



DOWNTOWN DESIGN GUIDELINES

2019

2019 UPDATE

In 2007, Maryville was designated as a Downtown Revitalization & Economic Assistance for Missouri (DREAM) community by Governor Matt Blunt. The DREAM initiative was designed to support the revitalization and economic development of downtown areas in small- and medium-sized communities throughout Missouri by providing funding and technical planning assistance.

PGAV Urban Consulting spent the better part of two years obtaining public input and developing a downtown strategic plan for Maryville. As a part of the plan, building design guidelines were created as conceptual planning recommendations to recapture the characteristics of existing buildings and guide new development.

With a re-energized focus on downtown revitalization, the City of Maryville and the Maryville Downtown Improvement Organization (MDIO) have partnered to complete this 2019 update to the Downtown Design Guidelines.

DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR MISSOURI (DREAM) PROGRAM SPONSORS:



PLANNING CONSULTANT

PGAVURBANCONSULTING



DOWNTOWN
DESIGN
GUIDELINES

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1.0 INTRODUCTION

1.1 History and Heritage of Maryville, Missouri

Maryville is the county seat of Nodaway County and is located in northwest Missouri, approximately 20 miles south of the Iowa border. The City is centered between Omaha, Nebraska, and Des Moines, Iowa, and Kansas City, Missouri and has a current population of almost 12,000 people.

The City was organized on February 14, 1845 and named for Mary Graham, wife of then County Clerk Amos Graham. Initially a trade center for early settlers, in 1905 it became the home of Northwest Missouri State University. Maryville remains anchored by the University, which has a current enrollment of approximately 7,000 students.

Downtown Maryville is the center of government. City Hall, the Nodaway County Courthouse, County Administration Building, and other County offices are located downtown. The historic Nodaway County Courthouse is located on the downtown square. Downtown has a variety of retail businesses, offices, services, and residential uses. Most of the buildings in the area are multi-story brick construction. Some infill development has occurred however much of the upper floor space is unoccupied.



Nodaway County Courthouse

1.2 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. In the intervening years, subtle, and not so subtle, changes took place that had a cumulative effect on the entire architectural environment. Original glass storefronts were replaced with smaller, economical windows and entrances. Upper facade windows were removed or completely covered. Building cornices and ornaments were eliminated in an attempt to “clean-up” the old looking façade. Historic character and qualities were replaced with new and featureless materials and design. In some cases, entire buildings have been demolished and replaced with new buildings that fail to account for the rhythm and scale of the surrounding buildings and street. The public elements of the streetscape were not spared either. Historic light poles and fixtures were replaced with out-of-scale “cobra-head” fixtures and poles. These changes have accumulated over the years and the sense of the main street community space was lost.

Often a central feature found in many downtowns, the county courthouse serves as a hub of activity. Maryville has other activity generators in, or near downtown. The Maryville Public Library, Franklin Park, Northwest Missouri State University, U.S. Post Office, Eugene Field Elementary School, several churches, apartment buildings, and businesses all contribute to downtown activity. Main Street serves as a commercial corridor, but commercial uses can be found throughout the DREAM area.

Infill development has occurred, however, not always with a positive impact. Some of the infill and demolition of historic buildings has resulted in a loss of architectural character. Fortunately, many significant historic buildings remain that can be complemented and protected by implementing design guidelines. The previous planning document developed by the DREAM Initiative in 2009 suggested voluntary building design guidelines and some specific code changes. However, the DREAM plan was not formally adopted.

1.3 Purpose of this Document

This document represents planning recommendations for the City of Maryville to consider regarding future policy and procedural decisions. This document will help to recapture the characteristics of existing buildings and provide property owners guidance for redevelopment efforts. The concepts expressed are focused primarily on commercial buildings in the DREAM Study Area, although some residential considerations are discussed.

Section 2.0 describes, generally, design guidelines for Downtown commercial buildings and includes examples of both good and poor building treatments.

Section 3.0 provides specific Maryville building design illustrations along with notations of building improvements. The two block area noted in this section was chosen in 2009 by Maryville leaders after several meetings were initiated that included elected officials, City staff, downtown businesses and property owners, residents, and the general public. The blocks chosen are on the west and north side of the Courthouse Square.

Section 4.0 describes general steps and implementation recommendations that the City can follow to establish building design guidelines.

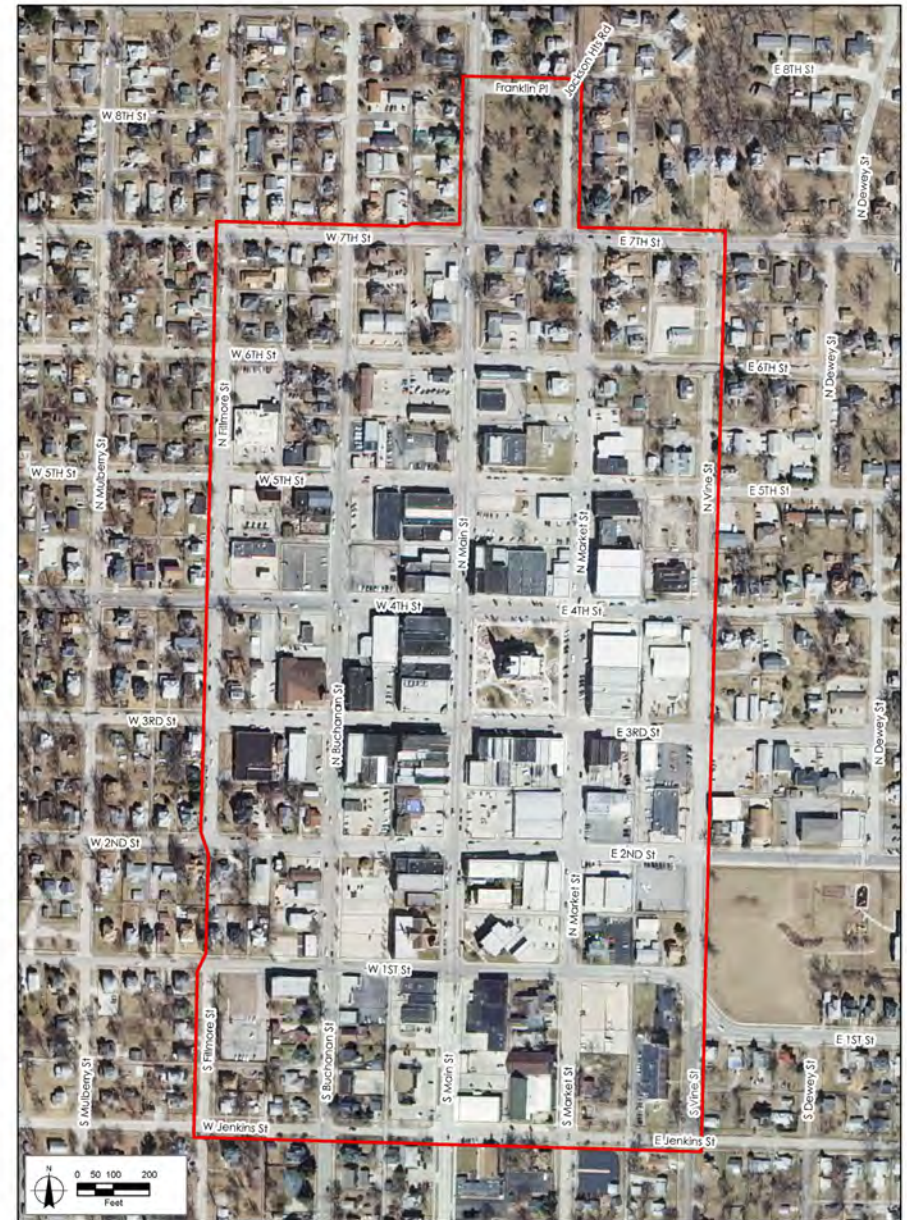
Section 5.0 notes other downtown design elements. The Maryville DREAM scope of services did not include a complete streetscape design task as the existing streetscape in downtown and along 4th Street Corridor should be used as a guide. The purpose of this section is to provide downtown leadership general guidance for future streetscape considerations.

Appendix provides detailed information relative to downtown, such as a Glossary of Terms.

1.4 Plan Area

Downtown Maryville is generally identified by the courthouse square and the surrounding several blocks that share common characteristics. These similarities include building age, architecture, parking design, and a shared micro-economy. The area is predominately zoned commercial and has a high density of retail and service oriented businesses. Downtown Maryville is also the hub for governmental services with several buildings having public/institutional uses. Towards the outer edges of the district, many older single-family residential structures have been converted to more dense rental units. With shared characteristics and a vested interest in the success of the district, redevelopment projects are advised to follow the recommendations included in this plan.

The Downtown Design Guidelines official plan boundaries were developed through the DREAM initiative from 2009-2012. This area is bounded on the west by Fillmore Street, on the south by Jenkins Street, on the east by Vine Street and on the north by 7th Street. On the northern end, Franklin Park is formally included in the district to provide additional green space and close-proximity to recreation.



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2.0 BUILDING DESIGN GUIDELINES

2.1 Background and Intent of Guidelines

Maryville has many strong attributes upon which to build. Beginning with the original architecture on several downtown storefronts, and with the introduction of new buildings and structures into the fabric of downtown, all elements should have a similar look and feel, establishing a composition or design “theme”.

As property owners seek to invest in their buildings, they should be encouraged to seek professional guidance for rehabilitation or construction activities. Historic building rehabilitations should adhere to the *Secretary of the Interior’s Standards for Rehabilitation*. The Standards and various Preservation Briefs can be found at the National Park Service website; www.nps.gov

Encouragement for compliance can come in the form of incentive programs, including state and federal historic tax credits. Property owners interested in applying for historic tax credits should contact the Missouri State Historic Preservation Office; www.dnr.mo.gov/shpo/

The façade design guidelines noted in the CCR and DREAM documents were not mandatory. The guidelines discussed major components of buildings including awnings, signage, lighting, materials, & entrances.

This document considers the voluntary guidelines from the CCR and DREAM initiatives and combines them with sound planning practices in greater detail. The resulting recommendations in this report provide a basis for Maryville officials and staff to make policy decisions that advance good design in the downtown area.

The vitality of downtown rests with a respect of the context and character of the architecture. This character possessed a rhythm in the materials,

massing, and presence along downtown streets. The architectural character helped to define downtown prior to its deterioration. The intent is not to create an exact copy of the historic past, but to work within the existing fabric of downtown buildings to provide complementary rehabilitations. The City must develop a sensible approach to the renewal of buildings including; the removal of undesired materials, adherence to the design guidelines, and firm and fair enforcement of the City building and maintenance codes.

The conceptual guidelines indicated herein are intended to be a base upon which the City government will launch an effort to establish specific guidelines throughout the DREAM boundary through Planning and Zoning. These concepts are recommended to allow flexibility for property owners while moving their rehabilitation efforts in a more consistent direction with good design principles.

Design guidelines can have a positive economic effect on downtown by enhancing and protecting property values, promoting heritage tourism, and reinforcing the City's identity and marketability. Investment in historic neighborhoods and commercial areas has increased significantly in recent decades resulting in the stabilization and enhancement of property values.

Building façades, along with the public sidewalks and streets, make up the outdoor living room of Downtown Maryville. This space is at the center of the community and should be alive with activities and events. As such, the responsibility of proper redevelopment falls not just on the individual property owners and the City, but the community of Maryville residents. Individual building façades are owned and maintained by property owners. Street improvements, utilities and sidewalks are the responsibility of the City. But the residents will bring the area to life and need encouragement to view downtown as a place where they want to shop, eat, visit, and meet. In Maryville, this also includes the University population of about 7,000 students.



4th Street monument sign

2.2 Downtown Fabric of Buildings

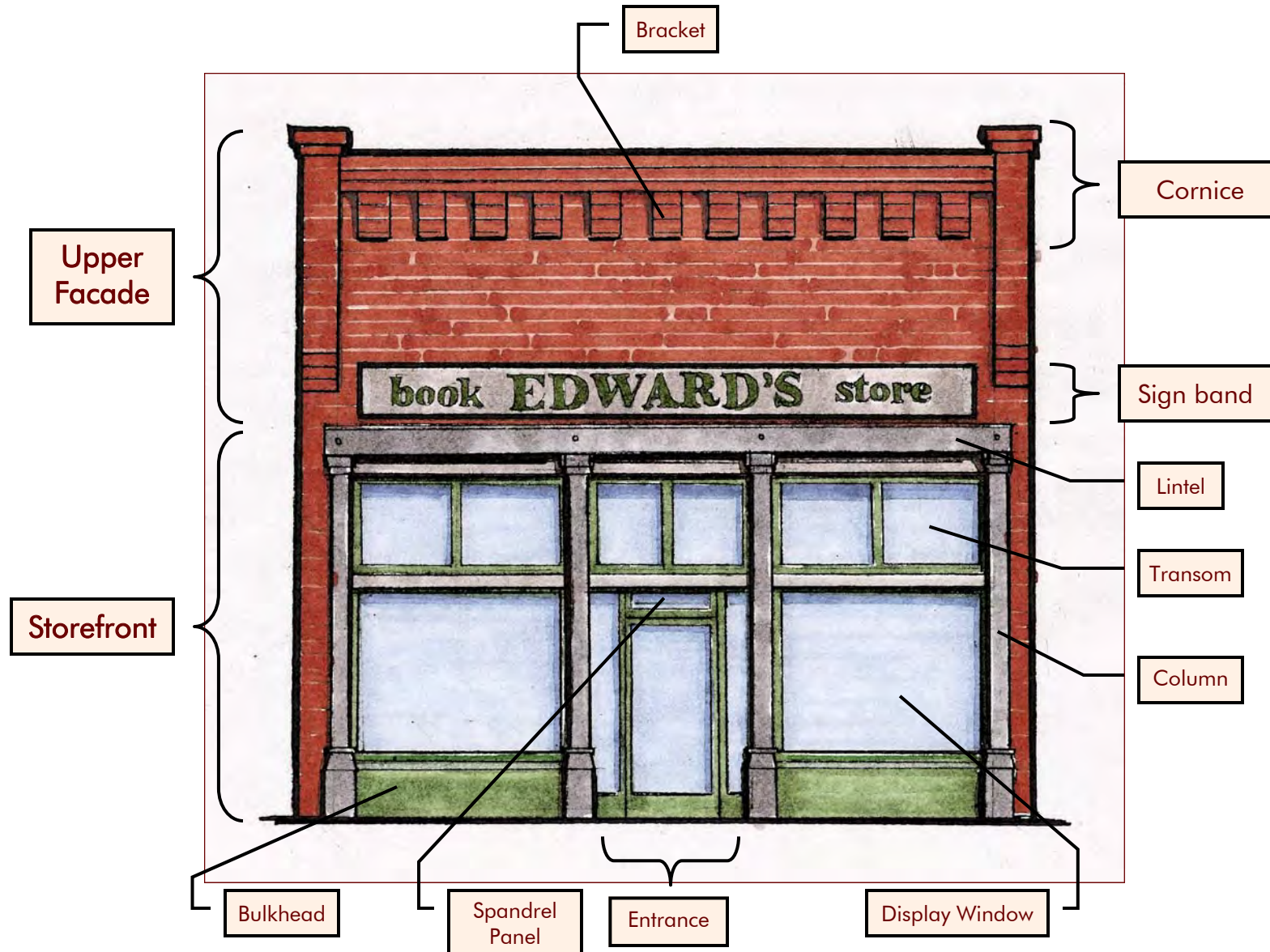
While these conceptual guidelines are written for Downtown Maryville, the recommendations are sound advice that might be applicable elsewhere in the community. These guidelines are written for commercial areas, although some residential considerations are discussed in **Section 2.6**. The principles to be addressed, in many cases, can be altered and adapted to apply to the entire City or a specific neighborhood, but care should be taken that downtown remains unique in character.

To successfully support the revitalization of Downtown Maryville, property owners, City staff, elected officials, and other community organizations will need to make a long-term commitment to an overall unifying theme, feel, and sense of atmosphere. This process takes time. This will be an ongoing effort that will evolve, pick-up speed, slow down, be applauded, and be criticized. The one constant should be the desire to adjust downtown to an atmosphere that is attractive to Maryville residents and its visitors.

In the overall “fabric of downtown” there will be 3 types of structures; those that contribute, those that detract, and those that do neither. The objective of these design guidelines is to maximize contributing elements and minimize detracting elements.

2.2.1 Building Zones

Improvements to buildings will be discussed in the context of three distinct ‘zones’; the **Storefront**, the **Upper Façade**, and the **Rear Façade**. The elements of the front façade zones are depicted in the diagram on the following page.



2.2.2 Façade Elements

The various elements of a façade must be balanced. Massing, building and floor heights, proportions, roof lines, materials, and setbacks are some critical considerations in new construction. Any future development will be required to implement a design that contributes to the fabric of downtown.

Other features such as architectural details, colors, and cornices are more important to the restoration of historic buildings, but can be used effectively in new construction as well. Developing a balance between all elements can allow a building to be individual in character, but also be part of a complementary thread that is woven into the overall fabric and feel of downtown.

2.2.3 Rhythm

The defined rhythm of Downtown Maryville buildings should be maintained along the street frontage by adhering to uniform lot widths, building widths, setbacks, and window spacing.

- New infill construction should preserve and maintain the existing alignment and spacing of storefronts and upper facade. This will ensure proper rhythm through repetition of details and orientation to the street.
- Vertical elements, entrances, lighting, and other street furnishings can also develop the rhythm of a specific block.



2.2.4 Alterations

City leaders should encourage removal of alterations or additions that disrupt the fabric of the Storefront Zone. It is possible that non-historic and new construction can complement the building fabric that has developed, therefore some alterations may not need be removed. Decks, structures providing access for people with disabilities, and other “detachable” alterations can be utilized, but should be as unobtrusive as possible and located on the rear or sides of the building.

As a rule, any and all alterations or additions to the Upper Facade Zone should be removed. Alterations in this zone can significantly change the appearance of the face of the building. This includes any and all signs and lighting as these should be restricted to the Storefront Zone. Avoid removing or altering any historic material or significant architectural features. Care should be taken during the removal process to avoid damage to original elements hidden behind the alterations.



Original design.



Minor alterations.



Storefront is lost.



Significant alterations.

2.2.5 Masonry

Masonry is the preferred façade material and new construction in downtown. Most existing construction will utilize some masonry. In most instances metal and wood siding is not a suitable choice for downtown building fabric and should be prohibited. These types of siding provide harsh lines, stark contrast, and no relief or warmth to the buildings. If wood was the historic material, it may be restored. Listed below are effective recommendations related to the treatment of masonry facades.

- Masonry restoration, particularly on historic structures, should be done by professionals.
- If the masonry has been painted or stained a minimally intrusive removal process should be used.
- Never resort to sand blasting as this will permanently damage the brick.
- Unpainted masonry should remain natural, not painted or sealed.
- Damaged masonry should be repaired or replaced with similar color, texture, and style masonry products.
- Re-pointing, of brick or stone, should be done with a replacement mortar material that will provide a consistent color and texture.
- Masonry replacement and/or repair should be done with elements that maintain the character of the original construction.
- Portland cement as a patch for masonry is unacceptable.



Poor examples of a material choice to repair brickwork



- If a historic façade has been covered with metal or wood siding it should be removed. Exposing the underlying brick masonry will help re-establish the character of the building and 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.
- Siding and cladding may also hide interesting details that can enhance a building's identity. If, after removing the covering material, portions of the original must be replaced, use a material that is similar to the original in color and texture.
- Regular maintenance of stone foundations should occur to prevent structural and water damage.
- Water-proofing of foundations should be applied beneath the finished grade or inside the structure.

2.2.6 Awnings and Canopies

Awnings and canopies used in the Storefront Zone provide shade for merchandise, shelter for pedestrians, and can bring a colorful accent to the building front that can be changed without great expense. Canopies are specifically addressed in Section 405.140 (b) of the city code. The following suggestions can dramatically improve Downtown Maryville:

- 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 store fronts.



Existing conditions of awnings and canopies in Downtown Maryville



- Roll-up awnings were a common site on historic storefronts and can be used following a similar approach to the original application. If a roll-up awning is not operable, the awning should at least follow the shape of an operable awning.
- Like the storefront, awnings should be confined to the extent of the original storefront opening.
- Awning colors should coordinate with the color scheme for the entire building.
- Awning signage or lettering placement should be encouraged to the hanging vertical flap of the awning and be complementary in color to the building.
- Awning signage or lettering should not be allowed where another flush faced sign exists.
- Signboards under the awning intended to assist pedestrians should be a limited, uniform size and complement the awning and building.
- Awnings will wear and this aspect should be acknowledged as an operating cost of doing business which can be changed every few years for a fresh look.
- Aluminum, steel, and wood shingle awnings and structures are not original building elements and detract from the overall appeal of downtown façades. These awnings should be removed and the points of attachment repaired.



Existing conditions of awnings and canopies in Downtown Maryville

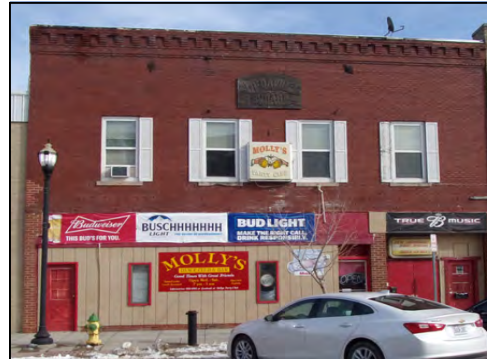
2.2.7 Business Signage

For a successful Downtown Maryville, each business must have its own identity while at the same time maintaining high standards of quality for such building accents as business signage. Effective signage identifies the business without detracting from the architecture of the building and the fabric of downtown. Sign types and their locations should be kept simple and consistent for ease of public awareness. Signage should be restricted to the Storefront or Rear Façade Zones.

Section 555.120. Signs within Specific Zones of the Municipal Code of Maryville includes specific regulations designed for the Courthouse Square District. Additional sign regulations should be considered to ensure the following concepts are met with each downtown redevelopment project:

- The size of the sign should be of a balanced scale in relation to the building and street. Large signs are not needed as the signage in downtown is oriented to the pedestrian, not the motorist.
- Rooftop, blade, pole, neon, electronic message boards, and billboard signage should not be allowed or severely restricted.
- Abandoned signs should be removed.
- Position flush-mounted signs within architectural features if possible. This type of signage will help reinforce horizontal lines along the street.
- Coordinate color schemes with the building's front façade.

Existing Business Signage
in Downtown Maryville



- Locate flush signs so they do not extend beyond the outer edges of the building front.
- Use existing decorative moldings to define a sign band area for flush-mounted signs.
- Locate projecting signs along the first floor level of the façade, not above.
- Place signs near the business entrance, to guide a customer's eyes to the door.
- Use symbols in projecting signs; these are easily identified and remembered and will add interest to the building.
- Where several businesses share a building, coordinate the signs by aligning several smaller signs or grouping 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 and make them easier to read.
- Mount signs so they do not cover architectural details.
- Sign materials should be compatible with façade materials.
- Good craftsmanship will pay off in less maintenance and 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.



Existing Business Signage
in Downtown Maryville



Former downtown signage with inappropriate scale

- Encourage the use of custom designs that portray a business as being unique. Mass-produced signs, especially plastic panel, internally lit boxes, do not make a lasting impression.
- Illuminate signs in such a way as to enhance the overall composition of the building's façade.
- External lighting cast from period style, non-intrusive fixtures is preferable to internal sign lighting.
- Awning signage or lettering placement should be encouraged to the hanging vertical flap of the awning and be complementary in color to the building front façade.
- Awning signage or lettering should not be allowed where another flush faced sign exists.
- Signboards under the awning intended to assist pedestrians should be limited.
- Signboards, if allowed, should have uniform size and complement the awning and building.
- Painting signage on buildings should not be allowed.



Good example of an attractive flush-mounted sign with external lighting in Washington, Missouri



Signboards on the sidewalk in Hannibal, Missouri



Good example of a projecting sign in Galena, Illinois

2.2.8 Building Lighting

Buildings should be interesting to pedestrians and motorists at night, as well as by day. A well-lit storefront or rear façade creates a positive impression about downtown as well as the business.

Downtown Maryville has a lack of interesting building lighting and could benefit greatly from a lighting plan to enhance the attractiveness and safety of downtown. This plan addresses the following elements of commercial lighting:

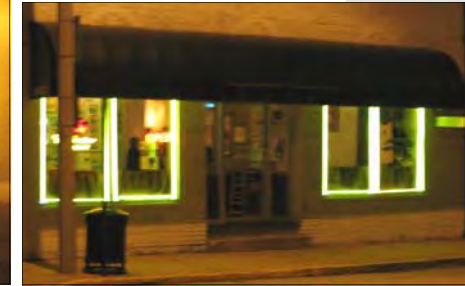
- Use lighting as a design element to highlight the building and streetscape, not just the sign.
- Any lighting at the storefront should be used to accent the entrance, signage, or architectural elements as well as provide light for safety and security.
- Light fixtures should be of a simple, non-intrusive design in a style that matches the period of the building.
- 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 more easily draw attention to window displays.
- Neon lights and cool fluorescent lights should not be used.
- Lighting on Rear Facades should provide illumination at the entry door as well as along the pedestrian path from the parking area. This lighting should be similar to the lighting in the front.



Existing conditions of building lighting in Downtown Maryville



- Building lighting, in particular up-lighting, should be coordinated with regulations set forth by Leadership in Energy and Environmental Design (LEED) guidelines. These guidelines have been established by the United States Green Building Council to encourage environmentally sustainable construction.
- Lighting technologies are advancing quickly. The City should be prepared to allow innovative concepts with an emphasis on sustainability, attractiveness, and efficiency.
- Lighting can be effectively and attractively combined with other façade elements to be functional and make the building more interesting.
- Care must be taken so that the lighting does not overwhelm the nature of the street and become garish or “too much” in relation to the other buildings.



Poor examples of lighting style and intensity in Columbia, Illinois.



Good examples of how lighting can be used to illuminate doorway and entrance signage in St. Charles, Missouri.

2.2.9 Franchise Architecture

To maintain the unique atmosphere in Downtown Maryville, branding buildings in the style of a company should not be allowed. Large franchises and national chains typically have a “downtown-style” in addition to their trademarked brand. These styles are more fitting to downtown as opposed to a highway corridor.

Maryville has had some experience with franchises locating downtown and should insist that franchisers follow these design guidelines. Store owners should be able to adapt their brand to create a complementary downtown building.



Examples of franchise architecture
in Downtown Maryville

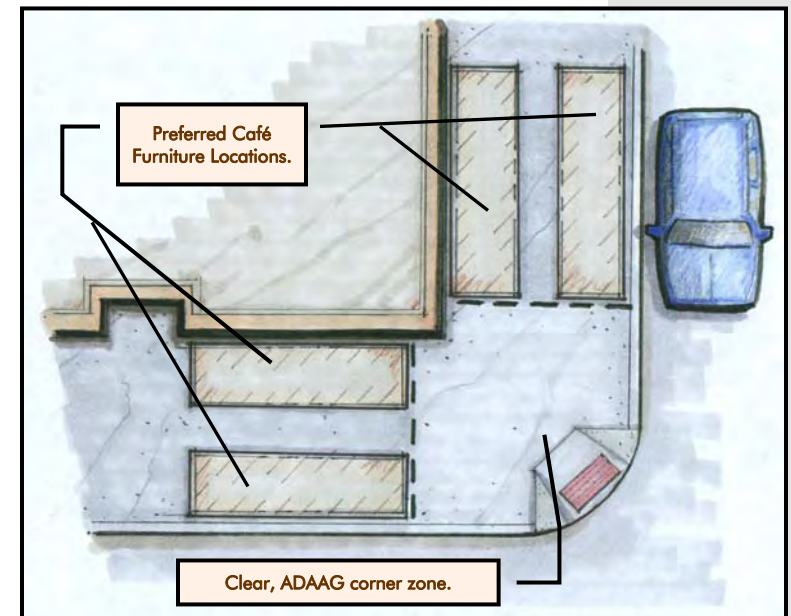
2.2.10 Outdoor Café Seating

Outdoor Café or sidewalk seating is a common element of a vibrant downtown. Such seating areas can be accommodated but require special attention. A proper arrangement will:

- Be located in the sidewalk area fronting the restaurant.
- Allow a clear and unencumbered path along the sidewalk for pedestrian traffic. The sidewalk must maintain compliance with the Americans with Disabilities Act Accessibility Guidelines (ADAAG). The restaurant owner is responsible for keeping the sidewalk and this pathway clear at all times.
- Not block entrances or exits to the building and provide a clearly defined area connected with the restaurant. Areas adjacent to the buildings should be ideal.
- Use umbrellas or other patron coverings in a complementary color and style and with only the restaurant name. Any other wording or message should not be allowed to avoid a cluttering effect.
- Be properly maintained. Furnishings should be durable, weatherproof, and sturdy to prevent movement by wind. For these reasons, plastic furnishings should not be used.
- Be stored inside or off-site during the winter months.
- Provide sturdy trash receptacles. The restaurant owner must maintain the area free of trash.



Various examples of good outdoor seating



2.2.11 Other Considerations

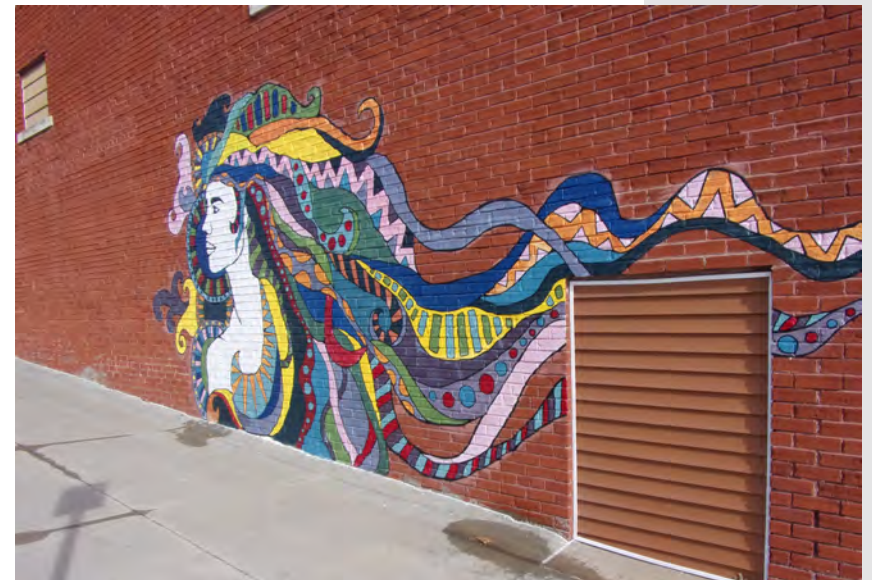
Items such as bicycle racks, flower plantings, benches, and banners are typically streetscape improvements installed by the City in the public right-of-way. These amenities should be coordinated in terms of design, material, and colors to accent downtown's environment.

Privately-maintained landscaping can be very effective in screening utility units. This landscaping must be maintained by the property owner.

Additionally, the City may desire to regulate building aspects such as color, paint condition, murals, and temporary product displays. Attention to these details should move beyond the realm of public safety and be reviewed for their overall aesthetic impact to downtown.



Landscaping could hide this unsightly utility in Downtown Maryville



Murals can provide unique and attractive focal points

2.2.12 Maintenance of Facades

Façades, particularly historical restorations, may require extra care and maintenance. The City of Maryville should encourage proper maintenance of all elements of a building through firm and fair code enforcement.

In addition, if the City implements a downtown incentive program for façade work, a requirement for the property owner to maintain the building according to City standards is in order. An example would be the ability to utilize a revolving loan for façade restoration having a provision to call the loan should the façade fall into disrepair.

Façade coverings, in addition to hiding the character of the building as noted earlier, can also conceal a poorly maintained and dangerous structure.

Downtown Maryville is platted as a typical "courthouse square". While this provides an attractive environment, downtown cannot be accessed without viewing rear façades upon entry. Rear façades and lot maintenance tend to be neglected, but are no less important to the overall structure of the building and the aesthetics of downtown.



Attractive landscaping in Maryville...unfortunately the backdrop is poorly maintained rear façades



Example of poor lot conditions in Maryville



A metal covering concealed the true condition of this building until it collapsed in Sedalia, Missouri

2.3 Historic Buildings

2.3.1 Original Elements

Any original element or material that still exists, particularly on the front elevation of the building, should be retained if possible. Original elements provide a historic value that are costly to replace. Prism glass in transom windows or a decorative wooden door with beveled glass are examples of original materials.

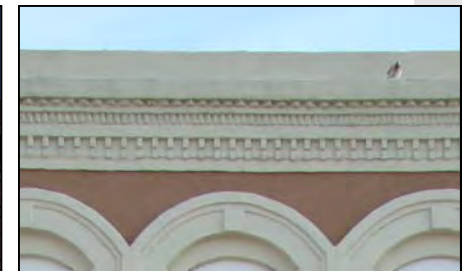
Replacement of missing architectural elements should be based on accurate duplications of original features. When an entire detail must be reconstructed the new material should match the original in design, color, texture, and other visual qualities. Where reconstruction of an element is impossible because of a lack of historical evidence, then a new design that relates to the building in general size, scale and material may be considered. Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be acceptable.

2.3.2 Storefront (see page 9 for components)

The following are suggested methods for treating various storefront elements of downtown building façades.

Entrance

- The entrance door should be recessed to emphasize the entry, provide a bit of shelter, achieve ADA compliance, and remove the open door from the path of pedestrians on the sidewalk. These areas also repeat a pattern of shaded areas along the street that helps to identify entrances.



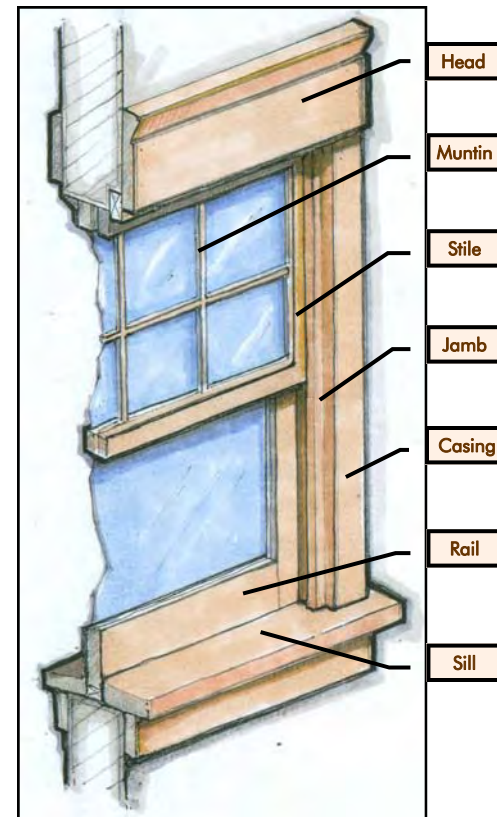
Existing conditions of architectural details found in Maryville



- If the original recessed entry has been removed, consider establishing a new one.
- The recessed entrance door should be compliant with the Americans with Disabilities Act Accessibility Guidelines.
- The door should provide a view into the building as well as a sense of openness. Solid doors should be avoided.
- Consider using an accent color on the door.

Windows

- Preserve any of the large panes of glass that make-up the original Storefront area if they still exist. These transparent surfaces allow pedestrians to see goods and activities inside.
- Any new or replacement storefront should be built of similar materials compatible with the original façade design and craftsmanship.
- Wood framing similar to the original is preferred but metal framing with the historic profile that matches the building period is acceptable.
- Clear insulated glass with low 'E' coating is a good choice for replacement storefronts.
- Tinted or reflective glass and interior reflective films should not be used on the storefront.
- Window AC units should never be allowed in front façades. Many façades in Maryville include window AC units.



Typical window elements

Spandrel Panels

- Maintaining these original panels over doorways, if existing, is preferable but if the panel is missing, reconstruction using old photographs as a guide is acceptable.
- Coordinate the color scheme of the spandrel panel with other façade elements.
- If original design information is not available, a simplified panel using original materials is acceptable.

Transoms

- These bands of glass are found on many buildings and they often align at the same height in a block. Maintaining this line will help to 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. If the interior ceiling is now lower than this glass line, move the dropped ceiling back from the window.
- Some transoms have hinged panels to allow natural ventilation. Restore these to working order where feasible. Used in combination with ceiling fans these operable transoms can be very effective in improving comfort levels when full air-conditioning is not necessary.



A nicely restored storefront utilizing consistent storefront windows



These transoms in Maryville should be uncovered and restored



2.3.3 Upper Façade (see page 9 for components)

The Upper Façade is often neglected as property owners tend to focus on the ground floor, business space. This is a mistake, as the impression of a building and a business is formed by the overall image of the property. Customers notice the condition of the upper floors though they may never set foot in them.

Some Maryville buildings have had poor alterations to their upper floors. Windows have been bricked-in, cornices covered, or a covering such as metal or stucco applied to the entire floor. The use of incentives can encourage property owners to remove these materials and restore the façade to a condition that showcases the buildings character.

Standards of care for upper façade elements include:

Windows

- Typical upper windows are vertically oriented and uniformly spaced across the building front. This rhythm of upper story windows is an important unifying feature of downtown, because it is repeated on most buildings.
- Any windows covered by masonry infill, wood panels, or mismatched windows should be removed.
- If the original window still exists, it should be restored to serviceable condition when possible.
- Replace only missing portions of original elements where feasible. 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. Code trim pieces, for example, so you can replace them accurately.



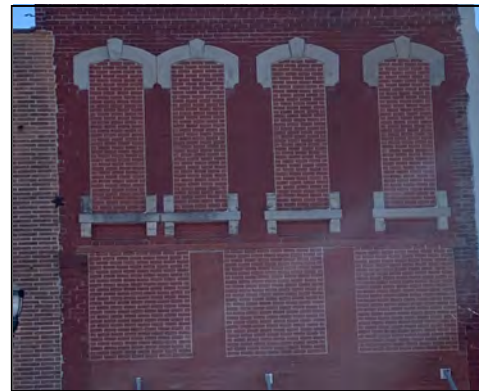
Intricate upper façade with ornamental cornice in Neosho, Missouri



Siding infill and mismatched window openings

- Installation of interior storm windows should be considered.
- Window AC units should not be allowed on front façades.
- If the existing window is beyond repair a replacement window of the same historic size and profile should be installed.
- Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be considered.
- Window shades or curtains in colors that coordinate with accent trim should be encouraged.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window.

Bricked-in windows on an otherwise decorative façade in Maryville



Additional weight with window fill can create structural issues with a building

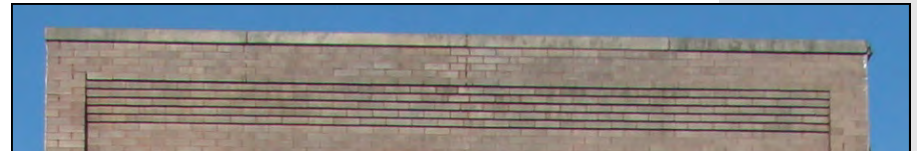
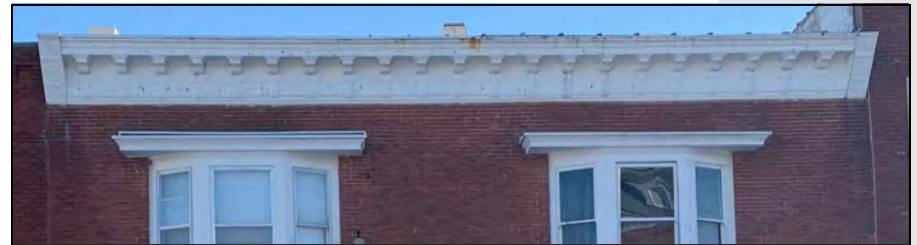
Cornice and Architectural Details

- Replacement of missing cornices or 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, new material should match the original in design, color, texture, and other visual qualities. Photographic evidence is a good source for research.
- If the cornice is missing, a similar cornice of like size and scale should be reconstructed from photographic evidence.
- If no evidence exists as to form and detail, the reconstructed cornice should be as simple and non-intrusive as possible.

Front window AC units should be avoided



- An intact cornice should be repaired and maintained.
- Where architectural details have been removed, look at photos for details 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.



Some of the decorative cornices found in Maryville

2.3.4 Rear Façade (see page 9 for components)

The rear façade typically faces an alley and provides access for deliveries and pick-up. In some cases customer parking is provided behind a building and entry to the business through the rear elevation is desirable. Attention to the appearance of the rear elevation can be extremely important to the quality of the customers' shopping experience. The building and business image can likely be improved here while accommodating service functions. Suggested methods of caring for rear façade elements follow.

Entry Door

- The rear door will no longer be just for service but should project a sense of openness and welcome.
- Customers might also feel a loyalty or sense of “special access” by using this door and the business can build on this loyalty by catering to that customer and improving that experience.
- A new door and hardware with a large area of glass may be considered.
- A small canopy or awning may provide some shelter and helps to identify the entrance.

Upper Rear Façade

- The upper rear facade elements should be treated similar to the front. Often these elements are allowed to deteriorate.
- Windows should be restored or replaced.



Existing conditions of rear façades in Maryville

- Gutters and downspouts should be in good repair and painted.
- Use materials and colors that coordinate with the front façade so customers will learn to recognize that both entrances are related to the same business.
- Use a smaller version of the front façade signage to identify the rear entrance.
- New exit stairs and balconies can enhance the marketability of second story space, especially when these lead out onto parking lots located on the back side of the building. Encourage installing new stairs that comply with current building codes.

Fences

- Fences should be designed to harmonize with the surrounding structures in both scale and color.
- Some materials which may be appropriate include masonry, wood, wrought-iron, and ornamental aluminum.
- Chain-link should not be a permitted material for fencing in downtown.

Trash, Ancillary Structures, & Utilities

- Sensible, yet firm enforcement of the City's building and nuisance codes will be required and should be a priority throughout Downtown Maryville.
- Trash containers should be placed in an enclosure or behind a screen.



Good example of a well maintained rear façade in St. Charles, Missouri



Example of the lack of trash enclosure or screen

- Enclosures and screens should harmonize with the surrounding buildings in scale and color.
- Landscaping can also be used to screen air-conditioning condensers and utility transformers.
- Use solid wood or masonry partitions, lattice screens, or hedges to screen trash areas.
- Any ancillary structures should match the surrounding buildings style and scale. These structures must be maintained well.
- Keep electrical service boxes and conduits in good repair and painted.
- Encourage using a color scheme on these screens that matches that of the rest of the building.



An inviting example of a well landscaped rear façade in St. Charles, Missouri

2.4 Existing Buildings and New Construction

Some buildings in downtown do not have historic features or ornamentation. Many were built with simple fronts. In addition there are vacant lots in Downtown Maryville where new buildings might be constructed in the future. Also some infill construction has occurred that does not mesh well with the existing buildings.

The City should implement the following standards concerning existing buildings and new construction in downtown:

- New construction should be considerate of traditional storefront elements described in these guidelines or on nearby historic buildings that contribute to the fabric of downtown. The first floor areas of new construction shall have large expanses of display windows while upper facades shall be of solid walls with proportional window openings. The difference between the storefront and upper facade should be clearly defined and expressed through architectural features such as transom bars, differing materials, or paint colors.
- Emphasize horizontal features that can align with other buildings. In-fill construction should match the size and scale of the surrounding buildings. The height of new construction should be within 10% of the average height of remaining buildings on the block.
- Use of a simple design, complementary to other downtown buildings, with three basic elements; a unified paint and color scheme, an awning, and non-intrusive signing.



Example of a block showing in-fill construction between two historic structures. The newer building is adhering to similar basic design guidelines in Washington, North Carolina

- Encourage highlighting a simple cornice, a band of color, a sign panel or an awning edge that can line up with similar elements on the street nearby.
- Some infill buildings are set back from the street, with space in front for parking. These buildings are intended to relate to cars more than pedestrians and should be discouraged. Landscaping elements that will enhance the rhythm and front position of adjacent buildings should be encouraged.
- Reconstruction of buildings which are clearly documented in history should be allowed and encouraged and should be subject to the same materials, detailing, and decorative features to closely match the original.

2.5 Color Guidelines

Use color to your advantage without being garish or too flashy. Some of the most noticeable improvements are achieved simply with an application of fresh paint. 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.

The CCR Plan proposed some color guidelines concerning primary, secondary, and accent colors and, most importantly, a maintenance requirement that did not allow faded and peeling paint. The City should consider such a requirement for downtown.

The following color techniques should be encouraged for downtown:

- Use only one base color for the majority of the background wall surface, but use a different color for accents. Do not paint a building entirely one color.
- Base colors should be muted earth tones or pastels.
- Look for “built-in” features of the façade that can be highlighted with an accent color.
- Window frames, sills, moldings, and cornices are potential elements to dramatize with a contrasting color.
- 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 ultra-violet light; some colors, such as red, tend to be unstable and will shift in hue over time.



Good example of painted areas complementing building material colors in Washington, Missouri

2.6 Residential Considerations

Although this is a document focused on commercial building design guidelines, in the community of Maryville the presence of thousands of students cannot go overlooked. Downtown is surrounded by residential units that house many of these students. Specific recommendations for this housing is discussed in the recently completed housing study, but these design guidelines warrant a brief discussion concerning downtown residential maintenance.

Some Downtown Maryville commercial properties and large single family homes have been converted to student apartments. The conversion of the upper floors of commercial buildings is helpful to downtown's retail market as this puts into use vacant space. Typically the conversion of large single family homes is detrimental to the overall downtown atmosphere as renters tend to let buildings deteriorate.

Recommendations concerning Downtown residential uses include:

- Consider “Down Zoning” large single family homes in which multiple units have been previously allowed.
- Implement rental unit inspections and enforce applicable City codes.
- Continue to develop the relationship with Northwest Missouri State University and seek to assist students as they locate in downtown rental units. Help students understand their rights and responsibilities as tenants.



Examples of existing conditions of housing in Downtown Maryville

3.0 BUILDING DESIGN EXAMPLES

The subject blocks chosen by the community are located west and north of Courthouse Square. These blocks enjoy fair levels of occupancy, however office and service uses outnumber retail. Building conditions range from poor to fair and some poor alterations have compromised building character. The original buildings along 4th Street are in poor condition and need immediate attention. Infill development has also occurred along 4th Street.

Concept elevations for both blocks are depicted below. The following pages show existing conditions and closer building concept illustrations.

West side of Courthouse Square—304 - 324 N. Main Street



North side of Courthouse Square—101 - 123 E. 4th Street



3.1 304 N. Main Street

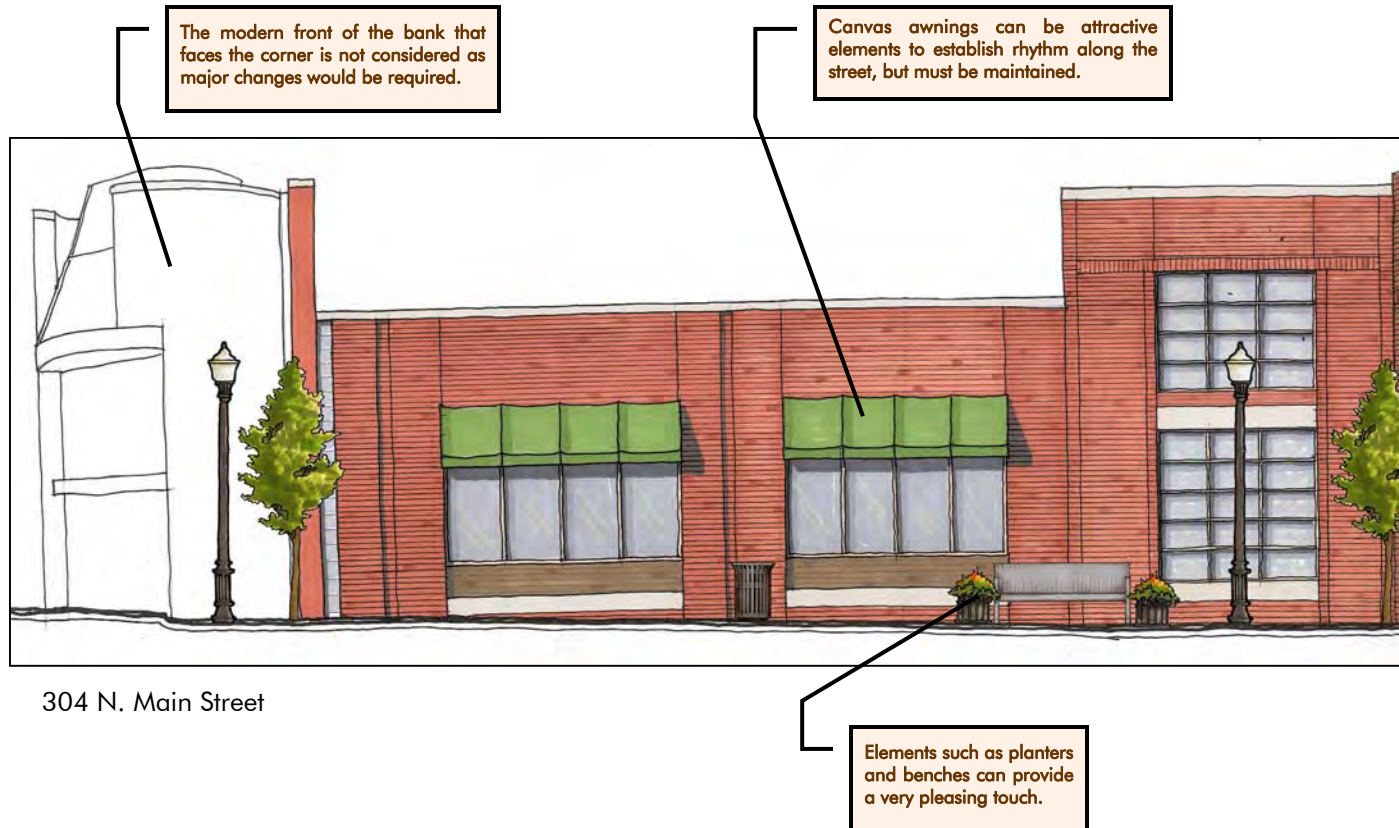
This block immediately to the west of the Courthouse is anchored by Nodaway County Bank at 304 N. Main. The Bank is of modern construction and oriented toward the corner of 3rd and Main, but has façades fronting on North Main. With a few changes, these façade bays can fit into downtown better and encourage foot traffic.

Existing conditions are shown below and a concept illustration is depicted on the following page.

Existing conditions



304 N. Main Street



3.2 310—314 N. Main Street

Carson's Sports Grille and the Simply Siam building both have great potential and are in fairly good shape. Both buildings have made improvements that have been effective, but improvements should continue. The building at 314 N. Main features transoms and upper floor windows that need uncovering.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



310 N. Main Street



314 N. Main Street



3.3 316 N. Main Street

The building that housed Looks Fitness Center was covered by an imposing metal cladding and awning until late 2018. This alteration disrupted the street's atmosphere and covered historic and decorative elements of the facade. The building should restore transoms and original characteristics of the building with ADA accessible recessed storefronts.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



316 N. Main Street

316 N. Main Street



Original storefront reconstruction from documented history is vital to recapturing the building's identity and creating a structure that contributes to the Main Street fabric.

Canvas awnings, not metal.

3.4 324 N. Main Street

The last building of this block houses the Board Game Cafe, and vacant retail space on the first floor and apartments on the second. The building itself is in good shape, but has been poorly altered. It has a prominent corner location and great rehabilitation potential.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



324 N. Main Street

Lighting can make the building interesting to view at night and helps to add interest to the façade composition.

Restoring windows to their full size will brighten the inside of the building.

Canvas awnings with graphics can be very attractive, but must be properly maintained..



324 N. Main Street

3.5 101 E. 4th Street

On 4th Street, this building anchors another prominent corner location at 4th & Main and is one of a few three-story downtown buildings. Currently, only a group of worship occupies the building. The building is in poor condition and the imposing awning addition hides great architectural potential.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



101 E. 4th Street



3.6 103—109 E. 4th Street

These buildings suffer from the addition of metal cladding and awnings that hide architectural character and true building condition. Currently 103 E. 4th is occupied by a dance studio and 105—109 is vacant.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



103 E. 4th Street

105—109 E. 4th Street



3.7 115 E. 4th Street

This building is infill development that houses primarily office uses. The building is out of place as a single story, brick faced structure. The large expanse of walls disrupts the street rhythm and discourages pedestrian traffic.

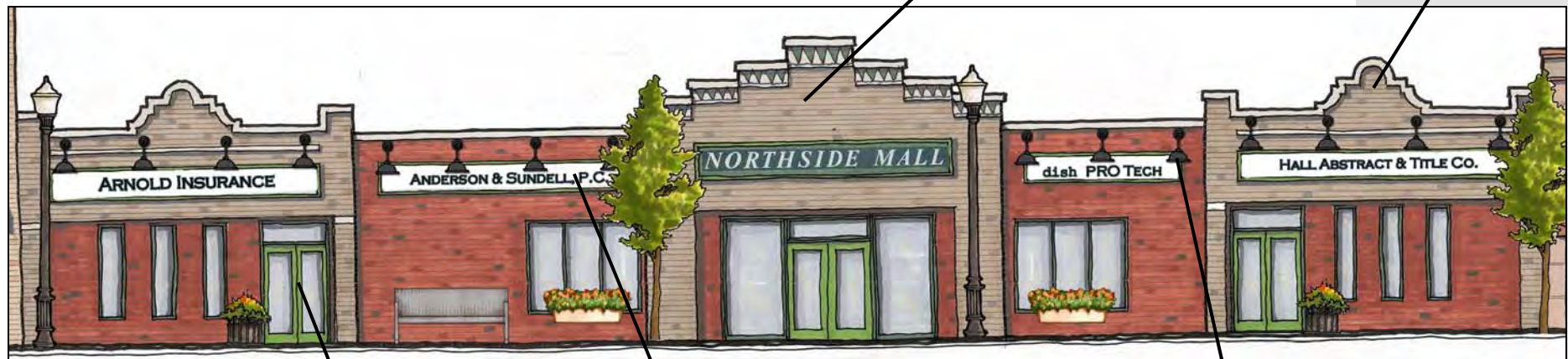
Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



115 E. 4th Street

115 E. 4th Street



Clearly identify main entryway by constructing a false pediment to façade and highlight the entry with contrasting building material.

Provide similar façade design treatments as for entryway to define the building limits and break-up long expanses of brick wall with a more regularly spaced façade.

Consider eventually adding another entrance and windows to this side of the building to correct the symmetry, increase access, and further set the street rhythm.

Move all signage into the sign band, providing a clean and orderly appearance.

The addition of regularly spaced building lighting will establish rhythm and aesthetic appeal.

3.8 119 E. 4th Street

This metal façade likely hides some details as the building construction seems older when viewed from the side. This may be an original building amongst the infill development on either side.

Existing conditions and the illustration of improvements are shown below.

Existing conditions



119 E. 4th Street



Cornice should be uncovered or recreated if possible. If no cornice remains, a simple unobtrusive design will complement the building.

Canvas awnings can be attractive elements to establish rhythm along the street, but must be maintained.

3.9 121—123 E. 4th Street

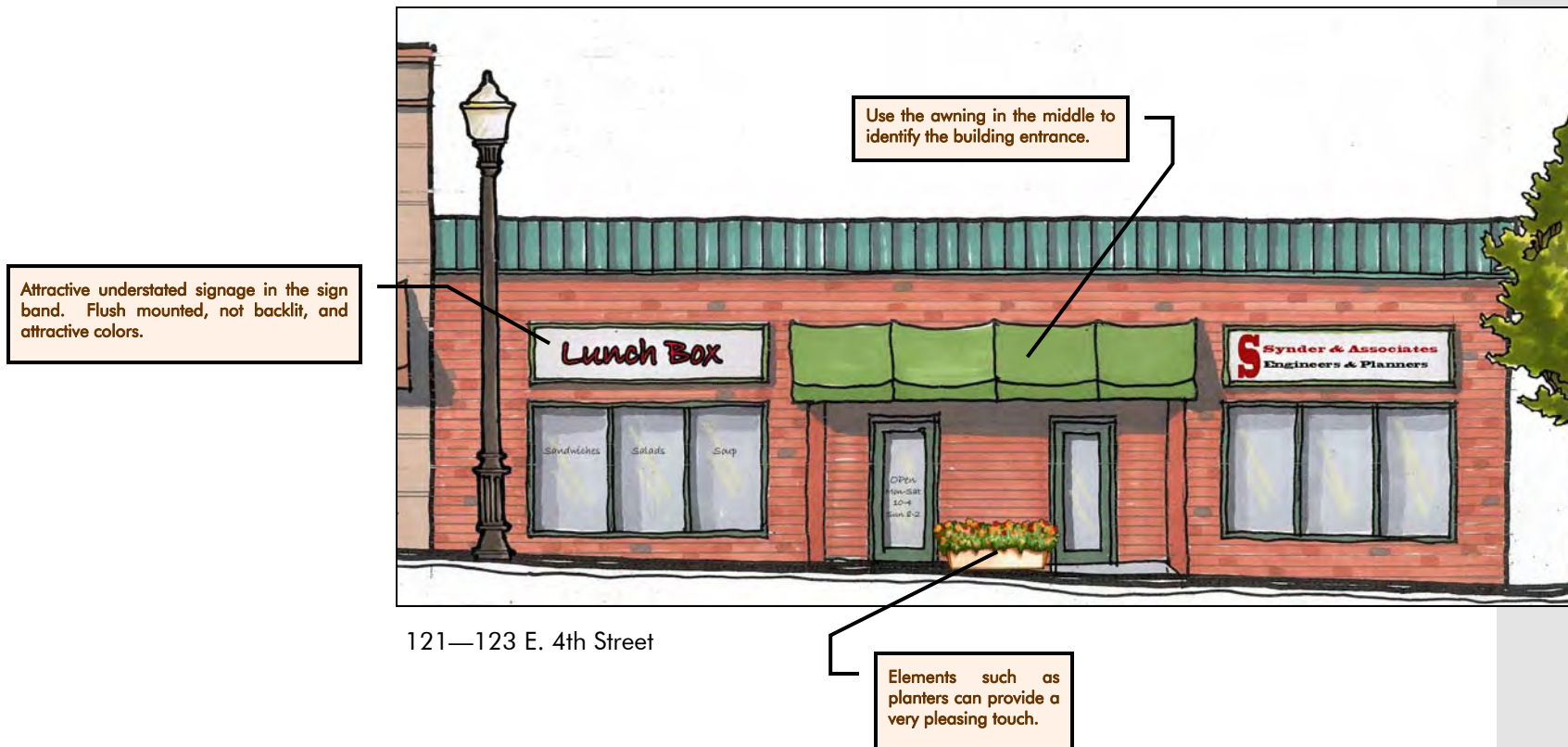
This building is infill development. The sign treatment for Enterprise Realty & Auction gives the feeling that the entrance is on the corner, when there are two entrances in the middle of the building. The newer construction can be softened with some minor changes.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



121—123 E. 4th Street



4.0 IMPLEMENTATION

4.1 Formation of Maryville Historic District

Downtown Maryville leaders should inventory historic properties to determine if the formation of a historic district would be beneficial. Existing buildings are a variety of original structures and infill development. The City needs to make a commitment to protect the historic buildings that remain and encourage infill development to complement those structures. The formation of a historic district would provide a method to enforce design guidelines in downtown and allow for a Certificates of Appropriateness review by a Historic Preservation Commission before any building project can proceed in downtown. Additionally a historic district can provide access to tax credit funding.

4.2 Recommendations

First steps for implementing Building Design Guidelines are to build public support and buy-in, and communicate the City-wide benefits of adhering to design guidelines. Suggestions for next steps are:

- The City should review its code enforcement practices and ordinances to see if adjustments or improvements are necessary. Several critical items from the Downtown Design Guidelines can be identified and codified to ensure proper enforcement in the future. To protect integrity of downtown buildings, a critical review and enforcement of the City Codes is required.
- Along with this effort must come regular inspection procedures that include reviews of components beyond structural and safety issues. The City, along with its legal counsel, should

review how it can issue violations for items such as peeling paint, broken or missing windows, wood covering in windows, and general disrepair of buildings.

- Additionally the City should consider a mandatory rental inspection program to help ensure safe living conditions. Due to the nature of the prominent student population, the City needs to be adept at dealing with landlords, educating student tenants, and working swiftly to resolve life-safety residential issues. Pressure from students for better housing can be a very effective method in working with a property owner.
- The City should remain open to future policy practices that will include firm and fair regulations addressing construction quality, conservation of resources, flexibility to allow innovation in design, and energy efficiency.
- In order to create the resources that will ultimately achieve the goal of a successfully revitalized downtown, it is important to understand that additional taxes, districts, or legislation may be required. The benefits created for downtown by these new mechanisms will far outweigh any new costs to the residents, property owners, or consumers. Mechanisms such as a Community Improvement District (CID), Neighborhood Improvement District (NID), Special Business District, or Tax Increment Finance (TIF) District all have their role to play.
- The creation of a Chapter 353 Tax Abatement program for investments in downtown Maryville should be considered. Chapter 353 is an incentive allowed by Missouri law to encourage the redevelopment of blighted areas through the abatement of real property taxes. Abatement thresholds can be tailored to community needs, levels of investment, and adherence to design guidelines.

- Utilize downtown design guidelines to raise awareness on proper design elements for property owners and various stakeholders. It is difficult to regulate something that is not first appreciated. An educational initiative on the beauty and value of downtown's historic architectural structures should be considered by the Design Committee of Downtown Maryville. The Design Committee should serve as advocates for appropriate design and embrace primary responsibilities of education, advice, planning, and motivation to preserve the character of downtown.
- Downtown Maryville and the City should consider providing facade component grants in conjunction with projects that meet the intent of the downtown design guidelines. Initial phases of the facade grant program could focus on individual facade elements, or components, instead of the entire facade. These components could include awnings, slipcover removal, or signage grants.
- The City should begin efforts to become a Certified Local Government (CLG) through the Department of Natural Resources' State Historic Preservation Office (SHPO). Designation as a CLG could open funding mechanisms for surveys required to create a Historic District which enables the use of Historic Preservation Tax Credits on redevelopment projects.
- In addition to private downtown building facades, the following **Section 5.0** discusses some public elements. The City of Maryville should seek to increase its investment in downtown in these ways as well. An increase in public investment will lead to greater private investment and can be a powerful catalyst for downtown revitalization efforts.

5.0 OTHER DOWNTOWN ELEMENTS

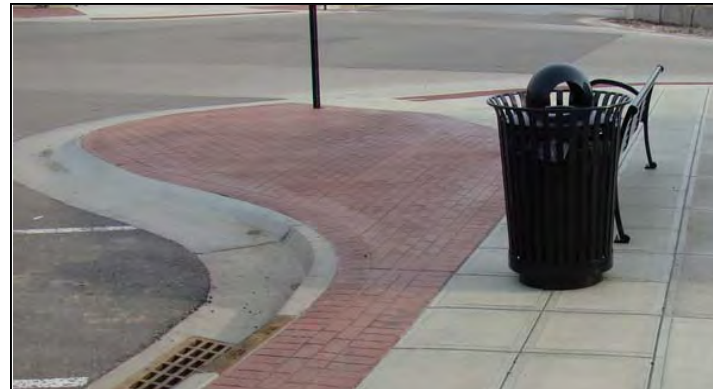
5.1 Existing Streetscape

The term Streetscape typically refers to exterior public spaces located between the building facades on one side of the street and the building facades on the other side of the street. The Campaign for Community Renewal successfully launched a streetscape design program around the Nodaway County Courthouse and raised enough funding to construct those improvements. In 2014, the City and Northwest Missouri State University partnered to extend streetscape elements along the 4th Street corridor into campus. Streetscape elements create a more efficient and user-friendly environment for visitors to downtown Maryville. Priorities for future expansion should include Main Street to the North and South. More aesthetic installations such as permanent crosswalks and landscaping enhancements should be considered.

Public parking lots should also be included in future streetscape phases. These lots are often the first opportunity for downtown to make an impression on a visitor. Decorative lighting, attractive landscaping, maintained pavement, and clear signage all send a welcoming signal to visitors that downtown is vibrant.

Without exception, all of the physical, public owned elements of downtown must be maintained. Elements should be reviewed on a regular basis and repairs or replacements made as timely as resources allow.

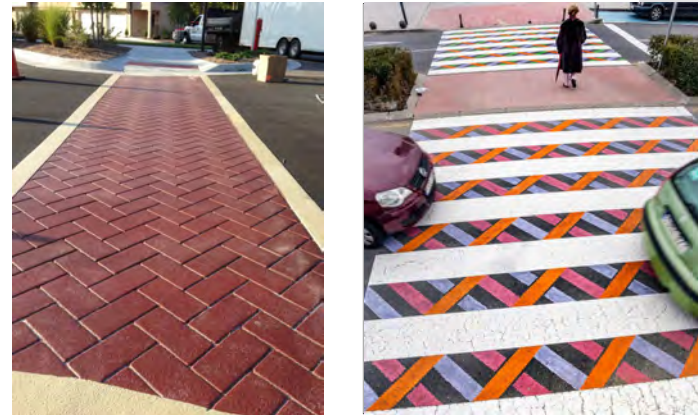
Downtown Maryville is poised to make great strides with a well-planned and cohesive Streetscape design. Public enhancements will demonstrate to private property owners that the City is an investment partner with them in the resurgence of Downtown Maryville.



Existing streetscape elements
in Downtown Maryville

Crosswalks

- Identification of crosswalk locations is critical to the safety and pedestrian orientation of downtown. Decorative crosswalks can emphasize the area as pedestrian friendly and vibrant.
- Some materials which may be appropriate include stamped asphalt, brick, or concrete pavers. These materials can also be stained or painted to achieve creative or artistic approaches.
- Crosswalks can use a singular approach that promotes consistency or different crosswalk treatments to promote variety and relate to the immediate context. For example, the intersection at 4th & Main could be green stained symbolizing a pivotal intersection for accessing Northwest Missouri State University.



Good examples of decorative crosswalks

Corner Bumpouts

- In any downtown streetscape, one of the most important areas are the corners and how they are treated. This is especially true in a downtown streetscape that bounds a courthouse square.
- Corner bumpouts promote pedestrian safety by shortening the distance that the walker has to traverse the roadway.
- In Maryville these bumpouts are well-designed but lack design detail. Portions of the concrete and stamped concrete could be saw cut and colorful landscaping could be installed.



Existing crosswalks and corner bumpouts



Example of a landscaped bumpout

5.2 Wayfinding

5.2.1 Wayfinding Principles

Wayfinding is an indispensable tool for directing travelers to destinations while at the same time creating a positive first impression. The term wayfinding was originally coined by Kevin Lynch in his 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 the map.

In relation to community planning and specifically to Downtown Maryville, the goal of a wayfinding system is to make the journey to downtown as transparent and seamless as possible. Furthermore, by taking a comprehensive approach in developing the wayfinding system it can reinforce the community's unique identity and sense of place.

Maryville should add wayfinding elements to its existing downtown streetscape design through design and building codes centered on four primary aspects:

Architecture:

- Visual clues of buildings and other features of a street aid people in knowing their location and the direction of their destination without the use of signage.
- Strong architecture, such as the Nodaway County Courthouse, Public Library, and County Administration Building serve as landmarks and orientation points. These points are destinations and starting points.
- Buildings have visual aids that draw our eyes to where we expect an entrance or a shop window to be located.



Examples of good wayfinding solutions. Webster Groves, Missouri at left. Northfield, Minnesota at right.

Sight Lines:

- The motorist will feel most comfortable in maintaining visual contact with his or her destination and will want to make as few direction changes as possible.
- Clean, clear sight lines down streets at key intersections should be maintained. Avoid allowing building fixtures to encroach or block these lines.
- Repetitive landscaping and furnishings can enhance and draw the eye down these streets, but care must be taken that these items do not obstruct important navigational landmarks.

Lighting:

- Lighting can be used to encourage routes and pathways.
- Warmly lit sidewalks and streets draw the customer onward, while similarly lit storefronts and entrances will draw the eye of the customer.
- A repetitive line of lighting can be an effective navigation tool.
- Poor lighting causes missed information and leaves an unsafe impression in a visitors mind.

Signage:

- Uniform signage at important decision points is a critical element of downtown wayfinding. Kiosks can direct visitors to various attractions, advertise events, and consolidate signage.
- Excessive signage will lessen the effectiveness of individual signs. Fewer, easy to read signs placed at strategic locations are preferred.



Illustration of a wayfinding kiosk



Downtown lighting

5.2.2 Wayfinding Components

Wayfinding systems are made up of components that create an arrival sequence to a specific area. The system consists of common themed signs, of various types that direct travelers to attractions. All too frequently existing wayfinding systems are inadequate. Typical problems with existing wayfinding systems include:

- Lack of accuracy, with arbitrary sign location.
- Visual clutter from too many signs.
- Lack of focus in directing traffic to Downtown.
- Diffuse allocation of signs, across many “entrances”.
- Signs that lack charm, or are standard Department of Transportation signage.
- Routes actually direct travelers around downtown.
- Signs are too small with inconsistent sizes, colors, and types.

Components of successful systems seamlessly integrate the visitors experience with the messages needed to navigate around downtown. These components include:

- Primary Gateway Sign—Serves as the “Welcome” to a visitor, creating the first impression of the community. The sign should be significant, serving as a landmark.
- Traffic & Directional Signs—As unobtrusive and attractive as possible, while still meeting Department of Transportation guidelines for safety. Additionally, signs for visitor amenities

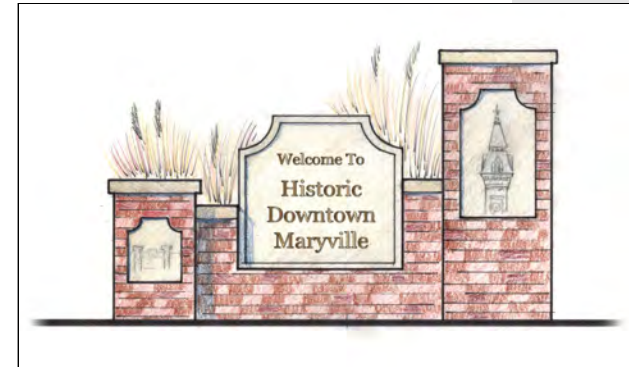


Illustration of a primary gateway sign



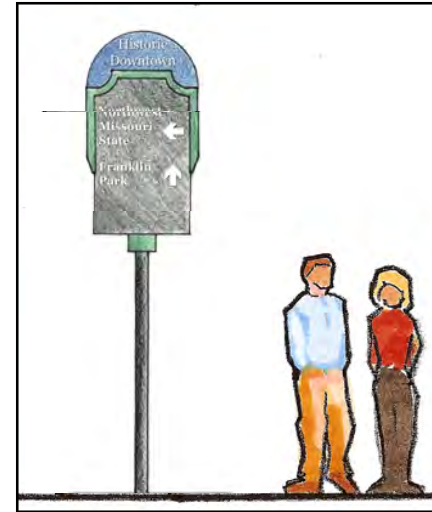
4th Street gateway signage

like parking and public restrooms can be enhanced and improved.

- 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 key transportation nodes.
- Proximity Signs—In close proximity of attractions; these signs direct visitors through their final few steps to the destination.
- District Gateway Sign—Creates a boundary for a particular district within downtown, such as a Historic District. These signs should be used within the district to be defined and should reflect the size, scale and character of the existing architecture of the district.

A successful wayfinding system is made up of elements that can be used in a variety of configurations. Some communities may require only a few of these elements or can gradually add components into a complete system. All components 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, and adequate character spacing. Sign coloring should be attractive, not discordant. The wayfinding system signs should be unique and stand out in their surroundings.

Signs directing the automobile user should be developed using the Manual of Uniform Traffic Control Devices published by the Federal Highway Administration.



Example of a trailblazer sign

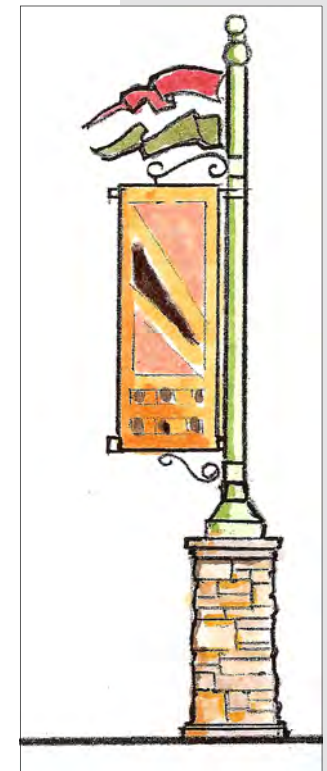


Illustration of a district gateway Sign



Main Street campus wayfinding signage



Example of a proximity sign

APPENDIX A

GLOSSARY OF TERMS

Addition – New construction added to an existing building or structure.

Alteration – Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building element.

Apron – A decorative, horizontal trim piece on the lower portion of an architectural element.

Arch – A curved construction of wedge-shaped stones or bricks which spans an opening and supports the weight above it. (See flat arch, jack arch, segmental arch, and semi-circular arch).

Attic – The upper level of a building, not of full ceiling height, directly beneath the roof.

Baluster – One of a series of short, vertical, often vase-shaped members used to support a stair or porch handrail, forming a balustrade.

Balustrade – An entire rail system with top rail and balusters.

Bargeboard – A board which hangs from the projecting end of a gable roof, covering the end rafters, and often sawn into a decorative pattern.

Bay – The portion of a façade between columns or piers providing regular division and usually marked by windows.

Bay window – A projecting window that forms an extension to the floor space of the internal rooms; usually extends to the ground level.

Belt course – A horizontal band usually marking the floor levels on the exterior façade of a building.

Board and batten – Siding fashioned of boards set vertically and covered where their edges join by narrow strips called battens.

Bond – A term used to describe the various patterns in which brick (or stone) is laid, such as “common bond” or “Flemish bond”.

Bracket – A projecting element of wood, stone or metal which spans between horizontal and vertical surfaces (eaves, shelves, overhangs) as decorative support.

Bulkhead – The structural panels just below display windows on storefronts. Bulkheads can be both supportive and decorative in design. 19th Century bulkheads are often of wood construction with rectangular raised panels. 20th Century bulkheads may be of wood, brick, tile, or marble construction. Bulkheads are also referred to as kickplates.

Bungalow – Common house form of the early 20th Century distinguished by horizontal emphasis, wide eaves, large porches and multi-light doors and windows.

Capital – The head of a column or pilaster.

Casement window – A window with one or two sashes which are hinged at the sides and usually open outward.

Certified Local Government – Any city, county, parish, township, municipality, or borough or any other general purpose subdivision enacted by the National Preservation Act Amendments of 1980 to further delegate responsibilities and funding to the local level.

Clapboards - Horizontal wooden boards, thinner at the top edge, which are overlapped to provide a weather-proof exterior wall surface.

Classical order – Derived from Greek and Roman architecture, a column with its base, shaft, capital and entablature having standardized details and proportions, according to one of the five canonized modes: Doric, Tuscan, Ionic, Corinthian, or Composite.

Clipped gable – A gable roof where the ends of the ridge are terminated in a small, diagonal roof surface.

Colonial Revival – A house style of the early 20th Century based on interpretations of architectural forms of the American colonies prior to the Revolution.

Column – A circular or square vertical structural member.

Common bond – A brickwork pattern where most courses are laid flat, with the long “stretcher” edge exposed, but every fifth to eighth course is laid perpendicularly with the small “header” end exposed, to structurally tie the wall together.

Corbel – In masonry, a projection, or one of a series of projections, each stepped progressively farther forward with height and articulating a cornice or supporting an overhanging member.

Corinthian order – Most ornate classical order characterized by a capital with ornamental acanthus leaves and curled fern shoots.

Cornice – The uppermost, projecting part of an entablature, or feature resembling it. Any projecting ornamental molding along the top of a wall, building, etc.

Cresting – A decorated ornamental finish along the top of a wall or roof, often made of ornamental metal.

Cross-gable – A secondary gable roof which meets the primary roof at right angles.

Dentils – A row of small tooth-like blocks in a classical cornice.

Doric order – A classical order with simple, unadorned capitals, and with no base.

Dormer window – A window that projects from a roof.

Double-hung window – A window with two sashes, one sliding vertically over the other.

Eave – The edge of a roof that projects beyond the face of a wall.

Elevation – Any of the external faces of a building.

Ell – The rear wing of a house, generally one room wide and running perpendicular to the principal building.

Engaged column – A round column attached to a wall.

Entablature – A part of a building of classical order resting on the column capital; consists of an architrave, frieze, and cornice.

Façade – The face or front elevation of a building.

Fanlight – A semi-circular window usually over a door with radiating muntins suggesting a fan.

Fascia – A projecting flat horizontal member or molding; forms the trim of a flat roof or a pitched roof; also part of a classical entablature.

Fenestration – The arrangement of windows on a building.

Finial – A projecting decorative element, usually of metal, at the top of a roof turret or gable.

Fishscale shingles – A decorative pattern of wall shingles composed of staggered horizontal rows of wooden shingles with half-round ends.

Flashing – Thin metal sheets used to prevent moisture infiltration at joints of roof planes and between the roof and vertical surfaces.

Flat arch – An arch whose wedge-shaped stones or bricks are set in a straight line; also called a jack arch.

Flemish bond – A brick-work pattern where the long “stretcher” edge of the brick is alternated with the small “header” end for decorative as well as structural effectiveness.

Fluting – Shallow, concave grooves running vertically on the shaft of a column, pilaster, or other surface.

Foundation – The lowest exposed portion of the building wall, which supports the structure above.

Frieze – The middle portion of a classical cornice; also applied decorative elements on an entablature or parapet wall.

Gable – The triangular section of a wall to carry a pitched roof.

Gable roof – A pitched roof with one downward slope on either side of a central, horizontal ridge.

Gambrel roof – A ridged roof with two slopes on either side.

Ghosts – Outlines or profiles of missing buildings or building details. These outlines may be visible through stains, paint, weathering, or other residue on a building's façade.

Greek Revival style – Mid-19th Century revival of forms and ornament of architecture of Ancient Greece.

Hipped roof – A roof with uniform slopes on all sides.

Hood molding – A projecting molding above an arch, doorway, or window, originally designed to direct water away from the opening; also called a drip mold.

Ionic order – One of the five classical orders used to describe decorative scroll capitals.

Infill – New construction where there had been an opening before, such as a new building between two older structures; or block infill between porch piers or in an original window opening.

Jack arch – (see Flat arch)

Keystone – An oversize bracket supporting a cantilevered or projecting element.

Lattice – An openwork grill of interlacing wood strips used as screening.

Lintel – The horizontal top member of a window, door, or other opening.

Mansard roof – A roof with a double slope on all four sides, with the lower slope being almost vertical and the upper almost horizontal.

Masonry – Exterior wall construction of brick, stone or adobe laid up in small units.

Massing – The three-dimensional form of a building.

Metal standing seam roof – A roof composed of overlapping sections of metal such as copper-bearing steel or iron coated with a terne alloy of lead and tin. These roofs were attached or crimped together in various raised seams for which the roofs are named.

Modillion – A horizontal bracket, often in the form of a plain block, ornamenting, or sometimes supporting, the underside of a cornice.

Mortar – A mixture of sand, lime, cement, and water used as a binding agent in masonry construction.

Mullion – A heavy vertical divider between windows or doors.

Multi-light window – A window sash composed of more than one pane of glass.

Muntin – A secondary framing member to divide and hold the panes of glass in multi-light window or glazed door.

Neo-classical style – Early 20th Century style which combines features of ancient, Renaissance, and Colonial architecture; characterized by imposing buildings with large columned porches.

Oriel window – A bay window which emerges above the ground floor level.

Paired columns – Two columns supported by one pier, as on a porch.

Palladian window – A window with three openings, the central one arched and wider than the flanking ones.

Paneled door – A door composed of solid panels (either raised or recessed) held within a framework of rails and stiles.

Parapet – A low horizontal wall at the edge of a roof.

Pediment – A triangular crowning element forming the gable of a roof; any similar triangular element used over windows, doors, etc.

Pier – A vertical structural element, square or rectangular in cross-section.

Pilaster — A square pillar attached & projecting from a wall, resembling a column.

Pitch – The degree of the slope of a roof.

Portico – A roofed space, open or partly enclosed, forming the entrance and centerpiece of the façade of a building, often with columns and a pediment.

Portland cement – A strong, inflexible hydraulic cement used to bind mortar. Mortar or patching materials with a high Portland cement content should not be used on old buildings. The Portland cement is harder than the masonry, thereby causing serious damage over annual freeze-thaw cycles.

Preservation – The act of maintaining the form and character of a building as it presently exists. Preservation stops deterioration and stabilizes the structure.

Pressed tin – Decorative and functional metalwork made of molded tin used to sheath roofs, bays, and cornices.

Public Right of Way – Publicly owned Streets, alleys or sidewalks where a portion of a structure can be seen .

Pyramidal roof – A roof with four identical sides rising to a central peak.

Queen Anne style – Popular late 19th Century revival style of early 18th Century English architecture, characterized by irregularity of plan and massing and a variety of texture.

Quoins – A series of stone, bricks, or wood panels ornamenting the outside of a wall.

Reconstruction – The accurate recreation of a vanished, or irreplaceably damaged structure, or part thereof; the new construction recreates the building's exact form and detail as they appeared at some point in history.

Rehabilitation – The act of returning a building to usable condition through repair, alteration, and/or preservation of its features.

Restoration – The process of accurately taking a building's appearance back to a specific period of time by removing later work and by replacing missing earlier features to match the original.

Ridge – The top horizontal member of a roof where the sloping surfaces meet.

Rusticated – Roughening of stonework or concrete blocks to give greater articulation to each block.

Sash – The moveable framework containing the glass in a window.

Serif Style – Popular lettering style widely used in the 19th and 20th Centuries. Serif style letters are distinguished by fine lines finishing off the main strokes of a letter.

Segmental arch – An arch whose profile or radius is less than a semi-circle.

Semi-circular arch - An arch whose profile or radius is a half-circle, the diameter of which equals the opening width.

Sheathing – An exterior covering of boards of other surface applied to the frame of the structure. (see Siding)

Shed roof – A gently-pitched, almost flat roof with only one slope.

Sidelight – A vertical area of fixed glass on either side of a door or window.

Siding – The exterior wall covering or sheathing of a structure.

Sill – The bottom crosspiece of a window frame.

Spindles – Slender, elaborately turned wood dowels or rods often used in screens and porch trim.

Stabilization – The essential maintenance of a deteriorated building as it exists at present, establishing structural stability and a weather-resistant enclosure.

Streetscape - The over façade, not of a single structure, but of the many buildings which define the street.

Surround – An encircling border or decorative frame, usually at windows or doors.

Swag – Carved ornament in the form of a cloth draped over supports, or in the form of a garland of fruits and flowers.

Transom – A horizontal opening (or bar) over a door or window. (see Overlight).

Trim – The decorative framing of openings and other features on a façade.

Turret – A small slender tower.

Veranda - A covered porch or balcony on a building's exterior.

Vergeboard – The vertical face board following and set under the roof edge of a gable, sometimes decorated by carving.

Vernacular – A regional form or adaptation of an architectural style.