

**MAIN
STREET
CENTER**





DEFINITIONS

1. **Preservation** – defined in these guidelines as the act or process of applying measures to maintain or restore the form, integrity and materials of a building, structure, or site in its existing or back to its original condition. It can include stabilization work, restoration or rehabilitation work, ongoing maintenance and/or prevention of demolition.

2. **Preservation Guidelines** – An outline of requirements and recommendations which are used as guides in the determination of appropriateness of proposed work within an Historic District. The preservation guidelines are defined as follows:

(A) **Restoration** – maintaining the original or unimpaired character of the structure as it was at the time of construction. Any restoration done must return a structure to its original state. Authenticity of a restoration would require the removal of incompatible exterior elements and the replacement of all damaged or deteriorated elements with replicas of the same design and materials. New construction shall conform to guidelines for defined elements of preservation regarding height, proportion and building materials.

(B) **Rehabilitation** – maintaining the existing character of the structure, and whenever possible, returning it to its original condition. Any rehabilitation would not require the removal of all such materials which are incompatible with the defined elements or preservation for the district. The design of new construction or alteration would not require the duplication of the original design and construction, but should be compatible with existing structures. The use of original materials or construction techniques would be encouraged, but contemporary methods and materials would also be acceptable when compatible.

(C) **Conservation** – maintaining a structure in its existing condition with respect to environmental and safety elements, new construction, additions, demolition and moving. Its intent is to assist downtowns to deal with the issue of change with a minimum of regulation. The use of contemporary methods or materials would be acceptable, if they are compatible with the defined elements or preservation for the district.

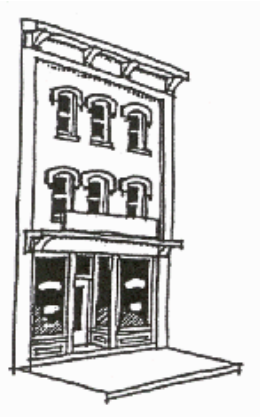


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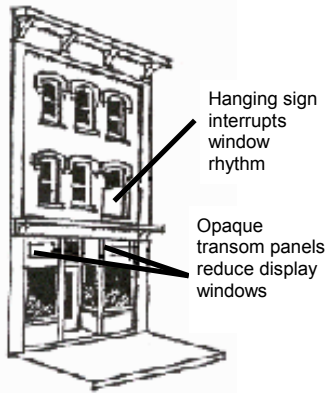
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Evolution of a Building Façade

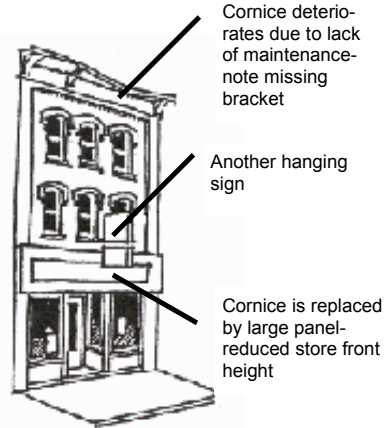
1. The Original Façade-The Visual Resource



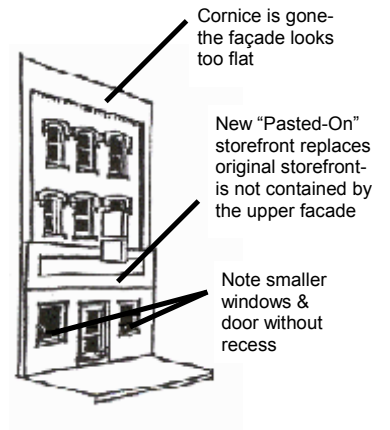
2. Minor Façade Change



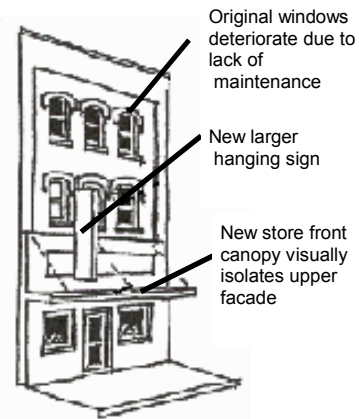
3. More Minor Façade Change



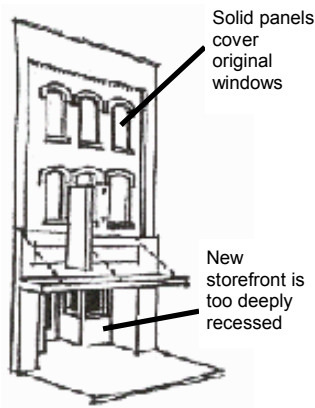
4. Storefront Remodeling-The Façade Looks Cut in Half



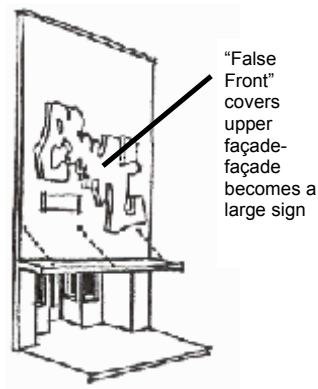
5. More Storefront Change



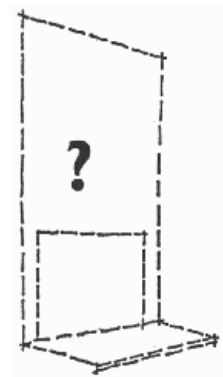
6. Another Storefront Remodeling



7. Drastic Façade Change-The Original Façade is Gone

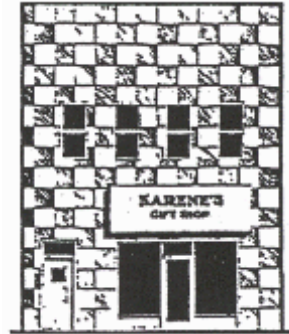
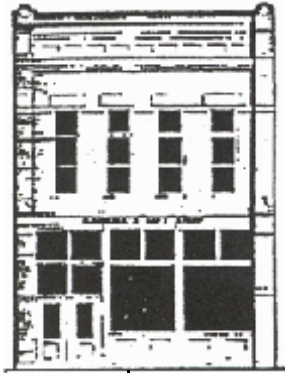


8. The Future-What Direction Will Future Change Take?



DESIGN OPTIONS FLOWCHART

DETERMINE YOUR BUILDING TYPE



PRESERVATION

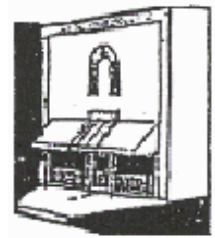
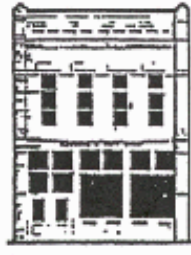
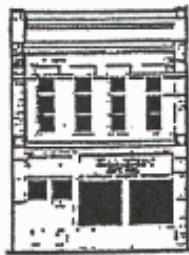
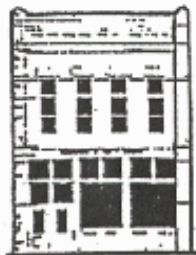
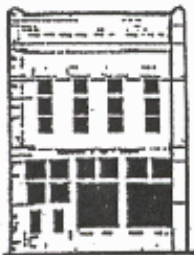
RESTORA-

**NEW
CONTEMPORARY
STOREFRONT**

RESTORA-

**NEW
CONTEMPORARY
STOREFRONT**

**SIMPLE
RESTORATION**



THESE ARE YOUR DESIGN OPTIONS



BUILDING MATERIALS

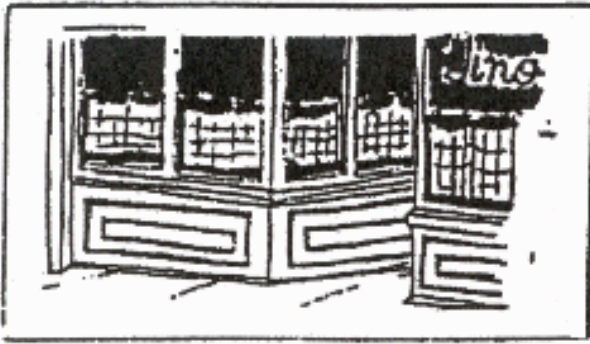
1. Original exterior building materials should be retained. Deterioration of wood materials should be prevented through repair, cleaning and painting. The existing or original architectural detail around windows, porches, doors, and eaves should be retained or replaced.
2. Masonry structures should be maintained, tuckpointed and properly cleaned when necessary. Masonry should be cleaned only when necessary to halt deterioration or to remove stains and should be cleaned with the gentlest method possible, such as low pressure water and soft natural bristle brushes.
3. Stucco surfaces should be maintained by cleaning and repainting when necessary. When repairing stucco, a stucco mixture duplicating the existing in appearance should be used.
4. Whenever possible, the original building materials should be restored.
5. Mortar joints should be repointed only when there is evidence or moisture problems or when mortar is missing which allows water to stand in the mortar joint. Existing mortar should be duplicated in composition, color, texture, joint size, method of application and joint profile.
6. Wood siding should not be resurfaced with new material which is inappropriate or was available when the building was constructed, such as artificial stone, brick veneer, asbestos or asphalt shingles. Sandblasting or the use of harsh detergents should not be used on masonry or stucco. This method of cleaning erodes the surface material and accelerates deterioration.
7. Waterproof or water repellent coatings or surface consolidation treatments should not be used unless required to solve a specific problem that has been studied and identified. Coatings are frequently unnecessary, expensive and can accelerate deterioration of the masonry. Mortar joints that do not need repointed should not be. Repointing should not be done with a mortar of high Portland cement content which can create a bond that is stronger than the building material. This can cause deterioration as a result of the differing coefficient of expansion and the differing porosity of the material and the mortar because they can cause serious damage to adjacent brick. Paint should not be removed from masonry surfaces indiscriminately.

DISPLAY WINDOWS AND ENTRY WAYS



1. Preserve the original size and shape of the display window.
2. Maintain recessed entries where they exist.
3. Avoid setting back the entire storefront.
4. When designing a new storefront, use the traditional elements (i.e. kickplate, display window, clerestory, second-story windows, decorative cornice).

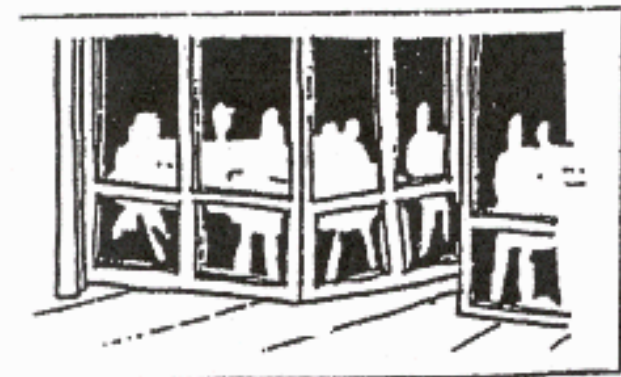
KICKPLATES



1. Restore the original kickplate, if it is good evidence of the original details.



2. Or use similar version with similar materials.

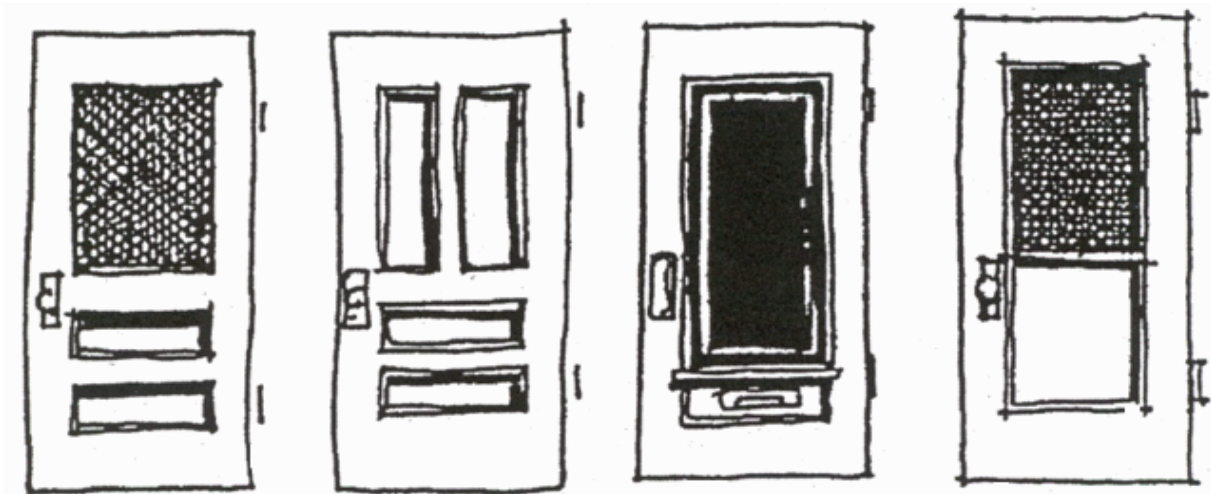


3. Storefront should retain a kickplate proportion.

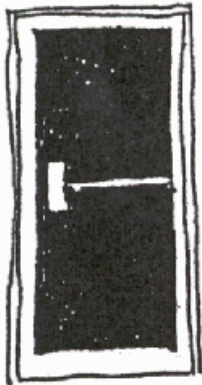
DOORS

1. Front door should be compatible with the rest of the storefront. It should be significant, but not outspoken.
2. Preserve the original size and shape of door opening so as not to alter scale and proportion of the storefront.
3. Do not alter the opening to make another door fit (I.e. double doors replaced with single; smaller door; center windows).
4. If renovation is considered, use doors with panels or windows that have vertical proportions.
5. If awning and glass doors are selected, consider a dark anodized finish, in lieu of metallic color.
6. Avoid using overdecorated door with moldings, or odd shaped windows, or window grilles.

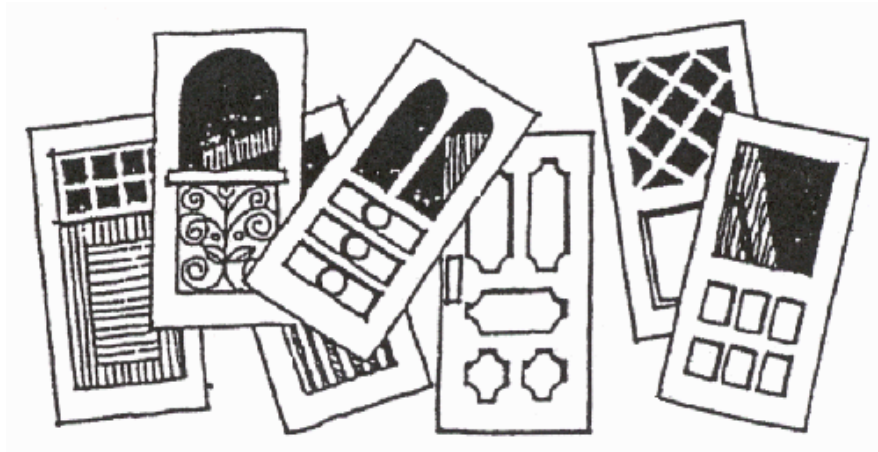
RECOMMENDED



ACCEPTABLE

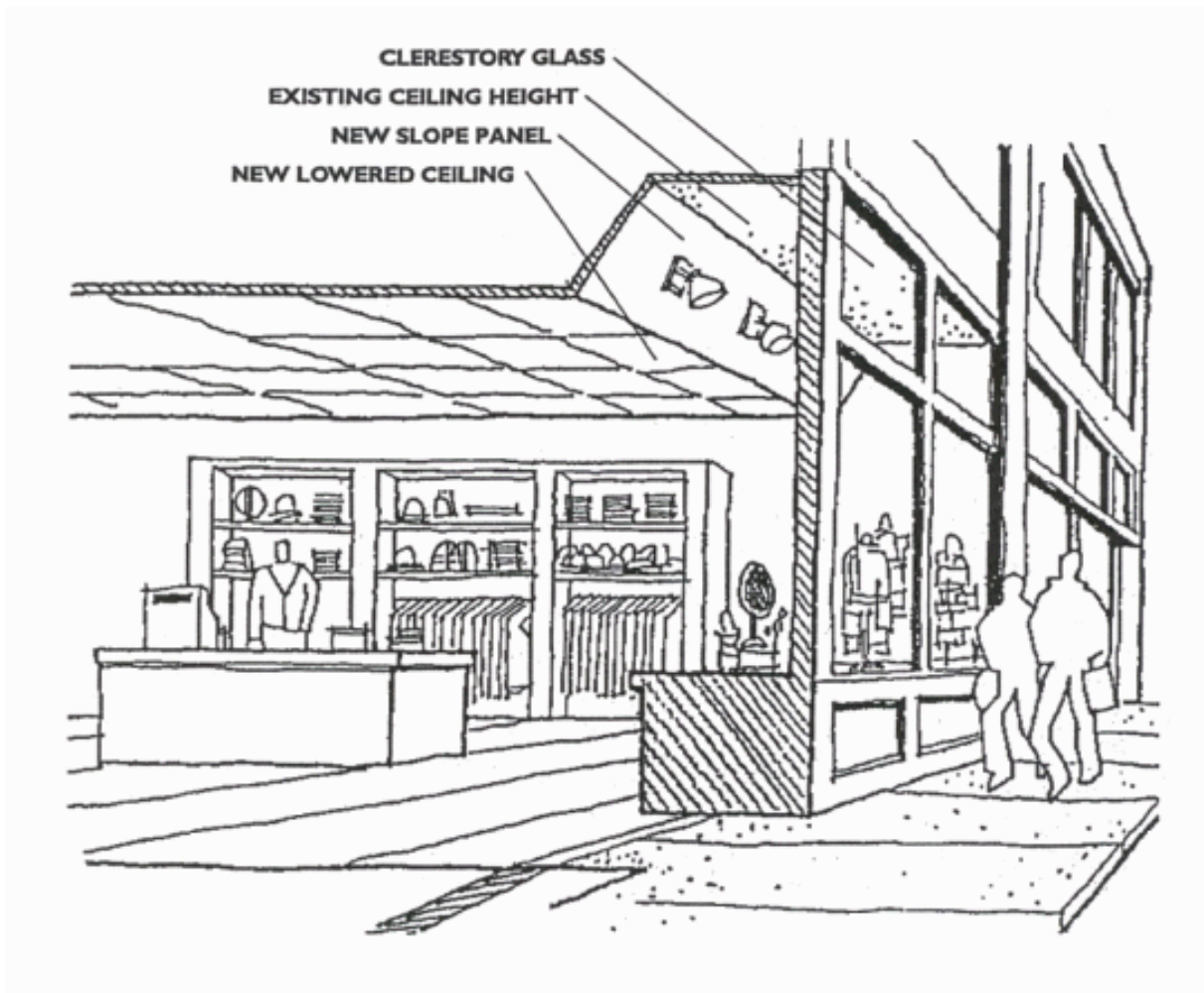


AVOID



CLERESTORIES

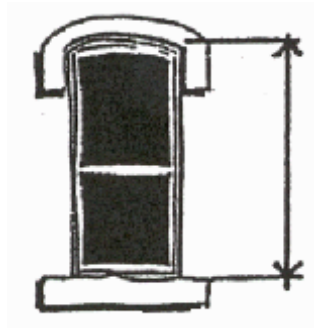
1. If clerestory glass exists, preserve it.
2. If clerestory glass has been covered but the original proportion still remains, consider re-storing panel with glass or solid panel or wood or smooth metal or glass block.
3. If lowering of interior ceilings is considered, incorporate a window well to maintain or restore a clerestory glass panel.



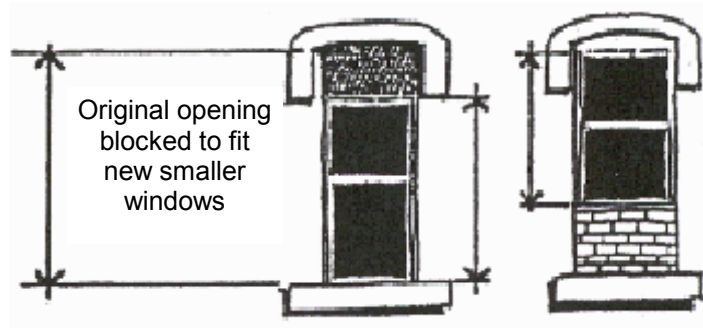
UPPER STORY WINDOWS

1. Maintain the repeated pattern of upper story windows including sills, window hoods, and decorating elements.
2. Maintain the original size and shape of window.
3. Consider maintaining existing window unit; check all wood parts; remove old and loose paint; repair or replace creaked or deteriorated wood parts. Prime and repaint.
4. Repair or replace loose or broken glass.
5. Check window perimeter for open joints, caulk to prevent air and water infiltration.
6. Avoid altering window openings at head, jambs or sill.
7. Avoid boarding up window openings.

ORIGINAL WINDOW OPENING

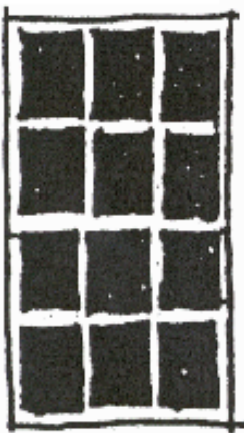


AVOID ALTERED OPENINGS



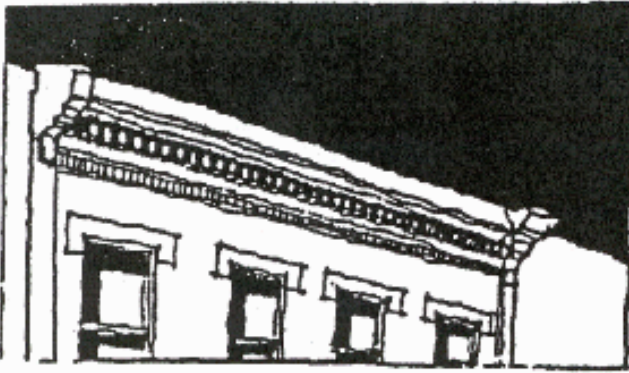
8. If window is considered, investigate window units constructed of wood or aluminum to match existing styles and shape of window. Windows enhance the character of the architectural style.

Before 1850



ORNAMENTAL CORNICE

1. Ornamental and original parapet detail are important architectural elements to the overall store façade. Consideration to maintain and restore cornice is strongly advised.
2. If cornice is missing or in need of major repair, consider a simplified version utilizing similar materials but incorporating the major lines and elements of the original design.



ORIGINAL INTACT



SIMPLIFIED VERSION

AWNINGS

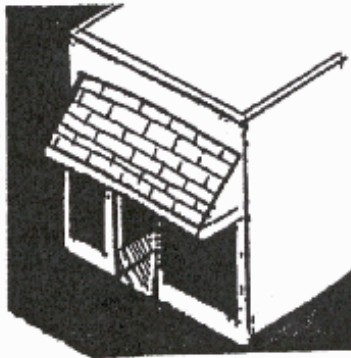
1. Awnings are both functional and decorative. Awnings will add color, depth, and entice shoppers to a display window. Merchandise protection and energy saving are functional advantages to be considered.
2. Utilization of fabric awnings should be considered.
3. Consider architectural elements and display window dimensions in determining size and location of awning.
4. Consider the installation of awnings on the upper story windows, coordinate the color and pattern with upper and lower awnings.

RECOMMENDED



AVOID

5. Avoid mansard wood or asphalt shingle canopies. Metal canopies or theme design canopies are not appropriate for the original storefront design.





COLOR

1. Color should be used to tie all building parts together. Elements such as cornice, window frame, doors, architectural elements, etc.
2. Use muted colors for large areas and backgrounds; use bright color for accents.
3. Consider the color scheme and how it is coordinated with adjacent building facades and the entire block. Color scheme should be individual, but contain some unified elements for the block.
4. Consider returning building façade to its original paint colors. Historical accuracy may be accomplished by scraping away each layer of paint in a small area down to the first coat of paint.
5. Avoid duplicate store facades having different or conflicting color schemes.

SIGNAGE

1. All signage must meet the City of Valparaiso Sign Ordinance.
2. Consider the purpose of the sign.
3. Consider type of sign (i.e. wall-mounted, free standing, projecting, window, awning, etc.).
4. Consider the location of sign (i.e. clerestory area, window glass, awing, etc.). Face alignment of signs with other storefronts.
5. Avoid locating signs that obscure the architectural elements of the façade.
6. Consider material of the sign. Coordinate with building materials utilized on the store façade.
7. Consider symbol signs that are easily read.
8. Sign illumination should coordinate with storefront display windows. External illumination with gooseneck light fixtures is preferred. Internally illuminated signs and awnings should not be used.
9. Horizontal signage is preferred: height 3'-0" to 3'-6". Maximum area per sign not to exceed 132 square feet. One sign per street frontage façade per Owner/Tenant.
10. Traditional two-sided projecting signs meeting the above criteria can be used, particularly in multi-tenant buildings for tenants without street frontage. Projection should be limited to 45 inches and gross area per sign side no greater than 7 square feet. Location should not hinder public safety should enhance, not hide, architectural elements.

RECOMMENDED



AVOID

