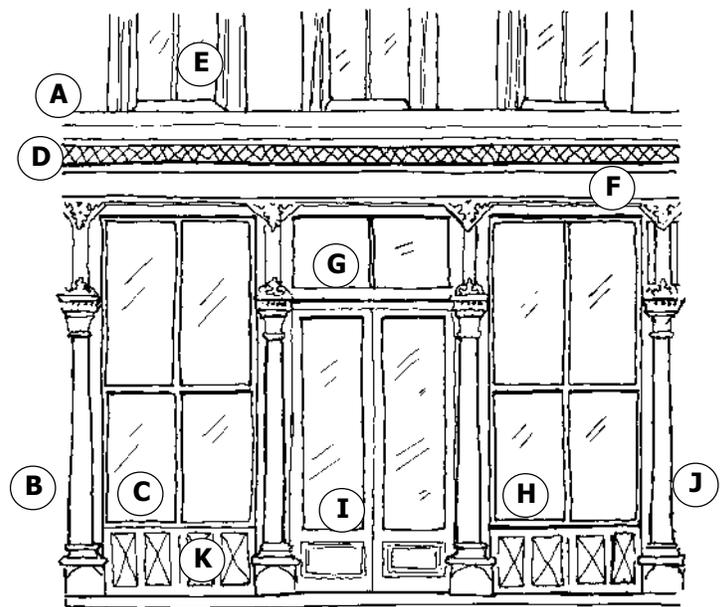


STOREFRONT

DESIGN GUIDELINES

- 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.
- SF2** 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.
- 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.
- SF4** Respect facade 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.
- 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.
- SF6** Maintain the original scale, proportion, and organization of architectural elements (bulkheads, display windows, transoms, door, piers, and cornices) when renovating historic storefronts.
- 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.

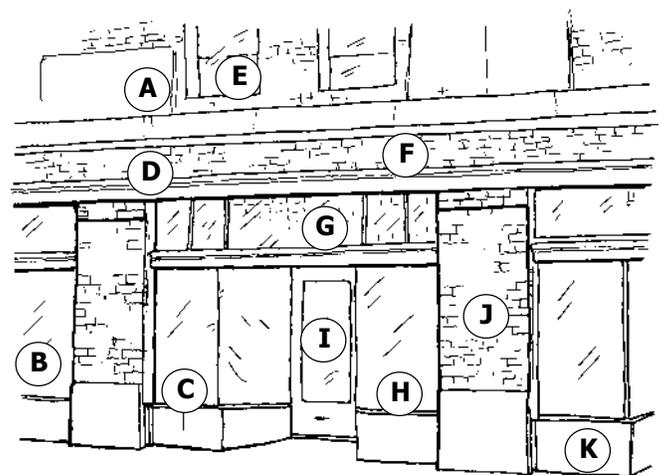
NINETEENTH-CENTURY STOREFRONT



STOREFRONT ELEMENTS

- A. Upper Facade
- B. Lower Facade
- C. Storefront
- D. Cornice
- E. Upper-Floor Window
- F. Sign Band
- G. Transom
- H. Display Window
- I. Entry
- J. Piers
- K. Bulkhead

TWENTIETH-CENTURY STOREFRONT



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.

SF9 Keep storefront designs within their original openings. Transitions from one facade to another should be clean and clearly defined.

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.

SF11 Do not apply reflective or insulating film to window glass.

SF12 Do not use smoked, tinted, low-E, or reflective glass on building facades that can be seen from a public way.

SF13 Use large sheets of clear glass when replacement of storefront display windows is required.

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.

SF15 Do not change or reorient the location of the main entrance of a storefront.

SF16 Design awnings to complement existing architectural features. They should not overwhelm the facade.

SF17 Install awnings made of matte-finish weather-proofed fabric of a traditional form. Fiberglass, metal, plastic, and backlit awnings that have contemporary shapes are inappropriate and visually intrusive.

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.

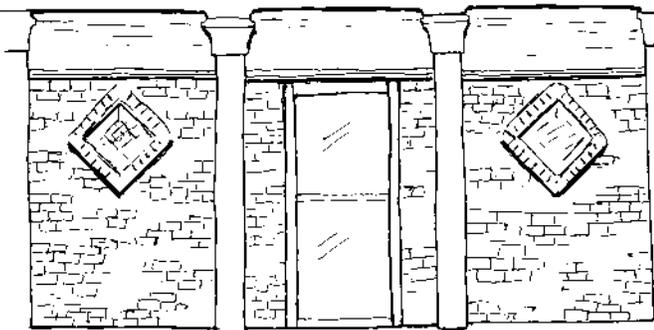
SF19 Install awnings in a way that does not harm the building. Hardware installation should be limited to that which is required for structural stability and should be driven into mortar joints rather than into masonry.

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.

EMPHASIZE TRANSPARENCY



Historically, storefronts used expansive plate-glass windows to advertise goods to passersby.



Inappropriate infill reduces a storefront's transparency, diminishing its historic character.

REPETITION CREATES STREETSCAPE RHYTHM



Regular and repeated placement of storefronts, piers, and upper-level windows combine to create streetscape rhythm.



Unsympathetic window and storefront alterations can disrupt this rhythm.

SF21 Install awnings so that the valance is no lower than 7'6" above the sidewalk.

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.

SF23 Design replacement storefronts that are compatible with and complementary to their 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.

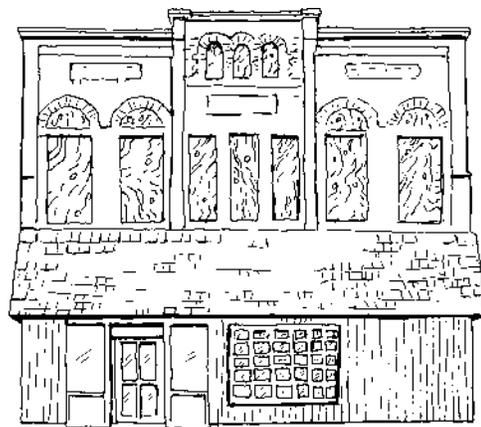
SF25 Do not add false fronts, false stories, or pent eaves to the roofs of commercial buildings.

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.



Building out to the edge of property lines gives definition to many streetscapes. Pedestrian-oriented storefronts help create a human scale.

ALTERATIONS DISGUISE CHARACTER



Selective removal of later, inappropriate additions, such as those seen above, and replacement with historically-compatible materials can do much to revitalize storefronts.



Courtesy of the University of Louisville Photographic Archives

- 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.
- SF28** Use historic materials when replacement of bulkheads is required in part or in whole. Wood or stone panels are most appropriate.
- SF29** Do not use rough-textured wood siding or simulated masonry, such as permastone, on storefronts.
- SF30** Use historic materials when cornice replacement is required in part or in whole. Cast iron, wood, or sheet metal are appropriate materials.
- SF31** Do not install inappropriately-scaled signs that obscure or damage surviving storefront features that convey a building's architectural character.

- SF32** Include the following storefront elements when redesigning or renovating a historic storefront: large display windows and doors, transoms, relatively thin framing elements, a cornice element separating the storefront from the upper facade, low bulkheads, and tile entry flooring.

- SF33** Photographically document architectural features that are slated for reconstruction prior to the removal of any historic fabric.

