Washington, Missouri

# DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE FOR MISSOURI

## STREETSCAPE & BUILDING DESIGN GUIDELINES

AUGUST 2009

D·R·E·A·M

PGAV

# Acknowledgments

Winter & Company (1990)
*The Design Handbook For Buildings in Downtown Washington, Missouri*

Downtown Revitalization and Economic Assistance for Missouri (DREAM) Program Sponsors:

Planning Consultant

# Downtown Revitalization & Economic Assistance for Missouri

## Streetscape & Building Design Guidelines

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# 1.0 INTRODUCTION

## 1.1 Background

After World War II there was a movement in America to remove all things that were considered old and replace them with something new and modern. Changes took place that had a cumulative effect on the entire architectural environment of America's Downtowns. Original glass storefronts were removed and replaced with smaller, more economical windows and entrances. Upper facade windows were removed or covered completely. Building cornices and ornaments were removed in an attempt to clean-up the old facades. Historic character and qualities were removed and replaced with new inappropriate materials. Many towns have lost many of their Main Street buildings and as a result have lost any definition of a strong Downtown character and quality.

Downtown Washington has experienced some loss of historic building stock through the years. In some cases, entire buildings have been removed and replaced with new buildings which fail to relate to the existing character of the street. Fortunately, Downtown Washington has preserved numerous buildings which help maintain the architectural and civic identity of the community.

The Downtown buildings and streetscapes along most of Main Street and Elm Street, have retained the aesthetics of a traditional main street. Brick masonry facades, ornamental metalwork, planters, and historic period streetlights are a few of the elements which contribute to the charm of Downtown Washington. Many other streets, including Jefferson and Front Streets have individual buildings and urban design elements which help define the identity of the Downtown area.

The building design guidelines were developed to assist property owners and civic leaders in preserving the character of Downtown Washington. The guidelines are a resource for new construction and rehabilitation of existing buildings. The DREAM Initiative building design and streetscape guidelines supplement existing guidelines developed, by Winter and Company in May 1990 for the City of Washington, Missouri.

## 2.0 STREETSCAPE DESIGN GUIDELINES

The term Streetscape typically refers to exterior public spaces located between building facades on one side of the street and building facades on the other side of the street. An organized streetscape with adequate lighting and way-finding signage is more efficient and user-friendly for visitors to Downtown Washington.

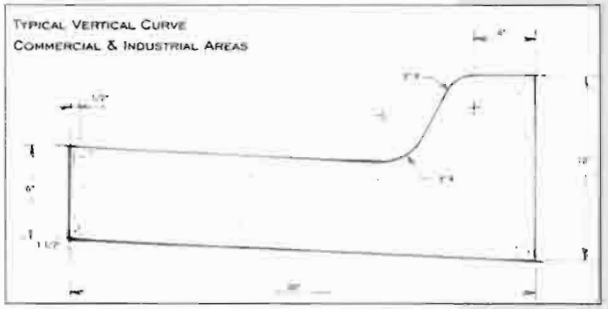
## 2.1 Design Coordination

An overall design approach to Downtown Washington will result in aesthetics which reflect the historic architecture and quality of Downtown's buildings and institutions. A sense of order and rhythm is accomplished through the repetition of design elements in a streetscape design. The streets leading to, and especially within, the Downtown area can create a sense of arrival and identity for Downtown Washington. The following is a list of key elements of design principles for Downtown Washington.

- The Jefferson Street Streetscape enhancement serves as the foundation for future streetscape improvements throughout Downtown Washington.
- Providing streets which are well lighted and have clear signage to Downtown destinations.
- Maintain all streets and walks.
- The main entries into Downtown, on 5th Street, Jefferson Street, Elm Street and Front Street, will be the first impression of Downtown Washington for visitors.
- Good, clear signage provides an invitation to enter and stay in Downtown.
- Establishing uniformity in streetscape furnishings helps to give a visual cohesiveness to the Downtown.
- Enhancing the historic brick architecture and reinforcing the existing context capitalize on the character of the Downtown. New infill buildings should also work in harmony with the established identity.
- Utilize the Building Design Guidelines to assist in the appropriate rehabilitation of buildings in the Downtown.

## 2.2 Infrastructure

- Overhead electrical and telephone lines may pose a visual distraction from the overall unity of Downtown. Although costly, relocation of overhead utilities should be considered, especially with each new development/redevelopment project.
- Curbs should be in good repair and made of consistent material. There should be no gaps or areas of uneven elevation along the curb line. Street intersections should have ADA compliant curb cuts.
- New or replacement curb and gutter should be a vertical curb.
- Non-functioning or non-existent storm drains can create an undesirable situation at intersections when runoff water collects in pools. This condition hampers pedestrian access and must be corrected.
- Street improvements (such as pavement, curbs or sidewalks) should be coordinated with public works projects in an effort to minimize street closings and costs.




Detail of a vertical cub.

## 2.3 ADA Accessibility

Accessibility on public sidewalks is required by law, as per the Americans with Disabilities Act. Without the required curb ramps, sidewalk travel in urban areas is dangerous, difficult, and in some cases impossible for people who use wheelchairs, scooters, and other mobility aids. Curb ramps allow people with mobility impairments to have access to sidewalks and buildings.

When streets and roads are built or altered, they must have ramps wherever there are curbs or other barriers for entry from a pedestrian walkway. Likewise, when sidewalks are built or altered, they must contain curb ramps at intersections with streets or roads.

While resurfacing a street or sidewalk is considered an alteration, filling potholes alone will not trigger alteration requirements. Under program access, alternative routes to buildings that make use of existing curb ramps may be acceptable where those with disabilities only travel a marginally longer route.

ADA accessibility in Downtown Washington.

## 2.4 Pavers

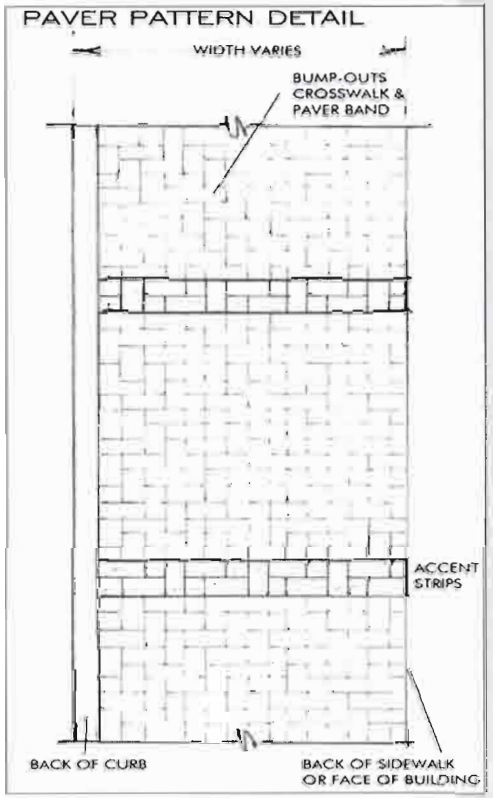
The incorporation of pavers into the crosswalks and walkways of the Jefferson Street streetscape has helped to establish a precedent for their use throughout the Downtown. Some typical guidelines for their use are below.

### Paver Pattern Characteristics

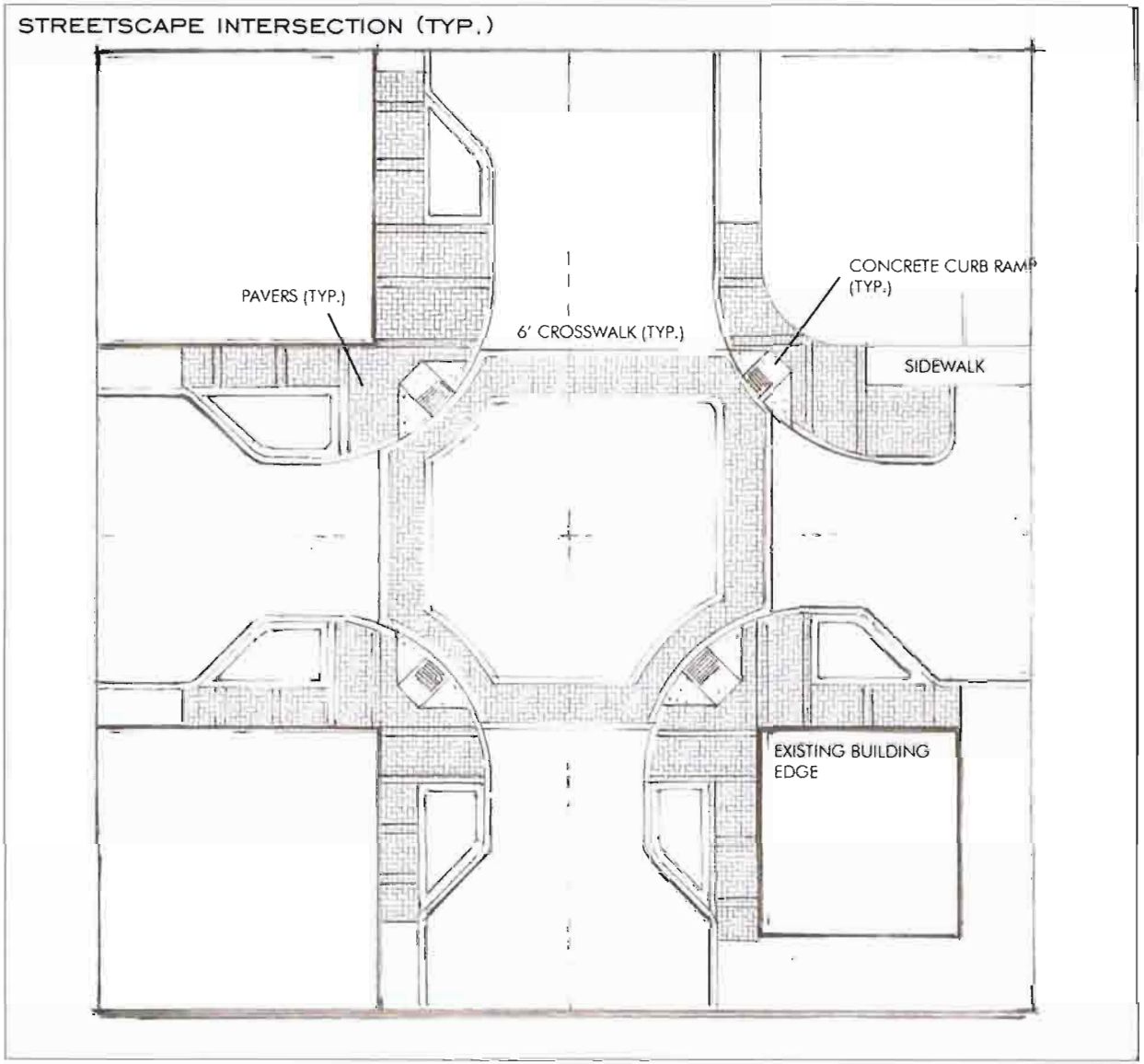
- Pavers shall be Holland Stone, Herringbone style (manufactured by Pavestone, or approved equal).
- Pavers shall be River Red (or approved equal) for bump-outs, paver bands and crosswalks.
- Pavers shall be set in a herringbone pattern for sidewalks.
- Accent Strips shall be Sand Stone (or approved equal) -1' Wide on 7' centers at bump-outs.
- Accent Strips shall be Sand Stone (or approved equal) running bond pattern for crosswalks.
- Pavers are to be used at intersection bump-outs.

### Alternate Paver Pattern—Stamped Concrete

- An alternative to the use of pavers is concrete, which is colored and stamped with a pattern. This material can be more cost effective for certain projects. Recommendations for colored concrete is listed as follows:
  - Stamped concrete shall be in herringbone pattern.
  - All Stamped concrete shall be sealed with a membrane-forming acrylic co-polymer sealer. Sealant shall be semi-transparent and tinted in a shade to match the pigment of the concrete. Application of sealant shall be per manufacturer's recommendations.



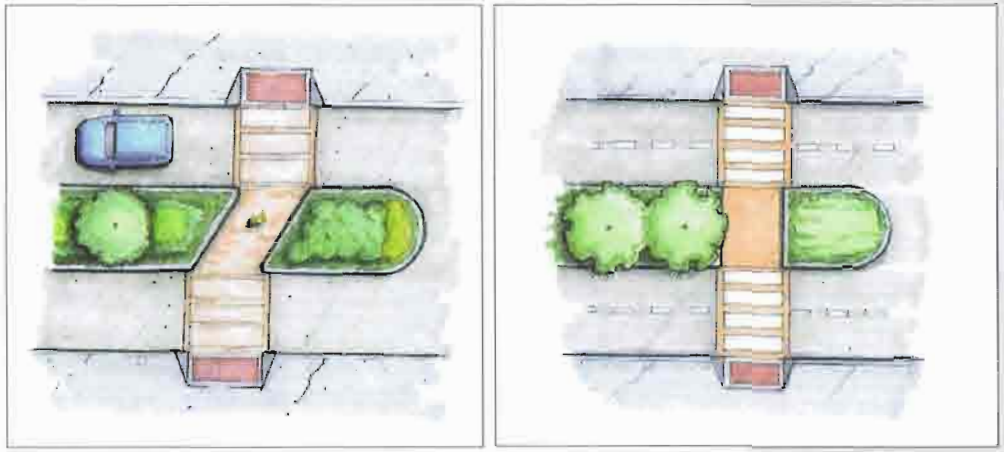

Detail of paver pattern for typical sidewalks of the Downtown Washington Streetscape.




Detail of typical intersection layout and design of the Downtown Washington Streetscape.

## 2.5 Pedestrian Access and Sidewalks

- A clean, clear and well-lit pathway for pedestrians should be provided from any remote parking to the Downtown Area. This pathway must comply with Federal ADA Accessibility Guidelines.
- Sidewalks should run continuously through an entire block to create a clearly defined pedestrian pathway; minimizing conflicts between people and vehicles.
- All roadway crosswalks should be clearly marked with signage and striping.

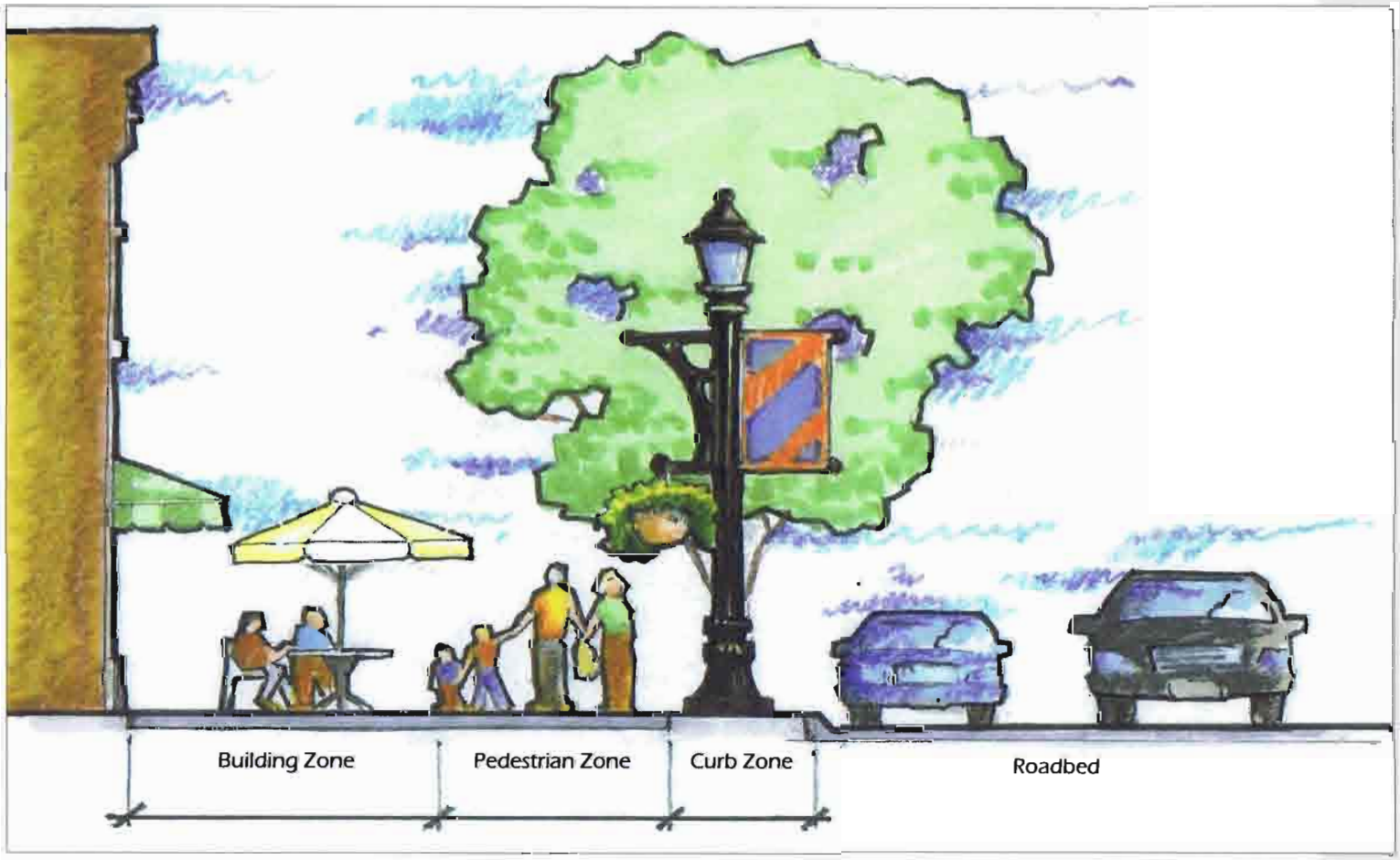


Suggestions for crosswalk alignment and designation.

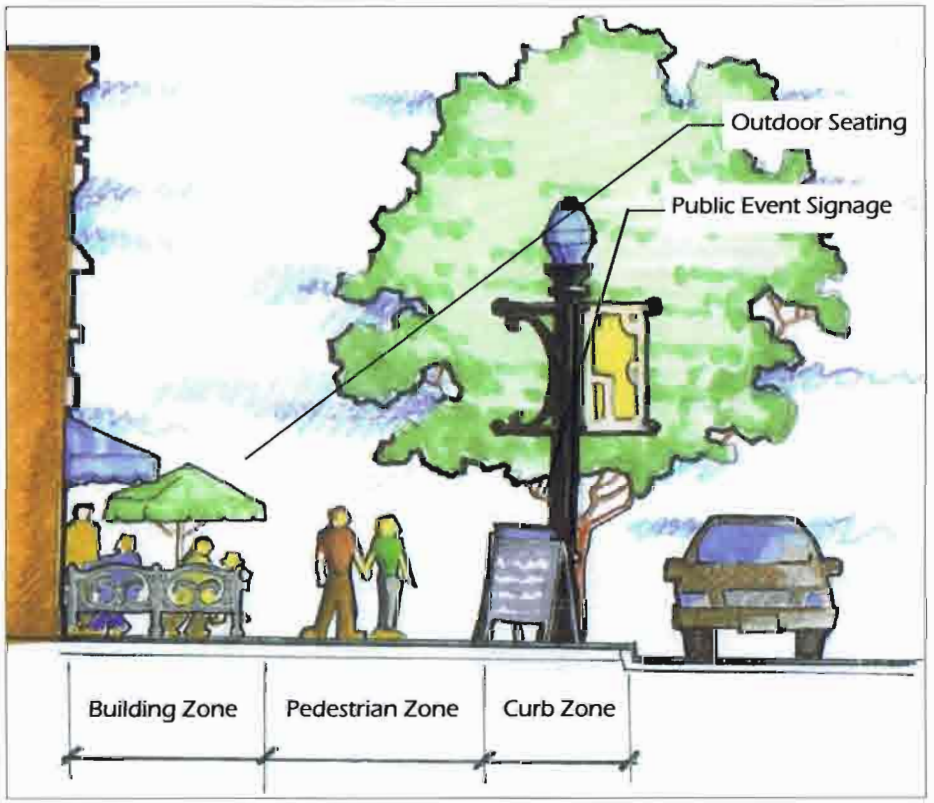
Existing sidewalks on Jefferson Street. (Washington, Missouri.)

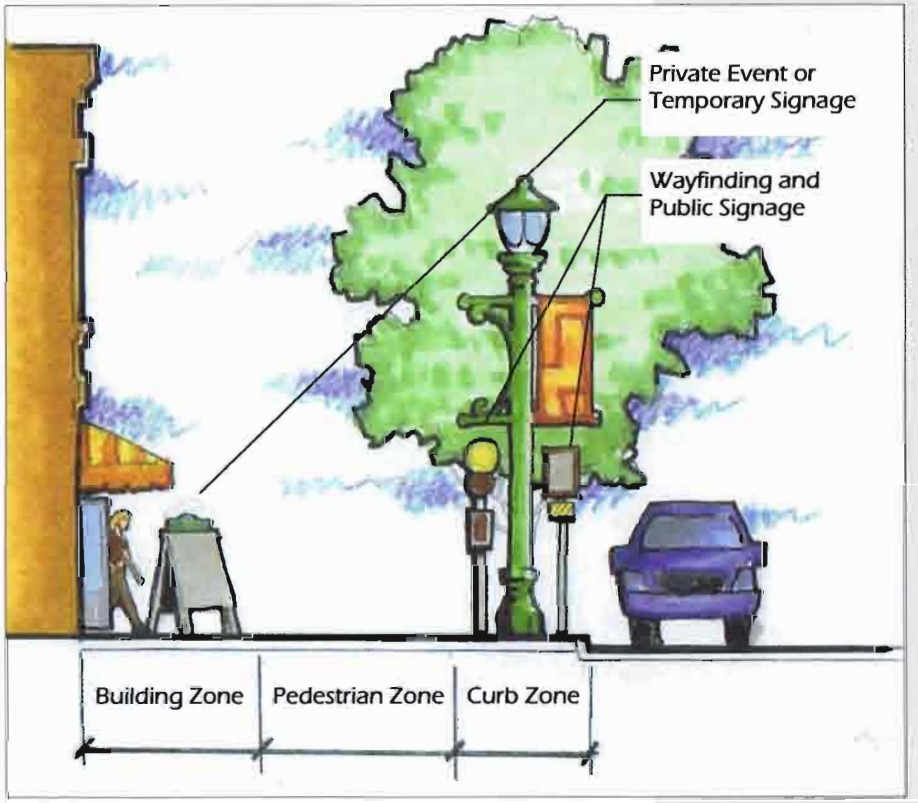
## Sidewalk Zones

- Appropriate zones in front of a building should be maintained. The Building Zone, Pedestrian Zone, and Curb Zone have unique characteristics regulated to ensure that private elements do not adversely impact public improvements. These are important aspects of the streetscape plan to discussed later in this document.

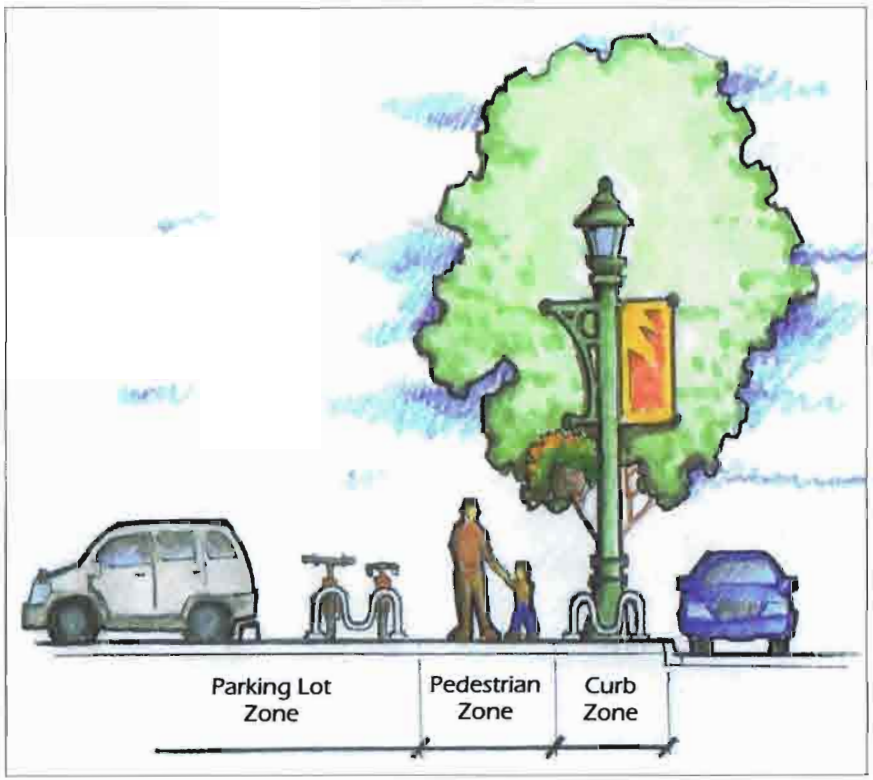


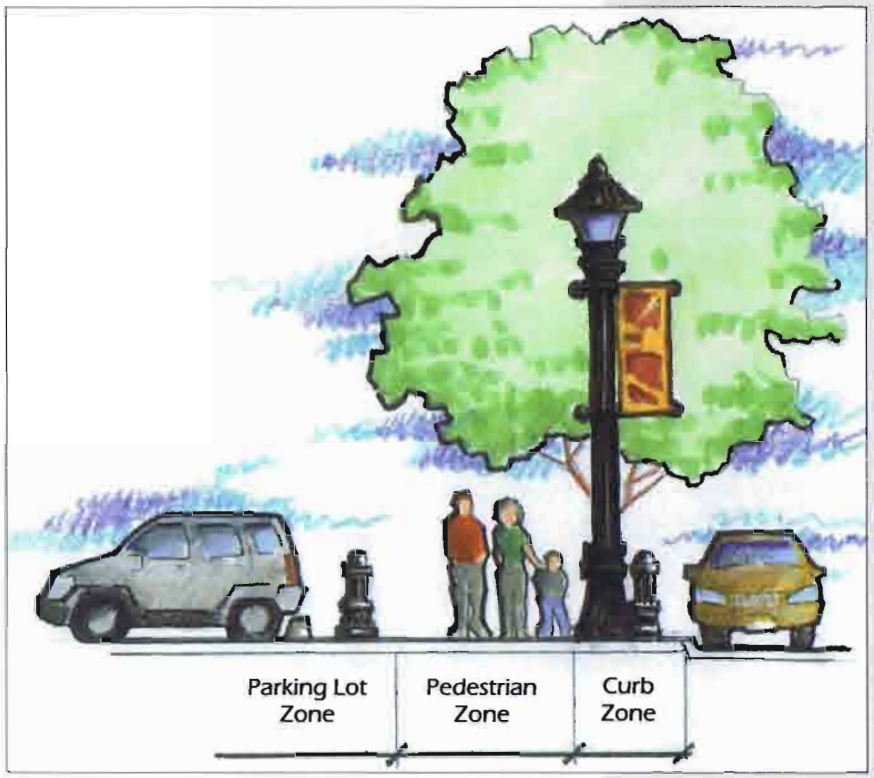
- Aside from ADA accessible pavement improvements, Streetscape amenities should remain clear of the Pedestrian Zone to allow for free movement of pedestrians. Improvements should enhance the pedestrian experience, not obstruct it.
- Businesses should be informed of the importance of maintaining Sidewalk Zones. Each business should care for the zones within their building's street frontage.



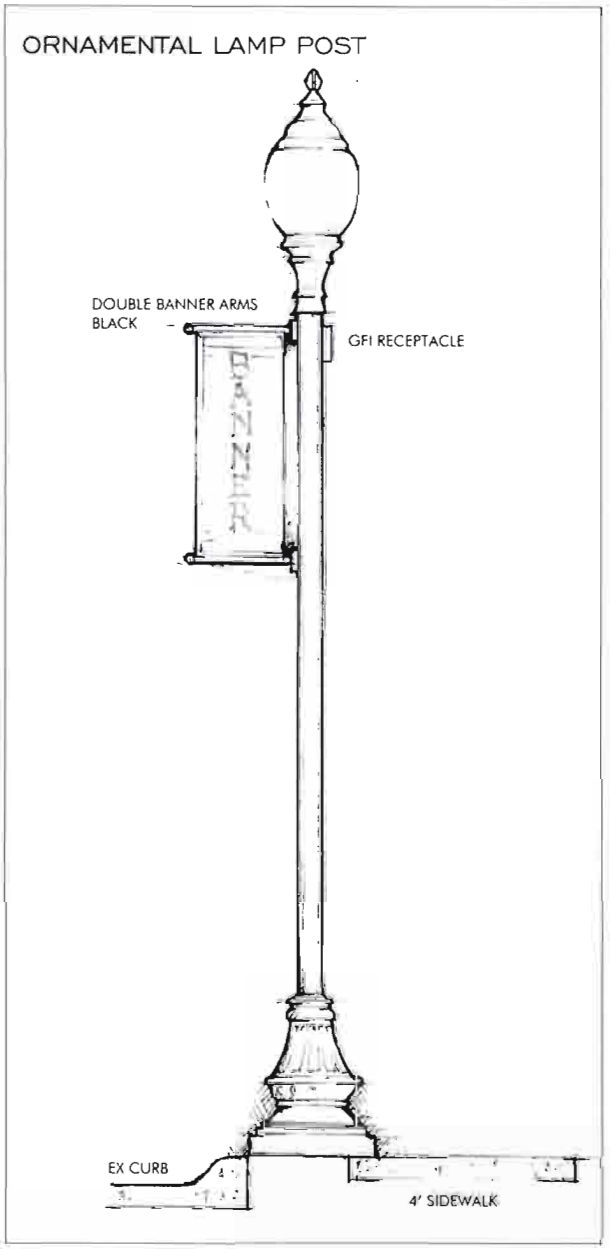
- Items such as bicycle racks, bollards, and benches can add functional elements to the streetscape.
- Businesses should consider providing and maintaining such elements within their Building or Parking Lot Zones to enhance service to their patrons.

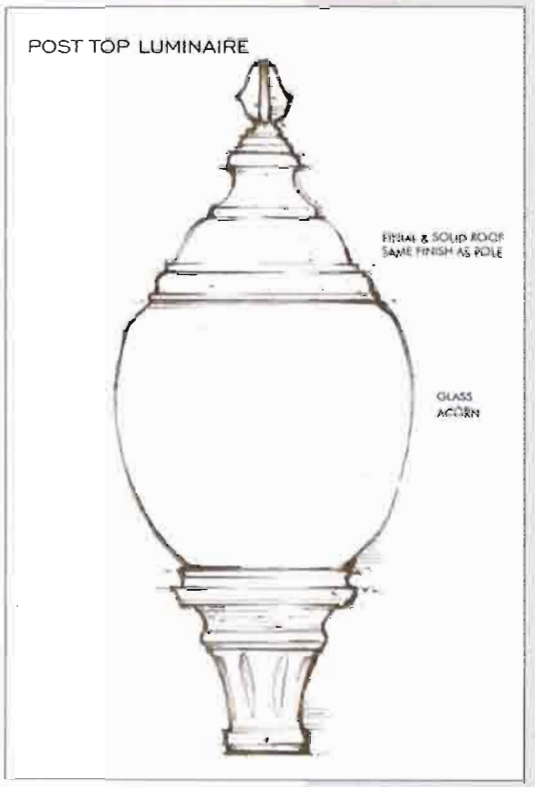


## Sternberg Light Standard

Sternberg Light Standard
(Washington, Missouri)




Sternberg Light Standard typical detail.

## 2.6 Lighting

Streetscape lighting should enhance the pedestrian experience and nighttime image of Downtown.

- Sidewalks should be provided with pools of light at a higher level of illumination than the roadway.
- Storefront lighting can add to pedestrian walkway illumination.
- Street lighting should be on 12'-16' height poles and project light down onto the sidewalk, not into second floor windows.
- Lighting should be uniform in style, type, height, and brightness throughout the Downtown area.
- Type of illumination, metal halide (MH), high pressure sodium (HPS), incandescent, etc., should be used on a consistent basis.
- Lighting poles with brackets for banners or electrical outlets can effectively display temporary or seasonal city approved decorations.
- An overall lighting design strategy should be developed to ensure appropriate lighting levels.
- The lighting plan should not neglect parking areas, rear entrances or alleys.

### Sternberg Light Standard

The recommended streetscape light for Downtown Washington is the Sternberg Light Standard (or approval equal):

- The Sternberg Lights are to be used throughout Downtown except on Front Street and the Riverfront area.
- Lamp 175 MH/Med—Single Fixture pole light.
- Electronic ballast/pole mounting.
- Sternberg # A840SR/508PT/T414/5200/175MH.
- GFI receptacle required on each pole.
- 14' clearance to bottom of banner required.

Sternberg Light Standard
(Washington, Missouri)

## Spring City Light

- The Spring City light shall be installed only along Front Street and the Riverfront Park area.
- These lights currently exist along Main Street and will be moved to Front Street and the Riverfront area.
- 250 Watt/120V.
- GFI receptacle required on each pole.
- 14' clearance to bottom of banner required.

Spring City Light
(Washington, Missouri)

## 2.7 Fountains

The introduction of fountains could enhance the Downtown streetscape and pedestrian environment. Fountains are most effective as simple interactive elements which visitors can enjoy. Some simple guidelines for the integration of fountains are as follows:

- Fountains should be located in highly visible areas.
- Fountain water should be left in its natural state; not dyed with colors.
- Fountains should be on a routine maintenance schedule, performed by trained staff or professionals.

Existing fountain in downtown Washington.
(Washington, Missouri)

## 2.8 Outdoor Café Seating

Outdoor café or sidewalk seating enhances the image of Downtown. Exterior seating areas for restaurants should be encouraged. The following list pertains to appropriate use of outdoor seating:

- A clear and unencumbered path along the sidewalk should exist for pedestrian traffic. The sidewalk must maintain ADA compliance. The restaurant owner is responsible for keeping the sidewalk and pathway clear at all times.
- Areas adjacent to the building should not block entrance to or exit from the building.
- Appropriate umbrellas or table coverings in a uniform color are appropriate.
- Outdoor seating material must be maintained to provide an attractive image for the restaurant and Downtown. Such furnishings should be durable, weatherproof, and sturdy enough to prevent movement by winds.
- Furnishings should be stored in a secure location.
- At least one trash receptacle should be provided at each business with outdoor seating.

Interactive fountain with pedestrians
(St. Louis, Missouri)

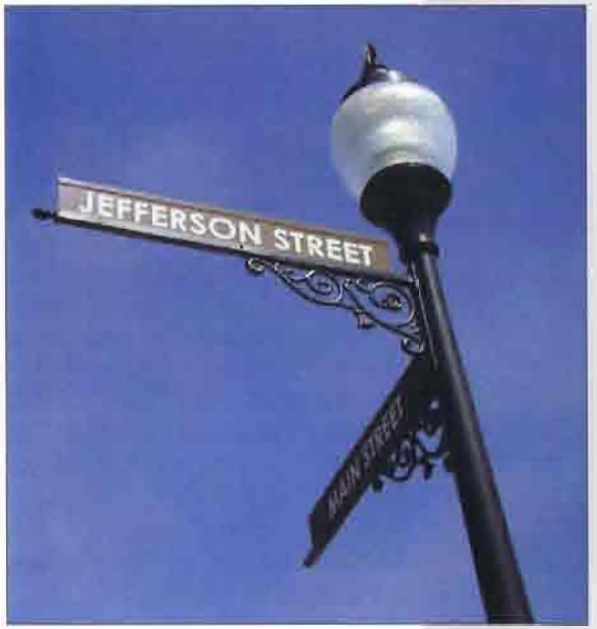
Outdoor café seating.
(University City, Missouri)

Washington, Missouri

## 2.9 Signs and Banners

Signage should be used to identify, define and promote the Downtown area and its activities. Individual building and business signage is discussed in Section 5.5, and wayfinding techniques and components to assist in navigation through the area will be addressed in Section 3.0. Some basic guidelines for effective usage of signage are as follows:

- Street name signs should be chosen and installed that are distinctively different from the street name signs located in other areas of the community. This will reinforce a feeling of place in the Downtown.
- The style of the street name and street address signs should match completely or complement one another. The style, font, and colors of these signs should be easily read.
- Regulation and directional signage should be designed to give well-organized information to the visitor.



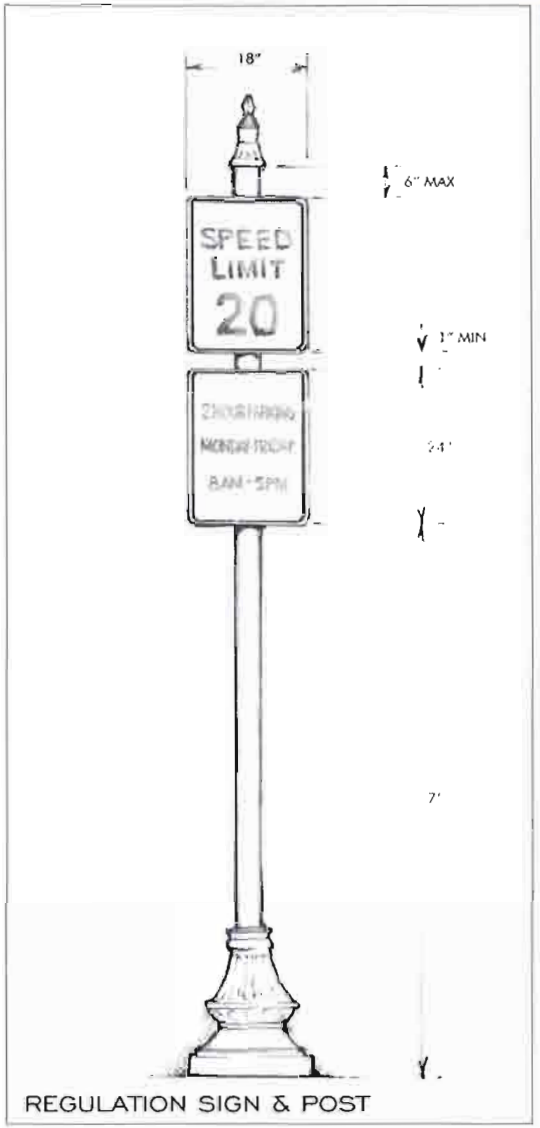

Enhanced street name signs. (Washington, Missouri)

- Banners and other temporary signs should be allowed, but restricted as to size, prevalence, and length of display.
- Seasonal banners or decorations approved by the City can create festive streets.
- Banners can add a sense of civic identity while providing information about upcoming events or festivals.
- Banners should be well designed and are most effective with a simple design, repeated throughout Downtown, with minimal lettering.
- The brackets used for these banners should be maintained by the City.
- Banners should be changed on a regular schedule.
- Banners faded or worn due to long term use, should be replaced.

Existing stop sign on ornamental post. (Washington, Missouri)

## 2.10 Parking and Service Areas

- Adequate parking to support business and retail tenants must be provided. Street parking will accommodate some but not all of the required parking spaces.
- Well-lit and landscaped parking lots on previously vacant property are good solutions for additional parking spaces.
- Plantings at the perimeter of parking lots define the edge of parking lots and screens the expanse of pavement and cars.
- Landscape islands throughout the lot. This will improve the aesthetics as well as minimize storm water run-off.
- Side or rear locations off a main street are preferred for parking lots.
- A clear and well-lit pathway from any Downtown parking area should be provided.
- The street, alley and sidewalk pavement should be in good condition with no tripping hazards.
- Crosswalks should be clearly marked, free of obstacles, providing a clear view of traffic.
- Parking lots should be monitored in the evening, to ensure patron safety.



REGULATION SIGN & POST

Detail of regulation signs on single post.

Existing regulation sign on ornamental post. (Washington, Missouri)

## 2.11 Site Furnishings

- Benches within the streetscape encourage social interaction, contributing to a successful Downtown.
- Planters and window boxes provide color and can be a volunteer opportunity if maintained by a local club or organization.
- Public art and sculpture add to the identity of Downtown.
- Litter receptacles help to keep Downtown clean.
- Grouped together, site furnishings will enhance Downtown and provide a gathering place for pedestrians.
- Furnishings should be coordinated with light and sign poles to present a unified look to the streetscape.
- Site furnishings will invite people to walk around and linger Downtown.

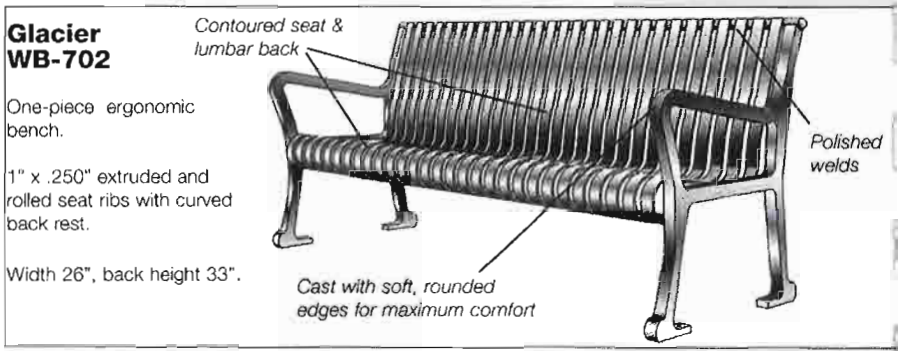
### Litter Receptacle

- Plainwell or approved equal.
- 35 gallon capacity
- Cable attached lid.
- 30 inches in diameter x 38 inches in height.

Streetscape Litter Receptacle

### Bench

- Glacier Bench (WB-702) or approved equal.
- One piece ergonomic bench.
- Width 26", back height 33".



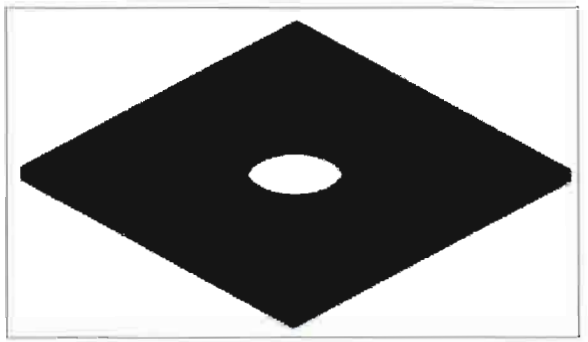

Streetscape Bench

## Plastic Tree Grate

- TSB22– 4 Foot Square—36lbs
- Manufactured by Structural Plastics Corp. or approved equal)

Bollard

Water Fountain



Tree Grate

Planter

Existing street tree and tree grate on Jefferson Street in Downtown Washington. (Washington, Missouri)

## 2.12 Landscaping

- Landscaping in front of a business is recommended. Plants in movable containers should be considered where no available landscape planting area is available.
- Containers should never be placed in the pedestrian pathway, but rather, immediately adjacent to buildings or curbs.
- Trees work best when planted in groups or islands where they can thrive in larger volumes of soil.
- Trees and shrubs should be of a hardy variety, common to the region but specified at a size which will allow a minimum of seven feet of vertical clearance before any lateral branching begins.
- Trees should also be chosen for their root growth structure. Specify varieties with downward growing taproots, not lateral growth that will damage surrounding pavement.
- Shrubs should be massed in groupings of five to seven plants with no more than two different species within a planting bed.
- Locate plantings in traditional areas of the site. Plantings along fences, walks, foundations, and at porch edges are good locations.
- Landscaping should be installed adjacent to alleys, driveways and other areas in between buildings.
- Garden clubs or volunteers should be encouraged to help maintain landscaping of perennials and annuals on public property.

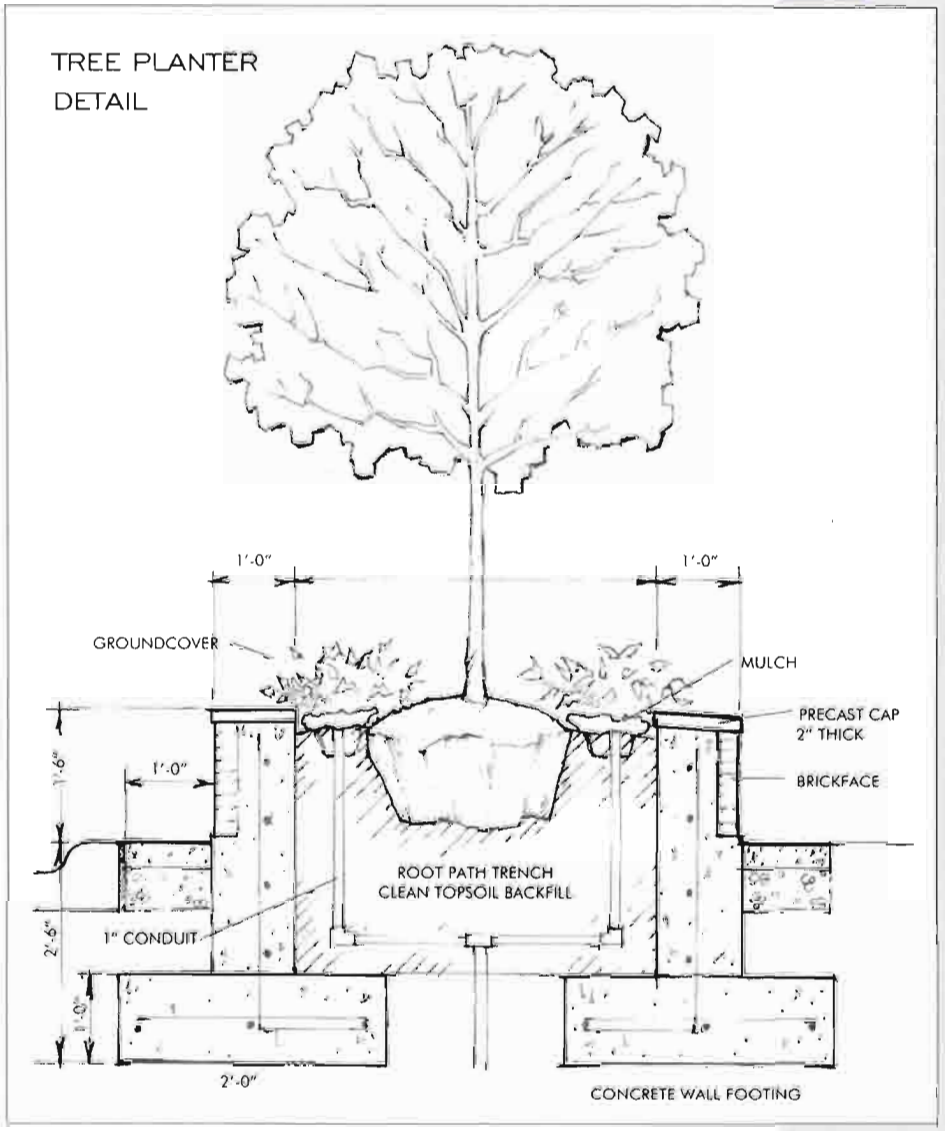
Alley in between buildings with landscaping. (Maplewood Missouri)

Containers with seasonal landscape plantings. (Washington, Missouri)

## 2.13 Tree Planter

Quality design and installation of tree planters will help to ensure the healthy growth of street trees and visually enhance the Downtown. Specifications for tree planters are listed below:

- Tree Planters should only be located in areas where space allows, ensuring enough area for pedestrian circulation, around the planter.
- Tree Planters should be constructed with poured in place concrete walls and brick veneer. Waterproofing of walls and proper drainage is critical to help maintain walls and brick veneer.
- Precast caps should be a minimum of 2" thick.
- Height of the tree planter will vary due to surrounding finish grade. The ideal height of planter wall is 1'-6", above finish grade, to serve as pedestrian seating.
- Ground cover, annuals and perennials should be installed at the base of the tree.
- Lights should be installed within planter, at finish grade of topsoil, to project light from the bottom into the tree canopy.




Detail of typical tree planter of the Downtown Washington Streetscape.

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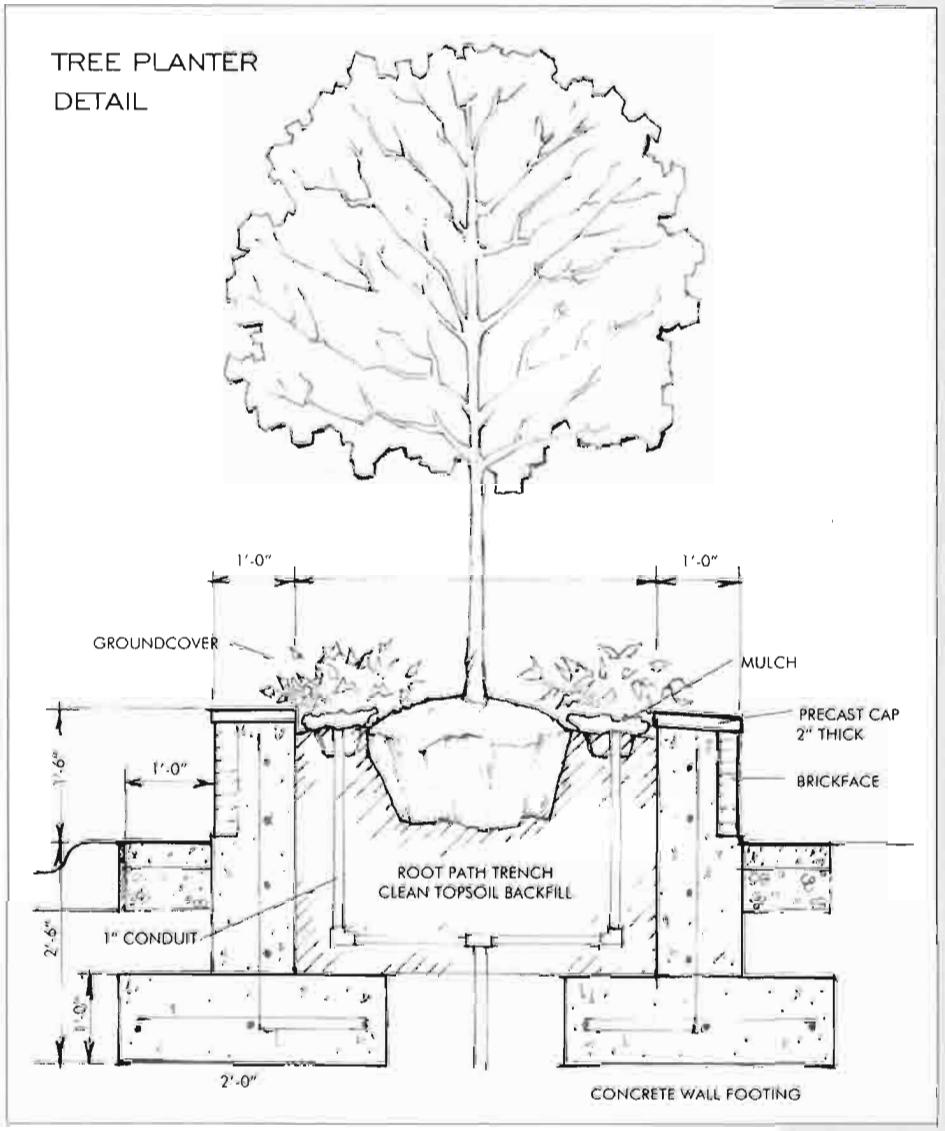



Detail of typical tree planter of the Downtown Washington Streetscape.

## 2.14 Rain Gardens

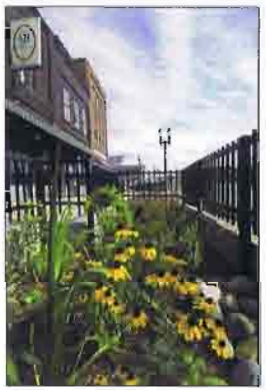
- Rain gardens are low-lying planted areas designed to collect rainwater from adjacent impervious areas; thus reducing erosion and pollution, and the amount of necessary storm drainage infrastructure. They help to facilitate filtration and absorption of rainwater back into the ground.
- Low maintenance native plants are recommended for these areas due to their greater tolerance for climatic and soil conditions, as well as extreme moisture.
- Proper design and plant selection help to maximize the rain garden's efficiency.
- Small rain gardens can have a large impact on the reduction of stormwater run-off.
- Well designed gardens are an aesthetic benefit to the streetscape and provide a practical function.
- Together with the introduction of porous pavement in parking areas they help to reduce the amount of standing water.
- Rain gardens replace typical planted areas so as not to require a reduction of parking spaces.

**Maintenance**

- Location of gardens should not impede routine street cleaning and maintenance.
- As with any planting area, regular weeding and cleaning of gathered litter may be necessary.
- Some removal and replacement of non-thriving species may be necessary.

Portland, Oregon

Seattle, Washington



Maplewood, Minnesota

Madison, Wisconsin

Washington, Missouri

# 3.0 WAYFINDING

## 3.1 Wayfinding Principles

Wayfinding is an indispensable tool for directing travelers to destinations while creating a positive first impression. The term wayfinding was originally coined by Kevin Lynch in his seminal 1960 book *The Image of the City*. Lynch presented the concept that people use a cognitive map to move through their environment to their destination. Wayfinding develops a system to assist travelers in interpreting a map.

Wayfinding systems have been used for many years in institutions such as colleges and corporate headquarters. As it is commonly recognized today, wayfinding helps travelers *find* their *way* to the destination, in this case Downtown.

In relation to community planning, and specifically to Downtown Washington, the goal of the wayfinding system is to make the journey to Downtown as seamless as possible. By taking a comprehensive approach in developing a wayfinding system it can reinforce the community's unique identity and sense of place. This can be accomplished through four main aspects, controlled and enhanced through appropriate design and building codes:

**Architecture:**

- Visual clues of buildings, as well as street features, can assist people with their location and the direction of their destination .
- Strong architecture, such as Washington City Hall, St. Francis Borgia Church, Immanuel Lutheran Church, and the Public Safety Building, serve as landmarks and orientation points.
- Buildings themselves have visual aids that draw our eyes to where we expect an entrance or a shop window to be located.

Existing Monument Sign in Downtown Washington.

**Sight Lines:**

- The motorist will feel most comfortable in maintaining visual contact with his or her destination and will want to make as few directional changes as possible.
- Clean, clear lines of sight at key intersections should be maintained.
- Buildings should not encroach or block these lines.
- Repetitive landscaping and furnishings can enhance and draw the eye down streets; however care must be taken that important navigational landmarks are not obstructed.

**Lighting:**

- Lighting can be used to accentuate routes and pathways.
- Warmly lit storefronts and entrances draw the eye and provide the customer with information needed to access the business.
- A repetitive line of lighting can be a very effective navigational tool.
- Poor lighting causes missed information and leaves an unsafe impression.

**Signage:**

- Uniform signage at important decision points is a critical element of Downtown wayfinding.
- Excessive signage will decrease the effectiveness of individual signs. Fewer, easy to read, appropriately placed signs are preferred.

Existing Wayfinding Signage in Downtown Washington. (Washington, Missouri)

Wayfinding Signage (Webster Groves, Missouri)

## 3.2 Wayfinding Components

Wayfinding systems are made up of components that create an arrival experience into Downtown. Common themed signs types direct travelers to attractions.

The existing wayfinding signs in Downtown Washington, provide direction to numerous attractions and destinations. The wayfinding signs in the Downtown are part of the larger wayfinding system for the City of Washington. The system includes wayfinding signs on the major arterial roads of the city, most of which lead to Downtown.

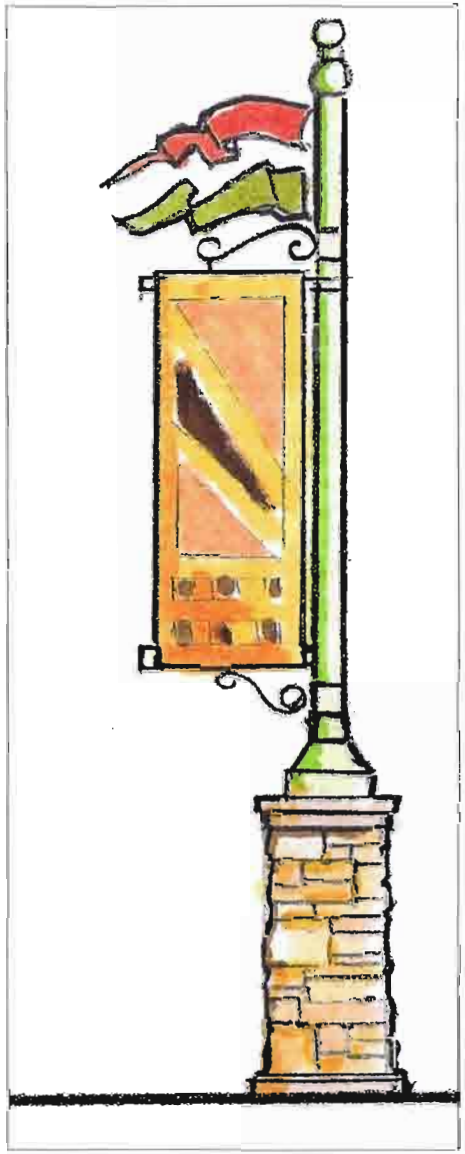
Existing Wayfinding Sign
(Washington, Missouri)

Arterial and local collector streets are typically the location of gateway, historic, historic district, and trailblazing signs. These streets comprise the transportation corridors which focus the traveler into the Downtown. They are discussed in detail as follows:

- Historic District Corridor— The central component and primary focus of the streetscape improvements and wayfinding system. This corridor includes the final approach, as well as main arteries within the historic district. Signage types for this corridor typically include Historical District Gateway and Proximity signs.
- Residential/Commercial Entry Corridor—The areas immediately surrounding Downtown; a secondary focus for streetscape improvements and primary focus for residential improvement programs. Usually contains a small to moderate number of commercial businesses, residential, and converted residential buildings. Signage types for this corridor typically include Trailblazing and Proximity signs.
- Commercial Entry Corridor—Typically the beginning of the wayfinding system for travelers. The corridor consists of commercial and institutional uses. Signs should focus on simple design treatments that are legible from the road. Signage types for this corridor typically include Primary Gateway and Trailblazing signs.

As stated earlier, a successful wayfinding system is made up of many components, including but not limited to these categories of signage:

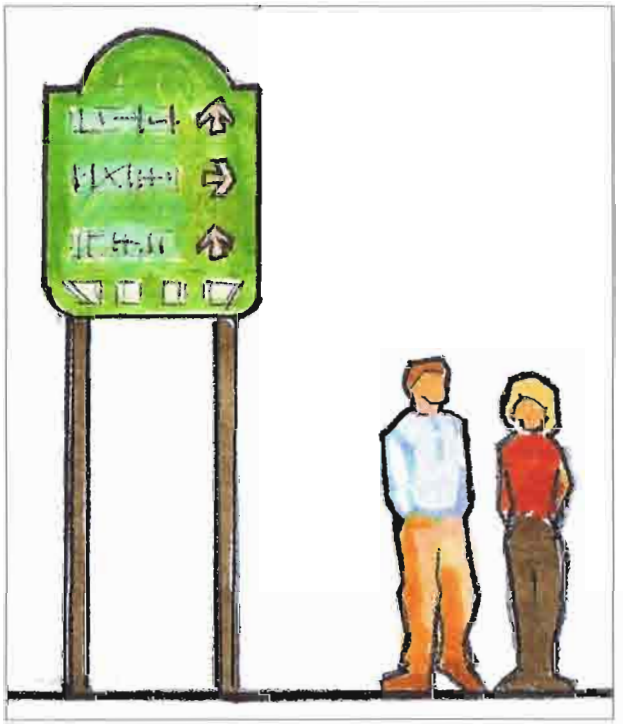
- Primary Gateway Sign—Serves as a "Welcome" to visitors creating a first impression of the community. The sign should be significant, serving as a landmark.
- Historic District Gateway Sign—Creates a boundary for the Historic District; should be used within the Historic District Corridor. These signs should reflect the size, scale and character of the architecture within the district.



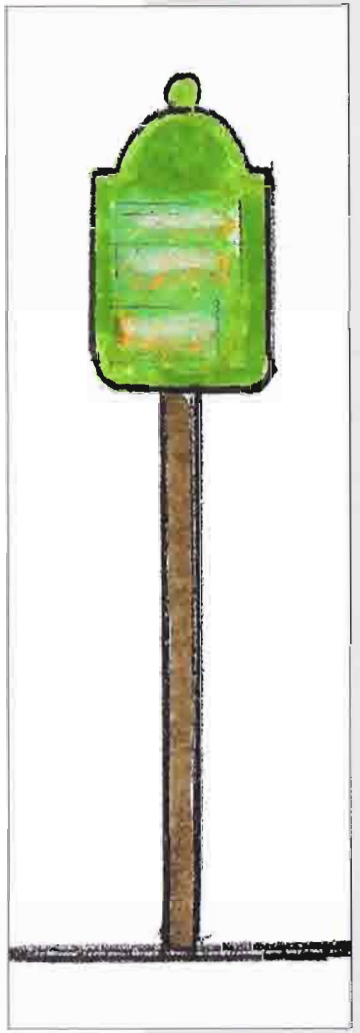
Historic District Gateway Sign

- Trailblazer Sign—Utilitarian purpose combined with unique branding and design elements. Attractions to consider as destinations on Trailblazer Signs include Downtown, Historic Districts, museums, event areas, government offices, parking, colleges/universities and visitor centers. Signs should be located at or near a key transportation node.
- Proximity Signs—In close proximity of attractions, these signs direct visitors to the destination.

All signs and banners included in the wayfinding system should have a simple and uniform design. Above all, the signs need to be brief and easy to read with large type face, appropriate coloring, and adequate character spacing. The wayfinding signs should be unique and stand out in their surroundings. Sign guidelines should be considered using the Manual of Uniform Traffic Control Devices, published by the Federal Highway Administration (FHWA).



Trailblazer Sign



Proximity Sign

# 4.0 SUSTAINABLE DESIGN

## 4.1 Introduction

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

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

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

- U. S. Green Building Council (USGBC) www.usgbc.org

- Whole Building Design Guide www.wbdg.org

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

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

Interior flooring fabricated from bamboo, a rapidly renewable resource.

## 4.2 Fundamentals

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

1) **Optimal Site Potential:** Consider site selection, building orientation and existing natural features of a site including topography, drainage, landscape and natural habitats. The rehabilitation and reuse of existing buildings should always be evaluated as an alternative to new building construction.
2) **Efficient Use of Water:** The design and use of water systems in a building maximize efficiency and recycle water for on-site use when feasible. Site design should seek to reduce stormwater run off from the site. Use best management practices (BMP) to limit stormwater run off, clean storm water and trap pollutants in the water before discharging into the sewer system.
3) **Environmental Materials and Resources:** Utilize building materials with a high percentage of recycled content or contain rapidly renewable materials such as cork flooring, bamboo cabinetry, wool carpeting, etc. Specify or use materials or items which are manufactured within proximity to the project site. Ideally, this proximity is no more than 500 miles.
4) **Optimal Energy Use:** The operation of a site and building identify methods for increased energy efficiency or use renewable resources such as solar or geo-thermal energy.
5) **Interior Environmental Quality:** Identify methods for creating a healthy environment, and increasing the comfort of building users. Proper ventilation, use of natural light, and moisture control are a few methods to ensure a quality interior space.
6) **Optimal Operations and Maintenance Methods:** Utilize building systems, furnishings and finishes which will have minimal operations and maintenance needs. Such systems will require less energy, less water and can be maintained with natural cleaners which are not toxic to the environment or occupants.

**Washington, Missouri**

"Green Roofs" reduce stormwater runoff, reduce heat gain and provide aesthetics for viewing/ experiencing by building users.

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

## 4.3 Elements

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

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

Permeable pavement system installation.

Rain garden with native landscape plants.

Solar water heater.

# 5.0 BUILDING DESIGN GUIDELINES

## 5.1 Preface

### How the Plan was Developed

The Design Handbook for Downtown Washington, Missouri is the product of years of planning and hard work by many who have recognized the importance of Downtown to the City. Community planning efforts have consistently recommended building preservation and improvement Downtown. Many community groups recognizing this need have worked to fund and sponsor this book. It represents a combination of interests in preserving heritage, strengthening the economic base, upgrading property values and beautifying Downtown.

A Consulting Panel report published in 1982 by the International Downtown Executives Association strongly recommended rehabilitation of historic buildings, and Comprehensive Plan. Developed for the entire city in 1984 also addressed Downtown, calling for preservation of historic resources. This Plan also recommended that a survey of historic structures be conducted and , if appropriate, Downtown be nominated to the National Register of Historic Places.

In 1988, the City of Washington completed a historical architectural survey of the buildings located in the Downtown area and the district was placed on the National Register in the Fall of 1989. In January, 1989, the City of Washington, the Washington Area Chamber of Commerce and Downtown Washington, Inc. all concurred with a need for design guidelines for the business area and set this effort in motion. This book is the culmination of the concerted efforts of a broad base of community leaders and concerned citizens. The book was updated in 2009 during the DREAM Initiative plan.

### Guidelines Sponsors

Sponsors of the design handbook include the City of Washington and its Historic Preservation Commission, the Washington Area Chamber of Commerce, and Downtown Washington, Inc. Funding was provided by the City of Washington and the Missouri Historic Preservation Office, through the Certified Local Government Program, National Park Service, Downtown Washington Inc. and the Washington Area Chamber of Commerce. This publication has been financed in part with Federal funds administered by the Historic Preservation Program, Missouri Department of Natural Resources the National Park Service and U.S. Department of the Interior.

The plan was developed by Winter & Company under the direction of the Historic Preservation Commission. As a part of the process for developing the plan, the Commission assembled an Advisory Committee of citizens who represented property owners, merchants and community organizations who have an interest in Downtown. The Advisory Committee worked throughout the process participating in a series of work sessions and reviewing draft materials. Staff of the Missouri Department of Natural Resources, Division of Parks & Recreation, and Historic Preservation also reviewed draft materials and participated in work sessions in Washington.

### How to Use the Handbook

The design handbook should be used in developing individual improvement plans such as the rehabilitation of a store front or the landscaping near a parking lot. It should also be used in preparing annual maintenance programs as well as phased long-range property improvements. Everyone is encouraged to read the entire handbook to gain an understanding of complete and comprehensive building and site design. Each major topical division within the handbook is designed to be read independently as well.

## 5.2 Introduction

### 5.2.1 Historic Overview of Washington

Located on the southern bank of the Missouri River about fifty miles southwest of St. Louis, Washington was advantageously sited at a natural ferry landing which was in use long before the town was officially platted in 1839. Although there exist records of land claims and scattered settlement in the Washington area dating to the late 18th century, it was only after the War of 1812 that promise of town development appeared. Steady migrations of native Americans (chiefly from Kentucky, Tennessee and Virginia) into the Missouri River Valley contributed toward early development. The organization of Franklin County in 1818 and the admission of Missouri into the United States three years later, were incentives to homesteading which prompted a flurry of land claims.

The founders of Washington were pioneer Southerners William G. Owens and his wife Lucinda who came to Franklin County in 1818. With steamboats navigating the Missouri River by 1819 and a rich agricultural trade developing in the countryside, Owens foresaw the potential for a booming river town. He purchased the town site, already known as Washington Landing, in 1826. Town sites were sold as early as 1829, however the town was not officially laid out until 1839. The original town of Washington consisted of a regular grid of twelve whole and thirteen fractional blocks extending from the riverfront south to Third Street, and from Lafayette Street on the west to Locust on the east. Washington is one of Missouri's few river towns in which the original river orientation survives.

A part of the "German Belt" which extended along both sides of the Missouri River from St. Louis, Franklin County and its principal town, Washington, were areas of early German settlement. By 1840, approximately one-third of the county population was German. Washington's substantial German population can be attributed to the influential writings of Gottfried Duden, a German who came to Missouri on a fact finding mission to provide prospective immigrants with firsthand information. In the 1850's and 1860's Washington reaped great benefits from the upheaval in Germany following the failure of the 1848 Revolution, Washington received a steady stream of prosperous, educated Germans who made significant contributions to the town's commercial, industrial and cultural growth as well as its architectural development. Washington continued to attract new German immigrants throughout the 19th century. A survey of the 1900 census showed approximately one-third of the heads of households were German-born, and possibly as much as a third more had German parentage.

The 1850s were a period of rapid growth and maturity for the town of Washington. The City was favorably situated on high terrain with excellent commercial prospects including lively steamboat traffic, proximity to St. Louis markets, and a thriving county trade. With the construction of the Pacific Railroad connecting Washington to St. Louis, and eventually to Jefferson City , Washington developed into a prosperous and stable community. Washington matured institutionally through the efforts of its German citizens who organized and transplanted cultural activities familiar in their homeland. Such activities included the creation of a drama club, bands, an orchestra, social clubs, the construction of a theatre, and the bilingual publication of Washington's first newspaper in 1856.

During the Civil War years Washington became a hotbed of Radical Unionism, staunchly opposed to slavery. Numerous local Germans, many trained in the German army, answered the call to arms. The City itself suffered little damage from the war. A one-day confederate raid in 1864 destroyed some property and took two lives.

Wine production and beer brewing, two occupations usually associated with Germans in Missouri, were also evident in Washington. Two brewers were already working in Washington in 1850, but the primary brewery was not established until

1854 when John B. Busch, older brother of Adolphus Busch, began production. In 1870, a Wine Exposition was held in the City; five years later the *Missouri Gazette* noted wine was growing in importance and being manufactured by local firms.

By the close of the 19th century, Washington was indeed the "busy little city" as described by the *Washington Journal*. Celebrating the town's growth and prosperity, as well as its quality of life, the paper reported that Washington's numerous manufacturing interests resulted in its high employment rate. Included in its industries were two large steam flour mills and Washington's unique industry-the manufacture of corn cob pipes. During the first quarter of the 20th century, Washington's economy was given a significant boost by construction of two large shoe factories, which employed over 1,400 workers. In 1917 the Missouri Valley Creamery also began production. These concerns were the impetus for population growth which more than doubled between 1910 and 1940.

Today, Washington appears much as it did 50 years ago: a Downtown with brisk commercial activity, well-maintained homes, flourishing churches and schools, and a proud German heritage. As in its beginning, Washington has a wide diversity of industries that provide relative economic stability. Washington boasts several industrial parks and many new industries attracted to the area by the reliability and sturdy character of the available work force. Serving an area with a population of over 75,000, Washington continues its role as a regional center, by providing the largest shopping center between St. Louis and Jefferson City.

Elm Street in Downtown Washington, view to the north.

## 5.2.2 Architectural Styles

### FEDERAL/GREEK REVIVAL, 1849-1895

FEDERAL: The Federal style is characterized by flat, undecorated wall surfaces usually of local brick or wood weatherboarding, a low-pitch gabled or occasionally low-hipped roof, end chimneys or double chimneys, large glazed windows with many small panes; lintels of brick vousoir or simple stone slabs, arched openings; elliptical fan lights, slender side lights, and restrained ornamentation generally limited to brick dentilling, stringcourses, recessed paneling and pilasters. Commercial buildings are typically either three or five-bay structures, with a central doorway. Federal style commercial blocks often have a gabled roof which parallels the street and may be punctuated by a series of dormers and chimneys.

GREEK REVIVAL: This is an adaptation of the classic Greek temple front, with a low-pitch pediment and entablature supported by columns and pilasters of the Doric, Ionic or Corinthian orders. Emphasis is on form, line and proportion. Polished or smooth-faced stone is the typical medium, although brick is commonly seen. The style is frequently seen in courthouses, churches and other public buildings.

### ITALIANATE/SECOND EMPIRE, 1865-1900

ITALIANATE: Inspired by the architecture of Italian city-states, this style is marked by rectangular verticality, with tall, narrow, slightly-arched windows, grouped within structural bays. Lintels sport half-round, or segmentally-arched hoods. The formal balance of the style is accentuated by pronounced moldings and details, such as string courses, rusticated quoins and lunettes. The shop facade is usually arcaded, and a low pitch hip roof with very wide eaves is supported by large decorative brackets and a projecting cornice.

SECOND EMPIRE: Made popular by renovations carried out in Paris by Napoleon III in the 1860's, the Second Empire style is a blending of Renaissance and Italianate architectural forms. Buildings are imposingly square with a projecting central pavilion, often extending above the rest of the structure. The distinguishing feature is the mansard roof of slate or tin

Greek Revival Style: Eitzen Building

Federal Style: Foss House

Second Empire Style: Schmidt Building

Italianate Style: Jesuit Hall

plates, supported by brackets and elaborate cornices. Quoins, belt courses, window enframement, and other decorative elements are classical in derivation, and are characterized by great depth and use of variously colored and textured materials. Windows may be pediment, but more frequently they have flat-arched window hoods and classical surrounds.

**REVIVAL STYLES, 1888-1925**

With a few exceptions, the Revival Styles are expressed principally by distinctive detailing on commercial buildings. Frequently an ornamental pressed brick or metal cornice is the sole Revival feature; otherwise the buildings maintain the standard planar, segmentally arched brick facades. Some specific Revival Styles found in Downtown Washington are:

ROMANESQUE REVIVAL: Romanesque buildings are noted for their heavy, round arches. Usually brick or stone, these buildings often sport a profusion of towers, gables, balconies and bays creating an involved roof line. Variations within the Romanesque category range widely from extremely simple and symmetrical to highly convoluted and asymmetrical forms. A sense of solidity and heaviness and the frequent occurrence of arches, either singly or in groups, are basic to Romanesque structures.

QUEEN ANNE REVIVAL STYLE: Borrowing various details from medieval and classical architecture, Queen Anne is one of the richest and most varied of the 19th century styles. The composition is asymmetrical, featuring gables, towers, turrets, tall chimneys, bays and oriel windows. Highly textured wall surfaces are frequently inset with decorative panels, strong lines of horizontal banding are emphasized by the cornice and window-sash lines, inset patterns highlight circular or sunburst windows, and railings often have an Elizabethan flavor.

CLASSICAL REVIVAL STYLE: Tripartite divisions of the facade into areas of grouped windows are common to many of these buildings. Pediments, columns and pilasters (borrowed from classical Greece and Rome) embellish the wall surfaces. The window openings of this style reveal a transition to a more "modern" aesthetic. The smaller windows of earlier buildings are replaced by larger groups of windows, thus diminishing the proportion of building mass to window opening.

Romanesque Revival: The Otto & Co. Building

Queen Anne Revival Style: Waterworks

Classic Revival Style: U.S. Post Office

**EARLY TWENTIETH CENTURY, circa 1905-1940**

These buildings are simplified versions of the traditional commercial storefront, which show the influence of progressive 20th century design traditions, including Craftsman, Art Deco and Moderne. Cornices are defined by a simple band of corbelled brick or decorative terra cotta. Upper floor windows are large and are sometimes set in pairs or larger groupings. On the first floor, the store front occasionally features copperclad metal window frames and deeply-recessed store entries. Some buildings of this period feature prism glass in the transom area, designed to cast light back into the store.

CRAFTSMAN: The Craftsman style is recognized by overhanging eaves supported by large wood brackets and rectangular openings. Windows typically have a tripartite upper sash and facades with glazed brick or terra cotta patterning are typical; Terra cotta string courses and cornice coping may be found.

ART DECO: Flat planes and geometric shapes are characteristic of Art Deco buildings. Decorative detail is either a stylized version of natural elements or simple abstract linear patterns subtly outlining the building. Brick, tile and glass are the predominant materials. The hard glazed surfaces of the tile and glass add a sleek planar quality to the later buildings of the period.

ART MODERNE: Curved masonry or glass that wraps around corners and the virtual elimination of surface ornament is typical of Art Moderne buildings. This style is an extension of Art Deco concepts into an emphatically streamlined look.

Craftsman Style: 1923 Depot

Art Deco Style: St Francis Borgia Parochial School

### 5.2.3 Existing Character of Downtown

Downtown contains a rich collection of historic buildings that chronicle the history of the community. They provide visual interest as well as help establish a background for conducting healthy business. The area appeals to local residents and visitors because of the variety of architecture and the interesting pedestrian experience found there. Although built over many decades, most buildings Downtown share common characteristics that help establish a sense of continuity on the street. These features should be preserved and even enhanced. The predominance of brick as a building material is one example of an element that many buildings have in common. The large expanse of glass at the street level of most buildings is another.

Existing Farmers Market building reflects the character of downtown. (Washington, Missouri)

### 5.2.4 Benefits of Rehabilitation

THE BENEFITS OF REHABILITATING YOUR BUILDING

Rehabilitating your building helps extend its life and reduce long-term maintenance costs. This will help protect and enhance property value while improving Downtown as a market place.

WHY IMPROVE YOUR BUILDING FRONT?

A good design will extend the life of your building's front, improve the market image of the businesses housed inside, and enhance the overall character of Downtown. Consciously or unconsciously, people react to the visual quality of their environment. Buildings and storefront windows constantly provide clues about the character and the purpose of Downtown businesses.

### 5.2.5 Choosing a Rehabilitation Approach

ESTABLISH A GENERAL APPROACH:

Before getting into detail, stop a moment and decide on an overall approach for your building improvements. The primary objectives of a rehabilitation plan should be:

- Preserve important or "character-defining" architectural materials and features of the building;
- Provide a safe and efficient modern use for the building;
- Develop a cost effective design.

DETERMINE THE CONTENTS OF YOUR REHABILITATION PLAN:

The plan should contain strategies for these three types of repair work:

- Protection and maintenance of building features that survive in generally good condition.
- Repair of materials and features that are in a deteriorated condition.
- Replacement of materials and features with new materials when deterioration is so extensive that repair is not possible.

YOUR PLAN MAY ALSO INCLUDE STRATEGIES FOR:

- Alterations to the exterior of the historic building.
- Additions of new rooms or spaces to the exterior of the historic building.

FOLLOW THESE STEPS IN PLANNING YOUR PROJECT

STEP 1: CHECK FOR CRITICAL MAINTENANCE OR SAFETY ISSUES.
If the roof leaks, if floors are sagging, repairs to the structure or weather-protective systems may be a priority before facade renovation.

STEP 2: EVALUATE THE CONDITION OF THE BUILDING FRONT.
Does the original design survive intact? If so preservation and maintenance of the existing design should be your overall approach.

Rehab that preserved ornamental cornice work at the top of the building . (Washington, Missouri)

Example of a well maintained storefront. (Washington, Missouri)

Does the original design survive, but with some alterations? If so, restoration of the original combined with new compatible alterations should be your overall approach.

Is the facade significantly altered, or totally lacking detail? If so you may have two options: one is to reconstruct the original design, if it has merits; two is to develop a totally new design that fits in with the character of Downtown. (These conditions are defined in the Design Section.)

STEP 3: CONSIDER HOW THE DESIGN OF YOUR BUILDING FRONT AFFECTS THE VALUE OF THE PROPERTY AS A PLACE TO DO BUSINESS.

A well-designed building front is an asset to the property owner and to building occupants. A building rehabilitation plan should present the best image from the street to enhance marketing.

STEP 4: DETERMINE WHO WILL BE RESPONSIBLE FOR IMPROVEMENTS

Building owners are usually responsible for improvements to the building itself. These often include repairs to cornices, cleaning of masonry, painting or remodeling of store windows and entrances. Each situation is different, however, and specific responsibilities are often negotiated on an individual basis between tenant and owner.

STEP 5: DETERMINE WHO WILL BE RESPONSIBLE FOR ON-GOING MAINTENANCE.

In many cases, the business tenant is responsible for maintenance of signs. They may also be responsible for maintenance of fabric awnings. Building owners are usually responsible for maintenance of metal canopies and for directory signs that are shared by several businesses.

STEP 6: PLAN YOUR PROJECT TO BE IMPLEMENTED IN PHASES.

Some projects require implementation in stages, to meet budgets and business plans. If you must phase your rehabilitation, plan the work so each step builds on the previous ones, and undoing of recent work is minimized. For example, start with a simple fix-up scheme that can later be incorporated into a more major rehab.

Here's an example of one building owner's rehab schedule:

Phase 1 - First Year
Execute maintenance and repairs that stabilize the building from water intrusion, such as patching the roof and repairing downspouts. Washing the building front and replacing broken glass and lights might also be included.

Phase 2 - Later in the First Year
Continue with a fresh paint scheme, install an awning and a new sign. Design the sign so it can be removed and remounted during later stages. Install color-matching window shades in upper windows.

Phase 3 - Second Year
Install a new door, restore the cornice, and reopen the transom.

Phase 4 - Third Year
Finish off with new lighting, awnings on upper story windows, and a new entrance. Also improve the rear entrance for customers.

### 5.2.6 Basic Design Principles

Now that an overall approach has been determined, how do you proceed with developing a design? Here are some basic principles of good storefront design:

1. KEEP IT SIMPLE.
   An individual storefront should have a simple, unified design that serves as a frame for the windows that display goods or reveal services offered inside. If the design and its colors are too "wild," they will detract from merchandising, and if they are too plain, they will not draw enough attention. You must establish a balance that is visually pleasing.

2. RELATE TO OTHERS IN THE BLOCK.
   There is strength in numbers. As more and more buildings are renovated, they will improve the overall image of Downtown as a pleasant place to do business. This is especially true when similar design, concepts are applied throughout Downtown, because a sense of visual continuity results. You can help contribute to the visual continuity of Downtown while also developing a design that meets your needs. These guidelines allow room for individual solutions and an overall coordinated plan.

3. USE THE ENTIRE BUILDING FRONT AS YOUR IMAGE.
   Coordinate upper and lower floors into a single design concept, even if the upper floors are not a part of the ground floor business. This helps capture attention and can be more effective than a large sign.

4. DEVELOP A CLEAR PRESENTATION TO THE STREET.
   A single, clear design concept that avoids clutter and directs the customer's eye where you want it is important. Your design scheme should easily lead the viewer's attention to displays of goods, views of activities inside, and ultimately to the business entrance. Use only a few colors throughout and keep signs to a minimum. Place signs where they will lead the customer's eye to products or activities.

5. RESPECT THE HISTORIC INTEGRITY OF THE BUILDING.
   Most of the structures Downtown have historic value, even many of those that have experienced alterations. It is important to consider the significance of basic forms, materials and details when planning improvements. Preservation of Washington's heritage is important to its sense of community and its economic development.

Storefront with a simple and unified design. The storefront windows cleanly display the goods and products of the store. (Washington, Missouri)

### 5.2.7 Evaluating Facade Condition

HOW TO DETERMINE FACADE CONDITION:
Determine how much of the original front exists and evaluate its contribution to the history of Downtown or to the overall business image of the area. Choose your approach from those listed in Step Two On in Section 5.2.5.

ORIGINAL DESIGN INTACT
Buildings in this category have changed very little from the time they were constructed. Original ornament and details, if a part of the design, are still intact. Some portions of the facade may require maintenance and repair, but no new design changes are necessary. In this case, preservation of the original design is your preferred option.

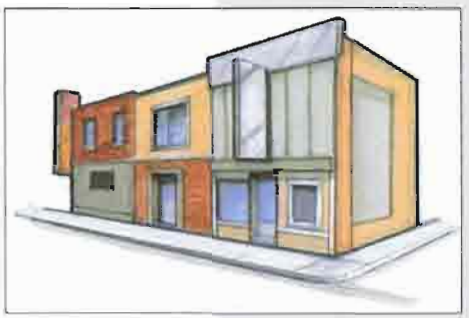
ORIGINAL DESIGN SLIGHTLY ALTERED
If you can still see the basic character of the original design, but some elements have been removed or changed, your building falls into this category. For example, an ornamental cornice may have existed at the top of the wall, but it is now missing, or upper story windows may now be blocked with plywood panels. The original character is diminished, but it is retrievable. If you are able to find early photographs or original architectural drawings, it may be easier to determine how many changes have been made. Restoration of the original design is one option in this case. Another choice is to restore some details while adding new elements that are compatible with the original. For example, reconstruct the missing cornice, but also build a new shop entrance. The new entrance may not be a copy of the original, but uses the typical elements usually found on buildings Downtown.

ORIGINAL DESIGN SIGNIFICANTLY ALTERED
These buildings have plain fronts that are without any ornamentation or details. This may be a result of coverings that hide original designs, or because the facades were stripped of all detail. For such situations, the guidelines encourage reconstruction of the original designs, or the development of entirely new designs that are compatible with older buildings.

Original design.

Minor alterations.

Storefront is lost.



Significant alterations.

NEWER PLAIN FRONT BUILDINGS

Newer buildings often were designed as simple contemporary designs. As a result, the facades are featureless and they usually fail to relate well to the more historic buildings in the area.

AUTO-ORIENTED BUILDINGS

Some newer buildings Downtown are set back from the street, with space in front for parking. These buildings are intended to relate to cars more than pedestrians. Providing landscaping that enhances the site for pedestrians should be the approach for these properties.

Auto oriented building.
(Kirksville, Missouri)

## 5.3 Special Design Principles for Historic Buildings

### 5.3.1 Building Style

SPECIAL IDEAS FOR HISTORIC BUILDINGS
If your building is designated as contributing to the historic district, you own a special asset that merits additional attention. Preservation of character-defining elements of historic buildings should be a top priority, and alterations and repairs should accurately represent the historic qualities of the buildings. Original documentation should be used for restoration work whenever possible. Look for early photographs that will offer clues about the original design. Where original documentation is not available, interpretations of similar elements that occurred in the area may be considered. To determine if your building is designated as contributing to the historic district, refer to the map on file with the Historic Preservation Commission.

- **Respect the original design character of the buildings**
  Analyze the building to determine which elements are essential to its character. Do not attempt to make it appear older (or younger) in style than it really is. The genuine heritage of the district should be expressed. Avoid designs, such as "Swiss Village" or "Old West."

### 5.3.2 Changes in Use

- **New uses that require the least change to existing structures are encouraged**
  Every reasonable effort should be made to provide a compatible use for the building that will require minimal alteration to the building and its site.

Avoid materials that confuse the genuine heritage and use of a building.
(Kirksville, Missouri)

Storefront converted to office space with minimal amount of change to the building.
(Washington, Missouri)

### 5.3.3 Repairing Original Features

- ***Avoid removing or altering any historic material or significant architectural features***
  Original materials and details that contribute to the historic significance of the structure should be preserved whenever feasible. Rehabilitation work should not destroy the distinguishing character of the property or its environment. Examples of historically significant architectural features are porches, window trim and chimneys. Other significant elements may be the overall building form, roof shape or material finish.

- **Maintain existing significant stylistic elements**
  Protect historic material with maintenance treatments such as rust removal, caulking and repainting.

- **Use the gentlest procedures for cleaning, refinishing, and repairing historic materials**
  Sandblasting is especially damaging! See the maintenance guidelines on pages 64-65.

- **Minimize removal of historic elements**
  Deteriorated architectural features should be repaired rather than replaced, wherever possible. Patch, piece-in, splice, consolidate, or otherwise upgrade the original material when possible.

- **Replace only missing portions of original elements where feasible**
  Do not discard an entire window frame, for example, if only the sill is rotted. Match original material when patching with new material. A substitute material is acceptable if the form and design of the substitute conveys the visual appearance of the original. For example, a synthetic material may substitute for a plaster molding.

- **When disassembly of an historic element is necessary for its rehabilitation, use methods that minimize damage to original materials**
  Sometimes trim elements and other materials must be removed in order to repair or refinish them. Always devise methods of replacing the disassembled materials in their original configuration. If you are considering applying for Federal income tax credits for the certified rehabilitation of historic buildings, do not attempt removal of any materials until you have consulted with the Historic Preservation Commission and the State Historic Preservation Office.

Building façade with preserved window features. (Washington, Missouri)

Building which maintains stylistic elements. (Washington, Missouri)

### 5.3.4 Replacing Original Features

- **Replacement of missing architectural elements should be based on accurate duplications of original features**
  In some cases, an entire detail must be reconstructed. In the event replacement is necessary, the new material should match the original in design, color, texture and other visual qualities. The design should be substantiated by physical and/or pictorial evidence.
- **Where reconstruction of an element is impossible because of lack of historical evidence, a new design that relates to the building in general size, scale and material may be considered**
  Use design elements that reflect building style. A simplified interpretation of similar features on comparable buildings may be considered.

### 5.3.5 Existing Alterations

- **Preserve older alterations that have achieved historic significance**
  Some changes to buildings are evidence of the history of the building. These changes may have developed significance in their own right, and this should be recognized. An example of such an alteration could be a 1910 storefront remodeling that was added to an 1890 structure. Although these early alterations did remove original character, most of them were true to the building. This situation may be difficult to judge. Sometimes the original design is so important that removal of a significant change may be merited. Consult with the Historic Preservation Commission for advice on this issue.
- **More recent alterations that are not historically significant may be removed**
  This removal may in fact reveal original design features. You may wish to photograph the process to document it for future reference and research of the building history.

Intricate cornice.

Simplified cornice .

Older alteration that has become significant.
(St. Charles, Missouri)

## 5.4 Rehabilitation Tips for Existing Buildings

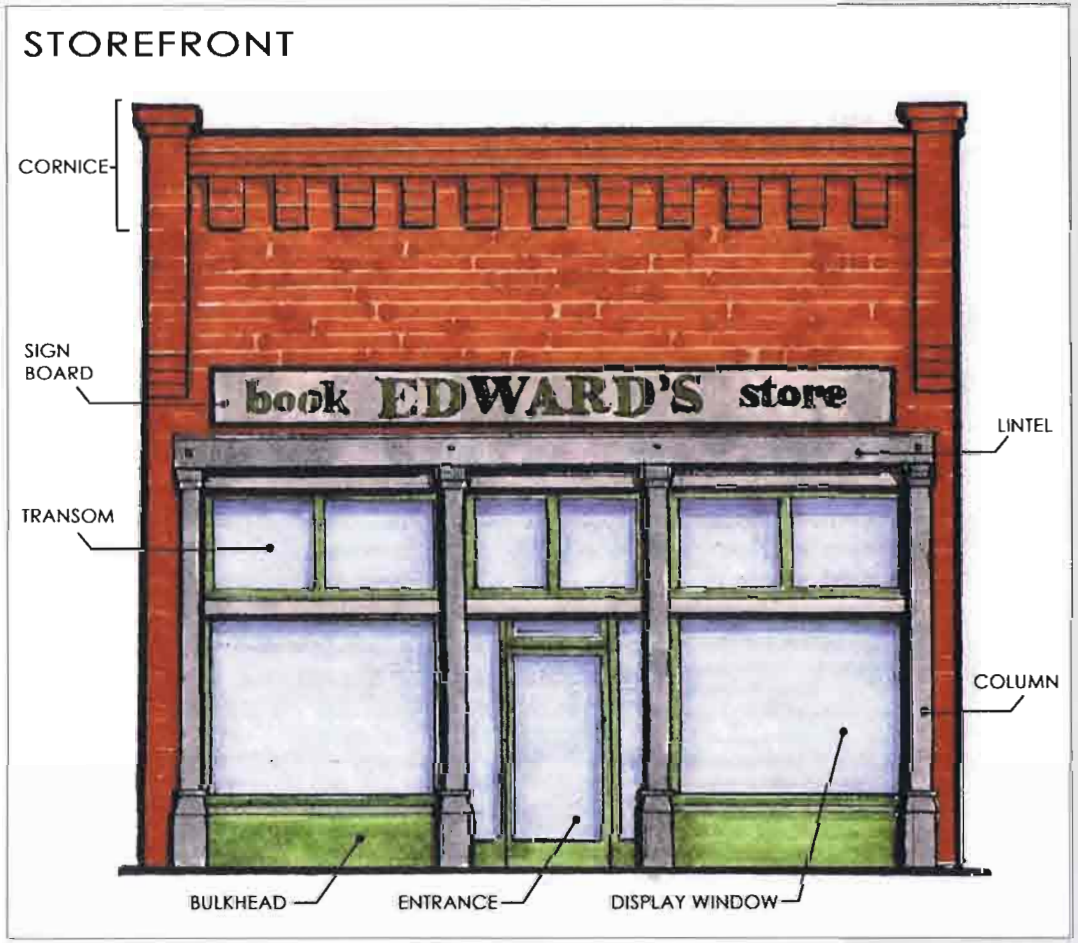
### 5.4.1 Typical Building Front Features

REHAB DESIGN IDEAS
The rehab tips should be useful for most commercial buildings found in Downtown Washington, both those considered "historic" and also those that are not.

WHICH OF THESE TYPICAL BUILDING FEATURES CAN YOU FIND ON YOUR BUILDING?

1. The facade has ornament and detail that provides interest to pedestrians.
2. The first floor level has a large area of display windows which allow pedestrians to see goods and activities inside.
3. The front of the store is aligned at the sidewalk edge, helping to define the pedestrian zone.
4. Signs are sized and positioned to be read at eye level by pedestrians.
5. The second story, if it exists, is more solid than the first, with smaller windows.
6. Brick is the dominant building material, although stone, metal and wood can be found.
7. The main store entrance is recessed in a notch.
8. The top of the building is usually capped with a decorative parapet or cornice.
9. The first floor display windows are usually capped with a belt cornice or molding.

If you develop a rehabilitation scheme that preserves and enhances basic building characteristics, it will usually be the most cost-effective and the most visually pleasing.



### 5.4.2 Shop Front Openings

- **Maintain the original size and shape of the storefront opening**
  Preserve the large panes of glass that were a part of the original storefront opening if possible. These transparent surfaces allow pedestrians to see merchandise and activities inside. If the storefront windows have been reduced in size over the years, consider re-establishing their original dimensions. Be certain that the glass fits within original piers or columns that may exist. These are also essential parts of the design character that add interest and should not be obscured.

  If keeping a large glass area is not feasible for your operation, develop the wall in a manner that will provide interest to pedestrians in some other fashion, such as with a decorative mural, wall sculpture, or display cases. The important principle is to provide surfaces that encourage walking and browsing Downtown. Opaque materials, such as black Plexiglas, are not appropriate in place of display windows, because they do not provide pedestrian interest. Reflective mirror glass is also inappropriate. This hides indoor activities and creates glare on the sidewalk.

### 5.4.3 Facade Alignment

- **Maintain storefront wall at the sidewalk edge**
  Pedestrians Downtown are accustomed to having the inside edge of the sidewalk clearly defined by a wall of storefronts, all presenting interesting activities and merchandise to the street. This characteristic is an essential element of healthy Downtown retailing.

  Preserve the glass at the sidewalk line where feasible. This is especially true if the building has historic significance. Most original storefronts were parallel to the sidewalk, but in later years an angled display window was sometimes installed in remodeling. Consider reconstructing the original configuration in these cases. If re-alignment is not feasible, focus on improving the visibility and quality of the entry.

Well designed and coordinated storefront.

Opaque facade and minimal entrance is less inviting for pedestrians.

Recessed entrances align with the sidewalk edge. (Washington, Missouri)

### 5.4.4 Entrances

Recessed entries help invite customers inside and they provide temporary shelter in inclement weather.

- **Maintain recessed entries where they exist**
  These areas provide protection from the weather, and the repeated rhythm of these shaded areas along the street helps to identify business entrances. Avoid doors that are flush with the sidewalk. If the original recessed entry has been removed, consider establishing a new one. Use doors with large areas of glass where feasible; these will improve the visibility of your business. Consider using an accent color on the door. This will help lead the customers inside. As a way of highlighting the entrance for customers, center your sign over the door.

Recessed entrance with detailed kick plates creates an inviting experience for the customer.
(Washington, Missouri)

### 5.4.5. Kick Plates

A kick plate, or bulkhead, usually supports the floor of a display window. These typically align with the street, adding to the visual continuity of Downtown.

- **Maintain the kick plate that is found below the display window**
  If the kick plate is missing, one option is to reconstruct the original using old photographs as a guide. This provides for a decorative color scheme. Coordinate the color scheme of the kick plate with other facade elements. If original design information is not available, another option is to design a new, simplified kick plate. Appropriate materials are painted wood, glazed tile or painted metal.

### 5.4.6. Transoms

The upper glass band in traditional storefronts introduced light into the depths of the building, saving on lighting costs.

- **Preserve the transom if it exists**
  These bands of glass are found on many buildings and they often align at the same height within a block. Maintaining this line helps reinforce a sense of visual continuity for the street. When transoms are covered and original moldings and window frame proportions are concealed, the impact of the store front is weakened. Use glass in the transom if possible. The purpose is to maintain the alignment of your storefront with others in the block. Glass is preferred because it introduces light into the store interior. As an alternative, use the space as a sign or decorative panel. Keep the background a dark color. Always retain the original shape and proportions of the opening. If the interior ceiling is now lower than this glass line, pull the dropped ceiling back from the window on the inside to maintain its historical dimensions.

  Some transoms have hinged panels to allow natural ventilation. Restore these to working order where feasible. Used in combination with ceiling fans to re-circulate air that collects at the top of the room, operable transoms can be very effective in improving comfort levels (especially during "swing seasons" when full air-conditioning is not necessary). In some cases, air conditioning units may have been mounted in place of one of the transom panels, usually just over the entry. These units blast hot air onto approaching customers and raise the temperature of the sidewalk. They also detract from the design character of the building. Relocate these units to the rear, or install roof-top systems where possible.

Building which preserves the transom windows. (Washington, Missouri)

### 5.4.7 Upper Windows

Glass areas in upper stories are traditionally much smaller than first floors. This ratio of solid to void is very important.

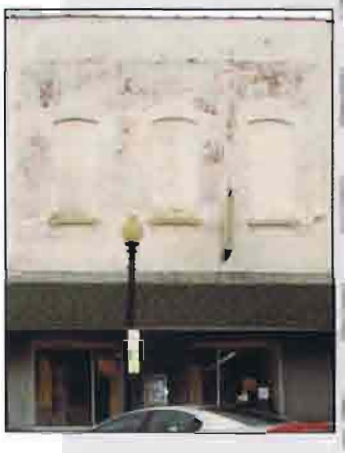
- **Preserve the size and shape of upper story windows**
  Typical upper windows are vertically oriented, and usually several are uniformly spaced along the building front. This rhythm of upper story windows is a very important unifying feature of Downtown because it is repeated on most buildings. Consider re-opening the windows if they are presently blocked. Window manufacturers now offer replacement windows that will fit the original opening; others will provide custom-ordered windows to fit exactly. Do not block down the opening to accommodate a stock window that does not fit the building.

  Window shades or curtains, in colors that coordinate with other accent trim, are encouraged. In the process of cleaning up windows, remove old stored items from view; these often detract from the image of Downtown as an active place to do business. If lower ceilings upstairs are necessary, pull the ceiling back from the window to maintain the original height at the window.

  If your budget cannot include reopening the windows, consider using shutters to define the original window dimensions. These will still keep birds and weather out, but give a more "occupied" appearance. Shutters were used by early Washington building owners; they also provide a surface for a decorative color that can tie in with an overall color scheme.

  Where upper story windows can be maintained, consider using curtains that repeat colors used on first floor awnings or trim. This is especially useful where upper floors are vacant. In this way, the second story can reinforce the color scheme of the business below. Another option is to consider using awnings on upper story windows that match those on the first floor in style and color.

Shutters are encouraged on upper level windows. Shutters should be of proportion and scale, that when closed, completely cover the window. (Washington, Missouri)



Examples of what not to do with upper floor windows or upper story awnings.

### 5.4.8 Awnings

- **Consider using fabric awnings to provide weather protection and create interest**

  Awnings are particularly useful on buildings that are quite simple. They provide shade for merchandise, shelter for pedestrians and a colorful accent to the building front that can be changed without great expense.

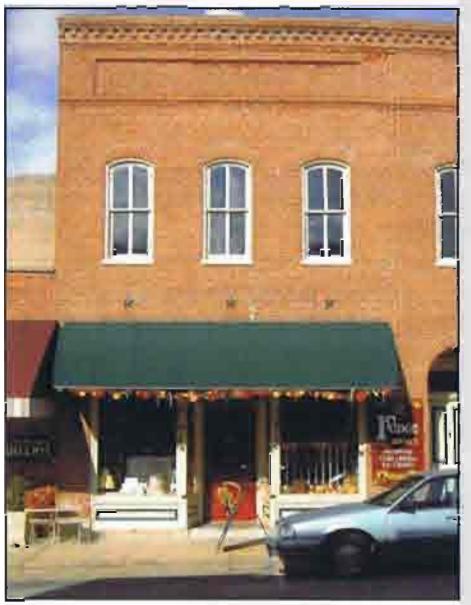
  The awning should fit the dimensions of the storefront opening to emphasize these proportions. It should not obscure ornamental details. Mount the top edge to align with the top of the transom, or to align with the framing that separates the transom from the main display window. This will help strengthen the visual continuity of storefronts.

  Coordinate the color of the awning with the color scheme for the entire building. Fabric awnings are encouraged. They may be fixed or operable. Fixed awnings will wear longer, but operable ones have the flexibility of being changed with weather and light conditions. Awnings will wear, and should be acknowledged as an operating cost of doing business.

  Horizontal metal canopies may be appropriate, where there is historic precedence for their use on similar buildings. Consider painting the edge of the canopy with a color that matches other trim on your building or trimming the edge with fabric. This will help tie it into the overall composition. Metal awnings should be avoided except where they contribute to the historic character of the building.

  Rough-sawn wood, plastic, shake or asphalt shingles are not appropriate materials for canopies. Fake mansard roofs are also inappropriate. These do not reflect the character of Downtown, and they do not provide an opportunity to add an accent color to the building.

  Installing lighting in awnings so they act as an internally lit sign is inappropriate. These tend to overpower the building front at night, detracting from display windows rather than drawing attention to building interiors.



Fabric awnings create depth, color, and interest for building facades. (Washington, Missouri)

Wood shingle canopies are inappropriate on Downtown buildings.

### 5.4.9 Ornamental Details

Decorative features can add distinction image to your business. Customers may recognize your location because of these features.

- **Preserve the original ornament and detail of the facade**
  Architectural details add interest to Downtown and are a part of the unique identity of your building. Parapets, cornices and window arches are examples of decorative elements found on many buildings in Downtown Washington. Where portions of these details have been removed, refer to photographic evidence of the earlier condition. Look for details that may have been removed and stored to use as patterns for new designs. Where exact reconstruction of details is not feasible, consider developing a simplified interpretation of the original in which its major form and line is retained.

  Ornamental caps or cornices at the top of the facade are especially encouraged, because they give a "finished" look to the building. When these cornices are repeated along the street, they create an important visual line. Consider highlighting details with accent colors or lighting.

Original cornice and detail of the facade have been preserved and maintained.

### 5.4.10 Facade Materials

- **Avoid concealing original façade materials**
  Brick is the historically dominant material Downtown, although there are exceptions. In most cases, exposing the underlying brick material will help to re-establish the character of the building. If the original material has been covered, uncover it if possible.

  The original material is often the most durable surface, and if it is masonry, the texture of the wall will contribute to the visual continuity of the block. Metal cladding often is easy to remove, and only small areas of the underlying material will have been damaged. When a building front is entirely covered, it often breaks the rhythm of upper story windows that contribute to the visual continuity of the street. Cover-ups also hide interesting details that can enhance the identity of businesses located
  in the building.

Avoid concealing original façade materials.

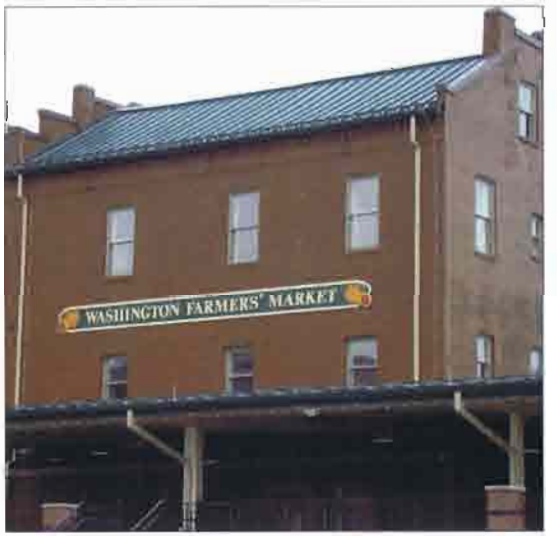
## Facade Materials (continued)

If, after removing the covering material, you discover that portions of the original must be replaced, use a material that is similar to the original in color and texture. Highly reflective materials are discouraged because they create glare, increase the temperature of the sidewalk area in summertime and block views of activity inside buildings. This may discourage pedestrian activity Downtown. Rough-sawn wood is also inappropriate. Unpainted wood ages quickly and collects dirt. Wood should always have a weather-protective finish. Paint is preferred in a color that coordinates several trim and ornament features. Covering materials usually weaken the design character of the building and may even obscure deterioration that is occurring to the structure. Working with the original facade materials is usually the most cost-effective approach.

- **Leave brick in its original unpainted state when possible**
  This is especially true for historic buildings. Painting of brick is a long-established tradition and a well-painted front can be a very good design solution. If the brick is already painted, avoid paint removal schemes that damage the finish with abrasive methods. Sand blasting, for example, will damage the finish and accelerate erosion.

  Consider repainting the brick rather than stripping down to bare brick. This means you will need to repaint periodically, but that is a part of good building maintenance. Repainting may also be necessary if you have to patch holes in the brick wall and are not able to accurately match the original in color and mortar profile. A muted background color will work best, allowing you to use brighter colors for accents. If the building is already sand blasted, you should prepare for the added maintenance that this may cause. The roughened surface will become dirty quickly, and moisture may enter the wall. Water-protective sealants are generally considered to be ineffective in these situations. Painting the brick may provide some relief, but repainting on a regular maintenance schedule may require more effort to prepare a sound substrate (due to the irregular surfaces).

Rehabbed building with proper colors and textures. (Maplewood, Missouri)




Painted building, using paint colors compatible with surrounding buildings. (Washington, Missouri)

### 5.4.11 Roofs

- **Preserve original roof forms**
  Avoid concealing the original roof line. New panels or covering materials that obscure this line are generally discouraged. In the process of removing a metal panel covering, you may discover an interesting parapet design. Fake mansard and shed roofs are inappropriate because they are out of character with the original facade designs.

### 5.4.12 Plain Front Buildings

Some buildings in the Downtown area do not have historic features or even modern ornamentation. Many were built as simple fronts, others are actually cover-ups on older buildings. If your building seems plain, consider these options:

- **Whenever feasible, uncover original facade materials**
  These materials are often more durable and more interesting than later coverings. They may also provide an overall design idea for other building elements. If, however, the building really has no details, it may have been built that way.
- **If uncovering is not feasible, develop a new design that will reinforce general characteristics of other buildings on the block**
  Develop a new design, using the traditional storefront elements described on page 46, or develop a simple design using three basic elements: a unified paint scheme. an awning and a sign.
- **Emphasize horizontal features that can align with other buildings**
  Consider highlighting a simple cornice, a band of color, a sign or panel, or an awning edge that can line up with similar elements on the street.

Horizontal facade features which align with other buildings. (Washington, Missouri)

### 5.4.13 Rear Entrances

Back entrances have become more important for public use as off-street parking lots are developed behind buildings. Consider how your image can be improved here while also remembering that service functions must be accommodated.

- **Develop the rear entrance for shared public and service access when possible**
  Use material and colors that coordinate with the main facade, so customers will learn to recognize that both entrances are related to the same business. Use a smaller version of the front sign to identify the rear entrance. Provide lighting at the rear entrance that is similar to the lighting in the front.

- **Screen service equipment and trash containers**
  Use solid wood or masonry partitions, lattice screens, or hedges to screen trash areas. This will make the entrance more attractive to customers. Keep electrical service boxes and conduits in good repair and painted. Consider using a color scheme on these screens that matches that of the building. It may also be possible to consolidate trash containers from several buildings in a central area.

Screened waste receptacles or large dumpsters.

Rear entrance which is well maintained with landscaping and lighting. (Washington, Missouri)

### 5.4.14 Illumination

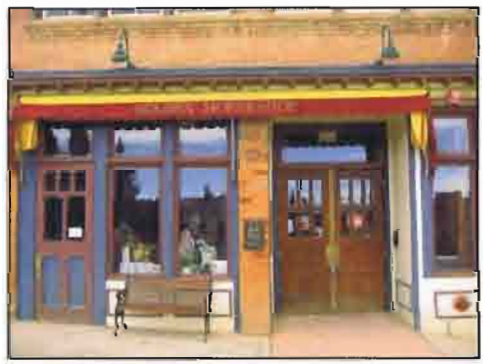
Buildings should be interesting at night as well as by day for pedestrians and motorists. Even when a business is closed, a well-lit storefront creates a positive impression about Downtown and people are encouraged to return during business hours.

- **Use lighting to unify the building composition at night**
  Use lighting as a design element to draw attention to the entire building, not just the sign. Coordinate lighting of these four elements:
  - Window displays
  - Entrances
  - Signs
  - Building details

  The display window lighting should remain the dominant element; do not overpower this with extensive lighting on of other facade elements.

- **Balance the color and intensity of lighting among building features**
  Sign lighting should be balanced in color and intensity with light in display windows. Warm-colored light is preferred for all exterior lighting since this is more pleasing to the eye and will easily draw attention to window displays. Avoid blue fluorescent light. Fixtures should be concealed, a very simple design, or a style that is appropriate to the period of the building. Indirect lighting from spot lights makes a good impression and complements building products and colors.

Exterior lights for building signage. (Washington, Missouri)



Use lighting to highlight building entrances. (Cripple Creek, Colorado)

## 5.5 Signs

### 5.5.1 Buildings as Signs

- **Consider your building front as a part of the sign**
  A sign serves two functions: first, to attract attention, second to convey information. If the building front is nicely renovated, it can serve the attention-getting function, allowing the sign to be focused on conveying information.

### 5.5.2 Sign Types

- **These types of signs may be considered:**
  - Rush-mounted signs (usually mounted flat to the wall, just above the display windows)
  - Short free-standing signs.
  - Projecting signs (near the business entrance, near eye level)
  - Window signs (painted on or hung just inside)
  - Awning signs (often including a symbol)
  - Monument signs affixed to the ground for auto-oriented businesses
  - Product display signs (lively and changing)

Short free-standing sign.
(Washington, Missouri)

### 5.5.3 Inappropriate Signs

- **These types of signs are inappropriate for Downtown:**
  -Tall free-standing signs
  -Flashing signs
  -Signs that visually overpower the building

### 5.5.4 Sign Location

- **Position flush-mounted signs so they will fit within architectural features**
  These should help reinforce horizontal lines along the street. Coordinate the color scheme with the building front. Locate flush signs so they do not extend beyond the outer edges of the building front. Look to see if decorative moldings define a "sign panel" for flush mounted signs.

Awning which serves as a sign.
(Washington, Missouri)

- **Mount signs so they do not obscure architectural details**
  Note that you must have a permit for most signs Downtown. Check with the City before ordering any new signs or repairing existing ones.
- **Locate pole–mounted signs in landscaped areas**
- **Position flush-mounted signs so they will fit within architectural features**
  Place signs near the business entrance, to guide your customer's eyes to the door. Use symbols in projecting signs. These are more easily identified and remembered. They also add interest to the building.
- **Where several business share a buildings, coordinate the signs**
  Align several smaller signs, or group them onto a single panel as a directory to make them easier to locate. Use similar forms or backgrounds for the signs to tie them together visually, making them easier to read.

### 5.5.5 Sign Material

- **Sign materials should be compatible with the facade materials**
  Painted wood and metal are encouraged as sign materials because they relate well to the buildings. Use plastic only in limited amounts. Avoid highly-reflective materials that will be difficult to read.
- **Invest in high quality sign materials**
  Good craftsmanship will pay off in longer service for your sign, and will convey a stronger image to the public. Select high quality materials: signs are exposed to extreme weather conditions and a deteriorating sign presents a poor image to customers. Use a custom design that portrays your business as being unique. Mass-produced signs, especially rectangular plastic panel ones with internal lighting, fail to make a lasting impression.

### 5.5.6 Sign Illumination

- **Indirect light sources are best for signs**
  These focus light on the sign and objects that are on display so the viewer's eye moves comfortably between the two elements. Glare is also minimized.
- **Illuminate signs in such a way as to enhance the overall compositions of the facade**

Signage located along first floor of buildings. (Washington, Missouri)

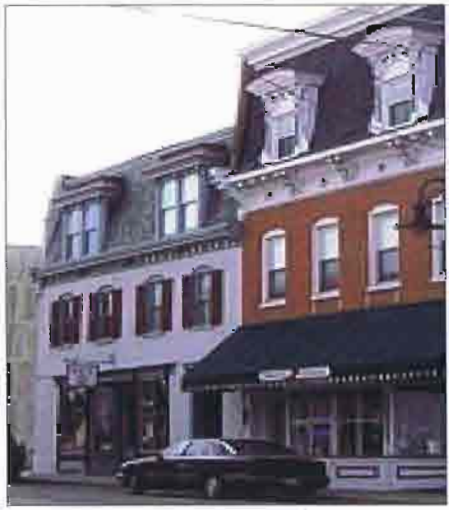
Flush mounted sign over store entrance attracts customers. (Washington, Missouri)

## 5.6 Design Ideas for Color

Use color to your advantage. Some of the most noticeable results are achieved with a fresh paint job. The most effective and economical schemes often start with the natural colors of the building materials themselves as a base, such as the native red of many brick buildings in Washington.

### 5.6.1 Relating to Adjacent Color Schemes

- **Use color schemes that will complement other buildings nearby**
  Look to see if colors used by others in the block may be incorporated in your scheme. This will help to tie in with others in the block. Mix and match colors from several nearby buildings in your color scheme; do not simply copy one building entirely. The natural colors of brick and stone should dominate on the street.



Colors which complement surrounding buildings. (Washington, Missouri)

### 5.6.2 Coordinating the Entire Facade

- **Use color to coordinate façade elements in an overall composition**
  Use only one base color for the majority of the background wall surface. Base colors should be muted earth tones or pastels. Look for built-in features of the facade that can be highlighted with an accent color. Window frames, sills, moldings and cornices are potential elements to emphasize with a contrasting color.

### 5.6.3 Using Accent Colors

- **Reserve bright colors for accents only**
  Use bright colors only in small amounts. Place them at the first floor level to direct the customer's eyes to the business. Consider accent colors for signs, awnings, and entrance doors. Earth tones will hold their color well, as will darker pastels. Check for color stability in ultraviolet light; some colors, such as red, tend to be unstable and will shift in hue over time.

Color used to coordinate overall composition of façade elements. (Washington, Missouri)

## 5.7 Design Ideas for New Buildings

In general, new buildings should be harmonious in form, material, site layout and scale with the established district character.

### 5.7.1 Building Orientation

- **Align the facade of the new buildings with the established set-backs of the area**
  Building fronts typically align at the sidewalk Downtown. This distinguishes the area from suburban auto-oriented businesses and helps provide a pedestrian-friendly environment for shopping.
- **New buildings should appear similar in mass and scale with historic structures in the area**
  Where new building facades will be wider than those found traditionally, subdivide the surface into portions similar in scale to historic facades by varying set-backs, roof forms and materials.

### 5.7.2 Building Form and Scale

- **Use building forms that match those used traditionally**
  Simple rectangular forms are preferred
- **Use roof forms that match those used historically**
  Flat roofs or simple gables are typical

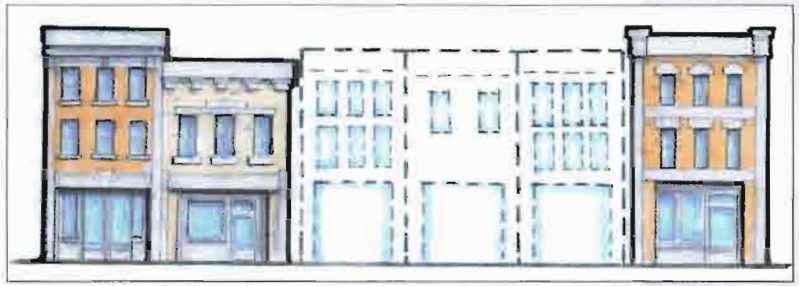
### 5.7.3 Materials

- **Use building materials for all major surfaces that are similar to those employed historically**
  Materials for roofs should be similar in appearance to those used historically. New materials may be used if their appearances are similar to those of historic building materials. Use finishes similar to others in the district.

### 5.7.4 Entrances and Windows

- **Orient the main entrance of the building to the street**
- **Use window sizes and proportions similar to those found traditionally**

New buildings are same in scale and are aligned with sidewalks.



New buildings follow the rhythm of existing buildings.

Adjoining buildings have the same window sizes.
(St. Charles, Missouri)

Washington, Missouri

## 5.8 Site Design Ideas

These design ideas apply to new buildings , although they also are useful in rehab projects.

### 5.8.1 Building SetBacks

- **Maintain the alignment of the buildings at the sidewalk edge**
  Exceptions are residential buildings, where front yard setbacks are generally appropriate. Where buildings must be set back from the street, provide a landscape buffer to define the property line.

### 5.8.2 Orientation of Building Entrances

- **Orient building entrances to the street**
  Where buildings are set back from the sidewalk, clearly establish a pedestrian path to the street.

### 5.8.3 Plant Beds and Planting

- **Locate plantings to complement building design. and entry paths.**
  Se plantings to soften edges, accent pathways, complement colors within the architecture, and at porch edges focus attention of the customers.

### 5.8.4 Parking Lot Layout Design

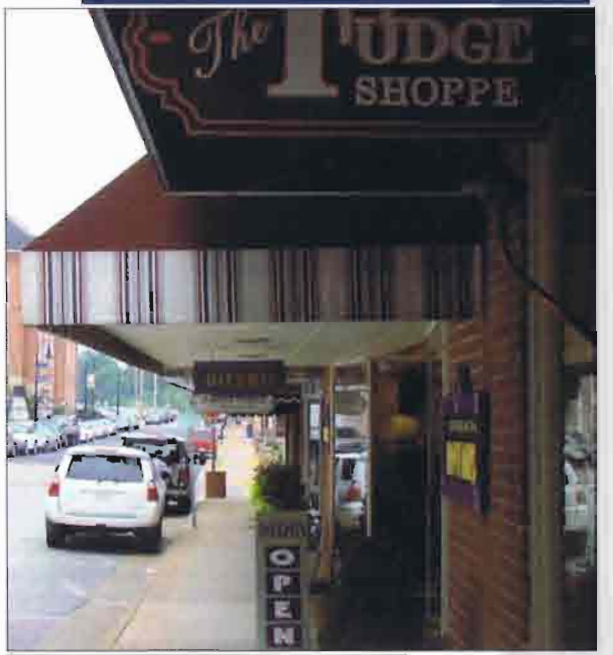
- **Plan parking lots to be sub-divided into small components so that the visual impact of large paved areas is reduced**
  Provide planting buffers at the edges of parking lots. Include islands of plantings in the interior of lots. Side or rear locations are preferred for parking lots.

### 5.8.5 Service Areas and Equipment

- **Screen service equipment and trash containers from public view**
  The visual impact of mechanical and electrical equipment should be minimized. Use colors and materials for trash screens that relate to the building designs.

### 5.8.6 Parking Lot Landscaping

- **Buffer the edges of parking lots with landscaping**
  Provide plantings along inside edges as well as the sidewalk.




Maintain the building alignment for uniform sidewalk edge.
(Washington, Missouri)

Buffer parking lot edges with landscaping.
(Washington, Missouri)

## Maintenance Tips

In addition to the design improvements you plan, include these basic maintenance tasks:

### 5.9.1 Streets and Alleys

- Clear debris from sidewalks and alleys, especially where site drainage may be affected.

### 5.9.2 Upper Story Windows

- Wash upper story windows.
- Clear debris from inside upper story windows. This will improve appearances.
- Repair shades or curtains in upper story windows or replace with new.
- Re-glaze loose glass. This will reduce air leaks.
- Install weather stripping. This will enhance energy conservation significantly.

### 5.9.3 Storefronts

- Wash display windows.
- Repair damaged kick plates.
- Re-caulk display windows to reduce air infiltration.
- Install weather stripping around doors.

### 5.9.4 Roofs

- Clear debris from gutters and downspouts to prevent back up.
- Patch leaks in the roof. This should be a high priority.
- Repoint eroded mortar in the parapet wall. Use an appropriate mortar mix.
- Re-solder downspout connections, to prevent water leaking out onto walls.
- Connect downspouts into underground sewers. Do not allow water to run out at the foundation of the building.

### 5.9.5 Awnings and Canopies

- Repair leaking downspouts for metal canopies.
- Replace worn fabric awnings.
- Re-secure loose awning hardware.
- Wash fabric awnings regularly; this will help extend the life of the fabric. Spray with water from the underside first to lift dirt particles, then rinse off.

### 5.9.6 Signs

- Re-secure sign mounts to the building front.
- Repaint faded graphics.
- Repair worn wiring.
- Replace burned out bulbs.
- Remove outdated signs.

### 5.9.7 Energy Conservation

Generally older glass has dried and shrunken glazing compound around it, which allows air to leak around the glass. The best strategy is to re-glaze existing glass. Upstairs, you may also consider installing storm windows. Be certain the frame styles of the storm windows match those of the original windows.

Follow these steps:

- Re-glaze all loose glass.
- Weather-strip doors and windows.
- Install destratification fans to circulate air.
- Install insulation in the attic.
- Consider installing insulation in the crawl space or basement.

You may also wish to consider using insulated shutters on upper story windows in wintertime. This is especially effective where space is now used for storage. The shutter surface also provides space for an additional color accent.

# 6.0 APPENDIX

## Glossary of Architectural Terms

BASE: The lowest part of a building; the lowest part of a column.

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

CAP: The top member of a column or pilaster.

CLERESTORY: An upper zone of wall pierced with windows that admit light into a large room.

CONTEXT: The surrounding environment of a building or site, including other structures, site features, landscape and streets.

COPING: A capping to a wall or parapet.

CORBEL: A bracket of stone, wood or metal projecting from the side of a wall and serving to support a cornice, the spring of an arch, a balustrade or other element.

CORNICE: A projecting ornamental molding that crowns the top of a building.

DORMER: A window set upright in a sloping roof; the roofed projection in which this window is set.

ELEVATION: A "head-on" drawing of a building facade or object, without any allowance for perspective. An elevation drawing will be in a fixed proportion to the measurement on the actual building.

FACADE: A face of a building, usually the front.

FASCIA: A horizontal band of vertical face trim.

FREESTANDING SIGN: A detached sign which is supported by one or more columns, uprights or braces extended from the ground or from an object on the ground; or a detached sign which is erected on the ground.

GABLE: The triangular wall enclosed by the sloping ends of a ridged roof.

HOOD MOLDING: A projecting molding around the top of a doorway or window to deflect the rain.

INDIRECT LIGHTING: Light only from a concealed light source outside the sign face which reflects from the sign face.

INTERNAL ILLUMINATION: A light from a source concealed or contained within the sign which becomes visible through a translucent surface.

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

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

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

LINTEL: A horizontal beam spanning an opening.

LUMINAIRE: A lighting unit or the housing for a light bulb used for exterior lighting.

MOLDING: A shaped strip of wood, metal, brick, etc., usually mounted horizontally, and used as ornament on the surface of a structure.

MOTIF: An element in a composition, a principal repeated element in design.

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

PARAPET: Either the edge of the roof or the top of a wall which forms the top line of the building silhouette. When a building has several roof levels, the roof or parapet shall be the one belonging to that portion of the building where the sign is located.

PRESERVE: To keep in perfect or unaltered condition. Preservation usually includes the overall form of the building, its structural system and finishes, as well as any decorative details. Landscaping materials may also be preserved. Note that preservation of a structure may include keeping alterations and additions that have become important.

RECONSTRUCT: To create again. A building, room or detail may be reproduced in exact detail and appearance as it once existed. Accurate reconstruction requires good evidence of the original design. One approach to construction includes using the same construction methods as were used originally, whereas a second approach allows the use of substitute methods and materials as long as they achieve the same visual effect as the original.

REHABILITATE: To return to useful life. Rehabilitation is the process of returning a property to a state of utility, through repair or alteration. This makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural and cultural values.

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

RESTORE: To bring back to a previous condition. In a restoration an earlier appearance of the building is recreated, both in form and detail. Original elements that have been covered are exposed and missing pieces replaced with new ones that match the original.

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

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

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

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

TERRA COTTA: A decoratively molded ceramic material, often glazed, used as a facing for buildings or as an inset ornament.

TRANSOM: A horizontal cross bar in a window, over a door or between a door and the window above it. Also refers to a window above a door, or other window built and often hinged to a transom.

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