

Civic Identity Streetscape

Sikeston, Missouri

The City of Sikeston, Missouri is located in the Bootheel Region of southeast Missouri. Downtown Sikeston is the location of many businesses, civic institutions and government offices. Downtown Sikeston hosts numerous events and festivals, including the Cotton Festival, Sikeston Jaycee Rodeo Parade, and the Christmas Festival. The historic Sikeston Depot, located along the main entry into Downtown, is also home to a visitor center, art gallery and a farmer's market each summer. The events, along with Downtown serving as the central business district for the town and region, result in numerous local citizens and tourists visiting Downtown. PGAV was commissioned by the City of Sikeston to enhance the existing Downtown streetscape, civic identity and wayfinding.

PGAV documented and analyzed the existing character of Downtown Sikeston, with site visits and key stakeholder interviews. Understanding the local history and the importance of the local agrarian heritage, the PGAV Team developed a series of concepts reflecting the character of the community. The design team also analyzed the access and egress points into Downtown from State Highway 62 and local collector streets.

A series of meetings with local civic leaders, Downtown business owners and the public to review the concepts occurred throughout the design process. PGAV developed a hierarchy of signage with monument columns at key gateways into Downtown and wayfinding signs at key intersections into and throughout Downtown.

Final designs reflect the brick masonry architecture, which is prominent throughout Downtown. The design is a statement of civic pride in the local farming industry. The monument columns are proposed to have capitals of cotton bolls, a leading crop in the region. The wayfinding signs will have brick piers, with finials of a magnolia tree flower. The monument columns and wayfinding will give a new identity for the Downtown and the entire community. The new civic identity will further enhance Downtown Sikeston's role as the business and civic center of city and region.

