

## Storefront

- SF1** When restoring or renovating an historic storefront include the following storefront elements if they previously existed: 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.
- SF2** Ornamental materials and features that contribute to the historic and architectural character of the building should not be removed from storefronts. Examples of these materials include wood, cast iron, terra cotta, Carrara glass, Vitrolite structural glass, ceramic tile, and brick.
- SF3** When historic storefronts must be replaced in part or in whole, historic materials should be used or replaced with like materials. Appropriate materials for storefront replacement may include cast iron, limestone, brick, wood, and some synthetic materials.
- SF4** Rough-textured wood siding or simulated masonry, such as permastone, should not be used on storefronts.
- SF5** When cornice replacement is required in part or in whole, historic materials should be used or replaced with like materials.
- SF6** All historic storefront elements should be retained, including later alterations that are historically appropriate in their own right during the period of significance for the district. An example is a late 1900's storefront with Art Deco features or other ornamental details added during the 1930s.
- SF7** Façade alterations that have attained historic or architectural significance in their own right should be preserved. Such elements should be incorporated into any new storefront design or renovation. If there is insufficient physical or documentary evidence, do not attempt to recreate a falsely historic or conjectural historic design.
- SF8** Later historically significant materials should not be removed to restore a building to an earlier period. For example, a 1910 storefront should not be taken back to a conjectural 1850s appearance.
- SF9** When renovating historic storefronts, the original scale, proportion, and organization of architectural elements (bulkheads, display windows, transoms, door, piers, cornices, and other ornamental details) should be preserved.
- SF10** If extensive deterioration requires complete reconstruction, the original form and detailing of a storefront should be used as a model. The reconstruction should convey the same visual appearance and use the same material as the original. An historic storefront should not be removed and not replaced. However, an adaptive reuse for a commercial use may be considered.
- SF11** When reconstructing an historic storefront, historic, pictorial, and physical documentation should be used. The design may be an accurate restoration, if sufficient evidence exists, or a new design that is compatible with the size, scale, materials, style, and character of the historic building and the district.
- SF12** Architectural features that are proposed for reconstruction or replacement must be photographically documented by the property owner as part of the application submitted to Landmarks for approval of any exterior modification. Historic elements cannot be removed until after approval has been obtained.
- SF13** Replacement storefront designs should be compatible with and complementary to adjacent historic buildings and the district, but be recognized as being of their own era.
- SF14** The storefront design should retain its original openings. Transitions from one façade to another should be clean and clearly defined.

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- SF15** When implementing new designs or renovations, emphasize the transparent character of storefronts. Generally, 60 percent of the wall surface at the sidewalk level (first floor) should be transparent (window and door glass). Historically, merchandise seen in storefront displays was emphasized to a much greater extent than any ornament on the storefront itself.
- SF16** Reflective or insulating film should not be applied to window glass.
- SF17** Smoked, tinted, low-E, or reflective glass should not be used on building façades that can be seen from a public way. Spandrel glass, lightly tinted glass, or certain frosted glasses may be appropriate in certain design instances. Blinds or insulating curtains may be added for privacy and thermal performance.
- SF18** Replacement doors should be selected 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 (example: no stained glass).
- SF19** The storefront main entrance location should not be changed or reoriented.
- SF20** Even if the use has changed, the storefront commercial character should be maintained.
- SF21** Historic architectural elements should not be added to storefronts that have no historic precedent. Common examples of inappropriate alterations include the installation of coach lanterns, false mansard designs, small-paned windows, inoperable shutters, or colonial doors on late-nineteenth and twentieth-century buildings.
- SF22** False fronts, false stories, or pent eaves to roofs (false dormers) should not be added to commercial buildings.
- SF23** Awnings should be designed with solid colors or with stripes running perpendicular to the building.
- W17** Awnings shall be designed to complement existing architectural features. They should not overwhelm the façade.
- W18** Awnings shall be of a material and form compatible with the building's historic character. Contemporary designs may be considered if compatible with the design and character of the building.
- W19** Awnings shall be installed in a way that does not harm the building. Limit hardware installation to that which is required for structural stability. Anchors shall be installed in mortar joints, not masonry units.
- W20** On commercial buildings attach awnings between the window display area and the signboard or second-floor window sills. Awnings shall be attached below the transom line where historic prism glass is present and building scale allows.
- W21** Awnings shall be installed so that the valance is no lower than permissible by code (Building Code or Public Works).