

Design Guidelines: Storefronts

Sf1 Retain and preserve historic storefront features such as display windows, bulkheads, transoms, entry doors, decorative entrance floor tiles and name plates, cast iron columns and pilasters, etc.

Sf2 Historic ornamentation should be retained and repaired. If missing or deteriorated beyond repair, replacements should match the original in design, dimension, texture, material and color. Consider substitute materials only if it is not feasible to use the original material.

Sf3 Storefronts that are later additions but that have acquired historic significance in their own right should be retained and preserved.

Sf4 A new storefront's configuration and proportion should be based on historic documentation or appropriate historic designs relating to the building façade. For example, the traditional storefront was composed almost entirely of window, providing maximum light and display area. Think less wall and more glass.

Sf5 A storefront in a new building should not be a replica of an historic storefront. It should be based upon and complement the historic storefronts around it, but should be distinguishable as a product of its own time.

Sf6 When designing a new storefront, the following elements should be included: large display windows and doors, transoms, relatively thin framing elements, a cornice element separating the storefront from the upper stories, low bulkheads, and decorative entry flooring.

Sf7 A storefront should fit inside the original opening and should not extend beyond it. A storefront should also not be closed down or subdivided.



This new storefront utilizes a traditional design to help it blend with the historic district. Slightly recessing the new elements allows the historic columns to be emphasized visually and decreases the physical impact on the columns.

Sf9 Appropriate materials include wood, cast iron, or anodized aluminum frames. Bulkheads can be wood panels, polished stone, glass, tile or aluminum-clad plywood panels. Inappropriate materials include stone, fake bricks and gravel aggregate.

Sf10 If a residential building is being converted to a commercial use, retain the residential character of the building. Maintain the existing window size and pattern rather than installing a standard commercial storefront. Likewise, new commercial structures in an area that is primarily residential in character should reflect those surroundings.

Sf11 Do not use smoked, dark tinted, or reflective glass in storefront windows. Use window coverings, such as blinds, if the use of the building no longer requires merchandise display.

Sf12 Do not cover transom windows and consider uncovering and restoring transom windows that may have previously been covered. Transom windows may be of clear, beveled, etched, or stained glass or glass block.



The corner entry is an important part of the character of this commercial building and should be preserved.

Sf13 Do not change or re-orient the location of the main entrance of a storefront.

Sf14 Awnings and canopies should complement the façade, not overwhelm it. See ‘Awnings & Canopies’ section of the Design Guidelines for more information, if an awning is to be added.

Sf15 New doors should reflect the storefront’s historic character. Doors should be made of wood or painted metal and should have large glass panels. See ‘Doors’ section of the

Design Guidelines for more information if a door is to be replaced.

