



*Decorative railings provide adequate separation from sidewalks, allowing full service dining*



*Appropriate size planters can serve as a railing for full service dining*

## OUTDOOR SPACES

### P. PARKING & SERVICE AREAS

Parking lots, trash dumpsters, utility meters and other service areas are unsightly components that most businesses have to address. However, with a little planning, most of these areas can be made more pleasant or be screened from view.

1. All efforts must be made to promote safe pedestrian use of the commercial Downtown. To that end, all vehicular access to new parking areas and driveways for properties within the Design Guideline Boundaries must be via side streets or the rear of the properties.
2. When possible, relocate existing parking lots off of East 14th Street and Washington Avenue, to the back or side of the main facade.
3. Driveways, sidewalk cuts, and vehicular access to rear parking lots shall be from side streets, not the main street.
4. Pedestrian paths must be planned from rear parking lots to the main street.
5. Parking lots and pedestrian connections must be well lit, but it is important to NOT over light parking lots and connections or they will detract attention from the streetscape.
6. Light fixtures must be placed at a height appropriate to the design of the building/ parking lot and so that the light is not intrusive to uses above the ground floor.
7. Parking areas must be screened from store entrances, window views and outdoor dining areas, ideally with trellises, arbors, landscaping, fencing or kiosks. Shade trees are to be provided in parking lots.
8. Trash and delivery areas are to be located away from customer entrances and preferably at the rear of the building.
9. Service areas including trash and delivery, utility boxes, transformers and other outdoor equipment are to be screened with the use of trellises, fencing and landscaping.
10. Food service tenants are required to provide adequate and convenient space away from the public view to wash down equipment and accessories.
11. Satellite dishes and/or antennas must be appropriately screened and not visible to pedestrians.
12. Bicycle parking is to be considered and provided for where possible.



## PARKING AND SERVICE AREAS

## Q. LANDSCAPING

Landscaping plays a limited, but critical role in the Downtown streetscape. It can be used to distinguish a lot line, or it can become the surprise element that softens hard edges, adds visual interest and offers shade. Landscaping generally comes in two types – hardy, low maintenance plants that can grow along walls and borders, or more seasonal plants that can be placed in window boxes or pottery. Landscaping can be used to screen utility boxes, transformers, trash receptacles and other distracting equipment. Regular maintenance is necessary for healthy, full plantings - be sure to prune and fertilize as necessary and remove/replace any dead plants immediately. Plants should have a nice scent, but not be too overpowering or attract stinging insects. Plants provide a great source of shade and visual interest at outdoor dining patios.

1. Blank walls or trellises are to be dressed up with low maintenance, hardy climbing vines.
2. If space is available, consideration must be given to dressing up spaces below storefront windows. Place pots, window boxes, planters and/or containers against walls, well out of the way of pedestrian traffic.
3. Plant selections must complement the surrounding architecture styles and colors. For example:
  - a. Landscaping complementary to Classical Revival and Beaux Arts Styles would consist of plantings with a strong emphasis on symmetrical shape.
  - b. A rich dark green plant palette would complement light colored simple wall surfaces.
4. Do not allow plant material to obscure architectural elements on the building.
5. Consideration must be given to water and light requirements. When selecting plants, decide if the landscaping will be hand watered or irrigated.
6. Landscaping on private property should complement public plantings.



## DEVELOPMENT GUIDELINES



## LANDSCAPING

## SIGNAGE GUIDELINES

Signs can be used to draw attention to a business or service. They can show potential customers what type of service or merchandise is being offered, whether a business is open or closed, or even business hours. Above all, signs are a symbol of the image a business wants to project.

Exterior signage is seen mainly by pedestrians and slow-moving vehicles when approaching a business. This first impression contributes to the mood and quality of the streetscape, and can excite or chill pedestrian activity, depending upon the size and message being communicated. Signage needs to be well designed, well built, properly scaled and consistent with brand images to be successful.

Different architectural situations call for different types of signs. The following pages describe different types of signs with recommendations for their use.



# SIGNAGE GUIDELINES

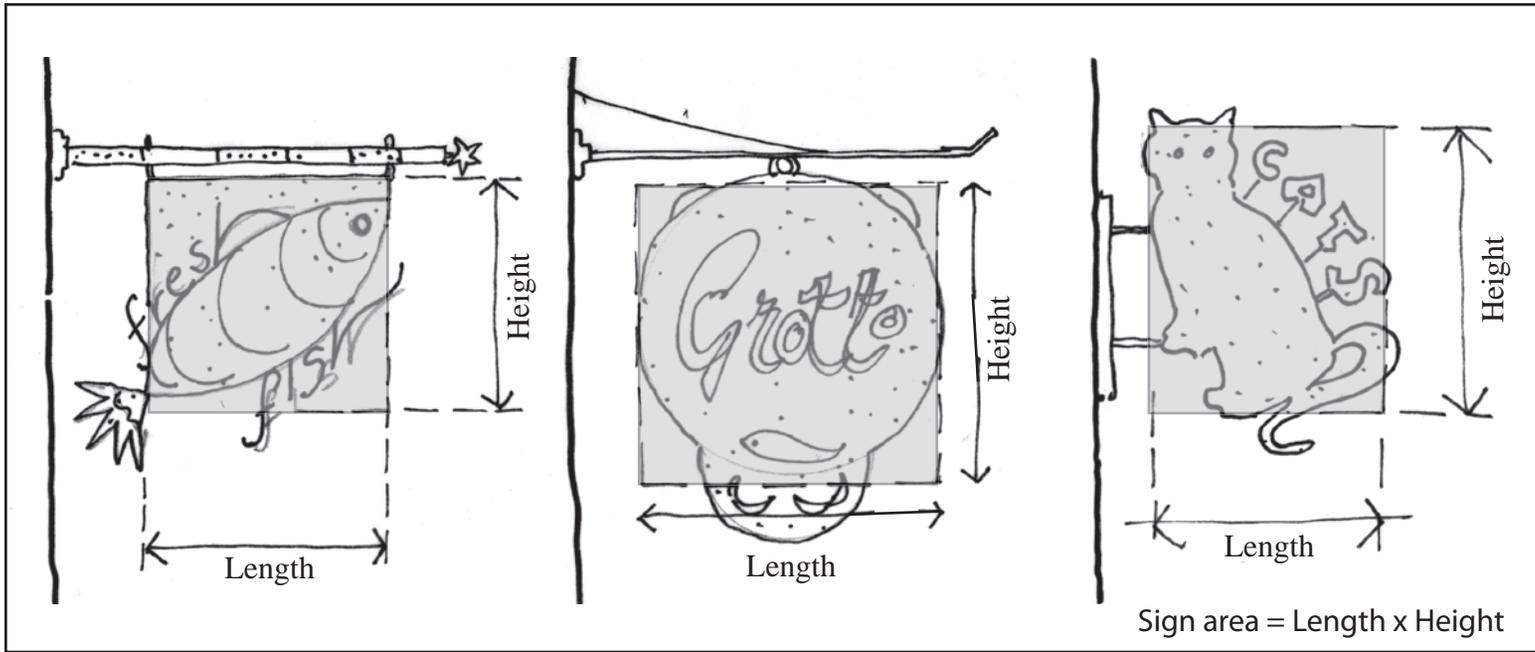
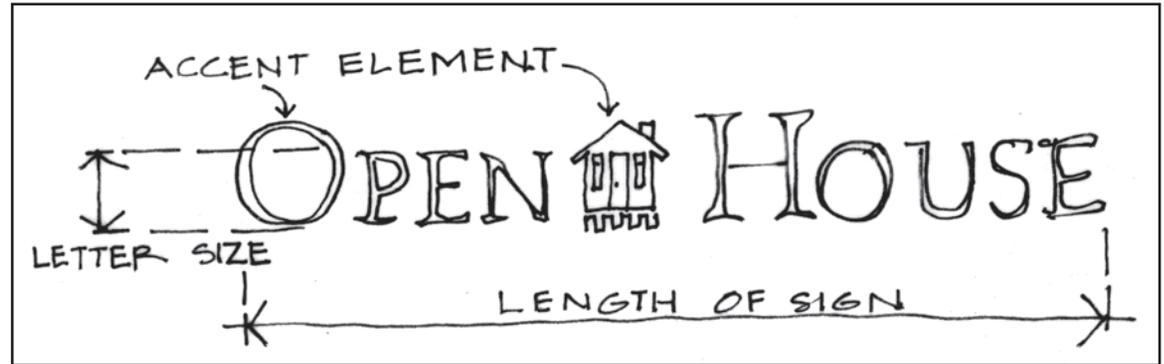
## METHOD OF MEASUREMENT

Sign area calculations shown below are provided to indicate the allowable sign area calculation parameters.

Sign Definitions:

Fine Font: When a letter is twelve (12) inches high and the width is 3/4" wide or less.

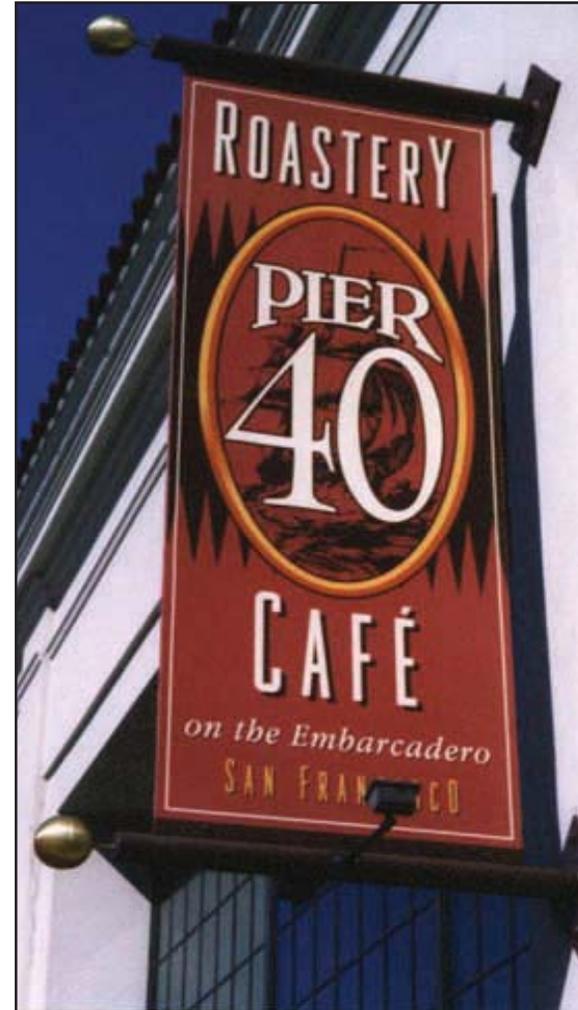
Accent Element: The largest element within the design. Accent Element can be 20% larger.



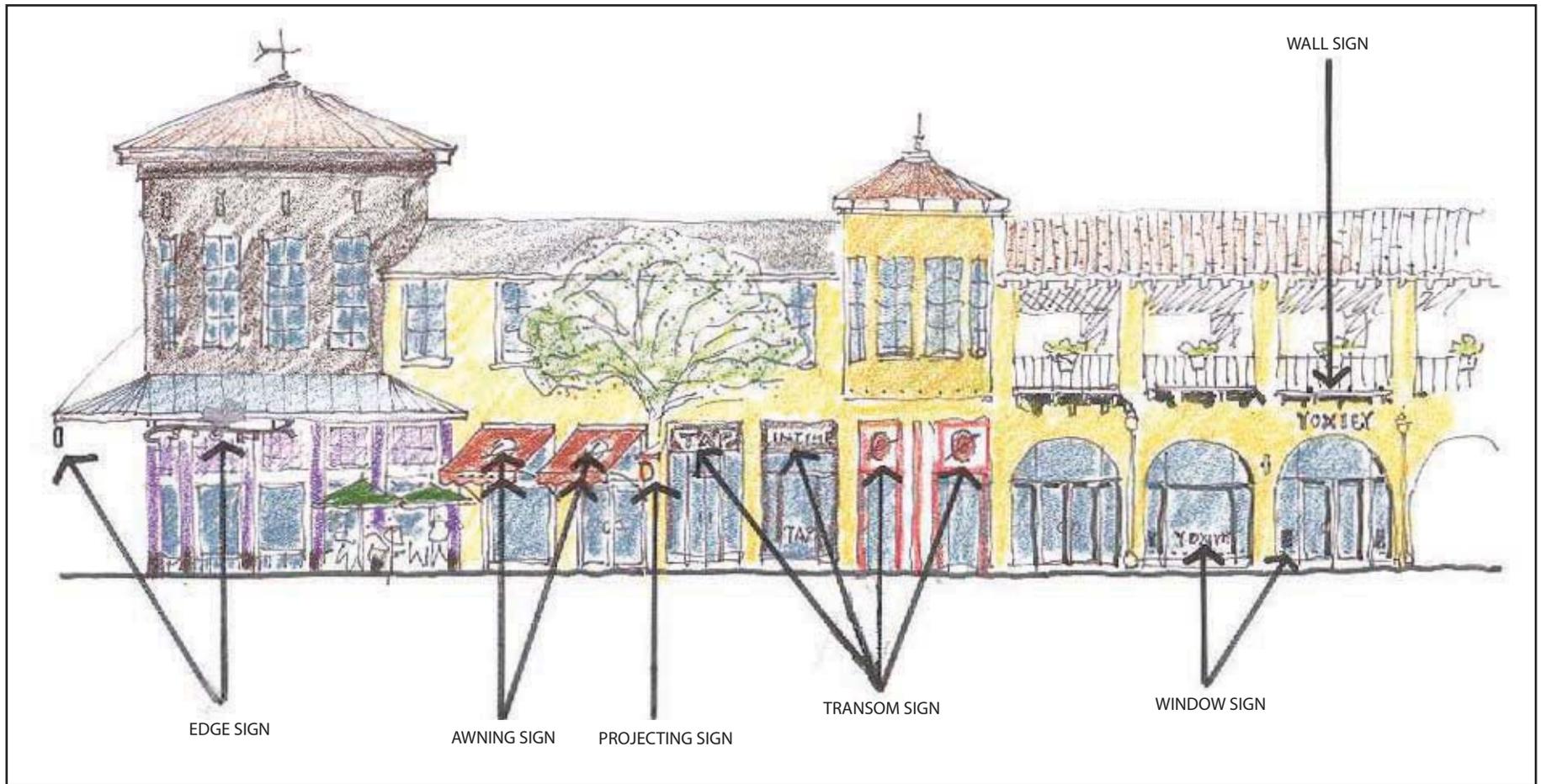
## METHOD OF MEASUREMENT

**A. GENERAL GUIDELINES:**

1. All signs should be architecturally integrated with their surroundings in terms of size, shape, color, texture, and lighting so that they are complementary to the overall design of the building and are not in visual competition with other signs in the area.
2. All signs should convey their message clearly and legibly, shall be vandal resistant and weather resistant, and if illuminated, shall not be overly bright for their surroundings.
3. New signs proposed for existing buildings should provide a compatible appearance with the building signage of other tenants. When there are multiple signs on a single building, there should be an attempt to bring in a unifying element (such as size or material), even where no sign program exists.
4. Signage which contains business slogans or advertising is not permitted. However, signs may include information describing the products sold or services provided in a manner accessory or incidental to the main identification sign.
5. Extremely small letters on the sign face (or very small individual letters used as part of a sign) do not read well and are discouraged.
6. Repetitious signage information on the same building frontage shall be avoided regardless of the sign area square footage allowed.
7. Total Sign Area Allowed: Minimum of twenty (20) square feet, maximum of seventy-five (75) square feet. The total aggregate sign area shall be equal to one (1) square foot of sign area for each one (1) linear foot of ground floor building frontage occupied by such business or use, not to exceed the maximum of seventy-five (75) square feet. For buildings located on a corner, building frontage is defined as the frontage on the two streets added together.



# SIGNAGE GUIDELINES



## GENERAL GUIDELINES

## B. TRANSOM SIGNS

Transom signs are the most desirable signs in downtown areas. They are located above the store's main doorway. Transom signs can be on glass, on a beam, or hanging just above and in front of or behind the door, along the same plane. Transom signs are equally valid as a primary or secondary sign.

1. The following application choices are available for transom signs on glass:
  - a. Materials such as vinyl, paint or gold leaf may be applied directly to the glass on the interior.
  - b. Sandblasting of the glass itself.
  - c. Three-dimensional images, such as plaques, mounted on the inside of the glass.
2. The following application choice is available for transom signs on storefront panels or beams, or a suspended sign:
  - a. Materials such as wood, tile, metal, high-quality plastic, halo lit, push through acrylic or a combination of these materials.
3. Transom signs are to be placed directly on, behind or in front of transom windows or located in the vertical area between the storefront entrances in front of the transom window or panel.
4. Depending upon the transom sign materials selected and the placement of the materials, interior illumination of the glass will create positive results.
5. Ambient or indirect lighting will be sufficient for most transom signs.
6. Transom Signs shall comply with the following standards:
  - a. Maximum Sign Area: Eighty (80) percent of transom area.
  - b. Maximum Letter Height: Twelve (12) inches.
  - c. Exception To Height: Maximum letter height allowed up to sixteen (16) inches with FINE font or small name, i.e. GAP.
  - d. Accent Letter: Can be twenty (20) percent larger.

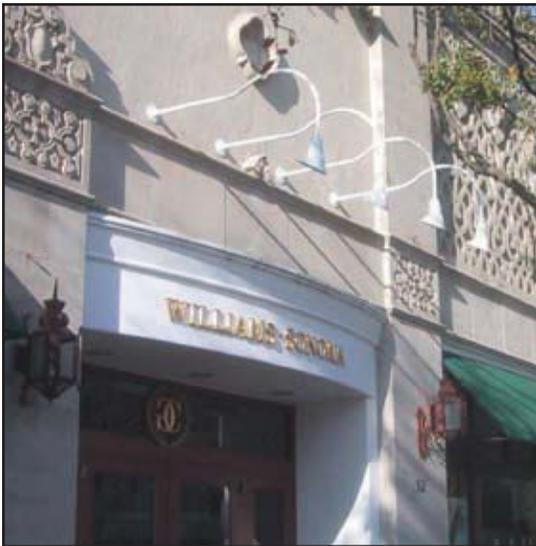


Sign area = AxB

## TRANSOM SIGNS

## SIGNAGE GUIDELINES

*Transom Signs over entry doors can help customers identify the doors:*



## TRANSOM SIGNS



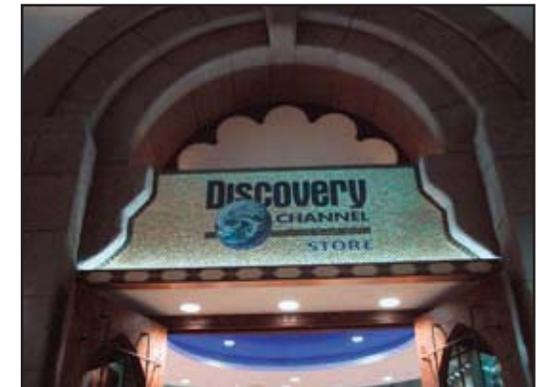
*Artistically carved wood panel makes for an eye catching sign*



*Bright & plain background for this transom sign greatly improves the sign's legibility*



*Extra wide wood mullion provides a good background for signage*



*Creative sign shape mirrors the arched opening*

## TRANSOM SIGNS

### C. AWNING SURFACE SIGNS

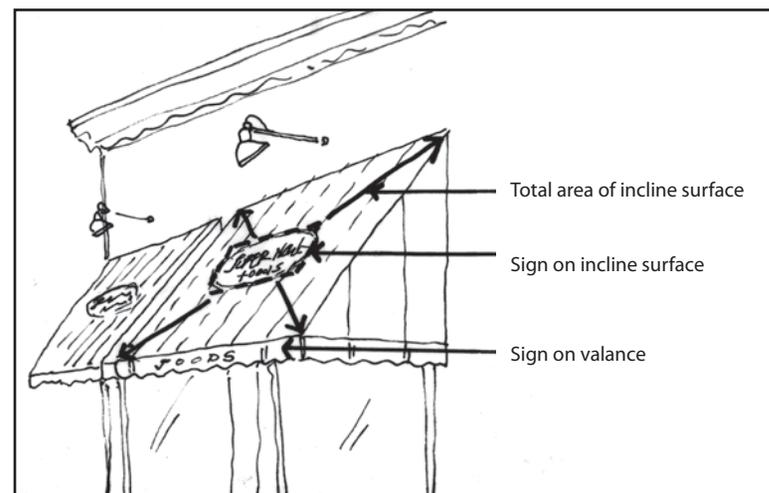
Awning signs are materials extended on a metal or wood frame that project out from a building in such a manner as to produce shade. These materials usually extend over an incline plane and have a valance. The sides of an awning may be open or closed, depending upon the location and feel that a particular store wants to achieve.

Awning signs are an inexpensive way to add a handmade element, such as graphics, a mural or hand-painted graphic, to the store's image. Both the incline surface and the valance can display graphics.

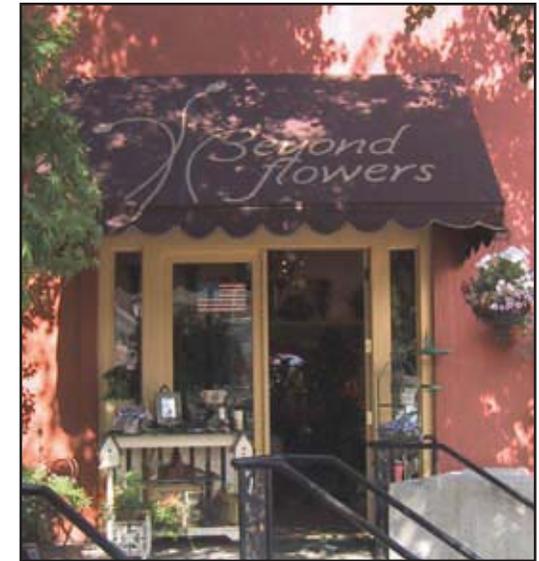
1. Refer to page 26 of these Guidelines for information relating to awning installation.
2. Awning graphics must complement the awning color.
3. Graphic displays on the incline surface are available to ground floor occupancies.
4. Awnings on upper floors, if utilized, are limited to text only, and the text must be placed only on the valance, for better visibility.
5. Spot lights, gooseneck light fixtures and other decorative light fixtures should be utilized for illuminating awning signs.
6. Typically, only ground floor awnings are illuminated.
7. In the event radio frequency welding (a production technique resulting in the translucent fusing of materials, an alternative to traditional painting) is utilized, supplemental lighting under the awning is allowed so long as it provides soft illumination and is designed and located such that the light will not cause glare to vehicles or pedestrians. Otherwise, internal illumination of awning signs is prohibited.
8. Maintenance/replacement of awnings on a regular basis is necessary to maintain the appearance of the sign.
9. Awning Signs shall comply with the following standards:
  - a. Maximum Sign Area: Thirty (30) percent of the overall awning incline surface.
  - b. Text On Valance: Not to exceed eight (8) inches tall, and the length of the text shall not exceed eighty (80) percent of the length of the front valance.



*Signs on awnings can be as effective as any other sign type*



## AWNING SURFACE SIGNS



*Broad stripes on either side of awning help to focus one's attention towards the sign in the middle*



*High contrast lettering makes a strong statement without compromising elegance*

## AWNING SURFACE SIGNS

### D. EDGE SIGNS

Edge signs can be a decorative way to place signage on facades with canopies. Edge signs can either be supported from above, hang downward, or pinned upward as pictured to the right, usually from the leading edge of the overhang.

1. Individual letters pinned up or down from canopies are very effective.
2. Color and font must be compatible with the building color and architecture.
3. When selecting a sign shape, unusual or flowing shapes show better.
4. Edge signs must be centered on canopies.
5. Special care is to be taken to avoid blocking any architectural features of the building.
6. Internal illumination is not allowed.
7. Gooseneck light fixtures are best to illuminate edge signs, and can be mounted up or down.
8. All light sources are to be shielded to prevent glare from interfering with passing motorists.
9. All wiring and junction boxes must be carefully concealed or camouflaged.
10. Edge Signs shall comply with the following standards:
  - a. Maximum Sign Area: Eighty (80) percent of the overhang area, edge to edge, but in no case more than twelve (12) feet long.
  - b. Maximum Letter Height: Twelve (12) inches.
  - c. Exception To Height: Maximum letter height allowed up to sixteen (16) inches with FINE font or small name, i.e. GAP.
  - d. Accent Letter: Can be twenty (20) percent larger.

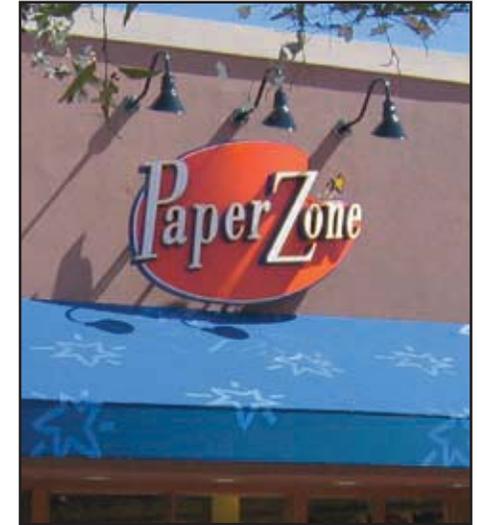




### E. WALL SIGNS

In downtown environments, creative and unique signage is encouraged. Wall signs, due to their flat nature, are the least desirable for a downtown area. Blank or dull areas on a building facade are appropriate areas for wall signs. Wall signs should not be too large, as the objective of this type of sign is to be seen by pedestrians and slow-moving vehicles. Wall signs are most successful when they play a symbolic role – such as displaying a business's logo, crest or founding date. Three-dimensional or raised images can add interest to wall signs.

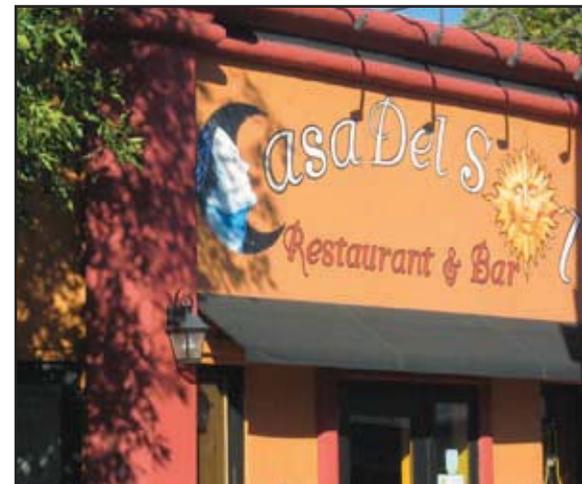
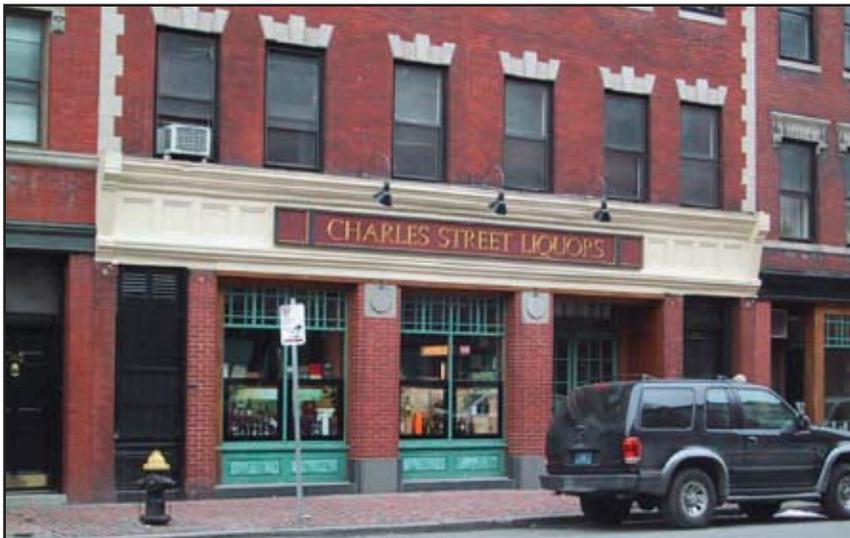
1. Wall sign materials include paint, gold leaf, metal, ceramic tile, wood and high-density plastic.
2. Wall signs are not encouraged and must complement the building's style.
3. Since wall signs are the least desirable in Downtown, creativity is required with the use of material, color, size and font. Painted signs must be unique and artistic.
4. Design may consist of painted text and graphics, fabricated sign boards, non-illuminated individual letters, or some effective combination.
5. For ground floor businesses, wall signs are to be located below the eave or parapet line of the facade.
6. If placed above storefronts, the wall sign is to be centered.
7. If there is a recessed or framed area on the upper facade, the wall sign is to be placed within it.
8. Flat sheet signs (such as wood) shall have a trimmed edge or frame to improve the finished appearance of the sign.
9. Wall signs cannot distract from the architectural style of the building.
10. Decorative light fixtures are to be used to externally illuminate signage. Gooseneck light fixtures are particularly appropriate for wall signs.
11. All light sources must be shielded to prevent glare from interfering with passing motorists.
12. Light spill over must be limited. Only those areas that need to be displayed are to be illuminated.
13. Internally-illuminated channel letters and cabinet box signs are prohibited.
14. Wall Signs shall comply with the following standards:
  - a. Maximum Sign Area: Twelve (12) square feet.
  - b. Maximum Letter Height: Twelve (12) inches.
  - c. Exception To Height: Maximum letter height allowed up to sixteen (16) inches with FINE font or small name, i.e. GAP.
  - d. Accent Letter: Can be twenty (20) percent larger.



*Wall signs need not be conventional or boring*



## WALL SIGNS



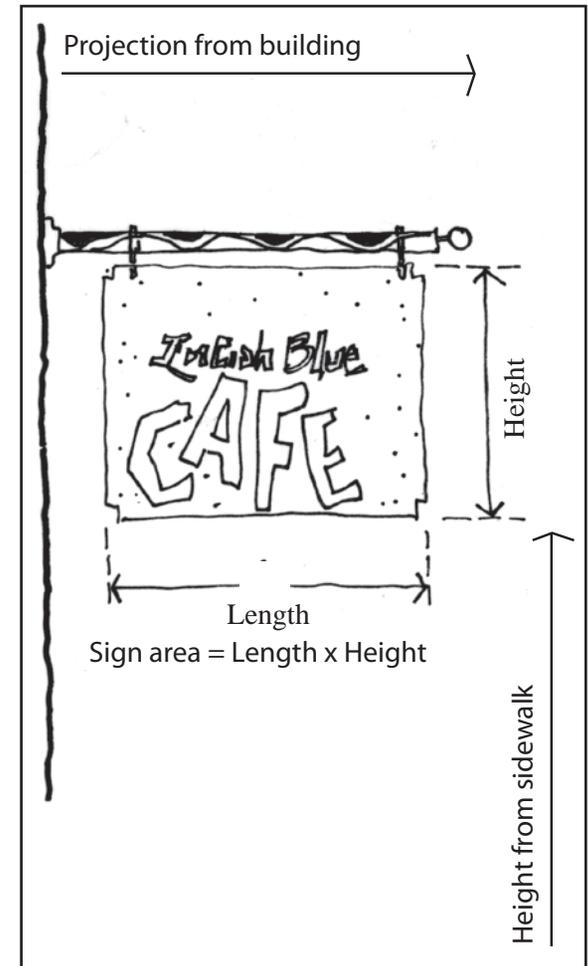
*Hand painted mural-like signage enhances this plain wall surface*

## WALL SIGNS

## F. PROJECTING SIGNS

Projecting signs are perpendicular to the building facade and mounted on the building wall, usually by a metal bracket. Due to their positioning, they are very visible to pedestrians as they approach a business along the sidewalk. Projecting signs can be designed into a variety of shapes. Traditional shapes might be representative of the merchandise or service sold by the business. Other shapes such as circles, ovals or free forms may also be appropriate. Businesses with projecting signs usually have another sign that may be secondary, such as a window or transom sign. Due to their historic nature, projecting signs are particularly appropriate for Downtown locations.

1. Preferred materials for projecting signs include wood, metal, or a high-quality composite material.
2. Use iconic graphics. Creative signs that “symbolize” the business are encouraged.
3. Sign brackets are almost always metal, must be securely mounted to the building, and should be decorative.
4. Projecting signs are usually attached to or suspended from the bracket. Metal rods, bolts, chains or cables may be used for this purpose. However, use of chains or cables will allow projecting signs to sway in the wind.
5. Projecting signs are to be placed near store entrances, either above or to either side.
6. Projecting signs may be mounted on pilasters between storefronts or windows.
7. Signs must always be mounted high enough to be out of reach of pedestrians.
8. Projecting signs are required for each business operating under an arcade.
9. Indirect or discreet spot lights are not required, but can be effective.
10. Neon and other interior illumination is prohibited.
11. Projecting Signs shall comply with the following standards:
  - a. Maximum Sign Area: Five (5) square feet.
  - b. Wall Mounted Signs: Cannot project more than four (4) feet from the wall.
  - c. Wall Mounted Signs: Must maintain at least eight (8) feet clearance from the bottom of the sign to the sidewalk and cannot be mounted higher than sixteen (16) feet from the sidewalk.
  - d. Under overhang mounted signs are to be centered within the width of the overhang.
  - e. In no event shall any business place more than two (2) projecting signs per frontage.



# PROJECTING SIGNS



PROJECTING SIGNS

## SIGNAGE GUIDELINES

*Projecting signs can be traditional or contemporary depending upon the store's vision:*



## PROJECTING SIGNS

*Decorative brackets are encouraged:*

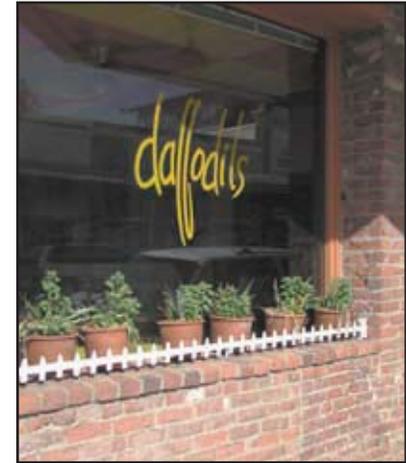


PROJECTING SIGNS

### G. WINDOW SIGNS

Window signs are placed either directly on the window glass or behind it. These signs typically give the name of the store, a logo, or other decorative feature. Hours of operation can also be placed on the window as signage, but this type of information must be distinctly separate from the decorative window sign.

1. Approved materials include vinyl, paint or gold leaf which are to be applied directly to the glass on the interior.
2. Sandblasting of the glass itself is approved.
3. Three-dimensional images, such as plaques, are approved to be mounted on the inside of the glass.
4. Window signs typically consist of text and graphics.
5. Artistic signage is always encouraged.
6. Window signs made of paper are generally not allowed, as they are too flimsy.
7. Window signage must be durable.
8. Temporary sales signs or notices are not allowed.
9. For maximum effect, window signs are not to block a good view of the interior.
10. Illumination is not generally needed for window signs, as they are meant to be viewed at close range.
11. If illumination is used, such as in a shadow box or as an accent to glazed or stained glass, all wires and transformers should be concealed.
12. Neon window signs must be unique, custom, and/or creative presentations.
13. Businesses that do not have ground floor usable space may have window signs provided that such signs are non-illuminated, occupy not more than ten (10) percent of the window area of the tenant/occupant space, and are adhered to the glass. Temporary window signs are not permitted above the ground floor.
14. Window Signs shall comply with the following standards:
  - a. Maximum Sign Area: Not to exceed twenty-five (25) percent of a single pane and no more than fifteen (15) percent of the total storefront glazing.
  - b. Maximum Letter Height: Twelve (12) inches.
  - c. A minimum of six (6) inches of clear space must be maintained on the glazing between the edge of the sign and the nearest framing member.



## WINDOW SIGNS



*Higher placement of this mural-like sign allows for sightlines into the store*



## WINDOW SIGNS

### H. UPSTAIRS TENANT SIGNS

The businesses that are on upper floors tend to be different from those at street level, and while they deserve signage, they should not compete with the lively retail uses below. It is crucial that any signage on the upper floors be subordinate to the integrity of the building architecture, unlike the signage of the street level, where storefront design is the dominant element.

There are four (4) types of signage allowed for upper floors in the Downtown corridor. They are: window signs, banner signs, plaque signs and entrance/directory signs. The type of signage selected may vary according to the size of the tenant space, type of business and architectural style of the building. All upstairs tenant signs are considered Specialty Signs (see page 64) and must be approved per the process as indicated on page 5 of these Downtown Design Guidelines & Principles.

#### **Window Signs**

Attractive, well-designed signage that can be seen from the street may be painted or appliquéd to the glass in order to give passersby an idea of where a particular tenant is located within a building. Preferable colors for this signage are silver or gold leaf, but should look coordinated with the building and trim colors. The size of this signage should also be proportionate to the size of the window upon which it is placed.

#### **Banner Signs**

Banner signs are generally made of cloth or vinyl, and are hung from decorative brackets securely mounted to the building. These signs should be designed to accent a building façade and if there are multiple banner signs, the brackets should be evenly placed and of the same height and of similar, if not identical, design. Banner signs are limited to those upper floor tenants who have quasi-retail or service businesses with walk-in clients.

#### **Plaque Signs**

Plaque signs are integral with the building architecture and are located at major corners or entryways. They should be restricted to major tenants, such as an upper floor tenant who occupies an entire floor or major portion of the building.

#### **Entrance/Directory Signs**

These signs are typically located at street level, and may be used just inside or outside of a building lobby, to direct the pedestrian to a business's location. They may also be used as directories. Directory signs are limited to those businesses not occupying ground floor usable space, shall be placed adjacent to the primary entrance for the above ground floor businesses, and the building directory sign shall not exceed ten (10) square feet.

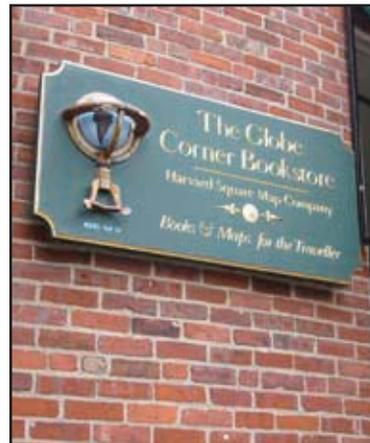
## UPSTAIRS TENANT SIGNS



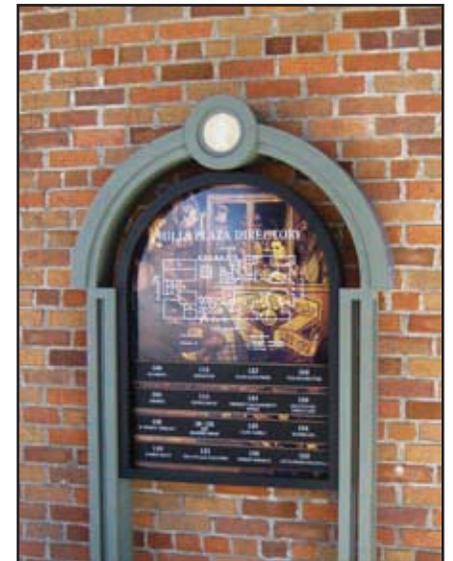
*Example of a Window Sign*



*Example of Banner Signs*



*Example of a Plaque Sign*



*Example of Entrance/Directory Sign*

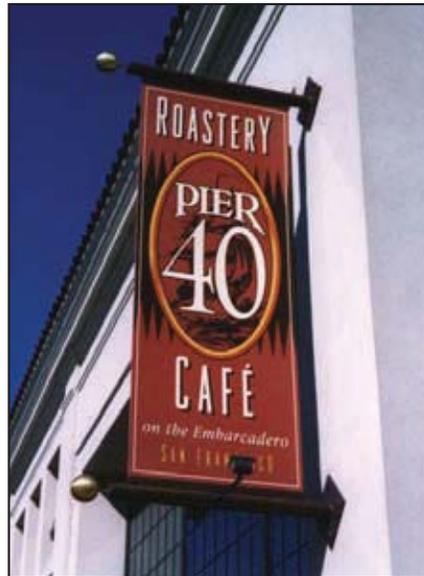
## UPSTAIRS TENANT SIGNS

# SIGNAGE GUIDELINES

## I. SPECIALTY SIGNS

Specialty signs, such as banners and flags, are appropriate for Downtown San Leandro. They are easily seen by people who may approach from adjacent streets or further down the block. Their color and ability to flutter in the wind attract attention and interest.

Specialty signs are highly visible requiring special design to ensure they are compatible with the architectural design of the building. The scale and overall presentation of specialty signs are very specific and must be approved by the city.



# SPECIALTY SIGNS

## J. TEMPORARY BANNERS

Upon receipt of a temporary sign permit from the Community Development Department, temporary “Grand Opening”, “Coming Soon”, and other banners are allowed on the outside of a building. Banners may be a maximum size of three feet by eight feet, be limited to only one per business, and be well maintained. Banners are not to include any product names, vendor names, or advertisements.

Grand Opening banners may have a maximum size of three feet by eight feet, be limited to only one per business, be made of quality vinyl, be well maintained, and not include any product names or advertisements. Such banners are allowed for a maximum period of 30 days after initial occupancy of the business.

Professionally designed and produced “Coming Soon” window banners are allowed on interior storefront windows.

## K. PROHIBITED SIGNS

- Sandwich board “A” frame signs or other portable signs.
- Signs that include advertising or descriptions of products or services.
- Signs placed or displayed on vehicles parked primarily for the purpose of displaying the sign.
- Internally illuminated box signs.
- Vacuum-formed or injection molded plastic signs.
- Individual pan channel letters.
- Signs with plain block generic lettering.
- Signs advertising phone numbers.
- Flashing or moving lights, graphics or other imagery.
- Signs employing luminous or day-glow paint.
- Any temporary signs or advertisements with the exception of temporary signage approved herein.
- Generic and neon “open” signs.
- Exposed neon, except for sign types specifically approved by the Downtown San Leandro Guidelines and Principles, as described herein.



*“Coming Soon” banners provide an opportunity to advertise a new business*

### L. MAINTENANCE AND CONSTRUCTION

Regular and proper maintenance is necessary to keep Downtown San Leandro attractive and successful. On a regular basis, the following must be maintained:

- Change window displays regularly.
- Remove holiday displays immediately after the holiday is over.
- Remove/replace dead or dying plants promptly.
- Wash windows, awnings and outdoor furniture regularly.
- Sweep up trash, leaves and other debris daily, or as needed.
- Wash facade and floor details as necessary; i.e., ceramic tile, granite, etc.
- Replace broken/burned out light bulbs and light fixtures immediately.
- Water in fountains and pools should be kept clean.
- Public areas adjacent to the building must be kept clean.
- Sidewalks and dining areas must be steam cleaned regularly.
- Promptly remove or paint out graffiti to match adjacent wall areas.
- All construction activities must take place during the hours stipulated in the Municipal Code.
- Provide ongoing maintenance of the area prior to and during construction.
- Construction barriers must be sturdy and presentable.



## DOWNTOWN SAN LEANDRO ARCHITECTURAL STYLES

Historically, California architecture has borrowed from many sources. The discovery of gold brought eastern immigrants along with their Colonial and Victorian architectural styles to northern California. Main Street Victorian, as shown in the two photos to the right, is characterized by wood cladding and trimwork, which accommodated a large amount of rich architectural detail.

By the beginning of the 20th Century, the earlier styles of the region were revisited with the introduction of Mission Revival and Spanish Colonial Revival styles. The 20th Century also brought one of the most influential factors to California architecture: the Turn-of-the-Century Commercial.

The second half of the 20th Century and the influence of auto-oriented users brought modern styles to California architecture. Plain facades with large amounts of glass found their way into more and more buildings. Today you can find all types of architecture in California. Historic styles are as common as contemporary. Style itself has become less important than the basic principles, shared by all styles, of unifying the street level uses and the public street into one living space. Well-maintained storefronts that interact with the public through vertical rhythms of columns and glass with open doorways encourage pedestrian and shopping activities.

The following pages describe some of the more common architectural trends and styles found in Downtown San Leandro.



*East 14th Street and Washington Avenue at West Estudillo in 1908*



*Northeast juncture of East 14th Street @ Estudillo in 1906*

### MAIN STREET VICTORIAN

The Main Street Victorian style is characterized by wood cladding and trimwork, which accommodated a large amount of rich architectural detail. They were generally two- or three-story buildings, often with sloping roofs and turrets or other complex roof forms. These retail shops typically had large, glazed openings so customers could see the goods for sale. The first floor overhangs formed tall and deep arcades, providing shade for the shoppers below, use of outdoor displays, and sometimes an outdoor decorative platform for the residents of the second floor. The upper floors also had residential scale windows, tall and narrow as opposed to the large-scale glazed windows below. Large door openings and the deep overhangs allowed the use of outdoor displays. Unfortunately, most of these buildings have been replaced by newer styles.



## MAIN STREET VICTORIAN

SPANISH REVIVAL INFLUENCE

These buildings reflect the numerous ranches and homes of California with red tile roofs, light-colored stucco and wood accents. Sometimes they are standalone retail buildings, and some are the 'Town and Country' type with numerous retail tenants within long, low one-story buildings. Low roof overhangs and breezeways are supported by dark wood/block columns and archways. Ornamental roof tower structures also evoke this building style.



Washington Avenue @ Estudillo Avenue



Estudillo Avenue @ Washington Avenue



East 14th Street @ Juana Avenue

SPANISH REVIVAL INFLUENCE

## HISTORICAL PERSPECTIVE

### CLASSICAL REVIVAL AND BEAUX ARTS

Classical Revival and Beaux Arts buildings are characterized by Classical details, with the Beaux Arts style taking the Classical theme to a more grandiose level. Grand entranceways dominate the street level, with elaborate and rich detailing. Decorative arches, columns and statuary peek out from the symmetrical proportions of these buildings. Transoms tend to be very large, with a large amount of glazing on the ground floor. Rooflines are also richly detailed with ornate, but symmetrical pediments both at the corners and above the main entrances.



1389 East 14th Street



East 14th Street @ Estudillo Avenue



East 14th Street @ Estudillo Avenue

## CLASSICAL REVIVAL AND BEAUX ARTS

## TURN-OF-THE-CENTURY COMMERCIAL

The Turn-of-the-Century Commercial model is loosely based on Italianate elements. Most Turn-of-the-Century commercial buildings are characterized by one or two stories in height, flat roofs, large glass openings at street level, and a variety of ornamental details. They often have recessed central entrances with large display windows with kick plates and transoms over both doors and windows. Frequently, a cornice line with brackets adorned the top of the flat-roofed building. Remaining 'wall' areas were panelized and provided space for business signs. The typical Turn-of-the-Century building could accommodate a wide variety of businesses such as banks, restaurants, and retail establishments, and tenancies were frequently interchangeable.

These buildings were all of similar or complementary heights, so that one building didn't overshadow another or interrupt the flow of evenly spaced columns along the street frontage. The second floors accentuated the vertical proportions of the shops below, with smaller windows corresponding with the columns to create a rhythm of activity for passersby.



*East 14th Street between Estudillo Avenue & Joaquin Avenue*



*1801 East 14th Street*

## TURN-OF-THE-CENTURY COMMERCIAL

## HISTORICAL PERSPECTIVE

### 1950'S AND BEYOND

The 1950's brought in the era of automobile-oriented downtowns. Instead of multi-use buildings lining the streetscape, individual, standalone structures, such as banks, restaurants and retail stores were built to cater to shoppers in cars. These buildings were typically oriented with entryways facing parking lots, which could be next to or in front of the building, effectively separating it from the continuity of the street. Landscaping, where utilized along the streetscape, separated the pedestrian from the activity inside. Expanses of open asphalt around buildings made it less desirable to walk to the different shopping venues.

Where buildings were designed for multiple tenants, this trend is typified by long, single-story rectangular structures with flat roofs and glazed storefronts, usually framed by aluminum, and sometimes divided by large expanses of blank wall. These horizontal buildings could occupy an entire City block and have no rhythm or distinct character. Storefronts were uniformly set back under a small roof overhang for shade. The borders of individual shops were difficult to discern, as the storefront bays had very little definition or character.

Signage was also auto-oriented, usually placed on a monochromatic band parallel to and just below the roof line above the bays occupied by that particular establishment. Monument signs or tall columns with logos that could be seen from far down the street were also used. Lettering tended to be oversized so it could be seen from a distance. Tenants changed frequently, particularly within the multi-tenant buildings, providing a revolving mish-mash of goods and services.



*East 14th Street @ Williams Street*



*East 14th Street @ Elise Avenue*



*East 14th Street @ Elise Avenue*



*East 14th Street @ Chumalia Street*

## 1950'S AND BEYOND



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