



Where Nature Smiles...
For Seven Miles!

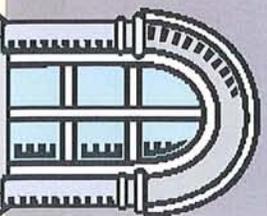
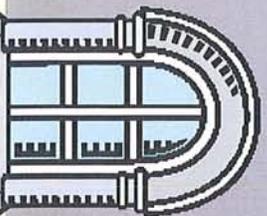
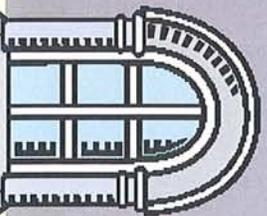
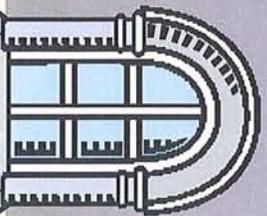
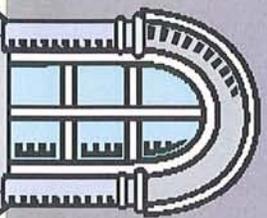
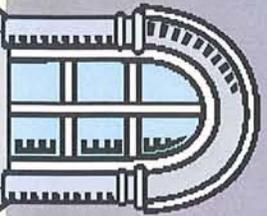
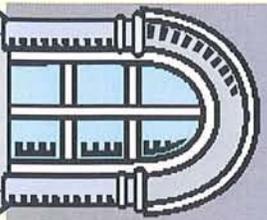
Village of Spring Lake Design Manual



CONTENTS

- I. INTRODUCTION
- II. TRADITIONAL DESIGN
- III. TRADITIONAL STOREFRONTS
- IV. NEW DEVELOPMENT BUILDING
- V. REHABILITATION
- VI. DISTRICT AMBIANCE
- VII. DESIGN EXPECTATIONS

ADOPTED _____



I. Introduction

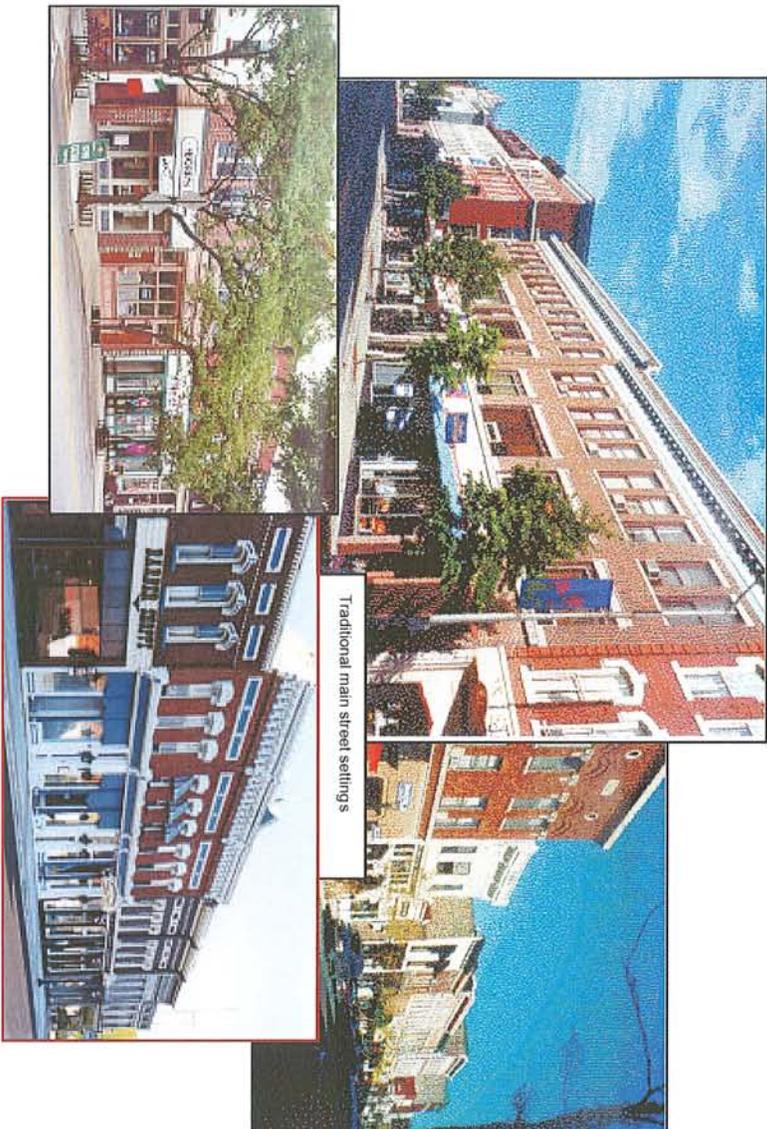
This manual was developed to guide the design and redevelopment of Downtown Spring Lake Village. It is intended for use by businesses wishing to locate or improve properties in the downtown. It is directed toward both building rehabilitation and new (infill) structures. The rationale for developing this guide came from the Downtown Development Plan, which is an element of the Village's Master Plan. The design standards of this guide seek to:

- Sustain a viable, downtown "main street" atmosphere which offers a unique setting for commerce and entertainment.
- Enhance the visual appearance of development, promote cohesiveness, and avoid monotony in design.
- Create pedestrian friendly "small town" shopping areas that are compact and lined by lively, active storefronts with well-lit displays and frequent doors.
- Promote designs and structures that last into the next century.



II. Traditional Design

The concept of a traditional “Main Street” design is a key principle of this guide. This concept is embraced in the Village’s Downtown Plan, which strives to set the Village apart from suburban shopping areas. The “Main Street” concept was a federal initiative which came through the National Trust for Historic Preservation. The federal Main Street initiative, in part, recognizes that for cities and villages to compete economically with malls and strip shopping centers they had to focus on the unique and historic character of their downtowns to create specialty retail and entertainment opportunities.

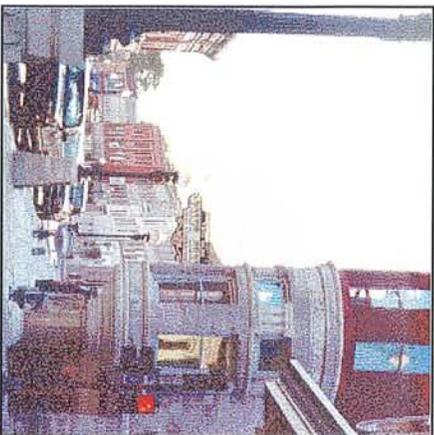


Traditional downtowns are compact, pedestrian oriented places which offer unique shopping, dining and cultural experiences.

Their historic character and thoughtfully designed streetscape create a sense of place which provides an excellent backdrop for commerce and community activities. While vehicles are accommodated in the Main Street setting, they do not dominate the landscape as they do in suburban settings.

Traditionally, downtown was where citizens went to shop, bank, worship, obtain governmental or professional services, dine, enjoy cultural events, and socialize.

Most downtowns were developed prior to the advent of the automobile so several businesses were concentrated in one area. Buildings were compact and lined the street to be convenient for pedestrians. They had prominent entrances and many windows to display wares and make the building inviting to passers by. Parking was oriented on the street or at the rear of the building and driveways or lots did not separate buildings. Alternatively, suburban shopping centers are auto-oriented, cover large areas, do not accommodate cross-access by pedestrians, and are generally dominated by strip malls, multiple driveways, large parking areas, and buildings that have a life expectancy of only 20 years.



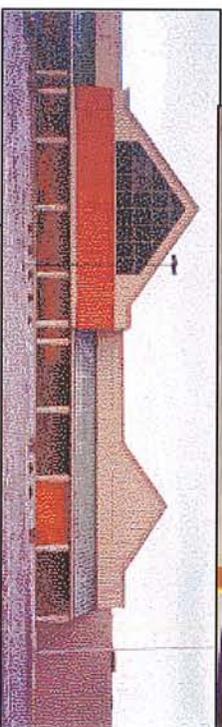
This.....



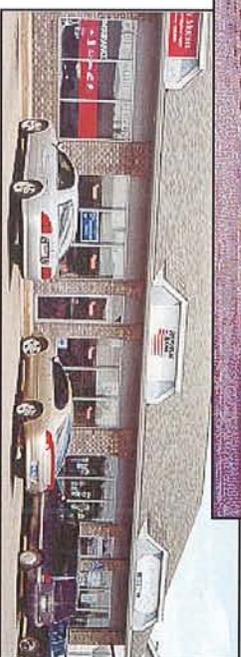
Downtown designs are compact and pedestrian oriented.



...not this



Classic suburban buildings with limited design features, large expanses of parking in the front yard, and little or no accommodation for



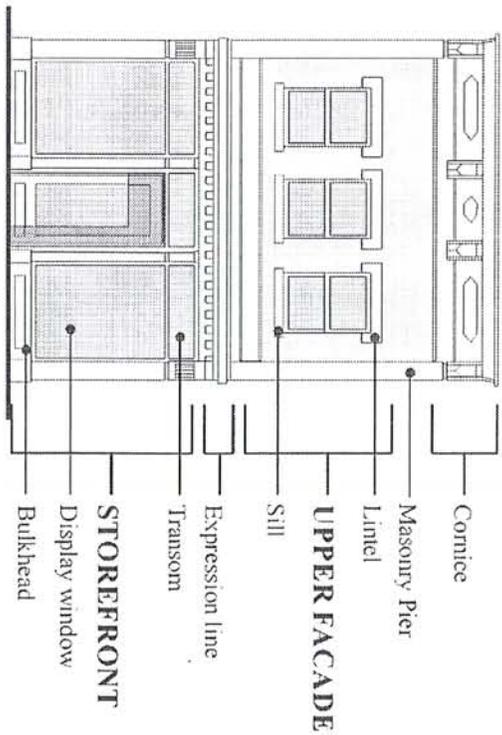
III. Traditional Storefronts

Main Street is comprised primarily of traditional storefronts. While the storefronts can take many forms, they do have certain similar characteristics—which should be considered in any building design or remodeling:

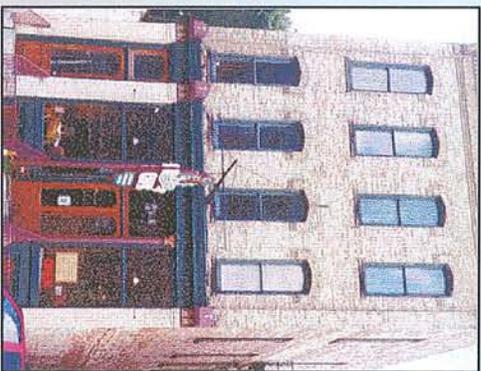
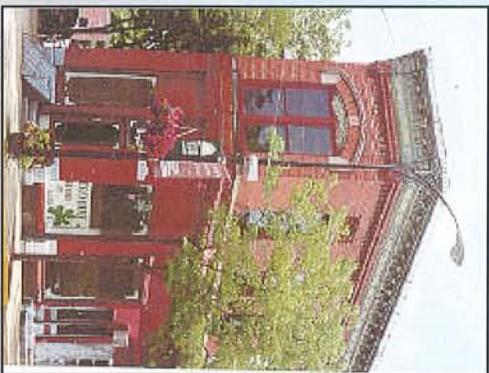
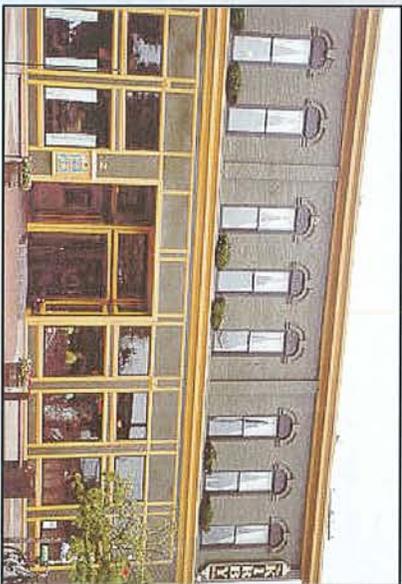
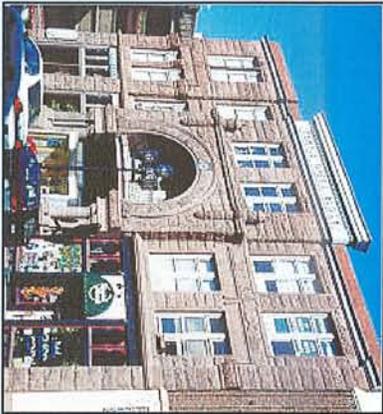
- The building is usually multi-story.
- The facade, or front face of the building, is designed to be open and inviting.
- The first floor has large display windows and a prominent entrance.
- The balance of windows (fenestration) has a distinct pattern.
- Building materials have a long life expectancy (e.g., brick and cut stone vs. cement board or sheet metal). Note that masonry is the primary material because of building and fire code concerns. Many communities, Spring Lake included, have stories of losing many early wood structures to massive fires which spread quickly from one building to another because of their close proximity.

The basic components of a classic storefront include:

- An upper and lower facade
- Sills and lintels which punctuate the windows
- A cornice or decorative “cap” on the building
- A lower level, or storefront
- An expression line separating the stories
- The upper facade, generally office or living quarters.



Note these characteristics are shared among the buildings depicted here. Although they vary in terms of height, width, number and shape of windows, and design of entryways, they have the common traits (e.g., prominent entryways, generous windows, artistic details, etc.) This illustrates that harmony can be achieved without sacrificing individual identity.

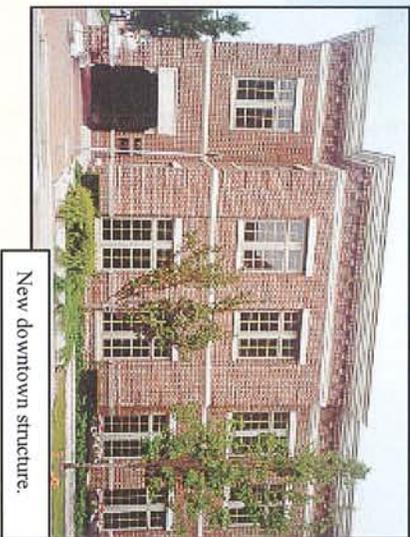


IV. New Development

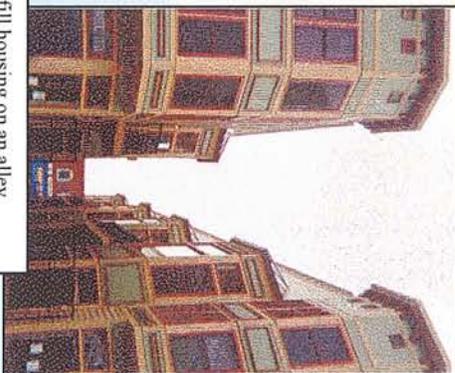
New development should not copy historic designs (which can look fake) but rather respect their size, rhythm (ratios of windows to wall) and the general character of materials. Following are several examples of thoughtful infill structures, all of which are less than 10 years old.



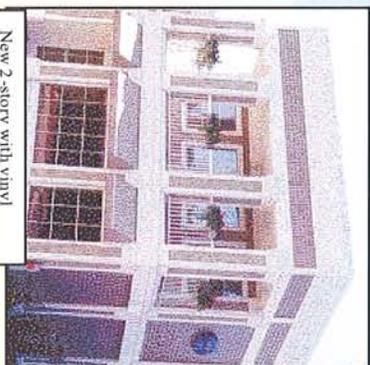
Infill structure, note generous windows.



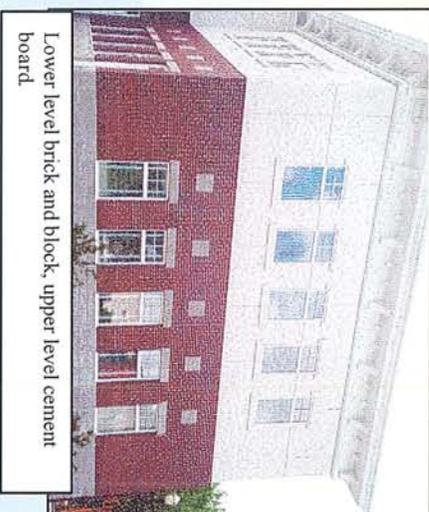
New downtown structure.



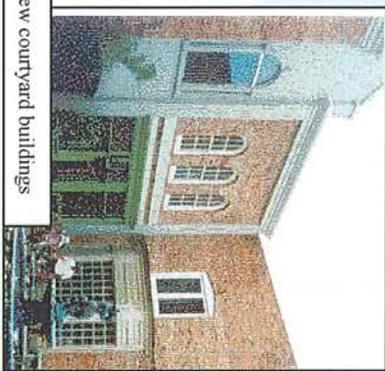
Infill housing on an alley.



New 2-story with vinyl



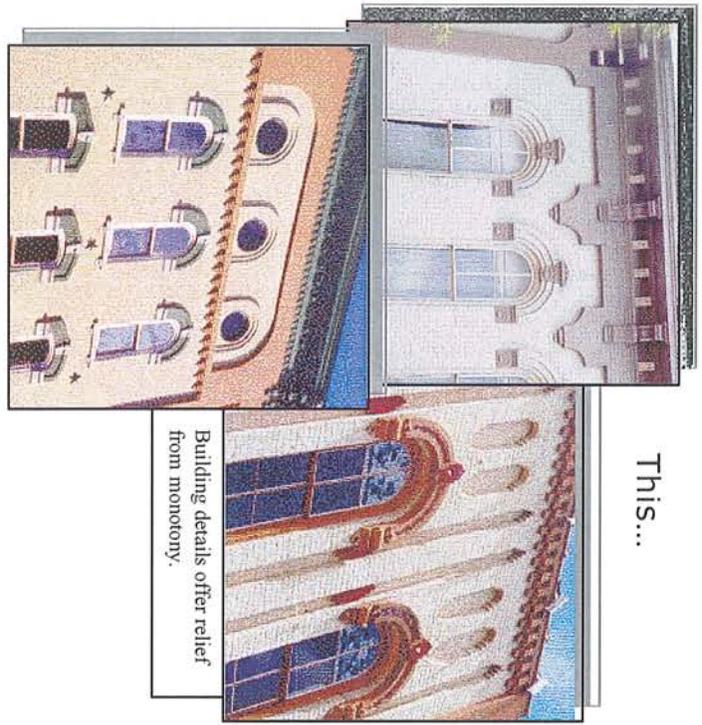
Lower level brick and block, upper level cement board.



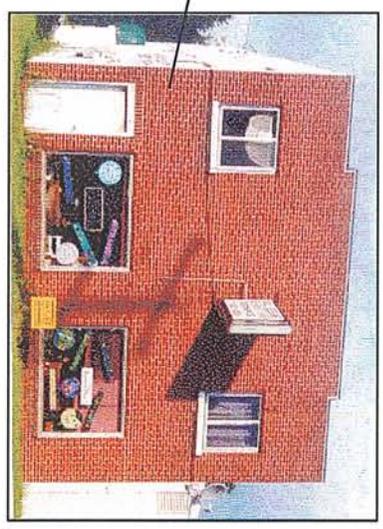
New courtyard buildings

The key to building design in a classic Main Street setting is attention to detail. Surfaces have relief, patterns, colors, and textures that are integrated to create interest. Even brick buildings with windows can be bland if no design detail is provided in the facade.

The historic examples of design details (below) are more ornate than would be expected in modern buildings; but varied materials, color, texture, and structural offsets on the building provide visual interest.



Note that although this building has brick and has first floor windows, it is not particularly interesting. This is due in part because the window ratio is not high enough. More importantly, however, there are no design elements which break up the mass of brick.

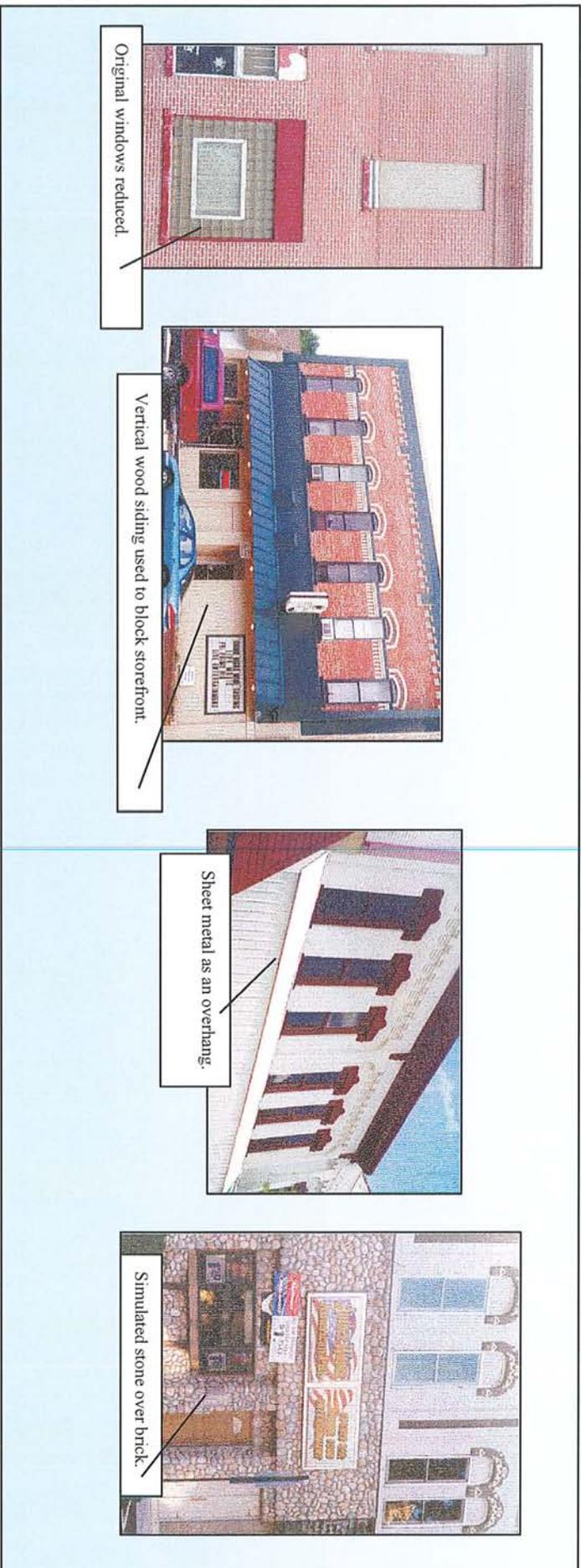


...not this



V. Building Rehabilitation

Oftentimes historic buildings are inappropriately changed because owners want to modernize or reduce the number of windows for security or energy efficiency. Unfortunately in the process, the buildings can be inappropriately changed from their historic character. The result can reduce the quality and desirability of the structure. Several inappropriate changes to historic structures can affect the character of the entire business district and undermine its stature as a unique Main Street. Bricking or blocking in windows, and covering facades with inappropriate materials are among the primary concerns. Following are several examples of inappropriate alterations to a classic storefront.



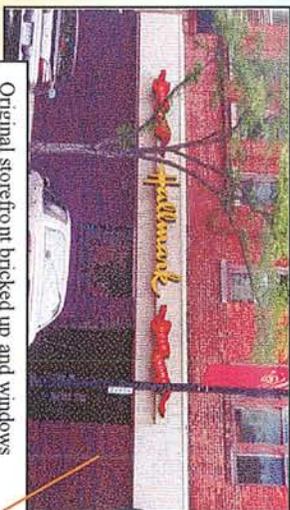
Undesirable rehabilitation treatments, continued...



Stucco & wood cover façade.



Cement board covering façade.



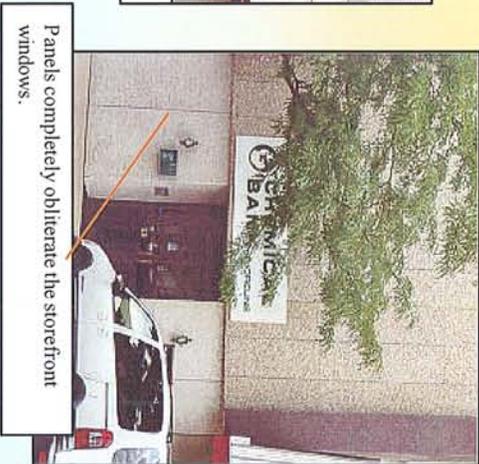
Original storefront bricked up and windows eliminated



Sheet metal storefront detracts from quality of the structure.



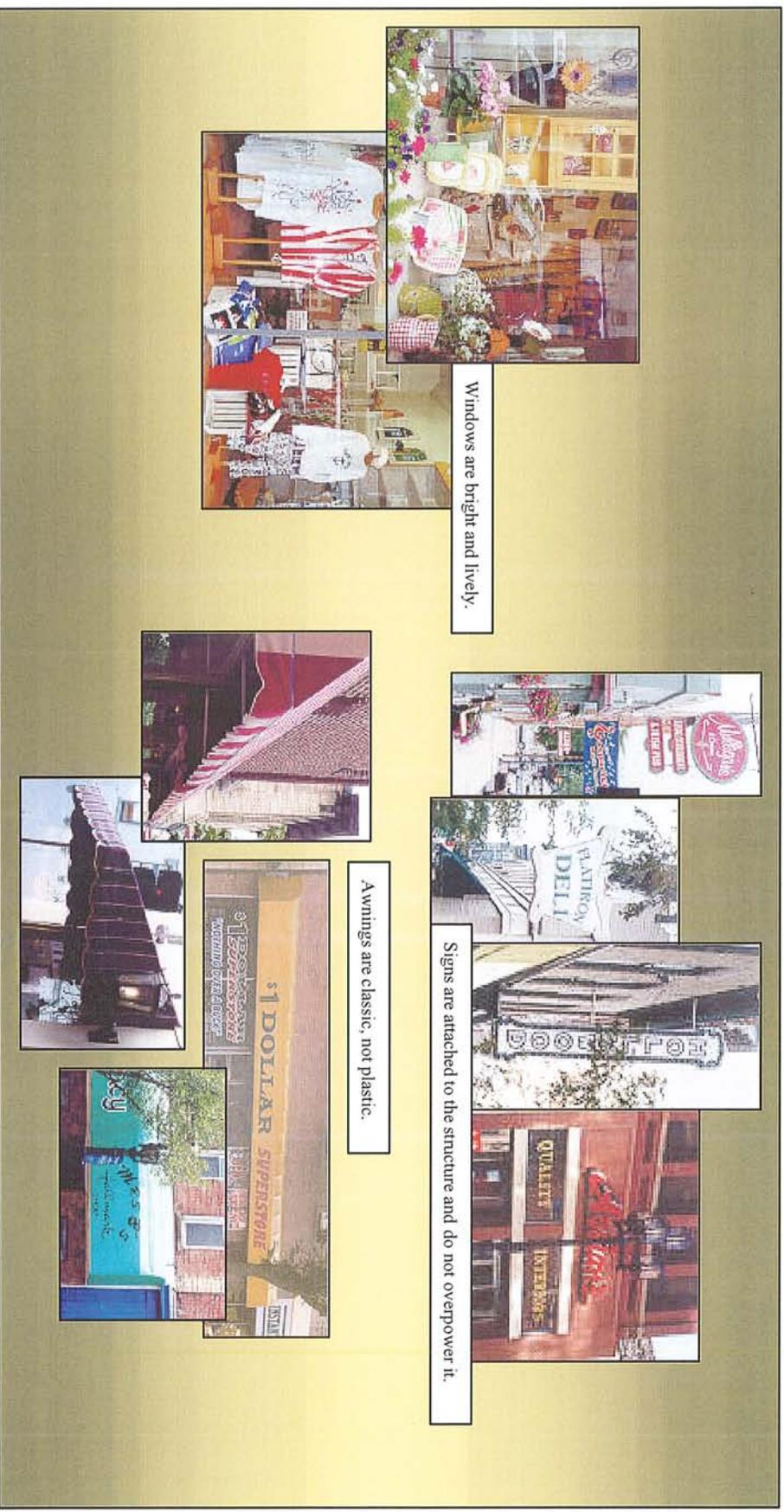
Oversized "awning" with shingles masks architectural features.



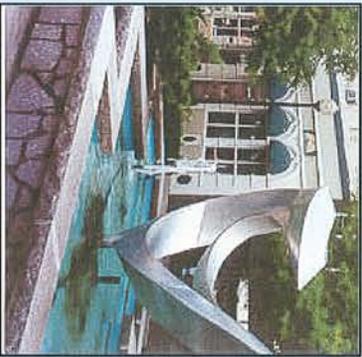
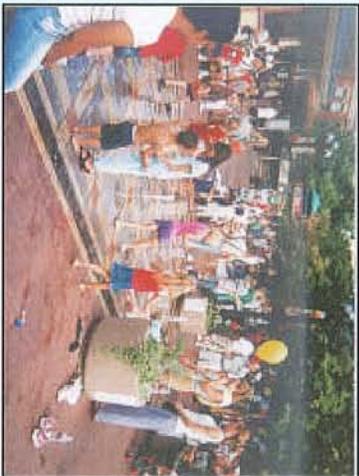
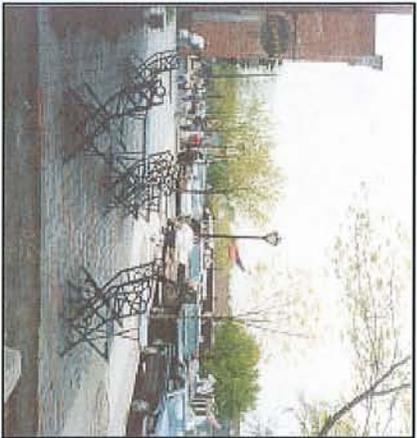
Panels completely obliterate the storefront windows.

VI. District Ambiance

Unique business districts create an ambiance not only with structural design and compact, pedestrian-oriented space, but also through site amenities that are attractive, interesting and functional.



Street furniture, art and landscaping are among the amenities provided to encourage people to linger and explore.



VII. Design Expectations

In summation, this guide, and regulations found in the Village Zoning Ordinance **are promoting the following for rehabilitated and new commercial structures:**

- Multi-story buildings;
- High quality, long lasting materials on facades;
- Interesting designs on facades;
- Plazas, patios, outdoor and roof seating;
- Generous use of windows on the first floor (60% or more) less so on upper stories;
- Prominent store entryways;
- Shared walls (zero setback on side lot lines);
- Shared parking, street parking and rear yard parking;
- Small front yard setbacks;
- Building signs instead of pole or monument signs ;
- Amenities scattered throughout the business district (e.g., trash cans, maps, bike racks, benches, sculpture, shade); and
- Ample landscaping.