Farmington, Missouri

Downtown Revitalization & Economic Assistance for Missouri

Building Design Guidelines

June 2012

D·R·E·A·M INITIATIVE

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Acknowledgments

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Downtown Revitalization & Economic Assistance for Missouri

Building Design Guidelines

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1.0 INTRODUCTION

1.1 Historic Overview

Farmington is the county seat and largest community in St. Francois County, Missouri. The City is located along U.S. Highway 67, about 70 miles south of St. Louis, Missouri. Farmington has a current population of almost 20,000 people.

In 1798, Kentucky Native William Murphy obtained a Spanish Land Grant for a settlement along the St. Francois River. On his way back to Kentucky, William died and the settlement rights passed to his wife Sarah Barton Murphy and their grown sons. Sarah and her sons established the settlement, known as "Murphy's Settlement", in 1800. A post office opened in Murphy's Settlement in 1817 and the land was shortly thereafter annexed to the United States via the Louisiana Purchase. William's son David Murphy donated 52 acres of land for the installation of the St. Francois County Seat in 1822. The name "Farmington" was selected in 1825. Farmington was incorporated in 1836 and became a village in 1856.

With the building of Plank Road in the mid 1800's, Farmington enjoyed growth and prosperity. The historic road stretched from Pilot Knob to St. Genevieve, Missouri and was used to transport mining and shipping supplies. The route was later taken over by the St. Louis and Iron Mountain railroad. Today, Farmington is a regional hub for employment, shopping, healthcare, and business for the areas residents.

Downtown Farmington is located in the south/central area of the City, about a quarter of a mile south of Karsch Boulevard; the primary east/west traffic artery through the community. The general boundaries of the DREAM Study Area are College Street to the north, 2nd/McIlvane/Warren Streets to the south, "A" and Clay Streets to the east, and Long Avenue to the west. Downtown is the center of government, being home to City Hall, the St. Francois County Courthouse and Annex, Police and Fire Departments, Public Library, and other local business offices. Downtown is also home to Long Memorial Park and a City-owned skate park. Columbia Street is one-way eastbound and Liberty Street is one-way westbound. These two streets comprise the bulk of the commercial area in the DREAM Study Area and are very heavily travelled. Washington Street is the main north/south connection to Karsch Boulevard.

The historic Long Tannery is now Long Memorial Park; a popular event venue in Downtown Farmington.

There are some buildings with upper-floor potential for residences and the surrounding area contains several large single-family historic homes as well as other residences and smaller commercial buildings. There are several Downtown buildings that demonstrate evidence of significant alterations, potentially damaging their historic integrity.

In the 1950's, American lifestyles changed with the rise of highway construction and affordable automotive travel. Neighborhoods and commercial areas shifted away from the traditional downtown business district. Downtowns, while still the center of much community life, started to experience a loss of commercial viability. Consumers expected easy access and parking for their vehicles. New and modern design was preferred over traditional and old. As a result, by the mid 1970's many American downtowns suffered from a lack of investment and declining importance in the minds of residents. Although Downtown Farmington still has many of its businesses, many buildings demonstrate a lack of investment and maintenance. Therefore, an important issue for the City is the inspection and enforcement of codes and ordinances of these buildings before critical structural problems lead to collapses.

Farmington City Hall.

1.2 Intent of Guidelines

This document represents conceptual planning recommendations for the City of Farmington to consider regarding future policy and procedural decisions that affect Downtown buildings. These guidelines will help recapture the characteristics of existing buildings and guide new development. The concepts expressed are focused primarily on commercial buildings in the DREAM Study Area, however there are some residential issues discussed in Section 4.0 on page 27.

The intent of these guidelines is to help preserve the architectural character and improve the visual appearance of Downtown Farmington. In America, downtowns have traditionally provided a sense of place and pride for city residents. Downtown was the business and civic center of a city. The architectural style, size, and materials of the downtown buildings often reflected the success and wealth of the community. In Farmington, this civic pride is evident in many buildings, such as the St. Francois County Courthouse and Long Memorial Hall. The buildings in Downtown Farmington, along with the City's public streets, parks, and sidewalks, combine to create a lasting image in the mind of a visitor of the City's heritage and existing residents and businesses.

Downtown Farmington has many buildings with design merit, as well as some that lack architectural character. This report will also suggest methods of improvements for buildings which have lost their character. Restoration of buildings to the original design is not the goal of the guidelines, unless the building is on the National Register of Historic Places. The guidelines focus on improving the public façade and appearance of structures to help create a positive identity for Downtown. There are three types of structures which form the collective whole of Downtown: those that contribute to the Downtown identity, those that detract, and those that do neither. The objective is to maximize contributing elements and minimize detracting elements, thereby creating a stronger and more attractive Downtown Farmington.

Specific Farmington buildings and a vacant lot, detailed in Section 7.0 on page 35, were selected by the City to demonstrate design concepts in illustrative form.

1.3 Existing Context

Downtown Farmington, Missouri, has a linear layout with one-way streets moving traffic from east to west and back. The majority of commercial buildings are oriented to these streets; Columbia and Liberty Streets. There is some commercial activity in other areas of the DREAM Boundary. Primary access routes into Downtown Farmington are from Highway 67 along Columbia Street/Highway D or along Washington Street from Karsch Boulevard, which connects to Highway 67.

Columbia Street and Liberty Street have different atmospheres. Buildings on Columbia Street are closer together and are set close to the street, whereas buildings on Liberty Street tend to be farther away from the street giving the street a more vehicular feel. Many buildings on Columbia have retained their architecturally significant elements, however some were the subject of inappropriate alterations and some have maintenance issues. Many businesses are located in this area and there are few vacancies. Traffic along Columbia and Liberty is brisk, which is a positive characteristic, but can also make pedestrian travel difficult. The City has installed attractive streetscape elements along Columbia and intends to replicate these improvements on Liberty, where space will allow. The lighting, benches, and trash receptacles are of an appropriate and attractive style and the sidewalks are well-maintained, however accessibility and crosswalk issues are prevalent. The street trees and attractive wayfinding signage provide important vertical aspects to the streetscape.

Some building façades have been compromised by inattention to the upper floors, excessive signage, and inappropriate building materials. There are also some recent infill buildings, primarily along Liberty Street and the eastern edge of Columbia Street.

There are two historic districts and three historically designated buildings located in the DREAM Study Area boundary. The City has also formed a Historic Preservation Commission, however there are no design guidelines being implemented unless the construction is to a historically designated building. There is no attempt to encourage new construction or renovation activities to be complementary to existing architecturally and historically significant properties. Many Downtown Farmington residential properties, like some of the commercial properties, are in need of maintenance and inspection. Some of the larger single-family homes have been divided into smaller apartments, and many are rehabilitations which utilized inappropriate windows, doors, and siding materials.

Buildings which contribute to the architectural character of Downtown Farmington.

Downtown Farmington also has examples of good rehabilitation. Several buildings along Columbia Street have been well-restored. An important step in Downtown's revitalization will be for the Downtown Development Association to work with City staff to develop effective policies and procedures to protect these buildings from deterioration and to encourage the owners of other properties to conduct complementary rehabilitations.

1.4 Downtown Farmington Map

The map on this page depicts the DREAM Study Area in red outline.

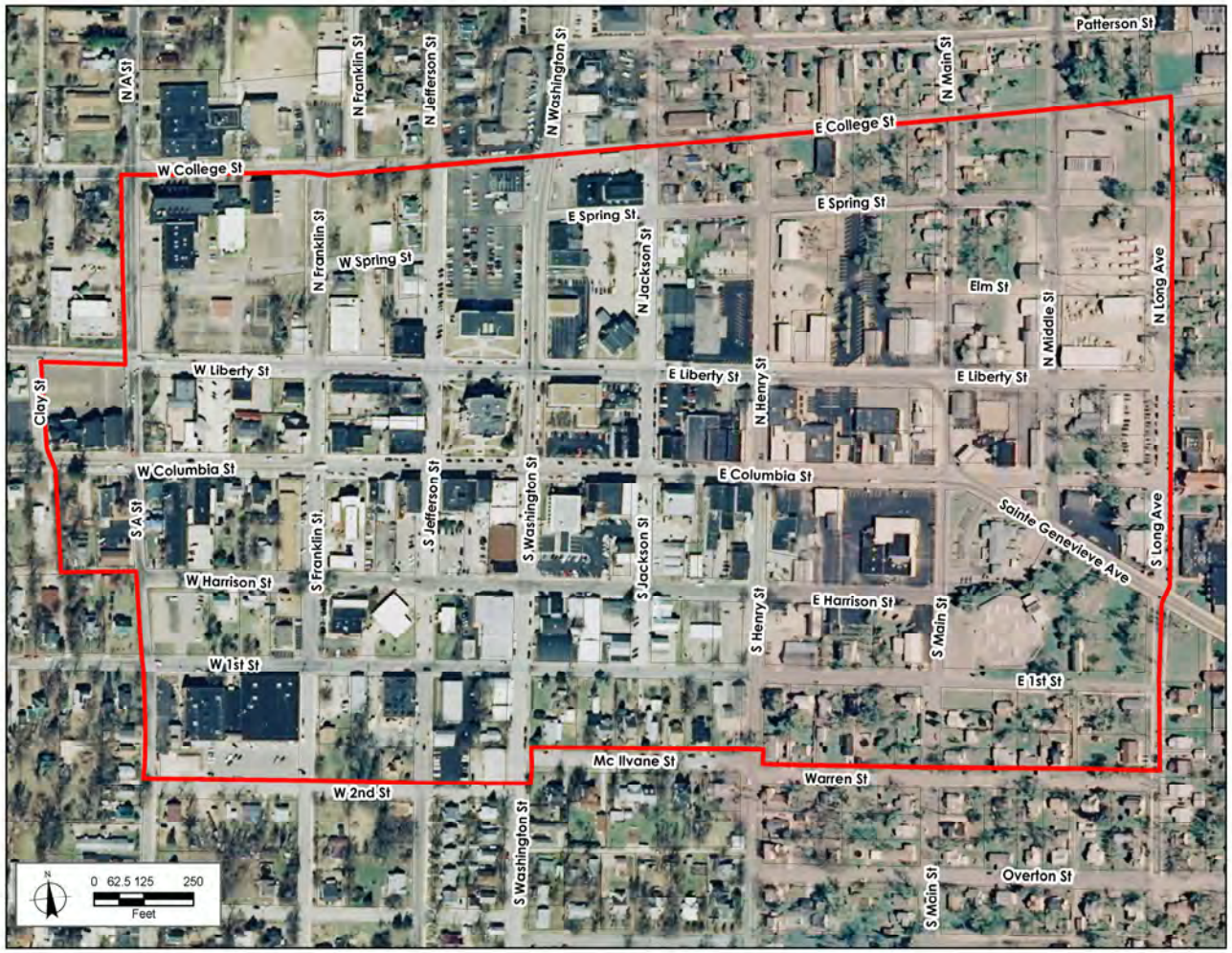


Exhibit 1
DREAM Boundary
Downtown Study Area
City of Farmington, Missouri

Legend
Study Area

DECEMBER 2009

2.0 REHABILITATION AND MAINTENANCE GUIDELINES FOR EXISTING BUILDINGS

Any original element or material that still exists on historic or non-historic Downtown buildings should be retained. These original elements provide historic value that cannot be replaced and are particularly important for storefronts. Prism glass in transom windows or a decorative wooden door with beveled glass are examples of original materials that should be retained.

Replacement of missing architectural elements should be based on accurate duplications of original features. When an entire detail must be reconstructed, the new material should match the original in design, color, texture, and other visual qualities. Where reconstruction of an element is impossible because of a lack of historical evidence, then a new design that relates to the building in general size, scale and material may be considered. Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be acceptable.

Historic St. Francois County Jail in Downtown Farmington.

2.1 Differences Between Rehabilitation, Restoration, & Renovation

The Secretary of the Interior's Standards for Rehabilitation define *rehabilitation* as "The act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use, while preserving those portions or features of the property which are significant to its historical, architectural, and cultural values."

Rehabilitation is distinguished from *restoration*, which is defined as "The act or process of accurately recovering the forms and details of a property and its setting as it appeared at a particular period of time by means of removal of later work or by the replacement of missing earlier work."

In contrast to rehabilitation and restoration, *renovation* seeks to modernize a building. Little attention is paid to retaining historically significant architectural features. Renovation, by its very nature, destroys the historic integrity of a building. Once a building is renovated it may no longer be eligible for rehabilitation tax credits or listing on the National Register of Historic Places.

As property owners seek to invest in their buildings, they should seek professional guidance for rehabilitation or construction activities. The Secretary of the Interior's Standards for Rehabilitation and various Preservation Briefs are on the National Park Service website; www.nps.gov. Property owners interested in applying for historic tax credits should contact the Missouri State Historic Preservation Office; www.dnr.mo.gov/shpo/.

2.2 The Benefits of Rehabilitating Buildings

The rehabilitation of buildings will provide several long-term benefits to the property owner and for the collective good of Downtown Farmington. Appropriate rehabilitation of an existing building adds value to the structure. Improvements to the façade and updates to mechanical, electrical, and plumbing systems are investments that help limit maintenance costs. Repairs also address codes and safety regulations and make the building more marketable. A well-maintained building displays a positive image of the occupant and owner and adds to Downtown's atmosphere.

The front (façade) of a building is the first image a customer or user often sees. The image needs to be positive so that a customer or user will want to enter the building. The rehabilitation of the façade is vital for the business inside the building. A rehabilitation of a façade in a scale and proportion which respects the original building and the user, will be inviting and will create a high quality standard for other Downtown façades and storefronts.

Building façades, particularly the front façade, combine with public sidewalks and streets to create the outdoor living room of Downtown Farmington. This space is at the center of the community and should be alive with activities and events. As such, proper redevelopment and maintenance of all elements of this area is critical for Downtown revitalization success. This process takes time. This will be an ongoing effort that will evolve, pick up speed, slow down, be applauded, and be criticized. The one constant should be the desire to adjust Downtown to an atmosphere that is attractive to Farmington residents, businesses, and visitors.

Well designed & coordinated storefront found in St. Charles , Missouri.

A rehabilitated façade and side elevation in Downtown Farmington.

2.3 Building Zones

Improvements to buildings will be discussed in the context of three distinct zones; the **Storefront**, the **Upper Façade**, and the **Rear (or Side) Elevation**. The storefront is the most critical element, as it provides the interface between the business and the street. Components of the storefront zone include some upper façade elements, but primarily focus on the building façade at the pedestrian level. A storefront zone and some important upper front façade elements are shown on the following page and discussed in Section 2.15 on Page 19.

The upper façade is found above the pedestrian level on the front of the building. This is an important part of the building façade which should be well-maintained by the property owner. This zone is discussed in Section 2.16 on Page 21. Rear or side elevations of a building may present opportunities to create a pleasing shopping atmosphere. Rear (or Side) elevations are discussed in Section 2.17 on page 22.

STOREFRONT ZONE

2.4 Façade Elements

The various elements of a façade must be balanced. Appropriate massing, building and floor heights, proportions, roof lines, materials, and setbacks are critical considerations. Any future development, to be discussed in Section 3.0 on Page 25, should be encouraged to implement a design that contributes to the fabric of Downtown and complements existing Downtown buildings.

Other aspects such as architectural details, colors, and cornices are more important to the restoration of historic buildings, but can also be used in new construction. Developing a balance of all building elements can allow a building to be very individual in its character, but at the same time be a complementary thread woven into the overall fabric and feel of Downtown.

2.5 Rhythm

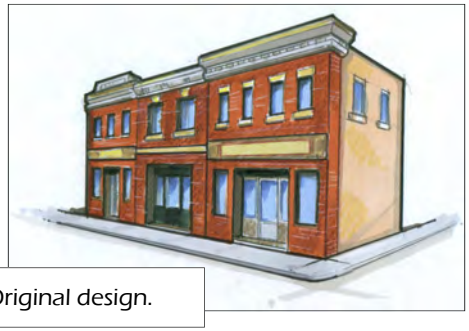
The defined rhythm of Downtown Farmington should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing. New infill buildings and structures should maintain the rhythm through proper repetition of details and orientation to the street. Additionally, vertical elements, entrances, lighting, and other street furnishings can also develop the rhythm of a specific block.

The elements on this rehabilitated façade and upper façade in Downtown Farmington help establish rhythm along the street..

2.6 Alterations

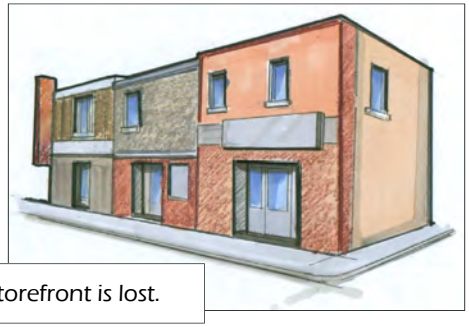
Encourage removal of alterations or additions that disrupt the fabric of the Storefront Zone. It is possible that non-historic and new construction can complement the building fabric that has developed, therefore some alterations may not need to be removed. Decks, structures providing access for people with disabilities, and other "detachable" alterations can be used, but should be as unobtrusive as possible and located on the rear or sides of the building.

As a rule, any and all alterations or additions to the upper front façade should be removed. Alterations in this zone can significantly change the overall appearance of the building. Signage and lighting should be carefully considered, as these elements are generally restricted to the Storefront Zone. Avoid removing or altering any historic material or significant architectural features. Care should be taken during the removal process to avoid damage to original elements hidden behind the alterations. When disassembly of a historic element is necessary, use methods that minimize damage to the original materials.



Original design.

Minor alterations.



Storefront is lost.

Significant alterations.

2.7 Masonry

Masonry is typically the preferred façade material for Downtown. Most existing construction will utilize some masonry. In most instances metal and wood siding is not a suitable choice for Downtown building fabric. These types of siding provide harsh lines, stark contrast, and no relief or warmth to the buildings. If wood was the historic material, it may be restored. Effective recommendations related to the treatment of masonry façades include:

- Maintain the original color and texture of masonry walls. Materials such as stucco or paint should not be removed if this was the historic covering and only applied if it was the historic covering. If painted or stained masonry is going to be returned to its original state, a minimally intrusive removal process should be used.
- Clean masonry and mortar only when necessary to limit deterioration or to remove heavy soiling. Avoid techniques such as sandblasting, caustic chemical solutions, and high-pressure water blasting as they may erode the surface and accelerate deterioration.
- Masonry restoration, particularly on historic structures, should be done by professionals.
- Damaged bricks and stone should be repaired or replaced with similar color, texture, and style masonry products. Re-point masonry walls when there is evidence of disintegrating mortar, cracks in mortar joints, loose bricks, or moisture retention in the walls. New mortar should duplicate the old mortar in composition, bonding strength, profile, color, and texture. Do not use cement mortar in brick construction as it is too hard and will result in spalling and cracking of the softer bricks.
- Portland cement as a patch for masonry is unacceptable.
- If a historic façade has been covered with metal or wood siding it should be removed. Exposing the underlying brick masonry will help re-establish the character of the building and contribute to the visual continuity of the block. Metal cladding or siding can hide interesting details and may be easy to remove. If, after removing the covering material, portions of the original façade must be replaced, use a material similar to the original in color and texture.
- Regular maintenance of foundations is required to prevent structural and water damage. Any water-proofing methods for foundations should be applied beneath the finished grade or inside the structure.

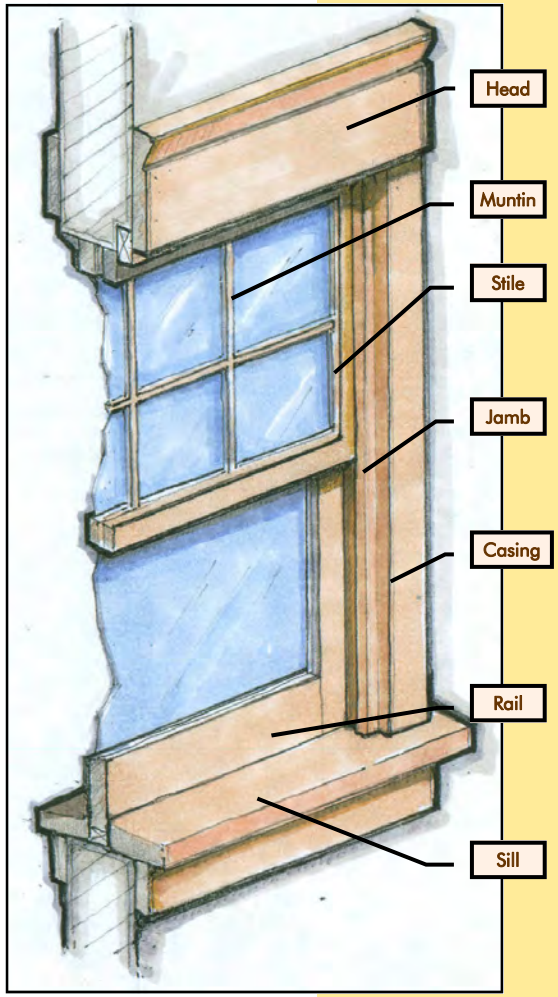
Poorly repaired brickwork on a façade in Downtown Farmington.

Maintenance of masonry façade.

2.8 Windows

Windows are a major feature of the building exterior and vary with each building style. Windows have a proportional relationship to the structure as a whole, and also have a decorative function. The shape and glazing pattern of windows on a building may be one of the principle characteristics in identifying its historic period and style. Thus, if original windows are removed and replaced with incompatible modern windows, the basic character of the building will be altered significantly. Recommendations for the treatment of windows include:

- The number, size, and locations of existing window openings should be retained. Do not block-in windows to reduce the size of the window opening or to fit stock window sizes. New window openings should not be added on elevations that can be viewed from a public right-of-way. Original windows should be restored to a serviceable condition when possible.
- Retain and repair window frames, sash, decorative glass, panes, sills, heads, hoodmolds, moldings, and any exterior shutters and blinds whenever possible, replacing only the missing or deteriorated part. Replacement window parts should duplicate the material and design of the original window. Reuse parts in their original configuration if disassembly is required.
- If duplication of the original window or window part is not technically or economically feasible, a simplified version of the original may be acceptable as long as it has the same size and proportion. Modern window types that are inappropriate include large picture windows, casements, and bow windows, unless they are original to the building.
- Do not install shutters on windows that did not originally have shutters. The shutter should measure the full height of the window and half its width, so as to cover the entire window when closed. Fasten shutters to the window frame and not the siding.
- Inappropriate modern window features such as plastic and metal awnings or fake, non-operable, synthetic shutters and blinds detract from the historic appearance of a building and should not be used.
- Storm windows should have wooden frames painted to blend with the trim and be installed on the interior, rather than exterior.
- Upper floor windows are typically vertically-oriented and uniformly spaced across the upper front building façade. Upper façade windows establish rhythm and are an important unifying feature of Downtown.
- Masonry infill, wood panels, or mismatched windows should be removed and replaced with appropriate materials.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window. Any windows covered by masonry infill, wood panels, or mismatched windows should be removed.



Typical window elements.

- Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be considered.
- Window shades or curtains in colors that coordinate with accent trim should be encouraged.

2.9 Architectural Details

The architectural details found on some Downtown Farmington buildings are signatures of the builders and designers and represent a connection to the past. In typical modern construction, such details would not be included. Restoration of details such as cornices, medallions, brackets, brick patterns, and ornamental glass is often foregone in renovation work, destroying or hiding any hint of the heritage of the building. Suggestions for treatment of details include:

- Replacement of missing architectural details should be based on accurate duplications of original features. In some cases, an entire element must be reconstructed. In the event that complete replacement is necessary, the new material should match the original in design, color, texture, and other visual qualities. Photographic evidence is a good source for design research.
- If the cornice is missing, a similar cornice of like size and scale should be installed. If no evidence exists as to form and detail, the reconstructed cornice should be as simple and non-intrusive as possible. A cornice is an important element of a building that leaves a very obvious absence if it is missing. If the cornice is intact, it should be repaired and maintained as required.
- Where architectural details have been removed, refer to historic photos for details to use as patterns for new designs. Where exact reconstruction of details is not feasible, consider developing a simplified interpretation of the original in which its major forms and lines are retained.

Shutters are encouraged on upper level windows. They should be proportioned so that if closed, they would completely cover the window. (Example from Washington, Missouri)

This Downtown Farmington building owner has preserved significant window features.

2.10 Awnings and Canopies

Awnings used in the Storefront Zone provide shade for merchandise, shelter for pedestrians, and bring a colorful accent to the building front that can be changed frequently and without great expense. Canopies are more permanent structures built onto the front of the building and may include lighting for the sidewalk in front of the store. Upper window awnings provide shade and help establish rhythm along the street. The following suggestions enhance appropriate use of awnings and improve Downtown aesthetics:

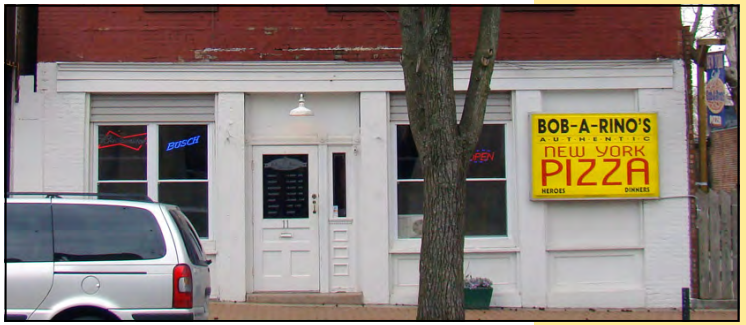
Some awning and canopy conditions observed in Downtown Farmington.

- Mount the top edge of awnings to align with the top of the transom, or to align with the framing that separates the transom from the main display window. This will help strengthen the visual continuity of store fronts.
- Roll-up awnings were a common site on historic storefronts. If a roll-up awning is not operable, the awning should follow the shape of an operable awning.
- Awnings should be installed over the original storefront opening and not extend beyond.
- Awning colors should coordinate with the color scheme for the entire building and complement any overall color palette established for Downtown buildings. Awnings on upper windows should match the storefront awning in color and material.
- Awning signage or lettering should not be allowed where another flush-faced sign exists and may be limited to the vertical front flap of the storefront awning only; not the upper floor awnings. Signboards under the awning to assist pedestrians should be of a limited, uniform size and complement the awning and building.
- Awnings will wear and this aspect should be acknowledged as an operating cost of doing business which can be changed every few years for a fresh look.
- Aluminum, steel, and wood shingle awnings and canopies are typically not original building elements and tend to detract from the overall appeal of Downtown façades. These structures should be removed and the original building exposed and repaired.

2.11 Building Entrances

An entrance is an important feature that affects all building tenants and beckons the visitor. The primary building entrance should be obvious, but side and rear entrances should also be well-defined and attractive. Easily identified entrances assist in wayfinding for pedestrians and motorists. Suggestions for enhancing entrances include:

- Recessed entries allow customers an outlet from the pedestrian pathway on the sidewalk as they are invited into a store. Maintain recessed entries where they exist. These areas provide protection from the weather, and the repeated rhythm of shaded areas along the street helps to identify business entrances.
- If the original recessed main entry has been removed, consider establishing a new one in the same location.
- Side and rear entries should be visible from nearby parking areas and have a clear, well-lighted pathway for access.
- At least one public entrance is required to be compliant with the Americans with Disabilities Act Accessibility Guidelines; however, this can be a side or rear entry.
- Use doors with large panes of glass where feasible, these will improve the visibility of the business to outside viewers. Avoid doors that are flush with the sidewalk, and consider using an accent color on the door.
- If there is only one business on the ground floor of a building, center business signage over the main entrance, not off to either side.

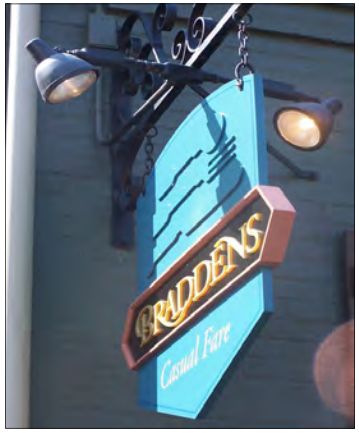


Some entrance conditions observed in Downtown Farmington.

2.12 Building Lighting

Buildings should be interesting to view at night, as well as by day, and creates a positive impression about Downtown. Suggestions to help enhance the attractiveness and safety of Downtown Farmington building lighting include:

- Use lighting as a design element to draw attention to the overall building. Emphasizing architecture in the Upper Façade and Rear Elevation zones can provide attractive highlights.
- Warm-colored lighting of the storefront should accent the entrance, flush-mounted signage, and any architectural elements, as well as provide light for safety and security.



Use lighting to highlight building, signage & entrances. (Examples in photos from St. Charles, Missouri)

- Light fixtures should be of a simple and non-intrusive design in a style that matches the period of the building. Neon lights and cool fluorescent lights should not be used. Sign lighting should be balanced in color and intensity, with light in display windows.
- Lighting on rear façades should be similar to the lighting on the front of the building and provide illumination at the entry door and along the pedestrian path from the parking area.
- Encourage lighting that incorporates sustainability concepts as noted in section 6.0 on page 31.

Inappropriate style of lighting. Found in Columbia, Illinois.

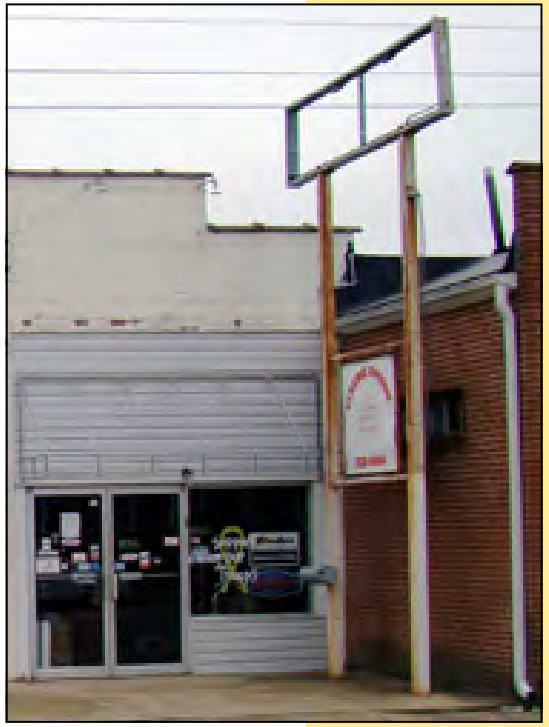
2.13 Business Signage

For a successful business environment, each shop must have its own identity while at the same time maintaining the continuity of the district. Effective signage identifies the business without detracting from the architecture of the building and distracting the pedestrian. Sign types and their locations should be kept simple and consistent for ease of public awareness. Signage should be restricted to the Storefront or Rear Elevation zones, and not the upper floors of a building.

Business signage in Downtown Farmington is somewhat haphazard. There are some excessive and cluttered sign installations, including several abandoned signs that the City has not required the property owner to remove. The following guidelines will help enhance this aspect of Downtown Farmington:

2.13.1 General Business Signage Design Issues:

- A business sign should be a part of the building design and not hide architectural features or details. Encourage flush mounted signs that fit within the outer edges of the building front and in the sign band. This type of signage helps to reinforce horizontal lines along the street.
- The size of the sign should be of an appropriate scale for the building and street. Large signs are not needed because downtown signage is oriented to the pedestrian, not the motorist.
- In general, for all signs, the material and color of the sign should complement other building and façade materials. Clashing colors and too many types of materials can cause visual distress in the viewer or customer. Well thought-out and professionally designed signs are best and, often, simpler is better.
- Select high quality materials as signs are exposed to extreme weather conditions. Good craftsmanship will pay off in longer service for a sign and conveys a stronger image to the public. A deteriorating sign presents a poor image to customers.
- Encourage the use of custom sign designs to reinforce the downtown business as unique. Mass-produced signs, such as rectangular plastic panels with internal lighting, fail to make a lasting impression in a customer's mind.



An abandoned sign observed in Downtown Farmington.

- Illuminate signs in such a way as to enhance the overall composition of the façade. External lighting cast from period style, non-intrusive fixtures is preferable to internal sign lighting.
- The message of the sign should be simple and easy to understand. The name and type of business should be sufficient. A logo or symbol of the type of business could substitute for a "type of business" message.
- Rooftop, blade, pole, neon, electronic message boards, flashing or otherwise moving or animated signs, signs playing music or sounds, and billboard signage should not be allowed if possible; and severely restricted if allowed.
- Abandoned signs should be removed.
- Place signs near the business entrance to guide a customer's eyes to the door.
- Where several businesses share a building, encourage coordination of signs by aligning smaller signs or grouping them into a single directory panel with similar forms or backgrounds that tie together visually and make each sign easier to read.

2.13.2 Style and Location of Signs:

Projecting Signs: Encourage projecting wall signs that give the business name, logo, or image of the product sold, such as a watch for a jeweler or a drug company logo. Signs of this style should have the following characteristics:

- Material: Unframed painted wood or metal panels hung from painted wall brackets. Wood signs with carved or sandblasted designs that are painted are also appropriate.
- Lighting: Non-illuminated or externally illuminated with spotlights is the preferred lighting style.
- Location: Bottom of sign should be no lower than 8'-0" above the sidewalk and the top below the building parapet or the second floor windows. Locate projecting signs along the first floor level of the front façade.
- Message: The use of symbols instead of text on projecting signs can be easily identified and remembered by the customer.

Wall Signs: These signs are painted on the brick wall or a panel above the storefront windows or on the side façade. The old faded signs painted directly on the brick are commonly called "ghost signs" and should be preserved as historical building elements. Wall signs should have the following characteristics:

- Material: Painted directly on the building brick or on wood or metal panels. The signs painted on brick typically had white lettering on black backgrounds unless they advertised a product, such as Coca-Cola or Wrigley's, which were multi-colored.

Some signage conditions observed in Downtown Farmington. (Excessive branding signage at top, temporary banners at top and middle, excessive sign without frame at bottom.)

- Lighting: Natural light or externally illuminated with spotlights.
- Location: Many of these signs were located in recessed brick panels above the storefront windows. Research historic photos to determine the locations of original signs that may still exist beneath paint and metal or wood panels. Wall signs should not be located above the building parapet.

Window Signs: Painted or foiled lettering on the storefront display window glass, often advertised a doctor, dentist or attorney. This type of signage should have the following characteristics:

- Material: Professionally applied painted lettering or gold or silver foil lettering. Vinyl lettering applications should be limited to temporary uses or avoided completely.
- Lighting: Natural lighting or the inside lights of the building are sufficient.
- Location: On the glass of the entry door or the display window at eye level. These signs are fairly simple and should not dominate the window. The view of the merchandise inside should be unobstructed. Window signs are also appropriate in second floor windows to identify second floor businesses.

Awning and Canopy Signs: Lettering on awnings or canopies should only be used where there is no other flush-mounted sign; however a simple symbol or logo on an awning can help identify the business type. These signs should also have the following characteristics:

- Material: Lettering silk-screened on awning fabric or painted on wood or metal panels.
- Location: Six to eight inch high lettering on the front valence of a fabric awning or a hung sign panel. These panels should be a maximum of twelve inches high.

Sidewalk signage: Symbolic signage, such as barber poles, were often set on the sidewalk to attract customers. Sidewalk placards were also

These properties in Downtown Farmington may exhibit excessive signage (top and middle) or inappropriate sign styles (bottom) for the Downtown atmosphere.

used to advertise merchandise or daily specials. These types of signs can still play an important role in business advertising, however, sidewalk signs should have the following characteristics:

- Material: Painted wood or metal. Merchants should avoid stock displays that also advertise the names of products such as beverages. A well-maintained, high quality sign is important.
- Lighting: Natural illumination. Do not internally illuminate.
- Location: This signage should be located at the edge of the sidewalk or building face. Maintenance of the sidewalk thoroughfare is important, and these signs should not obstruct any pedestrians. If the right-of-way is not large enough, this signage should be avoided. Most signs of this type should be portable so that they can be taken inside at night or during special activities, such as parades.

Attractive Principal Business Signs on awnings should be located directly over the entrance to the business, as in this example found in Downtown Farmington.

2.13.3 Number and Area of Signs:

Principal Business Signs: Signs to identify the name and nature of the business should be the primary type of signage and restricted to two per building storefront. This signage may be any combination of the types of signs discussed above.

Auxiliary Signs: Additionally, each business could have a sign stating hours of business and an "open" sign. These should be limited to two square feet each. Other indoor directional signage and brand information should not be placed as another outdoor sign.

Side Street Directories: The side walls of corner buildings can be used for wayfinding to parking, churches, and other attractions. These signs should be of uniform size and design. A suggested sign panel size would be 12 inches high by 48 inches long with 6 inch high lettering.

Sign Area: The aggregate area of all signs should not exceed 100 square feet, except buildings with front wall area of 1,000 square feet or more, where the aggregate sign area should not exceed approximately 10% of the front wall area.

Lettering Size: The size of lettering or any sign type should not exceed 12 inches high, except for the first letter of each word, which should not exceed 18 inches high.

Lettering Style: Because the historic signs spanned a long time period, a variety of lettering styles existed together. Lettering style for new signs could be either simple block letters or more elaborate lettering styles. Each business should express their individuality in their sign design.

2.14 Building Color Guidelines

Color can enhance the details and patterns of façades. The most effective and economical schemes often start with the natural colors of the building materials themselves as a base, such as the red of many brick buildings. The following color techniques should be encouraged in Downtown Farmington:

- Use only one base color for the majority of the background wall surface, but use a different color for accents. Do not paint a building entirely one color.
- Base colors should be muted earth tones or pastels.
- Look for "built-in" features of the façade that can be highlighted with an accent color.
- Window frames, sills, moldings, and cornices are potential elements to highlight with an accent color.
- Use bright colors only in small amounts. Place them at the first floor level to direct the customer's eyes to the business.
- Consider accent colors for signs, awnings, and entrance doors.
- Earth tones and darker pastels will hold their color well. Encourage building owners in areas with bright sunlight to consider color stability when choosing colors for their building.

The City may wish to implement an approval process through the existing building code or Downtown zoning classification for various color schemes for buildings. Farmington has many buildings on the National Register of Historic Places, and the Downtown Historic District design guidelines may also be an opportunity to regulate building colors.

2.15 Storefront Zone (see page 7 for components)

By applying the design guidelines indicated in this report to the storefront zone elements, the overall image or face of the building and business presented to the public is improved. Generally, all architectural details, spandrel panels, and intricate brickwork should be restored and maintained, and in some cases, accented. Suggestions for treatment of primary storefront aspects include:

Temporary signs observed in Downtown Farmington.

2.15.1 Main Entrance:

- As noted, the main entrance door should be recessed to emphasize the entry, provide a bit of shelter, and remove the entry door from the path of pedestrians on the sidewalk. A recessed entry, combined with display windows, can create a unique presentation area for products. Recessed entries should be creatively lighted during the evening hours.
- The main entrance door should provide a view into the building and a sense of openness. Solid doors should be avoided, as well as clutter in the form of too many flyers and signs.
- Several main entrances in Farmington have doors installed with no window glass. While this may be appropriate for a side or rear entrance, doors that face the front of the building should maintain the original style of window.
- Lintels and columns help frame the main entrance and should be restored and well-maintained. Often these features are hidden behind an inappropriate façade covering, and exposing them enhances the building greatly.

2.15.2 Display Windows:

- Preserve the large panes of glass of the original display windows and reestablish these windows if they have been removed. These transparent surfaces are important to allow light into the store and pedestrians to see goods and activities inside.
- The bulkhead serves as the base for display windows and should be preserved and kept in good condition to protect the window. Additionally, storage can be constructed that is accessible from the interior, under the display area and behind the bulkhead.
- Framing of the windows should be of a material similar to the original framing, or of a material complementary to the historic profile.
- Clear insulated glass with 'Low-E' coating is a good choice for replacement storefront windows. Tinted or reflective glass and interior reflective films should not be used.

Good example of painted areas complementing building material colors in Washington, Missouri.

Good example of an entrance with display windows observed in Downtown Farmington.

2.15.3 Transom:

- This band above the entrance door and display windows was typically made of glass panels and usually aligned at the same height in a block. Maintaining this line will help reinforce a sense of visual continuity and order for the street.
- Covering transoms and concealing the original moldings and frame proportions weakens the impact of the storefront. If the interior ceiling has been lowered, move the dropped ceiling back to maintain the historical dimension of the window.
- Transom window glass may be decorative or of a different glazing than the display window glass, but it should also complement the display windows.
- Some transoms originally had hinged panels to allow natural ventilation. Restore these transoms to working order where feasible and use them in combination with ceiling fans to efficiently improve comfort levels when full air-conditioning is not as necessary.
- Window air conditioning units should never be installed in the front of a building; limit these units to rear elevations if possible.

The dining room of a local restaurant in Downtown Farmington enjoys the natural light provided by restored transoms.

2.16 Upper Façade

The upper façade zone is often neglected, but the elements in this zone should adhere to the same guidelines as previously noted. The impression of a building and business is formed by the overall image of the property. Customers notice the condition of the upper façade, even though they may never set foot in the upper floors. The upper façade, particularly the front, is an integral part of the building that can contain much architectural detail and style. Elements such as windows, brackets, cornices, and other details can help showcase the buildings character and have been addressed in earlier sections. In addition to those guidelines, Downtown Farmington has an issue with several buildings displaying open, empty upper windows. These property owners should be encouraged to install simple interior window treatments that will lessen the unsafe and vacant feeling these windows present.

A well-restored upper façade in Downtown Farmington.

2.17 Rear (or Side) Elevation

The rear elevation typically faces an alley and provides access for deliveries and pick-up. In some cases, customer parking is provided behind a building and entry to the business through the rear elevation is desirable. Attention to the appearance of the rear elevation can be extremely important to the quality of the customers' shopping experience. The building and business image can likely be improved here, while accommodating service functions. In addition to previously mentioned guidelines for upper rear façade elements and entrances, suggestions for other rear elevation elements include:

- A customer entry through the rear door creates an access no longer just for service, and as such, should project a sense of openness and welcome. Customers might also feel a loyalty or sense of "special access" by using this entry, and the business can build on this loyalty to improve that shopping experience. If a rear entry is to be developed, improvements such as a new door with a large area of glass or an awning or canopy may be considered.
- Although located at the rear of the building, elements such as gutters and downspouts, electrical service boxes, conduits, fencing, and screens should be in good repair.
- Rear fixtures such as signage, fencing, lighting, and awnings should use materials and colors that coordinate with the front façade so customers will learn to recognize that any rear entrances are related to the same business. Chain-link should not be a permitted fencing material in Downtown.
- Rear exit stairs, elevators, and accompanying parking lots can greatly enhance the marketability of upper floor space, whether for residential or commercial use.
- Trash containers should be placed in an enclosure or behind a screen that harmonizes with the surrounding buildings in scale and color. Wood, masonry, lattice, or hedges can all be effective screening methods. Landscaping can also screen ground-level air-conditioning condensers and utility transformers. Encourage using a color scheme on all screening that complements the colors of the rest of the building.
- Encourage ancillary structures to match the surrounding buildings in style and scale. Color schemes should again be complementary to the main building. Ancillary structures should not be used as residential units.

Intricate upper façade with ornamental cornice in Neosho, Missouri.

The open upper windows of the Downtown Farmington building on the left creates a vacant feeling, contrasted with the lively feel of the building on the right that has installed upper window shades.

- Often a rear elevation is neglected in maintenance, but severe deterioration of this side of the building can be disastrous. Historic buildings may require extra care and maintenance, and this extra attention should apply to all areas of the structure. The City of Farmington should encourage proper maintenance of all elements of a building through firm and fair code enforcement.
- A restaurant location can take advantage of a rear elevation and parking area by identifying a section for an outdoor café. While outdoor seating is typically located in the front or side of a building, the rear elevation can also accommodate this vibrant aspect of Downtown. Such seating should provide shelter, trash receptacles, and durable weatherproof furnishings. Umbrellas and colors should complement the building and business colors, and the entire area must be properly maintained.

An example of an inviting, well landscaped rear façade in St. Charles, Missouri.

Good example of a well maintained rear façade in St. Charles, Missouri.

Good example of screened trash containers in Hannibal, Missouri.

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3.0 NEW CONSTRUCTION GUIDELINES

The construction of any new structure within areas of historic construction is of great importance because it should be compatible with existing buildings and harmonize with the visual characteristics of the neighborhood. This new infill construction should address elements of scale, design quality, and the relationship of the new construction to neighboring buildings.

Downtown Farmington has several examples of complementary infill construction. These projects have primarily consisted of governmental buildings such as City Hall, the United States Post Office, St. Francois County Annex, and the new Fire and Police facilities. There are also several private construction projects that could have benefitted from simple guidelines to help the new buildings complement the historical character of Downtown. The City should develop codes and ordinances to help guide private construction, beginning with the design phase.

The following guidelines for new construction include additions to existing buildings as well as entirely new infill buildings. These guidelines are not intended to dictate particular architectural styles or features, but rather to identify a range of design options that will encourage new development to be harmonious with existing buildings. New construction design considerations should focus on massing, rhythm and directional emphasis, materials, and building elements.

Massing and rhythm are defined by the relationship of buildings to open space along the street, the relationship of solids to voids on building façades, and the relationship of entrances and porch projections to the street. The directional emphasis (whether vertical or horizontal in character) of new construction should relate to that of neighboring buildings. The defined rhythm of Downtown Farmington should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing. Materials and other building elements speak to the style of the building and should be complementary of neighboring properties.

An illustration depicting concepts for designing new Downtown commercial buildings that are complementary to existing buildings is shown on page 26. These general guidelines include:

No: Building style conflicts with existing Downtown aesthetics.

No: Building emphasis is too horizontal and low.

Yes: Building height and emphasis match other buildings.

An example of an infill building in Downtown Farmington.

- Designs should be considerate of traditional storefront elements described in these guidelines or on nearby historic buildings that contribute to the fabric of Downtown. Often a simple design is best, using three basic elements: a unified paint and color scheme, an awning, and non-intrusive signage.
- Properly orient the building to the street and carefully consider the relationship to nearby buildings.
- Emphasize horizontal features that can align with other buildings to maintain the rhythm of the block. Vertical elements, entrances, lighting and other street furnishings can also develop the rhythm of a specific block. Include architectural details, properly repeated, to help establish rhythm as well.
- Limit off-street parking facilities to the side and rear of buildings.
- Encourage multi-story construction to maintain the building roof line and to accommodate mixed-use development, reserving the ground floor for retail use.

Infill development should support the historical architectural character of the surroundings.

Upper façade elements such as windows and sign panels should be continued.

Encourage traditional storefront awnings and upper and display window proportions.

Establish clear guidelines that prohibit materials such as metal and vinyl siding that are architecturally inappropriate. Discourage covering on transoms.

Recreate storefront elements and build to the sidewalk line to establish vibrant street rhythm.

An infill building example and illustration is shown below, from Caruthersville, Missouri.

4.0 RESIDENTIAL ISSUES

Downtown Farmington includes, and is surrounded by, a variety of housing. Much of this housing is single-family, but some properties have been converted to multi-family units. While the conversion of upper floors of commercial buildings is helpful for the Downtown retail market, low quality apartments and the conversion of large single-family homes to rental units is typically detrimental. Owners and renters of these units tend to let property deteriorate, more so than owner occupied housing. The overall condition of the Downtown Farmington housing market shows numerous signs of deferred maintenance and, in some cases, severe deterioration.

Although the DREAM Building Design Guidelines focus on commercial buildings, the existing housing conditions in Downtown Farmington cannot be overlooked. Specific recommendations for housing development are discussed in the Farmington DREAM Residential Demand Analysis from September of 2011. Primary recommendations for the Farmington residential market, include:

- The City of Farmington should more firmly enforce City maintenance and building codes, ensuring that property owners maintain safe structures. This will require concerted effort and expense; but firm and fair enforcement will raise property values throughout the City, save many structures, and encourage new private investment.
- The City should review its zoning code and determine if the conversion of large single-family homes to multiple-family housing is excessive or being encouraged. Implementing zoning measures to prevent this type of residential conversion will maintain the integrity of these stately properties and may increase demand for other properties and housing types in Downtown.
- There may be demand for 115 market rate rental households and 48 senior households in the next five years. Family households, while demonstrating some demand, are likely not a good fit for Downtown. If the demand for family housing can be met with developments near Downtown, the impact on the local consumer market may still be realized by Downtown merchants.
- The City should consider implementing residential inspections and an occupancy permit ordinance. The City will be ensuring properties are undergoing important repairs and preventing minor maintenance issues from becoming major structural repairs.

Examples of the range of types and conditions of housing observed in Downtown Farmington.

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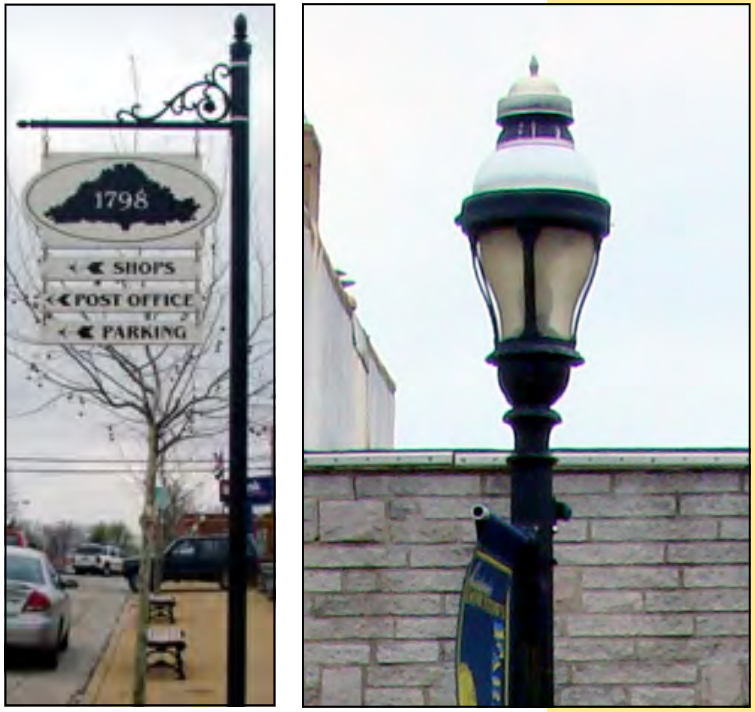
5.0 OTHER CONSIDERATIONS

Items such as bicycle racks, flower plantings, benches, and banners are typically streetscape improvements installed by the City in the public right-of-way. Farmington has implemented some of these amenities. However, as noted in the DREAM Streetscape Revitalization Plan developed for Farmington, the City is in the process of refreshing and expanding the existing streetscape elements. The streetscape design is attractive and coordinated in terms of materials and colors to accent Downtown's environment. The City should continue its expansion of the streetscape and keep it well-maintained as an attractive Downtown element.

Other design considerations that the City may wish to consider regarding Downtown Farmington include code enforcement improvements and franchise architecture.



Existing Downtown Farmington streetscape elements.

5.1 Code Enforcement Improvements

Farmington benefits from an Downtown Development Association (DDA) that has initiated efforts for Downtown such as parking and wayfinding improvements. The DDA should now focus on collaborative efforts with the City to address issues such as code enforcement. The City should agree to concentrate on specific code violations in Downtown and track the resolution of those violations. Specific recommendations regarding code enforcement include:

- The City and DDA should prioritize Downtown code enforcement issues to help bring buildings back into compliance after years of deferred maintenance. The City should expand its focus in future years to eventually include building aspects such as masonry, signage, paint condition, roofing, and utility systems.
- The City needs to inspect and monitor Downtown buildings with violations to prevent maintenance issues from becoming structural concerns. A procedure to track violations, monitor the property owners' progress, and provide status updates to the City Council should be implemented.
- If the City were to implement an incentive program for façade work, one of the criteria for funding should be that the building passes a City inspection and is properly maintained throughout the term of the incentive. An example would be if a revolving loan fund for façade restoration is implemented, a provision to call the loan should the façade fall into disrepair, should be included in the program.

5.2 Franchise Architecture

To maintain the unique atmosphere in Downtown Farmington, branding buildings in the style of a company should not be allowed. Large franchises and national chains typically have a "downtown-style" in addition to their trademarked brand. These styles are more fitting to Downtown, as opposed to a highway corridor.

The company's "downtown-style" is particularly important if a franchise store is to locate in an attached Downtown building of historical nature. Downtown Farmington does not have many vacant parcels for stand-alone locations, but such a franchise store can still be complementary to the historical fabric of Downtown. Design guidelines for new construction should apply, and other aspects such as parking requirements, pedestrian oriented signage, building setbacks, and building lighting may require adjustments. Store owners should be able to adapt their brand to create a complementary Downtown building.

Good example of stand alone franchise architecture in Downtown Maryville, Missouri.

6.0 SUSTAINABLE DESIGN

6.1 Introduction

The construction of sites and buildings have a significant impact on the natural environment. The operations of a site and a building, can also affect the air, land and soil of the downtown. Sustainable Design measures seek to lessen the impact on the natural and built environment. Such design efforts also aim to increase the efficiency at which buildings operate, in regard to energy use and operating costs. The design process is comprehensive, beginning with site selection and orientation; through specification of sustainable materials to energy efficient operating systems. Sustainable Design properties should be considered with the public streetscape, as well as with private buildings.

Downtown Farmington is a built environment of many historic buildings, modern buildings, public streets, parking lots, a few vacant lots and open space. Sustainable Design measures can be applied to both existing buildings and new buildings. The U. S. Green Building Council (USGBC) has become the leading organization in developing standards for sustainable design and operations of buildings. The USGBC's certification system is known as Leadership in Energy and Environmental Design (LEED). The majority of LEED designated buildings are new construction projects; however the USGBC has also developed standards for the upgrade of existing buildings.

Sustainable design is a broad and encompassing initiative which strives to create a built environment which is good for both man and nature. The following recommendations only introduce the basic fundamentals of sustainable design regarding downtown buildings and environments. For additional information beyond these guidelines, numerous resources exist, including:

- USGBC www.usgbc.org
- Whole Building Design Guide www.wbdg.org
- American Society for Testing and Materials International (ASTM)
  ASTM E2432— Standard Guide for General Principles of Sustainability Relative to Buildings www.astm.Standards.e2432.htm

Permeable pavers for parking area allow stormwater to percolate back into the soil and groundwater.

Interior flooring fabricated from bamboo, a rapidly renewable resource.

6.2 Fundamentals

Sustainable design measures are constantly changing, however there are six fundamental principles which constitute sustainability:

1) **Optimal Site Potential:** Consider site selection, building orientation and existing natural features of a site, including topography, drainage, landscape and natural habitats. The rehabilitation and reuse of existing buildings should always be evaluated as an alternative to new construction.

2) **Efficient Use of Water:** The design and use of water systems in a building maximize efficiency and recycle water for on-site use when feasible. Site design should seek to reduce storm water run-off from the site. Use Best Management Practices (BMP) to limit storm water run-off, clean storm water, and prevent suspended pollutants from reaching the sewer system.

3) **Environmental Materials and Resources:** Utilize building materials with a high percentage of recycled content or contain rapidly renewable materials such as cork flooring, bamboo cabinetry, wool carpeting, etc. Specify or use materials or items which are manufactured within proximity to the project site. Ideally, this proximity is no more than 500 miles.

4) **Optimal Energy Use:** The operation of a site and building identify methods for increased energy efficiency or use renewable resources such as solar or geothermal energy.

5) **Interior Environmental Quality:** Identify methods for creating a healthy environment, and increasing the comfort of building users. Proper ventilation, use of natural light, and moisture control are a few methods to ensure a quality interior space.

6) **Optimal Operations and Maintenance Methods:** Utilize building systems, furnishings and finishes which will have minimal operations and maintenance needs. Such systems will require less energy, less water, and can be maintained with natural cleaners which are non-toxic to the environment or occupants.

"Green Roofs" reduce storm water run-off, reduce heat gain, and provide aesthetics for building users.

Solar panels provide an additional energy source for building power needs.

6.3 Elements

Sustainable design elements are extensive. The following list seeks to introduce only a few recommendations which are applicable to Downtown Farmington:

- Parking and Service Areas: Minimize storm water run-off by using pervious pavement materials such as pervious paver systems or pervious concrete. Such systems will allow storm water to percolate into the soil and not into the public storm water sewer system.
- Building Materials: Utilize materials which are composed of recycled materials or manufactured from rapidly renewable materials, which are made from plants that are typically harvested within a 10 year cycle. Examples include: bamboo flooring, linoleum flooring (made of wheat flour and linseed oil), cotton batt insulation, and wheat board cabinetry. Recycled bricks from demolished buildings should also be used for new building construction or restoration projects.
- Alternative Transportation: Promote by providing secure bicycle storage and changing/shower facilities for employees.
- Solar Energy Alternatives: Install solar panels to supplement the power system for commercial and residential buildings. Utilize prefabricated solar water heaters to provide the majority of the hot water needs for buildings.
- Stewardship: New wood products, including construction lumber, should be certified by the Forest Stewardship Council, which promotes responsible forest management.
- Lighting: Develop a lighting plan for public spaces which minimizes excessive lighting, which affects night sky viewing and the migratory patterns of birds. Flags which require lighting should be lit from the top shining down on the flags instead of being lit from the ground, projecting light into the sky.
- Operations: Use timers on public fountains and lights in non-essential areas to shut off lights after 1:00 a.m., in order to reduce energy consumption.
- Landscaping: Plant native landscape materials which can survive on natural rainfall once established.
- Street Furnishings: Specify site furnishings such as benches, waste receptacles, bollards, and planters which are made from recycled plastic materials.
- Water Conservation: Capture rain water runoff from roofs in rain barrels for irrigation use or direct to rain gardens on site. Inside buildings, consider waterless urinals or low flow water closets to limit potable water use.

Permeable pavement system installation.

Rain garden with native landscape plants.

Solar water heater.

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7.0 BUILDING DESIGN EXAMPLES

The subject buildings chosen by the community for design examples, include:

- 28 E. Columbia Street
- 110 W. Liberty Street, including the side of the building along Liberty and including the building on the corner of Liberty and Franklin Streets

Additionally, the community desired in-fill examples to include;

- A vacant lot on the southeast corner of the intersection of Columbia and Henry Streets
- Buildings, soon to be demolished, located on the northwest corner of the intersection of Columbia and Jackson Streets

The existing buildings have been altered significantly and could benefit from improvements that are sensitive to the historical context of Downtown. The existing vacant lot at Columbia and Henry is the site of a recently demolished building and the City is in the process of acquiring the properties at Columbia and Jackson for demolition. Although these vacant lots represent development opportunities, the buildings that have been, or will be demolished, suffer from years of deferred maintenance. The City should develop procedures to ensure that Downtown buildings are inspected and improved before demolition is considered. The structures in the heart of Downtown required additional inspection, care, and maintenance to retain their historic integrity.

The following pages show existing conditions and illustrations for each building.

28 E. Columbia Street

110 W. Liberty Street front (left), and along the side facing Liberty (right).

Vacant lot at Columbia and Henry (left), and buildings at Columbia and Jackson (right).

7.1 Building at 28 E. Columbia Street

Existing Façade

Proposed Façade

- Remove awning. If the awning is to be replaced, it should be cloth and kept in good condition.
- Reestablish storefront:
  - Remove covering on transom and windows.
  - Restore original transom.
  - Restore bulkheads.
  - Restore display windows.
  - Restore entry door.
- Restore upper-floor windows.
- Restore masonry veneer.
- Consider using building lighting to add interest.

- Highlight building details with painted accent colors complementary to the building materials.
- Install flush-mounted business signage of appropriate scale, design, and lighting in the sign band.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- The Streetscape along this block can be enhanced by adding landscaping, such as the proposed water gardens.

7.2 Front Elevation of 110 W. Liberty Street

Existing Façade

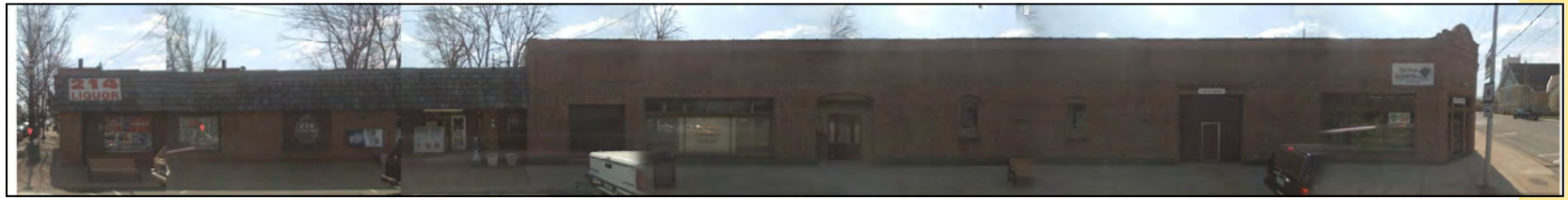
- Remove shingle canopy.
- Remove inappropriate signage.
- Restore display window.
- Install a simple cornice.
- Use canvas awnings of a complementary building color to draw attention to the store entrances.
- Restore masonry veneer.
- Consider flower boxes for these windows if this is not the main store entrance.
- Highlight building details with painted accent colors complementary to the building materials.

Proposed Façade

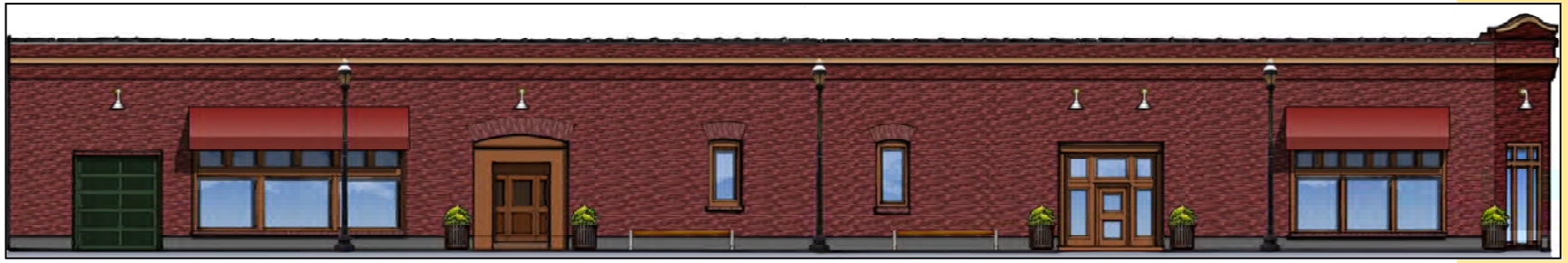
- Consider using building lighting to add interest to the building.
- Install flush-mounted business signage of appropriate scale, design, and lighting.
- Signs should be located within the sign band.
- Business signage can be allowed on canvas awnings.

7.3 Side Elevation of 110 W. Liberty Street

Existing Side Elevations



Proposed Side Elevations



- Remove shingle canopy.
- Replace wooden covering with masonry veneer.
- Remove inappropriate signage.
- Extend the new simple cornice along the length of the side of the liquor store. The cornice along the remainder of the building should be maintained along with the details over the entrance to the computer store.
- Use a canvas awning that matches the awning on the Franklin side of the liquor store to draw attention to the main store entrance.
- Use a different awning color for the windows and entrances along the Liberty frontage to set these spaces apart from the liquor store use.
- Consider using building lighting to enhance the block rhythm and add interest to the expanses of brick wall.
- Highlight building details with painted accent colors complementary to the building materials.
- Install flush-mounted business signage of appropriate scale, design, and lighting within the sign band..
- Business signs should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- When the streetscape is installed in this block, benches, landscaping, and street trees will help soften the expanse of brick wall for pedestrians.

7.4 Southeast Corner of Columbia and Henry Streets

Existing Vacant Lot

Proposed In-fill Development

Proposed Construction:

- Two story, historically sensitive, mixed-use building.
- Orient building to provide multiple storefronts along Columbia Street.
- Reserve first-floor for retail and upper floors for residential lofts. The proposed illustration suggests three units of large size entitled "Farmington Lofts."
- Residential units are also proposed to have rear access and a covered patio/skylight area overlooking the parking lot.
- Provide parking behind building in a lot that includes landscaping and rear access to the building.
- Provide a small outdoor seating area behind the building for a restaurant tenant.
- Maintain access drive between the new building and the existing jewelry store.

7.5 Northwest Corner of Columbia and Jackson Streets

Existing Buildings to be Demolished.

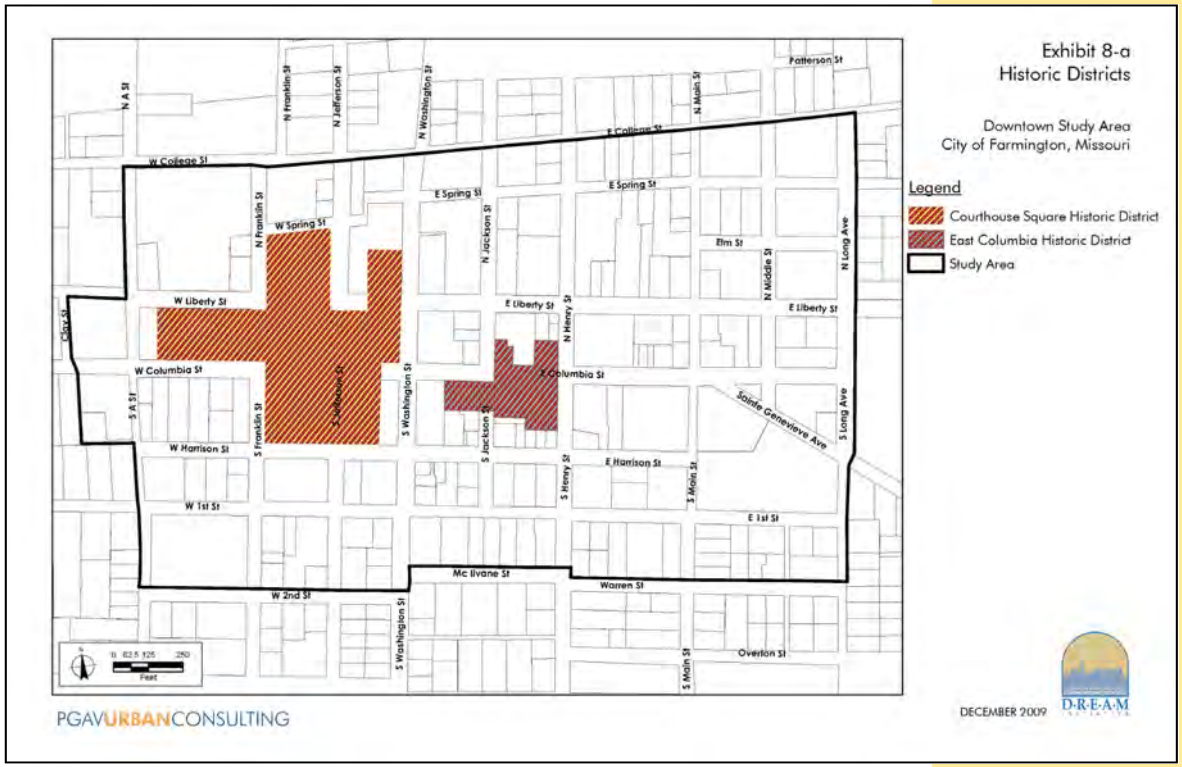
Proposed In-fill Development

Proposed Construction:

- Multi-story, historically sensitive, mixed-use building.
- Reserve first-floor space for retail/restaurant use and upper floors for offices.
- The illustration proposes **Accent Marketing** occupy the upper-floor office space, **Crown Valley Winery** establish a location on the first-floor oriented toward Columbia Street, and a bicycle shop be recruited for the frontage at the rear of the building that faces Jackson Street.
- The corner location proposed for the winery is illustrated with bay doors that can be raised to provide an open-air seating area.
- Some parking could be provided in the existing lot to the west and potentially behind the new building.

8.0 IMPLEMENTATION

The existing architectural character of Downtown must be preserved and enhanced for the future stability of the City of Farmington. The Downtown core of the City provides Farmington's identity, and reflects this identity through its historic buildings, streetscape, gathering places, businesses, open spaces, and people. City leaders have taken important steps toward enhancing these elements by providing improvements such as the streetscape on Columbia Street, wayfinding, and public parking lots. The DREAM Building Design Guidelines are intended as a resource for property owners to utilize in the rehabilitation of existing structures and the development of new buildings. The guidelines should also encourage Farmington officials and staff to work toward the long term goal of developing higher standards of quality for rehabilitation and new construction in the City. By extension, these guidelines also encourage the City and property owners to place a higher priority on the maintenance of rehabilitated Downtown buildings and public places to ensure the sustainability of Downtown revitalization efforts.



Map of Farmington's Historic Districts.

Downtown Farmington includes two designated historic districts; the Courthouse Square District and the East Columbia District. These districts allow the City the ability to advance design standards, although the full support and desire of the City Council, staff, and other Downtown leaders is required. The City has not yet required properties to adhere to Design Standards in these districts. The following section provides an example of Design Standards that the City of Farmington and the Historic Preservation Commission should consider.

8.1 Example of Typical Design Standards

As the City reviews its existing building codes, more specific details regarding building elements should be developed in the form of design standards. The design standards are the next step, after design guidelines, to elevate the level of design and rehabilitation in Downtown Farmington. The existing building and zoning codes should be supplemented with design standards to

provide clear and concise direction for Downtown property owners. Design standards should be specific enough to describe what is acceptable, or not acceptable, regarding design, materials, means and methods of the construction of exterior architectural features. Design standards should not be interpreted as superseding, nor an abandonment of, the existing building code.

The following text and graphics are an example of a set of design standards for windows which supplement existing building codes:

V. Windows

V.I Windows at Public Façades.

A. Windows in Public Façades shall be one of the following (Refer to Figure A):
   1. The existing window repaired and retained.
   2. A replacement window which duplicates the original and meets the following requirements;
      A. Replacement windows or sashes shall be made of wood or finished aluminum.
      B. The profiles of muntins, sashes, frames and moldings shall match the original elements in dimension and configuration.
      C. The number of window lites, their arrangement and proportion shall match the original or be based on a Model Example.
      D. The method of opening shall be the same as the original with the following exception; double-hung windows may be changed to single-hung.

B. Reconstructed windows and sashes in a Public Façade shall be based on the following;
   1. An adjacent existing window in the same façade which is original; or
   2. If all windows on a façade are being replaced, then they shall be based on a Model Example or the window detailed in Figure B.

C. Glass Types at a Public Façade
   1. Glass in historic windows on a Public Façade shall be one of the following:

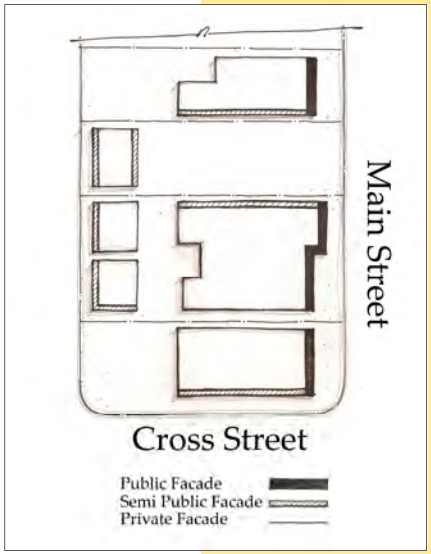


Figure A

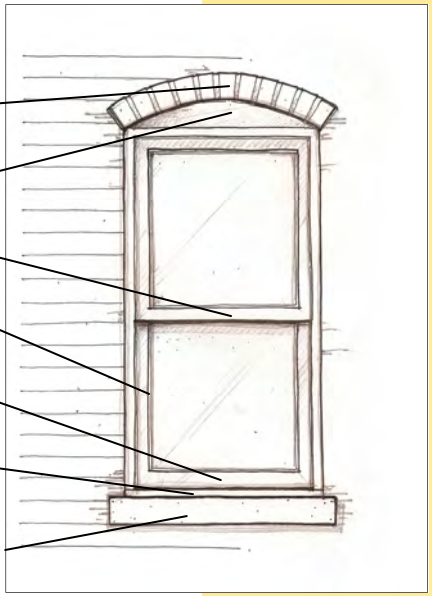


Figure B

A. Clear glass or other original glazing;
B. Glass based on a Model Example; or
C. Insulated glass with its exterior face set 3/8" back from the exterior face of the sash.

2. The following glass types are prohibited in Public Façades:
   A. Tinted glass;
   B. Reflective glass;
   C. Glass block; and
   D. Plastic (plexiglass) except Lexan or an equivalent.

D. Abandoned Windows in a Public Façade shall be in-filled by closing them with wooden shutters set ½" back from the face of the wall with the window opening left intact including the frame, sash, sub-sill and lintel.

E. Storm Windows and Screens at a Public Façade *Comment: Storm windows and screens may be installed at the interior or at the exterior. Interior installation is preferred due to the increased visibility of an exterior installation.*
   1. Materials
      A. Exterior storm windows and screens shall be made of wood, aluminum or plastic. Wood shall be painted; aluminum shall be factory or field painted. Clear anodized aluminum is prohibited.
      B. Interior storm windows and screens are not regulated by these Standards.
   2. Storm windows and screens shall also meet the following requirements:
      A. The dimensions of the area of glass or screen shall be the same as the area of glass in the window being protected.
      B. The meeting rail of the storm or screen window shall be in line with the meeting rail of the window being protected. Additional meeting rails are prohibited.

F. New Window Openings Are Prohibited in a Public Façade, except as required by City Health and Safety Codes,
   1. No new window openings shall be created in a Public Façade.
   2. No existing window opening in a Public Façade shall be altered in length or width.

8.2 Next Steps

Implementing building design guidelines requires public support and buy-in. The Farmington DREAM Committee has taken important first steps by opening a dialogue about building issues. Suggestions for next steps include:

- The Farmington Downtown Development Association (DDA) should collaborate with the City and Chamber should work with local contactors to develop a program to address common building issues, such as masonry and brick repair.
- Other activities, such as rehabilitation training, recognition of building improvements, and a streamlined permitting process, will be well-received by Downtown property owners. The DDA should continue work with City departments to address building maintenance issues by educating property owners.
- Continue to enhance Downtown's public spaces and streetscape. Projects to expand the streetscape, add new public plazas and gathering spaces, and to refresh the existing streetscape elements should received top priority and will demonstrate the City's investment in Downtown. However, these improvements require ongoing maintenance or they will become a Downtown liability instead of an asset.
- The City and DDA should implement sustainable design solutions. Identification of an innovative signature program that addresses a local conservation need, such as energy efficiency implemented in Downtown building, can provide a compelling benefit to incoming businesses.

APPENDICES

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APPENDIX A:

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION
(36 CFR Part 67)

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

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APPENDIX B: GLOSSARY

WEATHERBOARDS: Long, thin horizontal boards with a square cross section that are overlapped and applied as the exterior surfacing material on homes and buildings.

BASE: The lowest part of a column, below the shaft; the supporting, or lowest, part of a building.

BALUSTRADE: A railing or low wall consisting of a handrail on balusters (vertical posts) and a base rail.

CAP: The top member of a column or pilaster.

CLAPBOARDS: Long, thin horizontal boards with a triangular cross section that are overlapped and applied as the exterior surfacing material on homes and buildings.

CLERESTORY: An upper portion of a wall which has windows for the purpose of admitting light into a large room.

CONTEXT: The surrounding environment (streets, buildings, landscape, etc.) in which a building or site exists.

COPING: A covering (or capping) course an the top of a wall or parapet.

CORBEL: An architectural member (of stone, wood or metal) which projects from the side of a wall to serve as a support for another element, such as: a cornice, the spring of an arch, a balustrade.

CORNICE: A projecting ornamental molding which caps the top of a building.

DORMER: A window set vertically in a small gable projecting from a sloping roof; the roofed projection in which this window is set.

ELEVATION: A scaled, non-perspective drawing of a building façade.

FAÇADE: An exterior face of a building, usually the front.

FASCIA: A horizontal band of vertical face trim.

FREESTANDING SIGN: A sign which is detached from the building, and is mounted to columns, posts, or any upright member that is supported from the ground or other object; or a detached sign which is erected on the ground.

GABLE: The triangular wall section, formed by ends of a sloping roof.

HOOD MOLDING: A projecting molding on the face of a wall, over an opening (doorway or window), to deflect the rain.

INDIRECT LIGHTING: Light from a concealed source, which reflects onto the sign face.

INTERNAL ILLUMINATION: The means of lighting from a concealed or contained source within the sign, which becomes visible through a translucent surface.

KICK PLATE: A solid panel beneath a storefront display window.

LANDMARK: A prominent building or feature officially designated as having special status and protection.

LATTICE: An openwork screen or grill made of interlocking or overlapping strips.

LINTEL: A horizontal structural member (such as a stone or beam) which spans an opening.

LUMINAIRE: A complete lighting unit or the housing for a light bulb or lamp.

MOLDING: A decorative, or shaped strip of wood, metal, brick, etc., usually mounted horizontally, and used to ornament or finish the surface of a structure.

MOTIF: A significant, repeated element of design in a composition.

MONUMENT SIGN: A free-standing sign, generally low to the ground with a continuous connection to the ground (as opposed to being supported on a pole).

PARAPET: The top section of a wall which projects above the roof line.

PRESERVE: To protect and keep in an unaltered condition. Preservation usually includes the overall form of the building, its structural system and finishes, decorative details, and even landscaping. Preservation may also include keeping alterations and additions that have become important.

RECONSTRUCT: To reproduce, in detail, a structure as it existed at some time in the past, either through the original construction methods, or other methods which produce the same visual result. Accurate reconstruction requires knowledge and evidence of the original design.

REHABILITATION: The act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural and cultural values.

REMODEL: To remake; to make over. In remodeling, the appearance is changed by removing original detail and altering spaces. New materials and forms are installed. Applying a modern front to an older building is an example of remodeling. Often, these changes are not reversible.

RENOVATION: The act or process of modernizing a building without making an effort to retain historically significant architectural features. Renovation permanently destroys the historic integrity of a building.

RESTORATION: The act or process of accurately recovering the forms and details of a property and its setting as it appeared at a particular period of time by means of removal of later work and/or by the replacement of missing earlier work.

SHAFT: The main portion of a column, between the base and capital.

SILL: The bottom horizontal member of a window or door frame.

STABILIZE: To make resistant to change in condition. A building is usually stabilized to retard deterioration until it can be repaired. A weather-resistant closure and a safe structural system are minimum stabilization efforts.

STRING COURSE: A thin projecting horizontal strip of masonry on the façade of a building.

TERRA COTTA: A decoratively molded ceramic material, often glazed, used for architectural motifs or ornamentation on a building.

TRANSOM: A horizontal cross bar in a window, over a door or between a door and the window above it. This also refers to the window (often hinged) above a door.

VOUSOIR: One of the wedge like stones of which an arch is composed.