4.1 Building Mass, Scale & Form

4.1.01 New buildings should be compatible with surrounding buildings in terms of form, scale, height, massing, proportion, fenestration and roof shape.

4.1.02 New commercial structures should be two stories in height or within 15% of the height of adjacent buildings, measured from ground to the top of the roof or parapet wall.

4.1.03 New construction should front on the primary public right-of-way and secondary elevations fronting on a public right-of-way should be complimentary to the main elevation and continue the visual interest of the main elevation.

4.1.04 New commercial structures should utilize the same rhythm of window and door openings as found on adjacent structures within its area of influence.

Figure 4.01: The two story building on the left in Davidson, NC is two story in height and maintains the form, scale and window/door fenestration of its area of influence.

Figure 4.02: This sketch depicts an infill construction (middle) that is appropriately scaled to its area of influence utilizing an appropriate setback and rectangular form.

Figure 4.03: This sketch depicts window rhythm like that found in Marietta.

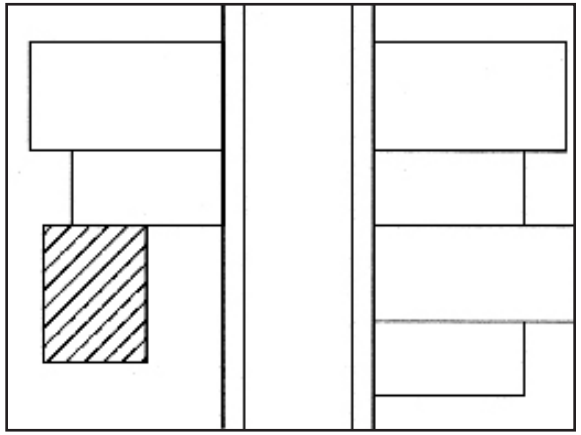

Figure 4.04: This sketch depicts a building (hatched) with inappropriate setback when compared to its area of influence.

Figure 4.05: This sketch shows a building with inappropriate massing of window openings – the area of influence utilizes square openings and the infill utilizes round ones.

4.2 Roofs

4.2.01 New structures should have roof forms and orientation consistent with buildings within its area of influence. The use of flat, shed and low-pitched roofs hidden by a parapet wall are appropriate for commercial construction that is not in a residential neighborhood. New commercial construction in a residential neighborhood must utilize residential roof forms when feasible.

4.2.02 Roof parapets should be designed to provide visual diversity. Parapets should include architectural features at least every 30 linear feet. The minimum offset of design features from the wall plan should be approximately one foot for facade projections such as porticoes, towers, or gable features.

4.2.03 All rooftop mounted HVAC and similar equipment should be screened from view from the public right-of-way by a parapet, other approved architectural feature(s) or by its setback from the elevation edge.

4.3 Exterior Walls

4.3.01 The elevation of a building facing or visible from public right-of-ways should contain a combination of architectural treatments, windows, and doors such that the maximum allowable unbroken façade distance for each building or side of building visible from the right of way should be twenty (30) feet. Such controls should pertain to the horizontal elevations.

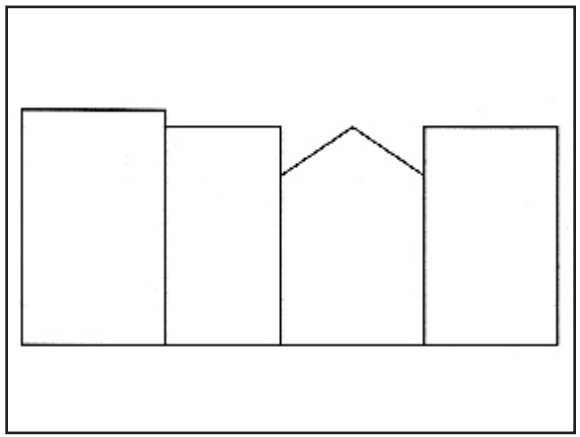

Figure 4.06: In this sketch the gabled building is out of character compared to the other roof forms within its area of influence.

Figure 4.07: The parapet for the building housing Johnnie MacCracken's is a great example of a parapet wall and how its may be decorated.

Figure 4.08: This building in Gainesville, GA appropriately placed the HVAC and other mechanical systems of the building on the roof and near the rear elevation so that it can not bee seen from the two primary streets the building fronts on.

4.3.02 All buildings should feature a cornice or entablature.

4.3.03 Elevation treatments should contain uniformity in use of materials on all elevations, not only the primary elevation. The use of architectural materials (e.g. masonry) only on the front elevation of a building is discouraged. If such a treatment is used the architectural return to the secondary elevation should be three feet.

4.3.04 New commercial buildings should not utilize a porch feature, although the use of shallow balcony features and recessed entries is appropriate.

4.3.05 The use of colonnades (covered walkways, usually incorporated into a building), entrance features, and awnings along large commercial, multi-tenant development is encouraged. This allows pedestrians to walk along storefronts protected from the elements and provides covered access to parking lots.

4.3.06 The elevation(s) fronting on public rights-of-way of a commercial or mixed-use development within the district with a primary entrance facing an internal street or parking lot should have a finished elevation that is treated consistently with the primary elevation. If feasible a prominent entrance will be featured on the elevation(s) facing public rights-of-way.

Figure 4.09: This condominium in Atlanta, GA appropriately utilizes brick and stucco masonry to provide interest along its secondary elevations, but its random use makes the building appear unplanned and

Figure 4.10: This secondary elevation (left) of Barnes & Noble in the Edgewood neighborhood of Atlanta, GA appropriately creates visual interest and is treated according to the primary elevation (right) entered off of an internal street for the development.

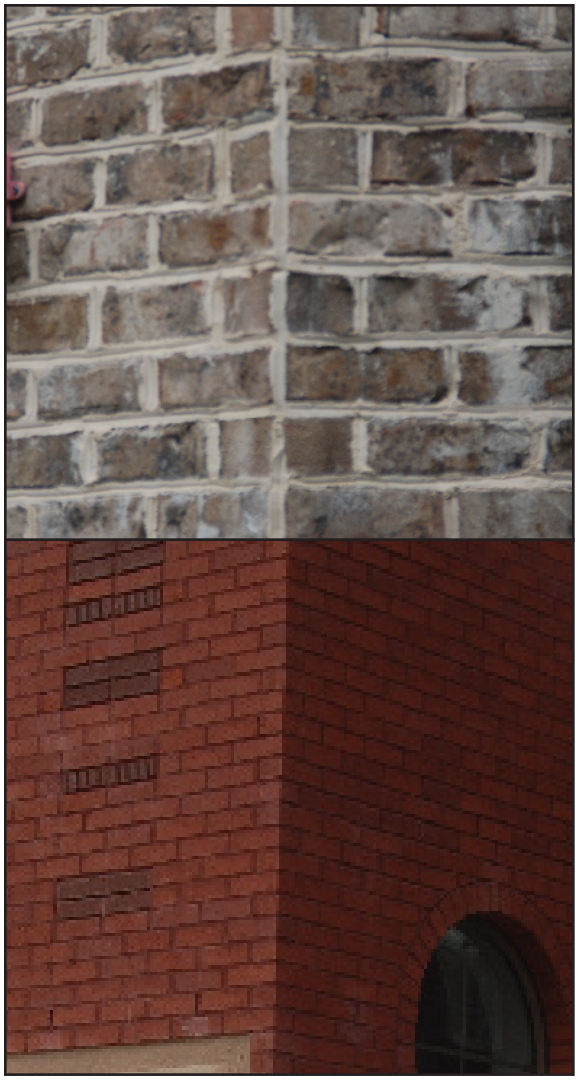

Figure 4.11: This condominium in Atlanta, GA uses EIFS (Exterior Insulation Finishing System) made to look like brick. Such systems are constructed using panels which create joints that would not be found in traditional masonry. In this example (above) the "bricks" form a joint at the corner instead of wrapping around as they should (below).

4.4 Building Materials

Materials chosen for the exterior of a building are a significant component in the appearance and "feel" of a building. Certain materials have an air of permanence, such as brick and stone. Wood is a natural material that can be utilized in a variety of finishes for different looks. The longevity of wood can be increased with back priming, as well as periodic repair and repainting - keeping it free from moisture. No single material is truly "maintenance free" no matter what the manufacturer may claim.

As new technologies emerge in the building industry, materials may be introduced that resemble traditional building materials in appearance, especially regarding exterior cladding. New, composite materials (typically a combination of wood and plastic fibers) should be considered for use in the district as long as they can meet or exceed the performance and appearance of the material they are imitating. It is important that alternate materials replicate original materials in size, texture, profile and surface treatment. Well-known alternate materials that do not perform well over time, and that do not replicate the appearance of historic materials, include vinyl and metal siding. Metal siding can corrode or dent, and vinyl can melt, crack and distort as it contracts and expands with changes in temperature. Metal and vinyl siding are not permanent replacement materials and require yearly maintenance. Synthetic stucco systems (foam backed panels with applied stucco veneer, referred to as EIFS systems) is material that may be be appropriate in the district when appropriately detailed.

4.4.01 New structures should be clad in masonry.

4.4.02 The width and depth of window and door casings, should be at least 5" or that of the height of the masonry unit used.

4.4.03 Mortar joints, masonry size, color, and texture should be compatible with historic masonry structures within the district.

4.4.04 A combination of architectural treatment of brick or stone masonry, or other durable materials is encouraged.

4.4.05 When building materials are applied to the exterior of a building they should be detailed to provide proper drainage so that water does not accumulate on flat areas or decorative crevices. Excessive moisture can cause mortar joint deterioration, metal corrosion and wood deterioration.

4.4.06 Appropriate building materials include brick, stone, concrete/concrete block that is scored and/or textured (limited use), stone, and appropriately detailed and applied stucco.

4.4.07 Stucco finishing systems are not recommended for use on the first story or where they would come into contact with the ground plane. These systems should also ensure that: 1) that the stucco finish does not come in contact with pooled water; 2) is appropriately reinforced to withstand the impact caused from day-to-day property maintenance that might cause abrasion or chipping of the stucco finish.

4.4.08 Nontraditional building materials when approved through the design review process should have the following standards:

1) 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 similar performance expectations as those of traditional building materials; and
3) 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.

4.4.09 Building materials that are not encouraged include: plain concrete block; metal siding; vinyl siding; faux masonry veneer panels; dryvit; and plywood.

4.4.10 Painting a material that is not intended to be painted, such as brick, marble and granite, creates undue maintenance. The paint removal process is detrimental to the material's structural and visual integrity. Therefore painting of masonry is not encouraged.

Figure 4.12: Glenwood Park, a development in Atlanta, GA, appropriately uses a combination of masonry (brick and cast stone) to provide diversity along its town homes and condominiums.

4.5 Storefronts, Entrances & Openings

4.5.01 Door and window styles should correspond with the architectural styles found within the district. Refer to Commercial Architectural Styles in the Chapter Two. Contemporary single pane glass doors, and half-paneled doors with a single light are examples of appropriate styles.

4.5.02 Windows of a building should be the same in general appearance as buildings found within its area of influence taking into consideration panes and trim style.

4.5.03 Storefront windows should either be framed in wood and painted with accent colors or framed in aluminum. If aluminum is used, a baked finish should be used rather than the natural metallic color. In many cases, wood molding can be used to cover the aluminum beneath.

Figure 4.13: In this example weep holes have been appropriately placed in the brick masonry so that water may escape from the wall cavity.

Figure 4.14: This is a good example of a modern single pane door that is appropriate to the District.

4.5.04 Snap-in grids for windows are not encouraged within the district. Light divisions are to be built in and not removable. They should be of adequate depth to convey the proper effect of muntins and mullions.

4.5.05 Convex or bubble skylights are not encouraged where they will be visible from the primary street frontage.

4.5.06 Residential style windows and doors are not encouraged for commercial construction within the Marietta Historic District.

4.5.07 Security bars on elevations visible from the public right-of-way are not encouraged.

Figure 4.15: This storefront found in Gainesville, GA is a wooden storefront that is appropriate to the Marietta Historic District.

Figure 4.16: This is an example of an appropriately painted modern metal storefront system.

Figure 4.17: This window is inappropriate to the District as the muntins and mullions do not convey the appropriate depth of a window as they are a thin removable grid.

4.6 Awnings

4.6.01 The use of awnings is encouraged since they provide a favorable architectural design element, as well as protection from sun, wind, and rain.
4.6.02 Awning materials for windows should be canvas, vinyl coated canvas, or metal.
4.6.03 Translucent, backlit awnings are not encouraged.
4.6.04 Awnings should be appropriately scaled and shaped to properly fit around the opening that they are shading or complete the architectural theme.
4.6.05 Solid, or cantilevered awnings, are not encouraged but may be approved by the HBR on a case-by-case basis. They would be determined appropriate if such awnings are integral to the style of the proposed building.

4.7 Architectural Details

4.7.01 The application of architectural details that do not belong to the period or style of the district is not appropriate.
4.7.02 Architectural features should be obtained from the project's area of influence, as well as those found within the district, and should promote architectural interest.
4.7.03 Architectural features should be balanced and not create a cluttered appearance.
4.7.04 Architectural detailing from the Victorian, Folk Victorian, Neoclassical, and Art Deco styles are appropriate for commercial construction within the District. Refer to section 2.3.

Figure 4.18: This residential-styled door found in Gainesville, GA is not appropriate for use in the District.

Figure 4.19: The medallion with swag used on this condominium in Atlanta, GA would not be appropriate within the Marietta Historic District.

The windows (top, left) on the second story are a character-defining feature. The rhythm of the windows and their shape are important and may be appropriate to the new construction. The rowlock arched top of the windows (bottom, left) is character-defining feature and would also be appropriate to the potential new construction. Another significant feature of this extant building is its brick masonry construction utilizing an American Bond brick pattern.

4.8 Lighting

4.8.01 Lighting along the public right-of-way should complement the modern streetscape work undertaken within the city.

4.8.02 In general lighting for commercial development should be appropriately scaled and influenced by the architectural style of the building it will be located on.

4.8.03 Residential style lighting is not appropriate for commercial buildings within the District unless the property was a residence previously.

4.8.04 Energy efficient lightbulbs are strongly encouraged.

The light fixtures found below are examples of fixtures that are appropriate for use within the district. Fixtures that are similar and in-keeping with the predominate architectural styles listed in Chapter Two are also appropriate to the district.

Figure 4.20: Residential-styled lighting on a commercial building is inappropriate as in this example from Gainesville, GA.

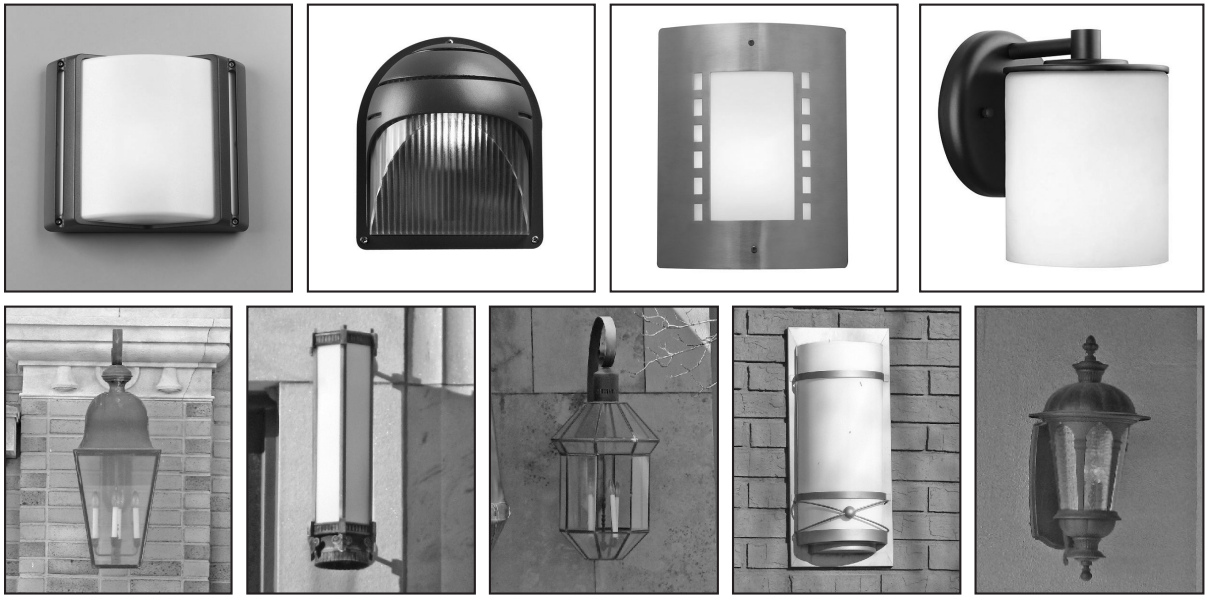

Figure 4.21: The placement of this satellite dish on the front elevation fronting a public right-of-way is inappropriate.

4.9 Mechanical Systems & Service Areas

4.9.01 Accessory site features should be screened from view from the right-of-way by placement of those features to the rear of the main structure, on the roof or integrated into the topography/ landscaping of the site through the use of fencing or landscape screening.

4.9.02 Outdoor storage, where permitted, should be enclosed to a minimum height of six (6) feet using approved fencing, brick or similar materials.

4.9.03 Dumpsters should be placed in the least visible, accessible location on the lot.

4.9.04 The primary elevation of a building should not be disrupted by the addition of window air conditioner units, or box fans. These units should be placed at the rear or side elevations of a building.

4.9.05 Whenever possible, satellite dishes and other antennae should be located unobtrusively to the side, top, or rear of the building.

4.9.06 All loading docks should be screened from view of any street by plantings, roll up doors, fencing, or other materials.

Figure 4.22: This enclosure found along Powder Springs Road appropriately shields the dumpster from public view.