



CARTERSVILLE HISTORIC PRESERVATION COMMISSION
DOWNTOWN BUSINESS DISTRICT



General Guidelines
Effective Date: April 1, 2004

Some Text and Illustrations used in these Guidelines Courtesy of the Thomasville Landmarks,
Thomasville Georgia, and the South Regional Development Center, Valdosta, Georgia.
Illustrative examples contributed by Catheryn Ball, University of Georgia, July 2007

In filing for a Certificate of Preservation (COP), all requirements must be made complied with and so indicated on said application. Recommendations as indicated herein may or may not be included in your application for a COP. Maintenance recommendations are included for informational purposes only and are not to be included in an application for COP, and as such shall not be considered by the Commission in reviewing said application.

Part One

General guidelines for structures contributing to the Historic Downtown Business District.

Preservation of character-defining elements of historic buildings is a priority, and alterations and repairs should accurately represent the historic qualities of the buildings. Original documentation should be used for restoration work wherever possible. Where original documentation is unavailable, interpretations of similar elements that occurred in the area may be considered.

1. Change in Use

Recommendation:

A change in use is not regulated, but every reasonable effort should be made to provide a compatible use for the building that will require minimal alteration to the building and its site.

2. Original Design Character

Requirement:

Respect the original design character of the building. Analyze the building to determine which elements are essential to its character. Do not try to make the building to appear older or younger in style than it really is. The genuine heritage of the Historic Downtown District should be expressed.

3. Historical Changes

Requirement:

Preserve older alterations that have achieved historic significance in themselves. Examples would be an addition or entryway that was added to the original building early in its history. More recent alterations that are not historically significant may be removed.

4. Plan and Implement Strategies

Requirement:

Evaluate the historic property and establish a plan for implementing strategies for preservation, rehabilitation, restoration, reconstruction, alterations to the exterior, and addition.

Rehabilitation work should not destroy the distinguishing character of the property or its environment. Match the original material when feasible. A substitute material is acceptable if the form and design of the substitute convey the visual appearance of the original.

Deterioration architectural features should be repaired rather than replaced whenever possible. Patch, piece-in, splice, consolidate, or otherwise upgrade the existing material using recognized methods

whenever possible. If alternative materials must be used, they should match the original in appearance as closely as possible.

Replacement of missing architectural elements should be based in accurate duplications of original features. In the event replacement is necessary, the new material should match that being replaced in design, color, texture, and other physical qualities. The design should be substantiated by physical or pictorial evidence.

When reconstruction of an element is impossible because of lack of historic evidence, a new design that related to the building in general size, scale and material may be considered, using design elements that reflect the building's style.

During repair or rehabilitation, protect and maintain historic features that survive in generally good condition. Treatments include rust removal, caulking, sealing and repainting. Original materials and details that contribute to the historic significance of the structure should be preserved whenever feasible.

When disassembly of a historic element is necessary for its rehabilitation, use methods that minimize damage to the original materials. Always devise methods of replacing the disassembled material in their original configuration.

5. Roofs

Requirement:

Preserve original pitch and shape of the roof forms where they contribute to the historic character of the building. Do not use shingle mansard roofs. Replace existing roof materials with the same type of material where it is visible from the street. Rooftop mechanical systems, satellite dishes, and microwave dishes should be unobtrusive and out of public view when possible.

Maintain historic chimneys. Preserve historic skylights whenever possible. Do not remove ornamental roof features.

6. Cornices

A cornice is the decorative strip along the top of most historical commercial buildings. It caps off the façade physically and visually. Cornices are usually constructed of brick, wood, cast iron, or sheet metal, and occasionally the horizontal supporting beam itself acts as a cornice.

Requirement:

When ever possible, the original cornice should be preserved. Damaged cornices should be repaired without disturbing the rest of the cornice, using similar materials.

✓ Examples of appropriate cornices in the Downtown area



Image 1: Knight's Building, Main St.
A new cornice has been reconstructed from historic pictures



Image 2: The Stein Building, Main St.
The original cornice has been well maintained

✗ Examples of inappropriate cornices



In this example the original cornice is covered by a large sign.

7. Upper Fronts

Requirement:

The upper front of a building is the section of a façade above the main storefront. To assist in making a business look alive, upper floors should appear occupied. Do not fill in upper windows.

A second story addition must be in keeping with the historical architecture of the building. Do not construct a front porch or balcony where none existed before.

✓ Examples of appropriate upper fronts in the Downtown area

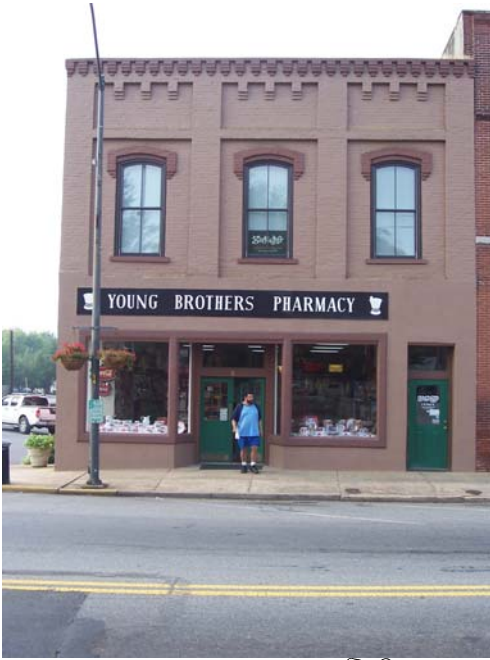


Image 1: Young Brothers Pharmacy on Main St.

✗ Examples of inappropriate upper fronts



It is not appropriate to fill in windows

8. Facades

The basic commercial façade consists of two main parts: the storefront with an entrance and display windows; and the upper front, usually with regularly spaced windows and a cornice at the top of the building. The storefront and upper front are visually important.

Requirement:

The elements of the façade should be retained as closely as possible to those of the original structure, using existing original materials whenever possible.

If parts of the façade are missing, design and reconstruction should be based on historical, pictorial, or physical documentation. When documentation is unavailable, a new design for missing element should be compatible with the size, scale and material of the historical building.



Example of appropriate facades in the Downtown area



Image 1:

This building on Main Street clearly shows the importance of having a lower and upper fronts that work together to create one clean image. The upper front has evenly spaced windows with detailing appropriate for the overall image. The lower front has large windows that are properly maintained.



Examples of inappropriate facades



9. Exteriors

Requirement:

Do not paint, coat, or waterproof unpainted masonry. Do not sandblast exterior surfaces. Use the gentlest means possible to clean exterior materials.

When repainting brick, use historic mortar mix (softer than modern mixes), matching the original mortar joints. The stein building on West Main Street is a good example of the process.

Maintain historic exterior materials. Repair, as part of renovation, damaged exterior materials with like materials and only in the areas of damage. Do not use imitation brick or stone, wood or metal siding, or aggregates on the building façade.



Examples of appropriate exteriors in the Downtown area



Image 1: The Stein Building



Image 2: Side of Cartersville City Ballet



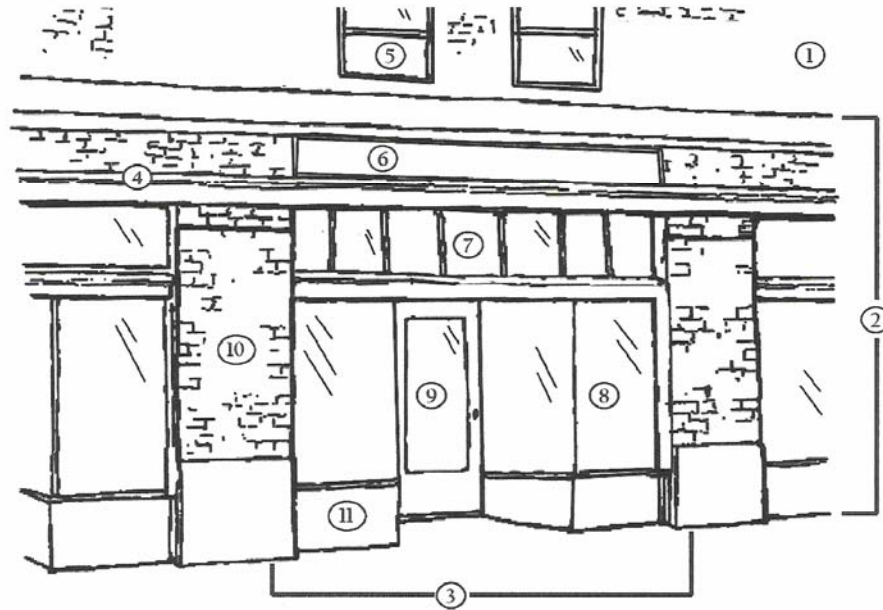
Examples of inappropriate exteriors



10. Storefronts

Common historic storefront design consists of large, thinly framed windows and a recessed entrance. Frequently there is a cornice at the top of the storefront to separate it from the upper façade, and low bulkheads at the base of the storefront to protect the windows and define the entrance.

Storefront Components



- | | |
|-----------------------|------------------------|
| 1. Upper Facade | 6. Signboard |
| 2. Lower Facade | 7. Transom |
| 3. Storefront | 8. Display Window |
| 4. Cornice | 9. Entrance |
| 5. Upper-floor Window | 10. Pier |
| | 11. Bulkhead/Kickplate |

Requirement:

Historic storefronts should be repaired rather than replaced or covered. Retain original elements, such as bulkheads or cast iron columns. Storefronts can consist of a variety of materials, but the overall image should be simple and unobtrusive, using materials similar to those of the rest of the building. If replacement of elements is required, new materials should match the original in placement, composition, design, texture, and other visual qualities. The frame can be wood, cast iron, or anodized aluminum. Bulkheads are generally wood panels, aluminum-clad plywood, polished stone, glass, or tile.

Where the original storefront no longer exist, replacement should be based on historical research and physical evidence and be compatible with nearby historic buildings. Do not extend the storefront out of its place in the façade. It should be in the same plane as the upper facade and not extend beyond the original opening.

Retain transom windows, reopening previously covered transom whenever possible. Do not enclose, replace the window type, cover, or install air-conditioning units in transom windows.

✓ Examples of appropriate storefronts in the Downtown area



Image 1: Tonsmeire Studio

✗ Examples of inappropriate storefronts



The original windows have been replaced by ones that do not match the historical area.

11. Exterior Details

Requirement:

Details can be some of the most striking elements of a building façade. Since the design and size of many commercial buildings are quite similar, their unique decorations should be noted and preserved.

Subtle wood details, as in window moldings should be retained. Do not add architectural details where none existed before, such as colonial doors, small window panes, or storefront shutters.

Decorative tile should be retained, as should structural or pigmented glass such as beveled, stained, leaded, and etched glass, where they contribute to the original historic value.

During repair, renovation, or rehabilitation, all decorative terra cotta and all forms of brick work or stone work should be repaired and maintained. Cast iron and sheet metal decorations, common on many nineteenth century building should be preserved.

✓ Examples of appropriate exterior details in the Downtown area



✗ Examples of inappropriate exterior details



12. Windows-storefront

Requirement:

Retain the large display windows characteristic of commercial buildings in their original size, shape, and proportions, and use the original materials whenever possible. Preserve original components, replacing only damaged portions. When replacing glass or restoring windows, retain the original size and shape of the storefront opening.

Display windows should use clear glass only; transom windows can be clear, tinted, or stained. Neither should have dividing mulls.

Restore previously enclosed display windows when the original design is documented.

Do not fill in window spaces or add store windows which obscure the historic windows. If dropped ceilings cover part of the window openings, have the drop set back so the entire window space appears open from the outside. Interior window treatments should not change the overall character of the windows. Do not add merely decorative exterior shutters that do not fit the windows.

Recommendations:

Traditional storefronts are composed almost entirely of glass, allowing natural light to enter what is typically a long narrow space that contains no other windows. This storefront attracts business and should be well maintained.



Examples of storefront windows in the Downtown area



Examples of inappropriate storefront



13. Windows-Upper front

Requirement:

Existing windows should be repaired whenever possible, using similar materials. If required, replacement windows should match the original in materials, configuration, and style, and fill the entire opening. If aluminum frame is used, paint it to match the remaining windows. Storm windows should be either mounted inside or painted to match the window sash.

Recommendation:

Upper story windows help tie together all the facades on a street. They give a building the appearance of vitality and should not be filled in or covered over. If the space is vacant, appropriate shades, curtains or other interior window treatments should be used.

✓ Examples of upper front windows in the Downtown area



Image 2: Cowan Building, Main St.

✗ Examples of inappropriate upper front windows



It is not appropriate to block fill in windows



Note position of satellite dish

14. Awnings and Canopies

The canvas awning was an important design element common in the traditional storefront. They help shelter passersby, reduce glare, and conserve energy by controlling the amount of sunlight that hits the store windows. Moveable awnings can be retracted allowing the sun to shine into your building in the winter and can be extended to shade the storefront from the summer heat. Awnings can also effectively and tactfully disguise inappropriate storefront alterations.

Requirement:

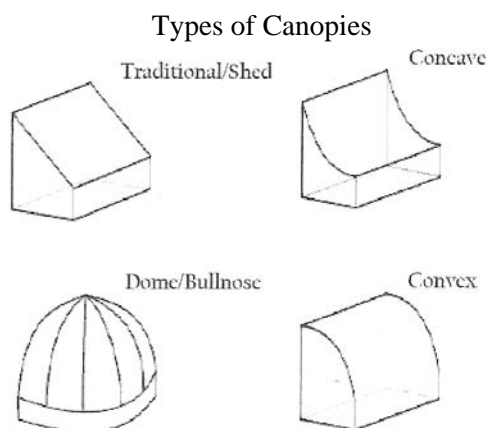
There are a variety of materials for awnings, including canvas, and the synthetic material acrilan. Standard street level awnings should be mounted between the display windows and the first floor cornice or sign panel with the valance about 7 feet above the sidewalk. They should reinforce the frame of the storefront without covering up the side piers, and should protect 4 to 7 feet from the building. A 12-inch valance flap is usually attached at the awning bar and can serve as a sign panel.

Canopies, however, especially large ones that are an integral part of the building, may still be intact and should be preserved. Smaller canopies may benefit from the addition of a canvas over the rails, and a 12 to 24 inch skirt along the front and sides.

Recommendations:

Since the average life of an awning is between four and seven years, the only record of authentic awnings are old photographs or renderings, unless they have been maintained regularly through the years. Always check any old photographs available for awnings on your building.

An awning can bring attention to your building but careful attention should be given to its design. Consider how it will appear in relation to the scale of your building to the others on the street. An intelligently designed and placed awning can save you money, identify your storefront, and create a nice sidewalk area for customers.



✓ Examples of canopies and awnings in the Downtown area



Image 1: Appalachian Grill



Image 2: Room Within

✗ Examples of inappropriate awnings and canopies



This canopy covers the second story windows



This rusted metal canopy needs replacement

15. Entrances

Requirement:

Retain original recessed entries where they exist. Use building symmetry to suggest location, preferably recessed and canted. Retain tiled entryway floors. On upper levels, maintain historic door placements; do not add new entrances to secondary level on the façade.

Entrance doors on historical commercial buildings usually have a larger clear glass panel and are made of wood, steel, or aluminum. When restoring, paint the frames a compatible color with the rest of the façade. Replacement doors should resemble the original in design and proportions.

Retain doors, hardware, trim and the original number of doors and their locations. Do not install unfinished aluminum doors or residential doors. Do not add transom or sidelights where none existed before.



Examples of appropriate entrances in the Downtown area



Examples of inappropriate entrances



16. Additions

Requirement:

Additions should be placed away from public view at the rear of the building or well behind the façade. Maintain the form, orientation and symmetry of the original structure.

Create a discernable break at the juncture with the original structure. Walls of the addition should not be flush with the original structure. Ideally, the addition should be able to be removed without substantial loss of historic materials and elements.

Use matching or similar elements for style, roofing, siding, and windows.

17. Pavement

Requirement:

Parking lots should not be the main focus of the front of the building.

Part Two

Guidelines for new construction in the Historic Downtown Business District

1. Building Form and Scale

Requirements:

Any new building constructed in the Historic Downtown Business District area will make a significant visual impact on the streetscape. It is important to consider the character and scale of the surroundings and adjacent buildings to insure the new structure will be compatible. New buildings should appear similar in mass and scale to historic structures in the area. Use building forms and roof forms that match these used historically. Any addition to an existing structure must also conform to the historic district.

Building height should be comparable to adjacent structures. Where new building facades will be wider than those found traditionally, subdivide the surface into proportions similar in scale to historic facades by varying setback, roof forms, and materials. New construction should be sensitive to the size, scale, proportion, material, shape, texture, and rhythm of its neighbors.



Image 1:
The first building on this block does not conform to existing form and scale of the historic district.

2. Reconstruction

Requirements:

Infill designs should no attempt to duplicate the period and style of the adjacent buildings, or try to look “old” by using period proportions and materials. The designs should complement the buildings in the area but represent the style of the period in which it is built.

When a contemporary depiction is required to understand and interpret a property’s historic value (including the recreation of missing components in a historic district or site); when no other property with the same associative value has survived; and when sufficient historical documentation exists to ensure an accurate reproduction, reconstruction may be considered as a treatment.

3. Building Orientation and Site Placement

Requirements:

New buildings will respect the placement of nearby historic buildings by being placed at a setback equal to that of near by similar historic buildings or similar buildings within the district. It

is required to align new buildings with the established setbacks of the area. Non traditional lots can be given special consideration by the HPC.

Buildings with party walls, such as those along Wall Street, Main Street, Public Square, and East Church Street (under the bridge) shall maintain zero lot line placement. New buildings on these streets will not have side setbacks, leaving gaps between adjacent buildings, but will use party walls.

Image 1:

Above mentioned buildings along Main Street



4. Entrance Orientation

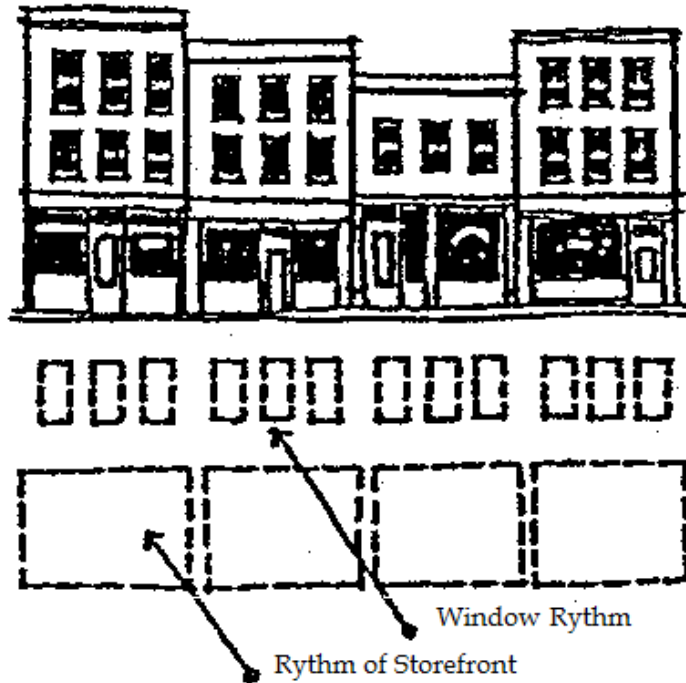
Requirement:

New construction will face the same street as nearby similar buildings. Respect tradition designs used for building entrances of similar buildings in the district, using, for example, a recessed entrance where appropriate.

5. Windows

Requirement:

The size and proportion of window and door openings of a building should be similar to those on surrounding exemplary facades. The same applies to the ratio of window area to solid wall for the façade as a whole. Maintain the rhythm of the surrounding windows.



6. Materials

Requirement:

Use building materials that are similar to those employed historically for all major surfaces. Brick, stone, and terra cotta may be used in unlimited quantities.

Wood may be used on the first story (storefront level) for architectural elements such as pilasters, cornices, decorative raised panels, ect., but wood should not be used as a general siding material.

Concrete block may be used in combination with other materials such as brick or stone. Concrete and pre-cast concrete use is limited to architectural elements such as window hoods, cornices, columns and capitals. Glazed block or ceramic tile may be used as accent material only.

Prohibited materials on building facades include metal, aluminum, or vinyl siding and preformed panels; porcelain or baked enamel metal panels; asphalt or wood shingle or siding. New material may be used if their appearance is similar to those of the historic building materials.

Examples of materials used in the DBD:



a. brick



b. stone



c. siding



d. wood

Example of original brick being covered with siding:



7. Plant Beds and Planting

Requirement:

Landscaping plans shall be approved by the DDA design committee in keeping with the downtown master plan prior to submission of the COP to the Historic Preservation Commission.

Recommendation:

The goal is to beautify the district and make it more pleasant for pedestrian traffic. Locate plantings in traditional areas of the site, such as along fences, walks and foundations. Well maintained concrete planters that harmonize with nearby buildings and existing streetscape are recommended.



Image 1: Window box at Write on Main



Image 2: Planters in front of D. Morgan's

8. Walls and Fences

Requirement:

The goal is to maintain the pattern of existing fencing in the Historic Downtown Business District and to use fencing and walls to screen parking and storage areas. Maintain traditional fence lines or dominant fence lines in the vicinity. New fence and wall designs must be appropriate for the primary structure and reinforce the pedestrian scale instead of forming barriers and exclusionary walls.



Any fencing shall be approved by the DDA design committee in keeping with the downtown master plan prior to submission of the COP to the Historic Preservation Commission.

Privacy fences should not be placed flush with the façade of a building.



Example of appropriate exterior details in the Downtown area

Decorative fence on Cherokee Avenue.

9. Pavement

Requirement:

Historic walks and drives should be repaired rather than replaced. If replacement is required, new materials should match the original in placement, composition, design, color, texture, and other visual qualities.

10. Parking Lots

Requirement:

Where placement of parking area is an option, parking lots should not be the main focus of the site. Side or rear locations are required. Plan parking lots to be subdivided into small components so that the visual impact of large paved areas is reduced. Include islands of plantings in the interior of the lots, and provide planting buffers at the edges of parking lots.

New screening walls shall be used to limit the impact of parking on the district by being of sufficient height to partially screen the parked vehicles. The façade line of nearby historic buildings should be maintained. Traditional material, usually brick, should be used. Nontraditional material cannot be used for fences in public view. (See also Walls and Fences.)

Example of an inappropriate parking lot



11. Service Areas and Equipment

Requirement:

Screen service equipment and trash containers from the public view. The visual impact of mechanical and electrical equipment shall be minimized. (See also Walls and Fences.)

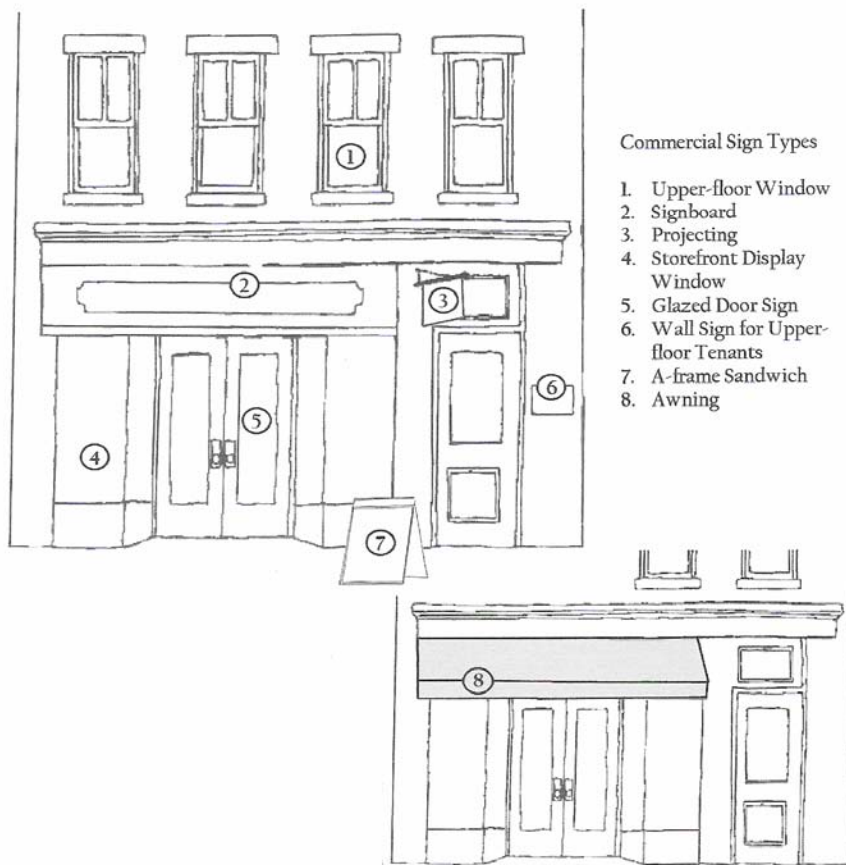
12. Signs

Requirement:

Signs shall be subordinate to the architecture and overall character throughout the district. Sign materials shall be compatible with the building materials. The types and sizes of signs that are allowed are defined in the zoning ordinances of the City of Cartersville. Position flushed-mounted signs so they will be within architectural featured. Locate flush signs so they do not extend beyond the outer edges of the building front. Avoid obscuring ornament and detail.

Locate projecting signs along the first floor level of the façade. Positions near the building's entrance are encouraged. Locate pole mounted signs in landscaped areas.

Where several businesses share a building, coordinate the signs. Align several smaller signs, or group them onto a single panel. Use similar forms or backgrounds for the signs to visually tie them together.



✓ Examples of appropriate signs in the Downtown area



✗ Examples of inappropriate signs

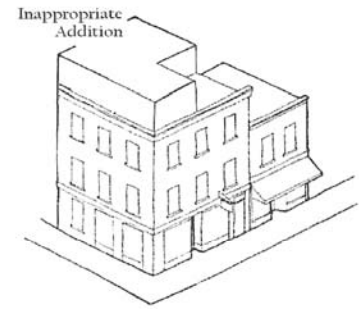


13. Additions

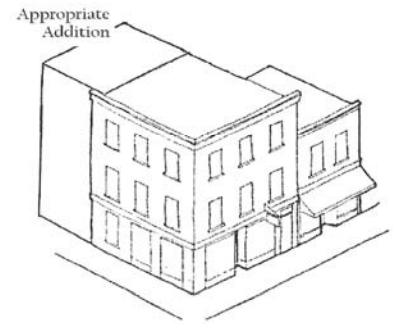
Requirement:

New additions should not obscure or confuse the essential form and character of the original building. Exteriors of additions to existing buildings should be compatible with the size, scale, material, and character of the main building and its environment. Avoid new additions that would hinder the ability to interpret the design character of the historic period of the district. Site additions back from the building front so they will not alter the historic rhythm of the building fronts.

When location additions to historic buildings, maintain the pattern created by the repetitions of building fronts in the area. Locate additions so they will not obscure or damage significant ornamentation or detail. Avoid impacts to special moldings, decorative windows, or dormers. Generally, additions should be sited to the side or rear of the original structure.



Additions should not visually overpower the original building. New additions should be constructed on secondary facades or to the rear of the building.



Design new additions to be in proportion, but subordinate to the original building's mass, scale, and form.

14. Demolition

Requirement:

Before demolition, submit a site plan to the Commission illustrating proposed site development or plantings to follow demolition.

During demolition, ensure the safety of any adjacent properties and historic resources. Also, during and after demolition, protect the trees on the site from damage due to compaction of the soil by equipment or materials.

After demolition, clear the site promptly and thoroughly.

After demolition, plant or develop the site promptly as approved in the proposed site plan.

DBD Historic District, Cartersville Ga.

