ARDMORE HISTORIC COMMERCIAL DISTRICT DESIGN GUIDELINES

PREPARED FOR THE CITY OF ARDMORE AND THE ARDMORE HISTORIC PRESERVATION BOARD

The "Ardmore Historic Commercial District Design Guidelines" is a part of Section 3 of the Ardmore Preservation Plan.

August 28, 2000
Revised September 20, 2010

Prepared by Robison & Associates
2927 The Paseo
Oklahoma City, Oklahoma

RECEIVED
OCT 28 2011
BY SHPO

Compliance and Authorizations

Compliance

Acknowledgement of Federal Support

The activity that is the subject of this publication has been financed in part with Federal funds from the National Park Service, U.S. Department of Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

Nondiscrimination Statement

This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to:

Office of Equal Opportunity
National Park Service
1849 C Street, N.W.
Washington, D.C. 20240

Statement of SHPO Certified Local Government Compliance

This Plan was prepared to meet the Certified Local Government Program requirements for a "comprehensive, community-wide survey and planning document". Specifically, it includes the organization of existing survey data, the establishment of priorities for new surveys, and the inventory and establishment of local historic preservation goals, objectives, and planning priorities.



ACKNOWLEDGMENTS

ARDMORE HISTORIC COMMERCIAL DISTRICT DESIGN GUIDELINES

ARDMORE CITY COMMISSION

John Moore, Mayor
Keith King, Vice Mayor
Martin Dyer, Ward 3 Commissioner
Sheryl Ellis, Ward 4 Commissioner
Bob Guerin, Ward 1 Commissioner

ARDMORE PLANNING COMMISSION

Wayne Laske, Chair
James Griffin, Vice Chair
Scott Chapman
Tommy Harris
Jerry Landrum
John Otey
John Pirtle
Chris Sandvick
James Thompson

ARDMORE HISTORIC PRESERVATION BOARD

David Plesher, Chair
Todd Hicks, Vice Chair
Michael Anderson
Carey Baldwin
Doug Corner
Billye Jobe
Lynn McIntosh
Sheryl Ellis, Ex-Officio, City Commission
Wayne Laske, Ex-Officio, Planning Commission
James Lamey, Ex-Officio, Ardmore Main Street

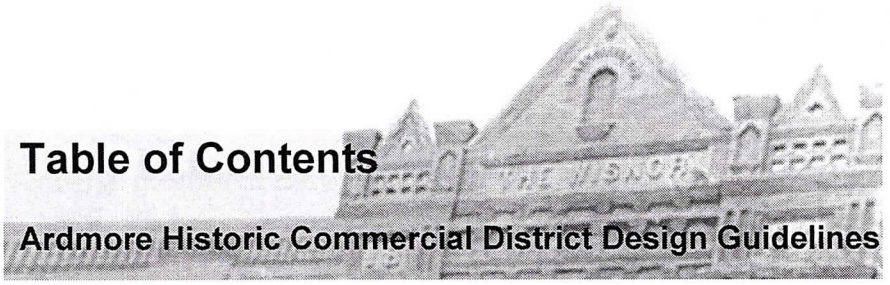


Table of Contents

Ardmore Historic Commercial District Design Guidelines

1. Introduction

Page	Topic
3.1	Table of Contents
3.3	Purpose
	Goals
3.4	Historical Background
3.5	District Map
3.6	How the Ardmore Design Guidelines Work
	Organization of the Ardmore Design Guidelines
	Laws and Policies
3.7	Resources
3.8	Certified Rehabilitations for Tax Credits
	Professional Assistance
3.9	The Secretary of The Interior's "Standards For Rehabilitation"

2. Buildings: Types of Work

Page	Topic
3.10	Identify, retain and preserve
	Protect and maintain
	Repair
	Replacement
3.11	New design
	New construction
3.12	Exploratory Demolition: Recommendations
3.13	Appropriate Use of Substitute Materials

3. Building Exterior

Page	Topic
3.16	Introduction
3.17	Basic Commercial Building Front Components
3.18	Masonry: Recommendations and Resources
3.20	Wood: Recommendations and Resources
3.21	Ornamental Metals: Recommendations
3.22	Roofs/Roofing: Recommendations and Resources
3.23	Modifications to Low Slope and Dead Level Roofs
3.24	Windows: Recommendations and Resources
3.26	Main Entrances: Recommendations and Resources
3.28	Upper Level Residential Access: Recommendations
3.29	Storefronts: Recommendations and Resources
3.31	Sun Control in Storefronts: Recommendations

Table of Contents

Ardmore Historic Commercial District Design Guidelines

3. Building Exterior, cont.

3.32 Awnings and Canopies: Recommendations
3.33 Color: Buildings, Awnings and Signage
3.35 Structural Systems: Recommendations
3.36 Mechanical and Electrical Equipment: Recommendations and Resources
3.37 Dumpsters
3.38 Security: Lighting and Systems Equipment: Recommendations

4. District / Neighborhood

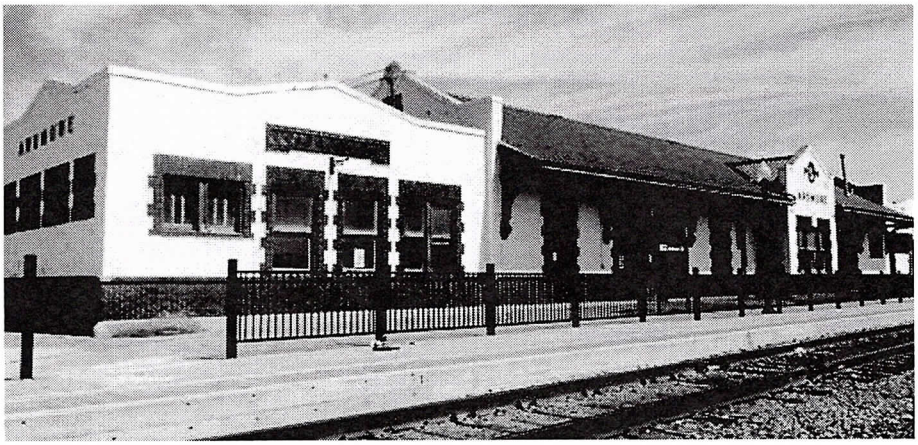
Page Topic
3.39 Features: Recommendations and Resources

5. New Construction

Page Topic
3.41 Additions, Accessory Buildings, and Infill: Recommendations and Resources

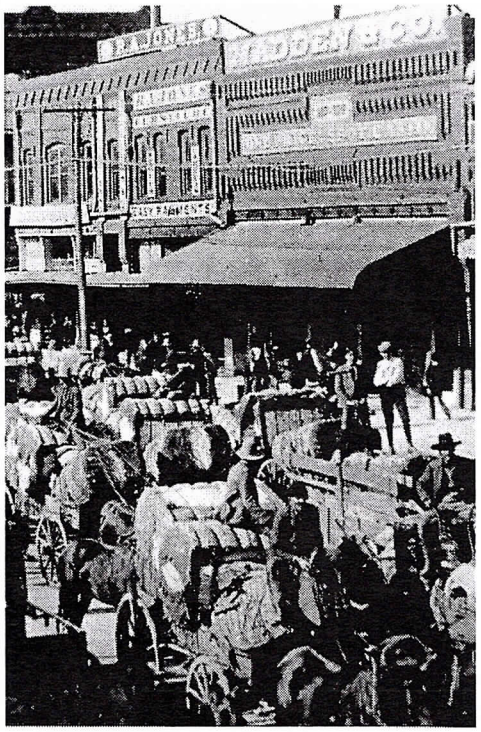
6. Signs: Types of Work

Page Topic
3.42 Identify, retain and preserve
Protect and maintain
Repair
Reuse of Historic Signs
New Signs
3.43 Sign Types
3.45 Sign Design: Recommendations
3.46 Size and Quantity: Recommendations and Resources



Certified Restoration: Ardmore's Santa Fe Railroad Station

1. Introduction



Main Street in "Tall Cotton" buildings pictured constructed ca. 1894, destroyed 1895

Purpose

The "Ardmore Historic Commercial District Design Guidelines" (the "Guidelines") is an illustrated guide to assist with decisions regarding design, material, or external appearance changes to historic resources within the Ardmore Downtown Historic Business District, hereinafter referred to as the "District."

This document is available as a tool for:

1. The Ardmore Historic Preservation Board to assist with determining approval or disapproval of applications for Certificates of Appropriateness, and
2. Anyone planning a change that will affect historic resources within the District, such as property owners, tenants, contractors, realtors, and design professionals.

Goals

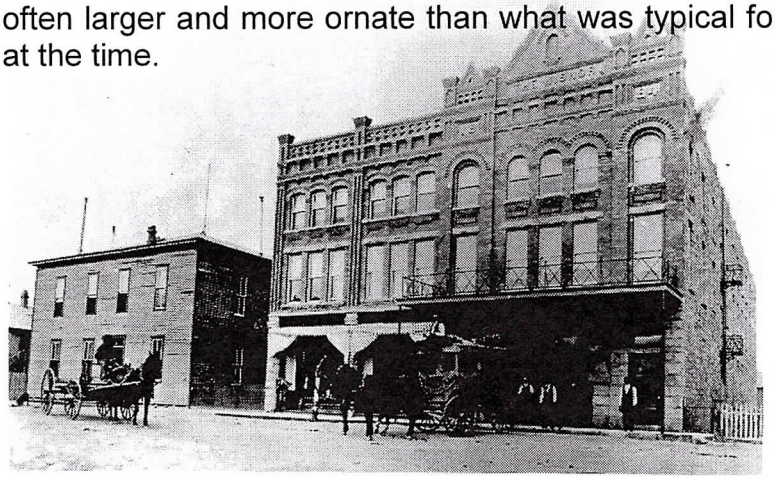
The "Guidelines" goals are to:

1. Assist the City of Ardmore's Historic Preservation Board with making sound decisions based on appropriate standards for rehabilitation.
2. Preserve Ardmore's historic architecture by encouraging quality rehabilitation based on the "Secretary of Interior's Standards for Rehabilitation."
3. Educate and aid residents and professionals who are engaged in activities that affect historic property in the City of Ardmore.
4. Serve as a resource guide for those interested in learning more about Ardmore's historic architecture and relevant rehabilitation standards.

Historical Background and Description

As the Carter County seat, Ardmore is the largest metropolitan area in southern Oklahoma and a vital commercial center. Development of Ardmore's downtown owes much to the Gulf, Colorado and Santa Fe Railway line from Texas to Kansas, completed in 1887, and subsequent routes from the Arkansas and Choctaw, and the Western Oklahoma railways. These railroads made Ardmore a shipping and trading center for agricultural products and helped to accelerate settlement and development. Ardmore's active business center was mostly composed of wood frame buildings, and the resulting fire hazards were a matter of great concern. Unfortunately, in 1895 most of the downtown area was destroyed by a fire that started on North Caddo. The fire spread rapidly and destroyed much of what is now East Main Street. Ardmore quickly cleaned up the debris and rebuilt its businesses in masonry structures. In 1897, Ardmore became incorporated as a city and rapidly added many municipal improvements to its list of accomplishments. From 1910 to 1920, a period of active oil exploration brought increased prosperity and development.

The District consists of a group of 121 mostly masonry commercial buildings located on the north side of Hinkle Street and the north and south frontage of Main Street between "C" Street on the west and the Santa Fe Railway right-of-way six blocks to the east; on Washington Street from Main to 2nd Ave. NE; on Caddo Street from Main to one-half block north of 2nd Ave. NE; and buildings on the "A" Street frontage on the east side of the street between Main and Broadway. Many of the District's buildings are the result of a large scale rebuilding effort that took place after a gas tank car explosion in 1915 that destroyed much of what was originally built in the area. Ardmore's prosperity enabled businesses to rebuild quickly with buildings that were often larger and more ornate than what was typical for Oklahoma at the time.



Building on left: first U.S. courthouse, built ca. 1890

Building on right: Wisnor Hotel, built 1884, destroyed 1889

More recently, significant resources have been devoted to facade renovations, building rehabilitations, and streetscape improvements in the District. Community investment in the area underscores the importance of the District to the City of Ardmore. Consequently, preservation of the District's historic resources is of primary importance.

The Ardmore Downtown Historic Business District is a unique and attractive commercial area due to the integrity of its historic resources and the efforts of its citizens, government, and public and private institutions to protect its historic resources. The District is a symbol of Ardmore's vibrant past, and it continues to be a lively and successful commercial area.



ARDMORE HISTORIC COMMERCIAL DISTRICT MAP

How the "Guidelines" Work

The "Guidelines" is an element of the Ardmore Historic Preservation Plan, written to be used in conjunction with it or separately as needed for the convenience of the user.
The "Guidelines" are intended to be used in an interpretive rather than a prescriptive manner. They are to assist with decisions which are influenced by a number of contributing factors, including:

1. the scope of proposed changes
2. the relationship of the property under discussion to its neighbors
3. the cumulative effect of the proposed changes in relation to past changes,
4. and other variables relating to specific projects and the District, in general

The "Guidelines" are intended to be used as a framework on which decisions are based that protect the historic resources of the District against adverse effects.

Organization of the "Guidelines"

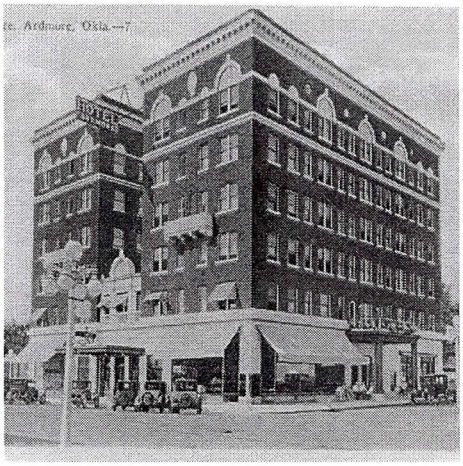
The "Guidelines" are organized along the lines of the Secretary of the Interior's "Guidelines" for Rehabilitating Historic Buildings." In general, recommendations under individual topics are listed in order, from the type of work that has the least impact on historic character to the type of work that presents the most challenges in terms of historic preservation concerns. In 2010, an update added topics that have proven to be of particular relevance to the City of Ardmore's needs.

Laws and Policies

The Historic Preservation Board must review and approve all work to the exterior of a property in the District. (Refer to District Map, page 3.5.)

The "Guidelines" complements the Ardmore Comprehensive Plan 2015, and the City of Ardmore Unified Development Code. The "Guidelines" contains written and graphic descriptions of performance requirements for changes to historic resources within the District.

The "Guidelines" also supplements, with topics of particular interest to the District, information presented by the Department of Interior in the Secretary of the Interior's "Standards for Rehabilitation" and "Guidelines for Rehabilitating Buildings."



Hotel Ardmore, completed in the early 1920's

The "Guidelines" is not a substitute for the City of Ardmore Unified Development Code, and it does not eliminate requirements specified in that document.

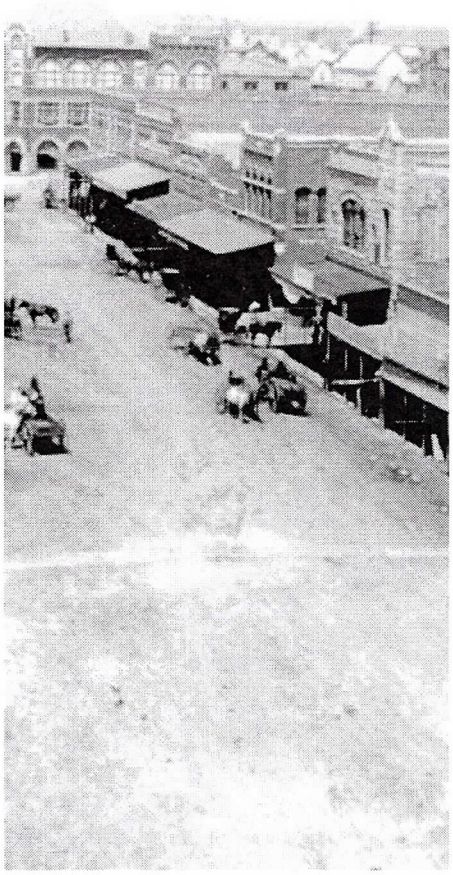
Local, state and federal laws and policies may affect decisions for changes within the District. Projects must comply with applicable building, plumbing, and electrical codes; the Americans with Disabilities Act and ADA and ABA Accessibility Guidelines; the Secretary of Interior's "Standards for Rehabilitation", and other applicable regulatory documents that affect the public's health, safety, and welfare. Contact the Department of Development Services at the Ardmore City Hall at (580) 223-3477 for information about regulations affecting a particular project.

Resources

The Oklahoma State Historic Preservation Office (SHPO) has assembled an extensive list of publications available on their website, http://www.okhistory.org/shpo/shpopubs.htm. Documents that may be of particular interest are the "Secretary's Standards," the most important basic principles for guiding changes to historic resources; "Information on Tax Credits," and the Preservation Briefs, which provide useful general design and technical recommendations for many different topics relating to the rehabilitation of historic buildings.

There are references to resource materials under specific topics within this guideline. These resource materials are available from the Department of Development Services at the Ardmore City Hall, (580) 223-3477, on a limited basis.

It is generally recommended that design decisions are based on historic documentation. Good collections of photographs and other historic documents exist, including the collections of the Ardmore Main Street program, the library of the Oklahoma Historical Society, the holdings of the Oklahoma State Historic Preservation Office, publications that focus on Ardmore's written and photographic history, and private collections. Contact these organizations or the Department of Development Services at the Ardmore City Hall for information about finding historic documentation.



Main Street Ardmore, ca. 1890

Certified Rehabilitations for Federal Tax Credits

A building owner may choose to pursue a Certified Rehabilitation for a federal tax credit. To obtain the tax credit, a building must be a certified historic structure. If it is not yet a certified historic structure (i.e., either individually listed in the National Register of Historic Places or located in a registered historic district and certified by the National Park Service as contributing to the historic significance of that district), the first step of the process for pursuing tax credits is to present the building to the National Park Service through the SHPO for a preliminary determination of whether or not it has a reasonable expectation of being considered a certified historic structure. The building must be certified within 30 months of the date that it is placed in service following the rehabilitation.

In addition, the Internal Revenue Service has a list of requirements. (For example, the rehabilitation must exceed of $5,000.00 or the adjusted basis of the building and its structural components, whichever is greater.) A 20% tax credit is available for properties rehabilitated for commercial, industrial, agricultural, or rental residential purposes. It is not available for properties used exclusively as the owner's private residence. A 10% tax credit is available for the rehabilitation of non-residential buildings constructed before 1936 which are not eligible to be certified historic structures. Please contact the SHPO at (405) 521-6249 for further information.

Professional Assistance

If a building owner chooses to pursue a Certified Rehabilitation for tax credits, the Department of Interior recommends consultation with an accountant, tax attorney, or other professional tax advisor, legal counsel, or the Internal Revenue Service for help in determining the tax and other financial implications of this process.

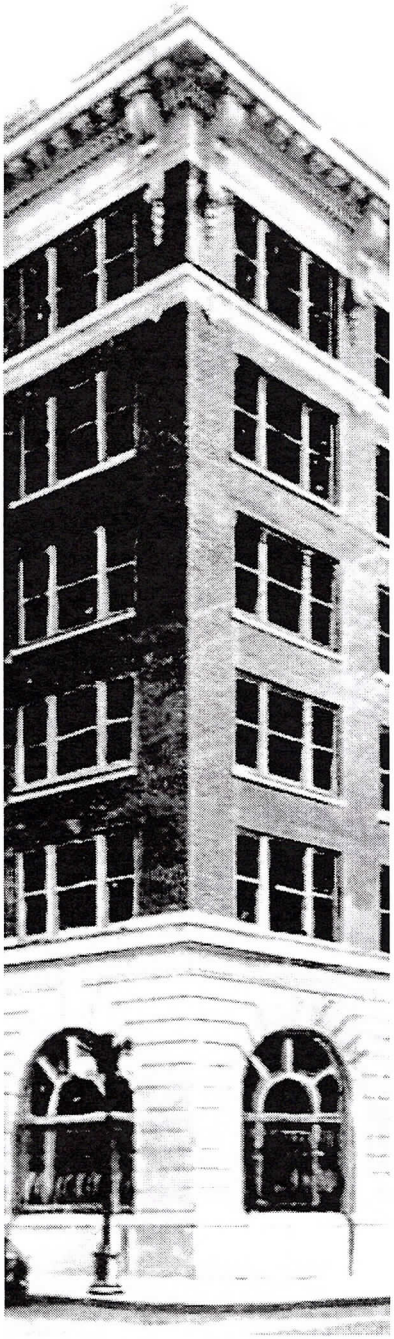
In some cases, there are recommendations within the "Guidelines" to obtain professional or technical assistance. Applicable codes also indicate when professional help is required in relation to the scope or type of a proposed change. Outside of these recommendations and code requirements, it may be prudent to utilize professional or technical assistance because older buildings present special challenges in the design and construction process. Recommendations within the "Guidelines" do not take the place of professional or technical assistance, and they do not relieve anyone planning to make a change to an historic resource of the responsibility to obtain professional or technical assistance.

The Secretary of The Interior's "Standards For Rehabilitation"

The Secretary of Interior's "Standards for Rehabilitation" are the most important basic principles for guiding changes to historic resources. They are reproduced here to place special emphasis on their importance.

"The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

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. When 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."



Simpson Building, constructed 1918

Correct evaluation of the type of work required and the impact of changes on an historic resource and its neighbors is the first step in the work process.

The Secretary's Standards provides a hierarchy of types of work "recommended" on historic resources. These are listed below in order, from the type of work that has the least impact on historic character to the type of work that is most challenging to historic preservation. The first three items are always applicable to preservation projects. Replacement and new design or construction should be carefully reviewed for appropriateness before proceeding.

1. **Identify, retain and preserve** character-defining form, materials and features.

2. **Protect and maintain** character-defining materials and features in reasonably good condition.

3. **Repair** character-defining materials and features when normal maintenance procedures fail to address a problem. Patching or limited replacement with replicated parts may be necessary.

4. **Replacement** may be warranted if an entire feature is so deteriorated that repair is impossible. Replacement is only to be attempted if form and detailing can be accurately replicated through careful documentation.



18 East Main, "before" photo

5. **New design** of a feature may be required if the historic form and detailing cannot be accurately replicated. The new design is to be compatible with, but clearly differentiated from, the historic fabric.

6. **New construction** in the form of additions or alterations to existing resources or infill
   a. must not radically change, obscure, or destroy character-defining spaces, materials, features, or finishes.
   b. is to be compatible with the District's historic architecture.
   c. is to be in harmony with its historic surroundings, without creating a false historical appearance.
   d. Important design considerations include how materials, height, rhythm, setting, proportion and scale are used in District buildings. For example, the use of an opaque wall finish of an elevation traditionally used for a storefront glazing system with large panes of glass is an inappropriate use of materials cause it is not compatible with the District's historic architecture.



Decorative masonry at parapet is repaired. Missing ornamental stone at parapet cap is replicated.

Painted building sign below parapet is preserved.

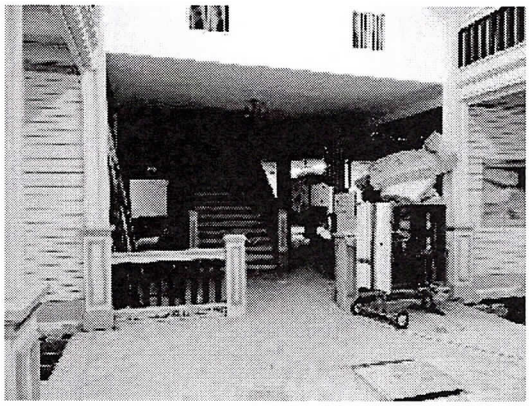
Windows are repaired and repainted.

Non-historic clerestory removed and replaced to closely match proportions of historic clerestory.

Non-historic pedestrian and garage doors removed and replaced with contemporary but compatible pedestrian doors and storefront.

118 East Main, "after" photo

EXPLORATORY DEMOLITION



Exploratory Demolition and Reconstruction

Exploratory demolition is a useful tool when repairs are being considered for historic buildings. It can be as simple as lifting a corner of carpet to ascertain the condition of the flooring beneath or as complex as selectively removing interior finishes or excavating foundations to assess structural damage. Exploratory demolition can provide important information about materials and building methods so that proposed repairs are compatible with existing construction. It can also provide a record of building phases that connect a building to a broader historical context.

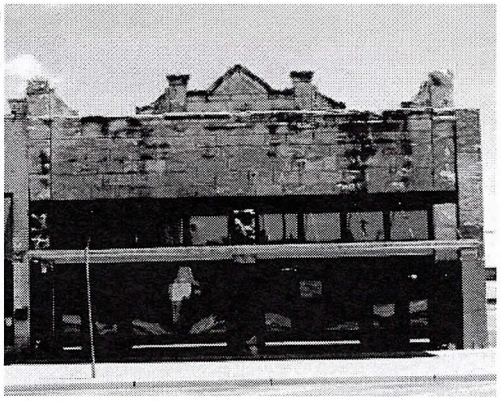
Recommendations for Exploratory Demolition include:

1. Identify the issue(s) to be addressed before proceeding. Exploratory demolition should be selective. Remove materials only to the extent that pertinent conditions are uncovered without removing or damaging historic material unnecessarily.
2. Provide a work plan for exploratory demolition. A list of issues with a coordinated work plan can save time, money and effort. For instance, mortar samples for matching masonry repairs can be obtained at the same time that masonry repair areas are located and masonry construction methods are verified.
3. Proceed with care. Buildings, whether or not they are occupied, can present risks that are not obvious. These include hazardous materials, improperly terminated electrical, plumbing or gas utilities, structural deficiencies, and unanticipated guests of various species.
4. Comply with local building codes and ordinances. For example, if a building facade parapet requires exploratory demolition, you may be required to provide protection to the pedestrians below or provide an alternative safe path of travel. If exploratory demolition is taking place on a storefront of an occupied building, occupants must have a safe means of egress. Exploratory demolition processes can generate waste which must be properly disposed of.
5. Be prepared for unforeseen conditions. Get information from city departments on emergency contact numbers for utilities, animal control, etc. Call Okie (800-522-6543) if site utilities may need to be located.
6. Seal the building against weather and it secure it at the end of each working day to prevent damage and protect the public.

APPROPRIATE USE OF SUBSTITUTE MATERIALS



Before: Masonry and Wood Siding Infill in Traditional Locations for Glazed Clerestory and Storefront



After:

1. **Infill removed to expose clerestory.**
2. **Masonry infill removed and replaced with glazed storefront compatible with building.**
3. **Flat canopy rebuilt in location consistent with historic structure.**

Whenever possible, every means of repairing historic materials or replacing them with identical materials should be examined before turning to substitute materials. Use of substitute materials should be limited, since replacement of historic materials on a large scale may jeopardize the integrity of a historic resource. Use of substitute materials can greatly impair the character of a historic structure, therefore, all preservation options should be explored thoroughly before substitute materials are used.

The purpose of repairing damaged features and of replacing lost and irreparably damaged ones is to visually match historic material and to cause no further deterioration. It is not appropriate to cover up historic materials with synthetic materials that will alter the appearance, proportions and details of a historic building and that will conceal future deterioration.

Some materials have been used successfully for the repair of damaged features such as epoxies for wood consolidation and infill and cementitious patching for stone repairs. Repairs are preferable to replacement whether or not the repairs are in kind or with a synthetic substitute material that has been researched to be effective for that purpose.

According to the National Park Service (NPS), four circumstances warrant the consideration of substitute materials:

1. Unavailability of Historic Material
   The most common reason for considering a substitute material is difficulty in finding a good match for historic material due to unavailability or protracted delivery dates. Substitute material may be suitable if considerable care is taken to ensure that the profiles, sizes, details, color and texture of the original material are matched. For instance, if carved stone is cracked or spalled, it is unlikely that a portion of the stone can be replaced and matched. A compatible cementitious patching material specifically manufactured for the purpose of repairing historic stone may be used for repairs in lieu of replacing the stone.

2. Unavailability of Historic Building Components
   When historic components are being replicated or repaired, emphasis must be placed in construction documents on standards for matching profiles, sizes, details, color and texture.

Companies that specialize in historic building components may have appropriate matching designs or can provide custom fabrication. For example, some shops specialize in replication of historic wood windows and mouldings and have experience with their replacement in Oklahoma's commercial buildings. Other companies specialize in reproduction of historic sheet metal components, such as collector heads and downspouts, from different periods. Efforts should always be made, prior to replacement, to seek out craftsmen who might be able to repair ornamental elements by replication of historic materials and methods to save existing historic features.

3. Poor Original Building Materials

Historic building materials as well as more modern replacement and repair materials may be deteriorating because they were originally of poor quality or not compatible with adjacent building components. Replacement with newer and more functional materials with a very similar appearance can extend the life of a building without compromising it aesthetically. For example, the performance of low slope roofing materials has improved because of technological advances. Quality varies from one roofing system to another, but low slope roofing systems with excellent performance are available.

Indications of material incompatibility are staining or galvanic reactions. Galvanic reactions occur when dissimilar metals are in contact with each other and in the presence of an electrolyte, i.e., water. Dissimilar metal combinations should be avoided in areas where moisture is likely to accumulate and remain for long periods. Galvanic reactions can cause corrosion of metal components and lead to serious damage. For instance, if the wrong type of nail is used to fasten a metal flashing in place, the fastener could corrode, fail, and the flashing can shift or fall off. Thus, the building envelope is compromised and open to water damage.

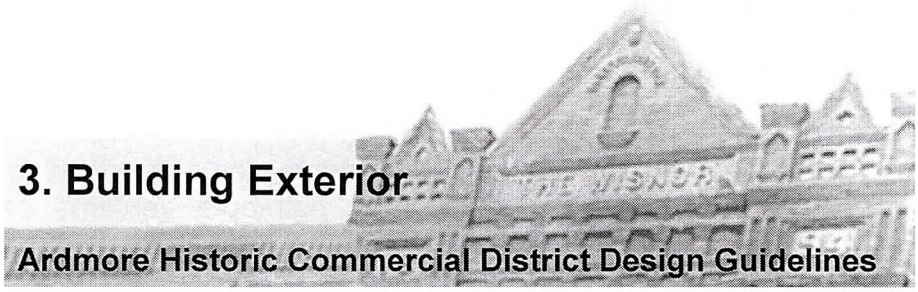
Care should be taken to accurately assess the source of damage and not assume that the material, itself, is inferior. There are many instances where original materials are deteriorated because of lack of maintenance or the use of less than optimal maintenance materials. For example, wood windows are a common building component that sustains damage because of peeling paint and subsequent water infiltration. However, improvements to wood

preservatives, the development of elastomeric coatings, and paintable sealants provide very durable and long lasting finish systems. In addition, this type of finish system can be obtained in virtually any color scheme. It is preferable to repair the damaged portions of a wood window, replicate the window if it is beyond repair (see item #2, above), and provide a durable finish in an appropriate color scheme that enhances the building.

Another common example of an original material that might be perceived to be poor is soft mortar. It is common to see historic masonry walls with deteriorated mortar joints. On closer examination, the source of the damage is usually from poor roofing, poor or non-existent waterproofing details, or other sources of water infiltration. Extreme care must be taken when replacing mortar in historic masonry walls to find original mortar in good condition and match its strength, composition, color and texture. There are many instances where well-intentioned repairs with new, harder mortars were made, only to damage the surrounding masonry because the two materials absorbed water at different rates.

4. Code-Related Changes
Building codes and laws sometimes require changes to historic buildings in the interest of public safety. These can include structural loads, roof drainage, railings, any many other items. These requirements might require selecting alternative materials.

Where alternative materials are being considered, the importance of matching the appearance and physical properties of historic materials and of finding a successful long-term solution cannot be overstated. Successful solutions that incorporate alternative materials in historic preservation projects often involve collaborations between architects, engineers, fabricators, installers and other specialists.



3. Building Exterior

Ardmore Historic Commercial District Design Guidelines

In accordance with the City of Ardmore Unified Development Code (UDC), Sec. 316, paragraph J.b, changes to the "...exterior of any structure or site" within the District, are subject to review. Types of work requiring a certificate of appropriateness from the Historic Preservation Board include "... erection, moving, demolition, reconstruction, restoration or alteration".

Before making a change to an individual resource, it may be helpful to observe the dominant historic design characteristics of it and its neighbors from a distance. It is important to disregard nonhistoric alterations or additions that cover historic material.
It is critical to preserve historic integrity of historic architectural components and architectural details, including sizes, shapes, colors, textures, materials, and locations. Depending on the type of change contemplated, Items to note may include, but are not necessarily limited to, the following:

1. Rooftops and Cornice: Rhythm, pattern, variation, ornament, and shape.
2. Second Story: Window shape, pattern, placement, spacing and window surrounds. Amount of glazed area in relation to solid area.
3. First Story: Placement and proportions of the clerestory and storefront components.
4. Relationship Between First and Second Story: Consider the entire elevation as a design. Often, alterations are made to modernize the first story of a building that do not relate to its historic character. For example, there may be new materials and radically different facade treatments at entries, while upper stories and secondary elevations are unchanged, even if hidden under superficial coverings.

The visual unity of an historic district is generally derived from the use of a limited palette of materials. This limited palette is used to construct a set of elements which tend to be consistent from one building to another. A brief discussion of the materials and elements relevant to the Ardmore Downtown Historic Business District is included in this section.

BASIC COMMERCIAL BUILDING FRONT COMPONENTS



Sign Panel: Centered vertically in masonry element.

Cornice: Ornamental corbeled brick.

Window Surrounds: Ornamental brick arches.

Windows: Wood sash. Double Hung with arched top sash.

Sill: Articulated stone or brick.

Exposed Structure: Horizontal steel

Clerestory: Glass above storefront

Canopy: Horizontal Projecting between storefront and clerestory.

Storefront: Large glass panels over a solid base.

Second Floor Entrance with transom

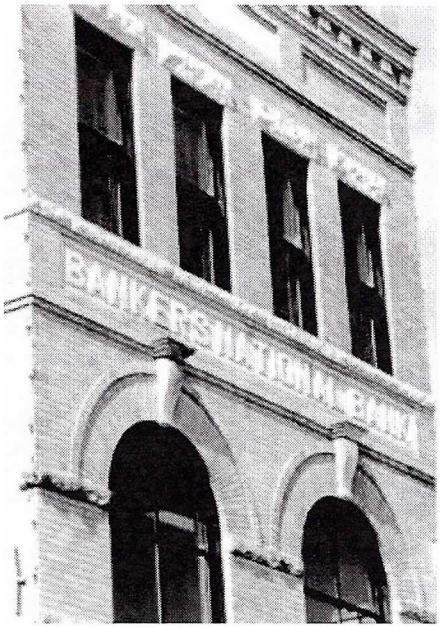
Base: Continuous full width horizontal band that may incorporate the glazing sill and masonry or wood elements.

Entry: Centered glazed door(s) at main entry.

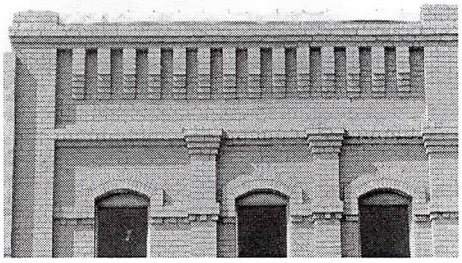
Glass transom above entry door.

Foundation: Horizontal band between floor and ground lines, usually masonry

MASONRY



Brick Arches, Corbelled Cornice and Banding. Stone Lintels, Keys, Sills and Sign



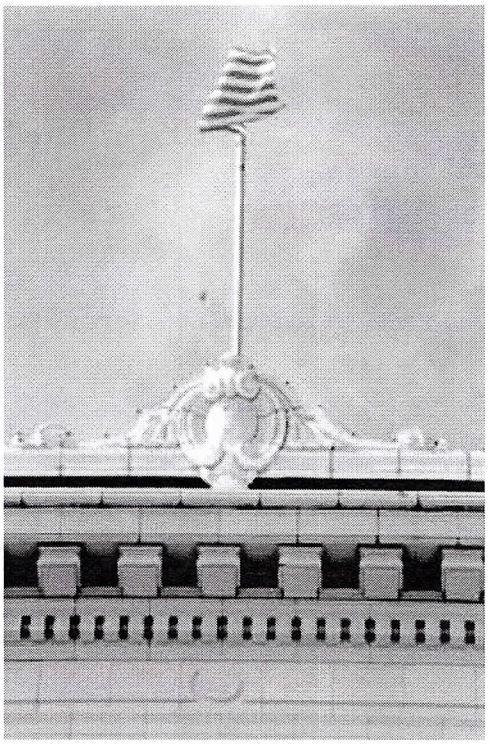


Rusticated Cast Stone Arch

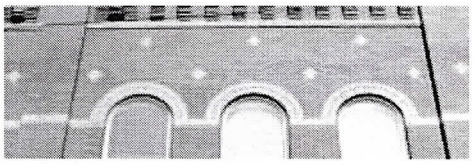
Masonry, especially brick masonry, is the dominant wall material in the District. In addition, brick, stone and cast stone details provide important historic character defining features.

Recommendations for masonry include:

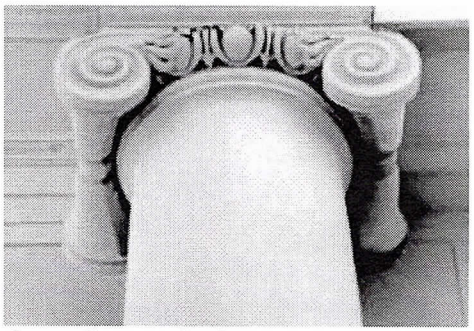
1. Identify, retain and preserve historic masonry.
2. Maintain and repair historic masonry. Inspect masonry joints periodically for deterioration.
3. Clean masonry only when necessary. Use the gentlest means possible, such as low pressure (100 psf) water and an approved mild detergent or chemical cleaner.
4. In general, do not paint unpainted masonry. Exceptions to allow painting of masonry may be made on an individual basis, such as where masonry was painted historically, where previous patching and repair work has been done and there is no other way to unify the appearance of a masonry wall, where paint is firmly adhered to previously painted masonry, or the application of an approved painted sign on masonry.
5. Repair mortar joints with a mortar that matches in strength, composition, color and texture. Joint treatments are to be identical to historic joints in width and profile. Do not fill joints with mortar that have opened as a result of structural expansion as this adds to the problem.
6. Masonry may deteriorate due to water infiltration, stresses on the masonry, or other conditions. Find the cause of the deterioration and address the problem.
7. Repair stone masonry with a limited amount of deterioration with recognized preservation methods such as consolidation or piecing in matching material. This work is best left to design and technical professionals with experience in the preservation of historic masonry.
8. Do not patch cracks in masonry units unless using recognized preservation methods. Patching cracks in masonry with mortar may accelerate the deterioration process.



Glazed Cast Stone Cornice



Decorative Wall Patterns



Cast Stone Column

9. Replace entire damaged masonry units or features with matching material. If a historic feature is either too deteriorated to replace or missing, it may be replicated using historical, pictorial or physical documentation.
10. If documentation for a missing features is not available, a new design for the missing feature that is compatible with the historic character of the building may be used.
11. Where a new masonry alteration, addition, or infill is planned, respect the historic character of the resource.
12. Do not create a false historical appearance by replacing missing historic masonry based on insufficient documentation.
13. Do not use nonhistoric masonry materials and methods that give the building a patchwork appearance when repairing masonry.
14. Removal of newer materials that cover historic masonry is encouraged. Prior to removal, carefully investigate to establish that historic material is still present and that removal will not damage historic material.
15. Construction materials and methods that cover or damage historic masonry are prohibited. Temporary protection, such as installing plywood in windows to weatherproof a building prior to window repair, is permitted provided that protective materials can be removed later without doing damage.

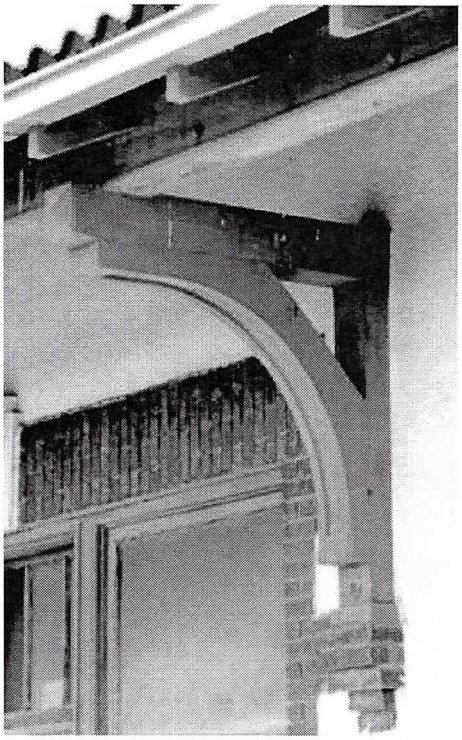
Resources:

Preservation Brief #1: The Cleaning and Waterproof Coating of Masonry Buildings. (NPS)

Preservation Brief #2: Repointing of Masonry Joints in Historic Brick Buildings.(NPS)

Preservation Brief #6: Dangers of Abrasive Cleaning to Historic Buildings. (NPS)

The Maintenance and Repair of Architectural Sandstone. (New York Landmarks Conservancy)



Exposed Rafters and Wood Bracket



Wood Stile & Rail Doors with Original Mouldings

WOOD

Historic photos show that wood was used extensively in the construction of District storefronts, windows and doors. Extant wood elements contribute to the character of the District.

Recommendations for wood include:

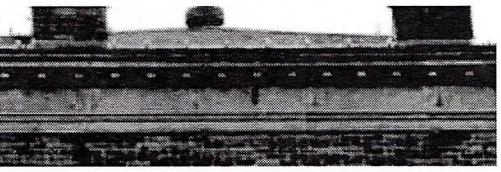
1. Identify, retain and preserve historic wood.
2. Protect and maintain wood with protective coatings. In general, paint or other types of protective coatings are the key to wood preservation.
   a. Remove unsound paint to the first sound layer using the gentlest means possible (handscraping and handsanding).
   b. Remove layers of paint that obscure detail.
   c. If paint has failed down to bare wood, prime and paint wood as soon as possible.
   d. Apply a compatible coating system after proper surface preparation. Materials for repainting must be compatible with the underlying surface materials and finishes.)
   e. If desired, determine historic paint colors by carefully removing accumulated paint layers from a small area to expose historic colors, or choose color schemes that are appropriate for the building and the District.
   f. Do not paint over deteriorated wood.
3. Sometimes damaged wood components may be easily repaired with a consolidation product using recognized preservation methods. Other times damaged wood may require replacement with a matching material or a compatible substitute.
4. Replacement should be considered only when wood is severely deteriorated. Retain deteriorated components for accurate replication.
5. Replacement of modernized components, such as aluminum storefronts, with historic replications or compatible designs are encouraged, unless it is determined that the modernized components have gained historic significance.

Resource: Preservation Brief #10: Exterior Paint Problems on Historic Woodwork. (NPS)

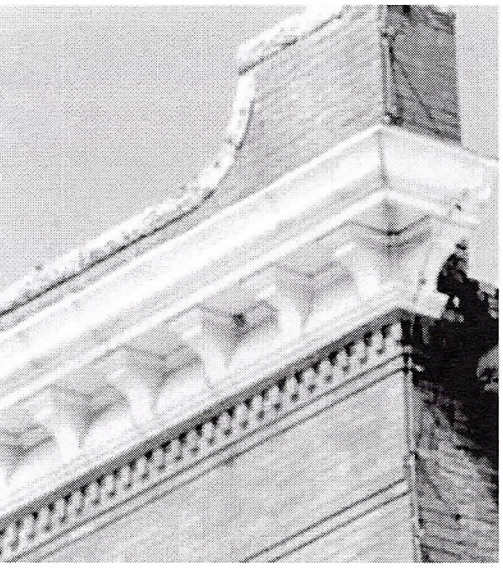
Note: Paint companies offer palettes of historic colors from the District's era of construction. Refer to the "Color Palette" section of this document for more information.

Ornamental Metals

Ardmore has several buildings with historic ornamental metal cornices and other metal ornaments that give richness and individuality to the character of the District.



Ornamental Metal Cornice

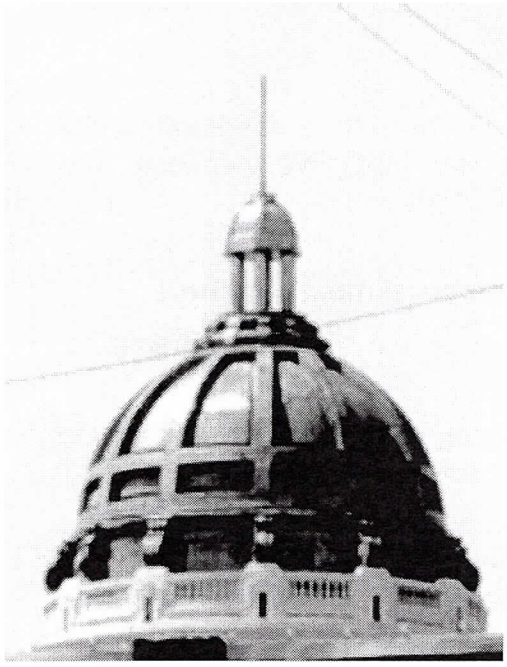


Ornamental Metal Cornice

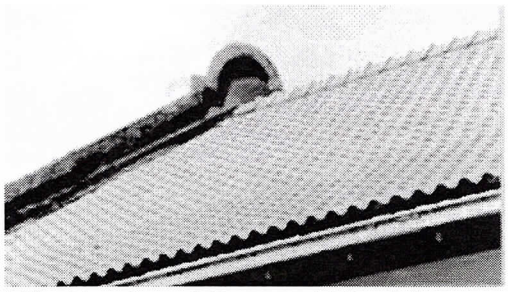
Recommendations for ornamental metals include:

1. Identify, retain and preserve historic ornamental metal.
2. Inspect ornamental metal at eye level to determine the presence of damage and the type of metal.
3. Protect and maintain ornamental metal by identifying sources of damage and correcting them. The most common type of damage is corrosion from improper drainage and failure of corrosion protection.
4. Clean and remove corrosion with the gentlest means possible that is compatible with the metal and corrosion protection.
5. Apply corrosion inhibitors, coatings and paints that are compatible with and appropriate for the underlying surface materials and finishes.
6. Repair severely corroded metal with patches or splices following recognized preservation methods. Repair material and fasteners must be the same type of metal or a compatible substitute material to eliminate galvanic activity.
7. Replicate an entire ornamental metal feature based on accurate documentation or physical evidence. If using the same kind of material is not technically or economically feasible, a compatible substitute material may be used. For example, damaged cast iron features have been replicated in aluminum or fiberglass and painted to match historic material.
8. Missing ornamental metal features without documentation may be replaced with a new design that is compatible with the size, scale, material, and color of the historic building.

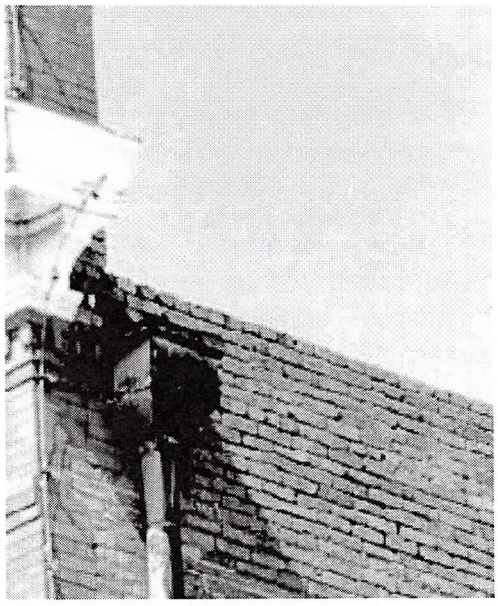
ROOFS / ROOFING



Metal Roofing of Dome



Tile Roof and Parapet Flashing with Exposed Cap



Parapet and Downspout

District roofs have low slopes and are usually hidden behind front and side parapets. Although roofing and waterproofing are not as noticeable as most exterior materials, they must be maintained as the first line of defense against water damage to historic resources.

Recommendations for roofs and roofing include:

1. Identify, retain and preserve roofs and their functional and decorative features.
2. Protect and maintain the entire roof system, including waterproofing such as flashings, sealants, masonry parapet caps, and decorative metal at cornices.
3. Examine roofing at least once annually as a preventative measure. Protect leaking areas against infiltration until repairs are made.
4. Choose compatible materials for required repairs. Professional and technical assistance may be necessary to make appropriate choices.
5. Parapet flashings and other types of waterproofing should not be visible from the street, unless they were visible in the historic design.
6. Roof replacement may be necessary when the roof is deteriorated or when structural repairs are necessary. When a roof is replaced:
    a. Choose materials close in appearance to the historic roofing.
    b. Choose materials close in appearance to the historic roofing.
    c. Maintain roof elevations and slopes at, or very close to, their original positions unless prohibited by code.
    d. Replace broken or missing features, such as a missing parapet cap stone, based on accurate documentation or physical evidence.
7. If possible, avoid installation of a "torch applied" roofing system for safety considerations.

Resource: Preservation Brief #4: Roofing for Historic Buildings. (NPS)

MODIFICATIONS: LOW SLOPE & DEAD LEVEL ROOFS

Low slope and dead level roofs present a maintenance challenge for building owners. Over time, old roofs are often subject to poorly executed piecemeal patching that only serves as a stop gap before a major roof failure.

A pitched roof may be applied over a low slope or dead level roof if it is not visible from the main or secondary elevations. For example, a tall parapet can mask the addition of a sloped roof structure. However, extreme caution must be used if a sloped roof structure is to be applied to a building that previously had a low slope roof. The supporting structure is likely to require modification because of the additional structural loads and to address the different load pattern that the sloped roof imposes. In addition to structural engineering, altered drainage patterns must be thought through so that neighboring buildings will not be impacted. Avoid creating areas where water, snow or ice can build up and create additional structural loads.

The best alternative to replace a worn out "flat" roof is to remove the old roofing and underlayment and install a new low slope roof. Excellent low slope roofing products are now available that, when applied properly, will last twenty years with very little maintenance.

The roof pitch of historic commercial buildings is usually not flat, but has a low slope adequate for application of several types of roofing. All roofing projects should comply with governing codes and the roofing manufacturer's requirements. Particular attention should be paid to waterproofing details at vulnerable areas such as parapets, flashings, scuppers, overflow drains, gutters and downspouts. This approach can provide excellent protection without compromising historic integrity, altering drainage patterns, or necessitating extensive structural modifications.



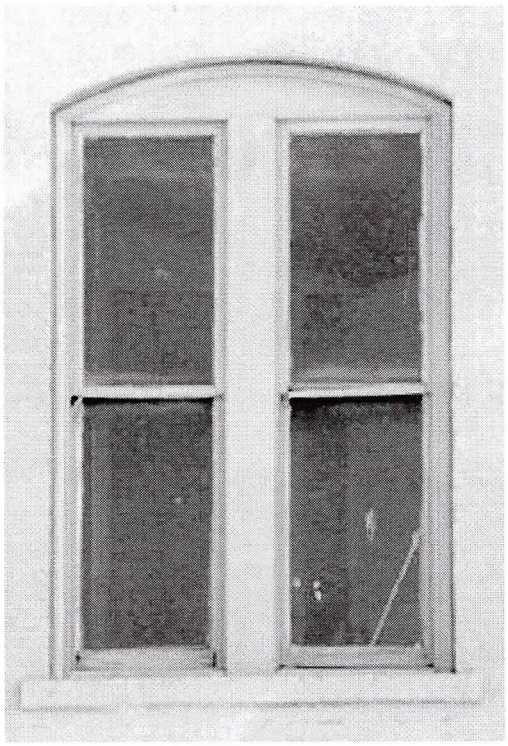
Stepped Parapet at Two Story Building Indicating Roof Slope

WINDOWS

Historic windows at upper stories and secondary elevations are, generally, single or double-hung wood windows. As opposed to storefront glazing for large displays, these windows are usually operable and have a smaller scale that reflects different uses, such as residences over shops or offices.



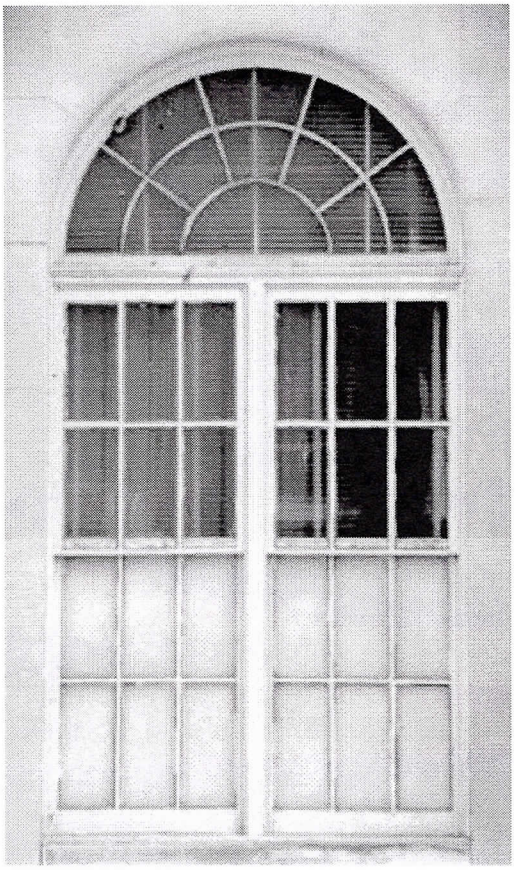
Rectangular, Fully Glazed Hung Wood Sash



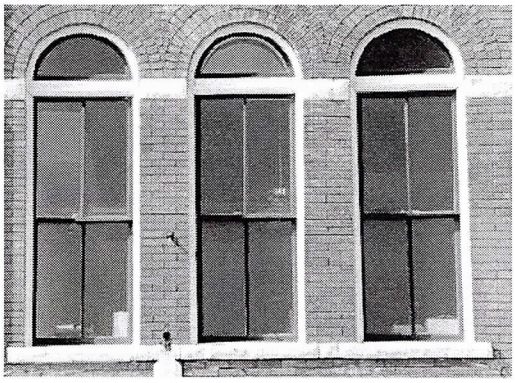
Segmented Arch over Fully Glazed Rectangular Hung Wood Sash

Recommendations for windows include:

1. Identify, retain and preserve historic windows.
2. Remove alterations which obscure windows. The proportion of window area to wall area is a basic design feature on District buildings. Do not board up windows except as a temporary protective measure during construction. Do not use windows as sign boards. Do not paint out windows. If it is desired that building interiors are not to be visible from the street, an alternative is to install an interior window covering.
3. Protect and maintain historic windows. Examine windows periodically for evidence of deterioration of the window material, protective finish, sealants, weatherstripping and other components.
4. Check glazing putty for soundness to keep glass secure and weathertight.
5. Repair deteriorated window components. Limited damage to wood components may be repaired with a consolidation product using recognized preservation methods. Damaged material may also be reinforced by patching or splicing with a matching or compatible material.
6. Severely deteriorated window components may require replacement. Retain deteriorated components for an accurate replication.
7. If existing glass requires replacement, use glass to match historic material. Typically, historic glass is clear.
8. Severely deteriorated windows may require replacement. Replicate replacement windows to match historic units. Historic photos show that most windows have two rectangular sashes, sometimes surmounted by a round or segmental arch with solid infill or a rectangular glazed panel. Windows may also have a rectangular bottom sash with a glazed round or segmental arch at the top sash.



Divided Light Round Arch over Hung Wood Sash, 6 over 6



Round Arch, Fully Glazed over Hung Wood Sash, 2 over 2

9. Where historic windows have been replaced and replication is not possible because of a lack of documentation, new windows must be compatible with window openings, the historic character of the building, and historic patterns in the District.
   a. Use only clear glass in new windows. Thermal glazing may be considered.
   b. Size new windows to completely fill the historic window opening. Historic photos show that infill panels were not used except, occasionally, in the area under segmental or round arches, terminating above a rectangular upper window sash.
10. Do not use stock residential windows unless their design is compatible with the historic windows in the District.
11. The use of compatible substitute materials for new windows may be considered.
12. Storm windows can help preserve historic windows.
   a. Repair or replicate deteriorated historic storm windows.
   b. Set new storm windows either on the interior or exterior. They are to match the size, overall pattern, and glass type of the historic window, and be set as close to the historic window as is practical.
   c. Avoid the use of mill finish aluminum for storm windows.
   d. Do not cover significant historic trim or mouldings with storm windows.

Resources:

Specification Requirements for Proposed Window Replacement in Historic Buildings. (NPS)

Specification Requirements for Storm Windows in Historic Buildings. (NPS)

Preservation Brief #9: The Repair of Historic Wooden Windows. (NPS)

Preservation Brief #10: Exterior Paint Problems on Historic Woodwork. (NPS)

Preservation Brief #13: The Repair and Thermal Upgrading of Historic Steel Windows. (NPS)

MAIN ENTRANCES

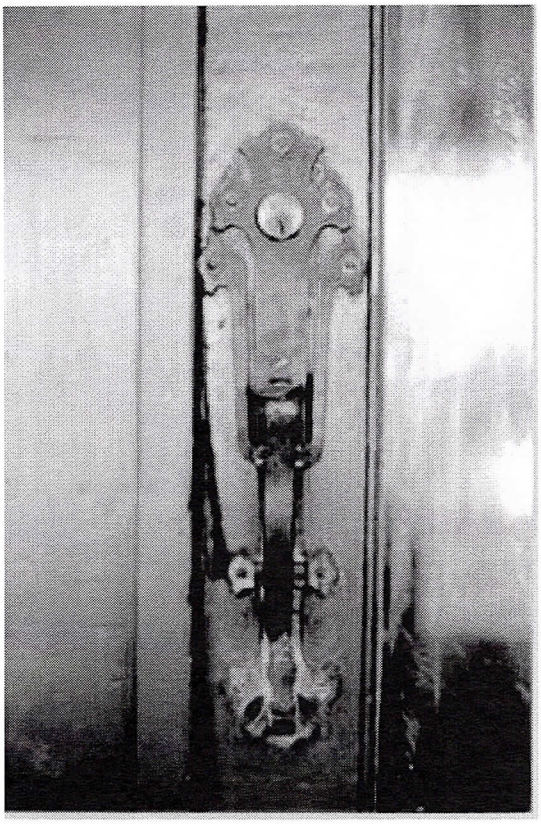
Entrances are the gateways to the District's buildings and businesses. The District has interesting historic entrance treatments. Many are inset entries with stepped or angled storefronts, decorative mosaic tile floors with borders and, in some cases, the historic building or business name.

Recommendations for entrances include:

1. Identify, retain and preserve historic entrances.
2. Protect and maintain historic entrance components such as doors, sidelights, and floor finishes. Most historic doors in the District are of wood panel or wood stile and rail construction. Maintain door finishes to protect doors.
3. Doors are under constant stress because they move. Assess door condition periodically to determine if repairs are required. Common problems include doors going out of square, weakened joints, and deteriorated material at the lower portion of the door.
4. Doors typically have large glazed areas. Check to assure that glass is secure, weathertight, and unbroken.
5. Retain historic glazing or infill panel materials at transoms or arches above doors. If possible, remove nonhistoric finishes that obscure transoms or arches. For example, where transoms above side doors to upper levels are boarded up, it may be possible to remove the board covering and expose this building feature.
6. Repair deteriorated wood entrance components. Limited damage to wood components may be repaired with a consolidation product using recognized preservation methods. Damaged material may also be reinforced by patching or splicing with a matching material.
7. Reinforce weak joints. Design reinforcements so that the appearance of the historic door is retained.
8. Severely deteriorated doors may require replacement. Retain deteriorated doors for accurate replication.



Glazed Doors and Transom



Historic Door and Hardware

9. Replacement glass is to match historic glass. Typically, historic glass is clear.
10. Retain original hardware or use documented reproduction hardware, whenever possible.
11. When an entrance is to be replaced on an historic building, and replication is not possible because of a lack of documentation, the new entrance is to be compatible with the historic character of the building and historic patterns in the District. Refer to historic documentation for design ideas. Avoid the use of elements associated with dissimilar architectural styles. Avoid creating a false historical appearance because the replaced entrance is based on insufficient physical, historical, and pictorial documentation.
12. Set new doors in the historic location. Design new doors to completely fill the historic opening. Avoid the use of a smaller door with an infill panel.
13. New entrances may be constructed of a compatible substitute material if using the historic material is not technically or economically feasible.
14. New entrances are not to convey a false historic appearance.
15. Do not use stock residential doors or doors that do not have a commercial scale and character.
16. Use clear glass in new entrances. Consider thermal glazing. Code issues also affect glass choice.
17. Code and accessibility issues may affect hardware choices on new doors.

Resource: Specification Requirements for Proposed Door Replacement in Historic Buildings. (NPS)

UPPER LEVEL RESIDENTIAL ACCESS



New Upper Level Back Entry Leaves Pedestrian Alley Access

Historic buildings often had living quarters above shops. Upper level access could be by means of a secondary front entrance to a stairway; an interior stair or elevator on the ground floor; or an exterior stairwell on a secondary elevation. Use and organization of interior spaces dictated access to upper levels of historic buildings. Interior remodels may be required to add exterior doors and stairs to upper level areas.

Recommended ways of providing upper level access include:

1. Adding a door to the front of a building for separate upper level access presents both exterior and interior design challenges. The added door should be compatible with the building façade, but be secondary in importance to the original primary entrance. In primary elevations, doors should be located in places where they were traditionally found, usually on either side of a single storefront or between adjoining storefronts. Whenever possible, add exterior doors on secondary elevations.
2. Adding an interior stair, platform lift or elevator to a building presents a number of technical issues including structural considerations, code issues, planning a configuration to work with building functions, and aesthetics. Interior stairways or elevators should be treated to avoid changing spatial relationships.
3. Exterior stairs or platform lifts used for upper level access are likely to be a significant intrusion that affects building integrity, therefore, they should be added to a side or rear elevation.
4. In addition to issues related to individual buildings, site requirements such as compliance with setbacks and rights-of-way in alleys and other public areas is essential. Contact the City of Ardmore for information about these issues prior to planning an exterior stair for upper level access.

Below Left: Original Storefront in Need of Repair.
Below Right: Repaired Storefront with Integrated Front Upper Level Access





STOREFRONTS



Wood Storefront with Canopy and Clerestory



Recessed Bronze Storefront with Lettering in Mosaic Tile Floor



Recessed Bronze Storefront with Center Show Case

The primary character defining feature of the District is its concentration of early commercial storefronts, dating from 1915. The District also contains altered storefronts below intact upper stories.

Recommendations for storefronts include:

1. Identify, retain and preserve historic storefronts. They are important in defining the overall historic character of the building.
2. It may be possible to uncover historic features under newer alterations. Examples include historic masonry under an aluminum panel finish or clerestory glazing under solid infill panels.
3. Protect and maintain historic storefronts. Failing paint, leaking glass installation, and other sources of water infiltration, rust, rotting wood and other deterioration requires maintenance and repairs. Evaluate storefront condition to see if repairs are required.
4. Limited damage to wood storefront components may be repaired with a consolidation product using recognized preservation methods. Damaged material may also be reinforced by patching or splicing with a matching material. This strategy saves most of the historic fabric and also saves money. Conceal repairs under a coat of paint or other appropriate finish.
5. Severely deteriorated components may be removed and replicated in the same material or a compatible substitute.
6. If a storefront glazing system is beyond repair, a new and more energy efficient system that very closely resembles the original may be an acceptable alternative. Code issues may affect glass choice.
7. Severely deteriorated storefronts may require replacement. Retain storefront components for accurate replication.



Symmetrical Wood Storefront

8. When a modernized storefront system is to be replaced on an historic building, and replication is not possible because of a lack of documentation, the new storefront design is to take into account the design, scale and proportions of the building and historic patterns in the District. Look at historic District photos, proportions and materials of the common design components at historic District storefronts, and site characteristics such as setbacks to assist with design. Avoid the use of contemporary materials, styles and designs that are not compatible with the historic character of the District, such as unfinished aluminum stick storefront and entry door systems, opaque exterior finishes in lieu of storefront glazing, and designs that do not use basic storefront components or incorporate obtrusive features that are not compatible with the historic character of the District. Professional and technical assistance may be required for a new storefront design.

9. New storefront designs are not to convey a false historic appearance that is not based on documentation.

10. Do not use residential windows or windows that lack commercial character in lieu of a storefront glazing system. Choose contemporary storefront glazing systems with care to be compatible with the historic commercial character of the District.

Resource: Preservation Brief #11: Rehabilitating Historic Storefronts. (NPS)

SUN CONTROL IN STOREFRONTS

Building interior finishes and products can be significantly damaged by solar radiation coming through glass. This is a particularly serious problem in a commercial storefront that is used to display merchandise. The key to maintaining a display and limiting damage as much as possible is to block the most damaging types of solar radiation.

60% of damage to interiors is caused by shorter wavelength UV radiation. Short wave visible light wavelengths causes most of the rest of the damage. Longer wave visible light radiation and infra-red radiation cause very little fading, however infra-red can cause overheating of storefront areas. The ideal solution lets in much of the visible light, but stops infrared, which causes heat, and UV, which makes things fade.

Recommended ways to limit damage from solar radiation, while allowing visible light to pass through glass include:

1. Replace glass with a spectrally selective low-E coating. If the budget allows, insulated glass is a better choice than single pane glass and different configurations are available.
2. If existing glass is to remain, apply a low-E film.

It is best to closely match the original glass color and reflective qualities, therefore, tinted and reflective window films are not recommended. They block visible, near-infrared and ultraviolet waves equally and dramatically alter the appearance of storefront glass, making them inappropriate replacements for historic storefronts. It is best to closely match the original glass color and reflective qualities.

If existing glass is insulated, proceed with caution before adding window film. Some window manufacturers void warranties if films are applied because an existing coating may cause the film to heat up the glass enough to break the outside pane or ruin the seal. A professional installer should assess insulated glass to determine if film can be safely installed.

Some interior window treatments such as adjustable blinds can be used to block solar radiation. Shades, drapes or paper, however, are not appropriate for use in storefront windows which, traditionally, were used for display. Blocking the view into the storefront leads passersby to believe that the building interior is in poor condition or vacant. Even if a building is vacant, encouraging temporary displays within the storefront rather than blocking it gives a better impression that benefits the building and the street.

AWNINGS AND CANOPIES

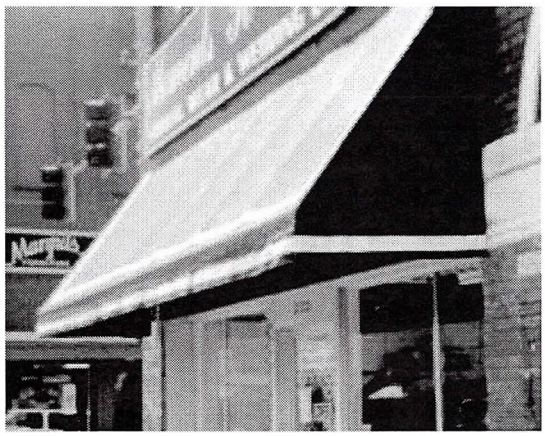
A sloped awning or, less commonly, a flat canopy were features on storefronts that protected both pedestrians and merchandise from the elements. Typically, awnings and canopies were supported from the building wall without columns.

Recommendations for awnings and canopies include:

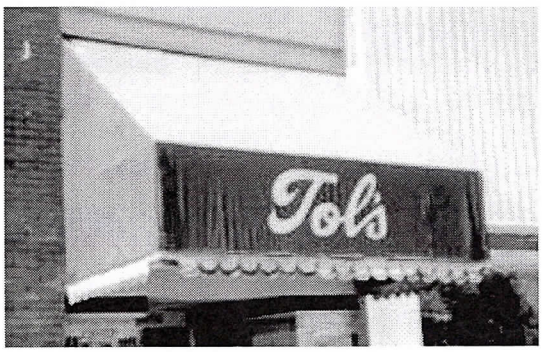
1. Identify, retain and preserve historic awnings and canopies.
2. Protect and maintain awning coverings and supports and canopy roofing and structures. Evaluate awning and canopy condition to see if repairs are required.
3. Repair damaged awning coverings to prevent further damage. Repair canopy roofing to prevent canopy structural damage.
4. Replicate severely deteriorated awning coverings and supports. Retain components for accurate replication.
5. Canopies are, generally, heavier than awnings. It is recommended that a qualified licensed professional be consulted to verify the structural integrity of canopy framing and supports if the canopy is deteriorated.
6. Non-historic or inappropriate awnings, canopies and projections should be removed and prohibited. These include mansard overhangs, contemporary metal awnings, roofed structures supported by sidewalk-mounted posts, and other types of new awnings or canopies where their use or existence is not supported by historic documentation.
7. A new sloped awning or flat canopy may be installed if it is compatible with the design, scale and proportions of the building and historic patterns in the District.
8. It is recommended that new framing and supports for canopies are designed by a qualified licensed professional to verify the structural integrity of building components that support the canopy, building-to-canopy connections, and the canopy structure.



Historic Canopy and Sign

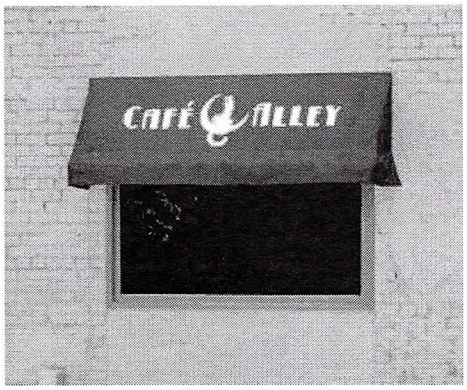


Fabric Awning



Fabric Awning with Sign

COLOR: BUILDINGS, AWNINGS & SIGNAGE



Contemporary Awning with contrasting proportional lettering

Color is an important part of defining an historic building or district's character and reflecting the individual taste of a building owner or tenant. The masonry buildings typical of Ardmore's Historic Commercial District form a handsome, neutral backdrop for colorful storefronts, windows, architectural details, signs and awnings.

While cohesion in a district is important, uniformity runs counter to how color was often used. Historic districts contain buildings used by different people for different purposes. Color and graphics on buildings, awnings and signs can provide welcome variation within the theme, or background, of the district's buildings. Color schemes should be compatible with adjoining buildings and the district as a whole, and should not overpower the storefront or other architectural elements, including awnings and signs. An appropriate paint scheme on an historic building will articulate its architectural details and add to the character of the district.

Sign colors should complement the colors of the building. Light colored letters on a dark background are easiest to read. A shadow or outline may be incorporated around the letters. Signs should, generally, incorporate one color for the background, a secondary color for lettering and, perhaps, a third color in borders, shadows, or other detailing.

Variety in awning color is an appropriate characteristic when reintroducing awnings in historic districts. Since the 19th century, awnings have featured a range of different stripe patterns and an extensive color palette. These designs embellished buildings and give vibrancy to commercial districts. Choose an awning color or colors to blend with the building paint and sign color palette.

In general, color schemes for walls and major decorative trim or details should be kept simple. In most cases the color(s) chosen for a storefront should be used on other major exterior components that are painted (windows, cornice, etc.) to unify the upper and lower portions of the facade.

Building colors can be derived from paint analysis or careful selection. Paint analysis can reveal the building's historic paint colors and may be worth undertaking if a careful restoration is desired. Analysis can be as simple as carefully scraping through paint layers to determine original colors. Another alternative is to select paint colors that are appropriate to the architectural period and style, the architectural features to be accented, and the setting of the building. Colors can be selected from historic

palettes that many paint companies have researched and offer as a cohesive paint color system to aid with selection.

A building color palette should be limited to about three colors; the body, trim and accents. These are defined as follows:

Body: Most buildings in the district are masonry. Painting masonry is discouraged because it is historically inaccurate and it often results in masonry damage due to water being trapped behind the paint. Therefore, the body color should be the natural masonry color.

Trim: Trim colors are utilized for defining storefronts, windows, doors and other major architectural elements such as exposed metal structural components or cornices. Trim colors often contrast with body colors in hue or tone intensity.

Accent: A third accent color was often used to highlight a particular feature of a building. The accent color typically was painted on door and window details, decorative wood trim, and to highlight particular architectural features of the building façade.

Historic Color Palettes: There are many paint companies that have historic palettes. These palettes give ideas about color schemes that are appropriate for specific eras and building styles and can be useful for color selection or as a point of departure to start a color selection process. Use of historic color palettes can provide a range of choices that allows for individuality along with overall continuity.

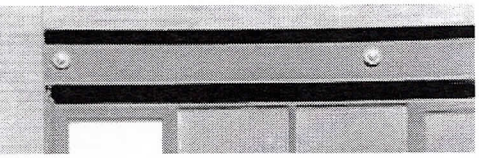


Color Coordinated Buildings and Awnings

The following is a list of locally available paint manufacturers and the names of their historic palettes. This is not an exhaustive list, nor does it rule out selecting appropriate and attractive colors from any manufacturer's standard palette.

Sherwin Williams - Preservation Palette
Valspar - National Trust Historic Colors
Duron Historic Collection Palette
Benjamin Moore Historical Colors
Pittsburgh Paints - Historic Paints
Kelly Moore Historic Lifestyles of the West

STRUCTURAL SYSTEMS

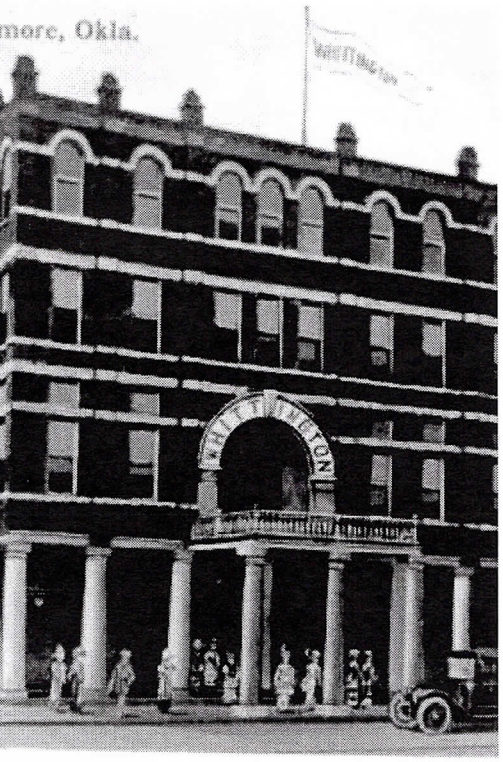


Steel Beam over Clerestory

Structural systems and components are an important part of a building's historic character. Their form may be plain or decorative. Examples include masonry bearing walls, horizontal steel beams or lintels above storefronts, and wood, metal or masonry columns.

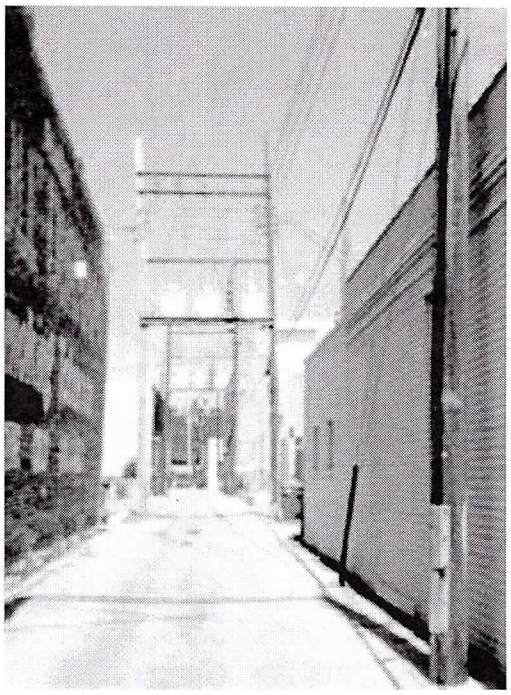
Recommendations for structural systems include:

1. Identify, retain and preserve structural systems and components that are important in defining the overall character of a building.
2. Protect and maintain structural systems and components to prevent deterioration. Protect masonry, wood and steel from sources of damage such as weather, insect infestation or impact. Maintain protective finishes in good condition.
3. Examine and evaluate the physical condition of structural components and systems using non-destructive methods. Professional assistance may be necessary to make a competent evaluation.
4. Repair deteriorated structural components by reinforcing or upgrading individual parts. Repairs are to be compatible with the character of the building. Professional and technical assistance may be necessary to make necessary repairs.
5. Deteriorated structural components may require replacement. The replacement must appear the same as the original and comply with applicable building codes. Substitute material may be used if it conveys the same form, design, and overall visual appearance of the original material. It is recommended that a licensed professional be consulted about design of replacement structural components.



Stone Columns and Arch of the Historic Whittington Hotel, built 1886, destroyed 1915

MECHANICAL AND ELECTRICAL EQUIPMENT



Utilities Confined to Alley

Electrical, plumbing, and climate control technologies differ greatly from when the District was developed. New equipment affects building appearance and requires consideration.

Recommendations for equipment include:

1. Identify, retain and preserve equipment that is an important character defining feature. Examples include historic vent stacks, chimneys, and light fixtures.
2. Protect and maintain equipment with cleaning, inspections, and other appropriate measures.
3. Repair equipment, whenever feasible, by augmenting or upgrading parts.
4. New equipment locations are to be as unobtrusive as possible. Locate equipment mounted to the building exterior on the back wall or the back portion of the roof. Check structural capacity for roof mounted equipment.
5. Avoid system designs that damage or alter historic building fabric, such as cutting holes in walls or venting through windows.
6. Installation of screens for equipment on grade is recommended to limit visibility. Screens may be structures, such as wood trellises or fencing, or landscaping. Screen design is to be unobtrusive and compatible with the historic character of the building and the District.
7. Window unit air conditioners may be utilized if their use is temporary. Install window unit air conditioners so that windows are not damaged or altered.
    a. The best location for a window unit air conditioner is the back of the building.
    b. The second best location is the side of the building.
    c. Installation at the front of the building is not recommended.

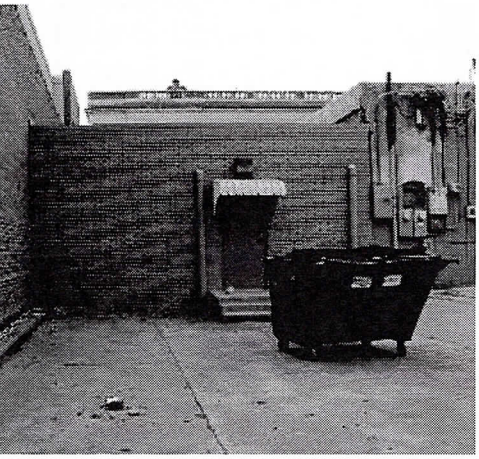
Resource: Preservation Brief #24: Heating, Ventilating and Cooling Historic buildings: Problems and Recommended Approaches. (NPS)

DUMPSTERS

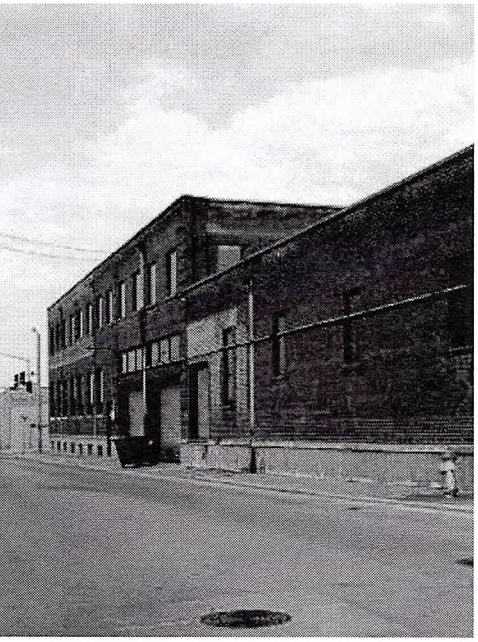
Whenever possible, locate dumpsters behind the primary building on the lot. In some cases, this area may not be accessible. However, every effort is to be made to locate dumpsters where they are not visible from the street or blocking public access. Where a dumpster location is visible from the street, it is strongly encouraged that an enclosure or screen is provided.

Enclosures and screens should be inconspicuous and designed to fully hide the dumpster from street views. Articulation of the enclosure or screen by offsetting or detaching may be desirable.

Construction is to be of durable materials that match the body of the primary building where possible. Where it is not possible to match the body material, matching other prominent elements like the base may be appropriate. Where materials cannot be matched, a durable material that matches the color and does not distract from the primary building is acceptable. Landscaping may be used where appropriate.



Dumpster behind Building

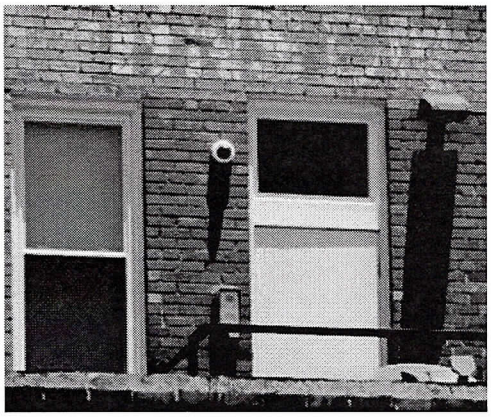


Dumpster is visible from the street and blocks the sidewalk. An off-street location behind the building is preferable if available.



Dumpster behind Building in Secure Enclosure

SECURITY: LIGHTING & SYSTEMS EQUIPMENT



Security and Lighting at Back Entry

Technology to enhance security can be incorporated into historic buildings in many ways, from the placement and positioning of lighting to installation of electronic locks, cameras and various other types of security equipment. Security equipment keeps getting smaller, more versatile and easier to monitor all the time.

Recommended types of security measures include:

A. Security Lighting:

1. Downlight or wall-mounted lights controlled with photo cell, motion/occupancy sensor, or timeclock.
2. Select luminaires to match the aesthetic character of the building and designate the building entry.
3. Direct Glare: Use shielded luminaires and low wattage lamps to avoid glare.
4. Light Distribution on Surfaces: Illuminate walkways and building surfaces uniformly to avoid dark areas.
5. Light Pollution/Trespass: Use cut-off optics and low wattage lamps to minimize light pollution. Shielded luminaires minimize light trespass on a neighboring property or building.
6. Modeling of Faces or Objects: Provide vertical illumination from multiple directions to clearly see pedestrians' faces.
7. Building Features: Provide lighting to illuminate building features, paths and access points, such as the building entry.



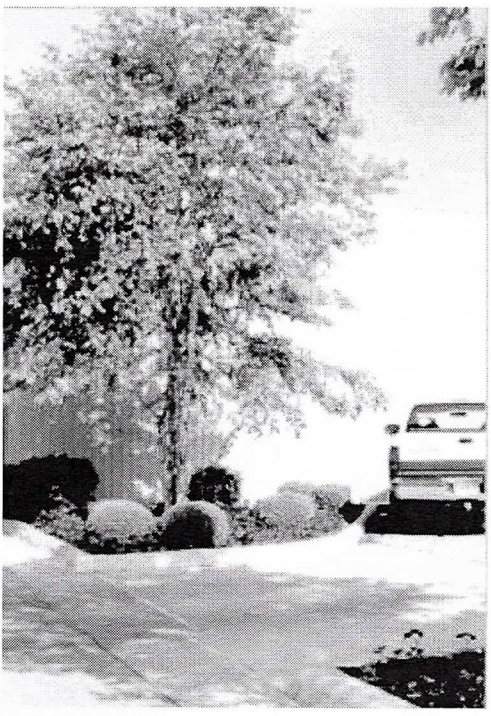
Security at Front Entry

B. Security systems:

1. Mechanical Locking Systems: Provide keyless entries or keypad/coded push button locks in lieu of magnetic locks, which are more obtrusive because they require wiring that runs down to a card reader.
2. Use Video and CCTV surveillance technology at entry points and parking areas.
3. Provide security systems, including alarms and detection and monitoring equipment as recommended by a security professional.



Landscaped Intersection



Landscaped Parking Lot

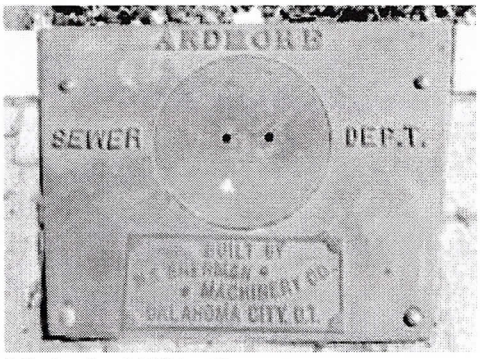
The relationship between the District's buildings and the streetscape and landscape features common to the District is a key element in defining its historic character. Common streetscape and landscape features include streets, sidestreets, alleys, walkways, street lights, street furnishings, and landscaping.

Recommendations for District Features include:

1. Identify, retain and preserve District features and relationships that help define overall historic character.
2. Protect and maintain historic District features and relationships. For example, maintain the condition and circulation patterns of sidewalks, streets and alleys.
3. Setbacks are consistent within the District and this consistency is to be preserved. Refer to local codes for information about setbacks.
4. An extensive streetscape project, including landscaping, decorative paving, street furnishings, and lighting, was recently completed within the District. This new work is compatible with the design, scale and proportions of the buildings and the District's historic character. Streetscape that adversely impacts the historic character of the District is prohibited.
5. Locations for streetscape must be carefully considered. Sidewalks and curb ramps must remain accessible and unobstructed in conformance with code requirements.
6. New street lights are to match or coordinate with the period fixtures currently installed and are to be installed in approved locations.
7. Street furnishings such as benches, planters, and trash receptacles are to be designed to match or closely coordinate with existing streetscape elements and fabricated with low maintenance materials.



Seating and Landscaping at Parking Lot



Historic Utility Cover

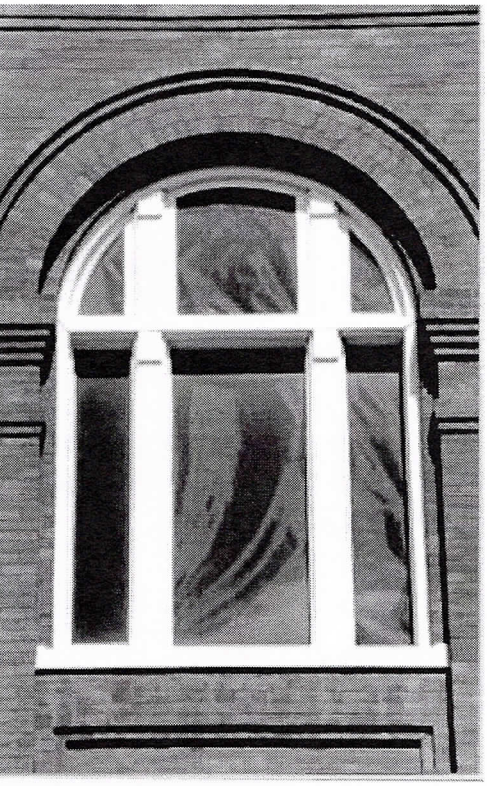
8. Parking lots within the District are to be as unobtrusive as possible. Important considerations for parking lot design include location, safety and code requirements, overall circulation patterns, and screening.

9. The size and number of outdoor vending machines is to be limited so that building elevations are not obscured, walkways are not obstructed, and street clutter is alleviated.

Resource: Community Design Book. (DesignWorks, Oklahoma Arts Council) An illustrated guide with a section on "Landscape Architecture."



nfill Between Buildings



rch with Fixed Infill Glazing

ADDITIONS, ACCESSORY BUILDINGS AND INFILL

New additions, accessory buildings and infill may be required to restore a historic feature, adapt a building to a different use, or optimize use within the District. New construction presents particularly complex design and technical challenges.

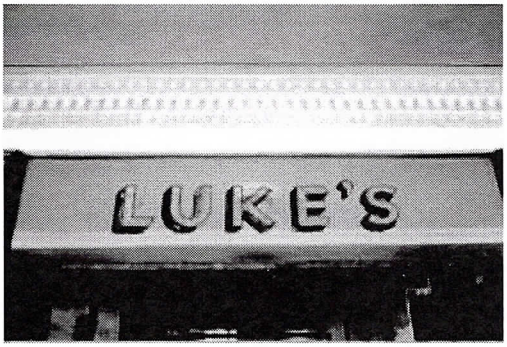
Recommendations for new construction include:

1. Restore missing historic elements based on historical, pictorial, and physical documentation.
2. New additions and accessory buildings must be compatible with the historic building. Materials, workmanship, proportions and composition of the overall design and elements within the design are important considerations. Professional assistance may be required to develop an acceptable design.
3. New designs are not to create a false historical appearance.
4. Choose the location of new construction carefully, with respect to its visual impact on the historic resource. Under most circumstances, building additions and accessory structures must be limited to the back of any building within the District.
5. If a new addition is proposed to an historic building, it is recommended that a qualified licensed professional be consulted about tying the new structure into the historic structure.
6. Demolition may be permitted of nonsignificant construction, streetscaping or landscaping that detract from the historic character of the District. Demolition must be done carefully to assure historic fabric is preserved.
7. Infill construction is to be distinguishable yet compatible with the historic character of neighboring buildings or District in terms of size, scale, design, detailing, material, color, and texture. Professional assistance will almost certainly be required to develop an acceptable design.

Resource: Preservation Brief #14: New Exterior Additions to Historic Buildings Preservation Concerns. (NPS)

6. Signs: Types of Work

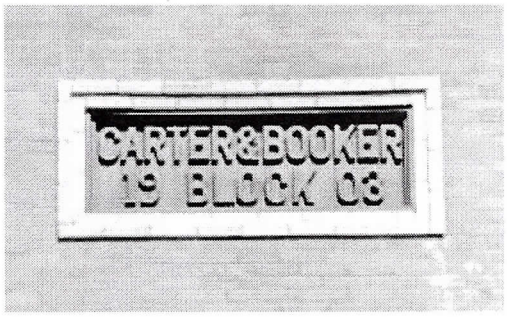
Correct evaluation of the type of work required and the impact of new signs or sign changes on an historic resource is the first step in the work process.



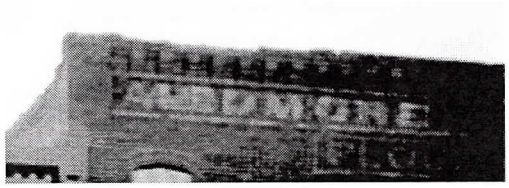
Historic Gold Leaf Window Sign

The Secretary of Interior's "recommended" types of work on historic resources pertain to signs and are listed below. They are in order, from the least impact on historic character to the most challenging to historic preservation.

1. **Identify, retain and preserve** historic signs, whenever possible. Retaining faded "ghost signs" and original building name signs, and preserving original sign locations and configurations contribute to the District's historic character. Ardmore's Unified Development Code (UDC) protects abandoned historic signs.
2. **Protect and maintain** historic signs that are in reasonably good condition.
3. **Repair** historic signs when normal maintenance procedures fail to address a problem. Limited parts replacement may be necessary, however, evidence of the apparent age of a sign is to be recognized as one of the major features contributing to its historic significance.
4. **Reuse historic signs** when possible. Options are to:
   a. Keep the sign unaltered as a marketing tool, even if the business changes.
   b. Relocate the sign to the interior as a decorative element to preserve it.
   c. Make minor modifications to the sign to adapt it to a new business.
   d. Historic signs can be displayed in a secure place such as Ardmore's Greater Southwest History Museum or in a government building such as City Hall or the Ardmore Public Library. Signs can be donated or loaned, depending on the agreement between the sign owner and the recipient.
5. **New signs:**
   a. Must be compatible with the District's historic architecture.
   b. Must be viewed as part of an integrated graphics system for the building.

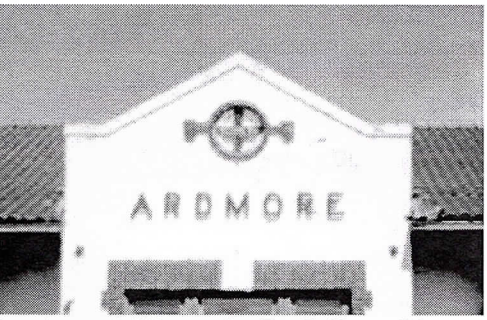


Historic Building Sign at Parapet

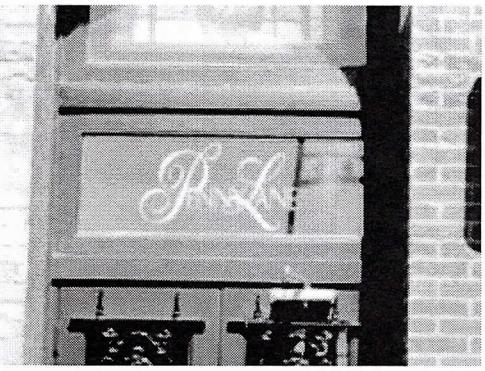


Historic Painted Wall Signs

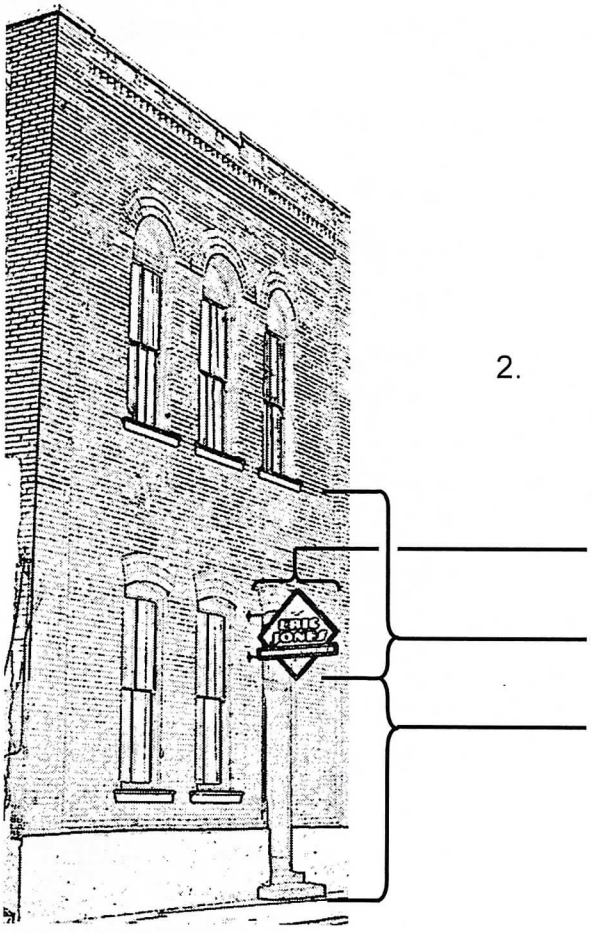
Resource: Preservation Brief #25: The Preservation of Historic Signs. (NPS)



Restored Historic Building Sign



Wall Sign Hand Leafed on Transom Glass



Projecting Sign Diagram

SIGN TYPES

Many different sign types are appropriate for the District. Signs may incorporate words, symbols and objects to communicate effectively. The following subparagraphs list recommended and incompatible sign types for the District in addition to those addressed in the UDC.

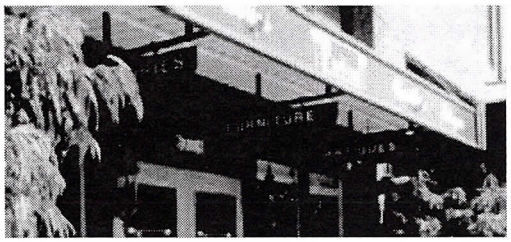
Recommended Sign Types include:

1. **Wall Signs** (defined in the UDC).
   - a. Hand-painted, vinyl or raised letters on the horizontal element above the storefront or above the clerestory.
   - b. Hand-painted, vinyl or raised letters on:
     - i. the horizontal element above the storefront or clerestory.
     - ii. a solid panel above the storefront, where the clerestory is covered with solid infill or has been replaced with solid infill.
     - iii. wall surfaces on side and back elevations.
     - iv. flat panel signs attached flush to wall surfaces on side elevations
   - c. Hand-painted, leafing or vinyl applied directly on storefront glazing, window or door glass.
   - d. Signage on awnings or awning borders.
   - e. Lettering on the outer surfaces or sides of boxed canopies.
2. **Projecting Signs** (defined in the UDC). Mounted perpendicular to the building on horizontal standards, with the following restrictions:
   - a. Appropriate location is on storefront elevation.
   - b. Limit projecting sign width to about four (4) feet from the building wall surface.
   - c. Limit projecting sign height on two story buildings to be below the sills of second floor windows.
   - d. Bottom of projecting sign should be at least eight (8) feet above the walking surface below.
   - e. Do not extend signs on one story buildings above the cornice line.



Historic Projecting Object Sign

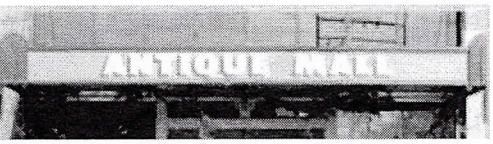
3. **Hanging Signs** (defined in the UDC) mounted on canopies or in entry openings more than four (4) feet from a building or less than eight (8) feet above the sidewalk.
4. **Hanging, Wall or Projecting Signs** three dimensional signs that depict objects or symbols.
5. **Temporary Signs** (defined in the UDC), as restricted below:
   a. less than 6 square feet in area and designed to be compatible with other approved permanent signs.
   b. for new businesses used in cases where designs for permanent signs are not yet approved.
6. **Custom Neon Signs** may be used sparingly as an artistic accent or in signs on buildings constructed after the mid-1920's. Use will be reviewed for appropriateness and design on a case by case basis.
7. **"Open" and "Closed" Signs** of unobtrusive stock neon, wood or cardboard.


Hanging Signs

Sign types that are not compatible with the historic architecture within the District include:

1. **Projecting Signs** on sidewalk mounted poles with the exception of City of Ardmore directional, regulatory, informational, or seasonal banners or signage.
2. **Free Standing Signs** (defined in the UDC).
3. **Wall Signs** (defined in the UDC):
   a. mounted flush that project beyond the parallel surface edge of a building element that provides its background or frame.
   b. that project above or obscure parapets, roof lines, windows, canopies or other building features
4. **Plastic sign panels or plastic letters**.
5. **Internally illuminated signs**.
6. **Production Neon Signs** such as contemporary name brand advertising used as window signs.
7. **Temporary Signs** that are not compatible with other approved signage, and as defined by the UDC.

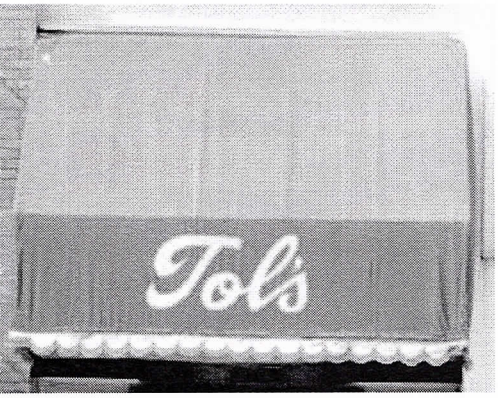
SIGN DESIGN



Sign on Canopy

The best sign design is simple, legible and compatible with the design of the historic building. Carefully designed and executed graphics that coordinate with the design elements of the building (or any other background) can have great visual impact without being obtrusive, and they are most likely to be appropriate to the historic character of the District.

Design Recommendations for signs include:



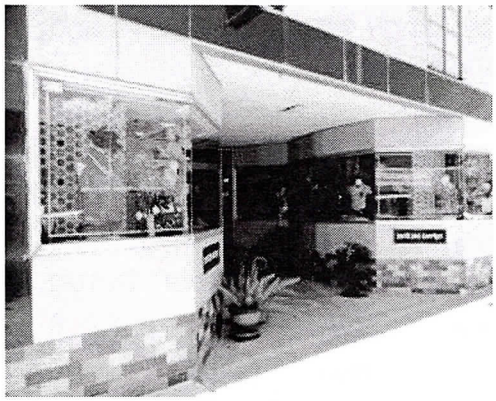
Sign on Awning

1. Design signs with respect to the historic context of the building or resource. For example, plastic signs on District buildings are inappropriate. However, plastic signs on newer buildings may be acceptable if the sign is appropriate to the size, design, color and style of the building, and to the context of the District.
2. New sign design can follow documentation of original signs and locations. If documentation is not available, compare building elevation to similar buildings where sign types and placement can provide design clues.
3. Utilize original sign panels, signs painted in windows, projecting signs, or painted signs designed to fit within the context of the building design.
4. Sign panels may be Wood or metal. Wood panels must have a minimum thickness of one half inch. Metal panels must have a finished edge to give the appearance of a one half inch thickness.
5. Sign colors are to be part of an overall harmonious building color scheme that is in context with the District. Light and dark contrast may be used for legibility.
6. Lettering is to complement the historic resource and sign design. Two-dimensional lettering and other graphics must be professionally painted or vinyl. Borders are recommended.
7. Lighting: Plastic backlit (or indirectly lit) signs are inappropriate for the district and are prohibited. Signs may be directly lit with exterior building lights.
8. New signs, like the best early twentieth century signs, are artistic and designed to complement buildings. Emphasize quality, not quantity.

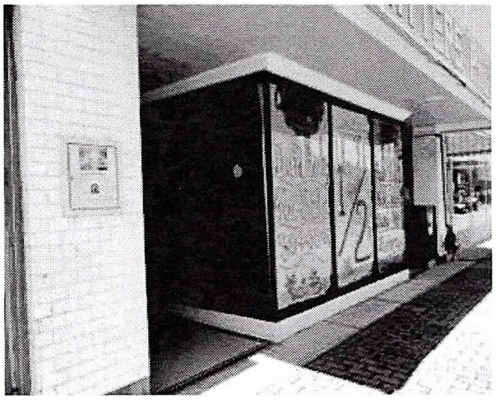
SIZE AND QUANTITY



Historic Neon Sign is a Feature that Complements Building and Color Palette



Unobstructed Storefront Glass Frames Attractive Displays



Uncover an Opportunity: Paper Hides an Outstanding Storefront

The size and quantity of new signs must be compatible with the building (or any other background) design and proportions. Historic patterns for signage within the District vary but, in general, documentation shows that quantities, sizes and proportions of permanent signs on commercial buildings complemented rather than competed with the architecture.

Size and Quantity Recommendations for signs include:

1. Signs must not obscure, dominate, cover over or disfigure architectural and/or historic features or details.
2. Each commercial building is limited to one primary business sign per elevation. In addition, each business may also place signage directly lettered on a window, door or storefront glass.
3. In general, the storefront and window area covered by signage is not to exceed 30 percent when a rectangle is drawn around the finished sign.
4. Letter height must be proportional to the sign and building design. Letter height on building wall signs or other signs intended for distant viewing from vehicles should be larger than lettering on smaller signs, such as those painted on storefront glass or projecting signs.
5. Signs placed or painted directly on building elements are to use that element as a frame for height limits. For example, the borders of a sign placed on the horizontal beam above a clerestory is to be limited to the space provided by the beam surface.

Resources:

Oklahoma Sign Design Guidelines. (Oklahoma Main Street Program) This document is no longer in publication, however, a copy is on file at the Department of Development Services at the Ardmore City Hall.

Preservation Brief #25: The Preservation of Historic Signs. (NPS)

City of Ardmore Unified Development Code. A copy is available for review at the Department of Development Services at the Ardmore City Hall. Particularly relevant sections include Sec. 308 Temporary Use Permit, Sec. 310 Sign Permit, and Sec. 710 Signs.

Community Design Book. (DesignWorks, Oklahoma Arts Council) An illustrated guide with a section on "Graphic Design & Signage."

A website with a sign letter size calculator developed by the United States Sign Council, Penn State University and the Pennsylvania Transportation Institute:
http://www.signsrus.com/sizing_guide.php#begin_calculator

A website for the United States Sign Council with sign design recommendations based on distance from viewer, lettering type, and travel speed:
http://www.ussc.org/SignLegibilityLettersize.pdf