

Storefronts, Signage, Accessory Structures and Lighting

Storefronts define the historic character the business district. Of particular importance are storefronts located at or near the property line (street front), entrances, display windows, kick plates, cornices, roof parapets, trim and decorative detailing. The scale and massing of a building and the placement of entrances and windows create the distinctive rhythm of the façade; and storefronts and buildings collectively, create the distinctive rhythm of the streetscape. As with a neighborhood, inappropriate repair and replacement can impact the historic and tourism value of the commercial district.

The proper placement and scale of signage on a historic façade is significant. Many historic styles are designed with signboards or locations where sign placement is appropriate and does not impact the architecture of the façade.

Accessory structures may be necessary to accommodate the needs of a commercial use. Such structures are appropriate in locations that do not impact the building façade and/or important historic features of the building. The architectural design of accessory structures is important if they are within public view.

Storefront Guidelines:

1. The permanent removal and/or enclosure of doors, prominent entrances and/or windows is prohibited.
2. The removal of defining historic design features is prohibited.

3. If the original storefront or early storefront no longer exists or is too deteriorated, the historic character of the building shall be retained through contemporary design that is compatible to the scale, design, materials, detailing, and façade rhythm of the historic building; or replaced with an accurate historic building design.
4. Residential structures converted to commercial use shall follow the design guideline criteria for residential structures.

Signage Guidelines (these guidelines shall be implemented in conjunction with the existing Sign Ordinances):

5. Repair and maintenance of historic signage is encouraged as are replicas of historic signage that are compatible with the architecture of the building.
6. New signage shall be located on the flat, unadorned parts of a façade, such as the horizontal band between the storefront and second floor, or on windows, awning flaps, fascia, and frieze, or other areas where signs have been historically placed on the building.
7. Decorative neon light banding is prohibited; however, neon lettering is permitted pursuant to sign regulations.

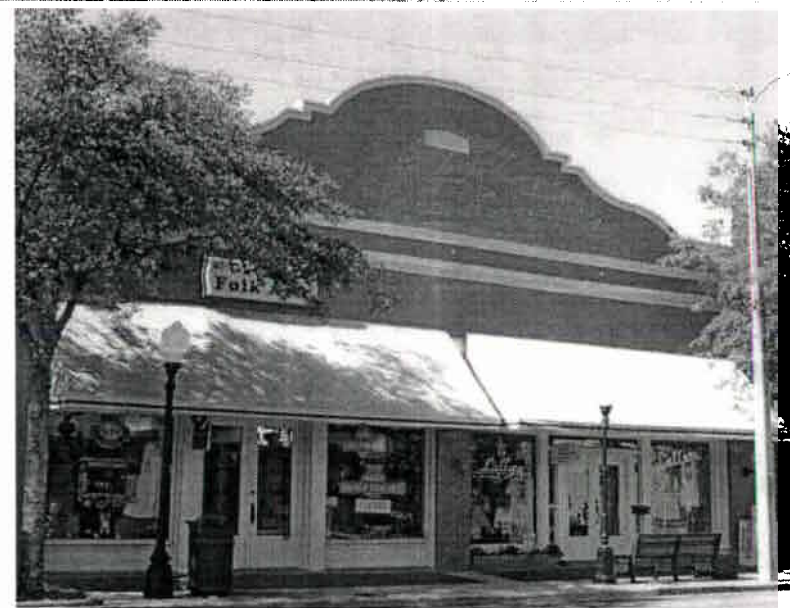
Accessory Structure Guidelines:

8. Accessory structures shall be located in the rear or side of the building and match the architecture of the principal structure.



Inappropriate: False façade is added that is not in keeping with the architecture of the structure. Street level appearance is partially in keeping with the storefront/window display character.

9. Accessory structures that are permitted to be located along the public right-of-way or within the public view shall be designed in the same architectural style as the principal building.

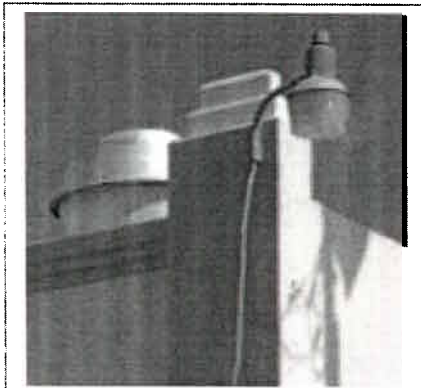


Appropriate: Storefront openness is maintained along street, architectural features are preserved and windows are uniform and compatible with the architecture of the building.

Exterior Lighting Guidelines:

- 10. Light fixtures (luminaries) on poles located adjacent to the public right-of-way shall be the same or similar to the light fixture/pole design for Downtown.
- 11. Light fixtures on buildings should be indicative of the period and style of the building architecture. Contemporary light fixtures may be used provided they are in keeping with the architectural style and scale of the building.

- 12. Light fixtures on buildings should be flush mounted on the wall or on the soffitt.
- 13. High intensity lights or light which intrudes upon adjacent properties is discouraged.



Inappropriate: Located on architectural element and not compatible with architectural style.



Appropriate: Scale, location and design compatible with architecture.



Downtown Light