



Banners such as the one above can reinforce district character.

Functional elements, such as hardware, light fixtures, and street numbers, often help reinforce a particular architectural style, while other more decorative elements, such as banners, flags, and historical markers, can add interest to a building's façade and vitality to a commercial streetscape.

IMPORTANT CONSIDERATIONS...

Traditional commercial hardware and building accessories are important in reinforcing the building's character or expressing its history.

A building's architectural detailing may suggest design motifs for banners or other accessories that can add vitality to a commercial façade.

GUIDELINES FOR PRESERVATION AND REHABILITATION

- **Recommended** actions or treatment are indicated by ✓.
- Actions or treatments **not recommended** are indicated by X.
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Retaining Important Features

✓ Identify and retain all hardware and decorative elements that are historic or demonstrate quality craftsmanship, such as:

- door handles, locks, and push plates,
- decorative metal grilles, vent covers, or

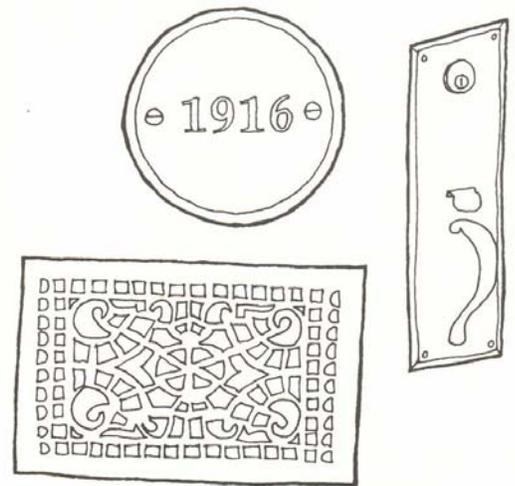
DEFINITIONS

Escutcheon. A protective plate surrounding a keyhole, light switch, door knob, etc.

Pier. A vertical structural support, usually rectangular in shape.

Transom. A window located above a door opening.

- escutcheons,
- distinctive painted or applied street numbers,
- historic or symbolic features of a trade or service (pawnbroker's globes, barber's pole), and
- historical markers.



A variety of historic decorative features characterize Roanoke's commercial buildings.

Repairing Damage

✓ Repair broken hardware whenever possible. When replacement is necessary, look for items of a similar style, size, and material at an antique dealer or salvage yard, or choose a new item that is similar to the original item in material, size, and style.

✓ Keep metal features polished or painted, as appropriate, including steel railings, fire escapes, and ladders.

GUIDELINES FOR COMPATIBLE DESIGNS

✓ Remove or relocate fire escapes and ladders to the least conspicuous side or the rear of a building when possible. Explore opportunities to replace fire escapes with interior fire stairs.

✓ Choose exterior light fixtures that reflect the architectural character of a building's façade. Historical designs may be appropri-

ate if there is documentary evidence of their presence, but avoid using fixtures that give a false historical impression or that are associated with a special theme. (See *Exterior Lighting*.)



Relocation of a fire escape and replacement of altered windows can enhance a building's appearance.

✓ Use painted or applied numerals rather than words to display a building's street address. Street numbers should appear in a visible and traditional location, such as the transom above the storefront door or on the door itself. (See *Signs*.)

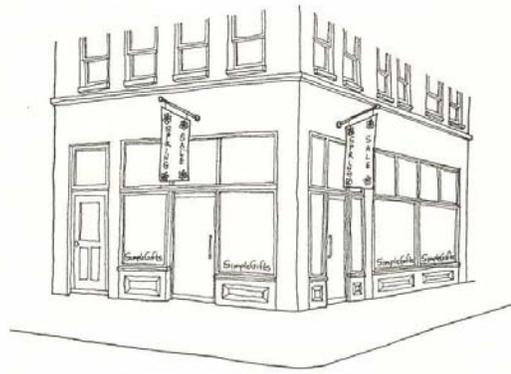
✓ Use banners for special events or as part of a coordinated promotional effort with other downtown merchants to add vitality to the commercial district.

✓ Use individual banners to help express the character of a particular business. Display such banners only so long as they appear neat and clean. A permit from the city is required.

✓ Choose or design a banner that complements the building's appearance and business character. Because they are changeable, banners can adopt seasonal designs or color schemes more effectively than signs.

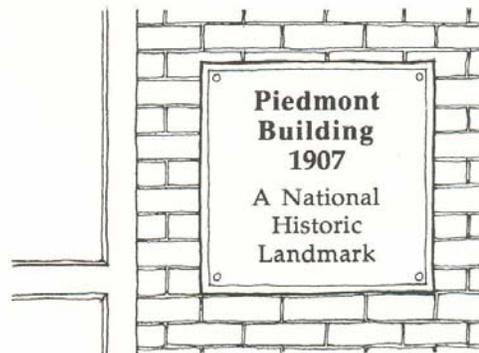
✓ Locate banners above the storefront opening or on a masonry pier, but do not obscure or destroy any important features of the façade. Make sure any mounting hardware will not damage the façade. A banner may be attached to a single horizontal pole at the top, or stretched loosely between top and bottom poles.

✓ Tables and chairs may be appropriate for certain use in the historic district provided that they:



Banners can add seasonal variety and color to an otherwise established storefront.

- are located within 3' of the building,
 - leave 5' of sidewalk for pedestrian use,
 - meet the design guidelines and standards for the types of furniture that can be used, and
 - have a permit issued for their use.
- ✓ Place any historical markers or plaques in an inconspicuous location on the front of a building, such as on a masonry pier. Markers should be of a durable material, such as bronze, and placed where they will not obscure or destroy important features of the façade.



Commemorative plaques are an important way of reminding a community about its architectural heritage.

✓ Avoid using flags unless the building is of a civic or institutional nature.