidewalk at least five feet wide, should be located between building and parking lots or driveways. The sides of buildings which neither have store fronts nor require sidewalks should have a planting strip at least 8 feet wide.
- **The primary pedestrian entrances must be oriented toward the roadway and parking area.** Entrances should be clearly identified as to the businesses served.
- **Outside storage of vehicles and/or equipment is prohibited.**

## ACCESS

***Objective.** Consolidate and reduce the number of access points from Silver Parkway to improve safety and visually organize the roadway edge. Make driveways well-defined, easy to negotiate, and designed to accommodate any type of vehicle which might enter the site.*

Clearly defined driveways not only help people find their way into businesses, but they also warn through traffic about where cars and trucks may be exiting or entering the roadway. Frequent, ill-defined curb cuts create traffic congestion and motorist confusion. A lack of definition where the roadway and parking blend together is a serious traffic hazard because cars and trucks are allowed random access to the road. This situation increases the number of potential conflict points between through-traffic and shoppers.

- **Access to all uses, with the exception of the housing project and those uses directly abutting Silver Lake Road, shall be restricted to Silver Parkway.**
- **Shared parking lot driveways, parking lot connections, access aisles adjacent to site frontage, and common access points along Silver Parkway, shall be provided to assist with internal vehicular circulation between development parcels where practical and reasonable.**
- **All cross access easements and maintenance agreements must be reviewed by the City attorney, City administration, and City planner.**

- Driveways should be oriented perpendicular to the roadway.
- Entrances should be accented with landscaping and signs. This is an area where more elaborate landscaping is effective. An identification sign placed close to the driveway will strengthen further the entrance identity. (Refer to landscaping and signage sections for more details).

**Objective.** *Provide on-site circulation systems which are logical, well-delineated, and safe. Parking lot design should ensure that each business has adequately sized and well-planned parking areas.*

**VEHICULAR  
CIRCULATION  
/PARKING**

Once on site, moving cars, pedestrians, parked cars, and deliveries must be adequately accommodated. Motorists must be able to comprehend the site in order to know where to go and where not to go.

- **A parking setback of twenty feet from all public right-of-way lines and internal driveways shall be provided, with the exception of Silver Lake Road wherein the setback shall be thirty-five feet, and U.S. 23 wherein a one hundred foot setback shall be maintained.**
- **No parking, storage, display of merchandise or loading shall be allowed within parking setbacks.**
- Parking should be restricted to the sides and rear of the building where practical.
- Parking for the outlot parcels should not be located between the building and the roadway. Where this is not feasible, landscaped islands, and strips should be used to soften the appearance of the parking area.
- All driveways, parking lots and walks should be paved, either with asphalt or concrete, and maintained without large cracks or deterioration of the surface. Masonry pavers are suggested as decorative accents. Dirt, gravel, and other unpaved surfaces are inappropriate for commercial development.
- **All driveways and parking lots must be defined by concrete curbs six to eight inches high. Timbers, wheel stops, bumper blocks, and asphalt curbing must be avoided due to their appearance, short life span, and vulnerability to damage by trucks and cars.**
- Parking lot spaces and driving lanes should be identified with painted striping.
  - Screen parking adjacent to road right-of-ways and adjoining uses. A landscape screen, a maximum of thirty-six inches high, will screen wheels, bumpers, and paving, but allow views. (Refer to landscaping section for more detail).

- Planted parking lot islands and driveway medians should be used to better facilitate vehicular circulation and provide an aesthetic quality to help break up the parking area and building mass.
- Parking lot islands should be a minimum of ten feet wide, two feet shorter than adjacent parking space.
- Planting medians should be at least eight feet wide.
- Landscaping for parking lots should be simple and easy to maintain. Hardy shade trees, upright shrubs or natural ground covers, and grass should be utilized. Rocks are not a suitable ground cover material.

## PEDESTRIAN CIRCULATION

***Objective.** Provide a safer and more pleasant pedestrian environment which would encourage people to walk and shop in nearby businesses, reducing the volume of on-site vehicular movements.*

Walkways should be located where people are most likely to use them and head in directions that people are most likely to want to go. Walks should be delineated by curbing, paving, and striping where appropriate and protected from moving vehicles. Pedestrian entrances to the businesses should be clearly in view from the sidewalks and marked in some way.

- Landscaping and other pedestrian scale features should be used to encourage a more comfortable and inviting pedestrian environment.
  - Sidewalks should be constructed of concrete, stamped concrete, or decorative pavers rather than asphalt.
  - Walkways should be separate and protected from parking areas and driveways with curbs and planted areas. Walks should be located in parking lot islands and medians when logical.
  - Walks should be a minimum of five feet wide. Where more foot traffic is expected, the width should be increased by at least two feet. Where a car bumper might overhang the sidewalk, the sidewalk should be made at least three feet wider than normal.
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- Sidewalks should connect parking areas with store entrances in the most direct manner. Sidewalks should be used to encourage foot traffic to pass by store fronts, to increase window shopping, and entice people to enter the stores.
  - **Pedestrian connections shall be provided between adjoining businesses so that people can park once and shop in a few places.**

- **Sidewalks in the public right-of-way must extend across the driveway apron, thereby creating a visual separation of the pedestrian area for motorists.** Signage may also be required to ensure advance warning signals of pedestrian crossings.
- **Painted warning striping (crosswalks) must be provided and maintained in parking lots and driveways where pedestrians must cross.**
- **Compliance with the American's with Disabilities Act (ADA) and local and state laws is required. This includes such measures as supplying handicap parking spaces, van-accessible spaces, ramps as alternatives to stairs, and flush entrances into buildings, among others.**

***Objective:** Make delivery and trash storage areas accessible yet inconspicuous. Screen other essential yet unsightly elements which detract from the overall look of the corridor.*

## SCREENING

Service and utility functions can often be selectively located out of public view. Screening is required for other elements and activities which must be located in the public area. The purpose of screening is to visually integrate the unsightly element into the public environment. A few different options for screening are discussed below.

Surface parking often consumes 50% to 75% of a project site. Well-planned strategies for improving the appearance of parking areas along commercial roadways can be one of the most effective methods of improving the overall aesthetic quality of a road corridor. Screening techniques can effectively soften the visual effects of vast asphalt surfaces.

- **Truck dock locations must be located on building sides or to the rear - not facing public streets. Individual sites should be designed to discourage trucks on Jennings Road and control truck movements along Silver Parkway.**
- **Where truck doors are visible to the public from within the site or from U.S. 23, substantial landscaping shall be provided.**
- **Service and delivery bays and overhead doors must not face onto a public right-of-way.**
  - Locating unsightly elements out of public view is the first preference. The undesirable element should be located where the least number of people will see it for the shortest length of time. Trash storage and service areas, for example, should be shielded from all public right-of-ways and major entrances.
  - Partial screening is all that might be needed to effectively reduce the visual impact of some site elements such as parking. Partial screening, especially

with low landscaping, softens the view while tying the element into the surrounding environment. This may be preferred to full screening for security or functional reasons.

- Full screening is required of those elements which are constantly messy or visually objectionable. The design and durability of the screen are very important. Full screening should be designed to require little maintenance and be located with adequate setback to prevent abuse. The design and materials used should harmonize with architectural and site development themes. Residential solutions, such as plastic or wooden fencing, should be avoided. These materials tend to fall into disrepair and become unsightly themselves.
- **Waste receptacles must be fully screened and the doors to the enclosure must be oriented away from the public right-of-way. The enclosure must be constructed of brick or decorative masonry block that matches or compliments the exterior of the building.**
- **Loading and service areas must be located where they are least visible. Full screening is required when visible from the public right-of-way. Partial screening, which provides boundaries between public and service areas, is absolutely necessary.**
- **Rooftop utilities must be located away from the corridor and fully screened where possible. New development must incorporate rooftop utilities within the roof geometry (including parapet walls) to avoid the need for screens on the roof.**
- **Building mounted utilities and mechanical equipment must be screened with plantings or enclosures.**
- Utilities and transformers which are not near walks or in the front of the building should be painted a color which blends with the setting rather than drawing attention to them with plantings.
- Storage areas should be treated similarly to loading zones with regard to screening.
- Large areas requiring long sections of screening should be simple in design but not monotonous. Landscaping should be planted in masses with a limited number of species but a variety throughout the site. Walls and fences should provide interruptions such as piers or columns for interest.

***Objective.*** *Incorporate landscaped open space into the design of both the public corridor and private properties to functionally improve the area while making it more attractive and compatible with the surrounding environment.*

Landscaping is commonly used in development to add beauty while screening undesirable elements. But landscape features can also greatly increase the motorist's ability to determine where one development ends and another begins. By delineating the edge of the development and the critically important driveway, landscaping increases the business's visibility and hence its viability in the competitive setting of the corridor.

Street trees provide scale, color, texture, and rhythm to the entire length of the corridor, unifying the diverse elements that make up the corridor's visual experience. They also help to break up long views of utility lines.

- At least 30% of each lot should remain open space. Open space shall not include driveways, parking spaces, storage areas, loading zones, accessory buildings, or any improved surfaces.
- Green space should be used to separate adjoining developments, enhance the roadway, strengthen the pedestrian setting, and soften the built environment.
- Only healthy, hardy, proven plant species recommended by a landscape architect or reputable nurseryman familiar with local conditions and climate should be used.
- **Street trees shall be provided between the public right-of-way and internal driveways and the sidewalks to offer visual relief from long, uninterrupted views of utilities and light poles.. Street trees shall be planted thirty-five feet on center. To be effective, however, street trees must not be located where they will grow to interfere with utility lines at maturity. Trees which have been pruned and cut back around utility lines are eyesores.**
- Trees which produce a messy fruit or seeds should be avoided near paved areas (see prohibited list of trees in the Zoning Ordinance).
- Landscaping should emphasize simple design and quality materials. Easy maintenance should be a prime consideration. Residential designs and materials such as timbers should be avoided.
  - **Planting areas shall be defined by. concrete walks, steel edging, or concrete curbing.**
  - **Planting beds shall be provided on each side of driveway entrances to assist motorists in identifying vehicular entrances. Planting areas shall consist of a mixture of low shrubs, upright shrubs, annuals, and perennials. These shall be provided in addition to the required greenbelt shrubs.**
  - Foundation plantings should make use of evergreens for year-round interest, as well as other upright shrubs or small trees used to compliment the

building architecture. It is important to consider what the mature size of any plant used at a foundation location. Plants that grow tall may require regular pruning to keep them in line.

- Parking lot islands and medians should include shade or street trees, upright shrubs, and natural ground covers and grass. **The use of rocks as ground cover is prohibited.** Security is important and tall shrubs can provide a hiding place for potential assailants.
- Curbed planting strips between the roadway and the development should be kept simple but more formal. Regularly spaced street trees will provide shade, order and rhythm to the development, and low shrubs, ground covers and grass will help to define the roadway edge.
- Landscape screens around the perimeter of the development can be more natural and use a wider variety of types, sizes, and shapes of plant materials. Screens to block views are typically best achieved with thick, full evergreen plants. The screen may consist of a pruned hedge or a natural stand of evergreen trees. More natural buffers may be composed of evergreen trees and shrubs mixed with deciduous ones.
- Plant species native to Southeast Michigan are the best choices. Avoid plants which are susceptible to the salt used on the roads, pollution produced by cars and trucks, and wind.
- As a submittal requirement for site plan review, building elevations should show proposed plant materials at maturity.

## LIGHTING

***Objective.** Incorporate lighting into site design which will make the area more attractive and safe after dark.*

Lighting is obviously important to businesses with a nighttime trade such as restaurants, theaters, or bowling alleys. But other retail operations such as grocery or convenience stores typically also keep later hours. With sunset being very early in winter and during peak Christmas shopping time, other retail operations may want to consider lighting their store fronts and parking areas to attract shoppers.

- **Lighting of off-street parking areas must be designed to reflect light away from adjacent properties, with a maximum intensity of one foot candle at the property line.**
- Metal Halide (white) are preferred to high and low pressure sodium lighting fixtures.
- Lighting of parking lots should provide illumination adequate for security, typically at an overall intensity ratio of ten to one throughout the site.

- A shoe box or domed fixture with a recessed element is preferable to the cobra head design for appearance.
- In general, pole-mounted overhead lighting should be used for parking lots, as opposed to building-mounted lighting. Building-mounted lighting may be used to illuminate storage and loading/unloading areas but must be directed downward and have a maximum intensity of one foot candle at any property line. Except in the case of ornamental entrance fixtures, building-mounted lighting should not be used on the front of a building.
- Lighting location and levels should respond to site features such as steps, ramps, walkways, and building entrances.
- Light posts should be placed so that they do not create hazards for pedestrians or vehicles.
- The design of exterior building illumination should avoid exposed light fixtures. **Flashing or moving lights are not permitted.**
- **Neon must be approved by the Planning Commission** and should only be used as an architectural detail.

***Objective.** Establish a uniform signing system that effectively provides essential information to approaching motorists/pedestrians and draws people into the shopping areas.*

## SIGNS

Of all the design elements found in commercial areas, signs have one of the strongest impacts on the perceived quality and appearance of the individual businesses and the commercial area as a whole. Careful consideration is necessary to ensure that signage provides a positive identity for Silver Lake Village.

Business-related signs should be restricted to two types of identification signs. The first is a main identification sign for each lot or development which identifies the development from the street. The second type of sign is a smaller, building-mounted identification sign which identifies individual businesses from the parking area.

### Main Identification Signs

Graphic simplicity for main identification signs is crucial. They need to be simple and legible to the motorist for safe and ample reaction time.

- Main identification signs should be located as close to the main entrance as reasonable. This will assist motorists in finding their way and also help to highlight the driveway. The location of the sign, however, should in no way obscure sight lines needed by drivers to safely exit and enter the site.

- Generally only one main identification sign should be allowed per development. If a development has more than one driveway entrance, or if a group of parcels share a two driveways, one driveway should be designated as the main entry and receive the main identification sign. Smaller signs of similar design may be placed at other driveways serving the development.
- The information included on the main identification sign should be restricted to the minimum needed for business identity. Signs for developments with only one business should contain only the business name and address. Signs for developments with more than one business should include the name and address of the overall development, if there is one, and then in smaller text, a listing of the names of individual businesses found in the development.
- If permitted, illustrations and symbols should be created specifically for outdoor use and not merely enlarged from other media. For example, a logo used effectively on business letterhead may be too intricate for an exterior sign.
- Main identification signs must be of the monument style with a decorative masonry block base that matches the architecture of the building. They should be a minimum of three and a maximum of six feet high, with a total sign face area no larger than seventy-two square feet. Sign thickness should not exceed eighteen inches, but should not be so thin as to appear flimsy.
- The sign shape should be kept simple and regular.
- Text should be written in a style that is simple and easy to read. Avoid script and complicated lettering styles.
- Signs should include no more than three colors and two lettering styles. At least one of the sign's colors should be coordinated with the predominant building color in the development.
- Signs should be composed of durable, weather resistant, architectural-quality materials with a long life-span.
- Sign fabrication and installation should be by a qualified, experienced professional.
- Internal illumination is preferred for main identification signs because it creates less glare and stray light shining over or around the sign.
- The background on internally illuminated box signs should be “blacked out” so only the letters are visible at night.
- Signs with moving parts or blinking, flashing or fluttering lights are not allowed, except for time or temperature signs.

- Electrical elements such as wires, conduits, junction boxes transformers, ballasts, switches, and panel boxes should be concealed from view.
- Structural supports should be enclosed and not visible.
- All visible sides and edges should be finished.
- Signs which advertise businesses and services no longer available should be removed.
- Temporary or portable signs are prohibited in Silver Lake Village.

### **Building-Mounted Business Identification Signs**

Once the motorist has successfully turned off the highway at the appropriate location, he or she must then be directed to individual businesses. Building-mounted signage should be used to identify each business and its entrance from the driveway, parking area and walkways.

- When more than one business occupies a building, individual signage is essential to identify which entrances lead to which businesses.
- Since it is viewed from much closer distances and at much slower speeds, building sign design can be more personal and slightly more elaborate.
- Only one projecting sign per business should be permitted.
- Flat signs should be placed parallel to the face of the building and allowed to project no more than 18" beyond the primary surface of the building.
- Separate internally illuminated letters/logos are preferred over internally illuminated box signs.
  - Awning and canopy signs should be prohibited.
  - Signs should be no lower than the top of a display window head or an 8' height, whichever is lower. Signs should not be located on the roofs or on the side walls of buildings.
  - All proposed signs should be reviewed in conjunction with the architecture and the overall PUD to ensure compatibility with the building's overall architectural character.

### **General**

- Discourage signs that are significantly larger than, or out of proportion with those on adjacent or nearby properties.

- An integrated sign design scheme should be required for all shopping centers.
- **Billboards shall be prohibited.**
- **Temporary signs, plastic flagging and other advertising paraphernalia are prohibited.** If allowed for temporary events such as a grand opening, a permit procedure with a time limit should be strictly enforced by the City.
- Neon window signs should be prohibited.

## ARCHITECTURE

Sensitive design and building site planning will enhance Silver Lake Village and community image. Requiring the use of appropriate and durable materials for construction will add to their longevity and appearance while helping to reinforce the importance of their use. A description of key architectural factors are offered as a frame of reference for property owners and their design professionals in making decisions that effect both the visual as well as physical aspects of the development. These include the following:

- **Mass.** Simple massing which reflects the vernacular style should be used. Steeper roof pitches with well defined stepping facades and recesses will add interest and unity.
- **Openings.** When the building program supports their use, windows should be articulated by a series of separate single openings or a group of multiple openings.
- **Entrances.** Recessed or projected vestibules with suitable overhead weather protection should be utilized. Canopy and entrance elements should have steeply pitched roofs.
- **Materials.** Durable building materials which provide an attractive, quality appearance should be chosen. Earth-toned brick, masonry block, or a combination the two materials should be used. ADryvit@ surfacing should be used as an accent material only. In addition the following standards shall apply:
  - AOutlot@ Buildings - All buildings less than 15,000 sq. ft. in area shall be constructed of brick as the primary exterior material on all sides. The accent materials should represent the materials found on the larger buildings to the immediate rear of the site.
  - ABig Box@ Buildings - The larger Abig box@ buildings, built closer to U.S. 23, can be constructed with a four inch decorative masonry block exterior on sides facing a public right-of-way and eight inch decorative

masonry block on the other sides. The accent material must be brick and should match the primary material of the outlot buildings.

- Office Buildings - All office buildings must be constructed with a brick exterior surface.
- Colors. Color selection should be made on the basis of aesthetic unity and to articulate special elements of design. Bright, offensive colors should be avoided, especially as the primary color of the building.

### General

- For retail uses, display windows should be incorporated into the building's form and architectural style.
- Improperly detailed or out of scale materials should be avoided as they cheapen the appearance of the establishment and lower the overall standards of the development.
- Single story covered walkways and/or entries to form an appropriate pedestrian scale for small retail centers should be encouraged.
- Of all the design elements in the built environment, individual building design, maintenance and durability have the strongest impact on the perceived quality and appearance of the development as a whole.
- Entrances should be oriented perpendicular to parking. Entrances should be defined and accented.
- The building should be buffered from parking by a grade separated sidewalk or a concrete curb.
- Exterior night lighting of buildings and parking lots should provide illumination adequate for security and enhance the architectural theme.

#### **Building Facades Facing U.S. 23**

The PUD regulations should be amended to require that the building facades facing U.S. 23 match, or at least emulate, the appearance of the front building facades. In addition, building-mounted signs with individual letters should be permitted on the building facades facing U.S. 23.

