MAY IS PRESERVATION MONTH

Celebrate with
#ThisPlaceMatters

V&H HISTORIC DISTRICT
Community-wide Virtual Public Meeting
Thursday May 7, 2020 (6 – 7 pm)

An on-line community conversation about the process and desired design character for the Vollintine Evergreen Historic Landmarks District.

V&E Landmarks Logo by Toonky Worship
Welcome

- A copy of today’s presentation will be made available on [www.VECA.org](http://www.VECA.org) (This link will also be shared as a follow-up message through your Eventbrite registration)

- Time has been reserved at the end of the session for (Q&A) Question & Answers.

- If you have questions, please use the Chat feature sent to everyone. (Your question will be seen by everyone, so I suggest keeping that panel up so you can see what questions are being asked along with the answers to prevent asking duplicate questions.)

- This meeting will last just one hour. If we receive more questions than we can answer within the hour, you can send your questions to [vecahistoric@gmail.com](mailto:vecahistoric@gmail.com) or mail them to (VECA, Attention: Landmarks, 1680 Jackson Avenue, Memphis, TN 38107).
Community-wide Virtual Public Meeting

**Agenda**

1. “Welcome” & Housekeeping
2. Initiative Background
3. Landmarks Process / V&E Character
4. Design Guidelines Focus Areas
5. Questions, Comments & Conversation
6. Wrap Up & Next Steps
Next Community-wide Public Meeting:

Thursday August 6, 2020
6:00 pm CST

V&E Landmarks Logo by Toonky Worship
Vollintine Evergreen is its residents, its buildings and its natural and public spaces.

Think for a moment, what do you value about where you live?

What is irreplaceable to you about the neighborhood?

What would you and future generations miss if it were no longer here?

What are your thoughts on these key areas for design review and guidelines?
## VECA & NEIGHBORHOOD PLANNING

**A Brief History: Logical Progression to the Current Strategy**

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<th>CIVIC ENGAGEMENT</th>
<th>ZONING</th>
<th>CODE ENFORCEMENT</th>
<th>NATIONAL REGISTER</th>
<th>LOCAL LANDMARKS DESIGNATION</th>
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<tr>
<td>VECA as a formal organization was primarily founded because of redlining in the early 1970’s and blockbusting efforts by private realtors.</td>
<td>A rezoning study using volunteers was started in 1974 but was never completed. The task was too large, and funds were not available to pay for a consultant.</td>
<td>The neighborhood has used code enforcement to improve housing conditions. This strategy has meant working intensely with city and county officials.</td>
<td>From 1997 to 2007, volunteers working through VECA successfully got most of the neighborhood designated on the National Register of Historic Places.</td>
<td>Fast forward to 2017, increase in residential and commercial development occurred without any formal input. One of the best tools available for preserving historic areas is local Landmark designation.</td>
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Guest Speakers

ANDY KITSINGER
AIA-AICP, Architect & Community Planner

JUDITH JOHNSON
Architectural Historian & Preservation Planner

MARGOT PAYNE
Architectural Historian, Writer, & Restoration Specialist
We have a great team of Consultants!

**Andy** holds a notable 30-year career as an architect, urban designer, city planner and teacher, he is foremost, a community builder. He served as Senior Vice President of planning and development for the Center City / Downtown Memphis Commission.

**Judith** has 26 years of experience working in historic preservation, primarily protecting and preserving the built environment in the Memphis area. She served as a Tennessee advisor to the National Trust for Historic Preservation.

**Margot** is an architectural historian, restoration specialist, and writer. She was appointed to the State Review Board of the Tennessee Historical Commission in 2018 and serves as an Architectural Historian reviewing nominations from Tennessee to the National Register of Historic Places.
Landmarks is a local tool available for preserving and stabilizing historic areas is local Landmarks designation. Memphis currently has 16 designated Districts.

Each district has its own set of design guidelines to govern demolition, new construction and rehabilitation. Residents of each district determine what types of activities are addressed in their guidelines.
Purpose
'
to promote the educational, cultural, and economic welfare of Tennessean’s by enabling municipalities and counties to preserve & protect historic structures, areas, and districts.'

Authority
‘the municipality is empowered to establish special historic districts or zones, and to regulate the construction, repair, alteration, rehabilitation, relocation and demolition of any building or other structure, within the boundaries of any historic district.’
<table>
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<tr>
<th>National Register Districts</th>
<th>Local Landmarks Districts</th>
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<tr>
<td>• Nominations Reviewed by TN State Historic Preservation Office (SHPO)</td>
<td>• Based on state enabling legislation (TCA 13-7-4)</td>
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<td>• Federal Government Designates property as worthy of preservation</td>
<td>• Local government establishes zoning overlay districts and appoints commission</td>
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<tr>
<td>• Does not prevent demolition or create any limits to property owners</td>
<td>• Landmarks Commission regulates changes to property within district</td>
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WHAT LOCAL HISTORIC LANDMARK ZONING DOES & DOES NOT DO

LANDMARKS FACT SHEET
WHAT A LOCAL HISTORIC LANDMARK ZONING DOES DO?

1. It **does** protect the historic character of the designated area;

2. It **does** require review of all *additions, demolitions and new construction*, including new fences, walls, retaining walls, satellites dishes, and signs;

3. It **does** require review of *exterior alterations* beyond normal maintenance and repair to properties within the designated area;

4. It **does** provide property owners with *information* on how to take care of older properties;

5. It **does** stabilize and improve *property values*; and

6. It **does** foster *civic pride*.
WHAT A LOCAL HISTORIC LANDMARK ZONING DOES NOT DO?

1. It does not require review of alterations & new construction to the interior of a building;

2. It does not control work not visible from a public street or rights of way;

3. It does not apply standards to work done before an area becomes a Landmark District;

4. It does not force owners to improve their property;

5. It does not consider, review, or control use of property;

6. It does not prohibit buildings from being constructed;

7. It does not prohibit additions or changes from being made to a property; or

8. It does not require review of ordinary maintenance, repair or in-kind replacement work.
V&E Historic Landmarks Designation & Design Guidelines

This Initiative builds a base for an informed community conversation about appropriate design character & regulations within Vollintine-Evergreen historic district.

Landmarks Designation Process:

Step 1: Data Collection & Public Engagement
Step 2: Draft Overlay Zoning & Design Guidelines
Step 3: Zoning & Design Guidelines Documents
Step 4: Regulatory Submission & Adoption Process
  4a: Memphis Landmark Commission Review & Approval
  4b: Land Use Control Board Review & Approval
  4c: Memphis City Council Review & Approval
ONLINE POLL: VOTE
WHICH NEIGHBORHOOD CHARACTER AREA IN V&E DO YOU LIVE?

1. Vollintine Evergreen Avalon District
2. Vollintine Hills District
3. Vollintine Evergreen North District
4. Vollintine Evergreen District
5. Vollintine Evergreen Northwest
6. Edward Avenue Area
7. Cypress Area
Neighborhood Character Areas

Vollintine Evergreen NR Historic District

The Vollintine Evergreen National Historic District was listed in 1996 and is comprised of 3218 primary and secondary structures, mostly constructed between 1922 and 1928. Its building stock consists of one, one and one-half, and two-story residential buildings; garages; multi-family apartment buildings; churches; and one-part commercial blocks. The majority of the largely intact and homogenous residential building stock are excellent examples of Eclectic style residences such as Bungalows, Tudor cottages, Colonial and Spanish Revival and Minimal Traditional forms.
Neighborhood Character Areas

Vollintine Evergreen Avalon NR Historic District

The Vollintine Evergreen Avalon Historic District was listed in 1997 and is comprised of 459 primary and secondary structures, mostly constructed between late 1920s and early 1940s. Its building stock consists of one, one and one-half, and two-story residential buildings; (there is only one two-story in Avalon), garages, one school, and one commercial block. The housing stock in the western, older section of the district exhibits homogenous examples of late 1920s and 1930s Tudor and Craftsman styles. This district is different than the Vollintine Evergreen in that the eastern section is comprised of Minimal Traditional, Cape Cod, and Colonial Revival style homes built on curvilinear streets in the early 1940s.
The Vollintine Evergreen North (NR) Historic District was listed in 1997 and is comprised of 282 primary and secondary structures, mostly constructed between late 1920s and early 1940s. Its building stock consists of one, one and one-half residential buildings; (there is only one two-story), and along with garages. The housing stock flows between the older section of the district exhibiting homogenous examples of late 1920s and 1930s Tudor and Craftsman styles on gridded street patterns and the newer section of the made up of late 1930’s and early 1940’s Colonial Revival style homes built on curvilinear streets. From east to west the architectural styles change from Eclectic style cottages to Minimal Traditional Cap Cod homes in Rainbow Circle.
Neighborhood Character Areas

Vollintine Hills NR Historic District

The Vollintine Hills NR Historic District was listed in 2007 and is comprised of 79 primary structures, mostly constructed between 1946-1957 in conjunction with the development of former Baron Hirsch Synagogue in the International style. The original 1946 plat for the neighborhood included a large reserved parcel for the eventual construction of the synagogue, which completed its first phase in 1950-52. Of the 79 principal buildings in the district, 34 are Minimal Traditional houses, 26 are Traditional Ranch houses, 17 are Massed Ranch houses, one is a Tudor Revival house.
Vollintine Evergreen North-West Neighborhood Area

The Vollintine Evergreen North-West Neighborhood Area is comprised of 76 single-family residences and 15 multi-family units for a total of 91 primary structures, mostly constructed between 1950 and 1970. No count of secondary buildings was performed. The building stock consists of one and a single, two-story single-family and duplex residential buildings. The multi-family complex building stock consists of two story, attached sections buildings with very modest Colonial Revival detailing. The styles are Minimal Traditional, and Traditional Ranch houses. A few infill houses are interspersed in the area. A few houses are deteriorated as of this writing and there are 17 random vacant lots through-out the neighborhood.
Neighborhood Character Areas

Edward Avenue Neighborhood Area

The Edward Avenue Neighborhood Area is comprised of 101 primary and secondary structures, mostly constructed between late 1930s and early 1970s. Its building stock consists of one, one and one-half, and only a couple of two-story residential buildings. The housing stock flows between the older section, being a homogenous example of the late 1930s Craftsman style and the newer sections is made up of Colonial Revival and Minimal Traditional homes and duplexes built in the 1950s and 1960s. Some newest sections include 1970s Traditional homes built within cul-de-sacs.
Neighborhood Character Areas

Cypress Neighborhood Area

The Cypress Neighborhood Area is comprised of ~382 primary and secondary structures, mostly constructed between the 1920s and early 1950s, with a significant portion of apartment buildings and duplexes built in the 1960s. Its building stock consists of one, one and one-half, and two-story residential buildings (modern duplexes), garages, one school, three churches, and one commercial block. There are three major apartment complexes: a Minimal Traditional U-plan in the north of the district, the large ca. 1964 Contemporary style University Gardens Manor in the center of the district, and two rows of ca. 1967 Contemporary style duplexes along Vollintine and University. The housing stock flows between the older section in the north along Springdale, being a nearly homogenous example of the late 1920s and 1930s English Tudor Cottages and Craftsman styles, and the newer sections made up of Minimal Traditional homes built on circular streets in the late 1940s and early 1950s.
Vollintine Evergreen Architectural Styles

Vollintine Evergreen exhibits a wide range of American architectural style because of its extended development period from 1900 to today.

- Colonial Revival (circa 1880-1955)
- Craftsman Bungalow (circa 1905-1930)
- Ranch Style (circa 1935-1975)
- English Tudor Cottage (circa 1890-1940)
- Minimal Traditional (circa 1935-1960)
- Vernacular Cottage (Neo-Colonial) (circa 1930-1955)
- Craftsman Foursquare (circa 1900-1930)
- Cape Cod (circa 1920-1940)
The English Tudor Cottage is found in the district in a variation of the bungalow. It features asymmetrical massing of steeply pitched roofs, walls with clean edges, unusual window patterns, tall front chimneys, and English detailing. Frequent use of Tudor framing and half-timbering, with high contrast coloring. The roof contains cross gables, an important element of this style.

Identifying Features:

- Massive chimneys commonly capped by decorative chimney pots
- Façade dominated by one or more predominate cross gables, usually steeply pitched
- Decorative half-timbering present on most examples
- Steeply pitched roof, usually side-gabled (less commonly hipped or front gabled)
- Tall narrow windows, common in multiple groups and with multi-pane glazing

The entry is generally an uncovered stoop, although it may contain an entry hood. Porches are usually on the side and do not cover the entry.
Craftsman Bungalow (circa 1905-1930)

The bungalow is small in size, generally a single story or one and one-half stories. The roof can be front gabled or side gabled. Most common in the district is the front gabled bungalow. Identifying features of the Craftsman style include a low-pitched gable roof with wide, unenclosed eave overhangs. Roof rafters are usually exposed, and decorative beams or braces commonly added under gables.

**Identifying Features:**

- Low-pitched gabled roof (occasionally hipped) with wide, unenclosed eave overhang
- Roof rafters usually exposed
- Porches, either full or partial width, with roof supported by square or tapered columns
- Decorative beams or structural brackets under gable overhang
- Porches, either full or partial width, have roofs supported by tapered square columns, which often extend to ground level. Some porches display half-timbering or jerkin head roofs.

**Predominate Architectural Styles**

\[\text{VE Historic District}\]
Craftsman Foursquare (circa 1900-1930)

The Foursquare is a two-story house characterized by its cubic, roughly square, massing. The facade usually has four bays - a door and three window openings. The roof is pyramidal or hipped, with hipped roof dormers on one or more sides. Exterior walls can be brick, stone or cast stone veneer, or weatherboard.

Identifying Features:

The porch is on the facade and sometimes extends to one of the elevations. It has a separate hip or half-hip roof.
The Colonial Revival house has two stories with a three-bay organization. The roof is side gabled or hipped, and the roof line is parallel to the street. The chimneys are located on the end walls.

**Identifying Features:**

Identifying features include an accentuated front door, normally with an engaged pediment supported by pilasters, a symmetrical facade, and windows with double-hung sashes (usually multi-light).
Vernacular type was developed in early Colonial New England over three hundred years ago. It gained renewed national popularity in the late 1920s with the rise in popularity of the Colonial Revival style and, with the advent of the Great Depression, its initial small size and low cost made it very popular in developing suburban areas.

Identifying Features:

One and one-half stories with a side gabled roof and central front entrance, often pedimented. Single window units are symmetrically arranged and usually contain six light sashes. Dormers were often built to expand and light the upper level.
Ranch Style  
(circa 1935-1975)

Broad, one-story shape built low to ground; low-pitched roof without dormers, commonly with moderate to wide roof overhang. Asymmetrical façade. Front entry usually located off center, sheltered under main roof of house.

Identifying Features:

Garage typically attached to main façade. Large picture window generally present.
Minimal Traditional (circa 1935-1960)

These spare houses retain the form of traditional revival houses but lack their decoration. Often there is a large chimney and one front-facing gable.

Roof pitches are low, eaves and rake are close, and windows have little or no reveal. Brick veneered exterior surfaces are a common treatment.

Identifying Features:

If there are any embellishments on this style, they are usually found at entrances.
**Vernacular Cottage (Neo-Colonial) (circa 1930-1955)**

The Vernacular Cottage or Neo-Colonial is usual one or one-and one-half stories and has no recognizable plan.

**Identifying Features:**

These houses are minimally embellished, but have an eclectic mixture of various architectural features.
V&E Design Guideline Sections

I. Introduction
   Vision for Vollintine Evergreen
   Boundary Map
   Purpose of the Design Guidelines
   Work to be Reviewed
   Using the Design Guidelines

II. Neighborhood Traditions and Historic Context
   Neighborhood Design Traditions
   Architectural Resources & Non-contributing Buildings
   Vollintine Evergreen Architectural Styles
   Neighborhood Design Principles

III. Design Guideline Categories
   Neighborhood Design (ND)
   Site Design (SD)
   Building Design (BD)
      Newly Constructed & Infill Buildings
      Alterations to Historic Contributing Structures
      Additions to Historic Contributing Structures
      Commercial & Institutional Structures
      Demolition of Existing Structures

IV. Key Miscellaneous Topics
   Signage
   Sustainability
   Maintenance
   Exterior Lighting
   Landscape Structures
   Public Art

V. Glossary of Terms and Definitions

Appendix
   Preservation Briefs Series, Technical Publications
   Incentives for Historic Structures
V&E Design Guideline Sections

Key Focus Areas

Building Design (BD)

1. Exterior Alterations & Additions

2. Requirements for Demolition

3. Commercial & Institutional Centers

4. Newly Constructed Infill Buildings
Retain the integrity of your home by identifying and treating character-defining architectural features properly.

• Character-Defining Features of a Historic Home
• Treatment of Historic Features
  • Maintain ➔ Repair ➔ Replace ➔ Reconstruct
• Building Materials
  • Façade Materials
  • Modern Materials
• Common Alterations
  • Openings
  • Porches
MAINTAIN

- Continued maintenance is always the best method.
- Use approved technical procedures for cleaning, refinishing and repairing original materials.
- When choosing preservation treatments, use the gentlest means possible that will achieve the desired results.
- Employ treatments such as rust removal, caulking, limited paint removal and reapplication of paint.

Harsh cleaning methods, such as sandblasting, can damage the original materials and change their appearance. Such procedures are inappropriate.
REPAIR

- Repair is always preferred over replacement.
- Repair only those features that are deteriorated.
- Use methods that will not harm the original materials.
- When disassembly of an original feature is required in a restoration procedure, document its location so that it may be repositioned accurately.
REPLACEMENT

• Replace original features in-kind when restoration is not an option.

• Replace only that portion that is beyond repair. Patch, piece-in, splice, consolidate or otherwise upgrade the existing material, using recognized preservation methods whenever possible.

• The new material should match that being replaced in design, color, texture and other visual qualities.

Where replacement is required, remove only those portions that are deteriorated beyond repair.
RECONSTRUCT

• If a new feature or addition is necessary, design it in such a way as to minimize the impact on original features.

• Replacement of missing or deteriorated architectural elements should be based on accurate duplications of original features. The design should be substantiated by physical or pictorial evidence to avoid creating a misrepresentation of the building's heritage.

• Alterations that seek to imply an earlier period than that of the building are inappropriate.
Existing Materials

- Historically, wood, brick, stone and stucco were the dominant building materials in the V & E neighborhood.
- Original building materials and craftsmanship add textural qualities as well as visual continuity and character to the streetscape and should be preserved.
- Do not obscure, damage, destroy or remove significant original architectural details and materials of the primary structure.
Modern Materials

- When replacement of façade material is needed, replace material in-kind. If substitute materials must be used, they should match the original in appearance as closely as is possible.

- Match brick and mortar in color, profile and texture to that of the original building or to another similar building.

- **Fiber-cement ("Hardie Board") siding** is a lightweight, solid material that is both durable and visually more compatible with wood than vinyl or aluminum siding. When it is manufactured in similar sizes and shapes to wood siding and shingles, and with a smooth, painted finish, it can be compatible with historic fabric.
Openings: Windows

- Windows and doors are some of the most important character-defining features of houses. Distinctive window design often defines a historic building style. Most windows are inset into openings or they have surrounding casings and sash components which have substantial dimensions.

- Use original windows, doors and their hardware when they can be repaired and reused in place.

- Maintain position and proportions of original windows and doors. The original doorway configuration should be preserved in any situation.

- A replacement window or door should match the scale and dimensions of those seen traditionally on the house.

The vinyl replacement windows in the left image lack the depth & profile of traditional windows shown on the right.
Porches

• The enclosure of carports, porches, porte cochères, and other covered areas on principal facades is usually not appropriate and should be avoided.

• If such enclosure is permitted, it should be accomplished in a manner that preserves the original character of the original principal façade and is reversible.

Photo 1: Avoid enclosing existing porches with solid wall materials

Photo 2: Example of compatible balcony enclosure
Basic Principles for Additions

Many buildings have experienced additions over time as need for additional space occurred. The tradition of adding on to buildings is expected to continue in the V & E neighborhood.

1. An addition should be designed in such a manner that if it were to be removed in the future, the essential form & integrity of the original structure would not be impaired.

2. An addition should be subordinate in scale and character to the main building.

3. It should be constructed with materials that are similar to those used on the primary structure.
Design Guidelines
Additions

Design of Additions

• The overall design of the addition must be in keeping with that of the primary structure and not obscure any significant features of the building.

• At the same time, it should be distinguishable visually from the original portion, so that the evolution of the building can be understood.

• Place an addition at the rear of a building or set it back from the front to minimize the visual impacts, allowing the original proportions and character to remain prominent.

• Use building materials that are compatible with those of the primary structure
  • The roof pitch, window design and general form should be compatible with the primary structure.
Design Guidelines
Additions

Appropriate Scale for Additions

1. A new addition should be compatible in mass, scale and form with the primary building.
2. The size of the addition should be small in relation to the main structure.
3. For a larger addition, break up the mass of the addition into smaller modules that relate to the historic house.
Rehabilitating Historic Commercial Storefronts
Preserve the repetition of standard elements for visual unity on the street.

C.1 Become familiar with the style of your building and the role of the storefront in the overall design. Don't "early up" a front.

C.2 Preserve the storefront's character even though there is a new use on the interior. If less exposed window area is desirable, consider the use of interior blinds and insulating curtains rather than altering the existing historic fabric.

C.3 Avoid use of materials that were unavailable when the storefront was constructed; this includes vinyl and aluminum siding, anodized aluminum, mirrored or tinted glass, artificial stone, and brick veneer.

C.4 All renovations should preserve these character-defining elements:
- Display windows: the main portion of glass on the storefront.
- Transom: the upper portion of the display, separated from the main display window by a frame.
- Kick plate: found beneath the display window.
- Entry: Usually set back from the sidewalk in a protected recess.

The general guiding principal of excellent storefront design is to keep it simple, and to let the architectural elements of your building and storefront speak clearly.
Design Guidelines
Commercial & Institutional Centers

The symbolism and function of schools, churches and other civic and institutional buildings usually result in distinctive designs. These structures are the visual landmarks scattered throughout the community. They usually have a larger surrounding site and their architectural design reflects their importance in the life of the community.

1. Become familiar with the style of your building and the role of the storefront in the overall design. Don't "early up" a front.
2. Parking shall be located in the rear or side of the building.
3. Maintain or provide clear glass on ground floor storefront openings.

Little Flower Catholic Church c. 1930
Design Guidelines
Requirements for Demolition

Demolition Policy:
Demolition of a building shall only be considered if Alternatives for rehabilitation are not feasible and the loss of a building will not adversely affect the integrity of the district.

The buildings in the historic district are irreplaceable. The quality of the buildings’ craftsmanship, design and range of materials is unapproachable by today’s conventional, rapid-paced and mass-produced standards. While the designers, builders, and original owners can no longer touch, appreciate, and use the buildings, the historic resources created by them still remain as tangible proof of the culture, heritage, economic, development, and architectural history for the functional and educational benefit of future generations.

Conditions in which demolition may be appropriate

a. if a structure has lost its architectural and historical integrity and importance and removal will not result in a more negative, less appropriate visual effect on the V&E District;

b. if the structure does not contribute to the historical or architectural character and importance of the LPD;

c. if the structure has been inspected and a professional determination has been made that it is unsound, unsafe, and beyond the point where rehabilitation is feasible.
Design Guidelines
Requirements for Demolition

Review Criteria for Demolition

In considering an application for the demolition of a landmark or a resource within the V&E District, the following shall be considered:

a. The architectural, cultural, and/or historical significance of the resource.
b. The contribution of the resource to the architectural character of the district.
c. The contribution of the resource to neighboring property values.
d. The difficulty or impossibility of reproducing such a resource because of its texture, design, material, or detail.

Avoiding demolition is preferable

If applicant proposes a replacement structure on the site of the structure approved for demolition, the MLC may require that final approval of the COA for demolition be contingent upon the applicant receiving a COA for the design of the replacement structure prior to demolition. Once the building has been removed, any improvement to the vacant lot (former building site) should be compatible with the surrounding historic properties.
Design Guidelines
New Infill Construction

New construction should take a contemporary architectural approach while respecting the materials, style, and massing of its neighboring houses.

Scale & Proportion

1. Maintain the scale, rhythm and proportion that exists along the block.

2. Avoid taller or vertically proportioned building, which are not compatible with the uniform context of historic structures.

3. New construction should be of a similar number of stories as the majority of the structures in the block containing the subject property.

Avoid taller or vertically proportioned building such as “tall skinnies.”
Design Guidelines
New Infill Construction

Orientation and Setbacks

The building setbacks for new construction should fit within the established range of building setbacks traditionally seen within the district.

1. Orient the front of a house to the street and clearly identify the front door.

2. New buildings should be located within the range of yard dimensions seen in the block.

3. Maintain the uniform spacing of side yards.

Diagram illustrates contextual setbacks, which align with adjacent structures. Mis-matched setbacks should be avoided.
Exterior Materials for New Structures

New exterior materials should be compatible with materials used throughout the district consists of masonry, stone, wood trim & lap siding, and stucco.

1. Use only **durable materials** compatible with existing contributing structures.

2. Masonry shall be similar to that seen traditionally in the district. Brick used should have a modular dimension consistent with traditional brick.

3. Stucco is an appropriate exterior cladding material for architectural styles that typically used stucco. *(EIFS, and other synthetic stucco-type materials, are not historically compatible alternatives, and not permissible.)*

4. Avoid introducing exterior materials not readily used throughout the district.
V&E Historic Landmarks Designation & Design Guidelines

This Initiative builds a base for an informed community conversation about appropriate design character & regulations within Vollintine-Evergreen historic district.

Landmarks Designation Process:

Step 1: Data Collection & Public Engagement

Step 2: Draft Overlay Zoning & Design Guidelines

Step 3: Zoning & Design Guidelines Documents

Step 4: Regulatory Submission & Adoption Process

4a: Memphis Landmark Commission Review & Approval

4b: Land Use Control Board Review & Approval

4c: Memphis City Council Review & Approval
## VOLLINTINE EVERGREEN HISTORIC NEIGHBORHOOD
### Historic Zoning Overlay & Design Guidelines

#### Project Tasks & Milestone Schedule

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<td><strong>I. Data Collection, Research &amp; Public Engagement Strategy</strong></td>
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<td>2. Historic Structure Survey - Property Inventory</td>
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<td>3. Define Proposed District Boundary &amp; Guidelines Outline</td>
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<td>4. Review Model Neighborhood Design Guidelines</td>
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<td><strong>II. Public Preferences &amp; Drafting Design Guidelines</strong></td>
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<td>1. Listing of all Parcel Numbers &amp; Addresses within the District</td>
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<td>2. Public Community Meeting #1 for Neighborhood Aspirations</td>
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<td>3. Draft Design Guidelines in partnership with the Neighborhood</td>
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<td>May 7th</td>
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<td>4. Create District Map of parcels, streets, rails &amp; waterways</td>
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<td><strong>III. Creating the Historic Design Guidelines Handbook</strong></td>
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<td>2. Incorporating Community &amp; Committee Feedback</td>
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<td>3. Prepare Application for Creation of Historic Overlay District</td>
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<td>4. Finalize Design Guidelines handbook</td>
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<td><strong>IV. Regulatory Adoption Process</strong></td>
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<td>1. Submit Application, Map, Guidelines, Labels &amp; Post Signs</td>
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<td>Oct. 22nd</td>
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<td>2. Landmarks Commission Review &amp; Approval</td>
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<td>Nov. 19th</td>
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<td>3. Land Use Control Board Review &amp; Recommendation</td>
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<td>Dec. 7th</td>
<td>Jan. 14th</td>
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<td>4. Three Readings for City Council Review &amp; Approval</td>
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Note: We understand that the schedule for final adoption may vary due to factors beyond our control.
V&E Historic Landmarks Designation & Design Guidelines

Q&A
Questions & Answers
V&E Historic Landmarks Designation & Design Guidelines

Next Community-wide Public Meeting:

Thursday August 6, 2020
6:00 pm CST

CONTACT US
WE WOULD LOVE TO HEAR FROM YOU!

EMAIL ADDRESS
vecahistoric@gmail.com

MAILING ADDRESS
VECA
Attention: Landmarks
1680 Jackson Avenue
Memphis, TN 38107

WEBSITE
www.veca.org