

**CITY OF HINESVILLE**

**DESIGN GUIDELINES**  
**DOWNTOWN OVERLAY DISTRICT**



*Revised: March, 2008*



## Overview

In March of 2003, the City of Hinesville adopted the Redevelopment Master Plan developed by W.K. Dickson in conjunction with city staff. As part of this Master Plan, the Downtown Overlay District was created. The general boundaries of the downtown redevelopment overlay district may be those properties extending the distance from the Fort Stewart boundary at West General Stewart Way to the intersection of East General Stewart Way and East Oglethorpe Highway, westerly on West Oglethorpe Highway to the intersection of East General Screven Way, northeast along General Screven Way to the boundary of Fort Stewart. This overlay district is shown in Figure 1.

Figure 1. Hinesville Downtown Overlay District



Source: City of Hinesville Overlay District Maps. W.K. Dickson

Design guidelines for the overlay district were established as part of the process. These guidelines provide the foundation for consistency of the look of the overlay district which creates the sense of place and enhances the aesthetics of the area. These guidelines are summarized in general requirements and/or strategies and then the detailed information regarding elements such as streetscape requirements, building materials and architectural elements are provided. The following information has been identified



and incorporated from the overlay district design guidelines developed by W.K. Dickson as part of the Hinesville Downtown Redevelopment Master Plan.

## Summary - Design Guidelines

A summary of the guidelines are shown below. This summary provides the focus of the guidelines and what they are intended to accomplish. Specific details pertaining to these guidelines follow the summary.

### **Design Guideline 1**

Provide wayfinding to the Urban Core that includes two (2) Gateway Monuments at Oglethorpe Hwy. (US84) and General Screven Way, and another at Oglethorpe Hwy. (US84) and Washington Avenue. Provide directional signage utilizing a pole (standard) that matches pedestrian light fixtures in materials, color and texture. Add two (2) informational kiosks at the proposed Veteran's Monument location and another at the southeast corner of Washington Avenue and Main Street. Promote a seasonal banner program for the Urban Core Area on main Street, (Washington Avenue to General Screven Way), Memorial Drive (Fort Stewart to Main Street), Washington Avenue (Main Street to Oglethorpe Hwy.), and Martin Luther King, Jr. Drive (Main Street to Oglethorpe Hwy.)

### **Design Guideline 2**

Follow GDOT guidelines for roadway and streetscape construction on state roadways and initiate communication with reviewers to assist with options for enhancements and flexibility of design.

### **Design Guideline 3**

Provide signage regulations for businesses and storefronts in the Overlay District Area that are fair, functional and aesthetically superior.

### **Design Guideline 4**

Provide landscape buffer along off-street parking areas that are 15' wide on Oglethorpe Hwy., General Screven Way, Memorial Drive, Washington Avenue and General Stewart Way, and Martin Luther King, Jr. Drive. Landscape buffers are also to be 15' wide on remaining streets and roads within the Overlay District.

### **Design Guideline 5**

Locate existing off-street parking behind commercial and mixed-use buildings where practicable. All new commercial and mixed-use construction must have off-street parking located behind buildings to shield the view from the street.

### **Design Guideline 6**

Apply traffic calming measure to Main Street, Memorial Drive, Washington Avenue, Martin Luther King, Jr. Drive and Gause Street.

### **Design Guideline 7**

Upgrade traffic signal poles and lights on Main Street, Memorial Drive, Washington Avenue and Martin Luther King, Jr. Drive that match pedestrian light poles in color and appearance.



**Design Guideline 8**

Provide uniform vehicular lighting for Streetscape Level 2 and Streetscape Level 3 roadway corridors that match decorative main Street pedestrian lighting in color and appearance. Poles should include manufacturer provided banner arm attachments.

**Design Guideline 9**

Above ground utilities that rely on poles and guyed wires for support should be placed underground where practicable. Partial burial and relocation to the rear of properties would be considered a viable option as approved by the Design Review Board.

**Design Guideline 10**

Parking lot buffers must meet CPTED requirements including a maximum height of twenty four inches (24") for shrubs and six feet (6') to canopy tree lower branching structure.

**Design Guideline 11**

The Historic Urban Core streetscape should include "bulb-out" areas for seating, outdoor vending and dining.

**Design Guideline 12**

The City of Hinesville should follow the recommended streetscape design provided in these guidelines with variations in color and texture to express an individual theme.

**Design Guideline 13**

Special project features should be considered to create a theme or image unique to them.

**Design Guideline 14**

Encourage the development of social space through bulb-out areas and mini plaza space between buildings.

**Design Guideline 15**

Provide two levels of lighting: 20'-25" roadway lighting and 10' – 12' pedestrian lighting.

**Design Guideline 16**

Use Cabbage Palms on Level 1 Streetscape corridors as a "signature tree" .

**Design Guideline 17**

Canopy trees should be installed in bulb-out areas and plaza spaces where shade and massing are required.

**Design Guideline 18**

Use canopy street trees in Streetscape Level 1 and Level 2 areas. Canopy trees are used at the right-of-way to create a corridor effect and sense of enclosure. Median tree planting should be limited to flowering trees and understudy tree for Streetscape Level 2.



**Design Guideline 19**

Use incentives for façade renovations to assist owners and shopkeepers. Include matching funds for construction or design assistance programs.

**Design Guideline 20**

Bring older buildings back to their “original charm” where possible by removing false exteriors and boarded windows.

**Design Guideline 21**

“Dress up” windows on all buildings, including vacant or unused structures, to create a sense of activity and vibrancy.

**Design Guideline 22**

Encourage the use of historic elements on the storefront through techniques suggested within these guidelines.

**Design Guideline 23**

Identify historic elements of existing buildings and community consistency with adjacent buildings.

**Design Guideline 24**

Use building materials that are readily available in order to recreate the image and design of historic structures.

**Design Guideline 25**

Building design should include traditional elements and create an acceptable balance.

**Design Guideline 26**

Maintain a “main street” appearance and a pedestrian friendly design, a high percentage of the storefronts should be glass, oriented on the streetscape.

**Design Guideline 27**

Use canopies as a strong, established design element that provides shade and the opportunity for cost-effective storefront signage.

**Design Guideline 28**

Coordinate signs within building massing to enhance the character of the buildings and to allow each building individual expression.

**Design Guideline 29**

Use transoms to allow natural light into the store.

**Design Guideline 30**

Finish rooflines with cornices or trim.

**Design Guideline 31**

Recess storefront entries to provide a strong entrance to a building.



### **Design Guideline 32**

Use kickplates below storefront windows to enhance the historical appeal of the streetscape.

### **Design Guideline 33**

Service entries are important to the storefront because they provide access for delivery and pick-up services. When service entrances can be seen from the street or by potential pedestrian traffic, carry your storefront design through to the back of the building.

### **Design Guideline 34**

Return the second story (where available) into usable space for leasing to tenants for use as an office space.

## **Details - Design Guidelines**

The detailed design guidelines provide specific guidance with regard to a range of elements that combine to create a sense of place. These detailed elements are grouped in categories which include:

- Utilities
- Parking
- Landscaping
- Streetscape
- Architectural Elements

### **Utilities**

- Utilities should be underground when feasible
- The length of the proposed underground facilities for each permit application must not exceed one mile (5,280 linear feet.)
- The proposed design of the facilities must also comply with the applicable local, city and state ordinances.
- Any deviations from the approved engineering design plans during construction must be pre-approved by City staff prior to proceeding with the work.
- Failure to provide accurate as-built drawings within thirty (30) days after the certified date of inspection will result in denial of future permit application requests.
- Any work outside the public right-of-way will require permission from property owners and may require a building permit from the City of Hinesville Department of Inspections



## Parking

### Off-street parking requirements:

Stalls	9'0" x 18'0"
Driving Lanes	24'0" wide
Total Cross Section	60'0" wide

### Landscape buffering requirements:

- 15' wide "landscaped" area between vehicular use areas and the back of curb (b.o.c.) that includes:
  - One canopy tree per 40' linear feet of frontage
  - Trees minimum 3" caliper and 12' height
  - One accent understory tree per 50' linear feet
  - 33 shrubs per 100' linear feet of frontage
  - Shrubs minimum 24" height and 24" width at time of planting
  - 8' minimum width sidewalks
  - 5' grassed strip between back of curb and sidewalk in Streetscape Level 2 areas.

### Vehicular Use Area Interior Landscaping requirements (parking areas > 1500 sq ft.):

- All rows of parking spaces should contain no more than twelve (12) parking spaces in any such row
- Where a landscaped area between abutting tiers of parking is provided, one (1) canopy tree will be provided for each forty (40) linear feet of landscaped area.
- All rows of parking spaces terminate in a required landscaped area. Each area should contain a minimum width of 400 square feet and include one (1) canopy tree.
- The remaining area should be surfaced with shrubs, ground cover, grass or other landscape material

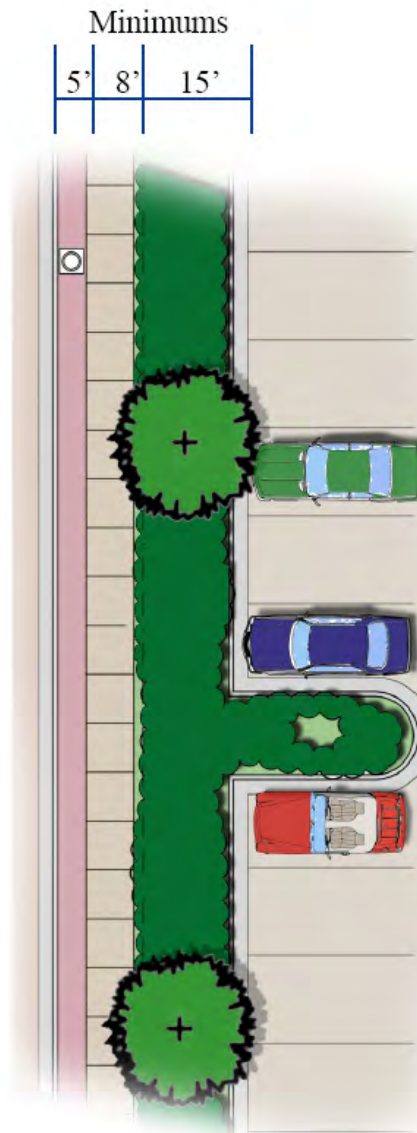
In vehicular use areas where the strict application of these requirements seriously limit the function of the parking area, such as off-street loading areas, the required landscaping may be located near the perimeter of the paved area. The required interior landscaping that is relocated as described should be in addition to the perimeter landscaping requirements.

The front of a vehicle may encroach upon any interior landscaped area or walkway when that area is at least four and one-half (4-1/2) feet in depth per abutting parking space and protected by curbing. Two (2) feet of such interior landscaped area or walkway may be part of the required depth of each abutting parking space. No tree or shrub more than two (2) feet in height should be planted within two (2) feet of the edge of the landscaped area. The front of a vehicle should not encroach within any perimeter-landscaped area

Figures 2 and 3 provide illustrations of these requirements.



Figure 2 Overlay District Parking.



Source: City of Hinesville Overlay District. W.K. Dickson





## Landscaping

All plants must meet the requirements of the American Standard for Nursery Stock used for the State of Georgia.

### 1. Trees

Canopy trees requirements:

- Average mature spread or crown of greater than twenty (20) feet
- Native to the Coastal Georgia area
- Have trunk(s) which can be maintained in a clean condition with over five (5) feet of clear wood.
- Cabbage palm trees may be substituted for large canopy tree at a three to one (3:1) ratio, as a part of a landscaping plan.
- Palms should not be utilized in fulfilling more than thirty (30) percent of the requirements
- Tree size immediately after planting:
  - Twelve (12) feet in height
  - 4 to 5 foot spread
  - 3 inch caliper trunk

Trees of species whose roots are known to cause damage to public roadways or other public works should not be planted closer than six (6) feet to these public works, unless the tree root system is completely contained within a barrier for which the minimum interior dimension is 20' x 20' and five (5) feet deep.

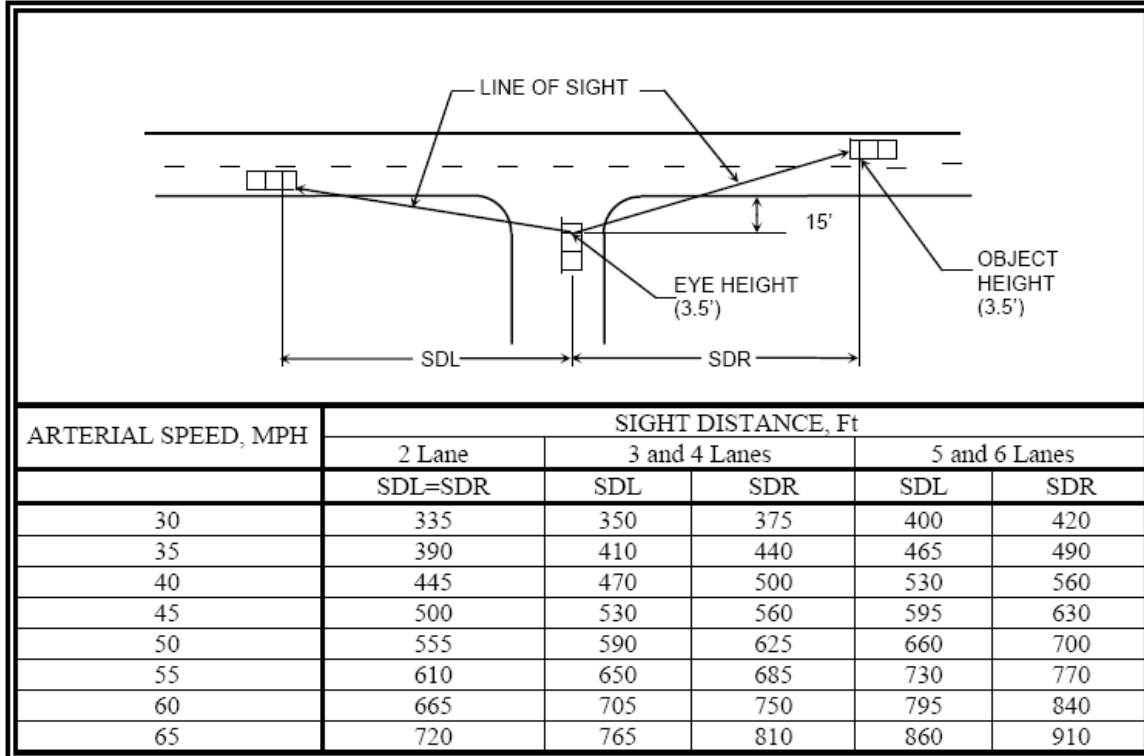
### 2. Shrubs and Hedges

Shrub requirements immediately after planting:

- Minimum of two (2) feet in height
- 24-inch spread in a minimum 3-gallon container

Hedges, where required, should be planted and maintained so as to form a 36 inch high continuous, unbroken, solid visual screen within one (1) year after time of planting.

Appropriate sight distances must be maintained where driveways intersect roadways. Planting should be 2.5 to 6 feet from the property lines. Landscaping, except required grass or ground cover, should not be located closer than three (3) feet from the edge of any accessway pavement. Adequate sight distances should be designed to standards in GDOT Regulations for Driveway and Encroachment Control, which are as follows.



These standards apply to undivided highways. If a highway is divided, then the sight distance requirements should be increased to account for the additional width of the median that must be crossed.

### Streetscaping

The streetscape zone is described as the area from the curb to the right-of-way. Streetscape systems may be the single most important factor in determining the “image” of a downtown community. **Streetscape systems** include parking, pedestrian nodes and plazas, sidewalk accommodations, pedestrian furnishings, street trees and landscaping, decorative lighting and other special features including fountains, sculpture and kiosks.

### Level 1 Corridors

Facility	From	To
South Main Street	General Screven Way	Washington Avenue
East M L King, Jr. Drive	Main Street	Oglethorpe Highway (US 84)
Liberty Street	Main Street	Oglethorpe Highway (US 84)

### 1. Pedestrian Nodes & Bulb-Outs

- Function as mini-plazas on the streetscape
- Shaded with canopy trees
- Located at intersections and/or mid-block
- Extend twelve (12') feet into the roadway



## 2. Sidewalk Accommodations

- Minimum width: 11'0"
- Preferred width: 13'6"
- Preferred sidewalk paving materials:
- Concrete Paving is installed at the building face right-of way
  - Allows access at varying elevations
  - Eliminates the need for steps
  - Provides a consistent neutral color and texture at the ground plane and building interface.
- Hexagonal paving system used for the pedestrian zone or "pathway".
  - Fine grade saw-cut concrete paving can replace the hexagonal pavers where there are cost considerations.
  - The concrete interlocking pavers occupy a minimum forty-two (42") inch verge for the back of curb to the hexagonal paver area.
- Verge area minimum 3'6"
  - Verge area accommodates all vertical streetscape elements
- Outside vending areas should occupy the sidewalk zone closest to the building face
  - Minimum functional area: 5'0"
  - Preferred functional area: 7'0"



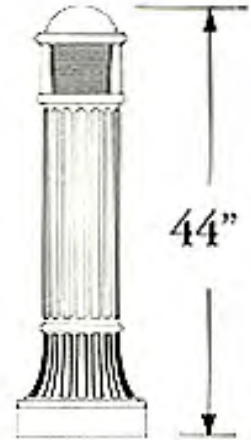
## 3. Recommended Furnishings:

- **Bench** Hyde Park Bench  
Landscape Forms  
[www.landscapeforms.com](http://www.landscapeforms.com)
- **Trash Receptacle** Ashebrooke A403-FT  
BRP Enterprises  
[www.brponline.com](http://www.brponline.com)
- **Bicycle Rack** Bike Bollard RB4-03-SM  
BRP Enterprises  
[www.brponline.com](http://www.brponline.com)
- **Tree Grate** Conquistador 42"-48" sq.  
Ironsmith  
[www.ironsmith.com](http://www.ironsmith.com)
- **Moveable Planter System**  
Senora Series TF4055  
Terraform  
[www.wausautile.com](http://www.wausautile.com)





- **Lighting**
  - Maximum 12' mounting height for pedestrian fixtures
  - Spaced forty feet (40') or eighty feet (80') alternating side to side.
  
  - **Pedestrian Light Standard 12' high**  
Traditional Globe L50-SE-SFO  
Lumec  
[www.lumec.com](http://www.lumec.com)
  
  - **Bollard** (lighted or non-lighted):  
Columbia BOL/C44/12/LW  
Unique Solutions  
[www.holophane.com](http://www.holophane.com)



Source: Hinesville Overlay District. W.K. Dickson

#### 4. Street Tree Planting

- Siting for street trees is within the “verge” between the back-of-curb and pedestrian sidewalk zones.
- GDOT requires 75% native street trees and 40% native shrubs and ground covers
- Potential street trees:
  - Cabbage Palm (*Sabal palmetto*)
  - Allee Elm (*Ulmus parvifolia Emer II*)
  - Live Oak (*Quercus virginiana*)
  - Laurel Oak (*Quercus laurifolia*)



## 5. Understory and flowering trees

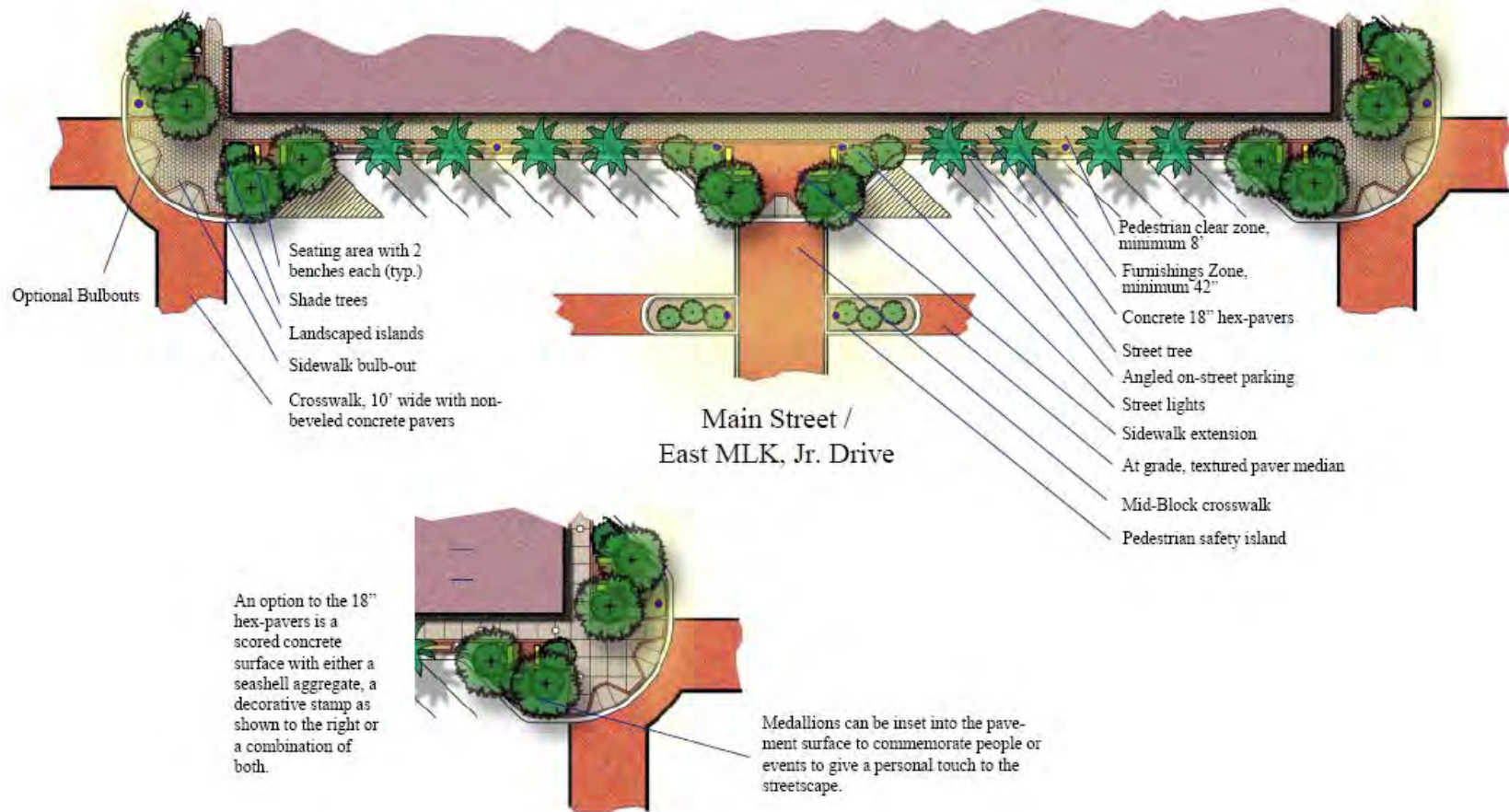
- Installed on bulb-out and areas that are physically constrained by buildings, utilities or traffic safety.
- Potential understory and flowering trees:
  - Crape Myrtle “Tuskegee” (red, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Tuskegee” (red, multi-trunk) *Lagerstroemia indica*
  - Crape Myrtle “Natchez” (white, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Natchez” (white, multi-trunk) *Lagerstroemia indica*
  - Crape Myrtle “Choctaw” (pink, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Choctaw” (pink, multi-trunk) *Lagerstroemia indica*
  - East Palatka Holly *Ilex x attenuata*
  - Savannah Holly *Ilex x attenuata*

The list of shrubs and ground covers available in Coastal Georgia is quite extensive and will be left to the discretion of the Design Review Board.

A graphic of the Level 1 streetscape is found in Figure 4.



Figure 4. Overlay District – Level 1 Streetscape



Source: Hinesville Overlay District. W.K. Dickson



## Level 2 Corridors

Facility	From	To
Oglethorpe Highway (US 84)	General Screven Way	General Stewart Way
General Screven Way	Fort Stewart Boundary	Oglethorpe Highway (US 84)
General Stewart Way	General Screven WaySR 38 Connector	Oglethorpe Highway (US 84)
EG Miles Pkwy / W Hendry Street	General Screven Way	Main Street
Memorial Drive (realigned)	Fort Stewart Boundary	Oglethorpe Highway (US 84)
Washington Street	Oglethorpe Highway	Main Street

### 1. Sidewalk Accommodations

- Minimum width: 8'0"
  - Constructed from 4" concrete reinforced with wire mesh
  - At driveways, constructed from 6" concrete reinforced with wire mesh
- Verge area minimum 6'0"
  - Verge area accommodates all vertical streetscape elements

### 2. Recommended Furnishings:

- **Bench** Hyde Park Bench  
Landscape Forms  
[www.landscapiforms.com](http://www.landscapiforms.com)
- **Trash Receptacle** Ashebrooke A403-FT  
BRP Enterprises  
[www.brponline.com](http://www.brponline.com)
- Benches and trash receptacles placed at selected locations near intersections
- Mandatory placement at transit stops
- **Lighting**
  - Maximum 12' mounting height for pedestrian fixtures
  - Spaced forty feet (40') or eighty feet (80') alternating side to side.
  - **Pedestrian Light Standard 12' high**  
Traditional Globe L50-SE-SFO  
Lumec  
[www.lumec.com](http://www.lumec.com)
  - **Vehicular Light Standard 25' high**  
Columbia Cast Iron Steel Teardrop Crystalite;



Source: Hinesville Overlay District  
W.K. Dickson



22' pole, Single Arm Road Edge.  
 Unique Solutions  
 www.holophane.com



Source: Hinesville Overlay District  
 W.K. Dickson

### 3. Street Tree Planting

- Siting for street trees is within the “verge” between the back-of-curb and pedestrian sidewalk zones.
- GDOT requires 75% native street trees and 40% native shrubs and ground covers
- Potential street trees:
  - Cabbage Palm (*Sabal palmetto*)
  - Allee Elm (*Ulmus parvifolia Emer II*)
  - Live Oak (*Quercus virginiana*)
  - Laurel Oak (*Quercus laurifolia*)

### 4. Understory and flowering trees

- Installed in medians and other areas that are physically constrained by buildings, utilities or traffic safety.
- Potential understory and flowering trees:
  - Crape Myrtle “Tuskegee” (red, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Tuskegee” (red, multi-trunk) *Lagerstroemia indica*
  - Crape Myrtle “Natchez” (white, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Natchez” (white, multi-trunk) *Lagerstroemia indica*
  - Crape Myrtle “Choctaw” (pink, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Choctaw” (pink, multi-trunk) *Lagerstroemia indica*
  - East Palatka Holly *Ilex x attenuata*
  - Savannah Holly *Ilex x attenuata*

The list of shrubs and ground covers available in Coastal Georgia is quite extensive and will be left to the discretion of the Design Review Board.

### Level 3 Corridors

Connector roads with commercial or a commercial-residential mix, including, but not limited to, the following corridors:

Facility	From	To
North Main Street	Washington Avenue	General Stewart Way
Court Street	South Gause Street	Oglethorpe Highway (US 84)
Commerce Street	Martin Luther King, Jr. Drive	Washington Avenue
Carter Street	South Main Street	Oglethorpe Highway (US 84)
Bradwell Street	Washington Avenue	General Stewart Way
South Wellborn Street	General Screven Way	Court Street
North Wellborn Street	Court Street	Washington Avenue
Fraser Circle	General Screven Way	South Gause Street
Liberty Street	South Main Street	Oglethorpe Highway (US 84)
East Hendry Street	South Main Street	Oglethorpe Highway (US 84)





**1. Sidewalk Accommodations**

- Minimum width: 6'0"
- Preferred width: 8'0"
- Verge area minimum 6'0"
  - Verge area accommodates all vertical streetscape elements

**2. Recommended Furnishings:**

- **Lighting**
  - Maximum 12' mounting height for pedestrian fixtures
  - Spaced forty feet (40') or eighty feet (80') alternating side to side.
- **Pedestrian Light Standard 12' high**  
 Traditional Globe L50-SE-SFO  
 Lumec  
 www.lumec.com

**3. Street Tree Planting**

- Street trees located between sidewalk zone and roadway.
- Use canopy trees when trees are absent
- Preserve existing canopy trees whenever possible
- Potential street trees:
  - Cabbage Palm (*Sabal palmetto*)
  - Allee Elm (*Ulmus parvifolia Emer II*)
  - Live Oak (*Quercus virginiana*)
  - Laurel Oak (*Quercus laurifolia*)

**Level 4 Corridors**

Facility	From	To
Commerce Street	Liberty County Courthouse	Hendry Street
Ryon Avenue	South Main Street	Oglethorpe Highway (US 84)
Gause Street	General Screven Way	General Stewart Way
Multi-use trails as identified in the City of Hinesville Redevelopment Master Plan		

**1. Sidewalk Accommodations**

- Preferred width: sixteen feet (16') to twenty feet (20').
  - Concrete inter-locking pavers
- Multi-use trails, a width of ten feet (10') to twelve feet (12')
  - Asphalt
- Multi-use trails adjacent to an existing roadway
  - Eight feet (8') minimum
  - Ten feet (10') maximum
  - Four inch (4") deep concrete reinforced with wire mesh.



## 2. Recommended Furnishings

- **Bench** Hyde Park Bench  
Landscape Forms  
[www.landscapiforms.com](http://www.landscapiforms.com)
- **Trash Receptacle** Ashebrooke A403-FT  
BRP Enterprises  
[www.brponline.com](http://www.brponline.com)
- **Bicycle Rack** Bike Bollard RB4-03-SM  
BRP Enterprises  
[www.brponline.com](http://www.brponline.com)
- **Lighting**
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  - **Pedestrian Light Standard 12' high**  
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Lumec  
[www.lumec.com](http://www.lumec.com)
  - **Bollard** (lighted or non-lighted):  
Columbia BOL/C44/12/LW  
Unique Solutions  
[www.holophane.com](http://www.holophane.com)

## 3. Street Tree Planting

- Siting for street trees is within the “verge” between the back-of-curb and pedestrian sidewalk zones.
- Potential street trees:
  - Cabbage Palm (*Sabal palmetto*)
  - Allee Elm (*Ulmus parvifolia Emer II*)
  - Live Oak (*Quercus virginiana*)
  - Laurel Oak (*Quercus laurifolia*)

## 4. Understory and flowering trees

- Installed in areas where there are space restrictions
- Potential understory and flowering trees:
  - Crape Myrtle “Tuskegee” (red, single trunk) *Lagerstroemia indica*
  - Crape Myrtle “Tuskegee” (red, multi-trunk) *Lagerstroemia indica*
  - Crape Myrtle “Natchez” (white, single trunk) *Lagerstroemia indica*
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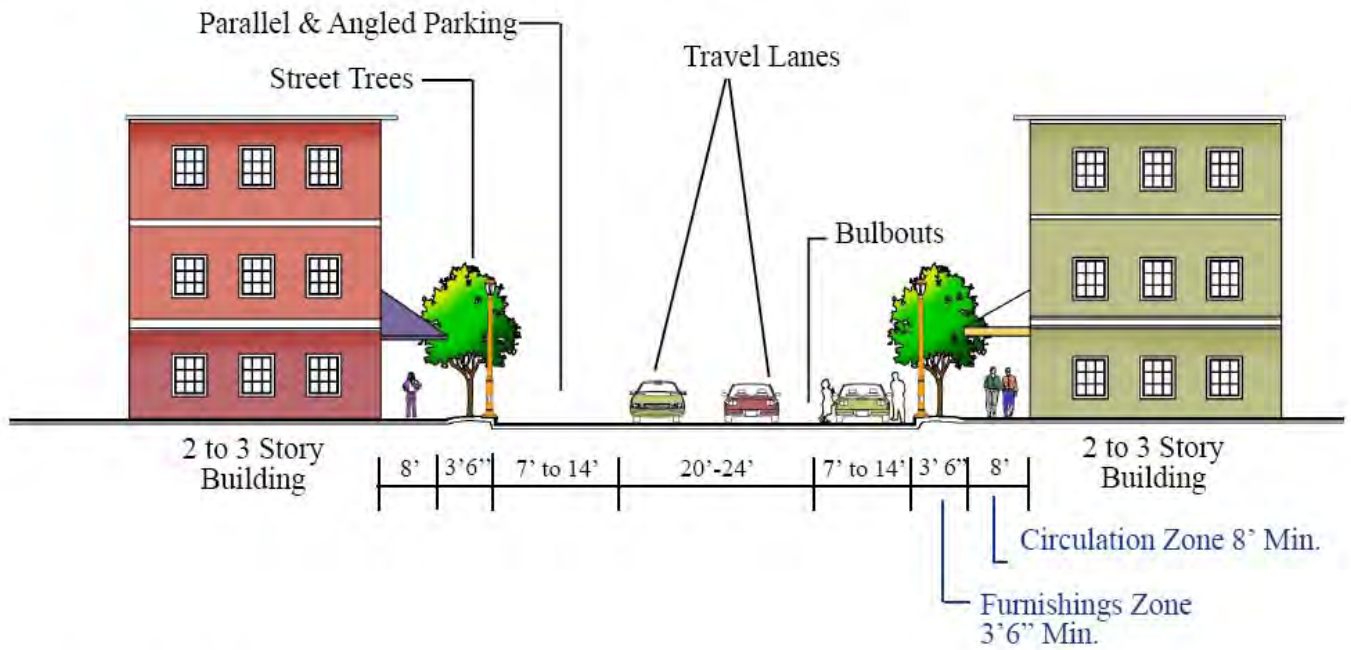
The list of shrubs and ground covers available in Coastal Georgia is quite extensive and will be left to the discretion of the Design Review Board.

Graphics depicting each streetscape are found on the following pages.



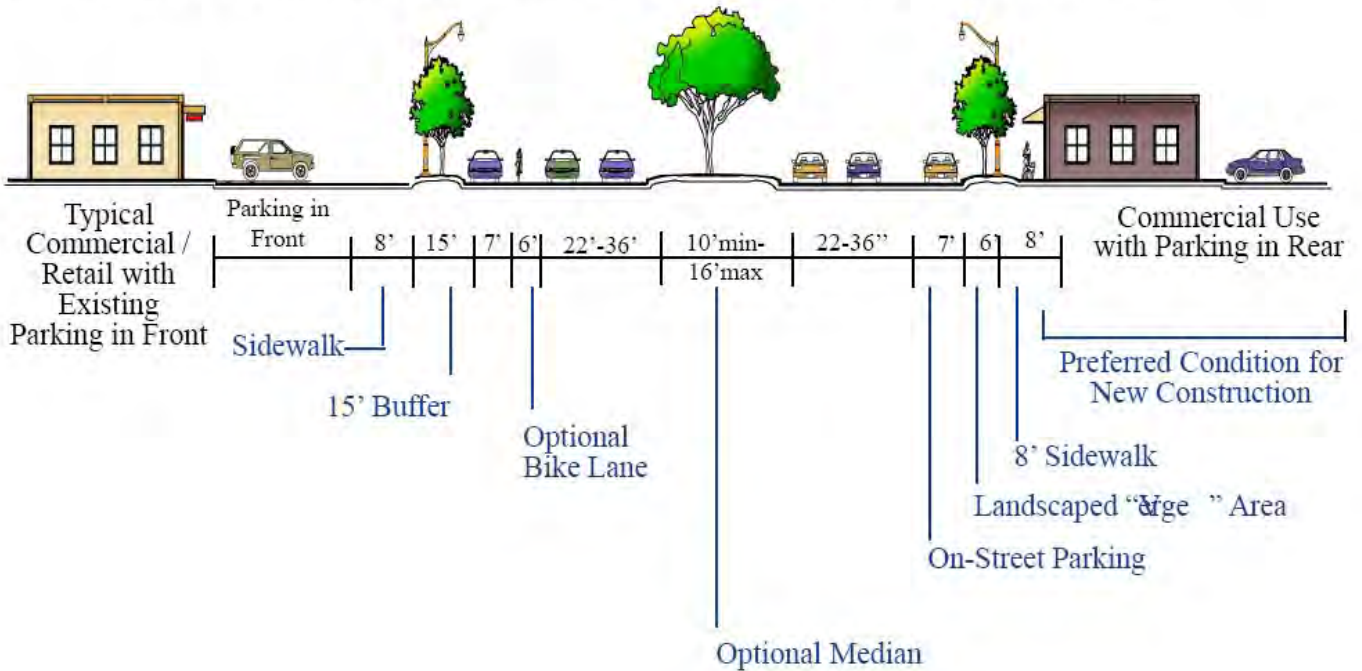
### Streetscape Level 1

Main Street and East Martin Luther King, Jr. Drive and Liberty Street.



### Streetscape Level 2

Oglethorpe Highway, General Screven Way, Memorial Drive, East Washington Avenue (no median), General Stewart Way (no median), E.G. Miles Parkway (Screven to Main).

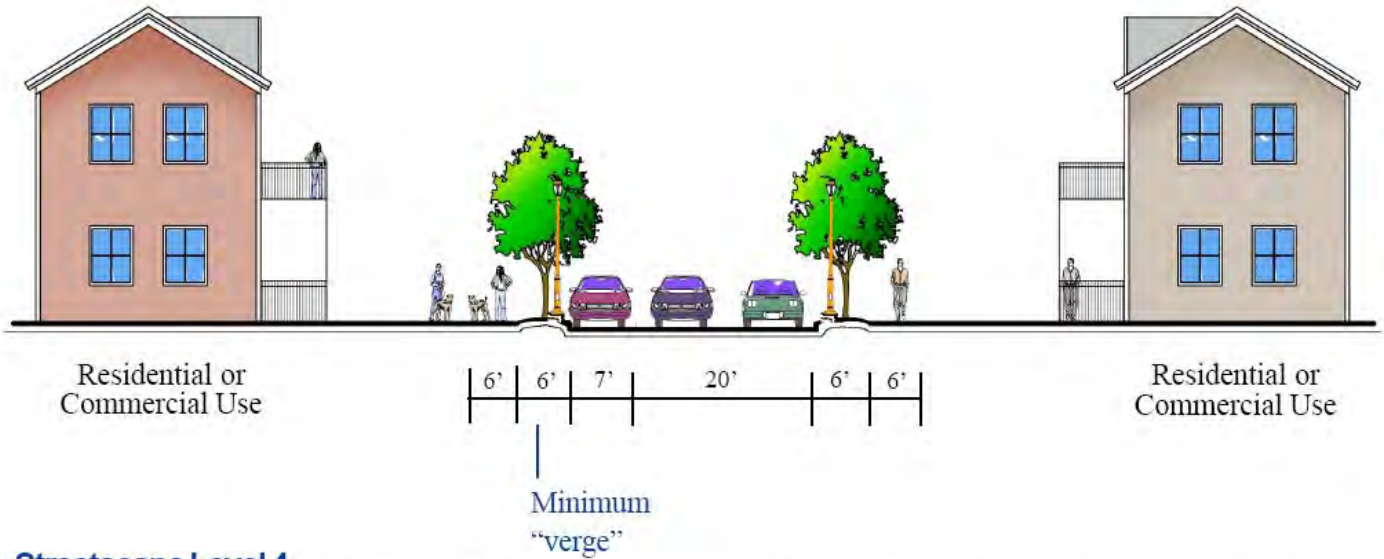


Source: Hinesville Overlay District. W.K. Dickson



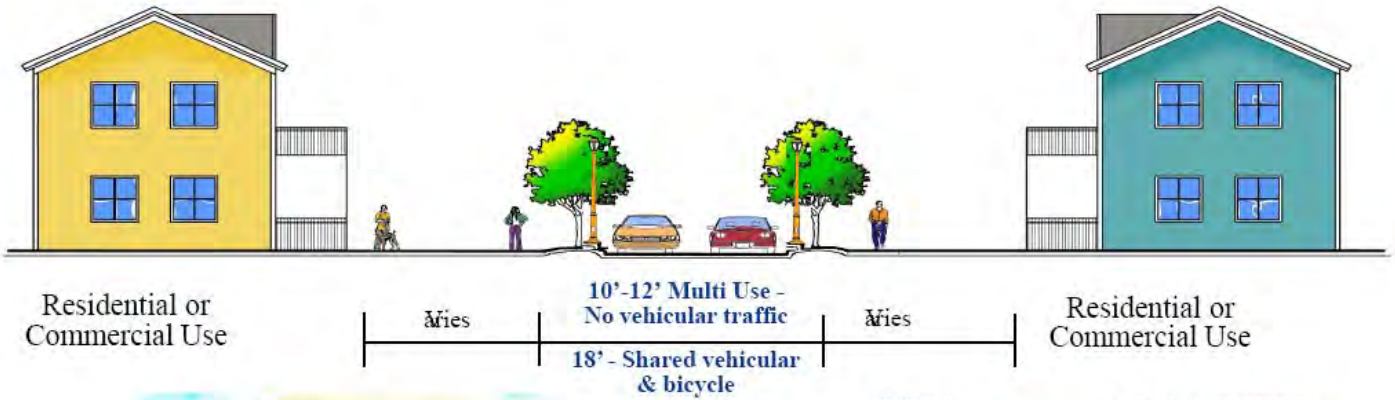
### Streetscape Level 3

Commercial and residential connectors.



### Streetscape Level 4

Shared-use streets and multi-use trails, Commerce Street from Liberty County Court House to Hendry Street and Midway Street, Also, multi-use trails as identified in the City of Hinesville Redevelopment Master Plan.



Multi-Use Trail



Shared-Use

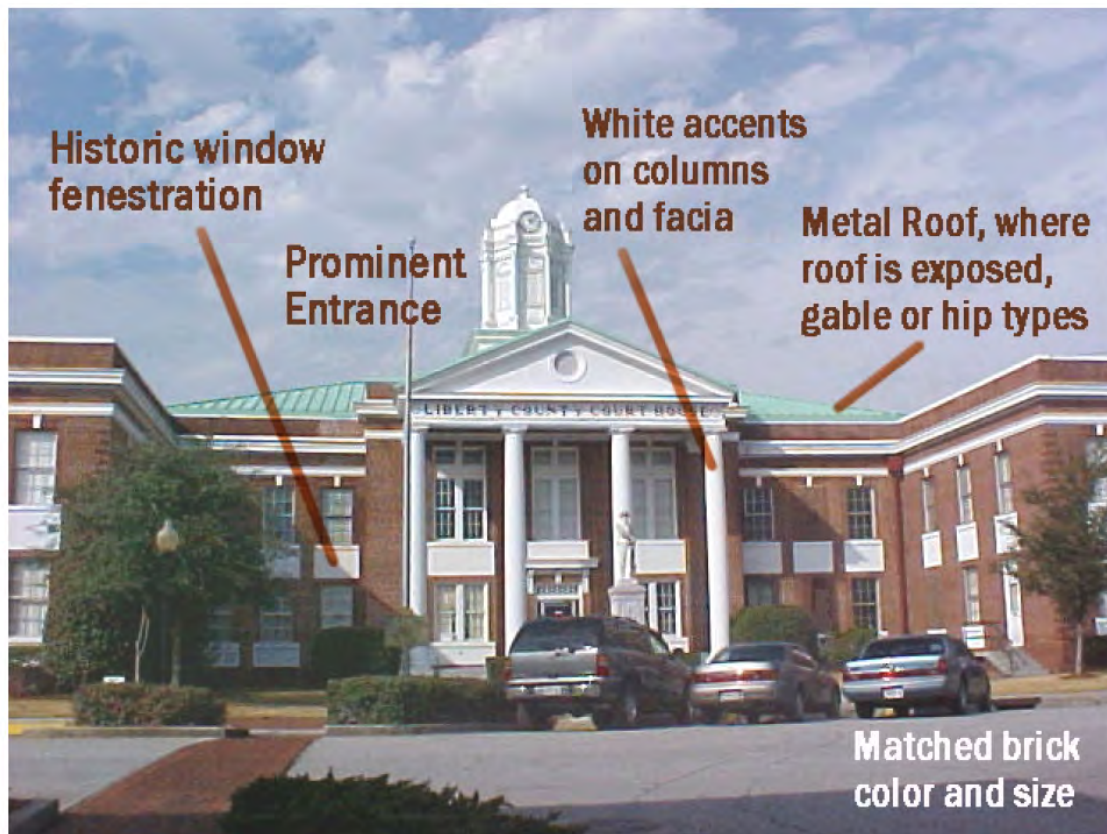
Source: Hinesville Overlay District. W.K. Dickson



## Architectural Standards

### 1. Building Character

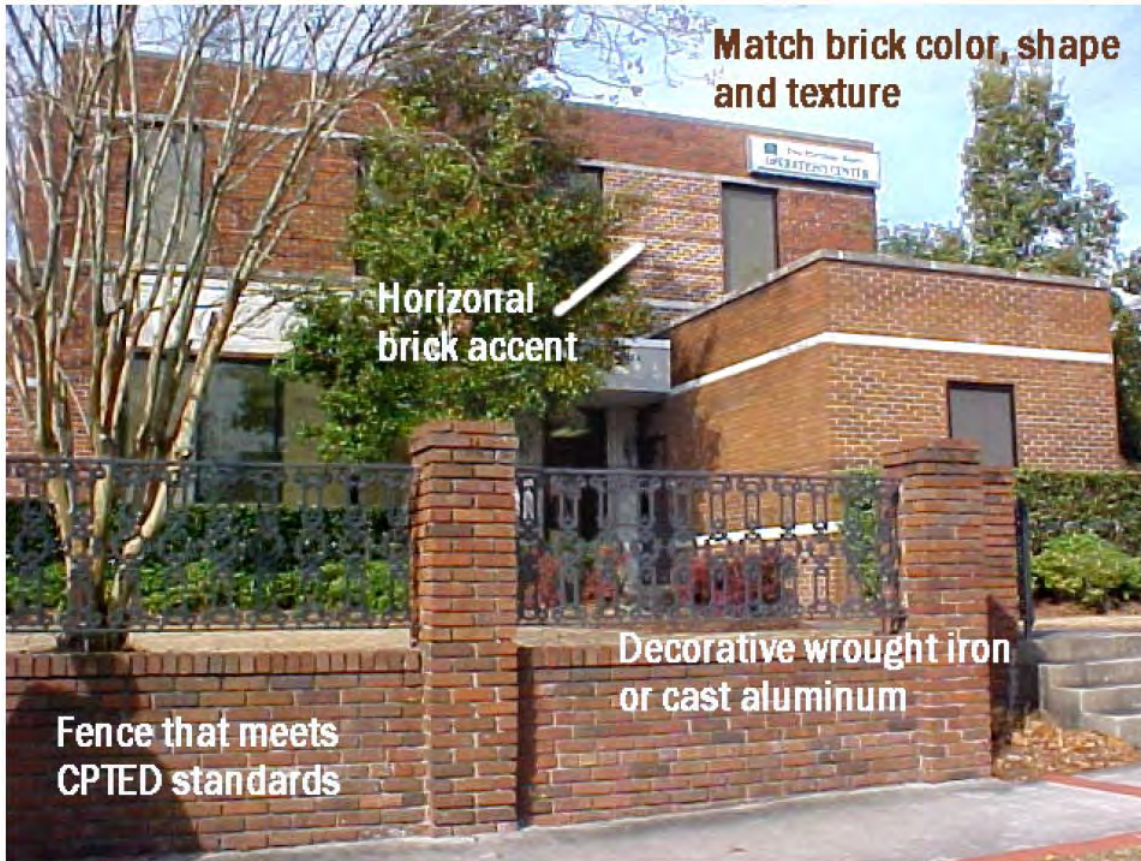
- 4 Buildings identified as image makers for Historic Urban Core and Overlay District
  - Liberty County Courthouse
  - Old Jail
  - Heritage Bank
  - Coca-Cola Building
- New structures should include similar design motifs, including color, texture and architectural elements



Source: Hinesville Overlay District. W.K. Dickson



Source: Hinesville Overlay District. W.K. Dickson



Source: Hinesville Overlay District. W.K. Dickson

## 2. Siting

- Parking lots are to be located behind proposed structures with buffers and landscaping

## 3. Roof/Canopies/Materials

- No free-standing, flat-roofed canopies
- All roof structures for main and ancillary buildings or canopies must be contiguous and match color, material, and texture.
- Brick facades are required for all new commercial buildings
  - Window fenestration that mimics the historic building examples.

## 4. Historic Urban Core Storefronts

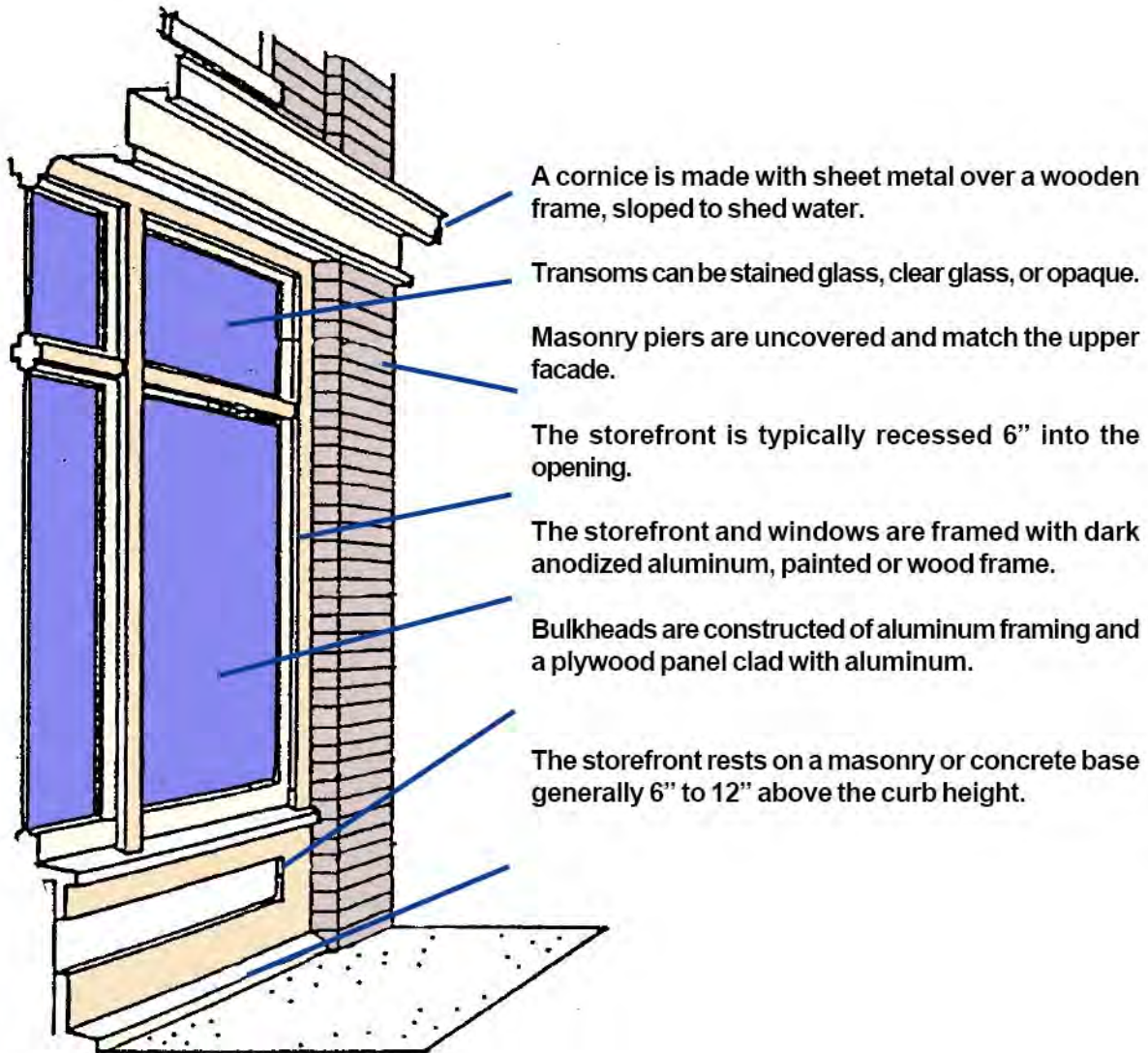
- Modify storefronts with traditional materials.
- Modern materials should be used when excessive cost becomes an issue.
- Consider a storefront as a frame for the windows





- **Materials**

- Storefront constructed with contemporary materials



Source: Hinesville Overlay District. W.K. Dickson



- **Design Continuity**

- Maintain the existing pattern of building widths.
- Avoid visually dividing a building into a number of small facades.
- Facade improvements should use traditional storefront design and similar architectural features to maintain continuity (i.e., color, canopy, window treatment).

- **Alignment**

- Maintain the alignment of storefronts from the sidewalk edge.
- Entrance areas and porticos may be set back as long as the dominant portion aligns with the sidewalk.
- Use front display windows as a larger percentage of the storefront

**Correct**



*Front display windows comprise a large percentage of the storefront*

**Incorrect**

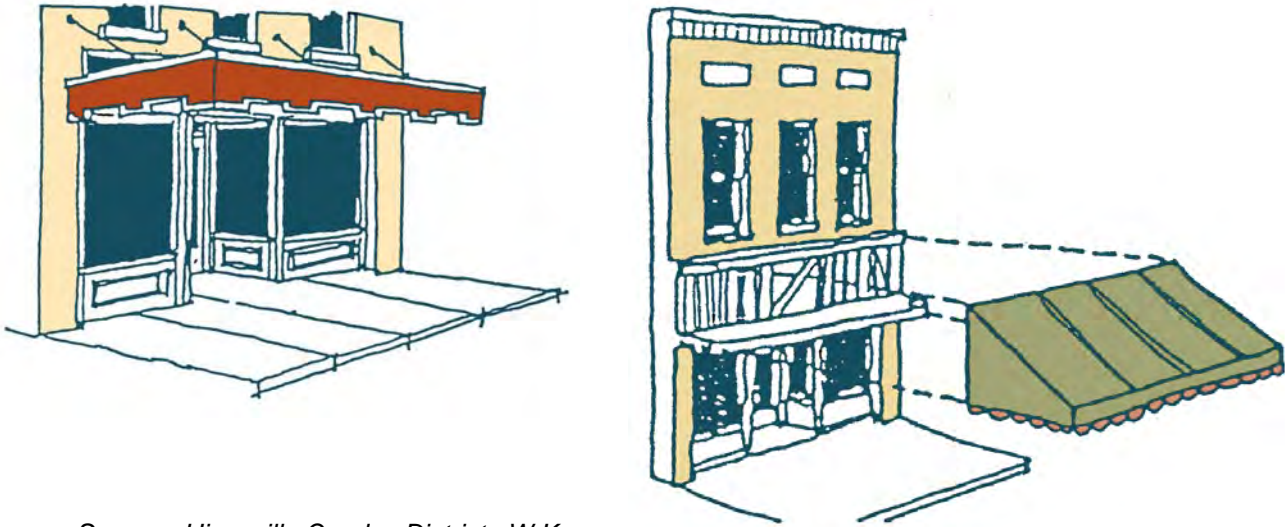


*Storefront is situated too far from the sidewalk edge*

*Source: Hinsdale Overlay District. W.K. Dickson*

- **Canopies**

- Canopies are defined as the platforms or awnings suspended over the pedestrian zone
- Aluminum awnings or canopies generally detract from the historic charm of a facade.
- A flat canopy can be dressed up by using a twelve to twenty-four inch awning valance,
- Unattractive features can be disguised by mounting an awning over a problem area while maintaining the proportions of a traditional storefront.



Source: Hinesville Overlay District. W.K. Dickson

- **Signs**

- Fit signs within the architectural features of the facade.
  - Signage should be subordinate to the building design and
  - Should not block the view of the buildings' architectural detail.
  - Align signs on an individual building
  - Where possible, coordinate size, color and type of architectural style.
  - Consider using symbols as signs, i.e., shoe shape for a shoe store.
  - Keep the number of signs on the storefront to a minimum
  - The lettering used on the signage should be easy to read, contained, simple and properly proportioned.
  - Use materials compatible with the building.
  - Recommended materials include:
    - Brass plates,
    - Carved or painted wood,
    - Applied wood on metal lettering
    - Etched, sandblasted or gilded glass.
  - Enhance the historic charm of the downtown area with local signage.
  - Unacceptable materials include
    - Internally lit thermo formed plastic letters
    - Imitation wood grain materials,
    - Fluorescent colored paints or plastics.
  - Design lighting and mounting hardware is an integral part of the sign.
  - Lighting and mounting should be coordinated with architectural elements of the building and indirectly lit.



- **Transoms**
  - Closed transoms are encouraged to be included in re-design.
  - Stained glass windows allow the light to shine to the back of the store and reduce heat gain that results from unblocked sunlight through clear glass.
  - Transoms can be designed to incorporate your signage to enhance the storefront appearance
  
- **Cornices**
  - Cornices provide a building “cap” and help frame the facade.
  - Every effort should be made to restore the historic cornice to its original appearance.
  
- **Entries**
  - All entrances should be recessed when possible from the sidewalk.
  - Entrance doors should have large glass panels.
  
- **Kick Plates**
  - Storefront kick plates are encouraged and enhance the historical appearance of a building.
  - Masonry kick plates are most appropriate.
  - Kick plate heights should be aligned with adjacent building kick plates for continuity
  
- **Storefront Design**
  - A storefront should fit “inside” the original opening created by the pairs of pilaster of the building and not extend beyond the storefront.
  - There generally is, and should be, more glass on the lower facade.
  
- **Back of Buildings / Service Entries**
  - Advertise the storefront from the service entry using complimentary signage.
  - If service entry can be viewed by pedestrian traffic, the area should be kept safe and clean
  
- **Upper Stories**
  - Signs should not dominate the surface on second story buildings.
  - Upper story windows should not be boarded up or painted over.
  - Like storefronts, the size, proportion and “rhythm” of the upper story windows should be similar to that of the surrounding buildings.