Do's & Don'ts

Pre-1900

Storefronts, which appeared at an early time in commercial districts, were among the most visible elements of commercial buildings. Their importance to the shopping experience, implications of visual or identity enhancement, and their value to Main Street organizations continues to be emphasized. This guide to storefront rehabilitation is based on numerous principles derived from the architectural and historical literature. This guide is meant to be a valuable tool for streetscape and store rehabilitation. Updated guidelines can be found in Green County.

A thorough knowledge of these older examples is difficult to find, but adds a distinctive layer of history to the local character of the region. Pictured is one such example from Crystal City, 1900-1940.

1940-PreSENT

Generally speaking the awning should be of the “drop” type; extend approximately five feet over the sidewalk. It is recommended that soft, more natural materials, such as a window transom, or ornate brackets, brickwork, etc. be used to further this separation. Covering these areas not only hides the original material but separates the building into unrelated areas that compete, rather than complement each other. Painting the storefront a different color than the façade above the display window.

Window Display

DO

Ensure that display windows are of clear glass. Shoppers should get a clear view of what is displayed.

DO

See the display window as an extension of the business, but as an extension of your storefront as well. Even if your business, maintenance habits to protect or enhance your investment, DO

DON'T

Poor image to the shopper but can lead to
don’t attempt to put too much material rather than commercial signs. Do not attempt to put too much

DON'T

Background

DO

A sign’s appearance can be made to help or harm any business. Because of its importance in attracting customers and displaying the business, design is a vital element of the storefront and display window. A sign that looks less like an extension of your storefront will be more welcoming. Additional information, such as various items sold within, can be DO

DON'T

If energy conservation is a concern, tinted glass. Although helpful in shielding the interior from direct sunlight, it can greatly reduce the visibility of what is displayed.

Display Windows

Do’s

A window transom is a wonderful extension of the display window. If energy conservation is a concern, tinted glass. Although helpful in shielding the interior from direct sunlight, it can greatly reduce the visibility of what is displayed.

DON’T

Keep the background dark so that your message stands out. Only make your message stand out. Do not attempt to put too much

DON’T

Display Windows

DO

Display windows are a vital part of the business. They should provide awnings that comfortably into the building façade and are

DON’T

Awnings

Awnings would enhance any store display by providing protection from the sun, easy access to light and easy cleaning of merchandise. If you have one, be sure to keep it in good repair. Awnings are often not considered an essential part of the building façade, and incorporate dimensions that make them appear tacked on. Try to

DON’T

Awnings

Awnings

DON’T

Avoid the use of “quarter-round” or “waterfall” style awnings or those that allow more area

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Building Types

**Attached**

An excellent example of a commercial rehabilitation structure is the two stories of the former basement of the Ritz Theater, which is now home to an array of commercial enterprises. The structure was purchased by the non-profit Green County Development Agency and is used for various community events.

**Free-Standing**

The facade of the New Towne Arms, a commercial building in Greene County, is another example of a commercial rehabilitation project. The building was purchased by a local non-profit organization and is used for various community events.

**Roof**

DO NOT allow any part of the roof to become worn, cracked, or damaged in any way. If your roof becomes worn or damaged, it should be replaced immediately.

**Windshield**

When considering the installation of a windshield, it is important to ensure that it is properly installed and maintains an adequate gap between it and the frame of the window. This will help to reduce heat loss and improve energy efficiency.

**Maintenance**

DO NOT allow any part of the roof to become worn, cracked, or damaged in any way. If your roof becomes worn or damaged, it should be replaced immediately.

**Painting**

Painting the exterior of your building is an important step in maintaining its appearance and value. It is important to choose a color that complements the architectural style of your building and enhances its overall appearance.

**Masonry**

When painting brick or stone, it is important to ensure that the masonry is properly prepared and that the paint is applied evenly. This will help to protect the masonry from weathering and improve its longevity.

**Clutter**

DO NOT allow any part of the outside of your building to become cluttered or damaged in any way. If your building becomes cluttered or damaged, it should be cleaned and repaired immediately.

**Before & After**

This is a before and after view of the exterior of a building. The building underwent a rehabilitation project, which included the installation of new windows, the addition of new railings, and the replacement of the roof.

**Web Site:** www.greeneeconomicdevelopment.com

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