

**FAÇADE IMPROVEMENT GUIDE FOR:  
THE TOWN OF SPRING LAKE, NORTH CAROLINA**

## Purpose

## Intent

## Storefronts and Facades

- Scale
- Proportion
- Height and Width



## Facade Enhancements

- Potential Enhancements
- Color
- Awnings and Canopies
- Windows
  - Window Displays
- Signage
  - Sign Design and Installation
  - Location
  - Size
  - Shape
  - Sign Color
  - Lighting
- Accent Lighting
- Doors



## Maintenance and Restoration

- Masonry
- Wood
- Metals
- Paint
- Screening



# Façade Improvements Guide

## Purpose

The proposed streetscape improvements for the downtown area of The Town of Spring Lake, include new curb and gutter, sidewalks, curb ramps, street lighting, way-finding signage, and landscaping. It is also recommended that property owners and businesses located along Main Street, Downtown refer to the “Façade Improvement Guide” for advice and direction on ways to enhance their buildings appearance. The recommended style for downtown should be both modern and culturally diverse. Streetscape elements such as benches, street lights, sign poles, and landscaping should not be limited to traditional styles often found in other North Carolina downtowns but instead reflect modern lines commonly associated with mid-century(1950's-60's) design. The use of metal and glass, clean lines and modern fonts (signage) are appropriate elements that typify the mid-century motif.

The Town, has expressed a goal of encouraging international cuisine establishments to move into available space on North Main Street. Restaurants and other shops should be encouraged to maintain attractive and vibrant building facades that emphasize their cultural uniqueness. It is hoped that such diversity will become the overriding theme that characterizes Downtown Spring Lakes brand to residents and visitors.



# Façade Improvements Guide

## Intent

The creation of this document represents the initial effort taken by the Town of Spring Lake to enhance the attractiveness and economic potential of the businesses within the Downtown area. It is the intent of this document to establish clear and understandable façade improvement guidelines which business owners and investors can use to improve the physical appearance of their businesses. It is hoped that such improvements will increase output and economic success throughout downtown.

The guidelines within this document are indexed into three primary categories:

**Storefronts and Facades:** a guide to the basic features and elements in the design of a storefront and facade focusing on:

- Scale
- Proportion
- Height and Width

**Facade Enhancements:** a review of elements such as:

- Potential Enhancements
- Color
- Awnings and Canopies
- Windows
- Signage
- Accent Lighting
- Doors

**Maintenance and Restoration:** a detailed review of common mid-twentieth century exterior materials and how they can be properly restored and maintained.

Consider the particular question that has prompted an examination of these Guidelines. A particular repair or maintenance problem may begin with



# Façade Improvements Guide

the “Maintenance and Restoration” section. Looking for suggestions on how to handle design and locate a new sign or plan a paint color scheme? See “Façade Enhancements.” Searching for more general information on how to set up an attractive storefront? Begin with “Storefronts and Façades.” Remember that all of the parts of a façade and storefront work together as a system to create a final design. While specific questions can be answered by searching only parts of these Guidelines, the overall success of a rehabilitation, repair, or new construction project is best undertaken with an examination of the full scope of recommendations in these Guidelines.

There are numerous other sources of valuable information and advice, often provided free-of-charge, that can assist in the development of a project. See local business listings or perform a search the internet for related contractors in the area.



## Storefronts and Façades

Storefronts and facades in Downtown Spring Lake range from mainly 1950's-1960's era, brick masonry buildings with large glazed display windows to contemporary concrete block buildings with large street facing display windows.

A number of the masonry facades show signs of past repairs and some appear to be in need of maintenance. Façade signage ranges from elevated signs on posts to window painted lettering.

Typically, facades are capped by a decorative cornice, of decorative masonry, spanning the full width of the facade. The structure usually has a flat roof that is concealed behind the upper cornice by a raised wall called a parapet. There are various architectural features and design techniques that



Example of modern ‘Mid-Century’ facade

# Façade Improvements Guide

many traditional storefronts share including: façade scale and proportion characterized by facade height and width as well as shared construction materials. The type, location, and design of doors and windows are also common among many traditional facades.

Many of the buildings on Main Street reflect post WWII, mid-twentieth century architecture and design standards. The preservation of these mid-century commercial downtown buildings can be complicated by both their familiarity and their incongruity. Unfortunately, many architectural examples from the 1950's and 60's are often ignored by preservation efforts because they are often unappreciated historical resources. Yet these buildings reflect important developments in style, design, economics, and technology that swept across a newly consumer-oriented America in the mid-century and therefore

## Traditional Storefront Façade Diagram

### LIGHTING

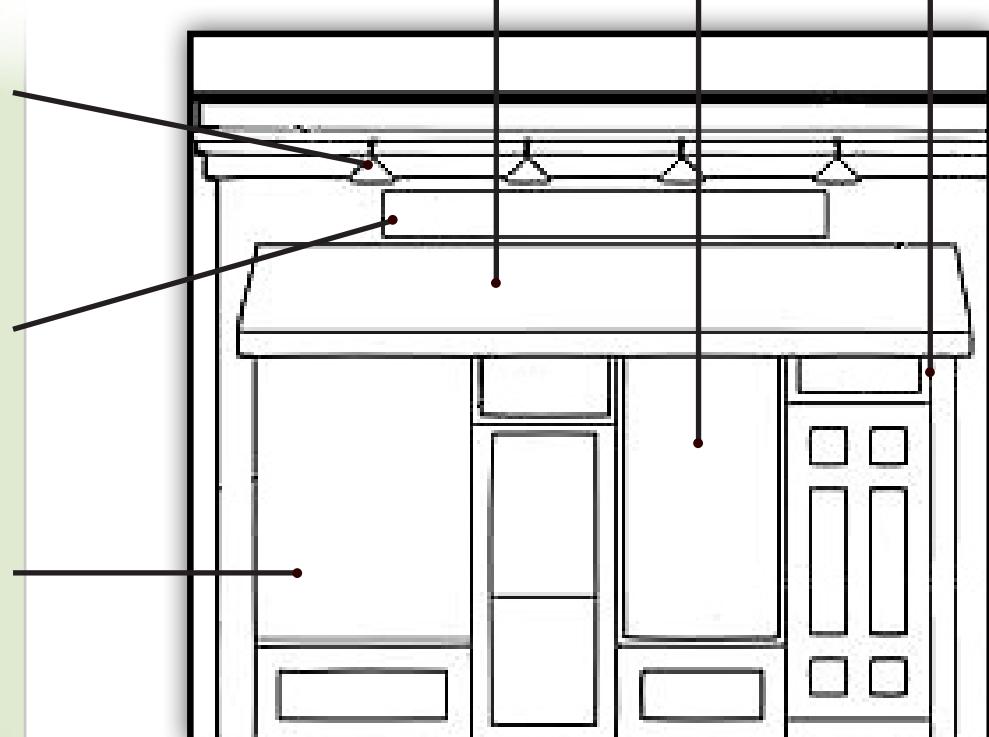
Use subtle gooseneck lights to illuminate signs and building features.

### SIGN

Keep sign wording simple and clear. Use consistent lettering and limit the number of colors used to two or three.

### WINDOWS

Do not block windows with signs, lettering or other materials.



### AWNING

Use durable fabric or canvas awnings. Avoid vinyl waterfall awnings, which deteriorate quickly.

### STREET NUMBER

Make street number easy to read and locate over entrance to help customers find you.

### DISPLAY WINDOW

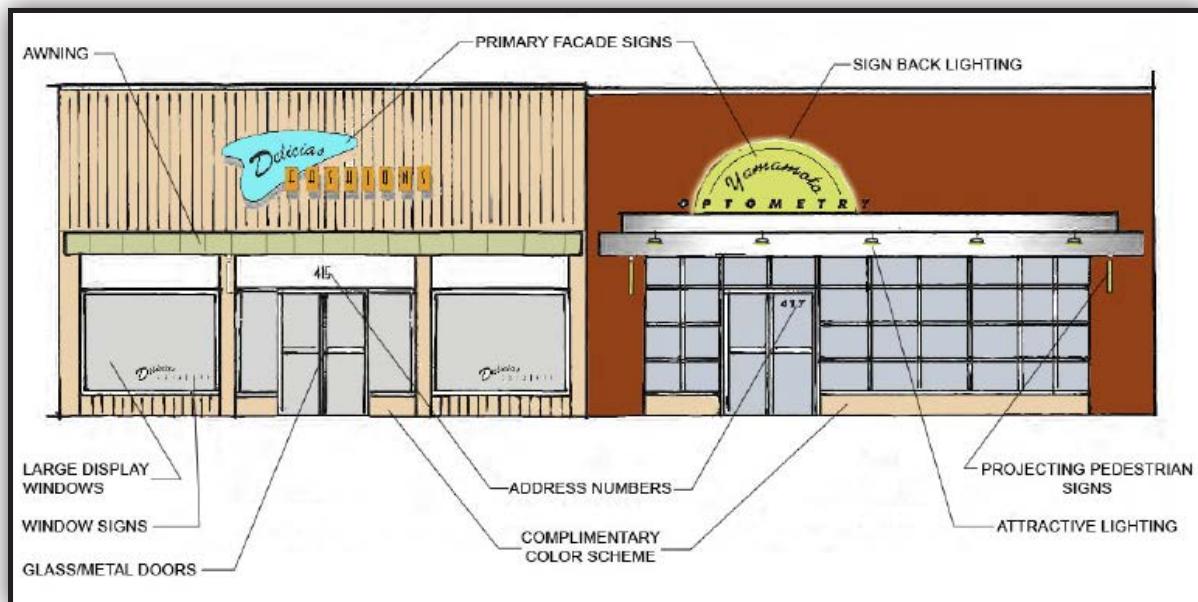
Make an excellent window display the centerpiece of your storefront. Avoid blocking display with signs.

# Façade Improvements Guide

are now beginning to get the repairs and restorations they deserve. Many buildings in Downtown Spring Lake fall into the ‘**Mid-Century**’ period. One bright side to this more modern downtown façade is the ability to utilize new modern materials and products when making repairs and design decisions.

This “Mid-Century” architectural aesthetic will serve as the over-riding theme for renovating Downtown Spring Lake. Future downtown façade renovation improvements should seek to follow the recommendations found in this guide. New construction should compliment the mid-century theme as described within this document. Important aspects of façade aesthetics that should always be considered when renovating existing buildings or designing for new construction should include:

- Scale
- Proportion
- Height and Width



Typical Mid-Century Façade Elements

# Facade Improvements Guide

## Scale

Human scale can be defined as the proportional relationship of the physical environment (buildings, trees, parking lots, streets, etc.) to human dimensions. Traditional storefronts are characterized by a facade of significant size at the street front (often made purposely taller with an extended parapet), creating a special “presence” along the public street.

FRONT ELEVATION



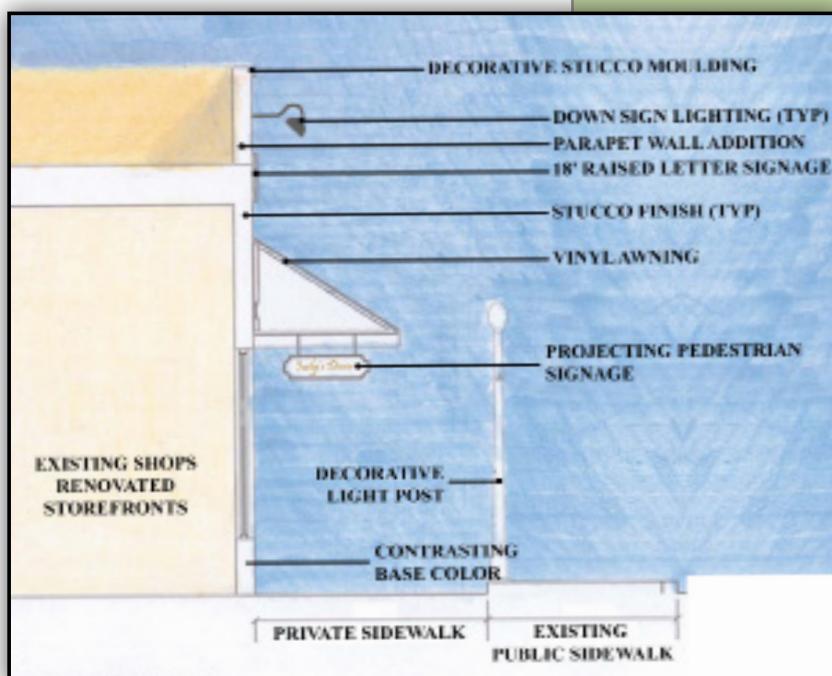
## Proportion

Proportion is the relationship of the size of a part with its relative whole and in traditional storefront facades is characterized by a harmony among all of the parts. Some examples of characteristics of well-proportioned facades include the relative size of window openings, doors and other recesses to the wall area, the relationship of the height of an awning to the height of the opening that it covers, or the width of a masonry pier compared to its height.

## Height and Width

Facade height and width vary from store to store.

SIDE ELEVATION



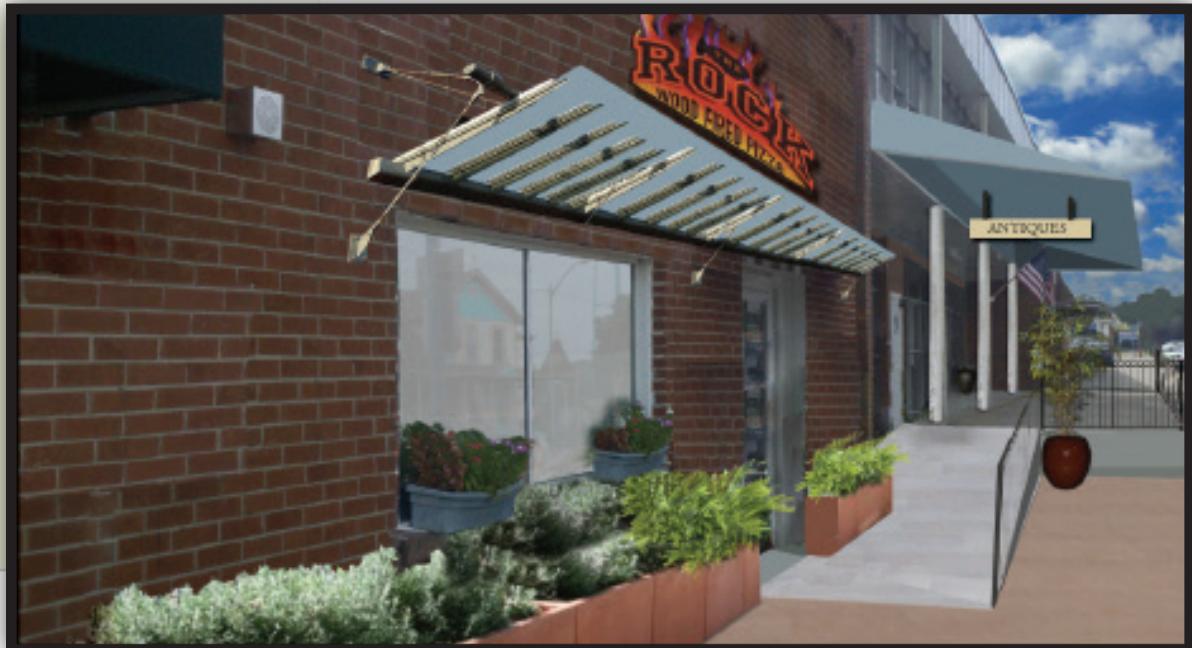
# Façade Improvements Guide

## Potential Enhancements



Existing Conditions

Potential Enhancements



- Modern Awning
- Vibrant Sign
- Decorative planters
- Concrete Repair
- Accessibility Ramp with railing

# Façade Improvements Guide

## Potential Enhancements

Existing Conditions



Potential Enhancements



- Decorative planters
- Concrete Repair
- Pedestrian seating
- Projecting Pedestrian Signs
- Improved Lighting
- Parapet

# Façade Improvements Guide

## Color

The use of color in the form of paint or awning fabric or other decorative treatment is an important element that can improve the architectural vitality of a structure and reinforce its character. The application of paint is also a practical matter in providing a protective coating on surfaces to retard deterioration and preserve structural members. See "Paint" section of these guidelines for further information on this important topic.

Architectural features of older structures, particularly moldings and other detail work can be enhanced by careful selection of paint colors. An exploration of the original paint colors of the building can often be useful in establishing an overall color scheme. A design professional can be employed to determine original paint colors through a process of obtaining paint color chips from building surfaces and investigating the exact color of the original paint through microscopic analysis. Another effective, but less costly method of determining original paint colors is to explore areas of the facade where modern-day improvements have been added. Often by removing a piece of contemporary molding or trim, an original paint color can be found on an otherwise hidden surface.

Lacking any sort of paint surface analysis it is still possible to develop an attractive palette of colors for repainting wood and metal surfaces. An overall color scheme should be developed that uses soft, neutral colors for broad expansive surfaces such as wood panels and bright colors for accent work on moldings and trim.



The illustration above indicates the importance of using complementary colors. Colors of neighboring facades should complement one another. Investigate what different color combinations work together.

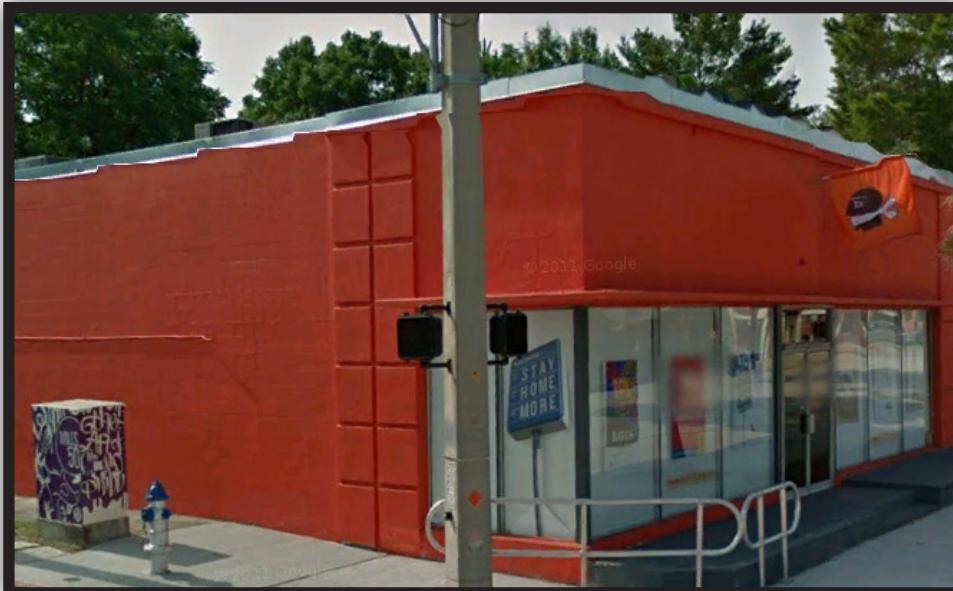
# Façade Improvements Guide

## Recommended

- Use paint colors to accentuate architectural details following the general guidelines noted above. Consultation with a design professional such as an architect or an architectural historian can be helpful selecting colors.
- Consider the orientation of your building. Structures that face south or west receive full sunlight for most of the day and appear “warmer” than those facing east or north. This may influence your color selection.
- Work with neighboring building owners to avoid clashing color combinations.

## Not Recommended

- Avoid using loud, garish, or awkwardly combined colors.
- Avoid overly bright, glaring colors on broad, expansive surfaces.



While bold colors can standout and make a statement, they can also promote an unattractive streetscape by potentially clashing with adjacent facades.

# Façade Improvements Guide

## Awnings and Canopies

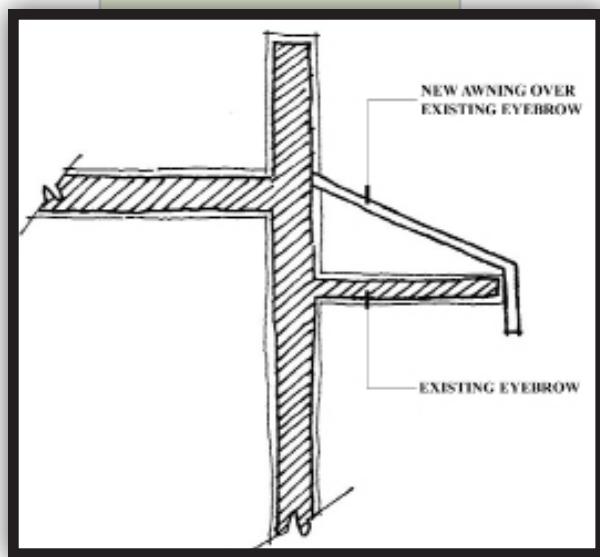
Retractable fabric awnings were often used in mid-century to shade shop windows. However, fixed awnings or canopies were popular too. Some storefronts were shaded by fixed aluminum awnings.



Awnings are an attractive and practical façade improvement. The color of an awning can be used to complement the overall color scheme of a building and the awning's shape and size can enhance a good sense of proportion in the façade. From a practical standpoint, awnings can provide protection to pedestrians from the elements and shade glass surfaces from sunlight, saving energy costs for cooling. Conversely, retractable awnings can be folded to allow sunlight to enter in the winter, saving heating costs.

The design of an awning should complement the architectural features of a particular building rather than cover them up. For many mid-twentieth century buildings, an awning can become a significant architectural feature, enhancing an otherwise plainness of the modern façade. The shape of an awning should follow the profile of the top of the opening that it covers, i.e., use square edge awnings at rectangular openings and round topped awnings in arched windows.

Variety of awning style adds visual interest and complexity to the streetscape.



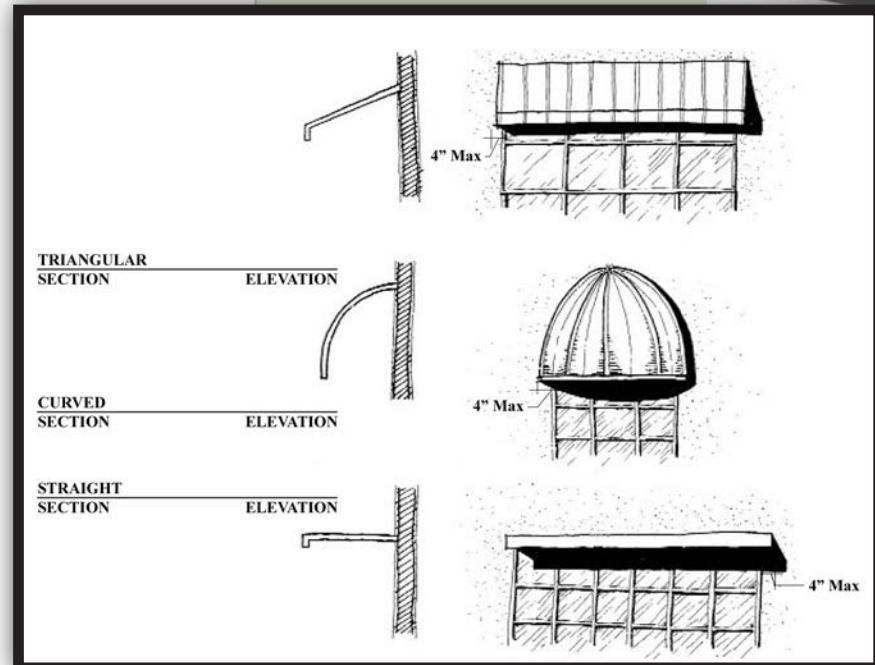
# Facade Improvements Guide

Awnings may be used as surfaces for advertising through text, color, and/or logos. Use care in selecting awning colors that complement building colors and logos and text in appropriate styles and sizes (see Signs section of these guidelines). The lifespan of an awning can vary widely but is generally 5-12 years. The lifespan of any awning can be increased with proper initial installation and periodic maintenance. Fabric should be tied taught to frames and surfaces should be washed twice yearly with mild detergent and water. It is recommended to retract folding awnings during pending high wind events.

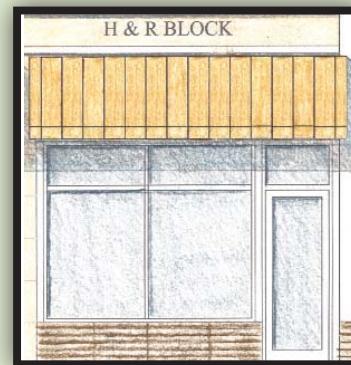
It should be noted that some of the storefronts on Main Street use jutting canopies. It was common in mid-twentieth century storefront design to use jutting canopies to replace traditional fabric awnings. Some were supported by rods, and columns, while other steel and concrete canopies were cantilevered without visible support. They were made of steel, aluminum, concrete or wood. These canopies likewise provided sun screening and also a location for individual letter signs, attached either above, or suspended below the canopy. Although most canopies were rectilinear, some incorporated sweeping curves or sharp angles.

## Recommended

- Use awnings as signs.
- Use awnings that have a simple shape and made of weather resistant materials.
- Consider using retractable awnings for eateries.
- Use awnings to create shaded spaces and shelter in front of a building for shoppers.



**AWNNG TYPE SECTIONS AND ELEVATIONS**



Attractive awning correctly scaled for large display window.

- Use awnings to cool interiors and save energy.
- Use colors that complement and enhance the architectural character as well as complement the surrounding downtown building facades.

# Façade Improvements Guide

## Not Recommended

- Covering architectural details with continuous awnings or oversized awnings.
- Avoid canopies made of wood or asphalt as well as those that do not complement the “Mid-Century” theme of downtown Spring Lake.

## Installation and Maintenance

### Recommended

- Use awnings that are appropriate to the age and character of your façade. Awnings should be well proportioned and of appropriate color and shape, and should be used to enhance architectural details rather than cover them.
- Use awning colors and graphics to enhance your storefront color scheme and as a medium to advertise your business. Façades having many architectural details are enhanced by awnings of simple design and muted colors.
- Plain buildings are improved by unusually shaped awnings with bright colors, trim; stripes, or graphics.
- Maintain awnings with twice yearly cleaning and make immediate repairs to any tears.
- Neglect of repair work can increase damage and soiling.
- Attach awnings to facades with non-corrosive (non-rusting) metal anchors and frames.
- A well-kept awning is a positive attraction to customers. Check N.C. -Building Code, insurance company requirements, and any local (Town of Spring Lake) sign ordinances before proceeding with any awning project.

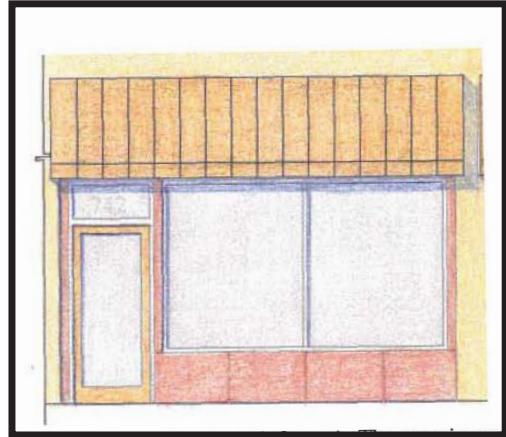


**Existing roof overhangs may serve as alternative to traditional style canopy/awning.**

# Façade Improvements Guide

## Not Recommended

- Poorly designed awnings that do not fit an opening properly, have inappropriate colors, or advertising graphics.
- Neglect of needed repairs.
- Backlighting or internally lighting plastic awnings.
- Applying large signage to the slope portion of the awning.
- Concealing architectural details including transoms, cornices, etc.



## **Windows**

Storefront windows were generally very large sheets of clear plate glass set into narrow wood or metal frames. Both the size and length of storefront glass support a large area for raised display cases, decorative shelving or other product display. In the mid-century asymmetrical display windows and recessed entries provided room for additional display and a small “exterior lobby.” While less common in Downtown this type of recessed entry should be considered “era-appropriate” for future façade construction along Main Street.

**This façade is simple, with the openings well-pronounced. Awning color was selected to match door and building color palette.**

## Recommended

- Whenever possible, retain original windows.
- Replace original windows with same size replacement windows.
- Use large windows providing the maximum amount of visibility into the store. Use transparent glass.
- Clean glass regularly.
- Repair damaged window frames, and maintain existing window frames to prevent future damage. Retain and preserve window sills, lintels and caps.
- Reopen original windows that have been filled in during past renovations. Paint window trim to accent building façade color scheme.

# Façade Improvements Guide

- Maintain transom windows above entrances and storefronts. Replace special transom glazing materials with like materials
- Use windows to display merchandise by using the full extent of the glass. Make the display exciting, neat, fun and original.
- Change the display often to keep the interest of the daily pedestrian. Display small merchandise at the front of the window or at eye level.
- Keep window displays well lit at night and to draw pedestrian's attention.
- Use a timer to turn lighting on and off.

## Not Recommended

- Covering original windows.
- Replacing original windows with aluminum or vinyl windows.
- Reducing or altering the size of original windows.
- Adding aluminum storm windows.
- Use of tinted, opaque or smoked glass.
- Covering glass with too much signage on windows.
- Use of ground floor or upper floor window space for storage.
- Keeping display windows empty.
- Use of flashing lights.
- Framing the display window with neon lighting.
- Use of bright lighting that interferes with streetscape or neighboring buildings.
- Use of lighting fixtures that are not in line with the architectural style and character.



The storefront above has excellent transparency with a low window base and large amounts of clear glass. All signage and clutter is kept free from the display windows



Cluttering window displays with too many signs or disorganized displays that prevent customers and pedestrians from seeing inside the store.

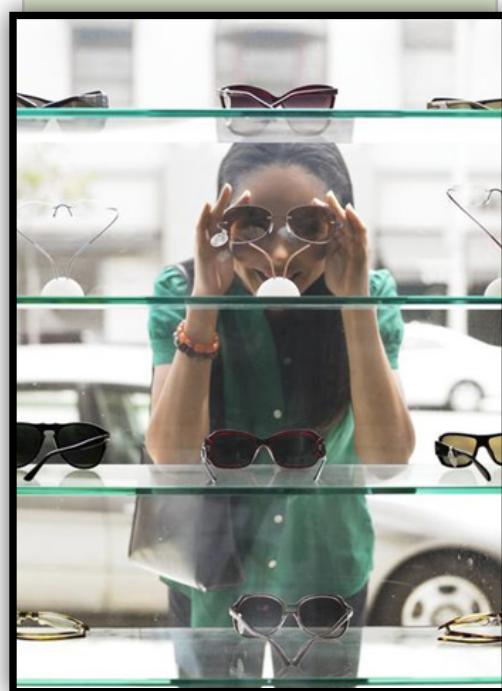
The “open front” of many mid-century downtown facades utilized large sheets of plate glass to open up the interior store to the sidewalk. Perfectly flat and polished, plate glass provided completely clear views into the store. Plate glass could come in pieces as large as 10' by 24.' While traditional replacement “plate” glass may be difficult to source in the United States today, a number of window manufacturers will provide suitable replacement panes.

## Window Displays

Your storefront door and windows are your greatest marketing opportunity worth hundreds of dollars in advertising. They allow those passing by to see your merchandise or service and attract potential customers. The more windows that people may see through the more attention your store will get. Generally, more visibility into the store is more inviting and potential customers will feel more secure. Window displays should be eye catching for the pedestrian because they are inviting. They should not be noticed because they are old, faded, and not well maintained. Take care to keep window displays clear and current rather than cluttered and confusing.

### Recommended

- Restoring or increasing the percentage of transparent glass on a storefront
- Create and maintain eye-catching, well organized, and attractive window displays as a customer marketing tool allowing window display merchandise to be clearly visible and carefully select the type of items to be displayed.
- Locate items where they can be easily seen.
- Provide adequate general illumination or in combination with direct spot lights.



**A good window display will generate good customer interest in your store.**

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- Carefully compose and locate any signage in the window display and use pleasant color combinations.
- Consider background and foreground materials to provide attractive “settings” for merchandise.
- Consider installing storefront doors made of glass to allow for increased visibility where opaque doors are used on Main Street.



Attractive façade with active and welcoming window displays are inviting to potential patrons.

# Façade Improvements Guide

## Not Recommended

- Sealing or closing off existing entrances or windows with any material
- Covering or replacing glass door panels with any opaque substance that lowers visibility
- Avoid cluttered and ill-maintained window displays. Remove old and outdated merchandise that may be faded or is gathering dust.
- Avoid bare light bulbs or fixtures that shine into the customer's vision.



Example of cluttered, ill conceived window display



Window displays should not completely block view of store interior

# Façade Improvements Guide

## Signage

While this section deals primarily with signs that identify a particular business, it is valuable to note that other features of a storefront communicate much to potential customers in the way of “advertising.” For example, a well-designed and well-kept storefront may be seen as an advertisement in itself, drawing new customers by simply appearing as a safe and attractive place to do business. Moreover, a good storefront appearance is an asset to neighboring businesses, helping to stabilize and further appreciate property values.

Signs must be securely anchored to a building façade and building owners should thoroughly investigate the requirements of the North Carolina Building Code and the Town of Spring Lake's sign ordinance before proceeding with any sign project.

In general, signs should not obscure important architectural details. They should align with other signs on the block to maintain the continuity of existing façade features. Signs should be positioned to emphasize special shapes or details of the façade, to draw attention to the shop entrance, or to emphasize a display window.

### Recommended

- Keep signs simple with limited color, and make them easy to read.
- Stay in character with the façade.
- Use pedestrian scaled signs.
- Use professionally fabricated signs made in metal, plastic, glass, stone or wood.
- Incorporate light as part of the design.



**This building incorporates a consistent signage design, which is elegant, simple and non-obtrusive.**



## Not Recommended

- Rooftop or revolving signs.
- Signs that are so large they overwhelm the architecture.
- Signs that cover building features.
- Use of too many signs.
- Using long, complicated messages.
- Attaching paper signs to windows.
- Flashing and or color lights with the signage.



## Sign Design and Installation

The following are principle sign types that are applicable in Downtown:

**A. Wall Signs** – Wall signs are limited in size and defined as projecting less than 15 inches from the building. Wall signs should be positioned within architectural features such as the panels above storefronts, on the transom, or flanking doorways. Wall mounted signs should ideally align with others on the same block.

**B. Projecting Signs** – Projecting sign means a sign attached to a building and extending in whole or in part 15 inches or more horizontally beyond the surface of the building to which it is attached. Projecting signs should be positioned along the first floor level of the façade. Projecting signs may take on their own special shape, or create their own symbol within the overall façade design.

**C. Awnings** – should be used to add visual interest to a building, provide shade, and add variety to the streetscape. They should be positioned to emphasize special shapes or details of the façade, to draw attention to the shop entrances



Examples of modern façade signage

# Façade Improvements Guide

or to emphasize a display window. Awning signs may be illustrated with letters or symbols. An awning sign should be positioned along the first floor level of the façade shall be no less than 8 feet from the sidewalk to the sign. Always consult with Town sign codes.

## Location

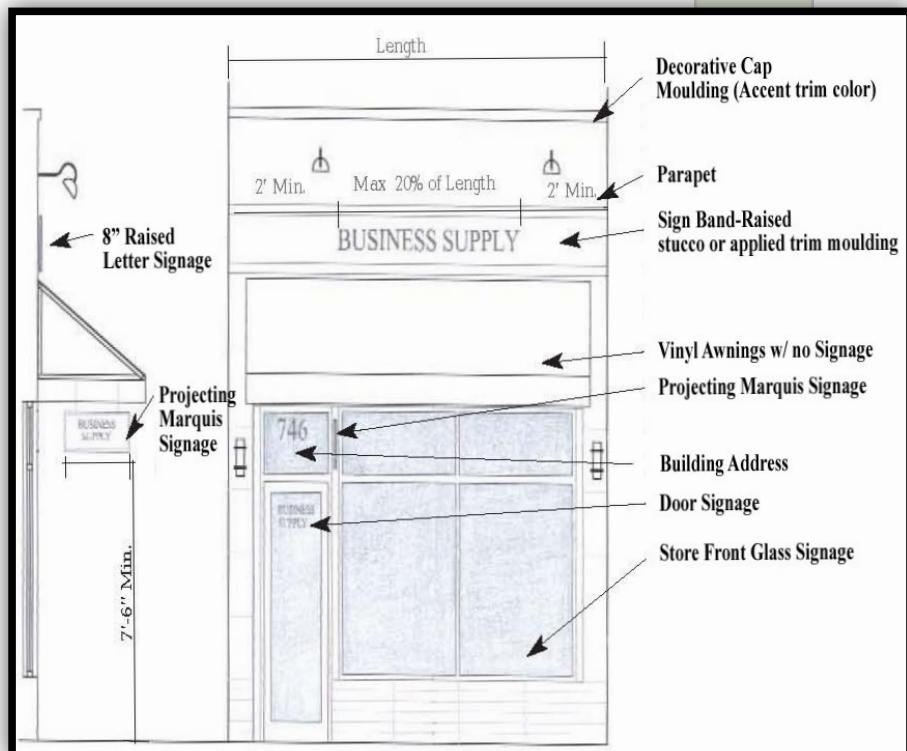
Locate signs to accentuate rather than detract from the architectural features of a storefront. Signs on older structures are most typically located under the low cornice immediately at the top of the first floor storefront or in recessed panels in brick walls.

Other traditional locations include: lettering on doors, windows or transoms. New signs should align with the bays or rhythms of the existing facade. Avoid locating large signs at the very top of a facade. Signs best communicate their message to potential customers at the street level.

## Size

The size of a sign should be cued to its surroundings and supportive of the architectural character of a facade. For example, there is often a well-defined area bordered with brick or wood trim near the first floor cornice that is intended as a sign location, usually this occurs below the cornice and above the top edge of the awning. This wall area may be subdivided into smaller areas and the sign should respect the number of these bays or paneled areas rather than overwhelm or span over the dividers. As noted in the previous paragraph, the sign should be designed to communicate to pedestrians and motorists at street level and therefore does not need to be overly large. The size of a sign should fit the proportions of the overall building and the wall area in which it is located.

### SIGNAGE LOCATION



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## Shape

The design of the shape of a sign should follow the general guidelines noted above for sign size; allow the sign shape to work within the architectural context of a storefront rather than impose an unusual or inappropriate shape. Generally, the below cornice, above-awning signs are rectangular but may be articulated with cut-out corner, edge banding, or other treatments. In this way, the sign continues to fit its location but can be cleverly designed to be unique and attractive.



## Sign Color

Coordinate the color of your sign with the overall color scheme of your facade. The use of colored letters and graphics that contrast with their background is effective but should not “clash” with other colors used as trim accents or on awnings.

Attractive fonts can highlight business signs

## Recommended

- Signs should be integrated into the particular architectural character of the building and neighborhood.
- Signs should be of equal quality of materials, design, and workmanship of surrounding architecture and should be linked to particular building colors and/or materials.
- Signage lighting should be subtle, pedestrian oriented, and not in competition with adjacent illuminated signs.

## Not Recommended

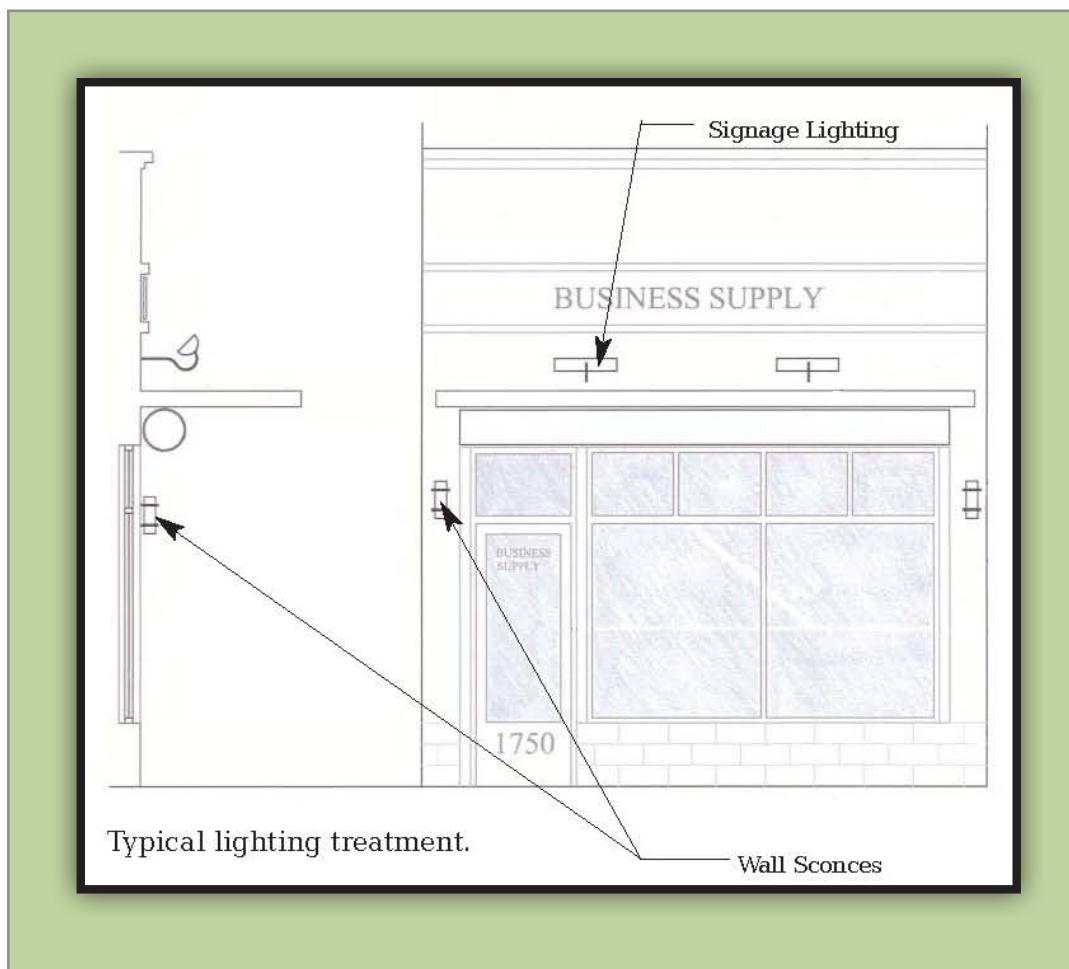
- Avoid violating local sign ordinances and codes
- Covering doorways and windows with signs
- Signage that does not match/complement existing building architecture
- Obstructing views into the store
- Signs that are too big for the building or the location

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## Lighting

Signs on older structures were either unlighted or illuminated by incandescent fixtures that cast light directly onto the sign surface. Do not use internally lit plastic signs or self-illuminated letters. While incandescent bulbs provide good color rendition many modern fluorescent and LED bulbs have been designed to provide economically viable and eco-friendly alternatives. Bulbs should be shielded with protective covers so that lamps are not directly visible. Important aspects that should always be considered when selecting lighting should include:

- Provide well-designed architectural and landscape lighting.



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- All exterior lighting (building and landscape) should be integrated with the building design, create a sense of safety, encourage pedestrian activity after dark and support pedestrian use of Main Street night-life.
- Lighting improvements should contribute to the night-time experience, including façade up-lighting, sign and display window illumination, landscape, and streetscape lighting.
- Architectural lighting should relate to the pedestrian and accentuate any significant architectural features of the façade.
- Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.
- Exterior lighting shall be shielded to reduce glare and eliminate light being cast into the night sky.

## Accent Lighting

- Integrate security lighting into the architectural and landscape lighting
- Overall lighting system. Security lighting should not be distinguishable from the overall downtown lighting.
- Illuminate alleys for both vehicles and pedestrians.

Accent lighting can be an easy way to catch the gaze of evening passers-by.



## Doors

Original entrance doors in the downtown area range from wood to metal doors with inset windows. Doors were often set back from the edge of the façade in recesses, further accentuating their location.

### Recommended

- Retain details of original building entrance and porches.
- Choose a door that matches the Downtown theme.



Typical 'Mid-Century' glass and metal doors

- Keep all entrances and basement accesses free from clutter.
- Choose a door that is compatible in scale, material and shape with the overall façade.
- The secondary entrances should maintain a traditional appearance in relation to the façade. It should not draw attention to itself.

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- Implement improvements for ingress and egress according to the ADA standards for Handicapped Accessibility.
- Install planters to soften the ramps appearance but keep them out of the pedestrian right of way.
- Incorporate ramps and stairs to blend into the streetscape.

## Not Recommended

- Using doors made from vinyl or aluminum or that are opaque or that include no glass. Residential style doors should not be used
- Removing recessed entries.
- Removing original entrance elements.
- Adding incompatible doors.
- Placing apartment numbers on the secondary entrance door.
- Destroying original architectural detail.
- Do not cover an entrance or a part of the entrance making the entrance door smaller than the original door.
- Use of slippery materials pedestrian surfaces.
- Do not crowd entrances with merchandise.
- Use of light fixtures that create a glare or are overly bright in comparison to the surroundings.
- Do not frame windows or doors with neon tubing.
- Do not use flashing lights or fixtures that are not in style with architecture.

## Maintenance and Restoration

### **Masonry**

Masonry is the most typical façade material in

downtown areas and is often decorated with special brick detailing in the form of window arches, trim, belt courses, or parapets. Wood windows are very common but aluminum windows may be found in post 1950's construction.

Structures that have been maintained in good condition by focusing periodic care and attention to the water tightness of their mortar joints and by maintaining the brick surface in an undamaged state can remain watertight for many years. The brick and mortar work together as a system with each component dependent on certain characteristics of the other to maintain water tightness.

### Good Practices

- Most masonry buildings “wear their age” very well and do not require cleaning. If the masonry must be cleaned, use the gentlest means possible. This can usually be accomplished by using water, a mild detergent solution, and a bristle brush (do not use a wire brush).
- Remove bird droppings that are often acidic and can damage brick. If stronger methods are needed to combat a stain or graffiti, call a qualified professional who can assess your building and recommend a mild chemical cleaner that is compatible with both the brick and the stain to be removed. Do a test patch of chemical cleaning in an unobtrusive location and allow it to weather for a period of time before committing to cleaning a prominent location. Take this opportunity to observe the chemical’s effectiveness and determine whether it has damaged the surface. Protect non-masonry

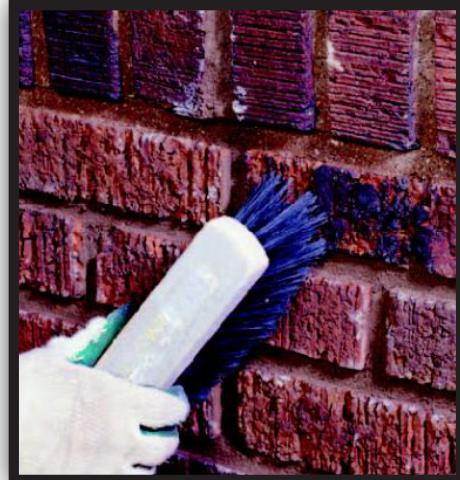
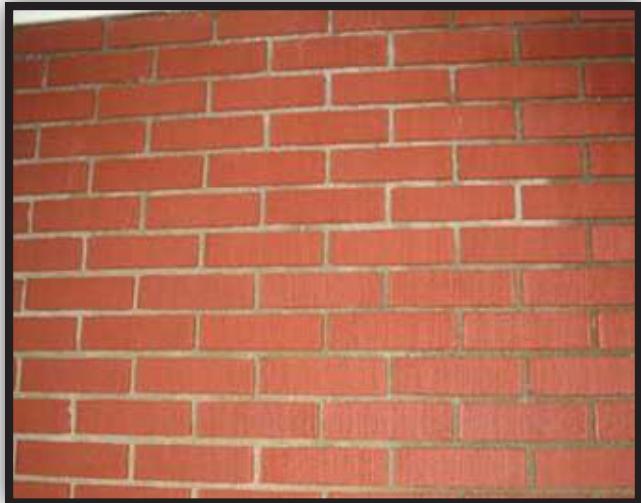


Modern elements update older buildings

# Façade Improvements Guide

surfaces such as wood, glass, and metal during any chemical cleaning process.

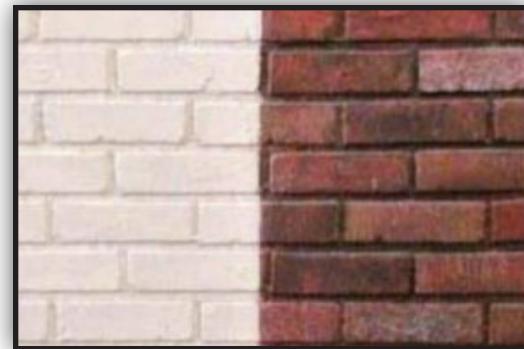
- Steam cleaning can be an effective way of removing dirt and stains but should only be performed by a qualified professional. Cleaning operations often involve disruptions to public streets and sidewalks due to ladders, scaffolding, dust/dirt accumulation, etc. Be sure to notify the General Services Department of the Town of Spring Lake before proceeding with any cleaning operations.
- Obtain the services of a qualified mason to perform any needed repainting work. Check the mason's references and visit other repainting projects that he/she has completed. Does his/her work look compatible with other older work? Is the work watertight? Ask the mason questions based on the information contained in these Guidelines and be sure that an appropriate mortar that matches the composition of your building's original mortar is used.
- Any repainting work should also match the color, texture, and tooling of your original mortar joints. Repainting work should be accomplished using hand techniques and without the use of power tools or saws that can gouge joints or damage brick faces.
- Take care to repair any flashings or gutters and downspouts that may be damaged or otherwise leak water as a part of any masonry repair project. New flashings should match original flashing materials (see Metals section of these Guidelines) and be integrated into mortar joints.
- Check the elevation of ground level around the base of your building to assure that drainage flows away from the building wall.



# Façade Improvements Guide

## Practices to Avoid

- Cleaning by means or sandblasting, high pressure (force greater than 600 pounds per square inch) water, or inappropriate chemical cleaners.
- Cleaning with water or steam in the winter when moisture in the wall would not have a chance to dry before freezing/thawing takes place.
- Painting of brick surfaces. The paint film can serve as a barrier to vapor transmission and contribute to trapping moisture in a wall system. If a surface is already painted it is best to maintain the paint instead of any cleaning process that might damage the skin. Check with your local paint supplier and obtain a primer/paint that can breathe and allow water vapor to migrate out of the wall system. Refer to the “Paint” section of these Guidelines for further information.
- Use of hard contemporary mortars for repainting or patch work. These mortars will concentrate structural stresses in the older bricks around the mortar joints and create pressures that cause bricks to crack or lose their skin. A complete repainting job using hard, Jess permeable, contemporary mortar on a particular façade will tend to force water vapor to travel through the brick body to escape and thereby increase the likelihood that the older brick will be damaged by freezing/thawing.
- Use of contemporary brick for patching. If new bricks are needed to complete a patch job, contact a brick supplier who is able to custom-fire a batch of new brick to match the exact size, shape, color, and texture of your original brick.



# Façade Improvements Guide

## Wood

Because it is susceptible to rotting if kept moist for long periods of time, it is very important to protect wood against weathering. Moreover, damp wood is a haven for insects, especially termites. The most common way to protect wood is by priming and painting it. Wood that is in a location in heavy contact with water, such as a window sill, can be further protected by angling any flat surfaces so that water will run off. Because wood is often used to provide architectural detail in buildings, every effort should be made to preserve wood surfaces. Carefully observe areas where water may penetrate wood surfaces such as joints between two pieces, where wood adjoins other surfaces, where it may be in contact with the earth, or where water may lay on it. Where wood has deteriorated, it can be repaired or replaced. Repairs may be accomplished by filling cracks with a waterproof glue or putty. Damage to highly detailed or carved pieces may be repaired through a process known as epoxy consolidation. In this process, a trained craftsman injects a special liquid epoxy into a deteriorated area. The material hardens and can then be reworked by sanding to re-establish a particular carving or detail. As a last resort, a deteriorated piece of wood can be entirely replaced by using a new piece of wood that has been milled to match its original counterpart, maintaining the architectural character of a particular detail.

All wood repairs should be completed by priming



and painting the repaired surfaces. Any new wood should also be “back primed,” by applying a paint or sealer finish to the concealed back and ends of a new piece of wood. This process allows the wood to resist shrinkage through loss of its natural moisture. Any new wood in contact with earth or prolonged contact with water should be “pressure treated” to resist insect attack and deterioration. Pressure treated wood can be painted immediately after installation if it has been kiln dried after treatment. Lumber that has been dried in this way receives a special ink stamp at the mill and you can look for it on the wood you buy.

## Good Practices

- Retain decorative woodwork rather than cover it with metal cladding.
- Check wood surfaces for deterioration paying close attention to joints. Make repairs to deteriorated pieces using the methods described above. Employ a qualified carpenter or woodworker who can perform epoxy consolidation work. As a last resort replace deteriorated wood with new wood to match the shape and profile of the piece that has been removed.
- Prime and paint all exposed wood surfaces. See “Paint” section of these Guidelines. Seal joints with caulk where wood adjoins other materials. Using a high quality of paint and sealants can reduce the amount of time between applications. Maintain the paint and sealants through reapplications as needed.
- Coordinate any termite treatment work so that work can be done in confined areas by workmen without exposure to chemical treatments. Follow health and safety rules in this regard.



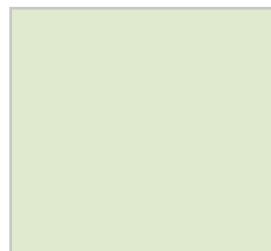
## Practices to Avoid

- Never use an abrasive process such as sandblasting to remove paint from wood surfaces. Instead, use hand tools that will not mar or gouge the surface of the wood. When used by a qualified professional, a heat gun is a good tool that will soften old layers of paint for easy removal. Take care to follow all health and safety rules when removing old lead-based paint.
- Do not replace finely milled wood trim elements with plain boards. Maintain the architectural character of an element by replacing it with a matching piece.



## **Metals**

Aluminum, stainless steel, bronze, copper, brass, and nickel silver were utilized on storefronts during the mid-twentieth century. After WWII aluminum and steel were the primary materials. A number of windows and doors on Main Street utilize aluminum.



Ferrous (iron-containing) metals such as cast iron, pressed steel sheets, or non-galvanized steel shapes require coatings to protect them from eventual corrosion. Softer metals such as lead, copper, and aluminum do not require paint protection but should be carefully examined for other forms of deterioration such as loss of anchorage, missing fasteners, or contact with dissimilar metals.

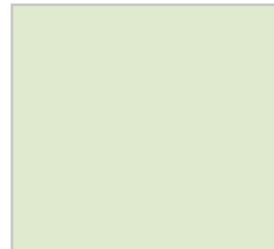


When two differing types of metals come into contact with each other a type of very low voltage reaction called "galvanic" or "electrolytic" takes place causing the weaker of the two metals to slowly corrode. So, the use of a steel nail to fasten a piece of aluminum or copper will eventually cause the latter to deteriorate. Avoid this form of corrosion by using fasteners of the same metal as the piece to be fastened.

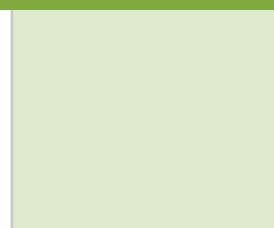
# Façade Improvements Guide

## Good Practices

- Protect ferrous metals against deterioration by priming and painting.
- Before painting old metal, remove all corrosion using the gentlest possible means. Hand scraping and wire brushing are the most common method of removing old paint and minor rust. Excessive paint build-up or corrosion may require the use of low pressure sand blasting or chemical strippers. These methods should only be undertaken by qualified professionals using proper protective devices to shield adjacent masonry, wood, and glass surfaces. Sand blasting should only be undertaken to metals having sufficient thickness to withstand abrasive cleaning.
- Repair or replace missing metal pieces and/or fasteners. When possible, use new metal work that matches old work. There are commercial substitutes available for cast iron work that have aluminum, epoxy, fiberglass, or glass fiber reinforced concrete (GFRC) bases. These substitutions are best undertaken in consultation with a fabricator familiar with their use and should only be used as a last resort when it is impossible to match the original metalwork. All fasteners should be of the same metal that they are fastening. Take care to examine metal wall anchors that hold awnings, railings, or other accessories. Corrosion may render these fasteners ineffective and in need of replacement. In addition, the metal corrosion can damage the wall in which the anchors are attached.



Architecturally interesting, modern glass & metal display window begs a glance inside



## Practices to Avoid

- Contact between dissimilar metals.
- Having ferrous metals come in contact with asphalt based roofing or coatings. Asphalt based products are acidic and accelerate metal corrosion.
- Covering metalwork with any type of cladding. The architectural character of the metalwork is lost and quite often the cladding will hide defects or corrosion that remain an ongoing problem even though concealed.
- Neglect of corrosion or repair work. Corrosion is an active process and will only get worse if not repaired/refinished.
- Use of incorrect metal primers and paint finishes and “quick” economical methods of paint application. Spray application of paint is not recommended unless performed by a skilled applicator. Unskilled work tends to provide a paint film of uneven thickness, hastening the need for subsequent repainting and not adequately protecting the metal surface in the interim. Paint is best applied by brush. Consult paint manufacturer’s recommendations for the proper type and application of paint finishes.

## **Paint**

Most old and new buildings share one common design element - painted surfaces. While paint is sometimes regarded purely for its aesthetic value in providing color (see Color section of these Guidelines), it is also the first line of defense in protecting surfaces against the ravages of sunlight, water, and mildew. A surface that is correctly prepared for painting, is protected from interior water vapor, and is periodically repainted will last indefinitely. This Section of the Guidelines deals

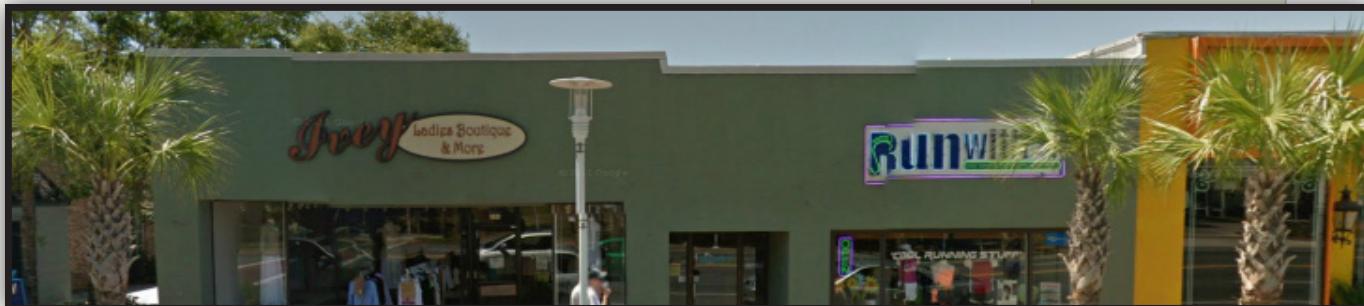


# Façade Improvements Guide

with general recommendations for all painting work. Recommendations related to painting of specific surfaces are addressed in each “Materials” Section of these Guidelines.

## Good Practices

- Look for interior and exterior conditions that may cause paint failure. Water damage is the single largest cause of paint failure.
- Leaking gutters, downspouts, roofs, and parapets can often allow water to penetrate behind a wall or molding and cause paint failure. Trim plants that grow too close to a wall, their limbs and leaves can hold moisture and damage painted surfaces.
- Be sure there is adequate drainage away from the base of walls to prevent moisture from traveling upward (wicking). Water can sometimes travel through a wall surface as vapor and cause paint deterioration. Look for interior sources of water vapor such as areas with high humidity and take steps to reduce or eliminate vapor transmission through the use of a plastic vapor retarder fabric in walls or by adding an exhaust fan that is ducted to the exterior (not into an attic).
- Prepare surfaces to receive paint. Paint will not stick to a dirty surface. Your paint project will last longer if you wash surfaces to be painted before beginning your work.



# Facade Improvements Guide

- Washing can involve several steps, depending on the level of dirt build-up; spray from a garden hose will knock down loose paint, grime and grease are best removed using hot water with household detergent and a stiff brush. Mildew (small individual “spots” of fungus that look like dirt) is a sign of the continuing presence of water on a wall surface and should be removed using a dilute solution of water and household bleach. Look to eliminating the interior source of water to deter mildew. Always wash from the bottom up and rinse the area immediately after washing. Do not proceed with painting until the surface has dried.
- Remove old and failing paint using the gentlest means possible. You can determine if old paint has lost its grip by attaching a piece of adhesive tape and ripping it off. If paint comes off with the tape, the old paint has lost its adhesion and needs to be replaced. Remove all loose paint and old putty and caulking. Using the correct tool or method for paint removal can shorten preparation time but should be carefully undertaken to prevent damage to the base surface to be painted.
- Putty knives and hand scrapers are good for small areas of loose paint.
- Hand sanding allows for fine feathering of edges.
- Power sanding (with orbital sanders) can be useful if carefully undertaken (wood grain can be damaged by improper sanding).
- Chemical strippers can be cost effective for removing large areas of paint but should only be used as recommended by their manufacturer,



# Façade Improvements Guide

and heat tools are useful on large flat surfaces, however be aware that heat build-up can ignite fires or cause smoldering inside of walls that could ignite hours later. Use heat generating tools only on solid wood items such as moldings and trim.

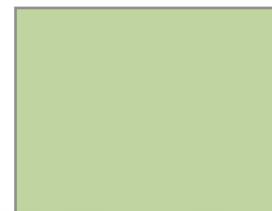
- Old surfaces are often painted with lead-based paints. Take care to wear proper protective gear when doing paint removal and dispose of paint residue in accordance with local requirements. Power washing is often an inviting method of removing old paint but should be avoided because it can be harmful to base surfaces. The high pressure of a power wash can be as abrasive as sand blasting and force water behind exterior surfaces, trapping moisture in wall cavities or behind moldings. Power washing should only be undertaken by trained personnel using hoses with variable pressure nozzles. Use as low a pressure as will complete the job and always power wash from the top down from ladders or scaffolds to avoid forcing water under finished surfaces.
- Perform proper pre-treatment work. Wood, for example, may need further sanding or coating with a preservative. A water repellent fungicide treatment should be considered in areas of high moisture content. Apply all pre-treatments in accordance with manufacturer's recommendations.
- Investigate whether an oil based alkyd paint or a water based (latex) paint will best suit the surface to be painted. Oil based paints will seep into surfaces and adhere for a longer period of time but will eventually become brittle. Latex paints allow water vapor to pass through and are useful on walls with excessive interior



# Façade Improvements Guide

moisture. If latex paint must be applied over old oil based paint, first apply a flat, oil based primer and allow to dry thoroughly. If the existing paint finish is latex, either oil based or new latex paint may be applied as a new finish coat. Always follow the paint manufacturer's instructions related to application and compatibility.

- Select and apply the correct undercoat primer. Do not confuse paint primers with finish (top) coat paints, each is chemically composed to a do a specific job; primers have more "binder" components that help them to adhere to base surfaces and create a strong surface to receive the topcoats.
- The topcoats have more "pigment" and less "binder" and should not be used on bare, unprimed surfaces. As a rule, apply primers to surfaces within 48 hours after preparation and only if they are dry. Do not paint in direct sunlight and schedule painting after the morning dew has dried and stop painting two hours before sunset. Paint only when air temperatures are between 50° F. and 90°F. Oil based paints can be more successfully applied in colder weather but require more drying time. Always use recommended pretreatments, primers, and topcoats from the same manufacturer.
- Apply new caulking and glazing putty. Do not skimp on the quality of caulk and putty. A good silicone caulk can last as long or longer than an application of paint. Apply caulking where moisture is likely to enter between two surfaces, especially surfaces of two different materials, however, avoid caulking the underside of surfaces or bottoms of walls where trapped moisture can "weep" out of a cavity.
- Use qualified painters with experience in similar types of projects and high quality paint materials.



Good preparation and proper application of pre-treatments, primers, and top coats will last longer and make your time and financial investment worthwhile. Also, do not believe that you will save money by using “cheap” paint. Less costly paints are manufactured with fewer resins and other constituents and will not last as long as well manufactured products.

### Practices to Avoid

- Applying paint to surfaces that are already deteriorated or have not been adequately prepared for painting.
- Use of sandblasting or power washing at pressures greater than 600 psi.
- Power washing should never be undertaken by inexperienced personnel.
- Applying paint to surfaces that are wet and/or dirty.

### **Screening**

On Main Street, a number of buildings are viewed directly from adjacent properties where tenants and residents have clear sight lines to roofs and back-of-house functions. It is important that any new construction respect neighboring properties, and that the major mechanical systems, storage areas and lighting are designed to limit adverse impacts.

- It is recommended that all buildings on Main Street incorporate screening or arrange roof top elements to screen equipment such as mechanical units, antennas, or satellite dishes.
- It is recommended that mechanical equipment shall be either screened from public view or the equipment itself should be integrated with the



architectural design of the building.

- Ventilation intakes/exhausts should be located to minimize adverse effects on pedestrian comfort along the sidewalk. Typically locating vents more than 20' vertically and horizontally from a sidewalk and directing the air flow away from the public realm will accomplish this objective.
- Antennas or satellite dishes shall be screened where visible from Main Street or adjacent residential property.

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- Minimize glare upon adjacent properties and roadways.
- Lighting (exterior building and landscape) shall be directed away from adjacent properties and roadways, and shielded as necessary. In particular, no light shall be directed at the window of a residential unit either within or adjacent to a project.
- Reflective materials or other sources of glare (like polished metal surfaces) shall be designed or screened to not impact views nor result in measurable heat gain upon surrounding windows either within or adjacent to a project.
- Other sources of glare, such as highly polished metallic surfaces, shall be designed or screened to mitigate the impact to views from surrounding windows.



Visible roof mounted equipment should be screened