

Historic Downtown DeLand
STOREFRONTS



Presented by,
City of DeLand Historic Preservation Board 2013-2014

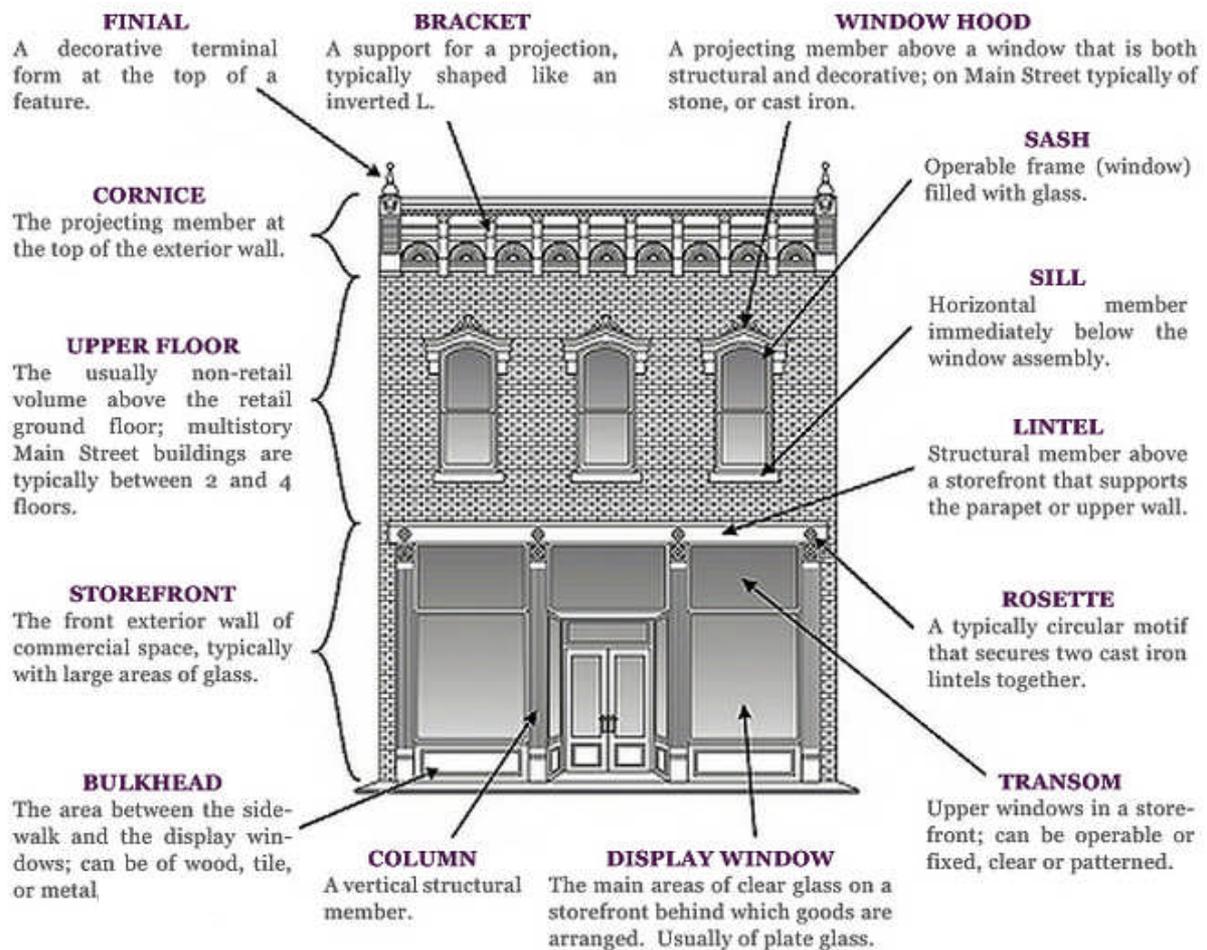
DESIGNING STOREFRONTS FOR HISTORIC BUILDINGS

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, 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.

The purpose of the Historic Preservation Board is to protect the historic resources located in DeLand. The guide was designed to help potential tenants or building owners when considering a complete storefront change.



The typical 19th century storefront consisted of single or double doors flanked by display windows. 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 wood or 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 placed above each window and door.





If a storefront is too deteriorated to repair, the Historic Preservation Board uses available physical evidence, (if the overall form is still evident) or photographs as a model. If using the same material, as the original storefront is not technically or economically feasible, then compatible substitute materials may be considered.





If it is unknown what the original storefront looked like, the following is intended as a guide or starting point for potential tenants, building owners or contractors when contemplating a new design for a downtown DeLand storefront.





If pictorial and/or physical documentation is not available, the design may be a new design that is compatible with the size scale, material and color of the historic building.



Examples of Architectural details that should be considered in a new design:



Transom

Wood Mutins

Columns

Wood Bulkhead /
Kickplate

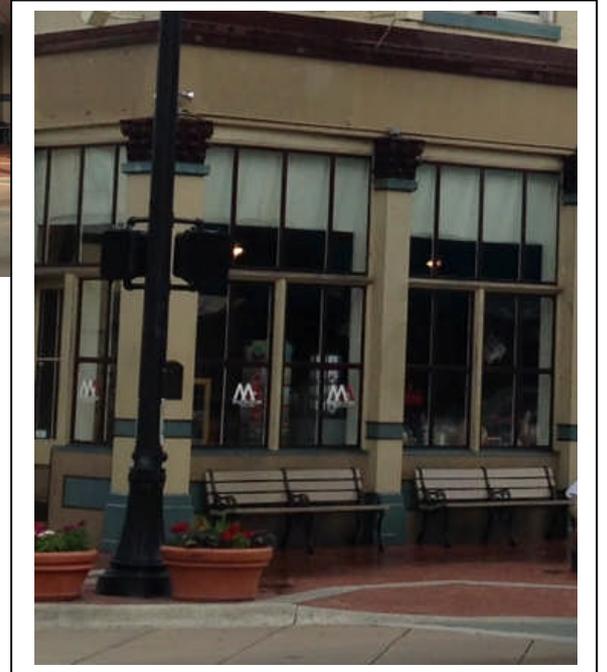


Transom w/wood
mutins

Wood mutins

Display Window

Stucco-
Bulkhead/kick plate



City of DeLand

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