

DISTRICT MASTER PLAN FOR STOREFRONTS ON MADISON AVENUE IN THE UPPER EAST SIDE HISTORIC DISTRICT

1. INTRODUCTION: A Summary of the District Master Plan for Storefronts on Madison Avenue in the Upper East Side Historic District.

Madison Avenue wends its way through three New York City Historic Districts: The Upper East Side Historic District, the Metropolitan Museum Historic District, and the Carnegie Hill (and Extension) Historic District. Within these historic districts the avenue features a number of distinct building types, including converted rowhouses, apartment buildings, hotels and commercial structures, as well as churches, banks and mansions. Existing in varying ratios at different points along the avenue, these building types, together with their blend of contemporary and historic storefront design, create a consistent and special character that generally defines Madison Avenue in these three historic districts.

Among the many architectural changes that began to occur in the early twentieth century was the conversion of single-family rowhouses on Madison Avenue to accommodate shops or offices. This typically occurred by removing the rowhouse stoop and constructing a two-story (sometimes one- or three- story) addition. This type of “converted” rowhouse is found throughout Madison Avenue, with higher concentrations of these building in the southern part of the avenue in the Upper East Side Historic District. Along some stretches of Madison Avenue these converted rowhouses create a relatively unbroken streetscape of two-story storefront architecture. While these commercial additions express a rhythm and scale that characterize the streetscape, these additions never related to the upper floors of the rowhouses in terms of their design, scale or materials.

Small apartment buildings, typically seven-story structures, became popular residential options for New Yorkers at the turn of the century and are found all along the avenue. After World War I, larger apartment buildings and apartment hotels, taller than seven stories, became popular. These large buildings usually are situated at corner lots and typically take up one-half or more of the block. Most of them feature a one-story masonry base that contains multiple small storefronts separated by vertical piers between the storefront bays. The ground floor commercial base is usually separated from the residential upper floors by a change in material and/or a terminating architectural feature such as a cornice or signband.

The avenue has long been a premier shopping street, both for residents and visitors. This retail activity is reflected in the contemporary architecture of the storefronts along the avenue. Most of the shops have a transparency derived from their large areas of glass which contrasts with the rich masonry facades of the rowhouses and apartment buildings which rise above them. The variety and transparency of the storefronts, and their contrast with the solid and stylistically detailed upper floor facades of the rowhouses and apartment houses help make Madison Avenue one of the most vibrant streets in the city.

Altogether, the converted rowhouses and the commercial bases of the later apartment, hotel and infill buildings, create a one- to two-story band of retail activity that is a strong component of the character of the avenue. Sometimes the streetscape is characterized by two-story band of converted rowhouses; other times the character is defined by a band of commercial architecture of varying heights due to a more diverse mixture of building types.

The proposed District Master Plan for Storefronts on Madison Avenue in the Upper East Side

Historic District ("Master Plan") recognizes that the storefronts lining Madison Avenue in the Upper East Side Historic District undergo frequent change. The objective of the Master Plan is to provide owners, architects and store tenants with general design criteria that will allow quick review of storefront alterations while protecting the architecturally and historically significant features of the buildings. The Master Plan will cover buildings on Madison Avenue within the Upper East Side Historic District, with the exception of certain special building types such as banks, churches, mansions. Additionally, at corner buildings the Master Plan will cover the commercial portions of a building facing onto both Madison Avenue and a side street.

The Master Plan uses a color coded format to categorize existing storefronts into five groups based on their remaining significant architectural features, and on the uniformity of the storefronts in the bases of buildings with more than one storefront: Green, Yellow, Red (which has two subcategories) and Blue. The Master Plan will authorize staff to issue permits for new storefronts and alterations to existing storefronts if the proposed work meets the criteria associated with the building's color category.

It is important to note that the Master Plan primarily concerns changes to storefront infill. Proposed alterations to the enframing (the lintels, cornice, parapet, and piers that define the storefront opening) usually fall outside the scope of the Master Plan because the enframing is usually historic material. This is reflected graphically by the fact that most piers are not color coded. However, with respect to proposed alterations to some or all of the piers on commercial extensions on rowhouses that are currently clad in modern materials (and which are coded GREEN), modifications may be permitted as follows: (a) if historic piers remain underneath the modern cladding these piers must be uncovered and restored; (b) if historic piers do not exist underneath the cladding but exist elsewhere around the storefront opening, the new piers must replicate the historic design; and (c) if no historic piers remain anywhere around the storefront opening the existing piers may be modified provided that the entire multistory enframing, the piers and lintel, are modified together and designed and treated as a single architectural component. In large apartment buildings, GREEN coded piers may be reclad but cannot be removed or modified except as set forth below.

(a) Summary of Categories and Scope of Staff-Approved Work

The following is a brief description of storefront categories and permitted alterations. It must be emphasized that the coding is based on a visual analysis of the existing storefront fabric, and that coding of storefronts as green, and in some cases yellow, represents a presumption that no historic fabric exists. Historic fabric may be concealed or obscured by modern fabric and, therefore, each application will be carefully reviewed and investigative probes may be required to determine the existence of historic fabric. If original or historic fabric is uncovered during the probes or new storefront construction, work must cease and the Commission should be notified immediately. The Commission reserves the right to amend or revoke the permit, upon written notice to the applicant, in the event that the actual building or site conditions are materially different from those described in the application and in the Master Plan, and to re-categorize the storefront based on the new information.

GREEN - Storefronts in buildings that the Upper East Side Historic District Designation Report describes as having no style, with the exception of 717-719 Madison Avenue which shall be treated as a RED storefront, and 884-888 Madison Avenue which shall be treated as a YELLOW storefront; and storefronts in converted brownstones or buildings planned for shops on lower floor(s) that have no significant architectural features remaining or that are not uniform in appearance.

For GREEN coded storefronts, the staff may approve new storefronts if the new storefront design conforms to the criteria relating to location (color-coded area), storefront articulation (maintaining the modularity, the horizontal division between the 1st and 2nd floor, and the street wall), and transparency, and the storefront features, including awnings, signage, security gates, lighting and air conditioners and louvers, also conform to the standards in the Master Plan.

YELLOW - Storefronts in buildings other than rowhouses with commercial bases that currently feature multiple, uniform storefront bays on a single floor.

One of the characteristics that gives Madison Avenue its unique sense of place is that some of the larger buildings, especially hotels, have enforced a uniform storefront design at the building base. Although the current storefronts are not necessarily historic, their uniformity relates well to the design of the upper stories, and reinforces the character of the streetscape. Therefore, the YELLOW category allows the staff to approve alterations and new storefronts provided that the modification occurs on all storefronts on the same floor. At the following buildings the Master Plan requires that the historic design be maintained: 680, 845-859 and 975-989 Madison Avenue.

RED

SUB-CATEGORY I (RED) - Historic storefronts. This category requires the retention and restoration of historic storefronts. Certain storefronts at 872-878 Madison Avenue retain significant historic features that have been coded RED, and these features must be retained.

SUB-CATEGORY II (Red-Stripe) - Modern storefronts in buildings with street frontages of more than 40 feet that were planned for multiple storefronts (more than two) on the ground floor, where a majority of the storefront bays are either historic or a combination of historic and modern recreations of the historic storefront design. The goal of this category is to recreate the historic appearance of the building's commercial base. To this end, these buildings must model all replacement storefront bays on the historic design.

BLUE - Storefronts in Commission-approved buildings and in buildings that have received a report from the Commission in connection with a special permit or authorization from the Department of City Planning, or where the Commission was the applicant for a special permit to the Department of City Planning. Alterations to these buildings, including the installation of new storefronts and storefront features, will be reviewed on a case-by-case basis. If the proposed alterations are in keeping with the proposal approved at the Commission level, a staff level permit may be issued. However, if the proposed alterations deviate significantly from the Commission's approval, then the proposal will require review by the Commission at a public meeting or public hearing.

Applications for new storefronts or alterations to existing storefronts that do not meet the requirements for staff level approval under the criteria of the Master Plan shall be subject to the LPC's usual review procedures as set forth in the Landmarks Law.

(b) How to Use This Master Plan

The intent and scope of this master plan primarily covers changes to storefront infill. In certain situations piers and lintels have also been coded because they have been previously altered. Areas of the drawings that are not coded are not covered under this master plan, with the exceptions discussed below. For example, the non-commercial upper floors of buildings, piers, lintels, intermediate cornices and other significant and non-significant architectural features are excluded from the scope of the Master Plan. Changes to these uncoded features remain subject to the Commission's usual review procedures as set forth in the Landmarks Law and the Rules of the City of New York.

There are two exceptions to this policy concerning uncoded areas: existing awnings and the installation of new signage. Existing storefront awnings have not been coded -- but changes to them are covered under the Master Plan -- because many existing awnings are larger than the masonry openings to which they relate and may cover areas of a building that are not included under the Master Plan. In addition, many existing awnings conceal storefront fabric that cannot be evaluated or coded until the awning is removed. With respect to storefront signage, there may be appropriate areas for storefront signage that fall outside of the coded areas but which are specifically discussed in the section on signage. LPC staff is authorized to issue permits for storefront signage that meet the requirements of the master plan regardless of whether the areas are coded.

2. DEFINITIONS.

As used in the Master Plan, the following terms shall have the following meanings:

"Awning" shall mean a metal frame clad with fabric attached over a storefront, door or window.

"Bulkhead" shall mean the part of the storefront that forms a base for one or more display windows.

"Building street wall" shall mean the predominant plane of the building facade at the level of the storefront.

"Canopy" shall mean a metal frame clad with fabric that projects from a building entrance over the sidewalk to the curb, where it is supported on vertical posts.

"The Commission " shall mean the Commissioners of the Landmarks Preservation Commission, including the Chairman, as established by Section 3020 of the New York City Charter.

"Cornice" shall mean a horizontal molded projection forming the top of an entablature wall, facade, building or storefront.

"Display window" shall mean the large glazed portion of the storefront, and the associated framing, above the bulkhead and below the transom, extending pier to pier. The display window is typically used for the display of goods and to provide daylight and visibility into the commercial space.

"Enframement" shall mean those elements that define a storefront opening: the piers and the lintel, cornice, signband or parapet.

"Extension" shall mean that portion of the lower floors of a rowhouse that have been modified to accommodate commercial infill, including a projecting commercial addition.

"Facade" shall mean an entire exterior face of a building.

"Fixed awning" shall mean an awning with an nonretractable metal frame clad with fabric.

"Fixture" shall mean an appliance or device attached to the facade (e.g., awning, sign, lighting fixture, conduit, or security gate).

"Historic fabric" shall mean a building's original or significant historic facade construction material or ornament, or fragments thereof.

"Landmarks Law" shall refer to Section 3020 of the New York City Charter and Chapter 3 of Title 25 of the Administrative Code of the City of New York.

"Lighting" shall mean the method or equipment for providing artificial illumination.

"Lintel" shall mean the horizontal member or element above a door or window opening.

"LPC staff" shall mean the staff of the Landmarks Preservation Commission acting in the Commission's agency capacity.

"Marquee" shall mean a projecting exterior roof-like shelter at the approach of a door.

"Permit" shall mean any permit other than a Notice to Proceed, issued by the Landmarks Preservation Commission, in accordance with the provisions of the Landmarks Law:

(a) "PMW" shall mean a Permit for Minor Work as defined by Section 25-310 of the Landmarks Law.

(b) "CNE" shall mean a Certificate of No Effect as defined by Section 25-306 of the Landmarks Law.

(c) "CofA" shall mean a Certificate of Appropriateness as defined by Section 25-307 of the Landmarks Law and shall not refer to a Certificate of Appropriateness as defined by Section 25-309.

(d) "ATP" shall mean an Authorization to Proceed as defined by Section 12-01(f) of Title 63 of the Rules of the City of New York.

"Pier" shall mean an exterior vertical member(s) or element(s) (usually of brick, stone, or metal) placed at intervals along a wall which typically separates storefront openings within a single building or define a single storefront opening.

"Retractable awning" shall mean an awning attached to a frame which allows it to be extended out or folded or rolled back tightly against the building facade.

"Roll-down gate" shall mean a security gate with a retracting mechanism that allows it to roll up and down.

"Rules" shall mean the rules governing the practice and procedure of the Commission as promulgated in Title 63 of the Rules of the City of New York.

"Scissor gate" shall mean a security gate with a sideways retracting mechanism.

"Security gate" shall mean a movable metal fixture installed in front of a storefront opening or bay, or inside the display window or door to protect the store from theft or vandalism when the store is closed. A security gate can be either the roll-down or scissor variety.

"Security gate housing" or "housing" shall mean the container that houses the rolling mechanism of a roll-down security gate.

"Security gate tracks" shall mean the interior or exterior tracks along the sides of the storefront opening or bay (for roll-down gates), or along the top and bottom of the storefront (for scissor gates) that hold the edges of the gates.

"Sign" shall mean a fixture or area containing lettering or graphics used to advertise a store, goods or services.

"Signage" shall mean any lettering or graphics in general, used to advertise a store, goods, or services.

"Signband" shall mean the flat, horizontal area on the facade usually located immediately above the storefront and below the second story window sill where signs were historically attached. Signbands can also be found immediately above the storefront display window, but below the masonry opening's lintel. On many of the brownstones with later two or three story projections, a second or third story signband is usually located above the commercial windows and below the cornice.

"Significant architectural feature" shall mean an exterior architectural component of a building that contributes to its special historic, cultural, and aesthetic character, or reinforces the special characteristics for which the Upper East Side Historic District was designated.

"Sill" shall mean the bottom horizontal member or element of a window or door.

"Skirt" shall mean a bottom finishing piece that hangs from the lower edge of an awning.

"Soffit" shall mean the underside of a structural component such as a beam, arch, or recessed area.

"Spandrel area" shall mean the portion of the facade below the sill of an upper story window and above the lintel of the window or display window directly below it or above the lintel of a window or display window and the building cornice or top of the building.

"Storefront" shall mean storefront infill.

"Storefront bay" shall mean the area of a storefront defined by and spanning two piers.

"Storefront infill" shall mean the framing, glazing, and cladding contained within a storefront opening in the facade, including without limitation thereof, display windows, bulkheads and entranceways.

"Storefront opening" shall mean the area of the facade between the piers and lintel, which contains storefront infill.

"Transom" shall mean a glazed area above a display window or door that is separated from the display window or door by a horizontal framing member ("the transom bar"). The glazing in the transom may be fixed or operable.

3. DESIGN CRITERIA FOR MADISON AVENUE STOREFRONTS BY CATEGORY:

Work to alter or replace storefronts on Madison Avenue, other than on special building types such as churches, banks and mansions, shall be approved by LPC staff if it meets all of the applicable criteria:

- (a) CATEGORY - GREEN: Storefronts in buildings defined as "no-style" in the Designation Report for the Upper East Side Historic District; storefronts with no remaining original or historic architectural components in commercial extensions in converted rowhouses; and storefronts in buildings planned with commercial storefronts on the lower floors, with no original or historic architectural components remaining and which are not uniform in appearance.

(1) STOREFRONT CLADDING AND MATERIALS

Unless otherwise restricted by provisions of this Master Plan, GREEN coded storefront components may be reclad or replaced with new modern materials on the assumption that no original or historic fabric remains underneath the GREEN-coded material. If original or historic material is discovered when the existing GREEN-coded cladding is removed, work shall stop and the LPC staff must be notified immediately. If significant and material amounts of historic or original material remain, it shall be restored and the storefront coding may be changed to reflect this new condition.

(2) STOREFRONT LOCATION

The proposed alterations must be within the boundaries of the area coded GREEN as indicated by the attached elevation drawings. Alterations to those areas of a storefront not coded GREEN are not covered under this subsection (a).

(3) STOREFRONT ARTICULATION

- (i) The storefront opening shall be defined by the original or existing piers, lintel, cornice, signband or parapet. The storefront opening shall not otherwise be enlarged or reduced in size.

- (ii) For a building with a two-story storefront, the design shall feature a substantial exterior opaque horizontal division, such as a signband, spandrel or cornice, to visually recall the historic separation between the first and second floors.

- (iii) A corner pier is an important architectural feature for corner buildings and shall be retained or incorporated as set forth below.

(A) Rowhouses:

(I) New Storefronts. New storefronts in corner rowhouse buildings with commercial extensions shall include an exterior corner pier on the extension.

(II) Recladding of Existing Corner Pier. Where there is an existing GREEN coded storefront with a corner pier coded GREEN, the corner pier may be reclad or replaced with another corner pier.

(B) Corner buildings that are not rowhouses.

(I) New Storefronts. Where the corner pier has been eliminated, new storefronts shall include a substantial exterior corner pier. For purposes of this subsection, a “substantial exterior corner pier” shall mean a pier that appears as if it is structural.

(II) Recladding of Existing Corner Piers. Where there is an existing GREEN coded storefront with a corner pier coded GREEN, the corner pier may be reclad or replaced with a substantial exterior corner pier.

(iv) The placement of the bulkhead (if desired), display window and transom shall maintain the building street wall. All storefront infill shall be fixed, with the exception of the entrance doors. A new display window, bulkhead, and door that incorporates an external rolldown gate with recessed housing that complies with the criteria set forth below may be recessed up to four inches to accommodate the width of the gate tracks.

(v) A storefront with out-swinging doors shall have an entrance recessed a minimum of 18 inches and a maximum of 36 inches from the building street wall. A recess is optional if a storefront has in-swinging doors.

(4) STOREFRONT TRANSPARENCY

A new or altered storefront shall incorporate a large clear glazed area to maintain the transparency of the storefront. Any blocking of the transparency of the glass portions of the storefront should be reversible and maintain the exterior surface of the glass. Back-painting or the installation of removable opaque panels behind the glass shall be permitted if the shop requires smaller transparent areas. The installation of tinted or mirrored glass shall not be permitted.

(5) STOREFRONT ENFRAMEMENT

With respect to commercial extensions on rowhouses, piers currently clad with modern materials may be modified if they meet the following criteria: (a) if historic piers exist under the modern cladding, the historic piers must be uncovered and restored; (b) if historic piers do not exist under the modern cladding, but they exist elsewhere on the extension, the piers must replicate the historic design in terms of details, finish, color and

overall visual appearance; and (c) if historic piers do not exist anywhere on the extension, the piers may be modified provided that the enframing on the entire commercial extension, the piers and lintel, are modified together and treated and designed as a single architectural component. With respect to work approved pursuant to subdivision (b) and (c) above, modern storefront cladding on a commercial extension shall not materially change the height or width of the storefront extension.

- (b) CATEGORY - YELLOW: Buildings, other than rowhouses, with commercial bases that currently feature multiple, uniform storefront bays on the first and/or second floor. These storefronts are generally recent installations and the new design is not necessarily based on any historic prototype; however, uniformity of design is historically appropriate because these buildings were designed to have a consistent storefront treatment.

(1) MAINTAINING UNIFORM APPEARANCE

Modifications to individual storefronts which would disrupt the established uniformity, including uniformity in storefront design and details and awning and signage type, style, location and installation, are not permitted under the Master Plan. Changes to tenant names, awning color, and the location and number of windows and doors within the openings are permitted, if the new features match the existing features in terms of details, design, materials and finish.

(2) ALTERATIONS TO ALL STOREFRONTS IN UNIFORM MANNER.

The applicant should follow the design criteria found in Section 3(a): Category GREEN subsections (1) - (4). This includes storefront location, articulation and transparency. Notwithstanding the above, if the building has at least one historic storefront all storefronts on the same floor as a historic storefront must retain the historic storefront design, including details, finish and color. The following buildings have at least one historic storefront: 680, 845-59 and 975-989 Madison Avenue.

For the installation of new storefront components in a uniform manner, the applicant should follow the design criteria found below in Section 4, "General Requirements for Storefront Components."

- (c) CATEGORY-RED

(1) SUB-CATEGORY I (RED): Historic storefronts. For purposes of this Master Plan, historic features at 872-878 Madison Avenue have been coded RED and must be retained.

(i) RETENTION OF HISTORIC STOREFRONT COMPONENTS

Historic fabric and new fabric which replicates the historic fabric must be retained and restored. If original or historic components cannot be reasonably

retained or repaired, replacement in kind is required; however, the same material is not required if the appearance of historic components is replicated in terms of details, finish, color and overall visual appearance. All alterations shall also preserve all significant original or historic architectural components which are presently concealed by non-original material.

(2) SUB-CATEGORY II (RED-STRIPED):

Modern storefronts in buildings with street frontages of more than 40 feet with multiple commercial spaces on the ground floors in which a majority of the existing storefront bays are either historic or a combination of historic and recreations of the historic storefront design, or where the nonhistoric storefront bays share at least one unifying historic feature, such as a bulkhead or transom. The goal is to recreate the historic and uniform appearance of a building's commercial base.

(i) STOREFRONT REPLICATION (ONLY APPLIES IF A NEW STOREFRONT IS DESIRED)

Storefront replacement in locations with modern commercial infill shall recreate the remaining historic storefront infill (coded RED on the drawings). These new storefronts shall be an accurate replication of the remaining historic storefront(s). Replication in the same material is not required as long as the appearance of the historic storefront is accurate in terms of details, finish, color and overall visual appearance. Replication of the same storefront plan is not required; for example a splayed storefront entrance may be recreated with a flush storefront entrance as long as the placement of the doors and display windows is consistent with the original storefront design. In those cases where the storefront to be replaced has an historic architectural feature that exists on the other nonhistoric storefronts, the feature shall be restored and preserved or, if necessary, replicated.

(d) CATEGORY- BLUE Storefronts in new buildings that have been approved and built in compliance with Commission level actions, or which are in buildings that have received a report from Commission in connection with a special permit or authorization from the Department of City Planning, or where the Commission was the applicant for a special permit to the Department of City Planning.

(1) APPROVED WORK. Alterations to buildings coded BLUE, including the installation of new storefronts and storefront components, will be reviewed on a case-by-case basis. The proposed work may be approved at the staff level if the proposed alterations are consistent with the Commission's previous approval in terms of materials, proportions and details. If the proposed alterations deviate significantly from the Commission's previous approval, the proposal must be approved by the Commission at a public hearing or meeting.

4. REQUIREMENTS FOR STOREFRONT COMPONENTS

In buildings where historic storefront fabric remains, the installation of features shall preserve the historic fabric and shall not conceal or cause damage to the historic fabric. All alterations shall preserve significant original or historic architectural components that are presently concealed by non-original material.

LPC staff shall issue an ATP for work to alter or replace the storefront components described below if the proposed work meets all of the criteria applicable to such storefront components.

(a) AWNINGS

General Requirements. These rules apply to the installation of awnings at ground story storefronts and at storefront windows at the second and third floor of the commercial extensions on rowhouses. Awnings above the ground floor on large buildings shall not be permitted under this master plan. For awnings on windows above the commercial extensions on rowhouses, see the general awning rule set forth in Section 2-12 of Title 63 of the Rules of the City of New York. For awnings on storefronts, the criteria set forth below shall apply in lieu of the general awning rule set forth in Section 2-12 of Title 63.

If a new storefront is being installed and an awning is desired, the storefront shall incorporate an awning in compliance with the criteria set forth below. Existing awnings in non-compliance with these criteria can be re-covered, but cannot be maintained if the storefront is being changed unless the applicant can demonstrate to LPC staff that the new storefront installation will not require the removal of the existing awning.

(1) GENERAL AWNING CRITERIA

- (i) The installation of the awning shall not conceal, damage or destroy any significant architectural features.
- (ii) An awning may be retractable or fixed. It shall be of the sloped variety unless the shape of the window opening is arched, in which case an awning which follows the contour of the opening would be permitted. If a skirt is desired, it shall not exceed 12 inches in height and be unframed and flexible.
- (iii) The awning shall be attached to the storefront at the lintel or transom bar, except that the awning may be attached above the lintel and below or within the lower portion of the sign band where an existing or permitted roll-down security gate makes it impossible to install the awning at the lintel or transom bar. Where the awning is installed above the lintel but below or in the lower portion of the sign band, the awning encroachment on the area above the lintel shall be the minimum required to install the awning, but in no case more than 8 inches.
- (iv) The width of the awning shall not exceed the width of the storefront opening or associated commercial window opening. The awning may not extend over more than one storefront bay. The edges of the awning shall be aligned with the

inside face of the principal piers of the storefront or the commercial window/store opening.

(v) The underside of the awning shall be open. Straight, fixed sloped awnings shall have open sides; a straight, retractable sloped awning may have side panels.

(vi) The lowest framed portion of the awning shall be at least 8 feet above the sidewalk. The lowest unframed portion shall be at least 7 feet above the sidewalk.

(vii) The awning shall project, and be at an angle and of a length, size and slope which are proportional to the size and height of the display window or door.

(viii) The awning shall be clad only with water repellant canvas with a matte finish or other fabric of a similar appearance. Translucent and transparent awning coverings shall not be permitted.

(ix) Signs shall be permitted to be painted on the awning skirt and on the sloped portion of the awning but will be limited to certain maximum sizes. Lettering on the skirt must be proportional to the height of the skirt. Graphics may be placed on the sloped portion of the awning but such graphics shall be no more than four square feet or 10 percent of the surface area, whichever is less.

(x) The awning fabric shall be a solid color or have stripes that harmonize with the historic color palette of the building.

(2) TYPES OF AWNINGS NOT PERMITTED. The following types of awnings are not permitted:

(i) Novelty awnings.

(ii) Awnings illuminated from within or below.

(iii) Box awnings.

(iv) Waterfall awnings.

(v) Marquees.

(3) CANOPIES. Sidewalk canopies are not permitted.

(b) STOREFRONT SIGNAGE

General Requirements. These rules apply to the installation of signage at the ground floor and at the second and third floors of the commercial extensions on rowhouses, and on the ground floor of large buildings; these rules do not apply to the installation of signage above the commercial extension on rowhouses or above the historic commercial bases of large buildings. Note: Signs may be installed in uncoded areas, such as signbands, provided the installation meets all of the

relevant criteria set forth below.

(1) CRITERIA FOR INSTALLATION OF SIGNS AT THE GROUND FLOOR AND AT THE COMMERCIAL EXTENSIONS.

- (i) The installation of signage shall not damage, destroy or obscure significant architectural features of the building or storefront.
- (ii) Signs may not extend beyond the width of the storefront opening.
- (iii) Signs may be horizontally installed in the signband or spandrel, or applied onto the display window, transom or door.
- (iv) The height of the sign shall not exceed the height of the signband, or, if there is no sign band, the spandrel area above the storefront, with a maximum height limit of 18 inches.
- (v) A second story sign shall relate to the commercial premises located at the second story.
- (vi) A bracket sign shall relate to the commercial space it advertises, shall be installed in a location that is no higher than the second story window, and shall conform to the Building Code and Zoning Resolution.
- (vii) In buildings with multiple RED or YELLOW coded storefronts at the second floor, the placement of second story signage shall be consistent throughout the building.
- (viii) The total amount of signage and number of signs shall not overwhelm or detract from the primary facade.

(2) TYPES OF SIGNS PERMITTED. The following types of signs are permitted:

- (i) Signage painted on glass doors, windows, and transoms, where such signs do not exceed 25% of the glazed area. No permit is required for this size sign.
- (ii) Non-illuminated letters or logos may be pin-mounted into the masonry or pin mounted or painted on a wood, metal or opaque glass panel that is mounted flat and horizontally within the signband or spandrel;
- (iii) one neon sign per tenant may be installed within the display window behind the glass, provided: (A) the sign is hung from a skeletal frame and be set back from the display window; (B) the transparency of the display window is not significantly reduced by the presence of such sign; and (C) the size of the sign does not exceed 2 feet by 2 feet. The perimeter of the display window shall not be outlined in neon or any other lighting type.

(iv) Small identification signs or plaques for second and third story tenants installed adjacent to the ground floor entrances to the upper stories.

(v) Signs or logos painted on awnings (if permitted under the awning rules, set forth above).

(vi) Small painted wood or metal bracket signs.

(3) THE FOLLOWING TYPES OF SIGNS ARE NOT PERMITTED.

(i) Projecting flagpoles and advertising banners.

(ii) Internally illuminated box signs with glass or plastic lenses.

(iii) Internally illuminated fabric signs or awnings.

(iv) Flashing signs, moving signs, or strobe lights.

(v) Individual pin-mounted opaque letters illuminated from behind.

(c) STOREFRONT LIGHTING

External light fixtures shall be permitted provided they meet the following criteria:

(1) Lighting fixtures may be installed in areas of plain masonry, metal or wood, provided the installation does not damage, destroy or obscure significant decorative features of the building or storefront.

(2) Lighting conduits shall be internal and not visible;

(3) External light fixtures shall illuminate only the storefronts or related signage;

(4) The number and size of light fixtures shall be modest and in keeping with the style and scale of the storefront; and

(5) Recessed light fixtures shall be mounted within the soffits of recessed storefront entrances.

(d) SECURITY GATES

General Requirements. All security gates, (interior or exterior) must be of the open mesh variety so as to maintain storefront transparency, but may have a solid portion at the base that does not exceed the height of the bulkhead it covers. The security gate shall not obscure or detract from the design and details of the existing storefront and shall be architecturally integrated with the design and construction of a new storefront.

(1) SECURITY GATES FOR NEW STOREFRONTS. A new storefront shall be

constructed with an internally-housed or completely internal security gate system or scissor gates that meet the following criteria:

(i) Internal Gates. A roll-down security gate may be mounted on the interior of the storefront so that the gate rolls down on the inside of the display window and door. An internally mounted gate is required if an externally mounted gate cannot be installed in compliance with the criteria for external gates set forth below in subparagraph (ii).

(ii) External Gates. A roll-down security gate may be mounted on the exterior of the storefront so that the gate rolls down on the exterior side of the display window and door if:

(A) it does not affect, obscure or damage historic fabric;

(B) the security gate housing is located on the interior of the storefront, or the outer face of the security gate housing is recessed so as not to protrude beyond the building street wall; and

(C) the security gate tracks are recessed or set into reveals along the sides of the storefront.

(iii) Scissor Gates. Scissor gates may be installed provided they meet the following criteria:

(A) Scissor gates may be installed on the exterior of the storefront if their installation does not obscure or damage any significant architectural feature, the gate tracks are recessed or set into reveals in the ground and storefront lintel as well as reveals in the sides of the storefront.

(B) Scissor gates may be installed on the interior of the storefront so that the gate slides across on the inside of the display window and door.

(2) SECURITY GATES FOR EXISTING STOREFRONTS

(i) An internal gate, scissor gate or external gate may be installed if the installation is in compliance with the relevant criteria set forth above in (1) Security Gates for New Storefronts.

(ii) A replacement external gate that is not in compliance with the criteria set forth above in subparagraph (ii) may be mounted on the exterior of the storefront if all of the following criteria are met:

(A) The existing storefront is not being replaced and the storefront has an exterior gate that existed at the time of designation, or has a gate that was previously approved by LPC.

(B) The installation of the new security gate will not obscure or damage

any significant architectural features.

(C) The security gate housing and tracks shall be finished in a color to match or harmonize with the storefront and the security gate housing will be completely covered by an awning that is installed and maintained in compliance the awning rules set forth above.

(D) The security gate shall be composed entirely of open mesh, but may have a solid metal panel at the base that does not exceed the height of the bulkhead it covers.

(e) STOREFRONT AIR CONDITIONERS/LOUVERS

(1) Temporary, seasonal air conditioning units shall be installed in transoms over doors.

(2) Architectural louvers for permanent heating, venting and air-conditioning (HVAC) units may be installed on the exterior of the storefront provided they meet the following criteria:

(i) The units and the louvers are installed so as not to damage, destroy or obscure significant architectural features of the building or storefront.

(ii) The louvers are painted to match the color of the surrounding storefront elements.

(iii) If the units are installed in the door or window transom the louver is mounted flush with the plane of the door or transom.

(iv) HVAC units may be installed through the bulkhead of a storefront if the bulkhead is not historic or a replica of a historic design, the unit is centered in the bulkhead, it is installed flush with the exterior of the bulkhead and the louver or decorative grille is designed to compliment the design of the storefront. The grille may be decorative or finished to match the surrounding bulkhead.