

**CITY OF MUSKEGON
HISTORIC DISTRICT COMMISSION
REGULAR MEETING**

DATE OF MEETING: Tuesday, August 7, 2018
TIME OF MEETING: 4:00 p.m.
PLACE OF MEETING: **Conference Room 203, City Hall**

AGENDA

- I. Call to Order
- II. Approval of Minutes of the regular meeting of July 11, 2018
- III. New Business
 - Case 2018-23 – 1179 4th – Residing
 - Case 2018-25 – 458 W. Webster – Garage Rehabilitation
 - Case 2018-26 – 477 W. Western – Sign
- IV. Old Business
- V. Other Business
 - Case 2018-24 – 185 Strong – Demolition (Shed)
 - HDC Local Standards Review – Signage
- VI. Adjourn

“We admire that which is old not because it is old, but because it is beautiful.” Winston Churchill

AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETING OF THE
CITY COMMISSION AND ANY OF ITS COMMITTEES OR SUBCOMMITTEES

The City of Muskegon will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting, upon twenty-four hour notice to the City of Muskegon. Individuals with disabilities requiring auxiliary aids or services should contact the City of Muskegon by writing or calling the following: Ann Marie Cummings, City Clerk at 933 Terrace Street, Muskegon, MI 49440 or by calling (231) 724-6705 or TTY/TDD: Dial 7-1-1 and request that representative dial 231-724-6705

II. MINUTES

CITY OF MUSKEGON HISTORIC DISTRICT COMMISSION MINUTES

July 11, 2018

Chairperson J. Hilt called the meeting to order at 4:00 p.m. and roll was taken.

MEMBERS PRESENT: J. Hilt, L. Wood, A. Riegler, K. Panozzo, S. Radtke, D. Warren

MEMBERS ABSENT: S. Kroes, excused

STAFF PRESENT: J. Pesch, D. Renkenberger

OTHERS PRESENT: K. Vander Kodde, 550 W Western Ave; W. Kendrick, 314 Monroe Ave.; M. Ferriby, 339 Houston Ave.; M. Cherney, 1643 Peck St.; I. Collins, 320 Monroe Ave.

APPROVAL OF MINUTES

A motion to approve the regular meeting minutes of June 5, 2018 was made by J. Hilt, supported by K. Panozzo and unanimously approved.

NEW BUSINESS

Case 2018-17 – 550 W. Western Avenue. Exterior vents, AC units, and awnings. Applicant: Trilium Amazon Owners. District: Clay-Western. Current Function: Residential. J. Pesch presented the staff report. The applicant is seeking approval to 1) install five low-profile furnace vents painted to match the brick on the exterior of the building, 2) install five, 4-inch hooded vents painted to match the brick on the exterior of the building, 3) install five AC condensers screened behind the retaining wall at the NE corner of the building, and 4) remove the red awnings from the building façade.

K. Vander Kodde discussed the work being done at the Amazon building. They had discovered the venting issues while performing interior renovations. A. Riegler asked why they wanted to remove the awning. K. Vander Kodde stated that they weren't sure yet if the awnings would be removed permanently, but they wanted to obtain approval in advance in case they did decide to leave them off. They also asked that, if the HDC approved the removal of the awnings, would they be able to put them back up without further HDC action? A. Riegler stated that they would be allowed to re-hang the awnings if they were the same awnings that were removed. K. Vander Kodde asked about color and was advised that the HDC did not regulate colors. J. Pesch stated that replacement of the awnings could be left to staff to approve.

A motion that the HDC approve the request to 1) install five low-profile furnace vents painted to match the brick on the exterior of the building, 2) install five, 4-inch hooded vents painted to match

the brick on the exterior of the building, 3) install five AC condensers screened behind the retaining wall at the NE corner of the building, and 4) remove the red awnings from the building façade and allowing staff to approve reinstallation of the same or similar awnings if requested, as long as the work meets all zoning requirements and the necessary permits are obtained, was made by S. Radtke, supported by A. Riegler and unanimously approved, with J. Hilt, L. Wood, A. Riegler, K. Panozzo, S. Radtke, and D. Warren voting aye.

Case 2018-18 – 314 Monroe Avenue. Deck and Fence. Applicant: William D. and Judy Kendrick. District: Houston. Current Function: Residential. J. Pesch presented the staff report. The applicant is seeking approval to build a 300 square-foot deck with railings. They are also proposing to install a 6-foot tall, white vinyl fence around the back yard. This house is located in the new Midtown Square development, and the board has previously heard similar requests from other residents on this block.

W. Kendrick showed board members a picture of the proposed fence, which matched the style and color of their neighbor's fence. The deck would be constructed of treated wood with rails, and painted aluminum spindles. A. Riegler asked if the deck would be visible from the road. W. Kendrick stated that it would not; it would be in the fenced-in back yard.

A motion that the HDC approve the proposed 300 square-foot deck with railings and painted aluminum spindles, and the 6-foot tall white vinyl fence around the back yard, as long as the work meets all zoning requirements and the necessary permits are obtained, was made by L. Wood, supported by K. Panozzo and unanimously approved, with J. Hilt, L. Wood, A. Riegler, K. Panozzo, S. Radtke, and D. Warren voting aye.

Case 2018-19 – 320 Monroe Avenue. Fence and Deck. Applicant: Iesha Collins. District: Houston. Current Function: Residential. J. Pesch presented the staff report. The applicant is seeking approval to build a 6-foot tall, white vinyl fence enclosing the back yard, as well as a 10'x10' deck adjacent to the attached garage. This property was also in the new Midtown Square development and neighboring the property discussed in the previous case.

A motion that the HDC approve the proposed 6-foot tall, white vinyl fence enclosing the back yard, and a 10'x10' deck to be installed adjacent to the attached garage, as long as the work meets all zoning requirements and the necessary permits are obtained, was made by A. Riegler, supported by J. Hilt and unanimously approved, with J. Hilt, L. Wood, A. Riegler, K. Panozzo, S. Radtke, and D. Warren voting aye.

Three walk-on cases were also heard by the board.

Case 2018-20 – 339 Houston Avenue. Deck. Applicant: Martha Ferriby. District: Houston. Current Function: Residential. This property was also located in the Midtown Square development. The applicant requested to install a 16-foot x 26-foot wooden deck on the back of the house, which would cover the concrete patio that was already there.

A. Riegler asked if the back yard would be fenced. M. Ferriby stated that all her adjoining neighbors had fenced back yards, so hers was essentially fenced in by those.

A motion that the HDC approve the request to install a 16-foot x 26-foot wooden deck over the patio at the back of the house as long as the work meets all zoning requirements and the necessary permits are obtained, was made by S. Radtke, supported by L. Wood and unanimously approved, with J. Hilt, L. Wood, A. Riegler, K. Panozzo, S. Radtke, and D. Warren voting aye.

Case 2018-21 – 1641 Jefferson Street. Hand Rail. Applicant: Karen Panozzo. District: Jefferson. Current Function: Residential. The applicant is seeking approval to install a single 6-foot long, black wrought iron handrail centered on the existing concrete front steps.

J. Hilt lived nearby and stated that she remembered a handrail being there in the past. K. Panozzo stated that the rail would be anchored into the concrete.

A motion that the HDC approve the request to install a single 6-foot long, black wrought iron handrail centered on the existing concrete front steps as long as the necessary permits are obtained was made by S. Radtke, supported by L. Wood and unanimously approved, with J. Hilt, L. Wood, A. Riegler, S. Radtke, and D. Warren voting aye, and K. Panozzo abstaining.

Case 2018-22 – 1643 Peck Street. Fence. Applicant: Mark Cherney. District: Clinton-Peck. Current Function: Residential. The applicant is requesting to install a 6-foot tall wood privacy fence around the back yard. The fence would include a sliding gate at the existing driveway.

M. Cherney stated that his house used to be a doctor's office. Most of his small back yard was paved, as it was formerly used for parking. He wanted to put up a stockade-type fence to provide some privacy in his back yard.

D. Warren arrived at 4:20 PM.

L. Wood asked if there were other fences in the immediate area. M. Cherney stated that the neighbor had an old wooden fence but it was falling apart so he planned to put his new fence in front of it.

A motion that the HDC approve the proposed 6-foot tall wood privacy fence around the back yard and the sliding gate at the existing driveway as long as the work meets all zoning requirements and the necessary permits are obtained, was made by L. Wood, supported by J. Hilt and unanimously approved, with J. Hilt, L. Wood, A. Riegler, K. Panozzo, S. Radtke, and D. Warren voting aye.

OLD BUSINESS

Hackley Library doors – D. Warren asked about the status of the Hackley Library doors that had been replaced without HDC approval. J. Pesch stated that he had spoken to the State Historic Preservation Office and determined that it was unlikely the HDC could take enforcement action in this case, since the documentation was too vague. It was unfortunate, but at least the library was put on notice that the HDC was paying attention to these things, and that it is vital that they follow the HDC processes and regulations.

OTHER

HDC Standards Update - J. Pesch discussed updates to the HDC standards. He stated that he would e-mail the Secretary of the Interior's Standards and Guidelines to the board members, and that different sections of the local standards could be reviewed each month. Proposed changes could be discussed at the following meeting. There was also discussion on what the HDC's authority was, when their recommendations or approvals were not followed, or when work was done without HDC approval. This is something that will need to be investigated further.

Amazon Building's new sign – J. Pesch pointed out that the Amazon Building's new lighted sign changes colors. This was not specified when the new design was presented and approved by the HDC.

There being no further business, the meeting was adjourned at 4:51 PM.

III. NEW BUSINESS

Case 2018-23 – 1179 4th – Residing
Applicant: City of Muskegon CNS Department
District: Houston
Current Function: Residential

Discussion

The applicant is seeking approval to install vinyl siding on the house.



House during chimney repairs



House after chimney removal and repairs to siding

Standards

General

The Muskegon Historic District Commission does not endorse the residing of structures within the Historic districts. It is the policy of this Commission that the original fabric of the building should be repaired or replaced where necessary with the original building material.

In cases where the repair or replacement with like materials is impractical or where it can be demonstrated that the original materials will no longer hold paint or that the original materials are so badly deteriorated that they can no longer be reasonably repaired, the residing standards below shall strictly be adhered to.

Definitions

For the purpose of this statement, the terms “residing materials” and “trim cladding” shall be understood to encompass the use of any residing materials such as aluminum, vinyl, steel, hardboard, wood, masonry, or molded urethane which is designed to replace or cover all, or any part, of an exterior wall, trim work or other building element or a structure within a designated historic district.

Purpose

The Commission shall review all applications for Certificates of Appropriateness proposing the installation of residing materials or trim cladding as individual cases. Each application shall be decided on its own merit. No person should interpret any Commission approval for residing or trim cladding as being precedent setting. Unrestricted use of residing materials or trim cladding will not be allowed.

In any case where residing materials or trim cladding are proposed for use by a property owner or siding contractor, the property owner shall be required to submit a signed letter stating in detail the intent and scope of the proposed residing or trim cladding installation. Such a letter is to also include the identification of any deterioration or problems occurring relative to the existing siding or exterior building fabric. If known, the cause and extent of this deterioration must be clearly stated.

The following conditions of installation shall be met by all proposals for residing or trim cladding:

1. All existing deterioration shall be made structurally sound and its causes, insofar as possible, shall be corrected prior to the installation of residing materials or trim cladding.
2. Any installation of residing materials shall simulate the appearance of the original building material that it is intended to cover. This simulation shall take into account the size, shape or profile, texture, and linear direction of the original building material.
 - a. The residing material shall be similar in appearance and dimension to the original siding. The exposure to the weather of the new siding shall range within one inch of the nominal dimension of the original siding. The Historic District Commission shall have the authority to waive this requirement in the event that they believe a different design or dimension siding would be more appropriate to the architectural character of the Historic District.
 - b. A proposed color shall be appropriate as determined by the Commission.
 - c. Generally, wood grain textures are not approved by the Commission. However, the appropriateness of a specific siding texture shall be determined on an individual case basis.
3. Any installation of trim cladding shall adhere to the following guidelines for the treatment for architectural trim elements.
 - a. Existing cornice or building trim elements shall not be covered or replaced without Commission approval. Commission approval will depend upon how closely the trim cladding or new trim elements duplicate the appearance of the existing building trim elements.
 - b. The wall siding material shall not extend over the existing trim members such as window and door trim, sills, facias, soffits, frieze members and boards, brackets, aprons, corner boards, trim boards, skirt boards, or any other characteristic moldings or architectural features (see attached illustration).

- c. If the above mentioned trim members are to be clad, they shall be covered with custom formed cladding which shall closely approximate the shapes and contours of the existing moldings or trim. Distinctive or unusual trim or architectural elements shall not be clad without prior consideration and Commission approval.
- d. No building trim elements or architectural features are to be removed or altered to facilitate the installation of the new siding or trim cladding without approval of the Historic District Commission.
- e. In most cases the soffit cladding material shall run parallel and not perpendicular to the plane of the wall.

Deliberation

I move that the HDC (approve/deny) the request to install vinyl siding on the house as long as the necessary permits are obtained.

Case 2018-25 – 458 W. Webster – Garage Rehabilitation
Applicant: Jonathan and Katelyn Gress
District: National Register
Current Function: Residential

Discussion

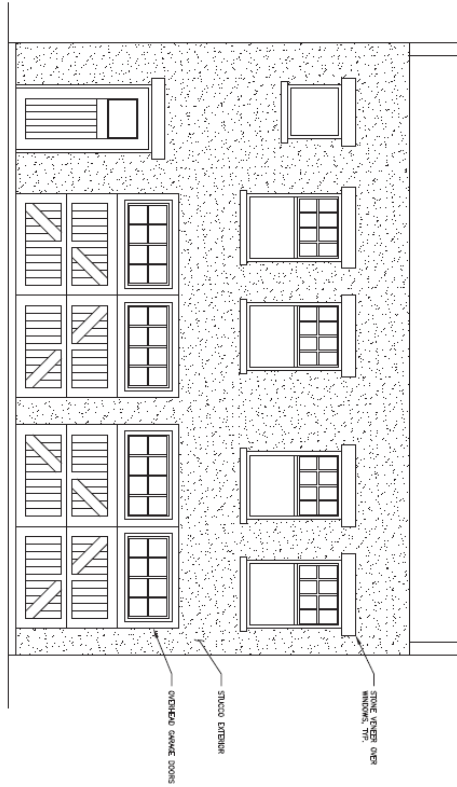
The applicant is seeking approval to 1) completely remove and rebuild the rear garage wall (facing alley) with reinforced CMU block finished with a stucco cement product to match the rest of the structure. The proposed work will also include 2) new windows of a similar size, configuration, and mullion design to replace the deteriorated or missing windows, 3) new “carriage house style” garage doors to replace existing deteriorating and non-functioning doors, 4) addition of an entry door to allow for better egress as well as an additional upstairs window, and 5) new veneer stone lintels over windows. The existing wall is constructed of unreinforced clay masonry block covered with a stucco cement finish, and sustained extensive damage from falling snow and subsequent freeze/thaw last winter. The awning that had been attached above the garage doors was ripped off, damaging several courses of the block it was attached to; full wall replacement was determined to be safer than shoring and replacing individual blocks.



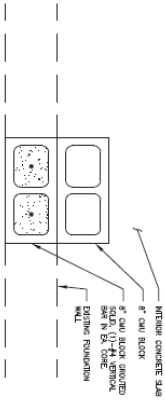
Arial view of garage and surroundings



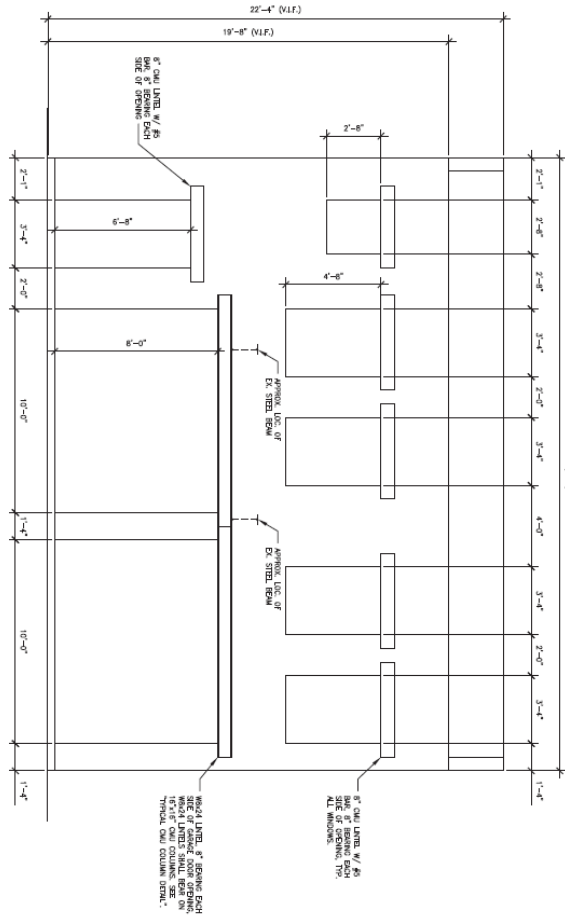
Current condition of rear wall, exposed clay masonry blocks where former awning attached



WEST ELEVATION
SCALE 1/8"=1'-0"



TYPICAL CMU COLUMN DETAIL
SCALE 3/8"=1'-0"



MASONRY ELEVATION
SCALE 1/8"=1'-0"

- NOTES:
1. SHOW CORNER STAIR EACH SIDE OF OPENING.
 2. FLOOR #4, 8" AND OUTLET CORNER STAIR AT DOWN.
 3. CMU BLOCK OPENING AT COLUMN SHALL BE 15'-0" CMU COLUMN, SEE TYPICAL CMU COLUMN DETAIL.
 4. STRUCTURAL STEEL SHALL CONFORM TO THE LATEST AISC STEEL SHAPES - 1993.
 5. ALL DIMENSIONS SHALL CONFORM TO ASTM A-615 GRADE 60.

Standards

The Historic District Commission strives to protect the historical fabric of Muskegon. The major objectives of the Commission are to safeguard the heritage of the City by preserving historic districts which reflect elements of its cultural, social, economic, political, and architectural history; to stabilize and improve property values in such districts; to foster civic beauty; to strengthen the local economy; and to promote the use of historic districts for the education, pleasure, and welfare of the citizens.

Although a significant amount of the Commission's work is centered on historic structures, the construction of new structures on vacant lots within historic districts is permitted and encouraged. However, those professionals designing new structures should strive for excellence in design whether small individual infill construction within the existing historic district blocks, or larger independently sited projects. New structures should be in keeping with the existing historical character of the neighborhood or district with a design that is compatible with the size, scale, material, and color of the surrounding buildings and landscaping. Good design which responds positively to its surroundings can be done in several different ways; therefore, it is impossible to develop specific interpretations which will apply in all cases. Every site has its own design opportunities.

The following design recommendations shall be used by the Historic District Commission in evaluating requests for new construction within the districts. These basic criteria should be a part of any proposed design brought before the Commission for approval.

Recommended

Height - Relating the overall height of new construction to that of adjacent structures. As a general rule, construct new buildings to a height roughly equal to the average height of existing buildings from the historic period on and across the street.

Scale - Relating the size and proportions of new structures to the scale of adjacent buildings. Although a building may be much larger than its neighbors in terms of square footage, it should maintain the same scale and rhythm as the existing buildings.

Massing - Breaking up uninteresting box-like forms into smaller, varied masses such as are common on most buildings from the historic period. Variety of form and massing are elements essential to the character of the streetscape in historic districts. For example, if an infill site is large, the

Not Recommended

Height - Introducing new construction that varies greatly in height (too high or too low) from older buildings in the vicinity. Extreme differences in building heights will have a detrimental visual effects on the appearance of surrounding property.

Scale - Creating buildings that in height, width, or massing violate the existing scale of the area. The new building should not disrupt the scale and rhythm of the streetscape, although it might be appropriate in a different location.

Massing - Introducing single, monolithic forms that are not relieved by variations in massing. Box-like facades and forms are intrusive when placed in a streetscape of older buildings that have varied massing and facade articulation.

mass of the facade can be broken into a number of small bays.

Directional Expression - Relating the vertical, horizontal, or non-directional facade character of new buildings to the predominant directional expression of nearby buildings. Horizontal buildings can be made to relate to the more vertical adjacent structures by breaking the facade into smaller masses that conform to the primary expression of the streetscape.

Setback - Maintaining the historic facade lines of streetscape by locating front walls of new buildings in the same plane as the facades of adjacent buildings. If exceptions are made, buildings should be set back into the lot rather than closer to the street. If existing setbacks vary, new buildings should conform to historic siting patterns.

Sense of Entry - Articulating the main entrances to the building with covered porches, porticos, and other pronounced architectural forms. Entries were historically raised a few steps above the grade of the property and were a prominent visual feature of the street elevation of the building.

Roof Shapes - Relating the roof forms of the new buildings to those found in the area. Although not entirely necessary, duplication of the existing or traditional roof shapes, pitches, and materials on new construction is one way of making new structures more visually compatible.

Rhythm of Openings - Respecting the recurrent alteration of wall areas with door and window elements in the facade. Also considering the width-to-height ratio of bays in the facade. The placement of openings with respect to the facade's overall composition, symmetry or balanced symmetry should be carefully studied.

Directional Expression - Creating strongly horizontal or vertical facade expressions unless compatible with the character of structures in the immediate area. A new building that does not relate well to its neighbors or to the rhythm of the streetscape because of an unbroken horizontal facade should be avoided.

Setback - Violating the existing setback pattern by placing a new building in front of or behind the historic facade line. Placing buildings at odd angles to the street, unless in an area where diverse siting already exists, even if property setback is maintained, should be avoided.

Sense of Entry - Introducing facades with no strong sense of entry. Side entries or entries not defined by a porch or similar transitional element result in an incompatible "flat" first-floor facade.

Roof Shapes - Introducing roof shapes, pitches, or materials not traditionally used in the area.

Rhythm of Openings - Introducing incompatible facade patterns that upset the rhythm of openings established in surrounding structures. For example, glass walls and window and door shapes and locations which are disrespectful to the adjoining buildings.

Design Expression - Composing the materials, textures and colors of the new building facade to compliment adjacent facades and relating details and decorations of the new building to those of existing surrounding buildings.

Imitations - Accurate restoration of or visually compatible additions to existing buildings and former construction, contemporary architecture that well represents our own time yet, enhances the nature and character of the historic district.

Design Expression - Violating the existing character of the district by introducing non-compatible materials, textures, colors, details, and decoration on new buildings.

Imitations - Replicating or imitating the styles, motif, or details of older periods. Such attempts detract from the character of the district by compromising what is truly historic.

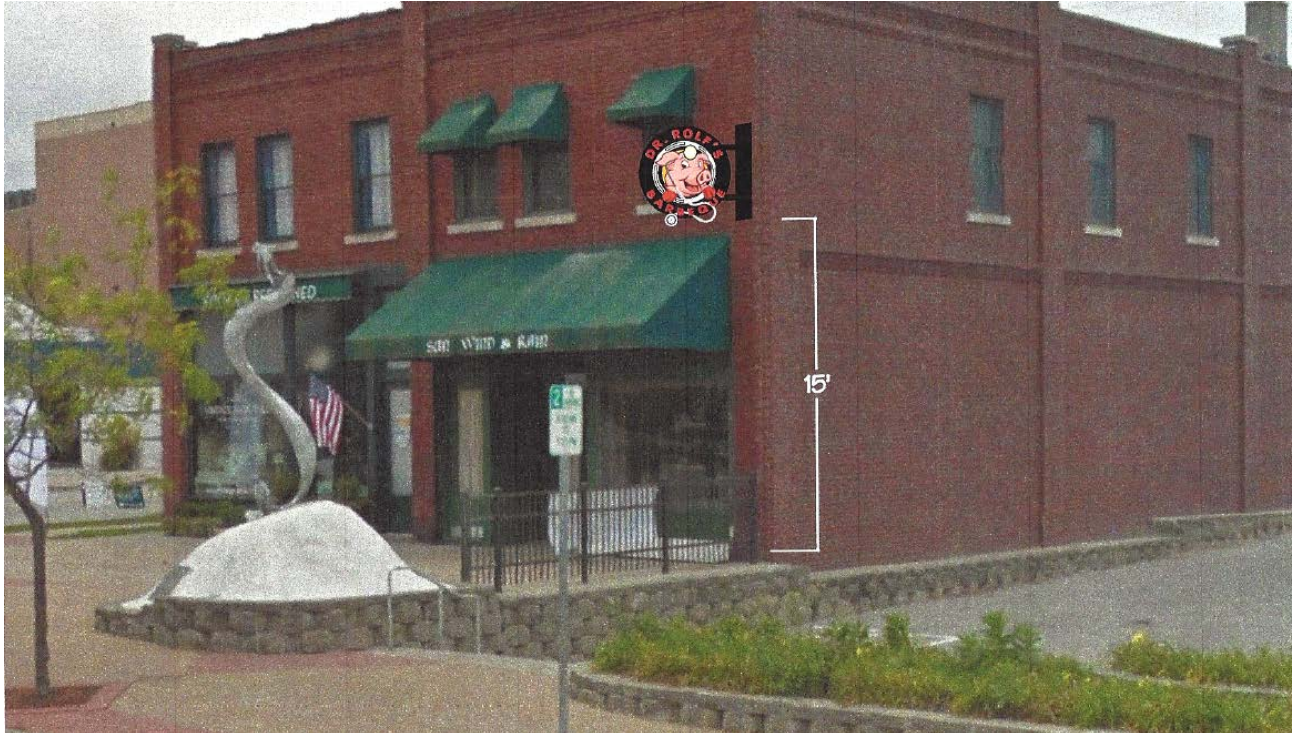
Deliberation

I move that the HDC (approve/deny) the request to 1) completely remove and rebuild the rear garage wall (facing alley) with reinforced CMU block finished with a stucco cement product to match the rest of the structure, 2) install new windows of a similar size, configuration, and mullion design to replace the deteriorated or missing windows, 3) install new “carriage house style” garage doors to replace existing deteriorating and non-functioning doors, 4) add an entry door to allow for better egress as well as an additional upstairs window, and 5) install new veneer stone lintels over windows as long as the work meets all zoning requirements and the necessary permits are obtained.

Case 2018-26 – 477 W. Western – Sign
Applicant: Bernie Wade (Advanced Signs)
District: National Register
Current Function: Residential

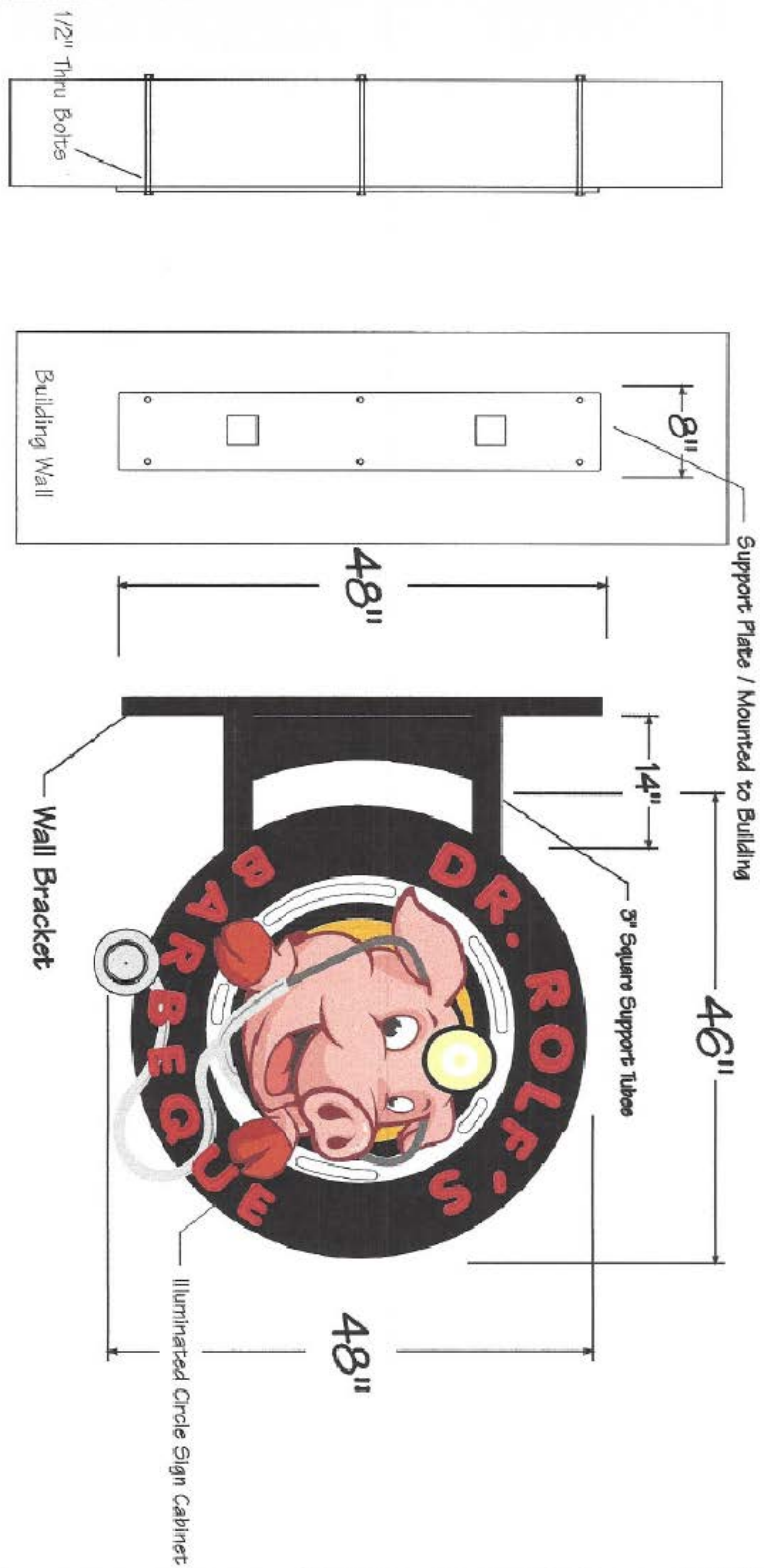
Discussion

The applicant is seeking approval to install a custom fabricated, double-sided projecting sign on the corner of the building. The proposed sign is approximately 48” tall x 46” wide, attached 15 feet above grade, and will be internally illuminated and have exposed red neon letters.



Dr. Rolfs Barbeque

Lighted Sign Cabinet / Flat Acrylic face / Digital Print
Exposed Neon / Matthews painted Surfaces / Wall Bracket



© COPYRIGHT 2018, BY ADVANCED SIGNS, INC.

CUSTOMER'S SIGNATURE OF APPROVAL: _____
DATE RENDERING RECEIVED: ____ / ____ / ____

ADVANCED SIGNS		CUSTOMER INFORMATION		SIGN SPECIFICATIONS		CABINET		MOUNTING		ELECTRICAL		LETTERS	
CONTACT: Dr. Rolfs Barbeque		LOCATION: Madison		SIGN TYPE: ☒ Flat ☐ Neon		CABINET: ☒ Flat ☐ Neon		MOUNTING: ☒ Wall Mount ☐ Post Mount		ELECTRICAL: ☒ LED ☐ Neon		LETTERS: ☒ Flat ☐ Neon	
DESIGNER: Thomas Mattingly		DATE: 7-7-2018		FACE: ☒ Flat ☐ Neon		CABINET: ☒ Flat ☐ Neon		MOUNTING: ☒ Wall Mount ☐ Post Mount		ELECTRICAL: ☒ LED ☐ Neon		LETTERS: ☒ Flat ☐ Neon	
REVISION: 1		RAT: ☒ Flat ☐ Neon		FACE: ☒ Flat ☐ Neon		CABINET: ☒ Flat ☐ Neon		MOUNTING: ☒ Wall Mount ☐ Post Mount		ELECTRICAL: ☒ LED ☐ Neon		LETTERS: ☒ Flat ☐ Neon	
		RAT: ☒ Flat ☐ Neon		FACE: ☒ Flat ☐ Neon		CABINET: ☒ Flat ☐ Neon		MOUNTING: ☒ Wall Mount ☐ Post Mount		ELECTRICAL: ☒ LED ☐ Neon		LETTERS: ☒ Flat ☐ Neon	

Standards

A. General Conditions

1. Only on-premise business identification signs are permitted for use within a historic district.
2. All signs shall comply with the regulations for erection and construction of structures as contained within the City's Building Code of Ordinances and shall comply with existing zoning requirements as established within the City's Code of Zoning Ordinances.

The following Standards and Design Criteria shall be used in whole or part by the Historic District Commission in its determination of appropriateness of a particular type of sign for a specific property, including size, design features, fabrication and methods, intended positioning and on-site location, the historic district in which it will be located, and all other elements affecting a sign's physical appearance:

A. Letters

1. Style. Uniform lettering style shall be used throughout the sign to avoid incoherence and otherwise incompatible letter form combinations which may be determined as inappropriate by the Historic District Commission. The use of serified (footed) letter styles is preferred for certain historical buildings; however, Gothic letter forms (those without serifs) and script letter forms may be acceptable to the Historic District Commission dependent upon the style and period of architecture represented by the building involved.
2. Size. "Letters should be subordinate to the background area". The maximum allowable height of capital letter forms shall not exceed two-thirds the height of the background area on which it appears (the background area is, in turn governed by the sign size and location restrictions which follow) or shall be reduced to the size declared appropriate by the Historic District Commission, dependent upon the actual signable wall area or sign size, location and viewing distance.

B. Fabrication Materials

The following materials, when properly used to compliment the architectural features and character of a historic building, are considered compatible for use in whole or part within the historic districts, provided the conditions as described are adhered to:

1. Wood - Any wood utilized shall be painted, stained, varnished or lacquered, carved or routed, or be negative cutout (letter forms described by voids in continuous background) or positive cutouts (individual dimensional letters).

2. Metal - Any metal shall be painted or varnished engraved mechanically or chemically etched. Bright chromium effect is not acceptable. Individually cast or cutout letters applied to building surface or separate background of wood would be acceptable.
 3. Glass - Glass may be stained, leaded, painted, silk screen printed, etched, gold leafed, or any combination of the foregoing. Neon signs are not appropriate for use on historic buildings and, therefore, are considered unacceptable by the Historic District Commission.
 4. Masonry - Masonry shall be carved stone or brick, molded concrete or terra cotta, provided such material would appear to be an authentic architectural addition to the facade of the building, as determined by the Historic District Commission.
 5. Plastic or Fiberglass - The use of custom thin-gauge, die-cut vinyl letters which give the effect of a painted or silk screen imprinted letter is permitted. Any other use of plastic or fiberglass or the use of molded surface plastics or corrugated fiberglass sheeting is prohibited except in those cases where the surface finish closely duplicates the effect of a painted surface, as determined by the Historic District Commission.
 6. Fabric - The use of bright, glossy, or leatherette finished vinyls is prohibited. All banner fabric must be durable and designed for outdoor use and maintained to prevent fraying, disintegration, and other unsightly appearances. Paper signs for window displays are prohibited for permanent use.
- C. Color: Sign colors selected shall be earth tones and/or others that are present on the building facade or in the surrounding historic district properties. The number of colors per sign shall be limited to three (3), plus black, white, or accent gilding. At times, the Historic District Commission may make variations to the above and require that a certain number of colors or color arrangements be used which shall be more appropriate to the period of the building and other surroundings. Fluorescent colors are prohibited.
- D. Texture: The texture of a sign must be compatible with the texture of the facade of the building to which it is meant for, as determined by the Historic District Commission.
- E. Illumination: Certain lighted signs are permitted for use with the historic districts, provided that they shall be illuminated by a reflected light from an exterior source which may be incandescent or fluorescent and that the light source is non-exposed and shielded from view.
1. Intensity of light. All lighting devices shall employ lights of constant intensity. No sign shall be illuminated by flashing, intermittent, rotating or moving lights or lights creating the illusion of movement or in such a manner as to affect adversely the use and enjoyment of the neighboring historic district properties – as determined by the Historic District Commission.

- F. Sign Message - Content: All signs shall display only the formal name of the business or operation conducted on the premises. A brief secondary identification describing the nature of the business/operation and street numbers is also permitted. Where buildings are occupied by professional offices, the listing of occupants is permitted, provided the sign complies with all provisions established within this policy.

There shall be no labeling, graphics or commercial advertising on any part of any sign that the Historic District Commission determines to be inappropriate, whereas it will adversely affect the use and enjoyment of neighboring historic district properties.

- G. Number of Signs: The maximum allowable number of business identification signs per street frontage per establishment shall be limited to one (1). Whereas additional directory or directional signs which point out parking lots and other specific services are requested, the Historic District Commission shall determine the appropriateness and building/site compatibility of such exceptions.
- H. Shape and Form: The physical form of a sign shall be proportioned in massiveness and scale to the building for which it is meant. All shapes shall be simple (square, rectangle...) and relate directly to the architectural features of the immediate and surrounding historic structures.
- I. Location and Size: Sign use, sign type and location may be dictated by established district zoning ordinances. Whether those ordinance requirements are established or nonexistent, the following standards shall apply and prevail for all signs used within the City's designated historic districts.

1. General:

a. No sign may be erected upon or within any dedicated public easement or right-of-way without the expressed permission of the Muskegon City Commission.

b. No sign shall be placed so as to conceal, disfigure, or otherwise violate any architectural features of a building.

c. Sign size shall be visually compatible with the scale of the building for which it is meant. No sign shall be located in such a manner or position as to affect adversely the use and enjoyment of neighboring historic district properties.

2. Flat wall signs. No flat wall sign shall exceed twenty (20) percent of the signable wall area to which it will be attached, and shall not exceed twenty four (24) square feet in sign face area. No flat wall sign shall exist above a point fifteen (15) feet from the sidewalk level or one (1) inch below the second story window sill, whichever is lower.

3. Dimensional surface signs. No such sign shall exceed the above limits of a flat wall sign or extend above the building roof line, and shall not protrude from the primary building façade surface more than eight (8) inches.
4. Free standing signs. When used as business identification, these shall not exceed twenty (20) square feet per sign face. Such signs shall not exceed fifteen (15) feet in height from ground level or exist above the roof line of the building for which it is meant. The Historic District Commission may require a size and height less than these limits, including a specific location, in order to ensure consistency with the objectives and standards as established within this policy.

Directional signs, when permitted by the Historic District Commission, shall not exceed four (4) square feet in sign face area and shall not be higher than four (4) feet from ground level.

5. Ground signs. These shall not exceed twenty (20) square feet per sign face. No such sign shall exceed four (4) feet in height from ground level. To maintain consistency with the objectives and standards of this Policy, the Historic District Commission may require a smaller sign face and specific location.

For directional sign size and height limitations, use the same as above under No. 4.

6. Projecting or pole signs. These shall not exceed nine (9) square feet in area per sign face nor shall they extend below a point eight (8) feet from the sidewalk surface or out from the building facade surface more than four (4) feet. The top edge of such sign may not exist higher than a point fifteen (15) feet above the sidewalk surface or one (1) inch below the second-story window sill, whichever is lower.
7. Window signs. These may be applied directly to the glass and shall exist as message lettering only. Such a window sign message may not obscure more than twenty (20) percent of the area of the window surface to which it is applied.
8. Awning & canopy signs. These must comply with all provisions established within this Policy. The size, location, and height of awning and canopy structures are predetermined by existing City Ordinance.
9. Banners shall not exceed twenty-four (24) square feet in area or extend below a point eight (8) feet from the sidewalk surface or out from the facade surface more than four (4) feet. The top edge of such banner may not exist higher than a point fifteen (15) feet above the sidewalk surface or one (1) inch below the second-story window sill, whichever is lower.

Banners, when permitted, are on an interim basis only and shall be annually review by the Historic District Commission to ensure their sightly appearance.

Deliberation

I move that the HDC (approve/deny) the request to install the proposed 48” x 46” custom fabricated, double-sided projecting sign, with internally illuminated/exposed red neon letters 15 feet above grade on the corner of the building as long as the work meets all zoning requirements and the necessary permits are obtained.

IV. OLD BUSINESS

None

V. OTHER BUSINESS

Case 2018-24 – 185 Strong – Demolition (Shed) – The shed at this property had a fire on July 17th, 2018. Staff met with the owner and determined that the shed was added to the property more recently, and was not historically or architecturally significant. As Staff cannot approve demolitions, approval was granted by HDC Chairperson, Jackie Hilt.



HDC Local Standards Review – Signage – At the July 11th HDC meeting, the Commissioners agreed to individually review the Signage Policy section of our local standards in preparation for this meeting. Staff will assemble comments and produce a draft of the updated Signage Policy section for the upcoming meeting.

VI. ADJOURN