COMMERCIAL BUILDINGS

GUIDELINES FOR COMMERCIAL BUILDINGS

UPPER FACADE COMPONENTS

Cornice or Parapet
Generally of corbelled brick or pressed sheet metal

Windows
Rectangular & arched windows are both common in commercial areas

STOREFRONT COMPONENTS

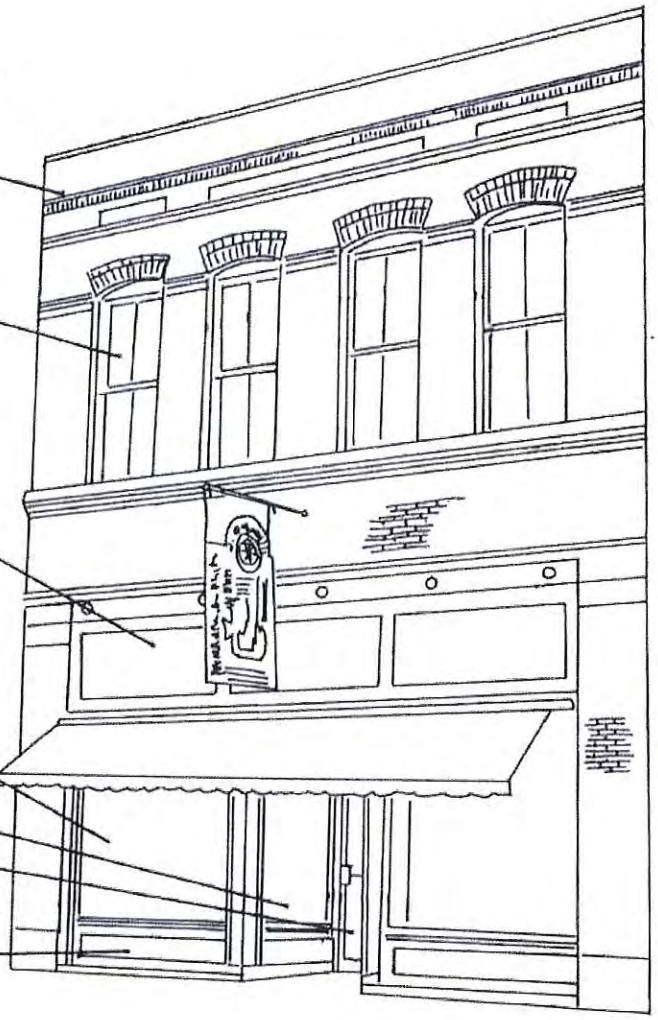
Transom
Rectangular glass lights above the display windows & doors

Display Window(s)
Usually with bulkheads below & transoms above

Entrances
Usually recessed in middle or at side

Door(s)
Both single & double light doors are common

Bulkheads
Panels beneath display windows



Storefronts

Storefronts for existing buildings should be sequenced by the first step - identify, retain and preserve, then, protect and maintain, repair, and lastly replacement.

For new construction, the bottom floor shall be commercial space, maintaining traditional design of transom, recessed entrances or canopy covered entrances, display widows with lower storefront panels. Upper floor shall have historical shaped windows with lintels and the parapet shall be distinctive from lower facade and be decorative with a contrasting cornice interpretation.

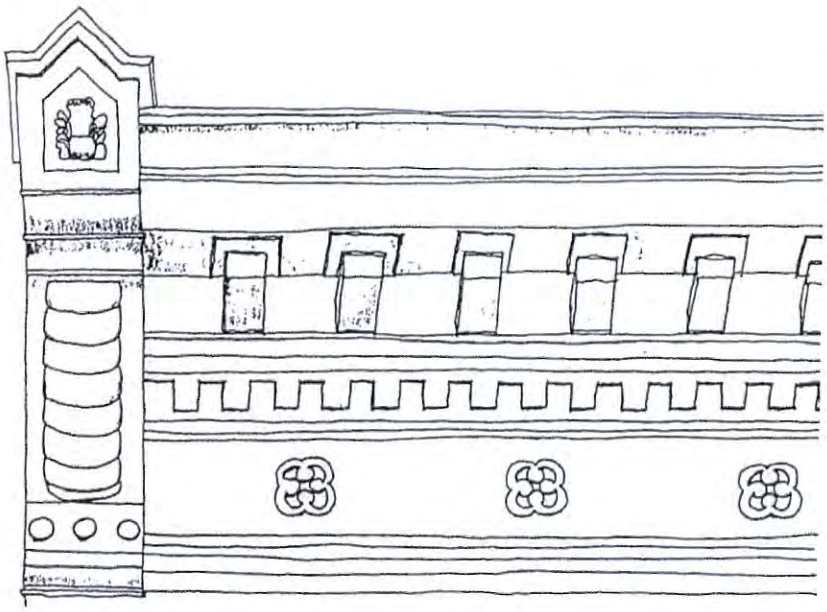
Glazing (windows, display windows, door) shall maintain a __% coverage to front facade and a % coverage allowable on the sided and back facades as per building code applicable. Clear or tinted glass.

Architectural Features

Architectural features or detailing that makes buildings unique including cornices, frieze boards, lintels, awning and overhangs shall be considered in renovation and new constructions. Secondary features as described below that should not be removed or concealed include but are not limited to pilasters (brick or cast iron), bay windows, brick corbelling, terra cotta, sheet metal work, decorative cast concrete, and decorative brackets. Detailing new structures with the above detailing is encouraged in downtown Wheeling.

Cornices

Cornices are located the top of a building. The parapet, or the portion of a building face that stands up higher than the building behind it, is an opportunity for façade design. Cornices include decorative frieze boards, brackets and overhangs at the parapet can be made of wood, fiberglass, or sheet metal.



Examples of Cornices in Wheeling

1001 Main Street
with decorative brackets, frieze board, and overhang

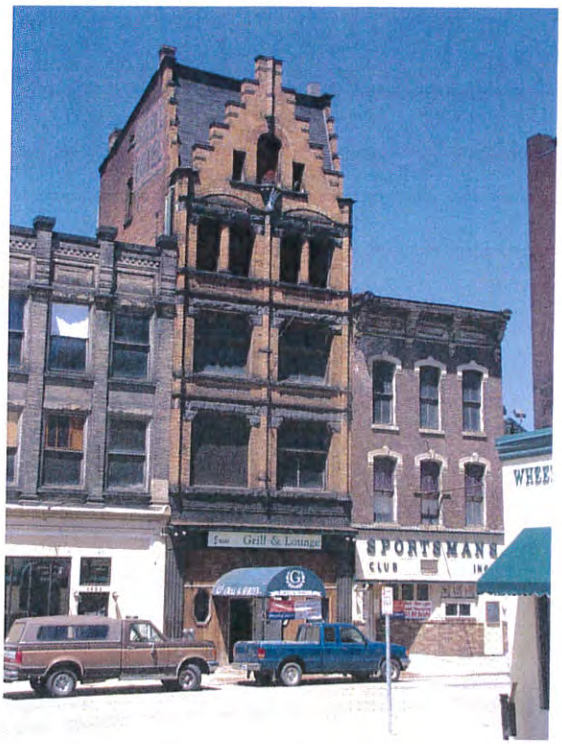
The Capitol Music Hall at 1015 Main Street
with a decorative parapet that is distinctly different from the bottom two floors

The Stone Building at 1032 Main Street
with a stone dental frieze detail and overhang at the cornice

1063 Main Street
uses paint to highlight the parapet / cornice detail

1306 & 1310 Market Street
highlights the cornice with contrasting paint over the raised brick work to define the top of the building

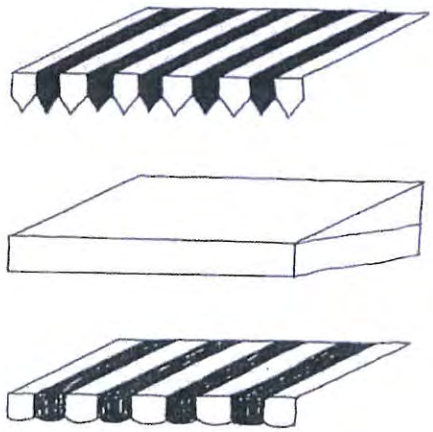
1320 Market Street
this building has a unique parapet with frieze emblem details



1425 Market Street
painted, oversized wooden brackets holding up the 2' overhang at the cornice

Awnings and Overhangs

Retractable or fixed options are appropriate at the first, storefront level or windows above the first level. Traditional materials of canvas are appropriate or other modern shade devices interpreting a historic look are also acceptable. They should fit the opening and not conceal decorative features of the facade. Rectilinear, straight side, shed awnings and arched awnings are options.

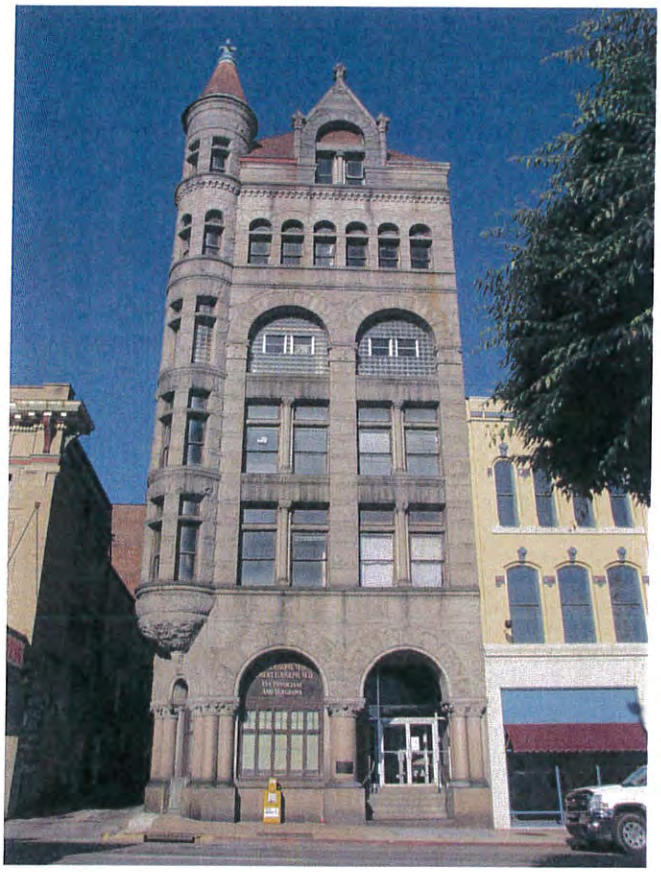


Awning and Overhang examples in Wheeling

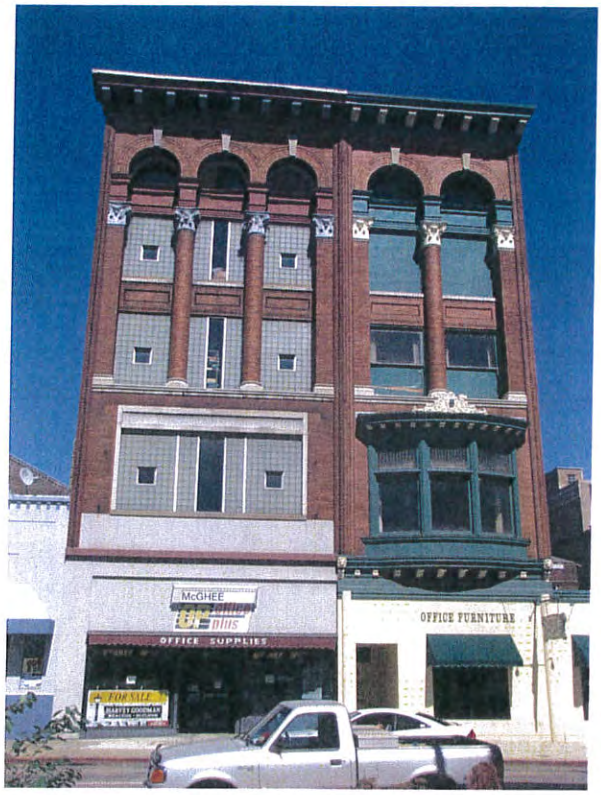
Campetti's at 1302 Market Street

Pilasters and Bay Windows

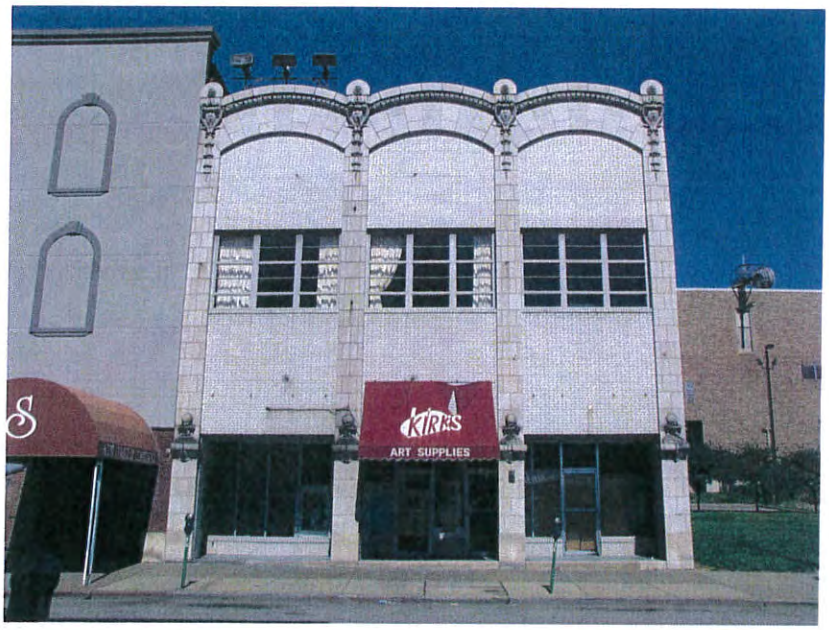
Unique buildings that use the entire height of the façade in the design of its face toward the street include buildings with pilasters designed into their façade, buildings with columns, capitol and base details, buildings that use the entire height to tell their story:



1300 Market

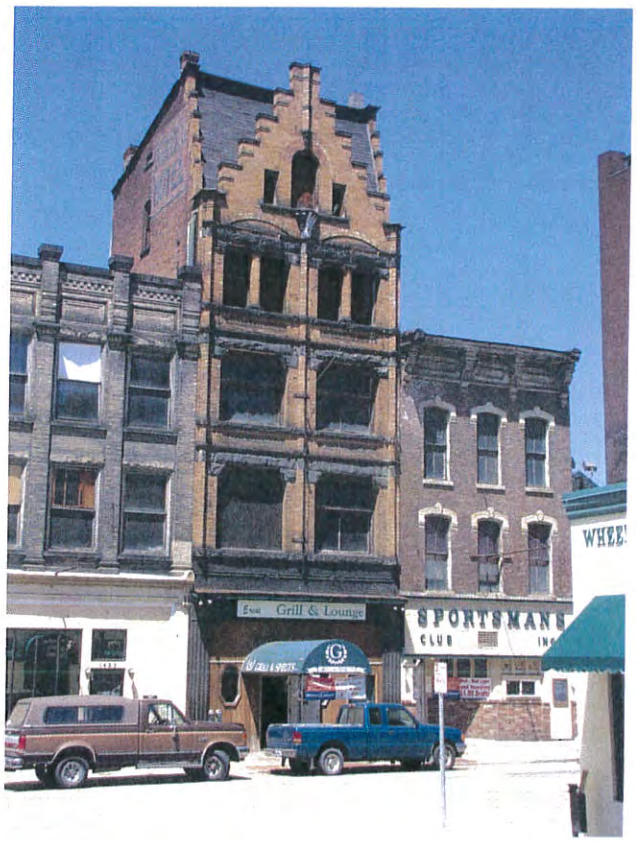


1416 Market



1508 Market

Great facades in this category in need of renovation include:



1429 Market Street