



Residential Design Guidelines

"Catch the Excitement"

Welcome to Marietta!

During the next 24 months, over \$344 million in new development offering over 900 residential housing options at 11 convenient locations will be under construction in the heart of Marietta. Exciting changes are taking place all over the city because of a defined vision our citizens helped create.

While embracing the importance of quality development in Marietta, city leaders recognize the need to establish a standard for sustainable design.

In an effort to serve both the citizens of the city of Marietta and the development community, city leaders have designed this brochure to serve as a guide for developers in designing residential products.

Four-Sided Architecture

12-11-06 Amended Definition:

Four-sided architecture involves a process during the building design phase of incorporating design elements into each of the four sides of the building while pairing economic feasibility with sustainable design.

Design elements on all sides of a building are compatible with the front elevation and/or the adjacent buildings. Architectural elements such as, but not limited to, window mullions, shutters, masonry exterior veneers, cornice detailing and window casing should demonstrate consistency on all four sides of the structure. This eliminates “brick front” or “3 sides brick” architecture and addresses the design and detailing of a building as opposed to the exterior finish material. If the budget requires the use of less expensive finish materials (i.e. siding or batten in lieu of stone or brick), the transition to these materials should be done at corners only and preferably should be incorporated on all elevations to reinforce the equal importance of the sides and rear.

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Residential Design Guidelines

Design Guidelines are established to ensure that public and private development projects implement the goals, objectives, policies and character of the city of Marietta.

The Guidelines provide a framework for:

- Enhancing the quality of the residential built environment;
- Achieving quality contextual design
- Encouraging a diversity of architectural styles
- Providing design flexibility instead of aesthetic control
- Creating a pedestrian-oriented environment built upon the city's history and activities
- Protecting and improving property values
- Providing investor and property owner confidence through design continuity

The Design Guidelines achieve the above through standards for new construction that regulate site design, residential building placement and residential design.

This brochure focuses on residential architecture and design. The Guidelines include an explanation of the general and specific design principles, as well as a series of statements describing appropriate and inappropriate design solutions to implement those principles. Photographs and drawings are also included to illustrate acceptable and unacceptable design solutions.

Our approach values creativity and allows for numerous design solutions for any particular project.

Residential Design

The purpose of residential design guidelines is to establish design standards for new construction. The first step in design is to identify a home's orientation and placement to contribute to a unified streetscape creating a sense of place. The second critical part in design is a residence whose form and architecture contributes to the character of the neighborhood.



Successful residential design is a marriage between form and architecture to visually connect with the desired character of the area. A compatible structure is one that possesses patterns of form and architecture that are found in similar residential units creating “points of agreement” between them while retaining the individuality of the residence.

Quality urban design balances a respect for an area’s existing or desired pattern with the design of new structures.

Architecture

The architectural style of new residential development or redevelopment should be consistent with the definition of four-sided architecture.

Architecture refers to the relationship and culmination of the various features of a building including texture, proportion, entrance design, doors, windows, trim details, roofs, materials and color in addition to the mass and scale.

A variety of architectural styles exist within the city of Marietta and the guidelines should not prescribe any one architectural style as being the most appropriate. Residences in all the neighborhoods of Marietta represent a broad range of styles typical of trends of the late 19th to early 21st centuries with no singular style being predominant.

Therefore, no one particular style or theme will be mandated for any neighborhood. New residences may use a variety of architectural styles as appropriate to the intended use of the residence and the context of the surrounding area. New design may use contemporary materials to adapt historic design elements into a new residence.

Appropriate:

- New development that incorporates an architectural style or architectural elements consistent with the desired style of development in the surrounding neighborhood
- New development that complements the architectural heritage of the district in which it is located
- Multiple residences within a single development that relate architecturally with each other and the elements of the surrounding neighborhood

Various architectural elements that may be found on a home:

1. Transoms
2. Trim detail
3. Porch
4. Shutters
5. Window mullions/casings
6. Brick detail
7. Cornice detailing
8. Masonry exterior veneer



Inappropriate:

- No architectural elements
- Use of an architectural style that does not complement the fabric of the surrounding neighborhood
- Exact replication of each residence

All facades (sides) of a residence should reflect a unified architectural treatment; however, there is a hierarchy of treatment based on location, function and level of pedestrian interaction. The specific guidelines for facades are divided into front, side and back facades. Façades should use a combination of architectural details, materials, window and door patterns and other design features to form a cohesive and visually interesting design.

The design of the front of the residence is critical for the atmosphere to be created along the street front.

Front Side of Residence

Appropriate:

- The front of a residence is the most highly designed side utilizing the following elements:
 - A change in plane, building wall projection or recess
 - Architectural details
 - Variety in color, material, texture
 - Ornamental doors
 - Porch
 - Shutters
 - Primary entrance emphasized through the use of a gable or stoop
 - Arches, columns, cornices



Inappropriate:

- Facades without articulation or other architectural detail to provide visual interest and variety on the facade.
- Exact replication of each residence

Side or Rear of Residence

A side or rear façade may face alleys, parking areas or neighboring residences. The level of design along a side or rear façade, while perhaps not as intense as the front façade should continue the architectural style of the residence and use the same quality of materials.



Appropriate:

- An overall design of the side or rear façade(s) of the residence should be consistent with that of the primary façade with regard to architectural style, materials, finish, color and detail
- Architectural embellishments, decking, awnings, and landscaping are used to identify the rear entrance



Inappropriate:

- A rear or side façade that does not enhance or support the architectural style of the building



Windows and Doors

Windows are a vital element, which link the private (space within a residence) and public (space such as streets, sidewalks, etc.) realms. Doors are also a vital element providing not only visual but, physical connections between the public and private realms.

Appropriate:

- Windows that are appropriately sized for the scale and style of the residence on which they are located
- Windows within a development that creates a consistent and cohesive fenestration pattern
- Windows that are similar in proportion to windows in neighboring residences or with established and/or desired patterns along the adjoining block. The degree of similarity of the window pattern increases in importance the closer the residences are to each other
- Screen doors provided the design is compatible with the architecture and materials of the residence
- Doors that enhance and support the architectural style of the residence
- Doors with transoms when appropriate for the architectural style of the residence



Inappropriate:

- The use of incompatible window types and shapes on the same residence
- Blackened out windows or any other use of material that achieves that effect
- Boarded up windows (except during construction or during a reasonable repair period or subsequent to a weather advisory)
- Walls without windows along street frontages
- Doors that are out of scale and/or character with the rest of the residence
- Doors that do not enhance the architectural style of the residence

Roof Design

Roof forms are one of the most highly visible components of a residence. Not only do they provide a vital function, but they contribute to and are integral to the overall residential design through the use of distinctive, defined styles and decorative patterns and colors.

Appropriate:

- A roof consistent with the style of the residence utilizing architectural elements such as cornice treatments, roof overhangs with brackets, and richly textured materials
- Multiple rooftops on varying levels on large residences to help break up the vertical mass of a residence



Inappropriate:

- Colored stripes/bands on flat roofs
- Mansard roofs that are out of scale with the residence
- Flat roofs within public view from grade not hidden by a parapet or other architectural feature
- Roofs inconsistent with the architectural style of the residence

Other Architectural Features

The same amount of thought and care should be put into the selection and installation of other architectural features as for more obvious features such as roofs, doors and windows. A variety of other features can provide the perfect accent or finish to a residence, or conversely, ruin an otherwise wonderful home. These may include door handles and hinges, mail slots, clocks, fire/emergency escapes, shutters, awnings etc.

Appropriate:

- Shutters and canvas awnings sized to match the corresponding window openings
- Shutters and awnings the shapes, materials, proportions, design, and color of which are in character with the style of the residence
- Fire stairs/egress designed as unobtrusive as possible by matching the primary structure with regard to materials, design and color of the structure. Where feasible, they should not be visible from the street
- The inclusion of other architectural details and elements (railings, flower boxes, etc.) as appropriate to the style and function of the residence
- Architecturally integrated with the design of the home
- Gutters, downspouts, utility boxes, meters, etc. located as visually unobtrusively as possible. Where feasible, they should not be visible from the street



Inappropriate:

- Awnings made of high-gloss or fabrics which appear to be plastic
- Satellite dishes visible from the street

Materials and Color

Materials

The correct choices of residential building materials are paramount in the success of any development. Residences should be constructed of high quality, long lasting materials to contribute to Marietta's stability, character and pedestrian experience.



Important character defining details such as brick patterns, joint spacing and color should be incorporated into the design.

Appropriate:

- Materials compatible with the existing and/or desired context of the surrounding area and that are common to the area's historic construction methods/style
- The use of high-quality materials which result in residences that will be as maintenance free as possible and long-term components of the urban fabric
- Residential building materials consistent with and relating to the architectural style of the residence
- Building materials appropriate to the scale of the residence
- The use of contemporary materials adapted to historic design elements
- Use of the following durable materials: brick, stucco, stone or fiber cement siding

Inappropriate:

- Exterior walls designed and/or constructed of materials with a limited life expectancy
- Materials incompatible with the architectural style of the residence
- The use of the following materials on building exteriors:
 - Poorly crafted or “rustic” woodworking and finishing techniques
 - Vinyl siding
 - Mill finish aluminum extrusions for windows and doorways
 - Unfinished cinder block walls

Color

The color palette of a residence is composed of the colors of the main body of the residence, trim and accent colors. The colors chosen for awnings, shutters and roofs also contribute to the overall color scheme of a residence. The overall color scheme of a residence or development should reflect a cohesive pattern.



These guidelines recognize that the review of a residence’s color scheme is a balance between an owner’s creativity and individuality, the architectural style of the building and an overall harmonious vision for the neighborhood.

The use of a single color on all surfaces should be avoided. A two or three-color scheme is encouraged to provide visual appeal. The main body color should be the predominant color of the residence. The trim color is applied to architectural elements such as windows, doors, columns, porches etc. The trim color should be a lighter or darker tone of the main body color, a complimentary color to the main body color or a neutral color. In a three-color scheme, the accent color should be used sparingly to highlight certain architectural elements such as a front door.



Appropriate:

- The number and type of building colors appropriate for and consistent with the architectural style
- Low reflectance exterior colors
- Gutters, downspouts, utility boxes, meters, etc. painted as part of the overall color scheme

Inappropriate:

- Colors that are garish, gaudy, loud, excessive and ostentatious
- Colors that constitute a glaring and unattractive contrast to surrounding residences
- More than three different colors or color shades used on a single residence unless appropriate to the architectural style of the residence
- The use of fluorescent or day glow colors
- Single color schemes. For example using one color on every surface
- Color used to obscure important architectural features

Modern Equipment

Appropriate:

- The location of central air conditioning components as far away from the street as possible and/or out of public view
- Skylights located on a side of the roof with the least visibility from the street
- Utility boxes, meters, etc. located as visually unobtrusively as possible. Where feasible, they should not be visible from the street
- Concealed Wireless Communication Facilities (antennas, satellite dishes, etc.) not visible from any public right-of-way with landscaping

Inappropriate:

- Any modern equipment located in a manner visible from the public right-of-way or on the primary and corner façades
- Awnings made of high-gloss fabrics that appear to be plastic

Lighting

Lighting and light fixtures should be part of an overall design plan and their design and placement appropriate to the residence to which they will serve. When unlit, lighting fixtures can impact a residence or space through the physical form of the fixture. At night, lighting can create atmosphere through the level of intensity and color of the light emitted.

Appropriate:

- Light fixtures that are designed to respect, enhance and contribute to the architectural style, detailing and elements of a residence
- Light fixtures that reinforce the overall composition of the façade with regard to color, material, size, scale and shape



Inappropriate:

- Lighting which illuminates adjacent properties
- Light fixtures that do not relate to the structure/site with regard to materials, color, size, scale and style

For more information on redevelopment or the city of Marietta's Design Guidelines, call the Department of Development Services at 770-794-5717.

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