New Commercial Construction-New Buildings

These guidelines encourage the visual compatibility of new construction with the character and quality of the nineteenth and early twentieth century buildings that give the historic district its historic architectural significance and visual character. To that end, the design of a new addition or structure should take into account the context of other buildings surrounding it, as well as the historic and architectural character of the district as a whole. New buildings in Wheeling's commercial areas should be compatible with historic buildings in height, scale, materials, orientation, shape, placement and rhythm and proportion of openings. Compatible means reinforcing typical features that buildings display along the block such as similar massing, proportion, roof forms, materials, window and door sizes and placement, traditional storefront designs, vertical divisions, and some type of termination or cornice at the roofline. Replications are buildings which are constructed to be exact copies of historic commercial building forms or architectural styles. Carved limestone blocks or other traditional means to indicate the year of construction are encouraged.

1. Should be compatible in height with adjacent buildings. In Wheeling's commercial areas, two-to four-story buildings are most acceptable.
2. Should have exterior wall construction of materials consistent with those in the area. Materials such as wood, metal or glass are less appropriate for exterior wall construction.
3. Should be aligned with adjacent buildings along the street and conform to existing setbacks. Most commercial buildings in the downtown area are flush with the sidewalk and setbacks for open space in front of a new building are not advised.
4. Should be of similar width and scale and have similar proportions as adjacent buildings.
5. Should be oriented towards the primary street on which it is sited.
6. Should have roof forms consistent with adjacent buildings.
7. Should have window and storefronts of sizes and proportions consistent with adjacent buildings.
8. Should maintain the traditional separation between storefronts and upper facades. This separation should be in alignment with adjacent buildings.
9. Should have vertical divisions to maintain traditional building widths. This is especially important for large buildings which extend across several lots.
10. Should fill lot area to form a continuous street façade, if feasible.
11. Should have transparent surfaces covering a minimum of 60% of the storefront.
12. Should not incorporate historic styles which pre-date Wheeling such as "Colonial Williamsburg" designs.

New Construction-Additions

Additions to commercial buildings are acceptable so long as they are located at the rear of the building or along a side not readily visible from the street. Rooftop additions are less acceptable buy may be constructed if they are set back from the front of the building and not readily visible from the street. Additions should also be compatible with the original building in scale, proportion, and rhythm of openings and size.

1. Should be at the rear of the building
2. Should be compatible with the original building in scale, proportion, and rhythm of openings and size
3. Should be built as to result in minimal removal of original walls and details from the rear of the building. Try to connect the addition with the original building through existing door or enlarged window openings.
4. Should be of exterior materials similar to the existing building
5. Should not be vertical. Rooftop penthouses and additional stories should not be constructed unless the addition will not be readily visible from the street or other pedestrian viewpoints. Roof additions should be set back from the main façade.

Signs and Graphic Designs

Wheeling's commercial areas displayed a wide variety of signs and sign locations in the late 19th and early 20th century. This variety of design and placement remains appropriate for businesses in the commercial areas.

Important Considerations

- A business sign is the single most important advertising tool for most small businesses.
- Signs are most effective when they are kept simple and easy to read.
- Signs are generally meant to advertise or identify a particular business, not upstage or overwhelm an entire building.

Purpose of Signs

The purpose of a sign is threefold:

To identify a business
To promote merchandise or service
To attract customers inside

The purpose for sign guidelines is to encourage, protect and preserve the historic, architectural and cultural amenities that prevail in the Downtown Historic District. It is the intent of these guidelines to protect property values, create a more attractive business climate and to enhance and protect the physical appearance of the area.

The design of signs within the Historic District must be approached with care. Great importance is placed on the relationship of a sign to the façade on which it is located. A sign must be designed for careful integration with the architectural features and its size and proportions must relate to the fenestration and detailing of the building.

The following signs are not recommended:

- signs which incorporate any manner or flashing, moving, or intermittent lighting, excluding public service signs showing time and temperature;
- any signs which no longer advertise a business or product previously sold, unless it is of cultural, aesthetic or historical significance to the Historic District area;
- portable signs;
- signs erected so as to obstruct any door, window, or fire escape on a building;
- large wall signs painted on the side of buildings which are taller than the surrounding buildings, unless they are of aesthetic or historical significance.

Signs:

1. Should follow regulations subject to the provisions of 9.02 and on table 9-C of the city's zoning ordinance.
2. Should be preserved, maintained, and repaired, especially those from the pre-1945 era, such as painted wall signs or those of metal or neon.
3. Should be of traditional materials such as wood with ornamental copper or bronze letters, if new. Sandblasted wood signs are also appropriate. Plastic substrate signs or signs of unfinished wood are not recommended.
4. Should be sized in proportion to the building and not oversized.
5. Should have concealed lighting, if lit. Spot or up-lit lighting for signs is recommended. Internally lit and flashing signs are not appropriate for the commercial areas.
6. Should resemble logos or symbols for businesses.
7. Should have colors coordinated with overall building colors.
8. Should have traditional lettering such as serif, sans serif, or script lettering.
9. Should be placed at traditional sign locations including storefront belt courses, upper façade walls, hanging or mounted inside windows, or projecting from the face of the building.
10. Should be anchored into mortar, not masonry, if mounting brackets and hardware are used.
11. Should not exceed three different locations (for those that are physically on the building), not counting painted window signs.
12. V-shaped, sandwich signs or free standing sandwich signs may be used up to a maximum size of 2'6" wide and 3'6" tall. They must be removed at close of business day, secured against wind, and maintained in good condition.

Appendix A:

The Secretary of the Interior's Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the buildings and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary,
physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historical materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Appendix B:

Preservation Resource Organizations

The Advisory Council on Historic Preservation, 1100 Pennsylvania Ave., NW, Suite 809, Old Post Office Building, Washington, D.C. 20004. Tel: (202) 606-8503. www.achp.gov

This federal office is responsible by law — the National Historic Preservation Act of 1966 — with determining whether any activity funded or licensed by a federal agency will have an adverse impact upon a property listed on the National Register of Historic Places. Before such a project may go ahead, the effect must be evaluated for the Council by the SHPO (see Maryland Historical Trust) acting as its representative in Maryland. If the SHPO together with the Council determine that the effect may be adverse, it will seek mitigative action

The National Alliance of Preservation Commissions, 325 South Lumpkin Street, Founders Garden House, Athens, GA 30602, (706) 542-4731. www.sed.uga.edu/pso/programs/napc/napc.htm

The Alliance is a membership organization that provides information concerning historic preservation law, local ordinances, design review, and local preservation planning. It maintains a speakers' bureau and periodically publishes the Alliance Newsletter.

The National Center for Preservation Law, 1333 Connecticut Ave., N.W., Suite 300, Washington, D.C. 20036. (202) 338-0392.

The Law Center monitors an active file of legal issues regarding historic preservation law, much of which relates to the design review process. The Center interprets court cases having a direct or related effect upon historic preservation, and addresses other legal subjects in a series of Updates available by subscription.

National Park Service, Heritage Preservation Services, National Center for Cultural Resources, National Park Service, 1201 Eye Street, NW, 2255, Washington, DC, 20005, (202) 513-7270. www.cr.nps.gov/hps/index.htm

The Heritage Preservation Services Division of the Park Service is the federal office responsible for administering the national historic preservation program which includes the National Register of Historic Places, the Historic Preservation Fund, which is allocated directly to each state SHPO, and the rehabilitation tax credit program. For the average owner of a historic property, assistance is provided in the form of technical publications which include the "Preservation Brief" series listed on the following pages. The office is responsible for developing and sharing with the public technical information regarding specific preservation and rehabilitation problems, as well as interpreting The Secretary's Standards. The Park Service also oversees and operates the C&O Canal National Historical Park which, like a long corridor, extends along the Potomac River from Cumberland to Georgetown just north of Washington, D.C.

The National Trust for Historic Preservation, 1785 Massachusetts Avenue, NW, Washington, DC 20036-2117, Tel: (800) 944-6847. www.nationaltrust.org

This private non-profit organization, supported by membership dues, private donations, federal grants and other sources, was chartered by Congress in 1949 to serve as the nation-wide advocate for historic preservation. The Trust publishes a variety of educational and technical assistance publications, and administers several funds offering financial assistance to nonprofit-sponsored rehabilitation projects. The Trust's Mid-Atlantic region, which includes Maryland, is headquartered in Philadelphia. For information of Trust programs and membership, call the regional office listed above or the national headquarters at (202) 673-4000. The National Trust also maintains a Department of Law and Public Policy out of its Washington, D.C. headquarters which provides education and advice regarding preservation law and historic districts, zoning, monitoring and interpretation of preservation litigation, and other preservation issues.

Preservation Alliance of West Virginia, Inc, PO Box 3371, Charleston, WV 25333-3371 Tel: (304) 345-6005. http://pawv.org/

The Preservation Alliance of West Virginia is a statewide grassroots organization supporting historic preservation in the mountain state. Since 1982, the nonprofit PAWV has been working to preserve West Virginia's precious historical resources for the benefit of future generations. The Preservation Alliance of West Virginia keeps offices in Charleston, WV.

Preservation Trades Network, PO Box 151, Burbank, OH 44214-0151. Tel: (866)853-9335, Fax: (866) 853-9336. http://iptw.org/

The Preservation Trades Network (PTN) is a 501(c)3 non-profit membership organization founded to provide education, networking and outreach for the traditional building trades. PTN was established on the principle that conservation of the built environment is fundamentally dependent on the work of skilled people in all of the traditional building trades who preserve, maintain and restore historic buildings, and build architectural heritage for the future.

Appendix C: Technical Assistance Publications

Preservation Briefs Nos. 1-47 are an invaluable series of short manuals prepared by the Preservation Assistance Division of the National Park Service, Department of the Interior. The technical advice contained within the series is especially invaluable for its consistency with the Secretary of the Interior's Standards for Rehabilitation. Copies are available on the National Park Service's website, free of charge, at:
http://www2.cr.nps.gov/tps/briefs/presbhom.htm

#1: Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings
#2: Repointing Mortar Joints in Historic Masonry Buildings
#3: Conserving Energy in Historic Buildings
#4: Roofing for Historic Buildings
#5: The Preservation of Historic Adobe Buildings
#6: Dangers of Abrasive Cleaning to Historic Buildings
#7: The Preservation of Historic Glazed Architectural Terra-Cotta
#8: Aluminum and Vinyl Siding on Historic Buildings
#9: The Repair of Historic Wooden Windows
#10: Exterior Paint Problems on Historic Woodwork
#11: Rehabilitating Historic Storefronts
#12: The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)
#13: The Repair and Thermal Upgrading of Historic Steel Windows
#14: New Exterior Additions to Historic Buildings: Preservation Concerns
#15: Preservation of Historic Concrete: Problems and General Approaches
#16: The Use of Substitute Materials on Historic Building Exteriors
#17: Architectural Character-Identifying the Visual Aspects of Historic Buildings to Preserve Their Character
#18: Rehabilitating Interiors in Historic Buildings - Identifying Character-Defining Elements
#19: The Repair and Replacement of Historic Wooden Shingle Roofs
#20: The Preservation of Historic Barns
#21: Repairing Historic Flat Plaster - Walls and Ceilings
#22: The Preservation and Repair of Historic Stucco
#23: Preserving Historic Ornamental Plaster
#24: Heating, Ventilating, and Cooling Historic Buildings: Problems and Recommended Approaches
#25: The Preservation of Historic Signs
#26: The Preservation and Repair of Historic Log Buildings
#27: The Maintenance and Repair of Architectural Cast Iron
#28: Painting Historic Interiors
#29: The Repair, Replacement, and Maintenance of Historic Slate Roofs
#30: The Preservation and Repair of Historic Clay Tile Roofs
#31: Mothballing Historic Buildings
#32: Making Historic Properties Accessible
#33: The Preservation and Repair of Historic Stained and Leaded Glass
#34: Applied Decoration for Historic Interiors: Preserving Historic Composition Ornament
#35: Understanding Old Buildings: The Process of Architectural Investigation
#36: Protecting Cultural Landscapes: Planning, Treatment, and Landscaping of Historic Landscapes
#37: Appropriate Methods of Reducing Lead Paint Hazards in Historic Housing
#38: Removing Graffiti from Historic Masonry
#39: Holding the Line: Controlling Unwanted Moisture in Historic Buildings
#40: Preserving Historic Ceramic Tile Floors
#41: The Seismic Retrofit of Historic Buildings
#42: The Maintenance, Repair and Replacement of Historic Cast Stone
#43: The Preparation and Use of Historic Structure Reports
#44: The Use of Awnings on Historic Buildings: Repair, Replacement, and New Design
#45: Preserving Historic Wooden Porches
#46: The Preservation and Reuse of Historic Gas Stations
#47: Maintaining the Exterior of Small and Medium Size Historic Buildings

Appendix D:

Glossary of Architectural Terms

A

Art Deco - A style of decorative design, characterized by asymmetry, geometrical forms, and (in interiors) bold colors. Popular in the first quarter of the twentieth century.

Ashlar – Hewn or squared stone, also masonry of such stone; a thin, dressed rectangle of stone for facing walls, also called ashlar veneer.

B

Baluster - An upright, often vase-shaped, support for a rail (e.g., on a stairway or porch).

Balustrade - A series of balusters with a rail.

Band Windows – A horizontal series of uniform windows that appear to have little or no separation between them.

Bargeboard - An ornately curved board attached to the projecting edges of a gable roof; sometimes referred to as verge boards.

Bay Window - An alcove of a room projecting from an outside wall and having its own windows.

Belt Course - A narrow horizontal band projecting from the exterior walls of a building, usually defining the interior floor levels.

Belvedere - A small tower or turret built on the roof of a house for the sake of the view.

Bracket - A support element under eaves, shelves or other overhangs; often more decorative than functional.

Buttress - A projecting structure of masonry or wood for supporting or giving stability to a wall or building.

C

Cantilever - A projecting beam or part of a structure supported only at one end.

Capital - The top decorated member of a column or pilaster crowning the shaft and supporting the entablature.

Casement – A window with sash hung vertically and opening inward or outward.

Castellated - Having battlements or turrets, like a medieval castle.

Chevron - A V-shaped decoration generally used as a continuous molding.

Column - A cylindrical pillar.

Corbelled - Furnished with a bracket or block projecting from the face of a wall to bear weight, generally supporting a cornice, beam, or arch.

Corinthian (order) - The most ornate of the classical orders of architecture: characterized by a slender fluted column with a bell-shaped capital decorated with stylized acanthus leaves.

Cornices - Projecting ornamental molding on top of a building or wall.

Crenellated - Indentions for defense or decoration, as along the top of the lower slopes of a gambrel or mansard roof.

D

Dentils - Small rectangular blocks in a series - like teeth - usually on a molding

Dormer - A vertically set window on a sloping roof; also, the roofed structure housing such a window.

Double-hung Sash Window – A window with two sash, one above the other, arranged to slide vertically past each other.

E

Eaves - The projecting overhang at the lower edge of a roof.

Eclectic - Composed of elements selected or chosen from several sources.

Egg-and-Dart Molding – A decorative molding comprising alternating egg-shaped and dart-shaped motifs.
Elliptical - Shaped like a flattened circle.
Entablature - In classical architecture, the part of a structure between the column capital and the roof or pediment; comprised of the architrave, frieze, and cornice.
Eyebrow Dormer - A small window in an attic story.

F

Facade - The outward architectural features of a structure.
Fanlight - A semicircular or semielliptical window above a door.
Fascia - The flat band or board around the edge of a roof or a part of the entablature.
Fenestration - The arrangement of windows in a wall.
Finial - An ornament at the top of a spire, gable, or pinnacle.

G

Gable - The triangular wall segment at the end of a ridged roof.
Gambrel - A ridged roof with two slopes on each side, the lower slope having the steeper pitch.
Gingerbread - Pierced curvilinear ornament executed with the jig saw or scroll saw, used under the eaves of roof. So called after the sugar frosting on German gingerbread houses.

H

Half-Timbering - A wall construction in which the spaces between members of the timber frame are filled with brick, stone, or other material.
Hipped roof - A roof with four uniformly pitched sides.
Hood molding - A large molding over a window, originally designed to direct water away from the wall; also called a drip molding.

I

Ionic (Order) - An order of classical architecture characterized by a capital with spirals used for ornament.
Iron lace - Decorative, lacy patterns formed in cast iron and used for railing

L

Lancet - A narrow pointed arch.
Leaded glass - Small panes of glass which are held in place with lead strips; the glass may be clear or stained.
Lintel - A beam over an opening in a wall or over two or more pillars.
Loggia - The Italian word for veranda.
Low-relief - Sculpture in which the figures project only slightly from the background (also known as bas-relief).

M

Mansard roof - A roof that has two slopes on all four sides.
Medallion - An oval or circular design or carving.
Modillion - An ornamental bracket or console used in series under the cornice of the Corinthian order and others.
Molding - A continuous decorative band that is either carved into or applied to a surface.
Mullion - A vertical member separating (and often supporting) windows, doors, or panels set in a series.

N

Neoclassic - A revival or adaptation of a classic style of architecture.

O

Order - Any of several specific styles of classical and Renaissance architecture characterized by the type of column used (e.g., Doric, Ionic, Corinthian, Composite, Tuscan).
Oriel - A large bay window, usually supported by a corbel or bracket.

P

Palladian window - A three-part window opening with a large arched central light and flanking rectangular side lights.
Parapet – A low, solid, protective wall or railing along the edge of a roof or balcony.
Pediment - A wide, low pitched gable surmounting the facade of a building in a classical style; also, any similar triangular crowning element used over doors, windows, and niches.
Pilaster - A shallow column attached to a wall.
Pitch - The angle of slope.
Porte cochere - A large covered entrance porch through which vehicles can drive.
Portico - A large porch having a roof, often with a pediment supported by columns or pillars.
Pressed metal - Thin sheets of metal molded into decorative designs and used to cover interior walls and ceilings

Q

Quoin - Units of stone or brick used to accentuate the corners of a building.

R

Reveal - The vertical side of a door or window opening between the frame and the wall surface.
Rustication - Masonry cut in massive blocks separated from each other by deep joints.

S

Sash - A frame in which the panes of a window are set.
Setback - An architectural expedient in which the upper stories of a tall building are stepped back from the lower stories, designed to permit more light to reach street level. Also, the line drawn parallel to the street or lot line and at the required depth as defined in the municipal zoning ordinance.
Shaft - The main part of a column between the base and the capital.
Sidelight - Narrow windows on either side of a door to admit light below and above windows between the continuous vertical piers.
Stained glass – Colored glass.

T

Terra-cotta - A fine-grained, brown-red fired clay used for roof tiles and decoration.
Tracery - The cured mullions or bars of a stone-framed window. Also, ornamental work of pierced patterns in or on a screen or window.
Transom - A narrow horizontal window over a door or part of a door.
Turret - A small, slender tower usually at the corner of a building.

V

Veranda - A roofed open gallery or porch.
Verge board - See bargeboard.

W

Wattle and daub - A method of construction with thin branches (wattles) plastered over with clay mud (daub).
Weatherboard - Clapboard; wooden siding.

Glossary taken from the following source:
Poppeliers, John, et al. What Style is it? (Washington, D.C.; The Preservation Press)