

# Main Street Marshfield Design Guidelines

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A guide to renovation and rehabilitation for the business district.

## Introduction

### The Main Street Approach

The Main Street Approach combines historic preservation with downtown development to create a working, growing, and aesthetically pleasing business center that works to reinforce and rekindle the economic vitality and values that Main Street stands for - making it once again the unique commercial and social heart of the city.

The process is designed to improve all aspects of the downtown for tangible - and intangible - benefits. Improving economic management, strengthening public participation and making downtown a fun place to visit are as critical to Marshfield's success as recruiting new business, rehabilitating old buildings and expanding parking.

Building on downtown's inherent assets of rich architecture, personal service and traditional values, the Main Street Approach has earned national recognition as a practical strategy appropriately scaled to each community's local resources and conditions.

Set up in 1977 by the National Trust for Historic Preservation to stimulate economic development within the context of historic preservation, the National Main Street Program has worked in over 2,000 communities nationwide. Wisconsin has been involved since 1988, with 36 cities now participating. A small number of communities each year are selected to become Wisconsin Main Street participants. Marshfield was selected in 1990.

## Definitions

### Cornice

The continuous projection at the top of a wall. The top course or molding of a wall when it serves as a crowing member.

### Elevation

A mechanically accurate, "head-on" drawing of a face of a building or object, without any allowance for the effect of the laws of perspective. Any measurement on an elevation will be in a fixed proportion, or scale, to the corresponding measurement on the real building.



**Cornice**



**Elevation**

### **Façade**

Front or principal face of a building, any side of a building that faces a public space or other open area.

### **Glazing**

Fitting glass into windows and doors.

### **Lintel**

A piece of wood or stone that lies across the top of a door or window and holds the weight of the structure above it

### **Bulkhead**

An upright partition separating compartments

### **Masonry**

The stone, brick, or concrete used to build things

### **Storefront**

The front side of a store

### **Corbel**

An architectural member that projects from within a wall and supports a weight; *especially*: one that is stepped upward and outward from a vertical surface

### **Tuck-pointing**

To finish the mortar joints between bricks or stones with a narrow ridge of putty or fine lime mortar

### **Common Brick**

Typically a softer, less-finished brick used on rear or side walls, or covered by stucco or plaster

### **Face Brick**

Often harder than common brick, with a more finished surface. Used on the main facade



**Glazing**



**Tuck-pointing**

# Building Types in Downtown Marshfield

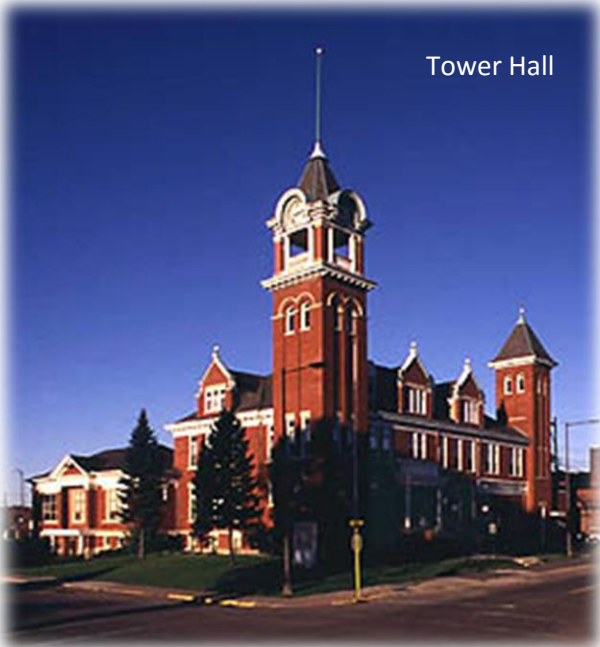
## Neo-Gothic Revival

Chestnut Center for the Arts



## Romanesque Revival

Tower Hall



## Collegiate Gothic

Purdy Building



## Neo-Classical

Century Plaza



Post Office



## Italianate

Fringe Studio



## Art Deco



Rogers Cinema Theatre



Moneywise Center

## 20<sup>th</sup> Century Commercial



Weber Building

## Commercial Vernacular



Noll Hardware

## Principals for Historic Preservation

### The Preferred Sequence of Preservation Actions

Once the basic approach to a project has been defined, it is important to assess the property and to identify any significant character-defining features and materials. Retaining these elements and then using the guidelines to select an appropriate treatment mechanism will greatly enhance the overall quality of the preservation project. In making the selection, follow this sequence:

1. If a feature is intact and in good condition, maintain it as such.
2. If the feature is deteriorated or damaged, repair to its original condition.

3. If it is not feasible to repair the feature, then replace it with one that is the same or similar in character (materials, detail, finish) to the original one. Replace only that portion which is beyond repair.
4. If the feature is missing entirely, reconstruct it from appropriate evidence or with proportions and materials typical of the building's style
5. If a new feature or addition is necessary, design it in such a way as to minimize the impact on original features.

## **Design Guidelines for Facades**

### **Traditional Commercial Facades**

The traditional commercial storefront can be considered the most important element that sets apart and gives historical significance and character to downtown Marshfield. The majority of our historical buildings date from the late 1800's to the early 1900's. When originally constructed, our downtown buildings shared a consistency in design and proportion that was key to creating a strong visual image. This consistency was and is still important in conveying how our downtown is perceived by the client who may seek goods and services here. A visually unified downtown can go a long way in attracting people to our downtown as well as to the individual shops and businesses that are located here.

Changes have occurred to our buildings over the years in response to various merchandising trends, technology, and changing tenants. In most cases the changes affected the storefront area while the upper façade remained intact. Most revisions to the storefront are superficial, leaving the structural integrity of the original storefront design intact. In some of these cases the original storefronts may still be in place but covered over or in need of maintenance and repair.

The basic commercial facade consists of three parts: the storefront with an entrance and large display windows, the upper masonry facade with regularly spaced windows, and the decorative cornice that caps the building. These components may appear in various shapes, sizes and styles but the result is essentially the same facade.

In the downtown business district of Marshfield, the typical building facade is a two story masonry construction.

### **Storefront Design**

The traditional Marshfield building facade has a well-defined opening that the original storefront filled. The opening is bounded on each side by piers which were usually constructed of masonry. It is bounded on top by the storefront lintel which is the structural member supporting the upper facade, and bounded below by the sidewalk.

The storefront was composed almost entirely of windows. The large glazed opening of the storefront served to display goods the store or business had to sell as well as to allow natural light deep into the store thus minimizing the need for artificial light sources.

The visual openness of the storefront is also important because it is part of the overall proportion system of the facade. The proportion of window to wall areas in the traditional facade calls for more glass and less wall at the storefront level, balanced by more wall and less glaze on the upper facade. When these buildings were built, their owners recognized the importance of maintaining these proportions so that the downtown would maintain a consistent design theme, thus making it an attractive place for its customers to do business.

### Storefront Improvements

In considering improvements to the storefront it is very important that the original opening be recognized and maintained. The remodeled storefront should be designed to fit inside the original opening and not extend beyond or in front of it.

The basic storefront design should include large windows with thin framing members, recessed entrance with overhead transom, a storefront lintel cornice, or a horizontal sign panel at the top of the storefront to separate it from the upper facade, and low bulkheads at the base to protect the windows and act as a platform for window displays. The basic configuration can be constructed from traditional or contemporary materials, achieving the same result.

Key figures to consider:

- The storefront should be composed almost entirely of glass. If glass is not appropriate for the business, consider the use of interior window treatments or temporary window display as a solution.
- The entry should be maintained and restored in its original location and configuration. If the original entry is gone, the new entry should be designed and placed considering traditional design themes and its relationship to the overall building facade and symmetry.
- Transom windows that are covered or blocked should be reopened and restored.
- Storefront bulkheads should be restored or renovated.
- Original elements such as cast iron columns, storefront cornices, entry doors and lighting fixtures should be restored.
- Signage should be integrated into the storefront design.
- Lighting should be integrated into the storefront design.
- Awnings should be integrated into the storefront design. Without concealing important building elements.
- Awnings should be canvas/fabric and use a watershed profile

The storefront design must be true to the time period in which the building was constructed. Renovating late 19th century buildings such as we have in Marshfield with colonial motifs and mansard roofs is certainly inappropriate.

When planning the renovation of a storefront, it could be very helpful to contact the local museums or the Main Street office to see if there are turn-of-the-century photographs available of your building. Old photographs can be a valuable tool to help determine original design, materials and signage used on your buildings.



## Storefront Materials

When designing a new storefront or renovating an existing storefront, remember that the goal should be a transparent facade. Keeping the storefront materials simple and unobtrusive will help you achieve this goal. There is no need to introduce additional types of building materials to those that originally existed on your building. Whether building new or renovating existing storefronts, use materials that perform their intended function well and use these materials consistently throughout the design. By doing so you accomplish simplicity in the design and uniformity in the overall storefront appearance. Always try to utilize existing materials. It is better to repair them than to replace them.

Typical examples of materials and their location on the storefront:

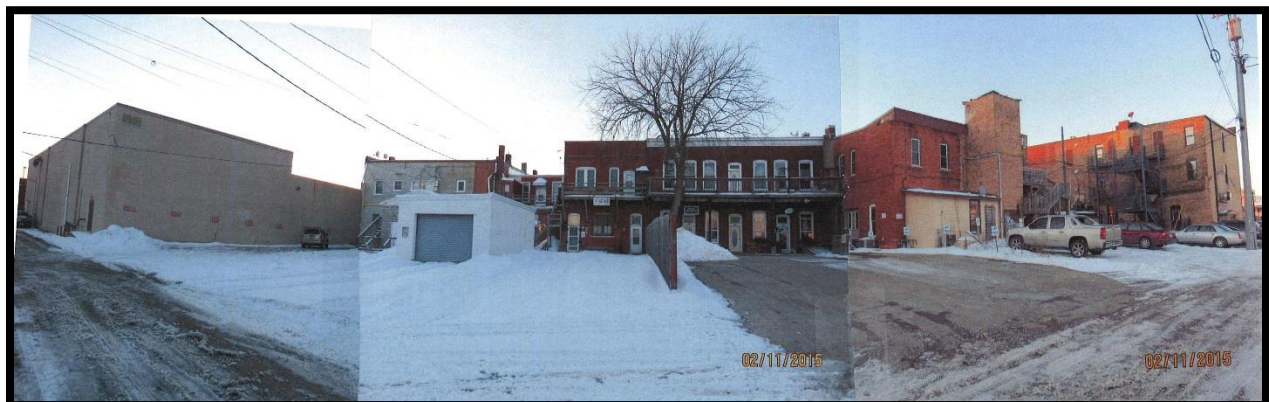
- Storefront Frame - wood, cast iron, anodized aluminum, copper
- Display Windows - clear glass
- Transom Windows - clear, tinted, stained or etched glass, prism glass
- Entrance Door – wood metal or aluminum with a large glass panel
- Bulkheads - wood panels, polished stone, glass, tile, metal clad plywood panels, brick
- Storefront Cornice - wood, cast iron, sheet metal
- Side Piers - should be same material as upper facade (typically brick and stone)

Certain materials should never be used on the traditional commercial building because they have no relationship to the original building's design themes and therefore flaw the consistency of appearance of the building and the downtown area. Such inappropriate materials include: cultured stone, fake brick, rough textured wood siding, wood shingles on mansard roofs, gravel aggregate materials and stucco materials.

## Rear Commercial Facades

Rear facades are often neglected, but due to their visibility and the location of available parking, it is important for businesses to improve the aesthetics of the backs of their buildings.

## Before



## After

(Rendering)



## Sidewall Facades

The introduction of vehicular and pedestrian circulation routes, as well as adjacent building demolition will create a potential problem of exposing sidewalls. The first priority will usually be to build a new building on the demolition site. But if it is decided that it will remain empty forever, then adding windows and or doors may be an option. These walls are more difficult to aesthetically treat because there is less to work with. Trim is held to a minimum, and there generally are few windows, doors, or other features to treat. One must also realize sidewall mounted signs are to be avoided due to City ordinances. However, there are several treatments that can be used to help "dress up" a blank wall.

Keep in mind that side walls were typically built with softer common brick as opposed to face brick, so tuck-pointing and other repairs may be needed.

## Continuation of Storefront Elements

Strong storefront elements can be extended across the sidewall. Examples are facade trim, window head millwork, wall accent trim, or paint color. The introduction of these elements adds a horizontal or vertical rhythm, and interrupts an otherwise monotonous wall. This also prepares the pedestrian for what they will see when approaching their storefront. \*Take caution if applying for federal tax credits and contact the Main Street office or Wisconsin Economic Development Corporation (WEDC). As these architectural features are on the side and rear entrance, they may be discouraged by the Wisconsin Historical Society and National Park Service.



Window Head Millwork



Wall Accent Trim



Facade Trim

## Doors and Windows

When a sidewall is exposed, and is adjacent to parking or pedestrian access, the introduction of a door would serve not only as an entrance, but would add interest to the wall as well. The door could include trim or other physical amenities to invite use and avoid the appearance of a hole in the wall. The addition of windows visually opens the wall and building's interior to the pedestrian. Caution should be used when adding doors, windows, and their amenities to avoid competing with a main entrance. \*Take caution if applying for federal tax credits and contact the Main Street office or Wisconsin Economic Development Corporation (WEDC). As these architectural features are on the side and rear entrance, they may be discouraged by the Wisconsin Historical Society and National Park Service.



## Landscaping

If the sidewall is clean and not bland enough to warrant the addition of storefront elements or doors or windows, landscaping is an economical solution. When designed and installed professionally, landscaping can add rhythm, pattern and concealment. Landscaping can be used in conjunction with other treatments. It should be noted that landscaping requires maintenance and is susceptible to damage.

## Residential Facades

The downtown is filled with a variety of residential development. It is important that residential properties are also conscious of the facades and aesthetic of downtown.

## Color

As with materials, the color scheme chosen for the facade should be sensitive to the time period the building was built. To determine the color scheme to be used, consult a professional or go to the local paint store and ask to see color cards for historic paint colors and their combinations.

If you have a masonry facade that is already painted and the paint seems to be holding - paint it again. If masonry is to be painted, the colors used should be within the natural color range of the material to be painted. If it is previously unpainted, it should remain unpainted, keep in mind that most brick was never meant to be painted, so any paint color should match the brick color. Never use a waterproof paint or sealant on masonry wall.

Colors should accentuate the architectural details of the building – but don't overdo it! The levels of coloration might be broken down as follows:

- Base Color - Major Trim Color - Minor Trim Color - Accent Color

Main Street Color Palette:

The preferred colors to be used for signs, facades, and any exterior color schemes on buildings within the BID Area of Downtown Marshfield, are from the following paint manufacturers.

1. Benjamin Moore - Historical Interior/Exterior palette
2. Sherwin Williams
  - A. Arts and Crafts Palette
  - B. Victorian Palette
  - C. Heritage Palette
  - D. Preservation Palette

These color palettes may also be used for interior decorating if the business or building owner so chooses.

## **Design Guidelines for Additions and New Buildings**

### **Infill Structures**

New construction on vacant lots in downtown should be encouraged. The success of these buildings can be enhanced by recreating the original rhythm of existing building facades. It is important that individual buildings act as part of the entire street facade. When a building is missing and a parking lot or park takes its place, the streetscape is disrupted where these obvious "holes" exist.

The design of new buildings must be appropriate and compatible with neighboring buildings. Because these infill buildings are new they should look new and not attempt to duplicate historic structures. Their appearance, however, should be sensitive to the characteristics of its surrounding buildings. Infill structures must take design cues from existing architectural parameters already established in downtown.

### **Proportion**

The height and width of infill structures will be determined by the proportions of buildings immediately adjacent. Height should be the same as adjacent buildings. Width should fill the entire void between buildings. If the void is very wide, the facade should be broken up into discernible bays which mimic the rhythm of facades on the streetscape.

### **Composition**

The organization of elements of new facades should be similar to that of surrounding facades. Storefront lintel heights, cornice heights, bulkhead heights, rhythms that exist throughout the block should be carried out in the new facade. Existing window opening patterns of the upper façade and existing window openings of the lower storefront should be acknowledged in the new design. The ratio of window opening to solid wall should also be in keeping with nearby buildings.

## Building Setback

Infill structures should align their facades flush with the adjacent buildings to reinforce the rhythm and consistency of the streetscape.

## Materials

The most dominant building material in downtown Marshfield is brick. Infill facades should be constructed with materials similar to the material in adjacent facades. Infill buildings should not stand out from the others. Material color should be chosen that is compatible with that of adjacent facades.

## Design Guidelines for Site Design

### Lighting

Lighting on the building facade is an important element when considering visibility in the evening hours. Generally the street lighting installed by the city provides good illumination of the overall building facade.

To attract attention to the storefront area there are a couple of traditional methods of lighting:

- **Well-lit display windows**
  - Attract attention to items in your window
  - Residual light washes the sidewalk and attracts pedestrians
- **Light over the recessed entry door**
- **Lighted signage in the window**



Storefront lighting should be tastefully done either to highlight your product, your building, or your signage. Flashing lights, flashing signage, or excessively bright lights are not appropriate.

### Signage

Signs are important to the store owner for reasons of advertising, identity, and image. As they are an extremely visible element of the storefront, signs must be used carefully so as not to detract from facades. With a little forethought and careful planning, signage can embrace other store owners' needs and Marshfield's image.

## Placement

Storefronts should be limited to three signs - one primary and two secondary. The primary sign should be located above storefront display windows but below the sills of second floor windows. On many examples of turn-of-the-century buildings a continuous brick ledge or corbelling is used to separate the second floor and above from the storefront below. This space is ideal for sign placement, as it was often created for this purpose. In some instances, newer buildings contain areas above the highest windows for signage. This location is acceptable but should be avoided if possible, as a great majority of Marshfield's buildings were designed to accept signage above the display windows.

Another option for a primary sign location can be an awning canvas, not vinyl, provided the awning is properly integrated with the building. Types of secondary signage include hanging, window, awning, or any sign that is located below the primary sign. If a projected sign is planned, placement will be critical to avoid interferences with adjacent signs and architecture of the storefront itself. These signs should be located so the bottoms are no less than eight feet above the sidewalk. Window signs



should consist of a material and color that contrasts with the display, while being small enough to not interfere with display area (25 – 30% of the window area).

## Size

Big does not necessarily mean powerful. Primary signs of proper size can combine with the entire storefront to become more meaningful than just the sign itself. The sign must be subordinate to the building, not the opposite. Actual size may vary. This size is appropriate for distances the sign will be read from in a downtown setting. Lettering should account for at least fifty and no more than sixty-five percent of a signboard. Refer to the City of Marshfield's sign code for further detail.

[http://ci.marshfield.wi.us/departments/development\\_service\\_department/sign\\_resources.php](http://ci.marshfield.wi.us/departments/development_service_department/sign_resources.php)

## Lettering & Logos

Letter styles are numerous and vary tremendously. The store owner should have no problem finding a style representing the desired image. Letters are also available in many colors. Choose a color that compliments the building as well as contrasts with the background of the signboard. Light letters on a dark background provide the easiest reading. Because of the large variety of letters and letter types, it is recommended that a sign or advertising company be utilized.

## Message

Messages should be kept simple in content. The major function of the sign is to introduce the storefront and its contents. Wording should be minimal, and slogans avoided. Descriptive words should be used rather than providing listings of items to be sold. Simple wording is easily read by pedestrians and street traffic without becoming distracting. A well designed sign typically only has the business name and logo.

## Planning For Signs

We recommend the following guidelines for business signs:

1. Review the Marshfield City Sign Ordinance to insure compliance with requirements and restrictions before investing money in a sign.
2. Use a simple, clear message.
3. Use colors, materials and lettering styles that harmonize with the building facade. Helpful hints:
  - Limit each sign to a maximum of three colors, two materials and one lettering style.
  - Use available Information about the colors, materials, lettering style, and placement of the original signs on your building when designing new ones.
  - Wooden signs with raised letters, metal signs, painted signs, and neon and gold leaf are all appropriate downtown, though not for every building.
  - Decorative, sans serif and serif lettering are all appropriate for business signs, though not for every sign and building.
  - Scale signs and lettering to match their location.
  - Use lettering that is appropriate/proportionate and occupies no more than 65 percent of the signboard surface.
4. Small hanging signs, such as those that use an icon (a barber's pole or shoe, for example) and a minimal amount of lettering, are effective and attractive. When placed near the business entrance, these signs clearly identify the store's purpose and entrance for the pedestrian. When used by several stores along a block, small hanging signs provide a pleasing visual rhythm.  
Helpful hints:
  - Orient hanging signs toward pedestrians.
  - Coordinate the size and placement of a hanging sign with its facade.
  - Locate signs at least 8 feet above the sidewalk to permit pedestrian passage, and no more than 12 feet above the sidewalk for maximum pedestrian visibility.
  - Limit the size of a hanging sign to no more than 16 square feet.
5. Banners and awning signs provide good business identification and advertising. Their cost is relatively low and modern fabrics have a long life span. Helpful hints:
  - Mount business sign banners perpendicular to the facade, allowing for pedestrian passage below.
  - Locate signs on vertical portion of an awning for maximum visibility.
6. Window and door signs are a low-cost way to advertise a business to pedestrian traffic. Paint lettering directly on a window or door glass, or apply vinyl letters. Gold leaf lettering and window neon signs are more expensive but appropriate and very eye-catching. Helpful hints:

- Limit a window sign to no more than 25 percent of the total glass area; do not obscure customer's visibility.
  - Use a window sign to complement other signs on the facade.
  - Avoid mass produced signs that are incompatible with the building.
  - Use quality workmanship rather than extravagant materials.
7. Applied signs that are flat and fixed to a wall, should relate carefully to the building facade.

Helpful hints:

- Avoid nationally distributed signs.
- Limit their number to two per storefront.
- When two signs are used they should complement each other in shape, color, size, and lettering style.
- Locate directly above a store's entry, if possible.
- Apply the wall sign to the lintel strip or other flat surface that is free of architectural details.
- Limit the size of a wall sign to no more than 10% of total facade.
- Avoid portable, illuminated sign boards.



8. Use externally illuminated signs for businesses that are open after dark and for round-the-clock advertising to passersby. Helpful hints:
- Design the light source to be part of the sign or hidden from view.
  - Goose neck lighting.
  - Use lighting that provides a true color rendition.
  - Avoid exposed lights that produce a glare.
  - Hide the electrical fixtures, conduits, and wires. Incorporate them into the sign, or paint them to match the background.

## Awnings and Canopies

The canvas awning was an important design element in the traditional storefront. It provided shelter for pedestrians from sun and rain, added color, and acted as a transition between the storefront and the upper facade. The awning can also be used as a location for building signage.

If an awning is to be used, its shape should reinforce the frame of the storefront opening. It should be attached below the storefront lintel or sign panel and should not cover the piers on either side of the



storefront. The standard street level awning should be mounted such that its valance is approximately seven feet above the sidewalk and it projects out between 4 and 7 feet from the building.

The awning can also be a useful tool to disguise inappropriate storefront alterations while maintaining the proportions of the traditional storefront.

Awnings are available in several materials and colors of varying cost and durability. They are also available in a variety of profiles. However, the traditional commercial awning material is canvas and its profile is the watershed design. Other profiles tend to be too contemporary when placed on a traditional facade.

Awning color should be selected to insure compatibility with your building and with the color of adjacent buildings.

Avoid wrap around awnings. When a building is located on a corner, the awning should end before the building edge and then a new canopy can start on the perpendicular side.



## Landscaping

Landscaping of the streetscape can help to soften the pedestrian environment at the street by adding color and life to an otherwise hard, somewhat noisy area. The city is responsible for the installation and care of street landscaping: however, business owners can supplement what is already in place by providing plantings of their own. Plantings can be used at rear and side entrances of buildings to make them more attractive. These plantings can be permanent or in planters which are portable. Plantings can be used to screen trash receptacles, non-accessible doorways, and parking areas.

If you do incorporate plantings into your plans they must be maintained. An empty or poorly maintained flower box can be unsightly. Shrubbery or trees that are not properly or regularly trimmed could be an eyesore.

Consult with a qualified nursery to select plantings which will perform well given the locations and conditions of your site.



## Visual Screening

Many places of business require outside appearances that often prove unsightly. Trash receptacles, condensing units, electrical transformers, and others are obtrusive and often impair pedestrian traffic. As essential as they may be, these objects do little to add to the aesthetics of the building. There are several methods of reducing their negative effects.

1. Elimination. If possible, eliminate these objects. Trash receptacles can be located inside if there is a space available without endangering health or creating an odor problem. Air conditioning condensers can be roof mounted and electrical transformers can be installed inside the building. However, this is a costly procedure as transformers must be housed in a fire-rated and ventilated area.
2. Reduction: Shared dumpster locations, etc.
3. Placement. The most economical method of "screening" is placing unwanted objects away from pedestrian and vehicular traffic. Consideration should be given to access for maintenance and pickup especially if the objects in question are trash



*(Shared Dumpsters being concealed by fencing and flowers)*

receptacles. Attention should also be given to adjacent property owners and their pedestrian and vehicular traffic patterns.

4. **Concealment.** In many instances, trash receptacles, condensers, or transformers must occupy the same general area desired for pedestrians. The only option is concealment. There are many visual barriers available on the market. Wood fences, or metal fences with wood or plastic slats are a few. These are acceptable, but a preferable method is to construct visual barriers with materials consistent with the adjacent building. A blending of materials is more compatible with the storefront. Another method of concealment is the use of landscaping. With professional assistance, the proper pattern and species of plants can be realized. It should be noted that landscaping will need care.

## **Pedestrian Access**

Building and business identity are important considerations to the store owner. Accesses must also be considered important to insure convenience, safety and repeat business of the customer. Pedestrian access must be associated with parking and a clear identity of entry points.

### **Front Entrances**

If at all possible, the front entrance should be the most important. Front entrances are integral to storefront design, giving the street the "hometown" image, inviting browsing and window shopping. Canopies, color, signage, and proportions of the building can combine with the front entrance to create a strong image.

### **Rear and Side Entrances**

Some of Marshfield's busy streets, particularly portions of Maple and Chestnut Avenue, are busy enough to warrant rear or side entrances. These entrances are conveniently accessible to more parking than in the front. For this reason, rear and side entrance treatments should include the entire exposed rear and side walls for identity. The potential impact of these walls is often overlooked.

A combination of front entrances with side or rear entrances is called "double fronting." There are certain advantages to double fronting:

1. Circulation patterns are enhanced
2. Better access to off-street parking
3. Store Identity is created on more than one side of the building
4. Opportunity for handicap accessible entrance in rear.

Double fronting can also create disadvantages:

1. Initial cost of remodeling is increased
2. Maintenance costs are increased as additional doors, windows, and sidewalks are created
3. Security problems increase

Front, side or rear entrances must share a common characteristic of presenting an attractive door to the pedestrian. Usually, the best doors are the original units properly maintained and repaired. If these are beyond repair, new doors can be made to closely resemble the original doors. Another option is

to use simple, cleanly designed metal or aluminum doors with a large percentage of glass area that will not detract from existing wall treatment. The so-called Colonial, Georgian, or Early American doors are typically more residential in appearance and are not compatible with commercial buildings.



**“Double Fronting” Rear Entrance Example**

## Maintenance and Repair

Many of Marshfield's existing downtown structures contain two favorable qualities. One is that they are structurally sound. Modifications that may have been done were basically superficial, affecting features such as windows, doors, and facades. A second quality is the building's survival of original design features and materials. It is fortunate that we can easily see what the original structure's appearance was. Past alterations usually consisted of materials that were attached to existing walls rather than involving reconstruction and demolition. These qualities enable us to maintain and repair our buildings rather than demolish. With a few exceptions, we can transform "Main Street" into an accurate semblance of what was.

Exterior materials will be addressed more extensively than those of the interior, as interiors are often dictated by business related items such as image, display, and theme. However, considerable attention should be made in inviting the original building design to work both inside and out. With this in mind, Main Street Marshfield is offering design assistance for both exterior and interior renovation projects.

Before considering any repair or remodeling, materials should be examined by an architect or contractor experienced in historic buildings.

As to their actual condition and potential for cleaning or repair. Once evaluated, cleaning and repair may proceed. All work should be professionally done, as proper equipment, working experience, and basic knowledge can be utilized. We will briefly describe repair and maintenance for the store owner's basic familiarity.

## Masonry

As in most towns, a large number of Marshfield's buildings consist of brick masonry. There also exists some structures consisting of stone, concrete block, and marble. It should not be an assumption that all masonry needs cleaning. Several buildings have already been cleaned and repaired, and others were never painted. Minor staining or discoloration can sometimes add character to a structure, or simply remain as an acceptable condition. If, however, the masonry is unacceptable, several cleaning methods may be used.

### Water Cleaning

Washing with water and a detergent is the simplest of all methods and is successful on lightly soiled masonry. This method is probably the easiest for the amateur, but also time consuming. Water cleaning involves two steps. The first is spraying to presoak the masonry with a low pressure wash, removing dirt deposits not tightly bonded to the surface. The second step is time consuming and more difficult as it involves scrubbing with a hand or power brush. Whether done by an amateur or professional, care must be taken to use water efficiently. Cracks in walls or around openings can lead to interior water damage. Brick cleaning should be done before finishing the interior of that particular wall. Water cleaning should be avoided in cold weather, absorbed water can freeze and fracture surfaces. Test washing a small area of the wall will determine how long it takes and whether this method will work.

### High Pressure Water Cleaning

A newer method is to utilize special equipment that develops enough hydraulic pressure to "force spray" masonry. High amounts of pressure actually inject water into the surface of the masonry, forcing out dirt and staining. Even though less water is used in this process, interior water damage is still a concern as pressure can force water into openings. High pressure water cleaning should be done only by professionals and should not exceed 1,000 p.s.i.

### Chemical Cleaning

Due to a large variety of chemicals, potential toxicity, cleanup, and specialized equipment, professional help must be seriously considered. Chemical cleaning is best utilized for paint removal and elimination of deep stains. Care must be taken in the use of acids. Even in a diluted solution, acids can harm limestone and marble.

### Sandblasting

Method of removing paint, stains, and deposits sandblasting is the most detrimental, especially when considering brick. Sandblasting removes the outer surface of the brick, exposing the softer inner surface. This leaves the brick more susceptible to weathering. Sandblasting also pits the surface, leaving horizontal areas and pockets for moisture and dirt to collect. **We do not recommend sandblasting be used on masonry.** A free test cleaning of a small area of the wall is usually done by a reputable contractor, as they can observe results and better determine an estimate to do the job.

### Tuckpointing

Weathering of masonry also involves the mortar joints. If masonry is to be cleaned, the addition of new mortar to the joints may be necessary. This is called tuckpointing. Never use a mortar that is harder than

the brick it is being used on. The joints are first thoroughly cleaned out to existing sound mortar. Then, new mortar is filled in and finished to **match the depth and style of the intended original joint**. Mortar can be pigmented to match any existing color. After tuckpointing, the surrounding masonry must be cleaned as it is impossible to fill joints without touching them with mortar. Different mortar types, See preservation briefs from National Park Service. <http://www.nps.gov/tps/how-to-preserve/briefs.htm>

### Toothing

An occasion may arise when an opening must be cut into or enlarged in an existing masonry wall. As the opening is cut into the wall, every masonry unit should be removed back to the adjacent vertical mortar joint. This allows new masonry units to be set in such a way as to blend in with existing masonry while creating a stronger joint.

### Wood

Marshfield's existing buildings use wood on the exterior primarily for window and door framing, trim, cornices, bracing and brackets. Although masonry dominates storefronts, maintenance and repair of wood is essential in restoring original building design and integrity. Wood accents the masonry, and is the material one comes in contact with.

If wood is found to be in need of repair, epoxies, bonding agents, etc. can be used or you can replace or patch that particular portion of wood. Replacing the wood frame, for example, is not necessary if just one section of frame is damaged. Replace with the same species of wood if possible for uniform finishing. Conversely, refinishing wood should not be a patch job. Rather, the entire frame, as an example, should be refinished. Paint or stain can be removed by several methods. Among these are sanding, melting or dissolving with chemicals. Sandblasting should not be used as it pits and separates the grain.

### Architectural Metals

Architectural metals such as cast iron, galvanized steel, aluminum, copper, zinc, and tin, are used sparingly at roof parapet and flashing columns, cornices, lintels, etc. Aluminum is also used for flashing, but mainly for window frames and doors. (While metal wall panels are found in more recent buildings, most are considered to be reasonable examples of original Marshfield architecture.)

Any metal encountered can be cleaned. As with masonry, care should be taken to avoid damage by using gentle methods. Sandblasting is to be avoided with cast iron being the only exception. Softer metals can be cleaned with solvents or sanding.

Ferrous metals (metals with an iron content) such as steel door frames, should be painted. Copper, stainless steel, or other similar metals, were meant to be exposed. Aluminum can be left unfinished, painted, or factory finished with a baked coating.

Most metals in need of repair can have the rotted portion fabricated and replaced. The Marshfield area boasts of competent craftsmen and contractors that can do the job. Metals damaged beyond repair are replaced by wood, fiberglass, epoxy, or other metal. Dissimilar metals must be insulated from each other to avoid electrolysis, a naturally occurring reaction.

## Windows

Windows are one of the most prominent and important features of storefront and upper facades. Unfortunately, they are often the most altered and neglected of all materials. When the original windows exist they should be repaired, re-caulked and re-glazed as needed instead of replacement. When paired with a new interior or exterior storm windows, many original windows can be as efficient as new ones, often for less cost. Good windows contain several attributes. Be cautious in new windows because the seals around the two glazing layers can fail and lose its efficiency. These then need to be replaced since they cannot be re-sealed.

1. Energy conservation. Modern units contain insulated glazing and "thermally broken" frames. Both glazing and frames contain either an air space or gasketing to eliminate frost and moisture penetration. If original units are repaired, custom fabricated storm units can be installed to achieve the same result.
2. Light quality. Proper sizing of the storefront window can enhance the amount of natural light entering. Glass can also be rated to control the type of light entering through, such as E-rated glass which prevents discoloring of merchandise. This can be valuable to the store owner but always avoid tinted glass in storefronts. The use of awnings or simply changing displays frequently is a far better solution for retailers merchandise display.
3. Always should be custom to fit original opening.

If windows are completely replaced, the new units should contain the same proportions as the original (This is not to be confused with replacement units that may be presently installed.) Consideration should be given to horizontal and vertical mullions that provide design continuity throughout the building. Always use the entire original window opening, even if the opening was partially filled in from previous remodeling.

## Mechanical, Electrical, and Plumbing

Heating, ventilating, and electrical systems are becoming more sophisticated as energy conservation is foremost in today's society. It is essential that all systems be inspected by licensed contractors or engineers. Existing systems may have been altered to a condition that is impossible to evaluate by a layperson. Expansion of store area also dictates an investigation of the system's capacity. Store owners should also be aware that spending more money on efficient systems will mean cost savings on a daily basis. All systems must satisfy both the Wisconsin State Building Code and regulations as determined by the City of Marshfield.

## A Word of Warning

Maintenance and repair of existing buildings often require removal of undesirable or damaged materials. Marshfield's buildings were constructed before asbestos or lead were discovered to be a hazardous materials. Not only is it unhealthy to remove certain forms of asbestos or lead, it is unlawful. If either is suspected, notify an architect or contractor. They can verify its presence and recommend a certified asbestos or lead removal company.

## Standards for Rehabilitation

### The Secretary of the Interior's "Standards for Rehabilitation"

The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

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 alterations 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 archaeological 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.

## Tax Credits

Owning a building listed on the National Register of Historic places, or a contributing building within a National Register District carries with it several benefits. One of these is the ability to apply for federal and state income tax incentives programs for rehabilitation of historic properties. Currently, there are three programs available to owners of properties that are listed in the national or state registers of historic places, or that may be eligible for listing in the national register. These programs are:



### **Federal 20% Historic Rehabilitation Credit**

A 20 percent federal investment tax credit (ITC) for rehabilitation of income producing historic buildings

### **Wisconsin 20% Historic Tax Credit**

An additional 20 percent Wisconsin Historic Tax Credit for persons who qualify for the 20 percent tax credit

### **Wisconsin 25% Homeowners Tax Credit**

A 25 percent Wisconsin investment tax credit (ITC) for persons who rehabilitate non-income-producing historic homes.

There is also a program available to owners of properties which are listed in the national register.

### **Federal 10% Non-Historic Tax Credit**

A 10 percent federal investment tax credit (ITC) for persons who rehabilitate non-residential, non-historic, income-producing buildings which are built before 1936.

The rules for applying for these programs vary: furthermore, they are subject to change. A complete recitation of the rules governing these programs is beyond the scope of this summary. If you own or plan to own property built before 1936, the Main Street Program and the Division of Historic Preservation will be happy to assist you in participating in these programs.

### **Program Requirements**

#### **Federal 20% Rehabilitation Credit - plus - Wisconsin 20% Historic Tax Credit**

- Property must be historic. Must be: listed in National Register within National Register district: or determined eligible for National Register through Part 1 application process.
- Minimum investment. You must spend at least as much as the adjusted basis of the building; or \$5,000, whichever is greater for the federal credit, and \$50k min. for the state credit
- Must comply with Secretary of the Interior's Standards for Rehabilitation.
- Formal application is required.
- Property must be a building.
- Property must be income-producing. Must be depreciable, by IRS standards.
- Cannot sell building or perform any unapproved alterations for five years or you may have to repay tax credit to IRS or DOR prorated over 5 years.
- May apply after work is begun to receive federal 20% credit; must apply before work begins to receive additional Wisconsin 20% credit.

### **Rehabilitation Resources**

Each individual building facade plays an important role in the makeup of the downtown district. Storefronts, window displays, signage, color, canopies and architectural details all play an integral part in the successful design of individual buildings. Rehabilitating your Main Street building can be mind-boggling:

- What materials should I use?
- What colors are best?
- Is an awning appropriate?
- What kind of sign would look best?

Property owners or tenants who wish to improve their buildings should begin by assessing the current visual condition of the entire facade.

- How could storefront improvements relate to the entire visual impact of the building?
- How does the building relate to neighboring buildings?
- How does a storefront improvement relate to the historic upper portion of the building?
- What changes are needed to improve the appearance and integrity of the upper portion of the building?
- Resources List
  - Preservation Briefs (NPS) - [www.nps.gov/tps/how-to-preserve/briefs.htm](http://www.nps.gov/tps/how-to-preserve/briefs.htm)
  - ADA Check list - [www.ada.gov/racheck.pdf](http://www.ada.gov/racheck.pdf)
  - ADA guide for small businesses – [www.ada.gov/smbusgd.pdf](http://www.ada.gov/smbusgd.pdf)

Assistance with these questions is available through the Main Street Marshfield's design assistance program. The Main Street program offers free design assistance to business/property owners within the Main Street area who are interested in doing exterior and interior renovation projects. This program can help take the guesswork out of your rehab project by providing you with sample drawings of possible façade improvements. Color schemes, paint and awning samples, signs as well as technical information about how to get the work done are just some of the solutions the program can offer.

The goal of all building improvements should be to make each building the best possible expression of itself that it can be. These design guidelines serve as a guide for various improvement projects, still keeping in mind that each building is unique. The guidelines are intended to suggest ways in which property /business owners can take advantage of downtown's charm and history.

To apply for individual design assistance, simply contact the Main Street Marshfield office. Applications for design assistance are processed on a first-come, first serve basis. So the sooner you apply, the sooner you'll see results. The process begins with a one-on-one consultation at Main Street Marshfield to collect information and determine the goals of the project.

The volunteer design specialist assigned to your project will receive input from fellow volunteers working with Main Street's design assistance committee. Your volunteer design specialist will work with you until the project is complete. You are also eligible for a free rendering (exterior only) from Wisconsin Main Street. *(5 available per year, first come first serve basis)*

## References

- Renderings by Joseph Lawniczak
- Marshfield Sign Ordinance, City of Marshfield
- D.I.L.H.R Wisconsin Administrative Code - Building, Heating, Ventilating and Air Conditioning

- The State Historical Society of Wisconsin
- Wisconsin Main Street Program
- Downtown Marshfield: An Architectural and Historical Walking Tour- City of Marshfield
- Marshfield Illustrated by C.W. Charles, North Wood County Historical Society

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