

# **Downtown Petoskey Design Guidelines**

**Downtown Management Board  
Office of City Planner  
City of Petoskey, Michigan**

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# Acknowledgments

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The Downtown Architectural Standards were developed through a public process that included property owners, business owners, City officials, and interested citizens. Two different public input sessions were held to make sure that the community's needs were being met in establishing these guidelines. Urban Development Services, a technical service provider to the Downtown Management Board, worked closely with City and Chamber staffs to facilitate the process, provide consultation, and edit the drafts and final document.

Urban Development Services is based in San Antonio, TX.

# Introduction

## Architectural Design Principals

The guidelines are policy statements to “guide” property owners and architects in making decisions about change to architectural character of the downtown environment. New buildings and renovations of existing structures should seek architectural concepts and solutions that are compatible with and further the image and objectives of the downtown and the economic goals of the gaslight district. Projects should reflect the architectural concepts, scale, character and place making characteristics of the historic downtown.

## Guidelines Purpose and Intent

Petoskey’s historic downtown is the heart and soul of the community. Its significance is recognized by its listing as an historic district on the National Register of Historic Places, a federal recognition of importance. This district is a community amenity whose importance is both tangible and intangible. Certainly it is of key economic importance to the city of Petoskey and the larger region as an economic driver contributing to the success of many and diverse businesses as a visitor destination. Less tangible but of equal importance to the community is the history, continuity, and tradition it maintains as a small town way of life for its residents.

A long tradition of private-public partnership has helped create and support downtown. Over the past two decades extensive streetscape improvements (including underground utilities, new paving, sidewalks, planter, street trees, benches and lighting) parking lot development, alley refurbishing, automobile and pedestrian way finding sign systems, and most recently the Mitchell Street boulevard treatment, have all contributed to an enhanced pedestrian experience and for a better functioning business district. This all adds to the quality of the shopping experience, creates a social focus as the heart of the Petoskey, and adds value to the downtown businesses.

As such, the future of downtown should not be taken for granted. This community asset should be maintained and nurtured for the benefit of all residents and visitors alike. Thus the purpose of these architectural guidelines is to foster an action to preserve and enhance it.

The goals for the guidelines are:

- Establish a quality appearance whether the building is historic or new construction,
- Encourage diversity in styles,
- Make sure that projects are cost effective,
- Ensure that downtown continues to be a successful retail district,
- Create a contiguous sense of place,
- Preserve an authentic built environment,
- Preserve historic sense of place,
- Respect human scale,
- Respect adjacent buildings and businesses; and
- Respect natural environment

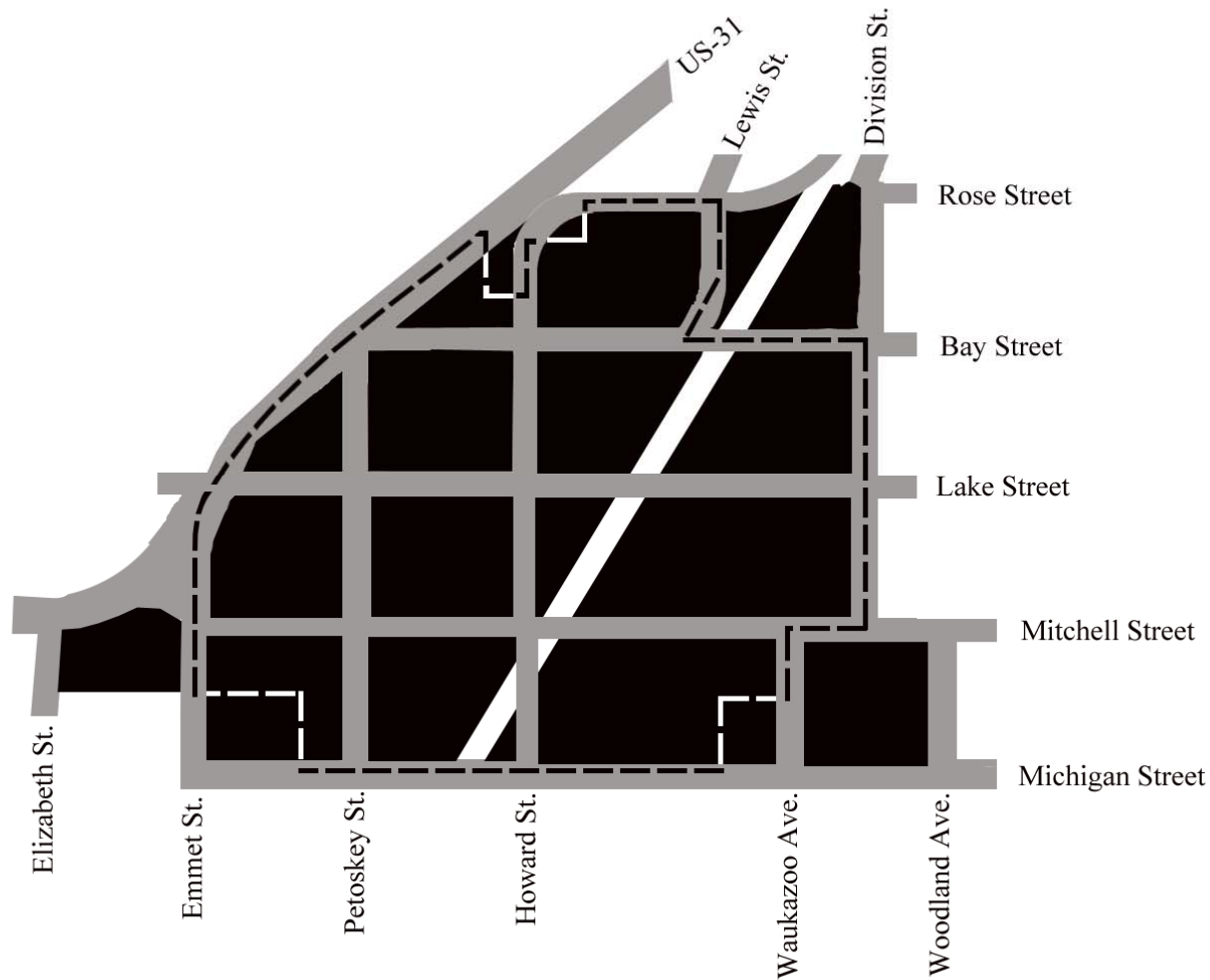
These guidelines are also put in place in order to increase shopping opportunities and complement newly developed living spaces by encouraging local businesses and residents to collaboratively improve the traditional downtown commercial district. Through the creation and adoption of guidelines, the community has agreed upon a common vision and strategy to make the district clean and safe; to promote the district and its businesses through festivals, retail events, and marketing efforts; and to attract and implement redevelopment projects.

## How to Use the Guidelines

The guidelines are organized by project type, beginning with the actions which are most common - maintenance of existing buildings, and then proceeding to renovation projects, additions to existing buildings, and finally, least common - construction of new buildings.

The existing and historic character of downtown is described as the resource whose intention it is to maintain, preserve and perpetuate. The typical traditional downtown commercial storefront is identified and its elements noted to create a common nomenclature for discussion (along with the Definitions in the appendix). Each “guideline” is first placed in context by description of the “Established Pattern” from which it developed. And finally, many guidelines are illustrated with graphics and sketches showing “Desirable” and “Undesirable” examples.

## Design Guidelines Area

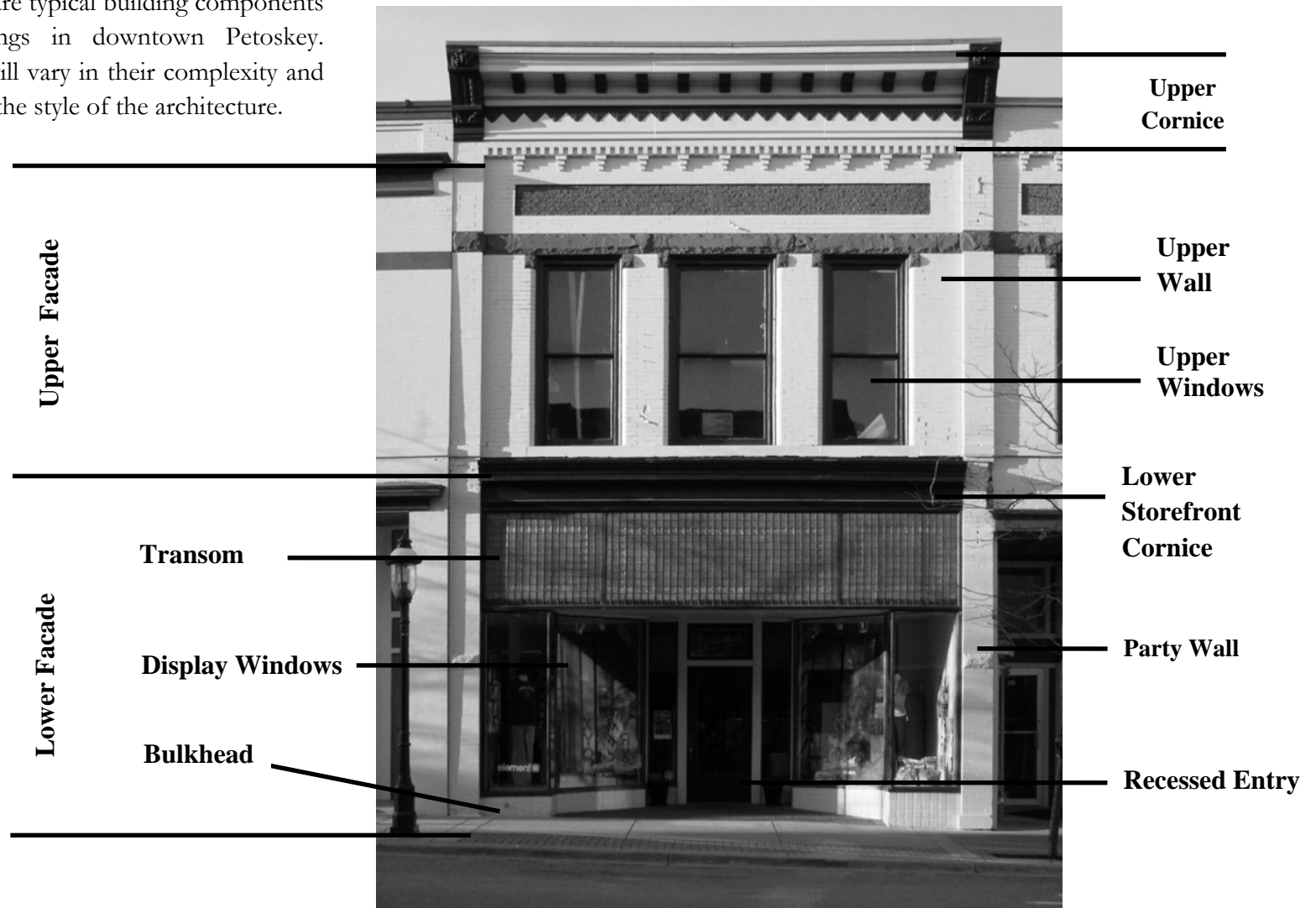


The area inside the dashed line to the left, the DDA District, depicts the area for which the guidelines apply.

# Architecture and Building Forms in Downtown Petoskey

## *Anatomy of a Building in Petoskey, MI*

Presented below are typical building components found in buildings in downtown Petoskey. These elements will vary in their complexity and proportions with the style of the architecture.





# Maintenance

Every year buildings change slightly in appearance due to their level of maintenance. The following section provides background information to help property owners make more informed decisions regarding their building's maintenance. In the long run, maintenance saves the property owner money, preventing more expensive repairs later. Lack of or improper maintenance can drastically reduce a building's useful life and cause significant decrease in the property's value. The following section discusses basic maintenance of key materials that provide downtown Petoskey with its sense of place and contribute to the historic character of downtown.

## Cleaning and Repair of Masonry

Masonry materials in downtown Petoskey are primarily brick. Limestone and marble are used mostly as trim and accents. Keeping masonry in good condition is of utmost importance to prolonging a property's useful life. Care of masonry requires thoughtful and careful planning in using proper procedures to avoid damage. Masonry that has lasted one hundred years or more could easily see its life span shortened if improper procedures are used.

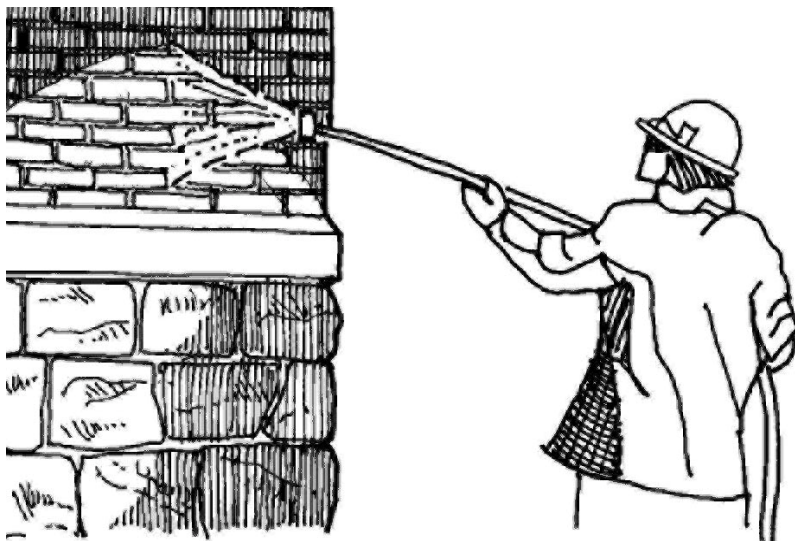
Some of the buildings in Petoskey appear to have been constructed of a soft brick that when exposed to the elements

starts to weather. Many masonry buildings have been painted to "update" their appearances or in an attempt to help preserve the brick. Removing these coatings is generally not recommended. Removal could cause even more damage to the surface if the removal method is too harsh for the particular brick, stone or mortar. Unpainted masonry surfaces in the district will need to be cleaned periodically as years of airborne pollution and mildew can darken the color of these buildings. A lot of what appears to be dirt on a building is actually mold.

### Points to consider in cleaning masonry:

- The type of cleaning method depends on the masonry surface and the degree of dirt and staining present. Low pressure water cleaning is perhaps the safest and easiest method for cleaning brick and may be the most appropriate for much of the limestone trim. Low pressure is defined as the pressure of water coming straight out of the tap.
- Water cleaning should only be done in warm weather. Cleaning in subfreezing temperatures could damage the masonry. Prior to water cleaning, the masonry surfaces should be inspected to determine if mortar joints are reasonably solid or if there's a risk of water finding its way into the wall via holes in the brick or mortar. Also inspect the joint where the window trim meets the brick to make sure there are no openings.

- A test patch should be done first to see if water cleaning damages masonry through efflorescence; this is of special concern with older buildings and the use of high-pressure water cleaning techniques. Never use a high pressure “power wash” as this can erode the surface of the brick and expose the soft inner-core of the brick to further damage (Figure 1). There are two steps in low pressure water cleaning: pre-soaking and scrubbing. Pre-soak the masonry to remove dirt deposits with warm water and environmentally corrected TSP with a small amount of bleach to kill mold (follow the manufacturers’ directions on the TSP container). This is followed by scrubbing the surface with a soft bristle brush by hand (Figure 2) and thoroughly rinsing the building.



**Figure 1** Avoid sand blasting and high pressure washing as this will do irreparable damage.

- Chemicals are typically used to remove paint and stains from masonry that cannot be cleaned by water. Care must be used in chemical cleaning methods since some methods may damage limestone, marble and terra cotta.

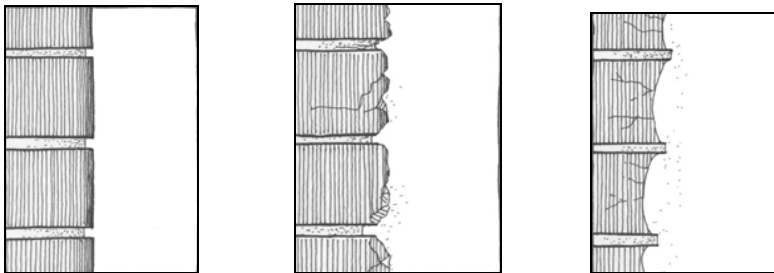


**Figure 2** Use a soft bristle brush when scrubbing masonry

- Cleaning should be carried out by experienced contractors. Again, a test patch should be conducted on masonry to determine its impact on the brick and mortar. Start with the cleaning solution diluted to twice the manufacturer’s recommendations. Its concentration can be increased to the manufacturer’s recommended level if the weaker solution doesn’t remove the paint or stains and doesn’t cause adverse effects. Adverse effects may include discolored brick or stone, dissolved mortar, and efflorescence. Last, avoid the use of hydrochloric and other acidic cleaners which can cause the most damage to all forms of masonry. Due to the acidity of

these chemicals and the potential environmental concerns their use needs to be carefully considered.

- Mechanical cleaning is the least used method for masonry. Blasting using a medium such as sand, walnut shells, etc is a technique that abrades dirt from the surface but results in erosion of the masonry (Figure 3). This erosion exposes the softer inner surface leaving the masonry susceptible to weather and accelerated deterioration. Additionally this method of cleaning can cause lead paint to become airborne which is a health hazard. For these reasons, blasting is not to be used.



**Figure 3** Avoid sand blasting and high pressure washing. Left image shows brick in its original state. Center image shows brick after sandblasting or high pressure cleaning. Right image shows blasted brick with advanced deterioration

## Pointing

Pointing, or tuck pointing as it is also known, is the removal of deteriorated mortar joints and their replacement with new mortar. Generally pointing should be done after any cleaning project. Pointing should be considered when there are obvious signs of mortar disintegration, mortar joint cracks and when loose bricks are evident.

Consideration in pointing projects:

- Only experienced and well-qualified professional masonry contractors should undertake pointing projects. Consult the Michigan State Historic Preservation Office for information on seeking qualified contractors.
- In preparation for pointing, joints should be carefully hand raked (scraped) in a uniform manner. The raking should preferably be done by hand so that there is minimal damage to the brick edges. Though this is labor intensive and costly, using a power grinder will chip off the outer edges of the masonry. Pneumatic power chisels are also not recommended. Keep in mind that the EPA may require that dust generated from grinding be captured through a dust collection system.
- The replacement mortar should duplicate the original in strength, composition, texture and color, and its application should duplicate the joint profile and depth. Departing from these characteristics can radically change the appearance of

the building and the integrity of the masonry surface. There are varying types of mortar used and different mortar profiles. As a general observation, mortar in most commercial buildings in downtown Petoskey is a harder mixture containing more Portland cement than lime (these are the two basic ingredients in today's mortar). Mortar should generally not be harder than the masonry because harder mortar may cause cracking and spalling of the unit (brick or stone). For application of pointing mortar, joints should be damp so the mortar can bond with the brick or stone.

- Once pointing is completed, the walls or areas should be cured by periodic wetting through a hand sprayer and protected from sunlight by a plastic covering. The wetting should occur periodically for two days.

## Cleaning and Repair of Terra Cotta

Terra cotta is essentially weathered clay mixed with sand and fired at high temperatures to obtain hard masonry qualities. The material was commonly used for trim details and sometimes for the outer curtain wall surfaces in commercial buildings throughout the United States at the turn of the Twentieth Century. Downtown Petoskey has several buildings that incorporate this material. These unique architectural features of the commercial area should be maintained and preserved.

Points to consider:

- As with brick and stone repair and cleaning, a professional or specialist should be consulted as to the proper methods of cleaning, repairing or replacing terra cotta.
- Terra cotta, like other masonry, should be cleaned with the gentlest means possible. Water, detergent and a soft natural or nylon brush can be used to clean most dirt and grime. In addition, a two-part limestone chemical-alkaline cleaner, with an acid neutralizer, can also be used. For pollution and stronger stains, steam and weak solutions of muriatic acids can be used. Abrasive cleaning methods such as sandblasting will cause permanent damage to the terra cotta and are not to be used.



**Figure 4** The Galster Building (316 Howard Street) incorporates a terra cotta cornice, window surrounds and other terra cotta decorations

- Pointing terra cotta joints should be done with a mortar similar in strength and composition to the old mortar. Do not use hard Portland cement or waterproofing as both will result in the cracking and spalling of terra cotta pieces. Terra cotta installed over doors and windows is often held in place by a steel lintel. If this joint is allowed to have water penetration then the steel can rust, expand and cause the terra cotta to split. The steel lintel is often exposed, so these areas should be checked often to make sure it's painted and protected from rusting and water penetration isn't occurring.
- Spalling of just the glazed material can be repaired easily with special masonry paints, which can be used effectively to protect areas from further water penetration. These paints last from three to five years and colors could be matched to the original terra cotta glaze. Terra cotta cracks should be sealed with a one-part silicone sealant and an epoxy material should be injected behind the sealant into the depths of the crack.
- Minor spalling of the body and glaze of terra cotta pieces may be remedied by masonry paints or by patching to match the color and texture of the existing terra cotta. However, terra cotta that consists of major ornamental pieces, is highly visible, or has lost much of their material and structural integrity should be replaced. Terra cotta should always be considered first as a replacement material but other materials to be considered include stone, fiberglass and pre-cast concrete. Each material has its advantages and disadvantages

so careful consideration should be given to the one that will best match the building and perform well over time.

## **Wood Framed Buildings**

There are at least two wood frame commercial buildings still remaining in downtown Petoskey. Some of the pressed metal storefronts may be wood frame underneath as well. Maintenance on these structures is fairly easy to perform although it can be costly when trying to match existing materials and construction methods. The key to working with wood frame buildings is to take extra care when using modern wood. It will be important to prime all surfaces, including surfaces that are not visible when installed. Then all visible surfaces should receive two finish coats of paint applied with a brush, and caulk all joints during assembly. This will reduce chances that the wood will rot.

## **Other Building Materials**

There are other building materials besides wood, terra cotta and masonry that also need attention and routine maintenance. These materials can be found primarily in the storefronts and windows.

## **Copper and Bronze Storefront Window Frames**

Many turn-of-the-century storefronts were built with copper frames and trim; however, some of the copper storefront frames have been painted over. Copper is one of the more durable building materials and for the most part is maintenance-free. Unpainted copper parts should be left to weather or oxidize (the build-up of a green patina that protects the copper). Paint can be stripped from the copper with a mild chemical cleaner.

## **Aluminum Storefronts**

Aluminum as a storefront material came into increasing use during the 1950's and is still being used extensively today. Several storefronts (Cutler's 216 Howard Street) have aluminum parts and these should be kept and maintained. Aluminum can be easily cleaned with a wet sponge and a very mild abrasive cleaner like Comet but it does not need to be polished.

## **Ceramic Tile and Terrazzo Flooring**

Ceramic tile, both porcelain and glazed, were commonly used in entry foyers and vestibules in the first part of the twentieth century. Manufacturers today offer a wide variety of tile that can replicate earlier patterns, styles and finishes. These replacement pieces can save the property owners considerable money by not having to tear out the existing tile.

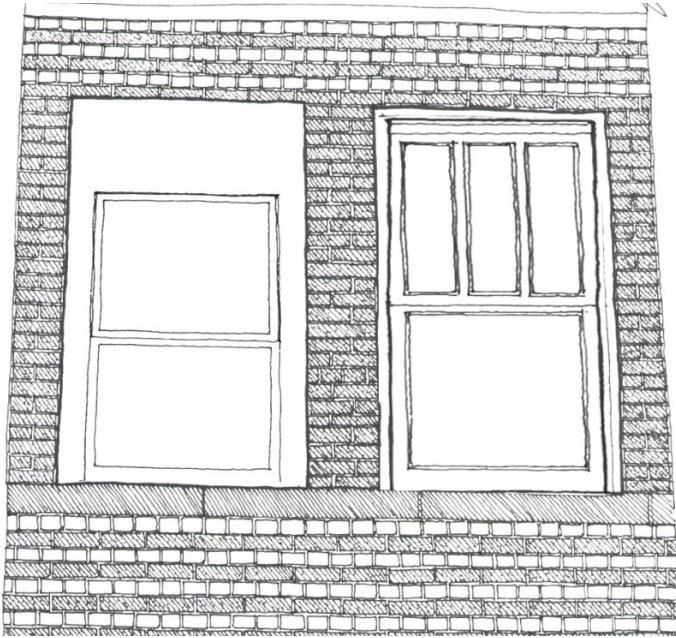
Terrazzo is a highly durable material used quite commonly in entryway floors. Poured in a decorative manner, terrazzo was quickly embraced by Art Deco designers from the 1920s to 40s. Storefronts from earlier periods were often remodeled to include a new terrazzo floor. Terrazzo flooring is composed of colored stone chips, usually white or black, placed in a cemented base with thin strips of brass framing. The floor is poured into place and then ground and polished to reveal the chips. Repairing these floors requires specialized knowledge so consult the *Michigan Historic Preservation Office* for additional assistance.

## **Windows**

Whether to repair or replace windows is often a major dilemma in façade rehabilitation projects. Windows are critical elements in defining the overall character of the building so careful consideration must be given to this issue.

Generally, original windows should be retained, preserved, and repaired for continued use; only when a window is beyond any reasonable method of repair should a replacement be considered.

Often, original windows need routine maintenance, minor repairs, and replacement of parts. If replacement is necessary, new windows should match the original as closely as possible in terms of style, sash, muntins, frame profiles, their depth from the front wall, as well as materials (Figures 5 and 6).

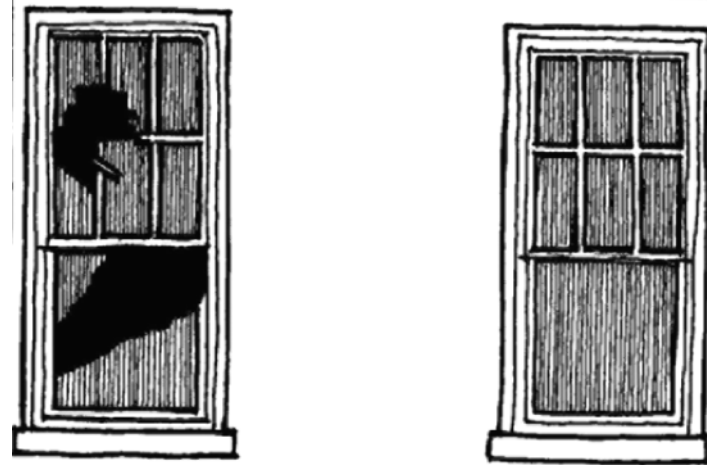


**Figure 5** Replacement windows should match in scale and in design and should fill the entire window opening. The window on the right is correct.

New windows should always match the dimensions of the original window opening. Downsizing or filling-in the opening to accept a new window is not appropriate.

Window repairs usually include the removal of old paint, priming and repainting of sashes and frames, replacement of broken panes,

and patching and reinforcing the wooden sashes. Paint can be easily removed by scraping or through the use of a heat gun though the glass will have to be protected from the heat. This is usually only possible on the rails and stiles. The muntins will have to be carefully hand scraped. Bare wood should be primed and repainted with a good quality oil or latex-based paint.



**Figure 6** Windows should be repaired when possible with similar muntins and frame profiles as well as materials

Reglazing missing panes requires the removal of old putty, relaying new putty in the rabbets (grooves), and inserting new glazing with a seal of putty beveled around the edge of the glass. Chemical strippers can soften hardened putty for easier removal. Chemical strippers should always be used in accordance with the manufacturer's recommendations. Deteriorated wood in sashes and frames can be addressed through one of the following methods depending on the degree of deterioration. Exterior wood filler can often be used for wood that is split or rotted, especially at the ends of the wooden members. Epoxies can also be used for weathered or decayed wooden parts. Filled surfaces must be sanded and painted. For severely deteriorated parts, replacement wood parts may be sought by consulting local craftsmen or mill shops.

Make sure operating parts, such as the sash cords, locks and weights, are working properly. Older wooden windows that have horizontal "play" can easily be made more energy efficient by inserting metal or woven pile weather stripping between the sash and jamb. This weather stripping is only visible when the window is raised. Weather-stripping is satisfactory as long as it is not a felt-based material. Felt materials can retain water and swell making it difficult to operate the windows.

Exterior storm windows are probably the most efficient way to make existing windows more weather and temperature resistant (Figure 7). Storm windows can be made of different materials including wood and aluminum. They should also match the shape, profiles and colors of the interior window. Another type of

storm that is rather inexpensive is the interior-mounted Plexiglas storm window, which is easy to install and does not detract from the exterior appearance of the building.



**Figure 7** This building used an exterior mounted storm window to achieve a higher thermal efficiency. Calumet, MI



## Glass

Prismatic glass was typically used in transoms at the top of storefronts to reflect light further back into the interior. These were mass produced at one point in time but are no longer commercially available. If transom lites are broken or missing then use a similar product that can provide the right scale and effect such as etched glass or other specialty glass available today. Tinted or mirrored glass should not be used.



**Figure 8** This storefront (322 East Lake Street) still retains its original transom. To improve energy efficiency an outer storm window has been added.

## Rehabilitation and Renovation

The following section provides information on appropriate design management strategies for working with existing commercial structures. These approaches are intended to be cost effective ways to working with the buildings. The central idea is to retain original features that are still in good shape on the storefronts. If building elements are worn they should be repaired if possible. If they can't be repaired then ideally they should be replaced to match. If they can't be cost effectively replicated then a modern substitute that mimics the scale, massing and texture should be considered.



**Figure 9 Cutlers (216 Howard Street)**

Almost all of Petoskey's first floor storefronts have been modified to some extent over time. Some of these modifications are now unique in their appearance and represent period time pieces that should be retained when economically feasible. A good example of this is the rounded corner entrance of Cutler's (Figure 9). Although not the original storefront, the current Art Modern, rounded corners are unlikely to be duplicated again in new construction and should be retained. It was a quality renovation which has now become historic.

Another good example of this is the current storefront located at 322 East Lake Street (Figure 10). The stepped-back, angular storefront has copper window frames and tile bulkheads. The lower storefront probably dates from the 1920's with the building being constructed at the turn of the century. Again, it is a well done renovation which has become significant in its own right.



Figure 10 322 East Lake Street

## Storefronts

There are four basic components of a traditional storefront: (see page 9)

1. Bulkheads or kick plates at the storefront bottom that elevate the display windows to a safer and more easily viewed height.

2. Storefront windows that serve to display the store's merchandise as well as to allow natural light deep into the interior space.
3. Transom windows above the main glass area that are sometimes composed of prism glass or stained glass to further diffuse light into building.
4. Recessed entryways, often with tile or terrazzo flooring.

Some of downtown's buildings do have their original storefronts and others have been modernized. If a business or property owner is considering a remodeling, it is often possible to reconstruct or rehabilitate a modernized storefront to reflect the original, providing downtown with a stronger sense of place by using its own history. Downtown's tourism-related economy will benefit from enhancing the sense of place.

Consider the following guidelines:

- If the existing storefront is original, preserve as much of the original materials and entry and window openings as possible. If there are missing elements, such as missing transoms, they should be replaced.
- Occasionally, a remodeled or slightly altered storefront may have equal value as an original so care must be taken to determine if these alterations are well-designed and constructed and worth maintaining.
- Recessed entryways should be maintained and no solid or residential doors should be installed.

- The original display window size should be maintained and new window glazing should have a high light transmission factor. This means no dark tinting or mirrored surfaces but is not intended to discourage the use of ultra violet inhibiting or low E glass. Security grates on the outside storefront should be discouraged and placed in the interior of the storefront.
- The bulkhead or kick plates should be uncovered, rehabilitated or preserved. In downtown Petoskey, most bulkheads are made of wood, tile, brick, stone, or some sort of masonry build up.
- Transoms, wherever still in place, should be uncovered, repaired and maintained. Replacements for missing transoms should match the original, if any of the window is still intact. Older transoms may possibly be prism glass, frosted glass, leaded glass, or stained glass. (See figure 8) If the transom is missing entirely, choose a modern material that can approximate the scale, texture, and finish of the original, if known.
- Avoid over-decorating the storefront with moldings and window grills that look residential and out of place.

## **Awnings and Canopies**

The installation of new awnings can dramatically improve a building's appearance relatively inexpensively. Other benefits

include the protection of sun-facing storefronts from sunlight damage to merchandise; shelter for shoppers during rain, snow or harsh weather; and providing the merchant with an opportunity to project a positive image of the retail business. The current branding campaign for Downtown Petoskey shows an awning so the use of awnings, when appropriate, will reinforce this branding campaign.

All buildings located in the DDA District (see map on page 6) are encouraged to provide pedestrian weather protection at least five feet wide along at least 80% of the front of the building. The weather protection may be in the form of awnings, marquees, canopies, or recessed entrances.

The use of awnings at intersections is particularly important because pedestrians may want to wait under shelter while waiting to cross the street. Awnings on corner buildings "reach out" to the corner psychologically and shorten the distance that the pedestrian has to travel to cross the street. Also, the use of awnings and canopies better defines the building entrance(s) and the businesses within, while sheltering merchandise from sunlight. From an overall perspective, awnings help to create a sense of uniformity within a shopping area.



Figure 11 Awnings can be located below the transom if the display window is tall enough.

- Awning and canopy design should be integrated with the overall design of the façade. Awning forms should match the shape of the storefront opening, but most storefronts on most vernacular brick front buildings should have gently sloping, shed style awnings (Figure 11). These tend to be flatter in

appearance. If the awning is placed above the transom it tends to have a steeper angle (Figure 12). These are the traditionally shaped awnings common to downtown. Domed, bull nose, and bubble awnings are not recommended shapes for rectangular openings. Other awnings such as bubble, back-lighted and plastic are strongly discouraged.

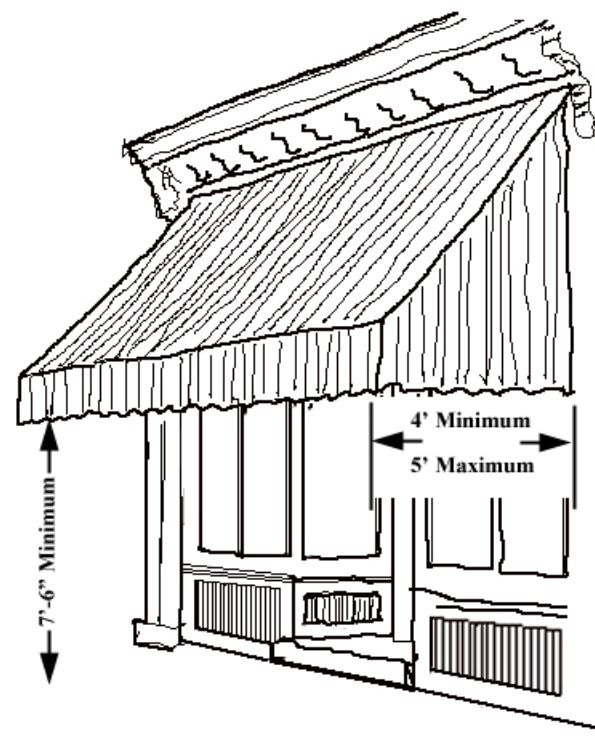


Figure 12 Awning shape and projections

- Awnings should be made of canvas. Avoid vinyl or plastic materials. Several different fabrics are used for awnings

including painted army duck, vinyl-coated cotton, vinyl-laminated polyester and solution dyed acrylic. Typically fabrics can last from five to ten years.



**Figure 13 Building features should not be covered by awnings**

- Awnings can be fixed or retractable. Fixed awnings have flexibility to be shaped in concave, standard sloped or convex forms. Retractable awnings (less susceptible to vandalism and weather events) are more restricted in shape than fixed ones but are more useful in dealing with heat, light and loads imposed by wind, rain and snow.
- Lateral arm retractable awnings are historically appropriate. Spring-loaded manual arms were used to keep the fabric taut.

When not in use, the fabric is wrapped around a roller and the arms fold back against the building. Retractable hardware is the most desirable and should be retained if serviceable. Reusing this hardware could save merchants significant costs (Figure 11).

- Awnings that cover-up strong vertical elements, such as a storefront pier, can destroy the visual proportions and relationships between the storefront and the upper façade (Figure 13). Awnings should complement and enhance building features rather than cover major portions of the facades (Figure 14). Generally, awnings should respect and fit within the storefront opening that they are protecting and not be out of scale in relation to the rest of the building and bay where they're located. Barrel shaped awnings should only be used with curved openings and rectangular awnings should align up with openings that have right angles.
- The upper most edge of awnings should be installed just above the storefront glazing or just below the transom depending upon the height of the first floor (Figures 11 and 12). The bottom edge of the awning should extend not less than 7.6 feet above the sidewalk. The projection of the awning should extend outward from the building not less than four feet and not more than 5 feet. The outward projection will be dictated by right of way width, sidewalk width and street amenities (Figure 12)

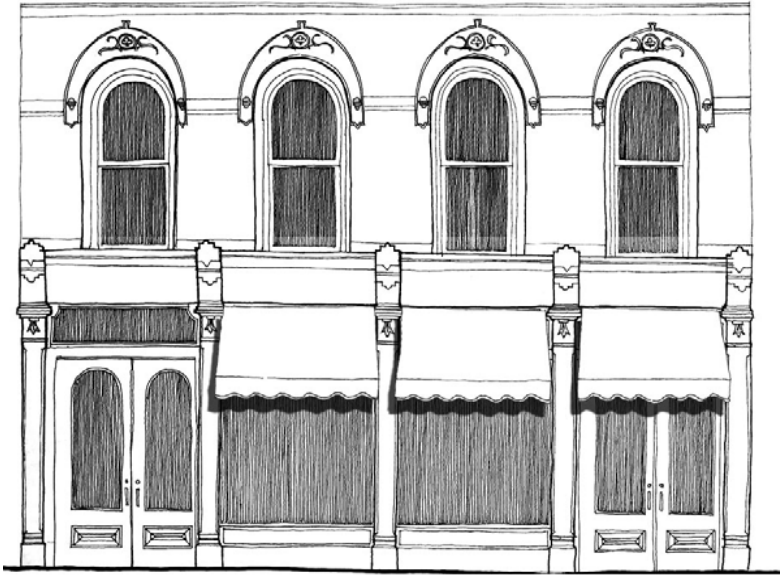


Figure 14 Awnings are fitted between the columns

- Use similar shaped awnings and colors when facades abut one another.
- Awning colors should coordinate with the color scheme of the façade. Colorful awnings are appropriate but extreme, brilliant, or harsh colors should be used sparingly. Iridescent and day-glow colors should not be used at all.
- Accent lighting from above that shines down onto the awning is preferred, as opposed to back-lighted awnings.

- Awning fabric should be a matte sheen and not shiny or glossy.
- There should be minimal signage on awnings. Signage can be incorporated into awnings with silk-screening, sewn appliqué, self-adhesive vinyl, and hand painting, but should feature only the business name. Product names should not be promoted on the awning. Promotion of products should be accomplished by strong window displays.
- Accent lighting from above that shines down onto the awning is preferred, as opposed to back-lighted awnings. Back-lighted awnings are strongly discouraged.

## Cornices and Roofs

A few of the storefronts have *elaborately decorated cornices* at the tops of the buildings but for the most part cornices in downtown Petoskey are relatively simple. Building cornices in downtown Petoskey have been constructed with a variety of materials including brick, limestone, wood and pressed metal.

- Existing cornices should not be removed because they are important architectural elements of the historic buildings. If a cornice is deteriorated, every effort should be made to repair and retain it.
- Cornices that have been altered and destroyed during a previous remodeling should be duplicated or reinstalled,

ideally using the same materials. Most masonry cornices in need of repair will need mortar pointing and in some cases brick replacement.

## Doors

Many of the original storefront doors have been replaced over time by aluminum and glass commercial doors or occasionally by doors more appropriate to residential buildings. Although some aluminum and metal doors may lack historic character, they cannot be considered entirely inappropriate if they are simple in design.

- The customer's first point of contact with a business is the front door. This says a lot about the quality of the merchandise and the price point at which the business is selling. Aluminum doors, neo-colonial wood doors, or residential doors purchased "off the shelf" do not help establish the right perception of the business.
- Where they still exist, original doors should be maintained.
- The front storefront door should be compatible in design with the rest of the storefront.
- If the storefront retains some of its traditional character, a traditional wood door with a glass panel will reinforce the building's design. A salvaged older door that fits the storefront can be used.

- If a traditional appearance is not a concern, choose a door that fits the overall design of the storefront.

## Windows

Because upper floors are often under-utilized and their exteriors are more difficult to access and maintain, windows can deteriorate. Many times these are only single glazed windows and are energy inefficient due to poor weather stripping. For these and other reasons upper floor windows are often replaced.

- Remaining original windows should be carefully inspected and assessed to determine if they can be repaired and retrofitted with insulated glass and weather stripping. Some contractors are experienced in this work. If possible, this approach is best.
- Another approach is to add exterior or interior storm windows to achieve double-glazed openings. Specialty products are available today for both of these types of applications. This approach is usually significantly less expensive than replacing windows and it can make them just as energy efficient.
- Only if existing windows are determined to be too badly deteriorated or unsuited for retrofitting should they be replaced with new windows.



- If new replacement windows are to be installed, they should be the same style and type as the original windows. This may take some research if the current windows being replaced are replacements themselves. For most downtown buildings, the windows are double-hung type, sometimes with a transom window above and sometimes grouped in pairs. These original configurations should be maintained. Most window manufacturers can fabricate replacement units to match original circumstances.
- The sizes of original window openings should not be reduced in height or width. New windows should fill original masonry openings. Sometimes new window replacement units can use stock catalog sizes. If the replacements are one inch smaller than the original windows, then the difference can be made up with slightly wider trim and brick molding around the perimeter.
- Rectangular aluminum tube storefront glazing should not be used to replace upper story windows or historic display windows.
- Preserve decorative leaded glass or prismatic glass in transoms or window sashes. Missing prism glass can be replicated with etched glass done in a grid pattern.
- Tinted or mirrored glass should not be used.

## **Color and Painting**

Colors should harmonize with the primary and secondary colors found in the building's materials and storefront. Petoskey's building colors include red, brown and yellow bricks, terracotta trim, and storefront materials consisting of steel, wood or aluminum. This means that most of the color besides masonry is expressed via non masonry cornices, windows, awning fabrics and via signs. In general, consider the following guidelines regarding color and paint:

- Masonry wall surfaces that have not been painted should remain unpainted. In particular, unpainted brick and stone surfaces should remain unpainted. Concrete block found occasionally on side and rear walls can be painted.
- While the primary building colors should be generally maintained and respected, one new major trim color, perhaps a darker color that complements or contrasts with the existing building colors, could accentuate doors, windows, and other storefront parts. A somewhat lighter minor trim color could also be used to highlight smaller building details.
- As there will be limited opportunities for adding more colors to most buildings in downtown Petoskey, creativity and discretion should be used in deciding where and what colors can be used where masonry is predominate. A more vibrant color palette may be used but businesses should refrain from garish colors, iridescent and neon colors.

- Use of color in downtown should be conveyed via awning fabrics, signs, doors and window frames, wooden surfaces, metal surfaces, tile in bulk heads and entryways, and stucco if painted.

## **Lighting and Security**

Downtown Petoskey is an exceptionally safe place for people of all ages. Still, a community should never be lax in its efforts to be secure and to make people feel safe. Continue to keep buildings in good repair and employ good maintenance procedures. Well cared for areas tend to deter a lot of petty crime that can plague commercial areas because they convey the feeling that owners and retailers are vigilant and involved.

### **Lighting**

- Much of downtown Petoskey is well-lit with street lighting but until the trees mature some of this light is blocked from reaching the sidewalk. Merchants are encouraged to leave display window lights on all night, as this not only helps illuminate their products but also helps deter vandalism and other criminal acts.
- Exterior lighting should also be used to enhance building and site features. For example, lighting may be used to emphasize a building's texture or details and to define pedestrian walks and building entrances. All lights should point down on the building or ground or directly onto the building to limit light

pollution. Overall, lighting levels should be compatible with the neighborhood's ambient light level, avoiding casting glare on adjoining properties. Use of floodlights or other types of especially bright lighting is discouraged. Generally, the glass portion of the lamp should not be directly visible outside of the light fixture. Gas lights are an exception to this.

- Pedestrian alleys between buildings and also rear alley areas should be illuminated.
- Uniform lighting is also recommended in both public and private parking lots. Box-type, color corrected lighting on poles of no more than 20 to 25 feet should be used for lighting of parking lots, loading docks, and service areas. These fixtures should be aimed down to minimize light pollution.
- Display lighting should illuminate all merchandising windows. This lighting is as important during the day as during nighttime "open" hours. Some lesser level of display window lighting should be on all night.

### **Security**

Security features should be designed to be as invisible as possible. Any security gate should be placed at the rear of the interior showcase windows. This allows the street to continue to project a positive image after hours. Security gates should be of an open,

rolling mesh type to allow for visual surveillance of the space as well as direct access for fire-fighting.

- Audible alarm sirens should not be mounted on walls that are visible from the street. The sirens should be mounted in discreet spots such as under awnings.

## New Construction and Additions

Because buildings accommodate human needs by providing space for functions, the needs accommodated usually evolve and change over the life of the building. Some changes in function are easily accommodated inside with minimal need for exterior changes. However, often the exterior is affected by the changing needs.

Over our history, most buildings were conceived and constructed with some level of aesthetic concern which resulted in visual integrity. Changes should attempt to recognize a building's design intent, and strive for the new alterations to either fit into the existing aesthetic, or contrast it in a way(s) which still recognizes it and pays tribute to it.

Typical additions which have taken place over the years in downtown include the following:

- *New Structures* Entire new structure in downtown are not common, but have occurred regularly over the years as the result of fires and the demand for more substantial buildings. The very success of Petoskey's downtown had and likely will continue to exert development pressure for more and bigger buildings.
- *Infill construction* - This new construction is filling the space between two existing buildings. As such it should be a good neighbor by respecting some characteristics of the adjacent designs. To do so to a greater extent results in a compatible

infill. And to do so to a lesser extent results in a contrasting infill building.

- *Second floor and possibly third floor addition to a single-story building* - Most likely the addition should be an extension upward of the first floor materials, proportions and dimensions. However, that being said, a case can be made for an upper story addition which contrasts with the ground floor, in order to emphasize its architectural significance, for instance.
- *Penthouse added on the roof* - This addition probably should be set back from the front cornice and parapet in order to minimally affect the original façade. Even so, because of the hillsides on which Petoskey developed, even relatively small penthouse additions will be relatively visible and should be carefully designed.
- *Extension is added to the rear* - Such an addition is not as critical to get right, unless it is a corner building exposing the addition to broader view. Nevertheless a rear addition should still have some visual relationship to its “present”, and maybe as importantly, to its neighbors.

## **Design principles**

A good design responds to its context in some way, whether it is a new addition to an existing building or a new building added to downtown.

### **Duplicate the Original Design**

Sometimes, depending on the size and scope of the addition, duplicating original materials, proportions, elements, details and colors is the best approach. The negative view of this approach is that it can result in “copy cat” architecture (a new building in an old style) and that designing too close to the original blurs the line between old and new, depreciating the value of the historic.

### **Contrast the Original Design**

Other times the design approach is the opposite, resulting in setting-off the new addition from the existing. It results in the building telling a story about evolving over time, and distinguishing new from old. The contrast could be bold, or it could be subtle.

The following guidelines are for additions and new development in the B-2 zoned district of downtown Petoskey. (See Map on page 6). The following design guidelines should be adhered to in order for this district to realize its potential as a mixed-use district with retail on the first floor.

## **Community Planning**

### ***Existing Conditions***

Downtown Petoskey is built upon a street grid that is still fairly intact today especially in the older core of downtown. A regular grid of streets makes it easy to get around downtown, especially for visitors and people new to the community.

### ***Guidelines***

- New buildings and developments should respect the existing organization of the city street grid and block patterns that exist. Super block developments that require the closing of a street to assemble a larger site should not occur. This generates a confusing and circuitous traffic pattern. New buildings or pedestrian bridges should not bridge across or block access to existing streets.

## **Building Orientation**

### ***Established Pattern***

The majority of downtown's buildings are built to the front and side lot lines, known as "zero lot setback." Exceptions to this tend to be public and institutional buildings or modern, suburban style, auto-serving buildings.

### ***Guideline***

Buildings should be oriented to the primary shopping street and maintain zero lot setbacks (Figure 15). Buildings should not directly abut a parking lot or driveway. Buildings that have larger front lot lines (100 feet or more) up to 10% of the front face or 20 contiguous feet, whichever is less, can be recessed from the front lot line by up to 10 feet. Recessed store entrances are not included in this figure. Doorways or entrance foyers for upstairs tenants should not be more than 10 feet from the front lot line. New drive through lanes and parking lots are prohibited along the front lot line or primary street edge, as these automobile uses reduce the desired pedestrian character of the streetscape.

## **Lot Line Coverage**

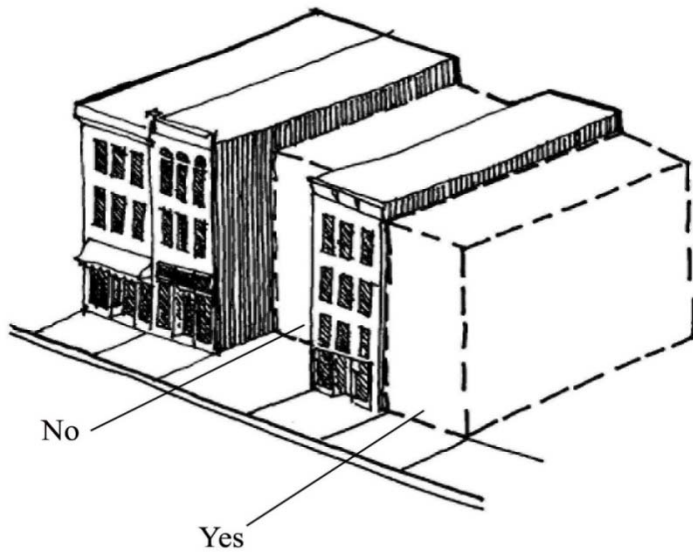
### ***Established Pattern***

The vast majority of downtown buildings abut the front lot lines. Occasionally buildings have been removed from downtown for parking lots and drive-through facilities, decreasing downtown's sense of place and, more importantly, the shopper's desire to walk past them.

### ***Guideline***

Buildings should be contiguous along commercial streets so that shoppers are encouraged to continue window shopping. This is important because about 65% of all retail purchases happen on

impulse. Corner buildings should entirely abut both lot lines, maintaining zero lot setbacks.



**Figure 15** All building should be built to the front lot line. Corner buildings should be built to the corner lot line.

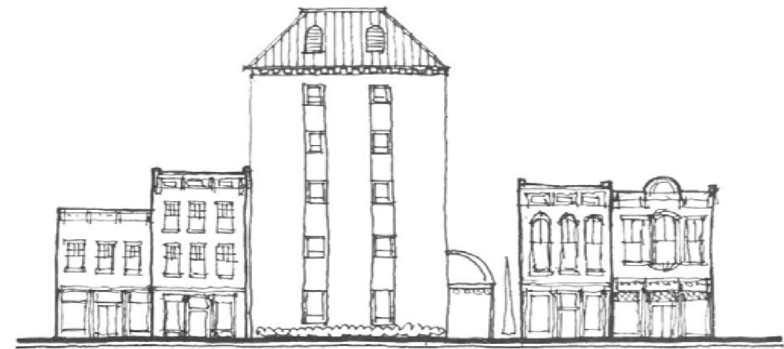
## Height

### *Established Pattern*

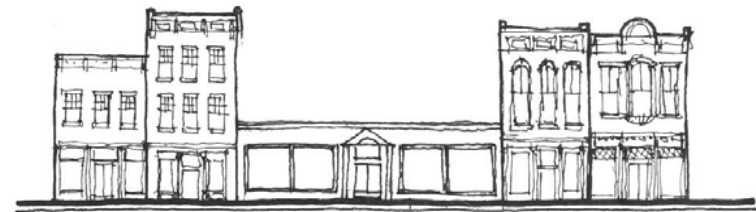
Most buildings are two stories, and none exceeds three stories. (Figure 16). Most one-story buildings appear to be newer and more utilitarian in nature. The older buildings have tall floor to ceiling heights, particularly on the ground floor, giving them a special stature.

### *Guideline*

As a matter of right, new construction is entitled to a 40 foot maximum building height. Under the current zoning code, this is an appropriate height, especially at street corners. In the B-2 zoned area of downtown, all new construction should be at least two stories tall with the first floors being taller than the upper floors (Figure 17).

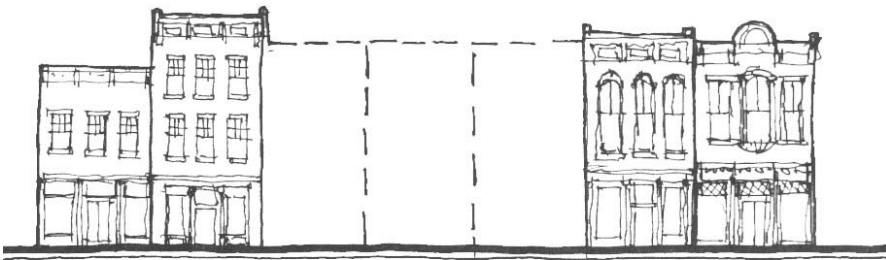


**Figure 16** Undesirable, too tall and out of scale with neighboring buildings.



**Figure 17** Undesirable infill building is too short and not in scale with neighbors.

New construction that encompasses more than 50 feet in street frontage shall vary the height of the cornice or parapet wall at least two feet for every additional 25 feet of the building's front wall plane (Figure 18). The building can change in principal material if the designer is trying to make the structure appear to be a series of smaller buildings.



**Figure 18** Width should be a series of 25 foot bays. Height should be within 25%, plus or minus of adjacent buildings.

## **Building Facade Articulation**

### ***Established Pattern***

Because of the way the lots were originally laid out, downtown's typical building is based on a 25-foot wide module, expressed by pilasters or bays on the front of the building. A good example of this is the Masonic Temple building (Figure 19). Currently, this articulation is more evident on the upper floors of buildings. Many of the areas where the pattern would be expressed on the first floor are concealed by facade modifications that hide the load bearing columns behind a newer storefront. Reestablishment of

the original bay modules should be encouraged when renovation or restoration occurs. Expressing this dimension helps to ensure that new construction and rehabilitations retain a more human scale and honors the historic patterns.

### ***Guideline***

Each building wall plane should be off set or "framed" from the neighboring building so it is obvious when one building stops and the next begins. Larger building facades should be articulated by breaking the facade into a vertical patterns or sections that maintain the 25-foot rhythm of storefront widths. Articulation can be achieved with storefront bays expressed through building elements such as recesses, projections, expressed entries, columns, pilasters, cornices and/or other architectural details. Pilasters should typically project out from the face of the building wall the depth of a brick, about 3 ½' or 4".

Using this type of modular unit helps break the facade into human-scale portions and continues a common, integral pattern among the storefronts. This is true for the first floor in particular. Upper floor bay widths can be some multiple of the lower bays.



**Figure 19** Masonic Building exhibits 25 foot modulation



**Figure 20**

## **Corner Buildings**

### ***Established pattern***

Several corner buildings in downtown have storefront entrances oriented to the corner, with a rectangular or diagonal cutout in the first floor space (Figure 20). These corner entries establish a stronger orientation to the intersection and contribute a special architectural image to the rest of the block. These buildings may or may not have their first floor entrances set diagonally within this rectangle.



## ***Guidelines***

Buildings at the end of blocks should have either a recessed corner-facing entry or a canopy that provides some shelter for people waiting to cross the streets. Corner buildings should be larger in scale and massing in relation to other buildings in the block face. Corner entrances are deemed to meet the primary entrance requirement (see page 30). Entrances should be oriented to the corner with a slight emphasis to the more prominent shopping street.

Corner buildings should highlight the block by being larger or having a dominant building element that sets them off from the rest of the street—for example, an angled plane or rounded corner where the two adjacent walls meet, a corner tower, a larger sign panel, canopy, or cupola.

## **Building Materials**

### ***Established pattern***

Downtown's architectural fabric is for the most part composed of materials from the list below. Most buildings typically employ one material for the walls and use one or two other materials for trim details. This is particularly true for brick buildings which incorporate limestone or terra cotta for accents such as the window surrounds, pilasters, or cornice. In places, one color of brick is used for the façade and a secondary brick color or differently shaped brick is used for accenting the main brick walls. No single brick color dominates downtown.

## ***Guideline***

The following materials should be considered the primary palette for downtown. These are the materials that predominated historically and therefore are the traditional materials. The intent is not to replicate historic structures with these guidelines but to note where and how materials are used. Modern interpretations of these applications are welcome in new construction. New materials should approximate scale, massing and texture of the established pattern but at the same time materials should be what they are.

Renovation of existing buildings should respect the historic materials generally, but could depart in limited contrasting ways to differentiate new changes from the original.

For new construction, appropriate non-traditional materials may be substituted, but should relate to their context in some way through expression of scale and texture.

Buildings should be composed of one primary material and a secondary, contrasting trim material for upper story window lintels and sills. The cornice can be composed of third material. Building finishes should complement the targeted market and historic fabric of the district. One way to achieve this is by using indigenous materials and local designers and craftsmen to design and fabricate functional portions of the lower store front, such as tile work or millwork. Integrate native building materials when possible in order to keep more money in the local economy and avoid "cookie cutter" approaches often imposed by chain stores' standard plans.

### Building Walls

- Brick
- Cut stone
- Glazed brick
- Pressed metal

### Window Hoods

- Terra Cotta
- Limestone
- Pressed metal
- Brick
- Cast Iron

### Cornices

- Brick
- Limestone
- Pressed metal
- Terra Cotta

### Lower Storefront Supports

- Cast iron
- Steel
- Brick
- Wood

### Bulkheads

- Tile with a medium or high sheen

- Marble
- Wood
- CMU's with a smooth face or dressed with a smooth stucco finish

### Prohibited Materials or Uses

- New materials should not cover older or historic materials
- Use of cement stucco and exterior insulation and finishing system (EIFS) or acrylic stucco is discouraged from being placed over older or historic materials. These materials should be confined to new construction and rear additions and should not come within three feet of grade so that adverse winter conditions don't compromise its integrity.
- Fiber cement siding should not be used on elevations visible from primary and secondary shopping streets.
- Unfinished or bare CMUs (concrete masonry units) should not be used as the primary material. CMUs should not constitute more than 20% of elevations visible from primary shopping streets. CMUs should be used in conjunction with other masonry materials or employ a colored grout. A smooth or ground face CMU could be used as an accent material in a storefront such as a bulkhead in conjunction with a colored mortar.

- Shiny or high gloss materials such as mirrored surfaces (including upper store windows) should not be used.
- Reflective or tinted glass should not be used.

## Upper Facade Windows

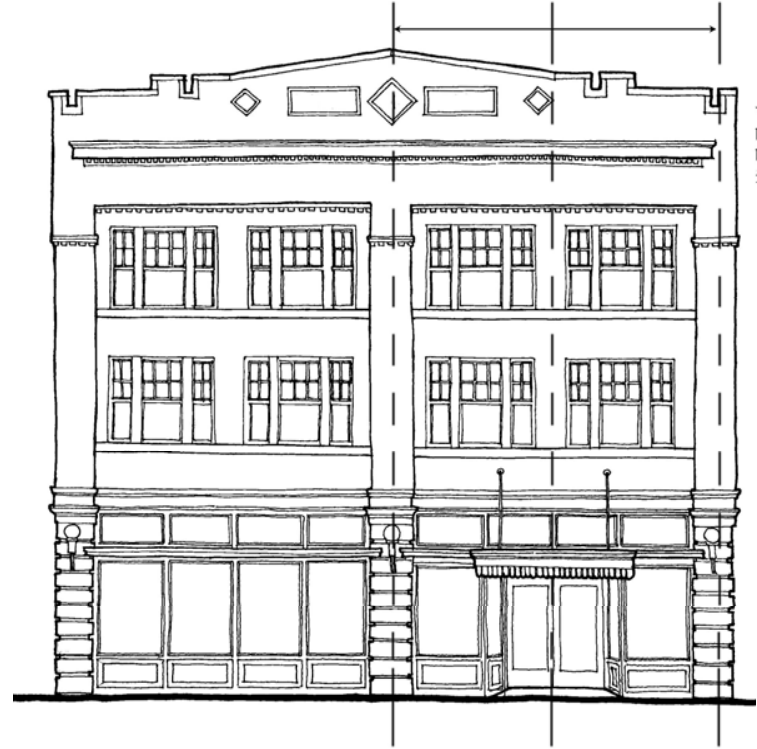
### *Established patterns*

- Typical windows are set into the building openings or are bay windows projecting out from the wall. Most are recessed from the face of the wall by three to four inches, which creates shadow lines.
- The majority of windows are rectangular in shape, with individual window units having at least a two-to-one or four-to-one vertical orientation and an area of at least 25 square feet.
- Many of the window openings in downtown are tall, as much as nine feet in height.
- Windows are typically double hung one over one. Vertical casement windows are likely later replacement units.
- Almost all upper story windows are operable.
- The upper sash and bottom sash are typically the same size, or the upper sash is about 40 percent the height of the bottom sash size.
- Windows are sometimes grouped together to form a rectangular window band. When banded together, a five or six-inch vertical structural mullion provides separation.
- The ratio between upper facade wall materials to windows is about 60 percent solid and 40 percent windows.
- The sills and lintels are made of materials that contrast with the upper wall materials. Often these elements are decorative metal or masonry such as stone or brick turned on edge; they are usually set slightly forward of the primary wall plane to create a shadow.
- Window sills are all aligned at the same height within a facade and have sills which are close to the upper floor levels. The tops of some windows do vary in height and shape which establishes a hierarchy of windows.
- Most of Petoskey's windows are either flat on top or have a shallow or segmented arch.
- Windows are laid out in a regular rhythm and the overall patterns are symmetrical, with windows or banks of windows centered within their section of the facade. Some buildings also feature transoms above the second story windows.

- Windows are generally surrounded by about a two and one half-inch brick mold (trim).
- Double-hung window sashes have visually substantial stiles and rails.
- The window sticking pattern is primarily a simple double hung window.
- Bay windows are common in downtown Petoskey. The common design characteristic of these windows is that the side of the bay that projects from the building is at approximately a 45-degree angle to the front wall plane and the roofs are steeply pitched making the metal roofing material highly visible.

### *Guidelines*

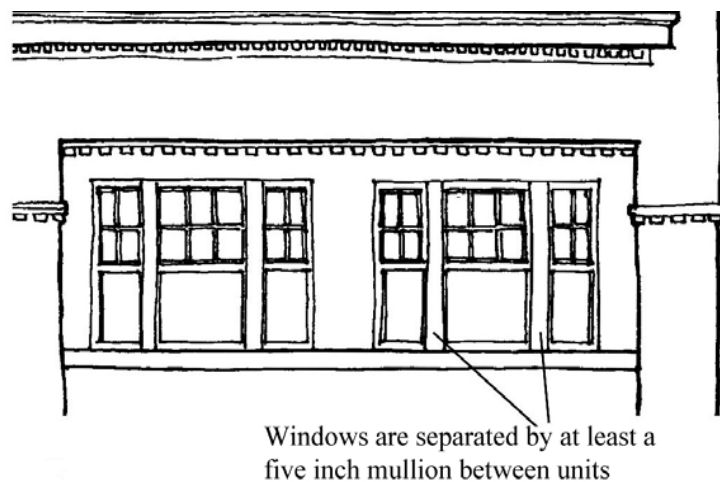
- When the structure is two floors or more, the windows should occur with some degree of regularity and should align with some degree of regularity with the windows on adjacent floors. The layout of the windows should correspond and enhance the layout of the lower façade elements. (See figure 21).
- Windows should be laid out in a regular rhythm horizontally and the overall pattern should be symmetrical, with windows or banks of windows centered within the bay in which they're located (See figure 21).



**Figure 21** Windows should relate to each other horizontally and vertically

- Windows should be cut into the building or be in the form of bay windows. When cut into the facade, they should be recessed from the front facade by three to four inches.
- The majority of windows should be rectangular in shape and at least 16 square feet in area.

- Individual window units should have about a two to one vertical orientation.
- Windows can be grouped together to form a rectangular window band.
- When grouped together, there should be about a five to six inch vertical structural mullion between windows (Figure22).



**Figure 22** Windows should be separated by a 5" - 6" mullion

- The ratio between upper façade wall materials to windows should be about 60 percent solid and 40 percent windows.
- The sills and lintels should be a material that contrasts with the upper building's wall materials, such as stone or brick turned on edge.

- Window sills should be aligned at the same height, but the tops of windows may vary in height and shape.
- Windows should be either double hung or vertical casement windows and shall be designed to be operable.
- Windows should be surrounded by an approximately two and one half-inch brick mould.
- Double hung windows should have about a three-inch stile and bottom rail and a two-inch top rail.
- Ideally upper window mullions should be a lighter color as this will create a greater contrast with the glass and thus will help the building "read better" architecturally.
- The side of a *bay window* should project from the building wall approximately at a 45 degree angle to the front wall plane with the roof pitched steeply upwards making the roof material highly visible. The roofing material should be metal.

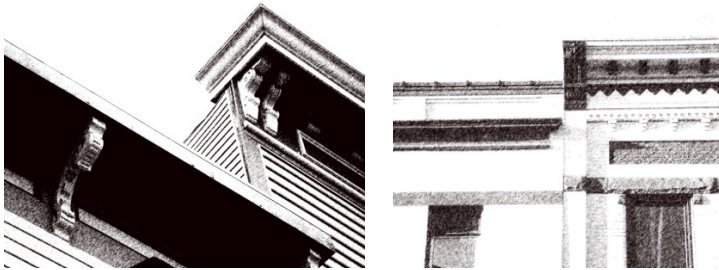
## **Cornices or Parapet Walls**

### ***Established Patterns***

Most front and side walls of buildings terminate in a cornice or parapet wall. No major roof forms are visible above the top of the

front and side wall planes. The existing cornices exhibit the following characteristics:

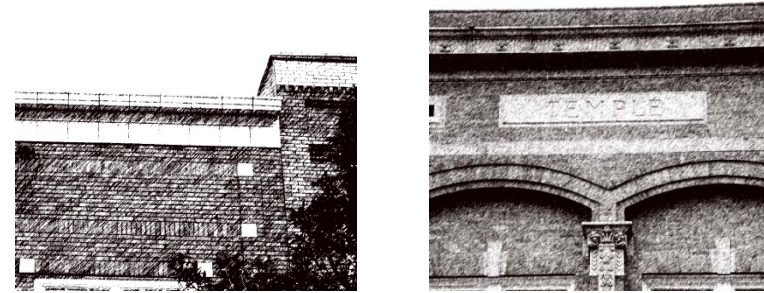
- The height of these elements is between 10 and 20% of the upper facade height.
- Cornices are expressed by changes in material colors, patterns or material.
- Petoskey still has many exceptional original tin and wooden cornices, which are unfortunately often removed due to lack of maintenance (Figure 23 & 24)



**Figure 23** Downtown still has a wide variety of its original cornices

- The cornices are usually about two to three feet in height and project from the front wall plane by 18 inches to 24 inches.
- These cornices are typically a flat design with consistent bracket size.

- Bracket size varies from cornice to cornice with some being a small regular pattern and others bulky.
- Projecting cornices are composed of built up masonry or stone, or metal. Several cornices are composed of terra cotta bands with a slight projection.



**Figure 24** Downtown still has a variety of its original cornices

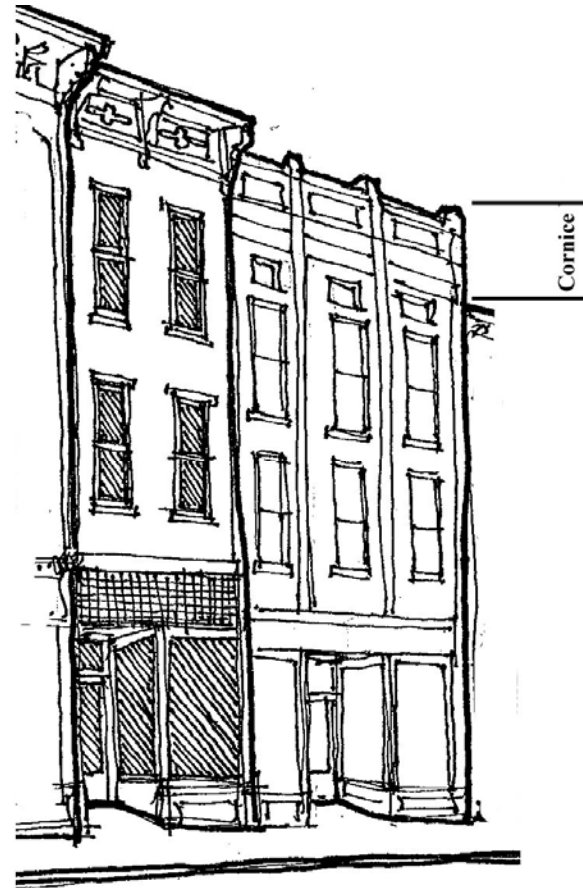
- All cornices are symmetrically laid out (horizontally).
- The parapets and cornices are predominately flat. A few are stepped or incorporate a gable with about a 10-15 degree pitch from the horizontal.
- The building's bays, pilasters and fenestration are sometimes expressed through vertical elements in the cornice.

### ***Guidelines***

Each building should have a cap on the top of the front wall to reinforce the “skyline” of the street. The complexity of elements making up the skyline will obviously vary with the style of

architecture. Portions of the cornice should have some projection from the front façade to give it visual depth and to create a greater sense of enclosure to the street.

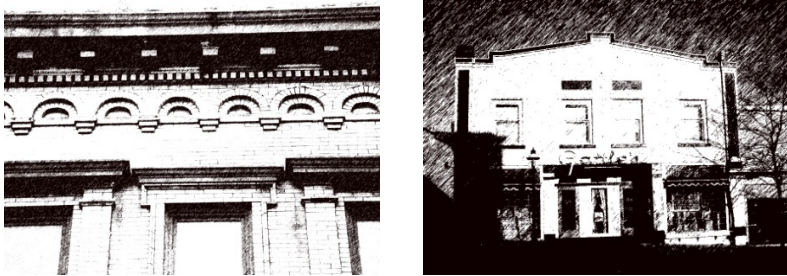
- The height of these cornice elements can be anywhere between 10% and 20% of the upper facade height and should be composed of built up masonry, stone, metal, painted fiberglass and terra cotta (Figures 24 and 25).



**Figure 25** Cornices should make up between 10% and 20 % of the upper facade

- Some of the cornice elements should project at least three inches from the front wall plane but no more than two feet from the facade.
- The cornice should be laid out symmetrically (horizontally).

- The parapet or cornice shape should be flat, stepped or incorporate a gable with about a 10-15 degree pitch from the horizontal (Figure 26).



**Figure 26** Cornices should be either flat, stepped or incorporate a gable.

- The use of brackets is encouraged.
- If the cornice is part of a building larger than 50 feet, it should be broken into modules of 25 feet. Appropriate changes in height or pattern can accomplish this.
- The use of two or three contrasting colors to highlight details is encouraged.
- Bays or pilasters can be expressed through vertical elements in the cornice line.
- Cedar shingle mansards are not appropriate.

## Storefront Entrances

### Grade Change

#### *Established Pattern*

Right now the majority of downtown's corner buildings have only one transparent display window facade, while the adjacent street's blank facade indicates that it is the load bearing wall of the structure (Figure 27). This pattern is quite common in older buildings due to the materials and construction methods of the time. This orientation establishes the more transparent elevation as the favorable street for retailing and establishes a more opaque facade on the other creating disconnect between the two shopping streets.



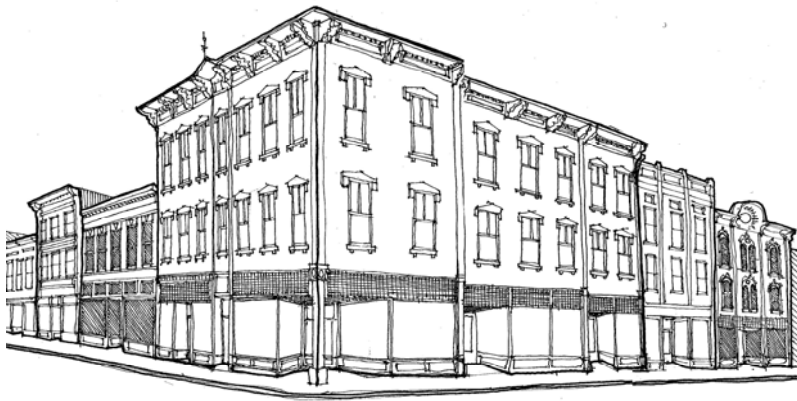
**Figure 27** Historically one elevation of corner buildings had to be the load bearing wall (401 East Lake Street)



### ***Guideline***

With today's materials and technology it is possible to construct a building that helps tie two commercial streets together. The following guidelines are to be followed when constructing a new building in the B-2 zoned area of downtown:

- New corner buildings should have an equal percentage of glass and detail on both streets within the primary shopping district (Figure 28)



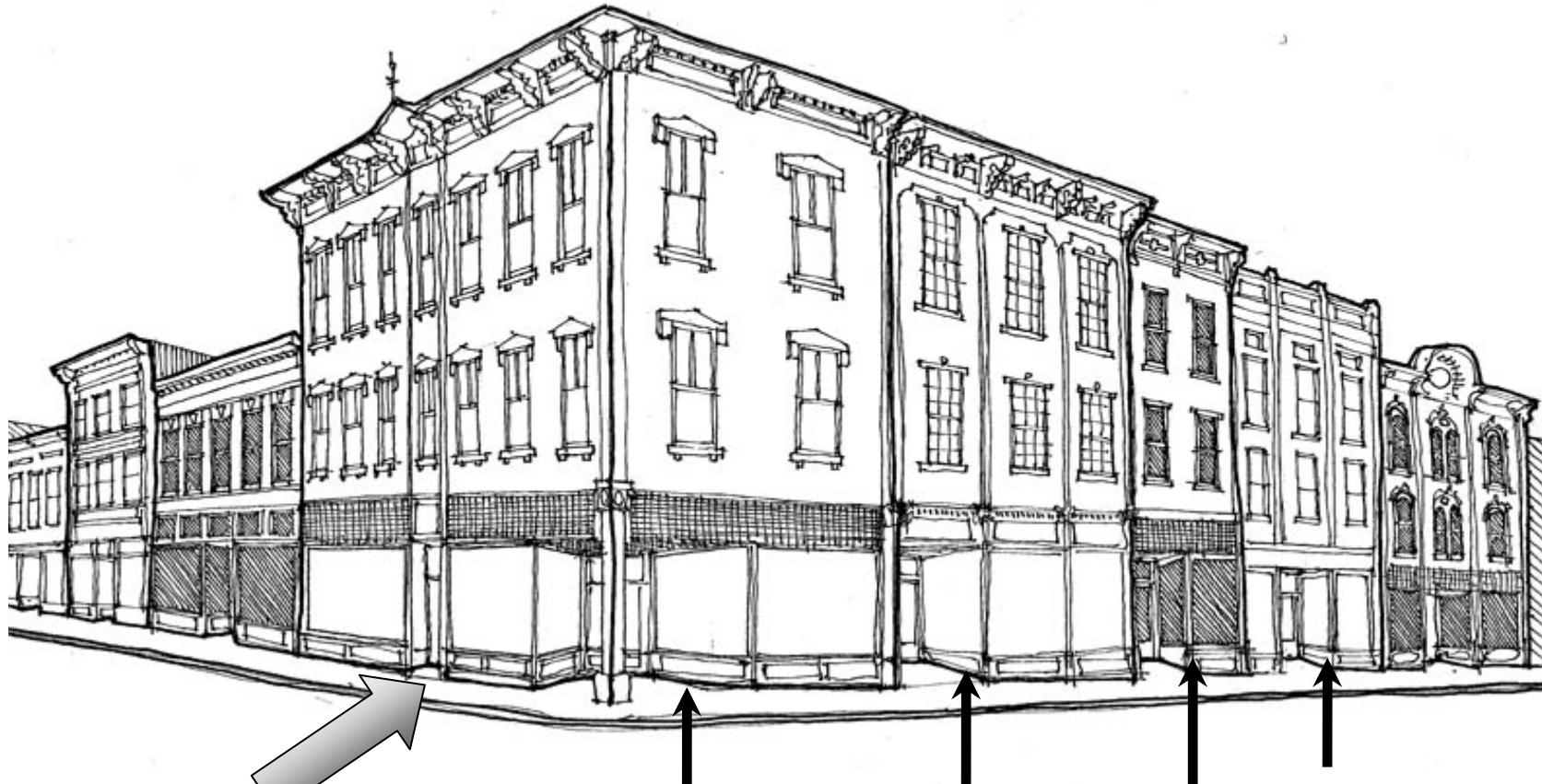
**Figure 28** Infill corner buildings should equal amounts of glass facing both streets

- Designs for new construction on corners should place an equal emphasis on both elevations so that strong pedestrian connections are made on adjacent retail streets.

- Storefronts should follow grade on elevations fronting primary shopping streets (Figure 29).
- Storefronts should have at least one entrance every 50 feet, and preferably one entrance every 25 feet.
- No more than two and one half feet of the foundation wall should protrude above grade. This surface should have a finished appearance (see bulkhead designs)
- Entrances should be oriented to the primary shopping street or the corner.
- Large institutional uses, such as theaters, who don't need display windows or retailers who don't want display windows along primary shopping streets can have a primary entrance on the street, but their uses should be to the rear of the first floor. The front should have a retail edge. For example, grocery stores and theaters could have their primary entrances at the street edge with the rest of the building set back from the lot line. This would allow the developer to build retail in front of the building to maintain the retail edge along the street.
- If the developer needs to provide a larger, contiguous floor plane then this can face one primary shopping street and the adjacent side street can have a series of storefronts lining the edge of the larger floor plate. The series of smaller storefronts can follow grade.

- All guidelines for storefront windows and transoms should be followed.

Figure 29 Use a series of “liner” storefronts along one edge when a new development needs a large, contiguous floor plate on a site that has topographic relief



Larger , contiguous floor plate is at grade behind “liner” storefronts.

Separate smaller “Liner” storefronts follow grade downhill where solid arrows are

## Midblock Store Front Entrances

### *Established Pattern*

Entrances are slightly recessed from the front lot line, typically by the width of the door. Very infrequently is this depth greater than the width of the door.

### *Guideline*

The primary storefront entrance or foyer should only be set back from the sidewalk by about five feet. The building may have a further recess if necessary but the remaining facade should be a zero lot set back along the primary shopping street. This entrance should be given greater design emphasis in relation to other entrances. Each storefront should have its own entrance and remain open during business hours. Storefronts can have secondary entrances but the primary entrance needs to be open during business hours.

## Storefront Windows and Transoms

### *Established Patterns*

The lower portions of the typical store front are composed of elements that make this space read as a strong, mostly clear, horizontal band from about 18 inches to about 12 feet in height. Display windows and transoms combined account for about 80 percent of this space being glass. The majority of display windows remain but most have been modernized at some point. Unfortunately some smoked and tinted glass and smaller

windows have replaced the traditional storefronts as buildings have been remodeled.

Downtown Petoskey's commercial stock retains a great collection of transom windows. These windows are directly above the display window. The dimensions of the windows are as wide as the display window and about 18 inches to two feet in height.

### *Guideline*

Store windows should be clear glass to allow for visibility of the interior space. Clear glass is defined as having 85% light transmission factor. Tinted, mirrored, or smoked glass should be avoided at all costs on the first floor. Greater transparency increases the ability of potential customers to see displays, but also improves security on the street by making pedestrians feel safer and allowing the interiors of businesses to be more easily viewed by security officers. New storefront display windows should avoid small panes of glass or a series of smaller windows ganged together. This makes it harder to see the merchandise.

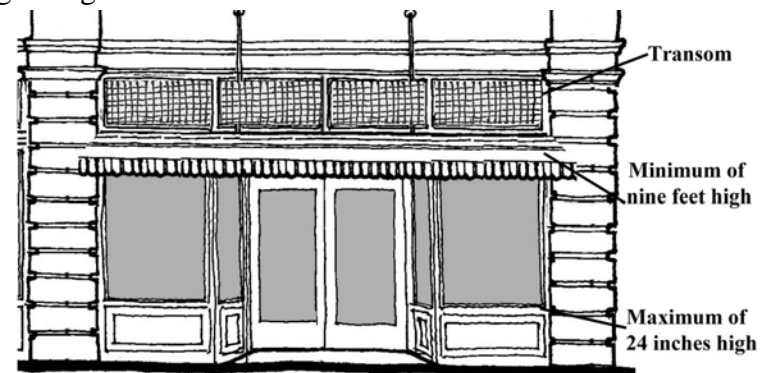


Figure 30 Store fronts should encourage transparency from 2' to 9' above grade

All storefronts should feature this level of transparency from at least 2 feet to nine feet in height (Figure 30). The transparency factor allows for greater interaction between the public realm of the street and semi-private realm of the store interior, establishing an environment where the pedestrian is more inclined to explore and to buy.

All storefront display windows should allow visual penetration from the front of the store window to the first ten feet of the interior space. If offices occupy the first floor and privacy is required, then interior partitions can be placed a minimum of 10 feet from the front window.

There should be transom windows above display windows. Transom elements should be decorative with a smaller-scale, square or rectangular pattern and can feature colored or frosted glass. Transom windows should be about two feet in height and their widths should align with the display window patterns below them (Figure 30).

Window displays should not occupy more than 35% of the window space.

## **Lower Storefront Cornices**

### ***Established Pattern***

In two-story buildings, the top of the lower storefront is separated from the upper façade by a linear cornice, subordinate to the more dominate cornice at the top of the store.

### ***Guideline***

Establish some type of linear device that is three-dimensional right above the transom window to help “frame” the lower storefront and distinguish the lower storefront from the upper storefront. This element should only be as wide as the outside of the display windows.

## **Bulkheads**

Bulkheads are typical elements of storefronts. They are that portion of the storefront that is between the display window and sidewalk. Bulkheads raise merchandise displays more into the customer’s field of vision and they protect the bottom of the display window from damage.

### ***Established Patterns***

- Bulkheads are about 18 inches to 24 inches in height and are divided into bays by column supports.
- Each bay is about eight feet to 16 feet.
- The bulkheads are expressed in metal, mosaic tile, granite, terracotta, limestone or decorative brick patterns.
- The majority of the bulkheads project back from the front of the display window sill by two to three inches.

### ***Guidelines***

- Bulkheads should be no more than 24 inches in height and divided into bays of eight to sixteen feet
- The width of the bays should be in some proportion to or correspond to the building's layout.
- The bulkhead frame should sit in front of the display window by two to three inches. If the bulkhead projects more than this, there should be a sill with a 30 degree slope to it to promote drainage and discourage loitering.
- The following materials should be used: metal such as copper or buffed aluminum, mosaic tile, granite, terracotta, limestone or decorative brick patterns and recessed wood panels.

## **Mechanical Equipment**

### ***Established Pattern***

Currently most mechanical equipment is only visible from the upper floors of buildings. None of this equipment is visible from any of the primary shopping streets except some portable air-conditioning units over doors and in upper story windows.

### ***Guideline***

No roof top mechanical equipment should be visible from the ground level of primary and secondary shopping streets. This can be avoided by:

- Raising the parapet at the roof edge enough to conceal the equipment;
- Placing it on the ground behind the building and screening it with plant materials or fencing; or
- Recessing it farther back from the roof edge.

Air-conditioning units over doorways should be relocated if at all possible so that they're not visible or should be concealed by an awning. Upper story windows should not have room AC units that overhang the sidewalks.

## **Parking**

### ***Established Pattern***

Downtown Petoskey has a mix of public and some private surface parking lots. All public parking is either on street or in surface parking lots. The abundance of the surface parking lots is starting to tip the balance in downtown from being a pedestrian-oriented space to a more vehicle oriented environment. Off-street parking lots have created gaps in the street wall, disrupting the sense of enclosure to the commercial street and interrupting activities that make the street an interesting place for people.

## ***Guidelines***

Expanses of pavement and parked cars create a visually harsh environment that adversely affect downtown's image. Downtown can maintain its pedestrian orientation through application of the following guidelines.

- Additional parking should be located behind the building or in city-owned parking lots. Public ownership should help ensure that the lots are well-designed and laid out efficiently and managed in the community's best interest.
- Additional surface parking lots that front commercial streets in the B-2 zoned area of downtown should not be allowed.
- Surface lots should be behind retail structures so that the retail edge along the primary shopping street is left intact. In addition, the primary entrance for buildings that these lots serve should be immediately off the primary shopping street. If rear entrances are built then they should be secondary in importance and stature to the primary entrance. The primary entrance is to be left open during business hours.
- When landscaping surface parking lots, install a three-foot high, semi-transparent screen wall and complimentary landscaping to reduce the visibility of parked cars from the street and the pedestrian corridor. For security, a clear zone should be maintained, between four to eight feet in height, to ensure that the interior of the parking lot is visible from the street. Interior landscaping is recommended, including islands defined by curbs and planted with shade trees.
- Coordinate decorative light fixtures and parking identification signs with the rest of the downtown to help build downtown's brand identity.
- New parking structures shall have a first floor retail edge along streets, or a non parking use. Any new parking structure should adhere to the guidelines in this document so that the structure looks more like a commercial building than a parking structure along its most visible sides. If possible, the project should place a building in front of the garage to conceal the garage. The height of the structure should not be more than three stories unless this limit results in a project's financial infeasibility. Subterranean parking levels would not count towards the height limitation.
- Entrances to parking lots should be off alleys and not streets. Parking lots and structures should not be accessed from a corner. Any entrance to a parking lot or structure should not be wider than two lanes or about 30 feet.

## **Refuse Containers**

### ***Established Pattern***

Currently many businesses have their garbage dumpsters directly visible in alleys which create visual chaos and are unpleasant, as some alleys are used quite regularly by pedestrians walking from parking lots to buildings.

### ***Guidelines***

Trying to accommodate this guideline will be challenging for some of the smaller, uniquely shaped and positioned lots in downtown. For newly constructed buildings on lots over 5,000 square feet, dumpsters should be either internal to the building they are intended to serve, or external to the building subject to the following standards:

- If dumpsters cannot be located inside the building they serve due to unique conditions, they should not be visible from the primary shopping streets.
- Dumpsters should be screened on all sides with a minimum six foot-high wall.
- Pedestrian and vehicle access should be screened by a solid operable gate of the same height as the wall. The walls, gates, and doors should be attached to the exterior walls of the

principal structure and finished with the same exterior materials as the principal structure. However, gates may be constructed of contrasting metal.

- Refuse containers should be placed on a concrete pad with sufficient strength. The containers themselves should be enclosed on all sides with an operable door for inserting refuse.
- A common refuse container, preferably a trash compactor, may be shared between uses on separate lots that do not have sufficient area to store refuse with the submittal of a shared access agreement signed by all parties involved including the City of Petoskey. The refuse container shall comply with the screening requirements listed above.

## **Sidewalk Dining**

### ***Established Pattern***

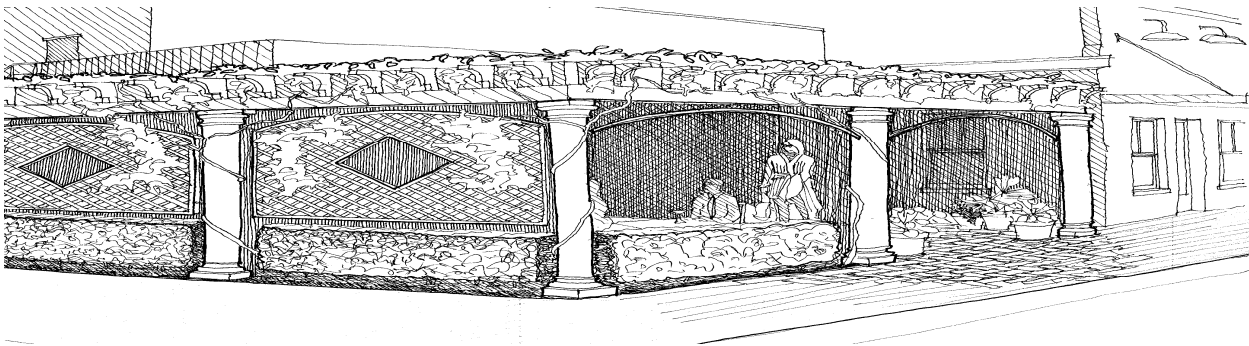
Several businesses have regular summer dining either on public sidewalks or in private courtyards adjacent to the dining establishments. These are licensed by the City of Petoskey, as well as the Michigan Liquor Control Commission for those that serve spirits.



### ***Guidelines***

Sidewalk dining should be encouraged to help build a livelier street environment for pedestrians. Encourage restaurants to add some table lighting so that the restaurants appear livelier at night

and use low volume background music. Restaurants are also encouraged to use retractable storefronts in order to adjust to weather conditions. Some portion of the sidewalk must be maintained as a pedestrian way for barrier free access.



**Figure 31** Sidewalk dining areas should be added to help encouraged to help build a livelier street environment for pedestrians.

## Implementation

Beautiful, historic downtowns are created and maintained one project at a time. The Downtown Design Guidelines shall be considered to be the standard of care for all future design in the downtown district, providing prescriptive design guidelines for all future projects. Property owners, business owners, and designers who propose to do work in the downtown are strongly encouraged to become familiar with the Design Guidelines document and its application to their proposed projects.

Projects that apply for grants under the Downtown Management Board (DMB) Façade Improvement Grant Program are required to comply with the proscriptive requirements of this document. Further, the DMB Design Committee shall review all such projects for their merits and compliance with the intent of the Design Guidelines. Projects that apply for other forms of assistance through the auspices of the DMB are also required to understand and comply with the spirit and intent of the document. DMB may direct the Design Committee to review such projects as required.

Projects that do not involve DMB assistance are encouraged to understand the spirit and intent of the Design Guidelines.

Although compliance is voluntary, good projects will follow these prescriptive guidelines anyway as it is the right thing to do. The DMB Design Committee will review any proposed project upon request.

### Incentive Programs

A Façade Improvement Grant Program has been developed by the Downtown Management Board to encourage property owners to use the design guidelines. Owners voluntarily may take advantage of these programs, but when they do, compliance with the guidelines is required to receive the benefits of the programs.

The Façade Grant Program provides financial assistance to property owners or tenants seeking to renovate or restore commercial building exteriors. This program is intended to improve the physical appearance of businesses and enhance Downtown Petoskey. Grant funds are made available through the Parking Fund which is administered by the Downtown Management Board (DMB).

### Goal of the Program

The goal of the program is to preserve historic facades, achieve quality façade improvement, and encourage economic investment within Downtown Petoskey. The DMB believes that by providing

incentives to spur preservation, revitalization and reinvestment in structures within Downtown, it will create a more attractive downtown as well as greatly complement the economic development goals of the 2007 HyettPalma Downtown Blueprint.

### **Program Description**

This physical improvement grant provides a matching grant for facades. For every dollar that is awarded, the applicant must spend a minimum of a dollar. It is a competitive grant program. Individual grant amounts will be up to 50% of the project cost estimate or actual project cost, whichever is less.

### **Eligible Applicants and Properties**

Property owners or leaseholders of commercial property within the DMB boundaries are eligible to apply. In the case where the leaseholder is the applicant, the permission of the property owner is required.

All existing commercial or mixed use buildings located within the DMB are eligible to receive funding. Property taxes and other City accounts must be current. The business owner must have a City of Petoskey business license.

### **Eligible Improvements**

All grant funded improvements must be permanent and fixed in type and/or nature. Improvements must meet all State of Michigan and City of Petoskey code requirements including zoning, building, and safety codes. The applicant must obtain all necessary permits and pay any corresponding fees.

The DMB, upon recommendation from the Design Committee reserves the right to determine the eligibility of all items in a project's scope of work. Eligible items include, but may not be limited to:

- Façade rehabilitation
- Storefront repair or rehabilitation
- Door and window repair and replacement
- Exterior painting
- Masonry cleaning and/or repair
- Awnings
- Lighting
- Hardscape services
- Roof repair/replacement if roof is a significant architectural element of the building and is visible from street level in the immediate vicinity of the building.

All improvements must be initiated within six months and completed within one year of receiving approval to proceed with the project. If the applicant has not met these requirements, the DMB will re-evaluate the status of the project. At its discretion,

the DMB reserves the right to cancel or extend the funding commitment.

### **Evaluation Criteria**

The Design Committee's decision to accept an application will be based on available funds, the merits of the proposed project, and the support it provides to the general beautification of Downtown Petoskey. **All approved projects will meet the criteria presented in *Downtown Petoskey's Design Guidelines* document.** The following issues will be taken into consideration when reviewing the applications:

- Appropriateness to the original, historic façade of the building
- Significant improvement of the visual appearance of the building and surrounding area
- The level of investment being made to the property
- Collective participation of adjacent property owners, if applicable

If funding is not approved, applicants are encouraged to reapply during a future grant cycle.

## Secretary of the Interior's Standards for Rehabilitation

The guidelines presented in this publication are based on the *Secretary of the Interior's Standards for Rehabilitation* which was developed by the Secretary of the Interior and the National Park Service to determine if a building rehabilitation qualifies as a Certified Rehabilitation for the Federal and State Historic Preservation Tax Credit program. Many of the buildings in downtown Petoskey could be eligible if listed as on the National Register.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will 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 elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size,

scale and proportion, and massing to protect the integrity of the property and its environment.

10. New additions and adjacent or related new construction will 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.

## Definitions

**Architectural Character:** The overall effect of elements which comprise a building or group of buildings, including style, materials, color, fenestration, height, size and other building design details.

**Awning:** A framework covered in fabric or metal projecting from the façade of a building located on a storefront or individual window openings. The primary purpose is to shade the interior of the building and provide protection to pedestrians.

**Bulkhead/Kick plate:** The metal, wood, stone or brick panel located beneath the display window in a typical storefront.

**Canopy:** A flat metal structure used to shelter pedestrians on the sidewalk that projects out from a storefront at a right angle and is usually suspended with chains, rods or brackets.

**Cornice:** A projecting ledge consisting of several profiles and moldings or ornamentation that crowns the top of a storefront or façade.

**Design Guidelines:** Recommendations describing general design criteria for urban development.

### **Display Windows:**

A first floor window for presenting merchandise found directly above the bulkheads and below the transoms. This window is clear glass with little or no tint so that the merchandise's visibility is unimpeded.

**Double-Hung Windows:** A window with two sashes that slide up or down.

**Efflorescence:** Usually a white powdery crust formed on bricks or other masonry as a result of water penetration and crystallization.

**Facade:** Usually, the front face of a building but can be considered any exposed elevation.

**Fenestration:** The arrangement of windows and doors, particularly along the front or that portion of a building facing the street.

**Lintel:** A horizontal structural element over a window or door opening that supports the wall above.

**Lower Storefront Façade:**

The lower storefront consists of storefronts consists primarily of display windows, transom windows and bulkheads or kick plates beneath. The window glass is clear glass with little if any tint. Most of the lower storefront façade will be even with or slightly recessed from the front lot line of the building.

**Lower Storefront Cornice:**

A projecting ledge consisting of several profiles and molding or ornamentation that crowns the top of the storefront often found directly above the transom. The lower cornice is usually subordinate in scale, projection and overall massing in relation to the upper cornice.

**Parapet:** The portion of the wall of a façade that extends above the roofline.

**Party Wall:** A common wall that supports two different structures usually running perpendicular to the front façade. Evidence of this wall is usually visible from on top of the roof.

**Pedestrian-oriented Commercial Street:** A street characterized by a narrow right-of-way, multiple storefronts, high volumes of pedestrian traffic and relatively few breaks in the streetwall. These streets generally have smaller retail establishments, which serve the local neighborhood.

**Recessed Entry:** A door that recesses into the side of a building to form two walls on either side of the door. The recess from the

front wall plane is usually deep enough so that the door does not swing past the front of the display window.

**Sash:** The operable portion(s) of a window consisting of a frame designed to hold the glass.

**Scale:** Generally refers to the relative size of a building, street fixture, sign or other architectural element.

**Sign Board/Fascia:** A horizontal panel of either wood or an inset in a brick wall located immediately below the cornice. It is usually an ideal location to place a sign.

**Sill:** A horizontal element at the bottom of the window usually about 4-6 inches in height and a width that exceeds the width of the window

**Spalling:** The breaking off of stone or brick chips due to water damage or other structural material failures.

**Storefront:** Usually considered the first story of a commercial building façade where the primary entrance and display windows are located.



**Streetscape:** The totality of the design elements along the public right-of-way, including buildings, streetlights, sidewalks, landscaping, furniture signage and awnings.

**Streetwall:** The vertical plane created by building facades along a street.

**Transom:** Smaller sets of windows usually above a door or display window.

**Upper Cornice:** A projecting ledge consisting of several profiles and molding or ornamentation that crowns the top of the storefront often found directly above the uppermost windows or transom windows. The upper cornice dominates in scale, projection and overall massing in relation to the lower cornice.

**Upper Façade:** The upper façade consists of the cornice, upper wall plane, and upper windows. The upper façade is usually more opaque than the first floor with the ratio between upper façade wall materials to windows about sixty percent solid and forty percent windows.

**Upper Wall Plane:** A predominately opaque membrane punctuated by windows in multiple story buildings. The ratio of opaque materials to windows is about sixty percent materials and about forty percent windows. The upper wall plane materials are usually brick, stone, pressed metal or wooden clapboards. The upper wall is usually not significantly recessed from the front lot line of the building and usually is the same plane as the outer most edges of the lower storefront.

**Upper Windows:**

- Windows are typically laid out in a symmetrical manner with the all of the window sills at the same height. Window height and width vary but generally the proportions are at least two to one vertical orientation and the windows are at least 16 square feet. Windows usually consist of an operable upper and lower sash with the upper sash having sufficient depth to cast a shadow on the upper portions of the lower sash. The overall window should be recessed from the front façade by three to four inches. Window glass is clear with little if any tint.

# Federal Reinvestment Tax Credit and Financial Assistance

## *Tax Credit Incentives*

### *Federal Tax Credits*

The Federal Historic Preservation Tax Incentives are available for buildings that are National Historic Landmarks, that are listed in the National Register, and that contribute to National Register Historic Districts and certain local historic districts. Properties must be income-producing and must be rehabilitated according to the *Secretary of the Interior's Standards for Rehabilitation*. Jointly managed by the National Park Service and the Internal Revenue Service in partnership with the Michigan State Historic Preservation Offices, the Historic Preservation Tax Incentives program rewards private investment in rehabilitating historic buildings. Current tax incentives for preservation include:

- 20% tax credit for the *certified rehabilitation* of *certified historic structures*.
- A 10% tax credit for the rehabilitation of *non-historic, non-residential* buildings built before 1936.

For both credits, the rehabilitation must be a *substantial* one and must involve a *depreciable* building.

### *Michigan Historic Preservation Tax Credits*

Homeowners, commercial property owners, and businesses that rehabilitate historic commercial and residential property may qualify for tax credit up to 25% of the cost of the qualified rehabilitation. To qualify, expenditures must be for work that is planned and undertaken in conformance with the Secretary of Interior's Standards for Rehabilitation, and certified by the State Historic Preservation Office.

Contact the State Historic Preservation Office at (517) 373-1630. Learn more at [www.michigan.gov/shpo](http://www.michigan.gov/shpo).

## Sources for Further Information

### *Technical Information*

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*Brief #1: Assessing Cleaning and Water-Repellent Treatments for Historic Buildings.* Robert C. Mack, FAIA and Anne E. Grimmer. Washington DC: National Park Service, 2000.

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### *General Information*

National Park Service Preservation Briefs:  
<http://www2.cr.nps.gov/tps/briefs/presbhom.htm>

Illustrated Secretary of the Interior Standards for Rehabilitation:  
<http://www2.cr.nps.gov/tps/tax/rhb/index.htm>

Checklist for Rehabilitating Historic Buildings:  
<http://www2.cr.nps.gov/tps/cheklist.htm>

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