

SECTION 12. BUILDING DESIGN STANDARDS

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12.1 PURPOSE, GOALS, BASIS

A. Purpose

Hendersonville's environment is its most important asset in seeking to attract residents, businesses and employment opportunities. Its natural environment sets a demanding standard; the lakes and rolling hillsides provide an unparalleled setting for places to live, shop and work. However, as Hendersonville grew in its early years before there were design standards, some of the buildings and areas developed in a way which was disappointing to the citizens. On the other hand, development which occurred after 1990 when design standards were adopted, has been very satisfying to the citizens and has led to millions of dollars in investments in the City in the form of quality franchise restaurants, national and local retailers, offices and other development. These investors deserve to have their investments protected by continuing to apply appropriate design standards to new development.

This Section explains the goals and standards which the Planning Commission will apply in reviewing proposals. It does not reproduce all of the specific requirements stated in other parts of this Ordinance, the Subdivision Regulations, or other applicable development standards and regulations. Applicants are advised to consult all such documents prior to preparing plans.

This Section also is not intended to discourage applicants from submitting plans which are in the spirit of the standards, but not their letter, particularly if departures hold merit for a particular site or circumstance. In such instances, the Hendersonville Regional Planning Commission may decide to make exceptions from its standards. The burden of demonstrating that the plan is appropriate falls upon the applicant.

Design review will occur in parallel with other required reviews. The design review process is described step by step in Section 4.7 (Site Plan and Design Review) of this Ordinance. Where site plan review is required, design review will occur at the same time.

B. Goals

1. Natural Character

Hendersonville's natural character should be preserved and enhanced with new development. Especially important are retaining mature trees and vegetation, maintaining topography, preserving important views to the lakes and other natural features, and ensuring that new buildings sit within a generously landscaped setting.

2. Compatibility

New buildings should be compatible with their neighbors, assuming that the neighboring structures are a credit to the community. That does not imply uniformity of architectural style; rather a sympathetic response to the height, scale, materials, color, site location and other aspects of nearby structures.

3. Orderly Public Realm

The City's character is largely formed by the appearance of its important streets. How public and private elements of the streetscape relate to each other provides a sense of order – public roadways, shoulders and medians, utility lines, and traffic signage in relationship to private landscaping, parking areas, building facades and signage. Scrutiny of what may be seen from public ways should be most intense, while less visible private areas of sites should be more at the landowner's discretion.

4. Restrained Communications

Private signage and advertising should be restrained and not detract from the sense of continuous landscape. The principal purpose of on-site signage is to identify establishments, and to direct those seeking to visit them safely and efficiently to their destination. Signage that is limited in size and set in a strong landscape surrounding can be more visible than a forest of messages.

5. Diversity of Opportunity

Hendersonville wishes to continue to attract diverse housing types, services and other community attractions. In reviewing plans and proposals, it does not wish to rule out particular uses because of costs or burdens imposed. Rather, it wishes to work with developers and builders to find a formula for creating uses that is economically viable as well as harmonious with the environment.

6. Residential Privacy

The sense of privacy of residential areas should be protected, especially from nuisances created by adjacent uses, such as noise, traffic, high lighting levels, and uncontrolled access. Within residential areas, there should be privacy of individual units.

7. History

References to Hendersonville's past – both its natural and settlement history – should be preserved wherever possible. These include: artifacts such as rock fences, stack stone walls, areas of formal landscape, historic cemeteries and archaeological sites and structures more than 50 years old.

8. Utilitarian Elements

As a way of reducing disorder and emphasizing the human environment, utilitarian elements should be masked or located out of public view. These include mechanical equipment on buildings, transformers, meters, refuse stations, electric wiring and service areas.

C. Basis/Principles

1. To promote qualities in the environment that sustains the community's economic well-being;
2. To foster the community's attractiveness and functional utility as a place to live and work;
3. To preserve the community's heritage by maintaining the integrity of areas enjoying discernible character contributing to this heritage;
4. To safeguard public investment in the community; and
5. To raise the level of citizen expectations favoring the quality of the community's visual environment.

12.2 RESIDENTIAL BUILDING DESIGN STANDARDS

A. Applicability

The standards contained in this Section apply to the construction or placement of:

1. all one family dwellings to be constructed in subdivisions containing three (3) or more lots granted preliminary or final subdivision approval or preliminary development plan approval after the effective date of this ordinance.
2. all additions and renovations of dwellings described in Section 12.2A1 above as well as the re-construction of said dwellings.
3. dwellings constructed on another parcel and relocated to a lot and manufactured dwellings moved to a lot. This includes lots created prior to March 28, 2014. Only standards of 12.2I (Moving Dwellings and Manufactured Dwellings Into Developed Areas) apply.
4. Townhouses
5. Multi-family residential buildings

B. Design Review Approval Required

Design review approval is required in accordance with Section 4.7 (Site Plan and Design Review) for townhouse and multi-family residential buildings. Usually this approval is granted concurrent with site plan approval. Nevertheless, there are occasions when site plan approval of a project is not required, i.e., for renovations to buildings, yet design review is required. Refer to Section 4.7 (Site Plan and Design Review).

C. Architectural Style and Compatibility

The architectural style, design, colors, building materials, roof and other similar features of each residential building shall be compatible with existing complying residential buildings within the same subdivision phase or section, or in the case of townhouses and multi-family residential buildings, with existing complying townhouses and multi-family residential buildings in the area.

D. Building Materials

Residential buildings should be constructed of brick and/or stone with minimum percentages as specified in the following chart. Approved materials for the remaining percentage of the building are fiber cement board (such as Hardie Board), EIFS, stucco and wood. Vinyl, aluminum and similar siding are limited as shown. All other materials are prohibited. There are no restrictions on building materials for zones not listed below.

Zone	Brick and/or Stone ¹	Vinyl ²
RR	0%	P
ER	0%	P
RR PD	50%	P
ER PD		
1-family dwellings	50%	P
Townhouses	50%	NP
SR-1	50%	P
SR-1 PD	66%	NP
SR-2	50%	P
SR-2 PD		
1-family dwellings	66%	NP
Townhouses	50%	NP
WR and WR PD		
1-family dwellings	66%	NP
Townhouses	50%	NP
Multi-family dwellings	50%	NP
MXR and MXR PD		
1 and 2 family dwellings	66%	NP
Townhouses	50%	NP
Multi-family dwellings	50%	NP
OTR and OTR PD		
1 and 2 family dwellings	0%	NP
Townhouses	50%	NP
Multi-family dwellings	50%	NP
MFR and MFR PD		
1 and 2 family dwellings	35%	P
Townhouses	50%	NP
Multi-family dwellings	50%	NP
MXC and MXC PD		
1 and 2 family dwellings	66%	NP
Townhouses	50%	NP
Multi-family dwellings	50%	NP

Notes:

1. Expressed in terms of minimum percentage of the total wall area of each dwelling, exclusive of windows and doors.
2. P=Permitted; NP = Not Permitted except on soffits.

E. Front-Entry Garages

1. SR-1, SR-2, OTR, and MFR Districts

Front-entry garage doors in SR-1, SR-2, OTR, and MFR districts without a planned development overlay shall conform to the following design standards. If more than 40% of the homes in a subdivision have front-entry garages, at least 50% of the garages which exceed 40% of the width of the front façade of the home shall have carriage style doors and:

- a. shall be recessed back from the front of the house by a minimum of 10 feet. The remainder:
- b. shall have 2 single-wide doors rather than a double-wide door or
- c. shall have an arch over the door (brick or dryvit), columns, a portico or decorative/ornamental lighting.

2. All Residential Planned Developments

Front-entry garage doors for all types of dwellings permitted in all residential planned developments shall conform to design standards as prepared by the developer and approved by the Planning Commission in conjunction with the approval of the final master development plan. The guidelines shall include an appropriate combination of the following or equivalent design standards:

- a. Limit the % of homes which will have front entry garages, i.e., 25 – 40%.
- b. Limit the % of total home frontage which will be occupied by garage doors, i.e., 40%.
- c. Recess garages by at least 10 ft.
- d. 2 single-wide doors should be used rather than double-wide doors.
- e. Provide architectural amenities such as arches, columns, porticos and decorative lighting.

NOTE: There are no restrictions in zones not listed above.

F. Supplemental Design Standards for Multi-Family Residential Buildings

In addition to the standards contained in this Section, the following building design standards contained in Section 12.3 (Commercial Building Design Standards) are to be used as a guide in designing multi-family residential buildings:

1. 12.3C (Massing and Scale of Buildings)
2. 12.3E (Orientation of Buildings)
3. 12.3F3 (Building Color)
4. 12.3F4 (Building Façade)

5. 12.3F5a (Windows – General Guidelines)
6. 12.3F6 (Roofs)

G. Supplemental Design Standards for Old Town Residential District

1. Applicability

This Section applies to townhouses and multi-family residential buildings in Old Town Residential Districts. It is intended to supplement building design standards contained elsewhere within Section 12.2 (Residential Building Design Standards). Where there are specific standards within this Section (12.2G) which conflict with standards in other parts of Section 12.2, the standards of 12.2G shall apply.

2. Glazing (Windows)

Glazing for windows and doors on facades facing public streets should be a minimum of 20% of the total area of the façade and a maximum of 40%. The first floor should have at least equal the amount of glazing as other floors.

3. Raised Foundation

Townhouses should have a raised foundation of at least 1.5 feet in height.

4. Roof Types

Acceptable roof types for townhouses and multi-family residential buildings are hip and gable.

H. Accessory Buildings

Accessory buildings located in any yard other than the rear yard of an interior lot and which exceed 120 sq ft in size shall be constructed according to the standards of Section 10.4A7. Refer to this Section for details.

I. Moving Dwellings and Manufactured Dwellings into Developed Areas

1. No single-family dwelling shall be moved from an existing foundation to another foundation located within a developed area of single-family residences, nor shall a manufactured dwelling be moved into a developed area of single family dwellings unless
 - a. The dwelling to be moved is consistent with the age, value, size and appearance of existing dwellings within the developed area into which the dwelling is proposed to be moved.
 - b. Approval for the movement of the dwelling has been given by:
 - i. the homeowner's association of the development where the dwelling is to be moved, if a homeowner's association exists;
 - ii. a neighborhood association that has been in existence in the area for more than 1 year, if a neighborhood association exists;

- iii. the Planning Commission, if there is not a homeowner's association or neighborhood association in existence in the area in question
2. The dwelling is considered consistent if:
 - a. it is within 10 years of the average age of the existing structures in the developed area;
 - b. the value of the dwelling to be moved will initially appraise at least at the average appraisal of the existing structures within the developed area after all planned improvements have been completed once the dwelling has been moved;
 - c. it is within 100 square feet of the average size of the existing structures within the developed area; and
 - d. the appearance of the dwelling is consistent with those in the developed area, as determined by the body giving approval for the move.

NOTE: Manufactured Dwelling is permitted in RR and conditional in ER.

12.3 COMMERCIAL BUILDING DESIGN STANDARDS

A. Applicability

This Section applies to commercial, institutional, and all other types of buildings and structures other than residential buildings (see Section 12.2) and industrial buildings (see Section 12.4).

B. Design Review Approval Required

Design review approval is required in accordance with Section 4.7 (Site Plan and Design Review). Usually this approval is granted concurrent with site plan approval. Nevertheless, there are occasions when site plan approval of a project is not required, i.e., for renovations to buildings, yet design review is still required. Refer to Section 4.7 (Site Plan and Design Review).

C. Massing and Scale of Buildings

Techniques suggested in these standards provide tools for allowing large buildings while reducing their perceived massiveness. While the footprint of new commercial development may remain large, human scale can be retained through creative massing and organization of building forms and through other techniques including landscaping and berms. These standards will be especially useful for the design of commercial and office buildings but can also apply to multi-family residential buildings, which often have large footprints and multiple stories. The following standards or guidelines, are to be utilized as a basis for establishing the appropriate massing and scale of buildings in Hendersonville:

1. Use building mass appropriate to the site. Place buildings of the greatest footprint, massing, and height in the core of commercial or office developments where the impact on adjacent uses is the least.

2. The use of a large, single building mass should be avoided. Break up the front of a large building by dividing it into individual bays of 25 to 40 feet wide. This is a human-scale dimension which improves the pedestrian experience. The use of flat front facades is not permitted.
3. Use variation in materials, textures, patterns, colors and details to break down the mass and scale of the building.
4. Use building articulation techniques to reduce a building's massing. Water tables, string courses, cornices, material changes and patterns, and fenestration can reduce the apparent height of a large building.
5. When making transitions to lower density areas, modulate the mass of the building to relate to smaller buildings. Height can be greater if the mass is modulated and other scale techniques are adopted. Reduce height near the lower density uses.



D. Building Setback

Buildings shall conform to the minimum front yard/setback requirements. However, when located between buildings with greater setback than required, every effort should be made to place the new building in line with the existing adjoining buildings.

E. Orientation of Buildings

Building orientation refers to the direction of prominent entrances and front facades of a building. The entrance façade will be the most prominent elevation of a building. The following guidelines are to be utilized as a basis for establishing the proper orientation of buildings in Hendersonville:

1. Buildings shall be sited so that their main entrances are facing the street on which they are located. If a building does not have street frontage, it should be oriented to any public space or its most visible side from the public realm. Buildings should respect the orientation of neighboring buildings and developments. Front facades should face front facades, and sides should face sides. A main entrance façade should not face another building's rear or service façade.
2. In many cases, a building may have more than one orientation and need more than one entrance façade. For instance, the prominent front elevation may face a major collector or corridor while elevations facing local streets, parking, or adjoining developments can have secondary facades and entrances. The entrances should be designed to reflect this hierarchy.

3. Buildings shall be oriented toward accessible arterial or collector streets rather than nearby freeways.
4. Building entrances should be designed to reflect their hierarchy within a building or development and should be articulated with architectural elements such as columns, pilasters, arches, or details such as special moldings. Include entry features such as porches, porticoes, arcades, or canopies and changes in massing, wall planes or roof forms and/or landscaping features such as planters or benches.

F. Architectural Character and Building Elements

The establishment of building character, or specific architectural styles, is appropriate to give a distinctive character to a specific area, such as a commercial development, a commercial corridor or a major commercial intersection. The following standards are to be utilized as a basis for establishing the appropriate character of the architecture and elements of buildings in Hendersonville:

1. Character

- a. The establishment of a design theme for a large commercial center or a major intersection with a common palette of materials, colors, building and roof forms, and architectural features can create a coordinated and inviting mix of buildings and spaces.
- b. The design themes for office parks should take on a campus appearance where roof forms, building height, materials, and details such as windows all relate closely to one another, creating a unified appearance.
- c. The use of cookie-cutter architectural design should be avoided. Cookie-cutter design utilizes the same architectural details on multiple buildings within a development with no variation for added interest.
- d. When making transitions between developments, excessive contrast in building scale, forms, materials or styles are not permitted.
- e. Franchises must also meet these guidelines and blend with Hendersonville's character. In recent years national retail chains have developed more options in their standardized designs. New franchise designs shall be modified as needed to follow the standards in this document.



2. Building Materials

The choice of materials and texture has great visual significance. Coordinating materials within a development can tie together buildings of different sizes, uses, and forms, while contrasting materials or textures within large developments may add visual interest and reduce its scale. It is important that new development be compatible with, and respectful of, the strengths of the City's current development fabric. New structures shall be compatible with their neighbors in regard to exterior building materials, particularly when adjacent structures are substantially in compliance with the standards. This does not imply uniformity of architectural style; rather, a similarity to exterior building materials of nearby conforming structures. Choose materials which are high in quality, durable, and which offer texture. Use material and texture changes to help reduce the mass and provide visual interest and variety. Avoid monotony.

a. Primary Building Materials

For the purpose of this Section, a primary building material is defined as the predominate, most extensive, exterior building material(s) used to clad a façade, excluding storefronts, windows, and doors. A primary building façade is simply the most visible façade from the public realm. In this context, the public realm is the building façade containing the primary entrance, the side of a building facing a street, or a side facing the primary entrance to another building. The following materials are approved as primary building materials:

- i. Brick (clay-fired)
- ii. Stone
- iii. Artificial stone products (masonry based, with a fine or rock cast authentic finish such as Arriscraft)

The following materials when used in combination with the above materials, may be approved on a case by case basis with the context of each application and the particular use and quality of each material being the basis for the decision:

- i. Fibrous cement board (simulated wood siding)
- ii. Marble
- iii. High quality architectural metals (copper, bronze, low-luster aluminum)
- iv. Quik Brick (concrete block with an imitation brick finish; half-size or full size) or equivalent
- v. Exterior Insulation Finishing System (EIFS)
- vi. Cementious Stucco

b. Trim and Accent Materials

Trim and accent building materials are clearly subordinate to the primary building materials on a façade. The following materials are acceptable for building trim and accents:

- i. Any building material approved for use as a primary building material
- ii. Fiber cement board
- iii. Exterior Insulation Finishing Systems (EIFS)
- iv. Cementitious stucco
- v. Metal or vinyl trim (i.e. for flashing; not walls or fascia)

The following materials may be approved on a case by case basis:

- i. Wood trim
- ii. Tile
- iii. Split-faced concrete block (integrally colored)
- iv. Simulated wood details (for trim, columns, etc) made of plastic, vinyl, fiberglass or fibrous cement
- v. Neon lighting/tubing and strings of LED lighting and similar lighting limited to the walls of commercial buildings in the form of a single enclosed band of such lighting around not more than the perimeter of the building. Such lights shall not be located in the windows or doors or other places within the building or on the property to the extent such lights are visible from a public street. Exception: traditional holiday lighting for not more than two 30-day periods per calendar year. These periods may run consecutively.

c. Remote Walls

Facades of buildings which will not be visible to the public realm (from a street, primary entrance to the building or primary entrance of another building) and do not abut a residential development/zoning district are considered remote walls. In these instances, the following materials may be approved on a case by case basis which would otherwise not be approved for the primary building facades:

- i. Any material approved for primary, trim and accent materials, including those which may be approved on a case by case basis, but excluding metal
- ii. Tilt-up concrete walls

d. New Materials

This Section is not an exhaustive list of materials which may be approved. The Planning Commission (or staff, for staff-approved projects) may approve

the use of new materials not expressly listed, on a case by case basis. This may include new products or synthetic materials which approximate the look, quality and durability of approved materials. Examples include artificial slate, artificial brick or stone products or clay-fired brick veneers.

e. Prohibited Materials

- i. Plywood
- ii. Vinyl Siding
- iii. Aluminum Siding
- iv. Hard board siding
- v. Metal
- vi. Cement block, except calcium silicate block may be approved on a case by case basis
- vii. Any material which is determined to be out of character with the area

3. Building Color

Color is an integral element of the overall design. Brick, stone, and concrete have an inherent color created by nature or during the manufacturing process. Other surfaces will get their color from applied materials such as paint. Awnings and canopies provide another opportunity for color.

- a. Create a coordinated palette of colors for each development. This palette shall be compatible with adjacent conforming developments as well as corridor or intersection themes.
- b. Set the color theme by choosing the color for the material with the most area. If there is more roof than wall area, roof color will be the most important color choice setting the tone for the rest of the colors.
- c. Limit the number of color choices. Generally there will be a wall color, trim color, accent color, and roof color. All building elements should work within this palette, including chimneys, vents and gutters.
- d. Use muted earth tone tints of colors such as reds, browns, tans, grays and greens. Avoid primary colors or bright accent colors and stark contrast colors. Avoid white. Use cream colors instead.
- e. Use color variation to break up mass and provide visual interest.

4. Building Façade

Unadorned blank walls on any elevation which is visible from streets, from adjoining developments, from parking areas or on a rear elevation which is not screened are not allowed. Include human-scale elements, particularly at the street level and on facades with a pedestrian focus. The articulation of a façade,

both horizontally and vertically, is critical to creating a human scale and reflecting the traditional image and character of Hendersonville.

a. Horizontal Façade Articulation Through Bay Divisions

- i. Facades of all buildings shall be proportionally divided using architectural elements including windows and entries in conjunction with porches, arcades, canopies and awnings.
- ii. Any wall surface over forty (40) feet in length should include at least one (1) change in plane.

- iii. Larger buildings shall be divided into bays of 25- to 40-foot widths. Bays can be articulated by a combination of pilasters, piers, differentiation in material, texture or color or by variation in the wall plane. Pilasters shall project a minimum of four (4) inches. The addition of porches or covered walkways can also be used to articulate facades.



b. Vertical Façade Articulation-Horizontal Bands to Break Verticality

All buildings shall have a clearly identifiable articulated base, middle and top, which contribute to the human scale of the building.

- i. An articulated base may be defined by a water table, a change in wall plane, or a change in material, texture or color. For multi-story buildings, a base may be one story tall, defined by a storefront, a cornice or a change in materials.
- ii. The middle of a building typically consists of a pattern of upper-story windows or may include recessed panels or other decorative features.
- iii. An articulated top could be a roof cornice or a sloped roof with overhanging eaves and could feature brackets or other decorative architectural details.
- iv. Stage-set facades, with parapets only on the front, do not meet the intent of these guidelines. Parapets, when used, should be located on all sides of buildings.
- v. When designing the façade, give careful consideration to locating signage within sign bands.

5. Windows

The relationship of walls to windows as well as the number, size and proportion of openings in a wall has an effect on how a building relates to a user. Aside from allowing natural ventilation and light, windows provide a great deal of design character and interest to a building.

a. General Guidelines

- i. Facades of all buildings shall be proportionally divided using architectural elements including windows and entries in conjunction with porches, arcades, canopies and awnings.
- ii. Use a regular pattern of walls and windows. Maintain an overall pattern so that all of the floors seem part of a whole. Use special windows, window groupings and a mixture of large and small windows to create a hierarchy of importance of a building, particularly around entrances.
- iii. Use patterns of walls and windows which relate to more traditional building design in which there is a larger proportion of walls than windows in upper stories.
- iv. Use a proportion of windows (vertical, horizontal or square) which generally is consistent with the style and context of the building and with the rest of the development.
- v. The sides of commercial buildings facing a street should have display windows on the ground floor. At least 70% of the linear horizontal dimension should be covered with windows or doors. For upper stories, between 40 and 60% of the lineal horizontal dimension should be windows.
- vi. For secondary elevations visible from streets and public areas, storefronts should wrap the corner but do not need to cover the full façade. Façade articulation should continue on these facades.



b. Storefronts

- i. Storefronts or large display windows should be used at the street level on the main façade and secondary elevations, especially on facades oriented to pedestrian areas, on all commercial buildings including large-scale, big-box developments.

- ii. Quality natural materials such as brick, stone or marble shall be used. Other materials can be reviewed on a case by case basis. Bronze or black aluminum storefronts are the most appropriate colors for storefronts in most areas of Hendersonville. However, muted earth tones or clear anodized (silver) aluminum storefronts may be appropriate on a case by case basis. Novelty colors or franchise colors which are not in keeping with the intent of these standards are prohibited for storefronts.
- iii. Consider the use of a knee wall or bulkhead at the base of storefronts instead of carrying the glass through to the ground to give a more traditional look.
- iv. Storefronts and display windows shall be designed as an integral part of the building's character, and should reflect the architectural style of the building. Storefronts should vary in width for individual retail establishments and should have architectural interest.

6. Roofs

The design of a roof can have a significant impact on the character and scale of a building. While larger commercial projects may have roofs hidden behind parapet walls, smaller commercial buildings, office parks and multi-family residential developments often have very visible roofs. The importance of roof materials depends on the form of the roof. Certain roof types result in highly visible roof materials.

- a. Roof form should complement the roof forms of neighboring developments to soften transitions between uses and intensities of uses.
- b. Use roof forms which complement the building design and contribute to a human scale. Avoid tall roof areas which overwhelm the height of the building's wall.
- c. Gabled, hipped or other roof forms which relate to a residential, human scale are encouraged. Steeper forms are associated with more traditional design and are appropriate when the development adjoins a residential use. The use of parapets in these areas should be limited.
- d. Avoid a visible monolithic expanse of roof on large-scale buildings. Break the roof mass with elements such as gables, dormers or parapets. Scale these features to the scale of the building. When breaking the roof mass, stage-front features which do not blend with other portions of the roof are not permitted.
- e. If a shed roof or flat roof design is used, a parapet wall shall be used on all sides of the building to screen the roof.
- f. Consider using a special roof feature at a gateway or a prominent corner or to highlight entry bays on larger structures.
- g. On roofs which are visible, use quality materials such as standing seam metal, architectural shingles, tile or slate.

- h. Roof elements of entry features shall be integrated into the building design and shall be finished on all sides.
- i. Any equipment located on a roof shall be screen on all sides of the building including the rear, by architectural elements that are integral to the building such as parapet walls. Roof mounted screen walls shall not be approved for this purpose.
- j. Roof top access shall be provided internally whenever possible. The utilization of external ladders should be avoided. Paint external ladders to match the colors of the wall against which they are located.

7. Awnings

- a. For commercial buildings, awnings are an appropriate architectural detail which add a human scale and highlight a storefront. They provide shelter to pedestrians from the elements and they shield window displays and store interiors from bright sunlight. Although they should not serve as a building's primary architectural element, awnings are encouraged when a structure does not have a covered walk to shield displays and the entry and to add visual interest.
- b. Awnings should not be less than 8 feet above the finished sidewalk and should not extend more than 4 feet from the building wall. Deviations from this requirement shall be reviewed on a case by case basis with the stipulation that the request conform to the overall requirements of the standards in relation to scale, color palette and materials and that they are designed in such a manner consistent with the development and the surrounding development.
- c. Awnings should be broken up into small components, no wider than an articulated bay of the building, and preferably less wide.
- d. Mold- and fire-resistant fabric awnings are encouraged, as are metal. Plastic and vinyl are not permitted.
- e. The choice of colors should be coordinated as a part of an overall color scheme of the building and surrounding developments. Solid colors and stripes are appropriate.
- f. Awning forms may be angled or curved and shall have closed ends.
- g. Backlit awnings are prohibited. Down-lighting, such as goose-neck lights, is permitted.

8. Canopies, Carports, Sheds and Similar Structures

The architectural character and building elements standards contained in this section are applicable to canopies, carports, sheds and similar open air

commercial structures without walls, in commercial zones except for HC Heavy Commercial Districts which are subject to Section 12.4E8 (Canopies, Carports, Sheds and Similar Structures). These include fuel center canopies, drive-in restaurant canopies, bank canopies, car wash vacuum cleaner canopies, solar panel canopies and carports and similar structures. These standards vary depending on which side of the principal building(s) the structure is located.

- a. In front of the principal building(s) and any side of the building adjacent to a street, public or private:
 - i. The roof support posts should be metal with brick or stone veneer the entire length of each post. The brick or stone should match any brick or stone on the principal building.
 - ii. The roof shall have a ceiling or the roof framing, wiring, conduit and other electrical and mechanical components should be concealed from public view.
 - iii. Any fascia shall be EIFS, wood, fiber cement board or other approved trim and accent material listed in Section 12.4F2b (Trim and Accent Materials).
- b. Beside the principal building and behind the front line of the principal building:
 - i. The roof support posts should be metal with brick or stone veneer the entire length of each post. The brick or stone should match any brick or stone on the principal building.
 - ii. The roof structure (beams, fascia, rafters and other framing members) may be metal. The metal shall be painted to match the principal building. A ceiling is not required. or
 - iii. The posts and fascia may be powder-coated aluminum or vinyl coated.
 - iv. Visibility of the structures from a public street and surrounding properties shall be screened in accordance with Section 11.4K3 (Outdoor Storage Areas).
- c. Behind the principal building:
 - i. The roof support posts and roof support structure may be metal painted to match the principal building. A ceiling and screening is not required, or
 - ii. The posts and roof structure may be unpainted metal without a ceiling provided the structure is not visible from public streets or surrounding property. Screening conforming to Section 11.4K3 (Outdoor Storage Areas) may be provided to block visibility.

9. Overhead Doors for Service Bays and Loading Docks

- a. As per Section 11.2L1c, loading spaces shall not be located in front or corner side yards.
- b. Overhead doors for service bays shall not face a public street nor shall they be on the side of the building facing on-coming traffic. The Planning Commission may waive this standard provided extra landscaping and/or other means of screening is provided, which, in the opinion of the Planning Commission, adequately blocks the view of the doors/openings. Doors on other sides of the building shall likewise be properly screened. See Section 11.4 (Landscaping, Screening and Tree Preservation).

G. Supplemental Design Standards for Old Town Commercial District

1. Applicability

This Section applies to all non-residential buildings and structures located in the Old Town Commercial (OT-C) District. It is intended to supplement to building design standards contained elsewhere within Section 12.3 (Commercial Building Design Standards). Where there are specific standards within 12.3G which conflict with standards in other parts of 12.3, the standards of 12.3G shall apply.

2. Design Review Approval Required

Design review approval is required in accordance with Section 4.7 (Site Plan and Design Review). Usually this approval is granted concurrent with site plan approval. Nevertheless, there are occasions when site plan approval is not required, i.e. for renovations to buildings, yet design review is still required. Refer to Section 4.7 (Site Plan and Design Review) for details.

3. Sub-Districts

The town center area includes an eclectic mix of land uses and building types. Various areas within the town center have an established character. The design standards seek to respond to the specific characteristics within the OT-C district. The extent of each district is illustrated in Figure 4 (Old Town Sub-Districts Map). The districts include the following:

- a. Old Town -Commercial Main Street District: (OT-C-MS). This district is comprised of freestanding and strip commercial buildings oriented toward Main Street predominantly on small lots with parking in front.
- b. Old Town-Commercial Transitional Residential: (OT-C-TR). This district is characterized by older small residential structures that have been transitioning to commercial uses. Lots are typically narrow and deep with ad hoc parking provide.

- c. Old Town-Commercial Core/Lakefront: (OT-C-CL). This district includes two district areas. The first is the lake frontage along Sanders Ferry Road. The second area is the core of the town center master plan. It surrounds the proposed Town Center Park and connects Sanders Ferry Road with Walton Ferry Road.

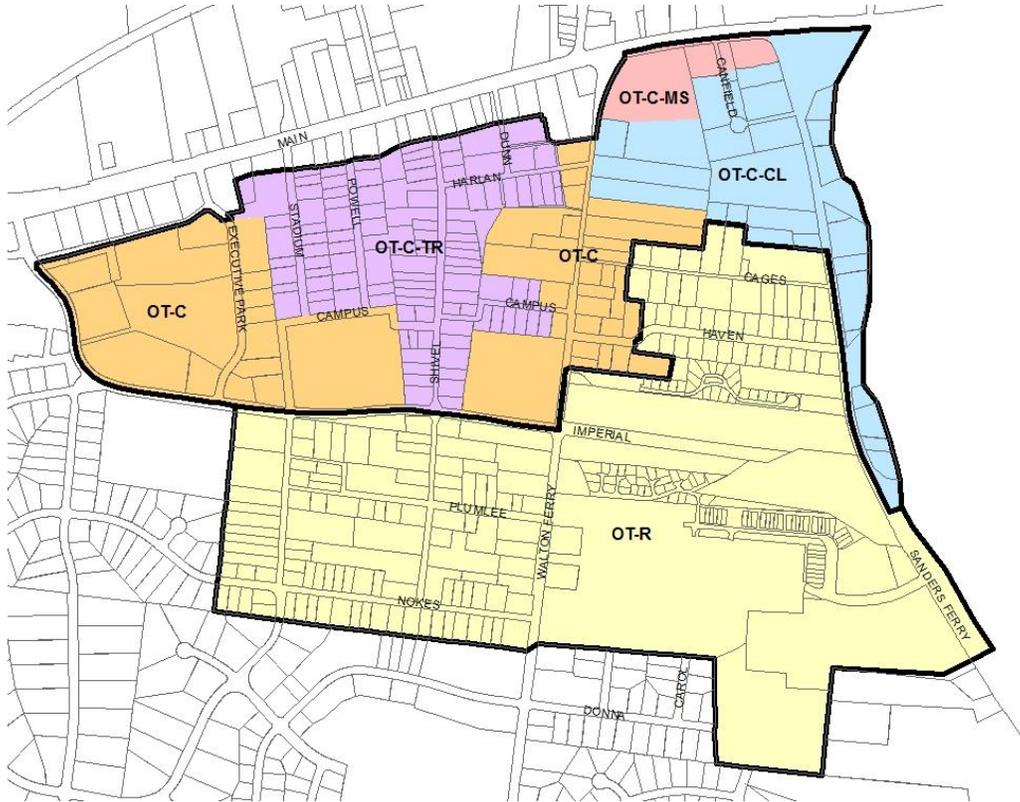


Figure 4: Old Town Sub-Districts Map

4. Building Placement, Height and Massing

- a. Building placement is important to creating a viable active pedestrian environment. Buildings built close to the street achieve the following:
 - i. Presence on the street that defines the edge of the outdoor room that is the public realm and scale for pedestrians
 - ii. Scale the environment for pedestrians
 - iii. Easy access for pedestrians
 - iv. Provide activity and interest along the street

- v. Increase visibility of businesses from street for both pedestrians and drivers.
- b. General provisions for building placement are described in Table 10 (Building Placement, Height and Massing). The standards provided allow a variation in the chosen build-to-lines. The building façade must be built to the chosen line at the percentage indicated in Table 10. This requirement is illustrated in Figure 5 (Build-To Line).

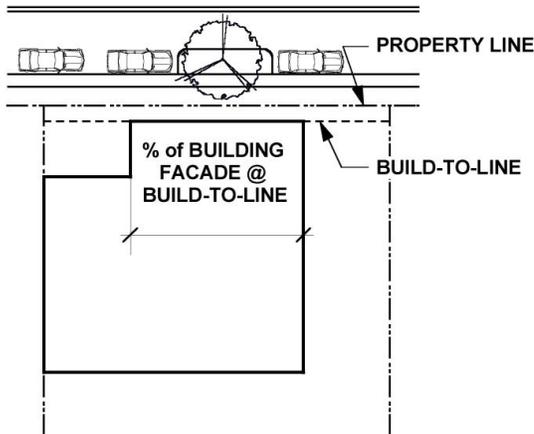


Figure 5: Build-To Line

- c. All buildings shall first front a public street per the requirements above. With approval of the Planning Department, buildings may front private streets with or without parallel parking or front a pedestrian corridor with access to a public street. Head in parking on a private drive on which a building fronts is not permitted.
- d. The height of buildings to bottom of eave or roof deck cannot exceed the heights indicated in Table 10 (Building Placement, Height and Massing).
- e. Uninterrupted, flat and monotonous building facades are to be avoided. The façade should be delineated into segments or building bays in order to prevent this. The segments shall not exceed a 1:3 ratio of height to façade. See photo. An example would be a 24ft. tall building could not have segments of the façade that exceed 72 feet. Changes in the building façade should be done in a logical manner that is related to interior uses, structure, and entrances.



- f. All buildings that are attached along a single block should be of similar height. Variation in the heights of the buildings should not be greater than one story. Building segments should be used to articulate the façade and create proportions that are compatible with surrounding buildings in the context. Height to width relationships of the immediate context should be studied as an overall guide to compatibility within this guideline.

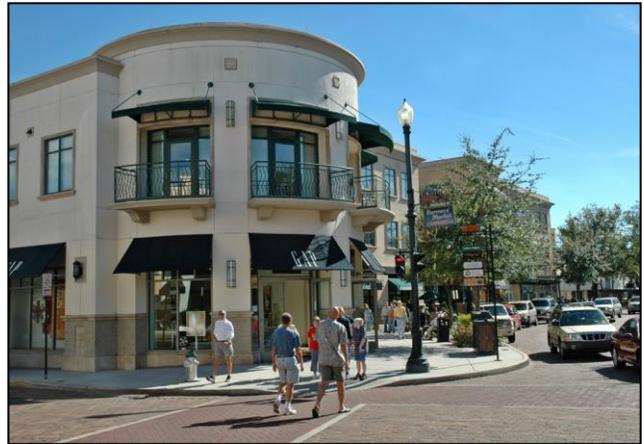
CITY OF HENDERSONVILLE, TN TABLE 10: BUILDING PLACEMENT, HEIGHT, AND MASSING OLD-TOWN ZONING DISTRICTS				
	OT-C	OT-C-MS	OT-C-TR	OT-C-CL
Front Build-To (ft)	0 min to 30 max	30 min to 50 max	15 min to 25 max	0 min to 5 max
Side Setback (ft)	5	0	10	5
Rear Setback (ft)	10	10	20	5
Building Height	35	45	35	45 ¹
% of Building at Front Build-To	50%	1	40%	60%

1. The maximum height in the OT-C-CL sub-district east of Sanders Ferry Road shall be 35 feet.

5. Architectural Treatment

- a. The façade of the building influences the legibility and interest within the public realm. The building façade should define the building entries and provide interest along the public right-of-way. Doors should face the street.
- b. Glazing for window and door openings on facades facing public street should be in the ranges permitted in Table 11 (Architectural Treatment). The first floor should have a higher percentage or equal glazing as the other floors.
- c. The character of the doors and windows within all districts except OT-C-TR and TC-R should have a vertical orientation, while those in OT-C-TR and OT-R could be residential in style and character. All windows should not extend greater than one story.
- d. Acceptable roof types within each district are indicated in Table 11 (Architectural Treatment).
- e. Minimum height of raised foundations are indicated in Table 11 (Architectural Treatment).
- f. Recesses and projections not greater than 4ft are encouraged to break up a façade into bays.

g. Buildings should acknowledge the street corner and are encouraged to provide entrances at these locations.



h. All solid waste storage, electrical, mechanical, and utility equipment should be screened by landscaping, or a solid 8ft enclosure complementing the materials of the building on the same lot.

i. Each floor should be delineated in the design features of the façade with a permanent architectural element.

j. The most active uses within the building should be along the building edge adjacent to the public realm. Utility rooms and storage areas are discouraged within these areas.



k. Acceptable materials for the primary building and accents within all sub-districts include Brick, Cast Stone, Stone, Cultured Stone, Cementitious Siding (i.e. Hardiplank) or Wood. Stucco, vinyl siding, reflective glass, overly tinted glass and metal siding are prohibited.

CITY OF HENDERSONVILLE, TN
**TABLE 11: ARCHITECTURAL TREATMENT
 OLD-TOWN ZONING DISTRICTS**

	OT-C	OT-C-MS	OT-C-TR	OT-C-CL
% of Glazing, 1st Floor	20-80%	40-80%	55-75%	40-80%
% of Glazing, 2nd floor	20-40%	25-65%	25-65%	25-65%
Minimum Raised Foundation (ft)	0	0	1.5	0
Roof Types	Gable, hip, flat with parapet wall, barrell	Gable, hip, flat with parapet wall	Gable, hip	Gable, hip, flat with parapet wall, barrel
Materials	Brick, wood, stone, cast stone, cultured stone, cementious siding	Brick, wood, stone, cast stone, cultured stone, cementious siding	Brick, wood, stone, cast stone, cultured stone, cementious siding	Brick, wood, stone, cast stone, cultured stone, cementious siding

6. Signage and Awnings

See Section 13.6 (Design Standards).

12.4 INDUSTRIAL BUILDING DESIGN STANDARDS

A. Applicability

This Section applies to industrial buildings and structures.

B. Design Review Approval Required

Design review approval is required in accordance with Section 4.7 (Site Plan and Design Review). Usually this approval is granted concurrent with site plan approval. Nevertheless, there are occasions when site plan approval of a project is not required, i.e., for renovations to buildings, yet design review is still required. Refer to Section 4.7 (Site Plan and Design Review).

C. Massing and Scale of Buildings

Use variation in materials, textures, patterns, colors and details to break down the mass and scale of the building. Use building articulation techniques to reduce a building’s massing. Water tables, cornices, material changes and patterns, and fenestration can reduce the apparent height of a large building.

D. Orientation of Buildings

Buildings shall be sited so that their main entrances are facing the street on which they are located. Buildings shall be oriented toward accessible arterial or collector streets rather than nearby limited access interstate or freeways. Building entrances should be designed to reflect their hierarchy within a building or development and should be articulated with architectural elements such as columns, pilaster, arches, or detail such as special moldings. Include entry features such as porches, canopies or awnings.

E. Architectural Character and Building Elements

1. Character

The design theme for industrial parks should take on a campus appearance where roof forms, building height, materials and details such as windows all relate closely to one another, creating a unified appearance.

2. Building Materials

Brick, stone, split face concrete block (integrally colored), drivet, stucco and EIFS are approved as exterior building materials for the front of industrial buildings. On corner lots, both sides of the building facing a street are considered the front of the building. On all other sides facing a street, the above stated materials are approved, or, in lieu thereof, evergreen trees and shrubs may be planted so as to screen the view of these sides of the building from view from the street. With such screening, these sides, as well as all other sides not facing a street, may be constructed of painted metal siding, painted concrete block (plain or split-faced) or painted concrete tilt-up walls.

3. Building Color

Colors shall be compatible with adjacent conforming developments. Limit the number of colors. Generally, there will be a wall color, trim color, accent color and roof color. All building elements should work within this palette. Use muted earth tone tints of colors such as browns, tans, grays and greens. Avoid primary colors or bright accent colors and stark contrast colors. Use color variation to break up mass and provide visual interest.

4. Building Façade

Larger buildings should be divided into bays of 50 to 75-foot widths. Bays may be articulated by the use of pilasters, piers, differentiation in material texture or color or by variation in the wall plane. The base of a building may be articulated/defined by a water table, a change in wall plane, or a change in material, texture or color.

5. Windows

The front facades of all buildings shall be proportionally divided using architectural elements including windows and entries in conjunction with porches, canopies and awnings.

6. Roofs

Roof form should complement the roof forms of neighboring buildings. Use roof forms which complement the building design. On roofs which are visible, use quality materials such as standing seam metal. Any equipment located on the roof shall be screened from all sides of the building.

7. Garage Doors and Loading Docks

Garage doors and loading docks must be properly screened from view from the street. See Section 11.4 (Landscaping, Screening and Tree Preservation).

8. Canopies, Carports, Sheds and Similar Structures

The architectural character and building design standards contained in this section are applicable to canopies, carports, sheds and similar open air structures without walls, in I Industrial and HC Heavy Commercial Districts. These include solar panel canopies and carports. These standards vary depending on whether the structures are visible from the street or surrounding property.

- a. Structures in front or beside the principal building or otherwise visible from a public street:
 - i. The roof support posts should be metal with brick or stone veneer the entire length of each post. The brick or stone should match any brick or stone on the principal building.
 - ii. The roof structure (beams, fascia, rafters and other framing members) may be metal. The metal shall be painted to match the principal building. A ceiling is not required. or
 - iii. The posts and fascia may be powder-coated aluminum or vinyl coated.
 - iv. Visibility of the structures from a public street and surrounding properties shall be screened in accordance with Section 11.4K3 (Outdoor Storage Areas).
- b. Structures behind the building or otherwise not visible from a public street:
 - i. The structure may be unpainted metal without a ceiling.

- ii. These standards apply if the visibility of the structure from the public street is fully screened in accordance with Section 11.4K3 (Outdoor Storage Areas).