

CHAPTER ONE: INTRODUCTION

This manual provides specific development standard recommendations for use by the Marietta Historic Board of Review (HBR) for all new construction and rehabilitation within their purview. All references in this manual to the “District” refer to the “Marietta Historic Boundary” of the HBR as outlined in Article 7-8-8: Historic District (see Figure 1.1: Marietta Historic District Map). This District contains the historic core development of the City with significant nonresidential local landmarks in its environs. Per Article 7-8-8-030, the historic district regulations have been adopted in order to assure that the worthy historical and architectural buildings, site, monuments, streetscapes, structures, squares and residential neighborhoods are protected and granted proper investigation before any renovation, restoration, preservation, rehabilitation, or demolition takes place. In all existing zoning districts located within the special historic district the regulations for both the zoning district and the historic district shall apply. In cases where there is a conflict between the regulations of the existing zoning district and the historic district regulations, the ordinances of the City of Marietta would take priority.

Questions the HBR should consider include:

- 1) What is the conflict? How does it conflict with the Guidelines?
- 2) Will this conflict visually impact the character of the District or can the conflict be mitigated in such a way that it would not be obtrusive?
- 3) Does this conflict arise from a health or life safety standard that could not be reasonably addressed by Section 4.1.7 Accessible Buildings: Historic Preservation of the ADA Standards for Accessible Design?
- 4) Will this conflict create a precedent that would be detrimental to the District?

1.1 Purpose of Design Review

1.1.1 Preservation Principles

Before any preservation project begins, a number of fundamental decisions need to be made. How will the property be used? Will the property be restored to its original condition or rehabilitated for contemporary use? How can the significant architectural and historical features of the building be preserved? What steps need to be taken? To determine these answers it is important to consider the basic principles of historic preservation.

Preservation is defined as the taking of steps to retain a building, district, object or site as it exists at the present time. This often includes an initial stabilization effort necessary to prevent further deterioration as well as more general maintenance work. But “preservation” has become the term most often used when referring to a wide range of conservation practices.

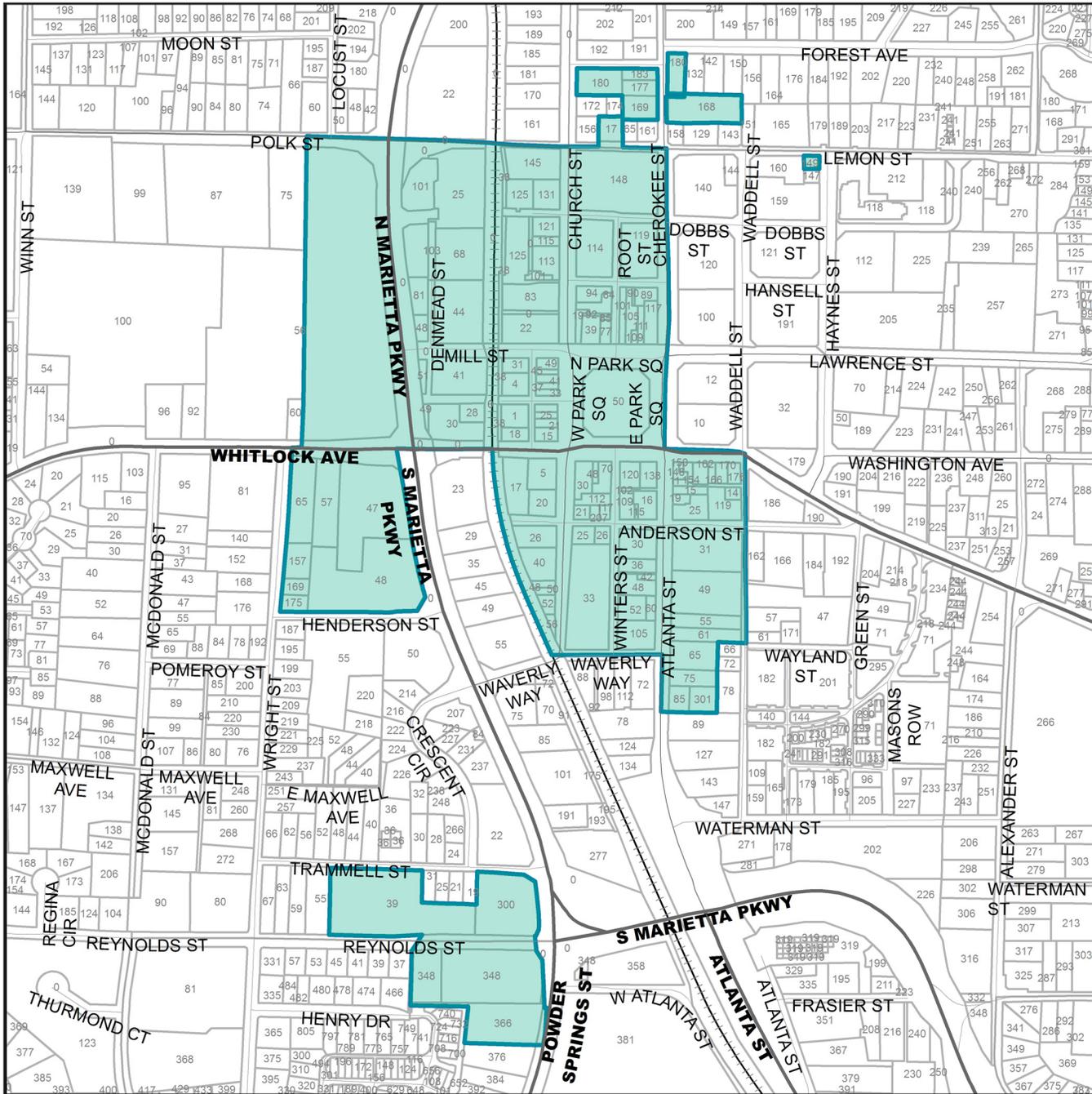


Figure 1.1: Marietta Historic District Map

The following list defines the four principle preservation methods. The condition of the property, degree of authenticity desired and the amount of funding available usually dictates the method used to preserve a historic property.

Stabilization entails making a building weather resistant and structurally safe, enabling it to be rehabilitated or restored in the future. Such measures should also take into consideration the possibility of natural and man made disasters (flooding, tornados, etc.) to the extent feasible.

Stabilization techniques include covering the roof and windows, removing overgrown vegetation, exterminating, carrying out basic structural repairs, and securing the property from vandalism. A vacant building has been stabilized when it is “mothballed” until a suitable use is found.

Rehabilitation involves undertaking repairs, alterations, and changes to make a building suitable for contemporary use, while retaining its significant architectural and historical features.

Rehabilitation often includes undertaking structural repairs, updating the mechanical systems (heating and air conditioning, electrical system, and plumbing), constructing additions for bathrooms, repairing damaged materials such as woodwork and roofing, and painting.

Rehabilitation can successfully transform the use of a building, such as when a single-family residence is converted into an office. Common changes for adaptive reuse include additions, parking lots and signage.

A sensitive rehabilitation project makes changes in a way that does not detract from the historic character and architectural significance of the building and its setting.

Restoration includes returning a building to its appearance during a specific time in its history by removing later additions and changes, replacing original elements that have been removed, and carefully repairing parts of the building damaged by time.

Restoration is a more accurate, and often more costly, means of preserving a building. It requires skilled craftsmanship and detailed research into the history, development, and physical form of a property.



Figure 1.2: The Phenix Hotel before rehabilitation (above) and after rehabilitation (below). The project managers utilized the Standards for Rehabilitation to appropriately rehabilitate this abandoned hotel building in Waycross, GA to convert it to office use. The owner was able to apply for Rehabilitation Income Tax Credits through both the Federal and Georgia State Government.

Reconstruction entails reproducing, by new construction, the exact form and detail of a vanished building, or part of a building, as it appeared at a specific time in its history.

An excellent source of further information on architectural rehabilitation and maintenance is the Preservation Briefs Series available from the National Park Service. A list of these Preservation Briefs is found in the Appendix section of this document.

1.1.2 Secretary of the Interior's Standards for Rehabilitation

The U.S. Secretary of the Interior's Standards for Rehabilitation were initially developed for use in evaluating the appropriateness of work proposed for properties listed in the National Register of Historic Places. The Standards for Rehabilitation are considered the basis of sound preservation practices. The standards allow buildings to be changed to meet contemporary needs, while ensuring those features that make buildings historically and architecturally distinctive are preserved. The standards have meaningful application to virtually every type of project involving historic resources. Rehabilitation projects applying for Rehabilitation Income Tax Credits (see Appendix) must follow these standards and should work closely with the Georgia State Historic Preservation Office Tax Incentives Unit to ensure that all rehabilitation work is meeting these standards. Often times a private consultant with a historic preservation background is hired to help facilitate this process.

The Standards for Rehabilitation provide the framework for the historic preservation design standards in this manual and may be used by the HBR in reviewing applications for Certificates of Approval. These standards may be found in Appendix A.

1.1.3 Undertaking Reconstruction

Reconstruction is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location. The Secretary of the Interior has produced a set of Standards for Reconstruction that can be found in the Appendix section of this document, refer to these standards for as needed information and guidance. These standards can be summed up with the following six points:

1. Reconstruction will be used to depict vanished or non-surviving portions of a property when documentary and physical evidence is available to permit accurate reconstruction with minimal conjecture and such reconstruction is essential to the public understanding of the property.
2. Reconstruction of a landscape, building, structure, or object in its historic location

will be preceded by a thorough archeological investigation to identify and evaluate those features and artifacts which are essential to an accurate reconstruction. If such resources must be disturbed, mitigation measures will be undertaken.

3. Reconstruction will include measures to preserve any remaining historic materials, features and spatial relationships.
4. Reconstruction will be based on the accurate duplication of historic features and elements substantiated by documentary or physical evidence rather than on conjectural designs or the availability of different features from other historic properties. A reconstructed property will re-create the appearance of the non-surviving historic property in materials, design, color, and texture.
5. A reconstruction will be clearly identified as a contemporary re-creation.
6. Designs that were never executed historically will not be constructed.

For the most part, the majority of reconstruction projects undertaken within the Marietta Downtown Historic District will involve reconstruction of missing character-defining features of a historic building and will not be the reconstruction of an entire building. The same methodology, however, applies to both instances. It is important that all reconstruction is based on evidence. This evidence takes the form of architectural drawings, photographs (historic and recent-past), written accounts, oral traditions, archaeological information (in the case of a missing character-defining feature, the feature may have been put in storage, or evidence of it may be found in the structure of the building where the feature had been in situ), or are based on extant example(s) of the same period, style and type.

Visual sources (photographs, drawings, bird's eye views, similar examples, etc.) are the best sources for determining the size, scale and material(s) of a character-defining feature to be reconstructed. It is paramount that a reconstructed feature does not create a false sense of history. That is, if there is no evidence on the building in question of the "missing" feature and no photographs or accounts of the feature can be found, it is best to not reconstruct a period feature that is not known to have existed on the building.

Sources for information can be found at repositories of archived historical materials. County and city histories often include historic photographs and accounts of historic landmarks, which can be obtained from the local library as well as the Marietta Museum of History. Other repositories to consider include the Vanishing Georgia collection at the Georgia Secretary of State Archives and the Georgia State Historic Preservation Office.



Figure 1.3: The extant depot in Jesup, Georgia (bottom) has been stripped of architectural details including its prominent tower seen in the historic photograph (top). Currently the building is under going rehabilitation for use as a Visitor's Center and the lost architectural details including the tower will be reconstructed.

1.1.4 Compatible Infill & Redevelopment

Infill construction and redevelopment is the process of developing vacant or under-used parcels within urban areas. The design of an infill building is a special challenge, especially when it is located within a historic district. Careful planning and thoughtful preparation is necessary to design a new building that will be compatible (Article 7-8-8-090 Development Standards, Section E) to the surrounding buildings within its area of influence (see Marietta Historic Boundary Figure 1.1). A successful infill project preserves the continuity of the streetscape and respects local architectural character. However, the appearance of a new building must always be sensitive to the character of its neighbors without mimicking them. There are several factors that govern the visual relationship between an infill building and its neighbors. These factors include, but are not limited to: mass, scale, proportions of openings (windows and doors), detailing, materials and their use, building setback and roof form. For more information regarding infill construction in Marietta, refer to the appropriate standards outlined in Chapter Four.

“Redevelopment” has been defined as the planning, development, re-planning, redesign, reconstruction, or rehabilitation, or any combination of these, of all or part of a designated area (such as local historic districts) to meet a community’s current and/or future needs. These actions can apply to residential, commercial, industrial, public, or other structures and spaces with emphasis on civic amenities to create a cohesive community. Important aspects of redevelopment in an urban area can involve mixed-use and multi-story development. This high density development maximizes the use of an area, helping combat sprawl and promoting living and working within a community.

1.1.5 Resource Designation

Within the District there are two distinct character areas, which are: The Square and Powder Springs Corridor. Buildings found in The Square character area typically are historic commercial buildings with little or no setback from the public rights-of-way. The Powder Springs Corridor character area has a mix of modern and historic commercial buildings and a few residential resources. For more information on the character-defining features of these areas refer to Chapter 2: Marietta Historic District. Buildings within these character areas are located on the Designation Map found on page 9 by the following designations, historic or contemporary, per Article 7-8-8-040 Classification of buildings and structures.

1. Historic: Historic buildings are those which possess identified historical or architectural merit of a degree that warrants their preservation.
2. Contemporary: Contemporary buildings are those buildings or structures other than historic.

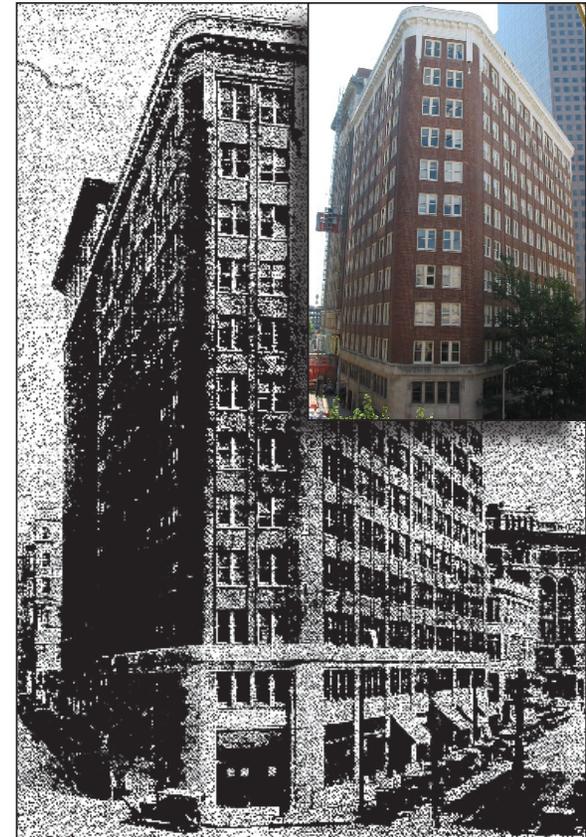


Figure 1.4: The Mortgage Guarantee Building (inset) in downtown Atlanta, GA is in the process of being rehabilitated from an office tower to a hotel. The historic photograph (main) is being used to determine the appropriate way to replace missing storefront features found along the building’s first floor.

A copy of the listing of the classification of all buildings within the Marietta Historic District shall be on file in the city clerk's office for public inspection.

1.1.6 Area of Influence

It is important that the character established by existing landscapes that are appropriate to the period of significance of the district be continued in new construction through appropriate setbacks, planting materials and landscape treatments. In order to determine the appropriate design for the landscaping of new construction, one must look at the district as a whole, as well as within a property's "Area of Influence." The Area of Influence is defined as the view shed from a particular site. Oftentimes there are established setbacks, plant materials and landscape treatments within the area of influence. Sometimes this is not the case and the district must be looked to as a whole when making decisions about such things.

The area of influence for a site in Gainesville, Georgia (marked with a black star) is depicted on the next page and includes photographs of the viewshed that creates the Area of Influence.



Figure 1.6: The comprehensive redevelopment known as Marietta Station is an example of a large-scale redevelopment of a complex of historic buildings.

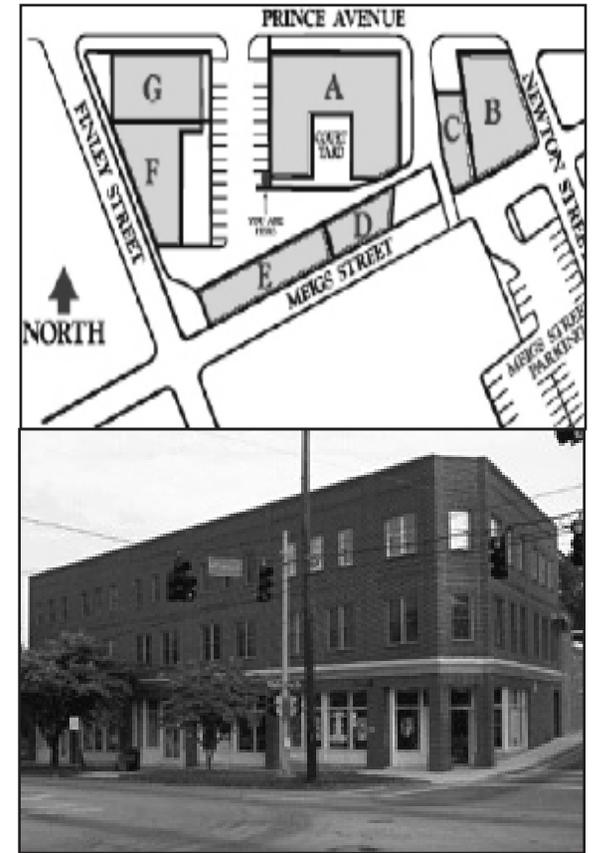


Figure 1.5: Smith Wilson and Pam NeSmith purchased the old Coca-Cola Bottling plant on Prince Avenue in Athens, Georgia in April 2000, and began a historic preservation project that included infill development as well as rehabilitation of an existing bottle works complex (above). The six existing buildings were transformed into retail, corporate and residential spaces with attention to making these structures adapt to the specific needs of modern businesses and homeowners. In addition to the existing renovations the developer added one building that is three stories tall with 15,000 square feet. This project won awards from both the Georgia Trust for Historic Preservation and the Athens-Clarke Heritage Foundation. Developers who follow the historic preservation principles outlined in this document will have similar successful results.



Figure 1.7: The Strand Theater is designated “Historic” per Article 7-8-8-040.

1.2 Design Review Process

All new construction, including additions to existing buildings, within the District that fall under Article 7-8-8-040 are subject to the architectural review and approval of the Marietta Historic Board of Review (HBR). A Certificate of Approval (COA) shall be obtained from the HBR prior to the issuance of a building permit. The HBR may consider a variety of issues in rendering its decision including, but not limited to, the following: surrounding development, best interest of the community, previous studies undertaken by the City, as well as the standards contained herein. In cases where there is a conflict between the regulations of the existing zoning district and the historic district regulations the more restrictive shall apply. (Code 1978, § 7-5003; Ord. No. 5575, 6/12/96)

1.2.1 Design Review Submittal Scenarios

The following Submittal Scenarios were developed to provide clarification for the “sketches, drawings, and descriptions” required by Article 7-9-8-060. (Code 1978, § 7-5006; Ord. No. 5575, 6/12/96)

1. Land Disturbance:

- Existing Conditions Site Plan Sketch
- Proposed Site Plan
- Elevation(s) – as needed to illustrate the work to be done

Refer to the established landscape patterns within the project’s area of influence

2. Addition to a building within the District:

- Existing Conditions Site Plan depicting location of addition in relation to the existing property
- Proposed Floor Plan of addition
- Elevations of all exterior facades of addition
- Documentation detailing the type of windows, doors and lighting to be installed – maybe a photograph of an extant example in the District, manufacturer’s specification sheets, etc.
- Photographs depicting the area of influence – see page 1-9 for more information about Areas of Influence

3. New Construction:

- Existing Conditions Site Plan
- Proposed Site Plan – showing building footprint
- Elevations of all exterior facades
- Documentation detailing the type of windows, doors, lighting, and trim work



Figure 1.8: Although this building is over 50 years old it has had several modern alterations obscuring original features earning it the designation of “Contemporary.”



Figure 1.9: The aerial (right) depicts the Area of Influence for the site noted with the black star. The boundary of the Area of Influence is marked with a blue dashed line. Buildings that are within and touch this blue dashed line are considered within the Area of Influence.

To better depict this relationship five photographs were taken (keyed on aerial to the photographs above) showing the viewshed, which is one of the main determining factors of the Area of Influence.



to be installed – may be a photograph of an extant example in the District, manufacturer’s specification sheets, etc.

- Photographs depicting the area of influence – see page 1-9 for more information about Areas of Influence

4. Demolition of a property within the District:

- Existing Conditions Site Plan and elevations sketches – This should be undertaken by an architect or preservation planner
- Proposed Plan(s) for site
- Photographs depicting the area of influence – see page 1-9 for more information about Areas of Influence
- HABS-level* photographs should be taken if the HBR determines that the building should be documented providing a record of the building for future researchers.

5. Relocation of a property found in the District:

- Existing Conditions Site Plan and elevations sketches – This should be undertaken by an architect or preservation planner
- Photographs depicting the area of influence – see page 1-9 for more information about Areas of Influence
- Proposed Plan(s) for vacant site and site for relocated building
- Proposed Relocation Plan – describe how the property will be moved and how impact to the structure will be minimized. Include copies of permitting from various State and Federal Agencies as needed
- HABS-level* photographs should be taken of the building and its existing site as there is the possibility of damage to the building during relocation and its new site will not have the same associations as its original.

* HABS is an acronym for the “Historic American Building Survey.” HABS-level documentation must meet the criteria established by the National Park Service for this survey. Information available at: http://memory.loc.gov/ammem/collections/habs_haer/.

6. Replacement of Window(s):

- Photographs of all exterior facades where window(s) will be replaced and a representative photograph of typical window to be replaced
- Photograph of example of the window to be used, manufacturer’s specification

sheets of window to be used (free from the manufacturer or supplier), or other descriptive material that accurately conveys profile, scale and section of the replacement window

7. Replacement of Door(s):
 - Photographs of all exterior facades where door(s) will be replaced and a photograph of a representative door to be replaced
 - Photograph of example of the door to be used, manufacturer's specification sheets of door to be used (free from the manufacturer or supplier), or other descriptive material that accurately conveys profile, scale and section of the replacement door

8. Replacement of Exterior Cladding:
 - Detailed photographs of all areas where cladding will be replaced including a detail photograph(s) of the cladding
 - Photograph of example of the cladding to be used, manufacturer's specification sheets for the cladding to be used (free from the manufacturer or supplier), or other descriptive material that accurately conveys profile, scale and section of the replacement cladding
 - Include an illustration of the elevation of each area where cladding will be replaced – Dimension the reveal of the cladding to be called out on this drawing and note overall dimensions of elevation and square footage of elevation, along with square footage of damaged cladding to be replaced

9. Replacement of an Existing Architectural Element/Feature:
 - Photographs of all exterior facades affected
 - Photograph example the replacement element/feature to be used, manufacturer's specification sheets for the element/feature to be used (free from the manufacturer or supplier), or other descriptive material that accurately conveys profile, scale and section of the replacement element/feature

10. Alteration(s) of an Existing Exterior Facade:
 - Photographs of all exterior facades affected
 - Photograph of example of the cladding to be used, manufacturer's specification sheets for the cladding to be used (free from the manufacturer or supplier), or other descriptive material that accurately conveys profile, scale and section of the replacement cladding

Elevation(s) and/or Site Plan as needed to depict the alteration(s)

11. Rebuilding/Recladding of an Existing Roof:

Photograph of example of the cladding to be used, manufacturer's specification sheets for the cladding to be used (free from the manufacturer or supplier), or other descriptive material that accurately conveys profile, scale and section of the replacement cladding

1.2.2 Application Submittal

Once the submittal requirements have been determined using the above scenarios, twenty (20) copies of the submittal including a completed COA application must be delivered to Planning & Zoning Division (2nd Floor, City Hall). The design review process cannot begin without a completed COA application and required submittals. To be placed on the agenda for an HBR meeting, a completed submittal must be received by the date specified in the adopted meeting schedule (a meeting schedule is available upon request). New Construction or Demolition applications need to be submitted at least two weeks prior to the meeting. Signs, Awnings, Exterior Changes in Appearance, etc. need to be submitted at least one week prior to the meeting. For more clarification of the design review process, please refer to the Design Review Flow Chart on page 1-17.

If submitted plans do not meet the following standards the HBR cannot review the application and will table the application until the applicant provides adequate information. To facilitate the review process, applicants can utilize the standards that follow for all drawing submittals to the HBR. Unless otherwise specified in the previously-listed scenarios, submitted plans do not need to have a licensed-engineer or architect involved if the work being undertaken is minor (non structural) in nature. If you are unsure if your project needs a licensed-engineer or architect consult the City of Marietta Planning and Zoning Department.

Existing Site Plan

- Property lines, building setback lines and easement lines
- All current, relevant conditions of the site
- Locate drives, walks, patios, porches, decks and all site related improvements
- Include overall square footage calculation
- It is always encouraged that a licensed surveyor create the existing site plan

Floor Plan(s)

- It is encouraged that applicants submit floor plans for proposed projects as this allows the board to better comprehend the elevations.
- Overall dimensions at a 1/4" = 1'-0" scale (consult with HBR Staff if this scale is not appropriate)
- Locate windows and exterior doors
- Does not need to be drawn by an architect, but must be drafted according to accepted architectural graphic standards*

Exterior Elevation(s)

- Overall dimensions at a 1/4" = 1'-0" scale (consult with HBR Staff if this scale is not appropriate)
- All four (4) primary elevations
- Roof pitches
- All exterior finish & materials labeled
- Does not need to be drawn by an architect, but must be drafted according to accepted architectural graphic standards*

Exterior Detail(s)

- It is encouraged that applicants submit exterior details for proposed projects as this allows the board to understand trim details that are often miniscule on elevations.
- Overall dimensions at a 3/4" or 1" = 1'-0" scale (consult with HBR Staff if this scale is not appropriate)
- Does not need to be drawn by an architect, but must be drafted according to accepted architectural graphic standards*

Landscape Plan

- Scale of landscape plan to be at 1" = 10'-0" (consult with HBR Staff if this scale is not appropriate)
- Footprint of proposed building/structure
- Delineation of drives, walks, patios, and all site related improvements
- Proposed grading and drainage plan
- Delineation of landscape plantings (keyed or called out with notations)
- Property lines, building setbacks and easement lines
- Does not need to be drawn by a landscape architect, but must be drafted according to accepted architectural graphic standards*

Roof Plan

- It is encouraged that applicants submit a roof plan for proposed projects if the roof will be observed from public rights-of-way. If a roof is hidden behind a parapet wall and/or flat than a roof plan is not necessary.
- Overall dimensions at a 1/4" = 1'-0" scale (consult with HBR Staff if this scale is not appropriate)
- Depict the planes forming the roof as seen if looking directly down onto the roof
- Depict extant areas of the roof to be renovated (note square footage) – if applicable
- Dimensions of the roof should be given, along with an overall square footage of extant roof system
- Does not need to be drawn by an architect, but must be drafted according to accepted architectural graphic standards*

* Defined as a drawing accurately scaled utilizing hard lines with a hierarchy of line weights to depict work that is to be done (as would be found in a set of construction drawings provided by an architectural/engineering firm).