

Lebanon, Missouri



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

BUILDING AND
STREETScape
CONCEPTS

MAY 2013



ACKNOWLEDGMENTS



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1.0 INTRODUCTION

1.1 Historic Overview

Lebanon is the County Seat and largest community in Laclede County, Missouri. The City is located along Interstate 44 about 50 miles northeast of Springfield, Missouri and 30 miles south of the Lake of the Ozarks.

Lebanon was incorporated in 1849 in an area known as the “Wire Road”; a trail along what is now Interstate 44 that was settled by the Wyota and Osage Native Americans. The trail became known as the “Wire Road” after the Civil War due to the telegraph lines installed between St. Louis and Springfield. In the late 1920’s it would become the well-known Route 66 for cross-country travelers. Lebanon was known as “Wyota”, but was changed at the request of a local minister to honor his hometown of Lebanon, Tennessee. The railroad spurred growth along the line in what is now Downtown Lebanon. The buildings in the business district played a significant role in the development and growth of the community, with one and two story brick structures soon being the norm.

In the 1950’s, American lifestyles changed with the rise of highway construction and affordable automotive travel. Neighborhoods and commercial areas shifted away from the traditional downtown business district. Downtowns, while still the center of much community life, started to experience a loss of commercial viability. Consumers expected easy access and parking for their vehicles. New and modern design was preferred over traditional and old. As a result, by the mid 1970’s many American downtowns suffered from a lack of investment and declining importance in the minds of residents. Although Downtown Lebanon has retained much of its commercial core, some of these buildings display poor alterations or a lack of new investment.



Downtown Lebanon storefronts.



Free parking is provided in Downtown Lebanon in lots behind the buildings that front Commercial Street.

Historically, commercial façades in Missouri were one, two, or three-stories of masonry with a high level of detail in the upper façade. Masonry details would have included corbelled recessed window panels, stone window sills, and arched window openings. Some of the buildings would have also featured painted pressed metal cornices with rich architectural details such as the building name and year of construction. Façade construction may have incorporated cast iron and pressed metal. Some of the façades in Downtown Lebanon demonstrate these historical features. However, there are many simple façades or façades which have been altered significantly that have lost their historic character as their detailed architecture was removed and replaced with inappropriate materials. In some cases, entire buildings have been removed and replaced with new buildings that fail to account for the existing historical context of Downtown or converted into parking lots.



An example of a rehabilitated building façade in Downtown Lebanon.

The historical streetscape was generally not spared either; historic light poles and fixtures were removed and replaced with out-of-scale “cobra-head” fixtures and poles. Collectively, the changes to the built environment of downtowns were not positive and contributed to the loss of main street business activity. In Downtown Lebanon, an attempt to reestablish the streetscape occurred many years ago. The resulting elements are of a historically complementary nature upon which additional efforts should build.

While Downtown Lebanon has experienced numerous changes throughout history, there are some buildings with historic architectural attributes. There are many buildings of simple design and some that have been altered significantly. This document is a guide to building upon the exciting positive elements of Downtown Lebanon. The building concepts will include efforts to recapture the charm and historic feel of the past. The streetscape designs will help to enhance and encourage private investment and solidify Downtown’s identity for residents and visitors.



Examples of existing streetscape improvements in Downtown Lebanon.

1.2 Intent of Concepts

This document represents conceptual planning recommendations for the City of Lebanon to consider regarding the future policy and procedural decisions that affect Downtown buildings and public spaces. The intent of this document is to help preserve the architectural character and improve the visual appearance of Downtown Lebanon. Additionally, some property owners may find inspiration from the illustrations. Included are recommendations to help recapture the characteristics of existing buildings and guide new private and public development; including in-fill construction. The building and streetscape concepts expressed are focused primarily on the commercial areas of the DREAM Study Area. While these concepts are written for Downtown, the design concepts might be applicable elsewhere in the community.

1.3 Existing Context

Downtown Lebanon, Missouri has a typical grid-pattern street layout with Jefferson Avenue/Missouri State Highway 5 dividing Downtown into northeasterly and southwesterly halves. The most prominent intersection is located at Jefferson Avenue and Commercial Street. Downtown is bound on the southeast by a set of active railroad tracks. The Laclede County Courthouse is located to the northwest of Jefferson Avenue, outside the DREAM boundary. However, the County maintains an annex building on E. 2nd Street that is within the DREAM boundary. City Hall is located on Jefferson Avenue to the southeast, outside the DREAM Boundary. Downtown Lebanon has a few large churches, banks, and other uses that are located on large lots primarily used for parking. This has resulted in a very open feeling just beyond the core commercial area.

The existing streetscape in Downtown Lebanon was installed about twenty years ago, but provides many positive attributes, including decorative pavers and street trees. The City and the Lebanon Downtown Business District (DBD) provide maintenance and replacement resources for these elements and are planning to add decorative lighting. While some of the paver inserts are in need of maintenance, collectively the overall streetscape is a contributing element to Downtown. Other elements such as benches and trash cans exist, but are not particularly uniform in design. There are no park areas located within DREAM boundary.

The following page provides a map of the Downtown Lebanon DREAM Boundary.



A popular Downtown Lebanon restaurant.

1.4 DREAM Boundary Map



2.0 SUSTAINABLE DESIGN

2.1 Introduction

The construction of sites and buildings have a significant impact on the natural environment. The operations of a site and/or a building, can also affect the air, land and soil of the downtown. Sustainable Design measures seek to lessen the impact on the natural and built environment. Such efforts also aim to increase the efficiency at which buildings operate, in regard to energy use and operating costs. The design process is comprehensive and includes site selection, building orientation, and specification of sustainable materials and energy efficient operating systems. These design properties should be considered with private buildings, as well as with the public streetscape.

Downtown Lebanon is a built environment of many historic buildings, modern buildings, public streets, parking lots, a few vacant lots and other open space. Sustainable design measures can be applied to existing buildings, new buildings, and streetscape and site improvements. The U. S. Green Building Council (USGBC) has become the leading organization in developing standards for sustainable design for buildings. The USGBC's certification system is known as Leadership in Energy and Environmental Design (LEED). The majority of LEED certified buildings are new construction projects; however the USGBC has also developed standards for the upgrade of existing buildings. Sustainable design is a broad and encompassing initiative which strives to create a built environment which is good for both man and nature. The following recommendations only introduce the basic fundamentals of sustainable design regarding downtown buildings and environments. For additional information beyond these guidelines, resources include:

- USGBC: www.usgbc.org
- Whole Building Design Guide: www.wbdg.org
- American Society for Testing and Materials International (ASTM): ASTM E2432— Standard Guide for General Principles of Sustainability Relative to Buildings: www.astm.Standards.e2432.htm
- Sustainable Sites Initiative: www.sustainablesites.org
- Grow Native: www.grownative.org
- Smart Growth America: www.smartgrowthamerica.org



Permeable paving used for parking areas to allow stormwater to percolate back into the soil.



Interior flooring fabricated from bamboo; a rapidly renewable resource.

2.2 Fundamentals

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

- 1) **Optimal Site Potential:** Consider site selection, building orientation and existing natural features of a site, including topography, drainage, landscape and natural habitats. The rehabilitation and reuse of existing buildings should always be evaluated as an alternative to new construction.
- 2) **Efficient Use of Water:** The design and use of water systems in a building maximize efficiency and recycle water for on-site use when feasible. Site design should seek to reduce storm water run-off from the site. Use Best Management Practices (BMP) to limit storm water run-off, clean storm water, and prevent suspended pollutants from reaching the sewer system.
- 3) **Environmental Materials and Resources:** Utilize building materials with a high percentage of recycled content or contain rapidly renewable materials such as cork flooring, bamboo cabinetry, wool carpeting, etc. Specify or use materials or items which are manufactured within proximity to the project site. Ideally, this proximity is no more than 500 miles.
- 4) **Optimal Energy Use:** The operation of a site and building identify methods for increased energy efficiency or use renewable resources such as solar or geothermal energy.
- 5) **Interior Environmental Quality:** Identify methods for creating a healthy environment, and increasing the comfort of building users. Proper ventilation, use of natural light, and moisture control are a few methods to ensure a quality interior space.
- 6) **Optimal Operations and Maintenance Methods:** Utilize building systems, furnishings and finishes which will have minimal operations and maintenance needs. Such systems will require less energy, less water, and can be maintained with natural cleaners which are non-toxic to the environment or occupants.



"Green Roofs" reduce storm water run-off, reduce heat gain, and provide aesthetic areas for building users.



Solar panels can be used to provide an energy source for lighting, building use, signals, and even automobiles.

2.3 Elements

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

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



Permeable pavement system installation.



Rain garden with native landscape plants.



Solar water heater.

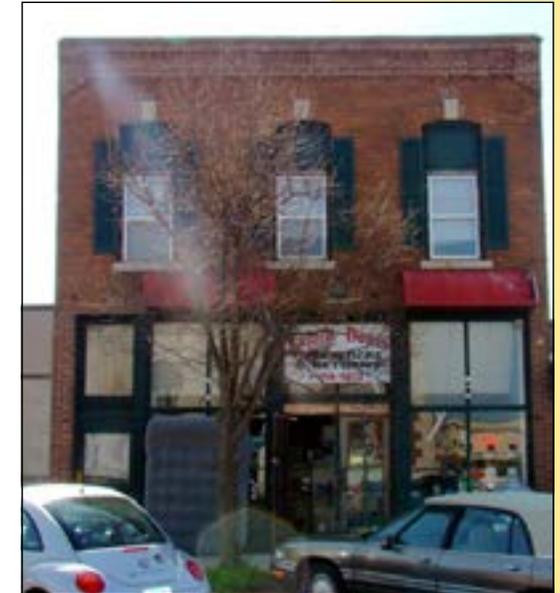
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3.0 BUILDING DESIGN CONCEPTS

3.1 Rehabilitation and Maintenance of Existing Buildings

Any original element or material that still exists on historic or non-historic Downtown buildings should be retained. These original components provide historic value that cannot be replaced and are particularly important for storefronts. Prism glass in transom windows or a decorative wooden door with beveled glass are examples of original materials that should be retained.

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 style of the building and complements the style of the surrounding buildings. Often a simplified interpretation of similar features on nearby buildings is attractive and acceptable.



Historic Building in Downtown Lebanon.

3.1.1 Rehabilitation, Restoration, and Renovation

The Secretary of the Interior's Standards for Rehabilitation (a summary of which is found in the Appendix as Exhibit A on Page 63) define rehabilitation as "The act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural and cultural values."

Rehabilitation is distinguished from *restoration*, which is defined as "The act or process of accurately recovering the forms and details of a property and its setting as it appeared at a particular period of time by means of removal of later work or by the replacement of missing earlier work." There are many lightweight and durable materials available to replicate historic building features such as trim, cornices, medallions, columns, and lintels. However, replacement elements should be simple and complementary to surrounding buildings.

In contrast to rehabilitation and restoration, renovation seeks to modernize a building. Little attention is paid to retaining historically significant architectural features. Renovation, by its very nature, destroys the historic integrity of a building. Once a building is renovated, it may no longer be eligible for State or Federal Rehabilitation Tax Credits or listing on the National Register of Historic Places.

As property owners prepare to invest in their buildings, they should seek professional guidance for rehabilitation or construction projects. The Secretary of The Interior's Standards for Rehabilitation and various Preservation Briefs are included on the National Park Service website at www.nps.gov. Property owners interested in applying for Historic Tax Credits should contact the Missouri State Historic Preservation Office at www.dnr.mo.gov/shpo/.

3.1.2 The Benefits of Rehabilitating Buildings

The rehabilitation of buildings will provide several long-term benefits for the property owner and Downtown Lebanon. Appropriate rehabilitation of a building adds value. Improvements to the façade and updates to mechanical, electrical, and plumbing systems are investments that help limit maintenance costs. Repairs also address codes and safety regulations and make the building more marketable. A well-maintained building displays a positive image of the occupant, owner, and Downtown.

Buildings in Downtown Lebanon demonstrate a wide range of design character. There are some that show significant architectural character, and some that are very simple and plain. Collectively these buildings contribute to the atmosphere of Downtown. Buildings which have lost their character due to alterations or neglect detract from the Downtown experience. Restoration to the original design is not always necessary, unless the building is on the National Register of Historic Places. The objective is to maximize elements that enhance the Downtown Lebanon experience and minimize detracting elements.

The façade of a building is the first image presented to every potential customer of the business which is located in the building. This image needs to be positive so the visitor will want to enter the building. The rehabilitation of the façade is vital for the survival of the business. An appropriately rehabilitated façade is inviting and sets a high-quality standard for other buildings. Façades combine with public elements to create the outdoor living room of Downtown Lebanon. This space is at the core of the community and should be alive with activities and events. As such, proper maintenance of all elements is essential. Downtown revitalization is an ongoing process that takes time and will evolve, pick-up speed, slow down, be applauded, and be criticized. The one constant should be the desire to adjust Downtown Lebanon to an atmosphere that is attractive to residents, businesses, and visitors. This effort begins with preserving existing Downtown buildings.

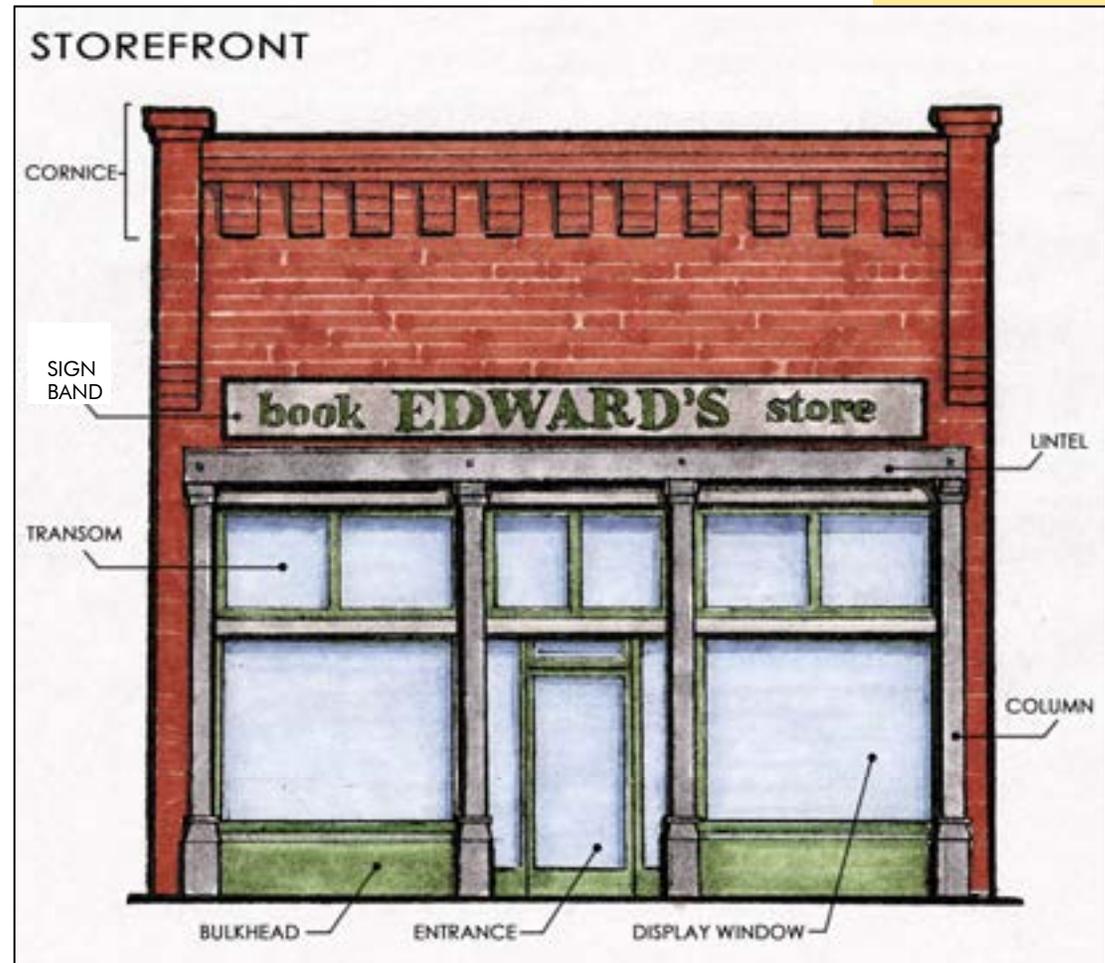


The Downtown Lebanon Post Office.

3.1.3 Building Zones

Improvements to buildings will be discussed in the context of three distinct zones; the **Storefront (Façade)**, the **Upper Façade**, and the **Rear (or Side) Elevation**. The storefront is the most critical element, as it provides the interface between the business and the street. Components of the storefront include some upper façade elements, but the primary focus is on the building façade at the pedestrian level. A storefront zone and some important upper façade elements are shown on the illustration at right and discussed in Section 3.1.15 on Page 23.

The upper façade is found above the pedestrian level on the front of the building. This is an important part of the building façade which should be well-maintained by the property owner. The Upper Façade Zone is discussed in Section 3.1.16 on Page 25. Rear or side elevations of a building may present opportunities to create a pleasing shopping atmosphere. Rear and side elevations are discussed in Section 3.1.17 on Page 25.



3.1.4 Façade Elements

The various elements of a façade must be balanced. Restoring appropriate massing, building and floor heights, proportions, roof lines, materials, and setbacks are critical considerations in rehabilitation construction. Other aspects such as architectural details, colors, and cornices are more important to the restoration of historic buildings, but can be used effectively in rehabilitation construction. Developing a balance of all façade elements can allow a building to be very individual in its character, but at the same time be a complementary thread woven into the overall fabric and feel of Downtown.

3.1.5 Rhythm

The defined rhythm of Downtown Lebanon should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing. Proper repetition of architectural details and orientation to the street, along with vertical elements such as entrances, lighting, and street furnishings can help develop the rhythm of a specific block.



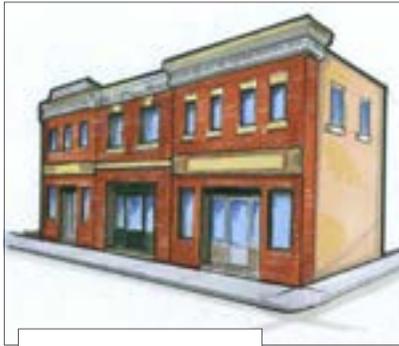
This imposing Downtown Lebanon façade disrupts the rhythm of the street.

3.1.6 Alterations

Encourage removal of inappropriate alterations or additions that disrupt the fabric of the storefront. It is possible that non-historic and new construction can complement the building fabric that has developed, therefore some alterations may not need to be removed. Decks, structures providing access for people with disabilities, and other “detachable” alterations can be used, 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 Façade Zone should be removed. Alterations in this zone can significantly change the overall appearance of the building. Signage and building lighting should be carefully considered, as these elements are generally restricted to the storefront. 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. When disassembly of a historic element is necessary, use methods that minimize damage to the original materials.

The following page depicts illustrations of buildings in various states of alteration.



Original Design.



Minor Alterations.



Storefront is Lost.



Significant Alterations.



3.1.7 Masonry

Masonry is typically the preferred façade material for Downtown. Most existing construction will utilize some masonry. In most instances, metal and wood siding is not a suitable choice for Downtown building façades. 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. Effective recommendations related to the treatment of masonry façades include:

- Maintain the original color and texture of masonry walls. Stucco or paint should not be removed if this was the historic covering and only applied if it was the historic covering. If painted or stained masonry is going to be returned to its original state, a minimally intrusive removal process should be used.
- Clean masonry and mortar only when necessary to limit deterioration or to remove heavy soiling. Avoid techniques such as sandblasting, caustic solutions, and high-pressure water blasting, as they may erode the surface and accelerate deterioration.
- Masonry restoration, particularly on historic structures, should be done by professionals.
- Damaged bricks and stone should be repaired or replaced with similar color, texture, and style of masonry products. Re-point masonry walls when there is evidence of disintegrating mortar, cracks in mortar joints, loose brick, or moisture retention in the walls. New mortar should duplicate the old mortar in composition, bonding strength, profile, color, and texture. Do not use cement mortar in brick construction as it is too hard and will result in cracking of the softer brick material.
- Portland cement as a patch for masonry is unacceptable.
- 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 or siding can hide interesting details and may be easy to remove. If, after removing the covering, portions of the façade must be replaced, use a material similar to the original façade in color and texture.
- Regular maintenance of foundations is required to prevent structural and water damage. Any water-proofing methods for foundations should be applied beneath the finished grade or inside the structure.



An example of mismatched masonry in Downtown Lebanon. A poor mortar choice detracts from the historic aspect of the building.

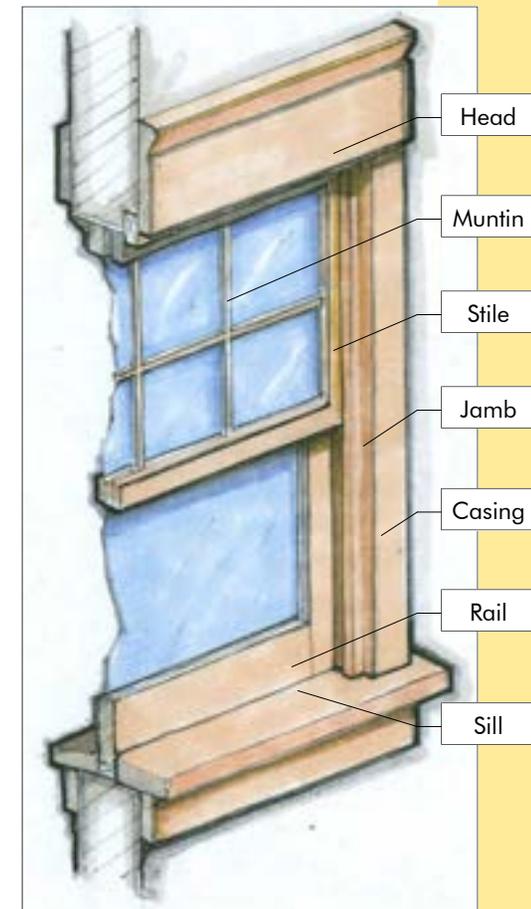


Tuck Pointing with an Appropriate Mortar Material.

3.1.8 Windows

Windows are a major feature of the building exterior and vary with each building style. Windows have a proportional relationship to the structure as a whole, and they also have a decorative function. The shape and glazing pattern of windows on a building may be one of the principle characteristics in identifying its historic period and style. Thus, if original windows are removed and replaced with incompatible modern windows, the basic character of the building will be altered substantially. Recommendations for the treatment of windows in Downtown buildings include:

- The number, size, and locations of existing window openings should be retained. Do not “block-in” windows to reduce the size of the window opening or to fit stock window sizes. New window openings should not be added on elevations that are subject to view from a public street. If the original window still exists, it should be restored.
- Retain and repair window frames, sash, decorative glass, panes, sills, heads, hoodmolds, moldings, and exterior shutters and blinds. Replacement window parts should duplicate the material and design of the original part. Reuse parts in their original configuration if disassembly is required.
- If duplication of the original window or window part is not technically or economically feasible, a simplified version of the original may be acceptable as long as it has the same size and proportion. Modern window types that are inappropriate in commercial buildings include large picture windows, casements, and bow windows, unless they are original to the structure.
- Do not install shutters on windows that did not originally have shutters. The shutter should measure the full height of the window and half its width, so as to cover the entire window when closed. Fasten shutter to the window frame and not the siding.
- Inappropriate modern window features such as plastic and metal awnings or fake, non-operable, synthetic shutters and blinds, distract from the historic appearance of a building and should be avoided.
- Storm windows should have wooden frames, or if metal, should be anodized or painted to blend with the trim and be installed on the interior, rather than exterior.



- Upper floor windows are typically vertically-oriented and uniformly spaced across the building front. These upper façade windows help establish rhythm and are an important unifying feature of Downtown.
- Masonry infill, wood panels, or mismatched windows should be replaced with appropriate materials.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the interior window.
- Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be considered.
- Encourage window shades or curtains in colors that coordinate with accent trim.
- Property owners should be encouraged to keep interior coverings, shades, or blinds closed on upper floor windows. Vacant, ground-floor spaces should also have displays or other materials to reduce the visual impact that a vacant building can have on Downtown.

3.1.9 Architectural Details

While there are some intricate architectural details found on Downtown Lebanon buildings, most of the architecture is of a simple design. The existing details are the signatures of the builders and designers and represent a connection to Lebanon's past. In typical modern construction, such details are omitted. Restoration of features such as cornices, medallions, ornamental glass, brackets, and brick patterns are often forgone in renovation work for covering that hides any hint of the heritage of the building. Exposing and restoring these elements develops a unique atmosphere that only Downtown can offer. Suggestions for treatment of these details include:

- Replacement of missing architectural elements should be based on accurate duplications of original features. In some cases, an entire element must be reconstructed. In the event that complete replacement is necessary, the 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 installed. If no evidence exists as to form and detail, the reconstructed cornice should be as simple and non-intrusive as possible. A cornice is an important building element that leave a very obvious absence if it is missing. If the cornice is intact it should be repaired and maintained.



These upper floor windows help establish rhythm along this block in Downtown Lebanon.

- Where architectural details have been removed, refer to historic photos for details to use as patterns for new designs. Where exact reconstruction of details is not feasible, consider a simplified interpretation of the original, in which its major forms and lines are retained.

3.1.10 Awnings and Canopies

Awnings used in the Storefront Zone provide shade for merchandise, shelter for pedestrians, and bring a colorful accent to the building façade that can be changed frequently and without great expense. Canopies are more permanent structures built onto the front of the building and may include lighting for the sidewalk in front of the store. Upper window awnings provide shade and help establish rhythm along the street. The following suggestions enhance appropriate use of awnings and canopies:

- Mount the top edge to align with the top of the transom or the framing between the transom and the main display window. This will help strengthen the visual continuity of storefronts.
- Awnings should be installed over the original storefront opening and not extend beyond. Awnings over the building entrance will help customers navigate.
- Aluminum, steel, and wood shingle canopies are typically not original building material elements and tend to detract from the overall appeal of building façades. These canopies should be removed to expose and repair transom windows, the sign band, and any architectural details.
- Roll-up awnings were common on historic storefronts and can be restored with modern fabric. If a roll-up awning is not operable, the awning should follow the shape of an operable awning.
- Awning colors should coordinate with the palette for the entire building and complement any overall scheme established for Downtown buildings. Awnings on upper windows should match the storefront awning in color and material.
- Awning signage or lettering should not be allowed where another flush-mounted sign exists and may be limited to the vertical front flap of the storefront awning only; not the upper-floor awnings. Signboards under the awning to assist pedestrians, should be of a limited, uniform size and complement the awning and building.
- Awnings will wear and replacement should be acknowledged as an operating cost of doing business. Awnings can be changed every few years for a fresh look.



Examples of awnings and canopies found in Downtown Lebanon.

3.1.11 Entrances

An entrance is an important feature that affects all building tenants and beckons the visitor on the street. The primary building entrance should be obvious, but side and rear entrances should also be well-defined and attractive. Easily identified entrances assist in wayfinding for pedestrians and motorists. Suggestions for enhancing entrances include:

- Recessed entries allow customers to exit the main pedestrian flow on the sidewalk as they are being invited into a store. Maintain recessed entrances in good condition where they exist. These areas also provide protection from the weather, and the repeated rhythm of shade along the street helps to identify the entrance. If the original recessed entry has been removed, consider reestablishing it in the same location.
- Side and rear entries should be visible from nearby parking areas and provide a clear, well-lighted pathway for access.
- At least one public entrance to the building is required to be compliant with the Americans with Disabilities Act Accessibility Guidelines (ADAAG).
- Avoid doors with raised thresholds and consider using an accent color on the door.
- If there is only one business in the building, center the business signage over the main entrance.



These renovated buildings along Commercial Street in Downtown Lebanon use a repetitive façade style, awnings and the store entrances to establish rhythm for the block. While this type of material is not original, the entire block on both sides of Commercial Street has received the same treatment.

3.1.12 Building Lighting

Buildings should be interesting to view at night, as well as by day. A well-lit façade or rear elevation creates a positive impression about Downtown. This lighting also can improve Downtown safety and security. Suggestions to enhance the building lighting in Downtown Lebanon include:

- Use lighting as a subtle and complementary design element to draw attention to the building. Lighting that emphasizes architecture in the upper façade and rear elevation can provide attractive highlights.

- Warm-colored lighting of the storefront should accent the entrance, flush-mounted signage, and any architectural details.
- The light fixture design should be simple, non-intrusive, and in a style that matches the period of the building. Neon and cool fluorescent lights should be avoided and well as other lighting that is too intense and overpowering of the building.
- Building lighting used on rear elevations should be similar to the lighting on the façade. This lighting should also provide illumination at the entry door and along the pedestrian path from the parking area.
- Building lighting should also incorporate sustainable design concepts as noted in Section 2.0 on Page 5.



Use lighting to highlight building, signage & entrances (Washington Missouri at left, St. Charles, Missouri at center and right).

3.1.13 Business Signage

For a successful business environment, each Downtown merchant must have its own identity, but at the same time reinforce and complement the overall Downtown design. Effective signage identifies the business without detracting from the architecture of the building and distracting the pedestrian. Sign types and their locations should be kept simple and consistent for ease of public awareness. Signage should be restricted to the Storefront Zone or Rear Elevation and generally not on the Upper Façade.

Business signage in Downtown Lebanon consists of a variety of signs, with several plastic, back-lit “box”-type signs. There are some positive examples of attractive flush-mounted signs and some poor installations where the signage is haphazard or excessive. There are some examples where the business signage has been painted directly onto the building. These signs should not be considered murals. Recommendations to enhance the business signage in Downtown Lebanon include:

—General Business Signage Design Issues

- A business sign should be a part of the building design and not hide architectural features or details. Flush-mounted signs that fit within the outer edges of the façade and in the sign band help reinforce the horizontal lines along the street.

- The size of the sign should be of an appropriate scale for the building and street. Large signs are not needed as downtown signage is oriented to the pedestrian, not the motorist.
- In general, for all signs, the material and color should complement other building and façade materials. Clashing colors and inconsistent material types can cause visual distress in the viewer or customer.
- Signs should be well-designed and professional with a simple message. The name and type of business should be sufficient. A logo or symbol of the type of business could also be included.
- Signs should be constructed of high-quality materials to withstand extreme weather conditions. Good craftsmanship results in longer service time and conveys a stronger image. A deteriorating sign presents a very poor image.
- Encourage innovative sign design to reinforce uniqueness. Mass-produced signs, such as rectangular plastic “box”-type signs with internal lighting, fail to make a lasting impression in the mind of the visitor.
- Illuminate signs in such a way to enhance the overall composition of the façade. External lighting cast from period-style, non-intrusive fixtures is preferable to internal lighting.
- Rooftop, blade, pole, neon, electronic message boards, flashing or otherwise moving or animated signs, signs playing music or sounds, and billboard signage should be severely restricted in a downtown environment, even if allowed. Abandoned signs should be removed.
- Place signs near the business entrance to guide a customer’s eyes to the door.
- Where several businesses share a building, coordinate the signs by grouping them onto a directory panel. Use similar forms or backgrounds that tie together visually and make each sign easier to read.

—**Style and Location of Signs**

Projecting Signs: Encourage projecting wall signs that give the name, logo, or image of the product being sold. Projecting signs should have the following characteristics:

- **Material:** Unframed painted wood or metal panels hung from painted wall brackets. Wood signs with carved or sandblasted designs that are painted are also appropriate.
- **Lighting:** Non-illuminated or externally lit with appropriate fixtures is preferred.



Examples of existing business signage found in Downtown Lebanon.

- **Location:** The bottom of projecting signs should be no lower than eight feet above the sidewalk and the top of the sign should be below the building parapet or the second floor windows. Locate projecting signs along the first-floor level of the façade.
- **Message:** The use of symbols instead of text on projecting signs can help a customer more easily identify and remember the store.

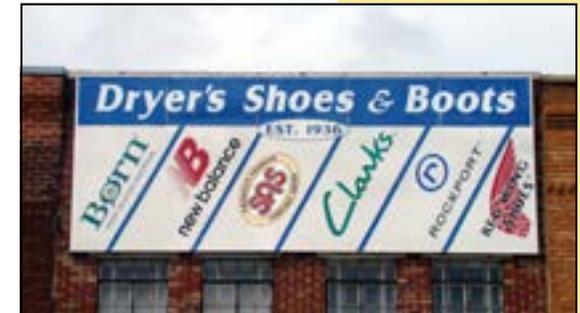
Wall Signs: These signs are painted on the brick wall or a panel above the storefront windows or on the side of the building. The old faded signs painted directly on the brick are commonly called “ghost signs” and should be preserved as historical building elements. Wall signs should have the following characteristics:

- **Material:** Painted directly on the building brick or on wood or metal panels. The signs painted on brick typically had white lettering on black backgrounds. Signs that advertised a product, such as Coca-Cola, were multi-colored.
- **Lighting:** Non-illuminated or externally lit with appropriate fixtures is preferred.
- **Location:** Many of these signs were located in recessed brick panels above the storefront windows. Research historic photos for the locations of original signs that may still exist beneath old paint or panels. Wall signs should not be located above the building parapet.

Window Signs: Painted or foiled lettering on the display window glass often advertised a doctor, dentist, or attorney. Signs of his type should have the following characteristics:

- **Material:** Painted lettering, or gold or silver foil lettering. Lettering colors should complement the paint scheme of the building.
- **Lighting:** Natural lighting or the inside lights of the building are sufficient.
- **Location:** On the glass of the entry door or the display window at eye level. These signs are fairly simple and should not dominate the window to allow an unobstructed view of interior store merchandise. These signs can also be used in upper-floor windows to identify upper-floor businesses.

Awning and Canopy Signs: Lettering on awnings or canopies should only be used where there is no flush-mounted sign. However, a simple logo or symbol can help identify the business. These signs should have the following characteristics:



Examples of existing business signage observed in Downtown Lebanon.

- Material: Lettering on awning fabric or painted on wood or metal panels.
- Location: Six to eight inch high lettering on the front valence of a fabric awning or a hung sign panel. These panels should not exceed 12 inches high.

Sidewalk Signs: Symbols, such as barber poles, were often set on the sidewalk to attract customers. If sidewalk signs are permitted, they can effectively advertise daily specials and be important to Downtown businesses. Downtown sidewalk signs should have the following characteristics:

- Material: Painted wood or metal. Merchants should avoid stock displays that also advertise the names of products such as beverages. A well-maintained, high-quality sign of this type is important.
- Lighting: Natural illumination. Do not internally illuminate.
- Location: At the edge of the sidewalk or building face. Maintenance of the sidewalk thoroughfare is important, and these signs should not obstruct any pedestrians. If the right-of-way is not large enough, sidewalk signs should be avoided.

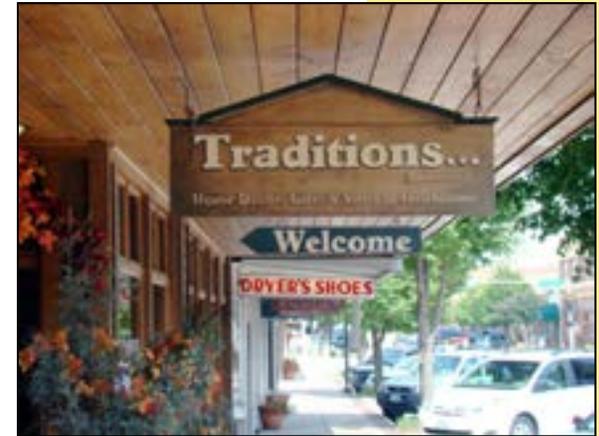
—Number and Area of Signs

Principal Business Signs: Signs to identify the name and nature of the business should be the primary type of sign and limited to two per building storefront. This signage could be any of the sign types discussed above.

Auxiliary Signs: Additionally, each business could have a sign stating hours of business and an “open” sign. These should be limited to two square feet each. Other indoor directional signage and brand information should not be placed as another outdoor sign.

Side Street Directories: The side walls of corner buildings can be used for wayfinding directions to parking and other attractions. These signs should be of uniform size and design. A suggested sign panel size would be 12 inches high by 48 inches long with 6 inch high lettering.

Sign Area: The aggregate area of all signs for a specific Downtown business should not exceed 100 square feet, except buildings with a front wall area of 1,000 square feet or more, where the aggregate sign area should not exceed approximately 10% of the front wall area.



Examples of existing business signage observed in Downtown Lebanon.

Lettering Size: The size of lettering for any sign type should not exceed 12 inches high, except for the first letter of each word, which should not exceed 18 inches high.

Lettering Style: Because the historic signs spanned a long time period, a variety of lettering styles existed together. Lettering style for new signs could be either simple block letters or more elaborate lettering styles. Each business should express their individuality in their sign design.

3.1.14 Building Color

Color can enhance the details and patterns of a building's façade. The most effective and economical paint schemes often start with the natural colors of the building materials themselves, such as the red of many brick buildings. Color techniques for Downtown buildings include:

- Use only one base color for the majority of the background wall surface, but use a different color for accents. Avoid painting a building entirely one color.
- Base colors should be muted earth tones or pastels that will hold their color well. Owners should consider color stability when choosing paints.
- Window frames, sills, moldings, details, and cornices are potential architectural elements to accent with a different color. Signs, awnings, and entrance doors are also building components that could be accented.
- Use bright colors only in small amounts. Place them at the ground-floor level to direct the customer's eyes to the business.

3.1.15 Storefront Zone (see Page 11 for components)

By applying the design concepts found in this report to the Storefront Zone, the overall image of Downtown Lebanon buildings will be improved. Generally, all architectural details, spandrel panels, and intricate brickwork should be restored and maintained, and in some cases, accented. Suggestions for the treatment of primary storefront elements, include:

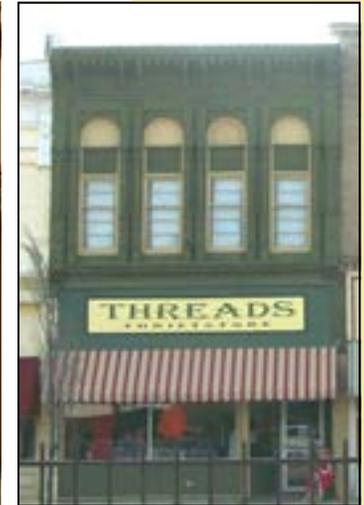
- As noted, the main entrance should be recessed to emphasize the entryway. A recessed entry, when combined with display windows, can create a unique



Examples of existing business signage observed in Downtown Lebanon.

presentation area for products. Recessed entries should be creatively lighted during evening hours.

- The main entrance door should provide a view into the building and a sense of openness. Solid doors and clutter such as flyers and posters on the entry door should be avoided.
- Lintels and columns help frame the entrance to the building and should be restored and maintained. Often these features are hidden behind an inappropriate façade covering.
- Large display windows should be preserved if present and reestablished if they have been removed. These windows are important to the overall balance and scale to the façade. They also provide important interior lighting and connect the stores products with potential customers.
- The bulkhead serves as the base for the display window and should be in good condition to protect the window. Additionally, storage space can be provided, under the display area and behind the bulkhead.
- Framing of the windows should be of a material similar to the original framing, or of a material complementary to the historic profile.
- Clear, insulated glass with a 'Low-E' coating is an appropriate window. Tinted or reflective glazing, or interior films should be avoided.
- Transoms are typically a band of glass panels located above the entrance and display windows. This feature is usually at the same level on an entire block of buildings. Maintaining transoms will reinforce the horizontal lines on a street frontage.
- Transoms should be uncovered and restored. If the ceiling on the interior of the building has been lowered, pull the ceiling back away from the window to maintain the original ceiling height. Transom glass may be different from the display window, but it should complement all façade elements.
- Some transoms originally had hinged windows to provide building circulation. The building owner may wish to consider restoration of this feature. However, a hinged transom's ability to assist with air conditioning and/or heating is limited by modern, efficient building systems.
- Window air conditioning units should never be installed in the front of a building, particularly not over a main entrance. These units should be restricted to the rear elevation.



Downtown façades that demonstrate attractive color schemes (Chillicothe, Missouri).

3.1.16 Upper Façade

The Upper Façade zone is often neglected, but the element in this zone should adhere to the same concepts as previously suggested. The impression of a building and business is formed by the overall image of the property. Customers notice the condition of the upper façade, even though they may never set foot in the upper floor of the building. The Upper Façade is an integral element that can present a significant amount of architectural style and detail to the street. Elements such as windows, brackets, cornices, and medallions can help showcase the building's character and have been addressed earlier in this report. Additionally, Lebanon has an issue with some buildings displaying open, empty upper windows. These property owners should be encouraged to install simple window treatments to reduce the unsafe and vacant feeling these buildings may present. An attractive building will not only appeal to customers, but to potential tenants.



An example of restored transom windows in Downtown Lebanon.

3.1.17 Rear (or Side) Elevation

The rear elevation typically faces an alley and provides access for deliveries and maintenance. In some cases, customer parking and a rear entrance to the building is provided. Attention to the appearance of the rear elevation can be extremely important to the quality of the customers' experience. The building and business image can likely be improved here, while accommodating service functions. In Downtown Lebanon, the rear elevations of the buildings that face Commercial Street are accessed through public parking facilities. The view of these rear elevations from these parking areas is critical and should welcome the visitor using the lot.



Examples of well-maintained rear elevations (St. Charles, Missouri)..

In addition to previously mentioned recommendations for upper-floor building elements and entrances, suggestions for other rear or side elevation components include:

- A customer entry through a side or rear door creates an access no longer just for service and should be just as inviting as the primary entrance. Customers might also develop a sense of loyalty or "special access" by using this building entry. The business can build on this loyalty to enhance the customers' experience.

- An awning should be considered for a rear entrance. Also, building elements such as gutters, downspouts, service boxes, conduit, fencing, and screens should be in good repair.
- Rear fixtures such as signage, fencing, lighting, and awnings should use materials and colors that coordinate with the building front so customers will learn to associate any rear or side entrances with a particular business. Chain-link fencing and barbed-wire should be strictly avoided in Downtown.
- Rear exit stairs, elevators, and accompanying parking lots can greatly enhance the marketability of upper-floor space.
- Trash containers should be placed in an enclosure or behind a screen that harmonizes with the surrounding buildings in scale and color. Wood, masonry, lattice, or hedges can all be effective screening methods. Landscaping can also screen ground-level utility units. A color scheme that complements the building should be used on all screening.
- Ancillary structures should match the surrounding buildings in style, scale, and color scheme. Ancillary structures should not be used as residential units.
- Where it is impractical or costly to alter a primary building entrance to meet accessibility guidelines, a side or rear elevation entrance may be adjusted.
- Often a rear elevation is neglected in maintenance, but severe deterioration of this side of a building can be disastrous. Historic buildings require extra care and maintenance, and this extra attention should apply to all areas of the structure. The City of Lebanon should encourage proper maintenance of all building elements through firm and fair code enforcement. The City should work to ensure that minor maintenance issues do not become costly structural repairs that endanger the building.
- A restaurant can take advantage of a rear elevation and parking area by identifying a section for outdoor seating. While this type of seating is typically located in the front or side of a building, the rear elevation could also accommodate this vibrant element of Downtown. Such seating should provide shelter, trash receptacles, and durable furnishings. Umbrellas and fixture colors should complement the building and business colors, and the entire area must be properly maintained.



Rear elevation activity observed in Downtown Lebanon.



An example of a rear elevation in Downtown Lebanon.

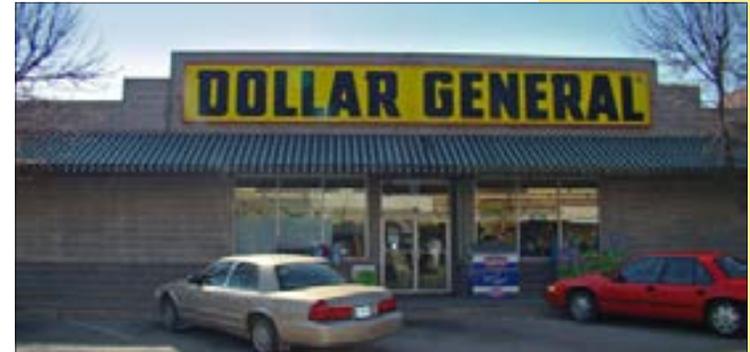
3.2 New Construction Concepts

The construction of any new structure within Downtown is important because the new structure needs to be compatible with existing buildings. New construction should seek to harmonize with the visual characteristics of the neighborhood and address elements of scale, design quality, and massing; the relationship of the new construction to existing nearby buildings. Avoid recreating historical styles or themes with new construction. This practice can create a “theme park” type of atmosphere. While new buildings can be inspired by past design, the new building should feel genuine and not a creation of a false past.

The following concepts consider additions to existing buildings as well as entirely new infill construction. The concepts are intended to identify a range of design options that will complement existing buildings, not to dictate specific styles or features. The design of new construction should generally focus on massing, rhythm and directional emphasis, materials, and building elements.

Massing and rhythm are defined by the relationship of a building to the open space along the street frontage, the relationship of solids to voids on building façades, and the relationship of the entrances and porch projections to the street. The directional emphasis (whether vertical or horizontal) of new construction should relate to that of the neighboring buildings. The defined rhythm of Downtown Lebanon should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing. Materials and other building elements speak to the style of the building and should be complementary of surrounding structures. An illustration depicting concepts for designing new Downtown commercial infill buildings is shown on Page 28. The general concepts provided in this illustration include:

- Designs should be considerate of the traditional building elements as described in Section 3.1 or on nearby existing buildings that contribute to the historic context of Downtown Lebanon. Often a simple design is best, using three basic elements: a unified paint and color scheme, an awning, and non-intrusive signage.
- Properly orient the building to the street and carefully consider the relationship to nearby buildings.
- Emphasize horizontal features that can align with other buildings to reinforce the rhythm of the block. Vertical elements, entrances, lighting, and other street furnishings can also help develop the block rhythm.



The construction of these two discount retailers in Downtown Lebanon could have benefited from some basic infill construction standards regarding façade materials and signage.

- Include architectural details sparingly, with proper repetition.
- Restrict off-street parking areas to the side and rear of the building. Typically, a downtown building is built up to the sidewalk and it is important for an infill building to maintain this building line.
- Encourage multi-story construction to maintain the building roof line and to accommodate mixed-use development that reserves the ground floor for retail uses.



Infill development should support the historical architectural character of the surroundings.

Upper façade elements such as windows and sign panels should be continued.

Encourage traditional storefront awnings and upper and display window proportions.

Establish clear guidelines that prohibit materials such as metal and vinyl siding that are architecturally inappropriate. Discourage covering on transoms.

Recreate storefront elements and build to the sidewalk line to establish vibrant street rhythm.

An infill building example and illustration from Caruthersville, Missouri.



3.3 Franchise Architecture

To maintain the unique atmosphere in Downtown Lebanon, 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.

The company’s “downtown-style” is particularly important if a franchise store is to locate in an attached Downtown building of historical nature. This is an infrequent occurrence as Downtown buildings are typically not suitable or attractive to franchise stores. However, the City should be prepared if a franchise store prospect desires a Downtown location. These stores can still be complementary to the historical fabric of Downtown. The design concepts for new construction provided in Section 3.2 on Page 27 should apply, and other aspects such as parking requirements, pedestrian-oriented signage, building setbacks, and building lighting may require consideration. Store owners should be able to adapt their brand to create a complementary Downtown building.



An example of stand alone franchise architecture in Downtown Maryville, Missouri.

3.4 Residential Issues

Downtown Lebanon includes, and is surrounded by, a variety of housing. Much of this housing is single-family, but some properties have been converted to multi-family units. While the conversion of upper-floors of commercial buildings is helpful for the Downtown retail market, low-quality apartments and the conversion of large single-family homes to rental units is typically detrimental. Owners and renters of these units tend to let property deteriorate, more so than owner-occupied housing. Existing Downtown housing is limited and it appears that residential uses have never played a significant role to the Downtown Lebanon economy.

Although the DREAM Building Design Concepts focus on commercial buildings, the existing housing conditions in Downtown Lebanon should not be overlooked. Specific recommendations for housing development are discussed in the Lebanon DREAM Residential Demand Analysis from December of 2011. Primary recommendations for the Lebanon residential market, include:

- The City should more firmly enforce maintenance and building codes, ensuring that property owners maintain safe structures. This will require concerted effort and expense; but firm and fair enforcement will raise property values throughout the City, encourage new private investment, and save many structures by preventing minor maintenance issues from become major repairs.
- The City should review its zoning code and determine if the conversion of large single-family homes to multiple-family housing is being encouraged. Implementing zoning measures to prevent this type of residential conversion will maintain the integrity of these stately properties and may increase demand for other properties and housing types in Downtown.
- The DREAM Residential Demand Analysis indicated there may be demand for 54 market rate rental households, 30 affordable senior households, and 85 affordable family households in the next few years. This analysis indicates robust demand upon which the City and Downtown can capitalize. However, Downtown may not be a good fit for family households with small children.



Examples of existing homes (left) and upper-floor units that could be converted into residential (right) in Downtown Lebanon.

3.5 Building Design Examples

The City and Downtown Lebanon leaders, property, and business owners selected specific buildings upon which to focus attention for illustrating building design concepts. The buildings chosen are along Commercial Street, between Madison and Adams Avenues. This includes the primary intersection of Commercial Street and Jefferson Avenue. Most of these buildings are in fair condition and some have retained their architectural features. However, a few have been altered considerably or have had the original façade covered with inappropriate materials. The buildings chosen for illustrative purposes, include:

- 98 N. Jefferson Avenue (American Family Insurance)
- 103-107 E. Commercial Street (Falcon Floor Covering Showroom)
- 109 E. Commercial Street (Falcon Floor Covering)
- 115 W. Commercial Street (Dryer's Shoes & Boots)
- 101 N. Madison Avenue (Wehner's Bakery)

The following pages include photographs of the existing conditions of the focus buildings, along with illustrations of suggested improvements.

3.5.1 Building at 98 N. Jefferson Avenue

This building fronts on Jefferson Avenue with the side elevation shown below on Commercial Street. The building is fairly non-descript and lacking architectural detail. As such, there is little to improve. The suggestions below focus on helping the building fit in better with the existing atmosphere of Downtown. Additionally, streetscape elements can improve the image of the building on the street.

Existing Conditions.



- Replace wooden shingle roofing material with a standing seam metal roof.
- Limit exterior signage.

Proposed Improvements.



- Add vertical elements such as columns and window panes to strengthen the rhythm of the street.
- Add streetscape elements such as benches and trash receptacles to encourage pedestrian activity at this important Downtown intersection.
- Consider street trees with a smaller crown.

3.5.2 Building at 103-107 E. Commercial Street

This building fronts on Commercial Street and houses the showroom for the flooring business immediately to the east. Due to the façade covering, it is difficult to determine if the building retains any architectural significance. When the covering is removed, there may be different recommendations than those indicated below.

Existing Conditions.



- Remove metal covering.
- Remove metal awning. If the awning is to be replaced, it should be cloth and kept in good condition.
- Expose transom or upper floor windows.

Proposed Improvements.



- Restore masonry veneer with a contrasting, but complementary color scheme.
- Reestablish a simple cornice.
- Consider a faux lintel above the first-floor windows.
- Consider awnings on upper-floor windows.
- Add building lighting for interest.
- Install flush-mounted business signage of appropriate scale, design, and lighting in the sign band.
- Use painted window signage for brief additional messages.
- Add streetscape elements such as benches and planters.
- Consider street trees with a smaller crown.
- Reestablish upper-floor access.

3.5.3 Building at 109 E. Commercial Street

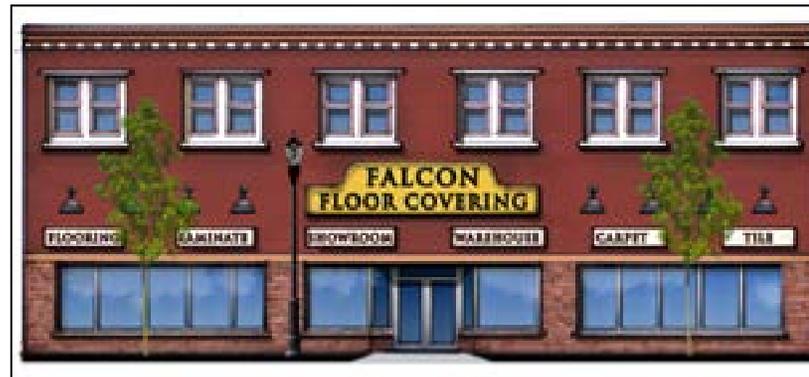
This building consists of a large amount of frontage along Commercial Street. Similar to the showroom to the west, the façade covering hides any potential architectural details. When the covering is removed, there may be different recommendations than those indicated below.

Existing Conditions.



- Remove metal covering.
- Remove metal awning. If the awning is to be replaced, it should be cloth and kept in good condition.
- Expose transom or upper floor windows.

Proposed Improvements.



- Restore upper-floor windows. Awnings may be considered for upper-floor windows.
- Reestablish a simple cornice.
- Restore masonry veneer.
- Use an accent color that complements the showroom colors next door and the masonry color of the bulkheads and columns.
- Add building lighting for interest.
- Install flush-mounted business signage of appropriate scale, design, and lighting in the sign band.
- Business signage should be located above the main business entrance and only in appropriate locations that do not obstruct architectural details.
- The display windows can also be used for painted business signs.
- Add a bench or two along this long street frontage.
- Consider street trees with a smaller crown.

3.5.4 Building at 115 W. Commercial Street

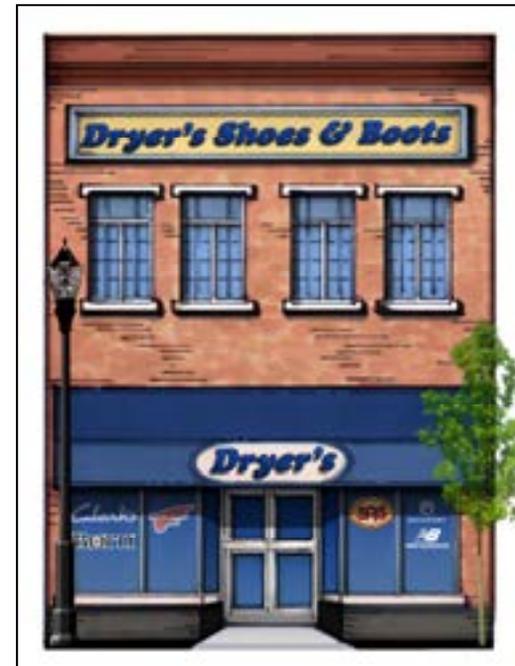
This building fronts on Commercial Street and is typical of a downtown building sharing common walls on either side. The upper façade brickwork appears well-maintained and may be recently restored. Most of the proposed improvements to this building are focused on the storefront zone.

Existing Conditions.



- Remove metal awning and replace with canvas awning.
- Include the name of the business on the front face of the canvas awning.
- Reestablish storefront:
 - Restore bulkheads.
 - Restore display windows.
 - Restore recessed entry door.
- Reduce oversized signage on upper-façade.
- Consider painted window signs for other brief advertising messages.
- Consider planters and other streetscape elements to help frame the entrance along the street.

Proposed Improvements.



3.5.5 Building at 101 N. Madison Avenue

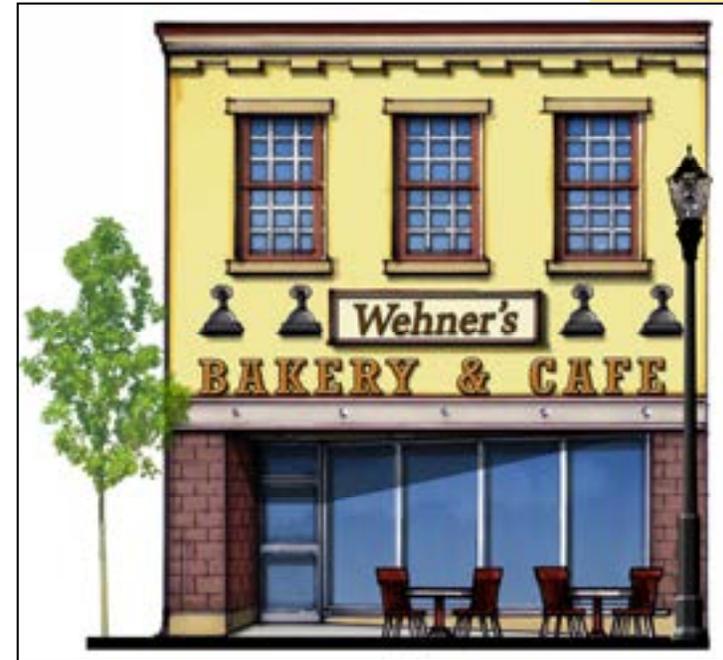
This building fronts on Madison Avenue just north of an alleyway. Again, the upper façade is covered with metal making it difficult to determine the level of architectural detail beneath. With the covering removed, the recommendations below may change. This location also has additional right-of-way in front of the building that could provide outdoor seating for the bakery, if permitted.

Existing Conditions.



- Remove metal covering.
- Expose and restore upper-floor windows. Consider awnings for these windows.
- Restore masonry veneer using complementary, but contrasting colors on building details.
- Add a cornice.
- Consider a faux lintel above the first-floor windows.
- Add building lighting for interest.
- Install flush-mounted business signage of appropriate scale and design in the sign band.
- The display windows can also be used for painted business signs.

Proposed Improvements.



4.0 STREETScape DESIGN CONCEPTS

The term “Streetscape” typically refers to exterior public spaces located between the building façades on each side of the street. DREAM proposes an organized streetscape with coordinated lighting, site furnishings, landscaping, and wayfinding. In some cases, streetscape recommendations can include the development of parks, plazas, or other pedestrian gathering areas.

Lebanon has some existing streetscape features, although these were installed many years ago. The Lebanon Downtown Business District is in the process of installing new decorative lighting. There is a brick design element installed on Commercial Street, along with barrel-type trash receptacles as shown in Section 1.1 on Page 2. The existing Downtown Lebanon streetscape also includes sporadic benches and planters. There are no plazas or parks, but there are several public parking lots.

The various concepts that follow in this section are intended to help guide City staff and Downtown leaders as they pursue future public improvement projects.

4.1 Design Coordination

An overall design approach will complement the existing streetscape as much as possible. Such an approach will help pull together the buildings, streets, parking areas, public spaces, and pedestrian walkways into a pleasing experience that encourages the visitor to explore. A downtown should display a sense of order and rhythm through the repetition of building design features and street furnishings.

In addition to the recommendations found in this report, there are other streetscape design issues and aspects that the City should address, including:

- Relocation of overhead power lines to underground conduit.
- Sidewalk replacement and updating to current Americans with Disabilities Act Accessibility Guidelines (ADAAG) or the Proposed Right-Of-Way Accessibility Guidelines (PROWAG). Ideally, overhead power lines can be buried as sidewalks are reconstructed.
- Irrigation and procedures that ensure proper maintenance of landscaping.



Examples of the conditions of some of the existing streetscape elements found in Downtown Lebanon.

Without exception, all of the physical, public-owned elements of Downtown must be maintained in top condition. Streetscape fixtures should be reviewed on a regular basis and repairs or replacements made as timely as resources will allow. Maintenance costs required by a physically improved Downtown are unavoidable, but Lebanon cannot afford to broadcast a message of neglect and decline. The City must commit to enhancing Downtown and strive to keep it that way. Public streetscape enhancements demonstrate that the City is an investment partner in the ongoing improvement of Downtown.

4.2 Infrastructure

Downtown cannot function without intact infrastructure, but this does not imply infrastructure should just be functional. The City should view infrastructure as a design element that can be enhanced aesthetically for the benefit of residents, visitors, merchants, and property owners. Recommendations for effective and attractive infrastructure include:

- Curbs should be in good repair and constructed of a consistent material. There should be no gaps or areas of uneven elevation along the curb line. At street intersections there should be ADAAG or PROWAG compliant ramps as noted in Section 4.3 to follow. The City has recently obtained a grant to replace some accessibility ramps in Downtown. Additionally, the existing curbs are generally in good condition. However, there are areas in which the decorative brick element is deteriorating and in need of repair.
- Poorly working storm drains can cause storm water run-off to pool at street intersections. This condition makes pedestrian access virtually impossible and must be corrected.
- Street improvements such as pavement, curbs, or sidewalks should coincide with other public works projects to minimize street closings and costs.
- New sidewalks should transition smoothly into the same grade as street surfaces. New or replacement curb and gutter should be vertical curb design.
- Relocating overhead utility lines, although costly, can improve Downtown aesthetics greatly. Above ground utility enclosures should not obstruct the pedestrian walkway.



An example of a new curb.

4.3 Accessibility

The U.S. Access Board is an independent Federal agency that has been established to monitor and issue updated accessibility guidelines for new or altered facilities covered by Americans with Disabilities Act (ADA) and the

Architectural Barriers Act (ABA). These major civil rights laws prohibit discrimination on the basis of disability and establish design criteria for the construction or alteration of both public and private sector facilities for public and commercial use. These guidelines address new construction and alterations and are referred to as the ADA Accessibility Guidelines (ADAAG). A recent addition to the Proposed Right-Of-Way Accessibility Guidelines (PROWAG), is meeting acceptance by various federal agencies and will soon expand upon the ADAAG for public improvements.

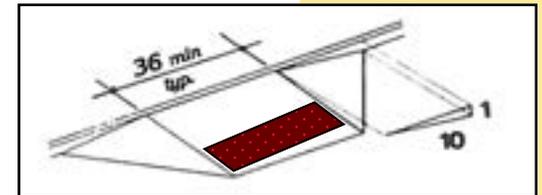
Without the required curb ramps, sidewalk travel is dangerous, difficult, and in some cases, impossible for people who use wheelchairs, scooters, and other mobility aids. Ramps allow people with mobility impairments to gain access to sidewalks and pass through center islands in streets. Additionally, vision impaired visitors to urban downtowns require detectable warning strips along ramps leading to streets. When streets and roads are newly built or altered, they must have ramps wherever there are curbs or other barriers to entry from a pedestrian walkway. When new sidewalks or walkways are built or altered, they must contain curb ramps or sloped areas wherever they intersect with streets or roads. Resurfacing a street or sidewalk is considered an alteration for these purposes. However, filling-in potholes will not trigger the requirements. ADAAG and PROWAG provide for flexibility in many cases, such as Program Access; where an acceptable alternative route to a building may make use of existing ramps, provided people with disabilities must travel only a marginally longer route.

Other accessibility considerations that will benefit Downtown pedestrians include:

- A clean, clear, and well-lit pathway should be provided from public parking areas to major Downtown activity centers. Some of the decorative pavers in Downtown Lebanon require repairs. The current condition represents an accessibility barrier that the City should work to remove.
- The City should occasionally review lot and stall conditions and conduct necessary repairs.
- The City should also consider enforcing private parking lot surface standards.
- To help reduce traffic and assist visitors with wayfinding, the City should encourage parking lot border treatments to help delineate private parking lots.
- Sidewalks should run continuously through an entire block to create a clearly defined pedestrian pathway and minimize conflicts between people and vehicles.
- All roadway crosswalks should be clearly marked with signage and striping.



An example of an ADAAG compliant ramp in Sedalia, Missouri.



An illustration of ADAAG ramp construction dimensions and location of warning strip.

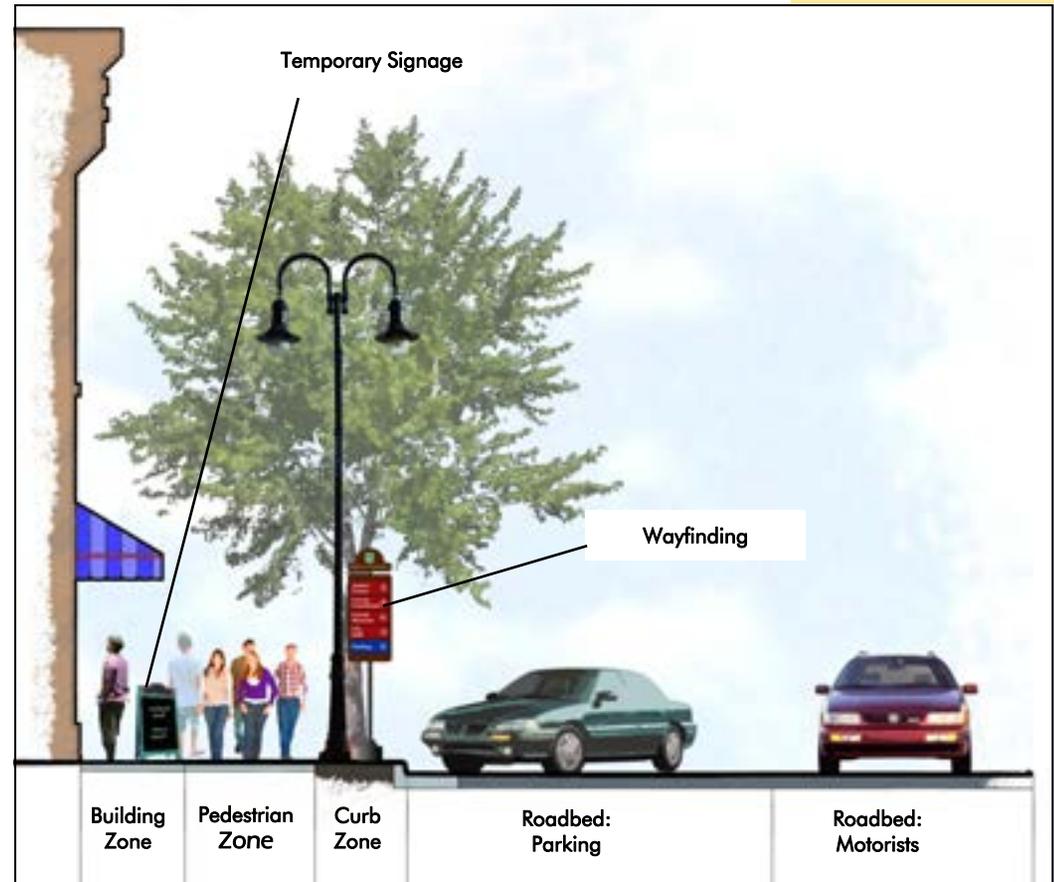
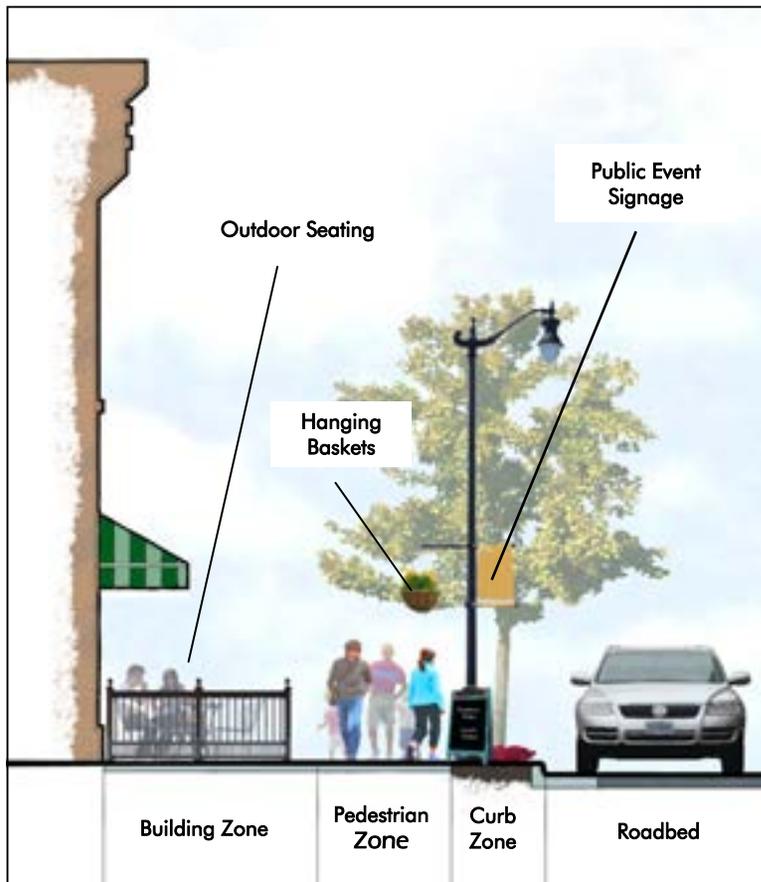
4.4 Sidewalk Zones

As a streetscape project is contemplated, it is important that adequate zones in front of a building are maintained. The Building Zone, Pedestrian Zone, and Curb Zone all have unique characteristics that should be regulated to ensure that private elements do not adversely impact public improvements.



Aside from ADAAG or PROWAG pavement improvements, streetscape amenities should remain clear of the Pedestrian Zone and allow for free movement of pedestrians. Amenities should enhance the pedestrian experience, not be obstructive. Businesses and property owners should be educated on the importance of maintaining Sidewalk Zones. Each business should care for the zones within their building's street frontage.

Street furnishings such as bicycle racks, bollards, and benches can add value and functionality to a streetscape, but must be installed in useful locations. Care must also be taken that furnishings are not excessive and do not block on-street parking lanes.



4.5 Parking and Service Areas

Parking lots and service areas are required to support Downtown Lebanon businesses. Street parking will accommodate some, but not all of this required parking. Publicly owned parking lots can be improved with streetscape elements to provide pedestrian gathering places. Recommendations for Downtown parking and service areas include:

- Parking and service areas should be well-lighted and landscaped. Vacant lots may provide a temporary solution for additional parking. Planting buffers or decorative paving should be installed at the edges of lots to define the site border. Landscape islands should be included throughout the lot to improve aesthetics as well minimize storm water run-off.
- Parking lots and service areas should be located to the side or rear of the main business area. Parking should be clearly marked as public parking.
- Parking should provide a clear and well-lighted pathway for pedestrians to reach Downtown activity centers. Lots should also be maintained in good condition, along with all parts of the street, alley, and sidewalk pavement. Parking areas should be connected to clearly-marked crosswalks and may need to be policed. Visitors should feel safe in the parking lot and not have to navigate tripping hazards to reach Downtown destinations.

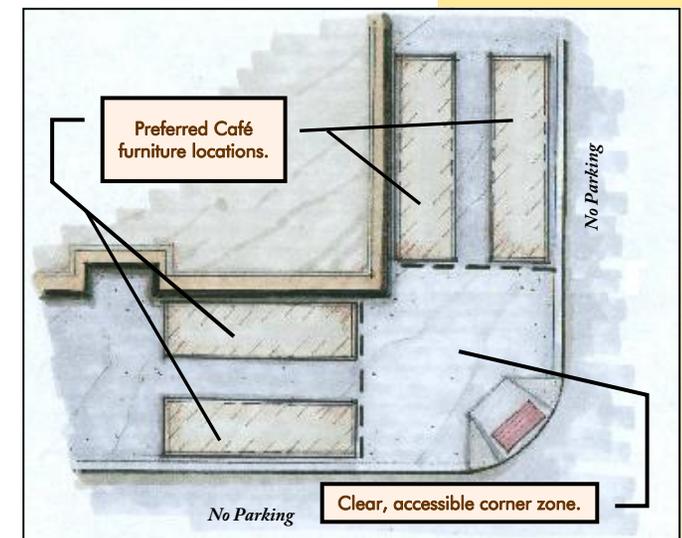


The Lebanon Downtown Business District has installed some landscaping and signage to better define public parking lots in Downtown Lebanon.

4.6 Outdoor Café Seating

Outdoor cafés or sidewalk seating is a common element of a vibrant downtown. Such seating areas can be accommodated in Downtown Lebanon, but require special attention. A proper arrangement will have the following characteristics:

- Be located in the sidewalk area fronting the restaurant. If located on the side or rear of the building, the seating should not be too near to the parking or street to avoid an unappetizing experience with car exhaust and road grit.
- Allow a clear and unencumbered path along the sidewalk for pedestrian traffic. The sidewalk must maintain accessibility compliance and the restaurant owner should be held responsible for the pathway.



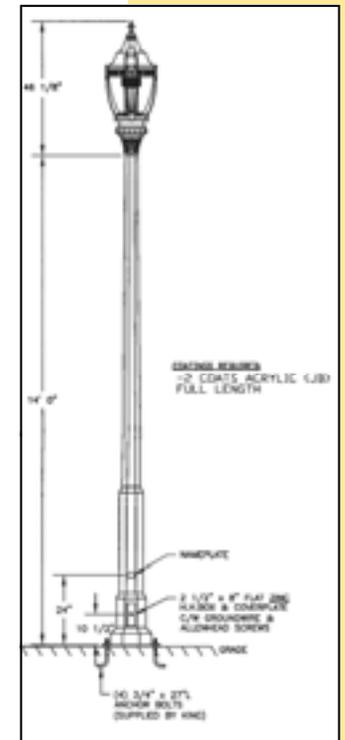
- Not obstruct entrances to the building and provide a clearly defined area connected with the restaurant. Areas adjacent to the building should be ideal.
- Use umbrellas or other patron shelter in a color and style that complements the building. This shelter should only have the businesses name and not advertise beverages or other product brands to promote consistency.
- Consist of furnishings that are durable, weatherproof, windproof, sturdy, and properly maintained. Furnishings should be stored off-site during the winter months.
- Should include sturdy trash receptacles. The restaurant owner should be held responsible for maintaining the cleanliness of the outdoor seating area.

4.7 Street Lighting

Street lighting should enhance the pedestrian experience and nighttime image of Downtown, while also providing an attractive installation during the day. Generally, street lighting should:

- Provide pools of light on the sidewalks at a higher level of illumination than the roadway. Storefront lighting can add to this illumination.
- Be on 12'-14' high poles and project light down onto the sidewalk, not into second floor windows.
- Be uniform in style, type, height, color, type of illumination (LED, compact-fluorescent, high-pressure sodium, etc.) and brightness throughout Downtown.
- Be equipped with brackets for banners and electrical outlets that can display banners and decorations.
- Be part of an overall lighting design strategy to ensure desired lighting levels. Street lighting should also illuminate parking areas, rear entrances, and alleys, as well as streets.

The Lebanon Downtown Business District and the City of Lebanon have recently identified funding through an energy efficiency grant and launched an effort to replace lighting in Downtown. The lighting project includes the installation of attractive acorn fixtures set upon 14' coachman-style poles as well as retrofitting some existing overhead lighting. The initial phase of the lighting project will be installed along Commercial Street from Washington Avenue to Jackson Avenue with about 6 decorative lights per block. The City should develop plans to expand the decorative lighting within the DREAM boundary and to ensure that future lighting installations maintain this style.



The lighting style recently chosen for Downtown.

4.8 Signs and Banners

Public signage should be used in the streetscape design to identify, define, and promote Downtown Lebanon. Public signage is often only thought of as a functional streetscape element, with no concern for aesthetics. With every Downtown business having at least one sign, public signs can quickly get lost. These signs are critical for wayfinding, traffic flow, and ensuring the safety of Downtown pedestrians. Wayfinding techniques and components to assist in navigation through the area will be addressed in detail in Section 4.14 on Page 50. Coordinated signage for Downtown can also help define the boundaries of Downtown. Concepts to improve the public signage in Downtown Lebanon, include:

- Street name signs should be chosen and installed that are distinctively different from the street name signs located in the rest of the City. This will reinforce a feeling of place for Downtown; However, their size, design, typestyle, background color, and lettering color must be readable day or night. Decorative traffic signs and poles can also be used effectively. To reduce visual clutter, regulation and directional signage should be combined where possible.
- Encourage Downtown property owners to install street address signs on their buildings that complement or match the style of the street name signs. A historic plaque-type can provide a very elegant touch. The style, font, and colors of these signs should be easy-to-read and approved by local emergency personnel.
- Temporary banners and other signs for public events and attractions can be allowed, but should be restricted as to size, number in one location, and length of display.
- Seasonal banners or decorations that are approved by the City can be installed to create a festive and vibrant atmosphere. Banners can also add a sense of civic identity, but must be well-designed and are most effective with a simple, repetitive, design. Lettering should be kept to a minimum and sponsor panels should only be allowed within a uniform design panel, if at all. The City should provide all maintenance of public signage, banners, outlets, and brackets. The City should also change the banners on a regular schedule, replacing hardware or faded banners as needed.



Examples of decorative banners and street sign installations.

- Balloons, pennants, and other distracting sign novelties should be strictly regulated in a downtown environment. These elements can be used on public signage, but this should be uncommon.
- Murals should always have an artistic component and should only be allowed by City approval. A mural is a professionally painted piece of art and should not be used as a business sign. Any mural not approved should be considered in violation of the sign code.

4.9 Public Furnishings

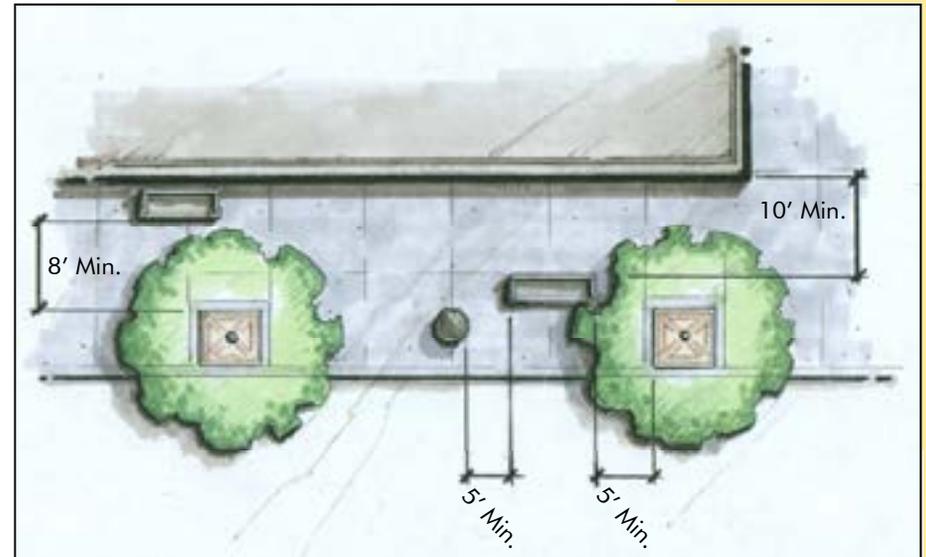
The furnishings included along a street or in a pedestrian plaza, parking lot, or park should be considered as part of the overall streetscape in terms of design. Elements should complement and introduce users to the theme of Downtown Lebanon. Clusters of furnishings will provide gathering places for pedestrians and will encourage visitors to park their vehicles and explore.

The City of Lebanon has installed a mix of furnishings in Downtown, with no real unifying theme. General guidelines for the future installation of public furnishings, include:

- Benches within the streetscape encourage social interaction which contributes to a successful Downtown. However, some benches should be oriented so that a pedestrian can sit facing into the storefront. Suggested minimum distances for bench placement are shown at right. Actual distances may vary due to site conditions.
- Planters and window boxes provide color and an opportunity to include volunteers from local garden clubs.
- Trash receptacles, bollards, tree grates, and boundary fencing should all be an attractive Downtown accent, not just utilitarian components. Additionally, the City may wish to refurbish or replace the existing barrel-type trash receptacles for a more contemporary look.



An example of a streetscape bench that is sturdy and easily maintained.



An example of Downtown bench placement.

- The styles of furnishings should be simple and not too intricate or flashy.
- Sturdy materials that can be painted are preferred for public furnishings. Wood and soft materials can be vandalized and should be avoided. Concrete is a sturdy material, but is not easily moved, repaired, or replaced. Painted metal is a better choice.
- When grouped together, streetscape furnishings help to enhance Downtown's appearance and create a pedestrian-welcoming environment with functional gathering spaces.
- Furnishings should be coordinated with light and sign posts to present a unified look to the streetscape. The styles of site furnishings should fit with the desired identity and feel of Downtown. They should be of a style that can be easily repaired, replaced or added -to as needed.
- The City may wish to restrict private property owners from installing their own furnishings on the right-of-way in front of their building; instead, providing them with a catalog of approved choices that are complementary to the rest of the streetscape design components.
- Many site furnishing manufacturers offer customization options for their products, usually via plaques or laser-cut designs (logos, icons, text, etc.) This not only provides a great way to personalize the streetscape elements, but also creates opportunities for community/organizational involvement, dedications, memorials and sponsorship fundraising.



Downtown Lebanon may wish to consider a more contemporary style of customizable trash receptacles to replace the existing barrel-type containers.



Examples of sturdy furnishings suitable for installation in Downtown Lebanon.

4.10 Bicycles

Downtown Lebanon should be friendly toward bicyclists as well as pedestrian. Issues for a cyclist include routes of travel, clearance, access to water, type of traffic signals, traffic lanes, signage, drainage grates and curbing obstacles, and parking. Downtown plans should implement bicycle facilities which can be used by local citizens and visitors. The City should identify opportunities for future bicycle facilities in Downtown and throughout the community. Considerations to improve the bicycle friendliness of Downtown Lebanon, include:

- Bicycle racks which should be of uniform design of materials, color, and style as other site furnishings and located at useful activity nodes throughout Downtown.
- Directional and regulatory signage which identifies bike routes and share-the-road routes. Dedicated bicycle lanes on streets, where feasible.
- Wayfinding signage to various destinations within Downtown.
- Public restrooms and drinking fountains.



An example of a sturdy bicycle rack that is suitable for Downtown Lebanon.

4.11 Fountains and Public Art

Fountains and public art can enhance Downtown and the pedestrian experience greatly. These features will be most effective as simple interactive elements which Downtown visitors can enjoy. Fountains could be simple bubblers that provide a refreshing respite in the summer months, and are lower maintenance than fountains in a pool. Some additional general guidelines for future Downtown Lebanon projects, include:

- Fountain water should be left in its natural state without coloring.
- Commissioned professional public art and sculpture provides an inspirational atmosphere in which people enjoy lingering. Professional temporary or seasonal exhibits could also be installed.
- Fountains and art can also serve as memorials, commemorating City founders or other notable citizens or stories of historical events.
- As with other streetscape elements, fountains and art should not encroach upon the pedestrian walkway.



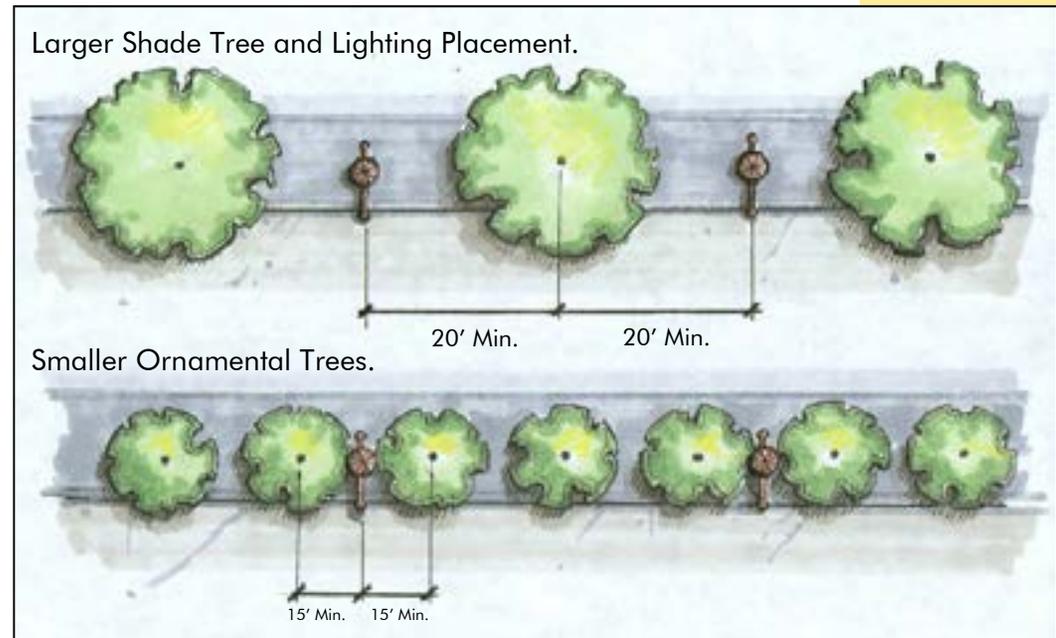
An example of public art and district signage installed on a light pole.

4.12 Landscaping

Existing landscaping in Downtown Lebanon includes street trees and sporadic landscaping beds. However, the street trees have sizeable crowns and have matured to the point of obstructing some of the Downtown business façades. Additionally, the existing planting beds do not provide enough color and could be expanded. There are some parking areas that are defined with landscaping. There are some opportunities where excess pavement could be removed for landscaping beds. Some building owners have installed their own planters or window boxes and there are a few publicly installed planters.

The City should consider landscaping zones along side streets to complement, but not obstruct, building façades. General landscaping concepts that the City should consider, include:

- If landscaping in front of a business is desired, plants in movable containers should be used where no landscape strip is present. Containers should be placed immediately adjacent to buildings or curbs.
- Street trees work best when planted in groups or islands where they can thrive on larger volumes of soil. The trees should be of a hardy variety, common to the region, and at a size which will allow a minimum of seven feet of clearance before any lateral branching begins.
- The canopy of the tree should be considered to avoid excessive roosting of birds.
- Trees that produce fruiting berries should be avoided to reduce maintenance of sidewalks.
- Trees should also be chosen with downward growing roots, not lateral roots 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.
- Suggested minimum placement distances are shown at right. Actual distances may vary due to site conditions.



4.13 Rain Gardens

Rain Gardens are low-lying landscape beds designed to collect rainwater from adjacent impervious areas. A properly designed and installed Rain Garden will ease the load of the existing storm sewer system and reduce erosion and pollution. Rain Gardens also help to facilitate filtration and absorption of rainwater back into the ground. Rain Gardens require proper design and plant selection for maximum efficiency and reduced maintenance costs. Careful consideration to these factors will reward Downtown Lebanon with significant environmental impacts for a low cost. Even small Rain Gardens can have a large impact on storm water run-off. General recommendations for Rain Gardens include:

- Low maintenance native plants are recommended due to their greater tolerance for climatic and soil conditions, as well as extreme moisture.
- Design Rain Gardens to also provide aesthetic benefits to the streetscape.
- Rain Gardens should be located so that they do not create an obstacle for street cleaning and maintenance vehicles.
- As with any landscape bed, regular weeding and clearing of litter is required.
- Rain Gardens can typically replace existing landscape beds so as to not require a reduction of parking spaces.
- Species that have trouble thriving should be immediately removed and replaced.
- The City should consider the use of porous pavement in nearby parking areas to help reduce the amount of overall standing water impacting Downtown.
- Rain Gardens should be viewed as a treatment for storm water before it enters the water system.
- Access to conventional drainage structures should be maintained to prevent flooding during heavy storm periods.
- Curb inlets should be provided to allow water to enter and exit the Rain Garden if necessary. The curb inlets should be tapered to minimize damage from maintenance vehicles.



Examples of Downtown Rain Gardens from Portland, Oregon.

4.14 Wayfinding

Wayfinding is an indispensable tool for directing travelers to destinations and 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 is a system to assist travelers in interpreting their cognitive maps. The goal of a wayfinding system is to make the journey to a destination as transparent and seamless as possible. By taking a comprehensive approach in developing the wayfinding system, a community can reinforce its unique identity and sense of place. This approach should include 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. Such clues also draw the pedestrian's eyes to where an entrance or display window is expected to be located.
- Buildings presenting strong architecture, such as the Laclede County Courthouse, serve as landmarks and orientation points. These points are often destinations and starting points.

Sight Lines:

- Visitors will feel most comfortable if they can maintain visual contact with their destination and will want to make few directional changes. Clear sight lines down streets at key intersections should be maintained. Avoid allowing buildings to encroach on, or block, these lines.
- Repetitive landscaping and furnishings can enhance the view down these streets, but care must be taken that streetscape components 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 be appealing to 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 visitor's 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 any individual sign. Fewer, easy to read signs placed at strategic locations are preferred.



An example of wayfinding from Washington, Missouri.

Wayfinding systems create an arrival sequence to Downtown. The system consists of themed signs of various types that direct travelers to attractions. All too frequently existing wayfinding systems are inadequate. Typical problems 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.
- Lack of charm or just standard Department of Transportation signage.
- Routes actually direct travelers around Downtown.
- Signs are too small with inconsistent sizes, colors, and types or are too wordy and hard to read.

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

- Primary Gateway Sign—Should serve as the “Welcome” to a visitor, project a positive image of Downtown, and be a significant landmark to help visitors navigate.
- Traffic & Directional Signs—As unobtrusive and attractive as possible, while still meeting Department of Transportation guidelines for safety. Traffic signs must be developed using the Manual of Uniform Traffic Control Devices (MUTCD) published by the Federal Highway Administration. This type of signage was discussed in Section 4.8 on Page 44.
- Trailblazer Sign—Utilitarian purpose combined with unique branding and design elements. Area attractions to consider as destinations on Trailblazer Signs should include City Hall, the County Courthouse and Annex, Public Parking, The U.S. Post Office, and the route to Interstate 44. These signs should be located at or near key transportation nodes.
- Proximity Signs—Installed near attractions, these signs help visitors with their final steps to the destination.
- District Gateway Sign—Creates a boundary for a particular district within the Downtown, such as a historic district. These signs can be used within the district to be defined and should reflect the size, scale and character of the existing architecture of the district.



Illustration of a Proximity Sign.



Illustration of a Trailblazer Sign.



Illustration of a Primary Gateway Sign.

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5.0 NEXT STEPS

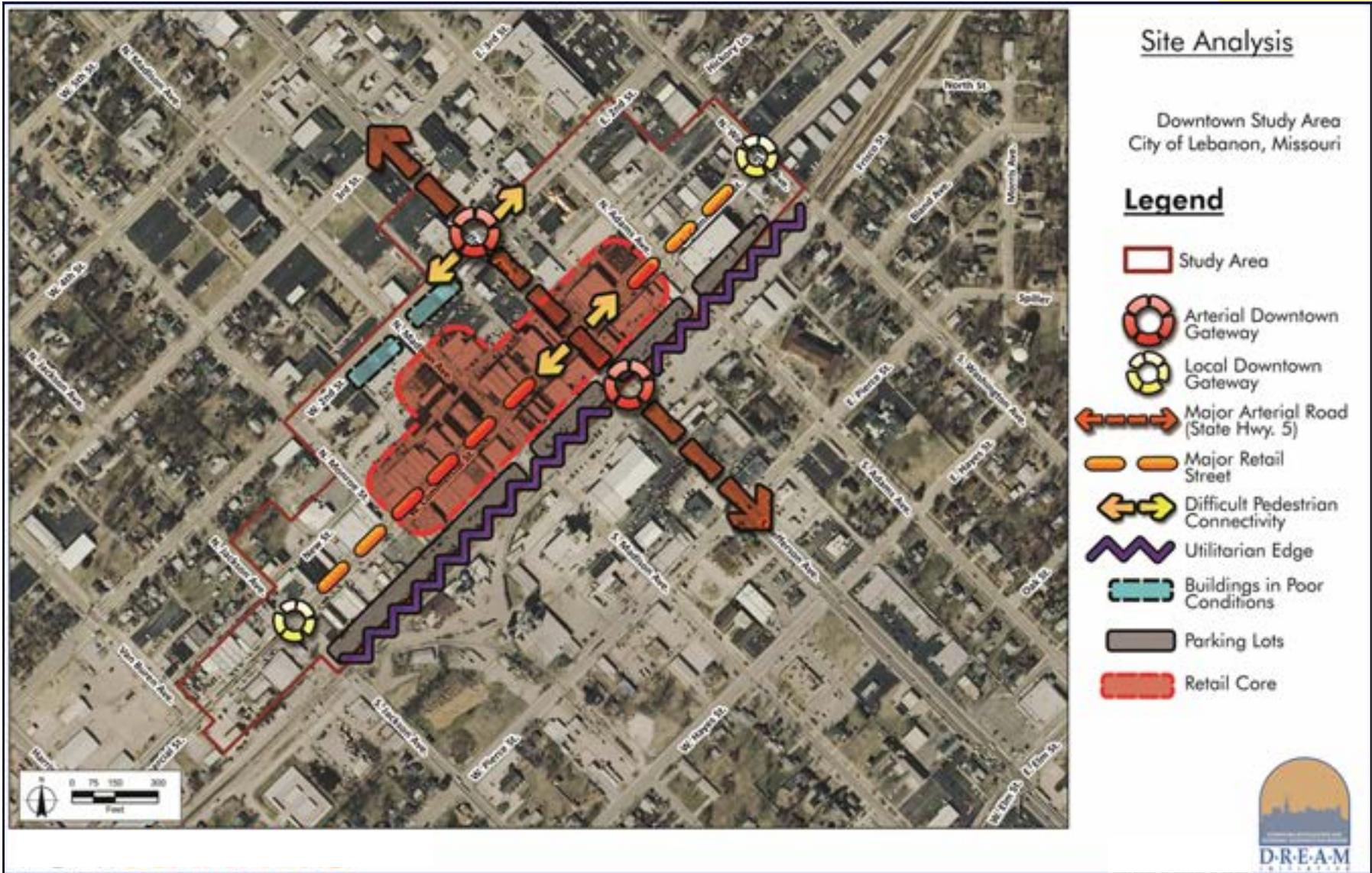
The City should continue to work with the Downtown Lebanon Business District (DLBD) to develop and adopt building design standards for new construction, including rehabilitation to existing buildings. These standards could be voluntary, but should help preserve the buildings with significant architecture, while allowing innovative techniques to rehabilitate non-historic properties. The City may wish to base these standards upon the Secretary of the Interiors Standards for Rehabilitation; a summary of which is found in the Appendix as Exhibit A on Page 63. However, there are significant numbers of non-historic and utilitarian buildings in Downtown Lebanon that infill standards relating to the existing buildings may be more critical than historic standards.

The City and DLBD have made numerous public investments in Downtown, including the recent lighting program, landscaping, and public parking improvements. These collaborative projects should continue and the City should pursue the expansion of these elements throughout the DREAM boundary. It is critical that the City step in to make these public improvements beyond the DLBD boundaries. The City may also wish to extend public improvements along Jefferson Avenue to include City Hall and to better visually connect Downtown to Interstate 44. The DLBD should seek other opportunities to develop Downtown streetscape projects and increase organizational capacity to provide Downtown events, promotions, and collective marketing. Future streetscape projects should consider:

- Traffic calming measures and opportunities to connect Downtown across Jefferson Avenue
 - ◊ Medians could be installed for pedestrian safety and aesthetics. However, this step will require effective collaboration with the Missouri Department of Transportation.
 - ◊ Crosswalk improvements are critical
- Establishing gateways to Downtown along Jefferson Avenue
 - ◊ Wayfinding to direct the traveler to Downtown from the highway
 - ◊ A more obvious indication of City Hall and the Downtown entry
- Develop green space and pedestrian gathering plazas
 - ◊ Farmer's Market proposal (page 58)
- Revitalize existing streetscape elements
 - ◊ Tree, shrub, and rain garden landscaping palettes that provide hardy and appropriate plant species for use in Downtown Lebanon are included in the Appendix as Exhibit B on Page 65.
 - ◊ Install new Downtown furnishings such as lighting, benches, planters, and pavers. The existing trash receptacles should be refurbished if they are not to be replaced.

A site analysis concept map, along with illustrations of some of these concepts are included on Pages 54 to 60.

Site Analysis Concept Map



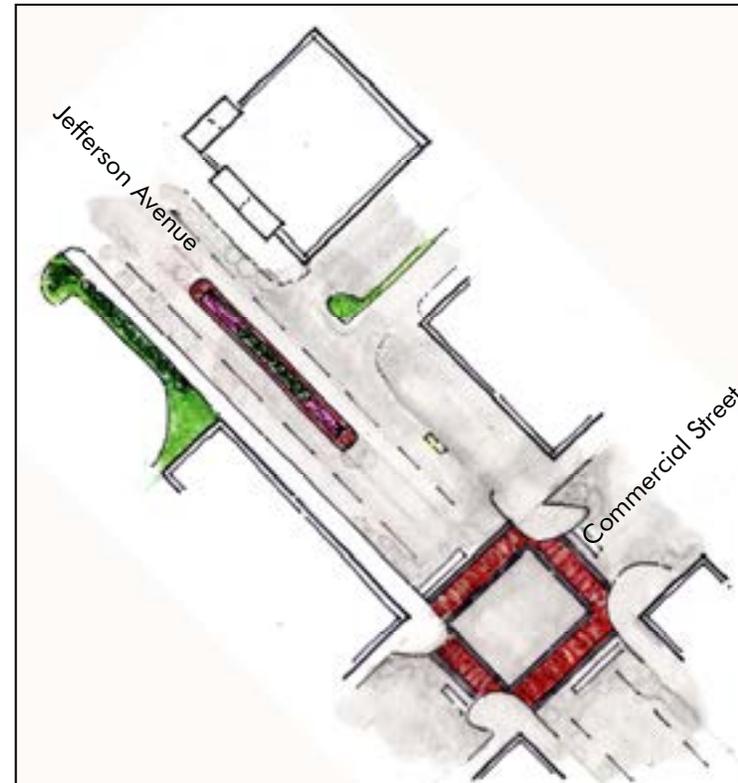
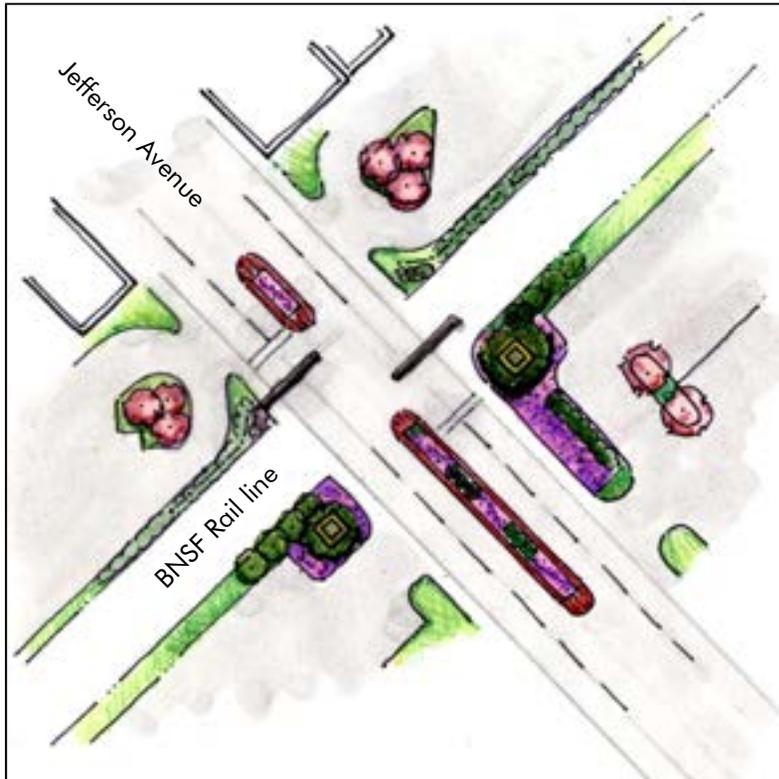
Proposed Public Improvements



DREAM Boundary

Farmer's Market

Proposed Traffic Calming:



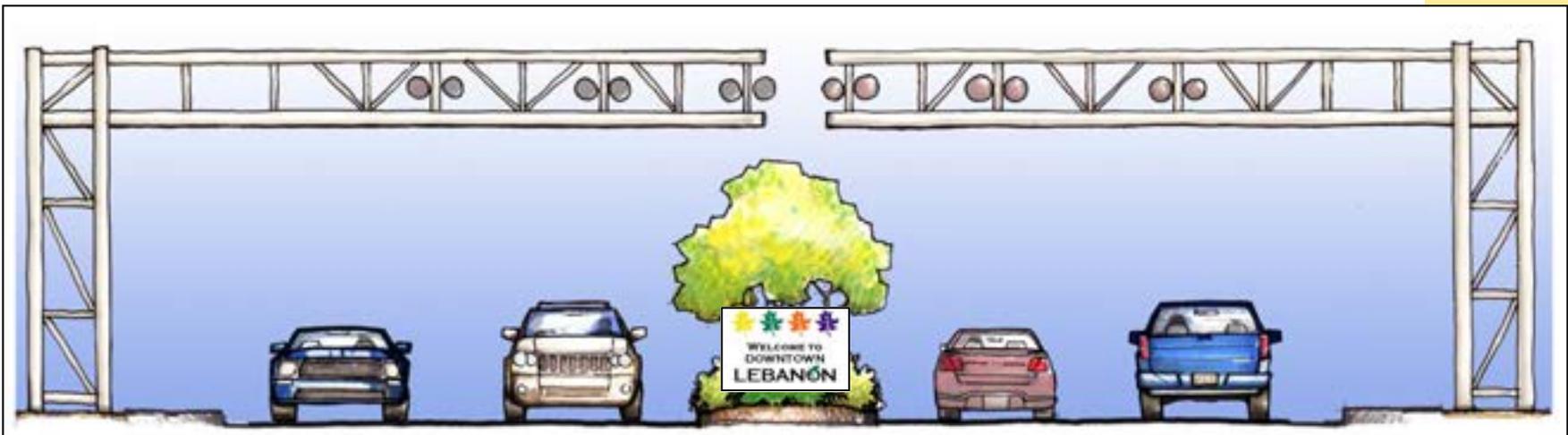
- Potentially, medians could be installed at the rail crossing to help slow traffic and provide an easier pedestrian crosswalk
- The Gateway feature (following page) could be installed to alert motorists that they are entering Downtown
- Landscaping helps the area feel more full and restricted
- Will require MODOT approval and maintenance agreement

- Continue median idea past Commercial heading north
- Used brick-style or stamped concrete to highlight crosswalks at Commercial Street

Jefferson Avenue Gateway Cross-Section



Existing approach along Jefferson Avenue.



- Work with BNSF Railroad to provide alternative or additional rail crossing gate structures to help identify the entrance to Downtown
- Install Gateway signage on these structures
- Landscape proposed median to assist with traffic calming upon passing through the gateway into Downtown

Proposed Farmer's Market / Covered Parking Structure



Existing Farmer's Market located on a parking lot just southeast of the BNSF rail line.



A potential move of the Farmer's Market could be to the existing public parking lot behind buildings that front on Commercial Street; just northwest of the BNSF rail line and the present location of the Farmer's Market.

Proposed Farmer's Market / Covered Parking Structure



- Consider relocating the market to the northwest parking lot, immediately behind the buildings that front on Commercial Street.
- This move is not necessary, but it will connect the market more with Downtown and will help the Downtown businesses and the market.
- The structure will also add to the Downtown Gateway concept.



- When the Farmer's Market is not in use, the structure will serve as covered parking for nearby shops.
- The structure could also be repeated on the elongated parking lots near the rail line.

Proposed Farmer's Market / Covered Parking Structure
Perspective Illustration of existing Farmer's Market Location



APPENDIX

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EXHIBIT A:

SECRETARY OF THE INTERIOR STANDARDS FOR REHABILITATION (36 CFR Part 67)

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

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EXHIBIT B:
LANDSCAPING PALETTES FOR MIDWEST DOWNTOWN PLANT SPECIES

STREET TREE PLANTING PALETTE

Species Information	Form / Ave. Size	Selected Images		
<p><i>Nyssa sylvatica</i> Black Gum</p> <p>The Black Gum, a Missouri native, is a slow growing deciduous tree adaptive to many diverse conditions. The species tolerates poorly drained soils and some periods of drought. A long taproot is characteristic of the species minimizing damage to nearby pavement. The form of the Black Gum is characterized as a broad pyramidal to rounded crown. The plant holds dark green glaucous leaves, which transform into a stunning orange-red color in the fall.</p>				
<p><i>Ginkgo biloba 'Autumn Gold'</i> Autumn Gold Maidenhair Tree</p> <p>The 'Autumn Gold' Ginkgo tree is a deciduous conifer that is recognized by its distinctive fan-shaped leaves. The 'Autumn Gold' is an all male cultivar that grows to approximately 50' tall and holds a broad pyramidal form. Male cultivars, such as the 'Autumn Gold', will not produce the messy and odorous fruit characteristic of the female Ginkgo. The Ginkgo is tolerant of disease, saline soil conditions, heat, compaction, and a wide range of soil conditions. This tolerance to adverse conditions makes it an excellent candidate for urban environments. The Ginkgo is especially attractive in the fall when the leaves turn a uniform golden yellow.</p>				
<p><i>Ostrya virginiana</i> Eastern Hop Hornbeam</p> <p>The Hop Hornbeam is a very adaptable species that can tolerate a wide variety of soil and moisture conditions. The species produces a cluster of hop-like fruit changing from green to tan. The catkins of the male species are more prominent and will persist into winter. The size and durability of the species make it a very useful street tree candidate.</p>				
<p><i>Cladrastis kentuckea</i> Yellowwood</p> <p>The Yellowwood, a Missouri native, typically grows into a rounded spreading crown. This species is tolerant of a wide range of soil conditions. This species has a very impressive flower pet. The flowering begins in May and produce white panicle flowers that reach a length of 10-15". The flower carry an intense fragrance. The species also carries a smooth barked trunk and a yellow fall color.</p>				

SHRUB PLANTING PALETTE

Species Information	Form / Ave. Size	Selected Images	
<p><i>Ilex verticillata</i> Winterberry</p> <p>The Winterberry, a Missouri native, is a slow growing deciduous shrub adaptive to many diverse conditions. The species tolerates poorly drained and wet soils. This species is a deciduous holly with an upright-rounded form. Female cultivars will produce showy reddish orange berries in fall after flowering and pollination from male plants. The Winterberry is best used in a shrub border, foundation planting, accent planting, or as a hedge.</p>			
<p><i>Callicarpa americana</i> Beautyberry</p> <p>The Beautyberry is a native deciduous shrub that prefers medium soil and sun to part shade. Once established this species requires little care. This species produces an insignificant bloom in late summer that develop into small clusters of fruit. The profuse attractive fruit, a small berry-like drupe, is violet to magenta in color and persist to winter. The loose form of the Beautyberry lends itself to shrub massing and informal borders.</p>			
<p><i>Ilex virginica</i> Virginia Sweetpire</p> <p>The Sweetpire is a deciduous shrub, native to Missouri, that is tolerant of many soil and light conditions. The species prefers moist to wet soil conditions in full sun or part shade. The Sweetpire produces 2-5" long drooping flowers in late spring / early summer. The dark green leaves will turn to a red color in the fall. This plant is best used in moist areas as a shrub border or massing.</p>			
<p><i>Amelanchier x grandiflora 'Autumn Brilliance'</i> Serviceberry</p> <p>The Serviceberry, a Missouri native, is tolerant of a wide range of soil and cultural conditions. This hybrid variety is a large multi-stemmed shrub. The species produces showy white flowers in early spring which lead to purplish-black berries in June. The leaves turn to an orangish-red color in fall.</p>			

RAIN GARDEN PLANTING PALETTE

Native Flower and Forb Species	Native Grass, Rush, and Sedge Species
Black-Eyed Susan - <i>Rudbeckia fulgida</i>	Bottlebrush Sedge - <i>Carex lurida</i>
Marsh Milkweed - <i>Asclepias incarnata</i>	Brown Fox Sedge - <i>Carex vulpinoidea</i>
Southern Blue Flag - <i>Iris virginica</i>	Virginia Wild Rye - <i>Elymus virginicus</i>
Prairie Blazing Star - <i>Liatris pycnostachya</i>	Winter Scouring Rush - <i>Equisetum hyemale</i>
Butterfly Milkweed - <i>Asclepias tuberosa</i>	Common Rush - <i>Juncus effusus</i>
Wild Bergamot - <i>Monarda fistulosa</i>	Prairie Dropseed - <i>Sporobolus heterolepis</i>
Foxglove Beardtongue - <i>Penstemon digitalis</i>	Tussock Sedge - <i>Carex stricta</i>
Ironweed - <i>Vernonia arkansana</i>	

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