

Avondale Estates
... from an original pen and ink, circa 1926



ARCHITECTURAL REVIEW BOARD

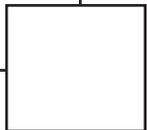


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1961



2010

Acknowledging its rich heritage and great potential for future growth, Avondale Estates initiated several planning initiatives to set forth a collective vision. Local leadership recognized the community's developmental history and unique visual appearance. Early efforts to protect this legacy - particularly that of the residential areas and the distinctive Tudor Village - included the adoption of the *Historic Preservation Ordinance*, as amended, through the amended *Downtown Master Plan*, where citizens also envisioned enrichment of the downtown core. The desired mixed-use central business district featured restored historic buildings; included a range of retail, work, live, and open space options; and insured connectivity of streets, greenways, and pedestrian facilities.

Community vision is given further shape and form through extensive public input and incorporation, amendments and revisions to the *Comprehensive Plan* and the *Avondale Estates Official Zoning Ordinance*, as respectively amended. These tools provide community acceptance of, and acceptable parameters for, future development. To assure compliance with the community vision as well as a public forum to evaluate the impact of proposed changes, Avondale Estates has a standardized **design review process** - encompassing historic and non-historic properties, residential and commercial structures, alterations to extant properties and infill development, etc.

The **Avondale Estates Architectural Review Board (ARB)**, the volunteer civic board appointed by the Board of Mayor and Commissioners, is the municipal component charged with the design review process. The ARB has five members whom have demonstrated professional expertise in the disciplines of history, architecture, landscape architecture, planning, engineering, or other planning-related disciplines. The Board provides design review services for all areas of the community defined by the current zoning ordinance, unless the area is within the currently designated *Avondale Estates Historic District* and subject to design review by the appointed Historic Preservation Commission (HPC). The ARB is responsible for evaluating the compatibility and impact of proposed change upon Avondale Estates' traditional context.

In order to increase objectivity and insure consistency in the decision-making process, the Avondale Estates utilizes model **development criteria** - outlined herein as general standards and articulated more fully with specific design guidelines. Such criteria are intended to assist decision makers --- property owners, developers, contractors, and board members --- in developing design solutions which satisfy local development ordinances. The purpose of this booklet is to provide information to educate and guide during both project development and design review. As a user-friendly guide to local development expectations, the booklet offers sensitive approaches to honor the community's original scale and pedestrian character.

c o n t a c t s

For information regarding downtown development in Avondale Estates and statewide efforts:

▸ City of Avondale Estates

City Manager
21 North Avondale Plaza
Avondale Estates, Georgia 30002
(404) 294-5400 (main)
(404) 299-8137 (fax)
www.avondaleestates.org

▸ Office of Downtown Development

Georgia Department of Community Affairs
60 Executive Park South, NE
Atlanta, Georgia 30329
(404) 679-3115 (main)
(404) 679-0572 (fax)
www.dca.state.ga.us

The Board would like to acknowledge the foresight and tenacity of the various local officials and citizens, as well as the assistance of members of the Downtown Development Authority and Planning Commission, who collaborated in the effort to assure the comprehensive, coordinated, and community-guided growth for Avondale Estates' future.

This project was initiated and financed by the City of Avondale Estates on behalf of the current and future citizens of Avondale Estates. Throughout the course of this project, the Avondale Estates ARB has provided continuous support and commitment to achieve a quality product. Additional gratitude is due to city staff for helpfulness on numerous occasions.

Monica H. Kocher, Piedmont Preservation, 2008

a c k n o w l e d g m e n t s



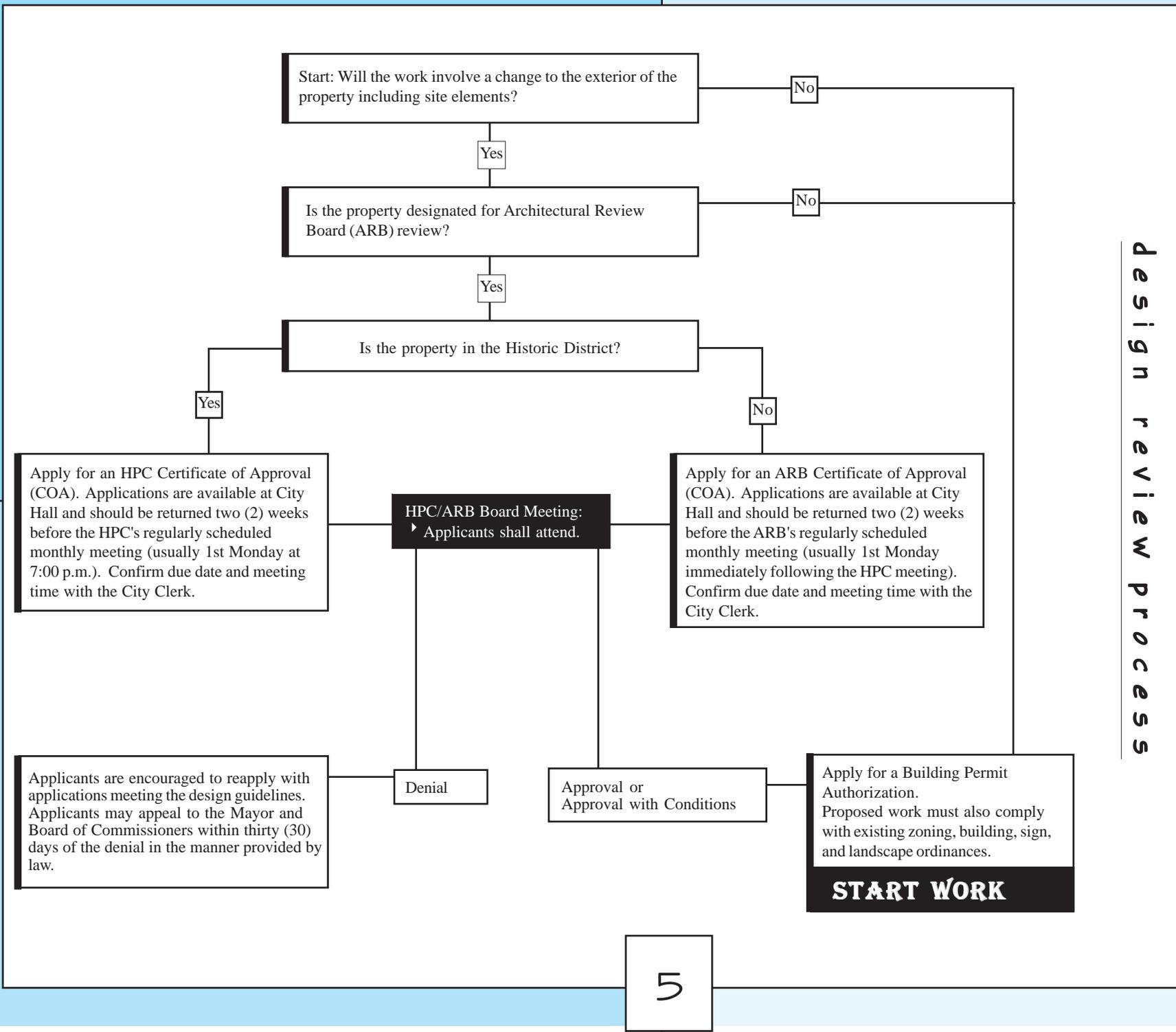
role of the board

- charged with guiding the future development and redevelopment of non-residential character areas
- charged with the responsibility of carrying out the development provisions and goals of the ARB ordinance
- responsible for design review process
- responsible for encouraging compatible and creative development

role of the property owner

- responsible for helping to maintain and extend the scale and pedestrian character of Avondale Estates
- responsible for submitting an application requesting an approval of a Certificate of Approval (COA) before beginning work
- responsible for submitting drawings and photographs to support proposals
- responsible for complying with existing zoning, building, sign, and landscape ordinances and applying for the necessary permits
- responsible for completing work only as approved within the COA

Design review process



design review areas

Avondale Estates has a historic downtown core (**Central Business District**), which anchors the northern edge of the historic residential area. Surrounding commercial environs developed in proximity, and commercial enterprises have spread in a linear fashion along N. Avondale. Non-contiguous commercial areas (**Eastern Corridor & Southern Commercial Area**) are also incorporated. The *Avondale Estates Zoning Ordinance* identifies such and outlines land use and zoning regulations for each, including the design review requirement.

- ▶ The **Central Business District (Area 1)**, is subdivided into four (4) subareas identified as follows:
 - ▶ **Tudor Village (Subarea 1)**
 - ▶ **Northern Gateway (Subarea 2)**
 - ▶ **Ingleside Area (Subarea 3)**
 - ▶ **North Avondale (Subarea 4)**

Downtown character is primarily concentrated in the **Tudor Village (Subarea 1)**. This area developed concurrent with the historic residential area as the place for civic and business affairs. The area's historic properties and compatible infill have created a dense, cohesive area.

▶ Portions of the downtown area are listed in the **National Register of Historic Places** as part of the Avondale Estates Historic District (December 1986).

▶ Frontage property along S. Avondale Road and North Avondale Plaza, as well as several individual properties in the downtown vicinity, are locally designated as part of the **Avondale Estates Historic District**.

downtown character



NOTE: For properties in a design review area having a structure which is single-family residential in character and appearance, the Architectural Review Board shall utilize the Avondale Estates Historic District (Residential) Design Guidelines.

gateway & corridor

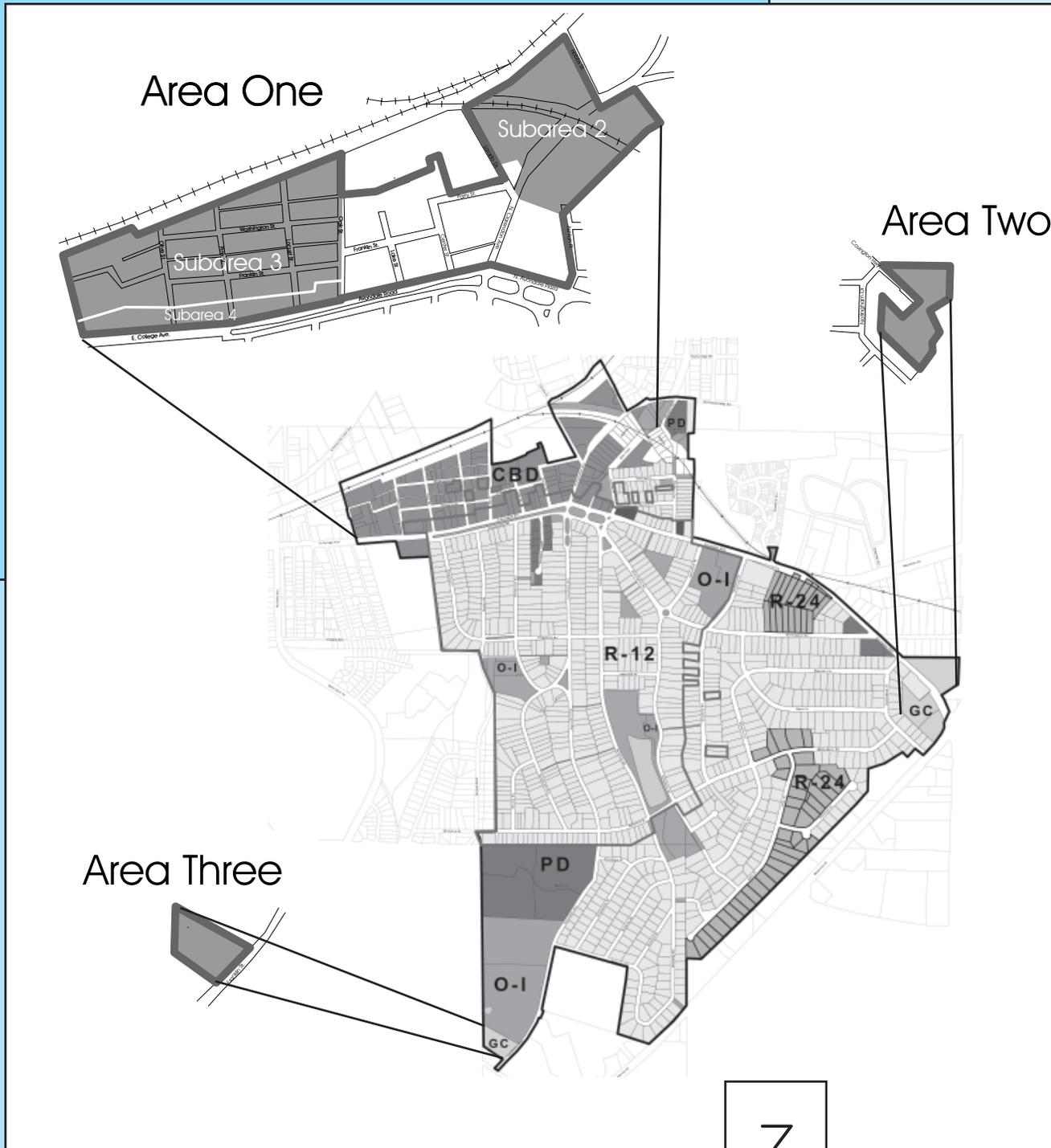
The downtown core expanded in a linear fashion along N. Avondale Road and N. Clarendon Avenue. These entrance areas serve as community-defining gateways into the downtown area and provide vital services to support the residential neighborhoods. As opposed street-grid downtown centers or such linear gateway expansion, commercial development has also concentrated around intersections and along principal corridors.

The **Eastern Corridor (Area 2)** and the **Southern Commercial Area (Area 3)**, as well as the **Northern Gateway (Subarea 2)** and **North Avondale (Subarea 4)**, the reflect clustered and linear groups of commercial development.

There are also designated for review special areas in the community that are off of the beaten path, such as the **Ingleside Area (Subarea 3)**.

These areas may have developed in proximity to rail lines or former industrial areas. These areas, with their utilitarian and sometimes large footprint buildings, offer opportunity for development and redevelopment with the most leeway given location and existing architectural character.

warehouse character



purpose of design criteria

Design criteria - sometimes referred to as standards or guidelines depending upon the community - are established benchmarks that are used to evaluate a development or project. Such criteria are commonly developed by communities to assist in rendering objective decisions regarding alterations and infill within developed areas, so that the new will blend compatibly with the existing. These criteria are in no way intended to prevent growth and development, rather their purpose is to encourage orderly, creative, and compatible development within existing areas. These criteria also serve the dual purpose of outlining how revitalization should occur as dilapidated or incompatible structures are removed and sites are redeveloped.

application of design criteria

The ARB shall apply the standards and guidelines, as outlined in general and as further specified per area or subarea, to the property for the area in which it is located.

All areas and subareas in Avondale Estates are classified according to visual character into an area-specific guideline category: **Downtown, Gateway, Corridor, or Warehouse.**



**Avondale Estates
Architectural Review Board**

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

Applicant: John Q. Public _____

Address: 100 Main Street _____
Anytown, GA 000000 _____

Telephone: 404-555-0000 _____ Fax: _____

Project Address: Clarendon Avenue _____

SAMPLE

New Construction Renovation/Repair _____ Sign _____ Demolition _____

Description: See attached _____

Attachments:

Drawings: Dimensioned Site Plan Dimensioned Floor Plan(s)
Material Samples Material Details Color Samples
Street Elevation Side Elevation
Photos of Existing Conditions: _____ Written Description: _____

Comments: _____

Received by: _____
City of Avondale Estates

Submittal Date: _____

Application will be reviewed by the Avondale Estates Architectural Review Board and approved or denied within 45 calendar days of the submittal date.

FRONT ELEVATION
SCALE: 1/8" = 1'
0 1 2 3 4 5 6
Scale Factor: 96.0

application

d o w n t o w n

To promote downtown character, the intent is to adhere closely to the traditional context following the development pattern, built environment, and established natural environment exemplified by the Tudor Village Historic Block and more recently, Avondale Estates City Hall. Restoration and rehabilitation of historic resources are preferred and should be incorporated with very sensitive infill development. Since there are portions of the Historic District along principal street frontages and rights-of-way, it is extremely important to match built environment - particularly in terms of scale and style.

- applies to **Tudor Village (Subarea 1)**

To promote compatible gateway corridors, the intent is to adhere to the traditional context following the development pattern and some aspects of the built environment. Whereas scale remains very important, placement and orientation become priority during redevelopment. Properly addressing the site during redevelopment offers the one-time possibility of reversing the most detracting and undermining aspects - lack of a facade line and visible parking - of recent development along entrance right(s)-of-way.

- applies to **Northern Gateway (Subarea 2)**
- applies to **North Avondale (Subarea 4)**

g a t e w a y

area-specific guideline category

Areas and subareas throughout Avondale Estates do share some basic characteristics, derived in part from period of development, similarity of land use, proximity to geographical features or major facility, etc. To avoid writing a set of guidelines for each designated area and to be able to incorporate additional areas in the future, the areas have been sorted by basic characteristics into the categories as noted. An intent statement, as well as areas/subareas encompassed by the category, appear here.

considerations for design review decisions

- consistency of the proposed change with *General Standards I-22*
- consistency of the proposed change with *Design Guidelines H3* and the area-specific guidelines included therein
- consistency of the proposed change with the current *Avondale Estates Historic District Residential Design Guidelines*, for properties in the **Tudor Village (Subarea 1)** which are ALSO locally designated as historic**
- for existing properties, degree to which the proposed change enhances or diminishes the individual building's character and setting
- for existing properties, degree to which the proposed change increases or decreases the individual building's compatibility with adjacent and nearby properties within the subarea
- impact upon the character and setting of the traditional development pattern, as well as that of the central business district

design review decisions shall not consider

- subjective or personal tastes and/or preferences
- economic factors related to the project
- development prior to the development standards that do not follow the community's traditional development pattern cited as reference
- development from other communities cited as reference
- decisions made by a prior board

**residential properties designated for ARB review

The ARB shall use the current *Avondale Estates Historic District Residential Design Guidelines* (New Construction), for properties of residential character designated for ARB review that are NOT locally designated as historic.



c o r r i d o r

In general commercial areas, the intent is to promote the traditional context following the built environment and established natural environment. Properly addressing the setting during adaptive use can mitigate some of the more modern intrusions that will be likely proposed instead of redevelopment. Since some of these areas will be located along entrance rights-of-way, focusing upon the setting and materials during renovation will be of primary importance.

- applies to **Eastern Corridor (Area 2)**
- applies to **Southern Commercial Area (Area 3)**

To allow for the most latitude for new development, the intent is to adhere to the traditional context following the development pattern and incorporating some of the extant built environment. Materials and setting become the most important factors since the area is located off of primary rights-of-way. Scale changes can be accommodated and will not heavily impact the character of the community. To accommodate the density and mixture of land use which may also follow, setting factors will be important to successful infill development.

- applies to **Ingleside Area (Subarea 3)**

w a r e h o u s e

e v a l u a t i o n

how to use this booklet

overall philosophy with respect to this specific topic

specific topic guidelines for each character area

The collage shows several pages from the 'Placement' section of the booklet. The top page is titled 'Placement' and includes a diagram of a street with buildings, a photograph of a building, and a list of guidelines. Below it are two pages: 'downtown character' and 'corridor character', each with their own sets of guidelines and diagrams. At the bottom, 'gateway character' and 'warehouse character' are partially visible. A vertical blue bar on the right side of the collage is labeled 'Placement'.

topic title

graphic illustration of guideline concept(s)

items to be included in your application

definitions used for these guidelines

user's guide

This booklet is organized into three units:
 ▶ Site ▶ Structure ▶ Setting
 These units group guidelines topically.

General standards and guidelines appear on the first pages of each unit (see pages 12-13, 24-25, 36-37) and may be used as a checklist for project development as well as for design review purposes. The general standards for review appear as **S#**; specific guidelines appear as **G#**.

Thereafter, pairs of pages (as shown left) are devoted to the parameters of each guideline, including a background discussion, basics tips for review, illustrations and pictures, and area-specific guidelines.

Guidelines specifics are customized to specific areas and subareas, so please make sure to utilize the guideline specific to your property's location. If you are unsure which area your property is located in, please review the areas and subareas (see page 6). Since the intent and purpose for the areas and subareas varies to some degree (see page 8), please do not apply guidelines not written for your specific location.

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what is design review?

The Official Zoning Ordinance provides for a design review process. Design review consists of the evaluation of any proposed exterior work upon a designated property. Both minor and extensive projects must be reviewed and approved prior to beginning work. The design review process is often triggered by a building permit application; however, building permits can not be issued until design review is complete and a COA issued.

which properties require design review?

All properties require design review. Designated properties include all properties within the downtown area and in all four subareas. The city's Official Zoning Map shows the Central Business District and a smaller version of the map is included in this booklet. A quick call to City Hall can confirm whether or not a property is subject to review.

what work requires design review?

All work involving a change to the property exterior requires design review. Projects that physically alter the property include but are not limited to:

- changes to exterior of buildings,
- changes to the setting,
- relocation or demolition, and
- new construction.

Neither interior alterations nor a change in the use of the property require a COA; however, other municipal requirements may apply. Design review applies only to the external appearance of the property and regulates neither land use nor zoning. Ordinary maintenance does not require a COA.

what is a certificate of approval?

When planning a work project, an owner must submit a completed application for a Certificate of Approval (COA). Applications are available from and should be submitted to City Hall. The deadline for applications is two weeks prior to the HPC's regular meeting. Please contact City Hall to confirm the regular meeting date.

Utilizing development criteria and the urban design guidelines, the ARB shall decide to approve or deny the application. If the application is approved, design review is complete and a COA is issued.

what shall an application include?

In order that the Board may make an informed decision, complete applications require support materials, for example:

- site plans and details;
- architectural plans and details;
- landscape plans and details;
- photographs - building and site;
- photographs - neighboring properties.

The application and support materials must be submitted together. If support materials are judged to be incomplete or inadequate by the ARB, the application shall be tabled to allow the applicant an opportunity to provide the requisite materials.

For new construction, there are two public hearings - a preliminary and a final review.

what happens if work begins before a COA is issued?

If work is initiated prior to approval of a COA application

and/or obtaining a building permit, a stop work order may be issued with the property owner subject to either fines or an order to restore the condition of the property.

where can assistance be found?

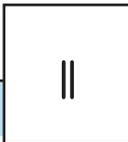
This booklet outlines design guidelines which are useful for project planning; however, the ARB does not actually develop plans or designs. As per the ordinance, please consult with the City Manager for large development projects. Property owners are encouraged to review the design guidelines set forth in this booklet prior to planning any rehabilitation work or new construction. Familiarity with the design guidelines will facilitate design review. **The ARB also allots a portion at the end of each regular meeting to provide informal feedback to potential applicants.** For information concerning the process or for assistance with the preparation of the application, please contact City Hall.

are there any other review procedures?

Review of projects by the ARB may not be the only review required before work may proceed. Other city departments and boards may be required to examine a project for compliance with:

- land use and zoning regulations,
- building and fire codes,
- sign ordinances, and,
- tree and landscape ordinances.

Projects requiring a zoning variance should obtain variance approval prior to making application to the ARB for a COA.



Downtown traditionally exhibits a distinctive pattern of **site** development. The four factors creating the pattern are: 1) placement, 2) orientation, 3) scale, and 4) footprint. Interruption of, or the lack of consistency in, any one of these factors leads to ill-defined and amorphous areas.

Placement and **orientation** are basic to site planning. Where is the building to be situated upon the lot and which direction will it face? Buildings having similar setbacks and facing the same street create a defined border for the streetscape. When combined with the use of party walls (shared side walls) and streetscape amenities, a continuous and inviting pedestrian thoroughfare emerges.

Scale and **footprint** are also important site planning factors. How does the building compare in size and lot coverage to other structures in the vicinity? This is not merely an evaluation of the individual building's mass upon the lot; it is and should be a comparative evaluation.

In Avondale Estates, more recent commercial construction maintains a consistent orientation pattern but has failed to observe original placement and scale pattern. Improved use of placement and scale will recapture the community's traditional, pedestrian-friendly character.

Note: Regardless of current use, buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for "Placement" set forth in the current *Avondale Estates Historic District - Residential Guidelines*.

general standards for review: civil plans and details

- 51 ▶ extent to which the proposed overall concept addresses all of the general standards (Standards I-22) related to site, structure, and setting in a cohesive, balanced manner;
- 52 ▶ degree to which the proposed site plan reflects the community's traditional context and development pattern, specifically in terms of placement, scale, orientation, footprint;
- 53 ▶ degree to which the proposed site plan preserves community-valued landscape features, if present, and incorporates and references community-valued architecture;
- 54 ▶ whether the proposed site plan reflects the same overall quality of development evidenced in the community's traditional context (i.e. development pattern, built environment, and established natural environment);
- 55 ▶ whether the proposed site plan utilizes placement, scale, orientation, and footprint to reinforce and establish a traditional facade line and to a pedestrian-friendly site;
- 56 ▶ if creative site planning alternatives have been considered and implemented to address challenges, if any, resulting from strict compliance with local standards and guidelines;
- 57 ▶ degree to which the proposed site plan reflects the preferences and values as outlined by the community in the current *Avondale Estates Downtown Master Plan* and the current *Avondale Estates Comprehensive Plan*; and,
- 58 ▶ whether the proposed site plan is consistent with the more restrictive and detailed requirements found herein the *Avondale Estates Urban Design Guidelines*.

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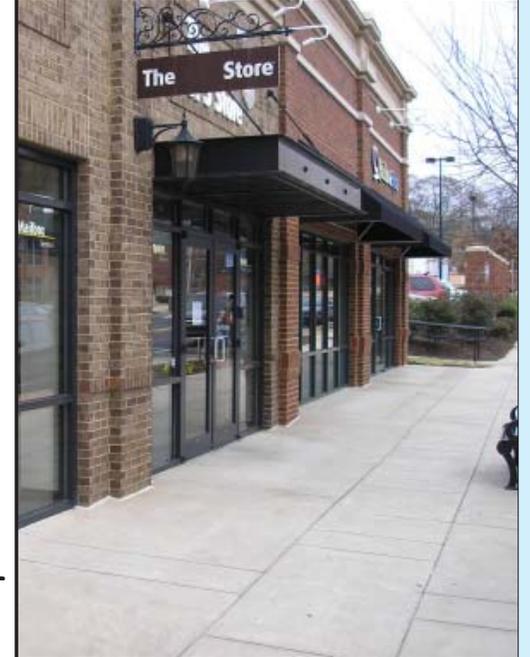


In addition to the general standards for review for site (*Standards 1-8*), the following design guidelines shall be used to evaluate the proposed project's compatibility and sensitivity to the traditional context of Avondale Estates:

design guidelines for review: development pattern

- G1 ▶ the proposal follows the traditional development pattern in terms of **placement**, meeting specific considerations as outlined (p.14-15):
 - a) facade line followed for primary streets, and other streets;
 - b) facade line alternative for non-primary street accommodates either (1) established natural features or (2) new site amenities;
 - c) edge of supplemental zone defined by alternative measures;
 - d) breaks in the facade line limited
- G2 ▶ the proposal follows the traditional development pattern in terms of **orientation**, meeting specific considerations as outlined (p.16-17):
 - a) orientation followed for primary streets first;
 - b) dual orientation addresses other street(s) by providing another elevation equivalent in level of detail and emphasis of entrance
 - c) dual orientation addresses service areas (such as parking or loading areas) by providing entrances of less detail and emphasis
- G3 ▶ the proposal follows the traditional development pattern in terms of **scale**, meeting specific considerations as outlined (p.18-19):
 - a) building is two-story and proportional;
 - b) building exceed two-stories but not three-stories for parts of the structure which have diminished visibility as determined from the public sidewalk across the street;
 - c) building is three-story and is located in a non-frontage location
- G4 ▶ the proposal follows the traditional development pattern in terms of **footprint**, meeting specific considerations as outlined (p.20-21):
 - a) building is similar in size of ground floor square footage to other downtown structures;
 - b) building in excess of similar footprint mitigates the footprint, lot coverage, and overall mass by:
 - (1) creating an illusion of multiple structures,
 - (2) utilizing connectors between buildings of proper size,
 - c) creating additional space below grade

e v a l u a t i o n



Avondale Estates developed with a compact, distinct downtown character. A prominent characteristic is **placement**. Unlike residential neighborhoods, traditional downtown construction is up against or very close to the street. The Tudor Village Historic Block sets the tone for this traditional pattern (linear development of a multi-storefront building utilizing a zero lot-line and party walls) along N. Avondale Road, N. Avondale Plaza, East College Avenue, and N. Clarendon Avenue.

This placement pattern creates a distinct **facade line**, which delineates the street and prioritizes the pedestrian. New developments and changes **shall reflect Avondale Estates' traditional pattern of placement**, avoiding the mistake of recessing the building in favor of a front lawn (typical of residential construction) or a front parking lot (typical of modern strip development).

Along secondary and tertiary streets outside of the **Tudor Village (Subarea 1)**, larger breaks in the facade line or alternative setbacks may be considered **provided that building recesses are designed for established natural features or site amenities and not parking areas**.



The Tudor Historic Building Block placement should be the template for the Downtown and for the primary streets of the Gateway and the Corridor.



Corner lots should establish a shallow to flush facade line for both the primary and secondary street.



Structures or hedging should be used to continue the facade line in the absence of a building.

basics

- ▶ provide **site plan**, see Application Checklist for minimum requirements
- ▶ label the distance of the front yard from the primary street (measured from the property line - not the street edge - to the building)
- ▶ for design review, E. College Avenue, Avondale Road, N. Avondale Plaza and N. Clarendon Avenue shall be considered primary streets
- ▶ for dual frontage properties, label the distance of the setback from side and rear streets
- ▶ provide information about front setbacks of all nearby properties

downtown character

new construction:

- ▶ continue the street delineation by aligning building **facades** (preferred), using front and side setbacks of the Tudor Village Historic Block for guidance
- ▶ always use corner lots to mark the facade line for both frontages and thereby punctuate the street intersections (all streets)
- ▶ use other structures or a tall evergreen hedge to establish the **facade line** and define the edge of the **supplemental zone** when additional building width is not possible nor desirable
- ▶ limit breaks in the **facade line** to streets and driveways; orient driveways on corner lots to side streets, leaving the primary facade line intact (preferred)

historic property:

- ▶ leave a gap (e.g. 10-15') between existing historic buildings and new additions
- ▶ create a recessed hyphen between historic buildings and new additions and then continue the addition along the established facade line (may be considered)

new construction:

- ▶ use the Tudor Village Historic Block front setback or **zero lot line** construction on N. Avondale Road, N. Avondale Plaza, and East College Avenue
- ▶ always use corner lots to mark the **facade line** for both frontages and thereby punctuate the street intersections on N. Avondale Road, N. Avondale Plaza, and East College Avenue
- ▶ use other structures or a tall evergreen hedge to establish the **facade line** and define the edge of the **supplemental zone** when additional building width is not possible nor desirable (waiver may be considered on non-primary streets)
- ▶ limit breaks in the **facade line** to streets and driveways; orient driveways on corner lots to side streets, leaving the primary **facade line** intact on N. Avondale Road, N. Avondale Plaza, and East College Avenue (preferred)

gateway character

facade = the face of a building fronting a street or courtyard; more specifically for design review purposes, the elevation that faces the primary street and includes the primary entrance; primary elevation

facade line = a visual line created by the repetition of similar front setbacks of buildings

placement = a visual line created by the repetition of similar front setbacks of buildings

setback = a line delineating the minimum allowable distance between a property line or public right-of-way line and an abutting street and a structure on a lot

supplemental zone = the areas in the CBD between the street-fronting building and the sidewalk

zero lot line = structure with no setback from the property line or public right-of-way line; build-to line

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corridor character

new construction:

- use the Tudor Village Historic Block front setback or no front setback on N. Clarendon Avenue ◀
- always use corner lots to mark the **facade line** for both frontages and thereby punctuate the street intersections on N. Clarendon Avenue ◀
- use other structures or a tall evergreen hedge to establish the **facade line** and define the edge of the **supplemental zone** when additional building width is not possible nor desirable (waiver may be considered on non-primary streets ◀
- limit breaks in the **facade line** to driveways; orient driveways on corner lots to side streets, leaving the primary **facade line** intact on N. Clarendon Avenue (preferred) ◀

new construction:

- use corner lots to mark the **facade line** for one or both frontages and thereby punctuate the street intersections (preferred) ◀
- use of alternative **placements**, including recessed buildings to accommodate established natural features or create new site amenities (may be considered) ◀
- consider use of other structures or a low evergreen hedge to establish the **facade line** and define the edge of the **supplemental zone** ◀

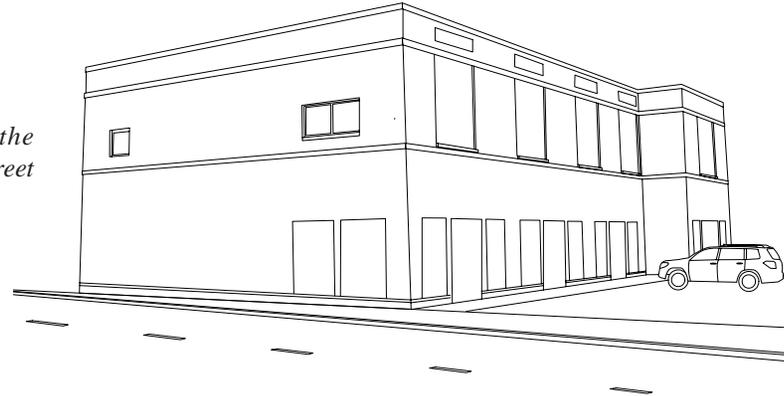
warehouse character

Traditionally, Avondale Estates was planned to be extremely pedestrian-friendly. Downtown buildings faced onto the sidewalk of the most prominent street to accommodate walking customers, but side and rear entrances reserved for service functions faced away. **Orientation** of buildings is essential to the traditional development pattern.

The **facade**, which is often more detailed and emphasizes the entrance, is the face of the structure and frankly the face of the community. New developments and changes **shall orient buildings to Avondale Estates's primary streets** - E. College Avenue, Avondale Road, N. Avondale Plaza, N. Clarendon Avenue, as well as Franklin Street - avoiding the mistakes of turning non-primary elevations to these streets, ignoring the residential community across the street, or relegating these streets to alley status by establishing visible service functions.

Instead, existing buildings and sensitive infill shall maintain a street-focused orientation, **seeking additional rear and side entrances (to address alternative streets and access abutting parking facilities) provided that such entrances are not at the cost of a facade oriented to the public realm.**

*Buildings should **NOT** orient the primary entrances away from the street as the example to the right does.*



Dual entrances (one toward the street and one toward side parking) is allowed the primary entrance is oriented toward the street.

basics

- ▶ provide **site plan**, see Application Checklist for minimum requirements
- ▶ note the primary entrance and secondary entrances, if any
- ▶ provide information about primary and secondary entrances for nearby properties

downtown character

new construction:

- ▶ follow the established building **orientation** established by the Tudor Village Historic Block
- ▶ on corner lots, always locate the primary entrance, and thereby orient the building, to N. Avondale Road, N. Avondale Plaza, East College Avenue, N. Clarendon Avenue, and Franklin Street; on through lots, dual orientation may be required
- ▶ **dual orientation** provided that the primary entrance is oriented as noted above and emphasized (may be considered); for symmetrical designs, dual emphasis may be required

historic property:

- ▶ do not alter the primary **orientation** of historic buildings by constructing competitive additions which diminish the primary **facade** or establish a new primary facade
- ▶ do not alter the primary **orientation** of historic buildings by installing additional entrances on the primary **facade** or elsewhere which diminish the primary entrance

new construction:

- ▶ always locate the primary entrance and thereby orient the building to N. Avondale Road, N. Avondale Plaza, or East College Avenue
- ▶ **dual orientation** provided that the primary entrance is oriented as noted above and emphasized (may be considered)

gateway character

corridor character

new construction:

- always establish the primary entrance and orient the building to N. Clarendon Avenue ◀
- dual orientation**, provided that the primary entrance is oriented as noted above and emphasized (may be considered) ◀

facade = the face of a building fronting a street or courtyard; more specifically for design review purposes, the elevation that faces the primary street and includes the primary entrance; primary elevation

orientation = the direction which the primary elevation of a building faces

orientation, dual = buildings having more than one primary elevation and having same heightened level of detailing and equally emphasized entrance; usually a corner building

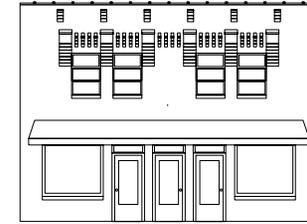
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warehouse character

Avondale Estates was originally named for Stratford-upon-Avon with its early downtown structures evocative of this English village. Residential architecture reflects a similar commitment to a limited scale, establishing Avondale Estates as unique among the ever growing and dense Atlanta suburbs. **Scale** is the single most important factor to the traditional development pattern.

Early construction - the Tudor Village Historic Block, two-and-a-half stories (the half-story beneath a gable roof), and a commercial block building, two stories in height plus a parapet to conceal the low slope roof - establish the scale most appropriate to maintain a pedestrian-friendly and village appearance. During redevelopment, infill construction **shall maintain and reinforce the established scale particularly along primary street frontages**, avoiding the mistake of changing the village character and charm.

However, to accommodate additional uses and open space height bonuses **building heights may be increased away from the primary street elevation, provided diminished visibility** (from a sight line upon the public sidewalk across the street), or for whole buildings in non-frontage locations.



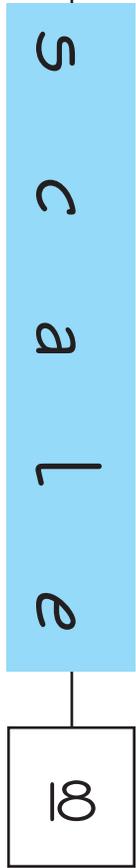
Historic buildings in the Downtown set the template for scale throughout the district.
 2 1/2 stories w/ gable or hip roof - Preferred in the Downtown; May be considered in the Gateway & Corridor
 2 stories w/ parapet - Preferred in the Gateway & Corridor; Allowed in the Downtown & Warehouse Area
 1 story w/ parapet - Allowed in the Warehouse Area; Not preferred in the Downtown, Gateway & Corridor
 3 stories w/ parapet - Allowed only in the Warehouse Area



Scale also refers to both overall height and width as well as foundations, stories, and components. All should roughly align along a blockface.

b a s i c s

- ▶ provide **site plan**, see Application Checklist for minimum requirements
- ▶ label the distance of the front yard (aka front setback) from the primary street (measured from the property line - not the street edge - to the building)
- ▶ provide site lines and approximate views of buildings or portions of buildings that exceed two-stories in height
- ▶ provide information about overall heights of nearby properties



downtown character

new construction:

- ▶ follow the established building **scale** established by the Tudor Village Historic Block, noting that the extra half-story is under a gabled roof form;
- use of a three-story, flat-roof is not of similar scale
- ▶ limit **building height** to two-stories
- ▶ additional half-stories under gable and hip-roofed buildings and use of roof dormers (preferred)
- ▶ one story buildings (not preferred)
- ▶ align foundation, story, and roof heights

historic property:

- ▶ maintain historic height and width at the front of the building
- ▶ avoid additions that increase the perceived **scale** of the building as a whole

building height = measured vertically from the average grade of the curb elevation adjacent to the lot to the highest point of the facade on that side of the building

parapet = a low protective upward wall extension located at the edge of a roof; on commercial architecture, often obscures roof form and rooftop mechanical systems

scale = the overall proportions of a building, giving consideration to height, width, and story-level - compared to other buildings

sight line = a line extending from an observer's eye toward the object; in design review, the viewshed from a pedestrian up from grade up to the uppermost part of a building

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corridor character

new construction:

- use one- and two-story buildings, following the scale established in the Tudor Village and residential areas
- ▶ additional half-stories under gable and hip-roofed buildings (may be considered)
- ▶ one-story buildings with parapet roofs (not preferred)
- ▶ align foundation, story, and roof heights

new construction:

- ▶ use the two-story buildings (low sloped roof buildings with **parapets**) on N. Avondale Road, N. Avondale Plaza, and East College Avenue (preferred)
- ▶ additional half-stories under gable and hip-roofed buildings (may be considered)
- ▶ one story buildings (not preferred)
- ▶ align foundation, story, and roof heights

new construction:

- use the one-, two-, and three-story buildings (low sloped roof buildings with **parapets**) (preferred)
- ▶ align foundation, story, and roof heights

gateway character

warehouse character

In Avondale Estates, construction reflect an intimate, pedestrian-related scale. Buildings are also fairly limited in terms of overall mass and lot coverage. Traditionally downtown building coverage of the whole or majority of the lot is not uncommon, particularly when on-street parking is available. However, buildings covering an entire city block or large lots are uncharacteristic of Avondale Estates.

Footprint is a factor of the traditional development pattern. Building expansions and new development **shall reflect footprints similar to the earliest structures**, avoiding the undersized boxes of recent history, oversized structures that exceed the ground level square footage of the Tudor Village, and any construction that fails to respect the rhythm of city blocks and streets.

Even within a single block or a structure similar in size to the Tudor Village, the building **shall respect the limited footprint within the community, breaking up the overall mass** with deep recessions creating an illusion of two structures of a proper footprint, with two structures with a connector, or with below grade space to create the additional square footage on another level.



AVOID
long, unbroken facades (left) and small, irregularly shaped footprints (below).



Create breaks in the facade by varying cornices, material, storefronts, and windows even if the interior is one large space.

b a s i c s

- ▶ provide **site plan**, see Application Checklist for minimum requirements
- ▶ provide information about the footprints of nearby structures and structures of similar scale and style

downtown character

new construction:

- follow the traditional building **footprint** established by the Tudor Village Historic Block, noting that although the building was constructed and presents as a single unit multiple occupancies and facade details effectively break up the structure
- a **footprint** covering a whole lot or full block is preferred, where on-street parking is available and sufficient
- limit **footprint** as to reinforce and not undermine the historic street grid and its natural extension (avoid creating long buildings without a regular block break every 200-300 ft.)
- avoid undersized footprints for primary structures, often proposed in the form of temporary stands, mobile buildings, and secondary uses on independent sites (such as a bank drive-thru or atm on its own lot)

historic property:

- avoid additions that increase the perceived **footprint** and disrupt the historic street grid

footprint = the total square feet of a building at grade level, including all portions thereof under roof
placement = a visual line created by the repetition of similar front setbacks of buildings

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corridor character

new construction:

- use **footprints** in multiples (even if built a single structure) that reflect traditional building footprints along a street (i.e., a standard storefront width is 23-25' or a double storefront building 52'-55' with depths ranging from 60' to 90' ◀
- design a single **footprint** proportional to the site with mitigating facade details, usually resulting in greater width than depth as to screening parking in the rear ◀
- undersized footprints for primary structures (not preferred), often proposed in the form of temporary stands, mobile buildings, and secondary uses on independent sites (such as a bank drive-thru or atm on its own lot) ◀

new construction:

- use **footprints** in multiples (even if built a single structure) that reflect traditional building footprints along a street (i.e., a standard storefront width is 23-25' or a double storefront building 52'-55' with depths ranging from 60' to 90'
- design a single **footprint** proportional to the site with mitigating facade details, usually resulting in greater width than depth as to screening parking in the rear
- undersized footprints for primary structures (not preferred), often proposed in the form of temporary stands, mobile buildings, and secondary uses on independent sites (such as a bank drive-thru or atm on its own lot)

new construction:

- use of alternative and oversized footprints (encouraged), provided that the street grid is not disrupted ◀
- avoid undersized footprints for primary structures, often proposed in the form of temporary stands, mobile buildings, and secondary uses on independent sites (such as a bank drive-thru or atm on its own lot) ◀

gateway character

warehouse character

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Downtowns are generally distinguished from residential areas in both site and **structure**. Typically far more simple in terms of **form**, commercial buildings utilize variations of the upright or extended cube with buildings individualized by use of a range of architectural details.

Just as a human face is composed of separate elements, the facade of a building is as well. The facade has its **openings** - windows, entrances, and storefronts. Such elements not only break up the solid expanse of the front wall by introducing voids but generally exhibit traditional patterns of proportion, symmetry, distribution, and alignment.

Downtown buildings share some similar **materials** and **details** with residential properties; however, commercial properties are more homogenous and typically masonry. Details accentuate the exterior surface, highlight openings, and distinguish the individual building. **Appurtenances** highlight businesses and allow for creativity and expression.

The Tudor Village Historic Block, echoed by the contemporary City Hall, establishes a traditional pattern for the Tudor Village (Subarea 1), and its influence is apparent even when pasted onto incompatible modern structures.

Note: Buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for “Roofs, Windows, Entrances, Porches, Materials, and Details” set forth in the current *Avondale Estates Historic District & Residential Guidelines*.

general standards for review: architectural plans and details

- 59 ▶ extent to which the proposed architectural design is integral to the overall concept;
- 510 ▶ degree to which the proposed architectural design reflects the community’s traditional context and built environment, specifically in terms of form, materials, openings, details, appurtenances, etc., and utilizes such in a comparable degree and manner;
- 511 ▶ degree to which the proposed architectural design, particularly when located along high-visibility corridors, incorporates and references community-valued architecture, including but not limited to traditional building materials and significant design elements;
- 512 ▶ whether the proposed architectural design reflects the same overall quality of construction evidenced in the community’s traditional context and built environment;
- 513 ▶ whether the architectural design of the proposed building utilizes form, materials, openings, details, and appurtenances to create an attractive structure that reflects the limited scale of buildings and pedestrian character of the community and to minimize the visual impact of larger-scaled structures and utilitarian appurtenances;
- 514 ▶ degree to which the proposed architectural plan reflects the preferences and values as outlined by the community in the current *Avondale Estates Downtown Master Plan* and the current *Avondale Estates Comprehensive Plan*; and,
- 515 ▶ whether the proposed architectural plan is consistent with the more restrictive and detailed requirements found herein the *Avondale Estates Urban Design Guidelines*.



In addition to the general standards for review for structure (*Standards 9-15*), the following specific guidelines shall be used to evaluate compatibility and sensitivity to the traditional context:

general guidelines for review: built environment

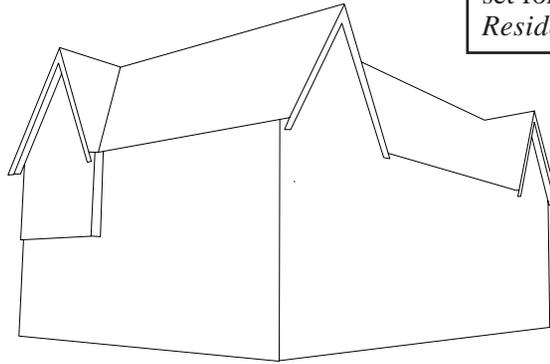
- ¶5 ▶ the proposal reflects the existing built environment in terms of **form**, meeting specific considerations as outlined (*p.26-27*):
 - a) using residential or parapet building and roof forms on primary streets;
 - b) using compatible modern building and roof forms on non-primary streets
- ¶6 ▶ the proposal reflects the existing built environment in terms of **materials**, meeting specific considerations as outlined (*p.28-29*):
 - a) using traditional building materials on primary streets;
 - b) avoiding the use of half-timbering outside the Tudor Village (Subarea 1);
 - c) strictly limiting the use of out-of-scale modular and synthetic materials;
 - d) using innovative new materials only in appropriate sub-areas
- ¶7 ▶ the proposal reflects the existing built environment in terms of **openings**, meeting specific considerations as outlined (*p.30-31*):
 - a) using traditional opening dimensions, configurations, and void ratios;
 - b) limiting the use of alternative storefront configurations outside the Tudor Village (Subarea 1);
 - c) limiting the use of non-storefront configurations at sidewalk level and the use of alternative upper story configurations to the Ingleside area
- ¶8 ▶ the proposal reflects the existing built environment in terms of **architectural detailing**, meeting specific considerations as outlined (*p.32-33*):
 - a) using a modern interpretation of Tudor Revival period limiting strict interpretation to use in the Tudor Village (Subarea 1);
 - b) using details on tradition areas of buildings; and
 - c) limiting the use of minimalistic architectural designs to the Ingleside area

e v a l u a t i o n



In downtowns, the most notable distinction of arriving in a commercial area is the change in **form** of buildings. In Avondale Estates, however, the Tudor Village Historic Block breaks that rule by having a shape and roof from similar to the historic residential buildings. This traditional form is character-defining for the community, particularly in the **Tudor Village (Subarea 1)** and along N. Avondale Road, N. Avondale Plaza, and N. Clarendon Avenue.

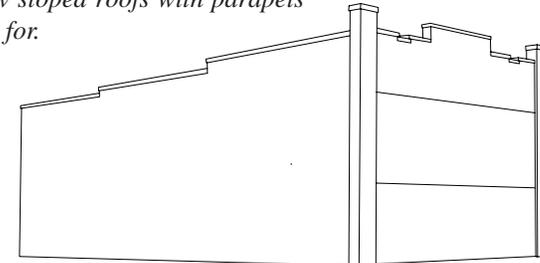
Modern construction in Avondale Estates has not always followed this traditional form, leaving a string of one-story buildings with a overall horizontal demeanor and less square footage/upper floor potential than the community would have had if development had continued to follow the traditional building form. New developments and changes **shall reflect Avondale Estates' traditional building form, specifically in terms of the shapes having a vertical emphasis and a gabled or hipped roof form.**



Note: Buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for “Roofs, Windows, Entrances, Porches, Materials, and Details” set forth in the current *Avondale Estates Historic District & Residential Guidelines*.



Vertical buildings with either residential roof forms, such as gable or hip, or low sloped roofs with parapets are called for.



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- ▶ provide **elevations**, see Application Checklist for minimum requirements
- ▶ provide an **elevation** for all four sides for new construction

downtown character

new construction:

- use traditional building forms, matching the visual character of the traditional buildings in terms of vertical emphasis and residential roof forms

historic property:

- **preserve** historic building form
- avoid changes and additions that alter the form of existing historic buildings (additions should be secondary; i.e. no tail wagging the dog”)

corridor character

new construction:

- use traditional building forms, matching the visual character of the traditional buildings in terms of vertical emphasis and residential roof forms (preferred along N. Clarendon Ave.; parapet roof forms may be considered) ◀
- use of roof top additions and roof top gardens (may be considered) ◀

fenestration = openings which puncture the exterior surface of a building, essentially windows and doors

match = dimensions, design, and materials; in-kind replacement, NOT a close match

natural stone = random coursed granite

preserve = protect and maintain as constructed

synthetic substitutes = vinyl or aluminum siding, synthetic stucco (e.g. E.I.F.S.), etc.

traditional color palette = reference the Tudor Village Historic Block or City Hall building; variegated brick is NOT part of the established color palette

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new construction:

- use traditional building forms, matching the visual character of the traditional buildings in terms of vertical emphasis and residential roof forms (preferred along East College Avenue and Avondale Rd.; parapet roof forms may be considered)

gateway character

new construction:

- use modern or traditional building forms, matching the visual character of the traditional in terms of horizontal emphasis ◀
- parapet roof and modern roof forms may be considered ◀
- use of roof top additions and roof top gardens (encouraged) ◀

warehouse character

Avondale Estates developed with a compact, distinct downtown character. The Tudor Revival Historic Block, echoed by the contemporary City Hall, highlights the community's commercial **materials** and **traditional color palette**. These landmarks and their distinctive materials anchor the downtown and should be respected by new proposals, particularly in the Tudor Village and along N. Avondale Road, N. Avondale Plaza, and N. Clarendon Avenue.

Avondale Estates is defined by masonry, primarily brick with secondary stucco. New developments and changes, particularly in the Tudor Village, **shall reflect Avondale Estates' traditional materials, specifically in terms of type and color, placement on the structure, degree of use on the structure, and mixture of materials on the structure.**

Even so, replication of this very distinctive pattern of materials outside of the Tudor Village is not as desirable. Use of alternative colors as well as new and innovative materials is encouraged in some downtown areas **provided that those materials are determined by the City to be compatible with and equal to traditional materials in terms of quality, longevity, and aesthetics.**

Note: Buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for "Roofs, Windows, Entrances, Porches, Materials, and Details" set forth in the current *Avondale Estates Historic District & Residential Guidelines*.



Use traditional materials such as brick, stucco, natural stone, and asphalt shingles. However, avoid using half-timbering outside of the Downtown Area.



Do not use modern materials such as modular concrete, corrugated metal, concrete block, splitface block, etc. in the Downtown, Corridor, or Gateway areas. Modern materials may be considered in the Warehouse area.



b a s i c s

- ▶ provide samples of all **materials**, or a sample board, for design review
- ▶ provide color of all materials which are not painted on site and therefore more permanent and enduring by design
- ▶ avoid use of uncoated metal or wood for windows, doors, or trim (e.g. shiny raw aluminum or treated lumber)
- ▶ avoid use of reflective, colored, or patterned glazing materials

downtown character

new construction:

- ▶ use brick and mortar, reflecting the community's **traditional color palette**
- ▶ as secondary **materials**, use half-timbering & stucco (gables and upper stories), wood lapboard or cementitious lapboard (smooth surface, not faux wood grain), **natural stone** (limited use may be considered), squared wood or cementitious shingles (gables and second stories)
- ▶ avoid use of out-of-scale modular **materials**, including but not limited to queen-sized bricks, concrete block, and split-faced block
- ▶ as roofing **materials**, use architectural asphalt shingles (if not a parapet, hidden-roof design)
- ▶ as foundation **materials**, use brick or natural stone
- ▶ avoid use of **synthetic substitutes**

historic property:

- ▶ **preserve** historic materials and **match** repairs
- ▶ avoid changes and additions that remove or cover existing historic materials or introduce non-matching new materials

new construction:

- ▶ use brick and mortar, reflecting the community's **traditional color palette** (preferred along East College Avenue and Avondale Rd.; limited use of alternative neutrals may be considered)
- ▶ avoid use of half-timbering
- ▶ use of new or innovative materials (may be considered)
- ▶ avoid use of out-of-scale modular materials, including but not limited to queen-sized bricks, concrete block, and split-faced block
- ▶ avoid use of **synthetic substitutes** (limited use may be considered for details)
- ▶ as roofing **materials**, use architectural asphalt shingles or parapet with hidden-roof design
- ▶ as foundation **materials**, use brick or stuccoed masonry

gateway character

match = dimensions, design, and materials; in-kind replacement NOT a close match

materials = includes all exterior materials, including but not limited to both exposed structural materials and applied surface materials; roofing and glazing; foundations; and exterior elements, such as windows, doors, etc.

natural stone = random coursed granite

preserve = protect and maintain as constructed

synthetic substitutes = vinyl or aluminum siding, synthetic stucco (e.g. E.I.F.S.), etc.

traditional color palette = reference the Tudor Village Historic Block or City Hall building; variegated brick is NOT part of the established color palette

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corridor character

new construction:

- use brick and mortar, reflecting the community's **traditional color palette** (preferred along N. Clarendon Ave.; limited use of alternative neutrals may be considered) ◀
- avoid use of half-timbering ◀
- use of new or innovative materials (may be considered) ◀
- use of modular materials (may be considered in areas of low visibility as determined from the streetside) ◀
- avoid use of **synthetic substitutes** (limited use may be considered for details) ◀
- as roofing **materials**, use of asphalt shingles or parapet with hidden-roof design ◀
- as foundation **materials**, use brick or stuccoed masonry ◀

new construction:

- use of innovative **materials** (preferred) ◀
- use brick and mortar (traditional color palette and/or alternative neutrals) ◀
- avoid use of half-timbering ◀
- use of modular materials (may be considered in areas of low visibility as determined from the streetside) ◀
- avoid use of **synthetic substitutes** (limited use may be considered for details) ◀
- as roofing **materials**, use architectural asphalt shingles (if not a parapet, hidden-roof design) or metal (neutrals preferred) ◀
- as foundation **materials**, use brick or stuccoed masonry ◀

warehouse character

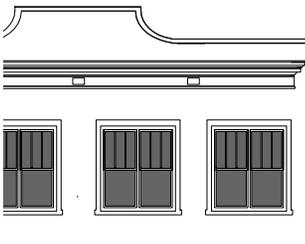
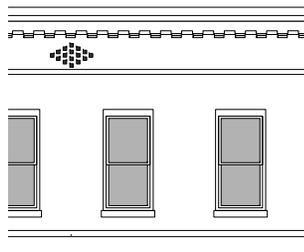
Avondale Estates' distinct downtown character also reveals the community's commercial **fenestration** pattern. Fenestration in historic and traditionally-designed downtown buildings creates a regular pattern of openings producing a rhythm at the street level and encouraging a pedestrian-friendly environment that should be respected by new proposals, particularly in the Tudor Village and along N. Avondale Road, N. Avondale Plaza, N. Clarendon Avenue, and Franklin Street.

Just as a human face is composed of separate elements, so is the **facade** (or face) of a each building. A facade has its openings - entrances and windows. Such traditional openings break up the solid expanse of the front wall by introducing voids (solid-to-void). As opposed to modern shopping centers, traditional commercial establishments constructed large expanses of windows to display goods to the pedestrian.

Avondale Estates' traditional structures feature a storefront at street level with regular spaced, residentially-scaled windows on upper stories. New developments and changes **shall reflect Avondale Estates' traditional fenestration, specifically in terms placement, proportion, symmetry, distribution, and alignment.**

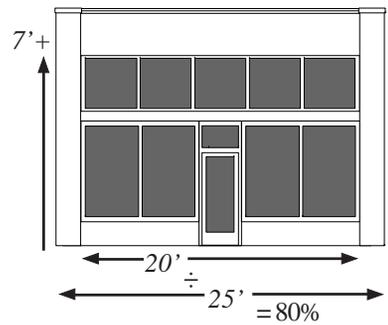


Fenestration should continue on side elevations. Recessed panels may be used in some instances.



Use traditional solid-to-void ratios, window configurations, and placement for upper story facades.

Note: Buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for "Roofs, Windows, Entrances, Porches, Materials, and Details" set forth in the current *Avondale Estates Historic District & Residential Guidelines*.



Fenestration should be at least 7 feet in height sidewalk level in the Downtown, Gateway & Corridor. It should be at least 80% of facade at sidewalk level in the Downtown, 75% in the Gateway & Corridor.



"Alternative" storefront configurations are acceptable in the Gateway & Corridor.

basics

- ▶ provide **elevations**, see Application Checklist for minimum requirements
- ▶ provide an elevation for all four sides for new construction
- ▶ provide detailed drawings of typical openings
- ▶ use traditional **fenestration** patterns - storefronts at street level and regularly-spaced windows on upper floors
- ▶ use existing patterns of proportion, symmetry, distribution, and alignment

downtown character

new construction:

- at sidewalk level, extend **fenestration** at least 80% of the facade width
- at sidewalk level, extend **fenestration** at least 12 feet from the facade back along the side **elevation** (in instances of a freestanding or corner building)
- at sidewalk level, avoid solid wall sections exceeding 20 feet in length
- at sidewalk level, extend **fenestration** at least 7 feet in height
- at sidewalk level, respect existing patterns of storefront configuration (placement and dimensions of entrances, display windows, and transoms)
- at upper story, use a solid-to-void ratio approaching 4-to-3 for single windows
- at upper story, respect existing alignment and patterns of upper floor windows (single, paired, and ganged windows may be considered)

historic property:

- **preserve** historic openings and **match** repairs
- avoid changes and additions that remove or alter existing historic openings or that introduce new openings on **facades**

new construction:

- at sidewalk level, extend **fenestration** at least 75% of the **facade** width (80% preferred along East College Avenue and Avondale Rd.)
- at sidewalk level, extend fenestration at least 25% of the building depth from the **facade** (limited use of recessed panels may be considered)
- at sidewalk level, avoid solid wall sections exceeding 25 feet in length
- at sidewalk level, extend **fenestration** at least 7 feet in height
- at sidewalk level, use traditional or alternative storefront configurations
- at upper story, use a solid-to-void ratio approaching 4-to-3 for single windows
- at upper story, respect existing alignment and patterns of upper floor windows (single, paired, and ganged windows may be considered)

gateway character

elevation = a drawing of a one side of a building; the front elevation of the building may also be called the facade

facade = the side of a building which typically fronts the primary street and features the primary entrance

fenestration = the pattern of openings established by piercing the exterior surface of a building, essentially windows and doors

match = dimensions, design, and materials; in-kind replacement NOT a close match

preserve = protect and maintain as constructed

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corridor character

new construction:

- at sidewalk level, extend **fenestration** at least 75% of the **facade** width (80% preferred along N. Clarendon Ave) ◀
- at sidewalk level, extend **fenestration** at least 25% of the building depth from the **facade** (limited use of recessed panels may be considered) ◀
- at sidewalk level, avoid solid wall sections exceeding 25 feet in length ◀
- at sidewalk level, extend **fenestration** at least 7 feet in height ◀
- at sidewalk level, use traditional or alternative storefront configurations ◀
- at upper story, use a solid-to-void ratio approaching 4-to-3 for single windows (less **fenestration** may be considered for rear **elevations** and for sides toward the rear) ◀
- at upper story, respect existing alignment and patterns of upper floor windows (single, paired, and ganged windows may be considered) ◀

new construction:

- at sidewalk level, extend **fenestration** at least 50% of the facade width ◀
- at sidewalk level, avoid solid wall sections exceeding 25 feet in length (limited use of recessed panels or architectural details may be considered) ◀
- at sidewalk level, use traditional or alternative storefront configurations (alternative storefront configurations or entrances preferred) ◀
- at upper story, use a solid-to-void ratio approaching 4-to-3 for single windows (less **fenestration** may be considered for side and rear elevations) ◀
- at upper story, use traditional or alternative window configurations (recessed openings, such as modern balconies may be considered) ◀

warehouse character

Avondale Estates' commercial buildings, particularly those of the Tudor Revival Historic Block, share some of the distinctive architectural **details** also common in the residential area. The richness of architectural detailing found in the community - so often missing from big-box and cheaper construction - should be respected by new proposals, particularly in the Tudor Village (Subarea 1) and along N. Avondale Road, N. Avondale Plaza, N. Clarendon Avenue, and Franklin Street.

New developments and changes **shall reflect Avondale Estates' traditional architectural details, specifically in terms of type, placement, and degree.**

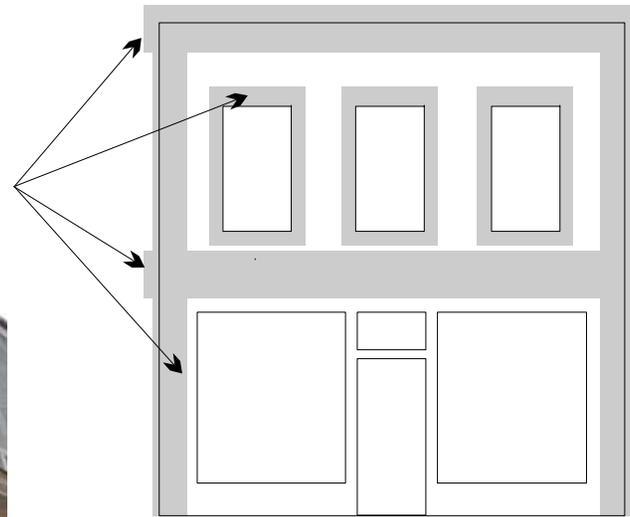
Replication of the Tudor Village Historic Block is not preferred and use of the **Tudor Revival Style** outside of the Tudor Village (Subarea 1) is inappropriate, creating a false sense of history. Use of modern and creative details, as well as minimization of detailing, is encouraged in some downtown areas, **provided that the details are determined by the City to be comparable and compatible to traditional detailing patterns or where the architectural style is minimalistic by design.**



traditional areas of ornamentation



Note: Buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for "Roofs, Windows, Entrances, Porches, Materials, and Details" set forth in the current *Avondale Estates Historic District & Residential Guidelines*.



b a s i c s

- ▶ provide sketches of details for design review (upon request)

downtown character

new construction:

- ▶ use architectural **details** from the Tudor Revival period or modern interpretations of such details to articulate buildings in a manner similar to traditional buildings
- ▶ use architectural **details** to emphasize the roofline and/or corners of buildings
- ▶ use architectural **details** to emphasize the story divisions, particularly between the storefront level and upper stories
- ▶ use architectural **details** around windows and entrances

historic property:

- ▶ **preserve** historic **details** and **match** repairs
- ▶ avoid changes and additions that remove or alter existing historic details or that introduce new **details** not present or based on documentation

details = architectural elements or parts of a buildings which contribute to its style and character (e.g. decorative brickwork, columns, cornices, brackets, etc.)

match = dimensions, design, and materials; in-kind replacement NOT a close match

preserve = protect and maintain as constructed

Tudor Revival = see graphic on page 34

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corridor character

new construction:

- use modern interpretations of **Tudor Revival details** to articulate buildings in a manner similar to traditional buildings (preferred along N. Clarendon Ave.; less detailing may be considered on rear elevations and side elevations near rear) ◀
- use architectural **details** to emphasize the roofline and/or corners of buildings ◀
- use architectural **details** to emphasize the story divisions, particularly between the storefront level and upper stories ◀
- use architectural **details** around windows and entrances ◀

new construction:

- ▶ use modern interpretations of Tudor Revival **details** to articulate buildings in a manner similar to traditional buildings (preferred along East College Avenue and Avondale Rd.; less detailing may be considered on rear elevations and side elevations near rear)
- ▶ use architectural **details** to emphasize the roofline and/or corners of buildings
- ▶ use architectural **details** to emphasize the story divisions, particularly between the storefront level and upper stories
- ▶ use architectural **details** around windows and entrances

historic property:

- ▶ **preserve** historic **details** and **match** repairs
- ▶ avoid changes and additions that remove or alter existing historic **details** or that introduce new **details** not present or based on documentation

new construction:

- use of modern and creative details to articulate buildings preferred (less detailing may be considered for side and rear elevations) ◀
- use of minimalistic architectural designs (may be considered) ◀
- use architectural **details** to emphasize the roofline and/or corners of buildings ◀
- use architectural **details** to emphasize the story divisions, particularly between the storefront level and upper stories ◀
- use architectural **details** around windows and entrances ◀

gateway character

warehouse character



Identifying Features of Tudor Revival Style Commercial Buildings

Steeply pitched roof

Brick wall cladding, typically dark brown

Half-timbering in gable ends and dormers

Cantilevered wall dormers with shaped brackets

Multi-paned upper story windows, typically casements



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35

Commercial areas, particularly downtowns, have a distinctive **setting** reflective of land use. Setting includes elements that are located on private property, situated in the public realm, and some bridging public and private areas.

Streetfront components are those structures or attached thereto and are used to present the best visage possible to the community. Typically, such improvements are also permanent and affect downtown's overall character. Whereas streetfront components are meant to distinguish, **streetscape** elements tether the individual building to the downtown fabric and buildings to adjacent buildings - providing a backdrop of continuity and connectivity. Downtowns are transformed into lively public spaces when enhanced with streetscape elements.

The big three items which establish the setting for any commercial property are: 1) **landscaping**, 2) **illumination**, and 3) **parking**. If any one of these legs of the stool is weak, then the setting does not contribute to the traditional context and may actually detract from other properties in the immediate vicinity. When executed in a thoughtful and balanced fashion, these factors can transform both site and structure.

Note: Buildings that have a single-family residential character (specifically including those locally designated as historic properties) and buildings located in an area of residential style properties should follow the established design criteria for "Setting" set forth in the current *Avondale Estates Historic District & Residential Guidelines*.

general standards for review: landscape plans and details

- 516 ▶ extent to which the proposed landscape design is integral to the overall concept;
- 517 ▶ degree to which the landscape design reflects the community's traditional context and established natural environment, specifically in terms of landscape features, streetfront and streetscape elements, parking, and appurtenances, etc.;
- 518 ▶ degree to which the proposed landscape design preserves community-valued landscape features, if present, and incorporates such in an integral fashion;
- 519 ▶ whether the proposed landscape design reflects the same overall quality of implementation evidenced in the community's traditional context and established natural environment;
- 520 ▶ whether the landscape design utilizes landscape features, streetfront and streetscape elements, parking, and site details to create an attractive and inviting setting for the proposed structure and to minimize the negative impacts of utilitarian appurtenances;
- 521 ▶ degree to which the proposed landscape plan reflects the preferences and values as outlined by the community in the current *Avondale Estates Downtown Master Plan* and the current *Avondale Estates Comprehensive Plan*; and,
- 522 ▶ whether the proposed landscape plan is consistent with the more restrictive and detailed requirements found herein the *Avondale Estates Urban Design Guidelines*.



In addition to the general standards for review for setting (*Standards 16-22*), the following design guidelines shall be used to evaluate the proposed project's compatibility and sensitivity to the traditional context of Avondale Estates:

design guidelines for review: natural environment

- G9 ▶ the proposal reflects the established natural environment in terms of **streetfront**, meeting specific considerations as outlined (p38-39):
 - 1) utilizing streetfront elements in a manner conducive to creating an inviting pedestrian-climate by addressing public streets, sidewalks, and open spaces;
 - 2) creating a distinctive and unique commercial climate and avoiding designs of strip center development and amusement parks
- G10 ▶ the proposal reflects the established natural environment in terms of **streetscape**, meeting specific considerations as outlined (p40-41):
 - 1) coordinating with public spaces and public design elements;
 - 2) connecting with public spaces
- G11 ▶ the proposal reflects the established natural environment in terms of **landscape**, meeting specific considerations as outlined (p42-43):
 - 1) protecting and incorporating on-site vegetation (particularly trees);
 - 2) installing new plant materials that reflect those of the local community;
 - 3) using vegetation to screen, buffer, and landscape as necessary to mitigate less utilitarian spaces, mechanical systems, and nuisances;
 - 4) planning for the proper irrigation and maintenance of vegetation;
 - 5) incorporating more native species, xeriscaping, and other water-conservation measures into landscape design
- G12 ▶ the proposal reflects the established natural environment in terms of **illumination**, meeting specific considerations as outlined (p44-45):
 - 1) utilizing the minimum necessary for adequate safety;
 - 2) mitigating light pollution and overall impact upon residential areas;
 - 3) highlighting and coordinating with architecture
- G13 ▶ the proposal reflects the established natural environment in terms of **parking**, meeting specific considerations as outlined (p46-47):
 - 1) mitigating surface lots in terms of placement, buffers, and shade;
 - 2) mitigating decks with architectural and landscaping techniques



The streetfront of downtown serves as the interface between the outdoor room of the streetscape and the interior of shops and businesses. Rather than be a barrier, the streetfront should be a permeable layer of amenities and attractions to beckon the consumer inside.

Parapets and storefronts create the threshold between public and private space. Parapets create the solid portion of the upper wall, serving as a canvas for architectural details, screening for mechanical units, and backdrop for signs and lights. Storefronts, on the other hand, are open affording potential customers access and visibility. Expansive walls at ground level are impediments.

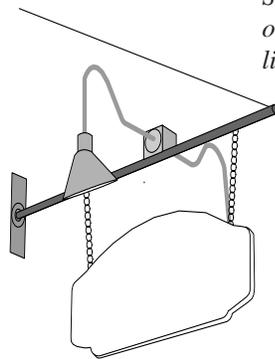
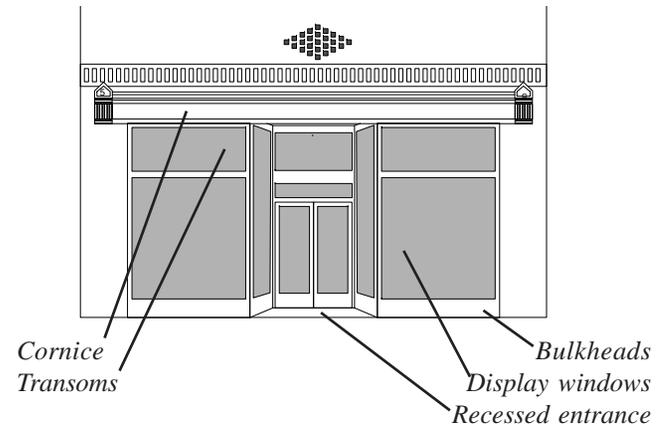
Awnings and canopies create a haven from the weather for potential customers, encouraging them to view display windows. Such devices also serve to ornament buildings, often double as signs, and shade interiors.

Signage is both traditional and distinctive. While signs for highway businesses are often ignore scale in an attempt to attract speeding drivers, traditional signs aim for the local, pedestrian customer. As a consequence, subtle yet creative signage is more appropriate and effective in contrast to garish and competitive signage.



Awnings and storefronts combine to create an outdoor hallway and a pedestrian friendly environment.

Traditional Storefront elements



*Signs should be wood, metal, or a reasonable facsimile and lighted externally - if at all.
(See sign examples, p. 48)*



basics

- ▶ provide samples of all **materials**, or a sample board, for design review
- ▶ provide color of all awning materials
- ▶ provide elevations indicating placement, size, and design of the elements
- ▶ indicate type of illumination if any

parapets & roofs

- ▶ **preserve** and maintain historic parapets and roof forms
- ▶ create visual interest at the building apex with decorative brick work, contrasting brick color, etc.
- ▶ avoid overscaled, post-modern forms (specifically discouraged - post-modern parapets and dormers on N. Avondale Road, Avondale Plaza, and N. Clarendon Avenue as well as the Tudor Village (Subarea 1)
- ▶ use traditional sign board areas, specifically recessed panels or contrasting brick outline; regular alignment along street (encouraged)
- ▶ place rooftop mechanicals (HVAC, satellite dishes, etc.) well behind parapets so that they are unseen from street level at all angles of visibility

match = dimensions, design, and materials; in-kind replacement NOT a close match

preserve = protect and maintain as constructed

awnings & canopies

- ▶ preserve and maintain historic awnings and canopies ◀
- ▶ choose new awning and canopy designs compatible to the architecture ◀
- ▶ size and place new awnings and canopies along the ground floor and in manner as to reinforce the scale, design, and fenestration of the host building ◀
- ▶ mount awnings to the building without altering, destroying, or covering significant materials and architectural details ◀
- ▶ use appropriate materials, limited to fire-resistant canvas fabric (fixed or retractable) for storefront awnings ◀
- ▶ refresh fabric awnings regularly ◀
- ▶ do not illuminate awnings (see illumination) ◀
- ▶ for industrially-styled properties, use metal awnings or flat canopies ◀

definitions

- ▶ **preserve** and maintain historic storefronts
- ▶ design open storefronts with a low solid-to-void (wall-to-window) ratio (i.e. more glass)
- ▶ use traditional storefront design (encouraged)
- ▶ articulate the frame of the storefront with cornices, transoms, contrasting brick etc.
- ▶ use painted wood, anodized aluminum, or powder-coated metal of dark or neutral color for window framing; no raw aluminum
- ▶ use clear, untinted glass for windows and doors
- ▶ consider recessed entrances with small ceramic tile entryways
- ▶ use wood doors consisting of greater than 50% glazing

storefronts

- ▶ maintain historic signs ◀
- ▶ size and place signs so that they are compatible with the building's architectural design ◀
- ▶ mount signs to the building without altering, destroying, or covering significant materials and architectural details ◀
- ▶ orient hanging signs to the pedestrian ◀
- ▶ use traditionally inspired window/door lettering; avoid fenestration blockage ◀
- ▶ use appropriate materials, limited to wood, metal or reasonable facsimile (e.g. matte finished plastic); avoid glossy extruded plastic ◀
- ▶ use only external lighting (see also illumination); avoid backlit, animated, LED, and video signs ◀

signs

Public sidewalks create a pedestrian corridor, the area which defines and protects foot traffic (just like public streets define and protect vehicular traffic).

Downtown sidewalks flourish with streetscape elements: **furniture** and **amenities**, outfitting the “outdoor room”; **paving**, providing smooth connectivity between buildings; and clear **accessibility**, insuring continuous access and egress for the stroller, wheelchair, walker, and the bicycle. Streetscape elements can create a pedestrian environment and enhance commercial viability.

Avondale Estates segments the public sidewalks into two specific areas: 1) an amenity zone and 2) a clear zone. And, when buildings are not sited directly against the sidewalk (zero lot line), the remnant area between the pedestrian clear zone and the building is referred to as the supplemental zone.



Streetscape elements should create an “outdoor room.”



Contact City Hall for the list of approved street furniture and amenities.

b a s i c s

- ▶ provide site plan indicating permanent installations
- ▶ provide site plan indicating pavement placement, design, and material
- ▶ provide manufacturer product sheets

downtown character

benches

- use standard bench(required); place along streets in unobtrusive locations within the **amenity zone** and consider for use in **supplemental zones** and open spaces

waste receptacles - garage and ash bins

- use standard receptacles (required); place near street corners and mid-block within the **amenity zone** and consider for use in open spaces
- place no less than one (1) with six feet of each outdoor dining area

bike racks and literature racks

- use standard design (required); disperse within the **amenity zone**; recess into **supplemental zone** and insert into open spaces whenever possible (preferred)

planters

- use standard planter (required); use for seasonal and mobile color in the amenity zone

dining sets and umbrellas

- choose one of the standard designs (required); replace umbrellas as necessary, removing if damaged or worn
- no signage upon umbrellas

gateway character

corridor character

paving

- echo the paving pattern established in the Tudor Village Historic Block and City Hall vicinity ◀
- shall be 5' on N. Clarendon, N. Avondale, and all Subarea 1 roads ◀
- shall be 7' on all other streets ◀

curbcuts

- use the standard detail for commercial establishments and untinted concrete (preferred) ◀

amenity zone = also known as the street furniture zone; the continuous portion of the public sidewalk immediately adjacent to the curb

clear zone = the continuous portion of the public sidewalk immediately adjacent to the amenity zone

supplemental zone = the continuous portion of the public sidewalk immediately adjacent to the amenity zone

d e f i n i t i o n s

connectivity and accessibility

- maintain the pedestrian as a priority (not forgetting the cyclist), eliminating barriers and ensuring safe and adequate passage ◀

- locate vehicular curbcuts on secondary streets and avoid changes in grade ◀

- use raised tactile surfaces detectable by people with visual disabilities as warnings to indicate upcoming hazards or changes in the pedestrian environment ◀

warehouse character

In downtown areas, the **landscape** area is limited and too often an after thought when open space should be integral to the overall environment.

Avondale Estates is significant for its landscape architecture, particularly its planned open spaces and long-term commitment to tree canopy. **Tree canopy** and its attendant shade - along streetscapes and on-site - shall be protected and extended as areas of the community redevelop. Trees lining streets and sidewalks reinforce outdoor hallways and invite pedestrians, bridging individual site plans and creating community connectivity and ambience.

Commercial **landscape design** shall be congruous with Avondale Estate's history of lush lawns and backyard patios. Generally landscape architectural structures, ornaments and integral art, water features and paved open spaces, non-native plant materials and xeriscaping should be focused in side and rear yards so that front landscaping areas can provide cohesion for the larger commercial area.

Plantings shall also be used for **mitigation**: to screen (hide), to buffer (soften/distance) and to landscape (enhance) utilitarian areas as necessary.



Landscaping should echo that found in the Tudor Village Historic Block and City Hall vicinity.

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- ▶ provide landscape plan with details
- ▶ provide planting schedule, including species and planting sizes
- ▶ specify groundcover
- ▶ indicate structural elements and materials used for plantings

in general

- echo the landscaping pattern established in the Tudor Village Historic Block and City Hall vicinity
- install plantings which enhance architectural features, strengthen vistas and provide shade
- achieve unity of design by use of a somewhat limited palette and repetition; however, homogenous plantings should be diversified to avoid wholesale loss of a specific species
- select plant materials for structure, texture, color and for its ultimate growth potential (reference preferred canopy and understory tree list)
- protect plants against injury by pedestrian or motor traffic with appropriate curbs, tree guards, or other devices
- install trees consistently along the street, but not in a manner to detract from building signage or illumination (preferably every 25 linear feet); use of understory trees shall only be considered when off-site utilities prohibit the use of overstory trees
- see also mitigating landscaping required for parking areas

materials - hardscape and landscape structures

- retaining walls and other such vertical structures (in order of preference - brick, stuccoed concrete, stone; no unstuccoed or molded concrete masonry units)
- walkways, plazas and other such horizontal structures (in order of preference - brick, concrete - stamped or tinted; stone)
- landscape structures (wood or metal, no vinyl)

updates and maintenance

- all planting plans shall be installed and vegetation maintained in healthy conditions; no subsequent review shall be required for in-kind replacement of dead or diseased planting materials nor installation of annual planting areas

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A downtown area typically includes various forms of **illumination**, ranging from decorative streetlights to utilitarian security lighting. Lighting should be designed and installed so that it is attractive, as well as functional, and contributes to the overall character of downtown.

First and foremost, lighting should have a pedestrian **orientation**. Illumination provides an enhanced sense of security for public streets and sidewalks, pedestrian walkways and corridors, and public and private open spaces. However, it is extremely important to use light judiciously as to not contribute to light pollution nor create the typical garish commercial strip. Downtown lighting should welcome patrons and pedestrians during the evening hours and create a soft and inviting ambiance.

Exterior lighting should also be **integral** to building design. Illumination may accentuate important architectural features - such as cornices, pediments, etc. - or specifically highlight entrances. Well planned lighting as part of architectural design highlights without glare, spill, or exposed fixtures. Used effectively, lighting can create effects of shadow, relief, and outline, as well as add visual interest to downtown.



Use the standard decorative street lighting, especially in highly visible areas



Use lighting appropriate to the style of the building.



Place utilities and service cabinets to the rear of structures and screen well.

b a s i c s

- ▶ provide site plan indicating placement of freestanding fixtures
- ▶ provide elevation indicating placement of architectural fixtures
- ▶ provide manufacturer product sheets

in general

- ▶ use lighting to highlight without overpowering on-site pedestrian crossings, parking, and open spaces
- ▶ limit pole height (20') and utilize only night-sky protective fixtures; mercury vapor lighting (preferred) for tree health
- ▶ use decorative street lights (as may be required)
- ▶ for supplemental zones (including outdoor seating), use adjacent wall fixtures or decorative poles
- ▶ for parking lots, use only the minimum number of utilitarian standards necessary for adequate coverage
- ▶ for temporary special events and seasonal decorations, use only white string lights on trees and buildings
- ▶ avoid contemporary uplighting
- ▶ limit footlighting to discrete, low-level fixtures integrated into building, landscape walls and/or paths
- ▶ never use flashing lights nor exposed or colored bulbs

on the building

- ▶ integrate architectural lighting into building design
- ▶ use architectural fixtures appropriate to the specific architectural style of the building (preferred)
- ▶ use wall-washing lighting fixtures (recommended)
- ▶ use vegetation to screen fixtures when using ground architectural uplighting (acceptable if limited)
- ▶ never use fluorescent tube lighting, security spotlights or neon silhouette accent lighting

utilitarian

- ▶ always place utilities and electrical services cabinets to rear of structures

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Commercial areas must have adequate parking: on-street and off-street, short-term and long-term, lots and decks. Even so, parking areas should not be an afterthought in site planning nor design aesthetics. In general, current off-street parking in Avondale Estates has been developed in a haphazard manner and is presently lacking in terms of location, vegetation, and mitigation.

In the downtown area, on-street parking designs **shall be integral to the streetscape**. Such on-street parking provides a necessary buffer for deep sidewalks, quasi-public spaces, and storefront cafes, creating a pedestrian atmosphere in low-speed areas.

Off-street parking lots and decks **shall be designed as to minimize negative impacts associated with parking**, such as high visibility, expanses of asphalt, little or no landscaping, heat zones, pedestrian unfriendly, lack of connectivity, etc. New developments and redevelopment of existing lots **shall provide parking designs that situate parking in areas of low visibility; segment but connect parking areas; adequately screen and shade parking areas; and provide measures to increase pedestrian safety and encourage multiple modes of transportation and access.**



Use "liner" buildings to screen parking located behind the building.



Vegetation and pedestrian connectivity are an important of parking planning.



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- ▶ provide site plan indicating pavement placement, design, and material
- ▶ provide site plan indicating screening placement and materials

in general

- locate parking lots in side and rear yards, avoiding off-street parking in front of primary buildings and decreasing perception of over-paved corridors typical of modern strip development
- use liner stores and/or structures to mitigate depth of existing parking areas perpendicular to public rights-of-way
- break up expanses of pavement by segmenting parking lots (good example: Avondale Estates City Hall parking lot)
- provide for inter-connectivity between adjacent parking lots and vehicular and pedestrian access to adjacent properties
- utilize pedestrian crossings to create internal pedestrian connectivity and safe passage through parking areas (may be at grade or raised, distinguishing material or painted)
- connect on-site pedestrian crossings and parking areas to public sidewalks network, as existing and planned
- avoid multiple driveways; locate driveways on secondary and tertiary streets instead of along primary frontage; and, public sidewalk shall always have hierarchy over driveway materials

mitigating landscaping

- utilize perimeter landscape areas planted with trees and shrubs to adequately buffer and mitigate visibility of paved areas
- create interior landscaped areas (islands, peninsulas and strips) to soften and segment parking banks (every 7 to 10 spaces)
- provide for overstory trees in all landscape areas (shading of 60% of parking lot at full canopy)
- use continuous shrub row for perimeter screening of parking lots (50% evergreen; eventual height of 4')
- note: interior landscape areas shall be properly irrigated and landscaped with groundcover

f s i l e s



Signs projecting from the building can be more traditional (right) or creative, like a three dimensional sign (above).



Windows signs - applied to (below) or hung inside (right) - should not block the display windows which help advertise product or create a opaque wall where a window void is part of the architecture .



Mounted signs for custom boutiques (below, right) and for commercial chains (below, left) should be restrained in scale yet self-expressive in shape, color, texture, and mounting.



Wall signs (this row and above, far left) should be in traditional locations, whether painted, lettered on a backboard, individually lettered or in pieces.

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