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STATE OF GEORGIA

CITY OF DORAVILLE

ORDINANCE NO. 2011-___

AN ORDINANCE TO AMEND THE CODE OF ORDINANCES, CITY OF DORAVILLE, GEORGIA AS AMENDED TO ADOPT A NEW SECTION, CHAPTER 5 BUILDINGS AND BUILDING RESTRICTIONS, ARTICLE V DESIGN GUIDELINES FOR COMMERCIAL AND OFFICE DEVELOPMENT, TO PROVIDE PENALITIES; TO PROVIDE FOR REPEAL OF CONFLICTING ORDINANCES; TO PROVIDE FOR THE ADOPTION OF A PREAMBLE; TO PROVIDE FOR AN ADOPTION AND EFFECTIVE DATE; TO PROVIDE FOR CODIFICATION; AND TO PROVIDE FOR OTHER LAWFUL PURPOSES.

WHEREAS, the City staff regularly advises Council and attempts to follow and recommend changes to ordinances in light of changing laws and conditions; and;

WHEREAS, the health, safety, welfare and aesthetics of the citizens of the City of Doraville shall be improved and protected by adoption and implementation of this Ordinance.

THE MAYOR AND COUNCIL OF THE CITY OF DORAVILLE, GEORGIA HEREBY ORDAIN:

Section 1.

That the Code of Ordinances, City of Doraville, Georgia is hereby amended by adding a section to be numbered Design Guidelines for Commercial and Office Development, Chapter 5, Sections 5-200 through 5-203, which said sections read as follows:

Chapter 5. Buildings and Building Restrictions.

. . .

Article V. Design Guidelines.

. . .

Sec. 5-200. Purpose and intent.

The City of Doraville Design Guidelines are intended to:

- *Support the intent of the zoning ordinance, comprehensive plan, and other land use/development guidelines.*
- *Protect and enhance the character and quality of non-residential areas while maintaining and strengthening a recognizable identity and character that is unique to Doraville.*
- *Enhance the viability of the non-residential areas which are gateways within and through Doraville in order to promote and sustain economic stability.*
- *To achieve and maintain a unified and pleasing aesthetic/visual quality in the context elements of the natural, human, and built environments.*
- *Enhance the human scale of non-residential developments and respect the scale and character of residential neighborhoods that adjoin commercial and office uses.*
- *Mitigate the negative visual impacts arising from the scale, bulk, and mass inherent to large non-residential buildings and centers.*
- *To encourage environmentally friendly standards where possible.*
- *To encourage cooperation in development between builders, developers, the business community, the City and its citizens.*
- *To promote alternate modes of transportation within the City through the provision of people friendly environments in accordance with Neo-Traditional Design principals.*
- *Establish an architectural building style within Doraville which is distinct from the non-specific vernacular in existence on the date of the adoption of this article.*
- *Promote building designs and practices that are adaptable to multiple uses for extended building lifecycles.*
- *Balance the economic requirements of development with aesthetic concerns of the community.*
- *To encourage a sense of place for Doraville citizens and visitors.*

Sec. 5-201. Definitions.

Addition: To add a new part such as a wing, ell, or porch to an existing building or structure.

Alteration: To make a visible change to the exterior of a building or structure. For the purposes set forth herein, alteration includes painting of other than normal maintenance when a color change occurs.

Arcade: A succession of arches, each counterthrusting the next, supported by columns or piers or a covered walk enclosed by a line of such arches on one or both sides.

Arcading or blind arcade: A series of arches, raised on columns, that are represented in relief as decoration of a solid wall.

Arch: A curved or pointed opening in a wall, usually masonry, supported on either end by piers or pillars and spanning a passageway or open area.

Architrave: The lowermost part of an entablature, resting directly on top of a column in classical architecture. Also, means the molding around a door or window.

Articulation: Shapes and surfaces having joints or segments which subdivide the area or elements and which add scale and rhythm to an otherwise plain surface.

Baluster: One of a number of short vertical members used to support a railing.

Balustrade: A railing or parapet supported by a row of short pillars or balusters.

Band: A flat horizontal fascia, or a continuous member or series of moldings projecting slightly from the wall plane, encircling a building or along a wall that makes a division in the wall.

Bond: An arrangement of masonry units laid in a particular pattern that provides a contrasting stringcourse to the building's primary masonry pattern.

Border: A margin, rim, or edge around or along an element; a design or decorative strip on the edge of an element.

Bracket: A wooden or stone decorative support beneath a projecting floor, window, or cornice.

Cap: The top member of any vertical architectural element that projects such as the cornice of a wall or the transom of a door.

Canopy: A covered area which extends from the wall of a building, protecting an enclosure such as a door or window.

Column: A vertical support, usually supporting a member above.

Coping: The top course of a wall which covers and protects the wall from the effects of weather.

Corbelling: Courses of masonry that project out in a series of steps from a wall. In commercial architecture, the corbelling is usually brick and is part of the cornice at the top of the façade.

Cornice: The upper, projecting part of a classical entablature or a decorative treatment of the eaves of a roof.

Crenellation: A pattern of repeated depressed openings in a parapet wall.

Eave: The projecting overhang at the lower edge of a roof that sheds rainwater.

Elevation: A drawing showing the vertical, exterior elements of a building as a direct projection to a vertical plane.

Entablature: The upper section of a classical order, resting on the capital, and including the architrave, frieze, and cornice.

Façade: Any face of any elevation of a building.

Fenestration: Generally, the design and placement of windows; doors; and other openings in a structure.

Fret: An ornamental design consisting of repeated and symmetrical figures, often in relief, contained in a band or border.

Fretwork: Ornamental work consisting if three-dimensional frets; geometric openwork.

Frieze: A plain or decorated horizontal part of an entablature between the architrave and the cornice.

Gable: The triangular portion of the end of a wall under a pitched roof.

Glazing: Another term for glass or other transparent materials used in windows, but shall not include Lucite style panels, glass block, or Plexi-glass.

Lintel: A horizontal beam over an opening carrying the weight of the wall.

Membrane Roof: A roof covering consisting of a single ply of rubber.

Molding: A decorative profile given to architectural cavities or projections such as cornices, bases, or door and window jambs/heads.

Neo-Traditional Design Principals: Contemporary architecture that borrows from the past using decorative details to add a nostalgic aura to an otherwise modern day

structure including features like shutters and weather vanes which are ornamental but serve no practical purpose.

Overlay Zoning District: A set of legal regulations that are imposed on properties in a particular area or district that are additional requirements to the existing zoning regulations in effect for those properties.

Parapet: A low wall above a roof line, terrace, or porch and may be decorated.

Patina: The appearance of a material's surface that has aged and weathered. It often refers to the green film that forms on copper and bronze.

Pediment: The triangular gable end of a roof, especially as seen in classical architecture such as Greek temples.

Pier: An upright structure of masonry serving as a principal support.

Pilaster: A pier attached to a wall with a shallow depth and sometimes treated as a classical column with a base, shaft, and capital.

Pitch: The degree of slope of a roof.

Portico: An entrance porch often supported by columns and sometimes topped by a pedimented roof which can be open or partially enclosed.

Quoin: A series of stones or bricks used to mark or visually reinforce the exterior corners of a building and often through a contrast of size, shape, color, or material.

Relief: A projecting wall decoration raised above the background plane.

Reveal: The depth of wall thickness between its outer face and a window or door set in an opening.

Rhythm: Any kind of movement characterized by the regular occurrence of elements, lines, shapes, and forms.

Sill: The horizontal water-shedding member at the bottom of a door or a window.

Soffit: A ceiling exposed underside surface of a roof, overhang, archway, balcony, beam, or column.

Vernacular: Indigenous architecture that is generally not designed by an architect and may be characteristic of a particular area.

Window: An opening in an exterior wall of a building to emit light and/or air.

Sec. 5-202. Applicability.

(a) Unless specifically provided otherwise within the Doraville Zoning Ordinance, conditional zoning, or corridor overlay, any new building which is 1,000 heated square feet or greater in footprint size but not larger than 10,000 square feet, located within commercial or office districts, constructed after _____, 2011 shall have full exterior wall façade architectural treatments of brick, stacked stone, or any combination thereof of brick and/or stacked stone (excluding fenestration glazing) on all elevations of the structure. Buildings which are 10,000 square feet or greater in size may include up to twenty (20) percent of the façade elevation with hard coat stucco and brick and/or stacked stone (excluding fenestration glazing). On all buildings of any size, stone products shall not be placed in a vertical fashion and applied to an exterior building surface unless it has a finished exterior plane and a rectangular, symmetrical shape. Within these areas, metal sided buildings shall be prohibited on any elevation. Primary materials shall extend into gable areas. These design guidelines are not applicable to a mixed use district which contains residential dwelling units. Once a Certificate of Occupancy is obtained, no further alteration and/or addition shall occur except in accordance with these design guidelines.

(b) Roofs shall be architecturally detailed. Flat roofs need a cornice or a parapet. Gable roofs need overhangs and gable trim. Roof and/or parapet wall elevations shall be enhanced on all elevations by one or more of the following: corbelling, coping, crenellation, fret, balustrade, and the like as detailed herein.

(c) Façade elevations which face a public right-of-way shall be enhanced in one or more of the following fashions in order to provide architectural relief: arcading, arching, architrave, articulation, banding, blind or false windows, bonding, bordering, bracketure, canopy, columns/pilaster, corbelling, entablature, molding, quoins, reveals, and the like as detailed herein. Ground floor elevations shall have no less than twenty (20) percent of street facing elevations devoted to glass surface(s) other than an entry and/or exit door and these glass surfaces shall not extend nearer than two (2) feet to the finished ground level. Windowless sections of walls shall not exceed twenty (20) feet in length.

(d) All roofing materials shall be of a consistent style and pattern. Pitched roofs shall be finished in either dimensional shingles or standing seamed metal or a combination thereof to articulate roof projections. Rubber membrane roofs or built-up roofs can be used on flat or sloping roofs that are not visible from public areas. Metal standing seamed roof material shall be black, brown, bronze, dark dray, copper, or dark green in color. The use of true copper materials shall be encouraged given the patina it acquires with age and exposure. Shingle colors shall be black, gray, or brown in a neutral palate.

(e) *Roof mounted utilities (including, but not limited to, heating, air conditioning, and ventilation equipment) shall be screened from street level view by one or more of the methods described herein so as to provide an opaque screening wall.*

(f) *Loading and unloading service areas, roll up door areas, docks and/or otherwise service/utility areas shall be screened from the public right-of-way by one or more of the methods described herein to a height of eight (8) feet above the mean grade of these areas.*

(g) *Window frames and doors shall be constructed of a pre-finished material which is clad in white, off-white, almond, bronze, or black and shall be consistent on all elevations of the structure. Window frames and doors shall not require seasonal or periodic painting. Windows shall not contain security bars on street facing elevations. Clear, low E, or slightly tinted glazing should be used to ensure the visibility from the sidewalk and to minimize the glare produced by highly reflective glass. No more than ten (10) percent daylight reduction shall be permitted. No building façade shall exceed seventy (70) percent glass surface. Generally the use of large expanses of plate glass shall be discouraged with preference given to true-divided or true-divided effect multi-pane glass surface(s) or articulated consistent or cohesive in manner in keeping with the architecture. Glass curtain walls shall be prohibited. Mirrored glass with a reflection greater than twenty (20) percent shall be prohibited.*

(h) *Window heads and lintels shall be of matching materials and shall be complimentary to the built form. The use of quarried stone materials for window heads and lintels in strongly encouraged.*

(i) *The use of neon or other illumination around or to outline either internally or externally fenestration shall be prohibited.*

(j) *Any columns utilized shall be appropriate in scale to the roof or upper story they may be supporting. Generally, columns which are smaller than 6" x 6" shall not be considered to be proportionate.*

(k) *All requirements of the LEED ordinance are in effect and inclusive to this document.*

Sec. 2-202. Design themes.

(a) *Façade Treatments/Architectural Detailing: Facades should present a pattern of architectural variety through modulation of the wall plane, detailing, color, texture, and materials. Building facades should provide elements of architectural scale and proportion that relate to the storefront/facade height, the overall building scale, and the human scale of the pedestrian environment. Architectural elements should emphasize primary building entries, important corners, vistas, or significant architectural features.*

Multi-story buildings:

(b) Multi-story buildings of three (3) or more stories shall utilize design concepts which also include projection of windows, cantilevered areas, strong corner features, and setback of upper floor(s) and roof line.

(c) Doors and Windows: By varying the spacing, size, shapes and locations of door and window openings in building facades, structures may be made more visually interesting and attractive. However, care must be taken to avoid too much variety or the end result will be a chaotic, cluttered, building façade. It is especially important to vary the placement of doors and windows on buildings located in close proximity to each other in the same development. In addition, windows and doors may be recessed into or projected out of structures to emphasize important areas of the building.

(d) Building Mass and Scale: Building massing and scale should be in keeping with the scale and proportions of adjacent buildings. Large building masses should be broken up into human scaled proportions by incorporating items such as wall planes recesses and projections (e.g. corbelling).

(e) Entrances to buildings shall be easily recognizable. Covered entrances, porches, and arcades are desirable because they serve to identify entrances and provide shelter from the sun and weather. A protected entrance is not only functional, but also produces a sense of privacy. Front entrances should be designed as significant architectural features. Porches and entryways may be used to visually break up large, monolithic building into smaller units more in keeping with human scale. Porches may be constructed of wood, stucco, stone, brick, and other similar materials. Wrought iron is seldom visually effective as a building or structure support because it is too insubstantial. However, wrought iron railings are acceptable.

Sec. 5-203. Materials detail.

The use of Super Brick or Quik Brick products which are larger than brick materials generally found in residential construction shall be limited to not more than twenty (20) percent of the exterior façade on buildings less than 10,000 square feet in size. Colored concrete products shall be prohibited on façade elevations other than as accents around doors and windows. On buildings larger than 10,000 square feet, the use of Super Brick or Quik brick shall be permissible.

Generally brick colors shall be one (1) or more combination of natural browns, tans, beiges, oranges, and subdued shades of red as detailed in a materials sample board. Brick which is white in color shall not be permitted. Mortar colors shall be complimentary to the color palette chosen.

Colored mortars are permissible provided they are complimentary to brick or stone and are consistent in the design scheme.

The use of squeezed or flowing, waterfall style mortar shall be prohibited unless specifically approved by the City Council.

. . ."

Section 2.

a. It is hereby declared to be the intention of the Mayor and Council that all sections, paragraphs, sentences, clauses and phrases of this Ordinance are or were, upon their enactment, believed by the Mayor and Council to be fully valid, enforceable and constitutional.

b. It is hereby declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, each and every section, paragraph, sentence, clause or phrase of this Ordinance is severable from every other section, paragraph, sentence, clause or phrase of this Ordinance. It is hereby further declared to be the intention of the Mayor and Council that, to the greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this Ordinance is mutually dependent upon any other section paragraph, sentence, clause or phrase of this Ordinance.

c. In the event that any phrase, clause, sentence, paragraph or section of this Ordinance shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise unenforceable by the valid judgment or decree of any court of competent jurisdiction, it is the express intent of the Mayor and Council that such invalidity, unconstitutionality or unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional or otherwise unenforceable any of the remaining phrases, clauses, sentences, paragraphs or sections of the Ordinance and that, to the greatest extent allowed by law, all remaining phrases,

clauses, sentences, paragraphs and sections of the Ordinance shall remain valid, constitutional, enforceable, and of full force and effect.

Section 3.

Penalties provided for violations of this Ordinance are set out in Section 1-12, as amended, of the Code of Ordinances, City of Doraville, Georgia and are hereby incorporated as if set out fully.

Section 4.

All ordinances or parts of ordinances in conflict herewith are hereby expressly repealed.

Section 5.

The preamble of this Ordinance shall be considered to be and is hereby incorporated by reference as if fully set out herein.

Section 6.

The Ordinance shall be codified in a manner consistent with the laws of the State of Georgia and the City of Doraville.

Section 7.

It is in the intention of the governing body, and it is hereby ordained that the provisions of this Ordinance shall become and be made part of the code Ordinances, City of Doraville, Georgia and the sections of this Ordinance may be renumbered to accomplish such intention.

Section 8.

This Ordinance shall become effective upon its adoption by the Mayor and Council.

SO ORDAINED, this _____ day of _____, 2011.

CITY OF DORAVILLE

_____

Mayor

_____ _____

First Reading Second Reading

ATTEST:

_____ (SEAL)

Melissa McCain, City Clerk

APPROVED AS TO FORM:

_____

Murray J. Weed, City Attorney

	Yea	Nay
Maria Alexander	☐	☐
Brian Bates	☐	☐
Pam Fleming	☐	☐
Karen Pachuta	☐	☐
Donna Pittman	☐	☐
Bob Roche	☐	☐