



Caldwell Main Street Circa 1930

Caldwell, Texas Main Street Program Design Guidelines

**Caldwell Main Street Program
Design Guidelines
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Introduction to Caldwell Main Street Program Design Guidelines

Abstract

The *Caldwell Main Street Program Design Guidelines* are meant to serve the City of Caldwell, owners of historic properties within the city, and indeed, all property owners of Caldwell. The City of Caldwell has developed these guidelines out of concern for the public appearance of the community, and in order to preserve the heritage of the city, protect property values and investments, promote a sense of identity for the historic district, and encourage civic pride. The Main Street Board uses the guidelines and applies the U.S. Secretary of the Interior's *Standards for Historic Preservation Projects* to evaluate the appropriateness of changes to a historic building and to the designated Main Street area as a whole.

The guidelines do not dictate solutions, but rather offer general information to direct owners in making decisions on project renovations within the designated Main Street area. This manual provides owners and contractors with appropriate choices to a variety of specific design issues through written, illustrative and graphical solutions. The design guidelines take effect only when a project is initiated by a property owner or tenant to alter an existing structure or to construct a new one within the Main Street area. The guidelines do not require property owners or tenants to initiate repairs, nor is there any deadline that forces properties into compliance.

The city has a large stock of historic resources and the maintenance and preservation of these assets are integral to the community's design identity and fiscal growth.

Purpose of the Guidelines

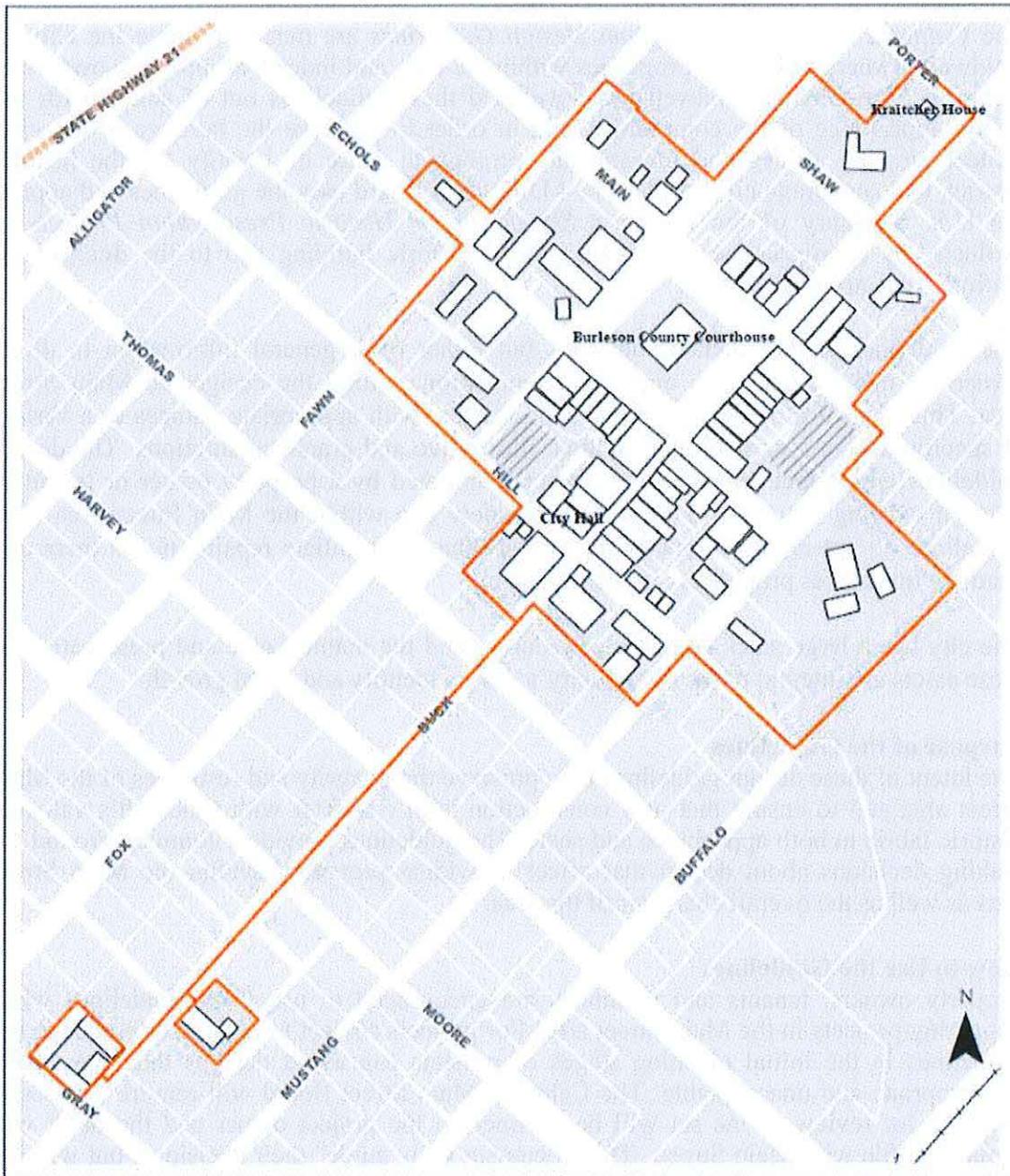
The intent of these design guidelines is to preserve the integrity and resources of the Main Street area and to ensure that new construction is in character with Caldwell's valuable historic fabric in both appearance and scale. The guidelines provide a common ground for making decisions about design that affect individual properties within the Main Street area as well as the overall character of the area.

How to Use the Guidelines

Property owners, tenants and architects are encouraged to use these guidelines when beginning projects in the Main Street area. For projects subject to review, reference to the guidelines in the initial planning stages of projects can avoid designs that may prove inappropriate and unacceptable. The Caldwell Main Street Board will require TWO sets of plans for review. One set will be returned to the project owner and the other will remain on file with Main Street. This document will "guide" their decisions, but will not necessarily dictate the final outcome. Because each project has special circumstances that require consideration, the Board makes its determination on a case-by-case basis. In making their decisions, the Board's overall concern is that the integrity of individual historic buildings be preserved and that the historic character of the Main Street area be protected.

Caldwell Main Street Program Area

Revitalization of Historic and Commercial Downtown Caldwell, Texas



Date: August 18, 2014
Source: Burleson County Appraisal District
Map is for illustration purposes only.
Property line and building location is not guaranteed

Legend

| | | | |
|---|----------------------|---|-----------------|
|  | Main Street Boundary |  | Parking |
|  | Building Footprint |  | Parcel Boundary |

General Principals of the Caldwell Main Street Program Design Guidelines

Introduction to the Design Guidelines

The State of Texas recognizes the Caldwell Main Street area as a special place, one that should be protected as a community resource, both because its history is a part of our heritage and because its character helps to create an identity of the city today. The downtown area is enjoyed by residents and visitors alike, and it is the intent of these guidelines to assure that it is preserved for future enjoyment.

The design guidelines contained in this manual are for use when planning changes to buildings within the designated Main Street area. The guidelines are based on historic characteristics of downtown when it was first developed, as well as visual characteristics as it exists today.

Objectives of the Design Guidelines

The *Caldwell Main Street Program Design Guidelines* have been created to assist property owners and tenants of historic buildings in maintaining, preserving, and enhancing the character of their property. The guidelines are also intended to assist architects, engineers, contractors, and others involved in maintaining and enhancing the buildings and landscapes within the Main Street area. In addition, the guidelines provide assistance to those undertaking new construction and additions to existing buildings within the downtown area.

The Secretary of Interior's Guidelines for Rehabilitation

The *Caldwell Main Street Program Design Guidelines* have been developed in accordance with the U.S. Secretary of the Interior's *Standards for Historic Preservation Projects*.

The Caldwell Main Street Board uses the *Secretary of the Interior's Standards for Rehabilitation*, as well as these guidelines, as the basis for determining the appropriateness of proposed changes to buildings and landscapes within the designated Main Street area. Originally developed in 1976 to determine the appropriateness of proposed changes to income-producing National Register buildings, the standards were revised in 1983 and again in 1995. The *Secretary of Interior's Standards for Rehabilitation* are considered the basis of sound preservation practices.

Secretary of Interior's Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, **shall not** be undertaken.

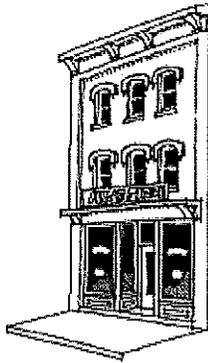
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic building shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. When the severity of deterioration requires replacement of a distinctive feature, the new features shall match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical and physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations or related new construction shall not destroy historic materials that characterize a property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of a property and its environment.
10. New additions or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Caldwell Main Street Program Guidelines for the Rehabilitation of Existing Buildings

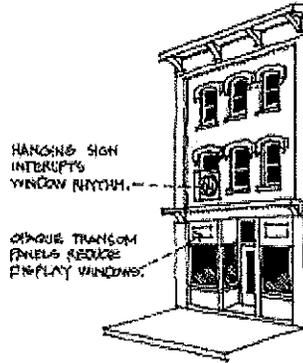
This chapter provides guidance for the rehabilitation and maintenance of all existing historic buildings in the designated Main Street area. Each of the following sections contains Recommended and Not Recommended changes, methods and procedures. These guidelines are not meant to be an exhaustive list, but rather illustrative of what is acceptable and unacceptable to the Caldwell Main Street Board in accordance with the *Secretary of the Interior's Standards for Rehabilitation*.

In many instances, the historic buildings have been altered over time. The illustration on the following page represents this digression over time. In all likelihood, the historic buildings will continue to be altered to meet the needs of owners and tenants. These guidelines and the *Secretary of the Interior's Standards for Rehabilitation* recognize this certainty. These guidelines do not discourage change; rather they encourage appropriate changes that do not significantly alter the historic character of the building. It is for this reason that appropriate measures be taken to understand the materials, forms, features, and details that are important to the defining characteristics of the building. The facades of historic buildings, particularly the front façade, are among the most important character-defining features of buildings. This includes the design and materials of the façade, proportion and scale of windows and doors, massing and rhythm of features and details and ornamentation. Alterations, repair or replacement of elements and features of front facades must be carefully considered so as not to detract from the building's or downtown's unique character.

1. THE ORIGINAL FACADE - THE VISUAL RESOURCE



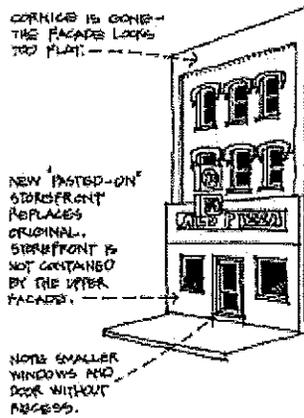
2. MINOR FACADE CHANGE



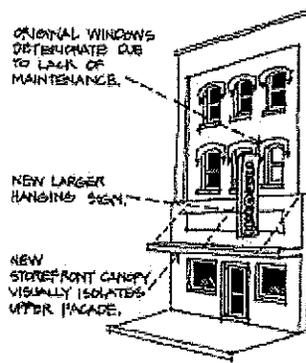
3. MORE MINOR FACADE CHANGE



4. STOREFRONT REMODELING - THE FACADE LOOKS CUT IN HALF



5. MORE STOREFRONT CHANGE



6. ANOTHER STOREFRONT REMODELING

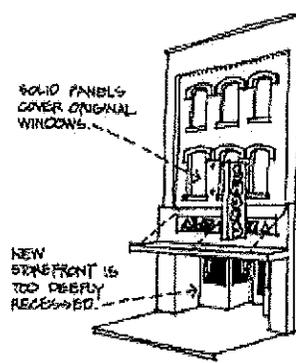


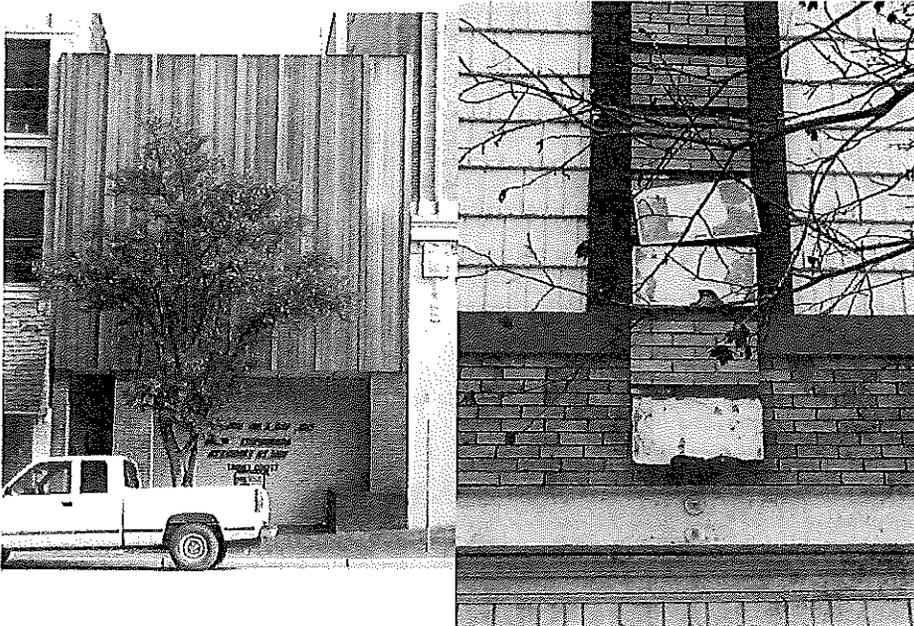
Illustration of facade changes that meet the needs of owners and tenants over time.

Building Façade Material

A building's construction material contributes significantly to its character. The continuity of materials helps to unify the structures in the district and contribute to the unique character of downtown. Brick, and sometimes stone, is a common and prominent façade material for historic buildings in the Caldwell Main Street Area. The historic integrity of the building can be insured if every effort is made to maintain and preserve this valued building element.

Recommended

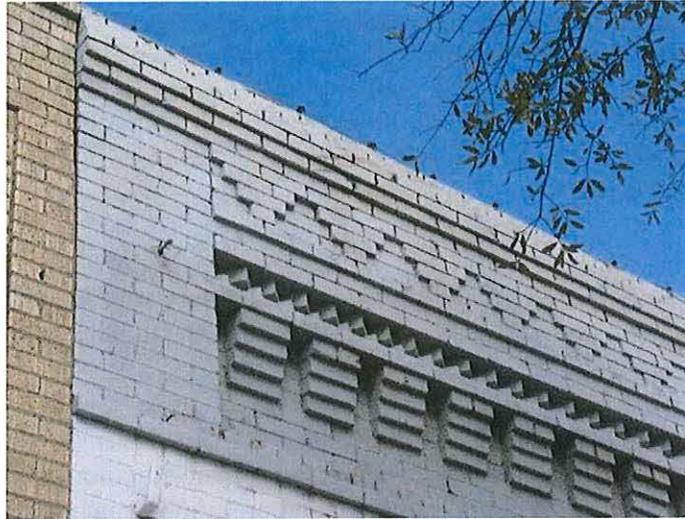
- Maintain and/or repair the original construction material of the building. If replacement is necessary, use materials that match the original as closely as possible.
- If a masonry façade has historically been painted, it can continue to be painted, ideally in colors that are sympathetic to its historic color scheme. If a masonry façade has been painted and removal is appropriate or necessary, proper methods should be taken to not harm the buildings original façade.
- Remove modern covering materials that have been applied over original masonry. Repair or replace damaged or missing masonry units using materials that match the original as closely as possible.



The original brick façade has been covered with a modern metal fascia.

Wood coverings should be removed from original masonry.

- If a masonry feature, such as a brick corbel (or **console**) the piece of masonry jutting out of a wall to carry any superincumbent weight, is missing or in disrepair, it should be replaced based on documentary or photographic evidence. If no evidence of the design exists, a new design compatible with similar details existing on the building or adjacent buildings should be used.



Brick corbels are character defining elements of historic buildings and should be maintained.

- If cleaning the building façade is appropriate, it should be undertaken with the gentlest means possible. Typically this means using water, detergent and brushes. Sandblasting should not be used as it can destroy the texture of the original material and/or cause severe deterioration of the structure itself.

Not Recommended

- Covering the original historic façade.
- Painting historically unpainted masonry walls.
- Sandblasting or using other inappropriate methods to clean the building façade.
- Removing or radically changing masonry facade features.

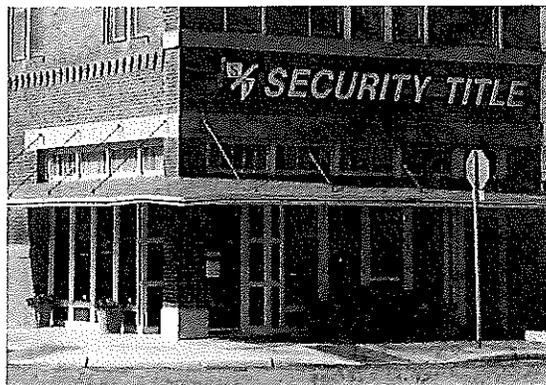
Storefronts

A storefront is the most important component of a commercial building as it attracts visitors and creates a walking appeal on the street. Original storefront preservation is essential to maintaining the historic integrity of both the individual building and the historic district as a whole.

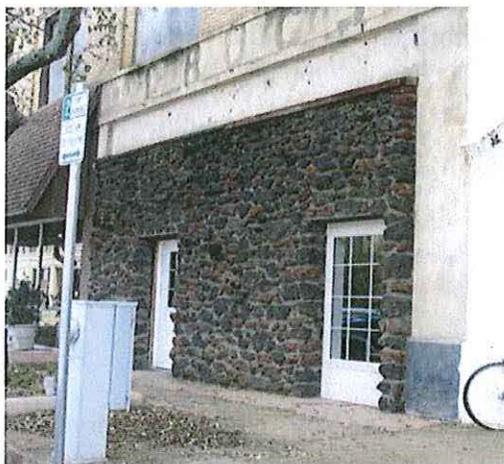
Storefronts usually consist of three major elements – display windows sometimes with transom windows above, entry doors, and enframing structural members. Many storefronts also contain important details such as bulkheads or kick plates, decorative trim and the signboard or storefront cornice.

Recommended

- The original storefront should be carefully preserved whenever possible. Do not alter or obscure the original storefront openings or components.
- If an original storefront has historically been altered, do not restore such storefront to an earlier period.
- Protecting and maintaining masonry, wood, and architectural metals which comprise storefronts through appropriate treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems.
- Protecting storefronts against arson and vandalism before work begins by boarding up windows and doors and installing alarm systems that are keyed into local protection agencies.
- Evaluating the existing condition of storefront materials to determine whether more than protection and maintenance are required, that is, if repairs to features will be necessary.
- If an existing storefront configuration is inappropriate for the building or the districts integrity, it should be removed and new compatible storefront designed and installed.

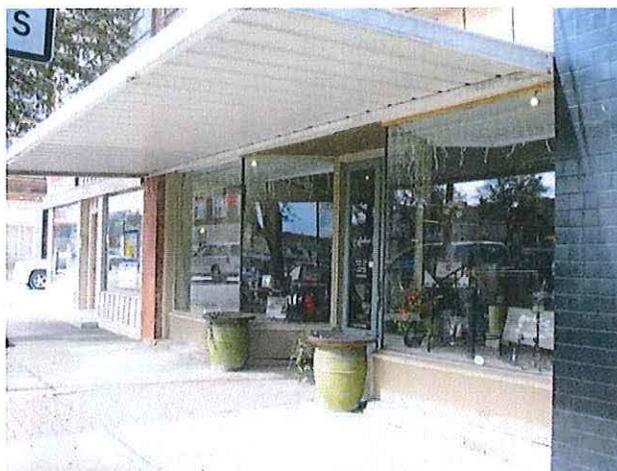


Existing storefront configuration is similar to the original and supports the building's historic integrity.



Original storefronts should never be replaced with historically inappropriate materials.

- New replacement storefronts should be designed to fit within the original enframing storefront opening and replicate the original as closely as possible.
- The original storefront glass and framing should be preserved when intact. If the original storefront is missing, painted aluminum, steel and wood are appropriate replacement framing materials. Clear anodized aluminum should be avoided.
- Maintain the pattern of recessed entries.



Recessed entryways are a strong feature of a well preserved historic district and should be maintained.

- Repairing storefronts by reinforcing the historic materials using recognized preservation methods. The new work should be unobtrusively dated to guide future research and treatment.
- Maintain the buildings original transom windows. If transom windows have been filled in or built over, uncover existing transom windows. If transoms do not

translate to the new building use, such is the case with low ceilings, consider maintaining the original transoms and painting the inside of the glass to block visibility.



Transom windows lend unity to the district and provide ventilation and ambient light.



When transom windows are covered or painted over, the building loses historic integrity and the streetscape suffers.

Not Recommended

- Covering or removing original storefronts or display windows that can be restored or repaired.
- Designing a new storefront that is incompatible with the design of the building façade in which it is to be located.



Building has been stripped of its historic features, including storefront configuration, transoms, and materials.

- Stripping storefronts of historic materials such as glass, wood, cast iron, terra cotta, and brick.
- Using substitute materials for replacement parts that do not match the buildings original character.
- Flush recessed entryways to the sidewalk in order to modernize the look of the building.
- Covering, painting the exterior glass or filling in transom windows.
- Failing to stabilize a deteriorated or damaged storefront until additional work is undertaken, thus allowing further damage to occur to the historic building.
- Failing to provide adequate protection of materials on a cyclical basis so that deterioration of storefront features results.
- Permitting entry into the building through unsecured or broken windows and doors so that interior features and finishes are damaged by exposure to weather or vandalism.
- Stripping storefronts of historic material such as wood, cast iron, terra cotta, Carrera glass, and brick.
- Failing to undertake adequate measures to assure the preservation of the historic storefront.
- Removing material that could be repaired, using improper repair techniques, or failing to document the new work.

Color

1. It is suggested that exterior body and trim colors be selected from historical selections.
2. Select colors for the trim that contrasts with the brick.
3. Carry facade colors into storefronts and signs. Utilize trim color for lettering of signs.
4. Sign colors should relate to trim color. An effective combination is light letters on a dark background.
5. Develop a color scheme that coordinates all the building elements and is sensitive to the architectural aesthetic.
6. The color scheme should be sensitive of the buildings immediately adjacent to the property. It is important that the buildings don't all look the same, as well as ensuring the building colors are sensitive to their neighbors.
7. Use one or two bright contrasting colors for accents such as ornamental details, window sashes, and entrances.
8. Retain the intrinsic color of unpainted surfaces, such as masonry walls.

Doors and Windows

The design, location and materials of doors and windows significantly contribute to the character of historic buildings. Typically, doors and windows are formally and symmetrically arranged on the front facades of buildings. Windows and doors located on side or rear facades are often informally arranged, located strictly for functional purposes.

Doors

Main entry doors, typically located on the front façade, are usually designed to symbolically greet customers to a commercial building. They serve to establish the style and individuality of the buildings in the historic district. The main entries of commercial buildings are almost always constructed of a large pane of glass surrounded by wood. A transom window, often operable, is typically located above the door. Main entry doors designed as part of a storefront were often recessed to provide protection from the weather.

Recommended

- Maintain and/or repair original location, design, surrounds, frames, sill, transoms and sidelights of doors to preserve the building's historic integrity.
- Maintain the original amount of glazing in the door appropriate to the period of the buildings construction.



Doors appropriate to the historic district are mostly glass with narrow frames and varying kick plate widths.

- If repair is not possible, replacement doors and surrounds on primary facades should be designed to duplicate the original as closely as possible.
- Any inappropriately designed, non-original door or surround should be replaced with a more appropriate door or surround based on documentary or photographic evidence. If evidence of the original is lacking, the design of the replacement door or surround should be compatible with the character of the façade in which it is located.

Not Recommended

- Changing the location or size of doors, openings, transom windows or sidelights, particularly those located on the front façade.
- Using replacement doors, such as solid doors or metal construction, for the main entry doors that will significantly distract from the historic district charm.



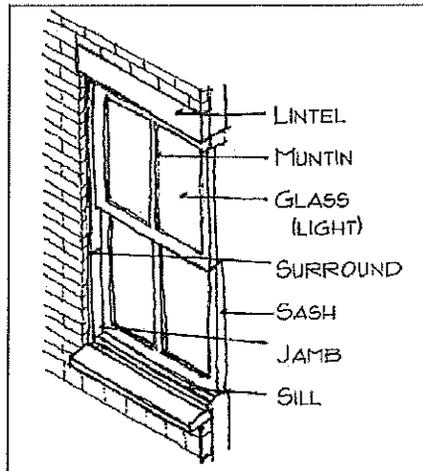
When original storefronts are replaced with doors inappropriate to its history, the building lacks its original historic character.

- Using replacement glass in the doors that is patterned, stained or etched glass.

- Adding details, surrounds, canopies or ornamentation that has no historical basis and is not in keeping with the character of the original doors.

Windows

Identifying, retaining, and preserving windows--and their functional and decorative features--that are important in defining the overall historic character of the building. Such features can include frames, sash, muntins or muntin bar, strip of wood or metal separating and holding panes of glass in a window, glazing, sills, heads, hoodmolds, paneled or decorated jambs and moldings, and interior and exterior shutters and blinds.



A wood window is composed of a number of elements, each of which contributes to its character.

Recommended

- Maintain and/or repair original location, design, sash, light-configuration and other defining characteristics of the buildings original windows.



Upper story window configuration and design has been maintained.

- If repair is not possible due to advanced deterioration, replacement windows should duplicate the original in design, material, sash and light-configuration.

- Any inappropriately designed, non-original windows should be replaced with appropriately designed ones based on documentary or photographic evidence. If evidence of the original is lacking, the design of the replacement windows should be compatible with the character of the façade in which it is located.



Original window configuration and design maintained during recent building renovations.

- Uncover any original windows that have been covered or filled in over time.



*Upper story windows should never be painted over or filled in with any material.
If the original windows no longer exist in the window opening, replacement windows that match the originals should be added.*

- Stabilizing deteriorated or damaged windows as a preliminary measure, when necessary, prior to undertaking appropriate preservation work.
- Protecting and maintaining the wood and architectural metals which comprise the window frame, sash, muntins, and surrounds through appropriate surface

treatments such as cleaning, rust removal, limited paint removal, and re-application of protective coating systems.

- Making windows weather tight by re-caulking and replacing or installing weather stripping. These actions also improve thermal efficiency.

Not Recommended

- Changing the location or size of windows and window openings, particularly those located on the front façade.
- Replacing original wood windows that can be repaired with inappropriately designed windows such as metal or vinyl-clad windows.
- Filling in upper story windows with any material, including brick or wood.
- Using replacement windows that do not completely fill original openings.
- Adding details, surrounds, shutters and other features that have no historical basis and are not in keeping with the character of the original window.
- Altering windows or window features which are important in defining the historic character of the building so that, as a result, the character is diminished.
- Changing the historic appearance of windows by replacing materials, finishes, or colors which noticeably change the sash, depth of reveal, and muntin configuration; the reflectivity and color of the glazing; or the appearance of the frame.
- Obscuring historic window trim with metal or other material.

Awnings and Canopies

Although canopy design has varied throughout the historical period of the district, the design of individual canopies has coordinated with the design of adjacent building canopies. These elements serve the public's convenience, providing shelter from spring showers and summer sun and encouraging foot traffic along the street. They also lend a strong visual continuity to the downtown district. In conclusion, when reconstructing canopies in the historic district, canopy design should be appropriate to the style for the period of construction of the building.

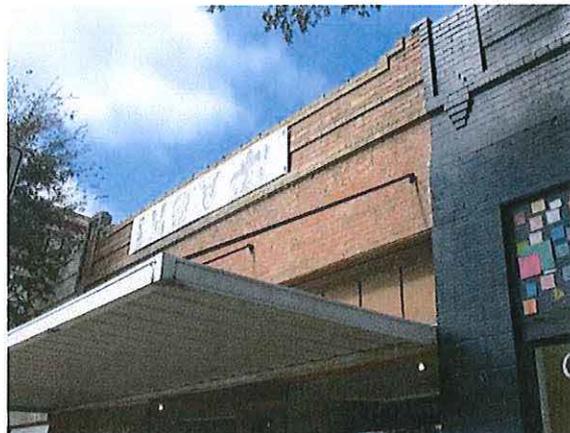
Recommended

- Maintain and/or repair any appropriately designed existing canopies or awnings.



Awnings and canopies add linear form and continuity along the block. They also provide shelter from the elements, encouraging foot traffic along the streetscape.

- When repair or replacement is required, the canopy should align with the architectural features of the building.

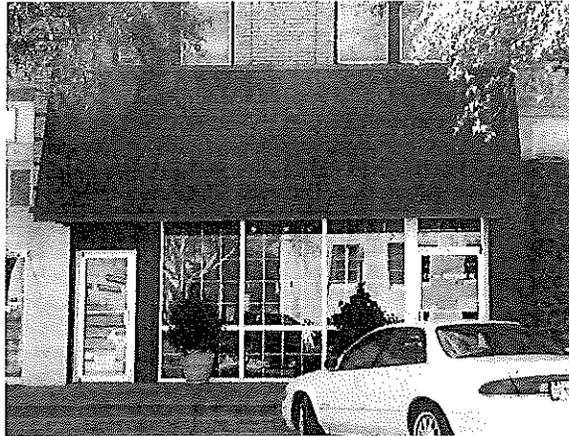


Structural metal canopy aligns with the storefront opening, transoms and brick pilasters.

- Newly constructed canopies should be a structural canopy built of steel or wood rather than of cloth or canvas. Such structural canopies should be suspended, cantilevered, or column-supported.
- Maintain canopy depth with adjacent historic canopies.

Not Recommended

- Installing canopies that obscure building parapets, architectural features or ornamental detail.



Canopy has no historical basis and is covering unique architectural features of the building, including the signboard and transom windows.

- Removing existing historic canopies. Any such removal will compromise the historic integrity of the building.
- Using inappropriate materials, especially shingles, when replacing awnings.
- Installing canopies that are out of scale with the overall building façade.



Historically appropriate canopies should never be replaced with modern materials. Large canopies that are out of scale of the retail should also be avoided.

Details and Ornamentation

Downtown Caldwell contains several buildings that are rich in architectural detailing that help convey the history of this city and give distinction to the historic district. It is for this reason that preservation of these unique features be highly valued in renovation projects.

While downtown is fortunate to have such buildings adorned with special architectural details, other buildings tend to be more functional in nature. But even these modest buildings contain architectural details that must be respected, including decorative parapets or cornices, unique window or door treatments and historic signage.

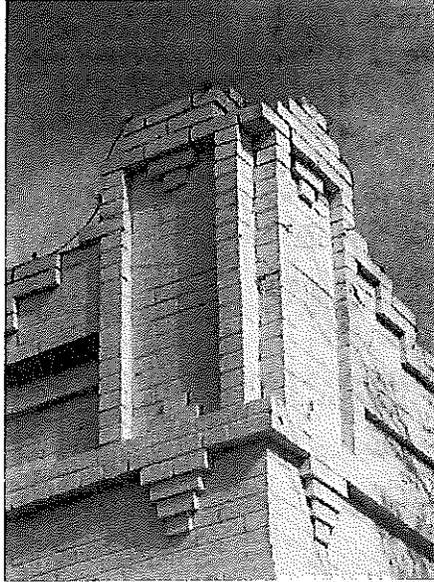
Recommended

- Recognize the unique character that architectural details lend a historic building and maintain these elements in good condition.



Architectural details provide visual interest and greatly contribute to the buildings and districts historic integrity.

- Maintain the original finish on details and ornamentation.
- Deteriorated details and ornamentation should be repaired and maintained if possible. If replacement is necessary, the deteriorated detail or ornament should be replaced with one that resembles the original and should be based on documentary or photographic evidence of their design, scale and texture.



Architectural features, such as parapet details, should be preserved and maintained. Failure to do so will detract from the building's appearance and historic integrity.

Not Recommended

- Removing details or ornamentation without replacing them.
- Covering details or ornamentation.
- Adding details or ornamentation, including historically incorrect details or ornamentation, to a building

Cornices and Parapets

Many of the commercial buildings in the historic district have historically appropriate architectural detail at the top of the façade in the form of a cornice or parapet. Located at the junction between the wall and roof, cornices visually cap a building as well as hide the joint between the wall and roof. The cornice consists of an ornamental molding that often projects from the façade and runs along the top of the building. This molding might be a metal band, a brick pattern or an inset design. A few buildings are also crowned with a type of balustrade, referred to as the parapet. The parapets top the roof line in a variety of styles. It can be a succession of urns or railings, a series of rectangular blocks or even a combination of peaks and steps. Often the parapet consists of a feature element bearing the name of the building. Consider the cornice and the parapet as the crowning element of a well preserved historic structure.

Recommended

- Maintain and/or repair any cornice or parapet that has suffered damage or neglect through the years.



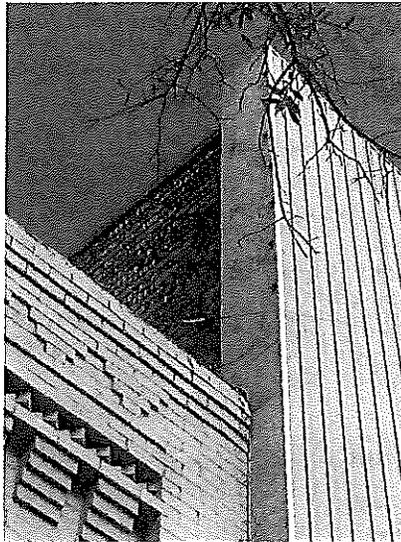
Buildings in the downtown historic district reflects a unique cornice or parapet; some are highly ornate while others are simple with name plates or signboards.

- If repair is not possible due to deterioration, duplicate the original cornice or parapet based on documentary or photographic evidence.
- Incorporate historically appropriate materials original to the building when repairing or reconstructing a cornice or parapet.

Not Recommended

- Failure to maintain and/or repair a neglected cornice or parapet can pose a danger to pedestrian traffic or canopies below.
- Changing or removing any part of the original cornice or parapet, as this will destroy the historic integrity of the building. If a new cornice or parapet is to be replaced with a replica of the original, it could be necessary to remove the original.

- Covering an original or appropriately designed cornice or parapet with modern signage, an awning or false façade.



The original brick façade and parapet of this building has been covered with a metal false façade. Removal of this material would reveal the unique historic character of the building.

Signage

Business signs are an important element in defining the character of the historic area and an invaluable feature to the business. Well-designed business signs contribute to the appearance of a building as well as attract customers and clients. It is for this reason careful attention should be given to the size, shape, material and placement of signs in the historic area. It is the goal of the Main Street Program to create a more unified downtown district and preserve the details of historic signage that still exists today. Photographic evidence of downtown Caldwell can help generate ideas for appropriate signage in the historic district.

The purpose of sign guidelines is to encourage, protect and preserve the historic, architectural and cultural amenities that prevail in the designated Main Street area. It is the intent of these guidelines to protect property values, create a more attractive business climate and to enhance and protect the physical appearance of the area.

Important considerations in business signage:

- A building sign is the single most important advertising tool for small businesses.
- Signs are most effective when they are kept simple and easy to read.
- Signs are generally meant to advertise or identify a particular business, not upstage or overwhelm an entire building.

The most common types of business signage are:

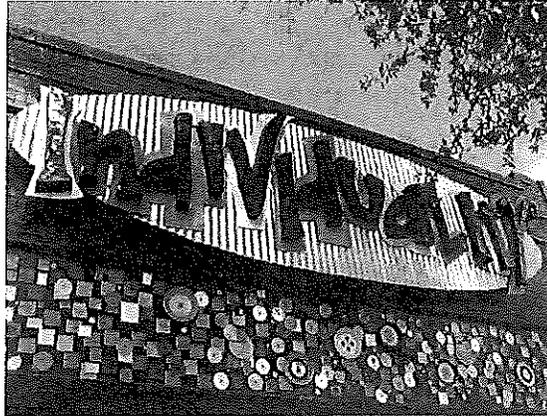
Projecting Signs – Mounted perpendicular to the building face. Projecting signs are desirable because they work well with canopies and seldom obscure architectural details.



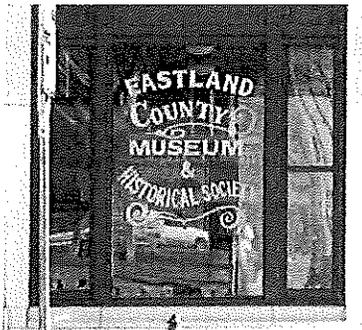
Hanging/Suspended Signs – Suspended from a canopy above the sidewalk or suspended from a bracket off the face of the building. Suspended signs provide an excellent way to identify businesses to pedestrians on the sidewalk and vehicular traffic.



Signboard/Face Mounted Signs – Flat sign or plaque mounted or applied to a building façade. Signs of this type are common to the historic district and help emphasize the architectural identity of the building.



Display Window Signs – Sign painted or applied to window or door glass or fixed parallel behind the glass. Window signs are aimed at pedestrian traffic and are an attractive form of signage for business owners because they're easily changed or relocated.



Canopy Signs – Mounted on canopy edge. Canopy signs are highly visible to the street and therefore aimed at vehicular traffic rather than the pedestrian. Canopy signs were common during the nineteenth century when canopies first emerged. As canopies were removed or relocated in the late nineteenth century, signage was also removed and relocated.

Recommended

- Maintain and/or repair any original signage as it greatly contributes to the character of the building.
- Re-use historic signs and signboards. The business name, whether applied or painted, should be centered in the signboard area.

- New signage must never obscure original signs or disrupt the character of the building. New signage should never be applied to the historic building in a manner that would cause physical damage or a loss of historic integrity.
- All exterior wall and window signs must be permitted through the Building Inspector; placement and size may vary based on the type of sign, number of signs and exterior wall area of the structure.
- New signs should be easily seen and clearly legible without being loud or obtrusive.
- New sign materials and lighting should be compatible with historic sign materials.
- Projecting signs should be mounted perpendicular to the façade with a minimum clearance of 8'-0" above the sidewalk.
- Hanging signs are allowed when they have a minimum clearance of 8'-0" and do not extend beyond an awning or canopy projection when provided and shall require a permit from the City Permit Department; allowable size will vary depending on placement, size requested, number of signs and total exterior wall area of structure.
- Signs on display windows and entry doors should be located and designed so they do not obscure visibility into the ground floor. Signs on display windows should not occupy more than 25% of the total glass area to which they are displayed.
- V-shaped "sandwich signs or free standing sidewalk signs may be used up to a maximum size of 2' 6" wide and 3' 6" tall. They must be removed at close of business day, secured against wind, and maintained in good condition and allow for the flow of pedestrian foot traffic along the sidewalk.
- It is preferred that buildings with multiple tenants on the second floor, create a building directory for tenants instead of individual tenant signage.
- Signage layout and design should meet Caldwell Design Guidelines and receive Main Street Board approval.

Not Recommended

- Removing original signage without replacing it.
- Covering original signage or signboards.
- Covering any architectural details or ornamentation with new signage.
- Internally lighted signs or flashing or moving illumination.

- Signs projecting above the building façade.
- Canvas banners or other professional temporary signs advertising a new business, product, extended hours, or sale may be placed on the building or awning for a maximum of 30 days. This type of signage is temporary and will not be effective if installed for extended periods of time.

The following signs shall not be permitted, constructed, erected or maintained:

- signs which incorporate any manner of flashing, moving or intermittent lighting, excluding public service signs showing time and temperature;
- any signs which no longer advertise a business or product previously sold, unless it is of cultural, aesthetic or historical significance to the Main Street area;
- portable signs;
- signs erected so as to obstruct any door, window or fire escape on a building; roof signs;
- large wall signs painted on the side of buildings which are taller than the surrounding buildings, unless they are of aesthetic or historical significance.

Lighting

The installation of lighting conduits and fixtures shall not obscure or damage any significant architectural feature.

1. Lighting conduits and wiring shall be internal or otherwise not visible from the exterior of the building.
2. External light fixtures shall illuminate only the storefront and/or ground story signs.
3. The number and size of light fixtures shall be modest and proportional with the scale of the storefront.
4. The design and placement of light fixtures shall relate to the storefront and complement or not diminish the architectural style and detail of the building.
5. Fluorescent and high intensity light shall be permitted only if the source of light is concealed and shielded.
6. Recessed soffit light fixtures and decorative pendant fixtures shall be permitted within the soffits of recessed storefront entranceways provided that the installation of such fixtures does not cause damage to historic stone or metal lintels.

Painted Wall Murals

When painting a mural, it is important to choose an appropriate wall and location. Solid, concrete and stucco walls are the best walls on which to paint. Brick, concrete block, wood and retaining walls are more difficult because paint may eventually chip and peel off these wall types. Water leaks and cracks in the wall may have adverse effects on the mural and should also be avoided. Murals, which face direct sunlight during the daytime hours (especially those facing south and west) fade and peel much faster than walls which do not get direct sunlight or are protected by overhanging architecture. Murals located in heavily trafficked areas, such as on freeways or busy streets, will be subject to more smog, dirt and chemicals which may change the colors of the original paint.

Before painting a mural, it is recommended that the selected wall be washed with a high power water hose. The cleaner the surface is, the longer the mural will last. After the wall has been cleaned, a wall coating such as gesso should be applied to create a smooth and consistent surface to which the paint can bond. Wall preparation, materials, paint, and anti-graffiti coating should be compatible with each other as well as with the surface. One type of paint that may be used is mineral paint because it bonds extremely well with the wall and should last many years. Paint should be applied thinly and evenly. Thick layers of paint take longer to dry and tend to peel quickly.

It is recommended that a protective anti-graffiti coating be applied to murals to protect them from graffiti and vandalism. Several products that employ a sacrificial coat to the mural surface are on the market. Some coatings may crack, bubble, fog, yellow, or otherwise alter the colors on the mural. Therefore, a layer of varnish may be applied to the finished mural first to isolate and protect the paint layer.

Consistent maintenance is extremely important to the durability of outdoor murals. It is recommended that a regular maintenance plan be devised for each mural.

Caldwell Main Street Program Guidelines for the Development of New Construction & Additions

This chapter provides guidance for the development of new construction and additions to existing historic buildings in the designated Main Street Area. Each of the following sections contains Recommended and Not Recommended practice and procedures. These guidelines are not meant to be an exhaustive list, but rather illustrative of what is acceptable and unacceptable to the Main Street Board in accordance with the *Secretary of the Interior's Standards for Rehabilitation*.

The design of new construction and additions in the designated Main Street Area is critical to preserving the unique character of the historic resources found in the historic district. Additions and new construction should contribute to the character of historic resources by respecting the location, scale, proportion, rhythm, materials, roof shape, and details and ornamentation of existing historic buildings. These guidelines encourage new construction that is compatible with surrounding historic buildings without creating an exact replica. To reproduce a historic building, or create an exact copy, will create a false sense of history of the new building and the existing historic resources of the historic district.

The key to the design of new construction that enhances the existing historic resources is its compatibility with neighboring buildings. This is based on a thorough understanding of the character-defining elements of the existing buildings and features of the district. After a careful analysis of how design principles were articulated in the existing buildings, an interpretation can be made using today's design philosophy, materials and construction techniques. This will ensure the new building or addition is seen as a product of its own time.

New construction that reinforces the continuity of the street and helps to highlight the historic resources of the district will satisfy these guidelines. It is the goal of the Main Street Board and the City of Caldwell to ensure that new buildings or additions in the designated Main Street area seek to contribute to the districts future evolution just as the existing buildings show its past.

Location

The location of a new building or addition is critical to its compatibility to the district. If a new building or addition is to be added, it should be located to enhance the character of neighboring structures and continue the visual continuity on the street.

Recommended

- New buildings should be oriented toward the street in the same manner as existing historic buildings so their entrances face onto the street.

- The setback of the new buildings façade should align with adjacent historic buildings along the sidewalk edge. Courtyards or patios should be placed behind a wall and should not extend across the entire front of a building.

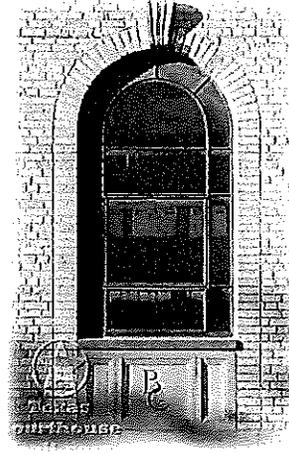
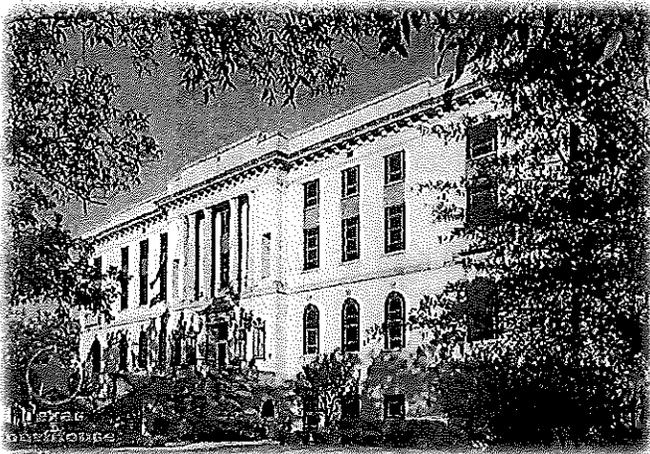
- Upper level additions to existing buildings should be set back from the historic building front as not to detract from important historic elements of the existing structure.

Not Recommended

- Placing parking lots in front of the building along the streets edge.
- Locating additions to historic resources in front of or in line with the existing buildings primary façade.
- Locating new buildings that will detract from the overall character of a historic resource.
- Locating new buildings primary façade in front of or set back from adjacent historic buildings.

Scale

Scale is the relative size of a building in relation to its neighbors. Scale is also the relative size of building elements, such as windows, doors, cornices and other features to each other and to other buildings. Most buildings are designed to be of *human scale*. These buildings appear to be of a size appropriate for human occupancy and use. Other buildings are designed to be of *monumental scale*, giving them prominence and symbolic importance. The Burleson County Courthouse is of monumental scale.



*Monumental scale
Courthouse and its building features, including the
bays, cornices and details.*

Recommended

- The scale of a new building or addition should respect the prevailing scale of surrounding buildings in both height and width.
- The primary facades on new construction should reinforce the rhythm created by historic lot widths. This can be achieved visually through the use of architectural features such as pilasters, storefront window patterns, and/or awnings.
- The scale of a new buildings or additions element, including windows, doors, cornices and other features should respect the prevailing scale of surrounding buildings.

Not Recommended

- Designing an addition or new building that does not respect the scale of the historic building to which it is attached or near.
- Designing monumental scale building features on a building of human scale.

Proportion

Proportion is the relative dimension of elements of a building to each other and to its overall façade. Many historic buildings use mathematical proportions to locate and size windows, doors, columns, cornices and other building elements. Proportions of building features in the historic district have already been articulated and should be appreciated.

Recommended

- The design of new buildings or additions should respect the existing proportions of the surrounding historic buildings. This includes window size, storefront configurations and parapet heights.
- Proportions of existing buildings can be more easily respected by having similar floor to ceiling heights on new construction or additions.

Not Recommended

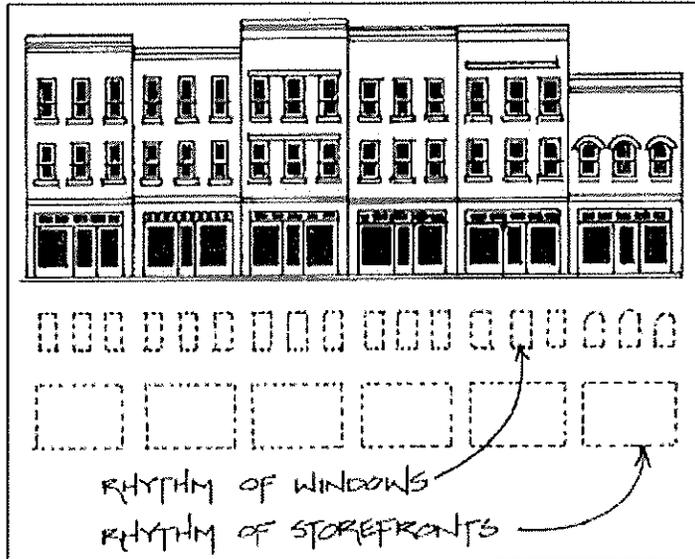
- Drastically changing the proportions of additions to historic buildings.
- Drastically changing the proportions of new buildings adjacent to historic buildings.

Rhythm

Rhythm of front facades of historic buildings is articulated through the spacing and repetition of building façade elements, such as windows, doors and storefront. The heights of roofs, cornices and other roof projections also help establish the rhythm of the street.

Recommended

- New buildings should reflect the scale and rhythm of surrounding historic structures.



- New buildings should not only reflect the scale and rhythm of neighboring structures but also the structures of similar building height.
- Additions should respect the rhythm of the existing historic building in which it is attached as well as neighboring historic buildings.
- New buildings and additions should respect the rhythm of recessed entries in the storefront. This generally includes a symmetrically located recessed entry.

Not Recommended

- Designing an addition or new building that does not respect the rhythm of existing historic buildings.
- Designing an addition or new building that eliminates an essential element, such as upper level windows or storefront, of the historic districts rhythm.

Materials

The materials on front facades of buildings in the designated Main Street area are among the most important character-defining elements of the building. These materials include the façade construction material, windows and storefront elements. The size, texture, surface finish and other defining characteristics of exterior materials are as important as the type of material itself.

Recommended

- Materials used in the design of additions should be compatible in size, texture and surface finish with neighboring historic buildings.
- Brick is the preferred material for new construction in the designated Main Street area. Brick should be similar in size and texture to that of neighboring historic buildings.
- Brick color should match original brick used within the historic district.
- Use of local stone or brick.

Not Recommended

- Using inappropriate materials for the exterior of additions and new buildings
- Use of reflective glass or imitation materials, aluminum, or colored glass.
- Use of glazed brick.

Roofs

Identifying, retaining, and preserving roofs--and their functional and decorative features--is important in defining the overall historic character of the building. This includes the roof's shape, such as hipped, gambrel, and mansard; decorative features such as cupolas, cresting, chimneys, and weathervanes; and roofing material such as slate, wood, clay tile, and metal, as well as its size, color, and patterning.

Recommended

- Stabilizing deteriorated or damaged roofs as a preliminary measure, when necessary, prior to undertaking appropriate preservation work.
- Protecting and maintaining a roof by cleaning the gutters and downspouts and replacing deteriorated flashing. Roof sheathing should also be checked for proper venting to prevent moisture condensation and water penetration; and to insure that materials are free from insect infestation.
- Providing adequate anchorage for roofing material to guard against wind damage and moisture penetration.
- Protecting a leaking roof with plywood and building paper until it can be properly repaired.
- Repairing a roof by reinforcing the historic materials which comprise roof features using recognized preservation methods. The new work should be unobtrusively dated to guide future research and treatment.
- Replacing in-kind extensively deteriorated or missing parts of roof features or roof coverings when there are surviving prototypes such as cupola louvers, dentils, dormer roofing; or slates, tiles, or wood shingles on a main roof. The new work should match the old in material, design, color, and texture; and be unobtrusively dated to guide future research and treatment.
- Keeping operational parts of the building in working order; clocks, lighting, etc.

Not Recommended

- Altering the roof and roofing materials which are important in defining the overall historic character of the building so that, as a result, the character is diminished.
- Replacing historic roofing material instead of repairing or replacing only the deteriorated material.
- Changing the type or color of roofing materials.
- Failing to stabilize a deteriorated or damaged roof until additional work is undertaken, thus allowing further damage to occur to the historic building.

- Failing to clean and maintain gutters and downspouts properly so that water and debris collect and cause damage to roof fasteners, sheathing, and the underlying structure.
- Allowing roof fasteners, such as nails and clips to corrode so that roofing material is subject to accelerated deterioration.
- Permitting a leaking roof to remain unprotected so that accelerated deterioration of historic building materials--masonry, wood, plaster, paint and structural members--occurs.
- Removing materials that could be repaired, using improper repair techniques, or failing to document the new work.
- Failing to reuse intact slate or tile when only the roofing substrate needs replacement.
- Replacing an entire roof feature such as a cupola or dormer when limited replacement of deteriorated and missing parts is appropriate.
- Using material for the replacement material that does not match the historic roof feature; or failing to properly document the new work.

Temporary Structures

Temporary structure – any structure that sits on skids, wheels or blocking

Recommended

- The owner and board should review the application as though this were a permanent building.
- Generally a temporary structure is approved for 18 months to 2 years and will require a new application and review for renewal.
- Temporary structures in the designated Main Street area should, in their design and exterior composition, be compatible with the permanent buildings in the district.
- The majority of the buildings in the district are post 1900's and the exterior should reflect the general construction of wood frame buildings from 1910 - 1940.
- Exterior paint colors should be selected from the Historic Paint Colors.
- Building elements should be proportional to each other. Skirting of the structure is approved for 18 months to 2 years and will require a new application and review for renewal.
- Placement of the building should be compatible with adjacent permanent properties and should adequately address pedestrian and vehicular access.

Not Recommended

- Pine, cedar and other rough exposed wood materials are discouraged in the district.

Guidelines for a Pedestrian Friendly Caldwell Main Street Area

The Caldwell Main Street Program strives to address the need for higher density in the downtown area as well as the demand for a more pedestrian-focused, community oriented lifestyle. The designated Main Street area aims to draw in walkers and shoppers and preserve the prosperous commercial district that exists in downtown Caldwell through a number of key elements:

- There are destinations that draw people in, including the Burlison County Courthouse, the Kolache Festival, historical assets, recreation, oil/gas, and the unique stores and businesses on the square.
- The area is built at a pedestrian scale, meaning distances are short enough to walk and buildings are close to the sidewalk. This was achieved in the initial design of the area as it was developed to be the pedestrian hub in the early twentieth century.
- Destinations are reachable and interconnected by means of a continuous network of safe, convenient, comfortable, and interesting sidewalks and paths. The city has addressed the paths through:
 - Decorative plantings
 - Pedestrian-scale pole lighting
 - Accessible paths and crosswalks
 - Historical plaques
- Walks feel safe from crime, traffic, and weather conditions. This has been achieved in the district by putting “eyes on the street,” safe traffic speeds, and shelter from trees and awnings at frequent intervals.

It is a goal of the Main Street Program to continue its efforts in creating a pedestrian-focused, community-oriented lifestyle. Every decision should be made with consideration for the pedestrian and bicyclist. If a place has a healthy street life – a critical mass of activity – people are more likely to incorporate it into their daily lives. This, in turn, will restore commercial property values within the designated Main Street area and create the social activity the community strives for. Below are recommendations to consider when doing renovations and additions within the designated Main Street area. The intent of these recommendations is to continue in the cities efforts to create a sense of place visitors and residents of the city want to be a part of.

Recommendation: Provide street and sidewalk lighting

The city has already identified a pedestrian-scale street lighting within the downtown district. The lighting is bright enough to ensure safety but not so bright as to create glare. It should be a goal of businesses within the district to also create appropriate lighting schemes at building entrances.

Recommendation: Screen parking lots

Surface parking lots in front of buildings are off-putting to pedestrians and create an environment that is welcoming to cars. Instead, it's best to provide parking lots located behind buildings. The building will act as an existing buffer to the pedestrian. If a parking lot is to be provided off the street, natural buffers should be used. This would include walls, fences or plantings that minimize the visual impact of parked cars while still ensuring safety to pedestrians and drivers. It is also necessary to provide appropriate lighting and shade trees within the parking lot.

Recommendation: Provide appropriate screening of utilities

Utilities such as garbage bins and HVAC units should be screened from pedestrian view. It is recommended that garbage bins be placed out of view of pedestrians in alleys or back of buildings. HVAC units should be placed on roof tops or at the back of buildings. If placement of utilities does not allow these natural buffers, as described above, a screen should be provided to disrupt pedestrian view. Some ideas include walls, fences or plantings.

Recommendation: Preserve sidewalks, curbs, and accessible paths

The sidewalk is the most important public open space within downtown. It is the generator of commerce and the social connector. Pedestrians feel most comfortable in places with well-defined edges, thus sidewalks are essential. Street trees, bollards, and unique curbing can further reinforce the street edge. It is also vital to provide an accessible path from street parking to all businesses within the district. Signage should also be visible from a seated position.

Recommendation: Provide appropriate seating

The more activity within downtown, the more need for adequate seating for pedestrians. Seating may include benches, ledges and movable chairs. It's best to give people choices about where to sit: in sun or shade; alone or in groups; out in front or away from the street. Low retaining walls can serve a double purpose if they are the right height for sitting and are not pointed, sloped, or spiked to prohibit sitting. All seating should be kept unobstructed to provide for adequate security.

Glossary of Architectural Terms

Arch

A structure built to support the weight above an opening. A true arch is curved and consists of wedge-shaped stones or bricks called voussoirs that make a curved bridge to span the opening. The center voussoir is called a keystone.

Archivolt

The ornamental molding around an arch.

Art Deco

Architectural style of the 1920s and 1930s, characterized by bold outlines, geometric and zigzag forms and the use of modern materials.

Art Glass

A type of stained glass from the late 19th century popularized by Tiffany and other artists such as LaFarge. It is generally composed of milky or opalescent colors.

Awning

Any structure made of cloth, metal or other material attached to a building to provide shade and protection from the elements.

Baluster

A short upright column or post supporting a railing. Many balusters are commonly urn shaped.

Balustrade

The row of balusters and the railing connecting them. It is often used as a stair rail, for a balcony, or placed above the cornice on the exterior of a building.

Bracket

A supporting member for a projecting element, sometimes in the shape of an inverted "L" and sometimes as a solid piece or a triangular truss.

Canopy

A roofed structure constructed of metal, wood or other material placed so as to extend outward from a building providing a protective covering for doors, windows and other openings. The canopy can be supported by columns or posts, or cantilevered out from the building and supported by metal ties.

Cap

The top member of a column, pilaster or post.

Clerestory Windows

Windows located relatively high up on a wall, often forming a continuous band.

Coffering

Decorative pattern on the underside of a ceiling, dome or vault consisting of sunken square or polygonal panels.

Column

A vertical shaft or pillar that supports, or appears to support, a load.

Coping

A capping to a wall or parapet.

Corbel

A bracket of stone, wood, or metal projecting from the side of a wall and serving to support a cornice, the spring of an arch, a balustrade, or other element.

Cornice

The exterior trim of a structure at the meeting of the roof and wall.

Dentil

One of a series of small rectangular blocks, similar in effect to teeth, which are often found in the lower part of a cornice.

Eaves

The underside of a sloping roof projecting beyond the wall of a building.

Elevation

A head-on drawing, often depicted to scale, without any three-dimensional perspective.

Façade

Any side of a building.

False Front

A front wall which extends beyond the sidewalls of a building to create a more imposing façade. It is generally non-structural.

Fascia

A flat board with a vertical face that forms the trim along the edge of a flat roof, or along the horizontal (eaves) side of a pitched roof. The rain gutter is often mounted on it.

Fenestration

The arrangement and design of windows on a building.

Gable

The portion of a wall where it meets the roof and forms a triangular shape. The term is often used to refer to the whole end wall where this occurs.

Hood Molding

A projecting molding around the top of a doorway or window to shield it from water.

Indirect Lighting

Light from a concealed source which reflects onto a building or object.

Internal Illumination

Light from a source that is concealed or contained and is visible only through a translucent surface.

Joist

One of the horizontal wood beams that support the floors or ceilings of a building. Joists are set parallel to one another, usually from one to two feet apart, and span between the supporting walls or larger wood beams.

Kickplate

A decorative panel supporting the main display window on a storefront.

Molding

A decorative band or strip of material used in cornices and as trim around window and door openings. It is also used to delineate floors in a building.

Muntins

Thin constructions that subdivide one large pane of glass into smaller panes, often called glazing bars.

Parapet

A low protective wall at the edge of a roof.

Pediment

A low-pitched gable over a portico taking the shape of a triangle and formed by the sloping roof and a horizontal cornice at the base of the triangle. If the horizontal cornice is lacking, the space is a gable. This form is found over doors and windows, and is sometimes found atop a building.

Pitch

The angle of slope of a roof (i.e. 30° pitch or low-pitched roof) and is typically expressed as a ratio of units of vertical distance to 12 units of horizontal distance (i.e. 8/12).

Plan

A drawing representing the footprint of the building or the horizontal section through the building. It shows the arrangement of the rooms, walls, and partitions as well as the location of doors and windows. Vernacular buildings are usually classified by their type of floor plan.

Pointing

The outer and visible finish of the mortar between the bricks or stones of a masonry wall.

Porch

A covered entrance to a building which may be open or partly enclosed.

Portico

A porch or covered walk consisting of a roof supported by columns.

Preservation

The act or process of applying measures to sustain the existing form, integrity, and materials of a building. It may include initial stabilization work, where necessary, as well as ongoing maintenance of the historic building materials.

Protection

Measures designed to defend or guard the physical condition of a property from deterioration; such steps are usually temporary and followed by preservation.

Reconstruction

The reproduction of a historic building by new construction imitating the exact form and detail of a vanished building as it appeared at a specific point in time.

Rehabilitation

Returning a building to a state of utility through the repair or alteration which makes possible an efficient contemporary use while preserving important historic, character defining features of a building. The Secretary of the Interior's Standards for Rehabilitation provide guidelines for this process.

Renovation

Returning a property to a state of utility through repair or alteration while preserving portions or features which are significant to architectural, historic, and cultural value.

Restoration

To bring back to previous condition. Recreation of an earlier appearance both in form and detail. Exposing of original elements and replacement of missing elements, matching originals.

Sash

The moving units of a window, that move within the fixed frame.

Sill

The lowest horizontal member in a frame or opening for a window or door. It is also the lowest horizontal structural member in a framed wall or partition to which the wall studs are attached.

Storefront

The street level façade of a commercial building, usually with display windows.

Stabilization

Applying measures that re-establish an enclosure secure from the elements and reestablishment of structural stability, maintaining essential elements of form.

One of a series of small rectangular blocks, similar in effect to teeth, which are often found in the lower part of a cornice.

