

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

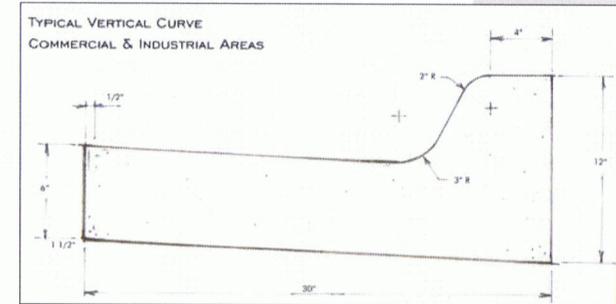
- Overhead electrical and telephone lines may pose a visual distraction from the overall unity of Downtown. Although costly, relocation of overhead utilities should be considered, especially with each new development/redevelopment project.
- Curbs should be in good repair and made of consistent material. 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.

2.3 ADA Accessibility

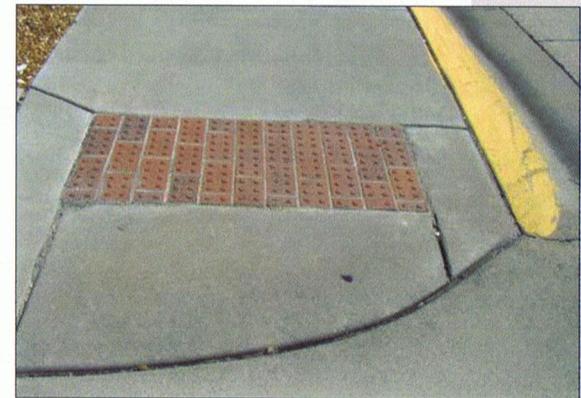
Accessibility on public sidewalks is required by law, as per the Americans with Disabilities Act. Without the required curb ramps, sidewalk travel in urban areas is dangerous, difficult, and in some cases impossible for people who use wheelchairs, scooters, and other mobility aids. Curb ramps allow people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



Detail of a vertical curb.



ADA accessibility in Downtown Washington.

2.4 Pavers

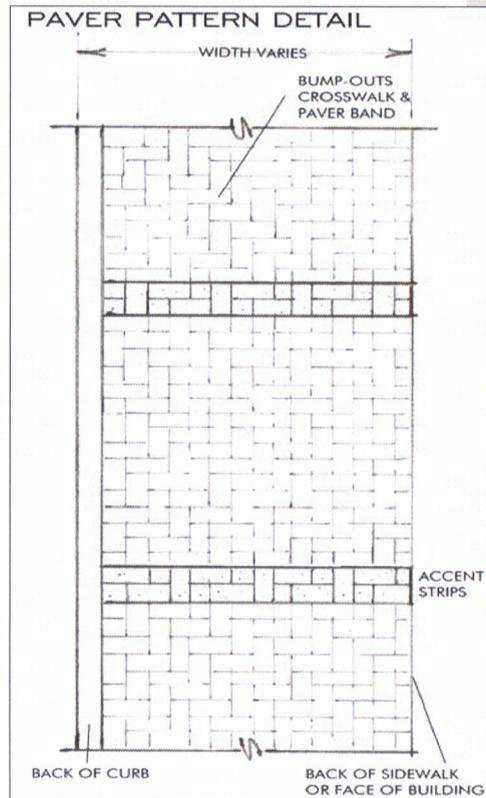
The incorporation of pavers into the crosswalks and walkways of the Jefferson Street streetscape has helped to establish a precedent for their use throughout the Downtown. Some typical guidelines for their use are below.

Paver Pattern Characteristics

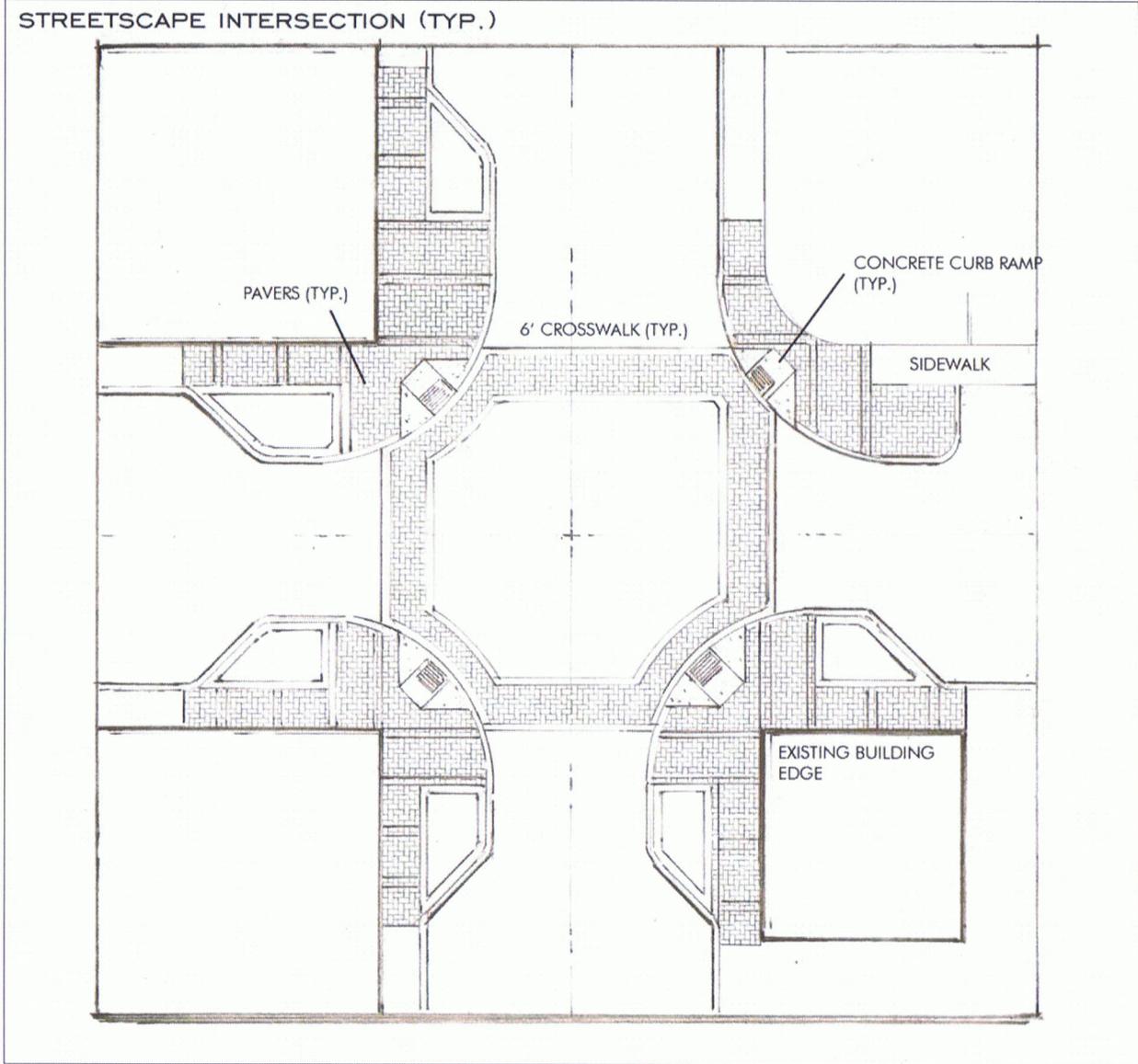
- Pavers shall be Holland Stone, Herringbone style (manufactured by Pavestone, or approved equal).
- Pavers shall be River Red (or approved equal) for bump-outs, paver bands and crosswalks.
- Pavers shall be set in a herringbone pattern for sidewalks.
- Accent Strips shall be Sand Stone (or approved 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.



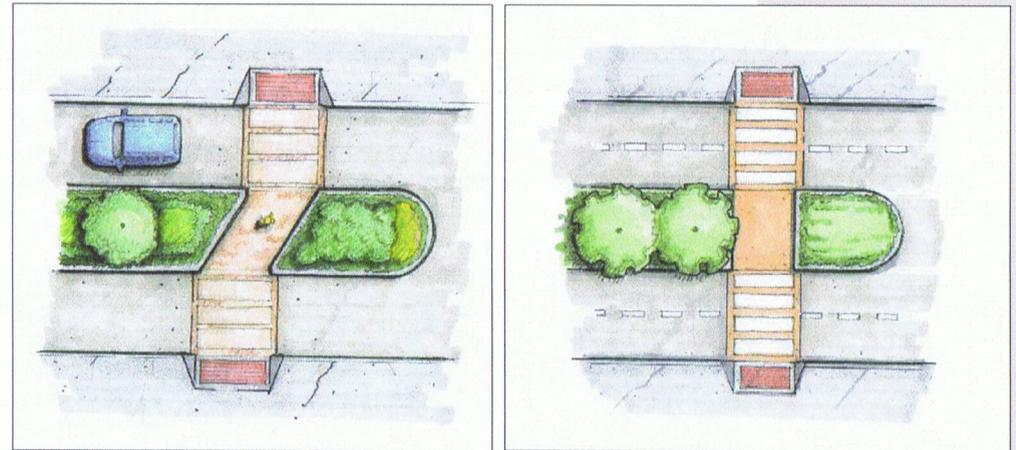
Detail of paver pattern for typical sidewalks of the Downtown Washington Streetscape.



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.



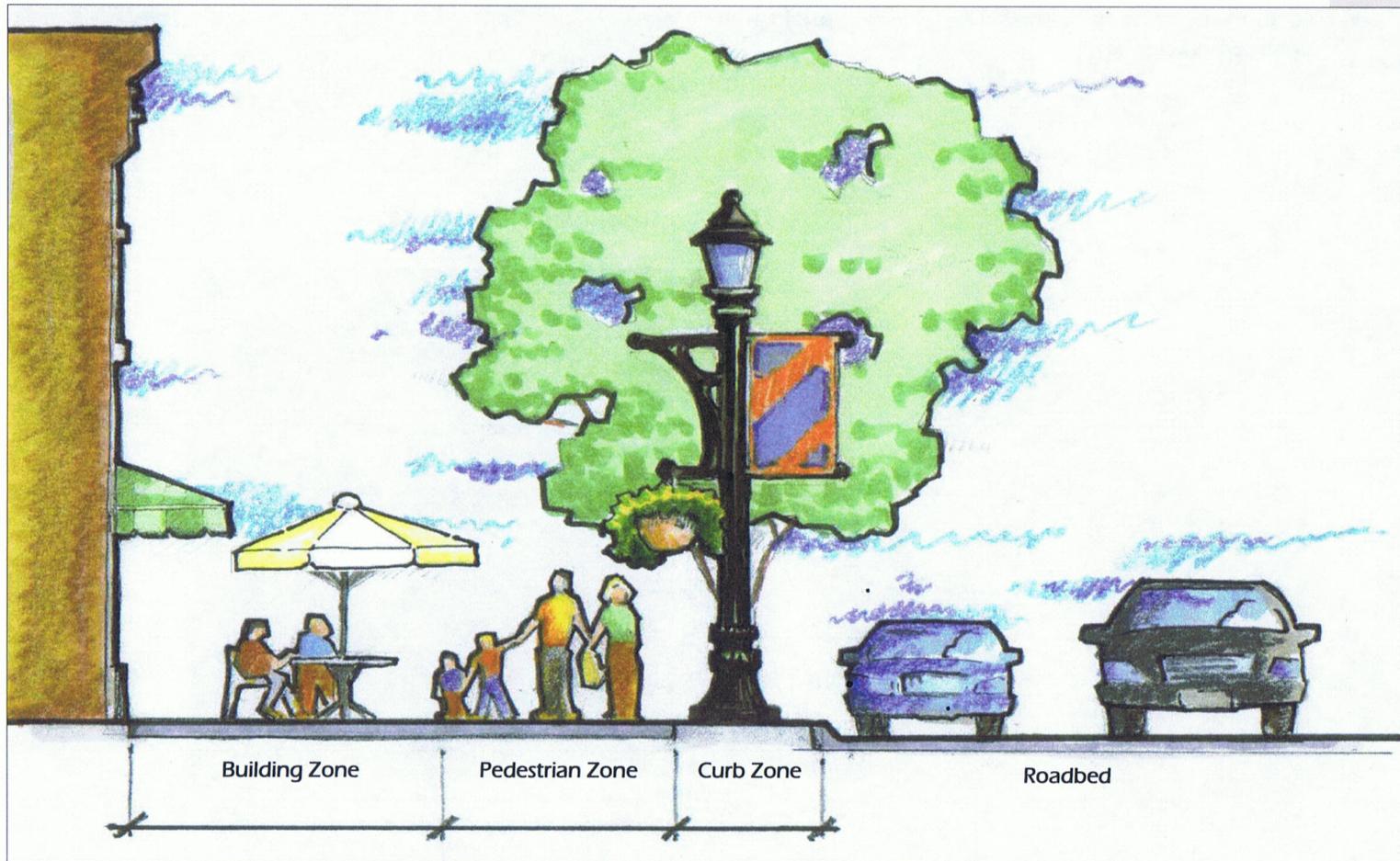
Suggestions for crosswalk alignment and designation.



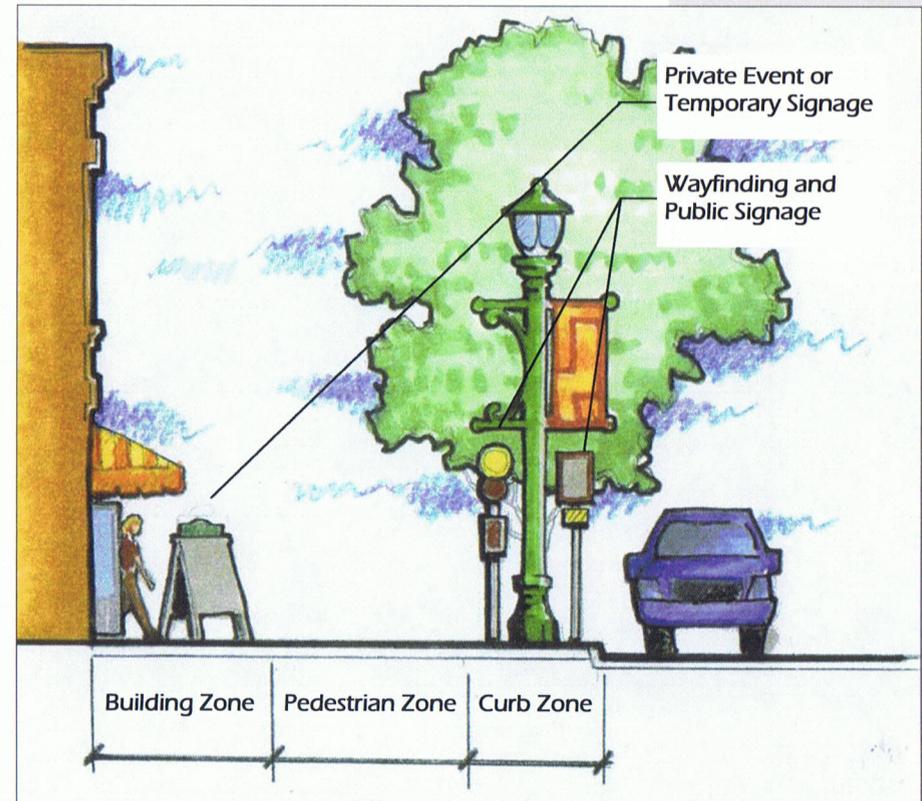
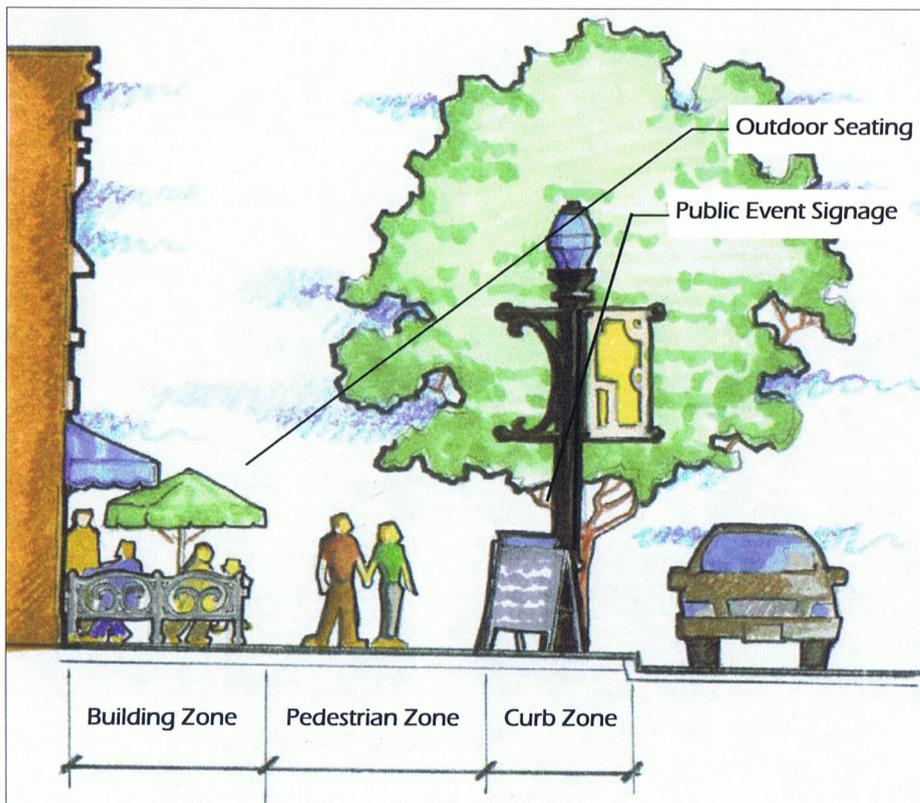
Existing sidewalks on Jefferson Street.
(Washington, Missouri.)

Sidewalk Zones

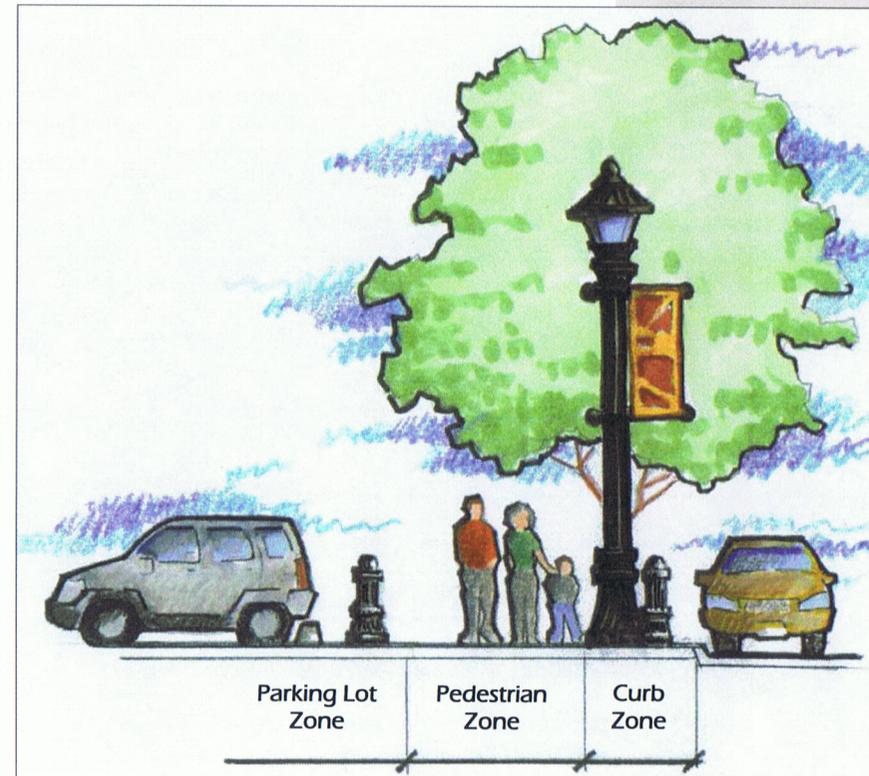
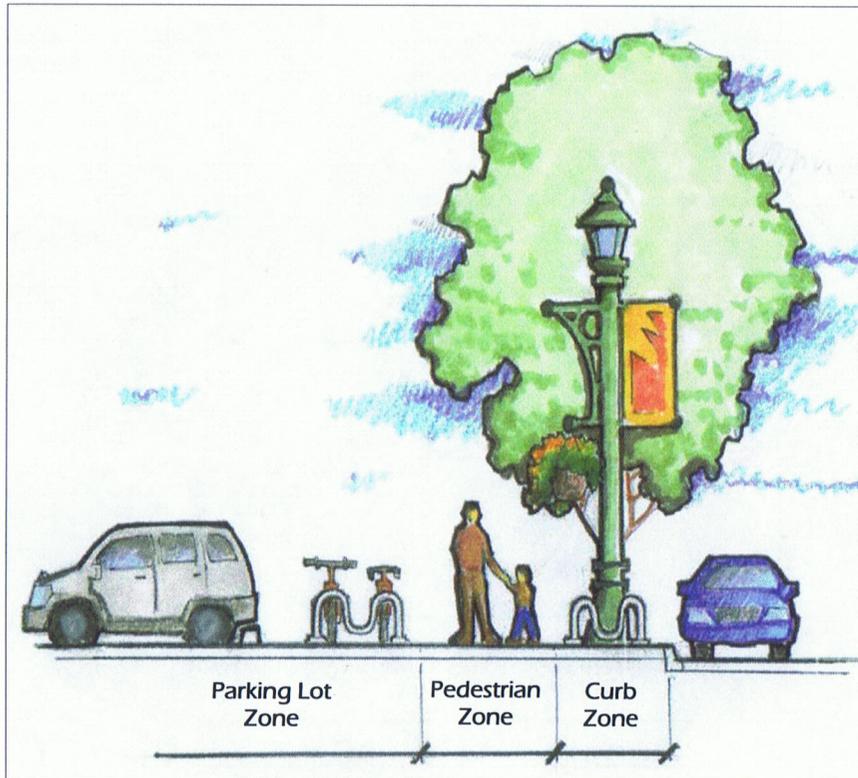
- Appropriate zones in front of a building should be maintained. The Building Zone, Pedestrian Zone, and Curb Zone have unique characteristics regulated to ensure that private elements do not adversely impact public improvements. These are important aspects of the streetscape plan to be discussed later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



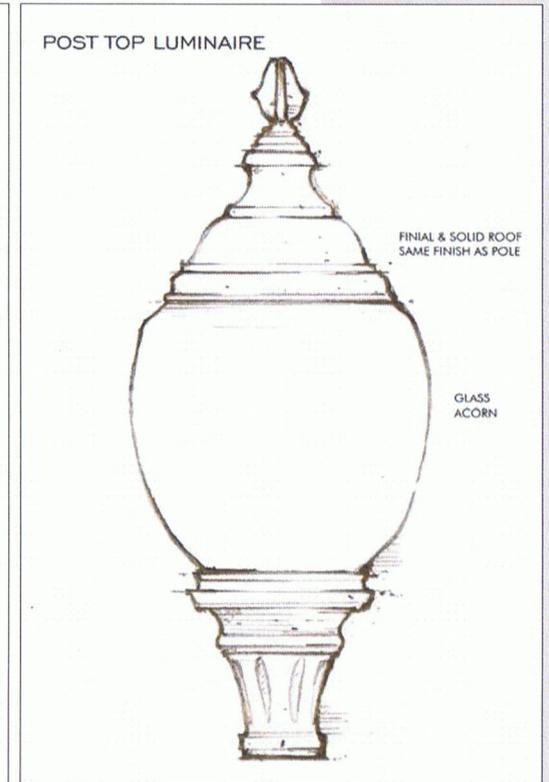
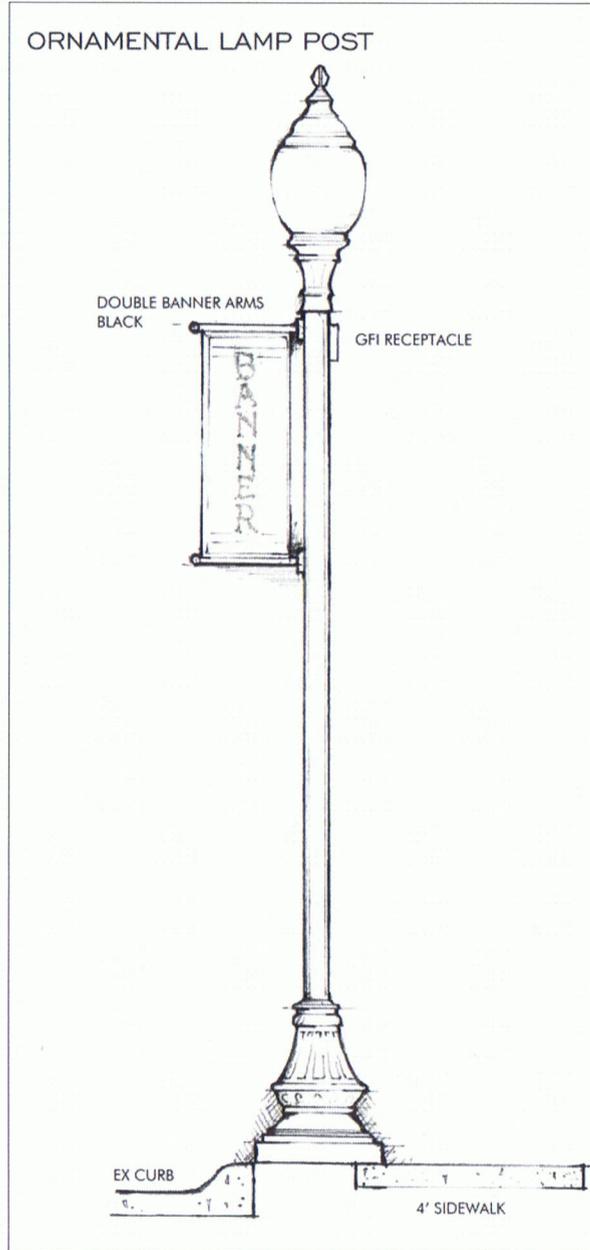
- Items such as bicycle racks, bollards, and benches can add functional elements to the streetscape.
- Businesses should consider providing and maintaining such elements within their Building or Parking Lot Zones to enhance service to their patrons.



Sternberg Light Standard



Sternberg Light Standard
(Washington, Missouri)



Sternberg Light Standard typical detail.

2.6 Lighting

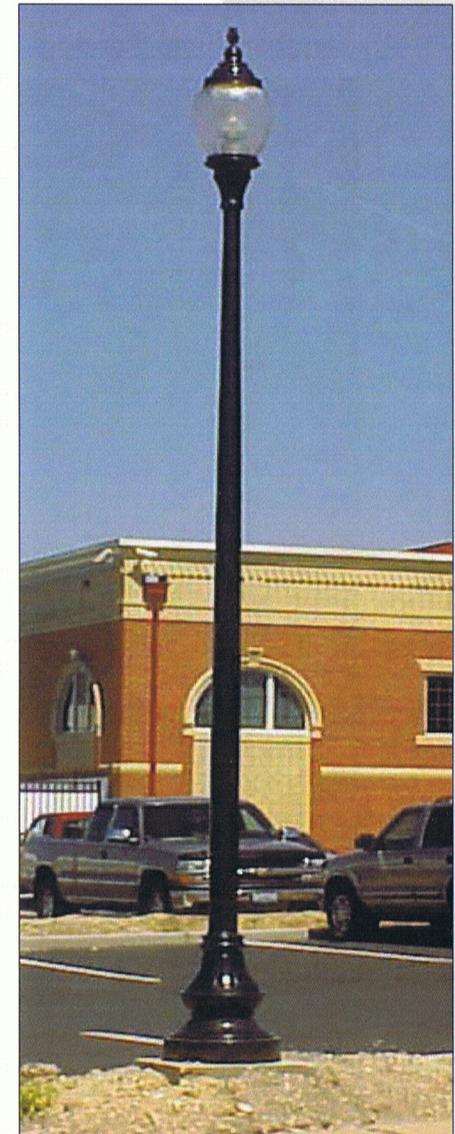
Streetscape lighting should enhance the pedestrian experience and nighttime image of Downtown.

- 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):

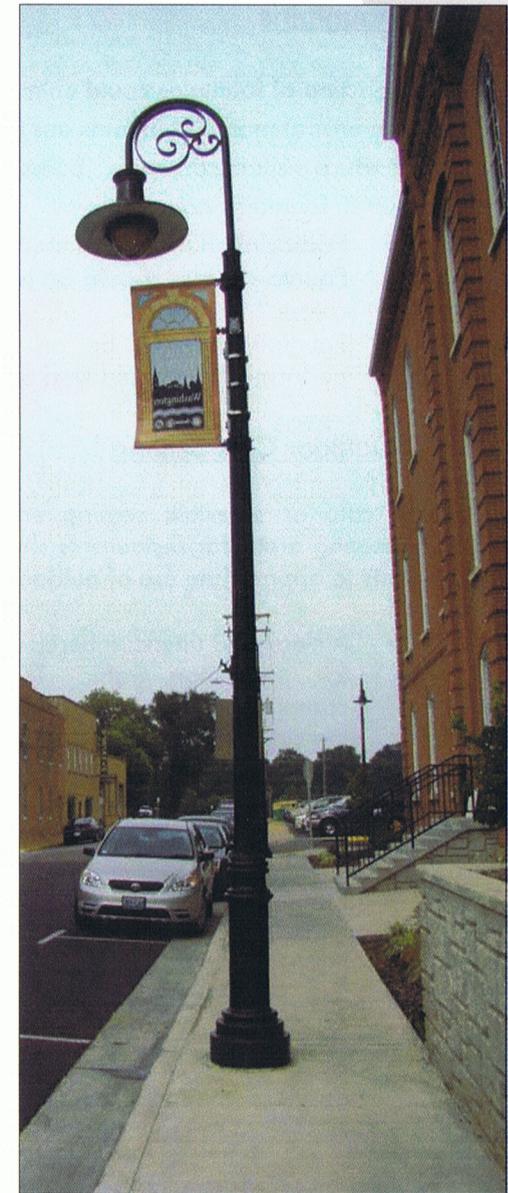
- The Sternberg Lights are to be used throughout Downtown except on Front Street and the Riverfront area.
- Lamp 175 MH/Med—Single Fixture pole light.
- Electronic ballast/pole mounting.
- Sternberg # A840SR/508PT/T414/5200/175MH.
- GFI receptacle required on each pole.
- 14' clearance to bottom of banner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

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.

Washington, Missouri



Existing fountain in downtown
Washington.
(Washington, Missouri)



Interactive fountain with pedestrians
(St. Louis, Missouri)



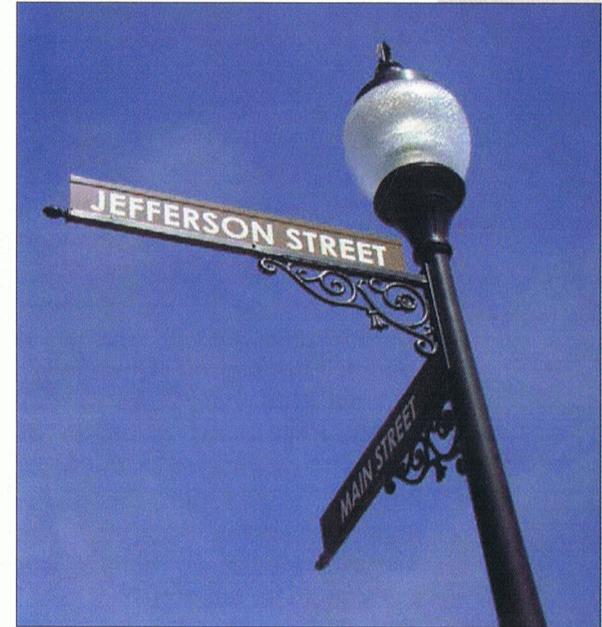
Outdoor café seating.
(University City, Missouri)

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:

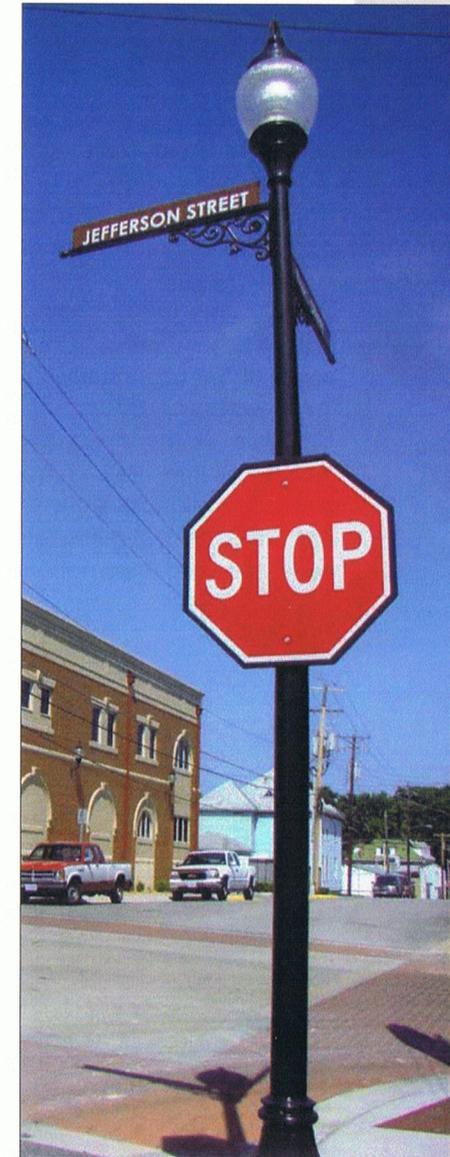
- Street name signs should be chosen and installed that are distinctively different from the street name signs located in other areas of the community. This will reinforce a feeling of place in the Downtown.
- The style of the street name and street address signs should match completely or complement 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.

Washington, Missouri



Enhanced street name signs.
(Washington, Missouri)

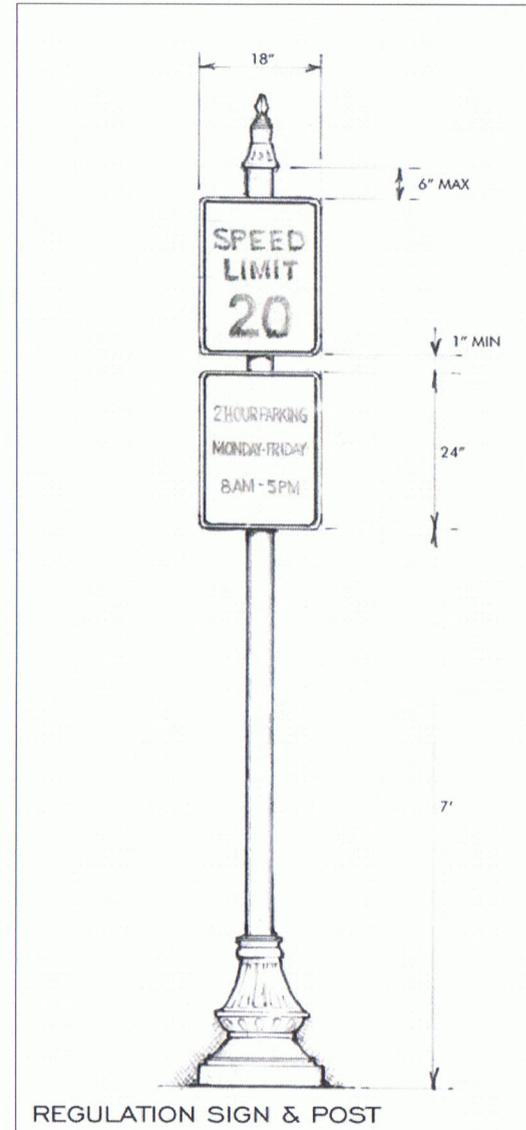
- Banners and other temporary signs should be allowed, but restricted as to size, prevalence, and length of display.
- Seasonal banners or decorations approved by the City can create festive streets.
- Banners can add a sense of civic identity while providing information about upcoming events or festivals.
- 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.



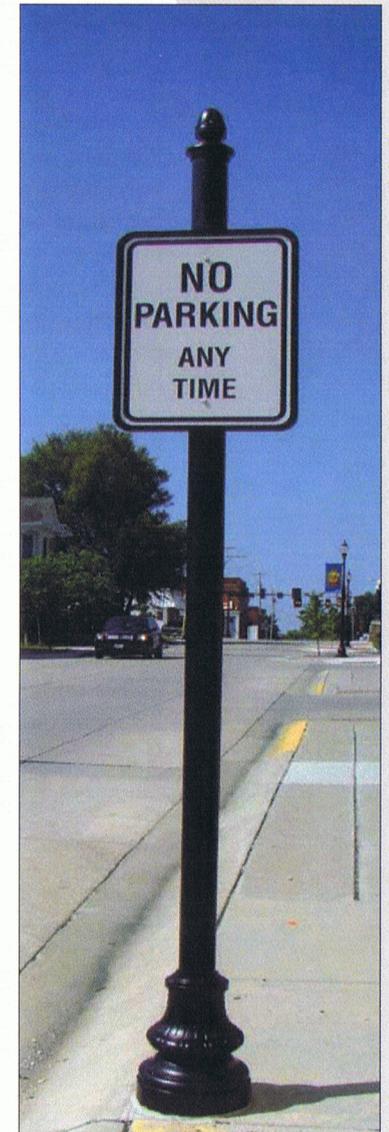
Existing stop sign on ornamental post.
(Washington, Missouri)

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.



Detail of regulation signs on single post.



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

2.11 Site Furnishings

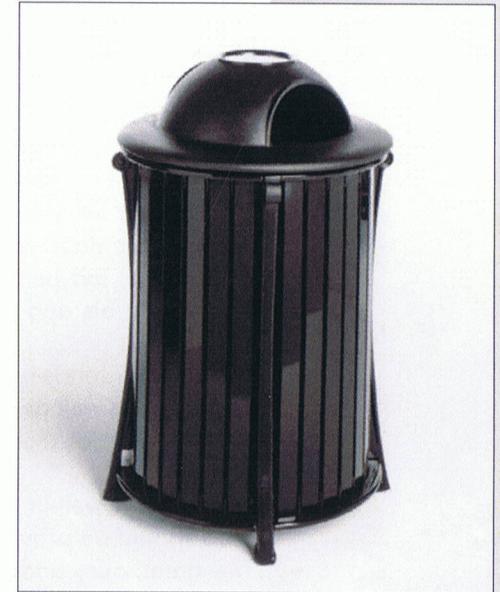
- Benches within the streetscape encourage social interaction, contributing to a successful Downtown.
- Planters and window boxes provide color and can be a volunteer opportunity if maintained by a local club or organization.
- Public art and sculpture add to the identity of Downtown.
- Litter receptacles 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.

Bench

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



Streetscape Litter Receptacle

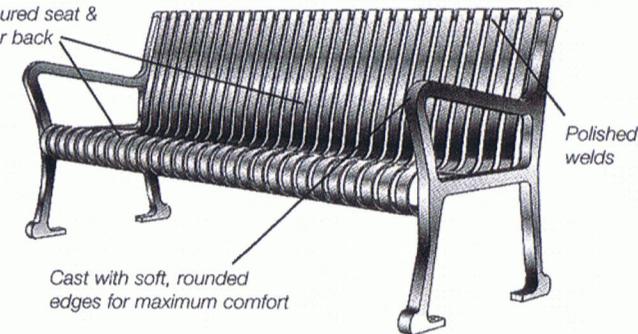
Glacier WB-702

One-piece ergonomic bench.

1" x .250" extruded and rolled seat ribs with curved back rest.

Width 26", back height 33".

Contoured seat & lumbar back



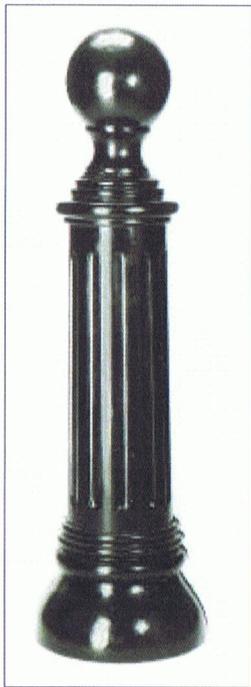
Polished welds

Cast with soft, rounded edges for maximum comfort

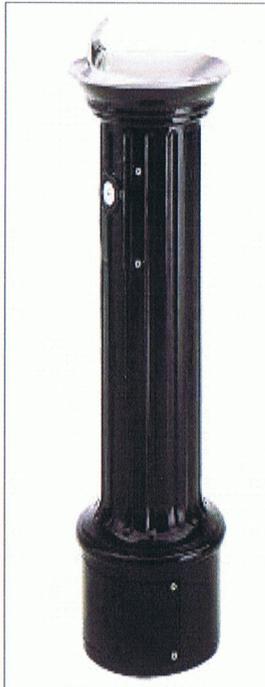
Streetscape Bench

Plastic Tree Grate

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



Bollard



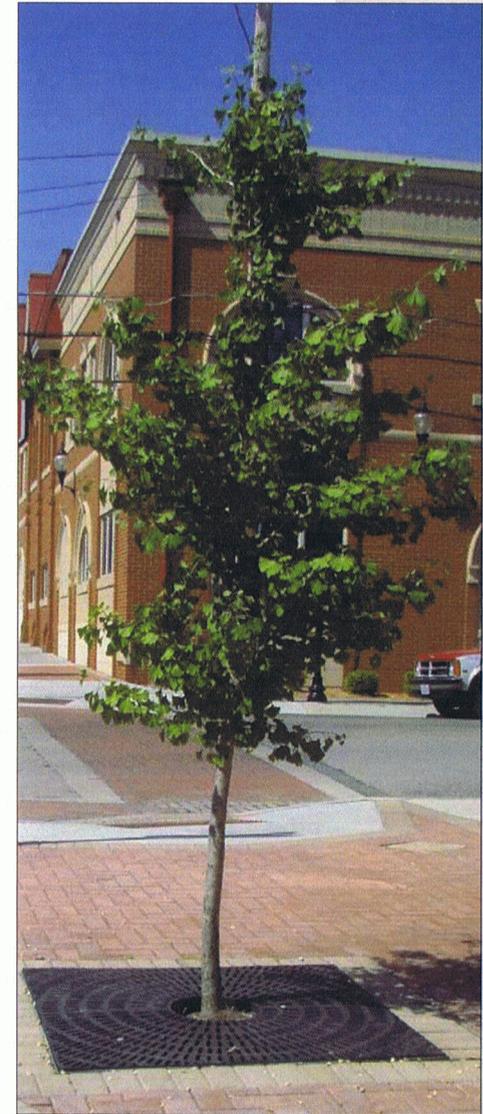
Water Fountain



Tree Grate



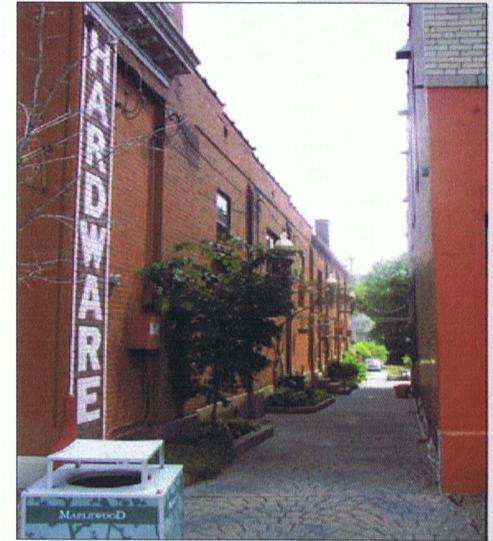
Planter



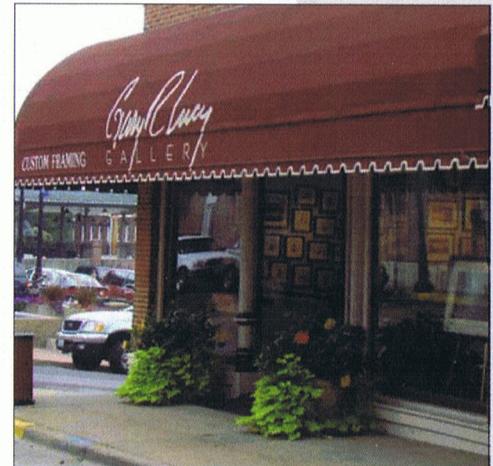
Existing street tree and tree grate on Jefferson Street in Downtown Washington. (Washington, Missouri)

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)

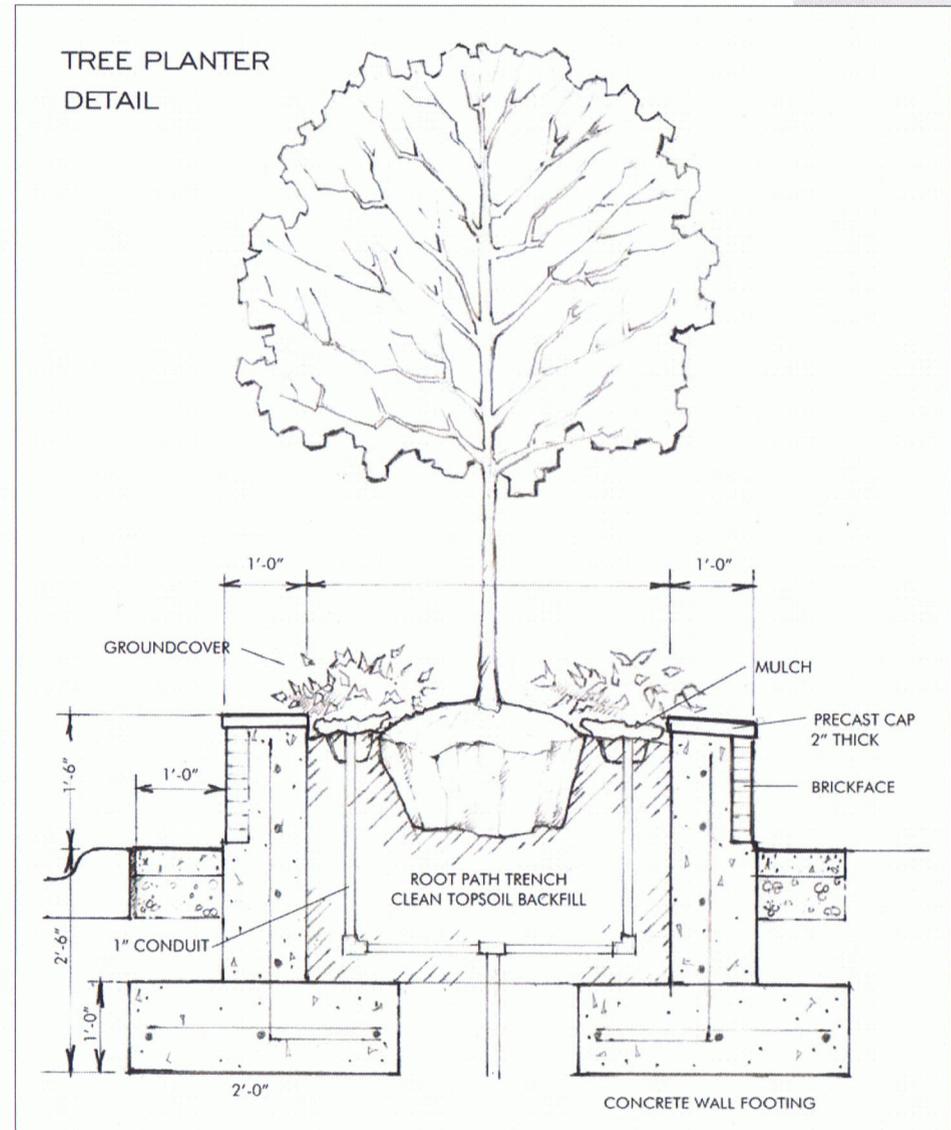


Containers with seasonal
landscape plantings.
(Washington, Missouri)

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.

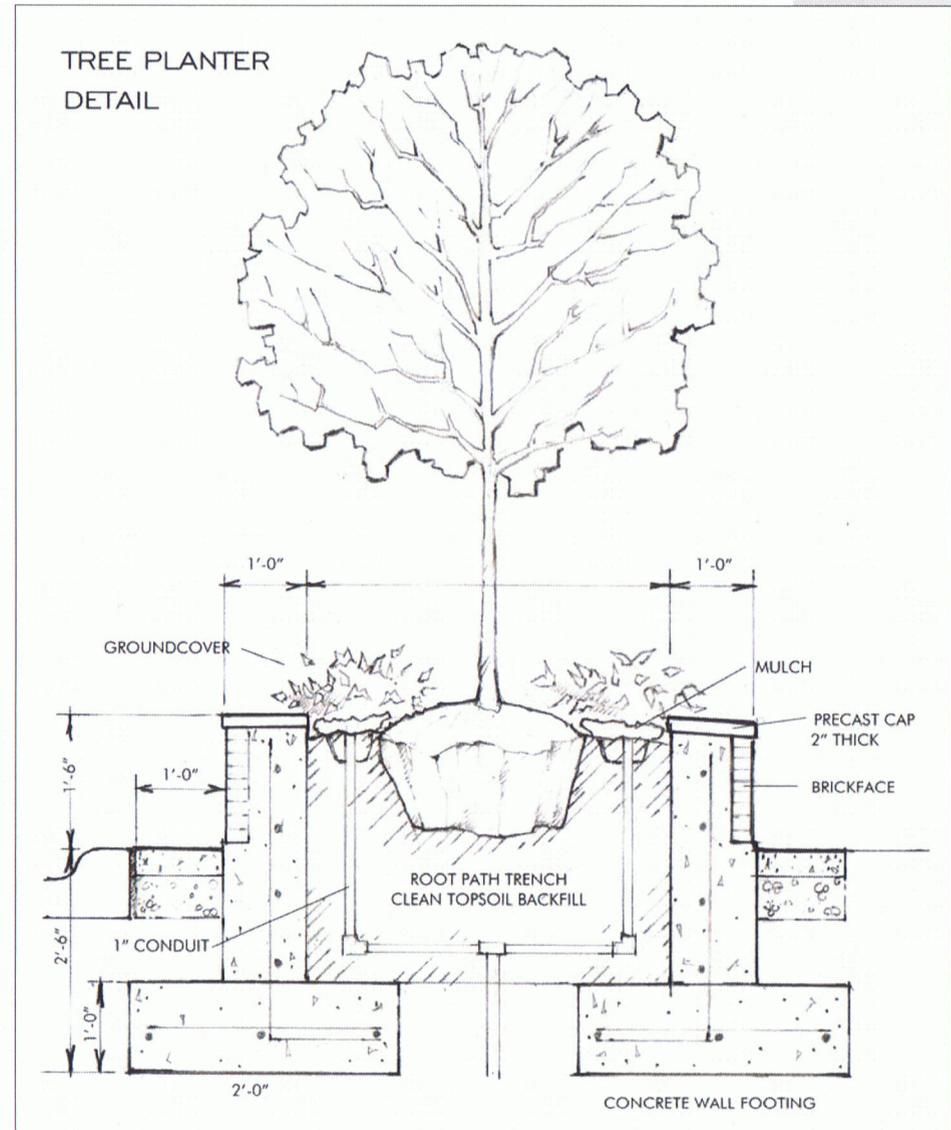


Detail of typical tree planter of the Downtown Washington Streetscape.

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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