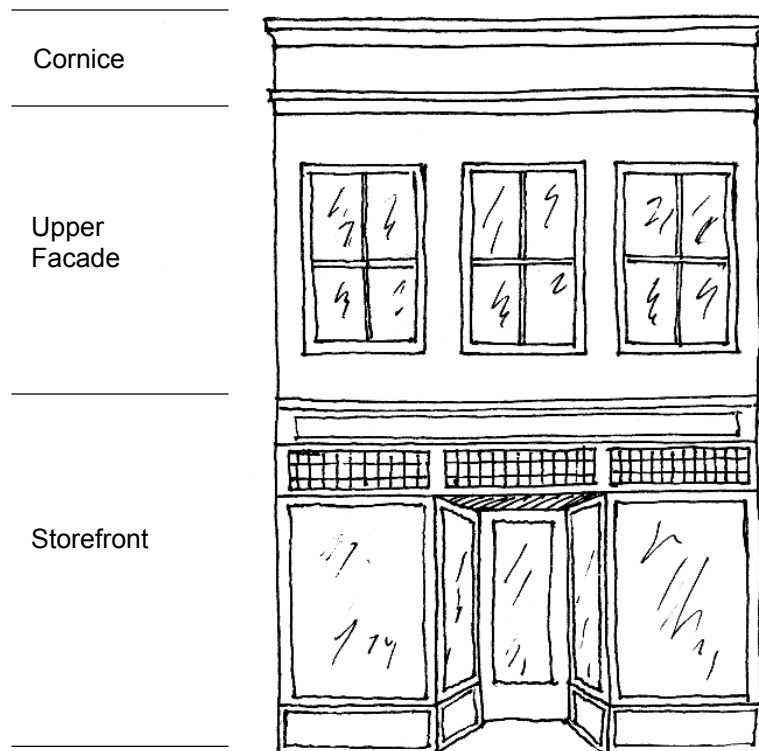


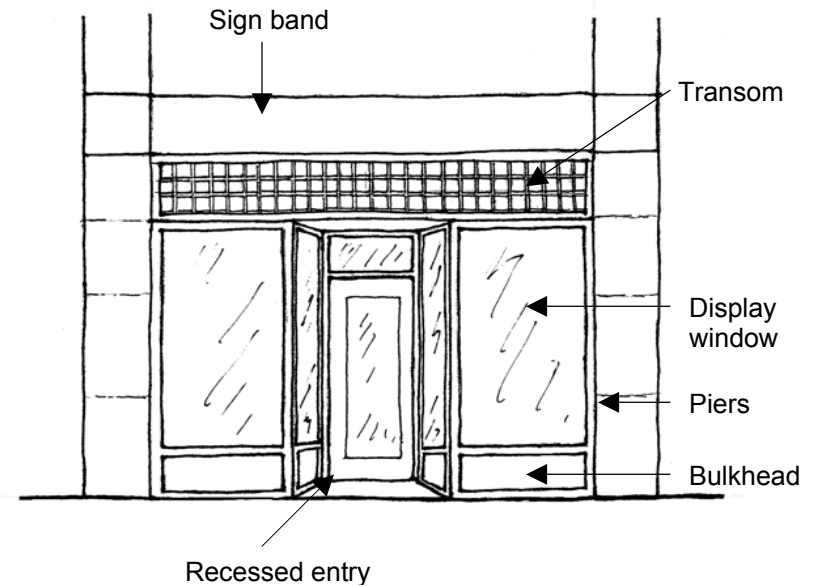
FACADES, STOREFRONTS & SIGNAGE

The character of downtown Brunswick is defined by the variation in building forms found along Maine Street: freestanding structures, continuous commercial blocks and wood frame structures. These commercial buildings have similarities in height, width, window configuration, storefronts and relationship to the sidewalk, which create a strong continuous edge or streetwall. The streetwalls on opposite sides of the street create a defined space or outdoor room where all the activity occurs downtown. While there are many similarities in overall building size, each façade has its own rhythm and character-defining features. It is important to understand both the broad patterns of the streetwall as well as the specific patterns on each building.

Facades are comprised of three different parts as illustrated below:



Traditional storefronts are designed to have large display windows along the sidewalk to give prominent display to the merchandise. This encourages the pedestrian to stop, look and hopefully enter the store. The recessed entryways emphasize the door and provide a sheltered, inviting entrance for customers. There are several key elements to a storefront:



The majority of the buildings in downtown Brunswick are two or three stories in height with flat roofs. Common materials are brick, wood, and granite. Display windows are usually encased in wood, cast iron or aluminum frames. Recessed entries can be found throughout downtown. Upper floors are characterized by double-hung windows with bay windows found on some buildings.



A decorative cornice caps the top of the Lincoln Building in downtown Brunswick.

Decorative brickwork adds depth to the façade and contributes to the rhythm of the overall façade.

This building illustrates a common configuration for the division between the storefront and upper floors: a small cornice and a sign band.

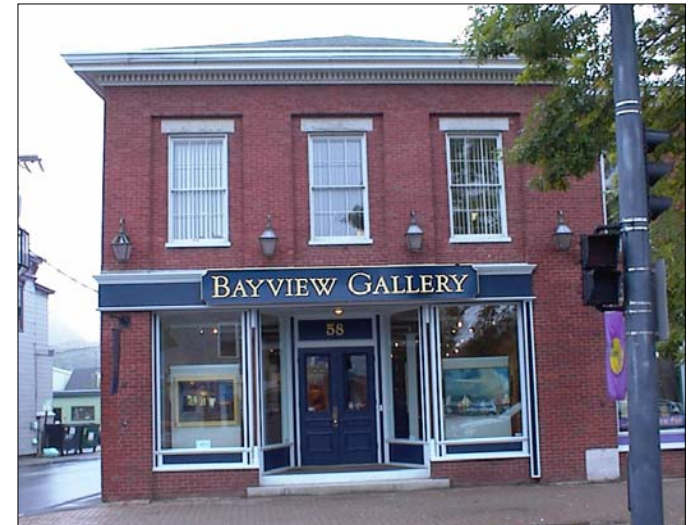
This sign extends above the sign band area, which disrupts the rhythm of the façade and obscures character defining features.

Right: Recessed entries and display windows establish a strong rhythm along the sidewalk. The brick and cast iron piers define a major rhythm with the display windows establishing a minor rhythm. The awnings also reinforce the pattern of openings.



FAÇADE AND STOREFRONT GUIDELINES:

1. Historic images should be used to understand how the storefront may have changed over time. Storefronts should not be recreated without solid physical or documentary evidence.
2. Later alterations that have taken on their own architectural significance should be retained. For example: Curved glass display windows added in the 1930s to a late nineteenth-century storefront should be maintained.
3. Every reasonable effort should be made to repair the original storefront. Repairs should be made with as little intervention as possible by patching, piecing-in, splicing, consolidating, or otherwise reinforcing deteriorating material using the same material as the existing storefront.
4. The façade and storefront should be photographically documented prior to any repair or rehabilitation work.
5. The proportion, scale and organization of character-defining features should be maintained when renovating a storefront.
6. Storefront elements (transoms, display windows etc.) should not extend beyond the original defined opening of the storefront and should not extend across the division between neighboring buildings.
7. Display windows, transoms and bulkheads should be maintained and preserved.
8. The expansive areas of glass in display windows should be maintained.
9. Openings, such as transoms and windows should not be covered with solid panels.
10. Reflective film or dark colored glass should not be used on display windows visible from a public way. Curtains, shades or other window dressings should not be used to obscure the public's view into store display windows unless essential to the business conducted in the store.
11. Original entry locations and configuration (example: recessed entry) should be maintained.
12. Cornices should not be removed or obscured by a substitute material.
13. Parapets and false fronts should not be added to downtown buildings unless there is historic precedent for these features.
14. Decorative elements such as broken pediments over doorways, "Colonial" lanterns, should not be added to storefronts.
15. New storefronts should respond to the patterns and rhythm of neighboring buildings, yet they should reflect the time in which they were constructed.
16. The scale, proportion and rhythm of upper floor openings should be maintained.
17. The installation of air conditioners on the primary façade should be avoided.



Above: This building illustrates how storefronts typically sit within a defined opening in the overall framework of the building.

SIGNAGE

Signs are essential elements of the downtown commercial area and have a dramatic impact on the streetscape. Signs promote businesses and provide information to the public. Historically, signs were surface or flush mounted between the storefront and upper façade, hung on brackets projecting from the storefront, and/or painted on the display windows. Icon or graphic signs were also popular in downtown commercial areas. These signs used shapes to convey information about the business, for example: a shoe shaped sign may have been used for a cobbler.

Flush mounted sign.



Above: This image of Maine Street illustrates how flush mounted signs can be used in conjunction with awnings to communicate information about a business.

Awnings have always been a popular element on downtown commercial buildings. They serve many purposes:

- Provide shelter for pedestrians,
- Protect merchandise from the sun,
- Regulate the amount of sunlight and heat entering a store,
- Identify the business.

Traditionally, awnings were operable allowing the merchant to capitalize on natural light and visibility yet provide shade when needed.

SIGNAGE GUIDELINES:

1. Original awnings and hardware should be maintained.
2. Signage should be placed in areas historically used for this purpose, such as the sign band between the storefront and the upper façade, or projecting from the façade on a simple bracket. Signage on awnings should be discouraged and permitted only on the skirt of the awning.
3. Awnings and signs should be attached to the building in a manner that will not damage or obscure significant architectural details or features. Hardware should be fastened into mortar joints rather than the masonry.
4. Awnings should be modeled after traditional forms, and neighboring buildings should be taken into account when considering the installation of awnings.
5. Awnings should be in a color that compliments the façade and should be designed to coordinate with the overall signage plan for the building.
6. Awnings should be made of a weatherproof cloth material and of a scale that does not overwhelm the façade.
7. Internally lit signs and plastic or fiberglass canopies should be avoided.
8. When several businesses are located in one building, individual signs should be coordinated in material, scale, color, lettering style and placement on the building.