

## Storefronts



Modern aluminum storefronts are not allowed and two storefronts in the same building should match each other.



Successful storefronts bring interest to the streetscape



At its early 19th-century beginning, downtown Troy was defined by the Hudson River, where goods were imported and exported, filling riverfront warehouses with cotton and wool, housewares, and even pharmaceuticals. Remarkably, many of these warehouses still exist between First and Congress streets. As Troy grew, downtown became more sophisticated, with “retail palaces” such as the G.V.S. Quackenbush and Frear’s department store, offering a huge variety of clothing and household goods, in buildings ornamented in marble and terra cotta. Entertainment flourished in competing venues, including the monumental Troy Savings Bank Music Hall. Large iconic buildings—now business incubators, office and stores—are stand-outs, but the commercial row building was responsible for decades of retail success and today sets the stage for downtown renewal. Commercial row buildings of the late 19th and early 20th century are traditionally made up of three horizontal components: storefront, upper facade and cornice.

The composition is a simple but inviting way to attract customers. Expansive sheet glass on the first floor allows for maximum display of merchandise and a recessed, sheltering entrance funnels consumers into the store. The design creates an inviting and orienting experience for pedestrians.

Downtown streetscapes and small town main streets are being restored to the purpose for which they were intended: to offer a well-scripted, walkable experience that can’t be matched by the mall.

Features associated with a doorway’s character should be retained, such as hardware, fanlights, sidelights, pilasters, entablatures, columns, balustrades, and steps.

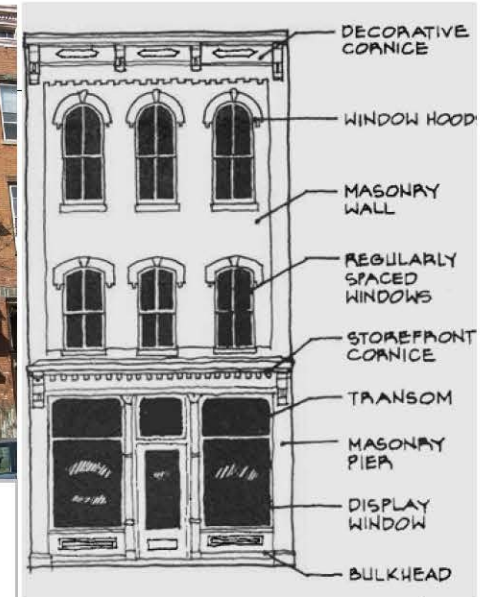
### APPROPRIATE TREATMENT GUIDE

All repairs and replacement are subject to HRC review. Submit photos of your property with you application review. Reviewers can help you in determining whether repair or replacement is appropriate.

- Preserve existing historic storefront features whenever they still exist, even when they have been damaged or covered by later treatments.
- Preserve the character of existing storefronts even when internal use has changed.
- When large buildings are divided among different owners or tenants, treat the façade consistently
- Contemporary materials may be allowed if they replicate historic character.
- Missing elements should be replaced in kind and the door’s original size, profile, and configuration should be preserved.
- Recessed entries should be retained.
- Replacement doors should match the original design, placement, and materials.
- Solid doors are not allowed
- If a storefront is used as offices, do not block the windows with furniture. Have window displays that are interesting to passers by.
- Set storefront lighting on timers for safety and marketing even when the business is closed.



Storefronts that use signage and appropriately.



### TYPICAL STOREFRONTS



Early to Mid 1800s

- POST AND BEAM FRAME
- DIVIDED DISPLAY WINDOWS
- SIMPLE DECORATION



Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- CAST IRON COLUMNS
- LARGE DISPLAY WINDOWS



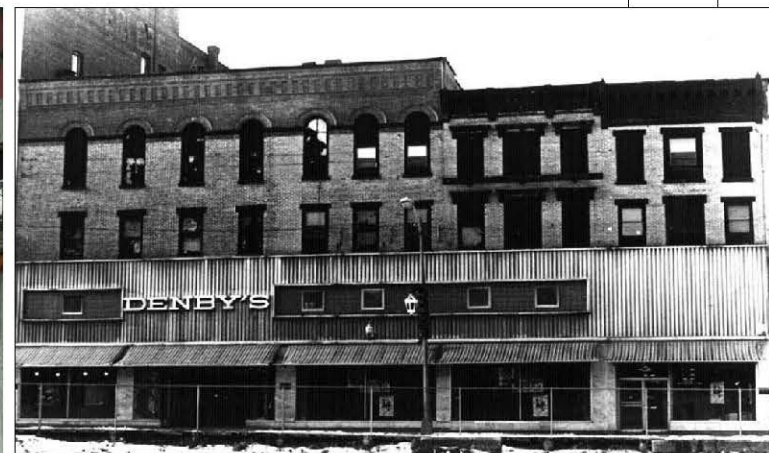
Late 1800s to Early 1900s

- SIMPLE CORNICE
- TRANSOM WINDOWS
- RECESSED ENTRANCE



Early 1900s to 1930s

- METAL WINDOW FRAMES
- STRUCTURAL GLASS
- RECESSED ENTRANCE



1960’s alterations modernized downtowns by trying to emulate malls, and much historic character was destroyed

### STOREFRONT WITH TRADITIONAL MATERIALS

- A cornice can be constructed with wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.
- Transoms are optional design elements that help to break up the massive effect of very large sheets of glass. Transom windows can be clear, tinted or stained glass.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed in wood. The sill slopes forward for drainage.
- The bulkheads are constructed with wood framing and a plywood back with trim applied to it.
- The storefront rests on a masonry or concrete base to prevent water damage.



Aluminum may be allowed if it emulates wood, but don’t replace wood with aluminum