



St. Marys, Ga. Design Guidelines

Prepared by Downtown Development Authority



Downtown St. Marys

Overview

These guidelines are to be used to provide direction for growth and development to ensure the Downtown District retains the charm, character, and sense of community that makes St. Marys attractive to families, businesses, and visitors alike. The scope of these guidelines include the corridor along Osborne Road from the waterfront, extending to the Tilden Norris Marsh Walk to the west and 100 Ready Street to the East, and continues along Osborne to Dilworth Street. In most cases, the boundary line runs to the rear of the property line of the parcel that fronts this corridor.

Goals

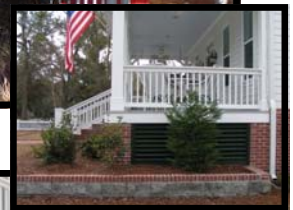
Development along the Downtown District should build upon the town's architectural precedents and convey the spirit of the town's history. These guidelines are for the design of a unique mixed-use district that is appropriate to Downtown and Midtown St. Marys.

- Development should be pedestrian friendly, provide green space, and minimize large expanses of pavement.
- Building design should complement Historic District structures in size, scale, setback, materials, and roof shapes.
- "360°" architecture is required: Buildings are to be designed with 360° architecture, and facades on adjacent buildings are to visually respect each other and respond to each other.

Site designs with the placement of commercial and mixed-use buildings in clusters, parking areas distributed throughout the site, and pedestrian pathways and amenities extended throughout the site are required (Tree Protection Ordinance).

The following desirable design elements are encouraged and permitted:

- Seek minimal and uniform setback from the front property line.
- Maintain height limitations established in the Downtown District. Maintain uniformity with surrounding buildings.
- Keep elevation of first floor and all buildings uniform.
- Gabled or hipped roofline of asphalt or metal is desired; maintain a pitch of 5/12 minimum.
- Piers and Chimneys should be faced with brick or tabby.
- Subtle colors are encouraged.
- Wood or synthetic wood product resembling clapboard siding is required (no vinyl siding).



- Porches are strongly encouraged as they are one of the most common architectural features of St. Marys' homes.
- Open fencing should be of a historic design and materials.

Undesirable design elements include:

- Large expanses of blank, flat wall surface
- Large expanses of parking and awkward pedestrian and vehicle circulation patterns
- Highly reflective surfaces
- Visible loading and storage areas
- Privacy fencing as a matter of blocking the view of open spaces is not allowed.

I. DESIGN ORDINANCE

If a conflict arises out of the "Overview" and "Goals" sections above and this section, this section (A through B.6.3) shall prevail.

A. Site Design and Layout

A.1 Site Design

INTENT

The goal of site planning is to consider the preservation of natural amenities, vegetative screening, and panoramic views within the scope of placing a building or project on a site.

GUIDELINES

- A.1.1 Structures shall have a suitable and well-designed façade on all sides. This is a 360° design treatment.
- A.1.2 Buildings should be placed along the main arteries, with minimal parking allowed in the front.
- A.1.3 Development should relate to the site's setting, considering impact to important view corridors.
- A.1.4 Orientation of new buildings should consider adjacent buildings.
- A.1.5 Buildings placed immediately adjacent to the sidewalk should promote visibility and pedestrian orientation with plazas, outside dining, or other pedestrian areas.



- A.1.6 Where the rear elevation of a building is visible across streets or alleys from residential lots, the architectural treatment should enliven the façade and all loading and trash areas should be screened.

A.2 Parking

INTENT

The visual impact of large parking areas should be reduced. The design of parking lots should safely and attractively serve the pedestrian.

GUIDELINES

On commercial lots, the building and parking area must be identified and all remaining trees on single or subdivided lots shall be protected in a tree protection zone. This information is found in the Tree Protection Ordinance.

B. Building Design

B.1 Mass and Scale

INTENT

The intent of this section is to describe the environment. The Downtown District should be designed as an enhancement to the Historic District.

GUIDELINES

- B.1.1 The district should be uniform in nature, mainly consisting of residential-style structures as seen in the Historic District.
- B.1.2 Large volumes or planes should be broken up into smaller areas in order to reduce the visual scale of a building. The mass of a building should be varied in form or divided to emphasize the various interior building functions.
- B.1.3 The sidewalk in front of a building should be designed with elements to create a pedestrian-friendly environment.

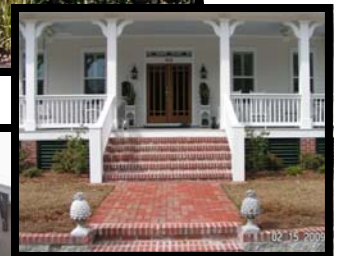
B.2 Architectural Detail

INTENT

The details included in the building façade should assist in reducing the visual scale of a large building.

GUIDELINES

- B.2.1 The primary entrance of a building or store should have a clearly defined, visible entrance with distinguishing features such as a porch, gate, or walkway, or other prominent element of the architectural design.
- B.2.2 The primary orientation of buildings should face the street rather than the parking area. Where possible, the building façade should be located close to a street and sidewalk area. Parking areas should be designed in order to link the buildings they serve to adjacent sidewalks or other pedestrian systems, and to give the impression of buildings as an extension of the pedestrian



environment. This can be accomplished by using design features such as walkways with enhanced paving, trellis structures, or landscaping treatment.

- B.2.3 Trash storage areas, mechanical equipment, and similar areas should not be visible from the street.
- B.2.4 Loading docks should be screened so as not to be visible from the street, and should not be accessed directly from the street.

B.3 Building Materials and Color

INTENT

Quality, durable materials are encouraged.

GUIDELINES

- B.3.1 Materials such as brick, precast concrete, cast stone, and architectural metals can be combined to enrich the appearance of a building and highlight architectural features.
- B.3.2 Steel clad (corrugated) buildings are not allowed unless covered with a façade that meets the enclosed guidelines.
- B.3.3 Faux stucco finished structures are not allowed.
- B.3.4 Reflective glass curtain wall systems are not allowed.
- B.3.5 Exposed concrete block foundations or walls are not allowed.
- B.3.6 Wood, tabby, and brick are strongly encouraged.
- B.3.7 Hardyboard or lap siding, rather than vinyl siding, is encouraged.
- B.3.8 Bright corporate colors should be limited to signage.

B.4 Roofs

INTENT

Rooflines should be varied to add visual interest.

GUIDELINES

- B.4.1 Variations in rooflines can include gables, dormers, and well-defined parapets.
- B.4.2 Porch roofing material should be an extension of the structure roof, or compatible with the structure roof.
- B.4.3 Roofing materials should be consistent with the architectural character of the building and should convey a sense of permanence and quality.



B.4.4 Roof-mounted mechanical equipment should be concealed from public view on all sides by screening in a manner consistent with the character of the building.

B.5 Lighting

INTENT

Decorative and functional lighting should be compatible with the building design and should enhance the design and safety of the site.

GUIDELINES

B.5.1 The style and placement of exterior accent lighting should enhance the building's architectural elements such as entry features, pilasters, columns, and landscaping.

B.5.2 Street lighting should be limited to roadside lamps.

B.6 Walls and Fences

INTENT

Walls, fences, and retaining walls viewed from streets or parking lots should be designed to blend with the building.

GUIDELINES

B.6.1 Privacy fences are to be limited to those needed to shield unpleasant areas (loading docks, waste receptacles) from public view. Privacy fences should be of historic design.

B.6.2 Short walls and picket or wrought iron fences should be historical in design.

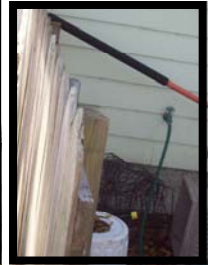
B.6.3 Fences made of chain link are not allowed.

Implementation

Committee established under DDA to review plans and recommend approval/disapproval to City Council

Committee structure as defined in municode under Historic Preservation: Section 62

Appeal Process as defined under Planning and Zoning: Section 110



St. Marys Downtown Development Authority Boundary Map



Military Zone Benefits Businesses (MAP ABOVE)

If you are making a location or expansion decision for your business, check out what locating in St. Marys Military Zone can mean for you. By locating in a Military Zone and creating two (2) jobs, you can maximize your job tax credits to Georgia's highest benefits. To claim these credits, your business must be located within a State Designated Zone, Georgia has 29 such zones. In St. Marys, the designated Military Zone encompasses all of Census Tract 106, which includes much of the city.

Military Zone Benefits:

Job Creation - minimum of two (2) jobs (not limited to a business enterprise).

Tax Credit - \$3,500 per job may be claimed up to five (5) years as long as the jobs are maintained.

Claimed against 100% of the Georgia Income Tax Liability for businesses; excess claimed against withholding taxes.

For more information, contact the St. Marys Downtown Development Authority.

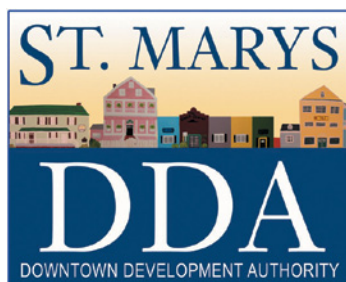
St. Marys Offers Excellent Incentives for Business Relocation

Our Design Assistance Service is just one of many great reasons to bring your business to St. Marys. As a Main Street Community, the DDA can serve as your point of contact for design services made available through partnerships with The Department of Community Affairs, Georgia Trust for Historic Preservation, and the University of Georgia School of Environmental Design.

Technical assistance may include:

- Facade rehabilitation drawings and specifications
- Paint colors and signage recommendations
- Review and assistance in drafting of landscape, parking, and sign ordinances
- Schematic streetscape design
- In-town and historic neighborhood in-fill design assistance
- Corridor management and traffic planning assistance
- Conceptual design assistance for communities considering redevelopment of "white elephant" and brownfield sites, neighborhood commercial areas, and mixed use sites
- Landscape horticultural assistance for public and community buildings
- Park, recreation, and trail system planning and design

For more information, contact the St. Marys Downtown Development Authority.



Mission Statement: To support current businesses and encourage new business development in St. Marys. Preserve and enhance the natural beauty of St. Marys. Promote St. Marys as a destination of choice.

912-882-8111

400 Osborne Street • St. Marys, GA 31558
info@stmarysdda.com • www.stmarysdda.com

For more information contact the St. Marys Planning Department at 912-510-4032 or 912-510-4035.