

# Monett, Missouri

DOWNTOWN  
REVITALIZATION &  
ECONOMIC  
ASSISTANCE FOR  
MISSOURI

BUILDING DESIGN  
GUIDELINES

BUILDING DESIGN  
CONCEPTS

WAYFINDING PLAN

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ACKNOWLEDGMENTS



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## APPENDIX

Secretary of the Interior’s Standards of Rehabilitation

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## 1.0 INTRODUCTION

### 1.1 Historic Overview

Monett is situated in two counties—Barry and Lawrence, and is located just north of Highway 60 in Southwest Missouri. The City was established as a railroad town in 1887 on the Frisco Line. The town was previously called Plymouth and served as a part of the infamous Trail of Tears in the early 1800s. Growth occurred beginning in the late 1800s with agriculture and the railroad being the primary economic drivers. By the turn of the century, Downtown Monett was a thriving place as an important rail junction serving the “Strawberry Capital of the Midwest”.

The buildings in the central business district played a significant role in the development and growth of the community. The area in Downtown is located in a relative low topographic spot and has seen a number of floods over the years. Despite this concern, Downtown has continued to be the location of some of the City’s major employers and its civic center.

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 Monett has retained much of its commercial core, some existing buildings display poor alterations or a lack of new investment.

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 Monett demonstrate these historical features. However, there are many simple façades or façades which have been altered significantly that have lost their historic



Monett’s Historic Frisco Line included many related buildings, most of which are no longer standing

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.

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, a new decorative streetscape has been designed and installed along a portion of Broadway.

While Downtown Monett has experienced numerous changes throughout history, there are some buildings with historic architectural attributes. There are many buildings of simple design and many that have been altered significantly. This document is a guide to building upon the exciting positive elements of Downtown buildings. The concepts for buildings will include efforts to recapture the charm and historic feel of the past.

## 1.2 Intent of Concepts

This document represents conceptual planning recommendations for the City of Monett to consider regarding policy and procedural decisions that affect Downtown buildings. The intent of this document is to help preserve the architectural character and improve the visual appearance of Downtown Monett. These designs can be used to assist in the implementation and vetting of Main Street Monett’s façade improvement program. 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 development; including in-fill construction. The building design concepts expressed are focused primarily on the commercial areas of the DREAM Study Area.



A view of existing streetscape elements, looking east along Broadway



The Chamber of Commerce is one of the few newer buildings located Downtown Monett

### 1.3 Existing Context

Downtown Monett has a typical grid-pattern street layout with the primary access from Highway 60 via Kyler or South Lincoln Street. Broadway is the main historical commercial street in Downtown and contains most of the significant buildings. However, with the development of Highway 60 to the south of Downtown, most of the commerce has left Downtown. Downtown remains somewhat isolated from the new commercial corridor, separated by the railroad and connected only by the two roads previously mentioned.

There are several governmental offices in Downtown. City Hall is located at the intersection of Bond and 5th Streets. The Monett Chamber of Commerce is located at the intersection of Broadway and 2nd. Downtown has a few large churches, civic organizations, banks, and other uses that are located on large lots primarily used for parking.

The City and Chamber have invested significantly in Downtown. Together, with the support of civically-minded residents, they have established Main Street Monett to promote the revitalization, preservation, and health of Downtown.

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



Directional signage for Downtown Monett

### 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 Monett 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](http://www.usgbc.org)
- Whole Building Design Guide: [www.wbdg.org](http://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](http://www.astm.Standards.e2432.htm)
- Sustainable Sites Initiative: [www.sustainablesites.org](http://www.sustainablesites.org)
- Grow Native: [www.grownative.org](http://www.grownative.org)
- Smart Growth America: [www.smartgrowthamerica.org](http://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 Monett:

- **Parking and Service Areas:** Minimize storm water run-off by using pervious pavement materials such as permeable 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 found on nearby buildings is attractive and acceptable.

##### 3.1.1 Rehabilitation, Restoration, and Renovation

The Secretary of the Interior’s Standards for Rehabilitation (which can be found in the Appendix) defines 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, lintels, and other details. However, if research does not yield evidence of a particular design, the replacement element should be simple and complementary to surrounding buildings.



Historic Buildings in Downtown Monett

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 programs such as State or Federal 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](http://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/](http://www.dnr.mo.gov/shpo/). Much of Downtown Monett has recently been placed on the Historic Register and is eligible for such credits.

### 3.1.2 The Benefits of Rehabilitating Buildings

The rehabilitation of buildings will provide several long-term benefits for the property owner and Downtown Monett. 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 demonstrate a range of design character. There are some that show significant architectural character, and some that are very simple and plain. There are also many newly constructed buildings. Collectively all of these buildings contribute to the atmosphere of Downtown. Buildings which have lost their character due to alterations or neglect detract from the Downtown experience. However, 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 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

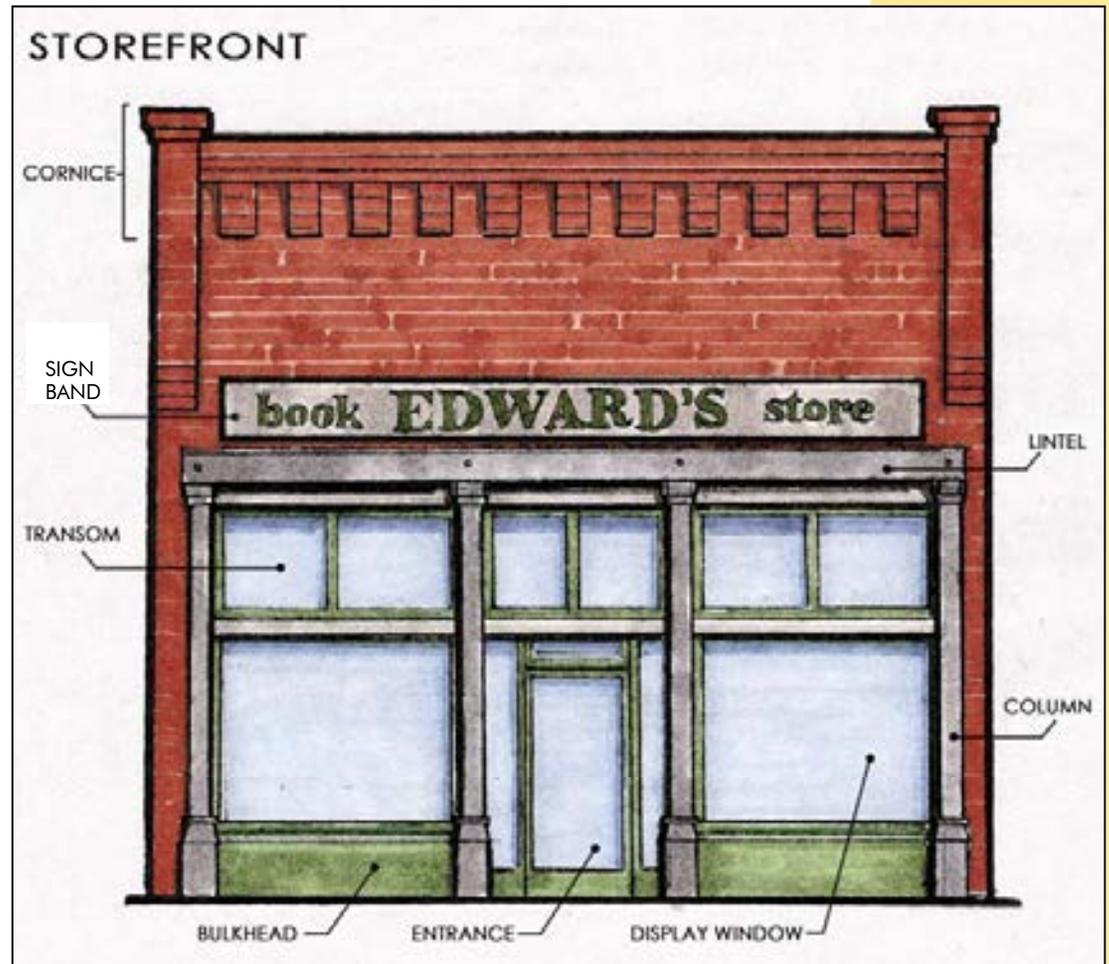


Examples of architecture found in Downtown Monett

Downtown. 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 to an atmosphere that is attractive to residents, businesses, and visitors. This effort begins with preserving existing Downtown buildings.

### 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 24.



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. 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 façade elements can allow a building to be individual in its character, but also a complementary thread woven into the overall fabric and feel of Downtown.

### 3.1.5 Rhythm

The defined rhythm of Downtown Monett should be maintained along the street 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.

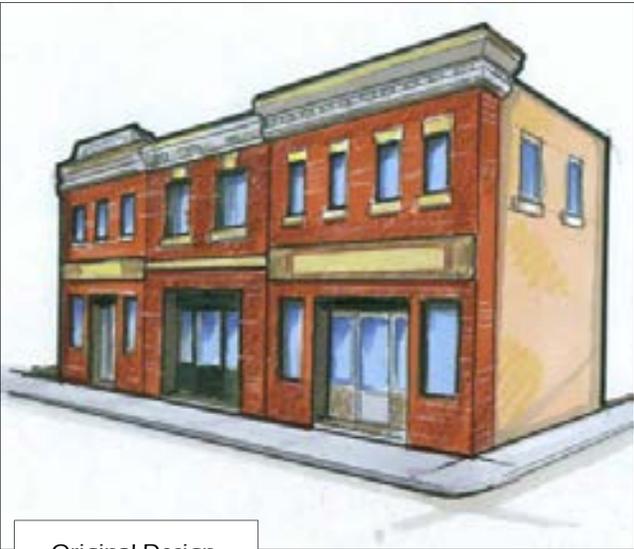
### 3.1.6 Alterations

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.

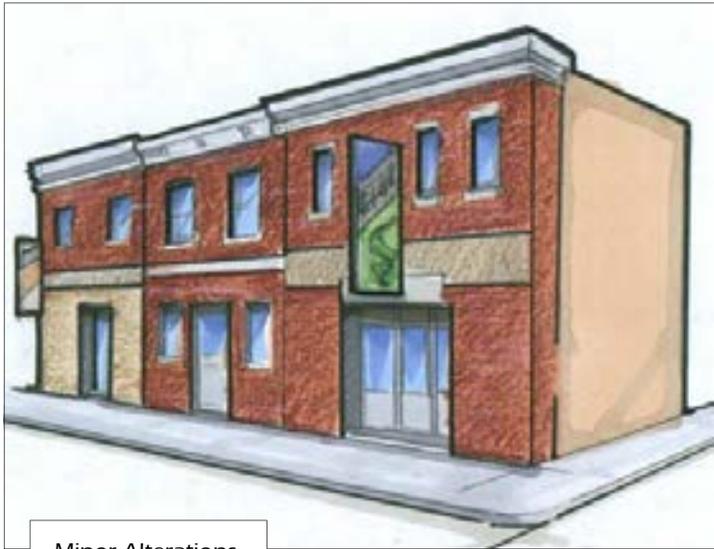
As a rule, any and all alterations or additions to the Upper Façade Zone should be removed. Alterations in this zone can significantly change the overall appearance of the building. Signage and building lighting should be carefully considered, as these elements are generally restricted to the storefront. Avoid removing or altering any



This vacant building and blank façade disrupts the rhythm of the street.



Original Design.



Minor Alterations.



Storefront is Lost.



Significant Alterations.

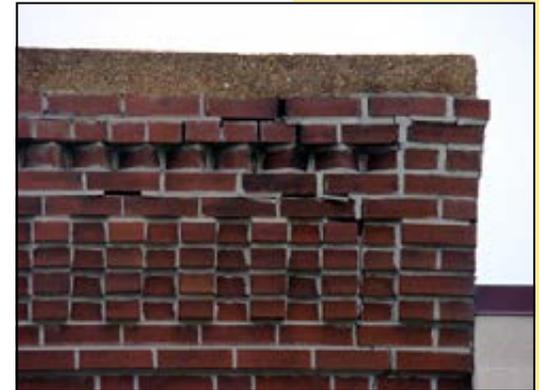
historic material or significant architectural features. Care should be taken during the removal process to avoid damage to original elements hidden behind the alterations. When disassembly of a historic element is necessary, use methods that minimize damage to the original materials.

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

### 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.



An example of poorly maintained masonry



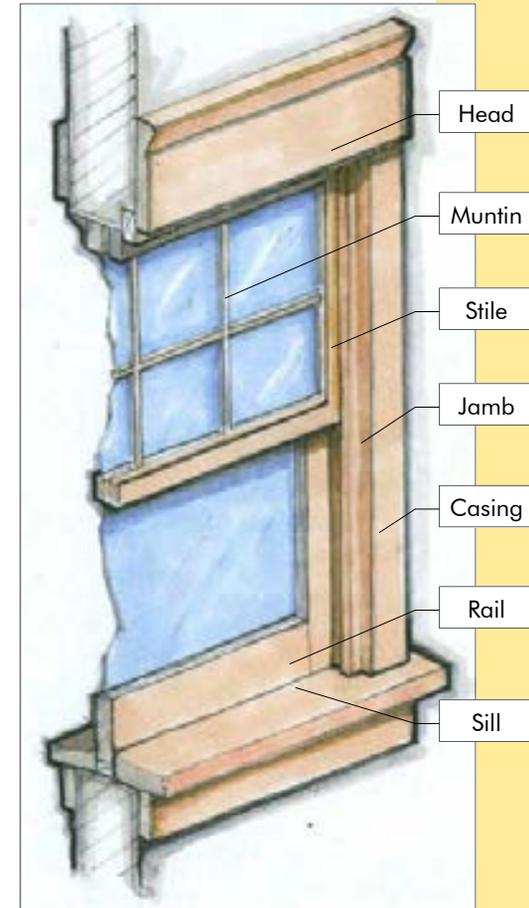
Tuck Pointing with an Appropriate Mortar Material.

- 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.

### 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. In general, 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 removed and 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.



While these upper floor windows have been reduced to fit a stock-sized window, the treatment is subtle and still helps to establish rhythm.

### 3.1.9 Architectural Details

While there are some intricate architectural details found on Downtown Monett buildings, much of the architecture is concealed behind inappropriate materials. The existing details are the signatures of the builders and designers and represent a connection to Monett'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 leaves a very obvious absence if it is missing. If the cornice is intact it should be repaired and maintained.
- 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. Some Downtown buildings have such canopies. The property owner should consider removing these types of canopies to expose and repair transom windows, the sign band, and any architectural details. If they are to be kept, they should be well-maintained and as unobtrusive as possible.



Examples of awnings and canopies found in Downtown Monett

- 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 wear and replacement should be acknowledged as an operating cost of doing business. Awnings can be changed every few years for a fresh look.



This building in Downtown stands out in contrast to adjacent buildings.

### 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. Side and rear entrances are discussed more in Section 3.1.17 on Page 25.
- 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.

### 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 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 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.

### 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 allowed on the Upper Façade.



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

Business signage in Downtown consists of a variety of signs, with several plastic, back-lit “box”-type signs. There are a few positive examples of attractive flush-mounted signs. However there are also several oversized and poor installations where the signage is haphazard. Recommendations to enhance the business signage in Downtown 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 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 strong image, while a deteriorating sign presents a 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,



Examples of excessive signage

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, and painted designs are also appropriate.
- **Lighting:** Non-illuminated or externally lit fixtures are preferred.
- **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 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:

- **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.



Examples of existing business signage observed in Downtown Monett

—*Number and Area of Signs*

**Principal Business Signs:** Signs to identify the name and nature of the business should be the primary sign type and limited to two per building storefront. Signage could be any of the 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.

**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 can also 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.



Downtown façades with attractive color schemes (Chillicothe, Missouri).

### 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 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 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.



A well-maintained storefront in Downtown Monett

- 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 expenses 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.

### 3.1.16 Upper Façade

The Upper Façade zone is often neglected, but this zone should adhere to the same concepts as previously noted. 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 can present a significant amount of architectural style and detail. Elements such as windows, brackets, cornices, and medallions help showcase the character of the building. Downtown Monett has some buildings that display 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.

### 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 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 customer's 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 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 Monett 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. This can provide an attractive feature for the building.



Examples of rear elevations in Downtown

## 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 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. 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.



The Chamber of Commerce is one of few newer construction buildings.

Vertical elements, entrances, lighting, and other street furnishings can also help develop the block rhythm.

- 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, 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.



With some guidelines for new construction, this franchise could have constructed a building that was more complementary to other Downtown buildings.

### 3.4 Residential Issues

Downtown 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.

Although the DREAM Building Design Concepts focus on commercial buildings, the existing housing conditions in Downtown Monett should not be overlooked. Some recommendations for the Monett residential market, include:

- The City should more firmly enforce maintenance and building codes on residential properties, ensuring that 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. In some cases, dilapidated property should be demolished.
- There are some opportunities for upper-floor housing in Downtown. The City should work to encourage property owners that are willing to establish high-quality rental units in Downtown. These additional residents will help provide a consumer market for Downtown businesses and will help keep Downtown safe.
- 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 City should also review its zoning for land-use conflicts. In some cases, residential property is in close proximity to potentially incompatible uses, such as industrial uses or commercial parking lots.



Examples of single-family homes in Downtown

### 3.5 Building Design Examples

The City, Main Street Monett, and property and business owners selected several buildings and the rear elevations of the buildings that front along Broadway and adjacent streets upon which to focus attention for illustrating building design concepts.

Most of the subject buildings are in fair condition. Several are/were covered with metal siding, but a few have retained their architectural features. The existing conditions and renditions of each subject elevation are shown on the following pages.

### 3.5.1 223 Broadway (Rear Façade)

Existing Façade



Relocate electrical lines to go up one story in order to complete deck roof

Proposed Façade

Rear of building will be utilized for another business



Business signs added to street-side entry and roof of deck

New deck built over the garage entrance with roof extended to partially protect two parking spaces

3.5.2 Mocha Jo's

Existing Façade



Proposed Façade

Flag poles added to sides of front façade

Decorative light fixtures added

Portable decorative outdoor railing utilized to separate outdoor seating from sidewalk traffic



New sign added and centered perpendicular to the wall so as to be visible to approaching sidewalk and street traffic

A new canvas awning in lieu of umbrellas

Temporary outdoor seating added

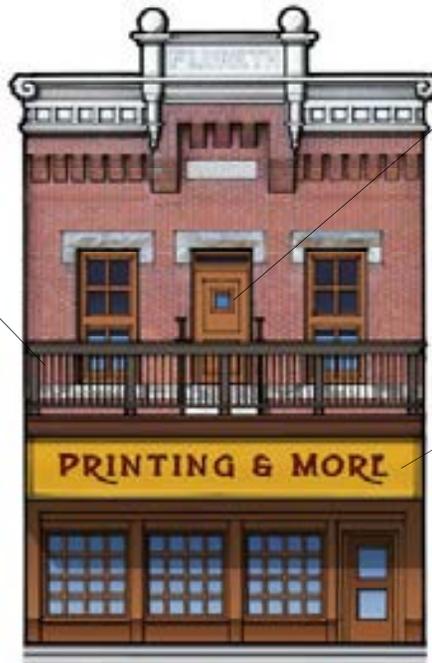
### 3.5.3 Printing Store

Existing Façade



Replace existing street level façade and entry with flush windows and a common entry for upstairs / downstairs to the right of the storefront

Proposed Façade



Add an outdoor balcony / deck

The second level center window can be reworked as a door to access the balcony.

The balcony will help to shade the front entry. A vertical awning hung from the front edge will provide further shade and a space for business identification.

3.5.4 Two Hearts Café and Bakery (107 3rd Street)

Existing Elevation



Add secure benches for waiting customers, repaint fence, and add fenced screening of dumpsters.

Proposed Elevation



Replace existing awning

Refurbish windows and lower inset panels.

Add decorative lights on upper floor façade

Plantings added along the fence and at entry

3.5.5 300 Block Broadway (South)

Existing Rear Elevations

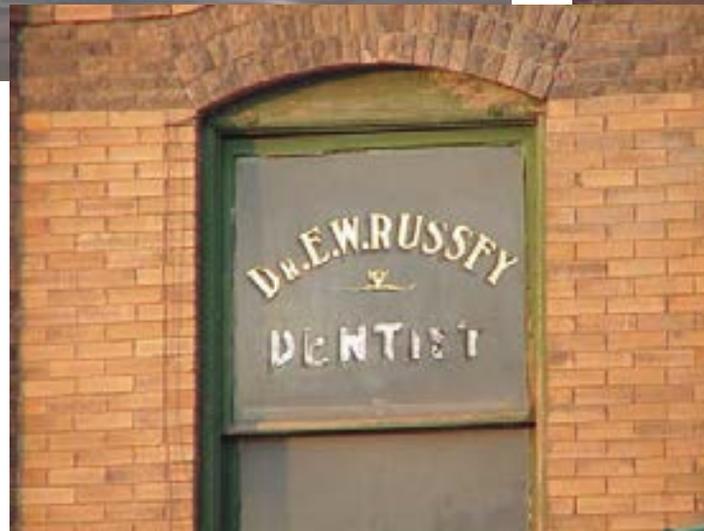


Proposed Rear Elevations



Remove metal sheeting and add awnings. Restore upper floor façades and use for office or residential.

3.5.6 After Photos—Removal of Metal Sheeting



### 3.5.6 After Photos—Removal of Metal Sheeting



3.5.6 After Photos—Removal of Metal Sheeting



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## 4.0 IMPLEMENTATION

The City should continue to work to develop building design standards. This effort should inspire Downtown property owners and help to arrest the poor building conditions noted to date. There may not be enough desire to make private building standards mandatory, but the City should work with property owners to remove inappropriate material and develop incentives that will help and owner improve their façade. The City may wish to base these standards on the Secretary of the Interior's Standards for Rehabilitation; which can be found in the Appendix on Page 49.

Additionally, The City should continue with plans to improve the Downtown streetscape and wayfinding signage. The typical reinvestment cycle in a downtown is that the City provides an added level of public improvements, such as a streetscape, that sends a signal to property owners to improve their buildings. Those property owners that hold off on improvements will eventually sell their property or improve theirs as well. The combination of the added public and private improvements attracts attention from businesses that then seek to locate in downtown. The City of Monett needs to continue this cycle for Downtown by proceeding with additional public improvements.

The DREAM Building Design Guidelines are intended as a resource for property owners to utilize in the rehabilitation of existing structures and the development of new buildings. The guidelines should also encourage Monett officials and staff to work toward the long term goal of developing higher standards of quality for rehabilitation and new construction in the City. By extension, these guidelines also encourage the City and property owners to place a higher priority on the maintenance of rehabilitated Downtown buildings and public places to ensure the sustainability of revitalization efforts.

### 4.1 Example of Typical Design Standards

As the City reviews its existing building codes, more specific details regarding building elements should be developed in the form of design standards. The design standards are the next step, after these design concepts, to elevate the level of construction occurring in Downtown. The existing building and zoning codes should be supplemented with design standards to provide clear and concise direction for Downtown property owners. Design standards should be specific enough to describe what is acceptable, or not acceptable, regarding design, materials, and methods of the construction of exterior architectural features. Design standards should not be interpreted as superseding, nor an abandonment of, the existing building code.

The following text and graphics are an example of a set of design standards for windows which supplement existing building codes:

**V. Windows**

**V.I Windows at Public Façades.**

- A. Windows in Public Façades shall be one of the following (Refer to Figure A):
  - 1. The existing window repaired and retained.
  - 2. A replacement window which duplicates the original and meets the following requirements;
    - A. Replacement windows or sashes shall be made of wood or finished aluminum.
    - B. The profiles of muntins, sashes, frames and moldings shall match the original elements in dimension and configuration.
    - C. The number of window lites, their arrangement and proportion shall match the original or be based on a Model Example.
    - D. The method of opening shall be the same as the original with the following exception; double-hung windows may be changed to single-hung.
- B. Reconstructed windows and sashes in a Public Façade shall be based on the following;
  - 1. An adjacent existing window in the same façade which is original; or
  - 2. If all windows on a façade are being replaced, then they shall be based on a Model Example or the window detailed in Figure B.
- C. Glass Types at a Public Façade
  - 1. Glass in historic windows on a Public Façade shall be one of the following;
    - A. Clear glass or other original glazing;
    - B. Glass based on a Model Example; or
    - C. Insulated glass with its exterior face set 3/8" back from the exterior face of the sash.
  - 2. The following glass types are prohibited in Public Façades:

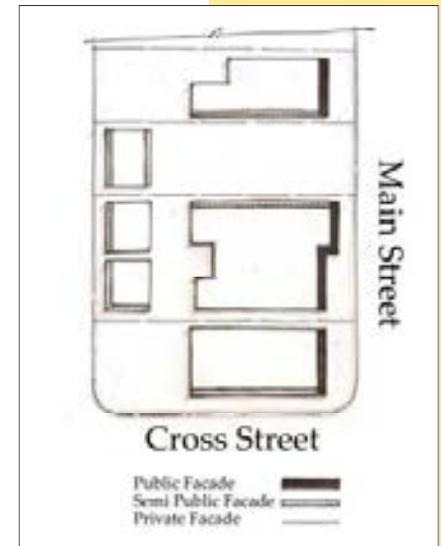


Figure A

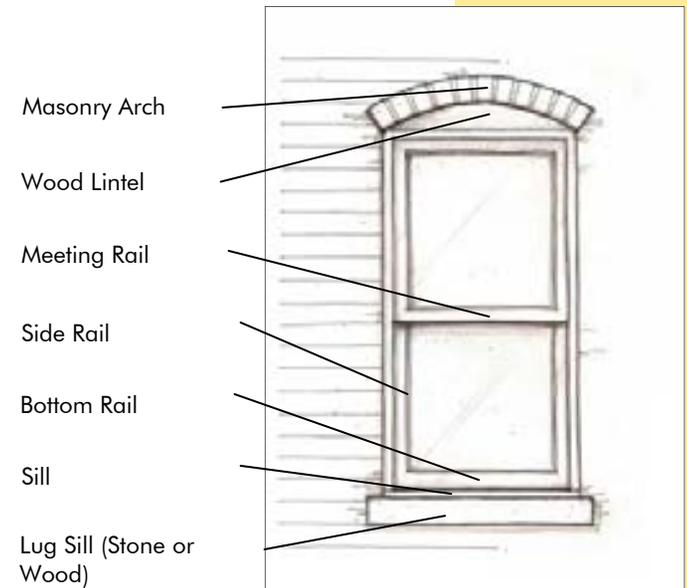


Figure B

- A. Tinted glass;
  - B. Reflective glass;
  - C. Glass block; and
  - D. Plastic (plexiglass) except Lexan or an equivalent.
- D. Abandoned Windows in a Public Façade shall be in-filled by closing them with shutters set ½" back from the face of the wall with the window opening left intact including the frame, sash, sub-sill and lintel.
- E. Storm Windows and Screens at a Public Façade *Comment: Storm windows and screens may be installed at the interior or at the exterior. Interior installation is preferred due to the increased visibility of an exterior installation.*
- 1. Materials
    - A. Exterior storm windows and screens shall be made of wood, aluminum or plastic. Wood shall be painted; aluminum shall be factory or field painted. Clear anodized aluminum is prohibited.
    - B. Interior storm windows and screens are not regulated by these Standards.
  - 2. Storm windows and screens shall also meet the following requirements:
    - A. The dimensions of the area of glass or screen shall be the same as the area of glass in the window being protected.
    - B. The meeting rail of the storm or screen window shall be in line with the meeting rail of the window being protected. Additional meeting rails are prohibited.
- F. New Window Openings Are Prohibited in a Public Façade, except as required by City Health and Safety Codes,
- 1. No new window openings shall be created in a Public Façade.
  - 2. No existing window opening in a Public Façade shall be altered in length or width.

## 4.2 Next Steps

Implementing building design standards requires public support and buy-in. The Monett DREAM Initiative has taken important first steps by opening a dialogue about building issues. Suggestions for next steps include:

- Downtown leaders should collaborate with the City and Chamber to work with local contactors in the development of a program to address common building issues, such as masonry and brick repair.
- Other activities, such as rehabilitation training, recognition of building improvements, and a streamlined permitting process, should be well-received by Downtown property owners.
- Downtown's public spaces and streetscape should continue to be enhanced. Projects to expand the streetscape, add new public plazas and gathering spaces, and to refresh the existing streetscape elements should received top priority and will demonstrate the City's investment in Downtown. However, these improvements require ongoing maintenance or they will become a liability instead of an asset.
- The City has received recommendations to address the flooding issues Downtown. This important improvement could allow some Downtown property owners invest in their properties in the long-term.
- The City should work to implement sustainable design solutions. Identification of an innovative signature program that addresses a local conservation need, such as energy efficiency, implemented in Downtown buildings, can provide a compelling benefit to incoming businesses.

## 1.0 Wayfinding Plan

### 1.1 Principles of Wayfinding

#### What is Wayfinding?

The term wayfinding refers to a mental process of understanding and navigating a given environment—literally “finding your way” between points A, B, and C. To make this mental process as easy as possible, communities can plan a coordinated system of signs, pathways, landmarks and other visual cues to help people understand where they are going.

In addition to directing traffic and conveying practical information, the best wayfinding systems accomplish larger, more subjective goals, such as:

- Creating a unique visual identity,
- Establishing a sense of place, or
- Communicating or reinforcing messages about a place.

To put it simply, wayfinding directs travelers to a destination and creates a positive first impression about the destination. Wayfinding systems have been used for many years on college campuses, office parks and tourist districts. Cities and towns of all sizes are now using wayfinding systems to direct traffic to key destinations throughout the community and help shape their community brand.

Wayfinding is a mental process, and it involves more than just a program of coordinated signage. The most effective wayfinding solutions have well-defined routes or pathways and clear visual cues (such as landmarks or prominent buildings). Of course, printed maps or GPS navigation are part of wayfinding, too.

This report focuses on the value of a coordinated signage program and recommends specific locations for sign types in Monett. The aim of this wayfinding system is to direct traffic to Downtown Monett and other prominent destinations and create a positive impression of the community. One of Downtown Monett’s biggest challenges is alerting those driving along Highway 60 that Downtown Monett and other destinations are nearby and there to be seen and enjoyed. A comprehensive wayfinding program can address this challenge.



An example of a pedestrian kiosk.

## 1.1 Wayfinding Components

A comprehensive approach to wayfinding considers signage in light of architecture, lines of sight, and lighting. Below are general principles of effective wayfinding that relate to each of these four components:

Signage:

- Uniform signage at important decision points is a critical element of wayfinding. Locations for signage should be chosen in terms of decision points (“Should I turn or go straight”?) and traffic volume.
- Replace purely functional signs lacking character (e.g. standard MoDOT signs) with attractive uniform signs.
- The size of signs (the sign panel and lettering) should be governed by average vehicle speed and distance from the roadway.
- Excessive signage diminishes the effectiveness of individual signs. Fewer, easy to read, appropriately placed signs are preferred.
- Avoid signs that are too small and are of varying sizes, colors, and types. Uniform design helps users find the next sign and verifies that they are “on the right track.”

### 1.1.1 Architecture:

- Buildings, landscape features and other elements of a street can serve as visual cues to help people understand their location and the route to their destination. For instance, seeing buildings spaced closer together is a cue that one may be entering a traditional downtown area.
- Strong architectural features serve as landmarks and orientation points. These points are often destinations as much as they can be starting points. The wayfinding system should exploit these types of features.



An example of a Downtown Gateway.



An example of signage with hints to architectural character.



A unique and architecturally intricate gateway arch.



A good example of light used to highlight a street corner in Fulton, MO.

### 1. 1. 2 Sight Lines:

- Clean, clear lines down the streets at key intersections should be maintained. Avoid allowing buildings or private signage to encroach or block these lines.
- Motorists feel most comfortable maintaining visual contact with his or her destination and will want to make as few direction changes as possible.
- Repetitive landscaping, decorative light poles or street furnishings can draw the eye down streets, but care must be taken that these items do not obstruct views or navigational landmarks.

### 1. 1. 3 Lighting:

- A repetitive line of lighting can be a very effective navigation tool. Lighting can be used to encourage routes and pathways.
- Poor lighting causes missed information and leaves an unsafe impression.
- Warmly lit sidewalks and streets draw the visitor onward. Warmly lit storefronts and entrances draw the eye and help the visitor get to the business district.

## 1.2 Hierarchy of a Signage System

In a wayfinding signage system, several types of signs are designed and placed at various locations around the community. Each sign type has a slightly different function and size but uses a common design theme. A typical wayfinding sign program can be described as a hierarchy because the sign types can be arranged as “levels” ranked by the number of signs needed.

The levels of sign types are pyramid-shaped, with the fewest number of signs occupying the top level, working downward to sign types installed with the most frequency. The top-level signs would be the largest and most costly, and the more common smaller signs lower on the pyramid are less costly. All the signs use consistent fonts, logos, and color patterns to create a uniform theme.

Each of the most common wayfinding sign types are explained and illustrated below.

### 1.2.1 Gateways:

Gateways can have an important practical purpose (announcing entry or drawing attention to a key route), and they help establish the all-important first impression. Gateways can be purely signage, but are often incorporated into a monument. In some cases, the monument (such as a fountain, column or archway) is the larger element, with a simple sign component included.

To the visitor, the community gateway will establish the design theme that is repeated in some fashion on signage throughout the system. Some wayfinding systems will also incorporate “district gateways” that establish entry points to a district (the historic downtown, for instance, or a distinct neighborhood).

### 1.2.2 Trailblazers:

Trailblazer signs have a utilitarian function, pointing the way to key destinations or districts, but they also incorporate the community brand and the wayfinding system’s design theme. Trailblazer signs can point the way to districts (using simple labels such



Gateway arches on Saint Louis University campus.



An example of a gateway monument.



An example of a trailblazer sign in Warrensburg, MO.

as “Historic Downtown”, “Cultural District”, etc.) or to specific destinations (e.g. “City Park”, “YMCA” or “High School”).

Trailblazers should be located at or near key intersections that serve as a “decision point” for travelers — a point where the motorist must decide to turn or continue straight to follow the route toward the destination. These decision points will often be near intersections of heavily travelled streets and highways. The other obvious factor in placement of the signs is the location of the destinations and clearest routes from main highways.

Trailblazer signs vary in size, but since they tend to be at key intersections on streets of relatively higher traffic volume and faster vehicle speeds, the size of the sign and the text printed on it may need to be relatively large. A typical trailblazer sign would be in a range of 5 to 6 feet wide by 3 to 4 feet high, installed on two poles with the bottom of the sign elevated 6 to 7 feet above grade.

Once locations for trailblazers are chosen, the typical sign dimensions and text size should be determined by the speed of traffic and roadway width. Because of the varying size requirements, trailblazers of two different sizes might be needed—one for highways, one for local streets.

### 1. 2. 3 Proximity Signs:

As the most frequently used signs, proximity signs comprise the base of the wayfinding pyramid. Proximity signs are installed as the traveler gets closer to the destination or at the final turn to reach a destination. Proximity signs let users know they are “on the right track.” These signs can point the way to a single destination with a simple “straight-ahead” arrow showing that the traveler is approaching the destination. A proximity sign might also be a smaller version of trailblazers, pointing the way to multiple destinations.

Intended for slower traffic on local streets, proximity signs are smaller and installed on single poles or on existing light poles, if properly situated. Proximity signs can be

effective with dimensions as small as 36 inches square and usually still need to be installed at a height of 6 to 7 feet above grade.

### 1. 2. 4 Special Purpose Signs:

Depending on the needs for the area, a series of special purpose signs, designed to reflect the uniform style of the overall signage program can be an important part of the wayfinding system. For pedestrian-oriented areas like an historic downtown, informational kiosks can be helpful to point out attractions and options for shopping, dining or public restrooms. The use of historical information markers, which can include historic photographs or community history, are attractive to both visitors and residents alike. Signs pointing the way to public parking are often necessary for a downtown district or other area of dense development. All such signs should be designed with the consistent color scheme and font type of the wayfinding system, which will make the signs stand out.

Portable or other temporary signage is often overlooked in wayfinding programs, but these can be among the most useful for special events such as community festivals, sports tournaments, conventions or other events that draw visitors to the community. Examples include portable “sandwich-board” signs that can be placed at key roadside locations or point the way to overflow parking.

### 1. 2. 5 Banners and Decorative Lighting:

Street lighting, whether on standard or decorative poles, plays a role in wayfinding, and a series of attractive, decorative light poles can signal entry into historic areas or a downtown district. Banners that incorporate the consistent design of the wayfinding system can beautify an area and reinforce the community brand.

Ideally, banners will be designed with color schemes and font types consistent with the wayfinding program. Banners of different sizes can be used so they are of a scale appropriate for the pole height and street width. The community can use seasonal banners to celebrate community festivals; these temporary banners can be unique yet still reflect the consistent wayfinding design theme.



An example of a historical information sign in Moline, IL.



An example of a proximity sign.



A streetpole with banners in Downtown Monett.

## 1.3 Special Considerations

### 1.3.1 Corridors and Destinations

Before designing attractive signage, an effective wayfinding program begins with identifying the primary destinations and understanding traffic patterns of visitors. Currently, Monett has identified “entry points” at which City gateway billboards are currently placed. Beyond the billboards there is little or no signage to help lead visitors to the various City destinations. The map, labeled Destinations and Traffic Analysis, on page 23 is the product of discussions between City staff, DREAM Committee members and PGAV. The maps analyzes traffic patterns and key destinations located in Downtown and throughout the City to determine ideal sign placement.

### 1.3.2 Public versus Private Signage

Community wayfinding programs focus on designing signs intended for installation on public right-of-way, which is typically a varying amount of land on either side of the roadway. As part of the street and highway system, installation of signs on public right-of-way requires permission from the appropriate jurisdictional authority (MoDOT, county highway department, or city public works department).

The appropriate jurisdiction should be identified for each desired sign. As the entity coordinating the wayfinding program, the locations under City jurisdiction usually present the least difficulties in permitting. County or MoDOT approval may require submittal of formal applications. Establishing early communications with the appropriate review agency is important, as is keeping in mind the following considerations:

- A “clear zone” along the edge of pavement in which no signage may be installed will be required, in certain locations, to make way for errant vehicles. The width of the clear zone may depend on the traffic volume, average vehicle speed and layout of the particular roadside location.
- To further account for errant vehicles, the permitting agency may require that signs be installed with “break-away” brackets that would allow the sign pole to give way if a vehicle strikes the pole.

- Sign installation will need to meet specific wind load requirements.
- As part of the public right-of-way, the content of the sign will be restricted to giving direction to general districts or public destinations (as opposed to directing to private businesses or attractions).
- Maintain flexibility in working with MoDOT, and keep in mind that the primary goal of a transportation agency is to promote safe, efficient travel of motorists. Wayfinding does promote safe, efficient travel, but the aesthetic and branding goals of a wayfinding program will be subordinate to safety and consistency when it comes to permitting.
- A community may also use the private property adjacent to the street or highway for installation of gateways and other components of the wayfinding system. Private property is usually less preferable since it is farther away from the right-of-way, but depending on the width and design of the roadway and availability of adjacent right-of-way, it may, in certain circumstances, be the only choice.
- If permitting is problematic on right-of-way or if a particularly large sign is desired, then private property might be the best location. Keep in mind that the farther away from the roadway, the less visible the sign. Elevating the sign or monument with a landscape berm, installing lighting to improve nighttime visibility and increasing the size of the sign can overcome this problem.
- On private property, the wayfinding monument or signage has to compete with other privately owned signage. As with any other signs on private property, wayfinding signs are subject to city or county sign regulations, which are typically part of the zoning ordinance. Sign regulations will dictate maximum height, overall size, illumination and the number of signs per parcel. However, as signage with a unique public purpose, local ordinances often exempt signs installed or sanctioned by the local government.



A pedestrian directional sign located in Downtown Webster Groves, MO.



An example of a parking destination sign in Downtown Warrensburg, MO.



Installation of a trailblazing sign.



Installation of a proximity sign.

## 1.4 Wayfinding Implementation

After considering the information and recommendations provided in this Wayfinding Plan, the City should confer directly with the Monett Chamber of Commerce, members of the DREAM Committee, City staff, and members of Monett Main Street Organization with respect to funding and implementing the wayfinding plan:

- Study the Wayfinding Plan and make any desired modifications to destinations and sign placement locations. Begin consultation with MoDOT officials regarding permitting along state routes and highways (Initial contact and discussions have begun).
- Develop a budget (including funding sources) and installation timeline for the program.
- Using the recommendations in the Plan, evaluate and photograph each proposed location to determine any conflicting signage or installation problems.
- Obtain permits from MoDOT for signage on state highways.
- Evaluate proposals and enter into contracts to purchase and install signs.
- Because of the anticipated cost of the wayfinding projects, a phased approach is expected, and implementation of portions of the Wayfinding Signage System may take a few years to complete. However, with community buy-in and funding support, much of the program is achievable within a reasonably short timeframe.

## 1.5 Review of Existing Signage in Monett

As part of the process of preparing this report, PGAV reviewed existing welcome signage and directional signage to evaluate the ability of motorists to find their way to Downtown Monett. The following is a list of some of the observations and findings:

- Gateway billboards are located at the major entry points leading into Monett. The billboards are properly sized for the traffic speeds and for the most part are well-maintained. The signs have a dated look which could be updated to reflect changes to the community and new logo and branding elements.
- Business Route Highway 60 coming from the East also receives a large portion of traffic into Monett. Little signage was noted along this road corridor.
- A MoDOT Business District Sign is located near the intersection of Broadway and Highway 37. This sign is not only almost invisible to drivers along the roadway, its also can be seen as “selling short” the unique characteristics the Historic Downtown has to offer. This intersections is one of the two key gateways into the Historic Downtown and should be treated accordingly.
- The other intersection leading into Downtown, at the intersection of Kyler St. and Broadway, has an landscape retaining wall feature near the intersection. It is unclear whether this is consistently maintained or planted. Our field visits revealed little planting and a lack of maintance. This area has potential for minor improvements that could greatly enhance the gateway into Historic Downtown Monett.
- Along Broadway, through the heart of the Historic Downtown, decorative streetlights with banners are placed at regular intervals along the streetscape. These pole add the the charm of the area and can be used to provide wayfinding information as well.
- There are few signs which help in directing visitors to the various destinations throughout Monett, such as Cox Hospital, Southwest Area Career Center/High School , and the Monett City South and North Parks.



Existing gateway billboard located near Monett North Park.



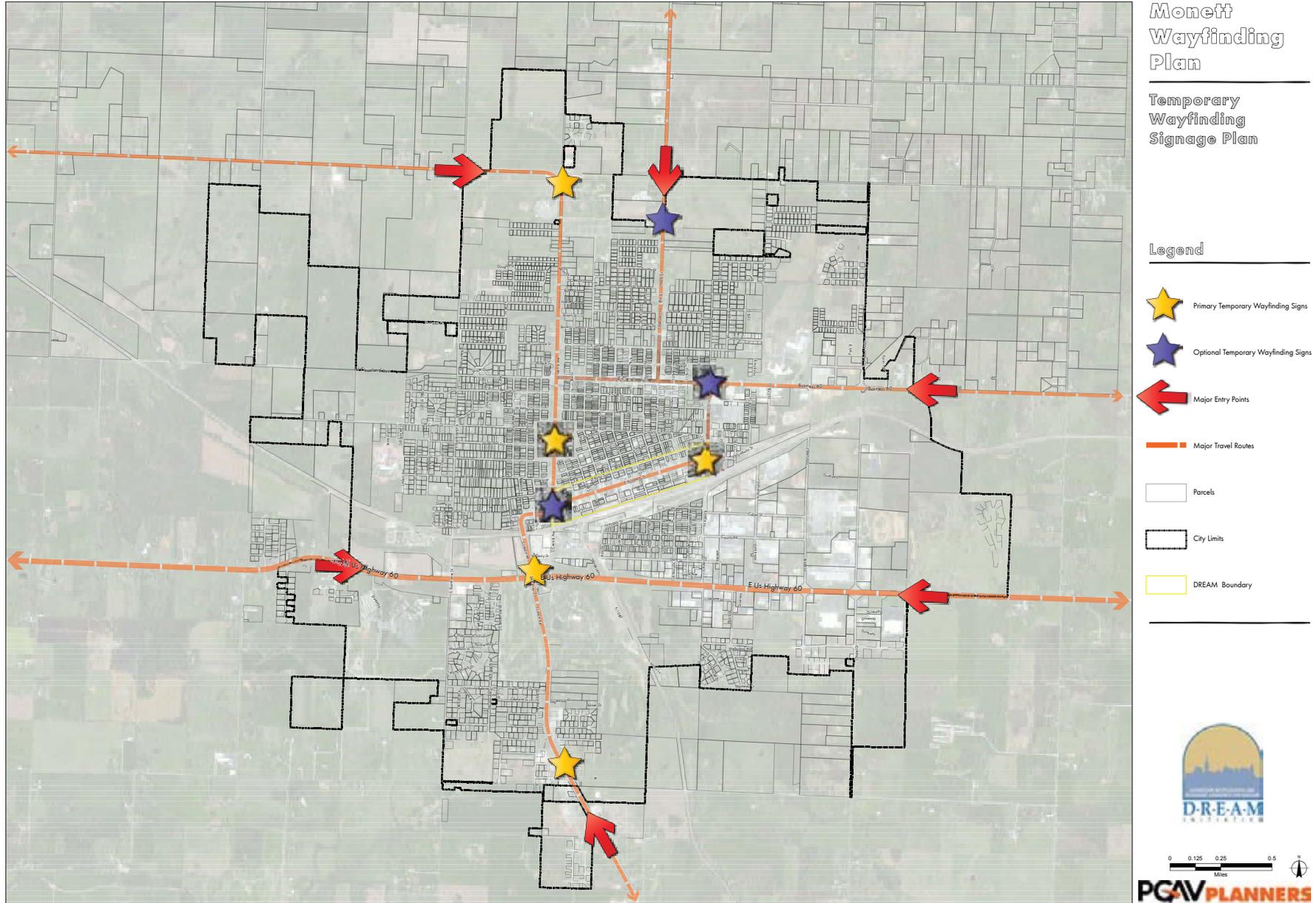
Existing business district sign located at the intersection of Broadway and Route 37.

## 1.6 Temporary Wayfinding Signage

During the wayfinding kick-off meetings it was brought to the attention that temporary signage, geared specifically toward Downtown, be designed for quick construction and cost effectiveness. The goal of implementing a temporary signage network is to quickly place signs that can help guide visitors to Historic Downtown and to gain momentum for future implementation of a citywide wayfinding system over time. The temporary signage is intended to be quickly and cost-effectively constructed for temporary use.

The following shows design concepts for the temporary signage system designs. A temporary wayfinding signage plan map is located on the following page. Sign details are on page 15.





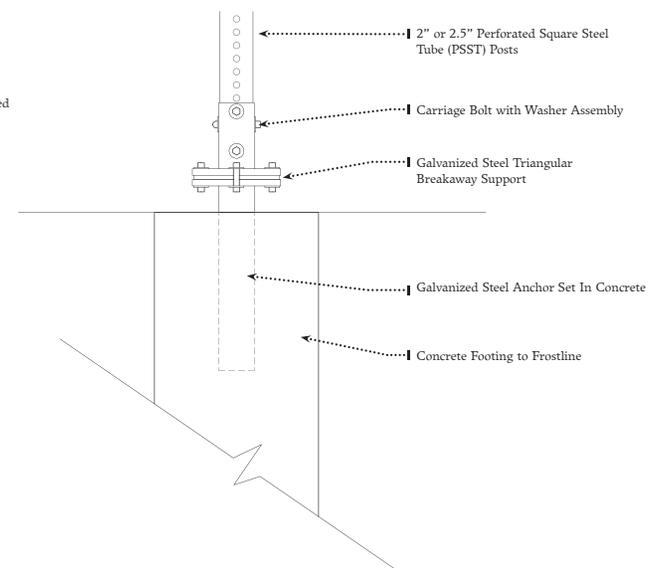
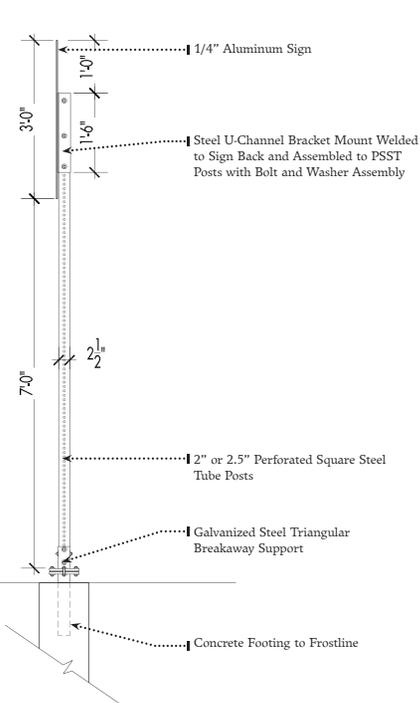
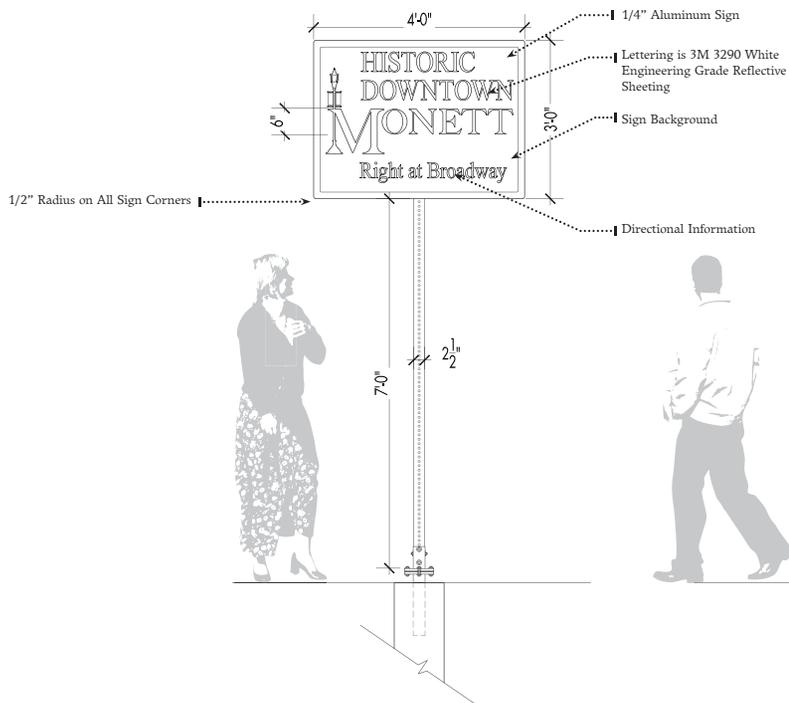
### Front Sign Elevation

Scale: 1" = 1'-0"



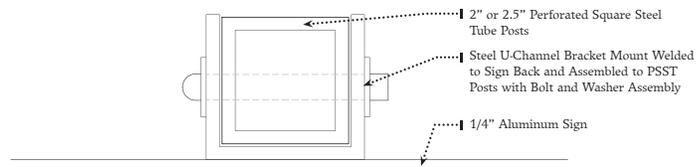
### Side Sign Elevation

Scale: 1" = 1'-0"



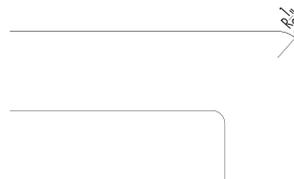
### Sign Bracket Mount

Scale: Actual Size



### Sign Corner Radius

Scale: Actual Size



Intersection of Kyler and Broadway



City Sign Along HWY 37 Near South City Limits



Wellhouse Wedge Along Central Ave.



City Sign At Intersection of HWY 37 and 60



City Sign Along HWY 37 Near North Park



## 2.0 Monett's Proposed Citywide Wayfinding System

The overall goals of Monett's wayfinding program are:

- Alert Highway 60 travelers to Downtown Monett.
- Help these travelers find Downtown Monett after leaving the Highway.
- Provide direction to the many destinations and attraction located in the City of Monett and its surrounding areas.
- Establish a positive first-impression.

A uniform system of wayfinding will communicate Monett's identity as an attractive, vibrant community and direct visitors from the highway to Downtown and other destinations. The components of the wayfinding program are explained in the following narrative, illustrations and on the three map exhibits labeled Destinations and Traffic Analysis, Citywide Sign Placement Plan, and Downtown Sign Placement Plan.

### 2.1 Gateways to Monett and Downtown

Gateway signage is proposed at three locations, near the intersection of Route 37 and Highway 60, at the intersection of Broadway and Kyler Street, and on the Wellhouse property located on Highway 37.

The proposed gateways are intended to be constructed of masonry and ornamental metals for the sign area and lettering. Because of the construction materials of these signs right-of-way placement may not be allowed by MODOT, therefore sign easements or similar agreement may be necessary for gateway placement along the highways.

The gateway illustration presented shows an option for enhancing the gateway that already exists at Kyler and Broadway. Similar treatments can be used at the Wellhouse property along Route 37. The gateway at Highway 60 and Route 37 will need to be of fairly large size due to the travel speeds and distance off the roadway. A billboard style sign will be



most cost effective here.

## 2.2 Trailblazer Signs

There are 14 trailblazing signs proposed on this plan. The signs are located at key decision-making intersections for travel to Historic Downtown Monett and Other locations.

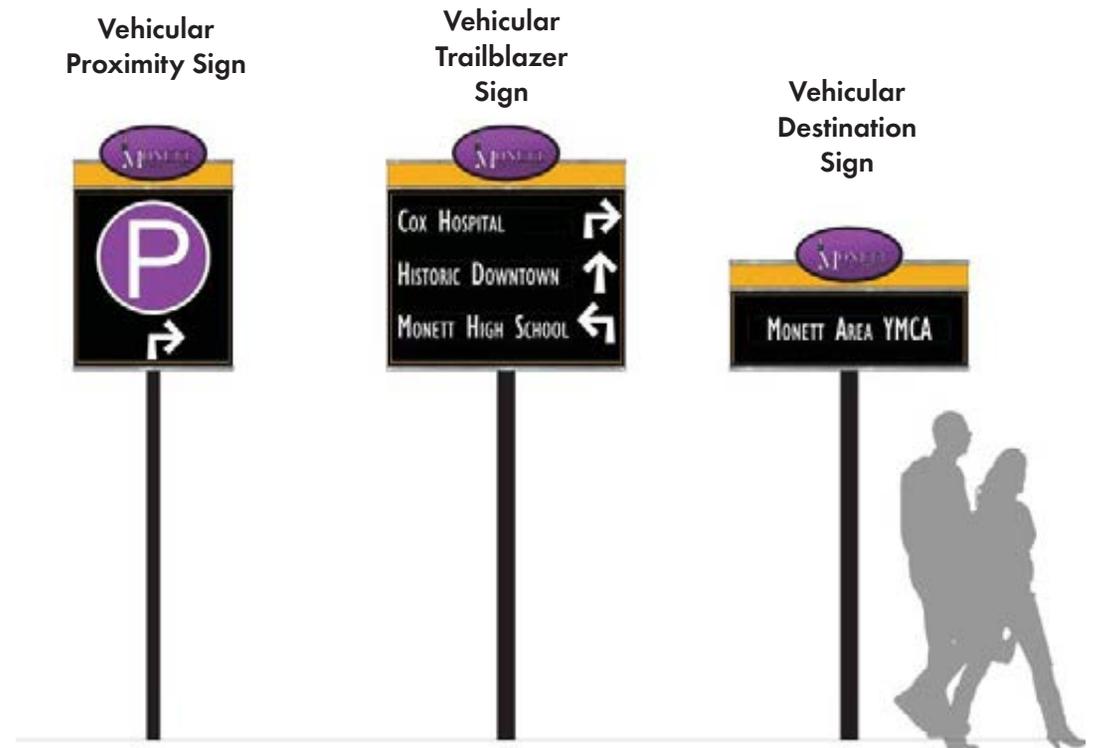
The trailblazers are designed to display three travel options for destinations at the most, any more will confuse the traveler and decrease the effectiveness of the signage. Letter heights should be approximately 6 inches to accommodate readability at higher vehicle speeds.

## 2.3 Proximity/Destinations Signs

The proposed proximity sign locations are closer to particular destinations in and around Downtown Monett. Depending on the location, they can list a single destination, assuring travelers that they are headed in the right direction, or they can point out the location to two or more destinations with arrows. As with the trailblazer signs the proximity signs should only display one to three travel options.

16 proximity signs are noted on the proposed wayfinding plan, additional destination markers may be desired.

Monett's proximity signs will have the same coordinated design as trailblazers but would be smaller in size. Some of these signs, which are designed to be as small as 3 feet by 2 feet, could be



installed on existing light poles as a cost-saving measure.

## 2.4 Pedestrian Oriented Signage

Additional sign designs were created to accommodate foot traffic in and around Downtown Monett. These designs include pedestrian directional signs, pedestrian kiosks, sign banners, and other light pole retrofits.

This signage can have smaller text size and contain more information than the vehicular oriented trailblazing and proximity signs. The signs should carry the same look and design characteristics of the vehicular signage.

These signs are to be located around the Downtown, where most of the foot traffic will be taking place. The pedestrian kiosks and pedestrian trailblazing signs are placed at what is perceived to be the main entry points to the Downtown streetscape by foot traffic. The kiosks are placed between the parking lots, and the major activities areas of Downtown.

## 2.5 Special Signage

Additional signage could include ornamental traffic signal signs and special events signs. The traffic signal signs could be used around the entire city as well as the Downtown area. The proposed special event sign is designed to be interchangeable and used for differing events such as a farmers market or Downtown festivals.



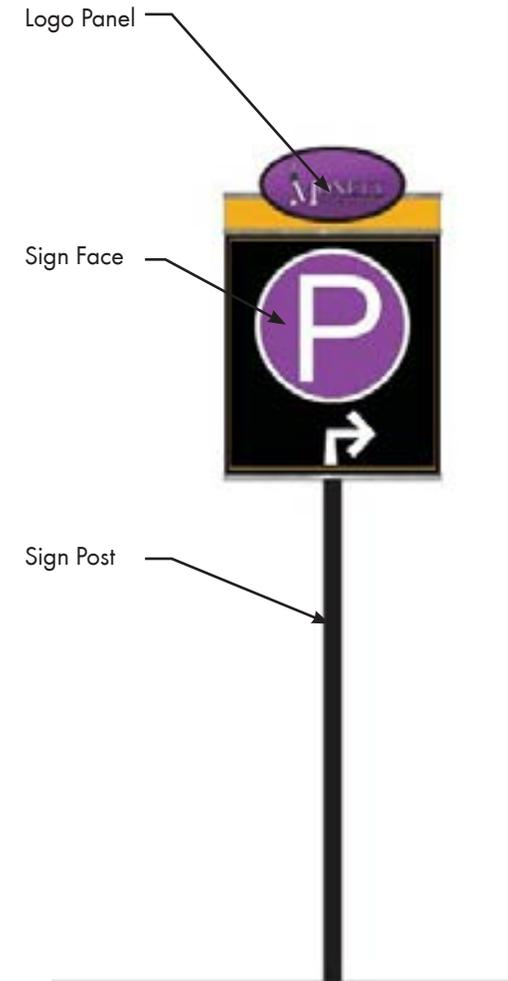
## 2.6 Design Concepts

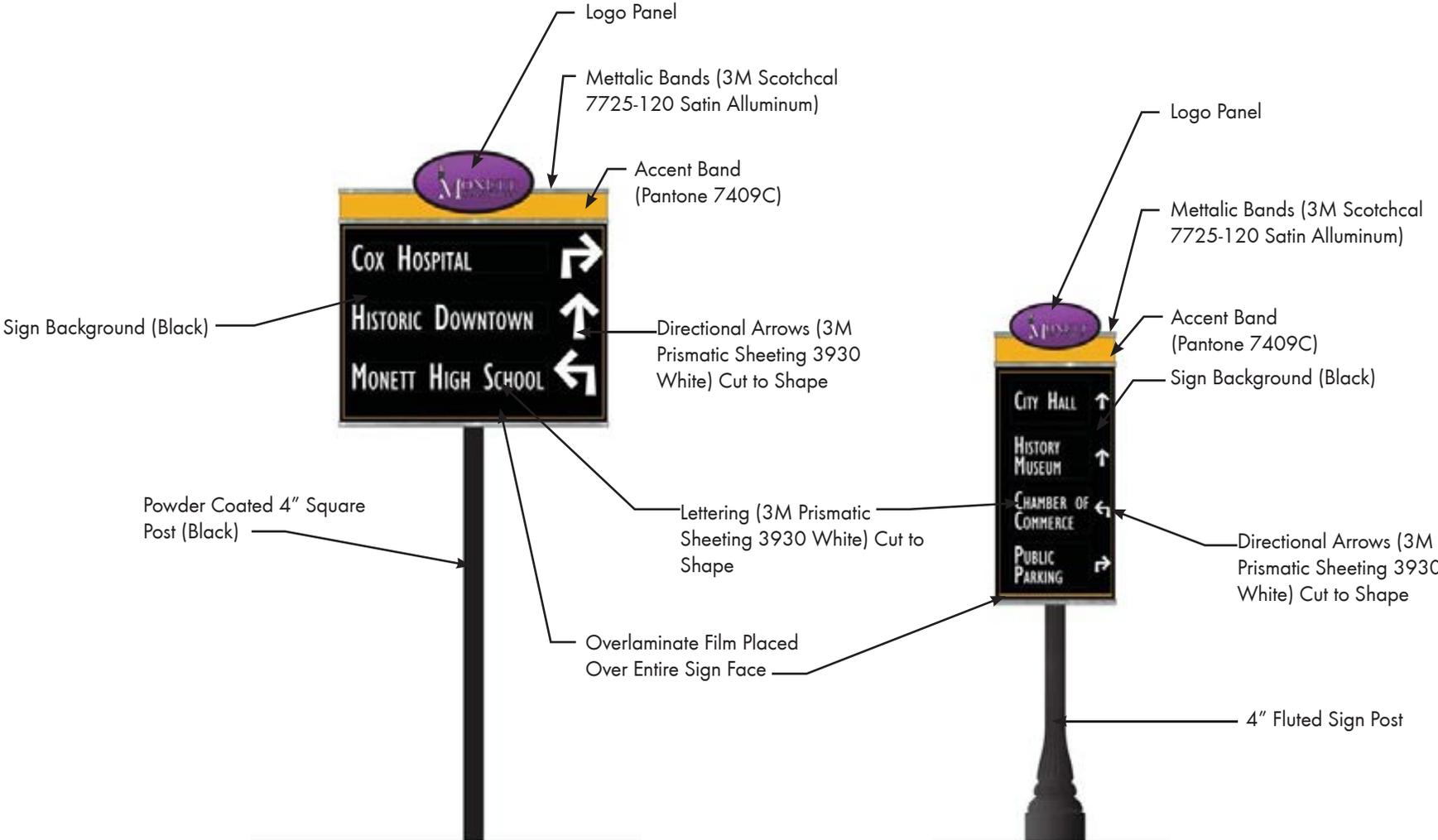
The following pages shows illustrations and details for the signage designs, plans for the overall signage placement, and anticipated sign content.

The goal of the sign design process was to create a sign design that is effective at directing visitors while also capturing the character of the community. The color scheme uses purple and gold, the colors of Monett High School.

There are three different logos designed for these signs for use at different locations. The discover Monett logo should be used throughout the City, the Historic Downtown and Main Street Monett logos should be used in and near Downtown.

The plans have a descriptor and a number for each specific sign location. This information relates to images for what the specific sign content should be. The sign images are located on pages 26 through 31.





**Vehicular Proximity Sign**



**Vehicular Trailblazer Sign**



**Vehicular Destination Sign**



**Proximity Sign**



**Pedestrian Trailblazer Sign**



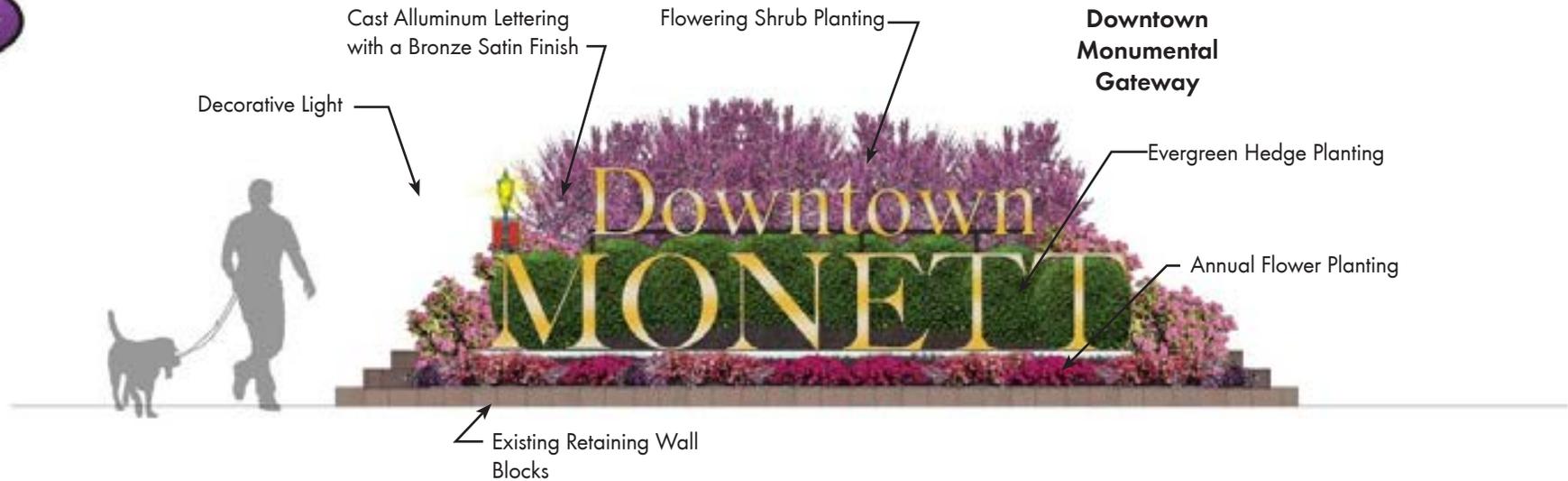
**Pedestrian Kiosk**



**Downtown Destination Sign**



**Sign Logo Option**



# Monett Wayfinding Plan

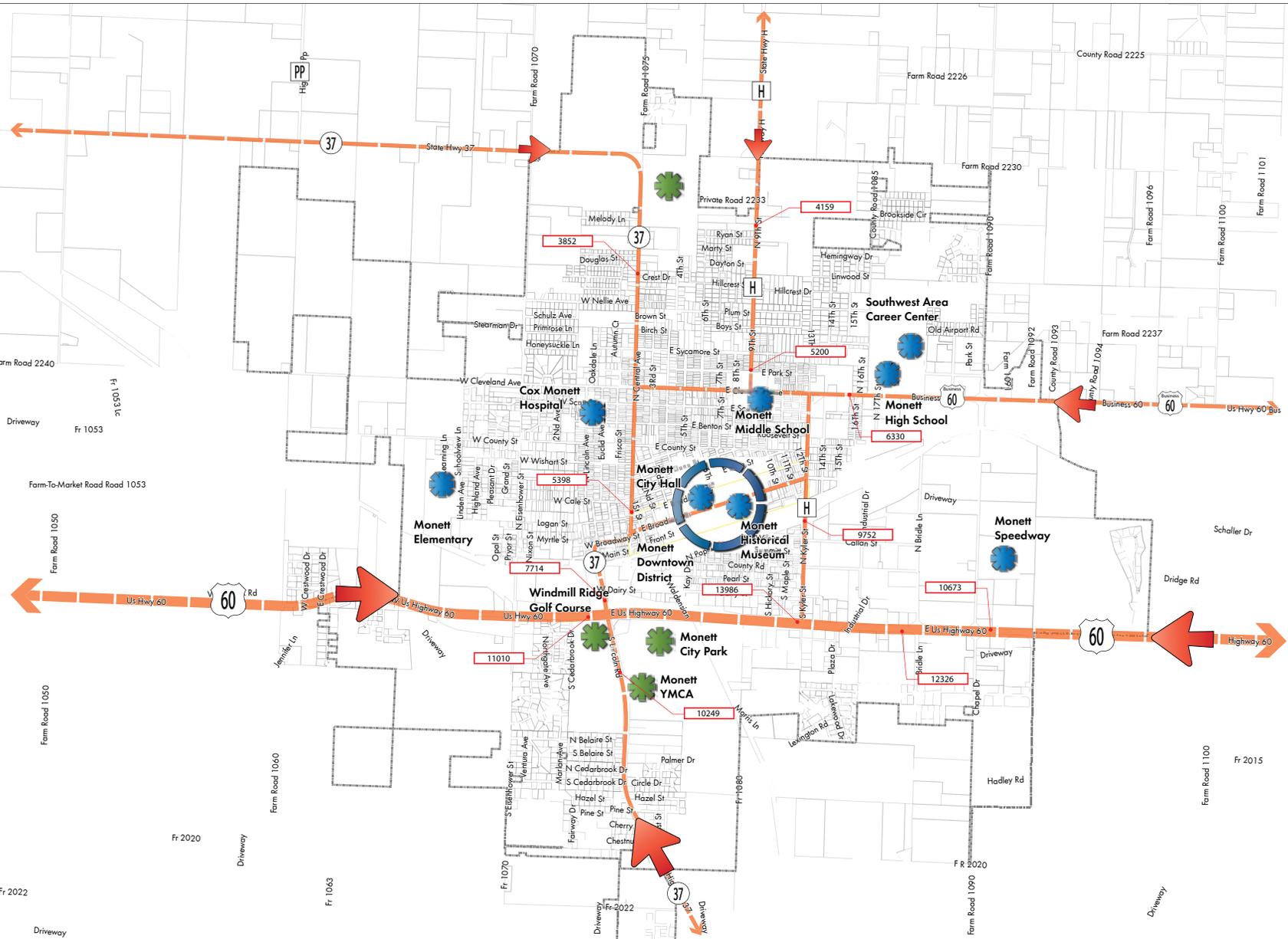
## Destinations and Traffic Analysis

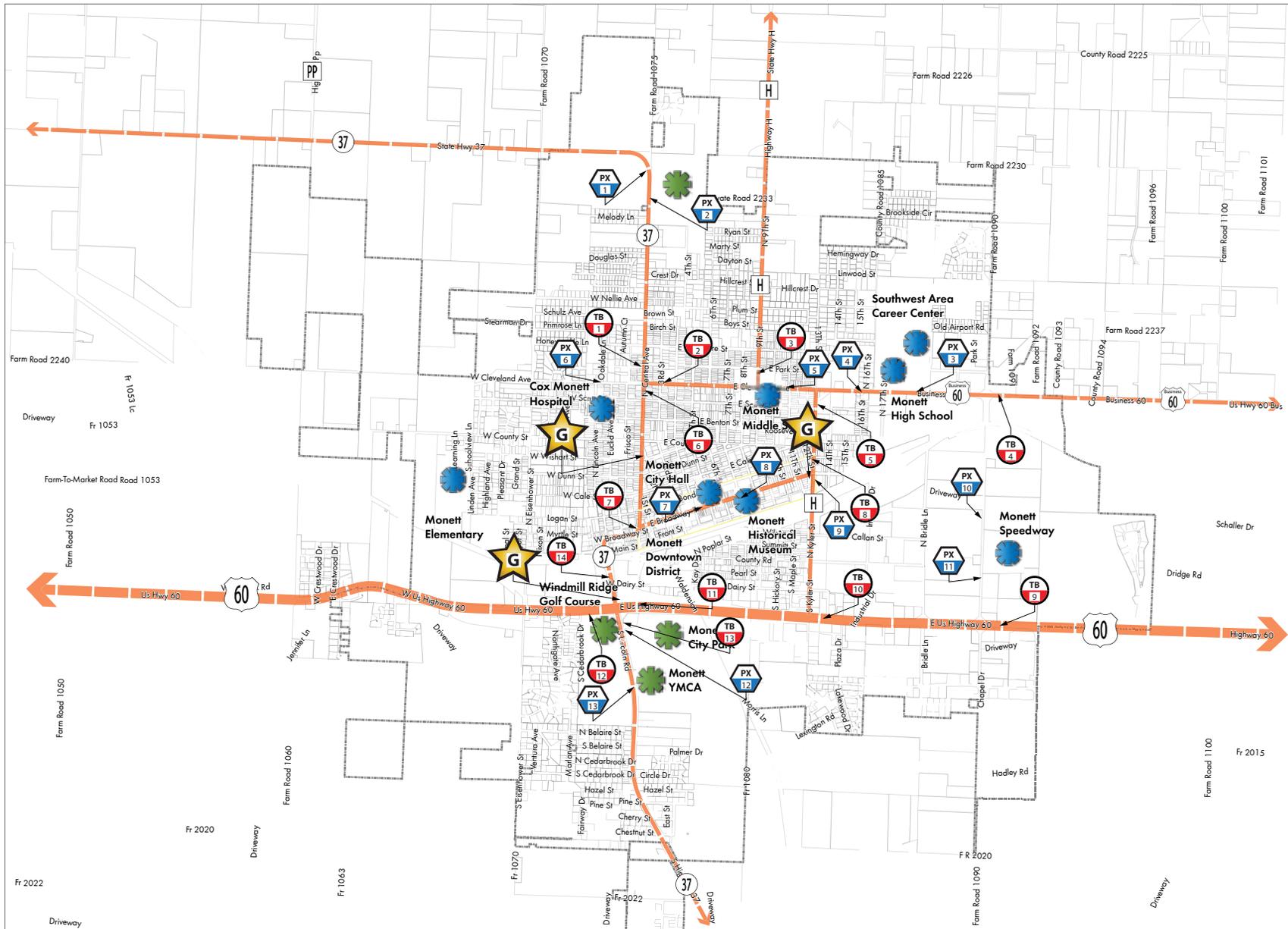
### Legend

-  Major Destination
-  Recreation Destination
-  Major Entry Point
-  2011 MODOT Traffic Volume
-  Main Activity Center
-  Major Traffic Route
-  Parcel
-  DREAM Downtown Boundary
-  Monett City Limits



**PCAV PLANNERS**





## Monett Wayfinding Plan

### Citywide Sign Placement Plan

#### Legend

-  Major Destination
-  Recreation Destination
-  Gateway Sign
-  Proximity / Destination Signs
-  Trailblazing Direction Sign
-  Major Traffic Route
-  Parcel
-  DREAM Downtown Boundary
-  Monett City Limits



# Monett Wayfinding Plan

## Downtown Sign Placement Plan

### Legend

-  Major Destination
-  Recreation Destination
-  Gateway Sign
-  Proximity / Destination Signs
-  Trailblazing Directional Sign
-  Parking Sign
-  Pedestrian/Kiosk Sign
-  Major Traffic Route
-  Parcel
-  DREAM Downtown Boundary
-  Monett City Limits



TB - 1



TB - 2



TB - 3



TB - 4



TB - 5



TB - 6



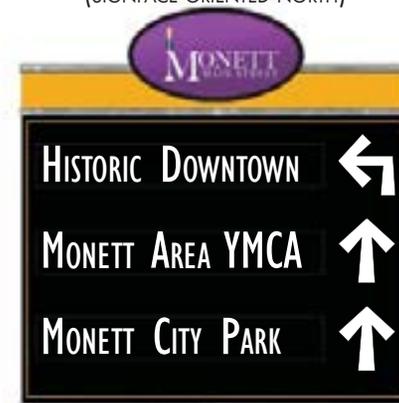
TB - 7

(SIGNFACE ORIENTED SOUTH)



TB - 7

(SIGNFACE ORIENTED NORTH)



TB - 8



TB - 9



TB - 10



TB - 11



TB - 12



TB - 13



TB - 14



PX - 1



PX - 2



PX - 3



PX - 4



PX - 5



PX - 6



PX - 7  
(SIGNFACE ORIENTED WEST)



PX - 7  
(SIGNFACE ORIENTED EAST)



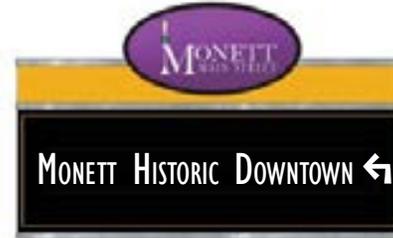
PX - 8  
(SIGNFACE ORIENTED WEST)



PX - 8  
(SIGNFACE ORIENTED EAST)



PX - 9



PX - 10



PX - 11



PX - 12



PX - 13



PX - 14  
(SIGNFACE ORIENTED WEST)



PX - 14

(SIGNFACE ORIENTED EAST)



PX - 15



PX - 16



PARK - 1



PARK - 2



PARK - 3



PARK - 4



PARK - 5



PARK - 6



PARK - 7



PARK - 8



PARK - 9



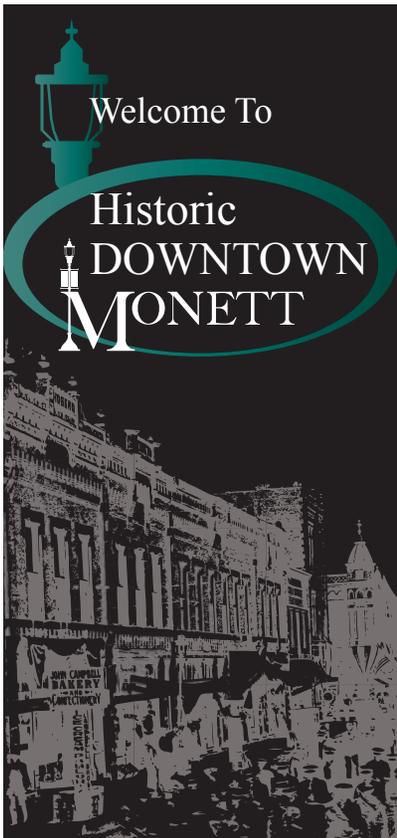
### KIOSK EXAMPLES



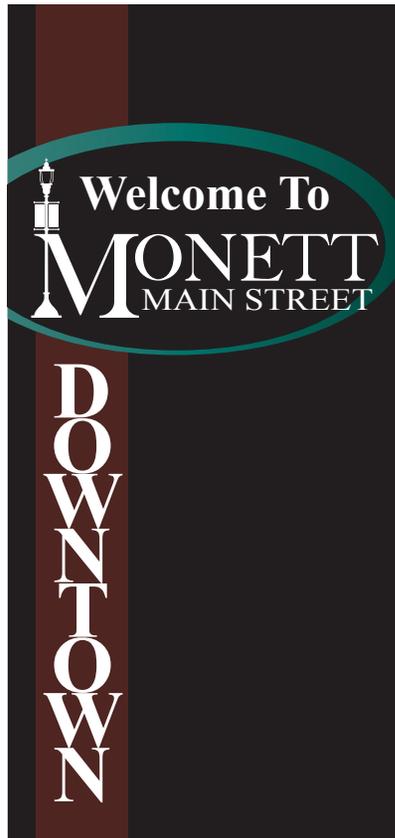
### 3.0 Downtown Banner Designs

#### Proposed Downtown Light Pole Banner Concepts

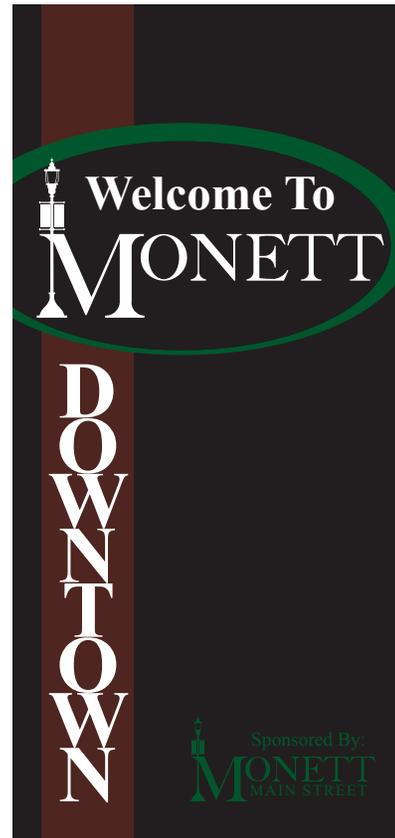
Concept 1



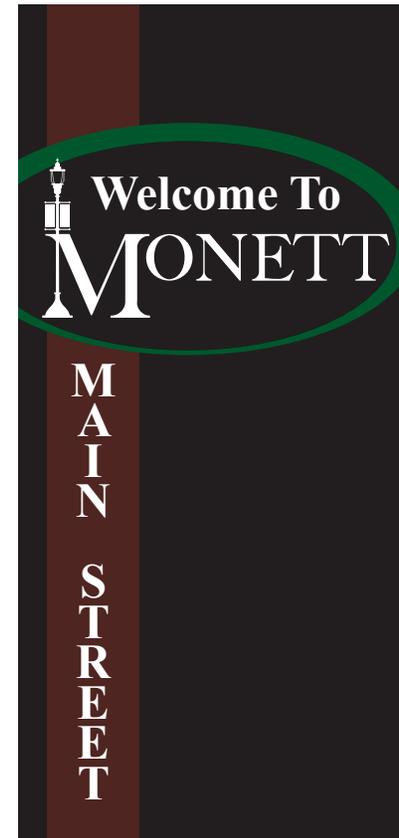
Concept 2



Concept 2 (revised)



Concept 3



APPENDIX

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**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.