Bartlett Station Design Guidelines

October 1, 2003

Bartlett Station Commission
City of Bartlett, Tennessee

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Bartlett Funeral Home

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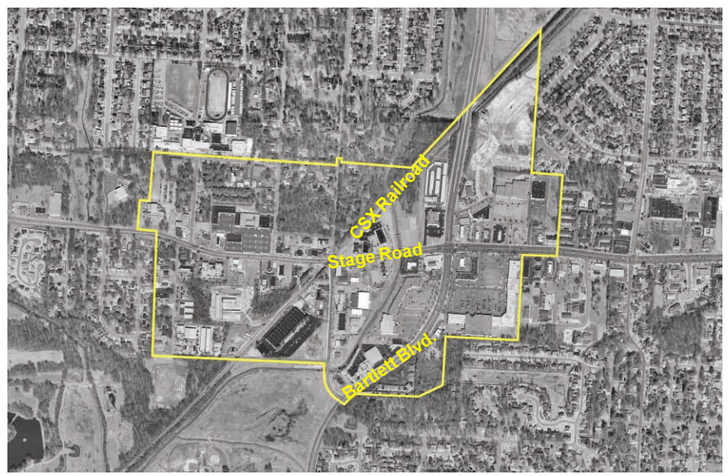
Contents

Introduction

Bartlett Station is the name given to the area where Stage Road meets Bartlett Road at the CSX Railroad crossing, in the historical center of the City of Bartlett, Tennessee. These crossroads were first named "Union Depot" in recognition of its importance as a stop along the stagecoach route from Nashville to the West, and subsequently on the rail line between Memphis and Paris, TN. The City of Bartlett was first incorporated in 1866 with a population of 100. A municipality of only 500 in 1960, by 1980 Bartlett had expanded to encompass more than 17,000 residents. Bartlett today is home to more than 40,000 residents, businesses and industry.

Bartlett's civic and community leaders have begun to revitalize Bartlett's town center, Bartlett Station, just as cities nationwide have been reinvesting in their dilapidated downtown districts. The Bartlett Station Commission, along with elected officials, business leaders and citizens, with the help of Looney Ricks Kiss, Architects, have drafted these Design Guidelines to prescribe how reinvestment, rehabilitation and new construction of retail and commercial buildings can help shape the future of Bartlett Station into a thriving, healthy, safe and pedestrian-friendly downtown district.



Aerial View of the Bartlett Station Area.

Purpose of the Design Guidelines

Although Bartlett has a long history as a rural transportation center, although only a handful of buildings from that era (1850-1900) have survived, and none are in the Bartlett Station commercial area. As redevelopment occurs over time, there will be opportunities to improve the area, piece by piece, into a vibrant and healthy neighborhood but only if done so in a consistent and coordinated manner. By looking to nearby communities for examples of appropriate downtown retail architecture, the people of Bartlett can draw upon local traditions which reflect the kind of environment that they envision for themselves 2, 5 or 10 years in the future.

This document serves to show, through descriptions and photographic examples, the best architectural and landscaping practices that can help create a lively and attractive downtown district. It is the responsibility of property owners, business owners, developers, elected officials and citizens alike to use these Design Guidelines to help guide appropriate development in the Bartlett Station area.

The first section of the Design Guidelines describes the overall character of the place that Bartlett Station once was, and that citizens hope it will one day become. These guidelines took their spirit, inspiration and direction from local residents who participated in an open public process of information gathering and feedback. From their input, the designers were able to craft these directives for creating compatible architecture.

The second portion, *Renovation and Rehabilitation Guidelines*, addresses the basic principles for converting, reusing and improving existing structures. While few commercial buildings are eligible for historic designation, care should be taken to preserve or sensitively update the most important aspects of original building, while ensuring that improvements will be compatible with neighboring buildings.

The *Site Guidelines* section outlines principles for creating attractive, safe and pedestrian-oriented outdoor places, rather than an automobile dominated environment. Use this section with placing buildings on the site, and designing site improvements.

The *Architectural Guidelines* section describes exterior design elements that are appropriate to the local building tradition. Based on American small towns, both renovation and new construction should be designed to be compatible with existing buildings as well as creating the sense of a traditional downtown district. Apply this section for retail, office and mixed-use buildings.

Non-Conforming Buildings are the handful of buildings that should remind us of Bartlett's early days as a transportation center (coach and rail). These buildings should be based upon historic precedents appropriate to the era and locale, and as such should be subject to special individual review. Some possible historic examples are illustrated in this section.

Lastly, in the *Appendix* an application is included for property and building owners to request funding to assist them with the proper design of buildings and improvements so they follow these Guidelines. This is an incentive for owners to help make real the vision of the community. Also, summaries of comments made at the two initial meetings are included, as is a reference guide that lists the City of Bartlett Ordinances that are applicable to development in the area.

The Character of Bartlett Station

Bartlett has its roots in early 19th Century settlement, a product of westward expansion, that was cut out of the forest as a small agricultural center by 1850. During this time, it served as a stop on the stage coach route from Nashville west to the Mississippi River and beyond.

By the 1850's, Bartlett had become a stop along the Memphis & Ohio Railroad which ran from Memphis to Paris, TN, through newly created towns like Brownsville, Humboldt, and McKenzie. Following the incorporation of the M&O into the Louisville & Nashville Railroad line in 1864, Bartlett remained essentially untouched and lightly populated until the suburban expansion of Memphis swept over the city in the 1960's. Since then, the city has increased greatly to include a significant portion of the regions population and industry.

A clocktower at the crossroads of Stage Rd. & Bartlett Road.

The effect of Bartlett's slow growth until recently is that the historic town center, Bartlett Station, never achieved the same critical mass and character that other nearby communities like Collierville, Hernando and Oxford did. While of the same era, Bartlett did not build a town square or Main Street lined with Victorian-era shops and residences, instead retaining a more rural character and feel. As a result, Bartlett Station is a suburban crossroads that is composed mostly of characterless buildings built after 1950, sitting alone in a landscape of suburban parking lots that barely hints at its long history, yet does not convey the image of a traditional small town center.

The desire, expressed by the community through workshops and meetings, is that Bartlett Station should look like a traditional Main Street, U.S.A. downtown district that also reflects its roots in the stagecoach and railroad eras. Attractive, pedestrian-friendly shops should beckon to passersby on foot or by car. Buildings should face each other across streets lined with safe sidewalks, pedestrian-scaled lighting, plantings and color that engage and delight the senses, with shop displays enticing passersby and creating the experience of "being downtown."

In a typical downtown, buildings are created according to long-proven principles of retail shop front design, in ways that respect and engage the street, while parking lots, service areas, and other unsightly areas are screened from public view. Materials, colors and other elements are in harmony with neighboring buildings so as to create the overall feeling that the buildings belong together. So too should Bartlett be like these towns, and so these principles are outlined in the sections covering Renovation & Rehabilitation, Site and Architectural Guidelines for new construction.

Distinctive signs and street lights along Stage Road.

As a gesture to Bartlett's early history, a handful of buildings should harken back to the age of stage coaches and steam-driven railroads, echoing the sensibilities of the era in which Bartlett was established (approx. 1830-1900). These buildings should follow the examples outlined in the section entitled Non-Conforming Buildings.

Through the consistent application of these Design Guidelines to buildings undergoing renovation or new construction, Bartlett Station shall soon project the image, character and feeling of a historic town center: a desirable place to shop, work, live and visit.

Bartlett United Methodist Church on Stage Road.

The Historic Nicholas Gotten House on Court Street.

New pavilions welcome visitors to Bartlett Station.

Participants discuss the future of Bartlett's town center.

The public chose between different development patterns.

The Public Process

The Bartlett Station Design Guidelines were commissioned by the Bartlett Station Commission, a government-appointed board of concerned citizens charged with improving the Bartlett Station area, as a means to encourage future development in a coordinated way. Looney Ricks Kiss, Architects of Memphis, TN was hired to write these Guidelines, with the expressed input of Commission members, local property owners, business owners, government officials, and concerned citizens.

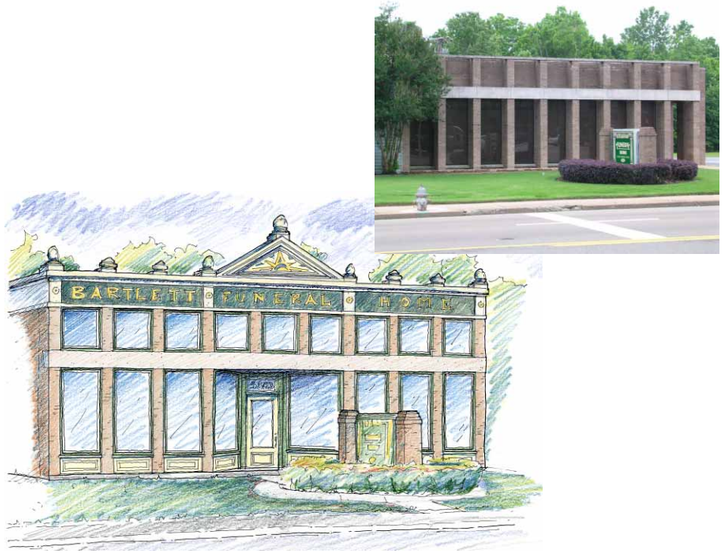
LRK conducted a public process by which members of the public could provide direction and input into the design process. A public meeting was held on June 19th, 2003 where the public was introduced to the purpose and use of design guidelines and how they would be written with their input. The assembled group was asked to help identify things that made Bartlett Station special and desirable and were positive assets to the community as well as identify the weaknesses, poor qualities or missed opportunities in the area. The group also was asked about their vision and dreams of what Bartlett Station could become in the future. This gave the designers direction toward crafting Guidelines that would help building owners create a unique and desirable place. (See Appendix A for a summary.)

People marked their preferences with colored dots.

On July 17th, 2003, the public met again to react to some preliminary possibilities that LRK identified as potential standards for development. The assembled group saw photographic examples of a wide range of local precedents and were asked to identify those that seemed appropriate or inappropriate to the area (by placing red or green dots on each photograph). This feedback helped identify particular types of materials, colors, forms and architectural elements that would best suit the Bartlett Station area. (See Appendix for a summary.)

Finally, on October 9th, 2003, the completed Design Guidelines will be unveiled to the public. After months of preparation of the final draft, and review by the Department of Economic Development & Planning and the Bartlett Station Commission, the document is ready for release to the public. At this meeting, participants will be able to view each design guideline and ask questions of the designers regarding intent, applicability and procedure. From henceforth the document will be available for use in promoting and guiding development in Bartlett Station. It is intended that it become a 'living document,' modified over time as needed to stay current with the needs of the community.

These Design Guidelines have been crafted through consensus building and participation, and they represent the best ideas and preferred development patterns for the Bartlett Station area over the next several years. Through consistent application of the ideas illustrated here, Bartlett Station will become a vibrant, safe, active and pedestrian-oriented community center for the City of Bartlett.



The Bartlett Funeral Home becomes a temple complete with a cornice with a pediment and finials.

The Warr & Guerin Garage is transformed by adding a detailed cornice, awnings, signage, lighting and new barn-like garage doors.

How to Use The Design Guidelines

These guidelines contain numerous examples of architectural and site design principles that, if applied during the design process, should help create a unified and consistent architectural character and environment in keeping with the vision for Bartlett Station.

When building owners or proprietors are considering improvements to existing buildings, or when developers or land owners consider building something new, they and their design consultants should use these Design Guidelines as a tool to consider appropriate and inappropriate design elements. They cover a wide range of issues, from the general form and placement of a building on its site to the specific color and quality of screening enclosures around trash receptacles, plus suggestions on proper materials, colors, window patterns, etc. When used appropriately, these suggestions will help building improvements achieve a unified and cohesive appearance.

As individual buildings are (re)developed, owners may elect to apply design guidelines as the budget, time constraints, or the condition of the building permits. The guidelines can assist in making decisions about almost every portion of the design of new buildings or additions to existing structures. The aim is for the owner or design consultant to be able to utilize the Guidelines throughout the design process, as a sort of step-by-step guide to designing an attractive building.

The Bartlett Station Design Guidelines do not address the design of any portion of the buildings interior, rather it addresses exterior design elements which have a direct visual impact on the public realm. When applied in a consistent and thoughtful manner, buildings can be transformed so that they contribute to the community's vision of what Bartlett Station should become.

What is Appropriate, Inappropriate and Discouraged

The essential structure of the guidelines is arranged around the declaration of what design decisions, materials, etc. are most appropriate for Bartlett Station. They are the choices that are most compatible with the vision for the area, and will be in harmony with other buildings around them as they are developed, making the whole greater than the sum of its parts. If the owner or designer employs the preferred approach, chances are high that their building will contribute the overall character of the place. It will also be more likely that design assistance funding, if available, will be awarded.

Discouraged choices are those which are deemed to not contribute to the quality of the place, but not detract much either. They are choices that are not preferred or of the highest quality, but may be necessary in light of certain monetary or other constraints. When viewed as a whole, non-preferred choices should not predominate the design.

Inappropriate selections are ones that are contrary to the spirit and vision of the Design Guidelines, and will negatively impact the whole area. They are to be avoided and will not likely receive endorsement or funding.

Within each guideline, the design team has attempted to outline those possibilities which are most appropriate, discouraged or inappropriate. The thoughtful owner or designer will be able to utilize these guidelines as a roadmap towards creating good design which contributes to the whole of the place. The Commission will also use these guidelines to determine the level of compliance in awarding design assistance funding, if available.

New construction can utilize traditional building patterns.

1.3 Character and The Design Guidelines

2.0 Renovation and Rehabilitation Guidelines

Appropriateness of Preservation

Portions of the Design Guidelines are based upon principles of the *Secretary of the Interior's Standards for Rehabilitation*, with the intent that it is best to maintain those buildings that evoke the image of a historic downtown, and to renovate others (by upgrading, repairing or adding to them) in a manner that will help create that image.

Most structures in the Bartlett Station area may not qualify as "historic" under nationally recognized guidelines, however some may have aspects that are worth preserving. One should be careful when planning renovations of any structure to determine what, if any, portion of the building, its façade, structure, fenestration, appearance or composition, is appropriate for preservation rather than replacement.

In determining the appropriateness of preservation, try to 1) discover the age of the buildings main parts (buildings over 50 years old qualify for historic designation, although most under 100 years are not so designated), 2) look for elegant building design features or composition (beauty worth keeping), and 3) discover if important historic events have occurred which add to the significance of the structure to the community. If a structure passes one of these three tests, it is a candidate for preservation of significant elements, rather than extensive renovation.

If historically significant (even if the area is not designated as a Historic District), employ standards set forth in the *Secretary of the Interior's Standards for Rehabilitation*.

Secretary of the Interior's Standards for Rehabilitation

"Rehabilitation" is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Non-Historic Structures

For structures that are not historically significant, yet undergoing rehabilitation or improvement, rehabilitation should still follow the recommendations when feasiblez. The intent is for buildings to undergo rehabilitation in a manner that will preserve those essential qualities that contribute most to the image of the Bartlett Station area as a traditional downtown district, while introducing appropriate new elements (such as awnings, storefronts, cornices, etc.) which support that image.

Elements worth preserving are:

- Setbacks
- Massing and Proportion of the Building
- Composition of the Façade
- Storefront Size, Proportion, Placement and Materials
- Window and Doors Materials, Composition and Proportion
- Façade Materials
- Elements of Skilled Craftsmanship and Stylistic Design

Where missing, coordinate (re)introduction of historic elements, such as:

- Cornices and Moldings
- Storefronts
- Entrances
- Awnings and Canopies
- Windows and Doors
- Porches
- Colors

Also, minimize the impact of:

- Significant Repair or Replacement Materials
- Parking Lots
- Services and Utilities
- New Additions

General Guidelines for Renovation & Rehabilitation

Most buildings go through several transformations over their lifetime. When rehabilitating an existing structure, care should be taken to repair and preserve building elements where possible, while introducing sensitive yet modern interpretations of traditional elements where they are missing.

Each of the following categories parallel those outlined in greater detail in later chapters, so refer to both when making choices about possible design options. This section is appropriate primarily when limited renovation is being undertaken. When extensive renovation or rebuilding is required in a portion of the building, refer to the Site and Architectural Guidelines that are intended to cover new construction.

Most buildings can be made more usable through appropriate rehabilitation, rather than demolition and rebuilding.

Historic Significance

Buildings of historic significance should be maintained in a manner that does not obscure, destroy or significantly alter those features that are integral to the interpretation of the building's history.

Significant Repair or Replacement Materials

Every effort should be made to repair original building elements where feasible. If available, replicate them from historical sources. When this is not possible, replacements should not be made as to appear or simulate original materials, rather be presented as simplified modern-day interpretations of the missing pieces.

Repairs and functional upgrades to existing structures should be made in a compatible and respectful manner, or should be done so in a manner that is not readily apparent or visible.

Materials should be cleaned so that the integrity and condition of said material is not compromised by excessively abrasive means.

Removal of alterations or repairs that are not original to the building should be considered to return a structure to the era of its origin. Removal of a large metal panel system over an original façade is one such example.

Setbacks

Buildings should maintain their traditional relationship to the street, with the front façade oriented towards the primary street frontage, set within a few feet of the front property line.

Parking Lots

Along Sidewalks

Where a parking lot abuts a public sidewalk, provide a visual screen or landscaped buffer between the sidewalk and the parking lot. A minimum of 5 ft. of landscape area should be maintained between the public walk and parking area. The landscape buffer and islands should be irrigated and maintained to ensure the survivability of the plant materials.

Plant material and/or low walls of no more than 48 inches high of brick, stone or brick piers with metal pickets with a distinct capping of brick, stone or concrete may be employed. Other masonry materials, such as concrete, may be used if covered in stucco.

Plant materials should be evergreen and planted so as to create a solid year-round visual screen. At maturity the hedge should be maintained at a height between 32 and 42 inches high. Metal picket fences may be used if physically integrated with hedges, but not as an alternate. Metal fences shall use historic precedents for their design and shall be black in color. Chain link, split rail, wood and concrete block fencing are inappropriate. Parking areas should be well lit for nighttime pedestrian and vehicular security.

Landscaping

Locate planting islands for flowers, ground cover, or shrubs at entrances, exits, internal turns and to separate double rows of parking. Trees should be located so as to provide shade. Avoid isolated single trees in a landscaping bed; group trees instead.

Subdivide surface parking lots into smaller areas through the use of landscaping or other visual elements so that no more than eight stalls are in a row.

Services and Utilities

Window air conditioning units should not be visible on the primary or secondary façades. Pipes, conduit and cables should be limited to façades not publicly visible. Specialty equipment such as satellite dishes, antennas, etc. should not be mounted on any visible building façade.

Mechanical equipment should be screened from view by use of a parapet wall or integrated architectural element compatible with the materials, colors and style of the building.

Ground-mounted mechanical equipment, such as electrical equipment, satellite dishes, service areas, loading docks, trash areas, dumpsters, compactors, etc. should be screened completely through use of walls, earthen berms, dense evergreen foliage or opaque fencing.

The former LaGrange railroad station is reborn in Collierville.

Whole neighborhoods can benefit from preservation and restoration of architecture and details, such as in the South Main area of downtown Memphis.

Trash receptacles should be shielded by fencing or enclosures constructed of solid materials, with an operable door or gate for access.

Where an outdoor storage area is adjacent to a pedestrian walkway, fences installed for screening should be used only in combination with landscaping, vines, trellis, or similar techniques in keeping with the site landscaping and building architecture.

Screening from Adjacent Uses

When adjacent to residential uses, a 6 ft. wood or approved masonry fence should be installed to screen parking, service areas or rear entrances. Parking areas should be separated from residential uses by a 5 ft. minimum landscape buffer.

Massing and Proportion of the Building

The buildings mass should maintain a complimentary relationship with its adjoining structures, and modifications or additions should be in keeping with the buildings architectural style and composition.

Composition of the Façade

Architectural features, such as windows, cornices, storefronts and structural bays should be generally consistent with historic precedents and relate to adjacent buildings.

Cornices and Moldings

Preserve traditional cornice details where present, or reconstruct traditional cornices when it is missing. Base replacements on historic evidence, if possible, otherwise a simplified interpretation of a cornice design is appropriate.

Storefronts

Maintain the original size, shape and proportion of storefront façades and openings to be in keeping with historic scale and character. Retain original materials wherever possible throughout repair and renovation. Avoid concealing original façade materials, and if the original material has been covered, uncover it if feasible. If portions of the original material must be replaced, use a material similar to the original. Brick and wood are traditional materials used in Bartlett Station. Avoid the use of materials that are not compatible with brick and wood, such as reflective metals, mirrored glass, plastic or enamel panels, vinyl windows or doors.

Kickplate

Storefronts and doors were typically designed with a solid area, a kick plate, below the window or at the base of the door. Maintain or restore the kick plate wherever possible. Preserve the kick plate below the display window element whenever possible, and restore it when documentation exists. If original information is not available, develop a new simplified design that retains the original character and dimensions of a kick plate that would most likely have been on the building. For renovations where there is no documentary evidence, appropriate kick plate materials are: brick, painted wood panels, stone, and glazed tile or painted metal in muted tones.

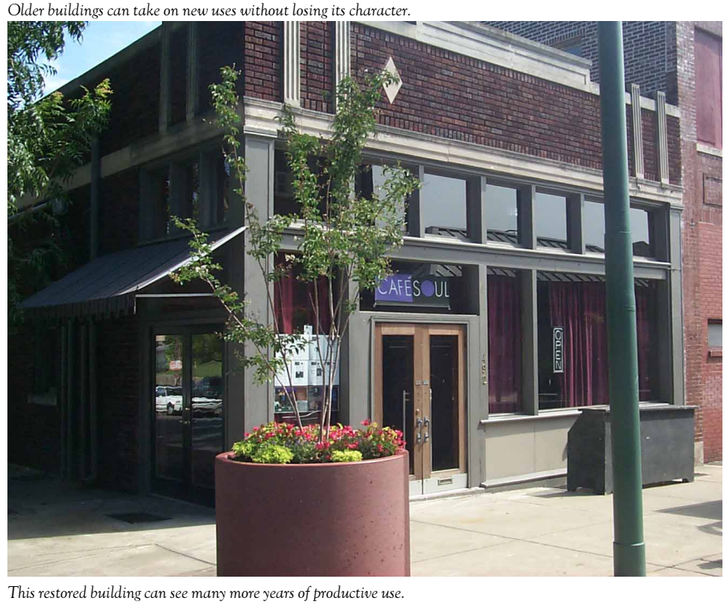
Clerestory

Transom windows or clear glass clerestory window bands are common among traditional storefront designs. Preserve, restore or reintroduce the window band above the large display windows and entrance door, possibly for decorative elements or signage. If the interior ceiling is lower than the transom or clerestory line, raise the dropped ceiling up from the window to maintain proper proportion and dimensions. Align the transom or clerestory windows with other storefronts within the same building, or generally aligned with adjacent buildings.

Entrances

Maintain traditional recessed entries where they exist. Recessed entries identify the entrance and provide shelter, while corner entries on buildings located on the intersections of key streets draw pedestrians in. Avoid unfinished anodized metal, bright aluminum, or stainless steel frames. Finished frames may be metal with black anodized or painted finish, however, painted or varnished wood is preferable. Residential type doors are not appropriate. If documentation exists, it is recommended to restore the entry.

Older buildings can take on new uses without losing its character.



This restored building can see many more years of productive use.

Awnings and Canopies

Awnings should be designed to fit the storefront opening, emphasizing the building's proportions. Awnings should not obscure or damage important architectural details. An 8 ft. clearance from the sidewalk to the awning is required Align awnings with others on the block, particularly the bottom edge. Mount the top edge to align with the top of the transom or with the framing that separates the clerestory section from the main display window. The valence may be used for signage only.

Operable fabric awnings are encouraged. Metal canopies that are similar in form to fabric awnings may be appropriate when designed as an integral part of the building façade, not appearing as tacked-on additions. Awning color should be coordinated with the color scheme of the entire building front. Mechanized awnings and awnings on upper story windows are discouraged.

Upper-Floor Windows

Multi-story buildings always had upper story windows, and if blocked, they should be re-opened to their original size. Repair deteriorated windows while maintaining the design and materials of the original, and only when necessary, re-create the window from original information. Replacement windows should be of the same size, frame and trim material, method of operation, size of sash members, window frame elements, and pattern of divided lights as the original or as was appropriate to the architecture style. Shutters should be of the proper size and location as to simulate real operable shutters. Storm windows and security grilles are not appropriate.

Porches

Some nearby towns like Hernando and Oxford, Mississippi have historic traditions of porches gracing the face of their downtown buildings. Original porches, if lost, may be rebuilt from existing documentation, or recreated if appropriate precedents exist. If no porch was originally present, new porches should not be introduced except if appropriate to the style of the building, and if suitable precedents can be found.

Façade Materials

When repointing brick the original mortar, if in good condition, should be left in place. Repoint only those joints that require it, and duplicate the old mortar in strength, composition, color, texture and joint width and profile. Use hand tools, not electric saws or hammers, to remove and refill joints so as not to damage the brick. High Portland cement content mortar is often inappropriate for repointing. Covering existing materials with new contemporary materials is inappropriate. Do not sandblast brick or wood to remove paint.

Colors

Color schemes should be in keeping with traditional palettes, and be compatible with the buildings predominate materials, and adjacent buildings. The main body should be of a softer, muted background color (typically earth-tones), with windows and trim of a uniform complimentary tone. Brighter colors should be reserved for special accents to emphasize entrance doors or architectural ornamentation. Unpainted brick should not be painted, and painted brick should have paint removed using procedures that do not damage the original brick finish. If paint removal will damage original brick, then the brick should be repainted.

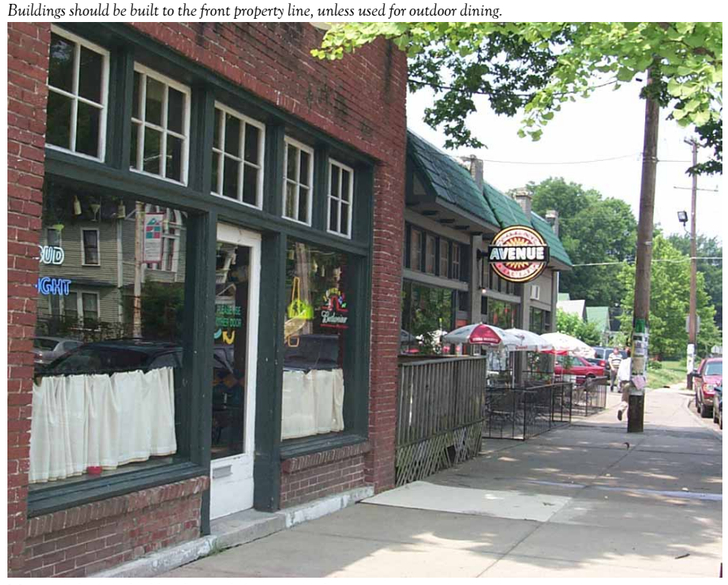
Skilled Craftsmanship and Stylistic Design

Original architectural qualities or character of a building should be retained. Original details, distinctive stylistic features or examples of skilled craftsmanship should be treated with sensitivity. Avoid removing or altering any original significant features.

Paint companies can provide color combinations appropriate for historic settings.

3.0 Site Guidelines

Buildings should be built to the front property line, unless used for outdoor dining.



Maintain the front building line with fences or similar means.

Corner buildings should address both streets

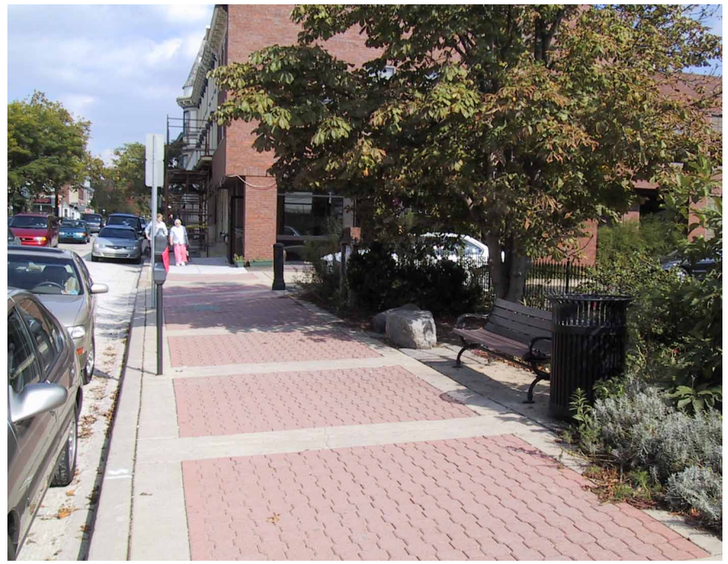
Buildings traditionally formed a so-called 'street wall.'

Building Setbacks

Essential to creating a pedestrian-oriented environment is the principle that buildings should define a clear street space, being located so as to abut the public sidewalk and create a kind of 'street-wall' when aligned with its neighbors. It is this clearly defined 'outdoor room' created by buildings on both sides of a street that defines the urban public realm. Buildings, with few exceptions, should generally align with adjacent buildings and be built within a few feet of the front property line.

- Buildings should be located such that they generally align along the street frontage, with slight variations allowed for entrances or public features.
- Along primary street frontages, façades should be 0 ft. to 5 ft. from the lot's frontage line (front lot line/street R.O.W.).
- Front setbacks up to 25 ft. are permitted to accommodate outdoor dining if a design treatment is applied along the lot's frontage line. Examples of acceptable design treatments include a wall, fence and/or hedges no greater than 42 in. in height.
- On corner lots the side façade should be 5 ft. to 15 ft. from the lot's frontage line (front lot line/street R.O.W.). Corner buildings are considered as having two frontages and so the building should address both streets with greater emphasis on the primary street.
- No more than half of the primary frontage should be set back from the property line.
- Stoops, balconies, porches, canopies, awnings, and bay windows may encroach within front setbacks, but not within the public right-of-way between grade and a 8 ft. clearance height.
- Side setbacks are encouraged to be as little as 0 ft., especially when adjacent to structures similarly located. Setbacks of 3 ft. to 10 ft. are permitted when desirable for pedestrian passageways or parking lot access, although such access is encouraged to be shared with adjacent properties.
- New additions and side wings to existing buildings may be set back from the front property line in a manner that lets them express their nature of additive and secondary building forms, yet maintains the 'street-wall.'

Shops can take advantage of the sidewalk.



Sidewalks can be like outdoor rooms, if treated as special places.

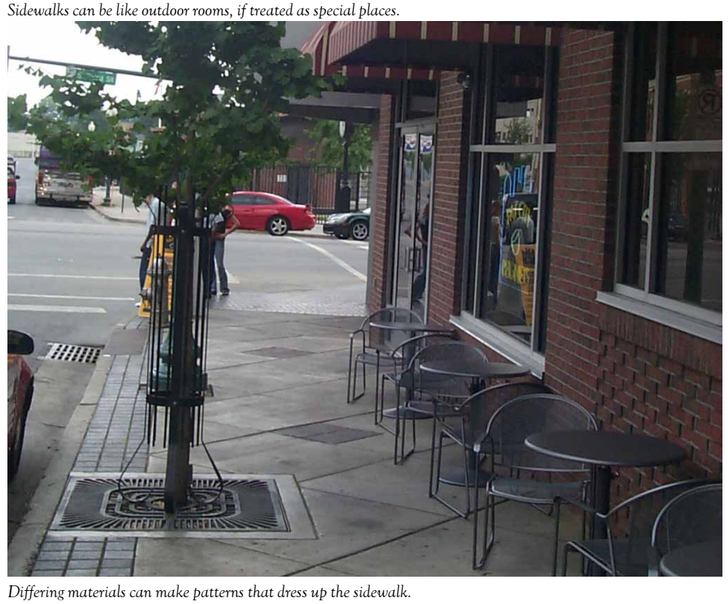
Brick used as an edge treatment.

Brick walks with trees and street furniture.

Sidewalk Treatments

Unique and consistent sidewalk treatment (both public and private) help create the sense that an area is special, cohesive, and has an identity. A unified sidewalk treatment (such as concrete with brick accents, or variations on the same) can help direct pedestrians from parking areas to shop entrances and define a path to explore the district. Properly maintained sidewalks promote safety, cleanliness and accessibility. Incorporating properly designed tree wells, landscaping, lighting and street furniture help make the sidewalk an interesting, comfortable and inviting public place.

- Sidewalks should be at least 5 ft. wide, preferably 8 ft. wide in front of commercial buildings. At all times a minimum of 5 ft. of unobstructed pedestrian access should be maintained for all pedestrian walks.
- Americans with Disabilities Act standards should be met at all times, including around bike racks, street furniture and during sidewalk sales.
- Walks should be constructed primarily of concrete, with special treatments occasionally to break up the length. Possibilities include inserting brick pavers in a 2x2 diamond pattern every 12 ft., or lining either side of the walk with pavers 2 modules wide.
- Street trees should be planted within the width of the sidewalk, but tree wells should be covered with decorative iron grates or pavers to allow uninterrupted pedestrian pathways.
- Concrete, brick pavers, iron grates are acceptable materials. Ceramic tile is a suitable accent material, especially at building entries. Asphalt, sand and gravel are inappropriate materials.
- Private walks from mid-block parking areas or between adjacent properties should be designed to be compatible with public sidewalk treatments, and they should be located at sensible points to enhance pedestrian flow between private and public areas.



Differing materials can make patterns that dress up the sidewalk.

Private walks can be pleasant places.

Street lights and trees should be incorporated into the sidewalk.

Parking Lots

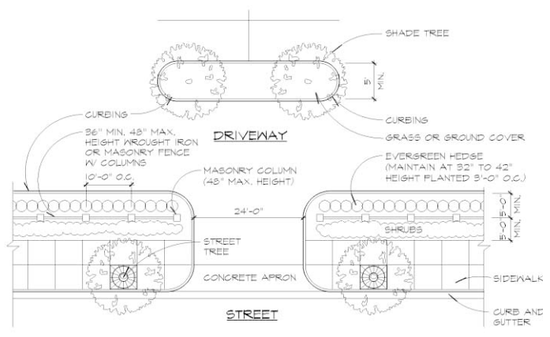
The location, accessibility and proper visibility of parking lots are critical to creating an attractive downtown district. Poorly located parking, vast parking areas left devoid of landscaping, or parking plainly visible from public areas can degrade an entire block or street, making it inhospitable to pedestrians. Parking areas should be located behind buildings, shared among several businesses, accessible from side streets where driveways can be easily marked and away from high-speed traffic. Parked cars should be screened, never plainly visible from public areas. Downtown districts should be designed for the pedestrian while accommodating parked cars, not the reverse.

Location

- Off-street parking should be located to the rear of a building, rather than to the side or front. Parking should not be located in front of the primary façade or on corner locations. Where possible, parking should be shared by several or all of the businesses on the block.
- Surface parking lots should be located so as to maintain a contiguous active pedestrian street frontage, and to minimize the visual impact of parking lots where they interface with the public street.

Driveways

- Driveways should be located on side streets and alleys unless the primary street is the only means of access to the site. Along side streets, driveways should be at least 200 ft. from other driveways on the same block face, and at least 150 ft. from any intersection.
- Driveways should be consolidated within a property or combined to provide access to two or more adjacent properties, where possible.
- No new driveways or curb cuts should be created along Stage Road.



Key map to parking lot landscaping requirements.

Along Sidewalks

- Parking areas should be screened from streets by using a combination of mounds, plant materials, low walls, fences, and by lowering the parking surface elevation.
- Screening of parking lots at street frontages should have a minimum height of 3 ft. above street grade. A minimum of 5 ft. of landscape area should be maintained between the public walk and parking area. The landscape buffer and islands should be irrigated and maintained to ensure the survivability of the plant materials.
- Plant material and/or low walls no less than 36 inches high and no more than 48 inches high of brick, stone or brick piers with metal pickets with a distinct capping of brick, stone or concrete should be employed. Other masonry materials, such as concrete, may be used if covered in stucco.
- Plant materials should be evergreen and planted so as to create a solid year-round visual screen. At maturity, the hedge should be maintained at a height between 32 and 42 inches. Metal picket fences may be used if physically integrated with hedges, but not as an alternative. Metal fences should use historic precedents for their design and should be black in color. Chain link, split rail, wood and concrete block fencing are inappropriate.

Landscaping

- Areas adjacent to and within parking lots should be landscaped to reduce the visual impact of automobiles. All unused areas of parking lots should be landscaped. Landscape areas within parking lots should not measure less than 5 ft. in width, excluding curbs. Peripheral landscaping should be provided around the perimeter of parking lots in zones a minimum of 5 ft. wide.
- Locate planting islands for flowers, ground cover, or shrubs at entrances, exits, internal turns and to separate double rows of parking. Trees should be located so as to provide shade. Avoid isolated single trees in a landscaping bed, group trees instead.
- Canopy trees should be planted in parking lots to achieve minimum canopy coverage of 50 percent of the paved surface within 7 years. All paved parking areas should be enhanced with plant materials within a distance of no more than 35 ft.
- A minimum of ten percent of the area within parking lots should be landscaped with plant material.
- Subdivide surface parking lots into smaller areas through the use of landscaping, canopy trees or other visual elements so that no more than eight stalls are in a row.
- Parking areas should be designed and landscaped to minimize summer glare and the visual impact of large numbers of vehicles.
- In addition to canopy trees, further reduction in glare and reflected heat from parking surfaces should be accomplished by the use of arbors and overhangs.
- Concrete or masonry curbing (excluding asphaltic curbing) should be installed around all landscaped areas to contain landscape material and to provide protection from vehicles.

Lighting

- Parking areas should be lit for nighttime pedestrian and vehicular security.

Drive-Through Businesses

- Drive through businesses are discouraged. Drive-through windows for all businesses (e.g. restaurants, banks and pharmacies) should be located to the rear or screened from the street with access and egress configured to minimize disruption of pedestrian movement.

Combination of brick, iron and plant materials used to mask surface parking lots.

Iron fences should incorporate plant materials for better screening.

A mixture of materials can create a pleasant experience.

Proper lighting can create drama and make a place memorable.

Site Lighting

Site lighting should be directed toward illuminating public areas with properly scaled and style lighting for the safety and security of pedestrians. Lighting fixtures and standards should generally follow the style of public street lights, incorporated into pedestrian-scaled site and building accent lighting.

- Freestanding lighting fixtures, such as those located in parking lots, should not exceed 16 ft. in height. Pedestrian lighting fixtures, such as those located along sidewalks should be between 10 ft. and 14 ft. in height. Bollard lighting at entrances and along walkways should be no more than 4 ft. high. Ground oriented, pedestrian-scaled lighting should be considered as an alternative to pole-mounted fixtures along pedestrian walkways.
- Freestanding fixtures should be coordinated in appearance with building-mounted light fixtures.
- Any light source over 10 ft. high should incorporate a cut-off shield to prevent the light source from being directly visible from off site areas, especially residential areas.
- Lighting levels should be 1 foot-candle minimum to avoid dark spots and excessive contrast, but no more than 3 foot-candles maximum.
- White light is required. Metal halide, tungsten halogen and color-corrected high-pressure sodium lamps are preferred. Low-pressure sodium and florescent tube lighting is inappropriate.
- Attached building lighting should be screened by the building's architectural features or contain a thirty-five (35) degree cut-off shield. "Wall-pack" fixtures are inappropriate.
- Parking lot lights shall be located within either landscape islands or at the head of parking stalls, and also at the periphery of parking lots with light directed towards the parking lot.

Incorporate low pole lighting into the site design.

Lighting and trees in a parking area.

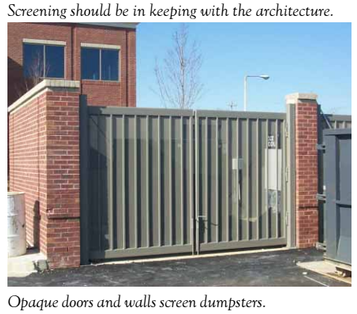
Standard concrete street pole with acorn head.

Ground-level lighting can accentuate pedestrian pathways. (1)

Turn unattractive services areas into desirable places.

Screening should be in keeping with the architecture.

Bartlett City Hall screens its utilities.



Opaque doors and walls screen dumpsters.

Hide utilities behind low hedges.

Building Services and Service Areas

Every building has a need for areas devoted to services and equipment, however they can be unsightly, noisy or noxious places unless properly located and screened. It is necessary to separate them (physically and visually) from the public realm to preserve the pleasant qualities of the district. Proper screening is essential to prevent service areas from detracting from the experience of the street.

Location

- Loading docks and trash collection areas should be located to the rear of the property, along alleys or other service drives, and be screened from view of pedestrians and adjacent residential areas. Care should be taken to avoid locating trash enclosures near the boundary of residential properties. Access to these elements should be from the interior of the block or site, away from public view.
- Outdoor storage areas (including auto repair staging areas) should be located behind or beside buildings and be shielded from public view from the street.
- Mechanical equipment should be installed inside the building. When that is not possible, equipment should be installed either on the rooftop/penthouse or in the rear of the building.
- Noise-generating equipment should be located away from neighboring properties, especially residences, by means of location, noise barriers, etc.
- Window air conditioning units should not be visible on the primary or secondary streets façades.
- Pipes, conduit and cables should be limited to the façades of the building not viewed by the public.
- Specialty equipment such as satellite dishes, antennas, etc. should not be mounted on any visible building façade.
- Vending machines should not be located outside buildings.
- Businesses are encouraged to consolidate and share refuse areas, equipment, and docking facilities.

Screening

- In rooftop installations, mechanical equipment should be screened from public view by use of a parapet wall or integrated architectural elements compatible with the materials, colors and architectural style of the building.
- All ground-mounted mechanical equipment, electrical equipment, satellite dishes, service areas, loading docks, trash areas, dumpsters, compactors, etc., should be completely screened from public view (including alley ways) through use of walls, earth berms, dense evergreen foliage or opaque fencing.
- When located in the rear or side of a building, equipment should be either screened with compatible materials in the style of the building, and/or painted to match visible adjacent surfaces. When located near the building, enclosures should be constructed of materials similar to the building and must be high enough to completely block views from the street or parking areas. When located away from the building, enclosures should be of approved masonry or wood fencing.
- Additional landscape screening around the enclosure is encouraged. The landscape buffer should be irrigated and maintained to ensure the survival of the plant material.
- Trash receptacles should be shielded by fencing or enclosures constructed of solid materials, with an operable door or gate for access.
- Where an outdoor storage area is adjacent to a pedestrian walkway, fences installed for screening should be used only in combination with either landscaping, vines, trellis, or similar landscaping technique in keeping with the site landscaping and building architecture.

Alleys & Rear Entrances

- When possible, alleys should be designed to serve as attractive alternative routes for pedestrians, as well as efficient service access for vehicles. Rear entrances to businesses from parking areas or alleys should be separated from loading and trash collection areas wherever possible, and screened from view.

Loading Areas

- When a blank wall within the public view is unavoidable, blank walls should be treated with one or more of the following: vegetation, including trees, shrubs, evergreen ground cover or vines; trellis panels with vines; architectural detailing such as reveals, recesses, contrasting materials, or other special detailing in keeping with the architectural style.
- Lighting in service areas should be designed to avoid spill-over glare into adjacent areas and should incorporate full shield cutoffs to contain light within the service area only.
- When adjacent to residential uses, a 6 ft. wood or approved masonry fence should be installed to screen parking, service areas or rear entrances.

4.0 Architectural Guidelines

Building masses should address the street.

New construction should echo traditional building heights and patterns.

Massing & Building Height

The size and overall height and of a building plays an important role in creating a critical mass of development to draw patrons and activities to a particular area. Development should be of a particular scale necessary to create a vibrant district, while the arrangement of building volumes should be such that they create definable public spaces while being harmonious in scale with their neighbors.

Massing

- New construction should give consideration to appropriate form and proportion as traditional commercial architecture. Buildings should be rectangular, facing the street with the façade aligned with the front property line. Angled or non-rectilinear buildings, unless relating to the street alignment, are inappropriate.
- The lowest two or three stories of a building should maintain a consistent line along the front setback except to provide recessed storefront entrances, a special corner feature, or usable open space for outdoor dining, or to form a mid-block pedestrian passageway. If a portion of the building wall is proposed to be set back from the sidewalk, careful consideration should be given to maintaining the front line of the building at the sidewalk edge through the use of planters, railings, columns or similar features up to an overhanging second floor.

Heights

- Zoning regulations currently specify allowable building heights up to 5 (five) stories tall. Traditional downtown retail buildings are two to three stories tall, so when designing taller buildings, care should be taken to ensure that they do not overwhelm neighboring buildings. Use of progressive setbacks above the third story level, or articulation of smaller mass can aid in breaking down a large buildings bulk.
- Care should be taken to ensure that new construction respects the scale of significant neighboring buildings. New buildings should be no more than two stories taller than their neighbors, although a building may step to take full advantage of permitted height limitations. Corner buildings should be at least two stories stall, preferably more to emphasize the corner.
- One-story buildings are inappropriate for new construction. Do not construct half-level or split-level first floors that extend both above and below grade.

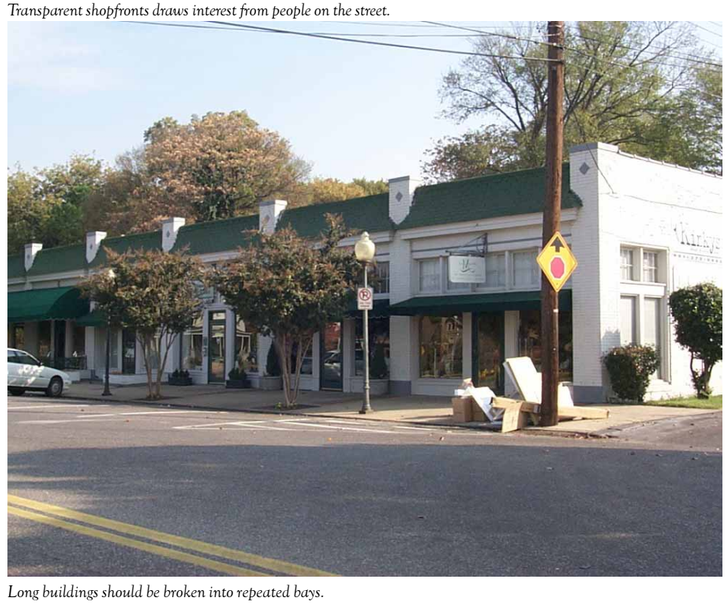
Floor Heights

- Maintain a standard floor to floor height. Generally, ground level floor to floor heights should be approximately 14 to 16 feet, and up to 12 to 14 feet for the second floor and each additional floor.

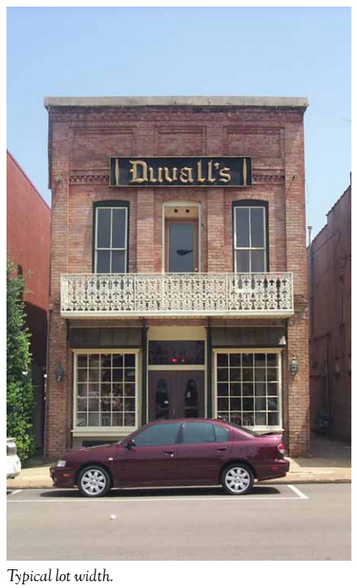
Buildings on street corners should be taller.

Floors should generally align between buildings.

Transparent shopfronts draws interest from people on the street.



Long buildings should be broken into repeated bays.



Typical lot width.

Façade Composition

To create the appearance of a traditional Main Street downtown district, the proportions, rhythm and attention to detailing of traditional buildings should be maintained in existing buildings and incorporated into renovated buildings and new construction. Balanced compositions, with human-scaled elements in a vertically composed building, help create interest and distinctive character expected in the architecture of a vital and active community.

Rhythm

- Traditional downtown lots were often divided into 25 ft. wide parcels facing the primary street. Many buildings were one-lot wide (25'), although later buildings spanned more than one lot. Wider building façades were typically divided into repeated sections (bays) of 20 ft. to 30 ft. wide on the ground floor, echoing adjacent buildings that were one lot wide. Upper stories often are consistent across two, three or five bays, unifying the building as a whole.
- Symmetry, repeated bays with expressed structural elements, and the repetition of windows and doors create the essential rhythm of the façade. A series of bays may be repeated within one building two, three, five or more times to create a longer composed building.
- Long buildings should reflect traditional façade widths and should express a façade composition no longer than 75 ft. long for two story buildings and 125 ft. long for three or four story buildings.
- Rhythm can be established by changing materials, patterns, reveals, building setbacks, repeated bays or by using design elements such as columns or pilasters.

Base, Middle, Top

- For multistory buildings, the overall composition of the façade should incorporate the three-part hierarchy of base, middle and top, emphasize overall verticality and maintain a balanced composition. In addition, the top of the building should be architecturally distinguished to provide a visual termination.

Horizontal Alignment

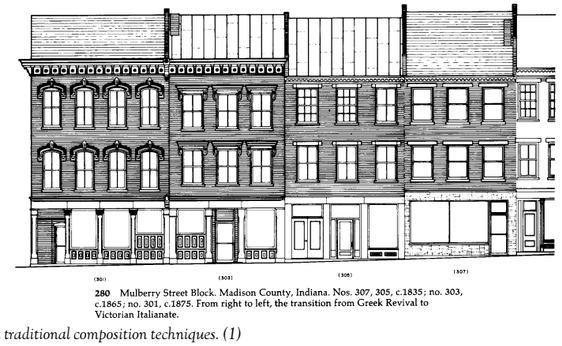
- Care should be made to align horizontal elements along the block, including building cornices, moldings and windows.

Transparency

- Maintain the design distinction between upper and lower floors by developing the first floor façade as primarily transparent and inviting to the public (see Storefront). Upper floors generally are differentiated through the use of more solid areas than voids and with smaller, vertically oriented windows in a regular pattern.

The Human Scale

- Street façades in general, and the ground floor level in particular, should include elements of pedestrian scale and interest. Use façade elements that are familiar to the pedestrian to help establish a sense of human scale and connectedness (or transparency) with the interior of the building. Display windows facing the sidewalk, outdoor dining areas, display cases, public art integrated with the building design, and architectural elements and details help create visual interest. Avoid large featureless façade surfaces by incorporating traditionally sized building components, standard window sizes, standard size brick, trim and details.



280 Mulberry Street Block. Madison County, Indiana. Nos. 307, 305, c.1835; no. 303, c.1865; no. 301, c.1875. From right to left, the transition from Greek Revival to Victorian Italianate.

Respect traditional composition techniques. (1)

Cornices should d have variety and interest.

Parapet walls can be expressive.

Cornice & Roof Shape

Distinctive cornices and parapets lend visual interest and termination to a building façade. The shape of traditional commercial building roofs is a distinctive element common in downtowns across the country. Together, these building elements help define the visual character of a downtown district and are important patterns that help create the identity of Bartlett Station.

Flat roof with cornice.

Sloped metal roof with decorated eave.

Classical elements and proportions.

Create a distinct base, middle and top.

Cornices & Parapet Walls

- On new buildings, there should be articulation and detailing where the roof meets the wall, including cornices, eaves or rakes. Moldings, brackets and finials can be special elements added to the cornice.
- Existing cornice details, such as terra cotta elements or brickwork should be maintained and preserved. New construction may incorporate similar elements in composing a suitable cornice.
- Parapets are a distinguishing characteristic of downtown areas. Flat roofs must have a parapet wall on the building's front and sides.
- In larger commercial buildings, extended parapets, projecting cornices, pitched or sloped roofs, or decorative moldings of 10 inches or more would be appropriate to give the roof/cornice area proper visual weight and proportion to the building.
- Align important architectural features, such as cornice lines, from one building to the next.

Roof Shape

- Traditional roofs are almost always 'flat' (sloped 1-in-12 or less) hidden behind parapet walls. However, some sloped roofs (including gabled, hipped, and shed roofs) are also acceptable if sloped between 4-in-12 and 12-in-12. Mansard, false mansard, gambrel, vaulted, domed or false roofs are inappropriate.
- Sloped roof heights from eave to peak should not exceed the height from grade to the eave (the roof should not be taller than the building wall supporting the roof).
- On corner sites, the roof or cornice design should emphasize the corner.
- On existing buildings, distinctive roof forms, profiles and cornices should be repaired and retained.

Roofing Materials & Color

- If visible, roofs should be constructed of standing metal seam, slate or imitation slate. Asphalt shingle is discouraged. Clay (flat or barreled), concrete tile, plastic, fiberglass, wood shake and shingles are inappropriate.
- Visible roof material should be muted in color (dark reds, browns and earth-tones, natural metal colors including aluminum, dark anodized aluminum, zinc, tin and lead). White, bright, non-fading and high-intensity colors, multicolored and bright metal finishes are inappropriate.

Mechanical Equipment

- The form of the roof or cornice should hide mechanical equipment and roof penetrations, such as plumbing stacks and vents, from view from streets and sidewalks.
- Downspouts on public façades should be metal (with leader boxes) and oriented so as not to discharge water in a manner that hinders pedestrian areas.

Detailed storefronts are beautiful as well as functional and desirable for retailers. (1)

Storefront Design

Storefront design is critical to creating a visually interesting pedestrian environment and an architecturally expressive building, and to visually connect the pedestrian with the interior, and vice versa.

- Design storefronts with elements found in traditional storefront design, such as large horizontal display windows with kick plates below and clerestory windows above, recessed front entries, and appropriate awnings and signs.
- Where present, original storefront configurations and materials should be maintained and preserved. Storefronts should not be covered or enclosed, and replacement storefronts should follow traditional patterns.

Composition

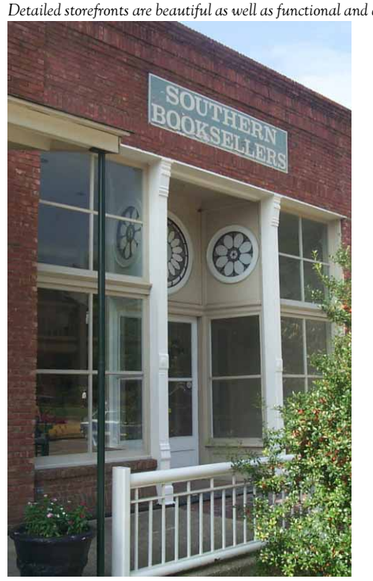
- The storefront should be framed by piers on either side and capped with a cornice and possibly a signage band. The storefront should vertically relate to the windows of the façade above.
- Multiple storefronts within the same building should be visually compatible in terms of scale, alignment and general storefront design. Maintain the continuity of the building as a whole, while allowing variations in signage, awnings, and storefront color as appropriate.
- Maintain a typical rhythm of 15 to 30 ft. wide storefronts at ground level, each with its own recessed entry.
- Clearly distinguish ground floor entrances with those serving floors above.
- Align the height of kick plates, windows, transoms and clerestories, signage bands, upper floor windows and cornices where possible.
- Signage bands often existed above clerestory windows, with appropriately scaled lettering.
- Additional elements that can contribute to interesting storefront or building design at the ground level are lighting, medallions, belt courses, plinths for columns, piers or pilasters, projecting sills, tilework, stone or concrete masonry, pedestrian scaled signs, and planter boxes.

Materials

- Brick, stone, cast stone, ceramic tile, hardcoat stucco, wood, wood substitute (smooth finish, cementitious planks and panels or cellular PVC) or pre-finished heavy gauge metal panels are preferred. Synthetic stucco, vinyl siding and light gauge metal panels are not appropriate storefront materials. Entrance doors shall generally be clear glass in wood or metal frames.
- Commercial ground floors should have a between 60% and 85% glazing, as measured from grade to the interior ceiling level.
- Storefront windows typically consist of large plate glass set in wood, clad wood, or metal frames. Incorporate display window with high visible transmittance values (37% or greater) and low daylight reflectance (15% or less). Colored or mirrored glazing and glass block are inappropriate.
- Storefront windows should generally not be divided into multiple lights. Transoms may be divided into multiple lights by muntins applied to the exterior, giving the appearance of true divided lights.

Detail

- Provide a level of detail that complements the character of the building and relates to the human-scale.
- The use of contemporary components within the scale, proportion and arrangement of traditional storefront design is appropriate.
- Doors and windows should have at least two-inch wide mullions and a 1½ inch recess to the muntin if made of metal, or at least 1 inch wide wood trim, to give the façade depth. Window heads should be at least 7 ft. above grade, and sills no more than 40 inches above grade.
- "Theme" storefronts are not appropriate (such as one mimicking a New England Colonial look).



Decorative accents in the clerestory window band.

Rhythmically arranged doors and windows create interest.

Divided light clerestory window with recessed entry.

Large display and clerestory windows create transparency.

Recessed entrances.

Recessed entries are like outdoor sales rooms.

Entrances

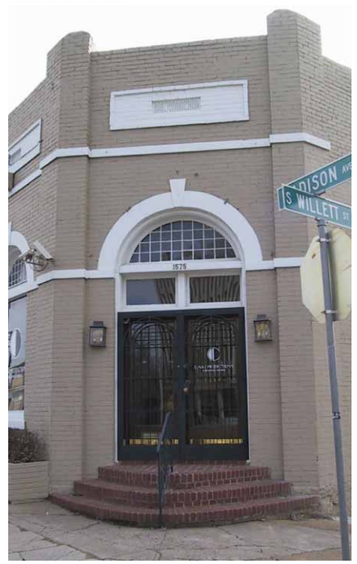
Well designed entrances are important to drawing people into retail storefronts and they also lend distinction to the building. After the late 1880's, entrances were traditionally recessed from the façade plane, to identify the entrance, provide shelter, and create a larger presentation of wares for the pedestrian 'window shopper.'

- The main entrance(s) to all buildings should face the major street, with secondary entrance(s) as necessary from off-street parking areas or secondary street façades.
- Provide a corner entrance, when possible, at corner buildings to improve visibility and pedestrian circulation, and to accentuate the corner. Corner entrances should be angled to address both streets.
- Entrances to individual stores within a multi-tenant building should be articulated for easy identification, without compromising the overall unity of the block. Clearly distinguish entrances to upper floors from storefront entrances through differentiated architectural treatment and materials.
- Entry recesses should be about 6 ft. deep with display windows facing the recess. Special paving treatment may be used within the recess of the entrance, or beyond into the sidewalk to emphasize the entrance.
- Use doors with a large area of glass above a solid panel at the base (aligned with the kickplate), surrounded by a painted frame. Doors can be painted accentuating colors that are complementary to the overall color scheme while highlighting the entrance location.
- Deteriorated doors should be repaired or replaced with doors the same size and shape as the original doors. Original architectural features, fixtures and hardware should be retained or replaced with compatible elements. Residential doors are inappropriate.
- Avoid anodized metal, bright aluminum, or stainless steel frames, or fully glazed (frameless) doors. Finished frames may be metal with black anodized or painted finish (only "wide stile" frames), however, painted or varnished wood is preferable.
- Transoms are typical above entrance doors, often adorned with the street address number.
- Entries may have a stoop between grade and the first floor level, if the building and public entrances comply with ADA standards.
- Attractive rear entries to businesses are encouraged. Glazing, at or near the door, and secondary signage should be incorporated at rear entrances.

Security Gates & Grilles

Security measures are necessary elements to protect buildings from vandalism and theft, but they should not be obviously visible or detract from the appearance of a building.

- Security gates and grilles should not be mounted to the front of the façade unless the devices are integrated into the overall design and are unobtrusive while the business is open. Housings for grilles should be concealed or integrated into the façade.
- Opaque shutters, accordion grilles or iron bars are inappropriate,
- If required, security grilles can be placed inside the shop, in a manner that still permits window shopping and reduces the visual impact of the device.



Corner entrance with stoop.

Celebrate the entrance.

Distinguish upper floor entrances from the shop.

Rear entrances should be attractive.

Maintain the building line if entry is recessed.

Upper floors require access to light and air.

Regular pattern of windows.

Upper stories can feature special windows if part of the overall design.

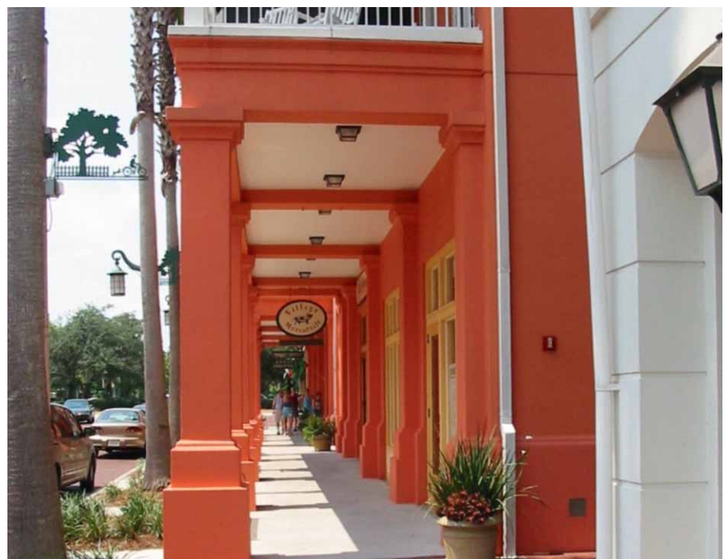
Upper-Floor Windows

The upper story windows in a building are significantly different than those of the storefront below, arranged in a consistent and regular rhythm that helps define the overall character of a building. Their uniqueness and originality create a visual balance with the largely transparent storefront below.

- Windows should be rhythmically spaced in a pattern compatible with the form of the building. Symmetrically arranged, upper floor windows are vertically proportioned and smaller than the display windows of the ground floor. The upper façade is typically 20-40% openings. Align windows and floor heights with adjacent buildings.
- When rehabilitating existing structures, preserve the size and shape of upper story windows, including replacing windows in openings that have been obscured or filled in over time. Do not block or limit existing openings, unless on a non-publicly visible façade and done so with compatible materials in a manner than can be reversed.
- Windows should be recessed in their openings and not flush mounted with the wall, and should appear as individually "punched" through the wall rather than as adjacent windows separated by frames.
- Traditional windows are made up of many important components that contribute to the overall character of the window and the façade. Repair, replace or create new windows with the same elements: window sash, lintels, sills, architraves, shutters, pediments, hoods, transoms, brick molding, divisions, casing, stiles, rails, heads and hardware.
- Second story windows should be double-hung or single-hung sash windows. Casement or fixed windows should be configured with a horizontal rail that mimics the proportions of a double-hung sash. Individual or paired vertically-oriented windows should be set within articulated window surrounds, including trim, lintels or window heads/hoods. Bay windows may also be considered.
- Most windows should be one-over-one configurations, however if windows are to have further dividing members, such divisions should be either 'true dividing light' construction or permanent exterior grilles. Interior grilles alone or grilles set between the panes of double glazing are not appropriate.
- Window materials include painted wood, aluminum zclad wood, anodized aluminum, with clear or slightly tinted glass (not opaque nor highly reflective).
- In new construction, windows should be trimmed with painted wood or wood substitute, or anodized metal. The trim should have dimensions similar to that used historically.
- Shutters, when employed, should be of a size and shape that corresponds to the size and shape of the window opening. Shutters should be mounted to operate, or mounted in a fixed position immediately adjacent to the window jamb. Wood and synthetic materials (plastics) are acceptable materials.
- Metal screens or bars should not cover window openings.

Upper floor windows create interest from afar.

Use windows that compliment the overall design.



Verandas can create an arcade to shelter the pedestrian.

Some porches are integral to the overall form of the building.

Porches and Verandas

Local climate and architectural customs have made porches and verandas typical in several local town centers providing shade to the pedestrian, while also creating opportunities for outdoor seating above.

- Porches should be in keeping with the style of the architecture, either incorporated as part of an arcade or within the overall mass of the building, or should be seen as an added element to the façade. Porches should not extend more than the width of the sidewalk, nor should the supporting columns interfere with the easy flow of pedestrians along the sidewalk.
- Porches should be constructed of wood or steel utilizing elements of traditional design including ornament and detail, with elements scaled for the pedestrian and in proportion to the overall façade.

Cast iron porches.

Porches may serve non-retail functions, like offices or residential.

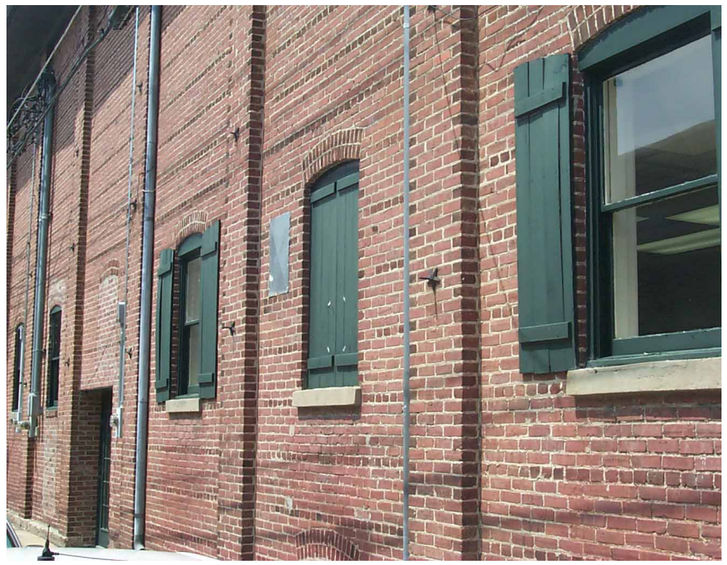
Public-Private spaces.

An integral part of the architecture.

Porches can be the essence of the building.

Stucco Façade

Wood Siding Façade



Brick Façade

Brick Façade with Metal Roof

Materials

The visual appeal of building materials has a tremendous impact on the perception of any building. High-quality, robust and tactile finish materials project feelings of warmth, permanence, and quality. If not coordinated with adjacent buildings, inconsistent or inferior materials can make buildings look 'cheap' or haphazard.

- Brick and wood siding are the primary building materials common in the region and so should be maintained in renovation or new construction.
- In general, preserve original façade materials and don't cover or obscure original façades or materials. If the original material is already obscured with a newer material, uncover it if feasible. Existing exterior materials should not be covered by a modern replacement (synthetic siding like vinyl, aluminum, etc. or by synthetic stucco or EIFS).
- When replacement of façade material is needed, replace it in kind if patching or repairing original material. If, however, making a change as part of the evolution of the building, using a material that contrasts subtly with the original material will help distinguish one from the other.
- Durable materials are especially critical at the street level where pedestrian contact will be considerable.

Appropriate Materials

- Façade: brick, stone, pre-cast concrete (for sills, lintels, caps and accent elements in brick façades), siding (in wood or fiber-cement). Stucco, EIFS only as secondary material above the ground floor.
- Windows: wood, aluminum clad wood, anodized aluminum.
- Doors: wood, anodized aluminum.
- Trim: wood, synthetics.
- Visible roofing: metal, slate. Asphalt shingle is strongly discouraged.
- Paving: concrete, brick, clay tile.

Inappropriate Materials

- Façade: oversized brick, vinyl or aluminum siding, corrugated fiberglass or metal panels, concrete block, imitation stone, concrete, stucco or EIFS as a primary material, glass block, unpainted wood, tile, coarsely finished or "rustic" materials.
- Windows: steel, "shiny" aluminum, vinyl clad wood.
- Doors: residential style, steel.
- Trim: vinyl, stucco, EIFS, Fypon.
- Visible roofing: clay tile, cement tile, wood shake, roll roofing, bitumen.
- Paving: asphalt, gravel, sand.

Traditional color palette.

Brick body tone with white trim.

Some materials have their own natural color.

Earthtones, reds and whites are typical.

Body & trim colors.

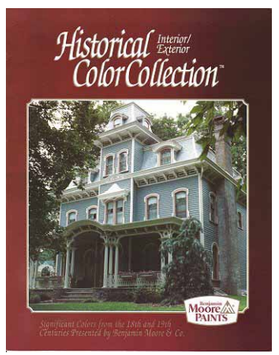
Accent colors can be brighter than the body color.

Color

The colors of older buildings are typically derived as variations of indigenous earth tones and traditional paint mixing techniques. Local variations reflect the materials available, and so most body colors should be based on earth-tones, with brighter trim and accents like doors and awnings..

- Traditionally, building colors were muted earth tones, complementary and with no more than two or three colors to the façade.
- Body colors should be earth tones (deep reds, browns, grays, tans, deep greens) with complementary trim colors (reds, creams, tans, whites, grays, dark greens and black). Alternatively, some pastels (non-earth tones, whites, grays and grayish greens) may be used.
- Window, door and cornice trim should be painted a highlighting color complimentary to the body (whites, creams, deep blues, deep greens, grays).
- Accent colors are permitted for awnings (typically green, brown, gray or red canvas), doors, window sashes, architectural accents and trim, but should complement the body and trim colors.
- Brighter colors are permitted in signage and banners only.
- In new construction, brick should not be painted.
- Color schemes should be compatible and complementary with nearby buildings.
- Refer to historic color palettes by major paint manufacturers for examples.

Paint companies can provide traditional color palettes.



Raised letters mounted in a signage band.

Signs and Awnings

Signs and awnings are impermanent elements of the building but can be used to reinforce the architectural style of the building and express the presence of a retail establishment. The primary function of awnings is to provide comfort and protection to the pedestrian and to shade and protect the storefront windows from glare and weather, and only secondarily to support signage.

- Multiple storefronts within one building should coordinate the design and alignment of signs and awnings to achieve a cohesive appearance to the base of the building. Awnings should be in proportion of the overall building façade and should match the width of the storefront or window opening.
- Signs and awnings should not obscure architectural elements such as clerestory windows nor span across structural bays or columns.
- The size of signs, awnings, and letters on signs or awnings should be in scale and proportion to the space in which they are located.

Signs

- All signs must conform to the established Bartlett Station Sign Ordinance.
- Signs should be subordinate to the building's façade, not overwhelming but rather in keeping with the building design.
- If present, the signage band should be incorporated into the design of the façade, situated above the storefront clerestory and below the second story windows. Lettering should be in keeping with the architectural character of the building and not project out from the front façade more than 2 inches.
- Projecting placard signs shall be hung from the front face of the building on the ground floor, in accordance with the Sign Ordinance, such as Stagecoach theme medallion signs.
- Signs illuminated by exterior wall-mounted fixtures, and individually back-lit opaque letters upon a brighter background are appropriate, but limited to 24 inch tall letters.
- Internally-lit signs, including 'can signs' (internally lit boxes with translucent covers) and 'raceway signs' (individually lit letters with translucent facing) are discouraged on the primary façades, although permitted with size restrictions on side and rear façades.
- Street numbers should be prominently displayed at the main entrance to every business and be clearly visible from the street. Signage in cornices or parapets should be limited in size and incorporated as part of the architecture.
- Exposed neon signs, where permitted, should be mounted on the interior of storefront windows at the first floor only.
- Sign illumination by bare floodlight, blinking or flashing bulbs is not appropriate.
- Signs painted on the face of the building are inappropriate. Affixed wall signs are limited in size by the Bartlett Station Sign Ordinance.

Awnings & Canopies

Awnings are retractable metal structures covered in natural cloth fabric like canvas (not vinyl), top mounted between the clerestory windows and signage band. Awnings of woven fabric on a fixed metal frame may be used but not in the form of arched, barreled, or mansard roofs.

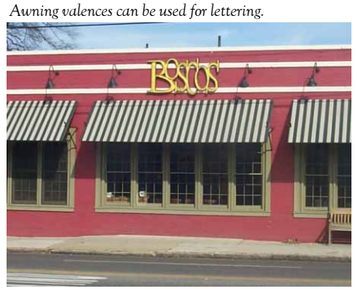
Canopies are fixed canopies are flat metal projections supported by metal chains or rods, mounted to the building between the main display windows and the clerestory windows.

- Typically, awnings should project no more than 6 ft. from the building at a pitch of 8-in-12 to 12-in-12. An 8 ft. clearance from the sidewalk to the underside of the awning is required.
- Oversized and continuous awnings, or fixed awnings supported by pole or post, are inappropriate. Motorized awnings and awnings on upper story windows are discouraged.
- Backlit or glowing awnings or canopies are inappropriate.

Exterior illuminated sign board.

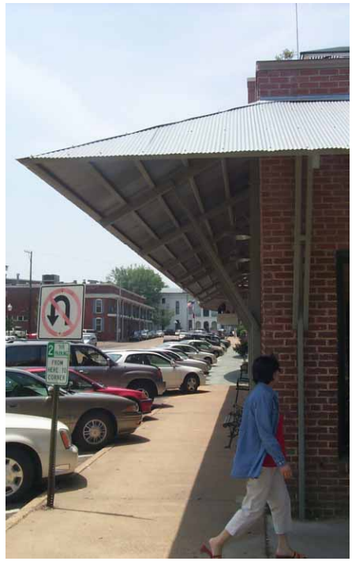
Awning valences can be used for lettering.

Elegant metal canopy.



Proper awnings can lend interest to the shopfront.

Neon belongs inside the display window.



Contemporary canopy combining traditional form with new materials.

Modern interpretation of a traditional lantern.

Lighting in keeping with the architectural style.

Contemporary fixture.

Pendant fixture.

Contemporary fixture in traditional form.

Incorporate lighting into the façade.

Traditional lantern.

Contemporary exterior light illuminating a sign.

Illuminate façades for nighttime viewing.

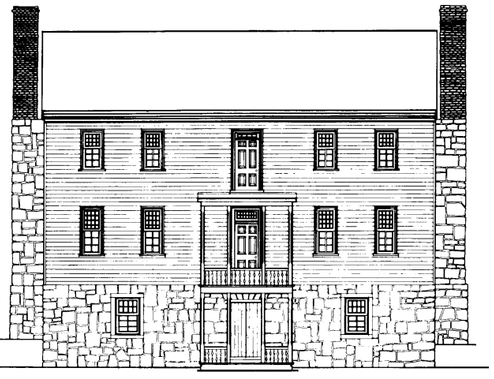
Lighting can accentuate the building.

Building Lighting

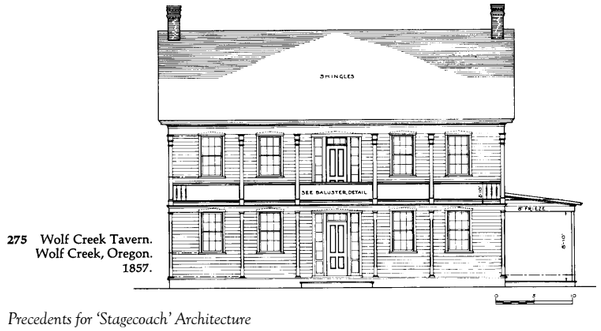
Directed building lighting should be provided to illuminate the building façade, signs, architectural elements/ornamentation, storefront displays, the public sidewalk, and entrances for the interest, security and the comfort of pedestrians at nighttime.

- Traditionally styled fixtures or appropriately scaled contemporary fixtures are recommended. Lighting should be in the form of goose-neck fixtures attached to the façade, or by means of accent pendants or sconces and should be coordinated with the building design to be in keeping with the style of architecture.
- 'After hours' lighting which illuminates the front of the storefront while contributing to a comfortable nighttime pedestrian experience is encouraged.
- Fixtures used for architectural lighting, such as façade, feature, and landscape lighting, should be aimed or directed to preclude light projection beyond immediate objects intended to be illuminated.
- Shield or arrange light sources to prevent glare toward pedestrians and vehicles. Lighting that is unshielded from view should be no more than 15 watts.
- Visible florescent bulbs, exposed exterior neon lighting, colored bulbs (except for seasonal decoration) and internally lit awnings are inappropriate. "Washing" the entire building façade is inappropriate.
- Conceal from view electrical boxes, transformers, utilities, and conduits.

8 Glen Fern. Philadelphia, Pennsylvania. 1733–1739, one-and-one-half-story height; c.1765, roof raised; 1853, ells added. A fine example, in the Delaware Valley vernacular, built of locally quarried schist, with balcony in place of the more typical pent roof.

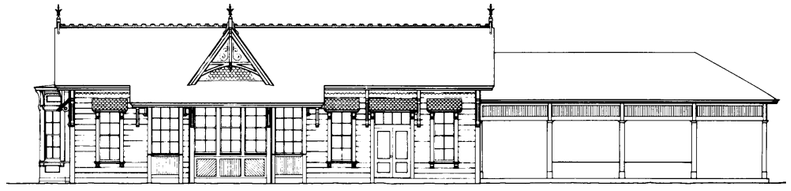


263 Netherland Inn. Kingsport, Tennessee. 1812. Now lacking the original porches and elevated walkway over adjacent stage route.

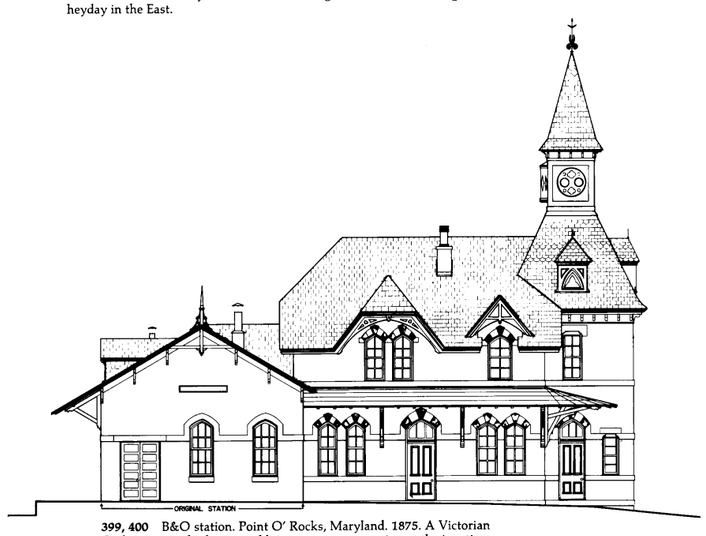


275 Wolf Creek Tavern. Wolf Creek, Oregon. 1857.

Precedents for 'Stagecoach' Architecture



396 San Francisco and San Jose Railroad Station. Menlo Park, California. C.1890 renovation of 1867 structure. A picturesque railroad station typical of the post–Civil War period of suburban expansion, with characteristic West Coast fidelity to and enthusiasm for Stick Style ornament almost a generation after the vogue had had its heyday in the East.



399, 400 B&O station. Point O' Rocks, Maryland. 1875. A Victorian Gothic station, built as an addition to an 1860s station at the junction of the Baltimore & Ohio main line and the Washington branch.

404 Railroad Station. Williamstown, Massachusetts. 1898. Representative of a type built during the peak years of rail modernization, electrification, and consolidation. Characteristic are the double-pitched roof and its canopy extensions.

Precedents for 'Railroad' Architecture

Non-Conforming Buildings

To reflect the unique history of Bartlett's early days as a transportation center in both the Stagecoach and Railroad eras, certain non-conforming buildings would be appropriate additions to the urban setting.

Early stagecoach stops across the country were not peculiar buildings, much different than what one would imagine to find in any small town, like a general store or stable house. Former residences often played the role of overnight lodging house, kitchen and stable to keep travel (and horse) fit for journey. Little of this kind of architecture has survived to the present day, largely because of the quick spread of railroads as the primary means of cross-country travel. Still, one could imagine a house or inn greeting weary travelers from Nashville heading to the West. The appropriate architecture for this period would be made of brick, stone or wood, one to two stories tall, with a long veranda or two-story porch, perhaps reached by exterior stair. Small outbuildings might house the kitchen or stables. The style would be simple and plain, Colonial in character.

The Railroad era has left us with a greater reservoir of precedents, as the railroad was the first building type devoted exclusively to transportation. Railroad station buildings were nearly always made of brick or stone, usually one story although the central portion might be two stories tall to provide the Station Masters with a view down the tracks. Long and low, these buildings were oriented alongside the tracks for boarding passengers and freight. Deep overhangs shielded the platforms from weather, while towers, turrets or rounded-shaped waiting rooms pronounced these buildings as important civic places. Styles varied from Victorian to Craftsman.

Nonconforming buildings should undergo special review to determine their appropriateness in Bartlett Station. Precedents and examples should be presented to show how the proposed building fits within historical precedents relevant to Bartlett Station and its history.

6.0 Appendix

Site Guidelines

Building Setbacks

____ Appropriate: Building aligned with street; 0 to 5 ft. setback or 42" wall; 5 to 15 ft. setback on corners; side wings distinct from main building; some elements may encroach upon setback.

____ Inappropriate: More than half of frontage set back from property line; encroachments between grade and 8 ft. height (ADAG).

Sidewalk Treatments

____ Appropriate: At least 8 ft. wide, 5 ft. unobstructed path (ADAG); street trees planted in wells with iron grates; private walks from parking to the street; concrete, brick accents, iron grates; ceramic tile at recessed building entry.

____ Inappropriate: Asphalt, sand, gravel paths.

Parking Lots

____ Appropriate: Location to rear of building; shared parking and driveways; driveways on side streets or alleys; 200 ft. between driveways, 150 ft. from intersection; screening 36 to 48 in. high; brick/stone walls, or brick piers with iron pickets; plant material maintained at 32 to 42 in. high; landscaping beds no less than 5 ft. wide; trees grouped for 50% shading in 7 years; 10% of lot area landscaped; no more than 8 stalls in a row; concrete or masonry curbing.

____ Not Preferred: Stucco covered concrete block; single trees in landscaping beds; drive through windows located at the rear of building.

____ Inappropriate: Parking between building and street (especially street corners); new driveways along Stage Road; chain link, split rail, wood and concrete block fencing; asphalt curbing.

Site Lighting

____ Appropriate: Poles 16 ft. high or less; bollards 4 ft. high or less; cut-off shields on lighting over 10 ft.; 1 to 3 footcandle light levels; lighting screened from view or with cut-off; suitable parking lot lighting.

____ Inappropriate: Low-pressure sodium, florescent, 'wall-pack' lighting.

Building Services & Service Areas

____ Appropriate: Loading, trash at rear of property; services screened from view; pipes and conduits not visible; shared service facilities; mechanical equipment inside building; rooftop equipment not visible; ground-level equipment screened from view; earthen berms, plant material or opaque fence screening; materials similar to the building; blank walls treated with architectural treatment or vegetation; screen services from rear entrances, alleyways and adjacent residential areas.

____ Inappropriate: Window air conditioners visible from street; visible equipment; outdoor vending machines; noise-generating equipment near residential.

Architectural Guidelines

Massing & Building Height

____ Appropriate: Two to three story buildings; progressive setbacks above third floor; 14 to 16 ft. ceilings at street; up to 14 ft. ceilings above.

____ Not Preferred: Columns, railings, planters, etc. to maintain facade line.

____ Inappropriate: One story buildings; angled building facades.

Facade Composition

____ Appropriate: 20 to 30 ft. wide store widths; symmetrical, repeated bays; composed elevations; two story buildings less than 75 ft. wide; three story buildings less than 125 ft. wide; base, middle and top expressed; transparency ground floor; human scaled elements.

____ Inappropriate: Large, featureless facades.

Cornice & Roof Shape

____ Appropriate: Articulated cornices, eaves and rakes; flat roofs with parapet walls; aligned cornice lines between buildings; emphasis on prominent corners; standing metal seam or slate roof; muted earth tones, natural metal colors; hidden mechanical equipment, vents.

____ Not Preferred: Sloped roofs 4-in-12 to 12-in-12 in pitch.

____ Inappropriate: Mansard, false mansard, gambrel, vaulted, domed or false roofs; clay tile, concrete tile, plastic, fiberglass, wood shake or shingles; high-intensity colors, white, bright, multi-colored finishes.

Storefront Design

____ Appropriate: Large horizontal display windows, kick plate, clerestory windows, recessed front entry, transom window, awnings, signage band, deep trim; 15 to 30 ft. wide shopfronts; ground floor and upper-story entrances; elements aligned horizontally; human-scaled elements; brick, stone, cast stone, ceramic tile, stucco, wood; wood or metal doors with large glass window.

____ Inappropriate: Covered or enclosed storefronts; synthetic stucco, vinyl or aluminum siding, metal panels; colored or mirrored glazing, glass block; divided light shop windows; inappropriate style.

Entrances

____ Appropriate: Distinctive main, secondary entrances; entrance at street corner; multiple tentant entries; recessed entrances; solid doors with large window; painted or varnished wood; transom window with address number; attractive rear entries; concealed security grilles.

____ Not Preferred: Painted or black anodized metal.

____ Inappropriate: Residential-style doors; bright metal finish; fully-glazed doors; security gates/grilles mounted on exterior; opaque shutters.

Upper-Floor Windows

____ Appropriate: Rhythmic/symmetric arrangement relating to storefront below; vertical proportions; aligned with adjacent buildings; recessed 'punched' openings; traditional elements of sash, lintel, sill, shutters, hoods, molding, etc.; double- or single-hung; one-over-one appearance; painted wood, metal or vinyl clad wood; clear or slightly tinted glass; window trim; shutters with right size, shape, mounting location.

____ Inappropriate: Simulated divided lights; metal screens or bars.

Porches & Verandas

____ Appropriate: Porches proper to style of architecture; wood or steel with proper traditional ornament and detail.

____ Inappropriate: Extention beyond the width of the sidewalk, columns interfereing with the flow of the sidewalk.

Materials

____ Appropriate: Facade: brick, stone, pre-cast concrete, wood, fiber-cement siding. Windows: wood, metal clad wood, anodized aluminum. Doors: wood, black anodized aluminum. Trim: wood, synthetic wood. Roofing: metal, slate. Paving: concrete, brick, clay tile.

____ Not Preferred: Stucco, EIFS as secondary material above ground floor.

____ Inappropriate: Existing material covered up. Facade: oversized brick, vinyl/aluminum siding, corrugated fiberglass/metal, concrete block, imitation stone, primarily stucco/EIFS, glass block, unpainted wood, tile, rustic materials. Windows: steel, bright aluminum, vinyl clad wood. Doors: residential style, steel. Trim: vinyl, stucco, EIFS, Fypon. Visible roofing: clay tile, cement tile, wood shake, asphalt shingle, roll roofing, bitumen. Paving: asphalt, gravel, sand.

Color

____ Appropriate: Muted earth tones with complimentary trim, accents (limited to doors, awnings, special details); compatible with nearby buildings; reference to historic color combinations.

____ Not Preferred: Pastels, grays primary tone; bright signs, banners.

____ Inappropriate: Painted brick in new construction.

Signs & Awnings

____ Appropriate: Proper awning size, scale, pitch, location, material; signage band with exterior lit surface lettering; projecting placard or medallion signs.

____ Not Preferred: Internally-lit letter signs on side or rear facades; cornice or parapet mounted signs; awnings on upper-story windows.

____ Inappropriate: Obscuring of architectural features; glowing, floodlit, blinking or flashing signs; fixed, oversized, continuous, backlit or glowing awnings.

Building Lighting

____ Appropriate: Traditional style and appropriately scaled fixtures; nighttime, feature lighting for pedestrian areas; sheilding and cut-offs to limit glare; concealed electrical boxes, transformers, conduits.

____ Not Preferred: Unsheilded lighting less than 15 watts.

____ Inappropriate: Visible florescent bulbs; exterior neon; colored bulbs; internally-lit awnings; 'washed' building facades.

Bartlett Station Public Meeting - June 19, 2003

During the kickoff meeting with the public, representatives from Looney Ricks Kiss Architects, Steve Auterman and Scott Henninger, presented examples of Design Guidelines from other cities, to demonstrate the ingredients that go into such a document.

The attendees were also asked to tell the designers what the good things and bad things were about Bartlett Station, and to tell the group of their personal vision for what the area might become one day in the future. From this information, the designers could begin research into possible design alternatives for discussion at the next meeting.

Steve Auterman answers questions regarding how Design Guidelines are written.

STRENGTHS

1. Mature Trees
2. Greenspaces/Parks
3. New and Improved Architecture

Ex. Storage buildings, Depot/Stage Coach Theme

4. High Visibility - Traffic
5. Fewer Lanes Near Railroad Crossing
6. Gazebos and Building at Tracks
7. Historic District
8. Destination
9. New Streetscapes Lighting/Signage
10. Steeples/Cupolas
11. Churches (Methodist)
12. Bartlett High School
13. Proposed Police Station
14. Museum
15. Revitalization (Energized)
16. More Vertical Elements (Architecture)
17. Surrounding Residential Area - Hear to Stay
18. Parks
19. Commissions

WEAKNESSES

1. Parking (Unscreened or not in the right location)/Inconvenient
2. Architectural Inconsistencies
3. Low Flat Buildings
4. Overhead Wires
5. Strip Centers are Pedestrian Unfriendly
6. Need for Traffic Calming - Traffic too Fast
7. Inappropriate Mix of Uses

Ex. Carwash in a pedestrian center/area

8. Lack of Screening/Poor Entrances (Town Square)
9. Older Commercial Centers (Bartlett Center)
10. "Good" Next to "Bad"
11. Needs for Additional Landscaping/Streetscape Improvements
12. Wood Power Poles and Location of Wires
13. Lack of a Theme for Power Poles and Stop Lights
14. Pedestrian Unfriendly
15. Vacant Buildings
16. Ownership That is Not Local (Uninvolved)
17. Lack of Color (Flowers)

VISION FOR THE FUTURE

1. Visually Consistent
2. Pedestrian Friendly Atmosphere
3. Fix the Clock/Up-to-Date
4. Façades/Entrances
5. Convenient Parking
6. Crosswalks Across Stage
7. Traffic Calming
8. Median Similar to Overton Square/Riverside Drive
9. Additional Stop Lights to Slow Traffic and Allow Pedestrian Crossing
10. Invigorate/Recreate Main Street

Introduce Street to Bartlett Station Plaza

11. Streetscape Improvements Near Schools
12. Pavers
13. Traditional with Modern Amenities (Architecture)
14. Gateway
15. Awnings/Canopies
16. Capture History of Stagecoach and Railroad in Architecture and to Bring in Visitors
17. Stagecoach Banners Using Stagecoach and Railroad Logo
18. Focus on Façade Improvements for One Story Buildings
19. Photos of Desirable Places

Tupelo/Oxford/Collierville/Brownsville

20. Balconies with Brick and Wrought Iron

Bartlett Station Public Meeting - July 17, 2003

The second public meeting was centered around the active participation where the public had the opportunity to view and vote upon alternative approaches to various aspects of development. By expressing their preference for certain photographed environments over others, the designers could then gauge which kind of approach and character was being sought after.

Participants strolled around looking at many boards which depicted different potential outcomes, marking those they favored with green dots, and those they did not favor with red dots. Together, the group shared their impressions and told of the reasons why they may have chosen certain views. The result was a clear picture of the kind of place they wished Bartlett Station would become. Their observations formed the basis of the Design Guidelines.

Participants discuss their choices.

General Character

Appropriate: Main Street Feel; Landscaping in the sidewalk (streetscape features); Streets that are too wide; Outdoor seating/dining; Building at the sidewalk; Architecture on both sides of street that creates enclosure; Continuous architecture; Some on-street parking; A sense of place; Architecture that relates to the human scale; Historical feel.
Inappropriate: Only Free Standing Buildings; Automobile oriented (Designed for vehicles and not pedestrians).

Architectural Style

Appropriate: Traditional Victorian Era; Contemporary interpretations of Traditional architecture with Some classical elements; Buildings with detail; Stagecoach; Classical/Colonial for institutional uses.
Inappropriate: Small one story; Residential; Modern/Contemporary Art Deco; Big box architecture.

Building Height

Appropriate: 2-story; Mix of heights.
Inappropriate: Only 1-story.

Façade Width/Rhythm

Appropriate: Depth; Repeated bays; Detail; Continuous character; Variety with Compatibility/consistent character.
Inappropriate: Flat façades; Long big box façades that are not broken up.

Building Massing

Appropriate: Depth; Additive forms (body/wings); Special forms or elements.
Inappropriate: Simple box form.

Entrances

Appropriate: Recessed; Inviting; Protected/Sheltered; Detail in character with the building.
Inappropriate: Flat/Shallow; Contemporary (steel aluminum); Full glass doors without detail; Opaque or solid door; Inaccessibility/many stairs.

Windows

Appropriate: Repeated vertically proportion windows (2nd story); Window head/Sills/Shutters.
Inappropriate: Minimal unacceptable; Continual ribbons or bands.

Storefronts

Appropriate: Transparency; Recessed entrances/Depth; Fine detail/Variety; Rhythm; Victorian.
Inappropriate: Contemporary/Modern; Plain/Featureless; Large continual expanses of glass or blank façades.

Roof Forms

Appropriate: Variety of forms with architectural interests.
Inappropriate: Residential side gables and dormers.

Materials

Appropriate: Brick; Siding Wood/Fiber cement; Stone and Stucco.
Inappropriate: No Vinyl/Aluminum siding; Metal panel; Concrete block.

Color

Appropriate: Traditional earth tones with accent and trim complimentary colors.
Inappropriate: Vibrant colors except in banners/awnings/signage.

Awnings

Appropriate: Wooden porch like elements; Fabric awnings over frames (canvas); Deep over hanging metal (Delta Architecture); Arcades are acceptable.
Inappropriate: Contemporary flat metal pans.

Porches and Verandas

Appropriate: 2+ stories with wood, EIFS, and iron balconies projecting 6′ to 8′.
Inappropriate: Shallow 4′ or less balconies with inadequate looking supports.

Exterior Signage

Appropriate: Medallion signs; Signage bands on building; Banner or hanging signs; Awning.
Inappropriate: Simple placards; Neon/modern signage; Painted on signs.

Lighting

Appropriate: Small scale accent lights compatible with architecture.
Inappropriate: Over lighting/glare (ex. gas stations).

Parking Lot Screening

Appropriate: Combination of landscaping and fencing.
Inappropriate: Poorly maintained landscaping; Too much hardscape/one material.

Sidewalk Treatments

Appropriate: Concrete and brick with planter/tree grates and decorative scoring.
Inappropriate: Plain concrete with no benches/landscaping, etc.

Screening of Services

Appropriate: Landscaping around low utility structures; Fully enclosed trash receptacles and large utility structures (brick, metal, wood, landscaping).
Inappropriate: No screening; Visually transparent enclosures.

Applicable City Ordinances

The Bartlett Station Design Guidelines do not contain a complete and comprehensive list of all the requirements placed on development in Bartlett Station. Refer to the applicable ordinances and standards to determine the legal requirements for your site. For your convenience, those ordinances that pertained to the area at the time of publication are listed below. Please see the City of Bartlett web site for an up-to-date listing of applicable requirements at http://www.cityofbartlett.org/.

The Main Street (MS) Commercial Overlay District (Article VI, Section 26 of the Zoning Ordinance) (link #1 below) applies to all the land in Bartlett Station zoned C-G General Business. The MS development standards (together with proposed public parking under consideration) reduce building setbacks and encourage greater utilization of undeveloped and underdeveloped property in Bartlett Station.

The Zoning Ordinance (#2) contains a special provision for Planned Residential Development in Bartlett Station (PRD-1) (Article VI, Section 3A). This allows detached single-family homes on lots as small as 34 feet wide and 3,500 square feet in area, with a maximum of seven (7) dwelling units per gross acre and a minimum 20% open space requirement. A checklist of requirements for such a development is also available (#3).

The Sign Ordinance contains special provisions for Bartlett Station (#4). These provisions also are covered in the "Summary of Bartlett Sign Ordinance" (#5).

See the "Bartlett Station" section of the City of Bartlett Web site (#6) for updates to development provisions.

Links

1. http://www.cityofbartlett.org/pdfs/ord01-08.pdf
2. http://www.cityofbartlett.org/pdfs/zng_ord.pdf
3. http://www.cityofbartlett.org/pdfs/prd1_chk.doc *(MS Word)* *or* http://www.cityofbartlett.org/pdfs/prd1_chk.pdf *(Adobe PDF)*
4. http://www.cityofbartlett.org/pdfs/bstasgns.pdf
5. http://www.cityofbartlett.org/pdfs/signtbl2.pdf
6. http://www.cityofbartlett.org/bdscomms/bsc.htm