



This information is provided by the Brick Industry Association. BIA's Community Planning staff is available to help you regarding the potential of mandating a clay brick and masonry requirement in your community. Visit www.gobrick.com/planning or contact BIA staff at 703.674.1459.

Brighton, MI Town Center Design Guidelines

Building Design & Orientation. Architectural design and the relationship of a building to the site are both critical components of successful design. Buildings should be designed with the following design elements:

Building facades visible from the road and portions of buildings that are visible to the public should be of a high quality and finished in a manner that is consistent with the front façade.

Buildings that have long walls should use varied setbacks or architectural details to reduce the perceived length and mass of the building.

Sites with multiple buildings should contain compatible design elements and a strong visual relationship between buildings.

Buildings should be used to obscure the service areas, including garbage storage enclosures, loading docks and delivery areas, mechanical equipment and other similar necessities which may distract from the overall appearance of the corridor.

Buildings should reflect the unique style of the Township and not develop according to a standard 'corporate' or 'franchised' style that is typically found with big-box or other national businesses.

Building Materials & Facade Treatments. Buildings should be constructed of a high quality design which creates an aesthetically pleasing atmosphere. Building materials and facade treatments should generally utilize the following design elements:

Buildings should be constructed of durable, high quality materials. The primary building material should be brick, masonry, or stone. Fiberglass, reinforced concrete, polymer plastic (fypon), Exterior Insulation and Finishing Systems (EIFS), or dryvit materials may be used for accent purposes only. Highly reflective materials are also discouraged.

Exterior finish colors should fit into the context of the built environment. Subtle earth-tones are preferred over stark or bright colors.

Neon lighting should not be permitted on the building exterior unless approved on a case by case basis.

Provide variation within the roof line, including



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raised/decorative parapet over the primary customer entrance, peaked roof forms, and/or dimensional details at the cornice level.

Use windows to maintain a sense of scale and add interest to the building. Long, blank facades along sides visible to the public should be avoided.

Signs. Signs provide important functions of both advertising and navigation by motorists and pedestrians. However, signs often dominate a site and can be counterproductive to the primary function of directing patrons. Through careful and well-planned site design, signs should be designed with the following elements in mind:

Compatible with their surroundings in terms of size, shape, color, texture, and lighting and not promote visual competition with other signs along the corridor.

Architecturally integrated with the site's primary building(s).

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Located such that they do not restrict sight distances of pedestrians or motorists, especially at driveways and intersections.

Limit the number necessary to direct patrons throughout the site.

Discourage the use of pole, pylon, and temporary signs.

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Limited to necessary information, regardless of the size permitted by the sign ordinance. Repetitive information shall not be permitted, such as dual signs on corner building when one sign is highly visible from the intersection.