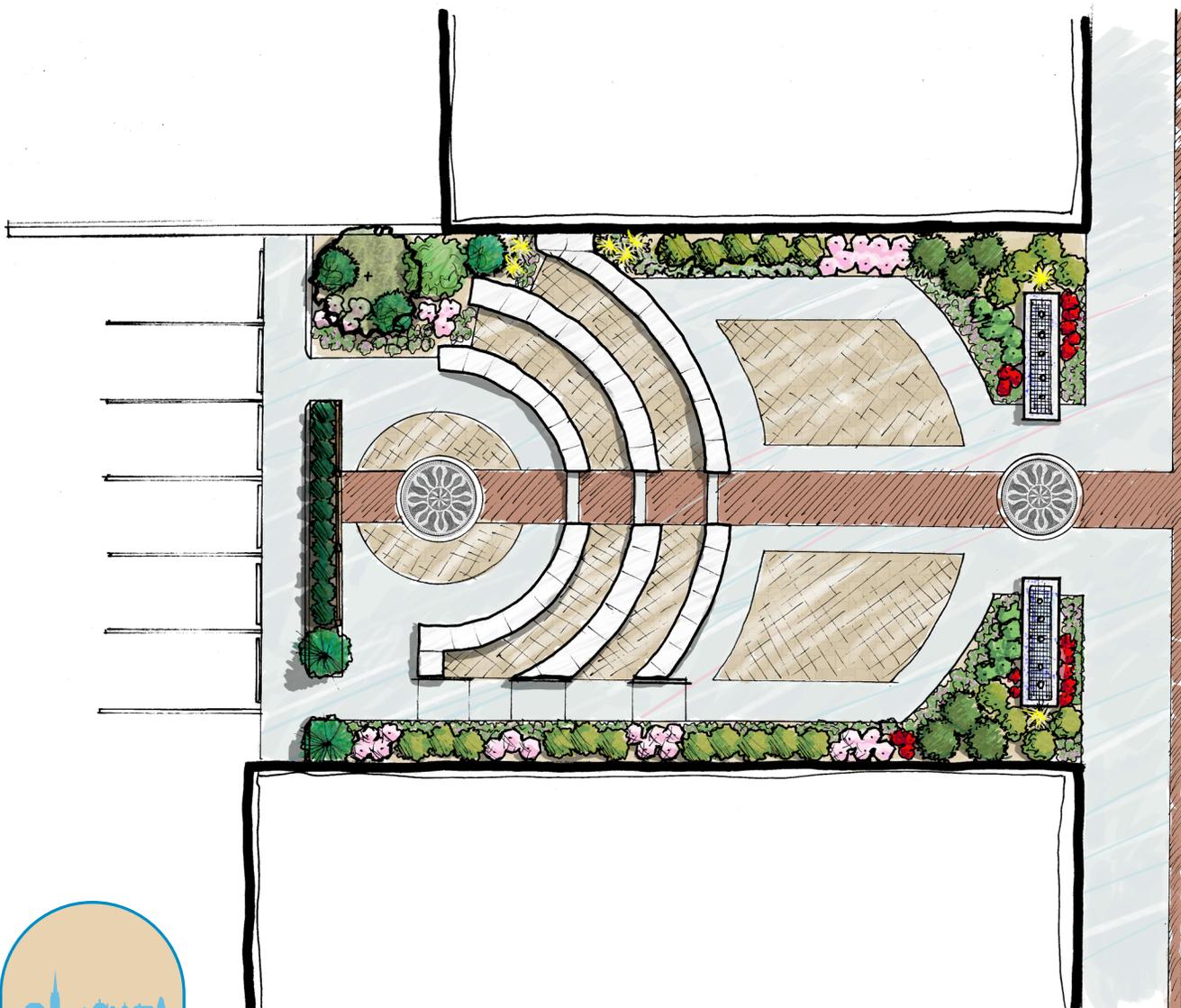


**BUILDING AND
STREETScape DESIGN
GUIDELINES
AND
WAYFINDING PLAN**

DOWNTOWN
REVITALIZATION &
ECONOMIC
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Acknowledgements

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1.0 Introduction

1.1 Historic Overview

Waynesville, established as a city in 1833, was named after an American Revolutionary War brigadier general “Mad Anthony” Wayne. Waynesville is the county seat and the oldest town located in Pulaski County. Waynesville was originally inhabited by settlers and trappers, and served as a trading post. Much of the population came by wagon train from southeastern states such as Virginia, North and South Carolina, Tennessee, and Kentucky.

The Civil War played a major part in the history of Waynesville. While most of the area surrounding Waynesville was pro-southern, a Union Army fortress was built in Waynesville. The Old Stagecoach Stop building located in Downtown Waynesville is the only remaining pre-Civil War building located in Waynesville. During the Civil War the Old Stagecoach Stop served as a hospital. It was later used as a hotel for many years until neglect led to closing the hotel in the 1960s. It was later remolded and currently serves as a history museum. In the years following the Civil War stability returned to the United States and cities and towns such as Waynesville saw growth and prosperity.

Historic Route 66, established in the late 1920’s runs through the heart of Waynesville’s Downtown. Route 66 served as a major travel route for Americans migrating west before the advent of the Interstate Highway System. Route 66 brought many travelers and businesses to support those travelers. In the 1950’s, American lifestyles changed with the rise of highway construction and the affordable automobile. As interstates bypassed Downtown areas such as Waynesville’s, neighborhoods and commercial areas moved further 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 cars. 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. Downtown Waynesville was no exception.

Currently the City of Waynesville lies a couple of miles West of interstate 44. In recent years Waynesville has seen a large growth in population. New developments have been and are being built to help support the growth of the population in Waynesville



The Old Stagecoach Stop.



Pulaski county museum.

and surrounding areas.

While Downtown Waynesville experienced numerous changes throughout its history, many positive attributes still exist. Downtown reflects a long history with beautiful and intriguing natural features, picturesque buildings, storefronts, and homes. Although the district requires infrastructure improvements the overall area maintains its historic charm. Downtown Waynesville retains many positive qualities and a unique built environment.

1.2 Intent of the Guidelines

While these guidelines are written for Downtown Waynesville, the design recommendations are sound advice that might be applicable elsewhere in the community. These guidelines are written primarily for commercial areas, however they also briefly address issues regarding residential buildings and sites. The main intent of the guidelines is to help preserve the architectural character and improve the visual appearance of Downtown Waynesville and its adjacent areas.

In America, downtowns traditionally have had a sense of place. Businesses, courthouses, city halls, shops and houses of worship were almost always located Downtown. Downtown was the business and civic center of the community. The architectural style, size and materials of the Downtown buildings often reflected the success and wealth of the community. In Waynesville this civic pride was evident among the many historic facades along the courthouse square. While many of the original uses have been replaced and some of the commercial viability faded, the buildings and memories of Downtown Waynesville remain.

Downtown Waynesville has many buildings which have design merit and character. Collectively these buildings and other structures, some of which lack architectural significance, contribute to the overall character of Downtown. The condition of the vast majority of the historic buildings along the courthouse square is good. The buildings for the most part have been maintained appropriately through the years and rehabilitated with complimentary building materials. Design guidelines provide recommendations to help preserve existing buildings and spaces which still have historic integrity. This report also suggests methods of improvements for



A view of the intersection at Old Route 66 and Lynn St.



A demolished building left a large open space in the heart of Downtown.



An attractive historic street clock.



Support and buy-in from Downtown property and business is crucial to the success of Downtown.

buildings which have lost their character due to inappropriate alterations or neglect. Restoration of buildings to the original design is not the goal of the guidelines, unless the building is on the National Register of Historic Places. The guidelines focus on improving the public façade and appearance of structures, streets and public spaces to help create a unique identity for Downtown. There are three types of structures which form the collective whole of Downtown:

- those that contribute to that identity,
- those that detract, and
- those that do neither.

The objective is to maximize contributing elements and minimize those which detract thus creating a stronger, more attractive Downtown Waynesville.

This document also contains planning recommendations for the City of Waynesville to consider regarding future policy and procedural decisions that affect the public elements of Downtown. Included are streetscape design concepts which the City can use in planning future public projects, as well as illustrations for a amphitheater plaza space and intersection treatments along Historic Route 66.. Potential issues noted with the existing streetscape, as well as the installation of new features, included aesthetic design, practicality of use, available rights-of-way, heritage, and compliance with the Americans with Disabilities Act Accessibility Guidelines (ADAAG). The overall intent of this Plan is to help preserve and improve the character and visual appearance of Downtown Waynesville's public infrastructure.

The improved identity and appearance of Downtown Waynesville will provide an incentive for more investment and interest. To successfully support revitalization, it is vital that property owners, city staff, and other community organizations make a long-term commitment to Downtown Waynesville. The guidelines are a resource for local leaders who agree to the commitment of improving the collective visual appearance and activity of Downtown. By investing in the public spaces of Downtown, the City will send a strong message to residents, businesses, visitors, and potential private investors that Downtown is a positive and progressive place to be.

1.3 Process and Public Input

The Downtown Revitalization and Economic Assistance for Missouri (DREAM) Initiative helps Missouri communities improve efforts regarding downtown revitalization through an intense three-year planning process tailored to the needs of each city. The City of Waynesville applied to be a DREAM community in 2010 and this Building and Streetscape Design Guidelines is the result of one identified program task.

1.4 Existing Context

Downtown Waynesville has a traditional grid pattern street layout, including central Courthouse Square filled with stores, civic institutions and offices. The buildings and surrounding the Courthouse Square comprise a dense, well-defined central business district. Although there are a number of cross streets and access points, the primary access route into Downtown Waynesville is from Old Route 66, which runs along the south side of the Courthouse square. The intersections located at route 17 and Old Route 66, and Benton St. and Old Route 66 serve as the main entry to Downtown.

Most of the buildings along the Courthouse Square retain their architecturally significant elements and are well maintained, few show signs of deferred maintenance and cosmetic wear. Even fewer show signs of environmental hazard and possibly structural deficiencies. In addition, there are newer buildings within Downtown that do not meet the historical context of the surrounding older building stock. These more recent buildings demonstrate a lack of connectivity in terms of scale, height, as well as windows, doors and siding materials.

The existing streetscape in Downtown Waynesville is predominately in fair condition but exhibits signs of deterioration in some locations. Some areas of Downtown exhibit signs of improvement for example, the south side of the courthouse square has a more recently updated sidewalk, paver strip, and railing. Also, streetlights have been updated and are located throughout Downtown.



A building missing appropriate roof coverings. Excessive signage should be avoided.



A unique and attractive building facade located in the heart of Downtown Waynesville.



A view at the intersection of Old Route 66 and Benton St. The buildings shown do not seem to match the architectural characteristics present through the rest of Downtown.



A demolished building left a large open space in the heart of Downtown. The building facade of the adjacent building should be repaired.



An attractive streetlight present throughout much of Downtown.



A view at the intersection of Old Route 66 and Benton St. There is no clear path for pedestrian crossing. Excessive amounts of pavement could be broken up with islands.



An ADA ramp to accommodate access to the storefronts on the south side of Old Route 66.



A faded and deteriorated pedestrian crossing across Old Route 66.

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2.0 Sustainable Design Concepts

The construction of sites and buildings has 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 design efforts also aim to increase the efficiency at which buildings operate, in regard to energy use and operating costs. The design process is comprehensive, beginning with site selection and orientation; through specification of sustainable materials to energy efficient operating systems. Sustainable Design properties should be considered with private buildings, as well as with the public streetscape.

Downtown Waynesville 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 designated 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, numerous resources exist, including:

- USGBC (www.usgbc.org)
- Whole Building Design Guide (www.wbdg.org)
- American Society for Testing and Materials International (ASTM)
- ASTM E2432— Standard Guide for General Principles of Sustainability Relative to Buildings (www.astm.org/Standards/e2432.htm)
- Sustainable Sites Initiative (<http://www.sustainablesites.org/>)



A good example of native prairie style plantings in an urban environment.

2.1 Fundamentals

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

- *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.
- *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.
- *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.
- *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.
- *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.
- *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.



An example of permeable paving used for parking areas.



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



Bike lanes and sidewalks can be used to create multi-modal road corridors. This kind of design element can help create roadways which are safer for pedestrian and bicyclists.



An example of a parking lot rain garden.

2.2 Elements

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

- **Parking and Service Areas:** Minimize storm water run-off by using pervious pavement materials such as pervious paver systems or pervious concrete. Such systems will allow storm water to percolate into the soil and not into the public storm water sewer system.
- **Building Materials:** Utilize materials which are composed of recycled materials or manufactured from rapidly renewable materials, which are made from plants that are typically harvested within a 10 year cycle. Examples include: bamboo flooring, linoleum flooring (made of wheat flour and linseed oil), cotton batt insulation, and wheat board cabinetry. Recycled bricks from demolished buildings should also be used for new building construction or restoration projects.
- **Alternative Transportation:** Promote by providing secure bicycle storage and changing/shower facilities for employees.
- **Solar Energy Alternatives:** Install solar panels to supplement the power system for commercial and residential buildings. Utilize prefabricated solar water heaters to provide the majority of the hot water needs for buildings.
- **Stewardship:** New wood products, including construction lumber, should be certified by the Forest Stewardship Council, which promotes responsible forest management.

- **Lighting:** Utilize dark sky lighting on light poles 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.



An example of a green roof.



A water feature using native hardscape materials.



An example of a solar water heater.



A farmers market can be a great way to attract business and support sustainable agriculture.



LED lighting can help reduce energy use.



Native plant species can help reduce water use and maintenance while also provide aesthetic appeal.



Bicycle facilities such as these promote the use of bicycling as an alternative form of transportation.

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An attractive and well maintained building which has been recently rehabbed.



A deteriorated building and storefront showing signs of cosmetic wear.

3.0 Building Design Guidelines

3.1 Rehabilitation and Maintenance Guidelines for Historic and Non-Historic Buildings

Original elements on historic buildings provide a historic value that cannot be replaced. Any original element or material that still exists, particularly on the facade, should be retained if possible. Prism glass in transom windows or a decorative wooden door with beveled glass are examples of original materials that should be retained.

Efforts should be made to accurately duplicate original features during the replacement of missing architectural elements. When an entire architectural element is missing, the replacement should match the original in design, color, texture, and other visual qualities. Where reconstruction of a missing architectural element is impossible due to a lack of historical evidence, the new design should complement the subject building, as well as surrounding buildings, in size, scale and material. Architectural design elements should reflect the building's style, but replication of similar features on comparable buildings may be acceptable.

3.1.1 Differences Between Rehabilitation, Restoration & Renovation

The Secretary of Interior's Standards for Rehabilitation define rehabilitation as: "the act or process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural and cultural values."

Rehabilitation should be distinguished from restoration, which is: "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."

As opposed to rehabilitation and restoration, renovation seeks to modernize a building. Little attention is paid to retaining historically significant architectural

features of a building. Renovation, by its very nature, destroys the historic integrity of a building. Once a building is renovated it may no longer be eligible for rehabilitation tax credits or listing on national or local historic registers.

3. 1. 2 The Benefits of Rehabilitation

Proper building rehabilitation provides significant benefits to property owners, tenants, and contributes to the collective well-being of Downtown Waynesville. Building rehabilitation may include façade improvements, updating mechanical, electrical and plumbing systems, and new interior finishes. These improvements represent a significant investment and results in a positive economic impact for the community. For a building owner, rehabilitation not only increases the property value but typically lowers ongoing maintenance and operating costs, translating to an additional return on investment. More than just an economic impact, the rehabilitation of each individual building adds to the overall improvement of Downtown.

A building façade provides the first impression to the public, which is the most lasting impression. This reinforces the importance of the proper façade rehabilitation. An attractive façade and positive first impression is critical not only to the business inside, but also to the overall impression of Downtown. Well done rehabilitation of each building will create a higher standard in regards to the public façades in Downtown. A high standard for the design and rehabilitation of public façades will maintain a collective of high visual quality for Downtown Waynesville.

3. 1. 3 Building Zones

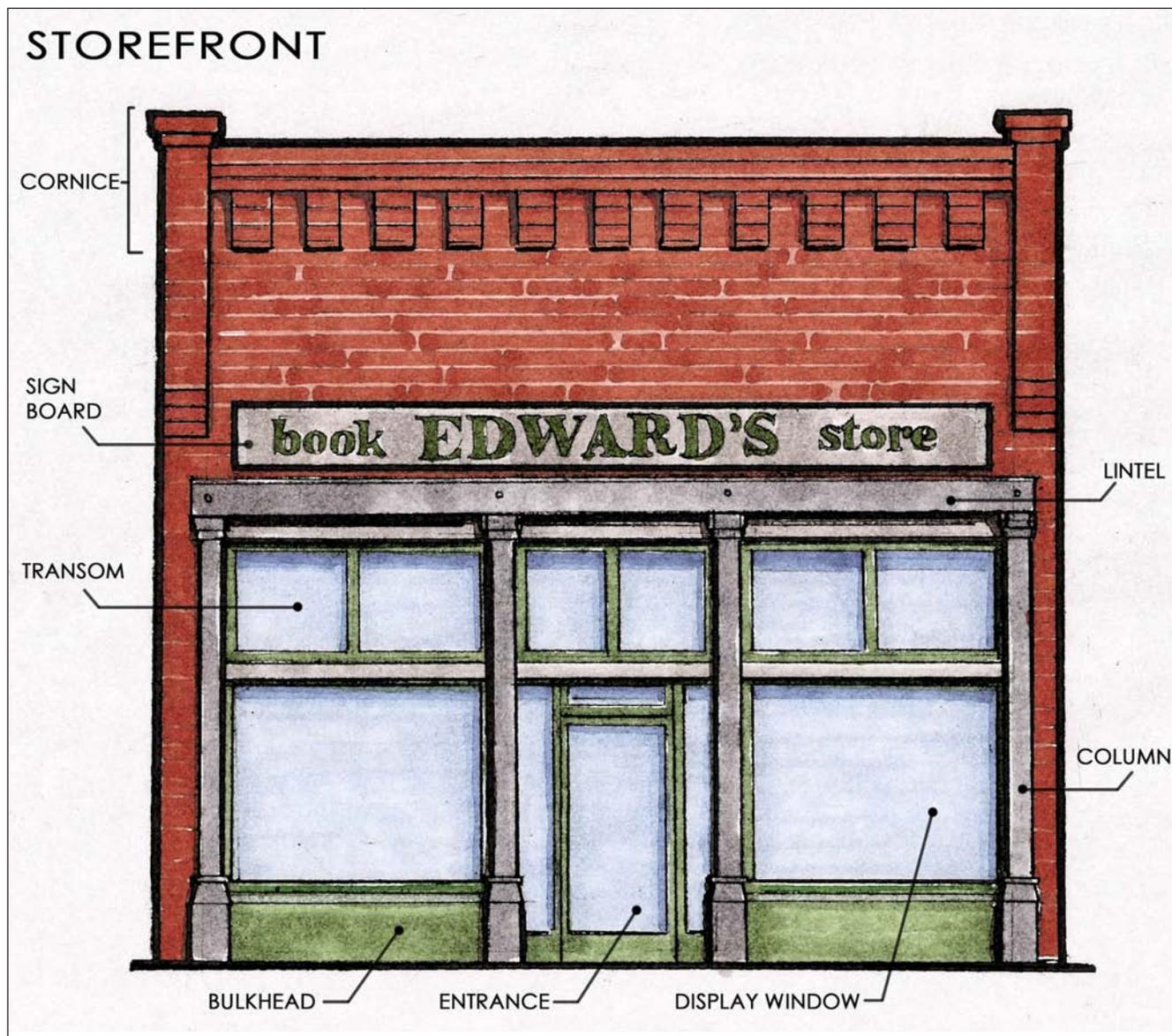
Improvements to individual buildings will be discussed in the context of three distinct 'zones'; the Storefront, the Upper Façade, and the Rear Elevation. The elements of the Storefront/Façade zones are depicted in this diagram.



A well maintained and rehabbed building with intricate and attractive building characteristics.



The facade of this building has been replaced with stucco-type material. The building lacks definition and intricacy desired in historic Downtowns.



This diagram shows the various components of a standard historic storefront.

3.1.4 Façade Elements

The various elements of a façade must be balanced. Appropriate massing, building and floor heights, proportions, roof lines, materials, and setbacks are critical considerations in new construction. Any future development should be encouraged to implement a design that contributes to the fabric of Downtown. Any future design that will detract from the fabric should be denied.

Other aspects like architectural details, colors, and cornices are more important to the restoration of historic buildings, but can be used effectively in new construction as well. Developing balance between all elements allows a building to be individual in its character, but at the same time complementary to the overall fabric and feel of Downtown.

3.1.5 Rhythm

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

- New infill buildings and structures should maintain the rhythm through proper repetition of details and orientation to the street.
- Vertical elements, entrances, lighting, and other street furnishings can also develop the rhythm of a specific block.

3.1.6 Alterations

Encourage removal of inappropriate alterations or additions that disrupt the fabric of the Storefront Zone. It is possible that non-historic and new construction can complement the building fabric that has developed; therefore some alterations may not need to be removed. Decks, ADA structures, and other 'detachable' alterations can be utilized, but should be as unobtrusive as possible and located on the rear or sides of the building.

As a rule, all alterations to the Upper Façade zone should be removed. Alterations



The metal siding on the upper façade does not match the brick character of this and surrounding buildings.



This image shows the rhythm of the building on the Old Route 66 block.



Original design.



in this zone can significantly change the appearance of the face of the building. This includes all signs and lighting as these should be restricted to the Storefront Zone. Avoid removing or altering any historic material or significant architectural features. Care should be taken during the removal process due to the possibility of damaging original elements hidden behind the alterations. When disassembly of a historic element is necessary, use methods that minimize damage to the original materials.



Storefront is lost.



Significant alterations.



Minor alterations.

3.1.7 Masonry

Masonry is typically the preferred façade material for downtowns. Most existing construction will utilize some masonry. In most instances metal and wood siding is not appropriate choices for the downtown building fabric. These types of siding provide: harsh lines, stark contrast, and no relief or depth to the buildings. If wood was the historic material, it may be restored.

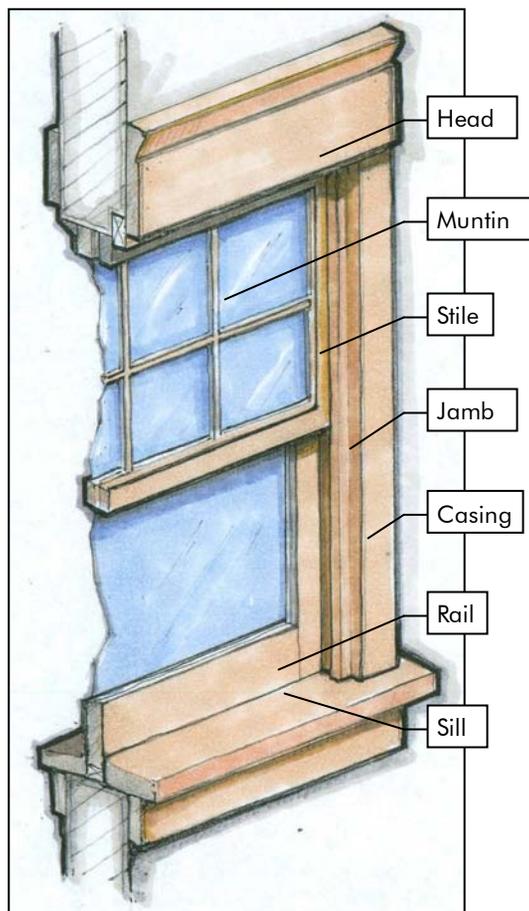
- Maintain the original color and texture of masonry walls. Stucco or paint should not be removed from historically painted or stucco masonry walls. Likewise, paint or stucco should not be applied to historical masonry walls. Unpainted masonry should remain natural, not painted or sealed.
- Clean masonry and mortar only when necessary to limit deterioration or to remove heavy soiling. Sandblasting, caustic solutions, and high-pressure water blasting should not be used. These methods erode the surface, accelerate deterioration and will permanently damage the brick.
- Masonry restoration, particularly on historic structures, should be done with great care.
- If the masonry has been painted or stained, a minimally intrusive removal process should be used.
- Damaged masonry should be repaired or replaced with similar color, texture, and style masonry products. Re-point masonry walls when there is evidence of disintegrating mortar, cracks in mortar joints, loose bricks, or moisture retention in the walls. The new mortar should duplicate the old mortar in composition, bonding strength, profile, color, and texture. Do not use cement mortar in brick construction; cement is far too hard and will cause spalling and cracking of the softer bricks.
- Re-pointing should be done with an appropriate mortar material with a consistent color across the entire façade and all elevations.
- Masonry replacement and/or repair should only be done with appropriate materials.



A worker shown here repairs the tuckpointing on a brick building facade.



This image shows mortar used to cover up brick on a building facade. This improper type of “repair” is not recommended.



This diagram shows the main components of a standard window.

- 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 also hides interesting details that can enhance building identity. If, after removing the covering material, portions of the original must be replaced, use a material that is similar to the original in color and texture.

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.

- The number, size and locations of existing window openings should be retained. Do not “block-in” windows to reduce the size of the window opening or to fit stock window sizes. New window openings should not be added on elevations that are subject to view from a public street.
- Retain and repair window frames, sash, decorative glass, panes, sills, heads, hoodmolds, moldings, and exterior shutters and blinds whenever possible. If replacement of any window part is necessary due to deterioration, the replacement should duplicate the material and design of the older window. Replacement sash of wooden windows, for example, should be made of wood. 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 include large picture windows, casements and bow windows, unless they are original to the building.
- Do not install shutters on windows that did not originally have shutters. Replacement shutters or blinds should be sized to cover the entire window when

closed. In other words, the shutter should measure the full height of the window and half its width. Fasten shutters to the window frame and not to 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 not be used.
- Storm windows should have wooden frames, or if metal, should be anodized or painted to blend with the trim. Interior, rather than exterior, storm windows are recommended.
- Typical upper windows are vertically oriented and uniformly spaced across the building front. This rhythm of upper story windows is an important unifying feature of Downtown.
- Masonry infill, wood panels, or mismatched windows should be removed and replaced with appropriate materials.
- If the original window still exists, it should be restored to serviceable condition when possible.
- Replace only missing portions of original elements where feasible. Sometimes trim elements and other materials must be removed for repair. Always devise methods of replacing the disassembled materials in their original configuration.
- Installation of interior storm windows should be considered.
- If the existing window is beyond repair an appropriate replacement window of the same size and profile should be installed.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window. Any windows covered by masonry infill, wood panels, or mismatched windows should be removed.
- Use design elements that reflect the building's style. A simplified interpretation of similar features on comparable buildings may be considered.
- Window shades or curtains in colors that coordinate with accent trim should be encouraged.



Unique quarter circle windows add an attractive contrast to the building facade.



Unique triangle windows add an attractive contrast to the building facade.



Unique architectural details on this wooden building facade.



An example of a clean and welcoming building entrance.

3.1.9 Architectural Details

- Replacement of missing cornices or architectural elements should use accurate duplications of original features. In some cases, an entire detail must be reconstructed. In the event that 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.
- If the cornice is intact it should be repaired and maintained as required.
- 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 developing a simplified interpretation of the original, in which its major forms and lines are retained.

3.1.10 Entrances

- Recessed entries help invite customers into the store.
- Maintain recessed entries where they exist. These areas provide protection from the weather, and the repeated rhythm of these shaded areas along the street helps to identify business entrances.
- Avoid entrances that are flush with the sidewalk.
- If the original recessed entry has been removed, consider establishing a new one. Use doors with large panes of glass where feasible, these will improve the visibility of the business to outside viewers.
- Consider using an accent color on the door.
- Center signs over door.

3.1.11 Awnings

Awnings used in the storefront zone provide shade for merchandise, shelter for pedestrians, and bring a colorful accent to the building front that can be changed frequently and without great expense. The following suggestions enhance appropriate use of awnings and improve Downtown aesthetics:

- Mount the top edge to align with the top of the transom, or to align with the framing that separates the transom from the main display window. This will help strengthen the visual continuity of store fronts.
- Roll-up awnings were a common site on historic storefronts and can be used following a similar approach to the original application. If a roll-up awning is not operable, the awning should follow the shape of an operable awning.
- Like the storefront, awnings should be confined to the extent of the original storefront opening.
- Awning colors should coordinate with the color scheme for the entire building.
- Awning signage or lettering should not be allowed where another flush-faced sign exists.
- Awnings will wear and should be acknowledged as an operating cost of doing business which can be changed every few years for a fresh look.

3.1.12 Storefronts

Entrance:

- The entrance door should be recessed to emphasize the entry, provide a bit of shelter and remove the open door from the path of pedestrians on the sidewalk. These areas also create a rhythm of shaded areas along the street to help to identify business entrances.
- If the original recessed entry has been removed, consider establishing a new one.
- The recessed entrance door should also be ADA compliant.



The fabric awning shown here shows signs of wear and discoloration. The awning should be repaired or replaced.



An example of a wood shingle awning which is missing shingles.



Original storefront windows replaced with smaller windows and wood siding.



Display windows in shops should be open for view from outside.

- The door should provide a view into the building as well as a sense of openness. Solid doors should be avoided.
- Consider using an accent color on the door.

Windows:

- Preserve any of the large panes of glass that make-up the original store front, if they still exist. These transparent surfaces allow pedestrians to see goods and activities inside.
- Any new or replacement storefront should be built of similar materials compatible with the original façade design and craftsmanship.
- Wood framing similar to the original is preferred, but metal framing with the appropriate historic profile is acceptable.
- Clear insulated glass with 'Low-E' coating is a good choice for replacement storefronts.
- Tinted or reflective glass and interior reflective films should not be used on the storefront.

Spandrel Panels:

- Maintaining the original spandrel panel, if it exists, is preferable, but if the panel is missing, reconstruction using old photographs as a guide is acceptable.
- Coordinate the color scheme of the spandrel panel with other façade elements.
- If original design information is not available, another option is to design a simplified panel using appropriate materials such as painted wood or metal.

Transoms:

- These bands of glass are found on many buildings and often align at the same height in a block. Maintaining this line will help to reinforce a sense of visual continuity for the street.
- When transoms are covered and original moldings and window frame proportions are concealed, the impact of the store front is weakened. If the interior ceiling is now lower than this glass line, move the dropped ceiling back

from the window to maintain its historical dimensions.

- Some transoms have hinged panels to allow natural ventilation. Restore these to working order where feasible. Used in combination with ceiling fans these operable transoms can be very effective in improving comfort levels when full air-conditioning is not necessary.

3.1.13 Signage

For a successful business environment each shop must have its own identity while at the same time maintaining the continuity of the district. Appropriate signage identifies the business without detracting from the architecture of the building and the fabric of Downtown. Sign types and their locations should be kept simple and consistent for ease of public awareness. Signage should be restricted to the storefront or rear entrances of a building. The following guidelines will help enhance this aspect of Downtown Waynesville:

General Design Issues:

- The sign should be a part of the building design. Do not hide building features. Find an element or space that will naturally accommodate the sign.
- The size of the sign should be of an appropriate scale for the building and street. Large signs should not be needed as the signage in a downtown area is more oriented to the pedestrian than the motorist.
- Flush-mounted signs positioned to fit within architectural features is preferred. This type of signage will help reinforce horizontal lines along the street.
- Locate flush signs so they do not extend beyond the outer edges of the building front.
- The material and color of the sign should complement the building materials and color scheme.
- The message of the sign should be simple and easy to understand. The name of the business and type of business should be sufficient. A logo or symbol of the type of business could substitute for a “type of business” message.



This image shows business signs projecting over the sidewalks.



An example of utilitarian signage.



An example of an attractive sign banner in Ozark, MO.



An example of a wall mural in Chillicothe, MO.

- Rooftop, blade, pole, abandoned, neon, electronic message boards, and billboard signage should not be allowed or severely restricted.
- 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 aligning several smaller signs or grouping them onto a single panel as a directory to make them easier to locate. Use similar forms or backgrounds for the signs to tie them together visually and make them easier to read.
- Mount signs so they will not obscure any architectural details.
- Sign materials should be compatible with the façade materials.
- Good craftsmanship will pay off through longer use of a sign, and will convey a stronger image to the public. Select high quality materials. Signs are exposed to extreme weather conditions, and a deteriorating sign presents a poor image to customers.
- Encourage the use of "custom" designs that portray a business as being unique. Mass-produced signs, especially rectangular plastic panels with internal lighting, fail to make a lasting impression.
- Illuminate signs in such a way as to enhance the overall composition of the façade.
- External lighting cast from period style, non-intrusive fixtures is preferable to internal sign lighting.

Style and Location of Signs:

Projecting Signs: Projecting wall signs that give the name or the logo of the business or product sold, such as a watch for a jeweler or a drug company logo. These signs should have the following characteristics:

- Material: Unframed painted wood or metal panels hung from painted wall brackets. Wood signs with carved or sandblasted designs that are painted are also appropriate.
- Color: Sign colors should complement the paint scheme and masonry color of the

building.

- Lighting: Non-illuminated or externally illuminated with spotlights.
- Location: Bottom of sign should be 8'-0" above the sidewalk and below the building parapet or the second floor windows.
- Locate projecting signs along the first floor level of the façade. If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window.
- Use symbols in projecting signs; these are more easily identified and remembered and will add interest to the building.

Wall Signs: Painted signs on the brick wall above the windows or on the side of the building. The old faded signs on the sides of the buildings are commonly called "ghost signs" and should be preserved wherever possible. Wall signs should have the following characteristics:

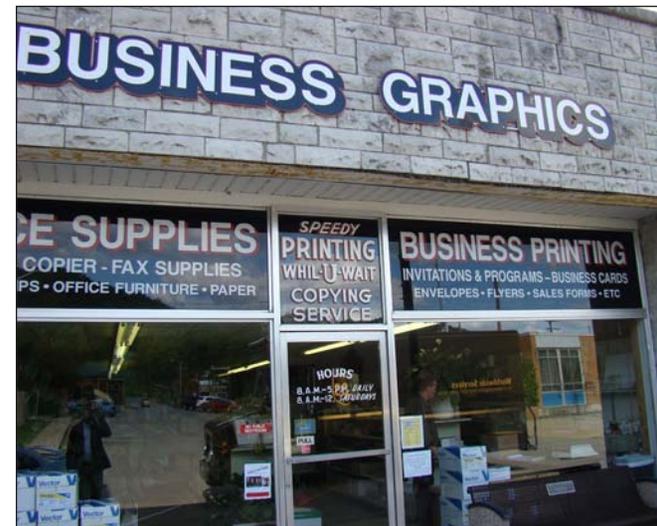
- Material: Painted on brick wall or on wood or metal panels. The signs painted on brick were usually white lettering on black backgrounds unless they advertised a product, such as Coca-Cola or Wrigley's, which were multi-colored.
- Lighting: Natural light or externally illuminated with spotlights.
- Location: Many of these signs were in recessed brick panels above the storefront windows. There are many examples of these in the historic photos and they still exist beneath paint and metal or wood panels. Wall signs should not be located above the building parapet.

Window Signs: Painted or foiled lettering on the display window glass. These often advertised a doctor, dentist or attorney. Window signs 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.



Signage located above storefront windows.



An example of window signs.



An example of signage located in the sign band of the building facade.



An example of an awning with business signage or naming. Awnings in poor condition such as above should be replaced.

- Location: On the glass of the entry door or the display window at eye level. These signs were fairly simple and did not attempt to dominate the window. The merchandise inside is what you are trying to sell. Window signs are also appropriate in second floor windows to identify second floor businesses.

Awning and Canopy Signs: Awning or canopy signs should have the following characteristics:

- Material: Lettering silk-screened on awning fabric or painted on wood or metal sign panels.
- Location: Six to eight inch high lettering on the front valence of a fabric awning or a hung sign panel. These panels should be a maximum of twelve inches high.
- Mount the top edge to align with the top of the transom, or to align with the framing that separates the transom from the main display window. This will help strengthen the visual continuity of store fronts.
- Roll-up awnings were a common sight on historic storefronts and can be used following a similar approach to the original application. If a roll-up awning is not operable, the awning should at least follow the shape of an operable awning.
- As with the storefront, awnings should be confined to the extent of the original storefront opening.
- Awnings should be trapezoidal in profile with closed ends, not rounded or curved, and a consistent color.
- Awning colors should coordinate with the color scheme for the entire building.
- Awning signage or lettering should be limited to the hanging vertical flap of the awning and be complementary in color to the building.
- Awning signage or lettering should not be allowed where another flush faced sign exists.
- Awning signage or lettering should not be allowed where another flush faced sign exists.

- Awnings will wear and should be acknowledged as an operating cost of doing business. They can be changed every few years for a fresh look.
- Aluminum and/or steel awnings and structures are not original building elements and typically detract from the overall appeal of the Downtown façade. These awnings should be removed and points of attachment repaired on the building façade.

Sidewalk signage: Symbolic signage, such as barber poles, were often set on the sidewalk. Sidewalk placards were also used to advertise merchandise. Sidewalk signage should have the following characteristics:

- Material: Painted wood or metal.
- Lighting: Natural illumination. Do not internally illuminate.
- Location: At the edge of the sidewalk or at the building face. Most signs of this type should be portable so that they can be taken inside at night or during special activities such as parades.
- Signboards under the awning intended to assist pedestrians should be a limited, uniform size and complement the awning and building.

Signs to Avoid

- Flashing or animated signs, or signs with moving parts or the effect of movement
- Internally illuminated signs or awnings
- Signs that make sounds or music

3. 1. 14 Number and Area of Signs

Principal Business Signs: Signs that identify the name and nature of the principal business should be limited to two per building storefront. These signs could be any combination of the sign types discussed above.

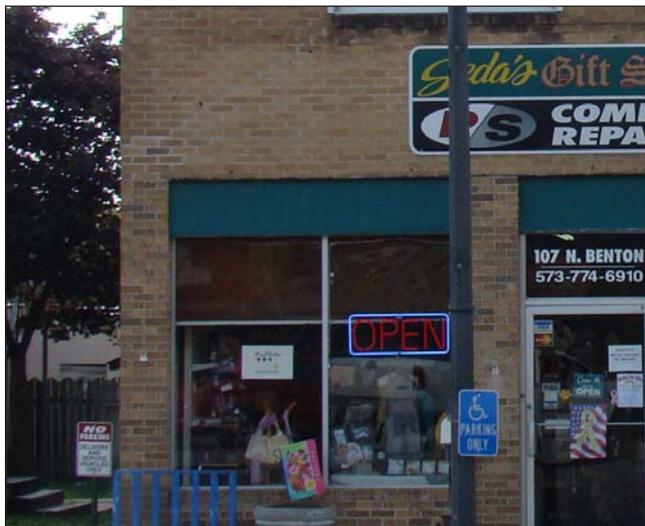
Auxiliary Signs: In addition, each business could have a sign stating hours of business and an “open” sign. These should be limited to two square feet each.



An attractive sidewalk sign board.



Illuminated signs such as this should be avoided.



An example of an illuminated open sign in a storefront window.



An example of a well-lit business sign in Historic St. Charles, MO.

Side Street Directories: Side walls of corner buildings could be used for directions to side street locations such as parking, churches and businesses. These signs should be of uniform size and design, and be mounted below a directional arrow. 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 principal signs should not exceed 100 square feet, except buildings with front wall area of 1000 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 or 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. 15 Lighting

Buildings should be interesting to pedestrians and motorists at night, as well as by day. A well-lit storefront or rear façade creates a positive impression about Downtown. The following lighting conditions can be implemented to enhance the attractiveness and safety of the Downtown:

- Use lighting as a design element to draw attention to the entire building, not just the sign.
- Any lighting at the storefront should be used to accent the entrance, signage, or architectural elements as well as provide light for safety and security.
- Light fixtures should be the lowest wattage possible and of a concealed, simple, and non-intrusive design or a style that is appropriate to the period of the building.
- Sign lighting should be balanced in color and intensity with light in display windows.
- Warm-colored light is preferred for all exterior lighting, since this is more pleasing

to the eye, and will more easily draw attention to window displays.

- Neon lights and cool fluorescent lights should not be used.
- Lighting on rear façades should provide illumination at the entry door as well as along the pedestrian path from the parking area. This lighting should be similar to the lighting in the front of the building.

3. 1. 16 Rear Elevation

The rear elevation typically faces an alley or parking lot and provides access for deliveries and maintenance. In some cases customer parking is provided behind a building and entry to the business through the rear is desirable. Attention to the appearance of the rear elevation can be extremely important to the quality of the customers' shopping experience. Consider how image can be improved here, while accommodating service functions.

3. 1. 17 Entry Door:

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

3. 1. 18 Upper Rear Façade:

- The upper rear façade elements should be treated similar to the front. Too often this is a façade that is neglected and allowed to deteriorate.
- Windows should be restored or replaced.



An example of lighting to avoid from Downtown Columbia, IL.



An attractive rear building facade and entrance in Historic St. Charles, MO.



An inviting rear building entrance in Historic St. Charles, MO.



Privacy fencing used here on the courthouse property to screen utilities.

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

3.1.19 Fences:

- Fences should be designed to harmonize with the surrounding structures in both scale and color.
- Look to city ordinance and zoning code for limitations and regulations on size.
- Some materials which may be appropriate include masonry, wood, ornamental metal and wrought-iron.

3.1.20 Trash Dumpsters, Ancillary Structures, and Utilities:

- Sensible, yet firm enforcement of the city's building and nuisance codes will be required and should be a priority throughout the Downtown.
- Waste receptacles should be placed in an enclosure or behind a screen.
- Use landscaping to help screen waste receptacles and dumpsters.
- Enclosures and screens should harmonize with the surrounding buildings in scale and color.
- Landscaping can also be used to screen air-conditioning condensers and utility transformers.
- Use solid wood or masonry partitions, lattice screens, or hedges to screen trash areas.

- Any ancillary structures should match the surrounding buildings style and scale. These structures must be maintained well.
- Keep electrical service boxes and conduits in good repair and painted.
- Encourage using a color scheme on these screens that matches that of the rest of the building.

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 Waynesville 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 this page. 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 Waynesville. Often a simple design is best, using three basic elements: a unified paint and color scheme, an awning, and non-intrusive signage.
- Properly orient the building to the street and carefully consider the relationship to nearby buildings.
- Emphasize horizontal features that can align with other buildings to reinforce the rhythm of the block. Vertical elements, entrances, lighting, and other street furnishings can also help develop the block rhythm. Include architectural details sparingly, but properly repeated.

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.



This diagram shows a before and after look at what can be done for a building infill situation in a Downtown environment.

- 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.

3.3 Franchise Architecture

To maintain the unique atmosphere in Downtown Waynesville, 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 34 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.

3.4 Design Guidelines for New and Existing Residential Buildings

3.4.1 Building Orientation



A good example of franchise architecture altered for a downtown environment.



An example of a house located near Historic Downtown Waynesville.



An example of a house located near Historic Downtown Waynesville.

The setback and orientation of new buildings in historic districts should align with neighboring historic buildings. Within the service area, principal elevations of buildings characteristically face the street with a strong sense of entry. New buildings with main façades and entrances oriented to the side yard, or new buildings having a courtyard arrangement are not appropriate.

3.4.2 Building Materials

The exterior materials used in new construction should be compatible with historically appropriate materials of neighboring buildings or the district as a whole.

3.4.3 Building Design Elements

The various individual elements of a building—the roof, windows, doors, porches and trim—should be carefully integrated into the overall design of new construction. These elements also should complement those on neighboring buildings. The shape and pitch of the roof should be considered. Window and door proportion, size, design, and pattern of spacing between the openings should be compatible with historic treatments of windows and doors in the district.

The discussion of building materials and elements described in section 3.1 applies for residential building as well.

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4.0 Building Design Concepts

4.1 Proposed Building Improvement Concepts

Within the DREAM process public input was obtained through interviews and public meetings, as well as previously conducted focus groups and surveys regarding Downtown Waynesville. The overall consensus was to build on Waynesville's history and maintain the historic character. Whenever possible historic photos were used to emulate this style on the illustrations included in this section.

The subject buildings chosen by the community and PGAV for design examples are located along the West side of Benton Street between Old Route 66 and North Street; and the block on the north side of Old Route 66 between Benton Street and Olive Street. These buildings enjoy mixed occupancy, including a number which are service businesses, and many suffer from deferred maintenance and inappropriate alterations. More retail shops and façade improvements are needed for these buildings because of their location on the courthouse square and the high visibility as you enter Downtown.

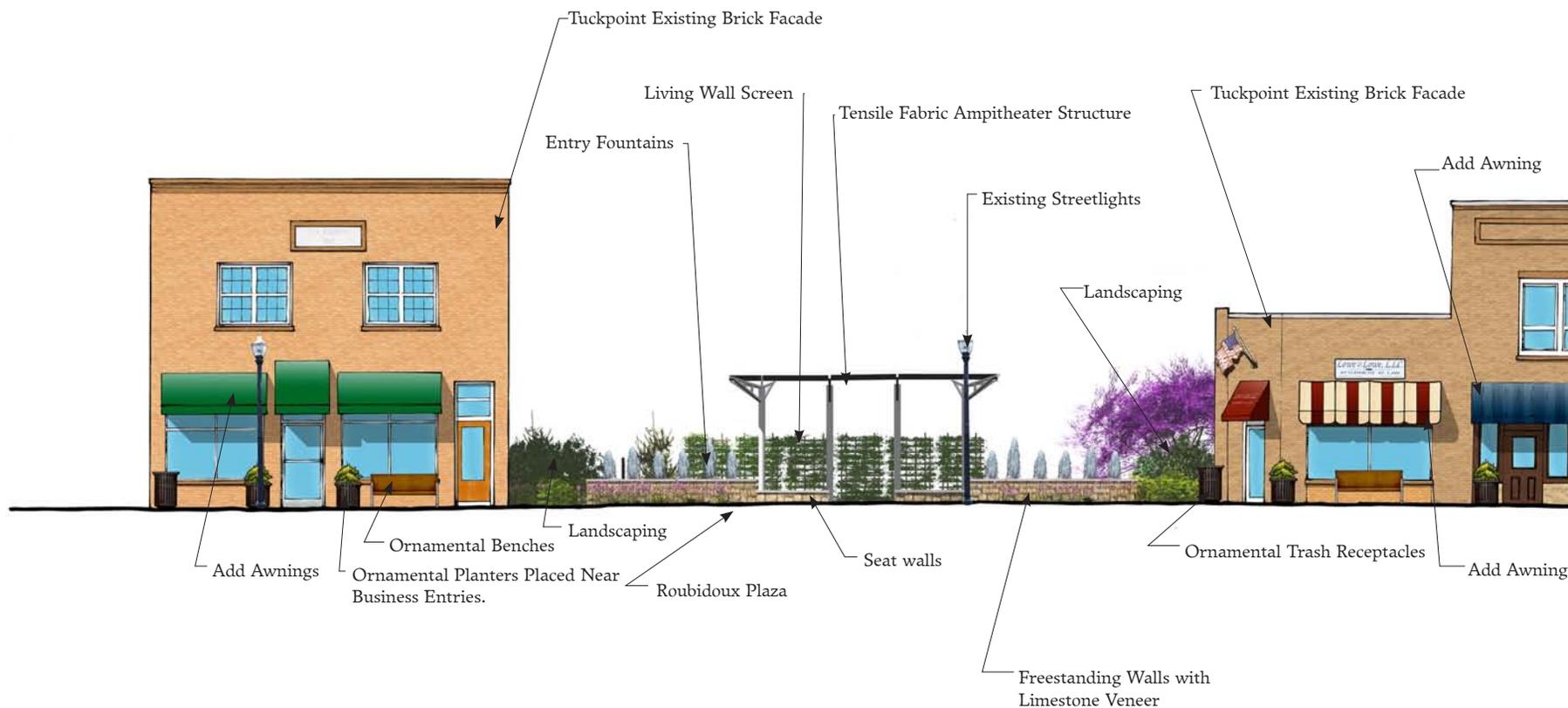
Concept illustrations for these structures are depicted on the following pages. The images depict the existing conditions first and then the potential rehabilitation with a list of the recommended improvements. The design concepts presented are only suggestions to encourage and assist property owners, the city, and other interested parties with revitalization efforts.

4. 1. 1 Benton Street Existing Elevations (Old Route 66 to North Street) - Left



- Remove frame, metal & shingled canopies.
- Remove paint from masonry façade using correct removal methods.
- Restore/insert masonry veneer where possible.
- Restore/insert cornice where applicable.
- Restore/insert second floor windows with new windows of appropriate scale.
- Restore/insert storefront windows and entry where public access is available.
- Utilize canvas/fabric awnings whenever possible.
- Use compatible paint colors.
- Rehabilitation intent is to showcase individual facades while maintaining the function of one business in multiple buildings.
- Match brick/façade color between first and second floor when possible.
- Utilize ornaments sign lighting.
- Install lights and business signage of appropriate scale and design.
- Consider installation of other appropriate decorative metal ornamentation for upper façades.
- Streetscape of lights, planters & site furnishings.

4. 1. 2 Benton Street Proposed Elevations (Old Route 66 to North Street) - Left



4. 1. 3 Benton Street Existing Elevations (Old Route 66 to North Street) - Right



- Remove frame, metal & shingled canopies.
- Remove paint from masonry façade using correct removal methods.
- Restore/insert masonry veneer where possible.
- Restore/insert cornice where applicable.
- Restore/insert second floor windows with new windows of appropriate scale.
- Restore/insert storefront windows and entry where public access is available.
- Utilize canvas/fabric awnings whenever possible.
- Use compatible paint colors.
- Rehabilitation intent is to showcase individual facades while maintaining the function of one business in multiple buildings.
- Match brick/façade color between first and second floor when possible.
- Utilize ornaments sign lighting.
- Install lights and business signage of appropriate scale and design.
- Consider installation of other appropriate decorative metal ornamentation for upper façades.
- Streetscape of lights, planters & site furnishings.

4. 1. 4 Benton Street Proposed Elevations (Old Route 66 to North Street) - Right



4. 1. 5 Old Route 66 Existing Elevation (Olive Street to Benton Street)



- Remove frame, metal & shingled canopies.
- Remove paint from masonry façade using correct removal methods.
- Restore/insert masonry veneer where possible.
- Restore/insert cornice where applicable.
- Restore/insert second floor windows with new windows of appropriate scale.
- Restore/insert storefront windows and entry where public access is available.
- Utilize canvas/fabric awnings whenever possible.
- Use compatible paint colors.
- Rehabilitation intent is to showcase individual façades while maintaining the function of one business in multiple buildings.
- Match brick/façade color between first and second floor when possible.
- Utilize ornaments sign lighting.
- Install lights and business signage of appropriate scale and design.
- Consider installation of other appropriate decorative metal ornamentation for upper façades.
- Streetscape of lights, planters & site furnishings.

4. 1. 6 Old Route 66 Proposed Elevation (Olive Street to Benton Street)



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5.0 Streetscape Design Guidelines

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

Waynesville has already invested an immense amount of resources into the streetscape surrounding much of the Courthouse. Decorative lighting is included throughout the Downtown streets with other streetscape elements such as pavers, and a mixed assortment of site furnishings such as benches and trash receptacles. In general, the Downtown Waynesville streetscape design is utilitarian and could use certain amenities such as landscaping and street corner bumpouts to better define the streetscape.

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

5.1 Design Coordination

An overall design approach will complement the existing streetscape as much as possible. Such an approach will help pull together the buildings, streets, parking areas, public spaces, and pedestrian walkways into a pleasing experience that encourages the visitor to explore. A downtown should display a sense of order and rhythm through the repetition of building design features and street furnishings. In addition to the recommendations found in this report, there are other streetscape design issues and aspects that the City should address, including:

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



A view of the existing streetscape in Downtown.



A curb ramp located at a crosswalk on Old Route 66.

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

5.2 Infrastructure

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

- Curbs should be in good repair and constructed of a consistent material. There should be no gaps or areas of uneven elevation along the curb line. At street intersections there should be ADAAG or PROWAG compliant ramps as noted in Section 4.3 to follow.
- Poorly working storm drains can create an undesirable situation at street intersections when storm water run-off collects in large pools. This condition makes pedestrian access virtually impossible and must be corrected.
- Street improvements such as pavement, curbs, or sidewalks should coincide with other public works projects to minimize street closings and costs.
- New sidewalks should transition smoothly into the same grade as street surfaces. New or replacement curb and gutter should be vertical curb design.
- Relocating overhead utility lines, although costly, can improve Downtown aesthetics greatly. Above ground utility enclosures should not obstruct the pedestrian walkway.



A view of excessive pavement and deteriorated sidewalks.



A drain pipe flowing into a parking area from a building down spout.



A view of an ADA compliant ramp leading up to the existing streetscape.



A view of the existing crosswalk on Old Route 66.

5.3 Accessibility

The U.S. Access Board is an independent Federal agency that has been established to monitor and issue updated accessibility guidelines for new or altered facilities covered by Americans with Disabilities Act (ADA) and the Architectural Barriers Act (ABA). These major civil rights laws prohibit discrimination on the basis of disability and establish design criteria for the construction or alteration of both public sector facilities and private sector facilities for public and commercial use. These guidelines address new construction and alterations and are referred to as the ADA Accessibility Guidelines (ADAAG). A recent addition the Proposed Right-Of-Way Accessibility Guidelines (PROWAG), is meeting acceptance by various federal agencies and will soon expand upon the ADAAG for public improvements.

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

- A clean, clear, and well-lit pathway should be provided from public parking areas to major Downtown activity centers.
- The City should also consider enforcing private parking lot surface standards.
- City should encourage parking lot border treatments to help delineate private parking lots.

- Sidewalks should run continuously through an entire block to create a clearly defined pedestrian pathway and minimize conflicts between people and vehicles.
- All roadway crosswalks should be clearly marked with signage and striping.
- Improvements to the Courthouse should be made to create safe pedestrian access. A lacking of signaling, signage, and dedicated crosswalks combined with the unimpeded flow of travel make crossing Old Route 66 dangerous for pedestrians. Intersection concepts located in section 6.2 are provided to give recommendations for improvements to help increase pedestrian safety at major Downtown intersections.

5.4 Sidewalk Zones

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

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

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

The following pages show various recommendations for sidewalk zone layouts for Downtown streetscape environments and streetscapes adjacent to off-street parking.

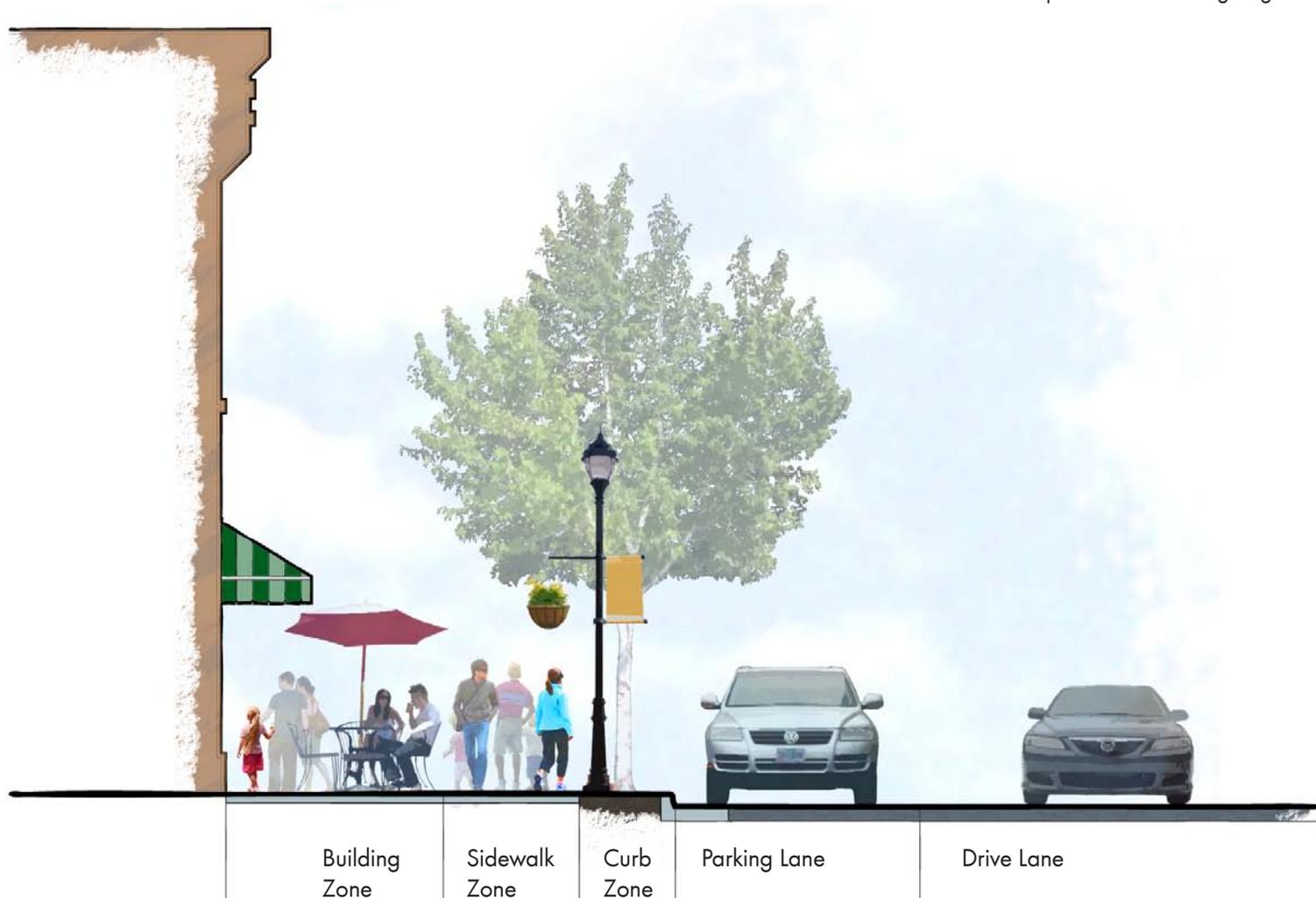


A view down one side of the courthouse square.

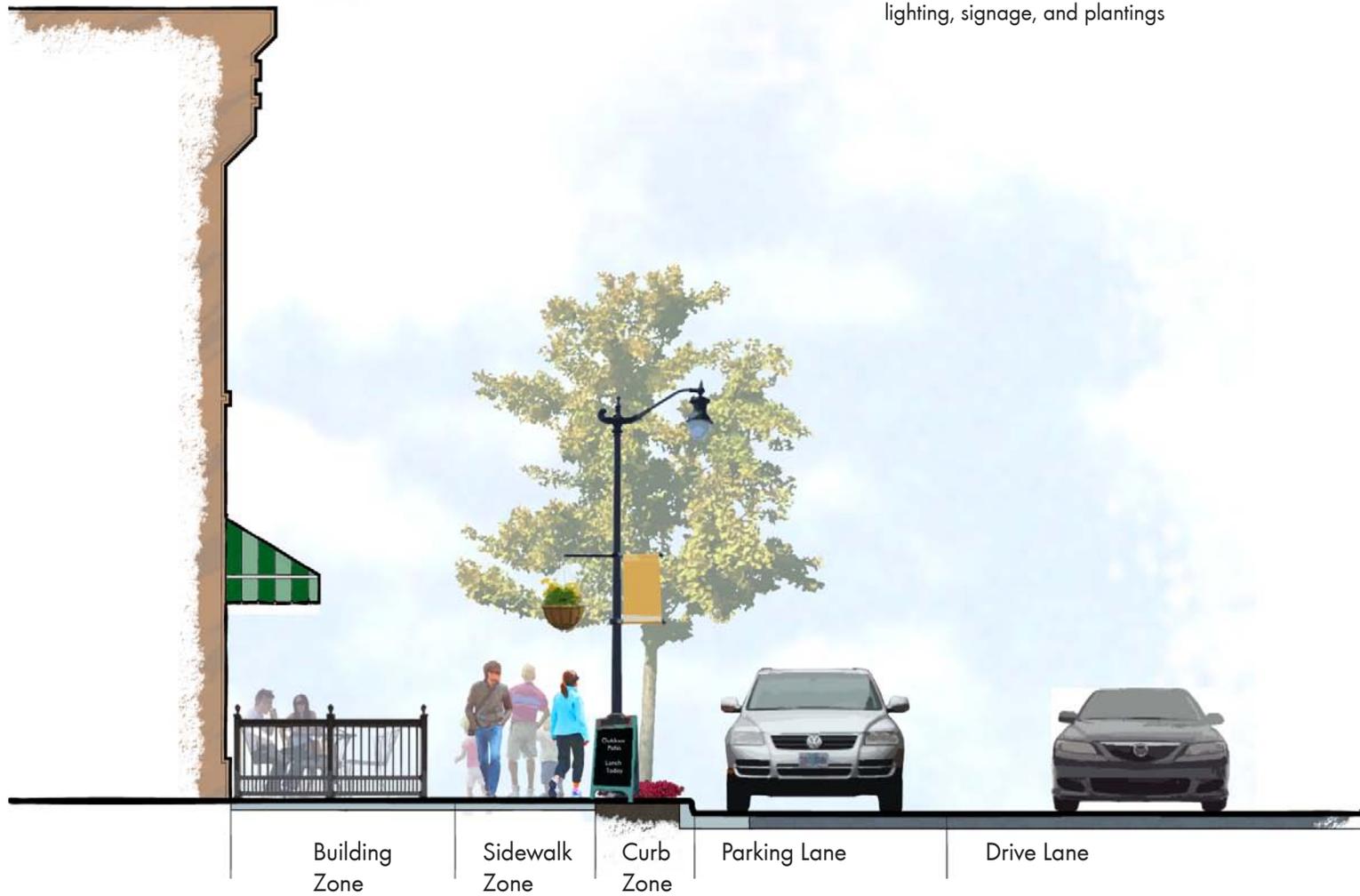


A trash receptacle hanging over the curb edge. The trash receptacle should be repainted to maintain an attractive appearance.

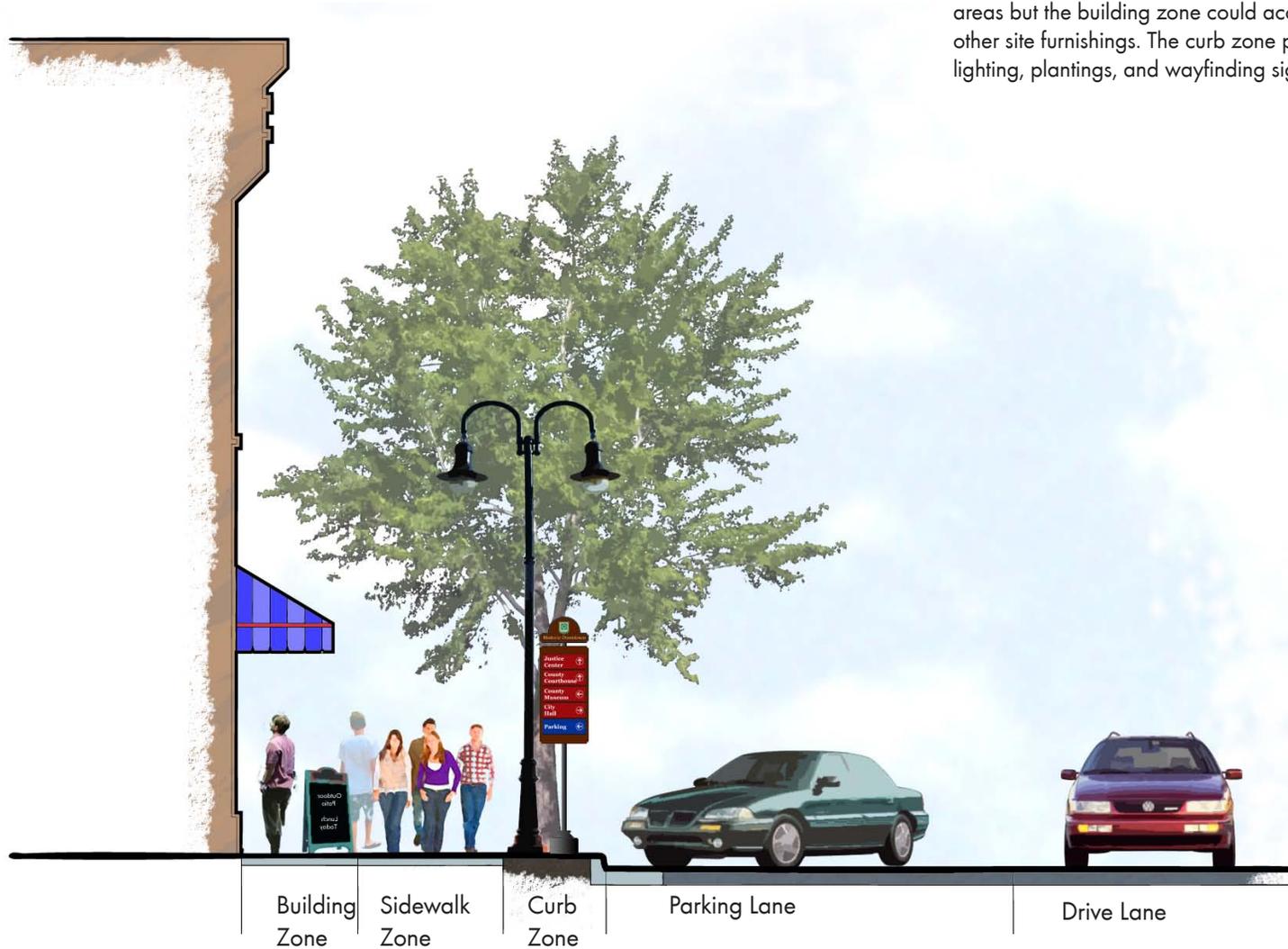
This image shows a streetscape which is wide enough to accommodate outdoor dining as well as ample sidewalk space. The curb zone provides room for lighting and plantings.

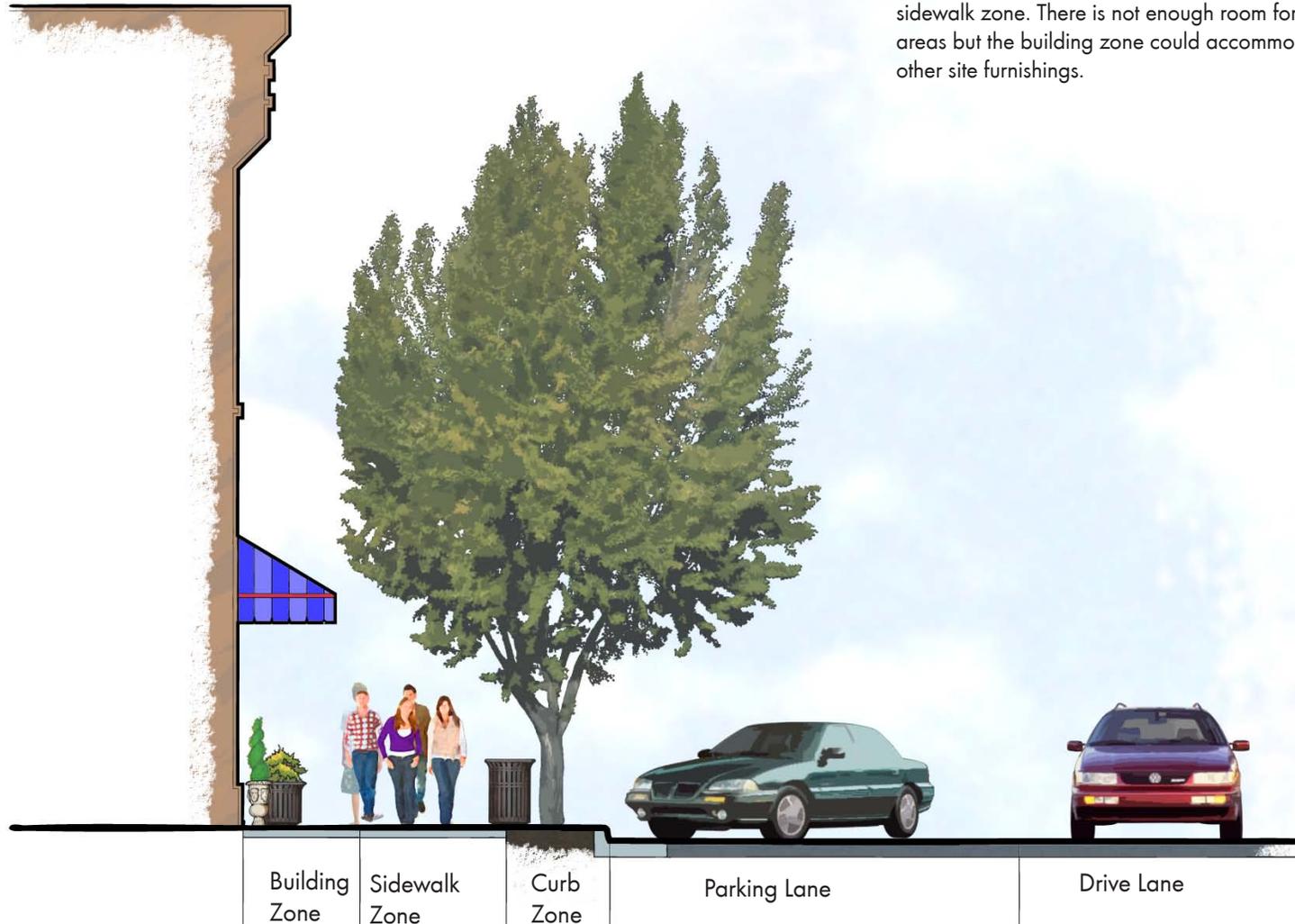


This image shows a streetscape which is wide enough to accommodate enclosed / fenced outdoor dining as well as ample sidewalk space. The curb zone provides room for lighting, signage, and plantings



This streetscape shows a 45 degree parking lane and a tighter sidewalk zone. There is not enough room for formal dining areas but the building zone could accommodate benches and other site furnishings. The curb zone provides space for street lighting, plantings, and wayfinding signage.





This streetscape shows a 45 degree parking lane and a tighter sidewalk zone. There is not enough room for formal dining areas but the building zone could accommodate benches and other site furnishings.

This streetscape shows a streetscape abutting a parking lot. This parking lot is separated from the sidewalk zone by an ornamental fence (with an opening providing access to the sidewalk). A bike rack is provided.



This streetscape shows a streetscape abutting a parking lot. This parking lot is separated from the sidewalk zone zone with a landscaped buffer strip. Added security is provided through the placement of bollards along the edge of the parking area and the roadway.



5.5 Parking and Service Areas

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

- Parking and service areas should be well lit and landscaped. Vacant lots can provide a temporary solution for additional parking, but only on a temporary basis. Planting buffers or decorative paving should be installed at the edges of lots to define the site border. Landscape islands should be included throughout the lot to improve aesthetics as well minimize storm water run-off.
- Parking lots and service areas should be located to the side or rear of the main business area. Parking should be clearly marked as public parking.
- Parking should provide a clear and well lit pathway for pedestrians to reach Downtown activity centers. Lots should also be maintained in good condition, along with all parts of the street, alley, and sidewalk pavement. Parking areas should be connected to clearly-marked crosswalks and may need to be policed. Visitors should feel safe in the parking lot and not have to navigate tripping hazards to reach Downtown destinations.
- To the extent reasonably possible parking areas shall be landscaped along the perimeter of the parking edges to soften the visual mass of the pavement. Landscape should include shrub groupings, grasses, and flower massing. Natural mulch or other pervious ground cover shall be placed between the parking area and the shrubery and flower massings.

5.6 Outdoor Café Seating

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

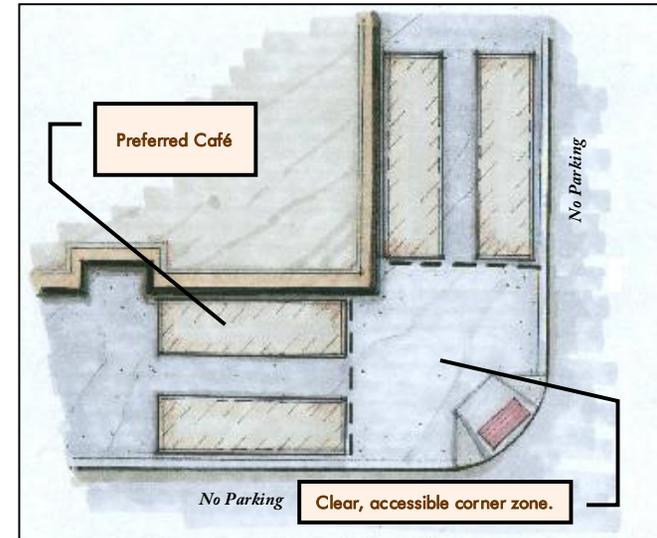
- Be located in the sidewalk area fronting the restaurant. If located on the side or rear of the building, the seating should not be too near to the parking or street to avoid an unappetizing experience with car exhaust and road grit.
- Allow a clear and unencumbered path along the sidewalk for pedestrian traffic. The sidewalk must maintain accessibility compliance and the restaurant owner should be held responsible for the pathway.
- Not obstruct entrances to the building and provide a clearly defined area connected with the restaurant. Areas adjacent to the building should be ideal.
- Use umbrellas or other patron shelter in a color and style that complements the building. This shelter should only have the businesses name and not advertise beverages or other product brands to promote consistency.
- Consist of furnishings that are durable, weatherproof, windproof, sturdy, and properly maintained. Furnishings should be stored off-site during the winter months.
- Should include sturdy trash receptacles. The restaurant owner should be held responsible for maintaining the cleanliness of the outdoor seating area.

5.7 Street Lighting

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

Provide pools of light on the sidewalks at a higher level of illumination than the roadway. Storefront lighting can add to this illumination.

- Be on 12'-14' high poles and project light down onto the sidewalk, not into second floor windows.



This diagram shows the ideal placement methods for outdoor dining and cafe seating.



A good example of a successful and attractive outdoor dining area in Downtown Waynesville, MO.



Existing streetlights located in Downtown.

- Be uniform in style, type, height, color, type of illumination (LED, compact-fluorescent, etc.) and brightness throughout Downtown.
- Be equipped with brackets for banners and electrical outlets that can display banners and decorations.
- Be part of an overall lighting design strategy to ensure desired lighting levels. Street lighting should also illuminate parking areas, rear entrances, and alleys, as well as streets.
- Downtown Waynesville has an existing street lighting design that is attractive and meets the above concepts. The lights standards are in good conditions and are currently uniform throughout the Courthouse Square. The City should work to keep the streetscape lighting uniform in future projects, throughout Downtown.

5.8 Signs and Banners

Public signage should be used in the streetscape design to identify, define, and promote Downtown Waynesville. Public signage is often only thought of as a functional streetscape element, with no concern for aesthetics. With every Downtown business having at least one sign, public signs can quickly get lost. These signs are critical for wayfinding, traffic flow, and ensuring the safety of Downtown pedestrians. Wayfinding techniques and components to assist in navigation through the area will be addressed in detail in Section 7 starting on page 75. Coordinated signage for Downtown can also help define the boundaries of Downtown. Concepts to improve the public signage in Downtown Waynesville, include:

- Street name signs should be chosen and installed that are distinctively different from the street name signs located in the rest of the City. This will reinforce a feeling of place for Downtown; However, their size, design, typestyle, background color, and lettering color must be readable day or night. Decorative traffic signs and poles can also be used effectively. To reduce visual clutter, regulation and directional signage should be combined where possible.
- Encourage Downtown property owners to install street address signs on their buildings that complement or match the style of the street name signs. The style, font, and colors of these signs should be easy-to-read and approved by local

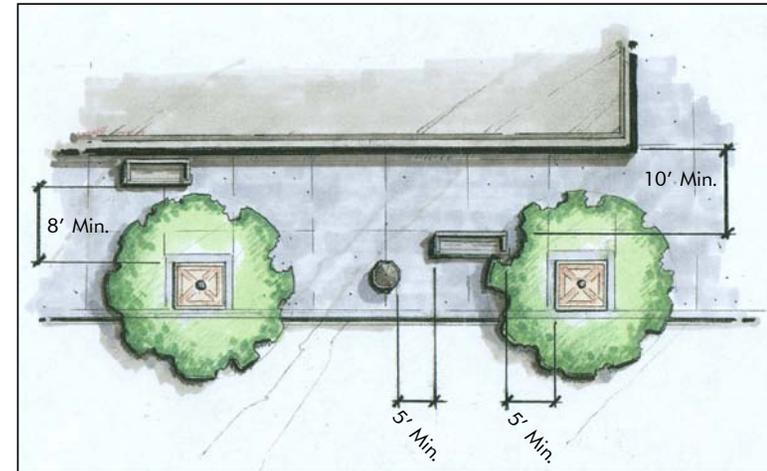
emergency personnel.

- A historic plaque-type can provide a very elegant touch. These kinds of signs already exist in Downtown Waynesville.
- Temporary banners and other signs for public events and attractions can be allowed, but should be restricted as to size, number in one location, and length of display.
- Seasonal banners or decorations that are approved by the City can be installed to create a festive and vibrant atmosphere. Banners can also add a sense of civic identity, but must be well-designed and are most effective with a simple, repetitive, design. Lettering should be kept to a minimum and sponsor panels should only be allowed within a uniform design panel, if at all. The City should provide all maintenance of public signage, banners, outlets, and brackets. The City should also change the banners on a regular schedule, replacing hardware or faded banners as needed.
- Balloons, pennants, and other distracting sign novelties should be strictly regulated in a downtown environment. These elements can be used on public signage, but this should be uncommon.
- Murals must have an artistic component and should be allowed by City approval only. Murals should be professionally painted. Any mural not approved should be considered in violation of the sign code.

5.9 Public Furnishings

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

- Benches within the streetscape encourage social interaction which contributes



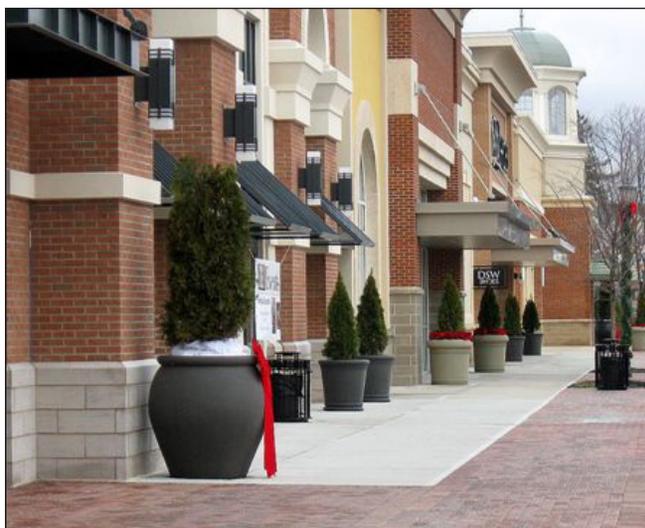
This diagram shows the appropriate layout and clearances for site furnishings such as benches, trash receptacles, and planters.



An example of a bike rack and seating area.



Ornamental metal benches such as the one shown above provide a durable and comfortable seating option.



Planters shown in front of building entries.

to a successful Downtown. However, some benches should be oriented so that a pedestrian can sit facing into the storefront. Suggested minimum distances for bench placement are shown at right. Actual distances may vary due to site conditions.

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

5.10 Bicycles

Downtown Waynesville should not only be pedestrian friendly, but bicycle friendly as well. Concerns for a bicyclist will include routes of travel, clearance, access to water, type of traffic signals, traffic lanes, signage, drainage grates and curbing obstacles, and parking. Downtown plans should implement bicycle facilities which can be used by local citizens and visitors. The City should identify opportunities for future bicycle facilities in Downtown and throughout the community. Considerations to improve the bicycle friendliness of Downtown Waynesville, include:

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

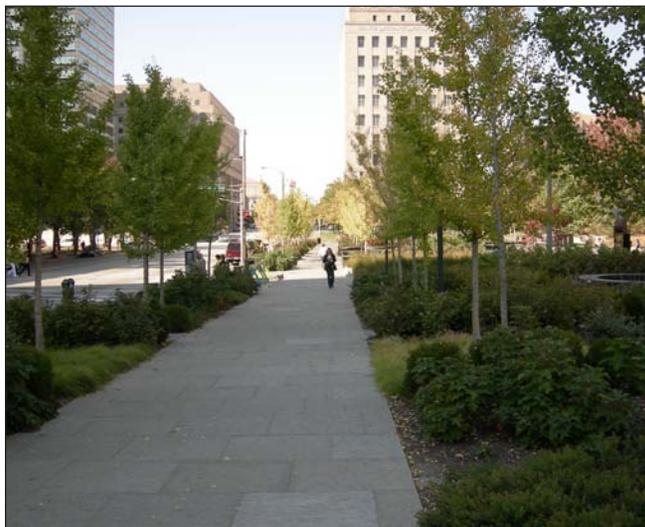
5.11 Fountains, Monuments, and Public Art

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

- Fountain water should be left in its natural state without coloring.
- Commissioned professional public art and sculpture can provide an inspirational atmosphere in which people enjoy lingering. Professional temporary or seasonal art exhibits could also be installed to promote art in Downtown Waynesville.



An example of a bicycle repair station in Normal, IL.



A sidewalk in St. Louis, MO highlighted with street trees and landscaping.



An example of a walkway highlighted by a hedge planting.

- Fountains and art can also serve as memorial in nature, commemorating City founders or other notable citizens or stories of historical events.
- As with other streetscape elements, fountains and art should not encroach upon the pedestrian walkway.

5.12 Landscaping

Existing landscaping in Downtown Waynesville is virtually non-existent in Downtown except surrounding the Courthouse building. Planted corner bumpouts could provide greenery and color at the corners of the Courthouse square. There are several opportunities where excess pavement could be removed for landscaping beds. Some building owners have installed their own planters or window boxes and there are a few publicly installed planters.

The City should consider adding landscaping around Downtown intersections. Landscaping zones can also be identified along side streets to complement, but not obstruct, building façades. General landscaping concepts that the City should consider when designing Downtown features, include:

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

- Shrubs should be massed in groupings of five to seven plants with no more than two different species within a planting bed.
- Suggested minimum placement distances are shown at right. Actual distances may vary due to site conditions.
- Dead plant material should be replaced in a timely fashion with living plant material, taking into consideration the season of the year, and shall have at least the same quality and quantity of the landscaping initially installed.

5.13 Rain Gardens

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

- Low maintenance native plants are recommended due to their greater tolerance for climatic and soil conditions, as well as extreme moisture.
- Design Rain Gardens to also provide aesthetic benefits to the streetscape.
- Rain Gardens should be located so that they do not create an obstacle for street cleaning and maintenance vehicles.
- As with any landscape bed, regular weeding and clearing of litter is required.
- Rain Gardens can typically replace existing landscape beds so as to not require a reduction of parking spaces.
- Species that have trouble thriving should be immediately removed and replaced.
- The City should consider the use of porous pavement in nearby parking areas to



A rain garden used to collect stormwater in a parking lot. Signage is added for educational purposes.



Plantings can provide substantial amounts of color. Fencing may be required, depending on the depth of the rain garden.



Another example of a lush rain garden.



A good example of how to accommodate pedestrian travel and water infiltration into a streetside rain garden.

help reduce the amount of overall standing water impacting Downtown.

- Rain Gardens should be viewed as a treatment for storm water before it enters the water system.
- Access to conventional drainage structures should be maintained to prevent flooding during heavy storm periods.
- Curb inlets should be provided to allow water to enter and exit the Rain Garden if necessary. The curb inlets should be tapered to minimize damage from maintenance vehicles.



An example of a street bumpout rain garden. The Juncus plants are well suited for this environment. Curb cuts and river stone are used to collect stormwater while minimizing erosion to the

5. 13. 1 List of Appropriate Planting Species

Ornamental Native Trees

Winter

- American Holly - *Ilex opaca*
- River Birch - *Betula nigra*
- Sycamore - *Platanus occidentalis*
- Washington Hawthorn - *Crataegus phaenopyrum*

Spring

- Downy Hawthorn - *Crataegus mollis*
- Eastern Redbud - *Cercis canadensis*
- Flowering Dogwood - *Cornus florida*
- Ohio Buckeye - *Aesculus glabra*
- American Basswood - *Tilia americana*

Summer

- Fringetree - *Chionanthus virginicus*
- Tulip Poplar - *Liriodendron tulipifera*
- Yellowwood - *Cladrastis kentuckea*

Fall

- Sugar Maple – *Acer saccharum*
- Black Gum - *Nyssa sylvatica*
- Sassafras - *Sassafras albidum*
- Red Oak – *Quercus rubra*
- Persimmon - *Diospyros virginiana*
- Sweet Gum - *Liquidambar styraciflua*



Ornamental Native Shrubs - by Season of Interest



Winter

Black Chokeberry - *Aronia melanocarpa*
Deciduous Holly - *Ilex decidua*
Winterberry Holly - *Ilex verticillata*
Vernal Witchhazel - *Hamamelis vernalis*

Spring

Black Haw - *Viburnum prunifolium*
Spicebush - *Lindera benzoin*
Golden Currant - *Ribes odoratum*
Arrowwood - *Viburnum dentatum*
Roseshell Azalea - *Rhododendron prinophyllum*
Serviceberry - *Amelanchier arborea*
Virginia Sweetspire - *Itea virginica*

Summer

American Beautyberry - *Callicarpa americana*
Ninebark - *Physocarpus opulifolius*
Shrubby St. John's Wort - *Hypericum prolificum*
Wild Hydrangea - *Hydrangea arborescens*

Fall

American Filbert - *Corylus americana*
Fragrant Sumac - *Rhus aromatica*
Smooth Sumac - *Rhus glabra*
Virginia Sweetspire - *Itea virginica*

Rain Garden Species

- Bottlebrush Sedge - *Carex lurida*
- Brown Fox Sedge - *Carex vulpinoidea*
- Virginia Wild Rye - *Elymus virginicus*
- Common Rush - *Juncus effusus*
- Torrey's Rush - *Juncus torreyi*
- Rice Cut Grass - *Leersia oryzoides*
- Dark Green Rush - *Scirpus atrovirens*
- Wool Grass - *Scirpus cyperinus*
- Great Bullrush - *Scirpus validus*
- Swamp Milkweed - *Asclepias incarnata*
- Blue Flag - *Iris virginica*
- Sweet Black-Eyed Susan - *Rudbeckia subtomentosa*

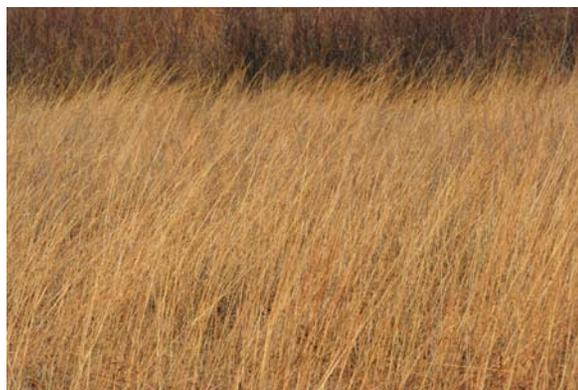
Native Shade Trees

- White Oak - *Quercus alba*
- Shagbark Hickory - *Carya ovata*
- Pin Oak - *Quercus palustris*
- Bur Oak - *Quercus macrocarpa*
- Shingle Oak - *Quercus imbricaria*
- Willow Oak - *Quercus phellos*
- Hackberry - *Celtis occidentalis*
- Kentucky Coffeetree - *Gymnocladus dioica*
- Red Maple - *Acer rubrum*
- Thornless Honey Locust - *Gleditsia triacanthos* var. *inermis*



Native Grass and Flower Areas

- Big Blue Stem - *Andropogon gerardii*
- Indian Grass - *Sorghastrum nutans*
- Switch Grass - *Panicum virgatum*
- Little Blue Stem - *Schizachyrium scoparium*
- Sid- Oats Grama - *Bouteloua curtipendula*
- Canadian Wild Rye - *Elymus canadensis*
- Butterfly Weed - *Asclepias tuberosa*
- Heath Aster - *Aster ericoides*
- Prairie Coreopsis - *Coreopsis palmata*
- Purple Coneflower - *Echinacea purpurea*
- Round-Headed Bush Clover - *Lespedeza capitata*
- Prairie Blazing Star - *Liatris pycnostachya*
- Wild Lupine - *Lupinus perennis*
- Wild Bergamot - *Monarda fistulosa*
- Black-Eyed Susan - *Rudbeckia hirta*
- Showy Goldenrod - *Solidago speciosa*

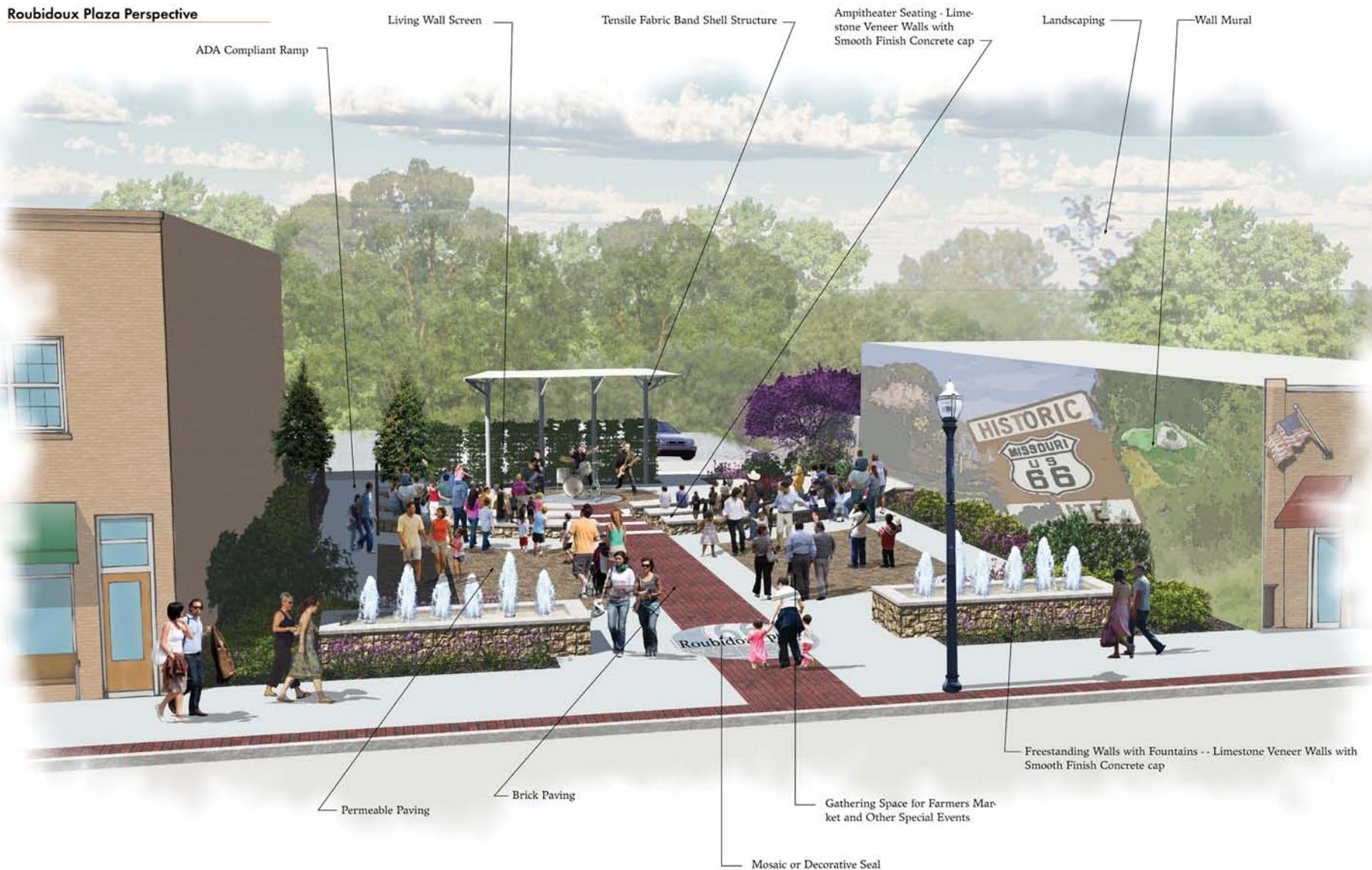


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6.0 Streetscape Design Concepts

6.1 Infill Plaza and ampitheater Design

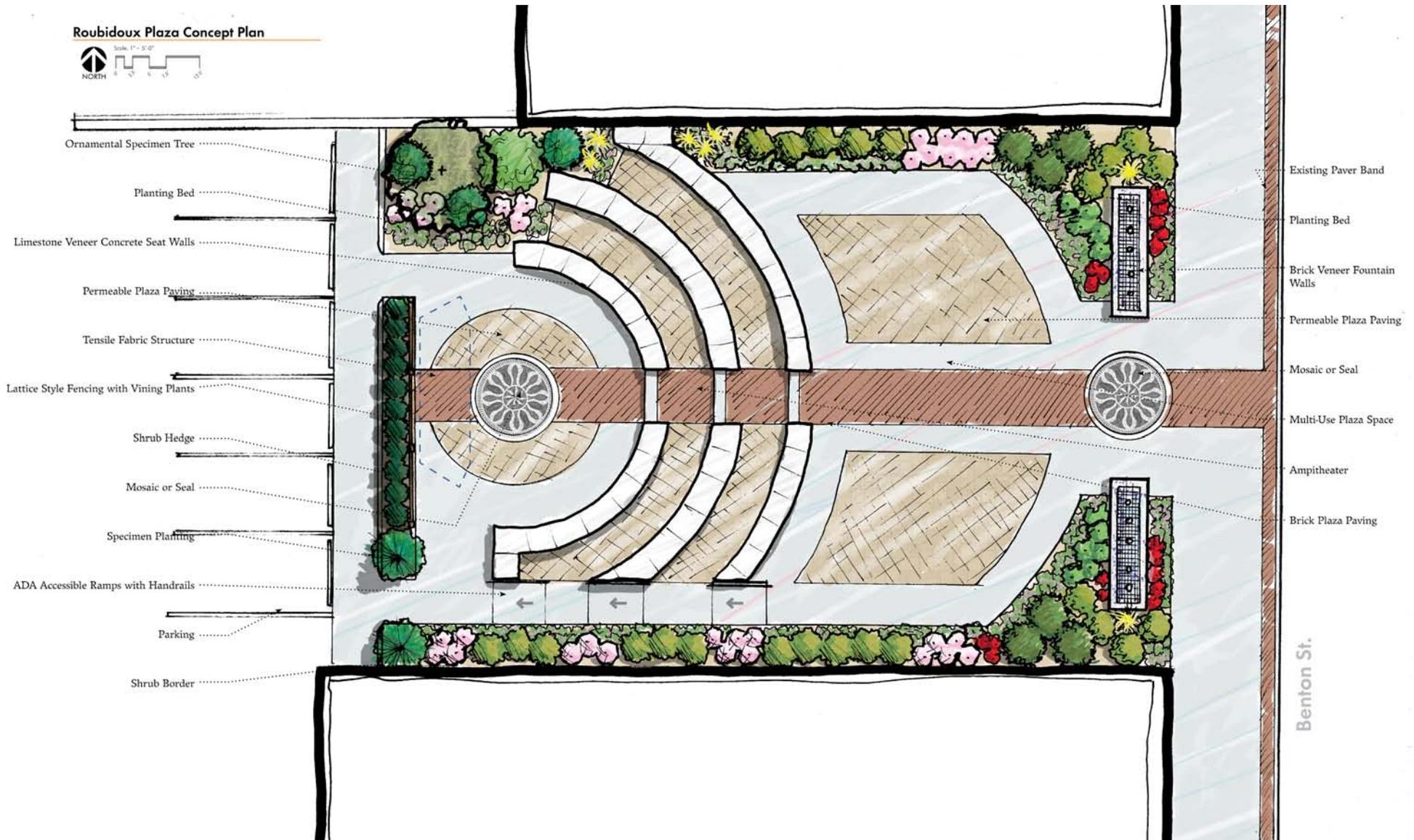
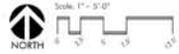
Roubidoux Plaza Perspective



6.1 Infill Plaza and amphitheater Design

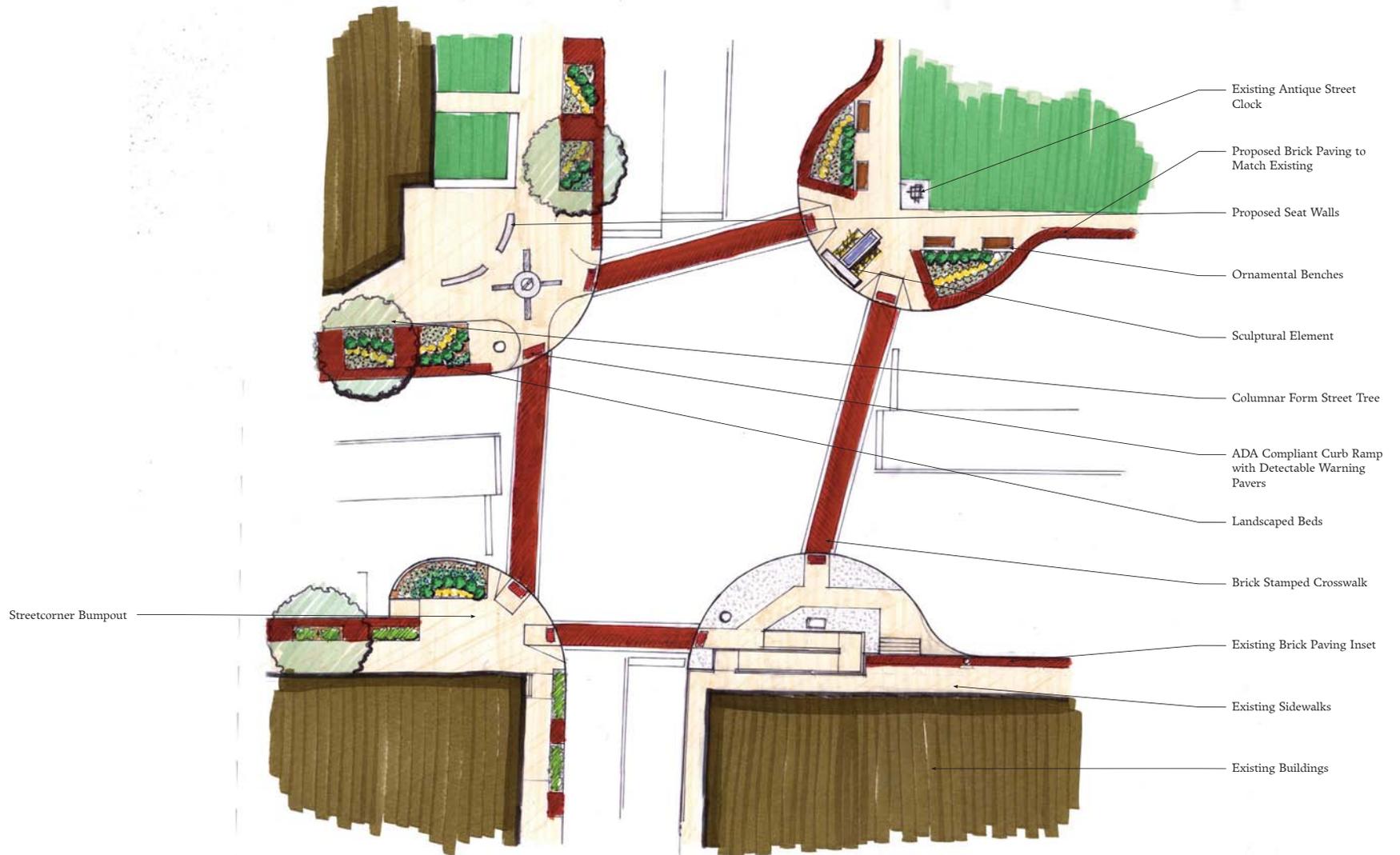
- Planting Beds are used as a border around the plaza to soften the look and feel for users.
- ADA compliant ramps not exceeding 8% in slope are proposed to provide access to lower levels of amphitheater for all users.
- Paving materials, as noted on plan, includes brick paving to match existing, permeable concrete pavers, and concrete.
- Decorative seat walls are proposed as seating for the amphitheater space.
- The band shell proposed is a tensile fabric structure. This will be used to provide shading in the evening for amphitheater viewers.
- A living wall planted with vining plants are proposed to serve as a backdrop for the amphitheater stage area.
- Landscaping should be composed of native plant materials irrigated by drip irrigation.
- A large open paved space is intended for use as a multi-purpose gathering or as additional seating for the amphitheater.
- Landscape beds can be designed to capture and infiltrate stormwater.
- Limestone veneer walls are proposed at the entry of the amphitheater plaza. The entry is highlighted with fountains.

Roubidoux Plaza Concept Plan



6.2 Old Route 66 and Benton Street Insection Concept

- Bumpouts are added to corners where existing curbs allow to provide additional pedestrian space at crosswalks.
- Crosswalk curb ramps should be built to ADA standards at each crosswalk. Curb ramps should include detectable warning pavers and slopes should not exceed 8%.
- The Main Street frontage of the courthouse square is highlighted by landscaped beds and brick paving insets along the sidewalk edges.
- Decorative seat walls are proposed at street corners where space allows.
- Sculptural elements, fountains, or historic information boards should be placed at the four corners of the courthouse square.
- Street trees should be provided where space allows to maximize pedestrian comfortability and to help as a traffic calming measure.
- Crosswalks are to be constructed of brick stamped asphalt or thru color concrete, to highlight pedestrian crossing.
- Landscape beds can be designed to capture and infiltrate stormwater.
- ADA compliant curb ramps should be made available at every pedestrian crossing.



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7.0 Wayfinding Plan

7.1 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 Waynesville. The aim of this wayfinding system is to direct traffic to Downtown Waynesville and other prominent destinations and create a positive impression of the community. One of Downtown Waynesville’s biggest challenges is alerting those driving along Old Route 66 and



An example of a pedestrian kiosk.

Interstate 44 that Downtown Waynesville and other destinations are nearby and there to be seen and enjoyed. A comprehensive wayfinding program can address this challenge.

7.2 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.”

7.2.1 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.

7.2.2 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.

7.2.3 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.



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

7.3 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.

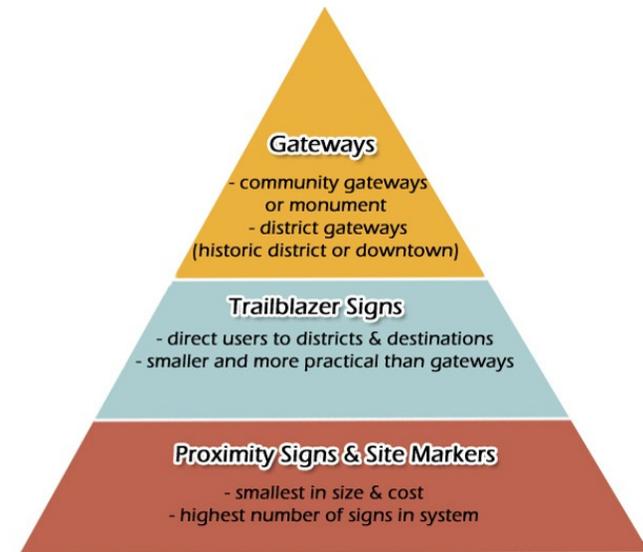
7.3.1 Gateways:

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).

7.3.2 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.

7. 3. 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.

7.3.4 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.

7.3.5 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.

7.4 Special Considerations

7.4.1 Corridors and Destinations

Before designing attractive signage, an effective wayfinding program begins with identifying the primary destinations and understanding traffic patterns of visitors. Currently, Waynesville has identified a major “entry point” at which City gateway sign is currently placed. Beyond the gateway sign there is very little or no signage to help lead visitors to the various City destinations. The map, labeled Destinations and Traffic Analysis, on page 91 is the product of discussions between City staff, DREAM Committee members, Waynesville Downtown Committee members, and PGAV. The map analyzes traffic patterns and key destinations located in Downtown and throughout the City to determine ideal sign placement.

7.4.2 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.

7.5 Wayfinding Implementation

After considering the information and recommendations provided in this Wayfinding Plan, the City should confer directly with the Waynesville Chamber of Commerce, members of the DREAM Committee, City staff, and members of the Waynesville Downtown Committee 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.

7.6 Review of Existing Signage in Waynesville

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 Waynesville. The following is a list of some of the observations and findings:

- A monumental gateway sign is located on the northeast corner of the intersection of Old Route 66 and Highway 17. The sign is made of carved and painted wood, and is highlighted with a raised retaining wall block planter.
- Located throughout downtown are Blue Star Memorial signs which display historic information. Plaque signs containing historical information about Pulaski County are located around the courthouse.
- There is no gateway sign as the traveler enters Downtown from the west.
- Lights poles on the courthouse square are very attractive, but for the most part do not contain any sign banners.
- Signage for public parking was minimal and or obstructed; destination signage was minimal.



Existing gateway sign located near Waynesville North Park.



Existing memorial sign located at the intersection of Old Route 66 and Highway 17.

7.7 Waynesville's Proposed Citywide Wayfinding System

The overall goals of Waynesville's wayfinding program are:

- Alert Old Route 66 and Interstate 44 travelers to Downtown Waynesville.
- Help these travelers find Downtown Waynesville after leaving the Interstate 44.
- Provide direction to the many destinations and attraction located in the City of Waynesville and its surrounding areas.
- Establish a positive first-impression.
- A uniform system of wayfinding for Waynesville will communicate Waynesville's identity as an attractive, vibrant community and direct visitors from the Interstate to Downtown and other destinations. The components of the wayfinding program are explained in the narrative below and illustrated on the two map exhibits labeled Wayfinding Sign System and Downtown Detail.

- Develop uniform and attractive gateways to Downtown



An existing public parking sign hidden by overgrown vegetation.

7.7.1 Gateways to Historic Downtown Waynesville

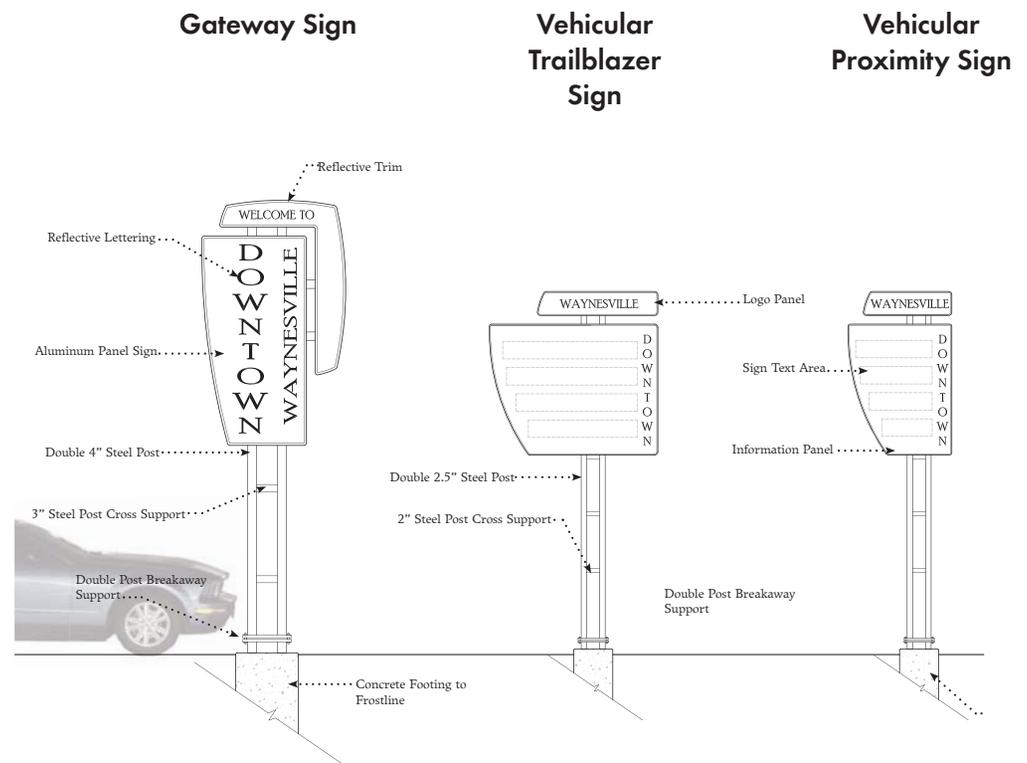
- Gateway signage is proposed at two locations, east of the intersection of Old Route 66 and Highway 17, and west of Downtown on the east side of the bridge over Roubidoux Creek.
- The proposed gateways are intended to be constructed of masonry and ornamental metals for the sign area and lettering for concept #1 or powder coated formed steel tubes and sign panels for concept #2. Because of the construction materials of gateway concept #1 right-of-way placement may not be allowed by MODOT, therefore sign easements or similar agreement may be necessary for gateway placement along Old Route 66.

7.7.2 Trailblazer Signs

- There are 6 trailblazing signs proposed on this plan. The signs are located at key decision making intersections for travel to Historic Downtown Waynesville and Other locations.
- The trailblazers are designed to display three to four 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.

7.7.3 Proximity Signs

- The proposed proximity sign locations are closer to particular destinations in and around Downtown Waynesville. 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 three to four travel options for destinations at the most to maximize readability and effectiveness.
- Four proximity signs are noted on the proposed wayfinding plan. Also noted on the plan are 15 destination signs which alert travelers to the presence of a City destination. The destination signs are smaller in size and contain less information than the proposed proximity sign.
- Waynesville's proximity signs will have the same coordinated design as trailblazers but are smaller in size and contain less information. 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.

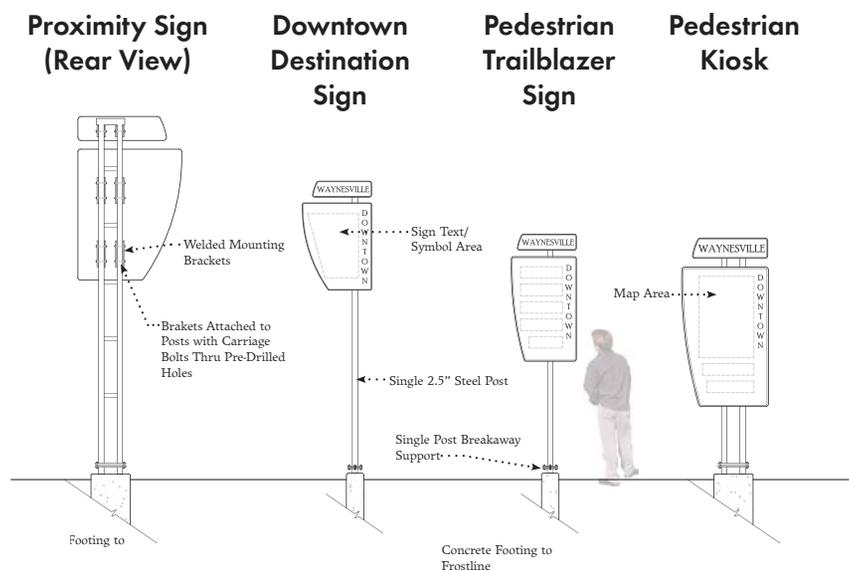


7.7.4 Pedestrian Oriented Signage

- Additional sign designs are recommended to accommodate foot traffic in and around Downtown Waynesville. 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 courthouse square, where most of the foot traffic will be taking place. The pedestrian kiosk are placed what is perceived to be the main entry points to the courthouse square by foot traffic. The kiosks are recommended to be placed between public parking areas and the courthouse square.

7.7.5 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 the farmer market and birthday bash.

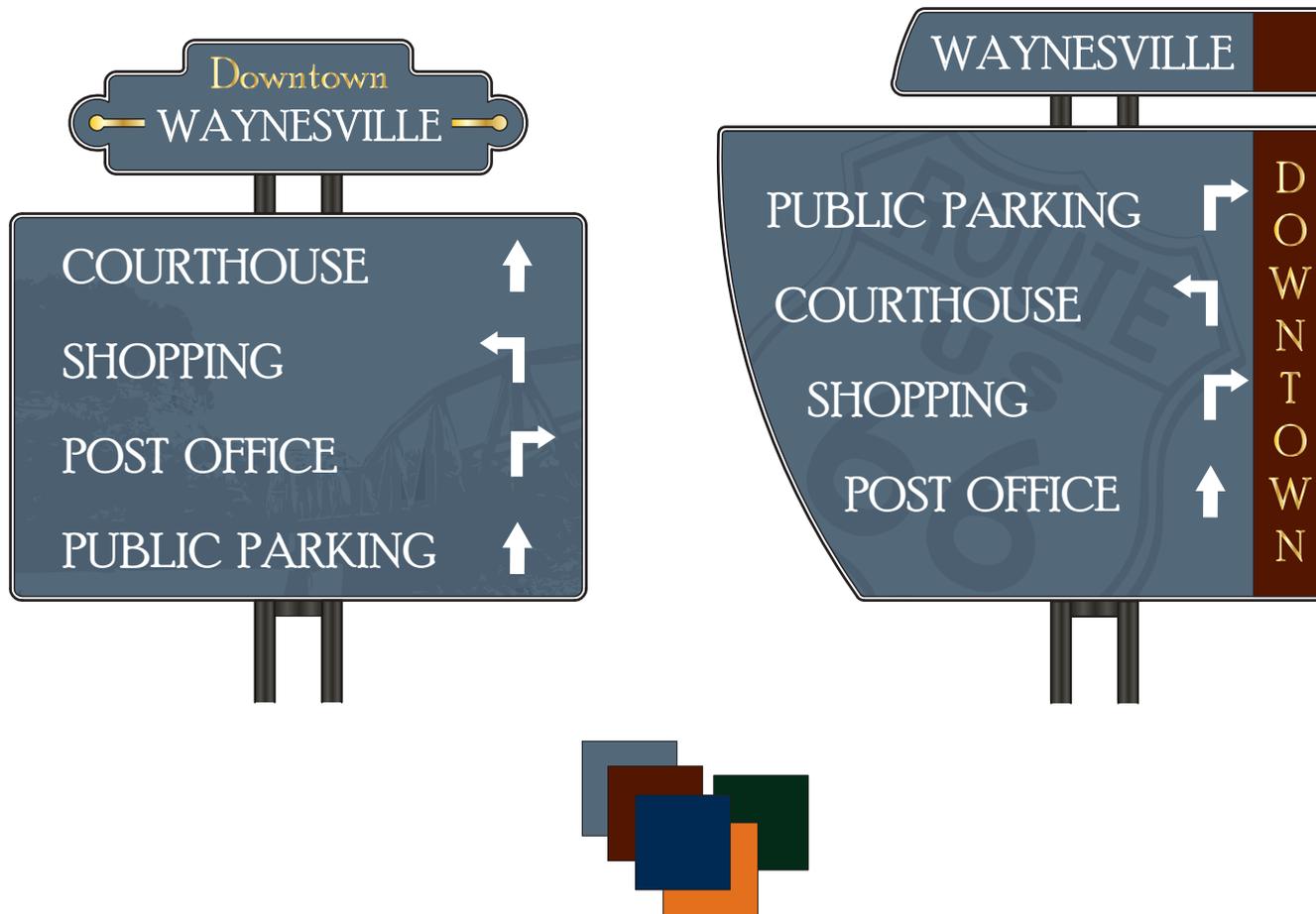


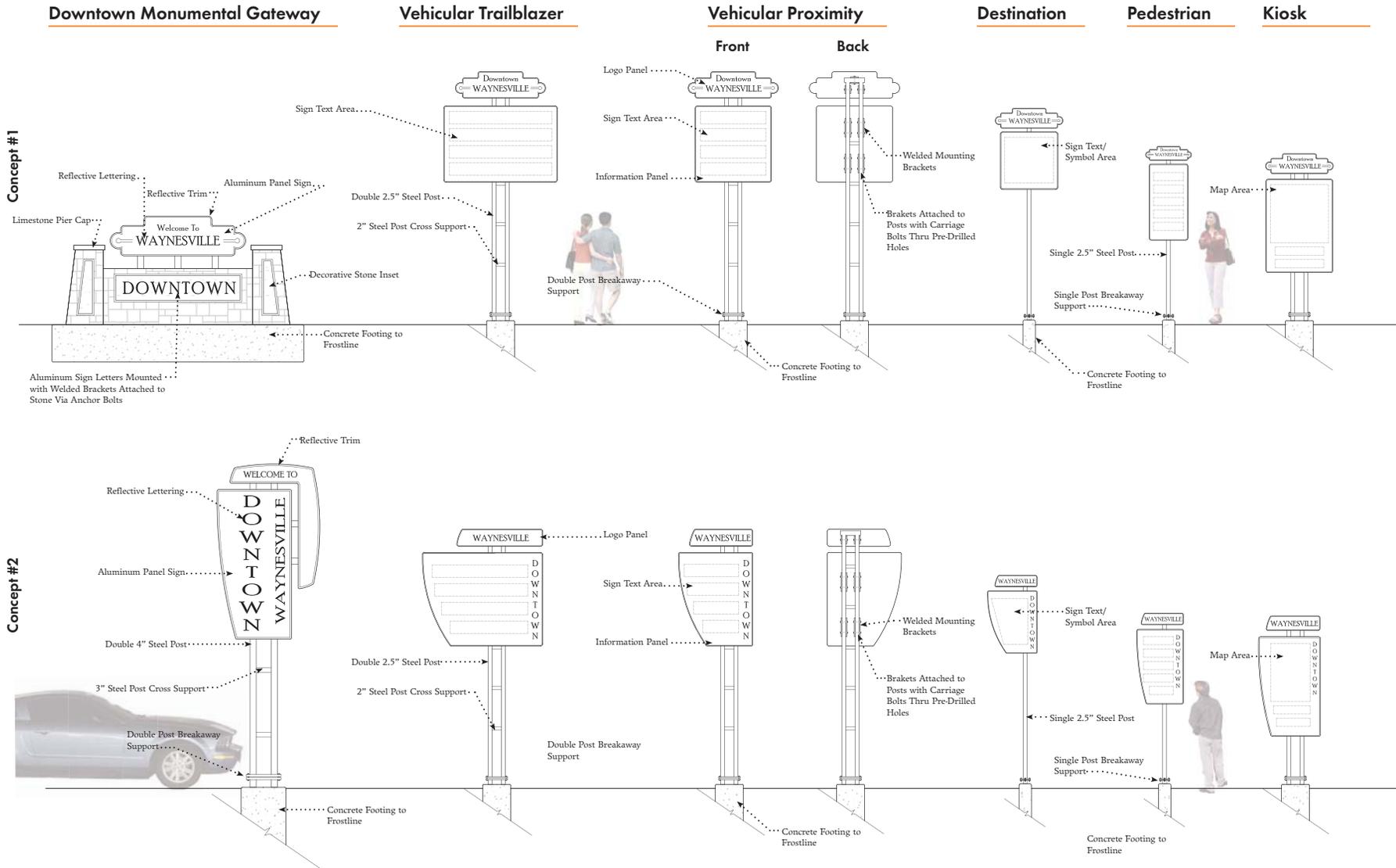
7.8 Design Concepts

The following pages show 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.

Concept #1 tries to capture the historic Civil War era feel with the shape of the sign panels and highlight the natural beauty of the surrounding areas by using a watermarked image of Pike's Peak bluff.

It is also understood that the existence of Route 66 has had major impacts on the History of Waynesville, bringing business, people, and prosperous times. We tried to capture this in the design elements of the sign concept #2 by including a Route 66 watermark to the sign panel.



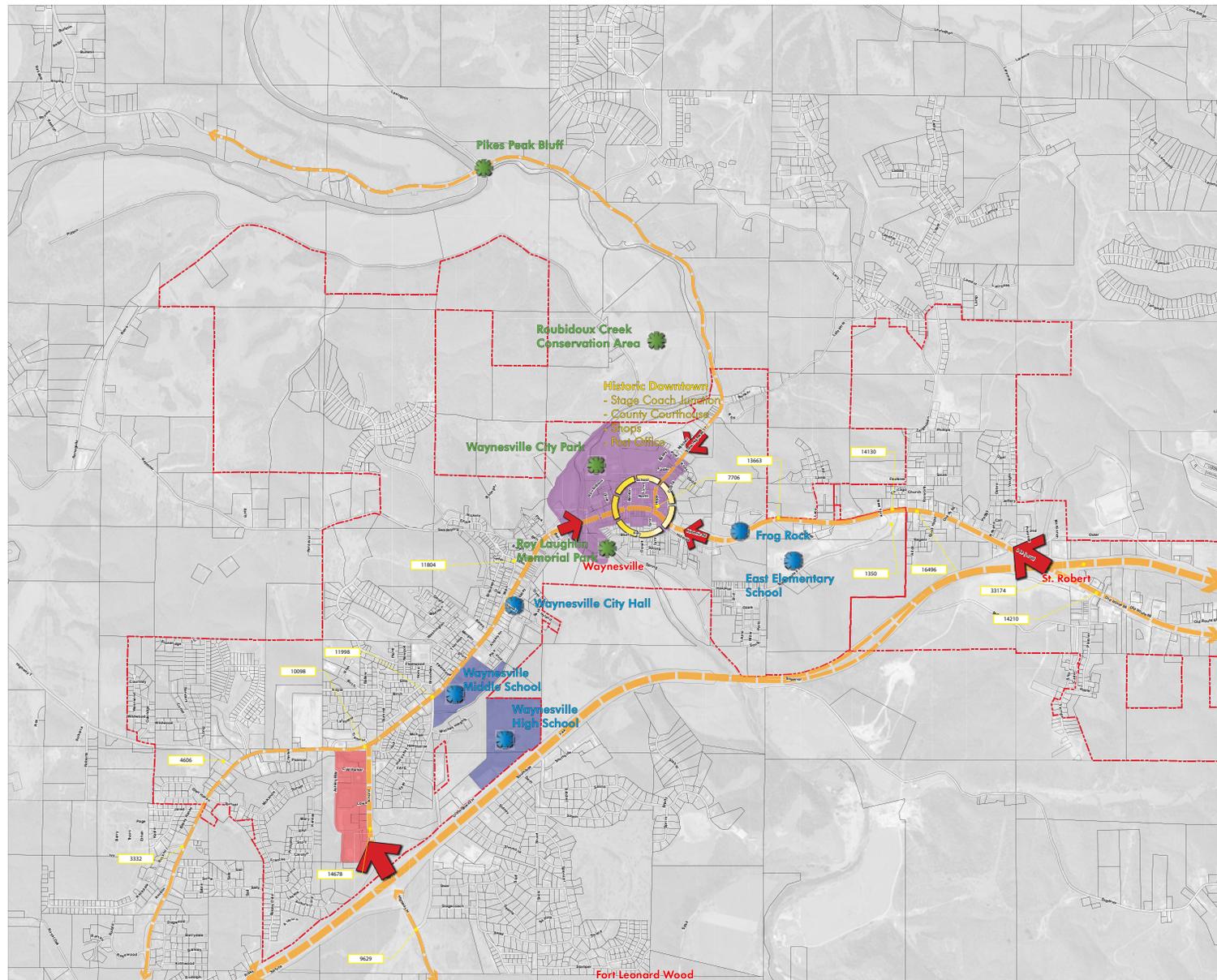


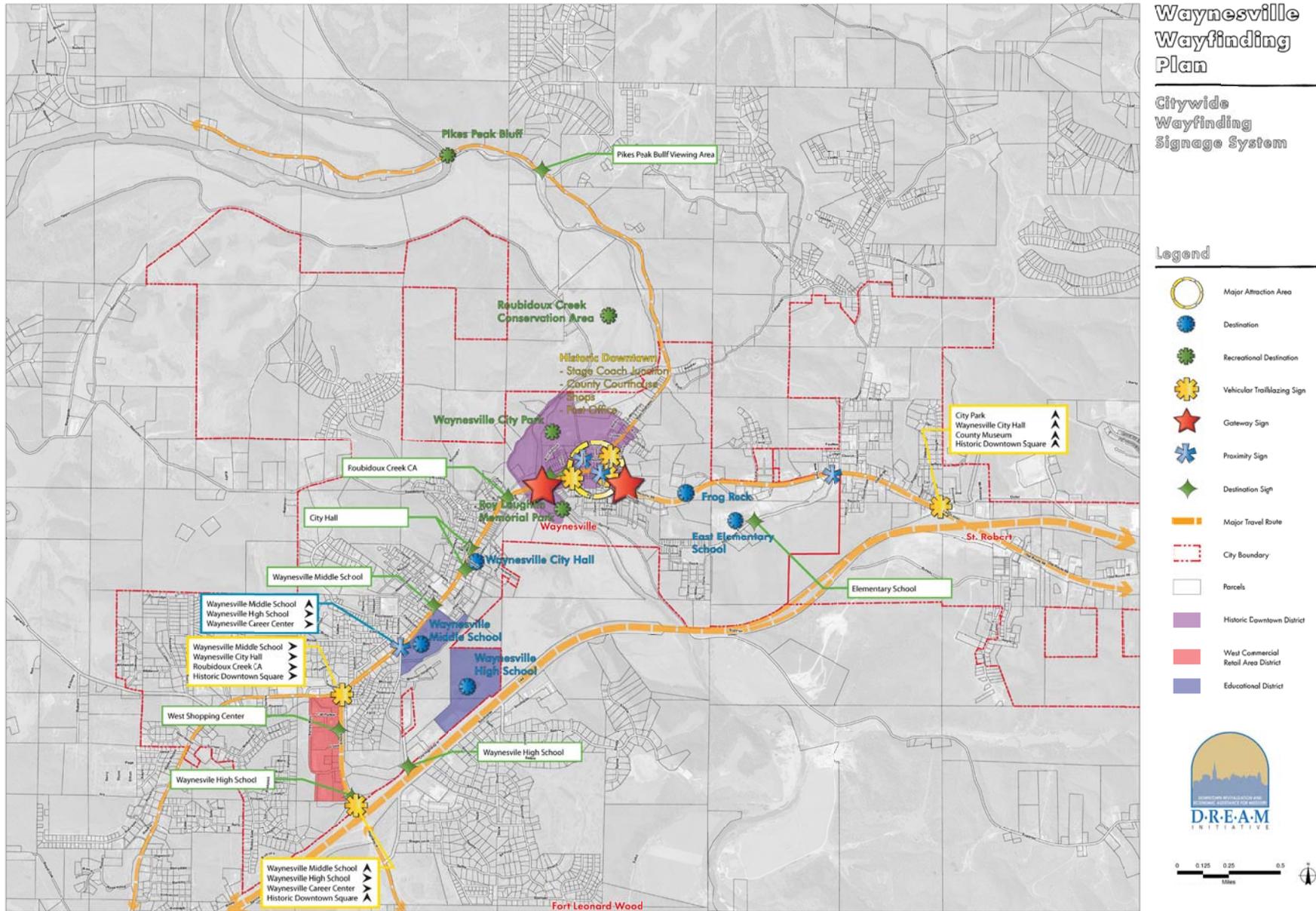
Waynesville Wayfinding Plan

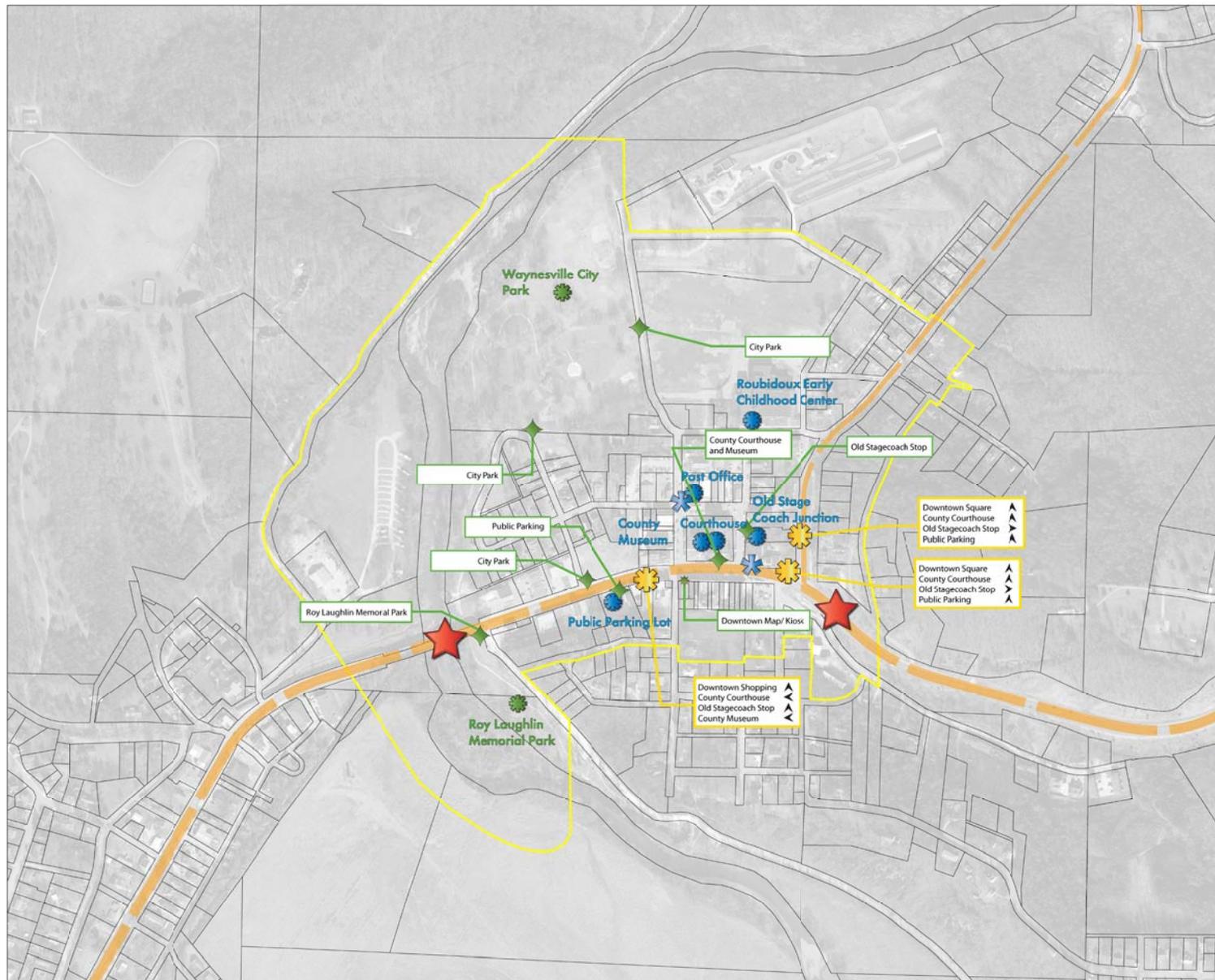
Destination Traffic and Entry Analysis

Legend

-  Major Attraction Area
-  Destination
-  Recreational Destination
-  Major Entry
-  2010 MODOT Traffic Count
-  Major Travel Route
-  City Boundary
-  Parcels
-  Historic Downtown District
-  West Commercial Retail Area District
-  Educational District







Waynesville Wayfinding Plan

Downtown Wayfinding Signage Detail

Legend

- Destination
- Recreational Destination
- Vehicular Trailblazing Sign
- Gateway Sign
- Proximity Sign
- Destination Sign
- Pedestrian Signage
- Major Travel Route
- Parcels
- Downtown Study Area



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8.0 Glossary

BASE: The lowest part of a column, below the shaft; the supporting, or lowest, part of a building.

BALUSTRADE: A railing or low wall consisting of a handrail on balusters (vertical posts) and a base rail.

CAP: The top member of a column or pilaster.

CLAPBOARDS: Long, thin horizontal boards with a triangular cross section that are overlapped and applied as the exterior surfacing material on homes and buildings.

CLERESTORY: An upper portion of a wall which has windows for the purpose of admitting light into a large room.

CONTEXT: The surrounding environment (streets, buildings, landscape, etc.) in which a building or site exists.

COPING: A covering (or capping) course on the top of a wall or parapet.

CORBEL: An architectural member (of stone, wood or metal) which projects from the side of a wall to serve as a support for another element, such as: a cornice, the spring of an arch, a balustrade.

CORNICE: A projecting ornamental molding which caps the top of a building.

DORMER: A window set vertically in a small gable projecting from a sloping roof; the roofed projection in which this window is set.

ELEVATION: A scaled, non-perspective drawing of a building façade.

FACADE: An exterior face of a building, usually the front.

FASCIA: A horizontal band of vertical face trim.

FREESTANDING SIGN: A sign which is detached from the building, and is mounted to columns, posts, or any upright member that is supported from the ground or other object; or a detached sign which is erected on the ground.

GABLE: The triangular wall section, formed by ends of a sloping roof.

HOOD MOLDING: A projecting molding on the face of a wall, over an opening (doorway or window), to deflect the rain.

INDIRECT LIGHTING: Light from a concealed source, which reflects onto the sign face.

INTERNAL ILLUMINATION: The means of lighting from a concealed or contained source within the sign, which becomes visible through a translucent surface.

KICK PLATE: A solid panel beneath a storefront display window.

LANDMARK: A prominent building or feature officially designated as having special status and protection.

LATTICE: An openwork screen or grill made of interlocking or overlapping strips.

LINTEL: A horizontal structural member (such as a stone or beam) which spans an opening.

LUMINAIRE: A complete lighting unit or the housing for a light bulb or lamp.

MOLDING: A decorative, or shaped strip of wood, metal, brick, etc., usually mounted horizontally, and used to ornament or finish the surface of a structure.

MOTIF: A significant, repeated element of design in a composition.

MONUMENT SIGN: A free-standing sign, generally low to the ground with a continuous connection to the ground (as opposed to being supported on a pole).

PARAPET: The top section of a wall which projects above the roof line.

PRESERVE: To protect and keep in an unaltered condition. Preservation usually includes the overall form of the building, its structural system and finishes, decorative details, and even landscaping. Preservation may also include keeping alterations and additions that have become important.

RECONSTRUCT: To reproduce, in detail, a structure as it existed at some time in the past, either through the original construction methods, or other methods which produce the same visual result. Accurate reconstruction requires knowledge and evidence of the original design.

REHABILITATION: 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.

REMODEL: To remake; to make over. In remodeling, the appearance is changed by removing original detail and altering spaces. New materials and forms are installed. Applying a modern front to an older building is an example of remodeling. Often, these changes are not reversible.

RENOVATION: The act or process of modernizing a building without making an effort to retain historically significant architectural features. Renovation permanently destroys the historic integrity of a building.

RESTORATION: 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 and/or by the replacement of missing earlier work.

SHAFT: The main portion of a column, between the base and capital.

SILL: The bottom horizontal member of a window or door frame.

SPANDREL PANEL: A sculpted panel or other decorative element put in the space

between the top of a window in one story and the sill of a window in the story above.

STABILIZE: To make resistant to change in condition. A building is usually stabilized to retard deterioration until it can be repaired. A weather-resistant closure and a safe structural system are minimum stabilization efforts.

STRING COURSE: A thin projecting horizontal strip of masonry on the façade of a building.

TERRA COTTA: A decoratively molded ceramic material, often glazed, used for architectural motifs or ornamentation on a building.

TRANSOM: A horizontal cross bar in a window, over a door or between a door and the window above it. This also refers to the window (often hinged) above a door.

VOUSOIR: One of the wedge like stones of which an arch is composed.

WEATHERBOARDS: Long, thin horizontal boards with a square cross section that are overlapped and applied as the exterior surfacing material on homes and buildings.

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