

Mount Pleasant Storefront Renovation Guidelines



Renovation has come to Mount Pleasant Street—new sidewalks, new curbs and paving, a new park, and transformation of the blighted Church’s site into a new store for a major shoe retailer. The purpose of this storefront renovation guide is to make it as easy and affordable as possible for Mount Pleasant Street businesses to take part in the renovation. An investment in paint, spruced-up windows and doors, as well as new lights, signs, and awnings, will help increase sales because stores that look good and products effectively displayed attract customers.

In an effort to help Mount Pleasant businesses make their stores more attractive to customers, improve the quality of life on the street, and preserve the historic features of the community’s buildings, Mount Pleasant Main Street (Main Street) and the Design Review Committee of Historic Mount Pleasant, in consultation with the Mount Pleasant Business Association, are developing the guide that follows. Its development is being supported by grants from Historic Mount Pleasant and the National Trust for Historic Preservation.

The guide includes “nickel, dime, and dollar” approaches to the renovation of typical Mount Pleasant Street buildings and information on financing and contracting. There are tips on getting through the permit process, and the section on storefront elements presents in detail a range of options for improvements, such as window replacement.

Main Street will also be sponsoring a series of renovation workshops and exploring ways to offer incentives to businesses that undertake renovation.

Table of Contents

<p>1 Planning Your Renovation: An Overview3</p> <p><i>Nickel, Dime, and Dollar Plans</i></p> <p>One-Story Commercial4</p> <p>Two-Story Commercial7</p> <p>Three-Story Converted Residential10</p> <p>Multi-story with Commercial Ground Floor13</p> <p>2 Storefront Elements in Detail16</p> <p>Storefront Design17</p> <p>The Front Door19</p> <p>Masonry19</p> <p>Cast Iron or Sheet Metal21</p> <p>Windows22</p> <p>Upper Story Windows23</p>	<p>Wood24</p> <p>Doors24</p> <p>Fences25</p> <p>Finishes25</p> <p>Painting26</p> <p>Awnings27</p> <p>Signs29</p> <p>3 Security32</p> <p>4 Applying for and Getting Financing35</p> <p>5 Soliciting Bids and Selecting a Contractor37</p> <p>6 Making the Permit Process as Painless as Possible39</p>	<p>Appendix A New Development41</p> <p>Appendix B Contractor Profiles43</p> <p>Appendix C Design Review Committee44</p> <p>Appendix D Board of Directors, Mount Pleasant Main Street, Inc.45</p>
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Planning Your Renovation: An Overview

Like home renovations, storefront renovations come in small, medium, and large packages. The renovation that makes sense for you is one that takes into account the marketing needs of your business and the constraints of your pocketbook—thus, we provide the *nickel, dime, and dollar* approaches to renovation. We've organized these three approaches under four categories: 1) one-story commercial buildings, 2) two-story commercial buildings, 3) three-story converted residential buildings, and 4) multi-story buildings with commercial ground floors.

Choose the one that suits your building and your investment plans, but don't rule out planning for business enhancements that you think you can't afford right now. You may find that incentive programs or special funding make the unaffordable suddenly affordable.

Make a plan and a schedule. Review the section of this guide on *Storefront Elements in Detail* to determine what you might be able to accomplish on your own and what you will want to contract out. Scraping and painting trim or repairing windows may be chores that you or your employees can do on a bright spring day, while installing an awning would best be left to professionals.

If you still need more detailed information about renovation procedures after reading this guide, ask Main Street for more information. We have a small library of on streetscape design that may contain the additional information you need.

Read the information about *financing, contracting*, and the *permit process*. Take your renovation plans to the Historic Mount Pleasant Design Review Committee for preliminary suggestions. Price materials if you're doing the work yourself. If you're planning to contract, ask for bids in writing from several companies.

Be specific about what you want to have done, and make a list so you don't forget anything, but also listen carefully to what contractors tell you that you might not have considered. For example, if a contractor says you must repoint all the brick on your building before painting and another contractor says you need repoint only a small section of brick that was water damaged, ask for bids with a breakout for repointing all the brick, repointing just a small section of the brick, and painting.

Compare what one contractor says with another, and don't be shy about looking for the best deal available.

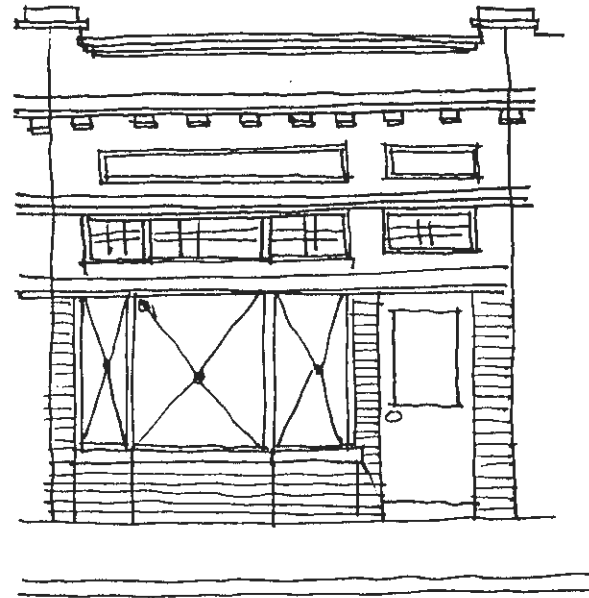
Once you have priced all material and labor, return to the section on financing and make certain you have answered all of the questions that a loan officer might ask you. Compile information, such as business tax returns or balance sheets, that will support your loan application. Once your loan is approved, you can apply for a building permit.

If you need assistance in any part of the process, Main Street can direct you. Our sole aim is to have a thriving commercial corridor with successful, attractive businesses and plentiful customers.

One-Story Commercial

The Nickel Plan

- *Scrape, prime, and paint wood trim and doors*
- *Touch up paint on existing sign*
- *Repair or replace damaged hardware that is visible to the public, i.e., door hinges, doorknobs, etc.*
- *Repair any roof leaks or water damage before the problem gets worse*
- *Clean brick or paint if it has been painted before; do not paint unpainted brick*
- *Convert from grate or bars to roll-down interior grate*

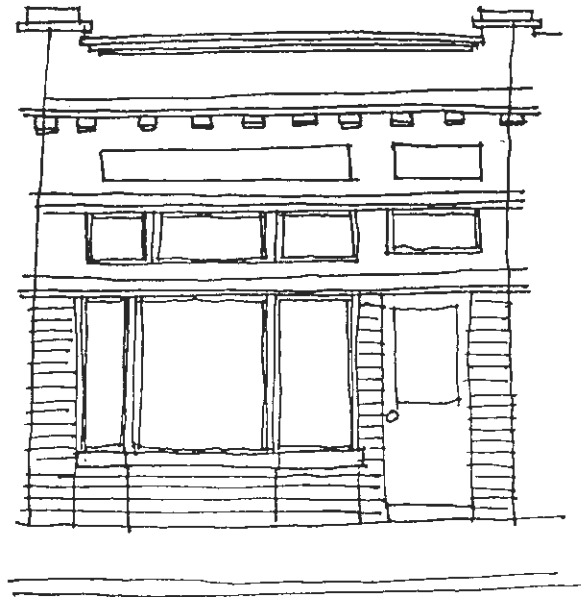


One-Story Commercial

The Dime Plan

- *Do the Nickel Plan*
- *Check and repair roof as necessary to avoid future damage*
- *Repair and/or scrape, prime, and paint wood or metal cornice in coordination with neighbors*
- *Repair and/or scrape, prime, and paint existing transom windows or, if damaged, cover with painted plywood panels*
- *Repair and/or scrape, prime, and paint display window trim*
- *Paint sign on glass window or install neon sign **
- *Light storefront display area*
- *Add awning to display sign and add visibility to the store **
- *Remove debris on top of bay roof*

* permit required

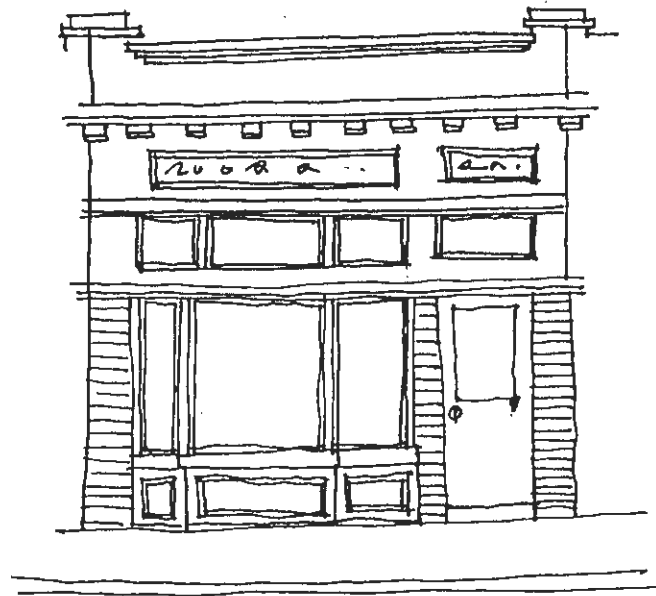


One-Story Commercial

The Dollar Plan

- *Involve an architect or builder*
- *Do the Nickel and Dime Plans*
- *Verify integrity of roof and structure to avoid current or future problems **
- *Repair old windows or install new ones **
- *Repair old transoms or install new ones **
- *Repoint, repair, and clean existing masonry or stone as necessary*
- *Install new base for storefront bay with appropriate detailing, e.g., wood panels with trim **
- *Install new wood and glass door to store **
- *Install new sign **

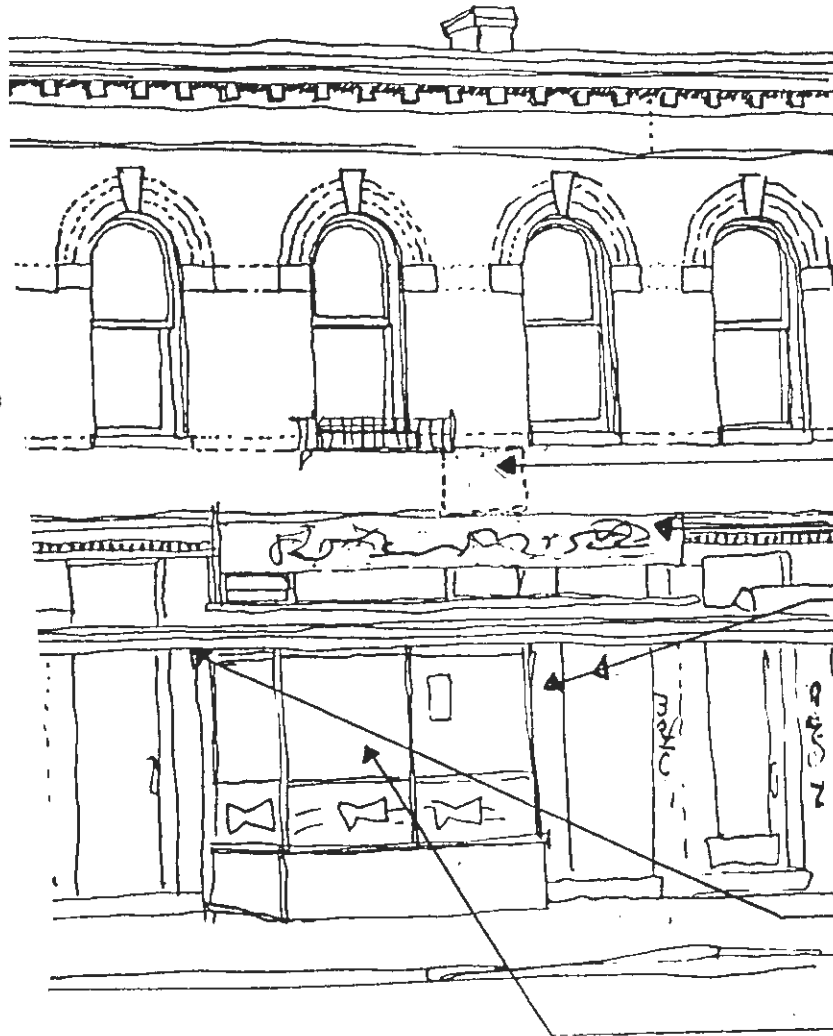
* permit required



Two-Story Commercial

The Nickel Plan

- Scrape, prime, and paint wood trim and doors using exterior glossy oil-based paint on existing oil-based paint for window trim, eaves, and doors
- Repair or replace damaged hardware that is visible to the public, i.e., door hinges, doorknobs, etc.
- Repair any leaks or water damage before the problem gets worse
- Touch up paint on existing signs
- Clean brick or paint it if it has been painted before; do not paint unpainted brick
- Convert from grates or bars to roll-down interior grate



REMOVE EXTRA SIGNS

"TOUCH-UP" PAINT ON EXISTING SIGN.

SCRAPE, PRIME, + PAINT WOOD TRIM + DOORS IN A COLOR COORDINATED W/ NEIGHBORING SHOPS

REPAIR OR REPLACE ANY HARDWARE THE PUBLIC USES OR SEES THAT IS DAMAGED. E.G. DOOR HINGES, KNOBS

REPAIR ANY LEAKS OR WATER DAMAGE, BEFORE PROBLEM GETS WORSE

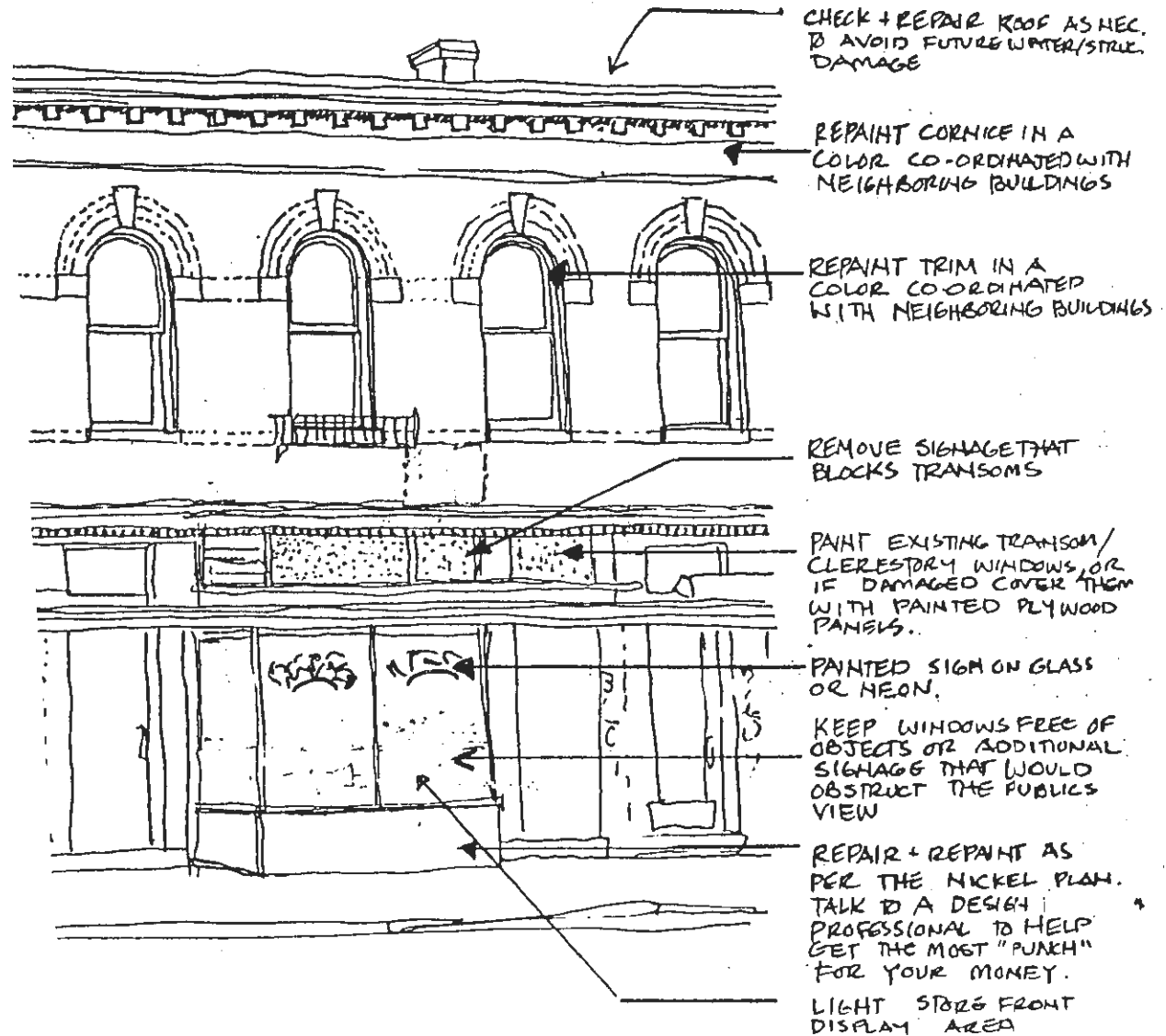
KEEP WINDOWS CLEAN + FREE OF ANYTHING THAT BLOCKS THE VIEW IN FROM THE STREET

Two-Story Commercial

The Dime Plan

- Do the Nickel Plan
- Check and repair roof as necessary to avoid future damage
- Repair and/or scrape, prime, and paint wood or metal cornice in coordination with neighbors
- Repair and/or scrape, prime, and paint existing transom windows or, if damaged, cover with painted plywood panels
- Repair and/or scrape, prime, and paint display window trim
- Paint sign on glass window or install neon sign *
- Light storefront display area
- Add awning to display sign for added store visibility *

* permit required



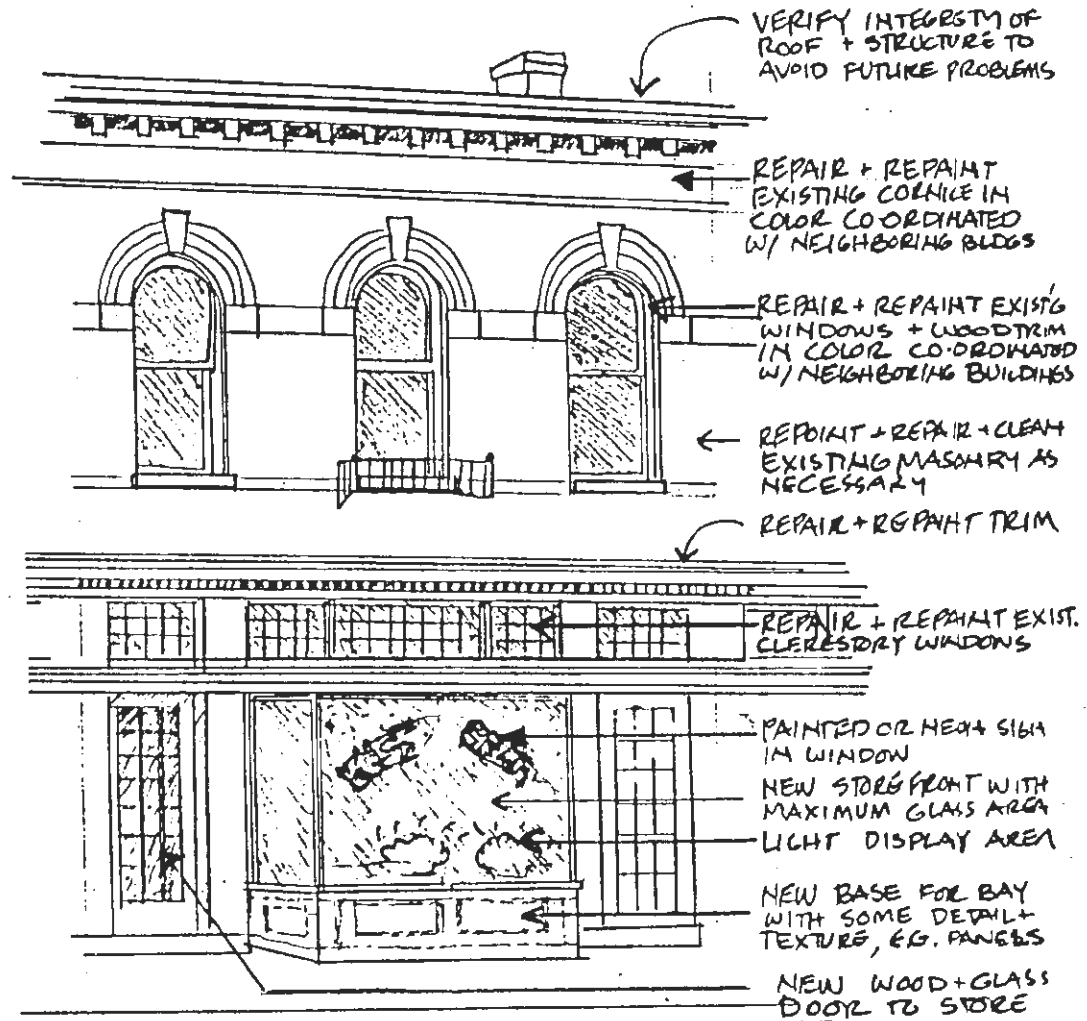
Two-Story Commercial

The Dollar Plan

- *Involve an architect or builder*
- *Do the Nickel and Dime Plans*
- *Verify integrity of roof and structure to avoid current or future problems ***
- *Repair old windows or install new ones*
- *Repair and repaint old transoms or install new ones*
- *Repoint, repair, and clean existing masonry or stone as necessary*
- *Install new base for storefront bay with appropriate detailing, e.g., wood panels with trim **
- *Install new wood and glass door to store **

* permit required

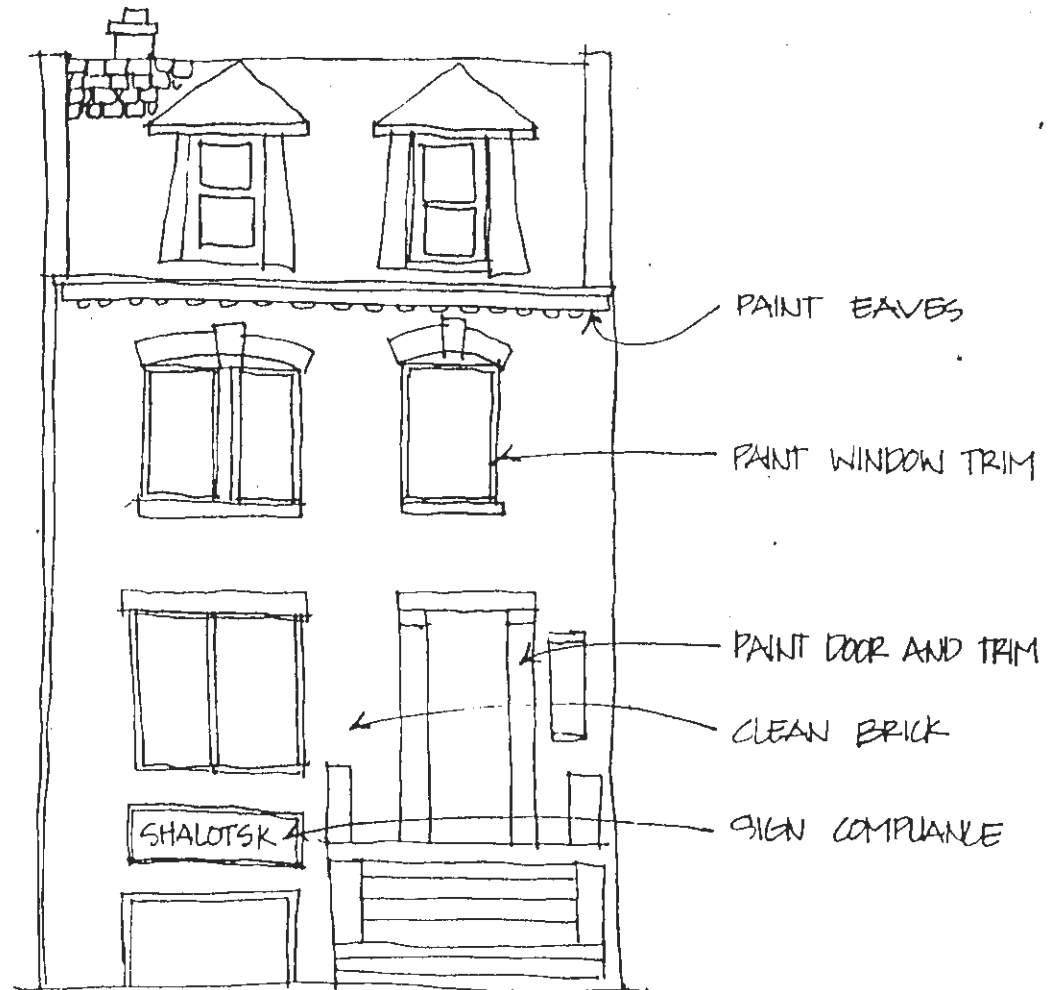
** permit required only if change is needed



Three-Story Converted Residential

The Nickel Plan

- Scrape, prime, and paint wood trim and doors using exterior, glossy, oil-based paint on existing oil-based paint for window trim, eaves, and doors
- Repair or replace damaged hardware that is visible to the public, i.e., door hinges, doorknobs
- Repair any leaks or water damage before the problem gets worse
- Touch up paint on existing signs
- Clean brick or paint it if it has been painted before; do not paint unpainted brick
- Convert from grates or bars to roll-down interior grate

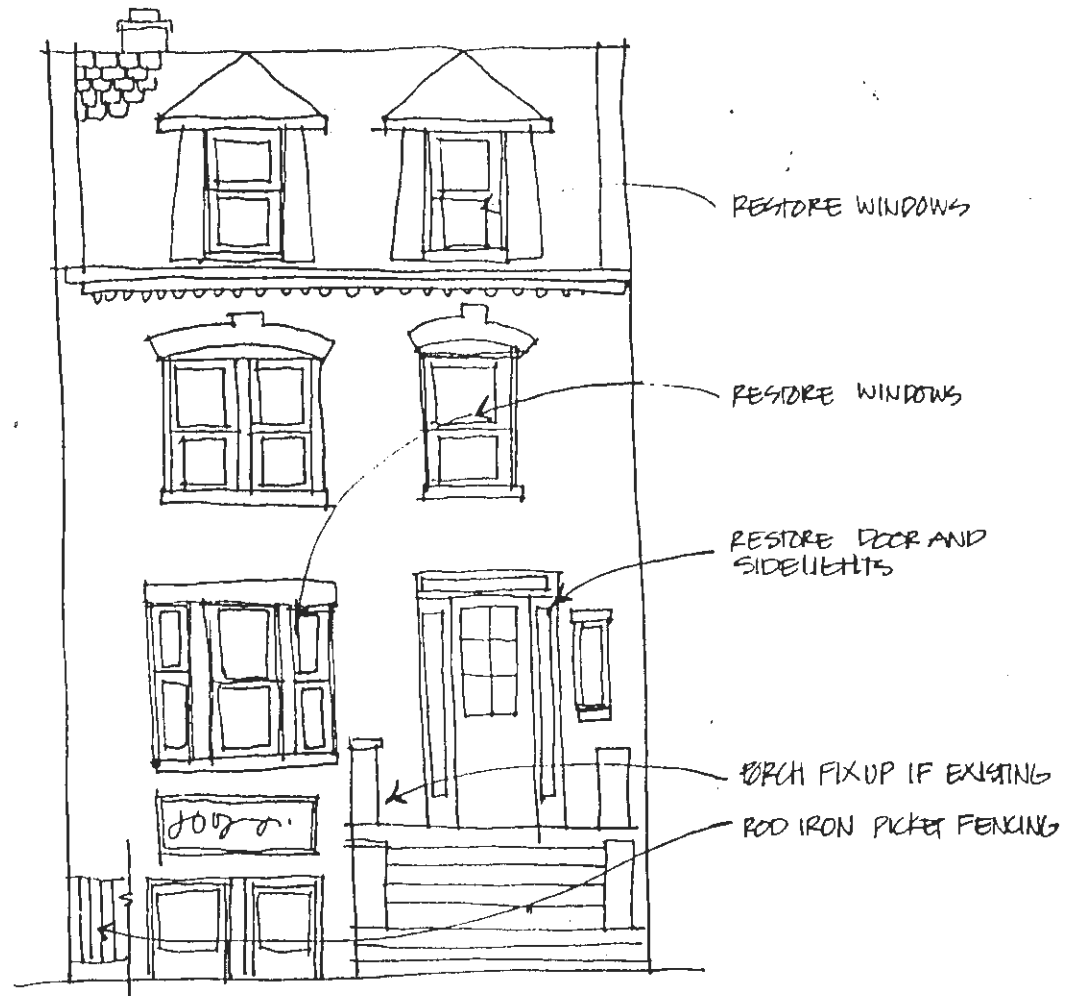


Three-Story Converted Residential

The Dime Plan

- Do the Nickel Plan
- Check and repair roof as necessary to avoid future damage
- Repair and/or scrape, prime, and paint dormer windows
- Repair and/or scrape, prime, and paint second story, first story, and basement windows
- Restore first floor door and sidelights *
- Repair and/or scrape, prime, and paint the eaves
- Install new sign *
- Light storefront windows
- Install appropriate lighting for signs *
- Fix up porch (if existing) *
- Install rod iron picket fence in front yard *

* permit required

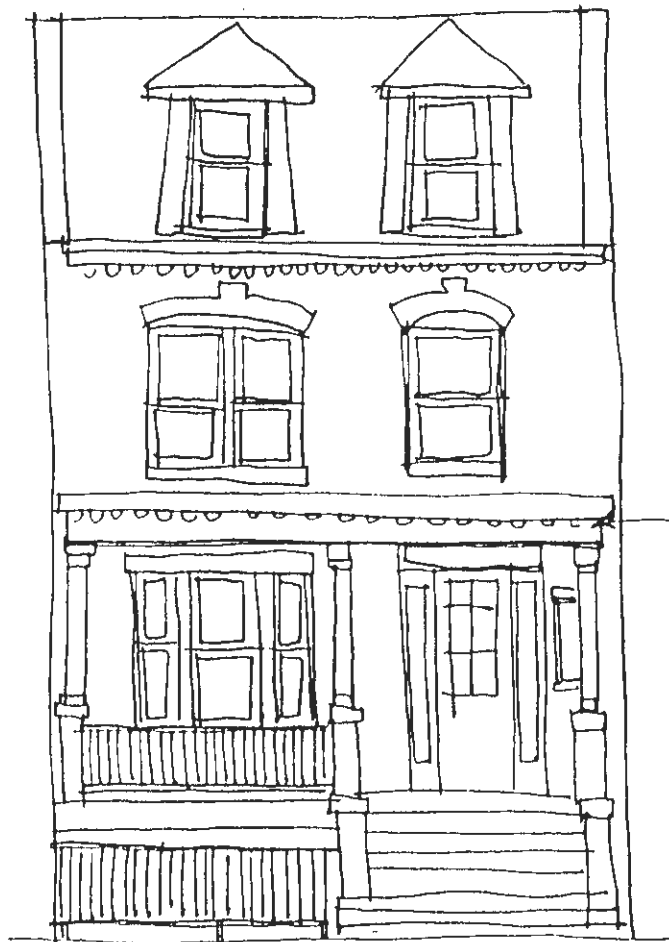


Three-Story Converted Residential

The Dollar Plan

- *Involve an architect or builder*
- *Do the Nickel and Dime Plans*
- *Verify integrity of roof and structure to avoid current or future problems*
- *Repair or install new dormer windows (wood, double hung) **
- *Repair or install new first, second, and basement floor windows (double hung) **
- *Repoint, repair, and clean existing masonry or stone as necessary*
- *Renovate porch completely **
- *Install rod iron picket fence in front yard **

* permit required

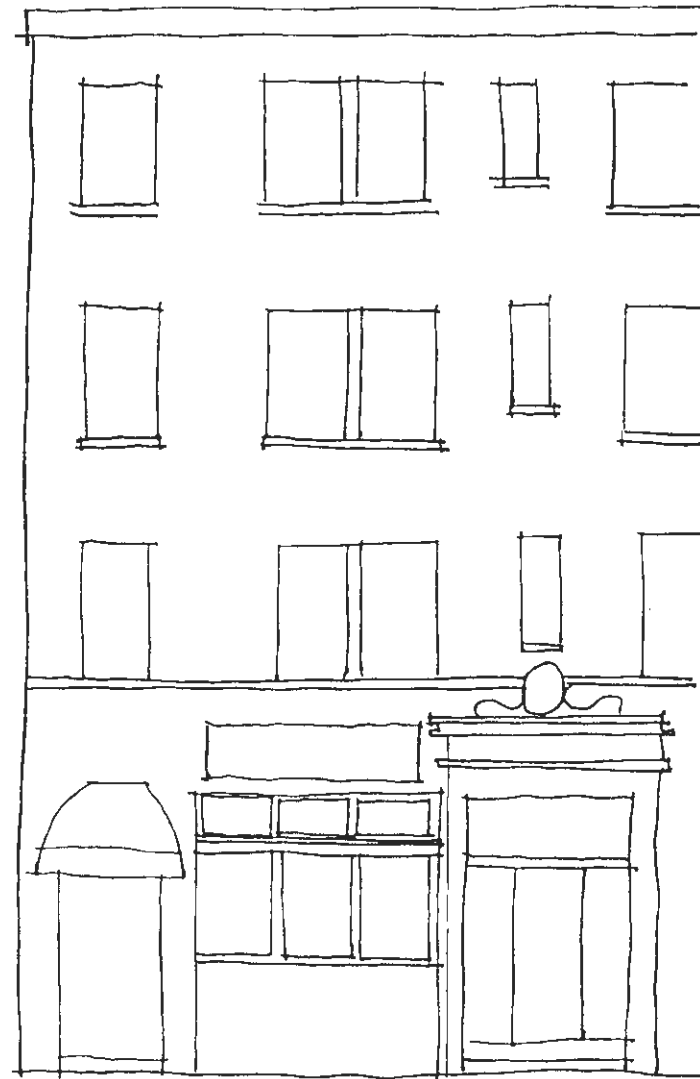


COMPLETE PORCH RESTORATION

Multi-story with Commercial Ground Floor

The Nickel Plan

- Scrape, prime, and paint wood trim and doors using exterior, glossy, oil-based paint on existing oil-based paint for window trim, eaves, and doors
- Repair or replace damaged hardware that is visible to the public, i.e., door hinges, doorknobs
- Repair any leaks or water damage before the problem gets worse
- Touch up paint on existing signs
- Clean brick or paint it if it has been painted before; do not paint unpainted brick
- Convert from grates or bars to roll-down interior grate



Multi-story with Commercial Ground Floor

The Dime Plan

- *Do the Nickel Plan*
- *Check and repair roof as necessary to avoid future damage **
- *Repair and/or scrape, prime, and paint wood or metal cornice (at bay, if applicable)*
- *Repair and/or scrape, prime, and paint existing transom windows or, if damaged, cover with painted plywood panels*
- *Restore first floor door and sidelights **
- *Repair and/or scrape, prime, and paint display window trim*
- *Install sign on glass window or neon sign **
- *Remove excess signage*
- *Light storefront display area **
- *Add awning to display sign and add visibility to store **

* permit required



Multi-story with Commercial Ground Floor

The Dollar Plan

- *Involve an architect or builder*
 - *Do Nickel and Dime Plans*
 - *Repair or install new windows **
 - *Repair or install new transom windows **
 - *Repoint, repair, and/or clean existing masonry/stone as necessary*
 - *Install new base for storefront bay with appropriate detailing, e.g., wood panels with trim, stone, or brick detailing **
 - *Install new sign **
 - *Install wrought iron picket fence in front yard **
- * permit required



2

Storefront Elements in Detail

Mount Pleasant is designated as a historic district. Because of this special status, we are subject to some restrictions regarding what can and cannot be done to the exteriors of commercial and residential properties. While these restrictions are often viewed as a hindrance, in fact they are a boon, because they assist businesses and homeowners in making renovation choices that enhance rather than detract from the value of their properties and business enterprises.

The District of Columbia metropolitan area provides numerous examples of commercial districts that have been renovated in keeping with historic character and, as a result, flourish as the focus of their respective communities. These include Georgetown, Adams Morgan, the Eastern Market area, Cleveland Park, upper Georgia Avenue in Silver Spring, the Courthouse area of Arlington, Takoma Park, Wheaton, downtown Shirlington, and numerous other commercial districts or venues from Union Station to the Alexandria waterfront.



It's interesting to note that some—but not all—of these areas are designated historic districts. Only certain blocks of the recently renovated U Street corridor, for example, are formally

designated as historic. (Others may receive historic designation in the near future.) Nevertheless, most of the new businesses opening on U Street have retained the historic character of their facades because business owners recognize that historic designs are pleasing to the eye and inviting to customers.

Original storefronts of early 20th century design need little improvement. Large, uncluttered windows, coordinated color schemes, attractive signs, and awnings, fashionable during our grandfathers' time or before, still represent good business marketing sense. Even new retail construction—as found in suburban communities like Centreville, Virginia—borrows heavily from the design elements found in our historic neighborhood.

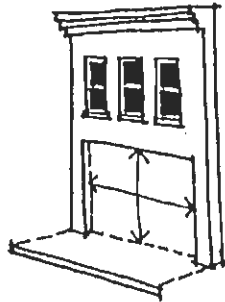
In this section, we offer suggestions on the types of storefronts that are most appealing and the specific repairs and renovations you can make to improve your facade. This information has been adapted from brochures prepared by the National Trust for Historic Preservation.

If you rent your building, remember to check with the building's owner before starting any renovations. Also, see section 1 for the types of renovations that require permits. Section 6 is an overview of the permit process.

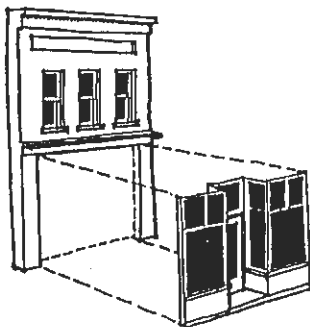
Storefront Design

Every traditional Main Street facade has a well-defined opening, which the original storefront filled. It is the area bounded by a wall on either side, the sidewalk on the bottom, and the lower edge of the upper facade on top.

Many problems with the facades today are a result of the fact that the storefront has been allowed to stray out of its natural place within the facade. It no longer looks contained; it appears pasted on.

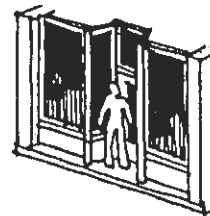


A general rule for remodeling is that a storefront should be designed to fit inside the original opening and not extend beyond it.

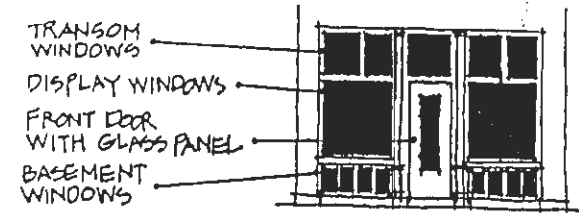


Recessed Storefront. To emphasize this feeling of containment, a storefront might be set back slightly (six inches to a foot) from the front. Storefronts that are set back too far (three to fifteen feet), isolate the business from the activity of the street.

Recessed Entry. The traditional storefront had a recessed entry at the front door. This configuration kept the display windows right next to the sidewalk, in full view of passers-by, and emphasized the door. The intimacy of the enclosed and sheltered doorway seemed to invite the pedestrian inside. This is a simple and logical storefront design.

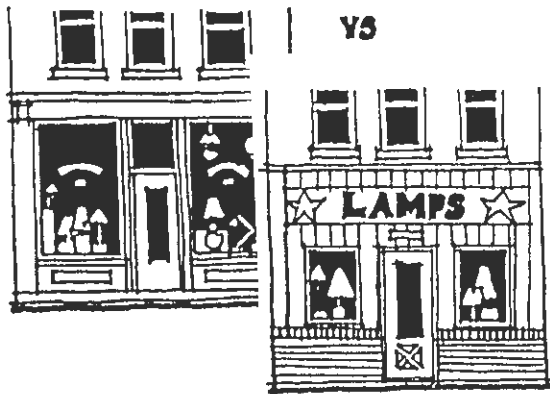


Storefront Windows. The traditional storefront was composed almost entirely of windows. For very functional reasons, it was designed to be as transparent as possible. This allowed a maximum of natural light into the typically narrow, windowless store space and relieved the closed-in feeling. It also allowed the potential customer a full view of the merchandise displays and interior space.



Many owners shy away from large storefront windows because of potential glass breakage (and security issues, which are discussed later), but the use of tempered glass can substantially reduce this problem. Further, a large window that is unobtrusively divided into two or three sections is much less expensive to repair when one pane breaks. Although often ignored, the idea of a transparent storefront is as valid today as it was in the past.

Storefront Decoration. The design of the traditional storefront emphasized the display windows and entry door. Because of this, the storefront had only simple decoration—shoppers were supposed to look through it rather than at it. Many remodeled storefronts, however, are heavily decorated. Loud colors, patterns, textures, and signs all grab for the customer's attention. Merchants are encouraged to adopt a new strategy for storefront design, based on the attraction of the goods and services inside.



Choosing Materials. The choice of materials can be critical to the overall success of your

storefront design. Consider carefully the visual qualities of materials when making a choices. There are subtle variations that may spell the difference between success and failure.

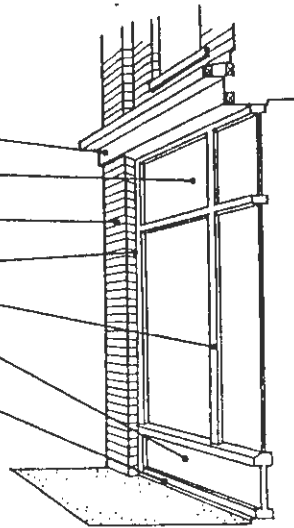
As significant as the materials themselves is the way in which they are used. Remodeled facades can appear sloppy and disorganized when materials have been carelessly used, and haphazard combinations destroy the appearance of an otherwise pleasing design. This problem is particularly evident where the storefront touches the upper facade or adjacent



building. If the original storefront opening has been covered and cannot be reopened, pay close attention to these edges. The joint between your storefront and other facades should have a neat and controlled appearance.

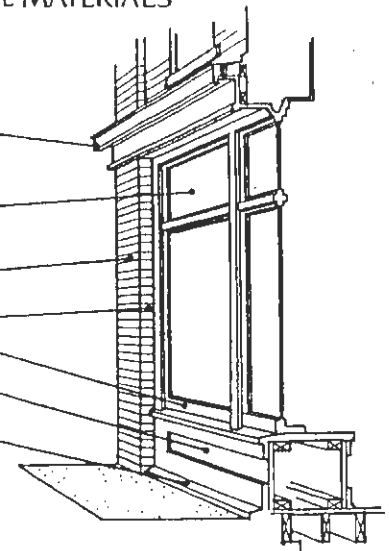
STOREFRONT WITH CONTEMPORARY MATERIALS

- A cornice is made with sheet metal over a wooden frame.
- Optional transoms can be stained glass, clear glass or opaque.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed with dark anodized aluminum or painted aluminum.
- Bulkheads are constructed of aluminum framing and a plywood panel clad with aluminum.
- The storefront rests on a masonry or concrete base.



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.



In general, follow these guidelines when choosing and using materials:

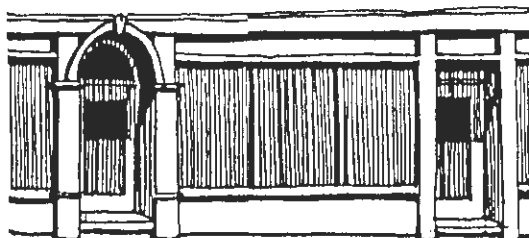
- The storefront frame can be wood, cast iron, or anodized aluminum
- The display windows should be clear glass
- Transom windows can be clear, tinted, or stained glass
- The entrance door should have a large glass panel and can be made of wood, steel, or aluminum
- The bulkheads can be wood panels, polished stone, glass, tile, or aluminum-clad plywood panels
- The storefront cornice can be made of wood, cast iron, or sheet metal or sometimes the horizontal support beam can serve as the storefront cap
- The side piers should be the same material as the upper facade or stuccoed and painted to look the same
- Certain materials and design elements are not recommended on traditional commercial buildings. Mansard roofs with wooden

shingles, rough textured wood siding, fake bricks or stone and gravel aggregate materials usually look out of place, as do small window panes, colonial doors, and storefront shutters

Take a cue from the traditional storefront, whose simple and unobtrusive materials emphasized display windows and the entry door.

The Front Door

Historically, the storefront entry was more than just a door. Its design and appearance reflected its commercial importance. Tall and stately in proportion and built of wood with a large glass panel, the traditional door looked substantial yet inviting to the customer. To enhance the personality of your storefront, consider these options:



MAIN FRONT
ENTRANCE

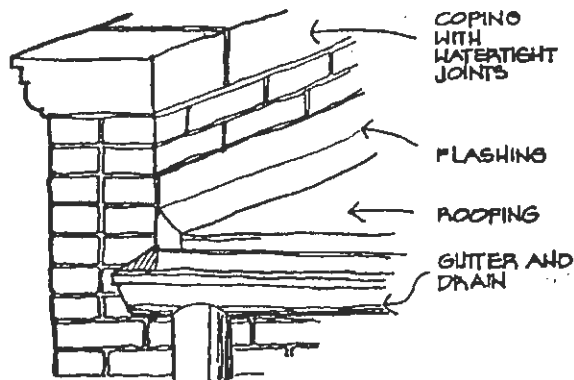
SECONDARY
ENTRANCE

- Your front door should look compatible with the rest of your storefront.
- A traditional wood door with a glass panel will reinforce the original character of your building. Try to find a salvaged older door or use a new door in the original design.
- If you choose a standard aluminum and glass door, consider a dark, anodized finish rather than a metallic color.
- Avoid an over-decorated door. Most fake historic doors, decorated with designs, molding, and window grills, and many contemporary door designs look out of place in traditional commercial areas.

Masonry

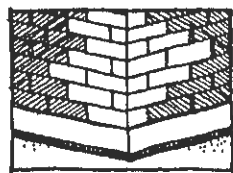
Brick or stone walls can be very durable, although they are also susceptible to damage from moisture, pollution, and age. The most frequent problems to look for are deeply recessed mortar joints and crumbling masonry units.

Moisture. Mold or discoloration of masonry surfaces may indicate a moisture problem. Moisture commonly enters through the top of a

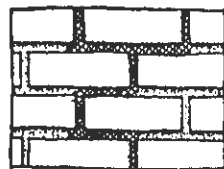


wall or where the wall meets the roof. Damage can also be caused by moisture from a clogged drain spout, a broken gutter, or water splashing up from the pavement. The roof, flashing, wall coping, and drainage system should be checked periodically for water tightness.

Repointing. Mortar disintegrates with age and weathering. When the mortar joints are loose or crumbling, or have recessed more than a half inch, they should be repointed with new mortar to keep out water and continue to hold the masonry units in place. Repointing deteriorated



A PATCHED AREA MAY NOT MATCH THE ORIGINAL BRICK.



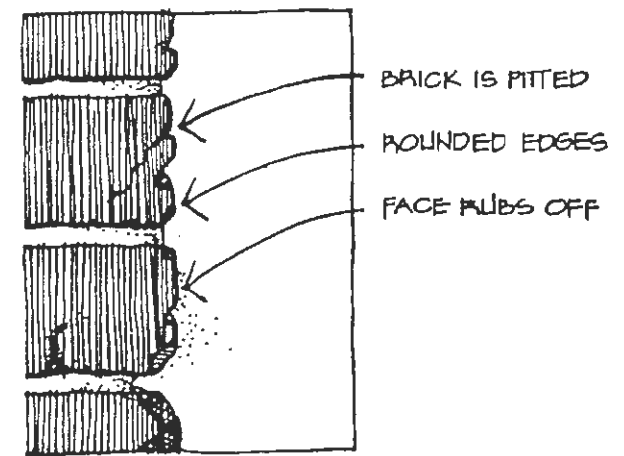
REPOINTING MORTAR MAY NOT MATCH OLD MORTAR COLOR OR TEXTURE.

sections should be done with care; new mortar joints should match the style, size, composition, and color of the originals. Typical mortar for older buildings contains one part Portland cement in two parts lime to nine parts sand. Never allow a high content of Portland cement to be used. It is very hard and can crack older brick, which is softer.

Cleaning Masonry. Dirty areas on brick or stone remain wet for a longer period of time and promote chemical reactions or harmful microorganisms that lead to deterioration. Masonry cleaning can give the surface of a building new life by removing pollutants and restoring the natural qualities of the brick or stone.

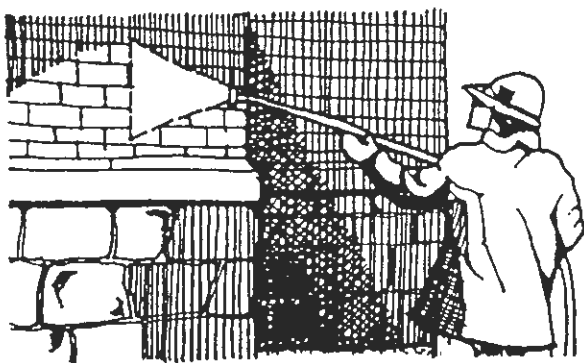
Improper cleaning, however, can result in further deterioration of masonry. Sandblasting or other abrasive cleaning methods should never be used. They erode the surface of the masonry material and can permanently damage the building. Once the outside skin of the brick has been removed, water can saturate the surface and deteriorate the brick. Sealants cannot effectively replace this outside surface.

Low pressure water cleaning (not more than 600 psi), scrubbing with a bristle brush, and the use



of gentle detergents is usually sufficient to clean dirt and grime from a masonry surface. Use only natural bristle brushes, not metal, which can disturb the mortar and damage masonry. In some instances, a chemical cleaner is required if paint or heavy grime must be removed. The masonry is usually pre-wet to soften dirt. Then a chemical paint remover is applied and allowed to remain on the building surface. Finally, the chemical is rinsed off, usually with water. The process may be repeated several times to remove built-up paint. Make sure all chemicals are washed off the building.

Finding the right chemical for the job is a challenge when every company seems to have its own solution. First, make sure that the chemical cleaner you choose is right for your building. Cleaners can be either alkaline or acidic; acidic products should never be used on limestone or marble. Then follow the advice of an experienced professional (see contracting). To be on the safe side, pay for a contractor to do a test patch on your building then evaluate the effectiveness of the cleaning method. Let the test patch weather for several months. Any problems with the cleaning—for example, too many pock marks, rounded edges, brick facing that rubs off—will show up. No residue from the cleaning should be left on the brick. Look at the original color of the brick. Do you like it? Also, check alterations to the original building. If unused doors were filled in, the infill brick



may be a slightly different color, which will show up dramatically after cleaning. Maybe paint is appropriate.

Investigate the condition of the mortar between the brick, and consult an expert about whether brick repointing, if necessary, should be done before or after cleaning.

If you are doing more than one maintenance task on the building, make a work schedule. Some work should be done before cleaning and other work is best left until later. Window washing, for example, should be scheduled after masonry cleaning. Remember to protect shrubs, trees, or ground cover surrounding your building when cleaning masonry, and avoid wet cleaning operations when a danger of frost exists.

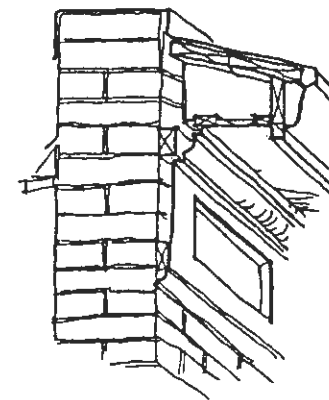
Painting. Unless it is necessary to protect the surface, exposed masonry should be left unpainted. A previously painted surface should be repainted, however, rather than chemically cleaned.

Before painting masonry, check the mortar and repoint as needed, scrape off loose paint, and perhaps clean with a low pressure water wash. Apply masonry primer to the entire area and one or two final coats of semigloss or flat latex paint.

Cast Iron or Sheet Metal

Cast iron and sheet metal decorations were often applied to a brick facade; sometimes entire facades were made of a combination of the two.

Cast iron is quite permanent and has been used extensively for storefront columns and window lintels. Regular painting will prevent corrosion. A chemical paint remover or low pressure dry grit blasting (80-100 psi) can be effective for



SHEET METAL
CORNICE



CAST IRON
COLUMN

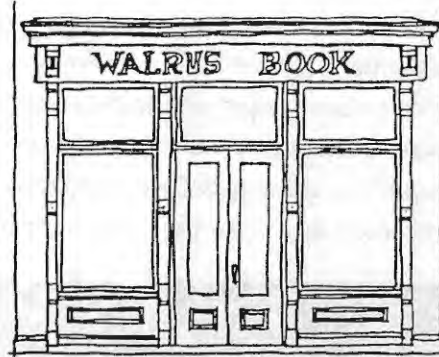
removing built-up paint and rust. Missing parts can be recast in aluminum or fiberglass from existing pieces or wooden pieces can be substituted.

Stamped metal is much lighter and bends easily. Elaborate cornices are often made of stamped metal nailed to a wooden framework attached to the building. Stamped metal usually is coated with zinc to retard rusting, although it is very susceptible to rust if the surface is scratched or left exposed. It must always be painted. If stamped metal must be cleaned, use a chemical paint remover. Never use dry grit blasting.

Missing parts can be duplicated by a sheet metal shop.

Windows

Renovating your storefront windows is possibly the best business investment you can make. Windows link pedestrians on the street with the merchandise or activity in your place of business. The original-style, uncluttered windows at Bubblez laundromat, for example, offer an unobstructed view of an enticing interior that draws customers in.



Plexiglass, which scratches easily, and tinted windows can have the opposite effect. These types of windows set up a barrier to potential customers and can discourage them from entering.

Most of the structures on Mount Pleasant Street—those which were originally built for commercial purposes—had large, inviting windows. Over the years, many of these windows have been closed in; others have become obstructed by merchandise, advertisements, and window treatments that bar the customer's view of the interior.

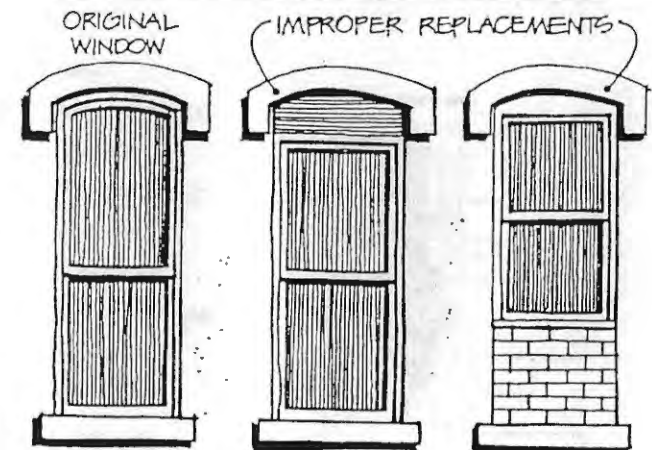
Sometimes window renovation can simply entail removing window barriers of any sort and cleaning the windows. Or it can mean returning to the original window design. The

objective is opening up the window space to let the sunlight and customers stream in.

Window Repairs. Some window problems are easily solved. Wood parts—most likely the sill or the bottom of the sash—can be replaced without replacing the whole window. Check with your local lumber supply store or mill shop for pieces to match the original window.

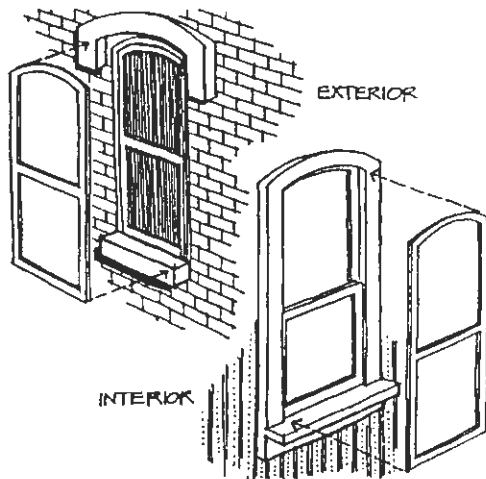
If your window doesn't operate like it used to, it may have been painted shut. Tapping the sash with a hammer wrapped in a cloth may be sufficient to get it working again.

Another common malfunction is a broken window mechanism. If the sash locks, cords, or weights are broken, consult a window dealer. He or she can show you the simplest way to fix the mechanism without replacing the window.

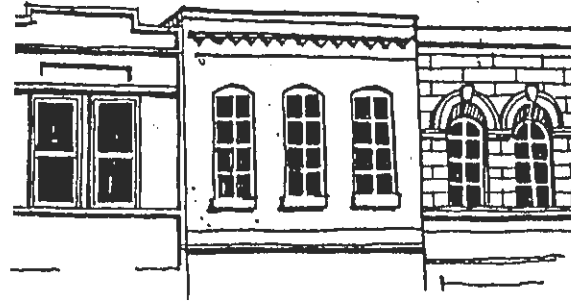


Window Replacement. If all other efforts at maintaining and repairing your windows have failed, consider replacing the entire window unit. In the long run, this may be the best, most economical alternative.

If you're not changing every window, find replacements that match the existing units. Appropriate styles range from the original pattern of detail to the simplicity of a fixed pane of glass. Avoid fake "historic" windows not in keeping with the style of your building, and don't alter the existing opening to fit the new windows. Standard wood windows are relatively easy to buy or have made. More unusual styles are generally custom-made, and are not as expensive as you might think. If you must use aluminum, a dark anodized aluminum is preferable to a light metallic color.



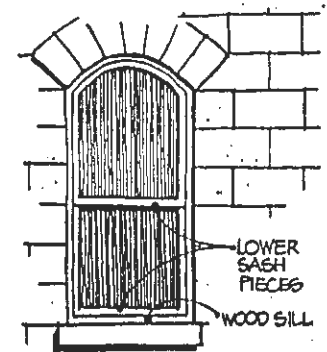
Storm Windows. Insulating storm windows are a good idea for conserving heat and energy, but they often look inappropriate on older facades. First consider installing them on the inside of the windows where they will not be seen. If storm windows must be installed outside, choose them on the same basis as any window. Think about shape, color, and overall design. An anodized or baked-on finish is less obtrusive than plain aluminum and will be more compatible with the appearance of the building.



Upper Story Windows

Upper story windows create a repeated pattern that helps to tie together street facades. Often, however, they have deteriorated, been replaced with inappropriate substitutes, or boarded up, changing the character of the building and the streetscape as well. Proper treatment and maintenance with appropriate materials can

prevent this. Make sure you get expert advice on the types of materials (putty, caulk, primer, paint, etc.) to use.

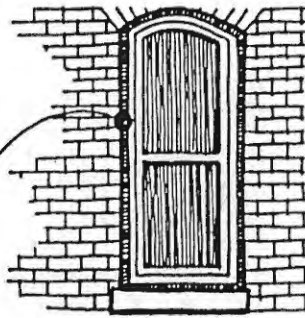


Maintenance. Set up a maintenance schedule for upper story windows. Many problems can be solved and others prevented through regular care. Make a checklist of window maintenance problems.

Check the wood parts of the window. Are there portions that are soft, cracked, or split? Pay particular attention to the window sills and the bottom of the window sashes where water has collected over the years.

First scrape off the old paint from the wood. Fill the cracks with caulk or wood putty. Then sand, prime, and paint. Fix loose or broken window panes by first removing all broken glass and old glazing putty. Find new glass to match the existing panes. Install the window using the appropriate glazier's points and putty.

CAULK
BETWEEN WINDOW
AND ITS
MASONRY OPENING



Check the joints between the window and its masonry opening. If these joints are loose or open, they should be caulked to prevent air and water infiltration. Be sure to use the proper caulking material.

Wood

Wood is often used for cornices and storefronts and sometimes for upper wall surfaces. Always try to retain any original exterior woodwork. Deterioration can be prevented with regular maintenance, and decayed portions can be repaired.

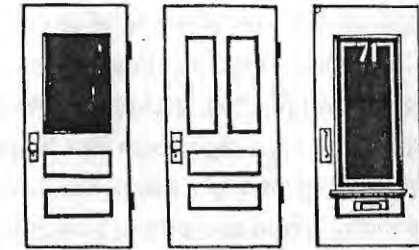
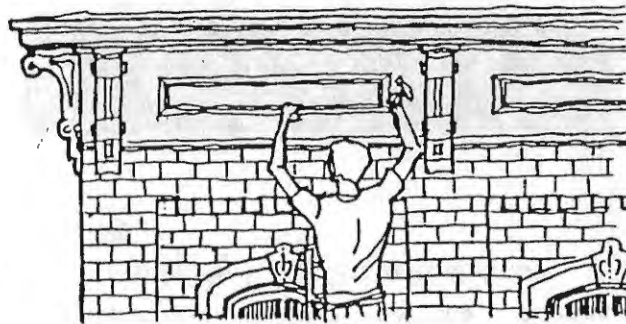
Check for soft, rotted areas, areas where the wood has split, and places where nails have corroded. Up to a point, these problems can be fixed by renailing, filling, and caulking the wood and then by using an oil primer and painting the wood with latex or oil-based paint.

Sometimes you will need to have a carpenter replace some pieces that have rotted and are missing. Any replacements should match or at least complement the existing detail.

Doors

Every storefront has a door or pair of doors for entry into the place of business. Traditionally, the entrance door was made of wood with a large glass panel. Every effort should be made to maintain and repair an original door.

Painting Aluminum. Many original doors have been replaced by standard aluminum and glass commercial doors. Although lacking in historical character, they are generally unobtrusive. Aluminum doors and storefronts can be made more compatible by painting them a dark color.



An exposed aluminum surface must be cleaned and prepared for a zinc chromate primer or metal primer, followed by appropriate finish coats as recommended by the primer manufacturer. New aluminum should be exposed to weather for at least two months before painting.

Door Replacement. If a door is to be replaced, you have three basic options:

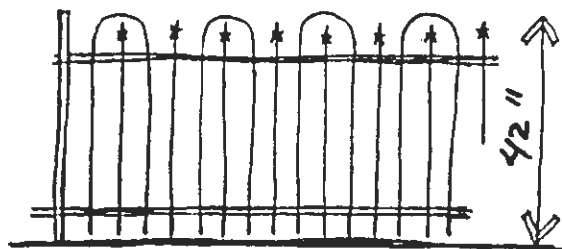
- Have a new door built with the same design and proportions of the original
- Find a manufactured wooden or steel door that resembles the traditional store door
- Use a standard aluminum commercial door with wide stiles and an anodized or baked enamel finish

Do not use doors decorated with moldings, cross bucks or window grills. These doors are more residential in character and can look out of place on commercial buildings.



Fences

Certain wood fences, low stone walls, and wrought iron fences may be appropriate in the front or in visible side yards, depending upon the historic character of the building. Concrete walls, chain link fences, or solid wood fences in



the front or visible side portions of a building are not recommended. Fences should be 42 inches or lower and should not be composed of a solid material or arranged in such a manner as to completely block the view in front of the building.

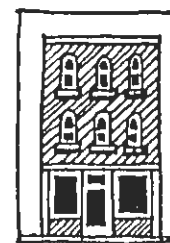
Finishes

Whenever possible, retain the original or early color and texture of masonry surfaces. Discover the original paint colors and finishes and repaint with colors based on the original when possible. Do not, for example, refinish exterior wood details to a natural or stained finish without some evidence that this was the original exterior surface.

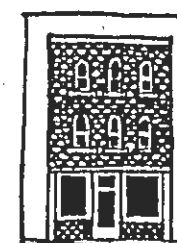
All buildings in Mount Pleasant have "color," whether painted or in the original unpainted material, such as brick. Color selection becomes important in the maintenance of architectural details such as trim, sills, headers, balconies, metal work, etc. In general, brick and stone elements like headers and sills should be kept unpainted and cleaned. If not, remember the following when selecting colors:

- Color will emphasize the details

- Intense colors distract from a harmonious design
- Light colors bring out details while dark ones obscure them
- Use a gloss or semi-gloss that can be easily cleaned



MID 1800'S
SOFT, NEUTRAL
TINTS



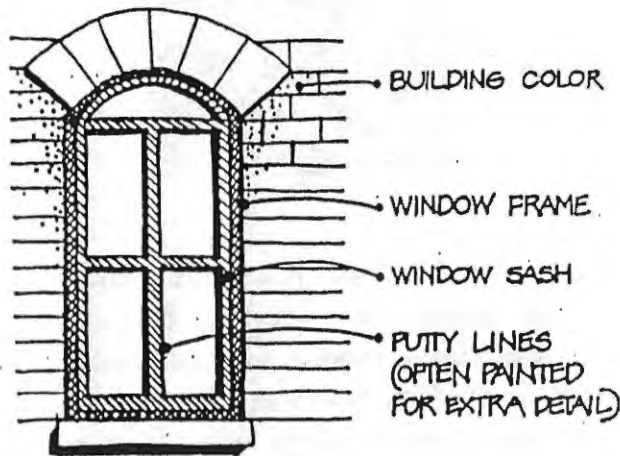
LATE 1800'S
DARKER, RICHER
SHADES



EARLY 1900'S
LIGHTER, CALMER
COLORS

Seek professional advice or request information from Main Street. Select colors for the wood trim to harmonize with the natural color of the masonry. Scrape down the trim and other painted surfaces to find out what the original colors were, and these will usually relate best to the building as a whole. Select colors for trim that contrast with brick, i.e., light versus dark but in the same range of color—these are usually on the same paint card showing light to dark colors.

Pittsburgh Paints, Duron, and Sherwin-Williams have historical lines of exterior body and trim colors. Be careful to use the color scheme that is appropriate to the age and style of the building. For example, if your property was built between 1875 and 1895, the color of the trim was probably relatively dark. If it was built after the turn of the century, the trim color was probably lighter. Owners of similar, adjoining properties should consider identical or coordinated color schemes.

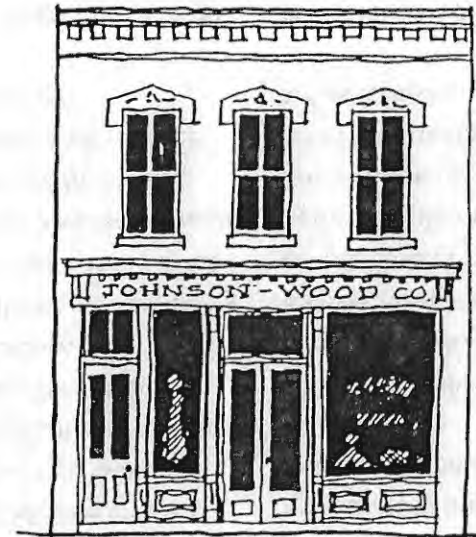


Painting

Painting can be one of the most dramatic improvements you make to your building. The following procedures will help smooth the way for a successful paint job.

MINOR TRIM

- WINDOW SASH
- DOORS
- STOREFRONT FRAME
- SMALL DETAILS ON CORNICES, WINDOW HOODS AND BULKHEADS



MAJOR TRIM

- CORNICE
- WINDOW CAPS
- WINDOW FRAMES
- STOREFRONT CORNICE
- STOREFRONT COLUMNS
- BULKHEADS

BASE COLOR

- WALL SURFACES
- STOREFRONT PIER

- 1 First determine what you need to do to prepare for painting. Check all the wood. Is it sound or rotting? Replace any rotting wood. If you have a masonry building, check the mortar. If the building needs repointing, do it before painting.
- 2 Plan your painting schedule. Some times of the year are better for painting than others. Good weather usually makes for a better paint job. Ask your local paint dealer for assistance.
- 3 Check the condition of your windows. Install new glass in broken windows, and
- 4 replace any damaged putty with a glazing compound, making sure that it goes all around the window. Wait until the compound is dry before painting.
- 5 Prepare the surface adequately. Be sure to remove all peeling or loose paint. A variety of tools can be used, including a wire brush, a scraper, a blow torch or an electric heat gun. Use the last two devices carefully and with only enough heat to soften the paint so it can be easily pushed away.
- 6 Consider using a primer for the first coat. On older buildings, a primer will help the

final coat adhere. Mix a little of the finish coat paint in with the primer.

- 6 Determine the type of paint best suited for your building. Stone, brick, wood, concrete block, and metal require different paints and primers.
- 7 Which kind of paint will you use, oil or latex? There are advantages and disadvantages to both. Oil is more durable, may help to preserve wood, adheres better, and is harder to clean up. Latex is less durable, easier to apply, and easier to clean up.



Remember that once you use latex, you must continue to use latex. It's very difficult to switch back to oil. If you have been using an oil base, it's best to continue with oil.

- 8 Be aware that there are three degrees of shine for paint: gloss, semi-gloss, and flat or matte.
- 9 Remember that quality paint will last longer than cheap paint. It will not fade or peel as quickly and usually gives better coverage.

Awnings

An awning can be both decorative and functional. It provides shade and shelter for busy shoppers and invites them to stop, look, and step inside. Colorful and bright, it also serves as an energy saver by regulating the amount of sunlight that enters your window. With a northern exposure, your building will probably not require an awning. For a southern window, however, an awning can be an excellent climate control device. A combination of insulating glass plus an awning will make a significant difference in your energy savings.

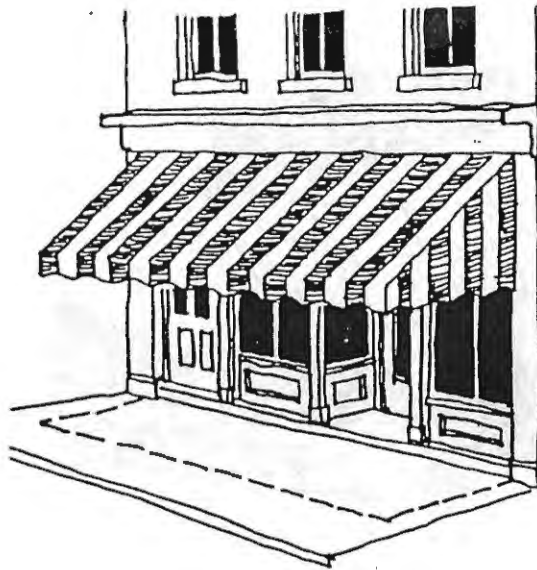
The installation design will determine in large part how energy effective the fixture will be. Do



you want an operable awning that can be opened and closed? Or do you want a fixed awning that remains permanently open. An operable fixture allows the sun to shine in your store on cold days and shades your window when it is sunny outside. An inoperable, fixed awning is primarily decorative. Although less expensive to install, it does not always fulfill the major function of an awning.

Think about the awning in relation to the scale of your building. How will it relate to existing architectural features? Will it overpower the proportions of your windows and facade? Look at the neighboring buildings and imagine how the addition of an awning will affect the character of the streetscape. General rules for awnings are as follows:

- A standard street-level awning should be mounted so that the valance is about 7 feet



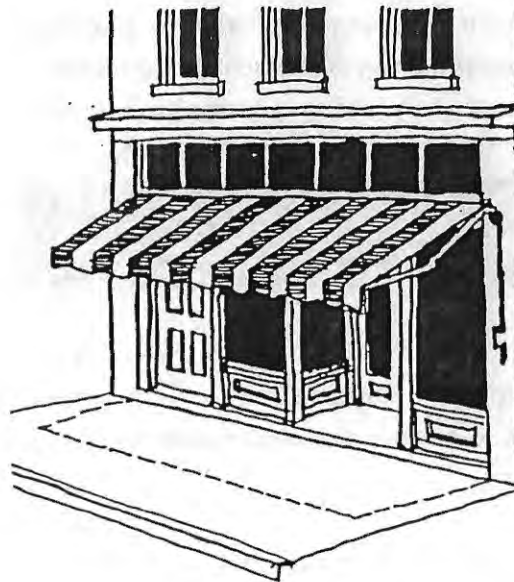
above the sidewalk and projects out between 4 and 7 feet from the building. A 12-inch valance flap is usually attached at the awning bar and can serve as a sign panel.

- An awning can be attached above the display windows and below the cornice or sign panel. Sometimes it is mounted between the transom and the display windows, allowing light into the store while shading the merchandise and pedestrians from the sun.
- An awning should reinforce the frame of the storefront and should not cover the

piers or the space between the second-story window sills and the storefront cornice.

- Storefront alterations can be effectively disguised by mounting an awning over the alterations while maintaining the proportions of a traditional storefront.

Materials. Awnings are usually made of canvas, plastic, or aluminum. Whatever the material, be sure that the awning you choose is guaranteed to be weather resistant. Most fabric-type awnings are treated to retard deterioration by rain or snow.



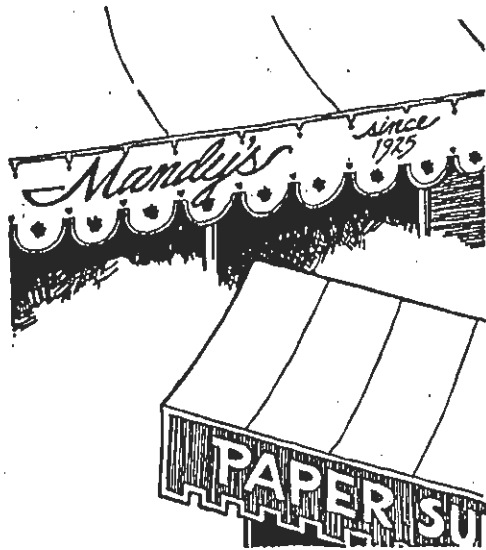
Canvas is traditionally popular. It is flexible, but must be weather-treated prior to installation. Although initial installation costs are lower, canvas awnings may require more maintenance than plastic or aluminum.

Plastic creates a more contemporary effect. A vinyl awning can be very handsome, if designed with consideration for the rest of the building. This material is flexible and generally requires less maintenance than fabric.

Aluminum is another possibility, but aluminum awnings are primarily residential in character and usually unattractive in a downtown area. A flat aluminum canopy also detracts from historic character.

To decide on a color for your awning, take a look at the entire building. One with minimal architectural detailing can be jazzed up with a bright accent color. A more decorated facade should be complemented with a subtle shade. Choose the color so that the awning enhances the existing features. Sun bleaching is a problem to consider, particularly in choosing a color that will not fade significantly.

Pattern. Pattern is important, too. Plain and simple, striped, or a bold solid—what image do you want to create? Again, choice of a pattern or no pattern at all should depend on the character of the facade.



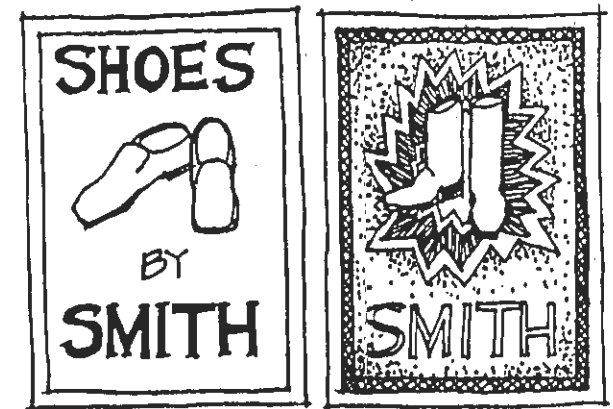
Awnings have long been used to display advertising signs, as the illustrations below show.

If you choose to incorporate a sign into your awning, keep the message simple and directed toward identification.

Signs

Signs are a vital part of any main street. With a sign, you call attention to your business and create an individual image. But it's often forgotten that signs contribute to an overall image as well. Merchants try to out-shout one another with large, flashy signs. If Mount Pleasant Street is to work together as a whole, its signs must serve to create an individual image and an overall image.

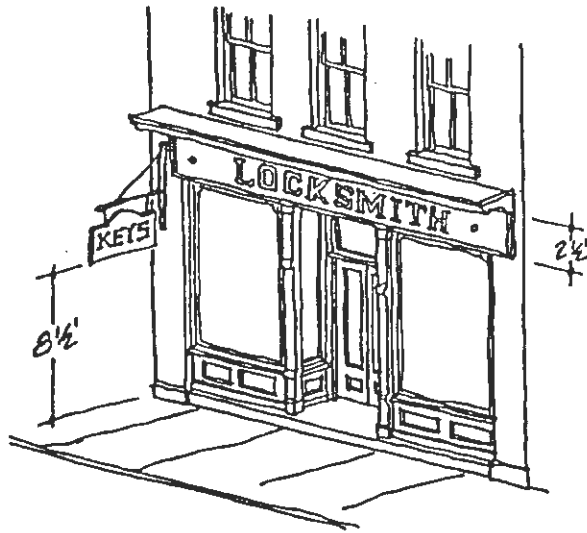
Stand back and question the purpose of your sign. Is it merely an identification? Do you want to let the personality of your store or office shine through? Is it necessary to provide information about your products on a sign? What kind of public are you trying to attract? Consider the kind of sign you want:



- **Word sign**—This sign uses words to describe your business.
- **Symbol sign**—Many times a recognizable symbol is more expressive than words
- **Object sign**—Often objects used in your business can be attractively displayed. These visual signs can be more vivid than words.

Perhaps you want a word sign and a symbol sign or any combination.

Materials. Signs can be made from wood, metal, plastic, stone, neon, canvas, paint on glass, paint on brick, etched or stained glass, and more. Consider all the possibilities for



using different materials. Each has unique qualities that can be exploited for the type of sign most appropriate to your needs.

Styles. Look at old pictures of your building to give you an idea about how signs are related to historic architectural details. Visualize how your sign will appear in relation to the entire facade. The sign should not dominate; its shape and proportions should fit your building just as a window or door fits. For example, a sign hung under the cornice complements the architecture and presents a strong image. There are several options for placement:

- Under the lower cornice
- Painted on glass

- On the side of the building
- Hanging from the building
- On the awning flap

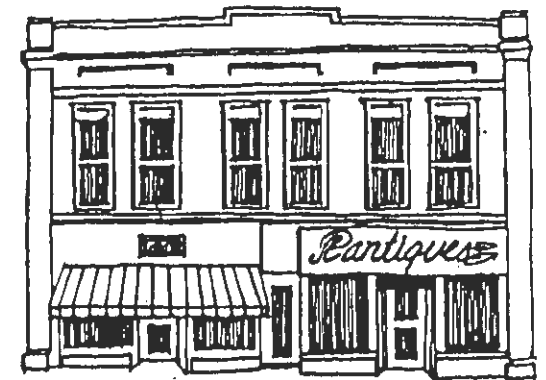
Decide just how much you want to say on your sign. It is important to keep your message simple and to the point. Remember, your sign will be viewed as part of a very complex environment filled with written and visual messages.

Guidelines. Consider the following guidelines:

- A sign should express an easy-to-read, direct message. Keep it simple.
- A storefront should have no more than two signs—one primary and one secondary.
- A flush-mounted sign board may extend the width of the storefront but should not be more than 2.5 feet high. The sign should be mounted somewhere above the storefront display windows and below the second-story window sills. Generally, lettering should be 8 to 18 inches high and occupy only about 65 percent of the sign board.
- A hanging sign should be mounted at least 8.5 feet above the sidewalk and should project no more than 5 feet. The size and

location of a hanging sign should be carefully considered so that it does not interfere with neighboring signs.

- Window signs should not obscure the display area.
- Awnings also serve as signs when contrasting letters are painted or sewn on the valance. Usually, 6-to-8-inch letters are sufficient.
- Letters can be painted or mounted directly on a sign board, storefront, or wall. Three dimensional letters are available from sign makers in wood, marine plywood, metal, and plastic. Remember letters should not be too large.



YOUR BEST ADVERTISING!

-
- Illuminated signs can be appropriate downtown if they respect the proportions of the storefront and the guidelines outlined above. Painted signs can be directly illuminated with florescent or incandescent lights. Internally lighted signs are most effective with light letters on a dark opaque background. Exposed neon letters can also be effective, adding color and vitality to the street.

 - Quality of workmanship and construction is as vital as any of these basic considerations. A simple, well-made sign speaks far better of your establishment than an extravagant sign that is sloppy in appearance. Choose a sign maker carefully. Ask to see samples of previous work.

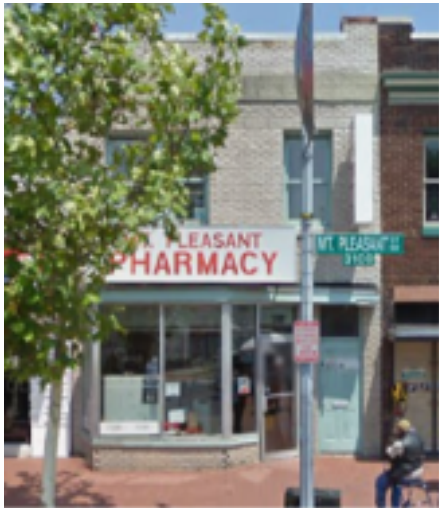
Signs provided by national distributors are not recommended. They don't reflect the individuality of your store and usually appear as additions to your storefront advertising. The signs you display should advertise your personal business message.

3

Security

Security, always a concern for Mount Pleasant Street businesses, is a major consideration in planning storefront renovation.

The street's commercial buildings, dominated by bay windows, were designed to display and invite people into stores. In recent years,



Pharmacy before



Pharmacy after

however, businesses have felt it necessary to install exterior barriers, such as grates and roll-down metal doors to prevent crime. Unfortunately, these exterior grates and metal doors also act as a barrier between businesses and their customers and potential customers.

Mount Pleasant Street businesses that have recently been renovated and most that have recently opened or will soon open on the street have chosen an inviting look for their store fronts. According to Tony Majeed, owner of the Mount Pleasant Pharmacy, the renovation and other efforts he took to expand his business have made it more successful.

The pharmacy's security policy during operating hours is to have at least two people in the store. When the store is closed, a rolling steel door just inside the store protects everything of value inside the pharmacy.

Mireya's Beauty Salon is one of the street's most recent renovations. The security barrier's in the pre-renovation shop included a manually operated, metal roll-down shade on the outside of the center section of the bay window and grates on the inside of the side sections of the window. The front door was protected by a wrought iron gate. To Mireya Rodriguez, owner of the business, the pre-renovation security arrangement was unsatisfactory because it

planner for this area. According to the Ritz store planner, the interior grille provides greater security than an interior metal door because the solid door can conceal a burglar who enters the store through a rear door or other opening. A solid door can also delay the discovery of a fire and make it more difficult for firefighters to get into a store.

The cost of rolling security grilles and doors for Mount Pleasant Street size stores ranges from \$1600 to \$3600, including installation. The key cost variables are size and type of operating mechanism. A manual mechanism, the least expensive, is practical for grilles with widths of 15 feet or less. Wider grilles usually require an electric motor, which can add another \$600 to

\$1000 to the price. It is sometimes possible to keep costs down, however, by installing two grilles, each small enough for manual operation. Another way to keep costs down is for several Mount Pleasant Street stores to schedule the installation of security grilles at the same time. Even if a supplier is installing grilles in only two stores, the savings for each store can be as high as \$200.

Both Tony Majeed at the Mount Pleasant Pharmacy and Ritz Camera officials report that stores with interior security doors and grilles don't have significant problems with broken windows.

obscured window displays, and the roll-down shade was very cumbersome. Ms. Rodriguez decided to have an interior rolling security grille installed at the back of the bay window during the store renovation. She also chose to keep the exterior wrought iron gate.

The interior rolling grille is a security option selected by many other shops and retail stores in the Washington area. Another nearby example is the Ritz Camera store at 1323 Connecticut Avenue. An interior rolling security grille has effectively protected that store and the others in the Ritz chain for over five years, report the store's manager and the Ritz store

and interior lights will be on to encourage window shopping.

Heller's Bakery is and has always been a store with a welcoming facade where people can window shop around the clock. Current owner Jean Lujan feels that the exterior lights not only encourage people to stop and look at the cake displays but also deter crime.

Visible business interiors and exterior lights at night do discourage crime, according to research conducted by the National Crime Prevention Institute. The Institute also reports that crime can be deterred by physical elements that express ownership. These elements include signs, awnings, art, pavement treatment, fences, and landscaping.

The opening of NationsBank made the middle of the 3100 block of Mount Pleasant Street much brighter and safer in appearance. The illumination of NationsBank's ATM area and the exterior lights bring a friendly glow to Mount Pleasant Street at night and make people feel comfortable as they walk by. NationsBank officials believe that the more visible a bank office is, the more secure it is.

Payless ShoeSource officials also believe that visibility and illumination at night enhance store security. And when the new store opens, it will brighten the other side of the 3100 block and hopefully bring new life to an old Mount Pleasant Street tradition. Payless will have an open, barrier-free store. At night, both exterior

4

Applying for and Getting Financing

Your business will probably need to obtain financing for larger renovation projects. The keys to financing are 1) finding a loan program that meets your needs and 2) preparing thoroughly for your loan application.

If you already have a financing source for your business—great; if you don't, you may want to consider several sources of funds in the community. Among these are the following:

- The U.S. Small Business Administration's microloan program, available through the Latino Economic Development Corporation (LEDC)

- The LEDC's own microloan fund
- The loan guarantee program sponsored by the D.C. Office of Economic Development
- Standard commercial financing through local banks, such as NationsBank

These institutions or programs offer loans of various sizes with a range of collateral, guarantee, and equity requirements. No matter what the size of the loan, however, financial institutions will normally require a comprehensive description of your business and its financing needs.

To allow yourself time to prepare your loan application, make contact with potential loan sources before you begin planning your renovation. Ask for a copy of a loan application and any brochures describing the programs available and their restrictions. Take this material home and read it carefully before asking questions. If you plan to use a commercial lender, avoid discussing the details of your application until you know exactly what you want to do and can present your plan, supported by facts and figures, in an organized fashion that will win the confidence of the loan officer and improve your chances for a loan.



Picture from LEDC/SBA

In general, funding sources will want to see the following information:

- Financial statements, tax returns, and cash flow projections for at least the last three years
- The most current interim balance statement
- A listing of all company debt and monthly payments, if not broken out on financial statements
- Banking references
- Recent personal financial statements for all loan guarantors

- Explanations of any personal credit history problems
- A complete listing of all personal debt and monthly payment amounts
- Information on insurance coverage for loan guarantors, bankruptcy histories, pending lawsuits

While compiling this information may seem like a major chore, it also provides an opportunity to assess the progress of your business and plan for future growth. If you need help, contact the Latino Economic Development Corporation or the Small Business Administration. Either one can assist you with one-on-one business counseling or group courses.

Once you have specific information on the costs of your renovation and the amount of funding you need, you have compiled the application data required, and you have received any counseling you want, you can present your loan application with confidence.

Check to see if you have any other loans or credit lines that you need to include as part of your financial picture. If you have a mix of loans, you may find it desirable to borrow and finance several projects to avoid over-indebtedness. Each of the construction officials that you contacted, the contractor, architect, engineer, and others, can help you with that. Requesting an itemized bill—where each distinct activity is listed and priced separately, for example, excavation, pouring, electrical, etc.—may be particularly helpful, and you have that.

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5

Soliciting Bids and Selecting a Contractor

Finding the right people to do your renovation work can sometimes be as difficult as finding the money to do it. But it's easier to check out a contractor who wants your renovation business than it is a person who wants to handle your legal or accounting work because you can inspect a renovation contractor's previous work and discuss it with the people who have hired that firm or person. Follow the guidelines below, and you'll be on your way toward a mutually satisfying working relationship. Also, see Contractor Profiles in Appendix B for a list of local companies.

Obtain Estimates. Once you've decided you need a contractor to do all or part of your storefront renovation work, make a list of the items you want the contractor to handle and invite several contractors to submit job estimates. Each of the contractors should visit your business, discuss the renovation plans with you, and submit an itemized bid. Requiring an itemized bid—where each distinct activity is listed and priced separately, for example, repointing, painting, window trim repair—is particularly important so that you know that each contractor's bid covers all of the activities you want completed and so you can specifically identify any differences in the bids. For example, if you feel particularly comfortable with one of the contractors but feel his or her cost for trim repair is too high, you can address that topic specifically.

When you have several job estimates, you can use them to apply for financing. (See page 35, *Applying for and Getting Financing.*)

Check References. *Never hire a contractor until you've inspected his or her work and checked out references.* Reference checks will give you several kinds of critical information:

- Exactly what the contractor did or didn't do on the job. You'll want to match a

contractor's track record with the specific work you need done. If you don't, your renovation could become an on-the-job learning opportunity for a general contractor with other kinds of experience. A good match between experience and your renovation is especially important if the renovation requires a specialized skill, such as repointing.

- Whether or not the contractor met the client's schedule. Even under the best possible circumstances, a storefront renovation will mean some disruption for your business. It will be to your advantage to find a contractor with a reputation for showing up when expected and finishing the job on time.

- Whether or not the contractor corrected mistakes and stood by contractual guarantees.

Ask for Proof of Licensing. In addition to inspecting previous work and checking out references, you should look for a contractor who is bonded and licensed to do business in the District of Columbia and make sure you have a contract that protects your investment. Salespersons for licensed contractors carry photo identifications. Ask to see the identification and write down the license number.

Sign a Contract. In most cases, a contractor will present you with a contract. Check it out carefully before you sign it. Does it contain everything you were promised, including the type and grade of material? Are there provisions for preparation, clean-up, and removal or renovation debris? Does it include your schedule requirements and deadline for the completion of work? Are there adequate guarantees for the quality of work?

The payment schedule should meet both your needs and that of the contractor. Before beginning work, contractors typically require a deposit as high as one-third of the total contract price. Deposits cover the cost of materials. Final payment should be made upon *completion* of the work.

A contract is merely an agreement between a client and a contractor about work to be done and compensation to be paid. You can have your lawyer draw up a renovation contract for you, or you can do it yourself and have your lawyer review it. As long as both parties sign and date it, it is as legally binding as any other contract.

After the contractor has been selected, the contract signed, and most of the work done, the contractor will be eager for the final payment. You can use the contractor's eagerness to your advantage by reminding him or her that the final payment isn't due until the job is complete and everything is cleaned up. If you feel you want to respond to the contractor's need for cash before all the loose ends are tied up, you might want to make an advance on the final payment, but hold back enough money to make it worth the contractor's while to finish the job as soon as possible.

be approved. If you have any questions about your plans, contact one of the members of the Design Review Committee, listed in Appendix C.

If your plans are consistent with the guidelines, you will need to prepare a permit for the District of Columbia. Take several photographs of the existing condition of any of your building that you intend to alter, repair, or demolish, and one photograph of the main front facade. Your application must include two copies of each of these photographs. To assist professional architects, if appropriate, create a drawing of the intended work. If the work is relatively simple, prepare a hand-drawn drawing showing the intended work and an elevation (vertical profile) of the

6

Making the Permit Process as Painless as Possible

Building permits are required in all areas of Washington, D.C., for any alterations to the exterior or interior of a building with the exception of minor repairs, painting, and maintenance. Generally, replacement of damaged wooden items like porch columns, rails, steps, flooring, and windows will require a permit. Questions concerning whether a project requires a building permit should be directed to the Permits Branch at 727-7050. If you're using an architect or contractor, make sure that he or she checks with the Permits Branch to determine whether or not a permit is necessary. In an historic district like Mount Pleasant, all

building permit applications are also subject to review by the D.C. Historic Preservation Review Board, an 11-member panel appointed by the Mayor. In Mount Pleasant, a neighborhood volunteer organization, the Design Review Committee of Historic Mount Pleasant, also reviews each Mount Pleasant building permit application.

The Benefits of Compliance. The building permit process offers several benefits and safeguards to building owners or leaseholders. Permit Branch inspectors and staff deal with contractors, property owners, and developers every day. They can offer sound advice about the safest and most efficient manner of completing the necessary work. Moreover, Glen Leiner, the staff person assigned to review building permit applications in Mount Pleasant for the Historic Preservation Review Board, is an experienced historic preservationist who has worked closely with a number of property owners in Mount Pleasant. Mr. Leiner has considerable resources and helpful ideas concerning recommended renovations in historic districts.

Preparing to Apply for a Building Permit. The first step in applying for a building permit is to consult the guidelines to determine whether the alteration or repair you want to make is likely to

be approved. If you have any questions about your plans, contact one of the members of the Design Review Committee, listed in Appendix C.

If your plans are consistent with the guidelines, you will need to prepare material for the Permits Branch. Take several photographs of the existing condition or area of your building that you intend to alter, repair, or restore and one photograph of the main front facade. Your application must include two copies of each of these photographs. Polaroid prints are permissible. If appropriate, create a drawing of the intended work. If the work is relatively simple, prepare a basic drawing showing the intended work and an elevation (vertical profile) of the

Appendix A New Development

house depicting the changes. When more complicated work is involved, such as restoring a missing front porch roof, you'll need to submit more detailed drawings showing the precise design and materials involved. Make four copies of each of these drawings. If the project involves a new addition, a replacement or new fence, you will need to get two copies of the plat for your property from the D.C. Surveyors office on the 6th floor at 614 H Street (727-1121). Allow several weeks to obtain copies of the plat.

Applying for a Permit. You apply for a permit at 614 H Street, N.W., second floor. If you are doing the renovation yourself, you will need to

go to the office in person, fill out a form, and attach the plans and photographs. If you have an architect or contractor working with you, he or she will obtain a permit for you.

Once the form is completed, you "walk" it through various departments, which possibly include zoning, structural, electrical, plumbing, and the like. You also take the plans to Glen Leiner, the Historic Preservation Review Board staff person responsible for Mount Pleasant, in room 305 of 614 H Street (phone: 727-7360; fax: 727-8030).

Historic Review. The Historic Preservation Review Board meets for one day the third Wednesday of each month to consider all current building applications for each of the historic districts in D.C.

Approximately 10 days before this hearing, the Design Review Committee of Historic Mount Pleasant meets to consider all of the building permit applications for exterior alterations within Mount Pleasant. The Design Review Committee submits written recommendations to the Historic Preservation Board. If the staff member of the Historic Preservation Board agrees with the Design Review Committee's recommendation to approve the application, it is placed on the "consent" calendar and is acted

on by the Historic Preservation Review Board without a public hearing.

If the staff or Committee recommends denial of a permit or if there are any issues requiring the Board's attention, the Board will hold a public hearing. At the hearing, the Board typically hears statements from the staff, the property owner, the Advisory Neighborhood Commission, and any interested parties concerning the application. Then the Board votes. In most cases, however, disputed applications are successfully negotiated between the staff, the property owner, and/or a member of the Design Review Committee. Negotiations usually result in changes to the permit plans, and the case is placed on the consent calendar.

Issuing a Building Permit. A building permit is normally issued within two weeks after approval. Work must begin within 6 months. A building inspector will inspect the work to ensure that is done in accordance with the plans submitted and D.C. laws.

Appendix A

New Development

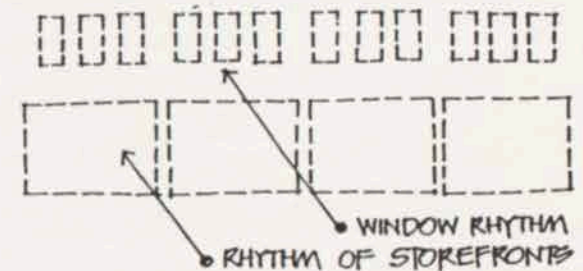
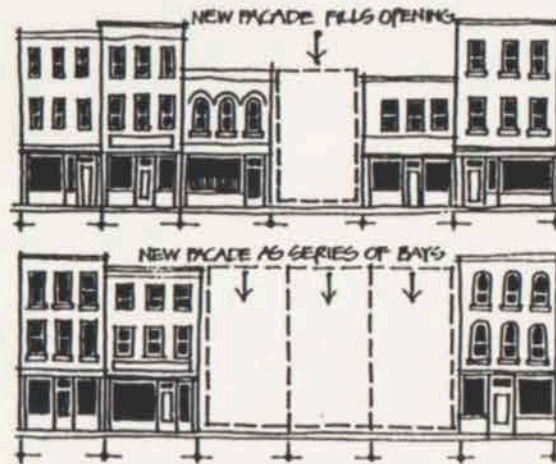
It's important that any new construction on Mount Pleasant Street be compatible with the existing buildings on the street. The new Payless store, for example, has several elements that make it fit in with neighboring stores. Both the height of the roof and the distance of the store from the curb are dictated by the other buildings on the block.

In future years, Mount Pleasant business and property owners, individually or in partnership, may decide to replace their adjacent, small buildings, with single, wider structures having additional floors. It's also possible, though not likely, that existing buildings will become damaged to such an extent that replacement is more practical than restoration.

Zoning. New construction raises both design and zoning issues. Current zoning (C-2A) for

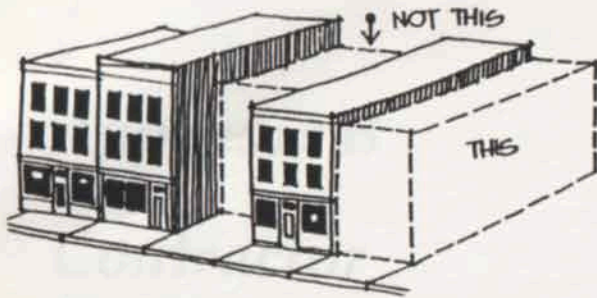
Mount Pleasant Street dictates that floors above the ground level must be used for housing. Additional zoning regulations stipulate the permissible size of a building in relation to the size of the lot it occupies, number of stories, etc. Because zoning is highly technical and changeable, owners should check with the city zoning office before planning new construction.

Design Guidelines. The design of a new building in an historic district presents a challenge. The new facade should be designed to look compatible in the midst of surrounding buildings; it should be sensitive to the character of neighboring buildings without mimicking them.



The following guidelines will make it possible for future new construction on Mount Pleasant Street to be compatible with the design of other buildings on the street.

Proportions of the Facade. The average height and width of the surrounding buildings constitute a general set of proportions for a new structure or the bays of a larger structure. New construction should fill the entire space and reflect the characteristic rhythm of facades along the street. If the site is large, the mass of the facade can be broken into a number of small bays to maintain a rhythm similar to the surrounding buildings.



new building should not stand out against the others.

Color. Colors chosen for new facades should relate to the building's neighbors.

Building Setback. The new facade should be flush to its neighbors.

Composition. The composition of the new facade—that is, the organization of its parts—should be similar to that of surrounding facades. Rhythms that carry throughout the block, such as window spacing, should be incorporated into the new design.

Proportions of the Openings. The size and proportion of window and door openings of a new building should be similar to those on surrounding facades. The same applies to the ratio of window area to solid wall for the facade as a whole.

Detailing. New architecture should reflect some of the detailing of surrounding buildings in window shapes, cornice lines, and brick work.

Materials. A new facade should be composed of materials similar to the adjacent facades. The

Appendix B

Contractor Profiles

Committee of Historic Mount Pleasant

Stacie van Groenigen
1726 Loring Street
(202) 347-4287 (H and W)

Robert Hobbeyman
1748 Kemper Street
(202) 382-6694 (H); (202) 727-7060 (W)

Cynthia Johnson
1745 Loring Street
(202) 334-7345 (H); (202) 343-2100 (W)

Laura Krupp
1375 Loring Street
(202) 342-3304 (H and W)

541 Parks
3225 Adams Mill Road
(202) 797-6678 (H); (202) 715-3500 (W)

Kath Dwyer
3224 Woodridge Place
(202) 232-4145 (H); (202) 232-7800 (W)

52 Pivonius
4760 Park Road
(202) 365-2404 (H and W)

Eaye Amstrong
1225 Lasswell Drive
(202) 367-2734 (H); (202) 647-5375 (W)

Linda Low
3827 Park Road
(202) 232-4733 (H); (202) 344-1830 (W)

Kendall Dorman
1710 Harvard Street
(202) 462-1370 (H); (202) 234-4331 (W)

807 Gordon
1727 Lasswell Street
(202) 334-0970 (H); (202) 727-0620 (W)

Arlic Moore
3417 17th Street
(202) 342-8758 (W)

J. B. Rumburg
2075 Roperburg Avenue
(202) 367-4354 (H)

Priska Weems
2732 Horse Mill Road
(202) 232-3675 (H)

Appendix C

Design Review Committee of Historic Mount Pleasant

Saskia van Groningen

Robert Holleyman

Cynthia Johnston

Laura Krupp

Bill Panid

Keith Peoples

Ed Perlman

Faye Armstrong

Linda Low

Kendall Dorman

Bill Gordon

Arie Moore

J. R. Roseberry

Prisca Weems

Appendix D

Board of Directors Mount Pleasant Main Street, Inc.

Elinor Hart, President
(Appointed by Historic Mount Pleasant)

Edgar Mitchell, Vice President
Mitchell Hauling Service
(Appointed by Mount Pleasant Business Association)

Greg Nicklas, Secretary
(Appointed by Mount Pleasant Advisory Neighborhood Commission)

Prisca Weems, Treasurer
(Appointed by Historic Mount Pleasant)

Deanna Bayer
Argyle Convenience Store
(Appointed by Mount Pleasant Business Association)

Dr. Oswald Cameron, DDS
(Appointed by Mount Pleasant Business Association)

Judy Fredette
(Elected Representative fTom Mount Pleasant Advisory Neighborhood Commission)

Eddie Johnson
(Appointed by Mount Pleasant Advisory Neighborhood Commission)

Joe Caracuel
NationsBank
(Appointed by Mount Pleasant Business Association)

Hawley Truax
(Appointed by Mount Pleasant Advisory Neighborhood Commission)

Bonnie O'Neal

O'Neal's Village Security

**(Appointed by Mount Pleasant Business
Association)**

Darlene Meskell

**(Alternate Community Member Appointed by
Mount Pleasant Advisory Neighborhood
Commission)**

Yvette Ruiz

**(Alternate Community Member Appointed by
Mount Pleasant Advisory Neighborhood
Commission)**