

PRESERVATION  
DESIGN REVIEW GUIDELINES

North Wheeling Historic District

*Adopted August 2021*

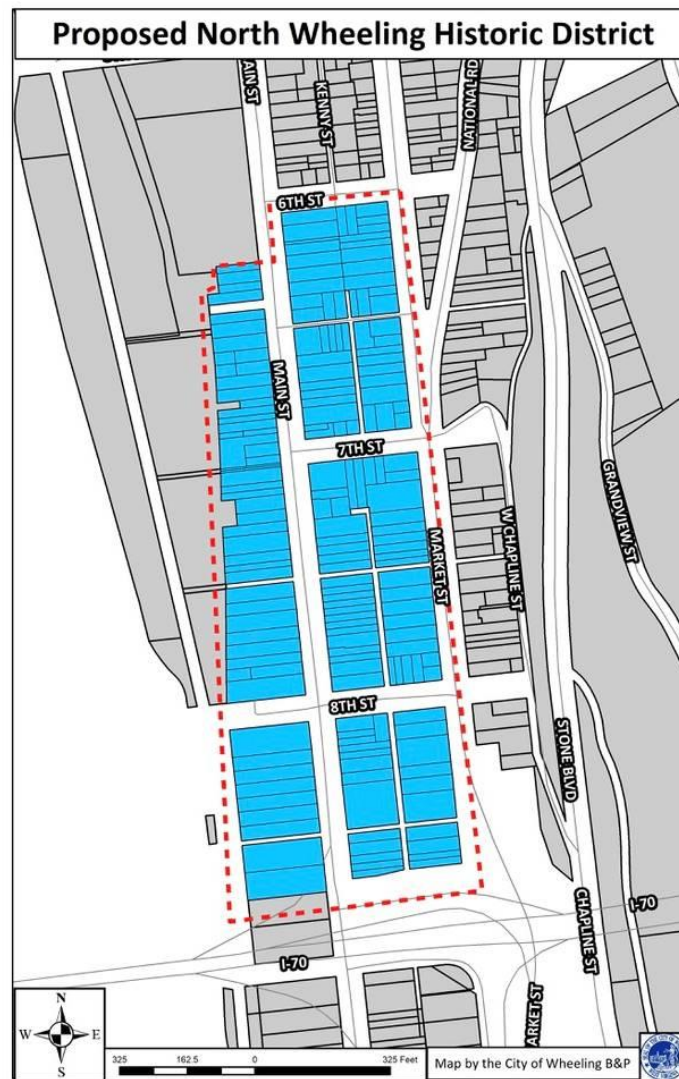
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## Introduction

The main purpose of the Preservation Design Review Guidelines is to provide guidance for property owners to make exterior repairs, restorations, renovations, or changes to their existing properties, including constructing new properties, while maintaining or preserving the historical and architectural integrity of the properties within the North Wheeling Historic District. These guidelines are applicable to all existing and future residential, rental and commercial properties within the district. Compliance to the guidelines is the responsibility of all property owners as well as rental property tenants. In the case of rental property, it is encouraged that reference to the Preservation Design Review Guidelines be included in the lease so that tenants as well as the property owners are aware of their existence and the requirement to abide by them.

The part of the North Wheeling Historic District to be included as a Preservation Design Review District includes both sides of Main Street and the west side of Market Street from the Interstate ramp north to and including the south side of 6<sup>th</sup> Street, and both sides of Main Street Terrace, 7<sup>th</sup> and 8<sup>th</sup> Streets between Main and Market, as shown in the following map.



The City of Wheeling Historic Landmarks Commission (hereafter referred to in this document as HLC) administers the guidelines for the North Wheeling Historic District and emphasizes repairs and improvements that are consistent with the Secretary of the Interior's Standards for Rehabilitation. (See Appendix A). The HLC's guidelines are tailored to the building types found in the North Wheeling Historic District. The Secretary of the Interior's Standards define rehabilitation as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

The historic character of a property should be retained as much as possible. Typically, the period of greatest historical significance or aesthetic integrity is chosen for preservation. Efforts to restore are preferred over alternative replacement.

### **North Wheeling Historic District**

The North Wheeling Historic District lies just north of the Interstate 70 overpass and east of the Ohio River, comprising several blocks of northern Wheeling, once referred to as "Old Town." Most of the district is comprised of mid-to-late-nineteenth-century residential buildings, with a few antebellum houses interspersed. Today, the majority of these buildings have been converted to housing for one or more families, yet the Victorian detailing remains to provide the architectural continuity that makes the city of Wheeling unique in West Virginia.

North Wheeling was once the location of several early industries such as iron foundries, boat and steam engine manufacturing, a glass works, and the Wheeling Water Works. The North Wheeling Glass Works, for example, founded by four Sweeney brothers in 1831, established a small iron foundry in North Wheeling. More than 30 families accompanied the Sweeneys when they came to Wheeling from Pittsburgh where the men worked in the foundry and nearby glass works.

Another early development occurred in North Wheeling when the Wheeling water system was designed, built, and put into operation in 1834. This system actually predated similar water works in New York City and Boston. Although not as sophisticated, it supplied raw, unfiltered water to city customers from a reservoir that was filled by a steam-powered pump. Water was delivered by means of cast iron pipes – an improvement over wooden pipes/hollow logs that were used in other cities' early water systems. The cast iron was available because of the numerous foundries in the Wheeling area. The water works was located in the district, with the pump house located at the foot of 8<sup>th</sup> Street and the reservoir located between 7<sup>th</sup> and 8<sup>th</sup> Streets just east of Lane C.

The industries and buildings that housed them are gone now, however the architecture extant in the district displays the homes and commercial buildings of those who built, ran, and serviced the industries. Except for a few small frame houses, the buildings in the district are brick with stone foundations. Several architectural styles are represented, including Italianate, Greek

Revival, Queen Anne, Romanesque, eclectic, and vernacular.

Decorative elements consist of stone, metal, wood, and terra cotta. Almost all structures are fitted with cornices of metal or wood, and the Italianate style buildings have elaborate window and door hoods.

When the three Zane brothers first arrived in Wheeling, Jonathan Zane established his first homestead on what is now the east side of Main Street near the corner of 8<sup>th</sup> Street. In 1787, the same year that Wheeling became the county seat of Ohio County, he established an addition of 140 acres that ran from the present 5<sup>th</sup> to 7<sup>th</sup> Streets. The Zane's were soon joined by other pioneering families who were attracted to the beautiful Ohio River frontier, and the "Old Town" neighborhood continued to grow and prosper.

The National Road was completed to Wheeling in 1818, bringing with it a steady stream of settlers moving into the Ohio and Kentucky country and beyond. Wheeling's position on both the National Road and the Ohio River resulted in the town becoming as important commercially as it had been militarily during frontier times. The National Road entered Wheeling across Wheeling Hill onto 7<sup>th</sup> Street in the district and followed Main Street south. Thus, the Main and Market Street areas became commercial streets to serve incoming travelers. The original buildings, such as stores and taverns, liveries, blacksmith shops, etc., have vanished, except for a building what is believed to have been built on the foundation of an early tavern (711 Main Street).

North Wheeling grew steadily in population through the turn of the twentieth century, and the extant architecture of the area represents the stylistic evolution that occurred in Wheeling as economic conditions changed for the citizens and entrepreneurs who lived in the district.

### **Guideline Application, Process Description and Compliance Enforcement**

As stated in the introduction, these guidelines are applicable to all existing and future residential, rental and commercial properties within the North Wheeling Historic District. It is to be noted that features existing prior to the formal implementation date of these guidelines are grandfathered and require no change. The guidelines are administered by the HLC and compliance to the guidelines is the responsibility of all property owners as well as rental property tenants.

HLC guidelines pertain to facades only and must be followed for any facade changes or additions that are visible from the primary street, as detailed in this document. All exterior changes are subject to review and approval by the HLC, however changes visible from secondary streets and alleys may be given more leniency than those visible from the primary street. HLC guidelines will not be applied to interior changes or additions, although all property owners are urged to preserve the historical integrity of interiors.

It is best to begin Preservation Design Review process as the concept for any exterior change or addition or any significant renovation or restoration project is being developed. In order to avoid unnecessary misunderstandings, project delays or expenses, it is imperative that the property owner determines and confirms the guideline applicability requirements prior to developing the concept for the project being undertaken and initiates communication with North Wheeling neighbors and the HLC regarding the proposed project.

With regards to determining application of the guidelines, copies of the North Wheeling Preservation Design Guidelines are available by request to any Victorian Old Town Association (VOTA) officer via the VOTA Facebook page or directly through the HLC. Questions of clarification or confirmation of applicability should be directed to the HLC (See Appendix C).

Initiating dialog with the North Wheeling neighbors regarding the planned work is strongly recommended in order to avoid misunderstandings. It can simply be done through direct dialog with the immediate neighbors on both sides of the property and, if applicable, across the street. In addition, the planned work can be reviewed with VOTA officers or even presented at one of the monthly VOTA meetings. An additional benefit of reviewing projects with VOTA members is that useful information regarding the use and sources of new building or renovation materials, contractors and general insight to experiences can be gained.

Most important however is to review the planned work with the HLC. This can be a courtesy in some cases for very minor and straightforward exterior work. In some cases though, this may be a requirement as specified in the Preservation Design Review Guidelines and may involve multiple reviews.

The ultimate responsibility for compliance enforcement lies with the HLC. A three-phase approach is utilized. The first phase is avoidance of non-compliance. The review of the project with VOTA can be considered one measure to avoid non-compliance. However, VOTA's responsibility ends there. The city's construction permit process is their measure to avoid non-compliance. Once Preservation Design Review Guidelines are in place for the district, any application for a construction permit within the North Wheeling Historic District will be flagged and the planned work will be compared to the guidelines for a check on compliance. Should a project be undertaken without utilizing the construction permit process and the visible changes are non-compliant, the second phase of the compliance enforcement process will be undertaken. The HLC will request the property owner to appear for them in-person with the intention to reach resolution to the non-compliance situation. Should the property owner not appear or resolution not be reached, the third phase of compliance enforcement will be invoked. This is Wheeling City Code 173.10 (Ord. 9488, passed on 8-22-89) which gives the HLC the right address the non-compliance issue in the court of law.

These Preservation Design Review Guidelines do not address requirements set forth by the City of Wheeling such as Construction Permits, Zoning, City Codes or Ordinances.

## **Residential Guidelines**

### **Roofs**

There are a variety of roofing styles and materials used throughout the North Wheeling Historic District, including slate roofs. It is recommended that property owners with slate roofs make every attempt to maintain existing slate roof, particularly on a mansard roof. If it is necessary for a property owner to replace an existing slate roof with materials other than slate, simulated materials should be used that match in color and character to the original material. The design of all properties in the North Wheeling Historic District should be considered when choosing roofing material. All roofing materials and colors used require approval by the HLC.

Installation of skylights and solar panels may be approved, providing they are not visible from the primary streets. Visible alteration of roof contours by removing chimneys or by the construction of dormers, other window openings, turrets, skylights, or vents is not permitted without HLC review. In the event that it is necessary to install mechanical equipment on a roof within the historic district, such equipment must be placed so that it is inconspicuous from the sidewalk and street. Any alteration of a roof requires approval by the HLC.

Wood cornices that conceal box gutters are important components of the facades of properties in the North Wheeling Historic District. Property owners are strongly encouraged to retain wood cornices and box gutters rather than replacing them with modern gutters. Property owners considering work of this type must review their restoration plans with the HLC.

Conjectural use of wrought iron cresting and finials is not recommended. Property owners considering either of these options should review their restoration plans with the HLC.

### **Masonry**

Retention of exterior wall surfaces is an important part of preservation of the North Wheeling Historic District. The HLC is unlikely to approve installation of any simulated materials on the front or public facade of any structure in the North Wheeling Historic District, including stucco, aluminum or vinyl siding, stone, brick veneer, or any other surface material that was unavailable or unlikely to be used at the time of construction. The HLC may consider use of simulated materials on cornices and their returns when the work can be demonstrated to duplicate the original details and appearance.

Property owners in the North Wheeling Historic District must request HLC approval to remove historic masonry, or to make changes that alter or diminish the character of historic masonry. Any repairs to historic masonry should be made using material that matches the original masonry as closely as possible in color, size, and texture.

Painting of unpainted masonry facades is not permitted. Repainting a facade that is already painted is permitted. Removing paint from a masonry facade that has previously been painted may be considered if the structure was not historically painted, and if removal can be

accomplished without damaging the masonry.

### **Wood Trim**

Preservation and retention of ornamental wood is essential to the integrity of the North Wheeling Historic District. Protecting ornamental wood from water damage will eliminate the need for most repairs. It is important to keep ornamental wood painted and to take any other necessary measures to keep water from accumulating. These measures include maintenance and cleaning of gutters and downspouts, proper flashing, and removal or preventing growth of ivy.

Discretionary removal or alteration of any exterior wood trim should be avoided. If deterioration of exterior wood has progressed to the point that removal of a deteriorated section is the only feasible response, work should not include removal of other trim that is in better condition and can be retained. Any trim that must be removed must not be replaced with trim that is modern in appearance or otherwise does not match the historic ornamentation. Any new wood ornamentation must duplicate the old ornamentation as closely as possible.

Conjectural application of exterior wood, that is not documented, including "gingerbread" and colonial-era ornamentation, is not permitted. Property owners must ensure that any wood trim to be installed matches the original trim in the same site as closely as possible. Property owners considering work of this type must review their restoration plans with the HLC.

### **Metal Trim**

Metal exterior trim, also known as architectural metal, in the North Wheeling Historic District includes pressed tin cornices, friezes, and other metal ornamentation. It is important to ensure that water does not stand or accumulate in a way that will cause corrosion of architectural metals. Identifying the type of metal used in an architectural feature is also important in its preservation. The type of metal will determine whether cleaning is appropriate, the method of cleaning, if any, and whether painting is appropriate.

Discretionary removal or alteration of any architectural metal should be avoided. If deterioration of architectural metal progresses to the point that removal of a deteriorated section is the only feasible response, work should not include removal of any metal trim that is in better condition and can be retained. Any architectural metal that must be removed should not be replaced with metal trim or other trim that is modern in appearance or otherwise does not match the historic ornamentation. Any new architectural metal should duplicate the old ornamentation as closely as possible.

Conjectural application which is not documented of exterior architectural metal is not recommended. Property owners considering work of this type should review their restoration plans with the HLC.



## **Windows**

Maintenance of windows, including painting sashes and replacing broken glazing, helps prevent the need to repair and replace window sashes. It is almost always advisable for aesthetic and financial reasons to attempt to repair historic windows before resorting to replacement.

Replacement of windows must be approved by the HLC. If replacement is deemed necessary, the property owner must submit a request, along with the specifications of the replacement window, for consideration.

On all facades visible from a primary street, the HLC will not approve creation of new window openings and eliminating existing historical window openings. Property owners may not reduce, expand, or otherwise change the size or shape of historic window openings. Prohibited reduction of window openings includes use of brick, wood, or any other material to reduce opening size. Deteriorated sashes and glazing should be repaired when possible; replacement should be in kind, replicating materials and pane configuration.

The HLC may approve installation of stained or leaded glass windows and iron security grills of a simple nature.

Exterior window shutters should only be installed where historical evidence such as photographs or remaining hardware documents their previous use. Exterior shutters constructed of aluminum and vinyl are not permitted, neither are those which do not match the size and shape of the openings they flank.

Cellar windows should be preserved; eliminating cellar windows and use of glass block are not recommended. Some property owners with concerns about home security have chosen to install interior horizontal iron bars behind original operable cellar windows, creating a barrier that is not visible from the street.

Exterior storm windows should not be applied to the primary-street-facing facades of properties in the North Wheeling Historic District; interior use is acceptable. Installation of storm windows and screens constructed of a narrow frame, and the same color as the adjoining trim, may be acceptable on the facade; providing, when installed, they will not alter the visual effect of the window openings.

Window selection must be approved by the HLC.

## **Entrances**

### ***Doors***

Original doors should be preserved and repaired whenever possible. If it is impossible to retain an original door, a replacement door should match the original as closely as possible in panel configuration, trim profile, and any other ornamentation. It is not acceptable to replace double doors with a single door. Doors and transoms should also be retained in their original size and configuration.

Storm doors, if necessary, should be made of wood. Use of aluminum storm doors is not recommended.

HLC staff may approve iron security doors of a simple nature. Staff approval may also be given for installation on visible side facades for storm doors constructed of a narrow frame and of the same color as the adjoining trim and which, when installed, will not alter the visual effect of the openings.

### ***Porches***

Houses in the North Wheeling Historic District were typically built without front porches, like many other middle-class urban residences constructed in the last decades of the nineteenth century. Addition of a front porch to a house that was constructed without one is not appropriate.

### ***Steps***

Properties in the North Wheeling Historic District were constructed with front steps of cut stone. These steps contribute to the integrity of the houses to which they lead and should be retained wherever possible. Discretionary removal of cut stone front steps and replacement with steps constructed with concrete or other materials is not recommended and requires approval by the HLC.

### ***Light Fixtures***

Exterior light fixtures must be appropriate to the period.

### ***Canopies and Awnings***

Canopies and awnings must be approved by HLC.

### **Curbing, Walls, Fences, Trees**

District properties include stone walls, stone curbing, iron fences and gates. North Wheeling property owners should retain these existing elements and are responsible for their maintenance. Removal of these features requires HLC review and approval

No approval is required for simple landscaping such as flowers and shrubs. However, HLC approval is necessary before planting trees between the street and the front facade. If approval should be given for tree planting, the property owner is responsible for maintaining the tree for the life of the tree. Visible decks, porches, garbage cans, storage bins, garages, playhouses, fences, and satellite dishes require HLC approval and may also be subject to City Ordinances.

### **Utility Service and Mechanical Units**

Ideally, utility meters should be located indoors so they do not distract from the appearance of the property. If it is deemed necessary that a utility meter must be relocated outdoors, the preferred location is at the rear or the side of the property. Installation along the primary-street-facing facade must be approved by the HLC. (See Appendix C for additional information on utility meters.)

The installation of a new central air conditioning (A/C) system or replacement of an existing system requires the outdoor, ground-level installation of the condenser coil unit or other related mechanical equipment to be located at the rear or side of the property and not along the primary-street-facing facade. If the condenser coil unit or other mechanical equipment is to be placed on the roof, it must be placed so that it is inconspicuous from the sidewalk and primary street.

Window A/C units, permanent or temporary, should not be installed in the primary-street-facing windows of properties in the North Wheeling Historic District. Circumstances requiring a window A/C unit to be placed in a primary-street-facing window must be made in agreement with the HLC and must have provision to direct the condensate from the A/C unit away from the sidewalk using a small diameter piping system that does not detract from the aesthetics of the property facade. (i.e., routing and color).

Solar panels must be placed so they are not visible from a primary street. Exceptions must be approved by the HLC.

### **Paint Colors**

A range of historic paint colors that were used during the prominence of North Wheeling's development are available and are recommended. Paint suppliers have sample palettes of appropriate historic colors.

### **New Construction/Infill**

The HLC must review proposals for any new construction in the North Wheeling Historic District to ensure compatibility with existing buildings. Criteria for review of proposed new construction will include proposed setback, height, scale, massing, and proportion of window openings.

### **Additions or Alterations**

All proposed additions or alterations to structures in the North Wheeling Historic District must be reviewed and approved by the HLC.

### **Demolition**

There shall be a presumption toward retaining all existing buildings within the North Wheeling Historic District, and every effort will be made to do so. A Certificate of Appropriateness application for demolition must be prepared and submitted for approval by the HLC prior to the demolition of any property in the district. Demolition shall only be permitted if and when all requirements listed below are satisfied.

- True economic hardship must be proven. (See Appendix B)

- If an applicant's request for permission to demolish a structure or part of a structure is based upon structural instability or advanced deterioration, a technical report prepared by an architect or professional engineer registered in West Virginia shall be submitted, detailing the nature and extent of the specific problems, and providing reasonably accurate cost estimates for their correction.

A Certificate of Appropriateness application for the demolition of existing structures shall be accompanied by complete plans for the new development proposed on the site, together with a timetable and a budget for the demolition and the reconstruction as well as satisfactory evidence that adequate financing is available.

## Commercial Guidelines

All guidelines for residential buildings in the North Wheeling District apply to commercial buildings, with the following exceptions and additions.

### **Storefronts**

Storefronts for existing buildings should be retained and preserved when possible, then protected and maintained, repaired, and lastly replaced.

For new construction, the bottom floor should be commercial space, maintaining traditional design of transom, recessed entrances or canopy-covered entrances, display windows with lower storefront panels. Upper floors 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 percent coverage to front facade and a percent coverage allowable on the sided and back facades as per building code applicable.

### **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.

### **Display Windows and Bulkheads**

Original display windows and bulkheads should be preserved, maintained, or repaired. Bulkheads, also known as kick plates, are the lower panels on which the display windows rest. Original bulkhead materials can include wood, tile, marble, and brick. Original bulkheads should be preserved, maintained, or repaired and not altered or removed.

Display Windows:

1. Should match the original in location, design, size, configuration, and materials.
2. Should be replaced with traditionally scaled windows if the original windows are missing and the original design is unknown. Traditionally scaled windows have large glass lights and few structural divisions.
3. Should have mullions or framing of wood, copper, or bronze metal, and be similar in size and shape to the original design.
4. Should be clear glass, not tinted glass. Interior shades or blinds should be utilized for privacy.

Bulkheads:

Should be replaced with traditional rectangular designs if the original bulkheads are missing. Replacement may be of wood or brick panels. Avoid materials such as glass blocks or metal.

## **Entrances**

Original storefront and side entrances should be preserved, maintained, or repaired in their entrance design, materials, and arrangement whether recessed or flush with the sidewalk. Entrances should also be designed to be accessible for those with disabilities. Recessed entries, where original, should be kept that way or redesigned to have a recessed entry where possible. Preserve the proportions of the original door opening. Whenever possible, reconstruct original doors.

### **Doors:**

1. Should be retained and repaired with materials to match the original. Doors added to storefronts should be replaced with doors to match the original in design and materials. Solid wood doors should not be installed on storefronts.
2. Should be replaced with plain wood doors in a single light (glass area) design if the original door design is unknown. Solid paneled doors, decorative doors, or any kind of door based upon a different historical period or architectural style is generally not acceptable on storefronts.
3. Should be of wood and glass design if new doors are required. However, metal with a dark or bronze anodized finish and with a wide stile may be substituted. Raw aluminum or other silver-colored metals are not appropriate.
4. Original doors should be preserved and repaired whenever possible. If it is impossible to retain an original door, a replacement door should match the original as closely as possible in panel configuration, trim profile, and any other ornamentation. It is not acceptable to replace double doors with a single door. Transoms should also be retained in their original configuration.
5. Storm doors, if necessary, should be made of wood. Use of aluminum storm doors is not recommended.
6. HLC staff may approve iron security doors of a simple nature. Staff approval may also be given for installation on visible side facades for storm doors constructed of a narrow frame and of the same color as the adjoining trim and which, when installed, will not alter the visual effect of the openings

## **Lighting**

Light fixtures for commercial buildings should be as simple as possible and mounted where they will be partially or completely hidden. Original light fixtures should be preserved, maintained, and repaired. The installation of new lighting conduits and fixtures shall not obscure or damage any significant architectural feature.

1. Lights should be simple in design and/or concealed. Concealed up-lit light fixtures, fixtures of simple design, or fixtures appropriate to the period of the building are encouraged.
2. Lighting conduits and wiring shall be internal or otherwise not visible from the exterior of the building.
3. External light fixtures shall illuminate only the storefront and/or ground story signs.
4. The number and size of light fixtures shall be modest and proportional with the scale of the storefront.
5. The design and placement of light fixtures shall relate to the storefront and complement or not diminish the architectural style and detail of the building.

6. Fluorescent and high intensity light shall be permitted only if the source of light is concealed and shielded.
7. Recessed soffit light fixtures and decorative pendant fixtures shall be permitted within the soffits of recessed storefront entranceways provided that the installation of such fixtures does not cause damage to historic stone or metal lintels.

### **New Commercial Construction**

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 North 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.

Any new commercial buildings:

1. Should be compatible in height with adjacent buildings. 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 this district 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 that 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 Commercial 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 but 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.

A new commercial addition:

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, with efforts 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 19<sup>th</sup> and early 20<sup>th</sup> century. This variety of design and placement remains appropriate for businesses in the commercial areas.

Approval from the HLC is required for installation of all signs. No HLC or staff approval is required for the removal of signs. No HLC or staff approval is required for temporary yard signs or banners.

#### **Important Considerations**

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

The purpose of sign guidelines is to encourage, protect, and preserve the historic, architectural and cultural amenities that prevail in the North Wheeling 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 North Wheeling 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:

1. Signs that incorporate any manner of flashing, moving, or intermittent lighting, excluding public service signs showing time and temperature;
2. Any signs that no longer advertise a business or product previously sold, unless it is of cultural, aesthetic or historical significance to the North Wheeling Historic District;
3. Portable signs;
4. Signs erected so as to obstruct any door, window, or fire escape on a building;
5. Large wall signs painted on the side of buildings that are taller than the surrounding buildings, unless they are of aesthetic or historical significance.

Signs:

1. Should follow regulations subject to the provisions of Article 1359 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: Secretary of the Interior's Standards for Rehabilitation**

1. A property shall be used for a historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alterations 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 historic 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: Determination of Economic Hardship**

All Certificate of Appropriateness applications for demolition shall contain a Statement of Economic Hardship. A determination of economic hardship will be made solely through the HLC. Under the HLC discretion, the determination of economic hardship may require the following:

1. A public hearing concerning the application at which any person may testify concerning economic hardship.
2. Solicitation of expert testimony or requirement that the applicant provide information - such as statement of structural soundness of the building and its suitability for rehabilitation, a cost estimate comparison for demolition, new construction and rehabilitation and/or financial information (such as purchase price, assessed value, remaining mortgage, real estate taxes, income generation) - in order to render a decision regarding economic hardship.

## **APPENDIX C: Additional Information/Contacts**

### **Utility Meters:**

A number of properties within the North Wheeling Historic District have electric and/or natural gas meters located indoors. In order to facilitate utility meter reading and servicing, both American Electric Power (AEP) and Mountaineer Gas Company are currently working towards relocating indoor meters to an outdoor location as opportunities present themselves -typically as part of a significant property renovation project. Although neither AEP nor Mountaineer Gas Company can “grandfather” the location of indoor utility meters, both are willing to consider allowing the utility meter to remain indoors on a case-by-case basis. Should a property owner be faced with the situation of potentially relocating an electric or natural gas meter, the property owner should make contact with a utility company representative as early on as possible during the planning of the renovation project to discuss allowing the meter to remain indoors.

The following are current utility company contacts who are in the position to review meter location changes:

#### **American Electric Power (AEP)**

Jim Foglio  
(740-381-1120)  
jpfoglio@aep.com

#### **Mountaineer Gas Company**

Craig Snyder  
(888) 420-4427 ext. 85213  
craigsnyder@mgcwg.com

If the request is rejected, contact the city’s Building and Planning Department for assistance.

### **Wheeling Historic Landmarks Commission:**

To arrange for review by the Wheeling Historic Landmarks Commission, contact the city’s Building and Planning Department:

Tom Connelly  
(304) 234-3702  
tconnelly@wheelingwv.gov