

6.5.4 Openings, Storefronts, and Entries



The use of recessed storefront entryways is encouraged.



Large horizontal windows are inappropriate on upper floors in most historic commercial areas.

PURPOSE AND INTENT

The character of historic commercial blockfronts is largely defined by the storefronts, entryways, windows and doors that were designed to create street level interest for pedestrians and passersby. While a historic commercial blockfront might be composed of a Mission Revival structure, a Moderne structure, and several Italianate structures, all of these structures would have presented a similar face to the sidewalk, with large expanses of glass storefront windows, welcoming well-marked entryways, and largely regular, horizontally massed windows. Maintaining this common vocabulary is an important part of maintaining the character of historic commercial districts.

GUIDELINES

- .1 On the ground floor of new commercial structures, a majority of the primary architectural façade should echo traditional retail storefronts.
- .2 The ground floor of the primary architectural façade should be composed primarily of transparent elements.
- .3 Recessed entryways are strongly encouraged for primary entrances on the ground floor level.
- .4 Primary entryways should be clearly marked through the use of important defining architectural elements, such as transoms, awnings, lintels, or surrounds.
- .5 Upper story windows should be regularly spaced and horizontally massed on the primary architectural façade.
- .6 On structures occupying corner lots, corner entryways with strong architectural emphasis are encouraged.

PRESERVATION PLAN WORKSHEET PAGE THIS SIDE WILL NOT BE PART OF FINAL DOCUMENT

Notes on text:

The Purpose and Intent section should give the reader an overview of issues addressed in the following section, including a description of common relevant features of commercial structures in your HPOZ area, and a broad description of how relevant features of new infill construction can harmonize with existing historic architectural patterns.

Clear and specific guidelines will help convey the expectations for specific types of projects within the HPOZ and provide certainty and predictability to the process for both the applicant and project reviewer.

When customizing guidelines in this section, please remember that a range of guidelines are listed on these pages to foster discussion and debate regarding the key points. A full assortment of topics and issues are listed, you may wish to cross many out, and add many more. You will find that some may not apply in your HPOZ, and others may be contradictory to those that do. Guidelines that do not apply may be deleted, reversed, or rephrased. General guidelines may be developed in more detail to suit the character of your HPOZ. You may find it helpful to make a list of topics you feel are important, and then draft guidelines to address each one.

Make use of a hierarchy of verbs and phrases to convey the general importance of each particular guideline. The use of the words 'are encouraged', 'are strongly discouraged', 'may', 'should', 'shall', etc. indicate how strongly the HPOZ board will, and the applicant should, adhere to a particular guideline. Each guideline listed on the left is only a draft concept, the verbs and phrases can be modified to meet local expectations.

Additional graphics:



This new commercial building maintains the tradition of the commercial storefront.