



The Rebirth of Historic Senoia, Georgia

Terry Pylant and Chris Carrigan
HISTORICAL CONCEPTS



Main Street - circa 1999
Senoia, Georgia

Courtesy of Suzanne Pengelly



**Main Street - circa 2011
Senoia, Georgia**





Senoia, Georgia Historic Overlay District & The Gin Property

Key Stakeholders:

City of Senoia

Senoia Historic Preservation Commission

Senoia Downtown Development Authority

Historic Development Ventures

Southern Living Magazine

Engaged Historical Concepts for:

Visioning

Historic Precedent Analysis

Design Guidelines & Pattern Books

Imagery & Character Sketches

Conceptual Architecture & Streetscapes

Master Planning & Phasing Strategies

Conceptual Architecture & Streetscapes

Prototype Architecture

Commercial Architecture

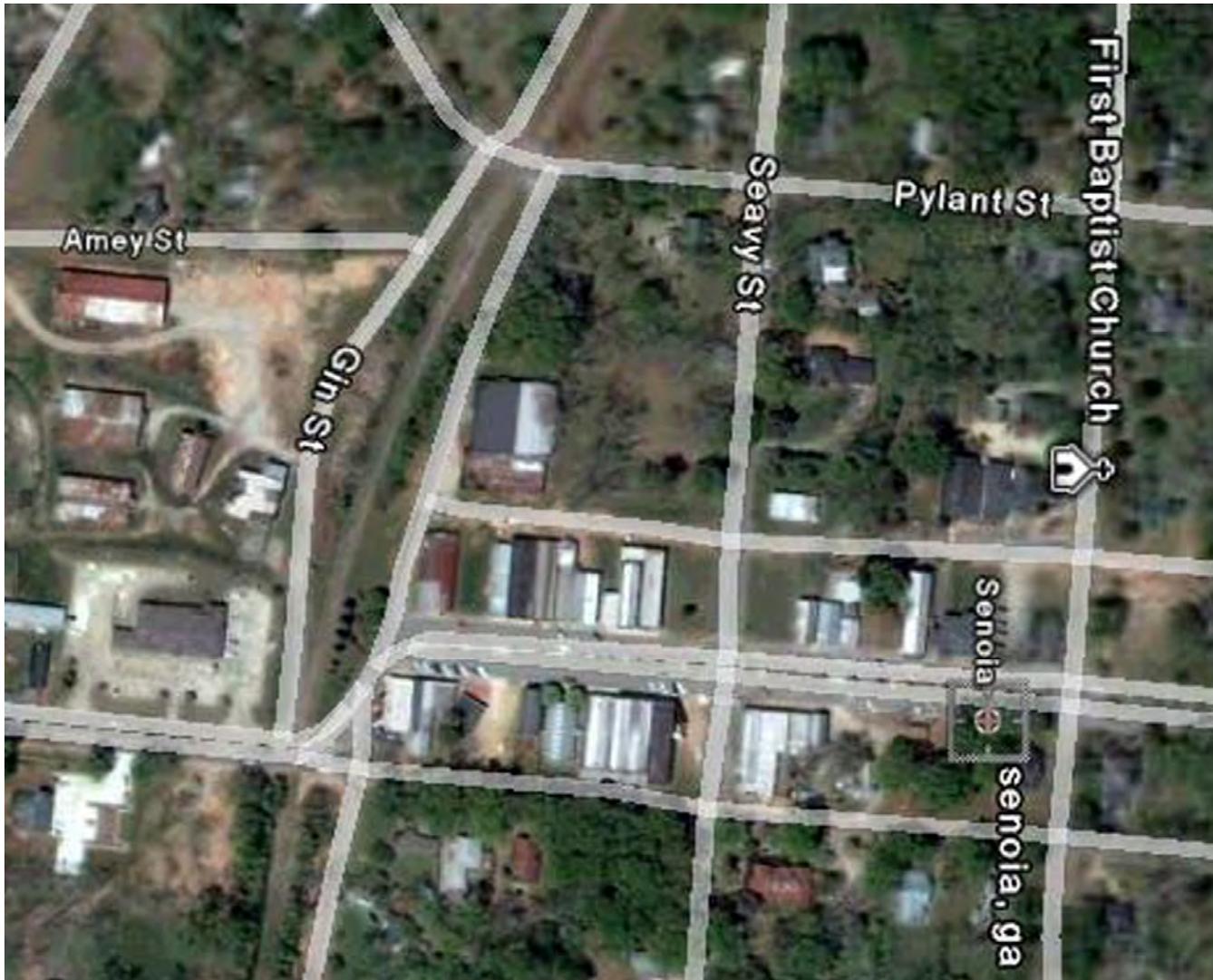
Visioning
Improving Main Street
Existing Condition 2005



Visioning
Improving Main Street
5 Year Overlay



Visioning
Improving Main Street
Aerial View 2005



Visioning Improving Main Street Planning Overlay



Design Guidelines

use be lights, comp and whe Over b

l be as follows:
 (basement level not included)
 ade with a floor to ceiling height
 ceiling height of 9'-0" - 10'-0"

9'-10"
 Floor System
 9'-10"
 Floor System
 12'-10"
 Ground Floor

Windows shall be of a vertical proportion of at least 2:1 height to width. Generally, windows should be double hung and should be operable. Transoms above the windows are not appropriate except at storefronts.

Lintels and arches have a minimum height of 8" and must extend beyond the masonry opening 4" on either side. Sills have a minimum height of 2" and project from the wall surface a minimum of 1".

Materials:

- Wood or extruded aluminum frames with transparent glass. Reflective and dark tinted glass is inappropriate.
- Pre-cast stone, brick, or stucco sills.
- Pre-cast stone, brick, or stucco lintels (or arches). Window hoods constructed of pre-cast stone, brick or stucco are appropriate.

2:1 Window Proportion with Brick Arch

Brick Hood Detail

Typical Entry Door

1/2 the transoms divided

the ally post

the d

Storefront turning corner

Recessed Entry

HISTORIC DISTRICT DESIGN GUIDELINES

PAGE 14

HISTORIC DISTRICT DESIGN GUIDELINES

HISTORIC DISTRICT DESIGN GUIDELINES

APPROVAL PROCESS

Submit application for Certificate of Appropriateness to the City Administrator.

The Historical Preservation Commission holds a public meeting and makes a recommendation to the Mayor & City Council.

The Mayor & City Council review application for Certificate of Appropriateness and make a final decision.

If approved by the City Council, obtain a building permit.

The Historical Preservation Commission is an appointed committee that is tasked with hearing and making recommendations to the Mayor and Council on all Certificates of Appropriateness for material changes in the appearance of a designated historic property or of a property located within a designated historic district.

Applications for Certificates of Appropriateness should be submitted at least seven days before the next regular meeting. All applications should include the following attachments:

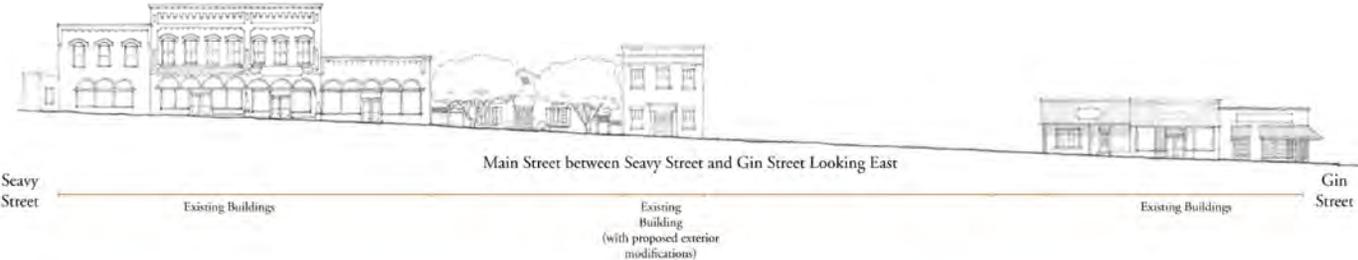
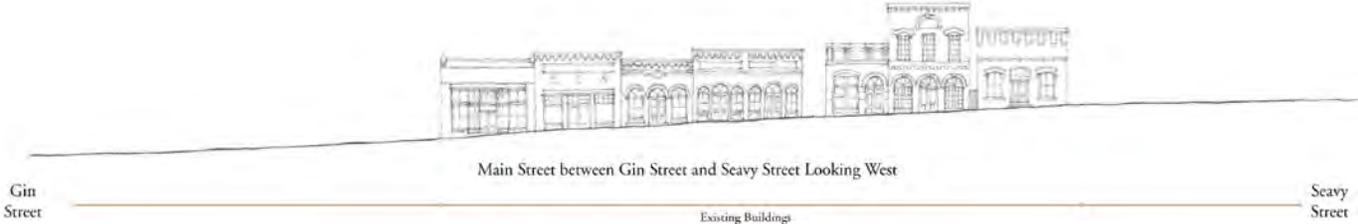
- Blueprints and/or drawings to scale showing specifications of architectural details to be made to the property;
- A site plan which locates the proposed building line

HISTORIC DISTRICT OF DOWNTOWN SENOIA

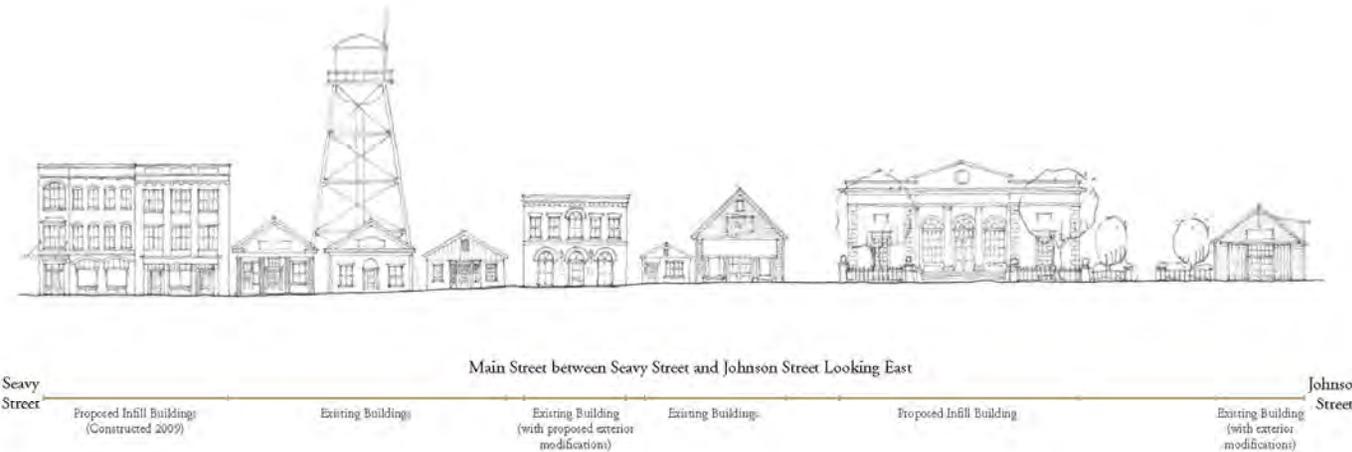
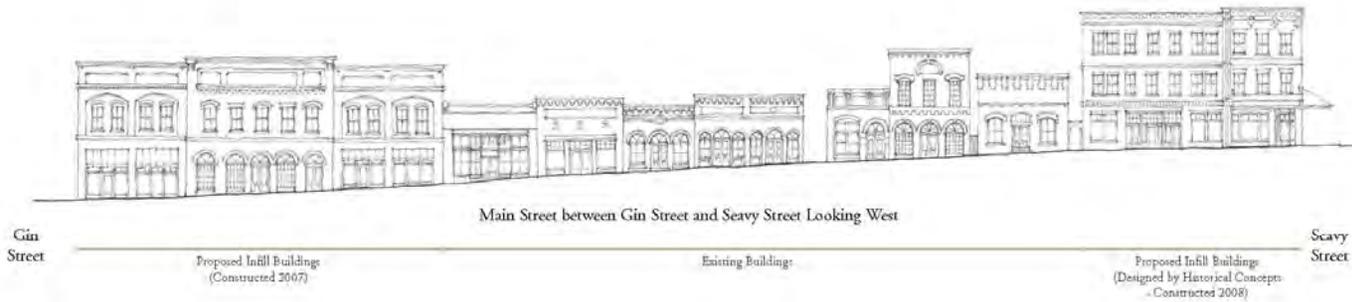
DESIGN GUIDELINES

September 2006

Main Street Infill - Streetscape Studies



Main Street Infill - Streetscape Studies



Seavy Street & Main Street

2005



Seavy Street & Main Street

Conceptual Architecture of Proposed Infill



**Seavy Street & Main Street
Character Sketch of Proposed Infill**



Seavy Street & Main Street Completed Main Street Infill



Seavy Street & Main Street

Then...



Seavy Street & Main Street

"Now"



Main Street Building

“Then”



Main Street Building

"Now"



Main Street Building

"Then"



Main Street Building

"Now"



Main Street Building

“Then”



Main Street Building

"Now"



Seavy Street Parking Lot

2009 Georgia Downtown Award for
Outstanding New Construction/Infill



Seavy Street Parking Lot





Selling Senoia

**A Public-Private
Partnership**

Citizen Volunteers

Public Officials

DDA

Merchants

Business Community

Non-Profits

State Tourism Board

...and many more.



2010 Georgia Cities Foundation Heart & Soul Bus Tour
April 14-16, 2010

Times-Herald.com

Wednesday, September 28, 2011

Local

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Senoia shows its stuff

BY ALEX MCRAE
THE NEWNAN TIMES-HERALD

Downtown Senoia was in the spotlight Wednesday as a busload of Georgia state agency representatives, business leaders, downtown developers and philanthropists checked out the town as part of the 10th annual Heart and Soul Bus Tour, which travels the state to showcase successful downtown developments.

The city was well-prepared to receive guests and was picture postcard-pretty when the bus rolled into downtown at 10 a.m.

"All we had to do this morning was sweep off the front porch and turn on the welcome light," said Senoia Mayor Robert Belisle. "We're glad to be part of this event."



PHOTO BY ALEX MCRAE

Senoia was picture postcard perfect for Wednesday's Heart and Soul bus tour stop. The gorgeous spring weather had visitors enjoying the sights with an old-fashioned horse-and-buggy ride.



MAIN STREET—EAST

SENOIA COFFEE & CAFE
 FOXHOLLOW ANTIQUES ANTIQUES & UNIQUES
 THE WELCOME CENTER
 OFFICE OF DOWNTOWN DEVELOPMENT
 HOLLBERG'S FINE FURNITURE
 TABLE TALK HOME DÉCOR & UNIQUE GIFTS
 BEYOND THE DOOR UNIQUE ART, ANTIQUES & MORE
 EDWARD JONES
 STEEL MAGNOLIAS BOUTIQUE & SALON
 YOU'RE INVITED INVITATION, STATIONERY & GIFTS
 CYDNEY'S ALLEY FINE JUNKTIQUES
 LE FLEUR FLORIST AND DESIGN
 THE VERANDA INN — (SEAVY & BARNES)

MAIN STREET—WEST

MIMI'S PET RESORT (ROCKAWAY ROAD)
 SECOND HAND SAM'S ECLECTIC COLLECTIONS
 CITY HALL
 THE BUGGY SHOP MUSEUM — 3RD WEEKEND
 ROCKY'S II BARBER SHOP
 SENOIA LIBRARY
 SENOIA POLICE STATION
 HAIKU

48 MAIN STREET BLDG:
 TWIST ON MAIN
 PIEDMONT PHYSICIANS - DR. HOPKINS
 HARRY NORMAN REALTORS
 ALLSTATE INSURANCE

LOWER 48 ON MAIN :
 RESTORED HAIR STUDIO
 CUTIE PIES & CAKERY
 WISTERIA LANE
 DIAPER TALES
 CELLAR AT TWIST

42 MAIN STREET BLDG:
 REDNECK GOURMET
 EMMA'S FUDGE SHOP
 92.5 THE BEAR RADIO STATION
 PAPP CLINIC — DR. WATTS
 MAGUIRE'S FAMILY & FRIENDS PUB

HOLLBERG'S FINE FURNITURE
 HARWELL PHOTOGRAPHY
 GYPSY
 MS. WENDY'S ANTIQUES
 FOUNDERS RESTAURANT & BAR
 GAIL'S ANTIQUES



Live Back-Lot



Live Back-Lot



THE GIN PROPERTY

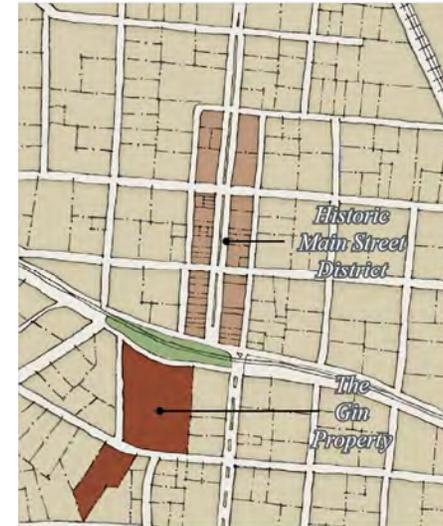
Savannah, Georgia



HISTORICAL CONCEPTS

ARCHITECTS, PLANNERS & PLACE-MAKERS

**The Gin Property:
Creating History in the 21st Century**



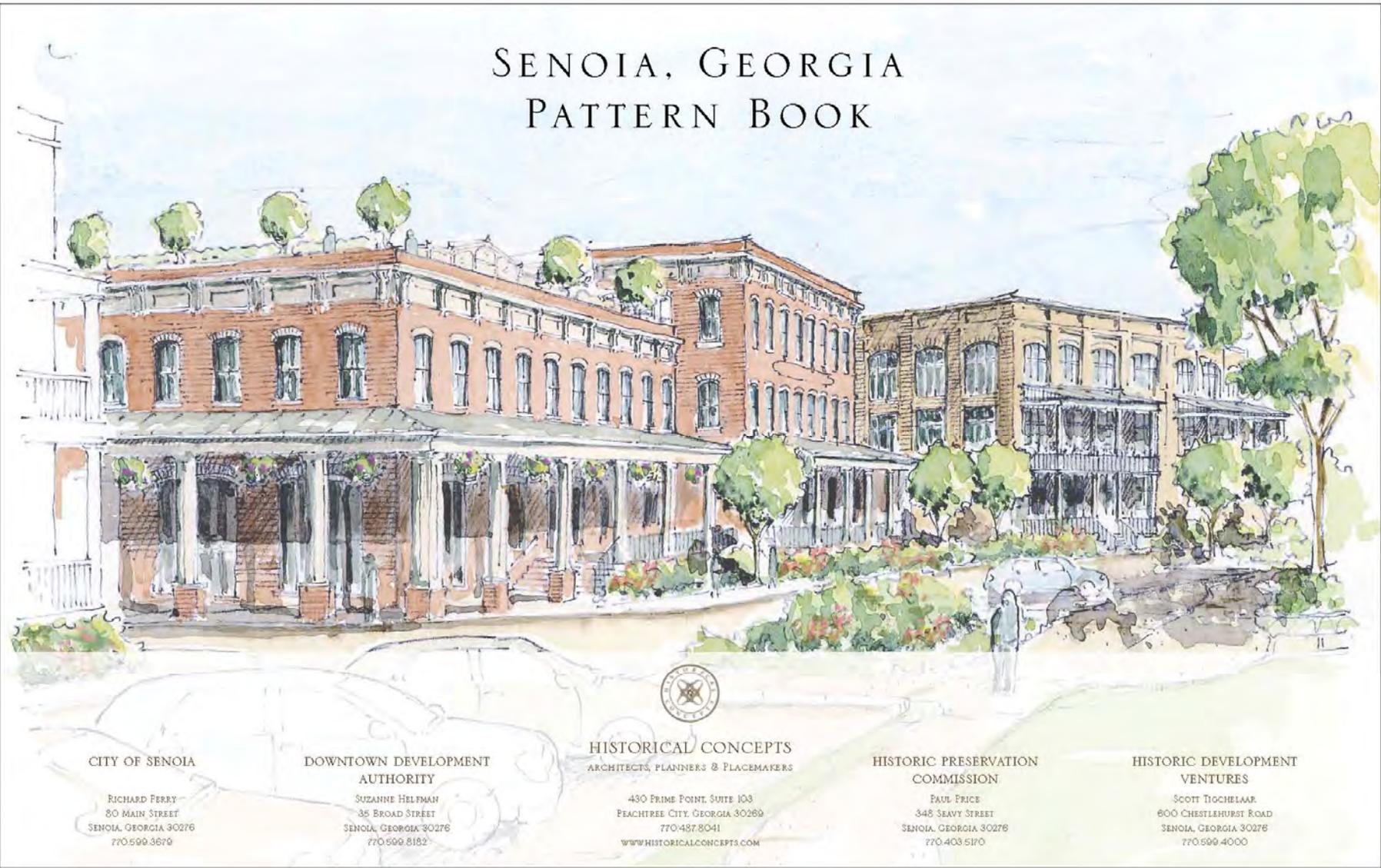
The Gin Property

Master Plan

8 acre brownfield site
 formerly cotton gin/warehouses
 purchased by HDV / live backlot
 complements Main Street's retail focus
 mixed-use and residential
 extends historic character



SENOIA, GEORGIA PATTERN BOOK



CITY OF SENOIA

RICHARD FERRY
80 MAIN STREET
SENOIA, GEORGIA 30276
770.599.3670

DOWNTOWN DEVELOPMENT AUTHORITY

SUZANNE HELPMAN
35 BROAD STREET
SENOIA, GEORGIA 30276
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HISTORICAL CONCEPTS ARCHITECTS, PLANNERS & PLACEMAKERS

430 PRIME POINT, SUITE 103
PEACHTREE CITY, GEORGIA 30269
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HISTORIC PRESERVATION COMMISSION

PAUL PRICE
348 SEAVY STREET
SENOIA, GEORGIA 30276
770.403.5170

HISTORIC DEVELOPMENT VENTURES

SCOTT TIGCHELAAR
600 CHESTLEHURST ROAD
SENOIA, GEORGIA 30276
770.699.4000

— SENOIA, GEORGIA —
A VISION FOR THE FUTURE - THE GIN PROPERTY - COTTAGE LOT TYPES

Cottage lots are typically 40-80' wide and 80-130' deep. They may vary in size from lot to lot depending on location. These are detached units and should have openings accordingly to the Architectural Patterns. All utility boxes and meters should be off of the alley or rear of the lot.

Mid block:

- Front Yard Setback:** 15' setback from property line.
- Front Façade Zone:** 15-25' from property line.
- Side Yard Setbacks:** 5' setback from property line.
- Rear Yard Setbacks:** 3' setback from property line.

Corner:

- Front Yard Setbacks:** 15' setback from property line on major street.
- Front Façade Zone:** 15-25' from property line.
- Side Yard Setbacks:** 5' setback from property line.
- Side Façade Zone:** 5-10' from property line on minor street. The main mass of the side façade and garage should be within this zone.
- Rear Yard Setbacks:** 3' setback from property line.
- Rear Façade Zone:** 3-8' from property line. The main mass of the rear façade of the garage should be in this zone.

Parking: All parking must be accessed from the alley, and located in the rear 1/3 of the site. Lots without alley access should access garages from secondary streets when available. Front loaded garages should be placed in rear 1/3 of buildable zone and at least 45° behind the closest corner of the primary front façade.

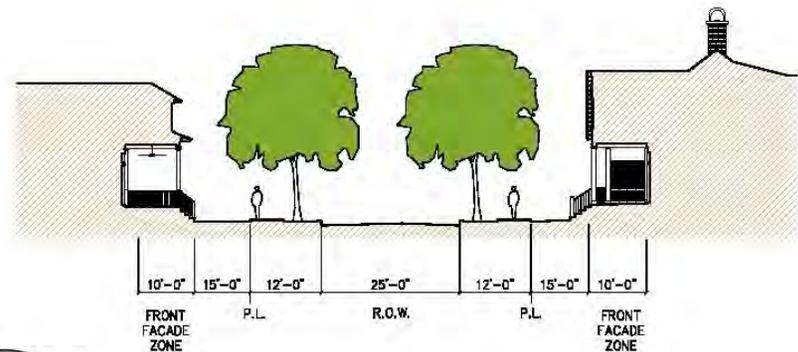
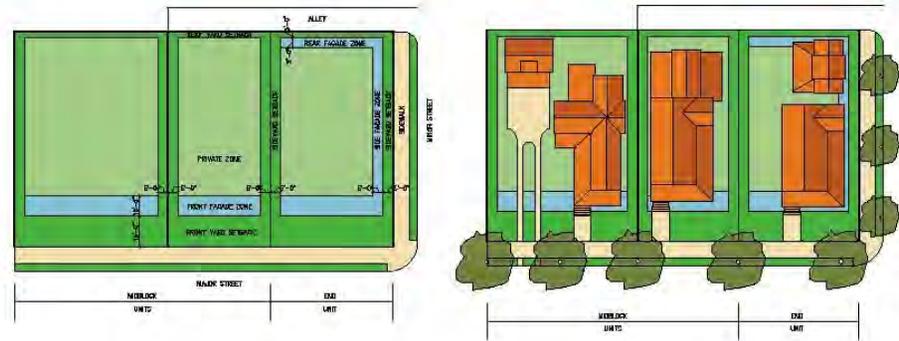
Building Heights:

- Main Building: 1-2 stories
- Outbuildings: 1-2 stories

Building Height shall be measured in number of stories, excluding a raised basement or inhabited attic. Each story shall not exceed 12ft clear, floor to ceiling and be no less than 9ft. Maximum height shall be measured to the eave or roof deck. First floors and primary entry shall be raised a minimum of 30" above the adjacent sidewalk.

Frontage Types Allowed: Common Yard; Porch & Fence

Utility Placement: Meters, condensers and other equipment must not be visible from the sidewalk. Placement in the front façade or side façade zone is prohibited. Locate Equipment off alleys or internal side yards when possible. Flat roofs may be used, but must be accessible, located behind parapet, and not visible from street.



— SENOIA, GEORGIA —
1826-2006 - BUILDING TYPES

DETACHED LARGE RESIDENTIAL



Pylant Street



Pylant Street



Johnson Street



Pylant Street



Seavy Street



Johnson Street



— SENOIA, GEORGIA —
1826-2006 - BUILDING TYPES

DETACHED MEDIUM RESIDENTIAL



Broad Street



Johnson Street



Bridge Street



Morgan Street



Pylant Street



Seavy Street



— SENOIA, GEORGIA —
1826-2006 - ARCHITECTURAL STYLES



Classical Revival



National



Folk Revival



Craftsman



Queen Anne Victorian



Senoia Main Street Commercial



— SENOIA, GEORGIA —
1826-2006 - ARCHITECTURAL STYLES



THE CLASSICAL REVIVAL STYLE

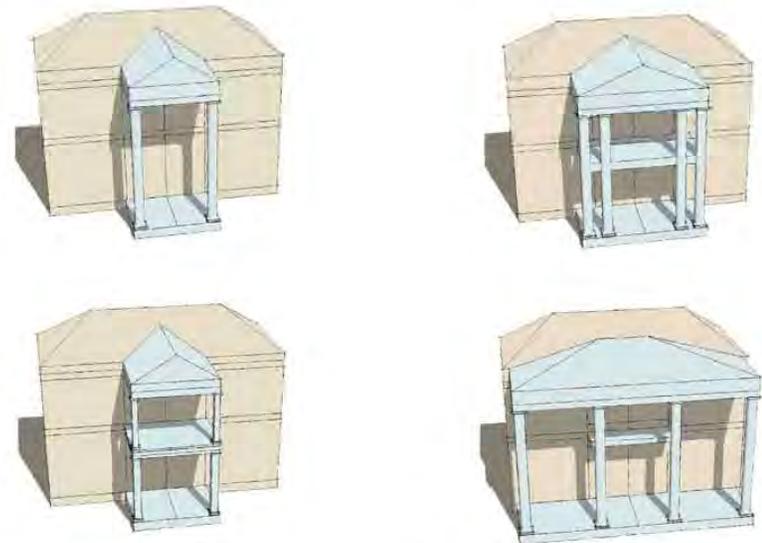
IDENTIFYING FEATURES

1. SIMPLE MAIN MASS DESIGN.
2. GRAND FORMAL ENTRY PORCH OR PORTICO.
3. TWO-STORY CLASSICAL COLUMNS.
4. SYMMETRICAL FRONT ELEVATION.

HISTORY & CHARACTER

The Classical Revival Style is typically found on larger homes and estates and commonly features the accurate use of Classical Orders in the execution of the exterior design. This style flourished in US cities and towns in the 19th century through the study of newly accessible ancient Greek Archeology. The Classical Revival was perceived to stand for dignity, democracy, and freedom.

The main characteristic of the Classical Revival Style is the grand entry porch. This element typically matches the height of the main cornice and is centered on the main mass. There is much variation in the actual design, but a majority of the porches feature two-story classical columns one or three bays in width. Another typical configuration is to stack smaller classical columns in a two-story fashion with the lower columns of a larger diameter. The roof of the entry porch may be a hidden low pitch hip or a front facing gable that either matches or is slightly lower than the main roof pitch. The upper porch, if included, can engage the columns or be a more shallow balcony.



Classical Revival - Porch Massing Examples



— SENOIA, GEORGIA —
1826-2006 - ARCHITECTURAL STYLES

KEY ELEMENTS - FRONT DOORS

Classical Revival

The Front Door of the Classical Revival Home will have the following key features - a four, six, or eight panel wood door, flanking sidelights, a rectangular or arched transom, and classical pilasters and trim surrounding the opening. The size of the door will vary but at a minimum would be 36" in width and 6'8" in height. The width will often be larger than 36".



KEY ELEMENTS - WINDOWS

Classical Revival

Typical windows of the Classical Revival Home will be double hung with sash patterns of 1 over 1, 6 over 6, 8 over 8, or 9 over 9. Less common examples include 12 over 12 and non-equal combinations like 9 over 1 or 6 over 9. The standard window is of a larger size than today's typical double hung, so look for the larger sizes when considering this style. Special windows are windows that occur singly as architectural accents to draw attention or create unique character and may include dormers, palladian windows, oriel windows, or bay windows.



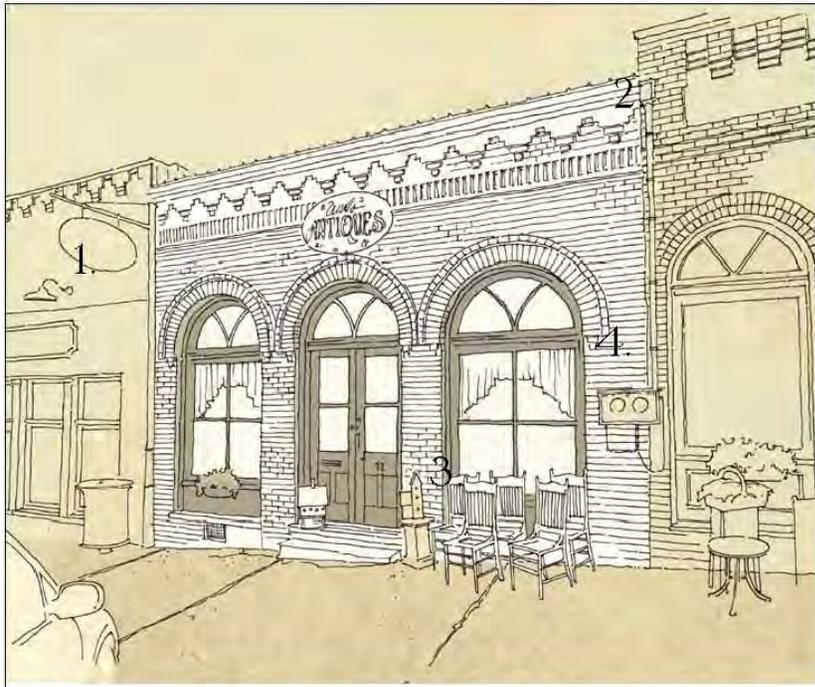
KEY ELEMENTS - OTHER

Classical Revival

Signature elements for the Classical home typically surround the appearance of the front elevation particularly the entry porch. This grand gesture is two stories with giant square, round, or fluted classical columns which may range in style from the simpler Doric to the elaborate Corinthian. A standard accompaniment to this element is a second story 'balcony' that overhangs the formal front door design.



— SENOIA, GEORGIA —
1826-2006 - ARCHITECTURAL STYLES



THE MAIN STREET COMMERCIAL STYLE

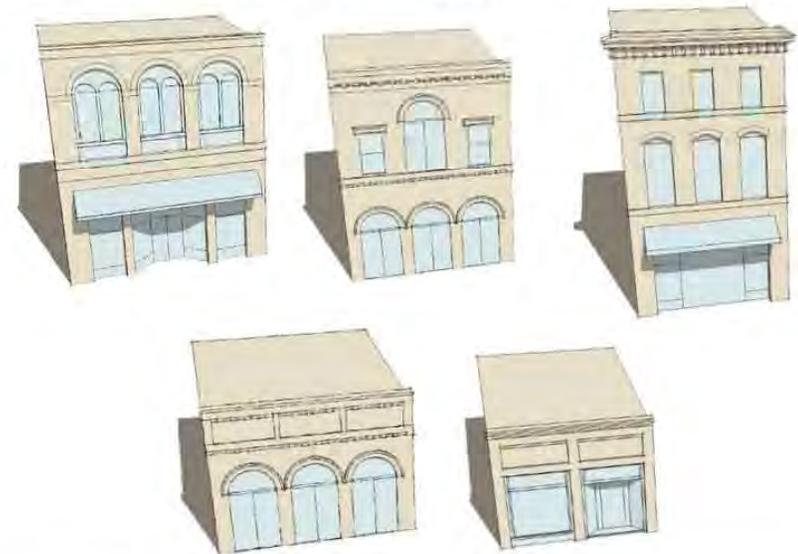
IDENTIFYING FEATURES

1. ONE TO THREE-STORY BRICK BUILDING - FOUR STORY MAXIMUM
2. BRICKWORK ACCENTING OPENINGS AND CORNICE
3. LARGE WINDOWS - PUNCHED OR GANGED, OFTEN ARCHED
4. MODEST OVERALL SIZE

HISTORY & CHARACTER

The Main Street Commercial Style is defined by the buildings found on and adjacent to a town's main commercial street, which is not always named 'Main Street'. These buildings once served the essential needs of the townfolk before the advent of strip malls and outskirt commercial developments with large parking needs. Main Street stores and shops served the town both materially and in what is now missed, spiritually; in the form of increased community and togetherness. Main Street buildings can be designed to reflect most architectural styles but in their base form they are a style unto themselves. Small scale, one to three story, brick buildings with wonderful brickwork detailing can be found in towns in every region of the country.

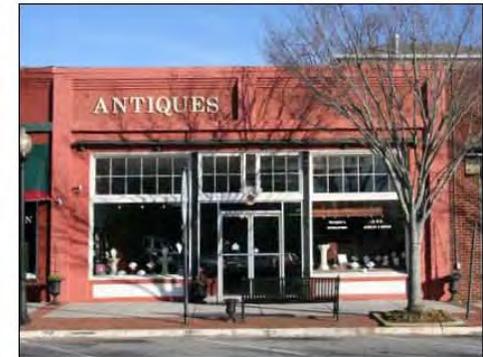
In Senoia a distinctive pattern exists in the arrangement of the storefront or ground level openings: a triple arched opening 5-6 feet wide separated by brick piers 16 to 20 inches in width. While a majority of the buildings in Senoia have this triple arched window grouping, the street eliminates monotony by varying the types of arched openings and the overall façades in height and in the detailed brickwork that surrounds and caps them at the cornice. Color is also a large design element as shown in the image gallery on the next page.



Main Street Commercial- Façade Composition Examples



— SENOIA, GEORGIA —
1826-2006 - ARCHITECTURAL STYLES



Main Street Commercial - Local and Regional Examples



— SENOIA, GEORGIA —
1826-2006 - ARCHITECTURAL STYLES

KEY ELEMENTS - FRONT DOORS

Main Street

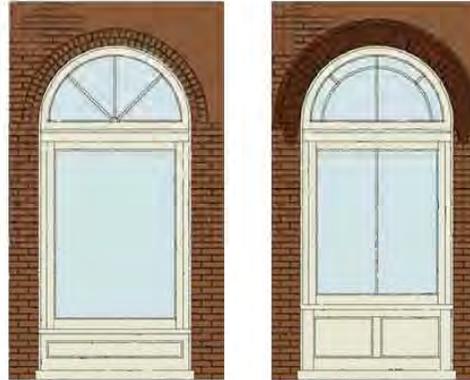
Main Street Style Doors are large, often over three feet in width and around 8 feet in height. The door/s will be glazed to display the interior of the store or office and may be simply divided. Double doors were common in Senoia but due to accessibility requirements single doors are encouraged in the arched opening pattern (double 36" doors would become too fat in width to be appropriately proportioned). If the entry is arched it may or may not have distinctive brickwork detailing.



KEY ELEMENTS - WINDOWS

Main Street

Main Street Windows are also large and expansive; the better to display the offerings of what is inside to potential customers passing by. Upper story windows are also large to maximize the light into the spaces above the store. Main Street buildings are often attached to each other and therefore do not have the opportunity for side elevation glazing. Again, brickwork patterns and offsets are typical of the design around these elements. The greater the offset, the greater the shadow created by sunlight.



KEY ELEMENTS - OTHER

Main Street

Besides the rhythm and type of openings and the proportions of the storefront entry what makes this style is its brickwork as made evident in the image below. Simply by shifting the depth and positions of standard-sized brick in a vertical wall, wonderful textures and patterns are created that give life to what was previously a plain series of lines and rectangles. Senoia's few existing Main Street buildings contain a wealth of precedent for new designs, and the variety possible is only expanded as one looks around the towns in the region and state.



Aerial Perspective of Gin Property



Character Sketch of Live-Work Building

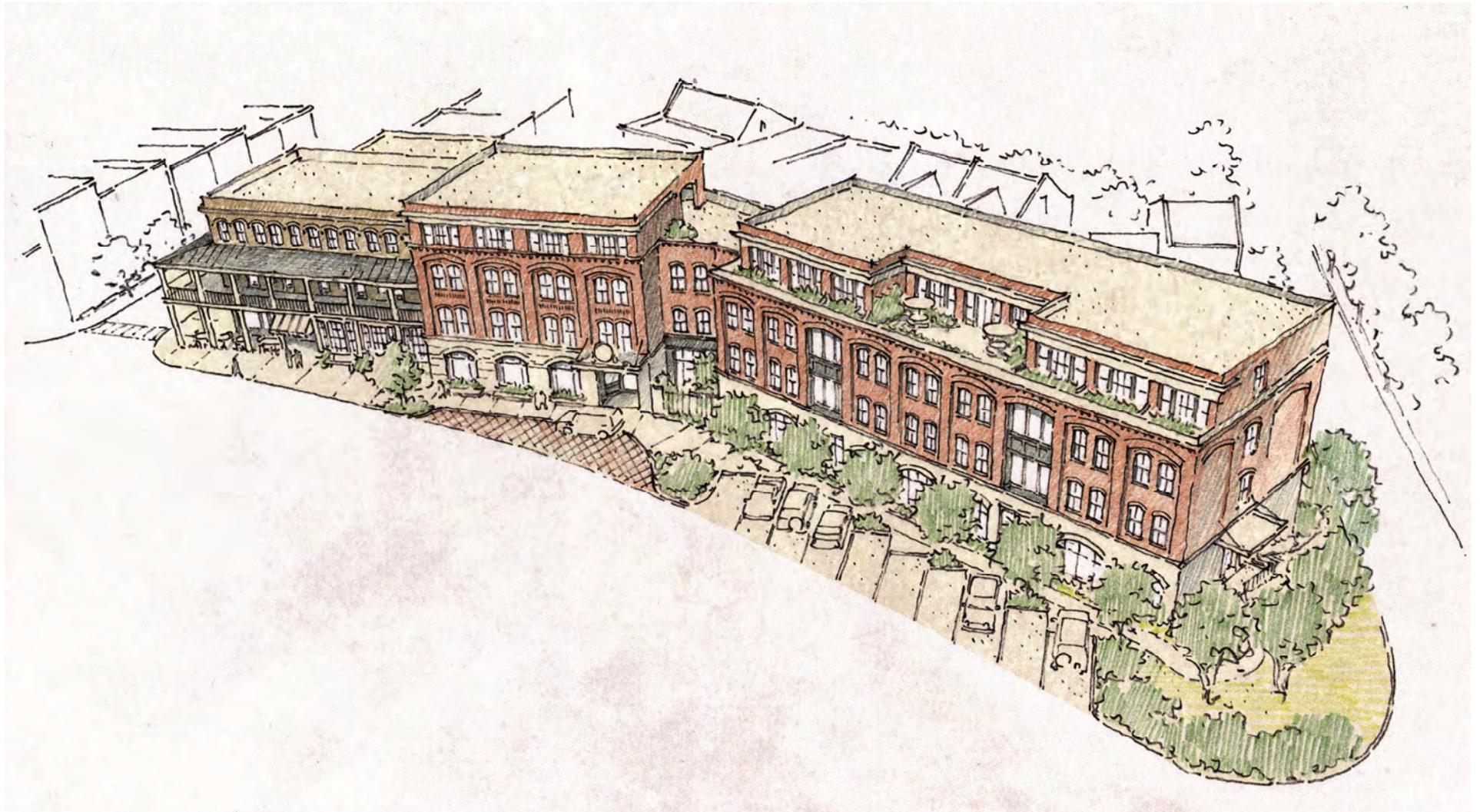


Character Sketch of Mixed-Use Buildings



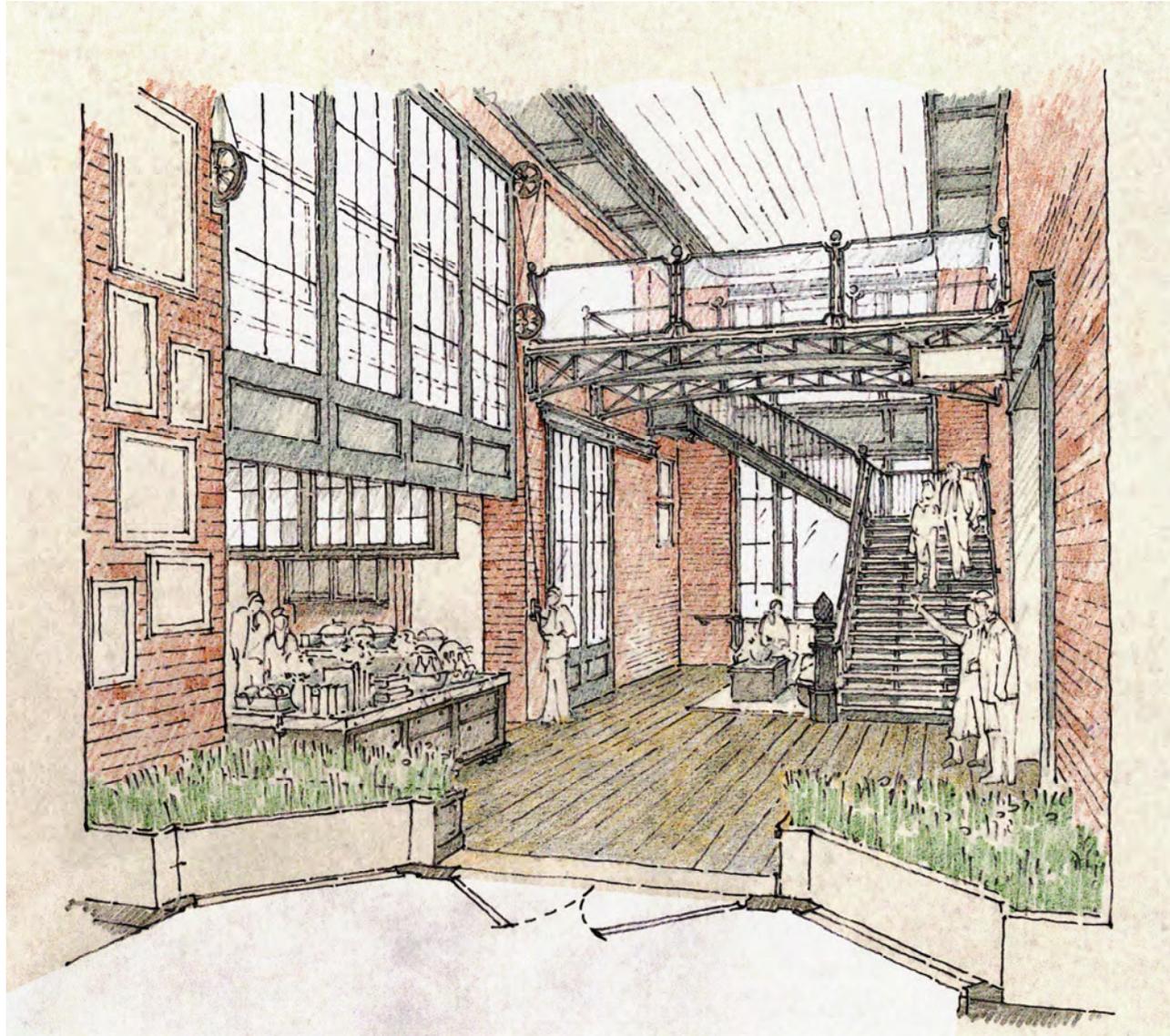
Conceptual Architecture

Boutique Hotel



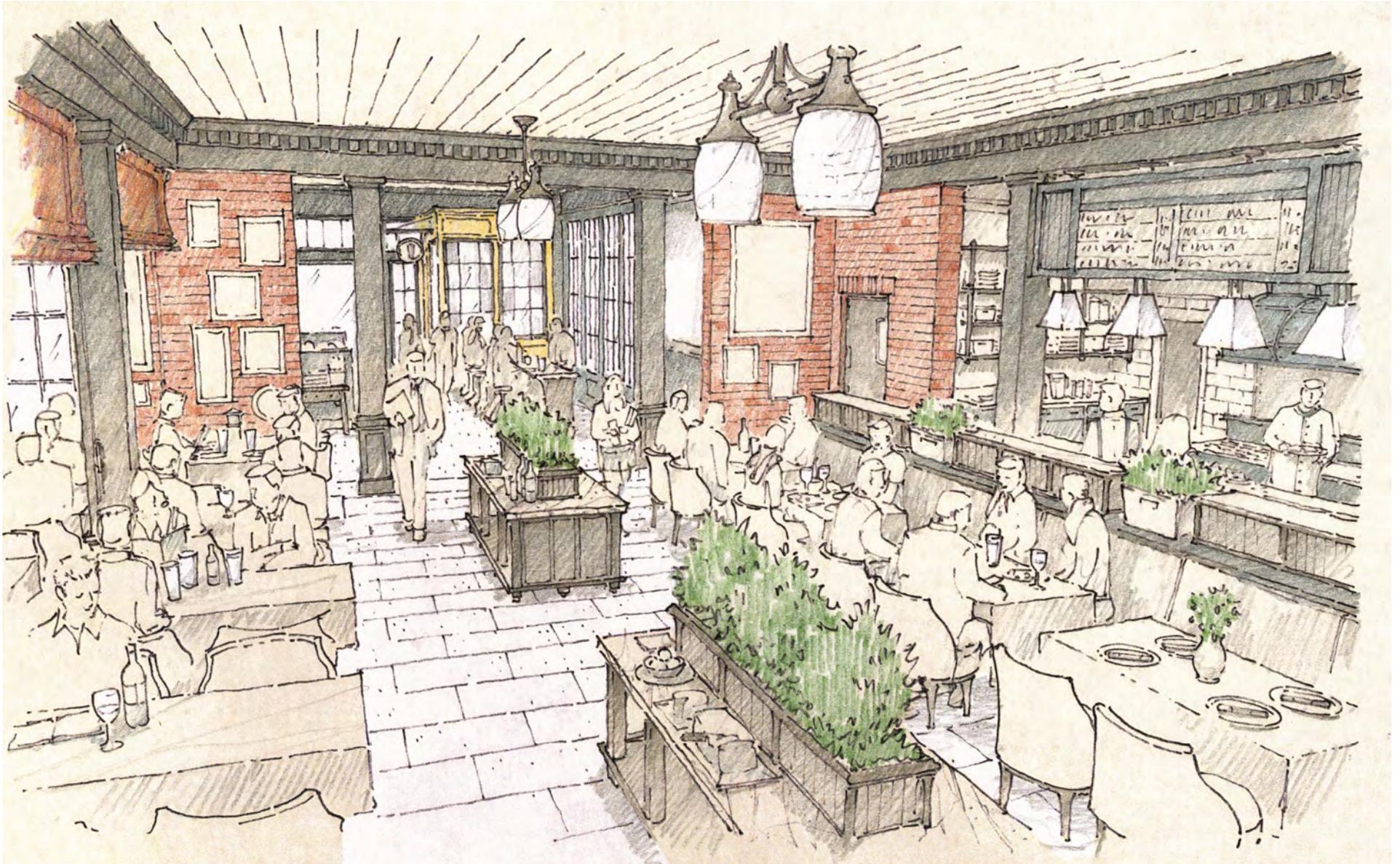
Interior Perspective

Boutique Hotel Lobby



Interior Perspective

Boutique Hotel Restaurant



Perspective Rendering
McKnight Street Brownstones



First Phase of Live Back Lot for Filming

Southern Living 2010 Idea House

"Abercorn Place"





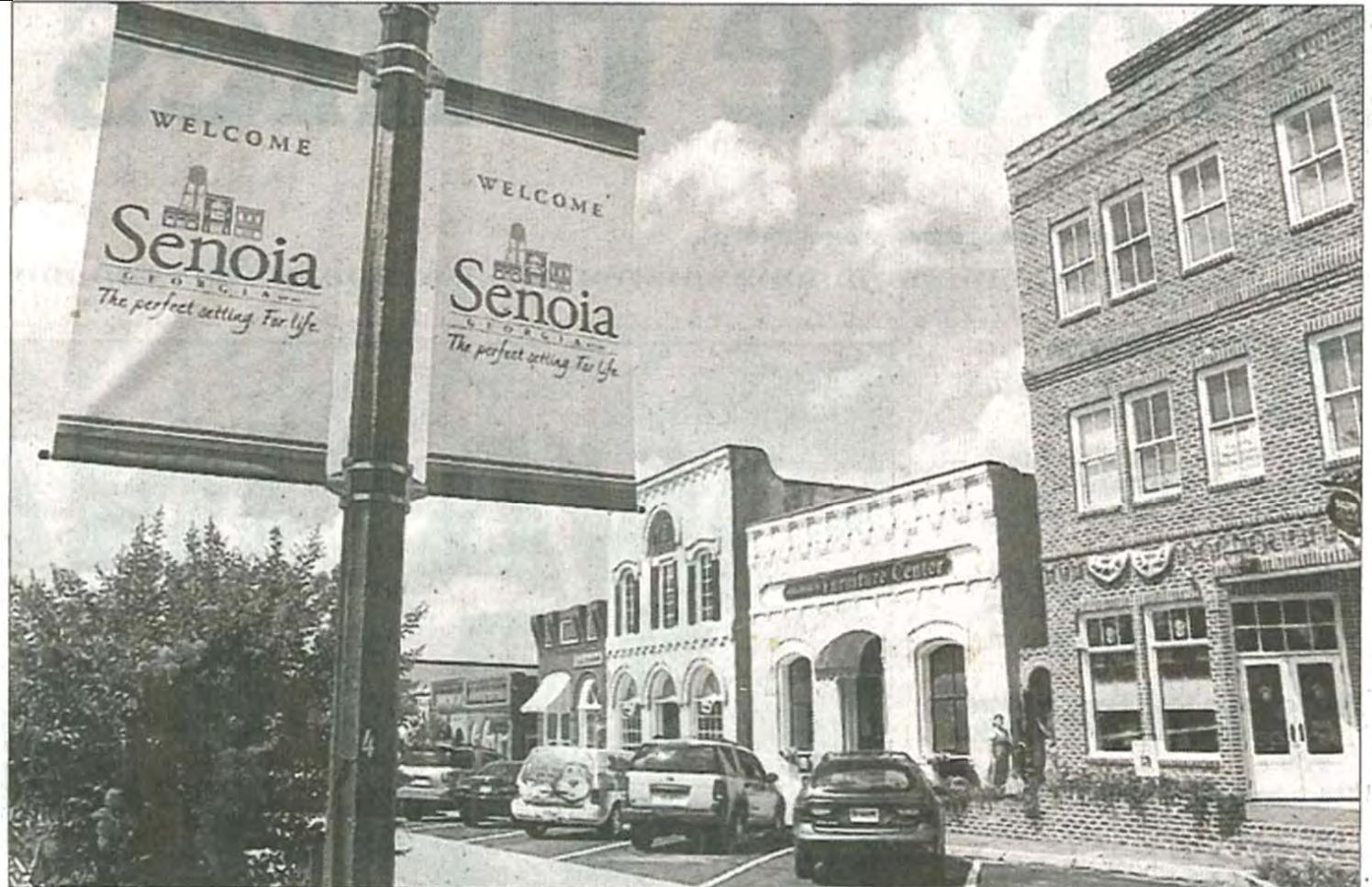






The spotlight is on Senoia.

In addition to Southern Living's coverage, features on television, in newspapers and on the internet help bring attention to Senoia's renaissance.



The look of a simpler time is what developers are striving for in Senoia. Main Street has been revitalized and visitors will find antiques and home decor shops, a bakery and a wine store. **Vino Wong** vwong@ajc.com



Senoia rolls out the red carpet.

Over a 6 month period, more than 27,000 people visit the Southern Living Idea House and many stay to shop and dine in Senoia's newly revitalized main street district.





Charmed by Senoia's success.

Senoia's small town atmosphere and hospitality made such an impression on Southern Living and their readers that they are returning to in 2012 with the first ever Renovation House!



Existing House



2012 Southern Living Renovation House

Conceptual Sketch



2012 Southern Living Renovation House





2011 Renaissance Award
Historic Development Ventures



The Rebirth of Historic Senoia, Georgia

New Year's Day Portrait 2010