

# Downtown Walhalla Design Guidelines

## Design for a Livable Downtown

Spring 2017



## **Project Participants**

The City would like to acknowledge and thank those who contributed to the Downtown Walhalla Design Guidelines. In addition to those listed below, numerous individuals provided insight, expertise, and other contributions that informed this project.

### **City Council**

Danny Edwards – Mayor  
Jennifer Crawford – Mayor Pro-Tem  
Tjay Bagwell – Council Member  
Lamar Bailes – Council Member  
Josh Holliday – Council Member  
David Underwood – Council Member  
Danny Woodward – Council Member

### **Downtown Development Committee**

Jennifer Crawford  
Danny Edwards  
Lamar Bailes  
Brent Taylor  
Helen Westmoreland  
Blake Norton

### **Oconee County**

Bill Huggins – Oconee County Planning Department  
Janet Hartman – Oconee Economic Alliance

### **Project Team**



**Alta Planning + Design, Inc.**  
John Cock – Principal-in-Charge  
Blake Sanders – Project Manager  
Tee Coker – Senior Planner  
Calin Owens – Designer



## Table of Contents

<b>Introduction and Purpose of Design Guidelines</b>	<b>Design Guidelines for Parking Facilities.....</b>	<b>34</b>
6	Surface Parking.....	34
Purpose of Design Guidelines.....	Security and Pedestrian Circulation in Parking	
Downtown Design Guidelines Goals.....	Facilities.....	34
Design Review Application Process .....	<b>Design Guidelines for Signage.....</b>	<b>36</b>
Design Principles .....	Appropriate Sign Types.....	36
<b>Design Guidelines for Site Design, the Public</b>	Sign Composition.....	37
<b>Streetscape , and Buildings .....</b>	Sign Character .....	37
<b>12</b>	Sign Materials .....	37
Building and Site Lighting.....	Sign Lighting.....	38
Streets.....	Sign Installation.....	38
Sidewalks .....	Sign Color.....	38
Pedestrian Interest .....	General Notes for Signage .....	40
Building Placement and Orientation .....	General Notes for Fonts .....	42
Building Mass, Scale, and Height .....	Example Application of Design Guidelines ....	44
Building Materials.....	<b>Appendix A: Photographic Inventory of the</b>	
Architectural Character.....	<b>Downtown Development Area .....</b>	<b>47</b>
Facade Elements.....	<b>Appendix B: Recommended Landscape Palette</b>	
General Notes for Paint and Awning Palettes	Acceptable Species .....	81
27		
Site Development: Cut and Fill.....		
30		
Site Retaining Walls.....		
31		
Mechanical Equipment and Service Utilities ..		
32		



## **Chapter 1: Introduction and Purpose of Design Guidelines**

# Introduction and Purpose of Design Guidelines

Walhalla is a unique community with a rich diversity of cultures and traditions. The Walhalla Downtown Master Plan, adopted in 2015, was the first step in developing a vision for Downtown Walhalla based on the community's history, connection to the Blue Ridge Mountains, and the many cultural amenities that exist within the walkable downtown area.

Some of the key implementation recommendations from the Downtown Master Plan include the following:

1. Initiate a Downtown Development Committee to monitor and promote the Downtown.
2. Develop design guidelines for private improvements and development.
3. Develop a streetscape plan for public improvements.
4. Implement a facade program with City implemented grants.
5. Develop and implement a vehicular and pedestrian wayfinding signage program.

These actions are all interrelated in the effort to create a cohesive downtown combining public and private improvements. They also reinforce a partnership between the City and private business and property owners.

## Purpose of Design Guidelines

The purpose of the guidelines is to create site and building designs consistent with the City's principles, goals, and policies. The document is organized by design guideline topics with each section containing guidelines dealing with specific topics.

The Downtown Design Guidelines set parameters for design, but also allow design flexibility and creative design solutions. Proposed development in the Downtown Development Area is expected to respond to the design guidelines and standards in a manner that complements the historic character of the City of Walhalla.

The City may permit a deviation from a specific standard if it is determined that public benefit may be achieved by an alternative proposal. The alternative proposal must be consistent with the intent of the guidelines and with the City's overall goals and policies. The applicant must demonstrate that the proposed deviation will result in

increased pedestrian activity and visual interest along the street. As an integral part of the City of Walhalla's improvement strategy, these guidelines provide a proactive means of encouraging development that is consistent with the Downtown Master Plan.

1. Developers and property owners can use the guidelines to better understand the potential for development consistent with the City's vision for downtown prior to implementing new buildings or renovation projects.
2. The City's Planning and Building Inspection Department and Planning Commission can use the guidelines as a consistent framework for reviewing new projects.

## Downtown Design Guidelines Goals

- Build a desirable place to live with a variety of **housing choices, convenient services, and a diversity of entertainment opportunities**;
- Support a **pedestrian-oriented environment** that connects to surrounding neighborhoods;
- Create a **memorable downtown experience** that is attractive, safe, and inviting;
- Construct a **visually attractive and economically vibrant urban center**;
- Assure new development relates to the **character of downtown** and is compatible with surrounding neighborhoods;
- Ensure public and private outdoor spaces are **enjoyable and accessible**; and
- Encourage **sustainable building and land management** best practices.

## Design Review Application Process

No new design review process or commission is proposed as a part of the design guidelines. The current appeals process will remain in place.

All development within the Downtown Development Area (see maps at the end of this section) is required to meet the requirements of downtown design review. Downtown Design Review is conducted by the Zoning Administrator. The scope of work associated with an individual project will determine the extent to which design guidelines will be applied. Proposals that will not modify a building exterior or the site are exempt from Downtown Design Review; however, fire safety, zoning, and other codes may still need review and approval prior to construction or occupancy. Existing uses that are not in conformance with the guidelines would be allowed to remain until there is a change in use, or building remodeling/renovation is undertaken.

Before preparing development plans in the Downtown Area, applicants should review the guidelines in their entirety. City staff will discuss guidelines and standards with the applicant either during a pre-application meeting or informal pre-development design meeting in order to assist the applicant with final design approval.

For details on the application and review process, see the Walhalla Code of Ordinances; if you have questions, City staff are available to assist you.

## **Design Principles**

No zoning code or design guideline can cover all possible development scenarios. These design principles should guide decision-making regarding appropriate development.

### **1. Establish and maintain a unified, improved identity for Downtown Walhalla.**

The Master Plan suggests projects and goals for stabilizing and improving the image and economic prospects for Downtown Walhalla. The Downtown Design Guidelines will establish a suggested image identity to support these goals. Future public and private projects should strive to build on and strengthen that identity based on the strengths of its history, architecture, location, and residents. This improved image will be established through early priority projects defined in the plan and in opportunities yet to come, and by focused events and publicity on positive actions and developments.

### **2. Respect and build on the historic character of Downtown Walhalla.**

There are many historic and contributing buildings in the Downtown Development Overlay District. A mechanism should be created to evaluate these buildings in order to decide which should be protected and to plan for adaptive reuse and/or restoration. If the buildings have historic or architectural significance, individual listing of the buildings at the state or federal level should be considered, especially because of the potential tax benefits of doing so. If state or federal listing is not possible, a local registry could be created.

### **3. Strive to establish traditional “Downtown” elements of design throughout Downtown Walhalla.**

In the Downtown District, a sense of architectural enclosure, seating areas, areas of shade and sun, attractive streetscapes, cafes, and a richness of experience in the public environment should be the goal. Attractive and significant architecture in a refined landscaped setting should be combined with carefully maintained parks and gathering spaces and shaded walks and streetscapes. The character of a community is also expressed through such thoughtful elements as pedestrian connection of buildings to the street, landscaping and screening of parking areas, abundant street trees, and enclosure of the street through similar building heights and setbacks along with landscaping.

### **4. Encourage mixed uses downtown with appropriate architecture and urban design.**

Research shows that the success of a downtown is dependent on a synergistic mix of uses including office, retail, restaurant, civic, and residential. Mixed uses help ensure activity and security at all times of the day and evening and support commercial uses by extending the cycle of activity. This mix of uses is part of the vision of the Downtown Master Plan. The City, developers, and partners should ensure a lively mix of uses, and public improvements should be aimed at making the area more attractive and inviting both day and night.



### **5. Avoid suburban or rural land-use patterns in the downtown.**

“Strip”-type development, continuous driveways along the edges of properties, parking in front of buildings, lack of screening, and lack of pedestrian amenities discourage people from exploring the downtown on foot, and discourage pedestrian-oriented development from locating in Downtown Walhalla.

### **6. Unify Downtown Walhalla with common design elements while allowing individual identity.**

Public streetscape and green spaces should employ common design elements, such as paving materials, lighting, street furniture and building materials in order to create a unified character for Downtown Walhalla. Likewise, architecture should have elements that are repetitive or common in order to unify the whole. Within this unifying structure, however, there should still be ample room for individual expression. In the same way, buildings of a certain type (office, commercial, residential) should be similar, but not repetitive.

### **7. Enhance gateways and view corridors.**

The public and private design of areas that serve as gateways into the downtown, or that terminate views down important streets should be given special consideration. Gateway points into the downtown are identified in the Downtown Master Plan. These areas provide the opportunity to welcome visitors and residents into the downtown, and to establish or reinforce the unique identity of the area. In addition, gateways and sites at the termination of important streets or view corridors require architecture that enhances the importance of these areas through the use of special features such as buildings that incorporate special corner treatments, and enhanced entry elements and design.

### **8. Create a coordinated system of City and/or Downtown signage.**

Public vehicular signage is needed to lead motorists to and through Downtown Walhalla and to their destinations and nearby parking areas. Once motorists have parked and left their vehicles, coordinated pedestrian-level signage helps orient visitors to the downtown and informs them about attractions. Coordinated and attractive vehicular and pedestrian signage helps to present a quality image of the community, welcomes people, and helps extend visits by providing information on activities and destinations.

### **9. Give priority to pedestrians.**

The goal of all elements in the plan and guidelines should be to create an attractive and walkable environment that responds primarily to the needs of people rather than automobiles. Creating a pedestrian-friendly environment includes the following elements:

- Barrier-free design both on the street and into and around buildings
- Separation between pedestrians, bikes and vehicles
- Creation of an interconnected pedestrian system within the entire downtown including sidewalks, street crosswalks (with crossing lights where necessary), and enhanced connections between parking and the street
- A comprehensive system of public signage to orient and inform visitors to Downtown Walhalla
- Mid-block pedestrian connections on long blocks, and/or public passageways through central sections of large buildings to connect parking areas and the street
- Design of streets to include the incorporation of bicycle and pedestrian facilities

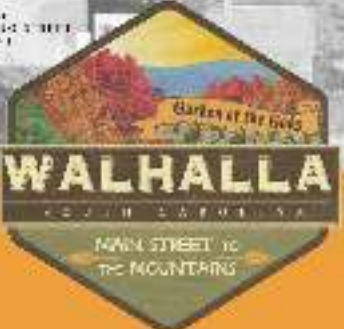
### **10. Create pedestrian spaces in retail and commercial areas that add to the life of Downtown Walhalla.**

In retail and commercial areas, the emphasis should be on enjoying the area on foot. This translates into the need for connections, wayfinding signage, interesting architecture, sun and shade, safe and attractive sidewalks, streets, parks and plazas, and planned activities, entertainment, and events. Private enterprise should also be encouraged to add to the success of the downtown through the provision of such amenities as sidewalk cafes and restaurants, seating areas, screening and landscaping. This can be encouraged through a sense of civic pride or by more direct means such as grants, loans, or the granting of desired variances.

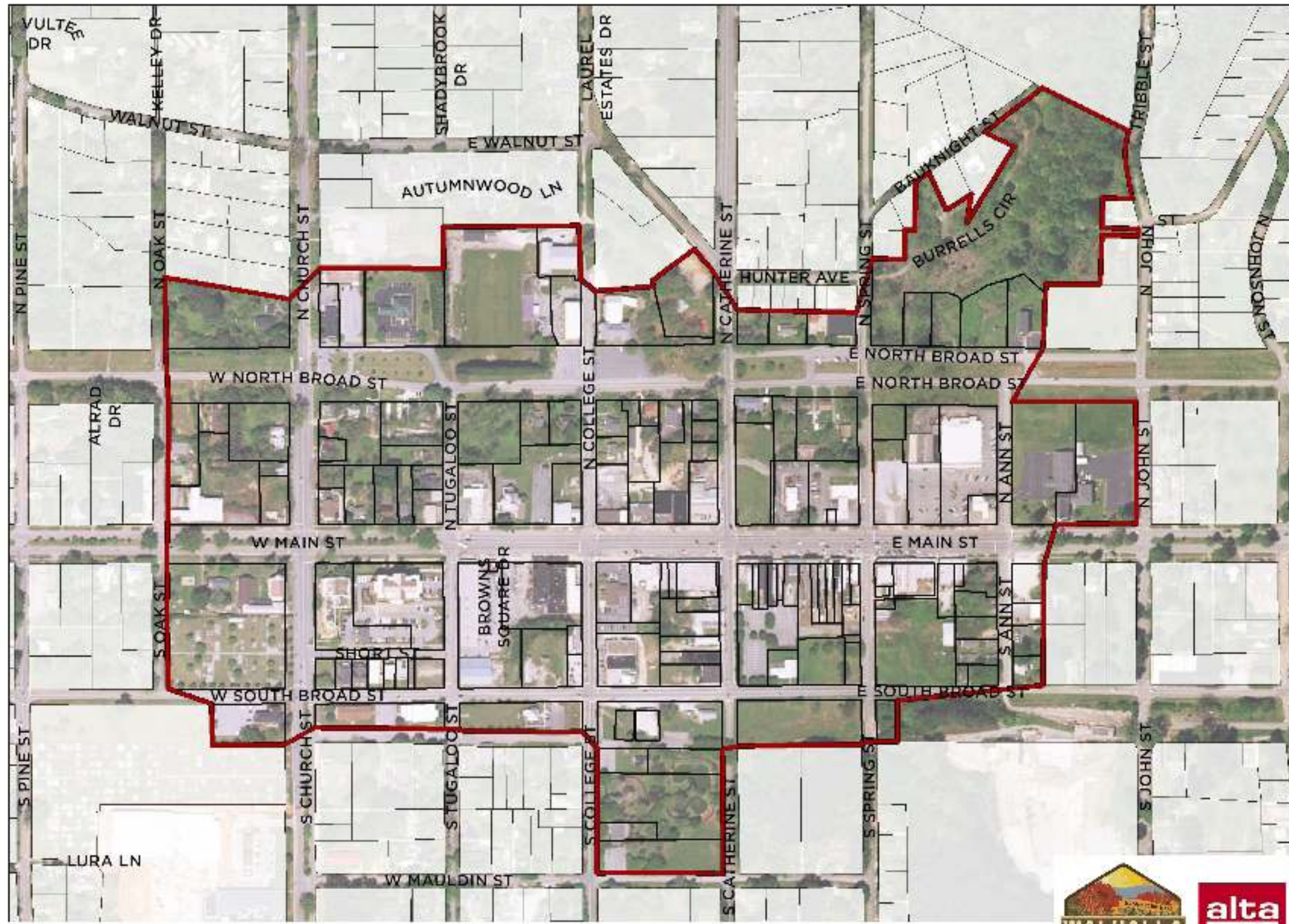




# WALHALLA, SC DOWNTOWN MASTER PLAN







**DOWNTOWN BUSINESS DISTRICT MAP**  
WALHALLA DOWNTOWN DEVELOPMENT CORPORATION



## **Chapter 2: Design Guidelines for Site Design and Public Streetscape**



# Design Guidelines for Site Design, the Public Streetscape, and Buildings

The City of Walhalla has an active downtown where pedestrians share streets with automobiles and bicycles. This mix of traffic can provide a sense of excitement and enhance the pedestrian experience if all the elements are kept in balance. A unified streetscape design for the Downtown Development Area will help maintain a sense of visual continuity while expressing the unique qualities. The following guidelines are applicable to new development and changes to existing non-contributing buildings in historic Downtown Walhalla.

## Building and Site Lighting

The primary function of lighting is for safety and security. Lighting is also used to accent building character and for advertising and sales promotion. The primary goal for lighting in Walhalla is that it should not be detrimental to the adjacent surroundings or the overall environment, but should still maintain a safe environment. Lighting the sidewalk sufficiently is a goal within Downtown. This does not imply high levels of illumination; minimum illumination levels are more appropriate for various nighttime functions.

The character and level of lighting that is used on a building is of special concern. Traditionally, exterior lights were simple in character and were used to highlight signs, entrances and front door details. Most fixtures had incandescent lamps that cast a color similar to daylight, were relatively low in intensity and were shielded with simple shade devices. Although new lamp types may be considered, the overall effect of modest, focused building light should be continued.

Exterior lighting should accent, not dominate, a building facade.

- Primary building entrances should be the main source of illumination.
- Secondary accents may illuminate secondary entrances, architectural details, and signs.
- The use of strobe lighting is inappropriate.
- Seasonal string lighting is appropriate.
- Secondary accents that may illuminate other areas of public and functional importance, such as side or rear entrances, steps, and walks located along the side of the building, may be appropriate.
- The use of recessed down lighting in canopies is appropriate.

Minimize the visual impacts of site and architectural lighting.

- Use exterior light sources with a low level of luminescence.
- Use white lights that cast a similar color to daylight.
- Do not wash an entire building facade in light.
- Use lighting fixtures that are compatible with and complimentary to the building and its surroundings in terms of style, scale, and intensity of illumination.
- Blinking and flashing lights used to illuminate building facades or to outline buildings are inappropriate.
- Interior lights to illuminate signs or canopies are inappropriate.



Lighting attached to facade illuminating canopy

Use shielded and focused light sources to prevent glare.

- Provide shielded and focused light sources that direct light downward.
- Do not use high intensity light sources or cast light directly upward.
- Shield lighting associated with service areas, parking lots and parking structures.

Minimize impacts from service and parking area lighting.

- Security and service area lighting should be discriminatingly utilized to illuminate the area for surveillance as required, yet it should be prevented from creating a hot spot of light calling attention to it from the surrounding areas.
- Keep parking area lighting at a human scale.
- All parking light fixtures should be similar in design and should be spaced throughout the parking area to avoid regimented placement.

Street lighting fixtures should be consistent throughout the district.

- Unique and consistent street lighting fixtures help to unify the streetscape of the downtown and to mark the boundaries of the historic district.

Extensive canopy, awning, and porch lighting is inappropriate.

- Lighting on the underside of a canopy is appropriate when it does not dominate the streetscape.
- Attach light fixtures to the building facade rather than the underside of a canopy or awning.

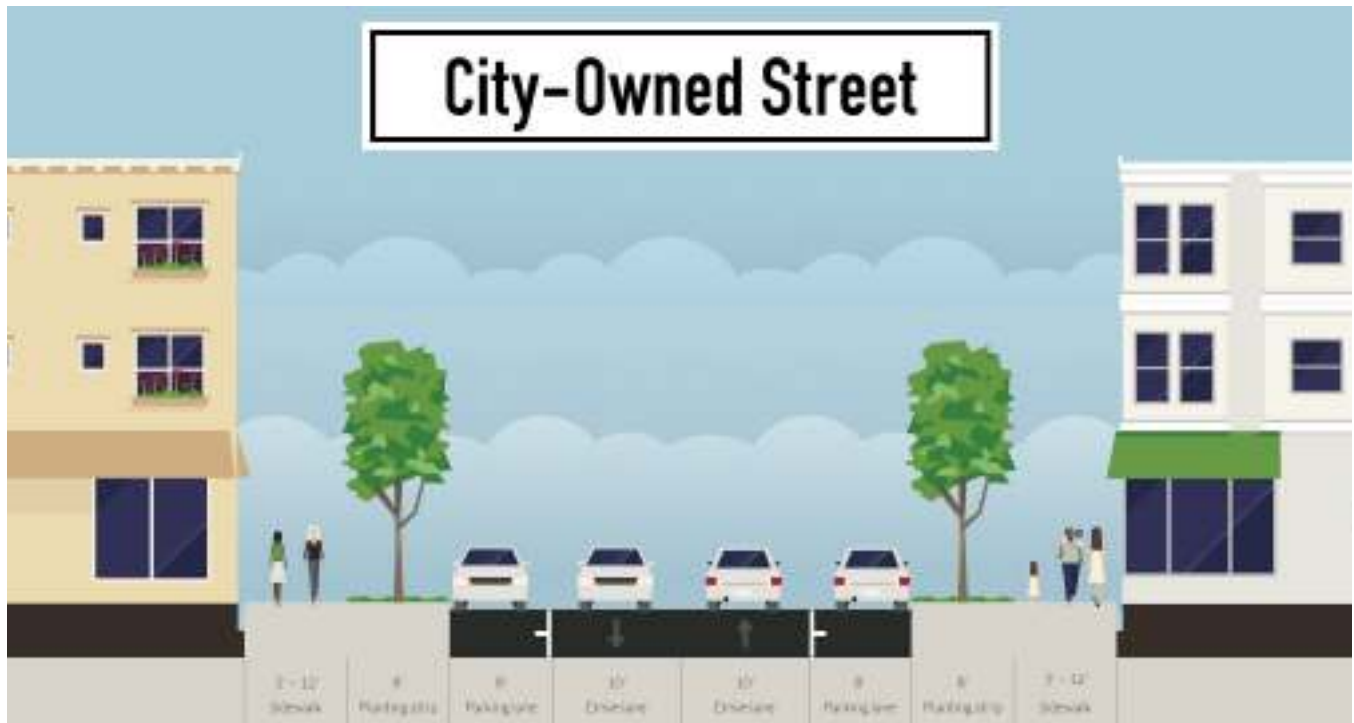


Example of string lighting



Example of string lighting

## Streets



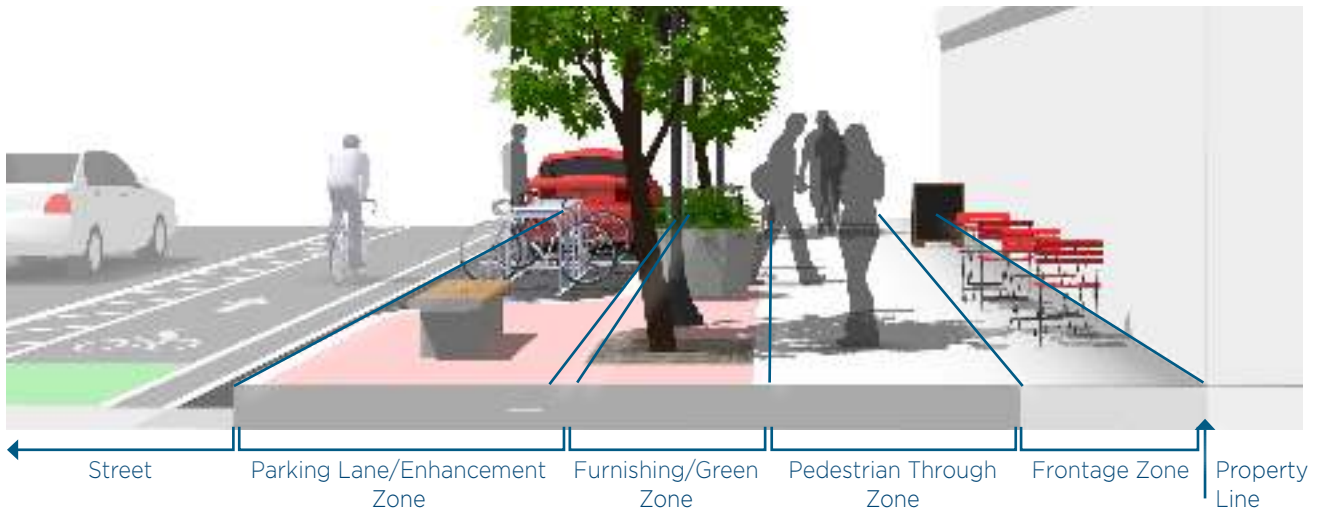
Conceptual section of City-owned street



Conceptual section of South Carolina Department of Transportation collector street



Conceptual section of South Carolina Department of Transportation arterial street



Section of sidewalk elements



## Sidewalks

Early photographs of Downtown Walhalla show simple concrete sidewalks which provide a visual unity to the area. This tradition should be continued.

A clear and safe pedestrian travel lane should be kept clear of all merchandise.

Sidewalk design should reflect the character of its historic context.

- Sidewalk designs should be modest in character
- Sidewalks should be attached to the curb or separated with a minimum 3 foot landscape verge.

The main sidewalk paving should be a simple concrete finish.

- Broom-finished, grey concrete is preferred for the predominant material.
- Decorative paving may be used to denote special functional areas such as key intersections, public plazas, and courtyards.
- The finish texture should comply with current accessibility requirements.

Decorative and accent paving is appropriate for key crosswalks.

- Decorative paving at key intersections can help unify the streetscape and aid in wayfinding throughout the district.
- Although decorative paving is appropriate for accents at intersections, the goal for the rest of the sidewalk treatments in the district should read as a cohesive system.

Merchandise displayed on the sidewalk should be kept clear of the public right-of-way.

- Merchandise such as hanging racks and display tables that occur outside of the building are not in character with the district and should be set back three feet from the storefront entrance.
- Sidewalk dining should be encouraged, where appropriate and where an accessible pedestrian route can be maintained.
- Dining tables and chairs may be located on sidewalks, provided a minimum of 4 feet of clearance between furniture and sidewalk curb.



Example of decorative paving



Example of decorative intersection paving



Example of decorative intersection paving



Example of decorative intersection paving



Sidewalk merchandising allowing for pedestrian through travel



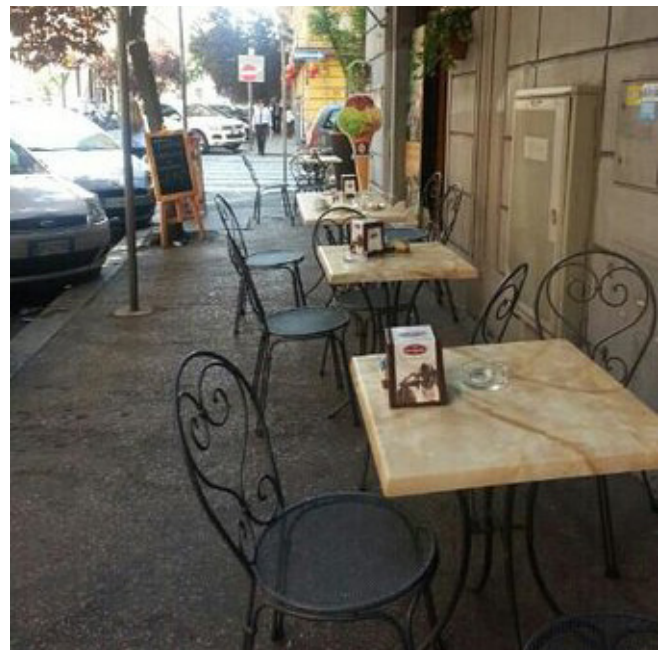
Sidewalk merchandising allowing for pedestrian through travel



Sidewalk temporary signage in sidewalk



Sidewalk dining seating allowing for pedestrian through travel



Sidewalk dining seating allowing for pedestrian through travel



## Street Furnishings

Several areas of Downtown Walhalla already have amenities in place that enhance the pedestrian experience. New furnishings should continue to enhance the area while working with existing features. Where feasible, benches, planters, lighting, mail boxes, newspaper racks, and trash receptacles should be located in a furnishings zone which maintains a clearly defined pedestrian travel lane.

All street furniture in the public right-of-way should have similar materials and finishes.

- Draw upon local character and materials for street furniture design.

Street furnishings should be simple in character.

- Avoid highly ornate designs which could misrepresent the history of the area.

Temporary street furnishings should be approved by the City and removed daily.

- Chains should not be used as part of any temporary assembly or installation.



Example bicycle rack



Example of bench; to be defined by City of Walhalla



Example trash receptacle

## Pedestrian Interest

The Downtown District should continue to develop as a pedestrian oriented environment of ground floor storefronts. Buildings should relate to pedestrians by using materials and a human scale compatible with local historic patterns. The ground floor should also provide year-round interest, not solely in the peak season.

Develop the ground floor level of a project to encourage pedestrian activity.

- Provide a storefront along a primary pedestrian way when feasible.
- Provide a protective canopy over the sidewalk similar to surrounding buildings.
- Provide architectural detailing that is pedestrian scaled on first floor facades.

Avoid blank walls or the appearance of a vacant lot.

- Design all building facades that can be seen by pedestrians to be visually interesting.
- Provide repetitive elements, such as windows and belt courses, to create a rhythm of shadows along a facade. This helps establish a sense of scale and interest for pedestrians.
- Use architectural detailing and material articulation to create a visually pleasing facade.



Pedestrian-scale storefront for pedestrian interest



Pedestrian-scale storefront for pedestrian interest



## Building Placement and Orientation

With the exception of small gaps in the building wall that occur for pedestrian or vehicular alleyways, most structures in the historic district are built to the full width of the parcel and to the front lot line. The resulting street wall pattern should be maintained in new development.

- Maintain the alignment of buildings at the sidewalk edge. Locate the front street wall at the sidewalk line when feasible.
- If the building has a modern interpretation of a storefront, it should maintain the feel of the street wall through use of architectural elements and features at the street edge.

Street facades should span lot widths.

- Spaces between buildings should be kept to a minimum to maintain the street wall and sense of enclosure at the sidewalk.
- Exceptions are for access ways to side or rear entrances.

Lots that have multiple street fronts should be built to address each street facade.

- Buildings on corner lots should be built to the sidewalk on both streets to the extent possible without interfering with public safety.
- Buildings on lots which face multiple streets should be double fronted and built to the sidewalk at both street fronts.
- Storefronts are appropriate along all street level facades of the buildings.



Adapted modern storefront



Streetwall at sidewalk



Streetwall at sidewalk

## Building Mass, Scale, and Height

Patterns of building occur along the street by the repetition of similarly sized building elements. For example, uniform facade widths, evenly spaced, create a rhythm that contributes to the visual continuity. At a smaller size, the repetition of upper-story windows across most building fronts also creates a unifying effect. These features and similar patterns are some of the most important characteristics of the Downtown Development Area and should be respected in all new construction.

Traditional spacing patterns created by the repetition of uniform buildings widths along streets should be maintained.

- In most cases, a facade should not exceed established widths without a clear expression of the historic pattern.
- Where a building must exceed this width, use a change in design features to suggest the traditional building widths. Changes in facade material, window design, facade height or decorative details are examples of techniques that may be considered. These variations should be expressed through the structure such that the composition appears to be a collection of smaller masses.

A new building should incorporate a base, middle, and a cap.

- Traditionally, buildings were composed of these three basic elements. Interpreting this tradition in new buildings will help reinforce the visual continuity of the area.
- This also applies to existing, non-contributing structures.

A new building should maintain the alignment of horizontal elements along the block.

- Align the height of window sills, moldings, and mid-belt cornices with adjacent and nearby buildings.
- Where sloped streets occur, a building facade should step along the street

Floor-to-floor heights should appear to be similar to those seen historically.

- First floor heights should be equal to those of the surrounding buildings.
- Design windows in new construction to appear similar in height, location, and scale to those seen historically.

Maintain the visual building scale of two to four stories in height.

- Develop a primary facade that is in scale and alignment with surrounding historic buildings.
- Design the lower levels to express the alignment of elements seen traditionally in the block; where additional height is allowed, it should be set back to maintain the visual appearance of scale from the street level.

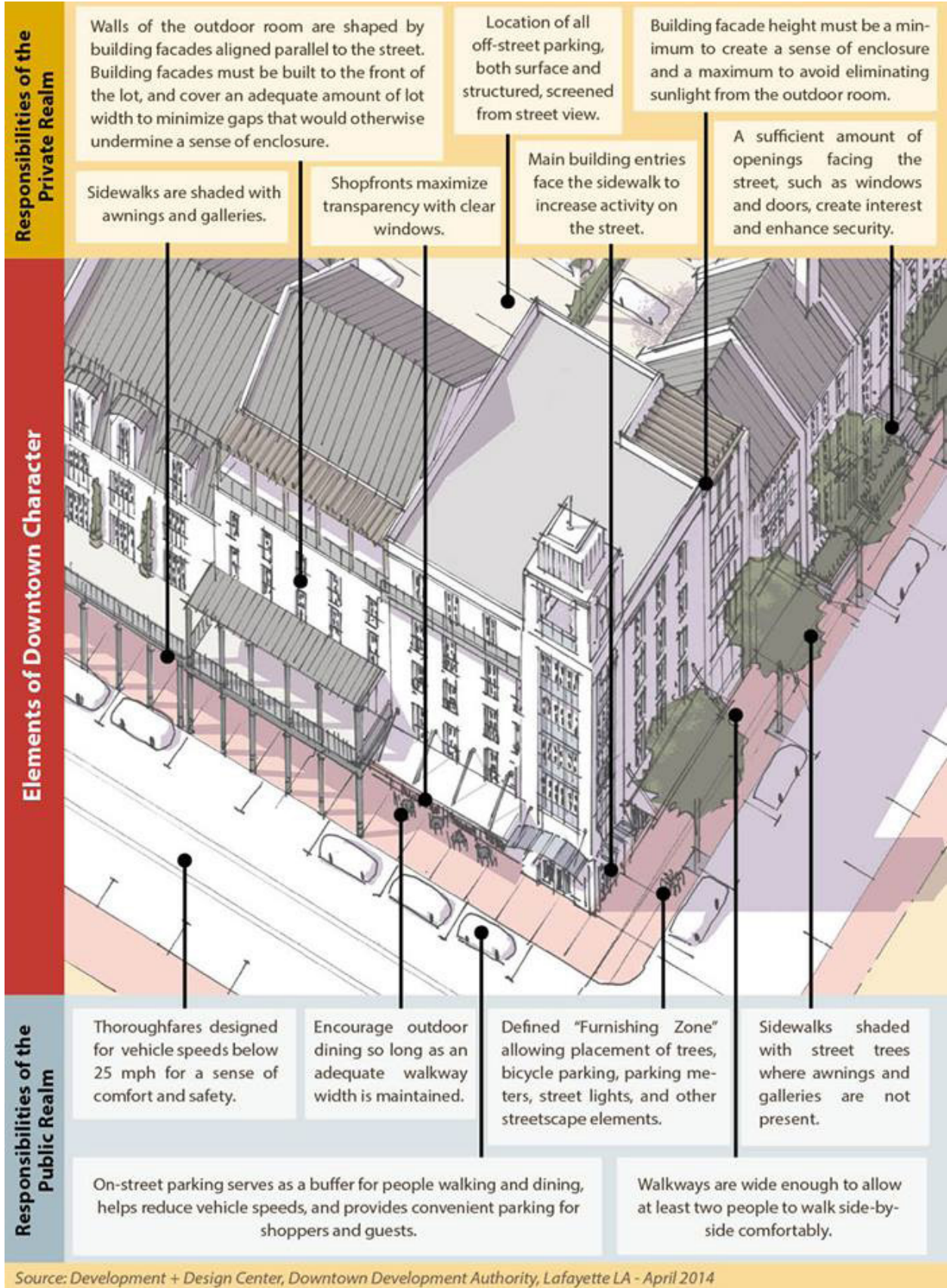


Uniformity of facade widths



Uniformity of facade widths





Placement and orientation diagram, <https://www.strongtowns.org/journal/2014/5/7/elements-of-downtown-character.html>



## Building Materials

Brick masonry and wood frame were the primary construction methods used in the Downtown Development Area. These methods should continue in new construction. More modern materials may also be considered when they are compatible with those used historically.

New materials should convey a sense of scale similar to that seen in historic materials.

- Appropriately scaled materials contribute to a visually interesting building facade.
- Large uninterrupted expanses of featureless materials are inappropriate.
- Metal framing can often be similar to that of wood frame methods and portray a similar scale while also reflecting modern construction methods.
- Lap siding should be similar in depth and profile to historic materials.

Building materials should have similar characteristics as materials used historically.

- Unfinished or reflective materials should not be used.
- Polished stone and mirrored glass should be avoided as primary materials.
- Material color schemes should reflect historic patterns of one muted background color, with one or two other colors used as accents.

All materials used should be durable and appropriate for the climate.

- Any new, alternative material should have a demonstrated durability in the region and should be approved by the Planning Department.



Masonry material example



Wood lap siding material example

## Architectural Character

While it is important that new buildings and alterations be compatible with the historic context, they should not imitate older building styles because this confuses the authenticity of the district. Visual compatibility results when the design variables in a new building are arranged to be similar to historic patterns in the area yet in ways that convey their own time. New construction should be stylistically distinguishable from historic buildings while maintaining a similar scale and character-defining features to historic buildings.

New interpretations of traditional building styles are appropriate. Infill construction should:

- Be a balance of new and old design.
- Draw upon the fundamental similarities among older buildings in the area without copying them. This will allow it to reflect its own time and yet be compatible with its historic neighbors.
- Avoid literal imitation of older historic styles.

A new building should be compatible with architectural and scale giving elements traditionally found in the district.

- Similar architectural massing as well as window and door patterns are examples of scale-giving elements.

Modern interpretations of architectural features historically used are appropriate in new construction.

- New construction should include architectural features used historically in the district such as storefronts and canopies at the street level, but these should not be direct copies of those seen historically.



Example of compatible modern construction



Example of compatible modern construction

## Facade Elements

### Storefronts

Storefronts are important character-defining features of the historic district and should be included on new buildings in the historic district.

The scale and proportions of a new storefront should be similar to those seen historically.

- First floors should be taller than upper floors.

Window patterns in storefronts should be similar to those seen historically.

- The area of transparent material should be roughly equal to what is seen historically.

Alternative designs that are contemporary interpretations of traditional storefronts may be considered.

- Modern designs that use traditional elements are appropriate.
- The new design should continue to convey the character of typical storefronts, including the transparent character of the display window.



Modern storefront



Modern storefront with traditional elements

## Canopies

Canopies are noteworthy features of the historic district and have a strong history of use. Their inclusion in the design of new construction is required by the land use code.

Building canopies are encouraged where appropriate.

- Canopies help unify the streetscape as well as provide refuge from inclement weather.

Mount canopies to accentuate character-defining features and window openings.

- Canopies should be mounted to highlight moldings that may be found above the storefront or within the storefront.
- The scale of canopies and their support systems should be in proportion to the building and not dominate the facade.

Use colors and materials that are compatible with the overall design of the building.

- Canopy materials should reflect the style and character of the building.
- Use colors that are compatible with the overall color scheme of the facade. Solid colors or simple, muted stripe patterns are appropriate.

Canopies should step down to maintain a consistent height over the sidewalk.

- Canopies should not be angled across the building facade.
- Some slope is appropriate to allow for run-off of precipitation.
- Articulation in awnings and canopies is appropriate to designate the main building entry.

Projecting horizontal canopies are most appropriate.

- The canopy should fit the opening of the building.
- Odd shapes, bullnose awnings, and bubble awnings are inappropriate on most structures.
- Internal illumination is inappropriate.
- Simple shed shapes may be considered in some cases.



Canopy articulating main entry



Simple canopy



Simple canopy with signage

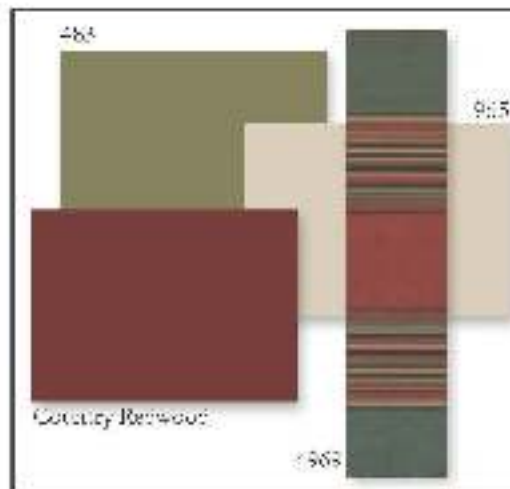
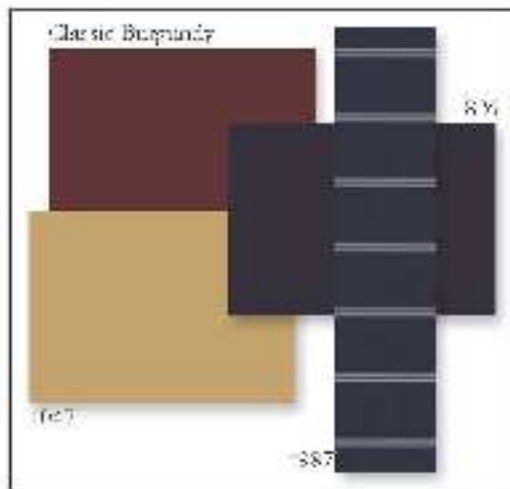
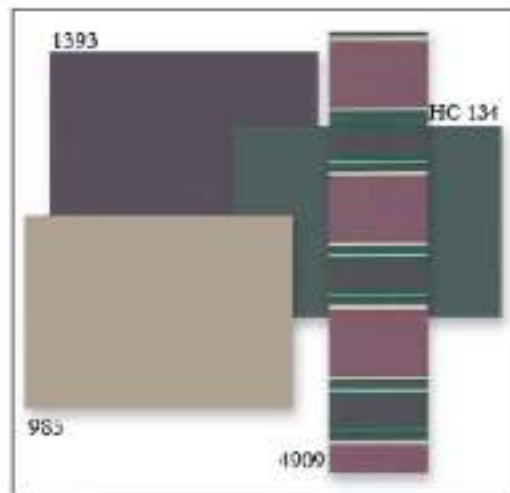
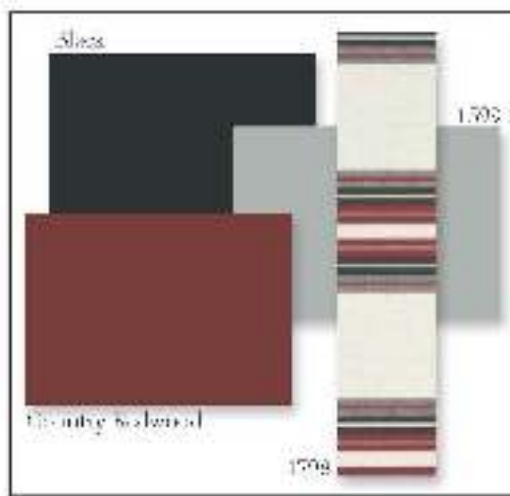


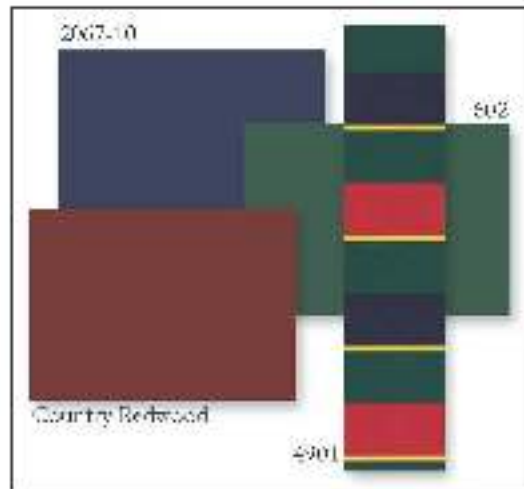
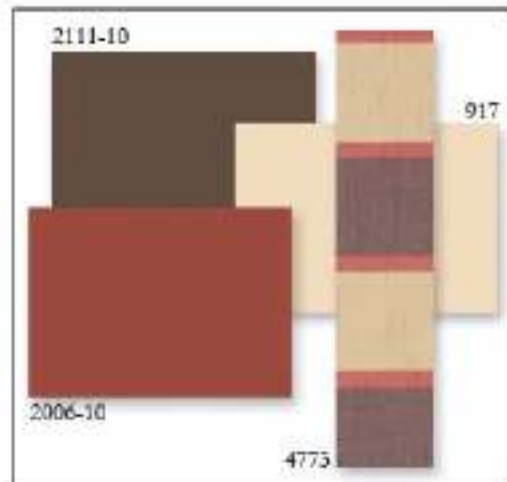
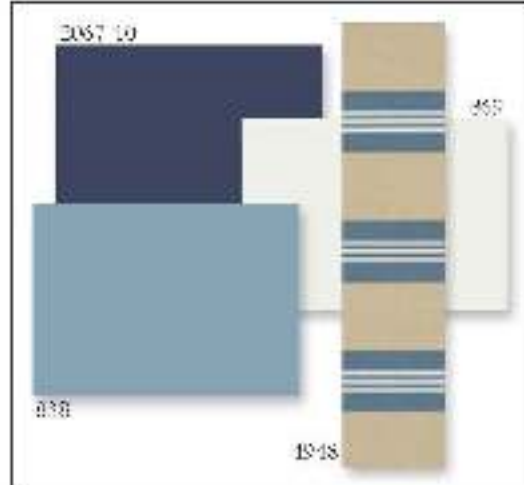
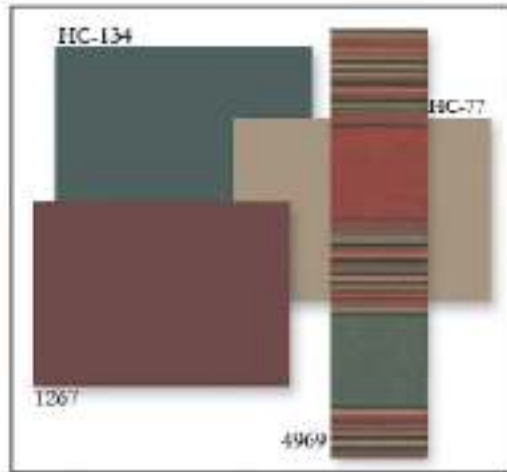
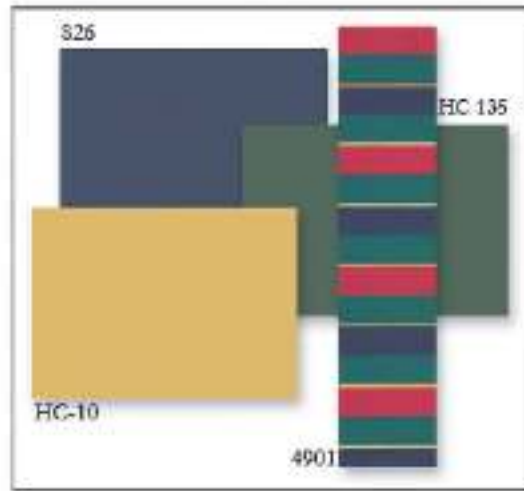
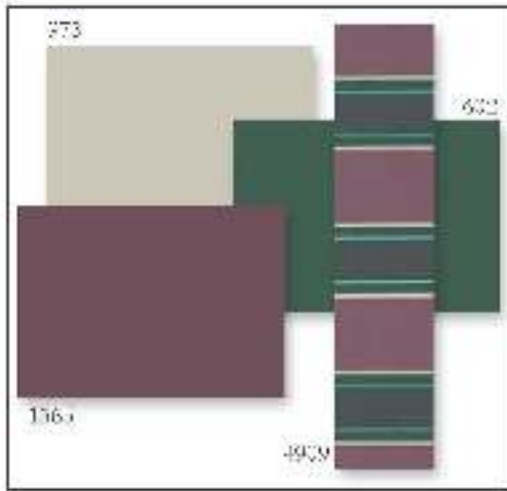
## General Notes for Paint and Awning Palettes

These paint palettes are arranged in suggested color combinations, including coordinating awning fabrics. The schemes are intended to show various alternatives and a variety of options that can be used. While three colors are shown in each scheme, it is not necessary to use all three at once. These schemes are not all-inclusive but rather serve as representative examples.

Benjamin Moore brand paint and Sunbrella awning fabrics are shown for reference. Use these colors as a guide in selecting paint available from local suppliers and dealers.

If darker, solid-color awnings are selected and they feature a scalloped valance, it is recommended that they be trimmed in Style #4604-Natural.





## Windows

A pattern exists along the streets with the repetition of evenly-spaced, similarly-sized windows. These windows help to give buildings a sense of human scale. Using window sizes and proportions that are familiar to the pedestrian helps them to relate to the overall size of a building. The alignment and similar scale of windows reflect a common historic pattern that should be continued in new development.

Upper-story windows with a vertical emphasis are required.

- A typical upper-story window is approximately twice as tall as it is wide. Upper-story windows in new construction should relate to the window proportions seen historically.

Windows should align with others in a block.

- Windows, lintels, and their trim elements should align with traditional buildings on the block.

Materials used in and around windows should be similar in scale and proportion to those used historically.

- Heavily tinted or reflective glass is inappropriate.

## Entries

The repetition of recessed building entries occurring along the street in the downtown district provides a rhythm of shadows along the street, which helps establish a sense of scale and invites pedestrians to enter buildings. This trend should be continued in new construction.

A building entrance should appear similar to those used historically.

- Clearly define the primary entrance.
- Recess the building entrance.
- Choose a design similar in scale and overall character to those seen historically for a contemporary interpretation of a traditional building entry.
- Place the primary building entrance at street level.
- Design entries to have a high degree of transparency.
- Temporary window treatments, including banners and signs, should not obscure windows or entries.



Example of proportion of upper-story windows



Example of primary entrance



## Site Development: Cut and Fill

Site development may require cutting into relatively steep slopes. While basic engineering concerns are major issues, the visual impacts of these cuts can be significant. To the greatest extent possible, cutting-and-filling of sloping areas should be avoided but, where it must occur, the visual impacts should be minimized.

- Minimize cut-and-fill excavation that would alter the perceived natural topography.
- Use earth berms or retaining walls to minimize visual impacts of cuts.
- Hedges and fences may also be appropriate in some locations.
- Simple rock walls may be considered. Exposed gabions, large, continuous surfaces of smooth raw concrete and similar structures should be avoided.



Example of planted retaining walls



Example of hedges



Example of sloped area with plantings

## Site Retaining Walls

Simple retaining walls are used in some areas where steep slopes occur. New retaining walls should use natural materials.

- Architectural block, with special texturing or color may be considered where it can be demonstrated that the result will appear to be in character with the area.

Minimize the perceived scale and mass of a new retaining wall.

- A wall that is less than four feet is appropriate and encouraged.
- Where the overall retaining height must be greater than four feet, use a series of terraces with short walls to maintain the traditional sense of a hillside where feasible.
- Consider varying the setback of individual walls to minimize the perceived overall width of a long wall.
- Consider varying masonry patterns to provide variety in large walls where applicable.



Example of cinder block wall with patterning



Example of terraced retaining wall



Example of gabion wall



Example of stone wall



Example of split-faced masonry wall



## Mechanical Equipment and Service Utilities

Utility service boxes, external fire connections, telecommunication devices, cables, conduits, trash and recycling storage, satellite dishes, and fans may affect the character of an area. These devices should be screened from public view to avoid negative effects on historic resources.

Minimize the visual impacts of mechanical equipment on the public way and surrounding neighborhood.

- Screen equipment from view.
- Do not locate window equipment on a primary facade.
- Use low-profile or recessed mechanical units on rooftops.
- Locate satellite dishes out of view from public rights-of-way.
- Locate equipment away from adjacent residential properties and/or provide a vertical landscape or privacy buffer. Additional noise attenuation measures should be taken if the equipment noise exceeds acceptable standards as determined by the Zoning Administrator.

Minimize the visual impacts of utility connections and service boxes.

- Locate utility connections and service boxes on secondary walls when feasible.



Example of utility connection

Minimize the visual impacts of trash storage and service areas.

- Locate service areas away from major pedestrian routes; locate them at the rear of a building, off an alley, when possible.
- Screen dumpsters from view from the public rights-of-way.



Utility connection screened with plantings



Example of mechanical enclosure



Example of trash storage area

## **Chapter 3: Design Guidelines for Parking Facilities**

# Design Guidelines for Parking Facilities

Utilizing alternative modes of transportation is encouraged in Downtown Walhalla; however, parking is still necessary. When accommodating parking in the downtown the primary goal is to minimize visual impacts.

## Surface Parking

Surface parking should be located in the interior of a block whenever possible.

- Do not place surface lots on corner properties as they are generally more visible than interior lots and provide a sense of enclosure for intersections.
- Place the parking to the rear of a building to preserve the architectural continuity of the street.

Provide a visual buffer where surface lots abut sidewalks.

- Consider the use of a compatible wall as a screen near the edge of the lot.
- Use a combination of trees and shrubs to create a landscape buffer.

## Security and Pedestrian Circulation in Parking Facilities

Design parking facilities to be accessible to pedestrians.

- Clearly define walkways with wayfinding signage, lighting or landscaping.
- Provide a direct connection between parking structures and supporting businesses.
- Plan interior and exterior lighting to assure user safety.

There are no minimum parking requirements for commercial or office uses in Downtown Walhalla.



Planted buffer at parking lot



Planted buffer and fencing at parking lot

## **Chapter 4: Design Guidelines for Signage**

## Design Guidelines for Signage

A sign typically serves two functions: to attract attention and to convey information. All signs should be consistent with the building's architecture. All new signs should be developed with the overall context of the building and of the area in mind. Signs should be constructed in a manner that does not damage the historic fabric of the building.

### Appropriate Sign Types

Sign types vary widely in the Downtown District. The important principle is that signs do not overwhelm the architecture of the building. The placement, location and type of a sign are perhaps the most critical factors in maintaining the order and integrity of the district. Consistent placement of signs according to building type, size, location and even building materials creates a sense of visual continuity. The use of roof-top signs of any kind are prohibited. The following sign types are acceptable in the Downtown Development Area. Please refer to the Zoning Ordinance for detailed regulations regarding signage types, sizes, and locations.

### Canopy Signs

A canopy sign is a sign attached or applied to the horizontal face of a canopy. Canopy signs should not extend below the bottom of the horizontal face or more than one foot above the horizontal face of the canopy.

A sign located on a canopy face may be appropriate:

- In areas with high pedestrian use.
- When other signs would obscure architectural details of the structure.

### Under Canopy Hanging Signs

An under canopy hanging sign is a sign that hangs from the underside of a canopy or building projection, and does not employ ground support in any matter. One under canopy hanging sign is allowed per tenant per street facade. A sign of this type should be designed and located in a similar fashion to other under canopy hanging signs on the same building, and should:

- Incorporate sign brackets as a decorative or complementary element of the sign and building detail.
- Be located near the business entrance, just above the door or to the side of it.

### Facade Mounted Signs

A facade mounted sign is a sign that is attached to the wall or surface of a building, which is parallel to the supporting surface. When designing and locating a sign of this type:

- Place the sign flush with the building facade and align it with others signs on the building.
- Place the sign within, rather than forward of, the fascia or other architectural details of the building. Decorative moldings and architectural details of the building should be used to define a sign, by locating the sign within a panel formed by moldings or transom panels.
- Place the sign in a manner that does not obstruct character-defining features of the building.

### Window or Doors Signs

A window or door sign is a sign that is painted on, adhered to and/or displayed through a window or door with the intent to be viewed from the outside. When using this type of signage the following criteria should apply:

- Window or door signs may occupy 10% of the storefront glass and are only allowed on the first floor of a building. All window and door signage in excess of the allowable 10% of the storefront glass should be counted against the overall allowed sign area for that side of the building.



Hanging signs





Hanging sign with temporary sidewalk signage



Hanging sign with facade-mounted

## Sign Composition

The composition of a sign in contrast to a building's architectural detail and design are important to preserving the significance or integrity of an existing building. When designing and installing a sign the following should apply:

- Signs should be subordinate to the overall building composition.
- Scale signs to fit with the facade of the building.
- Locate a sign to emphasize design elements of the facade itself.
- Mount signage to fit within existing architectural features using the shape of the sign to help reinforce the horizontal lines of moldings and transoms seen on the building.
- Calculate the sign area by using simple geometric shapes that define the sign.
- Rooftop signs are inappropriate. This includes stand-alone or painted on signs.

A corporate logo or color scheme maybe incorporated into signage as long as signs of this nature do not alter or destroy existing architectural features or details.

- The Zoning Administrator should determine the portion of the building that will be recognized as part of a corporate design, and therefore a sign.

## Sign Character

When designing a sign that will be erected in the Downtown District, consideration should be given to the proposed materials, colors and details of the sign and the building on which the sign is to be installed.

Signs should be designed in a manner that doesn't damage the historic fabric of the building.

- Any sign that visually overpowers the building or obscures significant views or architectural features is inappropriate.

A simple sign design is preferred.

- Typefaces that are in keeping with those seen in historic photos or that are traditionally used are encouraged. Modern typefaces are inappropriate.
- Avoid hard-to-read or overly intricate typeface styles.
- Consider letter and painted signs on blank walls as they were used historically.

## Sign Materials

A sign's material should reflect the style of the building to which it is attached and its period of significance.

- Use signage materials that are compatible with the building facade.
- Signs should be wood, sign-grade foam, or metal.
- Other materials may be used as long as the material is durable and does not have a plastic appearance.
- Signs should be painted and should have a matte surface finish. The use of vinyl covers or stickers are inappropriate, except in the instance of window and door signs.
- Highly reflective materials should not be used.

### Sign Lighting

The sign illumination source should be shielded to minimize glare. Light intensity should not overpower the building or street edge. Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units.

Use indirect lighting on signage.

- Direct the lighting at signage from an external, shielded lamp.
- Warm lighting, similar to daylight, is appropriate.
- Strobe lighting is inappropriate.
- Internal illumination is inappropriate.
- Halo illumination is inappropriate.

### Sign Installation

The installation of a sign is an integral aspect in the retention of key architectural features and in minimizing damage to the building.

Avoid damaging or obscuring architectural details or features when installing signs.

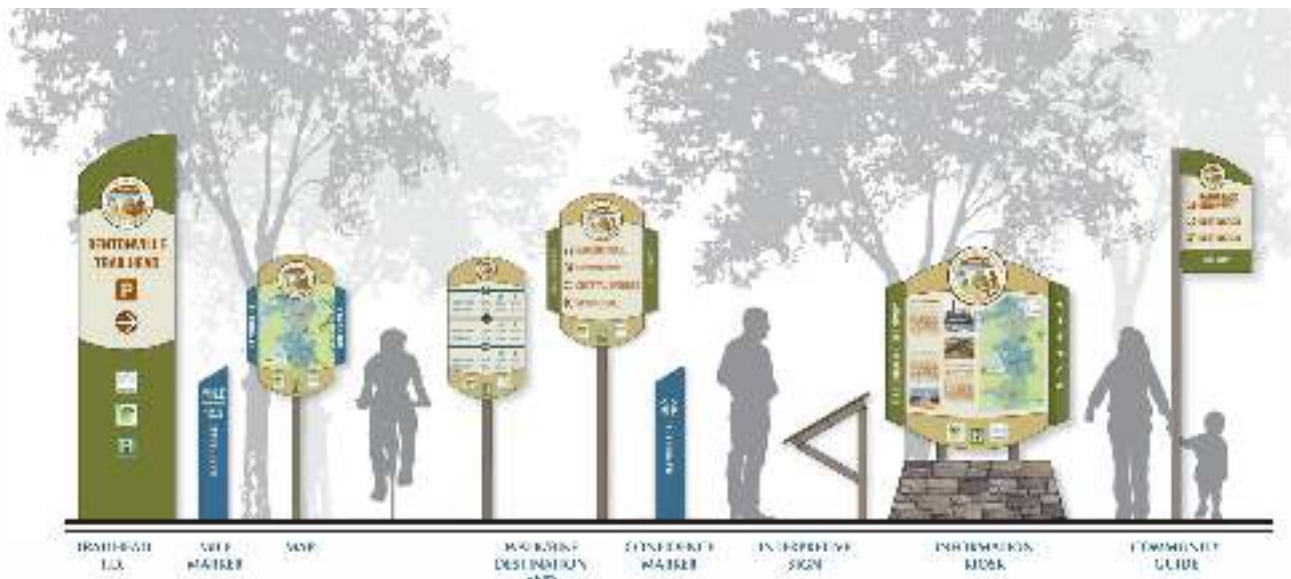
- Minimize the number of anchor points when feasible.
- Install signs in a manner that does not create a public safety hazard.

### Sign Color

The use of color in sign design should be assessed in the context of the building, as well as the area, scale and form of the sign. Strong primary colors should be used sparingly and primarily for accent purposes. Sign panels should avoid areas of white or cream, which visually detach the sign from the building. Color should be used to accentuate the sign design and message, and to integrate the sign with the building.

Use colors for the sign that are generally compatible with those of the building front.

- In general, no more than three main colors should be used, although small amounts of additional accent colors may be appropriate.
- Use colors and materials that are compatible with the overall color scheme of the facade
- Select colors that offer contrast and legibility.



Example wayfinding and directional signage family





Kiosk signage



Facade-mounted wayfinding signage map



Banner signage



## General Notes for Signage

In Walhalla, as in many American towns, the visual distinction between the traditional downtown business district and outlying general commercial strips has become blurred. Sign manufacturers and designers have encouraged businesses downtown to install the type of large-scale signs used along commercial highways, where signs need to be larger to attract the attention of motorists passing at high speeds. Pedestrian-oriented commercial areas, such as much of downtown Walhalla, were designed to accommodate shoppers strolling along sidewalks and motorists driving at slower speeds. While creativity is strongly encouraged, signs in the central business district should be designed in a manner sympathetic to the architectural character of downtown Walhalla.



Projecting Signs



Panel/Painted Signs



Artistic Signs



Window Signs



Figurative & Neon Signs



## General Notes for Fonts

Typography is one of the critical elements of sign design, along with color and iconography. In the context of sign design, it must complement the sign while remaining readable. It is difficult to prescribe specific fonts for utilization due to the wide range of business sign uses. For example, what is appropriate for a children's clothing store will likely prove inappropriate for an attorney's office. Therefore, the fonts featured herein are offered as suggestions that must be considered within the context of each business and take into account building use, sign size, purpose (e.g., pedestrian or automotive traveler), mounting location, and design motif. Please consult the previous section on signage to see firsthand the broad range of fonts that can be appropriate.



Trajan Pro Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Imprint MT Shadow Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcdefghijklm*  
*nopqrstuvwxyz*  
1234567890

Engravers MT Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

SignPainter HouseScript

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
*abcdefghijklm*  
*nopqrstuvwxyz*  
1234567890

Century Gothic Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890





Current Bail Bonds building



Conceptual image of Bail Bonds building after application of design guidelines



Example Application of Design Guidelines



Current Alexanders Office Supply building



Conceptual image of Alexanders Office Supply building after application of design guidelines



Current La Estrella building



Conceptual image of La Estrella building after application of design guidelines





**Appendix A: Photographic Inventory of  
the Downtown Development Area**













































































































## **Appendix B: Recommended Landscape Palette**

## Acceptable Tree Species

Tree planting should comply with the following list of acceptable tree species. The administrator or his/her designee reserves the right to accept additional species that are not listed below.

## Acceptable Shade Tree Species

Native species are preferred because they are best for our soils and climate, attract a variety of wildlife, provide food and shelter for many species, require less care and watering, thrive with less fertilizer and disease control.

- Ash, Green\* - *Fraxinus pennsylvanica*
- Ash, Green Georgia Gem\* - *Fraxinus pennsylvanica* ‘Ocone’
- Ash, Green Patmore\* - *Fraxinus pennsylvanica* ‘Patmore’
- Ash, Green Urbanite\* - *Fraxinus pennsylvanica* ‘Urbanite’
- Ash, White\* - *Fraxinus americana*
- Blackgum\* - *Nyssa sylvatica*
- Chinese Pistache - *Pistacia chinensis*
- Elm, Allee - *Ulmus parvifolia* ‘Emer II’
- Elm, Athena - *Ulmus parvifolia* ‘Emer I’
- Elm, Bosque - *Ulmus parvifolia* ‘UPMTF’
- Elm, Drake - *Ulmus parvifolia* ‘Drake Chinese Elm’
- Elm, Lacebark - *Ulmus parvifolia* ‘Chinese Lacebark Elm’
- Elm, Princeton\* - *Ulmus americana* ‘Princeton’
- Elm, Slippery\* - *Ulmus rubra*
- Elm, Winged - *Ulmus alata*
- Fort McNair Red Horse Chestnut - *Aesculus x carnea* ‘Fort McNair’
- Ginkgo, Male Only - *Ginkgo biloba*
- Hackberry\* - *Celtis occidentalis*
- Kentucky Coffeetree - *Gymnocladus dioica*
- Linden, Littleleaf Greenspire - *Tilia cordata*
- Maple, Autumn Blaze - *Acer x freemanii* ‘Jeffers Red’
- Maple, Red Autumn Flame\* - *Acer rubrum* Autumn Flame
- Maple, Red October Glory\* - *Acer rubrum* October Glory
- Maple, Red Sunset\* - *Acer rubrum* ‘Franksred’
- Maple, Sugar - *Acer saccharum* ‘Northern Sugar Maple’
- Maple, Sugar Green Mountain - *Acer saccharum* ‘Green Mountain’
- Maple, Sugar Legacy - *Acer saccharum* ‘Legacy’

- Oak, Swamp White - *Quercus bicolor*
- Oak, Darlington Laurel - *Quercus hemisphaerica* ‘Darlington’
- Oak, Live\* - *Quercus virginiana*
- Oak, Northern Red\* - *Quercus rubra*
- Oak, Nuttall - *Quercus nuttalli*
- Oak, Overcup\* - *Quercus lyrata*
- Oak, Pin - *Quercus palustris*
- Oak, Sawtooth - *Quercus acutissima*
- Oak, Scarlett\* - *Quercus coccinea*
- Oak, Shumard\* - *Quercus shumardii*
- Oak, White\* - *Quercus alba*
- Oak, Willow\* - *Quercus phellos*
- Oak, Willow Hightower\* - *Quercus phellos* ‘QPSTA’
- Oak, Willow Wynstar\* - *Quercus phellos* ‘QPMTF’
- Pistachio, Chinese - *Pistacia chinensis*
- Planetree, London Bloodgood - *Platanus x acerifolia* ‘Bloodgood’
- Plantetree, London Yarwood - *Platanus x acerifolia* ‘Yarwood’
- River Birch\* - *Betula nigra*
- Sycamore\* - *Platanus occidentalis*
- Sourwood\* - *Oxydendrum arboreum*
- Tulip Poplar\* - *Liriodendron tulipifera*
- Yellowwood - *Cladrastis kentuckea*
- Zelkova, Green Vase - *Zelkova serrata* ‘Green Vase’
- Zelkova, Myrimar - *Zelkova serrata* ‘ZSFKF’
- Zelkova, Village Green - *Zelkova serrata* ‘Village Green’

\* Denotes Native Species

## Acceptable Ornamental Or Understory Street Tree Species

The administrator reserves the right to accept additional species that are not listed below. To be accepted as an ornamental or understory tree the tree the plant must be properly pruned and maintained in a tree like form.

Native species are preferred because they are best for our soils and climate, attract a variety of wildlife, provide food and shelter for many species, require less care and watering, thrive with less fertilizer and disease control.

- American Hornbeam\* - *Carpinus caroliniana*
- Cherry, Dreamcatcher - *Prunus* ‘Dream Catcher’
- Cherry, Okame - *Prunus x* ‘Okame’
- Cherry, Pink Autumn - *Prunus subhirtella* ‘Autumnalis Rosea’



- Crape Myrtle - Lagerstroemia indica
- Dogwood, Flowering\* - Cornus florida
- Dogwood, Kousa - Cornus kousa
- Dogwood, Pink Flowering\* - Cornus florida rubra
- Fringetree\* - Chionanthus virginicus
- Fringetree, Chinese - Chionanthus retusus
- Fosters Holly - Ilex x attenuata 'Fosteri'
- Burford Holly - Ilex cornuta 'Burfordii'
- Holly, Emily Bruner, 'Tree Form' - Ilex x'Emily Bruner'
- Holly, East Palatka, 'Tree Form' - Ilex x attenuate 'East Palatka'
- Holly, Foster No. 2, 'Tree Form' - Illex x attenuata 'Foster No. 2'
- Yaupon Holly\* - Ilex vomitoria
- Magnolia, Saucer - Magnolia x soulangiana
- Magnolia, Star - Magnolia stellata
- Sweetbay Magnolia - Magnolia virginiana
- Maple, Trident - Acer buergeranum
- Plum, Purpleleaf - Prunus cerasifera
- Plum, Thundercloud - Prunus cerasifera 'Thundercloud'
- Redbud, Eastern\* - Cercis canadensis
- Redbud, Eastern White \* - Cercis canadensis var. alba
- Redbud, 'Forest Pansy' \* - Cercis canadensis 'Forest Pansy'
- Redbud, Mexican - Cercis mexicana
- Redbud, Oklahoma - Cercis reniformis 'Oklahoma'
- Redbud, Texas White - Cercis reniformis 'Texas White'
- Smoketree - Cotinus coggygia
- Snowbell, Japanese - Styax japonica
- Witch Hazel\* - Hamamelis virginiana

\* Denotes Native Species

## Acceptable Evergreen Screen/Buffer Tree Species

The administrator reserves the right to accept additional species that are not listed below.

Native species are preferred because they are best for our soils and climate, attract a variety of wildlife, provide food and shelter for many species, require less care and watering, thrive with less fertilizer and disease control.

- Deodar Cedar - Cedrus deodara
- Italian Cypress - Cupressus sempervirens
- Eastern Redcedar\* - Juniperus Virginiana
- American Holly (cultivar)\* - Ilex Opaca 'Varied Cultivars''
- Southern Magnolia\* - Magnolia grandifolia
- Loblolly Pine\* - Pinus Taeda
- Virginia Pine\* - Pinus Virginiana
- Canadian Hemlock - Tsuga Canadensis
- Japanese-Cedar - Cryptomeria japonica
- American Arborvitae - Thuja occidentalis
- Fosters Holly - Ilex x attenuata 'Fosteri'
- Burford Holly - Ilex cornuta 'Burfordii'
- Nellie R. Stevens Holly - Ilex x 'Nellie R. Stevens'
- Yaupon Holly\* - Ilex vomitoria
- Hollywood Juniper - Junipers chinesis
- Waxy Leaf Ligustrum - Ligustrum japonicum
- Chinese Fringe Flower - Loropetalum chinense
- Magnolia, 'Little Gem'\* - Magnolia grandfloria
- Star Magnolia - Magnolia stellata
- Sweetbay Magnolia - Magnolia virginiana
- Wax Myrtle\* - Myrica cerifera
- Chinese Evergreen Oak - Quercus myrsinifolia
- Spruce Pine\* - Pinus glabra
- Carolina Cherry Laurel\* - Prunus caroliniana
- Tea Olive - Osmanthus fragrans
- White Pine - Pinus Stobus

\* Denotes Native Species