

RESOLUTION NO. 25121

A RESOLUTION ADOPTING DESIGN GUIDELINES FOR THE C-7 NORTH SHORE COMMERCIAL/MIXED USE ZONE, IN SUBSTANTIALLY THE FORM ATTACHED HERETO AND MADE A PART HEREOF BY REFERENCE.

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WHEREAS, the North Shore Commercial/Mixed Use Zone was adopted by the Chattanooga City Council in 1998; and

WHEREAS, several years of experience in administering the zone have highlighted the need to clarify or modify some of the design guidelines; and

WHEREAS, participants in North Shore public meetings expressed a strong desire to maintain the unique urban character of the area and the use of a design review process; and

WHEREAS, urban standards can help ensure that the site and character of new development complements the existing urban fabric; and

WHEREAS, the Chattanooga City Council approved an amendment to Article V of the zoning ordinance on March 20, 2007 revising the Review Committee membership and referencing separate illustrated design guidelines.

NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CHATTANOOGA, TENNESSEE, That there be and is hereby adopted the attached Design Guidelines for the North Shore Commercial/Mixed Use Zone, in substantially the form attached hereto and made a part hereof by reference.

ADOPTED: May 15, 2007

/add

# North Shore

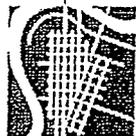
## Design Guidelines

C-7 commercial/mixed use zone

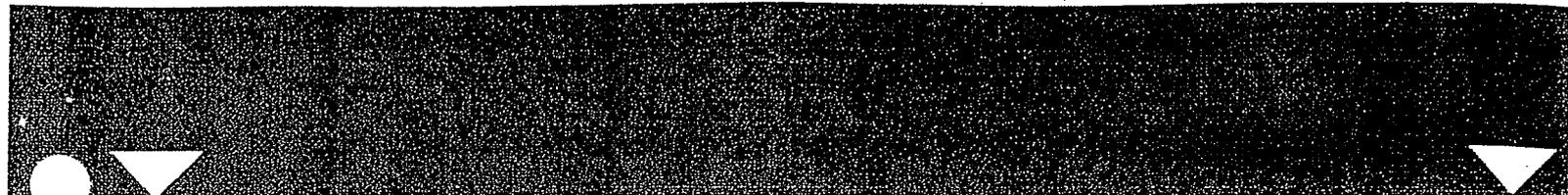
**DRAFT**



The Chattanooga-Hamilton County  
Regional Planning Agency



Planning & Design Studio



# North Shore

## Design Guidelines

C-7 commercial/mixed use zone

**Adopted by:**

Chattanooga City Council

(DATE)

**Prepared by:**

Chattanooga-Hamilton County  
Regional Planning Agency

Planning & Design Studio

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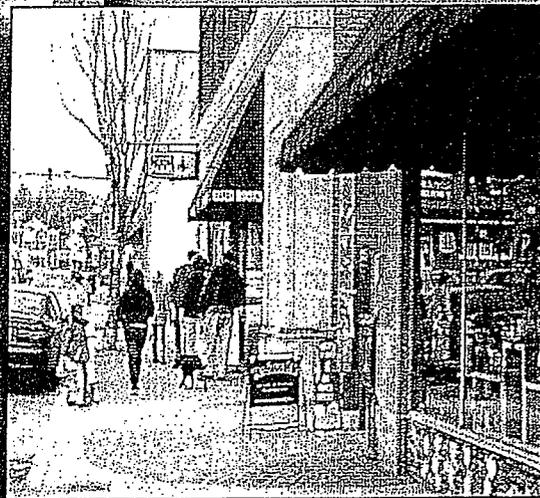
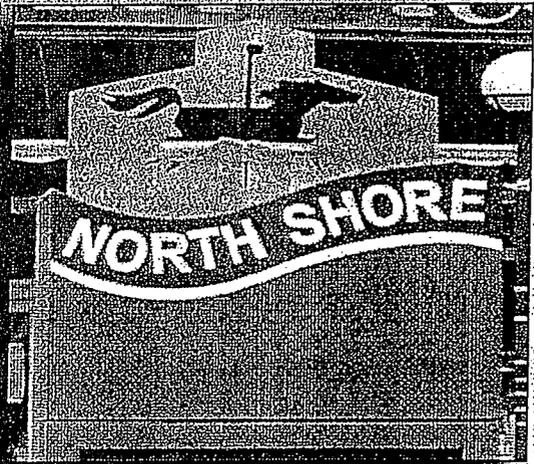
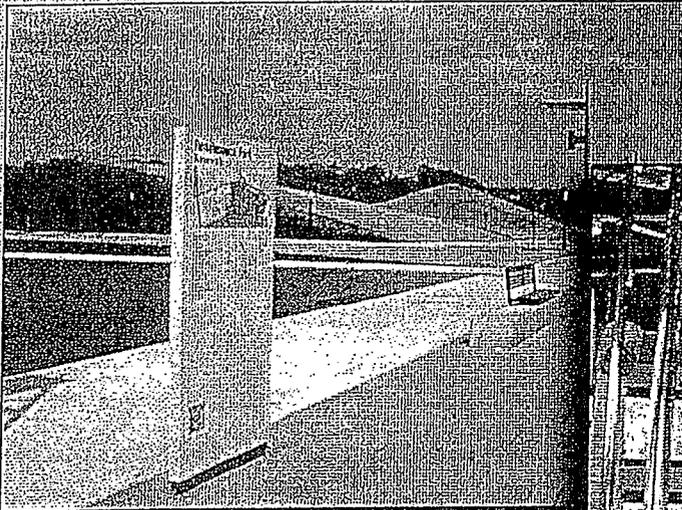
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# WELCOME

## TO THE NORTH SHORE COMMERCIAL / MIXED-USE DISTRICT (C-7)

The North Shore is a special part of Chattanooga's urban area. Close to the downtown, but still possessing a neighborhood scale, the North Shore has become a popular destination for local residents and out-of-town visitors. Often referred to as "eclectic" or "funky," the North Shore's historic buildings, local businesses, lively sidewalks, bridges and beautiful City parks contribute to its unique character. This uniqueness and urban architectural character is what these guidelines are meant to preserve and enhance.

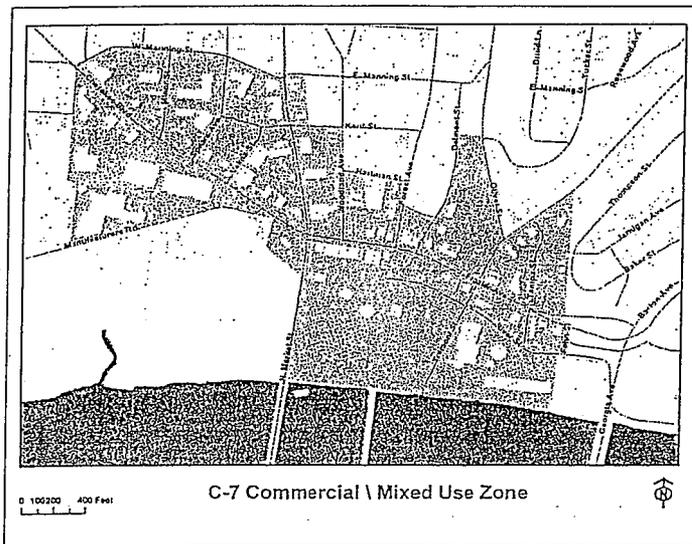


# The C-7 District

- provides for a diverse mix of housing options
- integrates new development and land use changes with existing character and form
- emphasizes pedestrian scale and urban character

## BOUNDARY

The North Shore Commercial Mixed-use Zone is focused on the commercial properties fronting Frazier Avenue, River Street, Cherokee Boulevard, and portions of intersecting north-south streets such as North Market and Tremont Street.



See Appendix for larger view.

## APPLICABILITY

All development projects and activities, including new construction, demolitions, and exterior renovations are subject to review based on these guidelines. These guidelines are not intended to deny property owners the right to continue the lawful existing use of their property.

## AUTHORITY

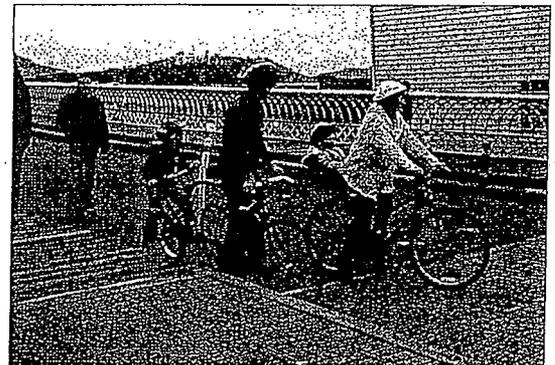
The North Shore Commercial Mixed-use Zone is a zoning district authorized by the general police and zoning powers delegated to the City of Chattanooga by the State of Tennessee (T.C.A. Sections 13-7-201 & 13-710).



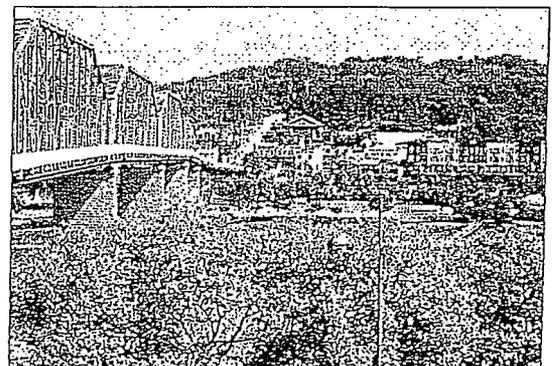
The unique urban architectural character of the area and a mixture of retail, offices, housing, parks, and a theater attract people to the North Shore.



Features that animate public space include sidewalks, landscaping and outdoor dining.



The district accommodates pedestrians, transit, cars and bicycles; it is multi-modal.



The Walnut Street Bridge connects the North Shore to the Downtown Central Business District (CBD).

Retaining the North Shore's unique features and providing direction for future urban development that maximizes pedestrian activity are the primary goals for the North Shore Guidelines. Other goals further define these two fundamental concerns. The main goals are:



1. Promote a mix of uses within the North Shore Commercial Zone.
2. Allow greater latitude in design than what is provided for by typical zoning requirements.
3. Encourage investment in the Zone.
4. Bring most daily activities within walking distance, giving the elderly and the young increased independence of movement.
5. Reduce the number and length of automobile trips, to minimize traffic congestion, road construction and air pollution.
6. Establish building densities that support the use of transit.
7. Provide quality public spaces such as streets, sidewalks, parks and squares.
8. Provide a full range of housing types and workplaces that will integrate age and economic class.
9. Maximize the use of all existing resources including land, buildings, parking, and infrastructure.
10. Maintain the physical continuity of the street edge created by multi-story buildings built to the sidewalk.
11. Protect the public viewshed and important scenic vistas both from the North Shore and of the North Shore from other areas.
12. Promote pedestrian activity and safety over convenience for the motorist.

# Goals

## DISTRICT PRINCIPLES

The guidelines are based on a set of underlying principles that establish fundamental standards for quality urban commercial development.

These principles and supporting guidelines are organized into six basic categories:

### Land Use

- Commercial Mixed Use
- Prohibited Uses
- Riverbank Uses

### Site Design

- Setbacks
- Parking & Vehicular Access
- Pedestrian Access
- Landscaping
- Lighting
- Street Edges & Screening
- Open Space
- Stormwater

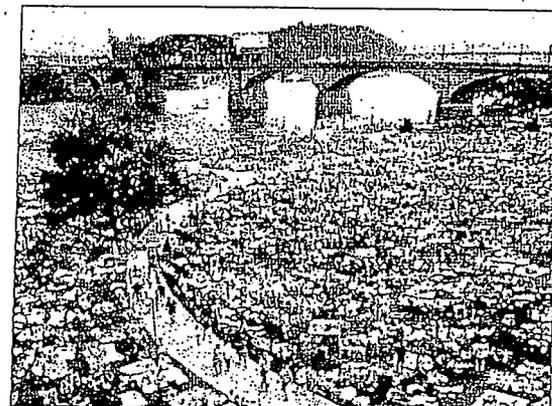
### Building Design

- Height and Mass
- Roofs
- Facades
- Doors & Windows
- Historic Buildings
- Building Additions
- Materials

### Sidewalks

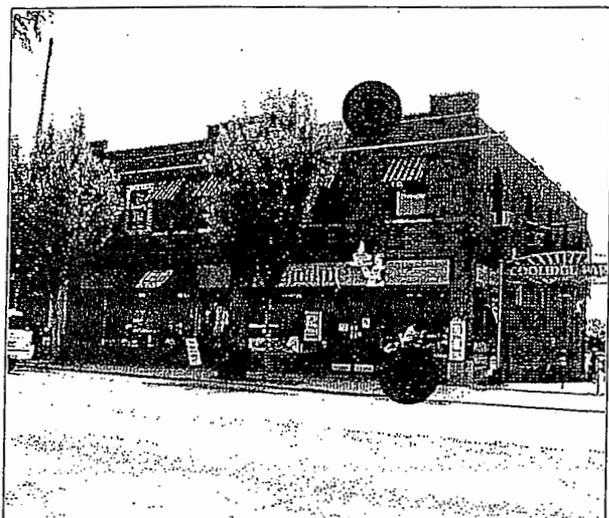
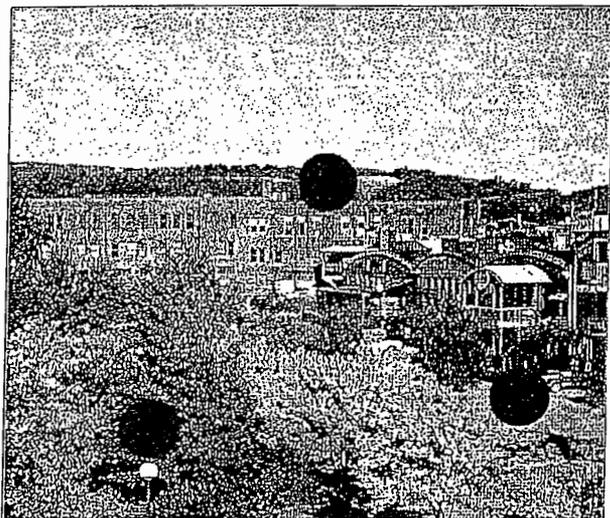
### Signs

### Demolitions



“An integrated approach to city building reconnects art, culture and nature; the self, the social system, and the physical environment.”

*Mark Dekay, The Green Center, Planning for Environmental Quality in Downtown Chattanooga.*



## Building Design

- Ⓛ Buildings should establish a well-defined street edge and urban character and reflect the pedestrian scale. Commercial streets should accommodate higher densities, and therefore taller buildings, than predominantly residential streets. Buildings should be similar in height and configuration to nearby buildings on the same street. The height and mass of the bridges should also be considered for properties adjacent to those structures.
- Ⓜ Roofs should reflect traditional urban commercial patterns and provide some visual interest to the tops of buildings, but should not overwhelm the street façade.
- Ⓝ Building facades should reflect traditional urban patterns, reinforce the human scale, and provide interest for the pedestrian.
- Ⓞ Openings and bays should reinforce the human scale, maintain traditional urban patterns, and provide interest for the pedestrian.
- Ⓟ Buildings more than 50 years old are considered historic and should be retained and preserved.
- Ⓠ Building additions should be compatible with the massing, scale, size, materials, and architectural features of the original building.
- Ⓡ Exterior materials should reflect a sense of permanence and urban character.

## Sidewalks

- Ⓢ Sidewalks are public spaces designed to accommodate pedestrian traffic. Sidewalks should also include street trees, benches, small displays and dining areas to create activity and interest. However, these additions should leave sufficient space for pedestrians to walk past.

## Signs

- Ⓣ Signs should balance the need to market individual businesses with the objective of maintaining the Zone's existing urban character and minimizing visual clutter.

## Demolitions

- Ⓤ Demolition of buildings should generally be avoided to maintain continuity of the street edge.

# REVIEW PROCESS

## STEP 4

### Submit application information

Application forms are available on line at [www.chattanooga.gov](http://www.chattanooga.gov) by clicking on Departments – Public Works – Land Development Office – Zoning Services – Historic Planning & Design Review – North Shore Application. You may also pick up application forms at the Land Development Office in the Development Resource Center, 1250 Market Street, Suite 1000.

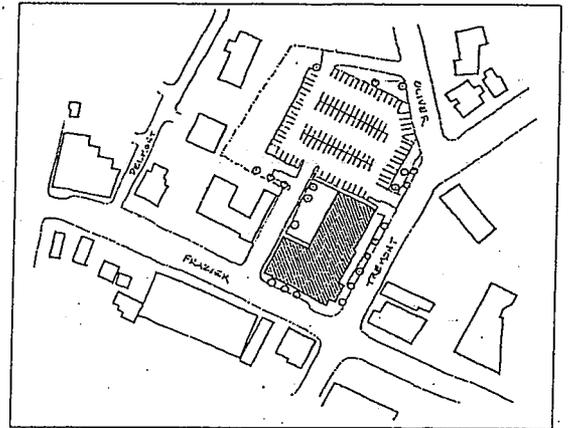
All submitted drawings should be no larger than 11 x 17 inches. All site plans, building elevations, and site and building sections should be drawn to scale.

The following information shall be submitted along with the completed application form. Projects will not be reviewed by the Staff or placed on the Review Committee agenda until all required drawings have been submitted.

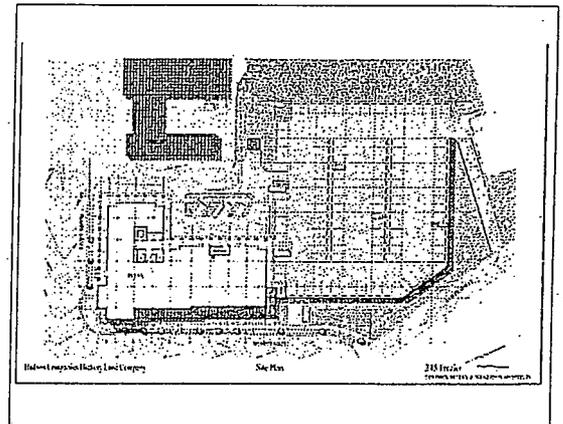
1. A Vicinity Plan showing the project in relation to the surrounding area within 300 feet of the site. The plan should include building footprints, streets, access points and parking areas.
2. A Site Plan that shows vehicular access, parking (including the number of spaces), service areas and dumpsters, conceptual landscaping, property lines, building footprints, topography lines at a minimum 10-foot contour interval for finished grade, and areas of cut and fill.
3. Elevation Drawings of the front, sides, and rear of each building where construction activity will take place. Drawings should show all openings (windows and doors), texture, color and materials shown by illustrations or annotation, and any other architectural features.

Based on the type of project proposed, the review committee may require all or some of the following. Some information may be required later in the design process for a follow-up review.

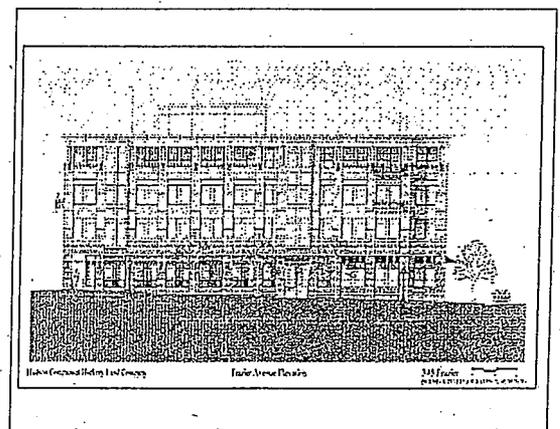
4. Site and Building Section Drawings illustrating how the proposed building or addition and the site would appear in cross-section.
5. Landscaping Plan showing location, number and type of plant materials.



This vicinity plan shows a preliminary concept, which can be used to begin a discussion and explore guideline requirements.



A site plan provides more detailed information - streets, building footprints, parking, and landscaping - drawn to scale.



Building elevations illustrate what the exterior will look like.

# REVIEW PROCESS

## B. Committee Review

Committee review still requires an initial contact with the staff who will check to see that you have gathered the appropriate information to enable the Review Committee to make an informed decision. This information must be submitted at least 15 days prior to the Review Committee's monthly meeting to allow the staff adequate time to prepare your case.

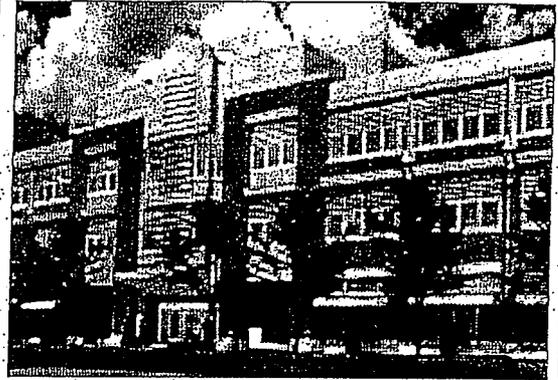
## Public Notice

By law, reasonable notice must be given to the general public of all Review Committee meetings and projects to be considered. The Staff will give the applicant a large blue public notice sign. This sign must be posted on the project site by the applicant at least one week prior to the Review Committee meeting date and must be visible from the public street. Failure to post the sign may result in a one month delay. Applicants are expected to attend the Review Committee meetings to answer any questions about their project.

## STEP 7

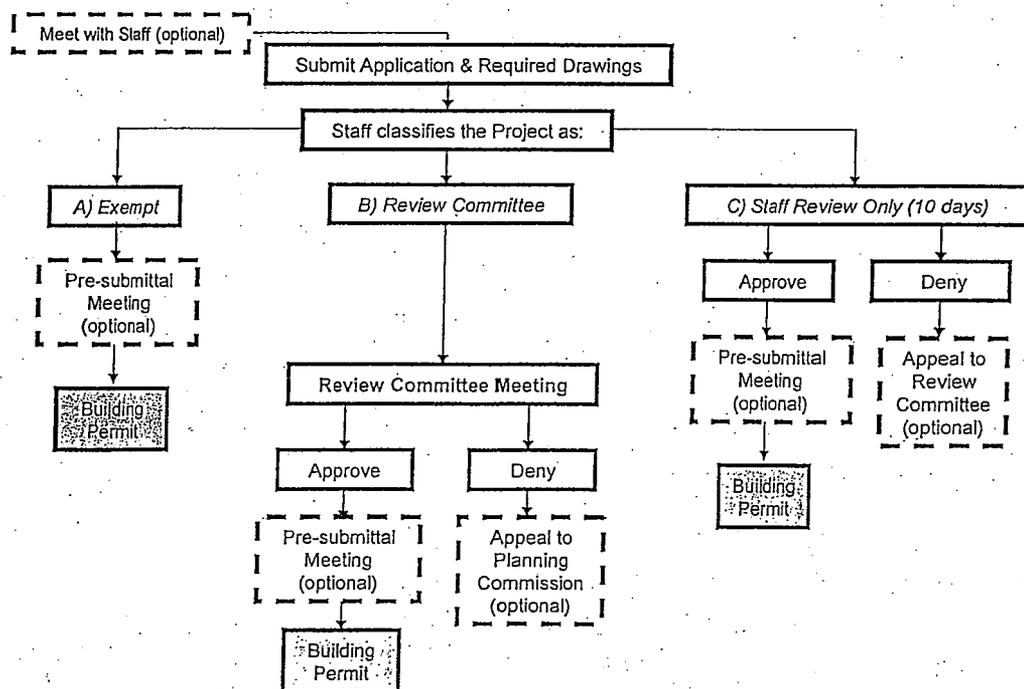
### City Technical Review and Building Permits

The Staff will send written notice of your project's status, including any conditions placed on the project by the Review Committee, to the City Land Development Office. You may then contact the City Land Development Office at 423-757-5105 to obtain the appropriate construction permits.



## APPEALS

If your project is not approved, you may reapply with changes. If you are still dissatisfied with the Review Committee's decision, you can file an appeal with the Chattanooga-Hamilton County Regional Planning Commission within 30 days. Appeals may be filed at the Regional Planning Agency (RPA) office in the Development Resource Center, 1250 Market Street, Suite 2000 or by calling 423-668-2287.



# REVIEW PROCESS

4. Contractor or Developer
5. Realtor or Engineer
6. Business representative (recommended by the North Chattanooga Chamber Council)
7. Property owner, resident, or business operator from within the Zone (recommended by the City Council representatives of the Zone)

The Review Committee only reviews site and building proposals within the designated Zone. Their decisions are based on the adopted North Shore Guidelines and other adopted plans including the North Shore Plan, the Downtown Plan, and the Comprehensive Plan.

#### STAFF ADVISORS

Various City of Chattanooga and Regional Planning Agency staff may be present during Review Committee meetings to provide advice on technical issues.

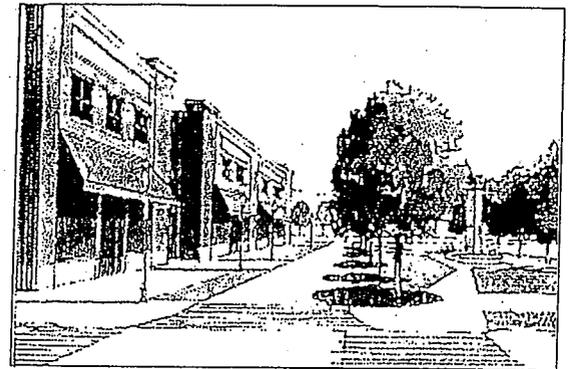
#### REVIEW COMMITTEE MEETINGS

Review Committee meetings are held once a month (if cases are pending).

A schedule of Review Committee meetings and application deadlines are available online at:

[www.chattanooga.gov](http://www.chattanooga.gov) by clicking on Departments  
– Public Works – Land Development Office – Zoning  
Services – Historic Planning & Design Review –  
North Shore Meeting Schedule/Deadlines.

You may also pick up meeting schedules at the Land Development Office in the Development Resource Center, 1250 Market Street, Suite 1000.



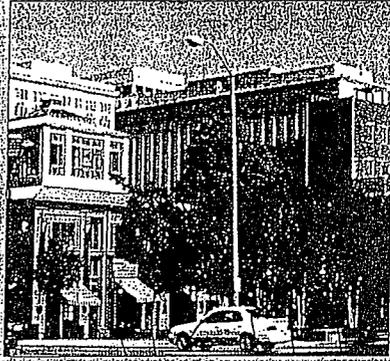
“Cities, like forests, are constantly in a state of renewal. While forests recycle in rhythm with natural laws, the city is recycled by the collective will and conscience of its citizens.”

*Planning & Design Studio*

The PRINCIPLES and GUIDELINES are grouped into the following six categories.

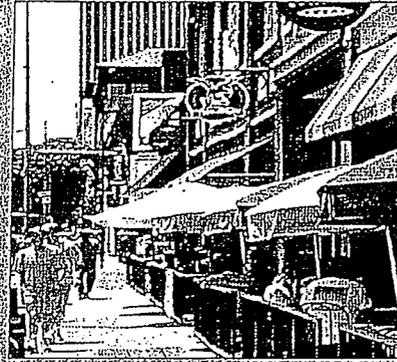
**1. Land Use**

Defines the appropriate use of property



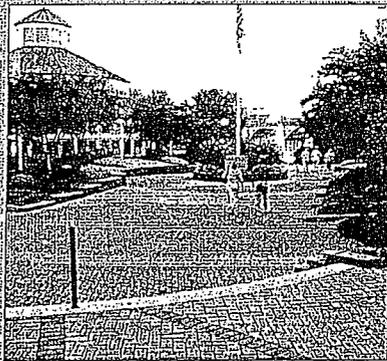
**4. Sidewalks**

Defines appropriate sidewalk improvements and intrusions into the sidewalk



**2. Site Design**

Addresses how the site is developed including building placement, vehicular access, parking, pedestrian access, landscaping, lighting, and fencing



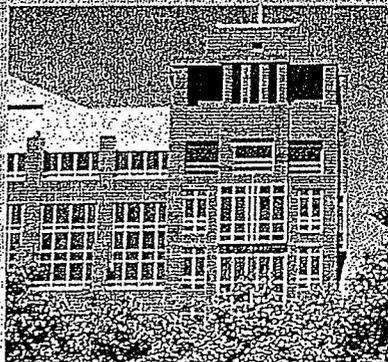
**5. Signs**

Sets forth criteria for size, lighting, and design



**3. Building Design**

Addresses the building exterior, shape and height



**6. Demolitions**

Defines conditions for destruction or removal of a building



# Design Guidelines

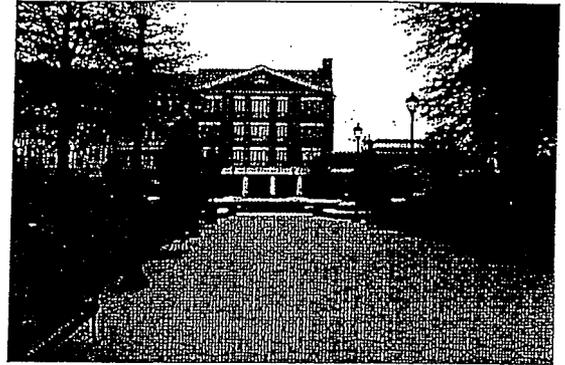
### LAND-USE - PROHIBITED USES

#### 1.2 PRINCIPLE: PROHIBITED USES

Uses that may create conflicts with pedestrian safety or become a nuisance should not be included in the North Shore Zone.

##### GUIDELINES:

- 1.2.1** Automobile-oriented uses such as gas stations and drive-through windows are strongly discouraged. If a drive through or gas pumps are approved in a project, they should be subsidiary to the primary use, should be located behind the primary building, and their vehicular traffic should not cross the sidewalk on a primary street (meaning those streets with the most vehicular traffic). Secondary streets or alleys should be used for access whenever possible.
- 1.2.2** Recreational uses should be passive. Examples include walking trails, picnic areas, and dining pavilions.
- 1.2.3** Active recreational uses such as go-cart tracks, ballfields, and courses are strongly discouraged.
- 1.2.4** Uses which produce or store toxic fumes or materials, dust, or other nuisance or health-threatening debris, shall **not** be permitted.
- 1.2.5** All materials or equipment associated with any permitted use shall be stored out of sight from the street and sidewalk.
- 1.2.6** The following uses shall **not** be permitted:
- adult-oriented establishments
  - commercial hazardous or medical waste facilities
  - commercial radio, television, telephone or microwave towers
  - outdoor storage of vehicles, travel trailers, boats, or equipment
  - warehousing and commercial mini-warehouse storage

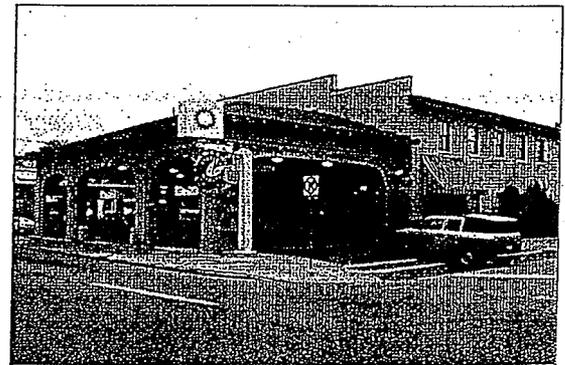


Atlanta, GA - This development features a passive park of hard surface pavers and soft surface shrubs, trees and grass. Successful mixed-use projects often include a plaza or public space as part of their design.

#### URBAN EXTRA Tips & Advice

##### Why is Mixed Use important?

- To bring daily activities within walking distance
- To reduce the number of automobile trips
- To maintain and promote a diversity of activities within the Zone
- To create a vibrant urban atmosphere



Savannah, GA - Downtown Gas Station and Market

#### URBAN EXTRA Tips & Advice

While gas stations are a necessary part of our auto-dependent world, the expanses of paving and driveways that come with them discourage pedestrian activity. These impacts must be minimized to maintain an active, urban, pedestrian environment.

### LAND USE - RIVERBANK USES

#### 1.3 PRINCIPLE: RIVER BANK USES

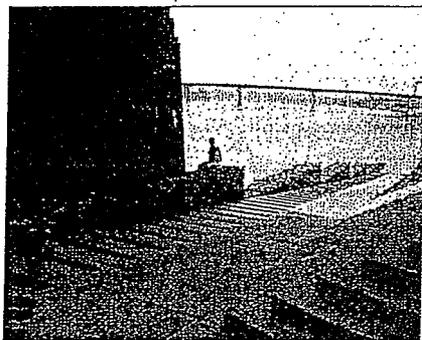
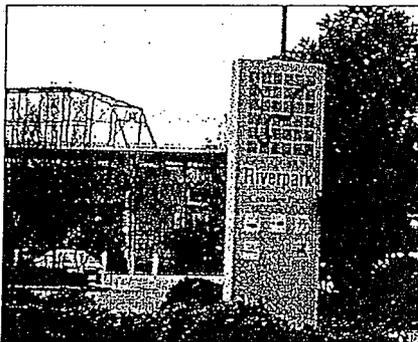
The River is a public resource. Its banks should be preserved in a natural state and provide continuous public access.

#### GUIDELINES:

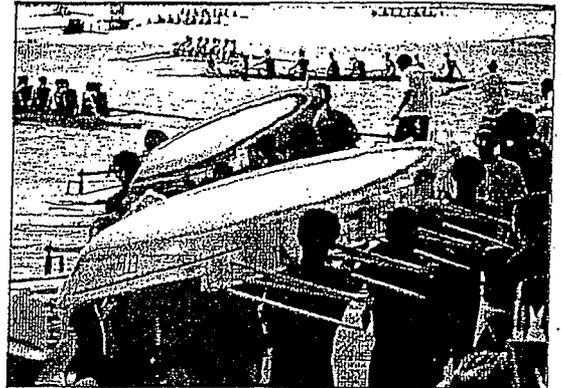
1.3.1 Only uses that are inseparable from a waterfront location should occupy the river or riverbank. These uses, even though they may primarily be located on the water, shall require Committee review. These uses include:

- Port & harbor facilities
- Marinas
- Water using industries
- Open space
- Canoe / kayak / rowing launches

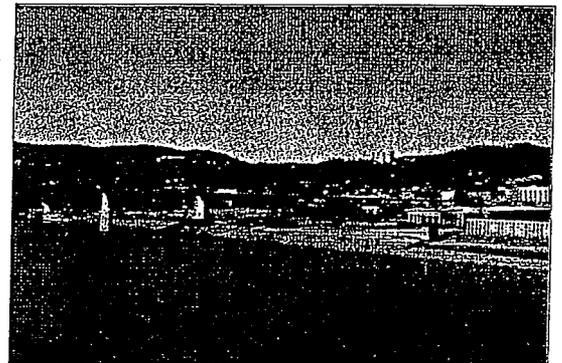
1.3.2 Stationary uses, such as offices, restaurants or housing should not occupy the river or riverbank. These uses should be setback 100 feet from the river at normal pool to maintain public access and a natural buffer.



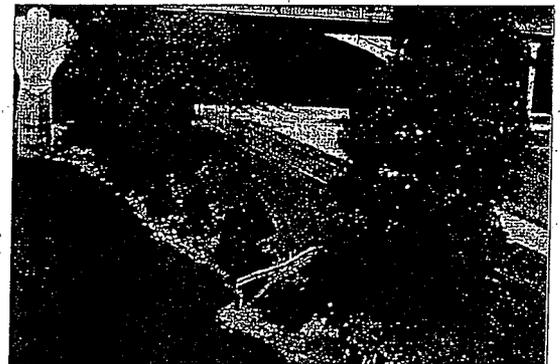
The Tennessee Riverpark and the Tennessee River Blueway provide public access to this important natural amenity.



The river and riverbank should be reserved for uses that are dependent on water access, such as boating activities.



Maintaining public access all along the river and keeping the riverbank natural are recurring themes in all North Shore public meetings.



#### URBAN EXTRA *Tips & Advice*

The Tennessee Riverpark Masterplan has guided Chattanooga's riverfront development since 1985. Since that time, citizens have continued to call for public access to the River and a natural treatment of the riverbank to enhance this area's scenic and environmental qualities.

# DESIGN GUIDELINES

## SITE DESIGN

2.1.4 Existing sidewalk widths may be expanded to accommodate pedestrian activity and to increase sight distances for motorists at street corners.

2.1.5 A 25-foot setback should be provided where the rear or side property line adjoins any residential use zone.

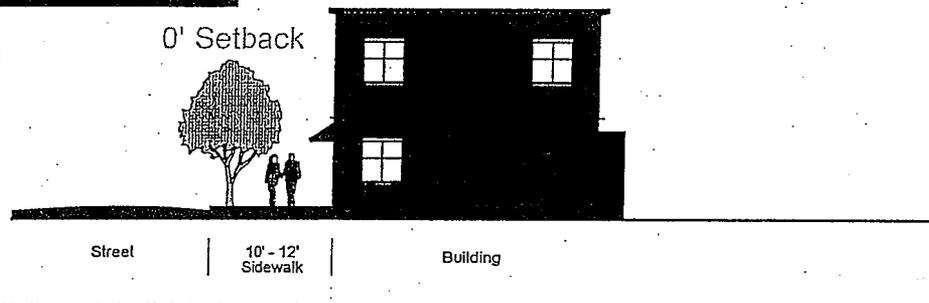
OR

### URBAN EXTRA Tips & Advice

Buildings that sit back from the sidewalk are typically found in suburban areas where pedestrian activity is very limited. Urban areas like the North Shore need buildings that front directly on the sidewalk and storefront windows to create interest for the pedestrian. "Urban" setbacks are one of the most important elements of these guidelines.

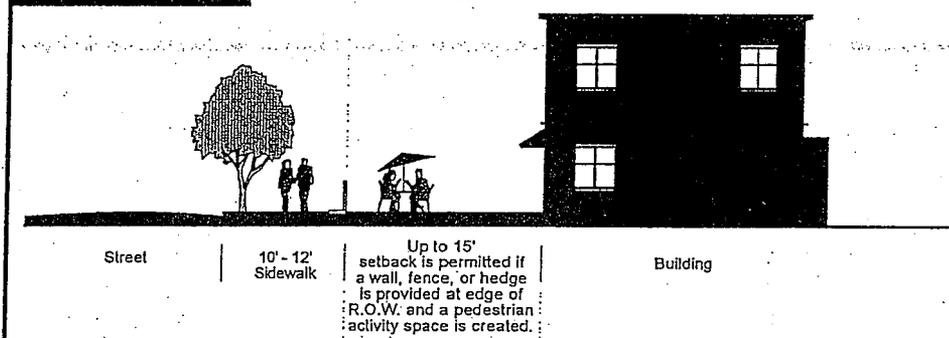
### PREFERRED

0' Setback



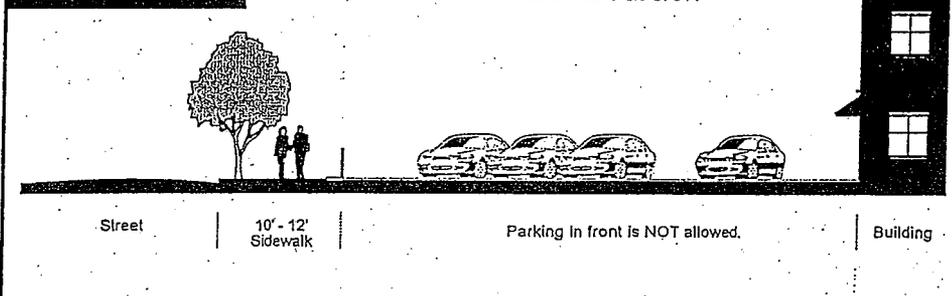
### ALLOWED

15' Setback



### NOT ALLOWED

25' Setback



**2.2.6** Additional curb cuts shall not be created on Frazier Avenue, North Market Street, River Street, or Cherokee Boulevard unless recommended by the City Traffic Engineer and approved by the Review Committee. Curb cuts may be permitted along Manufacturers Road due to the absence of cross streets and alleys; but they should be spaced no closer than 300 feet.

**2.2.7** Large new developments along Manufacturers Road should include a network of new public streets or alleys to enhance access and reduce traffic impacts to Manufacturers Road.

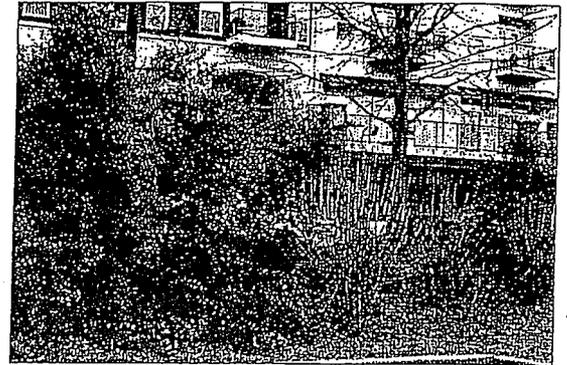
**2.2.8** For lots with multiple street frontages, parking and vehicular access shall be placed farthest away from the primary street with the most vehicular traffic.

**2.2.9** Where surface parking fronts any street (excluding alleys), a decorative wall or fence and hedge (as described in STREET EDGES AND SCREENING) shall be provided along the right-of-way to screen the parking.

**2.2.10** Curb cuts should be minimized; a maximum of one curb cut per surface parking lot is preferred.

**2.1.11** Curb cuts should be limited to a maximum width of 26 feet.

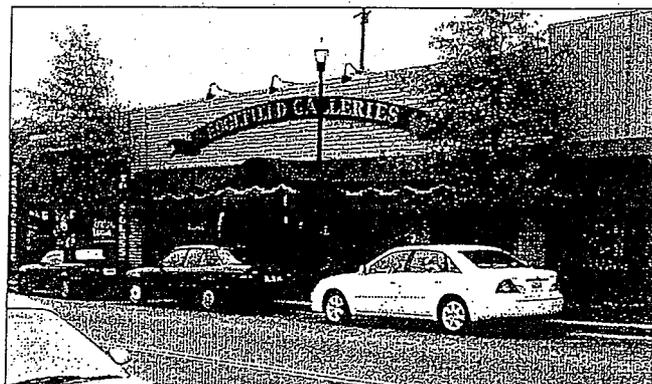
**2.1.12** Garage doors should not front or be visible from the street. Garage doors facing alleys are acceptable.



Parking is screened by trees and plantings to soften the parking lot edge at The Chattanooga Theatre Centre.



A combination of masonry wall, decorative fencing and landscaping maintains the street edge and creates an attractive screen to hide the parked cars behind.



Nashville, TN - On-Street parking is an essential part of the urban retail market. It provides quick trip parking access, serves to calm traffic on busy streets and provides a buffer for pedestrians.

### SITE DESIGN - LANDSCAPING

#### 2.4 PRINCIPLE: LANDSCAPING

Landscape design should be an integral part of the development and should reinforce the urban character and scale of the Zone. A 15% tree canopy cover is necessary in urban areas to provide shade, reduce urban heat build-up, and filter pollutants from the air.

#### GUIDELINES:

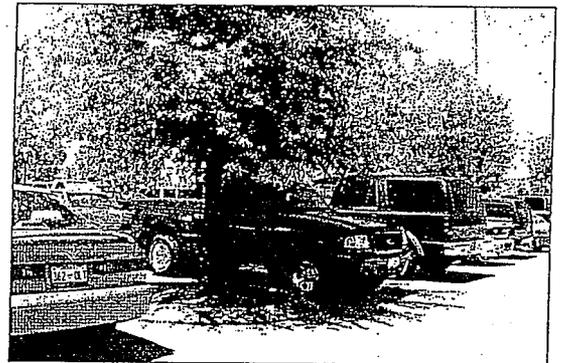
- 2.4.1** Landscaping should be provided throughout the site for all new buildings, building expansions, and parking lot expansions.
- 2.4.2** Surface parking lots should include a minimum of one tree for every 5 parking spaces.
- 2.4.3** A wall or fence and hedge, as described in STREET EDGES AND SCREENING, should screen dumpsters, utilities, and all service areas.
- 2.4.4** Property within the North Shore (C-7) Zone is exempt from the street yard requirements of the Chattanooga Landscape Ordinance due to the urban character of this district and zero setback requirements. Instead of a street yard, street trees should be planted in pits along the sidewalk. (See SIDEWALKS)
- 2.4.5** Any landscaping within the public right-of-way should comply with the Downtown Streetscape Standards, which can be obtained at the Planning and Design Studio or City Engineering.

#### URBAN EXTRA *Tips & Advice*

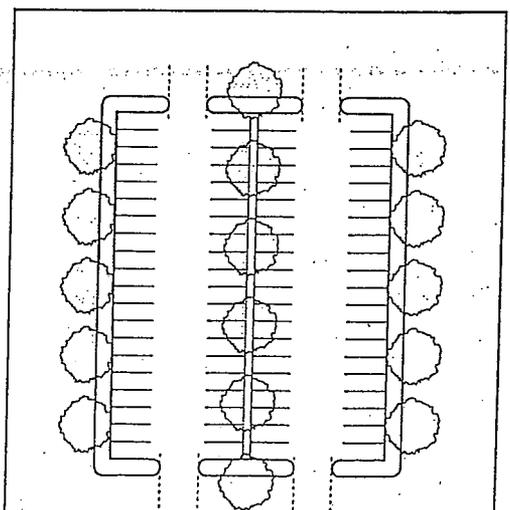
Willow Oak, (*quercus phellos*), a popular shade tree in the south, survives well in urban environments. Best planting time is November-February. For more info on species, street trees and general urban forestry questions contact The City Forester at 423-757-7283 or the Tennessee Urban Forestry Council at [www.tufc.com](http://www.tufc.com).



Urban streetscape standards include trees planted in pits near the curb, leaving ample room on the sidewalk for pedestrians.



The Finley Stadium parking lot in the Southside provides a good example of tree planting and pervious paving to reduce stormwater runoff.



PARKING LOT - LANDSCAPING  
15% CANOPY COVER  
EQUALS 1 TREE PER EVERY  
5 PARKING SPACES

### SITE DESIGN - STREET EDGES AND SCREENING

#### 2.6 PRINCIPLE: STREET EDGES AND SCREENING

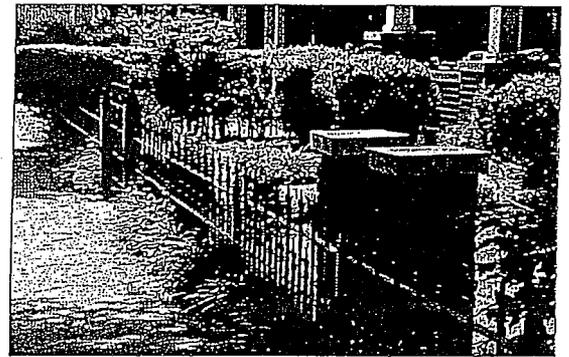
Walls, fences, and hedges should be carefully designed and applied to maintain the urban street edge and to screen unsightly features such as parking lots, dumpsters, storage facilities and mechanical equipment.

#### GUIDELINES:

- 2.6.1 Where surface parking fronts any street (excluding alleys), a decorative wall or fence and hedge shall be provided along the right-of-way to screen the parking.
- 2.6.2 Where screening is required along Frazier Avenue, River Street, North Market Street, Cherokee Boulevard, Manufacturers Road, Forest Avenue, Tremont Street, or Manning Street, a wall or visually opaque fence and hedge shall be provided with a minimum height of 3 feet and a maximum height of 4 feet above grade.
- 2.6.3 A wall or fence and hedge that fronts, or is visible from, any other street may have a maximum height of 6 feet if necessary for security, although 4 feet is still preferred.
- 2.6.4 Avoid long stretches of fences or walls without intermittent elements such as fence posts or columns to break up the expanse and provide interest.
- 2.6.5 Walls and fences should be compatible with the architectural style, materials, and colors of the principal building.
- 2.6.6 Walls should consist of masonry, stucco, or stone material. All wall materials and designs are subject to review and approval by staff or the Review Committee.



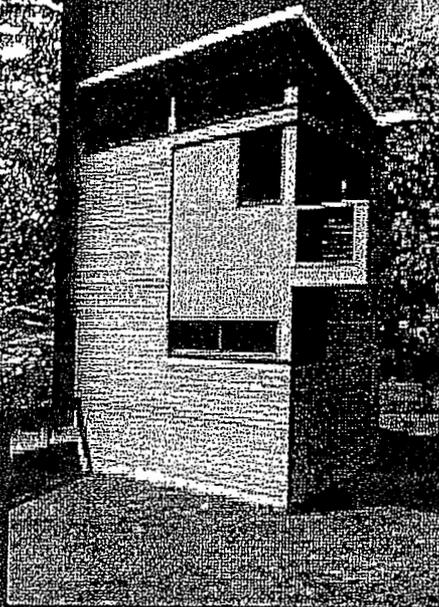
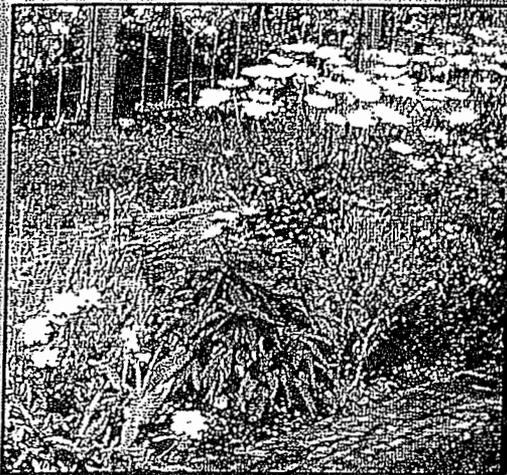
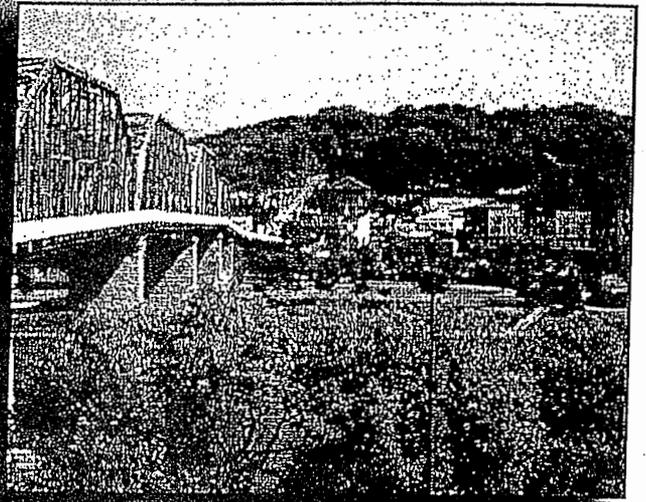
Example of an attractive wall and fence combination that delineates an edge at the sidewalk.



Residential properties may have shallow front yards and use decorative fences or walls to separate the public realm from private property.

## Parks, Open Space and other Green Building Opportunities

Surrounded by ridges and the Tennessee River, the North Shore is recognized as one of our most prized places because of its location and setting. Urban developments can include practices for perpetuating and "growing" this green environment. Green Building methods can provide an increase in energy savings, reduce waste and clean air while providing economic benefits. A healthy future depends on utilizing these practices in every development.



### URBAN EXTRA Tips & Advice

#### BUILDING GREEN

- Respect Ridges and River
- EarthCraft/Energy Star Homes
- Urban Forest
- Landscaping
- Public Space
- Stormwater Best Management Practices
  - Pervious Paving
  - Streetscape
  - Natural Systems
  - Native Species
  - Green Roofs
  - Rain Gardens
  - Sustainable Design
  - LEED Certification



# Greening

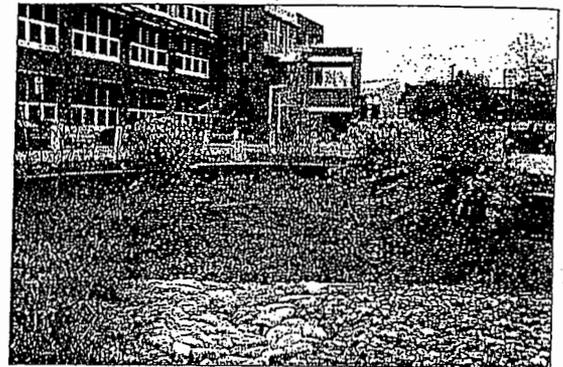
### SITE DESIGN - STORMWATER

#### 2.8 PRINCIPLE: STORMWATER

Stormwater runoff should be minimized, but stormwater facilities should not be visible from the street.

#### GUIDELINES:

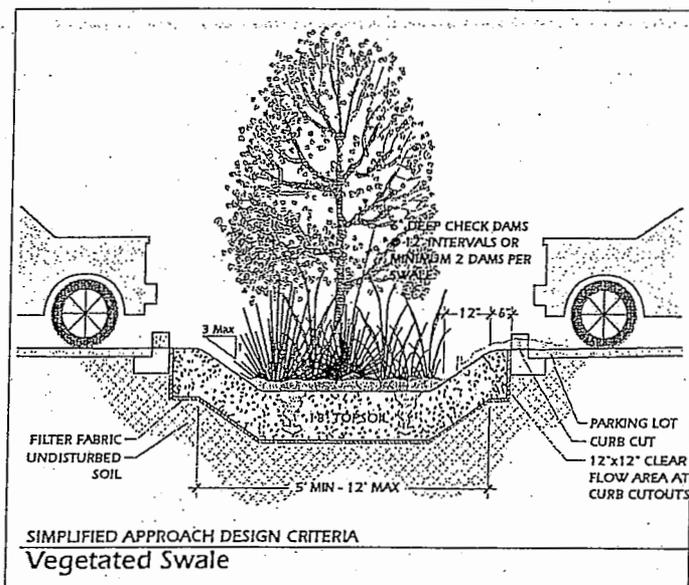
- 2.8.1 Stormwater retention and detention areas should be located behind the building.
- 2.8.2 If stormwater facilities can physically only be located along the street, a decorative wall or fence and hedge shall screen them as described in STREET EDGES AND SCREENING.
- 2.8.3 The use of pervious pavement on all parking lots is encouraged to reduce stormwater runoff.



Native species are used to filter stormwater runoff from the parking lot behind the Development Resource Center on King Street.

#### URBAN EXTRA *Tips & Advice*

Low Impact Development & Designs (LIDs) are measures used to create a hydrologically functional lot. Designed to lessen impacts to the environment and make a more efficient use of the site, LIDs may feature pervious pavement, vegetated swales, open drainage, rain capturing devices, recycled gray water and conservation of trees. See your local Stormwater or Urban Forestry department for these and other Best Management Practices.



Pervious paving was used in the Finley Stadium parking lot to reduce stormwater runoff.

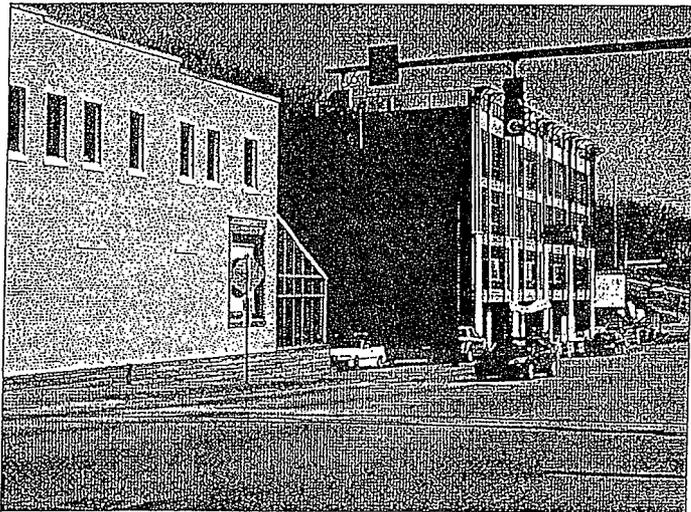
# DESIGN GUIDELINES

## BUILDING DESIGN

- Manufacturers Road frontage: 42 feet
- Properties fronting other streets: 30 feet

**3.1.4** Penthouses may exceed the maximum heights listed above by 12 feet (one story) if they are set back at least 10 feet from the building face on all sides.

**3.1.5** Building footprints of less than 10,000 square feet are preferred.

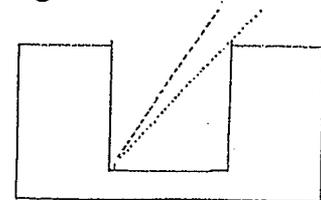


Higher densities are necessary to provide the population needed to make transit, grocery stores, and other services viable. Multi-story buildings along commercial streets can accommodate these higher densities.

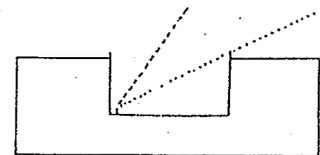
### URBAN EXTRA

Streets are like outdoor rooms with the building facades as their walls. These "rooms" need to be well proportioned to feel comfortable to the pedestrian. Wide streets with low buildings on either side result in a weak sense of space. Narrow streets fronted by very tall buildings can result in a canyon effect. Buildings that are as tall as the street is wide create a well-defined space.

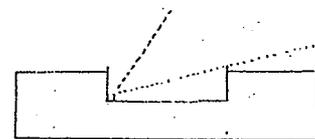
### Height-to-Width Ratio



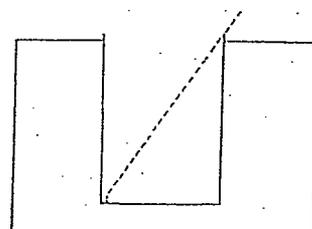
**1:1 Ratio**  
*Skyview is limited but space is defined.*



**1:2 Ratio**  
*Minimum desirable ratio for good street spatial definition.*



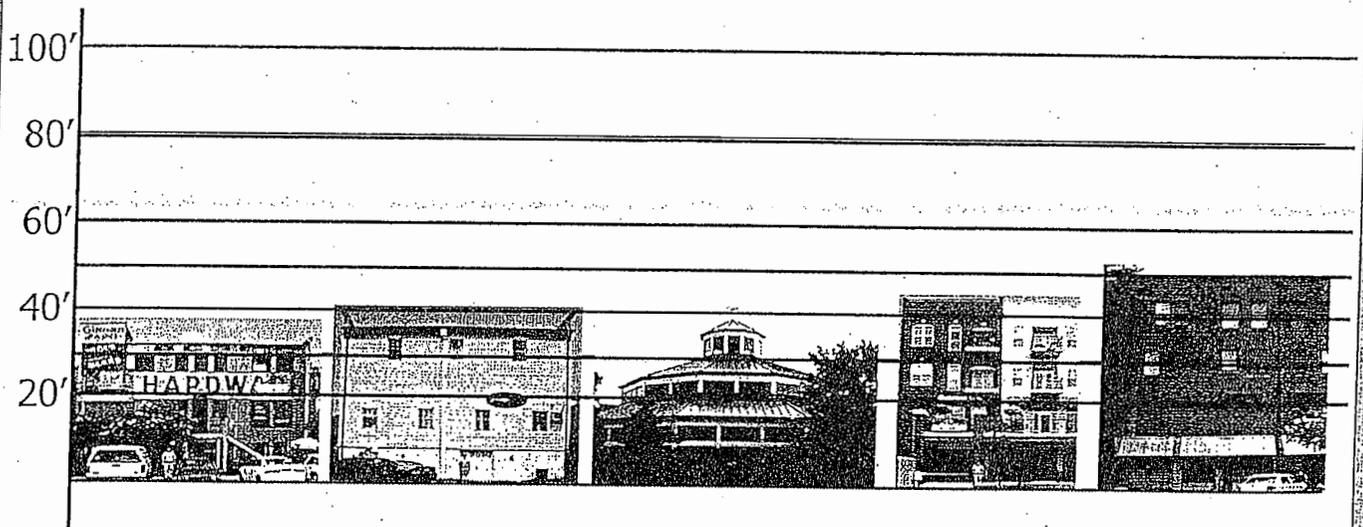
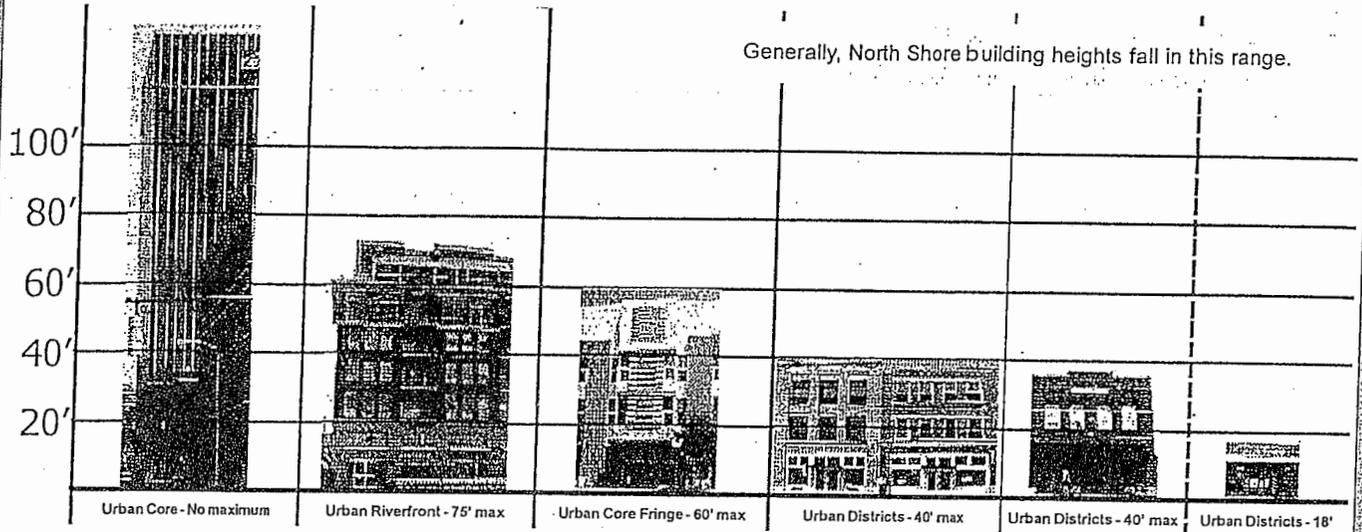
**1:4 Ratio**  
*Weak sense of space.*



**3:2 Ratio**  
*Top of the building is no longer visible without adjusting the angle of your head.*

# DESIGN GUIDELINES BUILDING DESIGN

Urban Maximum Building Height Examples (building heights shown are calculated estimates)



Urban Height Comparisons (River Street)

All heights adjusted to compensate for visual distortion.

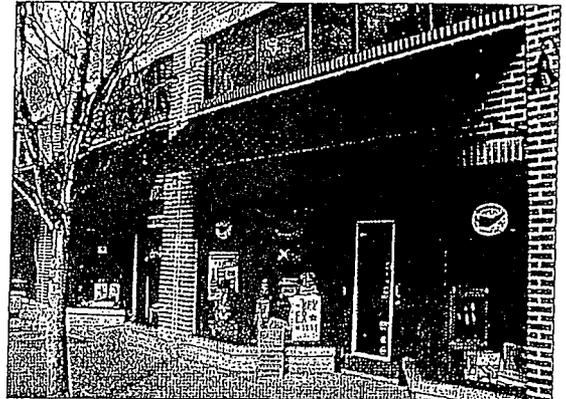
### BUILDING DESIGN - FACADES

#### 3.3 PRINCIPLE: FACADES

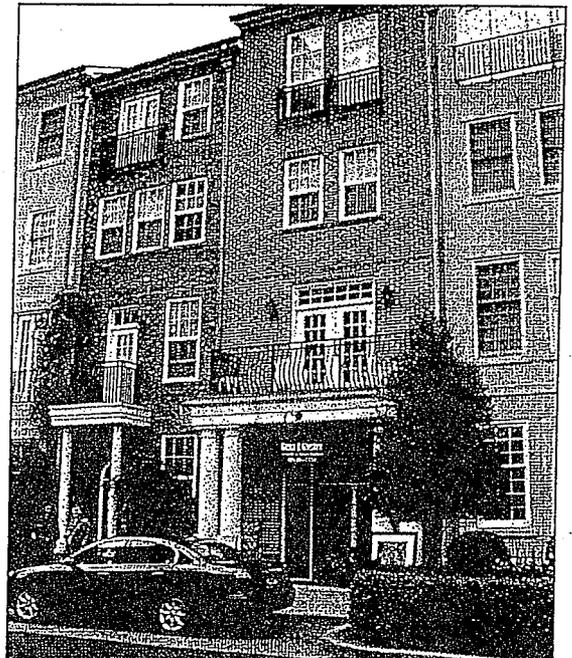
Building facades should reflect traditional urban patterns, reinforce the human scale, and provide interest for the pedestrian.

#### GUIDELINES:

- 3.3.1 Cornice lines, stringcourses, and other architectural elements should create a recognizable base, middle, and top to buildings.
- 3.3.2 Horizontal elements of all street-facing facades should complement the horizontal elements of adjoining buildings.
- 3.3.3 Long, uninterrupted horizontal stretches of building facades should be avoided. Building bays, storefronts, entrances, columns, and other vertical elements should be used in 20 to 40 foot increments to "break-up" the building façade.
- 3.3.4 Storefronts should include display windows, transoms, awnings, and entrances.
- 3.3.5 Mansard-style elements attached to the building façade should not be used.



This North Shore building incorporates traditional storefront elements – display windows, transoms, awnings, and entrances – that reinforce the human scale and provide interest for the pedestrian.



Atlanta, GA - An example of a building facade that features a change in materials and other architectural elements that add interest.



Architectural elements, such as this corner tower, can be used to provide interest and "break up" long stretches of building façades.

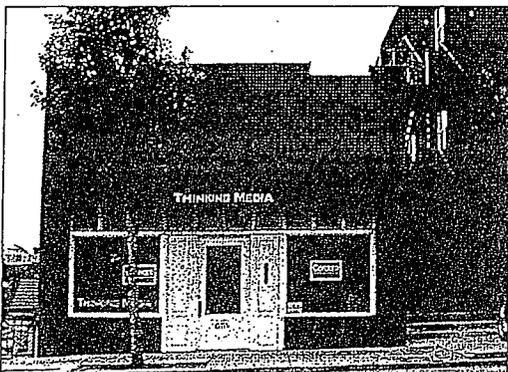
## BUILDING DESIGN - HISTORIC BUILDINGS

### 3.5 PRINCIPLE: HISTORIC BUILDINGS

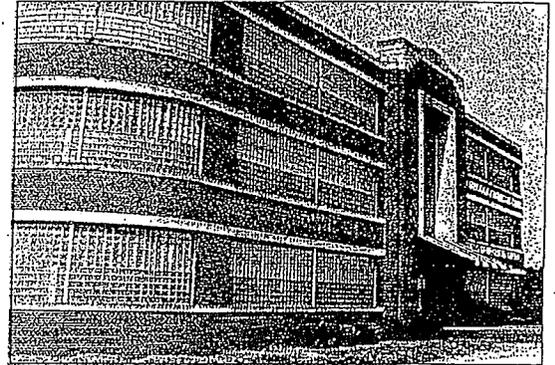
Buildings more than fifty .50 years old are considered historic and should be retained and preserved.

#### GUIDELINES:

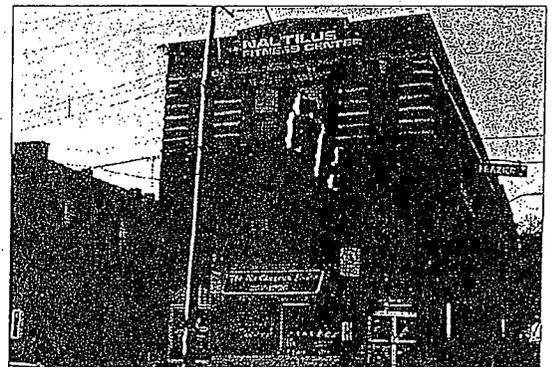
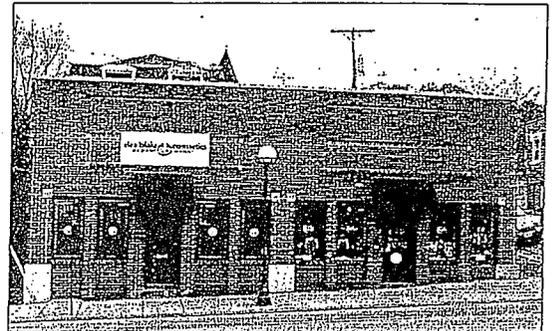
- 3.5.1 Features that create a false sense of history, such as coach lanterns, mansard overhangs, wood shakes, and shutters, should not be added to a building.
- 3.5.2 New additions or alterations should be compatible with the massing, size, scale, rooflines, materials, and architectural features of the original building.
- 3.5.3 New additions or alterations should not cover, remove, or damage significant architectural elements of historic buildings that are visible from the street such as decorative cornices, windows, doors, trim around openings, railings, storefronts and any historically significant decorative features on the facade.
- 3.5.4 New additions should be smaller and simpler than the original historic building in scale and design.
- 3.5.5 New additions should be placed to the side or rear of historic buildings.



Even a modest building with little detailing may contribute to the district in terms of historic character.



Historic buildings take many forms and sizes and give a district its own unique character that draws people to the area.



Recycling historic buildings for new uses preserves the district's architectural character and reduces the amount of construction material going to the landfill.

### SIDEWALKS

#### 4.1 PRINCIPLE: SIDEWALKS

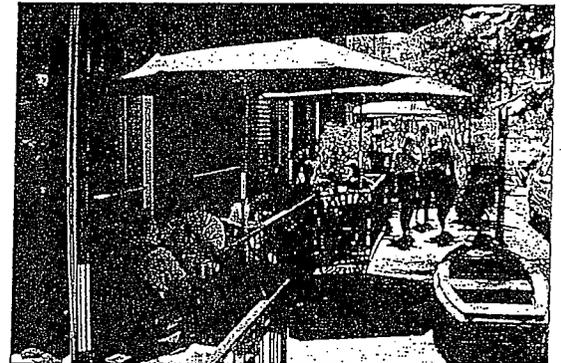
Sidewalks are public spaces designed to accommodate pedestrian traffic. Sidewalks should also include street trees, benches, pedestrian lighting and dining areas to create activity and interest. However, these additions should leave sufficient space for pedestrians to walk past.

#### GUIDELINES:

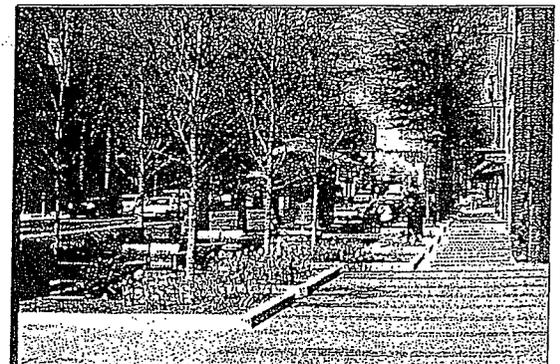
- 4.1.1 The minimum sidewalk width in commercial and mixed use areas should be 10 feet.
- 4.1.2 All intrusions into the sidewalk, such as landscaping, tables, chairs, or newspaper racks, shall provide a minimum 5-foot wide pedestrian lane within the sidewalk and shall not block the street corner, cross walks, or bus stops.
- 4.1.3 All intrusions into the sidewalk shall comply with the Downtown Streetscape Standards and shall:
- Be compatible with the existing streetscape improvements;
  - Be in line with the street trees and pedestrian lights or adjacent to the buildings; and
  - Require a temporary usage permit from City Council.
- 4.1.4 Existing sidewalk widths may be expanded to accommodate pedestrian activity and to increase sight distances for motorists at street corners.



Sidewalks are part of the public realm.



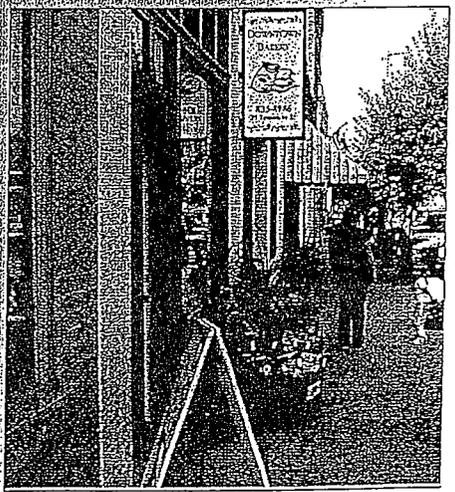
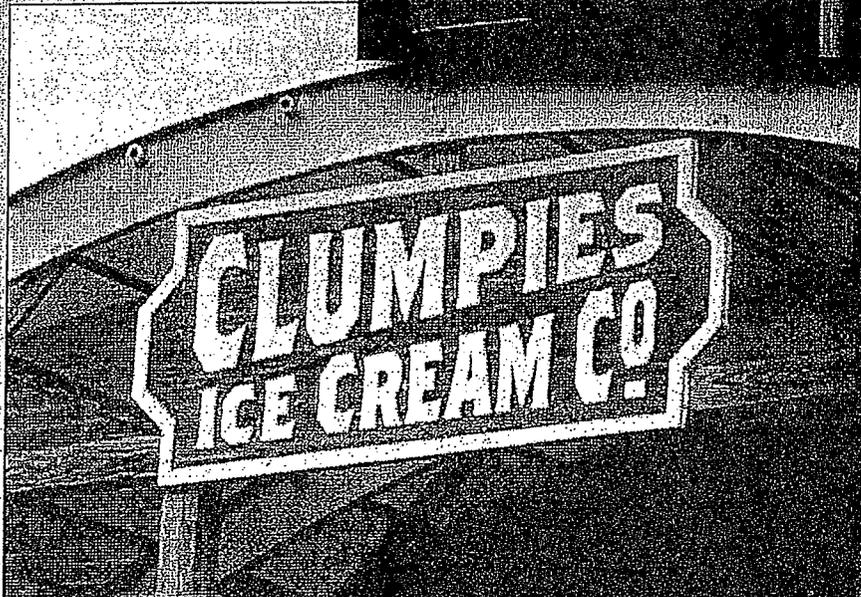
Street furniture may include pedestrian-scaled lighting, trees, benches, flower pots, outdoor dining tables and chairs, trash receptacles, news racks, and public art.





**URBAN EXTRA** *Tips & Advice*

Signs may indicate multiple tenants, give direction or simply serve as a business title and address. Signs should entice shoppers and onlookers while limiting distractions and visual clutter. Remember, "You can only make a first impression once." Signs should say "welcome" and set the tone for the business or wares within.



Murphy, NC

# DESIGN GUIDELINES

## SIGNS

**5.1.8** Neon signs are discouraged outside the building. Use of neon should be limited to signs only.

**5.1.9** The Review Committee shall review all wall graphics and murals.

**5.1.10** Temporary signs or banners, regardless of size, may only remain in place for 30 days and shall require a sign permit.

**5.1.11** Awnings and permanent banners used for advertising are considered part of the building signage.



In the case of signs, bigger is not always better. This building makes good use of its sign frieze, which is typically located above the first floor, on traditional commercial buildings. Signs should be designed as an integral part of the building façade and should be proportional to other architectural elements so as not to overwhelm the façade or create visual clutter.



Although historically painted signage is often seen on older buildings, it is usually only appropriate for very large scale structures and those that feature a unique character.

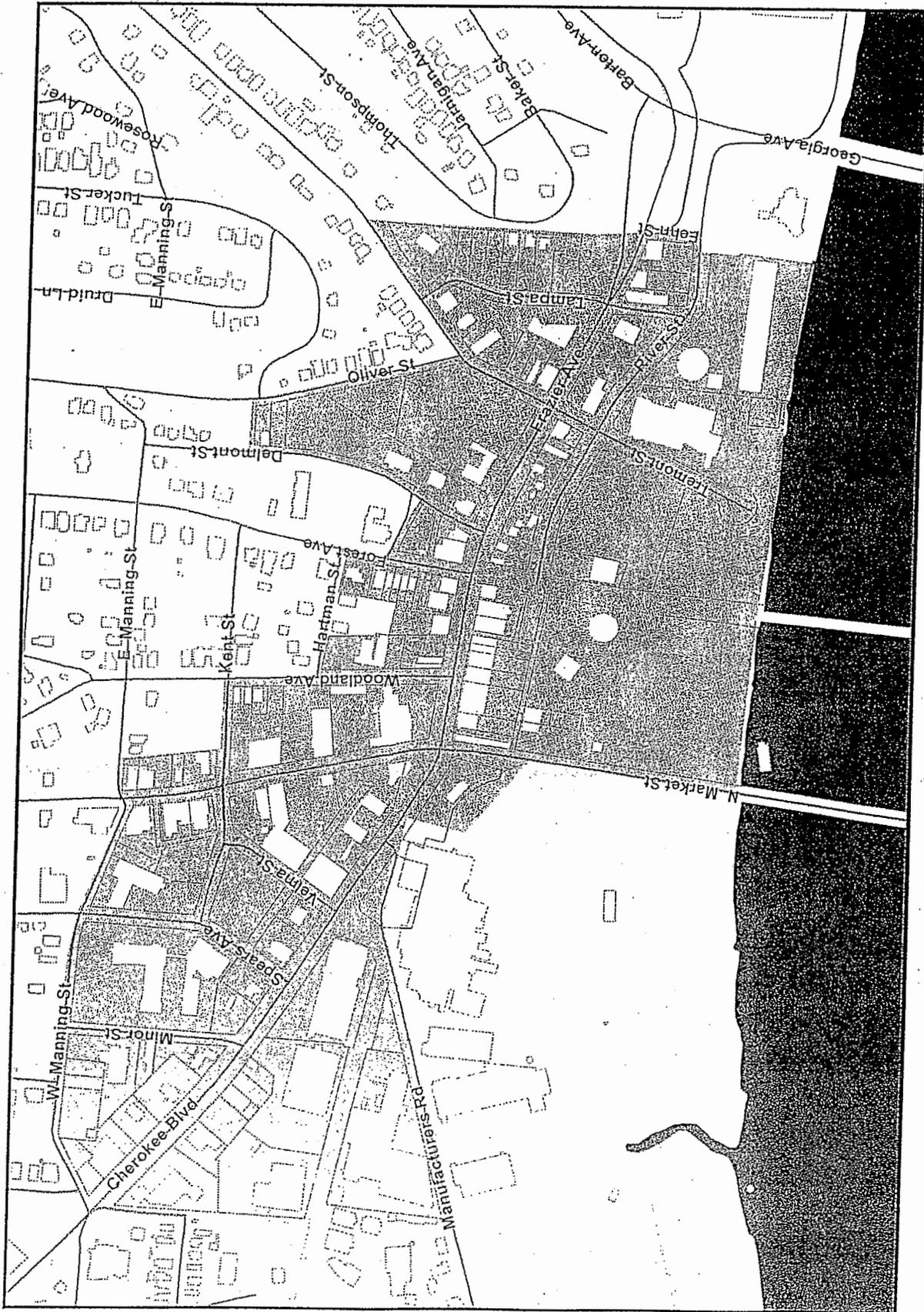


Signage on traditional storefronts is typically located in a sign frieze above the first floor.

APPENDIX

Resources

District Boundary Map



C-7 Commercial / Mixed Use Zone