

CHAPTER THREE: COMMERCIAL REHABILITATION GUIDELINES

3.1. Storefronts (Entrances, Windows, and Awnings)

- 3.1.01 Identify, preserve and maintain historic character-defining elements of commercial storefronts, such as windows, transoms, doors, architectural details, and materials. The removal or radical change of the original appearance and significant elements of a historic storefront is not recommended within the District.
- 3.1.02 Protect and maintain original materials of storefronts through appropriate surface treatments such as cleaning, rust removal, limited paint removal, and re-application of protective coating systems.
- 3.1.03 When necessary, repair deteriorated storefronts by reinforcing historic materials and by replacing original materials with in-kind materials or with compatible substitute materials. If replacement materials are to be introduced, the new material should match the old in design, size, scale, color, and texture as closely as feasible.
- 3.1.04 Historic changes to storefronts that have become significant over time or historic in their own right should be preserved when feasible.
- 3.1.05 The reconstruction of a partially or completely removed storefront should be based on historical, pictorial or physical documentation. Refer to Section 1.1.3: Undertaking Reconstruction.
- 3.1.06 New storefronts should have a contemporary design that is compatible to historic examples. The new storefront should follow the standards for new construction found in Chapter Four of this document.
- 3.1.07 The removal of non-historic cladding, false fronts or inappropriate additions to historic storefronts should be undertaken when feasible.
- 3.1.08 The covering of character-defining features of storefronts with non-historic cladding, false fronts or inappropriate additions is not recommended.
- 3.1.09 The alteration of a historic commercial storefront so that it appears to be residential in character is not recommended.
- 3.1.10 Original entrances, including character-defining features such as doors, fanlights, sidelights, transoms, entablatures, balusters, columns, railings, brackets, stairs and roof detailing should be retained. If such features are covered it should be reversible.
- 3.1.11 Historic window, door or entrance openings should not be covered or infilled unless it is proved to be necessary for the rehabilitation of the building. If they are, the infill should be reversible.
- 3.1.12 The replacement of an original entrance that is missing may be accomplished in two ways: 1) an accurate restoration can be completed when historical, pictorial, and physical documentation is available – Refer to Section 1.1.3: Undertaking Reconstruction, or 2) a new design that is compatible with the design and historic character of the building can be constructed.
- 3.1.13 When a deteriorated door must be replaced, the new door and surround should be similar to the original in design, size, scale and material.
- 3.1.14 The creation of new door openings on the front, or primary elevation, is not recommended unless there is no other option for the necessary opening. When feasible, new entrances should be



Figure 3.03: This storefront in Gainesville, GA was recently rebuilt after the nonhistoric masonry infill of the storefront was removed in 2007. There was no documentation of the previous storefront so this contemporary version was built.



Figure 3.02: The marquee of The Strand Theater is a character-defining feature of this local landmark and should be retained during any rehabilitation/restoration work on the theater.

located on rear and side facades. These new entrances should be compatible with the building’s architectural style, details, and materials.

3.1.15 Existing windows, including window sashes, glass, lintels, sills, frames, moldings, shutters, and all hardware, should be retained and repaired through routine maintenance whenever possible

3.1.16A replacement window should match the original opening and duplicate proportions and pane configurations of the original window. Care should be taken to match the size and configuration of the mullions, muntins and meeting rails of the replacement window to the original window so that features of the historic window are not lost. If aluminum windows are installed, select a baked and painted factory finish that matches the existing trim color as closely as possible.

3.2 Upper Stories

3.2.01 Identify, preserve and maintain historic character-defining elements of commercial upper stories, such as windows, doors, architectural details and materials. The removal or radical change of the original appearance and significant elements of a historic upper story is not recommended within the district.

3.2.02 Existing windows, including window sashes, glass, lintels, sills, frames, moldings, shutters, and all hardware, should be retained and repaired through routine maintenance whenever possible.

3.2.03 When necessary, repair deteriorated upper stories by reinforcing historic materials and replacing original materials with in-kind materials or with compatible substitute materials. Replacement



Figure 3.03: This building has original windows, window and door openings – all of which should be retained and maintained during the building’s lifetime.



Figure 3.04: The residential style door and lanterns are inappropriate for this historic commercial building in Gainesville, GA.



Figure 3.05: The original entrance and display windows with integrated transoms are still intact on the Cox Printing Building in Marietta. These are character-defining features and should be retained and maintained by the property owner.

materials should be compatible in size, scale, material, and design to the surviving part of the storefront.

- 3.2.04 Historic changes to upper stories that have become significant over time or historic in their own right should be preserved when feasible.
- 3.2.05 The reconstruction of a partially, or completely, removed upper story should be based on historical, pictorial or physical documentation. Refer to Section 1.1.3: Undertaking Reconstruction.
- 3.2.06 The removal of non-historic cladding, false fronts, or inappropriate additions to historic upper stories should be undertaken when feasible.
- 3.2.07 The covering of character-defining elements of upper stories with non-historic cladding, false fronts or inappropriate additions is not recommended.
- 3.2.08 The introduction of residential details or unprecedented historic ornamentation such as nonoperable shutters, small-paned windows, wood shakes, mansard designs, and coach lanterns are not recommended within the district, unless the features can be documented historically.
- 3.2.09 A replacement window should match the original opening and it should duplicate proportions and pane configurations of the original window. Care should be taken to match the size and configuration of the mullions, muntins and meeting rails of the replacement window to the original window so that features of the historic window are not lost. If aluminum windows are installed, select a baked finish.
- 3.2.10 Historic window and door openings should not be covered or infilled unless it is proven to be necessary for the rehabilitation of the building. If they are, the infill should be reversible.



Figure 3.06: This modern door at the Railroad Depot off of the Square in Gainesville, GA is appropriate to the commercial character of the Depot.



Figure 3.07: This historic pinion for a shutter was appropriately retained when the Kennesaw House was rehabilitated for a



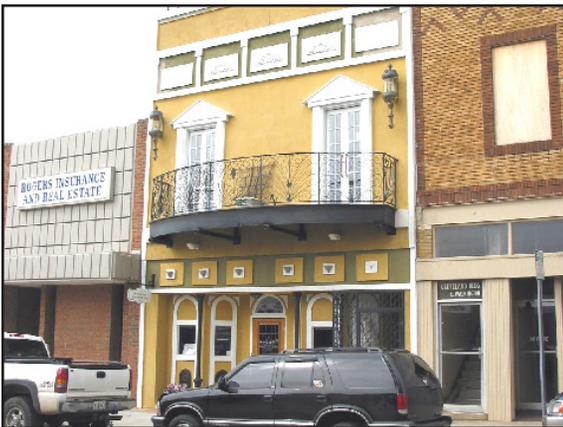
Figure 3.08: This building at the corner of Roswell Street and Atlanta Street has appropriately retained the character-defining corbelled brickwork and chimneys along the parapet wall.



Figure 3.09: This arched, triple-paired windows on the Marietta Depot are character-defining features of the depot



Figure 3.10: This building in south Georgia has had its cornice removed and its upper story windows infilled. The removal of intact historic architectural features and the infill of windows on a primary elevation is inappropriate.



3.11: This building in Gainesville, GA has had faux and inappropriately scaled decoration added to it that has removed

3.3 Exterior Materials

3.3.01 Original exterior materials, historic surface treatments and coatings should be retained and maintained whenever feasible. Such materials can include masonry, metal, wood or other historic material.

3.3.02 Only clean exterior materials when necessary to halt deterioration or remove heavy soiling. Clean exterior surfaces with the gentlest method possible, such as low-pressure water and detergents, using natural brushes. Sandblasting, high-pressure water blasting or caustic chemical treatments are not appropriate cleaning methods and will permanently damage exterior surfaces. Tests should be conducted before using any cleaning methods on historic materials.

3.3.03 Careful removal of paint should be completed by hand scraping, hand sanding, thermal devices, and/or limited use of chemical strippers.

3.3.04 Exterior materials that were historically unpainted should remain unpainted unless it is necessary for waterproofing or protection of the historic material.

3.3.05 When replacement of exterior materials is necessary, replace only deteriorated materials and match the original material in size, shape, profile, texture, and type as closely as possible.

3.3.06 When repair or replacement of mortar is needed, the new mortar should duplicate the old in current strength, composition, color, texture, and mortar joint width. A high content of Portland cement is not appropriate when repointing historic masonry joints as the extant mortar and brick may not be as strong as the Portland cement causing extensive damage.

3.3.07 The application of non-historic exterior siding, such as brick veneers, asphalt shingle siding, contemporary or faux stucco products (stucco coated foam insulation board and cement panels), dryvit, metal siding, vinyl siding and plywood, over historic materials is not recommended within the district.

3.3.08 Alternative building materials approved through the design review process include, but are not limited to composite materials such as hardiplank siding. The use of stucco and contemporary stucco products such as stucco covered foam insulation boards, or stucco/cement panels is only recommended on a case-by-case basis. Seek guidance from the Historic Board of Review (HBR) staff prior to considering any alternative material. To evaluate such materials the HBR will determine if the alternative material meets the following standards:

1. Has physical properties (texture, color, dimensions) similar to those of traditional building materials or that it will be installed in a manner that tolerates differences;
2. At least meets similar performance expectations as those of traditional building materials; and
3. Can be applied in such a manner that a passerby would not discern a difference between the composite or synthetic material from that of the traditional building material it is replacing.

If an alternative material meets these standards it may be used during rehabilitation within the
CHAPTER 3: COMMERCIAL REHABILITATION GUIDELINES

district.

3.3.09 It is not recommended to apply a new material over historic exterior cladding if that material is in good repair or if less than 60% of the historic exterior cladding is in need of repair. For example, the application of stucco over an original brick exterior in good repair is not recommended.

3.4 Architectural Details

3.4.01 The addition of materials, architectural details and light fixtures that do not belong to the period or style of the historic building is not recommended.

3.4.02 When deteriorated elements are replaced, new materials should be compatible with the original in terms of size, design and hardware.

3.4.03 Shutters should not be added to buildings that did not historically feature shutters. Where historic documentation exists new shutters should be appropriate to the style and period of the building in terms of material, scale and design. They should also be operable.

3.4.04 Architectural details and features which have been removed when reinstated should be replaced based upon their original design, materials, proportions and details (refer to Section 1.1.3: Undertaking Reconstruction). Otherwise, if enough evidence exists that a feature is missing (and the HBR believes the addition of the feature/detail is appropriate to the property) a contemporary interpretation may be added.

3.4.05 Cast iron columns or pilasters on storefronts should be maintained through regular painting. If cleaning is desired, the use of abrasive cleaning methods such as sandblasting is not recommended.



Figure 3.14: This cornice in Atlanta, GA was damaged by a tornado. During rehabilitation of this building the damaged cornice panels are being repaired by a metal works and will be replaced.

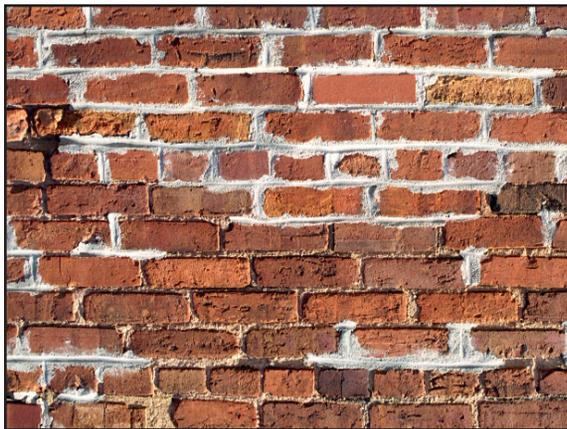


Figure 3.12: This brick has been inappropriately repointed (replacement of mortar joints) with a mortar stronger than that that was used originally so that the bricks are spalling.



Figure 3.13: The application of painted plywood panels of this historic brick exterior in South Georgia is inappropriate.



Figure 3.14: This faux brick panel is inappropriate for the District, and as evidenced in the photograph, can easily fall into disrepair.



Figure 3.15: This building in downtown Atlanta was appropriately remodeled in the 1980s to continue the limestone base along the rear (right) elevation when an adjacent building was demolished. The new stone is a composite material and matches the historic limestone in texture, color and size.

3.5 Roofs

3.5.01 The original roof form should not be altered, unless no other feasible option is available.

3.5.02 The installation of skylights should be done so as to be unnoticeable to a passerby.

3.5.03 The addition of “pents” or an additional story to a roof should be stepped back from the front elevation of a building so that they are unnoticeable to a passerby.

3.5.04 Historic roofing materials, such as clay tile, slate, etc. should be repaired whenever feasible or replaced in-kind.

- While repair or replacement with like materials is often considered to be cost prohibitive, it should be remembered that life expectancies of these roofs (slate, 60 – 125 years and longer; clay tile, 100+ years) is considerably greater than most replacement materials.

3.5.05 If replacement is necessary, new materials should match as closely as possible the scale, texture, and coloration of the historic roofing material.

3.6 Lighting

3.6.01 Historic streetlights and exterior lighting should be preserved within the district when possible.



Figure 3.16: The removal of the historic storefront and recessing of the new storefront of this building in Gainesville, GA is inappropriate.



Figure 3.17: This building in Gainesville has appropriately retained the original cast iron columns – a character-defining feature of the building.

- 3.6.02 New site and street lighting should be compatible in design, material and scale with the historic character and pedestrian orientation of the district.
- 3.6.03 Spot or up-lit lighting for signs is recommended. The use of exposed neon tubing or internally-lit signs is not recommended.
- 3.6.04 It is not recommended to introduce period lighting fixtures from an era that is not in-keeping with the period of significance of the project under review.
- 3.6.05 Lighting placed on buildings in the district should reflect the original use of the building, i.e. residential lighting is inappropriate for commercial buildings.

3.7 Mechanical Systems & Service Areas

- 3.7.01 The preservation of historic exterior mechanical systems is encouraged to show the evolution of the building.
- 3.7.02 Where new mechanical systems are required for a building, the installation of the systems should be done in such a way to cause the least damage possible to historic building materials.
- 3.7.03 The front facade of a building should not be disrupted by the addition of window air conditioner units. These units should be placed at the rear or side facades of a building. They should be installed in such a manner as to avoid damage to historic materials, including windows, sashes and frames.
- 3.7.04 Satellite dishes and other antennae should be located as unobtrusively as possible. Preferably to the side or rear of the building and/or screened by landscaping whenever possible.



Figure 3.18: The stepped roof of this commercial building in Gainesville, GA has been inappropriately altered with an addition.

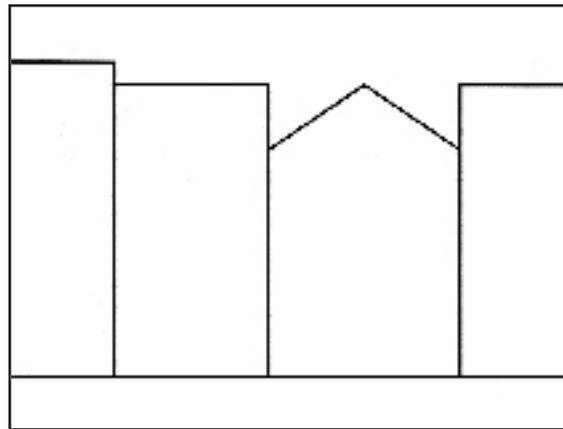


Figure 3.19: If the area of influence of a proposed project site, especially with adjacent buildings, has flat or sloped roofs hidden with parapet wall it is inappropriate to introduce a new roof form, such as a gabled roof.



Figure 3.20: Historic lighting features, such as this marquee for this theater in Savannah, GA is an important character-defining characteristic and should be retained during any rehabilitation.



Figure 3.21: The Dixie-Hunt Tower in Gainesville, GA has appropriate modern lighting on its exterior.

3.8 Additions

- 3.8.01 All elements of the addition of new construction in Chapter Four, such as: Building Mass, Scale & Form; Roofs; Exterior Walls, Building Materials, Storefronts, Entrances & Openings; Awnings; Architectural Details; Lighting; and Mechanical Systems & Service Areas, should meet the standards set forth in that subsection.
- 3.8.02 New additions should be placed away from the front facade of the primary building, ideally on the rear or on an inconspicuous side of the historic building. They should be compatible with the original building in terms of materials, relationships of solids to voids, and color. The size and scale of the addition should not overpower the original building. A rule of thumb for this is that an addition should not increase the square footage of a historic building by more than 1/3.
- 3.8.03 Additions to the side of a historic building should not be flush with the front facade of the historic building. It is recommended that additions to the sides of historic buildings be placed as far back as possible.
- 3.8.04 Rooftop penthouses or additional stories should not be constructed unless the addition will not be readily visible from the primary pedestrian viewpoint. Roof additions should be set back from the primary elevation.
- 3.8.05 New additions should be designed so that a minimum of historic material and character-defining elements are obscured, damaged or destroyed.
- 3.8.06 New additions should not encase a historic building.
- 3.8.07 Historic additions and alterations that have acquired significance in their own right should be



Figure 3.22: This building in Gainesville, GA has inappropriately placed a HVAC unit in the inappropriately modified storefront.



Figure 3.23: This rear alley in Marietta is kept free of obstructions and is appropriately graded to drain.

preserved whenever feasible.

3.8.08 Undocumented historic details should not be constructed on a historic building. Architectural detailing appropriate to the district may be added to contemporary buildings in the district but should not be applied in a way to make a contemporary building appear “historic.”

3.9 Adaptive Reuse

Defined: The use of a historic building, for example a residence, for a use other than it was originally intended, such as office space.

3.9.01 Historic residential properties that are converted to commercial uses must comply with City Codes.

3.9.02 All elements of the adaptive reuse that would be found on new construction in Chapter Four, such as: Building Mass, Scale & Form; Roofs; Exterior Walls, Building Materials, Porches & Entrances; Doors & Windows; Architectural Details; Lighting; and Mechanical Systems, should meet the standards set forth in that subsection.

3.9.03 Proposed new uses for residential buildings should be compatible with the historic property so that minimal changes are necessary. When adaptive reuse is complete the historic use of the property as a residence should still be recognizable.

3.9.04 The arrangement and (a)symmetry of the front facade should be preserved during any adaptive reuse project.

3.9.05 It is not recommended to enclose significant historic porches when adaptively reusing a residence. The enclosure of the porch should be carefully designed in a manner that preserves the historic



Figure 3.24: This satellite dish has inappropriately been placed on the primary elevation of this commercial building in south Georgia.



Figure 3.25: This addition to the rooftop is inappropriate because it can be seen from the public-right-of-way and it dramatically changes the form of the historic building.



Figure 3.26: This addition has inappropriately encased the original roof form of the building.



Figure 3.27: A new addition to a historic building can utilize a “connector” which minimally impacts historic materials, etc.



Figure 3.28: This Clipped Roof Bungalow in Stone Mountain, GA was inappropriately expanded by an addition to the front and right elevation that expanded its square footage by over two times the original floor plan.



Figure 3.29: This Georgian House on Church Street has been appropriately rehabilitated from a residential use to a commercial, office use. It has retained the residential character-defining features, such as the windows, doors with transom and sidelights and the double verandah.

character of the building. This can include using large sheets of glass and recessing the enclosure wall behind existing scrollwork, posts, and balustrades.

- 3.9.06 If an additional entrance or porch is required for a new use, it should be constructed in a manner that preserves the historic character of the building, such as limiting such alteration to non-character-defining elevations.
- 3.9.07 If additional windows on rear or other non-character-defining elevations are needed by the new use, new window openings should be compatible with the overall design of the building. This should be in keeping with the guidelines in Chapter Four.
- 3.9.08 If a dropped ceiling is required for the new use of the historic building, a setback in the design of the dropped ceiling is recommended to allow for view of the full height of the window openings from the exterior.
- 3.9.09 Additional stories, when required for a new use, should be designed to be set back from the primary elevation plane and be as inconspicuous as possible when viewed from public rights-of-way. These additions should also respect the mass, scale, form and rhythm of the original building.