

DOWNTOWN REDEVELOPMENT PLAN

CITY OF GROVE CITY, OHIO

MARCH, 1987

TROTT & BEAN ARCHITECTS, INC.



INTRODUCTION

It was the purpose of this study to prepare a plan of action to revitalize the downtown district of Grove City. To accomplish this task as expeditiously as possible, the many prior studies and sources of existing information were to be utilized and updated where necessary. The specific tasks were as follows:

1. Find supplemental data from existing sources and conduct new surveys to obtain data as necessary to update the market study completed in February of 1980.
2. Gather property and building condition data within the district.
3. Obtain citizen input through public meeting format or other survey means.
4. Summarize and analyze market data, the physical condition survey information, and citizen comments.
5. Prepare a plan of revitalization actions including:
 - 5.1 A recommended business strategy and appropriate mix of uses.
 - 5.2 A renovation theme responsive to market data and the business strategy.
 - 5.3 Strategic planning concepts.
 - 5.4 Recommended infrastructure, traffic, parking, and service improvements.
6. Structure an implementation framework.

The project, sponsored by the Franklin County Commissioners and administered by the Mid-Ohio Regional Planning Commission, is funded by the Federal Community Development Block Grant Program. This report is considered as Phase I of the program, serving to establish the feasibility of renovation, to provide a development plan, and to set objectives for Phase II and III.

Phase II makes available \$100,000 of incentive grant money to businesses and property owners within the study area to undertake renovation improvements to be specified. Phase III of the program makes available \$180,000 to the City of Grove City for public improvements within the study area which would support rejuvenation of business activity and building renovation efforts. In each case, grant moneys are to be matched. City funds are required to match Phase I Plan Preparation and Phase III Capital Improvements. Private investment is required to match Phase II Facade Renovation Grants.

Sources of information utilized in preparing this study include the following:

- "Commercial Support Analysis," A study prepared for the Grove City Area Chamber of Commerce. Kenneth Danter & Company. February, 1980.
- "Summary of Community Development Needs in the Urban Franklin County," A housing and community development needs profile prepared by the Mid-Ohio Regional Planning Commission. Revised 1985.
- "Infrastructure Project Report on Investment Requirements." A report prepared by Nan Humphrey and Sarah Wines of the Urban Land Institute for the Development Committee of Greater Columbus. February, 1986.
- "Grove City Police Activity Report." 1985.
- "Economic Development Needs Assessment Report." A Phase I report of the Grove City Economic Development Program, prepared by Goodwin-Bohm-NBBJ. December, 1980.
- "Economic Development Plan for Grove City." Bohm-NBBJ. April, 1981.
- "Planning and Zoning Code" City of Grove City.

Market analysis survey information was obtained from the following sources:

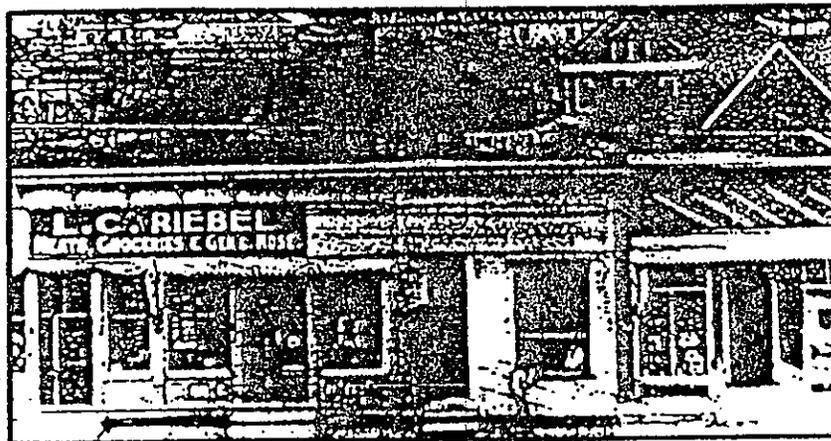
U.S. Department of Commerce: Bureau of the Census: 1982 Census of Retail Trade: Major Retail Centers in Standard Metropolitan Statistical Areas: Columbus, Ohio; The Columbus Dispatch Shopping Center Guide 1986; International Council of Shopping Centers: Dollars and Cents of Shopping Centers: 1984; The Columbus Dispatch Six Zone Analysis of Shopping Center Shoppers, April 1984; U.S. Department of Commerce: Bureau of the Census: 1980 Census of Population and Housing: Census Tract Data: Columbus, Ohio SMSA; U.S. Department of Commerce, Bureau of the Census: 1982, Census of Industry: County Business Patterns: Columbus, Ohio SMSA; National Planning Association: Economic Base Project Series: County Profiles: Franklin County; Sales & Marketing Management: U.S. Metropolitan Area Projections 1980-1988; ASPID International, Inc.

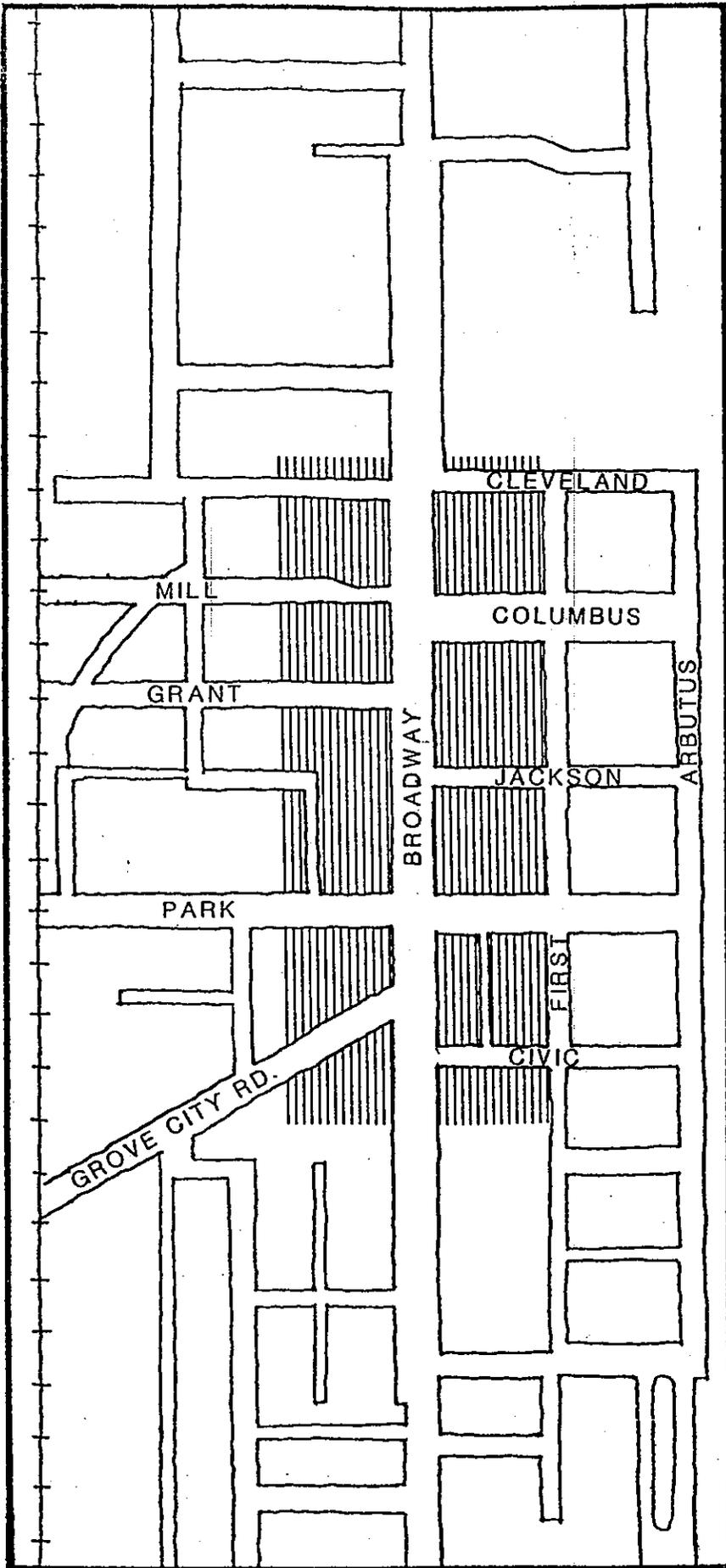
THE STUDY AREA

The Grove City Central Business District is defined by the City's zoning map as a rather large area, extending from Rose Avenue at Broadway on the north to approximately Paul Street at Broadway on the south. The western boundary is the Baltimore and Ohio Railroad tracks, and the eastern boundary is found primarily by Arbutus Avenue and Breck Avenue.

Within this zoning map district, there is a great variety in land useage. Single family, two family and multi-family residential development exists adjacent to office, industrial, service and commercial uses. Service commercial, retail commercial, and central business district zonings are spread more uniformly from north to south than other uses, while industrial development appears centrally clustered within the district along the railroad tracks.

The study area selected to focus downtown redevelopment efforts consists of the most uniformly clustered properties presently zoned "CBD". This area, which is shown in Illustration I, extends one block east and west of Broadway. The northern limit is Cleveland Avenue, and the southern limit is Civic Place. This smaller district contains the properties which have primarily served retail or business uses throughout the history of the community.





TOWN CENTER
STUDY AREA

Grove City

Illustration 1

SUMMARY OF ISSUES

The old downtown commercial center of Grove City has become a tattered remnant of its former days. Gone are the old lamp lighter, ice skating on the pond, the interurban trolley, and the grove of Maple Trees. As the horse and buggy days gave way to more modern life styles in Grove City, its downtown and older neighborhoods became redundant. Newer became better, and people moved on. Community development took on the familiar suburban pattern of responding to the automobile and to regional growth and development dynamics.

In comparison with the newer sections of Grove City, a number of interrelated issues became apparent as problems to address in planning for downtown area redevelopment.

HISTORIC COMMUNITY DEVELOPMENT PATTERN AND TRENDS

The original business district consisted of commercial structures fronting each side of Broadway from just South of Grove City Road to just north of Columbus Street. The original industries were located to the west, and housing was constructed along North and South Broadway and along the intersecting streets and the streets running parallel to Broadway. Farms surrounded the settlement.

As the Inter-urban gave way to the automobile, newer neighborhoods were built to the north and east. The railroad was built paralleling Broadway to the west, along the industrial side of town. The construction of I-71 to Columbus supplanted the purpose of Broadway as the primary route of travel to the City. Columbus Street took on greater significance within

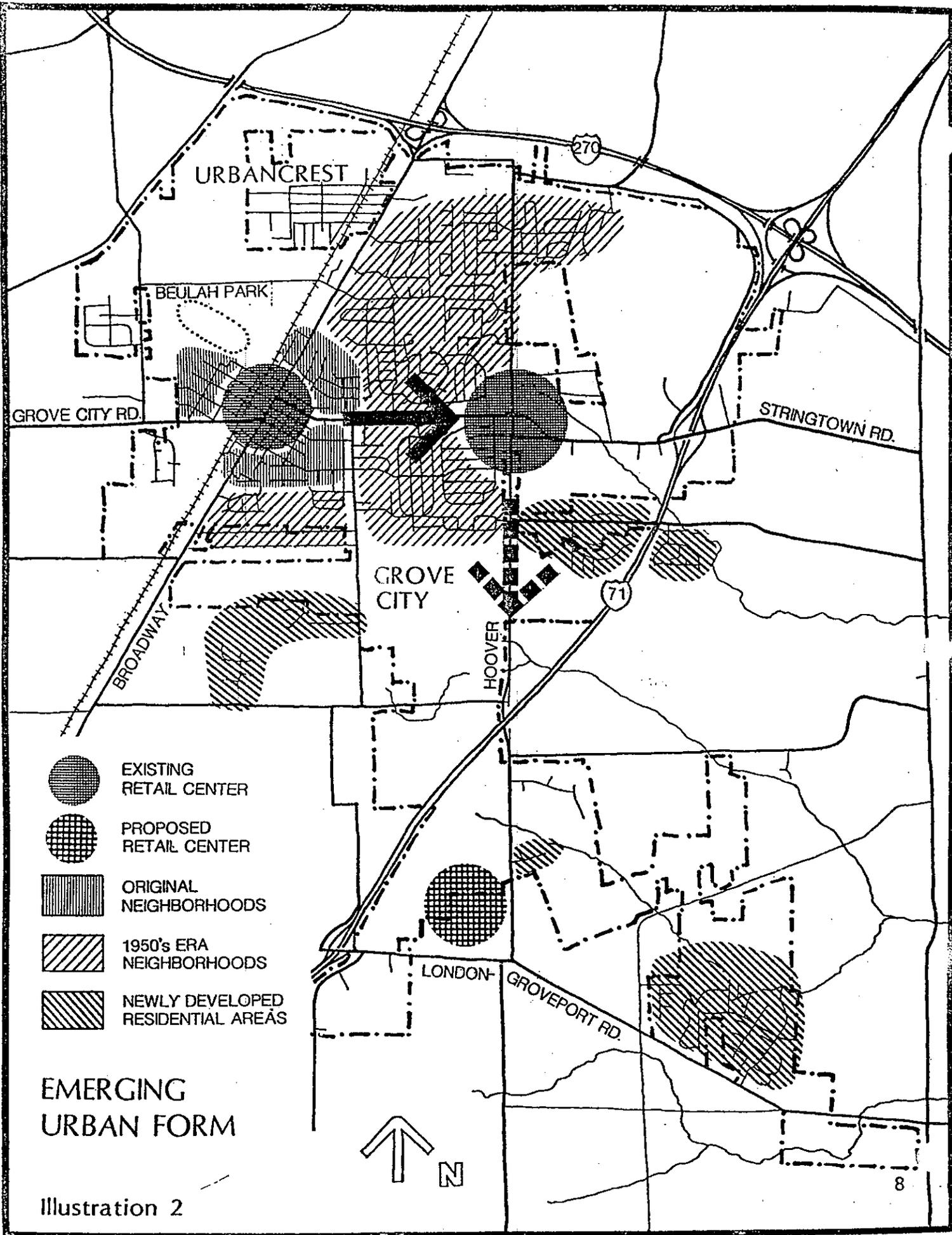
Grove City, and newer housing developments continue to fill in between the old downtown and the freeway. The central business district function shifted to Hoover Road at Columbus Street and Stringtown Road. Local businesses relocated from the old downtown district to either the new shopping area or to residential properties along Broadway or Columbus Street, which had declined in value as places of residence.

The regional freeway system continues to impact and control development activity. New, higher-priced single family developmenst are being built southeast of I-71 and Stringtown Road. Light industrial and highway oriented commercial developments are locating at that interchange.

Trends would indicate that as Grove City continues to grow, a new commercial center will emerge at the I-71 exit at London-Groveport Road. A center in this location would likely become the upscale, higher quality shopping and business center of Grove City, keying off the higher cost housing developing around the country club. Illustration 2 presents the projected three-centered urban form of Grove City which is emerging.

POOR IMAGE OF THE OLD DOWNTOWN AREA

The old downtown exists within the lowest income sector of Grove City, the sector being left behind by the emerging community development pattern. Of the neighborhoods immediately surrounding the old business district, these have been identified by the Mid Ohio Regional Planning Commission as target areas in Franklin County in need of basic improvements and redevelopment. See Illustration 3. In addition, the Village of Urbancrest is adjacent to the north.



EMERGING URBAN FORM

Illustration 2

KINGSTON AREA PROFILE

While the area was originally subdivided in the 1930's, 57.0% of the existing housing units were built after 1960. The condition of housing units remains good, but the vacancy rate for all housing units is 8.0%. Nine percent of the households in residence are female headed households. 38.0% of the population is younger than 24 years of age. An additional 30.0% of the population is between 25 and 44 years of age. 42.0% of the population are low to moderate income persons. The median family income is estimated at \$18,599.00 which is 10.7% less than the median for Franklin County.

OLD GROVE CITY AREA PROFILE

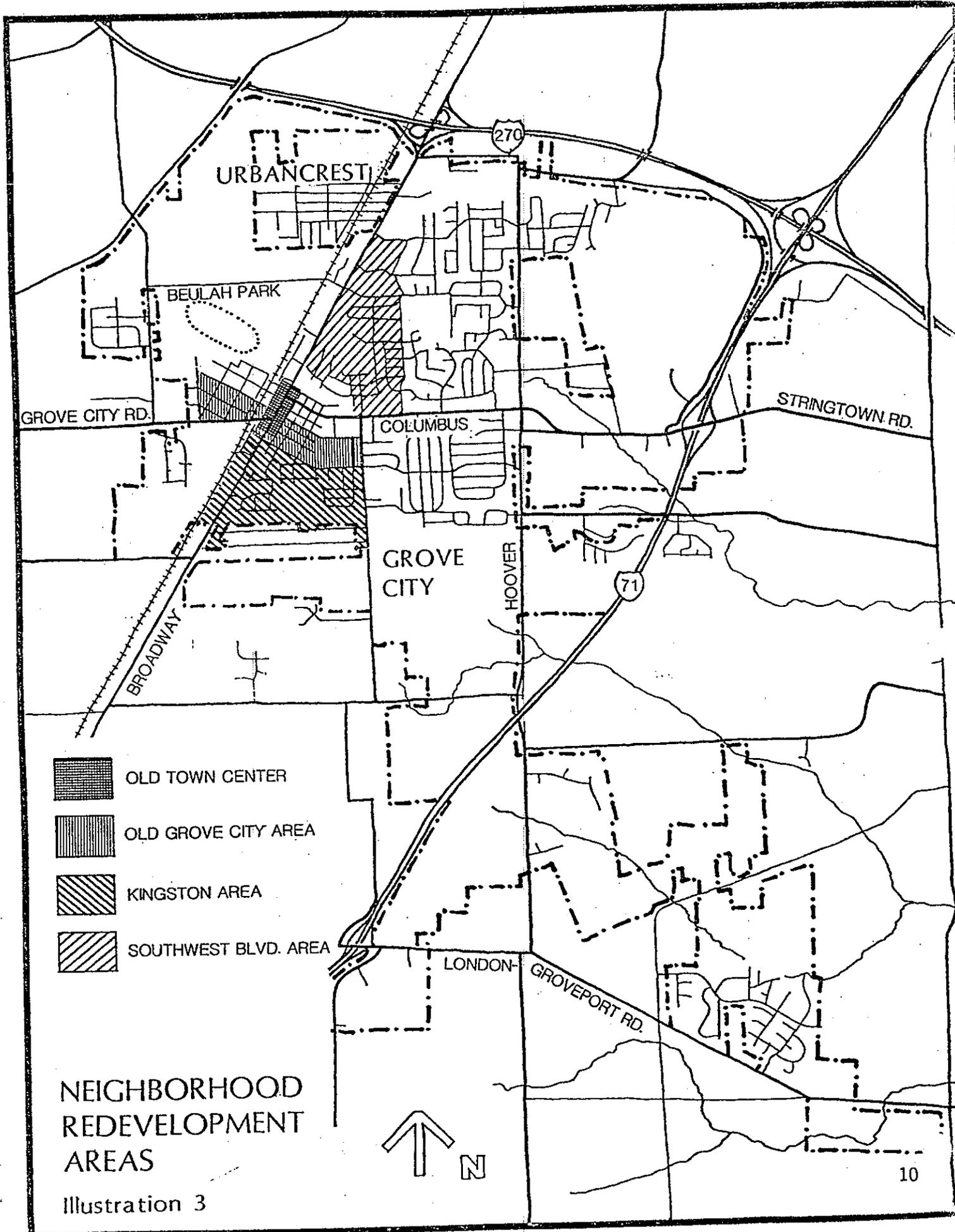
This area was also subdivided in the 1930's, but it was developed sooner than the Kingston area. 48.0% of all housing units were built before 1939, with an additional 26.0% having been built between 1940 and 1949. Many of these housing units require either major upgrading of mechanical systems or exterior rehabilitation.

The population in residence is characteristically younger or older. Thirty-seven percent of the population is younger than 24 years of age. Eighteen percent of the population is 65 years of age or older. Ten percent of the population exists at a level of income below poverty.

SOUTHWEST BOULEVARD AREA

While subdivided originally in the 1930's the Southwest Boulevard area did not develop until after 1950. Only 3.0% of all housing units were built prior to 1940. The vacancy rate has been estimated at 6.0%.

The resident population is characterized by young female-headed households (17%) with children. Forty-eight percent of the population is at or below 24 years of age. An additional 26.0% is between 25 and 44 years of age.



It is estimated that 45.0% of the population are low to moderate income persons. Eight percent of the residents are below poverty income. The median family income is \$18,659.00, which is 10.4% below the median for Franklin County.

THE VILLAGE OF URBANCREST

Located to the west of Broadway, opposite the Southwest Boulevard area and slightly further north, the Village of Urbancrest remains the lowest income area of Franklin County. Per capita income is reported at 3,511 (1980), and median family income is reported at \$6,496 (1980).

EXISTING DOWNTOWN AREA TENANT MIX

The scope and breath of retail offering within the existing business district is limited. Many of the existing businesses are considered marginal. The single largest clustering of similar merchandise is food and eating related. The more traditional mix of soft goods, hard goods and consumables is lacking. The following table is illustrative of the current lack of balance in merchandise offering.



SALES DISTRIBUTION COMPARISON
OF GROVE CITY DOWNTOWN TO THE SMSA

<u>MERCHANDISE LINE</u>	<u>EXISTING RETAIL SPACE</u>	<u>EXISTING SALES DISTRIBUTION</u>	<u>MSA SALES DISTRIBUTION</u>
GROCERY	9,800	17.4 %	27.5 %
SPECIALTY FOOD	4,100	7.3	1.4
EATING	13,880	24.7	14.3
FOOTWEAR	-0-	-0-	3.9
WOMEN'S APPAREL	-0-	-0-	8.9
MEN'S APPAREL	-0-	-0-	6.7
CHILDREN'S MERCHANDISE	-0-	-0-	5.3
HOME FURNISHINGS	-0-	-0-	3.3
HOUSEHOLD GOODS	3,160	5.6	2.8
APPLIANCE/ELECTRICAL	900	1.6	2.7
HARDWARE/HOME IMPROV.	7,464	13.3	8.8
CARD/GIFT/JEWEL/BOOK	3,060	5.4	2.1
PHARMACEUTICALS	2,000	3.6	4.1
MUSIC	2,100	3.7	0.5
MISC. RETAIL	<u>9,760</u>	<u>17.4</u>	<u>7.7</u>
	56,224	100.0 %	100.0 %

Qualities of successful retail centers such as variety in selection or comprehensiveness in offering are lacking within the Grove City Downtown area. There is neither a specialty nor life-support focus to the retailing in place. The general quality of retailing is in decline. The quality of merchandise is geared to a market area which does not have economical vitality. Few existing businesses have the ability to draw destination shoppers. There is little compatibility among and between existing businesses. Non-retail personal service, office, and other users occupy as much space as retail businesses. Vacant space is approximately twenty percent (20%) of space occupied by existing retailers. Fragmentation of businesses is quite high. The opportunity to displace existing businesses with aggressive retailing is considered high.

ASSESSMENT OF EXISTING FACILITIES

There are many considerations concerning the existing business and shopping infrastructure of the Old Downtown which contribute to the area's low image. Among the more important issues are the following:

1. Though most existing commercial buildings were constructed between 1880 and 1920, many newer buildings have been built since that time, which are out of character with "historic" downtown structures.
2. Many of the older buildings possess outdated electrical and mechanical systems. Many have structural problems. Most require considerable maintenance and repair work. Most do not comply with current building codes.
3. Though the "historic" scale of business buildings within the downtown area is characteristically two stories, the second floor spaces in most of the older buildings remain vacant, underutilized, or unrenovated. Second floor spaces in use generally provide for office users or residential apartments. Current building codes work against economic mixed-use occupancies, given present low rent levels.
4. Some existing buildings within the downtown area were constructed originally as residences, and have been converted to commercial uses. In several cases, one-story additions have been constructed for commercial or office use in front of residential structures. The "rag-tag" image of these facilities is neither conducive to high image retailing nor to a desirable residential atmosphere.

5. Reported rent levels are generally low to very low. Apartment unit rents in some cases exceed per square foot rental rates for first floor commercial or office space. In many instances office rents exceed retail rents, on a per square foot basis, for street level space.
6. Existing sidewalks along Broadway are very wide, exceeding customer walking space provided in contemporary shopping centers by as much as six feet. Landscaping and other "streetscape" amenities for the shopping public are at a minimum.
7. Pole signs located within the sidewalks provide a very negative overall image.
8. Ground floor elevations of most existing buildings are above the elevation of the public walkways. In several instances the change in elevation exceeds one normal step.

A photographic inventory of all buildings fronting Broadway was completed to assist in evaluating existing conditions. An assessment of each structure was also made, concerning its relative contribution to the image of retailing within the historic downtown business district. This assessment resulted from judgements concerning the existing architectural interest of each building, its apparent level of deterioration, its position in relation to other adjacent property suited to renovation or redevelopment, and its perceived re-use potential for retail or other business use. A judgement concerning an appropriate cost in comparison to required renovation was also inherent in the assessments.

Though it can be stated in summary that the existing downtown retains an overall business image, revitalization will require both renovation and redevelopment. The following illustrative photographs and supportive descriptions summarize the assessment of existing facilities by category of classification. All other properties assessed similarly are listed following the illustrative photos and descriptive text.

BUILDINGS OF ARCHITECTURAL IMPORTANCE

These are the structures which visually depict the character of the district and the 1880 to 1920 time frame. These are the structures which should be renovated and preserved for continued use.

3940 Broadway

3968 Broadway

3994 Broadway

4008 Broadway

4014 Broadway

4022 Broadway

4026 Broadway

4030 Broadway

4038 Broadway

4052 Broadway

4057 Broadway

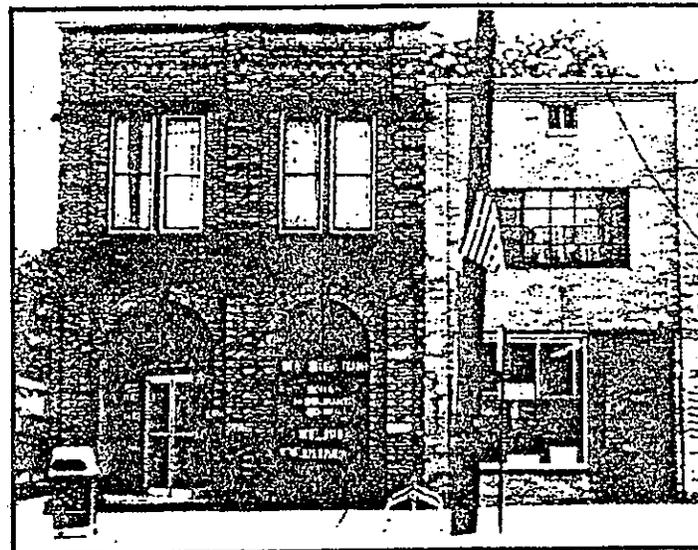
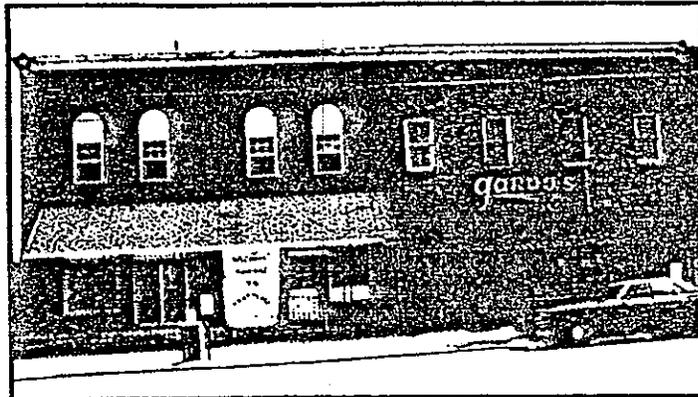
3999 Broadway

3957 Broadway

3951 Broadway

3435 Park Street

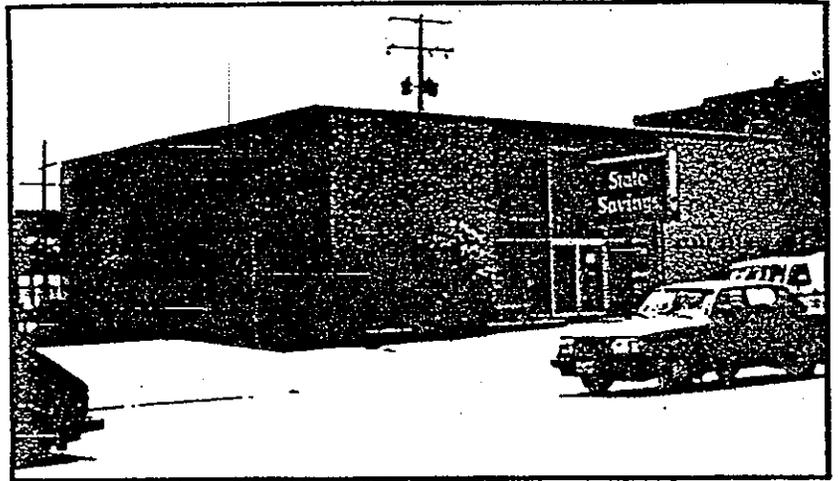
4065 Broadway



BUILDINGS OF FUNCTIONAL VALUE

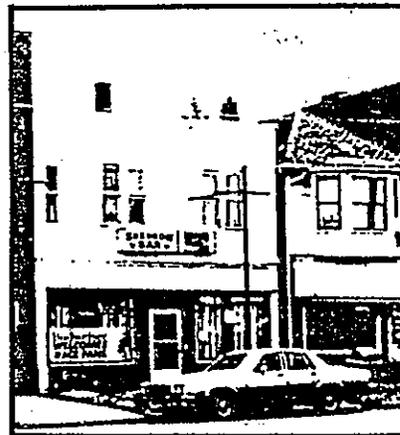
These are structures which have been modernized or which are of a more modern design and which remain useful for business purposes, even though they do not reinforce the historic character of the district.

3920 Broadway
3946 Broadway
3952 Broadway
3338 Columbus
3974 Broadway
3990 Broadway
3360 E. Park Street
4050 Broadway
4056 Broadway
4060 Broadway
4063 Broadway
3995 Broadway
3971-3975 Broadway
3963 Broadway
3959 Broadway
3937 Broadway
4048 Broadway
4040 Broadway
3378 Park Street



BUILDINGS OF MARGINAL VALUE

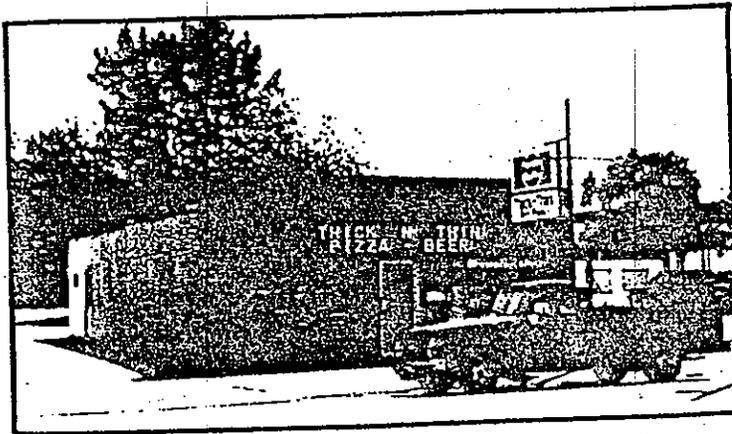
These are structures which possess problems because of re-use difficulties, significant code or maintenance problems, or placement in relation to property which should be assembled for redevelopment.



3980 Broadway	4000 Broadway	4002 Broadway	3985 Broadway
3981 Broadway	4023 Broadway	4027 Broadway	3387-89 Park Street

BUILDINGS OF NO RENOVATION VALUE TO THE DISTRICT

These are structures which should be removed for redevelopment opportunities to be fully realized.



3984 Broadway

4053 Broadway

3464 Grove City Road

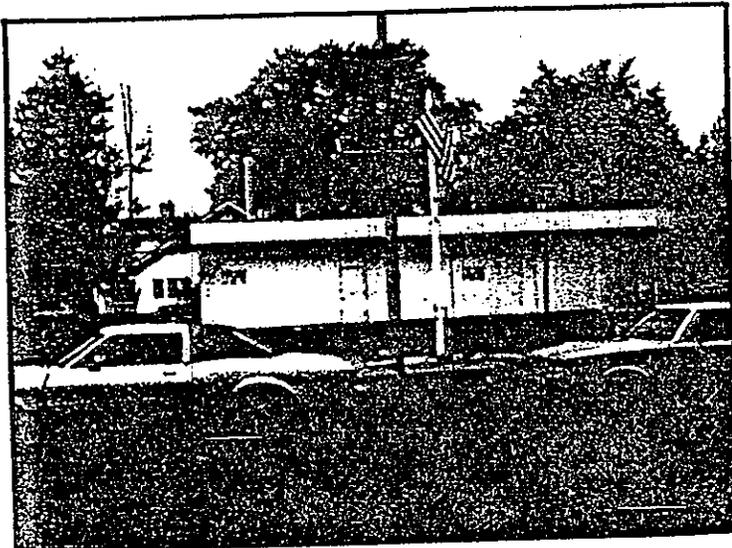
4039 Broadway

4031 Broadway

4035 Broadway

4039 Broadway

Old Sohio Station



3929 Broadway

3919/15 Broadway

3443 Park Street

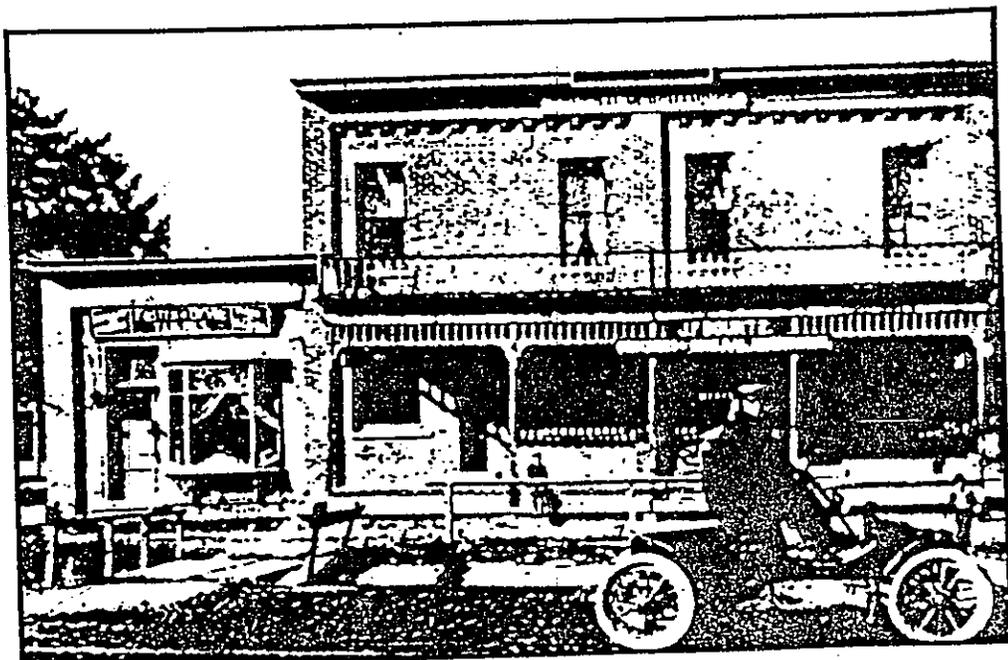
PARKING, TRAFFIC ACCESSIBILITY

The extent and appropriateness of parking, overall traffic flow characteristics, and the general level of accessibility are very important ingredients to the support and functioning of successful retail areas. Generally speaking, older, downtown retail centers possess layout characteristics which restrict parking, in comparison with shopping centers. Likewise, traffic flow is usually more congested. The general level of accessibility for downtown areas varies greatly from city to city.

Specific issues for Grove City include the following:

1. The downtown does not possess particularly good access characteristics. Broadway has lost its function of serving as a community traffic collector to Columbus/Stringtown Road.
2. Regional access to Grove City prefers I-71 to I-270, except for Beulah Park traffic, which would utilize the Broadway I-270 exit. This relates to the City's historic development pattern.
3. The overall community image characteristics presented the motorist traveling south on Broadway from I-270 are sufficiently negative to override an impression that a successful downtown could exist at the termination of the trip.
4. Rail traffic on the Chessie System line paralleling Broadway is rather inactive and does not currently hinder free access from areas to the west. The presence of the tracks, however, pose the potential for a future problem.
5. Traffic that does utilize Broadway tends to disregard posted speed limits, as over 125 citations were issued during 1985, the third highest total in the City.
6. 1986 survey data would indicate that traffic is increasing on Broadway as 169 citations for speed were issued, the second highest total in the city.

7. Broadway was listed as the City's most hazardous street for the 1976-1986 time period by the Police Department. Of the City's ten most hazardous intersections during the same time frame, five were located along Broadway. Two of these, at Columbus and Park, are within the downtown area. These statistics are negative characteristics of existing accessibility and traffic flow.
8. Beulah Park traffic will be removed from the downtown area. The new owners of the Park plan to close the Elm Street and Park Street gates, directing traffic to the main gate off Southwest Boulevard, to the north of the downtown. This may have positive effects from a traffic management point of view, but Beulah Park traffic also presents retail shopping potential.
9. Parking within the downtown area is inadequate. The 1980 commercial support analysis reports a total of 256 off-street spaces and 92 additional on-street spaces. This is insufficient for the total square footage of building area within the district, reported at 123,700 square feet.



10. Parking lot access and parking lot configurations are also less than desirable for successful retailing. Lots are unpaved and unmarked. Parking spaces are not striped. Parking areas are barricaded at property lines. Most available parking is located in "back alley" situations, with little provision for convenient customer access to stores.
11. Service and delivery functions are disorganized, though trash is usually assembled at the rear of buildings where parking facilities are generally located.

PUBLIC INPUT AND RESPONSE

Through scheduled meetings with groups of property owners, realtors, and merchants and through public meetings held at City Hall, the following input and response was obtained concerning planning issues and preliminary planning concepts:

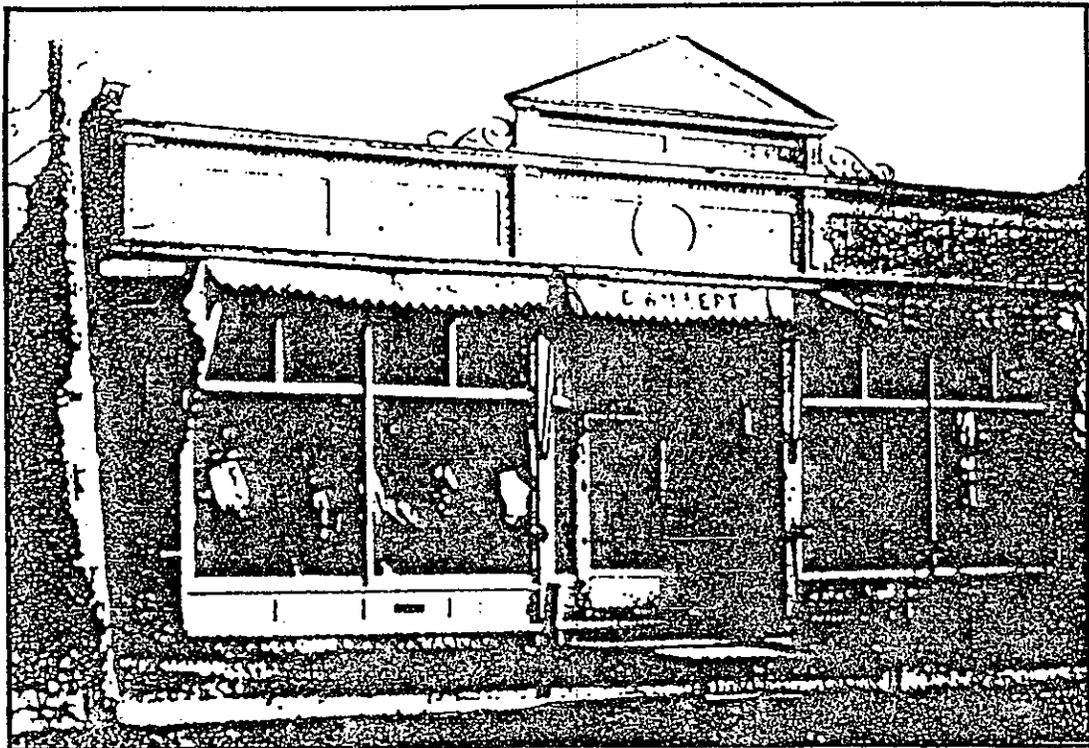
1. Retail space rents currently for \$1.20 per square foot to approximately \$5.00 per square foot, depending upon existing condition and improvements.
2. It would be reasonable to expect newly renovated apartments in the downtown area to rent for approximately \$350.00 per month.
3. Traffic and parking problems are considered negative factors for the downtown area.
4. The excessively wide sidewalks downtown and the lack of street trees and landscaping add to the negative image of downtown.

5. If the City of Grove City makes parking lot and other improvements downtown, it will be very important to coordinate the timing of construction with the timing of individual store improvements and renovations to be accomplished by merchants.
6. The storage and handling of trash is a very import issue.
7. Determination of exact locations of property lines will be a matter for the property owner.
8. Pole-mounted sidewalk signs add to the visual clutter of downtown.
9. The German heritage of Grove City should be highlighted in regard to a new retail merchandising theme.
10. The difference between ground floor building elevations and the elevations of existing sidewalks is significant in some cases. Assistance in planning appropriately to handle this problem would be appreciated.
11. Beulah Raceway traffic will be diverted from using the downtown area. Most merchants believe this to be a positive improvement.
12. The planning consultant should recommend which buildings do not contribute to the renovation potential and where new buildings should be built.
13. The planning consultant should prepare recommendations and/or guidelines concerning the design of new buildings and storefront renovations.
14. The timing of existing traffic signals should be studied to determine if traffic flow could be improved.
15. Consideration should be given to obtaining historic designation for older buildings which should be preserved.
16. A good shoe store in Grove City would be a valuable addition to downtown retailing.

TOWARD A STRATEGY

The range of options in planning retail and business districts is very limited from a basic market perspective. The purpose of a retail center is generally either life support or convenience directed, or it is slanted toward a specialty life style market segment. Often, quite successful retail areas combine life style and life support retailing.

1. The demographics of the neighborhoods surrounding the Grove City downtown would indicate insufficient effective buying income to support the district from a purely life support or convenience point of view.
2. Certain existing life-support businesses within the downtown district appear, however, to be operating profitably, indicating that convenience shopping demand exists at a very basic level.
3. Market research indicates that demand does exist within all of Grove City for increased retail activity, though certain merchandise lines and services are overbuilt. (See the following tables.) This data would indicate a need for specialization in retailing, or a targeting of merchandise offered to life style markets.



GROVE CITY UPDATE
COMPARATIVE ANALYSIS

1985 OPPORTUNITY MERCHANDISE LINE

	COMPETITORS SALES	SALES DISTR.	T.AREA EXPEND	EXPEND DISTR.	SALES OPPTY	DISTR.	DISTRIBUTED	
							MINIMUM	MAXIMUM
GROCERY	\$ 9,113,775	20.0%	\$13,233,110	19.5%	\$ 4,119,335	18.5%	8,582	15,844
SP FOODS	293,510	0.6%	950,069	1.4%	656,559	2.9%	1,774	4,377
EATING	6,151,558	13.5%	10,586,488	15.6%	4,434,930	19.9%	11,826	29,566
FOOTWEAR	0	0.0%	2,714,484	4.0%	2,714,484	12.2%	8,617	19,389
WOMENS APP.	0	0.0%	6,175,451	9.1%	6,175,451	27.7%	20,585	51,462
MENS APP.	206,140	0.5%	4,614,623	6.8%	4,408,483	19.8%	12,596	35,268
CHILD MERCH.	0	0.0%	3,664,553	5.4%	3,664,553	16.4%	14,658	30,538
HW/HI/AUTO	3,465,933	7.6%	2,375,174	3.5%	(1,090,759)	- 4.9%	(6,611)	(13,634)
HOME FURNISH	616,400	1.4%	2,035,863	3.0%	1,419,463	6.4%	6,172	14,942
HHG	0	0.0%	1,968,001	2.9%	1,968,001	8.8%	9,840	17,113
APPLIANCE/ ELEC	2,856,476	6.3%	5,632,554	8.3%	2,776,078	12.5%	6,382	13,880
COS/GFTS/ JEWL/BKS	2,286,480	5.0%	1,425,104	2.1%	(861,376)	- 3.9%	(968)	(4,307)
MISC RETAIL	6,443,235	14.1%	746,483	1.1%	(5,696,752)	-25.6%	(21,099)	(49,537)
MUSIC	316,363	0.7%	2,307,311	3.4%	1,990,948	8.9%	6,033	14,221
PHARM	435,680	1.0%	407,173	0.6%	(28,507)	- 0.1%	(102)	(219)
PERSONAL SERV	12,206,436	26.8%	5,293,244	7.8%	(6,913,192)	-31.0%	(24,257)	(47,677)
ENTER	1,176,450	2.6%	3,732,416	5.5%	2,555,966	11.5%	18,933	36,514
TOTAL	\$45,568,436	100.0%	\$67,862,100	100.0%	\$22,293,665	100.0%	125,999	283,114
OVERSTORED							(115,375)	(53,036)
ADJUSTED TOTAL							10,624	230,078

GROVE CITY UPDATE

1985 GROVE CITY RETAIL SALES

MERCHANDISE LINE	SQUARE FOOTAGE	SALES / SQUARE FOOT	SALES / TOTAL ML
GROCERY	27,500	\$331.41	\$ 9,113,775
SPECIALTY FOODS	1,000	293.51	293,510
EATING	28,700	214.34	6,151,558
WOMENS APPAREL	0	170.28	0
MENS APPAREL	1,000	206.14	206,140
FOOTWEAR	0	220.41	0
CHILD. MERCH.	0	209.68	0
HW/HI/AUTO	32,750	105.83	3,465,933
FURNITURE	4,000	154.10	616,400
APP/ELECT	11,900	240.04	2,856,476
HHG	0	200.30	0
MUSIC	1,250	253.09	316,363
CRDS/GIFTS/JEWELRY/BKS	8,000	285.81	2,286,480
MISC. RETAIL	32,750	196.74	6,443,235
ENTERTAINMENT	16,500	71.30	1,176,450
PHARMACEUTICAL	2,000	217.84	435,680
SERVICE	58,900	207.24	12,206,436

Patronage patterns are very important in obtaining and in maintaining success in retailing. The 1980 research study indicated important shopper support.

1. 20% of Grove City residents indicated that they shopped downtown more than once per week; 6% indicated shopping trips at least four times per month; 2% indicated they shopped two to three times per month; and 5.3% shopped at least once per month.
2. Nearly 35% of the survey respondents appreciated the advantage of the downtown being close to their place of residence.
3. 12% of the respondents indicated that shopping downtown was convenient for them.

This "life-support" customer base demonstrates the basic retail planning formula that residential development supports retail development. Successful retail development, of course, generates customer traffic, which in turn, is supportive of office development. Successful office development reinforces retail sales, particularly in supplies sales and restaurant sales.

Grove City's existing situation, of course, is one in which the downtown must draw from the City's entire residential base, as neighborhoods surrounding the district cannot provide the level of convenience sales necessary for success. This will require that the downtown will need to focus, in part, upon life-style or specialty retailing to increase downtown customer traffic. The need to improve traffic flow, the overall accessibility of the downtown and availability of parking are therefore very important. An indication of how existing patronage patterns might change, under this scenario, is again found in the 1980 survey, which reported that 40.7% of the respondents did not shop downtown because of a lack of parking.

An appropriate concept to follow in repositioning the downtown area would, in summary, consist of focusing retail development on life support and life style market segments. Additionally, it is suggested that:

1. Housing improvements within the neighborhoods adjacent to the downtown, whether renovations or new construction, would be of great value in stabilizing and in improving the life-support retail market which exists.
2. Development of new housing units or projects within the vicinity of downtown Grove City should be encouraged. Of particular interest would be a senior citizen housing development. The construction of apartments for young professionals in the upper levels of downtown business buildings would also be highly supportive of convenience retail sales.
3. It is suggested that the gradual phasing out of businesses located within prominent older homes along Broadway would provide a "three-fold" advantage. First, such renovation would help consolidate business activity to an identifiable business district. Secondly, the renovated housing units would build in significant sales potential for downtown area retailing. Thirdly, rents and/or property values of renovated properties would likely zoom past existing levels.
4. Office users presently conducting business within the downtown should be encouraged to remain, and new office users should be encouraged to locate within the downtown. Renovation of upper levels of commercial buildings for office use should be encouraged.
5. A theme should be defined to focus both the retail repositioning and renovation planning upon a specialty market niche appropriate to the Grove City market area.



THE RENOVATION THEME

By 1856, Grove City had begun to grow through a continuing influx of German families. Most were farmers. Some opened businesses to serve the growing agricultural community. The business district became established in this fashion and it prospered. Mills for making lumber, brick, and flour were operated. There were taverns, grocery stores, a hotel, banks, churches and a school. The community became a stagecoach stop, and later an inter-urban trolley stop. By 1880, the business district contained many prosperous merchants and many fine business buildings.

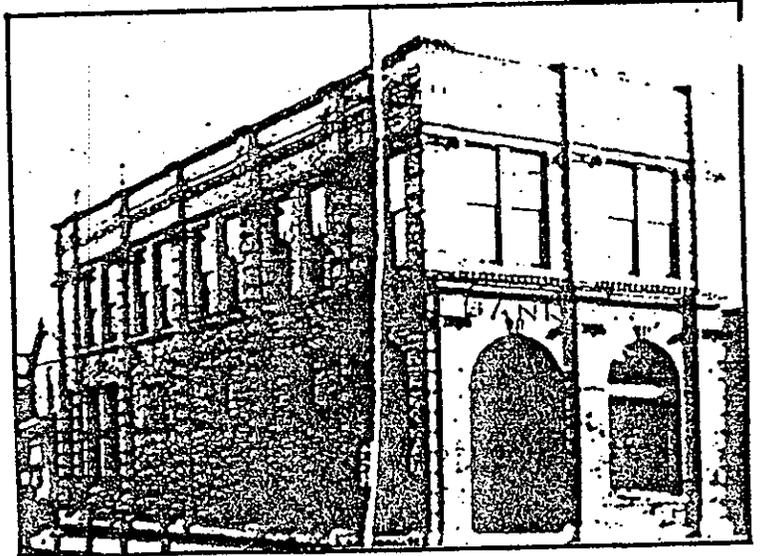
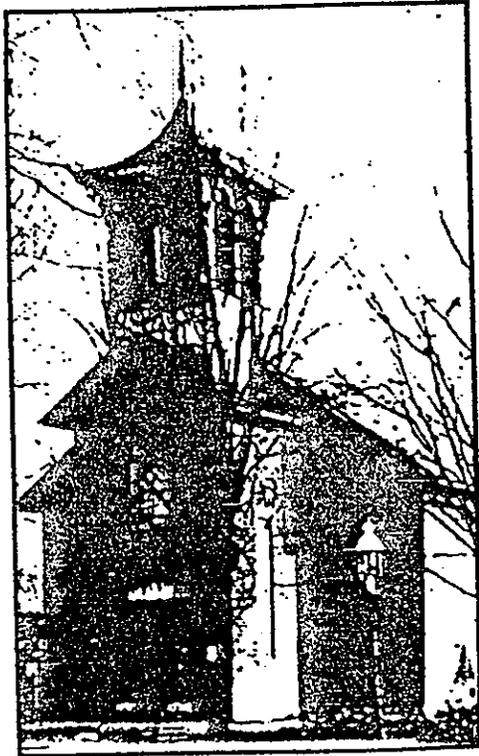
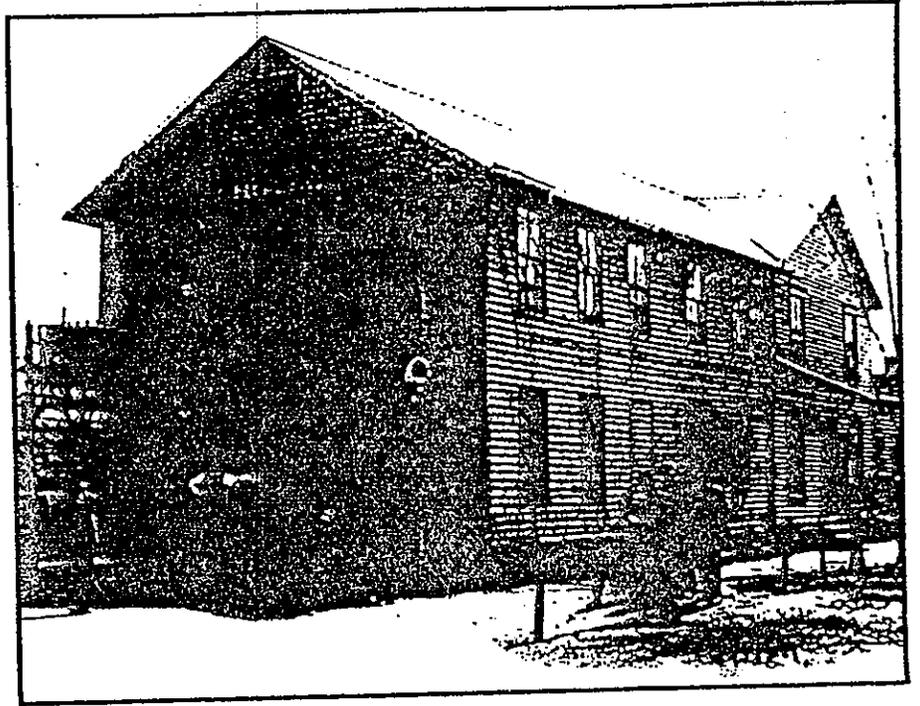
Most of the older business buildings which remain today were built within twenty years of the turn of the century, one direction or the other. Most of the business types which prospered then remain in evidence today.

Grove City still retains its original position of being a business center within easy travel of surrounding agricultural areas. It would seem an appropriate and original position for old downtown to be re-established as an "antique" German farming business and service center.

Many of the oldest buildings, documented through photographs and other historic accounts, have been destroyed. Likewise, the board sidewalks, the open drainage ditch, and the city-funded gas street lamps have been removed. But all evidence of the 1880 to 1920 period has not been lost. See the following photos.

A new retail center offering agricultural produce, specialty products, and related commerce and service would appear to address a special niche among retail centers throughout the Columbus SMSA. A country antique theme would embrace both life-support and life-style retail markets. The German heritage and the remaining architectural elements would lend further richness in merchandising and building renovation opportunity. Existing documentation of miscellaneous features such as the use of awnings, the old gas street lamps, and the use of signs would add detail based upon the district's own archaeology.

PHOTOS



GROVE CITY - OPTIMUM MERCHANDISING STRATEGY

<u>MERCHANDISE LINE</u>	<u>SPACE</u>	<u>NUMBER OF STORES</u>	<u>SALES POTENTIAL (1987 \$)</u>
Grocery	17,500	2 (1 will be 12,500 farmers market)	\$ 4,742,500
Specialty Food	4,300	3	447,200
Eating/Bars	26,400	7-8	3,088,800
Apparel	21,000	6	2,352,000
Mens/Womens/Footwear)			
Childrens Merchandise	8,000	3-4	1,312,000
Home Furnishings	25,000	8-9	3,275,000
Household Goods	11,000	4-5	1,254,000
Appliances/Electronics	3,000	1	375,000
Hardware/Home	8,500	2	1,062,500
Improvement/Auto			
Cards/Gifts/Jewelry/	10,000	4	1,350,000
Books			
Miscellaneous Retail	12,000	6	1,902,000
Music	2,000	1	266,000
Services	<u>17,000</u>	<u>9</u>	<u>2,261,000</u>
TOTAL RETAIL SPACE	165,700	56-60	\$23,688,000

STORE TYPES

A country antique theme suggests certain store types. Store types which come to mind include a German family style restaurant, a country antique shop, a furniture store with traditional styles, apparel stores with country fashions, and a shop selling hand made home furnishings. A saddle shop or leather goods store and specialty food such as homemade ice cream, candy or bakery products would be appropriate. Any store which could capitalize on a country/antique theme would lend support. A farmers market is recommended, for example.

THE PROPOSED PLAN FOR GROVE CITY TOWN CENTER

Among the strategic planning factors which must be accomplished to revitalize the business district is the identification of a new name for the district. The "Grove City Town Center" is suggested. Among other key factors are the following:

1. Consolidate retailing along Broadway, providing geographic limits and a focused image to the downtown district.
2. Achieve a cooperative framework of action which can transcend property lines, permitting shared "public" parking, a new uniform approach to district signage, an organized approach to service and delivery functions and similar features.
3. Define a retailing and business focus (a specific merchandise plan) responsive to market conditions and "positioned" to capture a special market-supported niche.
4. Achieve a new fresh image for the town center which supports the merchandising of the retail theme. Building facade renovations and streetscape improvements are considered key to this objective.
5. Establish a framework for longer-term improvement of business district accessibility.
6. Identify facilities and features to be removed for redevelopment purposes or for general image enhancement. An example would be the removal of the pole mounted signs in sidewalk areas.

7. Achieve a structured configuration for merchandise or store type clustering which is responsive to facilities re-use potential, to important architectural features considered essential for presentation, and to the location of existing businesses which will remain. An adjacency strategy would enhance shopping trips and solidify retail imagery. Such a strategy could also serve as a guide for voluntary business relocations and new store development.
8. Outline the scope of parking and "streetscape" improvements considered necessary to support the proposed repositioning of the downtown area.
9. Respond to and accept in place infrastructure wherever possible to minimize public and private plan implementation costs. Overhead electrical lines, for example, are considered less of an image factor than storefront renovation and streetscape improvements.
10. Define non-business development projects considered necessary to the support of newly positioned downtown.
11. Focus renovation efforts to capitalize upon the unique aspects and features of the buildings and facilities in place. The preservation of the historic character of the business buildings of the downtown area is considered important.

The proposed plan for the Grove City Town Center is included as a "fold out" at the end of the report. The plan should be considered a working guideline, within which many variations and revisions would be possible. Of importance are the concepts utilized to complete the plan. These are the features and components which should be sought after, whatever final configuration is implemented.

STRATEGIC PLANNING AND DESIGN CONCEPTS

1. Retain existing curbs along Broadway where possible. Provide modifications to increase landscaped area at side streets and crosswalks.
2. Retain existing walkway elevations and existing walkways, except for insert panels of street trees and landscaping. Needed repairs and replacement walks should, however, be provided where necessary.
3. Remove excessive concrete walk area for new street trees and landscaping and to provide construction space for street lamp fixture wiring.
4. Remove the asphalt on Broadway, exposing the original brick paved street.
5. Provide poured concrete transitions between existing asphalt roadway surfaces to remain and the exposed historic brick paved street surface.
6. Provide public parking lots at the rear of existing buildings.
7. Provide street lamp fixtures to light public parking areas.
8. Encourage the development of rear entrances to existing buildings to be renovated.
9. Provide pedestrian walkways at strategic locations to connect public parking areas to Broadway sidewalks.
10. Provide appropriate screening measures to enclose trash areas and to block service areas from view by the shopping public.
11. Provide loading zones to permit front-of-store servicing where possible.
12. Identify facilities which possess sufficient architectural interest or historic character to warrant renovation incentives.
13. Identify structures which do not contribute to the overall character of the historic district. Encourage redevelopment of these sites.

14. Establish a framework of guidelines for renovation and new construction which are compatible with the merchandising theme of the repositioned district.
15. Develop general signage objectives to be achieved within the renovation framework. Projecting name-plate signage should be encouraged as a replacement for existing pole-mounted signage.
16. Provide district signage at key entrance points of the downtown area.
17. Retain on street, parallel parking.

SUGGESTED ADJACENCY STRATEGY

The Town Center Plan proposes to concentrate businesses into these merchandise and service zones.

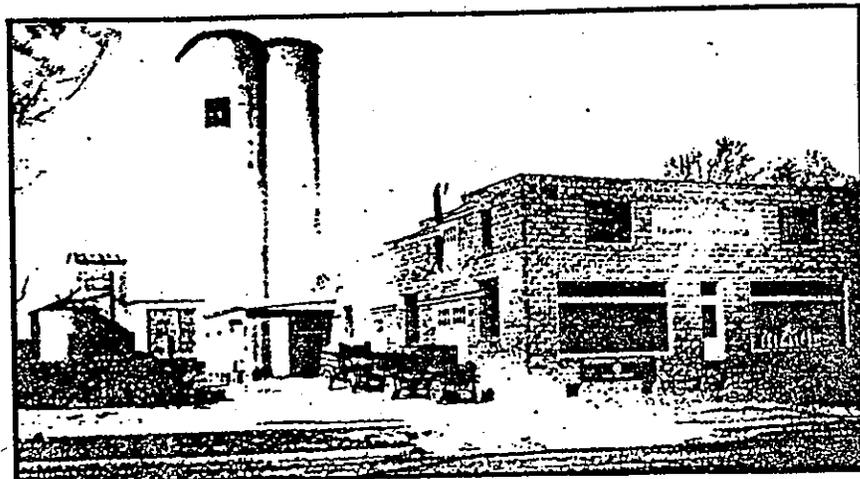
Apparel and Related Merchandising would be concentrated at the southern end of the town center. Rationale for this suggestion include the following:

1. The public library (often a weekday or evening destination for women) and the proposed city hall would be located in this vicinity.
2. Existing businesses expected to remain in the vicinity include the recently renovated Endres restaurant, a florist, a drycleaning establishment and a beauty salon.
3. The largest site available for redevelopment within the district is located at the confluence of Grove City Road, Park Street, and Broadway. This site would be an ideal location for a new womens apparel retailer.
4. The buildings fronting Broadway on the east side, running south from Park Street, would be easily renovated for mens apparel, children's merchandise, a shoe store, and similar apparel related stores. This vicinity would be an ideal location for a jewelry shop, if apparel stores were in business there.

5. The space which could be made available through new construction and renovation at the southern end of the town center for apparel and related retailing roughly matches the space demand shown through market research.

Food and Grocery Related Merchandising would be concentrated at the north end of the town center. Rationale for this proposal is as follows:

1. The Farmers Exchange facility, opposite Columbus Street, provides a historic tie to the agricultural heritage of Grove City. This facility would ideally become the location of a year-round farmers' market.
2. Land area exists within the vicinity to accommodate adequate parking.
3. Parking lot access potentials appear to be more than advantageous to accommodate grocery shopping turn-over rates, which generally exceed apparel related parking turn-over rates.
4. New construction and renovation opportunities to the north and south of the Farmers' Exchange facility offer the opportunity for specialty food retailing. A deli, a wine and cheese shop, a meat and poultry shop, or a party foods shop would enhance the appeal of a farmers' market.
5. The building at the southeast corner of Broadway and Cleveland could be renovated as a specialty food store or as a family-oriented German food restaurant. Evening hour restaurant business could "share" farmer's market parking facilities.



Home furnishings, Household Goods and Services and Hardware Merchandising would be concentrated between Columbus and Park Streets. Rationale for this proposal is as follows:

1. The hardware store, the drug store, and some existing home improvements businesses are already located in this zone.
2. Opportunities for new construction appear appropriate to the space needs which would be required by merchants selling antiques, paint and wallpaper, a bath shop, an art gallery, a leather goods shop, or rural hand-crafts.
3. Renovation opportunity also exists for a furniture store.
4. An existing savings and loan is located in this zone, along with one of the city's original bank buildings.
5. The zone is large enough to accommodate a variety of other office, restaurant, and similar uses which would benefit from the Town Center's largest concentration of parking lot potential.

THE TOWN CENTER PLAN

The fold out plan contained at the end of this report illustrates the adjacency in merchandising presented above. It also illustrates the removal of buildings not considered important from a renovation viewpoint. The plan should also be reviewed in relation to the strategic planning and design factors discussed in prior sections of this report.

IMPLEMENTATION FRAMEWORK

Organization of efforts among merchants, property owners and city officials will be key to the implementation of the plan for the Grove City Town Center..

ORGANIZE A NON-PROFIT SPONSOR

A non-profit sponsor must be incorporated to establish the focus and scope of renovation work to be supported by grants, to establish guidelines for applications to follow in planning qualified renovations and to assist the City of Grove City in implementing a marketing program for the Town Center. It would be the intent that this not for profit sponsor would become the Town Center Merchants' Association. A dues structure is suggested.

The purpose statement for the non-profit incorporation of the sponsor should be similar to the following:

- A. "To promote the merchants of the Grove City Town Center and to attract customers to purchase the products and services of those merchants."
- B. "To have and to exercise all of the rights and powers conferred on non-profit corporations under the Ohio non-profit corporation law, as such law is now in effect or may at any time hereafter be amended."

CREATE A TOWN CENTER RESTORATION DISTRICT

The City of Grove City should assist in formulating the non-profit sponsor and should revise Chapter 1138 of the Zoning Code of the city, identifying a Town Center district within the existing historical preservation area. The ordinance should include guidelines or criteria for appropriateness of storefront or facade restoration work. Section 1138.01 Boundaries should also be clarified. Appendix II contains "Preservation Briefs #11" a publication of the National Park Service, entitled Rehabilitating Historic Storefronts, by H. Ward Jandl. This document could be incorporated as the primary guidelines statement.

PROCEED WITH BUILDING FACADE RENOVATIONS

The single, most important element among the privately-financed proposals of the Town Center redevelopment plan is building and storefront facade renovation.

FINALIZE A PLAN FOR PARKING LOT IMPROVEMENTS

The city administration and City Council should determine the scope of municipal parking improvements which will be implemented by the city's own initiative. Analysis and determination of methods of funding these improvements should be completed. Cooperative efforts on the part of property owners should be sought, and the City should seek easements to preserve public parking rights where property owners may agree to ignore property lines to achieve greater efficiency in parking lot layout.

Final parking lot plans should include land acquisition (whether by donation or purchase) where necessary, provision for lighting, grading, and drainage, as well as construction detailing. A plan for phasing construction is recommended. Parking space metering should be evaluated once costs are estimated.

FINALIZE PLANS FOR THE RESTORATION OF BROADWAY

This project involves the removal of asphalt on Broadway from Cleveland Avenue on the north to Civic Drive on the south. It also includes provision for

concrete transition paving, implementation of the general sidewalk landscaping plan, and new street lighting. This project is considered to be the primary public improvement in creating the new image of Maple Grove. Final design and engineering drawings should be completed and the project should be scheduled for early implementation.

It is important to note that plans have already been prepared to widen Broadway, from three to five lanes, from I-270 freeway south to Southwest Boulevard. Acquisition of right-of-way is now in process. Cost is estimated at \$600,000. of which Grove City is funding \$165,000. The construction phase is scheduled for 1988.

Grove City is also planning improvements to Broadway from Southwest Boulevard to Cleveland. The street will be repaved and new curbs will be provided. This work is scheduled for the summer of 1987.

It is recommended that a street tree planting program be initiated as part of these roadway improvements. Landscaping of this type will greatly enhance the image of the roadway, the communities perception of increased accessibility in relation to the Town Center project.



REVISE ZONING REGULATIONS

In addition to the Restoration District ordinance revision which has been suggested, the City of Grove City should review existing signage, parking, and land use regulations as they apply to the Town Center plan and its recommendations.

It is also recommended that the city should change its zoning map, greatly reducing the extent of area designated as "Central Business District." Additionally, it is recommended that analysis be undertaken concerning the proposal to change the zoning of residential properties now occupied by commercial and other uses. Appropriate rezonings should be initiated by the City after proper study.

PROCEED WITH PLANS FOR THE NEW MUNICIPAL BUILDING

This project is considered very important, as it would provide the first new building for the Grove City Town Center, and an opportunity to initiate the proposed parking and sidewalk landscaping improvements. The project would also have positive impact upon the proposal concerning the implementation of new retail development to the south of Park Street.

PREPARE A MARKETING PLAN FOR THE TOWN CENTER

Through its economic development officer, the city should initiate the preparation of a marketing plan for the Grove City Town Center. Among the key components of this plan would be the following:

1. Coordination of private voluntary efforts and assistance to merchants seeking relocation in accordance with the merchandising adjacency concepts of the Town Center Plan.
2. Assistance to the Town Center non-profit sponsor to expand into a merchants' association of sufficient size to undertake joint advertising, to plan seasonal promotions, and to sponsor special programs designed to increase the community's awareness of the Town Center as a place to shop. Focus of attention would include coordinating signage and graphic design, sales, and sidewalk or special event retailing.
3. Identification and solicitation of retailers of merchandise lines which must be secured to achieve the recommended business mix for the Town Center.
4. Assistance to property owners and merchants in ways helpful to them, in securing financing for renovations, voluntary relocation, or business expansions. This will involve cooperative promotion with local banks and the preparation of sample financial pro-formas illustrating base-line levels of investment feasibility.
5. Determining the need for, and scope of, any incentives considered necessary or desirable to secure the interest of developers, merchants, or property owners in implementing the Maple Grove plan.

PROVIDE FOR PROPERTY TAX ABATEMENT

It is strongly recommended that a program of property tax abatement be initiated throughout the entire Historical Preservation Area. The program should be based upon a fifteen year time frame. The program, should provide incentive for conversion of existing retail or business uses in residential buildings, back to residential use. It is also recommended that tax increases normally associated with improvements or renovations be abated for all residential properties in residential use.

TAKE A PRACTICAL APPROACH IN PLANNING LARGER TERM IMPROVEMENTS

There are many additional improvements which would enhance the Town Center. Some of these, however, are quite costly in relation to their anticipated "payback" in benefits. Two such improvements should be mentioned here as more appropriate for consideration in future year.

1. Relocation overhead electric lines within the Town Center would cost approximately \$240,000. While this improvement would be desirable, the proposed tree planting configuration and other streetscape improvements would have more initial impact.
2. The potential for planning a new road, "swinging" in the form of a large curve from the London-Groveport interchange at I-71, westerly and northerly to become Broadway, in the vicinity of Orders Road, would greatly improve Town Center access. Such a road would more appropriately be planned, however, as development takes place south of the city.

APPENDIX I

GROVE CITY ANALYSIS

RETAIL SUMMARY

By ASPID International, Inc.

I. EXECUTIVE SUMMARY

In developing a long-range plan for the downtown retail district of Grove City, Ohio, ASPID considered several different indicators in order to determine a merchandising strategy. ASPID's approach included the following:

- o Demographic analysis involving expenditure analysis
- o Competitive evaluation of existing retail
- o Opportunity analysis
- o Analysis of tourism

As a result of ASPID's analysis, major areas of opportunity were found to exist in the following areas:

- o Grocery
- o Restaurants and Bars
- o Womens Apparel
- o Mens Apparel
- o Childrens Merchandise
- o Home Goods
- o Entertainment

In order for downtown Grove City to develop as a viable retail entity, ASPID recommends the city consider the creation of a theme centered on a rural German town, with a retail offering which supports such a theme through a merchandise concentration on:

- o Grocery through a farmer's market
- o Specialty "country" apparel
- o Antique and specialty furnishings
- o A variety of restaurants and bars

The ultimate retail space should be 165,700 square feet.

II. DEMOGRAPHIC ANALYSIS

Demographically, Grove City closely matches the Columbus SMSA, with slightly higher income levels and a slightly slower growth rate. Major demographic characteristics are shown in Exhibit I.

Annual retail expenditures in 1986 total \$98.1 million for Grove City residents, with a distribution which closely parallels the SMSA.

Source: U.S. Department of Commerce: Bureau of the Census: 1980 Census of Population and Housing: Census Tract Data: Columbus, Ohio SMSA; U.S. Department of Commerce: Bureau of the Census: 1982 and 1984 Census of Industry: County Business Patterns: Franklin County, Ohio; National Planning Association: Economic Base Projection Series: County Profile: Franklin County, Ohio; Sales & Marketing Management: U.S. Metropolitan Area Projections 1980-1988: Columbus, Ohio SMSA; Grove City Building Department: New Housing Starts 1979-1986; ASPID International Inc.

EXHIBIT I
GROVE CITY
DEMOGRAPHIC AND EXPENDITURE ANALYSIS

POPULATION CHARACTERISTIC:	SMSA:		GROVE CITY:		
	NUMBER	PERCENT	NUMBER	PERCENT	% OF SMSA
TOTAL PERSONS 1980:	1,093,316	100.0%	16,816	100.0%	1.5%
TOTAL PERSONS 1985:	1,130,089	100.0%	18,946	100.0%	1.3%
TOTAL PERSONS 1990:	1,163,046	100.0%	19,865	100.0%	1.1%
PERSONS PER HH:	2.66		2.90		
1980 HOUSEHOLDS:	397,296		5,693		
1980-85 ADDITIONAL HOUSEHOLDS:	101,644	25.6%	578	10.2%	0.6%
1985 HOUSEHOLDS:	498,940		6,271		
1985-90 ADDITIONAL HOUSEHOLDS:	139,292	27.9%	317	5.1%	0.2%
1990 HOUSEHOLDS:	638,232		6,588		
AGE DISTRIBUTION:					
<10 YEARS		14.8%		15.1%	1.6%
10-19		17.4%		19.6%	1.7%
20-24		11.2%		8.2%	1.1%
25-34		18.0%		16.1%	1.4%
35-44		11.4%		13.4%	1.8%
45-54		9.9%		12.1%	1.9%
55-64		8.4%		8.1%	1.5%
>65		8.8%		7.4%	1.3%
MEDIAN AGE (YEARS):	28.4		29.8		
% MALE		48.5%		47.8%	1.5%
% FEMALE		51.5%		52.2%	1.6%
% WHITE		86.4%		99.5%	1.8%
% BLACK		12.3%		0.2%	.0%
% OTHER RACES		1.2%		0.3%	0.4%
FAMILIES AS A % OF HOUSEHOLDS		70.4%		81.1%	
FAMILIES WITH CHILDREN UNDER 18 YEARS AS % HOUSEHOLDS		39.2%		48.1%	
% HIGH SCHOOL GRADS		71.9%		75.5%	
% COLLEGE EDUCATED		34.2%		28.2%	
% WORKERS WITH WHITE COLLAR POSITIONS		26.4%		24.8%	1.5%
% FEMALES IN LABOR FORCE		53.9%		57.9%	
REAL INCOME INCREASE:					
1980-1985 (ANN.)		3.22%		3.10%	
1985-1990 (ANN.)		1.47%		1.44%	
% HH WITH INCOMES >\$35,000		12.2%		14.7%	2.9%
1985 MEAN HH INCOME:	\$21,000		\$23,000		
1990 MEAN HH INCOME:	\$21,300		\$23,300		
1985 MEDIAN HH INCOME:	\$17,900		\$21,900		
1990 MEDIAN HH INCOME:	\$18,100		\$22,200		
1985 PER CAPITA INCOME:	\$7,700		\$7,800		
1990 PER CAPITA INCOME:	\$7,900		\$7,900		
TOTAL 1985 EXPENDITURES	\$3,699,758		\$67,862		3.3%
TOTAL 1990 EXPENDITURES	\$9,111,260		\$100,687		1.1%

III. COMPETITIVE/OPPORTUNITY ANALYSIS

In comparing expenditures against sales generated by existing retail, it appears that there is currently an over-saturation in:

- o Hardware/Home Improvement/Auto After Market
- o Cards/Gifts/Jewelry/Books
- o Miscellaneous Retail
- o Personal Services

Opportunity for additional retail exists in:

- o Grocery
- o Restaurants and Bars
- o Womens and Mens Apparel
- o Childrens Merchandise
- o Home Furnishings/Household Goods
- o Entertainment

ASPID's analysis involves assessing the sales potential of existing retail and comparing it against existing expenditure patterns of residents. The difference between the two patterns indicates areas of opportunity or retail over-saturation. Exhibit II illustrates the opportunity analysis.

Source: U.S. Department of Commerce: Bureau of the Census: 1982 Census of Retail Trade: Major Retail Centers in Standard Metropolitan Statistical Areas: Columbus, Ohio; The Columbus Dispatch Shopping Center Guide 1986; International Council of Shopping Centers: Dollars and Cents of Shopping Centers: 1984; The Columbus Dispatch Six Zone Analysis of Shopping Center Shoppers, April 1984; U.S. Department of Commerce: Bureau of the Census: 1980 Census of Population and Housing: Census Tract Data: Columbus, Ohio SMSA; U.S. Department of Commerce, Bureau of the Census: 1982, Census of Industry: County Business Patterns: Columbus, Ohio SMSA; National Planning Association: Economic Base Projection Series: County Profiles: Franklin County; Sales & Marketing Management: U.S. Metropolitan Area Projections 1980-1988; ASPID International, Inc.

EXHIBIT II
GROVE CITY
COMPARATIVE ANALYSIS

1985 OPPORTUNITY
MERCHANDISE LINE

	COMPETITORS SALES	SALES DISTR	T. AREA EXPEND	EXPEND SALES DISTR	SALES OPPTY	OPPTY SPACE DISTR	OPPTY MIN	OPPTY MAX
GROCERY	\$9,113,775	20.0%	\$13,233,110	19.5%	\$4,119,335	18.5%	8,582	15,344
SPECIALTY FOODS	\$293,510	0.6%	\$950,069	1.4%	\$656,559	2.9%	1,774	4,377
EATING	\$6,151,558	13.5%	\$10,586,488	15.6%	\$4,434,930	19.9%	11,826	29,566
FOOTWEAR	\$0	0.0%	\$2,714,484	4.0%	\$2,714,484	12.2%	8,617	19,389
WOMENS APPAREL	\$0	0.0%	\$6,175,451	9.1%	\$6,175,451	27.7%	20,585	51,452
MENS APPAREL	\$206,140	0.5%	\$4,614,623	6.8%	\$4,408,483	19.8%	12,596	35,268
CHILDRENS MERCHANDISE	\$0	0.0%	\$3,664,553	5.4%	\$3,664,553	16.4%	14,658	30,538
HARDWARE/ HOME IMPROVEMENT/ AUTO AFTER MARKET	\$3,465,933	7.6%	\$2,375,174	3.5%	(\$1,090,759)	-4.9%	(6,611)	(13,634)
HOME FURNISHINGS	\$616,400	1.4%	\$2,035,863	3.0%	\$1,419,463	6.4%	6,172	14,942
HOUSEHOLD GOODS	\$0	0.0%	\$1,968,001	2.9%	\$1,968,001	8.8%	9,840	17,113
APPLIANCE/ELECTRONICS	\$2,856,476	6.3%	\$5,632,554	8.3%	\$2,776,078	12.5%	6,382	13,880
CARDS/ GIFTS/ JEWELRY/ BOOKS	\$2,286,480	5.0%	\$1,425,104	2.1%	(\$861,376)	-3.9%	(968)	(4,307)
MISC. RETAIL	\$6,443,235	14.1%	\$746,483	1.1%	(\$5,696,752)	-25.6%	(21,099)	(49,537)
MUSIC	\$316,363	0.7%	\$2,307,311	3.4%	\$1,990,948	8.9%	6,033	14,221
PHARMACY	\$435,680	1.0%	\$407,173	0.6%	(\$28,507)	-0.1%	(102)	(219)
PERSONAL SERVICE	\$12,206,436	26.8%	\$5,293,244	7.8%	(\$6,913,192)	-31.0%	(24,257)	(47,677)
ENTERTAINMENT	\$1,176,450	2.6%	\$3,732,416	5.5%	\$2,555,966	11.5%	18,933	36,514
TOTAL:	\$45,568,436	100.0%	\$67,862,100	100.0%	\$22,293,665	100.0%	125,999	283,114
OVERSTORED:							(115,375)	(53,036)
ADJUSTED TOTAL:							10,624	230,078

IV. RETAIL STRATEGY

Due to the demonstrated opportunity in lifestyle oriented merchandise lines, ASPID is recommending the retail strategy outlined in Exhibit III which is a long term plan incorporating existing establishments with areas of retail opportunity.

The plan focuses on three major elements:

- o Farmers Market
- o Antique Home Merchants
- o Restaurants

These will serve to reinforce the country theme. Apparel, miscellaneous retail, cards/gifts/jewelry/books, and other merchandise lines will serve to accent this theme and provide a full offering to downtown shoppers. The whole area is recommended to be a unique experience tied tightly into a well-defined theme which builds its base on the history of Grove City. Tourism has been found not to be a major factor, due largely to proposed changes in road patterns to Beulah Park which will divert traffic away from the downtown. Restaurants will be a major factor in attracting any spin-off from the race track. Once attracted by restaurants, there is a 70% probability of tourists shopping the additional retail, if appropriate adjacencies and pedestrian graphics are adhered to.

In order for the proposed plan to be successful and achieve the sales levels projected, the following elements will be critical to the implementation:

1. Encouragement of appropriate businesses according to merchandise plan.
2. Adherence to adjacency strategy as identified in Master Plan.
3. Establishment of a strong promotional program which reinforces the theme through graphics, landscaping and major events.

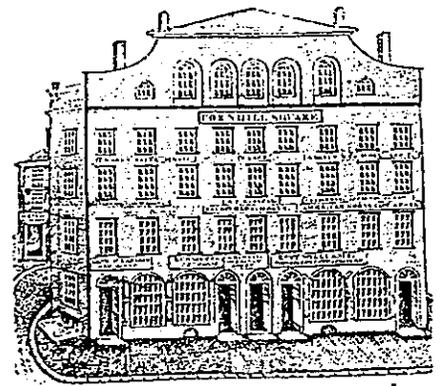
EXHIBIT III

GROVE CITY - OPTIMUM MERCHANDISING STRATEGY

Theme: A country/antique theme with a heavy emphasis on farmers market and home furnishings - antiques.

<u>Merchandise Line</u>	<u>Space</u>	<u>No. of Stores</u>	<u>Sales Potential (1987 \$)</u>
Grocery	17,500	2 (1 will be 12,500 farmers market)	\$4,742,500
Specialty Food	4,300	3	447,200
Eating/Bars	26,400	7-8	3,088,800
Apparel (Mens/Womens/Footwear)	21,000	6	2,352,000
Childrens Merchandise	8,000	3-4	1,312,000
Home Furnishings	25,000	8-9	3,275,000
Household Goods	11,000	4-5	1,254,000
Appliances/Electronics	3,000	1	375,000
Hardware/Home Improvement/Auto	8,500	2	1,062,500
Cards/Gifts/ Jewelry/Books	10,000	4	1,350,000
Miscellaneous Retail	12,000	6	1,902,000
Music	2,000	1	266,000
Services	<u>17,000</u>	<u>9</u>	<u>2,261,000</u>
	165,700	56-60	\$23,688,000

11 PRESERVATION BRIEFS



Rehabilitating Historic Storefronts

H. Ward Jandl

Technical Preservation Services Preservation Assistance Division
National Park Service U.S. Department of the Interior

The storefront is the most important architectural feature of many historic commercial buildings. It also plays a crucial role in a store's advertising and merchandising strategy to draw customers and increase business. Not surprisingly, then, the storefront has become the feature most commonly altered in a historic commercial building. In the process, these alterations may have completely changed or destroyed a building's distinguishing architectural features that make up its historic character.

As more and more people come to recognize and appreciate the architectural heritage of America's downtowns, however, a growing interest can be seen in preserving the historic character of commercial buildings. The sensitive rehabilitation of storefronts can result not only in increased business for the owner but can also provide evidence that downtown revitalization efforts are succeeding (see figure 1).

Once a decision is made to rehabilitate a historic commercial building, a series of complex decisions faces the owner, among them:

- if the original storefront has survived largely intact but is in a deteriorated condition, what repairs should be undertaken?
- if the storefront has been modernized at a later date, should the later alterations be kept or the building restored to its original appearance or an entirely new design chosen?
- if the building's original retail use is to be changed to office or residential, can the commercial appearance of the building be retained while accommodating the new use?

This Preservation Brief is intended to assist owners, architects, and planning officials in answering such questions about how to evaluate and preserve the character of historic storefronts. In so doing, it not only addresses the

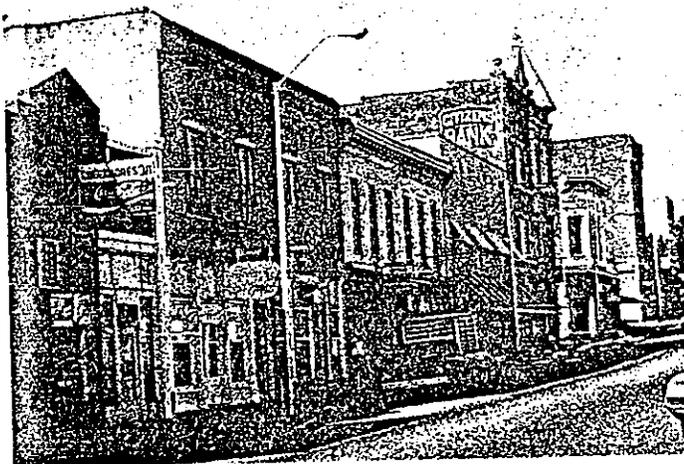


Figure 1. Inappropriate storefront alterations over the years—metal cladding, oversized signs and canopies—have detracted from the character of this historic district in Van Buren, Arkansas. A carefully considered rehabilitation plan for Main Street, including the removal of poorly designed signs, false fronts and the selection of an appropriate exterior paint color palette, serves to enhance the visual environment and preserves the district's sense of time and place. Photo above: Bob Dunn; Drawing, David Fitts

basic design issues associated with storefront rehabilitation, but recommends preservation treatments as well. Finally, although the Brief focuses on storefront rehabilitation, it is important to review this specific work in the broader context of preserving and maintaining the overall structure. Money spent on storefront rehabilitation may be completely wasted if repair and maintenance problems on the rest of the building are neglected.

Historical Overview

Commercial establishments of the 18th and early 19th centuries were frequently located on the ground floor of buildings and, with their residentially scaled windows and doors, were often indistinguishable from surrounding houses. In some cases, however, large bay or oriel windows comprised of small panes of glass set the shops apart from their neighbors. Awnings of wood and canvas and signs over the sidewalk were other design features seen on some early commercial buildings. The ground floors of large commercial establishments, especially in the first decades of the 19th century, were distinguished by regularly spaced, heavy piers of stone or brick, infilled with paneled doors or small paned window sash. Entrances were an integral component of the facade, typically not given any particular prominence although sometimes wider than other openings.

The ready availability of architectural cast iron after the 1840's helped transform storefront design as architects and builders began to experiment using iron columns and lintels at the ground floor level. Simultaneous advances in the glass industry permitted manufacturing of large panes of glass at a reasonable cost. The combination of these two technical achievements led to the storefront as we know it today—large expanses of glass framed by thin structural elements. The advertisement of the merchant and his products in the building facade and display windows quickly became critical factors in the competitive commercial atmosphere of downtowns. In the grouping of these wide-windowed facades along major commercial streets, the image of America's cities and towns radically changed.

The first cast iron fronts were simple post-and-lintel construction with little decoration. As iron craftsmen became more adept and as more ornate architectural styles became popular, cast iron fronts were given Italianate, Venetian Gothic, and French Second Empire details. Cast iron storefronts could be selected directly from catalogs, which began to appear in the early 1850's. Standardized sills, columns, and lintels could be arranged to create fronts of all sizes, styles and configurations. In the 1870's sheet metal storefronts became popular; they were also sold in standardized sizes and configurations through manufacturers' catalogs (see figure 2).

The typical 19th century storefront consisted of single or double doors flanked by display windows (see figure 3). The entrance was frequently recessed, not only to protect the customer from inclement weather but to increase the amount of space in which to display merchandise. In some cases an additional side door provided access to the upper floors. Thin structural members of cast iron or wood, rather than masonry piers, usually framed the storefront. The windows themselves were raised off the ground by wood, cast iron or pressed metal panels or bulkheads; frequently, a transom or series of transoms (consisting of single or multiple panes of glass) were

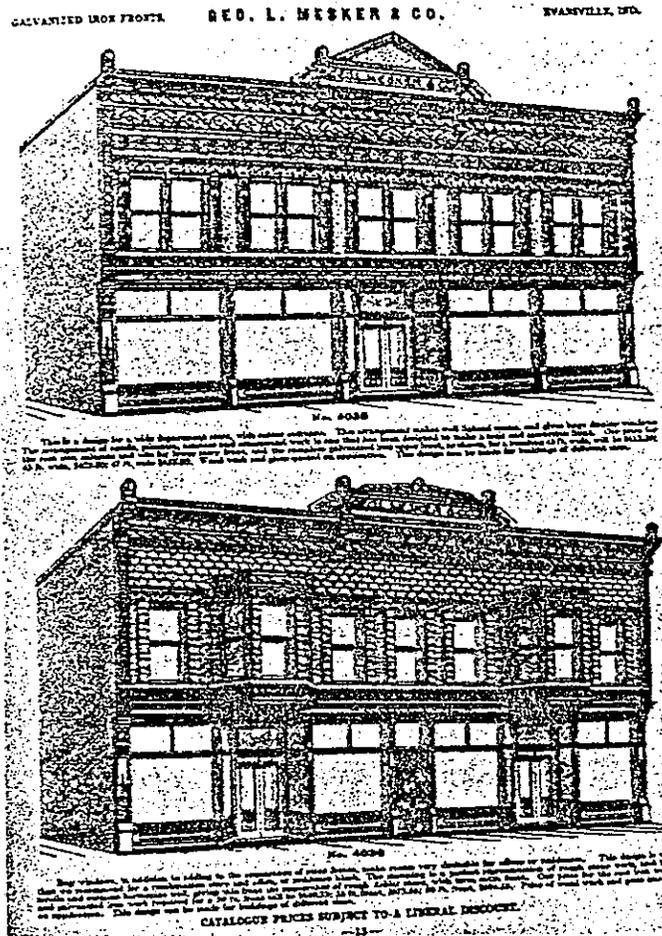


Figure 2. These 19th century galvanized iron storefronts could be purchased from George L. Mesker & Co. in Evansville, Indiana.

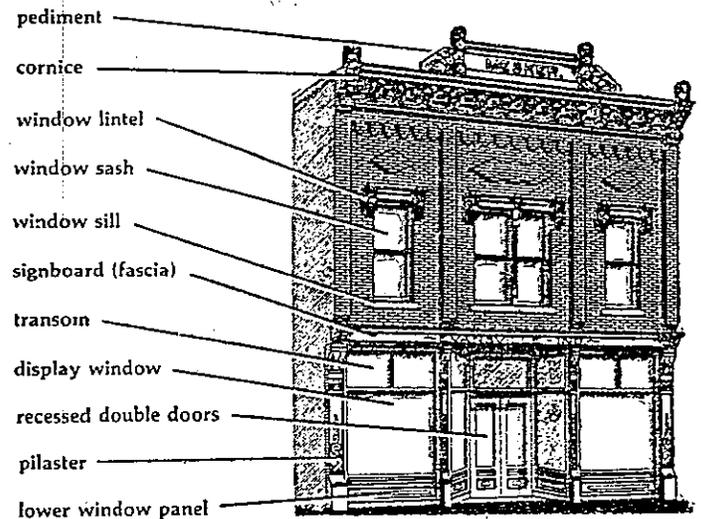


Figure 3. Become familiar with the architectural features typical of historic commercial buildings. A close look at a storefront's construction materials, features and relationship to the upper stories will help in determining how much of the original facade remains.

This particular storefront is No. 4016 in the George L. Mesker and Company catalog of 1905. One of Mesker's most popular designs, it featured cast-iron sills, columns and lintels, galvanized iron lintel and main cornice, window caps and pediment.

placed above each window and door. The signboard above the storefront (the fascia covering the structural beam) became a prominent part of the building. Canvas awnings, or in some cases tin or wooden canopies, often shaded storefronts of the late 19th century. Iron fronts were frequently put onto existing buildings as a way of giving them an up-to-date appearance. Except for expanding the display window area to the maximum extent possible and the increasing use of canvas awnings, few major technical innovations in storefront design can be detected from the 1850's through 1900.

The first decades of the 20th century saw the growing use of decorative transom lights (often using small prismatic glass panes) above display windows; in some cases, these transoms could be opened to permit air circulation into the store. Electric incandescent lights enabled storeowners to call attention to their entrance and display windows and permitted nighttime shopping. In the 1920's and 1930's a variety of new materials were introduced into the storefront, including aluminum and stainless steel framing elements, pigmented structural glass (in a wide variety of colors), tinted and mirrored glass, glass block and neon. A bewildering number of proprietary products also appeared during this period, many of which went into storefronts including Aklo, Vitrolux, Vitrolite, and Extrudalite. Highly colored and heavily patterned marble was a popular material for the more expensive storefronts of this period. Many experiments were made with recessed entries, floating display islands, and curved glass. The utilization of neon lighting further transformed store signs into elaborate flashing and blinking creations. During this period design elements were simplified and streamlined; transom and signboard were often combined. Signs utilized typefaces for the period, including such stylized lettering as "Broadway," "Fino" and "Monogram." Larger buildings of this period, such as department stores, sometimes had fixed metal canopies, with lighting and signs as an integral component of the fascia (see figure 4).

Because commercial architecture responds to a variety of factors—environmental, cultural, and economic, distinct regional variations in storefronts can be noted. Fixed metal canopies supported by guy wires, for example, were common in late 19th and early 20th century storefronts in southern states where it was advantageous to have shaded entrances all year long. Such a detail was less common in the northeast where moveable canvas awnings predominated. These awnings could be lowered in summer to keep buildings cooler and raised in winter when sunlight helps to heat the building.

Evaluating the Storefront

The important key to a successful rehabilitation of a historic commercial building is planning and selecting treatments that are sensitive to the architectural character of the storefront. As a first step, it is therefore essential to identify and evaluate the existing storefront's construction materials; architectural features; and the relationship of those features to the upper stores (see figure 5). This evaluation will permit a better understanding of the storefront's role in, and significance to, the overall design of the building. A second and equally important step in planning the rehabilitation work is a careful examination of the storefront's physical conditions to determine the ex-

tent and nature of rehabilitation work needed (see figure 6). In most cases, this examination is best undertaken by a qualified professional.

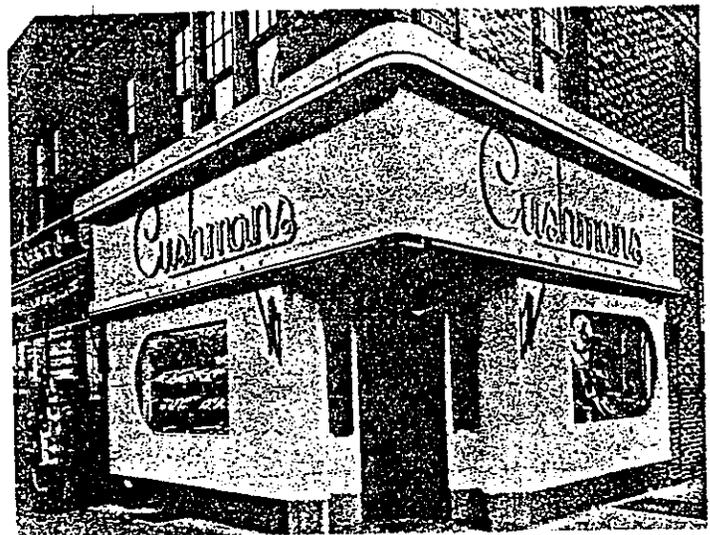


Figure 4. This storefront in New York City designed by Raymond Loewy typifies the streamlined look of the 1930's. Added to an earlier building, the front utilizes glass, stainless steel and neon to make a modern statement. This is a good example of a later storefront which has acquired significance and should be retained in any rehabilitation.

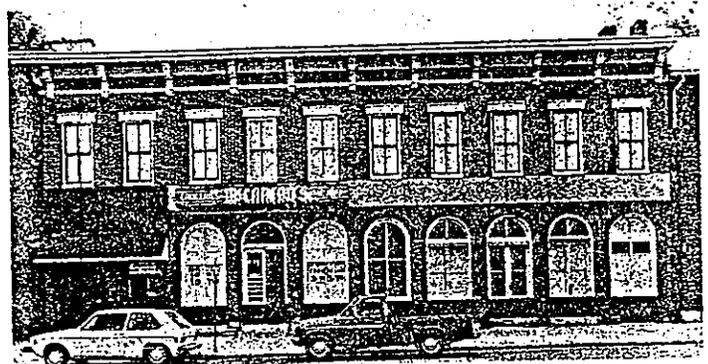


Figure 5. In some cases, as in the storefront on the extreme left, it is a simple matter to determine original appearance by looking at neighboring storefronts. Removal of the board and batten fasciaboard, pent roof, and "colonial" style door, all of which could be undertaken at minimal cost, would restore the original proportions and lines of the building. Photo: Day Johnston

Guidelines for Rehabilitating Existing Historic Storefronts

1. Become familiar with the style of your building and the role of the storefront in the overall design. Don't "early up" a front. Avoid stock "lumberyard colonial" detailing such as coach lanterns, mansard overhangings, wood shakes, nonoperable shutters, and small paned windows except where they existed historically.
2. Preserve the storefront's character even though there is a new use on the interior. If less exposed window area is desirable, consider the use of interior blinds and insulating curtains rather than altering the existing historic fabric.
3. Avoid use of materials that were unavailable when the storefront was constructed; this includes vinyl and aluminum siding, anodized aluminum, mirrored or tinted glass, artificial stone, and brick veneer.
4. Choose paint colors based on the building's historical appearance. In general do not coat surfaces that have never been painted. For 19th century storefronts, contrasting colors may be appropriate, but avoid too many different colors on a single facade.

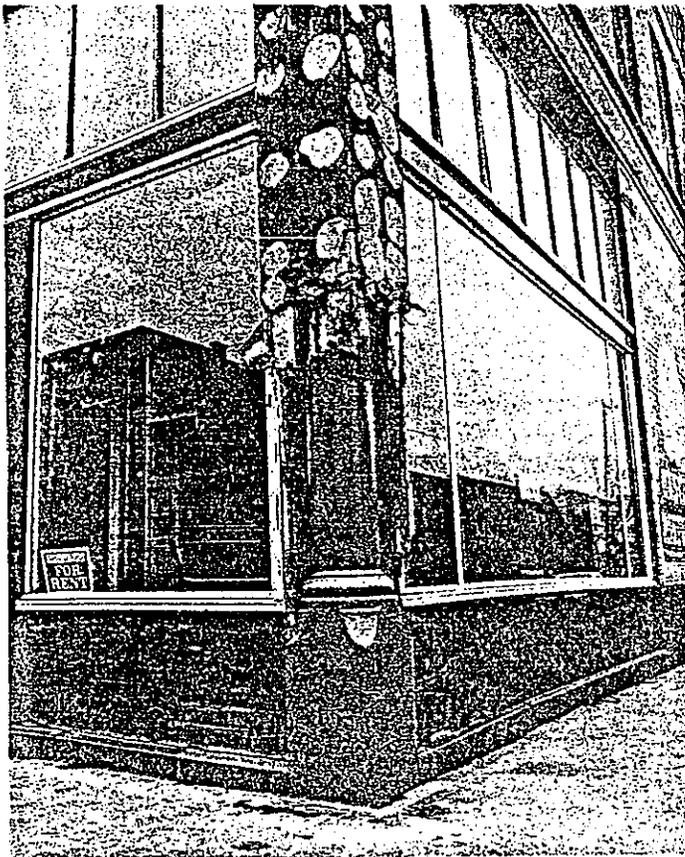


Figure 6. Storefronts of the 1940's, 50's, and 60's were frequently installed by attaching studs or a metal grid over an early front and applying new covering materials. If the existing storefront is a relatively recent addition with little or no architectural merit, begin by removing the covering materials in several places as was done here. If this preliminary investigation reveals evidence of an earlier front, such as this cast-iron column, carefully remove the later materials to assess the overall condition of the historic storefront. The black mastic visible on the lower masonry panels was used for installing pigmented structural glass. Some attachment methods for modern facings, such as mastic or metal lath, may have seriously damaged the original fabric of the building, and this must be taken into account in the rehabilitation process. Photo: Bob Dunn

The following questions should be taken into consideration in this two-part evaluation:

Construction Materials, Features, and Design Relationships

Storefront's Construction Materials: What are the construction materials? Wood? Metal? Brick or other masonry? A combination?

Storefront's Architectural Features: What are the various architectural features comprising the storefront and how are they arranged in relationship to each other?

- **Supporting Columns/Piers:**

What do the columns or piers supporting the storefront look like? Are they heavy or light in appearance? Are they flush with the windows or do they protrude? Are they all structural elements or are some columns decorative?

- **Display Windows and Transoms:**

Are the display windows and transoms single panes of glass or are they subdivided? Are they flush with the

facade or are they recessed? What is the proportion of area between the display windows and transom? Are there window openings in the base panels to allow natural light into the basement?

- **Entrances:**

Are the entrances centered? Are they recessed? Is one entrance more prominent than the others? How is the primary retail entrance differentiated from other entrances? Is there evidence that new entrances have been added or have some been relocated? Are the doors original or are they later replacements?

- **Decorative Elements:**

Are there any surviving decorative elements such as molded cornices, column capitals, fascia boards, brackets, signs, awnings or canopies? Is there a belt-course, cornice, or fascia board between the first and second floor? Are some elements older than others indicating changes over time?

Storefront's Relationship to Upper Stories: Is there a difference in materials between the storefront and upper stories? Were the storefront and floors above it created as an overall design or were they very different and unrelated to each other?

It is also worthwhile to study the neighboring commercial buildings and their distinctive characteristics to look for similarities (canopies, lighting, signs) as well as differences. This can help determine whether the storefront in question is significant and unique in its own right and/or whether it is significant as part of an overall commercial streetscape.

Physical Condition

Mild Deterioration: Do the surface materials need repair? Is paint flaking? Are metal components rusting? Do joints need recaulking where materials meet glass windows? Mild deterioration generally requires only maintenance level treatments.

Moderate Deterioration: Can rotted or rusted or broken sections of material be replaced with new material to match the old? Can solid material (such as Carrara glass) from a non-conspicuous location be used on the historic facade to repair damaged elements? Do stone or brick components need repointing? Is the storefront watertight with good flashing connections? Are there leaky gutters or air conditioner units which drip condensation on the storefront? Is caulking needed? Moderate deterioration generally requires patching or splicing of the existing elements with new pieces to match the deteriorated element.

Severe Deterioration: Have existing facing materials deteriorated beyond repair through vandalism, settlement, or water penetration? Is there a loss of structural integrity? Is the material rusted through, rotted, buckling, completely missing? Are structural lintels sagging? Are support columns settled or out of alignment? Severe deterioration generally requires replacement of deteriorated elements as part of the overall rehabilitation.

In evaluating whether the existing storefront is worthy of preservation, recognize that good design can exist in any period; a storefront added in 1930 may have greater architectural merit than what is replaced (see figure 4). In commercial historic districts, it is often the diversity of

styles and detailing that contribute to the character; removing a storefront dating from 1910 simply because other buildings in the district have been restored to their 1860's appearance may not be the best preservation approach. If the storefront design is a good example of its period and if it has gained significance over time, it should be retained as part of the historical evolution of the building (this architectural distinctiveness could also be an economic asset as it may attract attention to the building).

Deciding a Course of Action

The evaluation of the storefront's architectural features and physical condition will help determine the best course of action in the actual rehabilitation work. The following recommendations, adapted from the Secretary of the Interior's "Standards for Rehabilitation" and the accompanying interpretive guidelines, are designed to ensure that the historic commercial character of the building is retained in the rehabilitation process.

If the original or significant storefront exists, repair and retain the historic features using recommended treatments (see following sections on rehabilitating metal, wood and masonry storefronts as well as the guidelines for rehabilitating existing historic storefronts found on page 3).

If the original or significant storefront no longer exists or is too deteriorated to save, undertake a contemporary design which is compatible with the rest of the building in scale, design, materials, color and texture; or undertake an accurate restoration based on historical research and physical evidence (see section on "Replacement Storefronts"). Where an original or significant storefront no longer exists and no evidence exists to document its early appearance, it is generally preferable to undertake a contemporary design that retains the commercial "flavor" of the building. The new storefront design should not draw attention away from the historic building with its detailing but rather should respect the existing historic character of the overall building. A new design that copies traditional details or features from neighboring buildings or other structures of the period may give the building a historical appearance which blends in with its neighbors but which never, in fact, existed. For this reason, use of conjectural designs, even if based on similar buildings elsewhere in the neighborhood or the availability of different architectural elements from other buildings or structures, is generally not recommended.

Rehabilitating Metal Storefronts

Rehabilitating metal storefronts can be a complex and time-consuming task. Before steps are taken to analyze or treat deteriorated storefronts, it is necessary to know which metal is involved, because each has unique properties and distinct preservation treatments. Storefronts were fabricated using a variety of metals, including cast iron, bronze, copper, tin, galvanized sheet iron, cast zinc, and stainless steel. Determining metallic composition can be a difficult process especially if components are encrusted with paint. Original architect's specifications (sometimes available from permit offices, town halls, or records of the original owner) can be important clues in this regard and should be checked if at all possible.

Iron—a magnetic, gray-white malleable metal, readily susceptible to oxidation. Cast iron, most commonly found in storefronts, is shaped by molds and can withstand great compressive loads. Rolled sheet iron, sometimes galvanized with zinc, also was used in storefront construction. Stainless steel began to appear in storefronts after 1930.

Zinc—a medium-hard, bluish-white metal, widely used as a protective coating for iron and steel. It is softer than iron and is nonmagnetic.

Copper—a nonmagnetic, corrosion-resistant, malleable metal, initially reddish-brown but when exposed to the atmosphere turns brown to black to green.

Bronze and brass—nonmagnetic, abrasive-resistant alloys combining copper with varying amounts of zinc, lead, or tin. These copper alloys, more commonly found in office buildings or large department stores, range in color from lemon yellow to golden brown to green depending on their composition and are well suited for casting (see figure 7).

Aluminum—a lightweight, nonmagnetic metal commonly found on storefronts dating from the 1920's and 30's. Its brightness and resistance to corrosion has made it a popular storefront material in the 20th century.

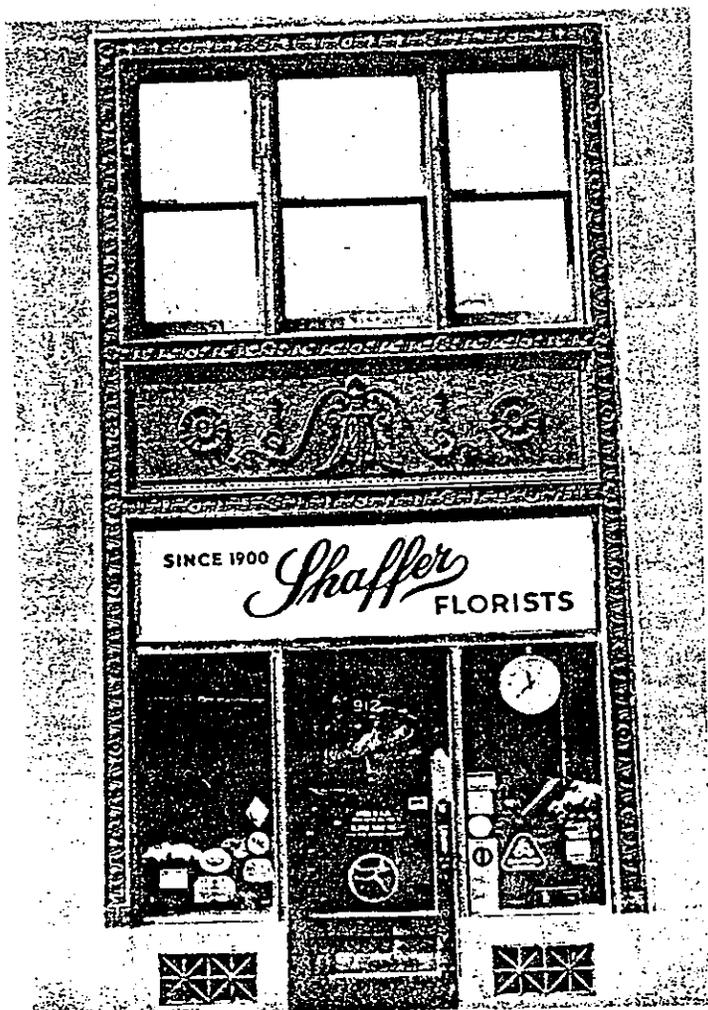


Figure 7. Part of a large office building constructed in Washington, D.C. in 1928, this finely detailed bronze storefront is typical of many constructed during this period. It should be noted that the original grilles, spandrel panel and window above are all intact. Photo: David W. Look, AIA

Repair and Replacement of Metal

Simply because single components of a storefront need repair or replacement should not be justification for replacing an entire storefront. Deteriorated metal architectural elements can be repaired by a variety of means, although the nature of the repair will depend on the extent of the deterioration, the type of metal and its location, and the overall cost of such repairs. Patches can be used to mend, cover or fill a deteriorated area. Such patches should be a close match to the original material to prevent galvanic corrosion. Splicing—replacement of a small section with new material—should be undertaken on structural members only when temporary bracing has been constructed to carry the load. Reinforcing—or bracing the damaged element with additional new metal material—can relieve fatigue or overloading in some situations.

If metal components have deteriorated to a point where they have actually failed (or are missing), replacement is the only reasonable course of action. If the components are significant to the overall design of the storefront, they should be carefully removed and substituted with components that match the original in material, size and detailing (see figure 8).



Figure 8. When the Grand Opera House in Wilmington, Delaware, was rehabilitated, missing cast-iron columns were cast of aluminum to match the original; in this particular case, because these columns do not carry great loads, aluminum proved to be successful substitute. Photo: John G. Waite

Before going to the expense of reproducing the original, it may be useful to check salvage yards for compatible components. Missing parts of cast iron storefronts can be replaced by new cast iron members that are reproductions of the original. New wooden patterns, however, usually need to be made if the members are large. This procedure tends to be expensive (it is usually impossible to use existing iron components as patterns to cast large elements because cast iron shrinks 1/5 inch per foot as it cools). In some situations, less expensive substitute materials such as aluminum, wood, plastics, and fiberglass, painted to match the metal, can be used without compromising the architectural character of the resource.

Cleaning and Painting

Cast iron storefronts are usually encrusted with layers of paint which need to be removed to restore crispness to the details. Where paint build-up and rust are not severe

problems, handscraping and wire-brushing are viable cleaning methods. While it is necessary to remove all rust before repainting, it is not necessary to remove all paint. For situations involving extensive paint build-up and corrosion, mechanical methods such as low-pressure gentle dry grit blasting (80-100 psi) can be effective and economical, providing a good surface for paint. Masonry and wood surfaces adjacent to the cleaning area, however, should be protected to avoid inadvertent damage from the blasting. It will be necessary to recaulk and putty the heads of screws and bolts after grit blasting to prevent moisture from entering the joints. Cleaned areas should be painted immediately after cleaning with a rust-inhibiting primer to prevent new corrosion. Before any cleaning is undertaken, local codes should be checked to ensure compliance with environmental safety requirements.

Storefronts utilizing softer metals (lead, tin), sheet metals (sheet copper), and plated metals (tin and terneplate) should not be cleaned mechanically (grit blasting) because their plating or finish can be easily abraded and damaged. It is usually preferable to clean these softer metals with a chemical (acid pickling or phosphate dipping) method. Once the surface of the metal has been cleaned of all corrosion, grease, and dirt, a rust-inhibiting primer coat should be applied. Finish coats especially formulated for metals, consisting of lacquers, varnishes, enamels or special coatings, can be applied once the primer has dried. Primer and finish coats should be selected for chemical compatibility with the particular metal in question.

Bronze storefronts, common to large commercial office buildings and major department stores of the 20th century, can be cleaned by a variety of methods; since all cleaning removes some surface metal and patina, it should be undertaken only with good reason (such as the need to remove encrusted salts, bird droppings or dirt). Excessive cleaning can remove the texture and finish of the metal. Since this patina can protect the bronze from further corrosion, it should be retained if possible. If it is desirable to remove the patina to restore the original surface of the bronze, several cleaning methods can be used: chemical compounds including rottenstone and oil, whitening and ammonia, or precipitated chalk and ammonia, can be rubbed onto bronze surfaces with a soft, clean cloth with little or no damage. A number of commercial cleaning companies successfully use a combination of 5% oxalic acid solution together with finely ground India pumice powder. Fine glass-bead blasting (or peening) and crushed walnut shell blasting also can be acceptable mechanical methods if carried out in controlled circumstances under low (80-100 psi) pressure. Care should be taken to protect any adjacent wood or masonry from the blasting.

The proper cleaning of metal storefronts should not be considered a "do-it-yourself" project. The nature and condition of the material should be assessed by a competent professional, and the work accomplished by a company specializing in such work.

Rehabilitating Wooden Storefronts

The key to the successful rehabilitation of wooden storefronts is a careful evaluation of existing physical conditions. Moisture, vandalism, insect attack, and lack of maintenance can all contribute to the deterioration of wooden storefronts. Paint failure should not be mistaken-

ly interpreted as a sign that the wood is in poor condition and therefore irreparable. Wood is frequently in sound physical condition beneath unsightly paint. An ice pick or awl may be used to test wood for soundness—decayed wood that is jabbed will lift up in short irregular pieces; sound wood will separate in long fibrous splinters.

Repair and Replacement of Wood

Storefronts showing signs of physical deterioration can often be repaired using simple methods. Partially decayed wood can be patched, built up, chemically treated or consolidated and then painted to achieve a sound condition, good appearance, and greatly extended life.

To repair wood showing signs of rot, it is advisable to dry the wood; carefully apply a fungicide such as pentachlorophenol (a highly toxic substance) to all decayed areas; then treat with 2 or 3 applications of boiled linseed oil (24 hours between applications). Afterward, fill cracks and holes with putty; caulk the joints between the various wooden members; and finally prime and paint the surface.

Partially decayed wood may also be strengthened and stabilized by consolidation, using semi-rigid epoxies which saturate porous decayed wood and then harden. The consolidated wood can then be filled with a semi-rigid epoxy patching compound, sanded and painted. More information on epoxies can be found in the publication "Epoxies for Wood Repairs in Historic Buildings," cited in the bibliography.

Where components of wood storefronts are so badly deteriorated that they cannot be stabilized, it is possible to replace the deteriorated parts with new pieces (see figure 9). These techniques all require skill and some expense, but are recommended in cases where decorative elements, such as brackets or pilasters, are involved. In some cases, missing edges can be filled and rebuilt using wood putty or epoxy compounds. When the epoxy cures, it can be sanded smooth and painted to achieve a durable and waterproof repair.

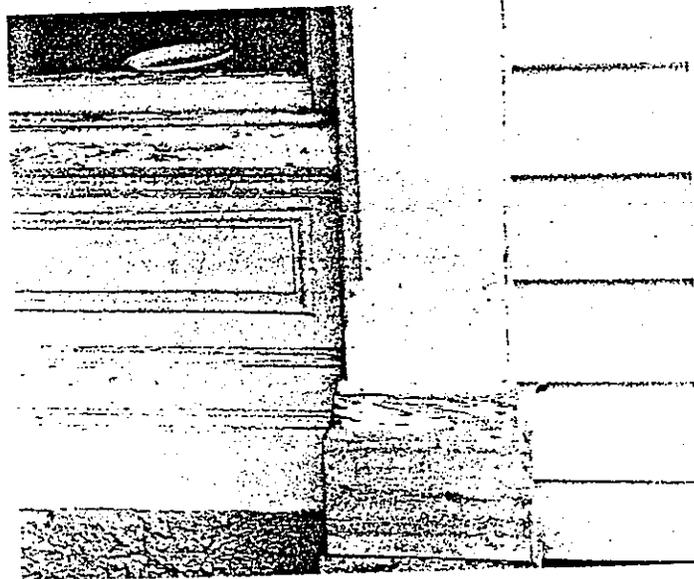


Figure 9. Rather than replace an entire wooden storefront when there is only localized deterioration, a new wooden component can be pieced-in, as seen here in this column base. The new wood will need to be given primer and top coats of a high quality exterior paint—either an oil-base or latex system. Also wood that is flaking and peeling should be scraped and hand-sanded prior to repainting. Photo: H. Ward Jandl

Repainting of Wood

Wooden storefronts were historically painted to deter the harmful effects of weathering (moisture, ultraviolet rays from the sun, wind, etc.) as well as to define and accent architectural features. Repainting exterior woodwork is thus an inexpensive way to provide continued protection from weathering and to give a fresh appearance to the storefront.

Before repainting, however, a careful inspection of all painted wood surfaces needs to be conducted in order to determine the extent of surface preparation necessary, that is, whether the existing layers of paint have deteriorated to the point that they will need to be partially or totally removed prior to applying the new paint.

As a general rule, removing paint from historic exterior woodwork should be avoided unless absolutely essential. Once conditions warranting removal have been identified, however, paint can be removed to the next sound layer using the gentlest method possible, then the woodwork repainted. For example, such conditions as mildewing, excessive chalking, or staining (from the oxidization of rusting nails or metal anchorage devices) generally require only thorough surface cleaning prior to repainting. Intercoat peeling, solvent blistering, and wrinkling require removal of the affected layer using mild abrasive methods such as hand scraping and sanding. In all of these cases of limited paint deterioration, after proper surface preparation the exterior woodwork may be given one or more coats of a high quality exterior oil finish paint.

On the other hand, if painted wood surfaces display continuous patterns of deep cracks or if they are extensively blistering and peeling so that bare wood is visible, the old paint should be completely removed before repainting. (It should be emphasized that because peeling to bare wood—the most common type of paint problem—is most often caused by excess interior or exterior moisture that collects behind the paint film, the first step in treating peeling is to locate and remove the source or sources of moisture. If this is not done, the new paint will simply peel off.)

There are several acceptable methods for total paint removal, depending on the particular wooden element involved. They include such thermal devices as an electric heat plate with scraper for flat surfaces such as siding, window sills, and doors or an electric hot-air gun with profiled scraper for solid decorative elements such as gingerbread or molding. Chemical methods play a more limited, supplemental role in removing paint from historic exterior woodwork; for example, caustic or solvent-base strippers may be used to remove paint from window muntins because thermal devices can easily break the glass. Detachable wooden elements such as exterior shutters, balusters and columns, can probably best be stripped by means of immersion in commercial dip tanks because other methods are too laborious. Care must be taken in rinsing all chemical residue off the wood prior to painting or the new paint will not adhere.

Finally, if the exterior woodwork has been stripped to bare wood, priming should take place within 48 hours (unless the wood is wet, in which case it should be permitted to dry before painting). Application of a high quality oil type exterior primer will provide a surface over which either an oil or latex top coat can be successfully used.

Rehabilitating Masonry Storefronts

Some storefronts are constructed of brick or stone, and like their metal and wooden counterparts, also may have been subjected to physical damage or alterations over time. Although mortar may have disintegrated, inappropriate surface coatings applied, and openings reduced or blocked up, careful rehabilitation will help restore the visual and physical integrity of the masonry storefront.

Repair and Replacement of Masonry

If obvious signs of deterioration—disintegrating mortar, spalling bricks or stone—are present, the causes (ground moisture, leaky downspouts, etc.) should be identified and corrected. Some repointing may be necessary on the masonry surface, but should be limited to areas in which so much mortar is missing that water accumulates in the mortar joints, causing further deterioration. New mortar should duplicate the composition, color, texture, and hardness, as well as the joint size and profile of the original. Badly spalling bricks may have to be replaced. Deteriorated stone may be replaced in kind, or with a matching substitute material; in some cases where not visually prominent, it may be covered with stucco, possibly scored to resemble blocks of stone.

Cleaning Masonry

Inappropriate cleaning techniques can be a major source of damage to historic masonry buildings. Historic masonry should be cleaned only when necessary to halt deterioration or to remove graffiti and stains, and always with the gentlest means possible, such as water and a mild detergent using natural bristle brushes, and/or a non-harmful chemical solution, both followed by a low-pressure water rinse.

It is important to remember that many mid-19th century brick buildings were painted immediately or soon after construction to protect poor quality brick or to imitate stone. Some historic masonry buildings not originally painted were painted at a later date to hide alterations or repairs, or to solve recurring maintenance or moisture problems. Thus, whether for reasons of historical tradition or practicality, it may be preferable to retain existing paint. If it is readily apparent that paint is not historic and is a later, perhaps unsightly or inappropriate treatment, removal may be attempted, but only if this can be carried out without damaging the historic masonry. Generally, paint removal from historic masonry may be accomplished successfully only with the use of specially formulated chemical paint removers. No abrasive techniques, such as wet or dry sandblasting should be considered. If non-historic paint cannot be removed without using abrasive methods, it is best to leave the masonry painted, although repainting in a compatible color may help visually.

Removing unsightly mastic from masonry presents a similarly serious problem. Its removal by mechanical means may result in abrading the masonry, and chemical and heat methods may prove ineffective, although solvents like acetone will aid in softening the hardened mastic. If the mastic has become brittle, a flat chisel may be used to pop it off; but this technique, if not undertaken with care, may result in damaging the masonry. And even if total removal is possible, the mastic may have permanently stained the masonry. Replacement of these masonry sec-

tions marred by mastic application may be one option in limited situations; individual pieces of stone or bricks that have been damaged by inappropriate alterations may be cut out and replaced with new pieces that duplicate the original. However, since an exact match will be nearly impossible to achieve, it may be necessary to paint the repaired masonry in order to create a harmonious facade. Replacement of a large area with new materials may not be acceptable as it may give the building a new, non-historic appearance inappropriate to the building style and period.

Designing Replacement Storefronts

Where an architecturally or historically significant storefront no longer exists or is too deteriorated to save, a new front should be designed which is compatible with the size, scale, color, material, and character of the building. Such a design should be undertaken based on a thorough understanding of the building's architecture and, where appropriate, the surrounding streetscape (see figure 10). For example, just because upper floor windows are arched is not sufficient justification for designing arched openings for the new storefront. The new design should "read" as a storefront; filling in the space with brick or similar solid material is inappropriate for historic buildings. Similarly the creation of an arcade or other new design element, which alters the architectural and historic character of the building and its relationship with the street, should be avoided. The guidelines on page 8 can assist in developing replacement storefront designs that respect the historic character of the building yet meet current economic and code requirements.

Guidelines for Designing Replacement Storefronts

1. *Scale:* Respect the scale and proportion of the existing building in the new storefront design.
2. *Materials:* Select construction materials that are appropriate to the storefronts; wood, cast iron, and glass are usually more appropriate replacement materials than masonry which tends to give a massive appearance.
3. *Cornice:* Respect the horizontal separation between the storefront and the upper stories. A cornice or fascia board traditionally helped contain the store's sign.
4. *Frame:* Maintain the historic planar relationship of the storefront to the facade of the building and the streetscape (if appropriate). Most storefront frames are generally composed of horizontal and vertical elements.
5. *Entrances:* Differentiate the primary retail entrance from the secondary access to upper floors. In order to meet current code requirements, out-swinging doors generally must be recessed. Entrances should be placed where there were entrances historically, especially when echoed by architectural detailing (a pediment or projecting bay) on the upper stories.
6. *Windows:* The storefront generally should be as transparent as possible. Use of glass in doors, transoms, and display areas allows for visibility into and out of the store.
7. *Secondary Design Elements:* Keep the treatment of secondary design elements such as graphics and awnings as simple as possible in order to avoid visual clutter to the building and its streetscape.



Figure 10. (A) This existing storefront, added in the 1950's to a late 19th century brick building, extends beyond the plane of the facade; faced with anodized aluminum and permastone, it does not contribute to the architectural and historic character of the building. (B) This replacement design uses "lumberyard colonial" detailing, such as barn-type doors, shutters, small paned windows, and a wood shake pent roof. The design, detailing, and choice of materials are clearly inappropriate to this commercial building. (C) This replacement design retains the 1950's projecting canopy but symmetrical placement of the doors relates well to the second floor windows above; this contemporary design is compatible with the scale and character of the building. (D) This replacement design accurately restores the original appearance of the building; based on historical research and physical evidence, it too is an acceptable preservation approach. Drawings: Sharon C. Park, AIA

A restoration program requires thorough documentation of the historic development of the building prior to initiating work. If a restoration of the original storefront is contemplated, old photographs and prints, as well as physical evidence, should be used in determining the form and details of the original. Because storefronts are particularly susceptible to alteration in response to changing marketing techniques, it is worthwhile to find visual documentation from a variety of periods to have a clear understanding of the evolution of the storefront. Removal of later additions that contribute to the character of the building should not be undertaken.

Other Considerations

Pigmented Structural Glass

The rehabilitation of pigmented structural glass storefronts, common in the 1930's, is a delicate and often frustrating task, due to the fragility and scarcity of the material. Typically the glass was installed against masonry walls with asphaltic mastic and a system of metal shelf angles bolted to the walls on three-foot centers. Joints between the panels were filled with cork tape or an elastic joint cement to cushion movement and prevent moisture infiltration.

The decision to repair or replace damaged glass panels should be made on a case-by-case basis. In some instances, the damage may be so minor or the likelihood of finding replacement glass so small, that repairing, reanchoring and/or stabilizing the damaged glass panel may be the only prudent choice. If the panel is totally destroyed or missing, it may be possible to replace with glass salvaged from a demolition; or a substitute material, such as "spandrel glass," which approximates the appearance of the original. Although pigmented structural glass is no longer readily available, occasionally long-established glass "jobbers" will have a limited supply to repair historic storefronts.

Awnings

Where based on historic precedent, consider the use of canvas awnings on historic storefronts (see figure 11).

Awnings can help shelter passersby, reduce glare, and conserve energy by controlling the amount of sunlight hitting the store window, although buildings with northern exposures will seldom functionally require them. Today's canvas awnings have an average life expectancy of between 4 and 7 years. In many cases awnings can disguise, in an inexpensive manner, later inappropriate alterations and can provide both additional color and a strong store identification. Fixed aluminum awnings and awnings simulating mansard roofs and umbrellas are generally inappropriate for older commercial buildings. If awnings are added, choose those that are made from soft canvas or vinyl materials rather than wood or metal; be certain that they are installed without damaging the building or visually impairing distinctive architectural features and can be operable for maximum energy conservation effect.

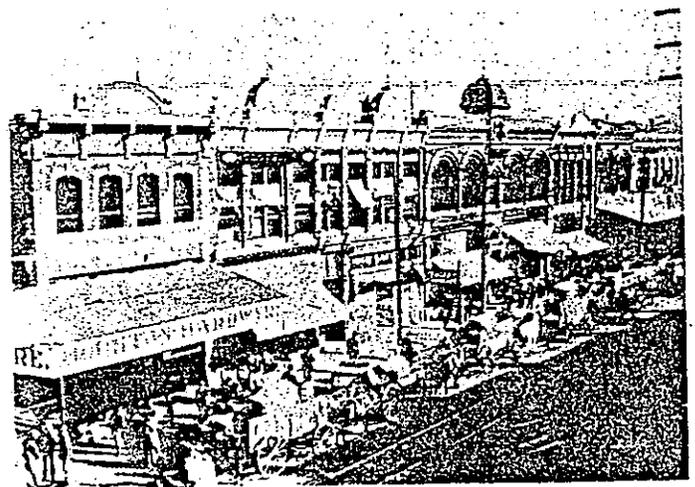


Figure 11. Try to locate old photographs or prints to determine what alterations have been made to the storefront and when they were undertaken. Awnings were common elements of storefronts at the turn of the century. They can be equally useful today.

Signs

Signs were an important aspect of 19th and early 20th century storefronts and today play an important role in defining the character of a business district. In examining historic streetscape photographs, one is struck by the number of signs—in windows, over doors, painted on exterior walls, and hanging over (and sometimes across) the street. While this confusion was part of the character of 19th century cities and towns, today's approach toward signs in historic districts tends to be much more conservative. Removal of some signs can have a dramatic effect in improving the visual appearance of a building; these include modern backlit fluorescent signs, large applied signs with distinctive corporate logos, and those signs attached to a building in such a way as to obscure significant architectural detailing. For this reason, their removal is encouraged in the process of rehabilitation. If new signs are designed, they should be of a size and style compatible with the historic building and should not cover or obscure significant architectural detailing or features. For many 19th century buildings, it was common to mount signs on the lintel above the first story. Another common approach, especially at the turn of the century, was to paint signs directly on the inside of the display windows. Frequently this was done in gold leaf. New hanging signs may be appropriate for historic commercial buildings, if they are of a scale and design compatible with the historic buildings. Retention of signs and advertising painted on historic walls, if of historic or artistic interest (especially where they provide evidence of early or original occupants), is encouraged.

Paint Color

Paint analysis can reveal the storefront's historic paint colors and may be worth undertaking if a careful restoration is desired. If not, the paint color should be, at a minimum, appropriate to the style and setting of the building. This also means that if the building is in a historic district, the color selection should complement the building in question as well as other buildings in the block. In general, color schemes for wall and major decorative trim or details should be kept simple; in most cases the color or colors chosen for a storefront should be used on other painted exterior detailing (windows, shutter, cornice, etc.) to unify upper and lower portions of the facade.

Windows

Glass windows are generally the most prominent features in historic storefronts, and care should be taken to ensure that they are properly maintained. For smaller paned windows with wooden frames, deteriorated putty should be removed manually, taking care not to damage wood along the rabbet. To reglaze, a bead of linseed oil-based putty should be laid around the perimeter of the rabbet; the glass pane pressed into place; glazing points inserted to hold the pane; and a final seal of putty beveled around the edge of the glass. For metal framed windows, glazing compound and special glazing clips are used to secure the glass; a final seal of glazing compound then is often applied. If the glass needs replacing, the new glass should match the original in size, color and reflective qualities. Mirrored or tinted glass are generally inappropriate

replacements for historic storefronts. The replacement of cracked or missing glass in large windows should be undertaken by professional glaziers.

Code Requirements

Alterations to a storefront called for by public safety, handicapped access, and fire codes can be difficult design problems in historic buildings. Negotiations can be undertaken with appropriate officials to ensure that all applicable codes are being met while maintaining the historic character of the original construction materials and features. If, for instance, doors opening inward must be changed, rather than replace them with new doors, it may be possible to reverse the hinges and stops so that they will swing outward.

Summary

A key to the successful rehabilitation of historic commercial buildings is the sensitive treatment of the first floor itself (see figure 12). Wherever possible, significant storefronts (be they original or later alterations), including windows, sash, doors, transoms, signs and decorative features, should be repaired in order to retain the historic character of the building. Where original or early storefronts no longer exist or are too deteriorated to save, the commercial character of the building should nonetheless be preserved—either through an accurate restoration based on historic research and physical evidence or a contemporary design which is compatible with the scale, design, materials, color and texture of the historic building. The sensitive rehabilitation of historic storefronts will not only enhance the architectural character of the overall building but will contribute to rejuvenating neighborhoods or business districts as well.

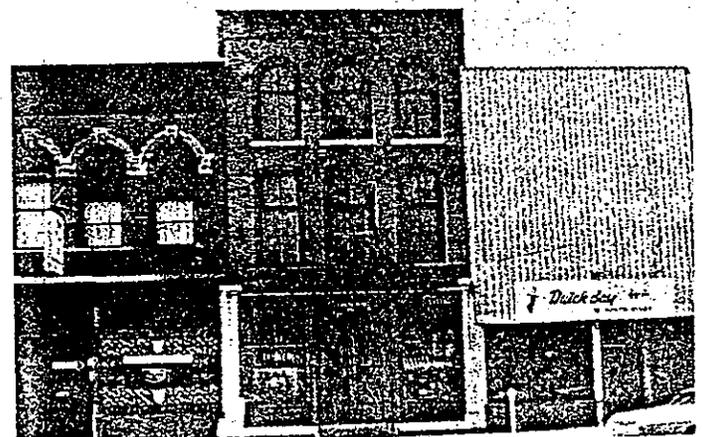


Figure 12. This photograph of three late 19th century commercial buildings clearly shows the impact of preserving and rehabilitating storefronts. The one on the right has been totally obscured by a "modern" front added in the 1950's. Although inappropriate alterations have taken place on the left storefront, it is still possible to determine the original configuration of the doors and display windows. The storefront in the middle has remained intact. Although in need of some minor maintenance work, the appeal of the original design and materials is immediately apparent.

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This publication has been prepared pursuant to the Economic Recovery Tax Act of 1981 which directs the Secretary of the Interior to certify rehabilitations of historic buildings that are consistent with their historic character; the advice and guidance provided in this brief will assist property owners in complying with the requirements of this law.

Preservation Briefs 11 has been developed under the technical editorship of Lee H. Nelson, AIA, Chief, Preservation Assistance Division, National Park Service, U.S. Department of the Interior, Washington, D.C. 20240. Comments on the usefulness of this information are welcomed and can be sent to Mr. Nelson at the above address.

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Cover drawing: This woodcut of the Joy Building, built in 1808 in Boston, shows early storefronts with shutters; note the profusion of signs covering the facade, advertising the services of the tenants.

