

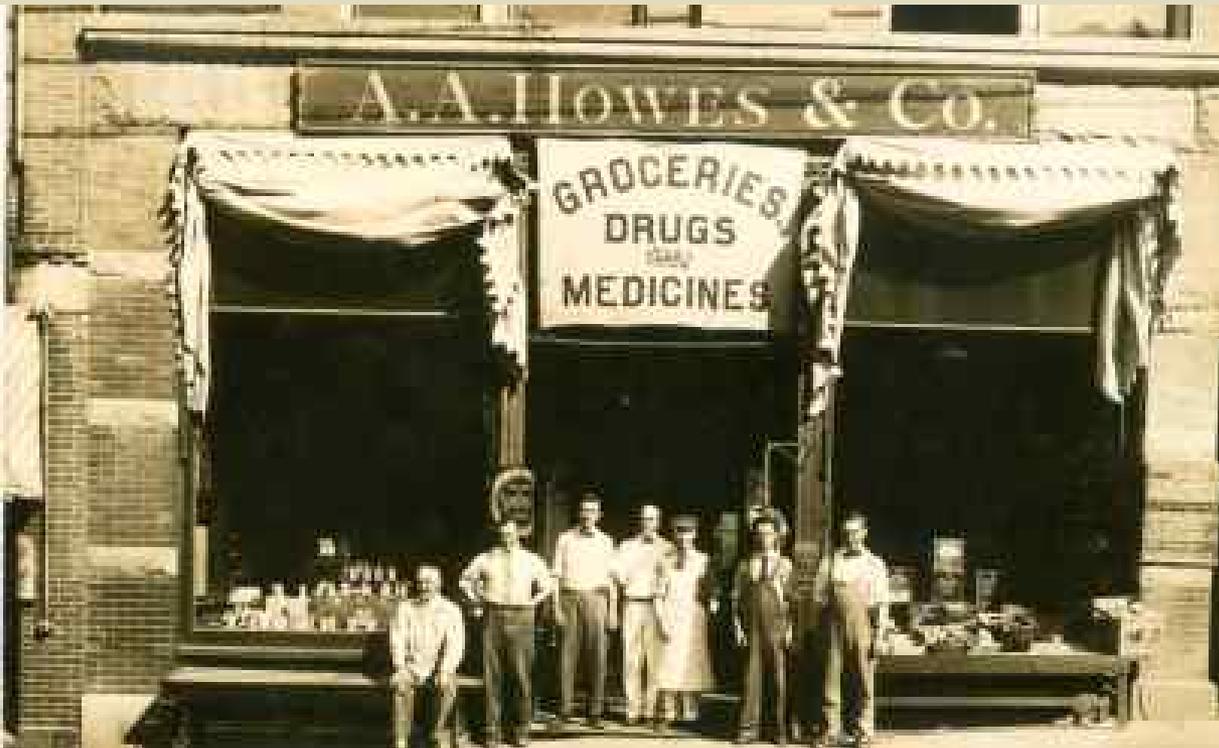


BASICS: STOREFRONTS AND THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION



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STOREFRONTS: a long, durable tradition of usefulness



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STOREFRONTS: all shapes and sizes



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STOREFRONTS: all shapes and sizes



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STOREFRONTS: all shapes and sizes



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STOREFRONTS: All shapes and sizes



Though the styles of storefronts varied from one building to another and one period to another, most older storefronts were guided by the same basic design concepts. It's always a good investment for an excellent historic building. From University of Maine at Orono.



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STOREFRONTS

Traditional Design

Still works – fits modern-day requirements

Basic principles still apply

Can be used with restoration or traditional or contemporary rehab



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Historical Overview



Early-19th century design highlighted the first floor commercial spaces with regularly spaced piers, paneled divided doors or larger paned window sash.

Historical Overview

Advancement in the glass industry allowed installation of larger panes, which coincided with advances in architectural cast iron.



Historical Overview



Awnings, painted signage and wooden or metal signboards were necessary elements of storefronts.

Historical Overview: Light



Prior to the advent of gas or electrical lighting, storefront glass served as the primary means to illuminate the interior.

Historical Overview: Transoms

Transom



Historical Overview: Distinctive Materials



Structural Glass
Storefronts



STOREFRONTS: How storefronts evolve

FACADE CHANGE AS EVOLUTION

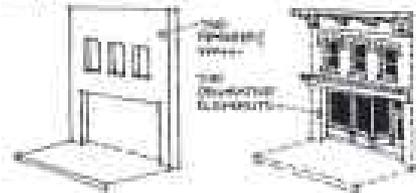
The existing Main Street environment is the product of an evolution which began with construction of the first building and has continued ever since. Facade change, like evolution, is natural, inevitable, and often desirable.

The goal of these guidelines is not to prevent or control change, nor is it to return a facade to its original appearance. Rather, the goal is to encourage sensitive and appropriate change.

THE QUALITY OF CHANGE

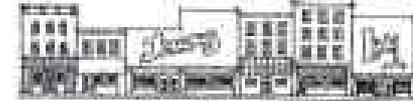
When it was first constructed, the typical Main Street facade exhibited some basic inherent

qualities. It had an architectural style characterized by its decorations. It was built of certain materials. It was a unified visual composition, its parts looked related.



qualities come together to form a visual resource. Sensitive change accepts these facade qualities and builds upon them. The result is a harmonious blending of new change with the existing facade. Inertial change, on the other hand, ignores and often negates the

qualities of the original resource. The result is an unnecessary clash between new and old.



The quality of change, whether sensitive or insensitive, depends on the individual. There needs to be an awareness of what is being changed and a willingness to see existing values.

AN EXAMPLE OF CHANGE

The series of drawings (below and on the reverse side) shows how one typical facade might have changed over time. Consider the effect which changes have had on the original resource.

1. THE ORIGINAL FACADE - THE VISUAL RESOURCE



2. MINOR FACADE CHANGE



NEW SIGN INTERRUPTS WINDOW SYSTEM

OTHER FACADE QUALITIES REMAIN UNCHANGED

3. MORE NOTICE FACADE CHANGE



ORIGINAL FACADE QUALITIES ARE IN LOSS OF COHERENCE AND BECOMING ISOLATED

NEWER MATERIALS

ENTRANCE REDESIGNED

ENTRANCE IS REPLACED BY LARGE PANEL, MATERIALS DIFFER FROM EXISTING

4. RECONSTRUCTION - REMODELING - THE FACADE LOOKS LIKE IT HAD



ENTRANCE IS REPLACED BY LARGE PANEL, MATERIALS DIFFER FROM EXISTING

NEW MATERIALS

ENTRANCE IS REPLACED BY LARGE PANEL, MATERIALS DIFFER FROM EXISTING

NEW MATERIALS

ENTRANCE IS REPLACED BY LARGE PANEL, MATERIALS DIFFER FROM EXISTING



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STOREFRONTS: How storefronts evolve

5. MORE STOREFRONT CHANGE

6. ANOTHER STOREFRONT RECONFIGURING

7. INSTANT FACADE CHANGE - THE ORIGINAL FACADE IS GONE

8. THE FUTURE - WHAT DIRECTION WILL FUTURE CHANGE TAKE?

Some Observations on the Facade Change:

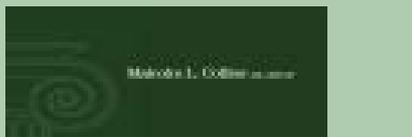
- Note how changes to the facade happen gradually and have a cumulative effect on its appearance. While some are hardly noticeable on their own, change upon change over the years has completely transformed the original facade.
- Note the changes in signs and the effect on the facade. As they get bigger and more numerous, they begin to dominate the facade. Eventually the facade becomes a sign, obscuring the familiar building pattern.
- Throughout the evolution, note how the qualities of the original facade have been ignored. Various new storefronts and signs have been applied without respecting the structure.

An Example of Sensitive Change:

- Note the facade drawing to the right. It shows the same building front as in the sequence above. In both, the existing facade has been re-modeled. But here, unlike the others, change has complemented the qualities of the old facade.
- Upper facade retains its traditional character.
- Signs are subtle and well-placed.
- New storefront fits inside the original storefront opening. It is also similar in design to original storefront.

PHOTOGRAPH BY LUISA DORRIS FOR THE ARCHITECT

©1999 by National Trust for Historic Preservation, Storefront Program of Architecture



Change Over Time



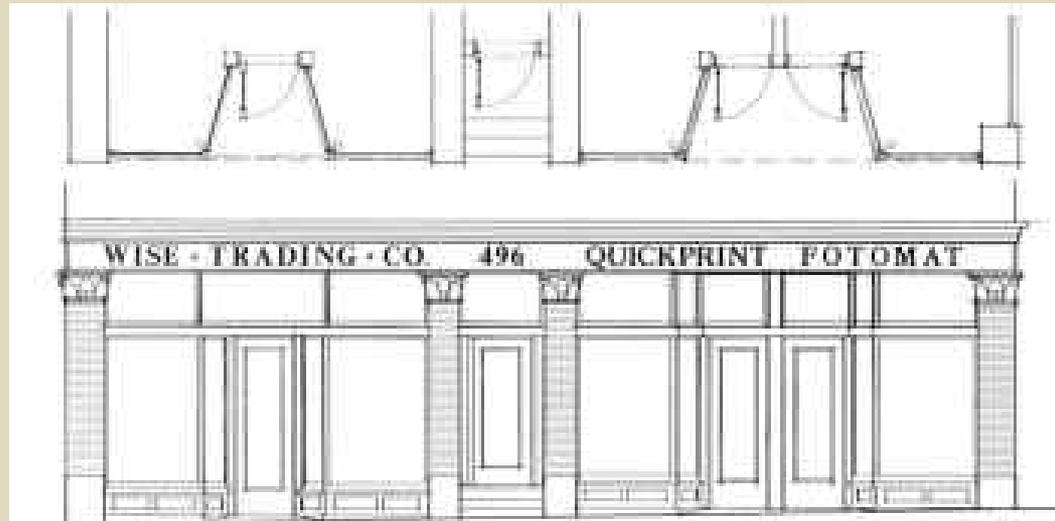
Historic storefronts evolve over time. Changes outside the period of significance of the building or the historic district may be removed in a rehabilitation project.

Change Over Time



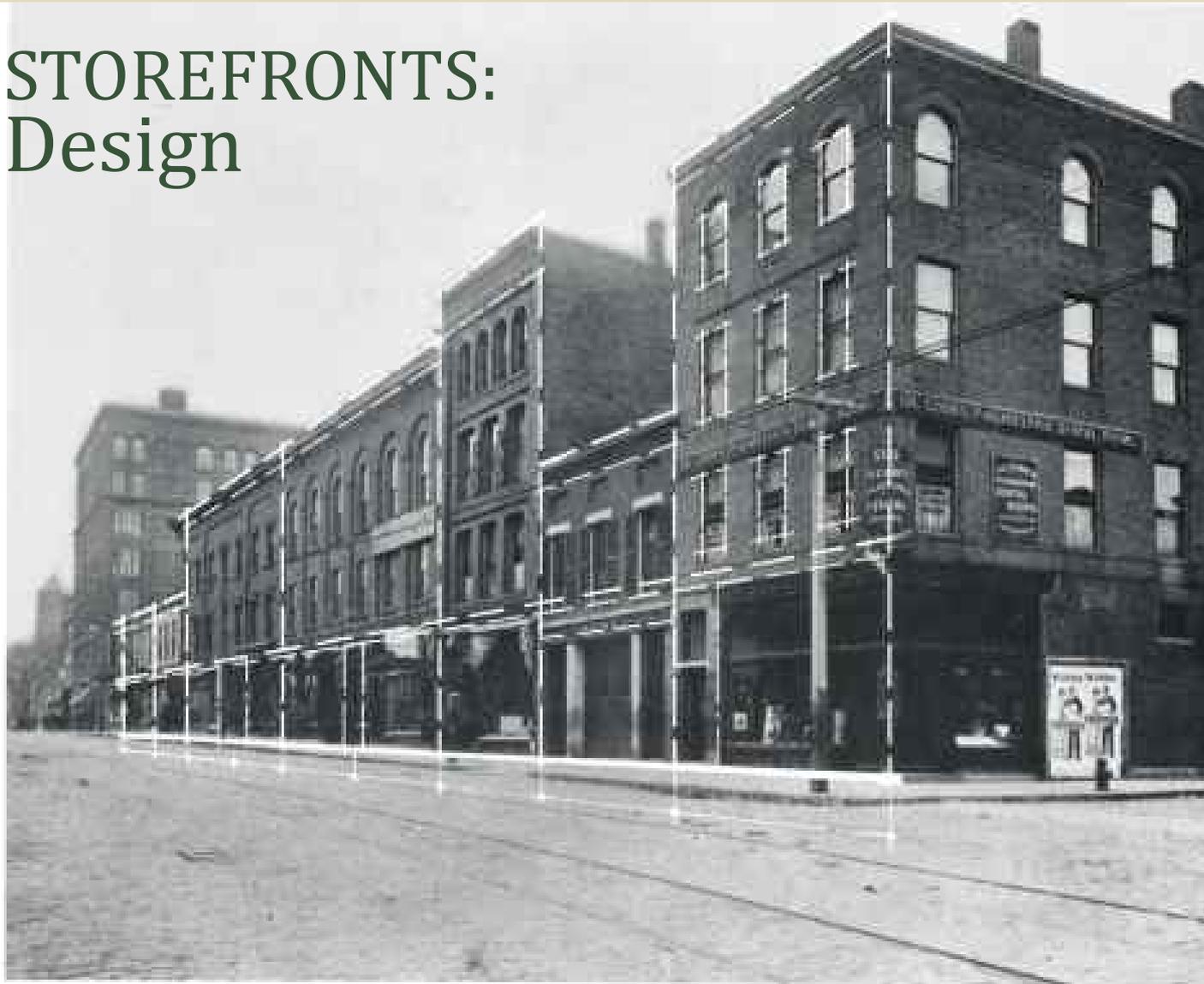
Slipcovers over original storefronts.

STOREFRONTS: Design



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STOREFRONTS: Design



The accompanying illustration shows the storefront as a wall which has been visually divided into different parts by a grid of horizontal and vertical lines. These lines organize the wall into the different facades that constitute it into a visual hierarchy of architectural elements. Some of the lines are more important than others. This hierarchy was based on architectural traditions going back to ancient Greek and Roman buildings.

The visual organization brought about in part by design ideas and in part by structural limitations, held the typical commercial environment together. Different building designs, forms, and styles could exist in harmony if the visual framework of proportion, scale, mass, and rhythm remained intact. It is extremely important in the remodeling of existing facades and the construction of new buildings along Congress Street to recognize and respect this visual structure.

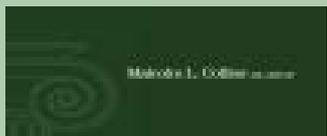
Definition of the Street Wall: the parallel facade walls of the street create a strong sense of enclosure. The facades are generally considered as single.

The Facade Structure: the street wall is divided into two basic zones—the storefronts and the upper facades. The storefronts define a "pedestrian street" at the street level.

The Structural Rhythm: the street wall is divided at fairly regular intervals by vertical "separators" marking the edges of facades and, within some large facades, the structural bays.

The Cornices: the cornice describes the facade forms. The top of the upper facade and storefront were both capped with structural horizontal lines which project out from the facade.

The Facade Opening: the facade comes punctuated with openings—the regularly spaced window openings of the upper facade and the storefront opening. Most remodeling should take place within the existing facade openings.



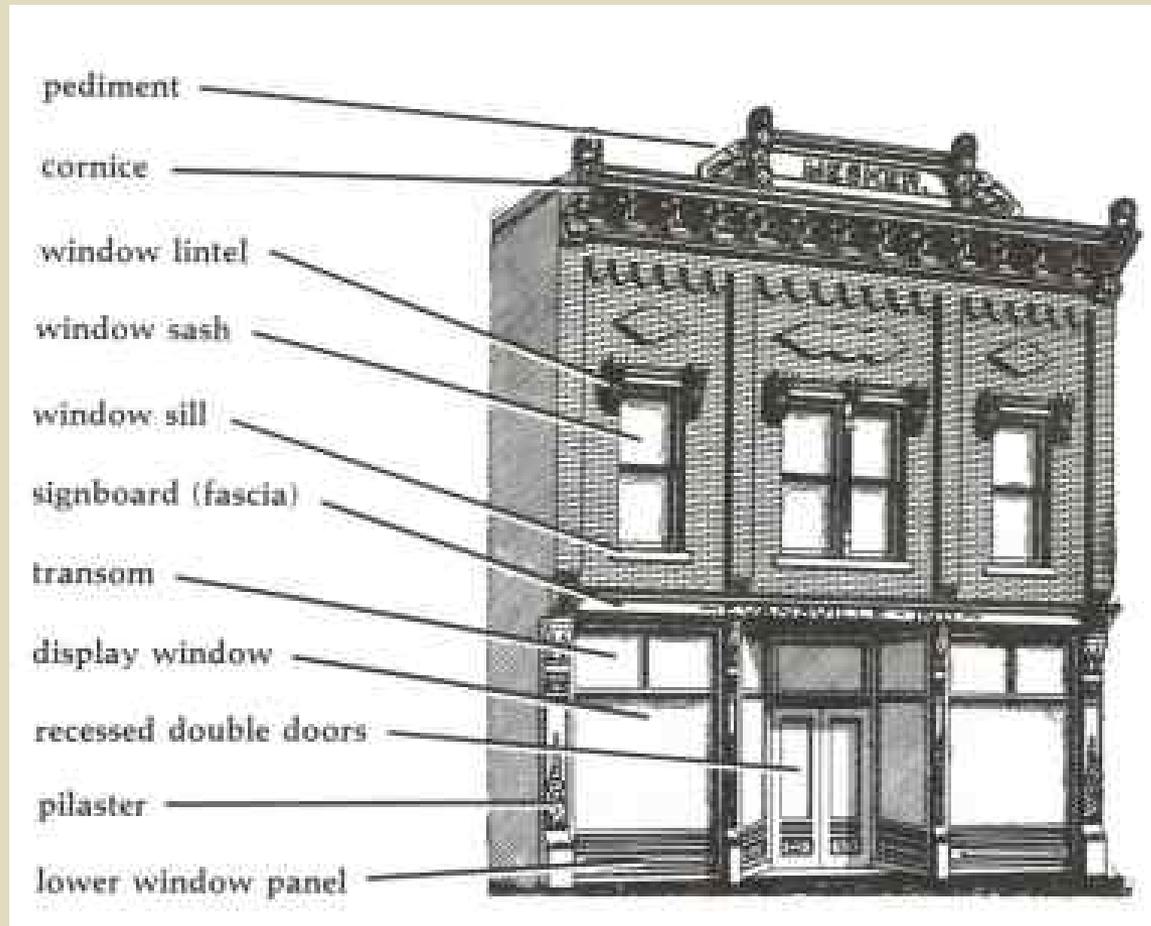
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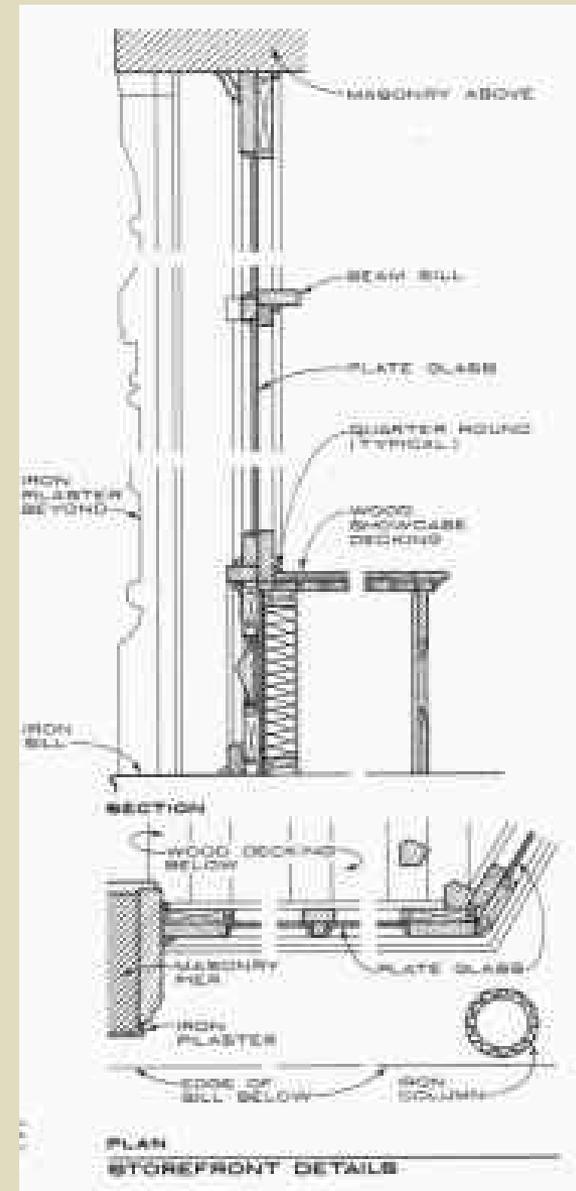
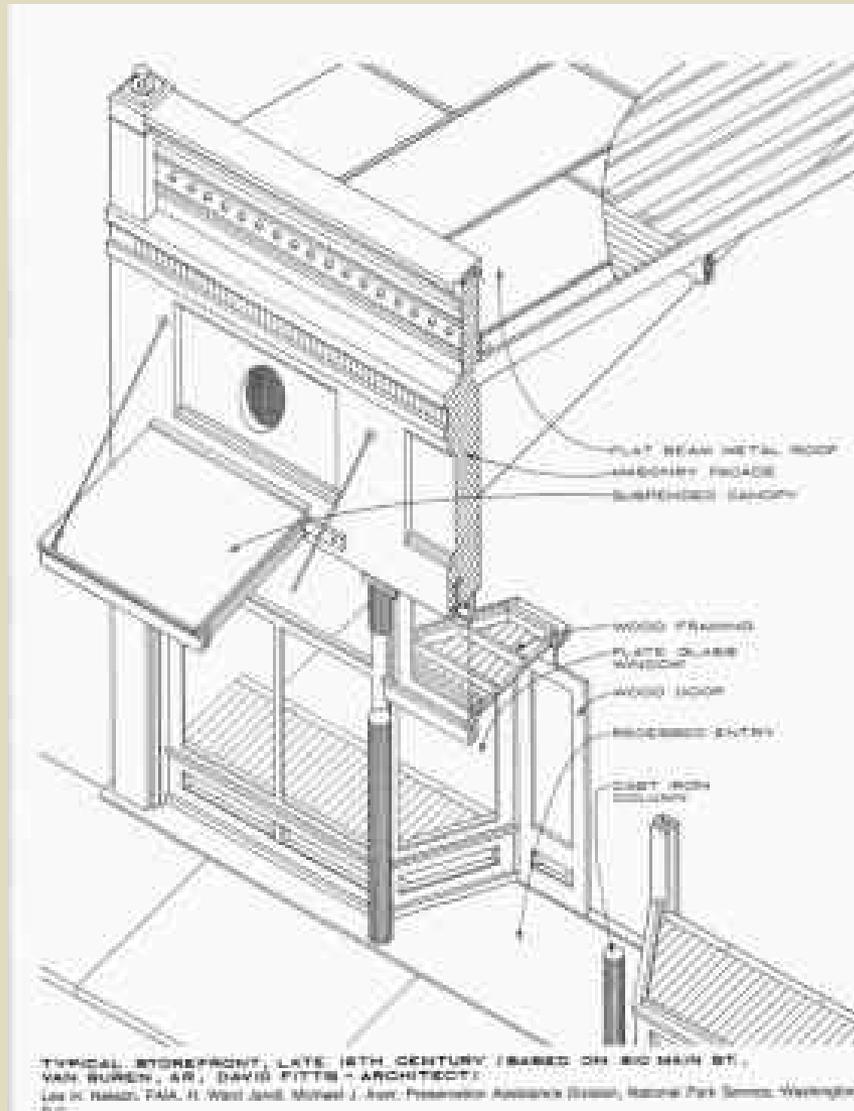
STOREFRONTS: Design



STOREFRONTS: Design



STOREFRONTS: Construction



STOREFRONT DESIGN: Interior



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STOREFRONTS: Design Resources

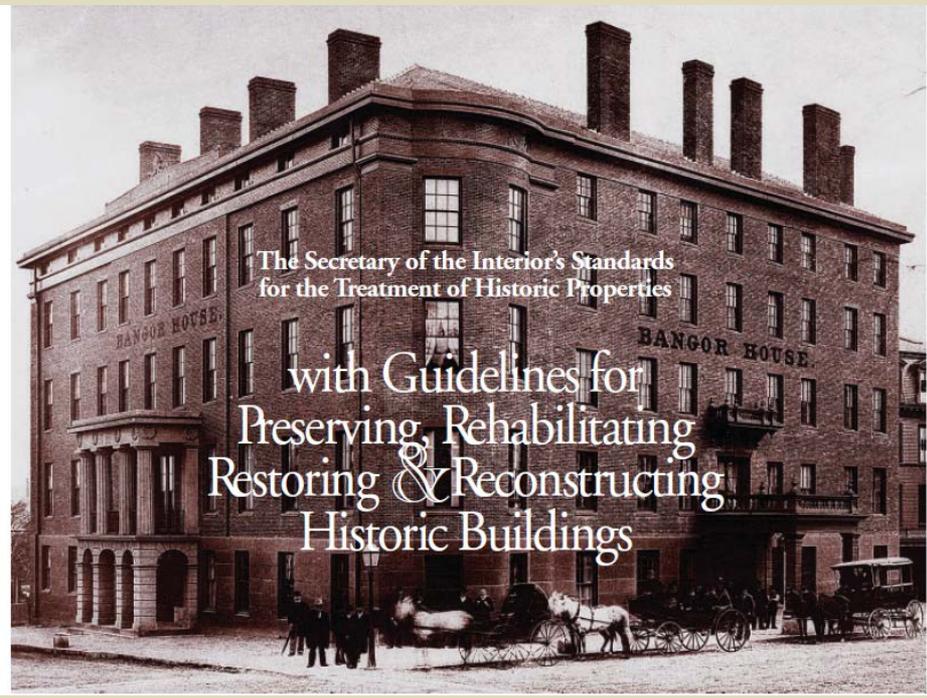
Existing/original storefront components remaining
Historic photos (City of Portland tax photos)
Neighboring buildings



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STOREFRONTS: Design Resources

National Park Service, Technical Preservation Services
The Secretary of the Interior's Guidelines & Standards



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Evaluation

- Examine the building for clues
 - Understand the style of the building and the role of the storefront in the overall design.
 - Preserve the storefront character even in a new use.
 - Avoid using materials that were unavailable historically (stay away from vinyl, anodized aluminum, tinted glass, artificial stone, or brick veneer)
 - Chose appropriate paint colors. Historic wood storefront elements were traditionally painted, not stained and varnished. Do not remove paint from them. Replacement wood storefront elements must also be painted, not stained or varnished.



Rehabilitating Historic Storefronts: Decisions, Decisions, Decisions

- Is the original storefront intact? Is it deteriorated? Does it need repair?
- Has the original storefront been modernized? Should these later alterations be kept or should the storefront be returned to a documented appearance? If no documentation exists, is the new design compatible with the historic building and the historic district?
- If the use of the building has changed or will change, how can the commercial appearance be maintained in the new use?

Standards for Rehabilitation

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spacial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.



Standards for Rehabilitation

6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment will be unimpaired.





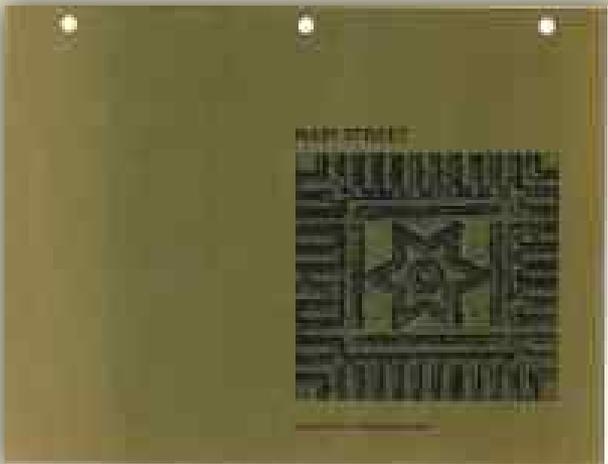
Standard 4

- Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- It is important to recognize that in many cases a storefront may have been altered within the historic period and may have acquired significance. Do not attempt to “early up” a building when a later storefront exists.

STOREFRONTS Design Resources

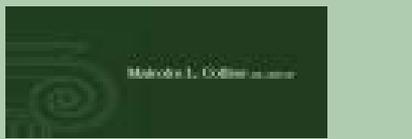
National Park Service
Preservation Briefs

www.nps.gov/tps/how-to-preserve/briefs



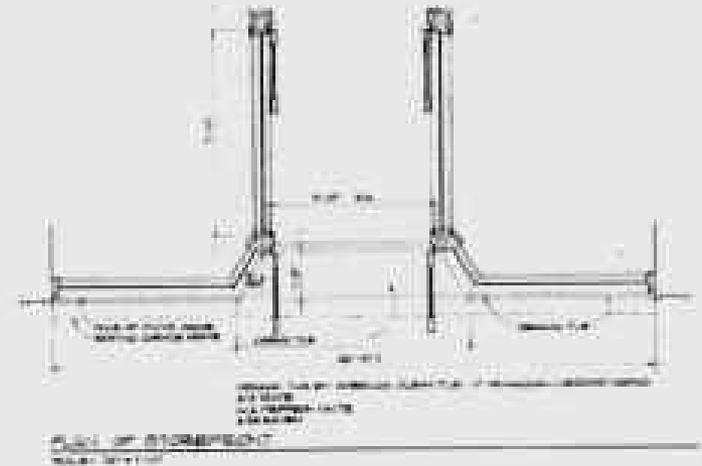
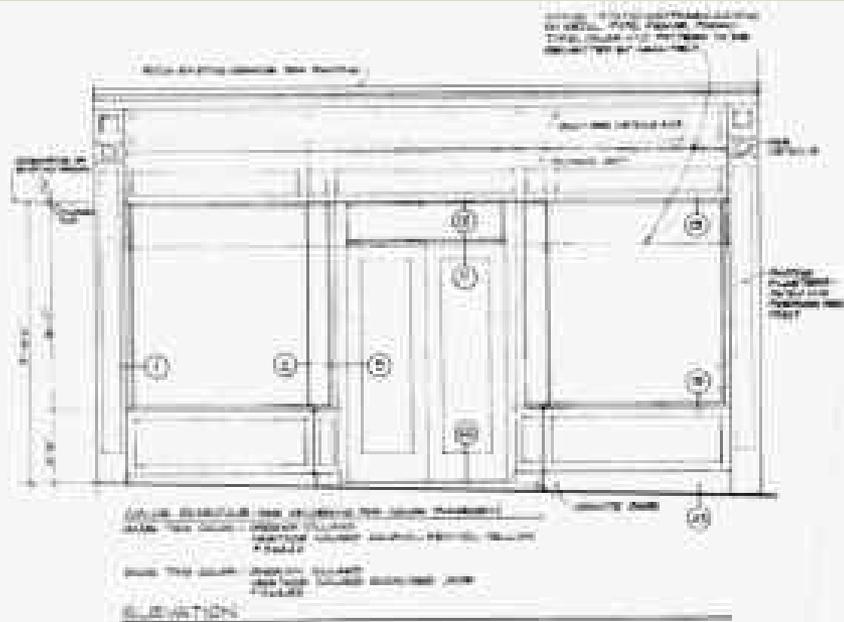
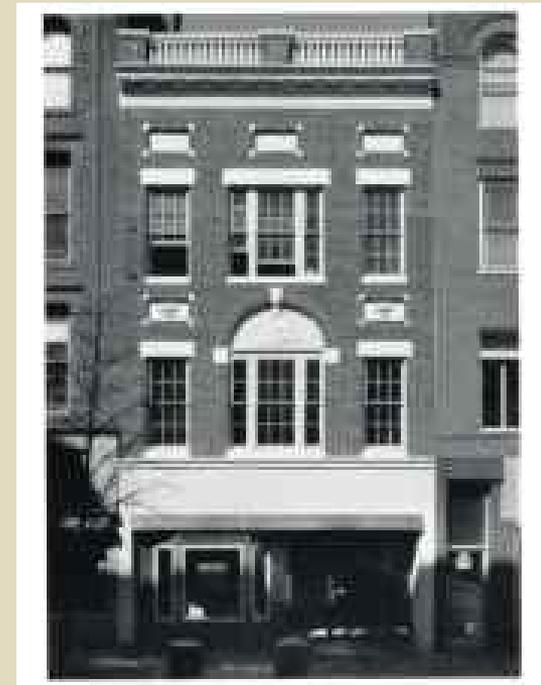
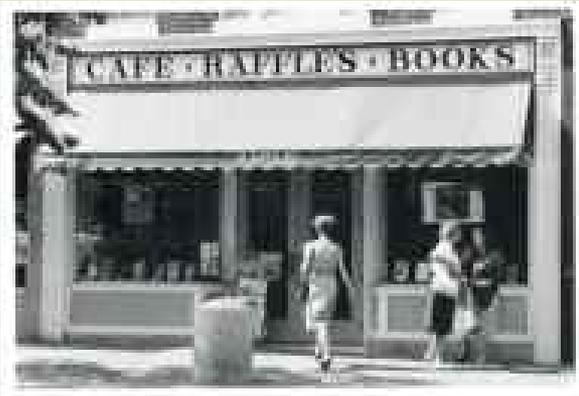
National Trust for Historic Preservation
Building Improvement File

www.mdf.org



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STOREFRONTS: Case Study



Maine Downtown Conference

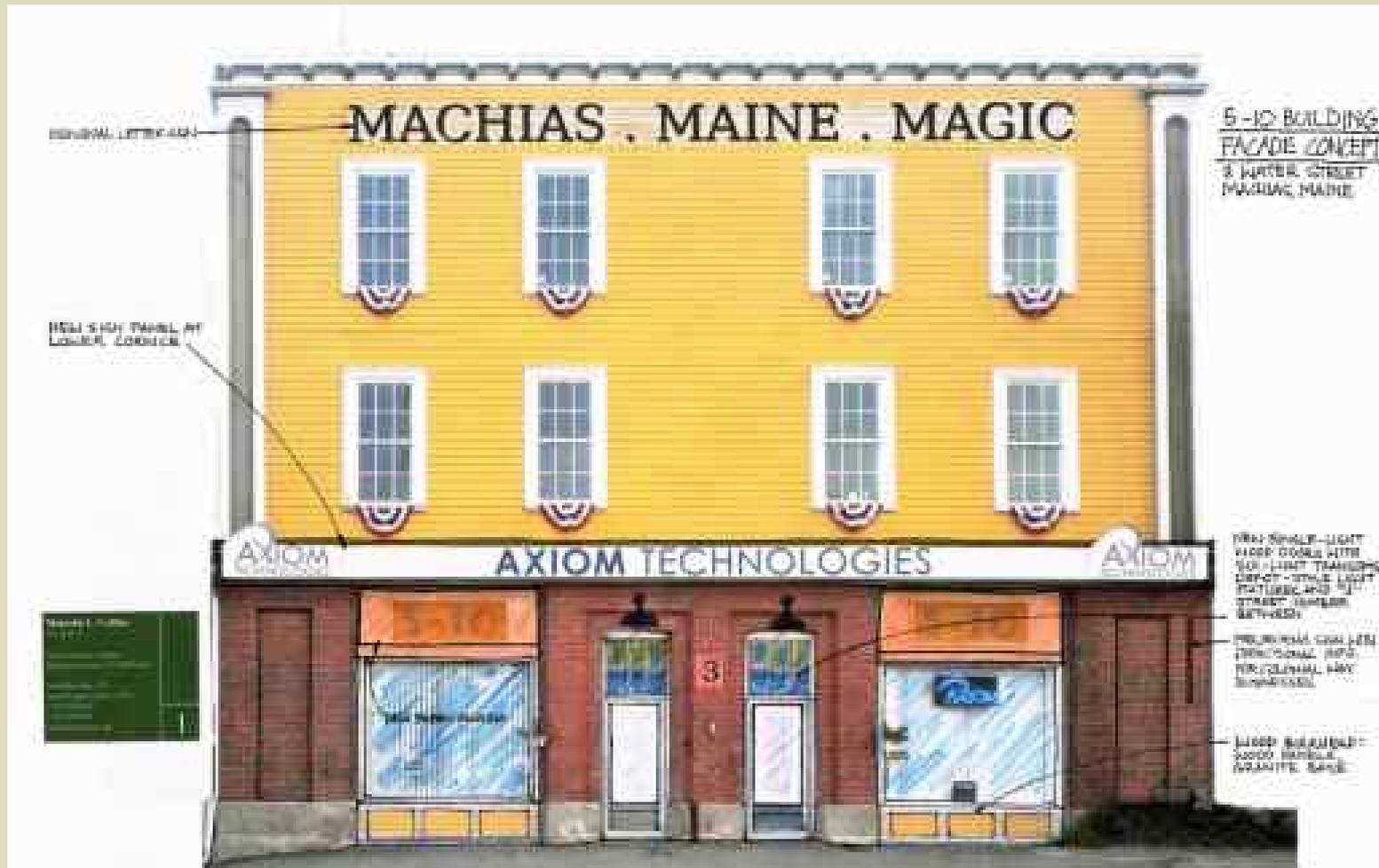
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STOREFRONTS: Case Study, Machias



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STOREFRONTS: Case Study, Machias



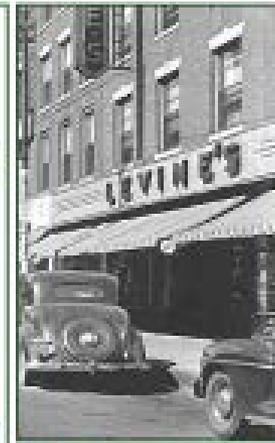
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STOREFRONTS: Case Study, Machias



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STOREFRONTS: Case Study, Waterville



9-11, 13-19 Main Street
Waterville, Maine
**EXISTING
CONDITIONS**

Client: Maine Street Waterville
Date: July 19, 2017

Malcolm L. Collins
014.1200.49

Maine Licensed Architect
Historical Architect: 3d CFB, Part II

Post Office Box 152
South Portland, Maine 04106
p 207.861.0500
f 207.861.1186
mlc@mlc-arch.com

1

Key: Removals

- A. Remove vertical "Letter" sign.
- B. Remove lintels, including brick moldings, between window columns.
- C. Remove entire column cover that two columns at other side of second storefront.
- D. Remove existing terra entrance doors and sideights.

- E. Remove existing high sign panel composed of vertical aluminum strips.
- F. Remove aluminum entry screen and hardware, patch holes, repair any damaged brick.

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STOREFRONTS: Case Study, Waterville



111, 113-119 Main Street Waterville, Maine RECOMMENDATIONS

Client: Main Street Waterville
Date: July 10, 2011

Michael L. Collins
Architect

111-119 Main Street
Waterville, Maine 04901

111-119 Main Street
Waterville, Maine 04901
Tel: 603.875.1111
www.mlcollins.com

Key: Proposed alterations

1. Restore existing "111" window sign above window that contains 4 1/2" x 6" pane.
2. Restore upper floor windows light and of building. Add decorative panels above (in ground, second, and third) floor windows. Add decorative panels above second floor windows.
3. Restore brick structural masonry of left portion of 111 sign and, to serve as structural masonry for signage, frame of sign through to basement to support upper floor, first, and second floor signage to correct for masonry and to restore panels.
4. Restore ground to second floor window (second floor of main side street) to match existing ground level and existing masonry on ground floor side street.
5. Restore and clean up existing brickwork of lower storefronts and windows.
6. Restore existing and other signage to match existing and call.

7. Install or repair existing signage panels and fully correct masonry masonry in ground storefront. If ground glass is not possible, glass front could be used.
8. Paint and newly repaired masonry in other side of ground storefront.
9. Install new pair of windows that will integrate with existing ground to second floor masonry and existing ground.
10. Replicate other glass double windows with existing glass area of ground floor, or install new glass "masonry" to replicate existing masonry.
11. Paint brick facade of first floor masonry above new window. Use brick masonry to the bottom of the first floor masonry area.
12. Install new sign above ground floor, with sign panel, at least three courses of brick below that first floor window side. It's lower masonry is still in place and masonry side floor masonry is to be restored, masonry lower masonry is installed and lower side sign floor directly under masonry.

13. One sign panel can be used to point to work. It also will be used to point to work and an additional sign. Signage to be used to point to work, or for first floor masonry, can be installed on the ground floor because of the masonry in the building. Lighting of sign should be a pair of the ground floor of sign panel and to be used to point to work and to be used to point to work. One pair of masonry light fixtures to be used to point to work.
14. Signage, masonry and masonry, which appear to be made of masonry, should be replaced masonry and masonry.
15. Signage and masonry of masonry side masonry to be replaced masonry.
16. Signage and masonry of masonry side masonry to be replaced masonry.
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STOREFRONTS: Case Study, Tecumseh



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STOREFRONTS: Case Study, Tecumseh



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STOREFRONTS: Case Study, Tecumseh



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STOREFRONTS: Case Study, Ypsilanti



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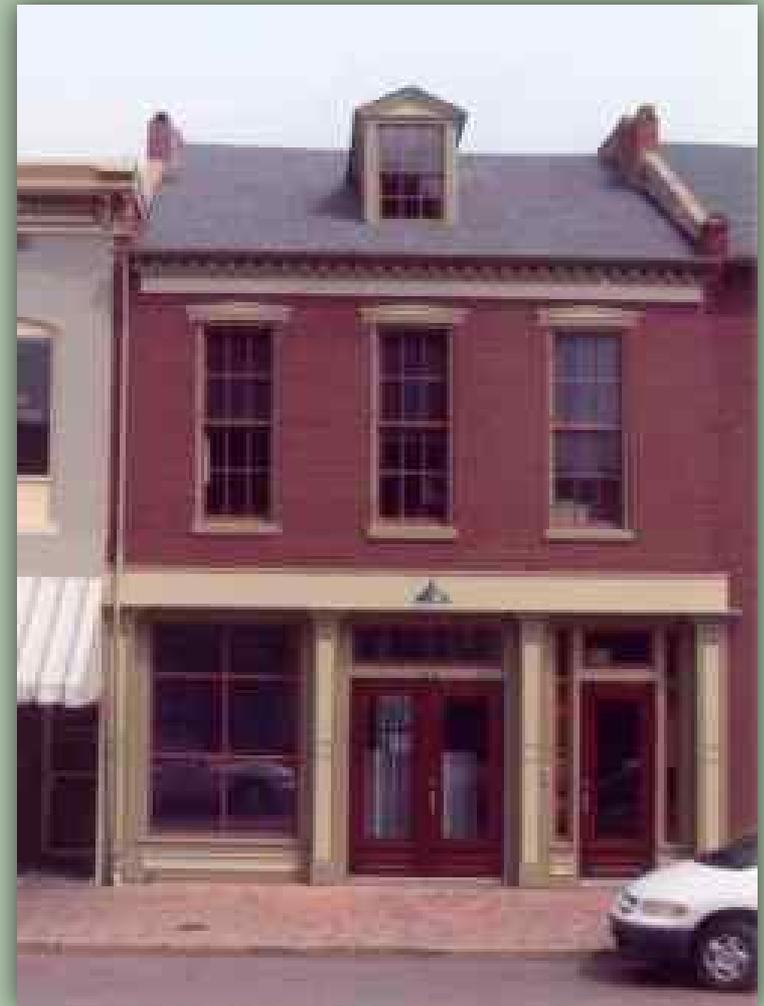
Storefront Rehabilitation #1



Storefront Rehabilitation #2



Removal of a non-historic storefront and its replacement with a compatible new storefront system.



Storefront Rehabilitation #3



Existing storefront is outside period of significance of the historic district.



Storefront Rehabilitation #3



Rehabilitation includes new compatible storefront.

Original tiled entry and storefront cornice preserved.



STOREFRONTS: Modern Storefront Rehab



www.mdf.org/mdc_resource_cafe_php

HOW TO WORK WITH STOREFRONTS OF THE MID-TWENTIETH CENTURY

A Mid-Twentieth Century Storefront Components Guide



National Main Streets Conference, Philadelphia, April 2, 2008

Carol J. Dyson, AIA
Senior Preservation Architect
Illinois Historic Preservation Agency
1 Old State Capitol Plaza
Springfield, Illinois, 62701

Email: carol.dyson@illinois.gov or recentpost@aol.com

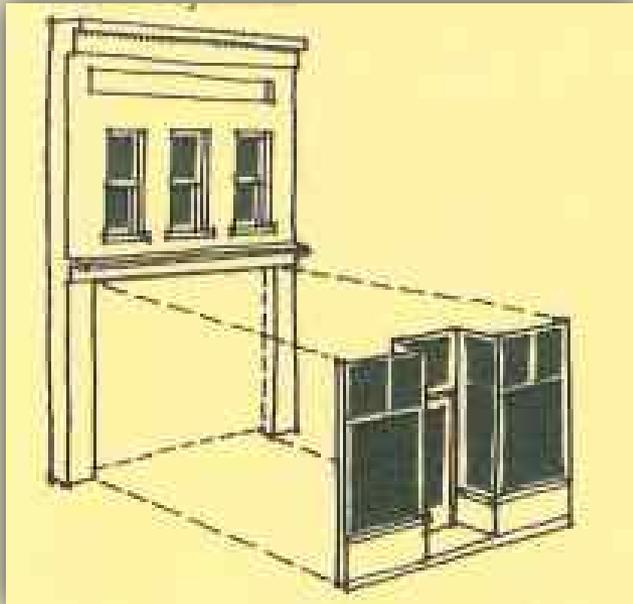
<http://www.illinois-history.gov/ps/midcentury.htm>



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STOREFRONTS: Design

Traditional Storefront Opening as Picture Frame
Many possibilities and interpretations to explore



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STOREFRONTS: Design

Traditional Storefront Opening as Picture Frame
Many possibilities and interpretations to explore



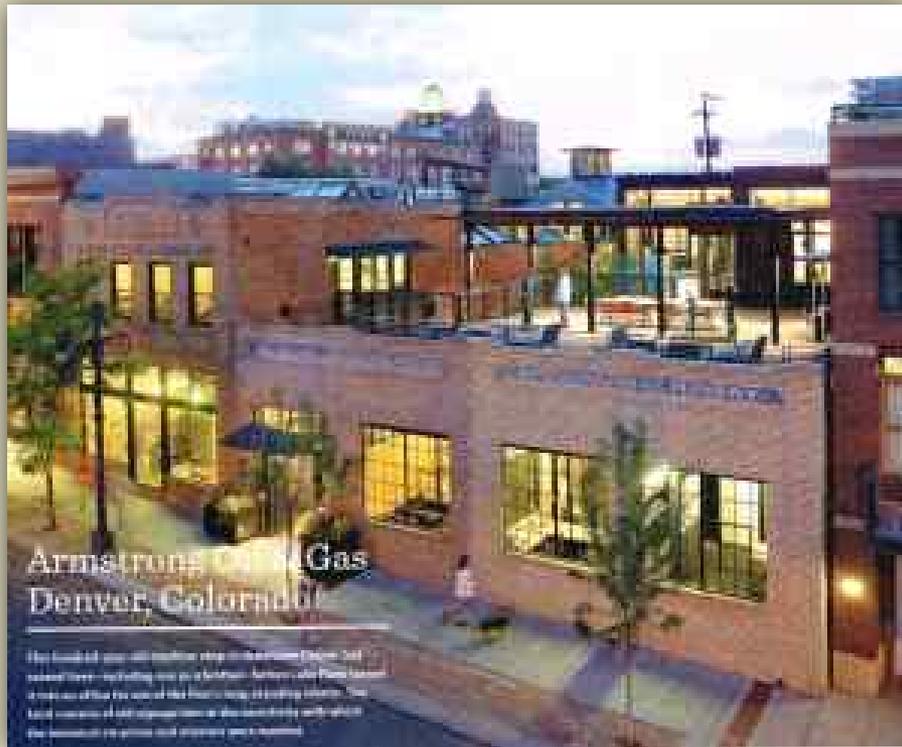
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STOREFRONTS: Contemporary design



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STOREFRONTS: Contemporary design



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STOREFRONTS: Contemporary design



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STOREFRONTS: Old and new together



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ADDITIONS & MAKEOVERS



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ADDITIONS



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STOREFRONTS: BASICS

Thanks for your interest
and attention. Good luck
with your projects!



mlcarch@comcast.net 207 865-0346