

Appendix A:

Jackson Town Center Overlay Design Guidelines and Historic Properties

(Note to reader: Appendix A contains two sets of design guidelines. For the purpose of this survey the Historic Preservation Design Guidelines have been separated out and are linked to Part 1 of the survey.)

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CONTENTS

- 3 INTRODUCTION**
- 4 SECTION 1: TOWN CENTER AREA 1 & TOWN CENTER AREA 2
DESIGN GUIDELINES**
- 6 Additional Understanding of Western Character**
- 8 Applying the Design Guidelines to Area 1 and Area 2**
- 9 Example Design Guidelines Format**
- 10 Pedestrian Access and Connectivity**
- 11 Street and Ground Level Interest & Shelter**
- 13 Architectural Character**
- 14 Building Height/Stories**
- 15 Building and Roof Form**
- 17 Façade Design**
- 18 Building Articulation**
- 20 Building Materials**
- 24 Architectural Detail**

INTRODUCTION:

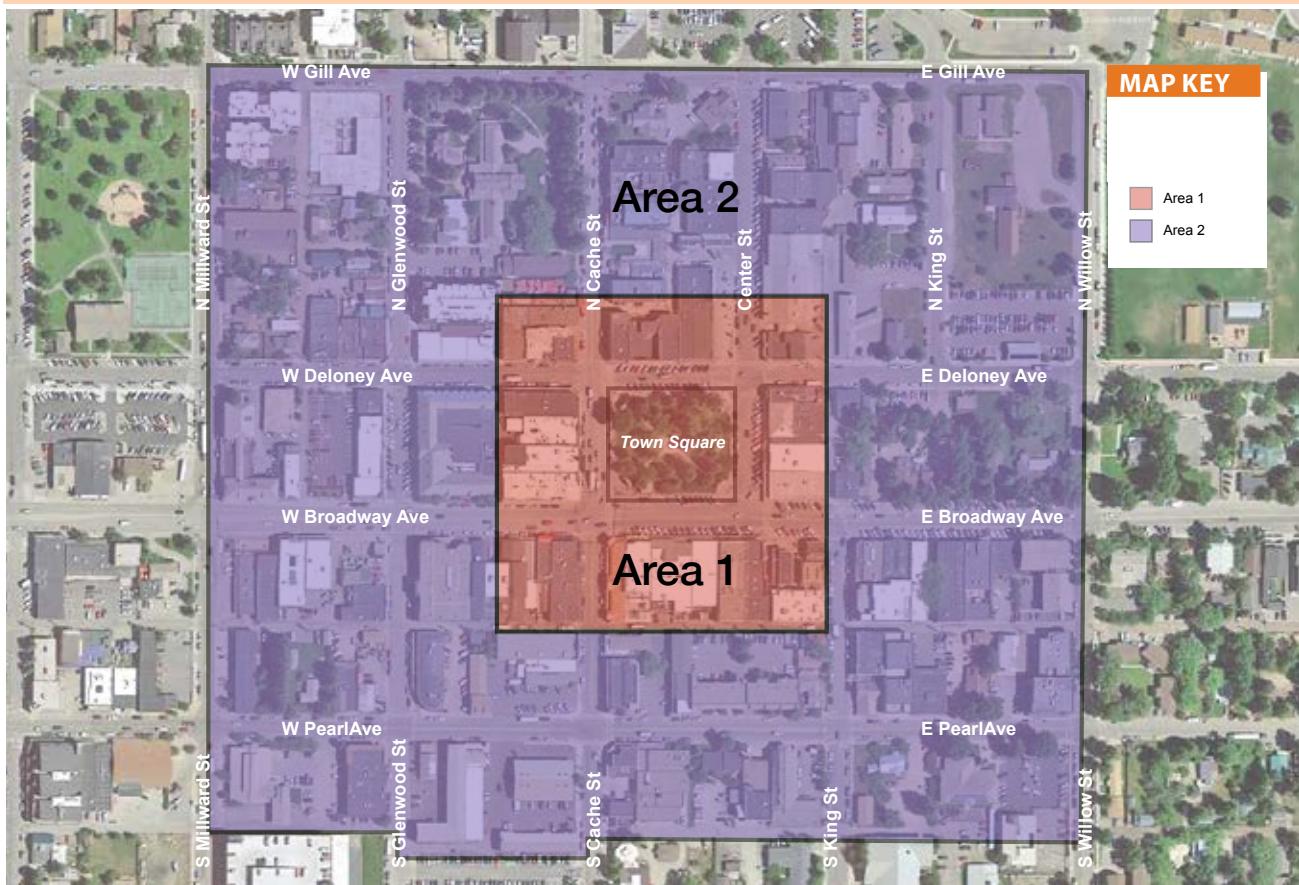
This appendix supplements the design guidelines that appear in the main body of this document and apply specifically to **Town Center**

Design Overlay Area 1 and Area 2, and Historic Properties town wide.

The appendix is organized in two sections:

- Section 1 provides design guidelines for new buildings and additions in Town Center Design Overlay Area 1 (Area 1), and Town Center Design Overlay Area 2 (Area 2), and
- Section 2 provides design guidelines for the rehabilitation of historic properties.

Town Center Design Overlay Map



SECTION 1: AREA 1 & AREA 2 DESIGN GUIDELINES

Background Policy related to Area 1 and Area 2

For Area 1 and Area 2 the appendix focuses on interpreting what Western Character means, since maintaining a sense of Western Character is a policy in the community's Comprehensive Plan. Excerpts from the Jackson/Teton County Comprehensive Plan (06 April 2012) that identify "Western Character" are noted below:

Principle 4.1 - Maintain Town as the central Complete Neighborhood

Policy 4.1.a: Promote a complete Town of Jackson

...All subareas will each have some of the components of a Complete Neighborhood appropriate for that subarea and will collectively contribute to enhancing Town as the community's central Complete Neighborhood. However, not all components of a Complete Neighborhood will be provided in all subareas of Town, as each distinct subarea will have its own defined character and role...

Policy 4.1.c: Promote compatible infill and redevelopment that fits Jackson's neighborhoods

...The Town Character Districts provide specific guidance for infill and redevelopment projects, consistent with the desired character for each Subarea of Town...

Policy 4.2.e: Protect the image and function of Town Square

Town Square is Jackson's major tourism draw and can be described as the "heart of the heart". As such, it is the area that evokes the greatest amount of sentiment and concern regarding architecture, scale and character. This area will be subject to the highest level of design standards, particularly for block faces on the Town Square.

District 1: Town Square (TS1)

Existing and Future Desired Characteristics include:

"The Town Square District is the historic center of Jackson Hole and the central gathering space for residents and visitors alike. The district is home to iconic buildings and public spaces, including the Cowboy Bar, George Washington Memorial Park (the "Town Square"), and the sawtooth building profiles surrounding the Town Square. Preserving the existing western character and heritage found in the buildings and public spaces in this district will be key to maintaining the existing character. The district is the center of the visitor experience in Town and plays an important role in defining our community's western heritage and overall community identity."

1.1: Inner Square (character defining features)

"This STABLE Subarea will focus on maintaining western character by retaining or replicating the existing built environment. Building heights directly fronting the Town Square should not exceed two stories. Buildings should be located near the street to create an attractive street front. A desired western architectural style and approach will be defined. The continuation of covered wooden boardwalks is vital to maintaining the desired western character."

1.2: Outer Square (character defining features)

This STABLE Subarea will focus on maintaining western character consistent with the existing character of the district. Building heights will be allowed up to three stories, in order to provide lodging, residential and other non-residential uses. Buildings should be located near the street to create an attractive street front. A desired western architectural style and approach will be defined. The continuation of covered wooden boardwalks is vital to maintaining the desired western character.



DEFINING WESTERN CHARACTER

This set of design guidelines further defines the term Western Character to add clarity to how it is interpreted for the design of new infill buildings, additions and other types of improvements within Area 1 and Area 2. The language below was derived from a public outreach process tasked with what Western Character meant to the community in regards to the built environment.

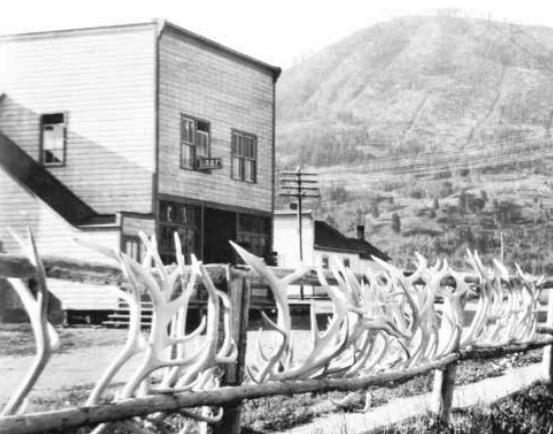
Western Character is a broad set of characteristics that are a part of the design traditions of the community and that appear in a variety of earlier building types and styles. It includes building forms, materials and details that may be combined in a variety of ways. As such, Western Character embodies an approach to design, not a specific style.

These guidelines address the key design variables embodied in Western Character. The intent is to convey a sense of authenticity and not require using historical styles. The purpose is to avoid confusing the genuine history of the community with imitations of historic styles.

Historic Precedents of Western Character

Historic photographs document precedents for Western Character in downtown Jackson. They show a range of buildings that vary in form, materials and detail, yet all were part of the town's heritage and contributed to its character. Each early building had a sense of relatedness with others. It exhibited a sense of authenticity, with practical responses to functional needs, the availability of craftsmen and materials, and climatic influences. This resulted in these features:

- Building forms were simple and functional. Some had false fronts with stepped parapets that followed the gable roof line hidden behind. Others had exposed gabled or similar sloping roofs that were key parts of their basic building forms. Details and ornamentation were used sparingly.
- Designs responded to environmental conditions: Awnings and canopies sheltered walkways and sloping roofs directed snow away from entrances.
- Buildings conveyed a sense of community: They were oriented to the street and scaled for walking.
- Natural materials were used: These were muted, with matte finishes, often even rustic. Many were locally sourced.
- Buildings connected to the street: Storefronts and porches signaled links to the public realm.
- Buildings had a sense of human scale: Building forms and design features were of sizes that relate to human scale. The repetition of storefronts, canopies and other openings along the street is an example.



Traditional design precedents in these images include:

- flat roof with decorative cornice
- wood framing with stamped metal panels
- more ground level transparency with divided window panes

Top image

- upper level double-hung window pattern with divided window panes with lintels
- storefront (although difficult to see the first floor is highly transparent)

Bottom image

- flat roof with -simple cornice
- wood lap siding
- simple wood trim
- upper level double-hung window pattern with divided window panes with lintels
- decorative use of antlers appears across the street on simple timber fence



Many commercial buildings have traditional storefronts at the street level with large areas of display windows that are a part of Western Character. A traditional storefront has these features:

- A large area of glass as display windows, often composed of a set of smaller panes in frames
- A short stem wall (a bulkhead or kickplate) at the base, which supports the display windows
- An entrance which is clearly defined, often with double doors that are recessed.

Other buildings have a more residential character at the ground level, with smaller windows and a greater proportion of solid wall. They often have:

- A gabled porch as an entry
- Overhanging eaves, often with exposed rafters.



Historic photographs document precedents for Western Character in the heart of Jackson. They show a range of buildings that vary in form, materials and detail, yet all were part of the town's heritage and contributed its character.

Traditional design precedents in these images include:

Top left image

- lodging building with sloped roofs, and roof dormers
- clearly defined entries
- stone and brick base with, upper-story material change (stucco with exposed timber)
- upper and lower level double-hung window pattern with shadow lines at windows
- articulation techniques (wall offsets)

Top right image

- cross-gable roof with dormers
- chinked log construction
- overhanging eaves
- exposed rafters
- more ground level transparency with wood trimmed double-hung windows, divided window panes, and shadow lines at windows
- porch entry feature
- vertical timber bell tower with hip roof
- articulation techniques (wall offsets)

Left image

- commercial building with sloped roofs
- wood lap siding with simple trim
- wood trimmed double-hung windows, divided window panes, with shadow lines
- ground level storefront with divided windows
- clearly defined entries
- articulation techniques (covered boardwalk)
- shadow lines at windows



Top left image

- *commercial building with parapet and sloped roofs (false front)*
- *wood trimmed double-hung windows, with arched trim, and shadow lines*
- *clearly defined entry*
- *shadow lines at windows*

Top right image

- *row of commercial building with stepped parapets and sloped roofs (false front)*
- *storefront (although somewhat difficult to see, but many of the first floors are highly transparent) with some clearly defined recessed entries*
- *horizontal alignment of kickplates and transoms*
- *shadow lines at windows*



APPLYING THE DESIGN GUIDELINES TO AREA 1 AND AREA 2

Area 1

Around the Town Square, the interpretation of Western Character should be more rigorous than in Area 2. In Area 1, buildings should maintain a predominately two-story experience on the site, and a more limited palette is appropriate for primary materials. Some height exception may be appropriate as a historic incentive for some historic buildings (see [Historic Preservation Ordinance](#)). Covered walkways sheltering boardwalks should be a key part of the pedestrian experience, and maintaining views to key landmarks and the mountains are particularly important.

Area 2

Buildings in Area 2 should still convey a sense of Western Character, but may do so a bit more broadly. Taller buildings are appropriate when they are designed to maintain a predominately two-story experience at the street edge. More variety in primary building materials is also appropriate here, but still should be within the range of those seen traditionally. Addressing the street edge and providing shelter at building entrances is important, but covered walkways are not required. Historic preservation incentives are also available.

EXAMPLE DESIGN GUIDELINES FORMAT

The design guidelines in this document use a standard format. This format includes a series of six items, which are noted and described in the diagram below.

(A) Design Topic Heading

This is shown in bold, is numbered, and is always at the top of the page.

(B) Intent Statement

The intent statement follows the design topic heading. It explains the goal of the design guidelines that follow. If an application does not specifically meet one of the design guidelines, it can be reviewed using the intent statement. Most of the intent statement for a topic applies to both areas, but in some cases some specific language may apply to Area 1, or Area 2. If this occurs, it will be noted within the intent statement for easy reference.

(C) Design Guidelines

Design guidelines describe an intent or desired outcome. They are numbered for easy reference. Most design guidelines apply to both areas, but in

some cases may apply only to Area 1, or Area 2. If this occurs, it will be identified by a subhead above the design guideline for easy reference. In some cases, a design guideline may be repeated to make it clear to the user when additional information under the guideline applies to a specific area.

(D) Additional Information

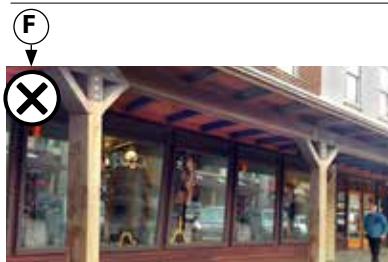
This information is found in a bullet list that follows a design guideline, where applicable. This provides appropriate and inappropriate strategies for meeting the intent of the design guideline.

(E) Further Detail

Further sub-bullets are provided for some design guidelines and provide even more detail.

(F) Images and Illustrations

Visuals are included to clarify the intent of the guideline. Captions provide more detail about how the image is to be interpreted.



A storefront allows views to activities inside the building on a street-facing facade. These display windows are inappropriate since the windows are not set into the wall..

Appropriate and Inappropriate Solutions

In many cases, images and diagrams in the design guidelines are marked to indicate whether they represent appropriate or inappropriate solutions.

 A check indicates appropriate solutions.

 An "X" mark indicates solutions that are inappropriate,

STREET AND GROUND LEVEL INTEREST & SHELTER

(B) Design Intent:

Area 1 and Area 2 are the town's central visitor experience. Therefore, the building design at the street and ground level where there is pedestrian traffic should provide visual interest, and some protection from seasonal change (sun in the summer and snow/ice in the winter.)

Area 1 & Area 2 Design Guidelines:

(C) 1.78 Provide visual interest to pedestrians by incorporating alternative wall treatments at the ground level where there may not be as many windows or storefronts.

(D) a. Alternative wall treatments include:

- » Window display cases
- » Wall art
- » Architectural detailing
- » Landscape planters (Area 2 only)
- » Outdoor dining space
- » Canopies (Area 2 only)

(E) →

PEDESTRIAN ACCESS AND CONNECTIVITY

Design Intent:

Area 1 and Area 2 provide the most important experiences for the pedestrian. Therefore, safe, year-round, pedestrian access and connectivity should be provided. It should consider all types/levels of pedestrians, including elderly and ADA accessibility. Pedestrian connectivity refers to the movement of people from the public realm to and through a site. It also encompasses pedestrian connections to adjacent sites. Pedestrian access and connectivity within a site should enhance walkability and provide clear connections to the public realm.

Area 1 and Area 2: Design Guideline:

- 1.1 Provide a physical pedestrian connection between a site and the public realm. Appropriate options include:
 - a. A door that opens directly to a public space.
 - b. A walkway that connects a building to a public space through a setback area.
 - c. A plaza, outdoor seating area or patio that connects a building to a public space.
 - d. When a property is adjacent to a public open space, connect the site to the open space.
- 1.2 Establish an internal walkway system that connects building entries, parking areas and open spaces.
 - a. Consider special paving, distinct lighting, and landscape elements to accentuate a site's circulation system.
 - b. Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
 - c. Size an internal walkway of an adequate width to allow safe pedestrian access.
 - d. Integrate a site's internal walkway system with the public pedestrian circulation system.
- 1.3 Where feasible, and when there is a clear public benefit, consider providing public pedestrian access through a block. Methods include:
 - a. A path connecting two streets through a block.
 - b. A pedestrian walkway integrated with an open space or a retail amenity.
 - c. An alley that is shared by pedestrians and automobiles.
 - d. A path to break up an unusually large block.



Although unoccupied when this image was taken, a plaza, outdoor seating area or patio that connects a building to a public space, parking area or open space is appropriate..



Pedestrian connectivity is provided by a midblock pass through. The walkway is activated with display windows, lighting and architectural features.



Pedestrian access is appropriately directed through an outdoor dining area in this mixed use development.



STREET AND GROUND LEVEL INTEREST & SHELTER

Design Intent:

Area 1 and Area 2 are the town's central visitor experience. Therefore, the building design at the street and ground level where there is pedestrian traffic should provide visual interest, and some protection from seasonal change (sun in the summer and snow/ice in the winter.)

Area 1 & Area 2 Design Guidelines:

1.4 Provide visual interest to pedestrians by incorporating alternative wall treatments at the ground level where there may not be as many windows or storefronts.

- Alternative wall treatments include:
 - » Window display cases
 - » Wall art
 - » Architectural detailing
 - » Landscape planters (Area 2 only)
 - » Outdoor dining space
 - » Canopies (Area 2 only)

Area 1 Design Guidelines:

1.5 Develop the street level to provide visual interest to pedestrians and shelter.

- Clearly define a pedestrian entrance.
 - » Recessed entries are often incorporated.
- Provide a storefront or display window(s) that allow views to activities into the building.
 - » These windows are often composed of a set of smaller panes in frames.
 - » A short stem wall (a bulkhead or kickplate) at the base of the storefront, provides support to the windows.
- A large expanse of blank wall is inappropriate.

A storefront allows views to activities inside the building on a street-facing façade. These display windows are inappropriate since the windows are not set into the wall.

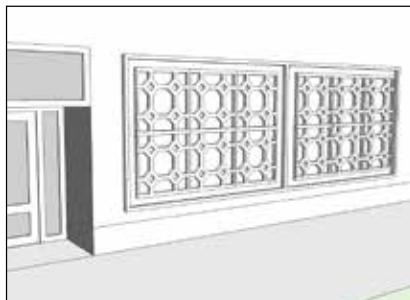


Smaller display window(s) that allow views to activities into the building on a secondary street-facing façade is appropriate in Area 2 for some building types, such as office, or residential.



The intent of a display window is to allow views into the building; however, there may be some cases where another treatment is appropriate to accommodate an interior use and still provide interest at the street level with some transparency. This would be an appropriate approach on a secondary street in Area 2.

Alternative Wall Treatment Options for Providing Street Level Interest



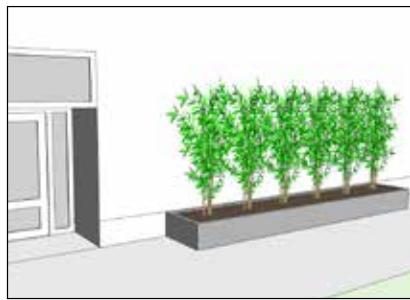
Architectural detail



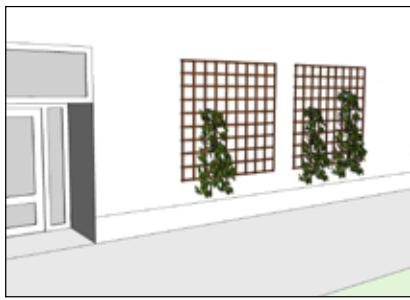
Display windows



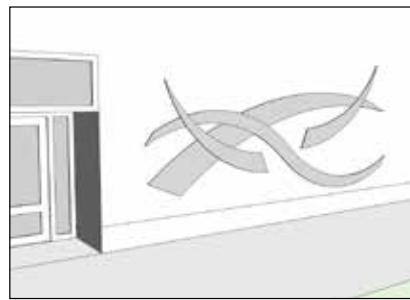
Outdoor dining space



Landscaped planters



Vertical wall landscaping



Wall art



Alternative wall treatments such as wall art are appropriate on blank walls.



Alternative wall treatments such as landscape planters are appropriate.

Area 2 Design Guidelines:

1.6 Develop the street level to provide visual interest to pedestrians and shelter.

- a. For a shopfront building façade, provide:
 - » A covered boardwalk or canopy for a portion of the façade.
 - » A storefront or display window(s) that allow views to activities into the building.
 - » A clearly defined primary entrance(s).
- b. For street-facing residential or lodge buildings provide:
 - » A covered boardwalk, canopy, porches, or similar type shelter for a portion of the façade.
 - » A clearly defined primary entrance(s).
 - » Windows

ARCHITECTURAL CHARACTER

Design Intent:

New construction should appear as a product of its own time while relating to traditional Western Character. In order to assure that historic resources are appreciated as authentic, it is important that new buildings and additions be distinguishable from them, while also being compatible.

Area 1 & Area 2 Design Guidelines:

1.7 Design a new building to reflect its time, while conveying a sense of Western Character.

1.8 Contemporary interpretations of traditional designs and details are encouraged.

- a. A new design for window moldings and door surrounds, for example can provide visual interest while conveying the fact that a building is new.
- b. Contemporary details for new storefronts also can be used to create interest while expressing a new, contemporary Western Character.

1.9 The exact imitation of older historic styles is discouraged.

- a. This blurs the distinction between old and new buildings and makes it more difficult to visually interpret the history of downtown.

Area 1 Design Guideline:

1.10 The exact imitation of older historic styles is discouraged.

- a. In Area 1, where the sense of Western Character should be especially strong, an interpretation of a historic style that is authentic to the area may be considered if it is subtly distinguishable as being new.



New buildings should be distinguishable from traditional buildings, while also being compatible. This new building is located near a residential setting and incorporates some traditional residential design characteristics of the area, including sloped roofs, wood lap siding, and similar window and door proportions; however, it is still distinguishable as new. This would be an appropriate design especially along some of the outside edges of Area 2 near residential settings.



In Area 2, contemporary interpretations of traditional designs and details are encouraged, such as this canopy and storefront system.



In Area 1, where the sense of Western Character should be especially strong, an interpretation of a historic style that is authentic to the area may be considered if it is subtly distinguishable as being new.



In Area 2, while building height maximums are set by the LDRs, a building should be perceived as being predominantly two stories, especially at the street edge. Some portions of a building may be taller.



In Area 2, floor-to-floor heights should appear similar to those of traditional buildings within the overlay area.

BUILDING HEIGHT/STORIES

Design Intent:

Buildings should convey heights that appear similar in scale to those seen traditionally. In Area 1: one & two-story are appropriate; in Area 2: a building should be perceived as being predominantly two stories, especially at the street edge. Some limited portions of a building in these areas may also be taller as allowed by the LDR.

Area 1: Design Guideline:

1.11 Reflect the height of traditional buildings as perceived at the street edge.

- Maintain a one and two-story façade height at the street level. See design standards for exceptions.
- Floor-to-floor heights should appear similar to those of traditional buildings along the block.

Area 2: Design Guideline:

1.12 Reflect the height of existing buildings as perceived at the street edge.

- Maintain a mostly two-story façade height at the street level. See design standards for exceptions.
- Floor-to-floor heights should appear similar to those of traditional buildings within the overlay area.

BUILDING AND ROOF FORM

Design Intent:

Buildings should have simple forms, in keeping with the traditions of Western Character.

The list below identifies some traditional building and roof forms that reflect Western Character:

- Simple rectilinear boxes, especially those of commercial and retail-oriented uses. Other roofs are flat, or have a gabled roof that is concealed with a false front.
- Institutional buildings, including churches, often have distinctive, more varied forms.
- Lodging facilities often have sloping roofs, of gable or hipped forms.

Area 1 & Area 2 Design Guidelines:

1.13 Use a simple building form for a new building or addition.

- a. Basic rectilinear form is preferred with any variation in the form to be subordinate to the overall form. Appropriate ways to vary the form include:
 - » Varying height to reflect different building modules
 - » Increasing the setback for a portion of the front wall
 - » Stepping back an upper floor to maintain a lower scale at the street edge
- b. For a larger building, divide it into smaller modules that reflect the scale of traditional building and lot widths in the area.
- c. Attention to the design of transitions between modules in larger buildings is important; however too much variation, which results in an overly busy design, is inappropriate.
- d. Complement the existing building form when providing an addition.

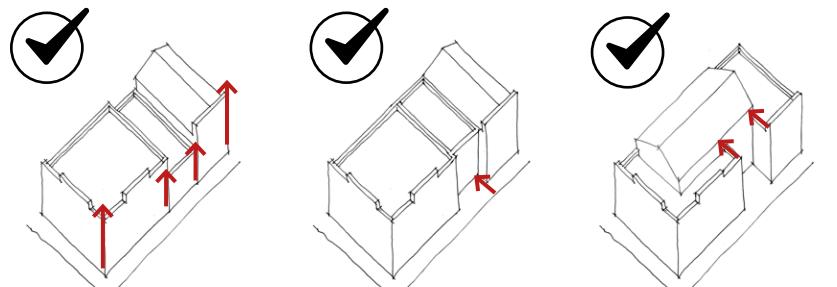


These curvilinear building accents are not subordinate to the rectilinear form and are inappropriate.



For a larger building, divide it into smaller modules that reflect the scale of traditional building and lot widths in the area. This building would be an appropriate design especially along some of the outside edges of Area 2 near residential settings.

Appropriate building and roof form combinations



Variation in height

Wall plane setback

Upper level stepback and wall plan setback

(Insert a side bar referencing the form standards in the LDR)

[Insert a side bar referencing slope standards in the LDR)

Area I Design Guidelines:

1.14 A roof form should be similar to those used traditionally.

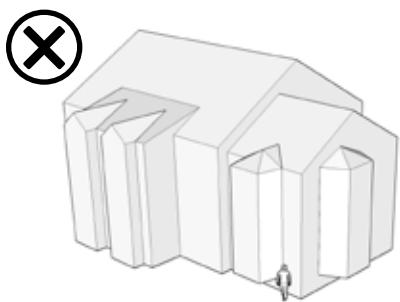
- a. A flat roof is preferred, with a stepped parapet or similar treatment.
- b. A hip roof similar in size and scale to the traditional building on the town square is appropriate .



A flat roof is preferred, with a stepped parapet or similar treatment.



A roof form should be similar to those used traditionally.



Inappropriate complex roof form.

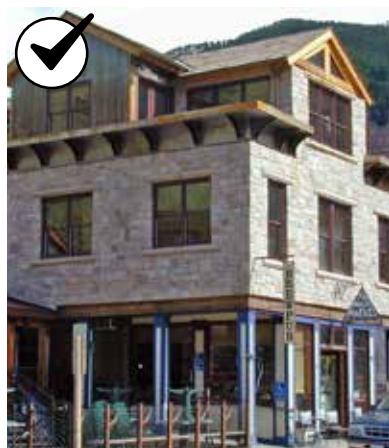
Area 2 Design Guidelines:

1.15 A roof form should be similar to those used traditionally.

- a. A flat roof is appropriate, with some variation in the cornice line on larger buildings.
- b. Sloped roofs are appropriate, and should be a within a similar slope/pitch as traditional buildings. It should include a generous eave overhang to facilitate snow shedding and provide shadows that enhance interest and convey a sense of scale.
- c. A combination of a flat and sloped roof is appropriate; however this should not be overly complex in form.



Sloped roofs are appropriate, and should be within a similar slope/pitch as traditional buildings.



A combination of a flat and sloped roof also is appropriate; however this should not be overly complex in form.

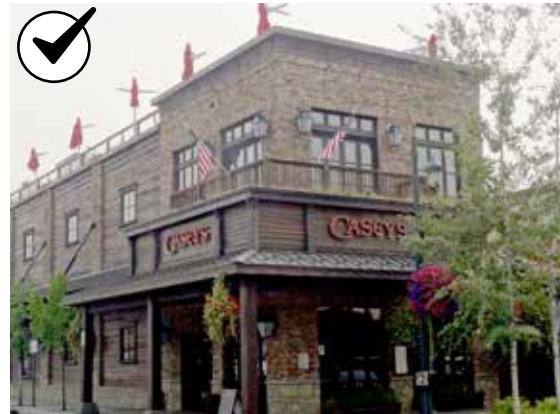


A flat roof is appropriate, with some variation in the cornice line on larger buildings.

FAÇADE DESIGN

Design Intent:

The design of a building façade greatly impacts how it is perceived and its relationship to the street and site. The arrangement, rhythm and proportion of elements like windows and doors are all important factors. The overall composition of a wall is also important. Facades should have an orderly rhythm of elements that break down the building into discernible components. A larger building wall should be designed with smaller components to establish a human scale and add visual interest.



Arrange elements on a façade to create a generally consistent rhythm and sense of continuity.

Area 1 & Area 2 Design Guidelines:

- 1.16 Design a building to incorporate a “base, middle, cap” to divide a façade into separate components.
 - a. Express a traditional base, middle and cap composition with well-defined ground or lower floors and a distinctive but not overly ornate “cap” element framing middle building floors.
- 1.17 Arrange elements on a façade to create a generally consistent rhythm and sense of continuity.
 - a. Use consistent window and door sizes on a façade.
- 1.18 Design a building to provide a vertical scale that is similar to nearby traditional buildings.
 - a. Use similar floor-to-floor heights.
- 1.19 Design a building façade to be compatible with its setting.
 - a. Generally align façade features, such as canopies, windows and roof cornices on parapets, with those on adjacent traditional buildings. This should not be a ridged alignment, but should provide some variation as is does now.



Express a traditional base, middle and cap composition with well-defined ground or lower floors and a distinctive “cap” element framing middle building floors.

Area 1 Design Guidelines:

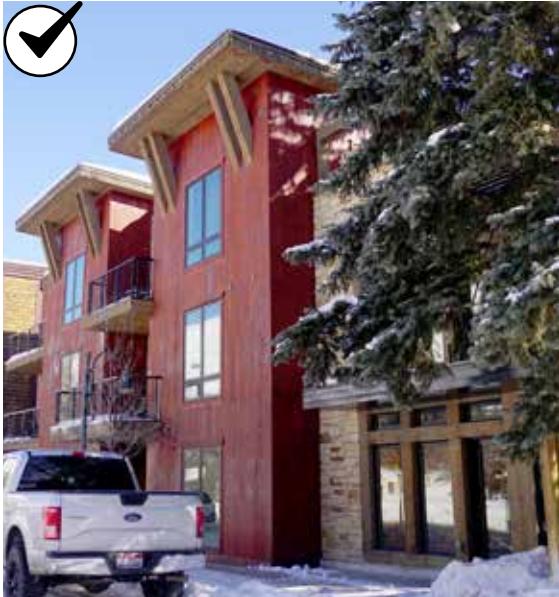
- 1.20 In Area 1, use a transparency-to-wall ratio similar to that found on traditional buildings in the area.
 - a. Provide more transparency at the ground floor, with “punched” window openings provided in the upper floor walls.
 - b. Using large areas of glass is inappropriate on an upper floor.



Provide more transparency at the ground floor, with “punched” window openings provided in the upper floor walls.

Area 2 Design Guidelines:

- 1.21 In Area 2, use a transparency-to-wall ratio similar to that found on traditional buildings in the area; however, using an accent feature with more transparency is appropriate.
 - a. Glazing should be detailed to convey a sense of human scale.



Use vertical and horizontal articulation techniques to convey a sense of human scale in a building façade.

BUILDING ARTICULATION

Design Intent:

A new building should reflect the scale of traditional buildings. Scale includes not just the overall height and width of a building, but also the sizes and proportions of building features, as they relate to each other and to people. Building features are defined by simple vertical and horizontal articulation techniques that establish a sense of human scale, add visual interest, and prevent monotonous walls.

Area I & Area 2 Design Guidelines:

1.22 Use vertical and horizontal articulation techniques to convey a sense of human scale in a building façade.

a. Articulation methods include:

- » Using accent lines, fenestration patterns, or similar architectural techniques to create vertical and horizontal expression lines.
- » Vertical or horizontal variations in materials or color, including transparency-to-wall patterns.
- » Modest wall plane offsets, such as notches or projections (such as columns, moldings or pilasters)

b. Providing articulation techniques in buildings is important; however too much variation, which results in an overly busy design, is inappropriate.



Appropriate articulation techniques in this model include:

- *building step down (3 to 2-story)*
- *change in color to define modules*
- *horizontal banding*
- *horizontal canopies*
- *horizontal window patterns*
- *upper story stepback*
- *wall offsets*



Providing articulation techniques in buildings is important; however too much variation, which results in an overly busy design, is inappropriate. There is too much variation in the use of articulation techniques in this building. This includes variations in the application of materials, color, architectural details and features in an attempt to reflect a traditional building size in a larger form.



Providing articulation techniques in buildings is important; however too much variation, which results in an overly busy design, is inappropriate. There is too much variation in the use of articulation techniques in this building. This includes variations in the application of materials, color, architectural details and features in an attempt to reflect a traditional building size in a larger form.



Providing an accent feature with more transparency is appropriate in Area 2.



Building material should be proven to be durable in the Jackson climate, such as wood when it is properly maintained.

BUILDING MATERIALS

Design Intent:

Primary building materials should be authentic, durable, and reflect Western Character. Materials should have a muted color and finish, and reflect high quality design and detailing. In Area 1, the palette of materials should be more limited in order promote a sense of visual continuity around the Town Square. In Area 2, more diversity in the materials is appropriate, albeit within the range of those used traditionally.

Area 1 & Area 2 Design Guidelines

- 1.23 **Avoid using materials that are out of scale with those seen traditionally, and have a color, profile, and finish that is out of character.**
 - a. Highly polished stone and shiny metals are inappropriate as a building material.
 - b. Huge timber logs, large cut stones, and concrete slabs are inappropriate materials.
 - c. Materials should have a muted color and finish. However, some accent colors are appropriate as long as they have a matte finish and aren't neon or similar.
- 1.24 **Use high quality, durable materials.**
 - a. The material should be proven to be durable in the Jackson climate, such as wood when it is properly maintained.
 - b. The material should maintain an intended finish over time or acquire a patina, when it is understood to be a desired outcome.
 - c. Materials at the ground level should withstand on-going contact with the public, sustaining impacts without compromising the appearance.
- 1.25 **New roof materials for sloped surfaces contribute to a sense of visual continuity in keeping with Western Character.**
 - a. Appropriate roof materials include:
 - » Standing seam metal roofs (low and narrow seam profile)
 - » Composition shingles
 - » Photo voltaic systems in dark matte, and non-reflective finishes.
 - » **Wood shingles???** Fire code
 - b. Inappropriate roof materials include:
 - » Red clay roof tiles, or synthetic simulations
 - » Vinyl shake or similar shingles

Area I Design Guidelines:

1.26 Building materials should contribute to a sense of visual continuity in keeping with Western Character.

- a. The following materials are appropriate (also see the materials chart on the following two pages for images.):
 - » Painted or stained wood siding (horizontal lap or vertical board and batten)
 - » Logs
 - » Stone, as natural rock or cut with a rough, matte finish
 - » Authentic Stucco (scored and textured to provide a sense of scale)
 - » Metal (only as an accent material for a storefront or windows) with a matte finish



Primary building materials should be authentic, durable, and reflect Western Character.

Area 2 Design Guidelines:

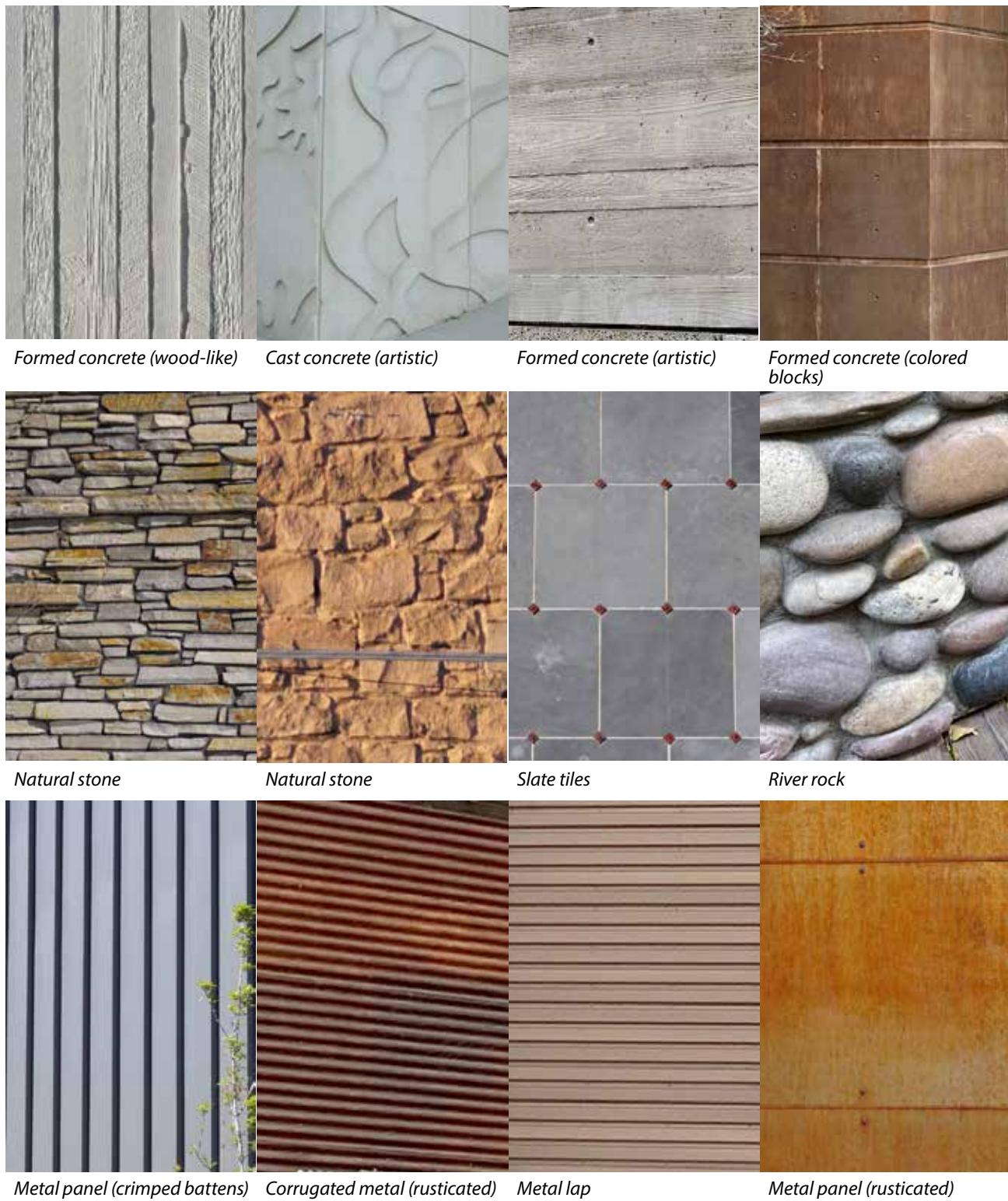
1.27 Building materials should contribute to a sense of visual continuity in keeping with Western Character.

- a. In Area 2, the use of the following materials is appropriate (also see the materials chart on the following page for images.):
 - » Wood siding (usually horizontal lap, although sometimes vertical board and batten. These are stained or painted)
 - » Stone, as natural rock or cut with rough/matte finish
 - » Brick
 - » Authentic Stucco (scored and textured to provide a sense of scale)
 - » Logs
 - » Architectural cast concrete (as an accent material that is scored to provide a sense of scale)
 - » Metal with a matte finish (typically no more than 20% of the building front)
 - » Cement-board panels and lap-siding that is scaled similar to traditional materials
- b. If using alternative materials they should also have a similar profile, texture and finish as natural materials. Some synthetic siding has an exaggerated, rusticated finish that is an inaccurate representation of authentic clapboard and should not be used. Other inappropriate materials include:
 - » Vinyl siding
 - » Aluminum siding
 - » Unfinished concrete masonry unit (CMU) as a primary material

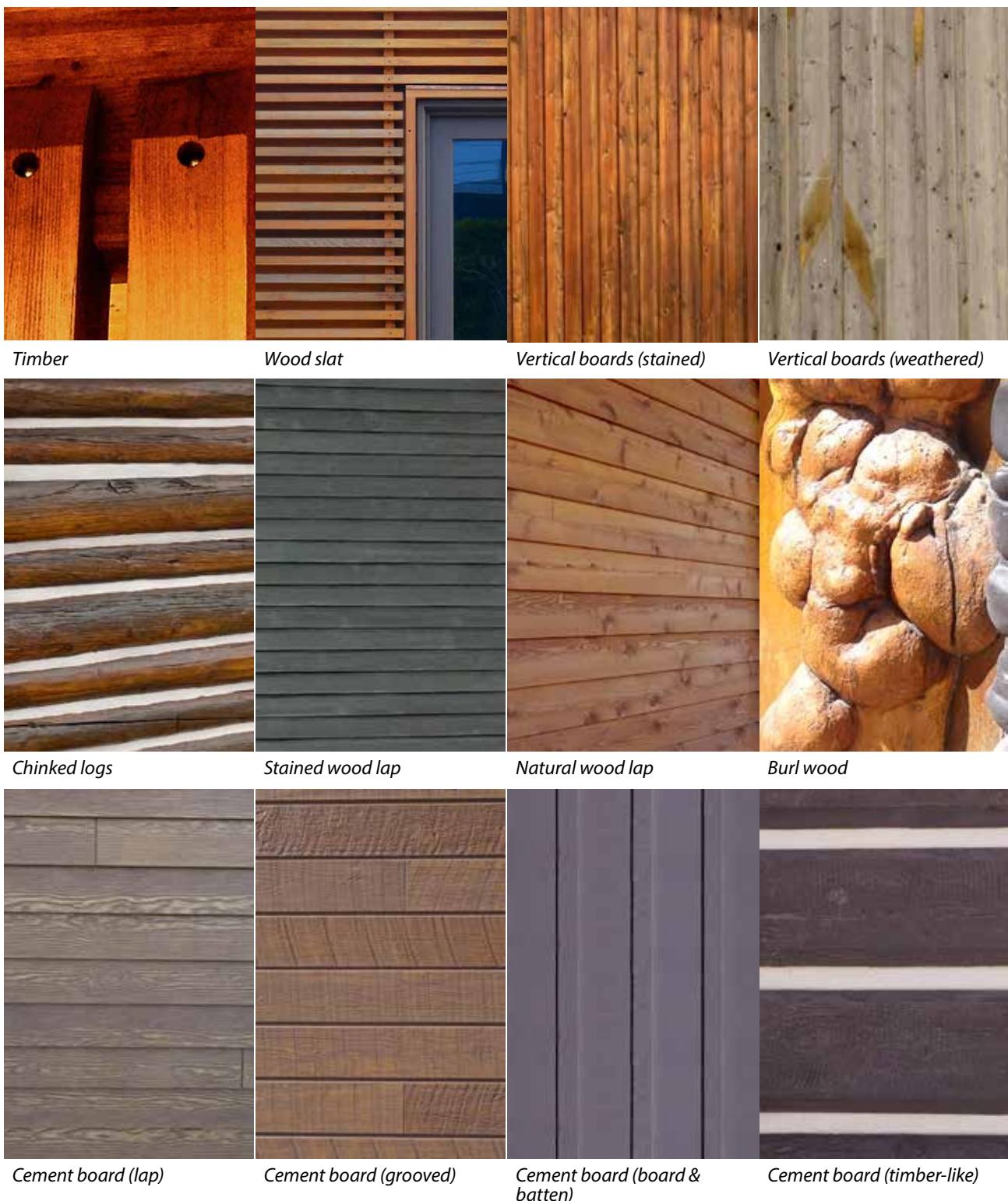


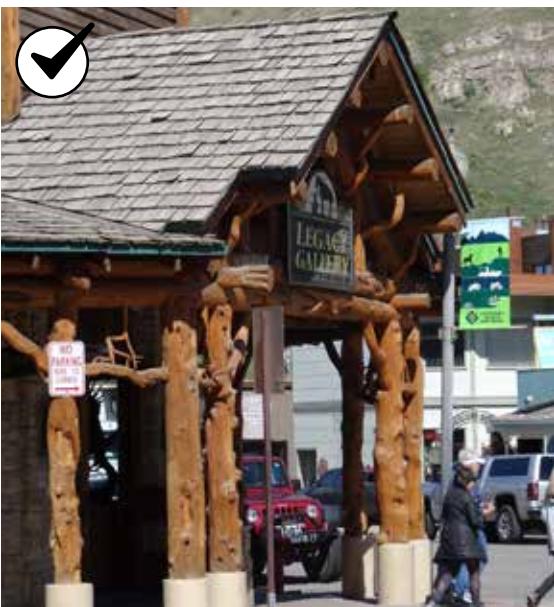
Building materials should contribute to a sense of visual continuity in keeping with Western Character. These buildings use an appropriate combination of materials for Area 2.

Materials Chart



Materials Chart





ARCHITECTURAL DETAIL

Design Intent:

Buildings should include architectural detailing that is simple in character, provides a sense of scale, provides visual interest, and is authentic in its application of materials. Architectural details that reflect these Western Character attributes include:

- Frames and moldings around windows and doors
- Simple cornices at parapets
- Awnings or sloped canopies to shelter the sidewalk and shade display windows
- Canopy posts
- Entry porticos
- Authentic application of materials
- Support systems

Area 1 & Area 2 Design Guidelines

1.28 Simple, authentic and unembellished architectural detailing is appropriate.

- a. Elaborate architectural treatments, such as decorative moldings at cornices, windows and door surrounds, are inappropriate.
- b. Exposed timber structural elements are appropriate as detailing.
- c. Simple or stepped parapet walls are appropriate.
- d. Tacked-on detailing is inappropriate.
- e. Materials should typically transition at inside corners, belt courses, cornice lines, foundation lines, window and door moldings, and similar.



In Area 1 & 2 simple, authentic, and unembellished architectural detailing is appropriate as shown in the three images above.



Simple or stepped parapet walls are appropriate; however, the mixed cornice treatment is inappropriate since it is too busy.



In Area 2 this building would be appropriate with the exception of the following details since they don't reflect authentic architectural details. These occur on the upper floor and include tacked-on window sills and sloped roof components.

Architectural Detailing: Simple, Authentic and Unembellished for Area 2

