



2022 Edition

ARCHITECTURAL DESIGN GUIDELINES

City of Pearl





This is not a recipe book or a step-by step guide, it is instead a description of inherent human principles in the making of architecture. Using this premise, the standards seek to increase the prospect of compatibility between buildings, styles and generations.

The intent of the architectural guidelines is to ensure a base level of quality architecture that is responsive to its context and builds upon a consist aesthetic identity of the community.

As the City of Pearl has grown over time, the challenge is to encourage the built environment to evolve so that they represent the goals and vision of the City of Pearl's Character and "Brand".

Older buildings have characterize a city's design vocabulary and new buildings should reinforce or reestablish the physical environment to support these goals.

In order to insure this continued evolution of the City's character, every proposed design has an obligation to be compatible with surrounding physical attributes and/or establish a better designs aesthetic.

These guidelines are not intended to restrict a project's specific architectural system or materials, but to support expressions in which local character can be respectfully evoked. It is intended to assist applicants, decision-makers and staff in the consistent development, review, and consideration of commercial retail proposals.

Ultimately, these guidelines will assist in promoting building designs and practices that are adaptable to multiple uses for extended building life cycles and encourage sustainable designs that are durable and stand the test of time.

02 OVERALL BUILDING FORM

INTENT The Building's Form addresses the overall massing and scale of buildings including the composition of volumes and roof forms. The composition of building massing has a great impact on the shaping of an inviting pedestrian environment.

- **SYMMETRY** The relationship of height to width regarding the overall building mass, openings and details should be used to organize buildings overall design. In most cases, the frontage of buildings should be divided into architecturally distinct sections with each section taller than it is wide.
- **MASSING** Vary and articulate the building façade to add scale and avoid large monotonous walls. Blank walls should be avoided by utilizing some combination of features such as windows, recessed panels, trellis features, wall articulation, arcades, or other features.
- **360 ° ARCHITECTURE** Building elevations other than the street-facing elevation should have similar but less detailed architectural treatments. Design, materials, and detailing should be consistent with the architectural design and/or themed style of the main/front façade.
- **CORPORATE PROTOTYPES** Prototypical building designs used by businesses should be avoided. A higher level of design effort for the Business Brand materials, colors, and massing is encouraged.



Roof parapet is disproportionately to the body of the building.

2nd floor windows are taller than the first floor.



Entry Massing is Top Heavy



DETAILING AND ARTICULATION 03



INTENT Building articulation refers to the use of repetitive architectural horizontal or vertical elements on building facades such as a consistent pattern of windows, entries and projections.

DO

- Highly articulated and express a clearly defined ground floor, upper stories and roof scape treatment.
- Incorporate a high level of quality details to enhance the curbside appeal.
- Ground floor articulation for commercial uses should include entry doors and display windows, accented with awnings or canopies.
- Use a consistent pattern of windows. Projecting elements such as balconies and trellises are encouraged.
- Consistent Façade articulation treatment throughout the building.
- Continuity in design, materials, and details maintained on all elevations.
- Spacing windows, doors, awnings, and balconies to have a consistent rhythm.



DON'T

- Blank walls facing a public street and visible from the sidewalk.
- Solid walls with no articulation or detail.



Avoid a long flat wall with no breaks in the faced. Columns are spaced too far apart.



Columns are too thin and lack detail.

04 ROOF SHAPES AND PARAPETS

INTENT Encourage a high quality and visually interesting roof horizon to lessen the mass of the building and to add visual appeal.

DO

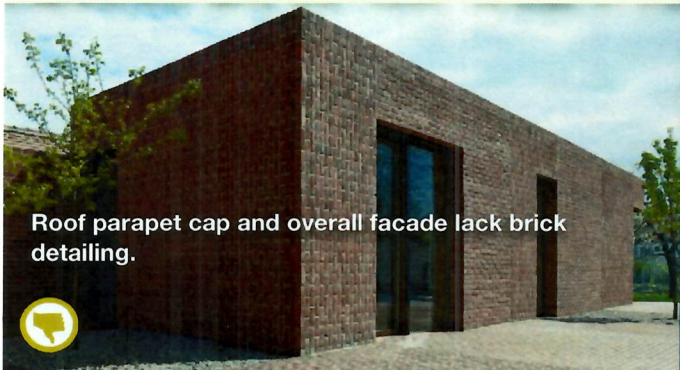
- Define a flat roof form with a distinct parapet or cornice line.
- Vary roof forms, lines and plans, to create visual interest and reduce apparent scale and mass for large scale buildings.
- Use three-dimensional cornice treatments, parapet wall details, overhanging eaves, etc. to enhance the architectural character of the roof.
- Encourage deep roof overhangs, articulated eaves, or parapets to create visual interest and define a roof cap.
- If roof top equipment can not be concealed from public right-of-way, consider placing equipment in an enclosure on the ground, in lieu of rooftop.
- Design roof features and parapets to complement the character of adjoining neighborhoods.
- Roof scape treatment may include a profiled parapet wall or roof overhangs with exposed brackets or rafter tails.

DON'T

- Parapets shorter than rooftop equipment, Mechanical equipment, etc.
- Straight parapet walls with no articulation.
- Mansard roofs are discouraged.



Roof parapet needs a larger and more detailed cornice to balance the overall massing.

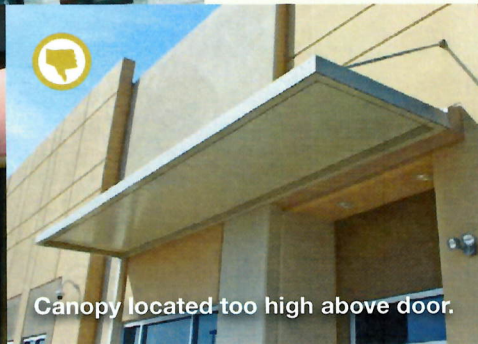


Roof parapet cap and overall facade lack brick detailing.

AWNINGS AND CANOPIES 05



Avoid rounded canopies.



Canopy located too high above door.



Keep canopy shapes simple

INTENT Awnings are used as a major commercial façade element that provides protection from the sun or rain, articulates the façade and enhances the pedestrian experience.

DO

- Articulate the ground floor façade and should be placed on storefront bays and entries.
- Correlate placement with storefronts, awnings should be used to unify the building's storefront façade.
- Consistency in material and slope.
- On storefront modules with transom or clerestory windows awnings should be placed above storefront windows and below transom or clerestory windows.
- Awnings should use high quality materials
- Colors that complement the building's color scheme.
- Use metal colors such as bronze or nickel for metal awnings.
- Use canvas fabric awnings and factory painted galvanized sheet metal

DON'T

- Placed high or too small on building facades which does not contribute to creating a welcoming pedestrian scale.
- Placed over architectural details such as pilasters, ornament, trim or moldings.
- Vinyl and shiny fabrics.
- Inconsistent types or Visible seams
- Rounded canopies.

06 COLORS

INTENT To create a visually appealing built environment by the use of timeless and neutral colors to enhance building architecture rather than string colors that attract attention.

DO

- Use colors and materials that complement surrounding natural earth tones for primary building surfaces.
- Limit accent colors to a minimal area.
- Brick, concrete, and stone have their own inherent color and should be left in their natural state to weather over time.
- Subdued or color shades are recommended.
- A color scheme that incorporates related colors of complimentary hues and shades.
- Darker colors are recommended for recessed elements such as windows and door sashes.
- Lighter colors are recommended for projecting elements such as window trim and rafter tails.
- Use Dark colors for exposed roofs.

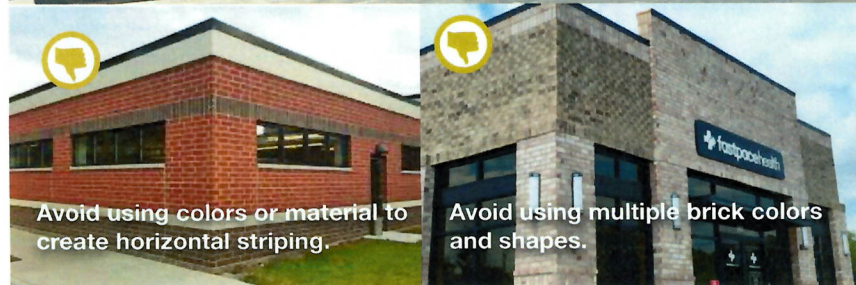
DON'T

- Use non-reflective colors and materials to minimize glare.
- Use of Neon or bright colors
- Fluorescent colors.
- Antique, faux finishes and textured paints
- Use color on roofs that attract attention.



Use complimentary color palette and a scheme that blends with other colors.





INTENT Building facades should use high-quality, durable materials that contribute to the visual continuity of the context and convey a high quality in design and detail.

DO

- **BRICK** Brick is the preferred primary cladding material.
- **STUCCO** A true 3-Coat Stucco system. Smooth lime stone finish should be used. Highly textured stucco is discouraged for all styles
- **EFIS** 3-Coat system with a drainable substrate
- **WOOD** Wood cladding includes tongue and groove boards, lap siding, board and batten and shingles.
- **Fiber Cement Board** Smooth finishes are recommended.
- **STONE** A true stone veneer may be used on the ground floor as an accent.
- **CAST STONE/ CONCRETE** Recommended as an accent material for copings, trims, bulkheads and ornamental details.
- **METAL CLADDING** Architectural metal profiles may be used in some occasions where agricultural themes or a contemporary style is desired.

DON'T

- **BRICK** Variegated brick color palettes are not recommended.
- **STUCCO** Should not be used as an accent material.
- **EFIS** May not be used for ground floor applications and should not be used as an accent material.
- **WOOD** Rough sawn wood or plywood and pressure treated wood should not be left exposed.
- **Fiber Cement Board** Highly textured surfaces should be avoided.
- **STONE** No stone Veneer.
- **CAST STONE/ CONCRETE** Contrasting grout colors

08 DOORS AND WINDOWS

INTENT Doors and Windows establish a visual relationship between the interior and the exterior. They are a way for people to see into the business and get a preview of what the business sells or services it offers.

DO

- Recesses entries to shelter and protect the public and prevent water infiltration.
- Install appropriate commercial-grade doors and windows with large glass panels to provide the most visibility.
- Install doors and windows that are compatible with the buildings over character
- Design windows and doors as accent elements with details such as shutters, moldings, and divided lights.
- Clear anodized aluminum frame windows are permitted only on Modern style buildings.

DON'T

- Mirror, Opaque glass or window film.
- Place service doors near main entry.
- Enclose old entrances with solid materials.
- Blocking windows with displays or signs.
- Painted window glass panes and reflective glass.



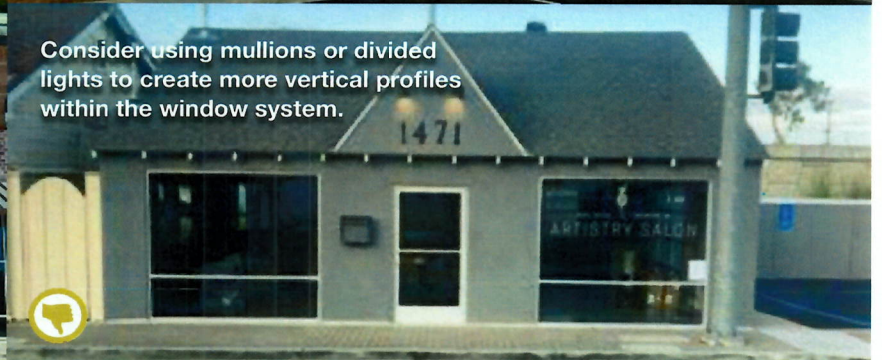
Avoid horizontal oriented window spheres and placement as the overall layout.



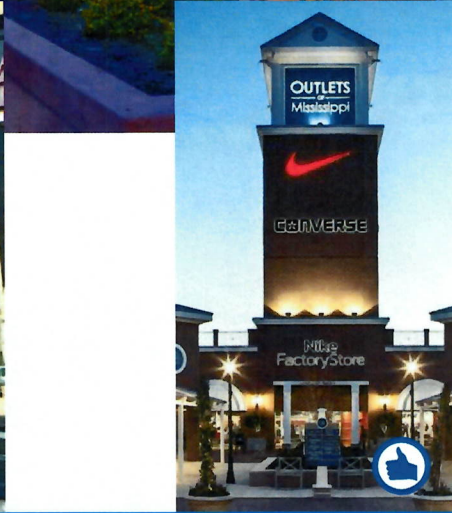
Keep doors windows free of visual obstructions such as posters, ads, displays, etc.



Consider using mullions or divided lights to break up large spans of glass.



Consider using mullions or divided lights to create more vertical profiles within the window system.



INTENT Enhance the nighttime appearance of the building façade and/or project area through appropriate lighting design strategies.

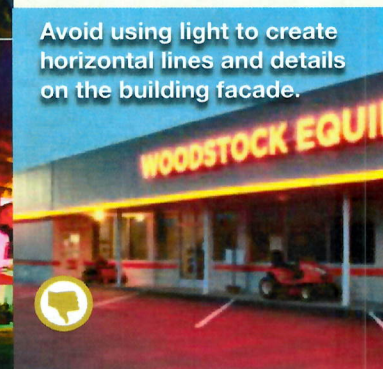
DO

- Architecturally compatible with the main structure or theme of the building.
- Shield spotlighting or glare from any site lighting from adjacent properties, and direct lighting at a specific object or target area.
- Design the height of a light pole to be appropriate in scale for the building or complex and the surrounding area.
- Encourage indirect lighting.
- Use Building lighting to place emphasis on portions of the building.
- Use decorative light fixtures.

DON'T

- Use exposed electrical conduit on the face of a building.
- No exposed bulbs.
- Let light "Over Splash".
- Use too many fixtures.
- Backlighting Awnings
- No neon or fluent lights used around windows.
- No Walk-Pack fixtures unless in service areas.

Avoid using light to create horizontal lines and details on the building facade.



10 MECHANICAL

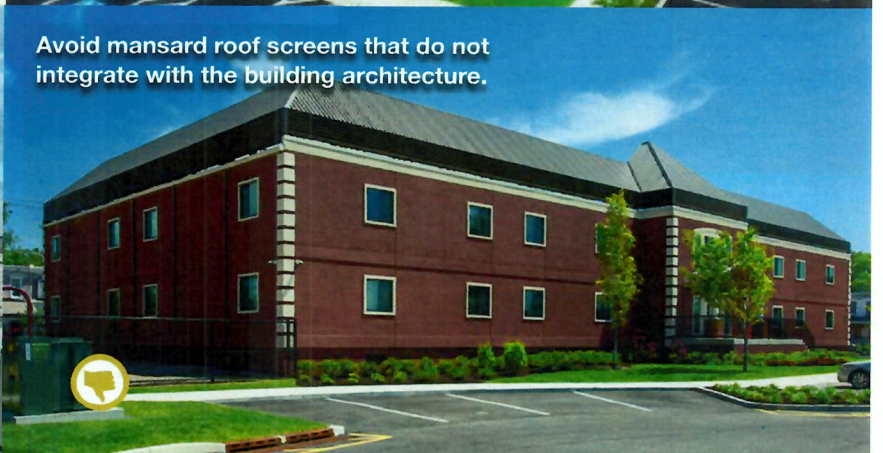
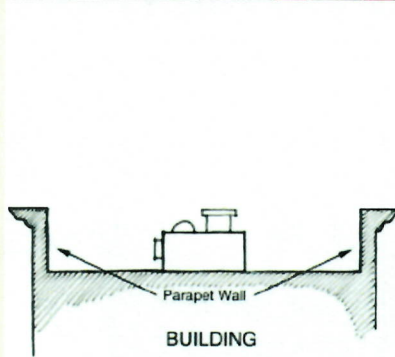
INTENT Doors and Windows establish a visual relationship between the interior and the exterior. They are a way for people to see into the business and get a preview of what the business sells or services it offers.

DO

- Exterior mechanical equipment should be screened from public view including adjacent properties.
- Only use screening if raising parapet heights become unachievable.
- Use Architectural Mechanical equipment to be screened includes but is not limited to heating and air conditioning units, water tanks, valves, back flow protection devices, solar and photovoltaic panels and transformers.
- Mechanical equipment enclosures should be finished with similar or compatible with the building materials and massing.
- Cluster equipment to the center of building as much as possible.

DON'T

- Screening with exposed pressure treated wood, chain link fencing or unfinished concrete block is not permitted.
- Using Mechanical screening of rising the parapet can be achieved.



SERVICE AND ENCLOSURES 11



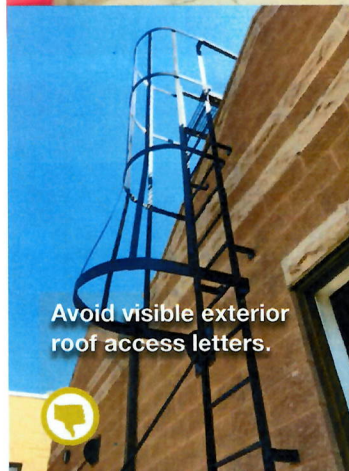
DO

- All service and trash enclosures should match or have a compatible wall finish material to that of the main building.
- Detached enclosures should be consistent with the building design and should not be prominent design elements.
- Garbage enclosures shall have heavy gauge metal gates. Wood clad metal doors are permitted.
- If service and/or trash enclosures are visible from public view, a well landscaped buffer should be provided at the perimeter of the enclosure. Landscaping should include a combination of shrubs and/or climbing evergreen vines.
- Fuel Station Canopy Columns must be enclosed in brick.
- Keep utility connections and meters out of public view.

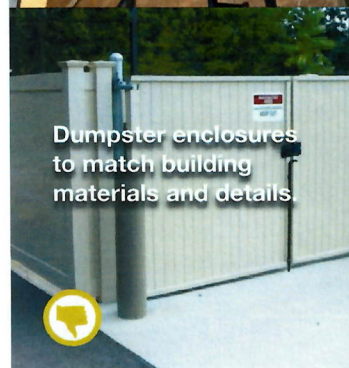


DON'T

- Chain link or unfinished concrete block enclosures.
- Wood Fence enclosures.
- Vinyl Enclosures.
- Service and trash enclosures that are visible from the public view.
- Exposed utility or other service equipment.



Avoid visible exterior roof access letters.



Dumpster enclosures to match building materials and details



No cyclone fence or fence screening.



No wood fences used for dumpster screening.



12 BUILDING IMPROVEMENTS

INTENT A welcoming, eye-catching storefront sends a positive message to potential customers and draws them into your business to spend their money. This guide provides some suggestions and ideas for storefront improvements that will help your building to market your business.

This design guide provides ideas to stimulate thinking. It is not a substitute for a professional designer. It focuses on basic façade elements that the revitalization of the original strengths and design of the façade.

Often all that is required is a careful repainting, changing a poorly designed sign, or removing convenient but inappropriate materials applied over a time. This approach incorporates the best aspects of the other two strategies. Original elements that enhance the building are maintained and accentuated.

EXAMPLE PROJECTS



DO

- Replacing missing or damaged architectural details.
- Preserving historic details and materials.
- Defining building main entrances with architectural details that are sensitive to the building scale.
- Adding a fresh coat of paint.
- Painting architectural elements and window frames a different, yet complementary color to make the building more visually appealing and emphasize unique features.
- Removing boards or other obstacles from upper floor windows. Using window coverings such as shades or curtains to mask unused upper floor space as an alternative.
- Attaching awnings to the building at or below the lower edge of the sign band.
- Awnings with dimensions that match the window and door openings.
- Downward-directed lighting at all building entrances and along walkways to maintain security while not casting excessive glare.
- Adding decorative light fixtures that complement the entire façade.

DON'T

- Painting historic brick or stone that is not painted.
- Covering, obscuring, or removing cornices, trim, or other architectural details that add character to the façade.
- Reducing existing window size to accept standard residential window sizes.
- Replacing windows with wall surface, wood, metal, or other materials.
- Blocking windows or unused doors with storage shelves, product storage or signage.
- Plexiglass instead of glass
- Covering architectural details with signage.

CASE STUDY A 13

SHOPPING CENTER

2521 Hwy 80
Pearl, MS

SOLUTIONS

- New Bronze canopies added at store fronts.
- Fresh building paint
- Parapet cornice painted darker color to highlight detailing.
- Recessed areas around storefront painted to match cornice.
- Repaired and replaced storefront systems.
- Landscape islands added to parking lot.
- New signage that conforms to City sign guidelines.



14 CASE STUDY B



BRIGHTS SHOPPING CENTER

Hwy 80
Pearl, MS

SOLUTIONS

- Replace Green angled parapet wall with straight parapet wall EFIS finish.
- Bronze parapet cap added for detail.
- Building painted a lighter color to add “freshness” to the character.
- Awning metal coping replaced with new bronze cap.
- Added Mid-Century light fixtures under canopy.
- Underside of canopy painted a warm wood tone color to bring warm to the facade.
- Repaired and replaced storefront systems.
- Landscape islands added to parking lot.
- New signage that conforms to City sign guidelines.





BEFORE



BEFORE



AFTER



AFTER

HEART OF PEARL

Hwy 80
Pearl, MS

SOLUTIONS

- Remove Existing Red Metal Parapet to its original Design.
- Fresh building paint
- Parapet cornice trim m painted darker color to highlight detailing
- Recessed areas around storefront painted to match cornice.
- Repaired and replaced storefront systems.
- Landscape islands added to parking lot.
- New signage that conforms to City sign guidelines.
- Replace existing metal columns and patient red to accent the "Heart of Pearl".
- Repair Heart of Pearl Sign.

16 CASE STUDY D



PEARL TIRE & AUTO

Hwy 80
Pearl, MS

SOLUTIONS

- Remove angled parapet roof and expose original roof line.
- Building painted a lighter color to add "freshness" to the character.
- New metal coping replaced with new cap.
- Added period light fixtures over new wall mounted sign and garage doors.
- Repaired and replaced storefront systems and garage doors.
- New signage that conforms to City sign guidelines.



TRUSTMARK BANK
Hwy 80
Pearl, MS

SOLUTIONS

- Fresh building paint
- Parapet cornice painted darker color to highlight detailing
- Recessed areas around storefront painted to match cornice.
- Updated Landscaping
- New signage that conforms to City sign guidelines.



18 CASE STUDY F



BEFORE



BEFORE



AFTER



AFTER



AFTER

CROSSGATES SHOPPING CENTER

Hwy 80
Pearl, MS

SOLUTIONS

- Bronze parapet cap added for detail.
- Building painted a lighter color to add “freshness” to the character.
- A mixture of new metal and fabric awnings located over entries.
- Added light fixtures under canopy.
- Repaired and replaced storefront systems.
- Landscape added along sidewalk to soften the pedestrian experience.
- New signage that conforms to City sign guidelines.
- Architectural Metal panels and Hardie Siding palliated to existing surface to add texture and breakup large walls.



CROSSGATES SHOPPING CENTER

Hwy 80
Pearl, MS

SOLUTIONS

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VIOLATIONS AND PENALTIES

Violation of any provision or provisions of these Guidelines shall constitute a misdemeanor. Upon conviction of such violation, there shall be imposed a fine not exceeding **Five Hundred dollars (\$500.00)**. Each day that such violation continues shall be a separate offense. In case a corporation is the violator of any provision of this Ordinance, each officer, agent and/or employee in any way responsible for such violation thereof shall be individually and severally liable for the penalties herein prescribed.



