

North Shore

Design Guidelines

C-7 commercial/mixed-use zone



The Chattanooga-Hamilton County
Regional Planning Agency



Planning & Design Studio

Adopted 5/15/07

North Shore

Design Guidelines

C-7 commercial/mixed-use zone

Adopted by:

Chattanooga City Council
May 15, 2007

Prepared by:

Chattanooga-Hamilton County
Regional Planning Agency

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WELCOME

TO THE NORTH SHORE C-7 COMMERCIAL / MIXED-USE DISTRICT

The North Shore is a special part of Chattanooga's urban area. Close to the downtown but still possessing a neighborhood scale, the North Shore has become a popular destination for local residents and out of town visitors. Often referred to as "eclectic" or "funky," the North Shore's historic buildings, local businesses, lively sidewalks, bridges and beautiful City parks contribute to its unique character. This uniqueness and urban architectural character is what these guidelines are meant to preserve and enhance.



The C-7 District



The North Shore C-7 Commercial/Mixed-use Zone Defined

The North Shore C-7 Commercial/Mixed-use Zone differs from a conventional zoning district in that it uses design guidelines to review project proposals. Conventional zoning districts set specific minimum standards for land use, parking, and setbacks. Design guidelines provide greater flexibility. Depending on the nature of a proposed project it will be reviewed by a City staff member or by the North Shore Design Review Committee.

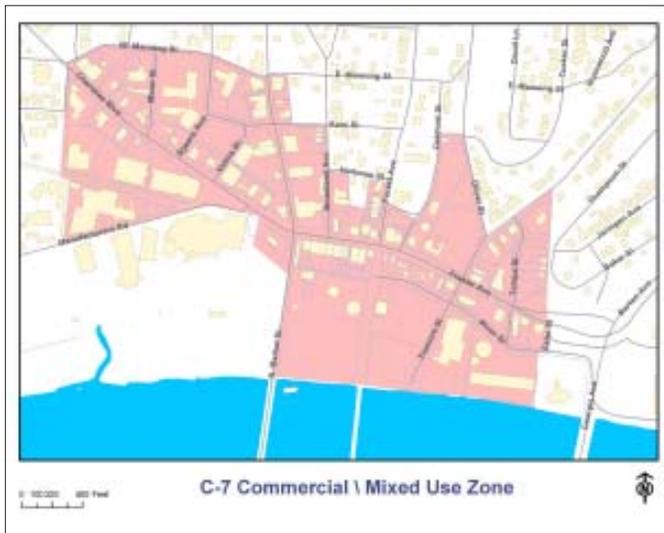
The North Shore Guidelines are intended to promote development that is consistent with the adopted North Shore Plan, the Downtown Plan, and the Comprehensive Plan. These plans envision development that:

- maximizes the riverfront as a public resource and a catalyst for private development
- balances developed areas with land preservation
- accommodates a mixture of uses
- creates an appealing environment for pedestrians
- preserves and extends the urban architectural character and neighborhood scale of the Frazier Avenue commercial district to other areas of the North Shore
- promotes a distinctive image and identity for the North Shore
- maintains the scale of Frazier Avenue and attracts small businesses and shops

- provides for a diverse mix of housing options
- integrates new development and land use changes with existing character and form
- emphasizes pedestrian scale and urban character

BOUNDARY

The North Shore Commercial Mixed-use Zone is focused on the commercial properties fronting Frazier Avenue, River Street, Cherokee Boulevard, and portions of intersecting north-south streets such as North Market and Tremont Street.



See Appendix for larger view.

APPLICABILITY

All development projects and activities, including new construction, demolitions, and exterior renovations are subject to review based on these guidelines. These guidelines are not intended to deny property owners the right to continue the lawful existing use of their property.

AUTHORITY

The North Shore Commercial Mixed-use Zone is a zoning district authorized by the general police and zoning powers delegated to the City of Chattanooga by the State of Tennessee (T.C.A. Sections 13-7-201 & 13-710).



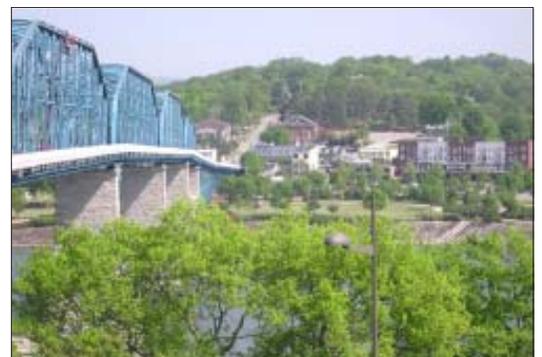
The unique urban architectural character of the area and a mixture of retail, offices, housing, parks, and a theater attract people to the North Shore.



Features that animate public space include sidewalks, landscaping and outdoor dining.



The district accommodates pedestrians, transit, cars and bicycles; it is multi-modal.

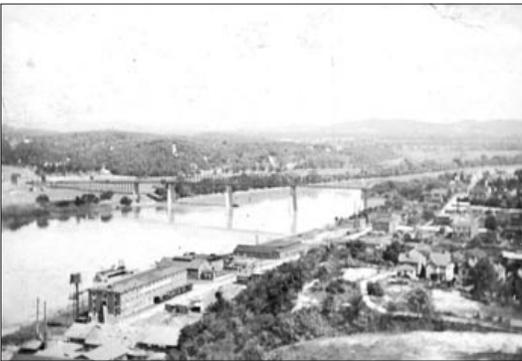


The Walnut Street Bridge connects the North Shore to the Downtown Central Business District (CBD).

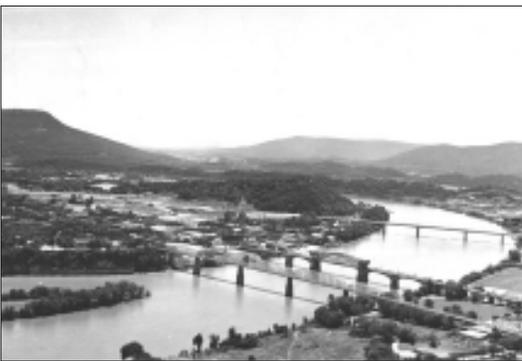
INTRODUCTION



Coolidge Park opened in 1999.



Early 1900's



1950's

DISTRICT CHARACTER

The appeal of the North Shore is defined by its historic and urban qualities: storefront shops, pedestrian-friendly streets, proximity to downtown and the river, historic buildings, the Walnut and Market Street Bridges, and Coolidge and Renaissance Parks.

HISTORY

Beginning with the construction of the Walnut Street Bridge in the 1880s, the district has served as a local "main street" providing shopping, arts, recreation, and business activities for the North Chattanooga community. During the 1950s, commercial development became more auto-oriented. Despite its immediate appeal, this type of development significantly lessened the urban pedestrian quality of the district. The decline of the area was also part of a national trend of people and businesses moving to the suburbs.

Economic recovery began with restoration of the structure that gave the district its birth – the Walnut Street Bridge. Since then, new businesses have opened in many of the district's restored historic structures. In response to the heightened pedestrian traffic, the city has made significant streetscape improvements adding pedestrian lights, wayfinding signage and trees. Extensions of the Riverpark, including Coolidge and Renaissance Parks, represent substantial public and private investment in the district.

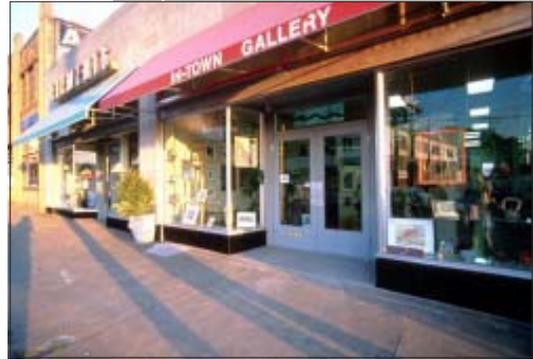
Based in large part on community input gathered during public meetings, the purpose of these guidelines is to ensure that these unique, historic and urban qualities are maintained and expanded.



21st Century

Retaining the North Shore's unique features and providing direction for future urban development that maximizes pedestrian activity are the primary goals for the North Shore Guidelines. Other goals further define these two fundamental concerns. The main goals are:

1. Promote a mix of uses within the North Shore Commercial Zone.
2. Allow greater latitude in design than what is provided for by typical zoning requirements.
3. Encourage investment in the Zone.
4. Bring most daily activities within walking distance, giving the elderly and the young increased independence of movement.
5. Reduce the number and length of automobile trips, to minimize traffic congestion, road construction and air pollution.
6. Establish building densities that support the use of transit.
7. Provide quality public spaces such as streets, sidewalks, parks and squares.
8. Provide a full range of housing types and workplaces that will integrate age and economic class.
9. Maximize the use of all existing resources including land, buildings, parking, and infrastructure.
10. Maintain the physical continuity of the street edge created by multi-story buildings built to the sidewalk.
11. Protect the public viewshed and important scenic vistas both from the North Shore and of the North Shore from other areas.
12. Promote pedestrian activity and safety over convenience for the motorist.



Goals



▲ Three examples of urban character in the North Shore Zone - Buildings are near the street and utilize existing historic properties. They feature sidewalks, streetscape, landscaping and other public realm amenities.

COMPATIBILITY & URBAN DESIGN

These two concepts are critical for maintaining long-term economic viability, urban character, and a consistent quality of development within the district. Compatibility and urban design are important to you because your project must reflect these two concepts to receive approval.

Compatibility

Compatibility is all about being a “good neighbor.” Good neighbors take into account the characteristics of surrounding parcels and buildings when designing rehabilitation projects, additions, or new construction. Construction projects that are considered “bad neighbors” have no connection to their surroundings, such as a suburban shopping center in the middle of an urban town square or main street.

Urban Design

Urban Design is concerned principally with “urban character” and the “public realm.”

Urban Character is defined by the qualities we associate with most downtown areas: Multi-story buildings close to the street, parking in the rear, well-defined pedestrian areas, and lots of activity along the street created by storefront shops and restaurants.

The Public Realm defines the scope of urban design and includes the street and everything visible from the street such as building facades and sidewalks. Attention to the public realm is important because it ultimately determines whether or not the street is attractive for walking and shopping.

DISTRICT PRINCIPLES

The guidelines are based on a set of underlying principles that establish fundamental standards for quality urban commercial development. These principles and supporting guidelines are organized into six basic categories:

Land Use

Site Design

Building Design

Sidewalks

Signs

Demolitions

DISTRICT PRINCIPLES

The guidelines are based on a set of underlying principles that establish fundamental standards for quality urban commercial development.

These principles and supporting guidelines are organized into six basic categories:

Land Use

- Commercial Mixed Use
- Prohibited Uses
- Riverbank Uses

Site Design

- Setbacks
- Parking & Vehicular Access
- Pedestrian Access
- Landscaping
- Lighting
- Street Edges & Screening
- Open Space
- Stormwater

Building Design

- Height and Mass
- Roofs
- Facades
- Doors & Windows
- Historic Buildings
- Building Additions
- Materials

Sidewalks

Signs

Demolitions



“An integrated approach to city building reconnects art, culture and nature; the self, the social system, and the physical environment.”

Mark Dekay, The Green Center, Planning for Environmental Quality in Downtown Chattanooga.

GOALS

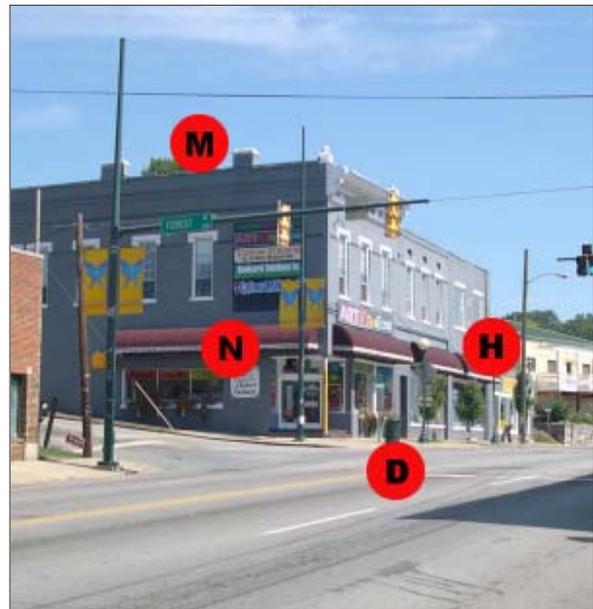
The following summary of the Principles will help you determine quickly the elements you should incorporate into your project. Each of these principles can be achieved in a variety of ways.

Land Use

- A** A mix of land uses should be provided within the Zone, within each development site and within each building, wherever possible.
- B** Uses that may create conflicts with pedestrian safety or become a nuisance should not be included in the North Shore Zone.
- C** The River is a public resource. Its banks should be preserved in a natural state and provide public access as stated in the Tennessee Riverpark Masterplan (1985).

Site Design

- D** Commercial buildings should be built to the sidewalk to reinforce the urban development patterns and to promote pedestrian activity.
- E** While parking and vehicular access are essential parts of any zone, they should not dominate, but should be sensitive to pedestrian safety and urban character.
- F** The site design should accommodate and enhance pedestrian activity along the street. All developments should create an attractive pedestrian entry from the street.
- G** Landscape design should be an integral part of the development and should reinforce the urban character and scale of the Zone. A 15% tree canopy cover is necessary in urban areas to provide shade, reduce urban heat build-up, and filter pollutants from the air.
- H** Lighting should be used to make the Zone attractive and safe during the night; however, lighting should not create light pollution or excessive glare, especially near residential areas.
- I** Walls, fences and hedges should be carefully designed and applied to maintain the urban street edge and to screen unsightly features such as parking lots, dumpsters, and storage facilities and mechanical equipment.
- J** Open spaces should be used to create public gathering places and to protect environmentally sensitive areas such as steep hillsides, floodplains, and wetlands.
- K** Stormwater runoff should be minimized, but stormwater facilities should not be visible from the street.





Building Design

- Ⓛ Buildings should establish a well-defined street edge and urban character and reflect the pedestrian scale. Commercial streets should accommodate higher densities, and therefore taller buildings, than predominantly residential streets. Buildings should be similar in height and configuration to nearby buildings on the same street. The height and mass of the bridges should also be considered for properties adjacent to those structures.
- Ⓜ Roofs should reflect traditional urban commercial patterns and provide some visual interest to the tops of buildings, but should not overwhelm the street façade.
- Ⓝ Building facades should reflect traditional urban patterns, reinforce the human scale, and provide interest for the pedestrian.
- Ⓞ Openings and bays should reinforce the human scale, maintain traditional urban patterns, and provide interest for the pedestrian.
- Ⓟ Buildings more than 50 years old are considered historic and should be retained and preserved.
- Ⓠ Building additions should be compatible with the massing, scale, size, materials, and architectural features of the original building.
- Ⓡ Exterior materials should reflect a sense of permanence and urban character.

Sidewalks

- Ⓢ Sidewalks are **public** spaces designed to accommodate pedestrian traffic. Sidewalks should also include street trees, benches, small displays and dining areas to create activity and interest. However, these additions should leave sufficient space for pedestrians to walk past.

Signs

- Ⓣ Signs should balance the need to market individual businesses with the objective of maintaining the Zone's existing urban character and minimizing visual clutter.

Demolitions

- Ⓤ Demolition of buildings should generally be avoided to maintain continuity of the street edge.

Review Process



7 STEPS TO CONSTRUCTION

STEP 1

Is the use permitted?

Verify that the proposed use of your property is permitted in the Zone (see LAND USE section).

STEP 2

Is review required?

1. Is the project an interior remodeling only?
2. Is the project routine maintenance?

Routine maintenance includes such activities as painting, gutter repair, or replacing roof shingles or lining to match the existing that will not change the building's appearance.

If you answered "Yes" to either of the above questions, your project is exempt from review by these guidelines. However, you should consult with the City Land Development Office to see if a building permit is required.

If you answered "No" to the questions above, or are uncertain whether your project requires review, proceed to step 3.

STEP 3

Consult with the staff

Before making formal application, you are strongly encouraged (but not required) to consult with the North Shore review staff regarding conceptual designs of the proposed project. Some projects only require **Staff Approval**, while others require consideration by the **Review Committee**. The staff will be making that determination and can guide you through the process.

You may contact the North Shore review staff at 423-668-2262. If a staff member is not available, please call 423-757-5105 to schedule an appointment.

Please have the following information ready when you call:

- address where the project is located
- a brief description of the proposed project (new construction, demolition, addition, exterior alteration)

STEP 4

Submit application information

Application forms are available on line at www.chattanooga.gov by clicking on Departments – Public Works – Land Development Office – Zoning Services – Historic Planning & Design Review – North Shore Application. You may also pick up application forms at the Land Development Office in the Development Resource Center, 1250 Market Street, Suite 1000.

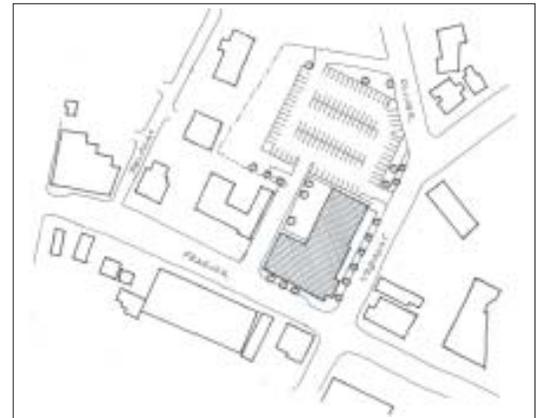
All submitted drawings should be no larger than 11 x 17 inches. All site plans, building elevations, and site and building sections should be drawn to scale.

The following information **shall** be submitted along with the completed application form. **Projects will not be reviewed by the Staff or placed on the Review Committee agenda until all required drawings have been submitted.**

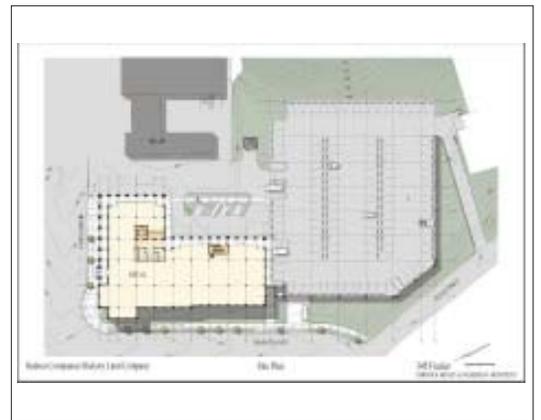
1. A **Vicinity Plan** showing the project in relation to the surrounding area within 300 feet of the site. The plan should include building footprints, streets, access points and parking areas.
2. A **Site Plan** that shows vehicular access, parking (including the number of spaces), service areas and dumpsters, conceptual landscaping, property lines, building footprints, topography lines at a minimum 10-foot contour interval for finished grade, and areas of cut and fill.
3. **Elevation Drawings** of the front, sides, and rear of each building where construction activity will take place. Drawings should show all openings (windows and doors), texture, color and materials shown by illustrations or annotation, and any other architectural features.

Based on the type of project proposed, the review committee **may** require all or some of the following. Some information may be required later in the design process for a follow-up review.

4. **Site and Building Section Drawings** illustrating how the proposed building or addition and the site would appear in cross-section.
5. **Landscaping Plan** showing location, number and type of plant materials.



This vicinity plan shows a preliminary concept, which can be used to begin a discussion and explore guideline requirements.



A site plan provides more detailed information - streets, building footprints, parking, and landscaping - drawn to scale.



Building elevations illustrate what the exterior will look like.

REVIEW PROCESS



The North Shore Review Committee is made up of design and development professionals and community volunteers. They meet monthly to review North Shore projects.



After a project design is approved by the Review Committee, it must be reviewed by City staff for more technical building code compliance before a building permit will be issued.



6. **Signage Plan** showing the location of all signs, dimensions, text and graphics. For commercial buildings with multiple tenants, a signage plan for the entire structure is required. This plan shall allocate signage for all potential tenant space.
7. **Lighting Plan** showing fixture locations, specifications and lighting levels.
8. Physical samples of **Materials** and **Photographs** of the project site.
9. **Floor Plans, Perspectives, and Axonometrics** are encouraged, but not required.

STEP 5

Staff Classifies the Project

After receiving the application, the Staff will determine whether the project requires Staff Review only or Committee Review.

Committee Review

The Committee must review all applications for:

1. New construction of primary structures, outbuildings, or garages;
2. Additions (including drive through windows);
3. Demolitions;
4. Parking lots or parking structures;
5. Any applications referred by Staff that do not clearly meet the guidelines.

Staff Review Only

Staff approval may be provided for all other work that meets the design guidelines. This may include signs, awnings, fences or retaining walls, window and door changes, and landscaping.

STEP 6

A. Staff Review Only

Within 10 working days of receiving your application and all required information, the staff will contact you with an approval as submitted, an approval with changes, or a denial. If you are dissatisfied with the staff's decision, you may request to have your project considered by the Review Committee within 30 days of the Staff's decision.

B. Committee Review

Committee review still requires an initial contact with the staff who will check to see that you have gathered the appropriate information to enable the Review Committee to make an informed decision. This information must be submitted at least 15 days prior to the Review Committee's monthly meeting to allow the staff adequate time to prepare your case.

Public Notice

By law, reasonable notice must be given to the general public of all Review Committee meetings and projects to be considered. The Staff will give the applicant a large blue public notice sign. This sign must be posted on the project site by the applicant at least one week prior to the Review Committee meeting date and must be visible from the public street. Failure to post the sign may result in a one month delay. Applicants are expected to attend the Review Committee meetings to answer any questions about their project.

STEP 7

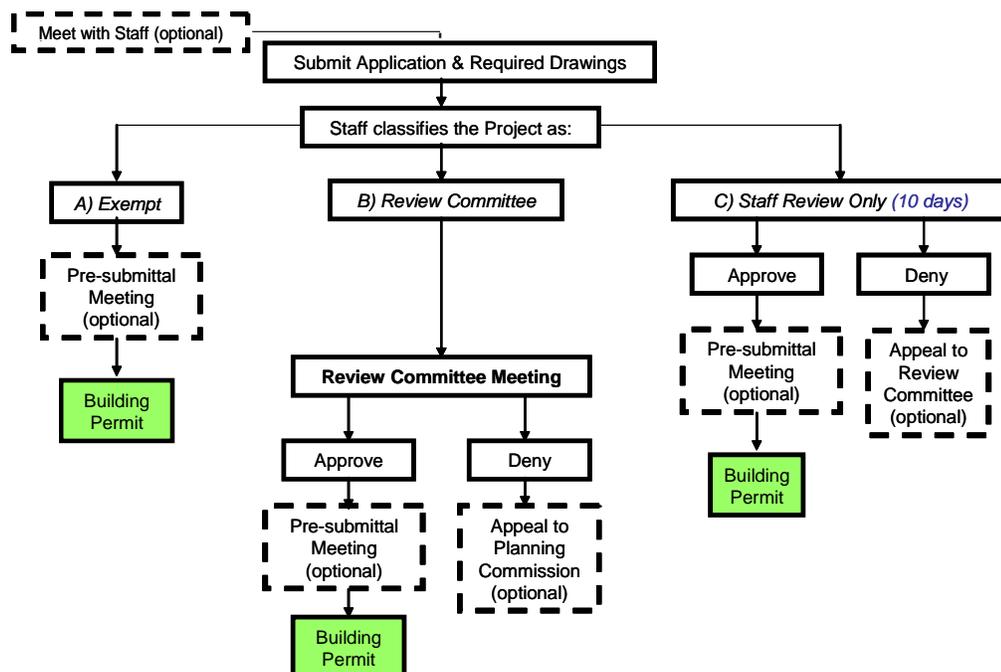
City Technical Review and Building Permits

The Staff will send written notice of your project's status, including any conditions placed on the project by the Review Committee, to the City Land Development Office. You may then contact the City Land Development Office at 423-757-5105 to obtain the appropriate construction permits.



APPEALS

If your project is not approved, you may reapply with changes. If you are still dissatisfied with the Review Committee's decision, you can file an appeal with the Chattanooga-Hamilton County Regional Planning Commission within 30 days. Appeals may be filed at the Regional Planning Agency (RPA) office in the Development Resource Center, 1250 Market Street, Suite 2000 or by calling 423-668-2287.





Pre-Submittal meetings are an informal way to bring together City departments and planners to provide advice on development.

APPLICATION INSTRUCTIONS

To schedule a meeting with the North Shore review staff:
423-668-2262 or 423-757-5105

To schedule a Pre-Submittal meeting with City code enforcement staff:
423-757-5105

To download North Shore application forms:
www.chattanooga.gov

(Click on Departments – Public Works – Land Development Office – Zoning Services – Historic Planning & Design Review – North Shore Application)

or

You may also pick up application forms at:
Land Development Office
Suite 1000, Development Resource Center
1250 Market Street

Pre-Submittal Meeting

Before obtaining construction permits, the applicant is encouraged, but not required, to schedule a Pre-Submittal meeting through the Land Development Office. A committee of City and Regional Planning Agency staff will be present to review the project for technical code requirements and advise the applicant of any potential code issues. These staff members may address:

- Zoning
- Site and Building Design
- Building Codes
- Stormwater
- Traffic and Parking
- Landscaping
- Historic Preservation
- Signs
- Fire Safety

The Director of the Land Development Office will not issue a Certificate of Occupancy until all requirements approved by the Review Committee have been accomplished and all applicable construction codes are met.

Any changes to the approved plan, affecting the site or the building exterior, must be resubmitted to the North Shore review Staff for reconsideration. The Staff may send the project back to the Review Committee for further consideration if the changes:

1. Will noticeably alter the exterior of the building or the site;
2. Exclude elements specifically required by the Review Committee; or
3. Do not meet the guidelines.

REVIEW COMMITTEE MEMBERS

The North Shore Design Review Committee has 7 members. They are recommended by the North Shore City Council representatives, appointed by the Mayor, and then approved by the full City Council. Members serve staggered 3-year terms and include the following.

1. Architect (recommended by AIA Chattanooga)
2. Landscape Architect, Interior Designer, Urban Designer, or Architect
3. Landscape Architect, Interior Designer, Urban Designer, or Architect

4. Contractor or Developer
5. Realtor or Engineer
6. Business representative (recommended by the North Chattanooga Chamber Council)
7. Property owner, resident, or business operator from within the Zone (recommended by the City Council representatives of the Zone)

The Review Committee only reviews site and building proposals within the designated Zone. Their decisions are based on the adopted North Shore Guidelines and other adopted plans including the North Shore Plan, the Downtown Plan, and the Comprehensive Plan.

STAFF ADVISORS

Various City of Chattanooga and Regional Planning Agency staff may be present during Review Committee meetings to provide advice on technical issues.

REVIEW COMMITTEE MEETINGS

Review Committee meetings are held once a month (if cases are pending).

A schedule of Review Committee meetings and application deadlines are available online at:

www.chattanooga.gov by clicking on Departments – Public Works – Land Development Office – Zoning Services – Historic Planning & Design Review – North Shore Meeting Schedule/Deadlines.

You may also pick up meeting schedules at the Land Development Office in the Development Resource Center, 1250 Market Street, Suite 1000.



“Cities, like forests, are constantly in a state of renewal. While forests recycle in rhythm with natural laws, the city is recycled by the collective will and conscience of its citizens.” Planning & Design Studio



PRINCIPLES & GUIDELINES DEFINED

PRINCIPLES are general statements that define the general intent and goals to be achieved. A statement of PRINCIPLE precedes each set of guidelines.

Sample PRINCIPLE: “While parking and vehicular access are essential parts of any Zone, they should not dominate, but should be sensitive to pedestrian safety and urban character.”

GUIDELINES follow each principle and define more specific requirements for compliance. In order for your project to be approved, it must comply with all the applicable guidelines.

Sample GUIDELINE: “Off-street parking shall not be located between the building and the street. Vehicular access and off-street parking should be located to the rear of the building.”

Some GUIDELINES are particularly critical for maintaining the urban character of the North Shore and for protecting pedestrians. Those GUIDELINES contain the word “SHALL” and are mandatory. Other GUIDELINES, while important, are intended to provide some flexibility to the applicant as long as the project meets the general intent of the PRINCIPLE. The Review Committee may allow an applicant some deviation from the specific GUIDELINES, based on any of the following conditions:

1. The applicant presents an alternative that meets the general intent of the applicable PRINCIPLE and complies with the stated intent, goals and general review standards of the Zone;
2. The physical conditions of the property, such as steep slopes, flood plain, drainage, or small or irregular lot shape, make compliance to the specific GUIDELINES physically impossible and this hardship is not created by the applicant.

The following PRINCIPLES and GUIDELINES will be applied to all development projects within the North Shore Zone. All Review Committee decisions will be based on these PRINCIPLES and GUIDELINES.

THE PRINCIPLES AND GUIDELINES ARE GROUPED INTO THE FOLLOWING SIX CATEGORIES



1. Land use
Defines the appropriate use of property



4. Sidewalks
Defines appropriate sidewalk improvements and intrusions into the sidewalk



2. Site Design
Addresses how the site is developed including building placement, vehicular access, parking, pedestrian access, landscaping, lighting, and fencing



5. Signs
Sets forth criteria for size, lighting, and design



3. Building Design
Addresses the building exterior, shape and height



6. Demolitions
Defines conditions for destruction or removal of a building

Design Guidelines

LAND USE - COMMERCIAL MIXED-USE

This section focuses on how property is used and whether those uses contribute to the Zone's urban character and pedestrian activity.

1.1 PRINCIPLE: COMMERCIAL MIXED-USE

A mix of land uses should be provided within the Zone, within each development site and within each building, wherever possible.

GUIDELINES:

- 1.1.1 Uses that generate pedestrian activity, such as storefront shops, offices, loft apartments, and townhomes are preferred for this Zone.
- 1.1.2 The ground floor of buildings should consist of retail, restaurants, or services that create activity along the street.
- 1.1.3 Upper floors should consist of offices or housing.
- 1.1.4 Residential buildings should have a minimum density of 12 units per acre to support transit use.



North Shore development should maintain the area's urban character of 2- to 4-story buildings, built to the sidewalk, with interesting storefronts and a mixture of uses to promote pedestrian activity.



Memphis, TN - This lively street of mixed-uses with retail, apartments, studios, hotels, parks and offices is within walking distance and supported by local transit as well as pedestrians.

LAND USE - PROHIBITED USES

1.2 PRINCIPLE: PROHIBITED USES

Uses that may create conflicts with pedestrian safety or become a nuisance should not be included in the North Shore Zone.

GUIDELINES:

- 1.2.1** Automobile-oriented uses such as gas stations and drive-through windows are strongly discouraged. If a drive through or gas pumps are approved in a project, they should be subsidiary to the primary use, should be located behind the primary building, and their vehicular traffic should not cross the sidewalk on a primary street (meaning those streets with the most vehicular traffic). Secondary streets or alleys should be used for access whenever possible.
- 1.2.2** Recreational uses should be passive. Examples include walking trails, picnic areas, and dining pavilions.
- 1.2.3** Active recreational uses such as go-cart tracks, ballfields, and courses are strongly discouraged.
- 1.2.4** Uses which produce or store toxic fumes or materials, dust, or other nuisance or health-threatening debris, **shall not** be permitted.
- 1.2.5** All materials or equipment associated with any permitted use **shall** be stored out of sight from the street and sidewalk.
- 1.2.6** The following uses **shall not** be permitted:
- adult-oriented establishments
 - commercial hazardous or medical waste facilities
 - commercial radio, television, telephone or microwave towers
 - outdoor storage of vehicles, travel trailers, boats, or equipment
 - warehousing and commercial mini-warehouse storage



Atlanta, GA - This development features a passive park of hard surface pavers and soft surface shrubs, trees and grass. Successful mixed-use projects often include a plaza or public space as part of their design.

URBAN EXTRA *Tips & Advice*

Why is Mixed-Use important?

- To bring daily activities within walking distance
- To reduce the number of automobile trips
- To maintain and promote a diversity of activities within the Zone
- To create a vibrant urban atmosphere



Savannah, GA - Downtown Gas Station and Market

URBAN EXTRA *Tips & Advice*

While gas stations are a necessary part of our auto-dependent world, the expanses of paving and driveways that come with them discourage pedestrian activity. These impacts must be minimized to maintain an active, urban, pedestrian environment.

- recycling processing centers
- car and other vehicle sales
- manufacturing and food processing with more than 5 employees
- single-wide manufactured homes

1.2.7 The following uses **shall** require a Special Permit from the appropriate authority (as stated in the Chattanooga Zoning Ordinance) in addition to review by the North Shore Review Committee:

- liquor stores
- day care centers and kindergartens
- animal hospitals, kennels, boarding, grooming, training facilities and veterinary offices
- assisted living facilities, hospitals, medically assisted living facilities, and nursing homes



ANATOMY OF A MIXED-USE BUILDING

UPPER FLOORS -
RESIDENTIAL

2ND FLOOR -
OFFICE OR RESIDENTIAL

GROUND FLOOR -
COMMERCIAL / RETAIL

LAND USE - RIVERBANK USES

1.3 PRINCIPLE: RIVER BANK USES

The River is a public resource. Its banks should be preserved in a natural state and provide continuous public access.

GUIDELINES:

1.3.1 Only uses that are inseparable from a waterfront location should occupy the river or riverbank. These uses, even though they may primarily be located on the water, **shall** require Committee review. These uses include:

- Port & harbor facilities
- Marinas
- Water using industries
- Open space
- Canoe / kayak / rowing launches

1.3.2 Stationary uses, such as offices, restaurants or housing should not occupy the river or riverbank. These uses should be setback 100 feet from the river at normal pool to maintain public access and a natural buffer.



The Tennessee Riverpark and the Tennessee River Blueway provide public access to this important natural amenity.



The river and riverbank should be reserved for uses that are dependent on water access, such as boating activities.



Maintaining public access all along the river and keeping the riverbank natural are recurring themes in all North Shore public meetings.



URBAN EXTRA *Tips & Advice*

The Tennessee Riverpark Masterplan has guided Chattanooga's riverfront development since 1985. Since that time, citizens have continued to call for public access to the River and a natural treatment of the riverbank to enhance this area's scenic and environmental qualities.



Outdoor cafes help animate the public realm and can be located in front of the building as long as an attractive wall or decorative fence and landscaping are used to delineate the public and private space.

YES



Buildings placed at the property line (zero setback) or sidewalk are crucial to a good urban environment. They encourage pedestrian activity and create visual interest.

NO



Placing buildings toward the back with parking in front is a suburban condition that does not build a good public realm nor is it in keeping with the North Shore district character.

SITE DESIGN - SETBACKS

Site Design is important because it impacts the visual quality of the property and the street, thus greatly influencing the potential for pedestrian activity. This section addresses:

- Building setbacks
- Parking & Vehicular Access
- Pedestrian Access
- Landscaping
- Lighting
- Street Edges & Screening
- Open Space
- Stormwater

2.1 PRINCIPLE: SETBACKS

Commercial buildings should be built to the sidewalk to reinforce the urban development patterns and to promote pedestrian activity.

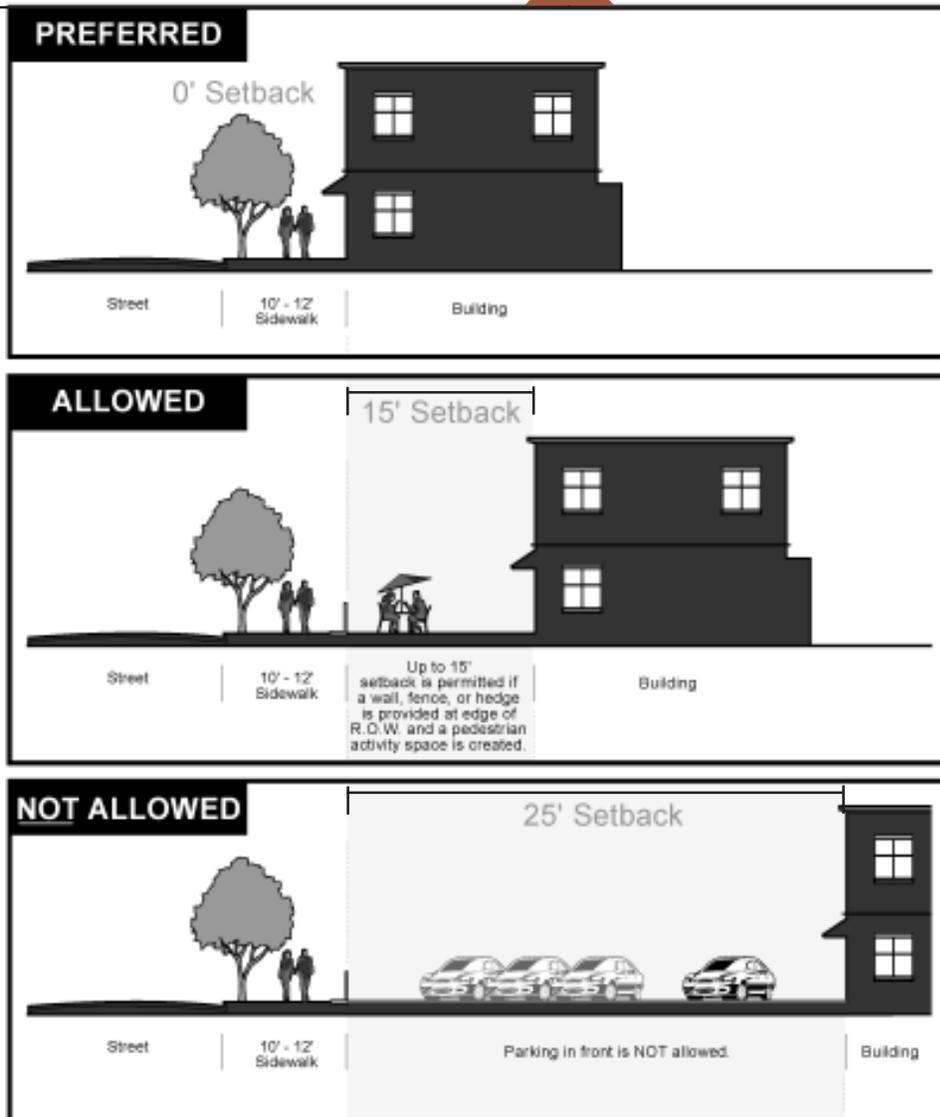
GUIDELINES:

- 2.1.1** A zero front setback **is required** from the primary street with the most vehicular traffic.
- 2.1.2** For corner lots, a zero setback from both streets **is required**, but an open sight triangle should be maintained at the corner to maintain motorist visibility. The Staff or the City Traffic Engineer may offer guidance.
- 2.1.3** In some cases the building may be set back further from the street right-of-way provided **all** of the following conditions are met:
- No more than 20 percent of all the building frontages within any one block should be set back from the sidewalk;
 - A fence, wall, or hedge (as defined under STREET EDGES AND SCREENING) should be used to maintain the street edge at the right-of-way line; and
 - Pedestrian activity should be created between the sidewalk and the building front by providing a park, plaza, or outdoor dining area.

- 2.1.4** Existing sidewalk widths may be expanded to accommodate pedestrian activity and to increase sight distances for motorists at street corners.
- 2.1.5** A 25-foot setback should be provided where the rear or side property line adjoins any residential use or zone.

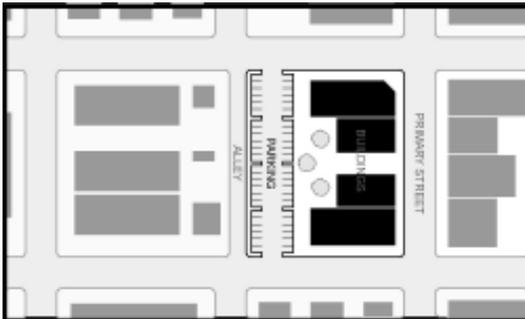
URBAN EXTRA *Tips & Advice*

Buildings that sit back from the sidewalk are typically found in suburban areas where pedestrian activity is very limited. Urban areas like the North Shore need buildings that front directly on the sidewalk and storefront windows to create interest for the pedestrian. **“Urban” setbacks are one of the most important elements of these guidelines.**

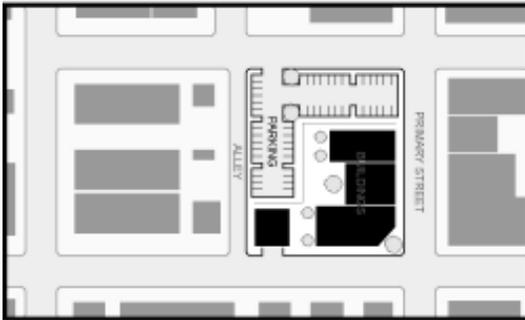




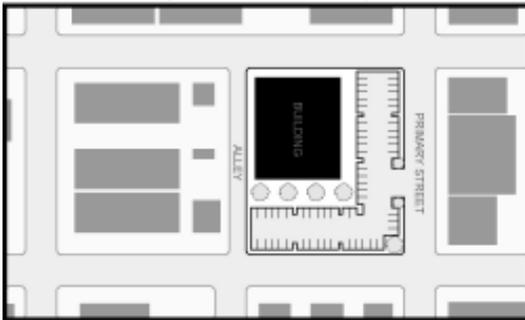
Store employees should park in long-term surface lots or garages in order to reserve short-term, on-street parking spaces for customers.



PARKING TO THE REAR
(PREFERRED)



PARKING TO THE SIDE
(ALLOWED ONLY IF SCREENED)



PARKING IN FRONT
(NOT ALLOWED)

SITE DESIGN - PARKING, AND VEHICULAR ACCESS

2.2 PRINCIPLE: PARKING AND VEHICULAR ACCESS

While parking and vehicular access are essential parts of any Zone, they should not dominate, but should be sensitive to pedestrian safety and urban character.

GUIDELINES:

2.2.1 The amount of off-street parking to be provided for each project **shall** be presented by the applicant and considered by the Review Committee based on the following:

- Type of use and hours of operation
- Square footage of commercial uses or number of residential units
- Availability of adjacent on-street parking, nearby public parking facilities, shared private parking, or leased off-site parking
- Location on a transit route

2.2.2 The amount of off-street parking should not exceed 4 spaces per 1,000 square feet of gross leasable area.

2.2.3 Existing alleys should be used for vehicular access.

2.2.4 Off-street parking **shall not** be located between the building and the street. Vehicular access and off-street parking should be located to the rear of the building.

2.2.5 If it is physically impossible to locate parking and access to the rear of the building, the applicant should first consider sharing an existing parking lot nearby or obtaining vehicular access through an adjoining parking lot. As a last resort, parking may be provided to the side with one curb cut.

2.2.6 Additional curb cuts **shall not** be created on Frazier Avenue, North Market Street, River Street, or Cherokee Boulevard unless recommended by the City Traffic Engineer and approved by the Review Committee. Curb cuts may be permitted along Manufacturers Road due to the absence of cross streets and alleys, but they should be spaced no closer than 300 feet.

2.2.7 Large new developments along Manufacturers Road should include a network of new public streets or alleys to enhance access and reduce traffic impacts to Manufacturers Road.

2.2.8 For lots with multiple street frontages, parking and vehicular access **shall** be placed farthest away from the primary street with the most vehicular traffic.

2.2.9 Where surface parking fronts any street (excluding alleys), a decorative wall or fence and hedge (as described in STREET EDGES AND SCREENING) **shall** be provided along the right-of-way to screen the parking.

2.2.10 Curb cuts should be minimized; a maximum of one curb cut per surface parking lot is preferred.

2.1.11 Curb cuts should be limited to a maximum width of 26 feet.

2.1.12 Garage doors should not front or be visible from the street. Garage doors facing alleys are acceptable.



Parking is screened by trees and plantings to soften the parking lot edge at The Chattanooga Theatre Centre.



A combination of masonry wall, decorative fencing and landscaping maintains the street edge and creates an attractive screen to hide the parked cars behind.



Nashville, TN - On-Street parking is an essential part of the urban retail market. It provides quick trip parking access, serves to calm traffic on busy streets and provides a buffer for pedestrians.



▲ Frequent pedestrian entrances and inviting storefront displays provide interest and attract shoppers to North Shore businesses.



▲ The long expanse of this building is broken up not only by a change in materials but with multiple entrances and storefronts.

SITE DESIGN - PEDESTRIAN ACCESS

2.3 PRINCIPLE: PEDESTRIAN ACCESS

The site design should accommodate and enhance pedestrian activity along the street.

All developments should create an attractive pedestrian entry from the street.

GUIDELINES:

2.3.1 Primary pedestrian access to the development should be provided from the primary street with the most vehicular traffic or at the street corner.

2.3.2 The face of a building which fronts a primary street, should include a pedestrian entrance at least every 50 feet to promote pedestrian activity and “break up” long facades.

“Watching other people, and being watched, and chatting, is the core of the social stroll.”

David Sucher

URBAN EXTRA *Tips & Advice*

Buildings that are set back from the sidewalk and have parking in front may be convenient for motorists, but they inhibit pedestrian activity. Urban areas, such as the North Shore, must use other creative ways to accommodate parking such as on-street, shared lots, multi-level garages, and parking behind the buildings.

SITE DESIGN - LANDSCAPING

2.4 PRINCIPLE: LANDSCAPING

Landscape design should be an integral part of the development and should reinforce the urban character and scale of the Zone. A 15% tree canopy cover is necessary in urban areas to provide shade, reduce urban heat build-up, and filter pollutants from the air.

GUIDELINES:

- 2.4.1 Landscaping should be provided throughout the site for all new buildings, building expansions, and parking lot expansions.
- 2.4.2 Surface parking lots should include a minimum of one tree for every 5 parking spaces.
- 2.4.3 A wall or fence and hedge, as described in STREET EDGES AND SCREENING, should screen dumpsters, utilities, and all service areas.
- 2.4.4 Property within the North Shore (C-7) Zone is exempt from the street yard requirements of the Chattanooga Landscape Ordinance due to the urban character of this district and zero setback requirements. Instead of a street yard, street trees should be planted in pits along the sidewalk. (See SIDEWALKS)
- 2.4.5 Any landscaping within the public right-of-way should comply with the Downtown Streetscape Standards, which can be obtained at the Planning and Design Studio or City Engineering.

URBAN EXTRA *Tips & Advice*

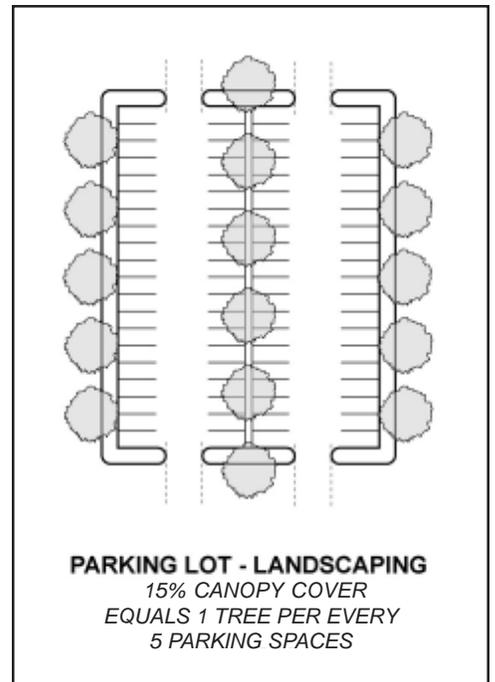
Willow Oak, (*quercus phellos*), a popular shade tree in the south, survives well in urban environments. Best planting time is November-February. For more info on species, street trees and general urban forestry questions contact The City Forester at 423-757-7283 or the Tennessee Urban Forestry Council at www.tufc.com.



Urban streetscape standards include trees planted in pits near the curb, leaving ample room on the sidewalk for pedestrians.

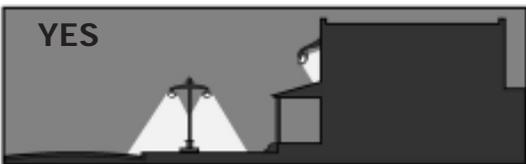


The Finley Stadium parking lot in the Southside provides a good example of tree planting and pervious paving to reduce stormwater runoff.





Lighting does not have to be exceptionally bright to provide a safe environment.



Reduction of glare and light pollution, increase of even light



Too much light causing light pollution

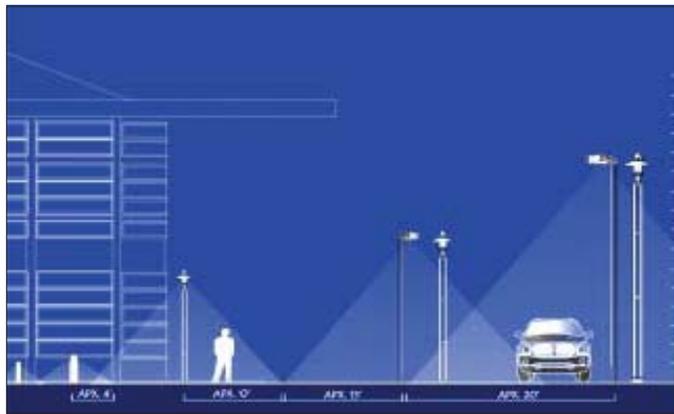
SITE DESIGN - LIGHTING

2.5 PRINCIPLE: LIGHTING

Lighting should be used to make the Zone attractive and safe during the night; however, lighting should not create light pollution or excessive glare, especially near residential areas.

GUIDELINES:

- 2.5.1 Exterior lighting is not required; however, all proposed exterior lighting should be equipped with full cut-offs to direct light downward and should be designed to minimize glare, shadows, and excessive light levels.
- 2.5.2 If parking lots are illuminated, the mounting height of light fixtures should not exceed 20 feet.
- 2.5.3 Lighting levels on gas station or convenience store aprons and under canopies should provide adequate safety but not attract attention to the business. Light fixtures mounted under canopies should be recessed so the lens cover is flush with the bottom of the canopy and shielded by the edge of the canopy.
- 2.5.4 Lighting installations should include timers, dimmers, and/or sensors to reduce energy consumption.



A lighting plan should feature a "hierarchy" of designs that address scale and diverse needs such as pedestrians, parking, streets and buildings.

SITE DESIGN - STREET EDGES AND SCREENING

2.6 PRINCIPLE: STREET EDGES AND SCREENING

Walls, fences, and hedges should be carefully designed and applied to maintain the urban street edge and to screen unsightly features such as parking lots, dumpsters, storage facilities and mechanical equipment.

GUIDELINES:

- 2.6.1** Where surface parking fronts any street (excluding alleys), a decorative wall or fence and hedge **shall** be provided along the right-of-way to screen the parking.
- 2.6.2** Where screening is required along Frazier Avenue, River Street, North Market Street, Cherokee Boulevard, Manufacturers Road, Forest Avenue, Tremont Street, or Manning Street, a wall or visually opaque fence and hedge **shall** be provided with a minimum height of 3 feet and a maximum height of 4 feet above grade.
- 2.6.3** A wall or fence and hedge that fronts, or is visible from, any other street may have a maximum height of 6 feet if necessary for security, although 4 feet is still preferred.
- 2.6.4** Avoid long stretches of fences or walls without intermittent elements such as fence posts or columns to break up the expanse and provide interest.
- 2.6.5** Walls and fences should be compatible with the architectural style, materials, and colors of the principal building.
- 2.6.6** Walls should consist of masonry, stucco, or stone material. All wall materials and designs are subject to review and approval by staff or the Review Committee.



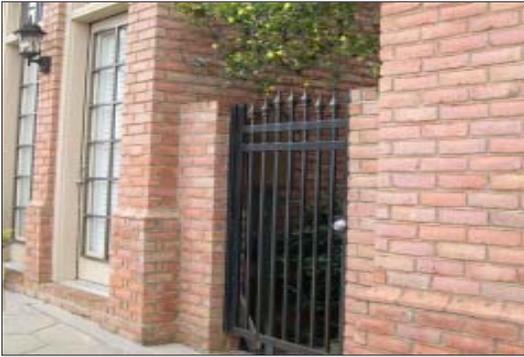
Example of an attractive wall and fence combination that delineates an edge at the sidewalk.



Residential properties may have shallow front yards and use decorative fences or walls to separate the public realm from private property.

DESIGN GUIDELINES

SITE DESIGN



▲ Fences and walls should be an integral part of the building design and should provide interest for the pedestrian.
▼



Dumpsters should be screened with materials that will withstand wear and tear.

2.6.7 Fences should consist of wood, decorative metal, cast iron, or composite material. Highway-style guardrails, stockade, or chain link fencing **shall not** be permitted. All fence materials and designs are subject to review and approval by staff or the Review Committee.

2.6.8 Hedges should consist of evergreen plantings in a landscaped yard with a minimum horizontal depth of 3 feet. All hedges should be installed at a minimum size of 3 gallons and spaced to totally screen the parking or service areas.

2.6.9 Dumpsters and other storage areas should be screened as described above, but with a height adequate to completely conceal the dumpster.



Mechanical units are effectively screened from view behind landscaping at this North Shore business.

PARKS, OPEN SPACE

AND OTHER GREEN BUILDING OPPORTUNITIES

Surrounded by ridges and the Tennessee River, the North Shore is recognized as one of our most prized places because of its location and setting. Urban developments can include practices for perpetuating and “growing” this green environment. Green Building methods can provide an increase in energy savings, reduce waste and clean air while providing economic benefits. A healthy future depends on utilizing these practices in every development.



URBAN EXTRA *Tips & Advice*

BUILDING GREEN

- Respect Ridges and River
- EarthCraft/Energy Star Homes
- Urban Forest
- Landscaping
- Public Space
- Stormwater Best Management Practices
- Pervious Paving
- Streetscape
- Natural Systems
- Native Species
- Green Roofs
- Rain Gardens
- Sustainable Design
- LEED Certification



Greening

URBAN EXTRA *Tips & Advice*

The 100-year floodplain is an area designated by FEMA and most prone to flooding during heavy rains. This floodplain should be kept free of buildings to reduce the risk of damage or injury during a flood. Floodplains are excellent locations for public parks and trails.



Much of Renaissance Park and Coolidge Park are located in the 100-year floodplain.



This entry features public art creating a sculptural element at the street.



Open space can provide shade and places to sit and serve to soften the hard edges of the built environment.

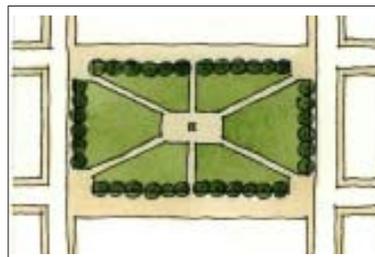
SITE DESIGN - OPEN SPACE

2.7 PRINCIPLE: **OPEN SPACE**

Open spaces should be used to create public gathering places and to protect environmentally sensitive areas such as steep hillsides, floodplains, and wetlands.

GUIDELINES:

- 2.7.1 Development should not occur on steep hillsides (slopes over 25%) and within the floodplain.
- 2.7.2 A minimum 100-foot deep “no build” zone **is required** along the edge of the Tennessee River to accommodate extensions of the Riverpark and provide a natural buffer for the river.
- 2.7.3 Natural or bio-engineered solutions should be used for riverbank stabilization to maintain a natural edge. Rip rap should not be used.
- 2.7.4 Open spaces such as parks, plazas, and greens are encouraged in every new development.
- 2.7.5 Public gathering places should incorporate fountains, public art, attractive shelters, and seating.
- 2.7.6 To enhance security, public gathering places should be easily accessible and positioned on the site to be visible from surrounding development.



SITE DESIGN - STORMWATER

2.8 PRINCIPLE: STORMWATER

Stormwater runoff should be minimized, but stormwater facilities should not be visible from the street.

GUIDELINES:

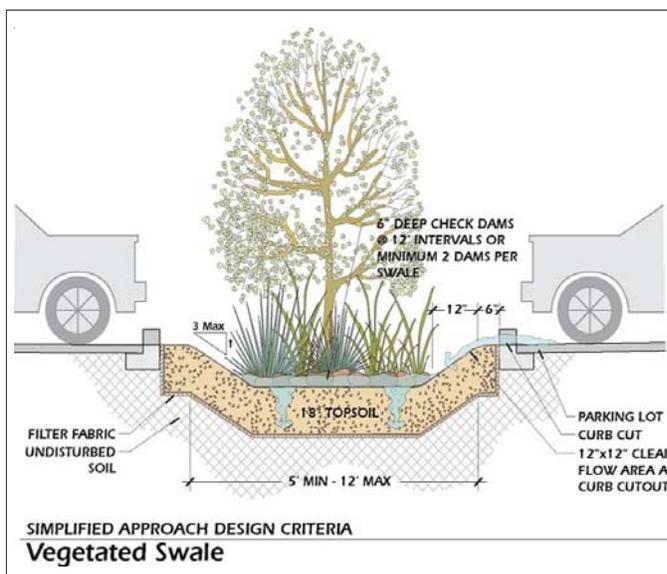
- 2.8.1 Stormwater retention and detention areas should be located behind the building.
- 2.8.2 If stormwater facilities can physically only be located along the street, a decorative wall or fence and hedge **shall** screen them as described in STREET EDGES AND SCREENING.
- 2.8.3 The use of pervious pavement on all parking lots is encouraged to reduce stormwater runoff.



Native species are used to filter stormwater runoff from the parking lot behind the Development Resource Center on King Street.

URBAN EXTRA *Tips & Advice*

Low Impact Development & Designs (LIDs) are measures used to create a hydrologically functional lot. Designed to lessen impacts to the environment and make a more efficient use of the site, LIDs may feature pervious pavement, vegetated swales, open drainage, rain capturing devices, recycled gray water and conservation of trees. See your local Stormwater or Urban Forestry department for these and other Best Management Practices.



Pervious paving was used in the Finley Stadium parking lot to reduce stormwater runoff.



This 4-story mixed-use building on Cherokee Boulevard maintains the street edge by being built to the sidewalk, provides enough height to "frame" the street, and addresses the pedestrian scale with display windows at the street level.

YES



NO



One-story buildings on wide streets result in a weak sense of space. Buildings that are almost as tall as the street is wide (a 1:1 ratio) create a well-defined space.

BUILDING DESIGN - HEIGHT AND MASS

3.1 PRINCIPLE: HEIGHT AND MASS

Buildings should establish a well-defined street edge and urban character and respect the pedestrian scale. Commercial streets should accommodate higher densities, and therefore taller buildings, than predominantly residential streets. Buildings should be similar in height and configuration to nearby buildings on the same street. The height and mass of the bridges should also be considered for properties adjacent to those structures.

GUIDELINES:

3.1.1 Buildings should have a building height to street width ratio between 1:2 and 1:1.

3.1.2 Commercial buildings shall be at least 18 feet high along all streets. A continuous parapet may be included in the building height calculation to create a tall one-story building.

3.1.3 Maximum building height may vary from one area of the North Shore Zone to another. Building height **shall** be measured from the lowest point of fire department vehicle access on the primary street, as determined by the City Building Inspectors.

Stair towers, elevator shafts and mechanical equipment may extend beyond the maximum building height (as defined by the Building Code).

Parapet walls may be included in the building height calculation. Maximum building heights should be as follows. (see map on page 36)

- South of River Street: 30 feet
- Riviera Villas: 42 feet
- Adjacent to the Veterans Bridge (south of River Street): 66 feet
- Frazier Avenue frontage: 42 feet
- North Market Street frontage: 42 feet
- Cherokee Boulevard frontage: 42 feet

- Manufacturers Road frontage: 42 feet
- Properties fronting other streets: 30 feet

3.1.4 Penthouses may exceed the maximum heights listed above by 12 feet (one story) if they are set back at least 10 feet from the building face on all sides.

3.1.5 Building footprints of less than 10,000 square feet are preferred.

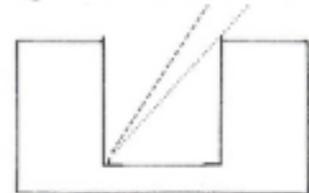


Higher densities are necessary to provide the population needed to make transit, grocery stores, and other services viable. Multi-story buildings along commercial streets can accommodate these higher densities.

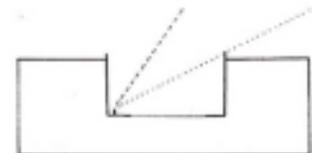
URBAN EXTRA *Tips & Advice*

Streets are like outdoor rooms with the building facades as their walls. These “rooms” need to be well proportioned to feel comfortable to the pedestrian. Wide streets with low buildings on either side result in a weak sense of space. Narrow streets fronted by very tall buildings can result in a canyon effect. Buildings that are as tall as the street is wide create a well-defined space.

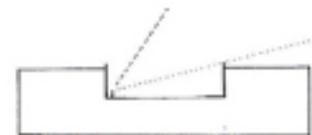
Height-to-Width Ratio



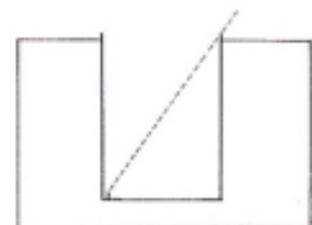
1:1 Ratio
Skyview is limited but space is defined.



1:2 Ratio
Minimum desirable ratio for good street spatial definition.



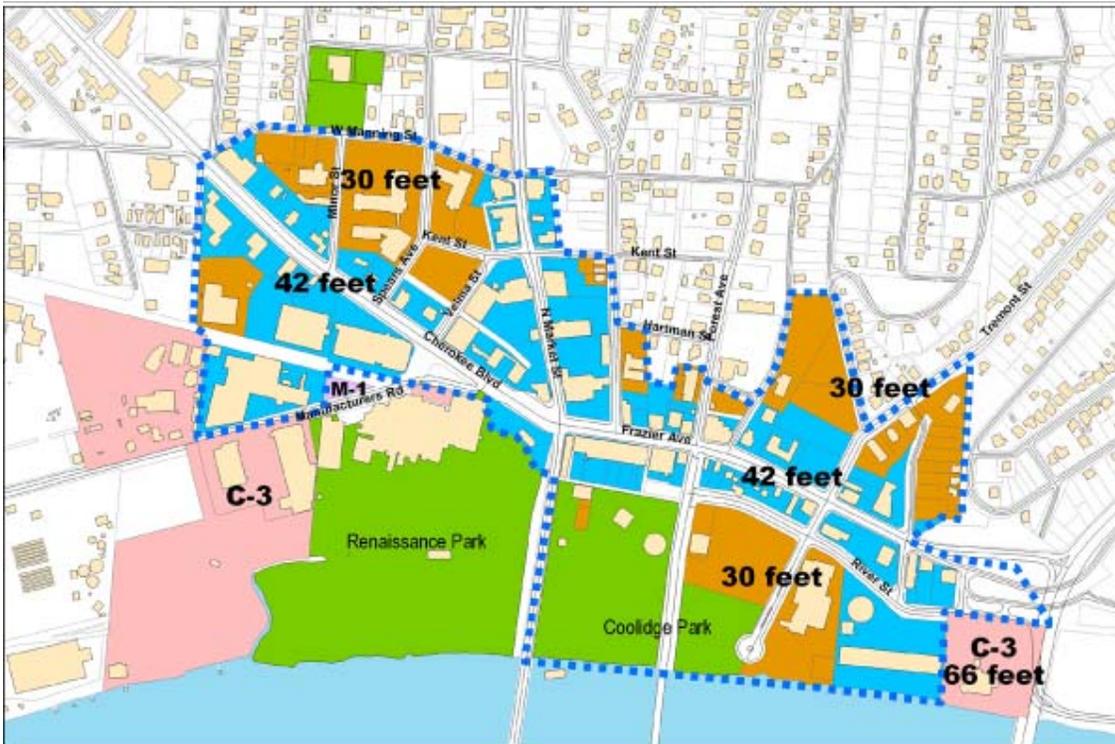
1:4 Ratio
Weak sense of space.



3:2 Ratio
Top of the building is no longer visible without adjusting the angle of your head.

DESIGN GUIDELINES

BUILDING DESIGN



North Shore (C-7) Maximum Building Heights

URBAN EXTRA *Tips & Advice*

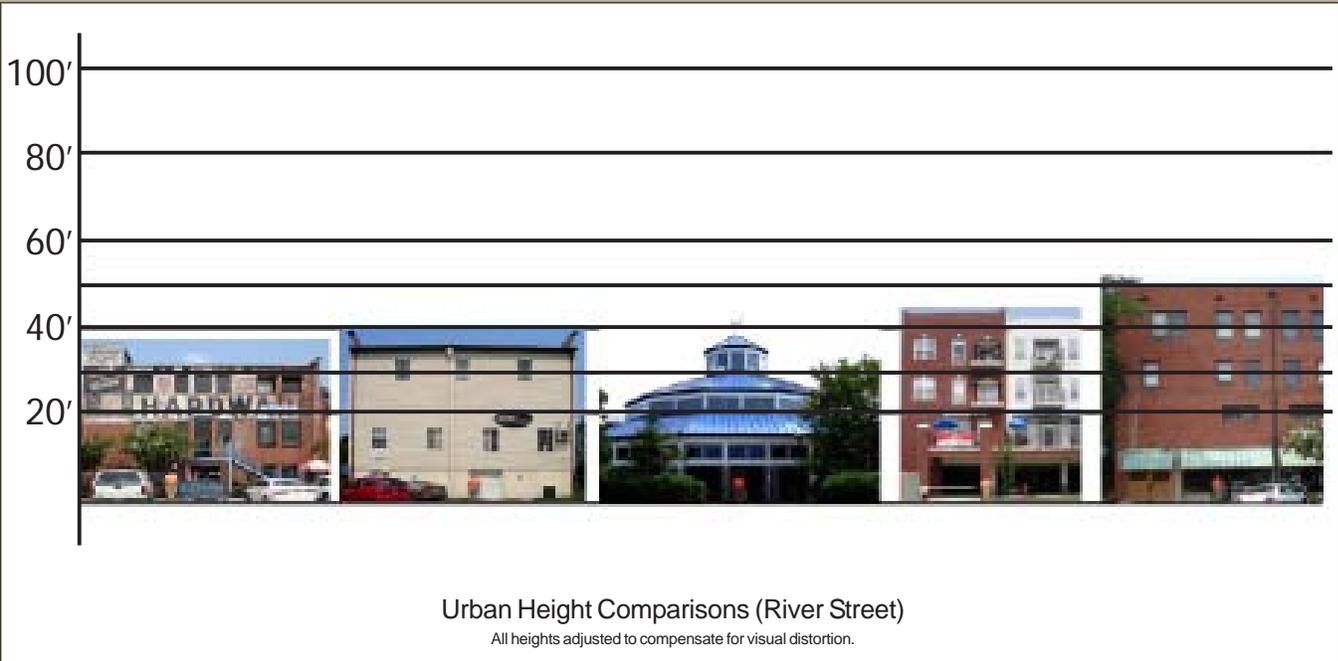
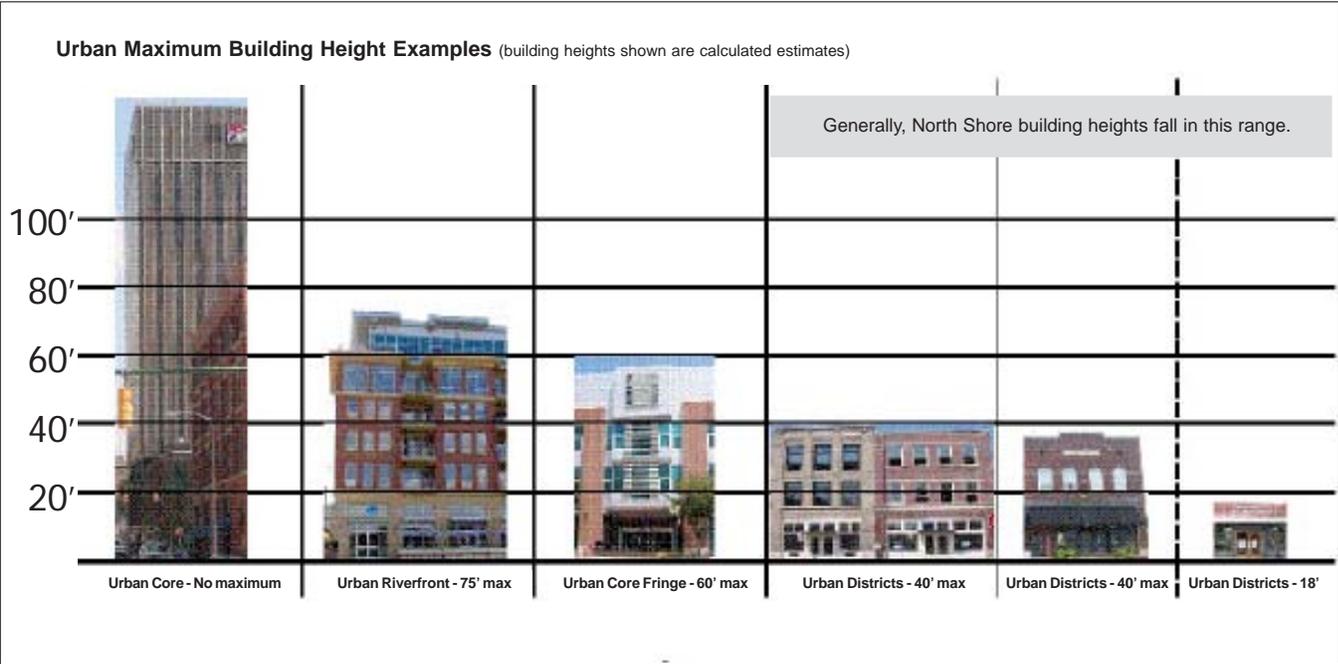
Public transit, such as Chattanooga's electric shuttle, requires a concentration of people and businesses and residential densities of at least 12 units per acre to be viable.

“...density is simply a by-product of people trying to be at the same interesting spot.”

David Sucher, City Comforts, How to Build An Urban Village.

DESIGN GUIDELINES

BUILDING DESIGN





▲ Cornices can be ornate, as on the Robinson Apartments in Fountain Square downtown, or simple as on the North Shore building below.



YES



NO



This is an example of a faux mansard roof that is not in keeping with urban areas and the historic character of the North Shore.

BUILDING DESIGN - ROOFS

3.2 PRINCIPLE: ROOFS

Roofs should reflect traditional urban commercial patterns and provide some visual interest to the tops of buildings, but should not overwhelm the street facade.

GUIDELINES:

- 3.2.1 Acceptable roof styles are flat, hipped, and front-gabled, although flat roofs are encouraged for commercial buildings.
- 3.2.2 Shed roofs (single pitch) and mansard roofs are discouraged because they do not match the traditional, historic character of the North Shore.
- 3.2.3 Flat roofs should incorporate a decorative cornice line that clearly identifies the top of a building.
- 3.2.4 Roof pitch should not exceed 12:12 (vertical to horizontal) or be less than 5:12.
- 3.2.5 The roof line should be similar in pitch and type to nearby buildings on the same street, unless those buildings have discouraged roof types.
- 3.2.6 Occupied roofs, such as roof gardens and terraces are encouraged.
- 3.2.7 Mechanical equipment located on roof tops **shall** be screened due to their visibility from the bridges and hills.

BUILDING DESIGN - FACADES

3.3 PRINCIPLE: FACADES

Building facades should reflect traditional urban patterns, reinforce the human scale, and provide interest for the pedestrian.

GUIDELINES:

- 3.3.1 Cornice lines, stringcourses, and other architectural elements should create a recognizable base, middle, and top to buildings.
- 3.3.2 Horizontal elements of all street-facing facades should complement the horizontal elements of adjoining buildings.
- 3.3.3 Long, uninterrupted horizontal stretches of building facades should be avoided. Building bays, storefronts, entrances, columns, and other vertical elements should be used in 20 to 40 foot increments to “break-up” the building façade.
- 3.3.4 Storefronts should include display windows, transoms, awnings, and entrances.
- 3.3.5 Mansard-style elements attached to the building façade should not be used.



This North Shore building incorporates traditional storefront elements – display windows, transoms, awnings, and entrances – that reinforce the human scale and provide interest for the pedestrian.



Atlanta, GA - An example of a building façade that features a change in materials and other architectural elements that add interest.



Architectural elements, such as this corner tower, can be used to provide interest and “break up” long stretches of building façades.



Creative, well-maintained display windows with transparent glass provide interest and attract shoppers to North Shore businesses.



Windows and doors should make up at least 50% of the ground floor of commercial buildings.



BUILDING DESIGN - DOORS AND WINDOWS

3.4 PRINCIPLE: DOORS AND WINDOWS

Openings and bays should reinforce the human scale, maintain traditional urban patterns, and provide interest for the pedestrian.

GUIDELINES:

- 3.4.1 Window frames (except glass block) should always be recessed from the exterior building face to give depth to the facade.
- 3.4.2 Windows should have sills and trim; lintels are encouraged.
- 3.4.3 The ground floor of all street-facing commercial facades should contain at least 50% openings (windows and doors). For lots with multiple street frontage, the 50% opening requirement will only apply to the primary street. The secondary street frontages should have at least 30% openings.
- 3.4.4 The upper stories of all street-facing facades should contain at least 30% openings but not to exceed 75% openings.
- 3.4.5 Heavily tinted windows **shall** not be used on the ground floor.
- 3.4.6 Recessed doorways are encouraged. Doorways should not be recessed more than five feet from the front facade unless a courtyard, cafe, window display, or other animated space is provided between the doorway and the sidewalk.
- 3.4.7 All openings, especially windows, should have a size, spacing, and configuration that respects and complements those of the adjoining buildings, provided those buildings meet the guidelines stated above.

BUILDING DESIGN - HISTORIC BUILDINGS

3.5 PRINCIPLE: HISTORIC BUILDINGS

Buildings more than fifty 50 years old are considered historic and should be retained and preserved.

GUIDELINES:

- 3.5.1 Features that create a false sense of history, such as coach lanterns, mansard overhangs, wood shakes, and shutters, should not be added to a building.
- 3.5.2 New additions or alterations should be compatible with the massing, size, scale, rooflines, materials, and architectural features of the original building.
- 3.5.3 New additions or alterations should not cover, remove, or damage significant architectural elements of historic buildings that are visible from the street such as decorative cornices, windows, doors, trim around openings, railings, storefronts and any historically significant decorative features on the facade.
- 3.5.4 New additions should be smaller and simpler than the original historic building in scale and design.
- 3.5.5 New additions should be placed to the side or rear of historic buildings.



Even a modest building with little detailing may contribute to the district in terms of historic character.



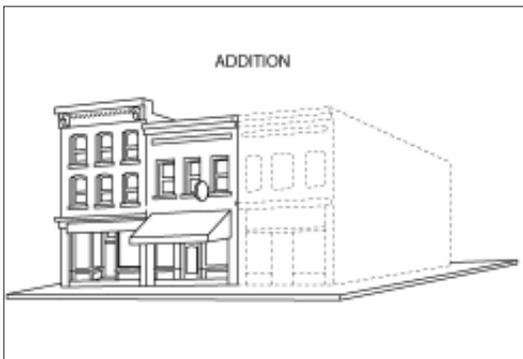
▲ Historic buildings take many forms and sizes and give a district its own unique character that draws people to the area.
▼



Recycling historic buildings for new uses preserves the district's architectural character and reduces the amount of construction material going to the landfill.



▲
Windows, doors, and other architectural elements of additions should be compatible with those of the original buildings.
▼



Material selection is an important part of any building design.

BUILDING DESIGN - BUILDING ADDITIONS

3.6 PRINCIPLE: BUILDING ADDITIONS

Building additions should be compatible with the massing, scale, size, materials, and architectural features of the original building.

GUIDELINES:

- 3.6.1** All building additions should align windows, doors, cornices and other architectural elements with those of the existing building.

3.7 PRINCIPLE: MATERIALS

Exterior materials should reflect a sense of permanence and urban character.

GUIDELINES:

- 3.7.1** Buildings should use materials that are compatible with nearby buildings on the same street.
- 3.7.2** Masonry materials such as brick, split face concrete block, and concrete block finished with stucco are preferred, but other materials may be used if they complement the adjacent buildings. The Review Committee **must** approve all materials.
- 3.7.3** Metal siding, aluminum siding, vinyl siding or other similar exterior materials are generally discouraged, but may be approved by the Review Committee if they complement the adjacent buildings. Metal Butler buildings are **not allowed**.
- 3.7.4** Awnings, when applied, should consist of flexible canvas, acrylic, or vinyl coated material. Bubble, concave, or convex awnings and hard plastic awning materials are strongly discouraged.

SIDEWALKS

4.1 PRINCIPLE: SIDEWALKS

Sidewalks are public spaces designed to accommodate pedestrian traffic. Sidewalks should also include street trees, benches, pedestrian lighting and dining areas to create activity and interest. However, these additions should leave sufficient space for pedestrians to walk past.

GUIDELINES:

4.1.1 The minimum sidewalk width in commercial and mixed use areas should be 10 feet.

4.1.2 All intrusions into the sidewalk, such as landscaping, tables, chairs, or newspaper racks, **shall** provide a minimum 5-foot wide pedestrian lane within the sidewalk and **shall not** block the street corner, cross walks, or bus stops.

4.1.3 All intrusions into the sidewalk **shall** comply with the Downtown Streetscape Standards and **shall**:

- Be compatible with the existing streetscape improvements;
- Be in line with the street trees and pedestrian lights or adjacent to the buildings; and
- Require a temporary usage permit from City Council.

4.1.4 Existing sidewalk widths may be expanded to accommodate pedestrian activity and to increase sight distances for motorists at street corners.



Sidewalks are part of the public realm.



▲ Street furniture may include pedestrian-scaled lighting, trees, benches, flower pots, outdoor dining tables and chairs, trash receptacles, news racks, and public art.



SIGNAGE AND THE NORTH SHORE

C-7 COMMERCIAL/MIXED-USE ZONE

Signage is an important part of any business. Signs in the North Shore may take many forms, but their size and placement should fit within the architectural form of the building on which they are located. Good graphic design, color, contrast and materials are all elements that contribute to the legibility of any sign. The most effective signs are uncomplicated, clear, and easy to understand.



Whether giving direction, showcasing a menu or announcing business hours, signs in the North Shore can be playful and colorful, bold or subtle; but more importantly, they should feature creative graphics designed to fit in with the lively character of the district.



Signs



URBAN EXTRA *Tips & Advice*

Signs may indicate multiple tenants, give direction or simply serve as a business title and address. Signs should entice shoppers and onlookers while limiting distractions and visual clutter. Remember, “You can only make a first impression once.” Signs should say “welcome” and set the tone for the business or wares within.



Murphy, NC



When it comes to signs, bigger is not always better.

NO



NO



The two sign examples above should not be placed in the North Shore District; off-premise signs are not allowed.

SIGNS

5.1 PRINCIPLE: SIGNS

Signs should balance the need to market individual businesses with the objectives of maintaining the Zone's existing urban character and minimizing visual clutter.

Within this Zone, the following requirements are applicable in addition to the general Advertising Provisions in Chapter 3 of the Chattanooga City Code.

GUIDELINES:

- 5.1.1 Signs should not obstruct the architectural elements and details of a building.
- 5.1.2 All of the signs on any one side of a building should not exceed 1.5 square feet per linear foot of that building side.
- 5.1.3 For buildings with multiple tenants, signs **shall** be located only on the portions of the building directly outside the area occupied by that tenant or on portions of the building which are common areas, as defined in the City Sign Ordinance.
- 5.1.4 Signs should be located in the lintel or sign frieze that separates the ground level from the upper facade, on the upper facade walls, or projecting from the face of the building.
- 5.1.5 Projecting signs should be located a minimum of 12 inches below the second story window sill or top of the building, whichever is less. Projecting signs should not exceed 16 square feet in area.
- 5.1.6 Signs should be illuminated by indirect lighting.
- 5.1.7 Roof signs, off-premise signs, and internally illuminated box-type plastic signs **shall** not be permitted. Signs composed of illuminated individual letters are acceptable.

- 5.1.8** Neon signs are discouraged outside the building. Use of neon should be limited to signs only.
- 5.1.9** The Review Committee **shall** review all wall graphics and murals.
- 5.1.10** Temporary signs or banners, regardless of size, may only remain in place for 30 days and **shall** require a sign permit.
- 5.1.11** Awnings and permanent banners used for advertising are considered part of the building signage.



In the case of signs, bigger is not always better. This building makes good use of its sign frieze, which is typically located above the first floor on traditional commercial buildings. Signs should be designed as an integral part of the building façade and should be proportional to other architectural elements so as not to overwhelm the façade or create visual clutter.



Although historically painted signage is often seen on older buildings, it is usually only appropriate for very large scale structures and those that feature a unique character.



Signage on traditional storefronts is typically located in a sign frieze above the first floor.

DESIGN GUIDELINES

DEMOLITIONS



Commercial, industrial and residential buildings all add to the historic character of the North Shore.



URBAN EXTRA *Tips & Advice*

Redevelopment, historic preservation, and adaptive re-use continue to be important elements in mixed-use development. Historic buildings generally offer a certain identity and character that may serve to create a valued link with the past, adding richness, continuity, and image to a mixed-use development. *Urban Land Institute.*

For more information see the Historic Resources Summary available at the Chattanooga-Hamilton County Regional Planning Agency website at: www.chcrpa.org

DEMOLITIONS

6.1 PRINCIPLE: DEMOLITIONS

Demolition of buildings should generally be avoided to maintain continuity of the street edge.

GUIDELINES:

6.1.1 Demolition of a building over 50 years old should be avoided.

6.1.2 Historic buildings should only be demolished if one of the following conditions apply:

- Public safety and welfare requires the removal of the building or structure; or
- The building has lost its architectural and historic value and removal of the building will improve the appearance of the Zone.

6.1.3 Buildings fronting any public street (excluding alleys) should not be demolished unless a new building will be constructed in its place or the building presents a public safety or health hazard.



Even small, simple buildings – when combined – can create a strong street edge and give unique identity to a district. The reuse of these historic structures is important for maintaining the North Shore's distinctive character.

APPENDIX

Resources

District Boundary Map

Resources

The following adopted plans are available on the Regional Planning Agency website (www.chcrpa.org): North Shore Plan, Chattanooga Downtown Plan 2025 and Comprehensive Plan 2030. The following agencies are available for advice and consultation:

Public Works Department

City of Chattanooga
1250 Market Street, Suite 1000
Chattanooga, TN 37402
(423) 757-5105

Chattanooga-Hamilton County

Regional Planning Agency
Development Resource Center
1250 Market Street, Suite 2000
Chattanooga, TN 37402
(423) 757-5216
<http://www.chcrpa.org>

Planning & Design Studio

Development Resource Center
1250 Market Street, Suite 3010
Chattanooga, TN 37402
(423) 668-2262

Cornerstones, Inc.

736 Georgia Avenue, Suite 106
Chattanooga, TN 37402
(423) 465-2825
agray@cornerstonesinc.org

National Trust for Historic Preservation

1785 Massachusetts Ave, NW
Washington, DC 20036-2117
(202) 588.6000
www.nationaltrust.org

National Park Service

Southeast Office
75 Spring Street
Atlanta, GA 30303
(404) 331-5188
www.nps.gov

Tennessee Urban Forestry Council

1250 Market Street, Suite 3010
Chattanooga, TN 37402
(423) 668-2523
www.TUFC.org

Tennessee Preservation Trust

P.O. Box 24373
Nashville, TN 37202
(615) 963-1255
www.tennesseepreservationtrust.org

Southeast Tennessee Development District

535 Chestnut Street, 3rd Floor
Chattanooga, TN 37402
(423) 266-5781; www.sedev.org

Renewal Community Office

Development Resource Center
1250 Market Street, Suite 3020
Chattanooga, TN 37402
(423) 425-3776
noel_m@theenterprisectr.org

American Institute of Architects

PO Box 9261
East Ridge, TN 37412
(423) 867-0444
www.aiachatt.org

City of Chattanooga

Neighborhood Services and Community Development

101 East 11th Street, Suite 200
Chattanooga, TN 37402
To report concerns: DIAL: 311
<http://www.chattanooga.gov>
(click on 311)

Chattanooga Neighborhood Enterprise

1301 Market Street
Chattanooga, TN 37402
(423) 756-6201

RiverCity Company

850 Market Street
Chattanooga, TN 37402
(423) 265-3700
www.rivercitycompany.com

Tennessee Historical Commission

Historic Tax Credits
2941 Lebanon Pike
Nashville, TN 37214
(615) 532-1550 x106
Louis.Jackson@state.tn.us
<http://www.tennessee.gov/environment/hist>

Trust for Public Land

1253 Market Street, Suite 200
Chattanooga, TN 37402
(423) 265-5229
<http://www.tpl.org>

Chattanooga-Hamilton County Bicentennial Library

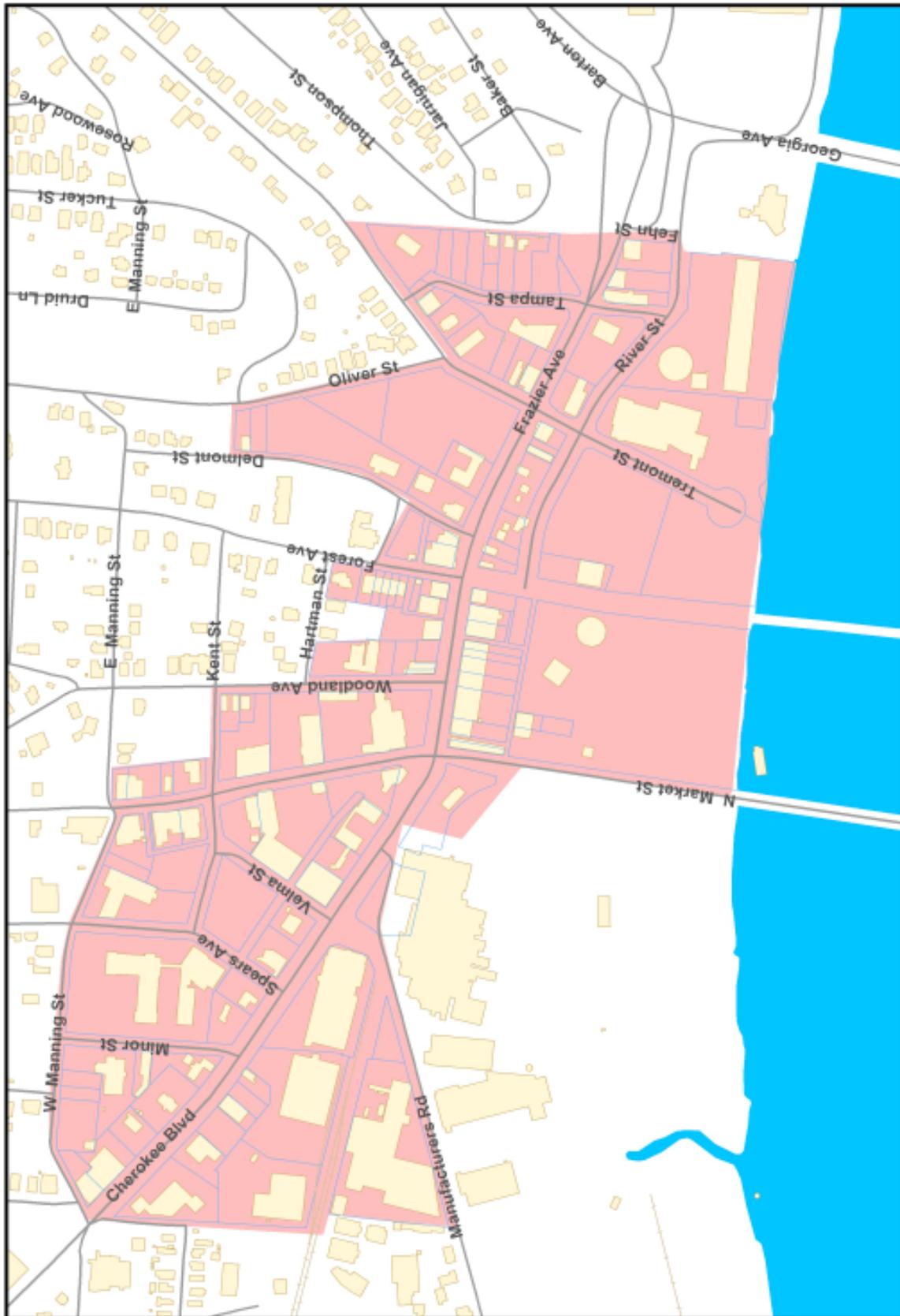
<http://www.lib.chattanooga.gov>

U.S. Green Building Council

<http://www.usgbc.org>; www.chattagreen.com

American Society of Landscape Architects

<http://www.asla.org>



C-7 Commercial \ Mixed Use Zone

