

Commonly Found Problems

Building facades covered over.

A large majority of the older buildings in the midtown area have had much of their original architectural design covered over with new cladding. Often times the new cladding is placed directly over the existing materials and conceals the historic façade behind it. This is most commonly found at the first-floor storefront level. Usually these newer materials are of cheaper quality and have little or no depth or detail to them. The result is a loss of architectural scale, historic



Concealing original façades behind newer materials often results in a loss of architectural detail, scale and character.

character and a visually confused façade. Taken as a whole, this tends to hide the historic beauty of the neighborhood and give it a cheap appearance. The atmosphere of Midtown Kingston would be greatly improved if much of these newer materials were removed and original designs were honored.

Building fascias covered by overly large signboards.

Many of the building fascias in the area have been covered over by large blank panels which act as a “billboard” for a business sign. These panels often have little or nothing to do with the architecture of the building, and tend to create a strong horizontal influence where there was none previously. Many of these buildings have an original fascia area which is specifically designed to frame lettering, but these are ignored for the larger sign real estate. Contrary to popular belief, bigger isn’t always better. Overall, the large billboard signs compete with each other for



Billboard type signs are typically larger than they need to be. Because they do not fit with the architecture of the building, they are often out of scale with the building and cover up parts of the facade, making it look out of place.

attention, and tend to create visual clutter in the neighborhood. Instead, the use of smaller, more artfully designed façade lettering will give the neighborhood a cleaner appearance and create a more charming area to shop.

Unnecessary large freestanding signs.

In an urban environment where people are typically never farther than 30 feet from the front of a building it is unnecessary to have freestanding business signs. Such signs are instead used along highways and strip development where they must be readable at greater distances and speeds. Most commercial chains have gotten into the habit of using them everywhere as a means of vying for attention and free advertising, when



Large signs such as this are designed for visibility in vehicles traveling at higher speeds than what is typically expected in a downtown neighborhood, and can actually encourage motorists to speed.

in fact they mostly just clutter the neighborhood. Another by product of these large signs is that it encourages us to drive at higher speeds. Such free standing signs should be removed in the Midtown area and replaced with façade lettering more in keeping with the scale of the neighborhood.

Parking lots in front of buildings



Having parking lots in front of buildings erodes the visual character of the street since there are no facades to define the street wall. Pedestrians walk along strips of sidewalk with cars on either side of them, and have no direct connection to the stores.

A number of newer buildings constructed in the area have been set back far from the street to make room for a parking area in front of the building. The suburban concept of setting a building back from the street and placing parking in front erodes the urban street wall which gives a historic city much of its character. The rhythm of building facades along a road and the outdoor space it defines is an important part of the urban experience, and allows us to create special outdoor spaces or highlight important buildings. The only buildings which should be set back far from the street are important civic institutions such as a school or Town Hall. Similar outdoor spaces such as a small park or greenspace are defined in a similar manner. In order to maintain the character of the historic city, buildings should be placed consistently up near the road, with parking in the side or rear whenever possible.

Lack of buildings at corner intersections.

Similar to the concept of maintaining the street wall, corner lots are especially important in defining the intersection. Almost like an anchor, these buildings are generally more prominent in design and style, and help

to anchor the end of a city block. These empty corner lots are key areas for redevelopment, and would benefit from the highly visible location.



Corner buildings are also important in defining the street wall and the highlighting road intersections - without them, the city blocks have no visual beginning or end. Buildings should be placed here instead to focus attention on the building and the architecture, not a parking lot.

Blank facades.

Blank or otherwise unadorned facades at the pedestrian street level create an unfriendly and harsh atmosphere. Ground floor facades especially should be open and inviting, with large window areas and recessed entryways.



Blank or windowless facades, especially at the ground floor level, create an unwelcome pedestrian atmosphere.

Inappropriate use of materials.

Many of the new facades have been remodeled with materials which are not compatible with the rest of the building, or lack sufficient scale and depth to maintain an interesting façade. Examples of this are corrugated metal, concrete block or flat metal panels. Instead, smaller scale, natural materials like brick and wood are almost always better when remodeling an older façade.

New paint & colors

Many of the buildings could be enlivened with a new paint job that would add some fresh and enriching colors to the otherwise worn neighborhood. Unfortunately, in some cases where brighter, more vibrant colors have been used, they are sometimes used over abundantly. Instead, muted natural shades of rich colors are often the best for older façades. Any brighter, more vibrant colors should be reserved for special highlights and accents only to prevent them from overwhelming the façade. Building owners should be encouraged to repaint their buildings - It is often the most economical way to make a large visual improvement.

Window clutter

Many local businesses use their front windows and storefronts to display signs, posters and advertisements, often obstructing much of the view in or out of the building. This gives a very cluttered and unkempt

appearance to the building, and prevents people from seeing inside the store. Instead, business owners should keep the front of their building as open and inviting as possible. An open and clean storefront creates a more pleasant environment than one which is covered up and dark.

Lack of street numbers.

Street numbers are an important part of a neighborhood and help people their way around, especially when they aren't familiar with the area. A large majority of the buildings in the Midtown area do not display their street number, or it is too difficult to read from the road. Although most businesses rely on having a sign in front to identify themselves, people will be unable to locate them when they must travel for several blocks before finding a single street address to get their bearings. Building owners should make sure to have an easily readable street number near their front door.

Electronic & mechanical equipment

A large number of buildings in the midtown area have satellite dishes and similar equipment mounted directly to their facades, in some cases two or three per building. This type of equipment clutters the façade and distracts from the architectural character of the neighborhood. These utilities should be relocated on the roof or other areas which are not readily visible from the street.



The architecture and charm of this building is hard to appreciate when the observer is distracted by so many signs, posters, advertisements and even satellite dishes which clutter the outside.

Positive Amenities

The following are some examples of positive local amenities which add to the character of the Midtown neighborhood. These are items which should be preserved, maintained or encouraged to help improve the district.

Historic architecture

Like much of Kingston, the Midtown area has a diverse mix of older historic buildings which help define its character. These buildings are a great asset to the city, and a foundation for its future growth and vitality. The Rondout neighborhood is a perfect example of how these older neighborhoods can be restored into lively



and attractive places of business. The older buildings found in Midtown are potentially places of a similar redevelopment effort. However, if any of these older buildings are lost, they will be gone for good, so they should be maintained and preserved as much as possible.

Street trees & tree grates

Although they are mostly young saplings now, these new plantings will greatly enhance and soften the streetscape as they grow over the years. In addition to adding natural beauty, the trees will provide shade and help to create a buffer zone that protects pedestrians and slows vehicle speeds. Continued plantings should be encouraged along the Broadway corridor.

New sidewalk designs

In lieu of the standard pored concrete sidewalk commonly found, upgraded brick and stone sidewalks have been installed and maintained along much of the



Broadway corridor, helping to give the area a unique appearance. This theme should be encouraged to continue whenever possible to maintain a consistent style and character.

Streetlamps & Accessories

New “historic design” streetlamps have replaced some of the tall utility lights along the Broadway corridor, helping to give a more attractive and pedestrian scale to the boulevard. Similar amenities such as trash bins and benches can also be found. These improvements have



helped, and should continue to be encouraged as funds permit. The City might investigate the option of asking developers to include similar upgrades to their projects when proposing new construction to maintain the character.

Existing Façade Improvement Tips

The following is a list of both short-term and longer-term projects which property owners can try to improve the appearance of their building. As more and more property owners make these changes, it is expected that the overall midtown neighborhood will improve and become a more vibrant area to live and do business.

Short-Term Improvements

Fresh Coat of Paint: Nothing makes a bigger difference on a building than a fresh coat of paint. For a relatively small investment it can make a very noticeable difference. Typically it can be done in less time than most other façade improvement projects, and at a fraction of the cost. The main color theme should typically be of a natural, muted shade. When using multiple colors on the exterior of the building, only one or two colors should be used as the main theme. Brighter, more vibrant colors (such as bright red or yellow) should generally be reserved for minor accents and highlights only, and should be used more sparingly so as not to create a “loud” façade. Remember the use of a dark vs. light contrast between primary and accent colors can also help to enrich a façade design. When it comes to brick or other attractive exterior masonry, it is usually best not to paint it unless the building had been painted in the past – otherwise leave the masonry exposed.

Clean Up The Clutter: Try to minimize the amount of visual clutter on the front façade to give it a neat appearance. Remove any posters, advertisements or banners that are covering up your front windows – people would rather see a clean storefront than a window covered up by posters. If you would like to display information in your window, consider window lettering instead which could show your business name, a description of your services or even phone number. Be sure to check the City of Kingston Design Standards for appropriate lettering sizes. Other items like air conditioners, satellite dishes, antennas and other equipment also distract from a good façade. If possible, try to move these items the roof where they are not visible.

Install a New Sign: New sign regulations will be going into effect in the next few years. If you are considering a new business sign, lettering which is applied directly to the face of the façade is recommended over the use of signboards. Such lettering is typically mounted above the storefront in a façade area which nicely frames the words. Likewise, any signboard which would be mounted in the façade should fit neatly on the architecture without overlapping or concealing things. Be sure to check out the City sign regulations for the midtown neighborhood to get ideas and see what is allowed.

Replace or Install a New Awning: The use of canopies, awnings or similar protective coverings are encouraged, especially over entry locations where they can provide shelter to pedestrians. If you have an existing awning which has faded, weathered or torn, replacing it can help improve the look of your business. If you are considering installing a new awning, try to select a size and style which fits neatly into the architecture of the façade. Avoid using an awning design which covers up important architectural elements or has loud colors.

Street Address: Little things like making sure your street address is readily visible makes it easier for customers to find your location and other places around the neighborhood. Make sure it is readable from the street, and is in a logical location such as over the door, above the storefront or on an awning. Be sure to check the City of Kingston Design Standards for appropriate lettering sizes.

Enliven Areas of Blank Wall: Areas of blank wall in the front of the building are not inviting or pedestrian friendly. Any work that you can do to enliven a blank façade will help. If you cannot add windows, design accents such as pilasters or other façade articulations can be added to help reduce the overall scale appearance of a flat blank wall. A decorative paint job or mural may work as well.

Landscaping: Simple landscaping work such as weeding, adding flower boxes or outdoor plants can liven up the front of your building and give it a fresh and inviting look.

Longer-Term Improvements

Remove Modern Veneers: If possible, look into removing any modern-day sheathing such as plywood or panels which have been installed on the building, especially on older structures where it could be concealing original designs underneath. These materials typically do not fit in with the scale or character of a historic neighborhood, and are often cheap in appearance. If there are any older materials or designs underneath them, it is better to reveal those and try to restore their original look. If you are doing façade renovation work, the City may require you to restore some of the original design if it can be found underneath.

Replacing Your Storefront: Replacing a storefront can help to improve the look of your business, especially if it is old, weathered or made of bare aluminum. A wood trimmed storefront is typically the most recommended (if it is appropriate to the architecture of the building) because it usually provides good 3-dimensional depth and shadows, a high level of detail and can be painted any color. Painted or anodized aluminum storefronts are also good. Remember that installing new windows can also help to save on heating costs with more efficient double-paned glass, and sealing up any leaks or drafts. When designing the storefront layout, try to divide the windows up into smaller groups – avoid very large or long runs of uninterrupted glass. For more information about recommended materials and window layout – see the Midtown Design Standards.

New Storefront Design: Recessed or covered areas at the storefront level help to provide visual depth, shade and shelter for pedestrians. If you are replacing your storefront, consider creating a recessed entryway for the front door that will allow it to swing open without obstructing the sidewalk. The use of recessed entries and canopies is encouraged to help create a more human scale appearance to the building and help to draw attention to the point of entry. Large scale features such as long, uninterrupted picture windows are not encouraged on the front facade. The size of individual storefront windows should be divided with the use of mullions and muntins which separates them into smaller groups to help reduce their scale, and give them a more vertical orientation.

Installing New Façade Materials: When selecting new or replacement materials, try to use smaller scale, natural veneers such as brick or wood. If you are using more than one material on a façade, it is recommended to have one as the dominant theme with the others acting only to compliment or accentuate the design, such as a brick façade with wood trim. Such transitions from one material to the next should occur at a hard edge or “bump-out” in the façade. This helps to create a surface for the first material to terminate into before the second one begins, and adds a 3-dimensional texture. Adding or restoring special details or patterns in the façade materials are encouraged, especially around the ground-floor storefront and at the roof cornice.

Whenever possible, don't replace, cover up or conceal original exterior materials if they can be restored. It is always best to try and repair what is there first, especially in the case of structural components and masonry. If they have to be replaced, try to use similar materials which are approximately the same size and character.

Masonry Repair: Existing masonry facades which have worn or weathered over time can be repaired to improve not only the look of the building, but also keep it structurally sound. If your façade is showing signs of cracking or mortar falling out of the joints, it is best to have it inspected by an engineer to determine if there are any structural problems which need to be fixed. In many cases, the mortar joints can simply be repointed which help clean it up. Masonry can also be brush cleaned to remove the stains of dirt and pollution, which will go a long way to cleaning up its appearance.

Replacing Windows: The upper floors of the building can often benefit from new windows. While wood windows are always nice, vinyl-clad or aluminum can come pre-painted and require much less maintenance over time. Any replacement windows should match the basic style and scale of the originals – but generally double-hung divided lites are recommended. Remember that installing new windows can also help to save on heating costs with more efficient double-paned glass, and sealing up any leaks or drafts.

The U.S. Secretary of the Interior “Standards for Rehabilitation”

FOR PROPERTIES WITHIN NATIONAL REGISTER DISTRICTS

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 development, such as adding conjectural features or architectural 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 characterize 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.

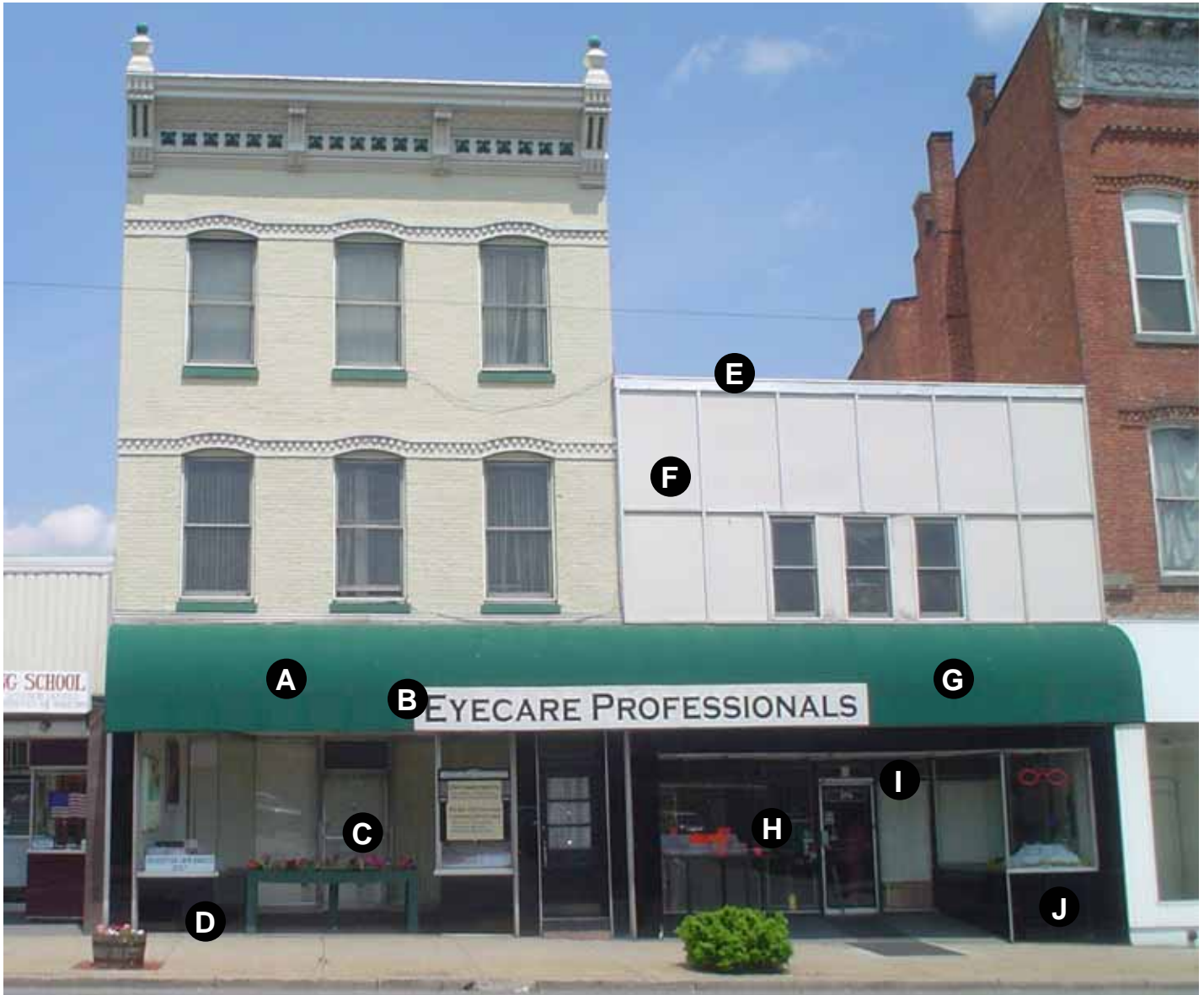
Before & After Examples

The following pages represent examples of how the suggestions in this Façade Improvement Guide can be applied to various buildings within the Midtown Kingston area. They are intended to be used as examples only to illustrate how the look of a building can be improved with various alterations.

For more specific improvement ideas, and regulations regarding new construction and exterior renovations, see the Kingston Design Standards at the end of this document.

BEFORE

574 Broadway



A: The bold, continuous awning overwhelms the façade and creates a strong horizontal element that distracts from the architecture of the buildings. In an attempt to treat the two buildings as one, it has become too large in scale, and fails to recognize each building as a different entity.

B: The large reverse-field lettering on the awning is distracting and could be toned down somewhat. The lettering size is somewhat too large given the fact that this isn't the business name. The street address is not readily visible.

C: The original store entryway is no longer in use, and has been barricaded by a temporary flower bin to show people that they shouldn't enter there. The display windows are curtained off, and set back far from the street, creating a dark unused area. Bare aluminum storefront is old.

D: The reflective black panels are old and do not match the materials or style of the original building architecture.

E: The existing façade parapet edge is made of simple metal flashing, and does not convey any sense of depth or detail that is needed to provide a cap to the façade.

F: This old board and batten façade siding was presumably placed over the original building façade at some point, and likely covers up the original design. The design pattern is out of scale with the building and it is in worn condition.

G: The original storefront architecture of both these buildings has been largely covered up by the continuous green awning, which attempts to treat both buildings as one. The actual business name is not readable until you walk up close to the building.

H: The main entry is very deep and dark, allowing very little sunlight to get in through the windows and creating an unwelcoming alcove. The old bare aluminum storefront and glass display cases are worn and in need of replacement.

I: The street number in the dark is in very small letters and not likely readable from the street.

J: The reflective black paneling is old and does not match the materials or style of the original building architecture.

574 Broadway

AFTER



A: Replace the continuous awning with a more traditional style one which extends the length of only one building. Alternately, the building on the right could have the awning, or they could each have their own, but ideally they should be separate to help break up the scale and differentiate each building as a different structure.

B: Use the awning as a place to display the street address and/or information about the business in letter sizes which are scaled for pedestrian viewing. Letter sizes typically in the range of 4 to 6 inches tall are good for this.

C: Reconfigure the unused entry area as a new display window to help show off the business more and reclaim some interior space. Replace the old bare aluminum storefront with a new painted or anodized storefront assembly.

D: Replace the reflective black panels with natural materials of a smaller scale, such as painted or stained wood trim.

E: Provide a cap for the building which helps to visually terminate the façade as it meets the sky. Similar to many of the historic buildings in the area, it should be deep enough to create shadows and have a certain amount of detail to make it visually interesting.

F: Replace the old board and batten with a façade siding which has a smaller scale appearance such as wood clapboard or brick.

G: Use the original architecture of the façade to frame the name of the business as part of the building, and not just a sign stuck on a building. In this example, the wood trim of the façade helps to frame the lettering, and give it a logical place. The business name is clearly visible here in letters which are readable from the street, typically 10-16 inches tall.

H: Reconfigure the main entry so that it is not so deep and dark, allowing more sunlight to get in through the windows and brightening the façade. Replace the old bare aluminum storefront with a new painted or anodized storefront assembly for the display areas.

I: Provide the street number near the doorway in an easily visible location so that motorists trying to find an address can easily see them as they navigate along the road.

J: Replace the reflective black panels with natural materials of a smaller scale, such as painted or stained wood trim.

BEFORE

654 Broadway



A: The existing canopy is in extremely worn and faded condition, and has been stained by rust dripping from the sign above.

B: The existing masonry façade has accumulated years of dirt, has been discolored by pollution, and needs a good cleaning. Additionally, some of the mortar joints and bricks are in need of repair or repointing.

C: The existing concrete parapet caps are cracked and spalling. The paint on them has faded and is peeling.

D: The existing business sign is very old and weathered. Additionally, the sign itself is somewhat cluttered with information and squeezed into a small area. Given the symmetrical layout of the façade, the sign would be better located in the middle rather than at the end up against the awning. Backlit signs such as this typically accumulate moths and dirt inside which gives it an unclean appearance at night, and they generally require more maintenance in cleaning and bulb replacement.

E: The existing wood and glass storefront construction is very old and weathered, and the paint is peeling.

F: The façade is largely cluttered with various signs and posters filling up the windows which are a distraction and prevent people from having a clear view in and out of the establishment. This tends to distract from the architecture and create an unkempt appearance for the building. Likewise, it can pose a security risk when would-be robbers feel they aren't likely to be seen by people outside on the street.

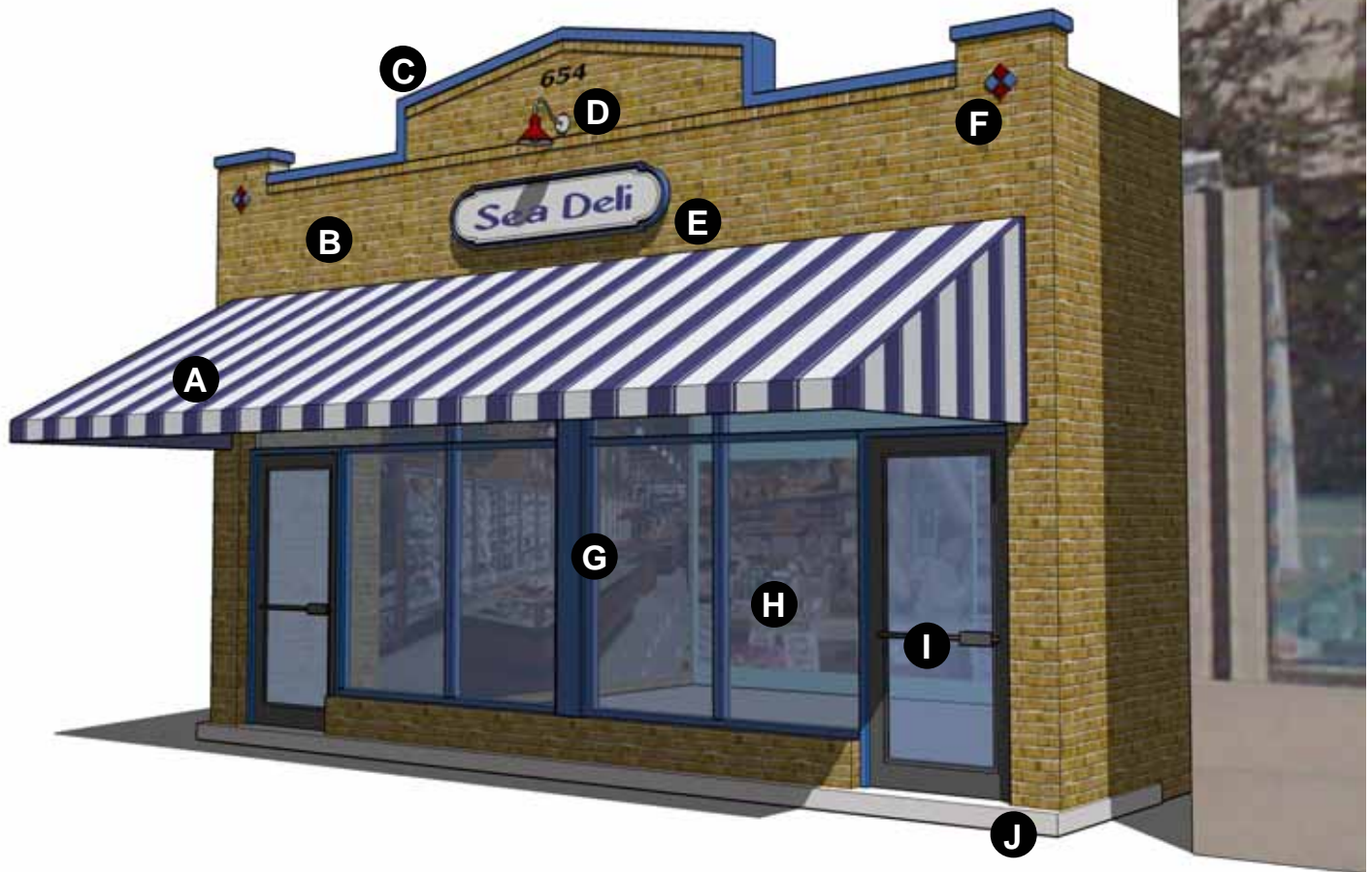
G: The existing wood and glass doors are very old and weathered, and the paint is peeling.

H: The existing concrete step along the front of the building is chipped and cracked in places, and could use a fresh coat of paint.

I: There is no immediately visible evidence of a street number on the front of the building.

654 Broadway

AFTER



A: Replace the existing awning with a new one which sets a new standard color scheme for “Sea Deli” blue.

B: Scrub and clean the existing masonry façade. Repoint mortar joints.

C: Patch or replace the existing concrete parapet caps. Paint them in the new “Sea Deli” blue.

D: Add the street address and an attractive exterior light at the crown of the façade. The lamp can illuminate the new building sign at night, eliminating the need for a backlit sign and the maintenance it requires.

E: Provide a new surface mounted sign which simply states the business name in a nice painted frame. Paint the sign trim to match the new “Sea Deli” blue.

F: Paint the existing masonry accents to help them stand out better.

G: Replace the existing wood storefront construction with new painted aluminum storefront to match the “Sea Deli” blue color scheme. Replacing the old glass with newer, more energy efficient panes could help reduce energy costs as well. Alternately, repair the existing wood storefront construction as it is, sand and repaint.

H: Remove the papers, advertisements and other clutter from the windows which distracts from the clean façade and allows a clearer view into the establishment.

I: Replace the existing wood doors with new anodized aluminum storefront doors. Alternately, repair the existing doors as needed – sand and repaint.

J: Patch and repair the existing concrete step along the front of the building. Repaint as needed.

BEFORE

484 Broadway



A: The bold and overly large sign overwhelms the façade and ignores the underlying architectural design behind it.

B: The area above the existing storefront has been in-filled with an ashlar veneer pattern of masonry which has little to do with the original brick masonry façade. This area would traditionally be (and likely was previously) an ornamental wood design which would frame the letters of the business name

C: The infill panels at the base of the storefront are a bright yellow to match the corporate business color scheme, but they are quite bold and distracting. This color has little to do with the building design, and is bold enough that it should be used as a trim or highlight color only.

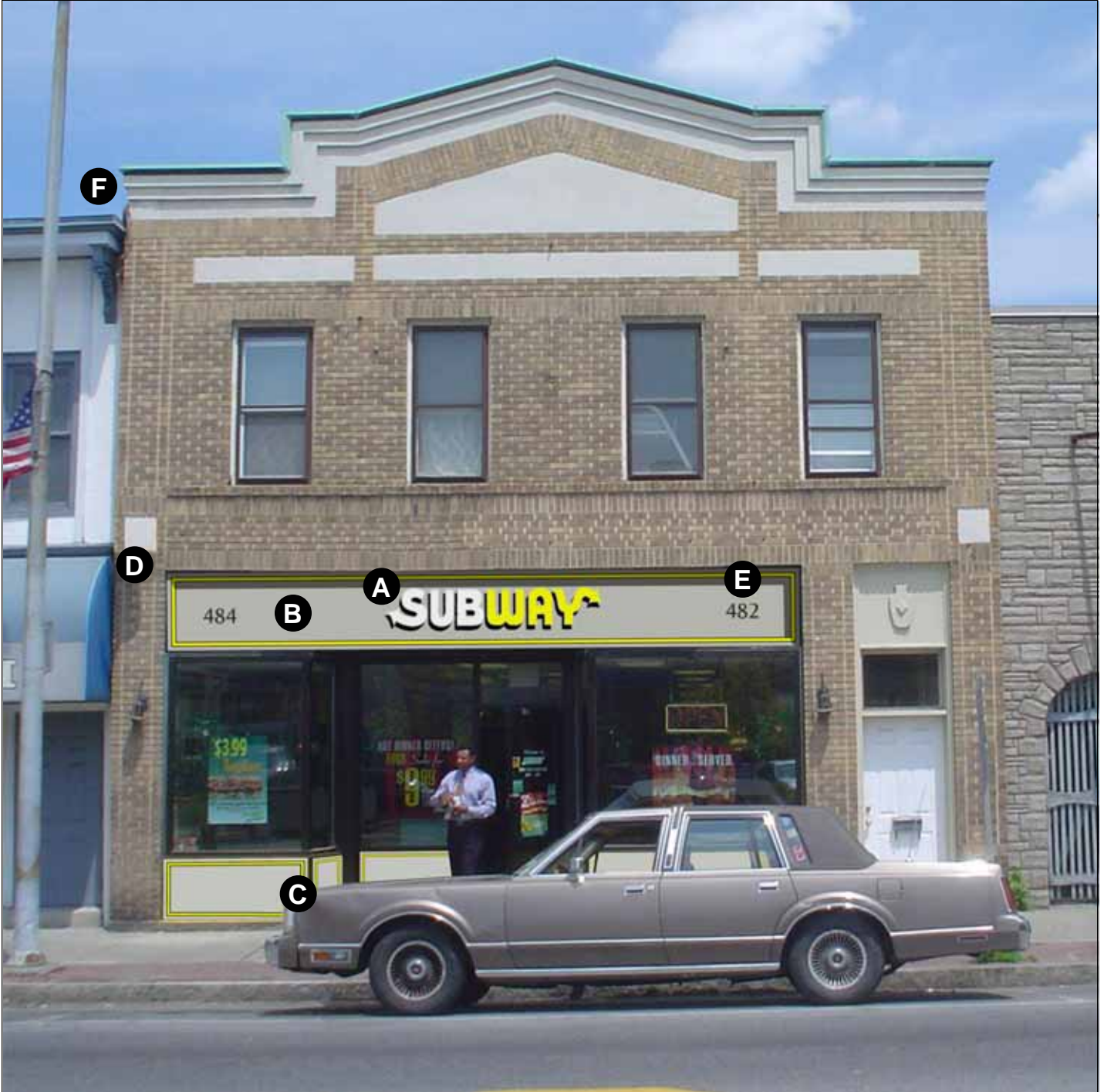
D: The satellite dish mounted on the front of the building clutters the façade and distracts from the architecture. Such mechanical devices should be placed on the roof instead whenever possible.

E: There does not seem to be any street address visible for this building, either at the cornice, near the front doorway, or over the side door on the right, which are common areas people might look to find them.

F: This plaster or stucco cornice appears to be cracking and falling away in certain places.

484 Broadway

AFTER



A: Replace the large sign board with smaller lettering which is applied to the facade and more suitable in size for reading from the street.

B: Cover or replace the ashlar veneer pattern above the storefront with a decorative wood trim panel that acts as the backdrop for the sign lettering.

C: Replace the bright yellow storefront panels with wood panels painted in a more muted or natural shade of color to match the other trim on the building. In this example, the bright yellow panels are replaced, but still display a yellow accent border which ties into the corporate color scheme of the business. This allows the recognizable company colors to still be used without overwhelming the façade.

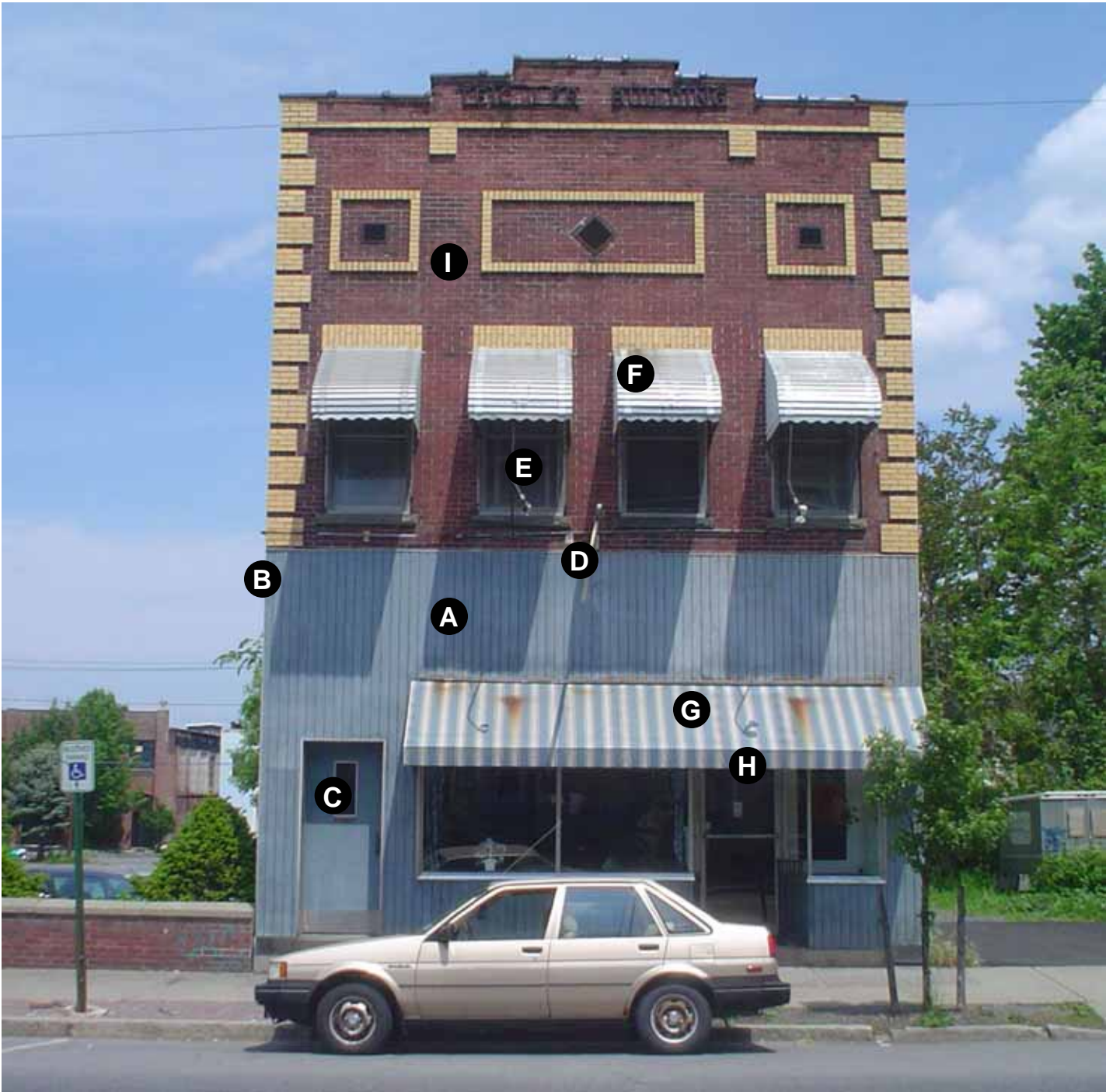
D: Relocated the satellite dish to the roof where it is not readily visible from the street or obstructing the façade.

E: Use the new decorative wood trim panel as a logical place to provide the street address. In this example, the range from 482-484 is given on either side of the building façade. Alternate locations could be up near the cornice of the building in the center, or a separate number over the side door on the right.

F: Patch the existing stucco trim and repaint the trim surfaces to give the building a fresh appearance.

BEFORE

Broadway



A: Existing brick façade is covered over and concealed by new plywood siding.

B: Architectural brickwork details are concealed.

C: Existing door is very flat and utilitarian looking – not very inviting or in keeping with the older character of the building. Very little trim around door.

D: Existing hung sign not very visible, and utilitarian lights hanging out very far from the façade but aren't lighting anything.

E: Old windows in need of replacement.

F: Corrugated metal window awnings are in rough shape and create a very hard, utilitarian feel.

G: Existing canvas awning is badly weathered and stained.

H: No visible signs of a street address.

I: Existing masonry façade is stained, dirty and weathered.

Broadway

AFTER



- A:** Remove existing plywood sheathing to reveal original façade underneath.
- B:** Original architectural brickwork is revealed.
- C:** Install new door in keeping with the older style of the building that has multi-panel design and/or a larger, more inviting window.
- D:** Remove existing hung sign and lighting arms. Replace them with a new sign above the storefront and a small lamp to illuminate it.
- E:** Replace existing windows with newer, energy-efficient clad windows which match the same double-hung style.

- F:** Clean/replace the existing metal awnings, or remove them for a brighter façade and interior spaces.
- G:** Replace the existing awning.
- H:** Insert street number in readily visible location.
- I:** Wash existing masonry to remove pollution and stains and give it a brighter appearance.

BEFORE

666 Broadway



A: Overall, the drab beige paint job looks dull and lifeless. Painting the entire surface of the façade this same color reinforces the perception that it is a flat texture-less surface with no articulation.

B: Bent metal flashing at the roof parapet is painted same beige color as the rest of the façade, causing it to blend in and be invisible instead of providing a visual cap to the roof.

C: The bare aluminum storefront looks dull and weathered.

D: Satellite dish mounted on the front of the building distracts from the historic architecture.

E: No visible street number or business signage.

666 Broadway

AFTER



A: Reinforce the idea of a “watertable” by painting a different color along the base, especially if there is a hard edge or line there to follow that gives the colors a logical place to stop.

B: Remove the old bare metal flashing and install new colored metal flashing that works into the color scheme of the rest of the façade.

C: Remove the existing bare aluminum storefront and install new anodized aluminum storefront that works into the color scheme for the façade. New window lettering here can give more information about the business.

D: Remove the satellite dish from the front façade and relocate on the roof.

E: Paint the existing trim to visually accentuate it and make it stand out more. You can also add additional decorative stripes or accents in places to create different design themes.

F: Install new façade-mounted sign lettering.

G: Install a new storefront awning to highlight which of the doors is the main entry and provide shelter to customers. (Note: Tree in front not shown for simplicity.)

BEFORE

574 Broadway



A: Existing empty building lot is a “missing tooth” in the urban street wall which is currently only being used for parking. If a new building were to be proposed for this lot, careful consideration should be given to how it works with the older architecture of the street.

574 Broadway

AFTER



A: The ground floor storefront area – typically called the “Base” – is usually capped by a horizontal entablature. Whenever possible, this should try to align with similar features on adjacent buildings.

B: The top of the building should be capped by a strong cornice which has a lot of depth and shadows. When possible, this should try to align with design features on adjacent buildings.

C: The ground floor storefront area usually has the largest façade openings and greatest amount of depth. This helps to create large shadows which give the building a 3-dimensional appearance, and is open and inviting.

D: The upper floors typically have smaller window openings that maintain a regular pattern. Grouping windows in pairs helps to reduce the overall scale of the façade and sets up rhythms and patterns which tie the building design together. In this case, each window pair is placed in the middle of the structural bays, aligning with the large storefronts below.

E: The top floor windows typically have the smallest opening sizes, and sometimes have a slightly different design – such as an arch – to distinguish it as different from the other floors.

F: The overall height of the building should try and be at least 2 stories to help maintain the street wall. There are often subtle articulations in the roofline of the building to make it more interesting and break up what would otherwise be a long, flat run.

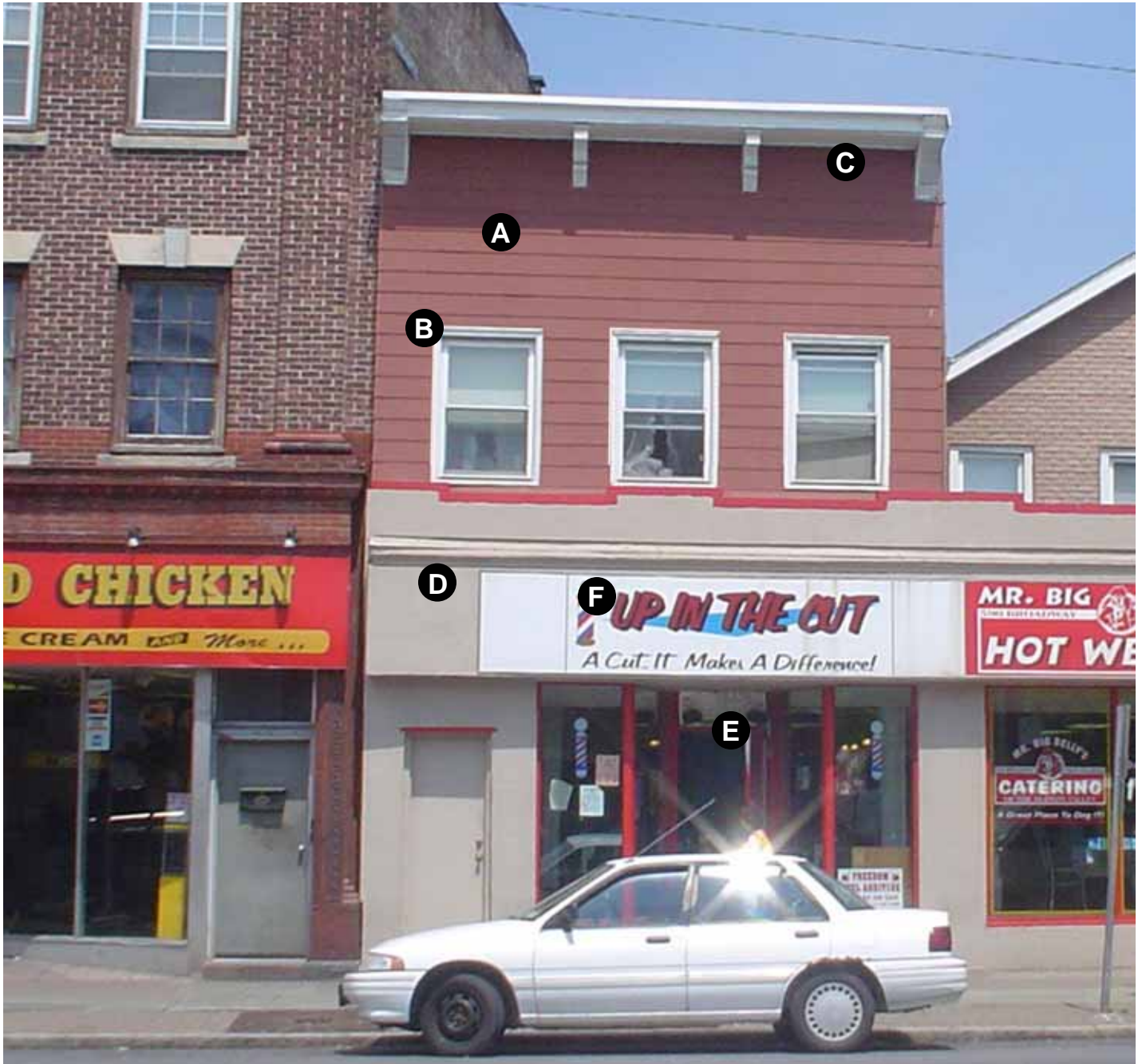
G: The main entry to the building should be readily visible and highlighted in some way with a cover or extra depth and detail in the façade.

H: Although the windows in the new building are smaller in size than others on older structures adjacent to it, they have the same width-to-height proportion. This helps to visually tie them together and reduces an incompatible feeling.

I: The very bottom of the façade typically has a base or water table line which is made of a different material or colors. This helps to give the building a visual resting point where it touches the ground.

BEFORE

592 Broadway



A: Existing siding is a somewhat worn, drab color and it appears that it may be covering up original materials or designs underneath.

B: There is very little trim around the windows, and the siding abruptly stops at the edge of the façade without any trim to frame it.

C: The existing roof cornice looks as if there used to be wood trim underneath it that is currently covered up by the siding. This creates a somewhat awkward look and is not in keeping with traditional detailing.

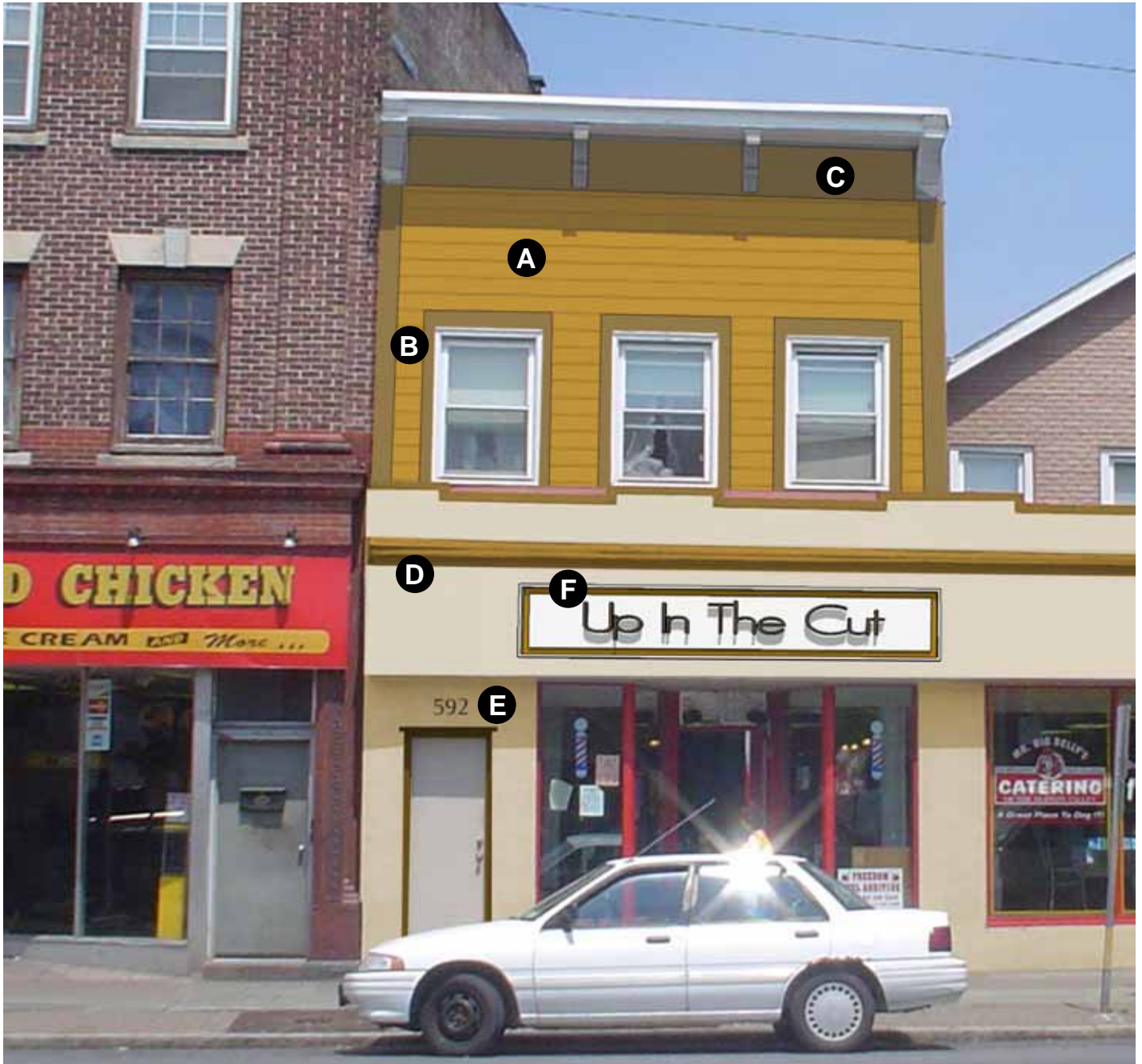
D: The long horizontal band above the storefront area inadvertently groups the 2-story building together with the businesses next to it. This gives it all a horizontal feel that makes it all look like a 1-story building. The paint color here is also drab and could use a fresh coat.

E: No visible signs of a street address.

F: The existing signboard is faded and is larger than it needs to be.

592 Broadway

AFTER



A: Remove the existing siding and replace with new wood clapboard and paint job.

B: Install new trim around the windows and at the edges of the façade to frame the siding and give it something to terminate into. Paint the new trim a different color than the siding to create a visual contrast and help it stand out.

C: Install new trim at the roof cornice.

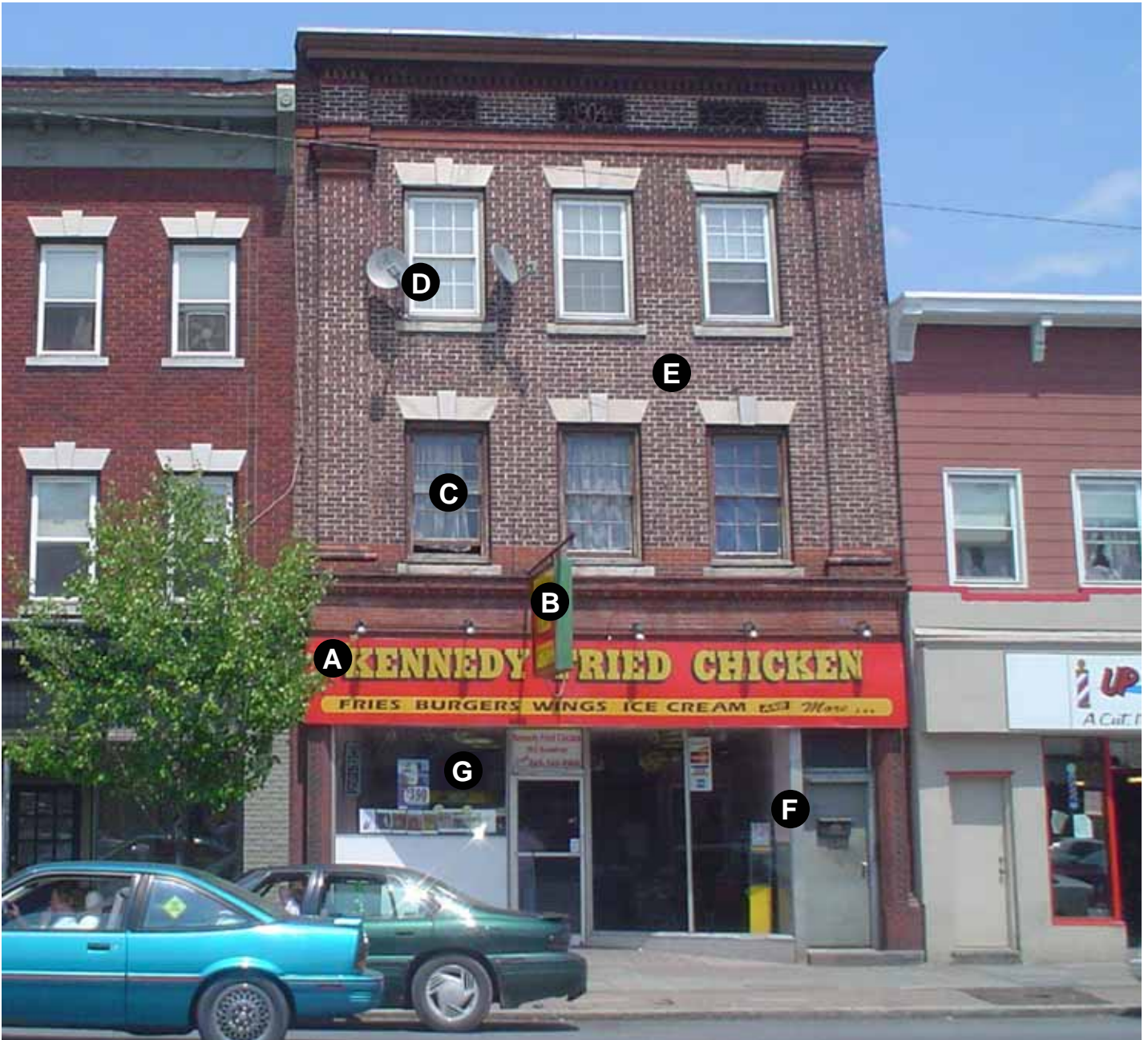
D: A relatively inexpensive option to fix up the horizontal cornice which connects the buildings would include a new coat of paint and highlighting the existing trim. Ideally however, this horizontal cornice should be removed so that the 2-story building appears as a single, taller building by itself.

E: Include a street address number over the door.

F: Replace the large, flat sign board with a new smaller sign that includes raised lettering to give it a more 3-dimensional appearance.

BEFORE

574 Broadway



A: Large sign board is too big and dominates the storefront area, effectively covering up parts of the original architecture instead of working with it.

B: Wall hung sign is somewhat redundant and obscures the view of the larger sign behind it.

C: Existing wood windows appear worn and are in need of a good cleaning and paint job.

D: Satellite dishes mounted on the front façade are a modern-day distraction to the original architecture.

E: Existing brick façade is dirty and stained.

F: Existing aluminum storefront construction is old and dirty.

G: Signs, posters and advertisements in the windows are beginning to clutter the storefront.

574 Broadway

AFTER



A: Remove the existing sign board and replace with a new awning. This awning can be a nice place to further describe some of what the business offers, and to place important info such as the street address.

B: Install new façade lettering which fits neatly into the cornice area above the storefront and does not overlap or obscure the existing architecture.

C: Refurbish and/or repaint the existing upper floor windows so that they all match and give a clean, uniform appearance.

D: Remove the existing satellite dishes and relocate them up on the roof or other location where they are not readily visible.

E: Wash and/or repoint the existing masonry façade.

F: Replace the existing bare aluminum storefront construction with new colored anodized aluminum which is in keeping with the color scheme of the façade.

G: Keep the new storefront windows clean and free of unnecessary posters, flyers and advertisements.

Grant Resources & Information

New York Main Street Program: Façade Renovation Grants – Providing matching grants of up to \$10,000 per building, but not to exceed 50% of total cost, can be provided to owners for façade renovations.

Capital District Regional Office
Debra Devine, Regional Director
Hampton Plaza - 9 th Floor
38-40 State Street
Albany, New York 12207
(518) 486-5012

<http://www.nymainstreet.org>

The Preservation League of New York: Preserve New York Grants – Providing only partial support on a competitive basis, with grants likely to range between \$3,000 and \$10,000.

Preservation League of New York State
44 Central Avenue
Albany, New York 12206-3002
518-462-5658 (Tel)
518-462-5684 (Fax)
info@preservenys.org

<http://www.preservenys.org>

New York State Council on the Arts: NYSCA – Providing grants to municipalities and non-profit groups for the Arts, Architecture & Planning.

New York State Council on the Arts
175 Varick Street, New York, NY 10014-4604
General Information (212) 627-4455
TDD 1-800-895-9838

<http://www.nysca.org>

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