

# Maryville, Missouri



DOWNTOWN  
REVITALIZATION &  
ECONOMIC  
ASSISTANCE FOR  
MISSOURI

BUILDING  
DESIGN GUIDELINES

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## ACKNOWLEDGMENTS



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## 1.0 INTRODUCTION

### 1.1 History and Heritage of Maryville, Missouri

Maryville is the county seat of Nodaway County and is located in northwest Missouri, approximately 20 miles south of the Iowa border. The City is centered between Omaha, Nebraska, and Des Moines, Iowa, and Kansas City, Missouri and has a current population of almost 11,000 people.

The City was organized on February 14, 1845 and named for Mary Graham, wife of then County Clerk Amos Graham. Initially a trade center for early settlers, in 1905 it became the home of Northwest Missouri State University. Maryville remains anchored by the University, which has a current enrollment of approximately 6,500 students.

Downtown Maryville is the center of government. City Hall, the Nodaway County Courthouse, County Administration Building, and other County offices are located Downtown. The historic Nodaway County Courthouse is located on the Downtown square. Downtown has a variety of retail businesses, offices, service, and residential uses. Most of the buildings in Downtown are multi-story brick construction. Some infill development has occurred and much of the upper floor space is occupied.



Nodaway County Courthouse

## 1.2 Background

After World War II there was a movement in America to remove all things that were considered old and replace them with something new and modern. In the intervening years, subtle, and not so subtle, changes took place that had a cumulative effect on the entire architectural environment. Original glass storefronts were replaced with smaller, economical windows and entrances. Upper facade windows were removed or completely covered. Building cornices and ornaments were eliminated in an attempt to “clean-up” the old looking façade. Historic character and qualities were replaced with new and featureless materials and design. In some cases, entire buildings have been demolished and replaced with new buildings that fail to account for the rhythm and scale of the surrounding buildings and street. The public elements of the streetscape were not spared either. Historic light poles and fixtures were replaced with out-of-scale “cobra-head” fixtures and poles. These changes have accumulated over the years and the sense of the main street community space was lost.

Often a central feature found in many downtowns, the county courthouse serves as a hub of activity. Maryville has other activity generators in, or near Downtown. The Maryville Public Library, Franklin Park, Northwest Missouri State University, U.S. Post Office, Eugene Field Elementary School, several churches, apartment buildings, and a few fraternity houses all contribute to Downtown activity. Main Street serves as a commercial corridor, but commercial uses can be found throughout the DREAM area.

Infill development has occurred, however, not always with a positive impact. Some of the infill and demolition of historic buildings has resulted in a loss of architectural character. Fortunately, many significant historic buildings remain that can be complemented and protected by implementing design guidelines. A previous planning document developed by the Campaign for Community Renewal (CCR) in 2007 suggested voluntary building design guidelines and some specific code changes. However, the CCR plan was not adopted in its entirety.

### **1.3 Purpose of this Document**

This document represents conceptual planning recommendations for the City of Maryville to consider regarding future policy and procedural decisions. This document will help to recapture the characteristics of existing buildings and guide new development. The concepts expressed are focused primarily on commercial buildings in the DREAM Study Area, although residential considerations are discussed.

Section 2.0 describes, generally, design guidelines for Downtown commercial buildings and includes examples of both good and poor building treatments.

Section 3.0 provides specific Maryville building design illustrations along with notations of building improvements. The two block area noted in this section was chosen by Maryville leaders after several meetings were initiated that included elected officials, City staff, Downtown businesses and property owners, residents, and the general public. The blocks chosen are on the west and north side of the Courthouse Square.

Section 4.0 describes general steps and implementation recommendations that the City can follow to establish building design guidelines.

Section 5.0 notes other Downtown design elements. The Maryville DREAM scope of services did not include a complete streetscape design task as the existing streetscape design has already been chosen by the community and is under construction. The purpose of this section is to provide Downtown leadership general guidance for future streetscape construction.

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## **2.0 BUILDING DESIGN GUIDELINES**

### **2.1 Background and Intent of Guidelines**

Maryville has many strong attributes upon which to build. Beginning with the original architecture on Downtown storefronts, and with the introduction of new buildings and structures into the fabric of Downtown, all elements should have a similar look and feel, establishing a composition or “theme” for the design of Downtown.

As property owners seek to invest in their buildings, they should be encouraged to seek professional guidance for rehabilitation or construction activities. Historic building rehabilitations should adhere to the Secretary of the Interior’s Standards for Rehabilitation. The Standards and various Preservation Briefs can be found at the National Park Service website; [www.nps.gov](http://www.nps.gov)

Encouragement for compliance can come in the form of incentive programs, including state and federal historic tax credits. Property owners interested in applying for historic tax credits should contact the Missouri State Historic Preservation Office; [www.dnr.mo.gov/shpo/](http://www.dnr.mo.gov/shpo/)

The façade design guidelines noted in the CCR document were not mandatory. The CCR guidelines discussed major components of buildings including awnings, signage, lighting, materials, & entrances.

This DREAM report considers the voluntary guidelines from the CCR document and combines them with sound planning practices in greater detail. The resulting recommendations in this DREAM report provide a basis for Maryville Officials and staff to make policy decisions that advance good design in the DREAM Study Area.

The vitality of Downtown rests with a respect of the context and character of the architecture. This character possessed a rhythm in the materials,

massing, and presence along Downtown streets. The architectural character helped to define Downtown prior to its deterioration. The intent is not to create an exact copy of the historic past, but to work within the existing fabric of Downtown buildings to provide complementary rehabilitations. The City must develop a sensible approach to the renewal of buildings including; the removal of undesired materials, adherence to the design guidelines, and firm and fair enforcement of the City building and maintenance codes.

The conceptual guidelines indicated herein are intended to be a base upon which the City government will launch an effort to establish specific guidelines throughout the DREAM boundary through Planning and Zoning. These concepts are recommended to allow flexibility for property owners while moving their rehabilitation efforts in a more consistent direction with good design principles.

Design guidelines can have a positive economic effect on Downtown by enhancing and protecting property values, promoting heritage tourism, and reinforcing the City's identity and marketability. Investment in historic neighborhoods and commercial areas has increased significantly in recent decades resulting in the stabilization and enhancement of property values.

Building façades, along with the public sidewalks and streets, make up the outdoor living room of Downtown Maryville. This space is at the center of the community and should be alive with activities and events. As such, the responsibility of proper redevelopment falls not just on the individual property owners and the City, but the community of Maryville residents. Individual building façades are owned and maintained by property owners. Street improvements, utilities and sidewalks are the responsibility of the City. But the residents will bring the area to life and need encouragement to view Downtown as a place where they want to shop, eat, visit, and meet. In Maryville, this also includes the University population of about 6,500 students.



University entrance monument sign

## 2.2 Downtown Fabric of Buildings

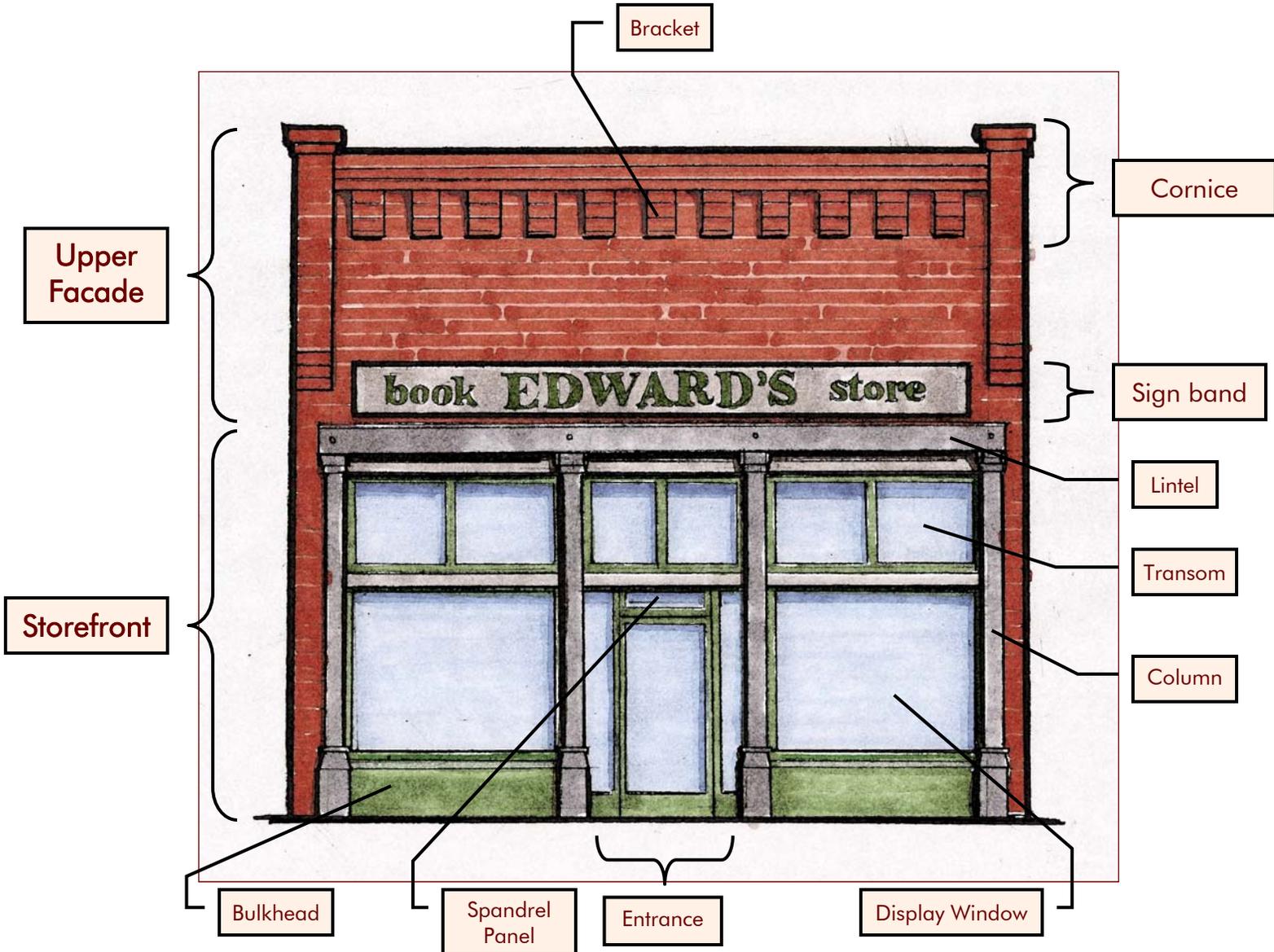
While these conceptual guidelines are written for Downtown Maryville, the recommendations are sound advice that might be applicable elsewhere in the community. These guidelines are written for commercial areas, although some residential considerations are discussed in **section 2.6**. The principles to be addressed, in many cases, can be altered and adapted to apply to the entire City or a specific neighborhood, but care should be taken that Downtown remains unique in character.

To successfully support the revitalization of Downtown Maryville, Downtown property owners, City staff, elected officials, and other community organizations will need to make a long-term commitment to an overall unifying theme, feel, and sense of atmosphere. This process takes time. This will be an ongoing effort that will evolve, pick-up speed, slow down, be applauded, and be criticized. The one constant should be the desire to adjust Downtown to an atmosphere that is attractive to Maryville residents and its visitors.

In the overall “fabric of Downtown” there will be 3 types of structures; those that contribute, those that detract, and those that do neither. The objective of these design guidelines is to maximize contributing elements and minimize detracting elements.

### 2.2.1 Building Zones

Improvements to 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 the diagram on the following page.



### 2.2.2 Façade Elements

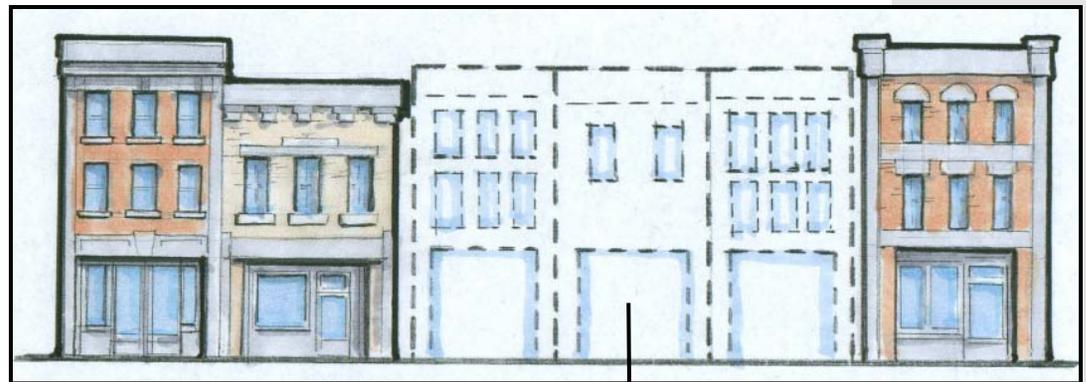
The various elements of a façade must be balanced. Massing, building and floor heights, proportions, roof lines, materials, and setbacks are some critical considerations in new construction. Any future development should be encouraged to implement a design that contributes to the fabric of Downtown.

Other features such as 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 balance between all elements can allow a building to be individual in character, but also be part of a complementary thread that is woven into the overall fabric and feel of Downtown.

### 2.2.3 Rhythm

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

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



### 2.2.4 Alterations

City leaders should encourage removal of 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, structures providing access for people with disabilities, and other “detachable” alterations can be utilized, but should be as unobtrusive as possible and located on the rear or sides of the building.

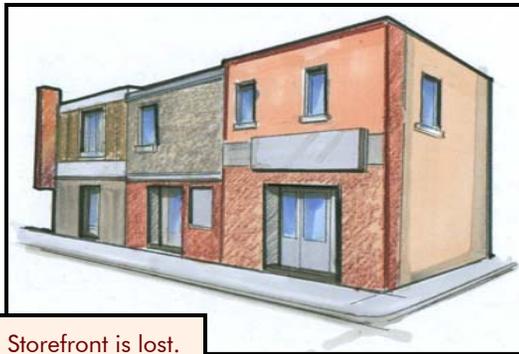
As a rule, any and all alterations or additions to the Upper Facade Zone should be removed. Alterations in this zone can significantly change the appearance of the face of the building. This includes any and all signs and lighting as these should be restricted to the Storefront Zone. Avoid removing or altering any historic material or significant architectural features. Care should be taken during the removal process to avoid damage to original elements hidden behind the alterations.



Original design.



Minor alterations.



Storefront is lost.



Significant alterations.

### 2.2.5 Masonry

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

- Masonry restoration, particularly on historic structures, should be done by professionals.
- 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-pointing, of brick or stone, should be done with a replacement mortar material that will provide a consistent color and texture.
- Masonry replacement and/or repair should be done with elements that maintain the character of the original construction.
- Portland cement as a patch for masonry is unacceptable.



Poor examples of a material choice to repair brickwork



- If a historic façade has been covered with metal or wood siding it should be removed. Exposing the underlying brick masonry will help re-establish the character of the building and contribute to the visual continuity of the block. Metal cladding often is easy to remove, and only small areas of the underlying material will have been damaged.
- Siding and cladding may also hide interesting details that can enhance a 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.
- Regular maintenance of stone foundations should occur to prevent structural and water damage.
- Water-proofing of foundations should be applied beneath the finished grade or inside the structure.



Existing conditions of awnings and canopies in Downtown Maryville

### 2.2.6 Awnings and Canopies

Awnings and canopies used in the Storefront Zone provide shade for merchandise, shelter for pedestrians, and can bring a colorful accent to the building front that can be changed without great expense. The following suggestions can dramatically improve Downtown Maryville:

- 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 at least 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 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.
- Signboards under the awning intended to assist pedestrians should be a limited, uniform size and complement the awning and building.
- Awnings will wear and this aspect should be acknowledged as an operating cost of doing business which can be changed every few years for a fresh look.
- Aluminum, steel, and wood shingle awnings and structures are not original building elements and detract from the overall appeal of Downtown façades. These awnings should be removed and the points of attachment repaired.



Existing conditions of awnings and canopies in Downtown Maryville

### 2.2.7 Business Signage

For a successful Downtown Maryville, each business must have its own identity while at the same time maintaining high standards of quality for such building accents as business signage. Effective 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 Façade Zones.

The CCR Downtown Revitalization Plan proposed new and stronger restrictions on signage in the Courthouse Square District that the City should implement. The following concepts describe improvements that will help Maryville manage this critical issue:

- The size of the sign should be of a balanced scale in relation to the building and street. Large signs are not needed as the signage in Downtown is oriented to the pedestrian, not the motorist.
- Rooftop, blade, pole, neon, electronic message boards, and billboard signage should not be allowed or severely restricted.
- Abandoned signs should be removed.
- Position flush-mounted signs within architectural features if possible. This type of signage will help reinforce horizontal lines along the street.
- Coordinate color schemes with the building's front façade.

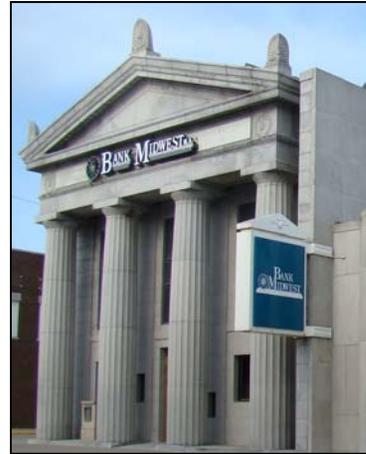


Existing Business Signage in Downtown Maryville



## Maryville, Missouri

- Locate flush signs so they do not extend beyond the outer edges of the building front.
- Use existing decorative moldings to define a sign band area for flush-mounted signs.
- Locate projecting signs along the first floor level of the façade, not above.
- Place signs near the business entrance, to guide a customer's eyes to the door.
- Use symbols in projecting signs; these are easily identified and remembered and will add interest to the building.
- 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 do not cover architectural details.
- Sign materials should be compatible with façade materials.
- Good craftsmanship will pay off in less maintenance and 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.



Existing Business Signage  
in Downtown Maryville



- Encourage the use of custom designs that portray a business as being unique. Mass-produced signs, especially plastic panel, internally lit boxes, do not make a lasting impression.
- Illuminate signs in such a way as to enhance the overall composition of the building's façade.
- External lighting cast from period style, non-intrusive fixtures is preferable to internal sign lighting.
- Awning signage or lettering should be limited to the hanging vertical flap of the awning and be complementary in color to the building front façade.
- Awning signage or lettering should not be allowed where another flush faced sign exists.
- Signboards under the awning intended to assist pedestrians should be limited.
- Signboards, if allowed, should have uniform size and complement the awning and building.
- Painting signage on buildings should not be allowed.



Good example of an attractive flush-mounted sign with external lighting in Washington, Missouri



Signboards on the sidewalk in Hannibal, Missouri



Good example of a projecting sign in Galena, Illinois

### 2.2.8 Building 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 as well as the business.

Downtown Maryville has a lack of interesting building lighting and could benefit greatly from a lighting plan to enhance the attractiveness and safety of Downtown. This plan addresses the following elements of commercial lighting:

- Use lighting as a design element to highlight the 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 of a simple, non-intrusive design in a style that matches 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 Facades 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.



Existing conditions of building lighting in Downtown Maryville



- Building lighting, in particular up-lighting, should be coordinated with regulations set forth by Leadership in Energy and Environmental Design (LEED) guidelines. These guidelines have been established by the United States Green Building Council to encourage environmentally sustainable construction.
- Lighting technologies are advancing quickly. The City should be prepared to allow innovative concepts with an emphasis on sustainability, attractiveness, and efficiency.
- Lighting can be effectively and attractively combined with other façade elements to be functional and make the building more interesting.
- Care must be taken so that the lighting does not overwhelm the nature of the street and become garish or “too much” in relation to the other buildings.



Poor examples of lighting style and intensity in Columbia, Illinois.



Good examples of how lighting can be used to illuminate doorway and entrance signage in St. Charles, Missouri.

### 2.2.9 Franchise Architecture

To maintain the unique atmosphere in Downtown Maryville, branding buildings in the style of a company should not be allowed. Large franchises and national chains typically have a “downtown-style” in addition to their trademarked brand. These styles are more fitting to Downtown as opposed to a highway corridor.

Maryville has had some experience with franchises locating Downtown and should insist that franchisers follow these design guidelines. Store owners should be able to adapt their brand to create a complementary Downtown building.



Examples of franchise architecture  
in Downtown Maryville

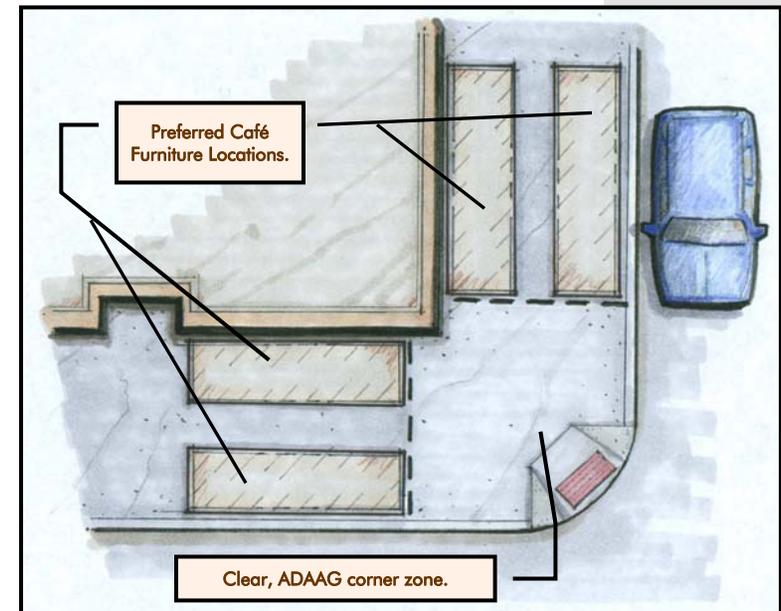
### 2.2.10 Outdoor Café Seating

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

- Be located in the sidewalk area fronting the restaurant.
- Allow a clear and unencumbered path along the sidewalk for pedestrian traffic. The sidewalk must maintain compliance with the Americans with Disabilities Act Accessibility Guidelines (ADAAG). The restaurant owner is responsible for keeping the sidewalk and this pathway clear at all times.
- Not block entrances or exits to the building and provide a clearly defined area connected with the restaurant. Areas adjacent to the buildings should be ideal.
- Use umbrellas or other patron coverings in a complementary color and style and with only the restaurant name. Any other wording or message should not be allowed to avoid a cluttering effect.
- Be properly maintained. Furnishings should be durable, weatherproof, and sturdy to prevent movement by wind. For these reasons, plastic furnishings should not be used.
- Be stored inside or off-site during the winter months.
- Provide sturdy trash receptacles. The restaurant owner must maintain the area free of trash.



Various examples of good outdoor seating



### 2.2.11 Other Considerations

Items such as bicycle racks, flower plantings, benches, and banners are typically streetscape improvements installed by the City in the public right-of-way. These amenities should be coordinated in terms of design, material, and colors to accent Downtown’s environment.

Privately-maintained landscaping can be very effective in screening utility units. This landscaping must be maintained by the property owner.

Additionally, the City may desire to regulate building aspects such as color, paint condition, and temporary product displays. Attention to these details should move beyond the realm of public safety and be reviewed for their overall aesthetic impact to Downtown.



Landscaping could hide this unsightly utility in Downtown Maryville

### 2.2.12 Maintenance of Facades

Façades, particularly historical restorations, may require extra care and maintenance. The City of Maryville should encourage proper maintenance of all elements of a building through firm and fair code enforcement.

In addition, if the City implements a Downtown incentive program for façade work, a requirement for the property owner to maintain the building according to City standards is in order. An example would be the ability to utilize a revolving loan for façade restoration having a provision to call the loan should the façade fall into disrepair.

Façade coverings, in addition to hiding the character of the building as noted earlier, can also conceal a poorly maintained and dangerous structure.

Rear façades and lot maintenance tend to be neglected, but are no less important to the overall structure of the building and the aesthetics of Downtown.



Attractive landscaping in Maryville...unfortunately the backdrop is poorly maintained rear façades



Example of poor lot conditions in Maryville



A metal covering concealed the true condition of this building until it collapsed in Sedalia, Missouri

## 2.3 Historic Buildings

### 2.3.1 Original Elements

Any original element or material that still exists, particularly on the front elevation of the building, should be retained if possible. Original elements provide a historic value that are costly to replace. Prism glass in transom windows or a decorative wooden door with beveled glass are 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.

### 2.3.2 Storefront (see page 8 for components)

The following are suggested methods for treating various storefront elements of Downtown building façades.

#### 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 repeat a pattern of shaded areas along the street that helps to identify entrances.



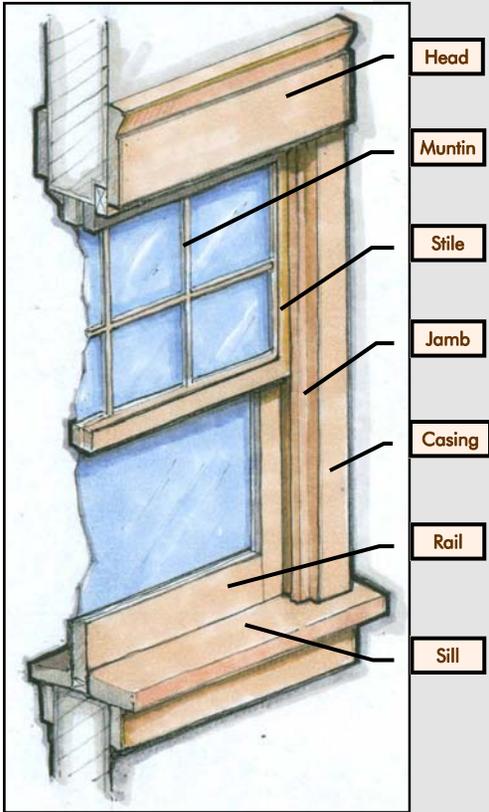
Existing conditions of architectural details found in Maryville



- If the original recessed entry has been removed, consider establishing a new one.
- The recessed entrance door should also be compliant with the Americans with Disabilities Act Accessibility Guidelines.
- The door should provide a view into the building as well as a sense of openness. Solid doors should be avoided.
- Consider using an accent color on the door.

**Windows**

- Preserve any of the large panes of glass that make-up the original store front if they still exist. These transparent surfaces allow pedestrians to see goods and activities inside.
- Any new or replacement storefront should be built of similar materials compatible with the original façade design and craftsmanship.
- Wood framing similar to the original is preferred but metal framing with the historic profile that matches the building period 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.
- Window AC units should never be allowed in front façades. Many façades in Maryville include window AC units.



Typical window elements

### Spandrel Panels

- Maintaining these original panels over doorways, if existing, 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, a simplified panel using original materials is acceptable.

### Transoms

- These bands of glass are found on many buildings and they 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.
- Some transoms have hinged panels to allow natural ventilation. Restore these to working order where feasible. Used in combination with ceiling fans these operable transoms can be very effective in improving comfort levels when full air-conditioning is not necessary.



A nicely restored storefront showing the transom in Maryville



These transoms in Maryville should be uncovered and restored



### 2.3.3 Upper Façade (see page 8 for components)

The Upper Façade is often neglected as property owners tend to focus on the ground floor, business space. This is a mistake, as the impression of a building and a business is formed by the overall image of the property. Customers notice the condition of the upper floors though they may never set foot in them.

Some Maryville buildings have had poor alterations to their upper floors. Windows have been bricked-in, cornices covered, or a covering such as metal or stucco applied to the entire floor. The use of incentives can encourage property owners to remove these materials and restore the façade to a condition that showcases the buildings character.

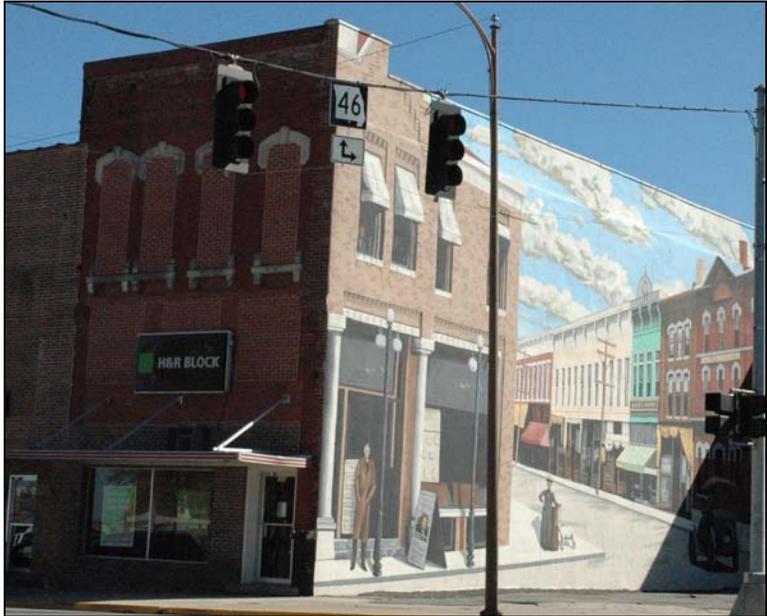
Standards of care for upper façade elements include:

#### Windows

- 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, because it is repeated on most buildings.
- Any windows covered by masonry infill, wood panels, or mismatched windows should be removed.
- 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 in order to repair or refinish them. Always devise methods of replacing the disassembled materials in their original configuration. Code trim pieces, for example, so you can replace them accurately.



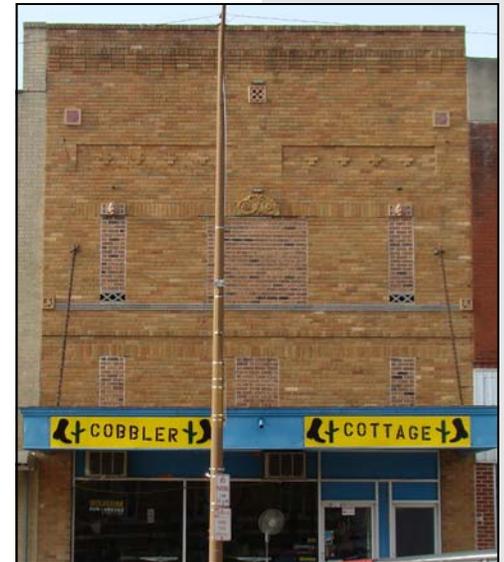
Intricate upper façade with ornamental cornice in Neosho, Missouri



A mural painted on the side of a building in Maryville looks much better than the poorly altered front façade.

- Installation of interior storm windows should be considered.
- Window AC units should not be allowed on front façades.
- If the existing window is beyond repair a replacement window of the same historic size and profile should be installed.
- 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.
- If the ceiling is lower than the window head, pull the ceiling back from the window to keep the original height at the window.

Bricked-in windows on an otherwise decorative façade in Maryville



### Cornice and 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 replacement is necessary, 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 reconstructed from photographic evidence.
- If no evidence exists as to form and detail, the reconstructed cornice should be as simple and non-intrusive as possible.



Front window AC units, as shown here in Maryville, should be avoided



- An intact cornice should be repaired and maintained.
- Where architectural details have been removed, look at 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 form and line is retained.



Some of the decorative cornices found in Maryville

### 2.3.4 Rear Façade (see page 8 for components)

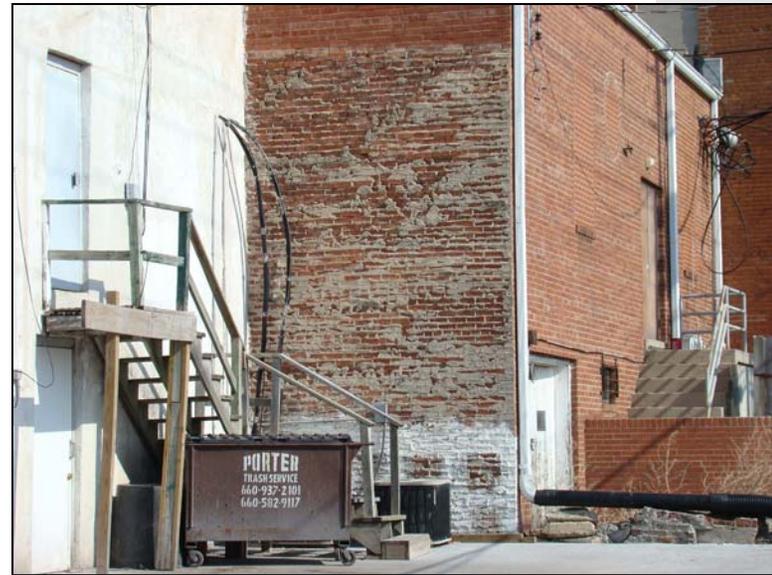
The rear façade typically faces an alley and provides access for deliveries and pick-up. In some cases customer parking is provided behind a building and entry to the business through the rear elevation is desirable. Attention to the appearance of the rear elevation can be extremely important to the quality of the customers' shopping experience. The building and business image can likely be improved here while accommodating service functions. Suggested methods of caring for rear façade elements follow.

#### 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 may provide some shelter and helps to identify the entrance.

#### Upper Rear Façade

- The upper rear facade elements should be treated similar to the front. Often these elements are allowed to deteriorate.
- Windows should be restored or replaced.



Existing conditions of rear façades in Maryville

- Gutters and downspouts should be in good repair and painted.
- Use materials and colors that coordinate with the front façade so customers will learn to recognize that both entrances are related to the same business.
- Use a smaller version of the front façade signage 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.

**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, wrought-iron, and ornamental aluminum.
- Chain-link should not be a permitted material for fencing in Downtown.

**Trash, Ancillary Structures, & Utilities**

- Sensible, yet firm enforcement of the City’s building and nuisance codes will be required and should be a priority throughout Downtown Maryville.
- Trash containers should be placed in an enclosure or behind a screen.



Good example of a well maintained rear façade in St. Charles, Missouri



Good example of screened trash containers in Hannibal, Missouri

- 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.



An inviting example of a well landscaped rear façade in St. Charles, Missouri

## 2.4 Existing Buildings and New Construction

Some buildings in Downtown do not have historic features or ornamentation. Many were built with simple fronts. In addition there are vacant lots in Downtown Maryville where new buildings might be constructed in the future. Also some infill construction has occurred that does not mesh well with the existing buildings.

The City should implement the following standards concerning existing buildings and new construction in Downtown:

- New construction should be considerate of traditional storefront elements described in these guidelines or on nearby historic buildings that contributes to the fabric of Downtown.
- Use of a simple design, complementary to other Downtown buildings, 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. In-fill construction should match the size and scale of the surrounding buildings.
- Encourage highlighting a simple cornice, a band of color, a sign panel or an awning edge that can line up with similar elements on the street nearby.
- Some infill buildings are set back from the street, with space in front for parking. These buildings are intended to relate to cars more than pedestrians. Landscaping elements that will enhance the rhythm and front position of adjacent buildings should be encouraged.



Example of a block showing in-fill construction between two historic structures. The newer building is adhering to similar basic design guidelines in Washington, North Carolina

## 2.5 Color Guidelines

Use color to your advantage without being garish or too flashy. Some of the most noticeable improvements are achieved simply with an application of fresh paint. The most effective and economical schemes often start with the natural colors of the building materials themselves as a base, such as the native red of many brick buildings.

The CCR Plan proposed some color guidelines concerning primary, secondary, and accent colors and, most importantly, a maintenance requirement that did not allow faded and peeling paint. The City should consider such a requirement for Downtown.

The following color techniques should be encouraged for Downtown:

- 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 dramatize 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.
- Earth tones will hold their color well, as will darker pastels. Check for color stability in ultra-violet light; some colors, such as red, tend to be unstable and will shift in hue over time.



Good example of painted areas complementing building material colors in Washington, Missouri

**2.6 Residential Considerations**

Although this is a document focused on commercial building design guidelines, in the community of Maryville the presence of 6,500 students cannot go overlooked. Downtown is surrounded by residential units that house many of these students. Specific recommendations for this housing is discussed in the DREAM Residential Demand Analysis, but these design guidelines warrant a brief discussion concerning Downtown residential maintenance.

Some Downtown Maryville commercial properties and large single family homes have been converted to student apartments. The conversion of the upper floors of commercial buildings is helpful to Downtown’s retail market as this puts into use vacant space. Typically the conversion of large single family homes is detrimental to the overall Downtown atmosphere as renters tend to let buildings deteriorate.

Recommendations concerning Downtown residential uses include:

- Consider “Down Zoning” large single family homes in which multiple units have been previously allowed.
- Implement rental unit inspections and enforce applicable City codes.
- Continue to develop the relationship with Northwest Missouri State University and seek to assist students as they locate in Downtown rental units. Help students understand their rights and responsibilities as tenants.



Examples of existing conditions of housing in Downtown Maryville

### 3.0 BUILDING DESIGN EXAMPLES

The subject blocks chosen by the community are located west and north of Courthouse Square. These blocks enjoy fair levels of occupancy, however office and service uses outnumber retail. Building conditions range from poor to fair and some poor alterations have compromised building character. The original buildings along 4th Street are in poor condition and need immediate attention. Infill development has also occurred along 4th Street.

Concept elevations for both blocks are depicted below. The following pages show existing conditions and closer building concept illustrations.

West side of Courthouse Square—304 - 324 N. Main Street



North side of Courthouse Square—101 - 123 E. 4th Street



**3.1 304 N. Main Street**

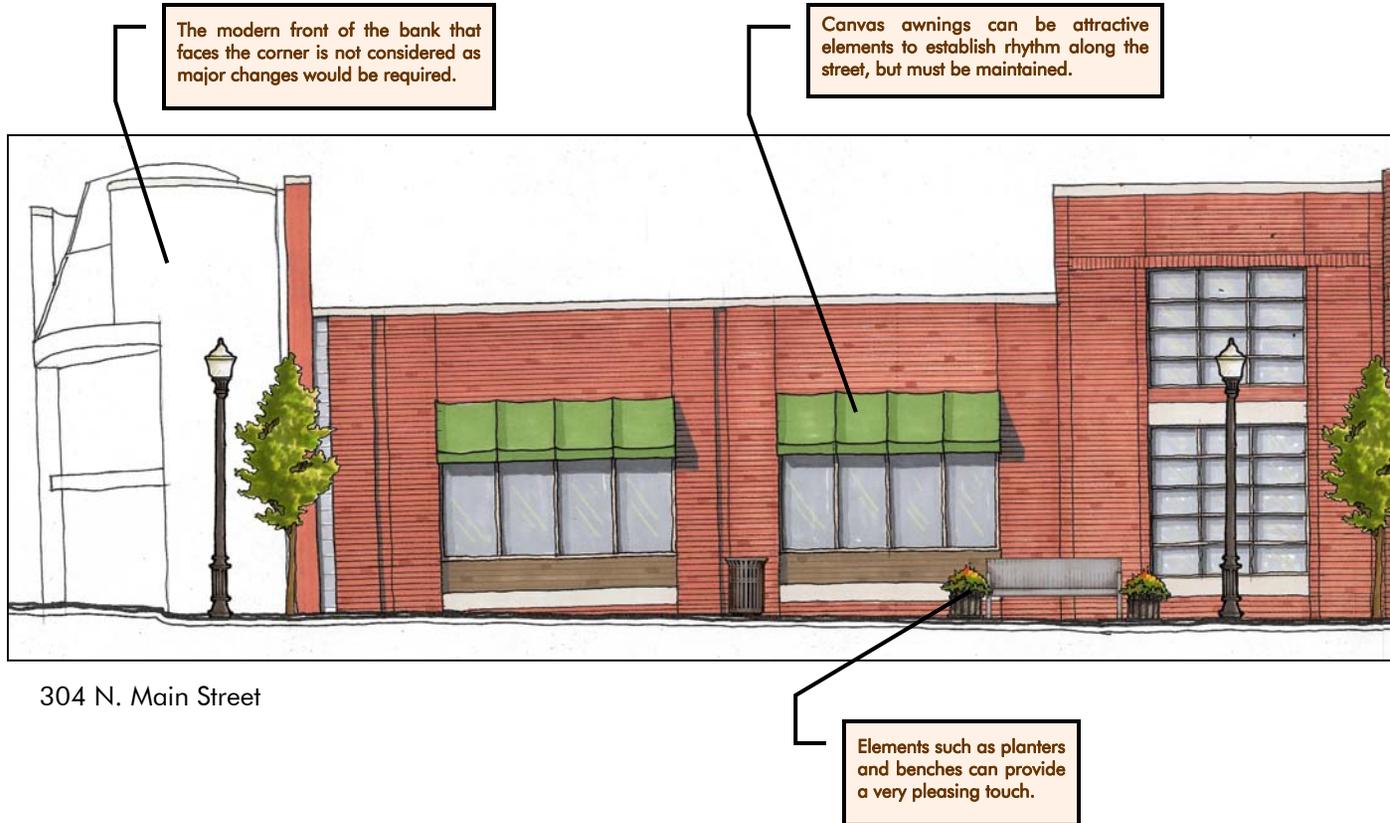
This block immediately to the west of the Courthouse is anchored by Nodaway County Bank at 304 N. Main. The Bank is of modern construction and oriented toward the corner of 3rd and Main, but has façades fronting on North Main. With a few changes, these façade bays can fit into Downtown better and encourage foot traffic.

Existing conditions are shown below and a concept illustration is depicted on the following page.

Existing conditions



304 N. Main Street



**3.2 310—314 N. Main Street**

Carson’s Sports Grille and the neighboring building both have great potential and are in fairly good shape. Carson’s has made some improvements that have been effective, but others that haven’t. The building at 314 N. Main is currently vacant and has transoms and upper floor windows that need uncovering.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



310 N. Main Street

314 N. Main Street



**3.3 316 N. Main Street**

The building that housed Looks Fitness Center is covered by an imposing metal cladding and awning. This alteration makes it impossible to know the façade condition and disrupts the street’s atmosphere. Additionally, signage has been allowed that is excessive and out of scale. The building is currently vacant.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



316 N. Main Street

316 N. Main Street



Original storefront reconstruction from documented history is vital to recapturing the building's identity and creating a structure that contributes to the Main Street fabric.

Canvas awnings, not metal.

**3.4 324 N. Main Street**

The last building of this block houses Bearcat Boogie Dance Studio on the first floor and Cat's Crib's apartments on the second. The building itself is in good shape, but has been poorly altered. It has a prominent corner location and great rehabilitation potential.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



324 N. Main Street

Lighting can make the building interesting to view at night and helps to add interest to the façade composition.

Restoring windows to their full size will brighten the inside of the building.



Canvas awnings with graphics can be very attractive, but must be properly maintained..

324 N. Main Street

**3.5 101 E. 4th Street**

On 4th Street, this building anchors another prominent corner location at 4th & Main and is one of a few three-story Downtown buildings. Currently, only a florist occupies the building. Although freshly painted, the building is in poor condition and the imposing awning addition likely hides great architectural potential.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



101 E. 4th Street



**3.6 103—109 E. 4th Street**

These buildings suffer from the addition of metal cladding and awnings that hide architectural character and true building condition. Currently 103 E. 4th is occupied by a used clothing store and 105—109 is occupied by a thrift store and a variety store.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



103 E. 4th Street

105—109 E. 4th Street



**3.7 115 E. 4th Street**

This building is infill development that houses primarily office uses. The building is out of place as a single story, brick faced structure. The large expanse of walls disrupts the street rhythm and discourages pedestrian traffic. Signage has been allowed for each office, which leads to a jumbled and excessive look.

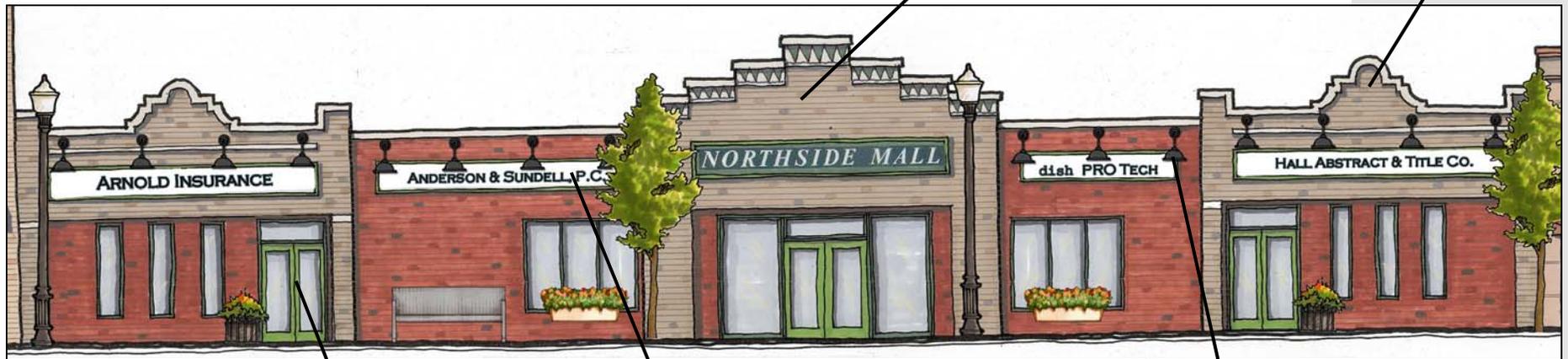
Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



115 E. 4th Street

115 E. 4th Street



Clearly identify main entryway by constructing a false pediment to façade and highlight the entry with contrasting building material.

Provide similar façade design treatments as for entryway to define the building limits and break-up long expanses of brick wall with a more regularly spaced façade.

Consider eventually adding another entrance and windows to this side of the building to correct the symmetry, increase access, and further set the street rhythm.

Move all signage into the sign band, providing a clean and orderly appearance.

The addition of regularly spaced building lighting will establish rhythm and aesthetic appeal.

3.8 119 E. 4th Street

This metal façade likely hides some details as the building construction seems older when viewed from the side. This may be an original building amongst the infill development on either side.

Existing conditions and the illustration of improvements are shown below.

Existing conditions



119 E. 4th Street



Cornice should be uncovered or recreated if possible. If no cornice remains, a simple unobtrusive design will complement the building.

Canvas awnings can be attractive elements to establish rhythm along the street, but must be maintained.

**3.9 121—123 E. 4th Street**

This building is infill development. The sign treatment for Snyder & Associates gives the feeling that the entrance is on the corner, when there are two entrances in the middle of the building. The newer construction can be softened with some minor changes.

Existing conditions are shown below and an illustration of improvements is shown on the next page.

Existing conditions



121—123 E. 4th Street



Attractive understated signage in the sign band. Flush mounted, not backlit, and attractive colors.

Use the awning in the middle to identify the building entrance.

Elements such as planters can provide a very pleasing touch.

121—123 E. 4th Street

## 4.0 IMPLEMENTATION

### 4.1 Formation of Maryville Historic District

Downtown Maryville leaders should inventory historic properties to determine if the formation of a historic district would be beneficial. Existing buildings are a variety of original structures and infill development. The City needs to make a commitment to protect the historic buildings that remain and encourage infill development to complement those structures. The formation of a historic district would provide a method to enforce design guidelines in Downtown and allow for a Certificates of Appropriateness review by a Historic Preservation Commission before any building project can proceed in Downtown. Additionally a historic district can provide access to tax credit funding.

### 4.2 Recommendations

First steps for implementing Building Design Guidelines are to build public support and buy-in, and communicate the City-wide benefits of adhering to design guidelines. Suggestions for next steps are:

- The City should review its code enforcement practices and ordinances to see if adjustments or improvements are necessary. Some evidence was found during field work in Maryville that indicates Downtown enforcement, nuisance, and maintenance procedures are not being applied. Additionally residential rental property is very prevalent and likely requires a lot of resources. The buildings of the City must not be allowed to deteriorate as they have. This situation requires a critical review of the City Codes.
- Along with this effort must come regular inspection procedures that include reviews of components beyond structural and safety issues. The City, along with its legal counsel, should

review how it can issue violations for items such as peeling paint, broken or missing windows, wood covering in windows, and general disrepair of buildings.

- Additionally the City should develop a rental occupancy permit and inspection program to help ensure safe living conditions. Due to the nature of the prominent student population, the City needs to be adept at dealing with landlords, educating student tenants, and working swiftly to resolve residential issues. Pressure from students for better housing can be a very effective method in working with a property owner.
- The City should remain open to future policy practices that will include firm and fair regulations addressing construction quality, conservation of resources, flexibility to allow innovation in design, and energy efficiency.
- In order to create the resources that will ultimately achieve the goal of a successfully revitalized Downtown, it is important to understand that additional taxes, districts, or legislation may be required. The benefits created for Downtown by these new mechanisms will far outweigh any new costs to the residents, property owners, or consumers. Mechanisms such as a Community Improvement District (CID), Neighborhood Improvement District (NID), Special Business District, or Tax Increment Finance (TIF) District all have their role to play and the DREAM Financial Assistance Review task provides more information for these and other funding tools.
- In addition to private Downtown building facades, the following **section 5.0** discusses some public elements. The City of Maryville should seek to increase its investment in Downtown in these ways as well. An increase in public investment will lead to greater private investment and can be a powerful catalyst for Downtown revitalization efforts.

## 5.0 OTHER DOWNTOWN ELEMENTS

### 5.1 Existing Streetscape

The term Streetscape typically refers to exterior public spaces located between the building facades on one side of the street and the building facades on the other side of the street. The Campaign for Community Renewal successfully launched a streetscape design program around the Nodaway County Courthouse and raised enough funding to construct those improvements. The streetscape design is quite handsome and will be expanded, resulting in a more efficient and user-friendly environment for visitors to Downtown Maryville. Priorities for future expansions should be Main Street to the North and South and enhancing the elements of the Streetscape design. More aesthetic installations and landscaping options can be included as Downtown business improves.

Public parking lots should also be included in future streetscape phases. These lots are one of the first opportunities for Downtown to make an impression on a visitor. Decorative lighting, attractive landscaping, maintained pavement, and clear signage all send a welcoming signal to visitors that Downtown is vibrant.

Without exception, all of the physical, public owned elements of Downtown must be maintained. Elements should be reviewed on a regular basis and repairs or replacements made as timely as resources allow.

Downtown Maryville is poised to make great strides with a well-planned and cohesive Streetscape design. Public enhancements will demonstrate to private property owners that the City is an investment partner with them in the resurgence of Downtown Maryville.



Existing streetscape elements  
in Downtown Maryville

## 5.2 Wayfinding

### 5.2.1 Wayfinding Principles

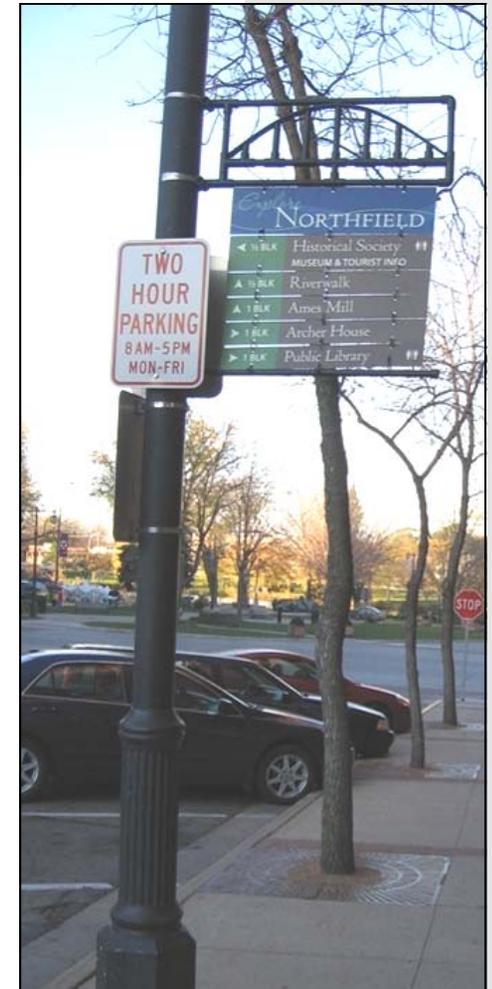
Wayfinding is an indispensable tool for directing travelers to destinations while at the same time creating a positive first impression. The term wayfinding was originally coined by Kevin Lynch in his 1960 book *The Image of the City*. Lynch presented the concept that people use a cognitive map to move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

In relation to community planning and specifically to Downtown Maryville, the goal of a 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.

Maryville should add wayfinding elements to its existing Downtown streetscape design through design and building codes centered on four primary aspects:

#### Architecture:

- Visual clues of buildings and other features of a street aid people in knowing their location and the direction of their destination without the use of signage.
- Strong architecture, such as the Nodaway County Courthouse, Public Library, and County Administration Building serve as landmarks and orientation points. These points are destinations and starting points.
- Buildings have visual aids that draw our eyes to where we expect an entrance or a shop window to be located.



Examples of good wayfinding solutions. Webster Groves, Missouri at left. Northfield, Minnesota at right.

**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, clear sight lines down streets at key intersections should be maintained. Avoid allowing building fixtures, such as projecting signs, to encroach or block these lines.
- Repetitive landscaping and 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 encourage routes and pathways.
- Warmly lit sidewalks and streets draw the customer onward, while similarly lit storefronts and entrances will draw the eye of the customer.
- A repetitive line of lighting can be an effective navigation tool.
- Poor lighting causes missed information and leaves an unsafe impression in a visitors mind.

**Signage:**

- Uniform signage at important decision points is a critical element of Downtown wayfinding. Kiosks can direct visitors to various attractions, advertise events, and consolidate signage.
- Excessive signage will lessen the effectiveness of individual signs. Fewer, easy to read signs placed at strategic locations are preferred.



Illustration of an easy to spot wayfinding kiosk

### 5.2.2 Wayfinding Components

Wayfinding systems are made up of components that create an arrival sequence to Downtown. The system consists of common themed signs, of various types that direct travelers to attractions. All too frequently existing wayfinding systems are inadequate. Typical problems with existing wayfinding systems include:

- Lack of accuracy, with arbitrary sign location.
- Visual clutter from too many signs.
- Lack of focus in directing traffic to Downtown.
- Diffuse allocation of signs, across many “entrances”.
- Signs that lack charm, or are standard Department of Transportation signage.
- Routes actually direct travelers around Downtown.
- Signs are too small with inconsistent sizes, colors, and types.

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

- 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.
- Traffic & Directional Signs—As unobtrusive and attractive as possible, while still meeting Department of Transportation guidelines for safety. Additionally, signs for visitor amenities

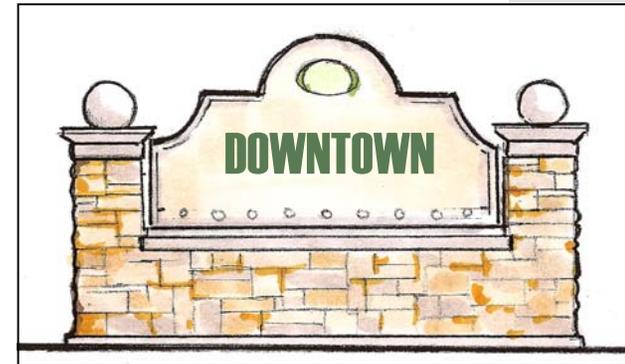


Illustration of a primary gateway sign

like parking and public restrooms can be enhanced and improved.

- 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 key transportation nodes.
- Proximity Signs—In close proximity of attractions; these signs direct visitors through their final few steps to the destination.
- District Gateway Sign—Creates a boundary for a particular district within Downtown, such as a Historic District. These signs should be used within the district to be defined and should reflect the size, scale and character of the existing architecture of the district.

A successful wayfinding system is made up of elements that can be used in a variety of configurations. Some communities may require only a few of these elements or can gradually add components into a complete system. All components 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, and adequate character spacing. Sign coloring should be attractive, not discordant. The wayfinding system signs should be unique and stand out in their surroundings.

Signs directing the automobile user should be developed using the Manual of Uniform Traffic Control Devices published by the Federal Highway Administration.

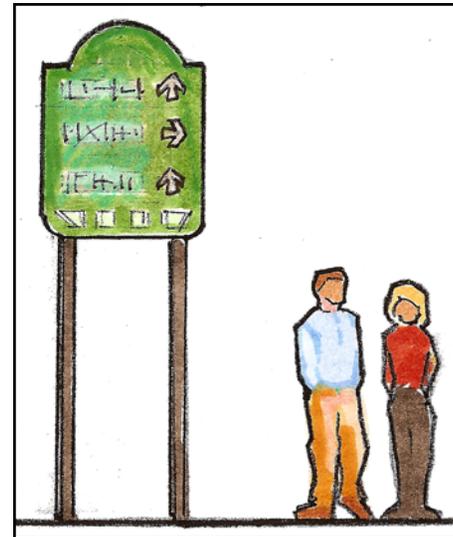


Illustration of a trailblazer sign

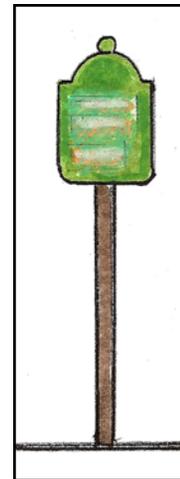


Illustration of a proximity sign

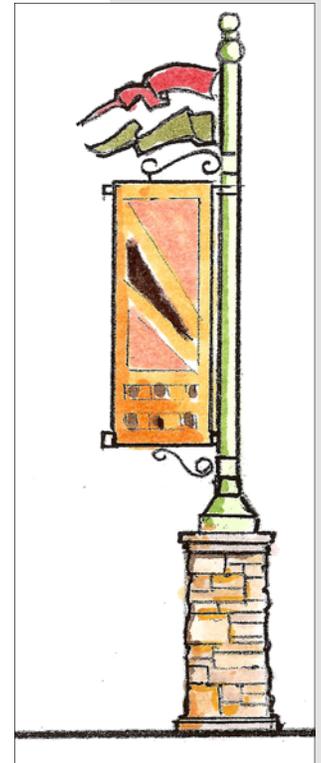


Illustration of a district gateway Sign