

historic storefront. If the historic storefront is missing altogether, base the configuration and proportions of the replacement storefront on storefront designs typical of the period of the building.

- Maintain the planes of the historic storefront, either flush with, recessed, or projecting beyond the plane of facade.
- Differentiate primary and secondary entrances, using size of doors, articulation of frame, etc.
- Use clear glass.
- Keep signage and awnings simple.

Inappropriate

- Do not attempt to "colonialize" or give a false history to the building. A contemporary design, properly executed, will better retain the character of the commercial context of the Dover Historic District zone than will a false historic storefront.

Awnings

Design guidelines for awnings apply to projects involving rehabilitation, restoration and replacement.

Recommended

- Awnings are appropriate on virtually any historic commercial building in the Dover Historic District zone.

- Awnings should be canvas or other soft fabric.
- Awnings should be mounted on retractable framework so that they function to control the passage of light into the building.
- Awnings should be sized and located so as not to obscure the architectural features of the storefront.
- Awnings should be installed in a manner that does not damage or require the removal of historic fabric.
- Awnings should be no lower than 7'-6" above the sidewalk.

Inappropriate

- Rigid awning material such as plastic or vinyl is inappropriate.
- Awnings that obscure architectural features, or typical locations for historic signage, or whose installation damages or requires the removal of historic features, are inappropriate.

Signage

Signage has a critical effect, positive or negative, on the character of historic commercial streetscapes. Inappropriately designed and located signs overwhelm buildings and detract from the character of the street. Conversely, well designed, appropriately located signs can unify a commercial street while serving to identify and promote effectively the businesses housed within individual shops.

Signs are first and foremost a means of advertising, of attracting patronage. They are intended to capture the attention of the passerby, and in consequence rely on the innovation and creativity of the designer. The potential variety, vitality and quality that can be achieved from freedom of design and good design can be more valuable than unduly heavy restrictions that dictate conformity. The most successful signage guidelines will be those that permit the greatest design flexibility while prohibiting those elements which are indisputable detriments to the character of the commercial streetscape.

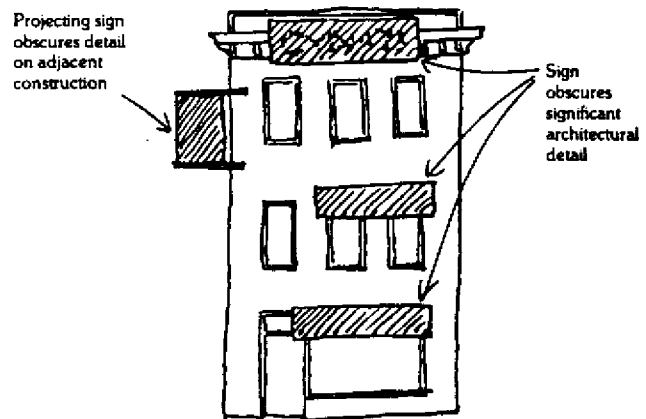
The most important principle in establishing and reinforcing the character of the commercial streetscape is to consider the entire facade of a building as the "sign." The entire elevation of the storefront was conceived to attract shoppers- signage, windows displaying merchandise and architectural character. Consequently, the sign is an integral part of the building facade in both design and function. New signage should always be designed to complement and be subsidiary to the character of the building facade. Buildings whose facades are carefully considered and well maintained do not require the tremendously over-scaled signs that plague many modern streets today. The quality of the wide range of architectural facades found along Loockerman Street should be the principal advertising element for the commercial district.

Recommended

- A sign should be consistent and compatible in terms of its size, style, materials, and location with the historic building, and should be integrated into the architectural design

of the building on which it is located. In the Loockerman historic context, in general, signs should be simple and not too large. No sign should be from a period earlier than the building on which it is placed.

- Signs should not cover or obscure the architectural features of a historical building.



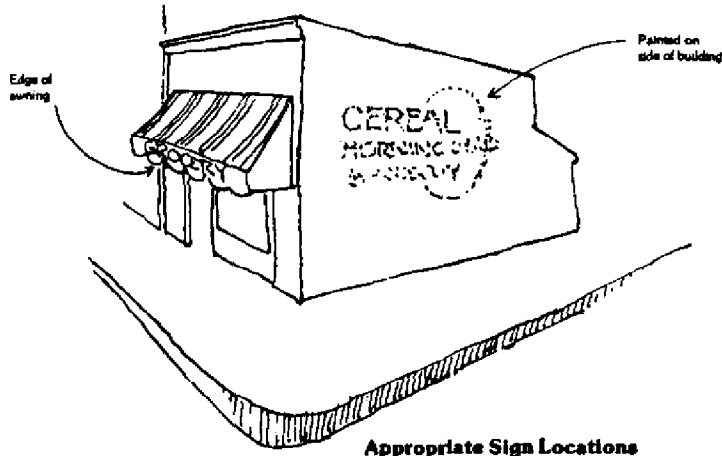
Inappropriate Sign Locations

- The removal of back-lit fluorescent signs, large signs with distinctive logos and signs that obscure significant features is encouraged.
- Appropriate locations for signs are horizontally at the storefront lintel, on the inside of glass, hanging signs that are appropriately scaled, and on awnings.



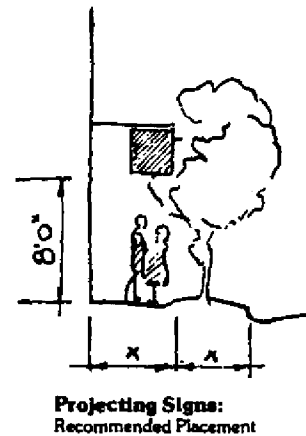
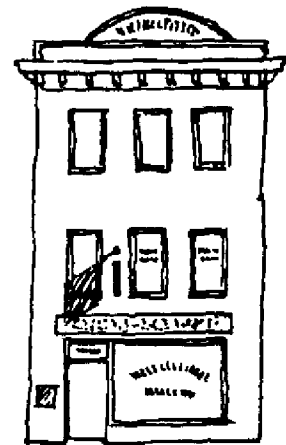
Appropriate Sign Locations

- Historic signs and advertising painted on the sides of buildings should be retained.



- Sign material should be compatible with the design of the building. Wood and metal signs are recommended.
- Any appropriate period sign that reflects historical authenticity of design, materials, and placement for the architectural style it serves, is recommended, regardless of limitations imposed upon contemporary signage.
- Signage should be located where it best complements the building, on blank expanses of wall, large plate glass windows, fascias, cornices, and awnings.
- Signs should not project from the building to the extent that they are a visual obstruction or physical hazard to pedestrian or vehicular traffic. Similarly, new signs should not interfere with a neighboring store by obscuring its signs or architectural features.

- Signs at the storefront level should be oriented primarily to pedestrians and should thus be sized and designed for pedestrian vision. For projecting signs at pedestrian level, a maximum projection of 4'-0", or half the width of the sidewalk, from the building is recommended, whichever is less. 8'-0" minimum clearance from the sidewalk is required.



- While no absolute limit is recommended with regard to the size of signs, it should be noted that one over-scaled sign on a commercial street will reduce the visual quality of the streetscape and may foster competition elsewhere. Large-scale signs should be permitted only when they are appropriate to the character of the building on which they are to be located or when there is historic precedent and documentation sufficient to determine the appropriateness of the sign for the particular facade.

- Signboards surface-mounted to buildings should be simple with little or no carving or ornament. Paint should be the primary decorative element.
- Concealed incandescent lighting for signage is recommended in the Dover Historic Commercial context.

Not Recommended

- Plastic signs are not recommended.
- Inappropriately scaled graphics are not recommended, especially at pedestrian level.
- Large-scale signs are not recommended.

Inappropriate

- Signs that are clearly unsympathetic to the character of the building on which they are located are inappropriate.
- Signs that obscure significant architectural features of any historic building are inappropriate.
- Hanging, projecting and freestanding signs were typical of Colonial and Federal periods of architecture. Their use in the late 19th/early 20th century Loockerman historic context is inappropriate.
- Signs that are of an earlier style than the building on which they appear are inappropriate.

- Back-lit fluorescent signs are inappropriate.
- It is inappropriate for projecting signs to extend from a building more than 4'-0" or half the width of the sidewalk, whichever is less. 8'-0" is the minimum height above the sidewalk.
- Temporary, visually assertive signs set behind display windows are not appropriate.