Design Guidelines for the Main Street 2020 Commercial Corridor

University District Community Development Association

JUNE 2019

Report Prepared For:
University District Community Development Association
995 Kensington Avenue
Buffalo, NY 14215
www.udcda.org

Report Prepared by:
Clinton Brown Company Architecture
617 Main Street, Suite M303
Buffalo, NY 14203
www.clintonbrowncompany.com
Acknowledgements

University District Community Development Association

Report Prepared by:

Clinton Brown Company Architecture pc
617 Main Street, Suite M303
Buffalo, NY 14203
716-852-2020/fax 716-852-3132
www.clintonbrowncompany.com

Developed with funding assistance from Housing Trust Fund Corporation and NYS Homes and Community Renewal. Document is property of Housing Trust Fund Corporation and University District Community Development Association.

SHARS ID – 2018-0109
# Table of Contents

**OVERVIEW OF GUIDELINES** 3

**APPLICABILITY OF THE DESIGN GUIDELINES**
- GEOGRAPHIC AREA 4
- THE SECRETARY OF THE INTERIOR’S STANDARDS 5
- ZONING 6

**MASONRY** 10

**SIDING** 11

**ROOFS** 12

**ENTRANCES** 13

**WINDOWS** 14

**STOREFRONTS** 16

**CORNICES** 18

**SIGNAGE** 19

**LIGHTING** 20

**AWNINGS** 22

**MAINTENANCE CHECKLIST** 23

**DESIGN EXAMPLES** 25
ILLUSTRATED TABLE OF CONTENTS

- WINDOWS – P. 14
- CORNICE – P. 18
- ROOF – P. 12
- LIGHTING – P. 20
- MASONRY – P. 10
- SIDING – P. 11
- AWNINGS – P. 22
- SIGNAGE – P. 19
- ENTRANCES – P. 13
- STOREFRONT – P. 16
Overview of Guidelines

These Design Guidelines for the University District’s Main Street 2020 Commercial Corridor are intended to provide guidance to property Owners in planning building projects to be compatible with the historic character of Main Street. The purpose of adhering to these guidelines is principally to reinforce and continually invest in the best features of the special character of the University District for the benefit of property owners, tenants, shoppers and visitors. The University District Community Development Association can use these guidelines for review of future projects under NY Main Street Program and other similar funding.

Applicability of the Design Guidelines

These design guidelines apply to repair, maintenance, rehabilitation and new construction projects undertaken within the University District’s Main Street 2020 Commercial Corridor.

The design guidelines in this document should be consulted for projects which may affect the integrity of historic resources. While repair and maintenance are encouraged, minor alterations such as replacing windows or installing an awning can have a dramatic effect on the character of the property.

The following is a list of common work that can have a significant impact on the integrity of a historic structure or district:

- Repair or restoration of exterior features of a historic building
- Removal or demolition of exterior features of a historic building.
- Alteration of exterior features of a historic building
- Replacement of exterior features of a historic building
- Addition of new features on the exterior of a historic building
- Construction of a new addition
- Construction of a new building within the district
GEOGRAPHIC AREA

University District’s Main Street 2020 Commercial Corridor is a 9-block area of Main Street in Buffalo’s University Heights Area extending south from Englewood Avenue to LaSalle Avenue, the walkable heart of your community.
ZONING

As of January 2017 the Green Code Unified Development Ordinance (UDO) became law and governs zoning and development within the City of Buffalo.

University District’s Main Street 2020 Commercial Corridor is in a N-3C Mixed Use Center neighborhood zone, which addresses mixed-use and walkable centers. Buildings in this zone must comply not only with the standards in Section 3.1.7 from the Buffalo Green Code but also the requirements based on its building type classification.

New infill buildings within the University District’s Main Street 2020 Commercial Corridor will be governed by these standards for type, form, design and materials.

The following building types are allowed in the N-3C Mixed Use Center Zone:

3.2.3 Carriage House
a small building, typically designed for a dwelling or small business that may be above a garage at ground level. A carriage house may be either an ancillary building located to the rear of a lot, or a principal building on its own lot, fronting an alley.

3.2.4 Civic Building
a building designed to stand apart from its surroundings due to the special nature of its use as a public facility. A civic building is often among the most prominently sited and architecturally significant in a neighborhood.
3.2.5  Commercial Block
A commercial block is a multi-story building designed to facilitate a vertical mix of uses, with pedestrian-friendly ground floor retail or service uses and upper floor residential, hospitality, or office uses. A commercial block makes up the primary component of a neighborhood main street or downtown main street, therefore being integral to creating a walkable, mixed-use environment.

3.2.9  Shopfront
A shopfront is a single-story building designed to facilitate pedestrian-friendly ground floor retail or service uses.

Shopfront House
A shopfront house is a detached house or attached house with an attached shopfront. A building type which is unique to Buffalo, a shopfront house is usually the result of, and key facilitator for, the evolution of a residential environment to a mixed-use environment.
THE SECRETARY OF THE INTERIOR’S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES - STANDARDS FOR REHABILITATION

The Standards offer four distinct approaches to the treatment of historic properties: preservation, rehabilitation, restoration and reconstruction with guidelines for each. Projects receiving state or public funding will be reviewed for compliance with the Secretary of the Interior’s Standards for Rehabilitation.

REHABILITATION IS DEFINED AS the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

3. Each property will 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 elements from other historic properties, will not be undertaken.

4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
GENERAL RECOMMENDATIONS FOR DESIGN

- Repair and restore historic cornice and decorative elements. Replace deteriorated cornice when necessary. New cornice should match the original design.
- Repoint the mortar joints only where there is evidence of deterioration. Remove old mortar by hand-raking joints to avoid damage to masonry. Match original high lime mortar joint in mortar mix, color, joint size and profile.
- Repair and restore historic windows and decorative elements. Replace only the deteriorated elements to match.
- Provide visual separation between the first and second stories through the restoration of original cornice and detailing or provide a change in material, color, or profile to delineate the storefront from the upper stories.
- Use raised lettering or carved wood signage within signboard areas. Size new signages in proportion to building's height and width.
- Retain transoms over doors.
- Use applied window lettering and graphics on storefront display windows.
- Using half-light stile and rail doors for entrances to second floors.
- Using full-light stile and rail doors for commercial storefronts.
GENERAL DESIGN CHOICES TO AVOID

- Boarding up or covering over original cornice
- Avoid reducing the original window opening
- Avoid creating a false historic appearance
- Avoid changing the original configuration of the windows
- Avoid installing shutters (unless historically original to the building)
- Avoid boarding up or covering over original cornice
- Avoid dyvit exterior finishes
- Avoid structural canopies
- Avoid changing the original configuration of the storefront; recessed entrances should be retained
- Avoid reducing the amount of window area
- Avoid use of residential quality and/or vinyl doors
- Avoid using stacked stone or other contemporary materials
- Covering historic masonry, wood siding and trim with contemporary siding such as vinyl or veneer brick
- Avoid visible satellite equipment
- Avoid using vinyl windows
- Avoid utilizing windows for air conditioning units or other venting
- Avoid using backlit or plastic signage
- Avoid covering historic transoms with signage
- Avoid using glass block on front elevation
- Avoid using contemporary neon or led signs
- Avoid using flush metal or residential style doors for entrances to second floors
- Avoid using narrow stile aluminum storefront systems for commercial storefronts
- Avoid blocking view to interior with window films, shades or blinds

© Clinton Brown Company Architecture 2019

www.clintonbrowncompany.com
Masonry

includes brick, stone, and terra cotta materials. Features such as watertables, window and door surrounds, wall surfaces, cornices and other detailing are important defining features of the historic character of your building. Although masonry is a durable building material, it is susceptible to deterioration when improperly maintained or repaired. Special attention should be paid to preventing water infiltration.

RECOMMENDED

✓ Repoint the mortar joints only where there is evidence of deterioration. Remove old mortar by hand-raking joints to avoid damage to masonry. Match original high lime mortar joint in mortar mix, color, joint size and profile.

✓ Apply water repellent coatings only after other repairs means have failed to prevent water infiltration.

✓ Cleaning heavily soiled areas with low pressure water and non-ionic gentle detergents.

NOT RECOMMENDED

✗ Repointing with mortar of a high Portland cement compound which can cause further damage

✗ Repointing with synthetic caulking

✗ Applying waterproof or other coatings that can cause further damage to historic masonry and change its visual appearance.

✗ Using abrasive methods such as sandblasting or high-pressure water to remove soiling or paint

Additional Resources:


Siding
includes clapboard, shingles and decorative trim. Features such as siding, window and door surrounds, wall surfaces, cornices and other detailing are important defining features of the historic character of your building. Wood siding is the most commonly used material but is susceptible to deterioration when improperly maintained or repaired. Special attention should be paid to preventing water infiltration.

**RECOMMENDED**

- √ Repair and restore historic wood siding, trim, and decorative elements. Replace only the deteriorated elements to match. Use pressure treated wood. Fiber cement siding is typically appropriate.
- √ Replace missing features based on historic and photographic documentation.
- √ Repaint when necessary. Hand scrape deteriorated or flaking paint.
- √ Choose colors that are appropriate to the historic building and district.

**NOT RECOMMENDED**

- X Covering historic masonry, wood siding and trim with contemporary siding such as vinyl or veneer brick.
- X Creating a false historic appearance
- X Using harmful paint removing methods such as sandblasting, waterblasting, or heating torches.
- X Choosing colors that are inappropriate to the historic building or district.

**Additional Resources:**
Roofs

Roofs include roofing, cresting, dormers, cupolas and chimneys. Features such as the roof’s shape, roofing material, color, patterning, and decorative items are important defining features of the historic character of your building. The roof is also an essential component of a weather-tight exterior system, providing protection to the entire building. Special attention should be paid to preventing water infiltration.

RECOMMENDED

- Repair and restore historic roofing and decorative elements. Replace only the deteriorated elements to match.
- Replace roofing material when necessary. New roofing should either match the original or be of a compatible substitute material.
- Replace missing features based on historic and photographic documentation.
- Clean gutters and downspouts
- Install mechanical units, such as air conditioning units, set back from the primary facade and not readily visible from the street.

NOT RECOMMENDED

- Changing the original configuration of the roof with the addition of inappropriate dormers, skylights, and other new additions that negatively impact the historic character of the building.

This elevator shaft addition extends two stories past the roofline, negatively impacting the historic character of the building.

- Deferred maintenance that leads to deterioration of roofing materials and water infiltration.

The air units where set back and placed so as not to be visible from the street.
### Entrances

Entrances include doors, trim and steps. Features such as doors, transoms, sidelights, trim and decorative items are important defining features to the historic character of your building. Doors are also an essential component of a weathertight exterior system. Special attention should be paid to preventing water infiltration.

#### RECOMMENDED

- ✓ Repair and restore historic doors and decorative elements. Replace only the deteriorated elements to match.
- ✓ Replace doors and trim when necessary. New doors should either match the original or be of a compatible design and substitute material.
- ✓ Replace missing features based on historic and photographic documentation.
- ✓ Using full-lite stile and rail doors for commercial storefronts.
- ✓ Retaining transoms over doors.
- ✓ Using half-lite stile and rail doors for doors for entrances to second floors.

#### NOT RECOMMENDED

- X Creating new entrances on the primary facades of the building.
- X Boarding up or covering over original entrances that are no longer utilized.
- X Creating a false historic appearance.
- X Deferring maintenance that will lead to the deterioration of historic door materials.
- X Using residential style doors for commercial buildings.
- X Using vinyl doors.
- X Using narrow stile aluminum storefront doors.
- X Utilizing transoms for air conditioning units or other venting.
Windows include sash, glazing, trim and shutters. Features such as sills, frames, sash, trim, shutters and hardware are important defining features to the historic character of your building. Windows are also an essential component of a weathertight exterior envelope. Special attention should be paid to preventing water infiltration.

**RECOMMENDED**

- Repair and restore historic windows and decorative elements. Replace only the deteriorated elements to match.

- Replace missing features based on historic and photographic documentation.

- Use of exterior or interior storm windows that match the configuration of the original sash.

- Shutters are typically appropriate on rear facades only and should be sized and located to fit the window, fixed shutters are appropriate.

- Replace windows and trim when necessary. New windows should either match the original or be of a compatible design and substitute material.

**Additional Resources:**


NOT RECOMMENDED

X  Creating new windows on the primary facades of the building.

X  Boarding up or covering over original windows.

X  Reducing the original window opening

X  Creating a false historic appearance.

These classical motif fan decorations do not fit the time period of this building and changes its original appearance.

X  Deferring maintenance that will lead to the deterioration of historic window materials.

X  Using vinyl windows or covering historic window trim with vinyl or other materials

X  Utilizing windows for air conditioning units or other venting.
Storefronts include display windows and trim. Features such as transoms, cast iron surrounds, cornices and signboards are important defining features to the historic character of your building. Storefronts play a vital role in marketing for the businesses on the ground floor. Special attention should be paid to planning for their preservation.

**RECOMMENDED**

- Design new storefronts consistent with the City’s Green Code UDO
- Repair and restore historic storefront elements including window display windows, transoms, wood trim, etc. Replace only the deteriorated elements to match
- Replace storefront elements when necessary due to condition. New elements should either match the original or be of a compatible design and substitute material.
- Replace missing features based on historic and photographic documentation.
- Use vertical and horizontal elements to create a rhythm and break up large areas.
- Provide visual separation between the first and second stories through the restoration of original cornice and detailing or provide a change in material, color, or profile to delineate the storefront from the upper stories.
- Using full-lite stile and rail doors for commercial storefronts.
- Use wood storefront framing
- Use clear glass
NOT RECOMMENDED

X Reducing the amount of window area

X Using vinyl windows or siding

X Blocking view to interior with window films, shades or blinds

X Using narrow stile aluminum storefront systems

X Deferring maintenance that will lead to the deterioration of historic storefront materials

X Creating a false historic appearance

X Covering historic detailing, such as transoms or cast iron columns, with contemporary coverings

X Changing the original configuration of the storefront. Recessed entrances should be retained

X Utilizing roll down security gates

Additional Resources:


Cornices can be masonry, wood, metal or fiberglass. Decorative, projecting and horizontal features such as cornices are important defining features to the historic character of your building. Special attention should be paid to their preservation, and you should consider replacing lost cornices.

**RECOMMENDED**

- Repair and restore historic cornice and decorative éléments
- Replace missing cornices based on historic and photographic documentation.
- Replace deteriorated cornice when necessary. New cornices should match the original design. Appropriate substitute materials include fiberglass reproductions.
- Retain unpainted brick cornices
- Paint cornices in a contrasting color to the building, highlighting intricate detail with color selection.

**NOT RECOMMENDED**

- Removing the original cornice without replacing it
- Boarding up or covering over original cornice
- Painting the cornice the same color as the building
- Painting an unpainted brick cornice
- Deferring maintenance that will lead to the deterioration of cornice materials.

**Additional Resources:**


Signage
can be wall mounted, projecting or window applied. Signage is important to promote businesses and attract customers. Special attention should be paid to their sign design and placement to enhance the building's historic character.

See the City’s Green Code UDO for a description of the design requirements for signs in the NC-3 Mixed Use Center Neighborhood.

Allowable Sign Types:
- Awning
- Blade
- Canopy
- Iconic
- Marquee
- Monument
- Porch
- Roof Sign
- Sidewalk
- Wall
- Yard

RECOMMENDED
- ✓ Design signage consistent with the City’s Green Code UDO
- ✓ Repair and restore historic signage
- ✓ Restoring vintage neon signs
- ✓ Size new signage in proportion to building's height and width.
- ✓ Use raised lettering or carved wood signage within signboard areas.
- ✓ Use applied window lettering and graphics on storefront windows

NOT RECOMMENDED
- ✗ Covering historic features with signage
- ✗ Block view through storefront windows with opaque signage
- ✗ Using contemporary neon or LED signs
- ✗ Using backlit or plastic signage
Lighting

should focus on safety, security and enhancing. Lighting is important to promote a safe and secure environment for the commercial district. Lighting also promotes business and can provide accents to the building. Special attention should be paid to the lighting’s design and placement to enhance the building’s historic character.

RECOMMENDED

- Design lighting consistent with the City’s Green Code UDO
- Repair and restore historic light fixtures
- Use lighting fixtures that are compatible with the building’s character in style, scale and intensity of illumination
- Light sign boards with linear fluorescent fixtures
- Use white lights that cast a similar color to daylight
- Provide shielded and focused light sources that direct light downward
- Light storefronts at night
Use interior lighting in storefront display windows

NOT RECOMMENDED

- Removing historic lighting fixtures
- Oversizing light fixtures in relation to proportions of the building
- Using backlit or plastic signage
- Washing an entire facade in light
- Using high intensity light sources or casting light directly upward.
- Using historic styled fixtures on a contemporary building
Awnings

are a common feature of historic buildings. Awnings come in many shapes, sizes, materials, and patterns. Special attention should be paid to their design and placement to enhance the building's historic character. Operable awnings are preferred.

**RECOMMENDED**

- Design awnings consistent with the City's Green Code UDO
- Repair and restore historic awnings
- Designing awnings based on historic and photographic documentation
- Use fabric awnings that coordinate with the overall color scheme of the building. Solid colors or simple striped patterns are appropriate
- Size new awnings in proportion to display windows' width and height
- Use lettering and graphics on awnings' valance space
- Use of retractable awnings installed along horizontal transom bar

**NOT RECOMMENDED**

- Cover historic features with awnings
- Use of rigid dome shaped awnings
- Attaching structural canopies
- Oversizing awnings in relation to proportions of the building
- Installing metal awnings
- Use of illuminated awnings

**Additional Resources:**


Maintenance Checklist

Maintenance is critical to preserving historic features. Routine maintenance is essential for the preservation of historic buildings. Buildings and materials have lasted, and can continue to last, for centuries when properly maintained. Preservation of original features is preferred over their replacement. Special attention should be paid to preventing water and moisture infiltration. The following maintenance checklist can be used for property owners to uphold the quality of the neighborhood’s built environment.

<table>
<thead>
<tr>
<th>Exterior</th>
<th>Task</th>
</tr>
</thead>
</table>
| **Roof** | □ Check for any damage or wear annually  
□ Check for clean and well-kept condition  
□ Free of cracks or blisters in the roofing  
□ No areas of standing water after rains  
□ Check that drains, gutters and downspouts are clear and free of debris  
□ Replace or repair loose or missing shingles, coping stones and flashings |
| **External walls:** stucco finish, wood siding and masonry | □ Inspect external walls and check for any signs of structural movement, leaning or cracking  
□ Check for any damage or wear of finish  
□ Check for vegetation growth that may be obscuring any problems or damaging walls  
□ Check for moist areas, cracks, crumbling material, loose pieces, missing mortar, or efflorescence (white discoloration)  
□ Keep all wooden parts freshly painted; Correct any painted surfaces showing flaking, fading or otherwise deteriorated conditions |
| **Woodwork:** doors, windows, shutters, cornice, porches, trim, siding | □ Check for moisture damage, warping, splitting and unsound joints  
□ Replace any decayed wood to match original material  
□ Keep all wooden parts freshly painted; Correct any painted surfaces showing flaking, fading or otherwise deteriorated conditions  
□ Lubricate all hinges and lock mechanisms frequently, especially in wet or cold weather  
□ Check for loose attachments of hardware  
□ Check condition of caulking and weather seal around windows and doors, and repair as needed |
### Glass: windows and storefronts
- Check for any damage or wear
- Check for clean and well-kept condition
- Repair any attachments or hardware
- Correct any painted surfaces showing flaking, fading or otherwise deteriorated conditions
- Replace broken glass

### Signage:
- Check for any damage or wear
- Check for clean and well-kept condition
- Repair any attachments or hardware
- Correct any painted surfaces showing flaking, fading or otherwise deteriorated conditions
- Check if all the wires are connected

### Lighting
- Check for deteriorated paint, rust, corrosion, moisture damage and wear
- Repair any loose joints, weak links, attachments or hardware
- Replace broken glass

### Awnings
- Check for any damage or wear
- Awnings to be clean and well-kept condition
- Repair any attachments or hardware
- Correct any painted surfaces showing flaking, fading or otherwise deteriorated conditions
Design Examples

2019 NY Main Street Technical Assistance Project
Early Building at 3124 Main Street – Design Concept

**Proposed Scope of Work**

**Proposed New Work:**

1. Terra Cotta & Masonry repairs as needed
2. Prepare surfaces, scrape, prime & paint green accents
3. Supply and install new canvas awnings
4. Supply and install new exterior lighting
5. Supply and install new window graphics for both tenants
6. Supply and install new security full view doors at commercial entrances (2)
7. Supply and install new apt door
8. 1st Floor windows, repair / replace?
9. Panels at base of columns – replace or repaint?
10. Replace existing signboard on side of blog, with tenant signage

**Proposed Elevation**
2019 NY Main Street Technical Assistance Project
Just Pizza (Former Granada Theatre) at 3172 Main Street – Design Concept

Existing Elevation

Proposed Elevation

Proposed Scope of Demolition Work
1. Remove existing shutters from 2nd floor
2. Relocate tv satellite dishes away from front facade
3. Remove obsolete wiring, patch & repair any holes
4. Remove Mansard roof structure at 1st floor & associated electrical
5. Remove composite paneling & wall covering at ground floor
6. Remove and store existing Just Pizza signs for reinstallation
7. Remove existing tenant signage on Main St (x2) and Northrup Place (x2)

Proposed Scope of New Work

Front Elevation:
1. Masonry repairs & restoration as needed on brick portions of building. Follow the National Park Service guidelines at www.nps.gov/parkza/how-to-preserve/briefs/2-repoint-mortar-joints.htm
2. Paint window frames & sash (maroon color)
3. Install new canvas awnings at entry doors
4. Install hanging signage (Just Pizza) at front facade in new configuration
5. Install new tenant signage at signboard area
6. Install new light fixtures to illuminate new signs
7. Install new window decals for tenant spaces
Existing Elevation

Proposed New Work:
1. Install new hanging signage at front façade
2. Install new light fixture to illuminate new sign
3. Install new lighting at front entry door & exterior for increased security
4. Install new window decals at bottom and top of existing arched windows and side window
5. Install public art on side (north elevation)
6. Correct the existing flashing at water table ledge to properly shed water
7. Install bollards along adjacent drive way.

Proposed Elevation