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The Façade Effect

Preservation, Revitalization, and Downtown Momentum


110 Façade Grants
Awarded since 2011



Building on Early Lessons



R&D...



WE NEEDED:
LOCAL RELATIONSHIPS
THE RIGHT CONTRACTORS
HANDS-ON INVOLVEMENT

An Early Approach...





The Franklin Process: A Case Study



Opportunity/Application > Meet Owner & Site Visit > Design Review >

Historic Research > Design Assistance > FDC Funding Decision >

Contractor Coordination & Construction > **Project Completion!**

6.0 Architectural Design Guidelines & Standards

Downtown Historic District

(Please refer to appendix drawings MP400 – 401 at the end of this section)

The downtown core of Franklin is characterized by historic structures that are predominately late Victorion Italianate and Beau Arts style of the late 19th and 20th centuries circa 1880 to 1930. This is exemplified by the structures along Jefferson Street running from Walnut east to Home Street on the north side of the street. These structures are typically two to three stories in height and consist of a lower storefront predominately of clear glass and columns or large windows, an upper floor with punched masonry windows and an ornamental cornice at the top of the building. The proportions of the façades are based largely on an 18 to 20 foot wide storefront bay repeated multiple times where the building facades are wide storefront bay once where they are of a single bay width. The façade sare primarily constructed of glass, cast iron, brick masonry, brick and stone masonry, ornamental metal, and in some cases wood trim. The historic windows in the upper façades are largely double hung windows with either one over one or two over two panes. An 18 to 20 foot width is established on the façades that run vertically through the building. The buildings are organized by six to eight foot bay lines running vertically through the building consisting of columns, windows and pliaster elements creating the vertical width and ordering of the façade.



Jefferson Street



(Please refer to appendix drawings at the end of this section)

6.1 General Considerations

The character of historic towns and the sense of place that it creates are defined by its history, and unique architecture & streetscape. Preservation of this indigneous design not only creates a visually inviting environment, but drives eznonmic development. People are pulled to the human scaled, pedestrian oriented environments with an architecture that provides the scale and detail that people innately seek. The general principles behind the following guidelines are:



- Retain and restore what you have
- Harmonize new structures with the old
- Provide for the automobile but design for the pedestrian

6.2 Store Front Façade Restoration & Development

6.2.1 Recommendations

The recommendations for façade restoration are as follows:

- Lower storefront should retain clear glass and a vertical organization of mullions and columns consittent with the historic rhythm of the façade
- Storefront glazing should be clear glazing utilizing Low E Glass for solar control and thermal insulation so as not to produce a mirror effect.
- Lower kick bulkheads should be retained as well as upper transom lines above the main vision/display glass on the first floor
- Transoms should be of either clear glass or appropriate historical transom materials consisting of clear glass or translucent glazing material
- Every effort should be made to reuse and repair the historic fabric
- Missing materials or feature elements should be replicated using historic materials or appropriate sympathetic synthetic materials
- New construction should use materials that replicate existing materials, scale and character
- Awnings should be confined within historical structural support elements – (Refer to 6.8 Awnings Section for details)
- Upper level middle portions of the façade that are predominated by windows should be restored if at all possible or replaced with historically accurate sympathetic windows repeating the exact size mullion or mutton configuration
- All cornice elements should be restored utilizing historic materials or appropriate new substitute historic synthetic materials, which exactly replicate the historic elements
- Masonry surfaces should be cleaned consistent with the Secretary of the Interiors Guidelines for Historic Rehabilitation. (National Parks Service's Preservation Brief #1)



Shaded glass does not invite pedestrian into store or cafe



Transoms maintained with appropriate clear glass



Chemical free cleaning courtesy of Protinus



Contrast of missing and preserved cornice elements

6.3 Window Restoration & Replacement

6.3.1 Recommendations

Windows on historic buildings are the most important elements in defining its architectural character and significance. Their original materials and features should be respected and retained. Repairing historic windows has become easier with the introduction of new materials and techniques. They should be replaced only if necessary with materials similar to the original or with a replacement window that exactly repeats the profile shape and character of the original window. Window replacement is permitted under the following circumstances:

- Where the existing windows are not the original historic windows
- Where the condition of the existing historic windows are so deteriorated that repair is not economically feasible, it is recommended that those windows which are repairable be retained and those which are not be replaced with replacements of similar materials to achieve the same original character as the original windows in depth, dimension, shadow line, and glazing
- Non-original windows should be replaced with windows that are compatible with the original design as may be documented in historic photos or other historic information. The replacement windows should retain the original shape, size, design, dimensions and patterns of the historically appropriate window
- If necessitated by reuse/rehabilitation requirements, new windows may be installed if they are consistent with the overall façade, rhythm and are required by a new adaptive use and should be limited to secondary elevations and incorporated in a way that complements and does not detract from the original design of the building



Historic windows repaired – New windows on infill structure harmonize with old



Windows in front facade below were restored to original - those at left were added to blank wall on side/ non street elevation









Cornice restored



Awnings reinforce historical elements



Column detail

Design Guidelines: Guiding Thoughtful Restoration











Design Guidelines: Guiding Thoughtful Restoration

How We Paid for It

RDC PROVIDES FUNDING (TIF)

FRANKLIN DEVELOPMENT CORPORATION

50% MATCHING GRANTS AND REVOLVING LOANS



PROPERTY AND/OR BUSINESS OWNER MATCHES GRANT 1:1 PLUS ADDITIONAL PRIVATE INVESTMENT



Beyond the Buildings



Beyond the Buildings






Beyond the Buildings



The Transformation



Featured: 100 South Jackson, Middle Davids Candles





Featured: 165 E. Jefferson Street, T-Shirt Express





Featured: 350 E. Madison Street, Madison Street Salvage





Featured: 55 East Court Street, Franklin Coin Shop



Featured: 97 E. Monroe Street, B2S Life Sciences



Featured: 34 E. Jefferson Street, Brick Street Boutique



Featured: 140 East Jefferson Street



Featured: 72 & 80 E. Jefferson Street, Mutual Savings Bank



Featured: 164 E. Jefferson Street



Featured: 138 E. Jefferson Street, The Grill Bar



Featured: 296 E. Jefferson Street, Irish Brothers Pest Control



Featured: 56 E. Jefferson Street, Franklin Elks Lodge



Featured: 66 S. Water Street, Festival Country Visitor Center







Featured: 98 W. Madison Street, Franklin Jewelers





Featured: 396 E. Jefferson Street, Thanks for the Thyme



Featured: 40 & 42 E. Jefferson Street



Featured: 249 E. Jefferson Street, A Trophy Business



Featured: 98 N. Jackson Street



Featured: 101 E. Wayne Street, Garment Factory Events



Featured: 41 W. Monroe Street, Coffeehouse 5



Featured: 40 E. Madison Street, Wild Geese Bookshop



Featured: 57 N. Main Street, The Historic Artcraft Theatre



Featured: 100 Block, E. Jefferson Street



Featured: 100 N. Main Street, Main & Madison Market Café



Featured: 397 N. Main Street



Featured: 600 E. Jefferson Street



Not Always a Great ‘After’: 89 E. Jefferson Street



Not Always a Great ‘After’: 155 E. Jefferson Street



Not Always a Great ‘After’: 55 E. Court Street (Rear)



Not Always a Great ‘After’: 49 E. Court Street (Rear)



Not Always a Great ‘After’: 251 E. Jefferson Street

- **110+ Façade Grants Awarded**
- **94 Properties Involved in the Core Downtown Area**
- **$21,512 Average Grant Awarded**
- **$2.3M Total Awarded**
- **At least $4.6M Invested – Likely Much, Much More!**

Measuring the Impact...

Success Creates New Challenges

AFFORDABILITY
Can the businesses that built downtown afford to stay?

PRESERVATION
How do we protect what we've invested in?

GROWTH
How do we welcome continued investment without losing what makes downtown distinctive?



- Start with relationships.
- Make preservation easier to choose.
- Give owners something they can see.
- Use public investment to leverage private investment.
- Invest in the spaces between the buildings, too.

Takeaways

More information:

- FranklinDevelopmentCorporation.org
- Check out free walking tours by visiting WalkFranklin.com
  - Restoration Walk
  - History Walk
  - Signage Walk
  - Architecture Walk, & several more!



Questions & Discussion