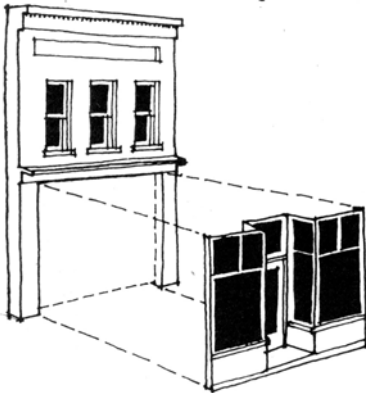
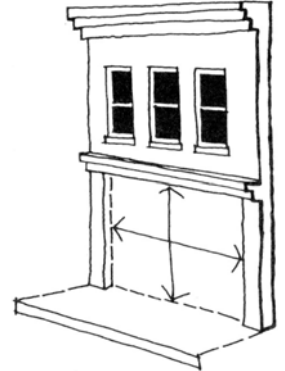


**Storefronts** - One of the main character-defining elements of Downtown Lawrence is the street level commercial storefront facade. Storefronts are typically slightly recessed behind the enframing storefront cornice and piers. Storefronts are typically divided into bays and have recessed entrances.

**Guidelines**

- Storefronts shall be designed to reflect the traditional pattern of containment. The storefront shall be bounded by the enframing storefront cornice and piers on the side and the sidewalk on the bottom.



- Remodeled storefronts shall be designed to fit within the original opening.
- Storefronts may be recessed or extended slightly (typically, 3 inches to 9 inches) to emphasize the feeling of containment and provide architectural variety.
- Storefronts should provide for a recessed entry.

- Storefronts shall be pedestrian oriented and consist primarily of transparent glass. Most storefronts in Downtown Lawrence contain 65% to 80% glass. Storefront designs shall reflect this glass to other building material ratio.



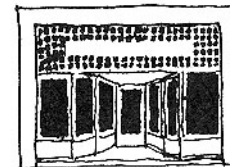
- Mid to Late 1880s**
- Boldly decorated cornice
  - Cast iron columns
  - Large display windows
  - Flush entrance

- Storefront designs should reflect the traditional three-part horizontal layer by providing for a transom area, display windows, and a bulkhead.



- Late 1880s to Early 1900s**
- Simple Cornice
  - Transom windows
  - Recessed entrance

- Storefront materials typically consist of wood, metal, steel, or brick. Renovations and/or new construction should reflect these materials. Use of unpainted rough cedar is an example of an inappropriate storefront material.



- Early 1900s to 1950s**
- Metal window frames
  - Structural glass
  - Recessed entrance

**Typical Storefronts**

**Street Level Facades for Office Buildings - Downtown Lawrence has a number of office buildings. Office buildings fronting Massachusetts Street traditionally contained storefronts on the street level. Office buildings fronting numbered streets, New Hampshire, or Vermont did not traditionally contain storefronts at the street level. Most office buildings are detached building forms.**

### **Guidelines**

- Office buildings fronting Massachusetts Street shall contain storefronts or a storefront appearance at the street level. Storefronts shall be pedestrian oriented and consist primarily of transparent glass. Most storefronts in Downtown Lawrence contain 65% to 80% glass. Storefront designs shall reflect this glass to other building material ratio.
- Office buildings fronting numbered-streets, Vermont Street, or New Hampshire Street shall be pedestrian oriented. A ratio of 40% to 60% window area to wall surface shall be provided on street level facades of office buildings fronting numbered-streets, Vermont Street, or New Hampshire Street.