

**PRIDE WAUSEON
PRESERVATION DISTRICT
“DESIGN GUIDELINES”**

**Prepared by:
Pride Wauseon Design Review Board**

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INDEX

SECTION	PAGE
A. Introduction	3
B. Rehabilitation Standards and Principles	5
C. Storefronts	6
D. Upper Floors/Windows	8
E. Awnings	9
F. Guidelines for Signage in Pride Preservation District	9
G. New Construction	12
H. Definitions	13

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SECTION A
INTRODUCTION

Ohio Communities are starting to recognize the wealth of their downtown architectural resources. In order to organize an effective commercial rehabilitation program, it is necessary to better understand architectural styles and rehabilitation terms, and to study design guidelines. These guidelines have been adapted from the Secretary of the Interior Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.

While difficult to formulate a definite set of rules for rehabilitating a building, there are basic principles recommended for planning and executing such project:

- 1) Back up your actions and plans with physical and literary research. Always attempt to solve physical problems rather than to cover them up.
- 2) Be historically and architecturally honest. Never "early up" a building by adding features out-of-period.
- 3) Tamper as little as possible with historic build and design features.
- 4) Maintain a healthy skepticism about claims made regarding preservation procedures and products. Use skilled craft persons and be certain the procedures will solve the problems and aid in preserving the architectural fabric of the building.

The Secretary of the Interior's Standards and Guidelines for Rehabilitation are basically very clear: to avoid removal or damage of architectural of historic elements; to repair is preferable to replacement; and the use of trim for a "false" history is discouraged. The Standards do acknowledge that buildings deteriorate and it is not possible to always restore or retain historic features. They also provide for minimal alterations and allow the use of modern materials when necessary.

There are no rigid regulations governing rehabilitation. Rather, these guidelines suggest solutions and are very flexible in an attempt to conserve maximum historic character and material while updating buildings. The guidelines recognize that each building is unique and only attempt to set a framework for appropriate rehabilitation decisions.

Guidelines are meant to:

- 1) Encourage preservation of useable historic building materials.
- 2) Encourage building rehabilitation rather than expedient remodeling.
- 3) Provide laymen with a written basis to make better informed rehabilitation decisions.

Guidelines are not meant to:

- 1) Impose a historic period or design.
- 2) Prohibit additions or alterations.
- 3) Prevent owners from performing normal maintenance.
- 4) Interfere with leasing or sale of property.

There are specific terms that describe processes in historic preservation:

Preservation is a process to sustain the form of a structure as is presently exists. It aims at keeping the building in good repair and avoiding deterioration.

Restoration is a process to recover the details and forms of a property as it appeared in a particular time by replacing original work and removing later work. This is a very good approach.

Replication is a process to duplicate an original structure on another site. This is usually done for the sake of convenience.

Remodeling is a process to adapt or change an old building to a new use but without regard to the effect these changes have on the building's original character. Preservationists are discouraging this process as historic buildings often lose essential architectural elements. This is only recommended for those buildings with no historic or architectural interest.

Rehabilitation is a process to return a property to a state of utility, through alteration or repair, for efficient contemporary use. Property portions important in illustrating architectural, cultural and historic values are restored or preserved. This is the most respected and usable technique for historic buildings today.

Some knowledge of the most commonly found styles of commercial architecture in Northwest Ohio is useful. These styles are:

Early Nineteenth Century

These buildings possess subtle characteristics of Greek Revival and Federal architectural styles. The structures are usually brick or wood frame, two stories high, double hung sash on the upper floor, simple cornices, with glass and wood storefronts.

Italianate

Ohio's cities and villages are plentiful with buildings in this style, characterized by flat-topped or arched windows with hoodmolds. Storefronts are cast iron, stone, or wood with large windows and bracketed cornices.

High Victorian

Buildings constructed in this period have an abundance of lively skylines, small-scaled ornaments, ornate hoodmolds, and other trim, such as stamped sheet metal. Also, a variety of colors and materials are used in one building.

Early Twentieth Century

Neo-Classical Revival architectural style was popular in this period. These years also brought masonry buildings with little ornamentation and simple cornices. Details are usually only on the façade with recessed panels or brick patterning.

1950's Period

This style can be studied by observing the former Randolph's Furniture building in downtown Wauseon.

SECTION B

REHABILITATION STANDARDS AND PRINCIPLES

Since approximately 90% of all work to old Ohio Buildings falls under the category of rehabilitation, the following nationally accepted standards are important considerations in a rehabilitation project, especially if the structure is historically or architecturally significant. These 10 federal standards, known as the Secretary of the Interior's Standards for Rehabilitation determine whether a rehabilitation project qualifies as a "certified rehabilitation" under tax incentives for income-producing historic buildings. The standards are simple to understand and widely used to guide all types of rehabilitation projects.

- 1) Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment or to use a property for its originally intended program.
- 2) The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
- 3) All buildings, structures and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
- 4) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure or site and its environment. These changes may have acquired significance in their own right and this significance shall be recognized and respected.
- 5) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure or site shall be treated with sensitivity.
- 6) Deteriorated architectural features shall be repaired rather than replaced whenever possible. In the event replacement is necessary, the new material should match the

material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplication of features, substantiated by historical, physical or pictorial evidence rather than on conjectural designs or availability of different architectural elements from other buildings or structures.

- 7) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
- 8) Every reasonable effort shall be made to protect and preserve archeological resources affected by or adjacent to any project.
- 9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment.
- 10) Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unchanged.

SECTION C

STOREFRONTS

Storefronts rehabilitation should always start with a physical assessment of the original building. Rehabilitation decisions should be made individually for each building. Decide first whether a historic storefront, original or otherwise, is present. If one is, work with it in the rehabilitation plans. Determine how much of the storefront remains. It may be necessary to remove layers of applied materials to uncover the original structural and ornamental features of the facade. In rehabilitation the original features must be respected and retained.

If the old storefront is gone and no significant layer storefront exists, then two options are available – an accurate restoration of the early storefront, based on historical research and physical evidence or contemporary design which is compatible with the structure. Remember, changes to one building's front will have a visual effect, positive or negative, on the entire street.

A negative result, might be for example, if the storefront of one building were recessed or arcaded, when it had not been originally or if the glass "greenhouse" addition were built over the sidewalk. The commercial character of the structure should be maintained by keeping the solid-void relationship in the storefront. Filling openings with masonry or installing windows or doors smaller than the originals or those of residential character should be avoided.

GUIDELINES RECOMMENDED IN STOREFRONT REHABILITATION

- 1) A strong preference for a return to or preservation of the original design or a close match.
- 2) A building with strong architectural character should be respected; any attempt to change its theme or style should be discouraged.

- 3) Unusual architectural or historical features such as wooden bulkheads, original plate glass, bronze panels and trim, prism glass transoms, original doors and trim and/or recessed doorways should be retained and restored as much as possible when considering functional changes. Where original entry doors and hardware exist, they should be repaired and properly maintained. The door and entryway are of sufficient design consequences to be treated with great discretion. Shape, color, glass area and hardware are features which leave strong impressions on the shopper or client. Just above the entry doors and smaller shop windows are the transoms or smaller glazed glass area. Since they are not used for merchandise display, transoms have been frequently covered up, fitted with air conditioners, obscured by signs or just allowed to deteriorate. These "lost" design features deserve to be rediscovered, repaired and reused. The transom is one means to admit natural light into the store. Even if a ceiling is lowered farther back, the transom area ceiling can be at original height. If the transom no longer meets the functional needs to the particular shop, it can be occupied by an opaque material which is set back for a convenient sign area (preferable applied sculptured letters).
- 4) Repair storefronts by reinforcing historic materials. In instances where the storefront has been modernized, carefully remove the later alterations and inspect for signs of original features and their former location and dimensions. If the original elements are missing, conduct research by investigating old photographs or drawings and by examining similar buildings nearby of the same period. It may be necessary to consult with an architect or designer with experience in historic preservation in situations where the original is missing and a new treatment should be devised.
- 5) Protect and maintain the basic elements of the storefront such as masonry, wood and architectural metal through appropriate treatments such as painting, cleaning and rust removal.
- 6) If the build is fully visible on side walls and rear walls, these should be considered in the proposed changes so that there is consistency of design from all vantage points. Side walls and rear walls may remain plainer but should relate to the main elevation by color, material and other detail as much as possible.
- 7) There are no set standards that define the right or wrong color. Color is a very subjective and personal matter that often requires a consensus on the part of the owner, user and reviewer. Nevertheless, it is a significant part of the total design effort and must be considered carefully.
 - a. Little or nothing is gained by use of strong or loud colors. Colors associated with current fads and fashions should be discouraged.
 - b. Painted brick may sometimes be appropriate. It is not necessary to match the natural brick coloration.

TREATMENTS NOT RECOMMENDED IN STOREFRONT REHABILITATION

- 1) Removing or radically changing storefronts, especially the common tendency to brick-up otherwise enclose a formerly glazed storefront opening, is harmful to the building's character.
- 2) Removing a storefront to create a recessed arcade is also not recommended.

- 3) Sometimes a historic storefront has undergone changes that were of high quality and have over the course of time, become historic in their own right. For example, the former Randolph Furniture Store in Wauseon.
- 4) The use of wood shingled mansards, diagonal wood siding, permanent aluminum canopies and the board and batten treatment would not have been used historically. These treatments need to be avoided if possible.

SECTION D

UPPER FLOORS/WINDOWS

In the 20th century, the upper floor of buildings of our downtown have changed a little. Consequently, there is less work to be done in the upper portions of most buildings than at street level. However, some window heads have been lowered, frivolous shutters added, good masonry painted, bay windows removed and decorative turrets toppled. The main features of every upper floor are the windows.

Next to the materials of the building, the windows in their shape, size, placement and decorative trim constitute the major element in creating the character of the building. Because of their architectural importance, the windows must be preserved and protected against alteration or elimination. In many instances, the original windows of a building began as many-lighted (or panel) with double-hung wood sash, but were altered to a similar four-light window in the late 19th or early 20th century when such a change was considered fashionable. It is not always necessary to revert to the original sash design, but where they still exist, they should be steadfastly retained and repaired.

- 1) In some cases, the building owner may opt to restore the smaller light window when general repair to sash is necessary.
- 2) Original stone sills and lintels are a major design element in the rehabilitation process and should be carefully cleaned and repaired along with adjacent masonry so as not to destroy their surface textures.
- 3) Ornamental wood or metal lintels should be considered one of the choice expressions of the Victorian era and deserve careful preservation, repair and repainting.
- 4) Shuttering was apparently not a universal or even common feature of Ohio's early buildings. Thus, it is not necessary to use shutters except where evidence indicates their one-time use. Shutters should be hung to be operating, using appropriate hardware. Where upper floor windows are unwanted due to interior function needs, they may be shuttered from either inside or outside. Avoid walling-in such windows because this practice disrupts the whole character of the building.
- 5) Window glass should be clean, avoiding colors (bronze or reflective) or plastic materials typical of modern manufacturing. Where original glass exists, protect it carefully. If additional insulation is required, the use of exterior aluminum storm sash is to be avoided. Interior storm sash maintains the original integrity of the windows while providing additional protection. If exterior storm sash is used, it should be painted to match the rest of the window trim.

- 6) Wall clutter, as roof clutter, should be reduced or eliminated. Projecting air conditioners, overhead electrical service, remnants of sign supports and any number of redundant items should be removed.
- 7) Balconies and bay windows were a popular motif in the 19th and early 20th centuries. While often viewed as high-maintenance items, these projecting features are an important element of the streetscape and should be properly maintained and preserved.
- 8) If patch pointing or repointing is necessary, the new joint repairs should replicate the size, depth, color and texture of the original joints.

SECTION E

AWNINGS

- 1) The use of awnings was once very prevalent as any turn-of-the century photo will attest. Cost of frequent replacement hurried the demise of this practice until sturdier modern materials revived it. Consequently, the awning is returning to favor. It has a significant value for shopping areas because of sun control. Beyond that, an awning can create an aesthetic form of its own, can be used for graphics and can service to provide pedestrian cover from rain or hot sun.
- 2) Awning design should relate to the style and color of the building where applied and to other awnings close by. A larger building can use repeated awnings (at each bay) of similar design with a strong visual effect of the street. Not all buildings comfortably accept the mounting gear, so awning applications should be reconciled with both the need and the basic structure.

SECTION F

GUIDELINES FOR SIGNAGE IN THE PRIDE WAUSEON PRESERVATION DISTRICT

- 1) Retail and commercial signs are a necessary tool for any merchant. They convey to pedestrians and to vehicular traffic that goods are for sale. They are a prominent element in all major community atmospheres and were originally intended for pedestrians and slower traffic in downtown areas. This changed after World War II when suburbia became the norm and urban strip came into being as a result of the introduction of zoning. During the emergence of the strip or strip mall, signs evolved in response to the need to be visible from vehicles that were farther from the sign and traveling at twice the speed.
- 2) Unfortunately, these "strip signs" have filtered into the downtown area and while they are appropriate to the strip situation, they create problems in the downtown. They are out of the scale with the building and businesses which they advertise and dwarf pedestrians.

- 3) Location is probably the most important factor in signage. Appropriately placed signage not only makes copy easier to find and read, it also contributes to the architectural character of the building. In fact, most downtown storefronts are designed with a definite panel or frames for sign mounting. These should be used whenever possible. Transoms and windows also provide convenient locations for signage. When determining the position of a sign, complete uniformity in mounting is not necessary; however, general uniformity is desirable. Mounting heights between a minimum of 10' and maximum of 14' above pavement are standards to be maintained whenever possible. Signage in the downtown area should be reduced to the fewest separate panels or statements possible and copy limited to the basic nature of the business. Any owner has the right to place signage within the shop to more fully elaborate on his goods or services.
- 4) All new signage or alterations to signage within the Pride Wauseon Preservation District shall be required to apply for a Certificate of Appropriateness unless otherwise noted in these guidelines. No application for design review shall be required for change of copy of a sign, the customary use of which involves frequent and periodic change of copy, nor shall an application for a Certificate of Appropriateness be required to conduct ordinary maintenance or repair of any sign within the preservation district.

The purpose of these regulations is to promote the public health, safety and welfare by regulating signs within the preservation district. It is intended to protect property values, preserve the dignity and the architectural significance of the preservation district, preserve its scenic and natural beauty and provide a more enjoyable and pleasing community for its residents.

Special Allowable Sign Types: Application for a Certificate of Appropriateness is not required:

- 1) Signs of duly constituted governmental bodies such as legal notices and traffic or similar regulatory devices.
- 2) Flags or emblems of political, civic, philanthropic, educational or religious organization.
- 3) Memorial plaques, cornerstones and historical tables, markers and the like unless one face exceeds two (2) square feet in surface area.
- 4) Signs posted in conjunction with doorbells and/or mailboxes.
- 5) Signs required to be posted or maintained by law or government order rule or regulation.
- 6) Signs displayed strictly for the direction, safety or convenience of the public such as signs which identify restrooms, parking area, entrances or exits.
- 7) Address signs showing only the numerical addresses of the premises upon which they are situated, street names and warning signs, unless one face exceeds 12" x 8" (96 square inches)
- 8) Temporary real estate signs.
- 9) Temporary construction site signs erected on the site during the period of construction with the name of the owner or developer, contractor, architect or engineer. Such signs shall not be illuminated.
- 10) Temporary signs or displays located on the inside of the store windows related to the business conducted within.

- 11) Temporary signs promoting charitable or public events will be allowed for a period not to exceed one month prior to and one week after the advertised event.

Generally Allowable Sign Types: Application for Certificate of Appropriateness Required:

- 1) Flat Sign: Any sign painted or affixed to an exterior wall of a building having the face of the sign parallel to the building.
 - a. Shall not extend horizontally more than 3" from the building face.
 - b. May appear without illumination or may be illuminated.
 - c. May only carry a message related to a business or profession conducted or a commodity or service sold or offered upon the premises where such sign is located.
- 2) Dimensional Surface Signs: This sign type is also affixed to an exterior wall or a building with the face of the sign parallel to the building. It may consist in part or in whole of the three dimensional letter forms applied directly to the building surface or applied to a separate flat background. The message may be in relief or depressed by means of carving, etching, routing, positive or negative cutout, etc. Special three dimensional signs, such as a figure, barber pole, clocks, etc. are generally acceptable provided these symbols meet appropriate guidelines and do not extend horizontally more than 12" from the building face.
- 3) Projecting Signs: Any sign projecting horizontally more than 12" from the building face. Such signs are discouraged in the preservation district and not generally allowable by code.
- 4) Window Signs: Any permanent sign painted, gold leafed or attached onto the glass area or installed behind a window.
 - a. One (1) sign per window.
 - b. The area of permanent window signs will be limited to 20% of the window area, except in the case of a door sign when the sign's area may be 50% of the glass area.
- 5) Awning Signs: Any sign painted or sewn onto an awning and/or canopy. Awnings and/or canopies shall only be made of canvas, vinyl or other cloth-type fabric. Metal, plastic and other rigid awning and/or canopy materials are discouraged.
 - a. One (1) sign per awning.
 - b. The bottom of any awning and/or canopy shall be at least 7' from the ground level.

Prohibited Exterior Sign Types

- 1) Roof Signs: Any sign placed on, over or above the roof or parapet of a building.
- 2) Billboard and Other Off-Premise Signs: Any sign which advertises goods, services, facilities, events or activities not related to its location or which directs persons to different premises from those on which the sign is located if such sign is attached to the outside surface of a building or structure or to trees, fence posts, telephone posts or is free standing.

- 3) Flashing Signs: Generally, signs which flash, blink, revolve or otherwise convey motion will not be permitted. However, some of these sign types may be appropriate to a particular circumstance, such as the traditional rotating barber pole.
- 4) Free Standing Signs: Any sign having its own support system which is independent of a building (including posts, A-Shaped sandwich signs, mobile signs for sidewalks use, etc.).

Other Provisions

- 1) No sign shall be erected, constructed or altered which is in direct conflict with current city ordinances.
- 2) No sign, awning, canopy or other apparatus pertaining to signs shall be kept or maintained by supports of permanent posts or poles between the property line and curb.
- 3) The method of attachment should respect the architectural integrity of the structure and relate to or become extension of the architecture.
- 4) No sign shall be erected or constructed that is unsafe, insecure, a fire hazard, a wind hazard, a barrier to needed light or air, or is in any way a menace to public safety and welfare.
- 5) The color and materials of any signs shall be harmonious with the color and material of the building identified by the sign.

Non-Conforming Signs

Signs of a non-conforming nature which were legally installed prior to the adoption of these guidelines may continue to exist in accordance with the City of Wauseon sign regulations. Any future changes in signage must be installed as per the signage guidelines of the Pride Wauseon Preservation District.

SECTION VII

NEW CONSTRUCTION

New construction may take the form of an addition to an existing older structure; or infill construction to occupy a gap in a row of building facades; or a completely new freestanding structure. Most importantly, this new structure's design should be derived from the environment in which it is built. An appropriate approach is to develop contemporary designs using modern materials, techniques and finishes that fit into the broad, visual patterns of the surrounding area.

DESIGN CONSIDERATIONS

- 1) New construction should be of similar height to nearby and adjacent buildings.
- 2) The proportion of front facades should be similar to those of adjacent buildings in width and height.

- 3) New designs should reflect the solid (wall area) – void (window and door openings) as nearby structures.
- 4) Window and door proportions should be similar to nearby buildings.
- 5) New construction should observe the rhythm of spaces that exist (between building sites).
- 6) New designs should try to reflect the predominant textures, materials and colors in an area.
- 7) Designs should observe the scale of surrounding and nearby structures. Scale should also be consistent within a given structure. Scale is the relationship between the size of a human being and a building.
- 8) Predominant roof shapes of the area should be observed for a new construction design.

VIII

TERMS USEFUL IN REHABILITATING COMMERCIAL BUILDINGS

Arcade – a blind or open range of arches with pier or column supports.

Arch – a means of spanning an opening by the use of small units of masonry.

Architrave – in classical architecture the members between the capital and frieze; also door or window trim.

Ashlar – rectangular units of dressed masonry.

Baluster, Balustrade – a small railing support; the railing and its balusters are a balustrade.

Battlement – a parapet having indentations or slots; known also as crenellation.

Bay – a structural division of a building.

Bay Window- a projecting, window bay resting on a foundation.

Belt Course – a horizontal band around a building, often of a contrasting material.

Board and Batten – vertical siding consisting of flat members with narrow projecting stripes to cover the joints.

Bracket – a member which supports a cantilevered section.

Buttress – an engaged pier designed to strengthen a wall.

Cantilever – a projecting section, beam or upper floor.

Capital – the uppermost part of a column or other support.

Clerestory – an upper window portion of a building designed to provide natural light to a high-ceiling room.

Colonnade – a row of columns carrying an entablature.

Column – a vertical support usually round, normally having three parts; base, shaft and capital.

Console – a decorative bracket of greater height than projection.

Coping – a capping member of a wall or parapet.

Corbel – a support produced by extending successive masonry units out from the wall surface.

Corbel Table – a range of corbels often arcaded.

Cornice – the top section of a classical entablature; also the projecting terminus of a wall.

Creating – decoration along a roof ridge.

Dado- decorative treatment given the lower part of an interior wall.

Dentil, Denticulate, Denticular – a row of small rectangular blocks forming a molding; a cornice or other member having this molding is denticulate or denticular.

Dormer – a structure, usually gabled, which projects from a roof.

Engaged – a column or pier attached to and appearing to be partially embedded in a wall.

Entablatures – the construction above the classical column capital, consisting of architrave, frieze and cornice.

Façade – the front or “face” of a building.

Fascia – a flat horizontal wooden member used as a facing at the ends of roof rafters and in the cornice area.

Finial – the decorative pointed terminus of a roof or roof form.

Frieze – the middle member of a classical entablature often decorated.

Gable – the triangular part of an end wall under the pitched roof.

Gable Roof – a single-pitched roof having a gable at each end.

Gambrel Roof – a double-pitched roof.

Half Story – a habitable space, usually produced by dormers, above the cornice of a building.

Hipped Roof – a roofing having a slope on all four sides; a hip is the line of a meeting of two of these slopes.

Household – a projecting molding over a window or door.

Jamb – the side of a doorway or window opening.

Keystone – the top member of an arch.

Light – an individual pane of glass.

Lintel – a beam supported on vertical posts at its end; the most common method of spanning an opening.

Mansard roof – a pitched roof having two slopes, the lower one of which is much steeper than the upper.

Modillion – a decorative bracket of greater projection than height.

Mullion – a vertical member dividing a window into individual lights.

Muntin – a horizontal member dividing a window into individual lights.

Ogee – an S-curve or inverted S-curve; the term is used to describe the shape of an arch or molding, etc.

Order – the form of the column and its entablature in classical architecture.

Oriel – a bay window supported on corbels or brackets.

Palladian Motif – an opening consisting of an arched center section flanked by lower lintel sections having entablatures.

Parapet – a low protective wall.

Pediment – a triangular or segmental –curved gable.

Pier – a vertical supporting member.

Pilaster – an engaged pier, sometimes having a capital and base.

Plate – in wood construction, the horizontal member at the top of a wall which supports the roof structure.

Portico – Usually a pediment porch supported by columns.

Quoin – decorative treatment sometimes giving the masonry at the corners of a building.

Rock-Faced – stone which has natural undressed surface.

Rosette – a circular floral ornament.

Row Buildings – structures built as part of a row of similar building sharing side walls and roof.

Rubble – undressed, broken stone used in buildings.

Rustication – a stone with emphasized joints, achieved by beveling the edges or given the edges a special decorative treatment.

Sash – a frame designed to hold window glass.

Scrollwork – open woodwork produced by a jigsaw.

Shaft – the section of a classical column between the base and the capitol; also used to describe the middle.

Siding – exterior wall covering which generally consists of wood boards nailed to a frame.

Sill – the horizontal member located at the top of a foundation supporting the structure above; also used to describe the horizontal member at the bottom of an opening.

Soffit – the underside of an architectural element.

Spandrel – the surface at the side of an arch; in framed structures the spandrel is the blank space between windows in successive stories.

Storefront – the street-level façade of a commercial building, usually having display windows.

Terra Cotta – decorative clay units which are fired in molds.

Transom Window – a small operable or fixed window located above a door or other window.

Wainscot – a decorative treatment, normally wood, given the lower part of interior walls.

Water Table – a projecting belt course located above the foundation to direct water away from it.