

BACKGROUND

In December of 2002, the Hammond City Council (acting on the recommendation of the DDD Design Committee) placed a ninety-day moratorium on the construction of new buildings within the DDD so that guidelines might be created that preserve the historic and architectural integrity of the buildings which make this segment of the city such a unique asset to our community. It should be noted that the following guidelines are the direct result of public input received during the updating of the DDD's master plan in November of 2002.

Having observed the deleterious consequences of unregulated development within our region, the Hammond DDD has determined that guidelines protecting the irreplaceable architectural narrative of our downtown must be established and enforced. Faced with forecasts of large demographic growth, both Hammond and Tangipahoa Parish are entrusted with the important duty of fostering development in such a way that it does not threaten the quality of life that is its very catalyst. In the specific context of the DDD, this custodial responsibility involves benignly guiding developers wishing to construct new buildings within its boundaries in the use of materials and design so that the integrity of our central district's architectural vernacular remains intact. It is, after all, in the subtle interaction of styles, materials, and setbacks that a closely clustered community establishes its identity and creates the possibility for a streetscape conducive to the felicitous, unorchestrated encounters inherent in a pedestrian-friendly and visually coherent milieu. It is this uncommon sense of place, this precious repository of creative energy and unpredictable happenstance that the DDD ultimately wishes to cultivate for its residents, workers, and visitors.

The purpose of architectural review is not to add an additional step to the permit process but, rather, to assist the designer within the design and documentation process. The review body, or its agent, should be available to the designer to answer questions related to the design guidelines and the permit process. The review body should not design the project (or any portion of the project) but should assist the designer to abide by the spirit and letter of the architectural guidelines and to rule on circumstances which make total compliance impractical either due to site considerations or user design criteria.

It should be stressed that the guidelines herein are not in and of themselves an ordinance but are supported and enforced by Ordinance No. adopted by the Hammond City Council on.... These guidelines are meant to be used as a set of general standards that direct and assist developers in their material and design choices. As stated by the city ordinance, plans cannot be put into effect until they are reviewed and approved by As ultimate authority for enforcing these guidelines resides with municipal authorities, the Hammond City Council will be the final venue for resolving any disputes that may arise from their implementation or interpretation.

Outline of General Suggestions/Proposals

The Hammond DDD believes that those sections within its boundaries that are not zoned industrial and do not fall within the parameters of the Local Register Historic District (that is, are not under the purview of the Historic District Commission) should also reflect the architectural integrity and quality of life that has come to distinguish the DDD; and

That the architectural and visual environment of the above-named areas should be regulated in a manner consistent with its currently predominant characteristics which it is believed will, in turn, insure safe pedestrian and vehicular movement; and

That controls in the form of this set of guidelines will promote and improve the pedestrian safety and welfare within the district; and

That the design guidelines herein enumerated were developed through a series of public hearings and are a reflection of the styles and images established in accordance with the historic context of downtown Hammond;

It is now, therefore, recommended by the Hammond Downtown Development District that the Hammond City Council receive and act upon its findings and suggestions. Based upon its experience and input received from the public, the DDD believes and posits that:

1. All commercially zoned property not within the current borders of the Local Register Historic District, but within the DDD, be subject to design guidelines.
2. A process of architectural review be performed by a committee designated by the Downtown Development District Board of Directors or a similar body appointed by the City of Hammond.
 - A. As a result, **it is further recommended** that this body should consist of five members, at least one of which should be a licensed architect. Moreover, this body should represent (to as large an extent as is feasible) a cross-section of those interests and backgrounds that characterize both the commercial and residential components of the DDD. This Design Review Committee should meet at least monthly and may convene more frequently as dictated by either the urgency or quantity of its business. A quorum for said committee should be constituted by three or more members.
3. The general public is of the opinion that the commercially zoned portions of the DDD create a sense of place for Hammond and for Tangipahoa Parish as a whole.
 - A. *At the public hearings, there was a strong expression of dismay and*

concern over certain new commercial developments that were adapting generic suburban and interstate “styles” which have little in common with downtown Hammond. Adding to the sense of public alarm was an appreciation of downtown Hammond’s strong and distinctive architectural character.

4. Downtown Hammond has a strong historic context which should be protected and fostered. To this end, 9 architectural styles were identified which can be used to establish the design guidelines. The styles are as follows:

A. Queen Anne Revival: Plain or patterned roof shingles, corbelled chimneys and brickwork, vertical windows, detailed cornices. The use of historical detailing is not predetermined in this style; instead, details casually intermingle. The overall effect is one of studied busyness. Wall surfaces are of

masonry and shingles clearly project and recess. Windows come in various sizes or shapes, often with small sections of leaded or colored glass (especially in the case of residences). Brick chimneys are prominent and sculptural in form. A commercial structure with a gabled roof form typically indicates Queen Anne elements. An excellent example of this style is offered by the Hammond Railroad Depot (30 N.W. Railroad Avenue).

B. Art Deco: Low-relief geometrical designs, often with parallel straight lines, zigzags, chevrons, and stylized floral motifs. Stucco, smooth-faced stone, carrara glass, concrete foundations, and metal railings are common materials associated with this style. Roofs are flat. Art Deco is

sometimes seen as the representative style of the 1930s. The name is taken from the exposition titled *Arts Decoratifs et Industriels Moderne*, held in Paris in 1925, to showcase innovative industrial design. The chief characteristic of Art Deco is its stylized decoration, which represents a conscious rejection of the historical precedents found in most earlier styles and, instead, is based on geometric and naturalistic forms. In its attempt to be of the “modern” age, the forms and detailing of its decoration express a machine-age aesthetic. Hammond’s premier example of this style is found at Mannino’s Family Practice Pharmacy (113 W. Charles Street).

C. International/Modern: Based on “modern” structural principles and materials: concrete, glass and steel. Bands of glass, which create horizontal feelings, are important design features. In the 1920s, Louis Sullivan first expressed the principle that function

should be the basis for design. What became known as the modern or international style took this as a philosophical base and posited that superfluous decoration should be completely eliminated. Typical elements of the modern style are flat roofs with little or no overhang and flat, smooth cornices. Smooth wall surfaces appear engineered with one material and little relief, and windows are typically flush so they appear to be a continuation of the exterior walls rather than an opening in them. Large expanses of wall are broken only by projecting and penetrating planes, such as balconies and entrances. The absence of decoration is inherent in the style. The most prominent example of this type in downtown Hammond is the building located at 113 N. Oak Street.

D. Mixed Jacobean and Renaissance Revival: Limestone mixed with brick load-bearing walls (in the case of the Columbia Theatre); elaborate cornices (sometimes in pressed metal); rusticated facades with occasional marble-like elements; windows crowned in elaborate cornices (marked, in some instances, by cartouches and, in others, by acanthus leaf detailing). Includes elegant, arched fenestration and occasional jack arches. As an early phase of English Renaissance architecture and decoration, the Jacobean style represents a transition between the Elizabethan and the pure Renaissance style. An irreverent hybrid by its very nature, Jacobean architecture employs a more consistent and unified application of formal design (both in plan and elevation) than did its Elizabethan predecessor. Much use is made of columns and pilasters, round-arch arcades and flat roofs with openwork parapets. These and other classical elements appeared in a free and fanciful vernacular rather than with any true classical purity. Features of the Renaissance Revival style include distinct horizontal divisions (frequently separated by a belt or string course) with different window trim and/or surrounds from floor to floor, balustrades, formal design, projecting cornices, and rusticated ground level. An excellent example of this latter style is provided by the Old Guaranty Bank Building, now used to house the Paris-Parker Salon and Day Spa (located at 100 N. Cate Street).

E. Georgian Revival: Usually includes Palladian window motifs and ballustrated parapets. Elements are both formal and symmetrical. The style was largely influenced by the architecture of Palladio, a sixteenth-century Italian architect who derived and interpreted much of his detailing from classical Greek and Roman elements, including pediments, pilasters, and the familiar rounded Palladian window. Casement windows gave way to upward-sliding, single-hung or double-hung windows, with each

sash divided into as many as twenty individual panes. The AmSouth Bank Building at 201 N.W. Railroad Avenue features important elements of this style.

F. Mission Revival/Spanish Colonial

Revival: Stuccoed and plaster façades with Southwestern detailing, especially at cornice level; occasionally rounded edges; one story; glazed bricks (in gas stations); false tile roofs, scalloped parapets. This style was very

popular for gas stations, park structures, and churches during the 1920s and 1930s when the new building material of stucco was fashionable. The Standard Oil Company built a chain of this style of gas stations across the U.S. Hammond has adapted this style at Johnny's Conoco, located at 209 W. Thomas Street.

G. Classical Revival: Large supporting columns (primarily Doric in the case of downtown Hammond), pedimented porticos, architraves, and entablatures. The classical revival style, more commonly referred to as Greek revival, is most readily distinguishable by two features: the pediment and freestanding Doric or Tuscan

columns. Although the main structure can be white stucco, board siding, or red brick, the front elevation is typically enhanced with a white portico (porch) with full-width pediment and columns. The building is rectilinear and its interior spatial arrangement has height and width proportions and window arrangements that spring from the design needs of the temple form on which it is based. The oldest portion of the Hammond Post Office (i.e., the side facing N.W. Railroad) exhibits obvious elements of this style.

H. Commercial Arts and Crafts: While predominantly incorporated into residential architecture, this style manifests itself in the commercial sphere primarily in ornamentation and other details. Decorative strap work elements (so called because they are reminiscent of details commonly seen etched onto leather), fired tile work, overhanging roofs positioned at an angle, sash windows with decorative value added to glazing bars, geometrically patterned or laid brick work, and even glazed or textured bricks are all common features of those buildings identified as being characterized by the commercial arts and crafts style. The old Locascio Building, also known as the Cate Building, at 201 W. Thomas Street offers viewers an understated example of this style.

I. Post-Modern: Against the wholesale duplication of earlier historical styles, postmodern architecture tends to select elements from earlier periods and to reinterpret them in a decorative, sometimes whimsical, fashion. Elements such as column

capitals and broken pediments have been

enlarged to such a degree as to provide a completely different relationship of scale. Another branch of the postmodern movement addresses the issue of contextualism, whereby new designs fit within the vocabulary of their surrounding context. Contextual design is especially important as a design principle for additions to historic buildings, taking features of the existing building or buildings and using them in a simpler, more contemporary way. The best example of this style in downtown Hammond is the Holly & Smith Building, located at 208 N. Cate Street.

J. *It should be noted that this ordinance is not intended to enforce the slavish and potentially anachronistic mimicry of existing architectural styles. Instead, its purpose is to use the identified styles as a basis of providing historic context which, when used along with business design criteria, may evolve into additional architectural styles also unique to the Downtown Development District.*

5. A crucial source of the DDD's success has been the pedestrian-friendly nature of its streets and avenues, which encourages social interaction in a safe and unhurried environment. Local and commuter traffic should, therefore, be slowed by all necessary means, including the eschewal of the current design vocabulary used by national chains and franchises, which service large quantities of transient traffic and cater virtually exclusively to the automobile.
 - A. *Along these lines, the public has shown its opposition to billboards that, by their very nature, caters to high-speed automobile traffic. Given the pedestrianized and visually historic nature of the DDD, the erection of billboards should be strictly controlled and, indeed, city officials should work with local billboard owners to remove as many of the existing ones as possible. Viewed from the standpoint of the public interest, there is no justification for design that caters to the creation of high-speed, high volume, transient corridors.*
 - B. *Trees, too, are a crucial feature of the DDD and should never be damaged or removed unless there is a compelling reason rooted in the public interest to do so (i.e., safety, etc.). Trees should never be sacrificed for commercial signage and all reasonable attempts should be made to incorporate existing trees into parking lots.*
6. The proximity of residential structures to commercial buildings both within and adjacent to the DDD demands respectful design standards.
 - A. *Enriched by the presence of many single-family residential homes, businesses within the DDD have been supported by a twenty-four-hour community that has provided a loyal customer base. The proximity of each to the other requires that commercial buildings adopt design criteria that do not deleteriously affect the property values of nearby homes.*
7. Energy conservation will be enhanced by buildings with exterior elements

designed with respect for our environment. Developers should, for example, consider such factors as a building's solar orientation, the use of natural lighting principles and the effect these will have on interior illumination, etc.

8. All vehicular traffic corridors should be more pedestrian-friendly and integrate alternative modes of transportation such as sidewalks and bicycle paths.
9. The vast portion of the DDD has been historically developed and zoned "business", not industrial, and should not reflect an industrial image.
 - A. *While the use of economical construction practices is encouraged, its more recent abuse with the almost total abandonment of design context has been detrimental to the community image. The public hearings firmly established that industrial character buildings did not conform to community values. The public expressed discomfort with industrial/warehouse metal siding (that is, buildings composed entirely of metal panels unbroken by fenestration and other unique and visually interesting façade elements), the lack of human scale and elements, and the exposure of services best screened from view.*

(Example of an unacceptable metal building)

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10. The design guidelines should complement existing municipal landscape, sign and lighting ordinances.
 - A. *Abuse of the existing ordinances by businesses that use bright colors and lighting to turn a building (or portion of a building) into a large sign aroused some of the strongest negative comments from the public.*

GUIDELINES

1. **Applicability of Guidelines.** The DDD design guidelines should apply to any new building construction, exterior renovations and modifications which require a building permit and which are located within the boundaries of the Downtown Development District as outlined in its charter.
2. **Building design elements** should be as follows:
 - A. **Constituent Design Elements of a Building.** Buildings should have substance. Design should include base, intermediate and cap. Changes in materials should have a clear line of demarcation either by offset, reveal, or border.
 - 1) *If the designer studies the historic architecture of Hammond, he/she will see that the classical influence gave buildings a defined starting and ending point. A lack of vertical termination, for instance, results in an overly industrial or “modern” style, which is certainly a departure from the distinctive architecture of downtown Hammond. Clearly defined changes in material give the material more definition and make for a more interesting overall design.*
 - B. **Entrances.** Each principal building should have a clearly defined, inviting, highly visible customer entrance enhanced by distinguishing features such as canopies, awnings, galleries and porticos.
 - C. **Sides and Backs of Buildings.** The sides and back of a building that are visible to the public should maintain the same standard of design as the front façade, including:
 - 1) screening of utilities, equipment and building services (i.e., dumpsters, garbage receptacles, etc.)
 - 2) continuation of building design elements such as quality of materials, galleries, cornices and treatment of openings.
 - a] *We expect our neighbors to treat all visible sides of their homes with respect and, therefore, see no reason why businesses should not meet the same standards. The use of lesser standards of design on the sides and rear of buildings, especially those on street corners and adjacent to residences, exhibits disrespect for the community and our neighbors.*
 - D. **Horizontal and Vertical Planes.** Disruption of horizontal planes with vertical elements are recommended. This may include significant interruption by change in plane, material, opening, or design element.
 - E. **Structural Solidity.** Disciplined visible structural vocabulary should be maintained. Arcades, galleries and roofs should not appear to levitate in space, but should have a visible means of support with columns and/or brackets. Rafter tails are encouraged on smaller overhangs.

F. Unifying Elements. Consistent design vocabulary for multiple structures on one property should be employed. A unifying element such as material, color, or form should be used for all structures. Style or design theme can also be used as a unifying element.

G. Buildings of an Industrial Appearance. No building of an industrial appearance should be allowed, such as a pre-engineered metal building with metal siding devoid of historic context.

1) *Pre-engineered structures may be used, provided that historic context is incorporated into the facades. (Refer also to p. 7, sect. 9)*

H. General Building Features. Smaller buildings should reflect the design elements of historic styles and larger buildings should be divided into smaller elements in order to incorporate historic design context.

I. Building Proportions. Buildings should maintain classic proportions. For example, smaller columns should be placed closer together for a more vertical proportion and, as a structure becomes more horizontal in scale, the supports (columns) should have additional mass.

1) *Like most architecture based on classical standards, structural discipline and proportion are extremely important to building appearance. Most elements have a pure geometry, with rectangular shapes dominating.*

J. Awnings and Fascias.

1) No backlit awnings should be allowed.

2) Fascias of buildings should not exceed sixteen (16) inches in depth (including gutter), except for fascias used as a unifying design element for multi-tenant buildings and for placement of signage for multiple tenants.

a) *For the purpose of these guidelines, “fascia” is defined as the horizontal plane just below the roof or coping and above the wall or supports. The reason for the limitation in size has to do with the way some automobile service stations have used the fascia for their pump island canopy or building as a sign with bright, primary colors (frequently the same as the sign colors) and bands of light, which have covered the shelter and made it into a sign of billboard proportions. While this motif works well at interstate exchanges, it is out of character in the context of the DDD. In order to limit design abuse and to bring the automobile shelter into compliance with our historic context, the fascia is removed as a primary design element. In order to accommodate the structure, the canopy designer should be obliged to provide a surface for mounting a sign (if a sign on the canopy is desired) and to add a sloped or mansard roof, which will bring the building into compliance with the design guidelines. Backlighting of fascias and awnings has become another distracting design feature that is out of character with the DDD’s architecture.*

K. Canopies.

- 1) Free (or semi-free) standing canopies should be of similar style and materials as the principal structure.
 - a] *Even though the pump island canopy may be the largest structure on a property, it is still considered accessory to the convenience store.*
- 2) Unless site conditions preclude it, canopies should be attached to and made an integral part of the main building.
- 3) Canopies should have columns, beams and/or brackets of sufficient scale to give a visible means of support.
- 4) Clearance under canopies attached to building facades should not exceed twelve (12) feet and under cantilevered overhangs should not exceed eleven (11) feet.
- 5) Clearance under free-standing canopies should not exceed sixteen (16) feet and under cantilevered overhangs should not exceed fifteen (15) feet.
- 6) Task lighting should be utilized to reduce light “spillage”. Intense general lighting under canopies should not be allowed.

L. Mansard Roofs.

- 1) Mansard roofs used in conjunction with canopies, covered walkways and entries should have a roof-like slope not greater than 12:12 or less than 4:12.
- 2) *The mansard as a design element became popular with the “big box” in the sixties and seventies and, while the use of an inclined plane on the front of a larger structure is desirable to give human scale, the misuse of the mansard to the extent that it was little more than an out-of-vertical wall with roofing material finish proved to be unsuccessful in any design context. Therefore, if a mansard is to be used as a design feature, it should emulate a roof rather than a wall.*

M. Building Colors. Any activity that involves changing color or refreshing color should be reviewed by the Design Review Committee or a similar group.

- 1) Colors should be reviewed for compliance with historic context.
- 2) Façade colors should be subtle and of low reflectivity. The use of primary, high intensity or metallic color should be prohibited outside of the sign face.
- 3) Accurate color drawings with a list of paint numbers and elevations of every building should be required to be submitted and approved prior to any modification/application.

N. Light and Shadow. Shadow should be considered a design element.

- 1) *This recommendation is included to remind design review that color and material are altered by the amount of light on a surface.*

- 3. Materials.** Materials should be reviewed for compliance with historic context. The following materials have historic context:
- A. Walls:** Brick, wood, and cement plaster (stucco).
 - B. Roofing:** Slate/tile, rigid shingles with ridge tiles, wood shakes, and metal (corrugated, v-crimp, and standing seam).
 - 1) *How a material is used is as important as what material is used. Plastics and polymers have proven to be susceptible to high winds and, therefore, should not be automatically approved. Concrete, concrete masonry units and terra cotta blocks may be used depending upon detail, color and texture. Fiberglass and asphalt shingles are acceptable as a roofing finish when they emulate more traditional finishes. It is recommended that if fiberglass or asphalt shingles are used, "ridge" tiles be used to accentuate the ridges. English ridge tiles are preferred over Spanish tiles (except when architectural design would dictate otherwise).*
- 4. Site Features.**
- A. Fences.** Fencing materials should accord with and complement the materials of the adjoining building and should be reviewed and approved by the Design Review Committee or a similar group.
 - B. Sidewalks.**
 - 1) Sidewalks of not less than four (4) feet in width should be installed to connect sidewalks in public right of ways to the building entry.
 - a] *This recommendation is made to ensure alternative access. In the event that sidewalks or bicycle paths have not yet been installed, projects should still provide walks to their proposed locations.*
 - 2) Internal pedestrian walkways should be distinguished from driving surfaces through the use of special materials or decorative elements.
 - C. Parking Lots.** Newly constructed parking areas should, wherever feasible, be placed at the rear of a building or concealed with appropriate landscaping or fencing.
 - D. Mechanical and Service Equipment.** Mechanical equipment, electrical entries, dumpsters and equipment not used by the customer should be screened from public view.
 - 1) Screening may be by fence, landscaping or a building element.
 - a] *Whenever possible, vending machines, ice machines and restrooms should be located in the main building. Air pumps, vacuums, water stations and the like should be out of the main traffic flow and integrated into the landscape.*
 - E. Positioning of Outdoor Display Items.** Automotive and marine items for sale or for display should not impede pedestrian or vehicle flow or public parking. Moreover, these items should not be displayed in such a way that they detract from the architectural elements of nearby buildings.
 - 1) *Areas used for storage of vehicles or watercraft should be screened with opaque fencing and/or landscaping.*