HISTORIC DOWNTOWN

MOBERLY

Design Guidelines

2018

HISTORIC DOWNTOWN

MOBERLY

Design Guidelines

2018


HOTEL
HOTEL

Introduction
How to Use the Document

Chapter 1
Historic Downtown Overview

Chapter 2
Facade Modifications

Chapter 3
New Construction and Vacant Lots

Chapter 4
Application Process

Acknowledgements

Over the years, many organizations have advocated for revitalization to Historic Downtown Moberly and have been compiling studies, publications, photographs, postcards, archives, and other historic research that the project team has incorporated into this document. These guidelines are the result of the following participants' many years of hard work and dedication to the historic downtown district.

All photographs were taken by the project team in the City of Moberly unless otherwise cited. All other photographs were provided by the Randolph County Historical Society or other sources which are cited as such. All efforts have been made to cite the proper sources for photographs as necessary and any necessary omissions will be incorporated into future versions of this publication. All written text and findings are the result of the project team unless otherwise cited from another source. The following groups are to be acknowledged for their hard work, public service, and dedication to the betterment of Historic Downtown Moberly. We also want to thank the City of Moberly as well as the Missouri State Historic Preservation Office for their support in the creation of this document.

The contents and opinions of this publication do not necessarily reflect the view or policies of the United States Department of the Interior or the Missouri State Historic Preservation Office. This program receives Federal funds from the National Park Service. Regulations of the U. S. Department of the Interior strictly prohibit unlawful discrimination in departmental Federally Assisted Programs on the basis of race, color, national origin, age or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of Federal assistance should write to: Director, Equal Opportunity Program, U. S. Department of the Interior, National Park Service, P.O. 37127, Washington, D.C. 20013-7127.

City of Moberly

Brian Crane, City Manager
Thomas Sanders, Director of Public Works
Shirley Olney, Executive Assistant
Carla Beal, Administrative Assistant
Emily Goyea-Furlong, Public Relations/Grant Specialist

Moberly City Council

Jerry Jeffrey, Mayor
Shane Adrian, Mayor Pro Tem
Tim Brubaker, Councilman
Herb Lawrence, Councilman
John Kimmons, Councilman

Moberly Historic Preservation Commission

JW Ballinger
Sara Fleming
Carolee Hazlet
Mona Lawrence
Steve Nuhn
Judy Orton
Doug Sharp

Randolph County Historical Society

223 N Clark St
Moberly, MO
660-263-9396
www.facebook.com/RandolphCountyHistoricalSociet/

Main Street Moberly, Inc.

Diane Richardson, Main Street Moberly Executive Director
Steve Rupp, President
Paula Heath, Vice President
Tammy Breid, Treasurer
Rachael Grime, Secretary
Board Members: Gary Bowman, Jim Whelan, Susan Hall, Elvina Cunningham, Jake Halloway, Christy Coulston, Doug Sharp, Liz Sosniecki, and Mike Riffel

Moberly Chamber of Commerce

Megan Schmitt, Current Executive Director
Debbie Dean Miller, Former Executive Director
Board of Directors: Jamie Morgans-Past President, Scott McGarvey-President, Chris Weathers-Treasurer, Jeff Freeman, Nicholas Orscheln, Christy Coulston, Amy Price, Tim Seidel, Sonda Stuart, Matt Crist, Bob Riley

Light Up Moberly Executive Board

Jayme Clevenger, Chairperson
Kelsey Jeffries, Vice Chairperson
Faye Lescoe, Secretary
Tim Rinehart, Jr., Treasurer

Design Guidelines Project Team

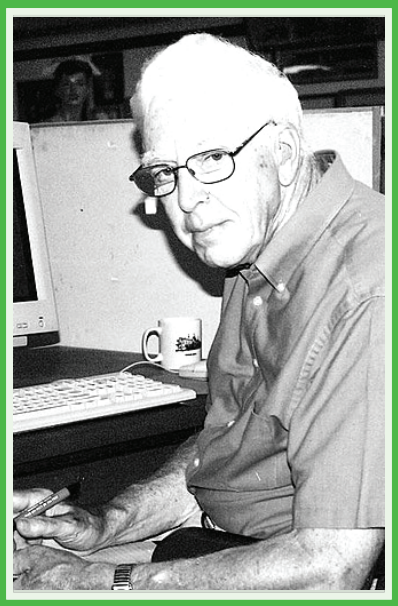
Abraham Aluicio

Adam Flock

Oddhouse, a 36 CFR 61 qualified historic architect company.

Dedication

This document is dedicated to the memory of two of Moberly's most dedicated historians and scholars, Mr. Ralph E. Gerhard and Mrs. Judith Ann Orton.





Mr. Ralph E. Gerhard was a citizen of Moberly for over 47 years and a dedicated academic, historian, volunteer, and author who along with many others at the Randolph County Historical Society uncovered much of Moberly's rich and storied past. Throughout the years, Mr. Gerhard taught me to document and uncover much about Moberly, assisting in the production of my first project at university - a "Hometown Map".

Mrs. Judith Ann Orton worked at the Moberly Monitor Index for 53 years and retired as the newspaper's Advertising Manager. After retirement Judy also focused her passion for history and writing to the Randolph County Historical Society. She was a dedicated historian who contributed many years of hard work for the betterment of her community.

Thank you Mr. Gerhard and Mrs. Orton.

-Adam J. Flock

Table of Contents

Acknowledgements, 6
Dedication, 7
Table of Contents, 8-9

Introduction

Purpose, 10
How to Use, 11
Step by Step Process, 11-12

Chapter 1: Historic Downtown Overview

Historic Building Elements, 14-15
Maps, 16-17
Streetviews, 18-25

Chapter 2: Facade Modifications

Points of Emphasis, 29
Masonry and Mortar, 30-33
Ground Floor Windows & Doors, 34-36
Storefronts, 35
Alternative Doors and Windows, 36
Upper Story Windows, 37-41
Cladding, 42-47
Color Palettes, 48-49
Awnings, 50-55
Signage, 56-59
Ghost Signs and Murals, 60-63
Lighting, 64-65
Add-Ons, 66-67
Galleries, 68-70
Sidewalk Cafes, 71
Mechanical Equipment, 72
Roofs, 73

Chapter 3: New Construction and Vacant Lots

Overview, 76
Vacant Lots, 77
Sample Temporary Project, 78-79
Other Vacant Lot Strategies, 80-81
Urban Furniture 82-83
Parking Lots, 84-85
New Construction, 86
Infill Buildings, 87-88
Corner Buildings, 89-90
Alignments, 91

Chapter 4: Application Process

Application Process, 93
Sample Certificate of Acceptance, 94
Connect to Local Organizations, 95

Introduction

What is the Purpose of This Document?

The Historic Downtown Moberly Design Guidelines are a Missouri State Historic Preservation Office (MSHPO) grant funded project carried out by the City of Moberly. The goal of the project is to provide a useful guide regarding the locally designated historic downtown district and its properties. The document deploys a holistic design approach for downtown revitalization. It sets guidelines, gives useful suggestions, and displays best practices for value added historic rehabilitation, design solutions, and functional improvements to all public and private properties as well as the public right of way.

The guidelines contain the knowledge, research material, references, and experience accumulated by the project team regarding this historic district. This information is directly applied to the specific conditions found in Historic Downtown Moberly and address the desire by the City of Moberly to generate a more clear and useful guide for, primarily, the historic rehabilitation of building facades, and secondarily, strategies for vacant lots and new construction.

Who is this Document For?

Firstly, this document is geared toward property owners and businesses located in the historic downtown district who have plans or are making plans to perform work on their building facades. Secondly, it serves as a strategic guide for prospective developers who wish to construct new buildings or make other changes to vacant lots within the district. And lastly, the document gives useful visionary ideas for local organizations and city government officials in the revitalization efforts to public properties, spaces, infrastructure, and a variety of other urban conditions.

What is the Historic Preservation Commission (HPC)?

The Moberly Historic Preservation Commission (HPC) is a body of the local government that was put into place by the City of Moberly to determine the acceptability of construction projects taking place in this locally designated historic district. This document is the basis upon which the HPC will be making determinations for applicants who submit a "Certificates of Appropriateness" (COA) form, which is included in Chapter 4. The guidelines support the HPC actions and interpretations under the local municipal code in determining the acceptability of a given building project. The document contains the key support materials for administering design review and may be used to the advantage by the commission and applicants alike in the review process.

How to Use This Document

Note: Reference materials, historic research, and current economic and physical conditions of Historic Downtown Moberly are located in a separate Reference Guide which can be found at Moberly City Hall.

For simple facade changes, such as installing an awning or a new sign, where a building owner or tenant wants basic information and acceptable solutions in the improvement, repair, or replacement of a small number of individual features on their building façade, simply turn to *Chapter 2: Façade Modifications.* **Any one facade modification of an architectural element or feature does not require the applicant to modify all other existing inappropriate building facade elements and features. When consulting the guidelines, the HPC will only consider those areas of the guidelines related to the proposed work.**

For more comprehensive, character defining changes to building façades, where a building owner wants to make numerous alterations to an existing building facade, changes to empty lots, or new construction, continue on a deeper dive through the following step by step process:

Step 1 - Classification:

Find your property on the maps located on pages 16-17 of the design guidelines, and on the City of Moberly zoning maps located on the city website. Note its current historic designation, building type, zoning, and location within the various downtown boundaries.

Step 2 – Research:

Look up your property in the following National Register District nomination located online and research its history:

https://dnr.mo.gov/shpo/nps-nr/12000592.pdf

Find more information on your property in the various historic resources surveys completed throughout the past:

https://dnr.mo.gov/shpo/survey/RNAS001-R.pdf
https://dnr.mo.gov/shpo/survey/RNAS001-S.pdf
https://dnr.mo.gov/shpo/survey/RNAS002-R.pdf

If historic photographs are not included there, try to uncover them at the Randolph County Historical Society, consult the creators of this document, or contact some of the local organizations listed in the "Acknowledgments" section.

Cont'd

Step 3 – Consultation:

Talk with and consider hiring building professionals such as an architect, engineer, historic preservationist, or contractor to generate ideas on what to do with your building or project. This will help gain an understanding of a project's feasibility.

Step 4 – Historic Rehabilitation Programs and Resources:

It is the intention of the City of Moberly, the HPC, and this document in general to encourage the pursuit of the state and federal historic rehabilitation tax credit programs, which are reviewed and implemented by the Missouri Department of Economic Development. To be clear, there are some facade modification ideas and strategies included in this document that are not historically appropriate under the tax credit programs. Review the Secretary of the Interior's "Standards for Rehabilitation" and the "Guidelines on Sustainability" for historic structures as well as all historic photographs of your building to determine what modifications to make that are appropriate for its facade and that qualify the rehabilitation project the historic tax credit programs.

https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf
https://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf

Also review the specific rules and guidelines for the historic rehabilitation tax credit programs, which provide a significant tax credit for qualified rehabilitation expenditures at both the federal and state level of up to 45%. Links that explain the steps in that process in greater detail are located here:

https://www.nps.gov/tps/tax-incentives.htm
https://ded.mo.gov/programs/business/historic-preservation

Step 5 – Planning:

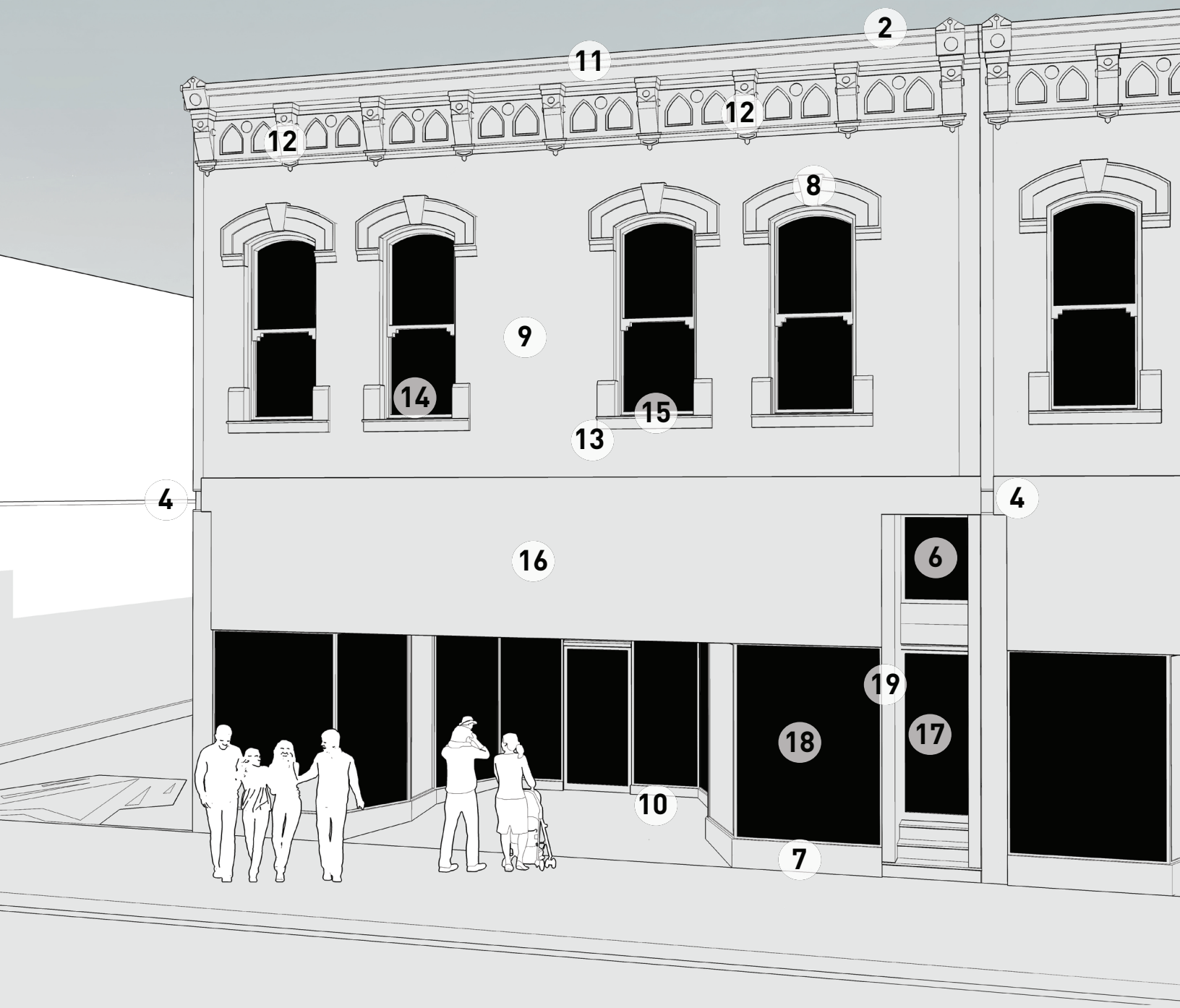
For information on updating a building façade, look through Chapter 2 and find the "Building Attributes" you wish to modify to see the acceptable solutions for each category. Again, it is important to note that some facade modifications are acceptable locally under the Certificate of Appropriateness review by the HPC but not appropriate under the Historic Rehabilitation Tax Credit Program. For information on building a new building or an addition, look through Chapter 3 for acceptable solutions. For information regarding a vacant lot, also look through Chapter 3 for solutions that create a semi-public space, park, parking lot, or other useful community gathering spaces.

Consider hiring a building professional to create architectural drawings that depict your project plans. Also useful in historic rehabilitation projects are historic preservationists, who can consult on the feasibility of using the Historic Rehabilitation Tax Credit Program. Once completed, a set of architectural plans will allow you to submit these drawings to the HPC for approval and will also be useful in the state and federal tax credit applications. More information on the HPC review process can be found in Chapter 5 of this document.

Chapter 1:
Historic Downtown Overview

Historic Building Elements

To better understand Historic Downtown Moberly and its current conditions, the following pages provide a basic understanding of the district. Included are the standard elements of a typical downtown Moberly historic facade, a comprehensive map of the district that shows the various historic and municipal boundaries, and current street views that include commentary regarding the existing architectural, historic, and urban character of the district.



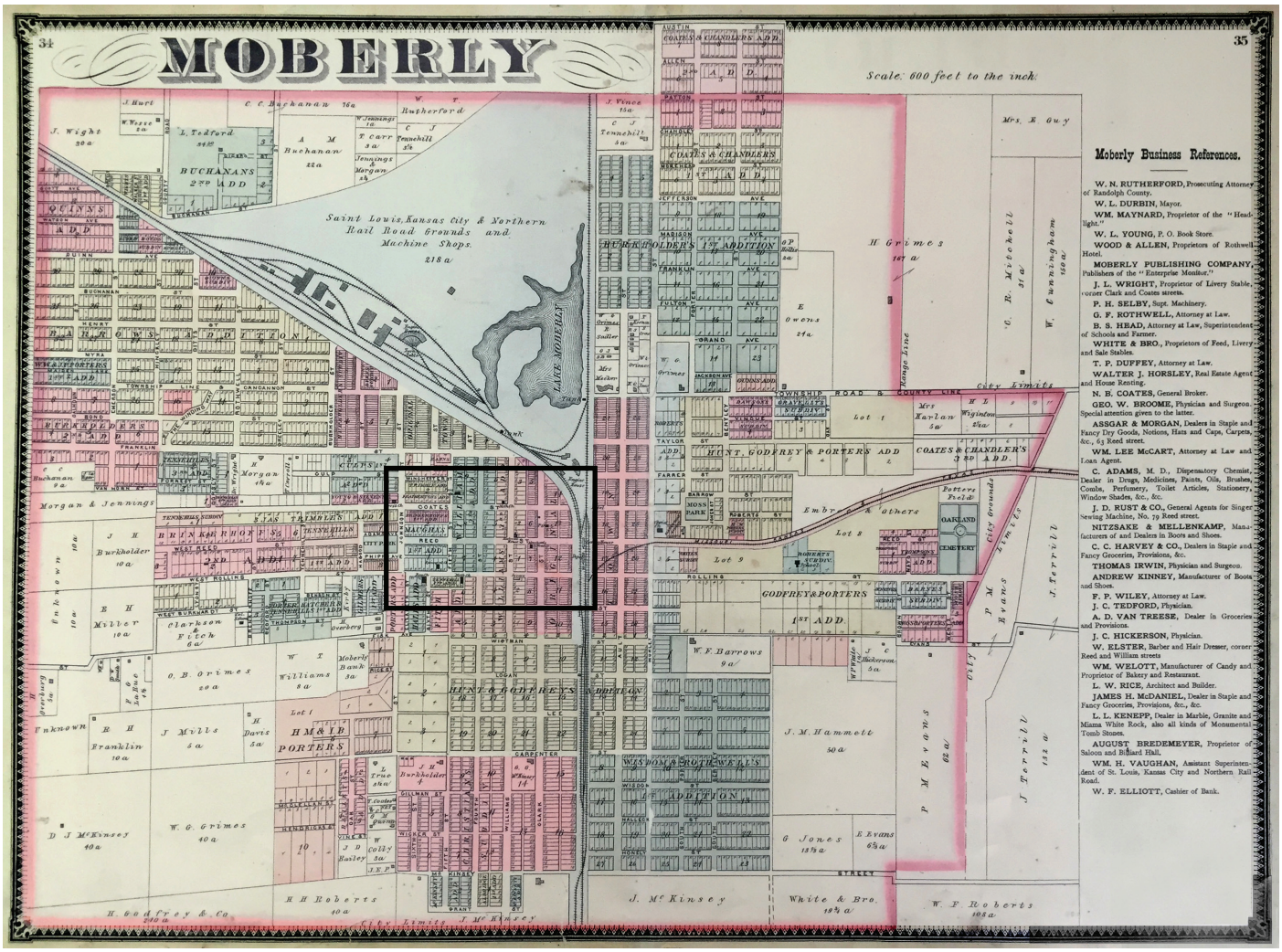
Historic Building Elements

Key

1. Parapet Wall
2. Pressed Metal Facade
3. Balcony
4. Load Bearing Beam
5. Brick Pilaster
6. Glass Transom Window
7. Kneewall
8. Window Header
9. Brick Masonry
10. Recessed Entry
11. Cornice
12. Brackets
13. Window Lintel
14. Window Sash
15. Window Sill
16. Historic Cladding
17. 2nd Floor Entrance
18. Storefront Window
19. Iron Pilaster

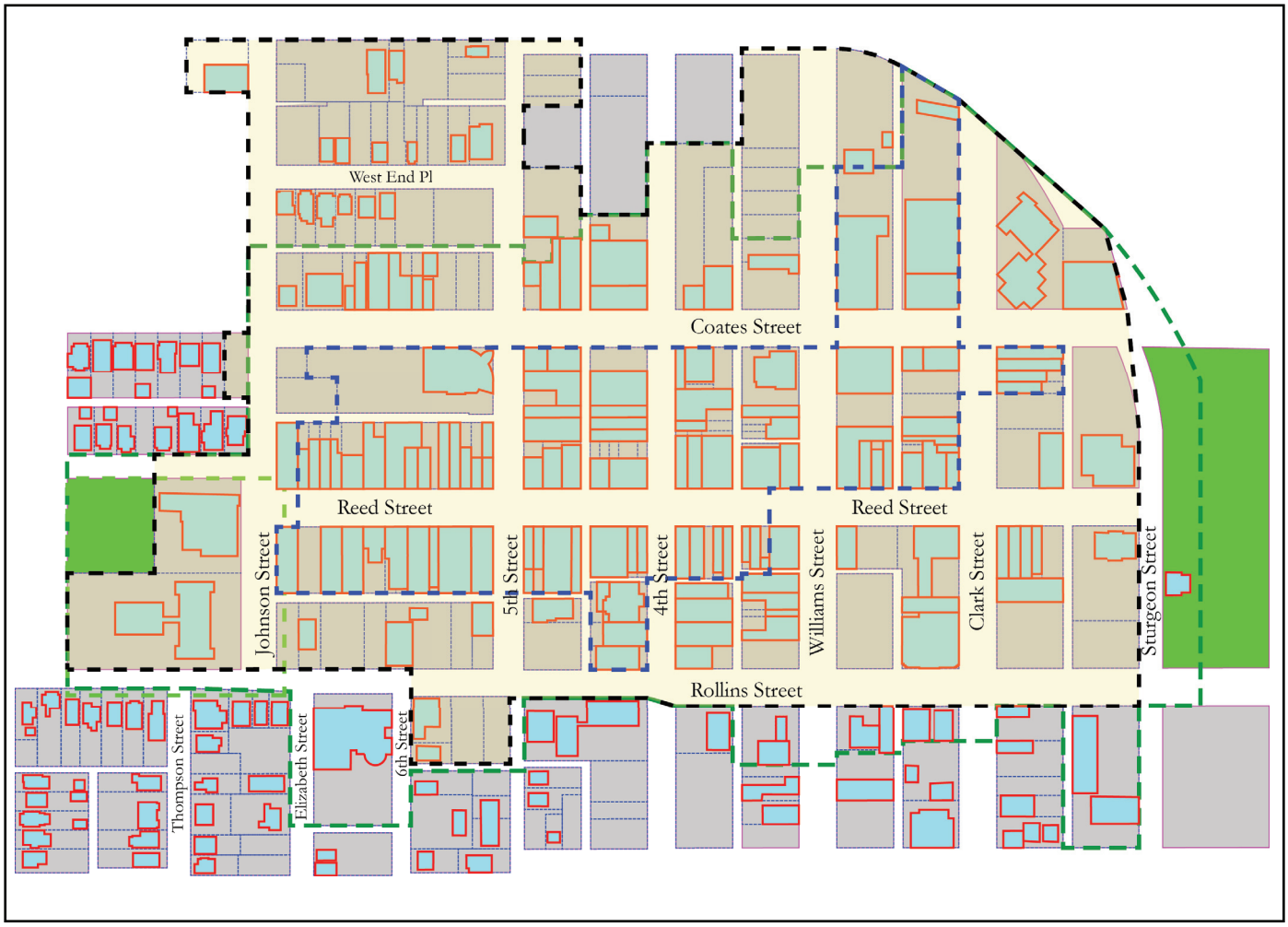


Historic Moberly Map



This historic map of Moberly from the early 20th century shows the original historic downtown district located just south and west of the city's busy railroad hub, which generated tremendous growth in development, population, and industry.

Current Downtown Map



This map depicts the current conditions of downtown Moberly buildings, properties, and boundaries. This map will change over time but should help familiarize citizens with the various historic and municipal boundaries. All buildings located in the Locally Designated Historic District are subject to the COA application process.

KEY

- NATIONAL REGISTER HISTORIC DISTRICT
- PROPERTY LINES
- COMMUNITY IMPROVEMENT DISTRICT (CID)
- LOCALLY DESIGNATED HISTORIC DISTRICT
- BUILDINGS
- PARKS

Street Views

Reed Street





At times the Reed Street displays a strong urban core of densely organized buildings that create an exterior "corridor" of indoor/ outdoor space. At the same time, it has largely been depleted from a more unbroken and entirely dense configuration of the early 20th century. Its primary materials are masonry, concrete, asphalt, and vehicular traffic. There are some small trees yet very few plants and green spaces.

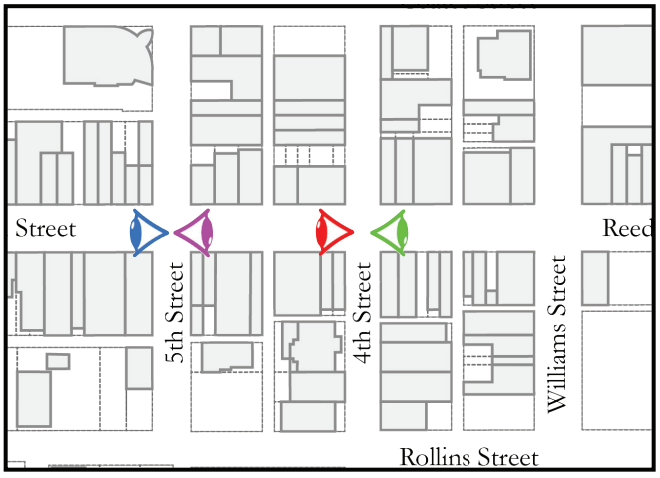
Reed Street





The width of Reed Street is 80 feet from property line to property line and the sidewalk is typically 12 feet wide. Buildings are parceled into 20-24 foot plot widths and sometimes combine multiple plots into a 40-70 foot wide building. Parking spaces are angled at 45 degrees along the sidewalks.





Street Views

Reed Street





Many of these historic buildings have been covered by non-historic cladding such as metal, plastic, and vinyl siding as well as other composite materials that were manufactured during a more contemporary time period. These materials cover up the characterizing features from the most significant historic periods, such as the original doors, windows, masonry, ornamentation, and other more historic cladding.

Coates Street





Coates Street runs parallel to Reed on the north side and is a secondary connector to Morley Street. It also has a dense urban fabric with several remaining historic two-part commercial buildings. However, it displays a high level of vacancy, a higher abundance of cars, and increased traffic speed.





Street Views

Coates Street





Coates Street has the ability to become much more pedestrian friendly and active. The Fennel Building has a strong masonry shell and a history of vibrant business within. The public right of way along Coates is also very industrial, and even more so than Reed Street. There are little to no plants, trees, or grass. Historic rehabilitation and landscaping are two major points of emphasis for the future of this street.

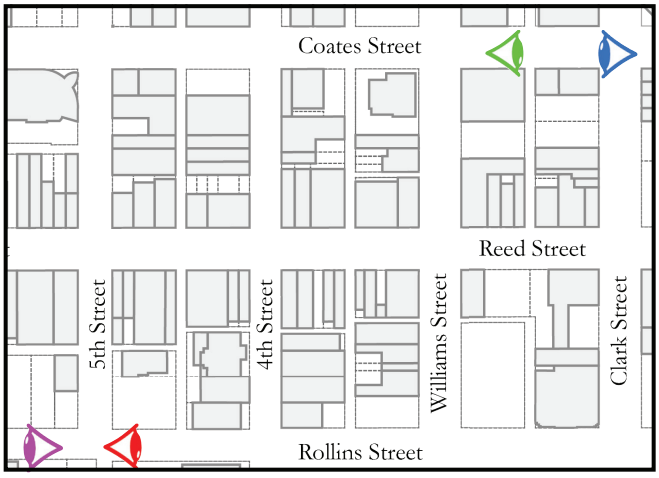
Rollins Street





Rollins Street is a direct connection between downtown Moberly and Highway 63. It connects to the most significant natural amenity of the city, Rothwell Park. The urban fabric of this street consists of mostly community/civic buildings like churches and the Masonic Lodge. Unlike the parallel civic streets to the north, it does display some grass and landscaping along the sidewalks.





Street Views

Johnson Street





Johnson Street runs alongside two prominent civic structures of the old Moberly High School and the Federal Post Office Building. It has a more open feel due to the large green spaces and parking lots adjacent to it. It also is adjacent to the somewhat hidden Tannehill Park behind the Federal Post Office building, which serves as the western "book end" of the Reed Street corridor.

4th Street





4th street has the Carnegie Library and the 4th Street Theatre, two of the most historic and well preserved buildings left in downtown Moberly. The high foot traffic and cultural benefits that each one generates suggests that 4th Street and downtown as a whole could benefit from a different set of urban conditions, such as a pedestrian only street or a dedicated pedestrian entrance, rather than its current conditions as a one-way street with two lanes of street parking.





Street Views

Clark Street





The Moberly Municipal Auditorium, a local example of Art Deco architecture, as well as the old mid-century modern Commerce Bank building and other two-part commercial historic buildings line Clark Street with heavy density. However, parking lots dominate ,creating an open urban realm. The higher density that once was present can be rebuilt to fortify the original historic downtown urban conditions. In the meantime the empty lots can be beautified and repurposed to create more visual appeal and to mitigate the site between now and new periods of development. Creating more engaging public spaces and attractions will generate more economic activity, tourism, and interest in this historic district.

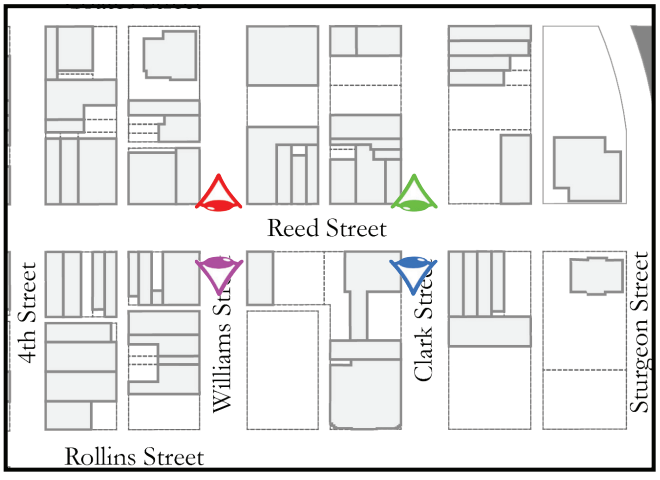
Williams Street





The KWIX building both provides heavy urban density but a lack of engagement with the street. It has completely closed itself off from the exterior environment and is most assuredly a slip-covered historic building. Other structures have added heavy fixed canopies and other non-historic materials to their exterior facades as well. The stripping of non-architecturally significant non-historic layers would uncover the historic character of these facades along this streetscape.





Street Views

5th Street





5th Street has more dense urban corridor, yet it still struggles in engaging the pedestrian and generating foot traffic because of a lack of occupied 2nd floor spaces. The vacancy of the strangely cladded corner building with boarded up windows could improved using historic rehabilitation. Windows facing the street should not be boarded with plywood and instead should be uncovered to highlight the potential 2nd floor dwellings, offices, or other types of occupants.

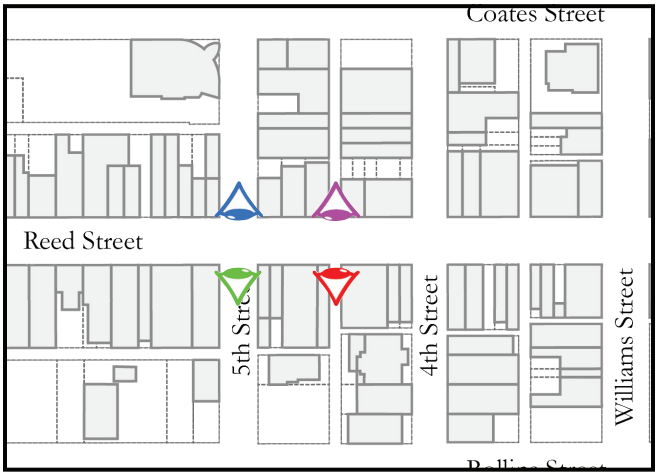
4th-5th Street Alley





Alleys that contain power lines, mechanical equipment, and other infrastructure should be buried and/or hidden on rooftops to make downtown are more visually appealing, less industrial looking, and less noise polluted. City ordinances should be put in place that do not allow mechanical equipment to be placed in alleys or hanging off the side of buildings in the public line of site. In many other historic downtowns in Missouri, alleys are utilized as inviting, lively, pedestrian walkways. They contain beautiful murals and "secret" attractions that generate excitement and wonder.





Depot Park





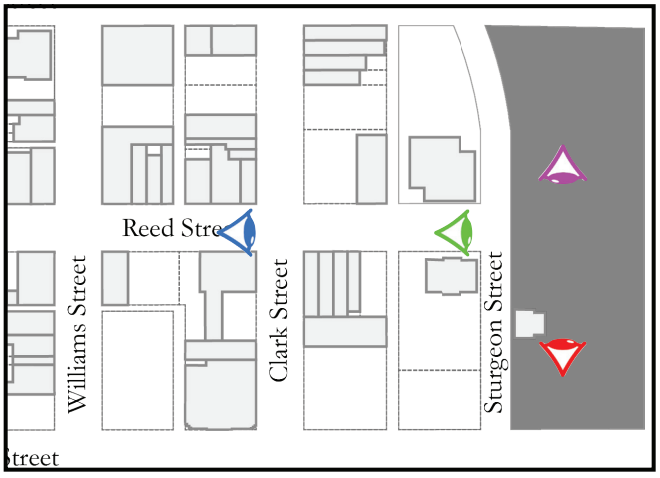
Depot Park once was occupied by the Moberly Depot Building, This historic structure created a visual bookend for the "Reed Street Corridor", a term referring to the aligned and unbroken dense commercial buildings that once created an indoor/outdoor room along Reed Street. Depot Park now acts as a large outdoor museum-like park space. It has some beautiful individual pieces of history including the old red caboose, the Pullman passenger car, the small railroad museum (although hardly ever open to the public), and the clock tower reminiscent of the old historic Moberly Depot.





Attractions and amenities can be implemented more effectively here. Farmers markets, fairs, concerts, festivals, children's events, outdoor exercise programs, low maintenance public bathrooms, museums, public art, transportation hubs, skate parks, and gardens are all possible here. Perhaps an amphitheater, stage, or other amenities that could attract festivals and concerts could bring lucrative tourism and increase city tax dollars, foot traffic, and local business revenue.





Tannehill Park





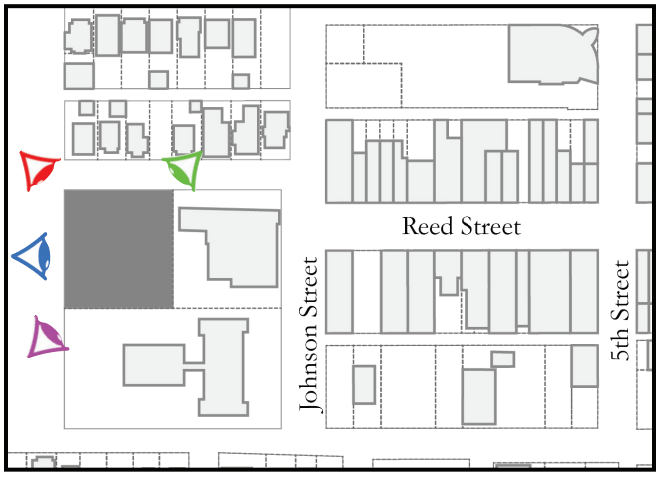
Tannehill Park is a quiet, peaceful greenspace with some light community amenities of a gazebo, grass, large oak trees, and some walking pathways. It presents an engaging park condition with the single family residential homes surrounding its perimeter. The original condition of the park consisted of a lush garden of landscaping, trees, flowers, and indigenous plants. Because of the location of the US Post Office, a mid-century modern federal building, Tannehill Park isn't visible from Reed Street. It is hidden to the uninformed visitor and is not easily accessible from the Reed Street Corridor. It is also significantly less landscaped than it once was.





Currently, the park is under-landscaped and under-utilized. Perhaps it could be a wonderful community garden space, an outdoor venue for festivals and concerts, or incorporate some recreational or sports activity. Some of these solutions would provide useful space for both residents and visitors alike. Rehabilitating the old Moberly High School so that it is habitable is also supremely important to this district. Finding a new use for that building would activate the district very quickly, bringing new residents, jobs, and businesses to the city.





Chapter 2:
Facade Modifications

Facade Modifications

In Chapter 1 of this document, facade diagrams are shown which point to a number of architectural elements of Historic Downtown Moberly buildings. The following pages list each of those and others by category and give best practices for how to repair, replace, modify, or treat these features. Each category will list proper techniques and also mentions some unacceptable treatments as necessary. This chapter also contains some additional "add-on" features that could be appropriate for particular buildings

Included in the separate Reference Guide are the Secretary of the Interior's Standards for Rehabilitation. Also included is an "Architectural Inventory" of local historic and architecturally significant building elements from the most prominent buildings and historic periods of downtown Moberly. This inventory provides a useful "kit of parts" which because of their architectural value and historic significance are examples of acceptable modifications to make on building facades in the present time. Find this Reference Guide at City Hall.

Use this chapter to come with modifications for what might be acceptable for your facade project. Some solutions are better or more appropriate than others for particular buildings, considering their historic facade conditions and the desired functionality of the spaces within the building. If you are unsure about what is an acceptable solution or if you wish to make a change that is not listed, consult a building professional such as an architect, a contractor, or historic preservationist to gain more information about a particular building facade.



315 West Reed, shown above, has a street facing facade that requires a variety of facade modifications. The transom windows should be revealed and repaired/replaced. The first floor brick needs gentle paint removing techniques with possible new repainted brick finish. Awnings should be installed to help shade during hot summer months. The 2nd floor wood windows should be repaired/replaced as necessary while maintaining the double hung type and "tripartite" configuration. Appropriate cladding should be installed on the 1st floor portion of the facade to hide exposed wood lumber fillers between the storefront windows and the brick pilasters. Finally, appropriate signage that complies with this design guidelines document should be installed.

Points of Emphasis

Based on the findings from the previous streetviews and combining the historic Architectural Inventory located in the Reference Guide, this chapter of the document will lay out the facade rehabilitation points of emphasis moving forward for this historic district. Many of these modification recommendations also overlap with the Secretary of the Interior's Standards for Rehabilitation and Sustainability Guidelines, located here:

https://www.nps.gov/tps/standards/treatment-guidelines-2017.pdf
https://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf

1) Buildings shall **highlight** their existing architectural and historically significant period features. They shall do this by having these features **uncovered**, **repaired**, **replaced, and/or maintained**.

2) Replacement of these characterizing features is acceptable **only when severely damaged**. This should be done by replicating the features as accurately as possible to the original.

3) When uncovering and removing non-historic layers of paint, cladding, or other materials, use the physical or chemical treatments that are the **gentlest means possible**.

4) **Brightly colored** materials, paints, and other facade applications are **generally not appropriate** for existing historic buildings. Small amounts of bright colors are acceptable for new signage, logos, and other non-permanent branding material. New construction has little color limitation.

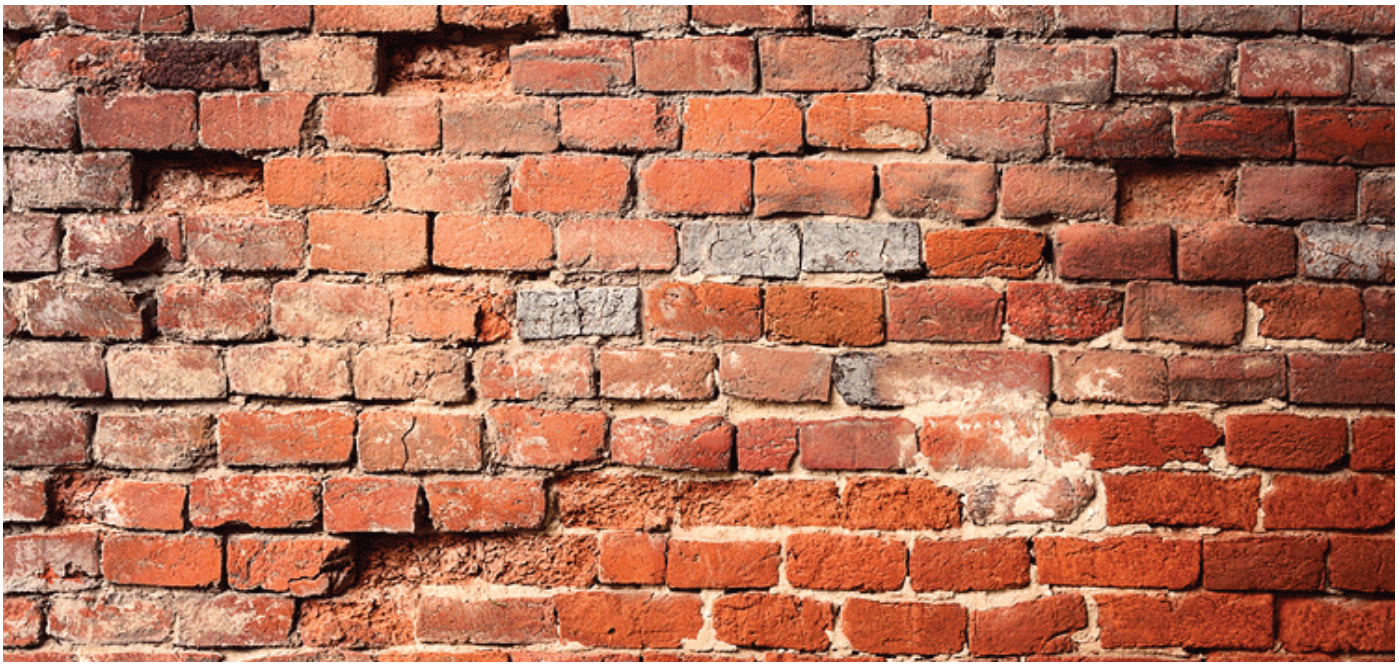
5) Windows that face the street **shall not be covered** with plywood or other non-transparent panels. If they are covered with those panels, do your best to uncover them. Storm window coverings or polycarbinate clear sheeting boards are examples of acceptable window coverings.

6) **Painted murals** are encouraged (typically only by professional artists) on secondary building facades, such as side or rear facing facades along alleys. **Ghost signs** are encouraged to be left as they exist or be repainted with their original colors and vibrancy.

7) **Facade add-on's** such as galleries, hanging flags & light strings, and landscaping are **highly encouraged** historical elements that can generate new interest in and beautify this historic district. Gallery add-on's are appropriate for properties that had them as a part of their historical development.

Masonry and Mortar

Keep all moisture away from bricks. Make the necessary repairs as soon as possible to avoid structural failure and crumbling of your precious bricks. Water infiltration also comes from poor roofing conditions and lack of proper sealants at masonry joints. Install necessary rainwater disposal systems and consider clear siloxane sealer. Historically exposed exterior brick should remain exposed, but interior walls that are newly exposed to the exterior can have a stucco-like material applied.



If brickwork has been saturated with water for prolonged periods, it is usually coming from leaking rainwater pipes or faulty gutters. Prolonged water saturations removes the mortar and the brickwork loses its cohesion. Water-saturated bricks suffer from freeze/thaw cycles and eventual shattering. Water-saturated brickwork also develops ice lenses between the wythes or skins of brickwork, usually buckling or facing off the outer wythe. Water-soluble salts form in or just below the brick surface as subflorescence or cryptoflorescene. Repeated cycles of hydration and dehydration of the salt crystals in the surface pores then lead to the crumbling or exfoliation of the brick surface. Source: Weaver, Martin E. "Conserving Buildings." pg 97 - 107.



When old pointing fails, rather than use the original types of mortar, the incorrect repair job uses a mortar which is based on ordinary portland cement, which is harder and denser. However, if the bricks expand, cement mortar will not expand, which causes crushing and spalling of the edges of the bricks. The bricks come loose when the opposite temperature effect occurs. Cement based mortar will also cause sulfate impurities and a salt contamination that causes crumbling and exfoliation.
Source: Weaver, Martin E. "Conserving Buildings." pg 138 - 141.



The Moberly Municipal Auditorium is an example of a historic brick building that underwent "re-pointing". Where bricks have deteriorated or failed, they were replaced with bricks that match in size, color, and character. The mortar should was also matched by testing the existing to determine composition, texture, tooling, and color. This prevents the new mortar from further damaging the new and existing bricks. Proper repointing techniques depicted here are the most effective ways to preserve the character of a historic brick facade.







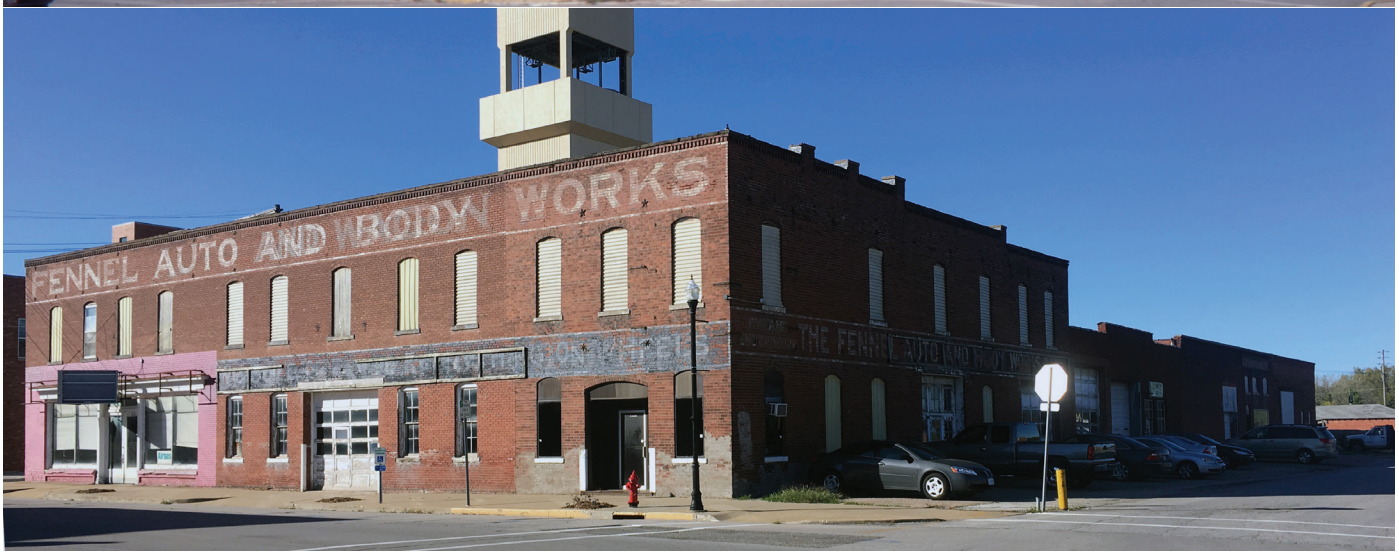






Buildings that were fully painted as a part of their historical development and character are acceptable under the design guidelines as new facade modifications. This would require documentation to show that it was historically painted.





The Fennel Auto building has had its masonry altered throughout time in various ways, such as tuckpointing, painting, the filling in of old windows, and punching new openings. This causes the current facade conditions shown in the bottom image to look like a non-uniform "patchwork" of alterations. Acceptable treatments to this building are such that when the mortar is damaged it should be tuckpointed in those damaged areas but nowhere else.



Inappropriate Brick Treatments

This corner building located at the southeast corner of West Reed and 5th Street has had masonry alterations along its non-primary 5th Street facing facade. Two different color bricks were used to "fill in" the 1st floor windows, deviating from the original 2nd floor brick colors and historic character. The new mortar used between these bricks is also not matching in color, texture, or composition. This is an unacceptable example of filling in windows, which has diminished the architectural value and the historic character of this street facing facade.

The original "Democrat Publishing Co..." painted sign was covered by non-historic cladding, which is not an appropriate treatment for the brick facade. The sign could use a fresh coat of paint to give it more vibrance and better compliment the historic facade. Ghost signs will be discussed in greater detail later in this chapter of the Design Guidelines document.

Other Masonry Tips

When cleaning masonry, bricks should be treated with the most gentle techniques and the least possible degree of intervention to secure any conservation object.

Improper masonry cleaning is when one removes old paints from historic brickwork and discovers that the bricks were not fired very long and were painted in order to use them as exterior brick.

Concentrated chemical compounds, high pressure washing, and other excessive techniques can irreparably damage the historic brick and can endanger the public and those working on the building.

Replacement of brick should be done with new or used bricks that are structurally sound and should match the existing bricks in color, texture, size, and character. This will best allow existing historic buildings to be both well maintained over time and attractive.

Testing existing mortar for its chemical make-up allows for a uniform look when repointing portions of an existing brick wall. This process will generate a report of the compositional ingredients necessary for the new mortar to match the old in color, texture, tooling, and composition. Matching the new mortar with the old in this way is an integral part of the brick restoration process, which allows for the repointed brick facade to best maintain its historic character.

Ground Floor Windows & Doors



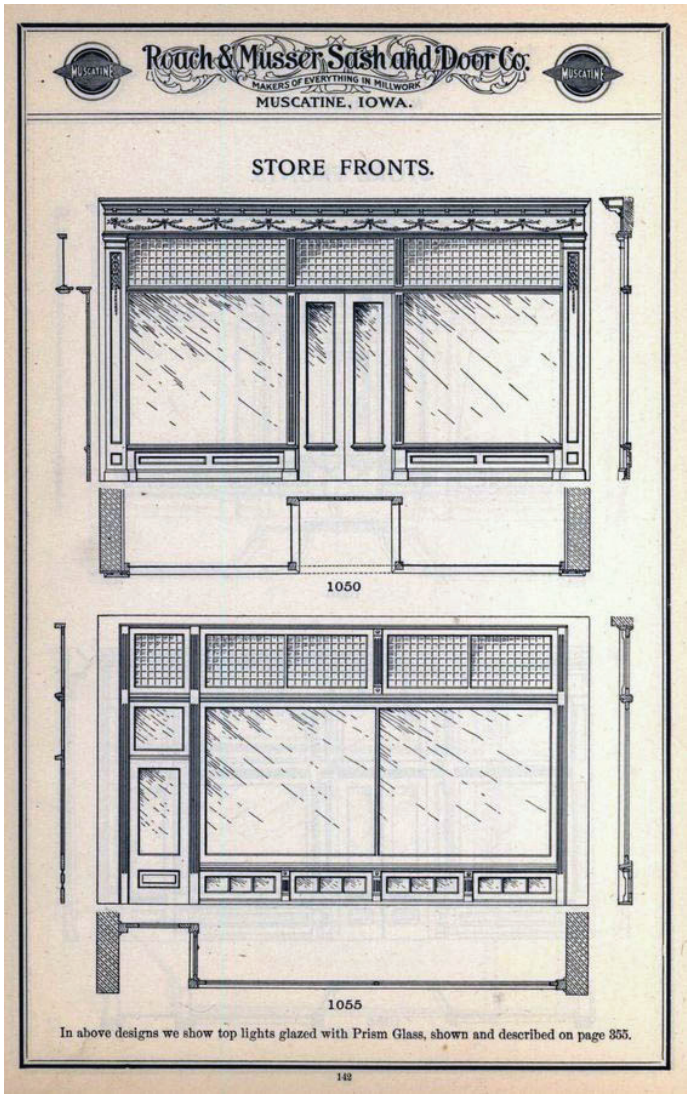
The old Montgomery Ward Building was at one time an exemplary historic commercial ground floor configuration.

Traditionally, the ground floor of downtown Moberly buildings were commercial display windows with recessed entries and transparent doors to achieve maximum visibility into the retail shops located within these spaces. This historic tradition shall be maintained.

For **primary facades** of 1st floor historic commercial buildings, proposed modifications should maintain the existing transparency or propose a new storefront configuration that is compatible with its historic conditions. Documentation shall be provided to show the original storefront configuration and level of transparency.

For **non-primary facades**, more tolerance can be given. If windows are being altered, the proposal should create new windows, doors, or other openings, rather than fill them in, unless absolutely necessary. These non-primary facades' ratios of transparency should be maintained, and ideally are at a rate of **more than 2 to 1**. Alternative window and door types and solutions can be proposed as a way to increase the convenience for customers and increased economic activity.

Storefronts



Source: Roach & Musser Sash and Door Co. Catalogue, 1905. https://archive.org/details/CompleteCatalogue1905



Transom windows are located above many of the storefront windows and doors in historic downtown Moberly buildings. These features shall be uncovered, repaired, and/or replaced as necessary, such as the Bean Coffee Shop building above. As stated on page 11, modifications are not required if the applicant isn't proposing to modify an existing feature.

The image on the left shows a perfect example of a historic storefront display configuration, with a large amount of transparent display windows and transom windows above.

Transom windows that contain fully transparent glass help to bring in more natural light to commercial spaces, reducing the need for electricity. If operable, they create "passive cooling" effects in warmer months, allowing hot air to escape from these openings while reducing heating costs. Such windows are shown below.



The above image shows a well resolved historic rehabilitation of a 1st floor storefront in historic downtown Excelsior Springs, MO. Source: http://www.eshpc.org/spotlight1.html

Alternative Doors & Windows

Downtown Moberly has an abundance of ground floor commercial space, however most of it is not currently capable of opening up to allow for fresh air circulation. Alternative windows and doors that allow for more airflow by operating as large sliding, rolling, rotating, or fold-up up style apertures are **acceptable and encouraged**, especially for non-contributing and non-historic buildings.

The historic configuration and the visual appearance of framing members for a specific opening should be considered based on the historic development of the building itself. Windows and doors that maintain the historic character and also function as **operable sliders** or perform other useful and functional mechanisms are acceptable and encouraged. These new door and window configurations and mechanisms should maintain the compatibility with the building's original historic character. Consult an architect, construction professional, or a historic preservationist to find out what kind of windows and doors are acceptable for a particular building. Review the rules for federal and state historic rehabilitation tax credits, such as the Secretary of the Interior's Standards for Rehabilitation, to gain a better understanding of the consequences of replacing historic storefront doors and windows.



Modern doors and windows such as these sliding garage-like configurations are acceptable for non-historic, non-contributing, and possibly other historic downtown Moberly buildings, depending on the architectural value and character of its original storefront windows.





Operable windows such as these create a more attractive, healthy, and customized retail experience for business owners and patrons alike.

Upper Story Windows





Repair historic upper story wood windows. Don't replace them unless absolutely necessary. If replacement is necessary due to severe deterioration, match the old in style, functionality, dimensions, and material.

In many cases you can repair an old wood mullion or muntin as a single piece to remove and replace. This is better practice than replacing the entire window. If the wood is rotten or beyond repair and you must replace these windows, hire a design professional to create existing architectural window profile details which will help you assess the best product to choose for a replacement.



The image above shows a window that needs its sash and sill replaced. The entire window does not need replacing.



Above are new wooden double-hung replacement windows. This window style is the recommended type for downtown Moberly.

Wood windows are typically the most expensive replacement windows, but are also the most beautiful. New manufacturer implemented chemical treatments are useful in the longevity of these precious architectural elements. Various types of wood have different weights and colors, so assess your product choice based on the desired overall facade design as well as functionality. Aluminum windows are preferable over vinyl windows, especially those that are clad in wood as a replacement to historically wooden windows.

Wood Windows

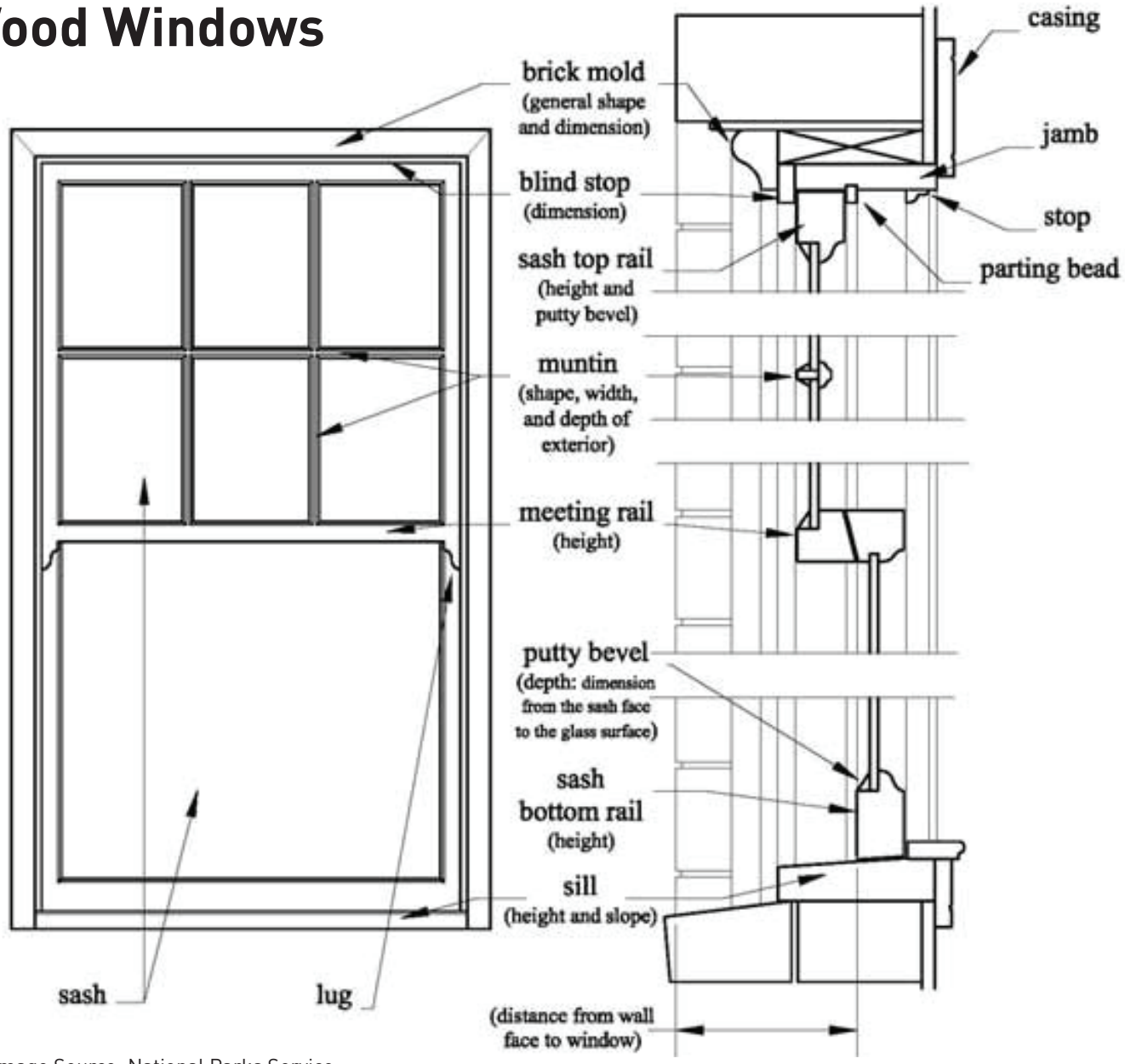
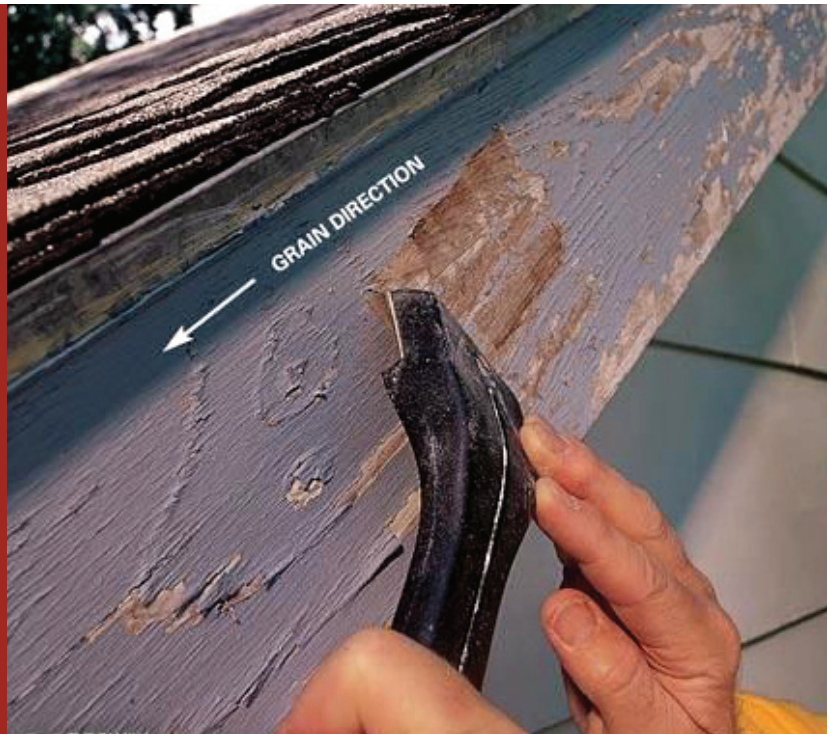


Image Source: National Parks Service
https://www.nps.gov/tps/standards/applying-rehabilitation/successful-rehab/windows-documentation.htm

Property owners are encouraged to retain existing historic windows by repairing them or replacing them to match the old in style and historic character. Replacement which precisely matches the existing historic windows in dimension and profile is not required for an acceptable application, however if windows are being replaced, they must match the **type of window used historically**, which typically was a double hung window.

The National Parks Service has strict guidelines on historic window replacement in receiving Historic Rehabilitation Tax Credits, but not every Moberly rehabilitation project is expected to undertake this program. However, it is **highly recommended** that you follow those steps. They display strong historic preservation practices.

Paint can easily be scraped off of wooden window components with the correct tools. Scrape in the direction the grain is running. Use a professional if you have lead paint on your windows.

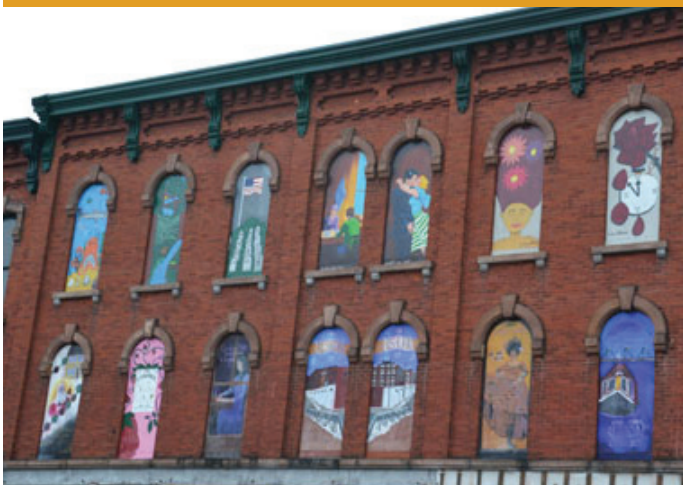


Be mindful of lead paint and test your windows and interior spaces for lead paint. Use a professional painter with experience in gentle paint removal techniques. Monitor progress to ensure the windows are not damaged. Chemical trippers such as those based on organic solvent and alkali preparations are toxic and difficult to contain and dispose of. They can also raise the grain of wooden surfaces and leave harmful residues because of wood's absorbent nature.

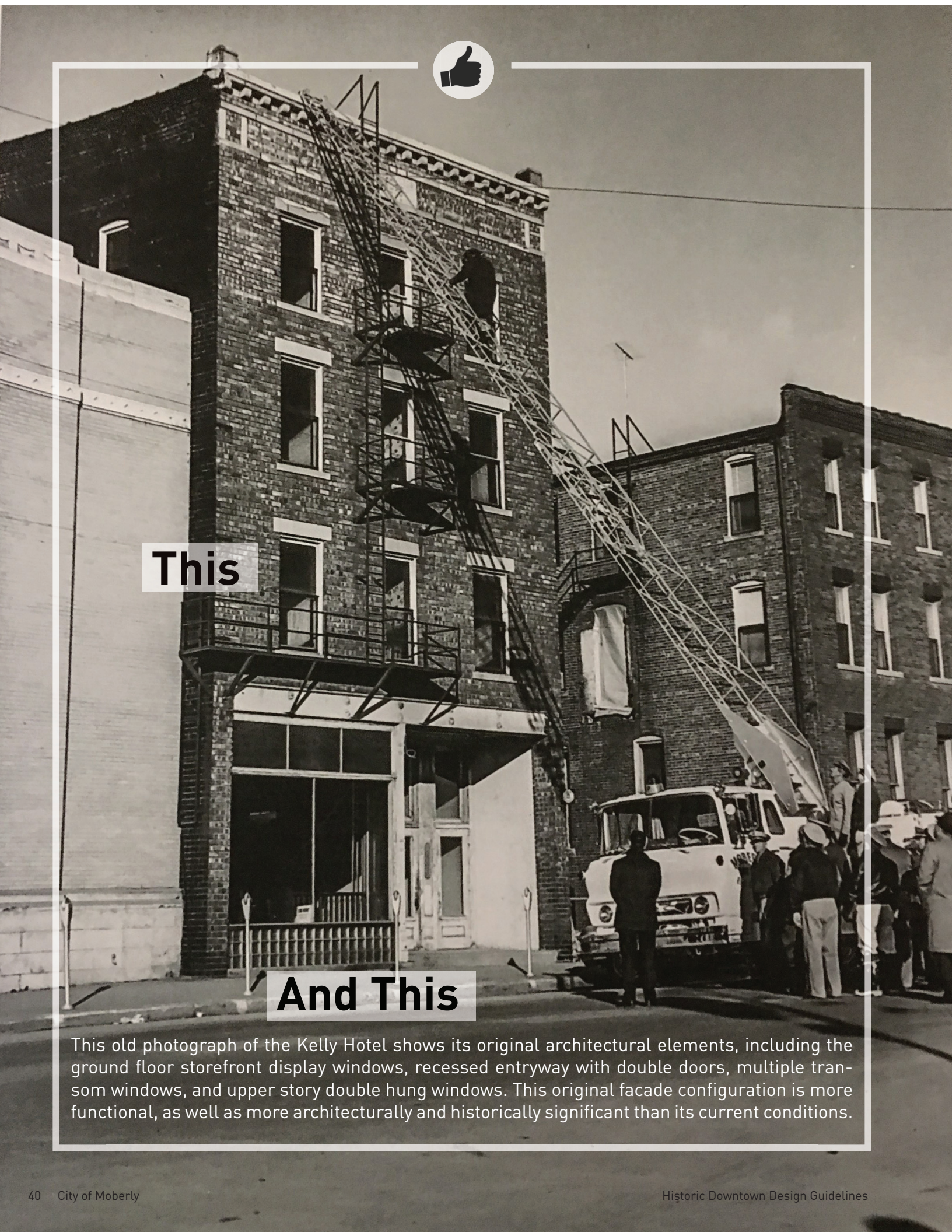


Clear polycarbonate sheeting board is the preferred window covering for existing windows in downtown Moberly.

Polycarbonate panels are acceptable to place over existing upper story windows. Plywood and other non-transparent panels are not, unless painted with professional art.



Painting panels that cover upper story windows is acceptable and encouraged as a way to mitigate repair of or replacement windows.

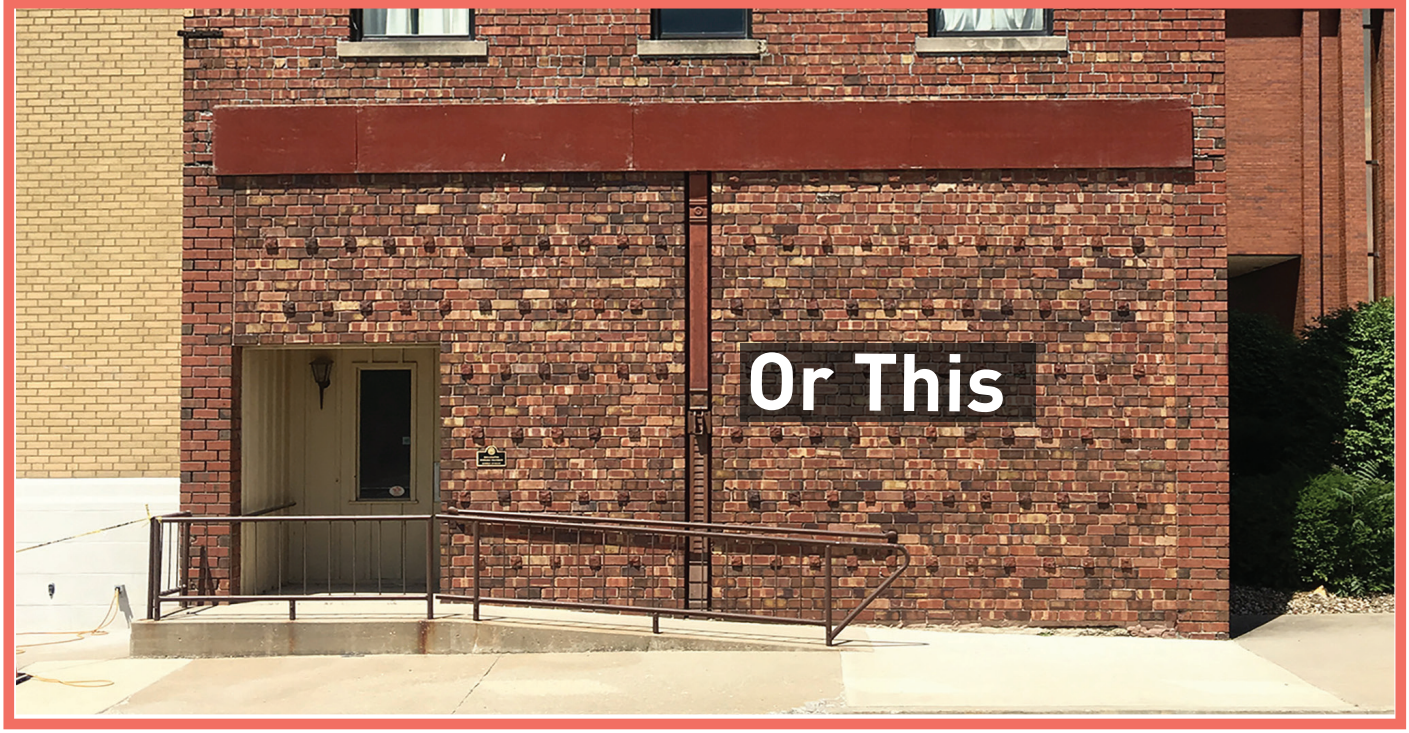


This old photograph of the Kelly Hotel shows its original architectural elements, including the ground floor storefront display windows, recessed entryway with double doors, multiple transom windows, and upper story double hung windows. This original facade configuration is more functional, as well as more architecturally and historically significant than its current conditions.





The old Kelly Hotel, originally an annex building to the old Merchant's Hotel, had significant alterations to its primary front facade. The ground floor storefront configuration was removed and filled in with brick, destroying the original recessed entryway, however the single cast iron column still remains. The upper story windows were replaced with fixed picture windows, which is a different type than the original double hung windows from the original construction. These would not be acceptable facade modifications under the design guidelines for storefronts and upper story windows.



Cladding





Image Source: Virginia Building before and after, Columbia, MO. https://dnr.mo.gov/shpo/

Throughout the mid 20th century, historic building owners covered their facades with a variety of synthetic building layers, such as metal siding and cladding in an effort to "modernize" facades. This was a way of keeping up with the fashionable building trends of the time period. Today, we see owners across Missouri removing these layers to bring back the authentic historic character that lies beneath. In some cases there is a drawback to doing so, because the facade beneath can become irreparably damaged from both the original installation as well as the removal. The process of stripping these aluminum siding strips if carried out gently can be minimally damaging to the historic brick facades beneath.





Source: http://www.mlive.com/news/bay-city/index.ssf/2017/07/before_and_after_with_old_faca.html

Facades with "in-kind" cladding materials can be left alone when they have gained historic significance. It is highly encouraged to research the building's most significant architectural period, find photographs of the building from that time, and rehabilitate the building to reflect that time instead.

Repair materials that have architectural and historical value, such as various types of tile and carrera glass. Don't remove them unless it has become the last resort due to damage. If historic cladding has been removed, use commercial grade metals that best match the original. Other new cladding configurations are also acceptable but they must provide longevity and attractiveness.

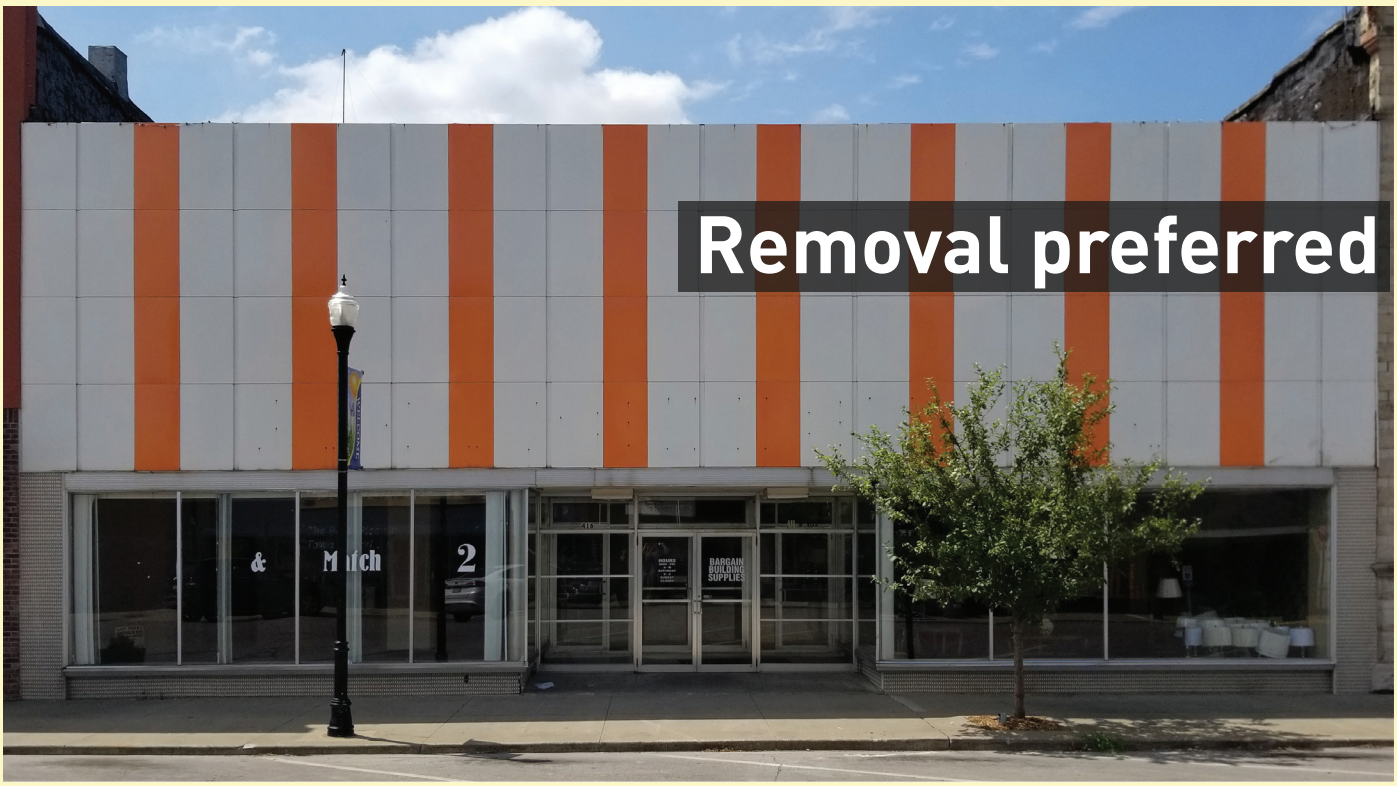
This



Not This



Remove non-historic metal and vinyl siding. Prior to removal, investigate and assess the conditions beneath and the consequences of removal. **Careful exploratory work to determine what remains of historic features, fabric, and conditions is highly encouraged before removing non-historic cladding.**



Downtown Moberly historic buildings with "Mid-Century cladding" added to their upper stories are covering the original architectural and historic character of the buildings' "period of significance." The example above is a more attractive version of mid-century cladding, so an argument can be made to keep it. However, the windows beneath the cladding cannot function, resulting in less fresh air and natural light for the spaces within.





Under these design guidelines, a building's original period of significance shall be the guiding force for its rehabilitation strategy. Owners should remove the mid-century cladding and other non-historic cladding on upper stories, unless there is proof that the historic character beneath has been irreparably damaged. Careful exploratory work to determine what remains of any historical feature or fabric beneath the siding should be performed.



Ground Floor Storefront Cladding

Historic buildings in this district that have been heavily altered or that have deterioration to their commercial facades may need new cladding. Appropriate cladding shall appropriately adhere to the original historic configuration/character of the individual building's historic cladding. If documentation cannot be provided that displays this historic cladding, the new cladding should fit within the traditions of other downtown Moberly buildings, such as the Montgomery Ward building.



Acceptable contemporary cladding types are the kind that create a **flat, smooth texture**. Examples include painted wood trims, as in the above image, or others such as ceramic tile, metal flashing, or a stucco-like finish. Other imitation materials that have been produced to resemble historic Moberly cladding like carrera glass panels are also acceptable.



Wood siding is not an acceptable cladding type. This is a residential product in nature and does not provide the longevity that other commercial grade products such as other more historically appropriate wood or metals. A building's historical development should be considered above all else when determining the cladding material & configuration, and character.



Color Palettes

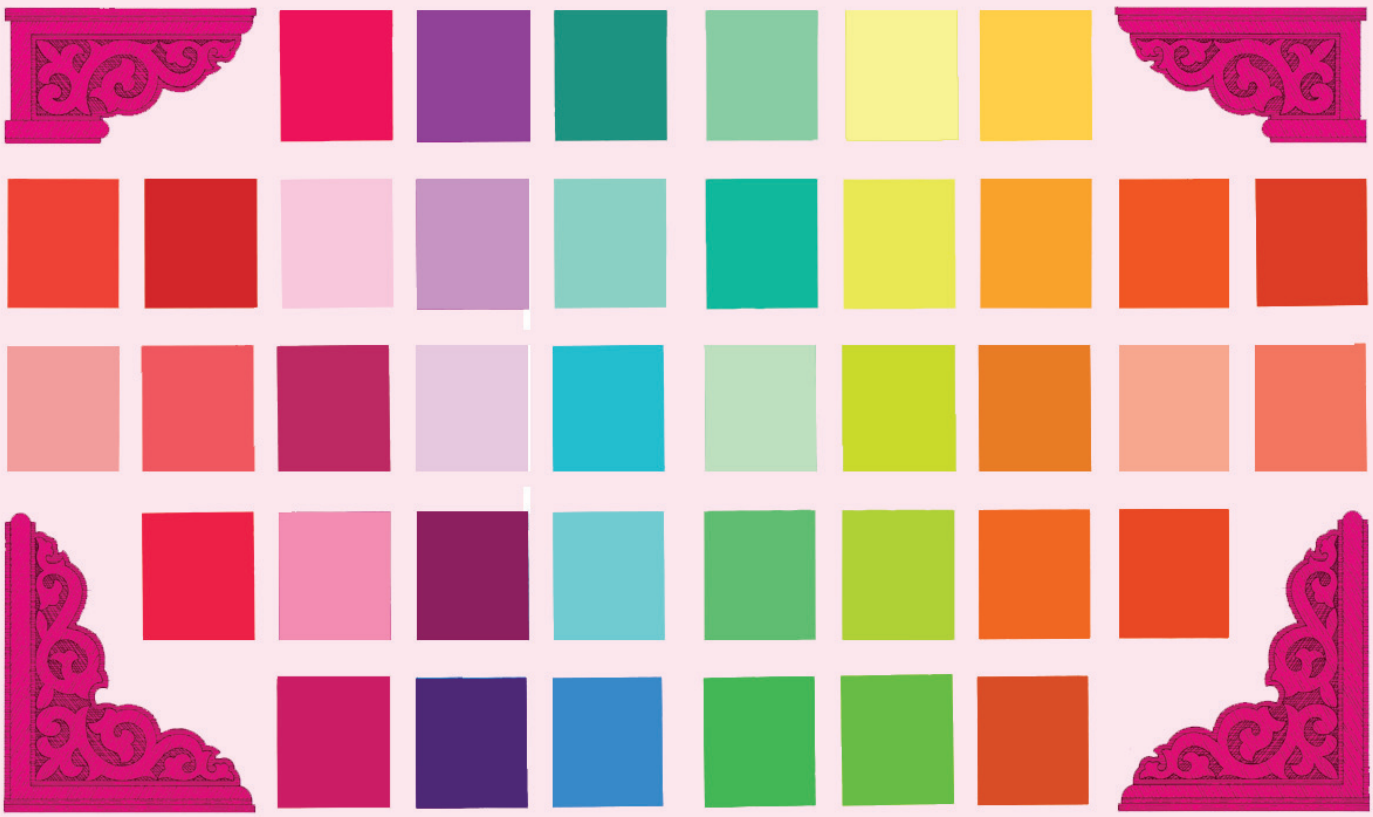
There are many "historical collections" available by paint manufactures, such as the one below: the Heritage Colors available through Sherwin Williams. These paint colors can be recognized and ordered using the numbers below each square of color. Colors in this list are acceptable for paints and material colors.



Benjamin Moore has also compiled a very useful set of historic colors from various periods in the history of American buildings. Those can be found here:

https://www.benjaminmoore.com/en-us/color-overview/color-palettes/historical-collection

Bright colors are not acceptable on historic buildings' primary facades. They are not acceptable to be painted on buildings or for the colors of materials applied to their facades. Exceptions can be made for small to medium sized signs and window displays. New construction is more flexible, but should still not contain a color brightness level like the brightest versions of the colors shown below.



Bright colors on branding material such as signs, canvas awnings, or other easy to remove building elements can be acceptable as long as these elements are attached and removed easily using standard hardware and as long as the color of the particular building element, such as a canvas awning, does not dominate the facade.

Awnings

Fixed angled and retractable canvas awnings are acceptable solutions to provide shade and refuge to buildings. Use a lightweight aluminum framing beneath and attach with hardware so that it can be easily removed. The shape of these types of awnings should be flat and not curved or rounded. They should not extend past the transparent storefronts below. The vertical "fascias" and sides can have address numbers and logos.







Fixed, horizontal awnings can be architecturally detailed with lightweight metals, smooth finishes, and hardware. They shall attach securely to the building and be fixed in place. Slightly angle them to drain water or integrate necessary drainage features. Include lighting elements if you wish to add more value. Materials should be commercial in nature, not residential or industrial, so metal siding and asphalt shingles are not acceptable materials.



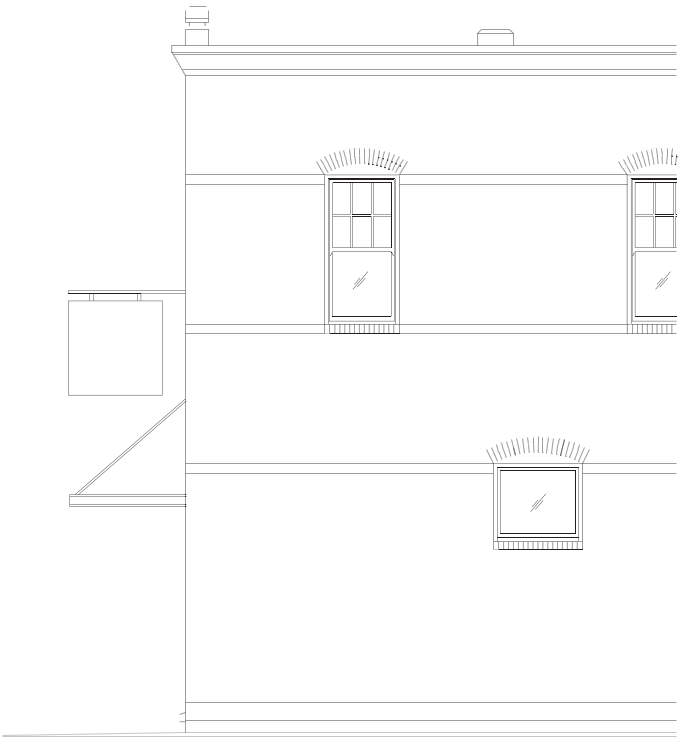
A tradition of fixed horizontal awnings are present in downtown Moberly historically. Look for historic photographs of your building and determine if a horizontal awning is historically appropriate. If so, base the awning type on the condition of the transom windows above, the signage design, and the desired aesthetic look of your facade.





Awnings









Awnings



The owners of the Old Victory Bar considered both a flat horizontal awning and a fixed angled canvas awning, and they chose a fixed horizontal. Each would have been acceptable under this design guidelines document, since flat awnings existing here historically. For historic rehabilitation tax credits, typically the preference is the fixed angled canvas or retractable awning, unless historic photographs can prove the historical occurrence of a flat horizontal awning.

This



Angled canvas awnings with flat vertical sides and front edge are optimal awning types. They should cover the transom portion of the storefront. Address numbers and business logos can be incorporated.



Angled canvas awnings that roll up or are retractable are even more optimal as they allow for the customization of interior lighting as well as heating/cooling conditions.



Fixed horizontal awning are acceptable for downtown Moberly buildings. Awnings should not extend past the sidewalk and must be thin in their vertical dimensions. Attach in a rigid way that safely secures the awning. The underside is a great place for lighting. Simple words and other signs can be integrated on the vertical "fascia" of these elements or possibly on top at the awning.



An example of an existing downtown Moberly canvas awning that is acceptable under the design guidelines. Ideally, awnings should not extend past the storefront doors and windows of the facade in order to not obstruct the architecture behind.

Not This



This heavy, solid, fixed awning is not an acceptable solution. It uses residential shingles as well as residential roof assembly which are not acceptable for historic commercial buildings located in historic districts.



Awnings with a round shape are not acceptable in this historic district. Their curved shape detracts the eye from the historic buildings behind them. They also present a "clashing" effect when placed next to other angled canvas awnings.



This massive solid, fixed, horizontal awning is not an acceptable solution. It uses industrial metal siding as well as heavy, thick columns which significantly obstruct the sidewalk.



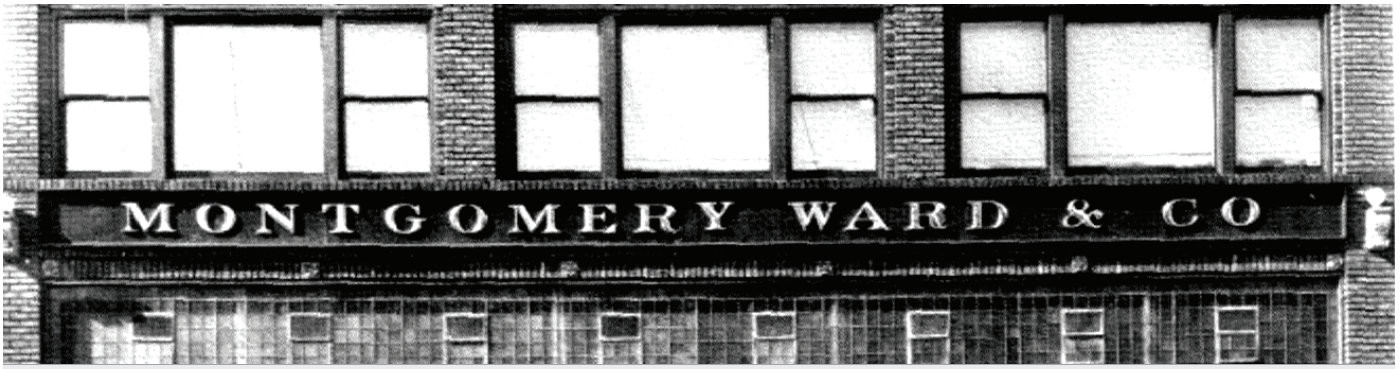
This corner building uses a heavy, solid, fixed awning which is also not acceptable.





This shows the same corner building which uses two similarly unacceptable awnings. Both use two different residential products: asphalt roof shingles and shakes, which are materials that are not acceptable to be used this historic district.

Signage



Signs should provide specific information in a simple, straightforward, and attractive manner. Information such as business name, address, and perhaps product types are acceptable. Additional information is not needed and detracts from the building's architectural composition. Signs should not obscure architectural detailing. Fonts should be clean and easy to read. Suggested fonts are Garramond, DIN, Helvetica, and other similarly easy to read fonts. Signs with a size and/or font based on an historic building sign should be considered acceptable even though it does not meet the guidelines as stated.

Horizontal Signs:

1) Three dimensional letter signs are most acceptable, similar to the historic "Montgomery Ward & Co." sign above.
2) Letters should be no more than 24" tall and should not extend past storefront windows below.
3) Signs shall be located along brick faces, above transoms, on top of covered transoms, or printed on an awning. They should not block architectural elements behind them.

Perpendicular Signs:

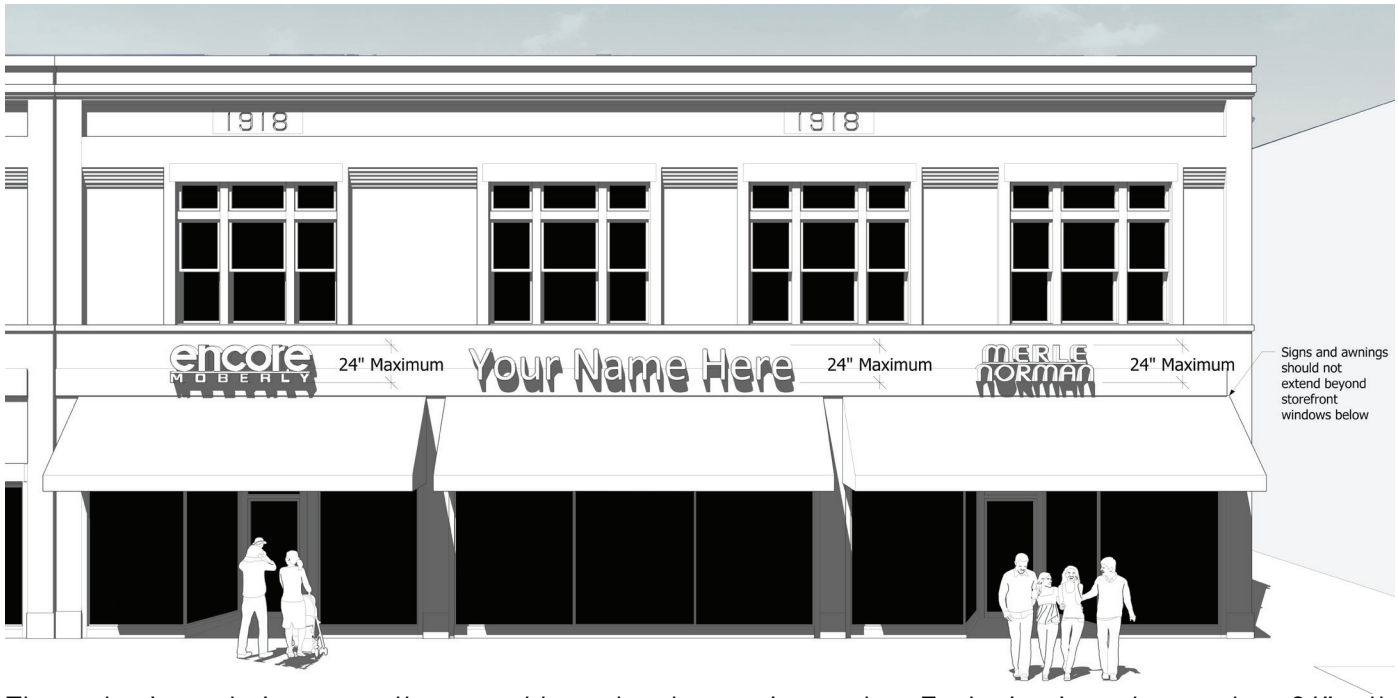
1) Signs that project perpendicularly off buildings are also appropriate if one of their dimensions is no more than 42". They should not cover storefront or upper story windows.
2) Perpendicular signs should be designed in favor of the pedestrian, not vehicular traffic.

Window Signs:

1) Window signs should be thin stickers with minimal blockage of storefront displays.
2) "Window wraps" of any kind are not acceptable.
3) Short term paper signs for events are acceptable displays in storefront windows but other paper signs are not acceptable.

Other Sign Types:

1) Panel signs, general advertising signs, pole signs, or box signs are not acceptable.
2) If historic documentation from downtown Moberly's two preferred periods of significance (between approximately 1884 and 1949) shows a particular historic sign design, font, or orientation, that sign can be recreated. Other previous tenant signs should be removed.



These horizontal signs are all acceptable under the previous rules. Each sign is no larger than 24" tall, including individual letters. This ensures that the signs do not dominate the facade. The signs should not extend past the storefront windows below. This allows for the historic district to better coordinate its sign aesthetics while not limiting each business in each's individual branding components.



Perpendicular signs are also acceptable. Each sign is no larger than 36" tall, which ensures that the perpendicular signs also do not dominate the facade while appealing to the pedestrians below. The signs do not dip below the storefront windows below. This allows for the historic district to better coordinate its sign aesthetics while not limiting a business in individual branding components.

This



This channel letter sign is an acceptable solution as it provides for lighting and does not obstruct the brick behind it.



This canvas sign awning is an appropriate solution. A logo or other wording could also be placed on the angled portion.



This perpendicular sign is an excellent solution as it is an appropriate size, minimally attaches to the building, and is a clean easy to read logo and font.



This downtown Moberly perpendicular sign is another good solution as it is an appropriate size, minimally attaches to the building, and is a clean easy to read logo and font.



This historic sign was a good 3D letter solution. Perhaps a new sign with a similar design can be created for the new tenant.



This sign was is an acceptable 3D letter solution despite the building not having acceptable ground floor cladding.

Not This



Panel signs are not acceptable solutions. This sign also displays more information about the business than necessary.



This panel sign is also not acceptable. Also, the letters themselves are much larger than the 24" maximum height.



Box signs are not acceptable solutions. There are too many signs and much more information about the business than necessary.



This is an inappropriate window sign. These sign types must be small and not obstruct the storefront display within. There is also more information about the business than necessary.



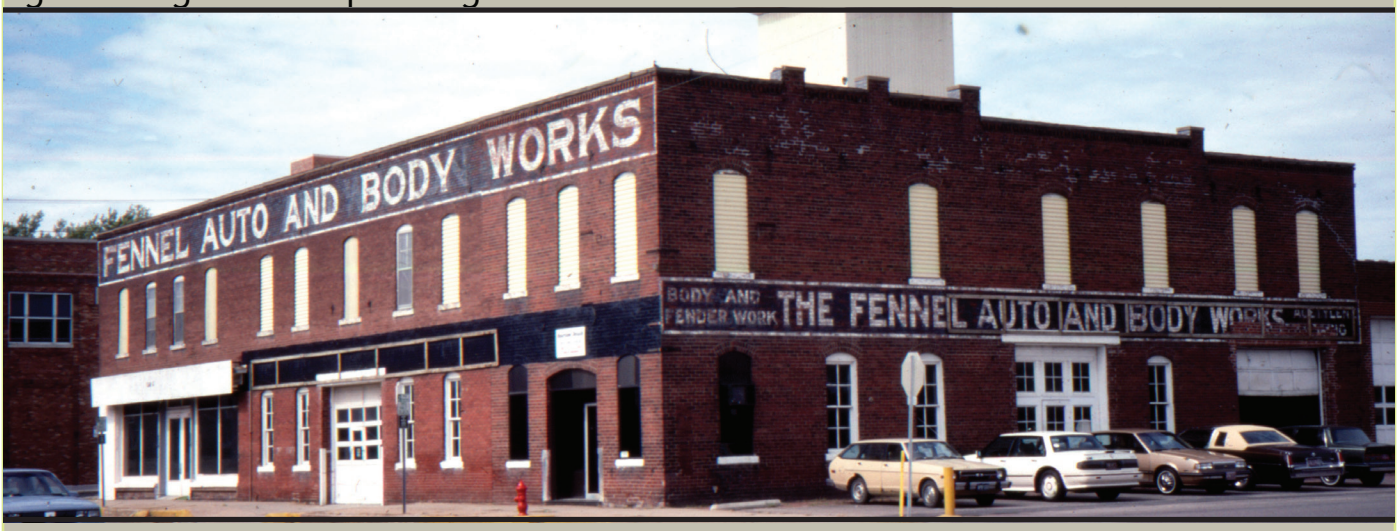
This facade has many unacceptable signs including multiple panel signs of different orientations and a perpendicular box sign.



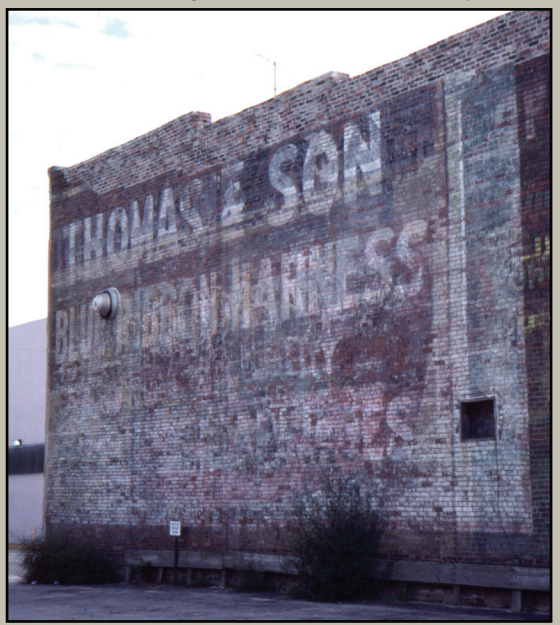
This panel sign with enormous font sizes is so large it acts as a billboard and is totally inappropriate for a historic downtown.

Ghost Signs & Murals

"Ghost Signs" were once freshly painted on brick facades and are present all over the downtown Moberly historic district. **It is encouraged to freshly repaint old ghost signs if they are no longer legible.** It is also acceptable to leave them untouched, but it is not acceptable to remove them. It is acceptable to paint a new advertisement sign or mural in the character, style, and size of the old sign. Consider using a professional artist to design the new sign to maintain the historic character of the old ghost sign it is replacing.

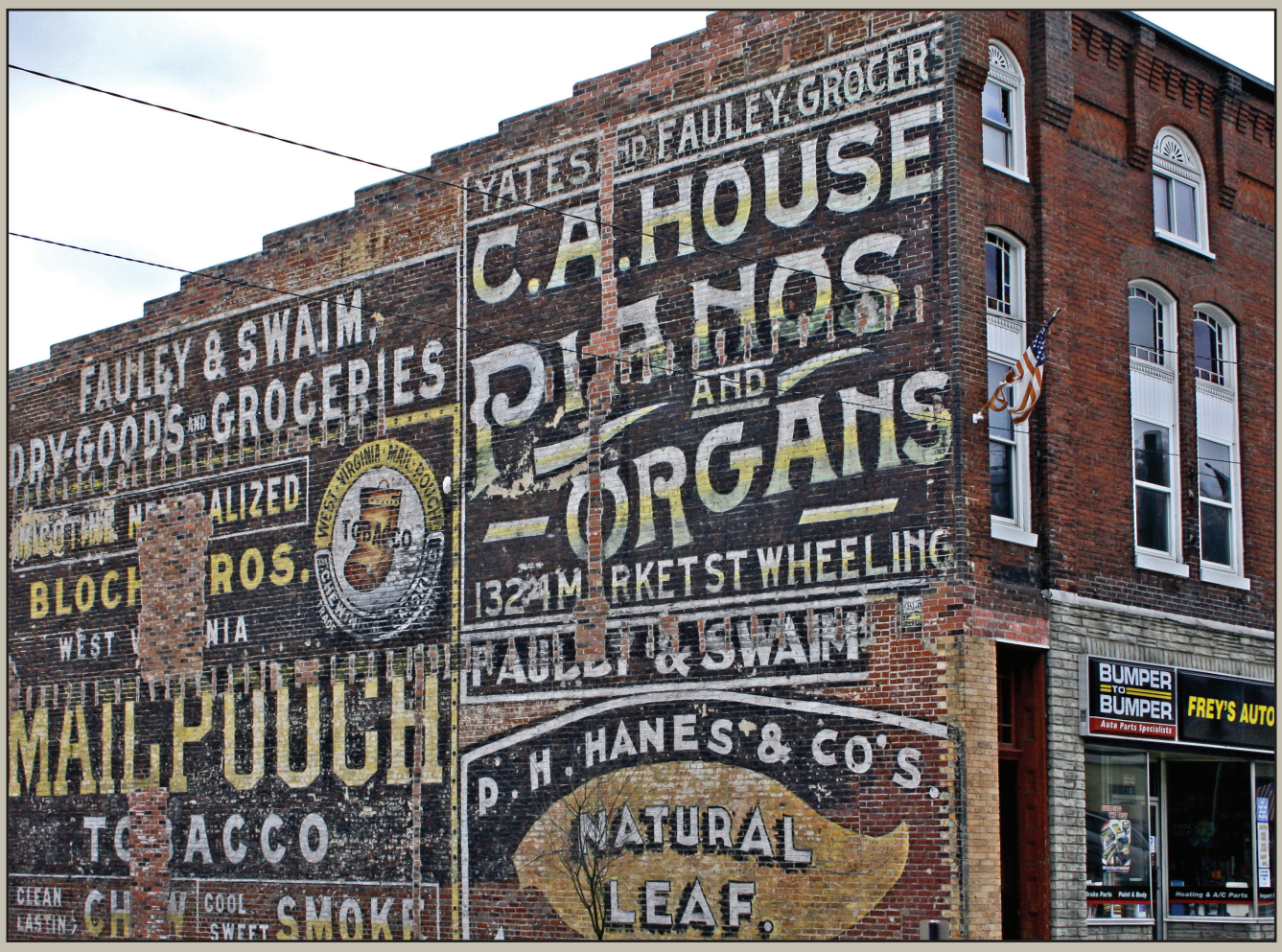


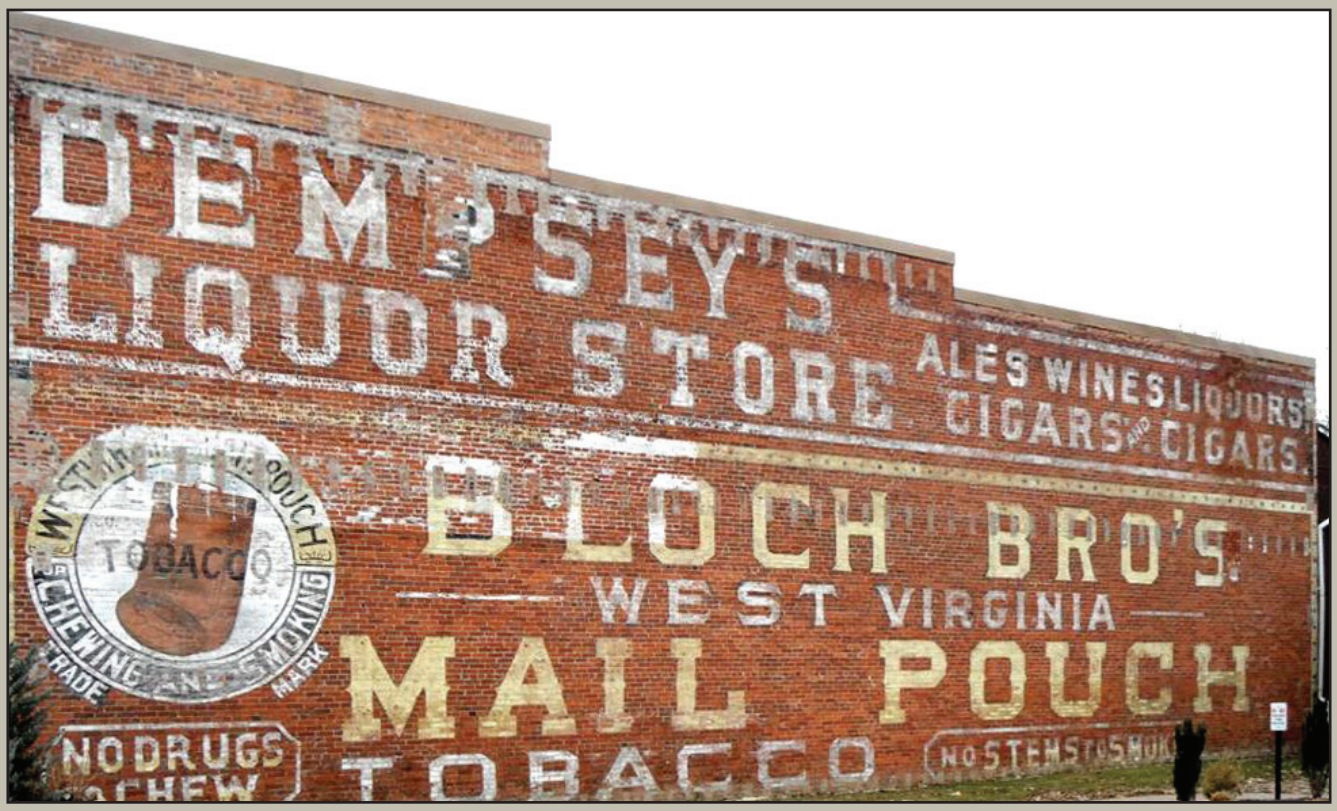
"Ghost Signs" are encouraged to be highlighted along non-primary facades, as a recreation of an original advertisement or sign that was present historically. Use paints and dyes that are sustainable and environmentally friendly as well as best practices for preparing and painting masonry. Consult a professional artist that has experience painting murals and on top of brick masonry. Some buildings, such as the Fennel Auto Building below, can be considered a special case where primary facades can be painted today with new signs or murals as a reinterpretation of a historic sign tradition.





These two ghost signs could either remain as they are, be repainted as they once were, or be completely repainted with a new mural or advertisement using a professional artist. All new murals should be approved by the HPC and should display a high level of quality and professionalism.


YATES
FAULEY GROCERS
C.A. HOUSE
P.H. HOS.
AND
ORGANS
1324 MARKET ST WHEELING
FAULEY & SWAIM
P. H. HANES & CO'S.
NATURAL
LEAF.
FAULEY & SWAIM,
DRY GOODS AND GROCERIES
BLOCH BROS.
WEST VIRGINIA
MAIL POUCH
TOBACCO
CLEAN
CHEW
COOL
SWEET
SMOKE
BUMPER TO BUMPER
Auto Parts Specialists
FREY'S AUTO


DEMPSEY'S
LIQUOR STORE
ALES WINES LIQUORS
CIGARS AND CIGARS
BLOCH BRO'S.
WEST VIRGINIA
MAIL POUCH
TOBACCO
NO DRUGS
CHEW
NO STEM STOCK



This mural on the side of a historic building in Joplin, MO references the city as a stop along the historic Route 66 highway. Applying new coatings such as stucco as a base for murals is appropriate only when it was in this condition historically.



In Sedalia, MO this mural is painted on the non-primary facade and done so directly onto the brick for longevity.



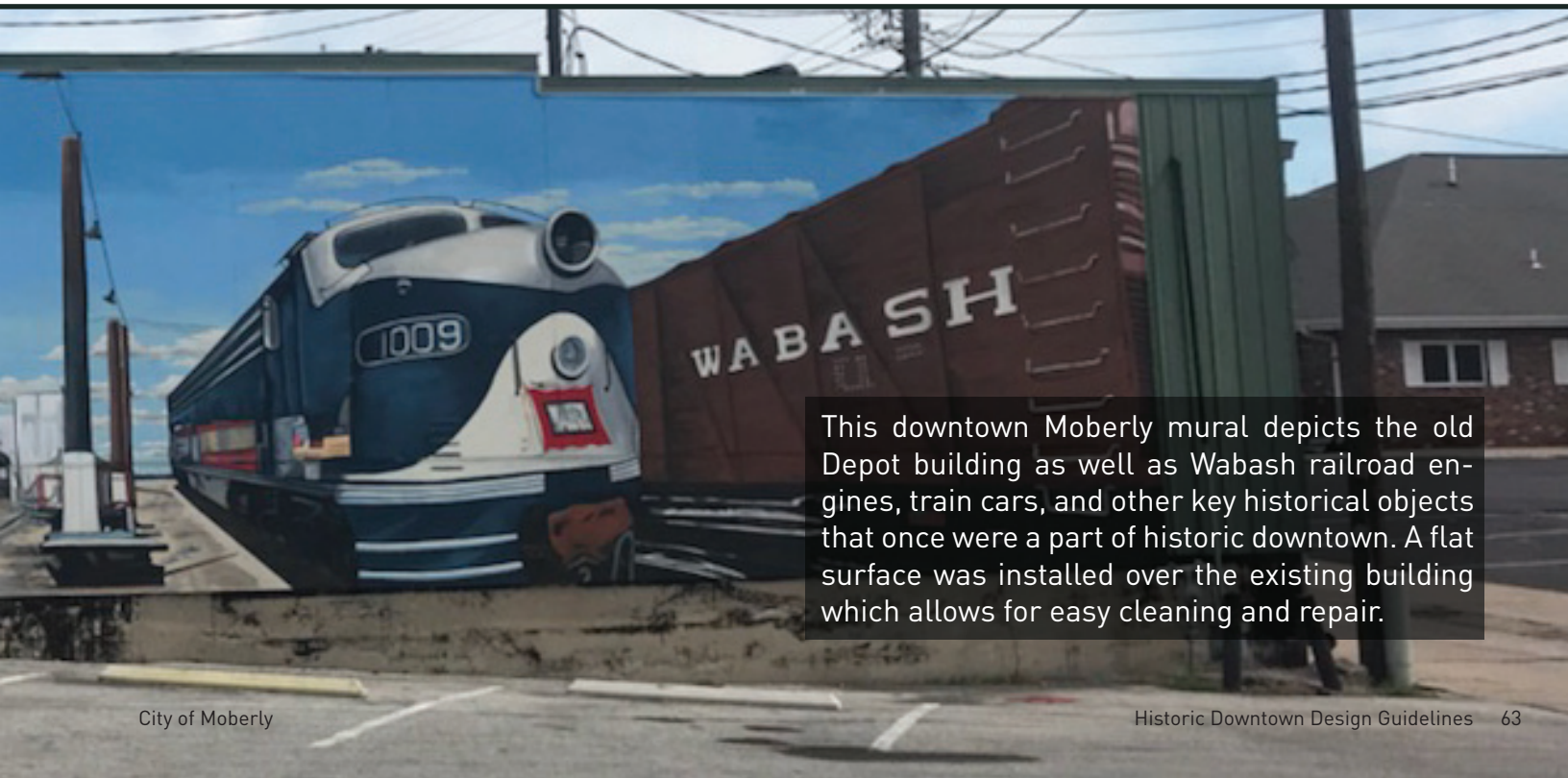
In Sedalia, MO this mural of pianist and composer Scott Joplin is also painted on a smooth non-primary facade surface.



Murals painted on non-primary facades are highly encouraged. Building owners must use professional artists and scaffolding, provide a sketch of the proposed mural, ensure the proper paints and sealant for the surface to be painted, and undergo necessary surface preparation in order to be approved as an acceptable mural by the HPC.



This mural was completed on a non-primary facade in downtown Moberly by a local artist, Kili Elizabeth Alexander. The local Chamber of Commerce as well as the building and business owners were all a part of the artist selection and planning process.



This downtown Moberly mural depicts the old Depot building as well as Wabash railroad engines, train cars, and other key historical objects that once were a part of historic downtown. A flat surface was installed over the existing building which allows for easy cleaning and repair.

Lighting

All lighting attached to buildings should be of a soft yellow hue if possible. Environmentally friendly bulb types such as LED are preferred. Avoid incandescent light bulbs.

Four lighting types for buildings are acceptable and encouraged:

1) Signage Lighting
These lights create a 24-hour visibility for business owner signage and help to illuminate the district in a more attractive manner. "Gooseneck" lighting is the preferred style of fixture.

2) Entry Lighting
Lights installed overhead above entry-ways or on the ceiling of entry-ways illuminate ground floor entrances and provide more pedestrian safety for the district.

3) Eye Level Lighting
Lighting fixtures that are installed at eye level along ground floor facades help to illuminate the building facade and the sidewalk, increasing the attractiveness of the district at night.

4) Grounded Up-Lighting
Lighting that illuminates the facades of buildings accentuate architectural elements and masonry texture with ambient lighting effects.



This historic building uses two of the four acceptable lighting types. Gooseneck fixtures were installed above to illuminate the business signage, and multiple eye level lighting fixtures were installed along the facade for pedestrian safety and attractiveness.



In-ground lighting illuminates brick in a highly attractive manner while providing safety to the pedestrian at night. These can be installed into the ground or attached low to facade of the building.

Lighting



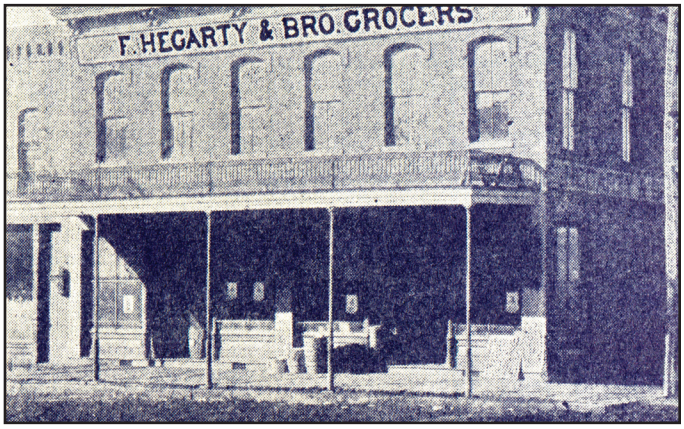
KEY

1. Signage Lighting
2. Entry Lighting
3. Eye Level Lighting
4. Grounded Up-Lighting

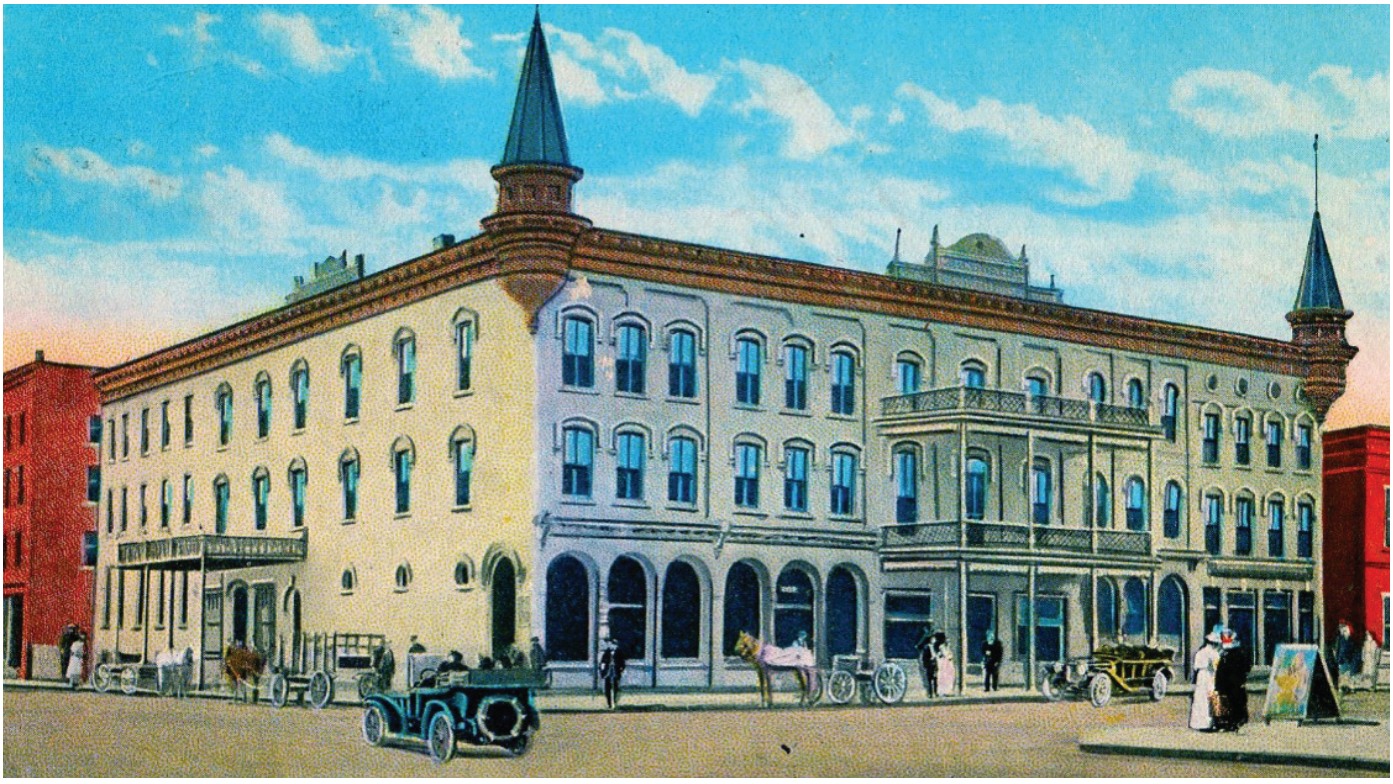
"Add-Ons"

Galleries were historically used in downtown Moberly as semi-public/private floating spaces above sidewalks. This is an acceptable and encouraged addition to buildings in the district if the feature occured historically. Work with City of Moberly officials, the HPC, and your neighbors to plan for and construct them.





Providing shade for 1st floor businesses is a passive cooling strategy and lowers HVAC costs in the summer time. Historically, Moberly had a number of key buildings with gallery and balcony features that provided shade and a balcony. These can be reintroduced and experimented with in a variety of conditions throughout downtown, especially for non-historic buildings and perhaps for some historic buildings as well.



The historic Merchant's Hotel contained two different gallery structures, including a one and two story gallery. This provided an outdoor space that acted as a non-leasable amenity for guests, patrons, and visitors. Deploying these in downtown Moberly is a strategy for catalyzing business, beautifying the streetscape, and helping to fill the many vacancies that exist in upper story spaces.





Seasonal decoration was once a big part of the downtown Moberly experience. Reintroducing some of these hanging elements than span the width of Reed Street and possibly even across corners could help to liven up the district once more.



Holidays like the Fourth of July and Memorial Day were once celebrated with a highly decorated streetscape along Reed Street.

Encouraging the re-introduction of historic add-on features that once existed is a way for Moberly to recapture some of its lost historic character and festivity. With these features applied to one facade along Reed Street, one building would differentiate itself from the others. With these features applied to many facades in a series, building owners can work together to create a continuous covered walkway that is customized to their building.

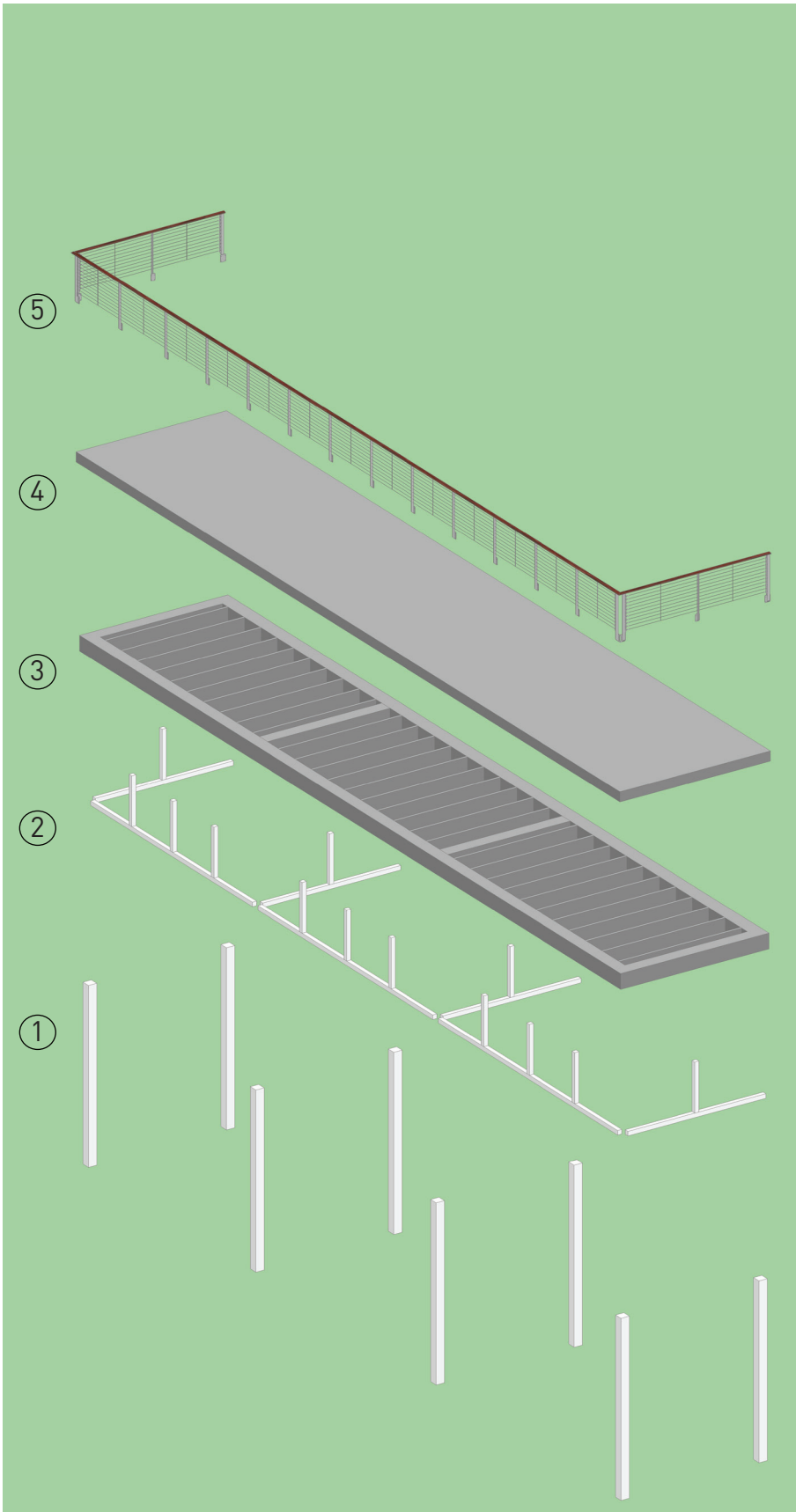




Gallery Add-Ons are encouraged to be reintroduced when they were a part of the building's historical development, as shown in the image on the top left of this page. They should be installed in such a way that are independent of the building structure and do not damage historic architectural elements. Primary structure such as posts or columns should be properly secured into the (cont'd)



ground with necessary structural considerations and support hardware. Secondary structural members help to laterally stabilize the structure and also create a space for hanging plants and installing business signs. Lighting elements are encouraged to be installed underneath the platforms above.



Gallery structures are made up of five basic components: **1) columns, 2) scaffolding, 3) beams, 4) platform, and 5) railings**. These components are displayed here in an axonometric drawing. Materials can vary, but strong, treated wood and strong, lightweight metals are suggested. Platforms shall be at the exact height of the 2nd floor within the building within 6 inches below. Each of them should be designed and built similarly with similar products and detailing so that they create strong visual continuity when used in sequence.

Most existing buildings did not have galleries historically. However, this feature is acceptable under the Design Guidelines if it can be found as a part of the building's historic development. The structures hover above the public right of way and can be designed and built custom to each building's current conditions. Minimal attachment or no attachment to existing historic and non-historic facades is suggested.

As a general rule of thumb, a gallery can be installed if it follows the specifications outlined here and does not obstruct or damage significant architectural and historic features that significantly characterize the district. Such examples of those features include detailing of columns, cornices, and upper story window features. City municipal code must also be followed.

Sidewalk Cafes





Sidewalk cafes are encouraged along the sidewalks of buildings or within newly constructed "boardwalks." If a sidewalk does not have enough space for one, work with City of Moberly officials, the HPC, a designer, and/or a contractor to create this temporary sidewalk widening boardwalk which can be removed if necessary. They should fit within existing street parking and allow for pedestrians to easily pass through using the new boardwalk or the sidewalk itself. Boardwalks must have guard-rails or barriers from traffic. Landscaping should be considered as well.

All businesses should have the ability to create a private sidewalk cafe, so boardwalks are allowed everywhere except in handicapped spots. Boardwalks are currently allowed under municipal code if the applicant applies for a Certificate of Acceptance with the HPC.





Mechanical Equipment





Mechanical equipment should be installed on rooftops at every available opportunity, and they should be located so that they are not visible from the street. If this isn't feasible, they should be located in the rear of a property, never suspended off the side of buildings, and housed within a barrier or landscaped wall to hide the equipment from view and decrease noise pollution. Avoid equipment intruding on neighboring properties. Do not install equipment in alleys or driveways. Alleys should be clear for pedestrians to use.

Roofs

Passive cooling, sustainable energy, and green spaces are ideal for downtown Moberly roofs. Most all the historic buildings in this district contain flat, asphalt-covered roofs, which are prone to higher levels of heat and are the best place for these types of treatments. "Green roofs" help to reduce reflective heat, make better use of rainwater, reduce storm water drain capacity, and decrease the reliance on fossil fuels for power. Solar panels can be installed on rooftops as long as they aren't visible from the street and do not block necessary ventilation and equipment.









Find more information on green roofs and other sustainable practices in the National Parks Service's Guidelines for Sustainability located here:
https://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf

Chapter 3
New Construction and Vacant Lots

Overview

Historic Downtown Moberly has a long standing tradition of densely populated buildings displaying both a variety of functions and a crafted, culturally significant architecture. The design prowess of local architects like Ludwig Abt and J.K. Cleavenger, the planning know-how of city officials and founders, and the construction talents of local masons, stone quarriers, and carpenters created a dense, lively, and historically significant district. Deploying European traditions of masonry, ornamentation, walkability, and town planning, downtown Moberly was built upward with locally fired bricks and quarried limestone. It was crafted by hand with quality architectural design and construction methods. This created a vivid cultural heritage and a clear sense of historical and architectural value and character.

Amidst a largely rural Randolph County, Downtown Moberly exists historically and also currently with a compact downtown core. As recent years have progressed, this urban fabric has been under siege, causing the district to deteriorate and fragment away from its historical identity. Dense two-part commercial buildings have been replaced with low-density, light weight, utilitarian structures or simply nothing at all.

Downtown Moberly's past and present conditions has left a unique opportunity to maintain its current historic assets while reshaping its new identity. The district is primed for both the rehabilitation of its historic assets as well as a new era of architectural design and construction that accentuates its historic character. New buildings that contextually infill between and around historic buildings can tie together and renew the lost cultural heritage monuments that once stood. Corner buildings that use a large portion of the property and create a solid, dense corner condition are most preferred. Downtown Moberly can perhaps look forward to a new era of professional architectural practice, quality construction jobs, historic preservation services, and highly increased economic activity.

This chapter will demonstrate best practices for utilizing vacant properties. Temporary projects creating public spaces can encourage community gathering. They can also effectively mitigate upcoming new construction that infills between the existing historic assets of the district. Sustainable, efficient, long-lasting, contemporary design and construction projects would increase the quality of life for citizens of all ages, all economic classes, all ethnic heritages, and all abilities.

With this document the Historic Preservation Commission will have the ability to check new construction in the district. This includes vacant lots projects, new parking lots, and all new building construction. The following basic principles will guide the HPC in that application process.

Vacant Lots



Privately owned unoccupied lots shall be made available to the public to animate the vacant lot and provide a usable public resource to the downtown core. A mitigation project is required after two years of owning the vacant property. These requirements are a strategic way to beautify, create a public amenity, and incentivize growth within the district.

The Historic Preservation Commission will have the ability to check temporary projects for compliance. In addition to the city's Municipal Code, the following attributes must be present in their design and construction:

1) The lot must provide public amenities, such as a park, urban furniture, fountains, lighting, public art, or other enhancements and facilities.

2) The lot must include well maintained landscaping.

3) Public access must be maintained during normal business hours.

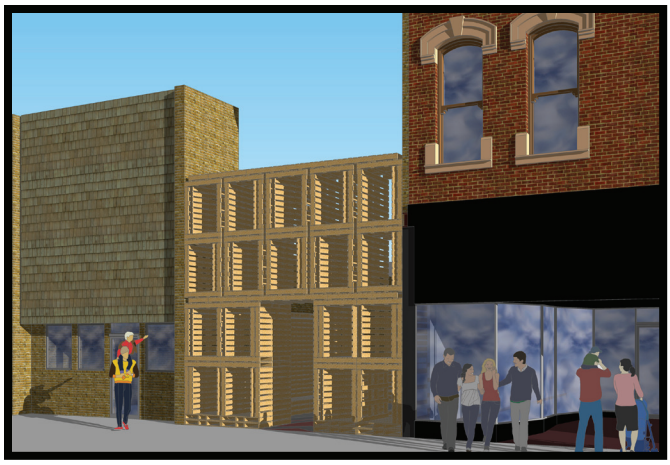
4) A Certificate of Acceptance must be submitted along with drawings of the proposed design.

These vacant lot guidelines are meant as a way to work together in helping our neighbors in the betterment of the downtown district. This is a proactive and intuitive approach to potentially increase property values and overall district interest and sentiment.

Sample Temporary Project

Vacant lots can be transformed into fun, useful, public spaces for little to no cost. Local organizations such as Main Street Moberly, the Moberly Chamber of Commerce, and Light Up Moberly implement community projects to clean up downtown and create something valuable in particular places. This "palette park" project presents a mitigation design in which locally donated palettes combine with basic hardware and vegetation to generate interest to the district and provide a community space while the property owner considers and plans for new construction. The design was created by this document's project team, Oddhouse LLC.

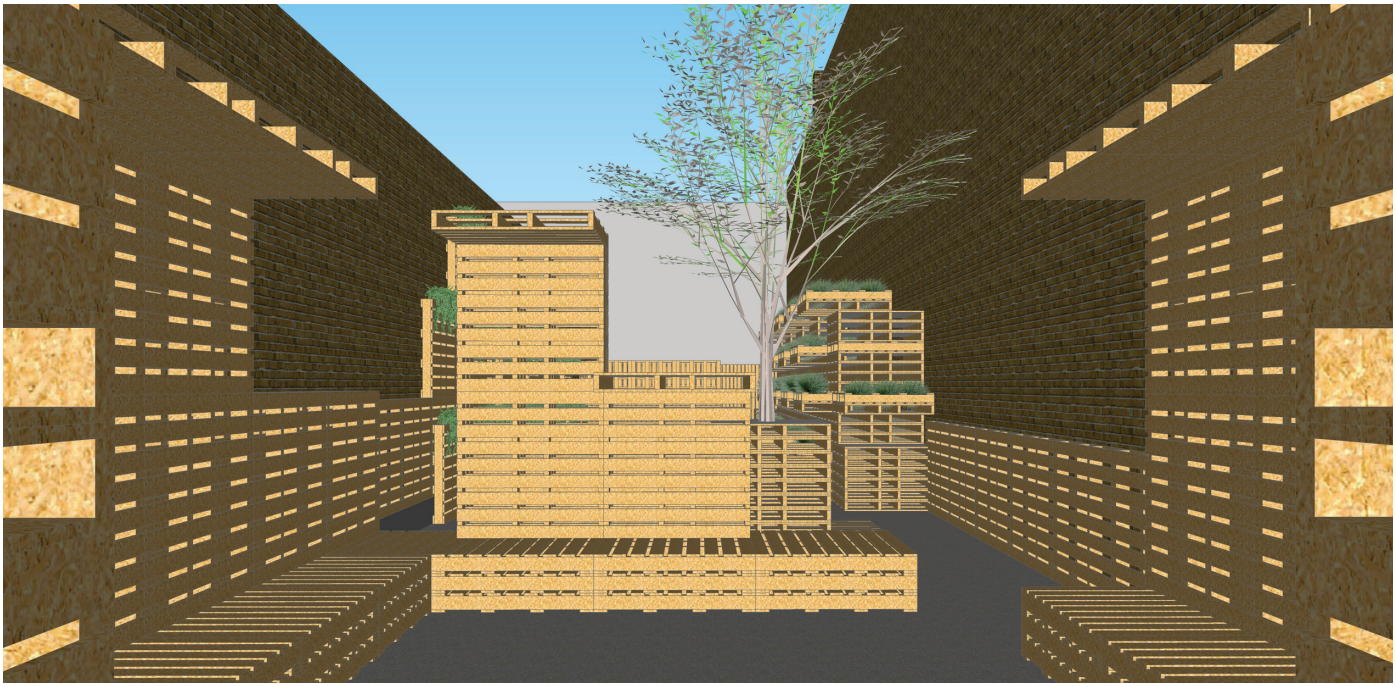
The entrance stacks, rotates, and flips palettes in various directions to create a secure "gateway", allowing for the space to be closed at night.
For temporary projects such as these, no height or horizontal alignment requirements are necessary, but these contextual considerations are recommended to create a more appropriate solution for the historic district.



View from Reed Street.



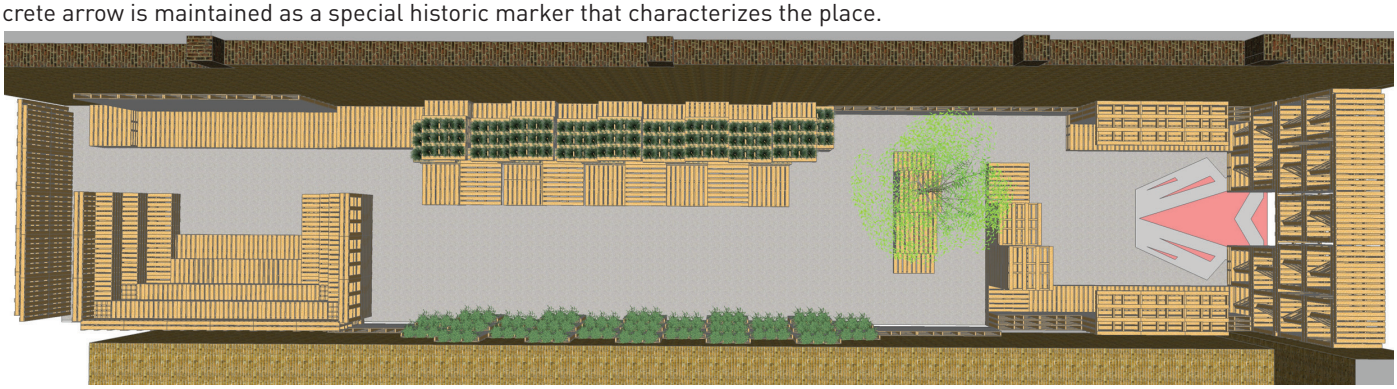
The elevation uses contextual horizontal lines from the adjacent historic building to harmonize with the ground floor storefront facade. The palettes are rotated to allow for partial views inside the space.



The palettes continue to shape the long narrow space by creating multiple winding spaces, including an entrance foyer for seating, a floating planter with a small tree, benches and tables for picnicking, a vegetation wall, and a small stadium or classroom.



Indigenous plants and grasses grow out of the palettes in a controlled manner and liven up the space with color. The original concrete arrow is maintained as a special historic marker that characterizes the place.



Bird's eye view.

Other Vacant Lot Strategies

A great way to utilize a vacant property or consistently empty parking lot is to ready it for food trucks assemblies. Many cities and towns in Missouri are organizing regularly scheduled days of the month as a dedicated food truck festival day. These generate tremendous interest in both larger cities and smaller towns. With their density and walkability, historic districts are a great place for food truck gatherings, concerts, art festivals, and many other outdoor events.

Food trucks have the ability to leave the property once their dedicated time of occupying the space has expired. This creates a "pop-up" effect, where many trucks can organize together to create a food truck event and generates significantly more interest than a single truck. The image above shows a property that was specifically dedicated to food truck festivals by allotting space for each truck in an organized manner and adding new accommodating ground cover.



Having multiple food vendors at one time can brings even more people out to enjoy the outdoor festival.



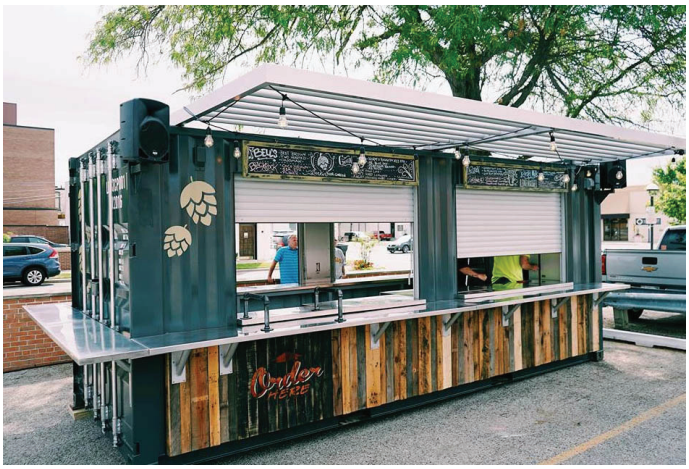
Pop-up tents can be used for farmers markets and are a great way to generate community support toward healthier lifestyles.



Shipping containers provide a convenient and useful structure for housing the space for small merchants, bars, cafes, and many other types of shops. Their structure contains a rigid frame that allows for security, while the panels can be cut and customized to fit most retail businesses. They require very little maintenance and can be easily moved to another location as necessary.



This ice cream parlor uses nitrogen to freeze their product, so refrigerators and freezers aren't necessary to operate the business within.



Painted panels, wood siding, canopies, sound equipment, and many other features can be designed and retrofitted to any shipping container allowing for a completely custom business.





This Urban Farm, located north of downtown Columbia, MO, is 1.3 acres large and packed full of vegetables, fruits, chickens, native plants, insects, and friendly folks. Two-thirds of an acre is devoted solely to vegetable production. The project began as a temporary garden and became a permanent neighborhood asset.

Urban Furniture



Temporary and moveable urban furniture can generate interest in a vacant lot. This bench has been integrated with a bike rack, to allow for bike storage and encourage a more bike friendly community. The piece attaches to the ground and can be removed as necessary. Other easy to attach and remove furniture pieces and bike racks are highly encouraged in vacant lots throughout the district.



This combination bench and bike rack is simple and easy to install in a vacant lot, public plaza, or park setting. The bike rack section attaches and removes easily to the ground in multiple places along the base.



These moveable planters and benches allow an empty lot to be populated with a variety of landscaping and seating arrangements. They are made with easy to obtain materials like plywood and palettes.



Platforms, benches, planters, and color can be combined to generate interest in a vacant lot as well as create new spaces. Modular design allows for multiple arrangements.



Public furniture can serve as both a place to rest and an art piece. This object is an intuitive urban furniture piece that changes into different configurations as it gets moved, rotated, and even rolled around. It's hexagon shape is reminiscent of industrial hardware. It has other applications such as serving as a moveable planter or a protective container for a small tree..



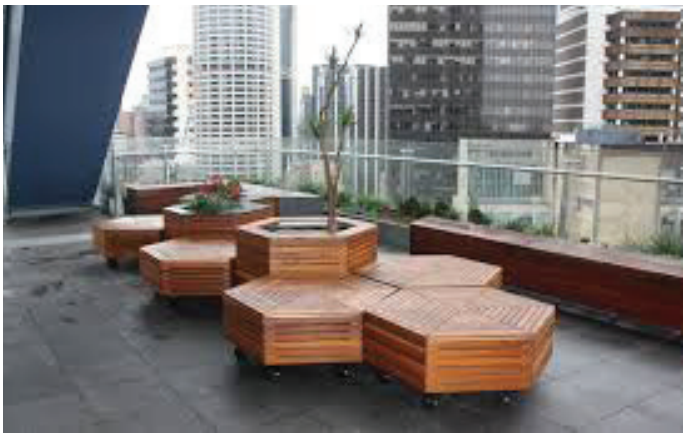
This furniture is a highly interactive piece that people of all ages can enjoy. Its smooth, wooden slope combined with flat surfaces that change in elevation creates moveable public furniture. Children would enjoy running up and down the ramp, playing games on it, and even biking or skating on the object if structurally sound enough to withstand this type of use.



This simple bench design configuration combines wooden and colored surfaces, and a small planter. It is a simple yet elegant solution that can be easily moved and rearranged.



A vacant lot with games, seating, lots of plants and trees, and umbrellas is a great way to create more community gathering spaces.



Furniture that integrates landscaping is a great way to beautify a vacant lot. The customizable, stackable, and rollable nature of this piece creates opportunities for multiple design configurations.



This bed-like bench is a great way to take a moment to rest your legs, stretch out, and lounge.



Empty lots could benefit from adjacent "parkletts", or moveable modular public amenity structures. They are typically placed in street parking spaces as a way to liven up the street, slow down traffic, and generate special interest in an adjacent property. This wooden configuration provides benches, landscaping, shade, tabletops, color, and texture.



Parkletts can be placed directly on vacant lots and also in its adjacent parking spaces as a way of "extending" the space into the sidewalk and better engaging pedestrians passing by. This configuration would allow for the temporary space to be used more effectively for the owner, neighboring businesses, local organizations, and the community at large.

Parking Lots

New privately owned parking lots shall be required to follow the following basic guidelines as a way to beautify the district. These features will ensure that if an owner chooses to create parking, one must also make it visually appealing and environmentally friendly.

The Historic Preservation Commission will have the ability to check these projects for compliance. In addition to the city's Municipal Code, the following attributes must be present in parking lot design and construction:

1) The parking lot must include continuous landscaping around the perimeter.

2) The parking lot must include necessary run-off and storm water management, including permeable surfaces that allow water to absorb more naturally into the soil below.

3) Adequate lighting must be installed for safety and visibility. Soft yellow hues are encouraged, as are LED lights. Avoid using incandescent light bulbs.

4) A Certificate of Acceptance must be submitted along with drawings of the proposed design.

These parking lot guidelines are meant as a way to work together in helping our neighbors in the betterment of the downtown district. This is a proactive and intuitive approach to potentially increase property values and overall district interest and sentiment.



Parking lots should be landscaped with trees, grasses, flowers, and indigenous plants. This helps encourage people to use them, as they provide more shade and a more pleasant experience. Less asphalt and more permeable surfaces and landscaping will also help with storm water runoff and storm sewer capacities during heavy rainfall. Lighter colored surfaces will generate less heat and a more visually appealing lot. Efforts should be made to beautify existing parking lots and make them more environmentally friendly.



New Construction

New construction projects shall be required to introduce form-based and contextual attributes. This will reintroduce and reinforce an appropriate level of density and design harmony in the historic district.

The Historic Preservation Commission will have the ability to check these projects for compliance. In addition to the city's Municipal Code, the following attributes must be present in new construction projects:

1) A building must have a zero lot line setback along its primary facade(s). A building that does not have a zero lot line setback is acceptable only if it is an "accessory building" that considerably sets back from the property line for the purposes of creating a dedicated public space amenity for the district.

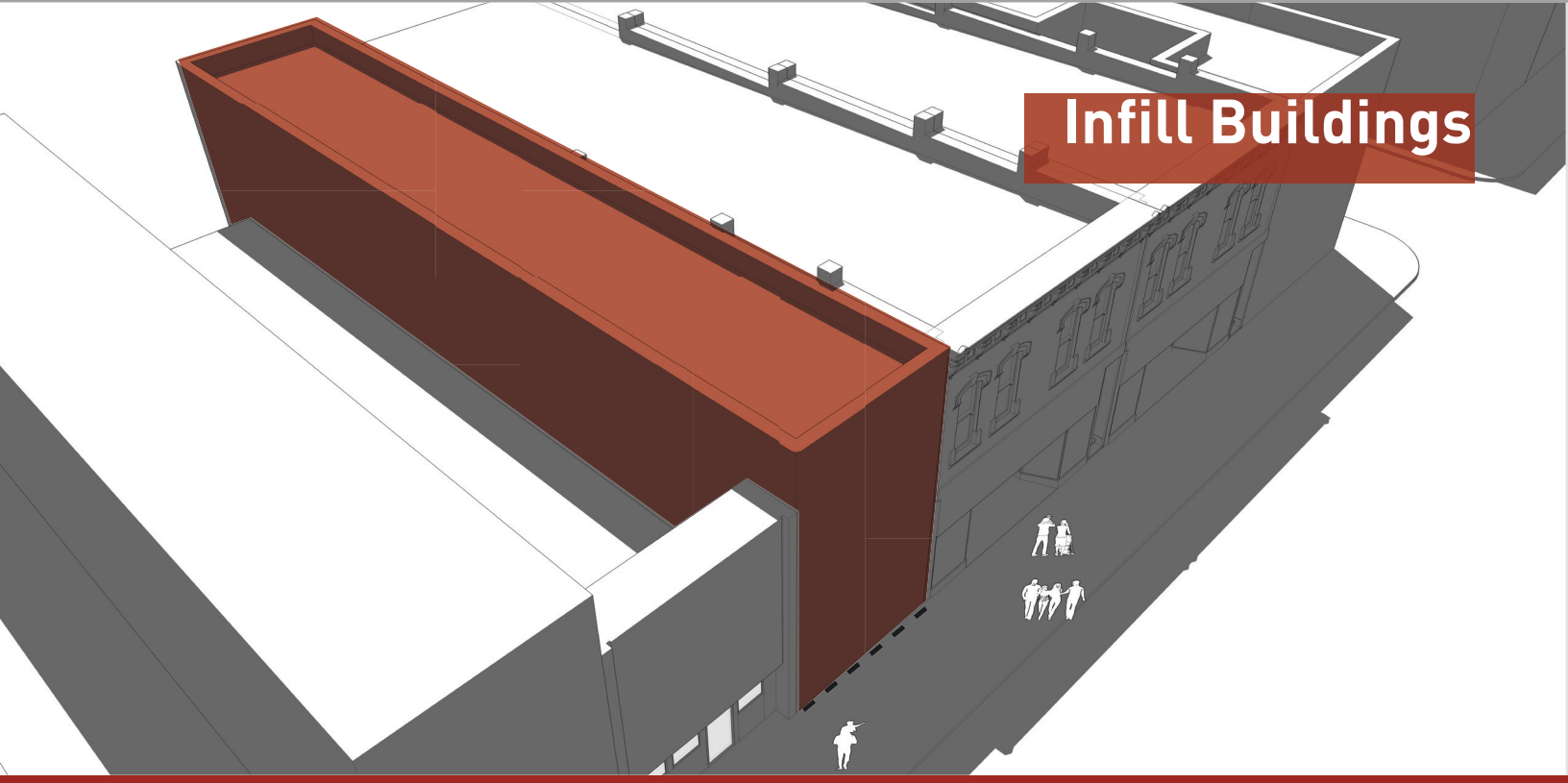
2) Buildings should make an effort to align with the height of the most prominent "contributing" historic buildings adjacent to the property.

3) The building's primary elevation(s) should have architectural features that create contextual relationships with the most prominent "contributing" historic buildings adjacent to the property without overshadowing them. Special exceptions can be made for landmark or monument buildings that contribute cultural value.

4) A Certificate of Acceptance must be submitted along with drawings of the proposed design.

These new construction guidelines are meant as a way to work together in helping our neighbors in the betterment of the downtown district as well as a more efficient use of these properties. This is a proactive and intuitive approach to potentially increase property values and overall district interest and sentiment.

Infill Buildings



New infill buildings should draw contextual site lines from the most prominent historic buildings of the district, especially those adjacent to the new construction. Their facades should display similar height alignments in storefront displays, upper story windows, cornices, roof lines, and other architectural features.

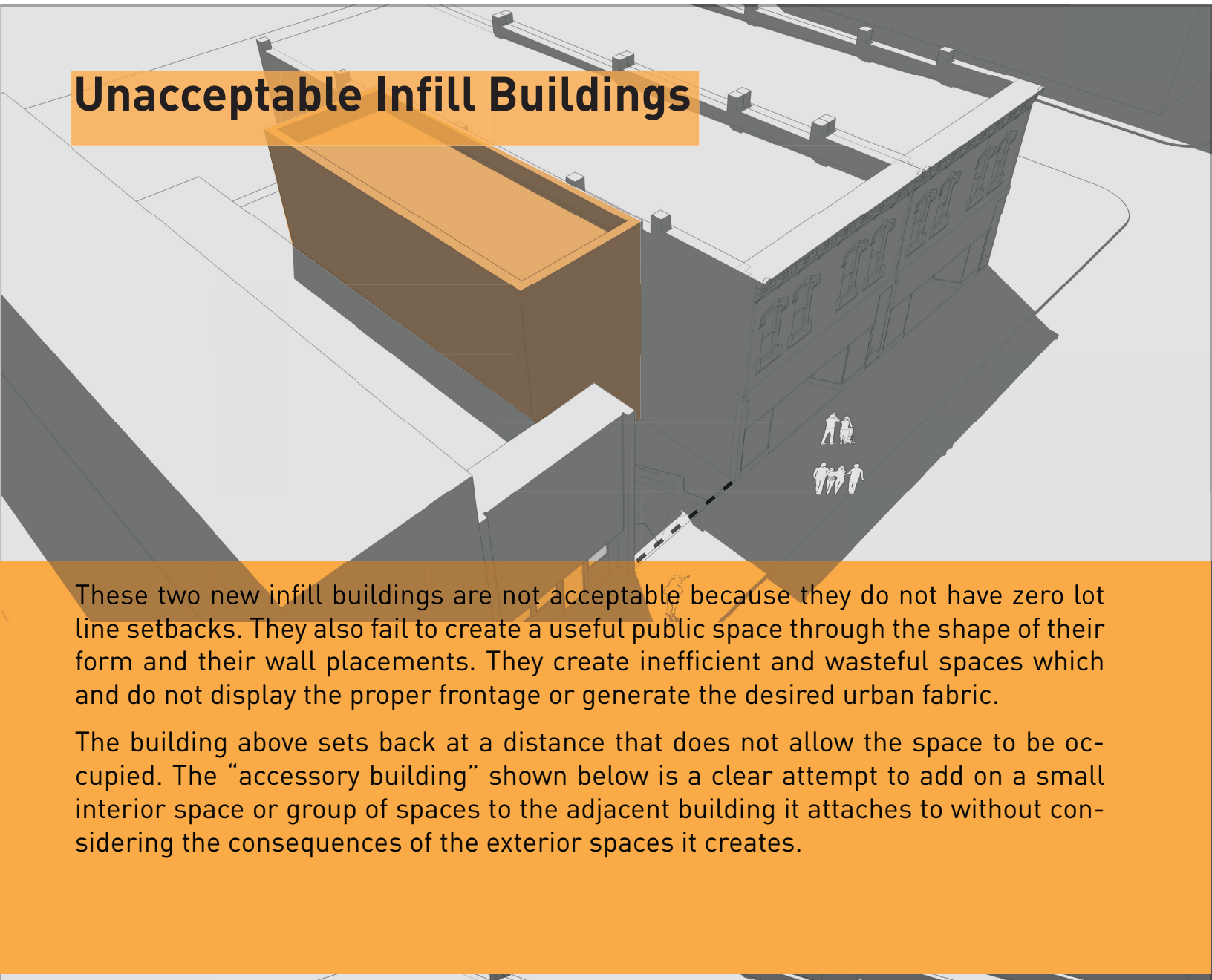
Infill buildings should display a zero lot line in most all cases, ie no setback. Only infill buildings that act as "accessory" buildings are allowed to set back and should do so considerably to create a public space that is accessible from the sidewalk.

These examples show acceptable infill buildings.

Special exceptions can be made for non-traditional forms that display a high level of architectural quality, character, uniqueness, and/or cultural value that which due to its subjective nature will be at the discretion of the HPC.

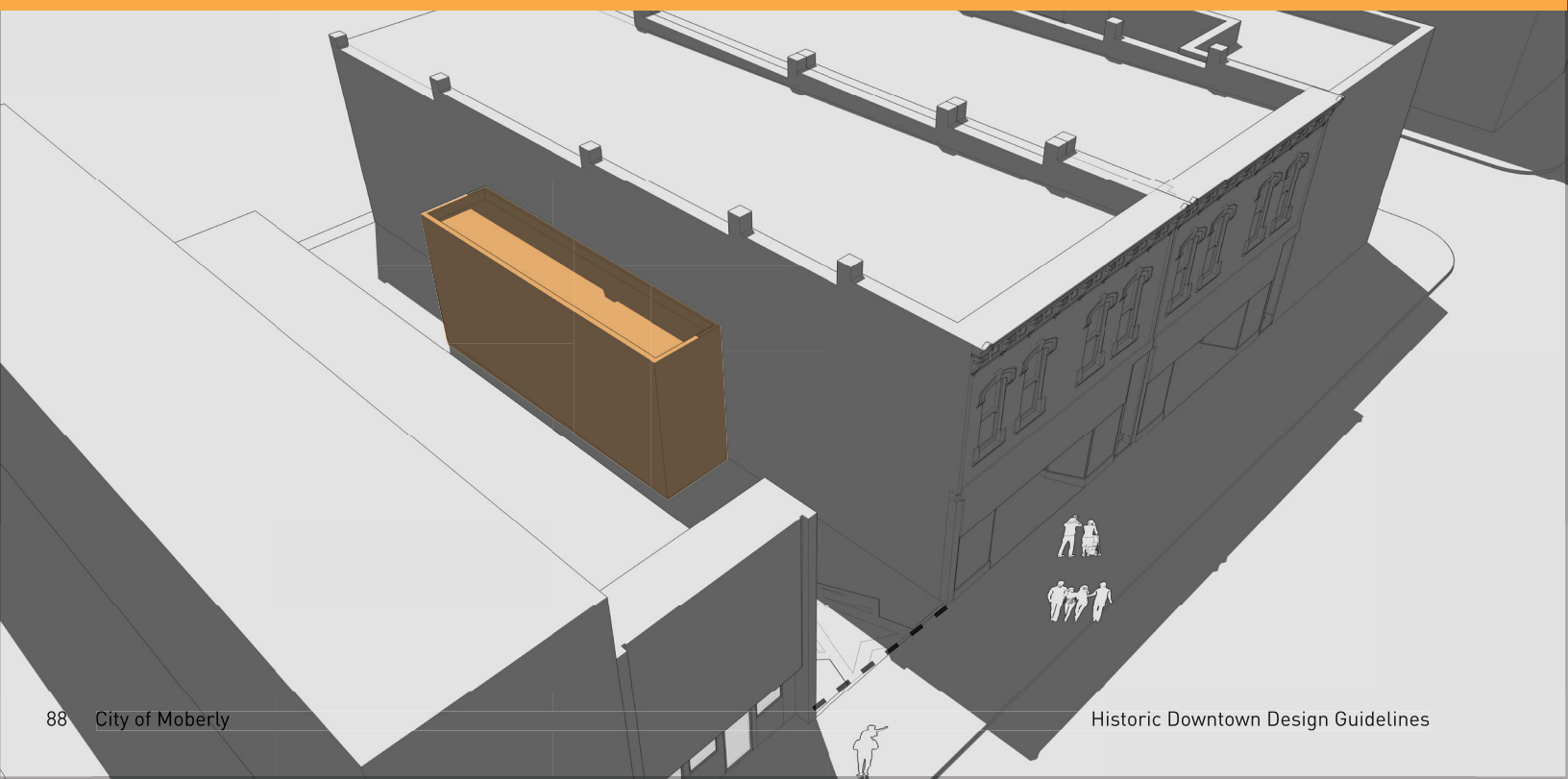


Unacceptable Infill Buildings

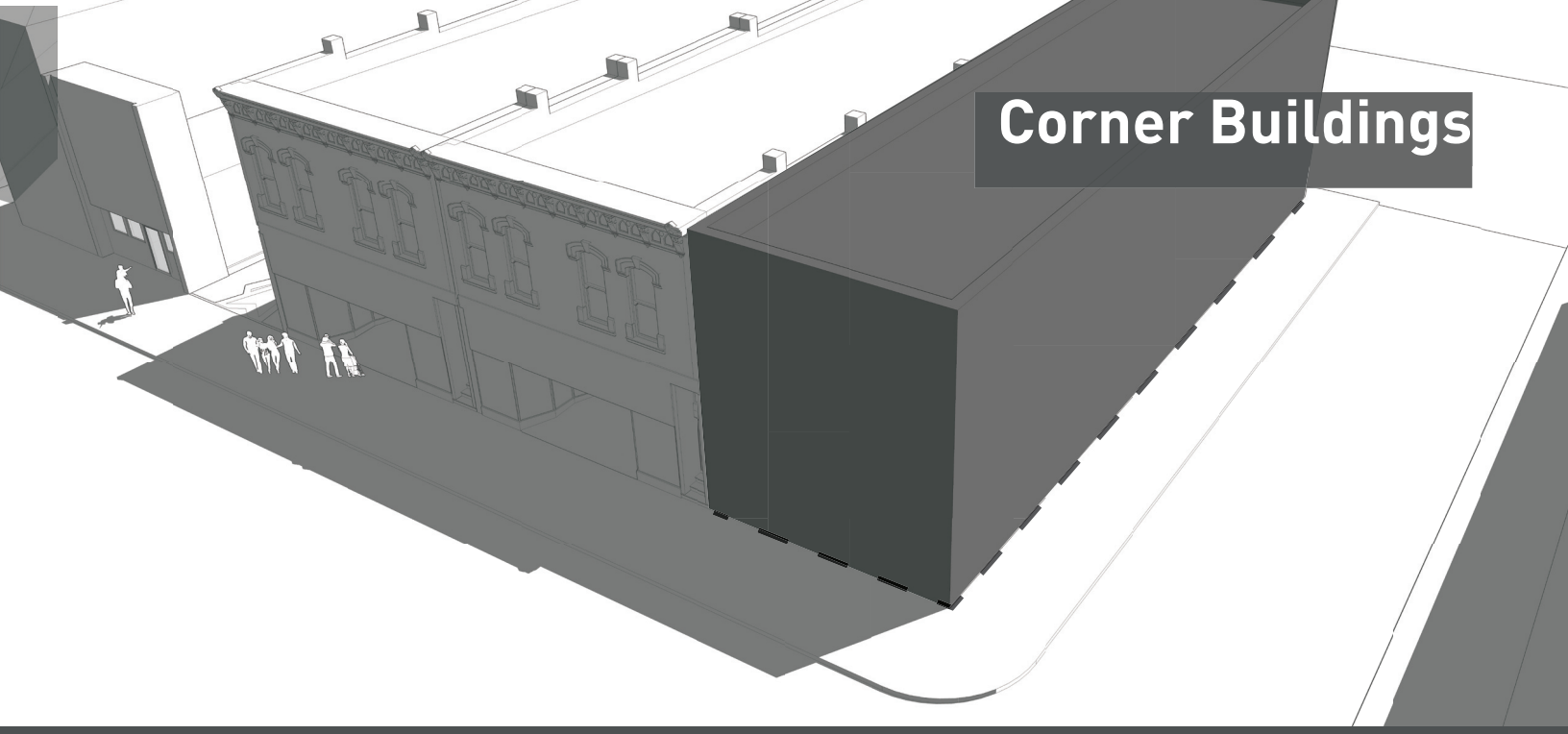


These two new infill buildings are not acceptable because they do not have zero lot line setbacks. They also fail to create a useful public space through the shape of their form and their wall placements. They create inefficient and wasteful spaces which and do not display the proper frontage or generate the desired urban fabric.

The building above sets back at a distance that does not allow the space to be occupied. The "accessory building" shown below is a clear attempt to add on a small interior space or group of spaces to the adjacent building it attaches to without considering the consequences of the exterior spaces it creates.



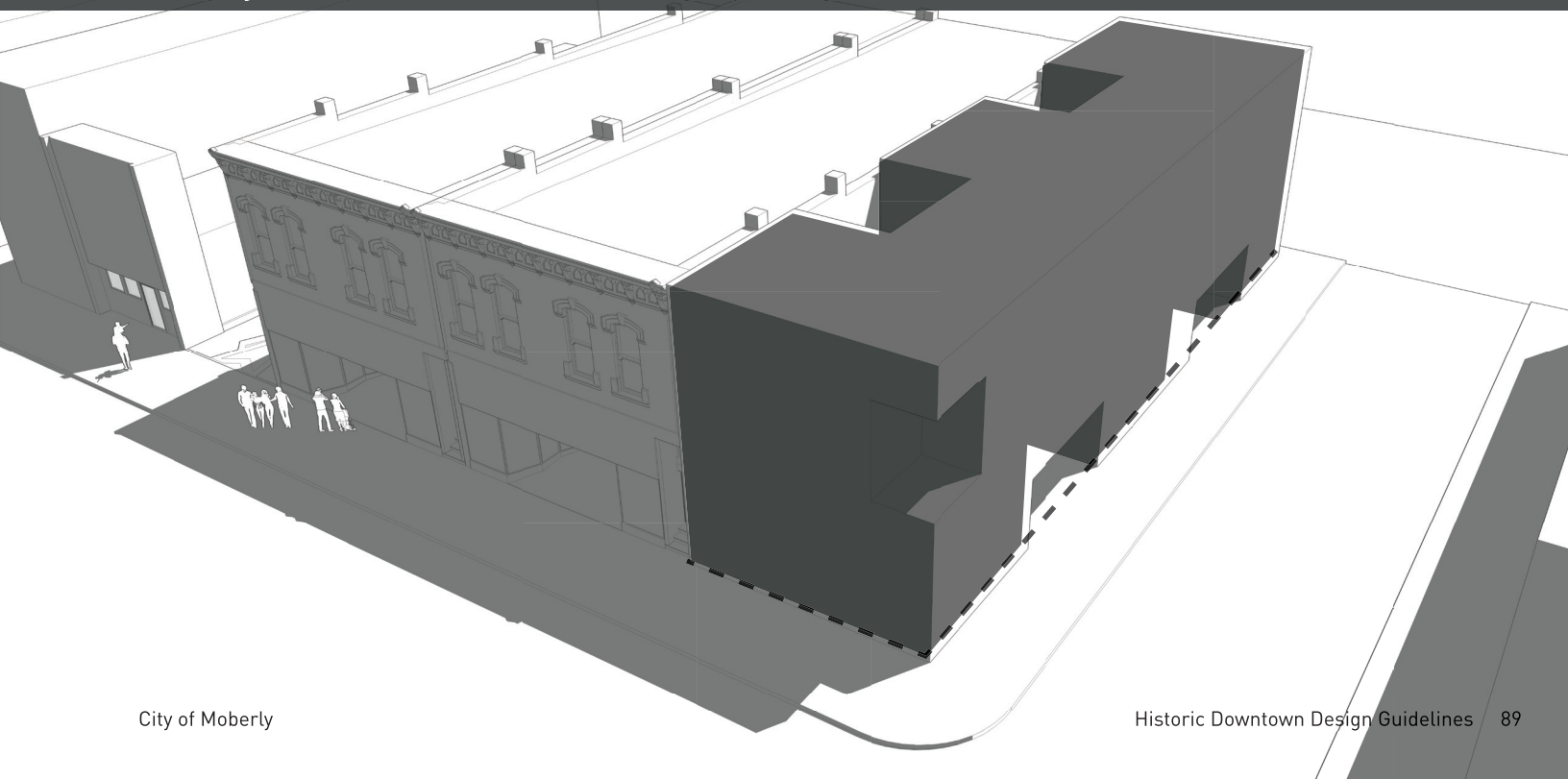
Corner Buildings



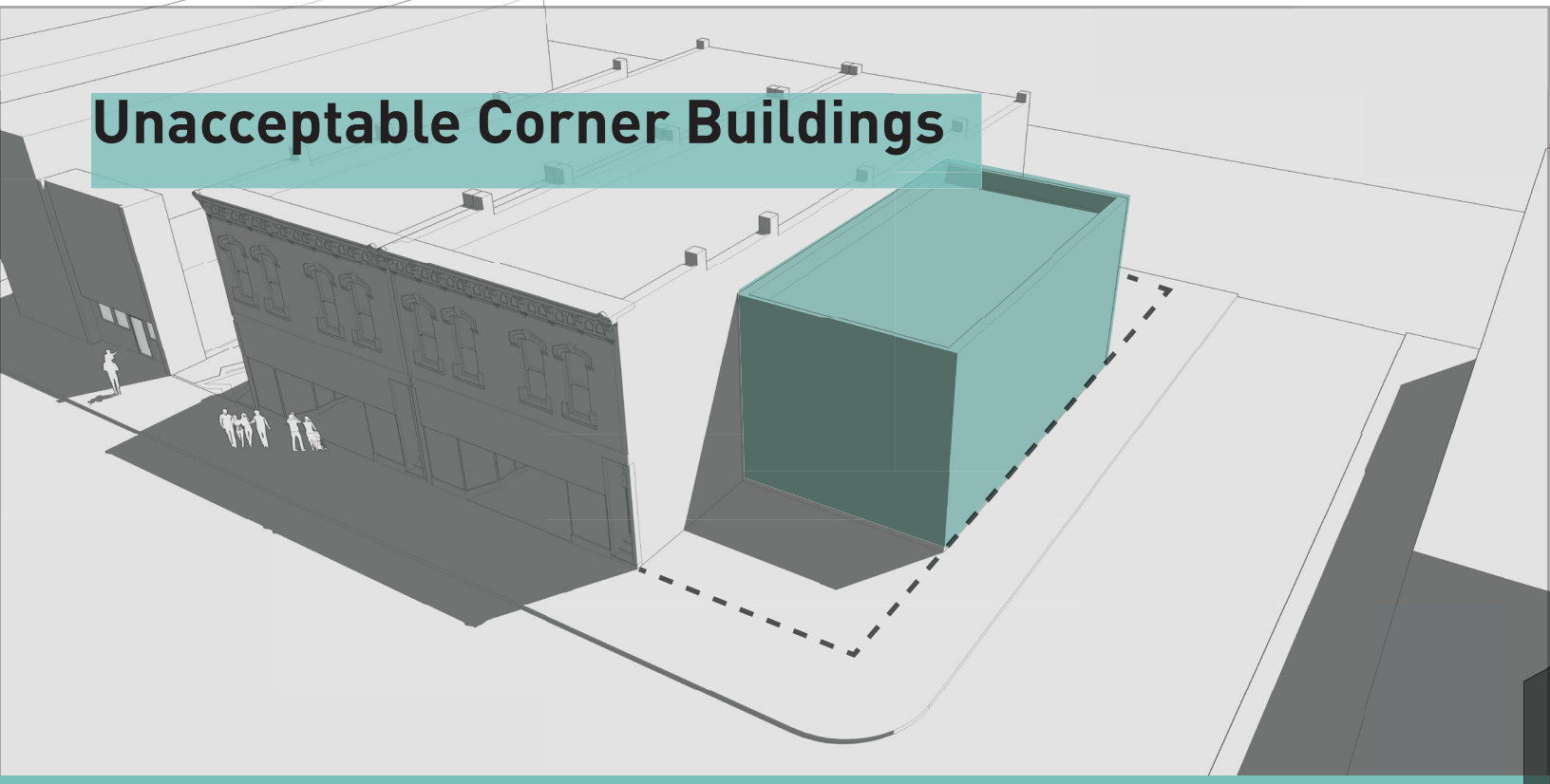
New corner buildings should draw contextual site lines with the most prominent historic buildings of the district, especially those adjacent to the new construction. Their facades should display similar height alignments in storefront displays, upper story windows, cornices, roof lines, and other architectural features.

Corner buildings should display a zero lot line in most all cases, ie no setback. If a corner building does not have a zero lot line condition, it should create a public space or semi-public space that is accessible from the sidewalk. Corner buildings shall almost always contain the zero lot line condition.

Special exceptions can be made for non-traditional forms that display a high level of architectural quality, character, uniqueness, and/or cultural value that which due to its subjective nature will be at the discretion of the HPC.

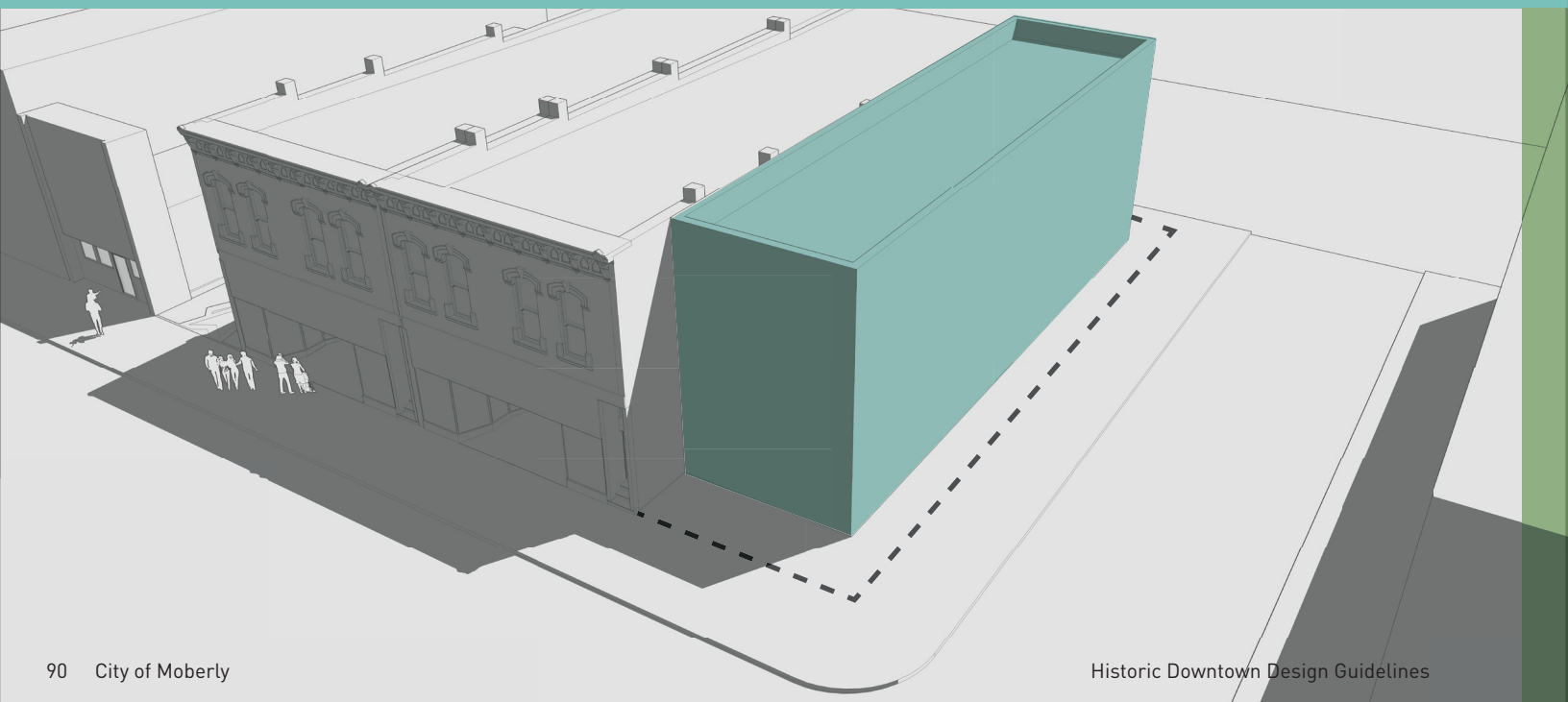


Unacceptable Corner Buildings

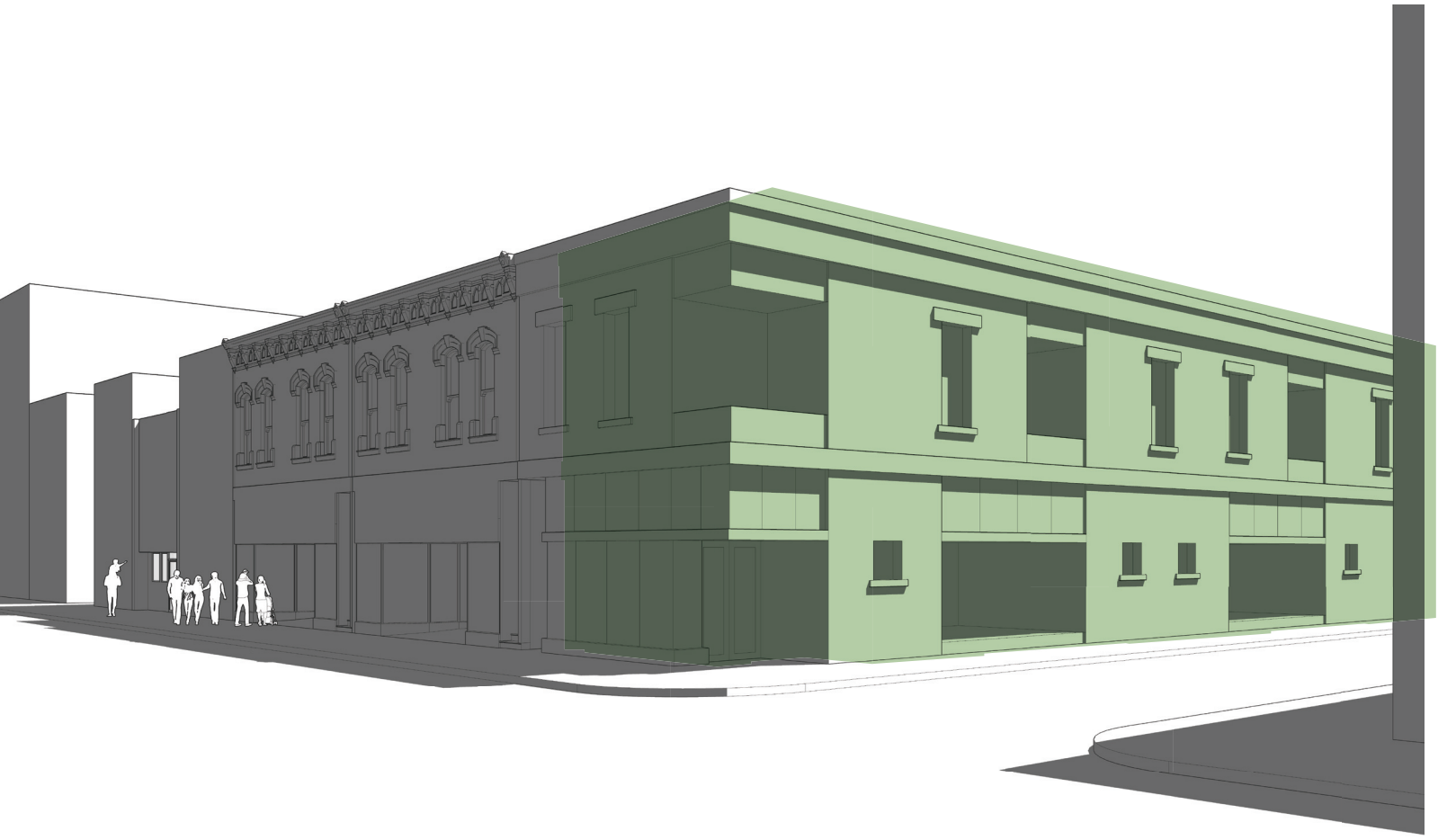


These two new corner buildings are not acceptable because they do not have zero lot line setbacks in the placement of their exterior walls. They also fail to create useful public spaces through their form and wall configurations. They create an inefficient and somewhat wasteful use of interior and exterior space which does not display the proper frontage or generate the necessary urban fabric. The building above also has a height that is lower than the building next to it. The building below sets back in both directions and wastes the valuable property space along the sidewalk edge.

The rules mentioned previously regarding “accessory buildings” are not acceptable in corner building conditions. The corner must be fortified so as to increase and maintain the original historic downtown core density and historic character of the district.



Alignment



New design and construction projects shall align themselves with the most architecturally and historically significant structures either directly next to them or nearby. Many of these historic buildings typically have a height of around 35 feet tall and have horizontal lines from doors, windows, cladding, cornices, and other notable architectural features.

Above is a sample contemporary design for a corner building. It uses a recessed corner entry and balcony above, yet it still fortifies the corner with building elements that overhang and turn the corner. Its storefront windows, upper story windows, ground floor terraces, and roof parapets all have height alignments with the existing architectural elements of the historic building directly adjacent.

Chapter 4
Application Process

Application Process

How to Apply

1) After reading through the Design Guidelines, determine the scope of your project. Put a plan in place for what you want to do to your property.

2) Produce visual drawings and plans as to what you will do to your existing building, vacant lot, or your construction project. If you need help, consult with a building professional such as an architect, designer, historic preservationist, or contractor. Reach out to local organizations such as Main Street Moberly, the Moberly Chamber of Commerce, and the City of Moberly for additional assistance.

3) Schedule a meeting with an official at the City of Moberly Building Department or a member of the Historic Preservation Commission. Discuss your plans and the feasibility of your project with them.

4) Fill out the Certificate of Appropriateness Form included with this document and include plans, photographs, drawings, and product specifications for the work you plan to do.

5) The HPC will get back to you with comments, questions, or recommendations as to the acceptability of your project.

6) Hire a quality, local contractor to complete the work. Make sure you receive necessary building permits before beginning any work to your property.

Sample Certificate of Appropriateness

CITY OF MOBERLY
Historic Preservation Commission

Certificate of Appropriateness Application

Date:_____ Application Number:_____

**A Certificate of Appropriateness is issued approving the proposed work to be accomplished after the Historic Preservation Commission has established that the proposal is in keeping with the character of the landmark structure and/or district.

Projected Start Date: _____ Est. Completion Date:_____

Applicant
Name:_____ Cell # _____
Address: _____ Phone Number:_____
Email Address: _____

Address of Property Requiring the Certificate: _____

Legal Description:
_____
_____

Owner of Record (if different than applicant): _____

Is the Landmark Building a contributin resource in a larger Historic Preservation District? ◯Y or N⊙

Included Required Attachments

____ Plans / drawings that illustrate the changes to the Landmark Building

____ Specific description of work that affects the historic features of the building

____Descriptive list of colors and materials to be used in the changes to the landmark or building

____ Photographs of the property (How many are attached? _____)

Signiature of Applicant _____Date:____/_____/_____

Please return form to:
Moberly Historic Preservation Commission
Community Development Department
101 West Reed St
Moberly, MO 65270

For Office Use Only:

Approved by: _____ Date: _____ Permit Number : _____

Connect to Local Organizations

Before beginning your project, contact the City of Moberly Building Department and communicate what you plan to do. Additional support from community groups and organizations that can help you are listed below. They will also help promote your business, organization, and post photographs of your construction project. Use your community organizations effectively - they are there to help you!





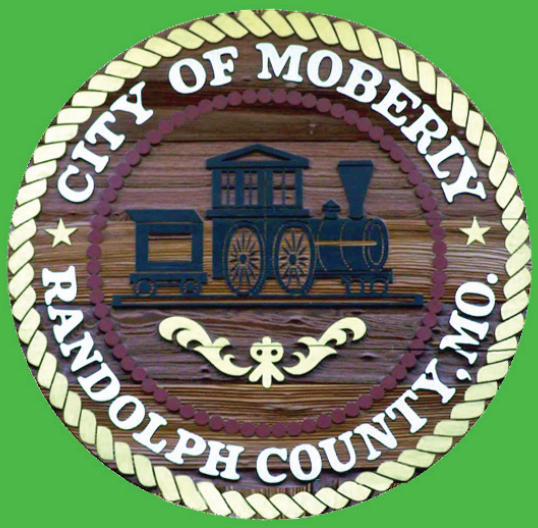








MISSOURI
PRESERVATION



Design Guidelines

2018