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Design Review

A Checklist Approach to Identifying,
Evaluating & Articulating Architectural Character



**COMMUNITY
DESIGN**
SOLUTIONS

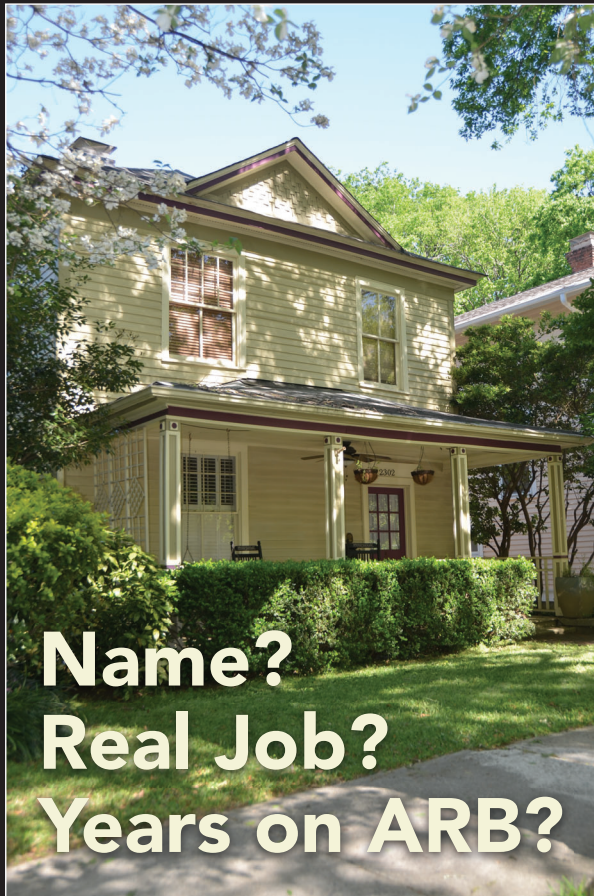
This project funded in part, by federal funds from the National Park Service, administered by the South Carolina Department of Archives and History.

Randy L. Wilson, President

Community Design Solutions, Inc.

Consulting Architect to Main Street South Carolina

PARTICIPANT INTRODUCTIONS

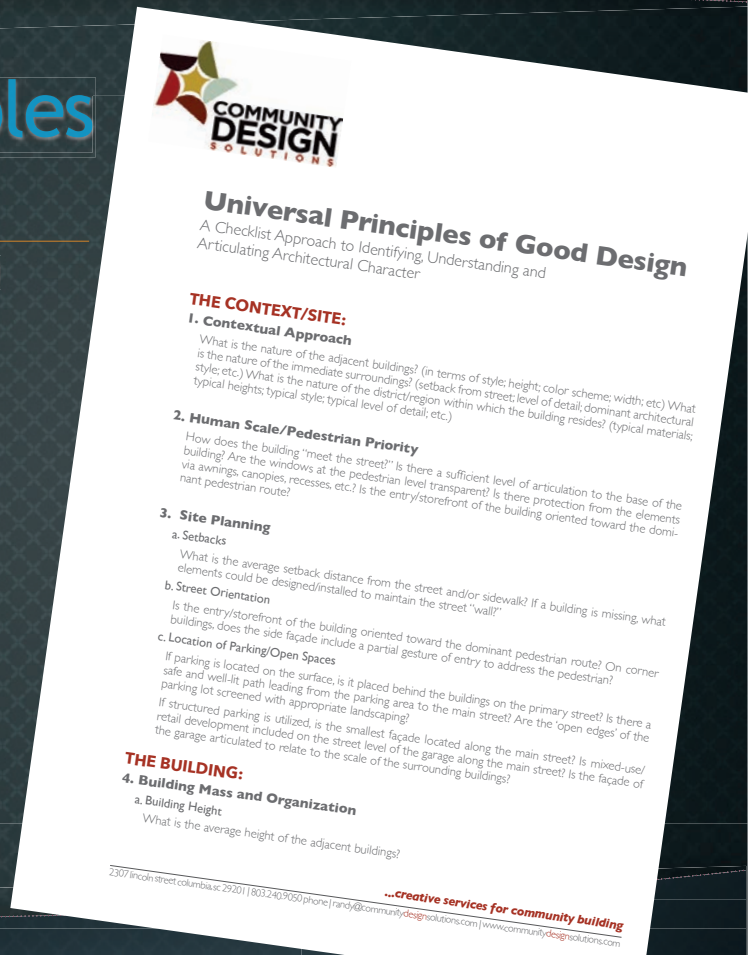


Universal Principles of Good Design

A Checklist Approach to Identifying, Evaluating
and Articulating Architectural Character

My Philosophy of Design Training

Randy L. Wilson, President
Community Design Solutions, Inc.
Consulting Architect to Main Street South Carolina



Part A

A Checklist of Universal Principles of Good Design



The Context or Site



Contextual Approach

★ A technical definition of "context"

IMMEDIATE CONTEXT



IMMEDIATE CONTEXT



IMMEDIATE CONTEXT



IMMEDIATE CONTEXT



SURROUNDING CONTEXT



SURROUNDING CONTEXT



SURROUNDING CONTEXT



DISTRICT CONTEXT



REGIONAL/DISTRICT CONTEXT



REGIONAL/DISTRICT CONTEXT



REGIONAL/DISTRICT CONTEXT



2

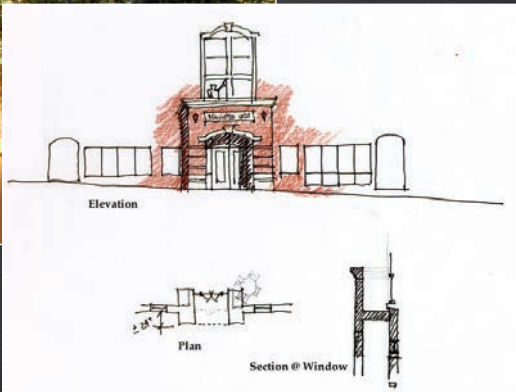
Human Scale

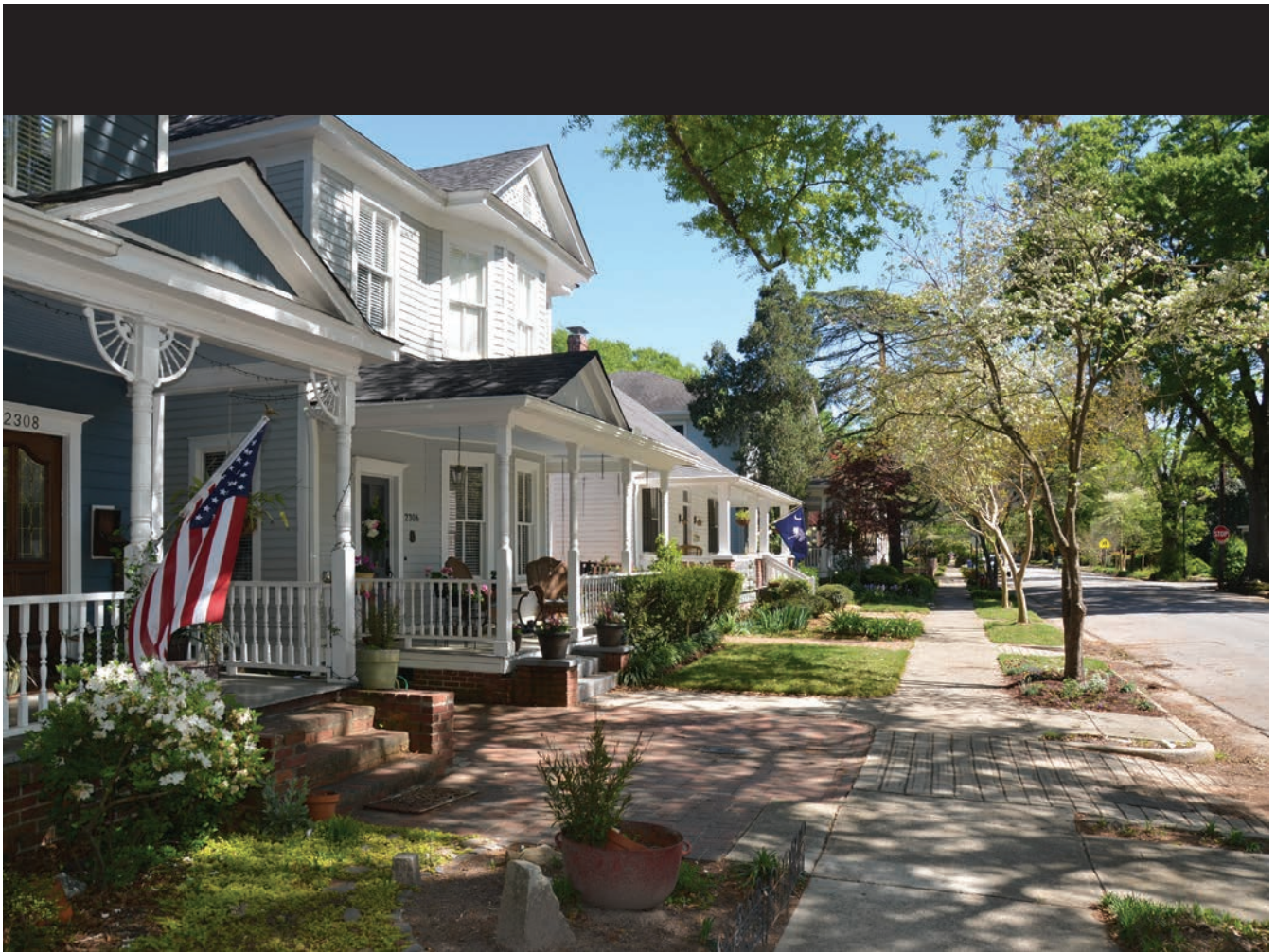
★ Pedestrian Priority







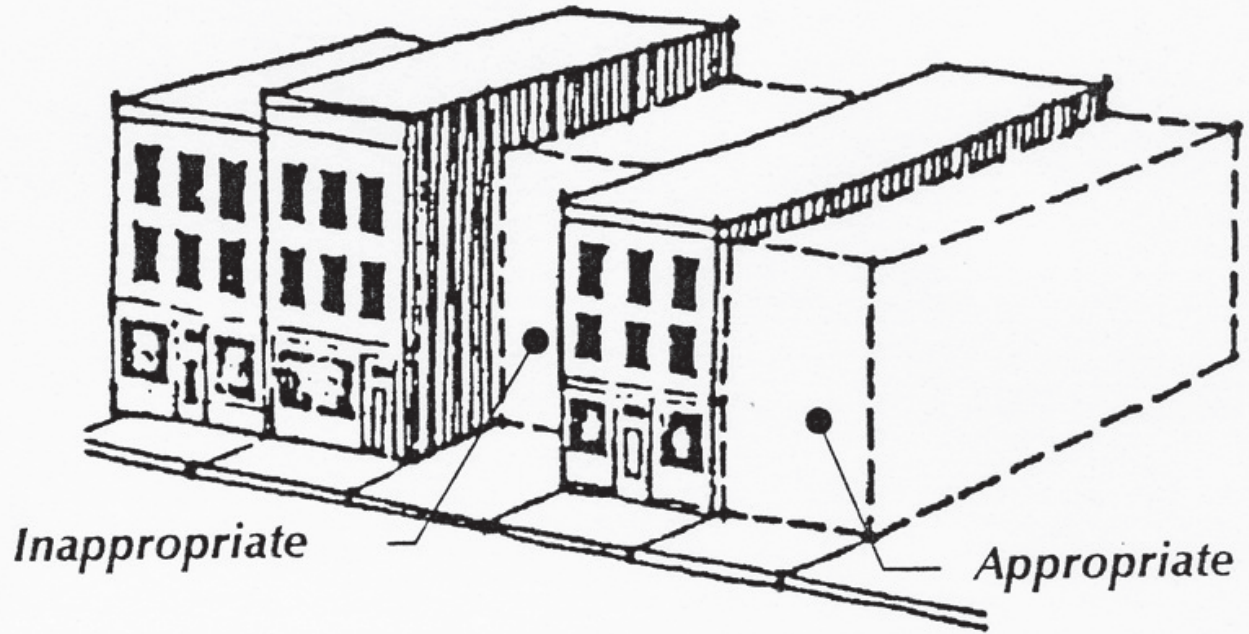




3

Site Planning

SETBACKS



SETBACKS



SETBACKS



STREET "WALL"



STREET "WALL"



MISSING STREET WALL





MISSING STREET WALL

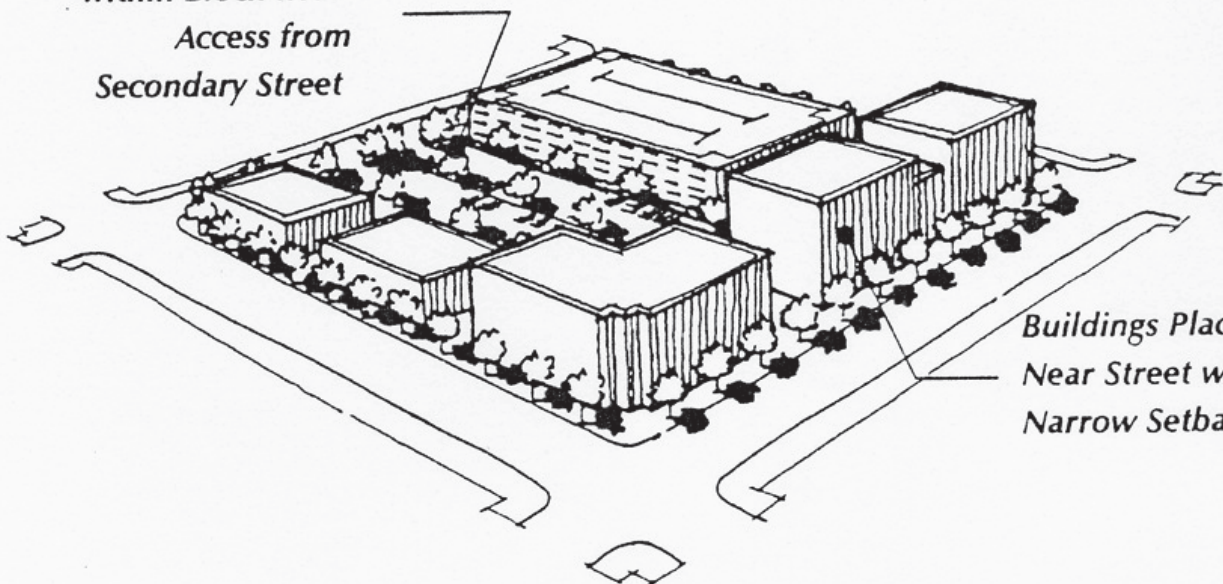


MISSING STREET WALL



LOCATION OF PARKING/OPEN SPACES

*Parking Contained
within Block with
Access from
Secondary Street*

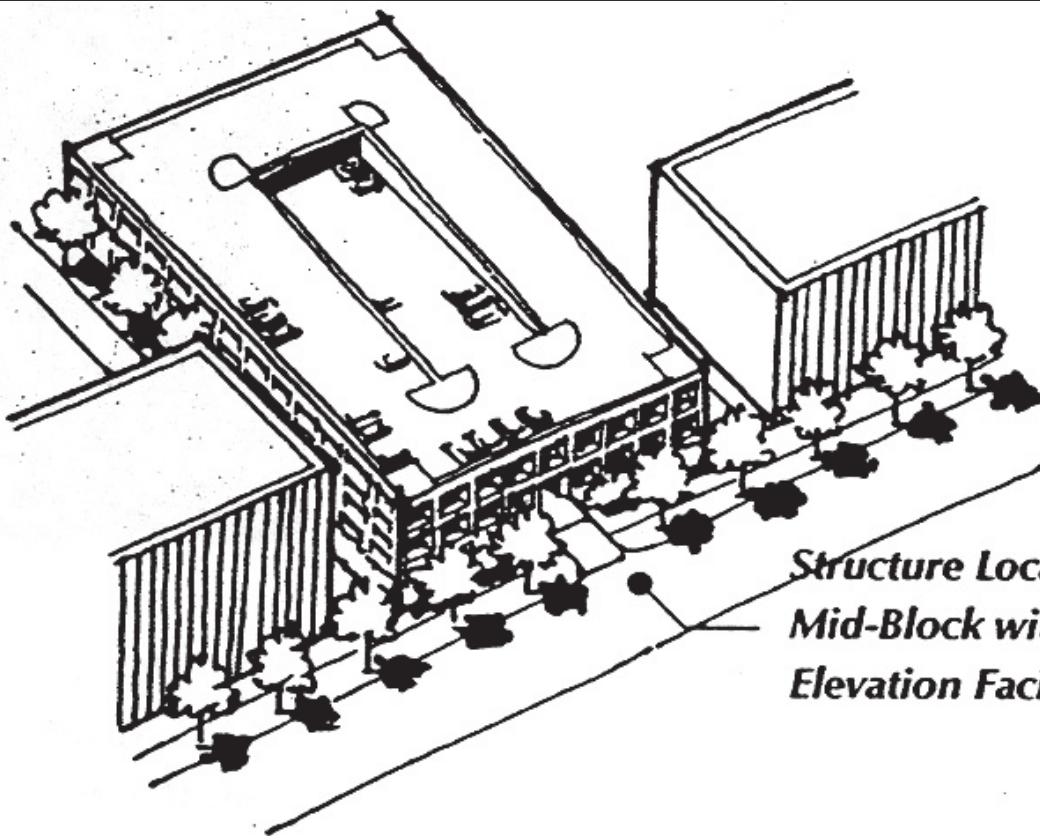


*Buildings Placed
Near Street with
Narrow Setbacks*

PARKING LOT BUFFERS



LOCATION OF PARKING STRUCTURES



*Structure Located at
Mid-Block with Narrow
Elevation Facing the Street*





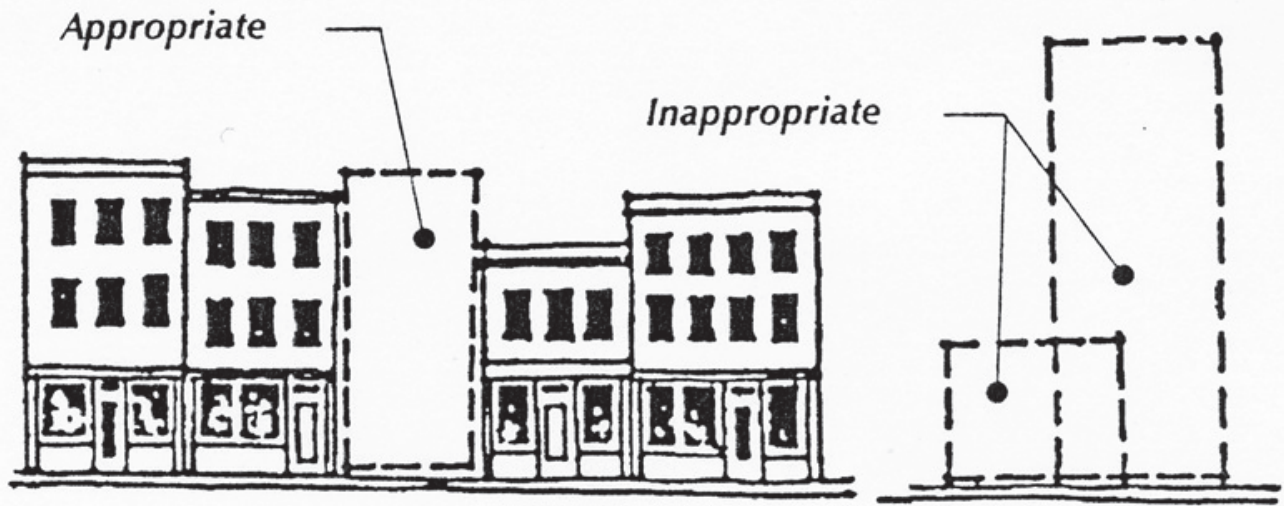
The Building

4

The Building

★ Building Mass and Organization

HEIGHT



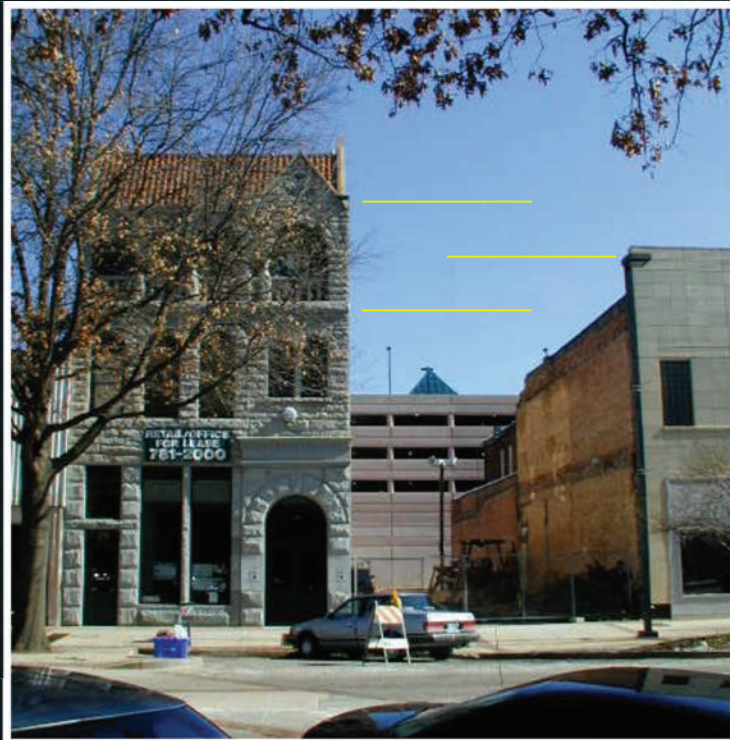
Infill Building Heights

HEIGHT



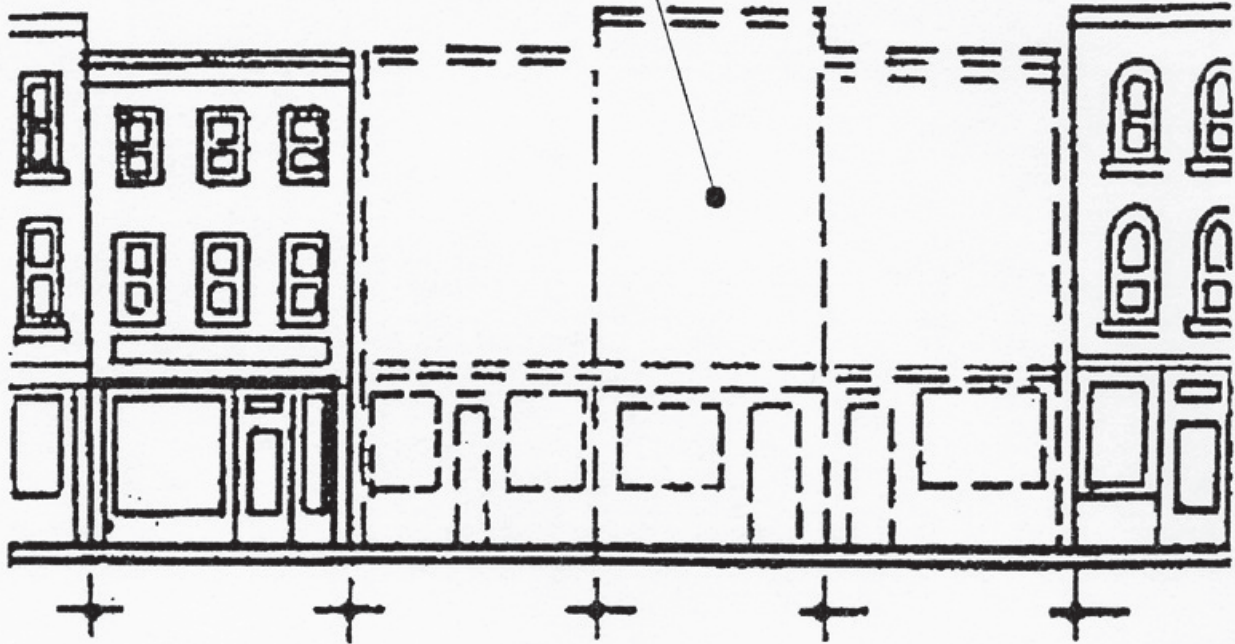


Building Height: Pop Quiz



FAÇADE RHYTHM

*Divide Large Infill Facade
into Equal Structural Bays*



FACADE RHYTHM



FACADE RHYTHM



PROPORTION OF OPENINGS



PROPORTION OF OPENINGS

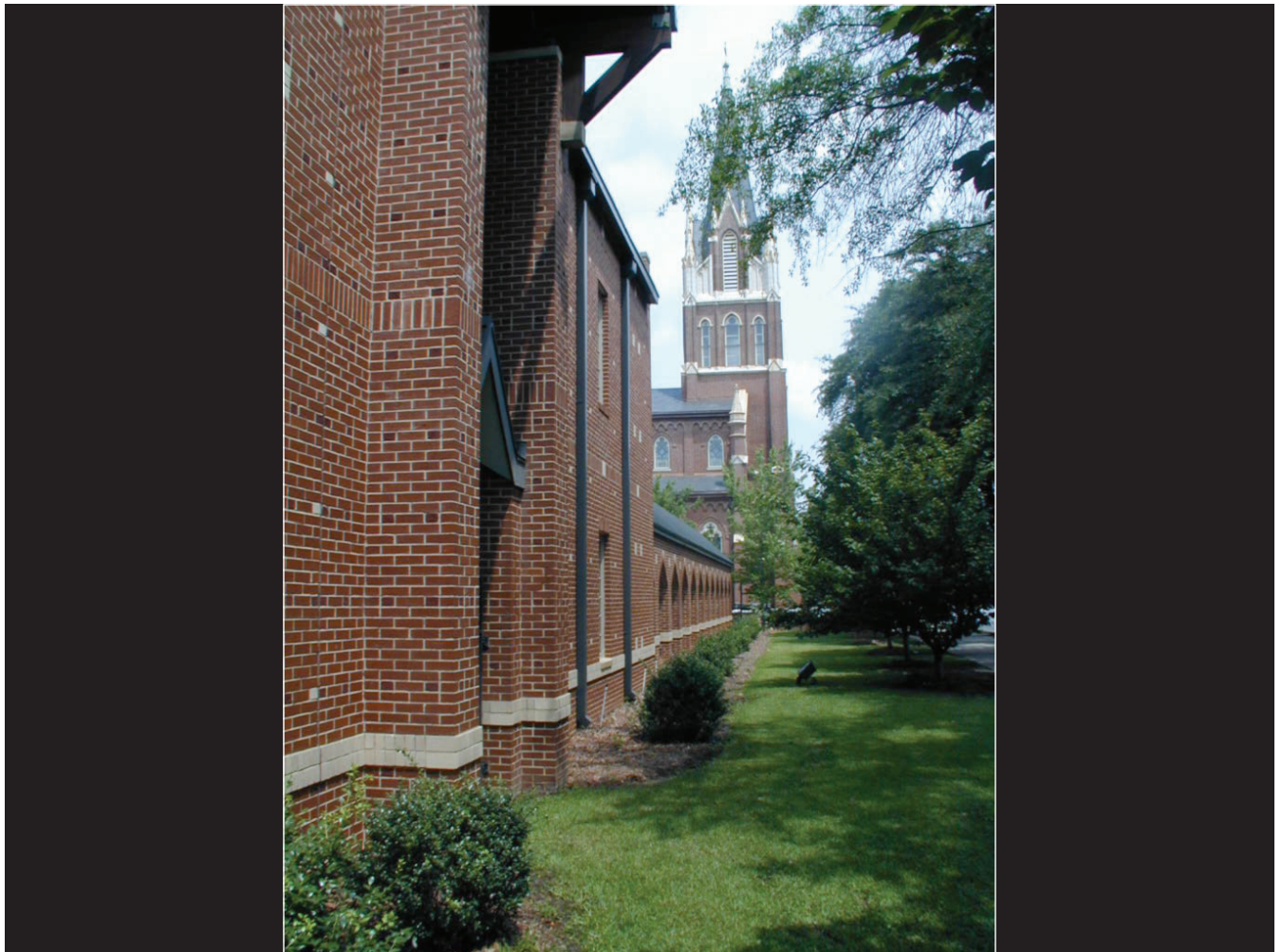


ALIGNMENT OF ARCHITECTURAL ELEMENTS



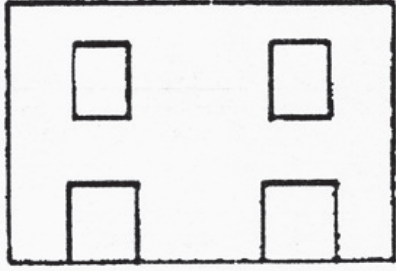
ALIGNMENT OF ARCHITECTURAL ELEMENTS



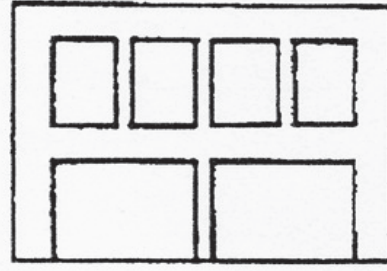




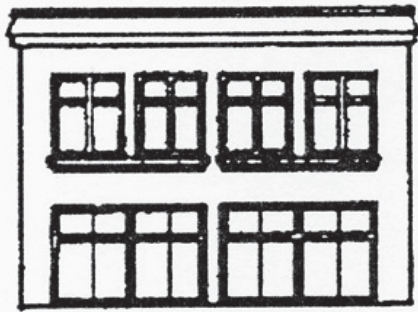
WALL ARTICULATION



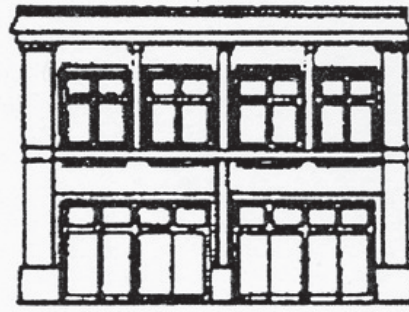
*Openings too Small
Relative to Building Mass*



*Increase Size
of Openings*



Articulate Openings



Break-Up Building Mass

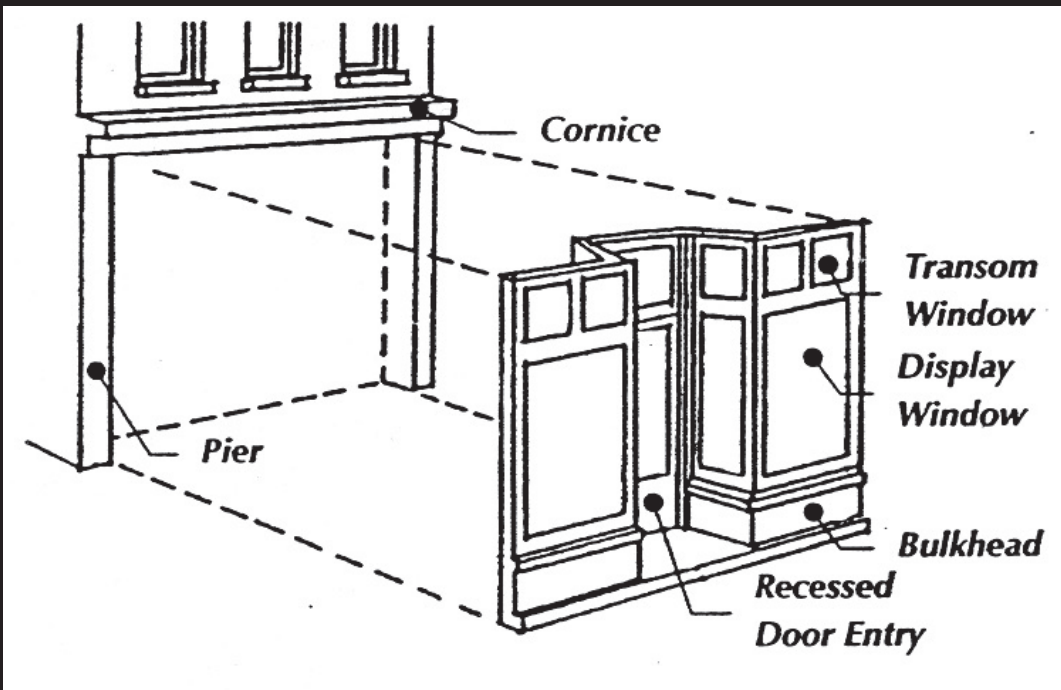


5

Storefront

★ Components and Composition

COMPONENTS & COMPOSITION



COMPOSITION: "TIC, TAC, TOE"



COMPONENTS & COMPOSITION



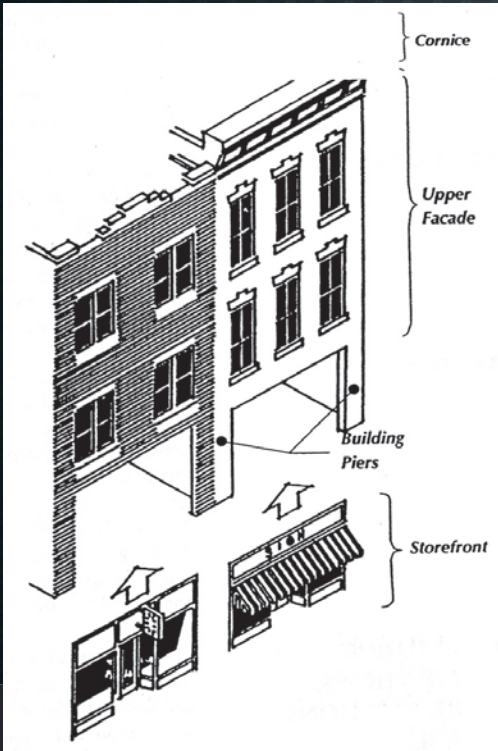
COMPONENTS & COMPOSITION



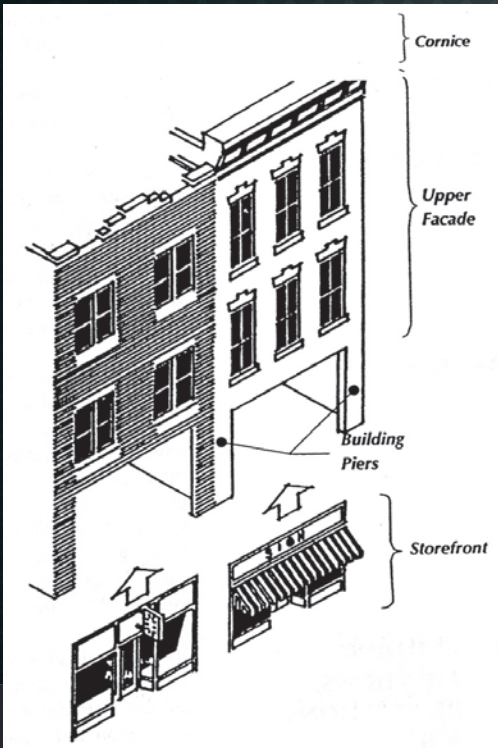
COMPONENTS & COMPOSITION



Piers/Pilasters/Building "Frame"



Piers/Pilasters/Building "Frame"



AWNINGS & CANOPIES

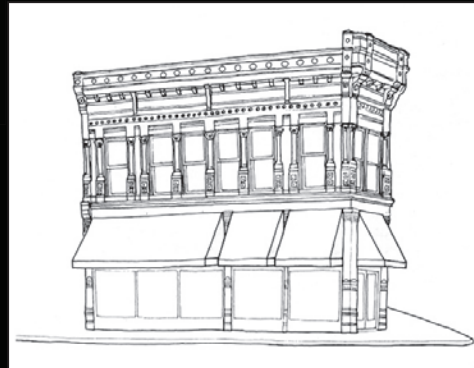
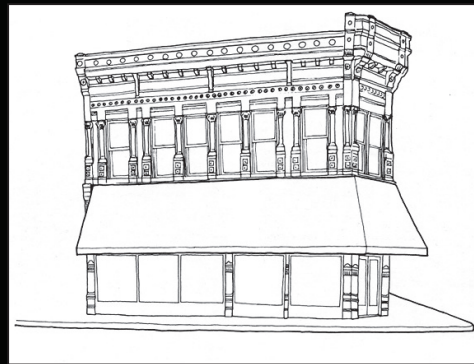
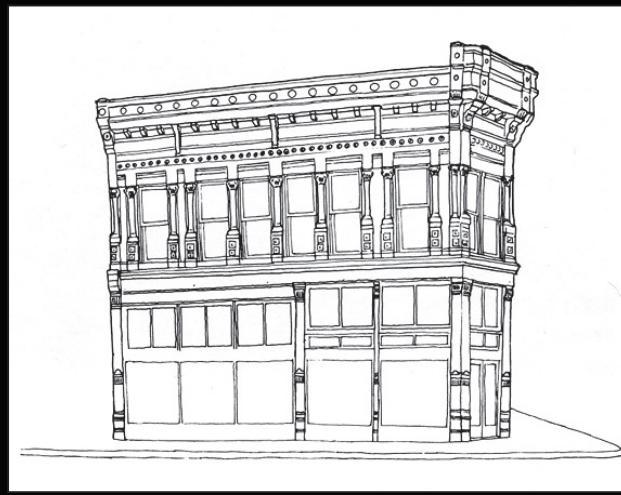


AWNINGS & CANOPIES

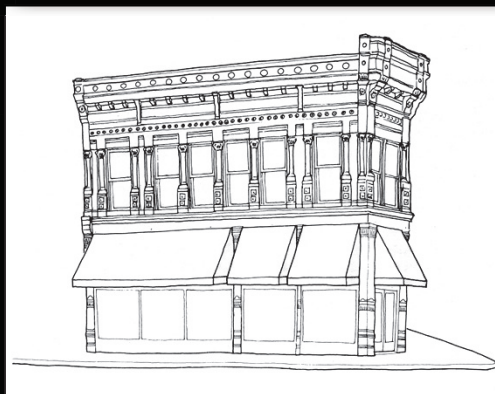
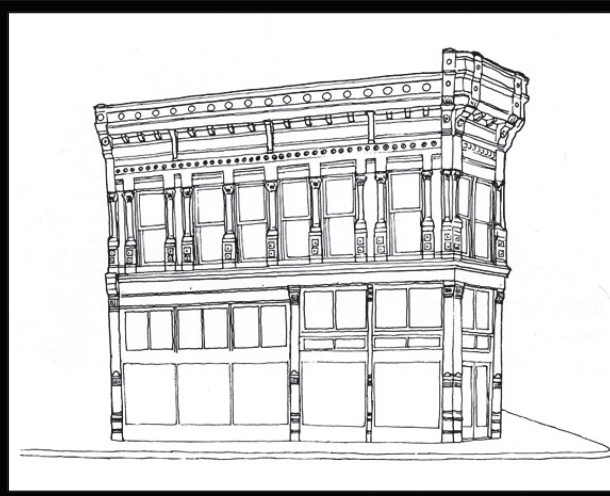


A

AWNING DESIGN PRINCIPLES



AWNING DESIGN PRINCIPLES



AWNINGS



What's wrong with this picture?

CANOPIES



6

Upper Facade

CORNICE





WALL MATERIALS



WALL MATERIALS



WALL MATERIALS



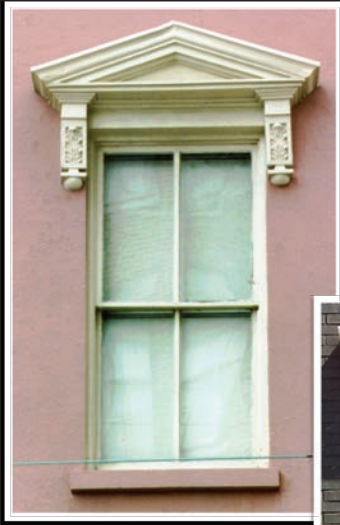
WALL MATERIALS



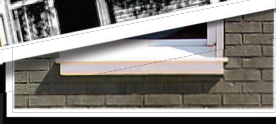
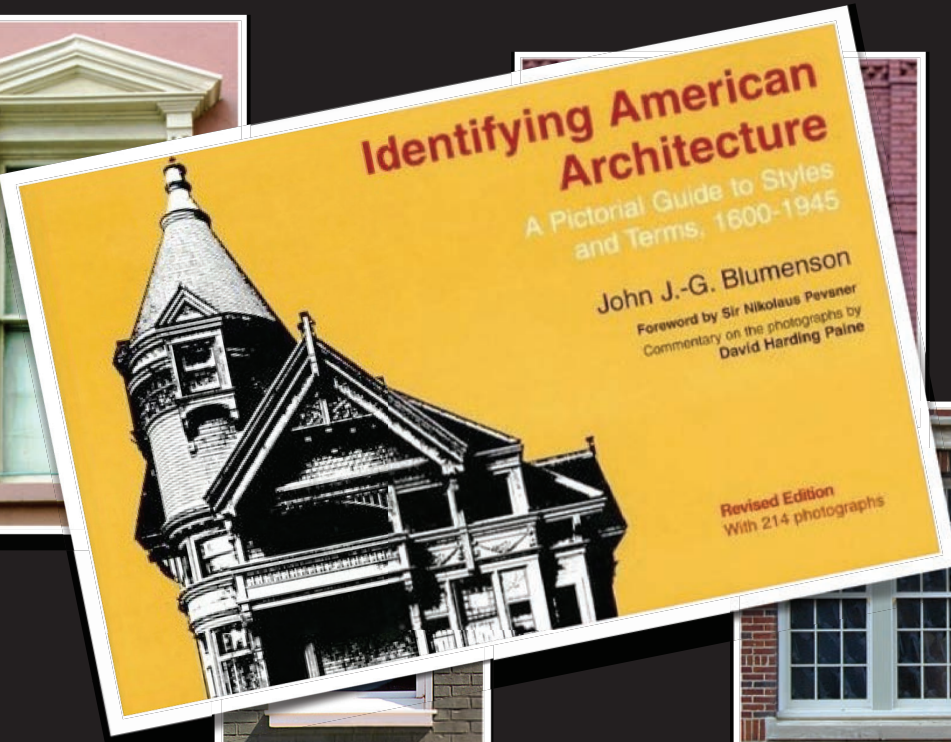
WALL MATERIALS



WINDOWS



WINDOWS



WINDOWS & SHUTTERS



Building Additions

★ Additions, Renovations & Demolitions

PRESERVATION OF ORIGINAL FEATURES



REMOVAL OF INCONSISTENT ELEMENTS



ADDITIONS TO EXISTING STRUCTURES



ADDITIONS TO EXISTING STRUCTURES





Miscellaneous Issues

STOREFRONT RENOVATION









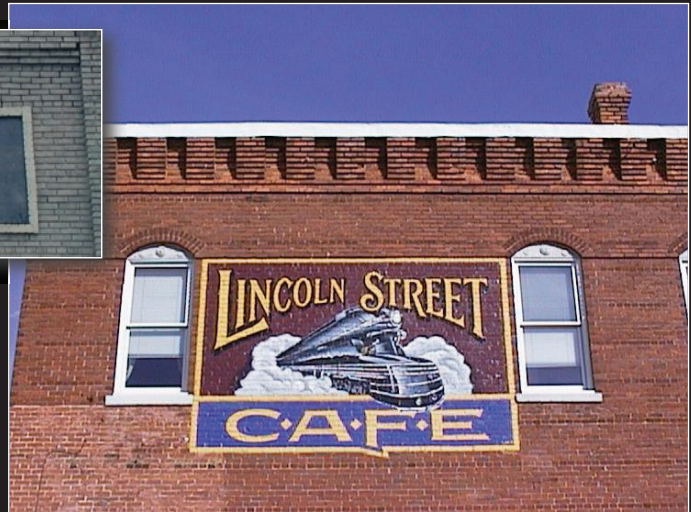
Signs

★ Sign design guidelines

GENERAL



WALL/PANEL SIGNS



CHANNEL LETTER SIGNS



WINDOW SIGNS



WINDOW SIGNS



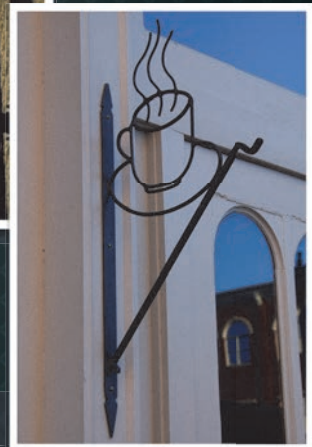
PROJECTING SIGNS



FIGURATIVE SIGNS



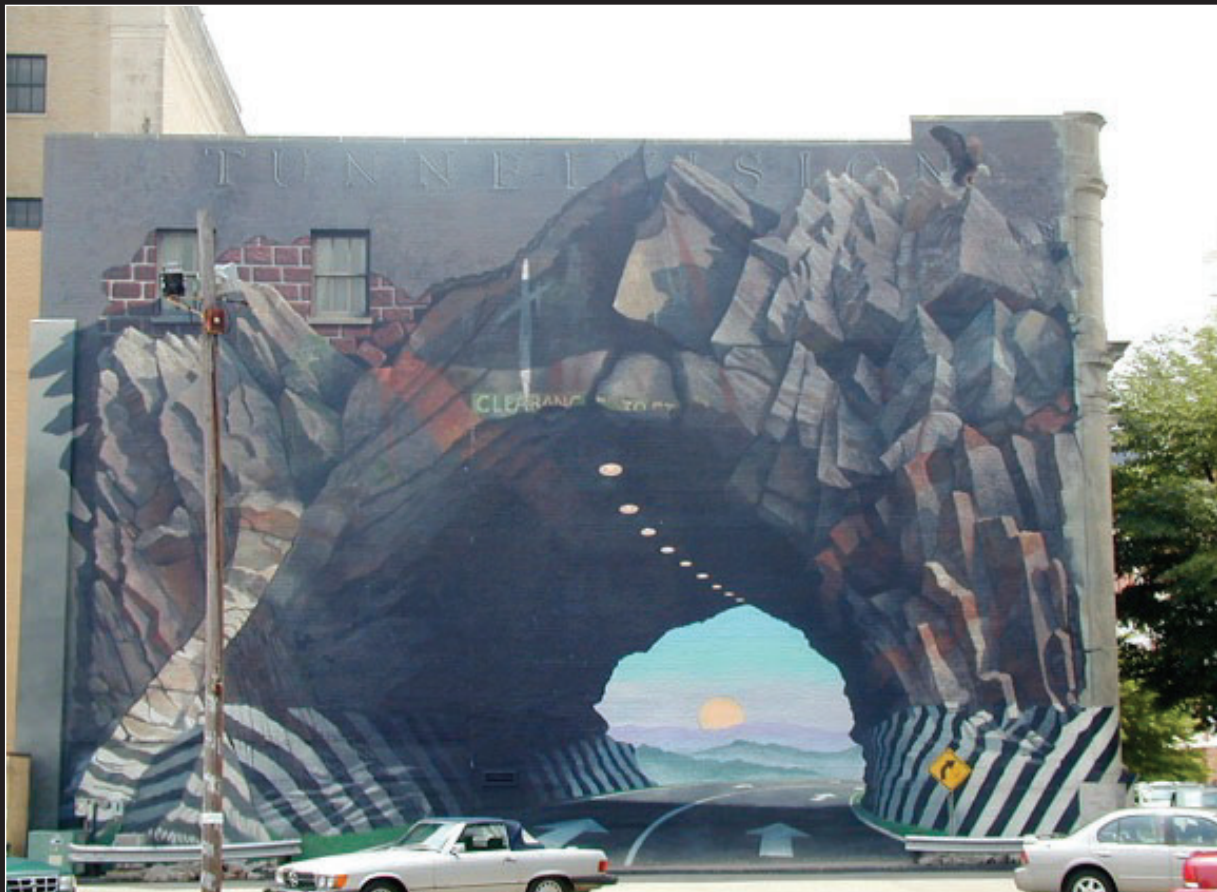
Figurative Signs

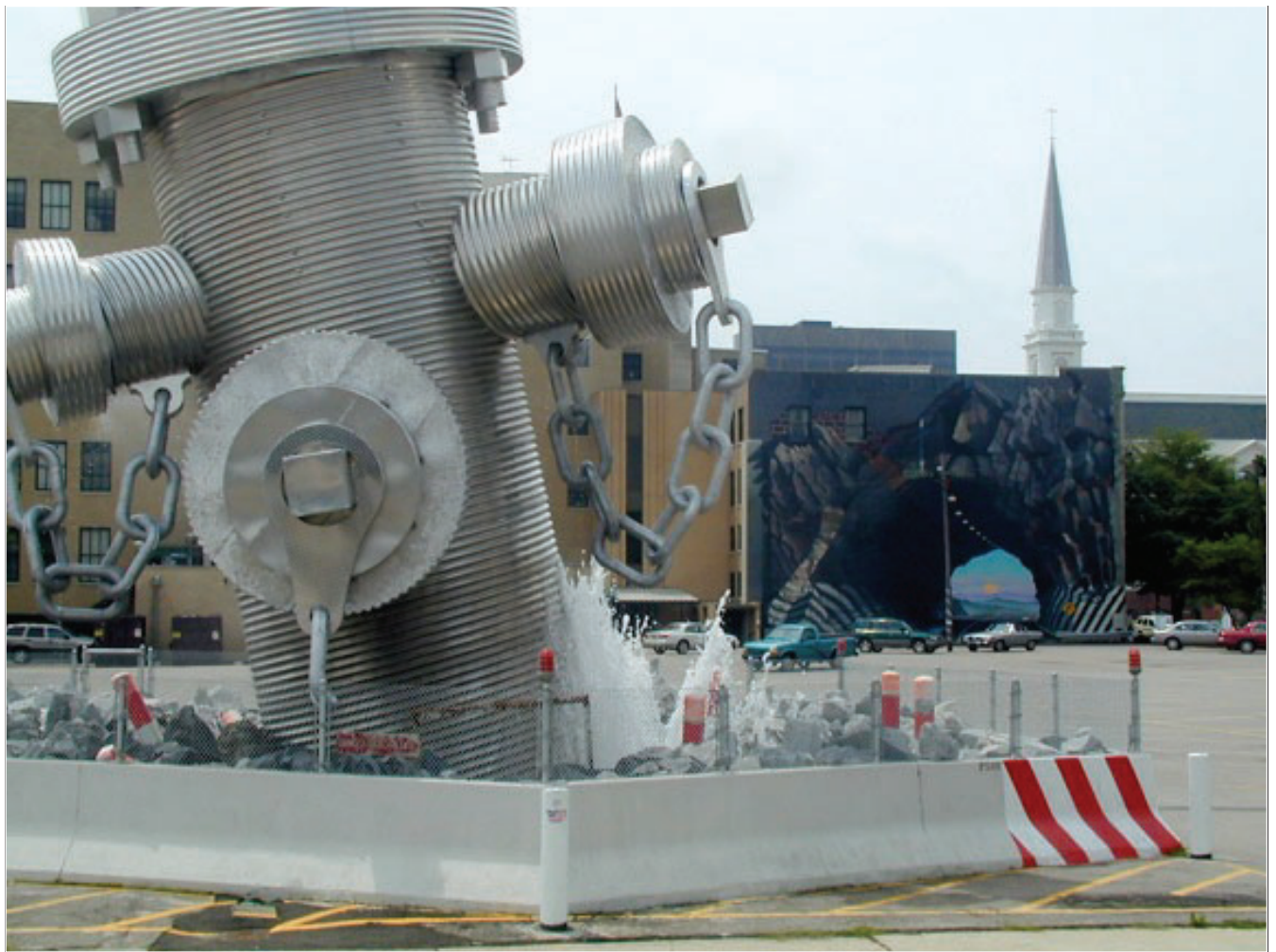


ARTISTIC SIGNS



PUBLIC ART









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Interactive Review

- ★ Real-life application of what you have learned







Part B

Conducting Effective Design Review Meetings

CONDUCTING EFFECTIVE MEETINGS

- START ON TIME
- GIVE AN INTRODUCTION.** ASSUME YOUR AUDIENCE HAS NEVER ATTENDED A REVIEW MEETING.
- YOU ARE NOT THERE TO BE THEIR FRIEND, BUT YOU SHOULD BE FRIENDLY IN YOUR REVIEW.
- PHILOSOPHY:** BE AN ADVOCATE FOR GOOD DESIGN, NOT AN ADVERSARY TO DEVELOPMENT.
- BE COURTEOUS BUT FIRM, PEOPLE WANT TO BE LED.
- THIS IS A PUBLIC MEETING, BUT NOT “THE PUBLIC’S” MEETING
- REMEMBER: YOU ARE ALWAYS ON RECORD!
- DON’T CARRY ON SIDE CONVERSATIONS
- PREPARE AHEAD OF TIME.** THE MEETING IS NO TIME TO REVIEW YOUR CASE LOAD.
- REMEMBER: YOU ARE “THE GOVERNMENT” WHETHER YOU LIKE IT OR NOT. **YOU REPRESENT THE PUBLIC INTEREST** AND NOT YOUR OWN.



Making Defensible Decisions

“A MANUAL FOR LOCAL PRESERVATION COMMISSIONS
& DESIGN REVIEW BOARDS”

EDITED & COMPILED BY

CHRIS COCHRAN

VERMONT DIVISION FOR HISTORIC PRESERVATION

WWW.HISTORICVERMONT.ORG

MAKING DEFENSIBLE DECISIONS

- REMEMBER THAT THE **PURPOSE OF THE MEETING IS TO MAKE A DECISION**
- FOCUS ON THE BIG ISSUES, NOT ON PERSONAL BIASES OR PETTY DETAILS
- DECISIONS SHOULD BE CONSISTENT WITH REGULATIONS** (DESIGN GUIDELINES, ORDINANCES, PATTERN BOOKS, ETC.)
- LISTEN TO THE PRESENTATION BY THE APPLICANT AND/OR HIS/HER AGENT
- ASK FOR CLARITY OF THE PRESENTATION CONTENT IF NEEDED
- CHECK TO SEE THAT THE DOCUMENTATION FOR THE PROPOSAL IS COMPLETE
- IF THE DOCUMENTATION IS COMPLETE, CRITIQUE THE PROPOSAL FOLLOWING THE OBJECTIVE, DESIGN REGULATIONS
- IF THE DOCUMENTATION IS INCOMPLETE, RE-SCHEDULE THE APPLICANT

MAKING DEFENSIBLE DECISIONS

- WHEN THE DISCUSSIONS SEEM TO BE OVER, **ASK “THE SILENT QUESTIONS”** FROM THE UPGD **CHECKLIST** TO YOURSELF...
- MAKE A WELL-REASONED, **TWO-PART MOTION** THAT REFERENCES OBJECTIVE CRITERIA
- ONCE YOU HAVE VOTED, **SUMMARIZE** THE OUTCOME CLEARLY
- FINALLY, **THANK** THE APPLICANT FOR PARTICIPATING IN THE PROCESS



Making
Effective
Motions

MAKING EFFECTIVE MOTIONS

- A GOOD MOTION IS MADE UP OF **TWO PARTS**: THE FIRST LISTS **THE FACTS**; THE SECOND GIVES **THE REASONS** FOR ANY DECISIONS (BASED ON AND SPECIFICALLY REFERENCING APPLICABLE SECTIONS OF THE DESIGN REGULATIONS!)
- IT IS EQUALLY IMPORTANT TO LIST THE **REASONS** FOR **APPROVAL** AS IT IS WHEN A CERTIFICATE OF APPROPRIATENESS IS **DENIED** (READ EXAMPLES)
- OPTIONS**: MOTION TO APPROVE; MOTION TO APPROVE WITH CONDITIONS; MOTION TO DENY; TABLE FOR FUTURE REVIEW
- ALWAYS **REFERENCE SPECIFIC SECTIONS** OF REGULATIONS IN YOUR MOTION
- “NON-DECISION” OPTIONS (DEFER AN INCOMPLETE SUBMITTAL; DEFER TO STAFF; DEFER TO AD HOC COMMITTEE FOR A SPECIFIC ISSUE; ETC.)



Resources &
Recommendations

RESOURCES

- PRESERVATION BRIEF 17: “ARCHITECTURAL CHARACTER: IDENTIFYING THE VISUAL ASPECTS OF HISTORIC BUILDINGS AS AN AID TO PRESERVING THEIR CHARACTER”**, LEE H. NELSON, FAIA: NATIONAL PARK SERVICE
- “MAKING DEFENSIBLE DECISIONS: A MANUAL FOR LOCAL HISTORIC PRESERVATION COMMISSIONS & DESIGN REVIEW BOARDS”**, CHRIS COCHRAN, VERMONT DIVISION FOR HISTORIC PRESERVATION
- “MANUAL OF PRACTICE FOR SOUTH CAROLINA LOCAL PRESERVATION COMMISSIONS”**, NEIGHBORHOOD WORKS, SC DEPT. OF ARCHIVES & HISTORY
- “DESIGN REVIEW FOR SOUTH CAROLINA HISTORIC DISTRICT COMMISSIONS”**, WINTER & COMPANY, SC DEPT. OF ARCHIVES & HISTORY
- “BUILDING A DEFENSIBLE RECORD,”** STEPHEN NEAL DENNIS, NATIONAL CENTER FOR PRESERVATION LAW

RECOMMENDATIONS

- PUBLISH A **PROCESS/CHECKLIST** DOCUMENT FOR ALL ARB MEMBERS TO UTILIZE IN THE REVIEW PROCESS TO ENSURE CONSISTENCY
- PUBLISH A **“MOTION TEMPLATE”** FOR ARB MEMBERS TO UTILIZE
- CONDUCT AN ANNUAL **“RETREAT”** TO DISCUSS **“LOOPHOLES”**
- BEST PRACTICES** FOR DESIGN **REGULATIONS** SUCH AS DESIGN GUIDELINES, PATTERN BOOKS, AND HOW TO **INTEGRATE** INTO LOCAL ZONING **ORDINANCES.**

Thank you

For your time and interest.



**COMMUNITY
DESIGN**
SOLUTIONS

Randy L. Wilson, President
Community Design Solutions, Inc.
South Carolina Main Street Architect



Now it's your turn...

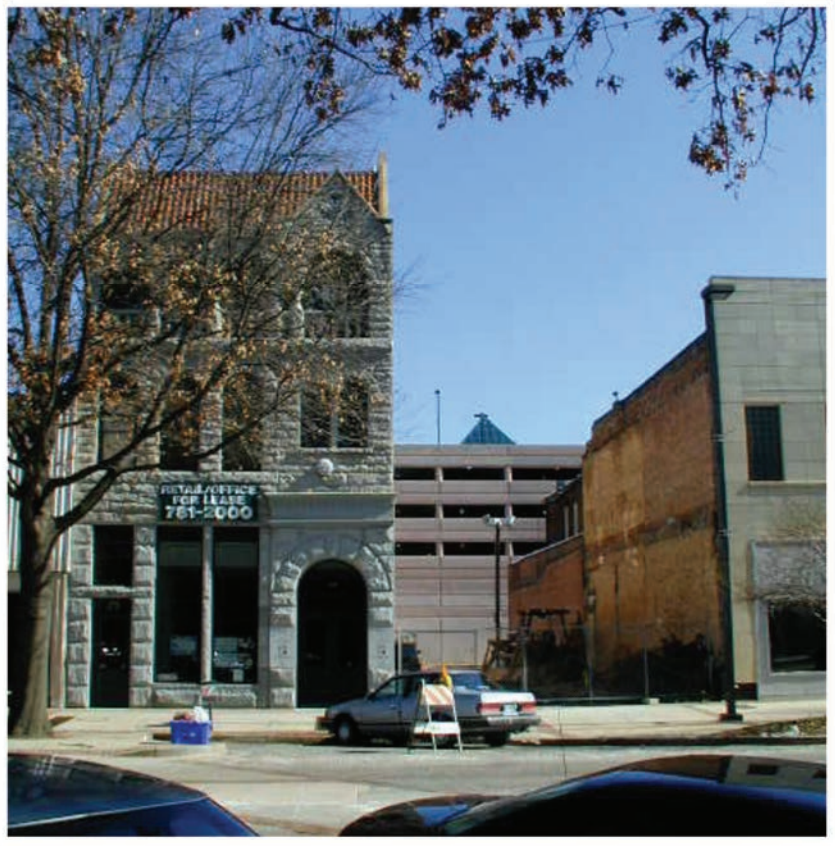
Main Street Columbia, SC



← 1520 & 1522 MAIN - BUILDING TO BE DEMOLISHED - SITE OF PROPOSED PROJECT



↷ 1530 MAIN ST. - CANAL DINE SAVINGS BANK - TO NORTH OF PROJECT
← 1502 MAIN ST. - KRESS BUILDING TO SOUTH OF QUAD





1 5 2 0 M A I N S T R E E T



Actual Implementation

Do you want to see what was approved/built?





Thank you

For your time and interest.



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