

HERITAGE DISTRICT

DESIGN APPROVAL

GUIDELINES

March 2000

HERITAGE DISTRICT DESIGN APPROVAL GUIDELINES

The implementation of a heritage district approval process is meant to improve the authenticity and ultimately the value of the downtown business district. These guidelines should provide more than just building design requirement, such as helpful suggestions, benefits and incentives to the building owners. By initiating a heritage district approval process the City of Zeeland will ensure that renovations to the existing buildings in the downtown district will remain true to the goal of an improved, cohesive and vibrant downtown.

The following outline is meant as a supplement to the Downtown Zeeland Renovation/Building Replacement Guidelines:

1. Provide low interest loans through local banks for any building renovation or new construction.
2. Provide local, state and national tax incentives for the use of professional services such as architectural designers and engineers.
3. Require a design review process that includes, but it's not limited to:
 - A. The approval of the design by a review board consisting of one design professional, one business property owner, one community business representative, one member of SARB and one city official.
 - B. A timely 10 to 14 day review process that requires the presence of the applicant at the review or the application will be tabled until the applicant is present.
 - C. Every effort will be made to accommodate special circumstances.

DOWNTOWN ZEELAND RENOVATION/BUILDING REPLACEMENT GUIDELINES

I. INTRODUCTION

Downtown is composed of many unique architectural characteristics from the late 1800's, early 1900's, and appropriate alterations of later time periods. It is the intent of SARB to preserve these unique, authentic features.

The appearance of individual buildings, storefronts, signs, window displays, sidewalks, parking lots and alleys, establishes the visual character of the downtown and plays a major role in the marketing success of the business district. The preservation and promotion of this fact can be an important marketing element while maintaining the historical identity of our community. Presenting an attractive image is simply good business. Improvement and maintenance is essential to strengthen the appeal of individual properties and the image of the downtown and the community at-large.

The following guidelines have been developed to enhance the individual character of each building while strengthening the overall image of downtown. They do not advocate a theme approach. It is the opinion of Mainstreet Zeeland, that a long-term, pleasing treatment can be accomplished by examining each building individually and taking advantage of its historic authenticity. The intent is not necessarily to reproduce the appearance of a building exactly as it appeared at a particular time period. A building can be improved by using what exists, minimizing the less attractive features and adding simple, and many times inexpensive elements to emphasize positive features. Removal of inappropriate tacked on alterations, simple maintenance, the addition of a well-designed sign or awning, and care in the selection of colors and materials, can give very appealing visual results. Such improvements are good, lasting investments both in terms of cost and customer relations. By coordinating improvements, merchants can maintain their individual identities while strengthening the image of the downtown as a whole.

These guidelines present an opportunity to preserve our community's heritage and to enhance and promote the unique atmosphere that the downtown can provide. Successful implementation will result in a stronger downtown Zeeland and a stronger community for the greater Zeeland area. SARB will provide advice and incentives to encourage use of the guidelines. However, the design success of downtown relates directly to the commitment and support of property owners and building tenants.

Purpose of Guidelines

1. To provide basic, common-sense advice on enhancing the design characteristics of buildings in downtown Zeeland.

2. To provide a written framework for visual improvements that can be followed for years to come.
3. To provide direction towards design compatibility within individual buildings and the entire downtown.
4. To provide direction towards a quality image for downtown Zeeland.
5. To preserve those architectural features that are unique to the downtown and to the heritage of the Zeeland community.

Secretary of the Interior's Standards for Rehabilitation

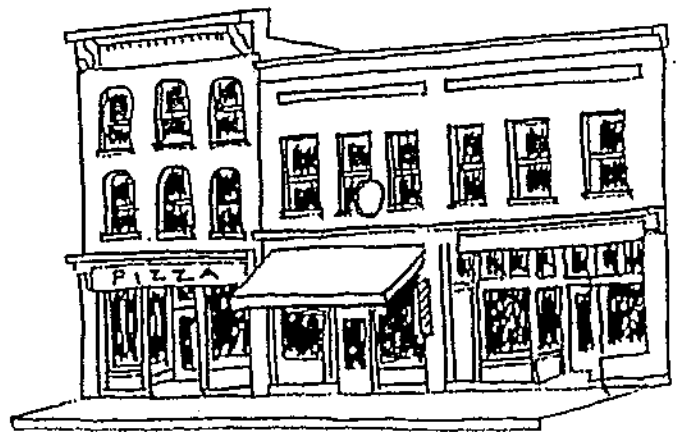
The following Secretary's Standards serve as the core for the detailed Zeeland Mainstreet guidelines and compliance is often necessary to qualify for special financial and tax incentives.

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
2. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.
6. Deteriorated architectural features shall be repaired rather than replaced wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities when original replacements are not available or economically feasible. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

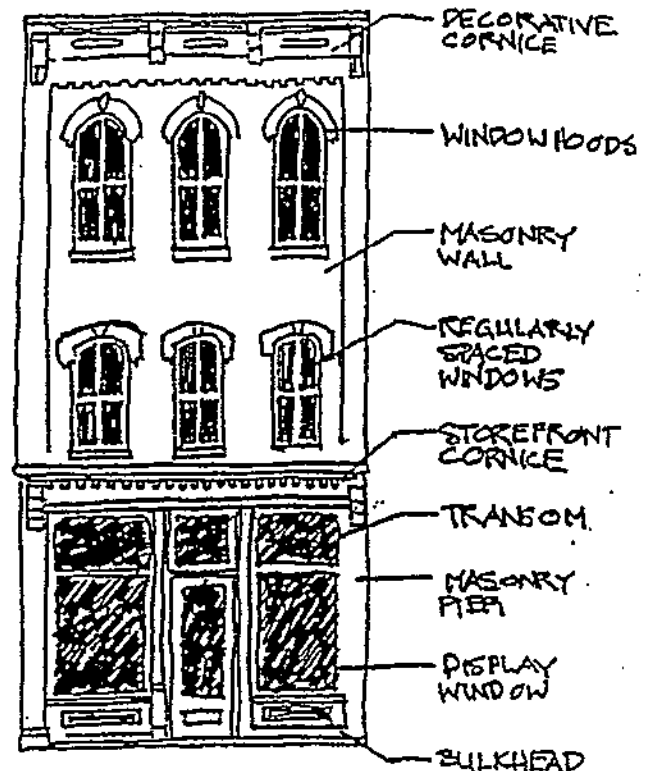
7. The surface cleaning of structures shall be undertaken with the most gentle means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
8. Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to any project.
9. Contemporary design or alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the subject property and surrounding properties.
10. Whenever possible, new additions or alteration to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would not be impaired.

II. BUILDING FACADES

With property design and maintenance, the facades downtown present property owners and merchants with a rare opportunity. Many of the buildings have a visually interesting and historically important architecture. Due to the era in which they were produced, they have a basic warmth and a human scale which is difficult to duplicate today.



Most facades downtown are two stories high, with commercial space located at ground level and offices, residential, or storage above. Visually, this arrangement divides the facade into two basic parts: the upper facade which is usually a flat masonry wall with regular spaced window opening; or lower facade, which is composed primarily of large display windows and the entry. Unfortunately, some storefronts have been changed drastically as they were "modernized". The end products of such modernizations have frequently been out of scale with the entire building and incompatible with the original facade material remaining. Some building facades, on the other hand, have fared better and have escaped in appropriate modernization. In this latter case, the original facade should be preserved and repaired with little or no further alteration. Where the original facade is covered up, or no longer existent, any improvement should respect the historic character of the building as well as that of its neighbors.



A. Storefronts

The lower facade of the building, the storefront, has usually been altered in the years since its original construction. The net result of these changes is normally an erosion of its original character.

Every traditional commercial building facade has a well-defined opening which the original storefront filled. Many of the problems with storefronts today is that they no longer look like an integral part of the building; rather, they appear pasted on, and do not reinforce the character of the entire facade. The traditional storefront usually had a recessed entry for the front door, flanked by two display windows at the property line. This configuration accomplishes two important things. First, it located the display windows next to the sidewalk in full view of the passersby. This allowed potential customers a full view of the merchandise on display and a view of the store's interior. Secondly, it emphasized the door and entryway. The intimacy of the enclosed and sheltered doorway provided a pleasant sense of inviting the customer inside.



Guidelines:

1. Storefronts should be designed to fit inside the original openings and not extend beyond it. View the storefront as a framed painting with the windows and doorway acting as the subject, and the storefront cornice, piers and bulkhead acting as the frame.
2. Storefronts should be designed with the largest possible window area which is in keeping with the original opening. Emphasis should be placed on the display windows and entry door. Avoid introducing or changing the location and size of windows and doors that alter the original architectural character of the storefront.
3. Storefronts should respect the integrity of the building as a whole and relate to the building's original character. Storefronts should be compatible with the scale, materials, color and texture of the original building.
4. Where storefronts have been covered up with incompatible material, they should be revitalized by removing the covering material. Avoid use of unpainted aluminum, imitation masonry, fake shutters and other incompatible materials in revitalizing storefronts.
5. Use simple and unobtrusive materials in revitalizing storefronts. Avoid garish patterns, textures or colors which are not appropriate to the character and function of the storefront.
6. Where the original storefront remains, it should be preserved and repaired with as little alteration as possible.

7. If restoration of the original storefront is undertaken, it should be based on accurate duplication of features substantiated by historical, physical or pictorial evidence.
8. Avoid historically incorrect architecture.
9. Avoid introducing a storefront which significantly alters the original character of the building. Avoid introducing a storefront which significantly alters the relationship of the building to the street.
10. Avoid the use of mirrored or tinted glass.
11. Avoid bare aluminum window frames. If existing aluminum frames are to be retained, they should be painted.

a. Typical Storefronts

1. Early to mid 1800's
 - a. post and beam frame
 - b. divided display windows
 - c. simple decoration
2. Mid to late 1800's
 - a. boldly decorated cornice
 - b. cast iron columns
 - c. large display windows
3. Late 1800's to Early 1990
 - a. simple cornice
 - b. transom windows
 - c. recessed entrance
4. Early 1900's to 1930's
 - a. metal window frames
 - b. structural glass
 - c. recessed entrance



B. Upper Facades

From a distance, the image of the front facade is heavily influenced by its upper-story appearance. Typically, windows in the upper facades are positioned at regular intervals and act to establish a visual rhythm for the exterior design of the building. Their shape, size, placement and decorative trim constitute a major element in creating the character of the building and contribute to many important aesthetic principles. The window openings, along with the material, color and texture of the wall surface, contribute to the overall character of the street.

Guidelines:

1. Screens, boards and other inappropriate materials covering upper facades and windows should be removed.
2. If the original window openings have been altered, restore them to their original configuration and detail. Avoid blocking window openings.
3. If possible, save and restore the original windows and frames. Replace missing, rotting or broken sash, frames, mullion, mountings, etc., with similar material.
4. Where clear aluminum frames have previously replaced the traditional frames, they should be painted.
5. If a new interior ceiling must be dropped below the height of existing window openings, a recessed setback or similar device should be used to allow the full opening to be retained without alteration of exterior appearance.
6. If storm windows are used to improve thermal performance, they should resemble the existing window as closely as possible in shape, appearance and color. Storm windows should be sized to fit the entire window opening.
7. Avoid storm windows that allow moisture to accumulate and damage the window frame.
8. Avoid through-wall or through-window heating/air conditioning units.
9. Avoid mirrored or tinted glass. Replacement glass should be similar to the original.
10. Avoid the use of shutters except where clear evidence indicates their historic presence. If shutters are used, they should be functional.
11. Avoid substituting one type of operable sash for another.
12. Avoid storing material directly in front of windows. Wash upper story windows regularly and install curtains or other suitable devices to give a "lived-in" appearance.

a. Typical Upper Facades

1. Early to Mid 1800's
 - a. simple cornice
 - b. lintels over windows
 - c. small window panes
2. Mid to Late 1800's
 - a. boldly decorated cornice
 - b. window hoods
 - c. 2 over 2 windows
3. Late 1800's to Early 1900's
 - a. corbelled brick cornice
 - b. large, arched windows
4. Early 1900's to 1930's
 - a. simple brick cornice
 - b. large window openings with multiple units



C. Doors and Entries

Doors are one of the primary elements which create individual character in the exterior appearance of a building. Historically, the storefront entry was more than just a door. Its design and appearance reflected its commercial importance. The storefront door was tall in proportion, built of wood and glass, and looked substantial, yet inviting to the customer.

The typical downtown building often has two additional doors; a second door on the front facade permitting access to the upper floors, and a rear door used as both a service and customer entry. Compared to the storefront entry, these were traditionally modest in design.

Attractive entrances are essential and customers or clients should be made to feel welcomed as they approach the door.

Avoid doors that are incompatible and/or inconsistent with original design or appearance.

Guidelines:

1. Original doors should be retained, repaired and refinished. Attractive hardware, such as brass door pulls and plates add visual value to the entrance and should be retained.
2. Where bare aluminum doors are to be retained, they should be painted.

3. Consider using subtle decorations on new and replacement doors. A handsome knob or pull, or an attractive molding can make a door special and inviting.
4. Rear doors should reflect the unadorned character of the rear facade. Avoid a highly decorated door that would look out of place. If rear doors serve customers as well as delivery, they should incorporate glass panels of an appropriate design.
5. New doors should be compatible with the character of the facade. Avoid fake "historic" doors which are incompatible.
6. Avoid mirrored or tinted glass in doors. Avoid solid wood or metal doors except for service entries.
7. Avoid storm doors which are inappropriate in size, color, material and texture with the original door or which require replacement of the original door.

D. Upper Story Windows

Windows are a very important element of the facade of the building. New windows in an existing building should be similar in both appearance and operation to the original windows. If the windows are not original, photographs of the original windows should be used to approve the design. If no photographs exist of the original windows, an appropriate design to the style and era of the building should be used.

Guidelines:

1. Screens, boards and other inappropriate materials covering windows should be removed.
2. If the original window openings have been altered, restore them to their original configuration and detail. Avoid blocking window openings.
3. If possible, save and restore the original windows and frames. Replace missing, rotting or broken sash, frames, mullion, mountings, etc., with similar material.
4. Where clear aluminum frames have previously replaced the traditional frames, they should be painted a compatible color with the rest of the building.
5. If a new interior ceiling must be dropped below the height of existing window openings, a recessed setback or similar device should be used to allow the full opening to be retained without alteration of exterior appearance.
6. If storm windows are used to improve thermal performance, they should resemble the existing window as closely as possible in size/shape,

appearance, and color. Storm windows should be sized to fit the entire window opening.

7. Avoid storm windows that allow moisture to accumulate and damage the window frame.
8. No mirrored or tinted glass,. Replacement glass should be similar to the original.
9. Avoid the use of shutters except where clear evidence indicates their historic presence. If shutters are used, they should be functional.
10. Avoid substituting one type of operable sash for another.
11. Avoid storing material directly in front of windows. Wash upper story windows regularly and install curtains or other suitable devices to give a "lived-in" appearance.
12. If window replacement is necessary, a similar design and operable condition should be used in accordance with original building design.

E. Walls

The texture and color of masonry walls are among the most dominant visual features of the downtown area. They are an integral part of the character of downtown, and as such, should be restored and enhanced by uncovering, maintaining and preserving them in the appropriate manner.

A number of the original walls have been covered up with aluminum, fake rock, or obscured with large, out-of-scale signs. The end result of such "modernizations" are walls which are out of character with other details of the building, and with the downtown as a whole. In addition, these "modernizations" have obscured the historic and architectural individuality of the buildings.

Guidelines:

1. Original building wall material should not be covered with any form of inappropriate siding. Where this has already occurred, the inappropriate siding should be removed and the original wall material restored.
2. Wall surfaces that have not been painted should remain unpainted.
3. Damaged walls should be repaired or replaced with material which duplicates the original as closely as possible.
4. Avoid scarring walls with holes for attaching signs, etc.
5. Avoid removing wall materials and features that are essential parts of the building's character.

F. Building Detail, Decoration and Cornice

One of the most striking aspects of the traditional building facade is its appealing detail. Many of the buildings downtown offer a blend of architecture and sculpture, craftsmanship and materials which would be difficult and expensive to produce today. Architectural decoration and detail help make downtown special, and is an asset that should be taken advantage of.

Many materials are used in decoration and detailing; for example:

1. **Masonry.** Decorative masonry includes both brick and stone work ranging from corbelled cornices and arched window heads to storefront piers.
2. **Terra Cotta.** Decorative terra cotta was commonly used from the 1880's to the 1930's; most commonly as a veneer or as a masonry unit in combination with brick or stone.
3. **Cast Iron and Sheet Metal.** Usually found in buildings constructed before 1900, cast iron and sheet metal were used for cornices, window surrounds or entire facades.
4. **Wood.** Wood details are often subtle as the moldings around windows and are important in creating the total facade effect.
5. **Decorative Glass.** Beveled, leaded, etched, carrara and spandrel glass are all forms of decorative glass used in the buildings downtown.

One of the strongest visual elements on a facade is the continuous molded or projecting cornice. It not only protects the facade from the elements, it also provides a strong visual "cap" or termination to the vertical composition of the facade. The cornice is often decorated with fine details that give scale to the buildings. As a major design element, cornices should be retained, repaired or replaced. It cannot be too strongly emphasized that most downtown buildings need a cornice to be architecturally complete.

Guidelines:

1. Deteriorated details, decorations and cornices should be repaired rather than replaced whenever possible. In the event replacement is necessary, the new material should match the original material in composition, design, color and texture. Repair or replacement of missing architectural decorations and details should be based on accurate duplications, substantiated by historical, physical or pictorial evidence rather than on conjectural design.
2. Heavy or numerous coats of paint that obscure architectural decorations and details should be removed before repainting.
3. Sagging details, decorations and cornices should be firmly re-anchored.
4. When replacing or repairing masonry details, decorations or cornices, care should be taken to prevent an obvious and unsightly patch. Materials, joints,

etc. should match the original as closely as possible in composition, color and texture.

5. Corbelling should be retained and restored whenever possible.
6. Care should be exercised whenever dealing with terra cotta for replacement is difficult. Repair cracked or chipped glazed surfaces as closely as possible.
7. Metal and cast iron which has signs of corrosion, tears, holes, or missing pieces should be repaired or replaced as closely as possible to the original.
8. Soft, dry or split areas in wood surfaces should be filled, caulked, primed and painted or stained to match the original.
9. Replacement glass should resemble the original as closely as possible.
10. Where the original cornice has been removed or altered, it should be replaced or restored with a duplication of the original. Where this is not possible, a simplified version of the original should be designed.
11. Avoid unnecessary changes in cornice height.

G. Paint Schemes and Color Pallet

Painting can be one of the most dramatic and least expensive improvements to a building. Painting at regular intervals is also an essential part of maintenance and upkeep. This protects vulnerable wood surfaces from deterioration. Painting is also a practical way to visually tie together individual building facades in the downtown area. Attention should be given not only to selection of appropriate colors, but also to the preparation of the surfaces, choice of paint type (oil or latex base) and finish (gloss, semi-gloss or matte).

Guidelines:

1. Color applied to side and rear walls should avoid harsh shifts from that on front walls. A building should be treated visually consistent on all sides.
2. When repainting, consider using the original painting scheme and color palette.
3. Color should be used to tie building elements, such as decorations, cornices, signs and storefronts together. This is usually most successful when a maximum of three colors are used.
4. The color palette should be consistent throughout both the upper and lower portions of the building's front facade.
5. Color palettes and paint schemes on adjoining buildings should be compatible.

6. Color palettes should generally be lighter on the south side of the street, which is normally in shadow, than on the north, which is normally in sun.
7. The color used on the cornice should offset the color of the sky.
8. Normally, the previous paint type (oil or latex base) should be used in repainting. Generally, use oil base paint for wood and latex base paint for masonry.
9. Avoid the use of bright primary colors which are usually incompatible with the buildings downtown. Bright colors are also highly susceptible to fading.
10. Avoid the use of very dark colors which are usually incompatible with the buildings downtown.

Awnings Comment: The City Council has not determined whether the downtown canopies should be retained or removed. If the canopies are to be removed, then the following guidelines regarding awnings will be considered:

H. Awnings

Awnings are both visually and functionally appropriate for many commercial storefronts and upper facade windows. As a visual element, an awning can add character and interest to a facade. An awning on the storefront creates a pleasant space in front of the building, providing shade and shelter for customers and a resting place for pedestrians. Awnings on windows also reduce glare and serve as energy savers by controlling the amount of sunlight which penetrates to the interior. The use of awnings downtown with appropriate design, colors and materials, can provide attractive and functional additions to the building facades.

Guidelines:

1. Cloth or canvas awnings were traditional on most buildings downtown. Consider box awnings on the upper facade windows and slanted awnings on the storefronts. When canvas awnings are used on both upper and lower facades, they should be of compatible color, material and design.
2. The color of all awnings should compliment the building. When a building contains more than one storefront, each with a different awning color, the colors should be related.
3. See Zoning Ordinance for signage.
4. Avoid materials, colors and designs which detract from the character of the building.

I. Surface Cleaning and Paint Removal

Cleaning the exterior facade is one way to bring new life to the appearance of a building. There are also functional reasons for cleaning, particularly masonry surfaces. Dirt on bricks or stone when combined with water will accelerate masonry deterioration. Cleaning should always be done in the least abrasive manner possible. Improper cleaning and paint removal can also result in the acceleration of the deterioration of the exterior material.

Guidelines:

1. Water or steam cleaning is usually the safest method by which to clean buildings. A low-pressure water or steam method, when accompanied by manual scrubbing and a mild cleanser, will cause the least damage.
2. Paint may be removed with water-rinsable alkali and solvent-based chemicals applied by brush and removed with medium water pressure or steam spray. Ascertain chemical reaction of paint removal or material surfaces before proceeding.
3. If a brick facade was originally painted, a soft brick was probably used in construction. These surfaces should remain painted.
4. Avoid cleaning or paint removal by blasting with sand, grit, chips, shells, beads or other abrasive substances. Blasting will erode surfaces and remove details and may accelerate the deterioration of the fabric.
5. Avoid using chemicals which adversely affect the building fabric.
6. Avoid wet cleaning when frost is expected.

J. Window Displays

Large glass windows, typical of most storefronts, offer excellent opportunities for attractive display of merchandise. Quality window displays should be considered as essential to the overall character of the facade as the paint scheme, awnings, details and the other elements discussed above. The displays not only advertise merchandise, they also serve as an invitation to the customer to enter the store. However, empty, cluttered or badly designed displays often detract from the character of the building and deter customers.

Guidelines:

1. Know who the customers are: businesspeople? homeowners? gardeners? The display should attract the buying audience on the other side of the window.
2. Consider the product. Is it colorful or bland? Intricate or simple? Large or tiny? Does the product have "eye appeal"? Look at the product in different ways and use imagination to give it life.
3. Think of the display window as a large picture framed by the storefront. The building and window create a single unit which should be complimented by the display in color and proportion.
4. Give thought to the most effective way to communicate the desired message. Decide what is most important and limit the display to a main theme or idea. Do not confuse people with too much of a good thing.
5. Let the product speak for its own good qualities. Displays using actual products provide immediate communication without words. Colors, shape, size material, texture, smell, taste, sound – these are the subtle messages that make window displays effective.
6. Use color to pull the display together. Coordinate display colors with those of the building. Remember, though, that too many colors can be confusing, and not enough make for a dull picture.
7. Look at the window display as a composition—as if it were a sculpture or an oil painting. Compliment or emphasize the shape of the window by using vertical or horizontal elements. Think in terms of a group – how do the products work together? Group similar objects for a message that is easy to "read".
8. Avoid large signs in windows which cover the displays. As a general rule, signs in windows should not occupy more than 15% of the total glass area.
9. Lighting is very important and provisions for artificial illumination should be considered essential for most window displays. An attractive display can entice evening window shoppers to return during business hours. The display should be well lit to take advantage of this round-the-clock advertising. The lighting should be controllable in intensity and flexible in placement.
10. Change displays often to keep the audience interested. Displays should change with the season, as well as to reflect holidays and special events throughout the year.
11. Consider investing in a reusable display. Properly stored and protected, a well-built display can be used over a three- to four-year period. A memorable display for Easter, Christmas or Halloween will be anticipated by shoppers each year.

12. Avoid using window space to stock or store extra merchandise.
13. Avoid inappropriate signs which detract from the products being displayed and the building itself.
14. Rear displays should be simpler in style but maintain the same regard for quality.

K. Maintenance

All buildings require periodic maintenance, yet many buildings in the downtown area have been allowed to deteriorate over the years. Many times, new life and vitality can be brought to a building by performing simple, routine maintenance. The quality of maintenance of a building is a subtle signal telling a customer something about how much a particular owner or merchant cares about his or her building, business and the customer. Every visible exterior aspect of a building should be examined periodically for maintenance needs. Successful promotion of the unique downtown architectural features will depend upon the proper maintenance of these features.

L. Rear Facades

The rear facades of buildings are often a neglected and forgotten resource of downtown. The rear facades offer customer as well as service entries. By being able to enter directly from a parking lot via an attractive entry, the customer is made to feel welcomed. Like the storefront, the rear entry requires identification and should be made attractive and inviting. This does not, however, imply an elaborate or expensive undertaking. Rather, since the rears of buildings are usually plain and unadorned, the revitalization can be undertaken in a simple, straightforward manner. In general, the same recommendations apply to the rear as to the front facades.

Guidelines:

1. The rear facade should be clean and well maintained. The intent is to welcome customers, not threaten them. Although the two are similar, the rear entry should not compete with the storefront in importance. In most cases, the entrance should occupy a relatively small part of the rear facade and retain more of a utilitarian character. Still, it should be maintained and developed to support the overall appearance and convenience of the commercial district.
2. Like the storefront, the rear entry requires identification. It should be inviting and attractive. A window panel in the back door, is one way to open the store to potential customers.
3. A small sign on or near the door is another way to identify the store. Be sure to keep it small and do not clutter the area with too many signs.

4. Original doors or window openings which are now blocked should be reopened to their original dimensions and filled with appropriate doors or windows.
5. Compatible display windows should be provided at ground level.
6. An awning can be added for visual identification and convenience.
7. If there is enough sun, planter boxes might be added.
8. Like the storefront, the rear entry should respect its next door neighbors. Make the entry compatible with neighboring stores. It would be wise for merchants to get together and plan out an attractive approach to the rear facades.
9. Service entries should be clearly marked to avoid confusion.
10. Normal service activities such as trash collection, loading, shipping and storage must occur with ease. It is possible to accommodate these functions and at the same time make the rear spaces more enjoyable people places.
11. If possible, pick a central location for trash collection which will serve several stores efficiently. Grouping the containers makes them appear less cluttered.
12. Simple enclosures can be constructed to hide refuse containers and prevent clutter. Before construction, consult the refuse collection company to ensure that the enclosure will not disrupt their activities.
13. A neutral color should be used to paint or stain refuse enclosures. Bright or loud colors will draw attention when the purpose is to camouflage. Choose colors that blend with those of the rear facade.
14. Weeds can be a problem and should be kept under control.
15. Snow removal is yet another consideration. Just as front walks need to be shoveled, remember to clear snow at back entrances.
16. The recommendations established in other parts of these guidelines should be followed.

CITY OF ZEELAND HERITAGE DISTRICT DESIGN GUIDELINES

APPLICATION FORM

APPLICANT _____ DBA _____
 ADDRESS _____ PHONE _____ FAX _____ DATE _____

ORDINANCE NO. 727 SECTION 2. APPLICATION

Before the Building Official shall issue a Building Permit for any construction within the C-2, Central Business district, a property owner seeking to obtain a building permit for a retail, commercial or office facility shall first submit an application to have their proposed project reviewed by the SARB. **THE APPLICANT IN FILING ITS APPLICATIONS SHALL SUBMIT TEN (10) COPIES OF ITS PROPOSED PLANS TO THE BUILDING OFFICIAL.** In filing such application, the applicant shall also note any deviations which it believes may be present from the Heritage District Guidelines and shall provide information to the SARB as to why it believes such a regulation should not be applicable to it.

Mark category/s involved in the proposed remodeling/renovation plan & submit with the indicated page/s and plan design:

*Include **ONLY** the appropriate page/s for your specific building project with the application

- ☐ Storefront/Lower Building façade (pg 1)
- ☐ Upper façade (pg 2)
- ☐ Doors and Entries (pg 3)
- ☐ Upper Story Windows (pg 4)
- ☐ Exterior Walls (pg 5)
- ☐ Building Detail, Decoration and Cornice (pg 6)
- ☐ Paint Schemes and Color Palette (pg 7)
- ☐ Awnings & Signage (pg 8)
- ☐ Surface Cleaning and Paint Removal (pg 9)
- ☐ Display Windows (pg 10-11)
- ☐ Rear Façade (pg 12-13)

Please submit ten (10) copies of the proposed design to the
 Building Official for distribution to the Zeeland Heritage
 Design Board

DESIGN BOARD ACTION	
DATE _____	APPROVED <input type="radio"/> DENIED <input type="radio"/>
Comments and/or Special Requirements: _____	

NARRATIVE SUMMARY OF PLAN

DESCRIPTION OF PLANNED EXTERIOR PROJECT:

DO YOU NEED INFORMATION ABOUT THE SARB FAVORABLE INTEREST LOAN PROGRAM? YES ☐ NO ☐

APPROXIMATE TIMEFRAME FOR ACCOMPLISHMENT OF PROJECT: _____

Section 20.200 Building Permits

No building, structure, or commercial sign, or a portion of a building, structure, or commercial sign, shall be erected, altered, moved, or substantially repaired unless a building permit shall be have been first issued for such work. A substantial repair shall be a repair for which the value of the materials and/or labor exceeds \$500, or for which the integrity of the structure may be affected by the repair. In addition, a building permit shall be required in situations as otherwise required by Building Code.

Heritage Design Board Requirements

Please review Ordinance No. 727, Section 2 as listed on the previous application page. It is required that building owners or designated representatives within the SARB district apply to the Heritage Design Board, composed of the SARB and appointed Zeeland City Council members, prior to beginning work on the project. Exceptions to the need for approval of the Heritage Design process may be made by Arthur Grimes, City of Zeeland Building Official.

Regarding Guidelines to which you check "Does not comply", please state the guideline(s) followed by an explanation of or reason why the guideline or regulation should not be applicable to your project (see example).

Example:

Doors and Entries: Guideline #2 --

Where bare aluminum doors are to be retained, they should be painted.

Response --

I believe that a polished aluminum door would be more appropriate for promoting this business because it is a metal products merchandising business.

HERITAGE DISTRICT DESIGN - STOREFRONTS

	Applicant Response	Design Board
1. Storefronts should be designed to fit inside the original openings and not extend beyond it. View the storefront as a framed painting with the windows and doorway acting as the subject, and the storefront cornice, piers and bulkhead acting as the frame.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. Storefronts should be designed with the largest possible window area which is in keeping with the original opening. Emphasis should be placed on the display windows and entry door. Avoid introducing or changing the location and size of windows and doors that alter the original architectural character of the storefront.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. Storefronts should respect the integrity of the building as a whole and relate to the building's original character. Storefronts should be compatible with the scale, materials, color and texture of the original building.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Where storefronts have been covered up with incompatible material, they should be revitalized by removing the covering material. Avoid use of unpainted aluminum, imitation masonry, fake shutters and other incompatible materials in revitalizing storefronts.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. Use simple and unobtrusive materials in revitalizing storefronts. Avoid garish patterns, textures or colors which are not appropriate to the character and function of the storefront.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6. Where the original storefront remains, it should be preserved and repaired with as little alteration as possible.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
7. If restoration of the original storefront is undertaken, it should be based on accurate duplication of features substantiated by historical, physical or pictorial evidence.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
8. Avoid historically incorrect architecture.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
9. Avoid introducing a storefront which significantly alters the original character of the building. Avoid introducing a storefront which significantly alters the relationship of the building to the street.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
10. Avoid the use of mirrored or tinted glass.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
11. Avoid bare aluminum window frames. If existing aluminum frames are to be retained, they should be painted.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN - UPPER FACADE

	Applicant Response		Design Board	
	Complies	*Does not comply	Complies	*Does not comply
1. Screens, boards and other inappropriate materials covering upper facades and windows should be removed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. If the original window openings have been altered, restore them to their original configuration and detail. Avoid blocking window openings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. If possible, save and restore the original windows and frames. Replace missing, rotting or broken sash, frames, mullion, mountings, etc., with similar material.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Where clear aluminum frames have previously replaced the traditional frames, they should be painted.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. If a new interior ceiling must be dropped below the height of existing window openings, a recessed setback or similar device should be used to allow the full opening to be retained without alteration of exterior appearance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. If storm windows are used to improve thermal performance, they should resemble the existing window as closely as possible in shape, appearance and color. Storm windows should be sized to fit the entire window opening.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Avoid storm windows that allow moisture to accumulate and damage the window frame.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Avoid through-wall or through-window heating/air conditioning units.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Avoid mirrored or tinted glass. Replacement glass should be similar to the original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Avoid the use of shutters except where clear evidence indicates their historic presence. If shutters are used, they should be functional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Avoid substituting one type of operable sash for another.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Avoid storing material directly in front of windows. Wash upper story windows regularly and install curtains or other suitable devices to give a "lived-in" appearance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

HERITAGE DISTRICT DESIGN - DOORS AND ENTRIES		Applicant Response		Design Board	
1. Original doors should be retained, repaired and refinished. Attractive hardware, such as brass door pulls and plates add visual value to the entrance and should be retained.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>
2. Where bare aluminum doors are to be retained, they should be painted.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>
3. Consider using subtle decorations on new and replacement doors. A handsome knob or pull, or an attractive molding can make a door special and inviting.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>
4. Rear doors should reflect the unadorned character of the rear facade. Avoid a highly decorated door that would look out of place. If rear doors serve customers as well as delivery, they should incorporate glass panels of an appropriate design.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>
5. New doors should be compatible with the character of the facade. Avoid fake "historic" doors which are incompatible.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>
6. Avoid mirrored or tinted glass in doors. Avoid solid wood or metal doors except for service entries.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>
7. Avoid storm doors which are inappropriate in size, color, material and texture with the original door or which require replacement of the original door.		Complies	<input type="radio"/>	Complies	<input type="radio"/>
		*Does not comply	<input type="radio"/>	Does not comply	<input type="radio"/>

HERITAGE DISTRICT DESIGN - UPPER STORY WINDOWS

	Applicant Response	Design Board
1. Screens, boards and other inappropriate materials covering windows should be removed.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. If the original window openings have been altered, restore them to their original configuration and detail. Avoid blocking window openings.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. If possible, save and restore the original windows and frames. Replace missing, rotting or broken sash, frames, mullion, mountings, etc., with similar material.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Where clear aluminum frames have previously replaced the traditional frames, they should be painted a compatible color with the rest of the building.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. If a new interior ceiling must be dropped below the height of existing window openings, a recessed setback or similar device should be used to allow the full opening to be retained without alteration of exterior appearance.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6. If storm windows are used to improve thermal performance, they should resemble the existing window as closely as possible in size/shape, appearance, and color. Storm windows should be sized to fit the entire window opening.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
7. Avoid storm windows that allow moisture to accumulate and damage the window frame.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
8. No mirrored or tinted glass. Replacement glass should be similar to the original	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
9. Avoid the use of shutters except where clear evidence indicates their historic presence. If shutters are used, they should be functional.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
10. Avoid substituting one type of operable sash for another.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
11. Avoid storing material directly in front of windows. Wash upper story windows regularly and install curtains or other suitable devices to give a "lived-in" appearance.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
12. If window replacement is necessary, a similar design and operable condition should be used in accordance with original building design.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN - EXTERIOR WALLS

	Applicant Response	Design Board
1. Original building wall material should not be covered with any form of inappropriate siding. Where this has already occurred, the inappropriate siding should be removed and the original wall material restored.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. Wall surfaces that have not been painted should remain unpainted.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. Damaged walls should be repaired or replaced with material which duplicates the original as closely as possible.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Avoid scarring walls with holes for attaching signs, etc.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. Avoid removing wall materials and features that are essential parts of the building's character.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN – BUILDING DETAIL, DECORATION AND CORNICE		Applicant Response	Design Board
1. Deteriorated details, decorations and cornices should be repaired rather than replaced whenever possible. In the event replacement is necessary, the new material should match the original material in composition, design, color and texture. Repair or replacement of missing architectural decorations and details should be based on accurate duplications, substantiated by historical, physical or pictorial evidence rather than on conjectural design.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. Heavy or numerous coats of paint that obscure architectural decorations and details should be removed before repainting.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. Sagging details, decorations and cornices should be firmly re-anchored.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. When replacing or repairing masonry details, decorations or cornices, care should be taken to prevent an obvious and unsightly patch. Materials, joints, etc. should match the original as closely as possible in composition, color and texture.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. Corbelling should be retained and restored whenever possible.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6. Care should be exercised whenever dealing with terra cotta for replacement is difficult. Repair cracked or chipped glazed surfaces as closely as possible.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
7. Metal and cast iron which has signs of corrosion, tears, holes, or missing pieces should be repaired or replaced as closely as possible to the original.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
8. Soft, dry or split areas in wood surfaces should be filled, caulked, primed and painted or stained to match the original.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
9. Replacement glass should resemble the original as closely as possible.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
10. Where the original cornice has been removed or altered, it should be replaced or restored with a duplication of the original. Where this is not possible, a simplified version of the original should be designed.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
11. Avoid unnecessary changes in cornice height.		Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN - PAINT SCHEMES AND COLOR PALETTE		Applicant Response	Design Board
1.	Color applied to side and rear walls should avoid harsh shifts from that on front walls. A building should be treated visually consistent on all sides.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2.	When repainting, consider using the original painting scheme and color palette.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3.	Color should be used to tie building elements, such as decorations, cornices, signs and storefronts together. This is usually most successful when a maximum of three colors are used.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4.	The color palette should be consistent throughout both the upper and lower portions of the building's front facade.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5.	Color palettes and paint schemes on adjoining buildings should be compatible.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6.	Color palettes should generally be lighter on the south side of the street, which is normally in shadow, than on the north, which is normally in sun.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
7.	The color used on the cornice should offset the color of the sky.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
8.	Normally, the previous paint type (oil or latex base) should be used in repainting. Generally, use oil base paint for wood and latex base paint for masonry.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
9.	Avoid the use of bright primary colors which are usually incompatible with the buildings downtown. Bright colors are also highly susceptible to fading.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
10.	Avoid the use of very dark colors which are usually incompatible with the buildings downtown.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN - *AWNINGS*

	Applicant Response	Design Board
1. Cloth or canvas awnings were traditional on most buildings downtown. Consider box awnings on the upper facade windows and slanted awnings on the storefronts. When canvas awnings are used on both upper and lower facades, they should be of compatible color, material and design.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. The color of all awnings should compliment the building. When a building contains more than one storefront, each with a different awning color, the colors should be related.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. See Zoning Ordinance for signage.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Avoid materials, colors and designs which detract from the character of the building.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN		
SURFACE CLEANING AND PAINT REMOVAL		
	Applicant Response	Design Board
1. Water or steam cleaning is usually the safest method by which to clean buildings. A low-pressure water or steam method, when accompanied by manual scrubbing and a mild cleanser, will cause the least damage.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. Paint may be removed with water-rinsable alkali and solvent-based chemicals applied by brush and removed with medium water pressure or steam spray. Ascertain chemical reaction of paint removal or material surfaces before proceeding.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. If a brick facade was originally painted, a soft brick was probably used in construction. These surfaces should remain painted.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Avoid cleaning or paint removal by blasting with sand, grit, chips, shells, beads or other abrasive substances. Blasting will erode surfaces and remove details and may accelerate the deterioration of the fabric.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. Avoid using chemicals which adversely affect the building fabric.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6. Avoid wet cleaning when frost is expected.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN - WINDOW DISPLAYS

	Applicant Response	Design Board
1. Know who the customers are: businesspeople? homeowners? gardeners? The display should attract the buying audience on the other side of the window.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. Consider the product. Is it colorful or bland? Intricate or simple? Large or tiny? Does the product have "eye appeal"? Look at the product in different ways and use imagination to give it life.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. Think of the display window as a large picture framed by the storefront. The building and window create a single unit which should be complimented by the display in color and proportion.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Give thought to the most effective way to communicate the desired message. Decide what is most important and limit the display to a main theme or idea. Do not confuse people with too much of a good thing.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. Let the product speak for its own good qualities. Displays using actual products provide immediate communication without words. Colors, shape, size material, texture, smell, taste, sound – these are the subtle messages that make window displays effective.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6. Use color to pull the display together. Coordinate display colors with those of the building. Remember, though, that too many colors can be confusing, and not enough make for a dull picture.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
7. Look at the window display as a composition—as if it were a sculpture or an oil painting. Compliment or emphasize the shape of the window by using vertical or horizontal elements. Think in terms of a group – how do the products work together? Group similar objects for a message that is easy to "read".	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
8. Avoid large signs in windows which cover the displays. As a general rule, signs in windows should not occupy more than 15% of the total glass area.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
9. Lighting is very important and provisions for artificial illumination should be considered essential for most window displays. An attractive display can entice evening window shoppers to return during business hours. The display should be well lit to take advantage of this round-the-clock advertising. The lighting should be controllable in intensity and flexible in placement.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
10. Change displays often to keep the audience interested. Displays should change with the season, as well as to reflect holidays and special events throughout the year.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
11. Consider investing in a reusable display. Properly stored and protected, a well-built display can be used over a three- to four-year period. A memorable display for Easter, Christmas or Halloween will be anticipated by shoppers each year.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
12. Avoid using window space to stock or store extra merchandise.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

13. Avoid inappropriate signs which detract from the products being displayed and the building itself.	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
14. Rear displays should be simpler in style but maintain the same regard for quality	Complies <input type="radio"/> Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

HERITAGE DISTRICT DESIGN - REAR FACADES

	Applicant Response	Design Board
1. The rear facade should be clean and well maintained. The intent is to welcome customers, not threaten them. Although the two are similar, the rear entry should not compete with the storefront in importance. In most cases, the entrance should occupy a relatively small part of the rear facade and retain more of a utilitarian character. Still, it should be maintained and developed to support the overall appearance and convenience of the commercial district.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
2. Like the storefront, the rear entry requires identification. It should be inviting and attractive. A window panel in the back door, is one way to open the store to potential customers.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
3. A small sign on or near the door is another way to identify the store. Be sure to keep it small and do not clutter the area with too many signs.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
4. Original doors or window openings which are now blocked should be reopened to their original dimensions and filled with appropriate doors or windows.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
5. Compatible display windows should be provided at ground level.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
6. An awning can be added for visual identification and convenience.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
7. If there is enough sun, planter boxes might be added.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
8. Like the storefront, the rear entry should respect its next door neighbors. Make the entry compatible with neighboring stores. It would be wise for merchants to get together and plan out an attractive approach to the rear facades.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>
9. Service entries should be clearly marked to avoid confusion.	Complies <input type="radio"/> *Does not comply <input type="radio"/>	Complies <input type="radio"/> Does not comply <input type="radio"/>

10. Normal service activities such as trash collection, loading, shipping and storage must occur with ease. It is possible to accommodate these functions and at the same time make the rear spaces more enjoyable people places.	Complies *Does not comply	Complies Does not comply	Complies Does not comply
11. If possible, pick a central location for trash collection which will serve several stores efficiently. Grouping the containers makes them appear less cluttered.	Complies *Does not comply	Complies Does not comply	Complies Does not comply
12. Simple enclosures can be constructed to hide refuse containers and prevent clutter. Before construction, consult the refuse collection company to ensure that the enclosure will not disrupt their activities.	Complies *Does not comply	Complies Does not comply	Complies Does not comply
13. A neutral color should be used to paint or stain refuse enclosures. Bright or loud colors will draw attention when the purpose is to camouflage. Choose colors that blend with those of the rear façade.	Complies *Does not comply	Complies Does not comply	Complies Does not comply
14. Weeds can be a problem and should be kept under control.	Complies *Does not comply	Complies Does not comply	Complies Does not comply
15. Snow removal is yet another consideration. Just as front walks need to be shoveled, remember to clear snow at back entrances.	Complies *Does not comply	Complies Does not comply	Complies Does not comply
16. The recommendations established in other parts of these guidelines should be followed.	Complies *Does not comply	Complies Does not comply	Complies Does not comply

CITY OF ZEELAND

ORDINANCE NO. 727

(Heritage District Design Approval Hearing for C-2 Property)

Portions of minutes of a Regular Meeting of the City Council of the City of Zeeland, County of Ottawa, Michigan, held in the Howard Miller Community Center in said City on 3-20, 2000, at 7:00 o'clock P.M., Local Time.

PRESENT: Council Members Mayor Pro Tem Gruppen, Huizenga, Meppelink,
Klynstra, Curnick and Karsten

ABSENT: Council Members Mayor Hoogland

The following preamble and ordinance were offered by Council Member Klynstra and supported by Council Member Curnick:

WHEREAS, the City of Zeeland has adopted Heritage District Design Approval Guidelines for property which is located within the C-2, Central Business Zone District;

AND WHEREAS, the City of Zeeland wishes to encourage property owners to develop their property in accordance with such guidelines;

AND WHEREAS, in order to encourage such development, all property owners should be required to appear before a Design Review Board so as to review their proposed construction plans in light of the Heritage District Design Approval Guidelines;

AND WHEREAS, it is also necessary to establish certain procedures for such a review;

AND WHEREAS, it is believed that the procedural steps required by this ordinance will not create a significant burden for property owners;

AND WHEREAS, the adoption of Design Standards has been recommended by merchants, property owners, and representatives of such groups within the Central Business District;

AND WHEREAS, it is believed that compliance with the Heritage District Design Guidelines will promote the public welfare by strengthening the financial viability of the Central Business District within the City of Zeeland;

THE CITY OF ZEELAND ORDAINS.

Section 1. The City of Zeeland hereby establishes the following requirements in order to obtain a required Building Permit for a new facility or for the remodeling or repair of an existing facility within the C-2, Central Business District:

Section 1. Design Board. The Shopping Area Redevelopment Board (SARB) is hereby designated as being the Design Review Board so as to verify and/or to encourage compliance with the Heritage District Design Approval Guidelines for the City of Zeeland.

Section 2. Application. Before the Building Official shall issue a Building Permit for any construction within the C-2, Central Business District, a property owner seeking to obtain a building permit for a retail, commercial or office facility shall first submit an application to have their proposed project reviewed by the SARB. (Property owners seeking a building permit for a single family dwelling or for an ecclesiastical corporation project shall not be required to comply with this ordinance.) The applicant in filing its applications shall submit ten copies of its proposed plans to the Building Official. In filing such application, the applicant shall also note any deviations which it believes may be present from the Heritage District Guidelines and shall provide information to the SARB as to why it believes such a regulation should not be applicable to it.

Section 3. Notice. Five business days notice shall be given to the applicant, to adjacent property owners, and to the SARB as to the date and time of the Heritage District Design Approval Hearing. An adjacent property owner is any property owner which has a building immediately adjacent to the applicant's lot.

Section 4. Hearing. Within three weeks of receiving such application, the SARB shall schedule a hearing for the applicant. At the hearing, the applicant, an adjacent property owner, the City, and any other interested person may present information for consideration by the SARB.

Section 5. Staff. The Building Official shall serve as the staff person coordinating such review process and the Building Official's Office shall serve the required public hearing notices. The Clerk's Office shall record minutes for such hearing. The City of Zeeland's Downtown Coordinator shall also provide such assistance as may be required by the SARB. In the event that the SARB is in need of assistance from an architect, the SARB may contract for an architectural review of a project. The fee for such an architectural review shall be paid for by the City of Zeeland.

Section 6. Decisions. The SARB shall make its decision as to whether a project complies with the Heritage District Design Approval Guidelines within three weeks of the public hearing. Following a hearing, the SARB may table the making of a decision for up to three weeks so as to obtain additional information. All decisions of the SARB shall be made by the majority of a quorum. If a member of the SARB is an applicant or has a financial interest in an applicant, then such a member shall be excused as the result of having a conflict of interest.

Section 7. Effect. The design review decisions of the SARB shall be binding upon the applicant and upon all other interested parties. The decisions of SARB shall not be appealable to any other party. In the event that an application is found to comply with the Heritage District Design Approval Guidelines, then the SARB shall certify to any participating financial institution that the proposed project is in compliance with the Heritage District Design Approval Guidelines so as to enable the applicant to receive a low interest loan, if the applicant otherwise qualifies for such a loan.

Section 8. Loans. It is hereby noted that the SARB, the City of Zeeland, and its agents shall not be liable to repay any loans which are extended to an applicant by any financial institution as the result of a project being reviewed pursuant to the terms of this ordinance.

Section 9. Noncompliance. It is hereby acknowledged that a property owner has the right at its sole discretion not to comply with the Heritage District Design Approval Guidelines. By its noncompliance, however, a property owner will be deemed to have waived its right to receive a low interest loan from participating financial institutions which might otherwise have been available as the result of complying with the said Guidelines. An applicant intending not to comply, however, with the said Guidelines shall still be required to file an application as required by this ordinance and to attend the public hearing before any Building Permit shall be issued.

Section 10. Site Plan Review. Following the review of the proposed improvement, a hearing for the applicant shall be held before the Planning Commission or the Site Plan Review Committee as required by the Zoning Ordinance. Nothing in this ordinance shall be deemed to void the requirement of having a Site Plan Review Hearing as may be required by the Zoning Ordinance.

Section 11. Conflict. In the event that the Planning Commission or the Site Plan Review Committee requires any change or modification to a plan, such a change or modification shall not affect a prior finding of compliance by the SARB, and a second hearing shall not be required to be held before the SARB as the result of a change or modification which is required following a Site Plan Review Hearing.

Section 2. All ordinances or parts thereof in conflict with the provisions of this ordinance are to the extent of such conflict hereby repealed.

Section 3. This ordinance shall take effect immediately upon publication thereof and is hereby declared to be an Emergency Ordinance.

This Ordinance is hereby adopted on the 20th day of March, 2000, at a Regular Meeting of the Zeeland City Council, with the following vote:

AYES: Council Members Huizenga, Meppelink, Karsten, Curnick,
Klynstra and Mayor Pro Tem Gruppen

NAYS: Council Members None

ABSENT: Council Members Mayor Hoogland

City of Zeeland

By:

Wester Hoogland, Mayor

By:

David V. Baron, Clerk

CERTIFICATE

I hereby certify that the foregoing constitutes a true and complete copy of Ordinance No. 727 which was duly adopted by the City Council of the City of Zeeland, County of Ottawa, Michigan, at a Regular Meeting held on March 20, 2000, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, as amended, and that the minutes of said meeting were kept and will be or have been made available as required by said Act. I hereby certify that the above Ordinance known as Ordinance No. 727 or a summary of such Ordinance was published in the Zeeland Record on the 23rd day of March, 2000.

Nancy Tuls
Nancy Tuls, Deputy City Clerk