

6.0 Design Standards for Historic Commercial

6.1 Applicability

This section provides design standards that are applicable to the designated Historic Commercial buildings in the City of Jackson. The areas of the City falling within this designation are delineated on Figure 1-1 Architectural Regulation Designation Map.

These Design Standards will be used by the City in determining the appropriateness of proposed improvements to all commercial structures within the designated Historic Districts of the City of Jackson. The following are among the types of work to be reviewed:

1. Alteration to the exterior of an existing structure
2. Repair of exterior features on an existing structure
3. New Construction
4. Addition to the exterior of an existing structure
5. Moving an existing structure
6. Demolition of an existing structure

6.2 Objectives

The design of each project should work toward achieving the following objectives:

1. Maintain the scale and proportion of surrounding buildings.
2. Reinforce the architectural character of the downtown area.
3. Promote a comfortable human scale and pedestrian experience.
4. Enhance the overall aesthetic character of the historic commercial areas.
5. Utilize quality materials which give a 'genuine' appearance in the modification or construction of buildings to emphasize the importance of continuity.

Jackson's history can be traced back to the 1850's and 1860's. Although most of the early buildings were destroyed by fire in 1862, the buildings that were built soon after that fire comprise what is the Historical Commercial area of Jackson. The goal of these guidelines is to protect the historical significance and architecture of our City's Main Street.

The integrity of the architectural character of Jackson's Historical Commercial downtown area rests on the premise of a concerted effort toward visual quality that encompasses the fundamental elements of scale and proportion as well as design details such as façade articulation, color, and materials, site furnishings and amenities, fences, and enclosures.

It must be noted that the intent of these guidelines is not to create bogus historical or western theme architecture but rather to promote innovative design in the Historical

Commercial area which repeats the forms and integrates elements of the existing architecture that is largely associated with Jackson.

6.3 Architectural Design Standards

1. Historic buildings which are renovated or modified in any way should retain the height, mass and overall dimensions of the existing structure. In all cases, retain the vertical and horizontal proportions of the overall structure as well as the proportions of individual elements such as windows and doors. The style and pitch of the structure's original roof should be maintained.
2. New buildings should be compatible in scale and proportion with surrounding structures. Attention should be paid to the heights of adjacent buildings and not be more than one story higher or lower than those buildings. Structures should continue the established pattern of vertical and horizontal proportions of the individual elements of the building façade such as windows and doors.
3. New buildings, building modifications or additions should be designed with respect to the existing pattern of setbacks, maintaining the building relationship to the sidewalk.
4. Recessed entries, framed windows and ledges and other elements of façade articulations such as reveals or corbels and cornices should be retained wherever possible or duplicated if necessary in existing buildings and incorporated into new construction as appropriate.
5. Colonnades, covered walks and eating areas adjacent to the sidewalk are encouraged to add relief, create light and shadow, and improve the quality of the pedestrian experience.
6. If it is necessary to re-construct a historic building, every possible effort shall be made to retain the original façade.
7. Historic elements and details of existing buildings should be retained whenever possible, rather than removing or replacing them. If it is impossible to retain such a feature, it should be duplicated in terms of location, size, material and method of construction.
8. If intermediate alterations have been made to a historic structure that has developed historic relevance of its own, new modifications should preserve these elements rather than restoring the building to its original construction.

9. New buildings should emulate the area's historic architecture using contemporary design elements. Entry features, balance and proportion of windows, and details such as cornice treatments are important to establish continuity between old and new development.
10. Building façades adjacent to the right-of-way must demonstrate a pedestrian orientation, with a well-defined entry, windows, decorative elements and appropriate ornamentation regardless of zoning classifications.
11. All sides of buildings which are visible from any public right-of-way should incorporate façade treatments, finishes and features which reflect the quality of the overall design. Large windowless façades detract from the building's aesthetic value and should be avoided.
12. The roof style and pitch of new buildings should complement the types found in the surrounding neighborhood. Mansard overhangs are discouraged; however, other types of overhangs or awnings should be used as well-placed accents to provide shade and visual interest. They should be of wood construction or of high quality weather-resistant fabric. Parapets are also encouraged and should reflect the character of the building's façade.
13. Roof-mounted mechanical equipment should be screened from view in all cases. Window-mounted air conditioning units are generally discouraged and will not be permitted to face any major thoroughfare. Conduits or electrical lines shall not be mounted on the surface of buildings, and other surface-mounted equipment such as electrical meters should be screened wherever possible.
14. Materials and finishes should be compatible with those used in surrounding architecture of historical value. Renovations or rehabilitations of historic buildings that introduce new materials most often destroy the integrity of their historical character, and this approach is discouraged.
15. Acceptable materials and finishes are dictated by each individual project based on history, surroundings and whether the building is new or existing. Use materials that are suited to the area and reflect the quality of Jackson's historic buildings, such as indigenous rock or cobble, brick, appropriately finished exterior plaster, or high quality woods.
16. Some materials are inappropriate for both old and new buildings and are discouraged, such as imitation masonry, corrugated fiberglass, vinyl wood siding or reflective glass.

17. Color selections which are subtle and emphasize earth tones are the most compatible with the existing visual character of Jackson. Bolder colors should be used with discretion and should be limited to one or two accent shades at doors, windows, and cornices.