APPENDIX N

NORTH BROADWAY OVERLAY DISTRICT

"OLD TOWN DESIGN OVERLAY DISTRICT"

Introduction

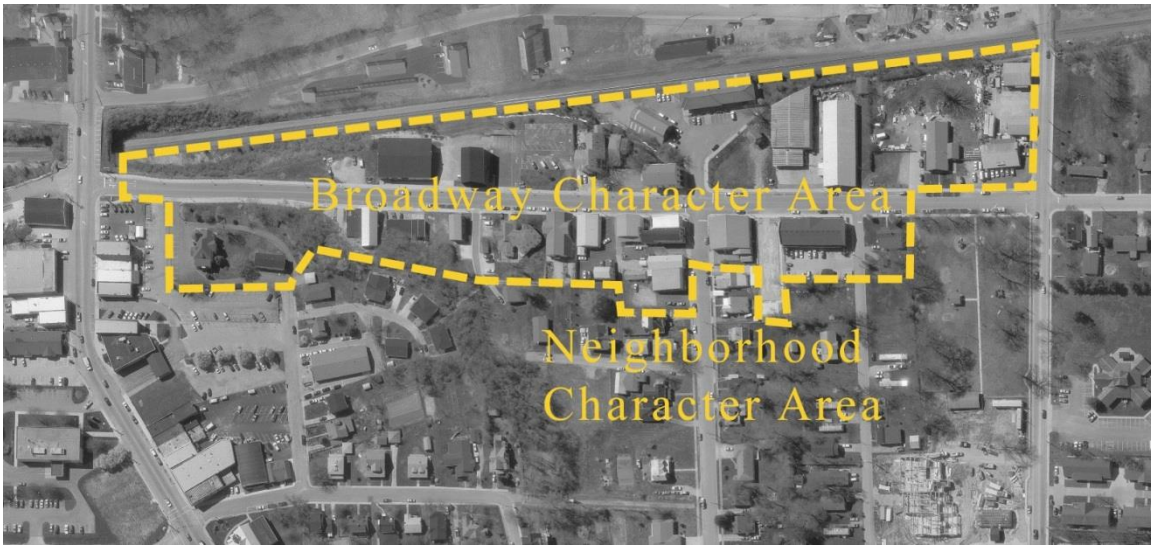
These Guidelines are written for the Old Town Design Overlay District in Berea, Kentucky. Design review guidelines are the primary tool the City of Berea has chosen to maintain the appearance and enhance the economic vitality of those neighborhoods or commercial districts in the city that voluntarily choose to become a design overlay district. The guidelines in this publication will be used by the City staff and a Design Review Board to determine the appopriateness of visible external changes to buildings or properties in the designated district. Property owners should use the guidelines to ensure that their project meets the intent of the overlay district. These guidelines apply to new construction, remodeling, additions, signs or other major external changes.

The Old Town District consists of a mostly commercial area and a mostly residential area. The two areas have distinctly different kinds of physical character and they are described in the Guidelines as the Broadway Character Area and the Neighborhood Character Area.

The guidelines recognize the fact that in both of the district's character areas some properties that were built as residences have been converted to business use, others have not been converted but are zoned for business use, and that this process of conversion may continue in the future. The design guidelines address the concern that the character of the residential neighborhood be protected by creating a buffer zone in which present and future businesses be housed in buildings that are compatible with the neighborhood.

In the Broadway Character Area, changes to existing buildings should follow the guidelines for the building type: storefront commercial, utilitarian commercial, or residential. If a building is being demolished and replaced, the new construction may use the guidelines of any of the three building types.

In the Neighborhood Character Area, the guidelines for residential buildings are the only ones that should be used, so that the character of the residential area is protected.



Broadway Character Area

The character of Broadway and the first block of Adams Street reflects patterns that were established in early part of the twentieth century. A few buildings surrounding the corner of Broadway and Adams were built on the sidewalk line and nearly adjacent to each other. Buildings along the rest of Broadway were varied in spacing and setback.

That pattern has held true with modern development. Buildings are set back from the sidewalk according to their intended function when they were constructed. The general character of the Old Town district is that spacing and organization is fairly loose and informal, the buildings are mostly plain and simple, and density of development is low for a commercial district. There are buildings that punctuate the district with their distinctive character. The depot, the log cabin and park, and the cluster of buildings at the corner of Adams and Broadway provide a clear focal point to the district.

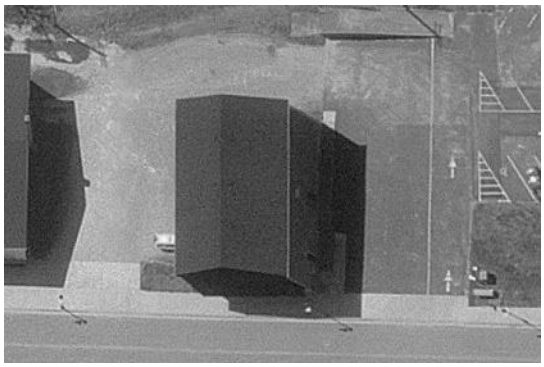
There are three basic building types in the Broadway character area: storefront commercial buildings, utilitarian commercial buildings, and residential style buildings.

Storefront commercial buildings

Of 14 storefront commercial buildings, 10 are built directly on the sidewalk and four are set back some distance from the walk. The 10 buildings on the sidewalk line are mostly in a traditional downtown relationship with neighboring buildings, either immediately adjacent or with no more than the width of a drive between them neighboring buildings. One building, 125 N. Broadway, is set between two parking areas.

Traditional storefront commercial buildings in Old Town are clustered near the intersection of Broadway and Adams Street.

The four storefront commercial buildings that are set back from the sidewalk have varied site configurations. 208-210 N. Broadway has an 8-10 foot strip of grass between the public sidewalk and the sidewalk under the building overhang and is situated between Washington Street on the north and 206 N. Broadway on the south. 206 N. Broadway is about 15 feet behind the sidewalk and is set closely between 208 N. Broadway and 202 N. Broadway. 301 W. Jefferson has a 35 foot deep parking area between it and the sidewalk, a slightly narrower parking apron between the building and Jefferson Street, and another parking area between it and 217 N. Broadway to the south. 2 Depot Circle fronts directly onto the Depot Circle without a direct relationship to nearby buildings.



Storeftont commercial buildings are positioned on their lots in many different ways: adjacent to the right-of-way (top left), on the right-of-way but between parking areas (top right), behind a front yard (middle left), or behind parking areas (middle right and bottom left).

The storefront commercial buildings are not consistent as building types beyond the fact that they all present some type of retail-oriented façade. They are a mix of heights, of roof shapes, materials, and front wall configurations.

Three of the buildings (139 N. Broadway, 140 N. Broadway, and 219 Adams) are straightforward two-story traditional commercial buildings. Two of these have gables facing the street and the other one has a straight cornice line. All three share a typical pattern of a greater amount of window space on the ground floor than on the second floor. Two have had large ground floor windows reduced in area.

Three more buildings (130, 136, and 202 N. Broadway) are one-story but still fairly traditional in their retail character. These three buildings all have gables that face Broadway and a generous amount of window area facing the street. 202 N. Broadway also has a wall facing Adams Street which is not as well-developed as a retail façade.

217 Adams Street is a one-story building with a nearly two-story flat-topped front added to its street face. Its window area is fairly small compared to other retail facades in Old Town.

215 Adams Street is a two story building with a flat cornice facing the street. The building is unusual because the second story appears to have never had windows on the street side. The window area has been reduced substantially on the left side of the ground floor. The right side appears to maintain the original window and door design.

125 N. Broadway, 128 N. Broadway, and 2 Depot Circle are all non-traditional two-story building forms of modern construction. 128 N. Broadway and 2 Depot Circle have gambrel roof gables facing the street. Each has a set of windows centered into front wall of the upper story and window area on the ground floor that is somewhat smaller than a typical retail façade. 125 N. Broadway has an unusual mansard-like roof covering the street face of the second floor. There are no windows on the upper floor, but the ground floor has large display windows.

301 W. Jefferson is a low one-story building with a gable facing away from Broadway.

206 N. Broadway is essentially a one-story building with a suggestion of a second-story given by the upper level windows. The building has windows flanking the front door, but no window display area.

208-210 N. Broadway has a long two-story face on Broadway. The second story has residential scale windows and overhangs the first story by about 6 feet. The first story has windows and doors that are small compared to most retail buildings. 208-210 is unusual in the width of the façade and the number of different businesses that can be housed within that width.

139 N. Broadway, 219 Adams, and 140 N. Broadway

136 N. Broadway

130 N. Broadway

202 N. Broadway

217 Adams

215 Adams

125 N. Broadway, 128 N. Broadway, and 2 Depot Circle

301 W. Jeffereson

208-210 N. Broadway

Utilitarian commercial buildings

Of eight utilitarian commercial buildings, only three are set directly behind the edge of the sidewalk. Three buildings have parking aprons between them and the sidewalk, and two are fronted by lawns. All of the utilitarian commercial buildings stand separately from their neighbors.

Utilitarian commercial buildings in Old Town are located away from the the intersection of Broadway and Adams Street.

The utilitarian buildings have few common threads that unite their appearances. All except one are one-story buildings. All except one appear to have been built no earlier than the 1950s. Beyond those two characteristics they are individual in character.

119 N. Broadway has its long side turned toward the street and its gable at right angles to Broadway. The left side of the building has a customer entrance and small display windows. The right side is mostly blank but with a large vehicle door for receiving materials and sending out products.

137 N. Broadway is a very small building set behind a parking area. Its gable end is perpendicular to the street, visually minimizing the size of its façade area. The one display window is small.

207 N. Broadway is a large, low roofed building formerly used as a boat manufacturing facility. It has a display room attached to the front with a large expanse of glass. A garage door entry into the building's workspace faces Broadway but is set well behind the showroom space.

211 N. Broadway is a skating rink with its front set immediately adjacent to the sidewalk. The gable end faces Broadway with a double door and no display windows.

217 N. Broadway is set about 30 feet behind the sidewalk, with a lawn filling the distance. The main structure has a gable end facing Broadway with a centered door and small display windows flanking the door. A gabled addition is set back further with one door and window.

The old Berea jail is about 15 feet from the sidewalk. The formerly flat roofed building has had a recent gable roof addition made. The door is flanked by residentially-scaled double hung windows with jail bars.

118 N. Broadway is a former service garage with a flat cornice. The wall facing Broadway is divided into three sections: the right section has an access door and an overhead door into a garage bay, the middle section has two garage bays with overhead doors, and the left section was formerly a large area of glass that has now been filled in with siding, a door and three small windows. The building is set about 20 feet behind the sidewalk.

116 N. Broadway is set immediately on the sidewalk, which slopes dramatically across the width of the front wall. The building has a two-story section with a gable front, and a one-story section with a flat cornice. The two-story section has a central door flanked by small display windows, and the one-story section has two doors and a similar display window.

119 N. Broadway

137 N. Broadway

207 N. Broadway

211 N. Broadway

217 N. Broadway

The old Berea jail

118 N. Broadway

116 N. Broadway

Residential-style buildings

There are three residential-style buildings used for business purposes and one other that is still a residence in the character area and all are set back from the sidewalk.

Utilitarian commercial buildings in Old Town are located away from the the intersection of Broadway and Adams Street.

135 N. Broadway was built with combination studio and retail space on the ground floor and dwelling space above. The building is irregularly massed with a central tower that emphasizes the front entry. A parking apron fills most of the space between the front wall and the sidewalk.

126 N. Broadway is a house whose area has been at least doubled with an addition and that is used as a dentist's office. The addition is turned at a 45 degree angle to the original building which minimizes its scale relative to the original building. Parking is to the side with lawn between the building and the sidewalk.

110 N. Broadway is a large home set on the top of the hill that is used as a funeral home. It is set quite far from the sidewalk and is accessible by way of the drive to its parking lot. Lawn atop a stone retaining wall occupies the space between the house and the sidewalk.

212 N. Broadway is a one story house still used as a residence.

135 N. Broadway

126 N. Broadway

110 N. Broadway

212 N. Broadway

Design and Infrastructure Assets

- Ample public parking relieves the need for on-site parking at every property.
- Public parking is concentrated near the center of the district.
- Loosely-knit development pattern accommodates different building sizes and site plan configurations.
- Railroad depot creates a strong image focus in the center of the district.
- Traditional commercial buildings at the corner of Broadway and Washington visually and functionally support the depot as a center for the district.
- Recent streetscape development has created an infrastructure of sidewalks, lighting, and landscaping that supports private development efforts.
- Streetscape features including the lights, railings, and the stone retaining wall have established a workable materials vocabulary for public space in Old Town.

Future Development Opportunities and Challenges

- Many utilitarian buildings are under-utilized and are available for expansion of artisan-oriented businesses
- Utilitarian buildings offer ample space for workshops and studios, but most lack optimal retail space or street presentation
- Older storefront commercial buildings adjoin the sidewalk edge and have facades designed for window shopping.

- Recent commercial buildings lack an optimal retail presence because they are set back from the sidewalk or have front facades with windows that are under-sized for adequate retail display
- Many properties have parking areas or the space to develop parking areas that can be designed so that they also support streetscape continuity.
- Open lots and space on developed lots create opportunities for new building development.
- Buildings with functional limitations may be expanded in the future or replaced with new buildings suited to the artisan and retail marketing intent for Old Town.

Design Goals

1. To preserve remaining historic buildings.

2. To continue the use of traditional building materials.

3. To design new storefront commercial buildings with mass, form, and facades similar to the buildings adjacent to the Broadway and Adams intersection , but without imitating historic details.

4. To align new storefront commercial buildings at the sidewalk edge.

5. To rehabilitate existing service buildings so that they have an inviting retail façade and a functional, but non-intrusive work façade.

6. To design new utilitarian commercial buildings that combine artisan workspace and retail space.

7. To rehabilitate off-street parking areas so that they are screened and landscaped attractively.

8. To design existing space between sidewalks and both types of commercial buildings as positive open space that can be used by pedestrians or contribute aesthetically to the character of Old Town.

9. To develop vacant space between buildings, either as new buildings or as landscaped parking, where needed.

10. To promote a friendly and walkable pedestrian environment

Neighborhood Character Area

The area described as the neighborhood character area in this document is more extensive than the area that is zoned for business uses. A major concern with conversion of residential properties to business uses is that they not conflict in their design character with the continued residential use of the rest of the neighborhood. A larger area of the neighborhood, therefore, is described in this document to develop a sense of the design character to which businesses in the neighborhood character area should adhere. The guidelines themselves will apply only in the smaller area that is zoned for business uses. If additional areas are re-zoned for business use in the future, or if neighborhood residents choose to apply the guidelines to residentially-zoned properties, then the guidelines could be extended into those areas later.

The neighborhood character area reflects its early development as a semi-rural neighborhood on what was once the edge of Berea. Lot sizes are mainly in the range from 1/6 acre to ½ acre. Most houses are set fifteen to thirty feet from the back edge of the sidewalk. Side yard widths vary widely. Automobile access to lots and garages is from the street side because there are no alleys in most of the neighborhood. There is an interconnected set of alleys in the area southeast of the intersection of Adams and Broadway. These alleys create opportunities for property development and for vehicular or pedestrian access in that area. There are few street trees in the neighborhood. The space between the walk and curb is inadequate for trees, and few property owners have planted trees in their front yards. Other landscaping is minimal on most properties.

The neighborhood character area contains only residential style buildings and accessory buildings such as garages and storage buildings. House types are varied in style. There are one and two-story T plan houses (literally with a floor plan shaped like a T), two-story I houses (with a floor plan in a line parallel to the street), a Cumberland house (with two doors centered in the front wall), Bungalows, and irregular plan houses. Perhaps the one significant shared characteristic is that there are no ostentatious houses in the neighborhood. From the most humble in size and character to the largest and most carefully detailed houses, there is a sense of restraint in design. One significant lesson to be observed from the existing houses for those who may desire to convert a property into business uses is that the houses with a gable facing the street present a much more prominent face to the public. Single-story buildings whose gables face away from the street present a particularly small surface to catch the attention of shoppers or visitors.

Selected building descriptions

Adams Street, number unknown, is a two-story I-plan house with a porch across 3/4s of the front wall. Its original clapboards are covered with masonite siding.

118 Adams is a two-story Cumberland house with a porch across most of its width. It has a metal roof and the original clapboards are covered with aluminum siding.

119 Adams is a two-story Craftsman-style house with symmetrical cross gables. The hip-roofed porch is nearly the width of the front wall. The house retains its original cladding of shingles.

122 Adams is a two-story Bungalow with a large gabled dormer facing Adams Street. A full-width porch is set under the main roof of the house. The original clapboard has been covered with vinyl siding.

129 Adams is a two-story T plan house with a porch that wraps around the front and the left side. It has been covered with vinyl siding.

201 Adams is a two-story irregular plan house with three steep gables facing the street. There is a porch across the front of the right two bays of the house. 201 is clad in wood clapboards and has a metal roof.

206 Adams is another two-story T plan house.

Adams Street, number unknown

118 Adams

119 Adams

122 Adams

129, 201, and 206 Adams

Design and Infrastructure Assets

- Adams Street has parallel parking on both sides of the street so there is reduced need for additional parking on private property.
- There are sidewalks on both sides of Adams Street for good pedestrian circulation.
- Houses are close enough together to allow a reasonable concentration of business enterprises within a walkable distance.
- The unpaved alleys to the southeast of the corner of Broadway and Adams present future access and development opportunities.
- Open lots and lots occupied by mobile homes on Washington Street may present future development opportunities.

Future Development Opportunities and Challenges

- House sizes vary in their ability to house a business. Some are large enough as is, but many would need to be added onto.
- Most lots are of a size suitable for small parking areas to the side or rear of lots.
- Sidewalks or other pedestrian paths are needed on Washington Street if business development occurs there.
- Broadway provides the only pedestrian link between Adams and Washington Streets. A walkway further east between Adams and Washington Streets would provide another pedestrian link and increase convenience.

Design Goals

- To maintain residential character and compatibility between residential and business uses.
- To encourage pedestrian circulation by minimizing driveway interruptions of sidewalks and by maintaining attractive front yards and entries.
- To locate parking behind buildings and screen it from neighboring properties streets.
- To design new buildings, additions, or remodeling so that they are similar to the appearance of existing residential buildings.
- To encourage the development of windows, doors, or other façade elements that serve the retail purpose of business buildings in balance with the goal of residential compatibility.
- To encourage creative but restrained signs that fit within the neighborhood character area.

Design Guidelines: Storefront Commercial Buildings

Rehabilitation of existing storefront buildings, additions, or new buildings should continue the essential form of traditional retail buildings as relatively deep buildings that use the full width of their primary street façade to display merchandise and invite entry. Building sites should be developed with a clear orientation to the street and pedestrians to invite the walking and shopping behavior that enhances retail businesses.

Site Guidelines

Parking

On-site parking for customers is not typically necessary because of nearby on-street and public parking lots. On-site parking for owners and employees, if possible on the property should be provided so that public spaces are available for shoppers.

- If parking is provided, the drive should not exceed 24 feet in width at the sidewalk. The sidewalk should be continuous across the driveway.
- Parking should be screened with plantings, brick or stone walls, or should be hidden behind the building.
- Garbage containers of any size should not be visible from the street.

Street Frontage

Pedestrian movement through a shopping district is encouraged by close spacing between buildings and by well-designed retail facades that are set close to the street. Close spacing between buildings maximizes the number of businesses that can be accessed within a given walking distance and avoids the feeling of "dead space" between buildings. Setting buildings close to the street enlivens the sidewalk experience, brings display windows into close viewing distance, and makes access simple.

- Buildings should be set on the right-of-way line or up to ten feet behind it.
- If buildings are set back from the sidewalk, the space between the sidewalk and the building front should be developed as positive open space. Positive open space is defined as any of the following:
    - semi-public sitting space,
    - an outdoor foyer to a building,
    - display space for sculpture, art pieces or products, or
    - well-landscaped areas that contribute texture and color to the sidewalk.

Site Lighting

A design theme for street lighting has already been set for Old Town by the pole mounted street lights on Broadway. Site lighting on private property does not necessarily need to use the same pole and fixture, but should use products similar in quality. Site lighting should be only directed at those areas that require night lighting to avoid over-lighting and light pollution of the neighborhood.

- Ground or pole-mounted flood lights directed at buildings should not be used.
- Pole mounted lighting in parking areas and in spaces between building fronts and the street should be shielded to avoid glare.

Mass and Scale

Width

Storefront commercial buildings in Old Town have traditionally varied in width from 25 feet to 50 feet. These widths are in scale with pedestrian walking speeds and with the typical space needs of artisan-related retail businesses.

- New storefront buildings should be between 25 and 50 feet in width.
- Buildings that are wider across the street façade should use a change in design features to suggest the traditional building widths. Changes in facade material, window design, facade height or decorative details are ways in which this could be achieved.

Height

Commercial buildings in Old Town have traditionally been two stories in height, with a ground floor height from 10-14 feet and a second floor height from 9-12 feet. Maintaining a pattern of two story buildings helps to create a stronger and more visible overall streetscape character for Old Town. This is particularly important because most buildings are spaced some distance apart from their neighbors.

- Buildings should be two stories in height with the first story taller than the second story.

Roof Form

Roof forms have traditionally been sloped to the back or with a gable facing the front. Both roof types allow decorative features or patterns to be developed: a decorative cornice on a building with a roof that is flat or sloped to the back, or a pediment or other gable feature on a front facing gable roof.

- Roofs may slope to the rear with a front parapet wall and cornice or may have a gable facing the front.
- Roofs should not make up more than 25% of the visible façade area of a building.

Front Wall Plane

Storefront commercial buildings should follow a traditional compositional organization, including an articulated lower façade, a distinguishably different upper façade, and a cornice or other capping feature. Visual separation between the lower and upper sections of the façade creates an orientation toward pedestrians. Some design elements that can successfully create this separation include awnings, varying textures, varying window patterns, sign friezes or storefront cornices, and avoiding signage that overlaps floor levels.

Entries

Architectural detail should create an easily identified and welcoming entrance. Recessed primary entrances provide a shaded area that helps to define doorways and to provide shelter to pedestrians. The repetition of this feature along the street contributes to a pedestrian scale and invites shoppers to enter buildings. Other details that can emphasize entries include decorative entryway paving, window bulkheads of contrasting materials flanking entryways, and awnings or projecting signs placed directly over entries.

- Entries should be on the primary, street-facing façade of a building.
- Set the door back from the front facade an adequate amount to establish a distinct threshold for pedestrians. A recessed dimension of four feet is typical.
- Where entries are recessed, the building line at the sidewalk edge should be maintained by the upper floor(s).

Windows

Window design should respect traditional patterns of size, proportion, spacing and rhythm. First floor window and display design should create a feeling of transparency on the ground floor of buildings. This contributes to a sense of safety and is welcoming to pedestrians.

- The viewing zone of the first floor façade, from two feet to eight feet above ground, should be made up of at least 70% clear glass.
- Sill heights for first floor windows should not be more than 30 inches above the ground.
- Second floor windows should take up proportionately less surface area, between 25% and 50% of the wall area.

Side Walls

Buildings that are spaced apart from their neighbors or that are positioned on

corners may have visible side walls. The sidewalls may or may not serve as entrances, but still make a visual contribution to the character of Old Town.

- Buildings on corner lots should consider special features that add accent to both streets. Corner entrances, special architectural features, and storefront windows that extend along both street facades are examples.

- Buildings not on corners, but whose side walls are exposed, should be considered for the use of other architectural features that will add character to the façade even though display windows or entrances may not be appropriate. Example of these features include masonry patterns, trellises with planting, planting beds, windows, artwork, lighting fixtures, and recesses or projections in the wall plane.

Other wall elements

Awnings

Awnings have a traditional function to shade and shelter the sidewalk and to control the amount of light entering shop windows. The shade they cast on windows reduces glare and makes it easier for pedestrians to see window displays. They also have an aesthetic function by providing color, pattern, and a horizontal band in the composition of a building façade. Awnings can serve as part of the sign package for a building.

- Awnings should be made of canvas or a canvas-like material and should be sloped with a shed roof profile.

- Pre-formed plastic bubble awnings should not be used.

- Business identification that is painted or appliquéd on an awning is appropriate.

- Awnings should respect the horizontal dimension of buildings and should be dimensioned to relate to other building features. They typically should extend nearly the full length of the front wall, but may be dimensioned to fit over individual windows or sets of windows.

- Awnings should fit the vertical dimensions of a storefront. The top edge of an awning should be aligned with the top of the transom window or below decorative molding that may separate the first floor from the second floor.

- Awnings should be lit with external, shielded lighting. They should not be internally lit or back-lit.

Lighting mounted on buildings

Lighting mounted directly on buildings is valuable for supplementing street lighting, for accenting building features and illuminating signs.

- External light fixtures should be complementary to the design of the rest of a building.
- Light fixtures should be mounted so that the fixture projects out from the building and so that the light is aimed toward the building façade, awning, or sign.
- Lighting should be shielded so that glare is not directed away from a building.
- Floodlights that are directed upward to illuminate large areas of building walls should not be used.

Utility Meters

- Meters and other utility features should not be visible from streets, walks, or other public areas.
- Vending machines should not be located on the fronts of buildings.

Design Guidelines: Industrial commercial style buildings

Utilitarian commercial buildings carry on two Berea traditions. One of those is related to the railroad and the kinds of businesses that located along it in the days when the depot was active. Lumber sales and other shipping-dependent businesses devoted a portion of their space to customer reception and a larger portion of space to warehousing or fabrication. The other tradition is that of the artisan. These Berea businesses need space that allows for retail display and sales along with space for production. In addition, artisan businesses may need the ability to receive bulk materials or to load products to be shipped to other sales outlets.

Utilitarian commercial buildings should follow the guidelines for storefront buildings with the exceptions described below.

Site Guidelines

Street Frontage

Unlike storefront buildings, the space between utilitarian commercial buildings and the street may serve two purposes: access for customers and access for supplies and shipping. In addition, buildings may be designed to allow some type of view of an artisan's workspace. Given these needs, greater flexibility in the design of the building façade and the space between it and the street is necessary.

- Buildings should be set on the right-of-way line or up to 30 feet behind it.
- The space between a building and the sidewalk may be used as landscaped entry or display space, loading and service space, or as a space to allow a view into a workspace. Loading and service space should occupy less than half of the width of the face of the building facing the street.
- If loading or service space is between the street and the building it must not interfere with public use of the sidewalk. If space is provided for trucks to back up to a building, for example, the building must be set back adequately to avoid interference with the sidewalk.
- Trucks or other vehicles should not be normally parked or stored in front of buildings.
- Space for retail entries should be landscaped distinctively and clearly separated from service or loading areas.
- All other site guidelines for storefront commercial buildings apply to utilitarian commercial buildings, including parking and site lighting guidelines.

Mass and Scale

Façades of utilitarian commercial buildings may work best when designed in one of two ways: either as a retail façade across the entire street width with work space behind the retail area, or as a façade divided into retail and workspace fronts with the retail façade closer to the street and the workspace façade recessed.

Width

Utilitarian commercial buildings in Old Town tend to have wide street frontages. Wide buildings can better fit with the desired pedestrian scale when they are divided into smaller units of width.

- Long facades should include breaks
- Buildings that are wider than 50 feet across the street façade should use a change in design features to suggest traditional building widths. Stepping a section of a building back further from the street is an effective way to break the façade width. Other methods for articulating breaks in width include changes in facade material, window design, facade height or decorative details.

Height

Unlike the storefront buildings, utility commercial buildings are usually one rather tall story in height.

- Buildings should be one or two stories in height. An elevation break, with a retail area two stories in height and a workspace one story in height may be appropriate.

Design Guidelines: Residential building type

Residential style buildings may be built in the Broadway character area and are the only type of building that may be built in the neighborhood character area. Existing residential buildings may also be converted to business use with additions or remodeling. The design guidelines for residential style buildings are intended to protect and enhance the character of the neighborhood adjacent to the core commercial area of Old Town. New construction, remodeling, or additions should incorporate traditional residential forms including roof lines, building mass, window and door patterns, and materials.

Site Guidelines

Parking

On-site parking for owners and employees, if possible on the property will ensure that on-street spaces are available for shoppers. Some properties may need to provide parking for customers also. Parking should be designed with sensitivity to neighboring properties and the residential character of the streets.

- On-site parking may not be located in the front yard. If located in the side yard, it must be no closer to the street than the mid-line of adjacent buildings.
- If parking is provided, the drive should not exceed 24 feet in width at the sidewalk. The sidewalk should be continuous across the driveway.
- If parking is not hidden behind the building, it should be screened with plantings or brick or stone walls.
- Garbage containers of any size should not be visible from the street.

Garages

Garages in the Old Town neighborhood have traditionally been modest in scale and have been set to the rear of lots..

- Garages should be set at least as far back as the mid-line of the house and any neighboring house. Setting garages behind the rear line of the house is preferred.
- No more than two garage bays or doors should be visible from the street.
- Garages should be subordinate in scale and height to the house on a property.
- Garage materials should be compatible with materials used on the house. Metal siding is not appropriate for cladding garages in the Old Town neighborhood.

Street Frontage

The traditional orientation of porches and doors to the street and sidewalk encourages pedestrian entry. This orientation should be enhanced in residential style buildings that are used for business purposes with wider walkways, attractive lighting, signage, and landscaping.

- Buildings should be set anywhere from 15 feet to 35 feet behind the right-of-way line.
- Walkways should clearly and directly lead to business entries and should be at least five feet wide. Patio space or other pedestrian connections between the public sidewalk and the building entry are encouraged if they use brick or other unit paving materials, are residential in scale, and incorporate planting.
- If parking is provided in the rear of a property, walkways should connect the street, the business entry, and the parking area.
- Landscaping should be simple, residential in scale and carefully thought out to emphasize the building façade, building entry and entry walk, and display windows.
- Canopy trees that shade the sidewalk and relate to the scale of the open character of the neighborhood are encouraged. Smaller trees that may obstruct views of entries, porches, or other building features should be carefully placed.

Site Lighting

Lighting on the sites of residential-style buildings should be in keeping with the scale and low lighting level typical for residential neighborhoods. The amount of area lit should be limited and focused on public entries.

- Residential-scale pole mounted lights with a total height between 10 and 14 feet, bollard lights, or other low level incandescent lights are recommended for lighting entry areas.
- Ground or pole-mounted high-intensity flood lights directed at buildings should not be used.
- Residential-scale pole mounted lights with a total height between 10 and 14 feet in parking areas and in spaces between building fronts and the street should be shielded to avoid glare.

Fences

Fences in front yards may be useful for controlling and directing pedestrian access and for providing detail interest in the pedestrian environment. Fences in rear and side yards may be useful for screening parking so that it does not impact neighboring properties.

- Front fences should be no more than four feet high and may be picket, plank, wrought iron, or welded and painted tubular steel. Brick or stone walls may also be used.

- From the mid-point of the building extending into the rear yard, fences may be up to six feet tall. The same types of fences allowed in the front may be used with the addition of wooden privacy fences.

- Chain link fences and concrete block walls may not be built.

Mass and Scale

Width

Neighborhood buildings are typically compact in their plan and may be deeper than they are wide. Existing widths fall in the range between 30 and 45 feet. These widths allow ample room on most lots for a driveway leading to the rear of the lot.

- New buildings in the neighborhood character area should not exceed 45 feet in width across the front wall plane. Additional width beyond 45 feet in new buildings or building additions is acceptable only if it is significantly stepped back from the front wall plane.

- Dividing the width of buildings into masses or sections that are equivalent to the width of a room is encouraged.

Height

Houses in the neighborhood are divided roughly equally between those that are one or 1 ½ stories in height and those that are two stories in height.

- New buildings should be one to two stories in height.

- Additions to existing buildings should respect the height of the existing building. If the addition is taller, then it should be set behind the existing building. In no case should an addition exceed two stories.

Roof Form

Roof forms in the neighborhood are traditionally simple with ether single or multiple gables and ridge lines. There are no flat-roofed, pyramidal-roofed or hip-roofed buildings on Adams or Washington Streets. Roof slopes vary between 9:12 and 12:12.

- New buildings or building additions should utilize gabled roof forms with slopes in the range found in the character area.

- Gables of two-story buildings may be parallel or perpendicular to the street.

- One-story buildings should turn the gable toward the street to maximize the visual presence of the building.
- Roofs should not make up more than 25% of the visible façade area.

Front Wall Plane

Residential or commercial buildings in the neighborhood character area should follow a traditional residential organization of a building's front wall plane. Elements of this organization may include stepped back sections of the main building mass, porches inset into the building mass or projecting out from it, clear articulation of building entries, and residentially-scaled windows.

Porches

Porches are a traditional element on houses in the Old Town neighborhood. They are roofed to provide shade and rain protection and are deep enough to accommodate furniture. New buildings should be built with porches that extend across at least half of the width of the façade. Full width or wrap around porches are encouraged.

- Porches should be roofed and the roof form should be in keeping with the rest of the building.
- Front porches should be open in character, not enclosed.
- Porches should be a minimum of six feet in depth.

Entries

Entries on neighborhood houses are typically subtle in appearance, but are clearly marked by their relationship to the rest of the façade. They may be centered in a façade or a section of a façade, or they may be located near a wall corner. They are positioned in relationship to windows and building masses in a way that is logical and harmonious. Residential doors typically have a window in the upper half of the door and are solid below.

- At least 1/3 of the surface of an entry door should be clear glass.
- Entries may be modified from the traditional residential door in the following ways: they may be full view glass, they may have sidelight windows for emphasis and to increase transparency, or a double residential style door may be used.
- Metal frame contemporary commercial style doors should not be used.

Windows

Windows in Old Town houses are double hung and vertical in orientation. Most are between 30” and 36” wide and between 60” and 72” tall. Windows are placed together in gangs when larger expanses of glass are desirable.

- Vertically-oriented double hung windows should be used on building elevations visible from the street.

- Windows may be ganged together to create display opportunities for a business, but should be done in a way that maintains the proportions of a façade.

- One commercial style display window may be incorporated into a façade if it does not disrupt the overall composition and balance of the front wall plane.

Details

Buildings in the area have traditionally been simple in style, with understated ornamentation. Most of the character in buildings comes from their overall shape, massing and proportion; from the placement and scale of windows and doors; from the surface relief provided by overhanging eaves, gables, and porch roofs, and from functional ornamentation such as corner boards, eave brackets, and porch posts.

- Most detailed elements should be associated with edges and projections: eaves, corners, and porches.

- Columns, handrails, brackets, and balustrades should be in keeping with the materials and style of the rest of a building.

Awnings

Awnings on residential buildings are traditionally scaled to individual windows and doors or across porches, but do not extend across multiple windows or doors.

- Commercial-style awnings may be used on residential –style buildings in the Broadway character area if they adhere to the guidelines for commercial awnings and do not obstruct architectural features.

- Residentially-scaled fabric awnings may be used over windows, doors, or porches in the Neighborhood character area.

- Commercial-style awnings should not be used on buildings in the Neighborhood character area.

Side Walls

Residential buildings are usually spaced away from neighboring buildings, making their side walls more visible from the street.

- Side walls should use the same materials, window patterns, and other details that are used on the front of a building.
- A business's main entrance could be located in a side wall so that it can be easily accessed from the street and from a parking area in the rear of the lot. In this case the entrance should be well connected with walks or patio paving and should be proportionately fitted into the side façade.
- A building projection could be constructed for an entry on a side wall. The projection should share roof slopes, details, and materials existing on the building.

Building Lighting

Residential level lighting is usually much lower than that used for commercial purposes. When businesses are located in converted houses in a residential neighborhood, lighting is a sensitive issue. The businesses need to provide enough illumination that they can be recognized as commercial enterprises, that there sign can be seen, and that walks and entries are well-enough lit to be safe. On the other hand, the light levels should not be in conflict with the ambience of a residential building and should not affect the quality of life for nearby residential properties.

- Up-lights with low intensity levels and set very close to building walls may be used.
- External light fixtures should be complementary to the design of the rest of a building.
- Light fixtures should be mounted so that the fixture projects out from the building and so that the light is aimed toward the building façade or sign.
- Lights concealed in porch ceilings, behind porch posts, or soffits and that illuminate architectural features or light entries and signs in a subtle fashion are encouraged.
- Business lights should be turned off when normal business hours are over to avoid disrupting the comfort of neighborhood residents.

Sign Guidelines

A sign program or sign master plan should coordinate all signs on a building so that signs have the appropriate effect with minimum clutter and so basic information about a business is quickly comprehended. The information provided should be carefully thought out so that that the prominence of signs corresponds to the importance of the information.

Signs serve three functions. One is to attract attention, the second is to identify the business, and the third is to provide information about the business. The building itself should be the primary way to draw attention. A façade that is well-designed and maintained is the best sign that can be had for any business. Signs should be subordinate to architectural features.

Identifying signs should be the most prominent signs on a building and should very simply state the name of the business or should indicate the type of business with a symbol. Informational signs may give more information about special services offered or a range of products. This information should be in much smaller letters and occupy less sign area.

Sign types

Six basic sign types are described in this section. Most businesses will have a limited combination of types whose choice should depend on the architectural character of a building, its relationship to the street and sidewalk, and the nature of the business. When multiple sign types are used, each type of sign should have a particular message to deliver and should not repeat information from other sign.

Flat signs

On traditional storefront commercial buildings, signs were most often mounted to fit within architectural features. Many buildings have a sign board, which is a horizontal flat surface above the store windows and below any molding that divides the first and second floors, or above the molding and below the second floor windows. Buildings that do not have a sign board will still have a set of proportions or patterns within which a sign can be harmoniously fitted.

- Signs mounted on buildings should not project above the roof, parapet, or cornice.
- Signs should not obscure architectural features and should be dimensioned to emphasize or harmonize with existing patterns such as window and door dimensions.
- Signs attached to buildings should not overlap multiple building floors, they should emphasize the division between floors.
- Attached signs should not be inferior in quality to the materials of the building.

Projecting signs

A projecting sign is attached to a building face and is mounted perpendicular to the façade. Projecting signs lend themselves to cut-out or three-dimensional shapes or may be simple lettered signs.

- Projecting signs should be a maximum of ten square feet.
- The bottom of projecting signs should be between seven feet and ten feet above the sidewalk or ground surface.
- Signs should project no more than five feet out from a building face.

Free-standing signs

Free-standing signs are particularly suited for businesses that are set back from the street, such as houses converted into business use. Free standing signs may be pole mounted, or set on a base on the ground, or be an object such as a carved stone that is set directly on the ground.

- Free standing signs should be no taller than ten feet measured to the top of the highest sign or mounting feature.
- Poles with cross arms are suggested as the most appropriate free-standing sign

type

in the Neighborhood character area.

Awning signs

Words or graphics can be sewn, woven, or painted onto the bottom valance of an awning or on the face of a steeply sloped awning. Awning signs are especially useful when one building houses multiple businesses because they can be related to the door or windows of each business.

- Awning signs should be externally illuminated.

Window signs

Window signs serve as a method of supplying additional brief information or repeating a business name near eye level.

- Window signs should be composed of letters and logos affixed directly on glass or hung just inside the glass; they should not be printed on paper sheets attached to windows.
- Window signs should not obscure the view into a shop or display window.

Sandwich boards

Sandwich boards are an appropriate way to provide temporary information or specials. They should not be used as a substitute for other more permanent identifying or

informational signs.

- Sandwich boards must not obstruct pedestrian walks, parking, or driving lanes.
- Sandwich boards should be no taller than 42 inches.

Materials and Colors

Sign materials should be compatible with the design and materials of the building where the sign is placed. Carved or painted wood, steel or other metals, or creative combinations of materials are encouraged for signs. Quality, originality, and creativity in a sign is a reflection of the nature of the business that it advertises.

- Sign colors should be coordinated with building colors.
- Simplicity is encouraged.
- Shapes or symbols without words are encouraged for identifying signs.
- Neon may be used inside windows to create lettering, outlines or symbols.
- Promotional neon signs supplied by product distributors will not be approved.