



Design Guidelines

CHAPTER 4: BUILT ENVIRONMENT

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BUILDING MASS & SCALE

Overview

Building mass and scale includes the basic characteristics of building size, height and design that influence how it is perceived from the street or sidewalk, and how the building relates to neighboring development. Details about height limitations can be found in the Land Use Regulations (Chapter 2). The Design Guidelines build on those standards to address additional mass and scale considerations such as those discussed below and on the following pages.

Intent of Standards

A building that relates to its immediate context, and adjacent human activity helps unify the community experience and character.

Human Scale

A sense of human scale is achieved when one can reasonably interpret the size of a building by comparing features of its design to comparable elements in one's experience. Using building materials of a familiar dimension such as traditional brick is an example, as is using windows of similar dimensions.

GENERAL STANDARDS

Use articulation techniques, height variation, and setbacks to establish a sense of scale in the design of a larger building.

- Use materials that convey scale in their proportion, detail and form.
- Define the ground floor with a canopy, fenestration, change in materials or building step back
- Step back a larger building mass from the street wall when possible to reduce looming effects
- Use moldings, columns, a change in material or offset in the wall plane to break up long wall places and define vertical building modules.
- Use vertical articulation to express traditional facade widths where a new larger building is adjacent to existing smaller-scale buildings.

- Use moldings, a change in material, or a wall offset to provide horizontal expression
- *Harmonize relationships between buildings, streets, and open spaces*
- Relate building scale and massing to the size and scale of existing buildings
- Modulate building massing vertically and/or horizontally to a scale compatible to its context.
- Since Lumpkin County has topographic changes, shape new development to respond to those changes and blend naturally into the landscape.
- Shape the height and bulk of taller buildings with respect to views from important vantage points around the county.



> Example of buildings at varied heights that are appropriate for the Gateway Corridor Overlay District.



> Example of a building that step back towards less intensive uses that are appropriate for the Gateway Corridor Overlay District.



> Avoid large blank walls which are more susceptible to graffiti



> Design buildings with a variation in height that works with the existing topography changes

Variations in Height

Varied heights, including differences in roof form and parapet height, can help a building appear to be a combination of parts that better relate to the mass and scale of existing buildings.

Stepbacks

Stepping taller building heights away from lower-scaled neighbors and providing a front yard setback adjacent to smaller-scale buildings, encourages a comfortable pedestrian environment and helps new larger-scale buildings fit in.

Building Articulation

Vertical or horizontal changes in materials, texture, or wall plane can divide the mass and scale of a building into smaller parts that relate to traditionally-scaled buildings, provide a sense of human scale.

CHAPTER 4

BUILDING MATERIALS

Overview

The choice of materials and texture has great significance and can affect the long-term appearance and maintenance of the built environment. Exterior building material is directly related to the durability of the building against weathering and damage from natural forces. Materials can be classified based on their application as either a primary or an accent material. Primary materials are the dominant materials of a building's exterior walls and typically comprise 75% to 90% of each building face. Accent materials are utilized to provide

architectural interest and variety on a building and typically comprise 10% to 25% of each building face.

Intent of Standards

These requirements are intended to complement the surrounding environment and existing building types. Building materials should emulate Lumpkin County's history that can be seen in Downtown Dahlonega's historic architecture. Materials should also blend in with the mountainous landscape and natural wooded setting of Lumpkin County.

GENERAL STANDARDS

Use materials to convey a sense of human scale and visual interest.

- Apply trim, metal- and woodwork, lighting, and other details in a harmonious manner, consistent with the proportions and scale of the building(s).
- Use changes in material to express human scale while assuring that the overall composition of the building design remains intact and does not appear overly busy.
- Select building materials, such as architectural details and finishes that convey a sense of permanence.
- Do not use large panelized products or other materials that produce extensive featureless surfaces.
- Earth tone building materials that have a pleasing visual texture, such as stone and brick, are strongly preferred.

- Metal exterior wall cladding panels are the only permitted metal that may be used as an exterior wall material (excluding architectural accents). Corrugated metal, residential-grade aluminum siding, shipping containers, and pre-engineered metal buildings are prohibited.
- The type of detailing of building materials should be consistent on all sides of a structure. Materials used on primary facades, if not used for the entire building, should return along secondary sides a minimum distance based on visibility be utilized on secondary sides to maintain visual consistency.
- Building wall materials may be combined on each facade only horizontally, with the heavier material below the lighter material.
- Use white or reflective paint on rooftops and light paving materials to reflect heat away from buildings and reduce the need for mechanical cooling.



> Use changes in material to express human scale. Materials such as stone and wood that emulate the mountainous surrounding landscaping is desired by the community.



> Example of a mixed-use building that has combined materials split horizontally.



> Example of an appropriate use of metal on a building in the Gateway Corridor Overlay District.



> Example of materials that are desired on a small, office building.



> Example of a pre-engineered metal building that is not permitted in the Gateway Corridor Overlay District.



> Transparent materials such as glass should be balanced with solid, durable materials such as stone, steel, high-grade wood, and masonry.

CHAPTER 4 SIGNAGE



Existing Conditions showing cluttered signage in Lumpkin County

Overview

Signs are very common in our society and necessary at some circumstances to convey messages, business advertisement, etc. However, it is important to recognize that they are not standalone objects on the landscape. They coexist with other signs, buildings, streetscape, people, vehicles, and innumerable other elements. Even though signage needs to convey its message, it needs to respect the environment where it is meant to work.

Intent of Regulation

Today, the Lumpkin County Gateway Corridor has an abundance of inconsistent signage that at times, appears to litter the natural hillsides of the county, as referenced in the image above.

This page focuses on how signage can be effective without visually overwhelming the Gateway Corridor Overlay District. The signage standards shown below and referenced visually to the right, shall apply to all new signage erected in the Gateway Corridor Overlay District.

GENERAL STANDARDS

Improve the streetscape by reducing visual clutter of signage.

- At large retail developments, provide maps and signs in public spaces showing connections, destinations, and locations of public facilities.
- Limit the total number of colors used in any one sign.
- Select sign materials that are durable and compatible with the design of the facade on which they are placed.

- In general, a maximum of one business wall sign should be installed per business frontage on a public street.
- In commercial and mixed-use buildings with multiple tenants, develop a coordinated sign program establishing uniform sign requirements that identify appropriate sign size, placement, and materials.
- If a sign is externally illuminated, only indirect lighting is permitted.



> Example of signage that uses materials that are durable



> Example of appropriate entry signage



> Example of appropriate monument signage for commercial development



> The top rated image for signage per the Visual Preference Survey (view Appendix A.5)



> Signage with moving digital screens can be distracting



> Streetscape is cluttered with excessive signage that lacks compatibility in color, height, size, and material.