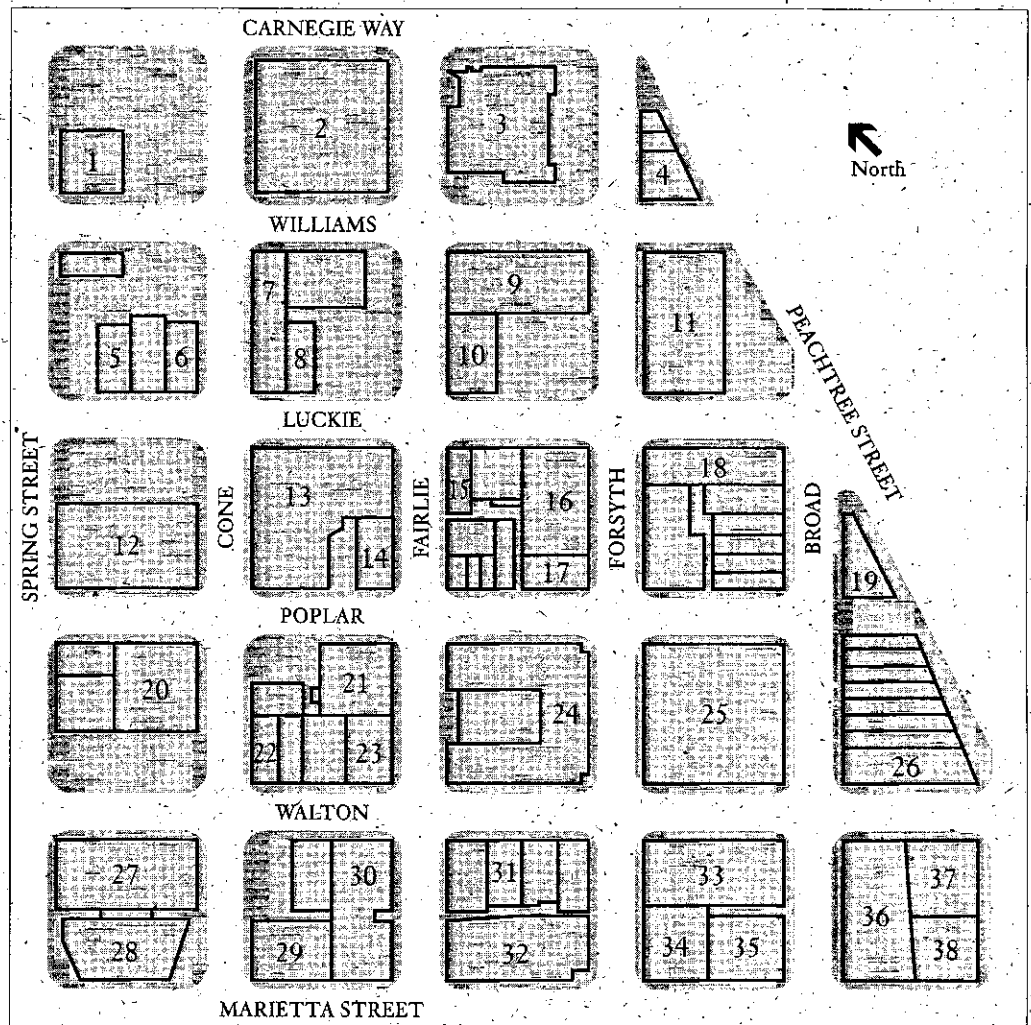


# *Fairlie - Poplar* *The Heart of Atlanta*



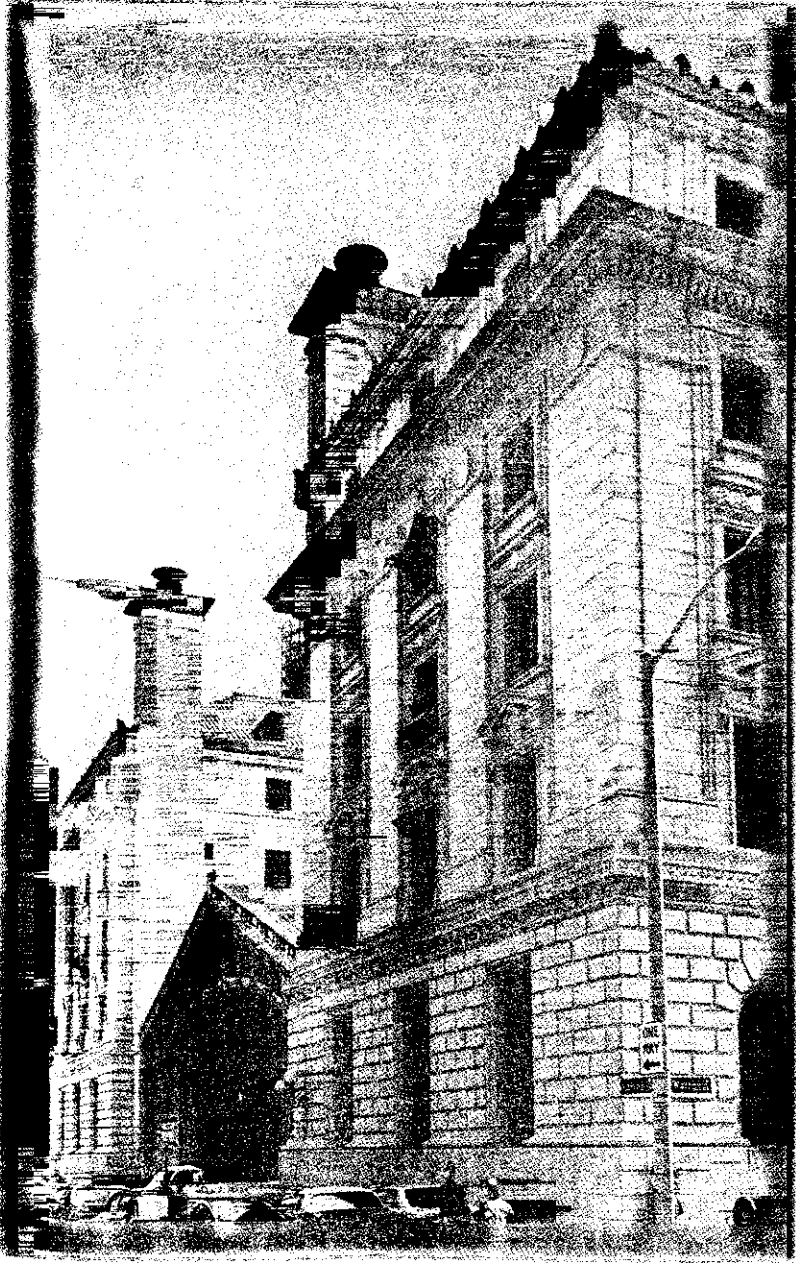
## *Design Guidelines*





## Historic Fairlie-Poplar District

- |                               |                                    |
|-------------------------------|------------------------------------|
| 1. Peachtree West Building    | 20. Parking Deck                   |
| 2. Macy's Parking             | 21. Robert & Company               |
| 3. Library                    | 22. The Walton House               |
| 4. Rhodes-Haverty Building    | 23. 70 Fairlie                     |
| 5. Georgia Blue Print         | 24. 11th District Court of Appeals |
| 6. Tidwell Office Supply      | 25. Healey Building                |
| 7. Atlantan Hotel             | 26. Muse's Building                |
| 8. Old Eagle Building         | 27. Parking Deck                   |
| 9. Equitable Parking Deck     | 28. 101 Marietta Building          |
| 10. Barclay Hotel             | 29. Parking Deck                   |
| 11. Equitable Building        | 30. Walton Place                   |
| 12. Parking Deck              | 31. 60 Walton                      |
| 13. Parking Deck              | 32. Bank South Building            |
| 14. 90 Fairlie                | 33. Grant Building                 |
| 15. Georgia State/Standard    | 34. 41 Marietta                    |
| 16. Georgia State/Rialto      | 35. Commerce Club Building         |
| 17. Georgia State/Haas Howell | 36. Georgia State/NationsBank      |
| 18. Peachtree-Broad Building  | 37. One Park Tower                 |
| 19. Flatiron Building         | 38. William-Oliver Building        |



# Introduction

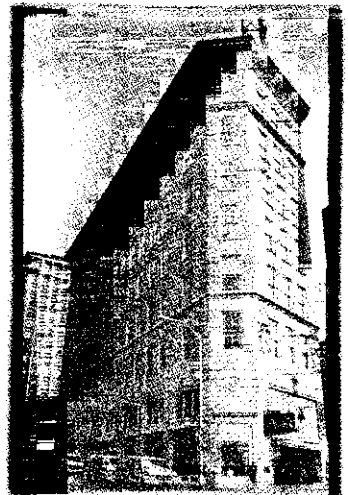
The Fairlie-Poplar Implementation Task Force was established by Mayor Maynard Jackson in May, 1992, to help revitalize Atlanta's Fairlie-Poplar District. The mission of the Task Force is to facilitate the development of a vibrant, downtown Fairlie-Poplar district that encourages office, retail, residential, cultural and higher education interest and participation in a dynamic, secure environment.

In order to help fulfill that mission, numerous sub-committees were formed including the Design Committee. One of the earliest goals of the Design Committee was to provide architectural guidelines for the renovation and maintenance of existing historic buildings. This booklet is the realization of that goal and is intended to assist the building owners and property managers of the Fairlie-Poplar District. It was the hope of the Design Committee that these guidelines would be a source of information for owners and managers as they approached small projects, such as installation of a new awning, or major projects such as restoration of an original storefront.

These guidelines were developed in accordance with basic historic preservation principles combined with an analysis of the buildings found in the Fairlie-Poplar District. The intent of the guidelines is to retain the historic and distinctive character of the District by suggesting how changes can take place which are attractive and will increase the value of individual properties as well as the district as a whole. We believe it is the historic buildings, in particular their storefronts, which create the pedestrian-scaled shopping area that invites walking and window shopping and the unique, charming and vibrant urban experience that is Fairlie-Poplar.

If you have any questions on how to implement any of the recommendations in the Design Guidelines, please call Karen Huebner or Susan Gwinner at the Atlanta Urban Design Commission at 330-6200. Michael Wyatt, at the Georgia Trust for Historic Preservation, at 881-9980 will also be happy to assist you. If you are interested in the history of your building and how it might have looked at an earlier time, you can contact the Atlanta History Center at 814-4040, or The Atlanta Urban Design Commission.

The Fairlie-Poplar Implementation Task Force would like to thank the following people for their contributions to the Design Guidelines: The Staff of the Atlanta Urban Design Commission, particularly Angela McLean, for writing the guidelines; Harjati Regawa for the illustrations; Ronni French, Jean Wright and Michael Wyatt for reviewing the various drafts; David Teffeteller for design concept; Georgia Power Company and Tony Pishnery for final design and print production; Judith Pishnery for additional photography.



# Contents

Introduction

Historical Significance of Fairlie-Poplar, 3

Design Guidelines, 5

Storefronts, 6

Lower Facades, 7

Enframing Structural Elements, 7

Display & Transom Windows, 8

Bulkheads, 10

Entries & Doors, 11

Upper Facades, 13

Windows, 14

Wall Detail & Decoration, 16

Cornice or Cap, 16

Building Surfaces, 17

Cleaning & Removing Paint, 18

Repair, 19

Special Design Features, 21

Awnings, 21

Canopies, 23

Gutters & Downspouts, 24

Fire Escapes, 24

Building Identity Names, 25

Roofs & Roof Elements, 25

Signage, 27

Business Signs, 27

Applied Wall Signs, 29

Hanging Signs, 30

Display Window & Entry Door Signs, 31

Upper Facade Window Signs, 32

Signs on Awnings & Canopies, 32

The City's New Sign Ordinance, 33

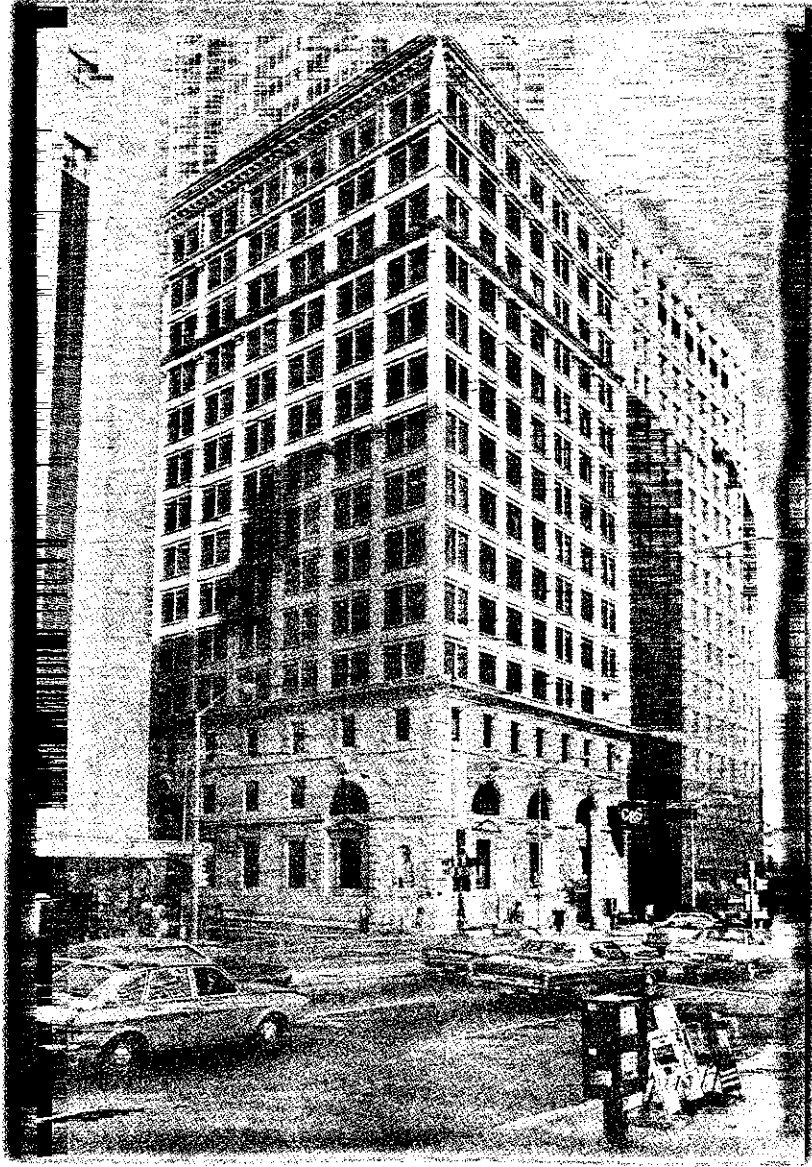
Historic Building Markers, 34

Security, 35

Illumination of Building Facades, 36



Fairlie  
  
Poplar



# Historical Significance of the Fairlie-Poplar District

The Fairlie-Poplar District provides a rare glimpse into Atlanta's past, by visually illustrating her transition from a fledgling, commercial railroad town to a modern city of skyscrapers. It is the remaining portion of a larger area developed during the early 20th century. Before commercial development claimed the district, Fairlie-Poplar was a mixture of residential, retail, and institutional use. As a result, today Atlanta's oldest high-rises, which were concentrated in the area, stand side-by-side with three and four-story buildings, typical of the earlier Victorian period.

Prior to the 1890s, Atlanta's mercantile community centered around railroad lines that fed into the city south of Marietta Street, along Alabama and Spring streets. As the economic base of the city expanded from manufacturing and transport to include office centers, banking and insurance houses, as well as entertainment facilities, the center of the city's business life shifted. No longer clustered immediately adjacent to the rails, the mercantile district began radiating to an area north and northwest from Five Points.

The period of 1900 to 1930 was an architecturally lavish time in America, and Atlanta was no exception. The city's monied entrepreneurs, such as John W. Grant, Joel Hurt, and W. T. Healey, commissioned the early skyscrapers for this new downtown center, hiring Atlanta's, and sometimes even Chicago's, best architects. The buildings were often named after their owners, and remain as tangible expressions of the positions, wealth and taste of these Southern entrepreneurs.

By the time World War I broke out, there were eleven skyscrapers, a few skyscraper hotels, and many smaller office buildings in downtown Atlanta. Together, they had totally transformed the appearance of the business district. The modern structures had also contributed to the commercial growth of the city by making available huge amounts of office space for incoming national firms.

Not all the building activity in the Fairlie-Poplar District was so ambitious, however. Nearly seventy percent of the buildings are three to six-story commercial structures. Generally more conservative in style and material than their neighboring skyscrapers, these Victorian influenced buildings tend to be brick, carefully crafted with terra cotta, limestone or wood trimwork.

Nowhere else in Atlanta can one find such a great variety of style, scale and materials intermingled in a pedestrian-scaled environment. As a visual illustration of Atlanta's transition from Victorian to the modern era, the Fairlie-Poplar District exudes a distinct sense of time and place.



*According to the National Register, Fairlie-Poplar contains the largest and most concentrated intact portion of Atlanta's late nineteenth and early twentieth century central business district.*

# Design Guidelines

As a general rule, it is best when rehabilitating a historic structure to retain as much of the original fabric of the building as possible. If there is deterioration of historic materials, repair of those materials is better than replacement. If this is not feasible, replacement, as close to the original as possible, is better than redesign.

## General Recommendations:

- Preserve, repair and maintain the historic character of the building.
- Retain the historic features which make the District and the building unique, such as display and transom windows, doorways, bulkheads, decorative trim, signboards and cornices.
- Damaged or deteriorated elements should be repaired or replaced with like materials. Repair or replacement should match the color, shape, size, proportion, material, texture and visual appearance of the original as closely as possible.
- Historical, pictorial or physical evidence should be used whenever possible to reconstruct the building facade. When historic evidence is not available, then new designs should be compatible with the character, materials, proportion and scale of the historic facade.
- Avoid the covering or removal of historic facade elements. This includes windows, decorative details, carvings, transoms, bulkheads and doors.
- Do not block in or decrease the size of storefront or window areas.
- Avoid using materials that are incompatible with surrounding materials or that are susceptible to decay.
- Avoid new facade designs that significantly alter the character of the building or the proportional relationships between the building sections.
- Do not apply details where they never existed.

Fairlie  
  
Poplar

## Design Guidelines

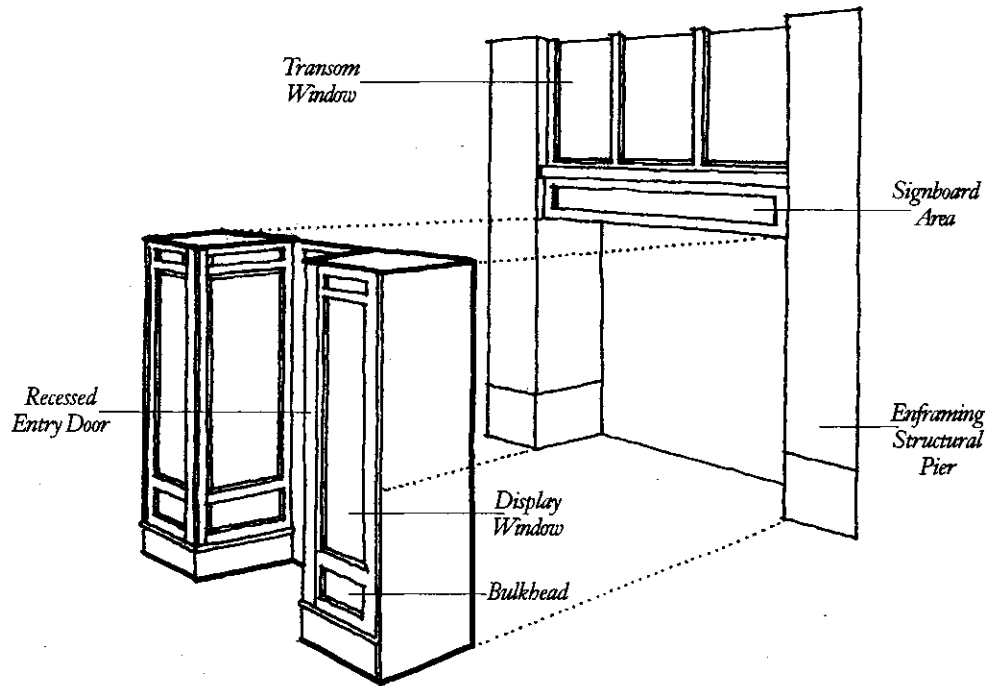
*Preserving the character of Fairlie-Poplar does not mean that change cannot take place, but rather that the change should be in keeping with the historic quality of the district.*

## Storefronts

Storefronts in Fairlie-Poplar are typically one story in height and their design relates directly to the scale of the pedestrian. Storefronts in the district usually consist of display and transom windows, an entry door, bulkheads and a signboard area framed by structural members.

## Storefronts

*Traditional storefronts were designed to provide a large area for the display of merchandise and, thereby, encourage window shopping.*

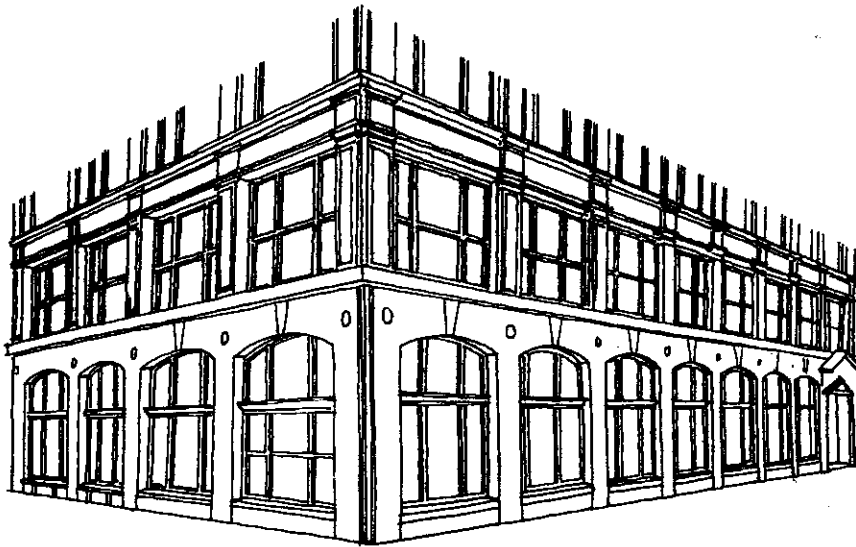


## Lower Facades

Typically, the width and height of multiple storefronts is consistent on a single building facade and similar storefront measurements are often repeated in the lower facades of adjacent buildings, creating a rhythmic pattern of storefronts down the street. Buildings located on a corner lot with more than one street facade usually continue the rhythm and proportion of the storefronts around the corner. In addition, the design, arrangement and size of storefront elements (bulkheads, display windows, transoms and doors) were typically consistent on a single building with multiple stores.

### Recommendation:

- The scale and rhythm of the original storefront area should be preserved because they unify the street at the pedestrian level.



## Enframing Structural Elements

The storefronts in the Fairlie-Poplar district have two or more enframing structural piers and/or columns which define the width of the storefront. An exposed or concealed structural beam, cornice or signboard area often delineates the top of the storefront and further defines the storefronts from the upper facade.

### Recommendation:

- The location and design of the original enframing elements should be retained.

Fairlie  
  
Poplar

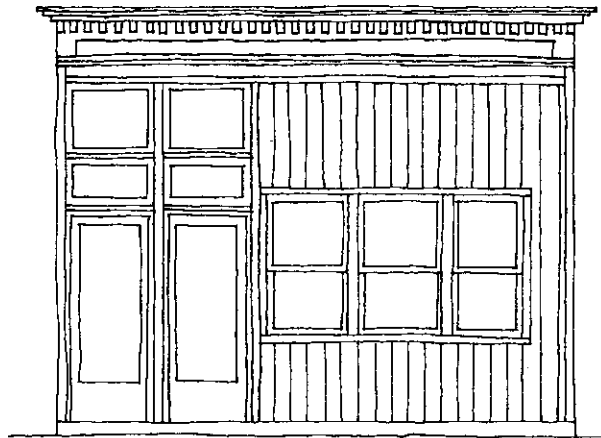
Lower  
Facades

## Display & Transom Windows

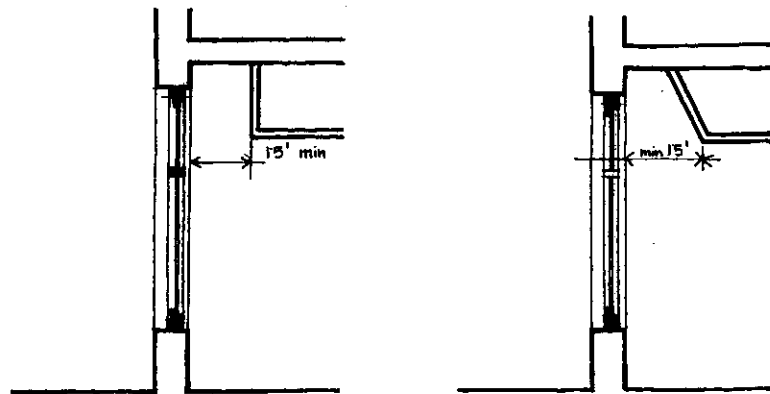
A common characteristic of the historic storefronts in the district is the large display windows which not only allow light into many of the interior spaces, but also attract potential customers. Transom windows, located above the display window and doors, contribute to the openness of the storefront facade. These windows create visual openness at the street level, which is another unifying characteristic of storefront designs.

Unfortunately, some of the display and transom window areas have been insensitively altered or blocked-in for security reasons and/or the space now contains a non-retail function. However, there are other security alternatives (See Security) and preferable design treatments for storefront display areas that retain the original character and transparency of the historic storefront.

*Transom windows were originally designed to allow as much natural light as possible into the interior of the store for illumination.*

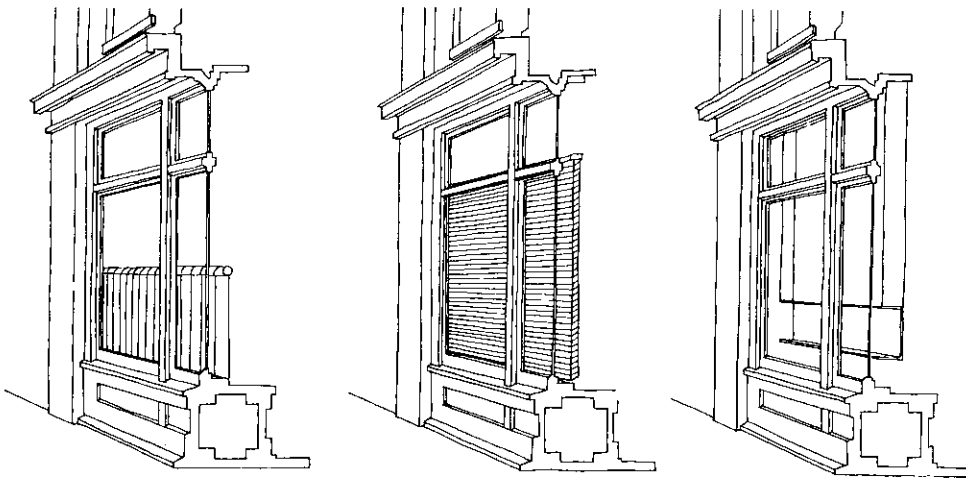


Sometimes transom windows are blocked-in to hide renovations which lowered the height of the ceiling to accommodate air conditioning and heating ducts. Recessing the dropped ceiling away from the transom and display windows a minimum of one and one-half feet will preserve the the openness of transoms and the display area and still accommodate modern conveniences.



## Recommendations:

- The number, arrangement, size, style, glazing pattern, shape and proportions of original or architecturally significant storefront windows and transoms and their surrounds should be retained or restored where possible.
- Replacement storefront windows and transoms that are made of aluminum or other metal finishes (not including brass, stainless steel or decorative metal finishes) should be painted to match or coordinate with the color of the storefront area.
- Display and transom windows should fill their original openings.
- Clear plate or tempered glass should be used for the display window. However, decorative stained or cut glass could be used in transom window areas and in the small window over the door.
- Interior lighting can be used to highlight interior displays as well as correct glare from the sun.
- Merchandise, temporary or permanent signs and other items should not obscure the view into the store.
- The use of partial curtains, blinds or display cases in the storefront window area will create additional privacy without changing the character of the storefront.



Fairlie  
  
Poplar

Lower  
Facades

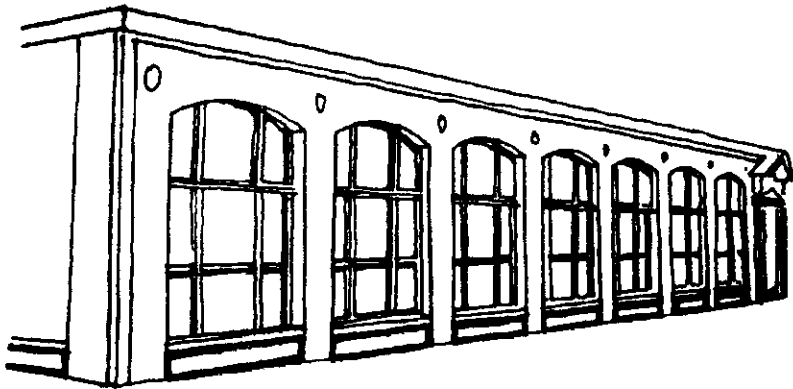
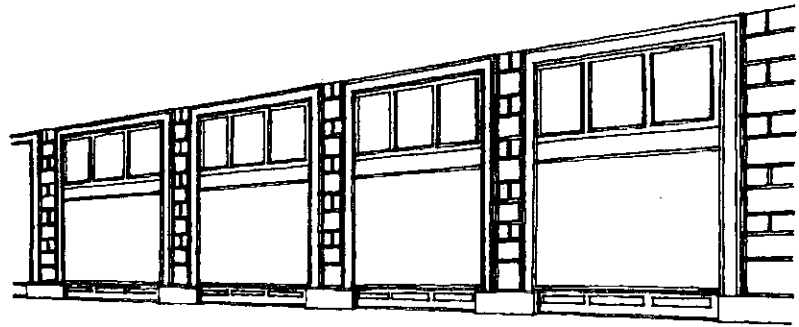
*The original purpose of the bulkhead was to protect the glass of the display windows.*

## Bulkheads

Bulkheads provide a base for the storefronts and protect the display windows from damage. They also contribute to the overall visual continuity of the storefront streetscape. More modern storefront designs eliminate or decrease the size of bulkheads which is not only inappropriate for the design of historic buildings, but also destroys the proportional relationship of the storefront.

### Recommendation:

- The height, design and materials of original bulkheads should be retained and maintained to preserve the historic character of the storefront and to separate the display windows from the ground.

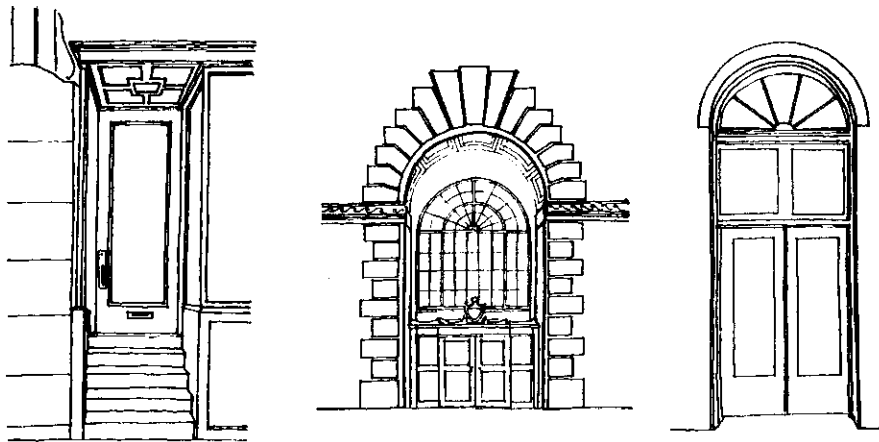


## Entries & Doors

Three types of entrances are found in Fairlie-Poplar on the primary facade(s) of buildings: storefront, lobby and upper level. Commercial buildings generally have storefront entrances which are recessed or flush with the building facade. Tall, single or double doors, built of wood with large areas of glass (at least 70 percent) that maintain the transparency of the storefront were historically used in storefront designs and are still visible in the district today. Most doors are located in the center of the storefront or to the left or right of a single display window.

Buildings constructed on narrow lots have upper level entrances which are generally located on the far left or right side of the structure and storefronts on the opposite side. These entrances, which provide direct access to the upper floors, are usually simple in design and built recessed or flush with the facade. Buildings occupying a wider lot usually have a central upper level entrance which is flanked on each side by storefronts or window areas. Typically, the door(s) leading to the private upper floors did not have as much glass area as a storefront door.

Taller buildings in the district, which are primarily office buildings with a few retail or service establishments located around the perimeter of the building, usually have a lobby entrance. Most lobby entrances in the district are located centrally in the facade and are flanked by storefronts or window areas. The lobby entrance, built recessed or flush with the building, was distinguished from other openings in the facade by placing elaborate detail and ornamentation around the opening, using a different geometry from other entrances and/or designing the entrance two stories high. Lobby doors contain 50 percent to 75 percent glass with metal, brass, or in some cases, wood frames and are often surrounded by ornamental detailing. However, the elaboration of the entry varies from one building to the next.



Fairlie  
Poplar

Entries &  
Doors

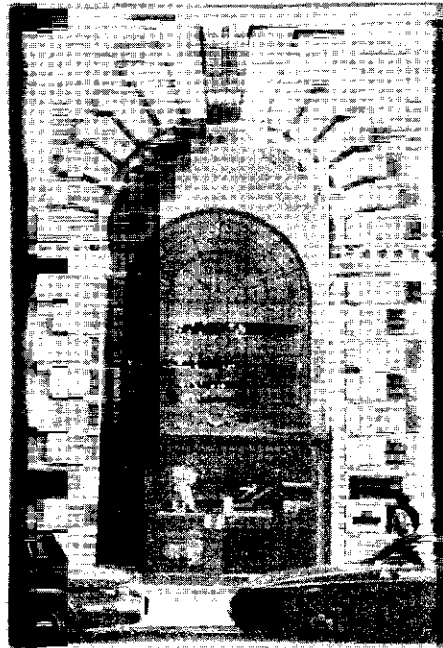
# Fairlie Poplar

## Entries & Doors

*Doors are one of the primary elements that give individual character to the exterior of a building.*

### Recommendations:

- Replacement doors that are metal, not including brass, stainless steel or decorative finishes, should be painted to match or coordinate with the door surround and entrance.
- Doors and their surrounds should be recessed slightly from the plane in which they are located.
- New door openings should be located on a secondary side or rear facade when possible.
- Retain the original door hardware whenever possible. Dead bolt locks should be installed above or below the original hardware.
- Original wooden doors which are unpainted should remain unpainted, but may be stained and/or varnished.
- Avoid using doors with mirrored or tinted glass (does not include colored or stained decorative glass).
- Avoid using “fake historic” doors, doors that have a residential character, solid wood or metal doors, or doors which are incompatible with the design of the historic facade.
- Avoid installing a storm or security door whose size, color, material and texture are incompatible with the original door and door opening.



# Upper Facades

The upper facades of most buildings in the district remain largely intact and reflect their primary use as office space. The image and appeal of the upper facade is largely derived from the placement and size of its elements, which includes windows, decoration and detail and the design of the cornice or cap. The smaller scale commercial buildings in Fairlie-Poplar usually have upper facades constructed of brick. Often the base is made of a richer and more substantial material—such as stone—to distinguish it from the brick upper facade.



Fairlie  
  
Poplar

Upper  
Facades

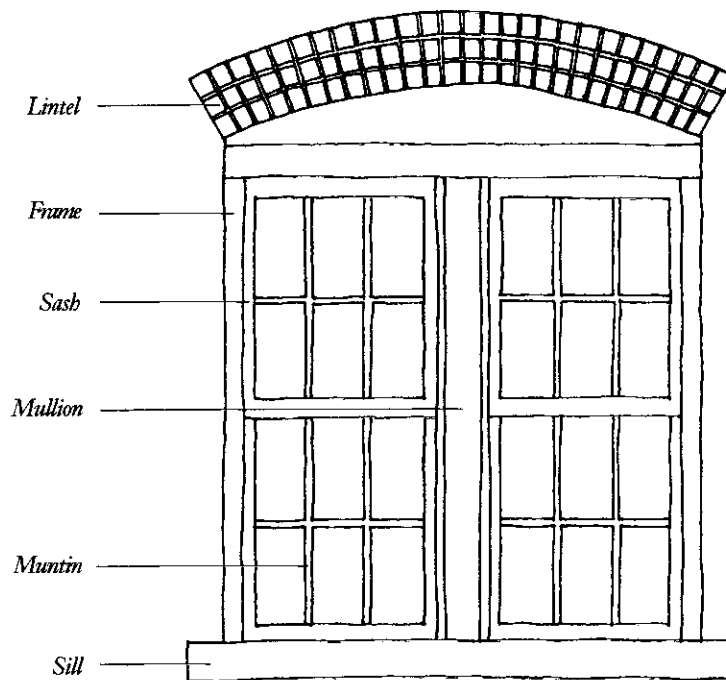
# Fairlie Poplar

## Upper Facades

*The original fenestration, or configuration, of windows was an integral part of the overall design for the building and should be considered whenever any restoration is planned.*

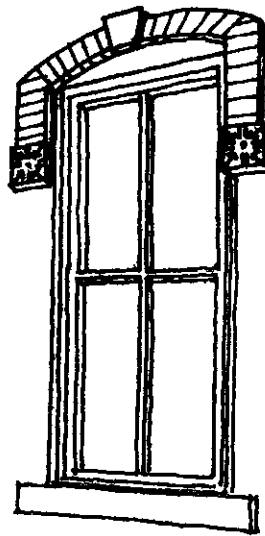
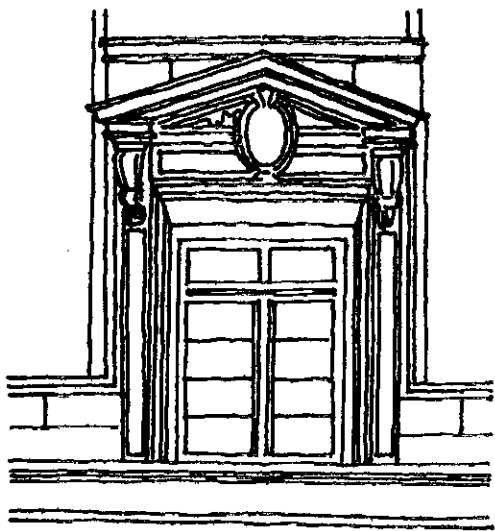
## Windows

Typically, windows in the upper facade of a building are symmetrically placed on the facade, creating a visual rhythm which relates to the location of the storefront divisions or window areas at the street level. Most of the windows used in the upper facades of the buildings in the district are rectangular in shape, oriented vertically and are double hung, one-over-one sash in single, paired or banked arrangements. However, there are examples of decorative semicircular windows, multi-paned windows and steel-framed windows. Window surrounds are wood or metal and usually simple in design with a stone and/or brick sill and lintel. However, some have an ornamental lintel, pediment or spandrel design in another material which distinguishes certain windows from others on the facade.



## Recommendations: ■

- The original window locations should be retained and continue to function as windows.
- Materials used to cover or block-in an original window opening should be removed whenever possible and the original window and surround should be repaired or a compatible replacement window and/or surround installed.
- Replacement windows that are aluminum or metal should be finished to match the window frame or surround.
- Glazing or window glass should be clear unless colored, stained or another glass was historically used.
- A dropped ceiling which falls below the head of a window should be set back from the window a minimum of one and one-half feet to maintain the original exterior appearance.
- When storm windows are used to improve thermal performance, they should resemble the existing windows as closely as possible in shape, size and appearance, and be painted or finished to match the window to which it is attached. Consider the use of interior storm windows to avoid compromising the historic character of the facade.



Fairlie  
  
Poplar

Upper  
Facades

## Wall Detail & Decoration

*Wall detail and decoration, even on very plain buildings, often are a reflection of the original owner's pride in the building's construction.*

## Wall Detail & Decoration

Wall detail and decoration varies from one building to the next in the Fairlie-Poplar District, creating a distinctive character in the commercial area. Some of the materials used for elaboration in the district range from brick to terra cotta, stone or cast iron. Detailing and decoration is most often located on the street level of a commercial building and the facade area directly below the cornice or cap. However, detailing is also found around some of the windows on the upper facade.

### Recommendations:

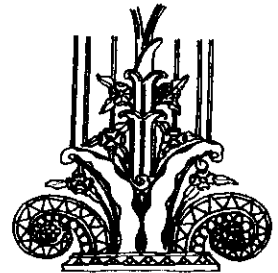
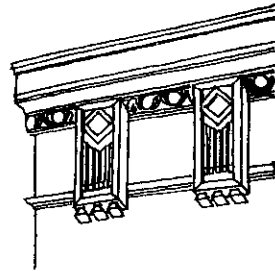
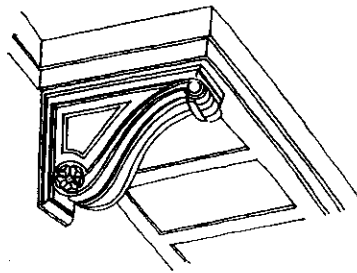
- Original wall detail should be retained, and replacement of missing detail should be based upon duplication of the original.
- Sagging wall details and decorations should be carefully re-anchored using recommended preservation methods to avoid damaging historic details, decoration or wall materials.

## Cornice or Cap

The cornice caps off the building, visually as well as physically, and can be an integral part of the building or can be a separate attachment. The cornice also protects the the roof and wall junction from water penetration. The style, decoration and materials of the cornice differ from one building to the next. The cornice may be a simple brick band or a highly detailed piece of pressed tin projecting over the building facade.

### Recommendations:

- Cornice repair should follow the same guidelines as given for wall decorations.
- Cornices should not be removed.



## Building Surfaces

The primary materials used in the Fairlie-Poplar District are brick and stone of different colors, types and textures. There are examples throughout the District of buildings which are constructed of one facade material. However, others utilize a variety of materials to highlight the different levels of the building. Generally, the smaller buildings have load-bearing brick walls while many of the taller buildings are steel frame or concrete construction faced with stone and/or combinations of brick and stone. Various other building elements, details and decorations are made of cast iron, stone, pressed metal, terra cotta, stained glass, wood and patterned or colored brick.

### Recommendations:

- Regularly inspect the exterior building surfaces to provide early detection of potentially harmful conditions which could result in the loss of character defining features or the building itself.
- Masonry surfaces and mortar joints should be checked for signs of dirt build-up, cracking or spalling, masonry or mortar softness, deterioration and white streaking (efflorescence).
- Peeling, mildewing, cracking, disintegrating paint, insect damage, warping, deterioration of caulking and wood decay are some of the warning signs to look for on wood surfaces.
- Corrosion or rust and sagging or missing segments of metal details can often be repaired.
- The causes of deterioration such as failed flashing, leaking roofs and gutters, capillary action, extreme exposure to the weather and others should be identified and appropriate action taken to correct the problem to prevent recurrence after the building is repaired.
- Buildings should have proper drainage systems which expel water onto surfaces that slope away from the building at the ground level. Gutters, downspouts and other devices should be properly installed and in good working condition.
- Check for potential water penetration and damage around building joints such as the cornice and roof, door and window surrounds, sills and lintels, facade materials and decorative features and at joints between two different materials.
- For building elements which are currently painted, maintain the surface to protect the material beneath.



## Wall Detail & Decoration

## Wall Detail & Decoration

*When cleaning a building always remember to use the gentlest means possible and try a test on an out-of-the-way site before undertaking the entire building.*

### Cleaning & Removing Paint

Removing years of built-up dirt, grime and paint is one way to enhance a historic building's appearance. Cleaning the facade of masonry buildings helps protect the surface by removing particles that can accelerate deterioration. Water and steam cleaning are usually the safest methods of removing dirt and grime from a building's surface. A low pressure water or steam cleaning, accompanied by gentle manual scrubbing and using a mild cleaner for stubborn dirt, is the recommended method.

It is not always necessary to remove paint from historic surfaces unless the old paint is in poor condition, or building details are hidden beneath layers of paint. The gentlest means possible should be used in cleaning or removing paint on the exterior of these historic buildings to protect the surface from further damage and erosion. Paint can be removed from masonry surfaces with water-rinseable alkali and solvent-based chemicals applied by brush and removed with a medium-pressure water or steam spray. The chemical reaction of these products with the building surface should be tested prior to use to ensure compatibility.

Paint on wood surfaces should only be removed to the next sound layer of paint using the gentlest method possible. However, there are conditions such as blistering, deep cracking and peeling, that reveal the bare surface of the wood, which can only be corrected by removing all the layers of paint and then applying a new paint surface. Remove all rust on metal surfaces before repainting with a rust-inhibiting primer and paint.

#### Recommendations:

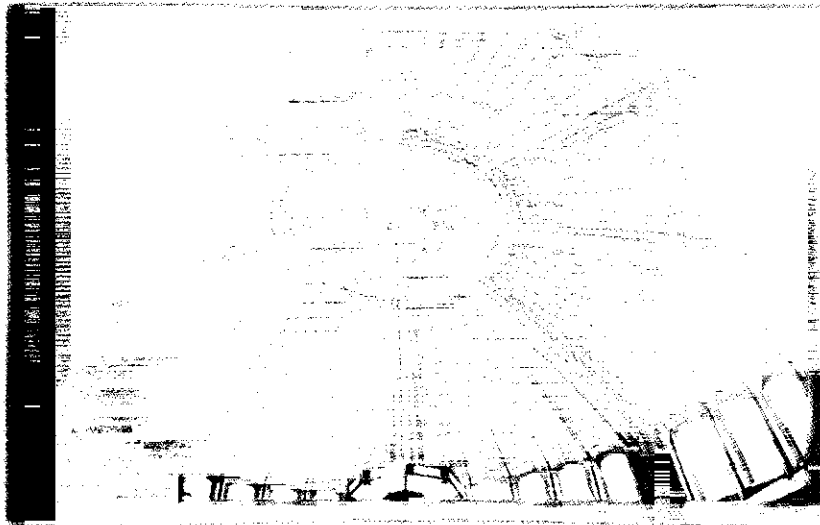
- Avoid cleaning or removing paint by blasting with sand, grit, chips, shells, beads or other abrasive substances that will damage building surfaces.
- Methods of cleaning that will leave a building surface wet when frost is expected should also be avoided. The water on the surface can freeze and subsequently thaw, resulting in the destruction of the building's materials.
- Painted building surfaces should be repainted.
- Unpainted stone, terra cotta or masonry surfaces should not be painted.

## Repair

The recommended repair and replacement of building materials varies according to the type of material and the extent of the deterioration. The repair and replacement methods used should protect and preserve as much of the original building material as possible. When the replacement of a material is necessary, it should match or be compatible with the original in character, scale, material, texture, design and composition.

### Recommendations:

- Repairs to mortar should duplicate the composition, strength, color and texture of the original. Mortar joints should also be duplicated in width and joint profile.
- Waterproofing sealants should not be used on original masonry surfaces because they trap moisture and promote spalling.



Fairlie  
  
Poplar

Wall Detail  
& Decoration

Fairlie  
Poplar



# Special Design Features

## Awnings

The use of awnings on storefronts, entries and upper facade windows is visually, functionally and historically appropriate for the commercial buildings in Fairlie-Poplar. They provide shade and protection for pedestrians, reduce glare into the building and can be used to visually identify a business. In some instances, awnings can hide inappropriate alterations. Operable awnings can help maximize energy efficiency by reducing heat gain in the summer and warming the interior in the winter.



## Special Design Features

*Awnings provide shade and protection for pedestrians, reduce glare into the building, visually identify a business and can hide inappropriate alterations.*

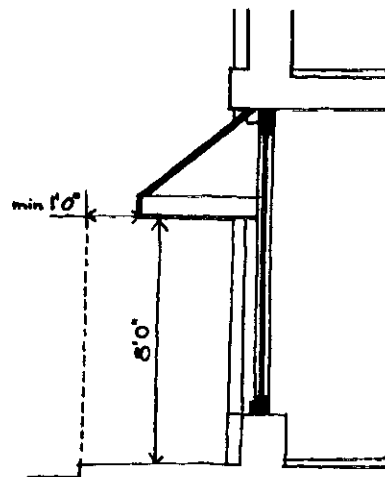
# Fairlie Poplar

## Special Design Features

*Awnings help maximize energy efficiency by reducing heat gain in the summer and reducing heat loss in the winter.*

### Recommendations: ■

- On a single building, awnings should be coordinated in color, style, material and attachment method to achieve a unified building facade.
- The awning frame should be the same shape and fit within the storefront, window or door to which it is being attached.
- Storefront awnings should be positioned either above the display window and below the transom windows, or above both the display and transom windows but below the signboard area, cornice or spandrel.
- Awnings should be mounted with a minimum clearance of eight feet above the sidewalk and a minimum of one foot inside the curb line.
- Signs on awnings should be silk-screened or sewn onto the awning fabric.
- When attaching the awning to the building, avoid damaging or covering historic building materials and features.
- Awning fabric which uses more than two colors, not including the sign, is not recommended.
- Balloon shaped and internally-lit awnings are not recommended because they do not complement the historic nature of the district.

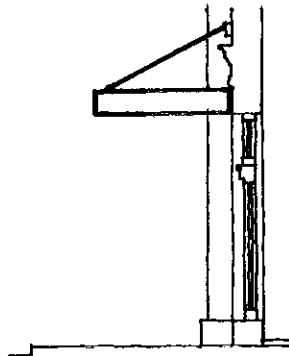
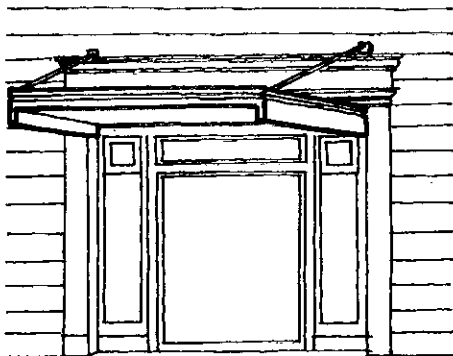
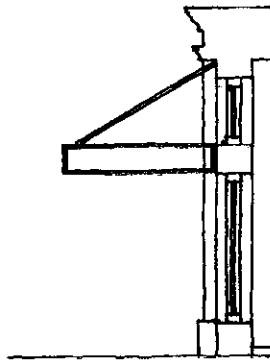
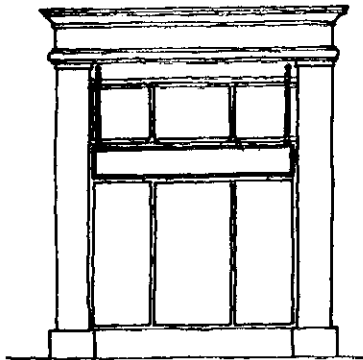


## Canopies

Fixed canopies are currently found on some of the historic buildings in the district. The canopy is usually supported by a metal frame and attached to the building facade by diagonal tie-rods or chains. They are generally located on the lower level of a building, above the main entrance and serve the same functions as awnings. Visually, they can call attention to the building facade and reinforce the entrance.

### Recommendations: ■

- The location and design of historic canopies should be retained.
- Multiple canopies used on a single building should have the same color, material and attachment method.
- The size of the canopy should fit within the enframed storefront or entrance to which it is being attached.
- Canopies should be positioned either above the display window or entrance and below the transom windows, or above the display and transom windows and entrance, but below the signboard area, cornice or spandrel.
- Canopies should be mounted with a minimum clearance of eight feet above the sidewalk and at least a minimum of one foot inside the curb line.
- When installing the canopy, avoid damaging or covering building materials or features.
- Water runoff from canopies should be controlled.



Fairlie  
Poplar

## Special Design Features

*Canopies can distinguish the main entrance of a building with multiple entries while protecting pedestrians from the elements.*

*Keeping gutters and downspouts in working order is one of the most important things an owner or manager can do to properly maintain a building.*

## Gutters & Downspouts

Gutters and downspouts direct water from the roof away from the facade of the building and protect the wall surface from water penetration. The maintenance and repair of this building feature is extremely important to the preservation of historic facade materials, details and ornamentation.

### Recommendations:

- The location and design of original gutters and downspouts should be retained.
- Damaged or deteriorated gutters and downspouts should be repaired.
- The placement and design of new gutters and downspouts should not damage or cover facade materials or details and should be compatible with the character, scale and materials of the historic building.

## Fire Escapes

Some structures in the district still have metal fire escapes located on the exterior facade of the building. Some are relatively plain in design and others have more decorative features.

### Recommendations:

- The location and design of original fire escapes should be retained when possible.
- Damaged or deteriorated fire escapes should be repaired and maintained.
- New fire escapes should be located on the side or rear facades of historic buildings.

## Building Identity Names

When many of the historic buildings were constructed, it was popular to include the name of the business or building in the design of the lower level of the facade. This feature appears to have been more popular in the design of the taller buildings in Fairlie-Poplar where the building or business name was often located over the lobby entrance(s). The placement of the building name over the lobby entrance(s) was another method used to distinguish the office building entry from the retail and service storefronts on the lower facade.

### Recommendation:

- These names should be treated like any other decorative facade element.

## Roofs & Roof Elements

Roof design and roof elements such as utility buildings, dormers, roof vents and chimneys are often not visible at the pedestrian level, especially on taller structures. However, they often can be viewed from many of the adjacent buildings within the district and its vicinity.

### Recommendation:

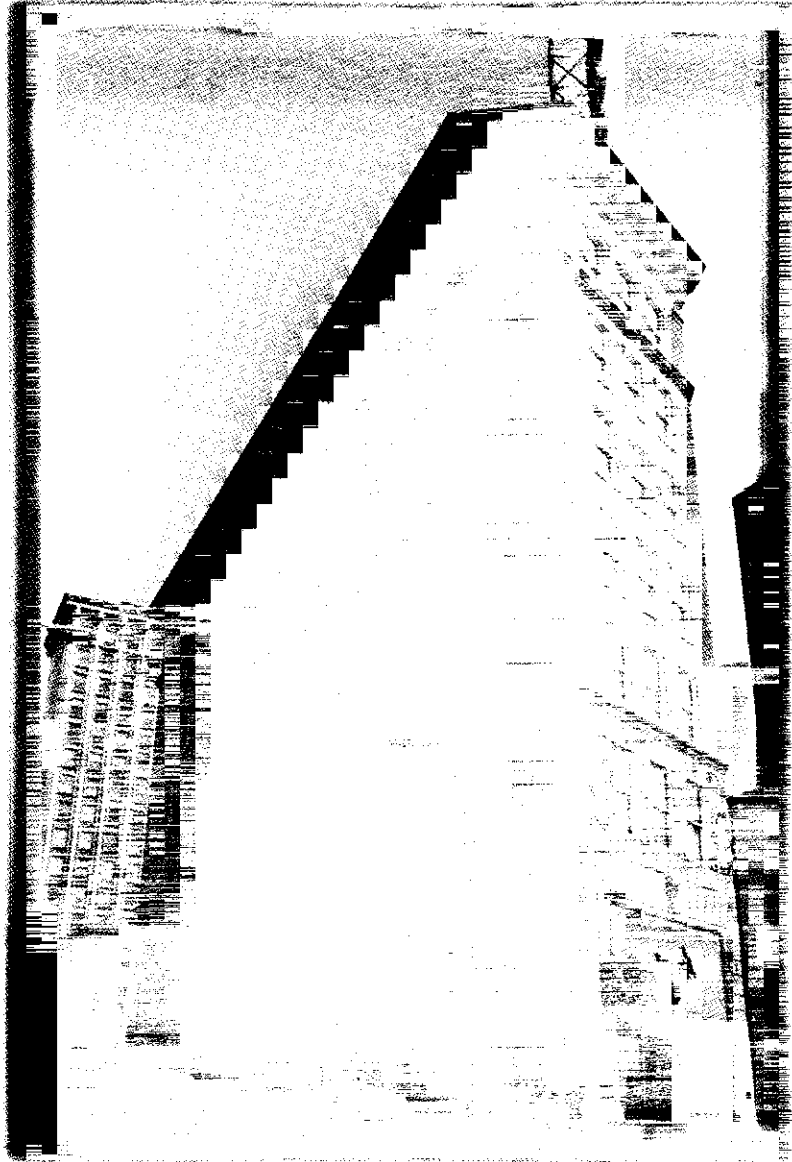
- New roof elements, such as mechanical rooms, elevator penthouses, roof access structures and equipment, should be located so they are not visible from the pedestrian right-of-way or have a detrimental impact on the historic character of the historic building. Appropriate screening methods are recommended.



## Special Design Features

*With a little advance planning and consideration of the site lines from the sidewalk, new roof elements can be added without detracting from the appearance of the building.*

Fairlie  
Poplar



# Signage

## Business Signs

Signs are a prominent visual element in the district, particularly in areas of concentrated retail and service businesses. The design, size, number and placement of signs not only contributes to the overall street environment and character, but also identifies individual businesses, provides information about products which are sold and reflects the image of the establishment. The property owner or building manager should note that this section regarding signage has two parts—the recommendations for signage appropriate to the Fairlie-Poplar District followed by the City's Zoning Code regulations for the Special Public Interest District-1 (Central Core), of which Fairlie-Poplar is a part.

Signs also play an important role in the attractiveness and appearance of the district. However, excessive size, quantity and information on signs on a building facade or storefront area can create visual clutter which detracts from the street environment and the building's character, making it harder for a potential customer to identify the location of a business. Because the type and placement of business signs strongly influence the perception of the establishment, building and district, signs should be well designed, appropriately located and properly maintained on buildings and storefronts.



## Signage

*The business sign an owner selects not only identifies the business, but also sets the tone for that establishment and the whole district.*

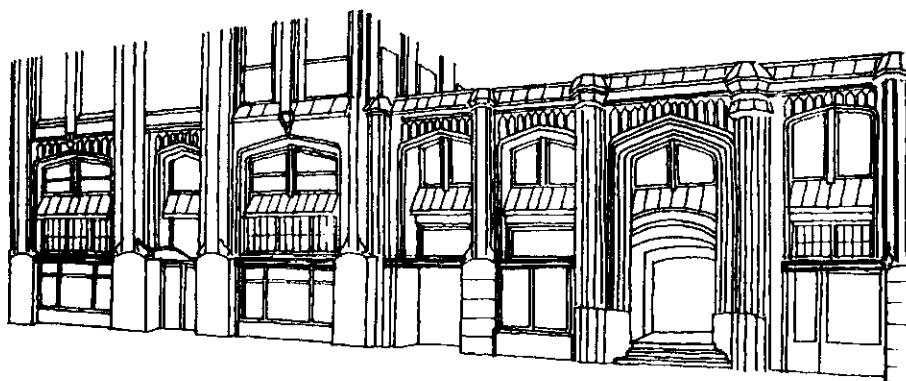
## Signage

Multiple signs on a single building and, in particular, the building's storefront or window area(s), should be coordinated in design, type, style and size; should be compatible with the characteristics of the individual building location; and should be the appropriate size in relationship to the scale of the storefront window, building and street.

Preservation of signs should be undertaken when they are significant or meaningful to the history of Fairlie-Poplar, enhance the ambiance or commercial character of the streetscape, and identify or are associated with the location of the district. Such preservation, protection and maintenance should be implemented using approved procedures for cleaning, refinishing and repairing.

### Recommendations:

- Signs should not damage, cover or obscure the cornice, facade ornament, windows or similar building features or materials, nor should the removal or installation of a business sign damage historic building materials and elements.
- The suggested square foot sign area for a single building facade should not exceed two times the linear street frontage of the building.
- Electronic signs and message boards are not recommended.
- Avoid the use of nationally distributed signs, general advertising signs, vacuum formed signs with white or light colored backgrounds, internally lit signs (excluding neon signs) and free-standing signs.

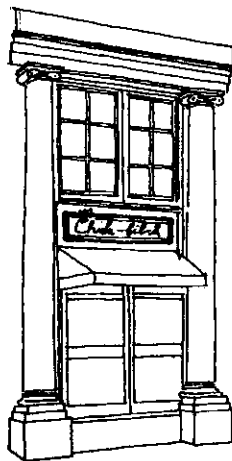


## Applied Wall Signs

Applied wall signs are usually located above the store entrance so the business can be easily identified by the customer. The area directly above the storefront display and transom windows and below the cornice, structural beam or windows above is often a wide wall surface or signboard area where it is appropriate to place an applied wall sign. Sometimes this area will be denoted by a patterned or relief brick design, or by a wood design, which defines the maximum width and height of the signboard.

### Recommendations:

- For buildings which house multiple businesses, an applied wall sign should be located directly above the storefront, between the enframing vertical piers or columns and within the sign board area.
- For buildings with a single business, an applied wall sign should be located centrally on the facade within the appropriate signboard area.
- The applied wall sign should not cover patterned or relief brick design, wood design or other elements defining the signboard area.
- The recommended number of applied wall signs for each business is one sign per street frontage.



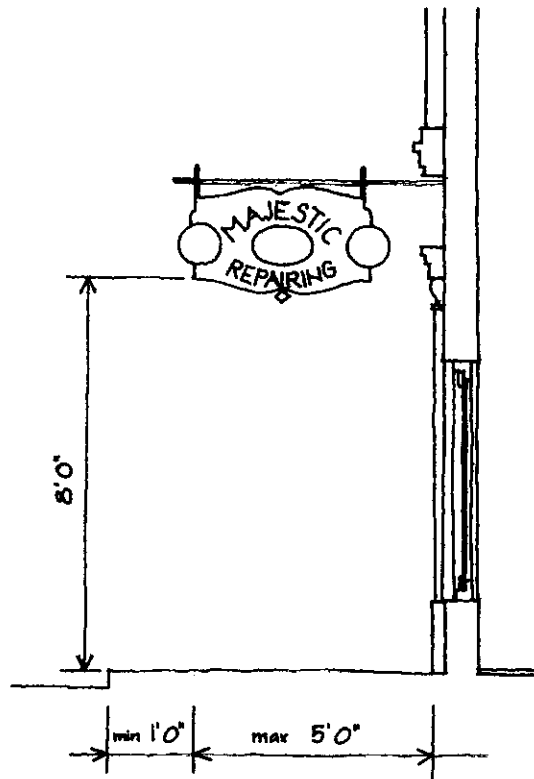
*A sign should never be so large as to overpower a facade or obscure a building's architectural features. Think of the sign and the building's facade as working together to advertise the business.*

## Hanging Signs

Hanging signs produce a rhythm along the street and usually identify the business or building entrance. The coordination of the size, materials and location of hanging signs can further unify a building facade and create a pleasant pedestrian environment.

### Recommendations:

- Hanging signs should be mounted perpendicular to the building facade on the lower level or base of a structure and should be located near the business or lobby entrance.
- Hanging signs should have a minimum clearance of eight feet above the sidewalk, project no further than five feet from the face of the building and be a minimum of eighteen inches inside the curb line.
- Hanging signs designed for single storefronts should be eight square feet or less. However, hanging signs designed for a two story base, which identifies a single business or use on the entire lower level or the upper floors of the building, could be larger in size. The sign should be in scale with and proportional to the building's base.



## Display Window & Entry Door Signs

Display window and entry door signs are traditional signs found throughout the Fairlie-Poplar District. Permanent window signs are usually painted directly on the glass or constructed of applied vinyl letters. Gold leaf can also be used to make elegant window and door signs and is often used to identify a building's street address. Neon or stained glass signs hanging on the interior of display windows are also an attractive alternative which maintains the transparency of the storefront area.

### Recommendations:

- Temporary and permanent display window and entry door signs should be designed so that they do not obscure the view into the business.
- Permanent display window and entry door signs should not occupy more than 15 percent of the total glass area on which they are displayed.
- Avoid using vinyl lettering or other letters with solid backgrounds.



## Signage

*Quality of workmanship and construction are vital to the success of the sign and the business it advertises.*

## Upper Facade Window Signs

Upper facade window signs advertise businesses and offices located above the storefronts or street level of a building. These signs are historically painted directly on the glass or made of gold leaf and are located on one or several office windows.

### Recommendations:

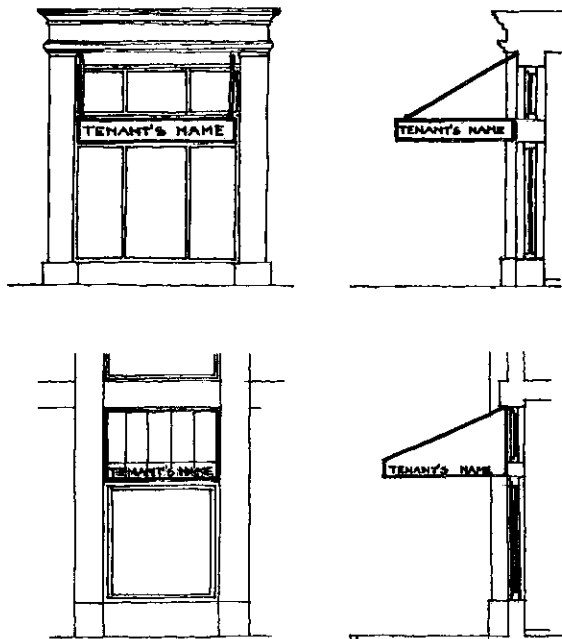
- Upper facade window signs should be executed in gold leaf, paint or neon and should follow the same guidelines as display window signs.

## Signs on Awnings & Canopies

Signs on awnings and canopies are another method used to identify businesses in commercial areas. The locations of the most attractive awning and canopy signs are coordinated on an entire building.

### Recommendations:

- The placement of awning or canopy signs should be consistent on a single building.
- Awning signs should be applied either to the front and/or side of the valance or return or on the sloped surface of the awning fabric.
- Canopy signs should be limited to the front and/or side fascia.
- Lettering and/or graphics should not occupy more than 65 percent of the surface plane on which it is applied.
- The sign colors should be compatible with the design and color of the building's awning or canopy.



## The City's New Sign Ordinance

The City of Atlanta passed a new sign ordinance on August 18, 1994. Now all the regulations for signage have been consolidated into a new Chapter 28A of the Zoning Code. The sign regulations which would apply to the Fairlie-Poplar District are those established for Special Public Interest District-1 (Central Core). If you have questions concerning the new sign ordinance, you can contact Milton Jackson, Chief Zoning Review Officer for the City of Atlanta, 330-6175.

### The new sign ordinance includes the following provisions.

- Wall signs, projecting signs, canopy signs, parapet wall signs, suspended signs and marquee signs are permitted.
- Animated, flashing, and changing signs are permitted.
- Neon signs are permitted.
- Each business establishment located on the ground floor of a building shall be permitted a maximum of three business identification signs. The combined area of the three signs shall not exceed ten percent of the total area of the front wall of the ground floor of the business establishment, but each business shall be entitled to at least 60 square feet. None of the three signs can exceed 200 square feet.
- All existing signs, which do not meet the new regulations, are grandfathered.
- The City's new sign regulations will be applicable to your business establishment when you apply for a new sign permit.



## Signage

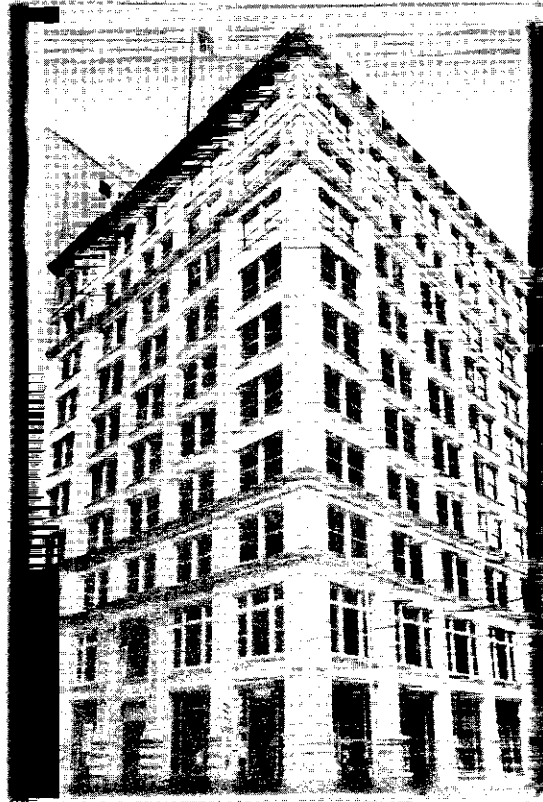
*If you have an historic sign you might want to consider having it repaired, because all existing signs, even if they do not meet the City's new sign regulations, are grandfathered.*

## Historic Building Markers

National Register markers have been mounted on the corners of the designated buildings in Fairlie-Poplar. However, a building marker program could be started and used to identify the historic and architecturally significant buildings' construction dates and may also include a brief description of the buildings' histories which can be used to educate visitors.

### Recommendations:

- The size of historic markers should be appropriate for the scale of the building and the marker location.
- Historic markers should be made of cast metal or other durable materials.
- The design and text of the historic marker should be legible and clear.
- Historic markers should be securely attached to prevent theft and should lay flat against the building wall. They should be located at eye level or approximately 58 inches above the ground and should be positioned near a building entrance or another area of high visibility.
- Historic markers should not damage, cover or obscure historic building materials or elements.



# Security

There are several ways to increase building security in the Fairlie-Poplar commercial area. Traditional security systems include various types of security doors or grilles which may be electronically linked with private security businesses or public safety offices. The second method to consider is illuminating the exterior of the building, which not only increases the security of the structure, but also can increase the safety of pedestrians in the area.

External security systems can help secure storefronts, windows, building entrances and doors after business hours. However, obtrusive security systems can reinforce the perception that an area is unsafe, particularly after dark.

The design and installation of retractable security grilles or doors can provide building protection and views into a store or business where window shopping is desirable. Some security systems are attached to, and pull down from, the enframing structural beam or the underside of an awning or canopy. Scissor-guard systems are usually mounted to the vertical enframing piers or columns.

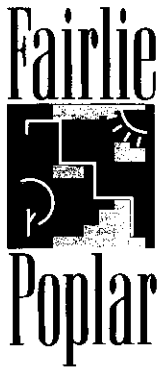
## Recommendations:

- Whatever type of system is chosen, it should fit within the storefront, window or door to which it is attached and should be fully retractable during business hours.
- Security grilles or doors should not be opaque; the pedestrian and/or security guard or police should still be able to view the interior of the protected space.
- The housing and shields for external security systems should be painted the same color as the entrance surround to which they are attached, and the attachment of security systems should not cover or damage significant architectural features.



# Security

*By utilizing security grilles and doors which are of see-through construction, window shoppers can view your displays and the police can visually inspect your premises after business hours.*



## Illumination of Building Facades

*By lighting the building facade, the sidewalk is also illuminated, thereby creating the perception of a safer pedestrian zone.*

## Illumination of Building Facades

The illumination of a building at night can dramatically highlight its architectural characteristics and provide additional security after business hours. Exterior lighting can increase the recognition, beauty and security of a building and the surrounding area; enhance the desirability of working or living in the building, thereby increasing its occupancy rate; reduce the opportunity for undesirable activities; and improve the activity and perception of the district after dark.

### Recommendations:

- The lighting design of a building should emphasize important architectural features and details of the facade.
- Light sources should provide true color rendition and should be masked to protect vehicles and pedestrians from glare.
- Electrical conduits should be buried or hidden from view.
- Avoid using multicolored or programmed lighting.

Fairlie  
Poplar

