

**BRUNSWICK
OLD TOWN HISTORIC
DISTRICT DESIGN REVIEW
GUIDELINES**

**Part 5: Commercial Building
Preservation and Maintenance**

**CITY OF
BRUNSWICK, GEORGIA
2020**

ACKNOWLEDGEMENTS

Thanks are due to the many Brunswick residents who provided their time in the planning process. In addition to the residents of Brunswick, assistance in the preparation of this manual was provided by the city's Planning and Zoning Department. Particular thanks are due to the Brunswick Historic Preservation Board members for their contributions to this manual.

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This Design Guidelines Manual has been financed in part with Federal funds from the National Park Service, U.S. Department of Interior, through the Historic Preservation Division of the Georgia Department of Natural Resources. However, the contents, opinions, and recommendations expressed in this Design Guidelines Manual do not necessarily reflect the views or policies of the Department of the Interior or the Georgia Department of Natural Resources, nor does the mention of trade names, commercial products or consultants constitute endorsement or recommendation by these agencies. This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964 and 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, age, gender or disability 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 for Equal Opportunity, National Park Service, 1849 C Street, N.W. Washington, D.C. 20240.

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CHAPTER 8: COMMERCIAL PROPERTIES -

29.0 BUILDING TYPES

COMMERCIAL BUILDING TYPES

While commercial buildings may reference specific architectural styles, their basic form can be categorized as either One-part or Two-part Commercial Block types. Nationwide, these forms typify commercial architecture of the 19th and early 20th centuries especially in smaller towns and mid-size cities such as Brunswick. Richard Longstreth's publication, The Buildings of Main Street, provides descriptions of how these commercial building types differ and compare. On top of the base form, any commercial building may display further embellishment and detailing such as cast iron columns and pilasters, sheet metal and concrete cornices, and brick corbelling.

Commercial Architectural Forms

Whether One-part or Two-part in form, all commercial block buildings have a street-level storefront. The primary feature of the commercial storefront is the large transparent display windows through which pedestrians can view merchandise. The display windows rest on lower panels called bulkheads, which can themselves be areas for architectural details. With the availability of load-bearing cast iron columns and pilasters, display windows could be made larger, increasing the storefront visibility. Display windows also allowed an abundance of natural light into the store's interior. Other standard components of the storefront likewise enhanced illumination and ventilation - transoms above the display windows and entrances. Entrances typically had single or double wooden doors with large glass panes, as well.

One-part commercial block buildings have one story only, often with an upper façade displaying decorative brickwork such as rectangular insets. This upper façade area was also a traditional location for a business sign. The One-part block building usually did not have fenestration above the transom lights or display windows except for attic vents.

By contrast, Two-part commercial block buildings may have any number of stories above the storefront, often with rhythmically placed windows of a uniform design. Exterior masonry walls often included decorative brickwork known as corbelling, with a pattern of bricks set at angles to provide small areas of additional texture and embellishment. Such architectural detailing was often located along the cornice at the roofline and perhaps in upper pilasters. Cornices might instead be adorned with wood or sheet metal.

This pattern of commercial building design spans from the 1870s into the mid-20th century. Those built in the late 19th century often reflect the Italianate style characterized by arched windows, window hold molding and elaborate cornices at the roofline. By 1910, more simple commercial building forms emerged which had more limited masonry decoration. These buildings are often called "Tapestry Brick" or "Brick Front". During the 1930s and 1940s, some storefronts and upper facades were remodeled or built with Art Deco or Art Moderne detailing such as streamlined and angular designs. Storefronts of glass panels known as Carrara glass were often added in these decades. More restrained and simpler designs followed in the 1950s.



This One-part commercial block building at 1527 Newcastle Street is part of a long row of similar buildings in this block. It retains much of its original storefront and a simple upper façade of corbelled brick.



The building at 1314 Newcastle Street illustrates the basic Two-part commercial block form with the storefront separated from the upper façade by a sheet metal cornice. The upper façade reflects the Italianate style in its arched windows and roofline cornice.

COMMERCIAL PROPERTIES -

30.0 DETAILS - ARCHITECTURAL FEATURES

POLICY

Brunswick's commercial buildings display a wide variety of architectural details from the late 19th and 20th centuries. Architectural details convey historic character, define building styles, and express design and craftsmanship. Architectural details include features such as columns, pilasters, window hoods and surrounds, brackets, cornices, and decorative panels, windows, and ornamentation. A variety of finishes and materials, including brick, stone, concrete, metal, terra cotta, and tile, are used to provide unique features of individual buildings. Preserve and maintain historic architectural details and features, as they are important stylistic elements that help to define a building's character. Do not remove or conceal historic architectural details. If repair or replacement is necessary, match replacements to the original as closely as possible in material, design, color, and texture.

GUIDELINES

- 30.1 Make repairs to architectural features with in-kind materials, form, scale, and design to match the original.**
- 30.2 If replacement of architectural features is required, match the original as closely as possible in materials, form, scale, and design.**
- 30.3 It is not appropriate to remove or alter original architectural details from the building.**
- 30.4 Adding non-historic architectural details to the building creates an inauthentic appearance.**

If there is physical, pictorial, or historical evidence of architectural details that are missing, they may be replaced with examples matching the original in materials, scale, location, proportions, form, and detailing.
- 30.5 Never cover or conceal architectural details with synthetic materials such as vinyl, aluminum, exterior insulation finishing systems (EIFS), or similar materials.**
- 30.6 The replication of details with alternative materials may be considered if the material matches closely in texture, design, and overall appearance.**



Many of the downtown commercial buildings feature decorative brick corbelling and cornices above the windows and at the rooflines (1612 Newcastle Street).



Architectural details are features which help identify the architectural style or period of a building. This upper façade design with its floral patterns and chevron zig-zag design reflects the Art Deco style of the 1930s.

COMMERCIAL PROPERTIES

31.0 DETAILS - AWNINGS & CANOPIES

POLICY

Awnings were once common features added to building facades, providing shade and cover from rain over window and entrance openings. Canvas and fabric were standard materials for awnings, providing a contrasting texture to the masonry walls of the commercial building. Along a commercial block, a continuous row of awnings both creates a visual rhythm and differentiates individual storefronts. With the increasing availability of air conditioning equipment after the mid-20th century, the use of awnings declined. In recent years awnings have once again become popular to assist with energy conservation and reinforce the historic character of an area. Awnings also offer the business owners additional surface area for signage.

The installation of awnings is appropriate when they are correctly sized to the opening, their material is of traditional fabric, and their colors blend with the building trim. Sloped or shed awnings are the traditional awning type and are appropriate for most historic commercial buildings. A curved awning is appropriate only for an arched window or door opening. Metal canopies came into use in the early 20th century and are appropriate for storefronts of that period. The installation of awnings should utilize the least amount of anchor hardware possible to minimize damage to historic materials and be as reversible as possible.

GUIDELINES

- 31.1 Repair existing awnings with in-kind materials.**
- 31.2 Replace awnings with appropriate materials, design, and dimensions.**
- 31.3 Install new awnings on buildings at traditional locations such as over storefronts and upper façade windows.**
- 31.4 Awnings should be of canvas, vinyl-coated, or acrylic material.**

Metal and frame awnings should only be added on non-contributing buildings or where there is physical or photographic evidence that such an awning was original to the building.
- 31.5 Do not install an awning that would cover or conceal significant architectural details.**
- 31.6 Select awnings of colors to blend with the building.**
- 31.7 Awnings may be fixed in place and retractable in design.**
- 31.8 A storefronts awning should be continuous across the entire span either above or below a transom (if present) and not divided into individual sections.**

31.9 Each single window on an upper story should have an individual awning.

Windows grouped in tandem should share a single awning. It is inappropriate to install a single awning over windows separated by wall surface.

31.10 Awnings should be sized precisely to fit the opening.

A rectangular window or door opening should have a shed type awning, not a bubble or curved form. Arched windows should have curved awnings to fit the window opening.

31.11 Original metal awnings of the early- to mid-20th century should be preserved and maintained.

31.12 Metal awnings or canopies may be added on rear or non-readily visible side elevations.

31.13 Use the least amount of hardware possible when installing an awning or canopy. Anchor hardware should be readily removable.

31.14 Awnings should be appropriately sized and extend out no more than four feet (4') feet from the façade surface.



The commercial buildings at 1314 Newcastle Street (left) and 601 Gloucester Street (right) display appropriate storefront awnings.



Original metal canopies should be preserved and maintained (1608 Newcastle Street).

COMMERCIAL PROPERTIES

32.0 DETAILS - CAST IRON & METAL FAÇADES

POLICY

Newcastle Street displays several examples of 19th and early 20th century façades of cast iron storefronts and metal cornices. During the mid- to late 19th century, several companies specialized in cast iron manufacturing of architectural features such as columns and fencing. The cast iron columns and pilasters on Newcastle Street remain in good condition and should be preserved and maintained. Sheet metal cornices at rooflines should also be maintained and painted on a regular schedule. Damaged areas should be repaired with materials to match or appropriate epoxies. In-kind materials should be used when replacement is necessary. The replacement of deteriorated or missing metal features with alternative materials may be considered if the material matches closely in texture, design, and overall appearance.

GUIDELINES

- 32.1 Repair cast iron and sheet metal with in-kind materials or appropriate metal epoxies.**
- 32.2 Replace missing features to match the original as closely as possible in materials, form, scale, and design.**
- 32.3 Clean cast iron and sheet metal using the gentlest cleaning methods possible.**

For removal of paint buildup or corrosions on cast iron, wrought iron, and other metals, hand-scraping and wire brushing may be appropriate. If necessary, low pressure dry grit blasting (less than 100 pounds per square inch) may be appropriate as long as it does not damage the surface. Metal panels similar to the original material should be tested first to ensure damage to the historic feature does not occur.
- 32.4 Repair metal features by patching, splicing, or otherwise reinforcing the metal using recommended preservation methods.**

For extensively deteriorated or missing parts, repair may also include limited alternative materials. Replicate missing elements with new metal to match the original as closely as possible in texture, profile, and appearance.
- 32.5 Do not cover or conceal historic cast iron or metal façades.**



Several commercial buildings in Brunswick's business district display sheet metal cornices at the roofline such as at 1330 Newcastle Street (left) and 1314 Newcastle Street (right).



The storefront at 1318 Newcastle Street (left) displays its original cast iron pilasters. The cast iron pilasters were repaired and preserved in the rehabilitation of 1315-1317 Newcastle Street (right).

Technical Information
NPS Preservation Brief #27
The Maintenance and Repair of
Architectural Cast Iron
[www.nps.gov.history/hps/tps/briefs/brief27.htm](http://www.nps.gov/history/hps/tps/briefs/brief27.htm)

COMMERCIAL PROPERTIES

33.0 DETAILS - DOORS & ENTRANCES

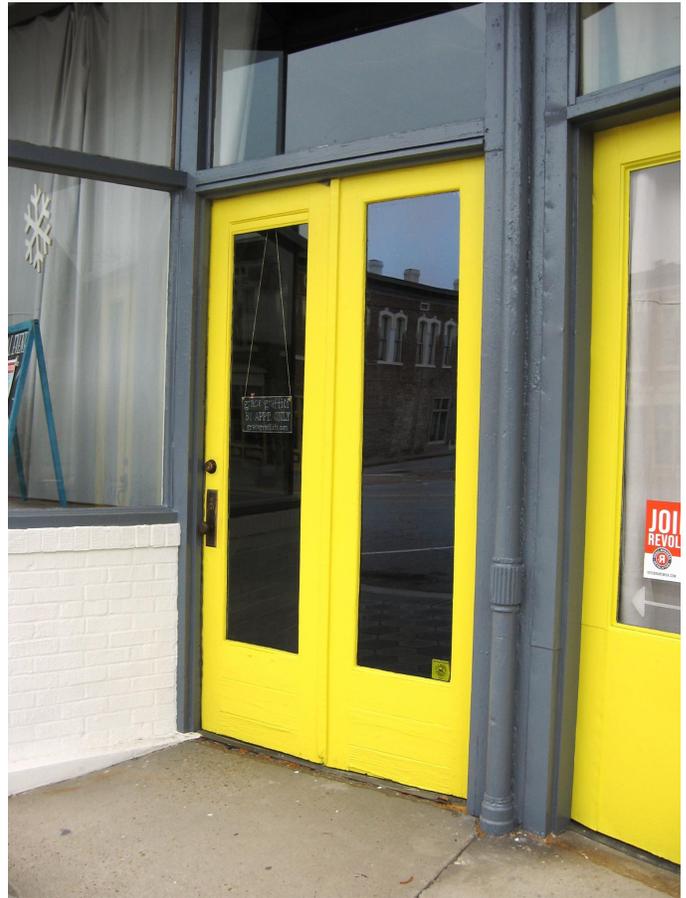
POLICY

Many of the commercial buildings along Newcastle Street retain original doors and entrances. Single-light glass and wood doors historically allowed the viewing of merchandise inside. Original doors were often decorated with raised panels. Many doors also have details such as transoms, sidelights, and/or decorative surrounds. Preserve historic façade entrance elements including original doors, surrounds, sidelights, and transoms whenever possible. If historic doors or entrance components are damaged, replacement should be as limited as possible. Use in-kind materials when replacement is necessary. Retaining original entrances and their decorative elements is an important part of preserving a building's character.

GUIDELINES

- 33.1 Repair original doors and entrance elements with in-kind materials that match the original in materials, profile, and dimensions.**
- 33.2 Where repair is not possible, replace with a new door or entrance elements with similar materials, profile, and dimensions consistent with the building's architectural style.**
- 33.3 Do not remove, alter or enclose historic entrances, their doors, surrounds, sidelights, transoms, or detailing. Repair and reuse original hardware which remain operable.**
- 33.4 Where original doors have been removed, replace them with an appropriately styled door for the building.**

The new door should be based on doors of similar age and architectural style of adjacent buildings. If the original design is unknown, a secondary entrance may contain an original door that can be moved to the main entrance. Salvage companies may also have historic doors available.
- 33.5 The addition of a new entrance to meet life and safety codes should be sited at rear or side elevations that are not readily visible.**



Original entrances and their details such as doors and transoms should be preserved and maintained. Some buildings retain original double doors as at 1318 Newcastle Street (left) and single-light doors and sidelight as at 1328 Newcastle Street (right).



When the original door is missing, replacement with a single-light glass and wood design door such as at 1208 Newcastle Street is recommended.

COMMERCIAL PROPERTIES

34.0 DETAILS - LIGHTING

POLICY

With the introduction of electricity, exterior wall light fixtures were added to Brunswick's historic commercial buildings to illuminate entrances and signage. The earliest types of light fixtures included curved or "gooseneck" designs as well as simple circular designs. A variety of light fixtures were available to commercial property owners by the mid-20th century. Preserve any historic light fixtures. Keep them in good repair using in-kind materials. If repair is no longer possible, replacement with a new fixture in keeping with the building's style is appropriate. Light fixtures should be appropriately placed to provide a diffusion of light. New light fixtures should be of traditional early 20th century designs.

GUIDELINES

- 34.1 Light fixtures original to a building should be preserved and maintained or repaired with materials to match as closely as possible.**
- 34.2 Replace original light fixtures with designs matching the original fixture as closely as possible.**
- 34.3 Light fixtures should be correctly scaled to the building and not oversized.**
- 34.4 Light fixtures are encouraged to be of traditional designs such as gooseneck or metal pan.**



Examples of appropriate light fixtures for commercial buildings include gooseneck designs (left, 1209 Newcastle Street), and circular metal pan designs (right, 1423 Newcastle Street).

COMMERCIAL PROPERTIES

35.0 DETAILS - MECHANICAL SYSTEMS

POLICY

When electrical systems were installed in Brunswick in the late 19th century, commercial buildings were retrofitted with electric wires and meter boxes. Later, other types of mechanical systems such as exterior condensers became common. In recent decades, cellular equipment, satellite dishes, and other features have been added. Mechanical systems such as heating and cooling condensers, satellite dishes, and similar equipment should be placed at rear elevations or on rooftops, where they are not readily visible to the public.

GUIDELINES

- 35.1 Mechanical systems should be located on rear elevations or roofs which are not readily visible from the public right-of-way.**
- 35.2 The addition of air conditioning units in window openings should only be in windows on rear or non-readily visible side elevations.**
This installation should not result in the loss of the original window and be reversible if the unit is removed at a later date.
- 35.3 Mechanical units such as electrical and gas meters should be as unobtrusive as possible and mounted on rear elevations.**
- 35.4 Roof-mounted equipment should be placed with a deep setback from the edges of roofs or behind a façade parapet so that it is not visible to pedestrians and does not detract from the historic character of the building.**



These examples show appropriate placement of condensers at the rear roof line of 1414 Newcastle Street (left)

COMMERCIAL PROPERTIES

36.0 DETAILS - PAINT & PAINT COLORS

POLICY

The streetscape along Newcastle Street includes both unpainted and painted primary façades. Many of the buildings from the 19th century were never intended to be painted and have contrasts in their brick designs and colors. However, some buildings from this period and the early 20th century were painted upon their completion and have had numerous paint coatings and colors over time. Most of the painted commercial buildings have one color for both the body of the building as well as trim such as window surrounds and cornices. Italianate buildings of the late 19th century were typically painted with tones such as dark greens and reds and with even darker trim colors. By the early 20th century, lighter tones were often used with one or two darker trim colors.

Paint colors do not require review or approval by the HPB. Owners are encouraged to conduct paint color research on their buildings and match those colors or follow color palettes appropriate to the building's period and style. Photographic or physical evidence may be able to show whether the building was originally painted or not. If the building was originally unpainted following its completion then it may be appropriate for property owners to remove the paint through chemical strippers or other approvable methods and restore the original brick color beneath. Masonry surfaces which have not been previously painted should not be painted unless the brick and/or mortar is mismatched. Spray-on paint coatings should be avoided since the permeability of these products and their longevity has yet to be demonstrated.

GUIDELINES

- 36.1 Paint color on commercial buildings in the historic district do not require review by the HPB but owners are encouraged to use paint colors in keeping with their building's style and age.**
- 36.2 Painting of previously unpainted masonry surfaces is not appropriate but may be considered if the masonry and/or mortar has become mismatched or discolored.**
- 36.3 The use of spray-on siding coatings is discouraged in the historic district.**
These products have not been demonstrated to have sufficient permeability to allow a building to "breathe" and their life expectancy is unknown.
- 36.4 Traditionally, most historic commercial buildings had no more than three colors - wall, trim, and storefront - and this approach to exterior paint colors is encouraged.**



Illustration of appropriate locations and variations for paint colors on a three-story historic commercial building.



The 1300 block of Newcastle Street includes façades of both painted and unpainted masonry.

COMMERCIAL PROPERTIES

37.0 DETAILS - ROOFS

POLICY

Roof shape and design are often major features for historic buildings. Repetitions of similar roof forms along a street or block add to the sense of rhythm, scale, and cohesiveness. Roof pitch, materials, size, and orientation are all contributing factors to roof character and appearance. Commercial buildings typically have flat or shed roofs, with gable and hipped forms being less common. Common commercial roof features include parapets and cornices. Skylights were sometimes added at roofs to provide interior light.

Traditional roof shapes should not be altered through the addition of a gable or hipped roof addition at the roofline. Roofs are appropriate locations for mechanical units which are recessed from public view. If enclosed, historic skylights may be reopened and new skylights may be added which are not visible from the public right-of-way. Gutters and downspouts should be added at rooflines on rear elevations and be designed to blend with the exterior masonry color.

GUIDELINES

- 37.1 Repair a non-historic roof material with an in-kind material.**
- 37.2 Replace a non-historic roof material with an in-kind or appropriate replacement material.**
- 37.3 Skylights may be added at roof locations not readily visible from the public right-of-way.**
- 37.4 Install roof ventilators or other vents behind parapet walls so they are not readily visible from the street.**
- 37.5 The installation of round gutters and downspouts are preferable to “K” or ogee design but these gutter profiles are also acceptable.**
- 37.6 Roofs should be preserved in their original size, shape, and pitch, with original features.**
- 37.7 Do not introduce new roof elements that detract from the building’s historic appearance and character.**
Ensure new roof elements such as skylights, solar panels, and satellite dishes are not visible from the street or obscure original features.
- 37.8 In the event there are persistent drainage issues, roof slopes may be altered provided the change is not visible from the street.**



Most buildings on Newcastle Street, both historic and contemporary, display flat or sloping roofs. Most have parapets at the roofline which help conceal HVAC units, skylights, etc.



Preserve and maintain original conductor heads and downspouts such as at 1423 Newcastle Street (left) and 1608 Newcastle Street (right).

COMMERCIAL PROPERTIES

38.0 DETAILS - SIGNS & MURALS

POLICY

Traditionally, there were several places on the façade of a commercial building for business signs. Wall signs were placed in the upper façade above the storefront, window signs were painted directly on glass display windows, and hanging or projecting signs were hung with metal hardware from the façade. All of these options are appropriate for modern business signs. Where historic signs exist, they should be retained and maintained. New signs should be installed as to result in no damage to historic materials. Individual signs should be of traditional design, materials, and locations. Creative expression is encouraged, and signs within the historic district should complement their associated building. Within historic districts no sign shall be erected, altered, restored, or moved within the district until a certificate of appropriateness as to the exterior architectural features has been approved by the HPB. Signs must also be in compliance with sign regulations outlined in Article XXIV of the city's Zoning Ordinance.

The HPB supports the use of mural art in the Historic District. Mural art is widely considered one of the oldest methods of artistic expression. Murals bring art from the private to the public sphere, add visual and aesthetic value to neighborhoods, and provide a medium to display the history, beliefs and culture of a community. When appropriately executed, murals can enhance the character of a historic district.

GUIDELINES

38.1 Size of Primary Signs

Business signs in the historic district should be pedestrian-oriented but still be visible to street traffic.

38.2 Wall Signs

Signs flush with the façade are preferred. Wall signs in the Commercial Core area may not exceed ten feet (10') in height and twenty feet (20') in width in accordance with the city's sign regulations. Wall signs are recommended to be within the area between the second story floor line and the first floor ceiling. Letters should not exceed 18 inches in height or width and 6 inches in relief. Company logos or names may be placed within this horizontal band or placed or painted within the ground floor display windows or second story office windows.

38.3 Projecting or Blade Signs

Blade type signs (not more than 12 inches vertical by 3 feet horizontal and minimum 7 feet clear height above the sidewalk) are appropriate and may be hung from an overhang or awning. Blade signs should not be internally illuminated. Creative art, graphics or materials is encouraged in the area of the blade sign.

38.4 Window Signs

Signs placed in windows or glass walls should not cover more than 25 percent of the glass area.

38.5 Sign Materials

Wood is the preferred material for primary signs, painted appropriate colors. Graphics or logos for the business are encouraged. Metal may also be used for signs, but internally illuminated plastic-faced fluorescent signs are not appropriate for the historic district.

38.6 A masonry or bronze plaque bearing an owner's or building's name may be placed in the building's cornice/parapet wall or under the eaves, and above the upper story windows. Any such plaque should be no larger than a rectangle of 8 square feet.

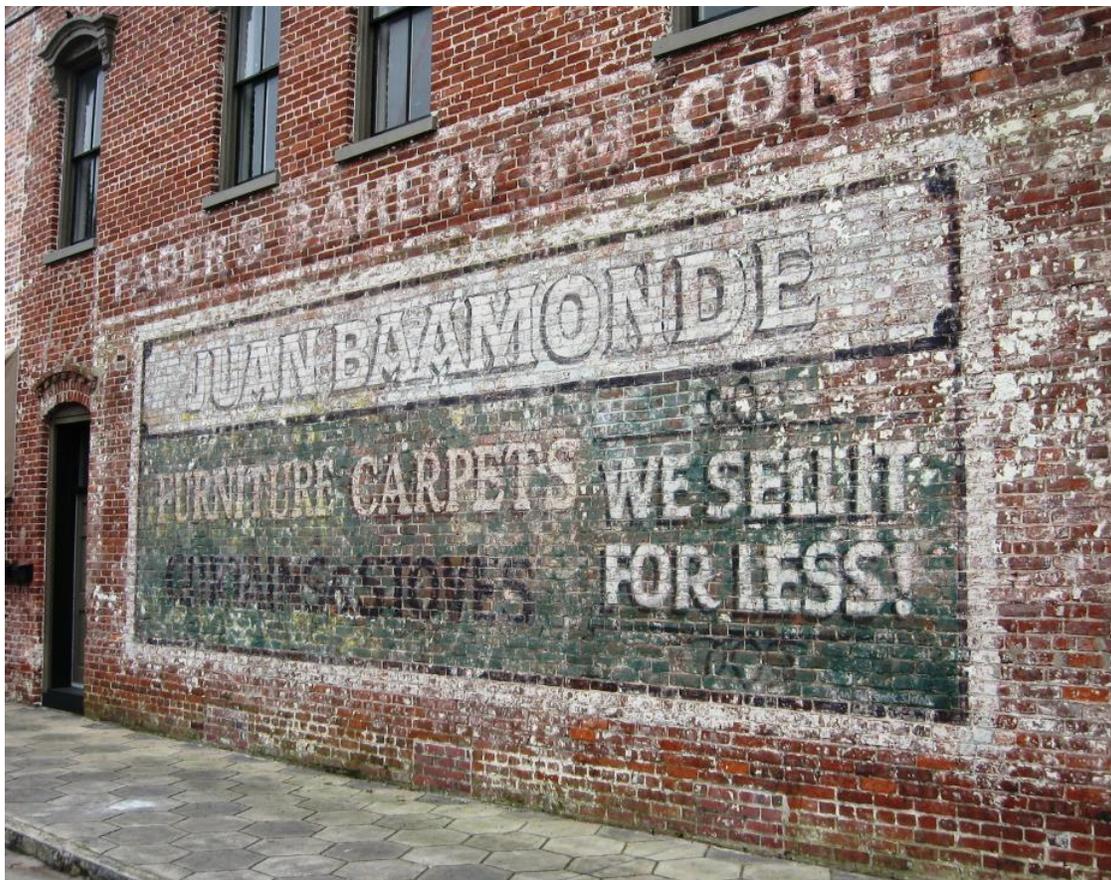
38.7 Street addresses may be placed at street entry doors using 6 inch tall, non-cursive type lettering. Such letter should be between 6 feet and 10 feet above the grade.

38.8 Prohibited Signs

No flashing, traveling, animated or intermittent lighting shall be on the exterior of any building whether such lighting is of temporary or long-term duration. Also prohibited are billboards. Marquees, and roof signs are prohibited unless they are based on documented historic signs on the building.

38.9 Historic or "ghost signs" on masonry walls should be preserved and maintained.

Restoration of faded historic signs is also appropriate.



Ghost signs are the faded remnants of historic signs painted directly onto the building's masonry wall. They are typically on the side elevation of a corner-lot building, though could also be applied to the upper-story wall of a mid-block building taller than the adjacent structure. Preserve ghost signs like this one at 1330 Newcastle Street.

38.10 Internally illuminated plastic faced signs are not appropriate for the historic district.

External lighting directed towards signage that is not internally lit is recommended. The energy efficiency of lighting should be considered.

38.11 Murals are not permitted on unpainted masonry contributing or landmark structures.

Murals on unpainted masonry non-contributing buildings will be considered on a case by-case basis.

38.12 Murals may not be located on the primary façade of a building.

38.13 The number of murals per block face should be limited to discourage visual clutter.

38.14 The installation of a mural should complement and enhance the building and be incorporated architecturally into the façade.

The location of a mural on the building should not cover or detract from significant or character-defining architectural features.

38.15 Murals should not be painted on facades that are directly adjacent to Squares or Parks.

The landscapes of these areas within the Historic District take precedent as important green-space and view sheds.

38.16 The scale of the mural should be appropriate to the building and the site.

38.17 The theme of the mural should be appropriate within the context of the surrounding neighborhood and complement the existing character.

38.18 The content of a mural is protected under the laws of free speech.

The mural must comply with Georgia obscenity laws, as defined by O.C.G.A. § 16-12-80, and cannot depict sexual conduct or sexual explicit nudity, as defined on O.C.G.A. § 36-60-3, nor advertise any activity illegal under the laws of Georgia or the United States.

38.19 The mural should be an original design.

38.20 Sponsor and artist names may be incorporated but should be discreet and not exceed 5% of the design or 2 square feet in area, whichever is less.

38.21 The treatment and application of murals on historic material should follow all relevant Preservation Briefs as published by the National Park Services Technical Preservation Services.

38.22 Paint utilized should be intended for exterior use and of superior quality which will not corrode or compromise the integrity of the material to which it is applied.

Reflective, neon and fluorescent paints should not be used. The property owner is responsible for proper maintenance of the mural, including the repair of material failure (peeling paint) and promptly removing vandalism in accordance with the Property Maintenance Code.



Examples of appropriate signs in materials, size, color, location, and design are:
 Top left, hanging sign suspended from awning hardware at 400 Gloucester Street;
 Middle left, wall sign colors matching the building's color palette at 1402 Newcastle Street;
 Bottom left, window sign at 1430 Newcastle Street;
 Top right, wall sign incorporating a logo and matching building colors at 1527 Newcastle Street;
 Middle right, projecting sign made of wood at 1403 Newcastle Street; and

COMMERCIAL PROPERTIES

39.0 DETAILS - STOREFRONTS

POLICY

Storefronts compose the first story of a commercial building's primary façade and are visually distinct from the upper floors of the building through design and architectural details. Standard elements of commercial storefronts include display windows which rest on lower panels called bulkheads, entrances, transoms, awnings, beltcourses, and cornices. Large display windows allowed proprietors to showcase their merchandise and attract shoppers into stores. Many storefronts of the 19th and early 20th centuries featured recessed entrances, which extended the display area and drew customers into the business.

Most buildings in the downtown area have storefronts that were remodeled at a later time period. Materials such as marble, tile, and tinted glass, commonly known as "Carrara" glass or vitriolite, were all used to modernize storefronts from the 1920s to the 1940s. Commercial buildings remodeled in the 1950s and 1960s used materials such as wood shingles, plywood, brick, tile, marble, and stone.

Storefronts are important elements that define the historic character and appearance of the building. Retain, maintain, and repair historic storefronts and their components. Do not cover or conceal historic storefronts. Remove added materials from a covered storefront when possible. Storefronts on older buildings that were remodeled within the past 50 years are often not compatible with overall building character. Removal of these additions or alterations may be appropriate when rehabilitation is undertaken. Replace such storefronts with designs based on the original appearance of the storefront if photographic or physical evidence exists. The removal of contemporary storefronts and their replacement with storefronts based on traditional designs is encouraged.

GUIDELINES

- 39.1 Repair non-historic storefronts and elements with in-kind or closely matching materials.**
- 39.2 Repair historic storefronts and their components in-kind or with materials matching as closely as possible.**
Alternative materials may be considered if they closely match in texture, design, and overall appearance.
- 39.3 Do not cover or conceal historic storefront components with modern materials.**
- 39.4 Replace missing historic storefront components to the original in size, material, texture, and detail.**
Use historic photographic or physical evidence to help determine the design and style of missing components.

- 39.5 If replacement of an entire storefront feature is necessary, replace it in-kind, matching the original feature in design, dimension, detail, texture, color, and material.**
- 39.6 If original display windows or bulkheads are missing or deteriorated beyond repair, replace them with new ones to match the original.**
If the original design is unknown, select replacement display windows that are traditionally scaled with large glass lights and with as few structural divisions as possible.
- 39.7 Replacement bulkheads should be designed in rectangular forms with smooth or raised panels.**
If the original bulkhead material is unknown, replacement may be of wood, brick, metal, or other material that is appropriate for the design and period of the building.
- 39.8 If replacement of a non-historic storefront is desired, it should be in a traditional storefront design with bulkheads, display windows, and transoms.**
- 39.9 Transoms should be preserved and remain visible. Air conditioners and signs are not appropriate for this space.**
- 39.10 Tinted glass is not appropriate on a display window. If privacy is needed utilize drapes or blinds behind the display window.**
- 39.11 Do not introduce storefront features or details to a historic building in an attempt to create a false historical appearance.**
- 39.12 Historic changes to storefronts that have become significant over time should be preserved.**
Several storefronts downtown were remodeled in the 1930s and 1940s with Art Deco or Art Moderne features such as tinted glass panels. These are significant in their own right and should be preserved and maintained.



The storefront at 1314 Newcastle Street retains original cast iron pilasters and has appropriately rebuilt display windows and transoms.



Transom

*Recessed entrance
and glass and
wood doors*

Display windows

Bulkhead

The original storefront at 1501 Newcastle Street illustrates standard features of historic commercial design - recessed entrances, display windows, bulkheads and transoms. When remodeling non-historic storefronts, property owners are encouraged to restore traditional storefront designs.



The rebuilt storefront at 1616 Newcastle Street follows traditional designs with its display windows, frame bulkheads, transoms and single-light glass and wood door.



The storefront at 1418 Newcastle Street was remodeled in the 1930s in the Art Moderne style with sleek, curved surfaces of tinted glass.



Storefronts of the 1950s often were designed with large glass display windows and brick bulkheads (1527 Newcastle Street).

Technical Information
NPS Preservation Brief #11
Rehabilitating Historic Storefronts
www.nps.gov/history/hps/tps/briefs/brief11.htm

COMMERCIAL PROPERTIES

40.0 DETAILS - WINDOWS AND SHUTTERS

POLICY

The upper floors of Brunswick's historic commercial buildings typically have three or more window openings. These windows are generally one-over-one or two-over-two, wood-sash and have decorative features such as hood molding or cornices or stone sills and lintels. Window shape, dimensions, placement, and arrangement collectively help to define the historic character of a building. Windows provide scale and visual interest, and they often have unique ornamental trim, hoods, or surrounds that help to define a building's style.

Preserve, maintain or repair original windows. Do not conceal, enclose, or cover historic windows. If replacement is necessary due to deterioration, match the historic window in size, and number and arrangement of panes, or lights. Replacement windows should be in-kind of wood to match the original. Alternative materials may be considered if they match the original in texture, design, and overall appearance. Do not introduce new window openings on primary façades. Window openings may be added at rear elevations if consistent in size, placement, and design as the original windows.

GUIDELINES

- 40.1 Repair historic or non-historic windows with in-kind materials.**
- 40.2 Replace a non-historic window with in-kind materials or similar design.**
- 40.3 Original windows should be preserved in their original location, size, and design and with their original materials and numbers of panes.**
- 40.4 Windows should be repaired rather than replaced.**
Window replacement will only be approved if it can be demonstrated that the historic windows are beyond reasonable repair.
- 40.5 If replacement of original or historic windows is demonstrated to be necessary, the replacement windows should be in-kind to match the originals in material and design.**
- 40.6 Windows of alternative materials may be considered if they match the existing in profile, design, panes, dimensions, and texture.**
- 40.7 Original window openings should not be filled-in.**
- 40.8 Adding new windows on a primary façade is not approvable unless physical or photographic evidence shows that such a window was original to the building.**

40.9 Historic windows of steel or other metal designs should be preserved and maintained, or replaced with new metal windows which are similar in appearance and materials.

40.10 Replacement windows on contributing buildings should not have snap-on or flush muntins.

Muntins sandwiched between layers of glass, snap-on muntins, and surface-applied muntins are not appropriate.

40.11 Clear glass shall be used in windows on the primary and readily visible side elevations.

Do not use reflective, tinted, patterned, or sandblasted glass in windows. The addition of these glass materials may be used on rear elevations or those not readily visible from the street.

40.12 If an interior dropped ceiling is lower than the top of the window, the ceiling must be stepped back from the window to not obscure the top of the window from outside view.

40.13 Shutters should not be added to a commercial building window unless physical or photographic evidence shows that they were original to the building.

If shutters are added they should be appropriately sized to fit the window opening and either work or appear to work.

40.14 Hurricane shutters shall be permitted on all windows provided that their design, installation, method, and compatibility are in keeping with the window opening, are reversible and do not result in loss of historic window details.

40.15 Awnings may be added to upper floor windows if they are of canvas or similar materials and are appropriately sized to fit the opening.



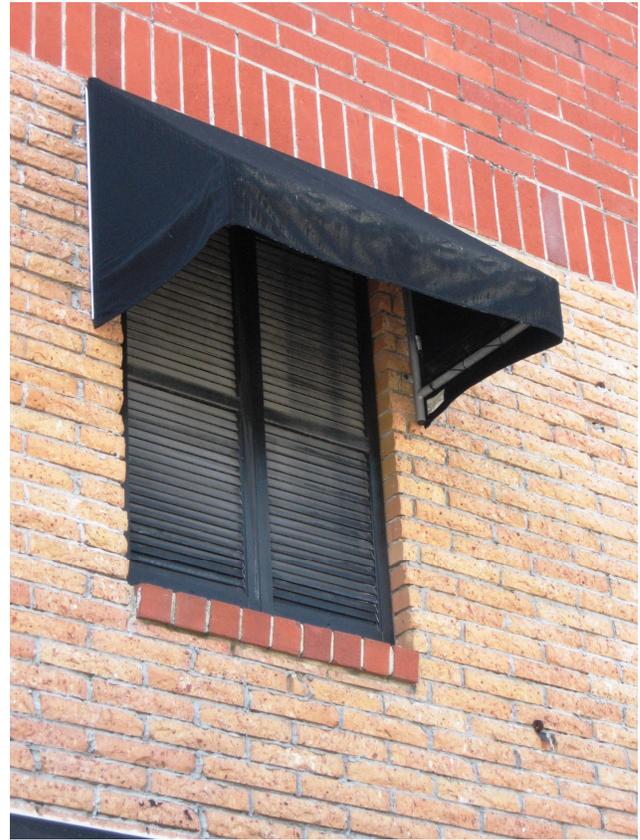
Original one-over-one sash windows at 1612 Newcastle Street.



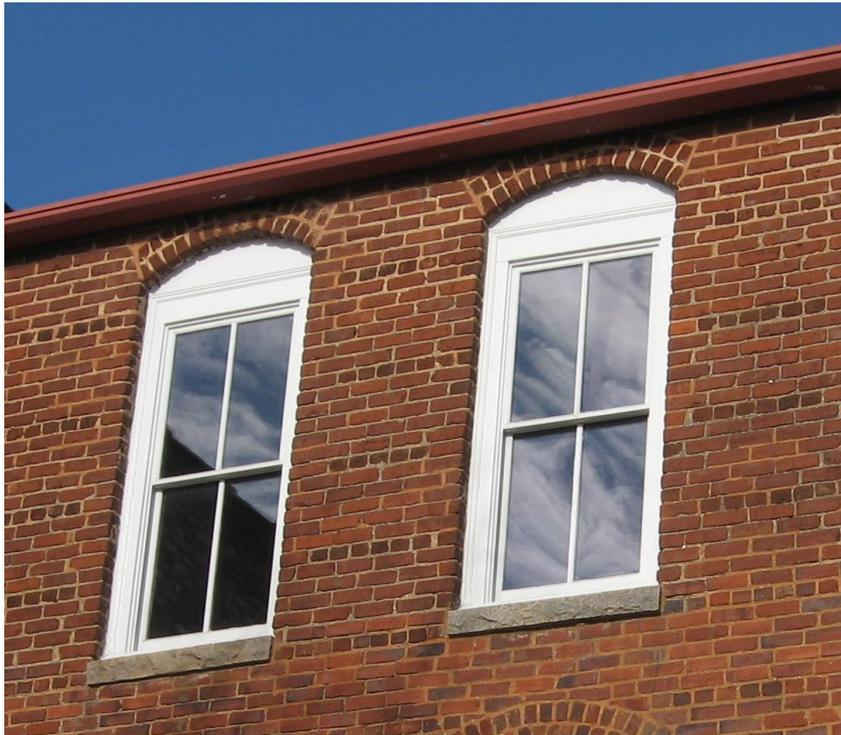
Examples of original windows include the two-over-two wood-sash examples at 1330 (left) and 1401 Newcastle Street (right).



Original multi-light steel casement windows at 1608 Newcastle Street.



Canvas awnings are appropriate for upper floor windows as long as they are correctly sized and fit the window opening (left, 1312 Newcastle Street, right, 1209 Newcastle Street).



At left are examples of appropriate replacement windows of alternative materials which match the original windows in profile, sash arrangement and dimensions.