



*Historic lighting fixtures such as the one pictured above add vitality to downtown streets.*

Nighttime lighting promotes the identity of individual businesses, as well as street vitality and security. Restaurants and shops with evening hours, as well as buildings where evening events are scheduled, often need exterior lighting. Even when businesses are closed, effective and attractive display window lighting encourages evening window shoppers who may return during business hours.

### IMPORTANT CONSIDERATIONS...

*Public and landmark buildings are generally more heavily lighted than private commercial structures.*

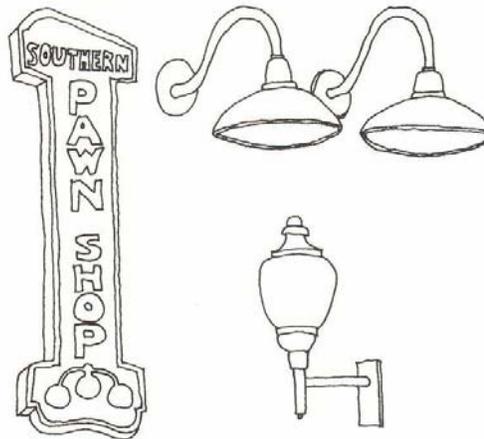
*Lighting can be used to focus attention in the nighttime environment.*

### GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatments are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.

### Retaining Historic Lighting

✓ Retain historic light fixtures that are either original to a building or are part of a later, significant design. Use appropriate techniques for repairing and maintaining historic fixtures.



*Traditional light fixtures and historic illuminated signs enhance the daytime and nighttime character of downtown Roanoke.*

✓ Obtain replacement fixtures of a similar style and size from a salvage supply or antique shop if existing light fixtures are damaged beyond repair, or choose a compatible design from a commercial manufacturer.

✓ Retain existing illuminated signs, particularly neon signs, that are in character and scale with a building's façade or that represent an important element of an overall façade design.

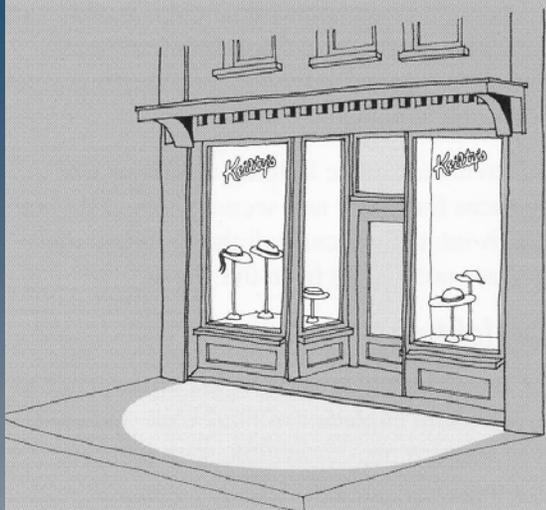
### GUIDELINES FOR COMPATIBLE DESIGN

#### Lighting for Storefronts and Signs

X Do not use storefront light fixtures and other general lighting fixtures unless there is historical evidence of their use and appearance.

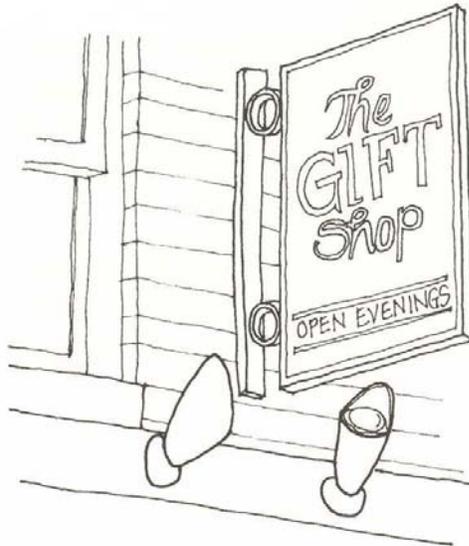
✓ Limit lighting to the interior of display windows for most commercial uses. The storefront may include painted window signs that are not illuminated directly but are

visible by the light from within a store or display window.



*A well-lit window display provides attractive nighttime lighting.*

✓ Use light fixtures that direct light upward and shield the light source from the viewer when providing external illumination for signs. Externally illuminated signs should be used for businesses that are open in the evening, such as restaurants.



*Lighting should be shielded and directed toward a sign to avoid glare.*

✓ Locate new light fixtures and associated wiring in an inconspicuous manner that does not obscure or damage important materials or features of a building's façade.



*The placement and design of this modern lighting fixture are inconspicuous and non-damaging to major building features. Additionally, the compact fluorescent light bulb in this fixture uses substantially less energy than a traditional incandescent bulb.*

✓ Conceal the light source for display windows, signs, and architectural features to avoid glare. Consider:

- recessed ceiling fixtures in display windows,
- angled light fixtures, and
- fixtures with metal shades or baffles.



*Appropriate goose-neck fixtures in the H-1 District.*

✗ Do not use flashing or moving lights.

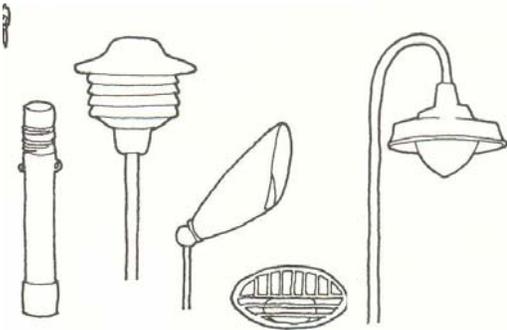


*Neon signs hung inside display windows can add special character to the nighttime environment.*

- ✓ Use light of an appropriate color quality such as incandescent, warm fluorescent, or quartz lighting that preserves the natural daytime colors of objects.
- ✓ Provide adequate lighting to side or rear entrances for safety and security. Avoid the use of high-intensity security lighting unless these areas are not visible from the street.

### Site Lighting

- ✓ Choose light fixtures that are appropriate to the scale and character of landscape and parking areas and that are compatible with adjacent buildings.
- ✓ Use standards and poles that are less than twenty feet in height for general area lighting.
- ✗ Do not use high-intensity security lighting for general area lighting.
- ✓ Control glare by using light fixtures with parabolic reflectors or louvers to direct light downward rather than outward.



*Appropriate site lighting fixtures can make pedestrian areas safer and more attractive, highlight plant materials, or provide general area lighting suitable for parking lots. Directing light downward helps control light pollution.*