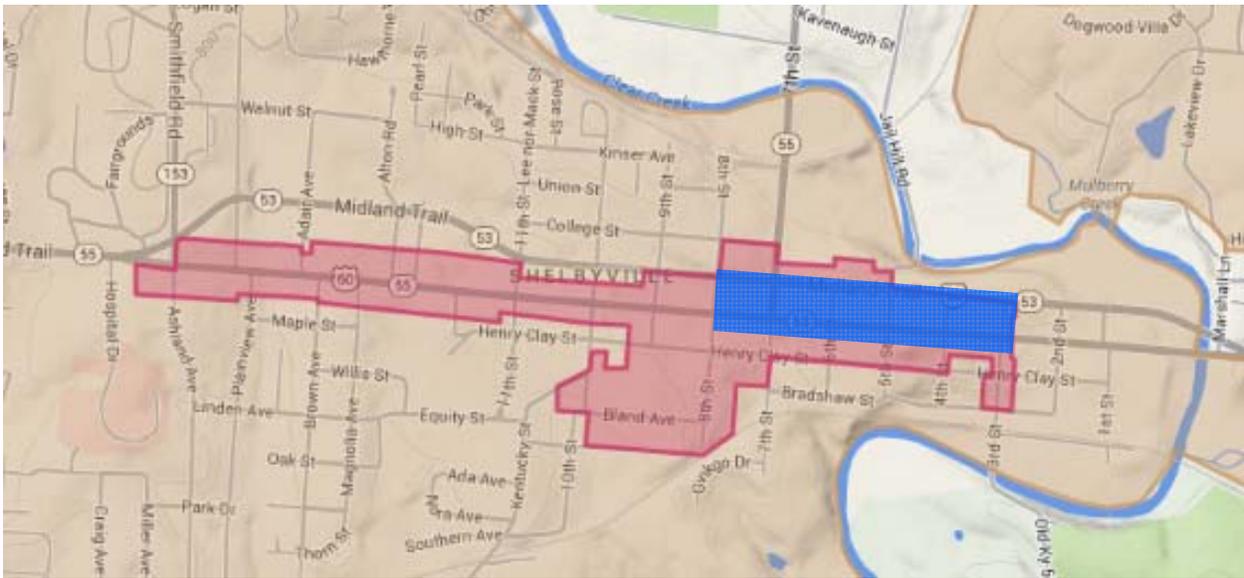


Part II: Guidelines for Commercial Structures (C Prefix)



Map showing commercial core within the overall Historic District

The Shelbyville Historic District is comprised of commercial and residential property types. This section provides guidelines that pertain to *commercial structures* that are predominantly located within the business district of the city (blue area).

Historic Significance and Integrity

The overall significance of the commercial core is based on development patterns where late nineteenth and early-to-mid twentieth century business enterprises located centrally along the main street. After the Civil War, and in response to the Industrial Age, Main Streets greatly expanded and modernized to provide a focal point for democracy, commerce, religion, patriotism, and public protest! Main Street came to embody the common values shared by most Americans and Shelbyville is no exception. Therefore we see today along Main Street that there are churches, commercial buildings, governmental buildings and entertainment facilities, along with a public square, public art displays that include war memorials and patriotic plaques.

The commercial structures along Main Street share a common theme in their design, materials, and workmanship and they were built between the 1870s and the 1920s. Most have undergone façade changes, however the continuity of architecture, commercial theme, and period of construction are very much in tact. Therefore, the city's business district conveys a high degree of Integrity of Association, Design, Materials, and Workmanship. Likewise, the *Integrity of Setting* allows for one to understand the importance of Main Street as valued perspective on a past way of life, which often informs us of the present age.

Part 2: Commercial Structures

Section 1: General Urban Design Principles

In addition to the goal of preserving the historic architectural fabric and character of the Commercial Downtown Area, projects are expected to meet the following standards for new development and redevelopment in Downtown Shelbyville.

C1.0 Promote pedestrian-oriented urban forms.

Because downtown Shelbyville is urban, not suburban, the city will favorably review proposals that focus on promoting pedestrian-scale, urban forms of development consistent with the area's historic urban character. Creating a walkable, mixed-use, high-density, central city district supports sustainable development by providing an alternative to lower-density development in peripheral areas. Developers are expected to make compromises that will maintain the Downtown character and urban quality desired.



Attractive, easily-accessible ground-level amenities for pedestrians are critical to maintaining economic and social vibrancy in the downtown.

C1.1 Maximize connectivity and access.

Downtown Shelbyville must remain a place in which residents, workers, and visitors may conveniently walk, drive, bike, or ride to destinations within and outside of the downtown area. Proposals that promote 'walkability' while also ensuring accessibility for all residents and visitors, including those with disabilities, will be favorably reviewed.

C1.2 Encourage adaptive reuse and support the preservation of historically significant buildings.

Downtown Shelbyville includes historically significant buildings that should be incorporated into new development projects. Proposals that encourage preservation and adaptive reuse of significant buildings are favorably reviewed.



Historically significant buildings are important in defining the character of the district.

C1.3 Encourage creativity, architectural diversity, and exceptional design.

Downtown Shelbyville design review process is intended to be flexible, encouraging creativity and high-quality design while discouraging uniformity. Because the most successful and memorable urban environments are those in which walking down the street is appealing, streetscapes, alleyways, parks, and other public spaces should be comfortable and inviting. Buildings fronting those spaces should be active and visually interesting at the pedestrian level. Within the limits of these guidelines, the City encourages diversity in the range of square footages and building frontages.

C1.4 Encourage the integration of public art into public and private development.

Appropriate public art should be integrated into architecture, streetscapes, and public spaces. The City encourages public art that will enhance the built environment and contribute to the area's success in attracting new residents and businesses.

C1.5 Emphasize strong, mixed-use core activity development along the Commercial Core of Main Street.

The City will favorably review projects that allow for high-density, mixed-use development such as combinations of retail, office, institutional, and residential uses, while also preserving downtown's established scale and character. Densities are expected to be greater along Main Street and less dense along peripheral streets. Main Street blocks should be anchored with significant structures at the corners, with an emphasis on retail uses at the street level.



The Fountain! This sculpture was donated to the city in the 1880s and has been an icon for Shelbyville's downtown for decades.

Part 2: Commercial Structures

C1.6 Maintain existing Downtown vehicular, streetscape, and pedestrian traffic patterns.

Main Street should be maintained as a commercial, pedestrian-activity oriented corridor, with Washington and Main Streets defining the major vehicular movement patterns. Projects that adhere to this principle, and that encourage the use of rear entries to separate service and deliveries from primary streets, will be favorably reviewed.

C1.7 Promote safety and appeal through appropriate boundaries and transitions.

The city encourages the use of gateways, markers, curb treatments, low walls or railings, decorative pavers, planters, trees, lighting, and other landscaping elements that serve to visually and physically separate use spaces (e.g., between parking areas or between institutional and commercial properties). Projects that include such buffers to enhance safety and aesthetic appeal will be favorably reviewed.



A public kiosks is a great way to enhance the look of the commercial core while at the same time providing people with access to information about upcoming events and popular attractions.

Section 2: Commercial Storefronts and Street Level Facades

The main character-defining building type in Downtown Shelbyville is the two or three story, mixed-use building with a street level commercial storefront facade. These traditional building types commonly include pedestrian-level storefronts with large display windows, transoms, recessed entryways, sign friezes, and articulated bays and fenestration. Upper stories are related by design, but may be differentiated by fenestration patterns, ornamentation, or materials. Some include cast-iron or glazed brick details as part of their materials and workmanship. All in all, they represent a continuity of buildings that collectively illuminate the City's development and history during periods of intense growth and activity.



Historic storefronts are composed of distinctive elements that reflect a building's original function and interior arrangement.

- C2.0** Historic storefronts and storefront features such as entryways, display windows, doors, transoms, bulkheads, sign friezes or cornices, pilasters, etc. shall be retained to every extent possible.
- C2.1** Removal of historic materials and/or architectural features shall be avoided.
- C2.2** Removal of non-historic storefront elements and facade treatments, including metal cladding, stuccos, or other non-historic features that have been introduced at later times, is encouraged (but not necessary) during renovation.

Part 2: Commercial Structures

- C2.3** Buildings where multiple storefronts span a larger, wider façade should extend design compatibility from storefront to storefront.
- C2.4** Solid, non-traditional ‘security-style’ doors shall not be used in primary storefronts.
- C2.5** Storefronts shall be designed to reflect the traditional pattern of containment. The storefront shall be bounded by the enframing storefront cornice and piers on the side and the sidewalk on the bottom.
- C2.6** Remodeled storefronts shall be designed to fit within the original opening.
- C2.7** Storefronts may be recessed or extended slightly (typically, 3 to 9 inches) to emphasize the feeling of containment and provide architectural variety.
- C2.8** Storefronts should provide for a recessed entry.
- C2.9** Storefronts shall be pedestrian oriented and consist primarily of transparent glass. Most storefronts in Downtown Shelbyville contain 65% to 80% glass. Storefront designs shall reflect this glass to other building material ratio.
- C2.10** Storefront designs should reflect the traditional three-part horizontal layer by providing for a transom area, display windows, and a bulkhead.
- C2.11** Storefront materials typically consist of wood, metal, steel, glass, or brick. Renovations and/or new construction should reflect these materials. Use of unpainted rough cedar is an example of an inappropriate storefront material.



A postcard showing the 500 block of Main Street, Shelbyville, around 1900.

Section 3: Block Elements

The existing stock of late nineteenth and early- to mid-twentieth century structures in Downtown Shelbyville complement and reinforce one another through repeated and rhythmic building patterns, giving the blocks a consistent, organized appearance. By historic development, dense rows of two and three story commercial storefront buildings, anchored by larger structures on the block corners, make up the single most identifying characteristic of the downtown corridor. Maintaining the current visual and physical characteristics of existing and new buildings (should they be built along the Main Street) is important to enhancing the character and appeal of city’s downtown.

C3.0 Buildings should have retail and commercial uses at street level.

C3.1 Buildings shall be oriented toward the primary street. For instance, if a building fronts Main Street, the main entrance shall face Main Street. Likewise, if a building faces 6th Street, the main entrance shall face 6th Street.

C3.2 Corner buildings may have entrance doors that face the intersection or both streets.

C3.3 Buildings located on corner sites are considered anchor buildings and their building form should reflect this designation. Anchor buildings should be larger in scale and massing, and more ornate than adjacent infill buildings.

C3.4 Buildings located on corner sites shall have a primary facade and a secondary facade. For instance, the building located at 6th and Main Street has a primary facade along Main Street and a secondary facade along 6th Street.

C3.5 Buildings shall maintain a distinction between upper stories and the street-level facade.

C3.6 Buildings shall reflect the existing topography by providing “stepping down” of the facade. The “stepping down” of a facade helps maintain a sense of pedestrian scale.

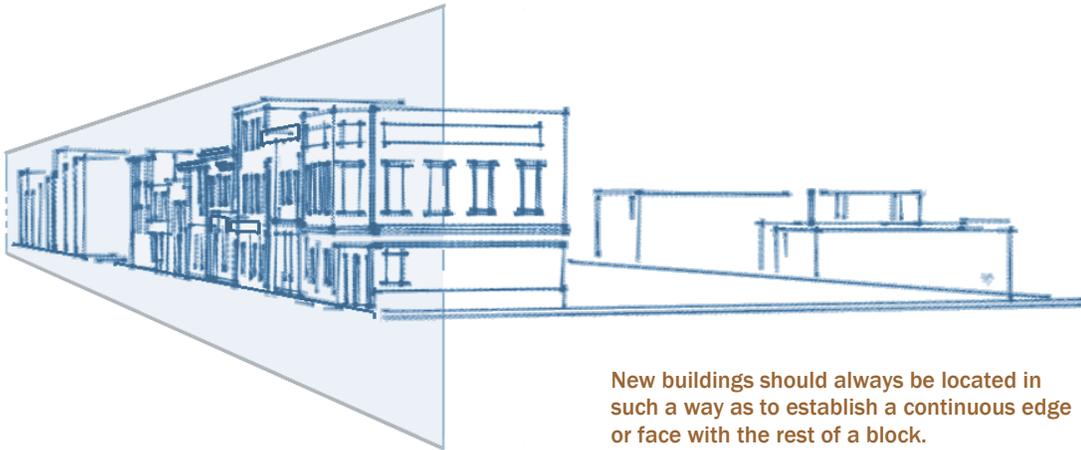


Part 2: Commercial Structures

Section 4: New Construction

Designs for new and infill construction must adhere to the patterns that prevail among nearby or adjacent structures. Pattern is defined as the arrangement of form and the disposition of a building's parts or elements.

The following guidelines for new construction are intended to ensure that the Downtown's architectural and material contributions are respected. The height, proportion, roof shape, materials, texture, scale, details, massing, and color of a proposed building must be compatible with existing buildings in the district. However, compatible contemporary designs, rather than historic duplications or simulations, are encouraged.



New buildings should always be located in such a way as to establish a continuous edge or face with the rest of a block.

- C4.0** New infill buildings should be multistory in height, up to and within appropriate limits.
- C4.1** The height of a new building must be in acceptable proportion to its width, following patterns and proportions established by existing structures; likewise, story-to-story heights must be appropriate.
- C4.2** The height of new buildings and additions shall relate to the prevailing heights of nearby buildings. New construction that greatly varies in height from adjacent buildings shall not be permitted.

Part 2: Commercial Structures

C4.3 Buildings on the interior of a continuous block face must be no more than one story taller than adjacent structures. Buildings on corners must be larger in scale than adjacent structures.

C4.4 A building's overall proportion (ratio of height to width) must be consistent with existing historic structures.

C4.5 Storefront and/or display-style windows must be included in all retail developments at the street level on the primary facade.



Repeated massing elements create a distinct rhythm .

C4.6 Corner buildings shall be a minimum of two-stories in height; taller buildings are encouraged at corner locations. No building shall be higher than what planning and zoning permits.

C4.7 In cases of infill construction, the width of a building's façade should fill the entire available space.

C4.8 Facade widths for new buildings and additions should correspond with other buildings widths in the same block.

C4.9 The size and proportion of window and door openings on a new building should be similar to other buildings in the block.

C4.10 The ratio of window area to solid wall for new construction shall be similar to other buildings in the block.

C4.11 The composition of an infill facade (that is, the scale, massing, and organization of its constituent parts) shall be similar to the composition of surrounding facades in the block.

C4.12 The setback of a proposed building shall be consistent with the setback of adjacent buildings, and/or with nearby buildings fronting on the same street. Buildings must be placed with the express goal of continuing the overall building line of a streetscape.

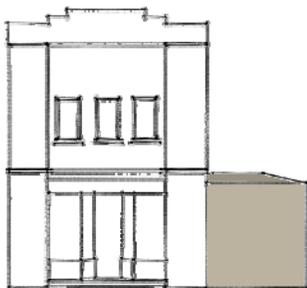
C4.13 Rhythms that carry throughout a block (such as the patterns, placement, sizes, and spans of windows, doors, etc.) shall be sustained and incorporated into new facades.

Part 2: Commercial Structures

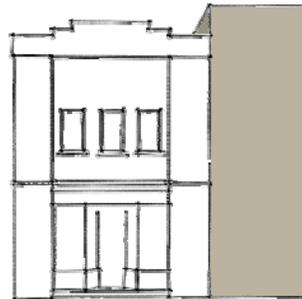
Section 5: Additions

The introduction of additions compatible with historic buildings in Downtown Shelbyville is acceptable as long as the addition does not visually overpower the original building, compromise its historic character, or destroy significant features and materials.

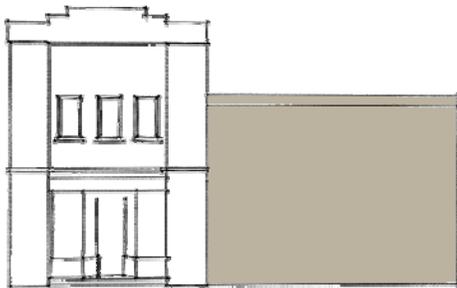
By placing additions on inconspicuous elevations and limiting their size and height, the integrity of existing buildings can be maintained. The compatibility of proposed additions with historic buildings in downtown will be reviewed in terms of mass, scale, materials, texture, color, roof form, and the proportion and spacing of windows and doors.



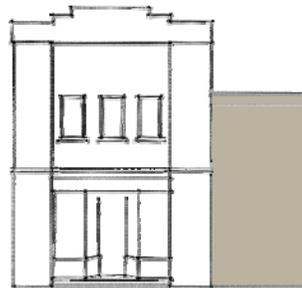
TOO LOW



TOO HIGH



TOO MASSIVE



APPROPRIATE

- C5.0** The size and the scale of additions shall not visually overpower historic buildings.
- C5.1** Additions should be situated and constructed so that the original building's form remains recognizable by differentiation.
- C5.2** In the case of historic buildings, additions should be designed so that they may be removed in the future without significant damage or loss of historic materials.

Part 2: Commercial Structures

- C5.3** An addition's impact on a site in terms of loss of important landscape features shall be considered.
- C5.4** Additions should be located as inconspicuously as possible, to the rear or on the least character-defining elevation of historic buildings.
- C5.5** Additions shall be constructed so that there is the least possible loss of historic fabric.
- C5.6** Character-defining features of historic buildings should not be obscured, damaged, or destroyed.
- C5.7** The size and the scale of additions shall not visually overpower historic buildings.
- C5.8** Additions should be designed so that they are compatible with the existing building in mass, materials, color, proportion, and spacing of windows and doors. Design motifs should be taken from the existing building, or compatible, contemporary designs introduced.
- C5.9** Additions that echo the style of the original structure, and additions that introduce compatible contemporary elements, are both acceptable.

Part 2: Commercial Structures

Section 6: Building Materials

The exposed materials of a building are a key factor of its design and workmanship, as well as its relationship to surrounding buildings.



Brick, stone, wood, and glass are just some of the types of materials found within the historic district.

C6.0 Original building materials, whether located on primary, secondary, or rear facades, shall be retained to every extent possible. If the original material has been overlaid by such coverings as aluminum or stucco, these alterations should be removed and the original material maintained, repaired or replaced with similar materials.

Part 2: Commercial Structures

- C6.1** New building materials shall be consistent with the existing traditional building stock. Brick, stone, terra cotta, stucco, etc.
- C6.2** Existing unpainted masonry walls, except in rare instances, shall not be painted. This includes publicly visible party-walls.
- C6.3** Materials should be compatible between storefronts or street-level facades, and upper levels.
- C6.4** The secondary facades of buildings facing Main Street shall be composed of building materials consistent with the existing traditional building stock brick, stone, terra cotta, stucco, etc.
- C6.5** While permanent materials should be considered for party-wall construction, other materials which meet associated building and fire code requirements will be considered.
- C6.6** Masonry walls, except in rare instances, shall not be clad with stucco, artificial stone, parging, or EIFS (Exterior Insulation and Finish Systems). This includes publicly visible party-walls constructed of brick or rubble limestone.

Part 2: Commercial Structures

Section 7: Awnings, Canopies, and Marquis

Downtown storefront buildings traditionally had projecting awnings, canopies, or marquees to provide pedestrians with protection from the elements, to enhance aesthetic appeal, and to serve as a place upon which to affix identifying signage. The installation of awnings is encouraged, unless a structure is physically unsuited to accommodate one. While the terms are sometimes used interchangeably, there are generally the following accepted variations of canopies and awnings:

- *Movable fabric awning*: A retractable, roof-like shelter constructed to permit being rolled, collapsed, or folded back to the facade of the building.
- *Stationary fabric awning*: An awning of stationary design, typically with a metal frame, and covered with fabric.
- *Fixed awning*: A rigid, roof-like shelter sloping and draining away from the building.
- *Canopy*: A rigid, flat roof-like structure, sloping and draining towards the building.
- *Marquee*: A large rigid, flat roof-like structure erected only over the entrance to a building.



C7.0 All effort should be made to retain and restore existing canopies, awnings, and marquees (that are historic).

C7.1 Awnings should be of the traditional sloped configuration rather than curved, vaulted, or semi-spherical. Exceptions can be made based on precedence and appropriateness.

C7.2 Canopies and awnings shall reflect the door and window openings or structural bays of the building. An awning, canopy, or marquee that spans continuously across more than one structural bay or storefront is not encouraged.

Part 2: Commercial Structures

- C7.3** Movable and stationary awnings should be made of cloth or other woven fabric such as canvas.
- C7.4** Metal awnings are generally not appropriate, but can be used in some instances if they are compatible with the historic character of the building.
- C7.5** Vinyl or plastic awnings are not appropriate.
- C7.6** Pole or post-supported awnings and canopies, shall not be allowed if they interfere with pedestrian considerations.
- C7.7** Back-lit or illuminated awnings or canopies are not permitted. These awnings, because of their high visibility, function more as signs than a means of providing comfort and protection for pedestrians.
- C7.8** Awnings mounted at the storefront level should not extend into the second story of building facade.
- C7.9** Upper-floor awnings should be mounted within window openings only.
- C7.10** Awnings shall be narrow in profile and shall not comprise residential design elements such as mansard roof forms or shake shingle cladding.
- C7.11** Awnings and canopies should not project more than 6 feet from the lot line and must be suspended from, or affixed to, the building.
- C7.12** If a building facade contains a transom area, awnings should be installed in such a way as not to obscure or damage it.
- C7.13** Awning fabric or material design should be striped or solid color, using colors appropriate to the period of the storefront.



Creative awning forms that meet guidelines for allowable locations, dimensions, and materials, are both possible and encouraged.



'Permanent' awnings clad in asphalt or wooden shingles, trellis-work, or other materials that are more typically found in residential areas, are not permitted.

Part 2: Commercial Structures

C7.14 Awnings should not obscure character-defining features such as arched transom windows, window hoods, cast-iron ornaments, etc.

C7.15 Awning units should be mounted or affixed in such a way as to avoid damage to the building's distinctive architectural features.



On upper stories, awnings add visual interest and help to break up 'blank' facades. In no case should awnings be placed on historic buildings in such a way as to damage or obscure significant materials or features.



Appropriately-sized awnings fit individually over a building's openings and/or structural bays, as in the above example. Note that when it is time to replace these, more careful choices should be made as to materials, color, and shape.

Section 8: Upper Story Facades

In downtown Shelbyville, upper story building elements are typically distinct from, yet visually related to lower levels by pattern and symmetry of design. The preservation of existing upper-story materials, ornamentation, windows, and/or fenestration patterns is particularly important to maintaining the character of a building.



Patterns of fenestration and detailing should be retained on upper stories.

- C8.0** Retain and preserve historic facades and facade details such as corbelled brick, string or belt courses, cornices, windows, terra cotta, and stonework.
- C8.1** If replacement of a deteriorated facade feature is necessary, replace only the deteriorated element to match the original in size, scale, proportion, material, texture and detail.
- C8.2** Removal of non-historic storefront elements and facade treatments, including metal cladding, stuccos, or other non-historic features that have been introduced at later times, is encouraged during renovation.
- C8.3** Maintain the pattern created by upper-story windows and their vertical-horizontal alignment.
- C8.4** Existing windows on conforming upper facades shall not be eliminated or decreased in size or shape.
- C8.5** Window replacement in existing buildings should replicate original window patterns and finishes.
- C8.6** New window openings that disrupt the existing balance on facades visible from the street shall not be introduced.

Part 2: Commercial Structures

- C8.7** Upper-story windows shall have only minimal tinting and should appear transparent from street level. Dark or reflective tinting is not allowed on upper story windows.
- 8C.8** Metal screens or bars shall not cover upper-story window openings.
- C8.9** Upper windows on non-visible party-walls may be filled in with compatible material only if the treatment is reversible.
- C8.10** Alteration of existing upper story elements should not significantly alter the proportion and/or balance of the existing building.



It is inappropriate to remove or cover upper story architectural features.

Section 9: Architectural Details, Cornices, Roof Lines and Parapets

Much of the character of downtown Shelbyville is due to the attention to detail evident in the brickwork, terra cotta, wrought iron, tin cornices and other embellishments. It is important to repair existing ornamentation when necessary and not detract from its effect by the addition or repair with inappropriate materials.

Likewise, the roofline and cornice of a building establishes its relationship with adjacent buildings. The consistent appearance of a “flat” roofline with a detailed cornice is a distinguishing characteristic of downtown Shelbyville.



The roofline, cornice, and architectural detailing often relate to one another and give the building its unique character of design and workmanship.

- C9.0** Existing ornamentation such as curved glass displays, terra cotta detailing, cast iron pilasters, transoms, ornamental brickwork, brackets, decorative cornices, quoins, columns, etc. shall be maintained.
- C9.1** Retain and preserve any architectural features and details that are character-defining elements of downtown structures, such as cornices, columns, brickwork, stringcourses, quoins, etc.
- C9.2** If original detailing is presently covered, exposing and restoring the features is encouraged.
- C9.3** Existing identifying details such as inset or engraved building names, markings, dates, etc. should be preserved.
- C9.4** Cornices shall not be removed unless such removal is required as a result of a determination by the Chief Building Inspector that a cornice poses a safety concern.
- C9.5** Original cornices should be repaired rather than replaced. If replacement is necessary, the new cornice should reflect the original in design.

Part 2: Commercial Structures

- C9.6 New construction should provide for a variety of form, shape, and detailing in individual cornice lines.
- C9.7 The original roofline and parapet features of existing buildings shall be retained.
- C9.8 Mechanical equipment should not be visible from the pedestrian level and should be screened through the use of parapet walls or projecting cornices.



Details such as window hoods, corbeling, divided storefronts, and the appearance of a flat roof are critical design features for historic commercial buildings.