

**TOWNSHIP OF MOORESTOWN
HISTORIC PRESERVATION COMMISSION AGENDA
THURSDAY, MAY 21, 2026
7:00 PM
Moorestown Town Hall in the Council Chambers
111 West Second St., Moorestown NJ 08057**

MEETING NOTICE

I. Call to Order

II. Opening Statement:

Notice of this meeting has been provided in accordance with the Open Public Meetings Act by:

1. Posting a copy of the agenda on the bulletin board at Town Hall.
2. Filing a copy of the agenda in the office of the Board Secretary at Town Hall.
3. Forwarding a copy of the agenda to the Burlington County Times and Courier Post.
4. Forwarding a copy of the agenda to each person who has requested copies of the regular meeting schedule.

All of the above posting, filing and mailing of the agenda have taken place on or before May 11, 2026

III. Moment of Silence and Flag Salute

IV. Roll Call

V. Meeting Minutes

1. February 5, 2026

VI. New Business

1. HPC #2026-04 – Hermine, LLC, 127 West Main Street, Block 2407 Lot 32 – Proposed Exterior Renovation including but not limited to Stucco, Window Expansion, awnings and Window Lettering and Signage.

VII. Discussion Items

VIII. Adjournment

OFFICIAL ACTION MAY BE TAKEN ON ANY ITEM ON THE AGENDA

Next Meeting: June 18, 2026

NOTE ON PUBLIC PARTICIPATION - During portions of the meeting open to the public, there will be a five (5) minute limit per speaker. In order to have an accurate record of this meeting, all attendees are reminded to **SPEAK DIRECTLY AND CLEARLY INTO THE MICROPHONE**. In addition, while you may be speaking loud enough for people in the room to hear your voice, proper microphone usage is necessary to ensure those participating virtually are able to hear what is being said. Any speaker not properly using a microphone will be reminded to speak into the microphone. Each person may speak only once during a public comment period and unused time may not be transferred to another speaker. All comments should be civil and respectful to those present. Anyone engaging in disruptive behavior may be asked to leave the meeting.

6. TYPE OF WORK (Check all that apply)

Architectural Feature	Repair	Replace in Kind	New
Foundation			
Exterior Walls			
Masonry Or Brickwork	X		
Siding			
Roof System			
Roof			
Dormers			
Cupola			
Downspouts			
Chimney			
Eave			
Cornice			
Soffit			
Frames			
Louvers			
Screen or Storm			
Shutters			
Doors & Doorways			
Door Surrounds	X		
Door Frames			
Doors			
Screen or Storm			
Porch			
Columns			
Railings/Balusters			
Foundation			
Stairs/Steps			
Fences			
Other- awnings,signage		X	X

7. CERTIFICATION

I hereby certify that the statements made in this application are true and complete to the best of my knowledge. I authorize Moorestown Historic Preservation Commission members and staff to conduct site visits if necessary.

Signature of Applicant: Christopher L. Baxter Date: 04/24/26

Printed Name: Christopher L. Baxter, Esq.

Signature of Owner (if different): Christopher L. Baxter Date: 04/24/26

Printed Name: 127 West Main Street, LLC

Historic Preservation Commission Action:

()	Recommend Approval	()	Recommend Conditional Approval	()	Recommend Denial
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Name & Signature
Historic Preservation Representative

Date: _____

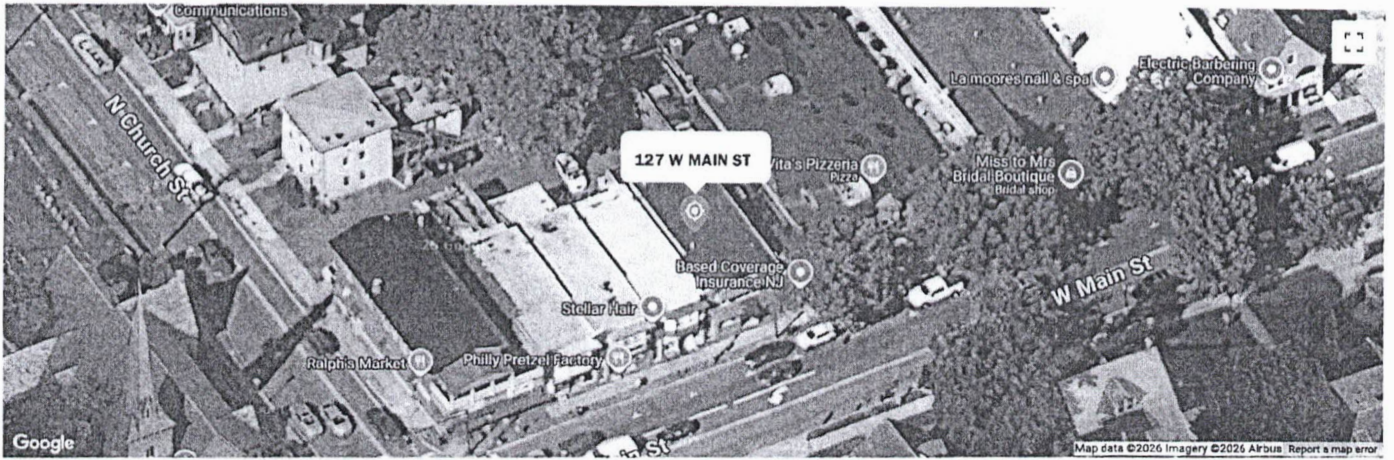
Signature
Christopher McSween
Zoning Officer

Date: _____



EXHIBITS HERMINE, LLC

- A** Documentary proof of stucco façade attached & existing stucco sample from façade (physical exhibit to be presented at hearing)
- B** Scope of Work—Stucco & Window Expansion
- C** Letter and curriculum vitae from Andrew Fleming: brick/stucco expert on historical renovation for façade improvements
- D** Mortar color match analysis – Limeworks US
- E** Mortar color match sample (physical exhibit to be presented at hearing)
- F** Mahogany trim sample (physical exhibit to be presented at hearing)
- G** Sunbrella technical information; physical awning sample material to be presented at hearing
- H** Property survey
- I** Deed (proof of ownership)

EXHIBIT A



Commercial Property in Burlington County
127 W MAIN ST, MOORESTOWN, NJ, 08057

-  4464 Sq. Ft.
-  Built in 1900

Value Unavailable

Property Details

Land Use
COMMERCIAL

Year Built
1900

Total Size
4,464 sq. ft.

Exterior Walls
STUCCO

Pool
NO POOL

ZIP+4 Code
2431

Longitude
-74.949524

County Fips
34005

Lot Size
3,533 sq ft.

Lot Depth
114 ft.

Municipality
MOORESTOWN

Tax Account Number
02158000

Building Type
RETAIL

Stories
2

Heating Type
NONE

Construction
TYPE NOT SPECIFIED

Census Tract
700504

Latitude
39.962933

Carrier Code
C021

County
BURLINGTON

Lot Frontage
31 ft.

Lot Number
32

APN
22 02407-0000-00032

Current Owner

127 WEST MAIN STREET LLC (202 BRIDGEBORO RD)

EXHIBIT B

Scope of Work: First-Floor Window Expansion

1. Preparation and Protection

- **Site Protection:** Heavy-duty poly sheeting and floor protection will be installed internally and externally to contain dust from stucco cutting.
- **Structural Review:** Existing headers (lintels) must be verified to ensure they can support the vertical load once 20" of wall material is removed from below the current sills.

2. Demolition and Precision Cutting

- **Exterior Cutting:** Contractors will use a diamond-blade circular saw with a vacuum attachment for clean cuts through the tinted stucco facade.
- **Material Removal:** A 20" section of stucco, lath, and substrate will be removed below both windows.
 - **Left Window:** Approximately 16.7 sq ft of material (10' wide x 1.67' high).
 - **Right Window:** Approximately 5.0 sq ft of material (3' wide x 1.67' high).
- **Interior Modification:** Interior framing and drywall will be demolished to match the new rough opening heights.

3. Framing and Waterproofing

- **Rough Framing:** Window sills will be lowered by 20", with new pressure-treated sills and jack studs installed to meet New Jersey building codes.
- **Flashing/Moisture Barrier:** Self-adhering flashing will be integrated with the existing weather-resistive barrier (WRB) to prevent water infiltration.

4. Window Installation

- **Unit Placement:** Energy-efficient units will be installed into the expanded openings based on your architectural elevations.
- **Sealing:** Professional-grade sealant/caulking will be applied around the perimeter for an airtight and watertight seal.

5. Facade Restoration (Stucco/Brick Simulation)

- **Lath and Scratch Coat:** Metal lath and a cementitious scratch coat will be re-installed in transition areas.
- **Tinted Finish Coat:** A final coat of stucco, tinted to match the existing "brick red" color, will be applied.
- **Pattern Matching:** The new sections will be scored to align with existing faux-brick mortar lines for a seamless transition.

6. Cleanup and Final Inspection

- **Debris Removal:** All construction waste will be removed from the site.
- **Final Walkthrough:** A final check will ensure all trim and finishes align with the "Old World French Bistro" aesthetic for the bakery.

EXHIBIT C

***A & A Concrete and Masonry LLC
Moorestown, NJ***

Moorestown Historical Commission
111 West Second Street
Moorestown, NJ 08057

Re: 127 West Main Street—Hermine Bakery Project

Dear Commission Members:

As a resident of Moorestown and the owner of A&A Concrete and Masonry LLC, I am writing to provide my professional assessment regarding proposed window modifications at 127 West Main Street.

With over 35 years of direct expertise, I have dedicated much of my career to the specialized field of historical restoration. My background and commitment to our local heritage includes:

Extensive restoration experience: I have restored multiple 19th-century stone and brick buildings across New Jersey, focusing on period-accurate repair, historical aesthetics, and structural stabilization. I have done historical restoration on Main Street in Moorestown as well.

Specialized Skill Set: My work involves delicate repointing and the preservation of original architectural details to ensure a structure's historical character remains intact.

Professional Affiliations: I am a Lifetime Member of the Medford Historical Society. I am also a 27-year member of the Bricklayers & Allied Craftworkers (BAC).

The Subject Property: I have personally conducted a thorough examination of the property at 127 West Main Street to evaluate the feasibility of enlarging the first-floor front windows. My inspection confirmed that the current facade consists of old brick finished with a stucco overlay designed to mimic a brick front.

Based on my decades of experience with masonry finishes, this specific construction actually facilitates a cleaner and more seamless modification than a traditional brick facade. Because the primary aesthetic layer is a specialized stucco treatment rather than exposed structural brick, I am confident that the windows can be enlarged with absolutely no disruption to the flow or historical integrity of the facade. In addition, the total amount of stucco façade to be removed under the applicant's proposal is negligible (approximately 2.5%-3.0%) given the benefit of the historic improvements proposed.

For three reasons, I can say with professional certainty that the window enlargement will be executed such that there is no variance in color or texture between the new work and the existing finish:

1. The owner has gone to the considerable expense of laboratory analysis of the mortar to assure matching period constituents and color. This is unusual and refreshing;
2. My skillset will ensure the transition is invisible, maintaining the building's historic profile while supporting its new use as a local bakery;
3. The owner proposes a mahogany trim for the windows that will hide the minimal imperfections, if any, between stucco and window framing. In other words, there will be no visible evidence of the restoration.

I am proud to support this historical project and am available to answer any technical questions regarding the masonry and finishing methods I will employ.

Respectfully submitted,

Andrew Fleming

Andrew Fleming, Owner

A & A Concrete and Masonry LLC

Andrew Fleming

Owner, A&A Concrete and Masonry

Concrete & Masonry Contractor | Historical Restoration Specialist

35+ Years of Professional Experience

Moorestown, NJ

Phone: 856-316-2656

Email: andrewfleming411788@gmail.com

Professional Summary


Experienced and highly skilled concrete and masonry contractor with more than 35 years of hands-on expertise in residential, commercial, and historical restoration work. Known for exceptional craftsmanship, structural knowledge, and a commitment to preserving historic materials and architectural character. Specializes in French drain installation, basement waterproofing and sealing, stone and brick restoration, and custom concrete solutions. Trusted for reliability, precision, and long-lasting workmanship.

Core Skills

- Concrete installation & finishing
 - Masonry repair & construction
 - Brick, block, and stone work
 - French drain systems
 - Basement waterproofing & sealing
 - Foundation repair & stabilization
 - Structural reinforcement
 - Site preparation & demolition
 - Project planning & client communication
-

Professional Experience

Owner / Lead Contractor



A&A Concrete and Masonry LLC — Moorestown, NJ
1989 – Present

- Oversee all phases of concrete and masonry projects, from planning and material selection to final finishing.
 - Perform specialized historical restoration on aging stone, brick, and mortar structures while preserving original architectural details.
 - Install French drains, sump systems, and basement sealing solutions to prevent water intrusion and foundation damage.
 - Complete custom concrete work including sidewalks, patios, driveways, retaining walls, steps, and decorative finishes.
 - Diagnose structural issues and provide long-term repair solutions for foundations, chimneys, and load-bearing masonry.
 - Manage client relationships, provide accurate estimates, and ensure all work meets or exceeds local building codes.
 - Supervise and maintain safe, efficient job sites.
-

Memberships & Affiliations

- **Lifetime Member**, Medford Historical Society
 - **Member**, BAC (Bricklayers & Allied Craftworkers) Local — Joined 1999
-

Selected Project Highlights

- Restored multiple 19th-century stone and brick buildings across New Jersey, including repointing, structural stabilization, and period-accurate masonry repair.
 - Installed numerous French drain systems and basement waterproofing solutions for residential clients with chronic water issues.
 - Completed large-scale concrete flatwork projects for commercial properties, including walkways, loading areas, and structural pads.
-

Certifications & Training

- OSHA Safety Training (various years)
- Historical Masonry Restoration Workshops

- Concrete Finishing & Repair Continuing Education
-

References

Available upon request.

EXHIBIT D



3145 STATE ROAD
 TELFORD, PA 18969
 215-536-6706
 LAB@LIMEWORKS.US

LW PROCESSING

3/30/2026 MR
 Date Received & Initials of Receiver
 3/31/2026 MR
 Date Reviewed & Initials of Reviewer
 3/31/2026 AH
 Date Report Sent & Initials of Sender

Initial Reply Notes

CLIENT INFORMATION

Hermine Bakery
 Project Name
 Moorestown, NJ
 Project Location
 1920's
 Project Year Built (if provided)
 Chris Baxter
 Client Name
 Company (if applicable)
 202 Bridgeboro Rd
 Street
 Moorestown NJ 08057
 City State Zip Code
 [Redacted]
 Contact Preference: Phone Email

DISCLAIMER

Information on this form is provided in good faith and does not claim to be a specification or scientific analysis. It is the responsibility of the client and any relevant stakeholders to determine the suitability of all products and recommendations, including but not limited to testing and mock-ups, before installation.

CONCLUSIONS AND RECOMMENDATIONS

OBSERVATIONS

Sample ID (if provided by client):
 Hermine Bakery
 Description of Material Submitted (material type and color):
 tan mortar
 General Observations (notable features, feel, texture, deterioration, etc.):
 The sample is difficult to break, it has very fine aggregate with some larger pieces on the surface. There are some small lime blebs throughout as well. It has some grey weathering on it.
 Soiling / Organic Growth (describe if present):
 There is grey weathering

Sounding: Soft Sharp Other _____
 Hardness (Mohs Rating): ⁹ _____ Not Applicable
 Reaction with White Vinegar: Strong Moderate Weak None Not Applicable

CONCLUSIONS & RECOMMENDATIONS

Sample is likely:
 Lime Portland Cement Portland-Lime Mix Gypsum Inconclusive
 Other: _____ Not Applicable
 LimeWorks' Product Recommendation: Similar Dissimilar ...to tested sample.
 Ecologic Mortar SCG(G) made with NHL 5
 LimeWorks' Color Recommendation: Stock Stock Blend Custom Other
 No product color matches available, we would have to do a custom.

Additional Notes:
 The sample submission form indicates a 1/4"-3/8" joint size but based on the samples sent in we would recommend using our Ecologic Mortar (G) as the sample is a bit coarser and has a larger profile than typical for finer sands. Cement today is much stronger than cement in the 1920s, so we recommend subbing a lime-only NHL 5 or a cement-lime Type O to prevent having a mortar that is too strong.

Please speak to a LimeWorks.us representative for product or additional service pricing and availability.

EXHIBIT E

**MORTAR COLOR
MATCH TO BE
PRESENTED AT
HEARING**

EXHIBIT F

**MAHOGANY
SAMPLE TO BE
PRESENTED AT
HEARING**

EXHIBIT G

TECHNICAL INFORMATION

APPLICATION

Awnings / Pergolas

FINISH

Water Repellent

WEIGHT OZ. LY. YD.

11.53

REPEAT

7.47 in. (18.97 cm)

COLLECTION

Sunbrella Mayfield

FABRIC CONTENT

100% Sunbrella® Acrylic

WIDTH

46 in. (116.84 cm)

WEIGHT OZ. SQ. YD.

9.00

SELVEDGE

Left / Right

CA PROP 65

No CA Prop 65 label is required.

CONSTRUCTION

Woven

WEATHER PROTECTION

Water Repellent

ROLL SIZE YD

60

RECYCLABLE

Yes, through the Recycle My Sunbrella program.

STANDARDS & CERTIFICATIONS

COMPLIANCE

REACH COMPLIANT

GREENGUARD® GOLD CERTIFIED

LEAD FREE

AZO DYE FREE

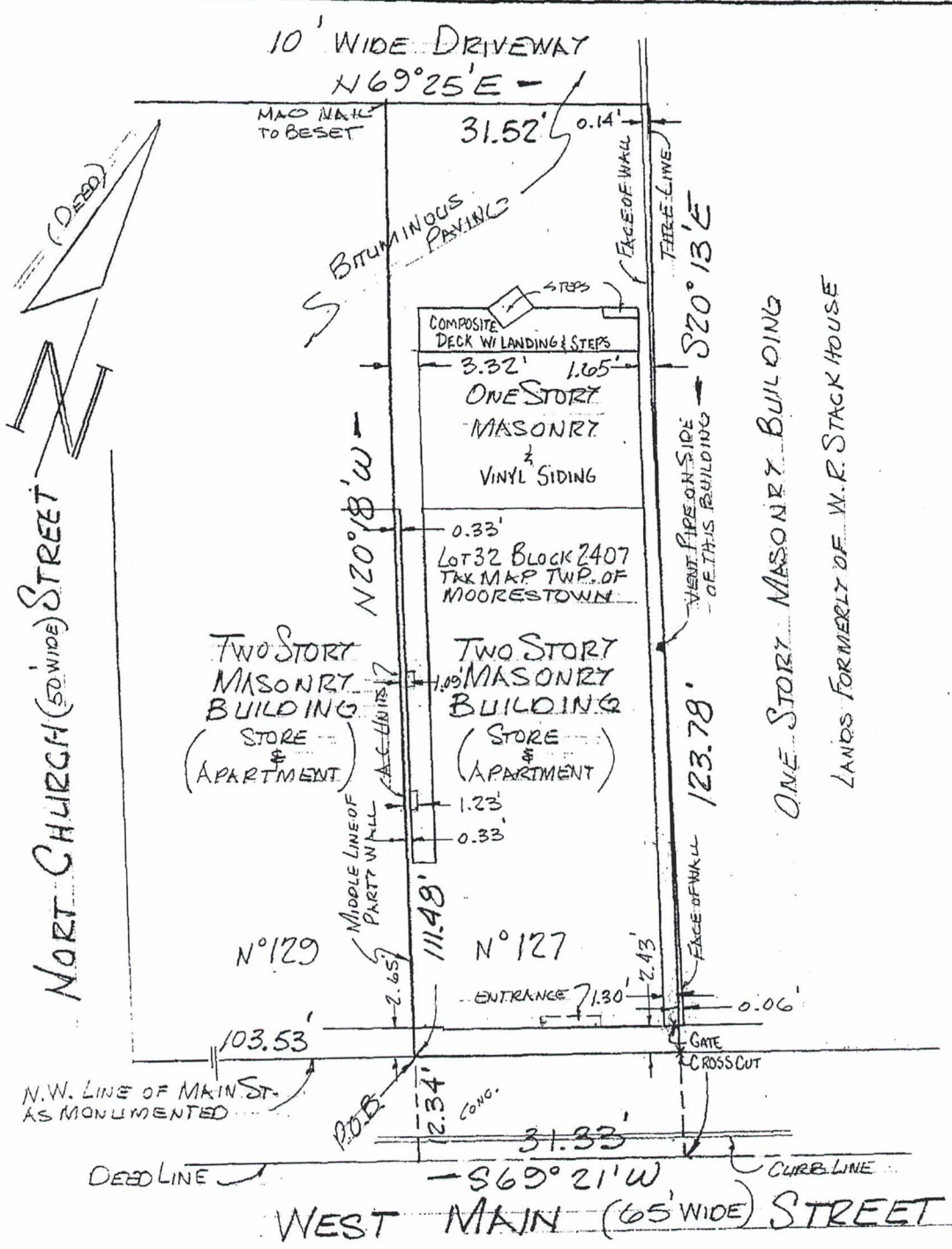


SKIN CANCER FOUNDATION

The Skin Cancer Foundation recommends certain Sunbrella fabric in shading products as part of a complete sun protection regimen, including regular use of sunscreen, to aid in preventing sun-induced skin damage.

**SUNBRELLA
SAMPLES TO BE
PRESENTED AT
HEARING**

EXHIBIT H



TO CHRIS BAXTER
any Insuror of Title relying hereon and any other party in interest:

In consideration of the fee paid for making this survey, I hereby certify to its accuracy (except such easement, if any, that may be located below the surface of the lands or on the surface of the lands and not visible) as an inducement for any insuror of title to insure the title to the lands and premises shown thereon. Responsibility limited to current transaction.

Richard S. Humphries

RICHARD S. HUMPHRIES
P.L.S. N.J. LIC. 34859
DATE OF SURVEY July 18, 2025

Walter H. Macnamara Assoc., Inc.
Professional Land Surveyors
Certificate of Authorization 24GA28052300
813 Haddon Ave., Collingswood, NJ 08108

Survey of Premises

N°127 WEST MAIN STREET

TOWNSHIP OF MOORESTOWN
BURLINGTON Co. New Jersey
Scale - 1" = 15' 3/65-25

856-854-5229



**WALTER H. MACNAMARA
ASSOCIATES, INC.**

PROFESSIONAL LAND SURVEYORS

813 HADDON AVENUE • COLLINGSWOOD, NJ 08108

R.W. HUMPHRIES, P.L.S.
R.S. HUMPHRIES, P.L.S

PHONE: (856) 854-5229
FAX: (856) 854-5457

ALL THAT CERTAIN land and premises situate in the Township of Moorestown, County of Burlington, State of New Jersey, bounded and described as follows:

BEGINNING at a point in the Northwesterly line of West Main Street (65 feet wide) as per monumented, said point being distant 103.53 feet Northeastwardly along the Northwesterly line of West Main Street from the intersection of same with the Northeastly line of North Church Street (50 feet wide), and extends; thence

(1) North 20 degrees 18 minutes West along the middle line of the party wall between premises No. 127 and 129 West Main Street, a distance of 21.48 feet to a point in the Southeasterly line of a 10 foot wide driveway; thence

(2) along said driveway, North 69 degrees 25 minutes East a distance of 31.52 feet to a point in the line of lands formerly of W. R. Stackhouse; thence

(3) South 20 degrees 13 minutes East a distance of 123.78 feet to the deed line of West Main Street; thence

(4) along said deed line, South 69 degrees 21 minutes West a distance of 31.33 feet to a point; thence

(5) North 20 degrees 18 minutes West a distance of 12.34 feet to the point and place of BEGINNING.

BEING KNOWN AS Lot 32, Block 2407 on the Tax Map of the Township of Moorestown.

TOGETHER with the right in common with others of a ten feet wide driveway running from North Church Street Eastwardly to land of W.R. Stackhouse, along the Northerly side line of land above conveyed for the purpose of ingress and egress with vehicles or otherwise over said ten feet wide driveway from said North Church Street to the above described premises.

Russell S. Humphries

EXHIBIT I

PREPARED BY:
Ronald DeSimone, Esquire
P.O. Box 8379
Turnersville, NJ 08012

DEED

This Deed is made on July 8, 2025

BETWEEN:

Strauss Property's, LLC, whose address is:
127 West Main Street
Moorestown, NJ 08057

Collectively referred to as the **Grantor**,

AND: **127 West Main Street, LLC**, whose address is:
202 Bridgeboro Road
Moorestown, NJ 08057

referred to as to the **Grantee**.

- 1. Transfer of Ownership.** The Grantor grants and conveys (transfers ownership of) the property (called the "Property") described below to the Grantee. This transfer is made for the sum of [REDACTED] The Grantor acknowledges receipt of this money.
- 2. Tax Map Reference.** Municipality of Township of Moorestown, Block **2407**, Lot **32**
- 3. Property.** The property consists of the land and all the buildings and structures on the land in the Township of Moorestown, County of Burlington and State of New Jersey, more particularly described as follows:

(SEE ATTACHED LEGAL DESCRIPTION)

BEING the same lands and premises which became vested in Strauss Property's, LLC by Quitclaim Deed from William DeSimone and Theresa DeSimone, his wife as to a two-third undivided interest and as tenants in common with William DeSimone, III as to the other one-third undivided interest dated August 29, 2002, recorded in the Burlington County Clerk's Office on January 28, 2003 in Deed Book 6031, Page 421.

- 4. Type of Deed.** This Deed is called a Bargain and Sale Deed. The Grantor promises that the Grantor has done no act to encumber the Property. This promise is called a "covenant as to grantor's acts) (N.J.S.A. 46:4-6). This promise means that the Grantor has



HERMINE

BREAD ~ VIENNOISERIE ~ PASTA

VIA HAND DELIVERY

April 29, 2026

Mr. Damian Gill
Director of Community Development
Township of Moorestown
111 West Second Street
Moorestown, NJ 08057

Re: ***Hermine, LLC***
Historical Preservation Hearing Application

Dear Mr. Gill:

Enclosed please find two copies of the following:

1. Application for an HPC hearing;
2. HPC checklist;
3. PDF of all materials that will be presented;
4. Master Bibliography;
5. Exhibits.

I have also provided an electronic copy of all materials to Mr. McSween today via thumbdrive. We are prepared to present this application at the regular meeting of the Historical Preservation Committee on May 21, 2026.

Please advise if you need anything further.

Very truly yours,

Chris Baxter

CHRISTOPHER L. BAXTER

cc: Christopher McSween (via hand delivery-thumb drive only)

herminebread.com

Instagram | Facebook | Tik Tok

127 WEST MAIN STREET, MOORESTOWN, NJ 08057

HPC APPLICATION SUBMISSION INSTRUCTIONS:

1. Submit (2) two hard copies of the application along with all supporting documentation including a completed application checklist to the Department of Community Development, 111 W Second Street, 2nd Floor, Moorestown, NJ 08057 and one electronic copy (PDF) to the Administrative Officer Cmcsween@moorestown.nj.us.
2. Applications will be reviewed for completeness. Applications must be deemed complete to be scheduled for a hearing. Incomplete applications will delay review and hearing date.

APPLICATION CHECKLIST

The following items are required for your application to be considered complete (Must submit (2) two copies of everything):

- Completed Application Form
- Photographs of each building elevation and site context
- Detailed written description of the proposed work
- Scaled plans or architectural drawings
- Product cut sheets and material samples
- Site plan/survey (if applicable)
- Proof of property ownership or owner's authorization
- Digital PDF copy of entire application package

MASTER BIBLIOGRAPHY

Moorestown Historical Preservation Commission

Applicant: HERMINE, LLC

MASTER BIBLIOGRAPHY

Moorestown Historical Preservation Commission
Applicant: HERMINE, LLC

Reference #1

Location/dates for the Moorestown Post Office provided by Stephanie Herz from the Moorestown Historical Society during a research session on 04/07/26.

Reference #2

The "Fortress" Aesthetic and Security: During the late 19th and early 20th centuries, financial institutions transitioned from simple "merchant" offices to monumental structures. The use of small, high-silled windows served two primary functions:

- **Psychological Security:** By utilizing "fortress architecture," banks projected an image of impenetrability and safety (Barnes & Newton, 2022). This was critical for maintaining public trust, as the physical strength of the building was seen as a reflection of the security of the capital held within.
- **Physical Protection:** High sills and smaller openings functioned as a natural deterrent against theft and civil unrest, contrasting sharply with the large "window shopping" displays of retail stores that prioritized visibility and foot traffic.

Architectural Hallmarks Banks of this era frequently adopted Classical Revival or Neo-Georgian styles to appear "safe" and established (Booker, n.d.). These buildings featured:

- **Massive Masonry:** Heavy stone or brick facades with limited openings (Booker, n.d.).
- **Defensive Orientation:** Recessed entrances and ironwork (such as those by Samuel Yellin) to further the "citadel" imagery (Preservation Alliance, 2023).
- **Light via Clerestories:** To compensate for small street-level windows, architects often used high clerestory windows or atria to bring in light while maintaining a solid, private exterior wall at eye level (Preservation Alliance, 2009).

Reference List

- Barnes, V., & Newton, L. (2022). Corporate identity, company law and currency: a survey of community images on English bank notes. *Management & Organizational History*, 17(1), 43–75. <https://doi.org/10.1080/17449359.2022.2078371>
- Booker, J. M. L. (n.d.). *The Architecture of Banking: A study of the Design of British Banks from the 18th Century to Modern Times* (Doctoral dissertation, University of York). https://etheses.whiterose.ac.uk/id/eprint/14171/1/296266_voll.pdf
- Preservation Alliance. (2009). *Thematic Context Statement Modernism: 1945 to 1980*. <https://preservationalliance.com/wp-content/uploads/202>

Reference #3

\$2.2 Million expenditure: New Jersey Department of Transportation (NJDOT)(2021); Local Aid Infrastructure Fund: *Moorestown Township Main Street Streetscape Phase III* (Grant documentation for pedestrian safety and historic aesthetic improvements).

"Eyes on the Street" Principle

- **Statement:** Increases the "eyes on the street" -- a core principle of successful historic commercial corridors.
- **Context:** This is a foundational concept in urban planning and preservation. It posits that transparent storefronts and active street-level uses create natural surveillance, making the area safer and more vibrant.

Reference List

- Jacobs, J. (1961). *The Death and Life of Great American Cities*. New York, NY: Random House. (Specifically, Chapter 2: "The Uses of Sidewalks: Safety").
- Kanigel, R. (2016). *Eyes on the Street: The Life of Jane Jacobs*. New York, NY: Alfred A. Knopf.
- National Trust for Historic Preservation. (2018). *Main Street America: The Point of View - Streetscape and Safety*. Main Street Center.

Transparency and Walkability in Moorestown

- **Statement:** A primary goal of the Moorestown Historic District is to maintain a vibrant, walkable Main Street. The current small windows offer no visual "transparency" into the building, which can make the storefront feel uninviting.
- **Context:** This aligns with the Secretary of the Interior's Standards and local design guidelines, which emphasize that the "commercial character" of a storefront is defined by its display windows and its relationship to the sidewalk.

Reference List

- Moorestown Township. (2026, March). *Draft Historic Preservation Design Guidelines: Commercial Storefronts and Transparency*. Moorestown Historic Preservation Commission. <https://www.moorestown.nj.us/CivicAlerts.aspx?AID=1072>
- Nelson, L. H. (1988). *Preservation Brief 11: Rehabilitating Historic Storefronts*. Washington, D.C.: National Park Service, U.S. Department of the Interior.
- Salt Lake City Planning Division. (n.d.). *Design Guidelines for Historic Commercial Properties: Storefront Transparency*. <http://www.slcdocs.com/historicpreservation/guidecom/ch2.pdf>

Reference #4

The mahogany trim provides a deliberate, high-contrast frame that highlights the new windows as a premium architectural upgrade rather than a mere renovation.

The "Frame" as Architectural Upgrade Using mahogany trim creates a "visual hierarchy." By providing a high-contrast frame, you are utilizing a design principle where the frame itself becomes a signifier of the quality of the object it contains. In preservation, this is often used to distinguish new, high-quality interventions from the original historic fabric.

Reference List

- Ching, F. D. K. (2014). *Architecture: Form, Space, and Order* (4th ed.). John Wiley & Sons.
- Leatherbarrow, D., & Mostafavi, M. (2002). *Surface Architecture*. MIT Press.
- National Park Service. (n.d.). *The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings*. U.S. Department of the Interior.
- Pallasmaa, J. (2012). *The Eyes of the Skin: Architecture and the Senses*. John Wiley & Sons.
- *Traditional Building Magazine*. (2023). *The Art of the Storefront: Wood vs. Metal in Historic Districts*.

Reference #5

NPS Preservation Brief #2: *Repointing Mortar Joints in Historic Masonry Buildings*. This Reference outlines the substantial risk of "toothed" edges and color mismatches when attempting to patch solid brick, contrasting with the monolithic finish of your stucco.

Reference List

- ASTM C926: Standard Specification for Application of Portland Cement-Based Plaster.
- Masonry Institute of America: Faux Brick and Stucco Veneer Systems.

Reference #6

Position: Ensures maximum transparency and maintains a strong visual connection between the sidewalk, our store, and our artisan process.

Reference List

- Gehl, Jan. (2010). *Cities for People*. Island Press.
- National Park Service (NPS). *Preservation Brief #11: Rehabilitating Historic Storefronts*.
- Jacobs, Jane. (1961). *The Death and Life of Great American Cities*. Random House.
- Moorestown Historic District Design Guidelines, Section: Storefronts.
- *The Parisian Café: A Social History*.

Reference #7

Historical Significance: durability. Unlike paint, 23k gold leaf does not fade in the sun. Historically, it signaled that a business was "here to stay." Gold leaf lettering—specifically water gilding on glass—is one of the most enduring symbols of American Main Streets, but it most strongly reflects the late 19th century through the 1920s.

Reference List

- Auer, Michael J. *The Preservation of Historic Signs*. Washington D.C.: National Park Service.
- LeBlanc, Raymond. (1980). *Gold Leaf Techniques* (4th ed.). Cincinnati: ST Media Group International.
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The "Bistro" Influence: The curved or "dome" awning gained popularity as a permanent architectural "statement" in the mid-20th century. The shape was designed to mimic the sophisticated storefronts of Paris and Milan. For a local bakery or cafe, installing a curved awning was a way to signal to residents that they were entering a "gourmet" or "artisan" space rather than a general dry goods store.

Framing the Opening: Unlike flat awnings that cut across the building horizontally, curved awnings follow the natural cut lines of windows or doorways. In towns like Montclair or Haddonfield, they were historically used to "soften" the harsh vertical lines of brick masonry.

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Key Scientific Principles

- **Disability Glare:** High-intensity sources create a "veiling luminance" over the retina, scattering light within the eye and reducing the contrast of objects (Patterson et al., 2015).
- **Adaptation State:** The human eye adapts to the brightest source in the field of view. A single high-intensity source "stops down" the pupil, making the surrounding dark areas

invisible, whereas multiple low-intensity sources allow for a more stable mesopic (middle-light) adaptation (Parker, 1963).

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