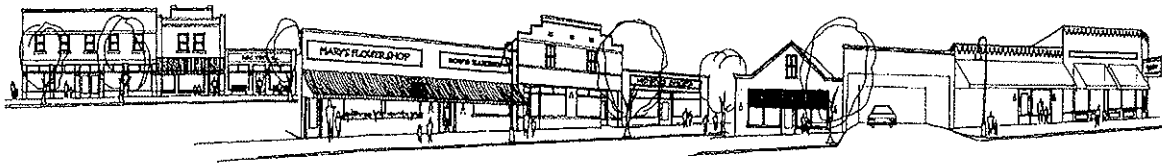


NEW CONSTRUCTION AND ADDITIONS



The elements that define a streetscape give an area its own unique "sense of place." These elements reflect several factors such as building materials, color, and the size, shape and placement of buildings or parts of buildings. To preserve these special qualities, new construction should respect

and be compatible with the existing character-defining architectural and landscape elements of Tonganoxie's central business district. At the same time, new construction can and should be differentiated from older buildings because it has its own contemporary stylistic elements.

Elements of Design - Mass, Pattern, Alignment and Scale/Proportion

What we see has a great impact on how we feel about an area. While it may be difficult for some people to put their feelings about a building's visual characteristics into words, it is not necessary to have an architect's knowledge of design terms to understand and communicate about retaining or creating visual quality in a certain area. A simple approach is to think of design in terms of a few basic elements. These elements are easily understood by looking at a building or streetscape.

Mass, pattern, alignment and proportion/scale are the basic elements that contribute to a building's design. They identify elementary relationships between buildings and spaces and between the components of a single building. An understanding of these basic design elements provides a better understanding of the visual characteristics that should be preserved in existing buildings and encouraged in new construction.

Mass deals with the size of a building (or building part) as well as its form. The dimensions of height, width and depth contribute to a building's

overall volume (the amount of space a structure occupies). The form of a building gives shape to its volume.

Pattern is the arrangement of similar objects in a regular and repetitive manner. Patterns can be found within individual buildings, such as the arrangement of windows, or in groupings of buildings along a street.

Alignment is the arrangement of objects in a straight line. The directional emphasis of those objects is also important (i.e. horizontal, vertical, north/south). Alignment also may refer to how a building is sited on a lot and how its setback relates to other buildings along the street.

Proportion/Scale is a ratio which compares the dimensions of one object to another. Proportion is the relationship of a building's elements such as windows, porches and trim, to the building as a whole. It is also the relationship of one building to another. When the dimensions of an element or a building are too small or too large, it is described as being "out of scale."

New construction includes new buildings erected on vacant ground, "infill" (replacement) buildings and additions to existing buildings. It should be compatible with existing streetscapes in the following ways:

Alignment - directional expression of the front elevation: designs should relate to the vertical, horizontal or non-directional character of the facades of nearby buildings. For example, design of new infill retail buildings should have a clear system of base, middle and top.

Setback and Spacing: front walls should be located on the same plane as the facades of adjacent buildings and match the rhythm of spacing (or lack thereof) between buildings and the rhythm of entrances and other projections or recesses to sidewalks.

Massing - height and scale of a building: designs should roughly equal the average height of existing historic buildings on and across the street, and relate to the scale of adjacent buildings in size and proportion.

Pattern: Platforms - construction should retain traditional siting in the streetscape such as stepped entries.

Rhythm of openings - designs should replicate the recurrent alteration of wall areas found in the streetscape. For example, the plan of the upper stories should have a pattern of windows positioned at regular intervals on a plane with existing second floor windows in the streetscape.

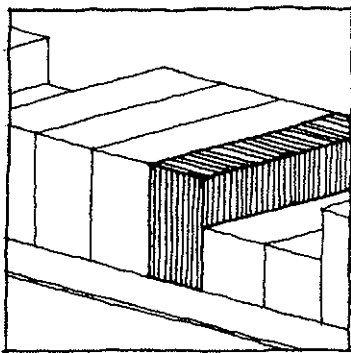
Relationship of materials, texture and color - treatments should relate to those on existing nearby structure.

Roof shapes - designs should duplicate existing, or traditional roof shapes, pitches and materials found in the area. For example, the "top" of the building should have roof line ornamentation to provide a visual cap or termination to the vertical composition of the facade.

Walls of continuity - building facades and appurtenances, walls, fences and landscape masses should be compatible and relate proportionately to one another.

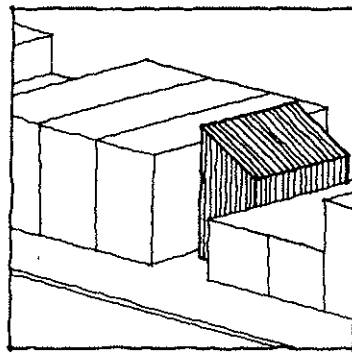
Rhythm - of solids to voids in front facades including percentage of vacant space to be occupied on a lot should reflect existing rhythms in the streetscape.

Proportion and Scale - proportion of front façade and proportion of openings.



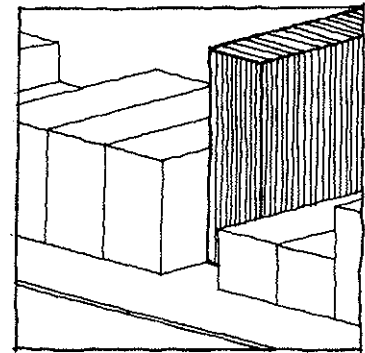
RECOMMENDED

New construction with appropriate alignment, setback and spacing, massing, proportion and scale, and pattern.



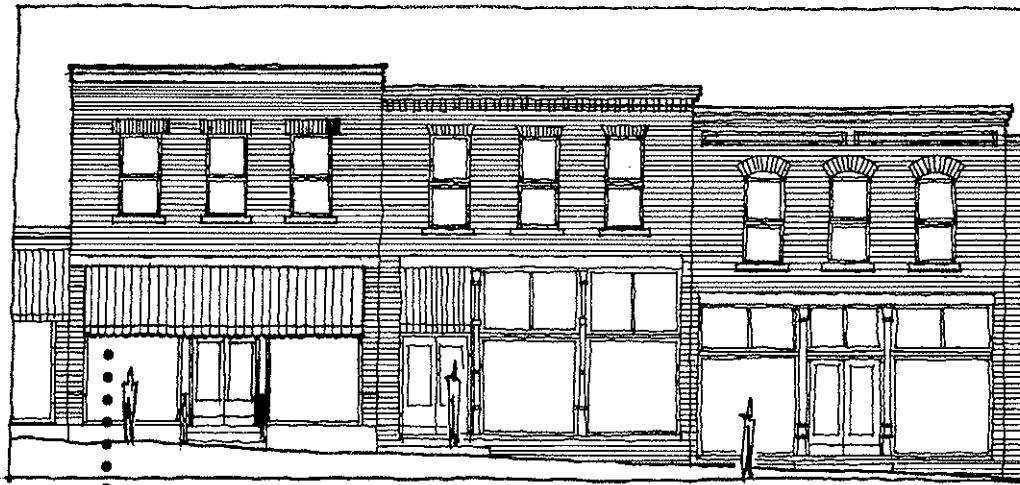
AVOID

New construction with inappropriate alignment, setback and spacing, massing, proportion, and pattern.

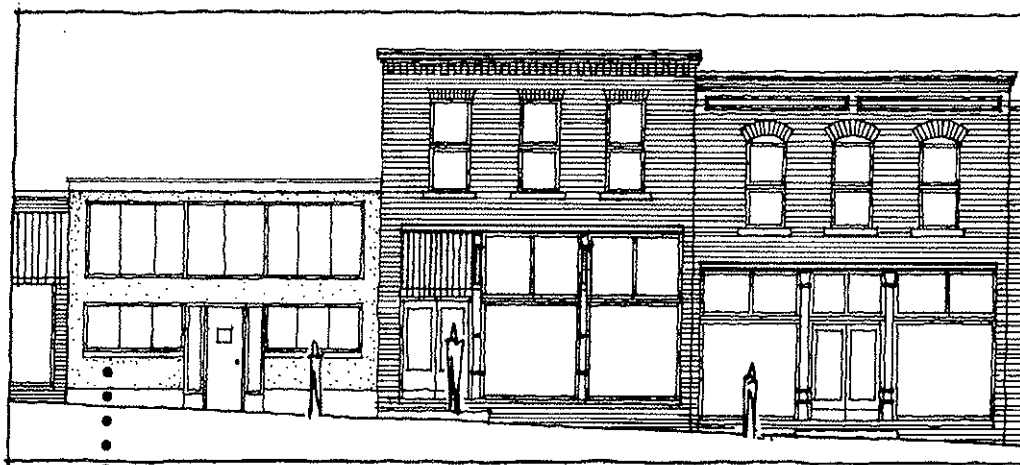


AVOID

New construction with inappropriate alignment, setback and spacing, massing, proportion, and scale, and pattern.



..... New construction using appropriate materials, storefront, window and cornice design, alignment, setback, massing, proportion and pattern.



..... Avoid new construction with inappropriate materials, storefront, window and cornice design, proportions and pattern.

Materials: Brick and dressed stone (man-made) are traditional building materials that should be used for exterior cladding in new construction. Acceptable materials traditionally used for ornamentation and window and door trim include metal, concrete, limestone and brick. Mirrored or tinted glass should be avoided.

Color: Color can be a practical way to visually tie together individual building facades – new, contemporary and old.

Colors of new buildings should harmonize with the traditional colors of buildings in downtown Tonganoxie. There are a variety of brick and paint

colors found in traditional downtowns. Most paint companies offer historical color collections that provide a number of appropriate selections. A building should be visually consistent on all sides and use a consistent color palette throughout the upper and lower portions of the building's façade.

Generally medium to dark colors in earth tones should be used on the main body of the building, with compatible lighter or darker colors for details. The color of the cornice should offset the color of the sky. The color combination should tie all the building's elements together – cornices, decorations, signs and storefront. A building should not use more than three colors.

EXTERIOR FEATURES AND OPEN SPACE

Commercial streetscapes include not only a unique collection of buildings that provide a definable character, they also contain an interrelated arrangement of special features and spaces. Although some features are often more important than others, they can never be viewed in isolation, but instead be seen in relationship to the streetscape as a whole. Com-

mon features found in Tonganoxie's central business district include the three-dimensional organization of buildings, structures, objects and spaces; topography (height and depth and shape of the land); vegetation (trees and plant groupings); circulation features (paths, walks, streets, parking lots); and site furnishings (lights, signs, awnings, trash receptacles, planters).

AWNINGS

The use of awnings with appropriate design, color and materials in Tonganoxie's downtown can provide attractive additions to buildings and contribute to business identity. Awnings and canopies, even of different designs and colors, enhance and unify the streetscape by providing visual continuity. They cre-

ate a shared space between the shops and the street while providing for the shelter and protection of pedestrians. They also add human scale to the building façade. In some cases, awnings can inexpensively disguise inappropriate building alterations.

Recommended

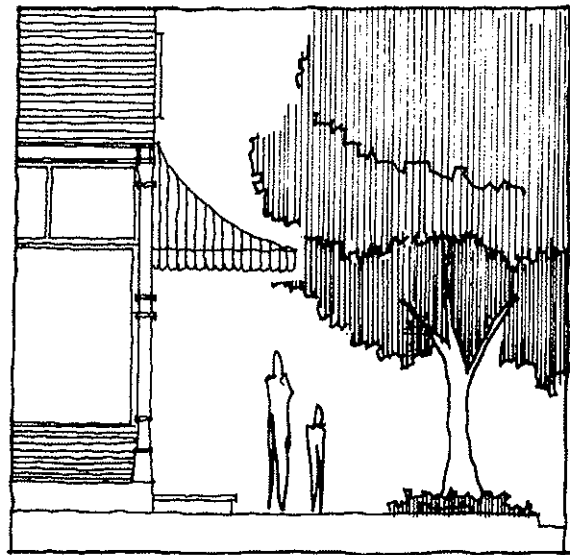
1. Using awnings made of fireproof cloth, canvas or soft vinyl. Using individual boxed awnings on upper façade windows and slanted awnings on the storefront that match in color and design. Installation that does not damage the building or visually block or impair distinctive architectural features.

Not Recommended

1. Using fixed awnings made of wood, metal, or plastic and canopies or Mansard roof awnings. Using materials, colors and designs that detract from the character of the building.



RECOMMENDED



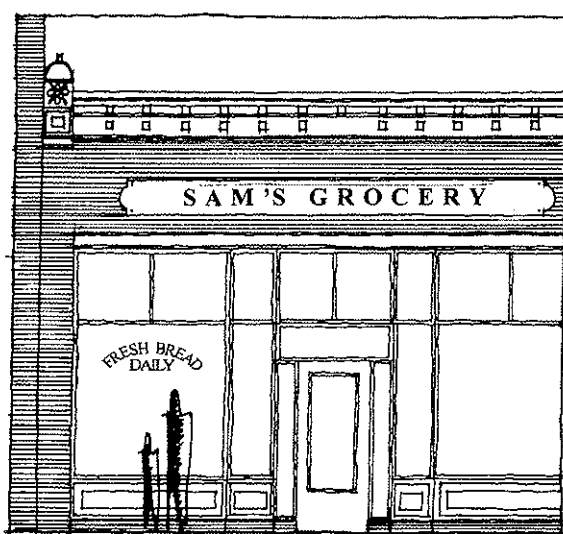
RECOMMENDED

SIGNAGE

Signs are one of the most prominent visual elements of any downtown. They provide businesses with an individual image as well as contribute to the overall appearance of downtown. A sign identifies a business, gives information about the products sold and conveys a particular image. The main purpose of the sign, however, is to locate a business for the customer.

The type of sign appropriate for Tonganoxie's pedestrian oriented downtown are not appropriate for modern highway commercial strips. It is important that each business sign not only enhance the image of the individual business

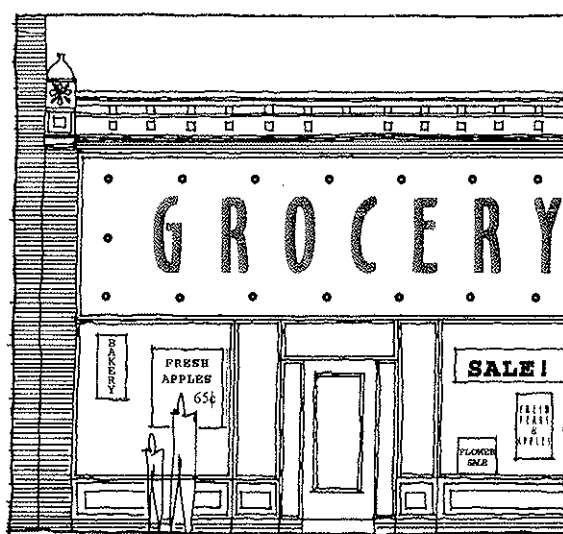
but also be a contributing element to the image of the downtown business district. A variety of different types of signs are appropriate in downtown Tonganoxie: 1) signs attached to walls on the primary facade, 2) small perpendicular projecting signs, 3) signs on windows, and 4) sign on awnings. The choice should be based on how best the design can communicate its message, its compatibility with its surroundings, and its location in relation to the architectural character of the building. Simply put, the sign and the façade should work together to advertise the business inside. See city codes relating to signage.



RECOMMENDED

Recommended:

1. Using signs that in size, color and design relate to a pedestrian scaled downtown and to the scale of the building to which they are attached.
2. Attaching signs that are integrated into the frieze area above the storefront cornice that use a horizontal format in a manner that enhances prominent building features. Lettering styles and sign materials should relate harmoniously to the façade on which the sign is placed.



AVOID

Avoid:

1. Installing large, flashy signs designed to attract automobiles from a distance. Using small, poorly proportioned signs that are poor in quality of design, materials and execution.
2. Using inappropriately scaled signs and logos or other types of signs that obscure, damage or destroy character defining features of a building. Mounting signs on a roof.

SIGNAGE CONTINUED

Recommended:

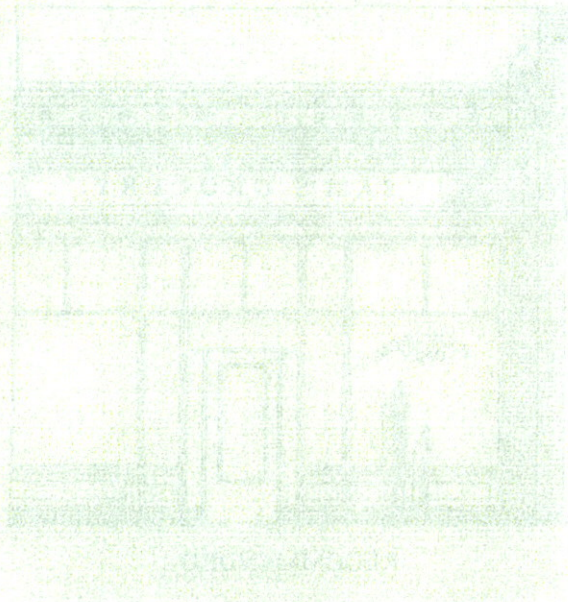
3. Using small hanging signs that project from the masonry wall between the entablature of the entrance and the second floor or cornice that are in scale and proportion to the building (see city code requirements for hanging signs).
4. Incorporating into awnings signs that include only the name of the business.
5. Using signs painted on windows and doors that do not obscure visibility from inside or outside the store. Using permanent window and door signs that do not occupy more than 25 percent of the total glass area on which they are displayed. Window and door signs should complement other signs on a building's facade.
6. Installing simple signs that express an easy-to-read direct message and identify the business rather than the product. Placing no more than two signs per building that complement each other in shape, color, size and lettering style.
7. Selecting colors, material and a lettering style that relates to and complements surrounding downtown buildings. In general each sign should contain a maximum of three colors, two materials and one lettering style.



RECOMMENDED

Avoid:

3. Applying vinyl letters on glass in windows and doors.
4. Using signs on windows or doors that overpower the other building signs.
5. Using several signs and messages that compete with one another.
6. Using nationally distributed heat-formed signs.



RECOMMENDED

BUILDING LIGHTING

Proper downtown lighting encourages nighttime patronage. It is an important component of nighttime advertising, drawing the attention of potential customers. Together with street and pedestrian

lighting, accent lighting can be used to enhance building features after dark and to make downtown a safer place for pedestrians at night.

Recommended:

1. Designing the light source for signs as a part of the sign or hiding it from view. Internally lit signs are most effective with light letters on a dark background.

Avoid:

1. Using exposed lights that produce glare, or lighting with exposed electrical fixtures, conduit or wire.

ALLEY AND REAR PARKING LOT FACADES

Rear facades of downtown buildings are less formal and less style conscious than storefronts. Materials and designs are plainer, window placement is often irregular, ornament is seldom used and the façade's division into base, middle and top is less clear. All this gives the alleyscape a kind of unity different in nature from that of the streetscape. In Tonganoxie, this side of the building is often used as pedestrian space with customer entrances. Their design and treatment should present the identity, merchandise and image of the store and of the downtown area in general.

The following general design treatments for rear facades in rehabilitation and new construction include:

1. Maintaining consistent patterns and materials between ground and upper floors and incorporating a simple definition of the roofline.
2. Maintaining a clear separation between truck-loading areas and pedestrian access for the sake of both appearance and safety and a uniform setback from the rear property line.
3. Utilizing simple textured masonry materials, minimal ornamentation, and informal door and window placement.
4. Designing and locating security gates, grilles and alarm boxes out of sight or in such a way that after hours the building and surrounding area maintain their appearance as a safe and attractive pedestrian environment.

5. Locating or screening air conditioning equipment so that sight, sound and exhaust are not intrusive.
6. Minimizing intrusion of trash receptacles, utility lines, meter boxes, downspouts and other functional hardware. Use screening devices or storage units that visually blend into the rear facades.



This simple secondary entrance retains its original elements and provides a pleasant sense of entry. Enhancement could include repair of the stoop, relocation of electrical meters, improve overhead lighting and restoring the transoms to functional use.