



2019 Façade & Building Improvement Grant Program

PROGRAM GUIDANCE

CENTRAL MAINE GROWTH COUNCIL

50 ELM STREET, WATERVILLE, ME 04901 | 207-680-7300 | GDONEGAN@CENTRALMAINE.ORG

**FBIGP Program Guidance
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I. PROGRAM SUMMARY

Central Maine Growth Council (CMGC), with the support of its public-private partners, has established a Façade and Building Improvement Grant Program to provide financial assistance to downtown business and property owners located within the established Downtown District (see attached map) who wish to make physical improvements to the exterior of their buildings.

A Façade Improvement Grant may be used for a variety of façade improvement activities, including painting, window or door repairs or replacements, signage, awnings, storefront restorations, and other activities outlined under the “Eligible Activities” section of this application package.

A Special Projects & Building Improvement Grant may be utilized for improvements to a building’s structure as well as critical economic development and redevelopment projects.

II. FUNDING AND ADMINISTRATION

Funding for Façade and Building Improvement Grants will come from private-public partnerships (e.g. CDBG) awarded to the City of Waterville and/or CMGC’s grant program. The administration of the Façade and Building Improvement Grant Program (FBIGP) will be carried out by CMGC according to the procedures and guidelines outlined in this document. The administration and operation of this program shall conform to all federal, state, and local codes.

III. PROGRAM GUIDELINES & ELIGIBILITY

1. Three categories of Façade and Building Improvement Grants will be offered:

- (1) Small Projects Grants up to \$2,500. (Examples of “small projects” include signs, awnings, small paint projects, etc.)
- (2) Façade Improvement Grants up to \$10,000.
- (3) Special Projects and Building Improvements (case-by-case basis)

2. Grants are available for **up to 50% of the actual or estimated cost** of the improvement project and therefore must be matched at a ratio of 1:1.

3. Each applicant may only be awarded one grant in each category. *Recipients of Small Projects Grants will still be eligible to apply for Façade Improvement Grants; however, the maximum*

Façade Improvement Grant award for a Small Projects Grant recipient will be \$10,000 minus the amount of the Small Project Grant. (Example: if Jane Smith receives a \$2,500 Small Projects Grant, she will be eligible for a Façade Improvement Grant up to \$7,500.)

4. The grant applicant may be the property owner or the tenant. A tenant must have the property owner's signed approval of the proposed building improvement.

5. A Façade Improvement Grant may only be made to a commercial or mixed-use property located within the defined Downtown District (see map). Please note that properties are eligible for grant funding regardless of occupancy, though a business recruitment plan must be identified and described in the grant application.

6. Projects utilizing State of Maine Department of Economic and Community Development (DECD) funding must be reviewed by a certified design professional, who will provide concept sketches and assist with securing approval from Maine Historic Preservation Commission.

7. **REIMBURSEMENT:** The applicant will be **reimbursed** for up to the amount of the grant award only upon completion of the project. Reimbursement will not be made for work completed prior to grant application acceptance.

8. Compliance with design standards as suggested in the Design Guidelines attached to the end of this packet.

9. All projects must be completed by October 1, 2019, unless special arrangements are made and approved by CMGC.

10. CMGC reserves the right to utilize project illustrations and images (prior to and after work is completed) for the purposes of marketing and/or branding..

IV. ELIGIBLE ACTIVITIES

Use of grant funds is restricted to eligible improvements to the exterior of buildings/structures. Eligible activities are listed below. Because it is likely that façade improvement requests will exceed the available funds, activities have been categorized as either High Priority or Low Priority. In general, CMGC will seek to fund High Priority activities before providing assistance for Low Priority activities.

Eligible Activities – High Priority:

- Signage (*The Design Guidelines strongly encourage perpendicular signage. See the Design Guidelines attached to the end of this packet for additional information.*)
- Awnings
- Storefront Improvements
- Restoration of original/historical windows, doors, and trim where possible
- Repair or replacement of windows, doors, and trim
- Cleaning and/or painting of wood surfaces
- Cleaning and/or repointing of surface brick or stone
- Re-painting of brick, stone or cement
- Removing paint from brick or stone
- Exterior lighting
- Removal of “modernization” efforts and/or inappropriate non-historic alterations/additions
- Murals and Art & Design Elements
- Improvements visible from the Concourse parking area

Eligible Activities – Low Priority:

- Cleaning and repair or installation of approved siding
- Roofing visible from street-level
- Removal or repair of fire escapes
- Landscaping
- Screening for trash receptacles
- Security cameras
- Outdoor seating
- Interior lighting

Ineligible Activities:

- Purchase of commercial property/equipment
- New construction
- Renovations started prior to approval for grant

V. APPLICATION PROCESS & TIMELINE

1. ***To apply for a Façade & Building Improvement Grant, fill out the attached form and return it to the CMGC office by March 1, 2019.*** Please be sure to include any available drawings and descriptive information on the design of the project and products to be used. You must also provide both material and labor cost estimates for each item. (See the attached form for more details).

2. Community Development Block Grant (CDBG) funds originate from the federal government. As a result, there are requirements for historic preservation reviews and CDBG environmental clearance as well as possible labor standards compliance. Please see Sections VII and VIII of these guidelines for further details. CMGC will work with you to make this process as easy as possible.
3. The Façade Improvement Grant Selection Committee will review and score each application and will make announcements of awards on March 8th (2019).
4. Successful applicants may begin improvements any time after receiving official grant award notification. ***No improvements begun prior to award notification and CDBG environmental clearance (if applicable) will be eligible for reimbursement.***
5. Upon completion of a Façade Improvement Grant project, the business/property owner shall submit paid bills/invoices for the work to CMGC. CMGC will then perform an inspection to determine that the work was completed in accordance with the original grant application and cost estimates.
6. Reimbursement will be processed within 2-4 weeks upon satisfactory inspection.

PLEASE NOTE: The amount of grant fund reimbursement shall be up to 50% of the actual total UNLESS the actual total is greater than the estimated total, in which case the grant fund reimbursement shall be up to 50% of the estimated total.

VI. SELECTION CRITERIA

Mandatory Criteria

FBIGP Applicant Checklist (Incomplete applications will not be scored):	
___	Attended FBIGP Workshop or CMGC Project Scoping Meeting
___	Completed FBIGP Grant Application Form (and any available photos, design sketches, &/or cost estimates)
___	Completed FBIGP Budget Form
___	Signed FBIGP Applicant Agreement and Disclosure Statement
___	Comply with the Required FBIGP Program and Design Guidelines

Scored Criteria

Each Façade and Building Improvement Grant Program application will be scored according to the following criteria:

01. Compliance with the Suggested Design Guidelines *(15 points)*
02. Potential impact on the attractiveness of the building/business *(15 points)*
03. Priority of eligible activity *(20 points)*
04. Potential impact on the attractiveness of the downtown streetscape as a whole *(25 points)*
05. Financial feasibility *(10 points)*
06. Long-term value/viability/project endurance *(15 points)*

CMGC anticipates that there will be more demand than available funds. Funding will be provided to those applications receiving the overall highest scores until the grant fund is exhausted. The Façade and Building Improvement Grant Selection Committee reserves the right to deny funding to any applicant who does not comply with the required or suggested design guidelines. Should there be a lack of qualified applications, all remaining grant funds may not be awarded.

Required Design Guidelines

1. Planned improvements must preserve the architectural integrity of the building and adhere, where possible, to the original design of the façade.
2. Only appropriate means of cleaning buildings will receive funding. Sandblasting of historic buildings is inappropriate due to its destructive nature.
3. Vinyl and aluminum siding are inappropriate materials for covering historic structures and the use of those and similar inappropriate façade coverings will not be funded.

Suggested Design Guidelines

Please refer to the *Design Guidelines* section of this packet for recommendations.

Call Central Maine Growth Council at 207-680-7300 for more specific information.

VII. HISTORIC PRESERVATION

Since this project at times may utilize CDBG Community Enterprise Grant funds, which originate from the federal government, all potential façade recipient buildings and proposed scopes of work using funds from this grant must be reviewed by the Maine Historic Preservation Commission (MHPC) pursuant to Section 106 of the National Historic Preservation Act. The purpose of the review is to determine the effect of the proposed façade improvements on cultural resources listed in or potentially eligible for listing in the National Register of Historic Places. In general, buildings that are more than 50 years old are reviewed more carefully. If the MHPC determines that a building is potentially eligible for listing in the National Register of Historic Places, the MHPC would scrutinize the proposed work to see if the work would change the historic character of the building, and they could require changes in the scope of work. As mentioned above, however, the façade program will be retaining a certified design professional to assist with this process in order to reduce the burden on the business/property owner and to minimize the likelihood of MHPC requiring changes.

VIII. FEDERAL FUNDING & LABOR STANDARDS COMPLIANCE

Federal Labor Standards are statutory provisions dealing with construction projects, including façade improvements that receive federal funds such as the CDBG Community Enterprise funds. Contracts in excess of \$2,000 which employ craftsmen, mechanics and/or laborers for construction related activities shall contain provisions with respect to minimum wages and fringe benefits set by the federal Department of Labor, also known as Davis-Bacon wages. In general, if grant funds are used solely to purchase materials and/or for contracts less than \$2,000, the federal labor standards may not apply. If it appears that labor standards may be applicable, Central Maine

Growth Council will provide assistance in planning the use of labor and materials so that any compliance requirements can be kept to a minimum.

IX. AMENDMENT

With the use of the FBIGP Funding, program guidelines and eligibility may be amended upon final approval of the FBIGP Advisory Committee. All amendments to program guidelines and eligibility shall be pursuant to all state and federal regulations, which may apply to activities covered by this program.



2019 Façade & Building Improvement Grant Program

DESIGN GUIDELINES

CENTRAL MAINE GROWTH COUNCIL

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2019 Façade & Building Improvement Grant Program Overview

The goal of the FBIP Design Guidelines¹ is to preserve and enhance the facades of buildings in Waterville's downtown area so that all generations will be able to stroll downtown as their ancestors did and look around and appreciate the magnificent creativity and skill showcased in the design of our beautiful buildings. By making small changes over time, we can restore the buildings to their original grandeur.

The Design guidelines are intended to be used as a tool to:

- Accomplish the overall desired effect of an inviting downtown
- Improve the quality and value of property owners' buildings
- Assist property owners in judging the acceptability of any proposed changes to the designs of their buildings
- Assist builders and designers in preserving the unique characteristics of downtown buildings

These Design Guidelines only serve as a recommendation to unify the historic character in downtown Waterville, not to stifle creativity or individuality. The program encourages businesses and property owners to be creative while thinking about how their renovated and improved buildings will complement their neighbors and raise the quality of Main Street. Call *Central Maine Growth Council* for any questions or concerns about these guidelines at 207-680-7300.

Structural Design Elements

Storefronts

All commercial architectural styles break down into the same basic components: the bulkhead or kickplate area, display windows and entrance (sometimes includes transoms), the storefront cornice, upper façade, and decorative cornice. Proper design must address all these components in planning for a successful renovation or rehabilitation.

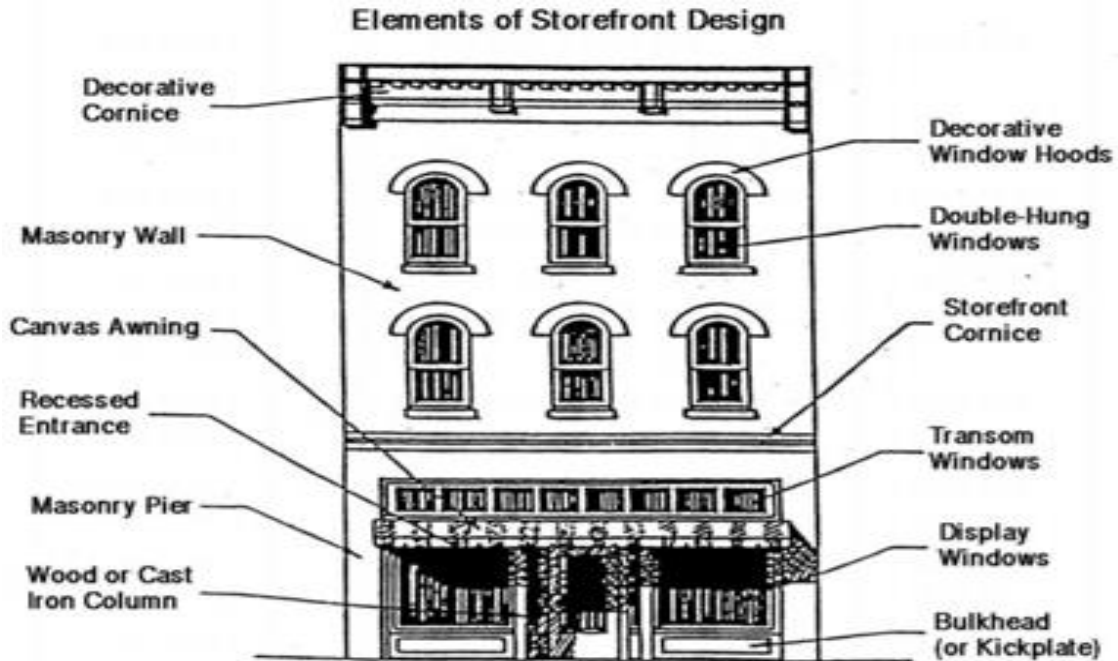
Kickplate or Bulkhead

The original kickplate material should be retained, maintained or uncovered. It usually consisted of wood panels, marble or tile.

Transom Windows

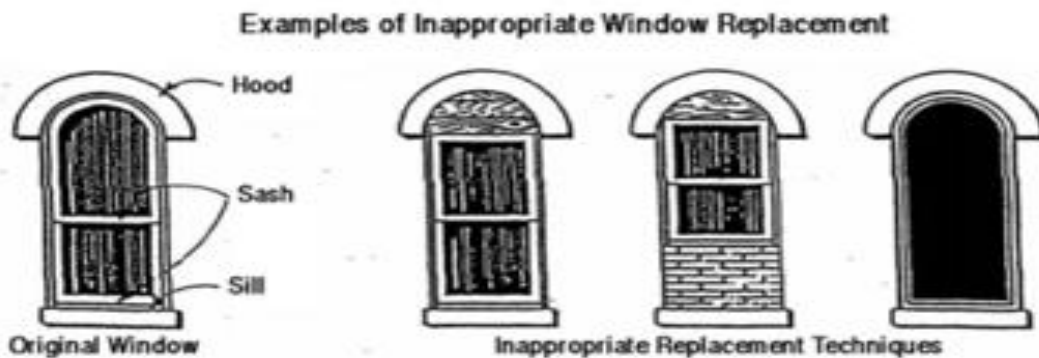
Transom windows were smaller windows above the display windows that functioned as early energy savers, allowing daylight to enter deep into the interior space. Transom windows should be preserved and restored whenever possible.

¹ Elements of the FBIP design guidelines have been adapted from Waterville Main Street Design Guidelines façade improvement grant program from 2009-10.



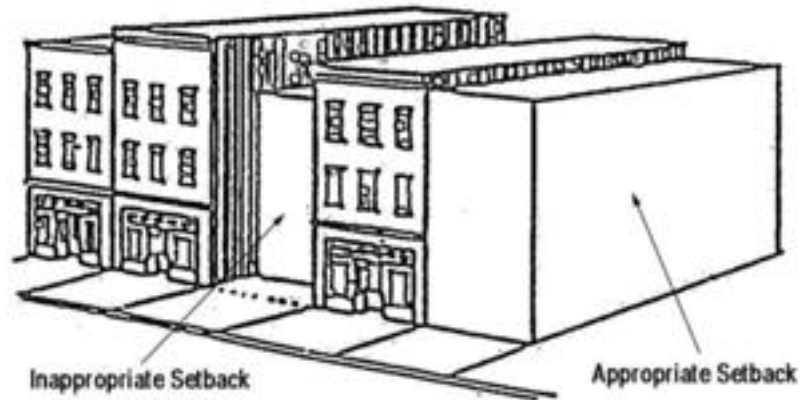
Windows and Doorways

- The size, spacing and shape of window openings should be similar among neighboring buildings. See “Form, Proportion, Rhythm and Setback” section below.
- The ideal storefront configuration should include storefront display window areas at ground level with an entryway recessed from the sidewalk. The recessed entrance not only provides shelter and additional display space, but also emphasizes the entrance.
- The ground level display windows should be 75-80% of the front of the first floor’s face.
- Windows should always be replaced in accordance with the original size, shape and design. See the figure below for examples of inappropriate window replacement.
- The display window should rest on some form of a bulkhead.
- Upper story windows should be of the double-hung variety.
- Entryway doors should incorporate glass.
- Windows and doors should be recessed into walls and not flush mounted.



Rear Entrances and Views

- The rear entrances of buildings are oftentimes as important as the front entrances. Many buildings in downtown Waterville are accessed from the rear.
- The rear façade should be clean and well maintained and present a welcoming appearance.
- Rear entrances should be designed and maintained with the same sensitivity as front entrances.
- A small sign, display window, and planter boxes can significantly improve the appearance of rear entrances.



Roof Forms

Unlike residential buildings, the roof styles along Downtown Waterville are flat, hidden by extensions of the front wall. If the extension is low, it is called a “parapet” or if it is high above the roof plane, it is known as a false front.



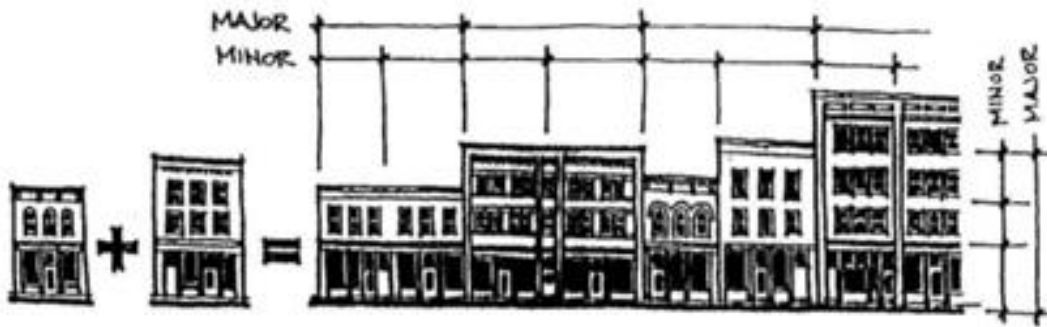
The tops of these walls were often decorated with cornices or decorative details as seen in the picture above.

- Avoid sloped or residential-type roofs.
- Bring back the front wall hiding the roof plane and use decorative details that are sensitive to the historic architecture of the building.

Form, Proportion, Rhythm and Setback

Form, proportion, rhythm, and setback refer to the way that a group of buildings look together. It is important to provide continuity in order to set the tone for the entire streetscape.

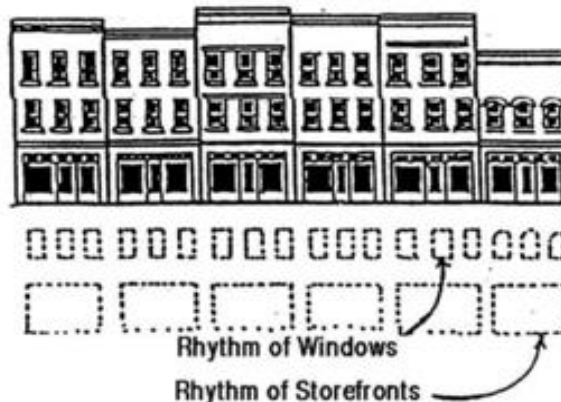
- Develop compatibility within the building and with your neighbors without sacrificing the uniqueness of Waterville’s downtown.
- New and rehabilitation construction projects should conform to the existing buildings and structures.
- Consider the proportions, width, height, setbacks of adjoining and surrounding buildings and structures.
- Maintain the alignment of facades along the sidewalk, as well as the rhythm of windows and storefronts.



The above picture demonstrates major and minor horizontal and vertical rhythms.

Proportion of Openings

The figure below demonstrates a series of buildings in which the spacing, size and shape of the windows, both upper and street level openings, are similar from building to building. This rhythm should be observed and maintained among neighboring buildings. The figure also illustrates storefronts’ larger street level openings for pedestrians to have a better view of the merchandise. Maintain this proportion and spacing of openings.



Horizontal Rhythms

A band division can be seen between the storefront and upper facades of the buildings. This may be the awnings, or alignment of windows and window sills. Maintain a clear visual division between the street level and upper floors.

Awnings are encouraged to create a shared streetscape versus a broken affect. See the “Awnings” section below.

Also note the horizontal sign band that occurs above the storefronts called the transom. Business and property owners are encouraged to respect this horizontal rhythm and locate signage within the transom whenever possible. This issue is further discussed in the “Building Accents: Signs” section of this document.



MATERIALS & COLOR

Property and business owners undertaking new construction and rehabilitation projects in the downtown area should give consideration to the types of materials that would have been used in the late 1800’s and early 1900’s. The following lists offer suggested uses of materials for specific purposes.

Desirable Materials

- Fieldstone or random rubble foundations appearance above grade
- Brick masonry (red face) exterior walls
- Cast, molded or formed metal hardware for doors and sign brackets
- Weather resistant woods for bulkheads and framing
- Fiberglass replications (cornices and lattice work)
- Detailed replications (bulkheads/kickplates)
- Structural glass (for display window rehabilitation)
- Windows and doorways should be encased with trim, and the use of decorative trim is preferred

Undesirable Materials

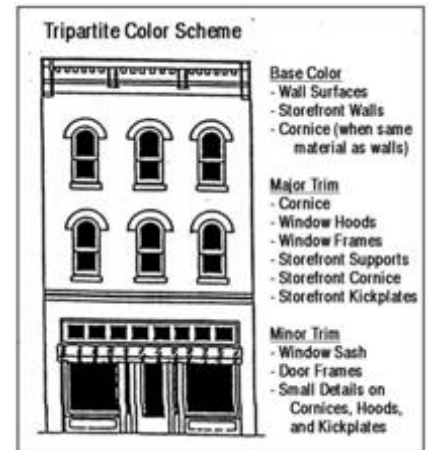
- Vinyl or aluminum siding
- Asphalt, wood or fiberglass bundled shingles
- Structural metal panels
- Corrugated metal panels
- Plywood or plastic sheathing

- Canvas
- Reflective or tinted glass
- Detailed finish exterior insulation systems such as brick-like Dryvit
- Vinyl windows
- Glass block, heavily tinted or mirrored glass, and manufactured sheathing.

Color Palettes

The colors that you select, whether for walls, trim, signs or awnings, should not clash with neighboring buildings. Many of our local hardware stores carry samples of historic colors. Avoid the intense hues of a color and avoid using more than one vivid color per building. Contrasting colors which accent architectural details and entrances are encouraged. While the colors listed below are encouraged, additional color palettes may also be appropriate. (See the Tripartite Color Scheme figure above.)

- Colors of Deep Reds, Browns, Grays and Deep Greens for Walls
- Colors of Green, White, Creams, and Grays for Trim.



BUILDING ACCENTS

Signs

Signs can go a long way toward enhancing the attractiveness of downtown. The most common types of signs found on downtown establishments are *flush mounted, hanging, and window signs*.

Flush mounted signs are signboards or individual die-cut letters placed on the face of the building. Many downtown buildings have a recess or horizontal molded band designed to accommodate the sign. Central Maine Growth Council strongly encourages business and property owners to take advantage of these existing sign bands when mounting new signs.

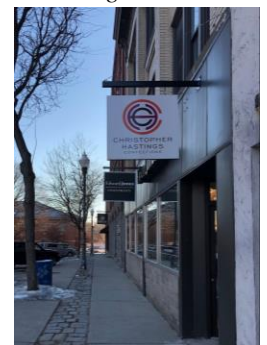
Hanging signs are hung from sidewalk coverings or mounted perpendicular to the sidewalk. These signs are the most visible to both pedestrian and vehicular traffic.

Window signs are also pedestrian oriented. They are commonly designed so that the majority of a display area is open for pedestrian window-shopping.

Icon or graphic signs are the oldest type of commercial sign. They are a type of sign that illustrate by their shape the nature of the business within. They are the easiest signs to read and are well suited for both vehicular and pedestrian traffic.



ex. Flush mounted sign



ex. Hanging signs



ex. Window sign

General Sign Guidelines

- Each sign (including the mounting framework) should complement the building on which it is placed in style, color, and material. Buildings with a recognizable style, such as Greek Revival, Victorian, Art-deco, et al., should use signage of the same style. This can be done through the use of similar decorative features such as columns or brackets.
- The size of the sign and its letters should be in proportion to the building and the neighboring structures and signs.
- Signs should set the tone for what the consumer may expect inside and add to the community image as a whole.
- Signs should provide information simply and legibly, and should be limited to advertising the name of a business and its main goods and services.
- All signs must comply with the City of Waterville sign ordinance. The relevant section of the ordinance appears at the end of this document. A copy of the complete ordinance can be obtained by calling CMGC.

Sign Materials

- All signs should be made from durable materials.
- Downtown businesses and property owners are encouraged to use sandblasted, carved, or painted signs of traditional materials, such as wood, metal, stone, or brick. The use of resin or composite materials that give the appearance of traditional materials may also be used as appropriate.
- Plastic, vinyl, digital or electronic, and commercially supplied internally lit signs are generally discouraged.
- Signs may be lighted with overhead incandescent lights with simple metal spun lamp shades in colors and materials that complement the building.

Sign Mounting and Placement

- The use of perpendicular signage is strongly encouraged as it is more likely to catch the attention of both pedestrian and vehicular traffic.
- Signs should be mounted or erected so they do not obscure the architectural features or openings of a building.
- Downtown property/business owners are encouraged to take advantage of pre-existing sign bands on the transom.
- Signs may not be located in the right-of-way, except for sandwich board signs.
- No sign or portion of a sign shall extend above the cornice line at the top of the building face. Roof top signs are prohibited.

Awnings

Provided that they are selected with care, awnings can create an inviting pedestrian feel to the downtown area. Awnings may be retractable or of fixed design, complimenting the features of the building. Internally illuminated fluorescent awnings should be avoided as they are more appropriate to a large city than downtown Waterville.

General Awning Guidelines

- The color of the awning should complement both your own and neighboring buildings and signs in terms of both style and color.
- Awning shapes should relate to the shape of the façade's architectural elements. The use of traditionally shaped awnings is encouraged when appropriate.
- Canvas and fire-resistant acrylic are preferred awning materials. The following are discouraged: use of metal, plastic, or fiberglass awnings or awnings with "stock" national trademarks.
- The impact of the shaded area on window displays may require interior lighting to be adjusted.



City of Waterville Sign Ordinance

CMGC expects all work completed under the FBIGP to be fully compliant with all City of Waterville code and property ordinances.

Following is the relevant section of the City of Waterville sign ordinance². For a copy of the complete ordinance, please contact CMGC.

[Zoning Ordinance - 4.3.26. Sign Regulations. As amended: March 21, 2017](#)

4.3.26.B Signs in commercial and industrial zones.

4.3.26.B (1) Free-standing signs advertising goods or services offered on the premises of a conforming business may be built in, or extend into, a required setback. The advertising space of such signs shall not exceed twelve (12) feet in height or twenty-five (25) feet in length. No more than three (3) advertising signs, having a combined area of less than three hundred (300) square feet, may be erected per one hundred (100) feet of road frontage. Both sides of such signs may be used for advertising.

4.3.26.B(2) No more than twenty (20) percent of a wall can be devoted to advertising. Signs attached to a wall shall not project above the roof or parapet line or extend beyond the wall line.

4.3.26.B(3) Total area of roof signs shall not be more than twenty (20) percent of the area of the wall directly in line with the face of the sign. Diagonal signs on roofs shall be limited to twenty (20) percent of the area of the smaller wall.

² City ordinances are subject to review and change.

4.3.26.B(4) Existing nonconforming businesses shall be permitted to have signs with the size and lighting subject to the approval of the code enforcement officer. 4.3.26.B(5) Changeable signs.

4.3.26.B(5)(a) Where not otherwise controlled by the Maine Department of Transportation, the messages displayed on on-premises changeable signs in commercial and industrial zones may change as frequently as every five (5) seconds and no faster.

4.3.26.B(5)(b) Signs may not flash but may display continuous streaming of information or video animation.

4.3.26.B(5)(c) The display may comprise no more than 50% of the surface area of a changeable sign.

4.3.26.B(5)(d) No more than one changeable sign with 2 sides is allowed per lot of record.

4.3.26.B(5)(e) Changeable signs may not be located such that the message is readable from a controlled access highway or ramp.

4.3.26.B(5)(f) The highest point of the display of a changeable sign may not exceed a height of 25 feet above either the centerline of the nearest public way or actual ground level adjacent to the sign, whichever is lower.

4.3.26.B(5)(g) The size, intensity of illumination, and acceptable rate of change between the time display and the temperature display of a time and temperature sign must comply with rules, policies, or guidelines adopted by the Maine Department of Transportation.

U.S. SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION

While the U.S Secretary of Interior's Standards for Rehabilitation only apply to buildings listed or eligible for listing on the National Register of Historic Places, they serve as excellent guidelines for rehabilitation of all buildings in our downtown district.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical elements from other buildings shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterized the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

GLOSSARY OF TERMS

Adaptive Re-use – Improvements made to a building that render the structure suitable for a purpose of which it was not originally intended. For example, an old school building redesigned and used for senior housing, or an old mill renovated as a conference center and hotel facility.

Architectural Integrity – Refers to staying true to the original style in which the building was designed. Additions should be complementary to the architectural style of the original building, but be readily apparent to public view.

Awning – A retractable or permanently affixed device on a storefront or over building entrances or windows in order to provide shelter from light or the elements.

Bulkhead/Kickplate – The wood or metal panel located beneath the display window in a typical storefront.

Canopy – A flat metal and/or wood structure used to shelter pedestrians on the sidewalk that projects out from a storefront at a right angle, and is usually suspended with chains or rods.

Clerestory – A band of windows located at the top of a storefront that allows natural light to enter the store.

Cornice – A projecting molding that crowns the top of a storefront or façade.

Double Hung Windows – A window with two sashes that slide up and down.

Façade – The front face of a building.

Lintel – A horizontal structural element over a window or door opening which supports the wall above.

Parapet – The portion of the wall of a façade that extends above the roof line.

Pediment – A triangular or segmental-curved gable.

Sash – A frame designed to hold the glass in a window.

Sign Board/Fascia – A horizontal panel either of wood or an inset in a brick wall located immediately below the cornice. It is usually an ideal location to place a sign.

Storefront – The first story of a façade of a commercial building, usually having display windows.

Transom Window – A small horizontal window located above a door or display window.

Window Hood – An exterior projecting molding on the top of a window, located in the upper façade.