

DOWNTOWN REVITALIZATION

Design Guidelines – November 18, 2008



INTRODUCTION

Design Guidelines

- WHAT are they?
- WHY are they important?
- WHAT do we need to implement them?
- HOW do we implement them?

Discussion so far has dealt with preservation of historical buildings, preservation financial mechanisms, and code enforcement.

What about the care of existing, non-historical buildings?



Design Guidelines Are:

- Ordinances –
 - Zoning
 - Architectural
 - Preservation
- Codes –
 - Nuisance
 - Signs
- Procedures –
 - Planning
 - Inspections
 - Incentives



Design Guidelines Can Be:

- Voluntary –
 - Typically driven by an energetic downtown organization
- Mandatory –
 - Zoning overlay district
 - Preservation district
 - City codes
- Conditional –
 - Incentive district “If you want the incentive, you’ll do quality restoration.”



Importance of Design Guidelines:

CHEAP

WELL

FAST



Importance of Design Guidelines:



FAST





Numerous issues that are common in many Missouri communities:

- Metal siding, improper awnings, or other damaging alterations
- Overhead electric lines, poor drainage and curbing, or other utility deficiencies
- ADA noncompliance
- Upper levels underutilized and inappropriate ground floor uses.
- Not attractive to pedestrians or bicyclists.
- Lack of greenery, life, generally aesthetically desolate.



New landscaping

Public furnishings

City invests in area by putting in subsurface infrastructure.

City or quasi governmental organization invests in area by putting in streetscape improvements.

- Planning
- Incentives

Vintage lighting

Electric, gas, sanitary sewer, water, storm sewer, telecommunications, and other utilities should be considered

ADA accessibility



New façade fills opening.



New façade as a series of bays.



Property Owner initiates infill construction. City ensures quality of construction.

Appropriate dimensions, style, roof line, and other details:

- Zoning Ordinance
- Architectural Review
- Preservation Commission if in a Historic District
- Incentives



Property Owner initiates renovations to an existing building. City ensures quality of renovations.

Building materials, awnings, and elements:

- Zoning Ordinance
- Architectural Review
- Preservation Commission
- Incentives





Existing Property or Business Owners ongoing operation. City ensures quality of conditions.

Use of Building:

- Zoning Ordinance

Maintenance of Building, Signs, and other Fixtures:

- Nuisance Code
- Inspection Procedures
- Sign Code
- Incentives





WHAT is needed???



-Desire

- Officials
- Staff
- Property and Business Owners



-Ability

- Appointed Boards
- Staff
- Local Contractors



-Legal Counsel



Sedalia Arts District Concept



DREAM Chillicothe: Silver Moon Plaza Existing Conditions

View of Plaza from Webster Street



View to the Northeast of Plaza Site



View to the South of Plaza Site



Webster Street, view to East



DREAM CHILICOTHE: SILVER MOON PLAZA

View from the Northwest corner of Plaza Site



Webster Street Buildings



FGV



FGV

D
DOWNTOWN

R
REVITALIZATION

E
ECONOMIC

A
ASSISTANCE

M
MISSOURI

REGIONAL DEVELOPMENT AND ECONOMIC ASSISTANCE FOR A SUCCESSFUL
D·R·E·A·M
INITIATIVE

HOW to Implement?

- Voluntary Compliance

- Guidelines are more for clarification purposes than restrictive
 - Guidelines wouldn't force building owners to change what already exists by a certain deadline, but only regulate future modifications to structures
 - Intent is to dissuade people from doing inappropriate rehabilitation. When the opportunity arises for an appropriate rehabilitation, it should conform to guidelines
- Can be monitored by Downtown Organization or a Design Review Board



HOW to Implement?

- **Mandatory Compliance**

- Guidelines are codified and offer minimum standards for all modifications (Zoning, HPO, City Codes)
- Enforced by a Design Review Board and/or City inspectors
 - Board can retain the authority to deny certificates of appropriateness or choose to recommend to the City that it approve or deny certificates of appropriateness
 - Board could also have oversight on the City to ensure the City conforms to its own standards, as pertaining to historical appropriateness or demolition of historic landmarks
- Understanding that money is almost always a problem, the City should work to enable low-interest loan programs or other funding sources for that purpose



HOW to Implement?

- **Keys to success**

- Incentives should only be provided to encourage adherence to the Guidelines
- When mandatory, clarify the fines or punishment for noncompliance
- Narrative descriptions of design guidelines can be confusing, adopt graphic design guidelines to assist applicant and the Committee / reviewer
- Expand definitions section to help eliminate unknowns



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PGAV is a forty five-year old Urban Design, Architecture, & Destination Consulting firm with locations in St. Louis and Kansas City that has been contracted by the Missouri Development Finance Board to implement the Missouri D.R.E.A.M. initiative.



Thank you

