

STREETSCAPE STANDARDS

We have established general guidelines for "pedestrian friendly" streets by looking at factors such as Environment, Intimacy and Identity. This section defines in more detailed terms the elements that make up the streetscape (Standards).

The Standards are organized into six sections: *Furnishings, Lighting, Paving, Planting, Signage and Civic Art*. General standards have been prepared for each section, followed by summary descriptions of each element as well as, where appropriate, graphic examples. The descriptions address materials, design, characteristics, image, and application criteria.

Furnishings

Due to their visual prominence and prevalence on the street, street furnishings should be used as unifying landscape elements. Street furnishings consist of materials primarily utilitarian in character and function. However, because of their prevalence, their style, image and color is important to the overall visual environment of the Downtown CID. A color palette has been designed in an attempt to reference a St. Louis "Aesthetic". The general furnishings color palette consists of the following range:



Criteria:

- *The range of different furnishings should be minimized to avoid visual clutter.*
- *Wherever possible, furnishings should be grouped together to avoid visual chaos.*
- *Where distinct themes unique to specific spatial form or activity can be identified, subtle design variations to street furnishings are acceptable and encouraged as long as the essential physical and visual character is retained. This allows flexibility for the designer to establish identity for specific spaces while remaining compatible with the recommended street elements.*
- *Furnishings should be low-maintenance, vandal-resistant, and easily replaceable.*

1 Banners and Special Lighting

- Bracket-type banners should be considered on standard cobra head light poles
- Horizontal banners spanning the street should be mounted on special poles suitable to take the anticipated structural loads
- Banner graphics should be coordinated with the CID-wide identity program
- Special lighting could also span the street, mounted on cobra head and/or special poles. "High-Tech" lighting such as fiber optic cable on "net" backgrounds should be considered
- Banners or special lighting should maintain adequate vehicular clearances



Bracket-type banner system



Cross-street banner



Cable with 'string' lighting

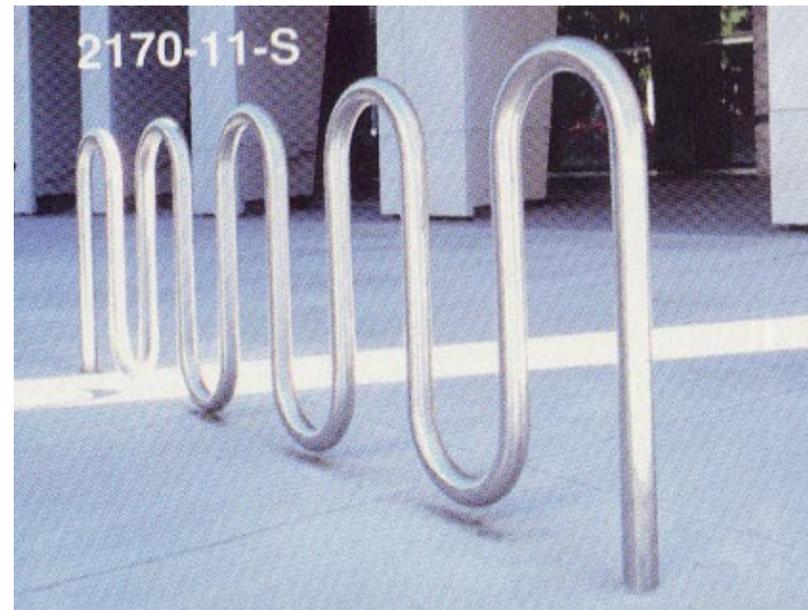
2 Benches

- Painted steel
- Woven-slatted design for comfort
- Powdercoat-painting for durability
- Benches should be at least 6 feet long to seat 2 strangers or 3 friends comfortably
- Benches should have backs and arm rests (a center arm rest is recommended to discourage sleeping)
- Manufacturer: Landscape Forms 1800 5212546. Scarborough Collection, 24", 48", 72", 96"
- Suggested color: Pantone 8523C



3 Bike Racks

- Galvanized steel
- Embedment mounting
- Manufacturer: Columbia Cascade 1800 5471940. Original Cycloops, 2170-5-G (3'-3" Long) 2170-7-G (5'-3" Long)



4 Bollards

- Painted steel (powder-coated)
- Concealed mounting
- Crafted ornamentation recommended
- 24" to 30" high, spaced 3' to 5' on center
- Removable bollards where necessary for emergency/service functions
- Manufacturer: Fairweather Site Furnishings & Accessories 1800 3231798. B4-B Bollards
- Suggested color: Pantone 8523C



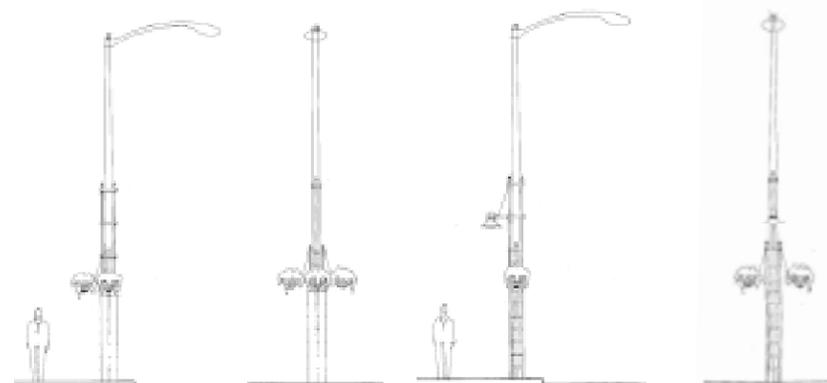
5 Bus Shelters

- Painted steel (such as Wall USA standard)
- Shelters should be customized to fit with other site furnishing components if possible
- Coordinate location of bus shelters with transit company for maximum usage
- Locate shelters adjacent to paved sidewalks in a location that will not impede pedestrian circulation
- Design and locate bus shelters with sight lines to approaching buses
- Minimum setback for shelters from curbs is 3'-6"
- Consider incorporation of other site furnishings with the bus shelter including newspaper vending machine, trash receptacle, benches, and/or signage
- Provide sufficient space for wheelchair circulation and easy access to buses
- Manufacturer: Wall Corporation, Wall USA Inc. 314 5339255
- Suggested main color: Pantone 8483C
- Suggested trim color: Pantone 8600C



6 Cobra Sleeves (“Wraps”)

- Painted steel tube & strap with exposed bolted connections
- Sleeves should be integrally designed with pole signage, pedestrian-scaled lighting and hanging baskets (*see p. 13 Hanging baskets*)
- Sleeves should be 10'-12' in height
- Recommended for all Downtown streets to add pedestrian scale and pedestrian-friendly illumination
- Sleeves should incorporate provisions for affixing standard street signage
- Three types of sleeves are recommended: 1) "Open" 2) "Closed" and 3) "Transit" (see "Identity" section earlier)
- Vines are encouraged as colorful elements on "open" type pole sleeves as discussed earlier. Recommended vines include: Parthenocissus quinquefolia, Euonymus fortunei radicans, Campsis radicans
- Before implementation of cobra sleeves, it will be necessary to coordinate design with the Streets Department in reference to utility maintenance and access to cobra lights
- Suggested color: Pantone 8523 C



'Closed' sleeve option with 3 hanging baskets

'Open' sleeve option with 2 hanging baskets & pedestrian light

7 Kiosks

- Painted steel (such as Wall USA standard)
- Kiosks may be both vending or fixed display-type
- Locate kiosks convenient to high-volume pedestrian areas to attract users and provide security. Parking lot pedestrian access points should also be considered for location of kiosks
- Avoid locating kiosks at building entrances
- Kiosks should be easily accessible and placed in locations that will not impede pedestrian circulation
- Kiosks should be limited in size to minimize visual impact on streetscape design while providing adequate space to house anticipated uses
- Manufacturer: Wall Corporation, Wall USA Inc. 314 5339255. Streetline Kiosk XS
- Suggested main color: Pantone 8483C
- Suggested trim color: Pantone 8600C



Kiosks such as this one provided by Wall USA can provide vending facilities, advertising and informational signage

8 Newspaper Vending Machine Enclosure

- Painted steel (powder-coated)
- Locate vending machine enclosures convenient to high-volume pedestrian areas to attract users and provide security
- Avoid locating vending machine enclosures at building entrances
- Enclosures should be easily accessible and placed in locations that will not impede pedestrian circulation
- Enclosures should be located 12" from curb
- Enclosures should be limited in size to minimize visual impact on streetscape design while providing adequate space to house anticipated local and national vendors
- Suggested color: Pantone 8523C

Note: A "corral" type furnishing is preferred over a "condo" or fully enclosed unit. Corrals afford an opportunity for public art, e.g. in the form of ornamental ironwork. Corrals also minimize visual obstruction, are more flexible and help to expand the family of street furniture.



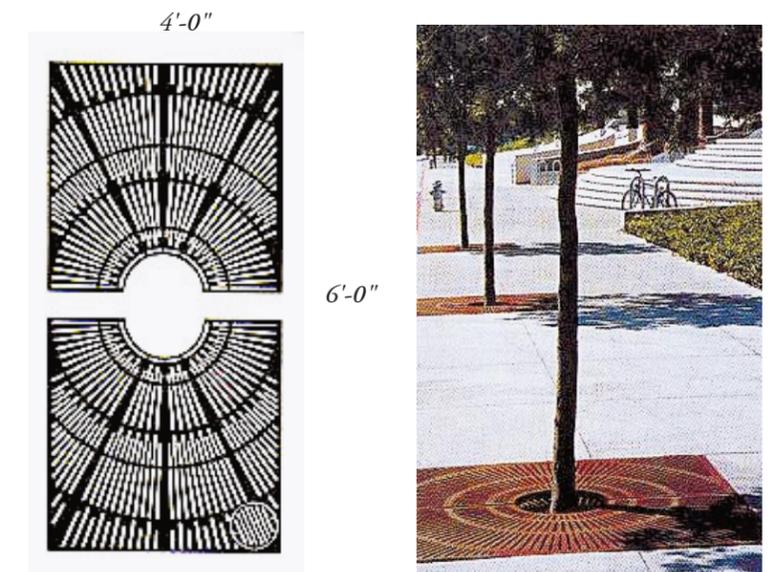
9 Trash Receptacles

- Painted steel (powder-coated)
- Vertical strap-type design similar to benches
- Receptacles should be equipped with plastic liners
- Coordinate size with the City of St. Louis to maximize efficiency of collection
- Trash receptacle should be located with priority given to corners and outside fast-food eating establishments
- Manufacturer: Landscape Forms 1800 5212546. Scarborough Collection
- Suggested color: Pantone 8523C



10 Trees Grates

- Painted or unpainted steel
- Design should have 16" minimum diameter tree opening size
- Design should be expandable to allow for tree growth
- Design should be pedestrian-safe
- Minimum grate size should be 6' x 4' for tree health
- Manufacturer: Ironsmith 1800 3384766. Starburst Series 2: 3/8" slots
- Suggested color: Pantone 8523C



Planting

Plant materials can play either a unifying role in site development or reinforce distinctions between street and areas of the CID. In either role, they provide both aesthetic and functional values.

Aesthetic selection criteria include form, texture, seasonal color of leaves, bark, flowers and fruit. Functional properties of plants allow selection of species that have the ability to reinforce site spaces; provide shade and microclimate modification for human comfort; reinforce appropriate pedestrian scale; impact energy efficiency of buildings; mitigate noise; reduce glare and reflection.

Maintenance of plant materials should be carefully considered in landscape design. Priority should be given to plants with low maintenance requirements, including resistance to disease and pests. The use of plants that do not produce messy fruits and seeds and species that can tolerate occasional periods of drought should be emphasized.

Criteria:

- *Wherever possible, retain existing large street trees and incorporate them into the street design.*
- *Use plants that require relatively low maintenance.*
- *Consider installation of drip or other water-conserving irrigation systems for all planting to enhance plant survivability and plant growth rates.*
- *Provide screening for all parking areas and vacant lots where no adequate wall or fence exists.*
- *Provide planters on street corners to create "Urban Oases".*
- *The use of native plants is encouraged, provided they are suited to urban environments and will not require extraordinary maintenance. When used, native plants should be used in groups rather than as single specimens.*

11 Continuous Planting Pit

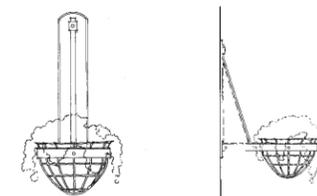
- Pit should be 4 feet wide by 3.5 feet deep, minimum
- The trench should be filled with Structural Soil Mix, providing enhanced growth and survivability rates
- Planting pit and structural soil may be paved over with concrete unit pavers or cobbles, creating an aesthetically pleasing and functional edge to the sidewalk
- Where tree grates are present, planting strips should extend out from them, supplementing the root growth area.
- A 2x2 foot opening should be left around tree trunks, mulched with gravel



Continuous planting pit with concrete unit paving cover

12 Hanging Baskets

- All baskets to have painted steel back plate, steel strap bracket, planter support, painted wire basket
- Hanging baskets can be attached to: 1) building facades with suitable attachment brackets, or 2) combined with the light pole cobra 'wraps' (see p.11- Cobra Sleeve 'Wraps')
- When attached to light pole cobra 'wraps', three baskets per pole are recommended (none to the street-side of the pole) when there is no pedestrian light attached. Two baskets are recommended in combination with pedestrian lights, to avoid blockage of light by the basket and for healthy plant growth
- Building owners can choose to apply hanging basket brackets to supplement other baskets at the light poles
- Brackets should be developed with a variety of back plate shapes and decorative infill panels
- Baskets should be sufficient in size to hold a 5-gallon plant
- Before implementation of hanging baskets on pole lights, it will be necessary to coordinate design with the Streets Department in reference to utility maintenance and access to cobra lights
- Suggested color: Pantone 8541C
- Suggested color: Pantone 8542C

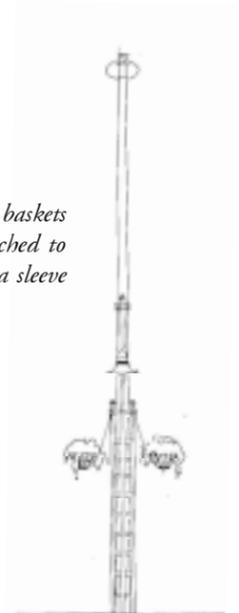


Hanging basket bracket attachment to building facade

2 hanging baskets attached to cobra sleeve



Combined street furniture for a less cluttered street



13 Planters

- Galvanized steel, fiber-reinforced precast concrete or cast stone.
- Provide a mix of planter sizes for interest in groupings and plant material variety.
- Provide drainage for each planter.
- Suggested color: Pantone 8541C.
- Suggested color: Pantone 8542C.
- Manufacturer: Concrete Planter- Silvestri California, World Rim. Other planters to be manufactured by local suppliers.

Recommended Plant List:

A range of ornamental grasses are recommended for their texture, their tolerance of urban conditions and their seasonal interest. for example: Pennisetum sectaceum, Miscanthus sinensis sp., Phormium tenax 'Rubrum', Pennisetum alopecuroides

Planters can be combined with wire frames for climbers and vines



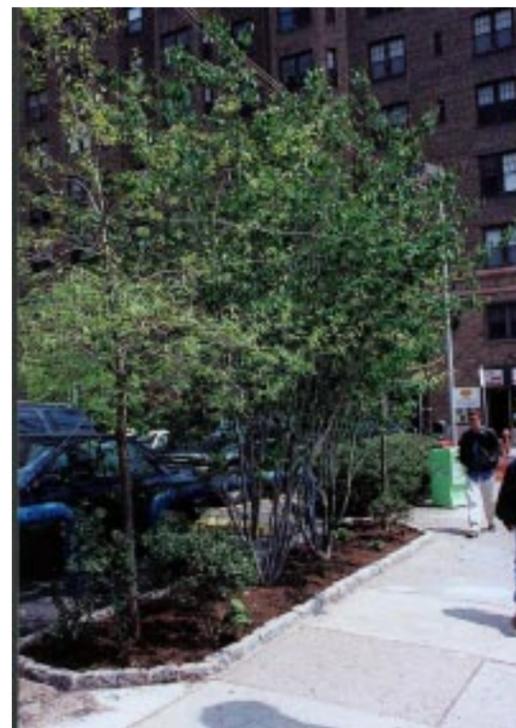
Unusual materials such as zinc, and galvanized metal contribute an eclectic and contemporary feel to the street

14 Planting Screens

- A predominance of native species is recommended.
- Screening planting should be accommodated in continuous planting pits, and if possible should be located within the public domain and be at least 3 feet wide by 3.5 feet deep.
- Plant species should be chosen for their columnar (fastigate) nature and/or screening qualities.
- A 4-inch curb is recommended for edging "screen" planting areas. Curb may be concrete or cobblestone.

Recommended Plant List:

Serviceberry, Winterberry, 'Armstrong' Red Maple, 'Fastigiata' Pyramidal European Hornbeam



Native planting as used here in Philadelphia provides good screening combined with low maintenance

15 Street Trees

- Provide a minimum 6'x4' by 3.5' deep tree pits in existing or new sidewalks
- Consider the use of continuous street tree pits to provide maximum soil area for roots to spread, and water and air to penetrate.
- Allow sufficient room for tree canopies to grow and develop without conflict with other building or sidewalk elements
- Install tree grates to protect soil compaction over the root ball
- Install tree guards to protect tree trunks from damage in high pedestrian use areas
- Street trees should be spaced 20 to 40 feet apart depending on underground vaults and utilities

Recommended Plant List: (for description of street types see later section "Applying the Guidelines and Standards to the CID")

Standard Streets- 'Homestead' Hybrid Elm, 'Red Sunset' Red Maple, 'Patmore' Green Ash, 'Green Vase' Japanese Zelkova, 'Skyline' Honey Locust.

'Garden' Streets- 'Redspire' Callery Pear, 'Velvet Pillar' Crabapple, Prunus sp.

Entry Corridors- 'Armstrong' Red Maple, 'Fastigiata' Pyramidal European Hornbeam, London Plane.



"Red Sunset' Red Maple



'Homestead' Hybrid Elm



'Patmore' Green Ash



'Green Vase'Zelkova

Signage

Signage plays an important part in the creation of "pedestrian-friendly" streets by establishing a visual guide and orientational tool for pedestrians and vehicular users of the Downtown. Tourism, conventions, and businesses are all creating increased levels of pedestrian and vehicular traffic. Lack of way finding tools such as signs and graphics can cause confusion, and most importantly discourage walking.

Specific images and recommendations for street signage are to be developed further in a future detailed signage study. Generally however, signage for the CID area should meet the following general guidelines:

Criteria:

- *In developing the signage system, Identification Signs (naming signs to identify areas within the CID, important buildings etc.), Directional Signs (used to guide the motorist or pedestrian in and around the Downtown) and Regulatory Signs (signs that set the rules for travel and parking within the Downtown area) should be included*
- *Signs should communicate required information effectively. Information should be presented in a visually comprehensive manner. The sequence in which information is communicated should be logical and should correspond to user needs*
- *Signs should reinforce the overall visual image and character of the CID. The design of the signage system should be consistent throughout the CID. It should be coordinated with the design of the site furniture and lighting.*
- *The signage system should provide flexibility. It should be adaptable to changes and additions over time. Consideration might be given to a modular system to facilitate this requirement*
- *Signage should include consistent and usable mapping that is coordinated with Identification and Directional Signs*

16 Way Finding Signage

- The current CVC sign system for St. Louis Downtown has only a directional sign and a directory. Future signage should include a more comprehensive hierarchy of sign types and a less complicated map that is orientated to the users view.

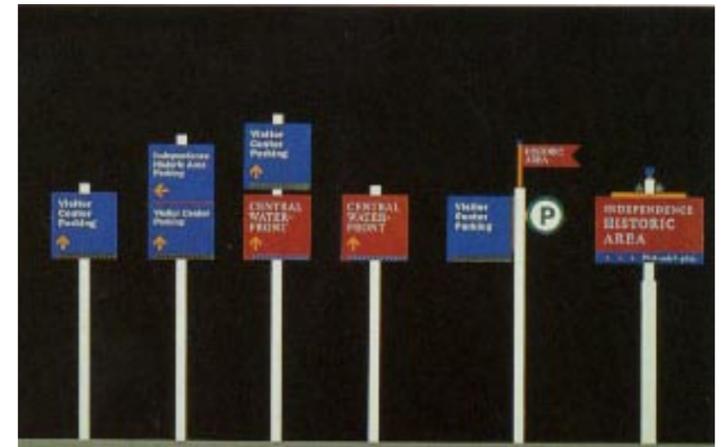


The existing St. Louis CVC existing signage system

Below are examples of coordinated signage systems in three major cities



The sign system for New York City is consistent through a wide variety of sign types. The clearly defined hierarchy communicates a sense of security. The pedestrian intuitively knows where to look for information.



Philadelphia's signage system is clear and graphically simple in design



Santa Monica's signage reflects the character of this Southern California beach community

Lighting

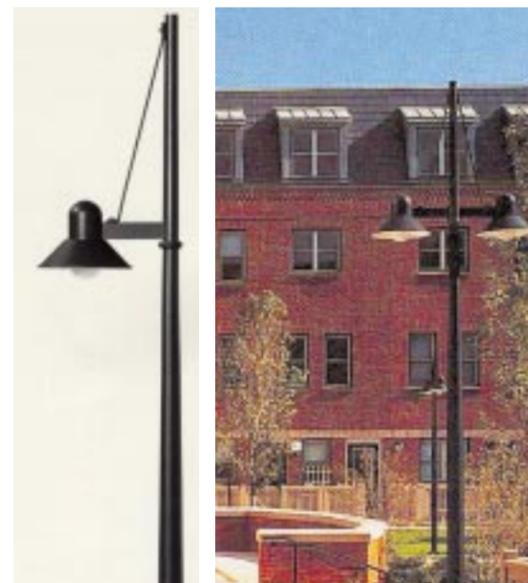
Street lighting performs a number of important functions and may have additional impacts on the visual environment of Downtown. Due to these factors and the prevalence of lighting fixtures on all streets, lighting should be used as a unifying Streetscape element. Although levels of illumination are important for safety and security, other aesthetic aspects of lighting design including color rendition, luminaire design and lighting patterns should be given equal consideration in the overall lighting system. Additionally, consideration for energy conservation must be included in the site lighting design process. LED street lamps should be pursued when the technology becomes available, both to improve lighting levels and save operation and maintenance costs. LED technology also offers the opportunity to achieve a "friendlier" roadway lighting that could better coexist with new, pedestrian-scale lighting on the sidewalks. Cobra head light fixtures and sidewalk lighting should be considered jointly in determining the optimum lighting quality for the Downtown. One feature to consider in creating an optimum lighting quality is the addition of cut-off shields on the roadway lights. Such shields would diminish the glare from the cobra head fixtures, allowing the eye to better focus on storefronts and other sidewalk amenities.

Criteria:

- *Lights should consist of a coordinated family of luminaires and poles with regard to design, materials and color.*
- *Lighting should define and reinforce the hierarchy of street systems to promote a sense of site orientation and organization.*
- *Use light fixtures of durable materials to discourage vandalism.*
- *Use lighting sources that provide good color recognition appropriate for the use.*
- *Provide illumination levels and lighting sources that minimize areas or points of glare while providing adequate levels of light for safety and security.*

17 Pedestrian Lighting

- Steel or aluminum
- Partial lens over luminaire (as opposed to fully exposed globe)
- Luminaire design should provide vandal resistant lens
- Design to provide easy serviceability
- Light source mounting height shall not exceed 12 feet
- Because pedestrian lighting is strictly supplementary, spacing may vary (at least one fixture between cobra heads is recommended, in addition to mounting a pedestrian fixture on the existing cobra heads)
- Manufacturer: Bega USA 1805 6840533. 97001 MH reinforced spreader arm and pole extension with 9858 MH pole top luminaire, 1508 HR, Group 15 tapered round pole with DPC-2 decorative pole cover
- Suggested color: Pantone 8523C



Pedestrian lights such as these can act as a unifying element in the streetscape

Paving

Paving materials should be used to identify different street characters. The paving design can express unique images and evoke historic patterns and textures of different areas of the CID. Street corner paved areas add a hint of texture and color without being too costly. Additionally, the domain of the pedestrian can be extended into the street by adding Street corner extensions or "bump-outs", facilitating additional streetscape elements such as bus shelters and kiosks (traffic flow is not usually hindered because the paving only extends as far as the parking zone). Crosswalks can be paved to match sidewalk improvements, improving visibility and comfort for pedestrians and slowing traffic. All streets should be accessible for the disabled through curb ramps. Building accessibility is also recommended through add-on ramps where steps are present.

Criteria:

- *Special districts should have their own paving materials palette to reinforce their unique identity.*
- *New paving color and texture should help mitigate glare.*
- *Paving should be non-slip when wet .*

18 Accessible Ramps

- Cast-in-place concrete, with scored, anti-slip finish.
- Ramps should not exceed a 5% slope, with handrails where appropriate (refer to ADA guidelines).



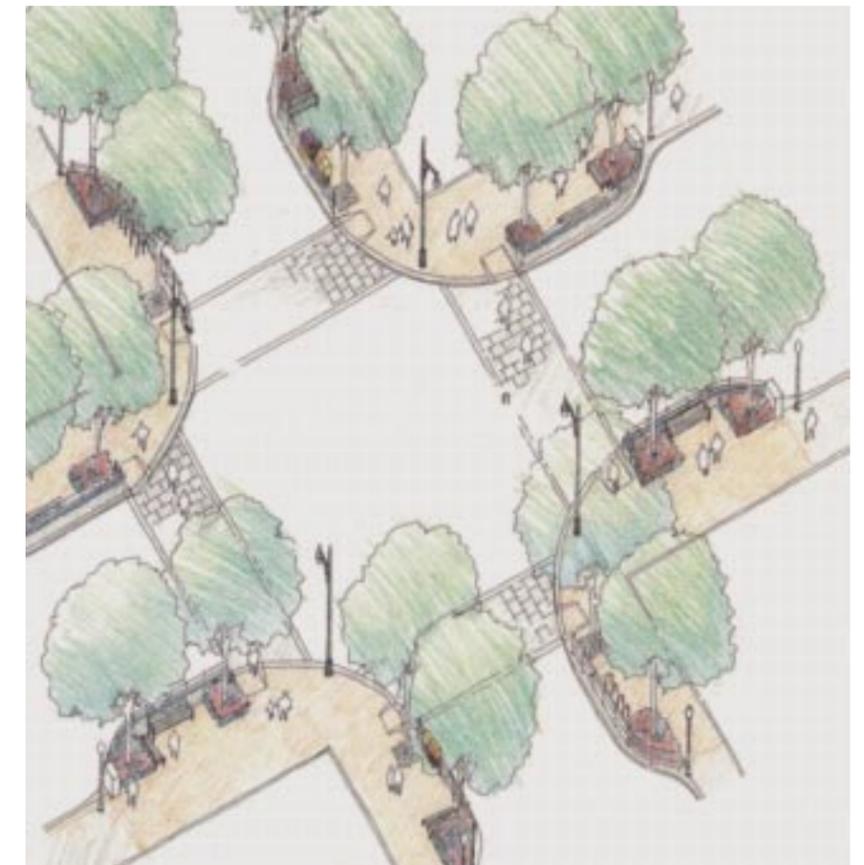
Building entrance ramp



A.D.A. curb ramps at street corners

19 Paved 'Bump-outs'

- Concrete unit pavers, or cast-in place concrete paving
- Exposed aggregate cast-in-place concrete paving.
- 'Bump-outs' should extend up to 30 feet in both directions from the intersection, and up to 8 feet into the street.
- Allowance is needed for vehicle turning and sight-lines.
- Paving should be flush with adjacent and/or existing sidewalk paving.
- 'Bump-outs' should incorporate ADA accessible curb ramps
- 'Bump-outs' should be edged with bollards, placed 18" inside the face of curb.



Street corner 'bump-outs'

20 Paved Crosswalk

- Interlocking unit pavers or cast-in-place concrete paving
- Crosswalks should be 8 feet in width, minimum
- Paving should be flush with adjacent street paving
- Paving should align with accessible curb ramps
- Decorative paving patterns or motifs can be placed at the junctions of four streets, where paved crosswalks form a 'square'

**21 Corner Paving**

- Exposed aggregate cast-in-place concrete paving
- The corner paving area should extend up to 30 feet in both directions from the intersection corner
- Paving should be flush with adjacent and/or existing sidewalk paving
- Corner paving should incorporate ADA accessible curb ramps



Civic Art

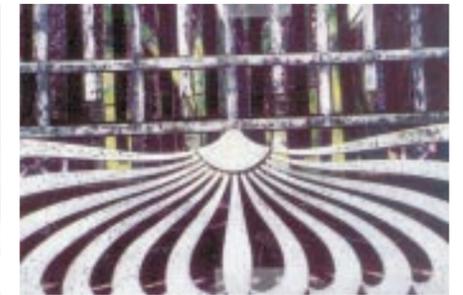
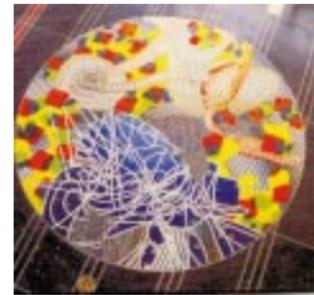
Art and craft in the public realm provides a human touch, reinforcing the goals of comfort and accessibility. More importantly, art can be an attraction in-and-of-itself, helping to draw visitors to the Downtown core area. Major, site-specific art works are recommended for dead-end streets and other areas where through-views down the street are obstructed by buildings or overhead structures (such as the intersection of Olive and 4th Streets). The entryways and gateways into the Downtown also afford great sites for major art works. Major Downtown gateways are shown on the Urban Context Map.

Criteria:

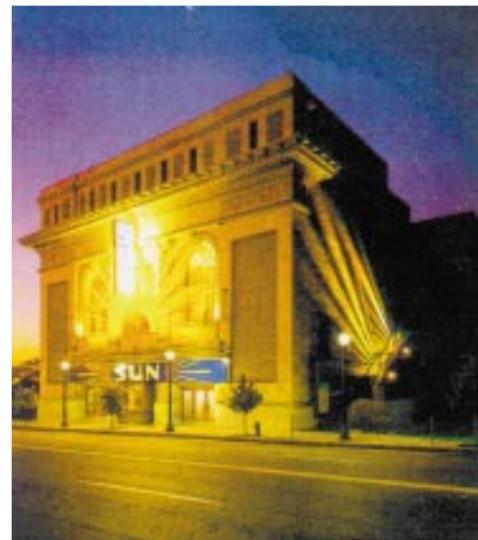
- Streetscape elements suitable for the integration of art: building canopies, storefronts, furnishings, lighting, paving, fencing, tree-grates and tree-guards, information displays and utility elements such as manhole covers.
- Select art that communicates a relationship to the “St. Louis Aesthetic”.
- Consider the possibilities of a Downtown art walk.
- Civic artists should be selected following an open qualification process. Contractual terms, including scope of the art work, construction budgets, maintenance and security limitations, insurance requirements, fees, stipends, authorship stipulations, etc, should be included in the call for qualifications.
- Priority should be given to the incorporation of art into Streetscape elements such as benches, fences, newspaper corrals, pole 'wraps' and intersection paving.

22 Civic Art

Medallions featuring commerce, art and the history of St. Louis could be featured on sidewalk corners



Decorative metalwork



Building facades can be enlivened by creative lighting and projections



Icons recalling the city's history



Blank building facades and empty lots provide a wealth of opportunity for the artist



Lighting across the street is festive, visible and inexpensive



Manhole covers can be designed to express the character of the city