

Louisiana, Missouri

DOWNTOWN REVITALIZATION & ECONOMIC ASSISTANCE FOR MISSOURI



BUILDING AND STREETScape DESIGN GUIDELINES AUGUST 2010



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ACKNOWLEDGMENTS



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1.0: INTRODUCTION

1.1 Historic Overview

Louisiana Missouri is located on the banks of the Mississippi River 70 miles north of St. Louis on Route 79 and about 30 miles south of Hannibal, Missouri. Louisiana's first settler John Bryson built the first residence in 1817 and 1818 sold some land to Samuel Caldwell and Joel Shaw, this area became the original plat of Louisiana which was mainly riverfront property. Louisiana boasts nearly 4,000 residents, many whom are descendants of the early settlers. Louisiana's streets are lined with numerous beautiful antebellum homes revealing their architectural charm of years past, many which are listed on the National Historical Register of Historic Places. The State Department of Natural Resources has noted that Louisiana Missouri has "the most intact Victorian Streetscape in the state of Missouri." Downtown Louisiana commonly known as the Georgia Street Historical District is listed as well on the National Historical Register of Historic Places.

The City's location on the Mississippi River has mad Louisiana a principal shipping point, commercial and manufacturing center. The City thrived on grain and lumber industries in the late 1800's. The City continued to thrive with the introduction of the railroads. Louisiana is home to the Stark Brother's Nursery (one of the oldest and largest in America).

Louisiana offers a Downtown of historic storefronts, gracious homes and beautiful vistas making it an idea tourist destination and has experienced a renaissance, particularly in the historic downtown area. From the Riverfront Park to 9th Street; along Water Street down to Main Street and west along Georgia and Southern Carolina Streets where new shops have opened offering unique wares, antiques, services, dining and lodging.

Louisiana is one of three communities forming the 50 Miles of Art corridor, linked by history, heritage & Route 79; Louisiana, Clarksville and Hannibal are home to many fine artists, crafts-persons and artisans where they use their skills to create one-of-a-kind masterpieces. Traveling Route 79 from Clarksville through Louisiana to Hannibal one may enjoy the breathtaking views of the Mississippi River, soaring rock cliffs, rolling hills and colorful landscape.



Existing Storefront and Building



Commercial Building in Historic District

Louisiana, Missouri

Commercial facades in Louisiana were typically one, two or three story masonry with a high level of detail incorporated in the exposed upper façade masonry. Masonry details included corbelled recessed window panels, stone window sills, arched window opening, bay windows and corbelled cornices. Many buildings also featured painted pressed metal cornices with rich architectural details. Some included the building name and year of construction. Another type of façade construction incorporated cast iron and pressed metal into the entire façade. The storefronts in Downtown Louisiana are typically very delicate in appearance with large areas of glass framed with wood or metal. The large display window are to bring light into the shops but also who the wares inside. The recessed entrances are centered in the storefront to highlight the retail entrances.

The Georgia Street Historic District (which contains 10 city blocks along Georgia Street) has many outstanding attributes to build upon. Of the buildings within the Georgia Street Historic District eighty-five percent contribute to the overall historic character of the District. Beginning with an appreciation of the original Victorian architecture in the Downtown, streetscape enhancements, all elements should have the look and feel of belonging in the same composition. This document is a guide to recapturing the charm and historic feel of Louisiana while promoting appropriate new development.

The first step is to conduct a Historic Resources Survey, updating the available information about the current building stock in the Historic Downtown. This will essentially be an update to the information contained in the registration form of the Georgia Street Historic District on file with the National Register of Historic Places. This update process should be conducted annually and ask a variety of questions including but not limited to; What is the current condition of the building? Have any buildings been torn down and if so, what has replaced them? A search for historic photographs or drawings will be useful as they provide a great resource in illustrating the history of the Downtown determining what is appropriate for the Downtown .

The next step is to develop a plan to accomplish the renewal of the Downtown. First and foremost, this means improving the design guidelines that will guide new development and rehabilitation of existing buildings to bring back the vitality of the district and restore a sense of civic pride. In order for the Downtown to be a success it must respect the tradition of rhythm and unity that existed before, not to create an exact copy of the historic past. Working within the existing fabric of Downtown Buildings the community should develop a sensible approach to the renewal of the district including; the removal of inappropriate materials,



Preserved Victorian features

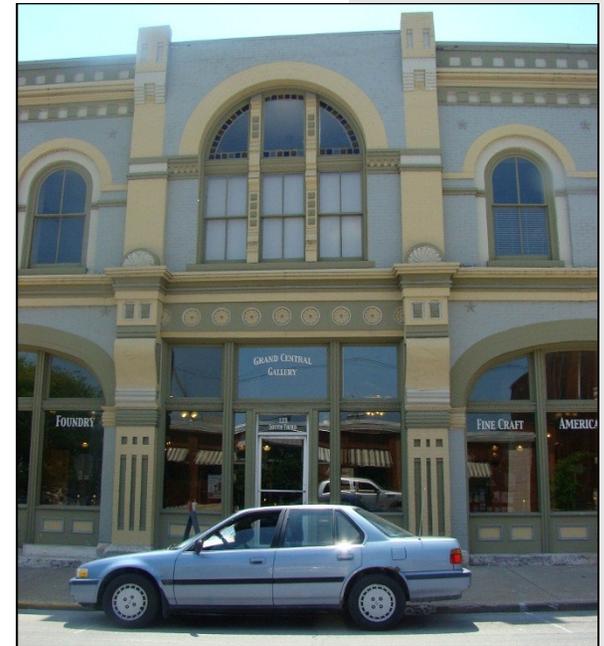


Building retains Cornice and Windows

The next step is to develop a plan to accomplish Downtown renewal. First and foremost, this means developing appropriate guidelines in accordance with the existing historic preservation ordinance. Working within the existing fabric of Downtown Buildings the community should develop a sensible approach to the renewal of the district including; the removal of inappropriate materials, adherence to the design guidelines, and developing appropriate streetscape improvements.

The building facades along with the sidewalks and street make up the outdoor living room of the city. This space is at the center of the community, alive with activities and events. As such, the responsibility of redevelopment falls on the community as well as to both individual property owners and the City. The individual building facades are owned and maintained by the property owners. The street improvements, utilities and sidewalks are the responsibility of the City. An individual owner cannot be expected to invest in redeveloping his building without the city commitment to restore the streetscape and the city can't be expected to make these investments without commitment from the property owners. Both areas must be redeveloped at the same time and pace for a successful redevelopment of the Downtown.

In an ongoing effort to revitalize Downtown Louisiana, through both private and public means portions of the Georgia Street Historic District have undergone restoration & renovation efforts including new street lights and other streetscape enhancements, renovated storefronts and new sidewalks.



Existing Building with Restored Facade

1.2 Intent of Guidelines

While these guidelines are written for Downtown Louisiana, the design recommendations are sound advice that might be applicable elsewhere in the community. These guidelines are written primarily for commercial areas, however the guidelines 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 Louisiana. In America, downtowns traditionally have had a sense of place. Businesses, courthouses, city halls, shops and houses of worship were always located in the downtown. Downtown was the business and civic center of the community. The architectural style, size and materials of the buildings in Downtown often reflected the success and wealth of the community. In Louisiana, Missouri this civic pride is evident in the Victorian buildings, the antebellum homes and historic views. The buildings represent the sustainability and history of the Louisiana community. While many of the original uses have been replaced and some of the commercial viability faded, the buildings and memories of Downtown remain.

Downtown Louisiana has many buildings which individually have design merit and character. Collectively these buildings and other structures, some of which lack architectural character, contribute to the existing context of downtown. The guidelines will provide the recommendations to help preserve the existing buildings and spaces which still have merit as well as suggest methods of improvements for buildings which have lost their character due to 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 positive identity for downtown. In the overall fabric of downtown there are three types of structures which form the collective whole of downtown: those that contribute, those that detract, and those that do neither. The objective is to maximize contributing elements and minimize detracting elements thus creating a stronger, more attractive Downtown Louisiana.

Louisiana, Missouri



Existing Mural



View of the Mississippi River facing North

The improved identity and appearance of Downtown will provide an incentive for more redevelopment and interest in Downtown Louisiana. To successfully support revitalization, the Downtown property owners, City staff, and other community organizations will need to make a long term commitment into Downtown Louisiana. The guidelines are a resource for local leaders who agree to the commitment of improving downtown to improve the collective visual appearance and activity of downtown. The improved appearance and identity will reflect the investment, vitality and new civic pride Downtown Louisiana.

Louisiana, Missouri



Riverfront in Downtown Louisiana

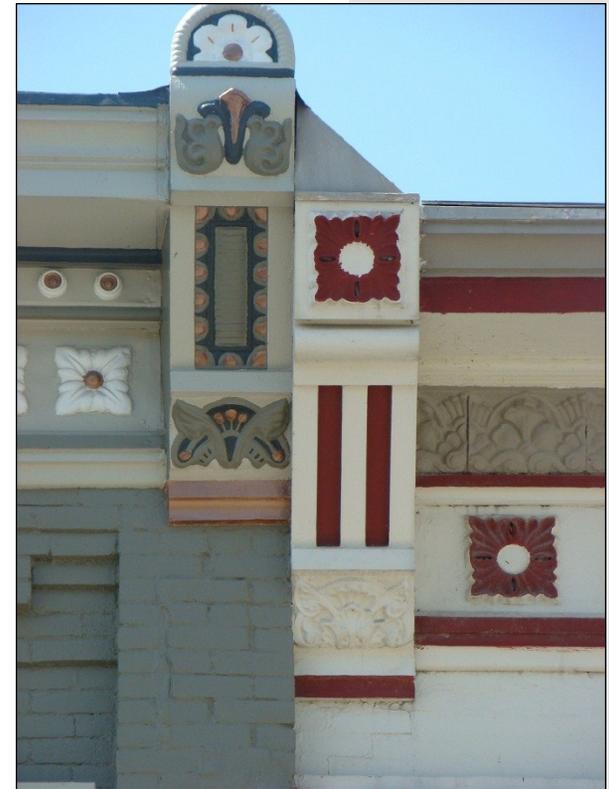


Commercial Downtown Building

1.3 Existing Context

Downtown Louisiana, Missouri is laid out based upon its surrounding geography. The primary access route into Downtown Louisiana is Georgia Street from the south west, along to 3rd Street to the south. Major roadways which also serve Downtown include Route 79 and State Route 54.

The downtown massing of buildings is significant in that very few parcels are vacant (within the commercial and historic districts) or surface parking lots. Many of the buildings retain their architecturally significant elements, however numerous buildings were the subject of inappropriate storefront alterations. Many buildings along Georgia Street have not been maintained and are deteriorating. Also, many building façades have been compromised by the boarding of windows on the second story, inappropriate signage, and out of scale awnings.



Historic Building Features

1.4 Downtown Louisiana Map



Exhibit 1
DREAM Boundary
Downtown Study Area
City of Louisiana, Missouri

Legend
Study Area

2.0 BUILDING DESIGN GUIDELINES

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

Any original element or material that still exists, particularly on the storefront, should be retained if possible. Original elements provide a historic value that can not be replaced. Prisms glass in transom windows or a decorative wooden door with beveled glass would be examples of original materials.

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

2.1.1 Differences Between Rehabilitation, Restoration & Renovation

The 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.



Existing Residential Property in Downtown.



Original Building Facade

Louisiana, Missouri

2.1.2 The Benefits of Rehabilitation

Rehabilitating of buildings can provide numerous long term benefits to the property owner and for the collective good of Downtown Louisiana.

The appropriate rehabilitation of existing buildings will add to the value of the structure. Rehabilitation of façades, updating mechanical, electrical and plumbing systems and new finishes is an investment. The rehabilitation helps to limit long term maintenance costs. Repairs to a building due to codes and safety reasons not only allows the building to be used. but such repairs also make the building more marketable. The investment creates new value in a building and allows for a positive reflection on the occupant and owner. Rehabilitation of a individual building also adds to the overall image of a downtown.

2.1.2.1 Rehabilitation of the Front Façade:

The front façade of a building is the first image a customer or user often sees. The image needs to be good so that a customer or user will want to enter the building. The rehabilitation of the front façade is critical for the business inside the building. A rehabilitation of a front façade of the scale and proportion which respects the original building and the user, will be inviting.

Such rehabilitation efforts will prove to be a space which is marketable. The appropriate rehabilitation of a building will also create a standard for the front or public façades in a downtown. A high standard for the design and rehabilitation of public façades will eventually produce a collective visual quality for Downtown Louisiana.



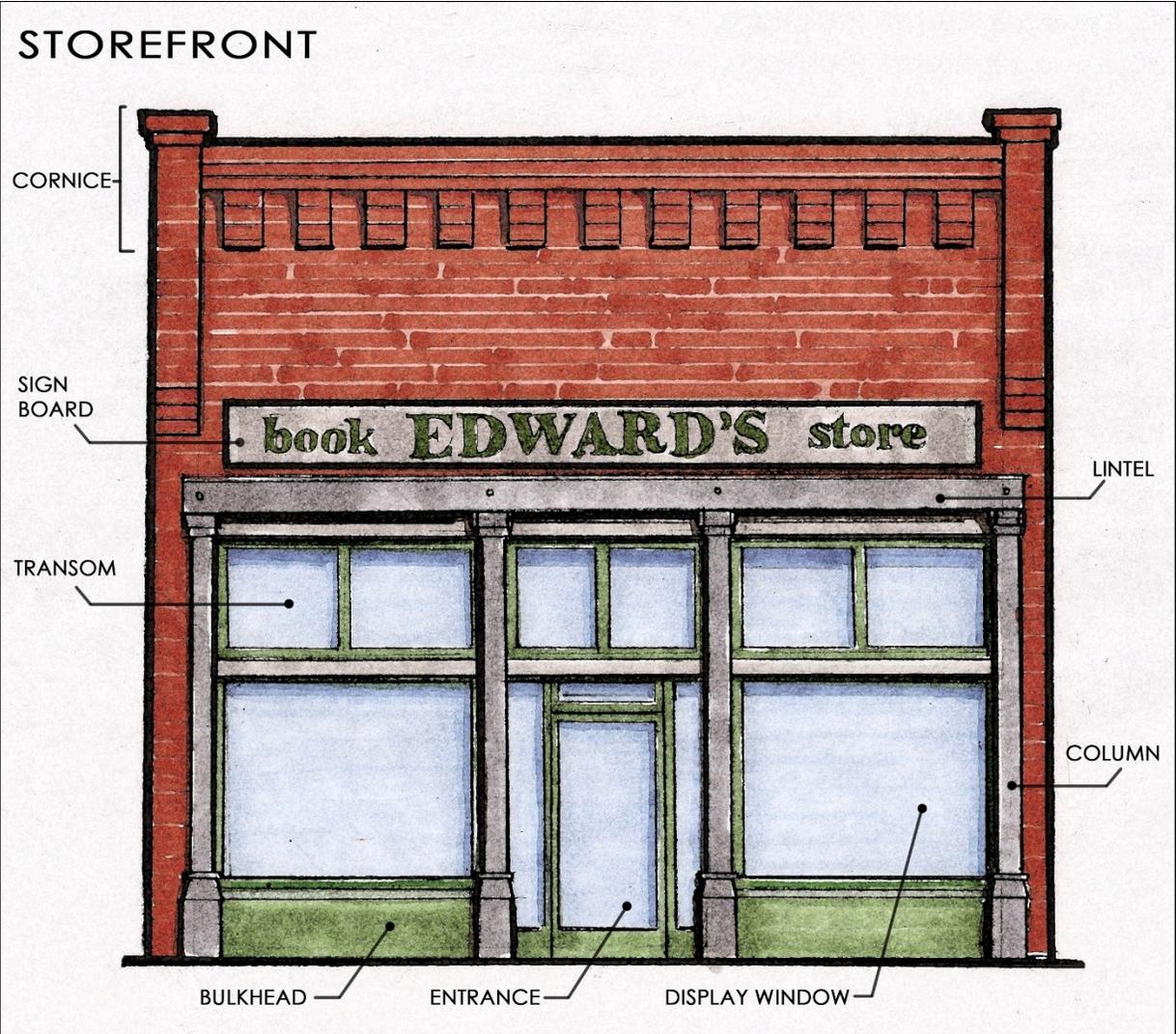
Existing Signage for Local Businesses



Recessed Entrance & Awnings

2.1.4 Building Zones

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



Louisiana, Missouri

2.1.5 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 a well balanced character between all elements can allow a building to be very individual in its character, but at the same time be a complementary thread woven into the overall fabric and feel of downtown.

2.1.6 Rhythm and Scale

The defined rhythm of Louisiana should be maintained along a 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.



View Along Georgia Street



Buildings Maintain Scale

2.1.7 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 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, any and all alterations or additions to the Upper Façade zone should be removed. Alterations in this zone can significantly change the appearance of the face of the building. This includes any and all signs and lighting as these should be restricted to the Storefront Zone. Avoid removing or altering any historic material or significant architectural features. Care should be taken during the removal process 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.



Original Design.



Minor Alterations.



Significant Alterations.



Storefront is Lost.

2.1.8 Masonry

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

- 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.
- 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 and accelerate deterioration.
- 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.
- Never resort to sand blasting as this will permanently damage the brick.
- Unpainted masonry should remain natural, not painted or sealed.
- Damaged masonry should be repaired or replaced with similar color, texture, and style masonry products. Re-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.



An example of mismatched masonry infill and wood panel infill to suit stock window sizes. This starkly detracts from the historic aspect of the building.



Tuck Pointing with an Appropriate Mortar Material.

- Masonry replacement and/or repair should only be done with appropriate materials.
- 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. 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.
- Cladding hides interesting details that can enhance the building's identity. If, after removing the covering material, portions of the original must be replaced, use a material that is similar to the original in color and texture.

Louisiana, Missouri



Masonry Detail and Cornice

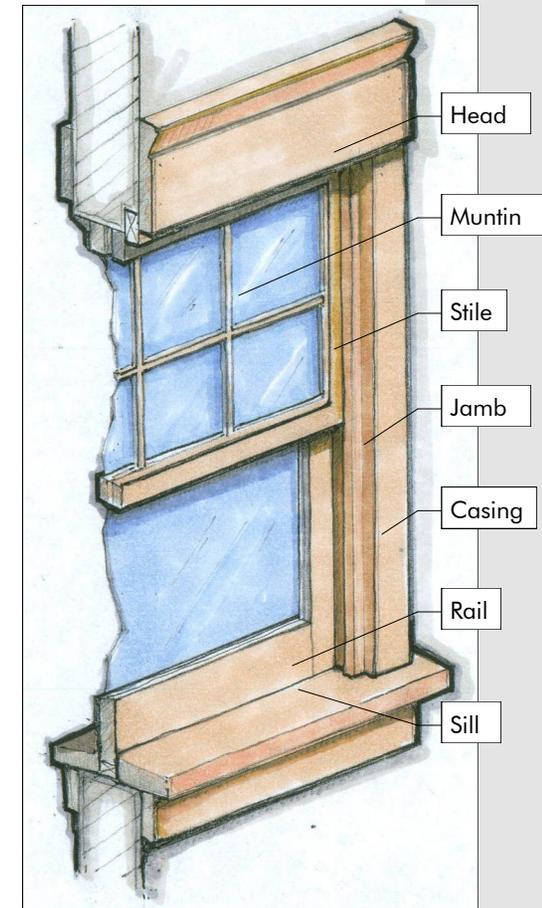


Preserved Masonry

2.1.9 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.

Louisiana, Missouri



Building Which Preserves Significant Window Features.



New Windows Maintain Integrity of Historic Building.

2.1.10 Architectural Details

- Replacement of missing cornices or architectural elements should be based on accurate duplications of original features. In some cases, an entire detail must be reconstructed. In the event 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.

2.1.11 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 doors 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.



Buildings Retail Original Detail.

2.1.12 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.



Existing Awnings in Downtown Louisiana

2.1.13 Storefronts

2.1.13.1 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 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.

2.1.13.2 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.



Building Maintains Original Storefront Features

2.1.13.3 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.

2.1.13.4 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 as necessary.



Original Transoms Have Been Preserved



Original Transoms Have Been Covered.

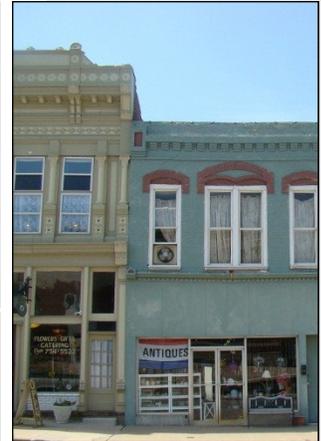
Louisiana, Missouri

2.1.14 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 Louisiana's Downtown:

2.1.14.1 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.
- 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.



Existing Building Signage in Downtown Louisiana.



- 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 in longer service for 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.

2.1.14.2 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 a 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. Some signs also have the letters outlined in neon.



Existing Signage in Downtown Louisiana.

- 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.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window.

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.

Louisiana, Missouri



Projecting Sign



Window Signage.

- 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.



Window Signage



Awning Signage

- 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 downtown façade. These awnings should be removed and points of attachment repaired on the building facade.

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.

Louisiana, Missouri



Free-standing entrance sign.
(St. Charles, Missouri)



Signboards on sidewalk.
(Hannibal, Missouri)

2.1.14.3 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.

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 less, 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.



Signage Examples

2.1.15 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.



Use lighting to highlight building, signage & entrances.
(St. Charles, Missouri)



Lights Highlight Entrance & Signage.
(Washington, Missouri)

Louisiana, Missouri

2.1.16 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.

2.1.16.1 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 of shelter.

2.1.16.2 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.
- 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.



Well maintained rear entrance & upper rear façade.
(St. Charles, Missouri)



Rear Entrance with good variety of landscape.
(St. Charles, Missouri)

2.1.16.3 Fences:

- Fences should be designed to harmonize with the surrounding structures in both scale and color.
- Some materials which may be appropriate include masonry, wood, ornamental metal and wrought-iron.

2.1.16.4 Trash Dumpsters, Ancillary Structures, & 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.



Screened waste receptacles and dumpsters.



Regulations for property owners and refuse haulers should be enforced.

2.1.17 Accessibility

Historically, most buildings and landscapes were not designed to be readily accessible for people with disabilities. In recent years, however, emphasis has been placed on preserving historically significant properties, and on making these properties and the activities within them more accessible to people with disabilities. With the passage of the Americans with Disabilities Act in 1990, access to properties open to the public is now a civil right. The design guidelines introduced should not prevent or inhibit compliance with accessibility laws.

A three step approach is recommended:

- 1) Review the historical significance of the property and identify character-defining features;
- 2) Assess the property's existing and required level of accessibility; and
- 3) Evaluate accessibility options within a preservation context.
 - All new construction should comply completely with the Americans with Disabilities Act (ADA).
 - Owners of historic properties should also comply with the ADA to the fullest extent, while also preserving the integrity and features of the building.
 - If primary public entrance cannot achieve ADA compliance (without permanent damage to character-defining features) at least one entrance used by the public should be made accessible. This can be accomplished by incorporating ramps, installing wheelchair lifts, considering a new entrance (in an appropriate location), retrofitting doors, and making curb cuts.
 - Special provisions allow some alternative solutions in meeting ADA standards for historic buildings. For example, some building owners may have placed ramps within interior spaces so not to interfere with the historic storefront.
 - Consult with the City of Louisiana or the Missouri Department of Natural Resources, Historic Preservation Program, for more information regarding compliance or alternative solutions in meeting the ADA

2.1.18 Building Color Guidelines

Color can enhance the details and patterns of façades. The most effective and economical schemes often start with the natural colors of the building materials themselves as a base, such as the red of many brick buildings. The following techniques should be encouraged:

- Use only one base color for the majority of the background wall surface, but use a different color for accents. Do not paint a building entirely one color.
- Base colors should be muted earth tones or pastels.
- Look for “built-in” features of the façade that can be highlighted with an accent color.
- Window frames, sills, moldings, and cornices are potential elements to highlight with a contrasting color.
- Use bright colors only in small amounts. Place them at the first floor level to direct the customer’s eyes to the business.
- Consider accent colors for signs, awnings, and entrance doors.

The use of various color schemes for buildings should receive an approval process. Such process could be developed through the existing building code and permit approval process. Existing codes may need to be supplemented or an architectural review board may be needed for Downtown projects. Such supplements or board would help to implement the design guidelines for Downtown Louisiana.



Example of a good use of color which accents the building entrance. (Washington, Missouri)



Block that follows same basic design principles. (St. Charles, Missouri)

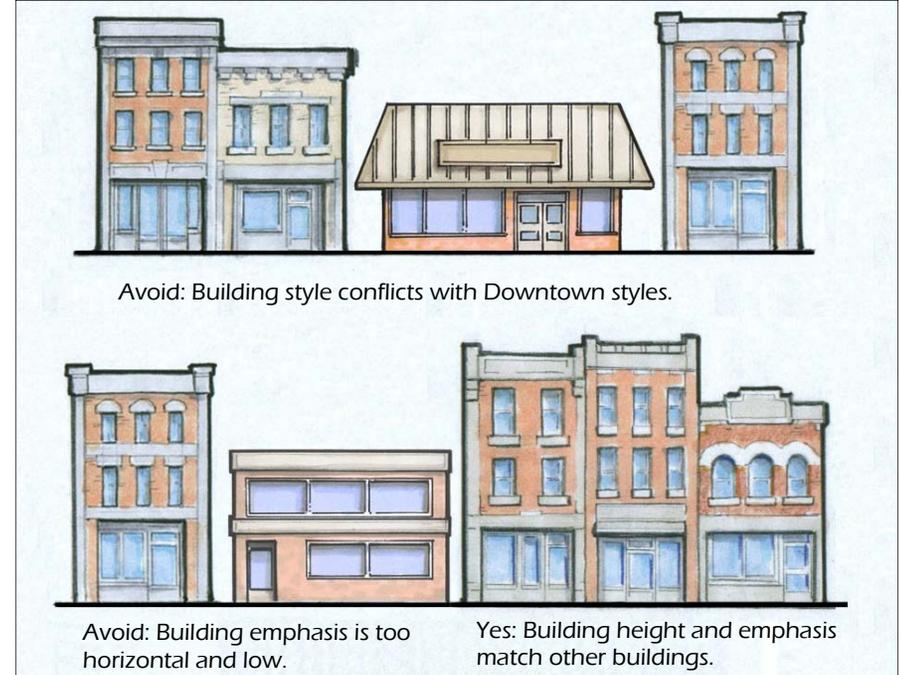
3.0 NEW CONSTRUCTION GUIDELINES

The design of any new structure within areas of historic construction is of great importance because it must be compatible with existing structures and must harmonize with the visual characteristics of the neighborhood.

The following guidelines for new construction cover additions to existing buildings as well as entirely new infill buildings within the historic districts. These guidelines are not intended to dictate particular architectural styles or features. They are intended to identify a range of design options that will encourage new development that is harmonious with the character of the districts. The important elements to consider in new construction are scale, design quality, and relationship to neighboring buildings, rather than the degree to which new construction imitates an historic style or period.

It is best to avoid recreating historical styles or themes in order to avoid a “theme park” type of atmosphere. While new buildings can be inspired by past design, creating a false past should be avoided.

- New construction should be of design considerate of traditional storefront elements described in these guidelines or on nearby historic buildings that contribute to the fabric of Downtown.
- Use a simple design, complementary to the Downtown, with three basic elements; a unified paint and color scheme, an awning, and non-intrusive signage.
- Emphasize horizontal features that can align with other buildings.



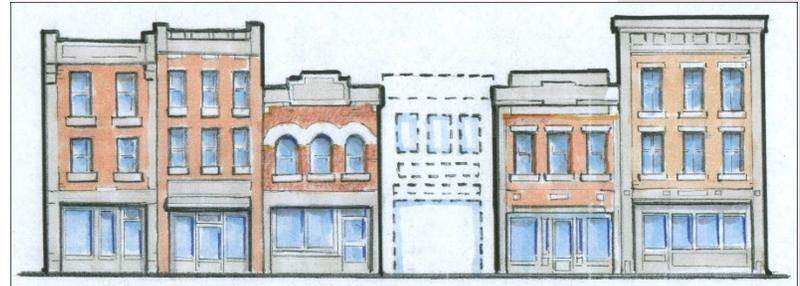
Louisiana, Missouri

New construction should be compatible with the rhythm of neighboring buildings along the street. Rhythm is defined by the relationship of buildings to open space along the street, the relationship of solids to voids on building façades, and the relationship of entrance and porch projections to the street. The directional emphasis—whether vertical or horizontal in character—of new construction should relate to that of neighboring buildings.

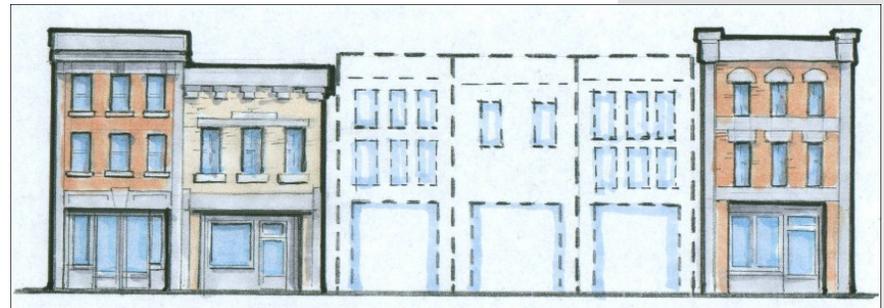
The defined rhythm of Louisiana should be maintained along a street frontage by adhering to uniform lot widths, building widths, and window spacing.

- 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.

New construction should be evaluated in terms of the following: siting, massing, rhythm and directional emphasis, materials, and building elements.



New buildings are same in scale and are aligned with sidewalks.



New buildings follow the rhythm of existing buildings.

3.1 Design Guidelines for Residential Buildings

3.1.1 Building Orientation

The setback and orientation of new buildings in historic districts should align with neighboring historic buildings. Within Downtown Louisiana, 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.

3.1.2 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.

3.1.3 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. Although the front porch is uncommon in modern construction, the inclusion of porches may be important in new construction within Downtown.



Existing Residential Unit in Downtown Louisiana.



Residential Unit under going Restoration in Downtown

3.2 Design Guidelines for Commercial Buildings

3.2.1 Building Orientation

The setback and orientation of new buildings in historic districts should align with neighboring historic buildings. Within the Downtown Louisiana, 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.

3.2.2 Building Form and Scale

New construction should conform to the massing proportion, volume, scale, and height of neighboring buildings. The bulk and area requirements in the zoning ordinance regulate the specific height and area coverage of buildings allowed in the historic districts.

3.2.3 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.

3.2.4 Architectural Character

Traditional commercial storefront is the most common building type seen in Downtown Louisiana, however other historic styles are also in Downtown. New construction should draw upon these styles of historic building and traditional storefronts.



Existing Streetscape.

3.3 SUSTAINABLE DESIGN

3.3.1 Introduction

The construction of sites and buildings have a significant impact on the natural environment. The operations of a site and 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.

Downtown Louisiana is a built environment of many historic buildings, modern buildings, public streets, parking lots, a few vacant lots and open space. Sustainable Design measures can be applied to both existing buildings and new buildings. The U. S. Green Building Council (USGBC) has become the leading organization in developing standards for sustainable design and operations of buildings. The U. S. Green Building Council'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.



Permeable pavers for parking area allow stormwater to percolate back into the soil and groundwater.



Interior flooring fabricated from bamboo, a rapidly renewable resource.

For additional information beyond these guidelines, numerous resources exists, such as the following:

- U. S. Green Building Council (USGBC)	www.usgbc.org
- Whole Building Design Guide	www.wbdg.org
- American Society for Testing and Materials International (ASTM) ASTM E2432— Standard Guide for General Principles of Sustainability Relative to Buildings	www.astm.Standards.e2432.htm

3.3.2 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 building 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 stormwater run off from the site. Use best management practices (BMP) to limit stormwater run off, clean storm water and trap pollutants in the water before discharging into 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.



“Green Roofs” reduce stormwater runoff, reduce heat gain and provide aesthetics for building users.



Solar panels provide an additional energy source for building power needs.

- **Optimal Energy Use:** The operation of a site and building identify methods for increased energy efficiency or use renewable resources such as solar or geo-thermal 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 not toxic to the environment or occupants.

3.3.3 Elements

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

- **Parking and Service Areas:** Minimize stormwater runoff by using pervious pavement materials such as pervious paver systems or pervious concrete. Such systems will allow stormwater to percolate into the soil and not into the public stormwater 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 wheatboard 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 water heater.



Rain Garden in Parking Lot. (Seattle, Washington)

- **Solar Energy Alternatives:** Install solar panels to supplement the power system for commercial and residential buildings. Utilize prefabricated solar water heaters to provide the majority of the hot water needs for buildings.
- **Stewardship:** New wood products, including construction lumber, should be certified by the Forest Stewardship Council, which promotes responsible forest management.
- **Lighting:** Develop a lighting plan for public spaces which minimizes excessive lighting, which affects night sky viewing and the migratory patterns of birds. Flags which require lighting should be lit from the top shining down on the flags instead of being lit from the ground, projecting light into the sky.
- **Operations:** Use timers on public fountains and lights in non-essential areas to shut off lights after 1:00 a.m., in order to reduce energy consumption.
- **Landscaping:** Plant native landscape materials which can survive on natural rainfall once established.
- **Street Furnishings:** Specify site furnishings such as benches, waste receptacles, bollards, and planters which are made from recycled plastic materials.
- **Water Conservation:** Capture rain water runoff from roofs in rain barrels for irrigation use or direct to rain gardens on site. Inside buildings, consider waterless urinals or low flow water closets to limit potable water use.



Rain garden with native landscape plants.



Permeable pavement system installation.

4.0 STREETSCAPE DESIGN GUIDELINES

4.1 Design Guidelines for Public Streets

The term Streetscape typically refers to exterior public spaces located between the building façades on one side of the street and the building façades on the other side of the street. An organized streetscape combines many design elements to create an inviting and attractive public street.

4.1.1 Design Coordination

A comprehensive design approach to the Downtown will result in a more successful project. Downtown Louisiana can display a sense of order and rhythm through the repetition of design elements of buildings and street furnishings. A sense of arrival should exist upon entering the Downtown.

- The Downtown should have well maintained streets and walks.
- Particular care should be devoted to the main entries and corridors into Downtown, as these will be the first impressions of the downtown area.
- Good, clear signage provides an invitation to enter, navigate downtown and visit attractions.
- Establishing uniformity in streetscape furnishings helps to give a visual cohesiveness to the downtown district.

4.1.2 Infrastructure

- Curbs should be in good repair and a consistent material along the street. There should be no gaps or areas of uneven elevation along the curb line.
- Sidewalks at all street intersections should have accessible curb ramps.
- Poorly working storm drains can create an undesirable situation at street intersections when runoff water collects in large pools. This condition makes pedestrian access virtually impossible and must be corrected.



Curb in Disrepair.



Example of New Curb.

- Overhead utilities may pose a visual distraction from the overall unity of downtown. Although costly, relocation of overhead utilities should be considered, especially with each new development/redevelopment project.
- New or replacement curbs should be vertical curbs.

4.1.3 ADA Accessibility

Accessibility on public sidewalks is required by law, per the Americans with Disabilities Act (ADA). Without the required curb ramps, sidewalk travel in urban areas is dangerous, difficult, and in some cases impossible for people who use wheelchairs, scooters, and other mobility aids. Curb ramps allow people with mobility impairments to have access to the sidewalks and buildings.

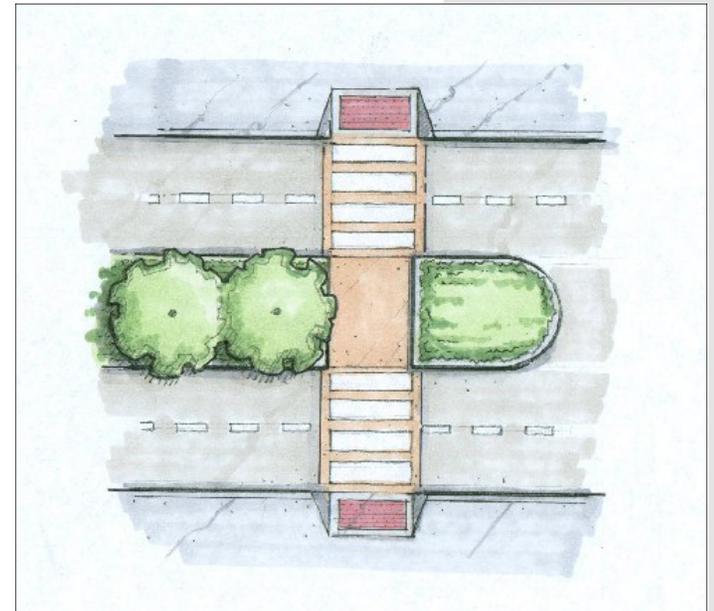
4.1.4 Pedestrian Access and Sidewalks

- A clean, clear and well-lit pathway for pedestrians should be provided from any remote parking area to the Downtown. This pathway will also need to comply with Federal ADA Accessibility Guidelines.
- Sidewalks should run continuously through an entire block to create a clearly defined pedestrian pathway and minimizing conflicts between people and vehicles.
- All roadway crosswalks should be clearly marked with signage and striping.

Louisiana, Missouri



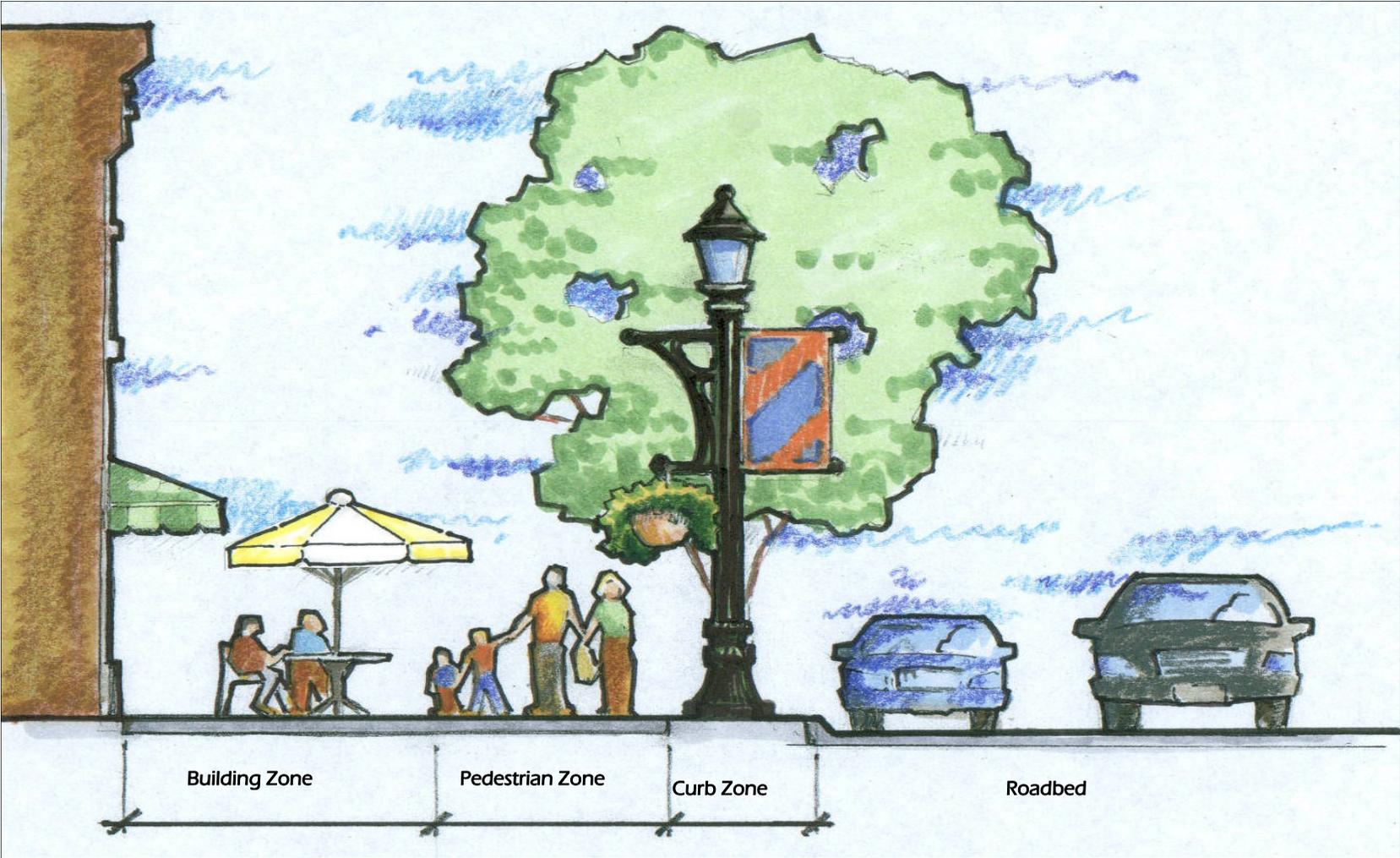
ADA Accessible Crosswalk Ramp.



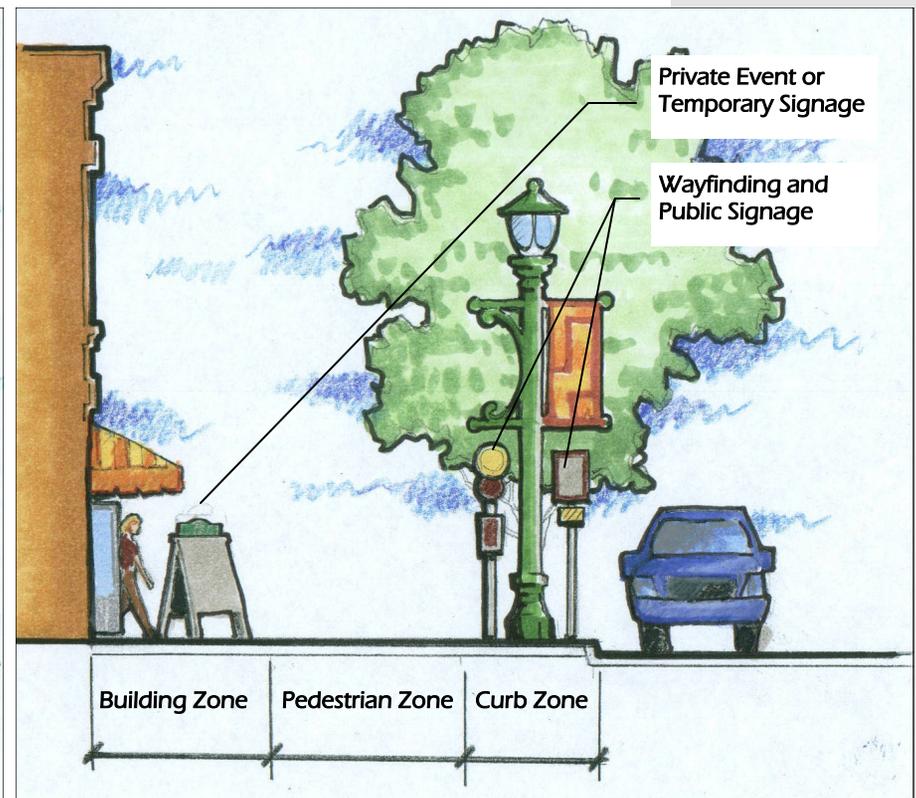
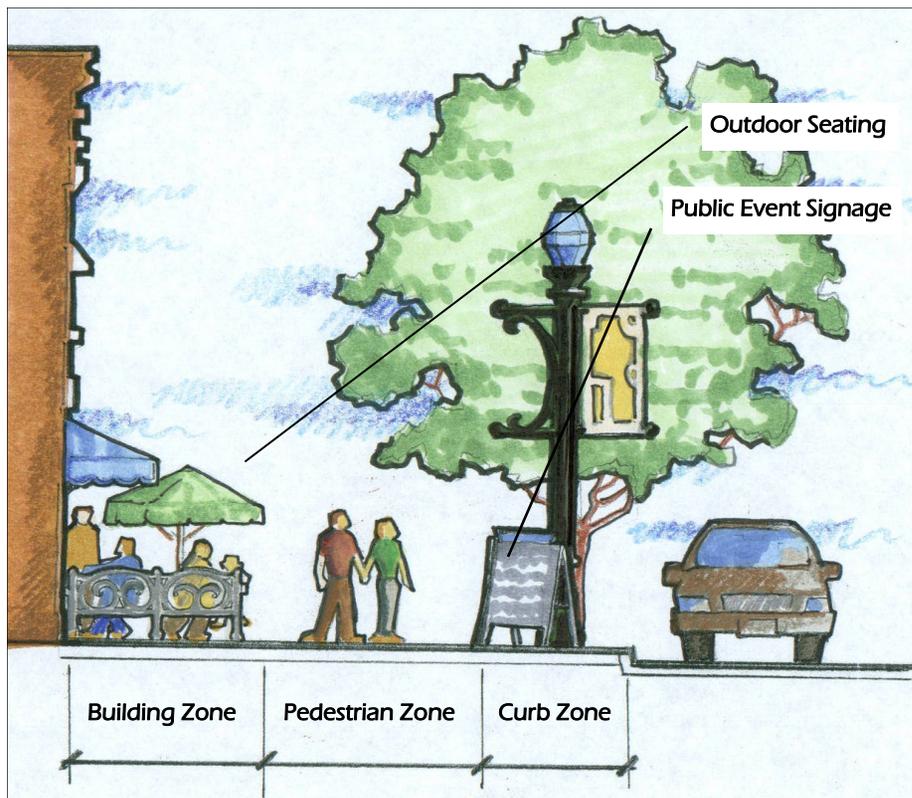
Suggestions for Crosswalk Alignment and Designation.

4.1.5 Sidewalk Zones

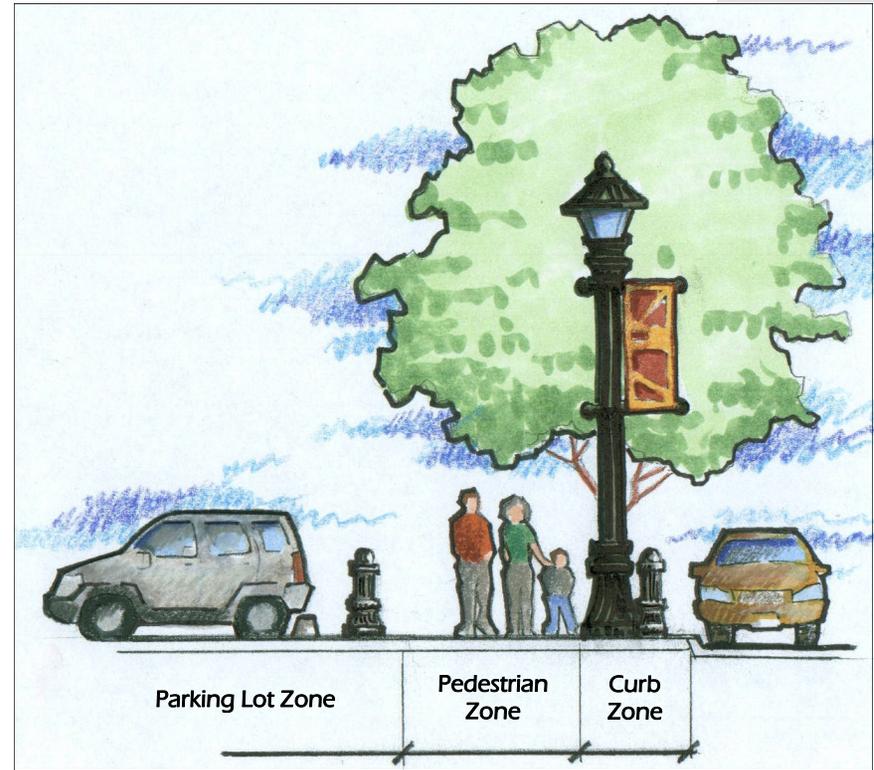
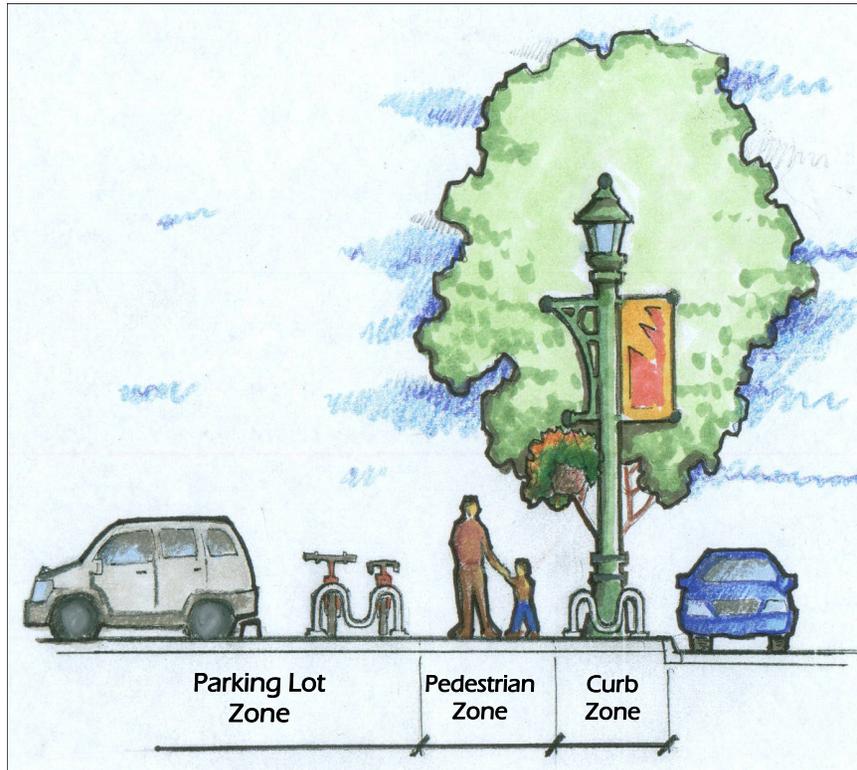
Appropriate zones in front of a building should be maintained. The Building Zone, Pedestrian Zone, and Curb Zone all have unique characteristics that should be regulated to ensure that private elements do not adversely impact public improvements.



- Aside from ADA accessible pavement improvements, Streetscape Amenities should remain clear of the Pedestrian Zone and allow for free movement of pedestrians. These elements will enhance the pedestrian experience, but must not obstruct them.
- Businesses should be informed on the importance of maintaining Sidewalk Zones. Each business should care for the zones within their building's street frontage.



- Items such as bicycle racks, bollards, and benches can add to the streetscape.
- Businesses should consider providing and maintaining such elements within their Building or Parking Lot Zones to enhance service to their patrons.



4.1.6 Fountains and Public Art

The introduction of fountains and public art can enhance Downtown Louisiana and the pedestrian experience. These features will be most effective as simple interactive elements which Downtown visitors can enjoy.

- Fountain water should be left in its natural state (no coloring).
- Pedestrians should be allowed to touch and splash in the water of a fountain, where codes allow.
- Fountains can be combined with signage and landscaping to create a gateway for downtown.
- Fountains should receive regular maintenance by properly trained staff.
- Repairs to fountains should be performed by a qualified professional.
- Public art and sculpture should be of high quality, produced by a trained professional.
- Graffiti and vandalism of public art should be repaired as soon as possible.
- Temporary and seasonal art exhibits should be encouraged to showcase Downtown Louisiana as a center for art.
- Public art should, if possible, reflect local stories or history.
- Public art can also serve as memorial to local persons or to commemorate historical events.



Examples of Public Fountains.



Examples of Public Art.

4.1.7 Signs and Banners

Signage should be used to identify, define and promote the downtown area and its activities. Individual building and business signage is discussed in Section II. A. 8). Wayfinding techniques and components to assist in navigation through the area will be addressed in Section V. Some basic guidelines for effective usage of signage are as follows:

- Street name signs should be chosen and installed that are distinctively different from the street name signs located in the rest of the community. This will reinforce a feeling of 'place' in Downtown Louisiana.
- The style of the street name and street address signs should complement if not match completely.
- In an effort to reduce visual clutter, regulation and direction signage should be combined where possible.
- Banners and other temporary signs should be allowed, but restricted as to size, prevalence, and length of display.
- Hung from the light poles, seasonal banners or decorations approved by the City can create seasonally festive streets.
- Banners can add a sense of civic identity while providing information about upcoming events or festivals.
- Banners should be well designed and are most effective with a simple design, repeated throughout downtown, and with minimal lettering. Sponsor panels should only be allowed within a uniform design panel.
- The banner brackets used for these banners should be maintained by the City.
- Banners should be changed on a regular schedule and replaced as needed. Banners which have been faded or worn due to long term use, should be replaced.
- Balloons, pennants, and other distracting sign novelties should be strictly regulated in the Downtown area.
- Murals must have an artistic component and must meet approval by the City. Murals should be professionally installed. Any mural not approved should be considered in violation of the sign code.

Existing Banner Signage.

4.1.8 Parking and Service Areas

- Adequate parking to support business and retail tenants must be provided. Street parking will accommodate some but not all of the required parking spaces.
- Parking lots on previously vacant property near Downtown is a good solution for additional parking spaces.
- Provide planting buffers at the edges of parking lots or use decorative paving to define the site border.
- Include landscape islands throughout the lot. This will improve the aesthetics and minimize the storm water run-off.
- Side or rear locations off the main street are preferred for parking lots.
- A clear and well lit pathway for pedestrians from any parking area should be provided.
- The street, alley and sidewalk pavement should be in good condition with no tripping hazards for pedestrians.
- Crosswalks should be clearly marked and free of obstacles to provide a clear view for traffic.
- Care must also be taken that lots are policed in the evening as they will tend to become a security concern for some patrons.

Louisiana, Missouri



Edges of Parking Lots is Buffered with Landscaping in Downtown. (Chillicothe, Missouri)



Regulation Signage Combined on Ornamental Post. (Washington, Missouri)

4.1.9 Lighting

Streetscape lighting should enhance the pedestrian and nighttime image of downtown while also providing an attractive installation during the day. Lighting guidelines are listed as follows:

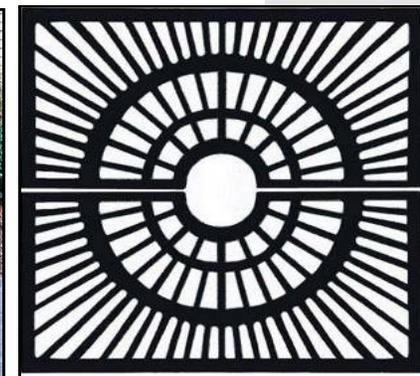
- The sidewalks should be provided with light to clearly define the walking surface.
- Storefront lighting can add to the pedestrian walkway illumination.
- Streetscape lights should be on 12'-14' height poles and project light down onto the sidewalk, not into second floor windows.
- Lighting should be uniform in style, type, height, and brightness throughout the area.
- The streetscape lights used in the current streetscape plans should be continued throughout the downtown
- Light poles with brackets for banners and electrical outlets can effectively display temporary or seasonal decorations.
- An overall lighting design strategy should be developed to ensure appropriate lighting levels.
- The lighting plan should address parking areas, rear building entrances, and alleys.



Existing Streetlights

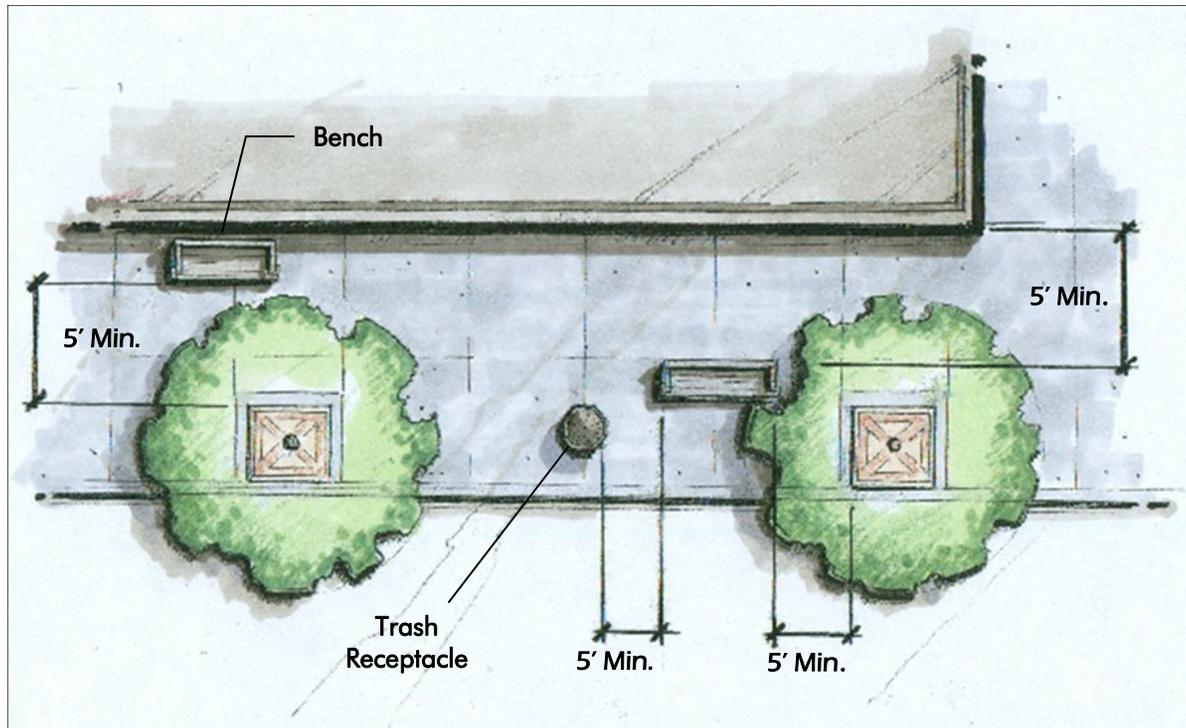
4.1.10 Site Furnishings

- Benches within the streetscape encourage social interaction which contributes to a successful Downtown.
- Planters and window boxes provide seasonal color and can be a volunteer opportunity if maintained by a local club or organization.
- Public art and sculpture add to the identity of Downtown.
- Trash receptacles help to keep Downtown clean.
- Grouped together, such furnishings will enhance the downtown and provide a gathering place for pedestrians.
- Furnishings should be coordinated with light and sign poles to present a unified look to the streetscape.
- Street furnishing will invite people to walk around and linger in the downtown.



Proposed site furnishings for Downtown Louisiana.

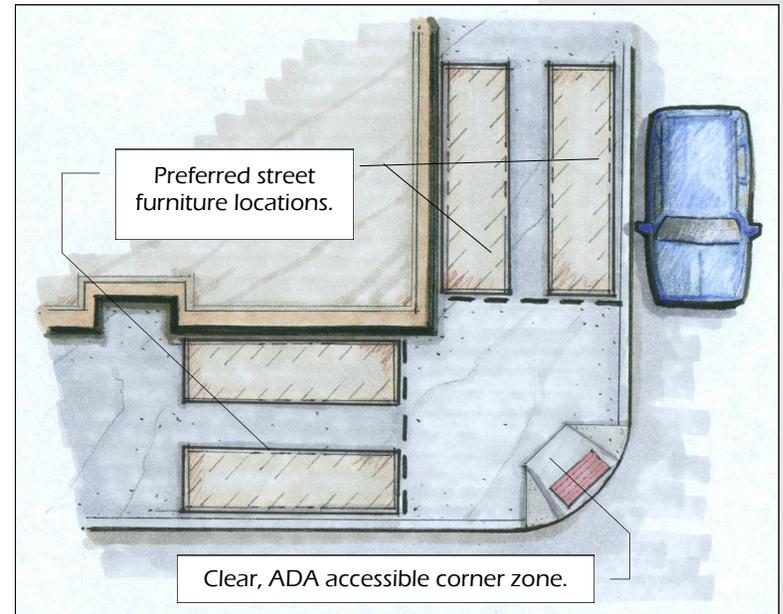
- The minimum distances shown represent suggestions for spacing of site furnishings. Actual distances may vary due to site conditions.



4.1.11 Outdoor Café Seating

Outdoor Café Seating or sidewalk seating is a good option for restaurant/business patrons and can contribute to the life of a street. Seating areas for restaurants should be encouraged, but monitored by the City. The following are suggestions for proper arrangement:

- Areas should be located in the sidewalk area fronting the restaurant.
- Allow a clear and unencumbered path along the sidewalk for pedestrian traffic or be located close enough to the building. In either case the sidewalk must maintain ADA compliance. The restaurant owner is responsible for keeping the sidewalk and this pathway clear at all times.
- Areas adjacent to the building should not block entrances or exits to the building.
- Provide a clearly defined area connected with the restaurant.
- Utilize appropriate umbrellas or other patron covering in a uniform color, matching the building colors, and with only the restaurant name. Any other wording or message should not be allowed.
- Temporary outdoor seating material must be kept in top condition to provide an attractive image for the restaurant and all of downtown. Such furnishings should be durable, weatherproof, and sturdy enough to prevent movement by winds.
- Plastic furnishings should not be used.
- Furnishings should be stored in a secure location.



Proper location of cafés is important for safety, access, and service.



Outdoor café seating.
(St. Louis, Missouri)



Outdoor café seating.
(University City, Missouri)

4.1.12 Landscaping

Landscaping zones can also be identified along side streets to complement, but not obstruct building façades.

- Landscaping in front of a business is recommended. Plants in movable containers should be considered where no available landscape planting area is available. Containers should never be placed in the pedestrian pathway, but rather, immediately adjacent to buildings or curbs.
- Trees work best when planted in groups or islands where they can thrive in larger volumes of soil.
- Trees and shrubs should be of a hardy variety, common to the region but specified at a size which will allow a minimum of seven feet of vertical clearance before any lateral branching begins.
- Trees should also be chosen for their root growth structure. Specify varieties with downward growing taproots, not lateral growth 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.
- Locate plantings in traditional areas of the site. Plantings along fences, walks, foundations, and at porch edges are good locations.
- Landscaping should be installed adjacent to alleys, driveways and other areas in between buildings.
- Garden clubs or volunteers should be encouraged to help maintain landscaping of perennials and annuals on public property.

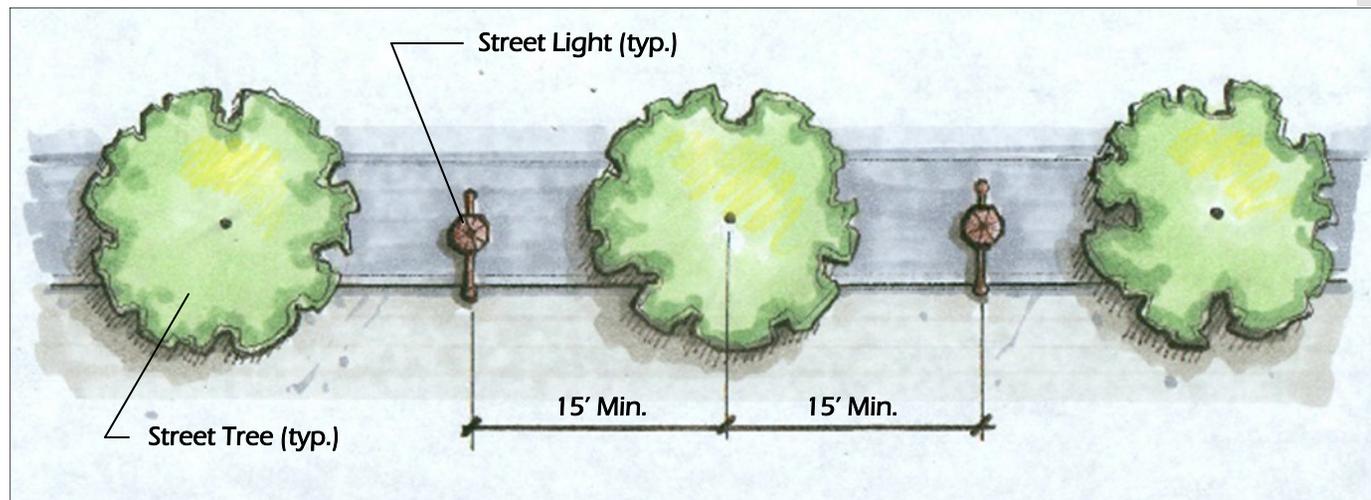


Good example of landscaping along an alley.
(Louisiana, Missouri)



Containers with seasonal landscaping at a store entrance. (Washington, Missouri)

- The minimum distances shown represent suggestions for spacing of street trees in relation to street lights. Actual distances may vary due to site conditions.
- Street Trees should be located based on existing conditions to minimize blocking the view of store windows, door ways and signs.



4.1.13 Bicycles

A downtown area should not only be pedestrian friendly, but bicycle friendly as well. The scale of the downtown makes bicycle travel an enjoyable means of transportation in Louisiana. Downtown plans should implement bicycle facilities which can be used by local citizens and tourists. The city should identify opportunities for future bicycle facilities in downtown and throughout the community. Such facilities may include the following:

- Bicycle racks which should have the uniform design of materials, color and style as other site furnishings.
- Directional and regulatory street signage which identifies local streets as bike routes and share the road routes.
- Wayfinding signage to direct cyclists to various destinations within downtown.
- Public restrooms and drinking fountains available for cyclists.
- Dedicated bicycle lanes on streets, where feasible and possible.

The City of Louisiana should promote the use of cycling to and through the town. Developing a bicycle network plan which would identify local streets as the defined bike routes through town, would provide a safe and well organized plan for cyclists and automobile drivers to understand. Implementing bicycle facilities will provide an alternative means of transportation and another recreational experience for visitors and locals.

4.1.14 Franchise Architecture

Large franchises and national chains typically have a 'downtown style' in addition to their trademarked brand. Louisiana should insist that companies use a downtown design standard and adapt their brand to create a building front which compliments the Downtown.



Bicycle racks.
(Webster Groves, Missouri)



Examples of bicycle signage.
(St. Louis, Missouri)

4.2 WAYFINDING

4.2.1 Wayfinding Principles

Wayfinding is an indispensable tool for directing travelers to destinations while at the same time creating a positive first impression. The term wayfinding was originally coined by Kevin Lynch in his seminal 1960 book *The Image of the City*. Lynch presented the concept that people use a cognitive map to move through their environment to their destination. Wayfinding develops a system to assist travelers in interpreting the map.

Wayfinding systems have been used for many years in institutions such as colleges and corporate headquarters. As it is commonly recognized today wayfinding helps travelers find their way to the destination, in this case Downtown.

In relation to community planning and specifically to Downtown Louisiana, the goal of the wayfinding system is to make the journey to Downtown as transparent and seamless as possible. Furthermore, by taking a comprehensive approach in developing the wayfinding system it can reinforce the community's unique identity and sense of place. This can be accomplished through four main aspects that can be controlled and enhanced through appropriate design and building codes:

Architecture:

- Visual clues of buildings and other features of a street aid people in knowing their location and the direction of their destination without the use of signage.
- Noble architecture serves as landmarks and orientation points. These points are often destinations as well as starting points and other wayfinding techniques should utilize this aspect. City Hall, the Library, and the Church Columns are good examples of landmark architecture in Downtown Louisiana.
- Buildings have visual aids, such as pediments or lights, that draw our eyes to where we expect an entrance or a shop window to be located.

Sight Lines:

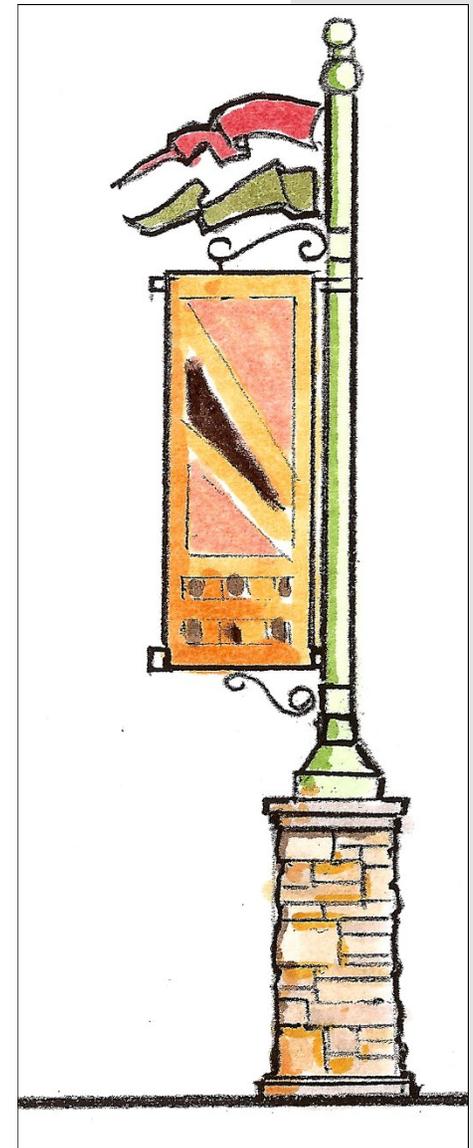
- The motorist will feel most comfortable in maintaining visual contact with his or her destination and will want to make as few direction changes as possible.
- Clean and clear lines of sight at key intersections should be maintained.
- Avoid allowing buildings to encroach or block these lines.
- Repetitive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

Lighting:

- Lighting can be used to define routes and pathways.
- Warmly lit storefronts and entrances draw the eye and provide the customer with the information needed to locate the business.
- A repetitive line of lighting can be a very effective navigation tool.
- Poor lighting causes missed information and leaves an unsafe impression.

Signage:

- Uniform signage at important decision points is a critical element of downtown wayfinding.
- Excessive signage will lessen the effectiveness of individual signs. Fewer, easy to read, appropriately placed signs are preferred.



Historic district gateway sign.

4.2.2 Wayfinding Components

Wayfinding systems are made up of components that create an arrival sequence to the Downtown. The system consists of common themed signs, of various types that direct travelers to attractions.

A successful wayfinding system is made up of many components that can be utilized in a variety of configurations. Some communities may require only a few of the components or can gradually add components into a complete system. Determining how many of the components a wayfinding system needs, depends upon the size, number and type of street.

Arterial and local collector streets are typically the location of gateway, historic, historic district, and trailblazing signs. These streets comprise the transportation corridors which focus the traveler into the downtown. They are discussed in detail as follows:

- Historic District Corridor— The central component and primary focus of the streetscape improvements and wayfinding system. This corridor includes the final approach, as well as the main arteries of the historic district. Signage types for this corridor typically include Historical District Gateway and Proximity signs.
- Residential/Commercial Entry Corridor— The areas immediately surrounding Downtown, a secondary focus for streetscape improvements and primary focus for residential improvement programs. Usually contain a small to moderate amount of commercial businesses, converted residential, and residential. Signage types for this corridor typically include Trailblazing and Proximity signs.
- Commercial Entry Corridor— Typically the beginning of the wayfinding system for travelers. The corridor consists of commercial and institutional uses and should focus on simple design treatments that reflect the scale and traffic. Signage types for this corridor typically include Primary Gateway and Trailblazing signs.



Brochure Kiosk in
Downtown Louisiana

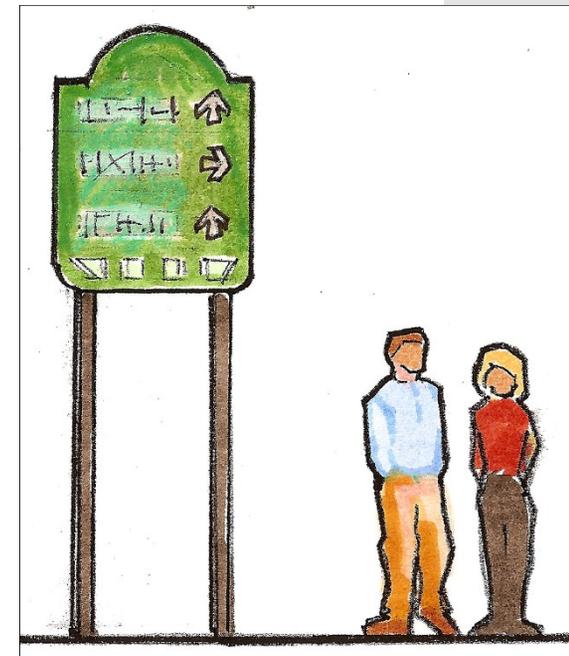


Wayfinding signage
(Webster Groves, Missouri)

As stated earlier, a successful wayfinding system is made up of many components, including but not limited to these categories of signage:

- Primary Gateway Sign— Serves as the “Welcome” to a visitor, creating the first impression of the community. The sign should be significant, serving as a landmark.
- Trailblazer Sign— Utilitarian purpose combined with unique branding and design elements. Attractions to consider as destinations on Trailblazer Signs include; Downtown, Historic Districts, museums, event areas, government offices, parking, colleges/universities, and visitor centers. Signs should be located at or near a key transportation node.
- Historic District Gateway Sign— Creates a boundary for the Historic District, should be used within the Historic District Corridor. These signs should reflect the size, scale and character of the architecture within the district.
- Proximity Signs— In close proximity of the attractions these signs direct visitors to the destination.

All signs and banners included in the wayfinding system should have a simple and uniform design. Above all, the signs need to be brief and easy to read with large type face, appropriate coloring, and adequate character spacing. The wayfinding system signs should be unique and stand out in their surroundings. Sign guidelines should be developed using the Manual of Uniform Traffic Control Devices, published by the Federal Highway Administration (FHWA).



Trailblazer sign

5.0 DOWNTOWN LOUISIANA SIGNATURE PROJECTS

5.1 Proposed Improvements: Georgia Street



- Remove frame, metal & shingled canopies.
- Restore original windows.
- Restore original entrances.
- Restore masonry veneer.
- Restore transom windows.
- Restore cornice where applicable.
- Utilize canvas/fabric awnings.
- Remove paint from masonry façade using correct removal methods.
- Install business signage of appropriate scale and design above door.
- Use compatible paint colors.
- Provide appropriately scaled area for signage.
- Utilize ornaments sign lighting.
- Streetscape of lights, trees & site furnishings.

5.1 Proposed Improvements: Georgia Street (1 of 3)

Existing Façade



- Restore transom windows.
- Restore original windows.
- Use compatible paint colors/.
- Install business signage of appropriate scale and design above door.
- Restore 2nd floor entrance.
- Restore second floor windows with new windows of appropriate scale.
- Install lights and business signage of appropriate scale and design.

Proposed Façade



5.1 Proposed Improvements: Georgia Street (2 of 3)

Existing Façade



- Restore 2nd floor windows and window frames with new windows of appropriate scale..
- Restore transom windows.
- Restore brick and paint.
- Restore cornice.
- Restore storefront entrances
- Restore 2nd floor entrance.
- Install business signage of appropriate scale and design above door.
- Install lights and business signage of appropriate scale and design.

Proposed Façade



5.1 Proposed Improvements: Georgia Street (3 of 3)

Existing Façade

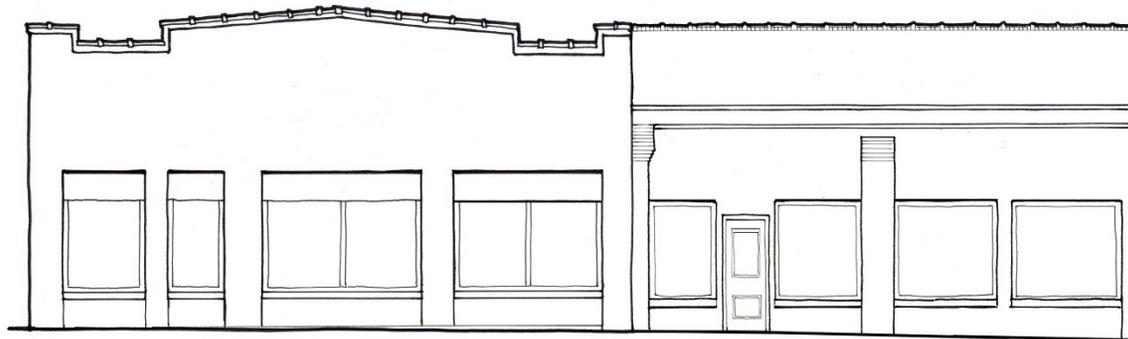


- Restore 2nd floor windows and window frames with new windows of appropriate scale.
- Restore transom windows.
- Restore brick and paint.
- Restore cornice.
- Restore storefront entrances and windows.
- Restore 2nd floor entrance.
- Install business signage of appropriate scale and design above door.
- Install lights and business signage of appropriate scale and design.

Proposed Façade



Proposed Improvements: Georgia Street



- Remove frame, metal & shingled canopies.
- Remove metal siding from facades.
- Restore original windows.
- Restore original entrances.
- Restore masonry veneer.
- Restore transom windows.
- Restore cornice where applicable.
- Utilize canvas/fabric awnings.
- Provide appropriately scaled area for signage.
- Utilize ornaments sign lighting.
- Streetscape of lights, trees & site furnishings.

APPENDICES

APPENDIX A: SECRETARY OF THE INTERIOR STANDARDS FOR REHABILITATION

(36 CFR Part 67)

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

APPENDIX B: 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.

FAÇADE: 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.

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 facade 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.