

VILLAGE OF WINFIELD
TOWN CENTER DESIGN GUIDELINES

ADOPTED FEBRUARY 7, 2002

Prepared April 21, 2001

By

Main Street Winfield, Inc.

Table of Contents

Brief History of Winfield.....	1
Historical Standards for Rehabilitation.....	3
Standards for Preservation.....	4
Standards for Restoration.....	5
Standards for Reconstruction.....	6
Standards for Rehabilitation.....	7
Storefront Design.....	8
Traditional Design Description.....	8
Points to be considered in making improvements.....	8
Types of Rehabilitations.....	9
Materials to be used.....	9
Materials discouraged from use.....	9
Rear Facades.....	10
Appearance.....	10
Store Identification.....	10
Traffic Circulation.....	10
Customer Convenience.....	10
Security.....	10
Infill Construction.....	11
Philosophy.....	11
Street Wall Alignment.....	11
Proportions of the façade.....	11
Composition.....	12
Materials.....	12
Detailing.....	12
Materials discouraged from use.....	12
Roof forms.....	12
Windows.....	13
Compatibility of types.....	13
Design.....	13
Proportion.....	13
Doors.....	14
Compatibility of design.....	14
Proportion.....	14
ADA Accessibility.....	14
Awnings & Canopies.....	15
Size.....	15
Height / Width.....	15
Materials.....	15
Signs.....	16
Compatibility with traditional facades.....	16
Placement and number.....	16
Size.....	16
Lettering and graphics.....	16
Content.....	16
Lighting.....	17
Sign ordinances and other requirements.....	17
Colors and Paint.....	18
General.....	18
Boutique Color Schemes.....	18
Historical Color Scheme.....	18
Surface Preparation.....	18

Table of Contents

Painting.....	19
Masonry Repair	20
General.....	20
Cleaning.....	20
Re-pointing	21
New Construction	22
Proportions.....	22
Composition.....	22
Materials	22
Detailing	23
Colors.....	23
Setback.....	23
Roof forms	23
Building height	23
Other Maintenance Considerations.....	24
General Maintenance	24
Roofs.....	24
Windows and Doors.....	24
Landscaping.....	24
Definitions	25
References and Further Reading.....	26
Acknowledgements.....	27

Design Guidelines

Historical Standards for Rehabilitation

Main Street Winfield fully supports the need to preserve the past standards of architecture and craftsmanship in place in the Village. There are multiple instances of this history in Village buildings, which includes Hedges Station, a historically significant structure now sited north of the Town Center Development area in Oakwood Park. The frame construction of Hedges Station reflects both the character and design around which the Village was built. Few of the buildings the age of Hedges Station remain, but those that do have been fully renovated to become the standard for future building renovations and additions to Town Center going forward. Main Street Winfield intends to continue working in conjunction with the Winfield Historical Society and or any future commission established by the Village of Winfield to protect and preserve the historical aspects of the Village. Numerous resources are available through Main Street Winfield from Illinois Main Street, the Illinois Historic Preservation Agency and the National Trust for Historic Preservation. Main Street Winfield will gladly provide any assistance needed by property owners to achieve the rehabilitation of historical structures.

PRIMARY STRUCTURES IN WINFIELD'S TOWN CENTER

On the Main Street in the Town Center, frame construction is standard in the primary buildings on the west side of Winfield Road, south of the tracks to Beecher St. These fully restored two-story frame buildings set the standard for any future infill construction within that street wall. Addresses include OS100 to OS118 Winfield Road. Other buildings of historic note are also found on Church Street and Beecher Street, including OS125 Church Street and the original school (now a residence) across from St. John the Baptist Catholic Church "the old church" which itself is an historical structure. The current elementary school, at OS150 Winfield Rd. fully encloses a historical structure, now lost to renovation and site enhancement.

The Elsen building, a two-story buff colored brick structure housing John's Buffet is located on the northeast corner of Winfield Road and Jewell Road, and is the primary brick historical structure within the current Town Center. The Village complex (housing Village Hall, Police Station and Clock tower) and the Winfield (commuter) Train Station, both newer brick structures on Jewell Road, again reflect both the quality standard and the character of the Village that these guidelines seek to preserve. Brick is both a desirable and durable building material for construction in the Town Center.

The building on the west side of Winfield Road just north of the railroad track was also built in 1928 by Elsen, and was originally a garage. It is significant in that its location is the virtual heart of Winfield, and the location of the building at the right-of-way of the public street is the standard being recommended.

The elementary school building is historically significant in that it encompasses the old public school built in Winfield in 1871. Additions over the years almost completely cover the original building, with only the elevation on the west side facing the playground showing any part of it. The additions are brick and are modern in design.

In new, in-fill construction, the same principles on color selection should apply. That is, the colors should complement the schemes of adjacent buildings, and fit into the nature of the building landscape. The same guidelines would apply in terms of base color; major and minor trim colors and accent color. Again, colors should tie the architectural elements together, and this scheme should be consistent throughout the facade's upper and lower portions.

Design Guidelines

Standards for Preservation

The Secretary of the Interior's Standards for the Treatment of Historic Properties, 1995

PRESERVATION IS DEFINED as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project.

1. A property will be used as it was historically, or be given a new use that maximizes the retention of distinctive materials, features, spaces, and spatial relationships. Where a treatment and use have not been identified, a property will be protected and, if necessary, stabilized until additional work may be undertaken.
2. The historic character of a property will be retained and preserved. The replacement of intact or repairable historic materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Work needed to stabilize, consolidate, and conserve existing historic materials and features will be physically and visually compatible, identifiable upon close inspection, and properly documented for future research.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. The existing condition of historic features will be evaluated to determine the appropriate level of intervention needed. Where the severity of deterioration requires repair or limited replacement of a distinctive feature, the new material will match the old in composition, design, color, and texture.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

PRESERVATION AS A TREATMENT. When the property's distinctive materials, features, and spaces are essentially intact and thus convey the historic significance without extensive repair or replacement; when depiction at a particular period of time is not appropriate; and when a continuing or new use does not require additions or extensive alterations, Preservation may be considered as a treatment.

Design Guidelines

Standards for Restoration

The Secretary of the Interior's Standards for the Treatment of Historic Properties, 1995

RESTORATION IS DEFINED AS the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.

1. A property will be used as it was historically or be given a new use, which reflects the property's restoration period.
2. Materials and features from the restoration period will be retained and preserved. The removal of materials or alteration of features, spaces, and spatial relationships that characterize the period will not be undertaken.
3. Each property will be recognized as a physical record of its time, place, and use. Work needed to stabilize, consolidate and conserve materials and features from the restoration period will be physically and visually compatible, identifiable upon close inspection, and properly documented for future research.
4. Materials, features, spaces, and finishes that characterize other historical periods will be documented prior to their alteration or removal.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize the restoration period will be preserved.
6. Deteriorated features from the restoration period will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials.
7. Replacement of missing features from the restoration period will be substantiated by documentary and physical evidence. Adding conjectural features, features from other properties, or by combining features that never existed together historically will not create a false sense of history.
8. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
9. Archeological resources affected by a project will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
10. Designs that were never executed historically will not be constructed.

RESTORATION AS A TREATMENT. When the property's design, architectural, or historical significance during a particular period of time outweighs the potential loss of extant materials, features, spaces, and finishes that characterize other historical periods; when there is substantial physical and documentary evidence for the work; and when contemporary alterations and additions are not planned, Restoration may be considered as a treatment. Prior to undertaking work, a particular period of time, i.e., the restoration period, should be selected and justified, and a documentation plan for Restoration developed.

Design Guidelines

Standards for Reconstruction

The Secretary of the Interior's Standards for the Treatment of Historic Properties, 1995

RECONSTRUCTION IS DEFINED AS the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

1. Reconstruction will be used to depict vanished or non-surviving portions of a property when documentary and physical evidence is available to permit accurate reconstruction with minimal conjecture, and such reconstruction is essential to the public understanding of the property.
2. Reconstruction of a landscape, building, structure, or object in its historic location will be preceded by a thorough archeological investigation to identify and evaluate those features and artifacts, which are essential to an accurate reconstruction. If such resources must be disturbed, mitigation measures will be undertaken.
3. Reconstruction will include measures to preserve any remaining historic materials, features, and spatial relationships.
4. Reconstruction will be based on the accurate duplication of historic features and elements substantiated by documentary or physical evidence rather than on conjectural designs or the availability of different features from other historic properties. A reconstructed property will re-create the appearance of the non-surviving historic property in materials, design, color, and texture.
5. A reconstruction will be clearly identified as a contemporary re-creation.
6. Designs that were never executed historically will not be constructed.

RECONSTRUCTION AS A TREATMENT. When a contemporary depiction is required to understand and interpret a property's historic value (including the re-creation of missing components in a historic district or site); when no other property with the same associative value has survived; and when sufficient historical documentation exists to ensure an accurate reproduction, Reconstruction may be considered as a treatment.

Design Guidelines

Standards for Rehabilitation

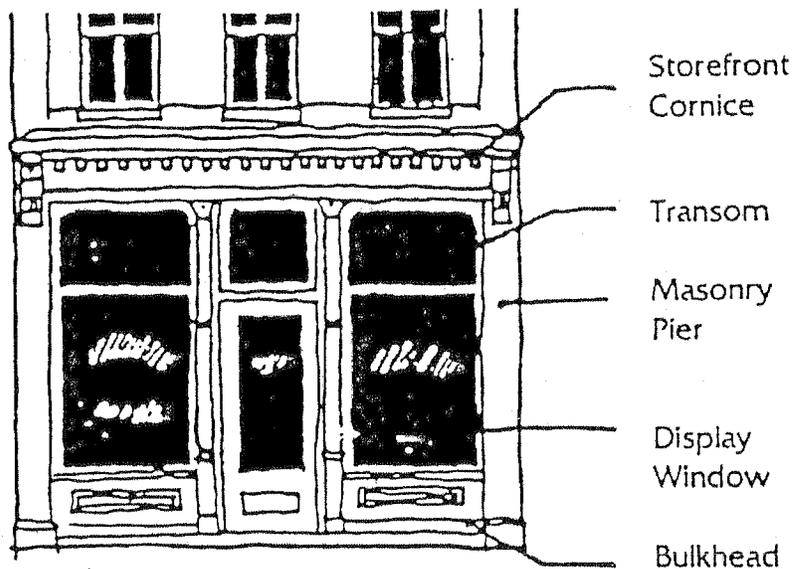
The Secretary of the Interior's Standards for the Treatment of Historic Properties, 1995

They 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 alternation 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 alternations, 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.

Design Guidelines

Storefront Design



Traditional Design Description

A traditional storefront design incorporates the following:

- It is not a blank wall
- Has at least one entrance
- Has the appearance of an independent store and the ability to function independently

A traditional commercial façade consists of three main parts.

1. Storefront with large display windows and traditional door with full glass
2. Upper masonry façade with evenly spaced windows
3. A cornice

Points to be considered in making improvements

Attractive pedestrian-oriented storefronts incorporate design elements that make the structure appeal to the passerby. Large window space, attractive window displays, a clearly visible entrance, easily read signage and protective awnings all add to the storefront value perceived by the consumer. Streetscape elements can also add value in providing convenience to the shopper. Trash receptacles for instant consumables add to usability for the shopper.

New storefronts should be designed with the largest possible window area in keeping with the style of storefronts of adjacent buildings. They should include the basic features of a traditional historic storefront, and there should be a belt course separating the upper stories from the first floor; there should be a bulkhead; the first floor should maintain 80%-90% glass. Window signage should not exceed 5% of storefront window area.

Any screens of building or roof-mounted equipment should be constructed of the major materials of the façade and should be integrated into façade design. Areas devoted to trash collection and storage should also be constructed of the same materials of the building façade.

Design Guidelines

Types of Rehabilitations

Rehabilitations can be of two types. Those that are required to maintain the structural integrity of the building, and those that are desired by the property owner to improve an existing façade. In both cases, preservation and protection of the historical value of the structure must be paramount for existing significant structures. The Village should not approve changes that do not meet these guidelines for rehabilitation.

Materials to be used

Appropriate new construction materials for all exposed surfaces should include the following:

- Brick
- Stone
- Split-face concrete Block
- Wood (south of the RR tracks)

Detailing Materials:

- Cast and molded metals
- Wood
- Fiberglass replications
- Gypsum detailing

Appropriate colors for exterior materials should harmonize with colors found in nearby structures.

Materials discouraged from use

The following materials are discouraged for visible surfaces:

- Wood vinyl or aluminum siding
- Wood Asphalt or fiberglass shingles
- Structurally ribbed metal panels
- Corrugated metal panels
- Plywood sheathing
- Plastic sheathing
- Architecturally Detailed Exterior Finish system (Dryvit)
- Mirrored, reflective or moderate to high grade tinted glass
- Unfinished metal or raw aluminum windows or doors
- Any unharmonious color or material not mentioned above

Design Guidelines

Rear Facades

Appearance

Rear facades serve a significant function in a pedestrian-oriented commercial district in that they carry foot traffic from the parking area located behind the store into the structure. Therefore, they should be treated in nearly the same manner as a street facing store façade in that they should easily direct the consumer into the place of business. Differences include a lessened emphasis on significant windowing in the rear of the structure. More emphasis is placed on a clearly defined and well-lit entrance, one that meets current standards and regulations regarding entrance and egress (specifically ADA standards). A combination of front entrance with a side or rear entrance is called “double fronting”. The advantages include:

- Enhanced circulation patterns
- Better access to off-street parking
- Store identity created on more than one side of the building

Rear plantings need to be maintained to be welcoming, otherwise they become a visually negative element. Any screens of building or roof-mounted equipment should be constructed of the major materials of the façade and should be integrated into façade design. Areas devoted to trash collection and storage should also be constructed of the same materials of the building façade.

Store Identification

Rear facades should carry appropriate store identification information when the structure houses multiple businesses. Signage should be small, but adequate to inform shoppers of the building entrance. Store security may require a locked door on rear entrances, and therefore a bell, buzzer or other appropriate notification for entrance may be desired. An awning is a pleasant addition and a convenience to shoppers in inclement weather.

Traffic Circulation

Parking is to be located in the rear of Town Center commercial structures wherever possible. This provides both conveniences to the consumer and an improved streetscape appearance to the storeowner. It is important to note that vehicle traffic and foot traffic poses the same safety hazards well known by villages and municipalities. Plainly, cars and pedestrians don't mix. Shop and property owners must take this into account when creating or modifying parking areas. Normal service activities, such a trash collection must occur with ease. It is possible to accommodate these functions and make the rear spaces enjoyable “people places” at the same time. Pick a central location for trash collection, which will serve several stores simultaneously. Simple enclosures can be constructed to hide dumpsters and prevent clutter. Check with the collection agency to verify your design will not impede collection.

Customer Convenience

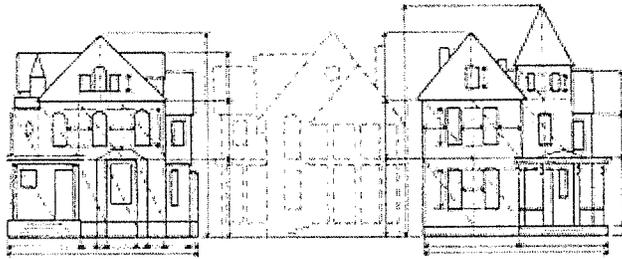
Drive-through convenience is a significant factor in today's economy. It is understood that consumers require this level of simplicity in dealing with their needs. In providing drive through convenience, store and property owners must not impeded the flow of traffic on Village streets and must manage such areas to avoid “stacking” an excessive number of vehicles. See the Village Manager regarding specific regulations regarding drive-through convenience. Snow removal is another important factor to consider. Consumers are not likely to want to come into a building that does not keep walks and drives consistently shoveled at all times.

Security

Security is a primary concern of shoppers. Rear entrances may often be avoided is they do not meet the shoppers needs for a well-lit, safe entrance to the place of business. It is strongly recommended that store and property owners consider these needs when designing the rear entrances to their establishments. Additions of additional security lighting are strongly encouraged.

Design Guidelines

Infill Construction



Philosophy

Infill construction should use design elements predominant in the area immediately surrounding the new construction location. A new structure's primary design elements should be compatible in size, scale, massing, height, rhythm, setback, material, building elements and site design. Design that fits into the overall pattern and character of the neighborhood, and yet retains its own individuality as a new structure, is desirable. This delicate balance of quality new design with appreciation for older craftsmanship is what makes for living and livable neighborhoods.

Street Wall Alignment

Align the façade of the new building with established setbacks. In the Town Center, all structures should be built to the street right of way unless the adjoining structures are set back. Where no structures exist on a block, or where they have been removed, new buildings should adjoin the street right of way line with only slight variances to accommodate articulation and differentiation. This serves to distinguish the downtown area from the suburban auto-oriented businesses and helps provide a friendlier, pedestrian-oriented environment for shopping. On corner lots, new construction should build out to both sidewalks. In the case of new construction between existing street right of way and properties set back from the right of way line, check with the Village of Winfield for the requirements of setback. In all cases, a street wall alignment is desirable in the Town Center.

Proportions of the façade

New construction should have massing and configuration similar to buildings on the same block. Factors that affect a building's mass are height, width and rooflines. New construction and façade rehabilitation should maintain horizontal and vertical spacing of elements similar to other buildings on the block. Where no comparable structures exist in the same block, the developer must use the dominant elements present in the primary structures of the Village.

Height

New buildings should be at least two stories in height and should provide a street façade wall at least 28 feet in height. Current planning calls for a retail core encouraging mixed-use development to a maximum of three stories, with retail commercial on the first floor and office or residential uses on the second and third floors.

Width

Where new buildings will exceed the historical 20-30 feet in width, the façade should be visually subdivided into proportional bays, similar in scale to the adjacent buildings. Varying roof heights, or applying vertical divisions, materials and detailing to the façade can accomplish this.

Design Guidelines

Composition

Proportion of the windows and other openings

New storefronts should be designed with the largest possible window area in keeping with the style of storefronts of adjacent buildings. They should include the basic features of a historic storefront, and there should be a belt course separating the upper stories from the first floor; there should be a bulkhead; the first floor should maintain 80%-90% glass. Window signage should not exceed 5% of storefront window area.

Materials

Appropriate new construction materials for all exposed surfaces should include the following:

- Brick
- Stone
- Wood (south of the RR tracks)

Detailing

Detailing Materials:

- Cast and molded metals
- Wood
- Fiberglass replications
- Gypsum detailing

Appropriate colors for exterior materials should harmonize with colors found in nearby structures.

Materials discouraged from use

The following materials are discouraged for visible surfaces:

- Wood, vinyl or aluminum siding
- Wood, Asphalt or fiberglass shingles
- Structurally ribbed metal panels
- Corrugated metal panels
- Plywood sheathing
- Plastic sheathing
- Architecturally Detailed Exterior Finish system (Dryvit)
- Mirrored, reflective or moderate to high grade tinted glass
- Unfinished metal or raw aluminum windows or doors
- Any unharmonious color or material not mentioned above

Roof forms

Rooflines of new construction should be similar to those of adjacent buildings. Exotic roof shapes tend to disrupt the rhythm of the streetscape and should be avoided. Gable roof shapes are acceptable if the parapet walls hide the end wall and water drainage is contained within the property.

Design Guidelines

Windows

Windows are an important component of the façade; they open the building with light and offer a proportional continuity between the upper floors and the storefront. Often, deteriorated windows have been inappropriately replaced or simply neglected, thereby diminishing the overall character of the building.

Compatibility of types

Every effort should be made to retain and preserve each original window, its function and any decorative details still remaining. If a window is missing or deteriorated beyond repair, replace the window with one that matches the original. Use the overall form and any detailing still evident as a guide. Use the same type of material as the original or a compatible substitute. Always fill the original window opening, even if part of the opening previously had been filled in.

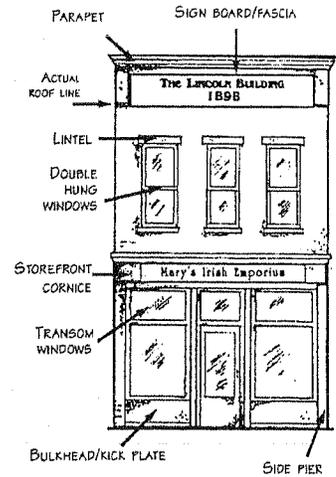
Design

The design of windows in use on commercial facades should match the overall character of the building. In a traditional façade, upper story windows should be double hung, while transom windows should top the main storefront display window. Importance should be placed on appropriateness of design when considering windows, as they make up a majority of a commercial façade.

Proportion

Windows in the first floor storefronts should maintain 80%-90% glass. Window signage should not exceed 5% of storefront window area. Maximum exposure of windows surface and displays at eyelevel will help the vendor market products and achieve proper design of a commercial structure in the downtown core.

FACADE SHOWING UNIFIED, DESIGN ELEMENTS OF THE WHOLE.



Design Guidelines

Doors

Compatibility of design

The entry into a storefront can be the focus of an historic façade. Maintaining a traditional entry door or pair of doors can contribute to the overall character of the façade. Traditionally the entrance door was made of wood with a large glass panel. Every effort should be made to maintain and repair an original door. Back entry doors can be a simpler design of the front entry door. Building owners attempt to keep this historic focus of the building.

Proportion

If a door is to be replaced, consider one of the following:

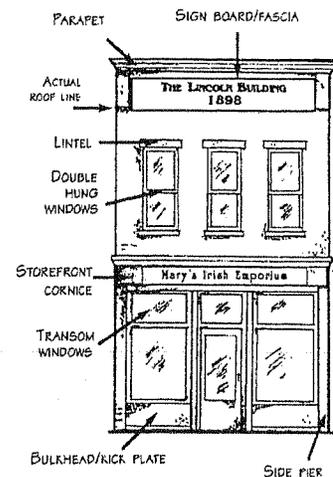
- Have a new door built with the same design & proportions as the original.
- Find a manufactured wood or steel door that resembles the traditional storefront door.
- Use a standard aluminum, commercial door with wide stiles and dark anodized or baked enamel finish.

Avoid doors that are residential in character or decorated with moldings, cross bucks, or window grills.

ADA Accessibility

At least one of the entries to the building should meet ADA standards.

FACADE SHOWING UNIFIED, DESIGN ELEMENTS OF THE WHOLE.



Design Guidelines

Awnings & Canopies

The canvas awning was an important element in the traditional storefront. It provided shelter, added color and served as a transition between storefront and the upper façade.

Size

- An awning should reinforce the frame of the storefront window, but should not cover the piers on either side.
- It should be attached below the sign panel (the space between the second-story window sills and the first-story façade).
- In some cases the awning may be mounted between the transom and the display windows, thus allowing light to enter while shading pedestrians and merchandise.

Height / Width

- A standard street-level awning should be mounted so the valance is a minimum of 7 feet above grade and projects no closer than 12 inches from the curb.
- A canopy (any awning with vertical support that reaches the ground) should be mounted so the valance is a minimum of 8 feet above grade and projects no closer than 2 feet from the curb.
- A 12-inch valance may be attached at the awning bar and can serve as a vertical sign panel with a simple message to identify the storefront business.

Materials

New awnings should be constructed of cloth material. Vinyl, plastic or metal are inappropriate to historic facades. Consider replacing inappropriate awnings & canopies with traditional canvas-type fixtures. Inappropriate storefront alterations can be effectively disguised by mounting an awning over the alterations while maintaining the proportions of the original storefront.

Wherever possible, retain & repair existing awnings & canopies.

Whenever appropriate and possible, new awnings should be complementary in placement, proportion and color to the buildings original fixtures and to existing awnings and canopies of adjacent buildings.

Design Guidelines

Signs

Compatibility with traditional facades

Signs in the town center must show compatibility with traditional facades. Signs are a vital part of any downtown area, providing business operators a means to display their identity and advertise themselves. As such, signs must be designed and used so as to not detract from the façade or the building. With appropriate planning and attention to detail, signs can fulfill business owner needs and enhance the image of downtown Winfield. In general, signs should be limited to a maximum of three colors and one lettering style. Sign colors should compliment building colors. Specific regulations exist regarding sign compatibility.

Placement and number

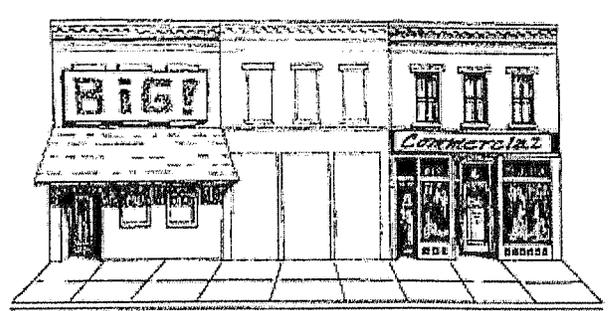
Storefronts should be limited to two signs – one acting as the primary sign and the other as a secondary sign. The primary sign should be placed on the building façade above storefront windows but below the sills of the second floor windows. Many historical structures use a continuous brick ledge, called corbelling, to separate the storefront from upper stories. Others may have defined or recessed areas ideally suited to signage.

A secondary sign may be a small hanging sign that identifies the business to a pedestrian or is painted onto a door opening or display window. The sign usually faces the pedestrian. Signs in windows should not obscure the display area and never be more than 15% of the glass area.

Signs or lettering on awnings or canopies may be appropriate as either primary or secondary signs. In most cases 6 inch to 8 inch sized lettering is appropriate. See the section on Awnings and Canopies for additional details. Specific regulations exist for sign placement and total square footage.

Size

Sign size is a critical element in overall storefront display. Big is not necessarily better. Signs should be consistent to the overall scale of the building and surrounding buildings. Generally, wall mounted sign boards should not exceed 75 percent of the width of the building and be no more than 2.5 feet high. Lettering should be 8-18 inches high and occupy between 50 and 65 percent of the signboard. Specific regulations exist for sign sizes.



Lettering and graphics

There are literally hundreds of types of lettering available from sign contractors. It is best to choose sign lettering that is appropriate in style to the façade on which it will be mounted. The building owners should select a style that appropriately expresses the business message and is compatible with downtown Winfield. He/She can research original signs with the intent to closely replicate historical signage if still appropriate to the structure. Wooden signs with raised letters, metal signs, painted signs, and gold leaf are all appropriate downtown, though not for every building. In most cases, neon, nationally distributed or mass produced signs should be avoided, as they do not reflect the unique nature of downtown Winfield. Specific regulations exist for the number of lines of lettering.

Content

In the case of signs, simple is better in most cases. Signs should provide an easy-to-read message and contain minimal wording. Content is appropriate when the message is easily read by pedestrians and not distracting. Choose a reputable sign maker, one who emphasizes quality as vital to their operations. Specific regulations exist covering sign content.

Design Guidelines

Lighting

Illuminated signage may be appropriate if it is in proportion to the storefront and other sign guidelines. Sign lighting should colorize a sign but provide a true color reflection. The light source should be hidden from view and be integrated into the overall façade of the building. Neon lettering can be effective, if appropriate to the architecture of the building but should be thoroughly researched for requirements. Specific regulations exist for sign lighting.

Sign ordinances and other requirements

In addition to these guidelines, the Village of Winfield has code and ordinances that control the size height and placement of signs. Before investing money in a sign, determine whether it will comply with the applicable requirements and restrictions. A permit is required prior to the installation of most types of signs. See Village code, Title 9, Building Regulations, Chapter 3 for specific information regarding signs. Code is available through the internet at this site: http://villageofwinfield.com/winfield_village_code.htm

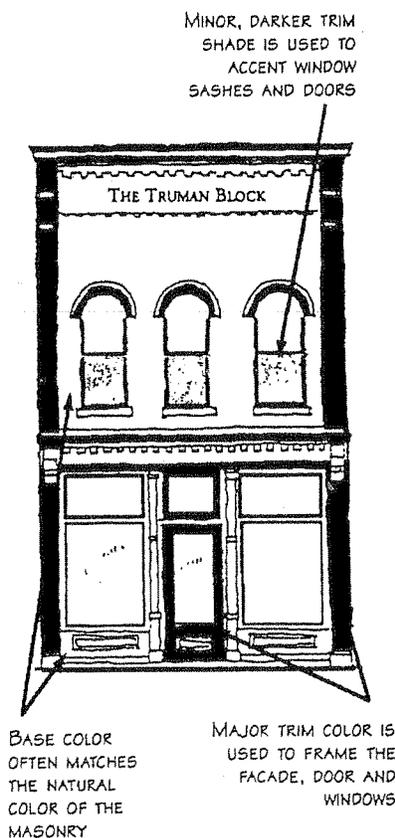
In the event that a disagreement is determined to exist between these guidelines and the Village of Winfield Code regarding signs, Village code shall prevail.

Design Guidelines

Colors and Paint

General

Color placement – rather the number of colors – best accentuates architectural details. Colors are distributed in three categories: base, trim (major and minor) and accent. The base color most often matches the color of existing building materials, such as the brick or stone. The major trim color is used to frame the façade, doors and windows. The major trim color is also the primary color of the cornice and major architectural elements. If a minor trim color is used, it is most often a darker shade of the same tone, placed on the structure in places like door and window sashes. Any accent color should be used in a minor amount as compared to base color. It is used to highlight small details. Colors should tie architectural elements together, and the theme chosen should appear consistent in the upper and lower portions of a façade.



Boutique Color Schemes

These bright trim, dramatic contrast, multiple color styles of painting a building's exterior should only be used in cases where a building has extremely ornate architecture. Otherwise the colors detract from the building's character. Downtown Winfield has no building with appropriate architecture for this type of color scheme.

Historical Color Scheme

This color scheme uses body, trim and accent colors from a particular historical period. Historical color schemes are more appropriate for the style and character of buildings designated as landmarks or situated in designated historical districts. The colors should complement the schemes on adjacent buildings. Colors may be chosen based on paint chip analysis of the building's original color or based on colors used on other buildings of the same period. Color guides of documented historical hues from selected paint manufacturers are an aid to historical color selection. Old photographs of the building or a similar one can establish light versus dark color placement

Surface Preparation

Proper surface preparation of wood, metal and masonry prior to repainting will maximize the longevity of the topcoat. The following steps will assist in preventing premature paint failure:

- Thoroughly remove dirt, mildew and paint chalk with a mild detergent.
- Remove failing paint on wood with electric heat, scraping or sanding. Use caution when sanding to only remove failing paint. Excessive sanding detracts from building integrity.

Sandblasting, high pressure washes or other abrasive paint removal methods should never be undertaken. Well-documented evidence shows that these methods do irreversible damage to wood and masonry surfaces. Sandblasting removes the hard, glazed surface from kiln-fired masonry and exposes thinner, more porous materials to water infiltration and accelerated deterioration.

Design Guidelines

Following proper surface cleaning, significant architectural elements should be retained, repaired and preserved, wherever possible. As a last resort, damaged material should be replaced with similar, matching material only. Weathered and cracked wood should be treated with consolidates, preservatives and/or fillers, then sanded and sealed prior to painting.

Painting

The purpose of paint is to seal the building surface from weather elements and to prevent deterioration of building materials from exposure to temperature and humidity extremes. Generally, wall surfaces that have not been painted should remain unpainted, such as brick, terra cotta, cast concrete block and stone. Soft porous brick that was originally painted should remain painted.

Always select a paint that is formulated for the particular surface application planned. A primer coat seals the surface and enhances the bond with compatible topcoats. On unsealed wood and metal surfaces, use oil or alkyd primers. Unsealed masonry requires a specialized primer/sealer.

When repainting over an existing topcoat, continue to use the same paint formulation – oil or latex. If a formula change is necessary, or if the original paint type cannot be determined, then prime with a first coat specifically made for the topcoat planned. Finally, apply two topcoats to provide the most durable finish.

Design Guidelines

Masonry Repair

General

Only a few structures in Winfield's town center are of masonry construction. Masonry is a strong, durable material, and when well maintained, can last for centuries. Two very common activities are masonry cleaning and re-pointing. While both may improve the appearance of a building, care must be taken to determine the proper techniques used so that no harm is done to the masonry.

Cleaning

It should not be assumed that all masonry needs cleaning. Surface stains generally cause few problems and can even enhance the charm of an older building. However, evidence may indicate that heavy dirt and other pollutants are now harming the masonry. It is, therefore, reasonable to clean masonry only when it is necessary to halt deterioration or to remove unsightly or heavy soiling while taking care not to destroy the natural characteristics that come with age.

SOME QUESTIONS TO CONSIDER:

- How clean of a surface is desired or necessary
- What is the nature of the soil and how tightly is it adhering to the surface?
- What is the masonry type and what are its characteristics?
- How is the surface constructed; are there any metal attachments that could rest?
- How can the environment and the public's and workers' health be protected during the cleaning?

The basic principle in cleaning masonry is to select the gentlest method possible to achieve an acceptable level of cleanliness. Working with a professional helps to assure that the method chosen is right for your building.

THE THREE MAJOR CLEANING METHODS

- **Water:** This method ranges from hand scrubbing to pressure washing to steam cleaning. It softens and rinses dirt deposits from the surface. Water cleaning generally is the simplest, gentlest, safest and least expensive method
- **Chemical:** Chemical cleaners include acids, alkaline or organic compounds in either liquid or vapor forms. The chemicals react with the dirt and/or masonry to hasten the removal process. However, when used improperly, the chemical process can cause serious damage to the environment from run-off, including plants, animals and rivers.
- **Abrasive:** Abrasives include grit blasting, grinders or sanding disks to remove dirt or stains. *All abrasive methods are inappropriate ways to clean old masonry.*

Design Guidelines

Re-pointing

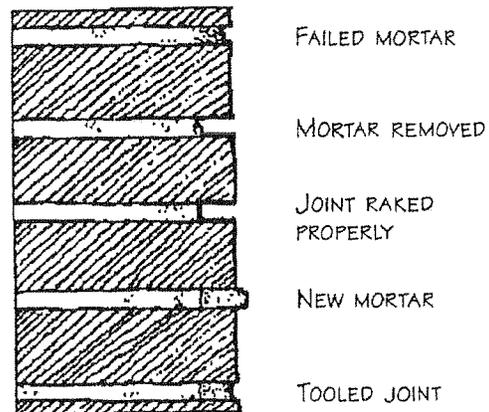
Repointing is the removal of deteriorating or failing mortar from masonry joints and replacing it with new mortar. Repointing can restore the visual and physical integrity of the masonry. Generally it is better to clean masonry with a gentle method prior to repointing, unless mortar is badly eroded. Some of the obvious signs of deterioration may assist in the decision to repoint the mortar. These include:

- Disintegration of mortar
- Cracks in mortar joints
- Loose bricks, cornice sections or decorative elements

Some further points to consider include:

- Duplicate the original mortar in strength, composition, color and texture
- The joint should be raked carefully to an even face and uniform depth, preferably with the use of hand tools
- Duplicate old mortar joints in width and in profile.

THE REPOINTING PROCESS.



Design Guidelines

New Construction

Proportions

New construction should have massing and configuration similar to buildings on the same block. Factors that affect a building's mass are height, width and rooflines. New construction and façade rehabilitation should maintain horizontal and vertical spacing of elements (i.e., lines) similar to other buildings on the block. Where no comparable structures exist in the same block, the developer must use the dominant elements present in the primary structures of the Village.

Height

New buildings should be at least two stories in height and should provide a street façade wall at least 28 feet in height. Current planning calls for a retail core encouraging mixed-use development to a maximum of three stories, with retail commercial on the first floor and office or residential uses on the second and third floors.

Width

Where new buildings will exceed the historical 20-30 feet in width, the façade should be visually subdivided into proportional bays, similar in scale to the adjacent buildings. Varying roof heights, or applying vertical divisions, materials and detailing to the façade can accomplish this.

Composition

Proportion of the windows and other openings

New storefronts should be designed with the largest possible window area in keeping with the style of storefronts of adjacent buildings. They should include the basic features of a historic storefront, and there should be a belt course separating the upper stories from the first floor; there should be a bulkhead; the first floor should maintain 80%-90% glass. Window signage should not exceed 5% of storefront window area. Where no comparable structures exist in the same block, the developer must use the dominant elements present in the primary structures of the Village.

Materials

Appropriate new construction materials for all exposed surfaces should include the following:

- Brick
- Stone
- Wood (south of the RR tracks)

The following materials are discouraged for visible surfaces:

- Wood vinyl or aluminum siding
- Wood Asphalt or fiberglass shingles
- Structurally ribbed metal panels
- Corrugated metal panels
- Plywood sheathing
- Plastic sheathing
- Architecturally Detailed Exterior Finish system (Dryvit)
- Mirrored, reflective or moderate to high grade tinted glass
- Unfinished metal or raw aluminum windows or doors
- Any unharmonious color or material not mentioned above

Design Guidelines

Detailing

Detailing Materials:

- Cast and molded metals
- Wood
- Fiberglass replications
- Gypsum detailing

Colors

Appropriate colors for exterior materials should harmonize with colors found in nearby structures.

Setback

Align the façade of the new building with established setbacks. In the Town Center, all structures should be built to the street right of way (with only slight variance) unless the adjoining structures are set back. Where no structures exist on a block, or where they have been removed, new buildings should adjoin the street right of way line with only slight variances to accommodate articulation and differentiation. This serves to distinguish the downtown area from the suburban auto-oriented businesses and helps provide a friendlier, pedestrian oriented environment for shopping. On corner lots, new construction should build out to both sidewalks. In the case of new construction between existing street right of way and properties set back from the right of way line, check with the Village of Winfield for the requirements of setback. In all cases, a street wall alignment is desirable in the Town Center.

Roof forms

Rooflines of new construction should be similar to those of adjacent buildings. Exotic roof shapes tend to disrupt the rhythm of the streetscape and should be avoided. Gable roof shapes are acceptable if the parapet walls hide the end wall and water drainage is contained within the property.

Building height

New buildings should be at least two stories in height and should provide a street façade wall at least 28 feet in height. Current planning calls for a retail core encouraging mixed-use development to a maximum of three stories, with retail commercial on the first floor and office or residential uses on the second and third floors.

Design Guidelines

Other Maintenance Considerations

General Maintenance

Property owners should make every effort to prevent decline in the condition of the structure(s), equipment and grounds of downtown property. Painted surfaces should be inspected on an annual basis for signs of decay. Masonry surfaces should be inspected regularly for signs of deterioration or mortar failures. Roof surfaces should be inspected for any detected leaks and repaired as required. Special care should be taken during property inspections to forestall or eliminate potential issues before they become major repairs or require extensive renovation. Remodeling should not cause any portion of a downtown structure to lose integrity, or become more maintenance intensive for the current or future property owner(s).

Street entryways, sidewalks and parking areas should be free of debris of all sizes. Weeds and windblown materials should be removed as needed to keep exterior areas clean. Water washed soils and gravel should be removed from all pedestrian walkways for safety reasons.

Lighting on exteriors and interior entry and hallways should be maintained by property owners so as not to cause a safety or liability issue.

Roofs

Roof surfaces and flashings should be inspected for any detected leaks and repaired as required. Special care should be taken during property inspections to forestall or eliminate potential issues before they become major repairs or require extensive renovation. Roofs should properly channel rainwater to gutters and downspouts. Areas of water standing on flat roofs should be addressed. Flat roofs may also require snow removal for building integrity should snowfalls be extensive. Roofs shingle damage from wind should be repaired as required. Roof housed equipment, should be shielded from street view with materials that match the façade and not cause roof integrity issues.

Windows and Doors

Windows on storefronts and doors should be cleaned on interior and exterior surfaces on a regular basis. Storefront windows should remain transparent according to the definitions set forth in this document. Cracks and breakage to storefront windows should be immediately repaired to prevent further damage and maintain building integrity and store security.

Doors should be maintained to operate properly. Hinges should be oiled or greased to assure smooth operation. Knobs or handles should be firmly attached to door surfaces. Doors should be weatherproof and fit securely in their prescribed openings. Wooden doors should be inspected annually for signs of deterioration.

Landscaping

Landscaping adds to the attractiveness of the building site for passersby. It should be professionally installed and maintained. Weeds should be removed, tree and shrub branches pruned as appropriate. A decorative mulch application will discourage weeds from taking hold. Trash, collected in landscaping areas, should be removed. Landscape lighting can add to the value of a building site – seek a professional's advice on installing and maintaining good quality exterior lighting appropriate to the site.

Design Guidelines

Definitions

1. BLANK WALLS

A blank wall is a street façade that is characterized by a lack of transparency into which the pedestrian can see. A blank wall

- Does not have glass on a high percentage of the façade
- Does not have glass that is transparent, or
- Does not have glass that is maintained (spaced) across the entire façade, or
- Does not have glass that is placed at pedestrian eye-level

Characteristics:

- Garage doors are included as blank walls
- Fences are included as blank walls
- Glass display cases and display windows less than three feet deep are included as blank walls when they do not allow the pedestrian to view the interior of a store façade
- Tinting of a percentage too high to allow transparency, as defined in the Midwest City Planned District Ordinance constitutes a blank wall
- Regardless of the architectural details, landscaping or signage, a blank wall remains a blank wall

Recommendation:

Avoid blank walls on all street facades within the Town Center. A “street façade” is defined here as any wall abutting a dedicated public street.

2. **STOREFRONT:** The first story of a façade of a commercial building, having display windows
3. **PEDESTRIAN CHARACTER:** Pedestrian character is created by conditions that encourage a continuous pedestrian environment. This is accomplished through people-oriented street frontages and amenities which include attractive trash receptacles, benches, bicycle racks, decorative sidewalks, drinking fountains, kiosks or directories, landscaping, lighting, fountains and plazas, public art and handsome, attractive window displays.
4. **BUILDING SCALE:** Building scale is a measurement or proportion in relation to a pedestrian.
5. **PAPAPET WALLS:** The portion of the wall of a façade that extends above the roofline.
6. **BELT COURSE:** A decorative treatment that crowns the top of a storefront or facade
7. **BULKHEAD:** The wood or metal panel located directly below the window plane of a typical storefront
8. **STACKING:** The addition of automobiles in a line, generally associated with drive-through windows
9. **AWNING:** A framework covered with a fabric or metal projection from the façade of a building located on storefront or individual window openings. The primary purpose is to shade the interior of the building and provide protection to pedestrians. Poles or brackets can support awnings and canopies.
10. **CORNICE:** A projecting molding that crowns the top of a storefront or façade.
11. **TRANSOM WINDOW:** A small horizontal window located above a door or display window.
12. **LINTEL:** A horizontal structural element over a window or door opening that supports the wall above.

Design Guidelines

References and Further Reading

- **The Secretary of the Interior's Standards for the Treatment of Historic Properties, 1995**
Standards for Preservation
Standards for Rehabilitation
Standards for Restoration
Standards for Reconstruction
<http://www.doi.gov/>

Design Guidelines

Acknowledgements

Main Street Winfield is extremely appreciative of the amount of time put forth to develop these guidelines and the unselfish efforts of a great number of individual volunteers who work with the Design Team and made this effort a reality. We especially wish to acknowledge the following for their major contributions.

- Bill Bedrossian
- Alice K. Besch
- Chris Krupp
- Martha Ingram
- Pam Malley
- Paul Mueller
- Pete Pointner
- Todd Williamson

The following references were invaluable to Main Street Winfield in the production of these guidelines:

Winfield's Good Old Days: a history, by Louise Spanke.

Design Guidelines. The Downtown St. Charles Partnership

Design Guidelines. North Park Main Street

Design Guidelines. MainStreet Libertyville. Inc.

Madison Street Design Guidelines. Forest Park Main Street.

Downtown Design Standards. Mundelein Pride

The Secretary of the Interior's Standards for Preservation, Rehabilitation, Restoration and Reconstruction 1995. The United States Department of the Interior

MainStreet Guidelines - Public Improvements on Main Street. The National Trust for Historic Preservation

Design Guidelines

REVIEW PROCESS

The following are the planned review stops for the draft versions of this document.

	Reviewer	Date out	Date In	Revision
1.	Design team Main Street Winfield, Inc.	03/01/01	03/20/01	1.0
2.	P. Pointner – Planning Resources	04/01/01	04/18/01	1.1
3.	J. Moline – Village Manager	04/23/01		1.2
4.	M. Crane – President, Chamber of Commerce			
5.	Jeff Johnston Illinois Main Street			

After completing your review, please forward comments in writing to:

Main Street Winfield, Inc.
Care of Todd Williamson
27W409 Chartwell Dr.
Winfield, IL 60190
Email: todd.williamson@worldnet.att.net