

Appropriate Storefront and Building Rehabilitation

1. Consult and follow the U. S. Department of the Interior, Preservation Assistance Division's "Preservation Brief on Rehabilitating Historic Storefronts."
2. A storefront that reflects the details of the individual building as well as its part in the neighboring streetscape.
3. Retaining and repairing the historic storefront. If the historic storefront no longer exists, a contemporary design and materials similar in proportion, form, composition, texture, materials, and color to the rest of the building and neighboring buildings.
4. Undertaking an accurate restoration or recreation based on historical evidence (i.e. Hocking County Historical Society Photographs; 1962, "This is Logan" Newsreel).
5. If metal components have deteriorated to a point where they have failed, replacement is reasonable. In some situations, less expensive substitutes such as aluminum, wood, plastic, and fiberglass painted to match the metal can be used without compromising the distinctive architectural character. Restoring metal architectural elements to their original condition.
6. Repairing wooden storefronts showing signs of deterioration using simple methods. Partially decayed wood should be patched, rebuilt, chemically treated, or consolidated and painted to achieve a sound condition, unified appearance, and greatly extended life. Consideration should be given to returning generic 1950-1970's vintage aluminum storefronts to wood.
7. Although inappropriate surface coatings or siding may have been applied, and openings reduced or blocked, careful research of the original appearance of the building and restoration and rehabilitation should be undertaken.
8. Preserving or restoring distinctive details, such as bay windows, cornice treatments, or a parapet with the

historic owner's name. Upper story wood windows and transoms should be preserved and restored. First floor transoms should be restored.

9. Choosing paint colors based on research into the building's historic appearance. Two, three, or four colors may be utilized in some cases.
10. Compatible materials that were not available when the first storefront was constructed may be considered.
11. As a general rule, all first floor doors should be "full view" glazed doors.
12. Clean surface dirt on masonry, being careful not to damage masonry. Use water spray cleaning with less than 300 pounds per square inch pressure.
13. Establishing visual connectivity suggesting continuous building facades where buildings have been removed or stepped back from the traditional downtown building line. Reducing width of current curb cuts onto Main Street. Prohibiting future curb cuts on Main Street from High to Walnut Streets.
14. In order to increase both on-street parking and the buffer between pedestrians and moving vehicles, consideration should be given to returning to "head in" angled parking on Main Street. Further parking should be developed to the rear of Main Street building with careful consideration given to the character of Hunter Street and Second Street.

Not Appropriate

1. Use of some stock lumberyard detailing. This includes coach lanterns (and other colonial details), mansard overhangs, woodshake shingles and siding, inoperable shutters, and small pane windows except where they existed historically.
2. Painting surfaces that never have been painted.

Main Street Rehabilitation Recommendations

Storefront Signage and Awnings

Appropriate Signage and Awnings

1. Consult and follow U. S. Department of the Interior, Preservation Division's "Preservation Brief on Preservation of Historic Signs."
2. Preserving the historic signage. Traditionally, the signboard was above the storefront transom and below the second floor windowsills. Where signs have been moved down in front of former transoms, consideration should be given to restoring the transom and placing the signboard above.
3. A sign that is a logical component of the overall design of the building. Emphasizing the character and scale of Main Street.
4. The shape, size, and placement of street graphics oriented toward pedestrians along the sidewalk rather than toward vehicles moving at higher speeds.
5. Graphics that convey their message in a simple fashion. Content of signs generally restricted to the name and function of the establishment.
6. Signs illuminated from the outside (i.e. traditional gooseneck wall-mounted lights).
7. Ground signs only if no other solution is feasible. (Wall and projecting signs generally are preferred.)
8. Signs painted directly on windows.
9. Projecting signs that are four-feet wide or less and that are at least nine, but not more than fifteen, feet above the sidewalk.
10. Vintage neon signs integral to Logan's history (i.e. Masonic Temple Marquee, Risch Drugs). New neon signs should be limited to be behind storefront glass.
11. Wall signs, when above windows, that clear the top of the window framing.
12. Lighting for a wall sign that is an integral part of the design of the sign.
13. Canvas awnings that fit the window or storefront opening. Open-ended awnings are preferred. Single awnings should not cover multiple storefronts or window openings.
14. Graphics on awnings and canopies that contain only the name and function of the establishment. One graphic per awning or canopy.