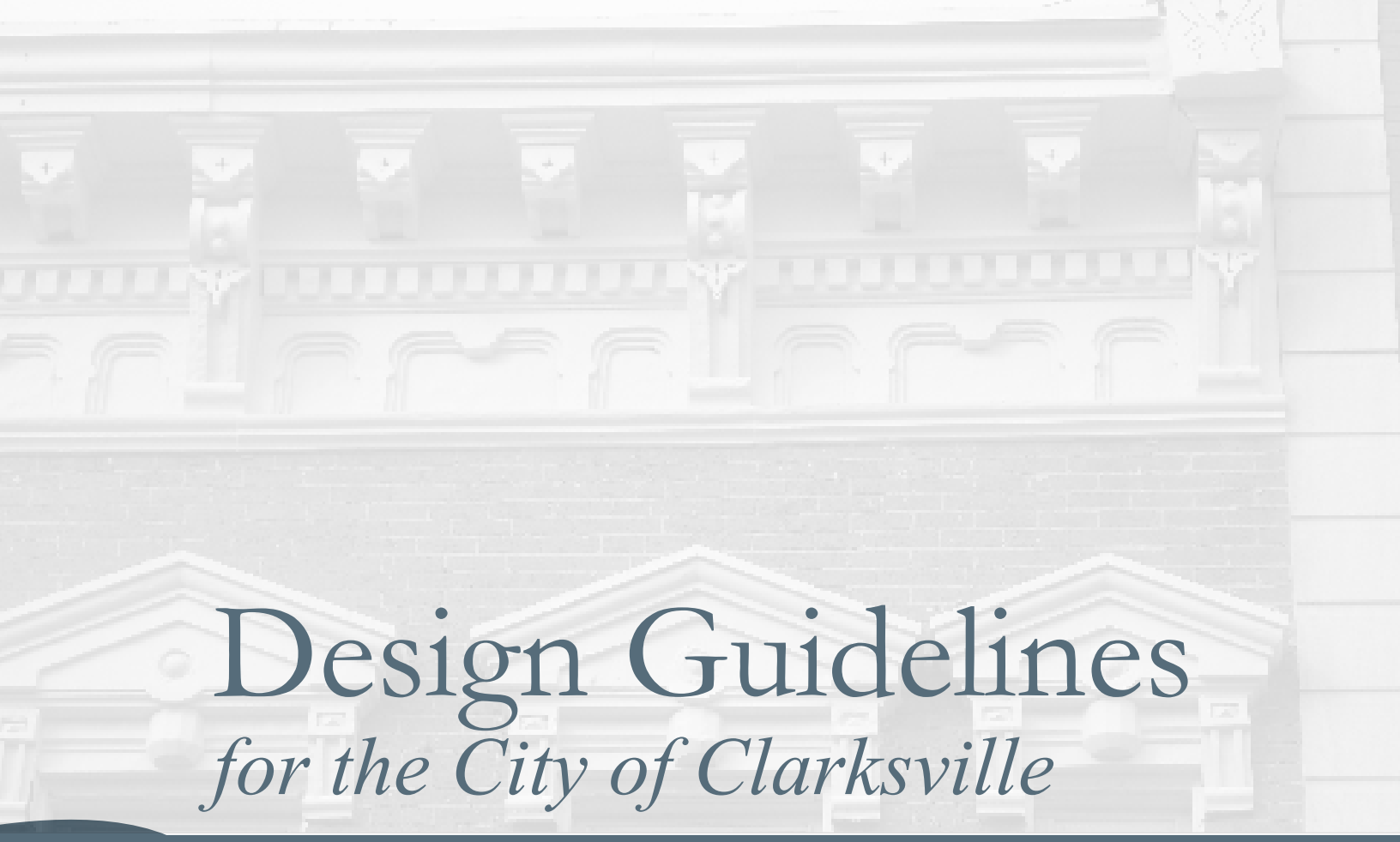


Design Guidelines
for the City of Clarksville

Two Rivers Company Design Review Board
Clarksville, Tennessee
Updated 5.08.2013

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Acknowledgements

The Central Business Improvement District (CBID) was specifically chartered for the purpose of promoting the general well-being of the District and its development as the primary governmental, professional, cultural, economic, educational & entertainment center of the region. With regard to this purpose, the Design Review Board is charged with the responsibility of upholding the following Core Values:

- **To maintain all development, improvements or redevelopment within the CBID to a high aesthetic standard.**

- **To respect and celebrate the unique historic fabric of Downtown Clarksville.**

The community leaders of Clarksville have had a tradition of planning for the future development of the downtown and riverfront with organizations such as Main Street Clarksville, the Clarksville River District Commission, the Regional Historic Zoning Commission and the Two Rivers Company (TRC). These groups have created other design precedents such as Design Review Guidelines/ Clarksville Main Street District, Design Review Guidelines/ Dog Hill Historic District, and Emerald Hill Historic District Design Guidelines. This document incorporates the design principles from these previous guidelines and provides additional information to bond them into a single source for future design approvals by the TRC Design Review Board (DRB).

We hope the design guidelines outlined in this document will be used to further enhance the quality, image, historical and architectural intergrity and economic vitality of Downtown Clarksville and the Riverfront. As with other similar initiatives, the future success of this document will be determined by the cooperative spirit exhibited by the leaders, merchants, bankers, governmental and civic organizations, property owners, developers, designers, and business owners willing to work with the TRC DRB in achieving the goals set forth.

We would like to specifically acknowledge the Design Review Board:

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The activity that is the subject of this publication has been financed in part with federal funds from the National Park Service, Department of the Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior. Regulations of the U.S. Department of Interior strictly prohibit unlawful discrimination in departmental Federally Assisted Programs on the basis of race, color, national origin, age or handicap. Any person who believes he or she has been discriminated against in any program, activity, or facility operated by a recipient of Federal assistance should write to: Director, Equal Opportunity Program, U.S. Department of the Interior, National Park Service, P.O. Box 37127, Washington, D.C. 20013-7127. Public Notice: All notices prepared and released by the Grantee shall include the statement; project is funded under agreement with the Tennessee Historical Commission. Any such notices by the Grantee shall be approved by the State.

Introduction

Development of the Guidelines

The area known today as the Central Business Improvement District (CBID) was created in May 1999. Its boundaries and districts are illustrated in the map on page 8. With its diverse mix of businesses, the riverfront development, the pedestrian friendly environment, and unique design character, it is one of the few remaining areas in Clarksville which offers people a special experience not found in suburban shopping malls and strip centers. The identity of the downtown core makes it attractive to residents from surrounding neighborhoods, as well as the City as a whole. Like any economically vibrant and successful area, the downtown and waterfront are experiencing development pressures which must be managed to maintain the image and character of the area.

These guidelines were originally developed through the work of the Design Review Board with consultants and using guidelines previously developed for the River District Commission, Main Street Clarksville, Dog Hill Historic District, and Emerald Historic District.

Prior to finalizing the original guidelines, meetings were held by the Design Review Board with members of the CBID, government officials, and planning and design professionals. The comments from these groups were incorporated into this document. These guidelines were reorganized and reformatted for digital use by Hodgson & Douglas, LLC, with assistance from The Walker Collaborative in March 2010. Additional revisions took place in 2012 and 2013 following meetings with the Board and other stakeholders in the downtown area. These revisions were completed by Hodgson and Douglas, LLC, Thomason and Associates and The Walker Collaborative.



Goals & Purpose

The design guidelines are intended to promote the economic and general welfare of the City and the CBID (The District) by insuring the harmonious, orderly and efficient growth of the municipality. It is deemed essential by the City Council that Clarksville's historic and architectural character is an important aspect of preserving property values, attracting tourists and adding to the quality of life of residents. Within the project area are the National Register-listed Clarksville Architectural District, the Clarksville Industrial District, the Dog Hill Architectural District and historic dwellings associated with the Emerald Hill Neighborhood. These areas impart a distinctive aspect to the city which serves as visible reminders of the historical and cultural heritage of the city.

These design guidelines are intended to ensure compatible new development and redevelopment as well as appropriate rehabilitation and maintenance of existing buildings within the CBID. Specifically, these design standards are intended to:

- Enhance the economic viability of the area, as well as the diversity of uses and activities.
- Protect the property values for the owners in the districts by providing for local control of future growth and development.
- Insure the compatibility of new buildings with respect to the specific character of their immediate context.
- Encourage the adaptive use and sensitive rehabilitation of existing historic buildings.
- Encourage active ground floor uses, such as restaurants, shops, and services to animate the street.
- Provide for the sensitive placement of public spaces in relationship to building masses, street furniture, and landscaping features.
- Maintain a scale and form of development that emphasizes sensitivity to the pedestrian environment.
- Accommodate parking needs while still maintaining a pedestrian-oriented urban environment.

Historic preservation essentially is a tool for community investment. The character of a town, rooted in its past, is unique and sets it apart from all others. Clarksville has the distinction of being Tennessee's oldest incorporated city (1785). This heritage differentiates Clarksville from every other city across the state. However, without design guidelines the character of the community is vulnerable to drastic change in a short time period. The adoption of design review guidelines provides administrators and citizens a framework to protect Clarksville's unique identity and guide future development and design that is responsive to the city's heritage.

Historic Preservation Promotes Quality of Life

A community that embraces its unique past defines its present self-image. Rehabilitation of historic buildings and landscape reverses insensitive alteration of commercial facades, rejects a generic self-identity, and creates a vibrant district. Rehabilitated historic buildings are significant for their architecture, conveying the city's historic character. Historic buildings provide architecturally compatible venues for cultural entities including art galleries, theaters, and museums. They also tend to be captivating backdrops for trendy restaurants, shops, and entertainment enterprise. These attractions all enhance and energize the community. The quality and condition of buildings and landscape conveys a community's self-image; visitors and residents alike are attracted to a well-maintained and unique historic district that enhances quality of life. These buildings will serve as a model for new construction. Quality of life indirectly confers far-reaching economic benefits through recruitment of industry and business to the community.

Historic Preservation Attracts Visitors to Cities

One of the most rapidly growing segments of the tourism industry is heritage tourism, which focuses on historic areas and sites. Studies have shown that heritage tourists tend to visit longer and spend more money than other types of tourists, bringing economic benefits to merchants in the communities they visit. A community that accentuates its individuality attracts visitors seeking an experience they cannot find elsewhere. According to the Tennessee Travel Impact Report, Montgomery County tourism and travel saw an increase of over two million dollars in tourism based expenditures from 2008 to 2009. The Aspire: Vision for the Future program advocates for development of sustainable tourism by exploring opportunities such as eco-tourism and nature, while continuing to promote the area's historic attractions.

Historic Buildings Often Last Longer Than New Ones

Another benefit of historic preservation is longevity of older buildings. During the last four decades, construction quality has diminished, compared to buildings from before the 1960s. New buildings are designed with a limited life expectancy of materials. Their inherent design eventually mandates wholesale replacement, a costly expense. The superior construction of pre-1960 buildings allows for greater options of continued use into the future, thus representing a commitment to taxpayers' investment in existing infrastructure of the downtown district.

Historic Preservation Creates Jobs

Preservation invests in the community by keeping money local. Rehabilitation and revitalization spurs the creations of local jobs, and historic preservation creates more jobs than new construction. Consider the difference: a typical new construction project will consist of expenses for labor and for materials at approximately a 50-50 rate; in comparison, a rehabilitation project tips the scales to 60-70% in labor costs. Putting more money in the pockets of local workers tends to keep more spending in the local economy.



The historic buildings of Downtown Clarksville attract tourists to its restaurants and shops.

Historic Preservation Increases Property Values
Nationwide studies have consistently demonstrated that National Register- listing and historic overlays stabilize or increase real estate value within the districts' boundaries. Property owners in historic districts generally enjoy higher property values than adjacent areas with similar character. Design guidelines help property owners maintain higher property values through practical treatments of maintenance, repair, and rehabilitation.

Historic Preservation Benefits Property Owners
A commercial district or neighborhood is the sum of its parts, and the value and character of each property contributes to that of the whole. A domino effect can work in a negative or positive direction. When a property is in neglect, others may follow; conversely, a property owner's attention to maintenance influences the actions of neighbors. Together, property owners create a collective sense of their neighborhoods character. Design guidelines are a means for property owners to maintain their investments in a historic area. Design guidelines clearly define inappropriate alterations, remodeling, new construction, or demolition from appropriate treatments that uphold the collective character of the neighborhood. Design review provides a consistent standard for treatment of properties within a historic district, which helps protect the overall value and character of the riverfront and downtown. Another benefit for income-producing properties that are listed as contributing to a National Register Historic District is eligibility for a 20 percent federal tax credit. Specific information on the available tax incentives is located on the following page.

Historic Preservation is "Green"
Conserving resources and recycling products are practices becoming more and more common in daily life. Historic preservation is the ultimate in recycling, in the sense that it promotes the continued use of existing buildings, rather than demolishing and replacing them with new buildings. Consider the amount of materials destroyed in demolition and the amount of new materials needed for construction of new buildings. Similarly, demolition requires energy and nullifies the energy previously expended to construct an existing building. These principles collectively define the premise of "embodied energy," which is another illustration of existing investment. The sum total of energy previously spent to build a structure – extraction of raw materials, transportation, manufacture, distribution and construction - remains embodied in an existing building, as long as it stands. Preserving historic buildings conserves this embodied energy and greatly reduces the need for new materials. The "greenest" building is one that already exists. Historic preservation, therefore, embraces the principle of sustainability, or meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Another positive aspect of preservation is that historic buildings were designed to be energy efficient due to superior construction. Residential construction, in particular, has diminished in quality in the last 30-40 years. Historic buildings, especially those constructed before 1920, are often as energy efficient as new ones, perhaps requiring small upgrades, such as installation of storm windows, to increase energy conservation. Also, the energy use in existing buildings may be reduced with new technology, such as solar panels, which may be mounted on rear roof lines or freestanding in rear yards. Solar roof tiles or shingles may also be an acceptable alternative for solar heat. These products resemble traditional fiberglass and asphalt shingles and may be appropriate for roofs where visible from a public street.

Preserving buildings also reduces waste going into landfills. Construction debris accounts for 25% of landfill material annually. A 2,000 square-foot building results in an average of 230,000 pounds of waste when demolished. Razing a sound historic building ends the useful life of its inherent materials and strains the limited capacities of landfills. Historic preservation demonstrates sustainable development at the community level.

Tax Credits for Rehabilitation

Owners of income-producing historic buildings may qualitfy for a 20% federal tax credit on the costs of rehabilitation to their buildings. The building must be a certified historic structure, as determined by the Secretary of the Interior, through the National Park Service (NPS). In Clarksville, a certified historic structure would be any property contributing to the any of the districts currently listed in the National Register such as the Clarksville Architectural District or Dog Hill Historic District. Individual buildings that are certified for the national register, but not part of a registered district also qualify for the credit. Property owners who wish to take the tax credit for a substantial rehabilitation should consult first with the State Historic Preservation Office, known as the Tennessee Historical Commission. The Tennessee Historical Commission can provide the forms and consultation regarding your work and how to meet the guidelines for the tax credit. The forms and process to take the tax credit take time but are not difficult to complete. The minimum expenditure must exceed the adjusted cost basis of the building (roughly the total amount invested in the acquisition and improvements to the structure prior to the subject rehabilitation project) and total at least $5,000. If the owner sells the building within five years, he loses 20% of the earned credit for each year short of the full five years.

There is also a 10% tax credit available for non-historic structures built before 1936. There is no formal review process for the rehabilitation work to such a building. However, three criteria must be met: a minimum of 50% of the building's external walls must remain in use as external walls; at least 75% of external walls of the building must remain in use as either external or internal walls; and at least 75% of the building's internal structure must remain in place.

Through these tax credits, the Federal Historic Preservation Tax Incentive program encourages the re-use of historic and older buildings. The private-sector investment in rehabilitation creates jobs and brings new life to old buildings. In the process, the community revitalizes its historic downtown core and neighborhoods.



Most buildings in downtown Clarksville would be eligible for the federal historic rehabilitation tax credit if rehabilitated according to the federal preservation standards.

Use of the Guidelines

These guidelines will be used by property owners, developers, architects, builders, business owners, public officials, and interested citizens when considering rehabilitation or new construction in the CBID. The guidelines will also be consulted with respect to proposed infrastructure and streetscape improvement projects. While the base zoning continues to govern land use, these guidelines will supersede the base zoning on all design and physical planning issues and provide more specific massing, landscaping, parking, and signage guidelines. The appropriate city department will review all new projects in the study area which require building permits to ensure consistency with these guidelines. The word "shall" indicates those design standards that are mandated, while terms such as "should", "encouraged", and "discouraged" indicate design principles which are more flexible and advisory in nature.

These guidelines are intended to preserve and enhance the special character of the CBID district by encouraging rehabilitation and new construction that is sensitive to the existing urban form and historic character. The guidelines recognize that no single architectural style predominates, and the guidelines allow for the creativity in the design of individual buildings. However, there are certain established urban design and architectural principles shared by most properties within the district which give it a cohesive character and strong sense of place.

These guidelines address both architectural design and urban design. Architectural design is addressed in terms of building type. Building types include:

- commercial/mixed-use
- single-family residential
- townhouses
- multi-family apartments
- institutional

Not all building types are permitted in all areas of the CBID. The map on page 8 is color-coded and keyed to a corresponding chart to note permitted building types in specific areas of the CBID. The following guidelines that relate 5o architectural design apply to the particular building type, regardless of location. If exceptions exist in any given area, they will be noted in the guidelines.

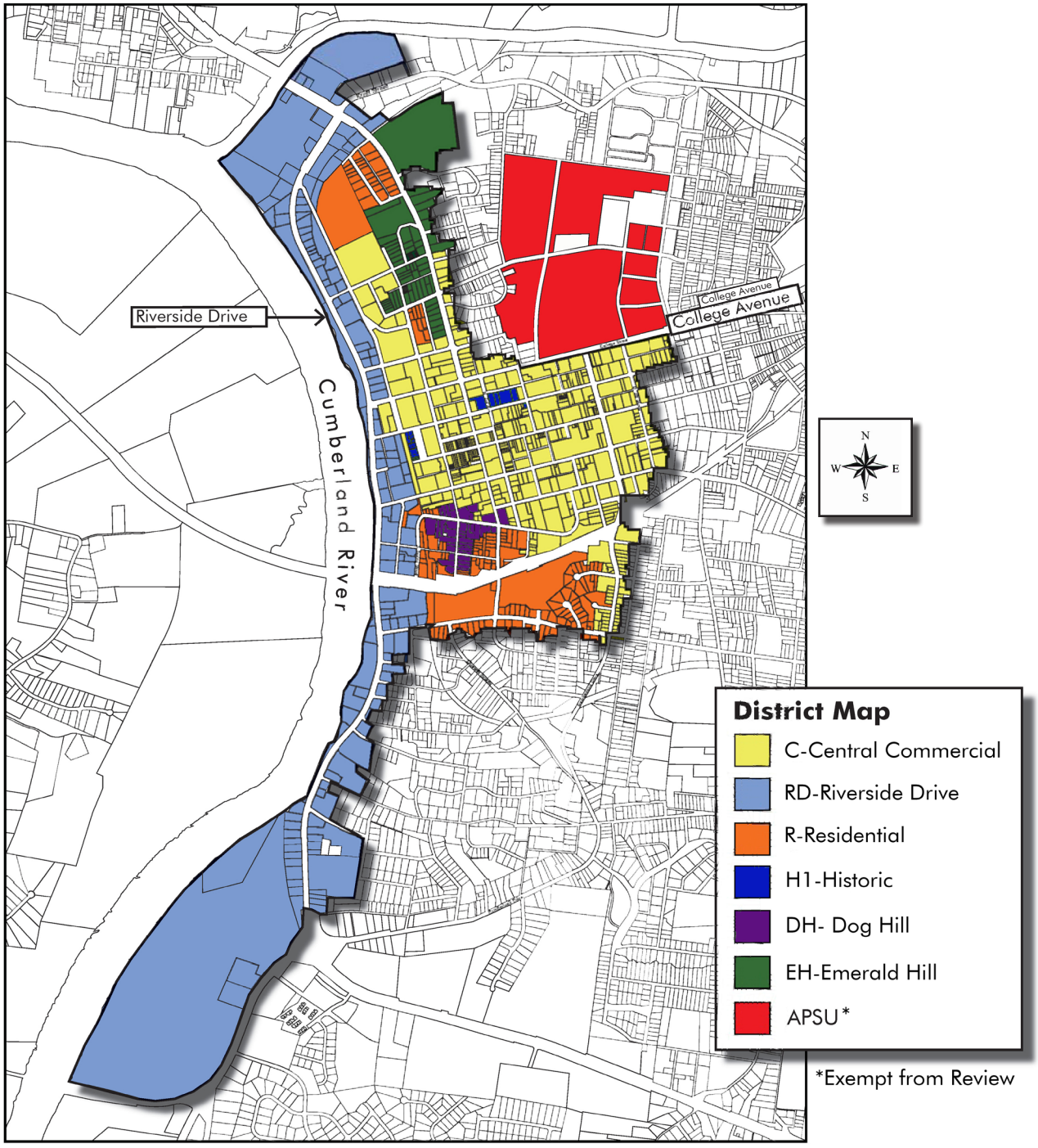
Additionally, the guidelines address specific urban design regulations to include:

- building height
- setback
- massing
- driveways
- sidewalks

These urban design specifications can vary based on the building type and/or location. The guidelines clearly explain where or on what building type these requirements apply. Maps are included as necessary to help convey the design guidelines.

Design review is intended for properties which are 50 years old or older. Those properties which are less than 50 years of age and are non-contributing to the character of the area are not subject to design review beyond what the existing zoning and signage regulations require.

Permitted Buildings Types by Districts



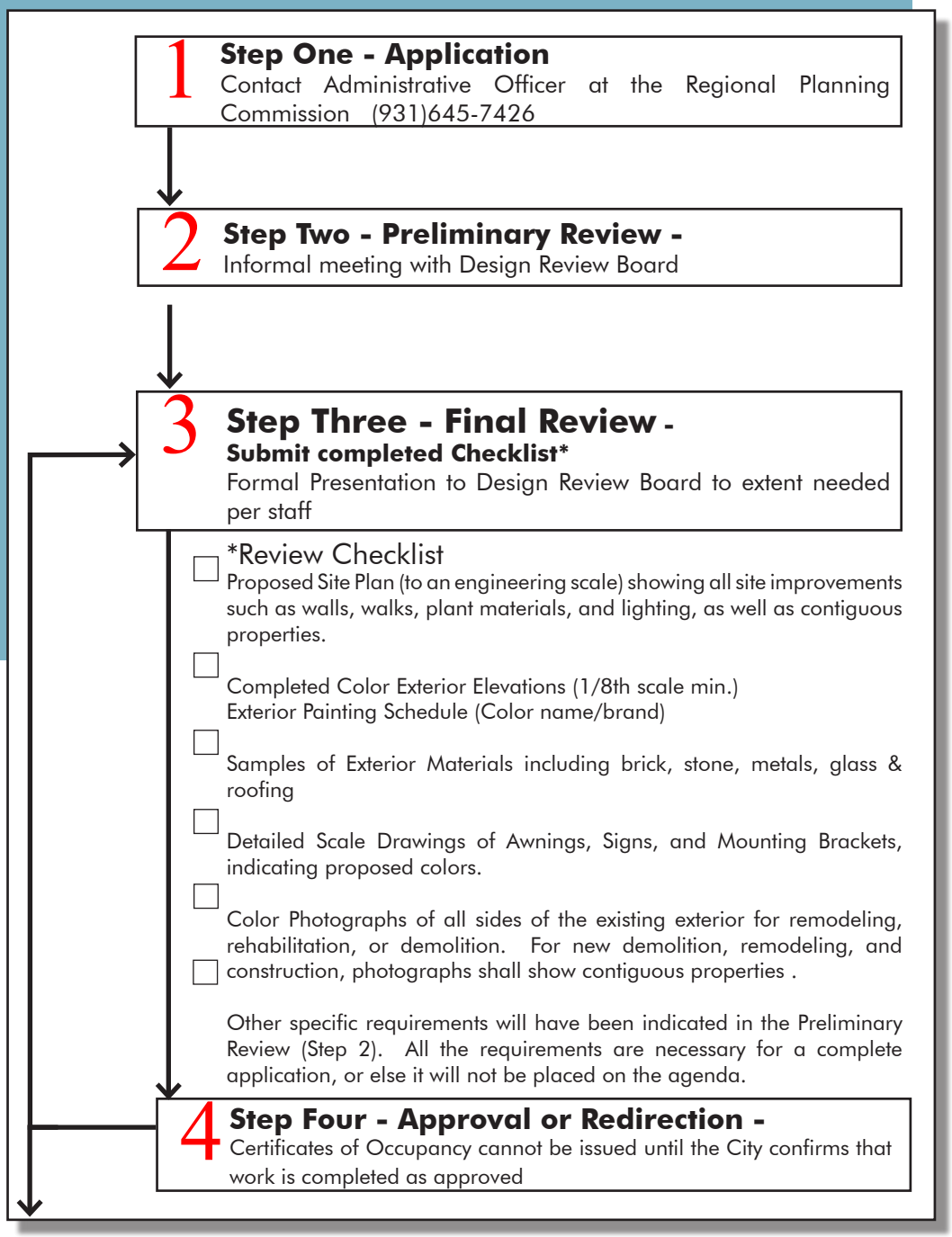
	Commercial/ Mixed Use	Single Family Residential	Townhouses	Multi-Family Apartments	Institutional
C-Commercial	YES	NO	YES	YES	YES
RD-Riverside	YES	NO	YES	YES	YES
R-Residential	NO	YES	NO	NO	NO
H1-Historic	YES	NO	YES	YES	YES
DH-Dog Hill	NO	YES	NO	NO	NO
EH-Emerald Hill	NO	YES	NO	NO	NO

Process Overview

The information below provides a summary of the process an applicant can expect for project approval and the subsequent permitting of a construction project within the boundaries of the Central Business Improvement District (CBID) in the City of Clarksville.

Any discernable changes visible from the street will require approval from the Design Review Board (* indicates Administrative):

Demolition
Proposed New Construction
Relocation of Buildings
Exterior Remodeling or Repainting*
Window Changes or Improvements
Landscape Projects beyond the existing landscape ordinance
Signage & Awnings*
Sidewalk Changes or Improvements
Exterior Lighting Changes or Improvements
Parking Lot Construction, Changes or Improvements



History of Clarksville

Building Forms, Style & Character

The CBID is composed of buildings reflecting a variety of uses, styles, materials, and several periods of development. The district consists primarily of one- to three-story, masonry commercial buildings and one- and two-story, frame residences. Its physical development began at the time of Clarksville's incorporation in 1785. Helping to define the boundaries of the district are a number of natural and man-made features, some of which historically served as logical margins to the downtown area. These include the Cumberland and Red Rivers, turnpikes, and rail lines.

With a population of 132,929 according to the 2010 census data, Clarksville currently stands as the fifth largest city in the state of Tennessee. Clarksville is a city rich in history and tradition dating back to its founding in 1785. The city is named for General George Rogers Clark, frontier fighter and Revolutionary War hero, brother of William Clark of the Lewis and Clark Expedition.

19th Century History

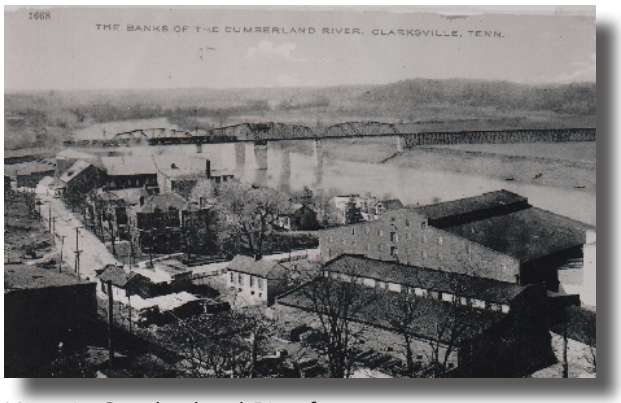
Coming into the 19th century, Clarksville grew at a rapid pace. In 1820, steamboats began to navigate the Cumberland River, bringing hardware, coffee, sugar, fabric, and glass. The boats also exported flour, tobacco, cotton, and corn to ports like New Orleans and Pittsburgh along the Ohio and Mississippi Rivers. Trade via land also grew as four main dirt roads were established; two to Nashville, one crossing the Red River via ferry called the Kentucky Road, and Russellville Road. By 1819 the newly-established town had 22 stores, including a bakery and silversmith. In 1829, the first bridge connecting Clarksville to New Providence was built over the Red River. Nine years later, the Clarksville-Hopkinsville Turnpike was built. Railroad service came to the town on October 1, 1859 in the form of the Memphis, Clarksville and Louisville Railroad.



Historic Franklin Street.



Odd Fellows Home.

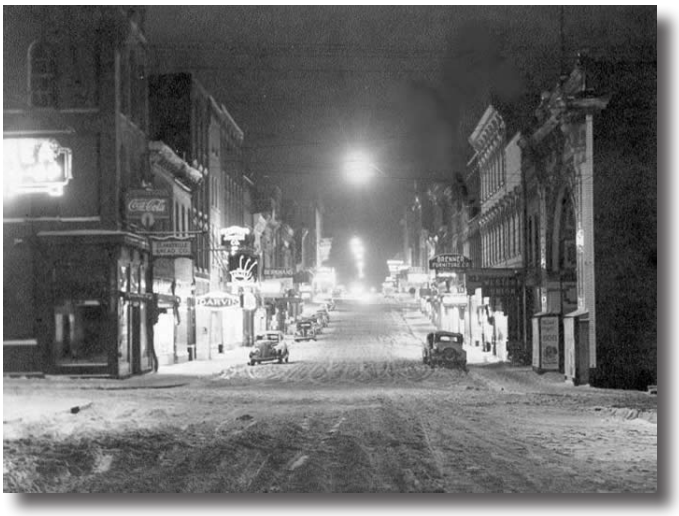


Historic Cumberland Riverfront.



Elders Hardware Store.

During the Civil War, Clarksville was first fortified by the Confederacy which built Fort Sevier (also known as Fort Defiance) on a prominent hill north of downtown. In February of 1862, Fort Sevier and the city were surrendered to federal forces and it remained in Union hands during most of the rest of the conflict. Clarksville slowly recovered its prosperity after the war when it became a center of the tobacco industry with a thriving riverboat and rail traffic. This prosperity was illustrated by dozens of brick warehouses and commercial buildings built along the Cumberland River and adjacent to the courthouse on the hill above. To the north and south of downtown prosperous merchants built dwellings on what became known as Emerald Hill and Dog Hill. A fire in 1878 destroyed much of downtown but it was soon rebuilt with new brick commercial buildings and a new courthouse. By the early 20th century, Clarksville was a regional commercial center boasting numerous industries such as flour mills and cigar factories.



Downtown Clarksville winter scene on Franklin Street, ca. 1940.



Franklin Street in the 1950s.

20th Century History

The largest change to the city came in 1942, as construction of Camp Campbell (now known as Fort Campbell) began. The new army base was built ten miles northwest of the city. It gave an immediate boost to the population and economy of Clarksville, and is capable of holding 30,000 troops.

On the morning of January 22, 1999, the downtown area of Clarksville was devastated by an F3 tornado, damaging many buildings including the county courthouse. Clarksville has since recovered, and has rebuilt much of the damage as a reflection of the city's resilience. Clarksville is presently the home of Austin Peay State University, The Leaf-Chronicle newspaper, and neighbor to the Fort Campbell, Kentucky, United States Army post.

Today's Surviving Architecture

There are a number of architectural styles and building traditions in the district. The most prevalent is wood frame vernacular; however, there are excellent examples of high style architecture. The architecture of the late Victorian period was characterized by flamboyant use of decoration, irregular form, multiple roof types, and a variety of materials and colors. Commercial buildings favored the Italianate style in particular and included the use of cast iron. In general, the period witnessed a flowering of a variety of materials, methods of construction, and architectural styles and types. Around the turn of the twentieth century, flamboyant Revival styles yielded to Classically-influenced architecture in both commercial and



Commercial Building

Commercial Architecture Styles

The Italianate style (1870-1890) derives from the country villas of Italy, though the style was popular in U.S. commercial, as well as residential, architecture of the mid– to late-nineteenth-century. As applied to commercial building, the Italianate style's characteristic decorative features include window hood moldings, elongated windows, string courses, large eave brackets, corbelled brick work, bracketed parapets, and cast iron pilasters. A good example is at 131 Franlkin Street.



Italianate - 131 Franklin St.

The Victorian Romanesque style (1880-1900) was popular at the same time as the Italianate style for downtown commercial buildings. These two styles share a number of similarities but the Victorian Romanesque style is distinguished by its large arches on window and door openings. These buildings often feature exteriors with a mixture of brick, stone and other materials such as sheet metal and terra cotta. The multi-story building at 215-217 Franklin Street is a notable example of this style in the downtown area.

Around the turn of the twentieth century, there was a renewed interest in Classical architecture. The buildings of the 1893 World's Columbian Exposition held in Chicago influenced the rise of the Colonial Revival style (1895-1930), which favored classical ideals of order and balance. Such sensibilities were in stark contrast to the flamboyance and asymmetry that characterized Victorian styles. The Colonial Revival style was popular for commercial, residential, and religious architecture. It often features full-height porticos and classical columns on the primary facades. The style is also characterized by a centered entrance and symmetry. In downtown Clarksville, the Colonial Revival style is exemplified in teh City Hall Building.



Victorian Romanesque - 215 Franklin St.

In the early 20th century there was also the interest in the Art Deco/Art Moderne styles (1920-1950). These styles originated in Europe and were used in a variety of downtown commercial buildings. Storefronts were often updated in these years with sleek tinted glass in the Art Moderne or Deco styles. Theaters were also popular for these styles and the notable Roxy Theater built in 1947 features vertical and horizontal banding as well as structural glass blocks indicative of this style.



Colonial Revival with Romanesque influence - City Hall, which is characterized by a symmetrical facade with a central entrance of a Romanesque arch.



Art Deco/ Art Modern - Roxy Theater.


Chimney
Pitched Gable Roof
Weatherboard Siding
Hood Molding
Double Hung Window
Porch Roof Entablature
Overhead Light
Sidelight
Ionic Columns
Handrail
Foundation Pier
Lattice Work

Residential Architecture Styles

The streetscape of a residential district also has a unity that is in part influenced by common traits. While neighboring houses may have very different architectural styles and building dates, there is an overall conformity to setback, height, orientation to the street, massing, and other characteristics that relate the buildings to their sites. Even modest vernacular building forms will blend harmoniously with dwellings that express a high style of architecture when these site characteristics are upheld.

The Frame Vernacular or Folk Victorian style (1870-1910) is a modest version of more elaborate late-nineteenth-century styles. These frame dwellings are modest in scale and decoration, but may contain spindlework porch details or milled wood posts. They are, to some extent, defined by their forms. The forms include gabled ell, front gable, and the pyramidal square with a hip roof. Typically, they are one- or one-and-one-half-stories in height.

The Italianate style (1870-1890) derives from the country villas of Italy. The nineteenth-century landscape designer Andrew Jackson Downing believed that beautiful homes promoted morality, which he found embodied in these rural dwellings. The Italianate style that he promoted in his pattern books featured such embellishments as window hood moldings, string courses, large eave brackets, cupolas, and corbelled brick work. This picturesque ideal was meant to uplift standards in architecture and social mores and inspire new home-ownership. The style may features characteristic towers or cupolas as focal points of their designs. They also have low-pitched roofs and elongated windows, eave brackets, and bay windows.

The emergence of the Queen Anne style (1880-1905) coincided with the rise of balloon framing and mass production of wood ornamental features. These developments allowed for extravagant architectural designs with asymmetrical floor plans and irregular roof planes. These houses often feature porches that wrap around from the main façade to a side elevation. More exuberant examples may also have a corner tower, highly detailed spindling, oriole or stained glass windows, roof cresting, wood shingle siding, corbelled brick chimneys with chimney pots, and irregular roof planes. Queen Anne style houses are often painted in rich, contrasting color schemes. Its popularity through the state expanded rapidly, as rail lines transported the mass-produced millwork and other stylistic elements.



Folk Victorian - 415 S. First St.



Italianate - 103 Union St.



Queen Anne - 625 Madison St.

By the end of the nineteenth century, American architects began to look towards the country's own architectural roots.

The Colonial Revival style (1895-1955) reflects the nation's embrace of its colonial past. The style is characterized by simplicity, symmetry, and unadorned order, as a movement away from asymmetrical, highly embellished styles of the Victorian era. Colonial Revival dwellings typically have rectangular plans and symmetrical facades. The roof may be gabled or hipped. Windows are multi-paned double sashes. Doorways may contain sidelights, fanlights, pediments, and columns or pilasters. The details are classically inspired, and entry porticos are common.



Colonial Revival - 609 Anderson Dr.

The Craftsman/Bungalow (1905-1930) represents a movement away from mass-produced architectural design of the balloon-frame period. The Bungalow plan has roots in British India during the eighteenth and nineteenth centuries. The house type melded with Japanese building techniques exhibited at late nineteenth-century American expositions. Craftsman bungalow buildings typically have low-pitched gabled roofs with a wide eave overhang, exposed rafters, decorative beams or braces, full- or partial-width porches, and tapered posts on brick piers. Designers often used the Craftsman style for Bungalows, which were generally one-and-one-half story houses with large porches and open interior floor plans. The Bungalow first emerged as a house type in American residential architecture in California and quickly spread across the country as a popular design choice for small houses. While the bungalow can take the form of a modest gable-front example, elaborate bungalow design can include multi-plane roof shape, known as an Airplane bungalow, and can feature extensive Craftsman detail on the interior.



Craftsman - 99 Union St.

The Tudor Revival style (1910-1940) is based loosely on Medieval architecture. Peaking in popularity during the 1920s, the style was fashionable for single-family dwellings as well as small apartment buildings. The plans often feature cross gable, high-pitched roofs. Exteriors can be of stone, stucco with false half-timbering, brick veneer, or weatherboard siding. A Tudor Revival dwelling may feature a gable-front projecting bay with an arched entrance, an exterior, façade wall chimney, and even an entrance tower. Windows may be double-hung wood sash or multi-light styles. The Tudor Revival style was used almost strictly on residential architecture.



Tudor Revival - 611 Anderson Dr.

Riverside Drive was created in the mid-20th century as a four-lane artery along the Cumberland River. At that time, many of the existing buildings were removed for the construction of the highway, though a few remain. While warehouses historically dominated the riverfront, commercial structures are the predominant building type today.

The development of Riverside Drive was intended to increase vehicular access through the downtown and to stimulate new commercial development. The buildings that have since been constructed here are primarily one- to three- story buildings constructed from the 1950s to present. These buildings are generally rectangular by design, of brick or concrete construction and are functional in form with minimal detailing. Generally, the area was oriented for automobile traffic rather than pedestrians, with most of the buildings recessed from the street with paved parking in front. Along the highway are numerous examples of "chain" designs used across the country by restaurants and other businesses.

Recent plans have proposed re-designing this strip commercial corridor into an urban boulevard that is pedestrian-friendly and has buildings that relate more strongly with the street. This plan would be achieved with a meridian, buildings closer to the street, specialty pavers, side and rear parking lots, minimized signage and curb cuts, street trees, and more landscaping. These features would promote a unified streetscape more in keeping with the balance of the downtown core. Future development should consider the character of relationship to existing riverfront development. This can include non-commercial buildings, especiallly housing.

The goal of these sub-district guidelines is to provide for regulated development that promotes a safe, attractive, unified streetscape that recognizes the value of the adjacent Historic Downtown and related neighborhoods, the river and developing Riverwalk Park system and promotes a mix of future development to include retail, housing, entertainment and recreation in a district of increasing value and aesthetic appeal.



One-story brick commercial building on Riverside.


Example of multi-story commercial building.

Secretary of the Interior's Standards for Rehabilitation
These guidelines have been developed for specific application in the Central Business Improvement District in Clarksville to provide detailed assistance to building owners and the Design Review Board. The guidelines are based on The Secretary of the Interior's Standards for Rehabilitation, a document created in 1977 and revised in 1990. The Department of the Interior describes the standards as ten basic principles created to help preserve the individual quality of a historic building and its site, while allowing for its evolution through reasonable changes to meet new needs. The Secretary of the Interior uses the Standards when reviewing projects involving federal funding or requiring federal licenses or permits. The Two Rivers Company's Design Review Board uses principles of the Secretary's Standards on a local level as the basis for reviewing historic building rehabilitation and new infill construction. The Secretary of the Interior's Standards for Rehabilitation are:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

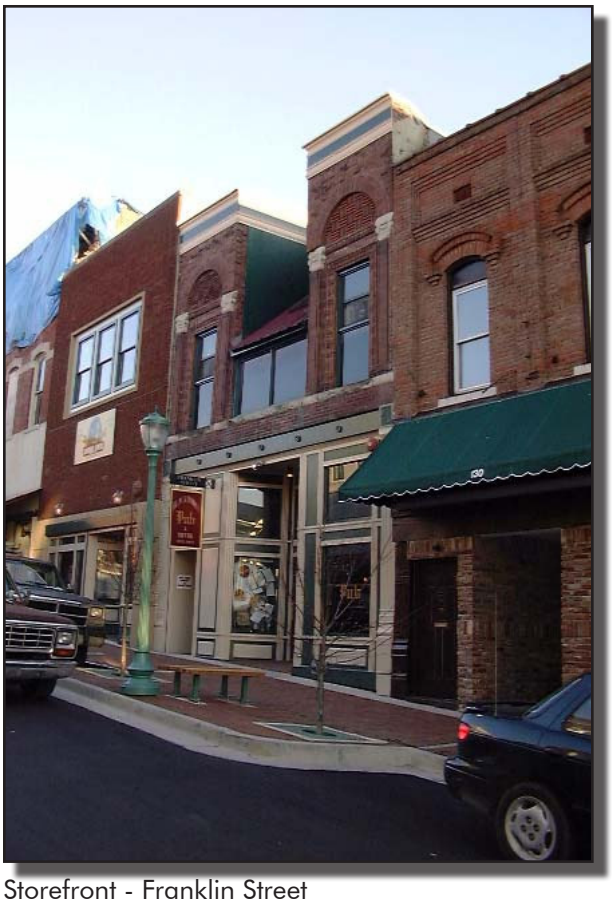
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

These guidelines are targeted for design standards that preserve the existing historic character and include a wide variety of building types. Development should consider the relationship to surrounding structures currently found.

Examples of commercial & mixed-use buildings are illustrated below.



Franklin Street



Storefront - Franklin Street



Recent example of compatible infill - Franklin Street.



Theatre - Franklin Street

3.0 Storefronts

Storefronts are often the most visible feature of historic commercial buildings. Maintain storefront components, including display windows, bulkheads, transoms, doors, cornices, pillars and pilasters, with proper care and treatment. Do not cover or conceal these historic storefront components with modern materials. If historic storefronts or their components are missing, replace them so that they replicate the historic storefront. Match replacement components to the original in size, material, texture, and detail. Use historical photographic evidence to help determine the design and style of missing components.

Display windows and bulkheads are essential elements of traditional storefronts and contribute significantly to a commercial property's historic character and appearance. If at all possible, it is better to repair rather than replace original features. If original display windows or bulkheads are missing or deteriorated beyond repair, they may be replaced with new ones to match the original. If the original is unknown, select replacement windows that are traditionally scaled with large glass lights and with as few structural divisions as possible to maintain the traditional transparent storefront look. If the original bulkhead material is unknown, replacement may be of wood, brick, metal, or other material that is appropriate with the façade. When historical photographic evidence is not available, comparable buildings should be considered as models for design.

Balconies are acceptable features on infill building design. They are not, however, appropriate additions to historic buildings. The only exception is when there is evidence that a balcony has been removed. Evidence can be in the form of historic photographs, ghost traces of a balcony attachment to the façade exterior, or building design, such as an exterior door on an upper floor.



94 West Franklin Street


Side elevations of corner buildings should be treated the same as facade elevations.

3.1 Entrances

New entrance openings shall not be added to historic storefronts. If an additional entrance is required by code, it shall be placed in the rear or on the side of the building. If it is not possible to place the opening in the rear or side, the new opening must be of the same design as the existing historic openings.

Existing doors shall be retained. If the design is known, new doors shall match the original in design and materials. If not, the missing door shall be replaced with a new door in a design and materials to match the character and style of the building as much as possible. Traditional designs such as single-light glass and wood doors are encouraged.


Storefront on Poston Block.

3.2 Transoms

Transoms shall be maintained with historic materials. Where missing or damaged transoms are being replaced, the original design shall be replicated based upon physical or pictorial evidence. If neither exists, use similar historic buildings from the same period as examples.

3.3 Awnings and Canopies

While awnings and canopies have a similar purpose in pro¬viding cover, they differ in design. An awning is made of fabric (usually canvas) and mounted on a framework extending from the facade. A canopy is a rigid wooden or metal plane that is parallel or somewhat parallel to the ground and perpendicular to the facade. It can be supported by a series of chains or rods (approximately 45 degree angle) extending from the facade just above it. Guidelines for awnings and canopies are the same for historic and new commercial/mixed use buildings.



Storefront awning on West Franklin Street.

Awnings
Awnings may be used on storefronts as well as upper levels. Shed awnings shall be used for rectangular openings, and arched awnings shall be used for arched openings. Continuous rows of awnings along the same building shall generally be restricted to the same type awning and application with consistent color.



An example of an acceptable ground floor awning.

Canopies
Canopies function only at the ground-floor level. Canopies that are sloped must be open on the ends and shall have no greater than a 45 degree angle (preferably less). Faux shingled Colonial-type canopies are not allowed.

Canopies are relatively permanent, while awnings should be designed at least to appear to be retractable, thought do not have to be. Existing awnings and canopies shall be maintained or restored where they occurred. New awnings and canopies can be added to historic buildings for functional purposes. Either may be appropriate provided it complements a building's architectural style and does not irreparably conceal significant architectural features. Awnings or canopies shall be positioned individually within major structural bays of the building and designed to fit the opening in which they occur. New canopies and awnings shall maintain a clear height of 7 feet above the sidewalk, shall not extend more than 6 feet over the sidewalk. Columns are not allowed on sidewalks unless part of legal property ownership. Synthetic materials such as plastic are not permitted for awnings or canopies, which may not be internally lit to function as signs. However, signage graphics and text are permitted on awnings.

3.4 Storefront Windows

Existing historic display windows shall not be reduced, covered, or altered. Missing or damaged windows shall be replaced with windows that match the originals in location, design, and materials. If the original design is unknown, the replacement windows shall maintain the original scale, shall be largely glass with wood or aluminum mullions, and shall have as few subdivisions as practical to maintain the traditional display window appearance. The glass shall be clear or lightly tinted and decorative glass or glass block shall not be used. On the interior, should the ceiling height be lower than the display window or transom, the ceiling space shall be recessed away from the interior side of the glass.

3.5 Upper Windows

Upper windows shall be maintained with the original size, materials, detailing, and number and arrangement of lights. If the design of the window is unknown, the window type and detailing shall be that of the architectural style or period of the building. Wood mullions with a painted finish or aluminum mullions with a white painted or bronze anodized finish shall be used.



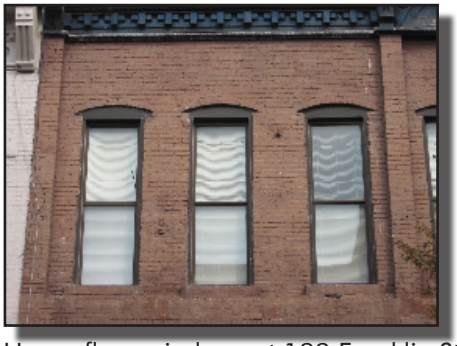
Proper Upper Story Windows.

3.6 Shutters

Shutters shall not be added to upper floor windows unless physical or pictorial evidence can be provided that they existed. Shutters shall be of a size and scale that fit the window and shall appear functional. Also, shutter design should be appropriate to the era of the building.

3.7 Storm Windows

Storm windows may be added to upper floor windows. They shall be full sash or sash proportionate with minimum mullions.



Upper floor windows at 199 Franklin Street.

3.8 Cornices

Existing cornices shall be maintained or restored and shall not be concealed or obscured. Replacement of missing or damaged cornices shall be based on historic physical or pictorial evidence using materials and details which match the existing building. If historic evidence is not available, use similar historic buildings from the same period as examples.



Cornice Detail - Franklin Street

3.9 Architectural Features

Architectural features shall be maintained or restored. Examples of these features such as columns, pilaster, brick detailing, lintels and window hoods are shown here. Replacement of missing or damaged features shall be based upon original materials, design, and detail. Alternative materials may be used if they look identical to the original and do not have maintenance issues that would cause them to not look like the original material over time. Decorative features shall not be added where none existed originally.



Column Capital - West Franklin Street

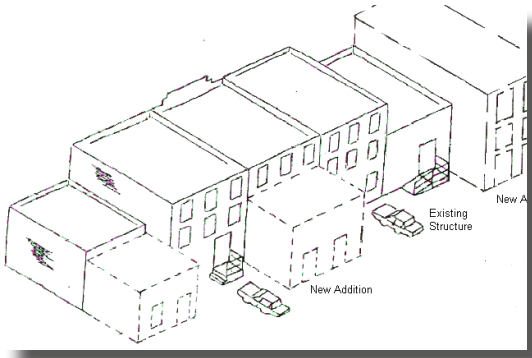
3.10 Building Relocation

Historic buildings within the downtown area should be relocated only under the following circumstances:

- if the only alternative is demolition,
- if the loss of a historic building is not required to create space for the relocation,
- if the building to be relocated will be architecturally compatible with the adjacent buildings in height, scale, massing, materials, design, and setback.

3.11 New Additions

Additions shall be compatible in design and complementary to the existing structure. Additions must be visually subordinate to the main building. They shall have a lower roof, a compatible design, similar proportions and rhythm of openings, and shall be secondary in importance to the existing building. Additions should have exterior materials which are compable to the original structure. These materials should also help differentiate between the original and the new. The use of sustainable materials such as cementitious siding should be considered for new additions. Additions should be placed at rear facades or adjacent to existing structures in a scale and proportion similar to the existing buildings. Rear additions should be smaller and lower than, or be of similar size to the existing structure. Side additions must be set back slightly from the main building. Additions similar in size should have a distinct break from the original structure.



Dashed lines represent appropriate additions.

Residential Overview

While not all residential neighborhoods are necessarily historically significant, some, such as Dog Hill, are historic. The residential character of these areas should be preserved and maintained. Examples of buildings in this area are illustrated below.





4.0 Foundations

Do not cover or conceal historically visible foundations. Follow the guidelines for masonry to maintain or repair foundations. If infill is desired for pier foundations, the installation of lattice sections between the piers is appropriate. Solid fill is not encouraged.

4.1 Siding

Wood siding is an important character defining feature of a building and preservation of original siding is recommended. Wood siding original to a building should be repaired rather than replaced. Original wood siding should be replaced only where necessary. Repair of original wood siding should be with wood siding to match the original. On a rear elevation, a non-wood siding may be acceptable if done in whole part, not in small pieces or sections.

Non-original siding alternatives:

- cementitious siding that matches the dimensions, non-grained texture, and color of the original wood
- do not allow replacement siding to cover or conceal original architectural details
- removal of asbestos, aluminum, and vinyl siding and restoration of the original wood siding is recommended
- do nto cover venting on a facade
- match new siding width to the existing



Preserve and maintain original wood siding materials (99 Union Street).

4.2 Porches

Original porch elements such as columns, railings, valances, balusters and eave decoration should be preserved and maintained. If these features are deteriorated they should be repaired with like materials and styles as closely as possible. If repair is not possible they should be replaced with materials to match the original or with the most appropriate and sustainable material.

Appropriate porch step materials include reconstructed wooden steps for wood porches and concrete steps for concrete porches. Brick is not a traditional material for porch steps and is not recommended. Side porches may be enclosed. Porches on front facades should not be enclosed, as this type of addition alters the character of the façade. If screening is permitted, follow the recommendation below (see 4.9).



Original porches should be preserved and not removed or enclosed (610 Anderson Drive).

4.3 Entrances

Original doors and door elements such as sidelights and transoms should be preserved and maintained. The removal of original doors is not appropriate. If storm doors are added they should be full-view design to allow the original door to be visible.



Preserve and maintain original entrance elements including doors, transoms and sidelights (102 Union Street).

4.4 Windows

Original wood or metal windows should be preserved and maintained. Replacement windows should be with materials and forms to match the original as closely as possible. The installation of anodized aluminum or baked enamel aluminum windows is appropriate if they match the original light configuration, color and profile of the original windows. The installation of vinyl windows is discouraged as is the use of snap-in muntins. Many brands of vinyl windows do not successfully imitate wood windows in their dimensions and profile and may also discolor due to ultra-violet rays.



Original two-over-two wood sash, arched windows.

4.5 Security Doors and Windows

The installation of security doors and windows is appropriate within some parameters. Statistically, intruders primarily enter through rear or side doors or windows which are not visible from the street. The installation of security doors and window bars on these facades is appropriate. Although less appropriate on main facades, security doors may be installed if they are full view design or have minimal structural framing which allow the viewing of the historic door behind it. Ornate security doors with extensive grillwork or decorative detailing are not appropriate for entrances on the primary facade. Bars on windows may be placed on side or rear elevations, but never on facades.

4.6 Storm Windows and Doors

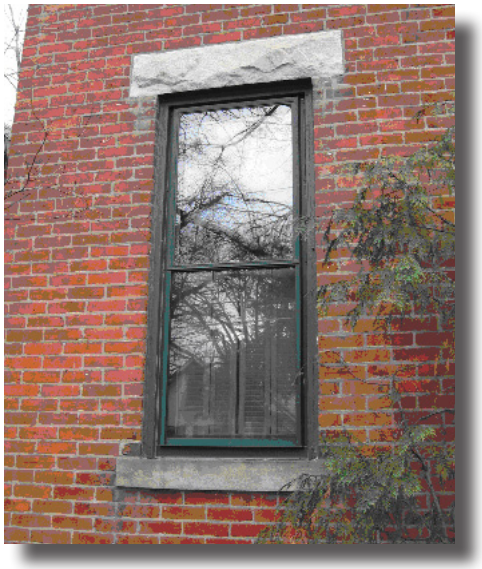
The installation of storm windows and doors can help in lowering energy costs and are appropriate for older dwellings. Storm windows should be full-view design or have the central meeting rail (the horizontal element where the top and bottom panes meet) at the same location as the historic window behind it. Storm doors should be of full-view design. Windows and doors of dark anodized aluminum or baked enamel are preferred to those of "raw" or shiny aluminum.

4.7 Awnings

Canvas awnings for windows and porches were common features of buildings in the early 20th century. With the widespread use of air conditioning after World War II, the use of awnings declined. In recent years the use of awnings has increased because they are attractive and save energy costs. Canvas and similar material awnings are appropriate for many of Clarksville's dwellings.



Canvas awnings are appropriate for shading porches and windows.



Storm windows should be full view design or match the meeting rail of the window.



Installing full-view storm doors for energy conservation is appropriate (410 S. First Street).



Appropriate door awning at 612 Anderson Drive.

4.8 Architectural Features

Original architectural features should be preserved and retained. These may include design elements such as wood shingles, eave vergeboard and trim, window cornices, and eave brackets. If these features are deteriorated they should be repaired with like materials as closely as possible. If repair is not possible they should be replaced with materials to match the original or with the most appropriate and sustainable material.



Preserve and maintain original architectural detailing such as eave brackets (422 S. First Street).

4.9 Screens

While screening in porches is discouraged, this action is permitted and should follow certain guidelines as to not compromise the architectural integrity of the façade. Visibility of architectural features such as porch columns and any decorative work is essential. Screen panels for porches and screen doors for entrances are appropriate if the structural framework is kept to a minimum to retain the open appearance of the porch and the visibility of the original door behind the screen door.



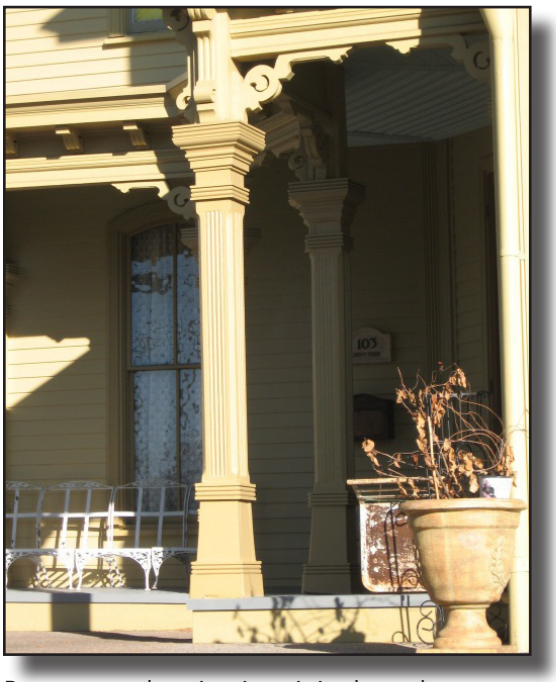
The enclosure of porches with screen panels is acceptable if guidelines in Section 4.9 are followed.

4.10 Lighting

Many dwellings retain original exterior light fixtures at the porch ceiling or adjacent to the main entrance. Distinctive tinted globes and the "box" shaped fixtures for Craftsman/ Bungalows are part of a building's character and should be preserved and maintained. If the original light fixtures are missing, light fixtures with simple designs and detailing are preferred to large, ornate colonial or "Williamsburg" style fixtures. Avoid lighting styles that are inconsistent with the architectural style. Many companies now provide light fixtures based upon historic designs and the addition of these types of period fixtures is appropriate and encouraged.

4.11 Mechanical Systems

Modern air conditioning and heating units often require condensers and other units to be placed on the exterior. These units are typically located adjacent to, or within a few feet of, the building. Heating and cooling units should be placed at rear or sides of buildings not visible from the street. The placement of these units at the front of buildings is not appropriate and should be avoided. Screening of these units through shrubbery, fencing, or lattice panels is highly recommended.



Preserve and maintain original porch elements such as porch columns, eave decoration and lighting (103 Union Street).

4.12 Gutters and Downspouts

Retain existing boxed or built-in gutters. Repair deteriorated or damaged boxed or built-in gutters if possible, rather than replacing them with new gutters. If new gutters are needed, the most appropriate design for hanging gutters is half round. Ogee gutters (that taper outward and are flat on the bottom and back), however, are also appropriate on buildings dating from or influenced by designs from the 1940s or later. Locate downspouts away from architectural features and on the least public building elevation.



Half-round gutters and downspouts are recommended for Clarksville's historic dwellings (424 S. First Street).

4.13 Roofs

Original roof designs should not be changed or altered on the primary and readily visible side elevations through the addition of new dormers or raised roof lines. Original materials such as metal, clay tile and slate should be preserved and maintained. If these features are deteriorated they should be repaired with like materials as closely as possible. If repair is not possible they should be replaced with materials to match the original or with the most appropriate and sustainable material. Synthetic materials can be acceptable if they accurately depict such roof materials, such as slate or clay tile. If new metal roofs are added they should match the original in crimping and spacing. New roof penetrations (pipes, vents) should be located on slopes of the roof that are not in view from the street.

The addition of skylights can make the use of upper floor space or attic space more practical. The installation of skylights is appropriate as long as they are placed on rear roof lines, behind gables or dormers, or otherwise not visible from the street. Skylights which are flush with the roofline or lay flat are more appropriate than those with convex or "bubble" designs.

Solar energy collectors or panels are available which can be both freestanding or attached directly to the building. Solar collectors are appropriate as long as freestanding panels are sited in rear yards and the roof panels are on rear facades or side facades not visible from the street.



Preserve and maintain original metal roofs (422 S. First Street).



New roof materials should be compatible with the original roof materials such as this imitative tile roof at 611 Anderson Drive.

4.14 Decks

Outdoor wood decks are popular additions and can usually work well with older buildings. As in the case of adding rooms, wood decks should be only built at the rear of buildings. Decks may be added to side elevations, however their design will be reviewed. A review is not required of a rear deck that is not visible from the street. A deck should not take visual priority away from the building; it should not extend beyond the sides of the building's walls. Its design should be simple with simple, square posts of 3-4 feet in height, spaced 3-4 inches apart, and with a flat top railing.



Decks are appropriate at rear facades.

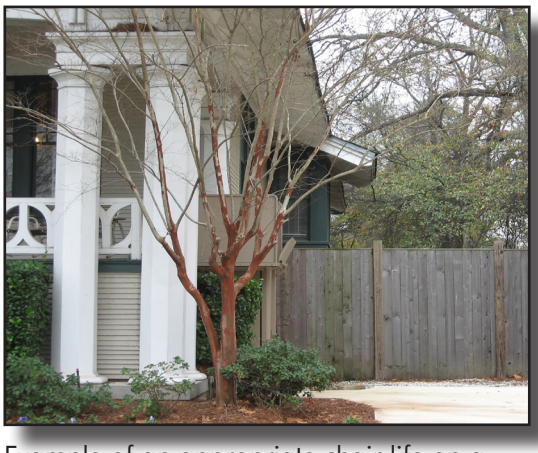
4.15 Handicap Ramps

Handicapped ramps, also known as accessible ramps, are sometimes needed to provide access for those with disabilities. Handicapped ramps are best at the rear or sides of buildings which are not visible from the street. Ramps of wood construction are most appropriate for Clarksville's historic residential areas and the railings should be with simple designs or match the original porch railing in design and detailing. If the ramp must be on the buildings front, it should be architecturally compatible with the building and/or screened with landscaping.

For properties which have high visitation such as physician offices, consider the installation of a chair lifr on a side or rear elevation.



Handicapped ramps should be sited on the side or rear rather than on the front of dwellings.



Example of an appropriate chair life on a front porch.

5.0 New Building Approach

New commercial building design shall reflect the period of its construction and shall not attempt a reproduction of a historic style unless it is reproducing a documented previously-existing building. It shall be compatible with the existing adjacent building, given the adjacent building is historic or exemplifies appropriate infill design in scale, setback, height, width, materials, massing, and rhythm and proportion of openings.

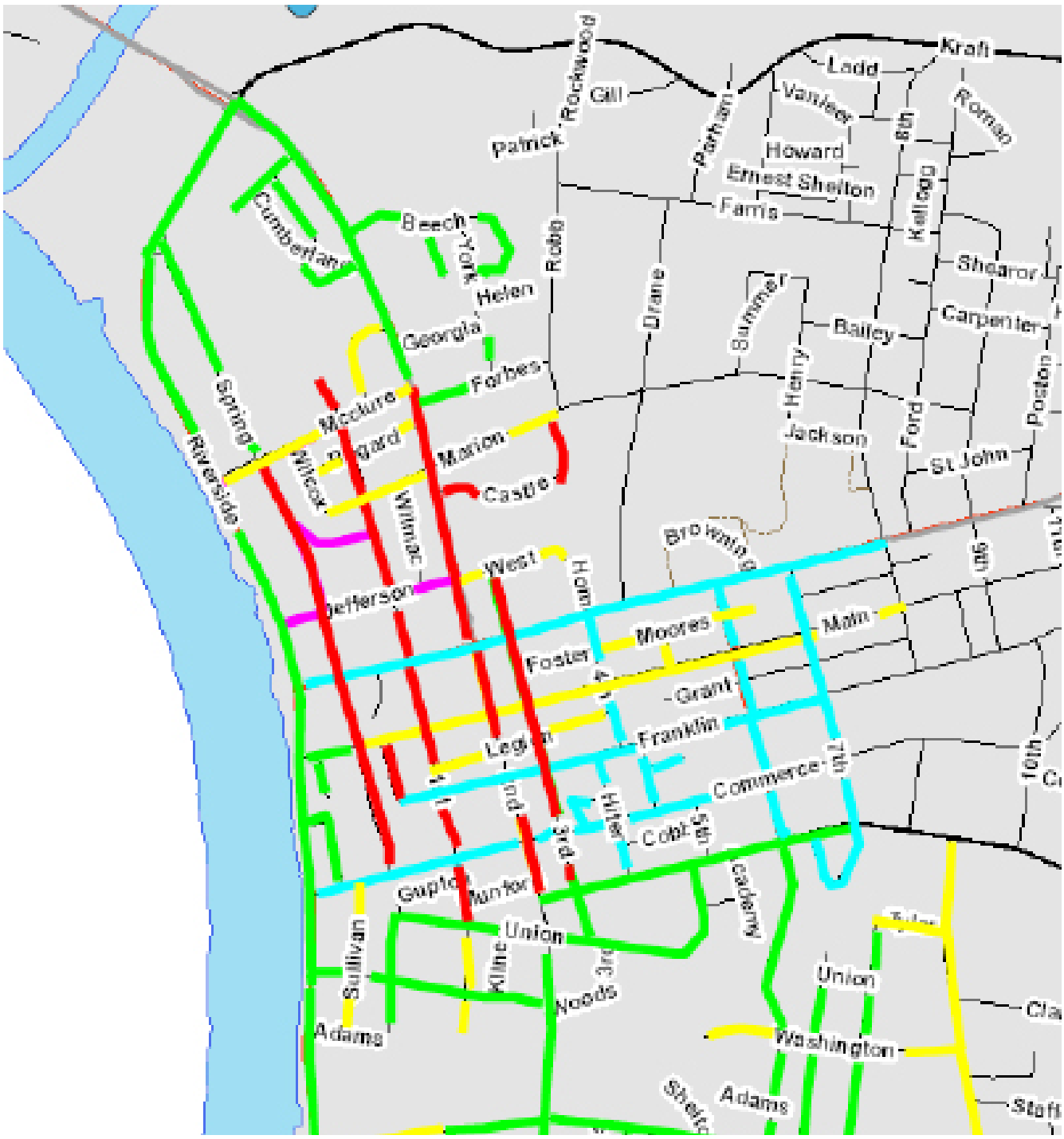


An example of new building construction that adopts an appropriate building mass.

While warehouses historically dominated the riverfront, commercial structures are the predominant building type along Riverside Drive today. The area has evolved into a strip commercial corridor, but needs to be transformed into an urban boulevard, including a median with landscaping and/or specialty pavers, street trees, sidewalks, fewer and narrower curb cuts, and buildings closer to the street. These features would promote a unified streetscape more in keeping with the balance of the downtown core. Future development should consider the character of and relationship to existing riverfront development. This can include non-commercial buildings, especially housing. While the Riverside Drive Corridor should not be as urbn as areas such as Franklin Street, it should be much less suburban than its current condition.

5.1 Height

Currently, building heights are from one- to five-story in the downtown core. Residential neighborhoods in the district have one- and two-story single-family dwellings. Townhouses and apartments are two- and three-story. The height of new buildings in the historic commercial district will vary from street to street and shall match the height of adjacent buildings. Nowhere shall height exceed five stories. Along Riverside Drive, however, it is important that infill buildings do not obstruct views to the river. Therefore, infill buildings along this thoroughfare should be kept to a maximum of two-stories. Taller buildings may be appropriate at key intersections.



Key:

1-to-2-stories
2-to-3-stories
1-to-4 stories
2-to-5-stories

5.2 Massing

No uninterrupted front façade plane shall extend more than thirty feet. Pilasters, variations in the roof line or parapet wall, or building wall recesses shall be used to break up the mass of a single building into distinct bays no wider that thirty feet. Variations in materials and colors can also help achieve this massing standard. The length of the street wall for all buildings shall be at least 75% of the lot frontage along downtown blocks.

A minimum of 50% of the building wall shall be built to the building setback line. Taller buildings shall be carefully designed with a narrow profile towards Riverside Drive to maintain views of the river from the downtown core.



The façade of the Poston Building is divided by pilasters on the first floor. Additionally, the roofline has ridges that have a similar visual effect of breaking a long building into bays.

5.3 Building Setback Lines

Buildings shall be located in a manner compatible with the existing structures; incompatible or inappropriate adjacent buildings shall not be used as a contextual reference point. If adjacent buildings are zero lot line, then the front facade shall be zero lot line with the street right-of-way line. An exception to setback guidelines would occur where outdoor seating/dining is planned into the design. In this case, the building's façade wall may be located behind the adjacent setback line between 25-30' if a low and/or pierced brick wall delineates the patio area and constitutes the setback line. The wall shall be between 2 ½-3 ½' in height. If decorative ironwork is included atop the wall, the entire structure shall not exceed 4 ½' in total height.



Another exception to using adjacent building setbacks as a determinant is when such neighboring buildings are inappropriate infill, such as many of the post-1950s buildings existing along Riverside Drive.

5.4 Roofs

Roof forms should be appropriate to the building's architecture and surrounding context. Most flat roofs in the downtown area are not readily visible from the street. Parapet walls along the façade roofline are used to conceal the roof, as well as any mechanical systems located on rooftops. This is an appropriate design for new buildings. However, there is historical precedence for a gable roof on commercial buildings, as seen on the Poston Building from the 1840s. A gable roof design may be appropriate on a new commercial building. Metal roofs should have crimping and spacing to be consistent with historic metal roofs. Corrugated metal roofs are not allowed in place of standing-seam metal roofs.

Parapet walls should be used on flat roofs for buildings in the River District, as well. Buildings there should have simple roof forms free of "sculptural or sign-like visual qualities.

5.5 Facades

In order for infill buildings to blend into the existing streetscape, their design should complement that of historic buildings. To achieve the desired results, new buildings should incorporate design elements of historic facades. A new building should have a street-level storefront consisting of a primary entrance and large, clear display windows. A transom can be included over the entrance, and display windows can rest on bulkheads, as in traditional commercial design. There should be a distinct transition between the storefront and upper façade, which can be achieved by use of decorative means such as corbelled brick. The following points are also essential to appropriate infill design:

- *Facade Articulation*
  Building facades shall emphasize clearly articulated main entrances using awnings, canopies, columns, pilasters and recessed entrances. Provide entrances that are distinct and visible from the street. Avoid long expanses of uninterrupted storefronts. Divide with architectural elements.

- *Doors & Windows*
  Infill buildings shall have their primary entrance on the primary facade fronting the street. Window and door openings should have a vertical orientation and alignment. Upper floor windows also need to be vertically oriented in proportions close to those of existing.

- *Glazing*
  A minimum of 65 percent of the front facade's ground floor shall be glazed (consisting of glass in the form of doors and/or windows). The ground floor is considered the area between grade and the first floor's ceiling. Glass anywhere on the front façade may not be reflective or heavily tinted.

- *Side and Rear Facades*
  Rear and side facades do not need to be designed to the extent of primary facades. However, rear facades visible from the public right of way are subject to review.





Buildings should have vertical divisions to maintain streetscape rhythm.

5.6 Materials

Materials and their texture should be appropriate for the building's architecture and surrounding context. Exterior insulation finish systems and metal panels shall be considered for use only by careful review by the DRB. Vinyl and aluminum siding are not allowed in any sub-districts.

The primary exterior wall materials should be brick and natural or artificial stone, split-faced concrete masonry, smooth surface stucco, historically correct painted wood siding or painted cement composite sidings. Additionally, cementitious siding and Exterior Insulation Finishing System (EIFS) are acceptable; however, the latter is not encouraged due to concerns about its longevity. Brick shall not be painted unless it is extremely mismatched or so deteriorated that it cannot resist moisture penetration. If painting is necessary, the natural color of the brick shall be used. Stone shall not be painted.

Wall materials that are discouraged:

- Unfinished or rough natural wood siding
- Aluminum or other large sheet painted metal
- Heavy textured stucco

(Note: Many of the above materials may be used as accents or trim in small amounts)

Wall materials that are prohibited:

- Plywood
- Vinyl siding
- Wood shakes
- Plastic or fiberglass
- Asphalt shingles
- Reflective, opaque or mirrored glass
- Unfinished concrete
- Illuminated plastic elements
- Unsurfaced or unpainted precision face concrete blocks (on street or public fencing facades)

5.7 Colors

Colors shall be complimentary to the dominant neutral building material colors such as dark red or red brown for brick and buff, taupe, or gray for natural stone. Softer muted hues with gray or white added to the basic color shall be used to highlight architectural features such as window frames, sills, cornices, and details. Colors should be tied to an approved paint chart.

Avoid large areas of intense bright or very dark colors. Medium or subtle colors are encouraged. Fluorescent or "day-bright" colors are prohibited. Minimize the number of colors on an exterior to three except where accent colors may reflect a particular historic character.

5.8 Awnings and Canopies

Guidelines for awnings and canopies are the same for infill buildings as for historic buildings. Please see these guidelines in Section 3.3.

5.9 Balconies

On infill buildings, balconies shall be metal or wood. If balconies have supporing columns, they should not impede pedestrian traffic. If covered, the roofs shall follow the standards for canopies. Permanent screens are prohibited, but roll-down screens and wood (or simulated wood) shutters are acceptable.

5.10 Retractable Storefront Windows

Façade windows that retract for an open-air design may be acceptable in some areas of downtown. Hinged bi-fold windows open laterally and are the best option visually as they least detract from the building design. The use of full-glass garage-style doors may also be appropriate.



Side-hinged retractable windows on infill building.

New Institutional Buildings

6.0 General Approach

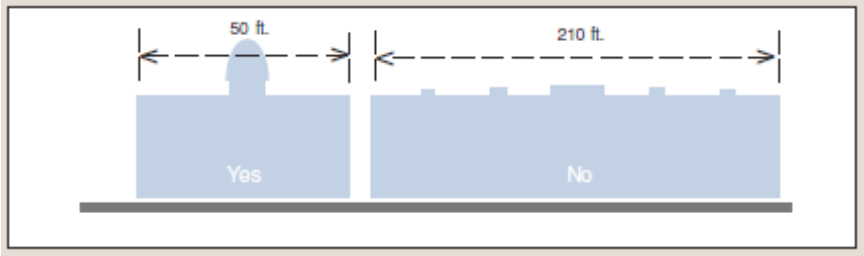
Institutional buildings include a broad range of structures that are publicly or privately developed for governmental, religious, educational, and similar purposes. They include churches, schools, post offices, and municipal buildings. Institutional buildings are geographic landmarks in the sense that they are readily identifiable, and their designs clearly express their function. Therefore, unlike other types of development, it is understood that an institutional building should accentuate its design differences from other downtown buildings, in order to underscore its significance. For this reason the standards for institutional design are minimal relative to other building types.

6.1 Height

The height of an institutional building should be comparable to that of commercial/mixed use buildings on the same block or street. Height varies through the CBID according to building type and location. See limitations for maximum height in Chapter 5. The vertical architectural elements that are not habitable, such as spires, steeples and cupolas, shall not count toward height measurements.

6.2 Width

The maximum width for new institutional buildings shall not exceed 200 feet. The example of an exception to this limit are conference centers and similar large-footprint buildings. These may exceed the width if the facade massing can be visually broken up.



6.3 Setback

There are no building setback requirements for new institutional buildings, although no parking shall exist within the front yard. Also, where appropriate, a generous setback is encouraged as a means of lending the building prominence and underscoring its significance.



6.4 Roofs

In the case of institutional buildings with flat or only slightly sloped roofs, a parapet wall shall serve as the front facade to mask the roof. Mechanical systems placed on the roof top shall be screened or obscured from public streets by either a parapet wall or by its location. Decorative, vertically-oriented architectural features, such as steeples and cupolas, are encouraged.

6.5 Groundfloor Façade Massing

The groundfloor level of a primary facade plane shall not exceed a width of 50 ft. without an interuption. Groundfloor façades shall be broken into a series of vertical bays using any of the following elements: wall off-sets of at least 4 inches in depth, pilasters (engaged pillars) with a minimum depth of 4 inches, columns/posts, projecting bays, and porches. These means of achieving massing may be accompanied by other approaches such as material changes, roofline changes and front steps.

6.6 Front Façades and Entrances

A building's primary façade and its entrance shall front onto the building's associated street. For corner lots, the front façade and primary entrance shall face the "primary" street rather than the side street. The design of the primary entrance should be most prominent, clearly indicating it as the main point of entry. Its design may be echoed at secondary entrances, on a lesser scale or with lesser degree decorative embellishment, to identify them as subordinate.

6.7 Glazing

Glass on any facade fronting a street may not be reflective or heavily tinted, but colored glass in the form of leaded "stained glass" is permitted.

7.0 Height

The building height of a single-family dwelling shall not exceed 2 stories and 25 feet to the eave line. Multi-family apartment buildings can vary in height between one and four stories depending on their location, as depicted on the map in Section 5.

7.1 Setbacks

A single-family dwelling shall have a setback equal to or greater than that of the adjacent buildings' setbacks, given that the adjacent buildings represent compatible models. In residential neighborhoods of the CBID, setbacks need to be within 5 ft. of the average of the block face. An exception from the front setback standards is permitted for a front courtyard design in which at least one third of the building's frontage adheres to the required setback. The courtyard depth shall not exceed 50 ft. as measured from the public Right-of-Way line and no parking is permitted within the courtyard area.Sideyard setbacks can vary and should be an average of existing examples on the block face.

7.2 Roofs

For single-family dwellings, pitched roofs with a slope between 6:12 and 12:12 are required excluding porch roofs. Roofing materials shall include slate, heavy textured asphalt shingles, wood shakes, or standing seam metal compatible with the construction period of the area. Roof penetrations (pipes, vents) should be located on slopes of the roof that are not in view from the street. Synthetic materials that accurately depict materials such as slate and wood shakes may be permitted if they are appropriate to the style of the house. Single-family attached and detached houses shall have sloped roofs. Townhouses and apartment buildings can have either sloped or flat roofs with a parapet wall.



High-pitched roof.



Low-pitched roof.



Appropriate setback for townhouse.

7.3 Façades

In order for infill buildings to blend into the existing streetscape, their design should complement that of historic buildings. To achieve the desired results, new buildings should incorporate design elements of historic facades. Facades shall reflect the residential building types in the area. For all new single-family dwellings, porches shall be a minimum depth of 6 feet and extend across a minimum of 60% of the front façade. The following points are also essential to appropriate infill design:

- Façade Articulation
Building façades shall emphasize clearly articulated main entrances that are distinct and visible from the street.
This applies to apartment buildings as well. In the case of courtyard apartments, the ends of the buildings face the street and would not need to meet this requirement. However, their front facades (the ends) would need to meet the requirement for build-to range for front setbacks.

- Doors & Windows
Infill buildings shall have their primary entrance on the primary facade fronting the street. Window and door openings should have a vertical orientation and alignment.

- Glazing
Glass anywhere on the front façade may not be reflective or heavily tinted.

- Side and Rear Facades
Side and rear facades do not need to be designed to the extent of primary facades. Rear elevations are not visible from the street, so are not reviewed.



Appropriate porch depth and width.

7.4 Raised Foundations

Buildings shall have a foundation height (measured from finished grade to finished first floor) of at least 24 inches. Foundation materials should be of poured concrete, stone, brick or split faced CMU.

7.5 Door and Window Design

The building's primary entrance shall face the associated street.

All windows shall have a vertical orientation. However, individual vertically oriented windows may be "ganged" to collectively have a horizontal orientation. Door and window muntins shall be true divided lites or simulated divided lites on both sides of the glass.

Shutters, if provided, shall be sized to fit the window and appear to be operable.

7.6 Materials

Appropriate materials shall include:

- Brick (foundations and siding)
- Weatherboard or wood shingle siding (not on townhouse or apartments in the downtown core)
- Stone (foundations)
- Lattice panels (foundations)
- Cast stone (siding and foundations)
- Split-face CMU (foundations)

Additionally, cementitious siding and Exterior Insulation Finishing System (EIFS) are acceptable for siding; however, the latter is not encouraged due to concerns about its longevity.

7.7 Garages and Accessory Buildings

Garages for new single-family residential construction shall be detached. Garages and other accessory buildings shall occur in the rear of a lot and shall have a minimum side setback of 3 ft. and a minimum rear setback of 3 ft.

Multi-vehicle garages visible from the street shall have one bay door per vehicle.

Parking garages are addressed in Section 8.6.

8.0 Streetscape and Site Planning

Clarksville has undertaken several projects involving streetscapes and other improvements to the downtown area. Future work planned for downtown should be in accordance with the following guidelines.

8.1 Sidewalks

The repair, construction, or modification of sidewalks within the District will require a Certificate of Appropriateness and a building permit from the City of Clarksville. Sidewalks along street right-of-ways shall be well maintained and provided where not already present.

Design:
Continuous formed curb and gutter shall be used on both sides of the public streets. Walkways should be raised above the street level and curbed, but should have depressed curbs at intersections for ADA accessibility. Accessibility for wheelchairs should be at least a minimum of thirty-six inches in width. In the River District, the sidewalk should be a minimum of 6 feet wide or maintain the existing building face. In residential areas, the sidewalks should be a minimum of 4 feet wide. Sidewalks shall be expanded at street corners to include "bulb-outs," which protect parked end vehicles and decrease the distance for pedestrians to cross the street.

Materials:
Sidewalks along Franklin Street to Public Square, First Street from Franklin to College Street and the block on College Street from First to Spring Streets shall be all brick with concrete curb and gutter.

Other sidewalks are recommended to be of a combination of brick pavers, brick pavers with concrete bands, or broom finish concrete paving with brick bands. Pedestrian street crossings shall be clearly delineated with paving materials that stand out from the street surface.





The above examples illustrate appropriate brick sidewalks and crosswalks.

8.2 Lighting

New light standards should be consistent with those introduced into the downtown area during recent streetscape improvements. Metal halide lighting is preferred and should be used in locations where it complements the lighting design. The use of LED and high-pressure sodium lights may also be appropriate. In particular, all parking lot lighting shall have low cut-off fixtures which do not throw lighting on adjacent properties.

Pedestrian lighting in residential areas shall use lamp-post fixtures 14' in height. Fixtures shall use high-pressure sodium luminaire lighting. The street lighting for major streets shall be standard fixtures from the utility company painted to be compatible with pedestrian street lighting.



New light standards in the downtown area should be consistent with standards added in previous streetscape improvements.

8.3 Street Trees

Street trees shall be used along the street right-of-ways to create a sense of place. Trees shall be Willow Oaks and Littleleaf Lindens, "Village Green" Zelkovas or other approved species compatible with the existing landscaping.

8.4 Street Furniture

Street furniture shall include benches, trash receptacles, bollards, planters, bicycle racks and kiosks. Benches and trash receptacles are appropriate in carefully selected locations. Newspaper boxes also contribute to the convenience of an area, but should be grouped to avoid visual clutter. The color of street furniture shall blend harmoniously into the streetscape.







8.5 Parking and Egress

Parking shall be provided in accordance with the requirements of the zoning ordinance. Shared parking facilities are encouraged. Parking lots should be sited on rear or side elevations and screened with appropriate fencing or landscaping. The layout and screening of lots should minimize direct views of parked vehicles from streets and sidewalks, and should provide a reasonable amount of shade.

Lots shall be screened from the streets by landscaping or a wall a minimum of 3 feet in height. Evergreen hedges and walls shall be used. Screening should be compatible with the style, materials, and colors of the principal building on the same lot. The parking areas for the car dealerships shall use street trees and planting strips along the street frontage to improve the quality of the streetscape and the image of the downtown. On residential streets, parking shall be to the rear of the primary dwelling. Front parking pads are not permitted in residential areas. On-street parking is acceptable throughout the downtown and residential areas, but parking lots and structures are not permitted in front of the primary building. Side parking lots between buildings may be permitted with screening. Neither parking structures nor spaces shall be located in front of the primary building.

8.6 Parking Structures

Parking structure entrances and exits shall be located only on side streets. Walls fronting streets shall utilize materials, colors, and a pattern of openings consistent with surrounding buildings. Commercial business space shall be placed along the ground floor of new parking structures to maximize activity along the street frontage. This is not a requirement on non-retail streets. A minimum of 65% of that commercial space wall area shall be transparent. Louvers and other open screening devices shall be used on upper level openings to hide the automobiles, screen garage lighting, and allow the garages to blend with the urban design fabric.



An example of appropriate screening of parking lots includes vegetation and fencing, two acceptable elements for this purpose.

8.7 Fences

Wood fences were widely used in Clarksville to separate lots and outline front yards. Cast iron, brick, stone, and wire fences were also used. In recent decades chain link fences have been popular. Historic (pre-1960) fences should be preserved and maintained.

Appropriate front yard fences:

- historic wrought iron fences or black, steel fences that replicate wrought iron, not to exceed 4 feet in height
- historic stone walls
- wood picket fences, not to exceed 3 1/2 feet in height.

Appropriate side yard (not along a street):

- wood picket fences
- wood privacy fences, not to exceed 6 feet in height
- No chain link fence visible from the street.

Appropriate rear yards:

- privacy fences
- chain link fences, not to exceed 6 feet in height and not visible from the public street.
- landscape screening.



Appropriate wood picket fence at 616 Anderson Drive



Appropriate design and location of a privacy fence at 103 Marion Street.

9.0 General Principles

The following principles are broad concepts that are addressed below with more specific standards.

Signage should balance the need for businesses to be identified with the objective of avoiding visual clutter.

Signage should not visually obscure significant architectural elements of a building (windows, opening trim, architectural detailing, etc.).

It is acceptable for individual buildings and/or tenants to have more than one type of sign if those signs are relatively modest in size.

The size and placement of signs should consider the associated building's distance from the street, whether the signs are intended for viewing primarily by pedestrians or drivers, and the driving speed of the associated street.

Sign materials should reflect a high level of quality and a historic character by utilizing traditional, non-synthetic materials (wood, metal, etc.).

Sign illumination should avoid glare and flashing or changing messages.

Because signage is reversible (no permanent damage to buildings), involves more subjectivity than most design issues, and was often chaotic and disorderly in its nineteenth-century treatment, the standards associated with signage should be less stringent than other types of standards.



Mixed use urban districts can utilize a broad range of sign types to identify businesses in a visually appealing manner.

9.1 Sign Types

Permitted: Depending upon the existence of other signs and the location of the proposed sign (per the standards herein), the following on-premise sign types related to the institutional use or business conducted on the property are permitted:

- Facade Mounted
- Applied Letter
- Façade Painted
- Projecting/Hanging
- Free Standing
- Window Applied
- Multi-Tenant
- Awning

Conditional Signs: The following sign types are permitted under specific conditions explained herein:

- Restaurant Menu
- Sandwich Board
- Banner Signs

Prohibited: Off-premise signs (billboards) and signs with changeable text for announcements of activities taking place at the location are prohibited with the exception of religious, educational, governmental, and similar institutional uses. Flashing and/or digital signs with electronically changing messages are prohibited in all instances. LED signs are permitted only on Riverside Drive, and they may not feature changing messages or graphics, flashing, or similar animation.

9.2 Number of Signs

Permitted Number of Signs: Sign Types Not Credited Toward Total: Because they are physically incorporated into other architectural elements and, consequently, have only a minimal visual impact, the following types of signs are not counted toward the total permitted number of signs if limited to one of each per ground floor tenant:

- Awning signs
- Window applied signs

Commercial and Mixed Use Areas Except Riverside Drive: The following sign types are permitted per ground floor tenant having street frontage:

- One (1) façade mounted sign or applied letter sign or façade painted sign, and
- One (1) projecting/hanging sign, and
- One (1) free standing if the associated building has a front setback of 20 feet or more

To accommodate tenants lacking ground floor street frontage, one multi-tenant sign is permitted per building. Also, for instances in which a building façade's design does not lend itself to accommodating a façade mounted or façade painted sign without obscuring one or more architectural elements, a second hanging sign oriented parallel with the façade surface is permitted.

Riverside Drive: The same standards as described above for "Commercial and Mixed Use Areas Except Riverside Drive" shall apply here, in addition to the following standard:

- One (1) on-site directional sign per building per street frontage for the purposes of directing drivers to rear on-site parking. Such signs shall not exceed four (4) square feet in area or a height of three (3) feet.

Tenants Lacking Ground Floor Street Frontage: In the case of buildings having one (1) or more tenants lacking ground floor street frontage, a single multi-tenant sign shall be provided listing each such tenant rather than each such tenant having its own separate sign.



Signage that is integrated into other architectural elements, such as awnings and storefront windows, has a minimal visual impact that contributes very little toward visual clutter.



Because this building's façade design does not lend itself to accommodating a façade mounted or façade painted sign, a second hanging sign oriented parallel to the façade surface is permitted above the entrance.



This approach to identifying multiple tenants lacking ground floor street frontage creates visual clutter that could be avoided with a unified single sign.

9.3 Materials

Permitted: Wood, glass, ceramic, and metal. Signs using wood shall use only high quality exterior grade wood with suitable grade finishes. Also, a single sign may utilize one or more of these materials in combination.

Prohibited: Unfinished plywood, plastic, and similar synthetic materials. Plastic signs are permitted only on Riverside Drive and only in accordance with the illumination requirements below.

9.4 Other Sign Issues

Placement on Buildings: Signs shall not obscure significant architectural features, such as windows and architectural elements (openings trim, decorative detailing, etc). Signs shall be located within an appropriate "sign area." The "sign area" is an area on the facade below the roof line and free of openings or architectural elements and not higher than:

- One-story buildings: the building's cornice along the top of the front façade or the roofline
- Multi-story buildings: the bottom of the window sills of the second story

Sign Illumination: Signs shall be spotlighted, externally lit, or back lit with a diffused light source. Internal lighting, as typically used with plastic signs, is prohibited. The one exception to internally lit plastic signs is for Riverside Drive, but if the background color is white it must be opaque so that the internal lighting does not illuminate the white background. Spotlighting shall be shielded in a manner that minimizes glare. Back-lighting shall illuminate only the letters, characters or graphics on the sign, but not its background. Neon signs that are not flashing are permitted at the discretion of the DRB if they are deemed to be in character with the associated building



Internally-lit plastic signs such as this are out of character with any historic downtown.



Despite the range of storefront designs exhibited here, all accommodate signage in a complimentary manner.



This externally-lit façade mounted sign features shielded lights that avoid glare for pedestrians and drivers.



This neon sign is installed as a projecting/hanging sign, it is modestly sized, and it exhibits artistic craftsmanship.

9.4 Other Sign Issues con't.

Temporary & Abandoned Signs: Temporary signs, when granted permission, shall not exceed nine (9) square feet. Per the City's codes, temporary signs may be displayed for a maximum of 10 days at a time and may be allowed for any single applicant no more than four times a year. Temporary signs may not exceed 24 square feet in area. Abandoned signs and sign posts shall be removed.Per the City's codes, a sign is considered abandoned 30 days following the termination of the associated tenant's operations at the location.

Non-Conforming Signs: Existing signs that fail to comply with these standards are "grandfathered in" and can remain in place .



Not only is the façade mounted sign above "non-conforming" because of its size and design, it is also "abandoned" given that the business it represents has been closed for years.

9.5 Standards Specific to Sign Types

Facade Mounted Signs: Façade mounted signs are installed directly onto a building façade to be flush with the façade surface. Such signs shall:

- Not exceed 50 square feet on Riverside Drive or 20 square feet elsewhere
- Not project from the facade surface more than 8 inches
- Feature a discernible peripheral framing that is defined three-dimensionally (raised edges) rather than being graphically ap plied (painted on, etc.)



This façade mounted sign is placed so as to not obscure the façade's architectural features.

Applied Letter Signs: Applied letter signs feature individual or connected letters, as well as similar related graphics (logo, etc.), installed directly onto a building façade to be flush with the façade surface. Such signs shall:

- Not occupy an area exceeding 50 square feet on Riverside Drive or 20 square feet elsewhere
- Not project from the façade surface more than 8 inches





The applied letter signs to the left are more traditional with separated print-style letters, while the sign to the right is more contemporary with attached script-style letters.

9.5 Standards Specific to Sign Types con't

Facade Painted Signs: Façade painted signs are painted directly onto a building façade. Such signs shall:

- Not exceed 50 square feet on Riverside Drive or 20 square feet elsewhere.

Corner buildings: In the case of corner buildings, the DRB shall have the discretion to allow larger façade painted signs on the building's side façade if it does not obscure architectural elements and it emulates such signs that occurred during the nineteenth century and first half of the twentieth century. Such signs exceeding the otherwise permitted sizes for facade painted signs shall be approved by the DRB and not administratively by staff.

Historic signs: In the case of existing façade painted signs that appear to be fifty (50) years old or older, they shall be preserved to the greatest extent possible, which includes avoiding painting over them. Treatments attempting to preserve them should be pursued. Proposed infill development should not be prohibited for the sole purpose of preserving historic façade painted signs.

Projecting/Hanging Signs: Projecting/hanging signs are those that are positioned perpendicular to the associated building facade. They either extend from the façade by means of a metal framework installed into the façade surface or they hang from the underside of a canopy (not a fabric awning) attached to the building's facade. Such signs shall:

- Not extend above the roof eaves or parapet wall of a one-story building or above the window lintel level of the second floor of a multi-floor building
- Not exceed 10 square feet per side
- Provide at least 7 feet of clearance above the sidewalk/grade
- Project no more than 5 feet from the building façade

In cases when a façade's design does not lend itself to



This façade painted sign is located in an area of the building's façade that avoids obscuring any architectural elements.



This façade painted sign is substantially larger than a typical sign. However, because it is on a side wall, does not obscure architectural elements, and has a nostalgic appearance, it is acceptable.



This projecting/hanging sign is at least 7 feet above the sidewalk, modestly sized, and hangs from an ornate metal arm.



This façade painted sign on the Poston Building is over fifty (50) years old and considered historic and worthy of preservation.

9.5 Standards Specific to Sign Types con't.

Free Standing Signs: Free standing signs are those that are anchored directly into the ground/pavement and are not physically attached to a building. They can either be: 1) mounted on one or more posts so the sign is elevated above grade level ("post sign"), or 2) anchored directly into the ground/pavement using a base that serves as the transition between the ground/pavement and the actual sign ("monument sign"). Such signs shall be:

- Permitted only for buildings having a front setback of at least 20 feet
- Set back at least 5 feet from the public right-of-way
- No more than 25 square feet in area per side on Riverside and 15 square feet in area per side elsewhere.
- No more than 8 feet in height on Riverside and 4 feet in height elsewhere either to the top of the sign or the top of the post



Window Applied Signs: Window signs are those that are applied directly to the window glass (painted, adhered, etc.). Such signs shall:

- Only be placed on the glass of a primary window pane of a ground floor storefront, and shall not be located on transom windows, clerestory windows, or upper floor windows.
- Only be two-dimensional (height and width) and shall not feature any discernible depth
- Cover no more than 25% of the window area as measured by the ratio of opaque area (sign) versus transparent area (unob structed glass).



This window sign features the business logo in the middle window pane and indicates products at the bottom of all three panes. Collectively, it occupies less than 25% of the window area.

Multi-Tenant Signs: A multi-tenant sign is a single sign that identifies each tenant lacking ground floor street frontage within a given building in a unified manner to avoid multiple separate signs that might cause visual clutter. Because of the many variables that can play into the appropriateness of multi-tenant signage, including the scale of the building, building frontage length, and number of tenants, multi-tenant signs shall be considered on a case-by-case basis and shall be approved only by the DRB rather than administratively by staff. However, considerations shall include the following:

- Each ground floor tenant having street frontage can have its own sign in accordance with these standards, but all other tenants shall be identified by a single multi-tenant sign when one (1) or more such tenants exist.

- Multi-tenant signs can include either a single sign that lists each tenant, or a single sign that is physically attached to a series of smaller signs (usually below the larger one) that each identify a tenant.

- Multi-tenant signs shall be either façade mounted, façade painted, projecting/hanging, or free-standing, and they should follow the standards herein for the selected sign type.



This existing multi-tenant sign on Downtown Clarksville's Poston Building is designed as a projecting/hanging sign that advertises each of four tenants at an appropriate scale.

- The individual sign components for each tenant that collectively constitute the multi-tenant sign shall feature consistent colors and design character, while retaining their unique logos.

9.5 Standards Specific to Sign Types con't.

Awning Signs: Awning signs are those with a business name and/or logo painted, silk screened, stitched or similarly applied directly onto the face of an awning. Such signs shall:

- Only be utilized on approved fabric awnings (canvas or similar fabrics and not synthetic materials) that are part of a ground floor storefront
- Only be featured on the horizontally-oriented and vertically-aligned bottom panel of the awning, and shall not occur on the slanted main panel of the awning.
- For awnings lacking distinct panels, such as rounded/arched awnings, the signage portion must be located within the bottom quarter of the awning and shall not occupy an area exceeding 15% of the total awning area.
- On Riverside Drive only, signage integrated into an awning may occur anywhere within the body of the awning so long as it occupies an area no larger than 50 square feet and it shall count toward the total number of permitted signs.

Sandwich Board Signs: Sandwich board signs are portable free-standing signs placed on a sidewalk in front of businesses. Such signs shall:

- Only be temporary, not permanently installed, and removed at the end of each business day
- Not exceed 9 square feet in area on either side
- Not exceed 3 feet in height
- Be located to leave at least a 7 foot width of unobstructed sidewalk area. For sidewalks that are too narrow to achieve this standard, sandwich board signs are prohibited.
- Only advertise a specific product or service of the business and not the business itself

Restaurant Menu Signs: Restaurant menu signs feature menus typically housed within a frame (often a glass-fronted box) and externally illuminated. Such signs shall be:

- Facade mounted on the ground floor level and within 10 feet of the restaurant's primary entrance
- No more than 6 square feet in area
- Housed within a framed casing
- Mounted so as to not extend beyond the façade plane on which it is mounted



These awning signs illustrate the requirement that the signage portion be limited to the horizontally-oriented and vertically-aligned bottom panel of the awnings.



Supplementing the façade mounted sign and awning sign advertising the business, the temporary sandwich board sign advertises a specific product and/or service.



This menu sign is housed within a glass-faced box that allows the menu to be readily accessed for changes. It is within 10 feet of the associated entrance, it is no more than 6 square feet in area, and it does not extend beyond the façade plane on which it is mounted.

Addresses & Tenant Door Signs:

Addresses: Each building or tenant space having its own street address may display street address numbers. They shall be adhered to the front facade and shall not visually obscure architectural features (windows, detailing, etc.). They may not occupy an area larger than 2 square feet.

Tenant Door Signs: Upper floor tenants having an outside entrance may provide a single sign for identification. It may be either a projecting/hanging sign or a facade mounted sign and it shall not exceed an area of 2 square feet. Likewise, the rear outside entrance of any building may have a sign with the same size limitations to identify each tenant to assist with rear access.

Banner Signs:
Wth the exception of temporary signs, banner signs may only be utilized by institutional uses (academic, governmental, religious, etc.). They must be made of canvas or a similar material (not plastic) and they may not exceed 24 square feet in area. They may be installed to be either parallel or perpendicular with the facade plane, but they may not visually obscure architectural features. The DRB may consider allowing larger banner signs and more than one sign, but such exceptions cannot be granted administratively by staff.

Real Estate Signs, Construction Signs and Flags:
These types of temporary signs and flags must comply with the general codes of the City.

PROJECT APPROVAL PROCESS

A-1 PROJECT APPROVAL PROCESS
A User-Friendly Guide for Those Seeking Commercial Permits within the CBID

A-1.1General Directions

This document provides a summary of the process an applicant can expect for project approval and the subsequent permitting of a commercial construction endeavor within the boundaries of the Central Business Improvement District (CBID) in the City of Clarksville.

The authority of the Design Review Board to uphold the Core Values of the CBID is limited to the exterior appearance of those demolition, remodeling, rehabilitation, repainting, and new construction projects for which application is made. It should be further understood that activities which alter or change the exterior appearance of any existing property within the CBID must be approved by the Design Review Board before they can be permitted. These activities shall include but not be limited to the following:

- Demolition
- Proposed New Construction
- Exterior Remodeling or Repainting
- Window Changes or Improvements
- Landscape Projects
- Signage & Awnings
- Sidewalk Changes or Improvements
- Exterior Lighting Changes or Improvements
- Parking Lot Construction, Changes or Improvements

The Design Review Board does not address matters of zoning and / or codes compliance. Any approval by the Design Review board is contingent on approval by the Building and Codes Department and cannot be interpreted as taking precedence over the building code or zoning ordinance.

Other ordinances or parts thereof which are inconsistent with or are in conflict with the specific provisions of this ordinance are expressly superceded by this ordinance and are to be controlled by the provisions of this ordinance.

A-1.2 Step One / Application

The first step in the process of undertaking a project with in the CBID is that of making application to the Design Review Board for a Certificate of Appropriateness with regard to the completed exterior appearance of the propose project and its grounds. The applicant should contact the Administrative Officer at the City Codes Office at (931) 645-7426. A copy of this document and its instructions is attached as Appendix A.

The applicant will be provided with published guidelines and/or standards for projects within the various subdistricts of the greater CBID. It is suggested you become familiar with these as you undertake the planning of the project.

It is advisable that this be done early in the process and certainly before the development of any working drawings affecting the exterior.

The application form must be submitted to the Design Review Board for the purpose of preliminary review.

A-1.3 Step Two / Preliminary Review

The Preliminary Review is an opportunity for the applicant to appear before the Design Review Board for informal discussion to acquaint the applicant with the standards of appropriateness of design that will be required of the project. This Preliminary Review can provide answers to aesthetic questions, guidance for material selection, and interpretation of specific design standards requirements. If the applicant has sufficiently completed the site plan and the exterior design of the project, to the satisfaction of the Board, he may request final approval at the Preliminary Review. Should the submittal data indicate alterations, remodeling, or repairs which do not change the exterior appearance of the building, the administrative officer may exempt the application from provisions of this Section and approve a permit.

A-1.4 Step Three / Final Review

If final approval is not given at the Preliminary Review, the applicant shall appear before the Design Review Board for a Final Review and must submit one set of the following documents signed by the applicant that will be retained by the Board:

- Proposed Site Plan (to an engineering scale) showing all site improvements such as walls, walks, plant materials, and lighting.
- Completed Color Exterior Elevations (1/8th scale minimum).
- Exterior Painting Schedule (Color name/ brand).
- Samples of Exterior Materials including brick, stone, metals, glass, roofing.
- Detailed Scale Drawings of Awnings, Signs, and Mounting Brackets, indicating proposed colors.
- Color Photographs of all sides of the existing exterior for remodeling, rehabilitation, or demolition. For new demolition, remodeling, and construction, photographs shall show contiguous properties.

A-1.5 Step Four / Approval or Redirection

After a careful review of the presentation, the Design Review Board will immediately vote for approval or redirection of the project. If the project is approved a Certificate of Appropriateness will be granted. The Building and Codes Department will then review the project for zoning and codes compliance when the drawings and specifications are competed and submitted to the office. Pending that approval a building permit will be issued.

If the project is not approved, the Design Review Board will strive to assist the applicant by providing guidance and redirection of the project. It will then be necessary to present the project to the Board at another regularly scheduled meeting. If the review by the Building and Codes Department requires adjustments to the exterior design of the project, the Codes Officer will notify the Design Review Board of same and the Design Review Board will provide a recommendation to the applicant for consideration.

Under extreme circumstances the Design Review Board shall have the right to approve projects which do not absolutely meet the guidelines as stated herein, but that follow the intent and spirit of the design guidelines.

Upon project approval, the project must be executed as presented and approved using the same colors, materials, fenestration, detailing etc. Any substantial departure from the plans as presented will require another review by the Board.

A-2.0 GOALS, POLICIES, AND PROCEDURES

A-2.1 Purpose of creating districts

In order to promote the economic and general welfare of the City and the CBID (The District) and to insure the harmonious, orderly and efficient growth and development of the municipality, it is deemed essential by the city council of the city that the qualities relating to the history of the City and a harmonious outward appearance of structures which preserve property values and attract tourist and residents alike to be preserved; some of these qualities being the continued existence and preservation of historic design and those of more modern design; that such purpose is advanced through the preservation and protection of the old historic or architecturally worthy structures and quaint neighborhoods which impart a district aspect to the city and which serve as visible reminders of the historical and cultural heritage of the city, the state, and the nation.

A-2.2 Designation of the Central Business Improvement District; Definitions.

For the purpose of this article, four (4) types of special districts are established, as follows:

H-I (Historic)
R (Residential)
RD (Riverside Drive)
C (Central Business District)

For the purposes of this article, "exterior architectural appearance" shall include architectural character, general composition and general arrangement of the exterior of a structure, including the kind, color, and texture of the building material and type and character of all windows, doors, light fixtures, signs and appurtenant elements visible from a street or public thoroughfare.

For the purpose of this article, "structure" shall include walls, fences, signs, light fixtures, and steps of appurtenant elements thereof.

Construction alteration or demolition of buildings in the district; permit required; certificate of approval.

No structure, which is within the District, shall be erected, nor shall the exterior architectural appearance of any structure, which is visible from the public right-of-way, be altered until after an application for a permit has been submitted and approved by the Design Review Board.

No structure, either more than 75 years old or listed in Appendix B shall be demolished, removed in whole or part, or relocated until after an application for a permit has been submitted to the Board and either has been approved by it or the period of postponement in the case of application for partial or total demolition hereafter provided for has expired.

The exterior architectural appearance of any structure which is within the District and which is visible from the public right-of-way, shall not be changed until after an application for a permit has been submitted to and approved by the Board.

No new building which will be visible from a public right-of-way upon its completion shall be erected until after an application for a permit has been submitted and approved by the Board.

General exterior building maintenance, which does not alter the appearance of the structure, may occur without Board review and/or approval.

Evidence of the approval required above shall be a certificate of appropriateness issued by the Board as created herein. Such certificate shall be a statement signed by the Chairman of the Board stating that the demolition or the changes in the exterior architectural appearance of the proposed construction, reconstruction, alteration or restoration for which application has been made is approved by the Board. A copy of this certificate shall be posted in a weather resistant card at a visible location on the project site.

Any person requesting a permit under this section and article shall be entitled to a hearing on such request before the Board.

A-2.3 Design Review Board created; composition; appointment and terms of members.

A Design Review Board is hereby established. Such board shall consist of seven (7) citizen members with five (5) to be appointed by the Central Business Improvement District (CBID) and two (2) to be appointed by the Mayor within the City. Among its appointments, the CBID shall appoint an architect and an attorney, and seek to appoint a realtor, a builder, and a citizen who has a strong historical persuasion. The Mayor shall appoint an architect and an at large member. Special consideration shall be given to CBID business owners and/or business operators in regard to the selection of the at large member. The CBID may also consider recommendations submitted by cultural organizations in the selection of the Board. All members of the Board must be residents of the city or whose principal place of business is within the District.

The initial terms of three (3) of seven (7) members first appointed shall expire on June 30 following their appointment, and the initial terms of the other four (4) of the seven (7) members first appointed shall expire on July 1 two years thereafter. Following the initial term, the terms of all members shall be four years. No member shall serve more than two successive four-year terms. An appointment to fill a casual vacancy shall be only for the unexpired portion of the term.

A-2.4 Meeting of Board.

2.5.1 The Board will have a regularly scheduled meeting monthly. It may also meet at any time upon call of the Chairman after notification by the administrative officer of the filing of an application for a permit. At least seven (7) calendar days notice of the time and place of each such hearing shall be given by the administration officer as follows:

1. In writing to all persons or organizations that have filed an annual written request for such notices and have paid an annual fee, not to exceed twenty-five dollars ($25), to cover the costs involved.
2. By publication in the form of an advertisement in a newspaper of general circulation within the City.
3. All meetings will be posted for public attendance.

A-2.5 Guidance standards; maintenance of consistent policy.

In order to provide guidance and insight into desirable goals and objectives for the CBID for desirable types of development, and for the maintenance of consistent policies in guiding the building public toward better standards of design, the Board shall maintain a file containing records of all applications brought before the Board for review, the action taken by the Board, drawings submitted and amendments of drawings approved pertaining thereto, and drawings and photographs or reproductions thereof showing structures in authentic character which, in its opinion, may serve as general guides to appropriateness or as expression of objectives to prospective developers or property owners. Such documents shall remain the property of the City but be held in the custody of the Board.

A-2.6 Preliminary review of plans by Board required; procedure.

The required preliminary review as decided in the Project Approval Process shall require formal application and notice to be given to the administrative officer and subsequent notification of the Chairman of the Board at least ten (10) days before the date of the meeting at which the preliminary drawings are to be discussed.

All drawings, samples, and photographs required with an application, shall be signed by the applicant and shall be filed with the administrative officer who shall make these documents available to the Board.

A-2.7 Board: powers and duties.

In passing upon an application to demolish, or demolish in part, or remove, or alter the exterior architectural appearance of any existing structure, the Board shall consider, among other things, the historic, architectural and aesthetic feature of such structure, the nature and character of the surrounding area, the use of such structure and importance to the City.

In passing upon an application for new construction in the district, the Board shall consider, among other things, the general design, the character and appropriateness of design, scale of buildings, arrangement, texture, materials and color of structure in question, and the relation of such elements to similar features of structures in the immediate surroundings.

The Board may refuse a Certificate of Appropriateness for the erection, reconstruction, alteration, demolition, partial demolition, or removal of any structure within the District, which in the opinion of the Board, would be detrimental to the interests of the District and against the public interests of the City.

Upon receiving an application concerning the demolition or removal of a building or structure over seventy-five years old within the limits of the District, the Board shall either approve or deny such application within thirty (30) days after receipt of the application, or find that the preservation and protection of historic places and the public interest will best be served by postponing the demolition or alteration for a designated period, which shall not exceed ninety (90) days from the receipt of the application, and notify the applicant of such postponement.

In any case involving the demolition or partial demolition of a structure, before granting approval or requiring a postponement, the Board may call on the city code official to provide them with a report on the state of repair and structural stability of the structure under consideration.

Within the period of postponement of such demolition or alteration of any building, the Board shall take steps to ascertain what the City Council can or may do to preserve such building, including consultation with private civic groups, interested private citizens and other public boards or agencies and including investigation of the potential use of the power of eminent domain when the preservation of a given building is clearly in the interest of the general welfare of the community and of certain historic and architectural significance. The Board shall then make such recommendations thereabout to the City Council as the Board may determine to submit.

In case of disapproval, the Board shall state the reasons therefore in a written statement to the applicant and make recommendations in regard to appropriateness of design, arrangement, texture, material, color and the like of the property involved.

Among other grounds for considering a design inappropriate and requiring disapproval and resubmission are the following defects: Arresting effects, violent contrasts of materials or colors and intense or lurid colors, a multiplicity or incongruity of details resulting in a restless and disturbing appearance, the absence of unity and coherence in composition not in consonance with the dignity and character of the present structure in the case of repair, remodeling, or enlargement of an existing building or with the prevailing character of the neighborhood in the case of a new building.

The Board may refuse to approve a permit for demolition, removal, or alteration of any structure within the District, if it deems the structure of such architectural or historical interest that the removal will be detrimental to the public interest.

The Board shall have the power to delay for a period of 90 days or deny outright the demolition or removal of a building or structure over 75 years old in the District.

All approvals shall require majority vote of members present. All votes shall require a quorum or 5 of the members present.

A-2.8 Powers of board to require repair of structures.

The Board, on its own initiative, may file a petition with the Building and Codes Department requesting that said officials proceed under the SBCCI Unsafe Buildings Code (current edition) to require correction of defects or repairs to any structure covered by this article and the code.

Similarly, the Board may file a petition with the Building and Codes Department requesting that said officials proceed under the current city ordinance for repair standards for residential properties to require correction of defects to commercial structures, which in the opinion of the Board, are in a state of disrepair. These defects shall include such items as boarded up windows and damaged signs.

A-2.9 Exemptions from articles.

Nothing in this article shall be construed to prevent the ordinary maintenance or repair of any exterior elements of any building or structure, nor shall anything in this article be construed to prevent the construction, reconstruction, alteration, or demolition of any such elements, which the authorized municipal officers shall certify as required by public safety.

Report to administrative officer; issuance of Certificate of Appropriateness.

Upon approval of the plans or the granting of a permit, the Board shall forthwith transmit a report to the administrative officer stating the basis upon which such approval was made and cause a certificate of appropriateness to be issued to the applicant. If the Board shall fail to take final action upon any case within thirty (30) days after the receipt of application for permit, the application shall be deemed to be approved, except where mutual agreement has been made for an extension of time limit.

When a Certificate of Appropriateness has been issued, a copy thereof shall be transmitted to the city building inspector, who shall from time to time inspect the alteration of construction approved by such certificate and shall make periodic reports of such inspections to the Board listing all work inspected and reporting any work not in accordance with such certificate or violating any ordinances of the City.

A-2.10 Appeal of Board's Decisions

Appeals to the Clarksville City Council may be taken by any person aggrieved by any decision of the Design Review Board. The City Council shall hear and decide any such appeal at its regular session. A 2/3 majority vote of those council members in attendance at such hearing shall be required to modify or overturn the decision which forms the basis for an appeal.