



- NON-CONTRIBUTING COMPONENTS**
- 6. 530 E. DOUGLAS
 - 33. 417 E. DOUGLAS
E.H. DODD BLDG.
- NO NUMBER**
- CONTRIBUTING COMPONENTS**
- 1. 412 - 414 E. DOUGLAS
JAMES R. HEAD BLDG.
 - 2. 430 E. DOUGLAS
 - 3. 304 E. DOUGLAS
 - 4. 506 E. DOUGLAS
 - 5. 518 - 520 E. DOUGLAS
FITTES BLDG.
 - 7. 600 - 602 E. DOUGLAS
 - 8. 604 E. DOUGLAS
FRALICK BLDG.
 - 9. 808 E. DOUGLAS
 - 10. 612 E. DOUGLAS
RENFRO HOTEL
 - 11. 618 E. DOUGLAS
 - 12. 620 E. DOUGLAS
 - 13. 622 E. DOUGLAS
 - 14. 624 - 628 E. DOUGLAS
 - 15. 630 E. DOUGLAS
 - 16. 700 E. DOUGLAS
 - 17. 704 E. DOUGLAS
 - 18. 800 - 804 E. DOUGLAS
 - 19. 806 E. DOUGLAS
 - 20. 808 E. DOUGLAS
 - 21. 811 - 813 E. DOUGLAS
PATRICK HOTEL
 - 22. 801 - 803 E. DOUGLAS
GRAND HOTEL
 - 23. 711 E. DOUGLAS
ROCK ISLAND DEPOT
 - 24. 711 E. DOUGLAS (BEHIND)
ROCK ISLAND DEPOT
BAGGAGE HOUSE
 - 25. 701 E. DOUGLAS
UNION STATION
 - 26. 517 - 527 E. DOUGLAS
CAREY HOTEL
 - 27. 515 E. DOUGLAS
WICHITA HOTEL
 - 28. 309 E. DOUGLAS
KIRKWOOD BLDG.
 - 29. 507 E. DOUGLAS
 - 30. 505 E. DOUGLAS
 - 31. 501 - 503 E. DOUGLAS
LAWRENCE BLOCK BLDG.
 - 32. 419 - 421 E. DOUGLAS
 - 34. 112 - 114 S. EMPORIA
LEXINGTON HOTEL
 - 35. 114 N. ST. FRANCIS
 - 37. 126 N. ST. FRANCIS
 - 38. 130 N. ST. FRANCIS
 - 39. 134 N. ST. FRANCIS
 - 40. 619 - 629 E. WILLIAM
WICHITA WHOLESALE
GROCERY COMPANY BLDG.
 - 41. 212 COMMERCE ST.
 - 42. 214 COMMERCE ST.
 - 43. 215 - 218 COMMERCE ST.
 - 44. 220 COMMERCE ST.
 - 45. 617 E. WILLIAM
 - 46. DOUGLAS AVE. RAILROAD
VIADUCT
 - 47. RAILROAD TRACKS
- NON-CONTRIBUTING** 
- DISTRICT BOUNDARY FOR TAX-ACT CERTIFICATION** 

EAST DOUGLAS AVE. HISTORIC LANDMARK DISTRICT - WICHITA, SEDGWICK CO., KANSAS

ACKNOWLEDGEMENTS

The East Douglas Historic District Design Guidelines have been made possible through the cooperation of the Wichita-Sedgwick County Metropolitan Area Planning Department, the Wichita Historic Preservation Board, the Old Town Association and others. Many of the line drawings are taken from *Keeping Up Appearances: Storefront Guidelines*, produced by the Main Street Program of the National Trust for Historic Preservation. Many of the photographs included were provided by the Wichita-Sedgwick County Historical Museum and the Old Mill Tasty Shop.

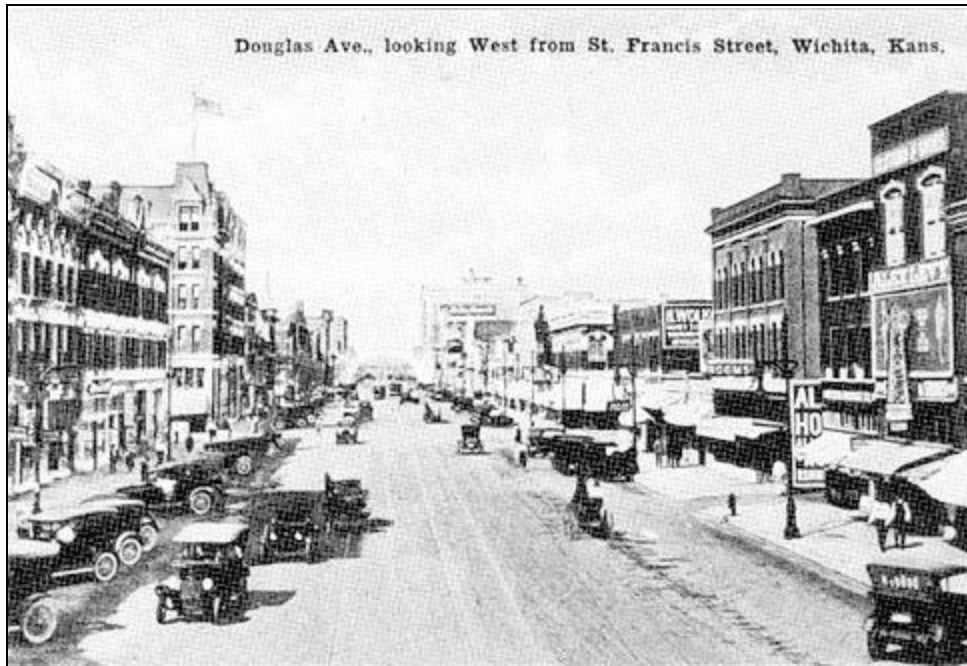
The East Douglas Historic District Design Guidelines were originally financed in part with Federal funds from the National Park Service, a division of the United States Department of the Interior, and administered by the Kansas State Historical Society.

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PREFACE

The East Douglas Historic District was established in 1985 in order to preserve some portion of Wichita's historic commercial district. The centerpiece of the district is the Carey House (Eaton) Hotel, a Second Empire structure that dates from 1886-87. Most of the balance of the buildings in the district date from the early years of this century, but they retain all the characteristic commercial designs with which we are all familiar: large glass windows and transom windows with offices and apartments on the upper floors. Indeed, several of these buildings were constructed to serve as hotels for cattlemen, railway workers and businessmen, all of whom were attracted to the area by the proximity of the railroad station.

These Design Guidelines have been constructed in order to properly protect the buildings in the district, and their relationships to one another in the face of development pressures. These pressures have become more acute in recent years, and by establishing these limited controls, the ambience and integrity of the East Douglas Historic District can be maintained for the mutual benefit of the entire community, and the City at large.

The purpose of design review is two fold: to ensure that any modifications that are made respect the architectural integrity of the building being modified, but that they also respect the character and contributions of other building and of the street as a whole. Design review also seeks to ensure that any modifications that are undertaken are properly executed and will not cause structural problems for the building down the road. Design review in the district is accomplished by the Wichita Historic Preservation Board (an advisory board to the Wichita City Council) that examines exterior modifications. In addition, the Carey House Square Historic

District and the Eaton Hotel are listed in the register of Historic Kansas Places and the National Register of Historic Places. As a result, these properties are under the aegis of the Kansas State Historic Preservation Office (SHPO), and any construction or alteration of these structures (inside or out) must also be reviewed by the SHPO. Further, exterior modifications within 500 feet of the Carey House Square must also be reviewed by the SHPO. (Call the Historic Preservation Office for procedures for obtaining SHPO review.)

Background

Wichita originally grew up along Main Street, from north of Murdock, south to Douglas Avenue. Competition between developers bred development of different types along each street, with Douglas ultimately coming to be dominated by commercial, retail and hostelrys. The economic vitality of the area followed by the economy of the City, and by the early 1980s, it was in a serious decline, due to a number of factors.

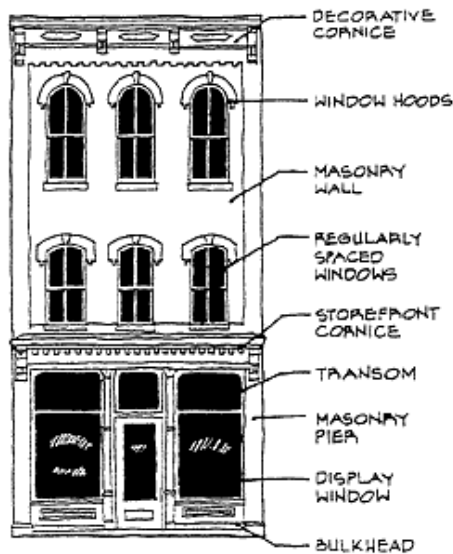
Since 1990, a number of changes have taken place in Old Town (in which the East Douglas Historic District is located) that have attracted investors and merchants once again. A major element that has attracted investment has been the City's commitment to redevelop the Jobber's District ("Old Town") as a mixed-use and entertainment district. Another element has been the City's willingness to assist with the clean-up of the groundwater in the area by establishing a tax increment finance (TIF) district. The TIF district paved the way for renewed investment in the district by making the City-at-large a partner with property owners and lienholders in the clean-up efforts.

Beyond the factors that have contributed to the reawakening of the area, a renewed interest about their communities has been shown by people in general. This interest shows not only in neighborhood and community projects, but also in a renewed interest in our history. Wichita has had a very colorful past, dating from the opening of the West after the Civil War. Although much of that original legacy has gone, by protecting the City's historic districts, we ensure our heritage and our community for future generations.

Design Concepts and Old Buildings

The commercial buildings in the district are typically Italianate or Plains Commercial style, having flat roofs and an ornamental cornice. The cornices have not all survived, and much of the architectural details are also gone, but the utilitarian designs are still evident. Essentially, aside from the façade decorations, traditional commercial buildings are simply long open rooms, usually divided into a public space and a workroom or storage area in the rear.

There are four basic zones that describe the façade of a commercial building: 1) the display area at street level, 2) the frieze area, which is typically occupied by signs, 3) the upper stories, which have single- or double-hung windows and 4) the cornice. It is important to use each zone for the purpose it was intended, which will minimize both damage to the structure and friction with other parties interested in the development of the area.



ABOUT THE GUIDELINES

Introduction to the Design Guidelines

Wichita recognizes the East Douglas Historic District as a special place, to be protected as a community resource, both because its history is an important part of our heritage and because its character helps to create the identity of the City today. The district is enjoyed by residents and visitors alike, and it is the intent of these guidelines to assure that it is preserved for future Wichitans.

The design guidelines contained in this book are for you to use when planning changes within the district. They will help you to:

Identify specific issues that may affect the integrity of the district.

Define the criteria by which the Historic Preservation Board will evaluate your design.

The guidelines are based on visual characteristics of the historic district as it exists today, and as it existed when it was first developed. The scale of the buildings, their materials and their site relationships are examples of the specific characteristics that were analyzed and from which the design guidelines were developed.

Objectives of the Guidelines

To encourage the retention of the visual and historic integrity of the district while also encouraging creative design solutions. The guidelines do not dictate styles or specific design motifs, but instead suggest a choice of approaches for achieving design compatibility.

To protect property values by managing changes so they reinforce the assets of the district and make it more attractive to both visitors and investors. The values of individual historic structures, and of groups of historic buildings, will thus be strengthened and benefit the whole City.

To promote quality workmanship, which will ensure that the project is done right the *first* time. Much of the expertise that sits on the Historic Preservation Board can be drawn upon to help avoid expensive (and often inappropriate) mistakes.

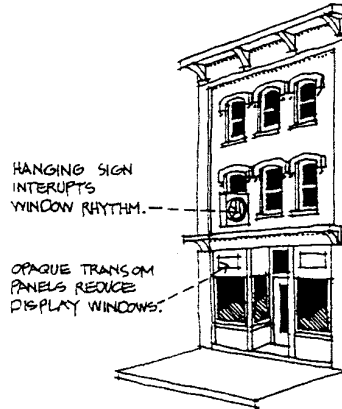
Secretary of the Interior's Standards for Rehabilitation

1. Every effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure or site and its environment, or to use a property for its originally intended purpose.
2. The distinguishing original qualities or character of a building, structure or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
3. All buildings, structures and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
4. Changes which have taken place in the course of time are evidence of the history and development of the building, structure or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure or site shall be treated with sensitivity.
6. Deteriorated architectural features shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
7. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
8. Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to, any project.
9. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment.
10. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

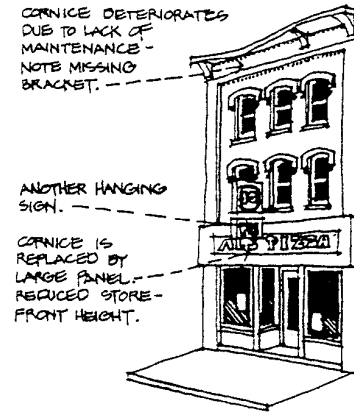
1. THE ORIGINAL FACADE – THE VISUAL RESOURCE



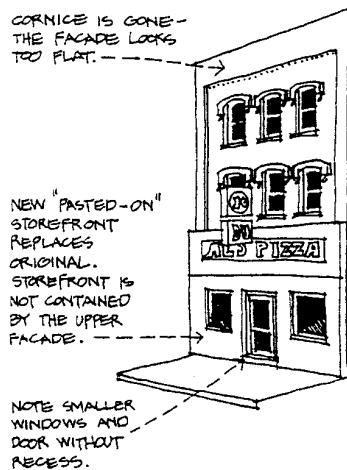
2. MINOR FACADE CHANGE



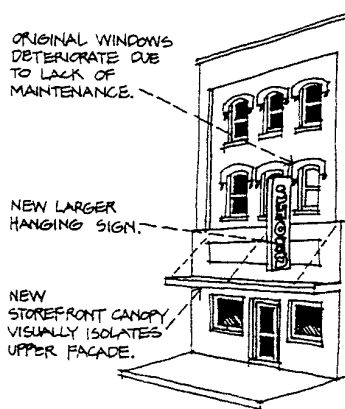
3. MORE MINOR FACADE CHANGE



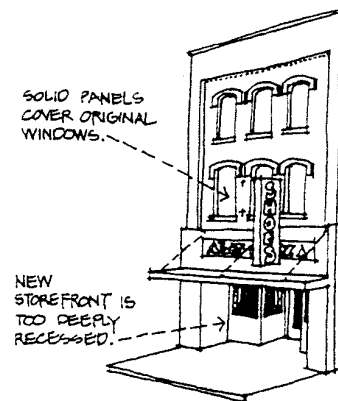
4. STOREFRONT REMODELING – THE FACADE LOOKS CUT IN HALF



5. MORE STOREFRONT CHANGE



6. ANOTHER STOREFRONT REMODELING



How to Use the Guidelines

Skim over all the guidelines to get a feel for their tone. This will orient you to the general objectives of the guidelines.

Identify which section(s) you need to work in detail.

Decide on a design approach. The guidelines should help you establish a direction and sensitize you to the issues that are important. Often, as at Disneyland, we demonstrate a slanted perception of past realities. Base your approach on existing conditions rather than on imagination.

How the City Uses the Guidelines

Remember that design review always is a matter of judgement, and in order to assure that decisions are made with consistency of policy, these guidelines are applied within the district.

The Planning Staff will refer to the guidelines to remind them of issues they should consider for each project. The Staff and Historic Preservation Board will decide when a project is appropriate by balancing all the applicable guidelines. There is no scoring or minimum number of guidelines that must be met.

SOME PRESERVATION THEORY

Renovation

If you are planning a renovation, you must decide what there is about your building that contributes to its historic significance. These original details may be deteriorated, but they are critical to any proper renovation.

Study old photographs to identify original window treatments and to see how storefronts were designed. Pay particular attention to the proportions of original openings and to the amount and nature of the trim that existed on the building.



The original character of each building is an honest part of Wichita's heritage, and therefore should be preserved. Even simple things like awnings and doorknobs represent important elements of Wichita's architectural history, and are to be valued. Those features of a structure that combine to establish its historic significance should not be removed or altered.

Either adding "historic" details that were never actually used in Wichita, or "modernizing" a building are equally damaging to the original character of historic buildings. For example, adding an ornate cornice to dress-up a simple block building would not be recommended, but cleaning and repairing the existing cornice would. Similarly, replacing wooden storefronts with aluminum ones is a modernization that will substantially alter the character of the building – not to the building's benefit.

Many buildings already altered may have their historic character strengthened by careful renovation. The changes made in the past thirty or so years have, in many cases, eroded the character of historic structures, but these changes are reversible.

New Construction: Design Considerations

As a matter of local policy, moving existing, endangered structures onto vacated lots is generally to be preferred to new construction within a district. In a commercial district, however, that is rarely a feasible option. For new construction and additions, therefore, choosing a “style” is an important beginning. The guidelines in this book encourage new buildings that are compatible with historic buildings without necessarily imitating older styles. This approach is based on strongly established trends in preservation theory nationwide.

The National Park Service, the federal agency that administers the National Register of Historic Places, encourages compatible new designs for national districts, and can revoke National Register designations where the integrity of the district has been compromised with imitative infill construction. New buildings that reinforce the continuity of the street and help to highlight the historic structures will meet this responsibility.

The National Trust for Historic Preservation, the only private preservation organization chartered by Congress, also discourages historic imitations in its policies (which guide the Historic Preservation Board) and promotes compatible new architecture. Following these policies, the majority of communities nationwide which have guidelines for historic districts encourage compatible new designs. Simple, brick construction continues the traditional pattern demonstrated in the district, and recycling architectural elements from period buildings may be a viable option. In any event, new designs for additions are encouraged to include a dated element, such as a lintel or cornerstone, which clearly identifies the structure’s year of construction.

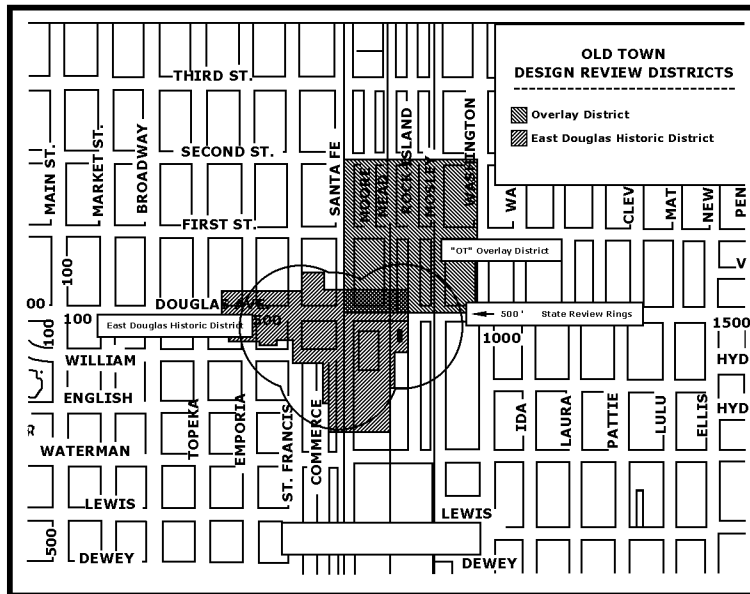
HOW THE REVIEW PROCESS WORKS

In 1974, the Wichita City Commission set up a Historic Landmarks Commission to administer Wichita’s historic preservation program. At the same time, the Commission was given the responsibility to review all building permits relating to designated landmarks and to structures within historic districts. The City Commission is now the Wichita City Council, and the Historic Preservation Board now administers the preservation program, but the same basic system of review remains in place.

Common Questions

If you are contemplating a project, the first thing you should do is discuss it with the Historic Preservation Planner. Here are some of the first questions you will need to answer:

Is the site within the historic district? If it is within the historic district boundaries (see map), it is subject to design approval. (Note also that those structures on the north side of Douglas Avenue, in the 700 and 800 Blocks, are simultaneously included in the “OT” Overlay District, and are subject to the “OT” Design Standards, Section 28.04.137 of the City Code.)



Is the work to be done subject to review? Any **exterior** modifications to existing buildings that require a permit (other than electrical and plumbing permits) and any **new construction** must be reviewed, such as:

Minor alterations, such as a reroof or foundation or other repairs.

Major alterations, such as new additions, residing, new doors or windows, new construction, demolitions.

Could work proceed without reviews? Only the following activities may be done without further review:

Repainting (Except properties under the “Old Town” Standards.)

Repairs that do not require a building permit.

Interior design changes require only review by Central Inspection (except National Register properties.)

Landscaping need only be in compliance with the City’s Landscaping Ordinance. (Except properties under the “Old Town” Standards.)

How will the review process start? The review process will be automatically triggered if you submit a request for a building, sign, demolition, moving, parking lot, location, roofing or siding permit. Before starting your project, here are some steps to help you organize:

1. Check Other Regulations

Remember that the guidelines supplement other Wichita City Ordinances. Other ordinances that may influence the project include:

Landscape Ordinance. The Landscape Ordinance provides standards for the maintenance, types and arrangement of plantings in the City, under specific circumstances.

Zoning Code. The Zoning Code defines set-backs and outlines appropriate uses for various properties throughout the City. The East Douglas Historic District itself is an “overlay” zone, which imposes the Historic Preservation Ordinance on properties within the district in addition to other zoning regulations.

Building Code. The Office of Central Inspection and the Fire Department have agreed to use the Universal Code for Building Conservation (UCBC) within the district, but only when dealing with contributing structures. In all other cases, and for new additions or other construction, the Uniform Building Code (UBC) will apply.

Tax Incentives. Portions of the East Douglas Historic District are listed on the National Register of Historic Places. Income-producing properties may be eligible for substantial tax benefits under Federal tax laws. In order to be eligible, projects must meet certain criteria, such as compliance with the Secretary of the Interior’s *Standards for Rehabilitation*. For more information on tax credits, you may call the Kansas State Historical Society – Historical Preservation Office at (913) 272-8681.

2. Define Design Constraints

Whether renovating an historic structure or building something new, the next step is to **establish the limitations you should place on the design in response to historic preservation goals**. These guidelines are not intended to take the place of professional design assistance (which is usually recommended), but rather to assist the owner and designer in creating the best project. In addition, the **American with Disabilities (ADA)** may require that some measures be taken in conjunction with other alterations.

3. When Renovating, Survey the Condition of your Building

Determine the elements that contribute to historic character. Do some detective work! Newer additions may detract from the building’s character, and other, deteriorated elements may be original and should be restored.

To **locate missing decorative trim**, look for scars or holes where ornamental brackets were removed – a line of built-up paint may indicate where another, long-gone piece of wood once stopped the painter’s brush. Check under the building in a crawl space, or in the attic for old brackets, cabinets, railings or doors that may have been removed and stored.

Carefully **examine the building** for important details.

Refer to historic **photographs**.

Evaluate the physical condition of the building with the help of a professional who is experienced in historical renovation.

Examine wiring, plumbing, foundations, roof joists. Central Inspection may be able to assist in evaluating existing systems, but make sure that they consult the **Universal Code for Building Conservation**, which is appropriate for contributing structures in the district.

Remember that appearances are sometimes deceiving, so **be thorough and objective**. Elements that were fairly recently attached may look “old timey,” but may simply be tacky, and may jeopardize expected tax benefits.

Define the **scope of the project**. If it is not possible to perform a complete renovation within the budget, set a priority of work tasks. Think about how they inter-relate, and which needs to be done first through last.

Stabilize the building by repairing items that keep the weather out, and the walls standing straight up; foundations and roofs are priority items, if not in good repair.

Weatherproof the building to protect your improvements. Roof, windows, doors and skylights are examples of barriers between the elements and you.

Make improvements as the funds are available to do them correctly the first time. In renovation it is especially important to complete tasks fully and correctly. Poorly or quickly executed repairs, such as improper plumbing solutions, often cause later problems when correction will be more difficult.

4. When Planning New Construction, **Analyze the Setting** for the New Building.

Look at the **sighting and mass** of the other buildings in the block.

Notice **setbacks, heights, parking arrangements and building shapes**.

Examine how the other **buildings in the district relate to each other**, and be respectful of the street.

Observe the **building forms and materials** of surrounding buildings.

Be aware of the **elements that are repeated** nearby, such as certain roof cornices, window shapes and trim which have traditionally been used. New construction should blend with the neighborhood without copying older buildings.

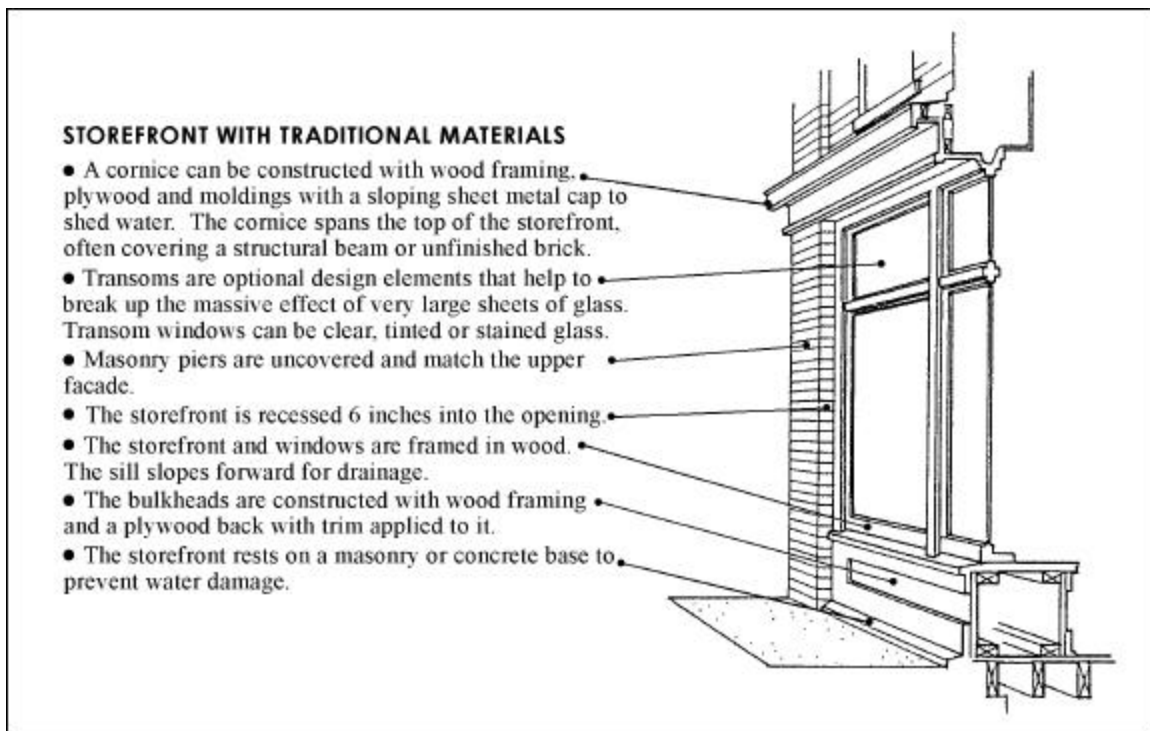
SUMMARY

As you read through the guidelines, please feel free to call the Historic Preservation Planner if you have questions or comments. It is hoped that these guidelines will encourage a quality of design within the East Douglas Historic District that will be a source of pride to its residents and enjoyment to visitors, as well as an enticement to shoppers and investors.

DESIGN REVIEW GUIDELINES AND PROCEDURES

PURPOSE. The purpose of the design review provisions is to preserve the special historic and architectural character of the East Douglas Historic District, and to protect private property values and public investment here, by ensuring that any exterior alterations to buildings and grounds are undertaken in conformance with design standards which express this special character.

DESIGN REVIEW PROCEDURES. No alterations to building exteriors which require a permit, including awnings and temporary on-site signs, nor to fences or grounds may be made, and no building permit involving alterations to building exteriors, sign, sidewalk, driveway or demolition permit except as provided for in Subsection c.5 of these provisions shall be issued by the Office of Central Inspection for any structure or site located wholly or partially within the East Douglas Historic District, until the application for such a permit has been reviewed and approved by the Historic Preservation Board, whose decisions may be appealed to the City Council. If within 45 days from the date of receipt of a complete application by the Metropolitan Area Planning Department, the Historic Preservation Board does not act upon the application, the Office of Central Inspection may issue the necessary permits and the project may proceed. This time limit may be waived by mutual consent of the applicant and the Historic Preservation Board. A complete application should include, as necessary, to-scale drawings, elevations, sections, relevant plans of site and/or immediate environs if appropriate, and shall indicate materials and colors to be used, as well as any other information as shall be required. The Historic Preservation Board may approve, approve with conditions, or deny the request in conformity with the design standards in this subsection.



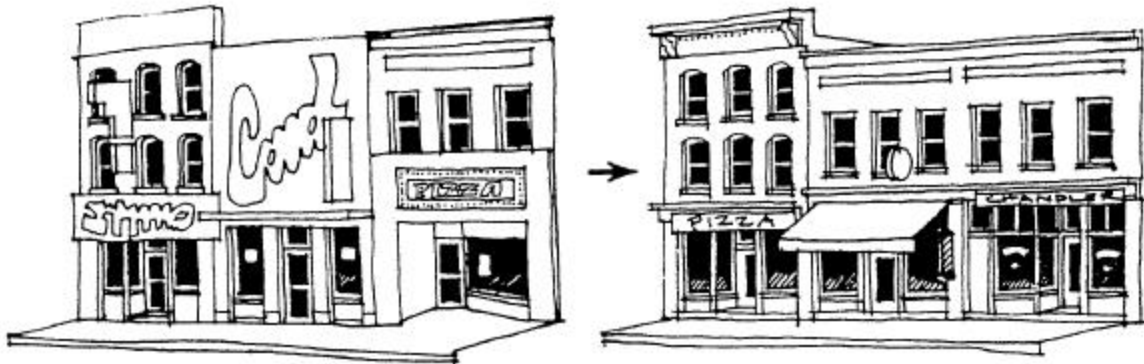
BUILDING DESIGN GUIDELINES.

A. General Standards

1. Alterations should be respectful of the character of one of the City's earliest commercial and warehousing districts, whose architectural type and elements represents a style unique to the past. The East Douglas Historic District was laid out on a gridiron street pattern. Red brick warehouse and commercial structures predominate, exemplifying the Italianate and Plains Commercial architectural styles of the late nineteenth and early twentieth centuries. Warehouse structures generally are trimmed in limestone, with mullioned windows, and commercial buildings have large, plate-glass windows. Roofs are generally flat and tarred, although some are trimmed with red or green clay tiles. Doors are of wood or metal, and are found both at grade and at loading-dock height. The buildings are no more than five stories in height, and have uniform set-backs.
2. The height of all new buildings and building additions should be limited to three and one-half (3 ½) stories or forty (40) feet.
3. For each structure, the roofing materials visible from the street should match existing materials or incorporate materials historically used in the district; the exterior walls of each new building should be finished in red or brown brick with trim of wood, metal, terra cotta or other glazed tile, glass block, limestone, or grey concrete.
4. Mirrored or smoked glass windows for buildings should not be used. They are not historical in character, and create an impression of vacant window openings.
5. Metal windows and doors should be properly primed and enameled. The painting of exposed metal was historically a normal treatment.
6. Awnings or canopies should be of traditional design, preferably retractable, and be made of cloth material. Round awnings, or those made of plastic or stock aluminum, create a trite image and compromise the character of the district.
7. Walkway coverings (other than street-side sidewalks) may be of sheet metal, metal shingles or of standing-seam construction, or of canvas or cloth.
8. Colors used in painting building exteriors should favor earth tones. Most paint companies have "heritage" collections. (**NEVER** paint unpainted brick!)
9. Iron railings should be of utilitarian styling as represented in the district. This is not New Orleans, and we should not try to create a false impression.
10. Permanent fences should avoid wire materials whenever possible. Chain-link fences are especially intrusive.

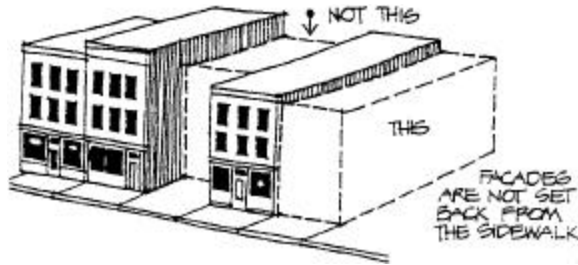
B. Standards for Rehabilitation/Remodeling.

1. Original facades should be retained. Generally, there is no reason to replace an historic façade with a contemporary substitute within the historic district.
2. Existing windows and openings should be retained. Windows are the eyes of a building, and they can create or destroy a building's character.
3. Tile roofs and/or trim should be retained, where it exists or can be substantiated.
4. Architectural features, such as enriched cornice window heads, enriched trim, cast-iron elements, should be retained.
5. Additions to buildings should be compatible in appearance by coordinating style, materials, scale and detail with the original buildings in the district.
6. All remodeling or rehabilitation of exteriors should ensure the visual integrity of the building, and be compatible with the overall architectural character of the district.
7. Facades that have been hidden since original construction should be restored in conjunction with any façade rehabilitation work.



8. Accessory building should generally be compatible with the other structures on the street and be subject to these guidelines.
9. Routine maintenance, repairs or replacements of elements on portions of existing facades shall not require an applicant to bring the entire façade into compliance with these standards.
10. Repainting of surfaces with colors that duplicate the existing colors shall be permitted. (otherwise, see a.8 above.)
11. Existing doors and windows may be replaced with new products of design and/or materials similar to those which originally existed.

C. Standards for New Construction.



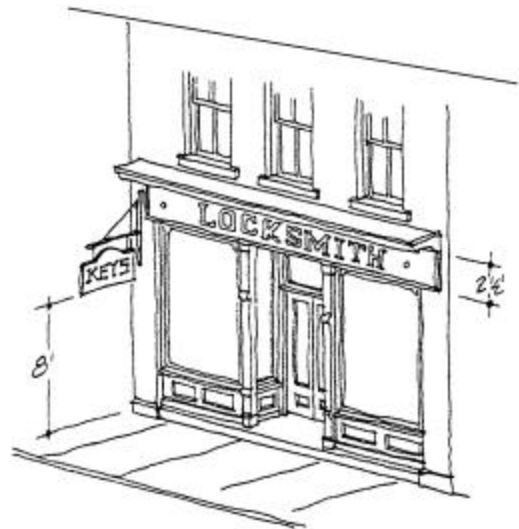
1. All building designs should be compatible with the major elements of the historical architecture within the district; red brick buildings with limestone or grey concrete trim are encouraged.

2. All buildings should be set back from the street uniformly to present a continuous façade line along the street, except that minor recesses or projections for entries, arcades and similar elements may be acceptable.
3. Off-street parking should be screened along street frontages with landscaping and/or low brick walls and otherwise be designed in compliance with the City's landscaping regulations.
4. Mechanical or electrical equipment should be hidden or screened from street level view.

SIGN STANDARDS. Signage within the district shall be subject to the provisions of Chapter 24.04 of the Code of the City of Wichita, as well as the following requirements.

B. General Design Standards.

1. All signs, including window signs, must be approved as to design, colors, materials, placement, method of attachment, method of illumination (if applicable).
2. No illuminated sign may contain flashing or moving elements or change its brightness, except as otherwise provided in this division.
3. No sign should be illuminated by fluorescent or back-lighting. The use of indirect lighting is allowed.
4. The use of plastic on the exterior of a sign is prohibited. Plastics are not historical, and painted metal signs strengthen the ambience of the district.



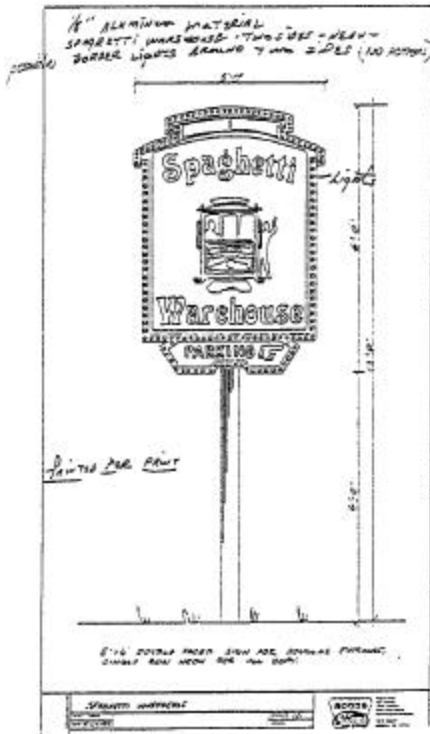
5. The use of a fluorescent color on a sign is not allowed. No fluorescent paints were available early in the century.
6. The use of neon and/or incandescent bulbs is allowed. Neon lighting may be appropriate on certain buildings, or in conjunction with the restoration of previously existing fixtures.
7. No sign nor part of a sign may move or rotate, with the exception of a wind device, the motion of which is not restricted.
8. For buildings with multiple tenants, one sign for all tenants is encouraged.
9. Window signs should be painted or gold-leafed directly on windows.
10. The repainting of faded or “ghost signs” on brick exteriors is encouraged.
11. Whenever possible, painted signs should be placed in bands within the space above or below windows, and should never mask architectural details.
12. Logos and symbols may be incorporated into signage, but must otherwise conform to the criteria contained in these guidelines.
13. Letter forms should not be overly intricate nor of overtly modern styling. Suitable letter forms include, but not are limited to, the following: Helvetica, Palatino, Benguiat, Korinna, Bookman, Clarendon, American Schoolbook, Melior, Goudy.



14. Off-site advertising signs should be directional in nature, and shall be limited to advertising for enterprises within the district.

C. Building Signs

1. Building signs overhanging the public way are permitted, except that no sign should project more than eight (8) feet from the vertical plane of the building.



Proper documentation will include clear, dimensioned drawings that include details of color and materials.

2. Building signs should be located so as not to dominate the building, and so as to emphasize architectural elements; such signs should not obscure architectural details nor cover windows or moldings.
3. No more than one temporary on-site sign may be displayed on a premise at any given time.
4. Window signs and temporary on-site signs attached to or painted on a window may not cover more than 25 percent of the window surface area.

D. Pole and Ground Signs.

1. No pole or ground sign should have an effective area greater than 32 square feet;
2. Where permitted by the Sign Ordinance, portable signs shall be limited to unlit A-frame signs, and shall require a minor street permit and shall not obstruct pedestrian traffic nor impede vehicular traffic. (Portable signs are not permitted west of St. Francis.)

3. No pole or ground sign should have a total height greater than 15 feet.
4. No more than one portable sign may be displayed on a premise at any given time.
5. No portable sign may exceed a height of four feet and a total area of twelve square feet.

E. Canopy Signs. All canopy signs shall be subject to the provisions in Chapter 23 for AWNINGS, CANOPIES AND MARQUEES, as well as Section a.6 of the General Standards for the district, and to the following requirements:

1. No canopy sign should be lower than eight feet above walking grade. It is important to allow plenty of clearance for pedestrians.

2. No canopy sign should project vertically above the surface of the canopy or awning.

EXCEPTIONS AND MODIFICATIONS. The design standards in this section may be modified or waived by the Planning Staff, with the concurrence of the Historic Preservation Board, to allow for alterations which are required in order to maintain the continued functional viability of existing uses, or in extraordinary situations of development characteristics, economic hardship, or other circumstances, provided that the purpose and intent of these Standards are maintained through such interpretation.

EMERGENCY REPAIRS. The Preservation Staff may waive the standards and review procedures of this section in instances in which emergency repairs are required, provided that subsequent repairs comply with these Standards.

CONFLICTS WITH OTHER CODE PROVISIONS. No section of this document shall be construed to compel alterations that will conflict with any health or safety codes, or prohibit any alterations that are required to bring buildings into compliance with the Building Code.