

## 1. Architectural Guidelines

The goal of the Design Guidelines is to balance the diversity of project architecture with the objective of developing the imagery associated with a historic downtown theme.

All development within the boundary of the Historic Downtown shall be built in the 'Traditional Main Street' architectural style in order to contribute to the visual cohesiveness and distinct sense of place found only within this special area of Alpharetta.

The Design Review Board (DRB) has adopted design standards city-wide, including the 'Traditional Main Street' architectural style for Historic Downtown. For review purposes, the design related sections of this document are considered an extension of the DRB guidelines. Therefore, all proposed building developments within the boundary of the Historic Downtown which meet the design guidelines established herein may be approved administratively and are not subject to review by the Design Review Board (DRB) unless DRB review is requested by the developer or Staff. (This provision does not apply to signs.)

The 'Traditional Main Street' architectural style is reminiscent of buildings produced between the mid 1800's to early 1900's and most closely resembles the Georgian Revival Style, (examples of style elements are included at the end of Chapter 6.) This style is characterized by its attention to detail and liberal use of ornamentation on building elevations. In Alpharetta, however, this style was interpreted in a somewhat simpler manner with less ostentation than would be found in more affluent communities of that time period. For example, elements such as columns were used extensively in Alpharetta; however, the column capitals and shafts were rarely carved or fluted. Yet, even the simplest commercial buildings maintained an established principle of dividing the elevation into distinct sections to maintain scale and proportion.

**The pedestrian (base) level** is characterized by a higher level of detail in the use of finish material and ornamentation because this level is the most visible. The elevation has the greatest amount of movement, texture and complexity at the street level.

**The middle (shaft) level** is characterized by the arrangement of windows and manipulation of finish material such as changes in brick work or relief work in plaster. A change of material or change in pattern in the same material signifies the separation between this level and those that precede and follow it.

**The top (capital) level** is characterized by a continuous projecting element (cornice) that visually caps the building. This is a significant feature of the

Traditional Main Street style which was often enhanced with dentils or other applied accents.

The Traditional Main Street architectural style requires the use of brick, wood, stucco or plaster (or synthetic equivalents) as the exterior finish material. Materials such as aluminum, glass block and anodized bronze were not used and are not appropriate for this style.

The Traditional Main Street architectural style is also characterized by the following features (and depicted graphically in Chapter 6, Architectural Context.)

Pedestrian Level	Middle Level	pattern and • Top Level
<ul style="list-style-type: none"> <li>• columns</li> <li>• double doors at entry</li> <li>• colonnade</li> <li>• awnings over doors and windows</li> <li>• corner entry</li> <li>• transom windows</li> <li>• divided pane windows</li> <li>• decorative light fixtures</li> <li>• decorative sills</li> <li>• planter boxes</li> <li>• pilasters</li> </ul>	<ul style="list-style-type: none"> <li>• two story porches</li> <li>• projecting balconies with bracket supports and roof</li> <li>• columns in relief on elevations</li> <li>• decorative balustrade</li> <li>• symmetry</li> <li>• painted surfaces</li> <li>• signs incorporated into elevation design</li> <li>• repetitive window window lintels and sills accented by change of materials or pattern</li> </ul>	<ul style="list-style-type: none"> <li>• multiple chimneys projecting above roof line</li> <li>• dormers</li> <li>• brackets at cornice (roof) line</li> <li>• pitched roof</li> <li>• flat roof</li> <li>• decorative cornice</li> </ul>

**2. Streetscape Guidelines**

Landscaping

Landscaping shall be provided in accordance with the standards established for the designated locations. Note that spacing dimensions are intended as a guide to layout and quantities and will be adjusted for each site plan. For example, consideration will be given to clustering trees and benches where appropriate rather than spacing them evenly to meet standard code requirements.

Old Milton Parkway

'Brookside' tree placement: Willow Oaks 40' o.c. Alternate with Crape Myrtles centered in the middle of each (Choctaw east of GA 400 and Tuscarora or Tuskegee west of 400)

Granville lights 80' o.c. - dark green east of GA 400, black west of GA 400.

Bench- 1/ 100 lf

Medians: Crape Myrtles staggered 8' o.c. in blocks of 8 under planted with Dwarf Yaupon Holly and ends of beds to be planted with dwarf lemon yellow daylilies. Alternate with blocks of Holly (Savannah, Foster, or Nellie Stevens) staggered 8' o.c. and ends of bed to be planted with Knockout roses. Plantings shall allow for a minimum visual clearance of 24' at the end of each median which shall be planted with daylilies or other ground cover.

Widths of less than 2' shall be brick pavers (no plants).

Wills Park and other green space: Willow Oaks 60' o.c. alternate with 3 Yoshino cherries 15' o.c.

#### North Main Street

Hybrid Red Maples 50' o.c. Alternate with 2 Seminole or Tuscarora Crape Myrtles centered in the middle of each

Granville lights 50' o.c. – green Bench- 1/ 50 lf

Medians: Seminole or Tuscarora Crape Myrtles staggered 10' o.c in blocks of 10 under planted with Knockout roses. Alternate with blocks of Nellie Stevens Holly staggered 8' o.c. and ends of bed to be planted with low ornamental shrubs. Plantings shall allow for a minimum visual clearance of 24' at the end of each median which shall be planted with dwarf daylilies or other ground cover.

Widths of less than 2' shall be brick pavers (no plants).

#### Milton Ave., Church St, New roads 'A' and commercial section of Roswell Road

Allee Elms 60' o.c. Alternate with 2 Okame Cherries 15' o.c. Concentrated retail blocks shall be similar to the existing downtown planting of Allee Elms and tree-form Foster Holly

Granville lights 30' o.c. - green

Bench- 1/ 25 lf

Medians: Okame Cherries 15' o.c. under planted with Dwarf Yaupon Holly and ends of beds to be planted with dwarf lemon yellow daylilies or Blush Knockout roses. Plantings shall allow for a minimum visual clearance of 24' at the end of each median which shall be planted with daylilies or other ground cover.

Widths of less than 2' shall be brick pavers (no plants).

#### New roads 'B', 'C', 'D' and 'E'

Nuttall or Overcup oaks 40' o.c. Alternate with 3 Muskogee Crape Myrtle 8' o.c

Granville lights 80' o.c. - green

Bench- 1/ 50 lf

#### Roswell/ Canton St

Portions of this street have large existing trees which will remain. Where gaps are greater than 60', flowering trees such as Yoshino Cherries and Hybrid Dogwoods shall be planted, approximately 25' o.c. Nuttall and Overcup oaks shall be planted 100' o.c.

Granville lights 80' o.c. - green

Bench- 1/ 50 lf

#### **Buffer plants**

Cryptomeria japonica, Magnolia grandiflora, Cedrus deodora (sun), large growing hollies

**Parking lot hedges**

Osmanthus x gulftide

Cleyera

Compacta, Dwarf Yaupon and Dwarf Burford hollies

**Accent plants**

Blush Knockout roses

Ornamental grasses

Indian Hawthorne

Nandina (not dwarf)

Vines: Confederate Jasmine, clematis, Boston ivy, creeping fig



### **Street Furnishings**

Street furnishings provided on private property (such as benches, light poles, brick paving and trash cans) shall match the comparable item provided on public property.

1. Benches shall be Timberform Restoration bench, Model 2118-6 evergreen caspax -7 powder coated cast iron frames, Alaskan Cedar slats, surface mounts, purchase from Columbia Cascade Company 1975 SW 5<sup>th</sup> Avenue, Vancouver, WA 98064 or equivalent.
2. Trash Cans shall be Timberform Renaissance litter container, with domed top and lock, painted Sherwin Williams Alpharetta Green or equivalent.
3. Light poles shall be 12' Granville pole from Hapco, with Granville light fixture from Holophane, paint with Sherwin Williams Alpharetta Green or equivalent.
4. Brick shall be Palmer Brick Manufacturing, style 123-8A, 4"x8", PT4PR No. 11 or equivalent.

### **Focal Point Features**

Focal Point Features shall be incorporated at the following locations:

1. At the northeast and northwest corners of the intersection of the New Road and Old Milton Parkway
2. At the northwest corner of Hwy. 9 and Old Milton Parkway
3. On all four corners of Roswell St. and Old Milton Parkway
4. On all four corners of any New Roads and Milton Avenue

## **3. Signs**

Signs permitted for property within the Historic Downtown district shall follow UDC requirements except as follows:

1. Where there is access into a business from the rear of a building (for customers and/or delivery), an additional wall sign of 10 sq. ft. in size shall be allowed above or adjacent to the rear access door.
2. When signs are placed on awnings instead of on walls, the permitted size of the sign may be increased by 25% .
3. To maintain the historic appearance, signs shall not be internally illuminated or utilize raceways. Signs shall be illuminated through the use of decorative, period fixtures such as goose neck lights.
4. The location of signage shall be incorporated into the building elevation design.

## **4. Color Palette.**

Colors within the Historic Downtown shall maintain a Traditional Main Street appearance without the use of primary or novelty colors. Approved paint colors for Historic Downtown include the color palette of American Tradition paint by

Valspar, The Olympic Inspired Collection for Exteriors by Olympic Paints, (both available at Lowe's) or exact equivalent colors.