

Boyne City Main Street

Design Guidelines



Michigan
BOYNE
CITY
Main Street
Where life meets Lake.

Approved by Boyne City Main Street Board – June 2, 2011.

The Boyne City Main Street guidelines are written to provide property owners the most appropriate methods for preserving the historic integrity of their buildings while continuing to efficiently operate now and in the future.

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The guidelines are intended to help businesses maintain and develop properties in each district by implementing fundamental principles of historic preservation



Overview

This manual was developed by the Boyne City Main Street / Downtown Development Authority Design Committee to help business owners, property owners and developers throughout the Main Street / Downtown Development Authority District maintain and enhance the historic qualities of their properties that are so important to the community. The guidelines provide property owners the most appropriate methods for preserving the historic integrity of their buildings while

continuing to operate them as modern businesses.

A guiding principle in creating the design guidelines is to celebrate the Boyne City of yesterday and today while looking to tomorrow. The goal is to create an environment that integrates retail, service businesses, the arts and culture, and housing into a dynamic downtown.

The Boyne City Main Street/DDA District encompasses properties in four distinct zoning districts: the Central Business District; the Transitional Commercial District; the Waterfront Marina District; and General Commercial District. Guidelines offered in this manual are for the Central Business District and the Transitional Commercial District. For design guideline information in the Waterfront Marina District and Commercial General District contact the Boyne City Planning Department.



Existing Buildings & Historic Preservation

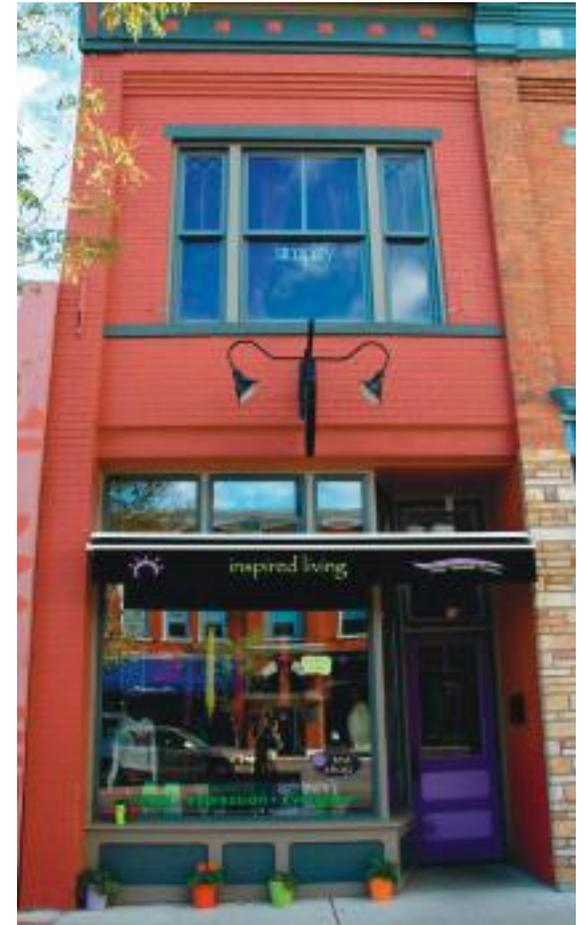
General Design Guidelines

The primary goal of historic preservation is to keep what remains of the historic character of a building. The character of a building's exterior is expressed through surviving original features such as roof type, doors and windows, cladding, trim, and ornamentation. Maintaining the historic integrity of a building involves the process of identifying, retaining, and preserving those features and qualities that define a building's historic appearance. Where all or most of these features have been changed, the building's integrity is effectively lost.

When working on old buildings, two common mistakes actually damage historic value rather than preserve it. One mistake is to add historic features to a building that never were there. The other common error is to make an old building look new or modern.

Even in cases where some of the original features of a building have been altered or lost, there are ways to re-establish the building's historic appearance. Reproducing the building's original features or developing a new, compatible design are strategies that can meet historic preservation standards.

The following general guidelines apply to all exterior work and/or interior work that affects the exterior of an existing historic building. They are based on the Secretary of Interior's Standards for Rehabilitation. (see appendix)



Exterior Work

If the original feature is intact, retain it as is without altering or covering it. When the original feature is in need of repair, do the repair work in place if possible, using the gentlest methods available to avoid damaging the original materials.

If the original feature has deteriorated beyond repair and must be replaced, replace it with materials that duplicate as closely as possible the original in size, shape, and texture.

Do not replace missing features with conjectural or falsely historic reconstructions, or with newly designed elements that are incompatible with the building's size, scale, and materials. Where paint is required, consider colors that are appropriate to the historic building or district.



What is it called?	What is it made from?
Parapet	Galvanized sheet metal, brick, wood
Cornice	Stone, brick
Lintel	Brick
Masonry corbelling	Wood double-hung sash
Window	Wood
Muntins	Stone, brick
Sill	Galvanized sheet metal, wood
Storefront cornice	Glass/wood
Transom	Glass
Display window	Wood millwork
Bulkhead	Brick, cast iron/millwork
Column	Brick, cast iron/millwork
Pilaster	Brick, cast iron/millwork

6 Historic Preservation in the Central Commercial District

Masonry

Masonry refers to building materials – stone, brick, concrete block, tile, terra cotta, or stucco – that are used to construct and ornament building walls and architectural elements, such as chimneys, parapets, and steps. As construction material, masonry consists of individual units of brick, block, or stone, and mortar, a bonding material. Mortar primarily plays a structural role, but also contributes to the visual character of the building.

Masonry is a highly durable building material, but it is particularly vulnerable to inappropriate cleaning and repair. Proper assessment of underlying problems, particularly those related to water damage, is critical before deciding on repair and treatment.

Guidelines:

Retain original masonry and mortar whenever possible without the application of any surface treatment. Concealing original masonry is not recommended.

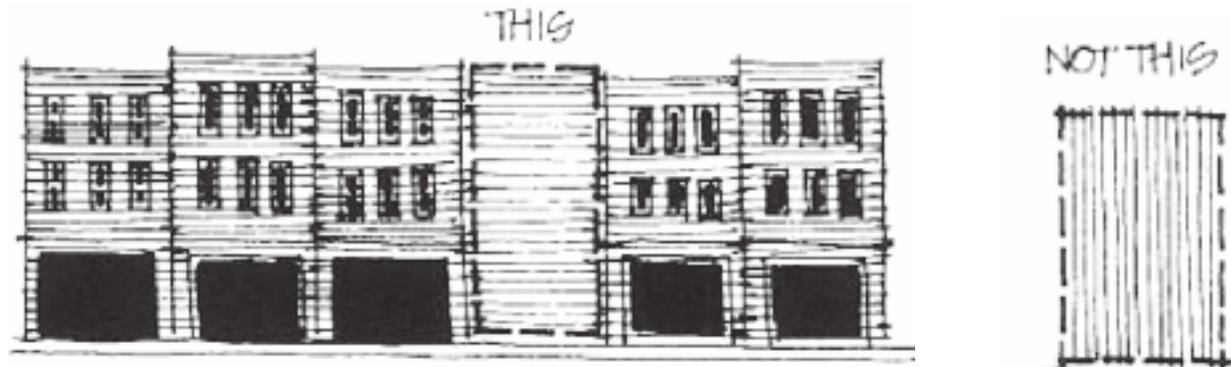
Clean masonry only when necessary to halt deterioration or remove heavy soiling. Use gentlest means possible to prevent damage to masonry surfaces.

Apply paint only to areas that have been previously painted.

Where there is evidence of deterioration, duplicate old mortar in strength, composition, color, and texture. Replace old mortar joints in width and in joint profile.

Sandblasting brick or stone surfaces using dry or wet grit or other abrasives is strongly discouraged as it will mar, damage, and weaken the masonry. High pressure water cleaning methods should also be avoided since they can damage and weaken the masonry.

When necessary, replace masonry units or features of brick, stone, terra cotta, and/or concrete using the same materials, or one that is a compatible substitute material, matching the original in size, color, texture, density, and profile.



Wood

In the late 1800s, brick and stone replaced wood as the most common construction material for commercial buildings. However, wood still appears frequently as functional components and decorative features of many buildings, including clapboard siding, cornices, windows, and storefront framing.

Wood is especially susceptible to the destructive effects of weathering; exposure to moisture and sunlight are particularly damaging. Historically, this is the primary reason all wood was painted, and because of this precedent, all new wood should be painted.

Guidelines:

Do not replace missing wood features with new elements that do not have historic precedent.

Do not resurface wood buildings with new materials that are inappropriate or were unavailable when the building was constructed, such as artificial stone, metal, or vinyl siding.

Consider using new wood siding when replacement of siding material is required. Match proportions and profiles of new material to existing siding, and use smooth-faced, knot-free material.

Install any siding material in a way that does not obscure or damage historic ornament, such as fish scale shingles, window casings, sills, hoods, and corner boards.

Paint surfaces to protect wood from deterioration.



Metal

Architectural metals include both cast and sheet metals. In the district, cast metal was generally used for storefront columns and display window framing systems. Pressed sheet metal was frequently used to form cornices – at the roofline and storefront levels – and window hood moldings.

While cast iron pieces are difficult to repair, sheet metal elements can be repaired fairly easily through patching. For those iron-based materials that will rust, regular painting of metal elements is an essential maintenance technique.

Guidelines:

Retain and repair original metal architectural features such as pressed metal cornices, window hoods, and cast iron columns.

Clean metal features only where such cleaning will not damage historic color, texture, or patina. Any cleaning treatment should use the gentlest means possible, using methods that do not abrade the surface.

Do not expose to the elements metal types that require protection. Paint metal types such as cast iron or pressed tin. Do not apply paint or other coatings to metals that were historically meant to be exposed, such as copper.

When replacing missing metal architectural features, consult historical photographs or comparable structures in the district for scale, design, and proportion of new features.



Cornices

A cornice is the uppermost protective portion of a wall that is often treated in a decorative manner. In addition to a primary cornice crowning the top of a facade, commercial buildings often have a secondary, or storefront, cornice that provides a horizontal division between street-level and upper stories.



Guidelines:

Repair and retain original cornices whenever possible.

If an existing cornice has deteriorated beyond repair and must be replaced, reconstruct the original design as closely as possible.

When reconstructing a cornice that has been previously removed, consult historical photographs or comparable structures in the district for scale, design, and proportion.

When historical photographs are not available, contemporary replacements should be simple and harmonic with existing scale, materials and size of the building while avoiding a false historic look.



Doors

Doors are often a visual focus of commercial and civic buildings; thus, the appearance of an entry can be very important in defining the overall character of a building. As with windows, doors are architectural elements that are frequently subject to replacement – often needlessly, when simple repair can make them sound and functional.

In the district, doors are of two primary types. Historically, storefront doors almost always had full-height panes of glass, while the doors to residential units or offices on a building’s upper floors often had half-height glass panels.



Storefront with Original Doors



Storefront with inappropriate Replacement Doors.

Guidelines:

Retain original doors and door hardware whenever possible.

If the replacement of an existing original door is necessary, select a manufactured door or have a new door built with the same design, materials, and proportions as the original.

When no evidence of the original door exists, choose a replacement that is compatible with the proportions, design, and materials of the building. Wood paneled doors with full-height glazing are preferred for storefront door openings. Wood paneled doors with half-height glazing are generally preferred for second floor entrances. Select replacement door hardware that is consistent with historic hardware in design and finish.

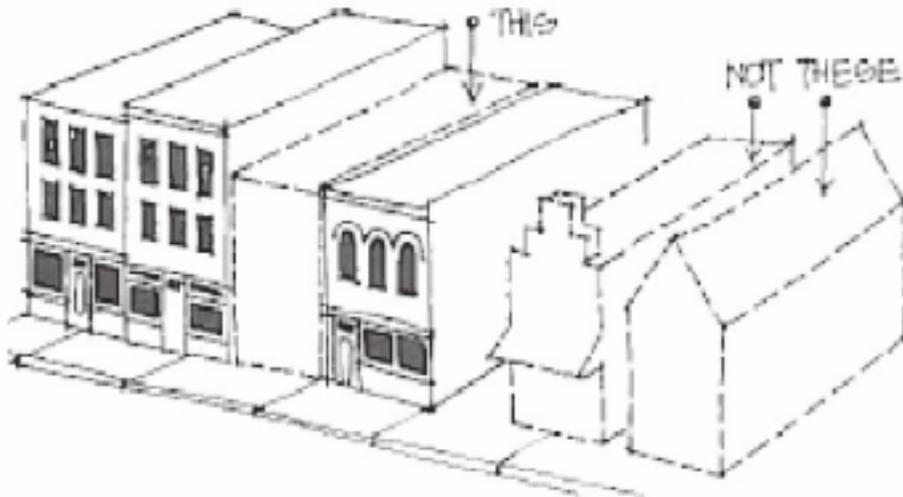
Do not reduce the size or proportions of original door openings to install



Roofs

Most of the commercial buildings have roofs that are flat or slightly sloped in profile and are not visible behind parapet walls. Buildings of wood construction frequently have gabled roofs with the end facing the street. Since the surfaces of a gabled roof are visible from the street, replacement roofing for this roof type should be compatible with the original material.

Additional historic roof features present in the district include chimneys, skylights, and roof ventilators. Retaining these existing features is also a preservation goal.



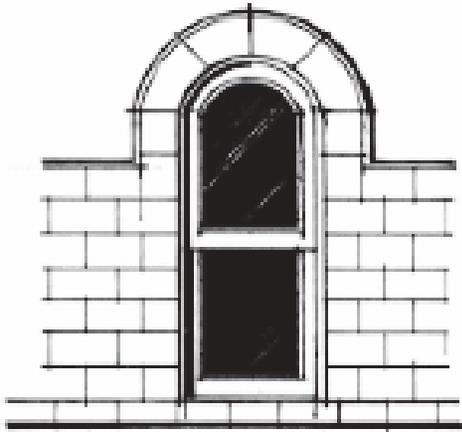
Guidelines:

Do not alter the form of the roof and/or change its character by adding inappropriate features, such as dormers or skylights on a gabled roof.

Replace deteriorated roof coverings that are visible from the street with new roofing that is compatible with historic precedents in the district.

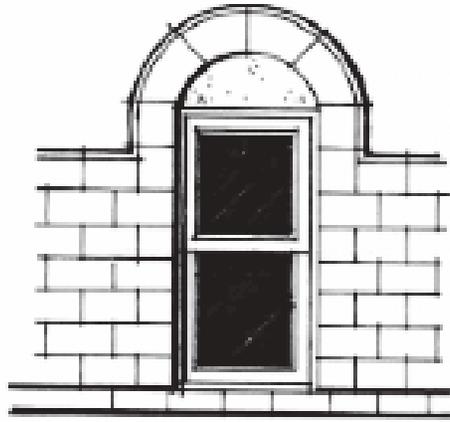
A rubber membrane covering for a flat roof is acceptable. When installing white or light-colored membrane roofing on a flat roof, avoid wrapping the membrane over the top and sides of parapet walls so that the material is visible from the street. Use a dark-colored metal cap, or dark-colored fasteners to secure the membrane.

Take every effort to reduce the visual impact of new roof features such as antennae, satellite transmitters, skylights, and air conditioning units.



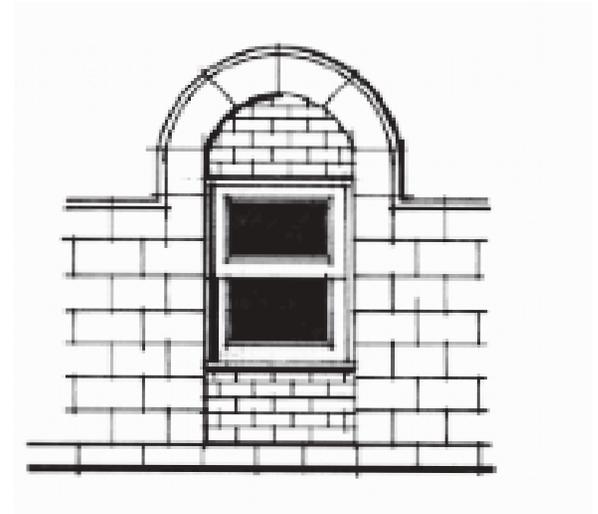
Original Window

The original window frame and sash fits the arched opening.



Inappropriate Replacement

The rectangular shape of the upper replacement sash does not fit the original arched window opening.



Inappropriate Replacement

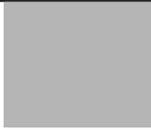
The replacement window is too small for the original opening. Do not fill in the original opening to accommodate a smaller-sized window.

Windows

Most commercial buildings were designed with large, plate glass display windows on the lower story and smaller, double-hung windows above. Upper-story windows often received decorative treatment – original hoods and moldings are still evident on many buildings.

Windows are major design features that frequently have been altered due to the harsh climate and a lack of maintenance. In a number of cases, window replacement has seriously compromised the historic appearance of buildings.

Older windows can often be repaired or retrofitted to match the thermal and operational performance of new windows. However, when replacement windows are needed, new windows are available that replicate the visual qualities of historic windows.



Guidelines:

Do not alter original window openings either to block-in a window, or to install a window that is larger or smaller than the original opening.

Any new window openings required by building code should be located, whenever possible, on secondary facades.

Whenever possible, retain and repair existing windows including the window sash, glass, lintels, sills, hoods, and hardware.

Replace deteriorated window parts by duplicating the materials, design, and hardware of the original window, including the molding, casing, trim, and sash.

Retain and repair existing original windows wherever possible. If windows are beyond repair, then replacement windows must match the design, size, proportions, and profile of the existing original windows. Wood replacements are recommended. Metal-clad replacements with a painted finish are acceptable.

Use sheets of clear, non-reflective and non-tinted glass when replacement is necessary. Double-paned thermal glass is acceptable.

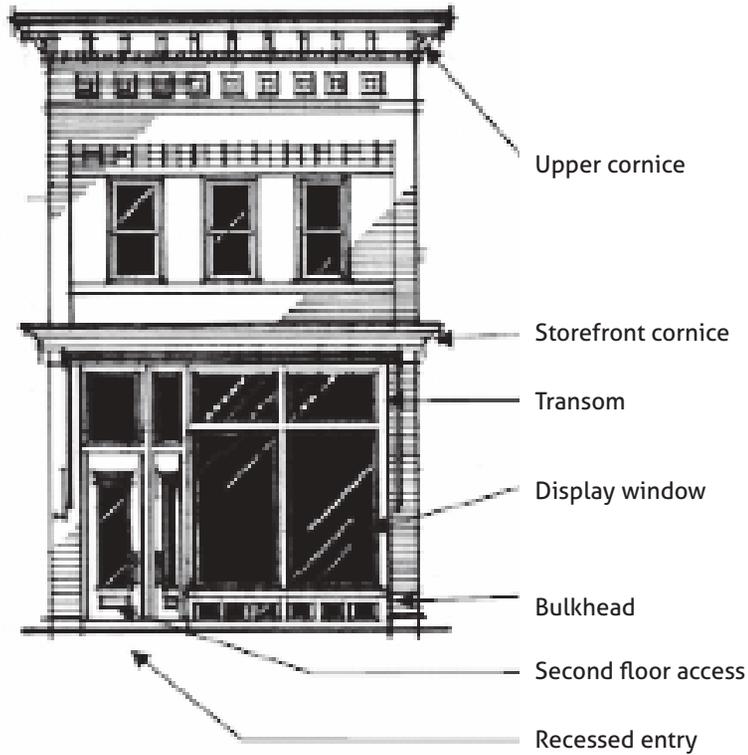
Do not install new floors or dropped ceilings that block the glazed area of historic windows.

Install storm windows that match the shape of the original window. Vinyl window replacements are discouraged.

Wood or wood-clad storm windows are preferred. Aluminum combination storm windows are allowed. However, when windows of this type are installed over historic windows, they must be attached within the blindstop of the original window. Unpainted aluminum storm windows are discouraged.

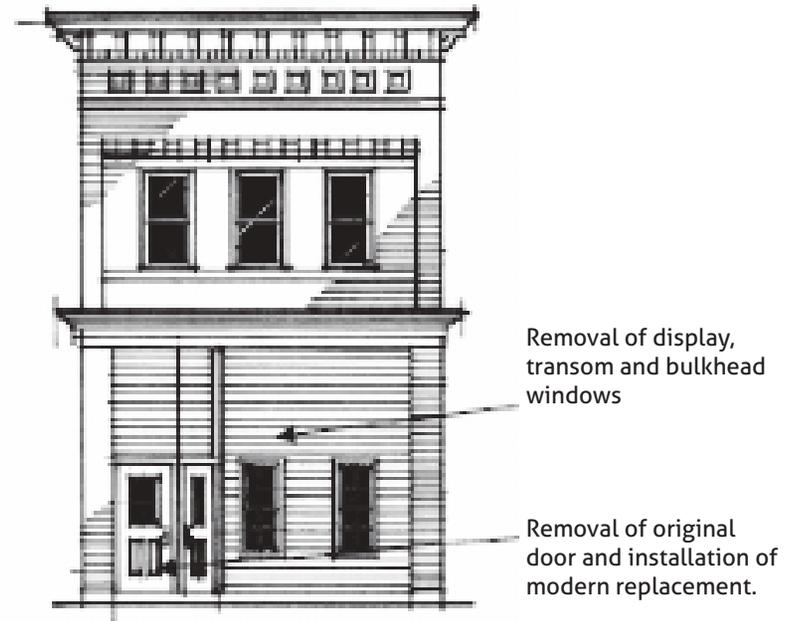
Do not install inappropriate new window features such as fixed awnings or imitation shutters that detract from the historic character and appearance of the building.

Appropriate Storefront Modification



Rehabilitation work should preserve and/or replace in-kind character-defining features and materials. Above are components of an historic storefront in the district.

Inappropriate Storefront Modification

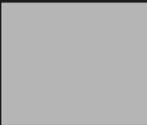


Changes to this building have diminished its historic appearance.

Storefronts

Street-level storefronts play a dominant role in conveying the historic appearance and feeling of Boyne City’s downtown district. Appropriate storefront design is also key to the success of businesses in the downtown area. The commercial district has a variety of storefronts, but many show a similar arrangement of these standard components: display windows, bulkheads (the area beneath the display window), recessed entry doors, transoms, and cornices.

In converting downtown buildings to new uses, some of Boyne City’s historic commercial storefronts have been closed in, covered over, or greatly altered. A better approach to accommodating a new first-floor use is through a sensitive rehabilitation that retains the storefront’s character-defining features. If needed, interior screens, blinds, curtains, or other materials set back from the window can create privacy without removing display windows or other important storefront elements.



Guidelines:

Retain and repair significant historic storefront elements and materials. Attempt to return the storefront to its historic appearance. Do not add architectural details that were not part of the original design.

Do not block in large display windows or reduce the size of the original window area with smaller, inset windows.

Maintain the commercial character of the storefront, even if its use has changed.

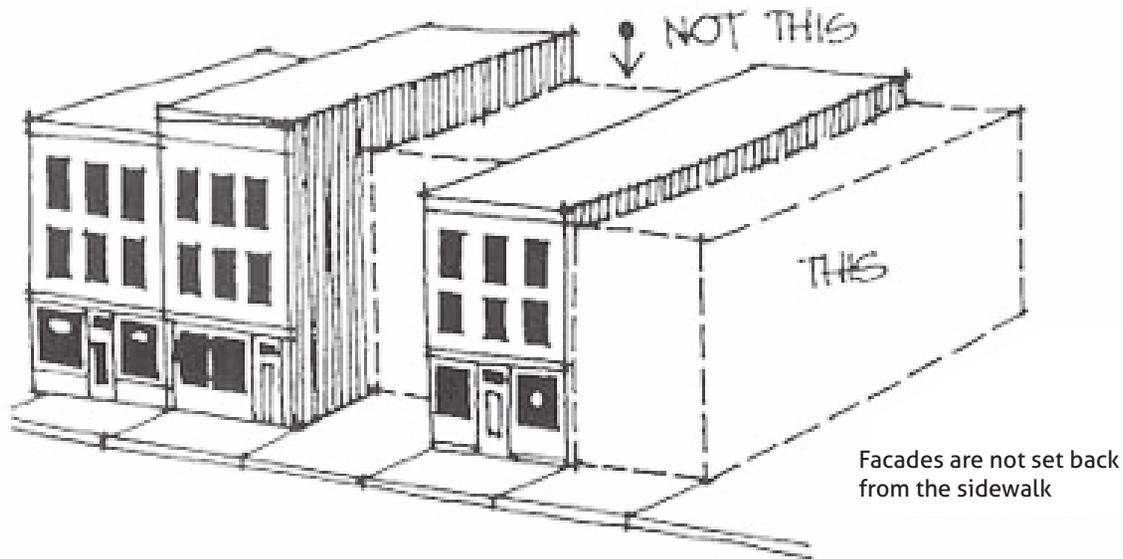
If a new storefront design is required, incorporate traditional storefront components that harmonize with the rest of the building and neighboring structures.

Contain new storefront construction within the first floor portion of the facade, maintaining the distinct yet visually compatible relationship with the building’s upper stories.

When original elements are missing and/or historic materials are deteriorated, the use of comparable substitute materials may be considered. However, the use of extruded aluminum storefront window framing is not preferred.

Retain historic storm enclosures. New enclosures should be constructed of wood and composed primarily of glass. New enclosures must be removable and their design should be based on historic precedents.

Installation of storefront awnings is encouraged. Awnings must be mounted below the storefront cornice and above display and transom windows. Awnings must be retractable and constructed of woven material.



Guidelines:

Make it visibly clear that the addition is a secondary component. The existing building must remain dominant.

If the proposed addition cannot be located at the rear of the building and/or is large in relation to the original structure, the addition should conform to the guidelines for new construction.

Building additions should be compatible with the size, scale, material, and character of the original building.

Do not use decorative architectural details and ornamentation that borrow from historical periods not represented in the district, such as "gingerbread" spindles or exterior window shutters.

Wherever possible, new additions or alterations to structures should be constructed in such a manner that, if removed in the future, the form and historical integrity of the structure would be unimpaired.

Additions

When additional space is required in a building, it is possible to design an addition that maintains the structure's historic character. First, however, it should be determined that an addition is definitely needed – that extra space cannot be gained through a reorganization of the interior.

In designing additions, make certain that the original historic structure remains the primary building block with the addition seen as a subordinate component. A passerby on the street should be able to determine where the original structure ends and where the addition begins. The goal is to make the addition compatible with the original building but identifiable as new construction. This can be achieved by using similar materials, design elements, and proportions.

New Construction

New Construction

New buildings constructed on open lots should be compatible with neighboring historic buildings and with the general character of the civic and commercial district. In the downtown, individual

structures form a continuous row of facades that define the street. Any new building should fit into this framework and be particularly sensitive to the design qualities of adjacent buildings.



Guidelines:

Make certain that the intended use and design of the proposed building meets all applicable regulations, including the City of Boyne City Zoning Ordinance.

Design new construction to be compatible with adjacent historic buildings maintaining consistency in size, proportion, and building materials.

New designs based on, or inspired by, the architectural styles present in the district are encouraged.

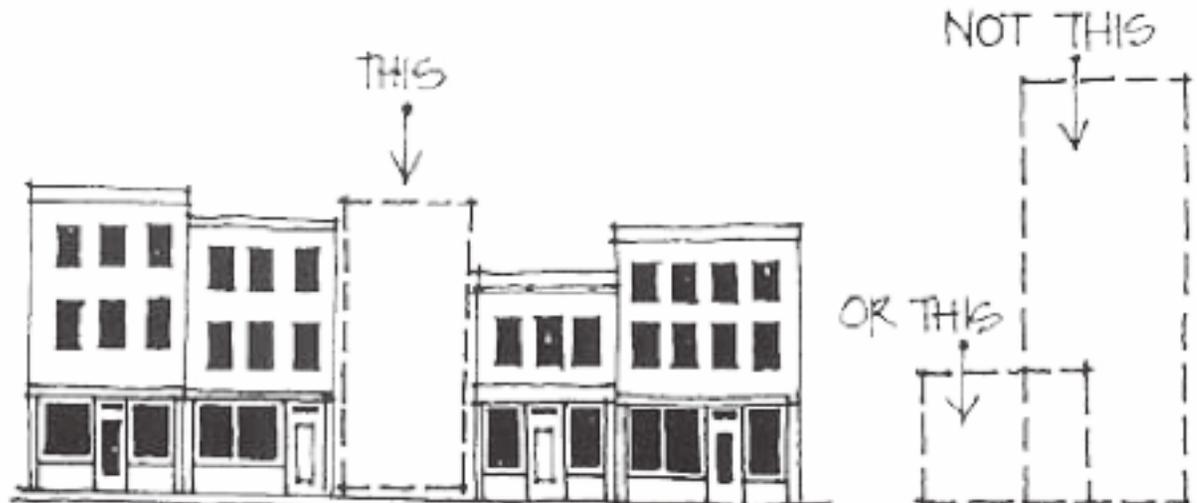
Do not add features that might appear historic but were never found on buildings within the district including, for example, applied ornamental shutters and small-paned windows.

18 New Construction in the Central Commercial District

The Central Business District is located between Main Street and State Street from Boyne Avenue to Front Street. In this area, walkability and pedestrian comfort are top design goals for development. All available on-street parking should be used, and additional parking should be developed to the rear of buildings.

Two-story buildings should be developed, allowing for second story office or residential opportunities. Buildings should be built up to the sidewalk and up to the side lot lines. They should have brick or natural surface facades in colors typical of their composition – earth tones, **or** muted yellows, blues, and greens. Natural surface facades have a fine-grained texture giving buildings a warmth which invite passers-by to pause and look in the windows.

Windows on buildings in the Central Business District should occupy between 60% and 70% of the first-floor façade area, and should begin about two and a half feet above the sidewalk. On upper floors, windows should occupy about 30% to 60% of the façade.



The vertical appearance of two-story or taller buildings should be broken up with horizontal detailing; the goal is for the buildings to define the street space. Detailing, like a storefront cornice and different window design on the upper floors, make two- and three-story buildings more welcoming. Side and rear facades should be finished in complementary manner to the front of the building, but need not be as detailed.

(Figure 3) The zoning ordinance allows for canopies and awnings, and the Design Committee encourages complementary colors, and sturdy materials and installation as the winds blowing off Lake Charlevoix can get intense even on the mildest days.

Detailed sign design recommendations, including sandwich board sidewalk signs, can be found in the sign guidelines (page 23), but in general, they should be proportional to the building façade, designed to quickly communicate the business identity and products, and use a simple color palate which complements the building.

Outdoor displays of merchandise and café seating on the sidewalks are great ways to bring vitality to the public space outside your business. These activities are regulated by the city; call the Planning Department at (231) 582-0337 for more information.

FIGURE 3



Approved Retractable Awning.



Inappropriate Fixed Awning

New Design in the Transitional Commercial District

This district mainly extends north of State Street along two blocks of Lake Street, and along Park Street between State Street and North Street. Historically this area was a mix of single-family homes, industrial uses, commercial enterprises, and offices. The city's land use plan and waterfront master plan envision this area becoming an extension of the core downtown, to promote access to and activity in the city parks along Lake Charlevoix. With this in mind, two-story development set as close to the sidewalk as possible is most desirable.

Since on-street parking is not available on Lake Street, opportunities for quick-stop patrons to visit stores and then linger and stroll the other destinations in the district is achieved by shared access to parking behind buildings fronting Lake Street. Shared parking areas with pedestrian-scaled access corridors between these buildings connecting the parking and the Lake Street sidewalk will make this district walkable.

Building materials should predominantly be of brick and natural materials, and the colors

should complement the colors of the adjacent lake and parks. Windows should occupy 60% to 70% of first floor facades, in the area from two and a half feet above the ground to eight feet off the ground, and 30% to 60% of upper floors.

Architectural detailing should differentiate ground floors from upper stories. These buildings will be seen from parks and the lake as well as by sidewalk pedestrians and people driving down the road. Side and rear facades should be finished in complementary manner to the front of the building, but need not be as detailed.



**Boyne City
Transitional Commercial
District**

Appendix

The Secretary of the Interior's Standards for Rehabilitation

Introduction to the Standards

The Secretary of the Interior is responsible for establishing standards for all programs under Departmental authority and for advising Federal agencies on the preservation of historic properties listed in or eligible for listing in the National Register of Historic Places.

The Standards for Rehabilitation (codified in 36 CFR 67 for use in the Federal Historic Preservation Tax Incentives program) address the most prevalent treatment.

"Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

Initially developed by the Secretary of the Interior to determine the appropriateness of proposed project work on registered properties within the Historic Preservation Fund grant-in-aid program, the Standards for Rehabilitation have been widely used over the years--particularly to determine if a

rehabilitation qualifies as a Certified Rehabilitation for Federal tax purposes. In addition, the Standards have guided Federal agencies in carrying out their historic preservation responsibilities for properties in Federal ownership or control; and State and local officials in reviewing both Federal and nonfederal rehabilitation proposals. They have also been adopted by historic district and planning commissions across the country.

The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. To be certified for Federal tax purposes, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s), and where applicable, the district in which it is located.

As stated in the definition, the treatment "rehabilitation" assumes that at least some repair or alteration of the historic building will be needed in order to provide for an efficient contemporary use; however, these repairs and alterations must not damage or destroy materials, features or finishes that are important in defining the building's historic character. For example, certain treatments--if improperly applied--may cause or accelerate physical deterioration of the historic building. This can include using improper repointing or exterior masonry cleaning techniques, or introducing insulation that damages historic fabric. In almost all of these situations, use of these materials and treatments will result in a project that does not meet the Standards. Similarly, exterior additions that duplicate the form, material, and detailing of the structure to the extent that they compromise the historic character of the structure will fail to meet the Standards.

The Secretary of the Interior's Standards for Rehabilitation

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural

elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Information from National Park Service web-site:
www.cr.nps.gov/hps/tps/tax/rhb/stand.htm

Sign guidelines

SECTION 1

1.1 Introduction

Signs are one of the most noticeable visual elements along Boyne City's commercial streets and State Trunk Line. Not only do signs communicate something about goods and services being offered at a particular establishment, they also communicate something about the quality of the businesses and the image of the community in general. Taken together with other visual elements in the City's environment, signs play a major role in how people perceive Boyne City's image. Well-designed signs that communicate their message clearly, without attempting to compete for attention will help create a more pleasing visual environment along Boyne City's streets.

1.2 Sign Design Guidelines Organization and Applicability

The sign design guidelines apply to all new signs and the modification or reconstruction of existing signs throughout the City. The purpose of these sign design guidelines is four-fold:

- 1) Further implement the intent of the Boyne City Sign Ordinance.

- 2) Assist businesses and sign designers to better understand the City's expectations for well-designed, high quality signs.
- 3) Assist those responsible for reviewing sign permit applications by having criteria upon which to judge appropriateness of sign design submittals.
- 4) Improve the overall quality of signs throughout the City.

To achieve these goals, the sign design guidelines are divided into the following sections:

Section 2

General Sign Design Guidelines. This section will describe basic sign design guidelines that are applicable to all signs, regardless of type.

Section 3:

Design Guidelines for Specific Sign Types. This section describes design guidelines specific to sign types and identifies some of the development types in the community where the signs might be most appropriate.

SECTION 2

2.1 Introduction

This section provides basic design guidance for all signs, regardless of specific type or location within the community. The guidelines address issues related sign legibility, placement on the facade, color and materials, and effective illumination,

2.2 Sign Legibility

- **Use a brief message.** The fewer the words, the more effective the sign's message. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive. Businesses with long names are encouraged to use a generic identification (e.g., "CLEANERS") rather than force too many words into the allowed sign area.
- **Ensure legibility.** An effective sign should do more than attract attention; it should communicate its message clearly. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering style and spacing. The following guidelines should be used to help ensure that signs are easy to read.

- **Use easy to read lettering styles.** Avoid hard-to-read, intricate typefaces. Typefaces that are difficult to read reduce the sign's ability to communicate.
- **Avoid spacing letters and words too close together.** Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. Lettering should not occupy more than 75 percent of the sign face.
- **Limit the number of lettering styles in order to increase legibility.** A general rule to follow is to limit the number of different letter types to no more than two for small signs (generally up to 10 square feet) and three for larger signs.
- **Encourage unique signs, but avoid typefaces that are too faddish or bizarre.** These typefaces may look good today, but may soon go out of style. The image conveyed may quickly become that of a dated and unfashionable business.
- **Use significant contrast.** If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read. Generally, light colored letters and a darker, contrasting background presents the most visible and best-looking image.
- **Avoid signs with strange shapes.** Signs

that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic in nature, it will probably be confusing.

- **Use symbols and logos.** Pictographic images will usually register more quickly in the viewer's mind than a written message. If the nature of the business suggests a particular symbol or logo to identify the business, this should be incorporated into the sign.

2.3 Sign Placement

- Signs should be designed to relate to the architectural features of the building on which they are located and create visual continuity with other storefronts on the same or adjacent buildings.
- Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.
- Signs should be placed consistent with the proportions of the building's façade. For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area. A sign appropriate near the building's entry may look tiny and out of place above the ground level.

- Signs should not be located so that they cover or interrupt the architectural details or ornamentation of a building's façade.
- Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.
- The location and extent of signs and advertising should not obstruct scenic views.

2.4 Sign Color

- Too many colors overwhelm the basic function of communication. The colors compete with the sign's content for the viewer's attention. Limited use of the accent colors can increase legibility, while large areas of competing colors tend to confuse and disturb. Colors should be limited to no more than three on a single sign.
- Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced when light colored letters and images are placed on a dark contrasting colored background.
- Bright day-gb (fluorescent) colors should be avoided as they are distracting and do not blend well with other background colors.
- Sign colors should relate to and complement the materials or color scheme of the buildings, including

accent and trim colors.

2.5 Sign Materials

- Sign materials should be selected with consideration for the architectural design of the building's façade. Sign materials should complement the materials on the façade and should contribute to the legibility of the sign.
- Sign materials should be very durable. Paper and cloth signs are not suitable for outside because they deteriorate quickly. When wood is used, it should be properly sealed to keep moisture from soaking into the wood and causing the sign's lettering to deteriorate.
- The following sign materials *are encouraged* for downtown Boyne City:
 - Wood (carved, sandblasted, etched, properly sealed and painted, or stained)
 - Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against erosion)
 - Subtle custom neon tubing incorporated into sign or reminiscent of historic signs

2.6 Sign Illumination

- If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign cast light

on the sign and generally a portion of the building as well. Indirect lighting emphasizes the continuity of the building's surface and signs become an integral part of the façade. Conversely, internally illuminated cabinet signs where only the sign face is illuminated tend to stand out and not appear integrated with the building's façade.

- Whenever indirect lighting fixtures are used, care shall be taken to properly shield the light source.
- Individually illuminated letters, either internally illuminated or back-lighted solid letters (reverse channel), are a preferred alternative to internally illuminated plastic-faced cabinet signs. Signs comprised of individual letters will be better integrated with the building because they use the building's façade as their background.
- The use of backlit, individually cut letter signs is strongly encouraged for all types of business and signs, including monument-type signs.
- If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated. The background or field should have a nongloss, nonreflective finish.
- Blinking, rotating, flashing, changing, or reflecting lights are prohibited.
- Electrical transformer boxes and

raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall, or integrated into the overall design of the sign.

- If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.
- All exposed conduit and junction boxes should be appropriately concealed from public view.
- Use of energy-efficient, high intensity discharge lamps are encouraged.

SECTION 3

3.1 Introduction

Each of the various sign types present particular issues that need to be considered. The guidelines in this section address issues of good design, placement, and compatibility for each of the following sign types:

- Wall Signs
- Projecting Signs
- Hanging Signs
- Awning Signs
- Window Signs
- Figurative Signs
- Freestanding Monument Signs
- Pole-Mounted Signs
- Sidewalk Signs

3.2 Wall Signs

- A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a band or blank area between the first and second floors of a building.
- Wall signs should not project from the surface upon which they are attached more than that required for construction purposes and in no case more than 6 inches.
- Wall signs and "ghost" signs painted directly on a structure may be appropriate in some cases. While generally not appropriate on historic structures (unless being renovated on an existing building), these types of signs often lend an air of age and authenticity.
- Internally-illuminated cabinet-type signs are discouraged. Internally-illuminated, individually-cut channel letters are permissible.
- New wall signs for individual businesses in a shopping center should be placed consistent with the location of signs for other businesses in the center. This will establish visual continuity among storefronts and create a unified appearance for the center.
- For new and remodeled shopping centers, a comprehensive sign program for all signs in the center should be developed.

3.3 Projecting Signs

- The use of small, pedestrian-oriented signs is strongly encouraged. Projecting signs are especially appropriate in downtown Boyne City and Neighborhood Commercial developments.
- Projecting signs should be used for ground floor uses only. On a multi-storied building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
- The scale of projecting signs should not detract from the architectural character of the building.
- Projecting signs should be hung at a 90-degree angle from the face of the building.
- It is recommended that the distance between projecting signs be at least 25 feet.
- Sign supports and brackets should be compatible with the design and scale of the sign and the architectural design of the building. Decorative iron and wood brackets are encouraged.
- Internal illumination of projecting signs is strongly discouraged.

3.4 Hanging Signs

- Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged. Signs should be hung over the pedestrian right-of-way consistent with the Sign Ordinance.
- Hanging signs should be simple in design and not used to compete with any existing signage at the site, such as wall signs.

3.5 Awning Signs

- Signs on awnings should generally be limited to ground floor and second floor uses only.
- The text of the sign should be located only on the valance portion of the awning. Letter color should be compatible with the awning and the building color scheme.
- The shape, design, and color of the awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on the building, the design and color of the sign awnings should be consistent with all other awnings.
- Backlit, internally illuminated awnings are strongly discouraged.

- Only permanent signs that are an integral part of the canopy or awning should be used. To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.
- Awning signs should be painted directly on the awning. The use of adhesive/press lettering is strongly discouraged.

3.6 Window Signs

- Window signs (permanent) should not cover more than 50-percent of the area of each window.
- Window signs should be primarily individual letters placed on the interior surface of the window and intended to be viewed from outside. White and gold-leaf paint are the recommended colors. Glass-mounted graphic logos may also be applied as long as they comply with the 50-percent area limitation.
- The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. “maternity wear” or “attorney”), or pertinent information (e.g. “reservations required”).

3.7 Monument Signs

- Freestanding monument-type signs (on ground) are strongly encouraged over signs mounted on poles.

- Monument signs may be internally illuminated, however, the sign copy should -be the only portion of the sign face that is illuminated. The sign background or field should be opaque with a non-gloss, non-reflective finish. Signs with individual back-lit letters, or stenciled panels with three-dimensional push-through graphics are encouraged.

- The sign area and height of the sign should be in proportion to the site and surrounding buildings. Signs should not be overly large so as to be a dominant feature of the site.

- Monument signs should be placed perpendicular to the street.

- Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.

- Monument signs should be designed to create visual interest and compliment their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows:
 - Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilaster, cornices, and similar details to provide design interest.
 - Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of

scale with its adjacent building(s).

- Monument signs shall incorporate landscaping at their base.
- Landscaping around monument signs should be designed to ensure the long-term readability of the sign.
- For house conversions, bed and breakfast inns, and other small-scale commercial uses, simple, freestanding signs may be appropriate.

3.8 Figurative Signs

- Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.

3.9 Pole Signs

- Pole-mounted signs are discouraged for parcels with less than 100 feet of street frontage as such signs would typically be out of scale with smaller parcels and would allow tall signs too close together, which would disrupt visibility.
- Pole signs supported by 2 poles or structures are encouraged over signs supported by single poles, which usually appear overly top heavy.
- Pole signs incorporate architectural elements into the sign portion of the sign as well as the supporting structure.

- Pole signs should incorporate a landscaped area at the base of the sign equal to one to two times the size of the sign face.

- Pole signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated.

3.10 Sidewalk Signs

The use of small signs on the sidewalk of the public right-of-way, as regulated by the sign ordinance, can add to the pedestrian-friendly texture of the streetscape and enhance the visibility of businesses in the Central Business District.

Sidewalk signs may be designed as A-frame or base-mounted signs.

Sidewalk signs should be professionally designed to ensure stability and legibility.

Changeable message areas should not contain mounts for individual letters, but should be hand-lettered. Changeable message areas may contain mounts for changeable panels equal in size to the changeable message area.

Flags, pennants, balloons or other similar items should not be attached to a sidewalk sign.