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GROTON, NY

Downtown Revitalization

*Building Re-use Analyses &
Facade Recommendation Studies*

10.03.2016



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About Building Reuse Analysis

We have partnered with the Village of Groton to study the adaptive re-use of buildings, accessibility and functional upgrades of buildings, as well as facade recommendations in the downtown core.

These studies were for priority properties identified by the Village, with our input. These properties are key players in the perceptions and possibilities for Groton's downtown. The target properties are located on Main Street just south of the Cortland Street intersection. These buildings represent opportunities for a more cohesive, engaging streetscape of interesting and human scaled features.

Our report indicates the buildings' suitability for reuse and redevelopment, including reuse for residential units. We have taken cues from the buildings themselves, in order to retain historic character; and from the tenants in those buildings currently occupied.

Our analysis of each building included:

- Current physical condition and visual-only assessment of structural and historic integrity;
- Issues and constraints involved in NYS or local building codes and accessibility requirements, including occupant load, fire separation and egress (safe exiting);
- Conceptual sketch layouts that are architecturally feasible in design, function and standards. Where relevant, we sought making the "highest and best use" of each property from a cash flow standpoint, while restoring historic elements interior and exterior that benefit the community as a whole.
- Facade recommendation sketches indicating improvements that would be historically suitable as well as compliant;
- Preliminary, order-of-magnitude cost estimating that indicates the potential project cost range, as well as a number of factors or phases that may influence the project's financial feasibility



About Facade Recommendation Studies

Facade recommendations are intended to aid owners of buildings undergoing facade renovations, in contributing to the creation of a vibrant and pedestrian-friendly downtown core. Facade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all make a significant contribution to the character and identity of the street.

All of our recommendations would be suitable for a New York Main Street Grant-funded project, and have been developed with The Secretary of the Interior's Standards in mind for some buildings. Facade recommendations found their basis in historic photos, in cases where they are intended to restore or reconstruct the significant historic features of the original facades.



Post Office, Groton, N. Y.



Facade Recommendations

Robert C. Dempsey Insurance Agency

102 Main St.
Groton, NY 13073

Paint selection: as per Sherwin Williams Heritage colors

- Renwick Gold 94127
- Renwick Heather 94143
- Classic White 94408

Exterior Recommendations:

1. New painted fiber cement sign board and trim with wall mounted and back-lit individual raised letters
2. Repair and repoint existing face brick where required
3. New wood or aluminum clad wood full glass entry doors
4. New Stone or Masonry base and sill
5. Paint existing window frames at second & third floors
6. New exterior decorative elements (hanging planters & custom signage shown)
7. Paint existing cornice
8. New fabric awning
9. New wood or aluminum clad windows with lowered sill height in existing masonry openings
10. New exterior wall mounted lighting

Exterior Cost Estimate:

\$25,650 - \$31,350*

**Of this amount, approximately \$12,000 is for new storefront windows and entry doors*

Existing conditions



Historic Photograph





Existing:

2nd floor:
1,950 s.f.

Residential (R-2 Occupancy)

3rd floor:
1,950 s.f.

Assumed Residential (R-2 Occupancy)

Proposed:

2nd floor:
1,950 s.f.

Residential (R-2 Occupancy)

3rd floor:
1,950 s.f.

Residential (R-2 Occupancy)

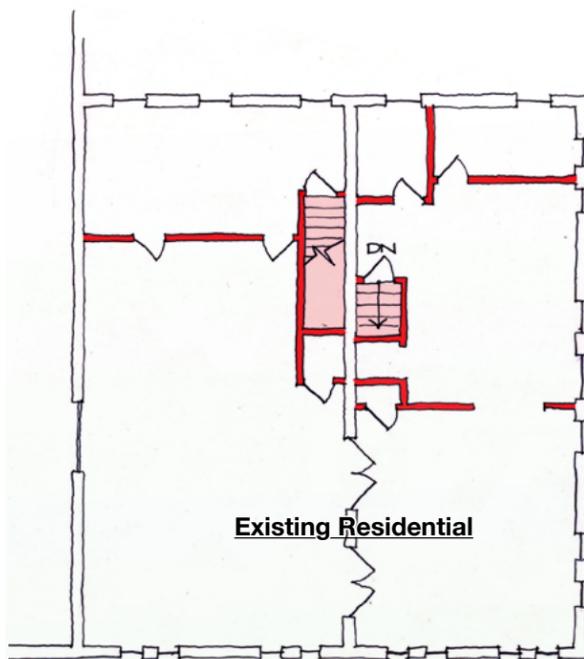
Interior Cost Estimate:

\$363,780 - \$444,620

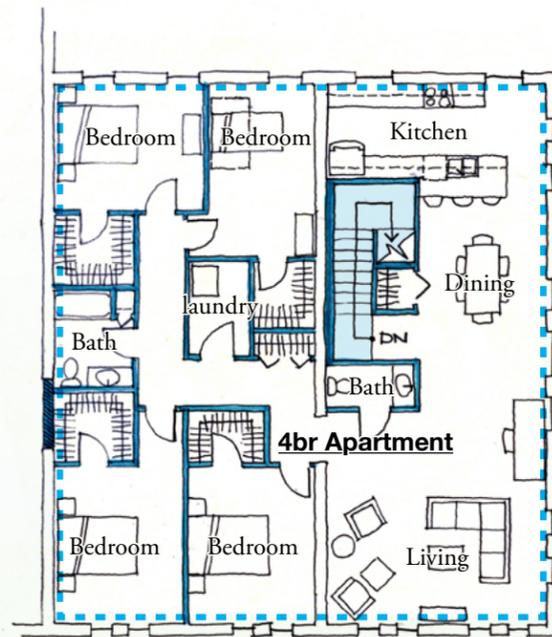
Total Building Cost Estimate:

(Interior + Exterior)

\$388,386 - \$474,694



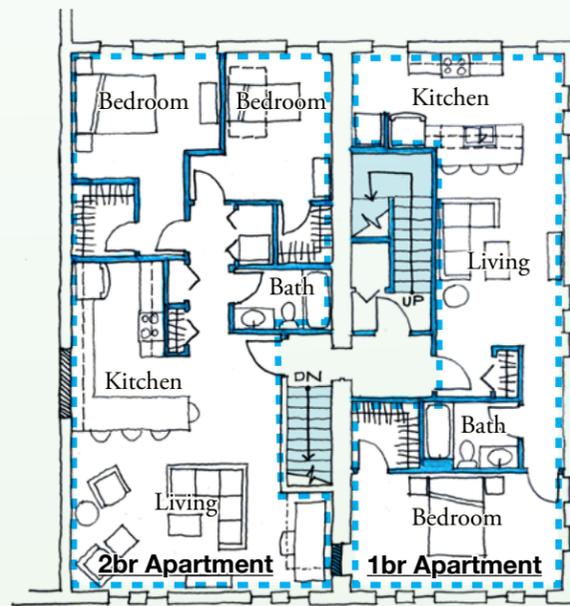
3rd Floor Existing Conditions



3rd Floor Proposed Option A



2nd Floor Existing Conditions

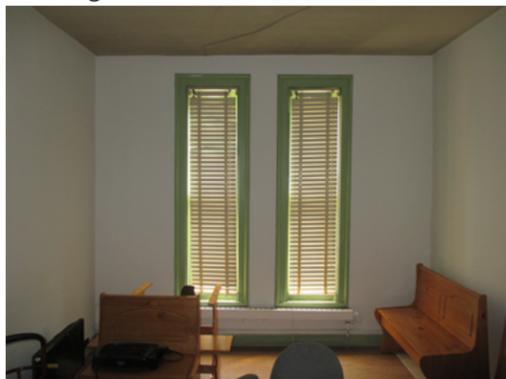


2nd Floor Proposed Option A

Existing 2nd floor interior



Existing 2nd floor interior



Existing 2nd floor interior



Building Reuse Analysis (option A)

Option A: (1) 1br apartment + (1) 2br apartment + (1) 4br apartment

Dempsey Building

102 Main St.
Groton, NY 13073

Overview:

This prominent Main Street property is currently the Robert C. Dempsey Insurance Agency in Groton's downtown. The building acts as a bookend to the clusters of storefronts that comprise the Northernmost section of Main Street directly south of the Cortland Street intersection. The upper floors of the building are currently utilized as apartments, with access to on-street parking and nearby municipal lots. This mature building has undergone several changes in its first floor storefront dating back to the 50s, with the upper stories remaining relatively unchanged.

Our Proposals:

All of our recommendations would be suitable for a New York Main Street grant-funded project and have been developed with the Secretary of the Interior's Standards in mind.

Option A renovates the residential upper floors into (3) apartments, with access to the ground floor from an interior stair. The apartments vary in size, with a 1 bedroom and 2 bedroom apartment occupying the second floor, and a 4 bedroom apartment occupying the third.

Code Implications:

A preliminary code review was conducted with the assumption that both upper floors are presently an R-2 Occupancy and will not be changing this occupancy classification. The following was determined from our preliminary findings:

- A sprinkler system throughout the building will be required to meet the requirements of a single exit building and egress travel distance limitations.
- The shared hallway at the second floor landing will be required to be fire rated.
- The apartment door to the third floor unit is required to be at the second story to meet egress travel distance limitations.
- Egress windows will be required at the apartments.
- Accessible units and an accessible route is not required for (3) apartment units. Therefore, an elevator is not required.

Note that a comprehensive code analysis will be required for formal permit drawings.

Cost Estimating:

We have provided the following order-of-magnitude construction cost estimates for the purposes of determining general feasibility of the project, and for pursuing initial funding, tenant and business-plan development.

These are based on our own experience with a wide variety of recent rehab projects in different markets, with different levels of restoration. They do not reflect direct owner involvement and are not specific in terms of the level of quality for interior and exterior finishes.

Additional elements that can influence project cost include: construction climate, owner schedule, pursuit of historic preservation tax credits, access to grant funding, etc.



Existing:

2nd floor:

1,950 s.f.

Residential (R-2 Occupancy)

3rd floor:

1,950 s.f.

Assumed Residential (R-2 Occupancy)

Proposed:

2nd floor:

1,950 s.f.

Residential (R-2 Occupancy)

3rd floor:

1,950 s.f.

Residential (R-2 Occupancy)

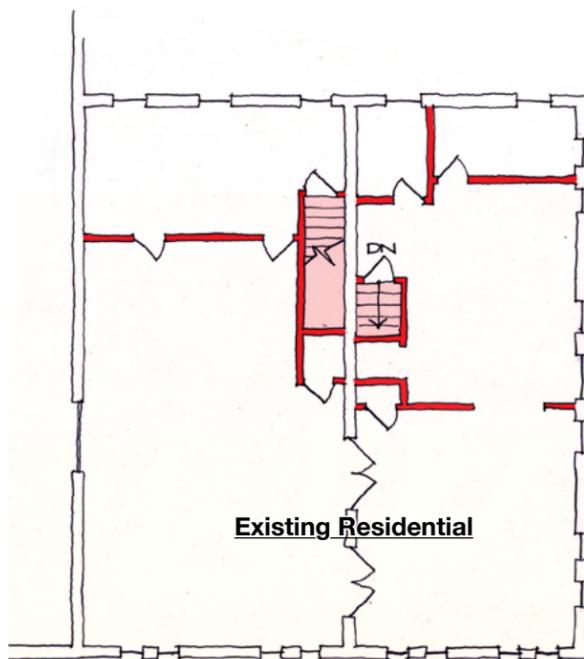
Interior Cost Estimate:

\$363,780 - \$444,620

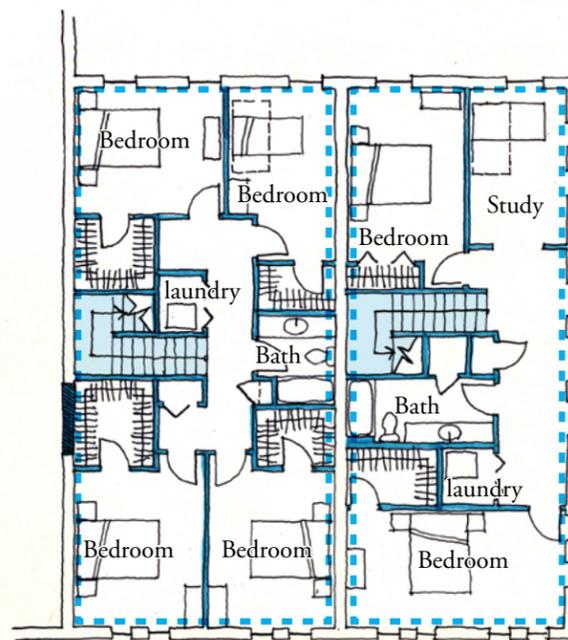
Total Building Cost Estimate:

(Interior + Exterior)

\$388,386 - \$474,694



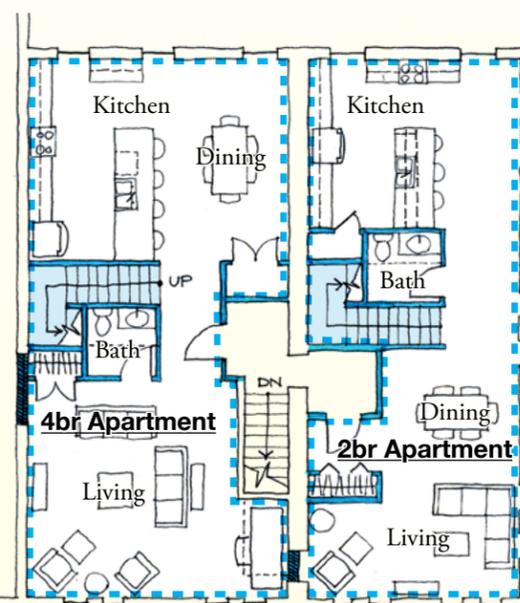
3rd Floor Existing Conditions



3rd Floor Proposed Option B



2nd Floor Existing Conditions

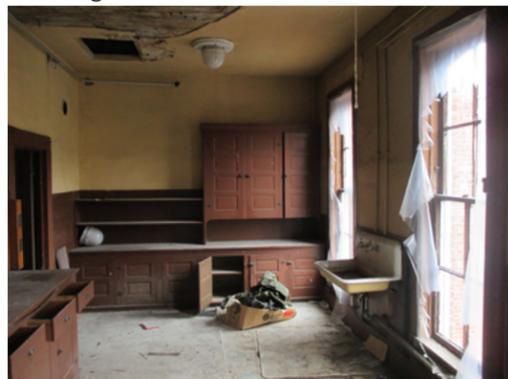


2nd Floor Proposed Option B

Existing 3rd floor interior



Existing 3rd floor interior



Existing 3rd floor interior



Building Reuse Analysis (option B)

Option B: (1) 2 story 2br apartment + (1) 2 story 4br apartment

Dempsey Building

102 Main St.
Groton, NY 13073

Overview:

This prominent Main Street property is currently the Robert C. Dempsey Insurance Agency in Groton's downtown. The building acts as a bookend to the clusters of storefronts that comprise the Northernmost section of Main Street directly south of the Cortland Street intersection. The upper floors of the building are currently utilized as apartments, with access to on-street parking and nearby municipal lots. This mature building has undergone several changes in its first floor storefront dating back to the 50s, with the upper stories remaining relatively unchanged.

Our Proposals:

All of our recommendations would be suitable for a New York Main Street grant-funded project and have been developed with the Secretary of the Interior's Standards in mind.

Option B renovates the residential upper floors into (2) two-story apartments with access to the ground floor from an interior stair. The apartments vary in size, one containing 4 bedrooms and the other containing 2 bedrooms and a study/den. The more public areas of the home (living, dining, kitchen) are located on the second floor in both apartments, with private spaces (bedrooms and bathrooms) on the third floor.

Code Implications:

A preliminary code review was conducted with the assumption that both upper floors are presently an R-2 Occupancy and will not be changing this occupancy classification. The following was determined from our preliminary findings:

- A sprinkler system throughout the building will be required to meet the requirements of a single exit building and egress travel distance limitations.
- The shared hallway at the second floor landing will be required to be fire rated.
- Egress windows will be required at the apartments.
- Accessible units and an accessible route is not required for (2) apartment units. Therefore, an elevator is not required.

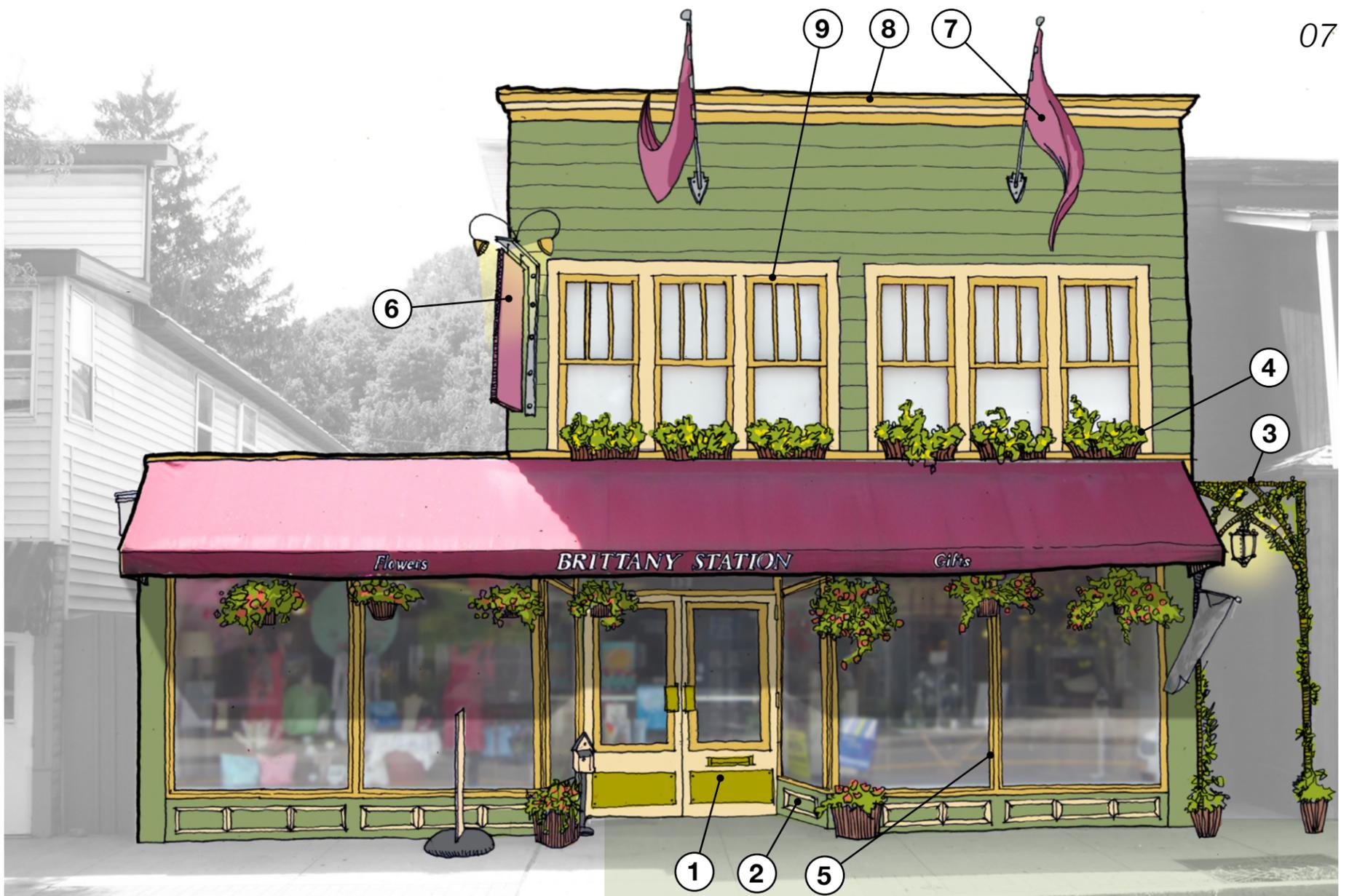
Note that a comprehensive code analysis will be required for formal permit drawings.

Cost Estimating:

We have provided the following order-of-magnitude construction cost estimates for the purposes of determining general feasibility of the project, and for pursuing initial funding, tenant and business-plan development.

These are based on our own experience with a wide variety of recent rehab projects in different markets, with different levels of restoration. They do not reflect direct owner involvement and are not specific in terms of the level of quality for interior and exterior finishes.

Additional elements that can influence project cost include: construction climate, owner schedule, pursuit of historic preservation tax credits, access to grant funding, etc.



Facade Recommendations

Brittany Station

152 Main St.
Groton, NY 13073

Paint selection: as per Sherwin Williams Heritage colors

- Rockwood Jade 94283
- Renwick Gold 94127
- Classic White 94408

Exterior Recommendations:

1. New wood or aluminum clad wood full glass entry doors
2. New painted fiber cement panel and trim knee walls
3. New gateway structure with lighting to upper apartment entrance
4. New mounted planters on upper floor windows
5. New wood or aluminum clad wood storefront windows
6. New perpendicular signage with integrated lighting
7. New exterior decorative elements (flags shown)
8. Paint existing cornice
9. Paint existing upper floor windows, aluminum siding and trim

Exterior Cost Estimate:

\$25,290 - \$30,910*

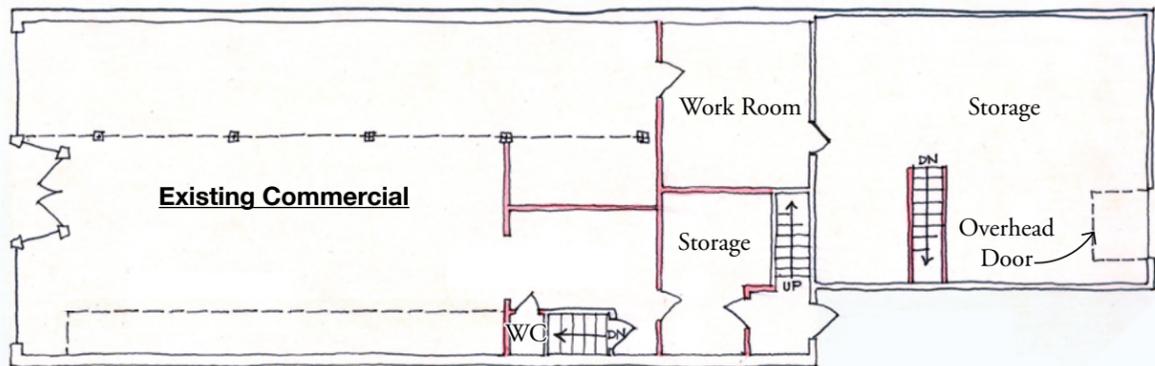
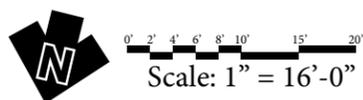
**Of this amount, approximately \$13,000 is for new storefront windows and entry doors.*

Historic Photo



Existing conditions





First Floor Existing Conditions

Existing:

1st floor:

2,465 s.f.

Retail (M Occupancy)

2nd floor:

Residential (R-3 Occupancy)

2nd floor not in scope of work

Proposed:

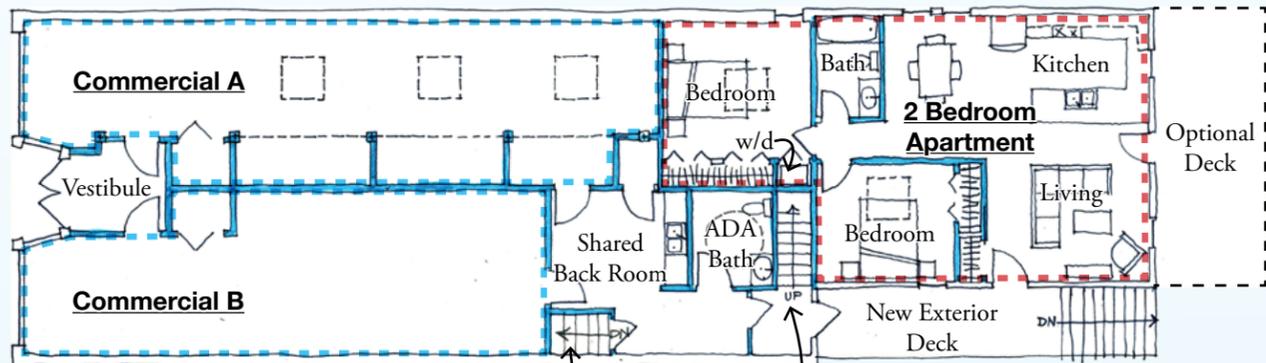
1st floor:

1,580 s.f.

Retail (M Occupancy)

885 s.f.

Residential (R-3 Occupancy)



First Floor Proposed Option A

Interior Cost Estimate:

\$113,265

Total Building Cost Estimate:

(Interior + Exterior)

\$138,555 - 144,175

Existing commercial interior



Existing commercial storage



Existing rear exterior



Building Reuse Analysis (option A)

Option A: (1) 2-bedroom apartment + (2) commercial spaces

Brittany Station

152 Main St.

Groton, NY 13073

Overview:

This Main Street property is currently an active flower and gift store in Groton's downtown, and an addition to the clusters of storefronts that comprise the Northernmost section of Main Street directly south of the Cortland Street intersection. The upper floor of the building is currently utilized as apartments, with access to on-street parking and nearby municipal lots. The storefront of Brittany Station provides pedestrian level interest with outdoor planters, sale items, signage, and an awning.

Our Proposals:

All of our recommendations would be suitable for a New York Main Street grant-funded project, and have been developed with the Secretary of the Interior's Standards in mind. The current first floor is entirely utilized as commercial space. Access to the upper apartments is via a staircase located in a side alley from the front.

Option A develops two smaller commercial storefronts that share an accessible restroom, storage space and rear access. A new two bedroom apartment, accessible by the rear, is also added in this scheme. An optional raised deck is included for the new apartment.

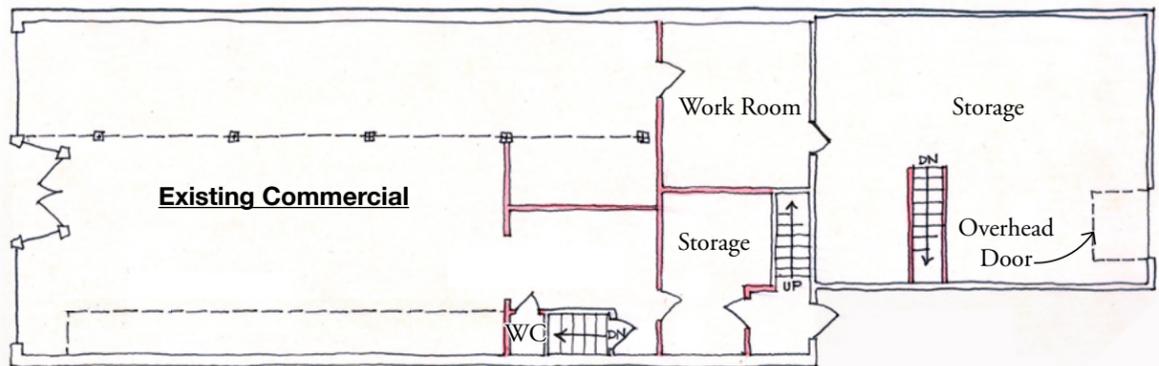
Code Implications:

A preliminary code review was conducted with the assumption that first floor residential unit(s) are permissible according to local zoning and/or the Groton Central Business District use regulations. The following was determined from our preliminary findings:

- Egress windows will be required at the apartment.
 - Accessibility and an accessible route will not be required for (1) new apartment unit.
- Note that a comprehensive code analysis will be required for formal permit drawings.

Cost Estimating:

We are providing the following order-of-magnitude construction cost estimates for the purposes of determining general feasibility of the project, and for pursuing initial funding, tenant and business-plan development. These are based on our own experience with a wide variety of recent rehab projects in different markets, with different levels of restoration. They do not reflect direct owner involvement and are not specific in terms of the level of quality for interior and exterior finishes. Additional elements that can influence project cost include: construction climate, owner schedule, pursuit of historic preservation tax credits, access to grant funding, etc.



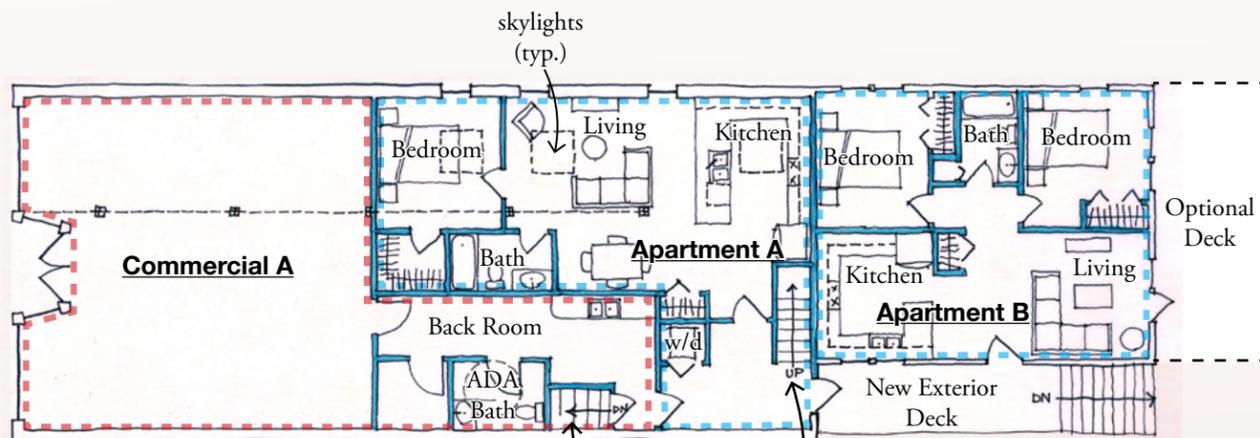
First Floor Existing Conditions

Existing:
1st floor:
 2,465 s.f.
Retail (M Occupancy)
2nd floor:
Residential (R-3 Occupancy)
2nd floor not in scope of work

Proposed:
1st floor:
 1,115 s.f.
Retail (M Occupancy)
 1,350 s.f.
Residential (R-3 Occupancy)

Interior Cost Estimate:
 \$138,435

Total Building Cost Estimate:
(Interior + Exterior)
 \$163,725 - 169,345



First Floor Proposed Option B

Existing commercial interior



Existing commercial storage



Existing rear entry



Building Reuse Analysis (option B)

(2) residential apartments + (1) commercial space

Brittany Station
 152 Main St.
 Groton, NY 13073

Overview:

This Main Street property is currently an active flower and gift store in Groton's downtown, and an addition to the clusters of storefronts that comprise the Northernmost section of Main Street directly south of the Cortland Street intersection. The upper floor of the building is currently utilized as apartments, with access to on-street parking and nearby municipal lots. The storefront of Brittany Station provides pedestrian level interest with outdoor planters, sale items, signage, and an awning.

Our Proposals:

All of our recommendations would be suitable for a New York Main Street grant-funded project, and have been developed with the Secretary of the Interior's Standards in mind. The current first floor is entirely utilized as commercial space. Access to the upper apartments is via a staircase located in a side alley from the front. Option B proposes a single, smaller commercial space with an accessible restroom, storage space and rear access. Two new apartments accessible by the rear of the building are added. An optional raised deck is included for one of the new apartments.

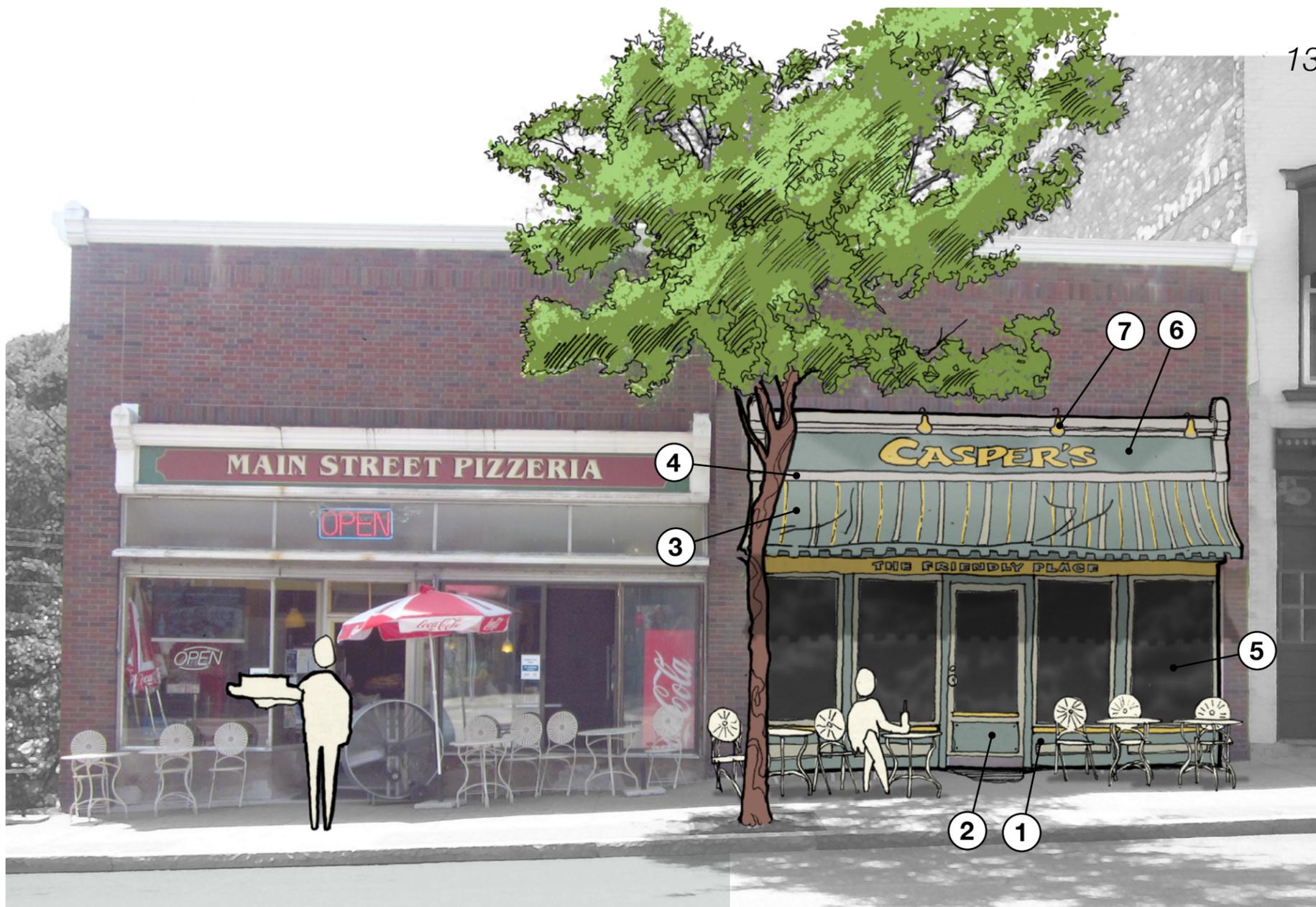
Code Implications:

A preliminary code review was conducted with the assumption that first floor residential unit(s) are permissible according to local zoning and/or the Groton Central Business District use regulations. The following was determined from our preliminary findings:

- Egress windows will be required at the apartments.
 - The (2) new apartment units will be required to be Type B units that can be modified in the future to provide accessibility. This typically requires the provision of accessible clearances at doors and hallways.
- Note that a comprehensive code analysis will be required for formal permit drawings.

Cost Estimating:

We are providing the following order-of-magnitude construction cost estimates for the purposes of determining general feasibility of the project, and for pursuing initial funding, tenant and business-plan development. These are based on our own experience with a wide variety of recent rehab projects in different markets, with different levels of restoration. They do not reflect direct owner involvement and are not specific in terms of the level of quality for interior and exterior finishes. Additional elements that can influence project cost include: construction climate, owner schedule, pursuit of historic preservation tax credits, access to grant funding, etc.



Facade Recommendations

Casper's
 118 Main St.
 Groton, NY 13073

Paint selection: as per Sherwin Williams Heritage colors

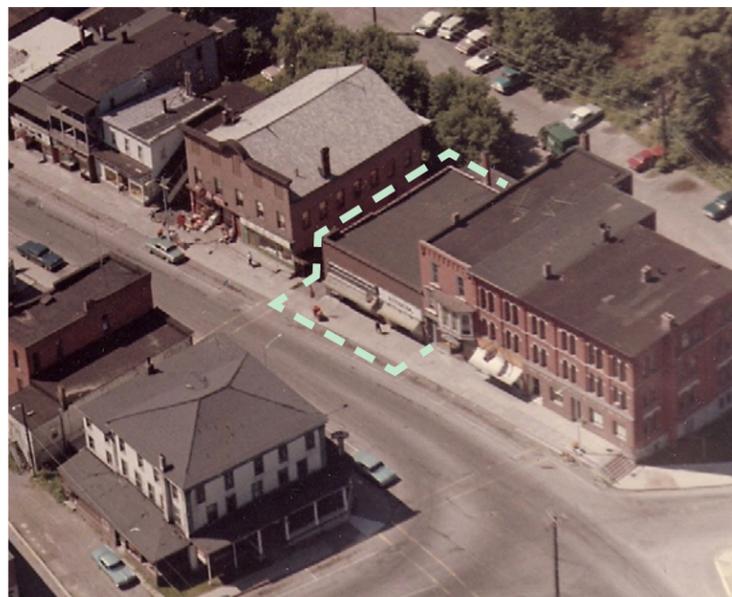
- Colonial Revival Blue 94416
- Downing Yellow 94085
- Colonial Revival Grey 94424

Exterior Recommendations:

1. New painted fiber cement panel and trim knee walls
2. New wood or aluminum clad wood full glass door
3. New fabric awning
4. Uncover/Repair existing masonry signboard
5. New wood or aluminum clad wood storefront windows
6. New painted fiber cement sign board with individual raised letters
7. New wall mounted lighting fixtures

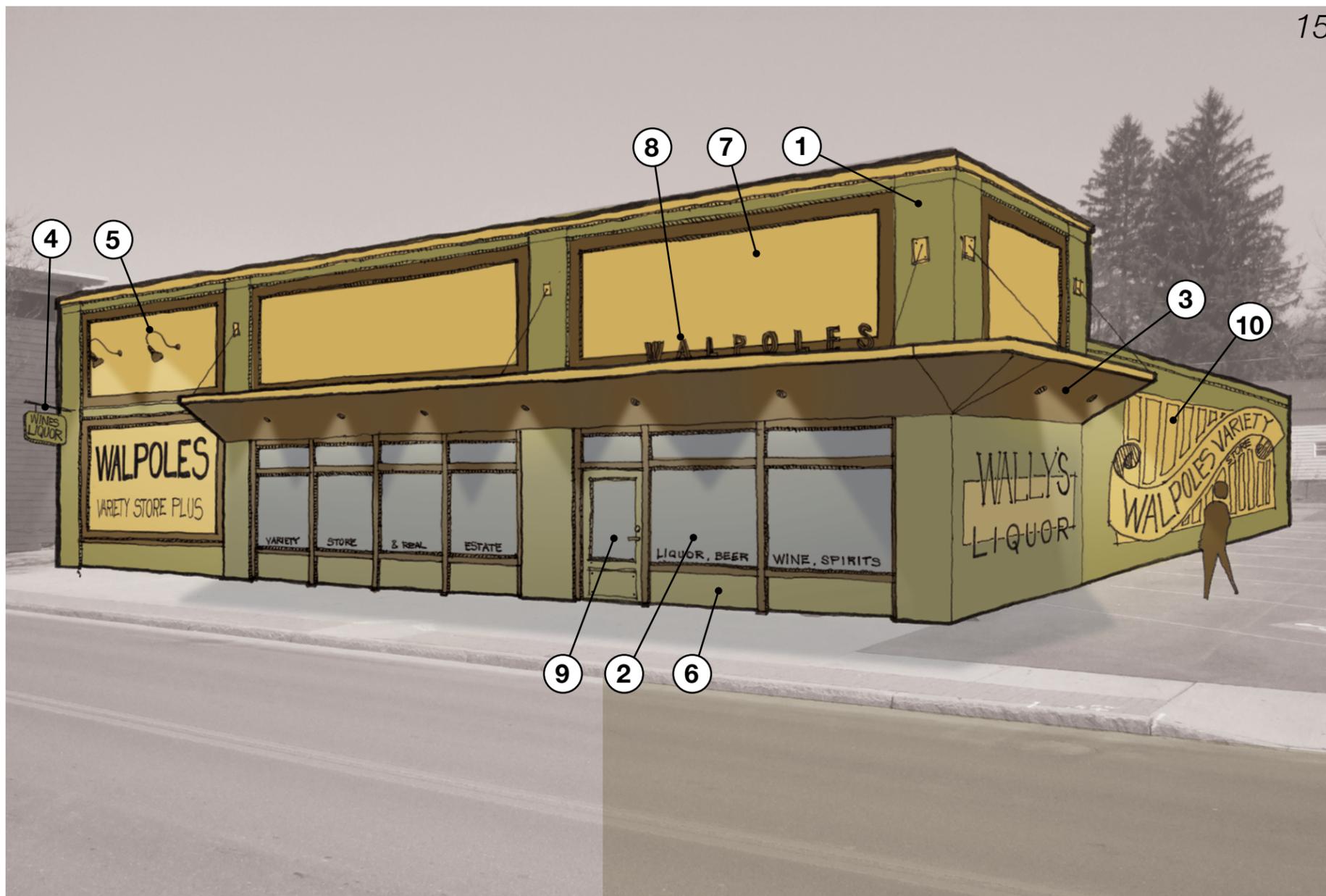
Exterior Cost Estimate:
 \$19,953 - \$24,387*

Historic Photo

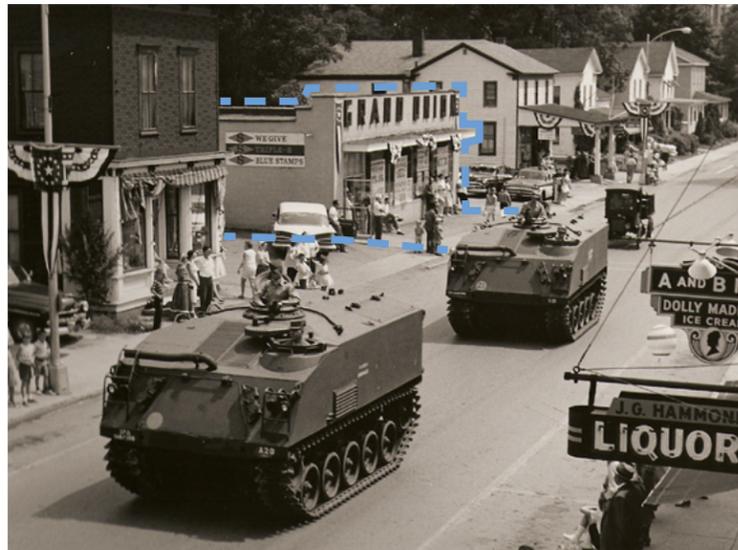


Existing conditions





Historic Photo



Existing conditions



Facade Recommendations

Walpole's Variety Store

147 Main St.
Groton, NY 13073

Paint selection: as per Sherwin Williams Heritage colors

- Renwick Olive 94150
- Downing Straw 94077
- Rockwood Dark Brown 94242

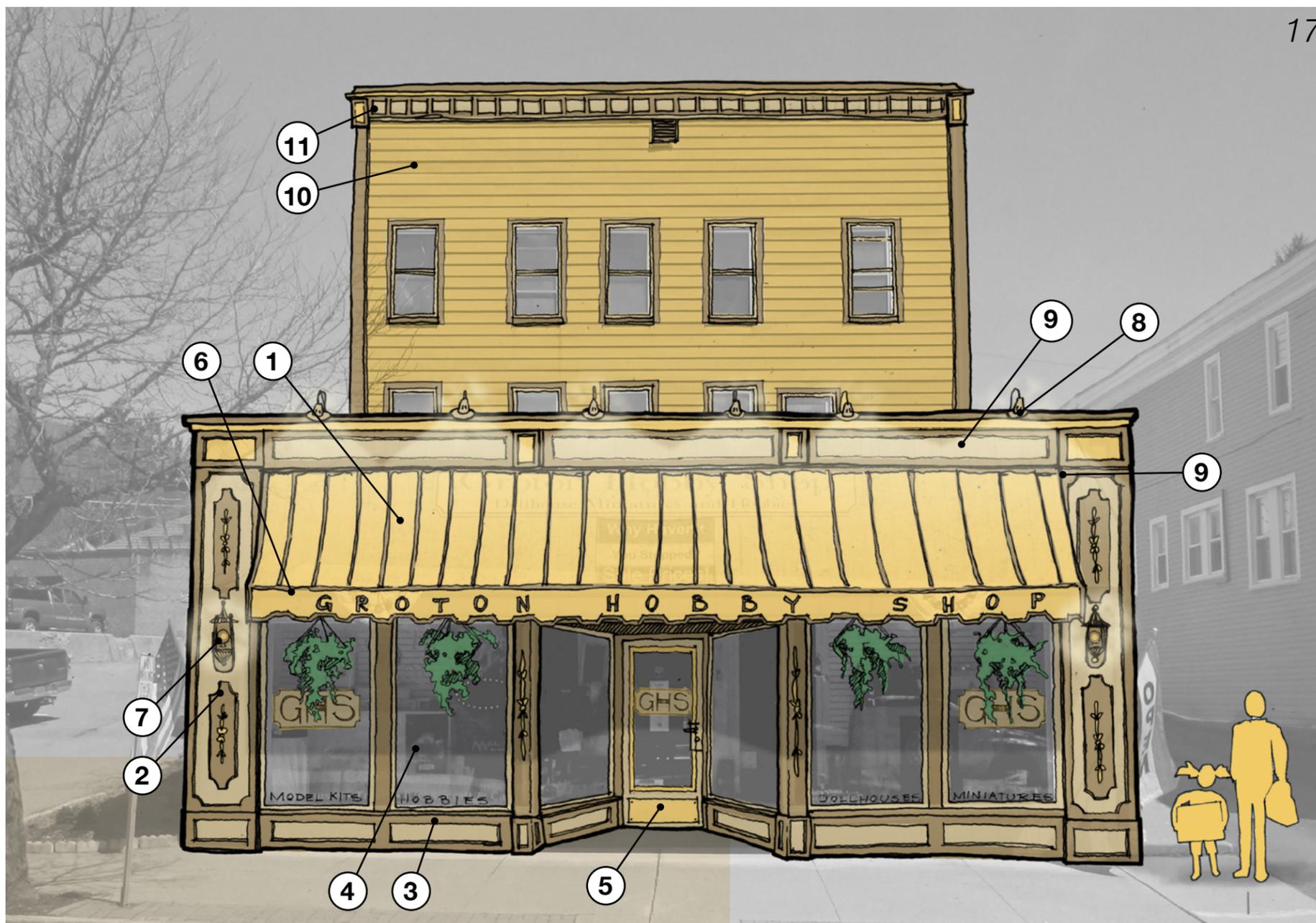
Exterior Recommendations:

1. Remove existing overhanging roof structure
2. New wood or aluminum clad wood storefront windows
3. New awning structure with recessed lighting
4. Relocated existing perpendicular signage
5. New wall mounted gooseneck light fixtures
6. New painted fiber cement panel and trim knee walls
7. New painted fiber cement panel and trim
8. New aluminum free-standing signage
9. New wood or aluminum clad wood full glass door
10. New decorative painted signage

Exterior Cost Estimate:

\$49,518 - \$60,522*

**Of this amount, approximately \$13,000 is for new storefront windows and entry doors.*



Facade Recommendations

Groton Hobby Supply

129 Main St.
Groton, NY 13073

Paint selection: as per Sherwin Williams Heritage colors

- Colonial Revival Yellow 94440
- Downing Sand 94044
- Rockwood Clay 94234

Lower Exterior Recommendations:

1. Remove existing overhanging roof structure
2. New decorative painted fiber cement panel and trim columns
3. New painted fiber cement panel and trim knee walls
4. New wood or aluminum clad wood storefront windows
5. New wood or aluminum clad wood full glass door
6. New fabric awning
7. Reuse/Replace existing exterior lighting
8. New wall mounted gooseneck light fixtures
9. New decorative fiber cement panel cornice at storefront

Upper Exterior Recommendations:

10. Paint existing aluminum siding
11. New painted cornice, corner and window trim

Lower Exterior Cost Estimate:

\$33,127 - \$40,488*

**Of this amount, approximately \$15,000 is for new storefront windows and entry doors*

Upper Exterior Cost Estimate:

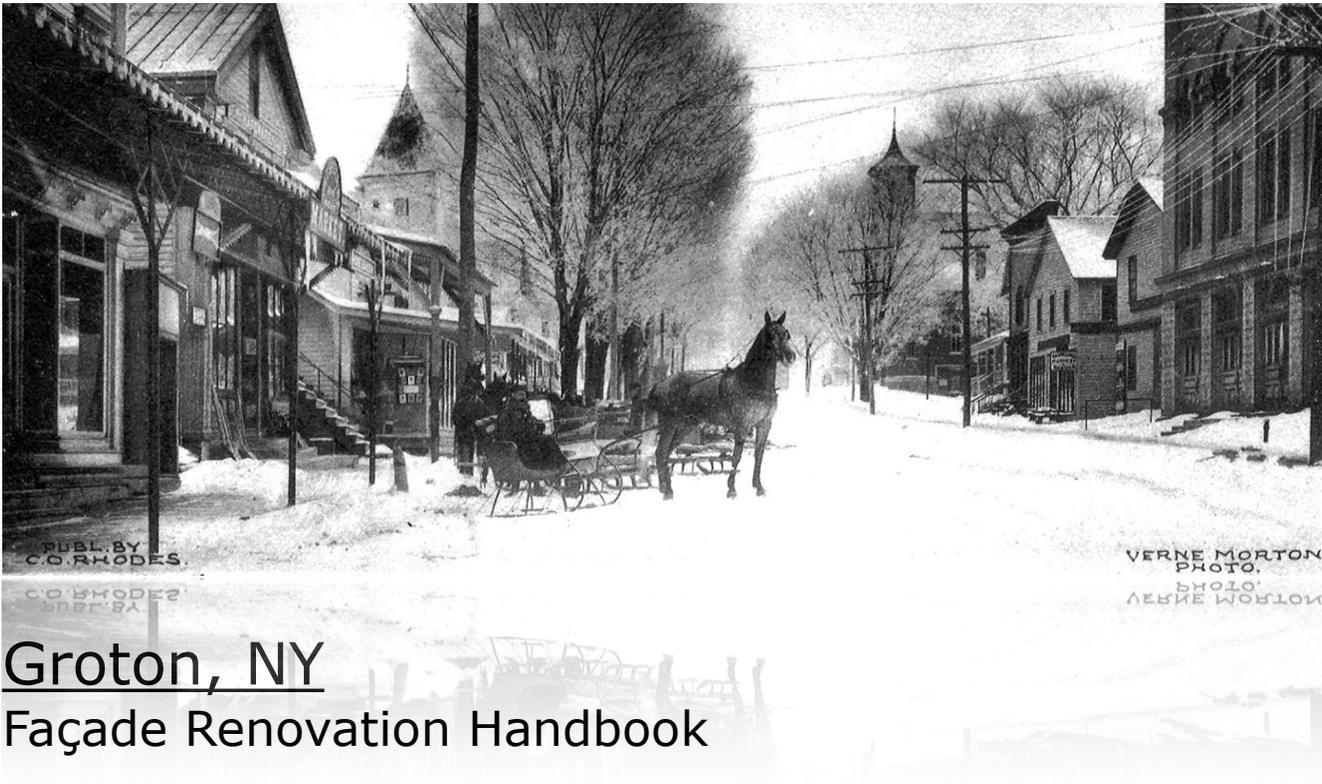
\$8,154 - \$9,966

Historic Photo



Existing conditions





Groton, NY Façade Renovation Handbook



www.insitearch.com
585.237.2614
contact@insitearch.com

OVERVIEW

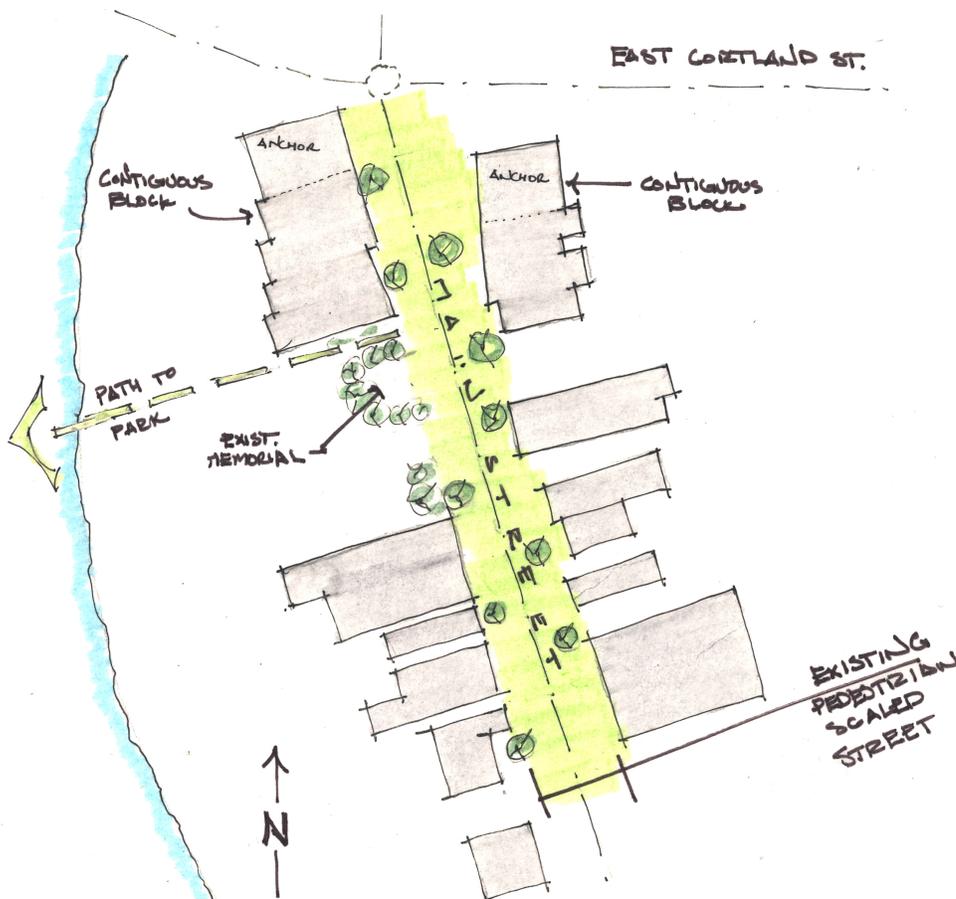
This overview represents the broader aims of the program. Specific design aids follow in the next section. This Façade Handbook is intended to aid owners of buildings undergoing façade renovations with design proposals that contribute to the development of a vibrant and pedestrian-friendly downtown. Façade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all have a significant impact on the character and identity of the street. Not only can this handbook help building owners with design decisions, they can also be used to highlight and enhance existing characteristics of Groton's Downtown.

PEDESTRIAN SCALE

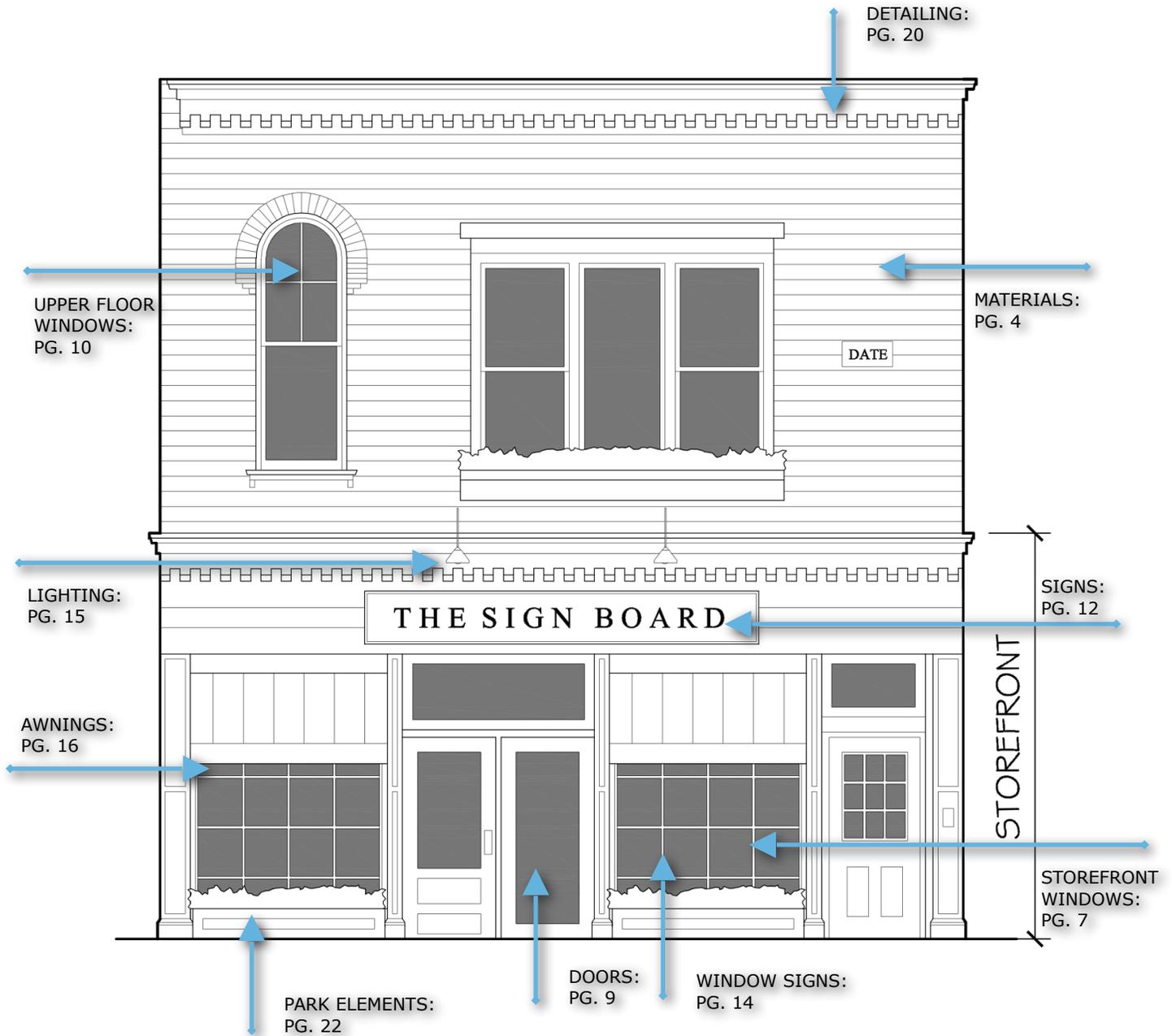
Over time in many similarly sized communities, automobile traffic redefined the public realm: Signs became oversized, streetlights grew taller, trees disappeared, and the expanse from one side of the street to the other effectively widened - sidewalks were reduced while lane widths increased. Because of this trend, Groton's Main Street stands out as the exception to typical degradation of human scaled spaces: The street was not stretched, light posts remained scaled for people, and trees shelter pedestrians and glassy storefronts. This is a key feature that should be embraced and expanded upon.

CONTINUITY

Groton's Main Street remains as a branch from a primary intersection, anchored by two substantial, historic buildings. From the anchor buildings on the East and West, contiguous blocks remain in tact leading to a memorial and path to waterfront access. The memorial is a fantastic amenity that helps to center Main Street and extend the blocks - Through the introduction of park elements the facade guidelines should help engage pedestrians beyond the continuous blocks where buildings have been lost - tying together the space between the museum and the intersection.



Graphic Table of Contents



NOTE: This Handbook may not comply with The Secretary of the Interior's Standards for the Treatment of Historic Properties.

All work produced by In. Site: Architecture remains its intellectual property. The Village of Groton has a license to copy and distribute the Handbook only for the intended purposes within the community. Please contact In. Site: Architecture in advance to discuss use of the Handbook for any other purposes.

1. Materials

- a) Whenever possible, repair original materials before replacing them with new materials. In some cases, old brick buildings will require repairs to the brick and mortar.

Brick restoration requires special attention. Power-washing can damage the surface of the brick. After the surface has been cleaned of debris or old paint, bricks may need replacing and mortar joints repaired. Brick sealer can be applied to protect the restored brick. Always consult a professional before performing any masonry and brick work or reference the National Parks Service, Technical Preservation Services - preservation briefs for more information on brick, mortar types, and restoration practices. (<http://www.nps.gov/history/hps/tps/briefs/presbhom.htm>)

PLEASE NOTE: Some brick types are required to be sealed or painted.

Buildings may already have painted brick. In these instances it would be appropriate to repaint the existing brick.

- b) Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building or the material. Do not use vinyl or metal siding. Many of these materials have unnatural trim, lintel and edge conditions that cause the facade to look too uniform and massive. Façade design proposals should never include covering original materials or column, cornice, sill, lintel, window, or panel detailing.



✓ **DO** repair and restore original materials whenever possible



✗ **DO NOT** use vinyl or metal siding to cover original facades

✗ **DO NOT** use fake or thin veneer brick or stone

- b) If materials are beyond repair - Use materials that don't require replacement as the only option for maintenance. Products such as brick or wood can be painted and are easily maintained - colors for painted surfaces can be changed as required. Smooth fiber-cement clapboard would be an acceptable wood substitute because it can be painted, it can be used where wood is used, and it's very durable when installed per manufacturer's specifications.

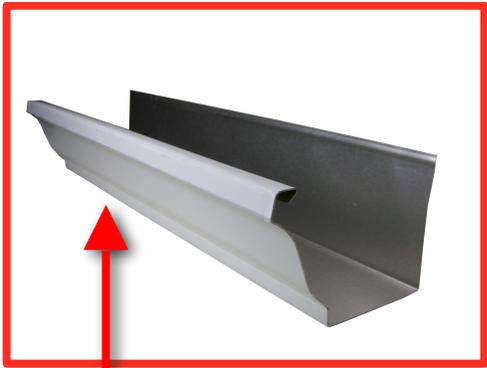


✓ **DO** use wood or fiber-cement clapboard siding and trim

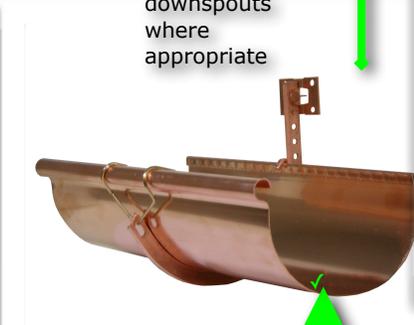
Some buildings may require gutters and downspouts on their street sides. For these buildings, all gutters and downspouts should be galvanized steel, aluminum, copper or an approved substitute with a period and style-correct shape, such as "half-round." Residential "K-style gutters" create unwanted horizontal lines that may detract from the building trim and detailing, and should not be used. Ensure that gutters and downspouts are of adequate size to manage the volume of water that flows from the roof that it serves.



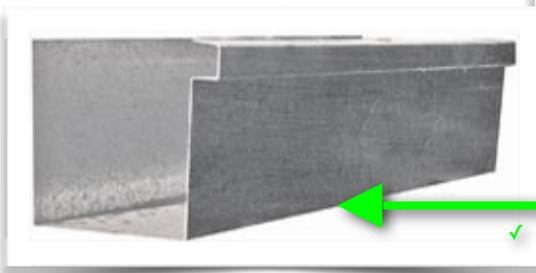
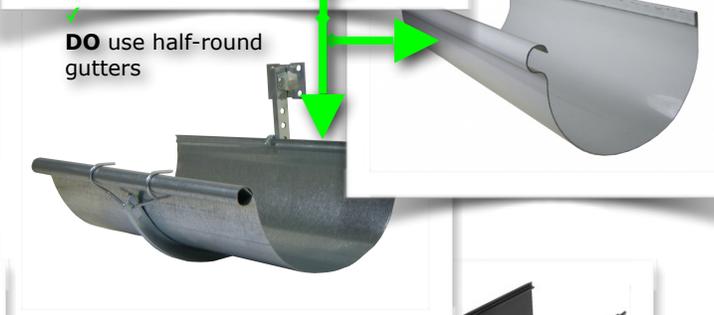
✓ **DO** use copper gutters and downspouts where appropriate



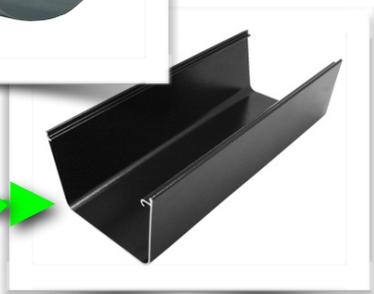
✗ **DO NOT USE** residential, K-style gutters



✓ **DO** use half-round gutters



✓ **DO** use box box gutters



- d) Special consideration should be given to roofing materials that are visible from the street. Whenever possible, it is preferred that period-correct materials are used, such as real cedar, slate, or standing-seam metal. Standing-seam metal roofing has a long life span when properly installed and will help maintain cooler roof temperatures, helping to reduce mechanical cooling costs.

Often asphalt shingles are not historically appropriate but In some cases "architectural" asphalt shingles may be permitted. When selecting asphalt shingles consider colors that have a variety of tones and a longer warranty.



✓ **DO** take cues from historic precedent and use standing seam metal roofing or cedar shingles

✓ **DO** use standing seam metal roofing

✓ In some cases architectural asphalt shingles may be permitted



2. Storefront Windows and Doors Windows:

- a) Windows allow for pedestrian safety and flow in addition to easy viewing of merchandise for mercantile businesses. Original openings should be maintained. Design proposals should not reduce the glazed area of the storefront unless it is historically accurate. Window openings that were previously reduced or enlarged should be restored - 60%-80% of the storefront "pedestrian zone" (2'-8' above the sidewalk) should be clear glass, window area. This may vary depending on what is historically accurate for each specific building.

Maintain a three feet (3') minimum visual access into storefronts from the pedestrian zone and avoid using displays and signs that prohibit views in and out, including large shelving units with their backs facing the window. Proposals should not use vertical blinds or other elements that will block views into storefront windows. In some cases, storefronts may contain professional offices. For these storefronts, alternate privacy and shading elements may be appropriate. Use storefront awnings for shade control. Do not use opaque or tinted glass on commercial storefronts.



DO NOT reduce storefront window openings or have less than 60% clear glass

DO restore window openings and create visual access into businesses



DO create and maintain large, glass, street level storefronts - 60%-80% clear glass

DO create large storefront windows to allow 3' minimum visual access into storefronts



Storefront displays should be lit at night



DO NOT block view into storefronts with window shades or oversized window signs



- b) Frame and sash profiles should be large enough to complement trim elements. For traditional façades, trim elements should be wood or approximately the same dimensionality and character of the original design.

The windows should be sized to fit with existing vertical and horizontal elements when available. Large areas should be broken up to address human scale as shown.

Using transom windows adds visual interest by creating a horizontal line to break up the storefront and address door heights relative to overall height of the storefront. Transom windows should be restored if they were previously removed or hidden. Existing transom windows should be maintained. Maintain the window and door proportions across the entire façade.

For commercial storefronts, use of wood or aluminum-clad wood windows is preferred.

Vinyl windows are prohibited. In general, color options for vinyl windows are limited and vinyl is a less dimensionally stable product.



✓ **DO** break up storefronts with horizontal and vertical elements



✓ **DO** establish a rhythmic pattern to break up large areas



✓ **DO** use transoms to add horizontal lines that break up the height



✓ **DO** use wood or aluminum-clad wood windows for storefronts

Doors:

- c) Uninterrupted full-glass and half-glass doors allow for visibility in and out.

Exterior doors that lead to residential second floors may be stile-and-rail doors without glass. The goal is that half-glass doors, and doors without glass should appear as "secondary" doors to pedestrians as compared to the full glass doors that lead to first floor businesses.

Transoms above doors to second floors should be restored to allow for light to enter into the stairway.

For standard commercial storefronts, doors should be wood or approximate wood in profile and character. Vinyl is not an acceptable alternative. Steel doors should be used only when historically appropriate.



X
DO NOT use aluminum storefront doors



X
DO NOT use residential type doors for commercial storefronts

✓
DO use full glass entry doors for storefronts



✓
DO use stile-and-rail type doors for second floor access doors and restore transoms above doors



✓
DO use half-glass doors for second floor access entry doors and restore transoms above



3. Upper Floor Windows

- a) Restore original openings. Use wood or aluminum-clad wood windows, depending on the degree of historic character that has been maintained or is desired. Original window frames, sashes, transoms and arch tops should be restored. Interior, removable storm windows can be used to increase the energy efficiency of existing single-pane windows.

Vinyl windows are prohibited.

A minimum of 25% of the façade for the upper floor should incorporate transparent glass openings.



✓ **DO** maintain or restore original window openings



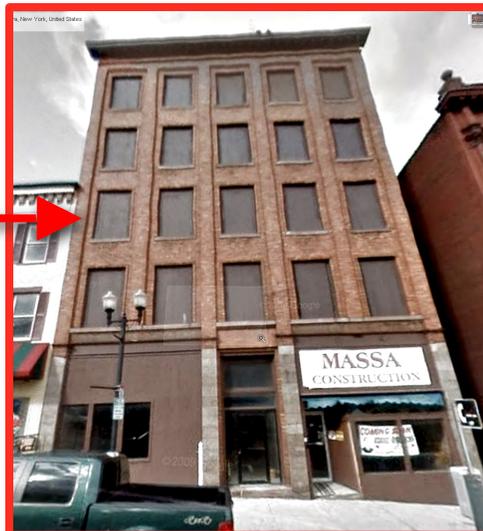
✗ **DO NOT** reduce window openings



✓ **DO** keep a minimum of 25% of upper level façade area for window openings



✗ **DO NOT** cover window openings



✓ **DO** restore window openings



For upper level windows that have been blocked and cannot be opened up, spandrel glass should be used to maintain window openings. In special situations openings may be filled in to match the exterior finish with brick or fake shutters.

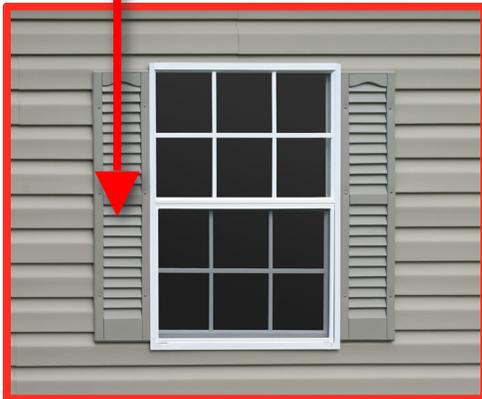
Do not place window unit air conditioners or satellite dishes on street side façades.

Original shutters should be restored. If not present, shutters are discouraged. However, if new shutters are proposed they should be made of wood, composite wood or a dimensionally similar or paintable alternative. Do not use vinyl. Shutters should be located and sized to fit the window they serve - Though shutters may be fixed, the shutters should be large enough to fully cover the window if they were to be closed.



✓ **DO** properly infill upper floor windows when necessary, coordinate with zoning restrictions.

✗ **DO NOT** use vinyl, undersized, or monotone shutters



✓ **DO** restore original shutters



✗ **DO NOT** block any window openings with air conditioners and do not mount satellite dishes to the façade



4. Signage

a) A variety of signs and fonts around Main Street is acceptable. Signs will identify and define individual businesses. Each business is allowed maximum square footage of sign space which can be made up of wall signs, perpendicular signs, awning lettering, and window lettering.

Sign boards:

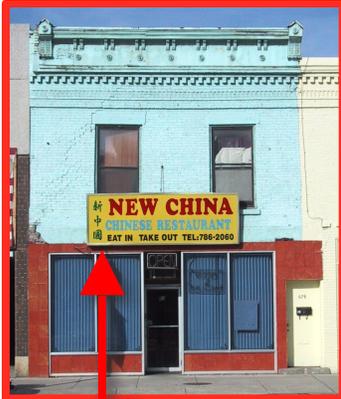
The scale and placement of the lettering and sign boards is important. Sign boards above storefront windows or awnings should not cover second floor windows and should be in proportion with the overall height of the building.

Sign board height for multiple-story buildings should be within 5%-7% of the overall building height. This rule does not apply to single-story facades. The business name should fit within the allotted sign board space; additional words and descriptions can appear as lettering on canvas awnings, window lettering and perpendicular signs.

Do not place lettering or sign boards at the second floor portion of the façade and do not use lettering or signage that is over-sized for the particular façade.

Sign boards should be wood or fiber-cement board panels for mounting raised letters or signs.

Do not use internally lit signs.



DO NOT cover second floor windows with sign boards



DO NOT oversize sign boards relative to building height

DO used raised letters on sign boards



- b) Perpendicular signage of various shapes and sizes is another option for business identification. Carved, dimensional signs are preferred. Sign board lettering should have a minimum depth of 1/2".

Perpendicular signs should not project more than four feet (4') from the building façade. There should be a minimum of eight feet (8') from the sidewalk to the bottom of the sign and the top of the sign should not be higher than twelve feet (12') above the sidewalk. Perpendicular signs should not exceed a surface area of twelve square feet (8 ft²) per side, but may take on various shapes. Perpendicular signs should have dimensionality; carved signs are preferred.

Perpendicular signs can be externally lit. Do not use internally lit perpendicular signs.

Signs should be suspended from horizontal standards or brackets mounted to the building. The actual sign board should not touch the building face.

If both an awning and sign are used they should be placed so as to not interfere with visibility to the sign.

✓ **DO** use properly sized perpendicular signs in various shapes



✓ **DO** correctly size and locate perpendicular signs

4'-0" MAX.

proposed

ACCEPTABLE SIGN ZONE

8sf MAX.

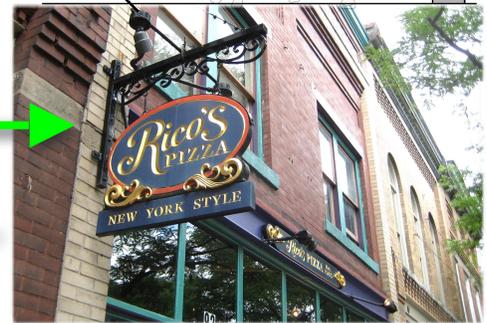
8'-0" MIN.



✓ **DO** use raised lettering or carved signs on sign boards



✓ **DO** locate perpendicular signs above or below awnings when presenting



✗ **DO NOT** use oversized, backlit, or plastic perpendicular signs



- c) Window lettering should be carefully organized and applied so as to not clutter or prohibit viewing into the business, and should relate to the color scheme and other fonts for the business. Window signs should not be more than 25% of each window area and if solid, no more than four square feet of area per window.

Neon "open" signs are discouraged. In special cases, vintage neon signs would be deemed acceptable. Any new and creative use of neon signs could be considered on a case by case basis to ensure that the spirit of the district is met.



✓ **DO** use window lettering without cluttering the view in and out – cumulative lettering area should be less than 25% of the glass area



✓ **DO** use window lettering without blocking view



✓ **DO** use window lettering without blocking view



✓ **DO** use flags as an alternative to window signs

✗ **DO NOT** prohibit views in and out by blocking more than 25% of glass area with window signs or with solid signs larger than 4 square feet.



5. Lighting

- a) Sign boards can be lit with either linear or goose neck lights. Lamp types may vary but color rendering should be in the traditional incandescent range of warm, consistent colors (2,000K-3,500K).

Do not use internally lit signs. Perpendicular signs should be lit from both sides.

For some storefronts, Neon signs may be appropriate for original character of the business or facade

✓ **DO** use gooseneck fixtures to light signs



✗ **DO NOT** use internally lit signs

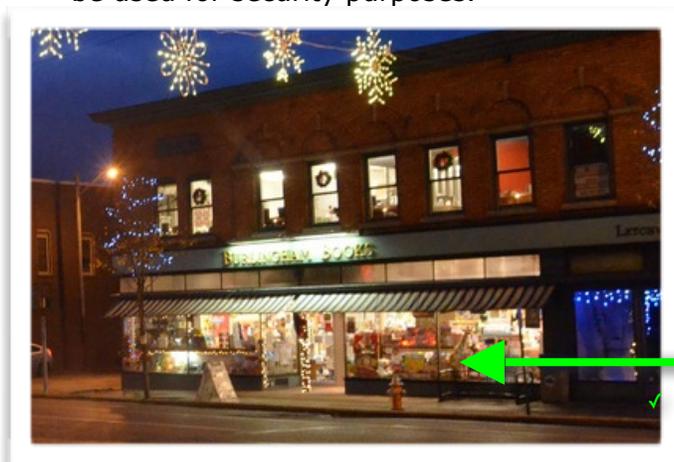


✓ **DO** use linear fluorescent fixtures with incandescent color ranges (2,000K-3,500K).

- b) Use interior lighting for display windows and exterior entry lighting for security. Interior lighting at night will also draw attention to your business indicating that it is occupied and operational space on Main Street. Interior lighting should also be used for security purposes.



✓ **DO** light storefronts at night for security and marketing



✓ **DO** light storefronts at night: Window displays, entry vestibules, and signs

6. Awnings

a) Awnings should be fabric and coordinate with the proposed color scheme. Any awnings should be sized relative to the window openings that they are sheltering to maintain vertical separations. Awnings may have a triangular or curved profile and may be fixed or retractable. The shape of the awning should be determined by the style of the building and the area that it is shading. The bottom of awnings should be a minimum of eight feet (8') high from the sidewalk and should not project more than five feet (5') or one-half of the width of the sidewalk, whichever is smaller.

Prefabricated metal awnings are not acceptable. Non-historic, structured overhangs should be removed and hidden details restored.

DO NOT use metal awnings that simulate fabric awnings on historic buildings.



DO NOT attach structured overhangs to original facades – remove whenever possible to restore original transoms and signboards.

DO coordinate awnings colors with the proposed building color scheme.



DO use awnings at upper floors - colors should coordinate with the overall color scheme

DO use fixed or retractable awnings in triangle or curved profiles on non-historic buildings.



DO match awning size and location to vertical and/or horizontal separations – reference section 2B



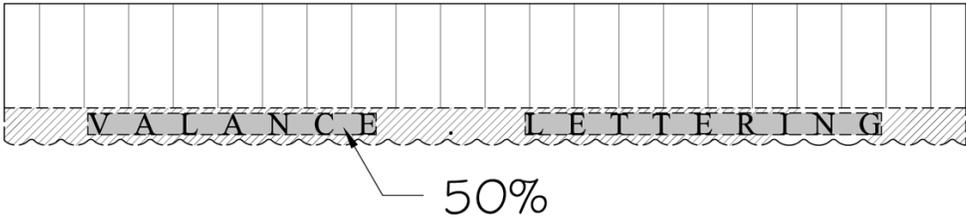
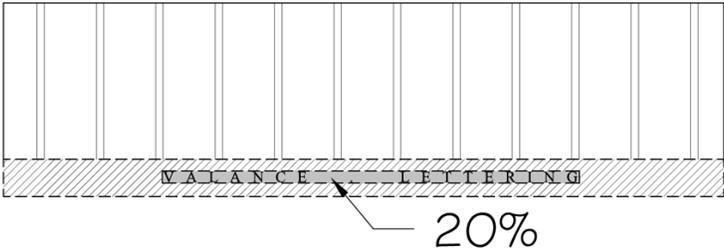
DO coordinate awning colors with the building color scheme.



DO match awning size and location to vertical and/or horizontal separations and coordinate color schemes.



- b) Awnings can provide an opportunity for supplemental sign information. Placing lettering on the awnings allows businesses to share more information without using up other signage locations such as windows and sign boards.
 - Lettering area should fit within 20%-50% of the total valance area
 - Letters should not be in a bold face font
 - Letters and words should be evenly spaced across the overall length of the valance to prevent it from appearing cluttered.



✓
DO utilize awnings for supplemental lettering location

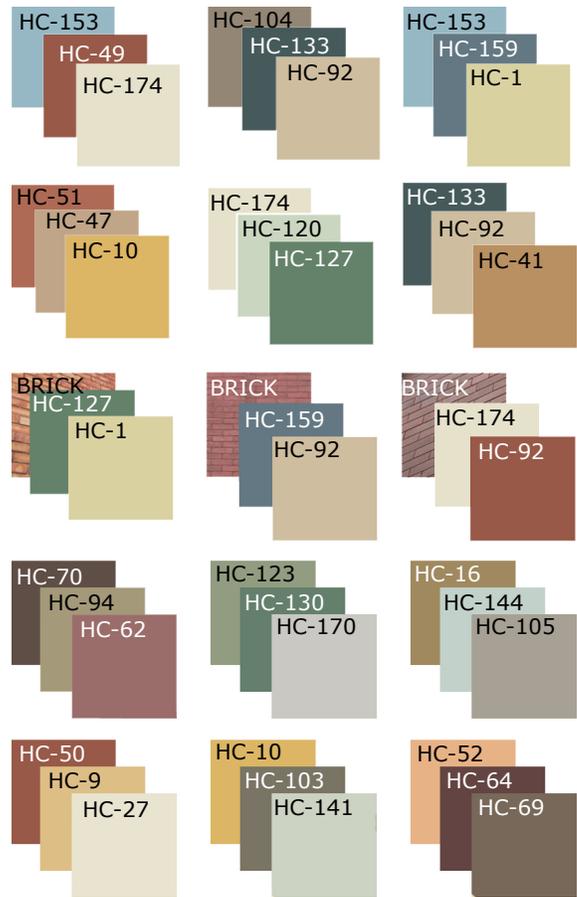
7. Color

- a) For buildings that have retained substantial historic character, historic color palettes should be used. When choosing a color scheme for a building, ensure that complementary colors are chosen. Maintain consistent tones when assembling colors to prevent awkward contrasts.

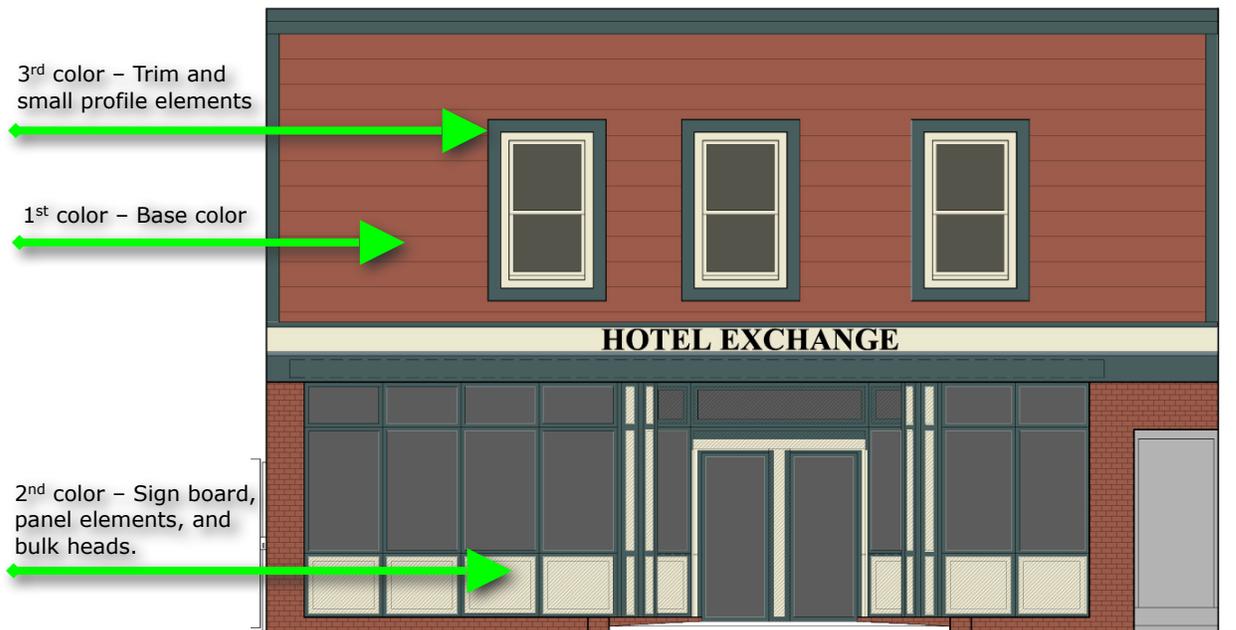
Many paint manufacturers offer a historic preservation color palette (Benjamin Moore, Sherwin Williams, Behr, Valspar, etc...)

Design proposals should also consider the colors of adjacent buildings or buildings shared between multiple tax parcels to ensure that complementary colors are being used across the streetscape. For a building with multiple tax parcels, an alternative is for the owners to agree on the upper level base color. Avoid duplicating the colors of adjacent buildings. In addition When selecting color schemes, consider both brick color and any roof material and color that is visible from the street.

Note: Colors as printed here do not accurately reflect the true paint colors. Please consult paint chips for true representation.



Sample of acceptable combinations. The colors shown are from the Benjamin Moore Historic Preservation Color palette - other manufacturers are acceptable.



- a) For buildings that are completely painted, choose 2-3 colors for different building elements. One color will act as a base color for the majority of the façade (for painted brick or wood facades). The second color should be used for secondary elements like sign boards or medium sized elements such as columns or bulk head paneling. The third color should be used to pull out cornice and/or column detailing. Do not use uncomplimentary colors, too many, too few, or monotone colors.

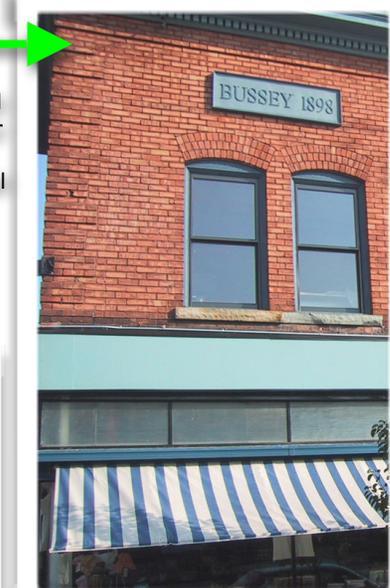
Where the brick condition allows, the brick should not be painted on these buildings. The natural color of the brick should be considered in the overall color scheme. Some brick restoration may be required. National Park Service’s preservation briefs discuss masonry sealers in greater detail.

Colors and stains for window trim and frames should be considered as part of the proposed color scheme.

✓ **DO** use 2-3 colors to create a base and highlight details



✓ **DO** leave exposed brick and consider the natural brick color in the overall color scheme



✓ **DO** coordinate window trim and frame colors with building color scheme



✗ **DO NOT** use a single color or colors that blend too closely



Base Color (Red)

Windows and trim elements (Orange)

Accent and detailing (Beige)

✓ **DO** use multiple colors for highlighting new trim details and panels



8. Detailing

a) When feasible, a proposal should reference original fragments of the existing façade in order to re-establish its own recognizable, authentic identity. Details should be highlighted through careful color selection. Do not cover or remove column, lintel, or parapet details that provide historic character and address human scale.

✓ **DO** restore and highlight intricate details with careful color selection



✗ **DO NOT** paint detailing the same color as the building base color

✗ **DO NOT** cover original detailing for cornices, lintels or columns

✓ **DO** restore and highlight cornice, bracket, and column details with careful color selection



✗ **DO NOT** cover original facades with metal siding.

✓ **DO** restore and highlight cornice and column details with careful color selection

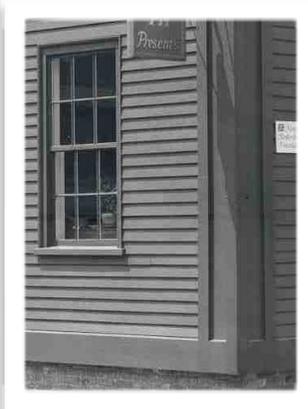


- b) Provide visual separation between first and second stories. This separation may consist of decorative trim, awnings, or a change of material with added relief to create a shadow line that delineates the top of the first story.



- c) Wood-framed buildings may require different approaches to detailing. Unlike their brick counterparts, they are more likely to have the eave side of a gable roof facing the street. Special attention should be given to how trim is treated around eaves and gutters. Restore original trim detailing.

✓ **DO** restore trim details and brackets at eave overhangs



✓ **DO** use appropriately proportioned trim detailing for eaves, gable-ends, and wall terminations



9) Park Elements

a) Groton’s opportunity lies in the cozy scale and greenness of its Main Street through the existing vegetation and connection to the water and park. The street can be further activated with elements such as window boxes, awnings, perpendicular signs, seating, and other three-dimensional elements that interact with the public space. Window boxes should be appropriately sized and secured to the building face and should coordinate with color and trim elements on the façade.

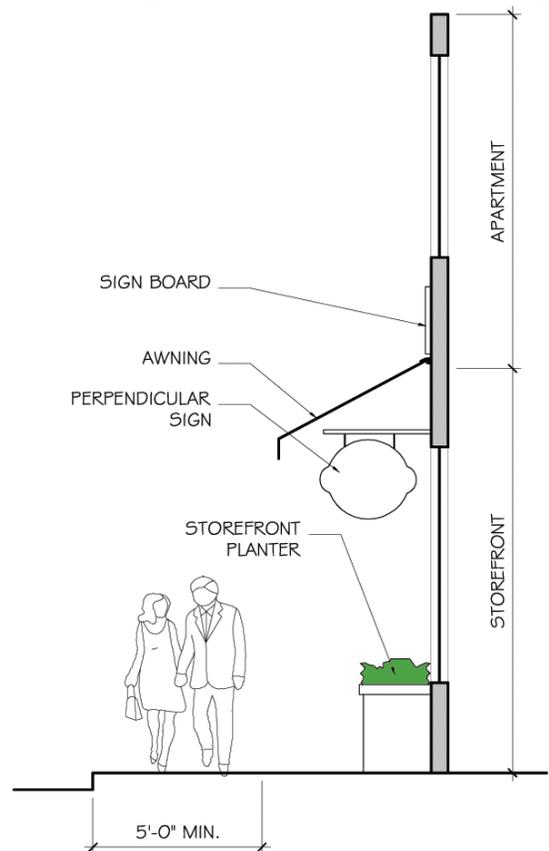
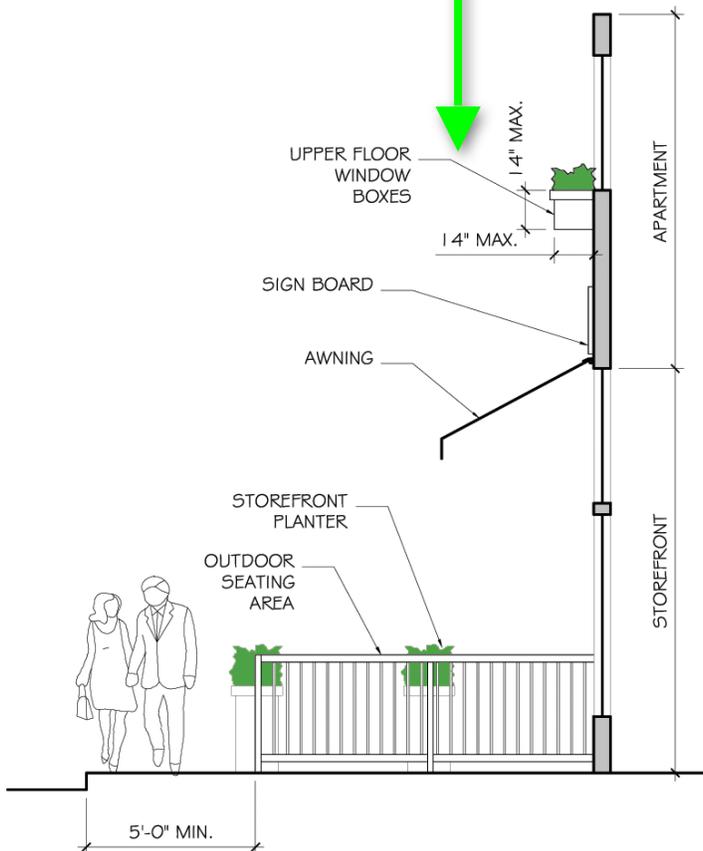
Owners are encouraged to use elements that best fit their storefront’s particular aesthetic, marketing, or functional needs. A variety of options are available.



DO use window boxes at both upper floor windows and storefronts



DO select from a variety of 3-dimensional elements to address the scale, depth and greening of downtown.



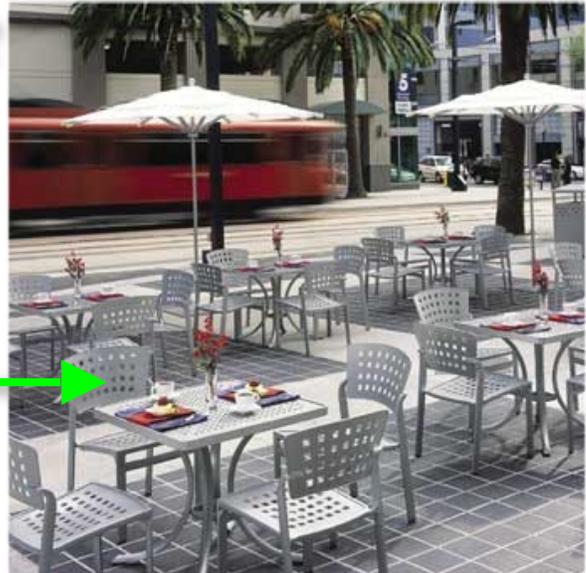
b) When appropriate and where sidewalks allow, use outdoor seating as a way extend indoors to outdoors and add to the depth and scale. Park benches, tables and chairs made of wood or metal are preferred as they are durable, can be maintained, easily repaired, and will fit with wood trim and metal detailing commonly found on downtown facades. Consider outdoor furniture to be similar to benches you would find in a park. Due to light weight, lack of durability, inability to be repaired, and residential aesthetic, plastic lawn furniture is discouraged for downtown use.



✓ **DO** utilize outdoor seating areas where possible to add to depth and scale.



DO NOT use plastic lawn furniture for commercial patios.



✓ **DO** use durable, commercial patio furniture.



✓ **DO** use durable, commercial patio furniture.

c) Where window boxes cannot be used at storefront levels, potted plants can be placed along storefronts as a moveable alternative.



✓ **DO** use freestanding planters when built-in planters are not feasible



✓ **DO** use clay pot planters when built-in planters are not feasible



✓ **DO** use hanging plants as part of the park extension.

Maintenance

To avoid blight conditions in Groton:

- Ensure that any exterior lighting lamps are not blown out and replace when required
- As paint begins to deteriorate, scrape clean and apply a fresh coat of primer and paint. When painting masonry – repair masonry, allow for the masonry to dry out before applying fresh coats of paint
- For brick buildings, over time the brick and mortar joints may need repair. By keeping the brick and mortar joints in good condition you will extend the overall life of the building while keeping the building looking clean
- Windows should be kept clean. When windows crack or break they should be replaced. Verify that caulking around windows and other openings is in good condition to extend the life of the windows and adjacent building materials
- Lettering should be replaced if letters are missing or damaged.
- Do not board up damaged windows.
- Do not leave scattered, disorganized, or abandoned utilities attached to buildings.
- Miscellaneous Items: Plantings in flower boxes and planters should be attentively maintained. Seasonal decorations should be placed and removed when appropriate and kept neatly organized while displayed.