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Presented by Michigan
Main Street, a program
of the Michigan
Economic Development
Corporation

HISTORIC PRESERVATION

PART 2: STOREFRONT DESIGN

Lisa Mullins Thompson, MSARP, HREDFP
Senior Program Officer

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PART 2: STOREFRONT DESIGN

Webinar 1: What is preservation?

Webinar 2: How to Encourage Historic Preservation: Storefront Design

1. Historic Downtown Storefront Design
2. Resources
3. Incentives

Webinar 3: How to Encourage Catalytic Revitalization

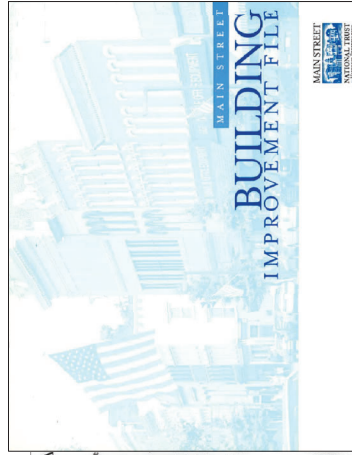
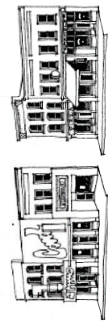
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RESOURCES



Keeping Up Appearances Storefront Guidelines

What if you're looking for a place to shop, eat, or work? The Main Street Center has a solution: the National Main Street Program. The program is a national effort to revitalize downtowns and main streets across the country. It's a place where you can find everything you need to make your main street a vibrant, thriving community. The program is a place where you can find everything you need to make your main street a vibrant, thriving community. The program is a place where you can find everything you need to make your main street a vibrant, thriving community.



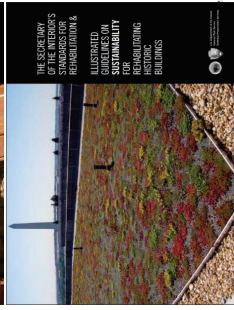
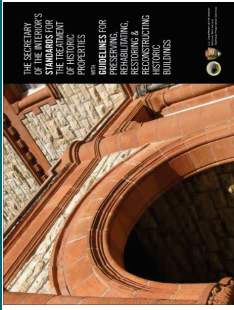
MAIN STREET BUILDING IMPROVEMENT FILE

MAIN STREET CENTER

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SECRETARY OF THE INTERIOR'S STANDARDS AND GUIDELINES

- Preservation of character, form, materials and detail
- Repair over replacement
- Reversible change
- Differentiated but compatible additions
- Consideration of siting and location
- Basis for state and local preservation guidelines
- Technical Preservation Brief Series



inter

PRESERVATION TREATMENTS

Preservation: Properties are stabilized, with sensitive treatment of bringing buildings up to code and upgrading systems, and ongoing maintenance is a priority.

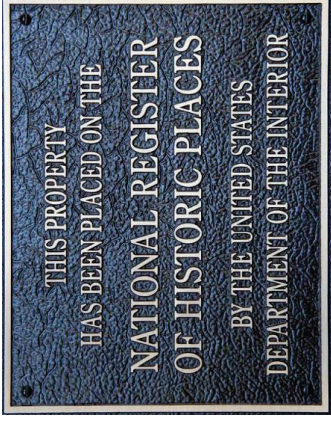
Rehabilitation: making repairs, alterations, and additions that allow for continued use of a property while still preserving historic, cultural, or architectural elements.

Restoration: removing elements, as well as making repairs or reconstructing important missing elements, to depict a property as it appeared during a particular period of time.

Reconstruction: replicating a non-surviving historic structure as it appeared at a particular time.

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NATIONAL REGISTER OF HISTORIC PLACES BENEFITS



- Protection of investment
- Incentives
- Grants
- Protection of property

CONTRIBUTING VS. NONCONTRIBUTING

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CONSIDER THE WHOLE BUILDING

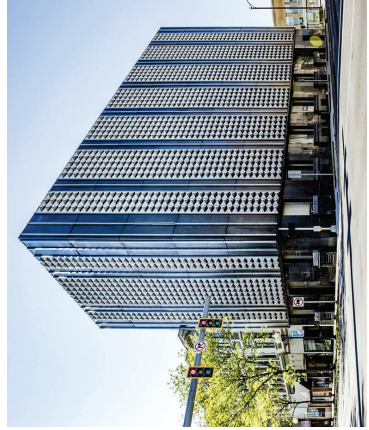
Commercial Building Types

- Italianate
- Brick Front
- One Story commercial building
- Originally a Residence
- Purpose-built buildings
- New Construction
- Addition to historic commercial building

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SIGNIFICANCE



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STOREFRONT DESIGN PRINCIPLES

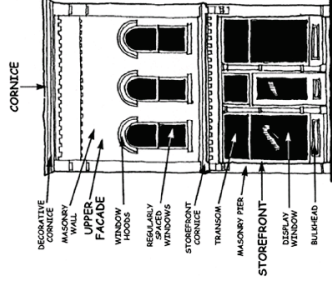


- + Consider the entire building
- + Context + continuity
- + Window display
- + Paint
- + Awnings
- + Signage
- + Lighting
- + Maintenance

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THE IMPORTANCE OF THE STOREFRONT

A “storefront” is the ground-floor section of the façade of a commercial building. Framed by the sides of the building, the storefront functions as a business’s public interface through the entryway, store display, and sign.



TRADITIONAL FACADE COMPONENTS

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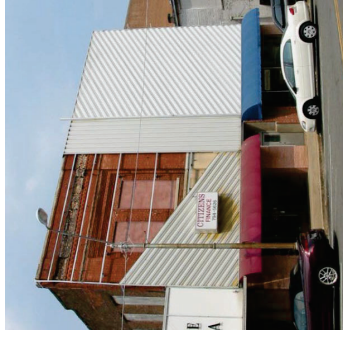
REBUILDING STOREFRONTS



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INAPPROPRIATE ALTERATIONS

- + Concealing historic materials
- + Replacing historic materials unnecessarily
- + Incompatible replacement elements
- + Excessive or harsh cleaning of historic materials
- + Paint on unpainted brick



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STOREFRONT BAYS



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STOREFRONT ANATOMY: WINDOW BASE



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STOREFRONT ANATOMY: WINDOW BASE

ENCOURAGE

- + Restoring or increasing the percentage or amount of transparent glass on a storefront.
- + Replacing dark tinted or textured glass with clear glass when appropriate to increase visibility into the business.
- + Matching new windows to originals.
- + Preserving historic features such as frames, special glazing and decorative moldings.
- + Aligning window heights and unifying window sizes when appropriate.
- + Using aluminum or wood frame windows that provide thermal insulation and prevent condensation.

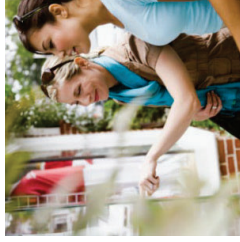
DISCOURAGE

- Preventing visibility into display area by covering or blocking a display window.
- Obstructing views into a business by using glass block, woodwork, paint, signage, lowered ceilings, shelves, cases, posters or other items except products being temporarily marketed by the business.
- Covering or obscuring existing window trim with metal or other materials.
- Removing historic windows or window components when restoration and maintenance are possible.
- Using less durable materials such as Plexiglass.
- Failing to maintain and repair broken or boarded display windows.

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STOREFRONT ANATOMY: DISPLAY WINDOWS



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STOREFRONT ANATOMY: DISPLAY WINDOWS

ENCOURAGE

- + Use transparent glass. Replace dark, tinted or textured glass with clear glass.
- + Have similar scale and shape as the originals. Match them exactly, especially when only a part of the window system is being replaced.
- + Integrate display lighting with your window displays as an extremely simple way to present your business and merchandise to evening foot and car traffic.
- + Create a cohesive storefront appearance by aligning window heights and unifying window sizes.

DISCOURAGE

- Avoid inserting new ceilings which block windows.
- Avoid small-paned windows unless characteristic of the building's architectural style or original design.
- Where offices occupy former retail spaces, window displays and blinds are preferred to removing windows. Avoid covering a display window or filling the opening with non-transparent materials.
- Use wood frame and sashes in traditional storefronts rather than aluminum frame windows; wood can be painted, has more detail, and is durable. Aluminum frame windows are best suited for more contemporary and industrial buildings.
- Provide creative, interesting window displays.
- Keep windows clean.

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STOREFRONT ANATOMY: TRANSOM WINDOWS



STOREFRONT ANATOMY: TRANSOM WINDOWS

ENCOURAGE

- + Restoring or maintaining the original pattern of transom windows.
- + Using the same or compatible material and design that are a part of the storefront system.
- + Restoring stained glass panes in transom windows where appropriate and feasible.
- + Allowing the transom window to read as a distinctive architectural element by keeping all interior element at least eight inches behind or away from the transom windows.
- + Restoring or maintaining transom windows even when they will be hidden by awnings as awnings may be removed at some future date.

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DISCOURAGE

- Covering transom windows with paint, signs, awnings or wood panels.
- Filling transom windows with masonry, glass block, wood, ventilation/mechanical systems or other non-transparent materials.

STOREFRONT ANATOMY: FRIEZE / SIGN BAND



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STOREFRONT ANATOMY: FRIEZE / SIGN BAND

ENCOURAGE

- + Installing or replacing storefront signage within the original frieze or sign band location.
- + Maintaining visibility of the frieze by not covering it with awnings or other additions to the façade or storefront.
- + Removing air condition, ventilation equipment or other obstruction from the frieze or sign band.
- + Using signage to cover A/C units or ventilation equipment or creatively integrating signage with such equipment.

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DISCOURAGE

- Covering or concealing the frieze or sign band area of the façade with anything other than an acceptable sign.
- Installing air conditioning or ventilation equipment in the frieze or sign band.

STOREFRONT ANATOMY: ENTRIES



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STOREFRONT ANATOMY: ENTRIES

ENCOURAGE

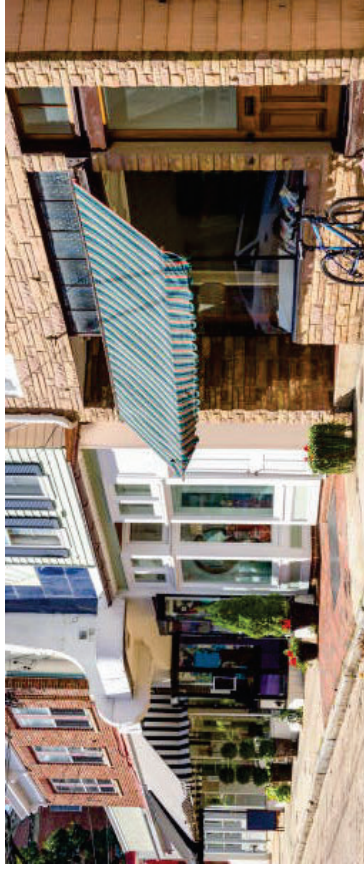
- + Primary entries should be prominently located on the main street. Loading and service entrances are best located on the side or rear of a building where possible.
- + Doors with large glass panels provide visibility into a business.
- + New doors should be compatible with the building's overall character.
- + Door material should match the original window sash material. Wood is preferred; it is durable, has more detail and can be painted and repaired easily.
- + Avoid adding new or secondary entrances that are incompatible in size, scale, or material.
- + Avoid enclosing old entrances with solid materials. If the door is no longer in use, secure it and leave for future use. Avoid blocking one side of a double door entry with merchandise. Consider constructing doorways that swing out onto sidewalks.
- + Maintain transparency. Avoid converting glass door panels to opaque materials. Use temporary applied films to give privacy, if necessary.

DISCOURAGE

- Adding new doors that are not required by code and which are inconsistent with the building.
- Sealing or closing off existing entrances or doorways with any material.
- Blocking doors with merchandise or any other obstruction.
- Installing doorways that swing out directly onto sidewalks.
- Covering or replacing glass door panels with any opaque substance or material that would prevent or limit visibility.
- Covering doorways with signage, interior cases or woodwork.

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STOREFRONT ANATOMY: AWNINGS & CANOPIES



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STOREFRONT ANATOMY: AWNINGS & CANOPIES

ENCOURAGE

- + Use durable materials, like metal, glass, canvas, or wood. Avoid vinyl or plastic.
- + On multi-storefront buildings, separate awnings should be located within each storefront bay so that the building frame and details are revealed.
- + Awnings with open ends are preferred and are less susceptible to vandalism.
- + Both retractable and fixed-type awnings are acceptable.
- + Awnings on a single building should be consistent in size, profile, and location.
- + Keep awning shapes simple. Consider under-awning lights to illuminate the sidewalk and storefront.

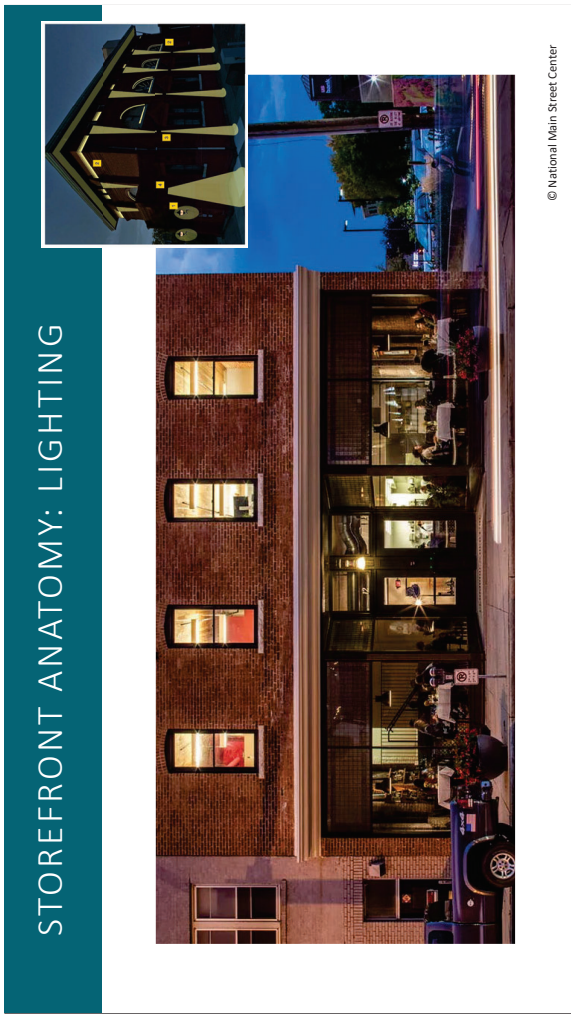
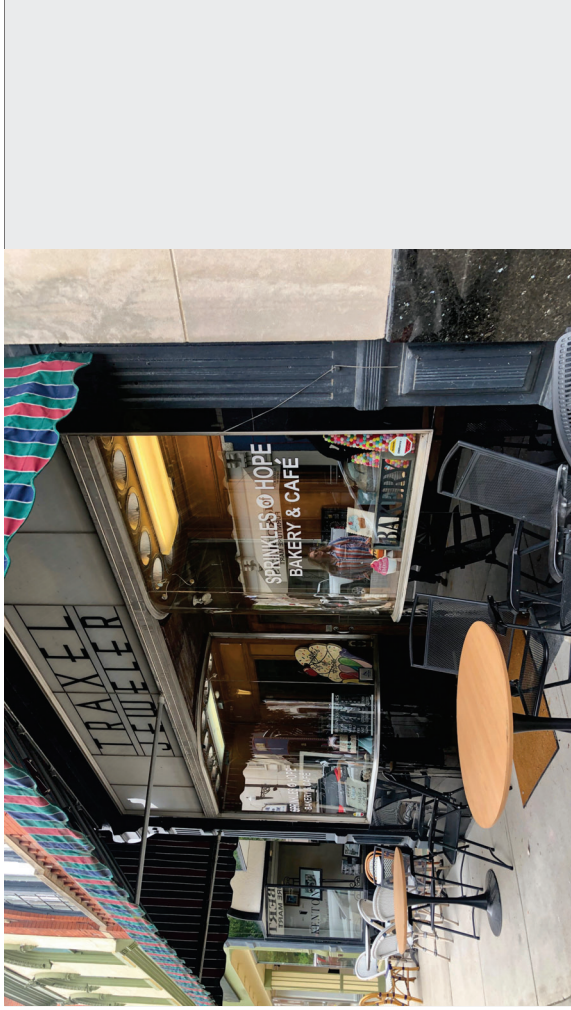
DISCOURAGE

- Avoid unusually shaped awnings or bull nose awnings that are not compatible with existing architectural forms. Avoid excessive signage on awning. If necessary, signage should be located primarily on the valance.
- Avoid concealing architectural details with continuous or oversized awnings.
- Avoid backlit or internally illuminated awnings.

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STOREFRONT ANATOMY: LIGHTING

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STOREFRONT ANATOMY: LIGHTING

ENCOURAGE

- + Illuminating interior display areas to promote merchandise or services inside a business.
- + Balancing the amount of building lighting with street lighting.
- + Using exterior mounted light fixtures selectively, i.e. sconces or downlights to enhance overall building image.
- + Using lighting to illuminate signage.
- + Concealing lighting sources as much as possible.

DISCOURAGE

- Installing flashing, pulsating, or moving lights or lights that cause significant glare.
- Using non-commercial lighting fixtures.
- Using neon tubing to border windows, doors or storefronts.
- Using a lot of light fixtures.
- Installing fixtures that when applied to the building cause to much damage to masonry or other façade material.

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SIGNAGE



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STOREFRONT ANATOMY: SIGNAGE

ENCOURAGE

- + Replacing, repairing or installing signs that are appropriately scaled for your buildings and storefront.
- + Maintaining and restoring historic signs.
- + Exploring creative graphics and materials that maintain high standards in legibility and character.
- + Build flexibility into signage components to allow for changes or upgrades.
- + Establishing a sign band on buildings that may not have a clearly demarcated area for signs.
- + Using durable wood, painted plastics, metals or pre-fabricated pin mounted letters.
- + Installing painted metal or wood signs.
- + Installing blade signs projected from the building wall, to identify a business to those passing by walking or traveling parallel to the storefront.

DISCOURAGE

- Applying too many signs to your storefront or building.
- Covering windows, cornices or decorative details with signs or any other element.
- Blocking visibility into your storefront with signs, shelves or other obstruction.
- Advertising alcoholic, tobacco or other merchandise in general.
- Installing internally-lit plastic or plastic faced signs.
- Maintaining obsolete advertisements or other temporary signs.
- Painting signs directly onto the build surface.
- Installing signage above the rooftop.

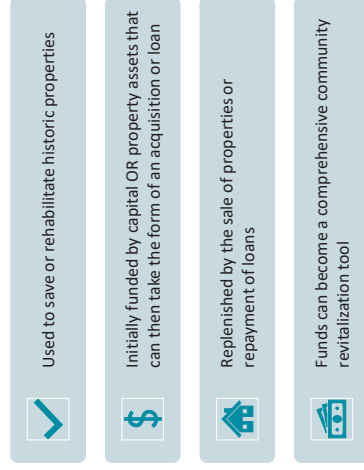
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FAÇADE IMPROVEMENT GRANTS



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PRESERVATION REVOLVING FUNDS



Used to save or rehabilitate historic properties

Initially funded by capital OR property assets that can then take the form of an acquisition or loan

Replenished by the sale of properties or repayment of loans

Funds can become a comprehensive community revitalization tool

Loan/Grant Pool

Rehabilitation Project

Sale or repayment of loan

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MAIN STREET CAN PROVIDE LOANS OR GRANTS FOR....

Small-scale building improvements:

- ✓ Signage
- ✓ Awnings
- ✓ Façade rehabs
- ✓ Interior renovations
- ✓ HVAC upgrades

Major building rehabilitation

- ✓ Historic restoration
- ✓ Upper story conversions
- ✓ Codes upgrades
- ✓ Adaptive Reuse



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Establish a Baseline Building Assessment

Why do this?

- Gain familiarity with downtown buildings, streetscape, and infrastructure
- Take opportunity to engage local property and business owners
- Gain understanding of design issues facing them in order to connect them to resources, incentives, etc.
- Track maintenance issues, vacancies, façade improvements to better understand/facilitate change over time
- Connect small businesses/entrepreneurs and property owners to help fill vacancies
- Identify potential rehabilitation projects
- Develop partnerships with other stakeholders engaged in the built environment, streetscapes, zoning, infrastructure, parks and recreation

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PRIORITIZING DESIGN NEEDS



Physical audit:

- Identify buildings
- Track conditions
- Prioritize maintenance + repair projects
 - Primary: structural integrity
 - Secondary: paint color change

Maintain resource list or database

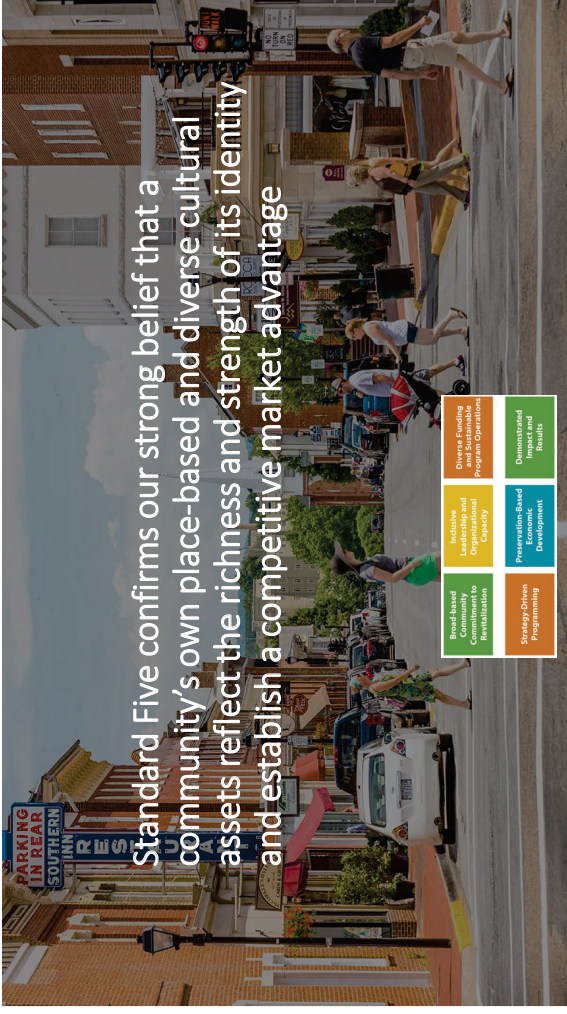
Connect building owners to resources

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MAINTENANCE + REPAIR

- + Proper maintenance allows for real estate investments to appreciate
- + Deferred maintenance leads to loss of improvement value
- + Deferred maintenance leads to the need for usually costly and large-scale improvements
- + Building condition affects perception of business quality

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Standard Five confirms our strong belief that a community's own place-based and diverse cultural assets reflect the richness and strength of its identity and establish a competitive market advantage



QUICK TIPS

- Historic storefront elements should be identified, preserved, and repaired.
- Storefronts should be kept in good repair. If repair or replacement of storefront elements is needed, high-quality materials that are compatible with the existing building should be used.
- The original size, shape, and proportion of display windows and entrances should be maintained. Storefront windows should not be enclosed or reduced in size.
- Unpainted masonry should not be painted, and brick and masonry should not be sandblasted or cleaned with harsh chemicals.

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Thank you!

LISA MULLINS THOMPSON, MSARP, HREFF
Senior Program Officer, Revitalization Services
lthompson@mainstreet.org

National Main Street Center
53 West Jackson Blvd. Suite 350
Chicago, IL 60604
mainstreet.org