

CHAPTER 6 - STOREFRONT DESIGN GUIDELINES

B. Architectural Style Criteria

1. Appropriate Architectural Styles

- a. Every project proposed for this storefront improvement assistance program must have one of the three main architectural styles selected as appropriate for the district: Classic Revival, Frame Vernacular, or Mediterranean Revival.
- b. Each design proposal must have a combination of architectural style attributes which give it a strong sense of the particular style character.

2. Classic Revival Style

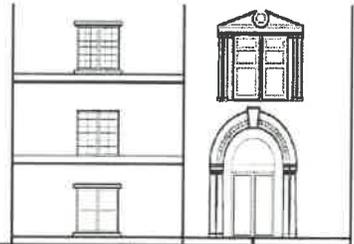
Characteristics:

- a. Plan: regular, rectangular or nearly square.
- b. Foundation: continuous brick or concrete.
- c. Height: 2- 2 1/2 stories
- d. Material: horizontal wood siding, brick or smooth masonry
- e. Roof Type: low-pitched hip or flat w/ balustrade.
- f. Roof surfacing: metal or composition asbestos shingles on flat roof.
- g. Details: Columns, balustrades, medallions, dentils, and french doors.

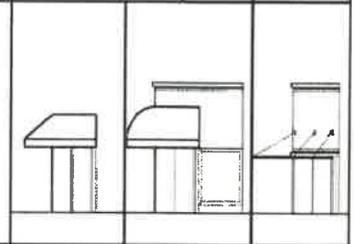


Details

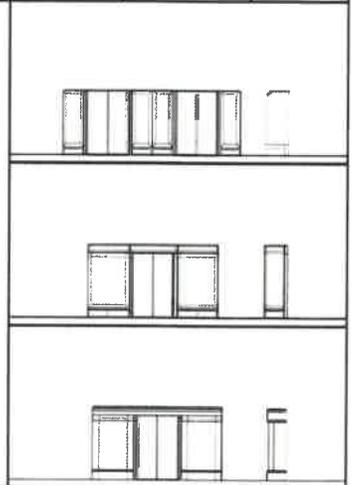
**Windows & Doors
Entranceways**



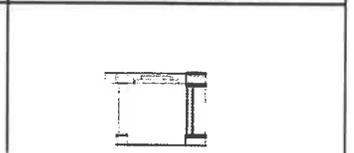
**Awnings &
Canopies**



Display Areas



Arcades



Entryway



Windows



Display Window



Canopy

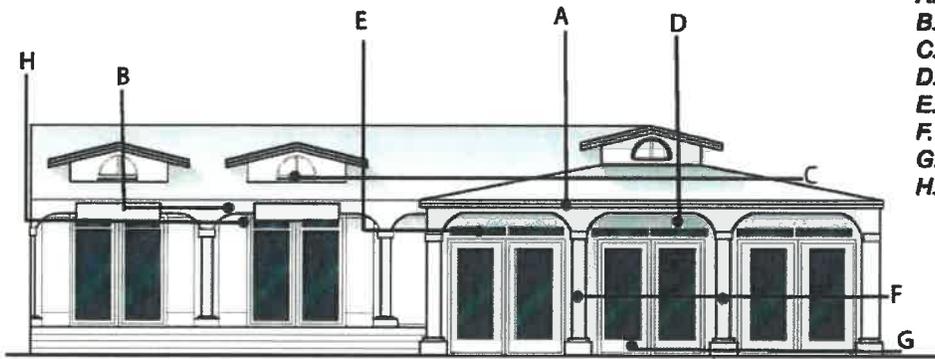
3. Frame Vernacular Style

Characteristics:

- a. Plan: regular, rectangular
- b. Foundation: concrete block.
- c. Height: 1- 2 1/2 stories
- d. Material: horizontal wood siding, brick or smooth masonry
- e. Roof Type: gable, less common hip, pyramidal;
false front on commercial buildings.
- f. Roof surfacing: metal or composition asbestos shingles.
- g. Details: simple, jig-sawn patterns around porches and eaves.

Elevation

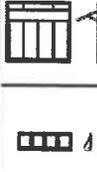
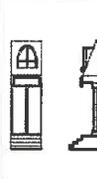
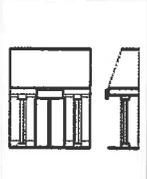
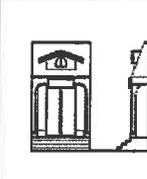
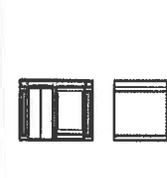
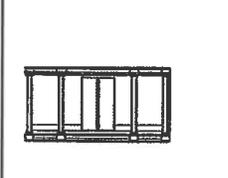
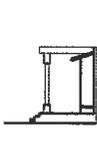
Storefront



- A. Building Cornice
- B. Lintel
- C. Sill
- D. Storefront Cornice Frieze
- E. Transom
- F. Pilaster
- G. Kick Panels
- H. Awning / Overhang



Details

<p>Windows & Doors Entranceways</p>				
<p>Awnings & Canopies</p>				
<p>Display Areas</p>				
				
<p>Arcades</p>				



Balcony



Balcony Detail



Display Window



Other Architectural Elements



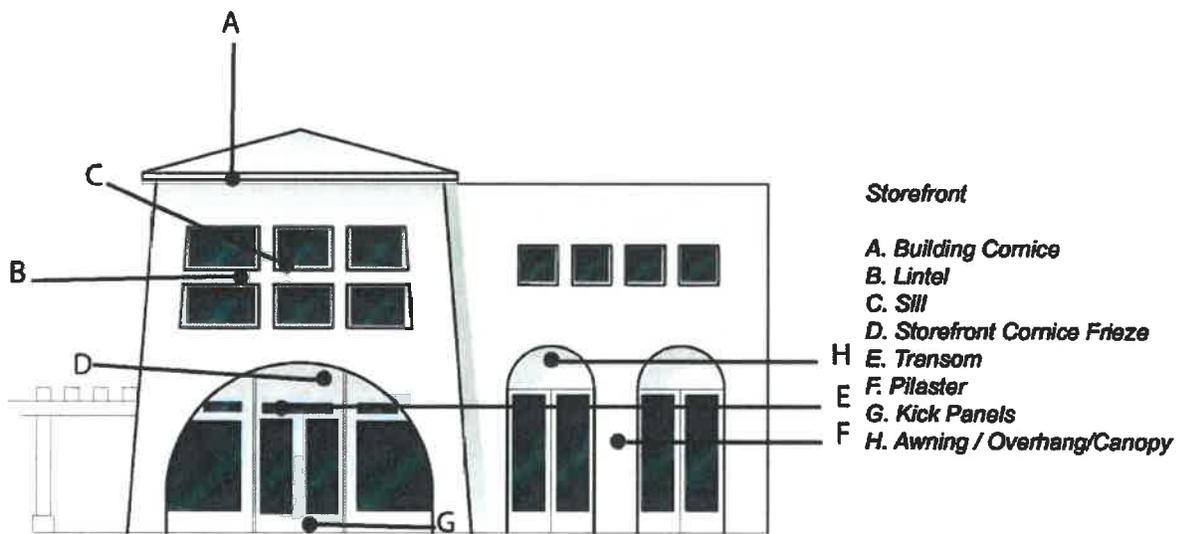
Arcade

4. Mediterranean Revival Style

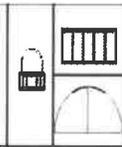
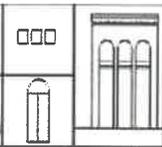
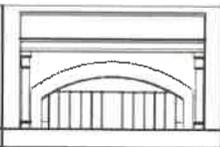
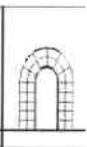
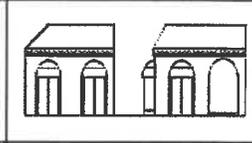
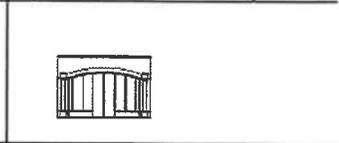
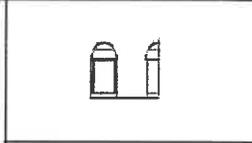
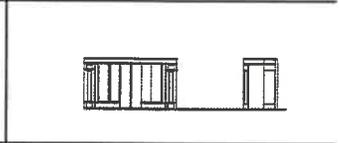
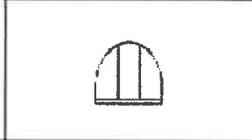
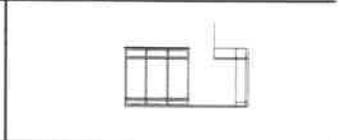
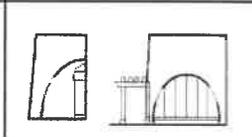
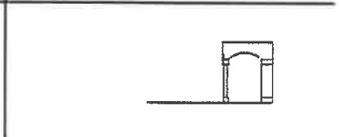
Characteristics:

- a. Plan: irregular
- b. Foundation: continuous
- c. Height: 2 stories
- d. Material: stucco
- e. Roof Type: hip roof; flat with curvilinear parapet
- f. Roof surfacing: barrel, French interlocking tile.
- g. Details: plaster and terra cotta detailing highlighting arches, columns, window surrounds, cornices, parapets and wrought iron grills.

Elevation



Details

Windows & Doors Entranceways				
Awnings & Canopies				
Display Areas				
				
Arcades				



Arcade with fountain



Roof treatment, canopy, windows, display windows



Canopy



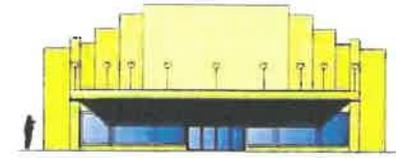
Parapet, windows and entrance way

C. Architectural Elevation Criteria

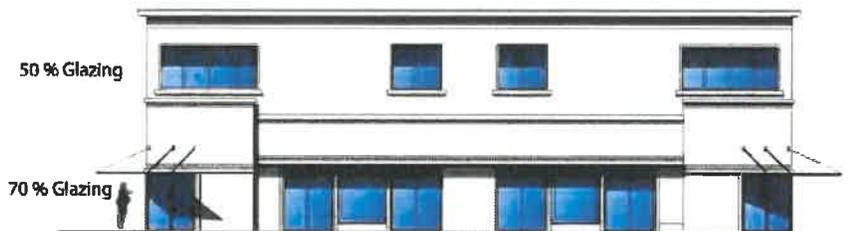
1. Scale

a. **Guideline: Overall Scale -**

A building's scale is created by the size of the units of construction and architectural details in relationship to the size of humans. The size of a building, or more precisely the building's mass in relationship to open spaces, windows, doors, porches and balconies should be compatible with other buildings in a visually related field. The first and second floors should have more detail and frequency of pattern than the upper floors of a building due to the fact that these lower floors are directly adjacent to the viewer's eye.



Scale- A building's scale is created by the size of the units of construction and architectural details in relationship to the size of humans.

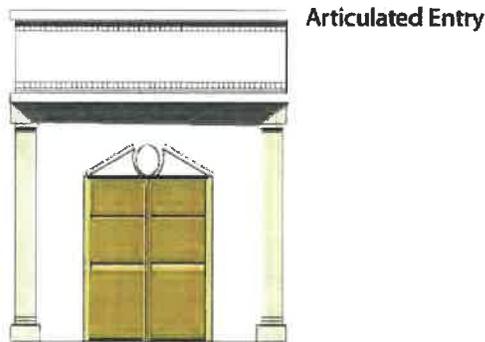


b. **Guideline: Building Window Organization-**

Building facades adjacent to an arterial street or collector street shall have window glazing for no less than 70 % percent of the horizontal street frontage façade. All floors above the first floor will have a minimum of 50% percent window glazing.

c. **Guideline: Entryways –**

Entryway design elements and variations shall give protection from the sun and adverse weather conditions. These elements shall be integrated into a comprehensive design style for the project. A commercial building shall have clearly defined, highly visible customer entrances.



5' setback for 3rd floor



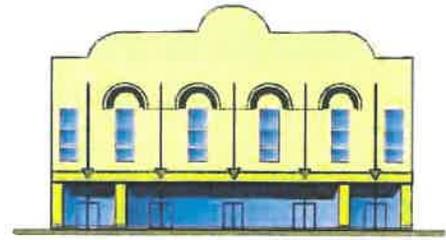
d. **Guideline: Vertical Setback –**

The third floor of a building will be setback from the façade line of the lower floors by a minimum of 5 feet

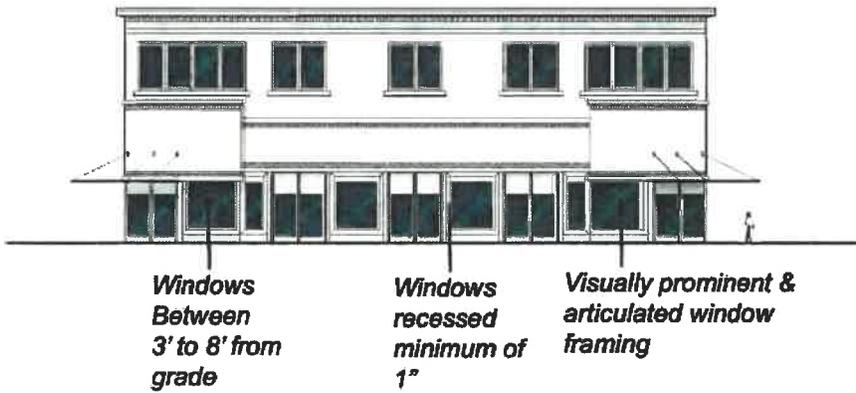
2. Proportions

a. **Guideline: Overall Proportions –**

A building's proportions are created by the relationships between the height and width of the building and its architectural elements. The relationship between the width and height of the front façade, and its doorways and windows should be visually compatible with adjacent buildings. When one moves by a sequence of buildings, one experiences the proportion of the width to the height of the buildings. Buildings that are too tall and thin, too square, or too low and long are inappropriate designed.



Proportion-A building's proportion are created by relationships between the height and width of the building and its architectural elements.



b. **Guideline: Building Proportion -**

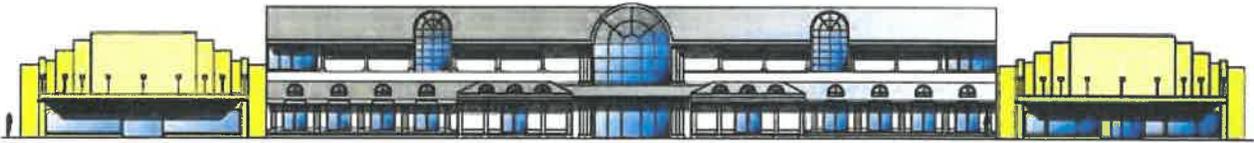
The first floor or the primary facades of a building shall, at a minimum, utilize windows between the heights of three feet and eight feet above the walkway grade. Windows shall be recessed, a minimum of one inch, and shall include visually prominent sills, shutters, a stucco relief or other such forms of framing.

3. Rhythm

a. **Guideline: Overall Rhythm:**

A building's rhythm is created by an ordered recurrent alternation of strong and weak architectural elements.

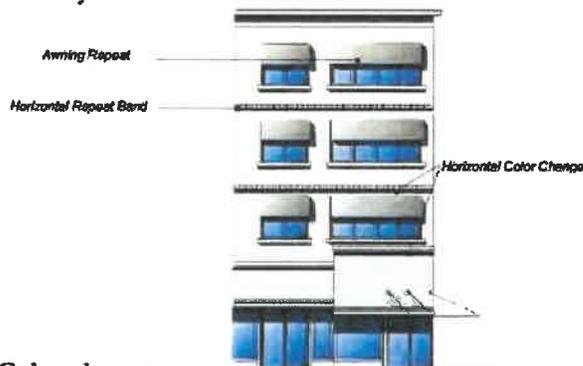
The rhythms created by buildings occur in the visual compatibility and recurrence of related architectural elements. When one moves past a sequence of buildings, one perceives a sense of rhythm created by the relationship of masses to openings.



Rhythm - A building's rhythm is created by an ordered recurrent alternation of strong and weak architectural elements.

b. **Guideline: Repeating Façade Treatments -**

Primary facades shall include a repeating pattern and shall include no less than three of the design elements listed below. At least one of these design elements shall repeat horizontally. All design elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.



- Color change;
- Texture change;
- Material module change;
- Expression of architectural or structural bays, through a change in plane of no less than 12 inches in width, such as a reveal, an offset, or a projecting rib (see Illustration);
- Architectural banding;
- Building setbacks or projections, a minimum of three feet in width on upper levels; or Pattern change.

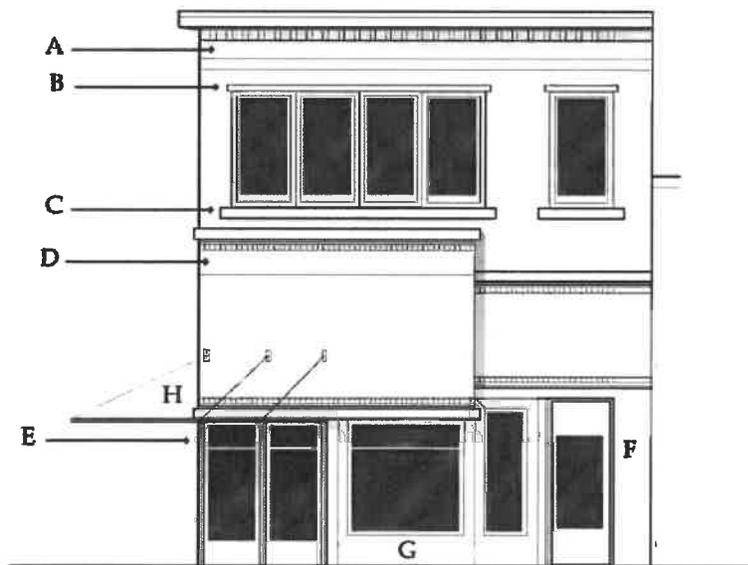
4. Façade Composition

a. Guideline: Overall Façade Composition –

Building facades play a basic role in the visual makeup of the business district. Storefronts, signs, window displays and color are all integral elements of the design. Collectively improved, these elements create visual order. The façade should be intentionally designed to integrate storefront, sign and window display space into the overall fabric of the building exterior. As individual buildings stand side-by-side, visual harmony is created by the similar structural components of the buildings of various styles, age and appearance. Over the years isolated changes in facades, storefronts and signs have altered their visual relationships and have led, in part, to the physical and visual disorder common in today's commercial business district.

With proper design attention, a building's appearance from the street can be improved. Attractive individual commercial structures and signs, both old and new, are the basic building blocks of visual order. Improving building facades and signs will go a long way toward bringing visual harmony to the business district.

It serves the business community's own best interests to see that independent improvements are compatible in design with the overall goals of an improved business district. Improving the business district today will require care, planning and a cooperative effort if additional changes are to indeed make any measurable difference.



Storefront

- A. Building Cornice
- B. Lintel
- C. Sill
- D. Storefront Cornice Frieze
- E. Transom
- F. Pilaster
- G. Kick Panels
- H. Awning / Overhang

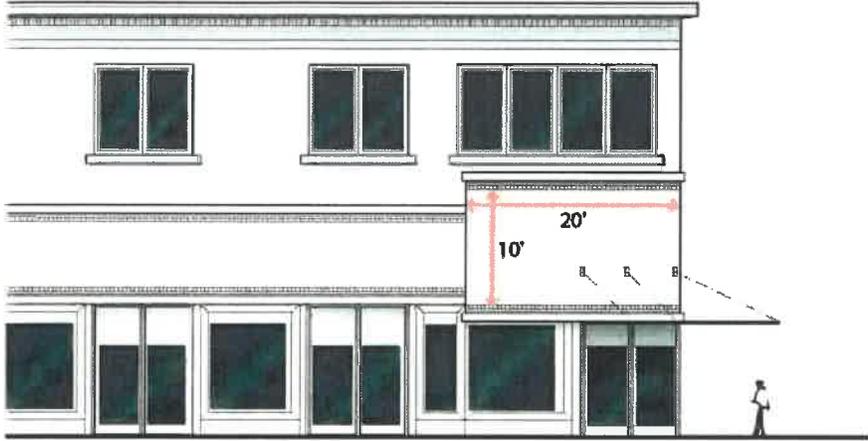
b. Guideline: Ground Floor Composition

The ground floor façade should contain a minimum of five of the following façade design elements (one of which must be awnings / canopy):

1. Overhangs
2. Arcade
3. Artwork
4. Raised cornice parapets over the doors
5. Decorative light fixtures
6. Decorative Plinth and kickplate detail
7. Projected canopies
8. Decorative tile work
9. Medallions
10. Window flower boxes
11. Awnings
12. Projecting sill

c. Guideline: Blank Wall Areas –

Blank wall areas shall not exceed 10 feet in vertical direction and 20 feet in horizontal direction of any facade. Control and expansion joints within this area shall constitute blank wall area unless used as a decorative pattern and spaced at intervals of six feet or less. Relief and reveal work depth must be a minimum of one-half inch.



Blank wall areas should not exceed beyond a 10' by 20' area.

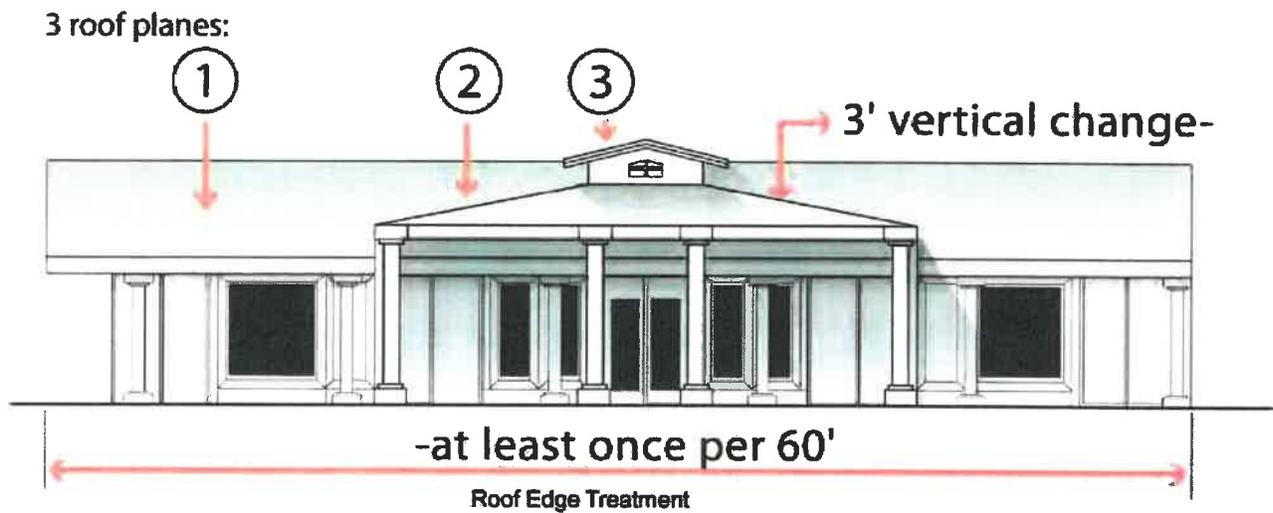
5. Roof Treatment

a. **Guideline: Overall Roof Design -**

Variations in roof - lines shall be used to add interest to and reduce the massing of buildings. Roof features shall be in scale with building mass and shall complement the character of adjoining or adjacent buildings and neighborhoods. Roofing material shall be constructed of durable high quality materials in order to enhance the appearance and attractiveness of the community.

b. **Guideline: Roof Edge and Parapet Treatments -**

For buildings with a sloping roof: At a minimum of two locations, the roof edge or parapet shall have a vertical change (minimum of 3 feet) from the dominant roof design. At least one such change shall be located on a primary facade adjacent to a collector or arterial right of way



c. **Guideline: Prohibited Roof Types and Materials -**

The following types of materials are prohibited:

- Asphalt shingles, except laminated, 320 pound, 30-year architectural grade asphalt shingles or better.
- Mansard roofs and canopies without a minimum vertical distance of eight feet from the ground and at an angle not less than 25 degrees, and not greater than 70 degrees.
- Roofs utilizing less than or equal to a 2 to 12 pitch utilizing full parapet coverage.
- Back-lit awnings used as a mansard or canopy roof.

D Architecture Details Criteria

1. Overview

- a. Just like the preceding elevation criteria section this section establishes criteria for architectural elements. This section looks at the detailed aspects that are involved in creating inviting and interesting commercial areas. Decorative cornices, columns, reliefs and projections in the façade are expressions of a building's architectural style and the builder's craftsmanship. Important architectural details should be incorporated in and presented as important features of the building's design.

2. Windows and Doors

a. *Guideline: Window and Door Selection*

Windows and doors are the primary visible element in the exterior of the building. Some older buildings in Lynn Haven were originally designed with recessed entryways and large areas of glass for the display of goods. Wood framed upper story windows are unique with paned glass and are of stately rectangular proportions. Typically upper story windows are positioned to occur at regular intervals across the building façade and establish visual rhythms in the exterior look of the building.



Above: Large expanses of glass maximize the display area; the transform windows add interest to the facade.

Below: The transform windows and recessed doorway create an inviting and impressive entrance



Before altering windows and doors consider the following:

- i. **Altered Windows and Doors –**
“Blocking down” or otherwise altering windows and doors openings should be avoided. Transom and upper-story windows are the most commonly altered. If original window openings have already been altered, open the blocked window to its original width and height and replace the full cavity with a new or restored window frame.

Presenting an attractive storefront entrance is essential for every business. For some existing structures, the most attractive and visually appropriate door will be that which is original to the building. Wood panel doors with the large proportioned glass openings were typical of many older storefronts. Original entrance doors should be retained or repaired and refinished whenever possible.

If a replacement door is needed, select a simple, unobtrusive frame. Avoid stylized aluminum doors, which are visually incompatible in architectural style. Older wood framed windows and doors may be available at a store that salvages such older architectural detailed items from older stores and homes that have been demolished.

- ii. **New Windows and Doors –**
If new windows or doors must be used to replace old or rotting ones choose replacements carefully. Replacements should be evaluated based on construction, color and pattern in relationship to the overall architectural plan. New frames should be sized to fill the entire opening.

3. **Awnings and Canopies**

a. **Guideline: Awnings and Canopy Compatibility**

- i. Awnings and canopies are not only functional, but add color and interest to a building’s appearance. They protect pedestrians from the elements and shade window displays (protecting merchandise). On hot summer days they help keep interiors cool and in the winter months they trap solar radiation, helping to heat the interior. They come in a variety of forms, colors and materials and can be easily modified or removed at a later date should tastes change.

Awnings or canopies should be considered one element of a coordinated façade improvement plan. They should complement the building’s architectural form and relate to



Above: Awnings that complement the building’s architectural style.

the building's overall color scheme. The width and height of awnings and canopies should be consistent with the proportions of the building. If multiple awnings are used, the breaks in awnings should align with the building's architectural features.

By incorporating business names and/or logos into awnings or canopies, business owners gain an additional opportunity to reinforce their identity. The signage incorporated into these features should fit the proportions of the awning or canopy and should be designed as part of a complete signage program.

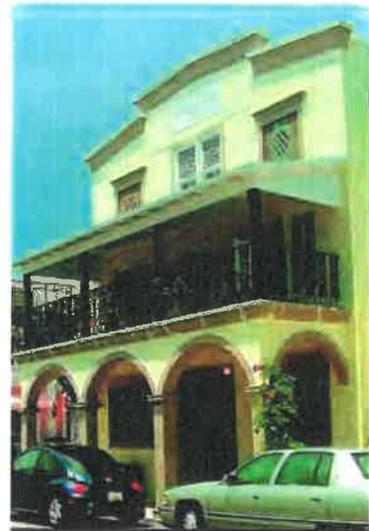
4. Color

a. *Guideline: Color Selection*

- i. The right color selection is important to the appearance of your building and your color selection should be given more than casual consideration. Look at the adjoining buildings in your block. Your color selection should not only compliment your building but be compatible with the other buildings in the block as well.

As a general rule, keep your color schemes simple. It is rarely necessary to use more than two or three colors. The ornamental character of many older facades offers the opportunity to highlight or accent architectural details and trim. Don't overdo it. Avoid the temptation to accent every detail. Too many colors may detract from the visual harmony of the façade.

Changing the colors of facades, doors and trim – most often with paint – will give a fresh appearance to the exterior of any building. Painting at regular intervals should be considered an essential part of building maintenance and will help to protect vulnerable surfaces from deterioration. Painting is also a practical way to visually tie together individual facades and whole blocks of buildings in the business district.



Above: The soft and pleasing color makes the building more approachable



Left: Sensitive color selection distinguishes the building from the adjacent storefronts.

5. Materials

a. *Guideline: Material Selection*

i. Exterior building colors and materials contribute significantly to the visual impact of a building on the community. They shall be well designed and integrated into a comprehensive design style for the project.

ii. Exterior Building Materials Standards

The following standards shall apply to all buildings within a commercial or nonresidential development. Predominant exterior building materials shall include, but are not limited to:

- Stucco;
- Brick;
- Tinted, textured, other than smooth or ribbed, concrete masonry units; or Stone, excluding an ashlar or rubble construction look.
- Wood frame construction w/ hardy plank siding

Predominant exterior building materials that are prohibited include:

- Plastic siding
- Corrugated or reflective metal panels
- Tile
- Smooth or rib-faced concrete block; and
- Applied stone in an ashlar or rubble look

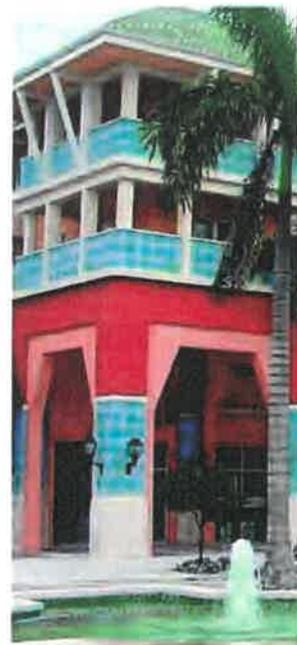
iii. Guidelines: Predominant Exterior Colors –

All building or structure wall colors shall be restricted to muted pastel or earthtone shades. The use of black or florescent colors is prohibited as a predominant exterior building color. The color palette selections must be compatible with each other as well as the other buildings in the block. Colors should be part of an overall color scheme, which includes window frames and doors, signage, awnings, roofing material and all other detailed architectural elements.

iv. Guidelines: Building Trim Colors –

Except for florescent colors, building trim and accent areas may feature any color; limited to ten percent of the affected facade segment, with a maximum trim height of 24 inches total for its shortest distance.

The use of florescent colors is **prohibited** as a building trim color.



6. Signage

a. Guidelines: Signage Quality

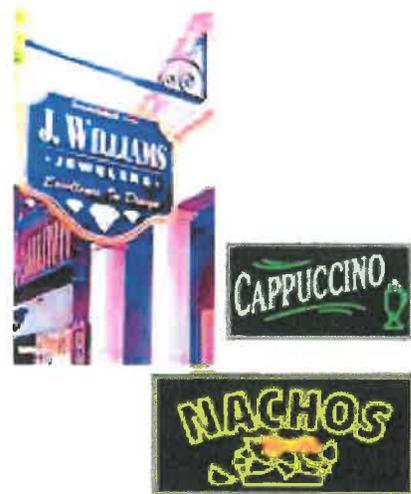
- i. Signs are a necessary part of every business. They communicate the critical messages. Signs function to provide the individual businessperson with identification and create a business image. In addition, since signs must “index” all of the goods and services in the business district, each sign plays a substantial role in creating the visual character. As a primary visual element of any commercial area, each sign can enhance the image of the entire business district or detract from it.

The most common problems with signs are their excessive size and inappropriate placement on buildings. Visual disharmony will result from signs, which overpower a small building or are poorly positioned on an otherwise attractive building façade.

In addition to size and placement, the physical design of the sign itself is important. Good signs clearly express a simple message. Lettering styles should be legible and material and colors should be selected which will relate harmoniously to exterior building materials and colors. Prior to developing your sign, please review the sign codes and ordinances for the City of Lynn Haven.

When deciding on what kind of sign best suits your needs, consider some of the following:

- **Message -**
Keep the message simple. Remember the prime function of your sign is to “index” your storefront. Keep the wording to a minimum so that it may be easily read by passing motorists and pedestrians. Use keywords or logos to identify your business. Avoid redundant wording and unnecessary slogans; they will clutter the sign and will often interfere with the visibility of your primary message.
- **Size and Position –**
To position the storefront sign, first view the exterior of your building. Look for logical “signable areas” on the exterior of the façade. The best areas for signs will be those places that contain continuous flat surfaces that are void of windows, doors or other architectural details. For many older structures the most appropriate places for signs will be on lintel strips above storefronts or on transom panels above display windows.



For newer buildings, continuous areas of stucco or masonry that are immediately above the top of the storefront offer the best possibilities. Let the size of these “signable areas” help determine the size of your sign and lettering. As a general rule, signs should not exceed one square foot of sign for each linear foot of frontage. This will allow the sign to fit the building. While evaluating the size and position of your sign, be aware that canopies and landscape elements may obscure the message from certain viewing areas.

- **Color –**
Select colors that are compatible with the exterior colors of your storefront and the entire building façade. Keep your color scheme simple. If you use more than one color in your sign, select colors from a common family of tones. It is rarely necessary to use more than two or three colors in your sign. Avoid combinations of primary or day glow colors.
- **Lettering –**
Many styles of type are available. Select a letter style which is compatible with the architectural style of your building and the business image that you wish to express.
- **Quality –**
Your sign is your nameplate. The design, lettering and color of your sign should be attractive as well as legible. Accuracy and precision in the fabrication and installation of your sign is essential. Remember, your sign says a lot about you. The visual quality of its appearance suggests something to your potential customers about your concern for quality. A makeshift sign does little to promote professional image.
- **Sign Types –**
The following sign types are recommended:
 - Flat Mounted Wall Signs
 - Individual Letters
 - Wall Plaques
 - Logos
 - Window Graphics
 - Awning Signs