



• Chapter 6: District Development - Architectural Recommendations •

# ARCHITECTURAL STYLE OF NOMAR INTERNATIONAL

Construction in Nomar International should be designed to be compatible with the theme of the district by coordinating architectural styles, details, materials, colors and scale with the original buildings in the district and per the recommendations in this plan. Spanish Colonial Revival, Mission Revival, and Mediterranean Revival style architecture is encouraged as well as other vernacular styles that were popular in Wichita in the 1920s, 1930s and 1940s.

## Spanish Colonial Revival Style

This movement enjoyed its greatest popularity between 1915 and 1931 and was most often exhibited in single-level detached homes but has been adapted to commercial buildings. The style is characterized by a combination of details from several eras of Spanish and Mexican architecture. The style is marked by the prodigious use of smooth plaster (stucco) wall and chimney finishes, low-pitched clay tile, shed or flat roofs, and terra cotta or cast concrete ornaments. Other characteristics typically include small porches or balconies, Roman or semi-circular arcades and fenestration (such as windows and doors), tall, double-hung windows, canvas awnings and decorative iron trim. Other characteristics:

- Rectangular or L-plan
- Horizontal massing
- Predominantly one-story
- Interior or exterior courtyards
- Asymmetrical shape with cross-gables and side wings

## Mission Revival Style

The Mission Revival Style was an architectural movement that began in the late 19th Century and drew inspiration from the early Spanish missions in California. The movement enjoyed its greatest popularity between 1890 and 1915, though numerous modern residential, commercial and institutional structures (particularly schools and railroad depots) display this instantly recognizable architectural style.

All of California's missions shared certain design characteristics, owing both to the limited selection of building materials available to the founding padres and an overall lack of advanced construction experience. Each installation used massive walls with broad, unadorned surfaces and limited fenestration, wide, projecting eaves and low-pitched clay tile roofs. Other features included long, arcaded corridors, pierced arches and curved gables. Exterior walls were coated with plaster (stucco) to shield the adobe bricks beneath from the elements.

## Mediterranean Revival Style

Mediterranean Revival Style architecture is an eclectic design style that was first introduced in the United States around the turn of the nineteenth century, and came into prominence in the 1920s and 1930s. The style evolved from "rekindled interest in Italian Renaissance palaces" and seaside villas dating from the sixteenth century.

Structures are typically multi-story and based on a rectangular floor plan, and feature massive, symmetrical primary façades. Mediterranean Revival is generally characterized by stuccoed wall surfaces, flat or low-pitched terra cotta and tile roofs, arches, scrolled or tile-capped parapet walls and articulated door surrounds. Feature detailing is occasionally executed in keystone.

Balconies and window grilles are common, and are generally fabricated out of wrought iron or wood. Ornamentation can range from simple to dramatic, and may draw from a number of Mediterranean references. Classical, Spanish or Beaux-Arts architecture details are often incorporated into the design, as are lush gardens.

The style was most commonly applied to hotels, apartment buildings, commercial structures, and even modest residences.

## Moderne Movement Style

Moderne movement commercial design generally first appeared in this area in the 1930's. Architects began applying the streamlined forms popular in industrial design to commercial buildings. This style featured cubic and cylindrical forms with horizontal emphasis, smooth surfaces, curving shapes and a minimum of ornamentation. Materials used in these buildings include cast concrete, buff colored brick, glass and steel.

## Other Significant Architectural Styles

There are a small number of buildings that are built in the Classical Revival and Tudor Revival architectural styles. Classical Revival was used in the 1920s storefronts built along Broadway. The small World War I former filling station on West 21st Street clearly expresses its Tudor Revival design



Spanish Colonial Revival Style



Mission Revival Style



Mediterranean Revival Style



Moderne Movement



Classical Revival



Tudor Revival

# ARCHITECTURAL RECOMMENDATIONS - RENOVATION



## Small Building

Existing structures, no matter the size condition or style, can be renovated into useful spaces that reflect the Nomar International theme. With a little creativity even the existing alleyway garages pictured below can be turned into retail shops, restaurants or offices, as shown at left, incorporating the following concepts.

1. Eyebrow canopies along building front entrances of Spanish barrel roof tiles and exposed wood backing or canvas awnings. New roof tiles may be of clay or concrete.
2. Bright Nomar International images or signage painted on walls for decoration or store identification.
3. Wood window frames and doors painted in Nomar pallet colors.
4. Existing garage doors and other openings transformed to glass store front windows and doors.
5. Colorful stucco, EFIS, stone or brick exterior walls.
6. Signage on building façade at entrances. Flush mounted or on brackets.
7. Period lighting fixtures to light buildings and walkways for evening merchant recognition and safety.
8. A continuous frontage wall is typical of the historical period of the district as well as the international theme. Infill construction is encouraged.
9. Unsound structures may be removed to provide walkways that connect to other area shops but not to the detriment of existing frontage walls.
10. Decorative metal work arches at alleyway portals signify entrances to shops beyond and add to the district's character.
11. New concrete pavement provides access to all development and shows district renewal.
12. Landscape furniture such as sitting areas and planters to provide human elements to welcome customers.
13. Parking in close proximity to shops when available. Parking areas are shared by all merchants and may be a short distance from some buildings. Signage and architectural improvements should be used to identify the entrances to buildings not adjacent to parking lots.
14. Parking lot trees and colorful landscape plantings.



Existing

# ARCHITECTURAL RECOMMENDATIONS - RENOVATION

## Large Building

In Nomar International the existing larger, more visible, structures are located along street rights-of-way. These buildings usually have a unique character already but need renovation to bring their facades up to date, in line with the district's new theme and to better display the activities within. Typically these buildings have parking lots behind the buildings and the entrances along the street sidewalk. Making the street side of the building more comfortable for pedestrian use greatly increases the attractiveness of the façade.

1. If a building has a distinctive architectural style or detail, such as the building in the photograph with tile roof on the corner or the decorative detail above the door to the right, continue the theme to all renovation improvements to strengthen the character of the building. The historic relevance of these structures is a strong theme of the Nomar International. If the façade materials have been covered, remove coverings and repair the original exterior. Reopen window or door openings, if able, without affecting interior improvements. Renovation and repair materials should be as close to original as possible. In contrast, when installing new materials, such as when filling in a secondary opening or building an addition, use materials that contrast subtly with the original. This will show the evolution of the history of the building. Brick, cast stone, stucco or EFIS should be used for building additions.
2. Blank walls are a great opportunity for signage, graphics and murals.
3. Bracket lights on building walls provide decoration and illumination for signage and safety. Use fixtures that match the style and date of the building.
4. Colorful awnings provide shade for the buildings and an opportunity for name recognition. The Nomar International color palette should be used for all building finishes.
5. Glass storefronts provide a more welcoming entrance and better advertise the use of the building. Roll down window covers may protect the glass after hours.
6. Streetscape improvements such as planters, street trees, benches and decorative pavers increase pedestrian comfort levels and define district inclusion.
7. More streetscape space can be created by recessing store fronts and creating patios or café spaces. Areas can be further defined by decorative metal fencing or walls that match the building materials.



Existing

# ARCHITECTURAL RECOMMENDATIONS - RENOVATION

## Residential/Retail Re-Use

Existing residential housing units can be converted to retail sales, offices and restaurant use. These structures should be sound in structure and correctly reflect the period in which the neighborhood was developed.

In association with changing the interior of the dwellings to fit their commercial needs, small changes to the exteriors may be made to advertise the new use, provide useful outdoor people spaces and create an atmosphere that complements Nomar International. Residential living space may be provided in the second floor of these buildings for rental units or use by the shop owners.

1. Houses should be painted with neutral colors or colors selected from the Nomar International color palette. Colorful accents on the building façade adds excitement.
2. The structure/s existing roofing and siding materials should remain or, if applicable, historically correct materials used for renovation.
3. Structures that do not fit the historical criteria of the neighborhood should be removed if they cannot be renovated to do so.
4. Houses that reflect the time period of the neighborhood's "vintage" structures, could be moved into the area to increase the density of the buildings and offer more commercial spaces. Orient the structures to create a neighborhood type setting. Garages may be used as shops or storage space. Convert garages into storefronts by glass infill.
5. Decorative awnings and banner signs help to distinguish the merchant type and entrances. Signage should follow the district guidelines.
6. Patios, sitting areas, umbrellas, fences, walls, gateways and site furniture create a connection between the structure, walkways and the street. This area can be utilized by the businesses to increase sales area or offer outdoor café space.
7. A network of sidewalks should be provided to facilitate customer circulation between the buildings, courtyards and parking lots. Public amenities such as benches, lighting and decorative ornamentation should be incorporated into the sidewalks.
8. Parking lots should be placed to the side or near the buildings to offer close spaces without distracting from the "residential" character. Parking lots are to be screened by walls, fencing and plant materials.
9. Decorative light posts with banners provide festive color to the area and safely illuminate the walkways, parking lots and streets.



Existing

# ARCHITECTURAL RECOMMENDATIONS - NEW RETAIL/COMMERCIAL CONSTRUCTION

## Nomar International Overlay District

- 1. Building Height** – There should be no additional height restrictions for buildings in the plan area. Multi-story buildings are encouraged as well as wall extensions and towers to provide variety to the building façade, strengthen the district’s character and develop focal points. Towers should be similar in detail to those in the Nomar International area and Spanish Colonial or Mission style architecture.
- 2. Exterior walls** – Acceptable exterior wall materials include brick, stone, stucco and EFIS (to simulate stucco). Stucco may be white, tan or other colors reminiscent of the era or ethnic style of the building. Murals, building graphics and painted signage are encouraged.
- 3. Roofing** – Parapet walls are to be used to provide interesting building facades, screen roof top equipment and also screen a roof’s drainage pitch when it does not add to the aesthetics of the building.
- 4. Wall Openings and Building Entrances** – Openings in building façades should be proportioned to pedestrian scale and designed in a manner that encourages interest at the street level. Decorative metal grillwork can be added to wall openings for ornamentation or security over windows. Main entrances to buildings should be delineated through the use of architectural detailing appropriate to the style of the building. Awnings or canopies should be made of canvas, cloth or metal per the Nomar International color palette.
- 5. Lighting** – Buildings should be decoratively illuminated by the use of bracket lights, hanging lights and/or up-lights in the pavement. Lighting fixtures should accentuate the style of the building.
- 6. Pedestrian Areas** – Pedestrian areas should be an extension of the streetscape with decorative unit pavers, light fixtures, site furniture, planters and trees. Outdoor activity areas are encouraged, including café seating and outdoor vending space. Landscape within the Nomar International Overlay District would be installed per the provisions of the City of Wichita Landscape Ordinance using plant materials and methods as described in these guidelines.
- 7. Parking** – Off-street parking is allowed within a property’s street yard but should be limited to one drive lane with double sided stalls. Additional parking would be provided at the rear of the buildings. Larger lots are appropriate where they serve multiple buildings or are part of a parking district. Parking lots along street rights-of-way should be screened by a minimum three-foot-high screening wall and planting adjacent to any public street. The wall could be of brick, ornamental iron, stucco or other materials that are compatible with adjacent architecture.



## Market Sub-District - Special Conditions

New construction in the Market Sub-District would adhere to all of the guidelines of the Nomar International Overlay District with the following additions.

In the Market Sub-District, buildings should be setback from the street in a uniform manner to present a continuous façade line except for minor recesses or projections for entries, arcades and other elements that help provide interest to the façade. Courtyards can be built into the façade as long as three sides of the courtyard are enclosed by building walls.

To encourage zero lot line building development typical landscape codes should be adjusted for the sub-district area. Street Yard Landscaping requirements would be waived when buildings are constructed within 10' of the street right-of-way line. The property within this area would be hardscaped in accordance with the streetscape recommendations presented in this plan.