

CITY COUNCIL
CITY OF COOPERSVILLE
OTTAWA COUNTY, MICHIGAN

Councilperson Mooney, seconded by Councilperson Gavin, moved the adoption of the following ordinance:

ORDINANCE NO. 503

AN ORDINANCE TO AMEND CHAPTER 1270, SECTION 1270.12 (7) (c)
OF THE CITY OF COOPERSVILLE CODE OF ORDINANCES, ENTITLED
“ZONING ORDINANCE, ARCHITECTURE AND DESIGN
STANDARDS – FAÇADE TRANSPARENCY”.

THE CITY OF COOPERSVILLE ORDAINS:

1270.12 - ARCHITECTURE AND DESIGN STANDARDS.

- (1) Purpose. In order to assure conformance with this requirement, exterior building elevations must be reviewed and approved as a part of the overall final site plan review process. It is the purpose of this section to provide for the review and approval of the architecture and design standards to achieve the following objectives:
 - (a) To provide facade treatments to buildings that are articulated to reduce massive scale and the impersonal appearance of a large retail building or buildings. Entryways are desirable and are easily orientated to pedestrians;
 - (b) To maintain identifiable community character and create a pedestrian scale that is a personable marketplace that is not superficially applied trim, graphics, or paint;
 - (c) To encourage developers to use a more creative and imaginative approach in the development of commercial buildings;
 - (d) To protect the quality of business district and surrounding property investments;
 - (e) To promote flexibility in design and location of structures;
 - (f) To promote the efficient use of land for a more economic arrangement of buildings, circulation systems, land use, and utilities; and
 - (g) To combine and coordinate architectural styles, building forms, and building relationships within the commercial district and become more impressive. As an example, roof variations aid in adding interest reducing scale, and complimenting neighborhood character.
- (2) Intent. It is the intent of this section that architectural design and facade materials are to be complimentary to existing or proposed buildings within the site and the surrounding areas, if the surrounding buildings/structures adhere to these standards. It is not intended that contrasts in architectural design and use of facade materials is to be discouraged, but care shall be taken so that any such contrasts will not be so out of character with the existing

building designs and facade materials so as to create an adverse effect on the stability and value of the surrounding areas.

(3) Walls.

- (a) All exterior walls of any main or accessory building shall be composed of the same architectural building facade materials. Exterior building facades shall have a minimum of thirty percent of brick or stone, which may be augmented by materials complementary of brick or stone.
- (b) All exterior building elevations that face public streets and/or customer parking areas shall be designed so that there are no large expanses of blank walls. Such techniques as providing articulation or architectural design variations must be used every thirty feet. This requirement can be met by employing architectural features including but not limited to the following:
 - 1. Doors with corniced parapets or other enhanced ornamentation over entry doors.
 - 2. Arched entries, arcades, or outdoor patios.
 - 3. Display windows that orient customer to products sold from street encouraged.
 - 4. Pilasters.
 - 5. Columns.
 - 6. Variations in building height.
 - 7. Material and color variations.
 - 8. Decorative cornices.
 - 9. Variations in depth for a minimum of 10 feet.
 - 10. Canopies and marquees.
 - 11. Integral planters or wing walls that incorporate landscaped areas or places for sitting.

(4) Wall Height.

- (a) New buildings shall respect the existing development patterns for height of buildings within the area they are constructing.
- (b) Buildings shall not exceed 35 feet in height. The Planning Commission may approve buildings that exceed 35 feet depending on unique circumstances or added features that enhance the surrounding area.

(5) Building Materials.

- (a) The predominant building materials should be those that are characteristic of Michigan such as brick, decorative tilt-up panels, wood, native stone, and tinted/textured concrete masonry units and/or glass products.
- (b) Other materials such as decorative metals for example may be used as accents only and not dominate the building exterior and be approved by the planning commission.

(6) Roofs.

- (a) Roofs should be designed to reduce the apparent exterior mass of a building, add visual interest and be appropriate.
 - (b) Variations in architectural style are highly encouraged. Visible roof lines and roofs that project over the exterior wall of a building enough to cast a shadow on the ground are highly desirable. Overhangs into the public right-of-way shall be at the approval of the planning commission.
 - (c) Architectural methods shall be used to conceal flat roof tops and mechanical equipment.
 - (d) Overhanging eaves, sloped roofs and multiple roof elements are highly encouraged.
- (7) Facade Transparency.
- (a) Facades on the first floor should be designed to encourage and complement pedestrian-scale activity. It is intended that this be accomplished by the use of windows and doors so that activities of visual interest within the building are plainly visible and/or accessible to the street.
 - (b) Facade transparency designs should apply to the area of the facade between 2 feet and ten feet above the sidewalk. Only clear or lightly tinted, non-reflective glass in windows, doors, and display windows are considered transparent. Excessive signage shall not impair interior visibility from the street.
 - (c) A minimum of forty percent transparency for the primary street side facade with a minimum of thirty percent of the street level facade facing other public rights-of-way and plazas. Transparency percentages can be reduced by ten percent if the three of the following additional exterior façade enhancements are completed as part of construction or reconstruction:
 - Use of three or more complementary building materials;
 - Installation of two or more pieces of artwork;
 - Establishment of outdoor seating and/or sales area;
 - Additional landscaping along public rights-of-way or integrated into the build façade;
 - Use of green infrastructure related to treatment of stormwater, including native planting, rain gardens, or other similar features;
 - Exterior displays related to principle use;
 - Parking enhancements including: Shared parking, shared driveway access, and/or parking constructed in a way to reduce large single parking areas.
 - (d) Facade transparency is not necessary for assembly uses or other similar uses provided that the facade is enhanced by architectural detailing, artwork, landscaping, or other similar features.
- (8) Rehabilitation and Remodeling. When renovations, alterations or additions are made to an existing building within the C-1 District, the exterior building facade of the entire building shall be brought into compliance with this subsection.

When facade materials other than brick or stone are proposed for a building within the C-1 District, the Planning Commission may permit such alternative facade materials provided it finds that all of the following conditions are satisfied:

- (a) The selected facade materials and material combinations will be consistent with and enhance the building design concept.
- (b) The selected facade materials and material combinations will be complementary to existing or proposed buildings within the site and the surround area.
- (c) The use of the selected facade materials and material combinations will not detract from the future development in the District of buildings with facades of brick and stone, augmented by materials complementary to brick and stone.
- (d) The request is accompanied by a written design statement describing how the selected facade materials will satisfy the above requirements.

(Ord. 359. Passed 6-24-02; Ord. 373. Passed 10-27-03; Ord. 391. Passed 7-24-06. Ord. XXX)

Section 2. Effective Date. This Ordinance shall become effective upon the expiration of thirty (30) days following the publication of lawful notice of its adoption in a newspaper of general circulation in the City of Coopersville.

YEAS: Council Members, Bush, Degeus, Fyneweever, Gavin, Mooney, Lampe, Mayor Crandle

NAYS: None

ABSENT: None

ORDINANCE NO. 503 ADOPTED.

Larry Crandle, Mayor

Kimberly Borgman, Clerk

Adopted: 12/14/2020
Publication: 01/04/2021
Effective: 02/03/2021

I, Kimberly Borgman, the Clerk of the City of Coopersville, attests that the foregoing is a true and accurate copy of an ordinance adopted by the City Council of the City of Coopersville at a regularly scheduled meeting held on _____, 2020, which meeting was held in accordance with state law.

Kimberly Borgman, Clerk