

**DESIGN GUIDELINES
FOR
THE EAST LAKE COMMERCIAL REVITALIZATION DISTRICT
BIRMINGHAM, ALABAMA**

Article I General Remarks

The purpose of these guidelines is to require quality maintenance of all commercial properties within the district; to clear away inappropriate or dilapidated additions or alterations that have compromised the architectural quality of individual buildings, and to recover as nearly as possible the original architectural style indigenous to the district.

Building owners are required to clean and repair the exteriors of their buildings and to eliminate any deteriorated, discordant or inappropriate alternations. Owners will not be expected to accomplish expensive renovations to the basic structure or building surfaces. There is no intent to impose architectural style on the design of renovations within the district. It is the intent that these guidelines will allow and encourage good design which has uniformity with the guidelines combined with distinction and variety.

These requirements are to be applied to all structures in the District, whether occupied or vacant. Scaled drawings of any proposed repair, replacement or alterations shall be submitted to the Design Review Committee prior to issuance of a building permit, fabrication, or installation. General maintenance and repair to buildings and properties which do not involve changes in design, form, color or materials, need not be submitted to the Design Review Committee.

Article II Renovation Standards

A. Storefronts, Entries and Show Windows

1. The storefront includes the ground floor building face, porches and entrance areas leading to the entry, the door, sidelights and transoms, the display windows and display platforms, all signs, upper facade elements and cornice mouldings.
2. All storefronts are to be maintained as nearly as possible in their original designs. Avoid altering the size of storefront elements. If the storefront has already been altered, restore it to its original design so it will align with others on the block. The overall shape of the storefront establishes the proportions of the building. Original lines should be preserved.
3. All structural and decorative elements on the storefronts are to be repaired or replaced to conform as closely as possible to the original construction and materials of the buildings.



STOREFRONT COMPONENTS

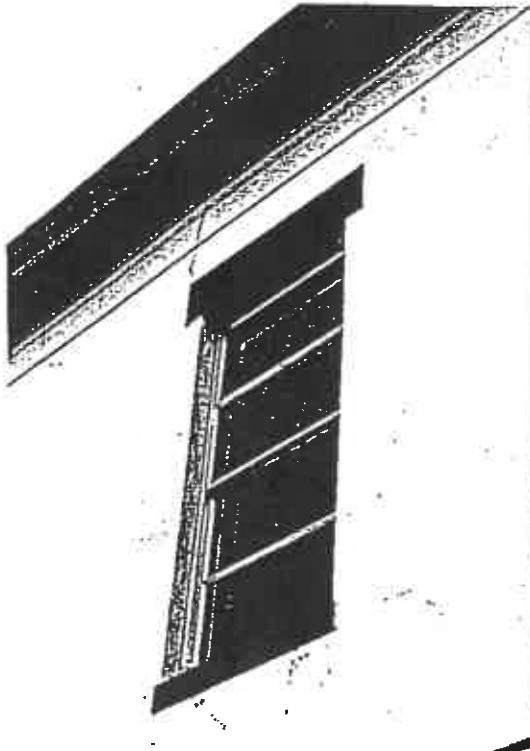
4. The display windows of most East Lake buildings are important because they align with others on the block and thereby create a visual continuity to the street. They also establish the proportions of the individual facades. Therefore, the shapes of existing display windows are to be restored and/or retained.
5. Original clearstories are to be restored and/or retained. If for some reason the original clearstory cannot be restored, retain the original shape of the clearstory as glass; or as a sign band; or as a decorative panel.
6. Recessed entrances are to be retained. When renovating existing storefronts, preserve the original entryway, or when necessary, develop a new recessed entry.
7. Retain or restore the kickplate underneath the show windows as a decorative or simple panel, color coordinated with the rest of the facade.
8. The use of fabric awnings is encouraged to provide color and three-dimensional appearance to a "flat facade."

B. Windows

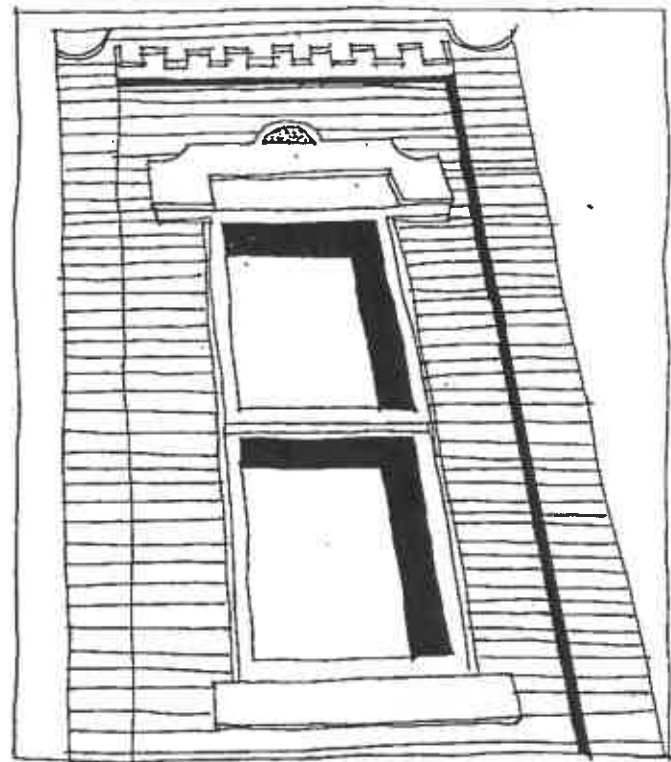
1. All windows shall be kept in good repair. Any repairs or replacements are to match the original building elements as closely as possible. Any window repair or replacement which is not a duplication of the original

material must be submitted for approval by the Design Review Committee.

2. Windows on any primary street facade must be glazed. Painting of window glass is prohibited. On primary facades, no boarding up or filling in of windows shall be allowed without approval in advance by the Design Review Committee. If interior alterations require the filling in of window spaces, plans for such exterior alterations to the windows must be reviewed and approved by the design Review Committee.



Typical Window Unrestored



Typical Window Restored

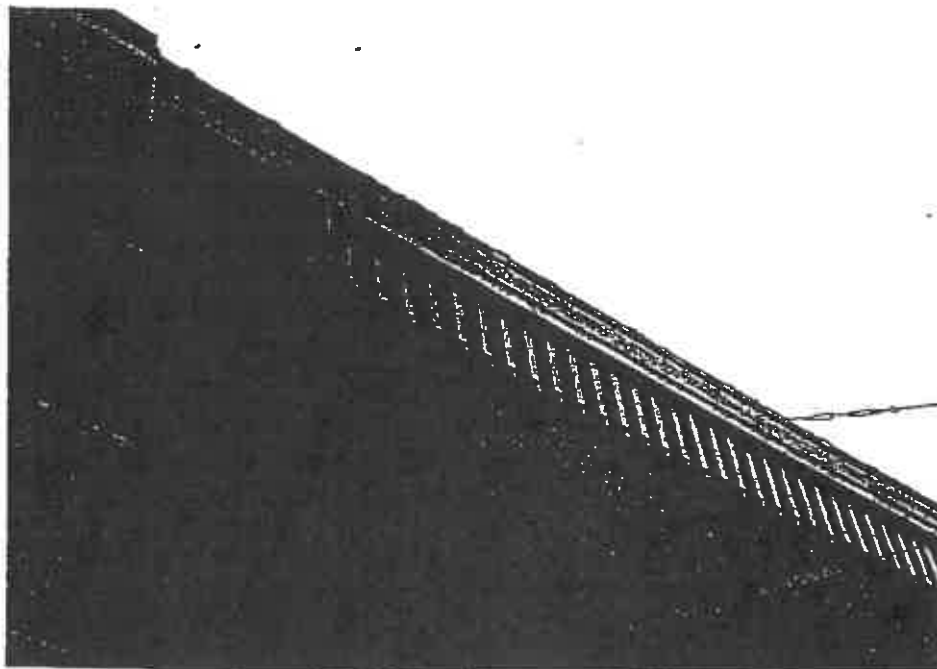
C. Building Walls

1. All exterior walls shall be maintained in good repair in accordance with the City's building codes.
2. All walls visible to public view, either from the right-of-way or a parking lot, shall be maintained in accordance with these standards and subject to the approval of the Design Review Committee. This includes windows, masonry, roof lines and gutters, and placement of mechanical and electrical equipment (see Section G below). Walls and applied facing materials shall be treated as follows:
 - (a) If original (e.g., stucco, Cararra glass, etc.) they shall be painted, cleaned or repaired as necessary in accordance with original designs, City codes and these guidelines.

- (b) If not original and in need of significant repair, or if not in harmony with the character of the building, they are to be removed to reveal original exterior material. This material shall be repaired as necessary or, if irreparably damaged, shall be replaced with new and appropriate facing material, subject to the approval of the Design Review Committee.
- (c) All materials and colors applied to visible exterior walls are subject to the approval of the Design Review Committee.
- (d) It is the intent of these guidelines that brick walls not be painted.

D. Architectural Details and Ornamentation

- 1. The original architectural detailing is to be preserved. If original details are presently covered, they shall be exposed and incorporated into the renovation design.
- 2. If there is evidence of detailing or decoration which has been removed, replacement is encouraged where feasible. Use remaining portions of details as models if they exist. Refer to archive photographs for verification of design. Simplifications of original details are acceptable if they help tie the building in with its surroundings. If the original details cannot be replicated, new designs should reinforce other patterns and lines within the district and be both appropriate and compatible with the architecture of the building.
- 3. Trim material shall be subordinate to and work with the major facade material. Brick is the major facade material in the district. Large surfaces of plastic, unfinished metal or wood are not appropriate.



Typical Ornamentation To Be Restored

E. Signs

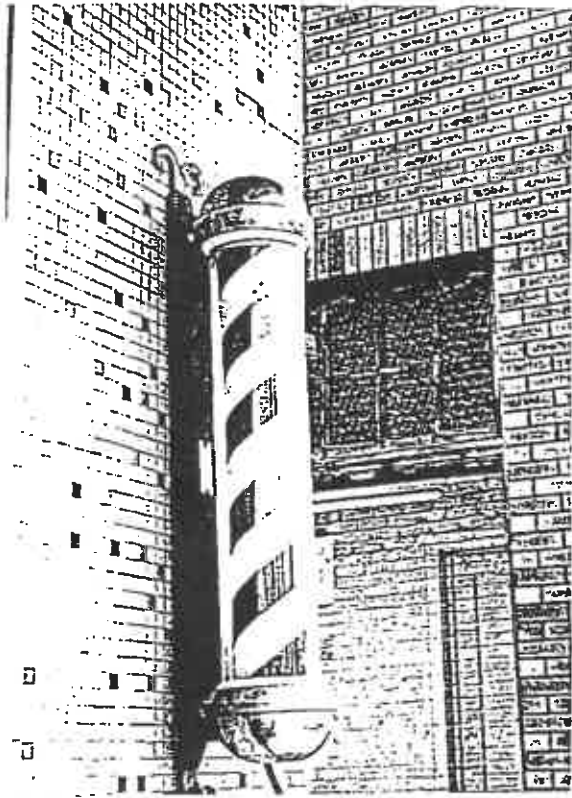
1. General Criteria

- (a) All signs shall be constructed of durable and weather-resistant material and shall be kept in good repair.
- (b) All signs shall complement the building size and architecture. Sign areas shall be proportionate to the size of the building, up to maximum sizes as specified in subsections below. Out-of-proportion signs or signs that materially obscure the surface of the building shall not be permitted.
- (c) The copy of any sign shall be limited to the name of the business. Advertising of manufacturers or suppliers of products shall not be permitted unless it constitutes primary identification of the business within. Barber poles are excepted from this requirement.

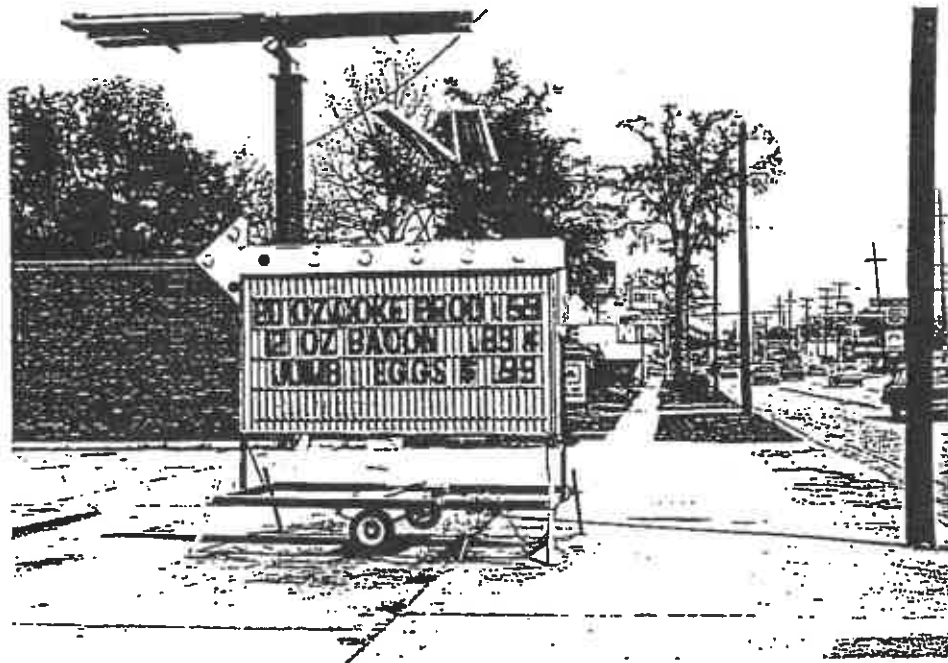


Out of proportion signs or signs that materially obscure the surface of the building shall not be permitted

- (d) Temporary signs such as lease or rental signs, with prior Design Review Committee approval, may be permitted, but shall not be posted for a period that exceeds ninety (90) days. Flashing, moving or portable signs shall not be permitted.
- (e) All electrical or lighting elements such as wires, conduits, junction boxes, transformers, ballasts, switches and panel boxes shall be concealed from public view.



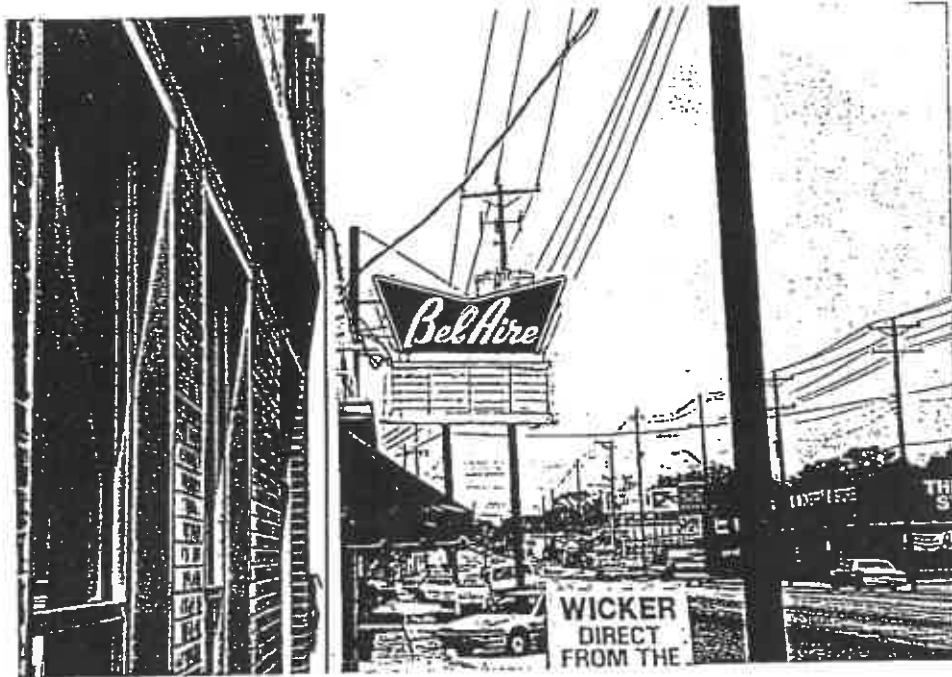
Barber Poles Are Permitted



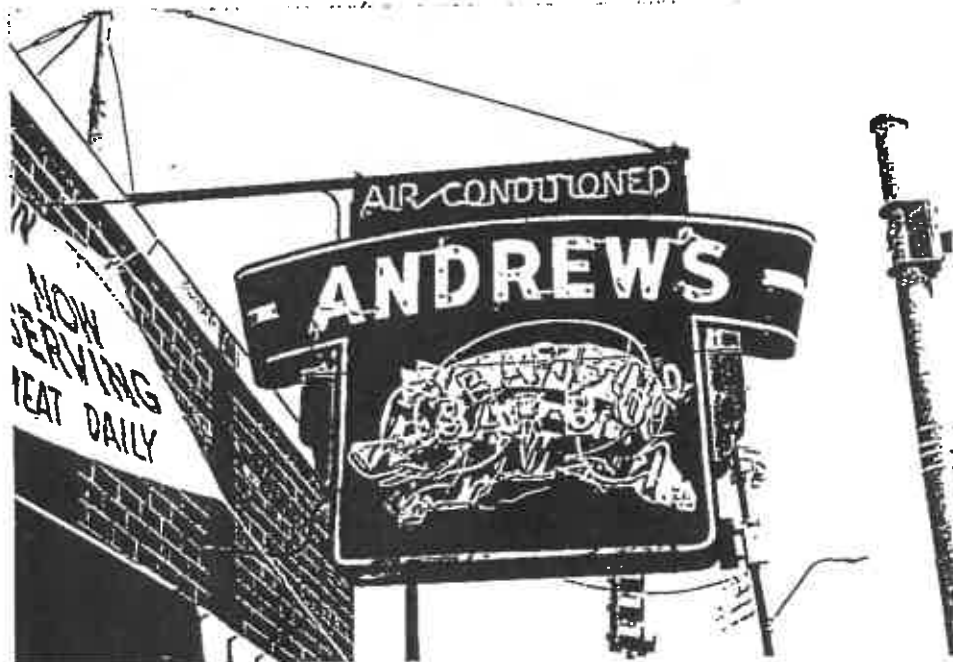
Portable Signs Shall Not Be Permitted

- (f) At its discretion, the Design Review Committee may permit an existing sign that differs from the criteria stated in these guidelines to remain if the sign is historic or if it is of a size and character that does not detract from the general character of the building and location to which it relates and if it is of good quality and does not

materially impede views of adjacent properties. Historic signs are defined as signs which are original to the building or have been placed on the building for at least fifty years and which contribute to the overall historic character of the building and the District. Historic signs shall be kept in good repair, both in terms of appearance and operation; approval shall be contingent upon sign maintenance and restoration.



Historic Signs Original To The Building Shall Be Permitted



- (g) Design drawings of any proposed signs must be submitted to the Design Review Committee for approval prior to fabrication and installation; these drawings shall include sign location and size and shall indicate materials, color(s), lettering, hanging or mounting device and any illumination scheme.
- (h) All signs shall be fabricated and installed by qualified sign-painters and mechanics.
- (i) The total area of all signs for each business establishment shall not exceed in square footage area two times the width of the front facade (e.g., a twenty-five foot wide facade is allowed a total signage area of fifty square feet.)
- (j) As outlined below, a business establishment may have flat, projecting, or free standing signs; however, a single business establishment shall be allowed no more than two of the signs types permitted by these guidelines.
- (k) Message boards (reader boards) may be incorporated within the allowed area of any permitted sign.



Example Of Flat Sign Which Meets The Guideline Requirements

2. Flat signs

- (a) Flat signs shall be mounted parallel to the building face and shall not project more than twelve inches from the wall.
- (b) No flat signs shall be installed above the base of the second story windows or, if no second story windows exist, higher than sixteen feet above grade.

- (c) In the case of corner properties one flat sign per side is permitted. The area of each sign shall not exceed two times the lesser frontage width in feet. The depth and height limitations shall apply as in paragraphs (a) and (b) above.
- (d) Individual cut-out letters may be permitted, subject to the criteria set forth in (a), (b) and (c) above.
- (e) Signs painted directly on the building surface are not permitted.

3. Projecting signs

- (a) One projecting sign per business may be permitted in accordance with Paragraph 1-(j) above. The design of projecting signs shall be compatible in scale and form with the overall character of the building and the district.



Example Of A Sign Which Exceeds The Allowed Projection Size

- (b) Projecting signs shall be finished on both sides or faces.
- (c) Projecting signs shall be placed no higher than the roof line of the building and must not extend lower than ten feet above grade.
- (d) A projecting sign shall not extend beyond five feet from the building facade and shall be centered on the front face of the building unless the Design Review Committee approves the erection of a corner sign.
- (e) Maximum area for a projecting sign is eight square feet per face. Historic signs may exceed this area at the discretion of the Design Review Committee.

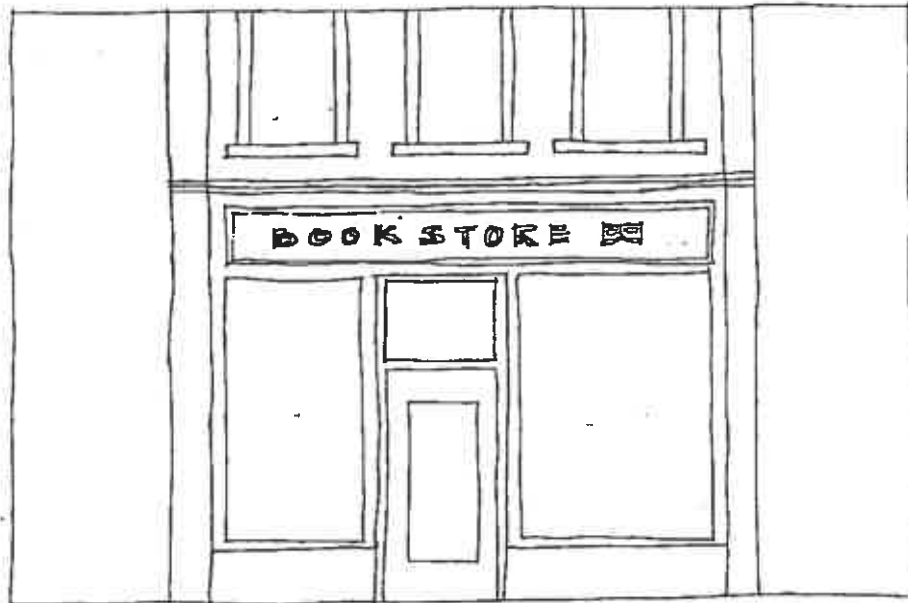
- (f) Signs may be solid or cut out. Electric light or movement may be permitted if the Design Review Committee determines that such a sign is compatible with the overall character of the building and the District.

4. Secondary Signs

- (a) Secondary signs are those which identify tenants on the upper floors of the building. They must be flat and applied (painting directly on the building is not permitted) to the building at a height not to exceed sixteen feet above grade or the base of the second story windows, whichever is lower, and not to exceed in area one square foot.

5. Lettering in Windows and Doors

- (a) Lettering on window and door glass shall be limited to the identification of the business.
- (b) Letters shall not exceed six inches in height, and the total sign shall not occupy more than 25 percent of the glass area.
- (c) Window lettering identification for the upper-floor tenants shall not be permitted.
- (d) Lettering of street address numbers over entries is encouraged.



Example Of Clerestory Sign Band

6. Delivery Signs

- (a) Tenant identification signs at rear entrances to buildings are permitted; they may be painted or mounted flat against the building and be in area no larger than six square feet.

7. Prohibited Signs and Locations

- (a) No off-premise advertising signs or billboards will be permitted.
- (b) No sign shall be permitted on rooftops or above the parapet line of the building.
- (c) All signs not conforming with these guidelines shall be removed within two (2) years from the project initiation date. No lease for billboards expiring after the project initiation date shall be renewed.
- (d) Advertising signs or displays that adhere to the inner window or door surfaces of storefronts are prohibited.
- (e) Signs advertising a business establishment that is no longer in operation are prohibited.



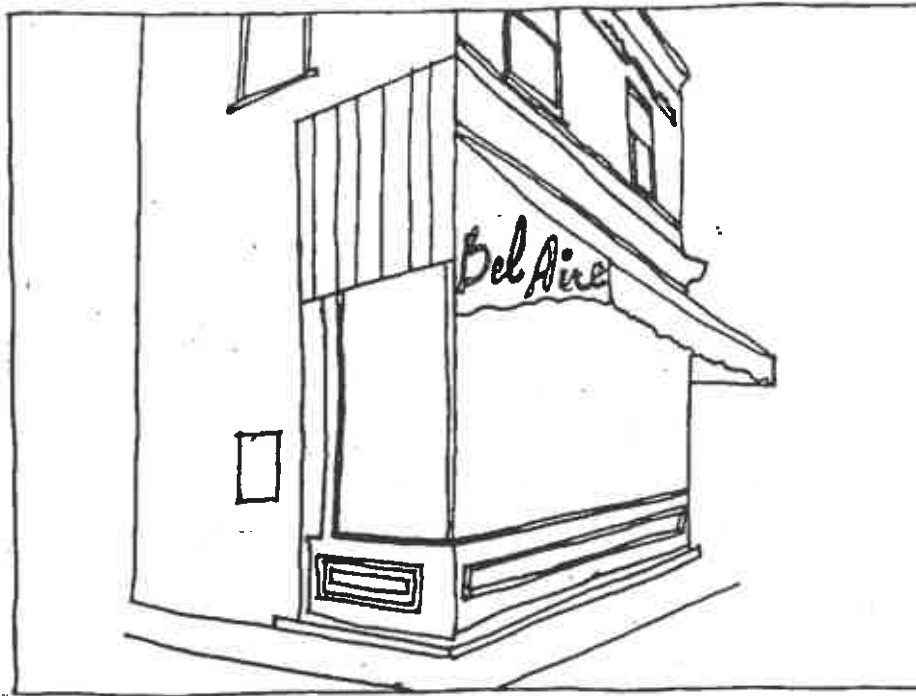
Billboards Are Not Allowed



Rooftop Signs Are Not Permitted



Signs Identifying Businesses No Longer in Operation Are Not Allowed



Signs on Awnings are Encouraged

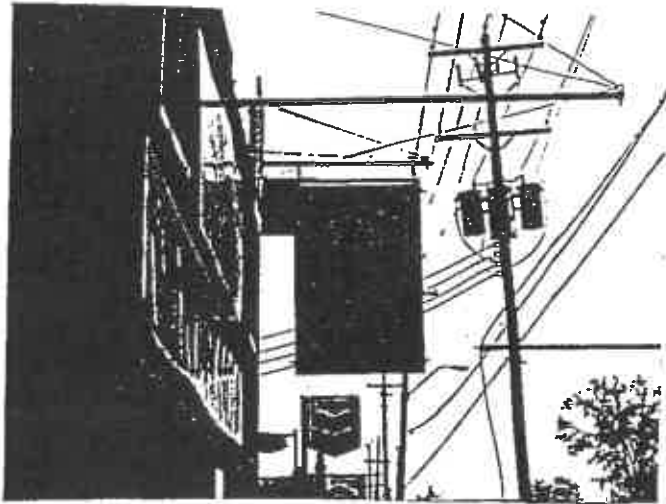
F. Awnings and Awning Signs

1. If compatible with the scale and character of the building, flame proof retractable or fixed frame awnings are permitted over doors and windows.
2. Awnings shall be mounted so as not to project more than seven feet from the building, not to be attached to the building any higher than the base of the second-story windows or fourteen feet above grade (whichever is lower) and not to be any lower than eight feet above grade at the front.
3. Lettering identifying the business and address, or designs and logos, may be sewn or painted on the awnings, as approved by the Design Review Committee. No other lettering shall be permitted on the awnings.

G. Free Standing Signs

1. Individual free standing signs which identify an on site business shall not be permitted except with prior approval of the Design Review Committee.
2. Product advertising will not be permitted on the sign face.
3. The height of the sign shall not exceed the height of the structure housing the identified business or 20 feet whichever is less.
4. The area of the sign face shall not exceed in square footage area two times the width of the front facade LESS the combined areas of other projecting and flat signs on the premise.

Product Advertising
Is Not Permitted



Free Standing
Sign Which Exceeds
The Allowed Height





Example Of A Free Standing Sign Which Meets The Guideline Requirements.

H. Placement of Mechanical and Electrical Equipment

1. Individual room air conditioning units installed in front windows or transoms or in any side wall window which is visible from the street or parking lot are prohibited.
2. Subject to approval by the Design Review Committee, through-wall air conditioning units may be installed in non-primary facades only. Where visible from the street or public areas, the units must not project beyond the face of the building and must be properly screened and ventilated so as not to detract from the building's character and appearance.
3. When unavoidable and necessary to the functioning of the building and subject to Design Review Committee prior approval, grilles, louvers, vents and other mechanical and electrical devices, including utility service facilities, may be installed on non-primary facades ONLY. Where visible from the street or public areas, such facilities shall be made as unobtrusive as possible.

I. Roofs

1. Roofs shall be kept in good repair, clean and free of debris.

J. Rear and Side Yards and Parking Areas

1. When a rear or side yard exists or is created through demolition the owner may utilize the space for storage, loading and parking provided the area is appropriately landscaped and screened from all adjacent streets, alleys, and public improvement areas. Five percent (5%) of the parking area must be devoted to landscaping. Subject to prior approval of the

Design Review Committee, a sign not exceeding six square feet in area may be used to identify and control parking and loading.

K. Vacant Lots

1. When a vacant lot exists or is created through demolition, the owner shall properly landscape and screen the property from adjacent streets, alleys, and public improvement areas; shall cover all areas not actively used for storage with grass or other ground cover approved for the property by the Design Review Committee; and keep all the property free of trash and debris.

L. Demolition

1. No structures shall be demolished without prior approval by the Design Review Committee. In general, no request for approval of a demolition will be considered without detailed plans for the proposed use of the site after demolition.

M. Other

1. An initial inspection of all affected properties shall be conducted by the appropriate City department and a determination made of the conformity of all buildings and lots to the standards set forth herein and applicable sections of the City Building Code and shall be carried out in a manner compatible with the standards set forth herein.

Article III Development and Redevelopment of Properties

All plans for new structures and additions to existing structures shall be submitted in advance for review by the Design Review Committee. The Design Review Committee shall review all plans and shall approve or disapprove said plans in accordance with the following standards:

A. Building Design

1. Each building unit shall be designed as an integral element of the Project Area and shall reflect and be compatible with and complement the character of the surrounding area.
2. Building facades shall be complementary to those adjacent in terms of amenity and appearance, and shall be compatible in scale, materials, fenestration, height, setback and orientation on the site.
3. Brick is encouraged as the primary building material.

B. Parking Designs

1. As an integral part of the total site design, off-street parking areas shall be designed with careful regard to orderly arrangement, landscaping and ease of access. Except at entrance ways, parking areas shall be effectively screened from streets and sidewalks by landscaping or screening structures.



Parking Areas Are Required To Have A Landscaped Buffer

2. Vehicular access to parking areas shall be direct and not in conflict with general vehicular movement serving the various uses within the site. Ingress and egress points shall be well distanced from intersections to avoid congestion and interference with traffic.

C. Loading and Service Area Design

1. To the maximum extent possible, loading and service space shall be provided in convenient off-street facilities to serve business uses in the proposed development.

D. Streets, Pedestrian Walkways and Open Space Design

1. Proposed development shall consider the provision of appropriate open space in combination with the proper siting of buildings. Streets, pedestrian walkways and open spaces, including street furniture and signs, shall be designed as an integral part of the overall plan and shall be properly related to adjacent existing and proposed buildings.

E. Landscape Design

1. A coordinated landscape program for the proposed development shall be incorporated for the entire proposed site, including landscape treatment for open space, streets and parking areas. Landscaping shall include

trees, shrubbery and planting in combination with related paving and surface treatments. A minimum of five percent (5%) of the area proposed for development shall be allocated for landscaping.

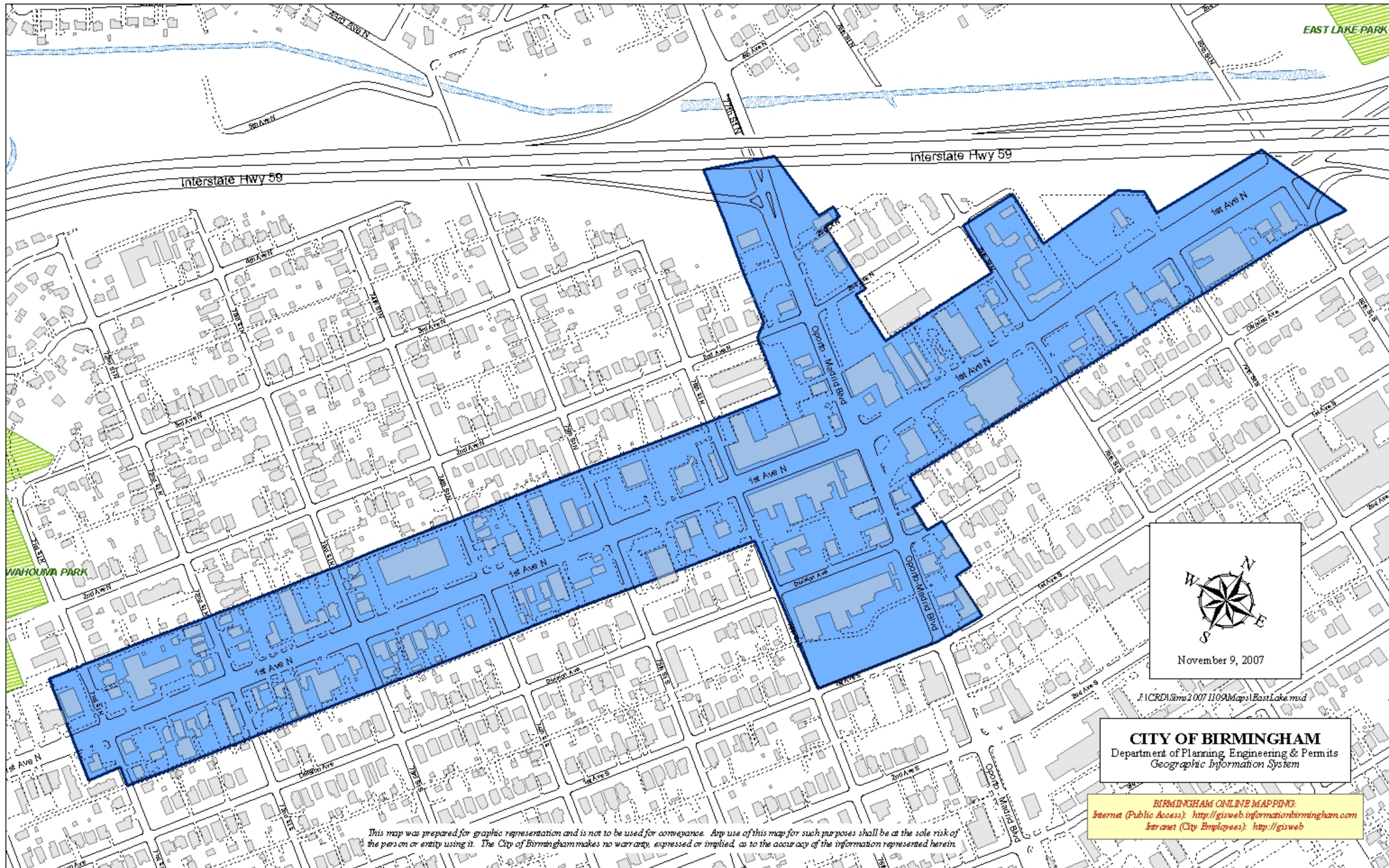
F. Signs

1. All signs for new structures and additions to existing structures shall conform to the requirements set forth in Article I, Section D, "Signs".

PREPARED BY

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Interstate Hwy 59

Interstate Hwy 59

EAST LAKE PARK

WAHOUMA PARK



November 9, 2007

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CITY OF BIRMINGHAM
Department of Planning, Engineering & Permits
Geographic Information System

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East Lake Commercial Revitalization District