

# Building A Better Boyertown



Boyertown, Berks County  
A Pennsylvania Keystone Community

## Design Guidelines

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# TABLE OF CONTENTS

Get to know the BBB  
page 2

Introduction to Design Guidelines  
page 3

BBB Main Street Building Grant  
page 4

Application Process  
page 6

## *THE DESIGN GUIDELINES*

I. Exterior Painting, Metals and Masonry	8
• Painting	
• Wood	
• Sheet Metal	
• Cast Iron	
• Brickwork/Masonry	
• Stucco	
II. Architectural Elements	11
• Orientation of New Buildings	
• Scale and Mass of Additions	
• Materials and Details of Additions	
• Roofs and Walls of Additions	
• Service Areas and Mechanical Equipment	
III. Windows and Doors	13
• Store Front Entrance Ways	
• Windows and Shutters	
IV. Signs and Awnings	14
• Sign Types	
• Sign Basics	
• Sign Construction and Design	
• Lighting Signs	
• Awnings	
V. Site and Building Enhancements	17
• Paving and Siting	
• Walks and Fences	
• Exterior Lighting	
VI. The Details	18
• Planters and Landscaped Beds	
• Flags and Banners	
• Construction and Renovation Guidelines	
• Display Windows	
VII. Construction/Renovation/Demolition	20
Glossary of Architectural Terms	
page 21	
Grant Application Form	
page 31	

# Getting to Know the BBB

## **The BBB Mission**

On August 12, 2002, Building a Better Boyertown's Mission Statement was adopted:

To keep Boyertown a special place by preserving its historical heritage, maintaining its link to the past and cultivating a vibrant present and prosperous future by providing the opportunities for business, industry, and the arts while enhancing the quality of life today and for future generations.

After four town meetings, the last being June 22, 2004, a vision for Boyertown was formed. Following Pennsylvania Downtown Center's (PDC) procedure of the four point approach, the Design, Organizational, Economic Restructuring, and Promotion Committees were created.

## **The Community Vision**

"Downtown Boyertown is where our friends and families want to be. Historic tourist railroad service, Victorian architecture complemented by tree-lined streets with decorative lights, colorful flowers, and welcoming benches provide a comfortable and enjoyable setting. Our many visitors experience a marketplace featuring the products of local farms, orchards, fine artists, and artisans, and other unique shopping venues; busy restaurants; and convenient, safe parking. Businesses thrive with progressive technology and creativity that provide a bright future, yet still retain a link to a proud and honored past.

Our charming town embraces the arts and the timeless quality of fine craftsmanship along with our Pennsylvania Dutch heritage. Destination Boyertown provides a memorable experience like nowhere else.

## **How we get our Work Done**

Thanks to the wonderful volunteers who serve on the four committees, the BBB is able to accomplish many revitalization tasks. The committees are the "meat" of the Main Street Program. Without them, little would get done.

**The Design Committee** creates an attractive, coordinated and quality visual image of the downtown by capitalizing on its unique physical assets and architectural heritage.

**The Economic Restructuring Committee** works to develop a market strategy that will result in an improved retail mix, a stronger tax base, increased investor confidence, and a stable role for the downtown as a major component of the town's economy.

**The Organization Committee** works to recruit new leadership for the downtown revitalization organization and develop partnerships to assist with the implementation of its programs and projects. This committee stays in close touch with its supporters, works to mobilize a large number of volunteers, and raises funds for the ongoing operations of the downtown revitalization effort.

**The Promotion Committee** markets a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors, and tourists.

## IMPORTANT NOTICE

The applicant understands that this is an application for a reimbursement grant that is funded by the Commonwealth of Pennsylvania's Department of Community Economic Development. The applicant, after approval by Building a Better Boyertown's Design Committee, will supply all paid receipts and cancelled checks or credit card vouchers to verify that the funds have been spent on the designated property. **BUILDING A BETTER BOYERTOWN AND/OR THE BOROUGH OF BOYERTOWN WILL NOT BEAR ANY RESPONSIBILITY FOR ANY MISAPPROPRIATION OF FUNDS, FALSE REPRESENTATIONS OF PAYMENT, OR ANY FRAUD IN THE EXPENDITURE OF ANY REIMBURSED FUNDS.** The applicant, by making application, holds harmless both Building a Better Boyertown and the Borough of Boyertown for any misappropriation of funds.

## Introduction to Design Guidelines

The most enjoyable places we visit or patronize are generally very comfortable for reasons that we may not readily notice or even think of. A strong and lasting impression depends upon the appearance of individual properties and the assets with which they were originally constructed. In general, an inviting and engaging downtown has a certain “feeling” created by its design and architecture. Consistency, coordination and complimentary forms create the downtown character. Originally, the hidden assets built into each property brought the whole town together visually and made it pleasing for customers—window shopping and walking the streets became a stimulating, sensory experience. Scale, mass, rhythm, patterns, materials, shapes, and colors are some of the ingredients used to define streetscapes and public spaces.

An attractive and energetic downtown is the key to the success of Boyertown’s business district. Implementation of the design guidelines will result in a more competitive and economically viable community. Studies have shown that both property and business sales increase when properties are improved. The condition of Boyertown’s buildings is a true indicator of the town’s economic vitality and a reflection of the pride and professionalism of the borough.

The BBB Main Street Building Grant offers these Design Guidelines as a reference guide to assist property owners in choosing and making the most appropriate choices when considering improvements. These guidelines cannot cover every situation nor solve every problem; rather, they offer basic information about physical improvements, which have proven to be effective in the revitalization of other business districts throughout Pennsylvania and the nation. In addition, the Design Guidelines establish a set of design principles to ensure that improvements are consistent with the scale, character and history of the town. These principals stress good maintenance and preservation of historic architectural features. They encourage the compatibility of replacement architectural elements and building additions.

Storefront improvements do not need to be costly. Often, a fresh coat of paint, a new sign, awning, lighting fixture or flower planter is all that is needed. Fortunately, many commercial buildings in Boyertown have retained many of their historic architectural features that originally made them unique. The BBB Design Guidelines enables property owners to reverse alterations that do not preserve, enhance or maintain the original architectural character of a building, and help ensure the economic viability of Boyertown.

A resource library, with visual examples of recommendations and photographs is currently being compiled and is available at the BBB office located at 3 East Philadelphia Avenue. Also available at the office are literature and related bibliographies pertaining to the recommendations made within these guidelines and pamphlets provided by the National Park Service that address many aspects of building renovation. These pamphlets are available for you to take and review. You may also access them at [www.cr.nps.gov/hps/tps/tpscat\\_1.htm](http://www.cr.nps.gov/hps/tps/tpscat_1.htm).

## BBB Main Street Building Grant

The BBB Main Street Building Grant provides money to property owners or business owners (with property owner approval) to encourage restoration projects of building facades and to enhance the building's overall exterior appearance, thus creating attractive and historically charming downtown district. Grants are being offered through funding received from the Pennsylvania Department of Community and Economic Development's Main Street Program. The project is designed to create an incentive for private investment in the downtown business district restoration projects and property reinvestment.

The total reimbursement, per applicant will not exceed 50% of the total project cost up to a maximum of \$5,000 or as otherwise noted. **The grant cannot be used to pay for work that is currently in progress or completed.** Following are the only eligible projects with their allowable reimbursement dollar amounts as follows:

### Geographic Boundaries

Grant applications will be accepted for any property within the designated target area of the Boyertown Main Street. Please refer to the Façade Designation Map for further clarification. Starting at the intersection of Reading and Philadelphia Avenues, the Façade Main Street is defined as:

- East Philadelphia Avenue to S. Madison Street
- North Reading Avenue to Spring Street
- South Reading Avenue to Second Street
- West Philadelphia Avenue to Walnut Street

### Exterior Painting, Metals and Masonry

- *Maximum reimbursement of \$5,000.*

This category refers to the repair, cleaning, refinishing, painting, restoration or replacement of exterior woodwork, architectural sheet metals and cast iron elements. This category includes exterior masonry repairs, restoration, repointing, repainting (only if currently painted) appropriate recommended cleaning.

### Architectural Elements/Windows and Doors

- *Maximum reimbursement of \$5,000.*

This category refers to the construction with respect to existing structures, the repair, replacement, installation, painting or restoration of windows (including display, ornamental, and upper-story windows), shutters and exterior doors as part of storefront or residence entrance ways is also included. This category includes repair, replacement, installation, painting or restoration of cornices, parapets or roofs when part of a façade. Compatible ADA exterior elements are also eligible under the grant.

### Signs and Awnings

- *Maximum reimbursement of \$1,500.*

This category is for the maintenance of existing signage and awnings, as well as the installation of new signage and awnings. This category includes lighting fixtures that provide direct lighting on signage or provide area lighting under awnings.

## **Site and Building Enhancements**

### Walls and Fences

- *Maximum reimbursement is \$1,500.*

This category is for the maintenance and repair of, or addition of walls to building sites.

### Exterior Lighting

- *Maximum reimbursement is \$1,000.*

This category is for the maintenance and repair of, or addition of exterior lighting to building sites. Exterior lighting may include building mounted fixtures, lamp posts on the sidewalk and parking area lighting.



## **Application Process**

### **Application and Approval Process**

Applicants are required to meet with the Design Committee to discuss their project prior to completing the application process. Call the BBB Main Street Office at 610-369-3054 to arrange this meeting.

**Applications will be accepted for review at any time throughout the year. The awarding of grants is dependent upon Design Committee approval, funding from the Department of Community and Economic Development (DCED) and is based on the allocation of funds for the BBB Main Street Building Grant from the DCED. There is no certainty that funds will be re-reimbursable at any given time.**

The BBB Main Street Building Grant application form is provided in the back of this guideline booklet. Submit the completed grant application form with the following:

- a. Applicant identification
- b. Property owner identification
- c. Location of property
- d. Complete copies of the following: written project description, design plan(s), drawing(s), schematic(s), and photograph(s) for each eligible project.
- e. Contractor and material cost estimates for each eligible project.
- f. Matching fund verification, proof of financial responsibility
- g. Signatures of the applicant and property owner.

### **Selection Process**

Grants will be awarded based upon the level of improvement(s), the appropriateness of design(s) and the viability and significant impact the project will make to the downtown environment. Only complete applications will be accepted for processing. The grant applications will be reviewed by Building A Better Boyertown's Main Street Manager for completeness of information and supporting documents. It is the objective of BBB to complete this review within five (10) working days.

After the grant application is reviewed, it will be submitted to the BBB Main Street's Design Committee and/or its agent(s) for review at their next scheduled meeting within 30 days. The applicant will be notified of the meeting date. Attendance is encouraged but optional at this meeting.

Only approved work will be eligible for the BBB Main Street Building Grant. Project work may not commence until the applicant/property owner receives a notice to proceed from the Main Street Manager.

### **Codes and Ordinances**

Applicants are required to meet all codes and ordinances of the Borough of Boyertown. Applicants are also required to secure any necessary permit(s) from the Borough of Boyertown before work may commence. There will be no reimbursement if Borough code or ordinance violations exist.

### **Funding Requirements**

Prior to grant approval, the property or business owner must verify the availability of the 50% matching funds.

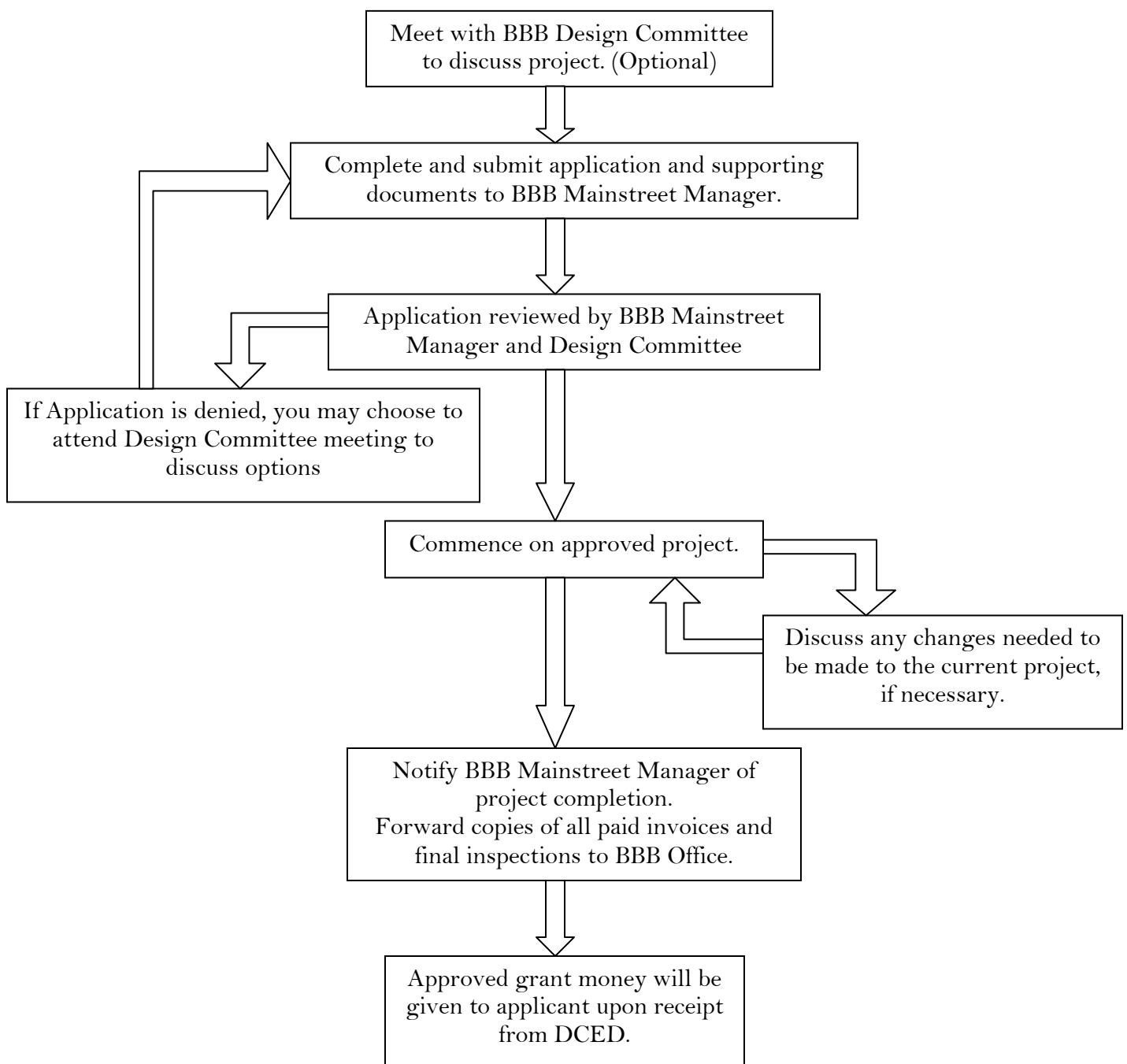
**Reimbursement**

Once the project has been completed in a timely fashion, the applicant and/or contractor will notify the Main Street Manager. Reimbursement to the project applicant requires the following: 1) Adherence to the design plan and/or project as submitted, reviewed, and approved by the BBB Main Street Program’s Design Committee; 2) Copies of all paid invoices for the approved project; 3) The completion of final inspections, if required by the Borough of Boyertown. Projects will then be submitted to DCED for reimbursement. Projects will be submitted in groups of 2 at a time. Reimbursement from DCED is based on DCED time schedule and not dictated by the BBB.

**Design Changes**

Design Committee and/or its agent must pre-approve any changes to the approved design.

**FLOW CHART OF APPLICATION & REIMBURSEMENT**



## **Exterior Painting, Metals and Masonry**

All buildings within Boyertown's Main Street district should be rehabilitated to preserve their historic character or to restore their original architectural features where appropriate. Modifications which use color, details and architectural motifs from other styles or periods should be avoided. Cosmetic "face-lifts" which cover and/or obliterate the historic architectural character of a façade should be avoided.

The original materials used for wall facings and ornamentation such as brick, sheet metal, cast iron and the colors themselves, give buildings their special character and identity. The materials actually provide visual harmony to the entire streetscape and downtown atmosphere. Covering original materials and details of just one building with inappropriate substitutes like aluminum or vinyl siding and stucco diminishes the architectural character and identity of the entire commercial district. Repair and proper maintenance of original or character-defining exterior surfaces and decorative features is the best solution to the problem of a deteriorating façade. By taking advantage of the quality of the original materials and design, the life of a building will be indefinitely prolonged and its commercial value increased.

### **Painting**

The BBB Main Street Design Committee encourages and recommends the follow:

- While paint is a reversible treatment, paint color(s) should nonetheless be chosen from those colors which are appropriate to the period of the building and should be applied to architectural features in a period appropriate fashion.
- The placement and quantity of accent colors and the relationship of lights to darks should be in keeping with the buildings character.
- Use historically accurate color palettes. Local paint suppliers or the BBB resource library can help you select colors from their historical collections to match at a local paint supply store.
- For most of Boyertown's buildings, use colors from the period between 1830 and 1930.

Avoid large areas of stark, bright white, as it is often not historically accurate and shows dirt faster than most colors. In many cases the original colors used on any building can be determined with a minimum of detective work. In the process of scraping old paint, you should be able to uncover the original coat of paint and match it to samples provided by local paint suppliers. However, discretion is allowed depending on choices made by original owners.

### **Wood**

The BBB Main Street Design Committee encourages and recommends the following:

- All wood structures and wood trim should be prepared for painting by manually scraping old paint to reveal the original architectural details.
- Wood should not be cleaned by sandblasting or by using pressurized water or steam.
- In areas where wood is beyond repair, appropriate carpentry is available. Damaged or deteriorated trim can be replaced with stock wood or composite moldings to match the existing, or it can be custom-milled to exactly reproduce the profile of the historic feature.
- Wood details should not be covered over with cladding which hides the original milled wood work.

## **Sheet Metal**

The BBB Main Street Design Committee encourages and recommends the following:

- Clean all sheet metal using chemical paint remover.
- Never sandblast or use abrasives on sheet metal.
- Repair or replace damaged areas with salvaged material or with sections duplicated by a commercial sheet metal shop.
- Automobile fiberglass compounds can be used to fill and patch small voids and dented areas.
- Properly prime and paint sheet metal with oil-based paint to prevent rusting.

## **Cast Iron**

The BBB Main Street Design Committee encourages and recommends the following:

- Use wire brushes and steel wool to remove loose or deteriorating paint and rust. Chemical paint removers should not be used on cast iron.
- Heat or low pressure sandblasting may be used to remove paint from cast iron.
- Missing cast iron parts can be recast in aluminum, fiberglass or synthetic composite materials.
- Properly prime and paint cast iron with rust inhibitive paint made for use on exterior metal surfaces.
- A powder coating maybe applied to entire architectural pieces for longer term rust prevention.

## **Brickwork/Masonry**

The BBB Main Street Design Committee encourages and recommends the following:

- When cleaning or removing paint from buildings that are made of brick or masonry, use steam or low pressure water (no more than 300psi). To ensure that the brick will not be damaged, first test the cleaning process and water pressure in an inconspicuous location on the building.
- Never sandblast or use abrasives on brick. Abrasive cleaning can remove the face of historic brick and can lead to its erosion from exposure to the elements. Brick is one of the least costly materials to maintain.
- To preserve its original beauty and prolong its life, only periodic cleaning and repointing are required.

Spot repoint brick and masonry facades when required. Repointing is the process of removing deteriorated mortar from the joints of a wall and replacing it with new mortar. Repointing is required when weather and the elements have worn away the mortar or when the mortar is so old that it begins to break apart and crumble from between the building blocks. Properly done, repointing restores the visual and physical integrity of brick or masonry. When repointing, match new mortar to the original compressive strength, color, composition, depth, and finishing of the existing joints. Failure to match mortar may be harmful to the composition of the building, because mortar that is harder than the surrounding masonry can damage the brick or stone.

Sometimes brick used in older buildings is softer than modern brick, and it was originally painted to protect it from the weather. In these cases, loose paint should be removed and the brick repainted to match the historic color. Otherwise, painting brick is not recommended or encouraged. If brick is already painted it may be cleaned with a chemical paint remover, but a test should be done to make certain that the brick will not be damaged by the process.

Repair decorative brickwork and masonry whenever possible. Only replace decorative masonry features when they are completely missing or too deteriorated to repair. Use existing physical evidence to guide the new work and match the original features as closely as possible.

### **Stucco**

The BBB Main Street Design Committee encourages and recommends the following:

- Repair stucco facades by removing only the damaged material and patching with new stucco.
- Duplicate the strength, composition, color, and texture of the original stucco surface.

## **Architectural Elements**

This section outlines the uses and appropriateness of architectural designs and features that give commercial districts and outdoor spaces their personality.

### **Orientation of New Buildings**

The BBB Main Street Design Committee encourages and recommends the following.

- New buildings should face a street or other public space. Buildings should not front directly onto parking lots.
- New buildings situated on street corners should have two facades. Both walls do not need to provide their own entrance, but the façade without a door should not be a blank canvas. Rather, it should be an extension of the façade with the entrance—its design should be integrated with the “main” wall of the building.
- Off street parking areas should be sensitively located to the side or rear of the building. This layout will reduce the visual impact to and disruption of the streetscape’s continuity.

### **Scale and Mass of Additions**

The BBB Main Street Design Committee encourages and recommends the following.

- The overall scale, massing and proportions of new additions should relate to and be compatible with those of adjacent and surrounding buildings. Changes in scale and mass, such as offsetting a wall(s), or deviating from the existing roof line should be made in graduated increments.
- Buildings should not have long street elevations without window openings.
- Designing wall offsets, adding changes in floor levels, including windows and ornamentation to exterior walls should be used to add interest and variety.
- Roof line offsets, gables and dormers should be utilized to vary the massing of the roofs of buildings.
- Visibly exposed sides of new additions should be defined with a base and cap or cornice.

### **Materials and Details of Additions**

The BBB Main Street Design Committee encourages and recommends the following.

- All materials, details and colors used with new additions should be compatible with the overall design of the original building, as well as with surrounding buildings.
- New additions should be well integrated with existing structures and be connected in a way that minimizes the loss of historic features or materials.
- Architectural features and motifs of the original building may be used on additions to unify and compliment the overall design of the building.
- When designing additions, the patterns, colors, details and prominence of materials used in adjacent buildings should be taken into account.
- Aluminum and vinyl siding and trim materials are not recommended.

### **Roofs and Walls of Additions**

The BBB Main Street Design Committee encourages and recommends the following.

- The new roof form (its shape) should be appropriate to imitate the existing building’s roof.
- In new additions, the use of gables, dormers, masonry chimneys, cupolas and similar elements is encouraged where appropriate to the design of the existing building.

- Flat roofs should be avoided on one and two story buildings.
- The façade of a building should be emphasized through the placement and proportions of window openings and the enhanced treatment of entrances through details, materials and architectural motifs.
- The design of visible side and rear walls should be compatible with the façade. The use of blank, windowless walls is discouraged. However, if they are absolutely necessary, they should utilize surface articulation and architectural elements found on other elevations.

### **Service Areas and Mechanical Equipment**

The BBB Main Street Design Committee encourages and recommends the following.

- Loading areas, waste facilities, air conditioning units, exhaust and vent stacks, elevator penthouses and antennae should be located to the rear of buildings or screened from view.
- The use of interior refuse rooms in lieu of outdoor dumpsters or other methods of waste removal is encouraged. Exterior refuse containers and dumpsters should be screened from view.
- Fire escapes should not be visible when viewing the façade.

## **Windows and Doors**

### **Store Front Entrance Ways**

The BBB Main Street Design Committee encourages and recommends the following.

- The design of entrance ways and the street-level portion of facades should be compatible with the design of upper floors to retain the overall character of a building.
- Retail stores, service-oriented businesses and restaurants should have large pane display windows on the ground level.
- Buildings with multiple storefronts should be visually unified through the use of building materials, colors, architectural details, awnings, signage and lighting. It is encouraged to work with attached property owners to create unity.
- The original proportions of display windows and any special features such as transoms or leaded glass should be retained.
- Entrances should be well defined by architectural elements that are compatible with the style of the building or storefront, such as lintels, pediments, pilasters, columns, porticos, porches, railings, balustrades, etc.
- When renovating a storefront, avoid replacing existing materials and features if they can instead be repaired and reused.

### **Windows and Shutters**

The BBB Main Street Design Committee encourages and recommends the following:

- Repair of historic wood windows is recommended as a priority to business/property owners.
- When installing windows in new or restored openings, the new windows should be compatible with the style, size, material, color and detail of the historic windows on the existing building.
- Whenever possible, windows on upper floors should align vertically with windows and entrances on the first floor.
- The rhythm of windows and façade openings and decorative window trim should be consistent with that of the original building.
- Replacement windows, when necessary, should match the original ones in size, material and style. Wherever possible, historic window frames should be preserved and repaired, replacing only damaged or deteriorated sash.
- When appropriate to the design of a building, shutters should be provided on all windows.
- Proper hardware should be used for the installation of shutters.
- To improve thermal efficiency, it is recommended that interior or exterior storm windows be installed instead of replacing the historic windows. Exterior storm units should have narrow frames that match the color of the trim.



## Signs and Awnings

Signs are as important today as they were long ago. Signs have a dramatic impact on the overall image of our town. The effect signage has on those who pass by, whether they are current or potential customers, can leave a great impression.

Signs and awnings that are simple, suitably sized, attractively designed, constructed of appropriate materials and properly located will favorably enhance the image of your business and the overall downtown.

### Sign Types

The following are recommended sign types with definitions.

- I. **Flush Signs** are generally meant to be viewed from a distance. These signs are visible when you are directly facing a structure's façade or from across the street. Ideally, flush signs should be placed on the storefront lintel or frieze, or on the wall above the door or and display windows.
- II. **Projecting Signs** are primarily meant to attract the attention of pedestrians because they hang over the sidewalk. Projecting signs are most effective when used on buildings which abut a sidewalk.
- III. **Freestanding Signs** are appropriate when a structure is set back ten or more feet from the sidewalk. Freestanding signs alert people that a business exists when the structure may be partially hidden from pedestrian or vehicular traffic.
- IV. **Window Signs** are applied on the inside of display windows or doors. Generally, the viewer would need to be relatively close to the sign for legibility, but that depends on the window's overall size.
- V. **Mural Guidelines** are on file in the BBB office and are incorporated herein by reference.

### Sign Basics

The BBB Main Street Design Committee encourages and recommends the following:

- Use display windows for creative signage.
- Locate signs and awnings in such a way that you avoid completely covering or overwhelming architectural details such as cornices, trim, windows, decorative brickwork, or other unique architectural features.
- The orientation of signs should be geared to sidewalk pedestrians and to vehicular traffic.
- Signs should not be so detailed as to be unreadable by vehicular traffic.
- Avoid extraneous information on signs and scale them to attract the attention of vehicular traffic.
- Limit the quantity of signs on storefront display windows and doors. Signs should be sized and scaled to balance, not hide or overwhelm the structure.
- Internally lit plastic signs or flashing lights are not recommended as they do not reflect the historic character of downtown Boyertown. Neon signs may be used on buildings that featured them in the past.
- The size of signs must conform to the Borough of Boyertown's building code. Call the borough's code enforcement officer for this information.

## **Sign Construction and Design**

The BBB Main Street Design Committee encourages and recommends the following:

- Return to or re-create period signage.
- Utilize lettering fashionable to the period of the building. This type of sign should become the main source of identification in downtown Boyertown.
- Sign materials and design should reflect the period of the building and the original design of the storefront. Additionally, the colors of signs and awnings should compliment the overall color scheme of the building's façade and the downtown streetscape.
- Use artisan-crafted signs and quality sign materials manufactured specifically by the sign industry.
- Use graphic elements and details of the building and architectural motifs as part of the sign design when feasible.
- Lettering should be kept to a minimum, and likewise, the message should be brief and to the point. A logo, shape and/or illustration can be submitted or included to communicate the nature of the business.

Avoid using multiple signs when one sign will be sufficient, thereby avoiding confusion and distraction. However, the following additional signs may be appropriate in a given situation:

- Small secondary signs are used for directional purposes are acceptable so long as they maintain the same design elements of the main identification sign.
- Freestanding sandwich signs that advertise daily specials or events are acceptable so long as they maintain the same design elements of the main identification sign.

## **Lighting Signs**

The BBB Main Street Design Committee encourages and recommends the following:

- Use external lighting fixtures rather than internally lit plastic fixtures.
- Avoid using flashing lights of any kind.
- Sign lighting should be directed to the sign itself and not used to light the surrounding area. Separate fixtures should be used for area lighting.
- Lighting fixture designs, if visible, should be consistent across the façade and compliment the architectural period of the building.
- Neon signs are not a good substitute for well-lit, well-designed signs that reflect Boyertown's historical character.

## **Awnings**

Awnings are both functional and decorative. They provide sun and climate (thus added energy savings) control for merchandise in display windows and shelter for pedestrian shoppers. An added feature of awnings is that they bring the tremendous appeal of color and pattern, not only to individual buildings, but to the entire downtown streetscape. Both fixed position and retractable awnings are acceptable.

The BBB Design Committee encourages and recommends the following:

- Utilize awning fashionable to the period of the building. Slope type awning are appropriate vs. a waterfall type awning.
- Awnings may display the name and nature of the business on the front face and/or side facings. Use simple letter designs and keep the message brief.
- Awnings may be used on street level and upper stories as long as they are appropriate to and maintain the architectural style of the façade.

- Select weather-treated canvas or natural looking material when shopping for awnings. Metal and plastic awnings are not recommended.
- Awnings should not be oversized—it should fit within the storefront area and not cover architectural elements.

## **Site and Building Enhancements**

The design and use of sidewalks, fences, landscaped areas and lampposts can dramatically affect the attractiveness of Main Street district to potential shoppers. Conversely, if poorly designed or not used at all, these elements can detract from the public's experience of a downtown area and leave negative impressions. Well-designed and implemented site and building enhancements add value to properties.

### **Paving and Siting**

The BBB Main Street Design Committee encourages and recommends the following.

- Quality paving materials should be used on sidewalks, pedestrian walkways, pathways, plazas and courtyards. The materials should be appropriate for the proposed pedestrian function and circulation requirements of such areas.
- The materials and design should enhance the overall site and be consistent with the building itself.
- Avoid using asphalt for pedestrian walk or pathways.
- All areas of a site not occupied by buildings, parking facilities or other improvements should be landscaped with trees, shrubs, hedges, perennial gardens or ground cover.
- Plantings should be designed in a manner that is complimentary to the surrounding property and buildings.
- Tree guidelines, both selection of trees and planting, are on file in the BBB office and are incorporated herein by reference.

### **Walls and Fences**

The BBB Main Street Design Committee encourages and recommends the following.

- Walls and fences should match the architecture and style of the building(s) on the property.
- The materials used and color of walls and fences should be consistent.
- Avoid the use of highway-style guard rails and stockade or contemporary security fencing such as chain link fences and barbed or razor wire.
- Garden walls and appropriate fencing styles should continue through the building line along sidewalks.

### **Exterior Lighting**

The BBB Main Street Design Committee encourages and recommends the following:

- When selecting lighting fixtures, use minimum wattage metal halide or high pressure sodium light sources. Low pressure sodium and mercury vapor light sources are discouraged.
- Select decorative lamp posts that conform to downtown Boyertown's lighting standards. Their design should be appropriate to the overall character of the downtown district.
- Lamp posts are especially recommended along façade sidewalks, near gateways, and side entrance corridors.
- Parking area light stands and decorative lamp posts should not exceed twelve (12) feet in overall height.

## The Details

### Planters and Landscaped Beds

The BBB Main Street Design Committee encourages and recommends the following:

- The use of various sizes of attractive cast iron or masonry planters to enhance property/store fronts. First floor window boxes may be considered after consulting with the Design Committee. (Recommended designs and styles are available in the Design Library at the BBB Office.)
- The use of seasonal, all natural plant material is recommended. Maintenance is key—water and weed regularly.
- During the growing season promptly, remove faded/dead flowers and plantings from planters, replace as needed.
- For the holiday and winter season, evergreen cuttings and other colorful all natural plant material are recommended decorations for the planters.
- Avoid the use of dried, artificial or plastic plants or vines.

### Flags and Banners

The BBB Main Street Design Committee encourages and recommends the following:

- Flags and banners are terrific tools to create awareness and advertise your store. Flags and banners move with the winds creating kinetic energy and attracting the eye of passerby.
- Flags and banners can be rotated on a regular basis to continuously emphasis that “something new is going on.” Specials and unique events can be advertised through new designs and color schemes.
- Flags and banners should be customized for each store. Purchasing generic designs will give your store a generic look and not create the interest you desire.

### Construction and Renovation Guidelines

The BBB Main Street Design Committee encourages and recommends the following:

- While construction and renovation projects are underway, avoid placing plain paper or unpainted plywood over windows.
- Keep windows open so that the public is aware of progress and the fact that a new enterprise is coming.
- If covering windows is required, use the covering as an opportunity to advertise. Alert the public with a tasteful “Coming Soon” or “Opening Soon” sign. Decoratively patterned or colored paper can also be substituted.
- During the construction and renovation phase, avoid placing dumpsters in front of the building, whether in the street or on the sidewalk for an extended period of time. If at all possible, keep dumpsters and construction rubble out of sign for the sake of both the appearance of the streetscape and safety of pedestrians.

### Display Windows

The BBB Main Street Design Committee encourages and recommends the following:

- When designing a window display, “less is more” is a good rule-of-thumb to follow. Allow customers to focus on a few objects and a simple concept—visual clutter is overwhelming.
- Remember to create intrigue and appeal when decorating your window.
- Handwritten paper signs that cover more than 20% of the display window actually detract from shop visibility and do not look professional.

- Change window displays frequently (every 4-6 weeks) and design them to be appropriate to the season. Merchandising to the street is essential to attracting customers.

## **Construction and Renovation**

New construction and exterior renovations of existing buildings should conform to the architectural style(s), scale and character of the existing surrounding properties, and shall incorporate the objectives of these Design Guidelines.

### **Demolition**

Demolition of existing structures should only be considered under the following conditions:

- If the building is beyond repair and several qualified architects and engineers versed in historic buildings can make the case to do so.
- If the building is not a significant structure or has lost all integrity of its historic character.
- If over 50% of the structure has been destroyed by fire or disaster.
- If the structure is an unsound threat to public health that cannot be corrected or stabilized in a reasonable time frame.

## Glossary of Architectural Terms

**appearance grade material** : Building materials intended for exterior finish application as opposed to materials intended for concealed structural application. Appearance grade is a higher quality than "paint grade" material where imperfections can be hidden by paint.

**arbor** : A framework, often made of rustic work or lattice work on which plants, such as climbing shrubs or vines, are own.

**awning** : A roof like structure often made of canvas or plastic, usually attached to the side of an exterior wall, which serves as a shelter, as over a storefront, window, door, or deck.

**balcony** : A platform with a walking surface that projects from the wall of a building in front of a window or door, and is surrounded by a railing, balustrade, or Parapet.

**baluster** : A miniature column that is an upright support, usually vase-shaped. One of the supporting posts of a handrail or a balustrade.

**band, belly band, or band molding** : A flat horizontal member of relatively slight projection, making a division in the wall lane.

**belt course** : A horizontal band of masonry across the exterior of a building that stands out visually.

**bollard** : A short post generally used in a series to define an area or block access by vehicles.

**canopy** : A covering, usually of cloth, held aloft on poles that may be attached to a building.

**casement window** : A window, the sash or sashes of which are hinged on the jamb opening out or in.

**cement block, cinder** : A hollow building block, of various grades of cast concrete; the standard size is 8"x8"x16".

**clerestory** : An upward extension of enclosed day lighted space by carrying a setback, vertical windowed wall through the roof slope.

**clinker brick** : A partially vitrified brick or a mass of bricks fused together in the heat of a kiln, often irregular in shape.

**code, building code** : Legal restrictions of a given locality governing the building and design of various types of structure.

**column type - chamfered** : A square post with corners that are beveled at a 45° angle.

**column type - square** : A square shaped column.

**column type - turned** : A rounded column, usually tapered, that is larger at the base and smaller at the top.



**coping** : The capping or top course of a wall, usually adapted to the protection of the wall from weather.

**corbel** : A bracket form, usually produced by extending successive courses of masonry or wood in continuous or individual pieces. A corbel extends beyond the main wall surface.

**cornice** : A horizontal molded projection at the crown of a building or wall, typically employing classical detailing.

**corrugated metal** : Usually galvanized material that is formed into alternate ridges and valleys, roofing or side walls.

**cove** : A concave molding which can provide a curved junction between a ceiling and side wall, above a cornice if there is one.

**cupolas** : A domed roof or ceiling, or a small structure square or round that surmounts and rises above a main roof.

**dagger board sign** : A flat sign that hangs perpendicularly from a building face.

**dentils** : A series of block like projections forming a molding under an overhanging eave or along a cornice.

**dormers** : A window set vertically into a small structure projecting from a sloping roof.

**double hung window** : A window having two balanced operable sashes one on top of the other; each slides by the other vertically.

**eaves** : The edge of a roof that projects over an outside wall.

**elevation**: One wall of a building or an architectural drawing of a vertical surface, typically an exterior wall.

**escutcheon** : The face plate of a keyhole, or one also backing the door handle.

**eyebrow** : A dormer, usually of small size, the roof line over the upright face of which is an arch curve.

**façade** : The front of a building, or any face that is given special architectural treatment.

**fanlight** : An over door window, semicircular in shape with radial muntins.

**fillet** : A narrow flat band serving as a molding or as a division between larger moldings.

**finials** : A terminal form at the top of spire, gable, gatepost, pinnacle or other point of relative height.

**French window or door** : A window or doorway equipped with two glazed doors hinged at the jambs.

**gable** : The generally triangular section of a wall at the end of a pitched roof, occupying the space between the two slopes of the roof. A triangular, usually ornamental architectural section as one above an arched door or window.

**gazebo** : An open pavilion often built for a view. A belvedere.

**gingerbread** : The intricate, Victorian era decorative details in a building, typically found on a porch or along the eaves.

**glazed, glazing** : A thin, smooth shiny coating, such as on ceramic tile or the glass panes in a window or door.

**jamb** : The surrounding of a window or door opening, against which the sash or the door abuts. A jamb surrounds the finished frame exclusive of trim.

**lattice** : An open framework made of strip of metal, wood or similar material overlapped or overlaid in a regular, usually a crisscross pattern.

**lintel** : The horizontal beam that forms the upper member of a window or door frame and supports the structure above it. At its most common structural form it is a horizontal beam resting its two ends upon separate posts.

**louver** : One of a series of horizontal slats, tilted to exclude rain but not air, ordinarily used for shutters or vents.

**mansard roof** : A roof having a slope in two planes, the lower of which is usually much steeper.

**marquee** : A roof-like structure, often bearing a signboard, projecting over an entrance as to a theater or hotel.

**molding** : An embellishment in strip form, made of wood or other structural material, which is used to decorate or finish a surface, such as the wall of a room or building or the surface of a door.

**mullion** : A slender vertical member of metal or wood, between the lights of a window, door, or screen or is used decoratively as in the panels wainscoting.

**muntin** : A strip of appearance grade wood or metal separating and holding window glass into panes.

**pediment** : The triangular face of a roof gable with two sloped sides connected by a continuous horizontal element.

**pilaster** : A column-like projection attached to a surface of a wall.

**porte-cochere** : A shelter for vehicles outside an entrance doorway.

**portico** : A porch entrance or covered walkway supported by evenly spaced columns.

**public space** : Any of a variety of spaces that are accessible and usable by the general public, such as a plaza, courtyard, sitting area, widened sidewalk, a garden, art or water feature.

**purlin** : A horizontal roof framing element resting on supporting beams or rafters.

**quoin** : One of the corner stones of a wall when these are emphasized by size, by more formal cutting, by more conspicuous joints or by difference in texture.

**rehabilitation** : A building restored to good condition, to provide a more useful life.

**restoration** : A building returned to its former or original condition.

**reticulation** : Irregular network pattern, particularly in elaborate masonry or quoins.

**reveal** : The depth of wall thickness between its outer face and a window or door set in an opening; An offset space as when one molding partially laps another.

**ride** : The topmost horizontal member of a sloping roof.

**riser** : The vertical member between treads of a stair. A vertical pipe main.

**roundel** : A small circular window or panel A bead molding.

**roofing- standing seam metal** : A roofing material that comes in sections, with raised seams forming a pattern every few inches that runs the length of each panel.

**row house** : A house in a row, joined to its neighbors by party walls and usually covered by a continuous roofline.

**sash** : A portion of a window holding glass that is set into the frame/jamb.

**set-back** : A regulated distance between line, plane or boundary and affected building elements. A setback is often an answer to certain zoning restrictions. The distance between the street curb and a building.

**sheathe** : To apply a covering of boards or other surfacing to the inside or outside of a structural frame.

**shed roof** : A roof having only one sloping lane.

**shingle** : A wedge-shaped piece of wood as used in overlapping courses to cover a roof or an outside wall surface. The bottom edge of decorative shingles can be shaped - triangles, half circles, etc. The term can also be used for similar roofing units made of other materials, commonly fiberglass or asphalt.

**sidelight** : One of a pair of narrow windows flanking a door.

**siding** : Finishing exterior wall covering of horizontal boards nailed to a wood frame. The most common type is called clapboard. The term is also used for substitute products intended to imitate wood siding.

**signage** : The design or use of signs and symbols, or a grouping of signs.

**single hung window** : Similar to a double hung window, although only one sash is operable.

**shutter** : An extra closure for a window or door, usually of wood, paneled or louvered, and one of a pair.

**soffit** : The enclosed, finished underside of roof eaves and building overhangs.

**soldier course** : Usually descriptive of brick standing on their ends with edge to the front.

**spandrel beam** : A beam designed to support the window or windows and wall of a story height between neighboring upright columns.

**spindle** : A small axel, as the spindle of a weather vane or a short turned part, as that on a baluster or a decorative screen.

**stucco** : Finished plaster for exterior walls.

**surrounds** : Something, such as fencing or a border that surrounds a structure or a place. The term "surround" can also be used to describe the moldings around a window, door, or fireplace opening.

**terra cotta** : Cast and fired clay units, usually larger and more intricately modeled than brick used for decorative purposes. In early 20th century architecture, it was often glazed with a glossy white or cream finish to imitate polished marble.

**tilt-up concrete slab** : A type of construction made of precast concrete slabs that are "tilted-up" into position to form walls.

**tongue and groove** : Abbreviated T&G. Applied to boards having a tongue formed on one edge and a groove on the other for tight jointing, typically used for flooring, wainscot, and porch ceilings.

**tower** : A vertical structure that is higher than the surrounding building.

**transom** : An opening over a door or window, usually for ventilation, and containing a glazed or solid sash, usually hinged or pivoted. In commercial architecture, it typically appears across the entire width of a storefront and can feature decorative, stained or leaded glass.

**tread** : The horizontal surface of a step.

**trellis** : Latticework as an outdoor screen, often a support for vines.

**trim** : Appearance grade exterior or interior molding applied to building surfaces for decoration and to cover a between elements.

**turret** : A small tower, usually corbelled, at the corner of a building and extending above it.

**vestibule** : A small entrance hall or passage between the outer door and the interior of a house or building.

**wainscot** : Decorative pattern of trim applied to interior walls stopping short of the ceiling.

## ARCHITECTURAL STYLES

AMERICAN COLONIAL - 1600-1780

**German** – traditional design with an informal floor plan and a peaked/gabled roofline.

**English** – similar in shape to German, but typically features a more formal floor plan.

GEORGIAN - 1720-1800 (stately symmetrical, with Renaissance detailing)

NEOCASSICAL / FEDERAL - (1800-1840) (also symmetrical, classical shapes) The

White House, Monticello

GREEK REVIVAL - (1840-1879) - (antebellum south)

VICTORIAN - 1840-1900 (not a style, a historical period).

**Gothic Revival** - Steeply pitched roofline often featuring openings with pointed arches, used extensively for churches during this period.

**Italianate** - Bracketed, decorative wide overhanging eaves, rectangular massing, Roman or segmented arches above windows and doors, elaborate decoration, most popular style.

**Queen Anne** – (1880-1900) The most elaborate and the most eccentric: a product of the machine age. Lavish with gingerbread, steeply pitched roof, asymmetrical plan.

**Romanesque** - Almost always stone or brick, similar to Gothic Revival in shape and roofline, but it always features Roman arches

**Mansard** - (1860-1900) – Based on the French Renaissance style, also known as the Second Empire, similar in details to the Italianate style, but it always has a mansard roof.

**Shingle style** -- (1880-1900) – Asymmetrical plan like the Queen Anne, but it is simpler with monotone color, shingles, less ornamented.

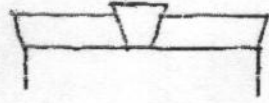
**Folk-Victorian**- (1870-1910) Square symmetrical shape, brackets under the eaves, porches with spindlework or flat jigsaw cut trim.

**Victorian “Stick”** -Decorative trusses, wide eaves; no turrets, no gingerbread, patterned wooden siding.

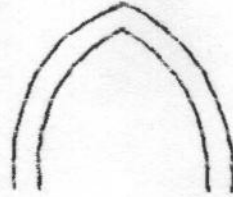
## ARCHITECTURAL TERMS

### ARCHES:

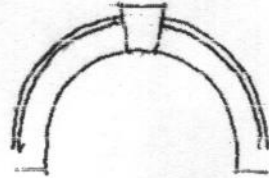
Flat arch



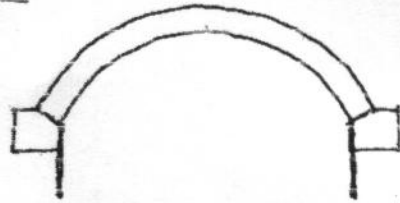
Gothic arch



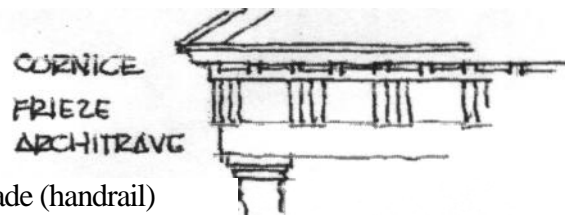
Roman arch



Segmented arch

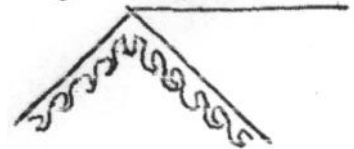


ARCHITRAVE – The lowest part of an entablature, or the molded frame around a door or window opening.



BALUSTER --A small column that is part of a balustrade (handrail)

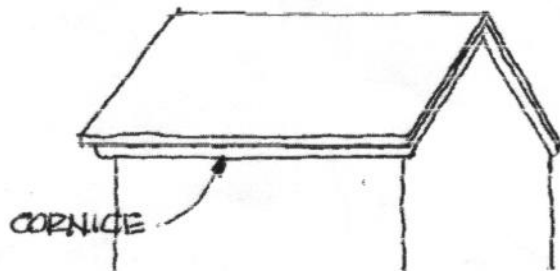
BARGEBOARD/VERGEBOARD - The extended board from a Gable end, often decorated in Victorian and Gothic



BATTLEMENTS - Slotted or alternating solid and open parapet that originally appeared on Castles or fortified buildings



CORNICE - The upper element of an entablature, molded and projecting, or the roof line around a building

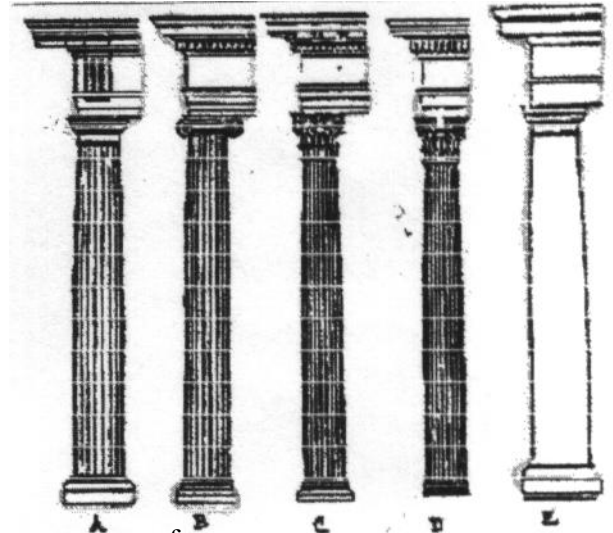


## COLUMNS

Greek order - Doric (plain capital, fluted, with no base), Ionic (a capital with opposing spiraling volutes), Corinthian (ornate capital with stylized acanthus leaves)

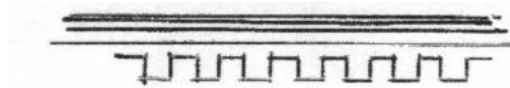
Roman order - Composite (capital is half Corinthian and half Ionic), Roman Doric (similar to Greek Doric, with a plain base), and Tuscan (non-fluted, not decorated)

- A. Doric
- B. Ionic
- C. Corinthian
- D. Composite
- E. Tuscan

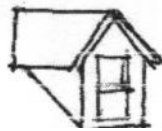


CUPOLA - A small dome or a square or rectangular tower on a roof.

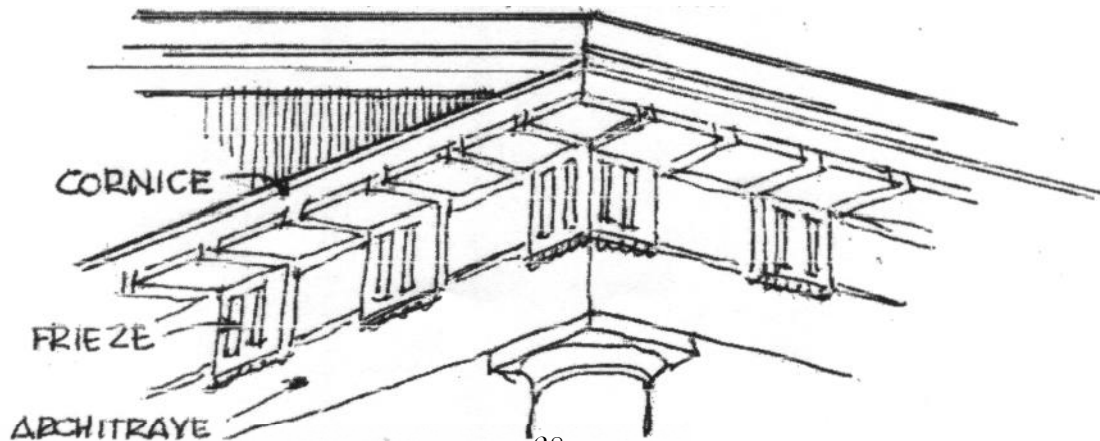
DENTILS -- Greek classical feature of a row of rectangular shapes placed closely together beneath the cornice. Teeth-like in appearance



DORMER - A vertical roof window with a gabled, hipped or arched roof.

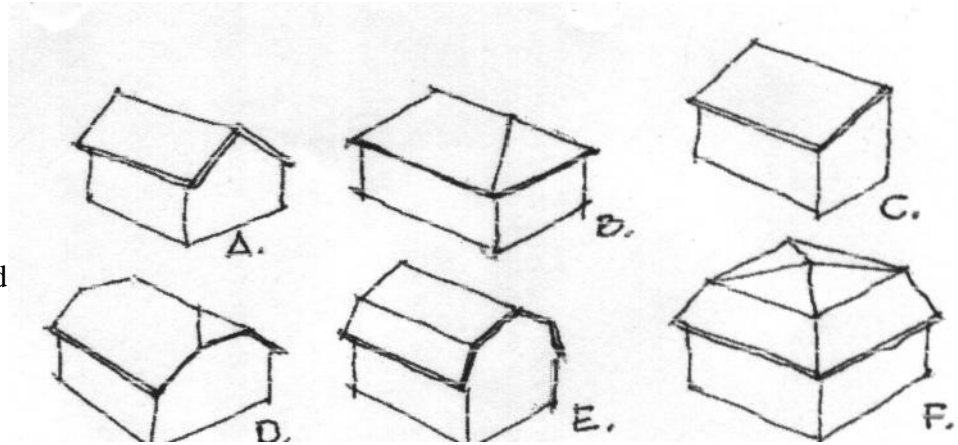


ENTABLATURE - A feature that is part of an Order of classical Greek architecture. The area above the capital of the column and encompasses the architrave that simulates the beam across the columns, the frieze, and the cornice.



## ROOFS

- A. Gable
- B. Hip
- C. Shed
- D. Jerkin-head
- E. Gambrel
- F. Mansard

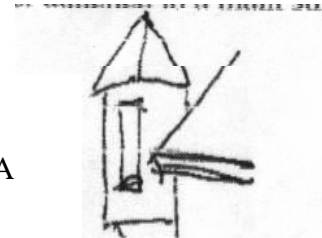


**TURRET**- A small tower attached to a main structure, usually ornamental, not reaching the ground

## RESIDENTIAL TERMS

**ARTS and CRAFTS**- (Craftsman style bungalows 1905-1929) – A middle class rebellion against the formality and excesses of the Victorian period.

- Low-pitched roof
- Wide eaves with exposed roof rafters
- Decorative braces
- Porch with square columns
- Internal built-ins



**BUNGALOW** A modest residence in size and scale, 1 or 1 1/2 stories, rectangular or square shape, porch across the front or on more than one side.

**CAPE COD** - 1675-1950 - A modest one-story dwelling.

- Steep roof with side gables; habitable attic
- Small roof overhang
- Made of wood and covered with wide clapboards or shingles
- Symmetrical with door in the center
- Multi-paned, double-hung windows

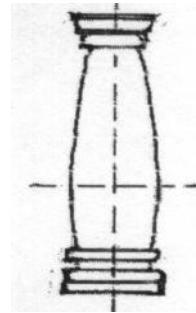
## **SALT BOX**

A square or rectangular house with a lean-to added to the back; frequently a kitchen. The roof continues in a straight line from the roof ridge.





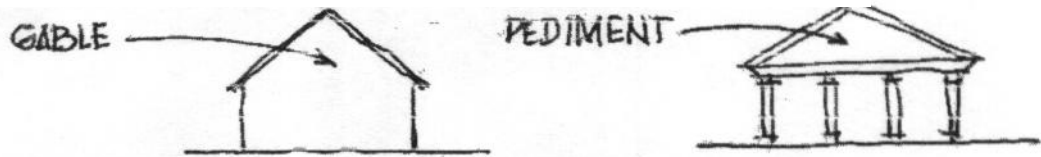
ENTASIS - Slight convex curve applied to columns to counter the illusion that would otherwise cause the columns to appear slightly concave



FACADE - The front face or elevation of a building.

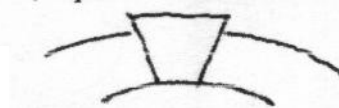
FRIEZE - The middle division of an entablature, below the cornice. Originally ornate.

GABLE - The end wall of a building with a pitched roof, triangular in shape.



GINGERBREAD - A word to describe any kind of decoration on a building, found in such places as gables, bargeboards, porches, eaves, and around windows and doors.

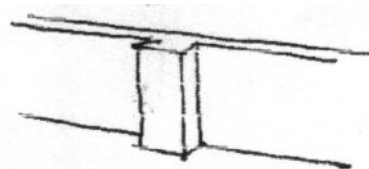
KEYSTONE - The central topmost stone of an arch



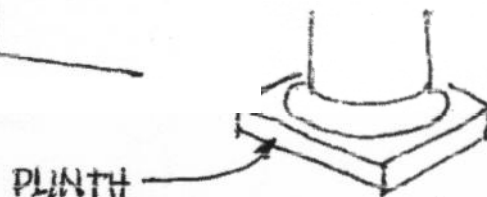
PARAPET - A low extension of a wall above a roof line.



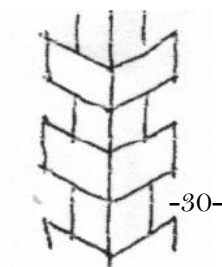
PILASTER - A rectangular column projecting slightly from a wall



PLINTH - The square below the base of a column.



QUOIN - Corner stones of a building, rising the entire height of the wall, and distinguished from the main construction material by size, texture or conspicuous joining.





Please specify your Request for BBB Main Street Building Grant:

\_\_\_ Exterior Painting, Metals and Masonry

- Reimbursement up to 50% of the total project cost to a maximum of \$5,000.

\_\_\_ Architectural Elements/Windows and Doors

- Reimbursement up to 50% of the total project cost to a maximum of \$5,000.

\_\_\_ Signs and Awnings

- Reimbursement up to 50% of the total project cost to a maximum of \$1,500.

\_\_\_ Site and Building Enhancements: Walls

- Reimbursement up to 50% of the total project cost to a maximum of \$1,500.

\_\_\_ Site and Building Enhancement: Exterior Lighting

- Reimbursement up to 50% of the total project cost to a maximum of \$1,000.

Note: The maximum reimbursement allowed under the BBB Main Street Building Grant may not exceed 50% of the total project cost up to a maximum of \$5,000 or as otherwise noted. The BBB Main Street Building Grant cannot be used to pay for work that is currently in progress or completed.



**Applications will be accepted for review at any time throughout the year. The awarding of grants is dependent on funding from the Department of Community and Economic Development (DCED) and is based on the allocation of funds for the BBB Main Street Building Grant from the DCED. There is no certainty that funds will be available at any given time. The applicant will supply all paid receipts and cancelled checks or credit card vouchers to verify that the funds have been spent on the designated property. BUILDING A BETTER BOYERTOWN AND/OR THE BOROUGH OF BOYERTOWN WILL NOT BEAR ANY RESPONSIBILITY FOR ANY MISAPPROPRIATION OF FUNDS, FALSE REPRESENTATIONS OF PAYMENT, OR ANY FRAUD IN THE EXPENDITURE OF ANY REIMBURSED FUNDS. The applicant, by signing this application, acknowledges that he/she holds harmless both Building a Better Boyertown and the Borough of Boyertown for any false representations, fraud, or misappropriation of funds.**

\_\_\_\_\_  
Applicant's Signature(s)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Property Owner's Signature(s) – if necessary

\_\_\_\_\_  
Date

.....  
This section for use by Building a Better Boyertown:

Date received: \_\_\_\_\_

By: \_\_\_\_\_

Date reviewed: \_\_\_\_\_

By: Main Street Manager

Date reviewed: \_\_\_\_\_

By: BBB Design Committee

\_\_\_\_ Approved

\_\_\_\_ Not Approved