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JORDAN TOURISM DEVELOPMENT PROJECT (JTD)

**SUGGESTION TO PETRA AUTHORITY FOR STORE FRONT
GUIDELINES BASED ON MADABA COMMERCIAL BUSINESS DISTRICT
REHABILITATION GUIDELINES**

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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ACRONYMS

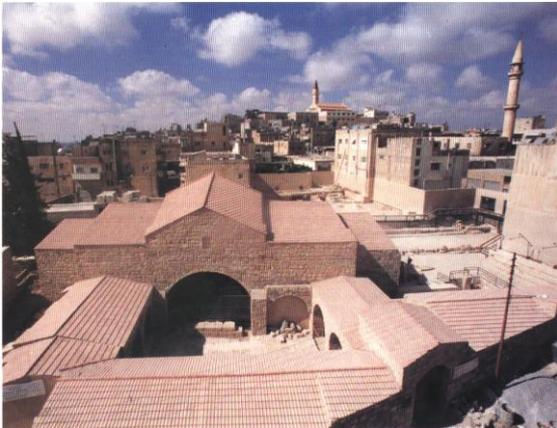
ASEZA	Aqaba Special Economic Zone Authority
BDS	Business Development Service
CBO	Community-Based Organization
COM	Council of Ministers
DCA	Development Credit Authority
DOA	Department of Antiquities
GAM	Greater Amman Municipality
HRDC	Human Resource Development Corporation
IBLAW	International Business Legal Advisors
ILO	International Labor Organization
IR	Intermediate Result
IT	Information Technology
JHTEC	Jordan Hospitality and Tourism Education Company
JITOA	Jordan Inbound Tour Operators Association
JOHUD	Jordan Hashemite Fund for Human Development
JRA	Jordan Restaurant Association
JRF	Jordan River Foundation
JTB	Jordan Tourism Board
MFI	Micro-Finance Institution
MOL	Ministry of Labor
MOU	Memorandum of Understanding
MOTA	Ministry of Tourism and Antiquities
MTA	Madaba Tourism Association
NGO	Non-Governmental Organization
NTS	National Tourism Strategy
NTVS	National Tourism Visitors Survey
PDG	Program Development Grant
PSP	Private Sector Participation
RFP	Request for Proposal
RSCN	Royal Society for the Conservation of Nature
SME	Small and Medium Enterprises
SSC	Strategy Steering Committee
TDC	Tourism Development Corporation
TOR	Terms of Reference
UNESCO	United Nations Educational, Scientific, and Cultural Organization
USAID	United States Agency for International Development
VTC	Vocational Training Center

INTRODUCTION (NATURE & CHARACTERISTICS OF MADABA)

The City of Madaba is located 30 km southwest of Amman in the midst of the fertile plains of the Central Jordanian Plateau. The heritage of Madaba could be traced back to at least 4500 BC. Madaba flourished as a city during Moabite and Ammonites periods (ca. 800 BC), through Hellenistic periods and also was part of the Roman and Nabataean spheres when it was incorporated into the Roman Empire as part of the Roman Province of Arabia around A.D. 106. Christianity gained a foothold in the Madaba region during the late Roman period, and Madaba was the seat of a bishop at least from the mid-5th century during the Byzantine periods. Archaeological excavations at Madaba demonstrate the richness of the late Byzantine and early Islamic periods.

During the Ottoman period, Madaba witnessed major urban development especially after the series of land and other Ottoman reforms. In fact much of the historic urban reality of Madaba today is credited to the urban development during the Ottoman period. Many of the different urban merchants' houses were built during the Ottoman period.

One major characteristic of the urban tissue is the overlapping and co-existence between archaeological sites (as part of Madaba Archaeological Park) such as the Church of the Map, the Burnt Palace, the Roman Street, the Church of the Martyrs (Al-Khadir), The Church of the Virgin Mary; and several other urban structures dating to the 19th and early 20th century such as the Houses of Twal, Jumean, Karadsheh, and Hamarneh families. It is very important that entrances, and multiple ones, are made possible between this urban texture and the Archaeological Park of Madaba.



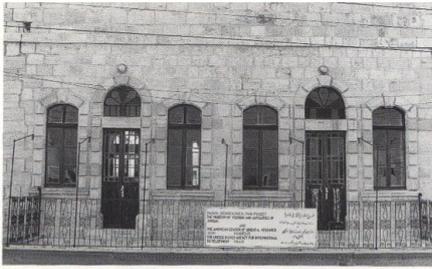
The Archeological Park in the middle of the Urban Fabric of Madaba

The 19th and early 20th Century Architecture reflects the circumstances of the town's settlement at the end of the Ottoman period. The religious affiliation of the families is often reflected in the location of their houses, clustered close to their Church of preference. In general, the Churches, Mosques, and houses were built on an elevated site, the urban form of the late Ottoman period remains to the present day. The clusters of the late 19th and early 20th centuries civil or administrative, religious, domestic, and commercial buildings of the old city remain today as the functioning core of the Central City. Houses in the commercial center are somewhat different than the ones outside the Center in the way that they are located above shops. This core has to be preserved for future generations. It should be declared as a historic district. But this issue is beyond the objective of this report.

Kerak
Christian



Beit Jumean



The northern section of Beit Jumean



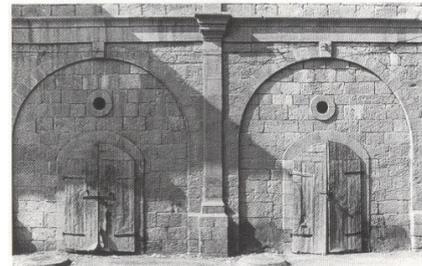
Beit Hamarneh



Shops on al-Hashimi Street



Shop on al-Hashimi Street



The shops of Beit Farah

(Beit Farah)- Significant Historic Store Front Details.

In general, and when addressing the store fronts, one need to keep in mind that the guidelines for the store fronts should address preserving the historic character of the Center (the Souq). New additions should be rendered new, and should not attempt to reproduce or imitates the past. Furthermore, when dealing with interiors, it is also important to always attempt to expose the original structure (e.g., remove false ceiling and show original slab of a shop). In addition, any approach for new intervention in Madaba should respect the fact that in the Historic Core, housing is on top the commercial shops and that it is always important, and in the case of historic shops, to preserve the historic opening of the shop.

The following guidelines will address the Shop Fronts in Madaba and will present a users' manual for a more truthful and authentic intervention.



(Beit Farah)- Example of a significant Historic Elevation and Details



(Pharmacy Building)-An example of Housing on Top of stores in the Historic Core

Note: Images in 'section (1)' of this report are acquired from the Book ('Madaba: Cultural Heritage', edited by P. Bikai and T. Dailey, 1996 by ACOR, National Press/JORDAN).

OUTLINE OF GUIDELINES

INTRODUCTION

The guidelines presented in this report provide design direction and concepts applicable to urban regeneration and rehabilitation of existing structures within downtown Madaba concerning Store Fronts in particular. The design guidelines reflect the unique historic theme and touristic character of the city and are intended to promote high standards in site planning, architectural design, engaging the community and also addressing future maintenance issues.

GENERAL DESIGN OBJECTIVES

Intervening in existing historic urban contexts, urban regeneration and conversions together with adaptive reuse and rehabilitation of existing historic resources within historic downtowns like Madaba requires that different stakeholders are to:

- Enhance the City's downtown as a principal focal point of the community and create a pleasant pedestrian experience for both, local residents and tourists.
- Consider the scale, proportion and character of development in the area.
- Preserve and re-enliven structures which are distinctive due to their age, cultural significance, or unique architectural style into the project.
- Have a positive impact on sustained economic growth and development on the long term.

SITE PLANNING

Shops should create a continuous pedestrian experience in an uninterrupted sequence by addressing spaces between buildings. Such spaces of considerable areas vary in their potential use as plazas, new buildings or pathways. Spaces of sufficient area can be used as public plazas extending the public sphere of the pedestrians thus acting as moments of pause and relaxation. Spaces designated for buildings should abide by the architectural guidelines ensuring homogeneity and continuity with their adjacent structures. Other spaces between buildings that are attributed as alleys and stairs should be identified as connection spaces through appropriate integration and definition with the surroundings.

ARCHITECTURAL GUIDELINES

I. Architectural Imagery:

- Building Heights: In the downtown area, it is important that new infill developments should be compatible with the height and scale of surrounding buildings.
- Language: In general, and based on urban regeneration/heritage conservation ethics and principles, it is very crucial to address:
 - Proper **Assessment** of Existing Condition
 - **Enhancement:** (distinguish ability between existing structures and new added layers in order to achieve a clear reading of place by future generations)
 - Respect but not to imitate the past
- The Pedestrian Experience: Buildings facing pedestrian streets and plazas should incorporate design features that provide visual interest at the street level. Building elements should be designed in a way that enhances the visibility of merchandise and store related activities by pedestrians.
- Predominantly transparent ground floor facades in commercial areas

II. Balconies and Rooftops: Inclusion of balconies and rooftop outdoor areas in building design is encouraged. Rooftops can provide usable outdoor space in both residential and commercial areas.

III. Walls and Fences:

- Walls should be integrated with the overall building designs.

- Care must be taken to maintain scenic views available to the community.
 - Wall design should preserve views to the greatest extent possible.
- How to make sure that architectural guidelines are met as it is a very subjective issue?
 - The main objective is not to impede creativity but rather to make sure the character and experience of the Historic City Core of Madaba are sustained for future generations.
 - We suggest the establishment of a committee (local from Municipality and containing experts) that approves new addition in historic settings in the City.

STOREFRONT DESIGN GUIDELINES

Although the storefront is only one of the architectural features of the façade, it is the most important visual element for Downtown buildings. Storefronts are the most frequently altered building elements and their modification can affect the character of the building and the streetscape. The essential element of a successful storefront is the proper definition of a framework identifying the boundaries of the store façade (see ‘Anatomy of a façade’ detail). Storefront Details Standards for condition, regulations and design of store front construction, operation and image include:

ANATOMY OF A FAÇADE & GENERAL GUIDELINES

Please refer to Drawing (6) for Illustration.

STOREFRONT COMMERCIAL SIGNS

I. Size

- No sign shall project more than 70 cm from the building façade to which it is attached. For this purpose, a sign projection is calculated from the face of the surface to which the sign is attached to the outer face of the sign.
- The bottom line of any sign attached to the building shall be no less than 2.20 m above grade.
- All signs shall be compatible with the scale, proportions, and visual lines determined by the major architectural elements of the building to which signs are attached, such as the lines of display windows, lintels, and parapets. No sign shall dominate the architectural features of the building to which it is attached.
- Signs attached to the same façade of a building shall consider the use of uniform materials, colors, and illumination.
- Signs attached to the same façade of a building shall be either horizontally aligned or have the same height and clearance above grade.
- Signs attached to a certain building façade shall maintain a space between them, which is to be determined according to the design of the building facade. No sign shall abut on or overlap another sign.

II. Graphics (Font and logo)

- Fewer words make a more effective message. Use symbols only if they are easily recognizable and avoid using pictures of objects that causes visual clutter.
- The use of limited number of letter sizes and styles in any sign message is strongly encouraged.
- Corporate identification logos and graphic elements are permitted, provided that they meet all other requirements and that their graphic design is compatible with the character of the area and the architecture of the development.

III. Colors

- The number of colors used in any certain sign shall be limited to a few.
- The use of florescent or luminous colors is prohibited.

- Sign colors shall be harmonious with the color of exterior finishes of the building to which the sign belongs.
- Colors used in signs placed at any certain building shall be harmonious with each others. Signs placed at the same building (or block) shall have the same background color. A light background matching the building with dark lettering is best visually.
- Graphic elements of corporate identification, such as logos, shall meet color requirements of this section. In some situations, colors of such graphic elements shall be modified to meet the requirements, such as by reducing color intensity or the number of colors used.

IV. Information

- Any sign shall display its message in Arabic.
- English is encouraged as a second language for sign messages.
- Sign message shall not include any grammatical, spelling, or syntactical mistakes.

V. Material

- Materials used in the construction of permanent signs shall be firm and of high quality. Preferable materials are building materials, such as stone, glazed tiles, glass, stainless steel, and wood.
- Sign materials shall be harmonious with the exterior finishing materials of the building to which the sign belongs.
- All sign construction materials shall be treated in such a manner that normal weathering will not harm, deface, or otherwise affect the sign.
- The use of reflective materials for signs is not permitted, and all sign surfaces shall be treated in a manner that would reduce glare and limit glossiness.
- All glass used in signs shall be shatter resistant, or covered by a shatter-resistant material.
- Signs painted directly on buildings may be permitted on external finishes that would not be damaged by the use of paint. The use of painted signs on stone surfaces or on a large continuous surface of paint is not permitted.
- All signs shall be designed and constructed to withstand wind, seismic, impact, and dead loads, and shall be in accordance with building codes adopted by Greater Municipality of Madaba.
- Fixing details of signs shall be hidden, wherever possible.
- Signs shall be constructed in a manner that all of their components, including their supporting structure, are integrated into a single design and have a neat appearance.
- The back of a single-faced, ground-mounted sign shall be constructed with an external finish that conceals all structural components of the back of the sign.
- All letters, figures, and similar sign message elements shall be safely and securely attached to the sign structure.

VI. Placement:

- No sign shall be placed on a building in a manner that would disfigure or hide any architectural feature or detail, such as windows, doors, cornices, and decorative works.
- No sign shall be placed in a manner that may cause a hazard to public health or safety of pedestrian or vehicular traffic.
- Signs may be located under or above awnings, provided that they are in conformity to the guidelines.
- Signs include the following:
 - Wall sign
 - Projecting sign
 - Window sign
 - Awning sign
 - Freestanding Monument sign

VII. Sign Illumination

- Illumination of signs shall be limited to what is adequate for identification. Illumination shall be of low intensity so as not to interfere with other nearby illuminated signs.
- Sign illumination shall be by means of steady, stationary, shielded light sources directed solely at the sign, or internal to it, without causing glare for motorists, pedestrians, or neighboring premises.
- Signs shall not be illuminated in a manner that interferes with the effectiveness of, or obscures, a traffic sign or signal. Signs shall not employ colors used for traffic signals, i.e. red, yellow, and green.
- Illumination of signs shall not be allowed between 12:00 a.m. and 7:00 a.m., except where a sign indicates an establishment opens to the public during those hours.
- Equipments used for the illumination of signs, such as light fixtures, switches, and wiring, shall be weatherproof unless they are contained in a permanent sealed structure that would keep electrical installations dry at all times.

VIII. Maintenance Requirements

- All sign components, including sign supporting structure, sign substructure, sign face, sign copy, and sign illumination, shall be maintained in a safe condition and free from any defect at all times.
- All signs shall be kept clean and neatly painted, including all metal parts and supports.

IX. Requirements relating to the Protection of Heritage, and Style

- No one may, for the purpose of accommodating a sign or increasing or enhancing the visibility of a sign, damage, trim, or remove trees, shrubs, or other vegetation located within the right-of-way, unless a written permit is obtained from Greater Municipality of Madaba prior to the commencement of such work.
- No one may, for the purpose of accommodating sign damage, reconstruct, or add any part to the building the sign is attached to, unless a written permit is obtained from Greater Municipality of Madaba prior to the commencement of such work.
- For the protection of masonry work of buildings, fixing the signs should not be applied to stone face but to the plaster adjoining the stones.
- No sign shall be placed on a tree.
- No sign shall be painted on rocks or other natural features.

AWNINGS

I. Size

- No awning shall project from the face of the building more than 2.0 meters or less than 0.70 meter.
- No part of the underside of the awning, including awning valances, shall be less than 2.20 meters above the surface of the sidewalk immediately below awning.
- In the situation where a sidewalk accommodates utility poles, traffic signs or signal, or street trees, awning may be required to have more than 0.70 meter setback from the street curb.

II. Design Requirements

- Awnings shall be of a high quality design that reflects the architecture of the building to which they are attached and that complements the streetscape.
- Awnings may be designed in various shapes. However, shed awnings, which consist of flat sloping surfaces, are preferred over convex-shaped awnings, such as domed or vaulted awnings, and over box-shaped awnings. Convex-shaped awnings may be appropriate for building facades with semicircular arches.
- Awnings shall be visually light appearing as temporary features on a building; visually heavy awnings are not permitted.
- Awning design shall respect and be compatible with the scale, proportions, and visual lines determined by the major architectural elements of the building to which awnings are

attached, such as the lines of display windows and lintels. No awning shall dominate the architectural elements of the building to which it is attached.

- Awnings shall not be placed in a manner that would hide architectural features of the building to which they are attached.
- Awnings may be permanent or retractable in the way they may be rolled or folded against the building.
- The view down onto awning roofs or up onto awning ceilings shall be considered in awning design. The roofs and ceilings of awnings shall be of simple forms free of clutter and conduits, and of no exposed structural components.
- Awnings may have signs attached to them provided that those signs meet sign requirements.

III. Colors

- Awning colors shall be harmonious with the colors of the host building and those of adjoining awnings, provided that those awnings comply with the guidelines.
- Awning colors shall be selected so as not to overwhelm or dominate the host building.
- Awnings with bright or glossy colors, or both of them, are prohibited.
- Awning colors that fade by climatic exposure are prohibited.
- Awnings with a single color are highly encouraged.
- Striped awnings with highly contrasting colors, including those used for corporate identity, are not permitted.
- No awning shall be colored in a manner that the whole awning becomes a sign.

IV. Compatibility

- All awnings shall be an integral part of the building to which they belong, in the way they are architecturally compatible with the style, composition, scale, materials, colors, and details of the building.
- Awnings attached to the same building shall consider the use of uniform materials, colors, and forms.
- Awnings attached to the same façade of a building shall have the same projection from the face of the building to which they are attached, and shall have the same height and clearance above grade unless awnings design is subject to a comprehensive design theme that requires other than that.
- Awnings shall complement and unify the streetscape. Awnings attached to any building shall be in harmony with awnings attached to adjoining buildings in terms of design, materials, colors, height, and projection, provided that those adjacent awnings are in conformity to the guidelines.

V. Material

- Awnings shall be constructed of durable, low maintenance materials, such as fabric-covered metal frameworks and wood.
- The erection of masonry awnings is prohibited.
- Awnings shall be constructed of non-reflective materials.
- Awning finishes that fade or are easily damaged by climatic exposure are prohibited.
- Awnings shall be designed and constructed to withstand wind, seismic, impact, and dead loads, and shall be in accordance with building codes adopted by Greater Municipality of Madaba.
- Awnings shall be supported from the building to which they belong. Awning structures shall be well braced and securely fastened to the buildings to which awnings are attached.
- The method of awning attachment to the building shall respect the architectural integrity of the building and shall be compatible with the building design.
- Fixing details of awnings shall be hidden, wherever possible, and all awning components, including their supporting structures, shall be integrated into the design of awning and shall have a neat appearance.

VI. Placement

- Awnings shall be arranged without posts, and shall be suspended from buildings.
- Awnings shall not be placed in locations where they may bar the way of persons seeking to escape from fire or panic in a building, or where they may obstruct the entrance of fire-fighting brigades into a building.
- Awnings shall not interfere with utility poles, street furniture, street trees, or vehicular movement and pedestrian traffic.
- Awnings may be installed along the entire building façade or along all building facades, provided that they comply with the guidelines.
- They are best used on south facing facades for sun protection.

VII. Maintenance Requirements

- All awning components, including supporting structures and finishes shall be maintained in a safe condition and free from any defect at all times.
- All awnings shall be kept clean and neatly painted, including all metal parts and supports.

VIII. Requirements relating to the Protection of Heritage, and Style

- No one may, for the purpose of accommodating an awning damage, trim, or remove trees, shrubs, or other vegetation located within the right-of-way, unless a written permit is obtained from Greater Municipality of Madaba prior to the commencement of such work.
- No one may, for the purpose of accommodating awning damage, reconstruct, or add any part to the building the awning is attached to, unless a written permit is obtained from Greater Municipality of Madaba prior to the commencement of such work.
- No awning shall be attached to a tree.

PAVEMENTS

- Pavements should not be interrupted by external store displays to maintain a continuous pedestrian flow.
- Tiling of the public sidewalk should be unified, where no store owner is allowed to change the tiling of the sidewalk in front of his/her store.

ENTRIES & DOORWAYS

- Doorways to have minimum clear open width of 90cm.
- Any glass doors to contain visual warnings and kick plates. Storefront doors are best recessed from the storefront wall so that customers are shielded from weather upon entering or leaving.
- Storefront doors are best recessed from the storefront wall to define the entrance, and not allow the door to swing towards the street, and shield the customers from weather conditions.
- It is not permitted to cover doorways with signage, interior cases or woodwork.
- It is not permitted to replace glass door panels with any opaque substance or material that would prevent or limit visibility.
- It is not permitted to block doors with merchandise or any other obstruction.

DISPLAY WINDOWS & WINDOW BASES

- Dark tinted or textured glass should be replaced with clear glass when appropriate to increase visibility into the business.
- New windows should be matched with original ones.
- Aluminum or Wooden window frames can be painted non traditionally to add visual variety and interest.
- Window bases should be made of sturdy, easy-to-maintain materials to counter potential wear and tear. Sturdy materials include concrete, hardwoods, metal panels, ceramic tiles, and other masonry materials.

- Maintaining or designing window bases for multiple storefronts in a building should have consistent heights (not elevation) of the bases of the same material.
- Installing window bases no higher than 60cm from the ground.

SHUTTERS

- It is preferred to use open mesh transparent shutters. These will minimize impact on appearance of the building and let light shine onto the street at night, ultimately making it more attractive.
- All shutters are to be fixed internally if possible. If external shutters must be used, it is preferable that they are covered and integrated with sign design.
- Retractable shutters must have their housing box concealed behind the fascia or within the bulkhead or suspended ceiling.
- Shutters must not cover the whole storefront, only glazed or vulnerable areas.
- All shutters are to be finished in a color to complement the storefront.
- If it is hard to replace the old opaque solid shutters, it is then required to maintain them in a proper fashion through repainting and fixing.

BEAUTIFICATION TREATMENT OF EXPOSED AIR CONDITIONING UNITS, ELECTRICAL WIRING, AND OTHER PROTRUDING ELEMENTS.

- All external Air Conditioning Units should be encased with an arabesque like wooden grill or other suitable casing.
- Exposed electrical wiring should be removed and extension of electricity lines will be provided with the rehabilitation of the streets as part of Greater Municipality of Madaba Upgrade plan for Madaba downtown.
- Upper residential floors with balconies and railings should be beautified through repainting and inclusion of flower pots therefore enriching the pedestrian experience.

PUBLIC ART GUIDELINES

DEVELOPMENT OF A PROJECT ART PLAN

A project art plan should be prepared by the developer to address the following:

- Specify the proposed funding, and present a budget for the art.
- Describe how their art project will foster collaboration among artists.
- Identify the art consultant and process of artist selection.
- Indicate the intended site(s), media, and materials of artworks.

ELIGIBLE TYPES OF ARTWORK:

- Any public location within a project, including the street wall, paths and linkages, gardens and grounds, plazas, and opaque large areas of building facades as murals.
- Painting of all media, including portable and permanently affixed works such as murals.
- Sculpture expressed in any material.
- Other visual media including, but not limited to, prints, drawings, stained glass, artistic lighting, calligraphy, mosaics, photography, clay, fiber and textiles, wood, metals, paving, plant materials, crafts or other materials.
- All artwork should preferably reflect the identity of Madaba as a touristic city famous for its crafts and history, through the involvement of local artisans.

LIGHTING

- Exterior artworks should be adequately lit so as to be clearly visible from sidewalks during evening hours.

BUILDING MATERIAL & COLORS

- It is recommended to integrate the existing materials with modern materials, creating a balance of finish and texture, wherein historic materials such as stone, timber and cast iron (if existing in Madaba) can be integrated with lightweight contemporary materials such as stainless steel and glass.
- New additions should be designed so that if the addition were to be removed in the future, the essential form and integrity of the original structure would be unimpaired.

CONCERNING HISTORIC BUILDINGS AND THE ISSUE OF AUTHENTICITY

- Certain historic buildings have been granted protected structure status in respect to their contribution to the environment. Any proposal for works affecting a protected structure must preserve the quality aspects of the historic fabric and ensure that proposed works actively enhance the architectural character of the building.
- Architectural restraint in any new proposal will allow the generic character of the existing building to dominate.
- Any works must be carried out by specialist craftspersons and must ensure that the historic fabric is not damaged in any way.
- Where no original detailing exists a modern solution may be adopted, provided this respects the integrity of the existing building and actively enhances it for sustained use. Note: The use of a reproduction traditional storefront is to be avoided in such a situation unless the elements can be dictated by adjoining buildings or those of a similar age.
- Any original details of quality must not be removed nor covered up.
- Any work is to be reversible.
- All signage is to be kept to a minimum.
- Where no fascia exists, it is normally preferable to use individual lettering mounted directly onto the façade. This should be backlit to prevent further visual clutter.
- Materials and colors must respect the historic environment.
- Regular maintenance is recommended to avoid defects and decay.

MAINTENANCE AND CLEANLINESS

- Buildings with cracked plastered surfaces should be maintained and repainted with matching appropriate colors periodically to ensure an even surface and moisture resistant treatment.
- When original construction materials are not available, care should be taken to match the original thickness, color and texture as closely as possible with available materials.
- Stone surface cleaning should be undertaken by the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage historic building materials should be avoided.
- Waterproofing and graffiti proofing sealers should be used after cleaning and repair.
- Commercial signs to be cleaned regularly by water washing.

LIST OF DRAWINGS

- Drawing 1: Regarding Commercial Signs & Upper Floors Beautification
- Drawing 2: Regarding Awnings on Southern Facades
- Drawing 3: Regarding Excessive Commercial Signs
- Drawing 4: Regarding Treatment of Buildings of Historic Value
- Drawing 5: Regarding Obstructive Outdoor Display
- Drawing 6: Regarding Store Signs & Awnings (placement & size)
- Drawing 7: Regarding Commercial Signs on Historic Buildings
- Drawing 8: Regarding Commercial Signs on Non-Historic Buildings
- Drawing 9: Regarding Commercial Signs on Stores at Curbs and Intersections.