Storefront Design Guidelines Analysis

Current Standard Guidelines	Nore' Winter's Draft	Staff Suggestions
SF1 Do not remove historic materials from storefronts. Such materials as wood, cast iron, terra cotta, carrara glass, ceramic tile, and brick contribute significantly to a storefront's architectural character.	SF.1 Preserve key character-defining features of a historic commercial storefront. • Retain all historic storefront elements, including historically significant later alterations that are historic in their own right. • Retain an original opening on a historic storefront. Transitions from one storefront to another should be clearly defined. • Maintain the commercial character of the storefront, even if the use changes. Blinds or insulated curtains may be added for privacy and thermal performance. • Do not remove a historic material from a storefront, as each material contributes significantly to a storefront's architectural character. • Do not add an element to a storefront that has no historic precedent, such as the installation of coach lanterns, flase mansard designs, small-paned windows, or inoperable shutters. • Do not add a false front, false story, or a pent eave to the roof of a commercial building. • Do not use a storefront design element that is historically inappropriate such as small-pane windows or a colonial door. • Do not use rough-textured wood siding or simulated masonry.	
SF2 Use historic materials where historic storefronts must be replaced in part of in whole.	SF.2 Repair an altered storefront to its original design when appropriate.	

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Cast iron, limestone, or wood are appropriate materials for storefront replacement.	• Maintain the original scale, proportion, and organization of architectural elements when repairing a historic storefront. • Use a material for repair that reflects the style, color, texture, and detailing of the original material.	
SF3 Retain all historic storefront elements, including later alterations that are historic in their own right. An example is a late nineteenth-century storefront with Art Deco features added during the 1930s.	**Incorporated in SF.1**	
SF4 Respect façade alterations that have attained historic or architectural significance in their own right. Work to incorporate such elements into any new storefront design or renovation. Do not attempt to recreate a conjectural historic design if there is insufficient physical or documentary evidence.	**Incorporated in SF.1**	
SF5 Do not remove later historically-significant material to restore a building to an earlier period. For example, a 1910 storefront should not be taken back to a conjectural 1850s appearance.	**Incorporated in SF.1**	
SF6 Maintain the original scale, proportion, and organization of architectural elements (bulkheads, display windows, transoms, door, piers, and cornices) when renovating historic storefronts.	**Incorporated in SF.2**	
SF7 Use the original form and detailing of a storefront as a model, if extensive deterioration requires complete reconstruction. The reconstruction should convey the same visual appearance and use the same material as the original. Under no circumstances should a historic storefront be removed and not replaced.	SF.3 Reconstruct an altered storefront to its original design. • Use historic, pictorial, and physical documentation to construct a historic storefront when the original is missing. • Where extensive deterioration requires complete reconstruction, use the	

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	original form and detail of a storefront as a model to convey the same appearance.	
SF8 Use historic, pictorial, and physical documentation to construct a historic storefront when the original is missing. The design may be an accurate restoration, if sufficient evidence exists, or a new design that is compatible with the size, scale, material, and color of the historic building and district.	SF.4 If a historic storefront must be replaced, replace it to be consistent with the historic location. • Where evidence does not exist, a new design that is compatible with the size, scale, material, and color of the historic building and district is appropriate. • Design a replacement storefront to be compatible with and complementary to neighboring storefronts, but to also be recognizable of its own era. • Use historic materials where historic storefronts must be replaced in part or in whole. Cast iron, limestone, or wood are appropriate materials for storefront replacement. Wood or stone panels are appropriate for bulkheads replacement, and cast iron, wood, or sheet metal are appropriate for cornice replacement. • Do not install an inappropriately-scaled sign that obscures or damages a surviving storefront feature. • Incorporate a facade alteration that has attained historic or architectural significance, but is not original, into a new storefront design or renovation. • Do not recreate a conjectural historic design if there is insufficient physical or documentary evidence. • Do not use a rustic finish on masonry that will simulate aged masonry.	

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SF9 Keep storefront designs within their original openings. Transitions from one façade to another should be clean and clearly defined.	**Incorporated in SF.1**	
SF10 Emphasize the transparent character of storefronts when implementing new designs or renovations. Generally, 60 percent of the wall surface at the sidewalk level should be transparent. Historically, merchandise seen in storefront displays was emphasized to a much greater extent than any ornament on the storefront itself.	SF.7 Replace a historic door or window on a traditional storefront to be consistent with the historic context. • Use large sheets of clear glass to replace a storefront display window. • Emphasize the transparent character of storefronts. Generally, 60% of the wall surface at the sidewalk level should be transparent. • Use a replacement door that reflects the storefront's original character. A door should have large glass panels and be made of wood, painted steel, aluminum, or other material that reflects the style, color, texture, and detailing of the historic material. • Use a replacement door that exhibits a visual quality and composition similar to a historic storefront door in the district. • Do not apply reflective or insulating film to window glass. • Do not use smoked, tinted, low-E, or reflective glass on a building facade that can be seen from the public right-of-way.	Staff recommends the following edits: SF.7 Replace a historic door or window on a traditional storefront to be consistent with the historic context. • Use large sheets of clear glass to replace a storefront display window. • Emphasize the transparent character of storefronts. Generally, 60% of the wall surface at the sidewalk level should be transparent. • Use a replacement door that reflects the storefront's original character. A door should have large glass panels and be made of wood, painted steel, aluminum, or other material that reflects the style, color, texture, and detailing of the historic material. • Use a replacement door that exhibits a visual quality and composition similar to a historic storefront door in the district. • Do not apply reflective or insulating film to window glass. • Do not use smoked, tinted, <u>tinted</u> low-E, or reflective glass on a building facade that can be seen from the public right-of-way.
SF11 Do not apply reflective or insulating film to window glass.	**Incorporated in SF.7**	
SF12 Do not use smoked, tinted, low-E, or reflective glass on building facades that can be seen from a public way.	**Incorporated in SF.7**	

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SF13 Use large sheets of clear glass when replacement of storefront display windows is required.	**Incorporated in SF.7**	
SF14 Select replacement doors that reflect the storefront's original character. Doors should have large glass panels and be made of wood or painted steel or aluminum. They should not be overly-decorated or possess inappropriate historic features.	SF.6 Repair an altered door or window to its original design. • Use historic photographs when determining the original character of the doors and windows. • Where evidence does not exist, use a contemporary interpretation of traditional windows and doors, that are compatible with neighboring storefronts.	
SF15 Do not change or reorient the location of the main entrance of a storefront.	**Not incorporated**	Staff believes it is implied in SF.1
SF16 Design awnings to complement existing architectural features. They should not overwhelm the façade.	SF.13 Replace a historic awning on a traditional storefront to be consistent with the historic context. • Design an awning to complement existing architectural features. An awning should not overwhelm the facade. • Design an awning to be of matte-finish, weather-proofed fabric of traditional form, and of a color that complements the building. • Attach an awning between the window display area and the signboard or second-floor window sill. An awning should be attached below the transom line where historic prism glass is present. • Install an awning so that the valance has significant clearance (typically about 7'6" above the sidewalk). • Do not damage the historic structure when installing an awning. Hardware	

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	should be limited to that which is required for structural stability and should be driven into mortar joints, not masonry. Install the awning so that it can be removed. • Do not use fiberglass, metal, plastic, or back lit awnings that have contemporary shapes.	
SF17 Install awnings made out of matte-finish weather-proofed fabric or a traditional form. Fiberglass, metal, plastic, and back-lit awnings that have contemporary shapes are inappropriate and visually intrusive.	**Incorporated in SF.13**	
SF18 Select an awning color that complements the building, with solid colors and narrow or wide stripes running perpendicular to the building being the preferred patterns.	**Incorporated in SF.13**	
SF19 Install awnings in a way that does not harm the building. Hardware installation should be limited to that which is required for structural stability and should be driven into mortar joints rather than into masonry.	**Incorporated in SF.13**	
SF20 Attach awnings between the window display area and the signboard or second-floor window sills. Awnings should be attached below the transom line where historic prism glass is present.	**Incorporated in SF.13**	
SF21 Install awnings so that the valance is no lower than 7'-6" above the sidewalk.	**Incorporated in SF.13**	
SF22 Maintain the commercial character of storefronts, even if they have changed use. Blinds or insulating curtains may be added for privacy and thermal performance.	**Incorporated in SF.1**	
SF23 Design replacement storefronts that are compatible with and complementary to their	**Incorporated in SF.4**	

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historic neighbors, but are recognizable as being of their own era.		
SF24 Do not add elements to storefronts that have no historic precedent. Common examples of inappropriate alterations include the installation of coach lanterns, false mansard designs, small-paned windows, and inoperable shutters.	**Incorporated in SF.4**	
SF25 Do not add false fronts, false stories, or pent eaves to the roofs of commercial buildings.	**Incorporated in SF.4**	
SF26 Do not use storefront design elements that are historically inappropriate, such as small-pane windows or colonial doors on late-nineteenth and twentieth-century buildings.	**Incorporated in SF.4**	
SF27 Do not use materials in storefront renovations that were not available at the time of original construction, such as vinyl or aluminum siding, stainless steel, uncoated anodized aluminum, tinted glass, or artificial stone.	**Not incorporated**	Staff believes this to be implied in SF.1, SF.2, SF.3, and SF.4.
SF28 Use historic materials when replacement of bulkheads is required in part or in whole. Wood or stone panels are most appropriate.	**Incorporated in SF.4**	
SF29 Do not use rough-textured wood siding or simulated masonry, such as permastone, on storefronts.	**Incorporated in SF.1**	
SF30 Use historic materials when cornice replacement is required in part of in whole. Cast iron, wood, or sheet metal area appropriate materials.	**Incorporated in SF.4**	
SF31 Do not install inappropriately-scaled signs that obscure or damage surviving storefront features that convey a building's architectural character.	**Incorporated in SF.4**	
SF32 Include the following storefront elements when redesigning or renovating a historic	**Not incorporated**	Staff believes this to be implied in SF.4.

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storefront: large display windows and doors, transoms, relatively thin framing elements, a cornice element separating the storefront from the upper façade, low bulkheads, and tile entry flooring.		
SF33 Photographically document architectural features that are slated for reconstruction prior to the removal of any historic fabric.	**Not specifically incorporated**	Staff believes this to be implied in the application process in general.
Not Incorporated Previously	SF.5 Preserve the original doors and windows on the primary facade. • Maintain the transparency of the storefront by maintaining original window and door openings, with large sheets of glass and doors that are in character with the preservation district.	Staff recommends the following edits: SF.5 Preserve the original doors and windows on the primary façade <u>unless severely deteriorated</u>. • Maintain the transparency of the storefront by maintaining original window and door openings, with large sheets of glass and doors that are in character with the preservation district.
Not Incorporated Previously	SF.8 Install a screen or storm door with a simple, narrow-frame design that does not conceal or distract from the historic door. • Paint or finish a metal screen or storm door to match the inner door. • Install an interior storm door if possible.	
Not Incorporated Previously	SF.9 If given the chance between a primary and secondary entrance, install a storm door on a secondary entrance.	
Not Incorporated Previously	SF.10 Install security bars of simple design that do not obscure the architectural character of the original doors or damage historic fabric. • Mount commercial security bars inside the glass and so that they can retract out of sight during business hours. • Paint security bars an unobtrusive color that does not detract from the historic door.	
Not Incorporated Previously	SF.11 Preserve an original storefront awning.	Staff recommends the following edits:

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		SF.11 Preserve an original storefront awning that is a character defining element to the building and not severely deteriorated.
Not Incorporated Previously	SF.12 Repair an altered awning to its original design. • Use historic photographs when determining the original character of the awning.	Staff does not recommend including this new guideline.