



H-1 Historic District Architectural Guidelines

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Introduction to the H-1 District

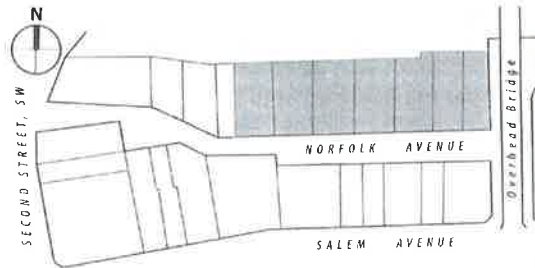
ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

The City of Roanoke created the H-1 Historic District to:

- identify properties (buildings, landmarks, structures and areas) of architectural, cultural, and historic significance within the city that are on or eligible for inclusion on the Virginia Landmarks Register or the National Register of Historic Places,
- encourage the preservation, enhancement, and maintenance of such properties, and
- develop and maintain appropriate settings and environments for such properties.

The H-1 District in downtown Roanoke includes properties contained in two of the city's National Register Districts—the Roanoke City Market Historic District and the Roanoke Warehouse Historic District—and a number of individually listed buildings. The City Market district is bounded by Norfolk Avenue, Williamson Road, South Jefferson Street, and Church Avenue, with Market Street and Campbell Avenue as its main

thoroughfares. The district contains more than sixty buildings.

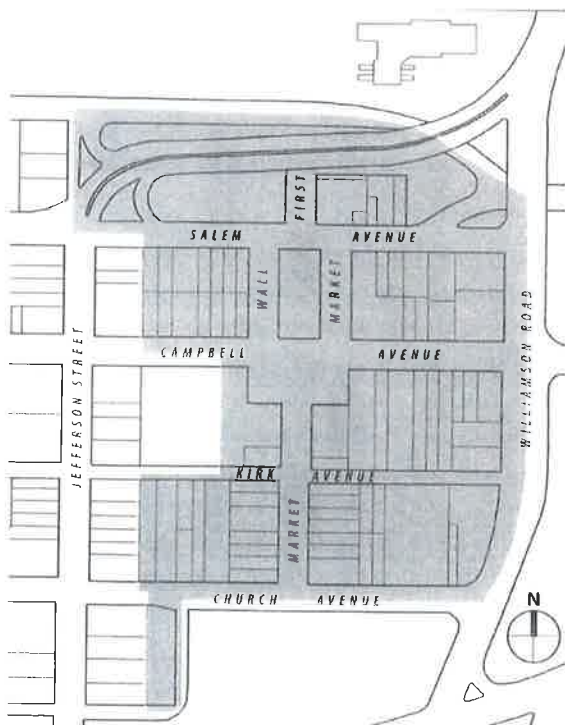


The H-1 District also includes three of five warehouses contained in the Roanoke Warehouse Historic District, also known as "Warehouse Row," located adjacent to the Norfolk and Western Railway lines and fronting on Norfolk and Western Railway lines and fronting on Norfolk Avenue.

HISTORY OF THE H-1 DISTRICT

The City Market District

The core of the H-1 District is formed by the larger of the two downtown historic districts, the City Market district, a six-block area laid out in a grid plan. The focal point of the district is the 1922 Georgian Revival City Market Building, which is three-and-a-half stories and is set in the middle of the central Market Square. Area farmers have gathered to sell produce in this location since 1874; the existing market building replaced the city's first market building, which was constructed on the same site in 1886. Expansion of the market area accompanied the rapid growth of Roanoke at the end of the nineteenth century and in the early years of the twentieth century. Marketing produce in front of the building gave rise to the development of the square. Grocery stores and other businesses grew up around the market, giving the area much of its present commercial character.





The City Market is a center of activity for the H-1 District and a popular visitor destination.

When the first City Market building was erected, the Italianate, Second Empire, and Richardsonian Romanesque styles were the fashion of America's commercial architecture. The Roanoke City Market Historic District preserves a number of buildings influenced by these late-nineteenth-century revival styles. Although most buildings in the district are eclectic in their combination of stylistic detailing, many convey a strong impression of a specific style. The district also contains a number of significant examples of twentieth-century styles, with Beaux Arts Classicism and Art Deco styles well represented. In addition to the City Market Building, other notable buildings in the district include the classically inspired building at 108-114 Campbell Avenue and the Georgian Revival style red-brick Fire Station Number 1, with its richly detailed bell tower.

Although much of the city's downtown commercial development now lies west and south of the City Market, the area has become the focus of the city's cultural life with the rehabilitation of the 1914 McGuire Building as Center in the Square. This cultural arts center, completed in 1983, includes the Art Museum of Western Virginia, the Arts Council of the Blue Ridge, the Roanoke Valley History Museum, the Science Museum of Western Virginia, and Mill Mountain Theatre.

The market traditions of the district have been maintained by renovations to the City

Market Building and the outdoor market stalls along the western side of Market Street. The combination of farmers' produce, specialty shops, restaurants, and cultural attractions make the City Market Historic District a center of activity within the city and a popular visitor destination.

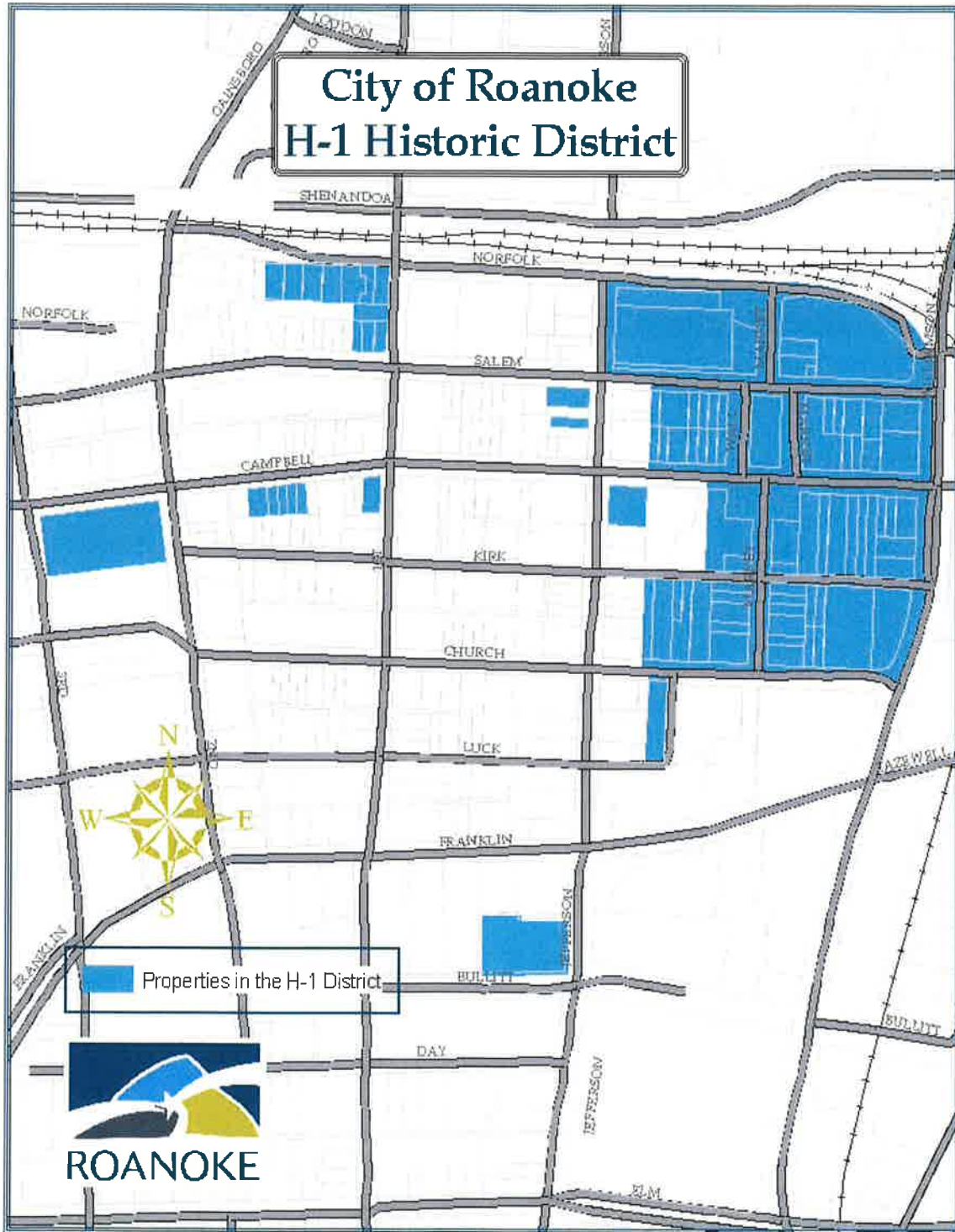


Downtown Roanoke centers on the city market.

The Warehouse District

The other major component of the H-1 District is a series of three warehouses which comprise the eastern portion of the Roanoke Warehouse Historic District. Closely identified with Roanoke's emergence at the turn-of-the-century as the wholesale capital of Southwest Virginia, the warehouses—built for wholesale food storage—exemplify early industrial warehouse design. With their adjacent railroad access, these rare surviving warehouses evoke Roanoke's period of development as a significant railroad center.

Built between 1892 and 1902, the characteristic features of the three brick buildings include rows of segmental arched, deep-set windows, iron door and window moldings, and post-and-beam timber supports on the interior. The buildings exhibit the fine corbelled brickwork that is characteristic of Roanoke's historic commercial architecture. A stepped, gabled roof with brick corbelling, reminiscent of buildings in the Dutch vernacular tradition, is a notable architectural feature of two of the warehouses.



Working with the ARB

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

THE ARCHITECTURAL REVIEW BOARD

The Architectural Review Board (ARB) is a seven-member citizen board appointed by City Council for four year terms. A member may serve three consecutive terms. All members must have an interest in, competence in, or knowledge of historic preservation. The ARB carries out its responsibilities through the process known as **design review**.

ARCHITECTURAL DESIGN REVIEW

The Purpose of Design Review

City Council established the ARB with the stated purpose of protecting designated historic properties against destruction or encroachment of architecturally incompatible buildings and structures, including signs. Through the ARB, the City of Roanoke preserves buildings with historic character and encourages new design that is compatible with the old. The goals of design review by the ARB are:

- to ensure that work on historic buildings preserves architectural features and historic character,
- to pursue alternatives to demolition of important buildings, and
- to ensure that new construction is compatible with existing nearby and adjacent buildings.

The H-1 District design review guidelines are based upon the principles outlined in the *Secretary's Standards*, but address issues specific to Roanoke.

The Secretary of the Interior's Standards

The most widely used standards and guidelines in the United States for the rehabilitation of buildings and new construction in historic districts are *The Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for*

Rehabilitating Historic Buildings. First developed in 1979 and periodically updated, the *Secretary's Standards* include extensive information concerning

- maintenance,
- repair,
- selection and installation of replacement elements and materials,
- alterations and additions for historic buildings, and
- new construction in historic districts.

Rehabilitation according to the Secretary's Standards of an income-producing building carries the potential for tax credits. The City does not administer these credits, but encourages property owners to contact the National Park Service and the Virginia Department of Historic Resources for more information.

Work Requiring Review

Three types of construction activities usually occur: preservation, rehabilitation, and new construction.

Preservation of a building means retaining the existing form, appearance, and materials of a building through stabilization, repair, and maintenance.

Rehabilitation of a building acknowledges the need to accommodate change to remain useful. Rehabilitation also preserves those features of historic or architectural value.

New construction affects the overall setting and environment of the historic district. Growth and change are a vital part of community development. Design review ensures that new buildings are compatible with existing buildings.

DEFINITIONS

Preservation: Measures taken to retain the existing form, features, and materials of a historic property.

Restoration: Returning the form, features, and character of a historic property to their appearance during an earlier period of time.

In the H-1 Historic District, changes to be reviewed include:

- all exterior changes to existing buildings,
- painting a building a different color,
- new buildings/structures, including signs; awnings, light fixtures, and parking lots,
- additions to buildings, and
- demolition/moving of buildings or structures.

The H-1 District design standards supplement the requirements of the underlying zoning district. These additional standards emphasize retaining and restoring the architectural features of important buildings.

Certificate of Appropriateness

Before undertaking any of the reviewable changes listed above, property owners must first be issued a Certificate of Appropriateness (COA) by the ARB. If a building permit is required, the COA issued in advance of obtaining the permit. The ARB evaluates each application on the basis of the effect the proposed action will have on the actual building, on adjacent properties, and on the entire district. In evaluating an application, the Board uses the design guidelines discussed in this publication.

Certificate of Appropriateness

Administrative Approval (Staff-Issued)

The review and approval of minor construction in the district has been expedited to assist property owners and contractors. Requests to the ARB for certain construction can be reviewed and approved in five to ten days instead of waiting for the Board's regular monthly meeting. Please contact the ARB Agent to discuss eligible requests for a staff-issued Certificate of Appropriateness.

Completed applications must include a drawing of the construction to be undertaken (design, dimensions, materials, and placement) and photographs of the property. Once submitted to the Roanoke Planning Division, the application will be

Reviewed using design guidelines in the city code and any adopted by the ARB. The applicant will be notified in writing of any decisions.

ARB Approval

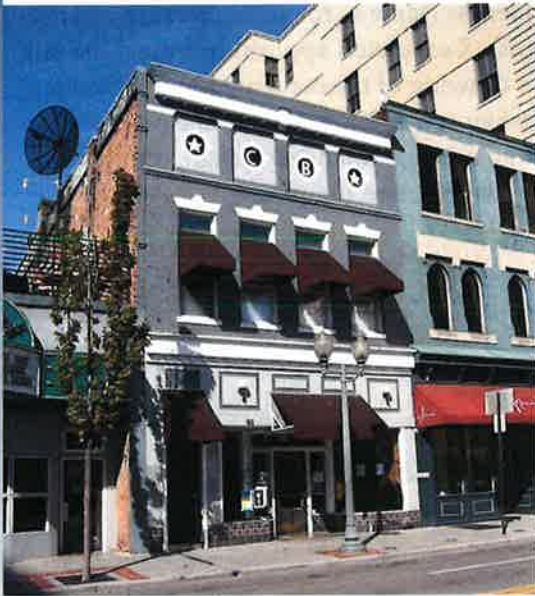
All work in the H-1 District that is not in-kind repair or replacement, and not included on the list of items eligible for administrative approval, must apply for a Certificate of Appropriateness through the ARB. Property owners must complete the H-2 Application for Certificate of Appropriateness (same as for administrative approvals). Completed applications must include a drawing of the construction to be undertaken and photographs of the property, and address intended design, dimensions, materials, and placement.

Building Forms and Styles

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

TWO-PART COMMERCIAL BLOCK

The two-part commercial block is the predominant commercial building type in the City Market Historic District. Developed during the first half of the 19th century, this building type is still the major building type in most downtown commercial areas of



This building's construction uses the two-part commercial block form.

small- and medium-sized cities.

Characteristic features include:

- two to four stories in height,
- abuts sidewalk and adjacent buildings to fill lot,
- building front is dominant,
- horizontal division between first and second stories creating two zones,
- public ground floor,
- private upper floors (offices, hotel rooms, residences), and
- conspicuous parapet and cornice.

ONE PART COMMERCIAL BLOCK

The one part commercial building type is similar to the ground floor of the two-part commercial block. With the growth and

commercial block. With the growth and increased development of urban centers, many one-part commercial buildings were demolished to make way for larger build-



This one-part commercial building has an original Art Moderne storefront.

ings. Consequently, surviving examples of this type are increasingly rare.

Characteristic features include:

- one story in height,
- abuts sidewalk and adjacent buildings to fill lot,
- dominant façade, and
- façade consists of storefront with parapet or cornice.

COMMERCIAL STYLES

Various architectural styles are represented in the one-part and two-part commercial blocks of the historic district. Most buildings can be classified as **Romanesque Revival** with Italianate or Neoclassical influences. Round-headed windows, hood moldings, quoins, and heavily decorated cornices are features common to the Italianate style. Strong cornice lines, pilasters, straight lintels, dentils and egg-and-dart detailing are features of the Neoclassical style.

DEFINITIONS

Carrara glass. An opaque, structural glass popular in the early 20th century for the facing of storefronts.

Corbel. A projection from a masonry wall, either to support a load or for decorative effect.

Cornice. Decorated trim work placed along the top of a wall or over an opening.

Dentil. One of a series of small, rectangular blocks, similar in appearance to teeth, which are sometimes part of a cornice.

Façade. The front or principal exterior face of a building.

Hood molding. Decorative trim, usually metal, located over a door or window.

Lintel. A horizontal beam over an opening which carries the weight of the structure above.

Parapet. The portion of an exterior wall that extends above the roofline.

Pilaster. A partial column or post engaged with a wall.

Pitch. The slope of a roof, usually expressed as a ratio of rise (height) to run (width), such as 6:12.

Quoin. A hard stone or brick used to reinforce or decorate the corners of a building.

Setback. The distance between a structure and a property line, street, sidewalk, or other line of reference.

Storefront. The ground-floor portion of a commercial building that contains the entrance and large display windows.



These two-part commercial blocks are consistent in design, with regular windows and sheet-metal cornices at the roofline.

The **Georgian Revival** style of the City Market Building is characterized by :

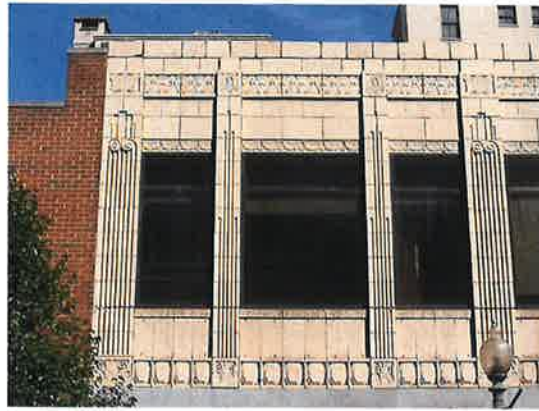
- symmetrical composition
- classical detailing,
- strong cornice line,
- steady rhythm of windows,
- horizontal emphasis, and
- prominent central bay where entrance is located.



The Georgian Revival style City Market Building.

The **Art Deco** style is also represented in the district. Metal panels, Carrara glass, and glazed ceramic tiles are commonly-used materials of the style, and decoration tends to be simple geometric designs.

Two of the five warehouses in the historic district are reminiscent of **Dutch** architecture. Characteristic architectural features include:



A strong vertical emphasis and geometric elements are characteristic of Art Deco buildings.

- steeply pitched roofs,
- stepped parapet walls, and
- brick corbelling.

Civic and institutional buildings are often designed to be freestanding, with surrounding open space. Their architectural form and setting usually emphasize their community importance. Characteristic features include:

- two or more stories in height,
- surrounded by open space or generous setbacks,
- occasionally occupies an entire block,
- three-dimensional form; all facades important, and
- elaborate detail, superior workmanship, and construction materials.

FREESTANDING BUILDINGS

Warehouses and other industrial buildings often have a utilitarian appearance. Examples within the H-1 District date from the period 1889-1902. Characteristic features include:

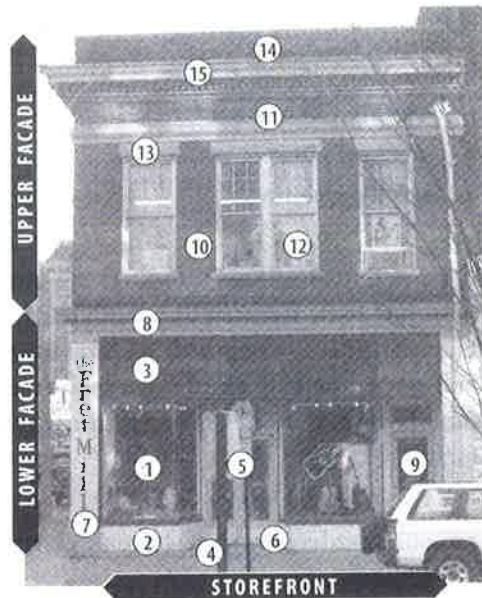
- usually two or more stories in height,
- may be freestanding or abut other similar buildings,
- uniform treatment of ground floor and upper stories, and
- less elaborate detailing.

Building Facades

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

A commercial building's façade—its front or principle exterior wall—contains most of the features that contribute architectural character. The façade generally consists of two main parts:

- the storefront at ground level and
- the upper stories



PARTS OF A COMMERCIAL FAÇADE

LOWER FAÇADE: ground floor commercial space

STOREFRONT: transparent opening into the building

- 1. Display window:** permits view of merchandise; primary source of daylight
- 2. Bulkhead:** supports display window
- 3. Transom:** additional source of daylight; limited ventilation
- 4. Recessed entry:** sheltered and inviting entrance to ground floor space
- 5. Storefront doors:** access to ground floor space; light and ventilation
- 6. Entry paving:** transition from public to private space, business identity
- 7. Pier:** supports upper façade; defines limits of storefront
- 8. Storefront cornice:** decorative treatment of lintel creating storefront opening

9. Upper floor entry: direct access from sidewalk to upper floor spaces

UPPER FAÇADE: upper floor space

10. Masonry wall: building enclosure; gives appearance of solidity

11. Brick detailing: adds visual interest to masonry wall

12. Upper floor windows: light and ventilation for upper floor uses

13. Lintel: structural support over a masonry opening; may have decorative treatment

14. Parapet: hides sloping roof; provides skyline identity

15. Cornice: decorative treatment of parapet for building identity

IMPORTANT CONSIDERATIONS

Building facades make up the "face" of a commercial street.

Both the upper and lower facades are important to the character of a commercial building.

Durable materials and refined detailing on commercial buildings help express the civic character and economic importance of downtown Roanoke.

Buildings that reflect their age and style are an important part of Roanoke's history.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

Retaining Important Features

✓ Identify the architectural features and materials of a building's façade that are important to its character before undertaking any alterations. Important features include those that:

- survive from the building's original construction,
- are distinctive or have architectural

DEFINITIONS

Bulkhead: The solid panel at the bottom of a storefront that supports a display window.

Consolidate: To make a deteriorated element solid through the application of a binding materials, such as epoxy.

Cornice: Decorated trim work placed along the top of a wall or over an opening.

Façade: The front or principle exterior face of a building.

Lintel: A horizontal beam over an opening which carries the weight of the structure above.

Parapet: The portion of an exterior wall that extends above the roofline.

Pier: A vertical structural support, usually rectangular.

Rehabilitation: Making possible a compatible new use for a building through repair, alterations, or additions while preserving portions or features that are important to the building's historic or architectural character.

Storefront: The ground-floor portion of a commercial building that contains the entrance and large display windows.

Transom: A fixed or operable sash above a door or window.

interest,

- are examples of quality craftsmanship, and
- would make the building less attractive or unrecognizable if removed.

✓ Consult old photographs, construction drawings, and descriptive building records and look at similar buildings in the district to identify your building's historic features.



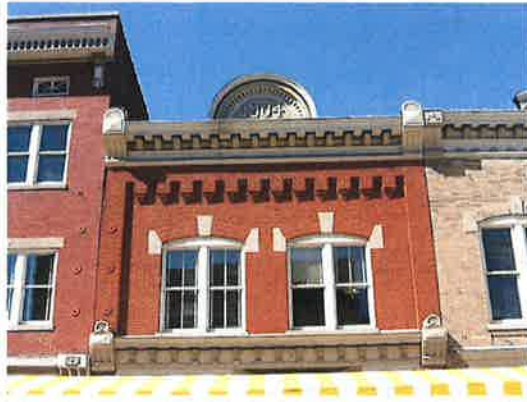
The terra cotta capitals and sheet-metal cornice above and the masonry arches and concrete sills below are original, distinctive, possessed of architectural interest, and would lessen the appearance of the building if they were removed or concealed. They and similar façade features of other buildings should be identified and protected during remodeling.



- ✓ Retain important features and evaluate their condition to determine necessary repairs or appropriate rehabilitations.
- ✓ Employ the services of experience professionals, as necessary, to evaluate the appropriateness of repairs, treatments, and alterations.

Removing Inappropriate Treatments

X Do not use alterations, such as cover-up materials, oversized signs, or extreme



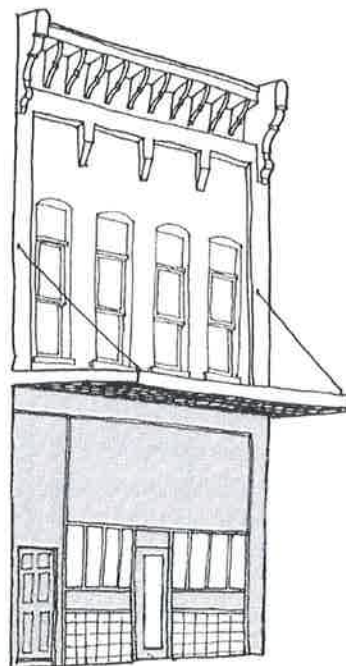
Corbelled brickwork, sheet-metal cornices, and ornamentation should be retained and preserved.

color schemes, that:

- damage or obscure characteristic features of the façade,
- change or destroy the traditional relationship between the upper and lower portions of the façade,
- call undue attention to the façade, and
- are out of character with neighboring buildings.

✓ Remove inappropriate façade treatments if removal will not damage building surfaces.

X Do not use of the following inappropriate materials.



The use of cover-up materials, uniform paint color, and a canopy that extends across the building's full width make this storefront appear cut off from the rest of the building façade.

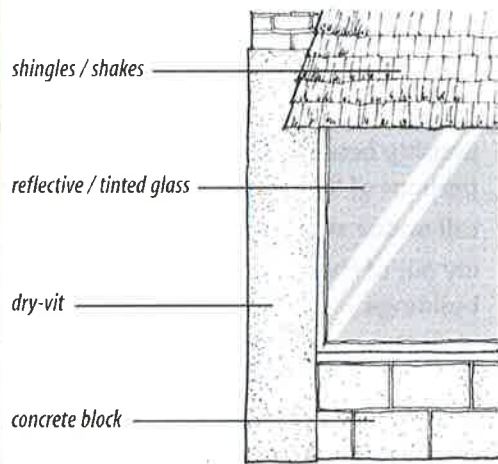
TECHNICAL RESOURCES

The National Park Service **Preservation Briefs** are an excellent source of information on appropriate preservation techniques. They may be accessed electronically at <http://www.cr.nps.gov/hps/tps/briefs/presbhom.htm>

- wood shingles or shakes,
- wood, metal, or vinyl clapboard,
- plywood,
- permastone or other simulated stone,
- dryvit or other simulated stucco,
- reflective or heavily tinted “privacy” glass, and
- common concrete block, painted or unpainted.

Repairing Damage

✓ Repair deteriorated materials and features by patching, reinforcing or consolidating instead of removing or replacing them.

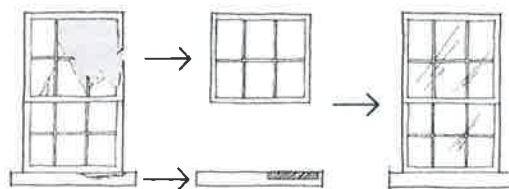


Materials not routinely found in early commercial buildings or that have a rough or unfinished appearance are inappropriate for downtown commercial buildings.

✓ Replace important materials and features that cannot be repaired with new or reconditioned elements of the same design and material.

Rehabilitation and Other Alterations

✓ Rehabilitate rather than demolish a building with a damaged façade, by either



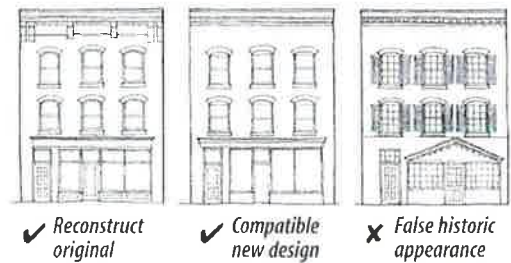
Appropriate repairs to this window include replacing broken or missing parts of the upper sash and using epoxy filler to consolidate the deteriorated sill.

- reconstructing the historic appearance if there is sufficient evidence to do so or
- designing a new façade that is compatible with existing features.

✓ Recognize a building as a product of its own time; do not try to give a building the false appearance of an earlier historic period.

✓ Consider the building’s original features when adding a balcony.

✓ Choose appropriate treatments of alterations that will not damage characteristic features or materials and are in keeping with the overall design or appearance of a building.



When a building façade is severely damaged, appropriate alternatives include reconstructing its historic appearance or designing a compatible new façade. Giving the façade a false historical appearance of an earlier period, however, is not appropriate.

✓ Keep the design of a storefront subordinate to the overall façade. Do not allow ground-floor commercial space to overwhelm the façade as a whole.



Signs and color schemes that extend beyond the first floor overwhelm the façade as a whole and should not be used.

Storefronts

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT



Commercial storefronts in Roanoke retain many of their distinctive features. This original storefront includes decorative transom windows, a recessed central entrance with single-light doors, a side entrance for accessing upper floors, and masonry piers.

The street-level storefront is the most noticeable portion of a commercial building's facade. Its purpose is to:

- allow goods to be displayed to the public,
- provide daylight to the shop interior, and
- offer a welcoming entry for shoppers.

These functions rely on large glass display windows, glass transoms, and doors to make the storefront transparent. Distinctive entry paving, bulkheads of contrasting materials, decorative storefront cornices, awnings, and other features often add architectural interest to a storefront.

IMPORTANT CONSIDERATIONS...

Transparency is essential to the character of a commercial storefront.

The traditional commercial storefront is the appropriate ground-floor expression for the vast majority of downtown Roanoke's commercial buildings.

A successful storefront reflects the architectural character of the commercial building to which it belongs, as well as the individual character of the business it serves.

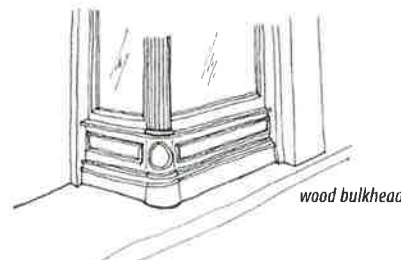
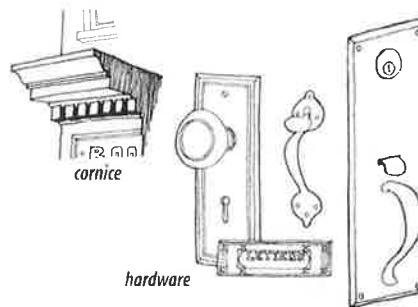
GUIDELINES FOR PRESERVATION AND REHABILITATION

- Recommended actions or treatments are indicated by √.
- Actions or treatments not recommended are indicated by X.

Retaining Important Features

√ Identify and retain important features and materials, such as:

- stone, Carrara glass, or paneled wood bulkheads,
- distinctive display windows and/or freestanding display cases,
- transom windows, especially those with prism or leaded glass,
- window transparency,
- decorative storefront cornices,
- columns or pilasters (flat columns attached to a wall),
- recessed and/or upper-floor entries,
- decorative or distinctive entry paving,
- distinctive doors and/or hardware, and
- decorative medallions, moldings, or other details.



A wide variety of distinctive storefront features can be found in Roanoke's commercial district.

DEFINITIONS

Bulkhead: The base of a storefront window or side-light adjacent to a door.

Carrara glass: An exterior building material used primarily on Art Deco facades.

Cornice: Decorated trim work placed along the top of a wall.

Transom: A window located above a door opening.



Several storefronts in the H-1 District have unique pressed-metal bulkheads; they should be preserved.



Preserve and maintain original bulkhead materials such as tile.



Preserve original transom materials such as Luxfer glass.



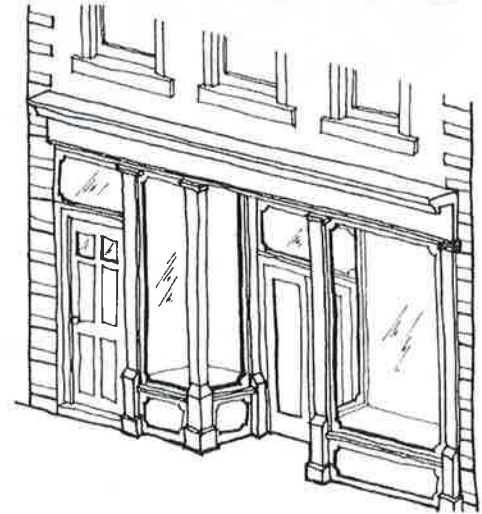
Maintain historic ceiling materials.

✓ Retain previous changes or alterations to a storefront that are sensitive to the design of the building's façade, have architectural merit, and are in good condition.

Rehabilitation and Other Alterations

✓ Rehabilitate a storefront that has been damaged or unsympathetically altered by:

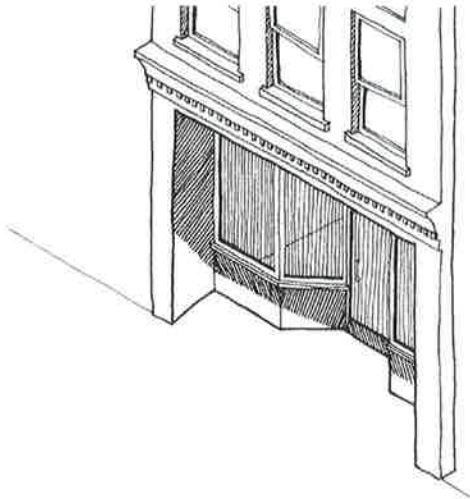
- reconstructing its historic appearance using historic photographs or other physical evidence and
- designing and constructing a new storefront compatible in character to adjacent storefronts using traditional materials and proportions.



When a storefront is missing or damaged or has been unsympathetically altered, it is appropriate either to reconstruct its historic appearance, as shown above, or to design a compatible new storefront, as shown on the following page.

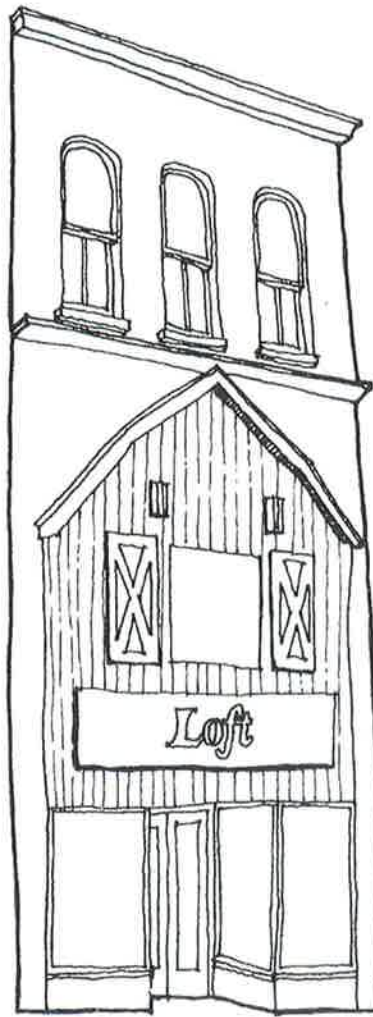


X Do not create unsympathetic alterations to a storefront, such as:

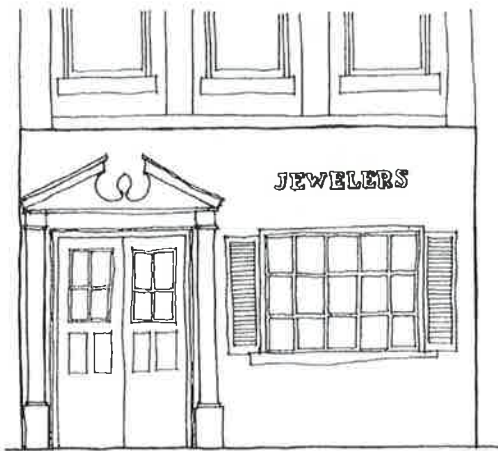


Storefronts that are recessed from the sidewalk disrupt the continuity of storefronts along the street.

- recessing it more than one foot from the masonry piers,
- giving it a false “historical” appearance, and
- using a design theme not in keeping with the building’s or district’s character.



Commercial buildings should not be altered to look like another type of architecture or provide a theme for an individual business.



New “Colonial” storefronts are inappropriate for the historic district. They create a false historic appearance.

Appropriate Storefront Rehabilitation Materials

Walls: brick or stone, not wood shingles or shakes; wood, metal, or vinyl siding; plywood paneling; permastone; dryvit; or common concrete block

Bulkheads: painted paneled wood, marble panels, Carrara glass panels, not wood shingles or shakes; wood, metal, or vinyl siding; plywood paneling; permastone; dryvit; or common concrete block

Display windows: clear glass, not reflective or tinted glass

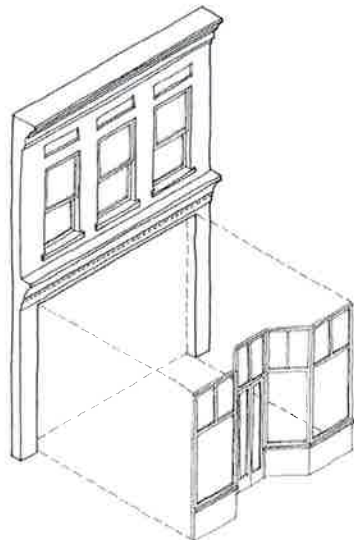
Transoms: clear glass, frosted glass, prism or stained glass, not reflective or tinted glass or any opaque material

Storefront doors: full-light glass in wood frames, painted steel frames, or anodized aluminum frames or frameless tempered glass, not solid wood or wood with small windows

Entry paving: terrazzo, quarry or other exterior ceramic tile, marble, concrete, not asphalt

✓ Keep storefronts transparent, using a single large sheet of glass for display windows rather than several small panes. Panes should not be covered on the building interior or exterior.

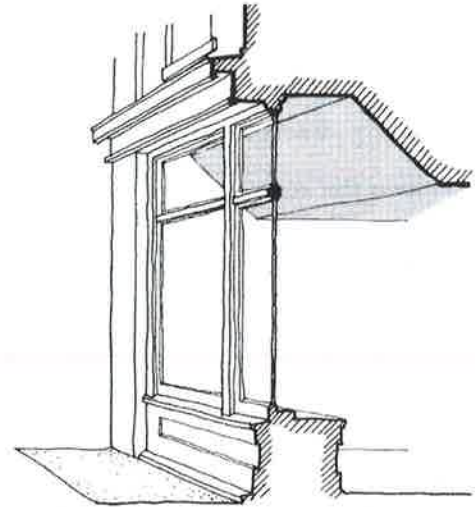
✓ Reconstruct display windows that may have been reduced in size. Avoid smaller or multi-paned display windows that may give a storefront a residential character or false historical impression.



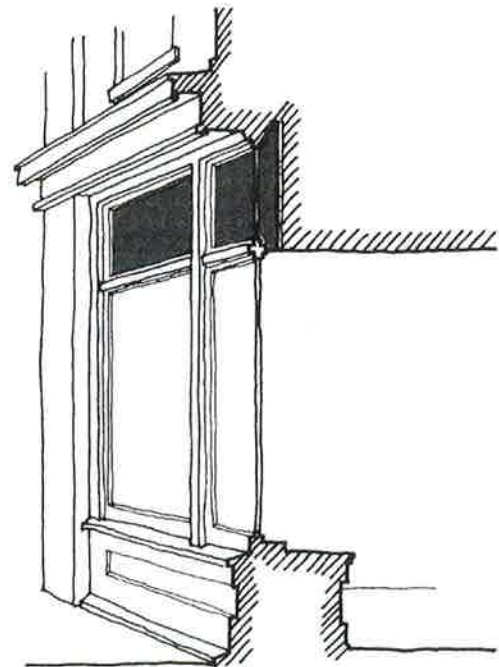
The design of a traditional storefront relies on large areas of glass.

✓ Incorporate recessed entries and/or upper floor entries, whenever possible, into the design or new storefronts.

✓ Reestablish transom windows by raising or angling the portion of the ceiling adjacent to the storefront. If changing the ceiling profile is not possible, place a black panel immediately behind the interior face of the transom to make it look transparent from the outside.



By modifying lowered or dropped ceilings, original storefront transoms can be restored.



Black interior panels may help recreate a transom's traditional appearance.

√ Replace inappropriate bulkheads such as those that are:

- higher than two feet above the sidewalk or
- constructed of glass block or other transparent materials (unless there is historic evidence for this appearance or if they are part of a later storefront design that is significant).

√ Use or retain storefront doors that have large areas of glass or are set into a painted wood, stainless steel, or anodized aluminum frame. Avoid doors with multiple panes or raised panels that look residential or give a false historical impression.



The different paving used in this recessed entry distinguishes it from the adjacent sidewalk, as was historically typical.

√ Retain or use paving of a different color, texture, material, or pattern to make recessed entries distinct from the adjacent sidewalk.



These historic single-light wooden doors above are an appropriate model for storefront doors.

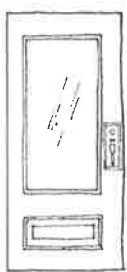


The large windows above are effectively used to advertise the business.

√ Use display windows effectively to represent the commercial use of the ground floor. Even if the business does not require merchandise displays, find attractive and interesting ways to show the public the kind of services offered. First floor space should not be residential.

√ Stabilize deteriorating conditions when a damaged or missing feature cannot be repaired or replaced immediately.

√ Explore the use of salvaged materials or similar substitute materials with the same overall appearance as the original when replacement materials cannot be readily obtained.



wood



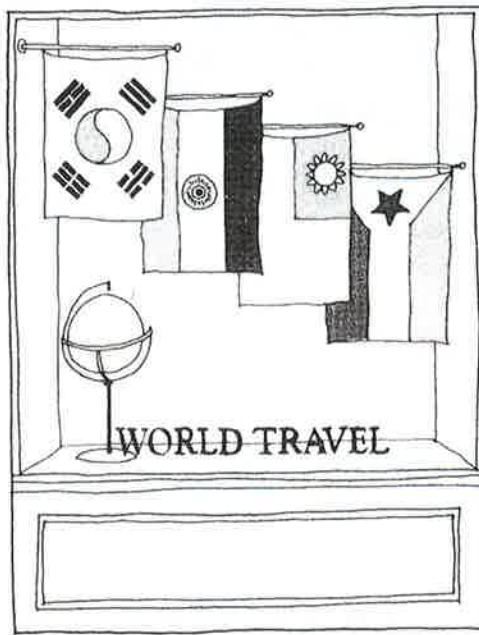
wood or steel



aluminum



glass



Shown is appropriate signage within a display window.

✓ Conceal equipment or other unattractive interior features by locating them beneath the display windows behind the solid bulkhead.

✓ Consider adding an awning to control sunlight instead of using reflective glass, applied films, interior shutters, or blinds.

Removing Inappropriate Treatments



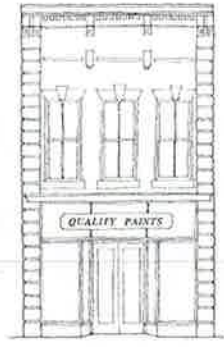
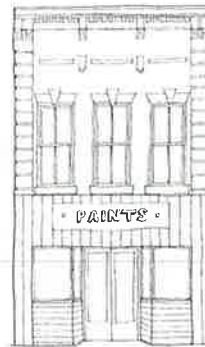
Awnings can shade storefront entrances and interior areas.

✓ Remove plywood paneling or other exterior siding that:

- conceals the masonry piers or other storefront features,
- reduces the size and proportion of the display windows, or
- gives the ground floor an appearance dramatically different from that of the upper façade.

✓ Remove damaged Carrara glass paneling if it:

- cannot be repaired or
- has several missing panels that cannot be replaced with matching panels.



Removing inappropriate storefront treatments can have a dramatic effect on a building's appearance.

Such materials should be removed carefully and made available for repairing other damaged or missing features if they match materials used elsewhere in the district.

✓ Remove oversized signs that obscure characteristic parts of a storefront.

✓ Repair or replace damaged or missing features that have been revealed by the removal of inappropriate storefront treatments.

✓ Remove interior film and tinted glass.

Windows and Doors

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

17

CITY OF ROANOKE



Upper-story windows are important in defining the architectural character of downtown Roanoke.

Windows and doors contribute to a building's character. The most common upper-story window is the double-hung sash. Some buildings feature transoms or fixed-sash windows above operable windows or doors that help give a building a unique character. Buildings that retain their original operable windows and doors, or use traditional replacements, maintain their character and contribute to a more lively streetscape.

IMPORTANT CONSIDERATIONS...

Windows and doors are important in expressing the character of a commercial building.

Well-maintained upper-floor windows reinforce the appearance of a healthy downtown business district.

Storm windows, insulated glass, and other energy conservation efforts need not detract from a commercial building's appearance.

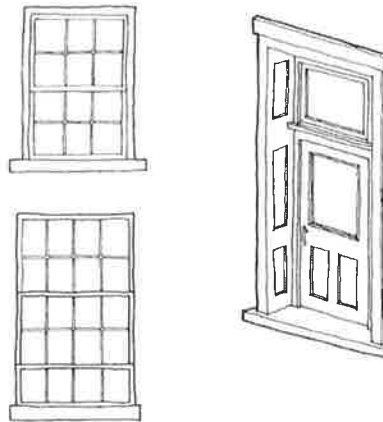
GUIDELINES FOR PRESERVATION AND REHABILITATION

- Recommended actions or treatments are indicated by ✓.
- Actions or treatments not recommended are indicated by X.

Retaining Important Features

✓ Retain existing windows and doors that contribute to a building's character. These may include:

- wood single- or double-hung sash windows, with or without multiple panes
- steel casement windows,
- industrial-type steel awning doors,
- full-light commercial doors,
- raised panel doors with large panes, and
- heavy timber doors (warehouse and service areas).



A variety of window and door styles and materials characterize commercial buildings in downtown Roanoke.

✓ Retain special or decorative windows and doors, as well as the features associated with them, such as:

- round, oval, semicircular, or unusually shared windows,
- round-headed or arched window sashes,
- windows and doors with decorative muntin patterns,
- transoms, fanlights, and sidelights, and
- arches, distinctive sills and lintels, and hood moldings, and
- paneled or decorative jambs.

DEFINITIONS

Consolidate. To apply a chemical to deteriorating masonry in an effort to strengthen it.

Fanlight. A semi-circular window over the opening of a door with radiating muntins in the form of a fan.

Jamb. The vertical framing at either side of a door or window.

Lintel. A horizontal beam over an opening that carries the weight of the structure above.

Muntins. Framing members that hold panes of glass within a window.

Pane. A flat sheet of glass used for glazing a window.

Pediment. A decorative molding, typically triangular shaped, used over doors and windows.

Sidelight. A framed area of glass alongside a door or window opening.

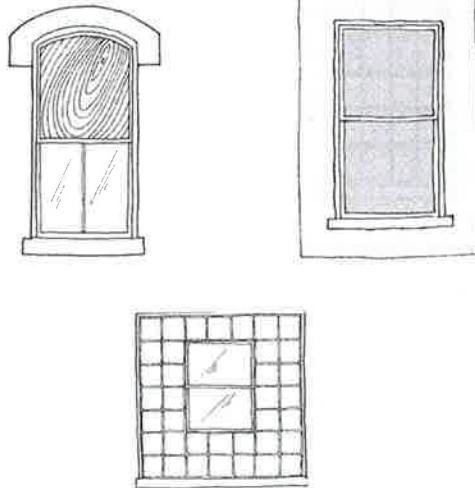
Transom. A window lo-

√ Retain doors, doorways, and associated features, such as sidelight or pediments, that help identify the major entrances of warehouses or other buildings that do not have commercial storefronts.

Removing Inappropriate Treatments

√ Remove the following inappropriate window or door treatments:

- sheet metal or plywood covered openings,
- masonry or other materials used to fill in openings,
- security bars, grates, or grilles that obscure the appearance of windows or doors,
- exterior storm or storm/screen combination windows or doors that obscure or alter the character of windows and doors,
- inoperable shutters that are attached directly to the exterior wall, and
- paint applied to the interior or exterior surface of glass.



Inappropriate infill and windows that have been painted over are among the treatments that destroy the character of windows.

Repairing Damage

√ When a damaged or missing window or door cannot be repaired or replaced immediately, stabilize the situation to prevent further deterioration.

√ Repair deteriorated materials and components of windows or doors and their associated features by patching, splicing, or consolidating rather than removing or replacing them.

√ Retain rather than replace historic or distinctive glass that is not severely cracked and cannot be replaced in kind.

√ Maintain windows and doors by:

- replacing ordinary broken or missing panes,
- keeping joints sealed with appropriate caulking,
- keeping painted surfaces well painted,
- using concealed weather-stripping at all operable openings, and
- making sure that all surfaces shed water.



Maintaining the paint finish on these window sashes will help to preserve them.

Rehabilitation and Other Alterations

√ Repair rather than replace window sashes, doors, and frames by:

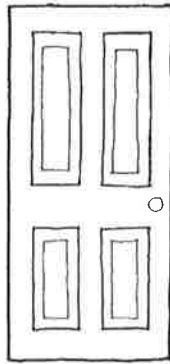
- repairing any damage or deterioration,
- fabricating necessary replacement parts identical to the original,
- regluing and reinforcing weak joints,
- replacing broken panes,
- applying an appropriate sealant to the joint between the frame and its masonry

- opening, and
- Repainting.

✓ Use glass storefront doors set in a wood or steel frame to reinforce a storefront's transparency. Doors for upper-floor entrances should be similar in materials and design to those used for ground-floor spaces, but may have a smaller glass area to appear less important than the main commercial entrance.



As shown above, appropriate storefront entry doors rely on large areas of glass. Upper-floor or secondary entry doors such as those shown below generally have little or no glass.



✓ Use windows or doors that fit the original masonry openings. If a standard-sized window or door is too small for an existing opening, obtain a custom-sized unit from one of the many window or door manufacturers with specialty fabrications.

✗ Do not change the number or pattern of window and door openings. If a change of use requires additional or fewer windows or doors, such alterations should occur on the rear or less significant sides of a building.

✗ Do not use the following types of glass:

- a single, fixed pane of glass,
- reflective or heavily tinted "privacy" glass,
- patterned or translucent glass.

✗ Do not use combination storm/screen windows, particularly those with an unanodized, aluminum-colored finish. (See Energy Conservation below.)



Preserve and maintain original wood sash windows.

Rehabilitation Alternatives

✓ Use a window of the same material and design as the original when it is necessary to replace a missing or badly deteriorated upper-story window.

✓ When a window or door cannot be repaired, explore whether a suitable replacement window or door of the same design and material can be moved from a less prominent location on the building.

Energy Conservation

✓ Install interior storm windows to reduce heat loss. Use weather-stripping to prevent drafts. Use only storm windows that are the same size and shape as the overall existing window.

✓ Make window screens the same size and shape as the overall existing window, and paint the frame the same color as the window sashes. An alternative to full screens is a single, easily removable screen panel that fits in the open portion of the window when the lower sash is raised.

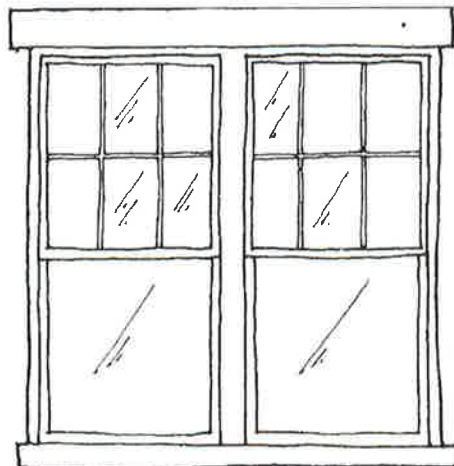
√ Use interior blinds or shades at upper-level windows rather than exterior awnings, which are more expensive, harder to maintain, and may be inappropriate to the character of the building's façade.

X Do not use window-unit air conditioners, especially on the primary façade. Use free-standing interior air-conditioning units as an alternative if central air-conditioning is not possible. Locate window air conditioners, when necessary, in openings on the rear or less prominent sides of a building.

X Do not use inappropriate window alterations, such as a smaller-sized window, or removing an upper sash from a window. Investigate the use of insulated glass or appropriate storm windows when concerned with energy conservation.



Do not replace original windows with smaller ones in an effort to conserve energy. The treatment shown below is appropriate, the one above is not.



Signs

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT



Historic neon signs add character to their buildings and should be retained.

Downtown commercial signs reflect the slower pace of downtown traffic and pedestrians – in contrast to their large, brightly colored, and illuminated counterparts found along a commercial strip. Downtown signs generally are smaller and sometimes more highly detailed. Signs add identity and vitality to commercial buildings, but large, numerous, or poorly designed signs can produce visual clutter. Attractive and effective signs require equal design consideration to other façade improvements.

IMPORTANT CONSIDERATIONS...

Signs are most effective when they are kept simple and easy to read.

Signs are generally meant to advertise or identify a particular business, not upstage or overwhelm an entire building.

Many of the features of a traditional storefront provide an opportunity for commercial signage.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions and treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

✓ Retain historic signs that are important to the character of a building, such as:

- painted wall signs,
- neon signs,
- symbolic signs, and
- signs that identify a building's original owner or the date of a building's construction.



Downtown Roanoke contains many signs that have become familiar commercial landmarks.

✓ Stabilize areas of deterioration when a historic sign cannot be repaired immediately.

✓ Explore whether suitable replacements can be fabricated from substitute materials when missing sign features cannot be replaced in kind.

GUIDELINES FOR COMPATIBLE DESIGN

✓ Choose one or more sign types that are visible to both motorists and pedestrians.

✓ Use the same type of signs for two or more storefronts that occupy a single building. Choose a sign type that related to building features common to both storefronts or to the façade as a whole.

X Do not use transom signs when the

DEFINITIONS

Baffle: An opaque or translucent plate used to shield a light source from view.

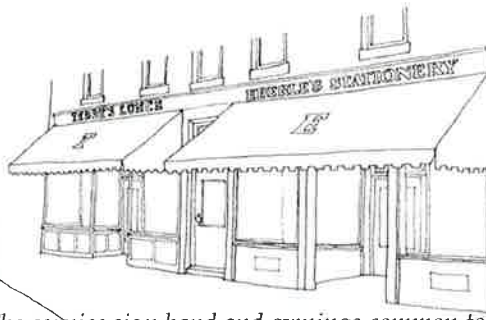
Building frontage: The length of a building site along a street.

Cornice signband: A flat, wide panel located just below the decorative molding of the cornice.

Pier: A vertical structural support, usually rectangular in shape.

Transom: A window located above a door opening.

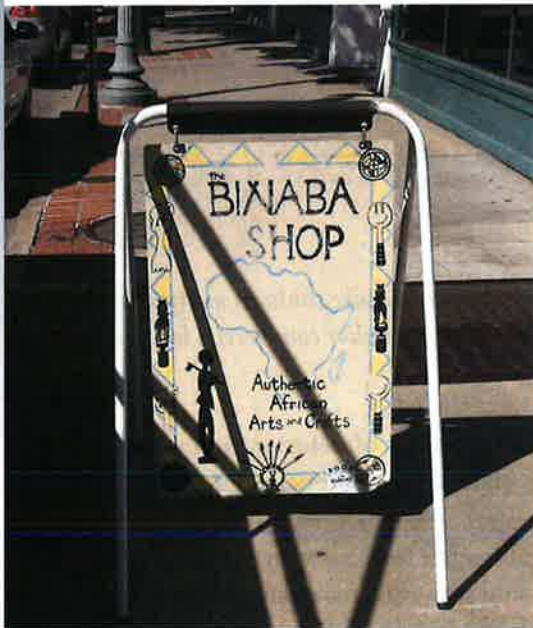
Transom provides light for the store interior.



The cornice sign band and awnings common to both these storefront provide coordinated sign treatments.

✓ Consider using attractive retail signs in the following situations:

- to present changeable information, such as menu specials,
- to announce special events and seasonal promotions, and
- to identify upper floor businesses.



Retail signs and sandwich boards can present information and advertise offerings.

✓ Remember that retail signs on city sidewalks need a temporary sign permit. Such signs should:

- use stable supports,
- avoid obstructing pedestrian access,
- be displayed only during business hours,
- be well-designed for the particular type

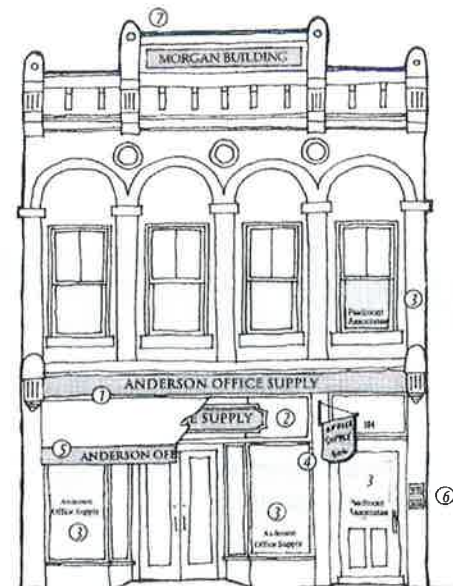
- of business and be attractive, not generic changeable signs, and
- be on private property unless permitted on the sidewalk by the city



The daily display of attractive portable signs helps signal the start of the business day.

X Do not use internally illuminated signs, such as those made of plastic or other translucent materials.

✓ Consider using neon signs within a display window to add color and light to a storefront.



Types of Signs

1. **Cornice sign:** painted or raised lettering applied to a cornice sign band; generally the most appropriate choice for traditional storefronts.
2. **Flat or Wall signs:** applied sign panel; used when a storefront cornice is not present.
3. **Transom sign:** flat sign located on a transom.
4. **Window sign:** painted on the inside of a storefront, upper-story window, or upper-floor entry door; suitable for businesses where window displays are not prominent.
5. **Hanging or projecting sign:** double-sided panel (total sign area equals twice face area); generally the most visible to motorists and pedestrians.
6. **Awning sign:** painted or sewn fabric letters on an awning's valance or slope.
7. **Directory sign:** lists one or more business names and locations, usually removed from the sign location, such as on an upper floor.
8. **Parapet sign:** provides building identification or construction date.

Number and Size

✓ Check the city zoning requirements on the number and size of signs.

X Do not exceed one square foot of total sign area per linear foot of building frontage for all uses in any commercial building.

✓ Limit the number of signs for each storefront or ground-floor business in a building to two, with not more than one sign – considered the primary sign – being one of the following:

- cornice sign,
- flat or wall sign,
- transom sign,
- hanging or projecting sign, or
- awning sign.

The secondary sign may be a window sign. A total of two window signs may be used in conjunction with a primary sign when:

- the location of the store entrance separates the display window into two parts or
- the combined area of the proposed window signs is smaller than the primary sign

✓ Signs identifying upper story businesses

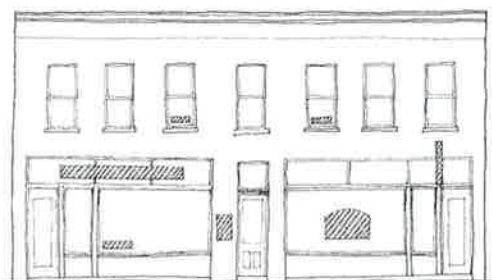
should not exceed 15% of the area used for signs identifying the ground floor business.

✓ Limit the number of signs for each upper-story business to two of the following sign types:

- one directory or hanging sign adjacent to the upper-floor entry and
- one painted window sign in an upper-story window.



The use of awnings may influence a storefront's sign strategy. On buildings without awnings, such as the one on the left, a cornice sign band is visible to both motorists and pedestrians. On buildings with awnings, such as the one on the right, an awning sign may be supplemented by two small window signs for



Calculating appropriate sign areas:

$$44' \text{ frontage} \times 1.0 \text{ sf/linear foot of frontage} = 44 \text{ sf}$$

(22 sf per storefront)

$$44 \text{ sf} \times 15\% = 6.6 \text{ sf for upper floor (combined)}$$

Left storefront:

$$\text{Transom sign: } 12' \times 1'6'' = 18 \text{ sf}$$

$$\text{Window sign: } 3' \times 1'4'' = 4 \text{ sf}$$

$$\text{Total} = 22 \text{ sf}$$

Right storefront:

$$\text{Hanging sign: } 2' \times 3' \times 2 = 12 \text{ sf}$$

$$\text{Window sign: } 2'6'' \times 4' = 10 \text{ sf}$$

$$\text{Total} = 22 \text{ sf}$$

Upper floors:

$$\text{Directory sign: } 1'6'' \times 2'6'' = 3.75 \text{ sf}$$

$$\text{Window signs: } 2'6'' \times 6'' \times 2 = 2.5 \text{ sf}$$

$$\text{Total} = 6.25 \text{ sf}$$

✓ Use only one sign per business on the rear façade of a building. The total area of such signs should not exceed 30% of the sign area for the front of a building.

Location

✓ Locate hanging signs at or below the storefront cornice for a ground floor business, but no higher than 15' above the ground. Hanging signs may also be located at the piers or in front of the recessed entry. Be considerate not to block the view of neighboring signs.



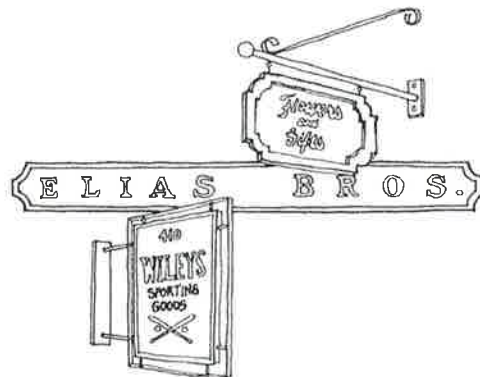
The placement of this hanging sign below the storefront cornice is appropriate.

✓ Maintain a minimum clearance for all hanging signs of 8' above the sidewalk.

✓ Maintain a maximum projection of 4' for hanging signs.

Design and Shape

✓ Use horizontal signs at cornice sign bands and transoms; more compact shapes generally are more suitable for hanging and wall signs.



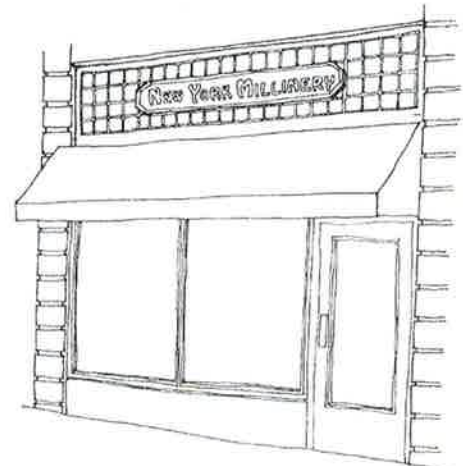
The general proportions of a sign should be determined by its type and location. Shown above are various sign types.



Logo signs are appropriate for downtown businesses.

✓ Work with national manufacturers, distributors, or companies to adapt their logos and sign systems to create appropriate signs for the historic district. Compatibility of scale and materials is especially important.

X Do not make the entire transom area into a sign. A sign panel no larger than two-thirds the height of the transom should be applied so that it projects slightly from the face of the transom (if the original transom glass is still in place).



Limit the size of transom signs to avoid blocking light to the interior or obscuring the transom glazing.

X Do not use large window signs that block views from or into display windows. Use smaller lettering, more appropriate for closer pedestrian traffic, near the bottom of the window.

Materials

✓ Use painted wood for most panel signs. Use marine-grade exterior plywood or

high-density wood composites with banded edges to prevent moisture penetration. Applied moldings or routed edges can add additional character.



The painted wood used for this sign and its banded edges are appropriate, add character, and prevent moisture penetration.

✓ Use ornamental metals such as brass, bronze, or copper only for small-scale signs such as directories.

X Do not use etched-glass signs. Etching should never be done on historic glass.

Color

✓ Choose simple color schemes for painted signs using no more than three colors that relate to the overall color scheme of the building.



This painted window sign's usage of only two colors and coordination of the paint colors with the building material colors are appropriate.

✓ Consider using traditional gold-leaf lettering for window signs. Avoid a solid painted background behind window letter-

ing because it destroys the transparency of the storefront.



Using gold-leaf lettering preserves a traditional image. Avoiding a solid background preserves the transparency of the storefront.

Lettering

✓ Choose simple lettering for commercial signs that is:

- easy to read,
- appropriate to the character of the business, and
- compatible with the architecture of the building.

Serif

...lettering has a traditional appearance and is appropriate for most older buildings.

Script

...lettering is suitable for key words or painted window signs.

Sans Serif

...lettering is more contemporary.

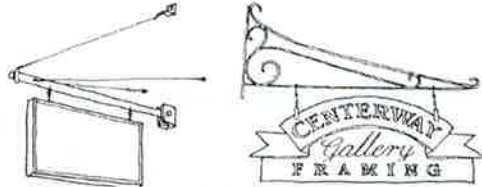
DECORATIVE

...lettering can create a strong impression but should be used sparingly.

Attachment

✓ Attach signs to buildings inconspicuously and in a manner that will do the least permanent damage to building materials.

✓ Use attractive supports and hardware to mount all signs, particularly hanging signs.



Although attachment hardware for signs need not be elaborate, it should be neat in appearance. The hardware above and on the left is too utilitarian. That on the right and that pictured below is more decorative and, hence, appropriate.



Lighting (see also *Exterior Lighting*)

✓ Use illuminated signs for businesses that are open in the evening, such as restaurants. For other businesses, an illuminated storefront window generally provides sufficient nighttime identification.

✓ Provide illumination for signs where appropriate. Do not use plastic, internally illuminated signs.

✓ Conceal the light source to prevent glare by directing the light upward and shielding the bulb from the viewer. Consider the use of

- angled light fixtures,
- fixtures with metal shades, and
- fixtures hidden behind baffles.

✓ Choose modest light fixtures to light signs. Install the fixtures and their associated wiring inconspicuously to avoid detracting from the daytime appearance of a building.

✓ Consider the use of neon as an attractive way to combine signs and nighttime lighting.

X Do not use flashing or moving lights on signs.



The angle and metal shades of these light fixtures prevent glare and camouflage the bulb from view.

Painting

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ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

CITY OF ROANOKE



The colors of brickwork and concrete used in this building are complemented by its painted wood elements.

The color of a building comes from its construction materials: for example, red, brown, or ochre brickwork; grey or tan for stucco and stone. Sometimes, however, masonry walls were painted to provide added protection to soft brickwork or to conceal defects. Painting window sashes, doors, bulkheads, cornices, decorative elements, and other wood or metal items protects them from weathering and deterioration.

IMPORTANT CONSIDERATIONS...

When choosing colors for painted features, it is important to relate them to an overall color scheme that is appropriate to your building and its neighbors.

Generally, the more elaborate a building's detailing, the more important the role that color plays.

Using appropriate paint removal and surface preparation techniques is just as important when protecting a building's exterior materials as the repainting effort itself.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by √.
- Actions or treatments **not recommended** are indicated by X.

Retaining Important Features

X Do not paint masonry buildings that have never been painted, particularly if they have decorative or multi-colored brickwork. Unpainted masonry requires less maintenance, and may be kept in good condition with minimal care for hundreds of years.



Painting unpainted masonry should not occur. If this upper facade were painted, the contrast between the brick would be lost.

√ Keep painted all materials that rely on paint for protection or a traditional appearance, such as:

- wood (windows, doors, bulkheads, decorative trim, signs),
- pressed tin (cornices, details, signs),
- steel (columns, windows, doors, lintels, signs),
- cast iron (storefronts or features),
- concrete, concrete block, and other common building materials, and
- terne-metal roofs.

DEFINITIONS

Bulkhead: The base of a storefront window or side-light adjacent to a door.

Chalking: A powdery surface condition resulting from the deterioration of paint.

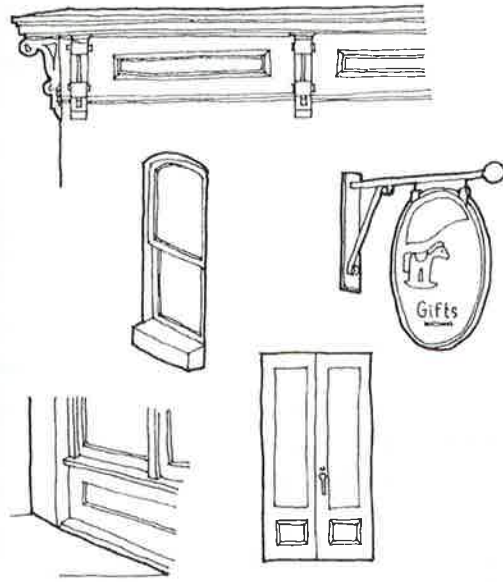
Cornice: Decorated trim work placed along the top of a wall.

Lintel: A horizontal beam over an opening that carries the weight of the structure above.

Sandblasting: A potentially damaging procedure using a blast of air combined with particles of sand to clean hard surfaces.

Sash: The framework of a window that holds the paned of glass and slides vertically or pivots.

Terne metal: A metal alloy of lead and tin, used as a roofing material.



Many materials and decorative features of a commercial building rely on paint for their protection and traditional appearance. The cornice and sign below should continue to be painted as needed.



X Do not paint ornamental metals such as brass, bronze, copper, aluminum, or stainless steel.

✓ Retain painted wall signs that are significant features of downtown commercial buildings. Carefully remove loose and flaking paint by hand scraping, then repaint with the appropriate paint type. Check with the city regarding any sign regulations, particularly if the sign is newly uncovered.



Painted wall signs are an important part of downtown Roanoke's character.

✓ Identify the areas with the most serious paint problems when appropriate repainting cannot be done immediately. Correct any problems causing the paint deterioration, such as water penetration, scrape the affected areas, and repaint.

Paint Removal from Woodwork

X Do not remove paint from historic woodwork unless it is peeling. Most other conditions such as mildewing, staining, or excessive chalking only require a thorough surface cleaning before repainting.



Paint in good condition, such as that covering these bulkheads, should not be removed.

✓ Use hand scraping to remove peeling paint from historic woodwork or sand the paint to the next sound layer; then repaint with a high-quality exterior paint.

X Do not use the following techniques when removing paint from woodwork:

- chemical strippers, which may leave a residue or raise the grain of woodwork,
- propane torches, which may easily char the wood or vaporize the lead contained in older paints, and
- sandblasting or other abrasive techniques, which will destroy the profile of wood moldings and permanently erode wood surfaces.

Paint Removal from Masonry

X Do not remove original paint from masonry. Many historic masonry buildings were painted to protect the soft brick used during the mid-nineteenth century or were painted later to hide incompatible alterations or repairs.

✓ Remove paint from masonry only when it is evident that:

- paint is not original to the building (look at old photographs), removing the paint will not reveal defects or alternations, and

- the process of removal will not damage the masonry.



Paint may be removed from buildings like these only if it is certain that a painted surface was not original to the building, the paint is not protecting soft bricks, and the paint is not covering incompatible repair work. If paint is removed, gentle methods should be used.

✓ Use the gentlest means possible to remove paint from masonry, such as chemical paint strippers developed specifically for use on masonry.

✓ Do not use abrasive techniques, such as sandblasting, that will permanently erode the surface of the masonry and make it subject to water damage.

Paint Removal from Metal

✓ Use hand scraping and wire brushing to remove loose, flaking paint, and rust from metal.



If paint becomes loose and flaky and must be removed from metal components such as this cornice, hand scrapers and wire brushes should be used.

✓ Use abrasive techniques carefully, such as low-pressure, dry grit blasting on cast-iron elements to remove extensive paint buildup and corrosion; be careful to avoid damaging adjacent materials.

✓ Use chemical strippers developed specifically for softer metals, such as tin and copper, to remove extensive paint buildup and corrosion. Do not use grit blasting, which may damage the finish of these metals.

Developing Appropriate Color Schemes

✓ Choose a color that is similar to that of the existing building materials when it is necessary to paint an exterior wall.

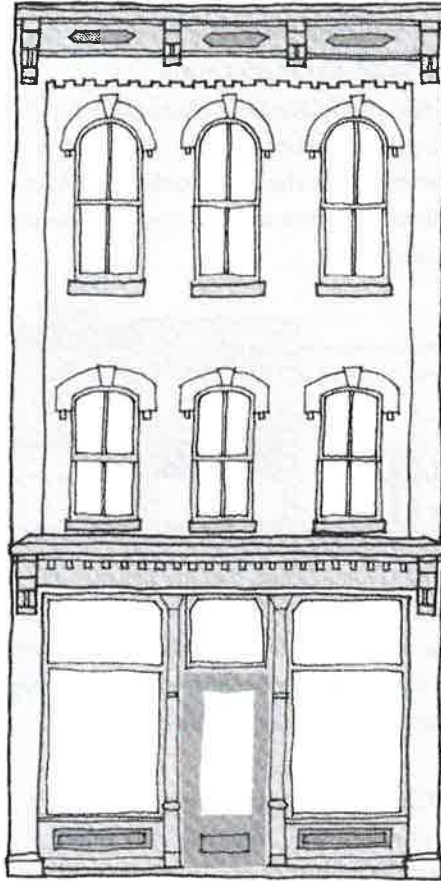
✓ Express the individual character of a building by selecting a wall color that is compatible with those of existing buildings; the colors need not match exactly to be harmonious.



Choosing color schemes that are distinct but compatible with those of other buildings—such as these with a lighter body color and somewhat darker trim and accent colors—is the best way to promote architectural harmony.

- ✓ Choose a limited number of colors that relate well to each other when painting a building. In most instances, two accent colors in addition to the main wall color are sufficient to highlight any façade. The major accent color should be compatible with the wall color and tie the upper and lower façades together. The minor accent should enhance small details. Recommended applications of the three colors are as follows: main color on exterior walls,
 - major accent color on majority of trim – cornices, bulkheads, window frames, and sashes, and
 - minor accent color on smaller decorative details – doors, storefront frame.
- ✓ Keep the appearance of a building with multiple storefronts unified through consistent treatment of the upper and lower fa-

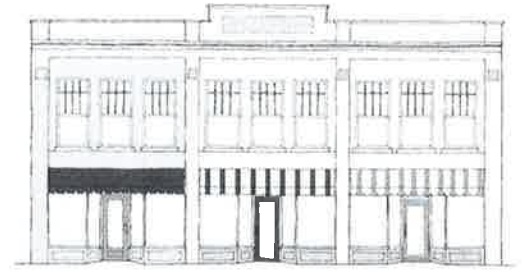
facades. Windows, cornices, and wall surfaces should each be painted the same color throughout. Each storefront should relate to the overall building by using the same major accent color, but may express an individual identity by using a compatible minor accent color and appropriate signs or awnings.



✓ Investigate appropriate color schemes by consulting historic paint catalogs and historic photographs of the building or by scraping paint layers from the building itself.

✓ Consider the rear and side facades when planning a building's color scheme. Applying the same color scheme to the rear façade is a practical way of reinforcing the identity of a commercial establishment.

X Do not use too much color on the façade. Too many colors on details make the façade appear busy.



Adopting a distinct color scheme for the storefront and upper floor, as the address on the left did, destroys the architectural unity of the building over all. Expressing a business's identity by selecting a different minor accent color, as the two addresses on the right did, is more successful.

Awnings and Canopies

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

31

CITY OF ROANOKE



An attractive awning that complements a façade's design and color scheme can reinforce a building's character.

Many downtown commercial buildings in Roanoke traditionally had canvas storefront awnings to shelter shoppers from the rain or hot sun, and as an attractive way to identify the ground-floor business. Each morning, awnings signaled that the business day had begun. Other civic or prominently located buildings had canopies—flat, roof-like structures that also provided protection from the weather—integrated into the building's architecture. Today, awnings made of durable synthetic fabrics provide an economical way to enhance the character of a commercial façade, while canopies provide a more permanent sheltering structure for buildings of special significance.

IMPORTANT CONSIDERATIONS...

Over-reliance on canopies and awnings may disrupt the important visual relationship between the upper and lower facades of a building.

Architectural detailing may suggest motifs for awnings or canopies that relate to the building's overall character.

GUIDELINES FOR COMPATIBLE DESIGN

- **Recommended** actions or treatments are indicated by √.
- Actions or treatments **not recommended** are indicated by X.

Appropriate Use

√ Use awnings only in the following situations:

- to provide weather protection for pedestrians,
- to provide sun protection for display window merchandise,
- to enhance an unattractive or uninteresting storefront, and
- to provide business identification.



This awning is appropriate for all of the reasons listed above: it protects pedestrians from weather, protects merchandise from sun, adds interest to the storefront, and identifies the business.

√ Use individual awnings on upper-story windows only in the following situations:

- to provide sun protection for upper-story spaces,
- to enhance an unattractive or uninteresting upper façade, and
- when awnings are used on a ground-floor storefront.

√ Reserve the use of canopies for buildings of civic importance or for prominent locations, and limit their use to the ground floor.

X Do not use both awnings and canopies on the same building.

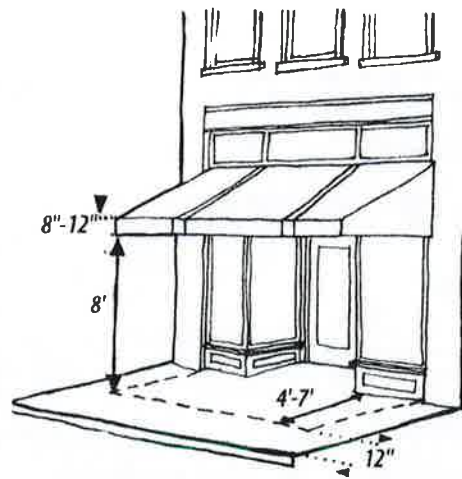
Location, Size and Proportion

X Do not obscure or destroy decorative details of the façade, such as:

- ornamental ironwork,
- decorative brick or tile work,
- transoms,
- storefront cornices,
- storefront piers, and
- brick arches or pressed metal window hoods.

√ Proportion an awning so that it has:

- an 8-foot clearance to the sidewalk,
- a 4- to 7-foot projection over the sidewalk,



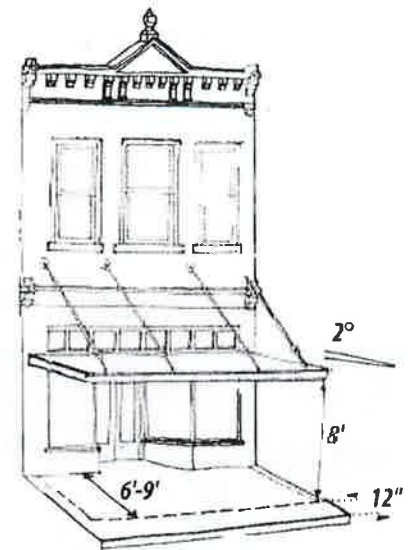
A properly proportioned awning should be located, whenever possible, below the transom.

- a 15° to 45° slope, and
- a valance width of 8 to 12 inches.

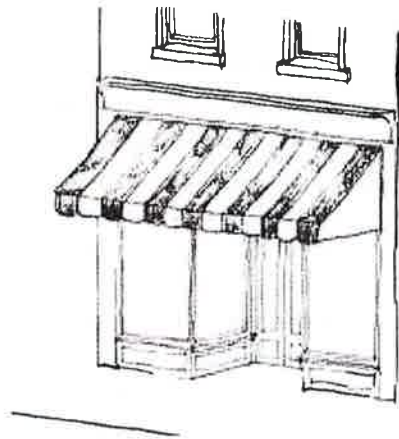
√ Proportion a canopy so that it has:

- an 8-foot clearance to the sidewalk,
- a projection of 6 to 9 feet over the sidewalk, and
- a slope to the top surface of no more than 2°.

√ Locate awnings or canopies on the transom bar—above the display windows but beneath the transom windows—whenever possible. When such location would prevent adequate clearance above the sidewalk, the awning or canopy may be located above the transom windows or immediately below the storefront lintel, sign panel, or storefront cornice.



Canopies generally have somewhat larger proportions than awnings.

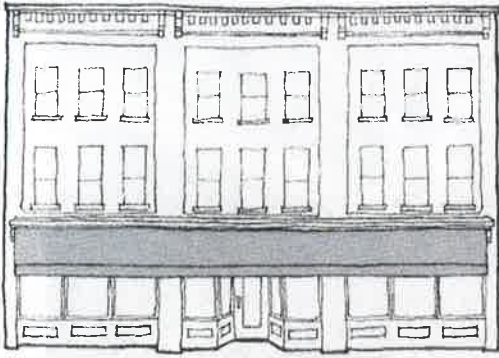


Locating an awning below the storefront cornice but above the transom may be necessary for buildings with smaller-scale storefronts.

X Avoid using posts or columns that interfere with pedestrians to support an awning or canopy.

X Do not permit water to drain off a canopy without a downspout. Runoff should be drained by downspouts located adjacent to the piers of the building.

√ Make the width of an awning or canopy somewhat greater than that of a storefront, overlapping slightly but not extending across the outermost structural piers. It may extend across one or more intermediate piers to unify several storefront openings for a single tenant, but only if it does not obscure significant features or details of the façade.



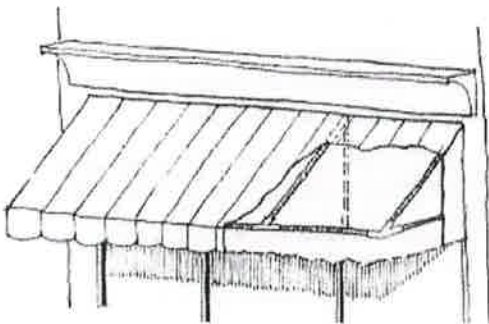
Keep awnings—even continuous awnings—from covering the outermost piers of a building façade to avoid giving a building a fragmented appearance.

- √ Proportion upper-floor awnings so that:
 - their slope is somewhat steeper than that of the storefront awning,
 - they extend between one-third and one-half of the way down the window, and
 - their projection is not more than 3 feet.

Materials, Design, and Details

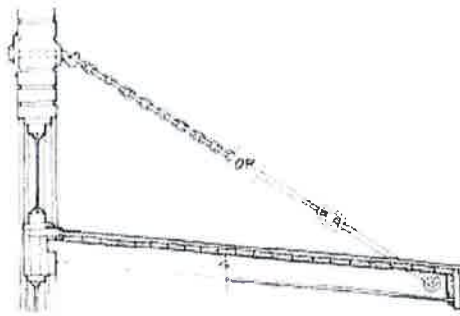
√ Choose appropriate awning fabrics such as cotton duck, polyester, or acrylic. Awnings made of aluminum or vinyl are not appropriate.

√ Secure an awning firmly without causing damage to the structure or materials of the façade.



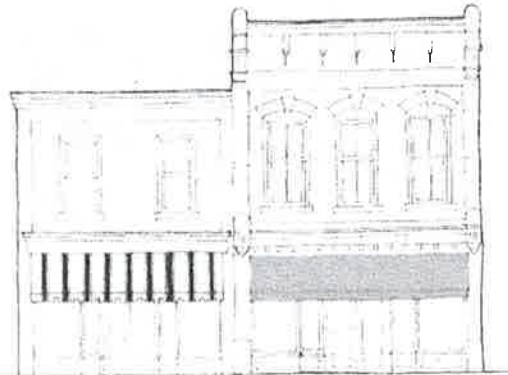
Most awnings are of a structural steel design, using steel structural members of at least 1" in diameter for stability.

√ Construct canopies of substantial materials, such as wood or metal, anchored to the façade with chains or tie rods with turnbuckles, and covered with an impervious material such as sheet metal. They may be open underneath or, preferably, have a finished soffit.



Canopies require substantial construction that should be integrated into the architectural design of a building's façade.

√ Keep awnings fairly restrained in design and pattern for buildings with highly detailed facades—preferably by using a solid fabric. Striped fabrics and other patterns are better suited to plainer buildings.



While patterned awnings may enhance a plain façade, solid colored awnings are better suited for buildings with elaborate detailing.

√ Use appropriately scaled patterns for awnings. Consider larger-scaled patterns for long expanses, and narrower or more repetitious designs for smaller areas.

√ Choose an awning shape that is appropriate for a particular storefront. The familiar, straight-sloped awning is generally best for most storefronts. Awnings with rounded tops or curved profiles should not be used unless justified by the shape of the storefront or its window or door openings.

√ Select awning colors that reinforce the overall color scheme of the building.

√ Make individual awnings for upper-story windows compatible with the design and materials of the storefront awning, and in most cases use the same color and pattern.

√ Use the same style and proportions when choosing awnings for different storefronts or upper-story windows within the same building. Different colors or patterns may be used for adjacent storefronts and upper-floor spaces, but they should be compatible with each other.

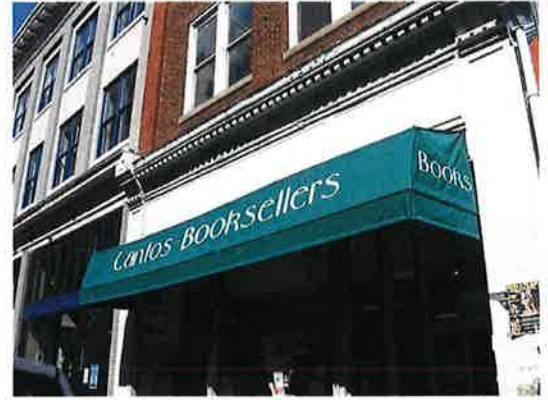


When upper and lower story awnings are used, their design, materials, color, and pattern should be the same as shown here.

√ Consider awning details, such as the style of the valance (scalloped, notched, straight) as a way of making the awning compatible with the character of a particular building façade.

√ Make the materials, colors, and details of a canopy and its exposed structural elements compatible with the overall design and color scheme of the building. The canopy's soffit should be painted white or a suitable light color.

√ Consider using the valance of an awning as a sign panel, provided it is not over 12" in height and that the range of lettering styles used is the same as that for other signs on the storefront. Such lettering may be either silkscreened or sewn onto the valance.



Awning valances provide a location for signage.

Roofs, Parapets, and Cornices

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT



Some district pressed-tin cornices are elaborate, displaying building titles or dates of construction.

The roof generally is not a dominant feature of a traditional commercial building unless the building is freestanding. Most often, the roof form – either gabled or a shall-pitched shed – is concealed behind a parapet, an extension of the masonry wall above the roofline. Parapets of commercial buildings frequently have a cornice at the top of the front façade. The cornice gives character to the skyline and sometimes includes the building's name or date of construction.

IMPORTANT CONSIDERATIONS...

A cornice is usually an important visual feature of a new or historic commercial façade.

Parapets help conceal mechanical equipment or other rooftop construction from pedestrian view.

Well-maintained roof and gutter systems help prevent the deterioration of other parts of a building.

GUIDELINES FOR PRESERVATION AND REHABILITATION

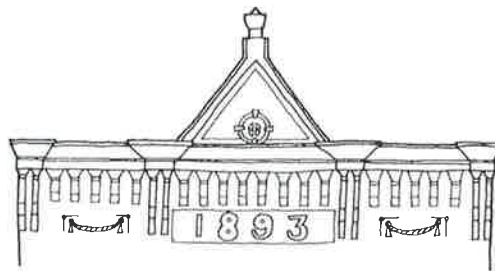
- **Recommended** action or treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

Retaining Important Features

✓ Retain the form, materials, and features of original or significant later roofs – particularly those visible from public rights of way and important to a building's character.

✓ Retain existing parapets and cornices, as well as features associated with them, such as:

- copings and capstones,
- brick corbels, decorative tile, and terra-cotta,
- wood, pressed tin, and other applied cornices, and
- dates, building names, and other original identifying features.

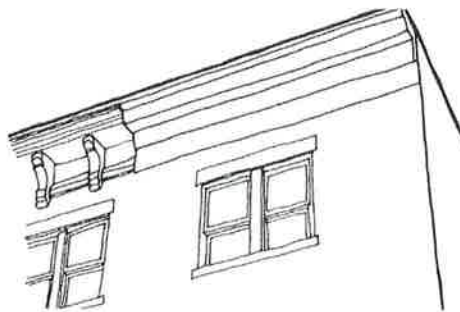


The variety of parapet and cornice treatments in downtown Roanoke characterize commercial buildings of different periods and uses.

Removing Inappropriate Treatments

✓ Remove inappropriate treatments, such as sheet metal, plywood, or other materials obscuring or covering decorative cornices.

✓ Remove mechanical equipment and other rooftop construction that are no longer functional, in poor condition, and visible from the street. Rooftop signs, unless they are historic, also should be removed.



Covering or removing a building's cornice, often because of maintenance concerns, inevitably results in a loss of character.

DEFINITIONS

Capstone: Any single stone in a coping.

Coping: The protective cap or top of a wall, often of concrete or stone.

Corbels: A series of projecting bricks or other masonry units, each unit stepping progressively farther forward with height.

Cornice: Decorated trim work placed along the top of a wall.

Parapet: A wall that extends above the roofline.

Terra cotta: Hard, unglazed fired clay, used for ornamental work and roofing tiles.

Repairing Damage

- √ Stabilize conditions when repairs to a roof, parapet, or cornice cannot be undertaken immediately.
- √ Repair cornices, brackets, or other features revealed after removing inappropriate cover-up materials.
- √ Repair deteriorated flashing, parapet copings, and roofing materials that may permit water penetration and damage cornices, parapets, or structural members.
- √ Ensure that roof drains, gutters, and downspouts are free of debris and conduct water away from the roof without damaging features such as parapets, cornices, masonry walls, and foundations.
- √ Explore replacement features made from a substitute materials when a missing feature cannot be replaced in kind.

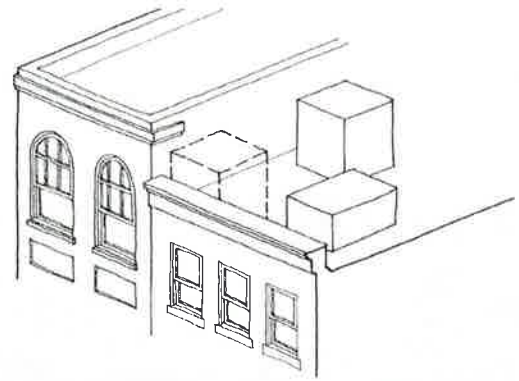
Rehabilitation and Other Alterations

- √ Keep the form, slope, and features of a roof that is visible from the street.



This roof should retain its flat pitch if rehabilitation or other alterations are undertaken on the building.

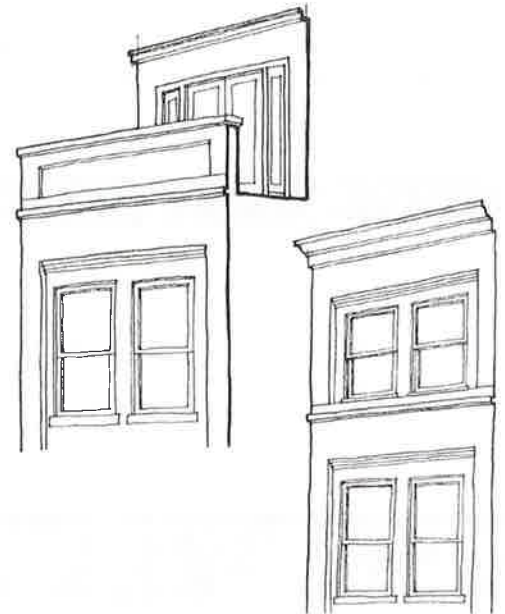
- √ Consider the addition of skylights when making roof alterations as a way of increasing the usefulness of upper-floor spaces, so long as the skylights are not visible from the street.
- X Do not locate rooftop mechanical equipment at the roof's perimeter, making it visible from the street.



Rooftop mechanical equipment should never be visible from ground level; make sure it either has a low profile or is set sufficiently back from adjacent parapet walls.

- √ Undertake construction of additional stories or rooftop additions only if the new construction is:

- in keeping with the character of a building's façade or
- set back from the facade of the building so that it will not be visible from the street .

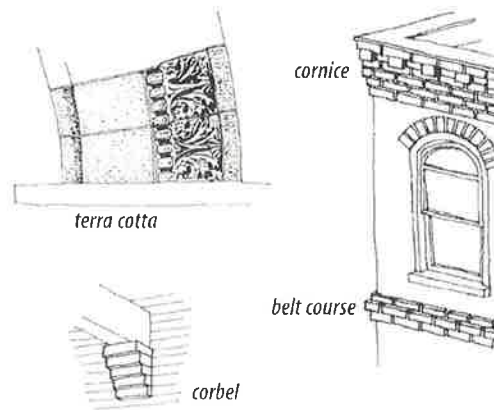


Additional stories should be designed in keeping with a building's existing character, as on the right. If of a different design, they should be set back from the façade to reduce their visual impact, as on the left.



Masonry is an ideal building material for downtown buildings because it is both fire-proof and extremely durable. Almost every building in the H-1 District has brick exterior walls. Many also incorporate distinctive granite, limestone, or terra-cotta detailing.

- distinctive brick bonding patterns, and
- painted wall signs.



Masonry details such as corbels, cornices, belt courses, and terra cotta decoration add character to many buildings in Roanoke.

IMPORTANT CONSIDERATIONS...

Masonry accounts for the largest portion of most commercial facades. Its condition and appearance greatly affect a building's character. Commercial buildings often have distinctive masonry detailing.

Despite its durable appearance, masonry can be easily damaged by harsh cleaning.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

Retaining Important Features

✓ Retain the following features of masonry walls that are important to a building's character:

- brick corbels, cornices, belt courses, and blind openings,
- decorative brick, terra cotta, or stone details,
- multi-colored brickwork,



This building displays brick corbelling and a sheet metal cornice.

Removing Inappropriate Treatments

✓ Remove inappropriate siding or cover-up treatments from masonry walls if possible. Repair damage that resulted from its installation as well as earlier damage that was hidden. Examples of cover-up treatments include:

- wood shingles or shakes,
- wood, metal, or vinyl siding,
- plywood,
- permastone or other simulated stone, and
- Exterior Insulation and Finish Systems (EIFS) or other simulated stucco.

DEFINITIONS

Art Deco: A decorative style characterized by streamlined surfaces and zigzag forms.

Belt course: A horizontal line of brick or wood around a building.

Blind opening: A recess in an exterior wall, having the appearance of a window.

Bonding pattern: An overlapping arrangement of masonry or brickwork in a wall. Common bonding patterns are: American bond, common or running bond, English bond, and Flemish bond.

Carrara glass: An exterior building material used primarily on art deco facades.

Corbels: A series of projecting bricks or other masonry units, each unit stepping progressively farther forward with height.

Cornice: Decorated trim work placed along the top of a wall.

Efflorescence: A deposit of soluble salts, usually white, on the face of masonry walls.

✓ Be cautious about removing stucco or simulated stone veneers from masonry. Unless they have been applied to metal lathing or furring strips, removal may cause additional damage to underlying masonry.

✓ Maintain materials such as Carrara glass, enameled metal panels, and Art Deco details that may not be original to a building but may have acquired significance over time.

✓ Check with the ARB regarding possible significance of treatments.

Masonry Cleaning and Paint Removal

✓ Correct conditions that cause deterioration, such as poor roof drainage or foundation settlement, before undertaking masonry cleaning or other repairs.

✓ Clean masonry only when one of the following conditions exists:

- efflorescence,
- smote or soot,
- localized paint, grease, or asphalt,
- bird droppings, or
- metallic oxide staining (rust, etc.).

DEFINITIONS

Furring strips: Wood strip fastened to joists or studs to which a finished surface is applied.

Metal lathing: Sheet metal that is slit and stretched to form a diamond-shaped mesh.

Quoins: A hard stone or brick used to reinforce and decorate the corners of a building.

Repointing: Making possible a compatible new use for a building through repair, alterations, or additions while preserving portions or features that are important to the building's historic or architectural character.

Sandblasting: A potentially damaging procedure using a blast of air combined with particles of sand to clean hard surfaces.

Terra cotta: A hard, unglazed fired clay, used for ornamental work and roofing tiles.

Window hood: A projecting molding above a door or window.



Masonry without serious mold, soot, or staining, should be maintained rather than cleaned.

✓ Do not use abrasive or reactive cleaning techniques, such as

- sandblasting,
- high pressure water cleaning,
- chemical treatments not specifically formulated for a particular problem, and
- acid washes.



Sandblasting removed the outer surface of this brickwork, exposing the soft interior to water penetration and subsequent freezing and thawing damage.

✓ Use only gentle cleaning methods or products, particularly those that are water-based or especially formulated for removing a particular type of stain from masonry. Assess the impact by first cleaning only a small inconspicuous area of the building. Masonry cleaning should be done by a qualified professional with experience in the appropriate cleaning of historic buildings.

✓ Remove paint from masonry walls if it has peeled to the original masonry surface and the underlying surface is undamaged and has a uniform appearance. Use only removal methods or products specially formulated for masonry, undertaken by a skilled profession (see above).

X Do not remove paint that protects soft or damaged brickwork or that may conceal a different masonry infill.

Repairs and Repointing

✓ Reuse existing original brick whenever possible, particularly in prominent locations. In some instances, replacement materials can be obtained from a less conspicuous side or rear location, replacing the borrowed materials with compatible new materials.

✓ Repair missing or severely damaged masonry with brickwork or stonework that conforms exactly to the original in:

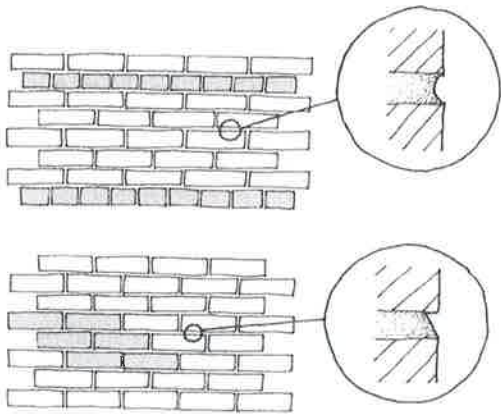
- size and shape,
- bonding pattern and mortar joint, and
- color and texture.



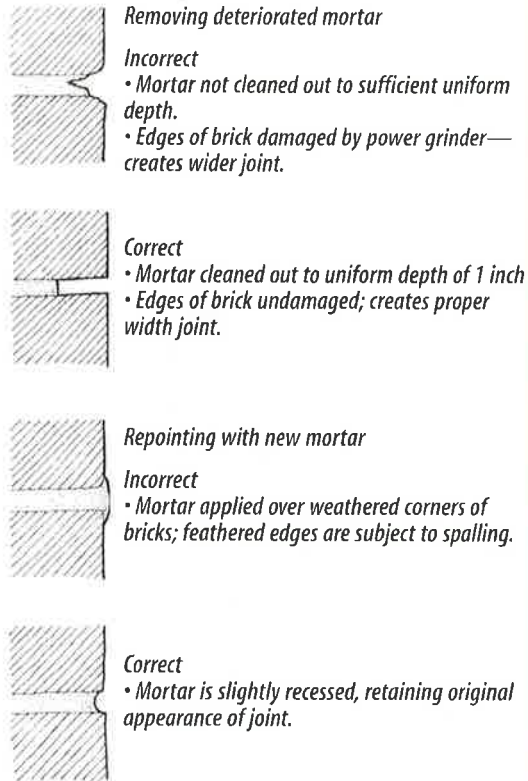
Repairs and replacement made to masonry such as that shown above should maintain the appearance of the historic patterns of bricklaying and profile, color, and texture of joinery.

✓ Repoint mortar joints only in areas where there are loose bricks, cracked or deteriorated mortar joints, or chronic dampness. Use a soft lime-based mortar that is low in Portland cement content. Repointing should match the original masonry in:

- joint width and profile,
- mortar color and texture, and
- composition and strength.



Above are bonding patterns and mortaring profiles typical of those found in the district. The illustration following demonstrates correct and incorrect removal and replacement of mortar.



Other Treatments

✓ Limit the repairs and cleaning of masonry to problem areas only.

X Do not infill windows, doors, and other masonry openings.

X Do not paint unpainted masonry walls unless necessary to retard deterioration produced by sandblasting or other treatments.

X Do not use waterproof or water-repellent coatings that may trap water within the wall.

Exterior Lighting

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT



Historic lighting fixtures such as the one pictured above add vitality to downtown streets.

Nighttime lighting promotes the identity of individual businesses, as well as street vitality and security. Restaurants and shops with evening hours, as well as buildings where evening events are scheduled, often need exterior lighting. Even when businesses are closed, effective and attractive display window lighting encourages evening window shoppers who may return during business hours.

IMPORTANT CONSIDERATIONS...

Public and landmark buildings are generally more heavily lighted than private commercial structures.

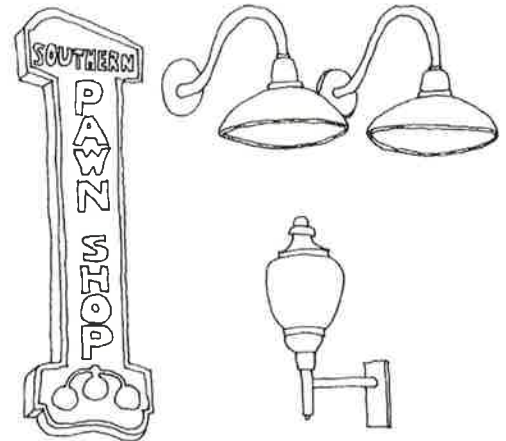
Lighting can be used to focus attention in the nighttime environment.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

Retaining Historic Lighting

✓ Retain historic light fixtures that are either original to a building or are part of a later, significant design. Use appropriate techniques for repairing and maintaining historic fixtures.



Traditional light fixtures and historic illuminated signs enhance the daytime and nighttime character of downtown Roanoke.

✓ Obtain replacement fixtures of a similar style and size from a salvage supply or antique shop if existing light fixtures are damaged beyond repair, or choose a compatible design from a commercial manufacturer.

✓ Retain existing illuminated signs, particularly neon signs, that are in character and scale with a building's façade or that represent an important element of an overall façade design.

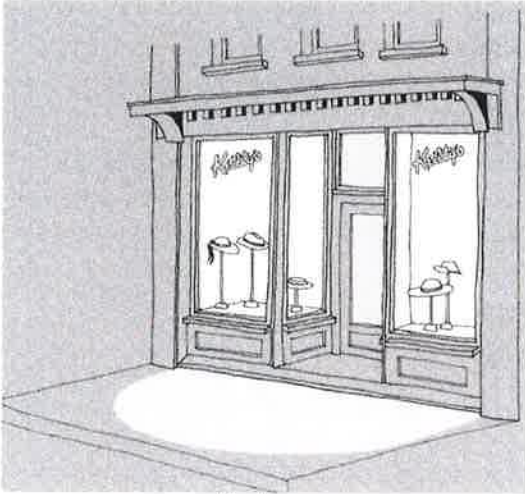
GUIDELINES FOR COMPATIBLE DESIGN

Lighting for Storefronts and Signs

X Do not use storefront light fixtures and other general lighting fixtures unless there is historical evidence of their use and appearance.

✓ Limit lighting to the interior of display windows for most commercial uses. The storefront may include painted window signs that are not illuminated directly but are

visible by the light from within a store or display window.



A well-lit window display provides attractive nighttime lighting.

✓ Use light fixtures that direct light upward and shield the light source from the viewer when providing external illumination for signs. Externally illuminated signs should be used for businesses that are open in the evening, such as restaurants.



Lighting should be shielded and directed toward a sign to avoid glare.

✓ Locate new light fixtures and associated wiring in an inconspicuous manner that does not obscure or damage important materials or features of a building's façade.



The placement and design of this modern lighting fixture are inconspicuous and non damaging to major building features. Additionally, the compact fluorescent light bulb in this fixture uses substantially less energy than a traditional incandescent bulb.

✓ Conceal the light source for display windows, signs, and architectural features to avoid glare. Consider:

- recessed ceiling fixtures in display windows,
- angled light fixtures, and
- fixtures with metal shades or baffles.



Appropriate goose-neck fixtures in the H-1 District.

✗ Do not use flashing or moving lights.

✓ Use light of an appropriate color quality such as incandescent, warm fluorescent, or quartz lighting that preserves the natural daytime colors of objects.

✓ Provide adequate lighting to side or rear entrances for safety and security. Avoid the use of high-intensity security lighting unless these areas are not visible from the street.

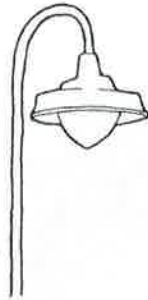
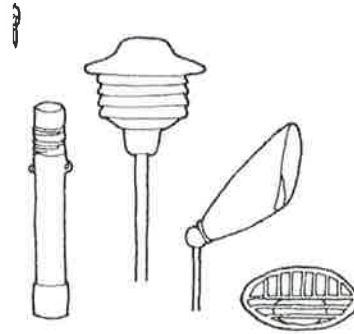
Site Lighting

✓ Choose light fixtures that are appropriate to the scale and character of landscape and parking areas and that are compatible with adjacent buildings.

✓ Use standards and poles that are less than twenty feet in height for general area lighting.

X Do not use high-intensity security lighting for general area lighting.

✓ Control glare by using light fixtures with parabolic reflectors or louvers to direct light downward rather than outward.



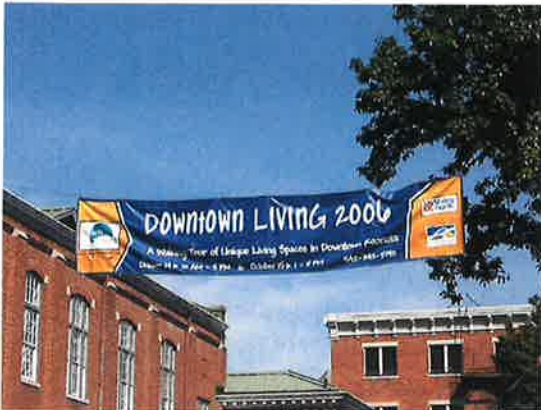
Appropriate site lighting fixtures can make pedestrian areas safer and more attractive, highlight plant materials, or provide general area lighting suitable for parking lots. Directing light downward helps control light pollution.



Neon signs hung inside display windows can add special character to the nighttime environment.

Hardware and Accessories

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT



Banners such as the one above can reinforce district character.

Functional elements, such as hardware, light fixtures, and street numbers, often help reinforce a particular architectural style, while other more decorative elements, such as banners, flags, and historical markers, can add interest to a building's façade and vitality to a commercial streetscape.

IMPORTANT CONSIDERATIONS...

Traditional commercial hardware and building accessories are important in reinforcing the building's character or expressing its history. A building's architectural detailing may suggest design motifs for banners or other accessories that can add vitality to a commercial façade.

GUIDELINES FOR PRESERVATION AND REHABILITATION

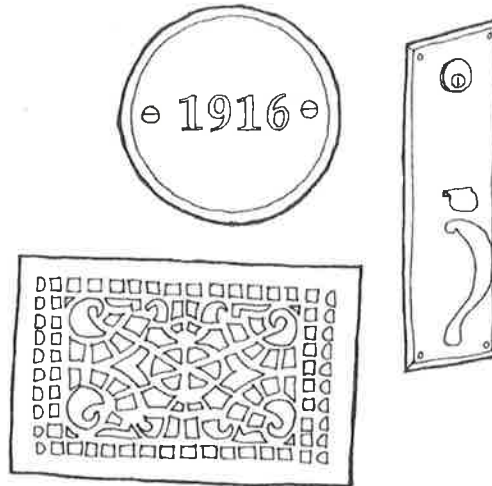
- **Recommended** actions or treatment are indicated by √.
- Actions or treatments **not recommended** are indicated by X.

Retaining Important Features

√ Identify and retain all hardware and decorative elements that are historic or demonstrate quality craftsmanship, such as:

- door handles, locks, and push plates,
- decorative metal grilles, vent covers, or escutcheons,

- distinctive painted or applied street numbers,
- historic or symbolic features of a trade or service (pawnbroker's globes, barber's pole), and
- historical markers.



A variety of historic decorative features characterize Roanoke's commercial buildings.

Repairing Damage

√ Repair broken hardware whenever possible. When replacement is necessary, look for items of a similar style, size, and material at an antique dealer or salvage yard, or choose a new item that is similar to the original item in material, size, and style.

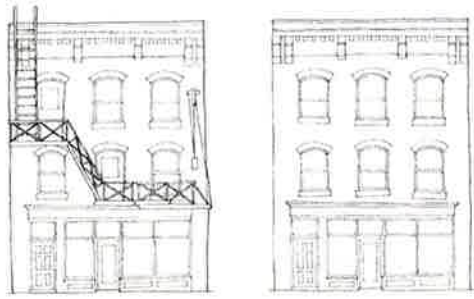
√ Keep metal features polished or painted, as appropriate, including steel railings, fire escapes, and ladders.

√ Remove or relocate fire escapes and ladders to the least conspicuous side or the rear of a building when possible. Explore opportunities to replace fire escapes with interior fire stairs.

GUIDELINES FOR COMPATIBLE DESIGNS

√ Choose exterior light fixtures that reflect the architectural character of a building's façade. Historical designs may be appropriate if there is documentary evidence of their presence, but avoid using fixtures that give a false

historical impression or that are associated with a special theme. (See *Exterior Lighting*.)



Relocation of a fire escape and replacement of altered windows can enhance a building's appearance.

✓ Use painted or applied numerals rather than words to display a building's street address. Street numbers should appear in a visible and traditional location, such as the transom above the storefront door or on the door itself. (See *Signs*.)

✓ Use banners for special events or as part of a coordinated promotional effort with other downtown merchants to add vitality to the commercial district.

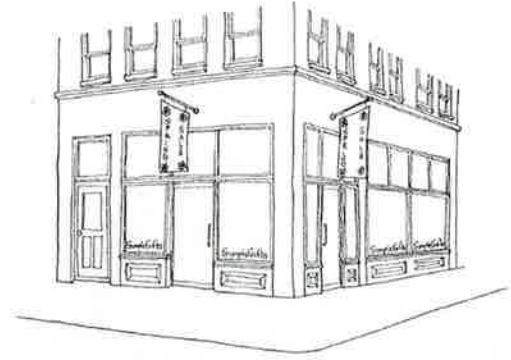
✓ Use individual banners to help express the character of a particular business. Display such banners only so long as they appear neat and clean. A permit from the city is required.

✓ Choose or design a banner that complements the building's appearance and business character. Because they are changeable, banners can adopt seasonal designs or color schemes more effectively than signs.

✓ Locate banners above the storefront opening or on a masonry pier, but do not obscure or destroy any important features of the façade. Make sure any mounting hardware will not damage the façade. A banner may be attached to a single horizontal pole at the top, or stretched loosely between top and bottom poles.

✓ Tables and chairs may be appropriate for certain use in the historic district provided that they:

- are located within 3' of the building,
- leave 5' of sidewalk for pedestrian use,

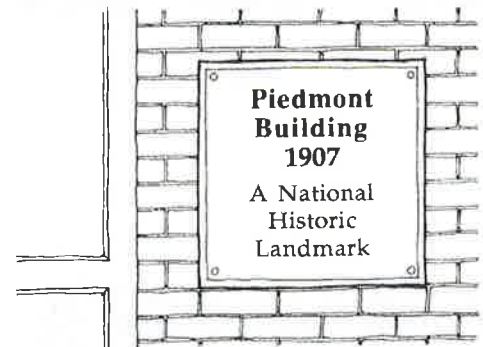


Banners can add seasonal variety and color to an otherwise established storefront.

- meet the design guidelines and standards for the types of furniture that can be used, and
- have a permit issued for their use.

✓ Place any historical markers or plaques in an inconspicuous location on the front of a building, such as on a masonry pier. Markers should be of a durable material, such as bronze, and placed where they will not obscure or destroy important features of the façade.

✓ Avoid using flags unless the building is of a civic or institutional nature.



Commemorative plaques are an important way of reminding a community about its architectural heritage.

Utilities and Rear Facades

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

Utilities can have a significant impact on a building's appearance, particularly when located on the front façade. Even when placed on the side or rear of a building, utilities may contribute to a cluttered appearance and interfere with efficient use of these areas.

The visibility and accessibility of the rear façade from adjacent off-street parking areas makes improving the appearance of these areas desirable. Rear facades may provide increased opportunities for additional access to both ground-floor and upper-story activities.

IMPORTANT CONSIDERATIONS...

The architectural character of a commercial façade can be destroyed by the numerous or obtrusive placement of utilities.

Improving the appearance of rear facades of commercial buildings—especially those visible from adjacent parking areas or open spaces—can increase opportunities for business identity and patron access.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by √.
- Actions or treatments **not recommended** are indicated by X.

Retaining Important Features

√ Identify and retain original or significant later materials and features of a building's rear façade. Although changes to the rear of a building are generally more acceptable than those to a front façade, it is particularly important to retain features that are of the same design as original features present on the principle façade.

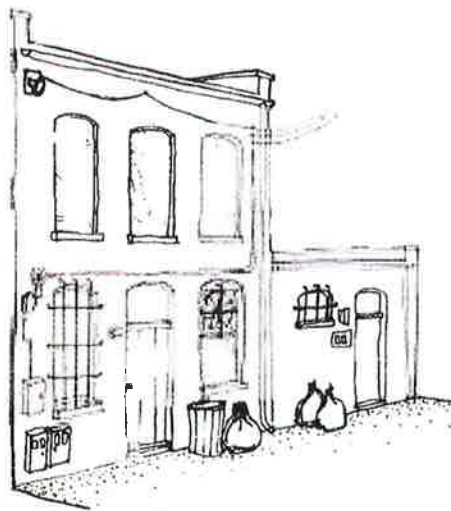
√ Assess the present use of the rear façade of a building and determine appropriate

rehabilitation treatments. Recognize that a building with a pedestrian-scaled rear entrance will have different considerations than a building with a raised loading dock and large overhead doors.

Removing Inappropriate Treatments

√ Evaluate the appearance and location of existing utilities at the front, side, and rear of a building, including:

- electric lines, panels, and meters,
- telephone lines and panels,
- gas and water meters,
- cable television lines,
- satellite dishes,
- solar panels,
- fire alarms, sprinklers, and security systems,
- window air-conditioning units,
- fuel tanks and mechanical equipment,
- trash containers and recycling bins,
- loading/delivery area, and
- private parking.



Inappropriate window treatments, outdated utilities, and trash add to the cluttered appearance of a rear façade.

DEFINITION

Rehabilitation: Making possible a compatible new use for a building through repair, alterations, or additions while preserving portions or features that are important to the building's historic or architectural character.



Removing inappropriate window treatments, outdated utilities, and providing a trash area can improve the appearance of a rear façade.

✓ Relocate conspicuous utilities whenever possible to less visible locations. Plan utility placements and connections so that they do not interfere with public access to rear entrances.



Removing exhaust fans and power lines to a less conspicuous location at the side or rear of a building will improve the appearance of its façade.

✓ Remove materials that detract from the appearance of a rear facade whenever possible, such as:

- metal panels, plywood siding, or other cover-up treatments,
- masonry, metal, or plywood window

- infill,
- window grates, window-mounted fans, or mechanical equipment, and
- outdated signs, lighting, utilities, wires, and hardware.

X Do not allow water dripping from air-conditioning units to fall on pedestrians or cause deterioration to building materials.

Repairing Damage

✓ Make sure that gutters, downspouts, and drains work properly and that the ground slopes away from the rear of the building to avoid water damage and building deterioration.

✓ Improve safety and maintenance at the rear of buildings by providing:

- an area for trash containers,
- paving—particularly to rear entrances—or gravel to improve or control surface drainage, and
- sufficient pedestrian-scaled lighting.

Rehabilitation and Other Alterations

✓ Consider whether rear entrances are feasible. Reduce potential conflicts with deliveries or service access.

✓ Install relocated and new utilities at the rear of buildings, taking care to:

- avoid damaging, obscuring, or removing important materials and features,
- reduce conflicts at access of rear entrances, and
- install the utilities in a neat manner and an inconspicuous location.

✓ Enclose and screen trash collection areas rather than leaving trash cans or dumpsters in full view.

✓ Consolidate the location of utility meters and servicing requirements for several adjacent buildings and provide a centralized trash pick-up site. ✓ Explore ways to reduce the visual impact of utilities by screening them or painting them the same color as the walls of the building when they cannot be eliminated or relocated.

✓ Make public access to the rear of a building identifiable, inviting, and safe by providing:

- separate pedestrian and delivery/ service access,
- adequate walkways, paving, and lighting, and
- clearly identifiable entrance door and signage.

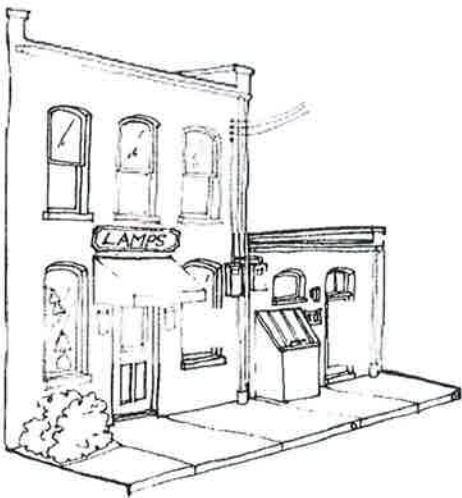
√ Relate the design of the rear façade to the design of the principle façade. The relationship may be reinforced by the similar treatment of:

- color,
- entrance door and hardware,
- sign shape and lettering style,
- (smaller) display windows,
- awnings, and
- lighting.

√ Consider that a rear entrance may be different in design from the storefront if the rear of the building serves a different tenant, such as an upstairs office, but make both the rear entrance and the main storefront relate to the overall character of the building.

√ Consider using plant materials at the rear of buildings to improve their appearance and make entrances more inviting. Avoid, however, planning schemes that will require considerable maintenance.

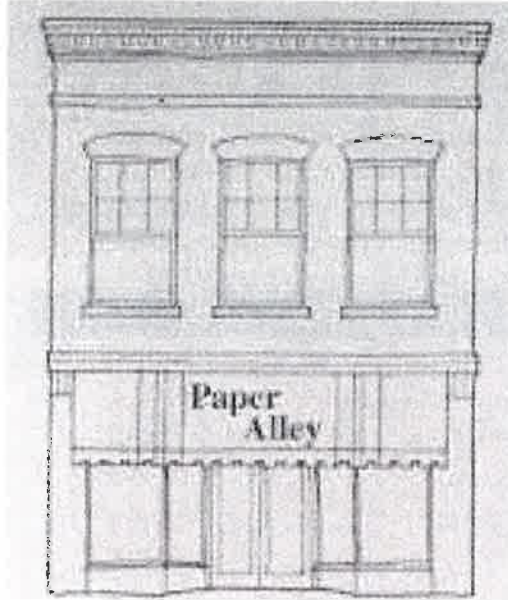
√ Satellite dishes should be sized as small as possible.



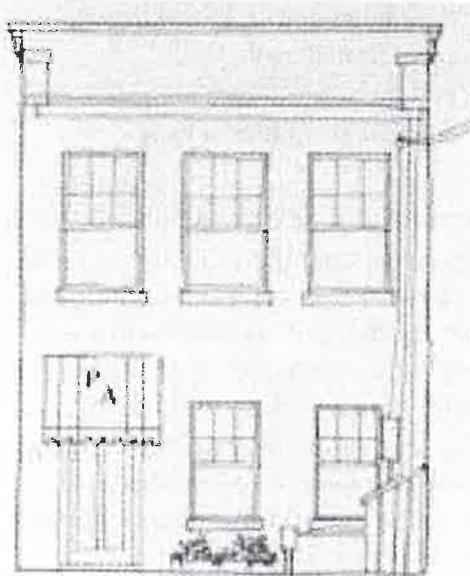
Rehabilitated rear faces make safe and attractive secondary entrances to ground-floor commercial spaces.

√ Public visibility of satellite dishes should be as limited as possible. They should never be sited on building fronts.

√ Solar panels and other roof top utilities should be screened from public view by placement behind parapet walls or being set beyond the field of view from the street.



The design, materials, features, and color scheme of a rear face such as that shown below, particularly one that provides public access, should relate to the front façade in a relationship similar to the one illustrated.



Off-Street Parking

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

Large parking lots have a significant impact on the appearance of downtown Roanoke, making it appear empty of businesses. However, the availability of accessible parking is also important to area residents and visitors who patronize downtown businesses. The design and placement of off-street parking is critical to maintaining the aesthetic quality of the historic district.

IMPORTANT CONSIDERATIONS...

Off-street parking areas usually represent a short-term or interim land use until more intensified development can occur.

Voids in a landscape—such as a vacant lot or an off-street parking area—are generally less desirable within the H-1 District than a continuous line of building facades.

Clearly defining the edges of off-street parking areas helps integrate these open spaces into the framework of downtown.

GUIDELINES FOR COMPATIBLE DESIGN

- **Recommended** actions or treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

Planning and Site Selection

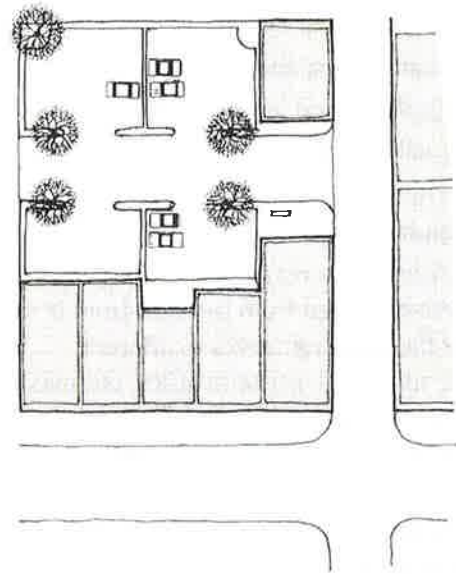
✓ Locate parking behind a building rather than to the side or front to reduce its visual effect. Design parking areas so that they enhance the appearance of a building's rear façade. Provide rear access to parking.

✓ Explore opportunities to share parking between two or more businesses that have their peak demand for parking at different times of the day or week.

✓ Consider alternative sites for employee parking in less heavily developed areas adjacent to a commercial district rather than directly within the district itself.

X Do not demolish commercial buildings

X Do not demolish commercial buildings solely to provide off-street parking. Consider rehabilitating such buildings and providing parking at the rear of the lot.



Locating parking behind a commercial block reduces its visual impact yet puts it within easy access of employees, shoppers, and visitors.

X Do not develop parking areas in a way that would severely limit or preclude future building construction or other land uses.

Design Considerations for Parking

✓ Define the street frontage of parking lots and provide partial screening of parked vehicles using one or more of the following features:

- plant materials or
- low walls.

✓ Provide hard-surfaced paving, such as asphalt or concrete, sloped to provide proper drainage, for all parking lots.

✓ Use plant materials, such as street trees or shrubs, to provide definition and screening of parking lots. Plant materials should:

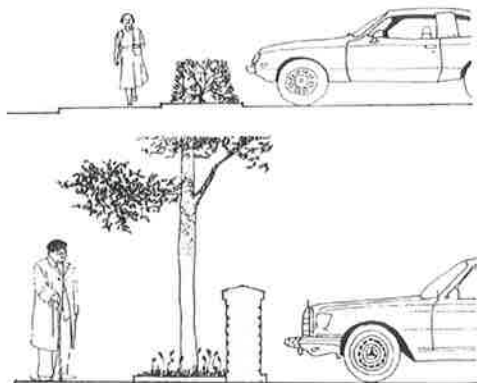
- require little maintenance and tolerate conditions in an urban environment.

DEFINITIONS

Peak demand: The time of day during which there is maximum usage.

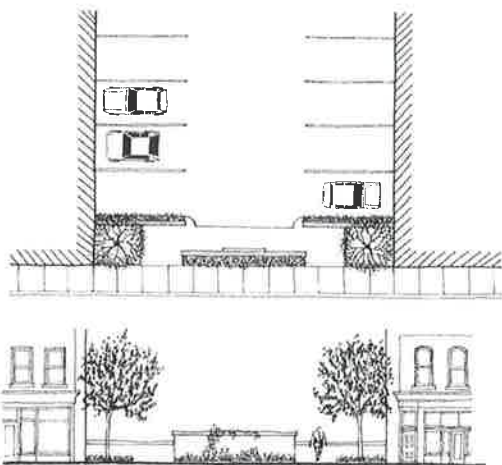
Street frontage: The length of a building site along a street.

Streetscape: The overall appearance of buildings, signs, lights, plantings, and other elements along a street.



Defining the street frontage of a parking lot with plant materials or walls helps to reduce the visual affect of parked vehicles.

✓ Use masonry walls to define and screen parking areas that are next to or between buildings. Choose masonry that is compatible with, but not necessarily the same as, that of adjacent buildings. Include landscaping in the design.



Masonry walls and plant materials at street frontages can help make an infill parking lot more compatible in appearance with neighboring buildings.

✓ Use painted iron fences in combination with plant materials to screen parked vehicles from view. Wooden fences are not appropriate.

✓ Consolidate the entrance and exit of a parking lot in a single location at a sufficient distance from street intersections to avoid traffic and pedestrian conflicts.

✓ Define the entrance and exit of a large parking lot with appropriate signs and plant materials while providing adequate

lines of sight for entering and exiting vehicles.

✓ Provide several smaller areas of parking rather than a single expanse within a large parking lot, separated by features such as

- planting islands,
- walkways, and
- access drives.

✓ Provide clearly defined pedestrian areas and handicapped accessibility within parking areas. Direct the flow of vehicles and pedestrians throughout the site using

- raised walkways and curbs and
- different paving materials and textures for vehicular and pedestrian circulation.

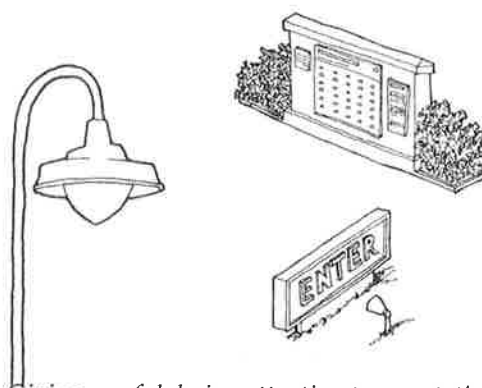
✓ Use appropriate lighting at the entrances and exits and within parking lots to provide adequate nighttime visibility and security for vehicles and pedestrians.

✓ Use appropriate signs to:

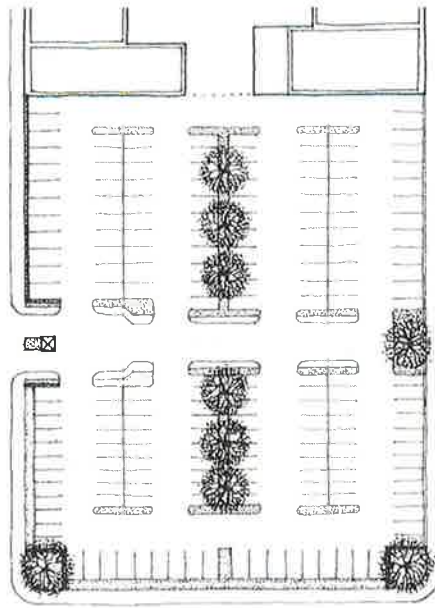
- identify public and private parking lots and
- notify parking patrons of applicable regulations and fees

✓ Design auxiliary buildings or structures, such as attendant booths or pay stations, that are in keeping with the architectural character and materials of adjacent commercial buildings. Appropriate construction materials for such buildings or structures may include

- brick or stone,
- painted wood, and
- painted metal.



Giving careful design attention to pay stations, lighting, and signs helps make parking lots compatible with downtown Roanoke's historic character.



Reduce the scale of large parking areas by creating several smaller areas defined by drives, walkways, and plant materials.

New Construction

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

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CITY OF ROANOKE

New construction in the historic district is important in encouraging growth and new investment. New construction may include additions to an existing building or the design of a new building, either on an infill site between existing buildings or on an open site. To maintain the integrity of the district, new construction must be compatible and in context with other buildings.

IMPORTANT CONSIDERATIONS...

Observing the same design principles and organization will help unify new and existing construction.

New construction that expresses the time in which it is built is important to the ongoing history of downtown Roanoke.

High-rise and signature buildings can provide new focal points for the downtown while relating

GUIDELINES FOR COMPATIBLE DESIGN

- **Recommended** actions or treatments are indicated by ✓.
- Actions or treatments **not recommended** and other warnings are indicated by X.

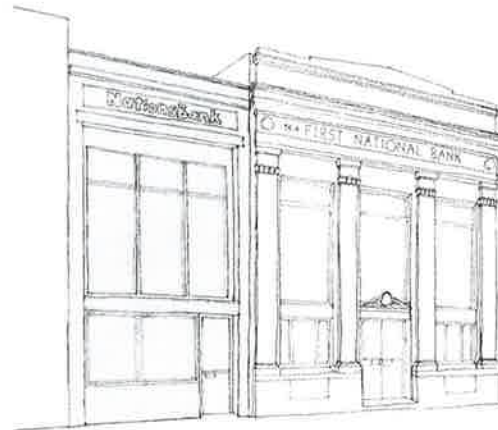
Additions to Existing Buildings

✓ Additions should be compatible with existing buildings in size, scale, color, and materials.

X Do not let an addition overwhelm an existing building. Additions should be subordinate to the existing building in size and appearance, be located on the least-public side of the building, and exhibit a distinct but compatible appearance if it has its own street frontage.

X Do not obscure or destroy important features or materials of existing buildings when making additions.

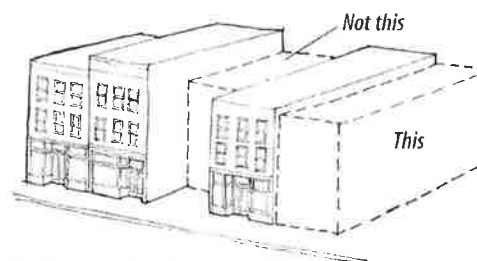
✓ Design and construct additions so that if they are removed in the future, the basic form and character of the original building will remain intact.



This bank addition is compatible in appearance with the original building, yet is clearly subordinate to it in size and detailing.

Siting/Relationship to Street

- ✓ Orient construction to the street front that supports the greatest pedestrian activity
- ✓ Observe the same setback as adjacent or nearby buildings. Buildings should be sited at the front of a lot abutting the back edge of the sidewalk.



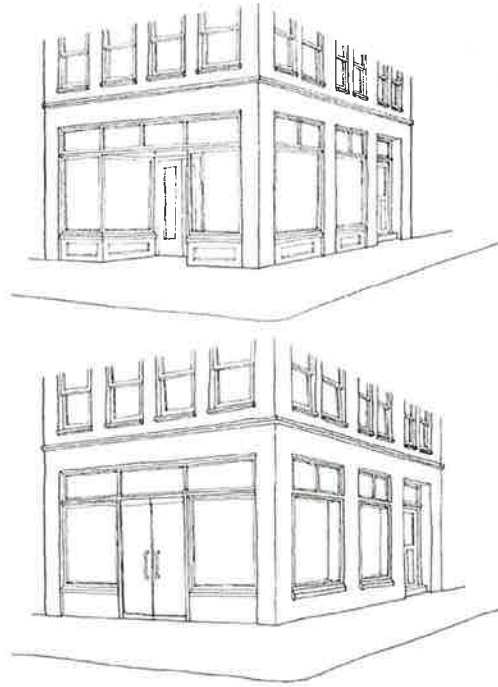
Infill construction should not have a greater setback than adjacent buildings.

✓ Incorporate ground-floor commercial used in new construction, whenever possible, to add vitality to the streetscape. If the ground floor is to be used for offices or similar used, design the ground floor facades to:

- permit views into the building and
- incorporate architectural detailing to provide visual interest.

DEFINITION

Street frontage: The length of a building site along a street.



New construction should include commercial spaces at the ground floor, such as in the upper illustration, or should make provision for views into ground floor offices, as shown in the lower illustration, to add vitality to the streetscape.

√ Place parking to the rear or side of the building or use another existing parking area.

Height, Width and Proportion

√ New buildings should conform in general with the predominant story height of existing buildings on a block.

√ New buildings should maintain the predominant width and proportion of existing buildings on a block. Most commercial buildings in the historic district are vertical in proportion and fairly uniform in width. Buildings on infill sites that are wider than most should be subdivided into bays that relate to the width of typical buildings.

Roofs

√ Choose a roof form that is compatible with other commercial buildings in the historic district. Roofs for new commercial buildings should not be prominent visual features of the main façade. Most buildings have shallow-pitched shed roofs that slope

slope toward the rear of the building and are hidden behind a parapet wall, although several buildings have gabled roofs behind a high or stepped parapet.

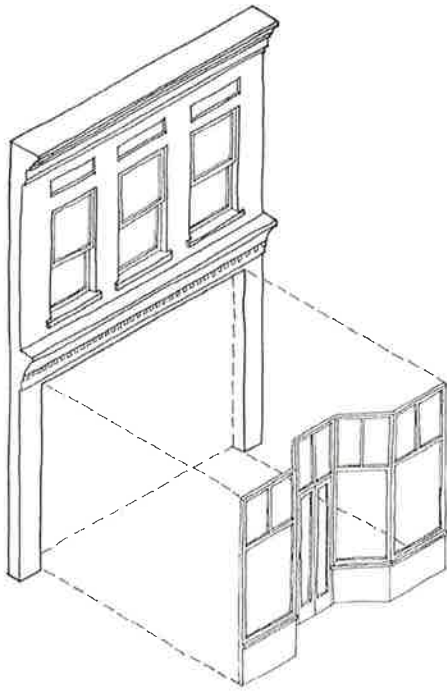
Storefront

√ Design a compatible new storefront by incorporating the design features of traditional storefronts. Employ present-day construction materials and techniques to avoid re-creating a historic appearance.

√ Provide a separate upper-floor entrance, if appropriate, but keep the primary emphasis on the storefront and its entry.



Infill construction should comply with the predominant story height, as shown in the upper illustration, and building width and proportion, as shown in the lower illustration, of existing buildings on a block. Where wider infill sites occur, new construction should be subdivided into bays of appropriate width.



A new storefront should use large areas of glass for transparency, incorporate a recessed entry, and be contained by the piers and storefront lintel of the front façade.

Windows

✓ Incorporate windows of the same size, proportion, spacing, and rhythm in new construction as those of existing commercial buildings.

✓ Keep the proportion of window to wall area for both upper and lower facades compatible to that of existing buildings. The upper facades of most commercial buildings in the historic district have a significantly larger area devoted to solid wall surface than to windows, while lower facades and storefronts are primarily windows.



Infill construction should keep the same pattern of windows and storefront openings as existing adjacent buildings.

Style

✓ Adopt a style for new construction that is compatible with the traditional character of older commercial buildings in the historic district yet reflects its own time.

X Do not use inappropriate historic themes that give the building a false historical appearance.



New construction should be compatible in appearance with its older neighbors yet reflect the time in which it was built.

Materials, Colors and Details

✓ Choose materials that are appropriate to the district's commercial character. Avoid materials and colors usually associated with residences.

✓ Choose materials that have color as one of their inherent features, such as brick or stone, for a building's exterior wall material (s). The colors of materials for new construction should be compatible with those of existing adjacent buildings.

✓ Select colors for the painted features of a building that are compatible with its exterior wall materials and with the color schemes of neighboring buildings.

✓ Incorporate detail and decoration to an appropriate degree in new construction to avoid blandness and establish a compatible relationship with existing buildings. Avoid, however, using exact copies of decorative features or details that are unique to a particular commercial building.

High-rise and Signature Buildings

High-rise buildings (those over five stories tall) and signature buildings (those designed by a nationally recognized architect or having exceptional design merit) will be evaluated on a case-by-case basis. In general, however, the following guidelines

should be considered:

√ Reinforce pedestrian and streetscape activity at ground floor level by providing:

- ground-floor commercial spaces,
- views and access to ground-floor offices and other similar spaces, and
- pedestrian amenities such as benches and landscape areas.

√ Ensure that the new building fits within the context of the area. Consider street views, activities, buildings in the vicinity, and other features.

√ Adopt a three-part organization for the design of a high-rise building, consisting of:

- base – the lower floor(s) that supports streetscape activity or, if the building is significantly taller than its neighbors, that relate to the height of adjacent buildings,
- tower – the typical upper floors that have architectural treatment on all sides, and
- cap – the top floor(s) and roof that give the building its identity on the skyline.



High-rise buildings should have a three-part organization.

X Avoid blocking views:

- to significant, city-wide focal points and
- down major streets or pedestrian thoroughfares.

Relocation and Demolition

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT



Because much of the significance of district buildings come from their relationships with one another, relocation and demolition should occur only in extreme situations.

Moving a historic building to another location is seldom the most desirable form of preservation. Many of a building's historic associations come from its physical setting and its relationship to other nearby buildings. Relocation severs those relationships and preserves only the form of a building. More drastic yet, demolition represents the irrevocable loss of a structure.

Relocation and demolition both have important implications for adjacent building and landscape areas. Consequently, relocation – or finally, demolition and salvage – should be considered only as a last resort when preserving and rehabilitating a building in its original location and setting are not possible.

IMPORTANT CONSIDERATIONS...

Preservation of a building at its existing location is preferable to its relocation. When relocation is unavoidable, the building, as well as adjacent buildings, must be stabilized to protect important architectural and structural features.

Demolition of a building should only be considered if alternatives for rehabilitations are not feasible and the loss of a building will not adversely affect the integrity of a district. The impact of demolition can be lessened by documenting a building's appearance and salvaging historic materials.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by √.
- Actions or treatments **not recommended** are indicated by X.

General

√ Make every effort to preserve rather than demolish a historic building. Thoroughly evaluate all rehabilitation and use alternatives, including moving.

√ Undertake thorough documentation of a building prior to its relocation or demolition, including:

- professional photographic documentation of its present appearance,
- dimensions of the overall building and its major features, and
- relationship of the building to its site and adjacent buildings.

√ Submit a copy of all documentation to the Roanoke Architectural Review Board (ARB) for archival purposes.



Thorough photographic and written documentation of a building's size, condition, and appearance is necessary before undertaking relocation, salvage operations, or demolition.

DEFINITIONS

Racking: A sideways shifting of structural members, causing structural damage.

Rehabilitation: Making possible a compatible new use for a building through repair, alterations, or additions while preserving portions or features that are important to the building's historic or architectural character.

Relocation

√ Hire a licensed professional building moving contractor experienced in moving historic structures to undertake the relocation of a historic building.

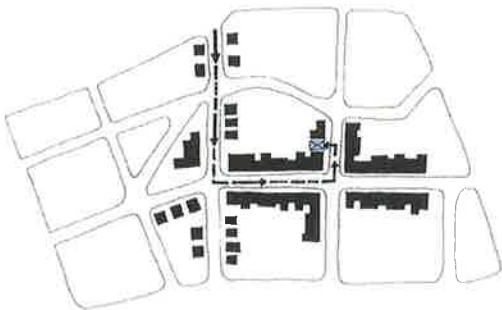
√ Select a setting for a relocated building that is compatible with its character, even if the new site is not included in a historic district.

√ Comply with relevant guidelines governing the siting and design of infill construction when relocating a historic building to another site within the district.

√ Plan the relocation route carefully to:

- avoid narrow, winding, or steeply inclined roads,
- comply with height, weight, or size limitations, and
- identify overhead utilities that might pose clearance problems.

√ Move buildings intact whenever possible. If the structural condition of the building or conditions of the relocation route preclude moving



The relocation route should be planned to avoid curves, overhead utilities, and weight limitations.

a building as a single unit, then partial disassembly into the largest workable components is preferable to total disassembly.

√ Protect buildings or building components from damage during the actual move. This may involve, for example, the boarding up of doors and windows or the provision of additional bracing to prevent racking.

√ Contact the Roanoke Regional Preservation Office (RRPO) of the Virginia Department of Historic Resources for assistance when considering the relocation of a building that is listed in the Virginia Landmarks Register and/or the National Register to determine

how to ensure that the building remains listed during and after its move.

GUIDELINES FOR DEMOLITION

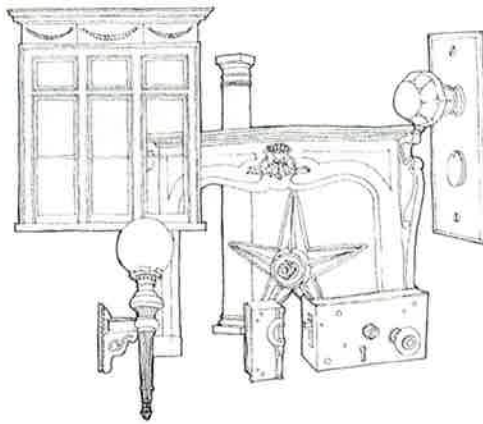
√ The ARB must recognize the following items when reviewing a request for demolition:

- that the purpose and necessity of the demolition are in accordance with the district,
- that loss of the structure will not be adverse to the district or the public interest by virtue of its uniqueness or its significance,
- that demolition will not have an adverse affect on the character and surrounding environment of the district, and
- where a development plan for a new use of the site is proposed and submitted, the board shall review the proposed development conforming to the regulations of the district.

√ Save important features of a historic building slated for demolition when efforts to relocate it fail. Important items to save may include:

- windows, doors, and trim,
- mantels and stairways,
- columns, baseboards, and cornices,
- paneling and decorative wall or ceiling finishes,
- other decorative interior and exterior wood and metalwork, such as metal ceilings,
- hardware and light fixtures,
- flooring,
- heavy timbers, and
- bricks, stone, and other masonry elements.

√ Use salvaged elements for repair, maintenance, and rehabilitation projects involving similar buildings within the historic district whenever possible.



Undertaking salvage operations prior to demolition can save important decorative features and building materials that may be useful in other rehabilitation projects.

Alternate Energy Sources

ARCHITECTURAL DESIGN GUIDELINES FOR THE H-1 DISTRICT

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CITY OF ROANOKE

It is the city's goal to create compatibility between energy efficiency and historic preservation goals. In the historic overlay districts it is important to ensure that alternate energy sources are addressed in ways that do not damage or diminish the historic character of the buildings, sites, or districts.

It is recommended that before any energy efficiency upgrades are made, a comprehensive energy audit is conducted to determine the building's current energy loss.

IMPORTANT CONSIDERATIONS...

In traditional downtowns and historic districts, a variety of energy-conserving site and building features illustrate the sensibility of an earlier era's understanding of climate and energy efficiency. Thoughtfully located shade trees buffer buildings and sidewalks from the summer sun. Projecting awnings provide shaded outdoor space and lessen the impact of harsh sunlight on the building's interior spaces. Operable windows and transoms allow occupants to control the introduction of breezes and sunlight within the buildings. An understanding of how such historic features enhance energy efficiency is critical to maximizing the energy efficiency of historic buildings.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by √.
- Actions or treatments **not recommended** are indicated by X.

General

√ Retain and preserve the inherent energy-conserving features of historic buildings and their sites, including:

- shade tree canopies,
- operable windows and transoms, and

- blinds.

√ The use of energy-efficient and energy-conserving materials is encouraged, but they should not compromise the historic integrity of the building or district.

√ Increase thermal efficiency of historic buildings by observing traditional practices, such as weather-stripping and caulking, and by introducing appropriate energy-efficient features such as storm windows and doors. See Windows and Doors section, pages 19–22 for additional direction and guidance.

√ Replace deteriorated or missing wooden blinds with matching new units sized to fit the openings.

ALTERATE ENERGY SOURCES: SOLAR COLLECTORS

√ Solar appliances, such as solar panels, are difficult to incorporate into the historic elevations and should be located in areas that have the least negative impact upon the character of the building and the historic district.

X Solar collectors should not alter the existing profile the roof, or be highly visible, particularly from the street elevation .

√ Solar collectors should be mounted on roofs, in an inconspicuous location., or concealed behind a parapet wall.

√ Metal frames of solar collectors should not be left bright, but painted to match existing trim.

ALTERATE ENERGY SOURCES:
WIND TURBINES

Wind turbines are subject to placement and height restrictions for principal structures, per the City of Roanoke Zoning Code.